



appinio **corona** report

29th survey – 13th December 2021

🇬🇧 United Kingdom

Study Design & Sample	04
Key Insights	06
Additional questions	08
Concerns about Coronavirus	13
Return to Normalcy	19
Consumer Behaviour	27

Intro to the study

Introduction to the Appinio Coronavirus Consumer Report

 View all data incl. filter options at appinio.com/login

Last year, in March 2020, COVID-19 became a worldwide problem. The UK began its first lockdown, something that had never happened before.

Different economic sectors were suddenly paralysed and no one across the world was able to predict how our daily lives or economy would change.

It was precisely at this point that Appinio decided to set up a comprehensive follow-up study to better understand the impact of the pandemic on the daily life and consumption behavior of the German population. This report was then implemented in the UK in mid 2020.

Over the past year, this report has helped thousands of companies in Germany and the UK to better understand consumers and their behaviours during this global pandemic.

Our new report not only features a new design, but also a new questionnaire - better adapted to current concerns, with topics such as vaccinations. We will also publish 'additional questions' in each report on more current or debated topics.

All data and other filtering options (e.g., age or gender) can be viewed in real time on our research platform: research.appinio.com. This report is also available in other European countries, namely France and Spain, but not Germany.

Appinio's analysis supports companies in all sectors. In these turbulent times, it is important to understand how market research helps each of us better understand the world we live in.

Thank you for your continued support.

Yours,
Jonathan Kurfess

01

Study design & sample

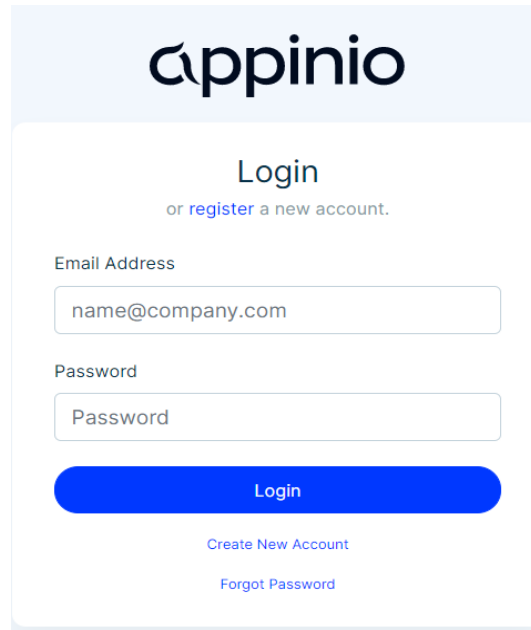


Access to the studies and the tracking-data

Real-time access to the studies and all the answers on the Appinio analyser dashboard

1. Free account registration

- Create a free account at research.appinio.com



appinio

Login
or [register](#) a new account.

Email Address

Password

Login

[Create New Account](#)

[Forgot Password](#)

2. Open the report

- Under "Appinio Studies", you'll find the "Corona: Consumer Study UK"
- Click on "Go to Analysis"



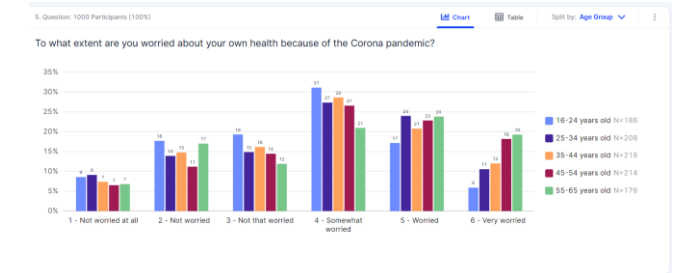
Corona: Consumer Study - UK

Participants	Questions	Create Date
1000	35	24.03.2020

[Go to Analysis](#)

3. Analyse the results

- View and track the results in real-time in the dashboard
- Flexible splitting and filtering (e.g. according to age groups or diet types)



Tracking: Study design

Data collection, sample and content

Method

- Mobile questionnaire, played out via the Appinio app
- The survey took place between December 08 and December 12, 2021
- Data can be accessed, filtered and downloaded at research.appinio.com

Sample

- Country: United Kingdom
- Age: 16 – 65 years old
- Representative at national level regarding age and gender
- Survey 1 to 29: N=1000

Content

- Current additional questions:

Electricity price boom

- How much is the electricity in the UK? And who recently noticed a price increase?
- How worried are Brits about the rising prices? As a consequence, who plans to change their provider?
- Which tips and tricks are used to reduce power consumption and costs?

02

Key Insights



Key Insights – Additional Questions

The week's most interesting insights at a glance



Overall, Brits are (extremely) satisfied (55%) with the information their energy supplier displays on the bill.

- The aspect of energy suppliers Brits are most satisfied with is **the information displayed on their bills (55%)**, followed by **the digital services they offer (54%)** and **their responsiveness to issues customers face (51%)**.
- **Older age groups (49 to 55% for 45-year olds and older)** appreciate the **transparency** of their energy suppliers more than their younger counterparts.



One in four (24%) is planning to switch electricity providers in the coming year.

- **One in four (27%)** stated that they had **changed electricity provider in the last 12 months**.
- The **main reasons** for this were that **previous suppliers went bust (30%)** and **others were better value for money (24%)**.
- Among those who changed their electricity provider in the last year, the motives differ greatly in the age groups: While a **fourth (27%) of 24 to 35-year-olds** cite being **forced to find another supplier** after their previous one went bust, **for the older generations it is primarily the price** (45-54 year olds: 40%, 55-65 year olds: 33%).



Half of the respondents (50%) are concerned about rising electricity prices

- The other half stated that they were not at all (15%) or (rather) not (35%) concerned.
- In order to reduce energy consumption, the Brits use tried and tested tricks: turning off the light when leaving the room (65%), only running the washing machine and dishwasher when they are full (47%) and using double glazed doors and windows (45%).
- The Brits also fall back on this when reducing energy costs: other methods included in the top 5 are the use of LED lights (39%) and keeping the thermostat at a low temperature (39%).

03

Additional Questions

Electricity price boom*

- How much is the electricity in the UK? And who recently noticed a price increase?
- How worried are Brits about the rising prices? As a consequence, who plans to change their provider?
- Which tips and tricks are used to reduce power consumption and costs?

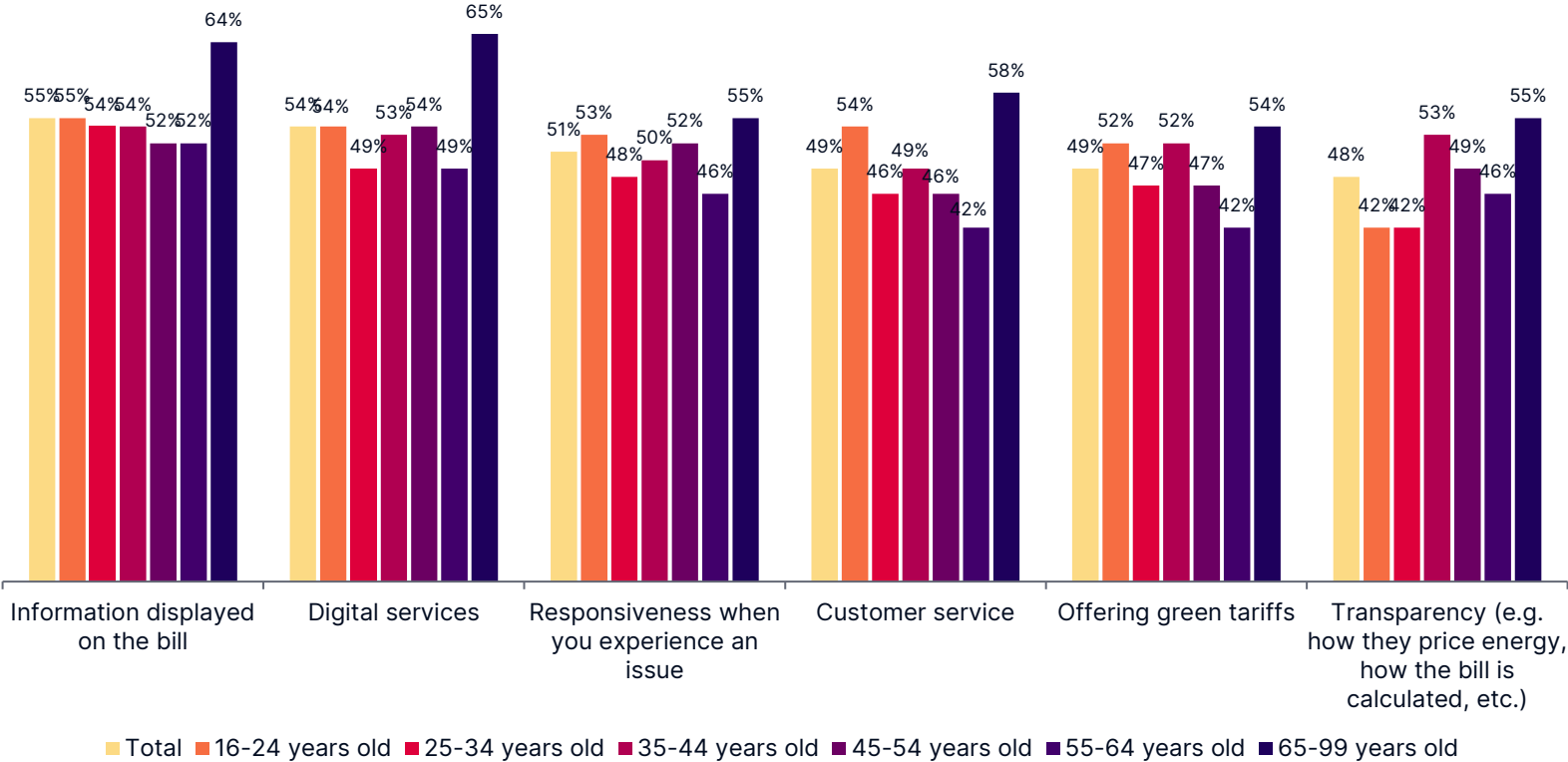
*The results presented in this section (pages 9-12) have been administered to a nationally representative UK sample for age & gender of 1,000 respondents in a separate survey carried out by Appinio on December 1st 2021. Find results here: research.appinio.com



Overall, Brits are most satisfied (55%) with the information their energy supplier displays on the bill

To what extent are you satisfied with the following aspects of your energy supplier? (Top 2 responses)

Appinio Corona Report – Wave 29



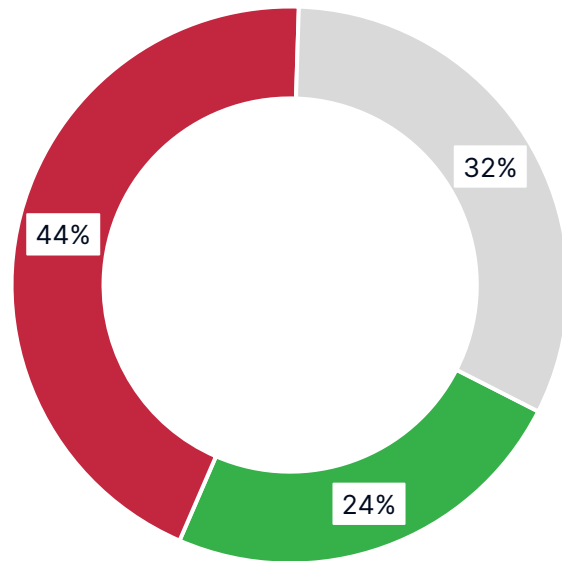
**The majority
(73%)**
of Brits think it is either likely or very likely that their energy bills will increase.



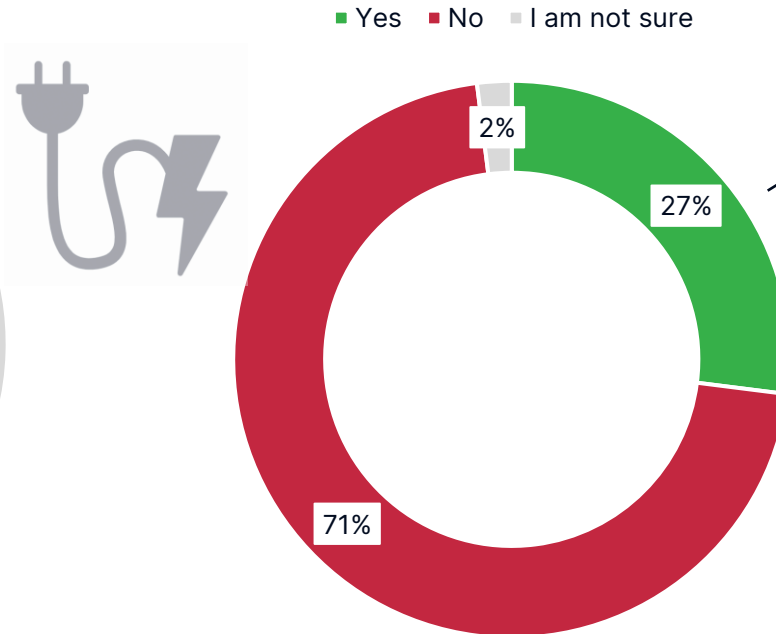
One in four (27%) has changed electricity provider in the last 12 months

And one in four (24%) is planning to switch electricity providers in the next year

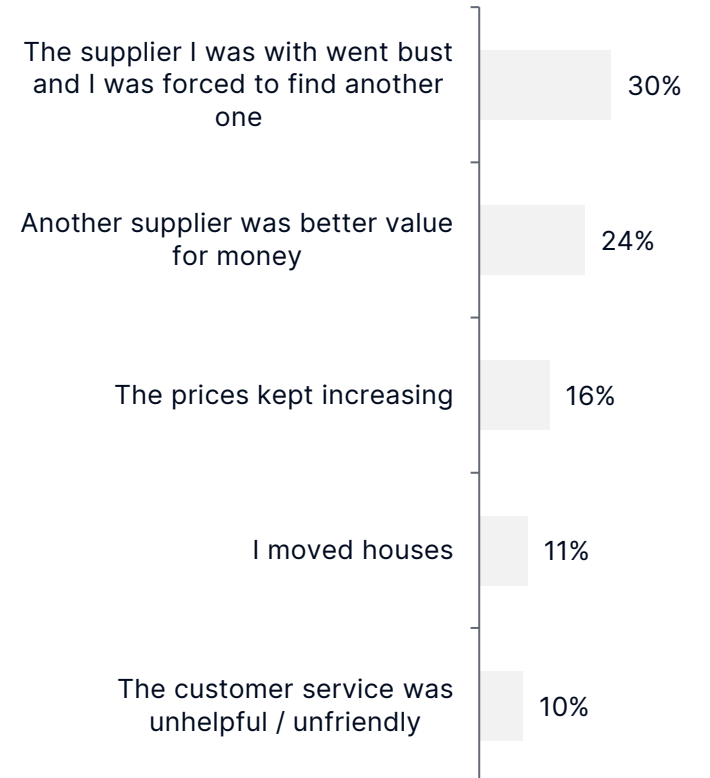
Are you planning to change your electricity provider in the **next 12 months**?



Have you changed your electricity provider in the **last 12 months**?



Top 5 reasons why the electricity provider was changed:

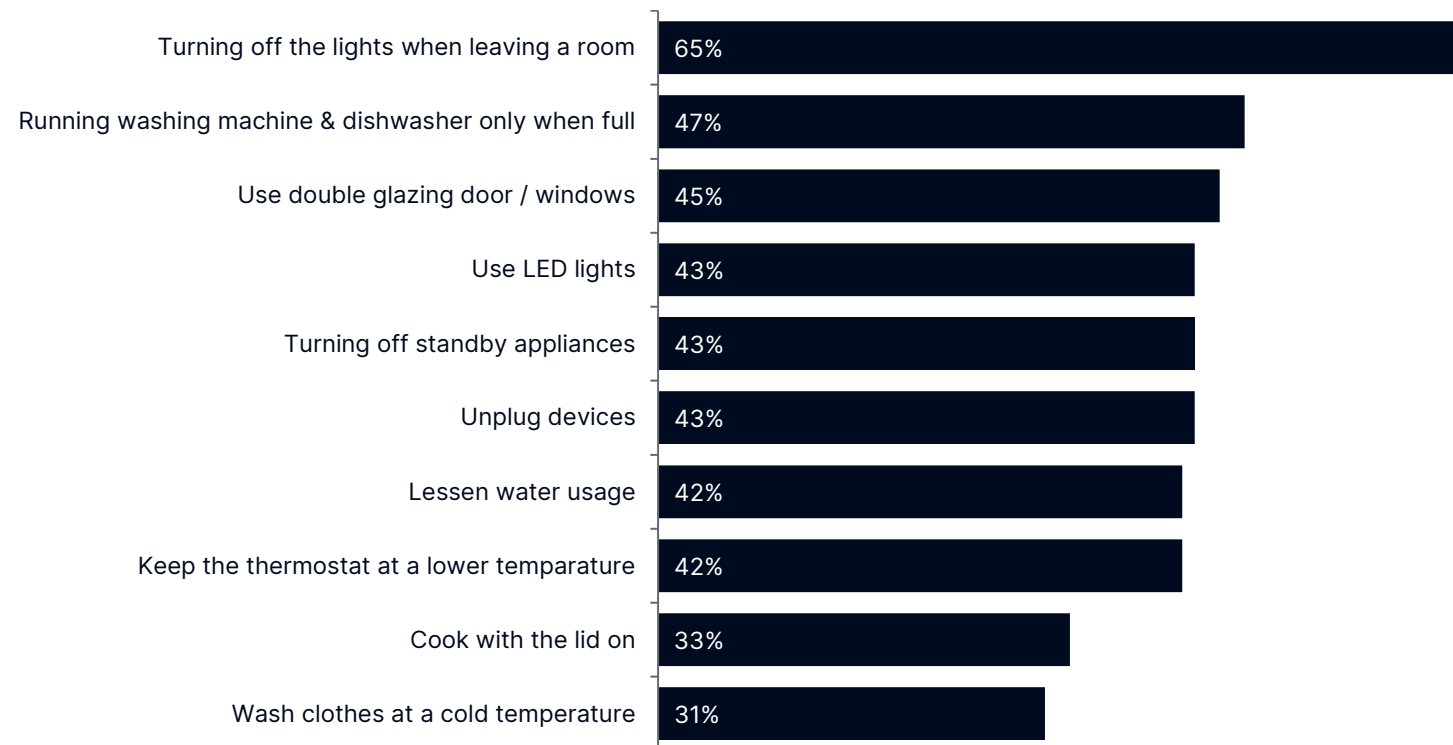


Among those who changed their electricity provider in the last year, the motives differ greatly in the age groups: While a fourth (27%) of 24 to 35-year-olds cite being forced to find another supplier after their previous one went bust, for the older generations it is primarily the price (45-54 year olds: 40%, 55-65 year olds: 33%).

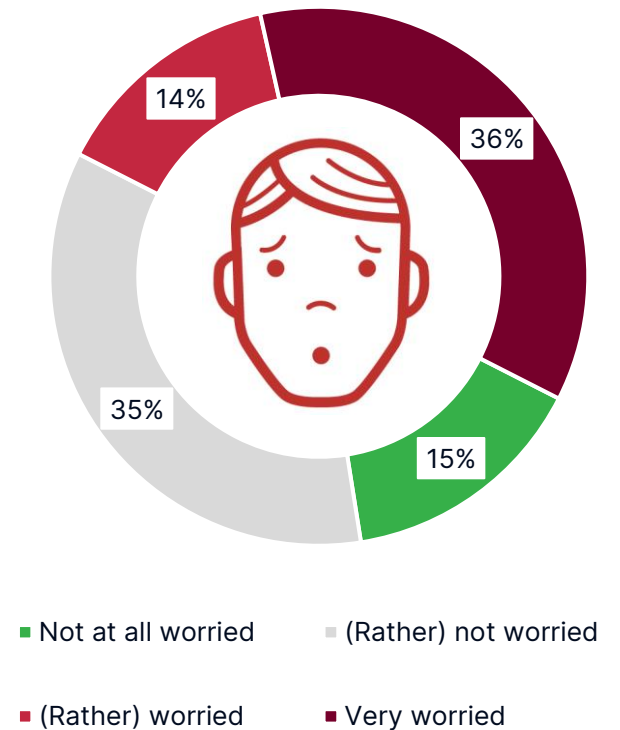
Half of all Brits (50%) are concerned about the rising electricity prices - and help with energy-saving tricks

What is being done to reduce your energy consumption?

Top 10



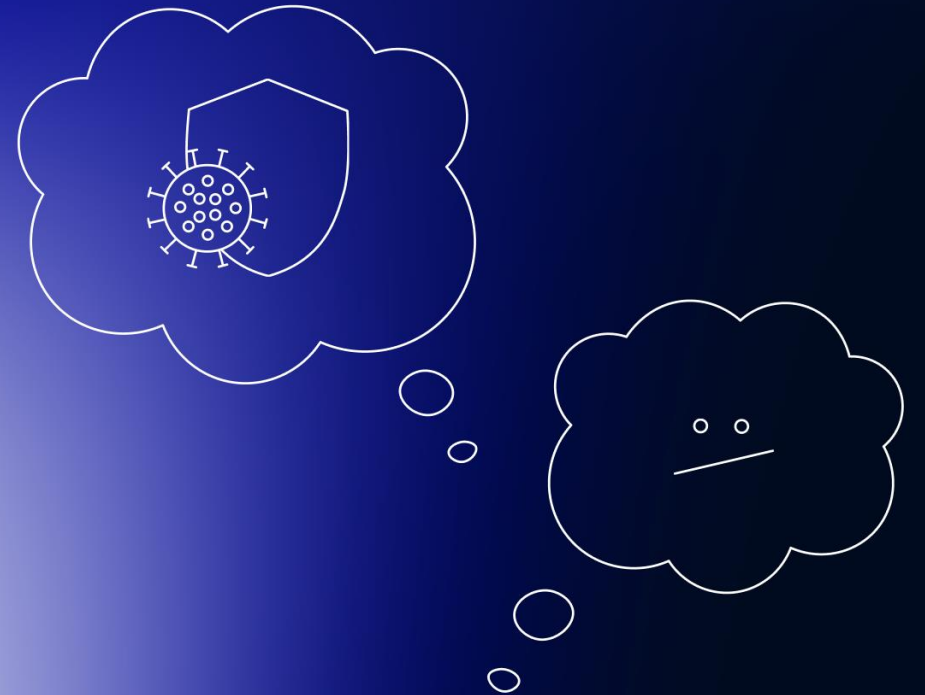
How concerned are you about rising energy prices?



04

Concerns during Covid

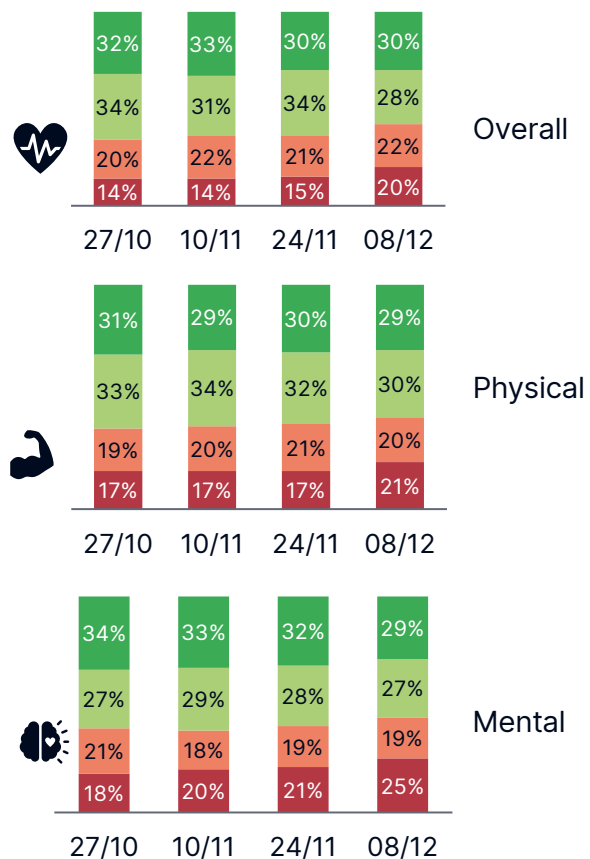
Feelings, concerns, & worries



How do you feel?

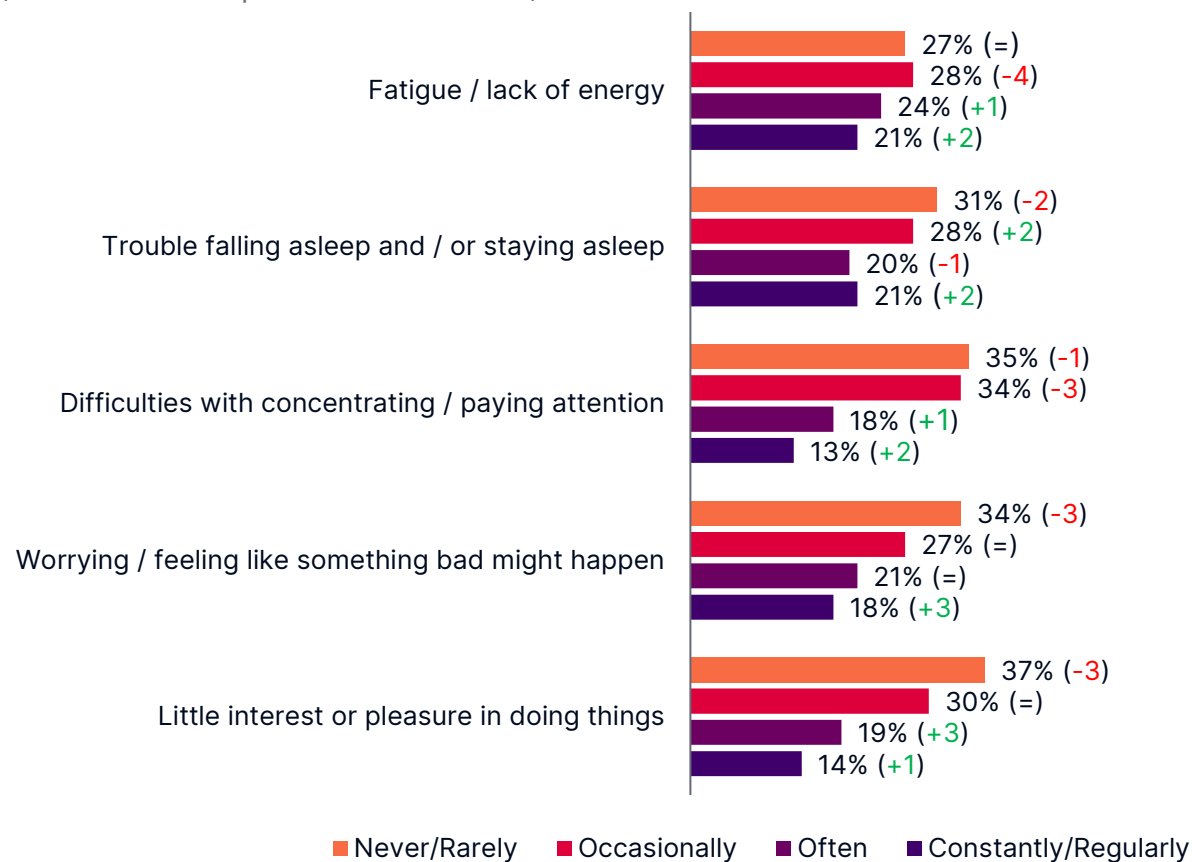
Total sample

How do you feel?



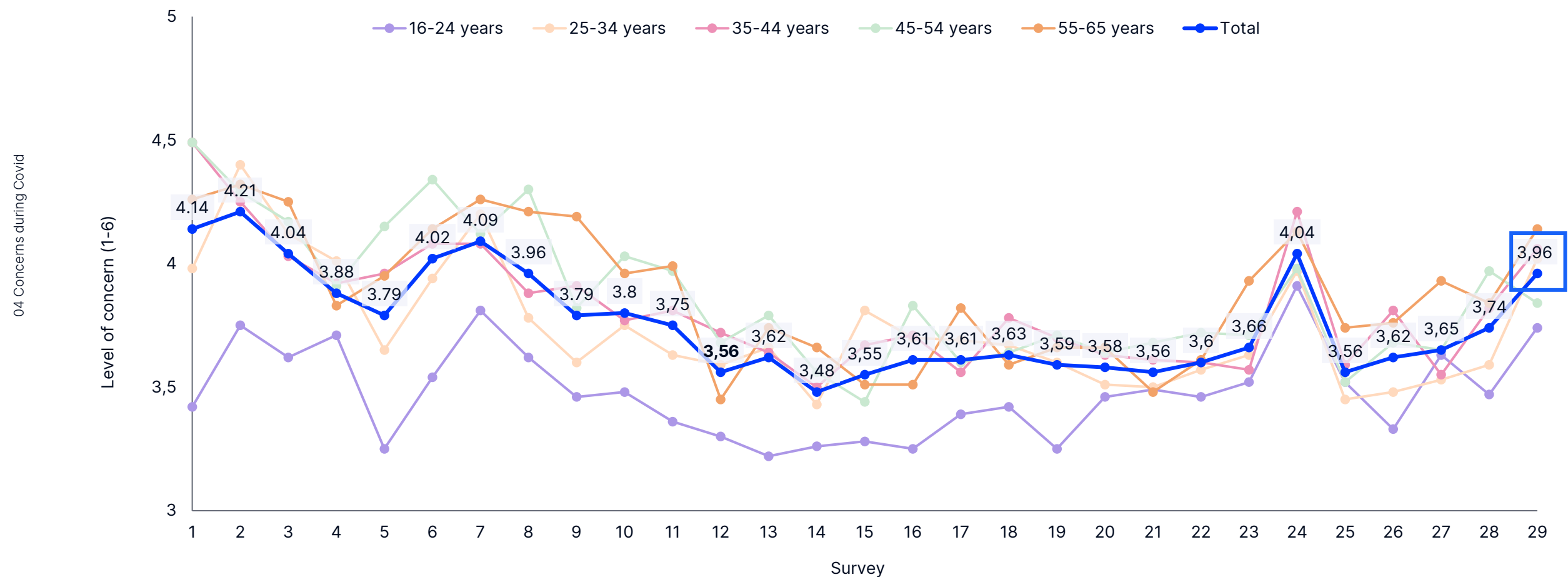
How often have you experienced the following emotions / symptoms during the last one or two weeks?

(In brackets = compared to October 27th)



To what extent are Brits worried about their own health?

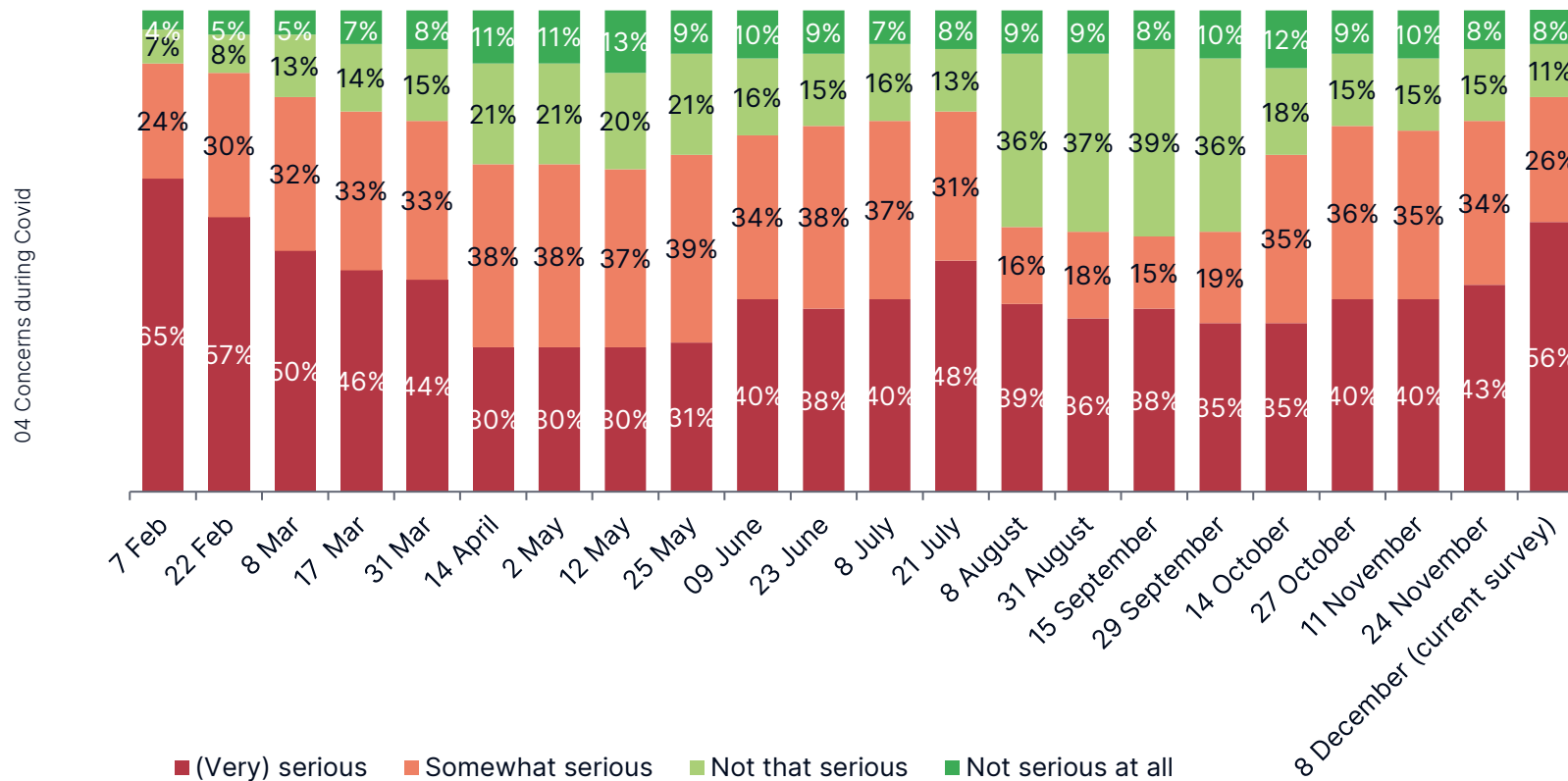
Total sample



How do Brits assess the current situation? // Satisfaction

Total sample

How do Brits assess the current pandemic situation?



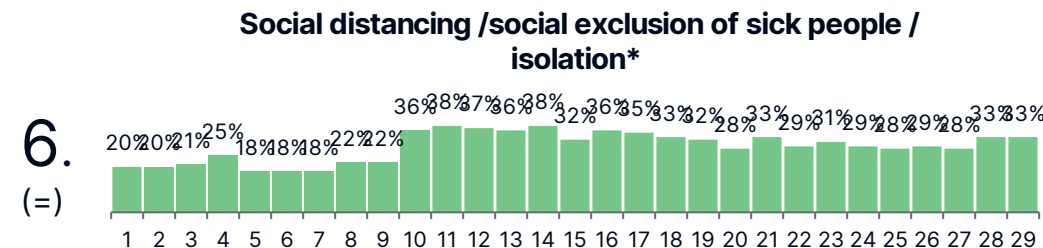
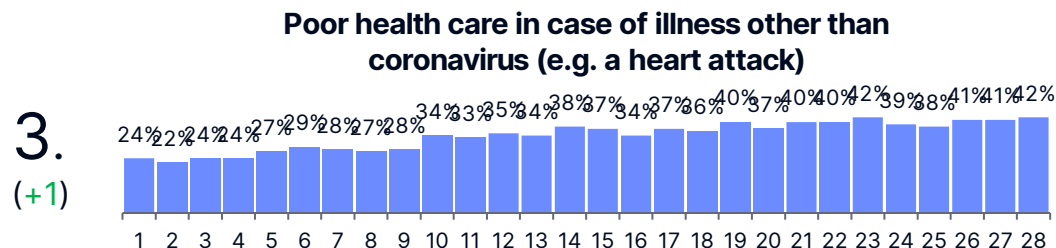
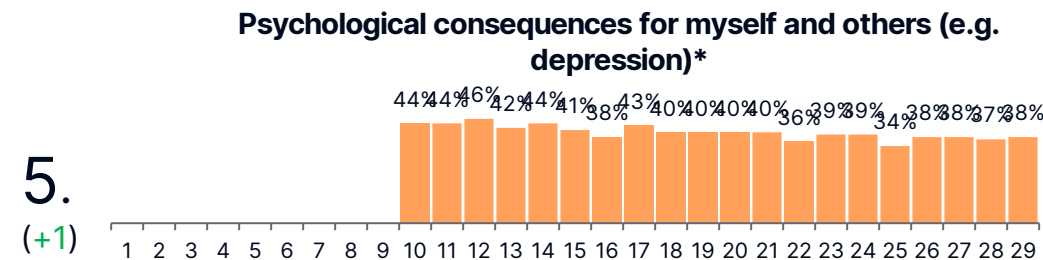
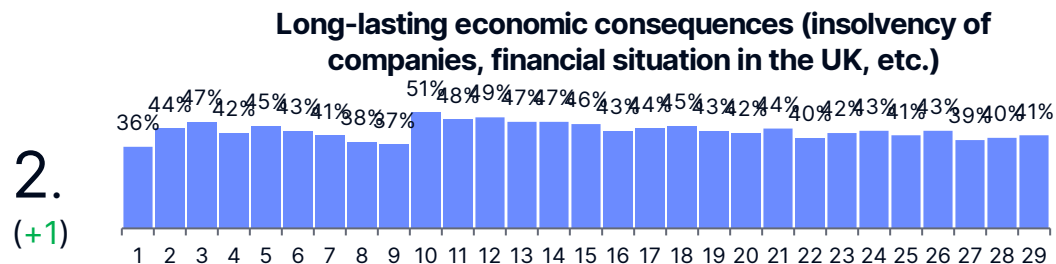
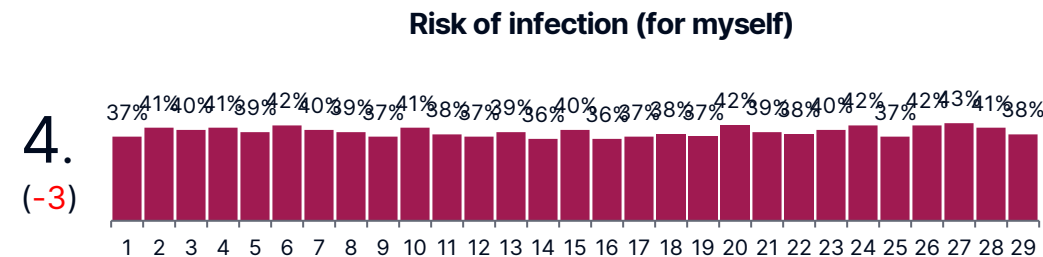
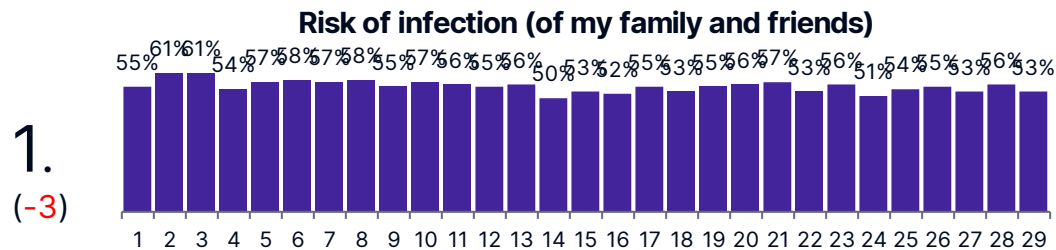
How satisfied are Brits in the following areas at the moment?

(1 = Not satisfied at all// 6 = Very satisfied)

Rank	Area of life	Average
1	Safety	4.1
2	Freedom of movement / mobility	3.9
3	Entertainment	3.8
4	Relationships / romantic dates	3.7
5	Nutrition/diet	3.6
5	Education / work	3.6
6	Social life	3.5
8	Holidays / travel	3.0

What are the biggest concerns regarding the Coronavirus (1/2)

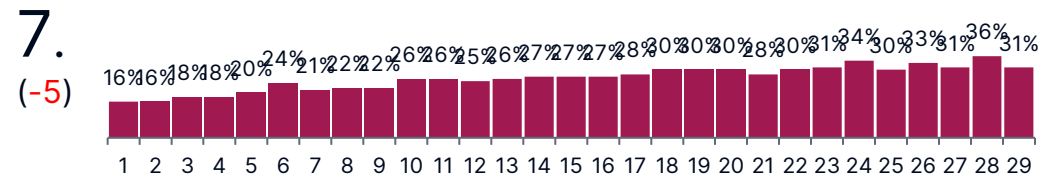
Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)



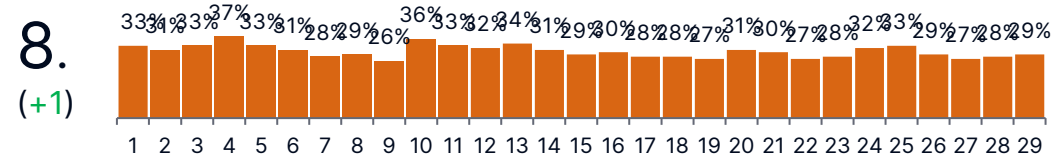
What are the biggest concerns regarding the Coronavirus? (2/2)

Total sample – Sorted by frequency (Numbers in brackets = change compared to the previous wave)

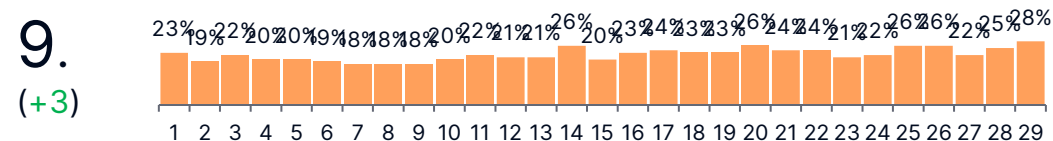
Poor health care in case of infection with coronavirus



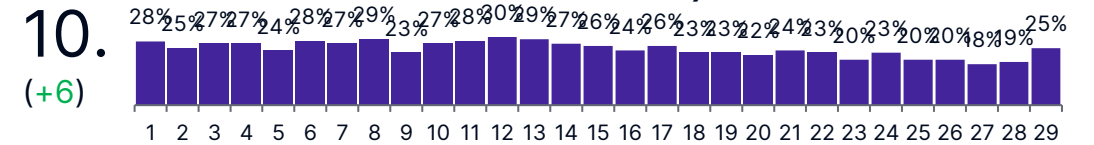
Personal financial consequences (furlough, possibility of losing my job, investments/shares)



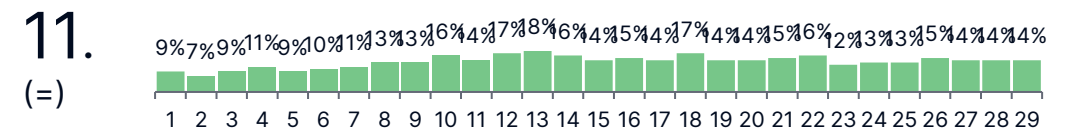
Inadequate/insufficient care for children and those in need of care (e.g. the elderly)



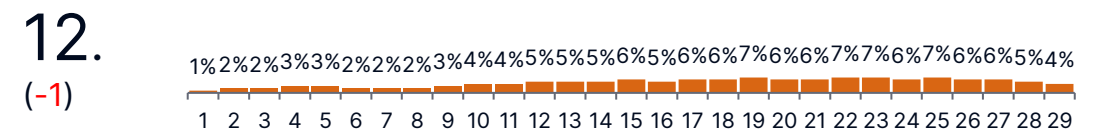
Long-term 'extinction' of gastronomy & culture (restaurants, museums etc., going bankrupt because of lack of income)



Not being able to host important private events (e.g., weddings, funerals)



I don't have any concerns



05

Return to normalcy

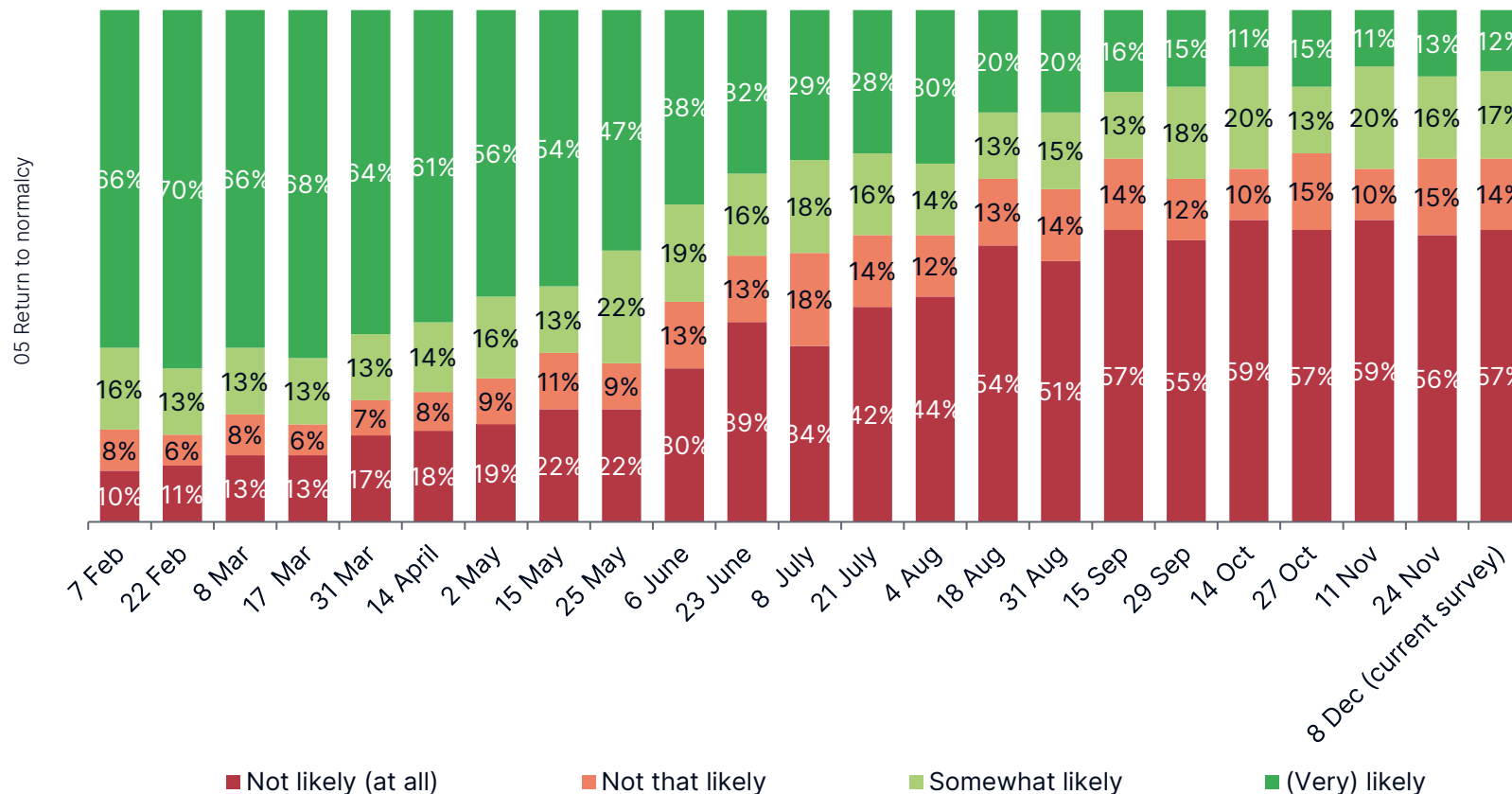
Vaccination progress and daily (work) life



Vaccination readiness and progress

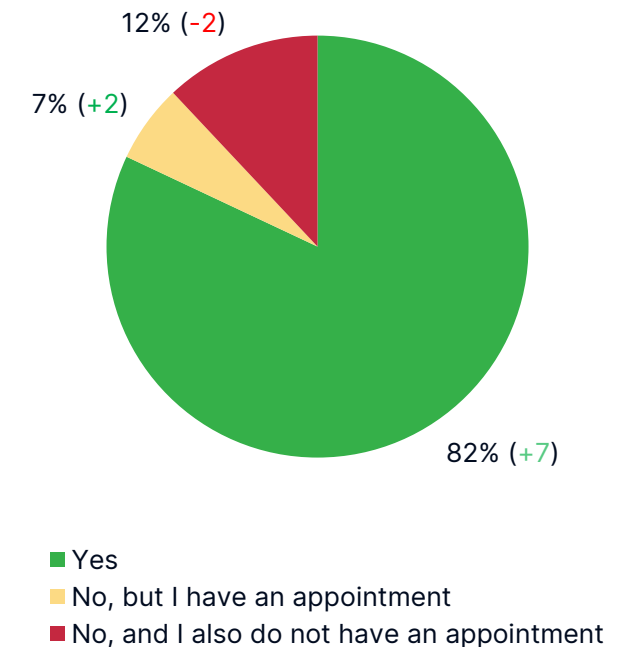
Total sample

Covid-19 vaccines are becoming increasingly available. How likely are Brits to get vaccinated when they have the opportunity?



Have you already been vaccinated against coronavirus?

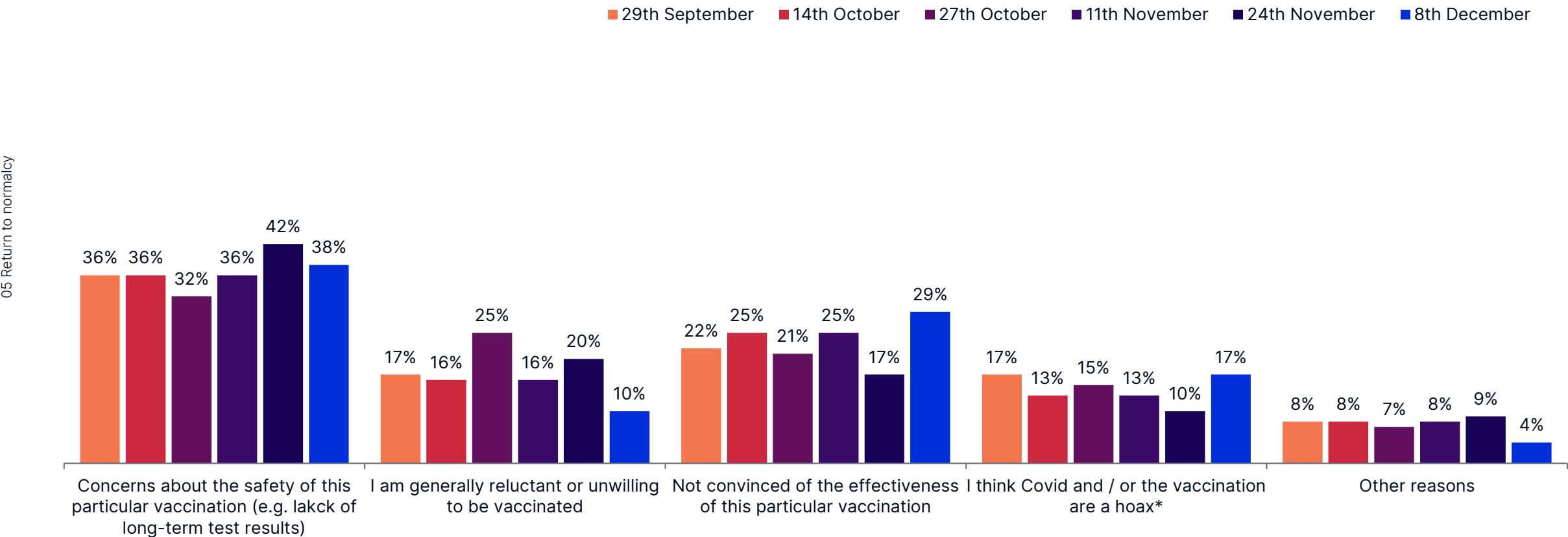
(In brackets = Comparison to the week of July 21st)



Reasons against vaccination

Respondents who responded they were not (that) likely to get vaccinated

Why would you not get vaccinated? (Multiple answers possible)



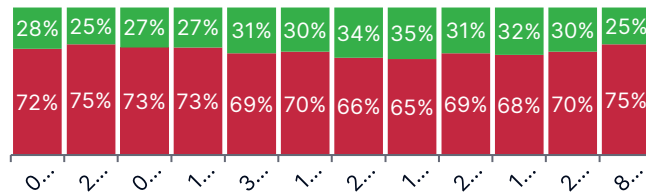
How safe are (everyday) activities rated?

Total sample – sorted by “(rather) not safe” responses

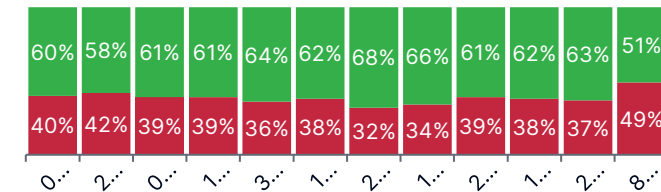
Regardless of the currently applicable regulations - how safe do you find the following activities?

■ (Rather) safe ■ Not (that) safe

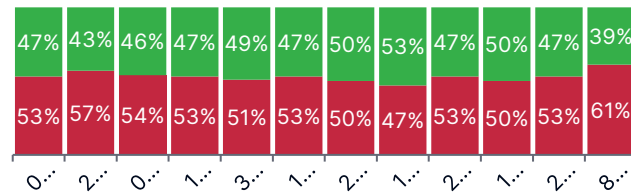
Going to large-scale events (>1000 people)



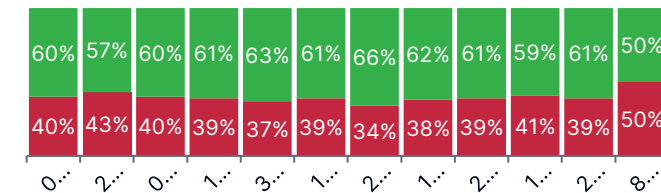
Going to a restaurant / bar



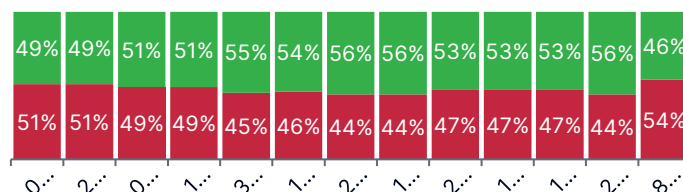
Going to the gym



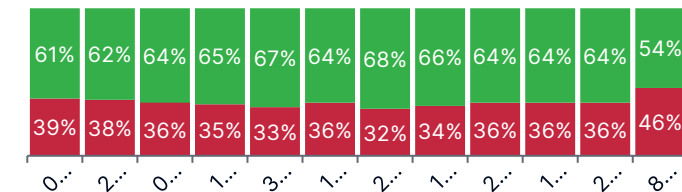
Going to a shopping centre



Going to the cinema



Going to a museum



"If there were no restrictions in the UK, how safe would you consider the following activities? If there are no restrictions currently in place, please tell us to what extent you consider these activities to be safe at present." (Base: N=1000)

How safe are (everyday) activities rated?

Total sample

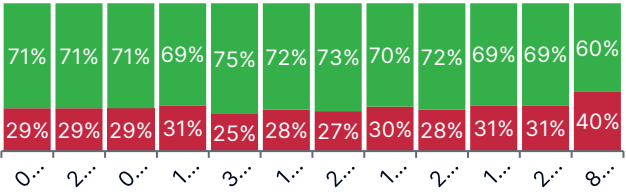
If there were no regulations in the UK, how safe would you consider the following activities?
If there are no restriction currently in place, to what extent do you consider these activities to be safe at present?

(Rather) safe Not (that) safe

Going to the office



Going to a supermarket



Going on (short) weekend trips



Visiting a group of friends (>4 people)

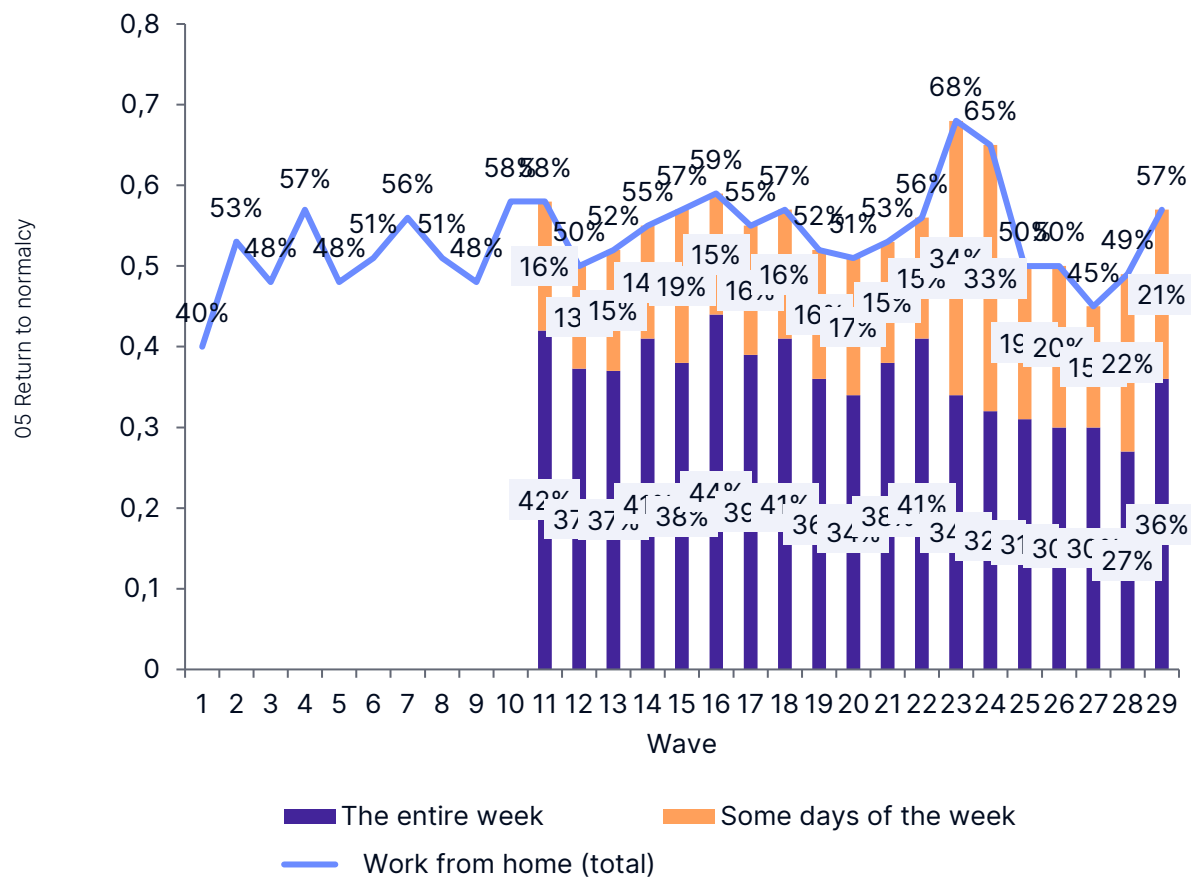


05 Return to normalcy

How many respondents work from home?

Currently: **57 percent of employees**

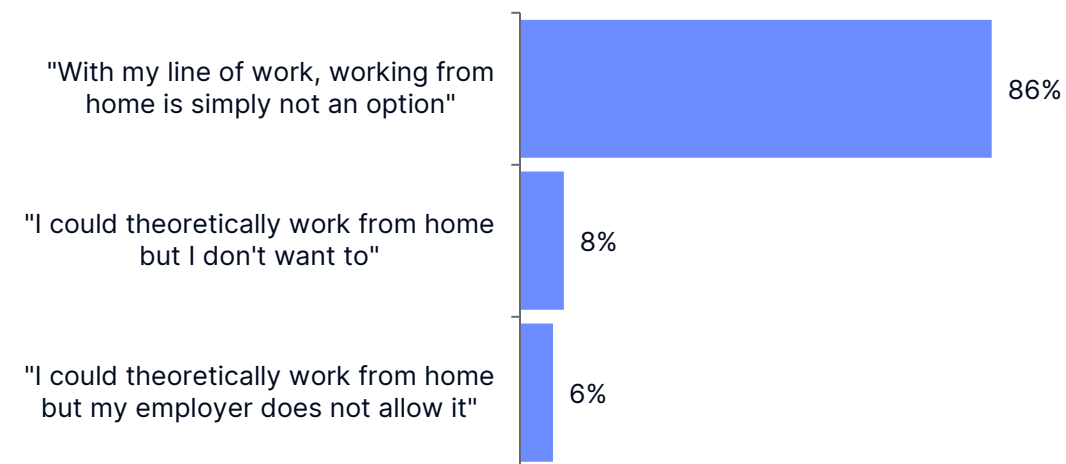
Share of employees working from home, sorted by wave



How many respondents do not work from home?

Currently: **43 percent of employees**

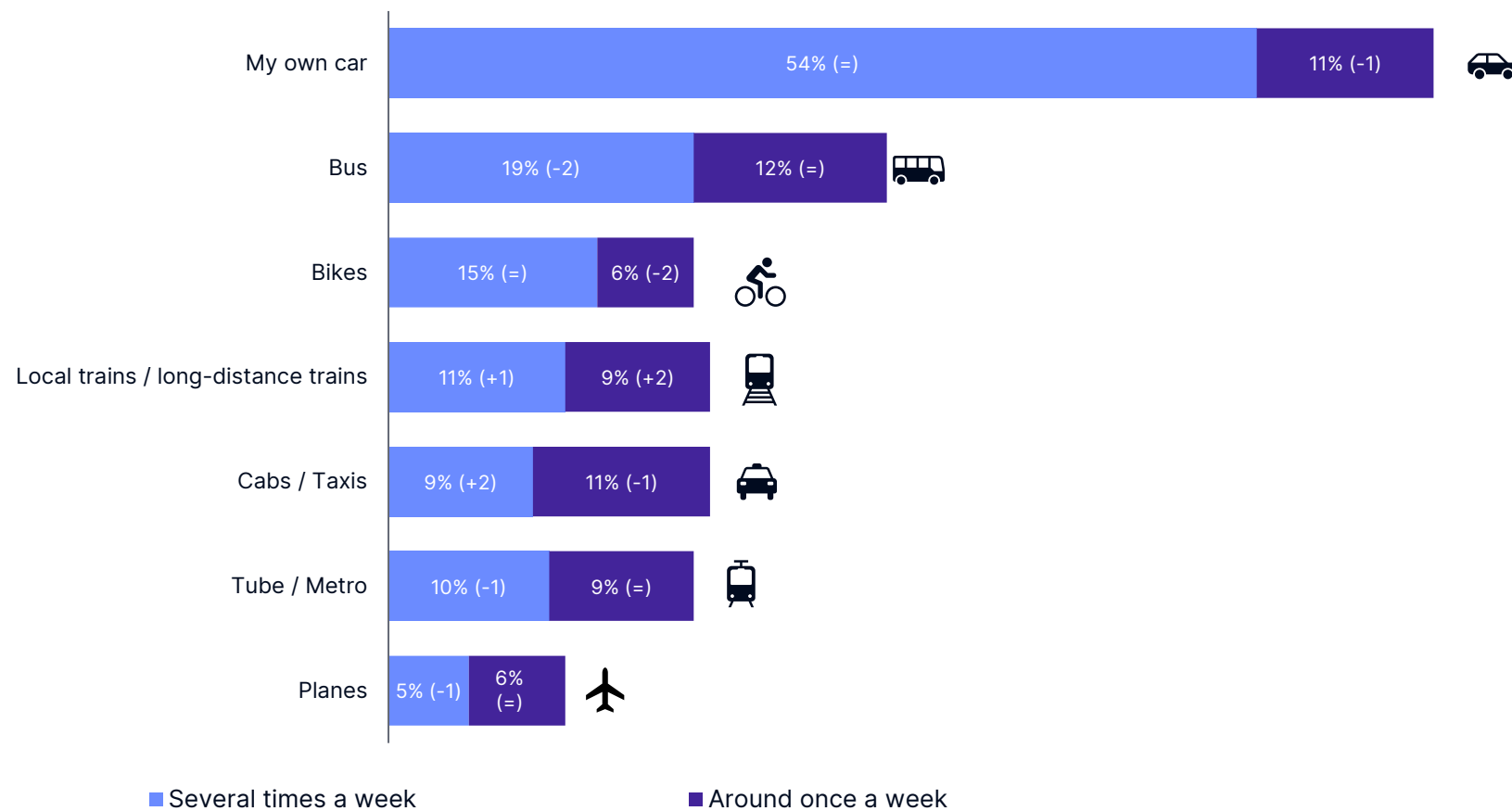
Top 3 reasons why employees are not working from home:



Transport and mobility services (1/2)

Total sample








How often do Brits use the following transportation / mobility services over the last 2 weeks?



Transport and mobility services (2/2)

Total sample

Which modes of transport / mobility services are perceived to be **the most unsafe**?

		9 August	7 February	8 March	31 March	2 May	25 May	9 June	23 June	08 July	21 July	04 August	18 August	31 August	15 September	29 September	14 October	27 October	11 November	24 November	08 December
Rank	Transportation	Wave 5 Bottom 2	Wave 7 Bottom 2	Wave 9 Bottom 2	Wave 11* Bottom 2	Wave 13 Bottom 2	Wave 15 Bottom 2	Wave 16 Bottom 2	Wave 17 Bottom 2	Wave 18 Bottom 2	Wave 19 Bottom 2	Wave 20 Bottom 2	Wave 21 Bottom 2	Wave 22 Bottom 2	Wave 23 Bottom 2	Wave 24 Bottom 2	Wave 25 Bottom 2	Wave 26 Bottom 2	Wave 27 Bottom 2	Wave 28 Bottom 2	Wave 29 Bottom 2
1	 Metro/Tube	39%	67%	65%	52%	48%	45%	44%	44%	43%	45%	43%	43%	38%	43%	39%	39%	41%	41%	41%	50%
2	 Planes/Flights	56%	67%	64%	52%	49%	47%	45%	44%	41%	43%	43%	40%	37%	42%	37%	38%	38%	38%	37%	46%
3	 Regional trains	51%	58%	54%	38%	35%	31%	31%	33%	31%	36%	32%	30%	29%	31%	27%	30%	31%	31%	31%	38%
4	 Bus	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	31%	29%	29%	32%	31%	28%	31%	30%	31%	37%
5	 Ship/Ferry	27%	58%	54%	43%	37%	34%	34%	35%	32%	32%	30%	28%	28%	30%	26%	26%	29%	29%	29%	37%
6	 Cabs/Taxis	42%	51%	46%	37%	30%	27%	22%	29%	26%	28%	26%	25%	24%	27%	26%	23%	27%	26%	25%	33%
7	 Rental cars	Not applicable			28%	24%	21%	22%	23%	21%	21%	21%	18%	18%	19%	17%	20%	18%	19%	18%	22%

05 Return to normalcy

06







Consumer Behaviour

Which product categories are bought the most? How does online shopping compare to physical shopping?



How often have the following products been purchased overall? (Online and offline)

Total sample







Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June	8 July	27 July	04 August	18 August	31 August	15 September	29 September	14 October	31 October	10 November	24 November	8 December
1		Food / groceries (total)	92%	92%	90%	94%	91%	92%	92%	92%	93%	93%	93%	92%	92%	91%	93%	90%	93%	92%	92%	90% (-2)
		online	21%	21%	20%	19%	20%	19%	22%	19%	22%	20%	20%	18%	19%	17%	21%	17%	19%	19%	18%	21%
		offline	58%	58%	60%	61%	59%	60%	57%	60%	57%	61%	59%	62%	60%	60%	58%	60%	61%	60%	60%	53%
2		Personal-care / Hygiene (total)	70%	69%	64%	68%	70%	67%	66%	66%	70%	68%	69%	65%	67%	65%	69%	67%	68%	68%	69%	72% (+3)
		online	23%	21%	18%	20%	21%	19%	21%	18%	21%	19%	22%	16%	17%	16%	19%	19%	16%	19%	19%	22%
		offline	41%	38%	39%	40%	42%	41%	38%	41%	41%	41%	39%	43%	43%	41%	41%	39%	45%	42%	41%	40%
3		Non-alcoholic beverages (total)	63%	64%	62%	67%	66%	63%	64%	67%	65%	68%	64%	69%	67%	63%	66%	65%	64%	62%	63%	67% (+4)
		online	17%	14%	14%	15%	14%	13%	15%	13%	16%	13%	15%	14%	14%	11%	13%	12%	14%	11%	13%	16%
		offline	40%	43%	44%	46%	46%	44%	42%	46%	42%	48%	42%	48%	46%	46%	45%	47%	44%	44%	42%	44%
4		Alcoholic beverages (total)	51%	53%	50%	55%	55%	52%	58%	57%	57%	54%	54%	53%	53%	50%	54%	52%	51%	56%	52%	58% (+6)
		online	14%	13%	12%	12%	12%	11%	13%	12%	14%	10%	12%	11%	11%	9%	12%	11%	11%	11%	12%	13%
		offline	33%	24%	34%	37%	38%	36%	43%	37%	37%	38%	37%	38%	37%	37%	37%	35%	35%	39%	35%	37%
5		Clothes (total)	42%	46%	45%	49%	51%	48%	50%	48%	46%	49%	52%	48%	52%	48%	49%	51%	52%	51%	50%	58% (+8)
		online	30%	31%	27%	26%	30%	24%	24%	24%	25%	26%	27%	23%	27%	23%	24%	25%	23%	27%	24%	32%
		offline	7%	10%	12%	19%	14%	16%	18%	15%	13%	15%	18%	17%	17%	18%	16%	17%	21%	16%	17%	16%
6		Medications (total)	40%	45%	39%	40%	43%	41%	44%	43%	44%	41%	44%	39%	43%	42%	43%	46%	47%	45%	47%	49% (+2)
		online	12%	14%	12%	10%	12%	10%	13%	12%	11%	11%	14%	10%	10%	10%	10%	11%	11%	12%	10%	13%
		offline	25%	24%	23%	27%	27%	27%	27%	26%	27%	26%	26%	25%	28%	28%	28%	29%	31%	28%	30%	30%

"Have you bought any of the following products over the last week?" (Base: N=1000) **Toys (board games, video games, puzzles, etc.)" was worded as „Board games / video games / puzzles" in previous surveys.

Note: Online and offline do not add up to the total value, as the answer option „both" is not listed in the table for the sake of simplicity.

How often have the following products been purchased overall? (Online and offline)

Total sample






Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June	8 July	21 July	04 August	18 August	31 August	15 September	29 September	14 October	31 October	10 November	24 November	8 December
7		Books / Magazines (total)	32%	33%	32%	32%	31%	34%	34%	32%	32%	33%	34%	33%	38%	33%	32%	34%	34%	34%	34%	42% (+8)
		online	19%	16%	17%	16%	14%	16%	16%	14%	16%	14%	15%	15%	16%	15%	15%	14%	15%	17%	16%	20%
		offline	11%	11%	12%	13%	13%	13%	13%	14%	12%	14%	15%	14%	17%	15%	13%	16%	16%	14%	13%	15%
8		Toys (board games, video games, etc.) (total)*	24%	25%	21%	23%	22%	26%	27%	25%	29%	27%	27%	26%	29%	26%	28%	30%	29%	33%	35%	42% (+7)
		online	15%	14%	13%	12%	13%	14%	13%	11%	15%	14%	13%	14%	13%	14%	13%	12%	13%	16%	19%	22%
		offline	5%	8%	5%	7%	6%	8%	10%	9%	9%	8%	10%	9%	11%	9%	10%	11%	12%	11%	10%	13%
9		Beauty products / Make-up (total)	31%	35%	34%	30%	35%	35%	34%	31%	36%	33%	36%	31%	34%	31%	32%	36%	34%	35%	35%	40% (+5)
		online	17%	17%	16%	14%	17%	15%	16%	11%	15%	14%	16%	12%	12%	13%	15%	13%	15%	16%	15%	20%
		offline	10%	12%	13%	12%	13%	15%	13%	15%	16%	14%	14%	15%	15%	14%	14%	17%	15%	14%	14%	15%
10		Decorative items / knick-knacks (total)	22%	27%	25%	23%	28%	27%	27%	24%	27%	29%	27%	24%	25%	25%	25%	27%	27%	29%	30%	39% (+9)
		online	13%	11%	11%	11%	12%	12%	11%	10%	11%	13%	11%	10%	11%	9%	9%	9%	11%	11%	12%	15%
		offline	7%	10%	9%	10%	11%	11%	11%	10%	11%	11%	12%	11%	9%	11%	11%	12%	11%	13%	12%	16%
11		Shoes (total)	25%	30%	27%	29%	30%	32%	32%	29%	30%	30%	33%	31%	34%	27%	31%	32%	32%	31%	31%	38% (+1)
		online	16%	20%	15%	15%	19%	17%	15%	15%	17%	16%	17%	17%	16%	14%	14%	16%	14%	15%	15%	18%
		offline	7%	6%	9%	10%	9%	10%	13%	10%	9%	10%	11%	10%	13%	10%	11%	10%	14%	12%	10%	14%
12		Electrical equipment / consumer electronics (total)	26%	27%	23%	25%	25%	26%	27%	24%	25%	26%	27%	24%	28%	23%	24%	25%	25%	25%	30%	34% (+4)
		online	16%	15%	13%	15%	15%	15%	14%	13%	15%	15%	15%	13%	15%	12%	12%	12%	13%	13%	15%	18%
		offline	7%	8%	7%	6%	6%	7%	8%	8%	7%	7%	8%	8%	8%	7%	8%	8%	8%	8%	9%	9%

"Have you bought any of the following products over the last week?" (Base: N=1000) *Toys (board games, video games, puzzles, etc.)" was worded as „Board games / video games / puzzles“ in previous surveys.

Note: Online and offline do not add up to the total value, as the answer option „both“ is not listed in the table for the sake of simplicity.

How often have the following products been purchased overall? (Online and offline)

Total sample

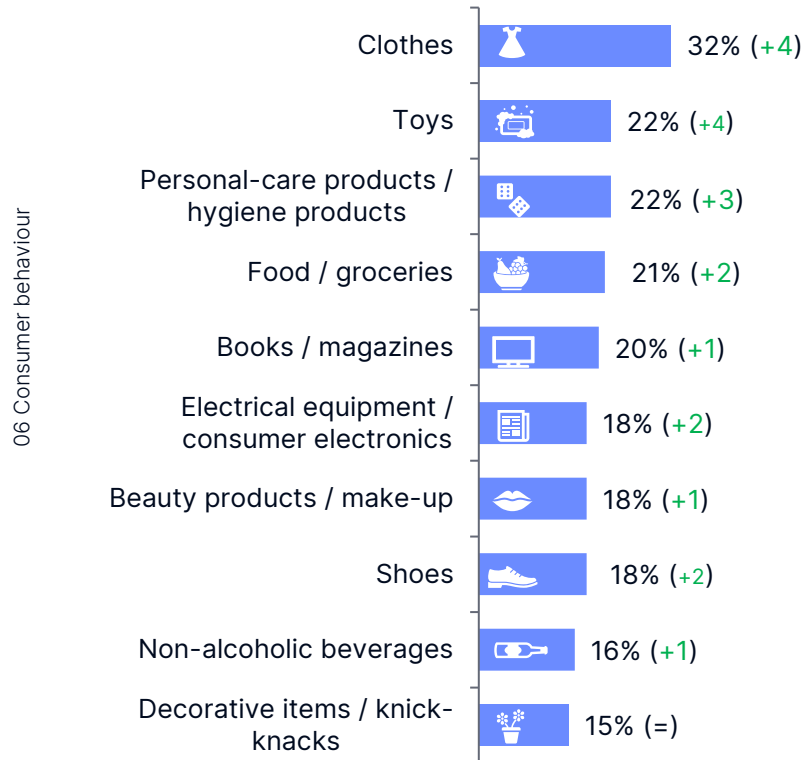
Rank		Product category	17 March	31 March	14 April	2 May	12 May	25 May	9 June	23 June	8 July	21 July	04 August	18 August	31 August	15 September	29 September	14 October	31 October	11 November	24 November	8 December
13		Household appliances (total)	25%	30%	25%	23%	25%	25%	25%	23%	26%	26%	28%	23%	27%	21%	24%	25%	26%	25%	27%	30% (+2)
		online	13%	15%	13%	10%	12%	12%	11%	10%	12%	12%	13%	10%	12%	8%	11%	9%	10%	11%	11%	12%
		offline	8%	11%	8%	8%	10%	9%	11%	9%	10%	9%	10%	10%	9%	12%	9%	9%	10%	10%	11%	13%
14		Jewelry	18%	20%	17%	15%	18%	18%	20%	18%	23%	19%	21%	20%	22%	16%	18%	21%	19%	20%	23%	27% (+4)
		online	11%	11%	9%	8%	9%	10%	11%	10%	10%	10%	10%	9%	10%	7%	8%	10%	9%	9%	12%	13%
		offline	5%	5%	5%	6%	5%	6%	6%	6%	7%	7%	8%	7%	7%	6%	6%	7%	7%	7%	7%	9%
15		Tableware / kitchen equipm. (total)	20%	25%	18%	21%	21%	22%	23%	21%	23%	21%	22%	20%	24%	19%	21%	22%	22%	23%	24%	26% (+2)
		online	8%	11%	8%	9%	10%	9%	11%	10%	10%	8%	9%	8%	10%	8%	7%	8%	8%	9%	9%	13%
		offline	9%	9%	7%	9%	8%	9%	8%	7%	9%	9%	10%	9%	10%	8%	10%	10%	11%	10%	9%	12%
16		Sports / fitness equipm. (total)	20%	23%	18%	20%	22%	20%	21%	20%	22%	21%	22%	20%	21%	20%	19%	20%	19%	20%	21%	26% (+5)
		online	12%	15%	10%	10%	12%	10%	9%	9%	12%	11%	12%	11%	11%	9%	8%	9%	10%	9%	9%	12%
		offline	5%	5%	6%	7%	6%	7%	9%	7%	7%	6%	7%	5%	5%	7%	7%	7%	6%	7%	7%	8%
17		Furniture	18%	21%	18%	17%	17%	19%	20%	17%	20%	18%	20%	17%	19%	17%	16%	20%	18%	18%	19%	23% (+4)
		online	10%	11%	10%	6%	10%	8%	9%	7%	10%	10%	9%	8%	8%	8%	8%	8%	7%	8%	6%	10%
		offline	5%	6%	5%	6%	5%	6%	7%	6%	7%	5%	7%	6%	8%	5%	5%	7%	7%	7%	7%	9%

In Focus: Online vs. Offline Shopping

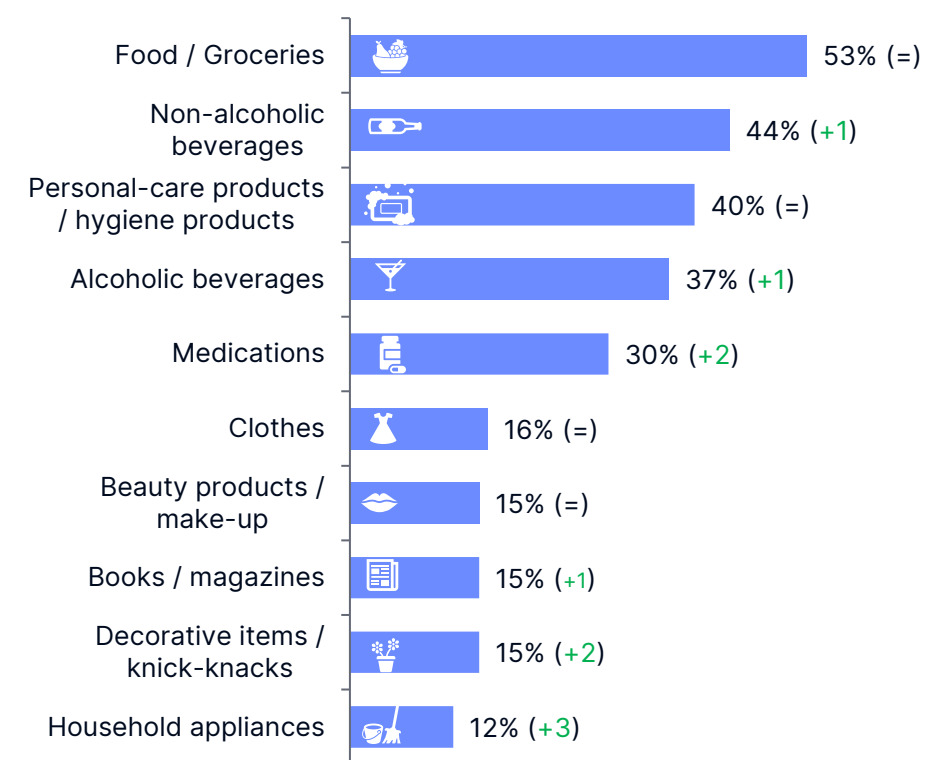
Total sample

Top 10: Bought **online** in the last week

(In brackets = compared to the week of October 27th)



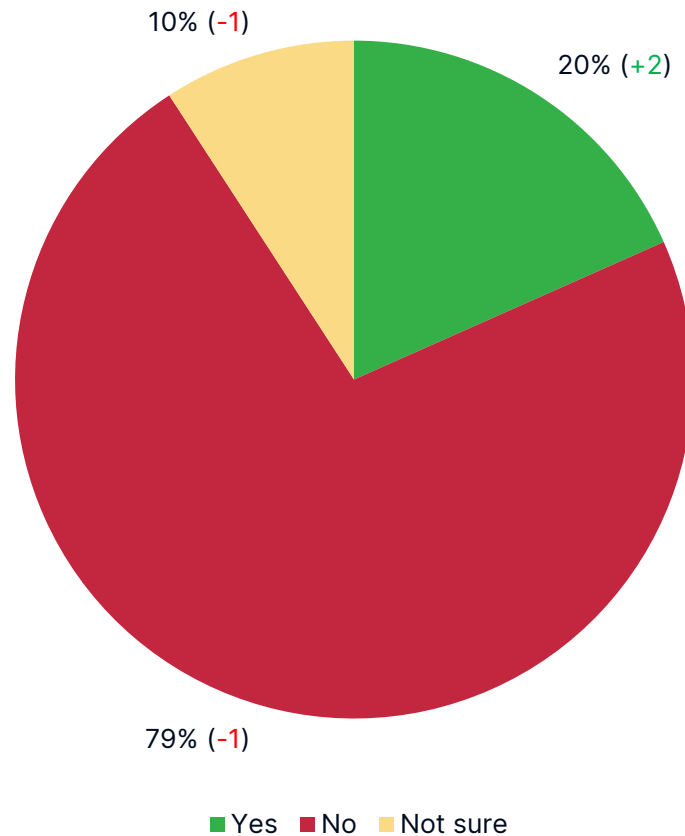
Top 10: Bought **offline** in the last week



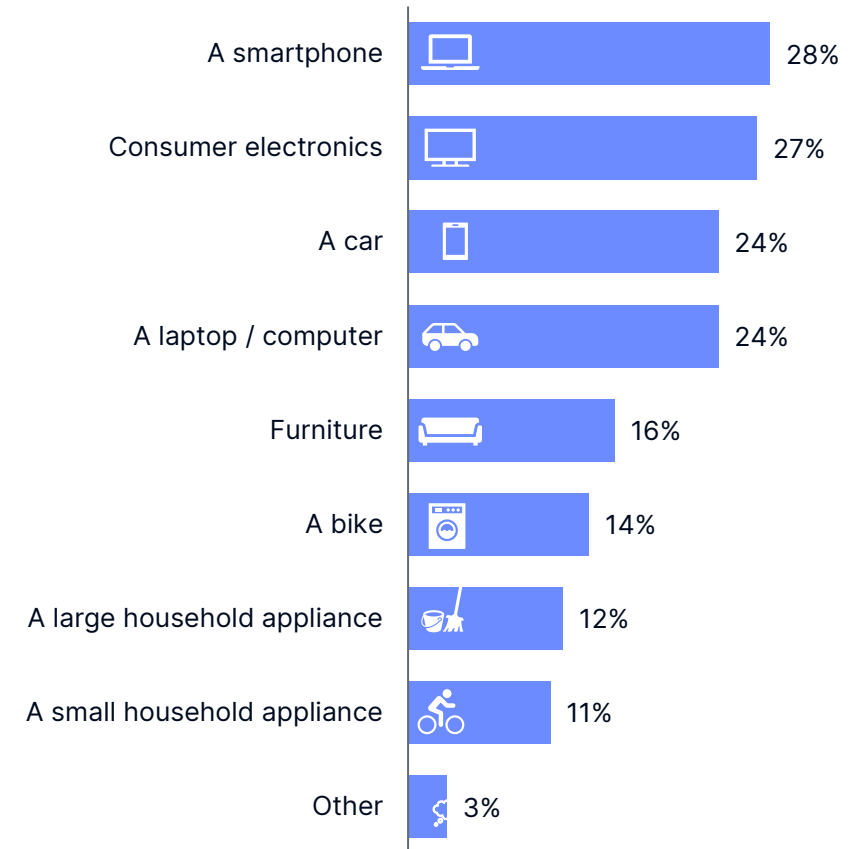
Consumer Barometer

Total sample

Do you have a major purchase planned in the next two weeks?
(In brackets = change compared to previous Wave)



What are Brits planning to buy?



Your contact persons

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Marketing Manager

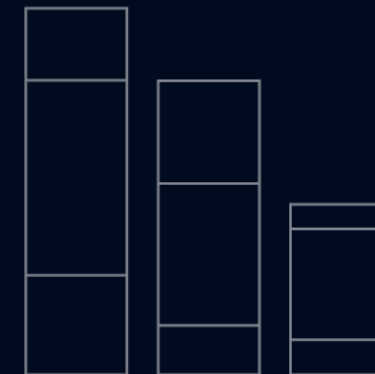
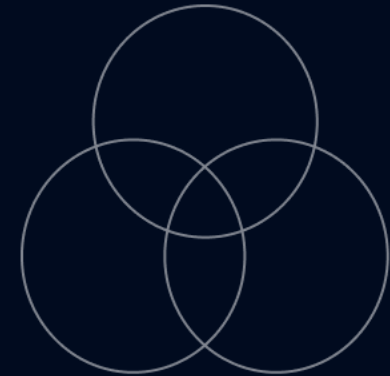
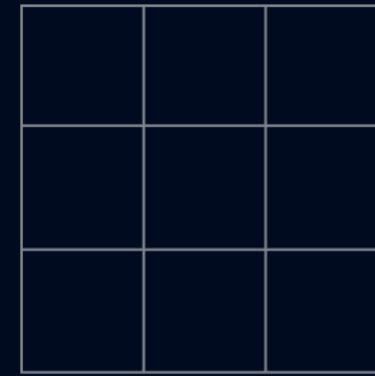
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Surveys and dates

2020

2021

Wave 1 – 21.03.2020

Wave 2 – 21.04.2020

Wave 3 – 20.05.2020

Wave 4 – 22.06.2020

Wave 5 – 09.08.2020

Wave 6 – 22.01.2021

Wave 7 – 07.02.2021

Wave 8 – 22.02.2021

Wave 9 – 08.03.2021

Wave 10 – 17.03.2021

Wave 11 – 31.03.2021

Wave 12 – 14.04.2021

Wave 13 – 02.05.2021

Wave 14 – 12.05.2021

Wave 15 – 25.05.2021

Wave 16 – 09.06.2021

Wave 17 – 23.06.2021

Wave 18 – 08.07.2021

Wave 19 – 21.07.2021

Wave 20 – 04.08.2021

Wave 21 – 18.08.2021

Wave 22 – 31.08.2021

Wave 23 – 15.09.2021

Wave 24 – 29.09.2021

Wave 25 – 14.10.2021

Wave 26 – 31.10.2021

Wave 27 – 10.11.2021

Wave 28 – 24.11.2021

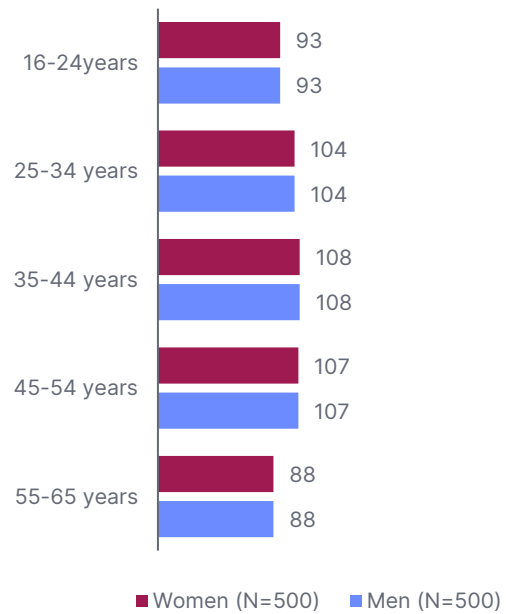
Wave 29 – 08.12.2021

Sample composition

Age & Gender - All Surveys

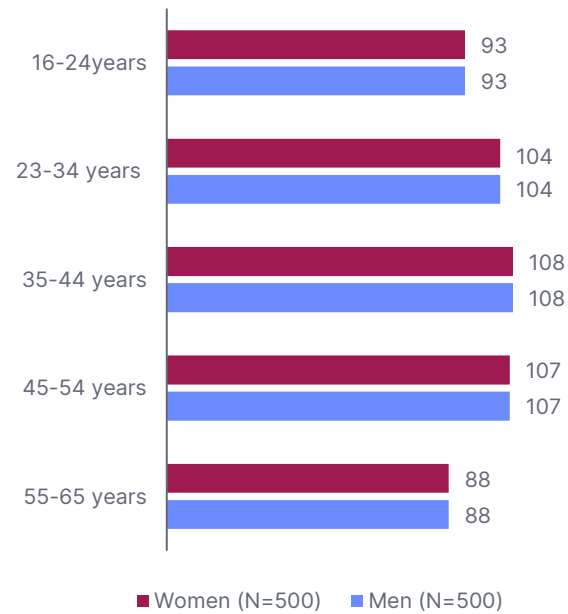
01 Study design & Sample

Survey 1-28 (N=1000)



Ø Age: 39.6 years*

Survey 29 (N=1000)



Ø Age: 39.4 years