15.06.2022, United Kingdom

# appinio hype train

Your fast track to consumer insights

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This week — The automotive industry: e-Mobility

How many UK respondents drive an EV or a PHEV? What are common advantages and disadvantages of electric cars? Do UK respondents think EV will take over?



The Hype Tracker gives you front row

access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts. 03 Consumer Behavior Tracker

> Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

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# 01 Weekly Insights

This week — The automotive industry: e-Mobility



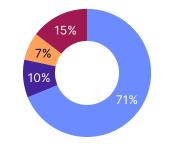
### Weekly Insights — The automotive industry: e-Mobility

8 out 10 UK respondents think EVs are the future of mobility

**MANANA MANANA** 

Despite the striking majority believing in the disruptive potential of EVs, only 17% own / lease an electric or hybrid car.

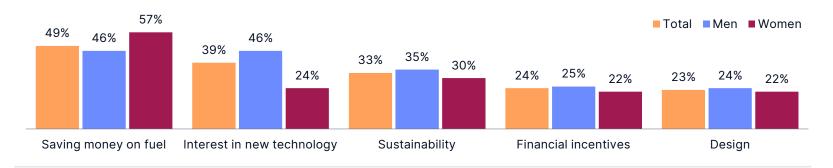
Respondents who have a driving license



#### ■ Combustion engine ■ EV ■ Hybrid ■ No car

#### Top 5 reasons to buy an EV

Respondents that own / lease an EV or hybrid car



Reasons not to buy an EV.

Respondents who stated that they are unlikely to buy an EV

Weekly

Insiahts

# Thinking about your next car, how likely or unlikely is it that it'll be an EV?

Respondents who currently own or lease a car

#### EVs are too expensive 72% 22% 14% 24% 40% ■ (very) unlikely ■ unlikely ■ likely ■ (very) likely There are too few public 47% charging stations Acquisition costs are too high of UK respondents find the 47% (e.g.costs of buying and installing charger at your home) charging infrastructure 59% unsuitable to encourage It requires too much planning (e.g. check charging stations on 41% everyday use of EVs. the route etc.) I am concerned about range 77% of UK respondents find that EVs are secure / safe enough. 30% (only ICE owners)



Would you say that electric cars are the future of mobility? Electric vehicles (EVs) have a battery instead of a gasoline tank, and an electric motor instead of an internal combustion engine like in conventional cars. (N=1000) // Do you own or lease a car? (N=733) // You stated that you own / lease an electric car or a plug-in hybrid car. What is the reason for that? (N=120) // Thinking about your next car, how likely or unlikely is it that it'll be an EV? (N=703) // To what extent do you feel the following aspects of EVs are currently suitable for everyday use? (N=1000) // You stated that it is unlikely that you will buy an EV next. What are the reasons why you are not considering an EV as your next car? (N=254)

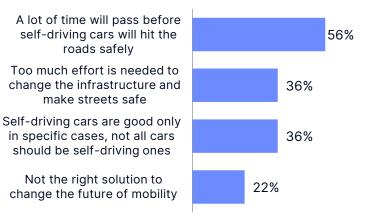
"Self-driving cars are the future of mobility" say the majority of Britons (55%), especially men between 18 and 24 (77%).

When do you think the self-driving car will be the most widely used mobility system?

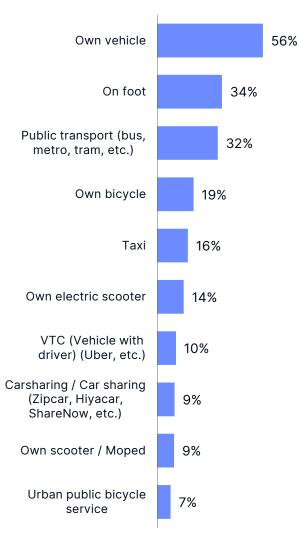
	6%	18%	16%	13%	24%	15%	9%
-	2025	2030	2035	2040	Nach 2040	Never	l don't know

# You stated that you don't think self-driving cars are the future of mobility. Why is that?

Respondents who (tend to) not believe in the future viability of self-driving cars



Which of the following service offerings do you think would meet your short-term mobility needs today?



Measures to promote more sustainable mobility that UK citizens would support.

Weekly 01

39%	Creation of free park-and-ride car parks
33%	Incentives to phase out polluting vehicles
28%	Expansion of pedestrian zones
26%	Creation / extension of bicycle lanes
24%	Low emission zones with limited access
20%	More electric bikes to rent
16%	City centre access tolls
13%	Reduction of car parking space
11%	Prohibition of access to freight transport



There's no need to further promote sustainable mobility



There's been a lot of progress in the automotive industry and there's much talk of autonomous driving or self-driving cars. Would you say that self-driving cars are the future of mobility? (N=1000) // When do you think the self-driving cars will be the most widely used mobility system? (N=1000) // You stated that you don't think self-driving cars are the future of mobility. Why is that? (N=408) // Which of the following measures would you support to promote sustainable mobility? (N=1000)

# 02 Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.



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#### Bubble Tea

Bubble tea (also known as pearl milk tea, bubble milk tea, tapioca milk tea, or boba tea or boba) is a tea-based drink that originated in Taiwan in the early 1980s and that gained incredible popularity in the last years. It most commonly consists of tea accompanied by chewy tapioca balls ("boba" or "pearls").

#### Bubble waffle cone

They're an egg waffle, almost custard-tasting, cooked in a special waffle iron that gives them the bubble look. They are also referred to as Hong Kong cakes, as they are originally from Hong Kong They can be eaten for breakfast or made into a fun ice cream sundae cones.

#### **Doctor Who**

Doctor Who is a British science-fiction television programme broadcast by the BBC since 1963. The programme depicts the adventures of a Time Lord called the Doctor, an extraterrestrial being who appears to be human. The Doctor explores the universe in a time-travelling space ship called the TARDIS. With various companions, the Doctor combats foes, works to save civilisations, and helps people in need.

#### eBay

eBay Inc. is an American multinational ecommerce company based in San Jose, California, that facilitates consumer-toconsumer and business-to-consumer sales through its website. eBay was founded by Pierre Omidyar in 1995 and became a notable success story of the dot-com bubble.

#### **Elf Bars**

An Elf Bar is a new brand of Disposable Vape kit which has been recently gaining a lot of popularity among vapers and ex-smokers.

#### Japanese cloud pancake

As the name suggests, these pancakes are originally from Japan and they rose to the spotlight for being very thick but almost soufflé like pancakes They are usually eaten as they are or topped with butter & maple syrup, whipped cream & red fruits and more.

#### Stranger Things

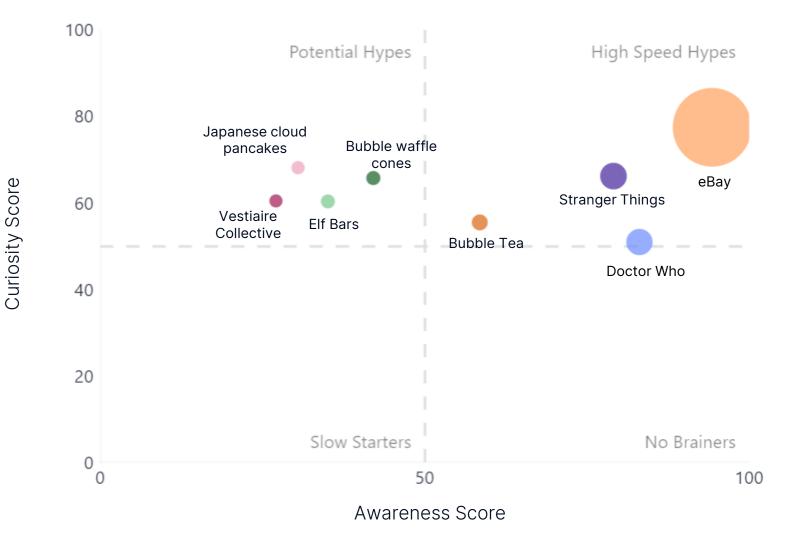
Stranger Things is an American science fiction horror drama television series created by the Duffer Brothers and streaming on Netflix. The fifth and last season is currently streaming on the uber famous platform.

#### **Vestiaire Collective**

It is an e-commerce fashion platform that focuses on offering secondhand high fashion products.

### Hype Tracker

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#### Awareness Score

How well known is the hype topic among consumers? What percentage of respondents have heard of it at least once?

#### **Curiosity Score**

How curious are consumers who have heard about hype topics? The Curiosity Score shows what percentage of respondents say "I find (rather) interesting".

#### Appinio Buzz (Size of the bubble)

The larger the bubble, the more often the participants have recently talked about it or heard about the topic in their private or professional environment. The score is calculated based on the ratio of people who have heard about a particular topic regularly or often lately to those who have never heard about it.

#### "How often have you heard about the following products or services recently?" (N=1000)

"You have stated that you have heard of the topic at least once before. How interesting do you find the following topics?" (Respondents who have heard of the respective topic)

# 03 Consumer Behaviour Tracker

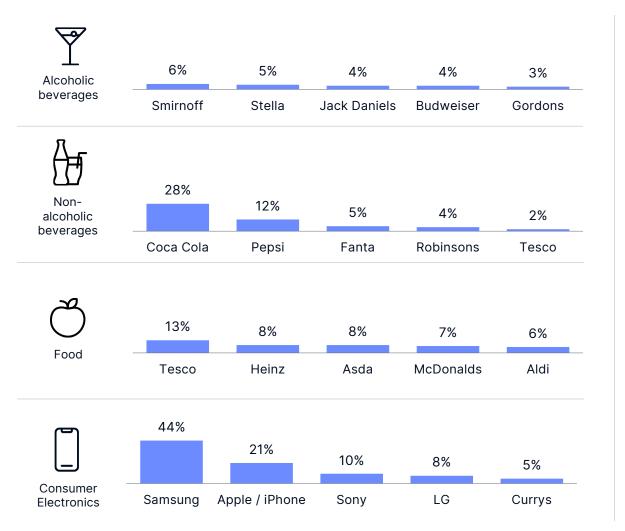


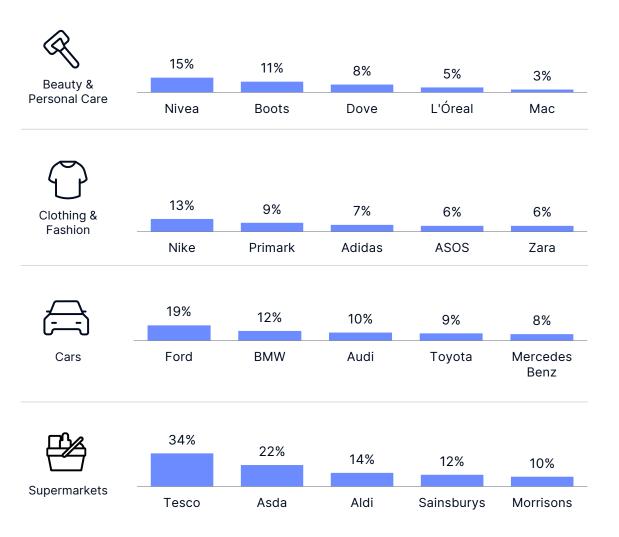
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# Top of Mind Brands

Consumer 03 Behaviour Tracker

What brands do consumers spontaneously recall when prompted?





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# How often are product categories bought?

Rank	Product category	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	13 April	11 May	1 June	15 June
		92%	93%	92%	93%	93%	92%	90%	90%	93%	95%	95%	96%	96%	96% (=)
1.	Groceries	19%	20%	19%	21%	19%	18%	21%	21%	16%	15%	16%	14%	15%	16%
		60%	61%	60%	58%	61%	60%	53%	53%	59%	60%	59%	56%	59%	60%
	八 _	67%	68%	67%	66%	64%	63%	67%	66%	69%	71%	72%	78%	74%	77% (+3)
2.	Non-alcoholic	13%	13%	14%	13%	14%	13%	16%	14%	13%	13%	11%	13%	11%	10%
	∭ drinks	46%	48%	46%	45%	44%	42%	44%	44%	47%	46%	49%	48%	51%	53%
		66%	68%	67%	69%	68%	69%	72%	69%	70%	75%	74%	75%	75%	75% (=)
3.	Personal care/	18%	19%	17%	19%	16%	19%	22%	21%	17%	18%	16%	15%	18%	16%
	Hygiene	41%	41%	43%	41%	45%	41%	40%	40%	43%	42%	45%	44%	44%	45%
	Q	43%	41%	43%	43%	47%	47%	49%	47%	48%	51%	55%	57%	55%	53% (-2)
4.	+ Medicine	12%	11%	10%	10%	11%	10%	13%	12%	12%	12%	12%	9%	9%	10%
		26%	26%	28%	28%	31%	30%	30%	29%	29%	30%	32%	33%	34%	33%
		48%	49%	52%	49%	52%	50%	58%	52%	55%	55%	59%	64%	61%	58% (-3)
5.	Clothes	24%	26%	27%	24%	23%	24%	32%	26%	24%	23%	22%	20%	23%	21%
	U	15%	15%	17%	16%	21%	17%	16%	16%	17%	19%	21%	21%	22%	21%
		57%	54%	53%	54%	51%	52%	58%	50%	55%	54%	57%	58%	58%	61% (+3)
6.	Alcoholic drinks	12%	10%	11%	12%	11%	12%	13%	10%	10%	9%	10%	8%	9%	8%
		37%	38%	37%	37%	35%	35%	37%	34%	38%	36%	37%	36%	39%	42%

● total ● online ● offline



# How often are product categories bought?

Rank	Product category	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	13 April	11 May	1 June	15 June	
	De elve (	32%	33%	38%	32%	34%	34%	42%	37%	41%	42%	45%	49%	45%	44% (-1)	
7.	Books/ Magazines	14%	14%	16%	15%	15%	16%	20%	17%	18%	14%	14%	15%	14%	12%	
		14%	14%	17%	13%	16%	13%	15%	14%	15%	20%	19%	19%	19%	20%	
	$\Lambda$ - $\Lambda$	31%	33%	34%	32%	34%	35%	40%	35%	39%	39%	47%	49%	45%	44% (-1)	
8.	Beauty/ Make-up	11%	14%	12%	15%	15%	15%	20%	14%	12%	12%	12%	13%	14%	12%	
		15%	14%	15%	14%	15%	14%	15%	15%	16%	18%	22%	20%	17%	18%	
		29%	30%	34%	31%	32%	31%	38%	35%	34%	38%	41%	45%	44%	43% (-1)	
9.	Shoes	15%	16%	16%	14%	14%	15%	18%	17%	14%	15%	14%	14%	14%	14%	
		10%	10%	13%	11%	14%	10%	14%	13%	12%	13%	15%	16%	17%	15%	
		24%	26%	28%	24%	25%	30%	34%	29%	31%	37%	39%	45%	40%	39% (-1)	
10.	Electrical devices	13%	15%	15%	12%	13%	15%	18%	14%	14%	15%	15%	14%	13%	14%	
		8%	7%	8%	8%	8%	9%	9%	9%	9%	14%	13%	14%	14%	13%	
	57	24%	29%	25%	25%	27%	30%	39%	31%	34%	36%	40%	43%	38%	38% (=)	
11.	Decoration	10%	13%	11%	9%	11%	12%	15%	14%	12%	9%	10%	10%	12%	10%	
	$\smile$	10%	11%	9%	11%	11%	12%	16%	12%	14%	17%	18%	18%	14%	16%	
	0	25%	27%	29%	28%	29%	35%	42%	31%	34%	34%	39%	44%	37%	35% (-2)	
12.	ر Toys	11%	14%	13%	13%	13%	19%	22%	15%	13%	11%	14%	13%	12%	11%	
	цП	9%	8%	11%	10%	12%	10%	13%	10%	12%	13%	15%	16%	14%	13%	

● total ● online ● offline



# How often are product categories bought?

Rank	Product	category	23 June	27 July	31 Aug	29 Sept	31 Oct	24 Nov	8 Dec	6 Jan	17 Feb	16 Mar	13 April	11 May	1 June	15 June
	$\circ$		23%	26%	27%	24%	26%	27%	30%	30%	33%	35%	39%	44%	40%	38% (-2)
13.	۲¢	Household devices	10%	12%	12%	11%	10%	11%	12%	14%	13%	11%	11%	17%	12%	11%
			9%	9%	9%	9%	10%	11%	13%	12%	12%	15%	16%	10%	15%	15%
	_	Furniture	17%	18%	19%	16%	18%	19%	23%	23%	26%	29%	33%	37%	31%	31% (=)
14.	لم		7%	10%	8%	8%	7%	6%	10%	10%	9%	9%	10%	8%	7%	10%
	$\frown$		6%	5%	8%	5%	7%	7%	9%	9%	9%	13%	12%	15%	14%	11%
		Kitchen devices	21%	21%	24%	21%	22%	24%	26%	26%	28%	31%	35%	40%	38%	33% (-5)
15.			10%	8%	10%	7%	8%	9%	13%	10%	10%	10%	10%	8%	10%	8%
	Ð		7%	9%	10%	10%	11%	9%	12%	11%	11%	13%	15%	16%	15%	15%
	308	Jewerly	18%	19%	22%	18%	19%	23%	27%	24%	26%	29%	33%	38%	32%	30% (-2)
16.	$\bigcirc$		10%	10%	10%	8%	9%	12%	13%	11%	9%	9%	10%	13%	9%	9%
	•		6%	7%	7%	6%	7%	7%	9%	8%	10%	12%	12%	10%	13%	11%
	$\bigcirc$	Sport equipment	20%	21%	21%	19%	19%	21%	26%	24%	27%	30%	33%	39%	33%	30% (-3)
17.			9%	11%	11%	8%	10%	9%	12%	11%	11%	11%	10%	10%	9%	10%
	v	equipment	6%	5%	7%	6%	7%	8%	8%	8%	8%	9%	11%	14%	12%	11%

● total ● online ● offline



## Sample & Method

Sample	1.000 Brits
Country	United Kingdom
Age	18-65
Date of the survey	8-10 June 2022

Nationally representative – quoted by age & gender based on the 2011 census

View and analyse the data on research.appinio.com

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