



# Eden McCallum UK Consumer Survey

Consumer impact of Covid-19 pandemic

In partnership with

eden  
mccallum



# Contents

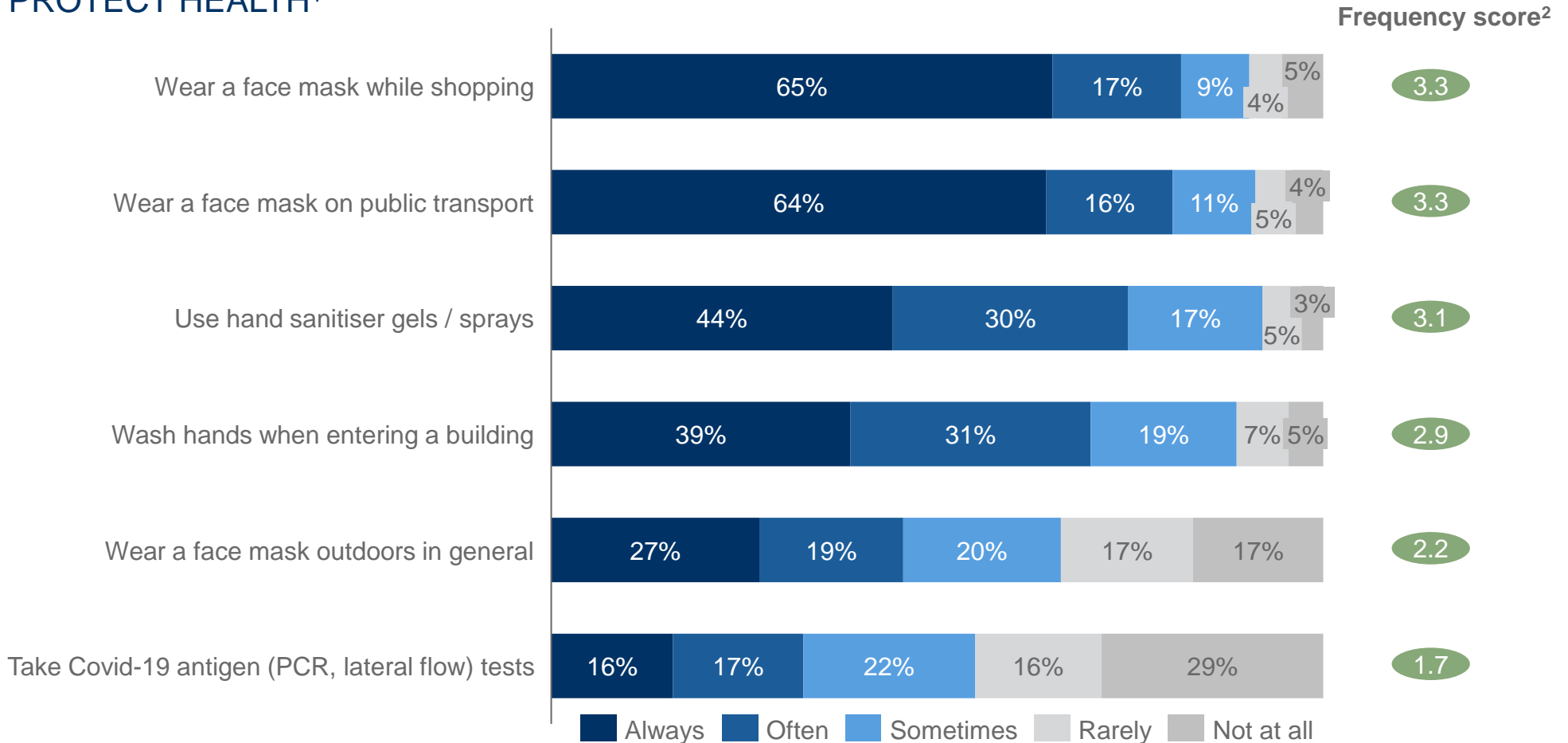


Key findings

Sample demographics

# Wearing a face mask is the most frequent precaution taken against Covid-19, with 65% of respondents always using a face mask whilst shopping

## IMPACT OF THE COVID-19 PANDEMIC ON UK CONSUMER BEHAVIOUR: ACTIONS TAKEN TO PROTECT HEALTH<sup>1</sup>



Note: 1) Excludes those who answered 'I don't know / doesn't apply'; 2) Frequency score calculated by assigning a numerical value to each answer code where 'Not at all' = 0, 'Rarely' = 1, 'Sometimes' = 2, 'Often' = 3 and 'Always' = 4

Source: EM Consumer Research Survey August 2021 CQ9: Thinking about Covid-19, how often do you do the following to protect your health and the health of those around you?

However, whilst older age groups are more likely to wear face masks and use hand sanitiser, younger people use Covid-19 antigen tests more frequently

## IMPACT OF THE COVID-19 PANDEMIC ON UK CONSUMER BEHAVIOUR: ACTIONS TAKEN TO PROTECT HEALTH<sup>1</sup>

■ Frequency Score<sup>2</sup> (colour intensity indicates frequency)

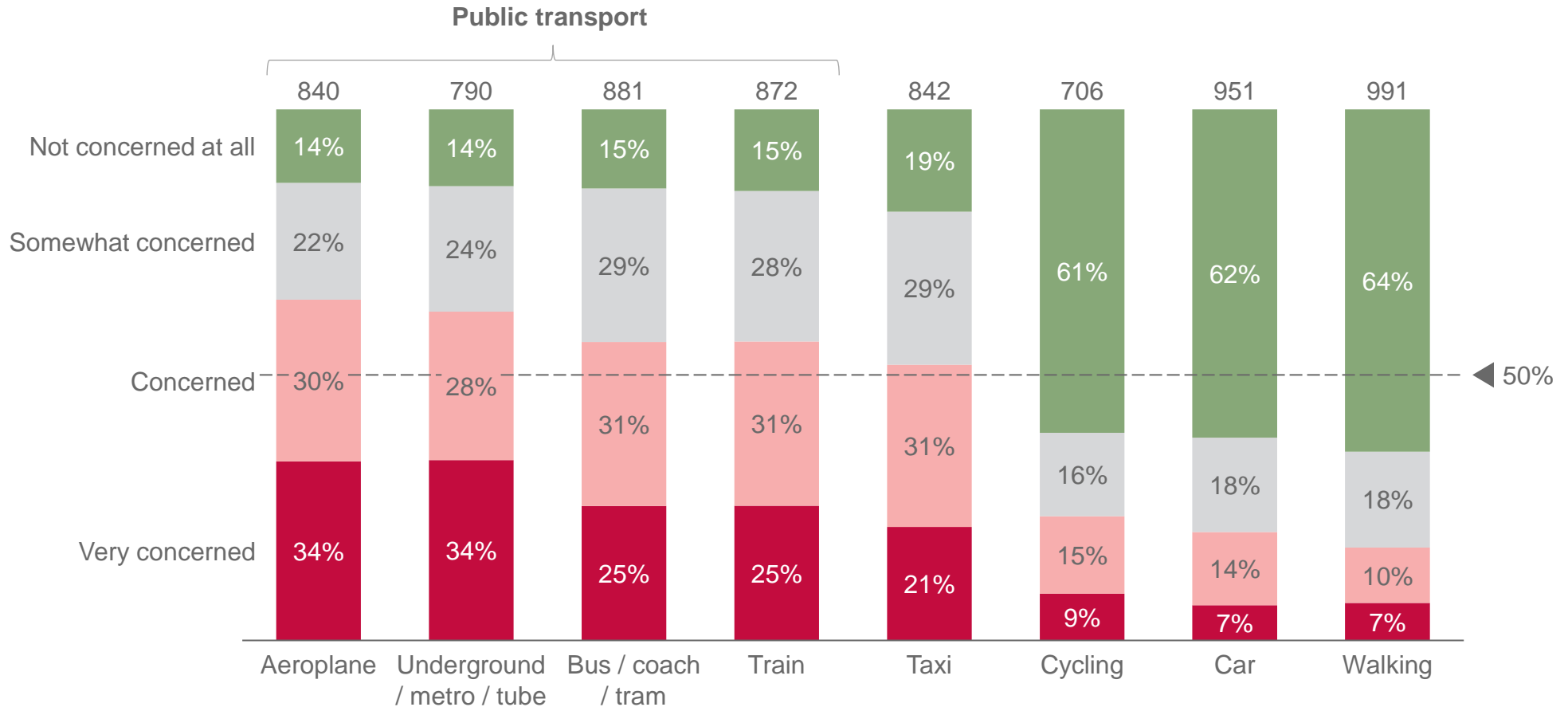


Note: 1) Excludes those who answered 'I don't know / doesn't apply'; 2) Compliance score calculated by assigning a numerical value to each answer code where 'Not at all' = 0, 'Rarely' = 1, 'Sometimes' = 2, 'Often' = 3 and 'Always' = 4

Source: EM Consumer Research Survey August 2021 CQ9: Thinking about Covid-19, how often do you do the following to protect your health and the health of those around you?

There are high levels of concern about using public transport and taxis – 34% of respondents are very concerned about flying or using the underground

## IMPACT OF THE COVID-19 PANDEMIC ON UK CONSUMER BEHAVIOUR: FEELINGS ABOUT USING DIFFERENT TRANSPORT METHODS<sup>1</sup>

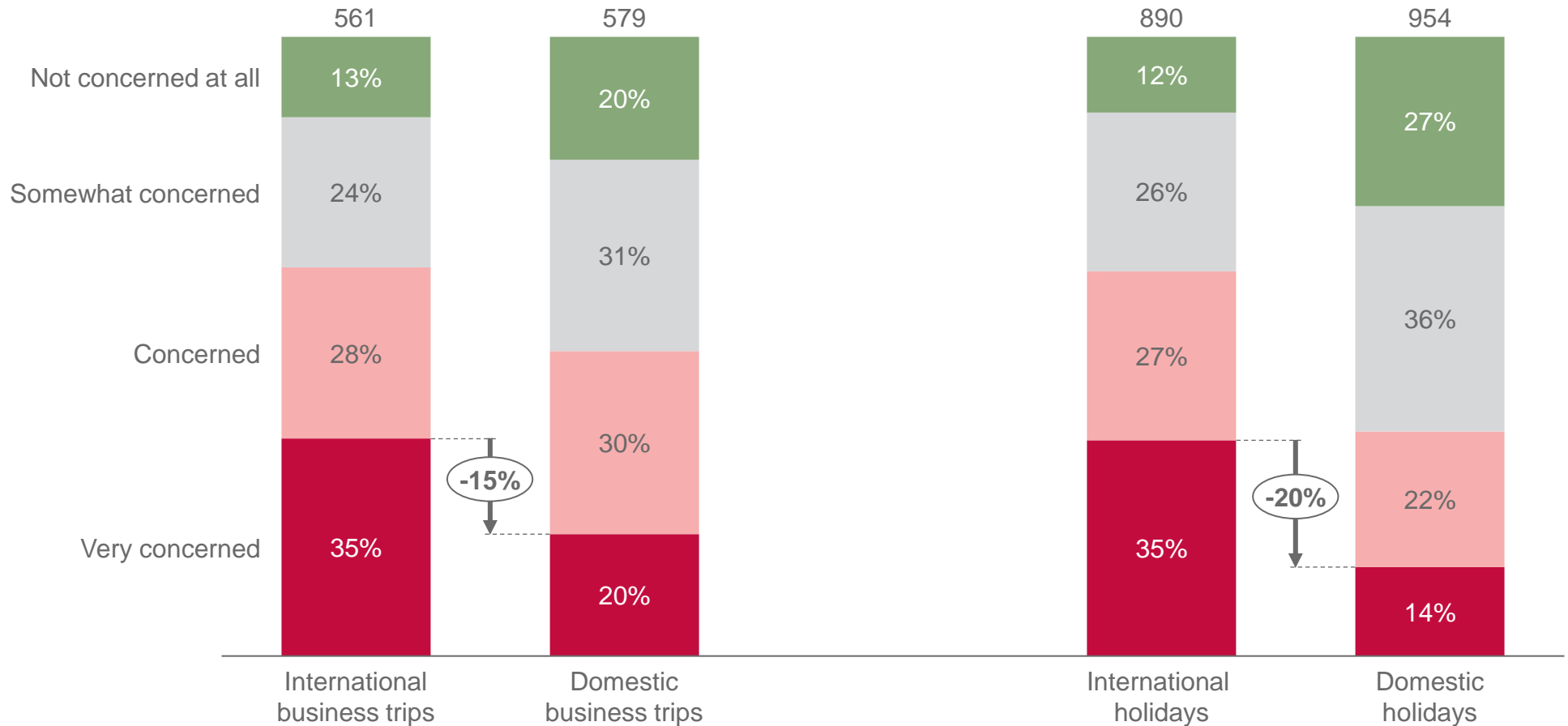


Note: 1) Excludes those who answered 'I don't know / doesn't apply'

Source: EM Consumer Research Survey August 2021 CQ10: Thinking about the risk of getting / spreading Covid-19, how concerned are you about using each of the following modes of transport?

# International travel for business and holidays is viewed as being significantly more risky from a Covid-19 perspective than domestic travel

## IMPACT OF THE COVID-19 PANDEMIC ON UK CONSUMER BEHAVIOUR: FEELINGS ABOUT TRAVEL AND THE RISK OF COVID-19<sup>1</sup>

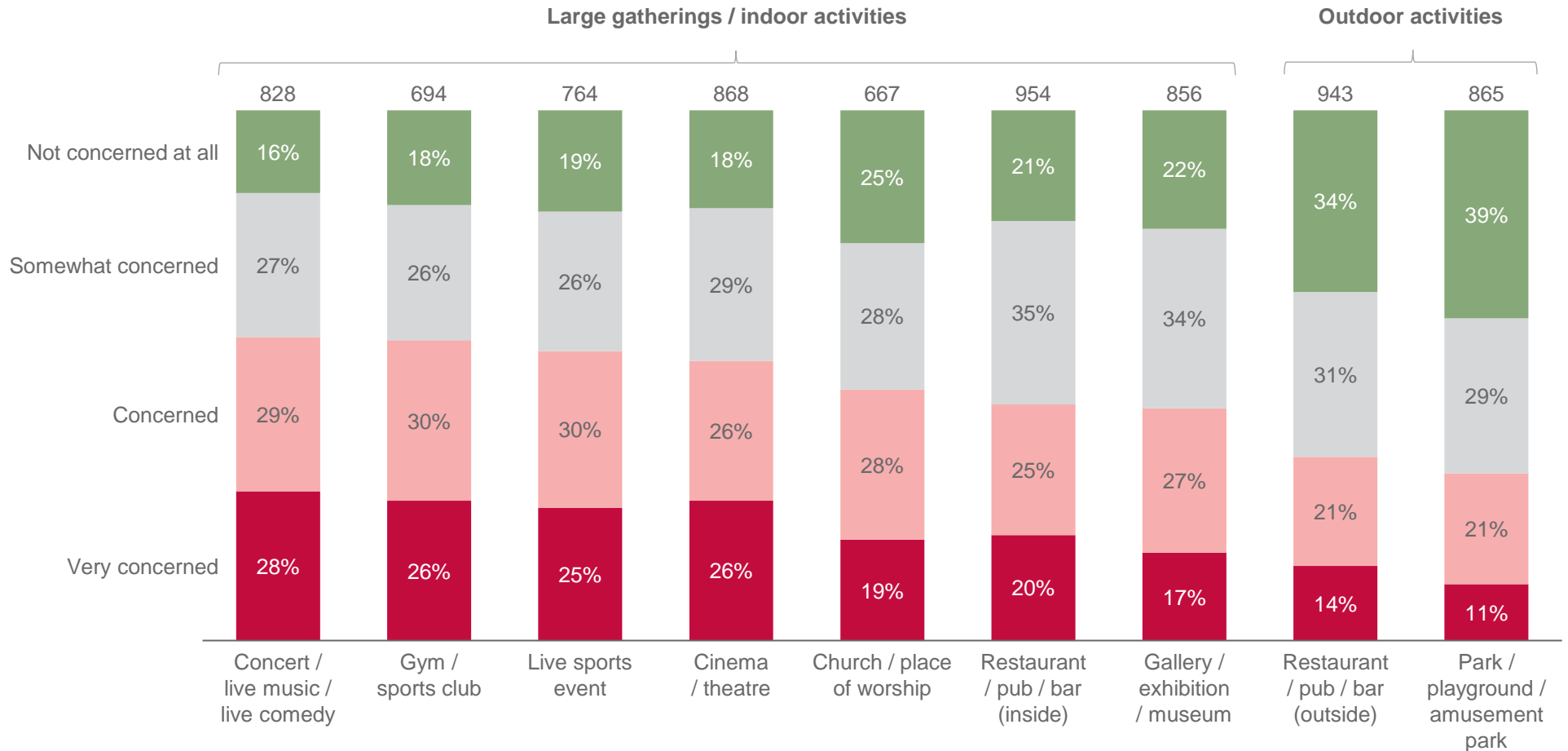


Note: 1) Excludes those who answered 'I don't know / doesn't apply'

Source: EM Consumer Research Survey August 2021 CQ11: Thinking about the risk of getting / spreading Covid-19, when it comes to your personal choices around holidays / travel, how concerned are you about the following?

# Respondents are most concerned about the risk posed by Covid-19 at large gatherings and indoor activities

## IMPACT OF THE COVID-19 PANDEMIC ON UK CONSUMER BEHAVIOUR: FEELINGS ABOUT LEISURE TIME AND THE RISK OF COVID-19<sup>1</sup>



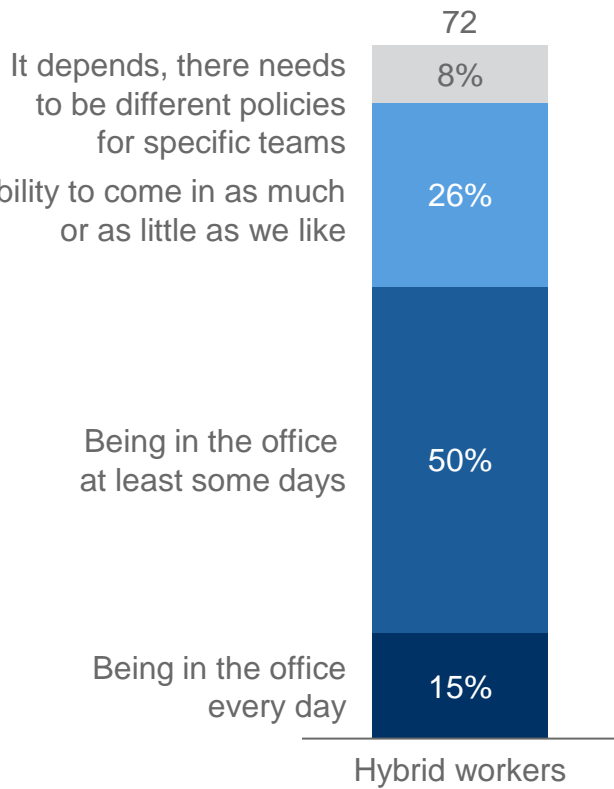
Note: 1) Excludes those who answered 'I don't know / doesn't apply'

Source: EM Consumer Research Survey August 2021 CQ12: Thinking about the risk of getting / spreading Covid-19, when it comes to how you spend your leisure time, how concerned are you about the following?

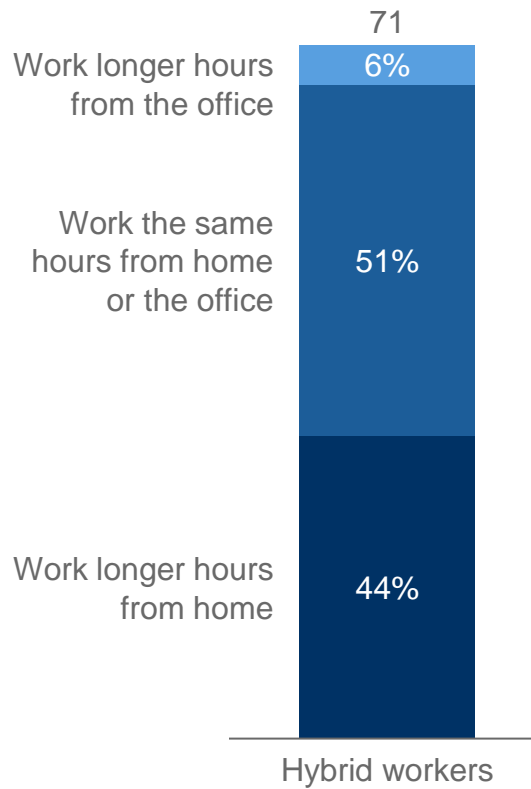
# Hybrid working employees appear to be happy with their arrangement, despite many working longer hours while at home

## UK WAYS OF WORKING: HYBRID WORKERS PREFERENCES AND WORK-LIFE BALANCE<sup>1</sup>

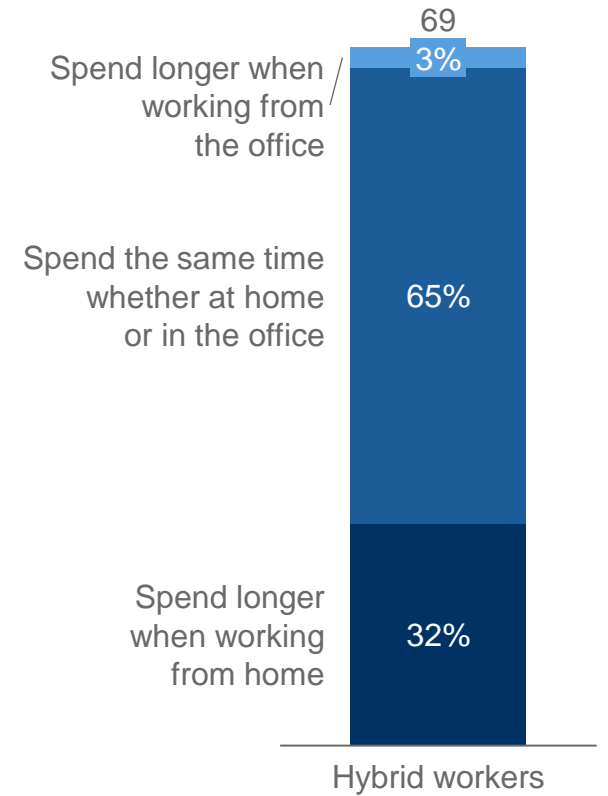
What is your preference for the company policy on working practices?



Hours worked at home vs in the office



Hours spent on domestic tasks at home vs in the office



Note: 1) Excludes those who answered 'I don't know / doesn't apply'

Source: EM Consumer Research Survey August 2021?; WQ15B: If you could set the policy for working from home and in the office for you and your colleagues each week, what would you choose? WQ16: How do your working hours compare on the days you work from home vs the days you are in the office; WQ17: How do the hours you spend on domestic / family tasks compare on the days when you work from home vs the days you are in the office?



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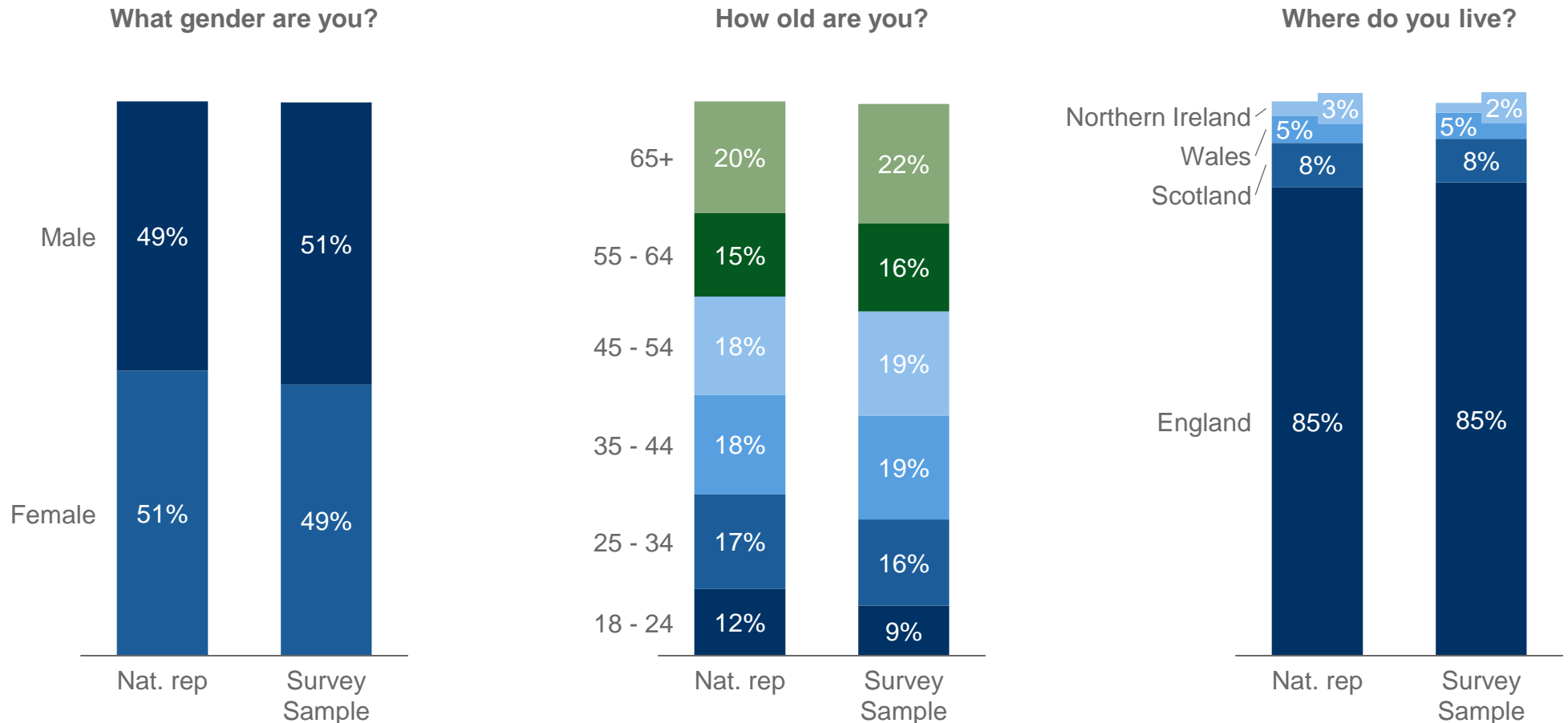


Key findings

Sample demographics

# The survey respondents are a nationally representative sample in terms of gender, age and regional distribution

## KEY FACTS ABOUT THE UK SAMPLE<sup>1</sup>

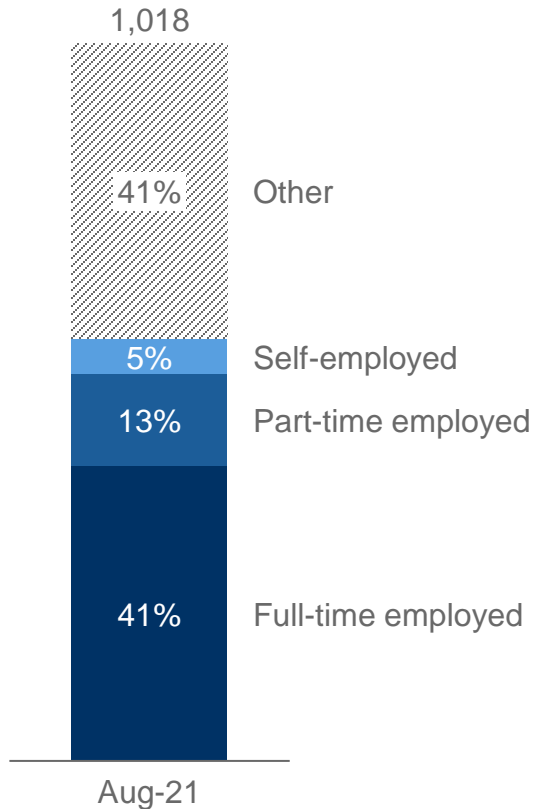


Note: 1) Totals may not equal 100% due to rounding. Respondents who answered 'other' or 'prefer not to say' have not been displayed  
Source: EM Consumer Research Survey August 2021 S1: What gender do you identify as?; S2: How old are you?; S3: Where do you live?

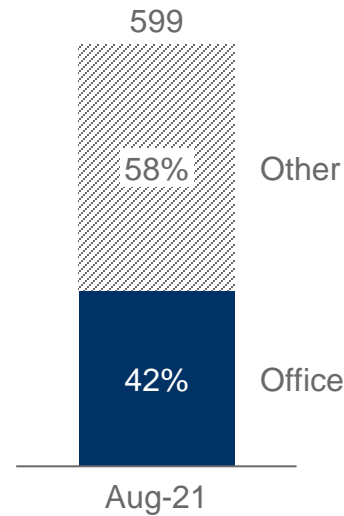
# Respondents for the hybrid working questions (page 9) were screened for office workers that mix home and office working during the week

## SCREENING OF UK RESPONDENTS<sup>1</sup>

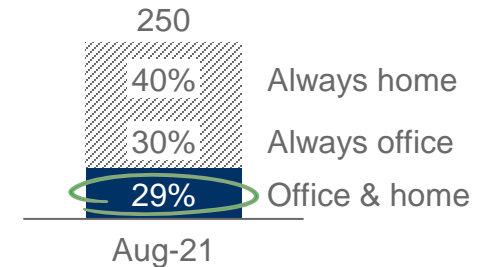
### 1 Screen for employment status



### 2 Screen for office working location



### 3 Screen for mixture of home & office working on a weekly basis

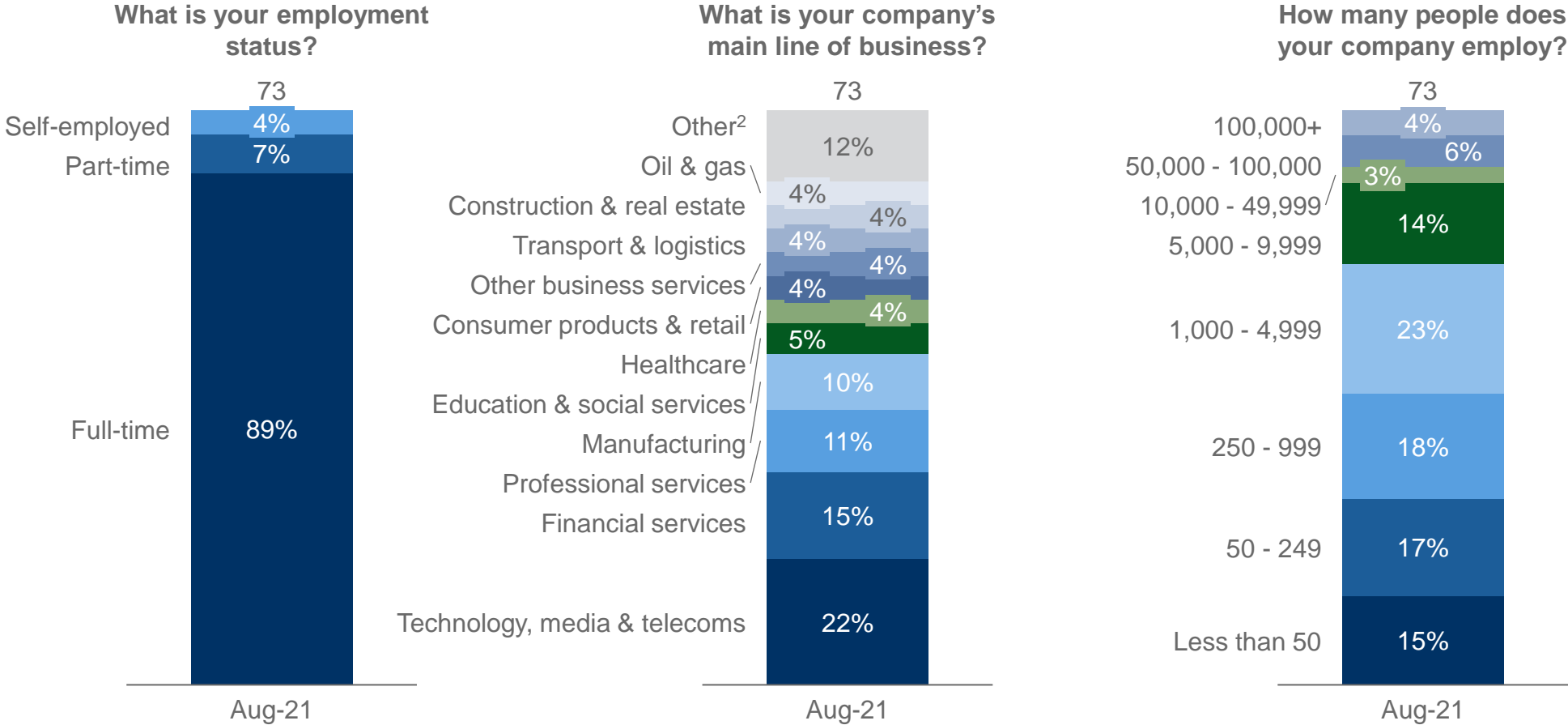


Note: 1) Totals might not equal 100% due to rounding

Source: EM Consumer Research Survey August 2021 WQ9: How would you describe your employment status?; WQ10: How would you describe the type of location you would normally spend most of your time working in?; WQ11: How many days do you work in an average week?; WQ12: In an average week, how many days do you work from home?

The screened respondents for the ways of working questions (pages 9) were from a broad range of industries and worked for companies of varying sizes

**UK WAYS OF WORKING: HYBRID OFFICE WORKERS<sup>1</sup>**



Note: 1) Excludes those who answered 'I don't know / doesn't apply / Prefer not to say'; 2) Other includes public sector, travel / tourism / leisure, utilities  
 Source: EM Consumer Research Survey August 2021: WQ9: How would you describe your employment status?; WQ21: What is your company's main line of business?; WQ22: How many people do your company employ in all of its locations?