Tracking Consumer Sentiment on the Impact of COVID-19

Travel & Mobility, Leisure & Hospitality, Personal Finances

Weekly Update – 6th August 2020

BVA BDRC ALLIGATOR

Introduction

One thing that we have learned during our 19 weeks of reporting during the COVID-19 period, is not to get too carried away nor, conversely, too down-hearted on the basis of one week's data. Public sentiment on some issues is fairly consistent (eg. confidence in, or lack of confidence in the UK government's management of the crisis), but on the extent to which we think the worst has passed or is still ahead, the 24 hour rolling news cycle can have a major impact. Similarly, certain sectors can appear to be recovering reasonably quickly in terms of participation, but then we see a plateau effect – true this week for the domestic travel and leisure market (including outdoor parks and scenic areas – which unsurprisingly have thus far seen the most rapid recovery).

This week the overall sentiment feels somewhat less upbeat than last, perhaps linked to news around localized spikes in infection rates and further concerns expressed on major policy areas such as the re-opening of schools. Our comparison of employment status compared to when we asked the same question in April, bears out government statistics on the Job Retention Scheme. More people are now back working (at least to some extent), but this good news is balanced by a higher proportion that are on both reduced pay and reduced hours, as well as, sadly, growth in the proportion who have been made redundant.

Nevertheless, particularly among our Travel Activist sample subset, there is further evidence of re-engagement week-on-week across several sectors, most notably this week in hospitality (restaurants and hotels), as well as continued progress in retail, likewise public transport (bus and rail services).

Our attitudinal segmentation is proving to be a good predictor of re-engagement rates across most sectors, with the 'Life Goes On' and 'Pragmatic Policy Supporters' clearly re-engaging more quickly (in proportion to their 'normal' / pre-COVID incidence of participation) – and underlining their importance for targeting purposes.

Stay tuned and stay safe!

Matt Costin
Managing Director, BVA BDRC

Suzy Hassan
Managing Director, Alligator Digital

Executive Summary

Back down to earth after last week's uplift in sentiment

Last week we reported an uplift in general sentiment towards the crisis, but unfortunately it is not sustained. Perhaps linked to the impact of a number of regional spikes in infection rates, as well as renewed concerns over policy aspects such as the re-opening of schools, the proportion of adults who believe that the *worst has passed* drops by 7 points to the lowest level recorded since April.

Bus & Rail Service Usage Continues to Recover among Travel Activists

Among our travel activist sub-segment, we continue to record week-on-week increases in re-engagement with bus and rail services. Use of bus services peaked at 17% in the last week of July, with a 4 point week-on-week improvement. Nevertheless, it remains at approximately 25% of the level of participation recorded for the pre-pandemic period (Q1). For rail services, we record a 4 point week-on-week increase in usage – but participation remains at approximately one fifth of what it was in Q1 (among Travel Activists).

Hotels record biggest recovery in participation since re-opening

Anecdotally, we know that the recovery in the UK hotel market is far from consistent with significant variation from location-to-location. That said, as a combined category, we record the biggest single week of recovery among our Travel Activists sample – with 8% of this segment now having booked a hotel room since the first week of July. Balancing this good news, looking ahead, we record only a modest increase in the proportion who intend booking before the end of September this week, and no increase in intentions for the year as a whole.

Dining out and Retail re-engagement continues

The restaurant market continues to show consistent and positive signs of recovery among our Travel Activist sample, with a 4th consecutive week-on-week growth in participation. To keep this in context, participation remains at approximately 25% of the levels recorded for this group for Q1 – but the good news is that dining out intentions for the August summer holiday period continue to grow, week-on-week – so the forward view points to further recovery. The incidence of those going on shopping trips has also continued to increase – reinforcing our view that the ruling on face coverings has had a positive rather than negative impact.

Glimmer of hope for aviation as flight booking lead times drop for 4th consecutive week

Relative to other travel verticals, aviation (unsurprisingly) remains a long way behind on the recovery curve, but some encouragement may be taken from the forward-looking view, which shows a 4th consecutive week of shortening lead-times. For context, among our Travel Activist sample (who are, by definition, more orientated towards travel than typical adults), the lead-time for the next flight booking remains almost 5 months – so barring any game changing policy decisions that will reassure travellers, the prospect for recovery this side of 2021 remains modest.

Travel Insurance: buy the cheapest or the most comprehensive?

It is often said that when it comes to insurance, people simply look for the cheapest deal. This week's research shows that a major factor in decision-making on travel insurance is whether they are opting to go abroad or stay at home. When travelling abroad, 49% of adults would pay a higher premium for insurance that they know will cover every potential problem – but just 22% say the same for domestic (UK) travel – for which a higher proportion (24%) would seek the cheapest policy, or alarmingly, not bother with travel insurance at all (31%)!

Contents

The mood of the nation

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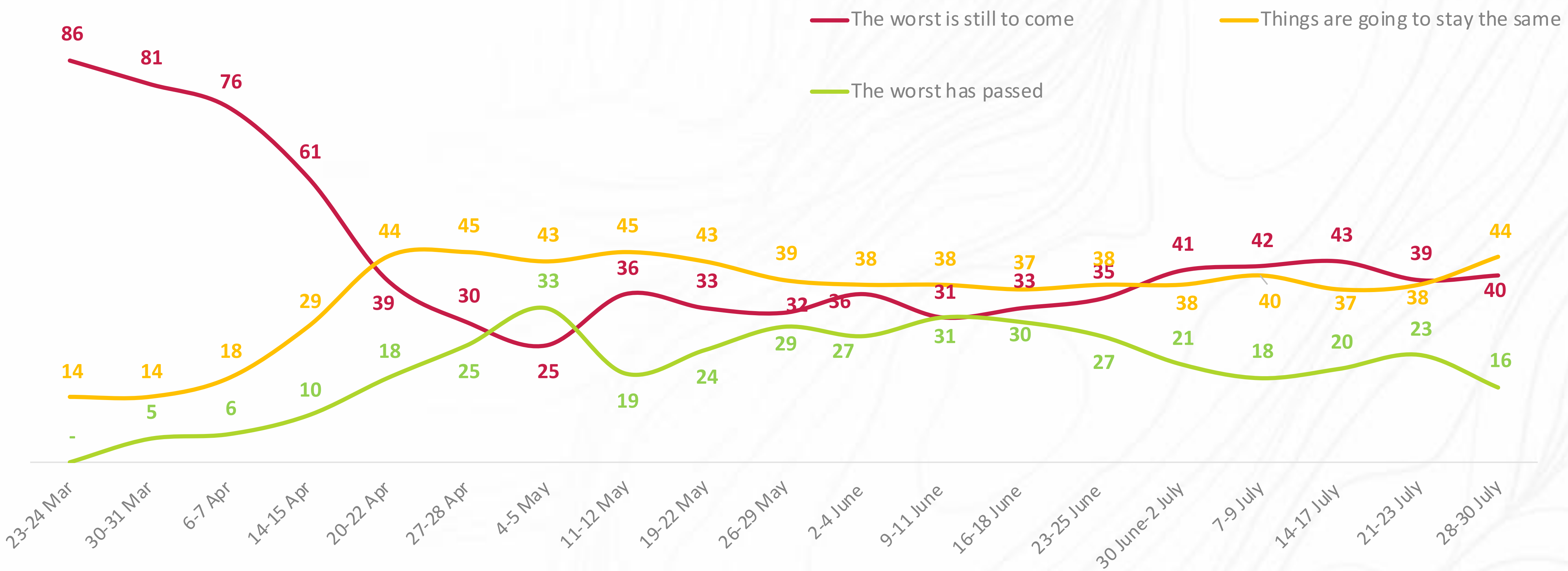
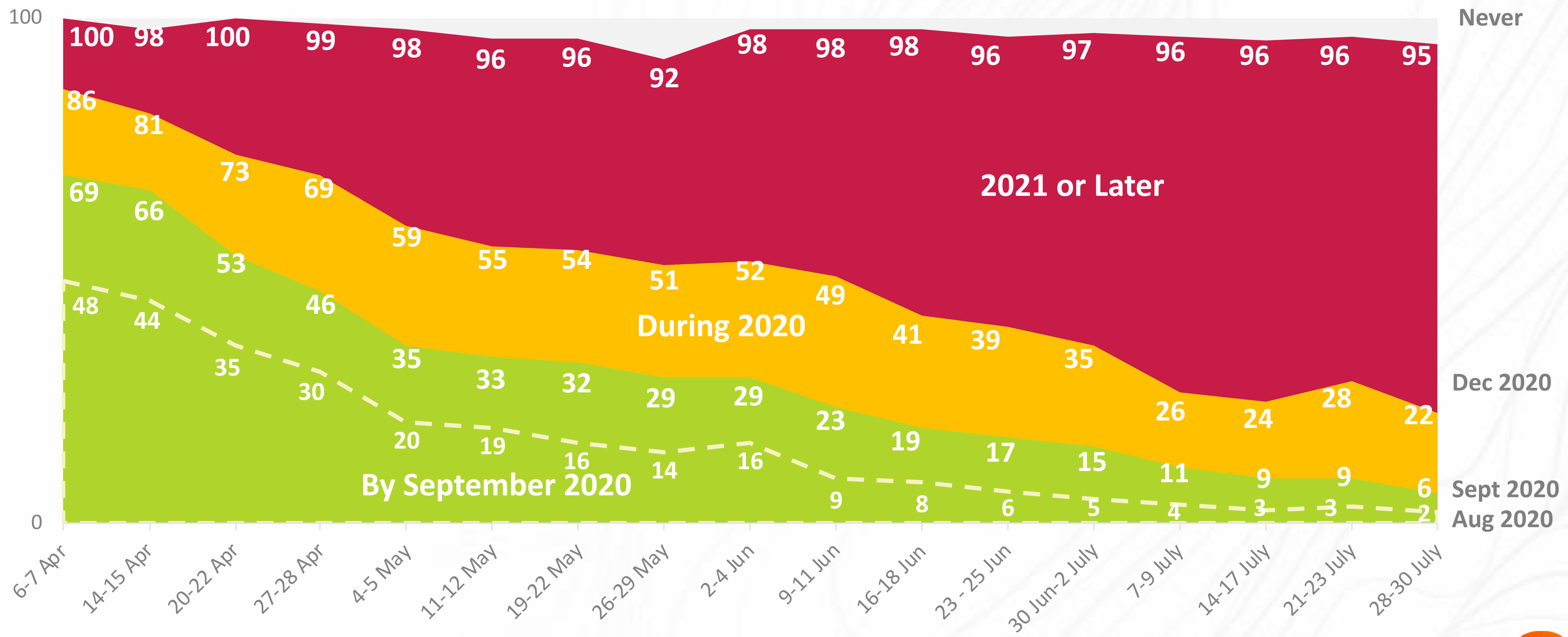
This week we report a sharp decline in the proportion believing the *worst has passed* – perhaps linked to some high profile localized spikes in infection rates, as well as new concerns around the re-opening of schools.



Q7: Regarding the situation of Coronavirus in the UK and the way it is going to change in the coming month, which of the following best describes your opinion? (%)

After last week's uptick in the proportion of the population anticipating normality before the end of 2020, this week, the long-term trend resumes. In April, 86% of expected normality this year – now it stands at just 22%.

Q Given what you know today when do you think life will return to something close to normal?



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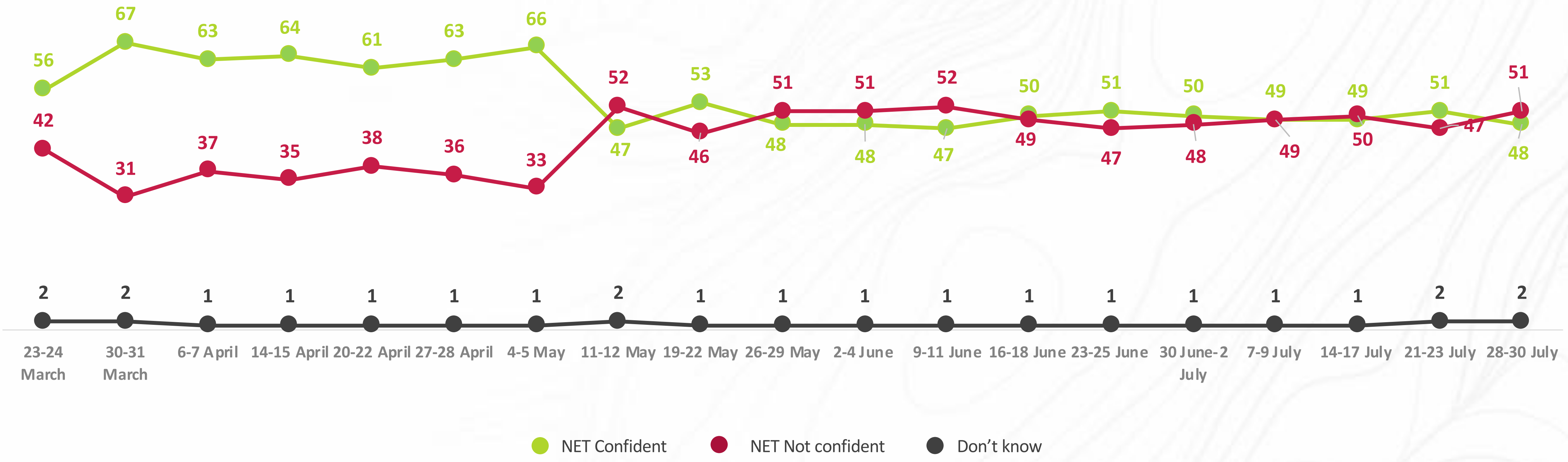
Confidence in the UK government's handling of the crisis dips by 3 points this week – but the equal split in national opinion has remained largely unchanged for 3 months now.

Q6: Would you say that you are completely confident, somewhat confident, not really confident, not at all confident regarding how the British government is handling the crisis? (%)



Q6: Would you say that you are completely confident, somewhat confident, not really confident, not at all confident regarding how the British government is handling the crisis? (%)

From social media: key themes underlying positive and negative sentiment

#Athenaeum is open and we have some great #safe solutions for office set up and avoiding the #daily #commute for the team.

 # Alternative solutions

Went to Disneyland Paris last weekend, so not only were we wearing masks at airport and on flight, but all the time in the theme parks as well. 30 degree heat made it a bit of a challenge but it beat sitting at home. The measures put in place by Disney were nothing short of superb - plenty of markings on the floor and a monumental level of perspex screens. Almost everybody was wearing a mask (except young children) and social distancing was good.

 # Effective rules enforcement

This is interesting, even Asda know that people expect things quicker and easier these days so they have teamed up with Uber Eats - this is a bit of me..

#Innovation

Hays Travel is looking to recruit people who are passionate about travel to cope with the expected surge in demand for holidays as coronavirus lockdown restrictions are relaxed

 # Rise in demand

Thank you @easyJet for the refund on my June 2020 flights from Edinburgh to Catania cancelled due to #COVID—19 - sometime in the #future hopefully our #travels will restart? Good #customerservice creates #loyalcustomers 😁👍

#Positive customer experience

Zipcar UK, you clearly don't want new customers. I've tried applying from three computers over several weeks and your website never works and your phone contact gives you no way of talking to real person #zipcar very disappointing @ZipcarUK

 # 'Forgotten' customers

@TUIUK from past experience your customer service has been abysmal. But having requested a refund on my Cyprus holiday I was paid out in full within 24 hrs a credit to you and hopefully a good sign going forwards. Well done TUI

 # Building customer confidence

If @asda @sainsburys @coopuk and @CostaCoffee REFUSE to enforce #Masks I cancelled my orders from #ASDA, will not shop at #Sainsburys and #coopuk and no #coffee from #costacoffee Taking taxpayers' money to #furlough staff - YES, helping curb the spread of #coronavirusuk - NO.

 # No enforcement of rules

I genuinely cannot believe how inconsistent and poor @Ryanair are. Flights are always delayed and you never get a reason...old habits die hard I suppose 🤬 #Ryanair #stansted #Covid_19 #Italy

 # Lack of service continuity

Do not use @Airbnb service ever again especially during the pandemic. After a long wait on the phone they never get back on me. Apparently this is clean for @Airbnb

 # Negative customer experience

As ‘furloughees’ return to work, there is an increase in those who report being on reduced pay and working hours, as well as a smaller increase in those who have been made redundant. In both cases, the incidence is highest among the most anxious segments.

Out of all working respondents (%)

	Apr-20	Jul-20	COVID Concerned (12%)	COVID Cautious (31%)	Pragmatic Policy Supporters (21%)	Life Goes On (37%)
You are on ‘furlough’ where the Government contributes to your pay, but you cannot work at this time	30	14	19%	16%	12%	13%
You were on ‘furlough’ for a period since the beginning of the crisis but you are now back working*		11	5%	14%	9%	10%
You are on reduced pay, but without a change in your working hours	7	5	2%	4%	1%	8%
You are on both reduced pay and reduced working hours	8	14	16%	16%	12%	12%
You are taking unpaid leave	8	8	7%	6%	5%	12%
You have been made redundant	4	6	13%	6%	2%	7%
You started working from home for the first time	24	17	30%	14%	23%	13%
You increased the amount that you are working from home	22	16	11%	18%	12%	18%
Other (specify)	4	2	3%	5%	3%	0%
None of these – my employment has continued as normal	16	27	21%	23%	32%	28%

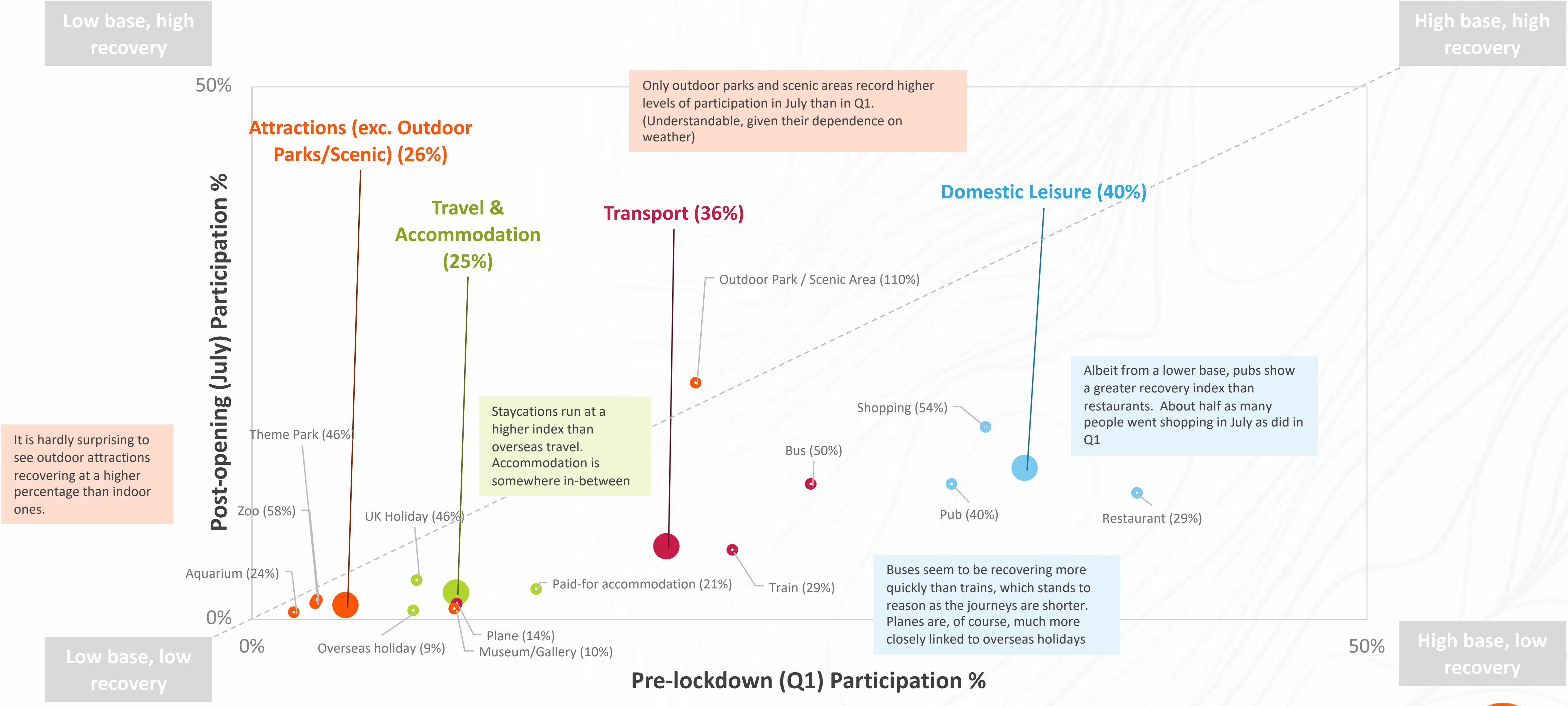
* New code added this week

Q23. Which, if any, of the following have happened to you as a result of the coronavirus (Covid 19) pandemic?

Tracking recovery across key segments

Post pandemic recovery: the story so far……

Comparing post-opening participation in July with pre-lockdown participation in Q1



This chart is currently comparing one month with three. A clearer picture may emerge when three months of post-opening activity time has elapsed

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Introducing our COVID-19 Consumer Segments

COVID Concerned

Anxious Appreciator Hermits	*COVID Impacted*
Anxious about the virus, the government's handling of the situation and society's behaviour, but have valued the time at home. As such, they are likely to take longer to resume 'normal' behaviour.	*This segment is suffering financially and is also concerned about the ongoing health implications of the virus and the potential impact of the easing of lockdown. They give the lowest mood ratings of all the segments.*

COVID Cautious

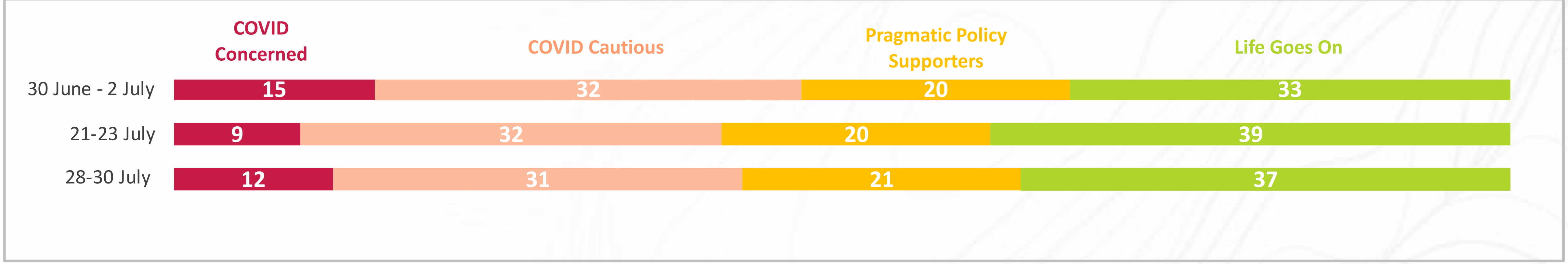
While they are less concerned about the impact of the pandemic on themselves, this segment fears that we may not yet be past the worst and would prefer a longer lockdown. They are likely to be cautious in their own post-lockdown behaviour.

Pragmatic Policy Supporters

Concerned about the impact of COVID-19, but trusting and supportive of the government's policies and most believe the worst is behind us.

Life Goes On

Aching for lockdown to be lifted, this segment is not worried about the risks associated with COVID-19 and are supportive of lockdown lifting in order to protect the economy and get back to living their lives.



More information about what a segmentation is, go to the Appendix

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Throughout July, we've recorded consistent increases in the proportion of adults re-engaging with restaurants, pubs and retail. Relative to normal engagement levels, the 'Life Goes On' & 'Pragmatic Policy Supporter' segments are returning more quickly.

	Segment (size)		COVID Concerned (12%)	COVID Cautious (31%)	Pragmatic Policy Supporters (21%)	Life Goes On (37%)
Jan-Mar 2020	Went to a restaurant		46%	42%	43%	33%
	Went to a pub		36%	33%	33%	27%
	Went to a shopping mall/shopping trip		43%	35%	37%	25%
Since June 2020	Went to a restaurant	7-9 Jul	1	1	2	4
		14-17 Jul	2	4	7	9
		21-23 Jul	4	6	11	11
		28-30 Jul	6	9	14	14
	Went to a pub	7-9 Jul	1	2	2	3
		14-17 Jul	3	6	7	10
		21-23 Jul	4	8	9	15
		28-30 Jul	8	10	12	16
	Went to a shopping mall/shopping trip	7-9 Jul	7	6	8	7
		14-17 Jul	11	12	15	15
		21-23 Jul	11	14	15	18
		28-30 Jul	12	16	21	19

q1a- And when exactly was the last time you did the following activity/activities

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The contrast between the recovery in UK and overseas holidays is stark. Although there is a seasonal effect, levels of UK holiday participation in July among the two least risk averse groups is already at 50% of the levels recorded for Q1.

	Segment (size)		COVID Concerned (12%)	COVID Cautious (31%)	Pragmatic Policy Supporters (21%)	Life Goes On (37%)
Jan-Mar 2020	Went on UK holiday		6%	7%	8%	8%
Jan-Mar 2020	Went on overseas holiday		5%	8%	8%	7%
Jan-Mar 2020	Stayed in paid for accommodation		14%	14%	13%	11%
Since June 2020*	Went on UK holiday	7-9 Jul	0	1	1	1
		14-17 Jul	0	2	2	2
		21-23 Jul	1	3	4	3
		28-30 Jul	2	3	4	4
Since June 2020*	Went on an overseas holiday	7-9 Jul	0	0	0	0
		14-17 Jul	0	0	0	1
		21-23 Jul	0	0	0	1
		28-30 Jul	0	1	0	1
Since June 2020*	Stayed in paid for accommodation	7-9 Jul	0	0	1	1
		14-17 Jul	0	1	2	2
		21-23 Jul	1	1	3	3
		28-30 Jul	1	2	3	3

q1a- And when exactly was the last time you did the following activity/activities

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Re-engagement with bus and rail services has plateaued across most attitudinal segments this week, following the growth recorded in the first half of the month – though among our most engaged ‘Travel Activist’ sub-sample, recovery continues to pick up (see P43 – 44)

	Segment (size)		COVID Concerned (12%)	COVID Cautious (31%)	Pragmatic Policy Supporters (21%)	Life Goes On (37%)
Jan-Mar 2020	Travelled by bus		30%	27%	24%	22%
	Travelled by train		25%	24%	18%	20%
	Travelled by plane		8%	10%	9%	9%
Since June 2020	Travelled by bus	7-9 Jul	5	5	5	5
		14-17 Jul	11	10	9	11
		21-23 Jul	13	11	10	13
		28-30 Jul	13	11	13	13
	Travelled by train	7-9 Jul	2	2	1	3
		14-17 Jul	4	4	3	6
		21-23 Jul	4	6	6	7
		28-30 Jul	5	6	6	7
	Travelled by plane	7-9 Jul	0	1	0	0
		14-17 Jul	0	1	0	1
		21-23 Jul	0	1	0	2
		28-30 Jul	0	1	1	2

q1a- And when exactly was the last time you did the following activity/activities

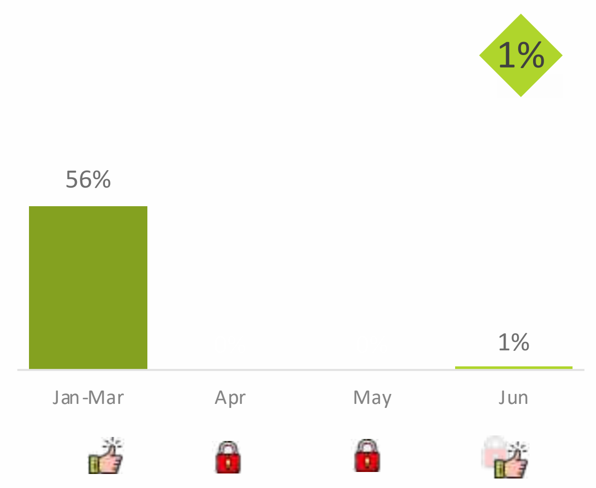
Travel and leisure

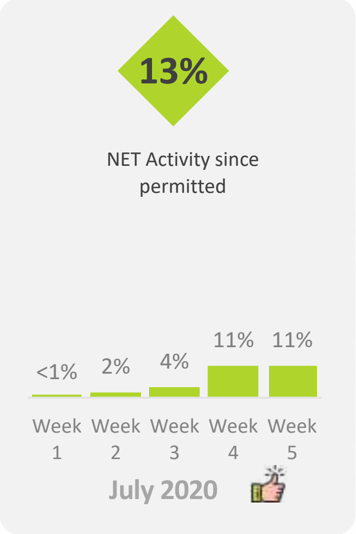
Market Recovery Tracking: Go on a day out to a visitor attraction

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

Likelihood to visit a visitor attraction by September decreases from 48% to 45%, however still sits above the average throughout our tracking period. As more and more visitor attractions open and people become more confident we anticipate intention to visit over the summer will increase.

Visited a visitor attraction since permitted



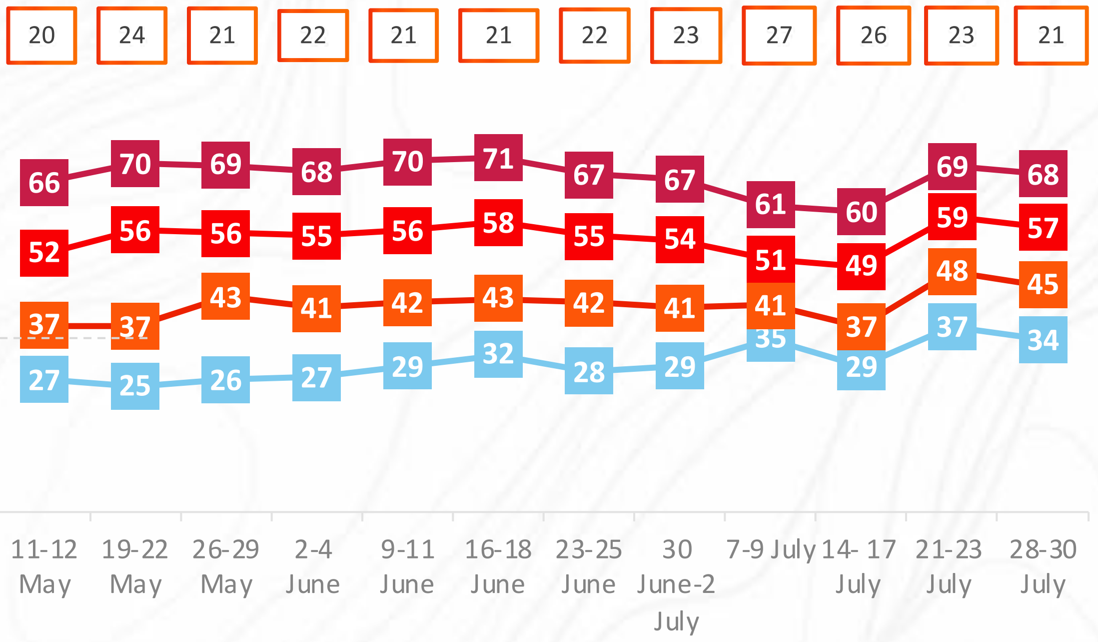


This week

5.5
Average time **since** the activity last done

2.3
Average time **before** doing activity

When the activity will next be done



Planning on doing it but don't know when
By end of April 2021 or later
By end of December 2020
By end of September 2020
By end of August 2020

NET participation since pandemic / activity permitted
Activity is not permitted
Activity is permitted

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

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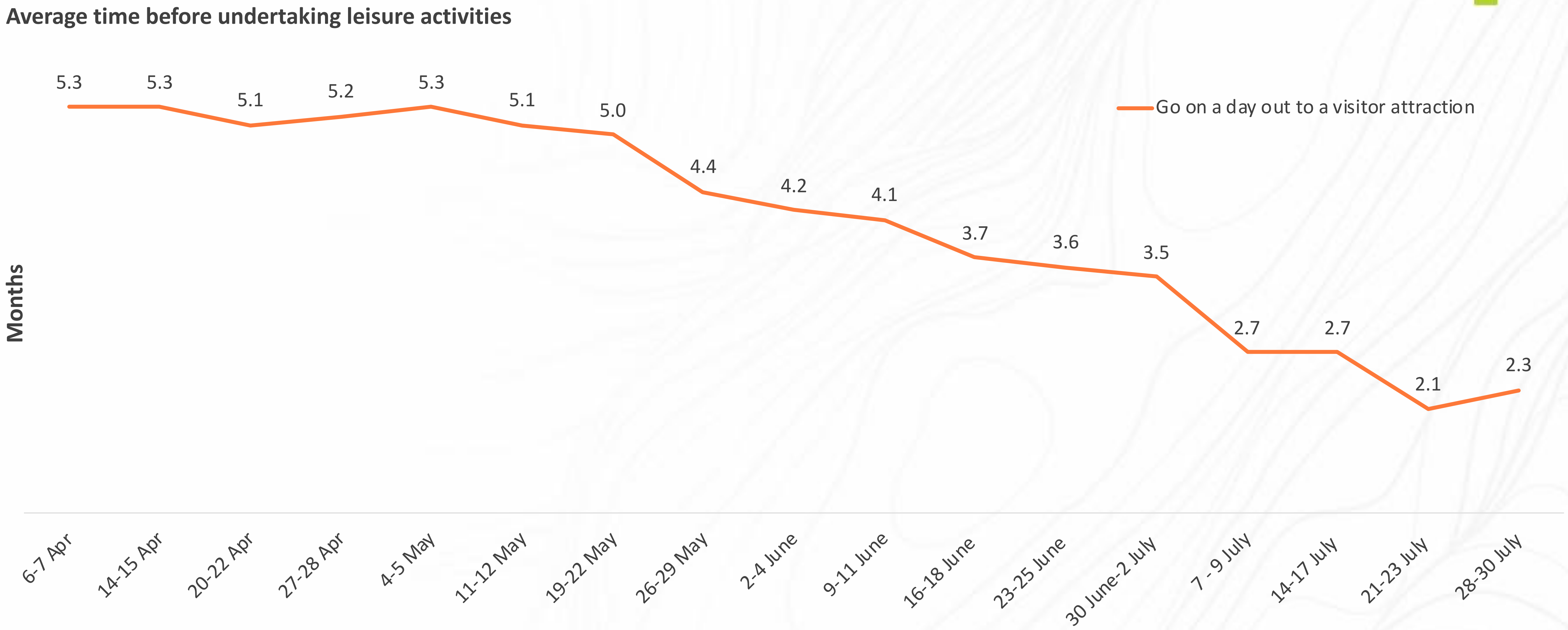
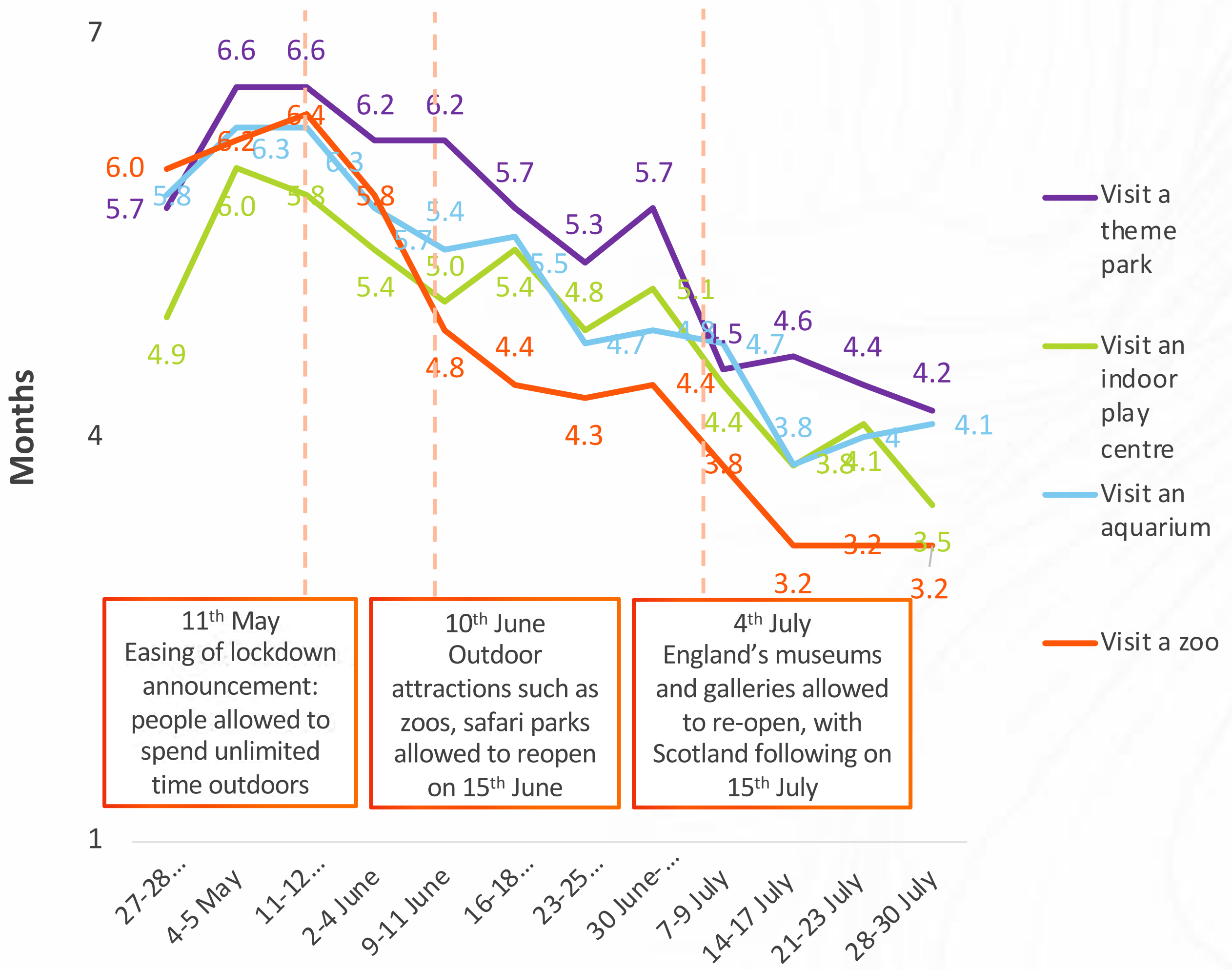
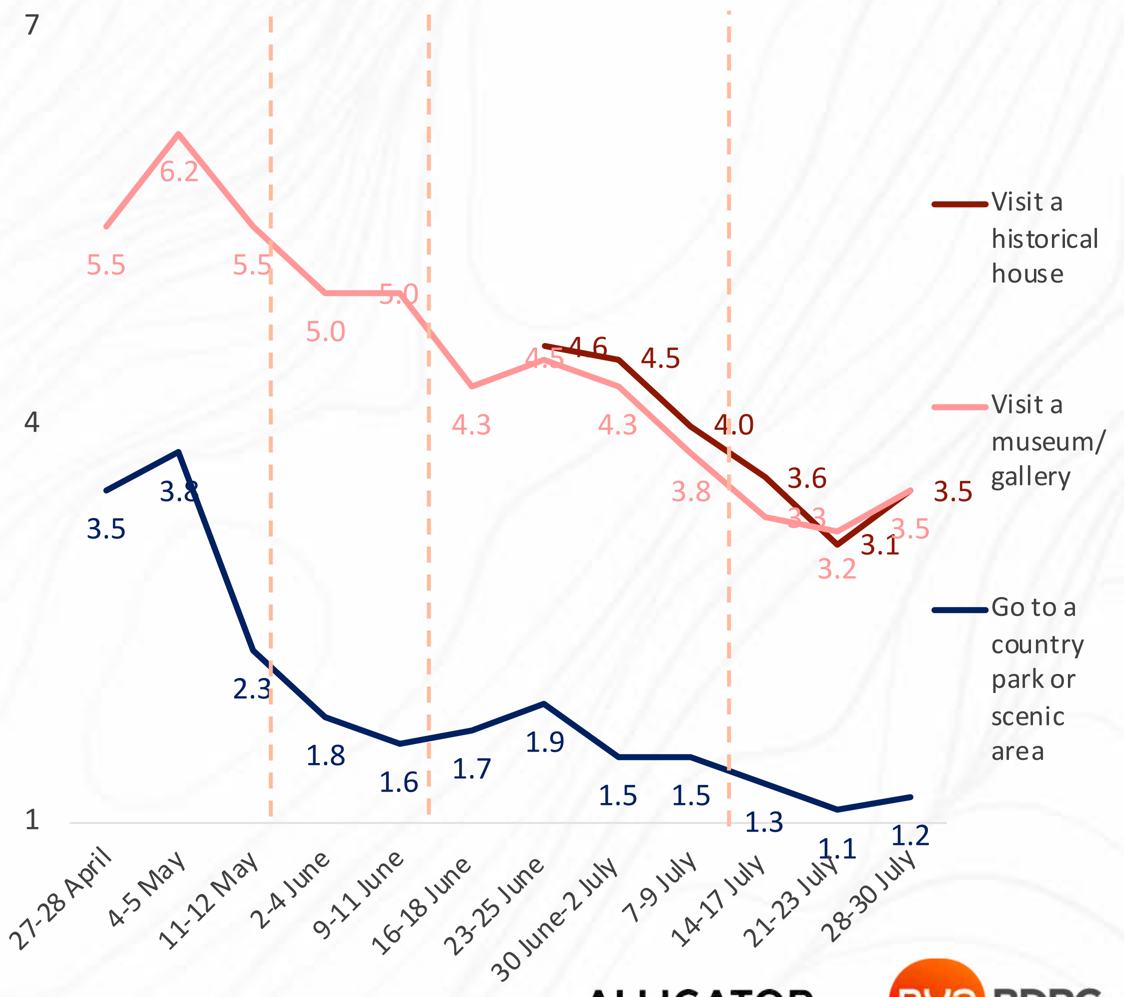
Among those intending to go to a visitor attraction (who have a definite view as to when they will do so) average lead time slightly increased but remains shorter than the historical average



The lead time for visiting a historical house or a museum/gallery increased for the second consecutive week

Average time before undertaking leisure activities



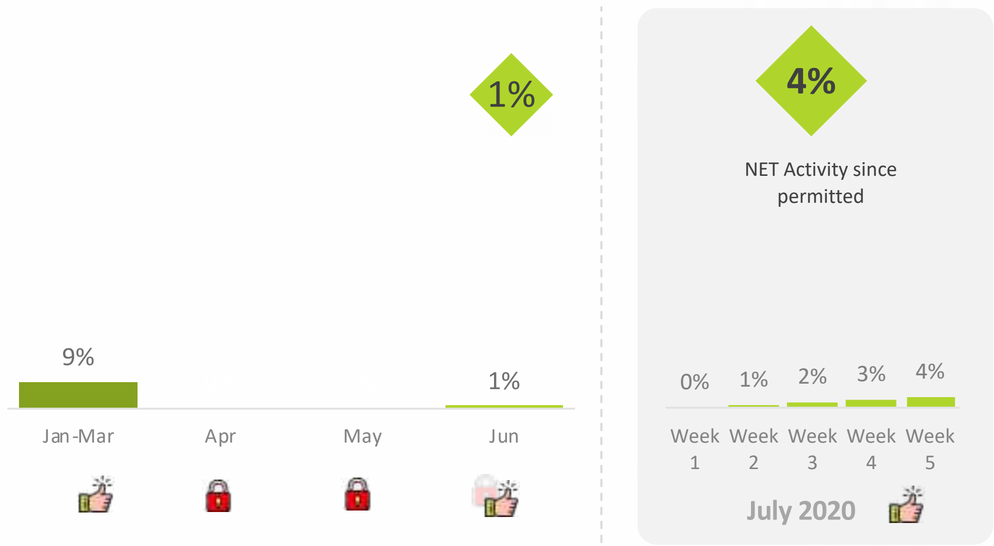


Market Recovery Tracking: Visit a zoo

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

The intention to visit a zoo by the end of year dropped back to 23% after two weeks of consecutive increases. The challenge in keeping zoos open to the public whilst keeping operating costs low appears to have been creatively solved by ZSL, with the organisation calling on volunteers who have spare time- such as those who are on furlough to help with visitor services at each of its zoos.

Visited a zoo since permitted

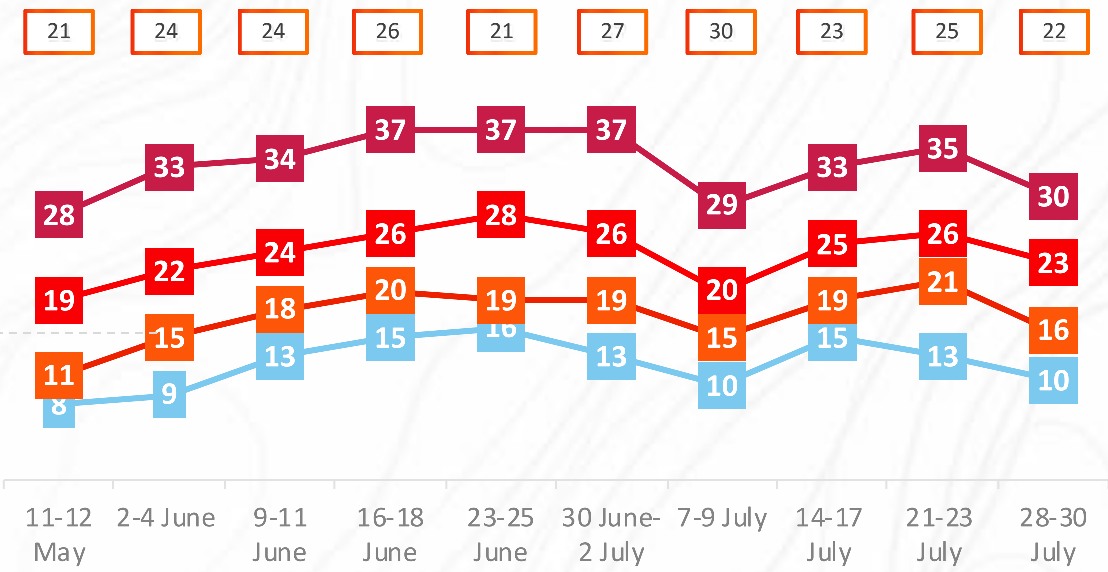


This week

7.6
Average time **since** the activity last done

3.2
Average time **before** doing activity

When the activity will next be done



NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

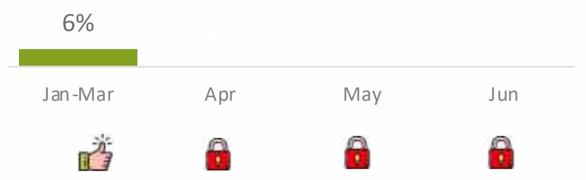
q12bnew. And when do you anticipate next doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

Market Recovery Tracking: Visit an aquarium

To what extent is consumer participation in each activity sector recovering to ‘normal’ levels?

This week we see intentions to visit an aquarium before the end of this year remain quite flat, with the proportion who have visited remaining at 2%

Visited an aquarium since permitted



This week

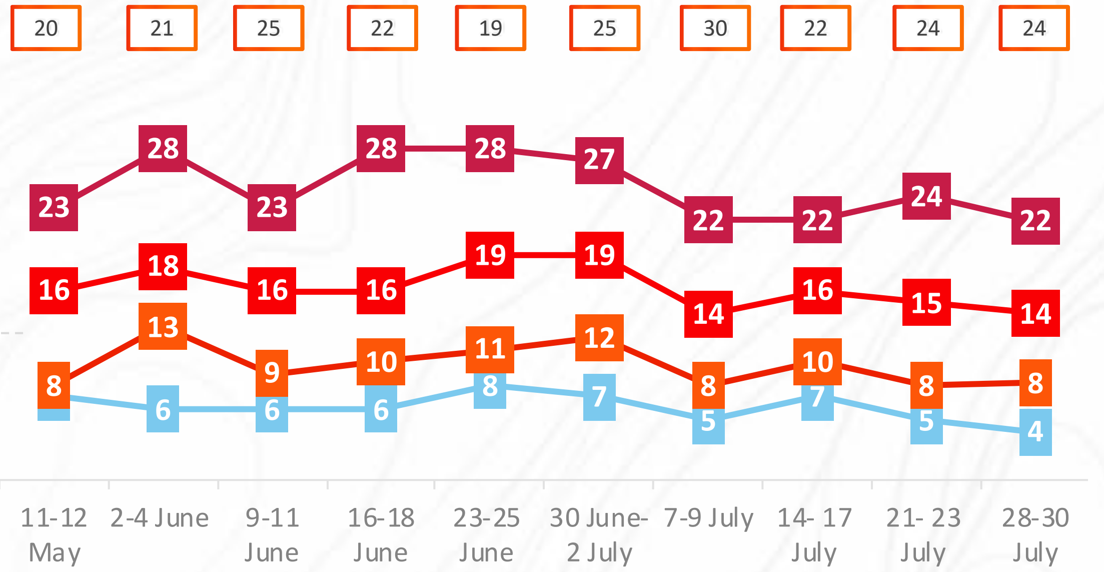
8.6

Average time **since** the activity last done

4.1

Average time **before** doing activity

When the activity will next be done



NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don’t know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

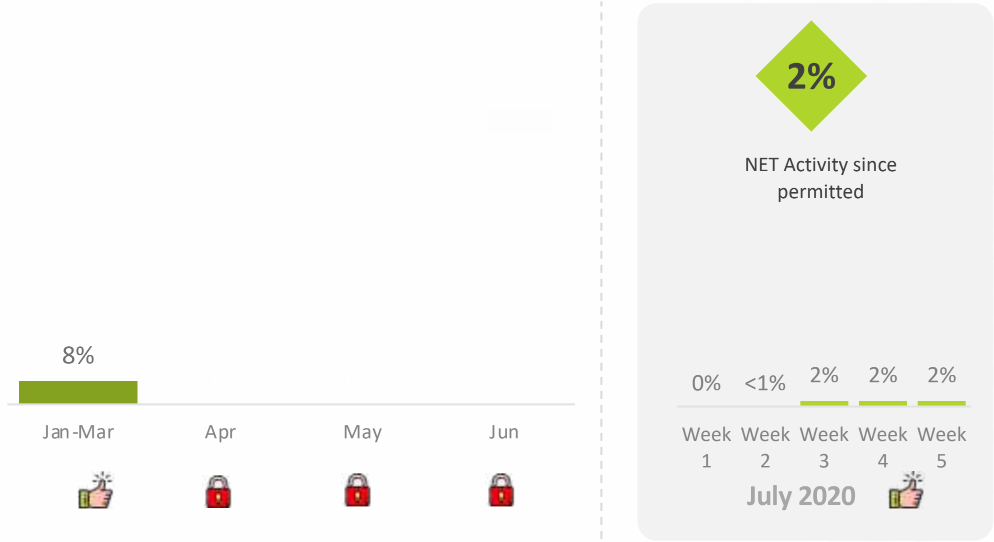
q12bnew. And when do you anticipate next doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

Market Recovery Tracking: Visit a theme park

To what extent is consumer participation in each activity sector recovering to ‘normal’ levels?

The proportion who have visited a theme park since being able to do so remained at 2%, while likelihood to visit a theme park by the end of the year dropped 8 points to 26%. Alton Towers, Thorpe Park, Chessington World of Adventures and LEGOLAND Windsor (all owned by Merlin Entertainment) have announced further safety measures for its guests, which include requiring guests to wear face masks on selected rides, in shops and when queuing inside for food and drinks.

Visited a theme park since permitted



This week

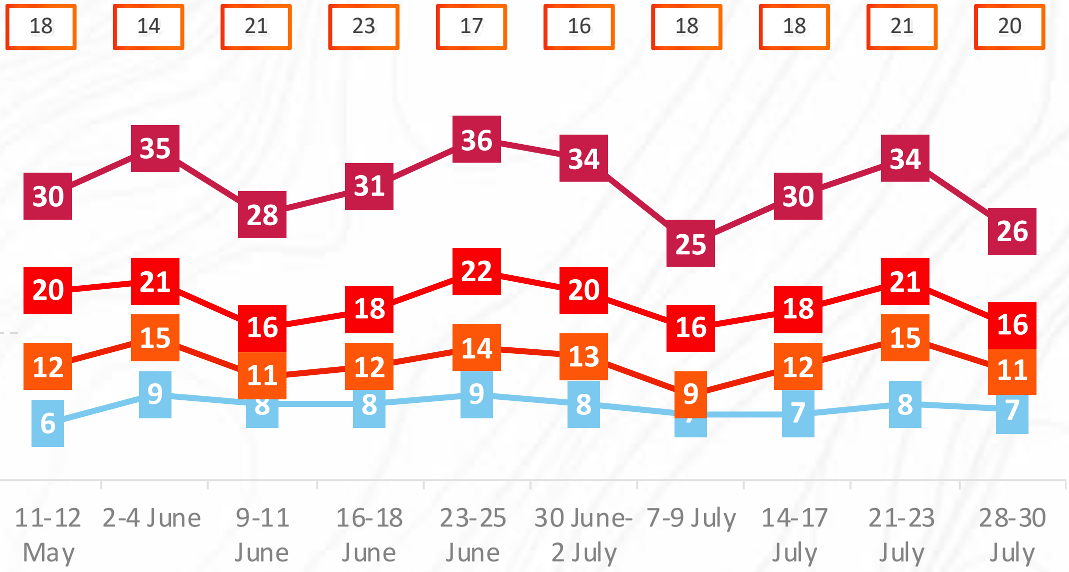
8.0

Average time **since** the activity last done

4.1

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don’t know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

q12bnew. And when do you anticipate next doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

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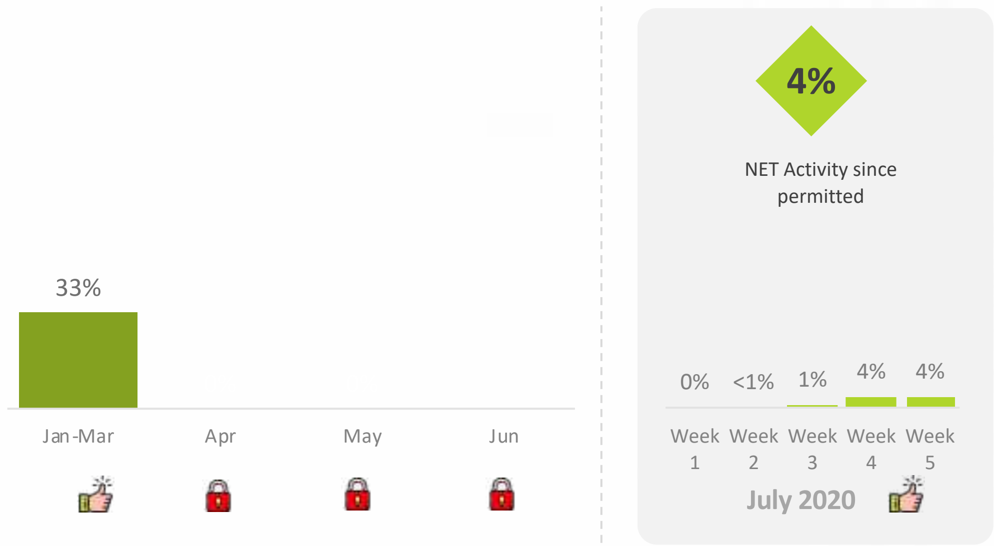
Market Recovery Tracking: Visit a museum/gallery

To what extent is consumer participation in each activity sector recovering to ‘normal’ levels?

This week we see net activity remain flat at 4% for visiting a museum or gallery, with intention to visit by the end of the year also remaining relatively flat at 33%. With more major museums, such as the Natural History Museum and V&A, opening in early August intention may increase within the next few weeks as visitor concerns are allayed by proof of the effectiveness of safety precautions put in place.

Visited a museum/gallery since permitted



This week

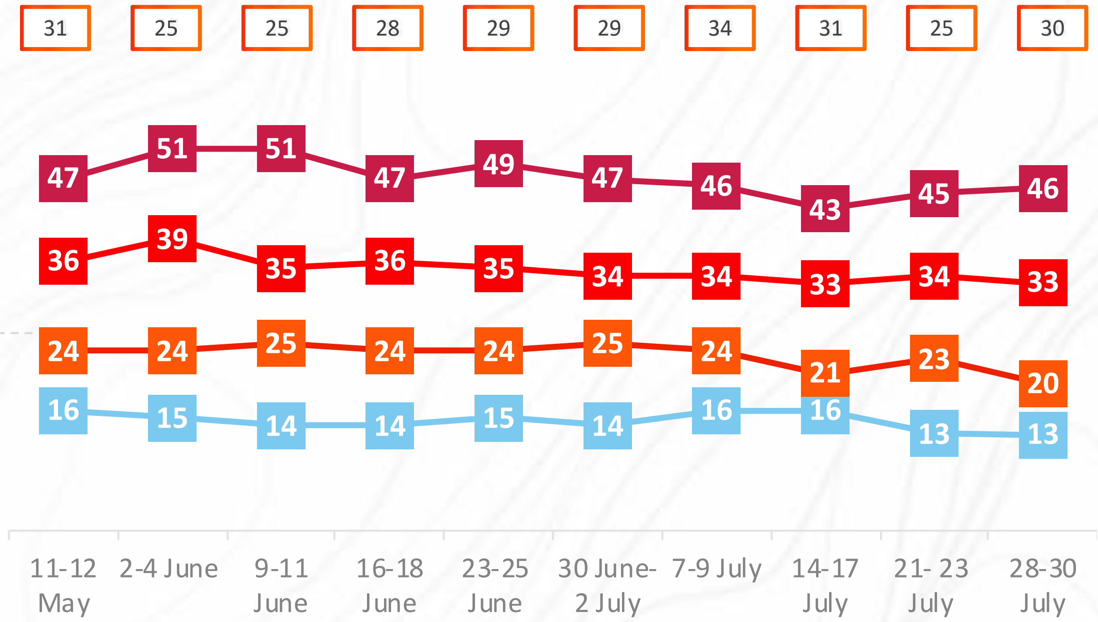
7.4

Average time **since** the activity last done

3.5

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don’t know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

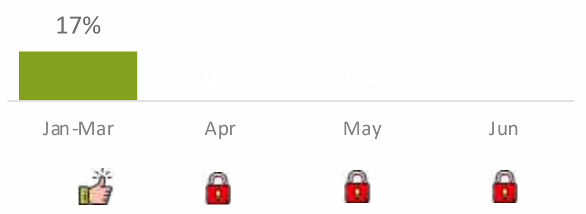
q12bnew. And when do you anticipate next doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

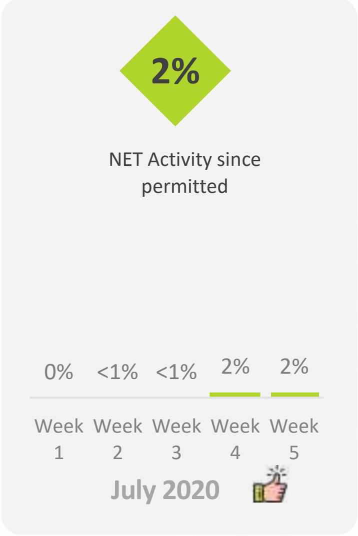
Market Recovery Tracking: Visit a small historic house

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

The proportion of people who intend to visit a small historic house by the end of 2020 dropped to 25%, with the proportion planning to visit by the end of August siting at 9%- the lowest level recorded. Whilst the National Trust piloted the reopening 7of its houses in July, there has yet to be any announcement of when other properties will be opened. Once the Trust does release this information is likely that we will see an uplift in intention to visit historic houses.

Visited a small historic house since permitted





This week

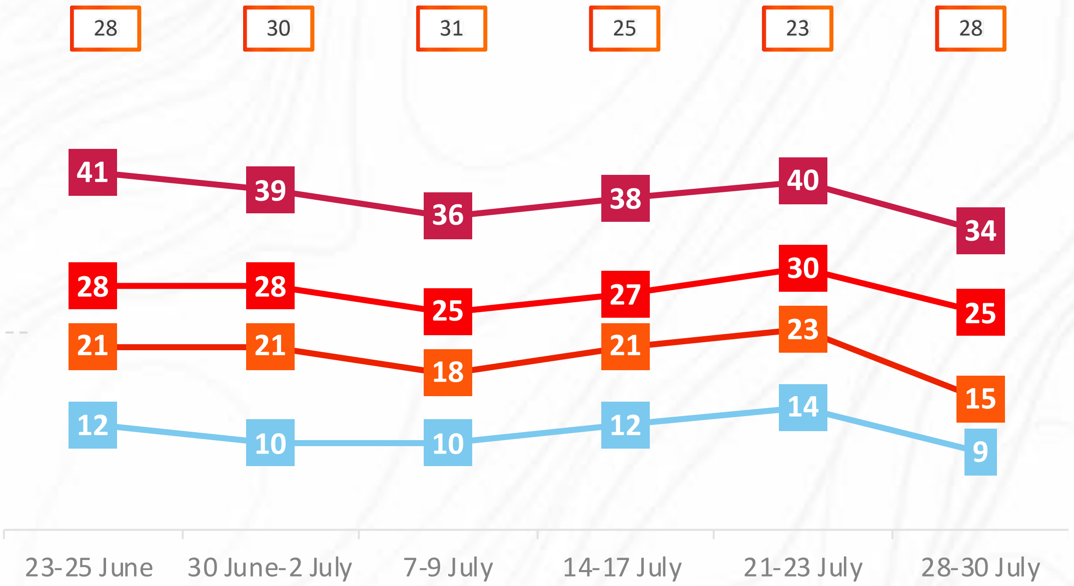
7.9

Average time **since** the activity last done

3.5

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted
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q12bnew. And when do you anticipate next doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

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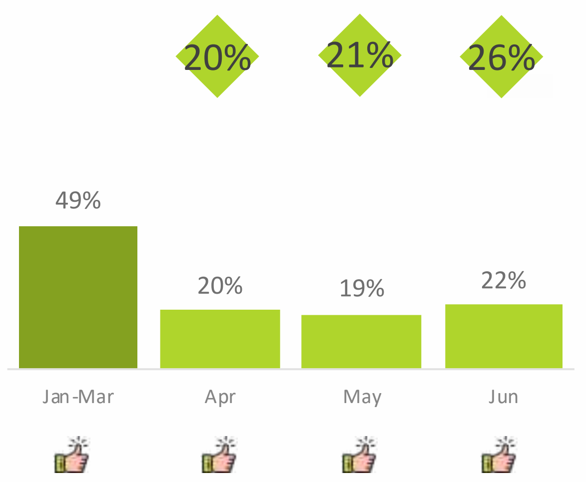
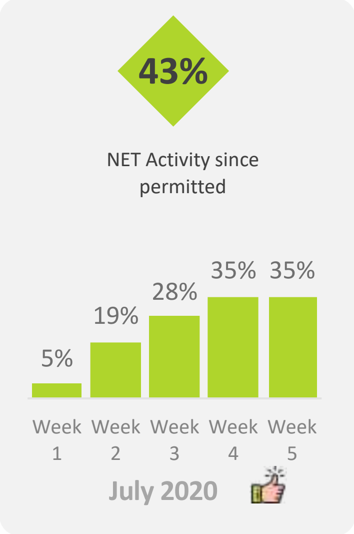
Market Recovery Tracking: Go to an outdoor park or scenic area

To what extent is consumer participation in each activity sector recovering to ‘normal’ levels?

The proportion of people who have visited an outdoor park or scenic area remained steady at 35%, with 43% having done the activity. Intention to visit an outdoor park or scenic area by the end of the year has dropped somewhat.

Went to an outdoor park or scenic area since permitted





This week

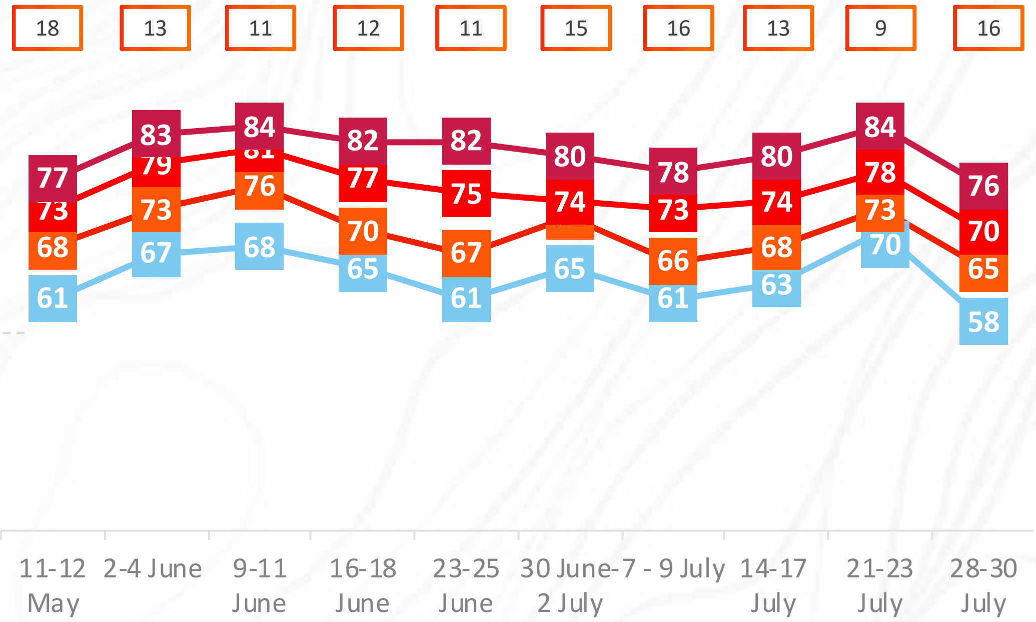
4.9

Average time **since** the activity last done

1.2

Average time **before** doing activity

When the activity will next be done



Planning on doing it but don’t know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

q12bnew. And when do you anticipate next doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

ALLIGATOR

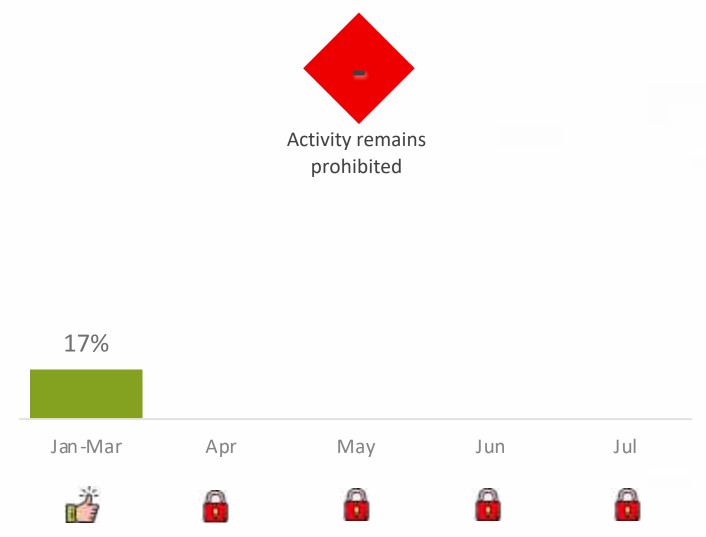
BVA BDRC

Market Recovery Tracking: Visit an indoor play centre

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

With indoor soft play areas still not permitted to reopen, there are no notable increases in intention to visit. A number of centres have recently been forced to shut as a result of the driving down opportunities to experience this activity.

Visit indoor play centre since permitted



This week

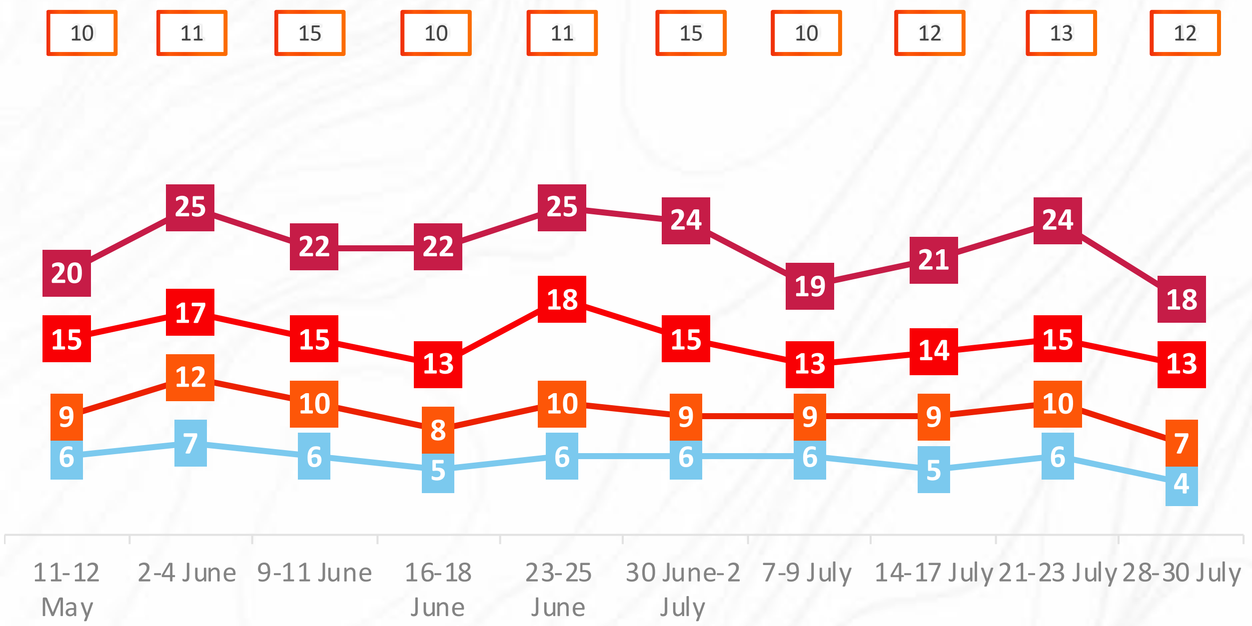
8.0

Average time **since** the activity last done

3.5

Average time **before** doing activity

When the activity will next be done



NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

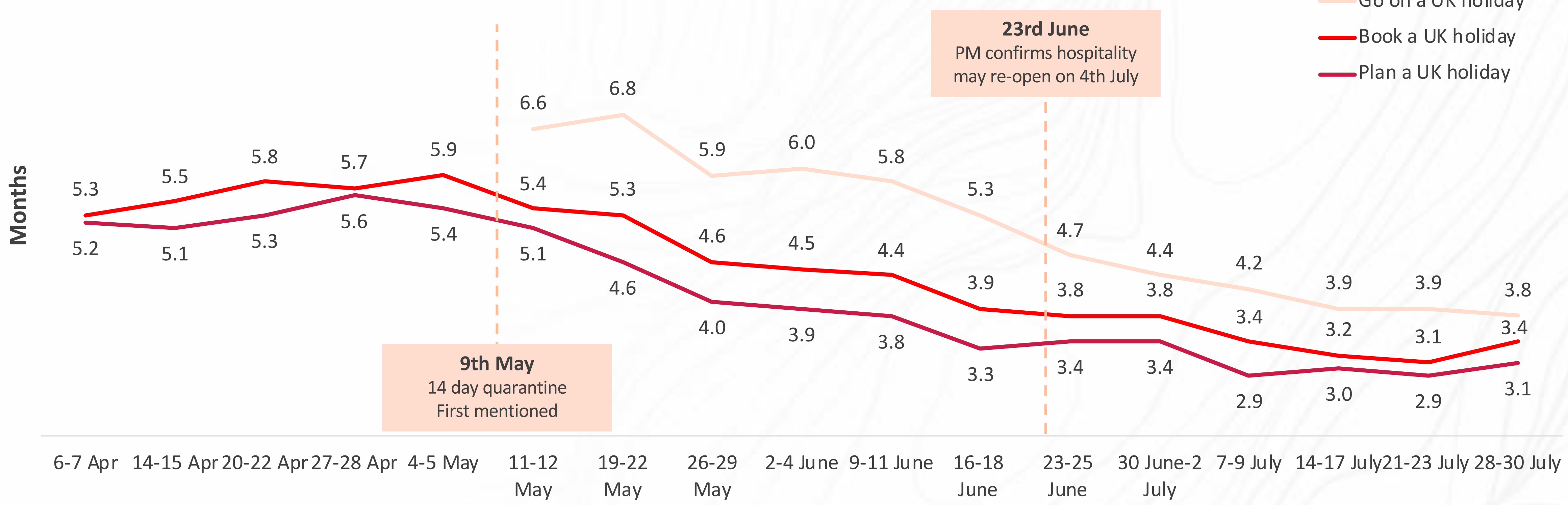
q12bnew. And when do you anticipate next doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

ALLIGATOR

BVA BDRC

The lead time for going on a UK holiday continues to plateau this week, driven by some people having *already* taken their summer trip.

Average anticipated lead time before planning, booking or taking a holiday



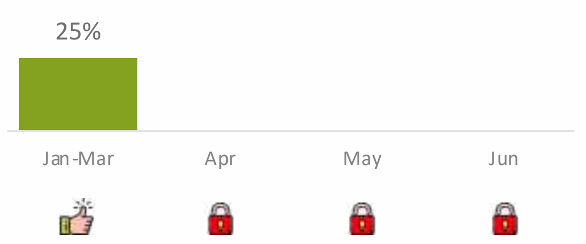
ALLIGATOR BVA BDRC

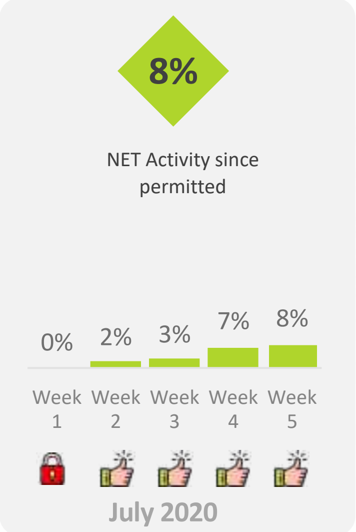
Market Recovery Tracking: Go on a UK holiday

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

A consistent third of Britons intend to go on a UK holiday by the end of September and nearly 1 in 10 have already taken a trip in July - consistent with last week. On overall terms, these numbers are lower than a 'normal year' but VisitBritain research (run by BVA BDRC) suggests the drop-off will be driven by people staying away from cities and 'intimate' accommodation types. Rural and coastal areas, and more 'self-contained' accommodation types will not be feeling this drop-off, indeed industry reports suggest record demand amongst cottage owners and campsites and for rural/coastal destinations in the South West. As intention to take summer overseas trips decreases (see next pages), we may see a further rise in UK trip intention next week

Proportion been on a UK holiday this year





This week

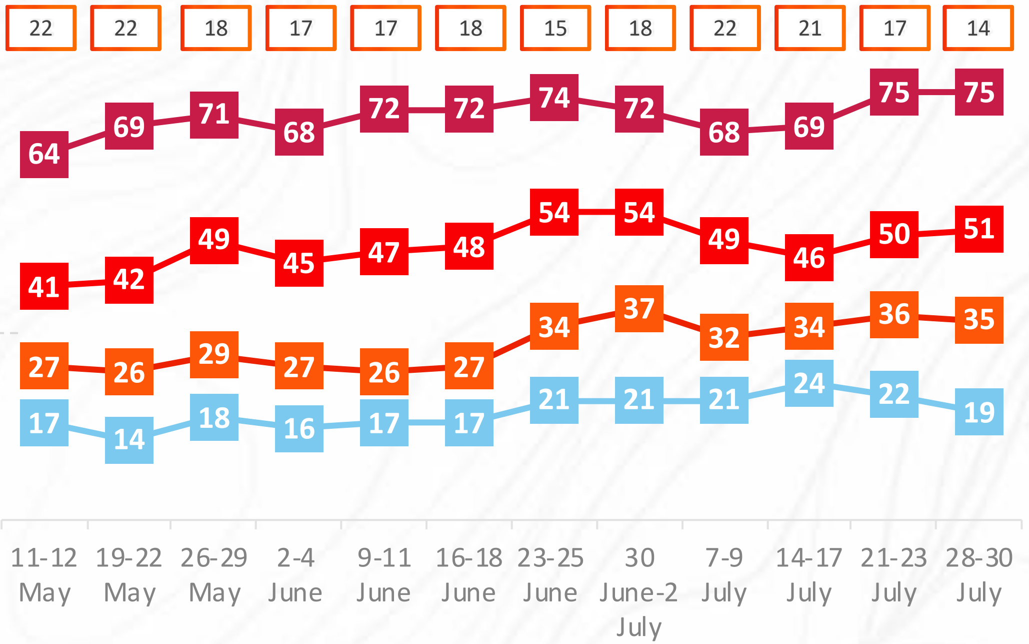
7.4

Average time **since** the activity last done

3.8

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

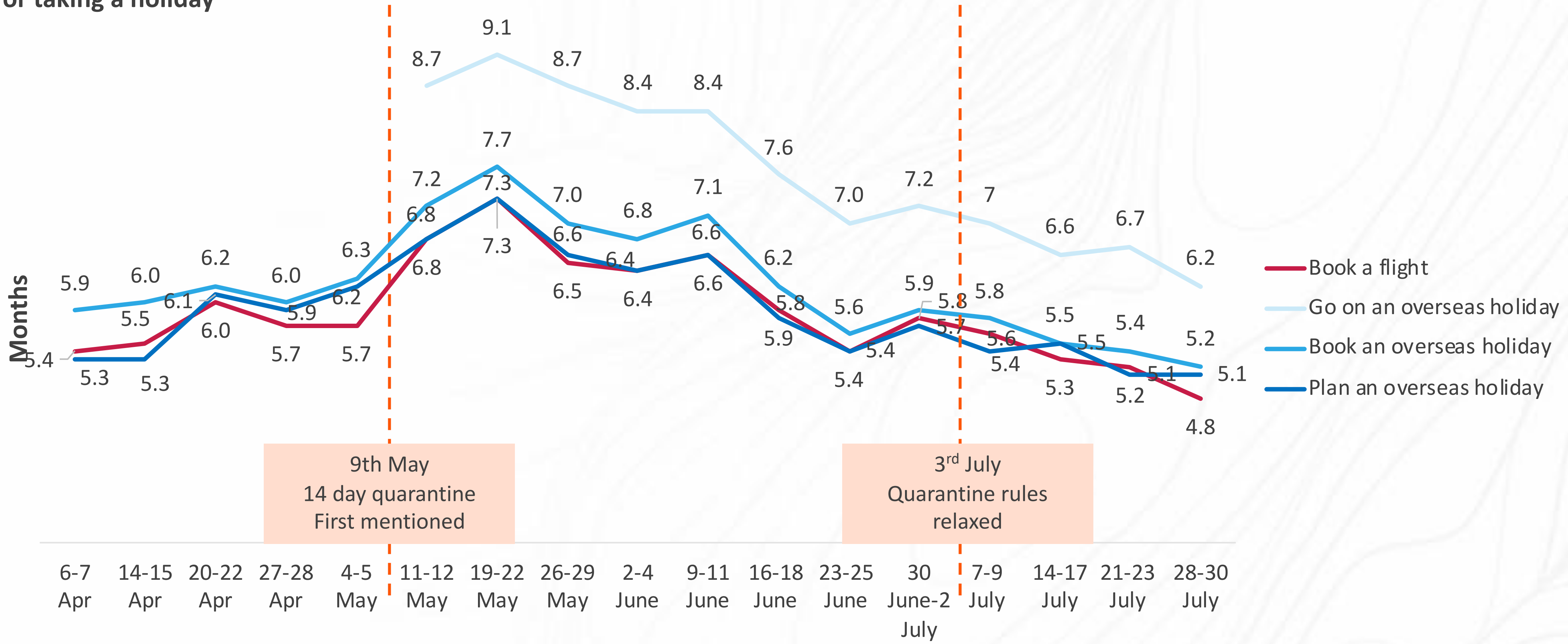
VB2ac: - Thinking of the next UK holiday or short break you are likely to take, when are you likely to plan, book and go on this trip
Q1a. And when exactly was the last time you did the following activity/activities?

ALLIGATOR

BVA BDRC

Average lead times for going on an overseas holiday continue to drop, highlighting pent up demand, even if near-time trips are not on the horizon

Average anticipated lead time before planning, booking or taking a holiday



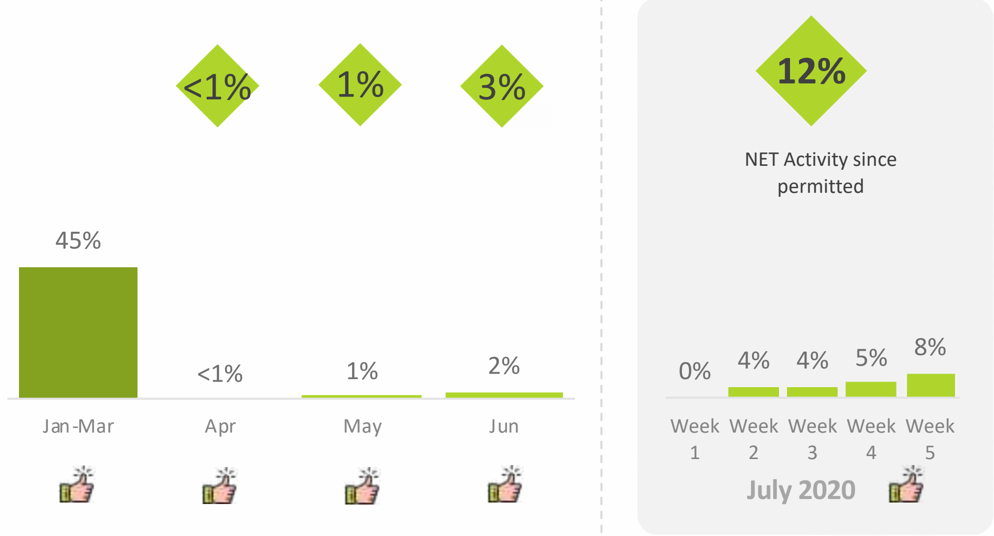
ALLIGATOR BVA BDRC

Market Recovery Tracking: Book hotel accommodation

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

Whilst intentions to book accommodation by the end of the year remain flat at 41%, the proportion who have in fact recently booked accommodation has slowly been increasing, jumping from 4% two weeks ago to 8% in the last week. With news changing each day, people may be choosing to book spontaneous last-minute trips rather than risk advance booking for a trip they are uncertain will go ahead.

Book hotel accommodation since permitted



This week

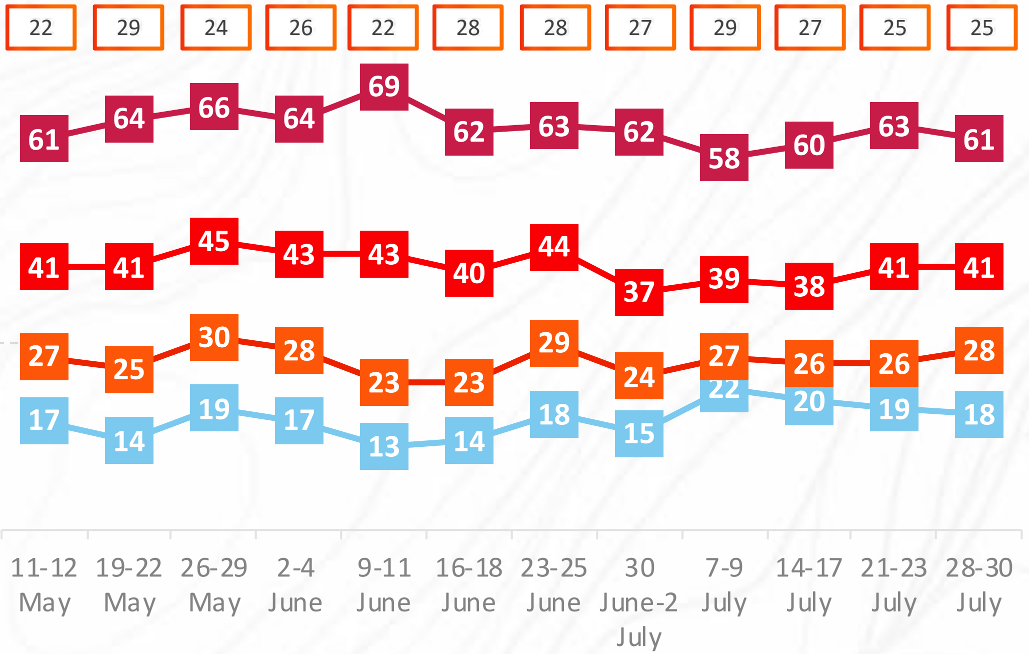
6.7

Average time **since** the activity last done

3.6

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted
Activity is not permitted
Activity is permitted

Planning on doing it but don't know when
By end of April 2021 or later
By end of December 2020
By end of September 2020
By end of August 2020

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

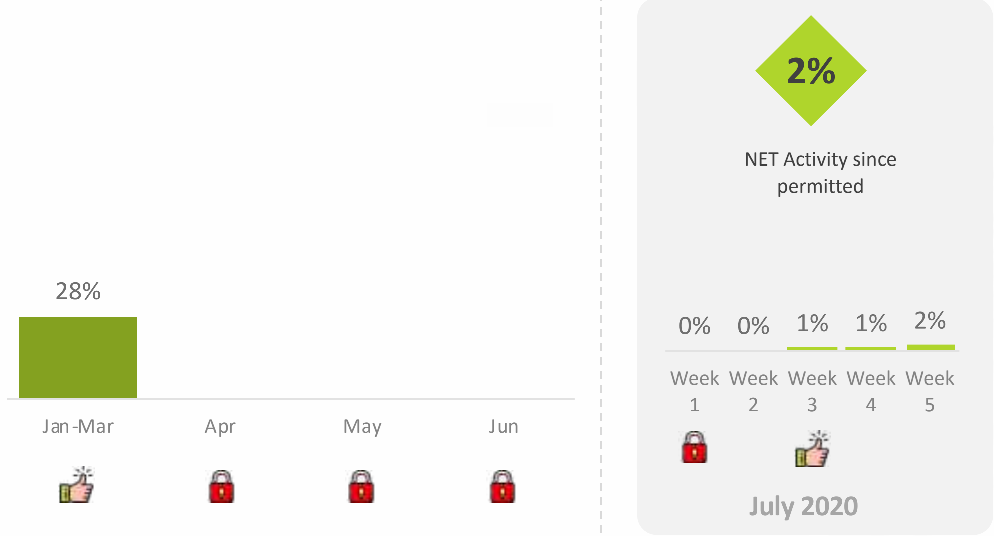
ALLIGATOR BVA BDRC

Market Recovery Tracking: Go on an overseas holiday

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

In the week where the government imposed a last-minute quarantine for visitors to Spain, confidence in overseas holidays has dropped. Intentions to take an overseas trip by September were already low, but they are now even lower, only 8% planning to do so. Positively for the sector, desire to take a trip by December has increased, suggesting there is some displacement of trips to later in the year. It's likely that 'winter sun' destinations such as The Canaries will benefit most from this displacement - our blog on the 'Winter Sun' market sheds more light on this subject. The blog also looks at the 8% of people who are still planning to holiday overseas regardless of the circumstances.

Go on an overseas holiday since permitted



This week

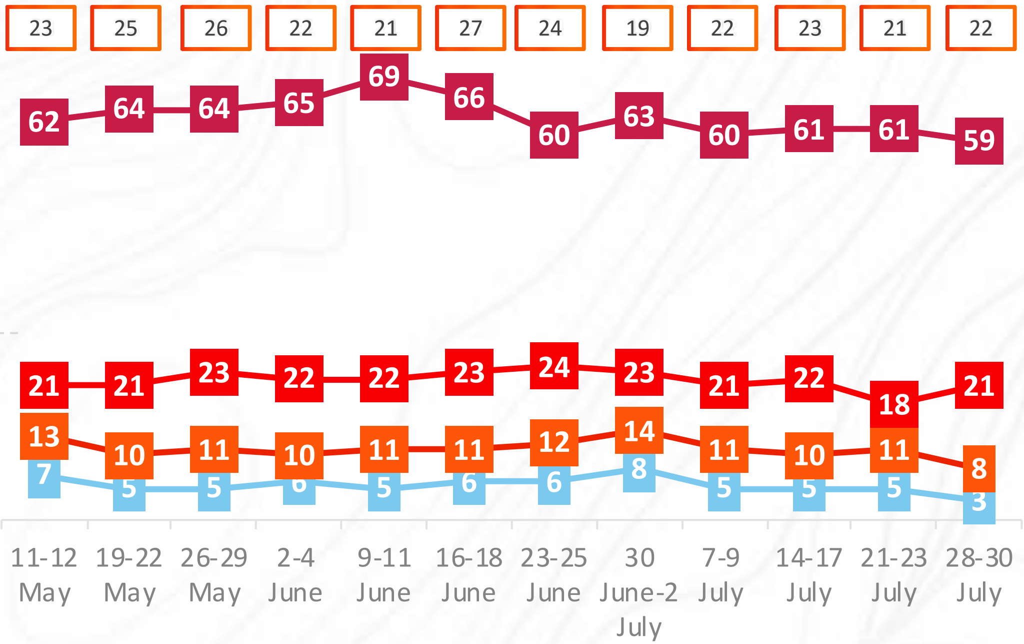
8.0

Average time **since** the activity last done

6.2

Average time **before** doing activity

When the activity will next be done



NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

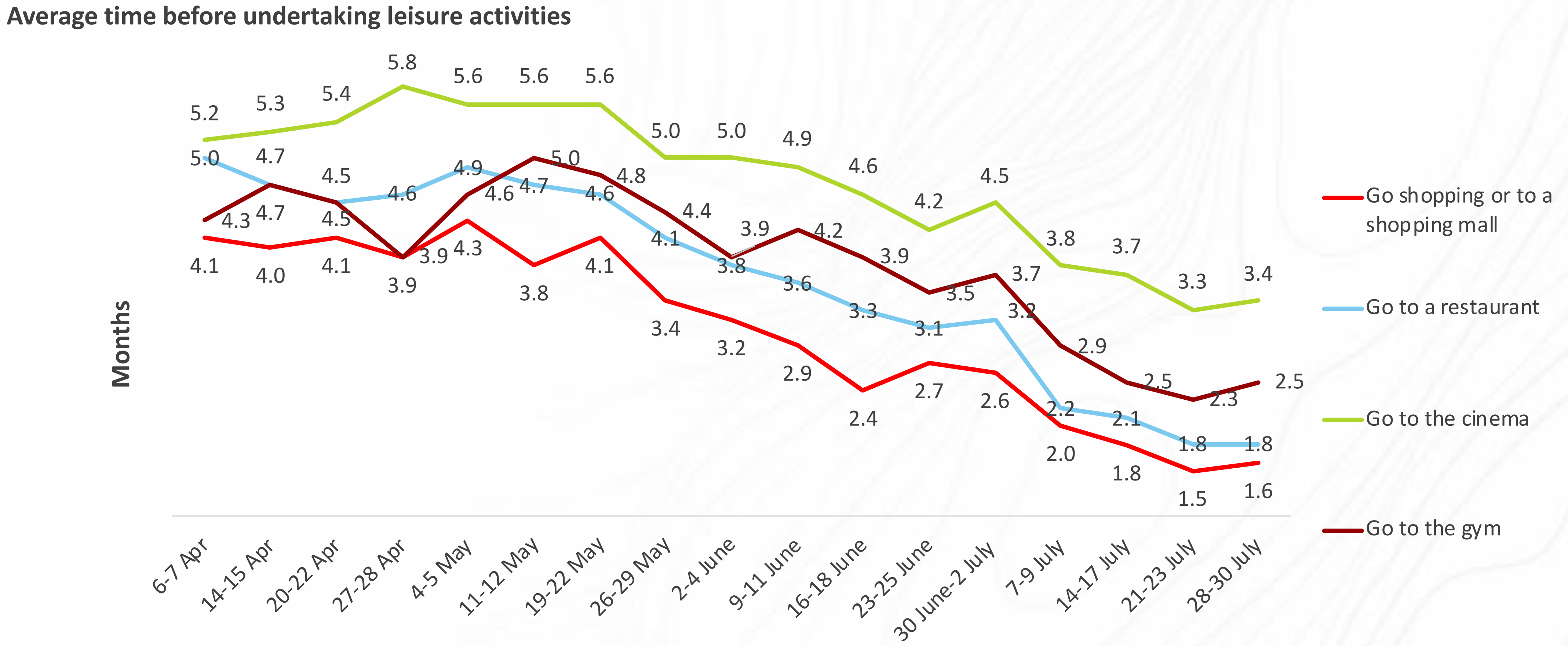
By end of December 2020

By end of September 2020

By end of August 2020

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

The average lead time for going to a shop, cinema or gym among those who want to do each activity marginally increased, whilst restaurant lead time remained steady



ALLIGATOR

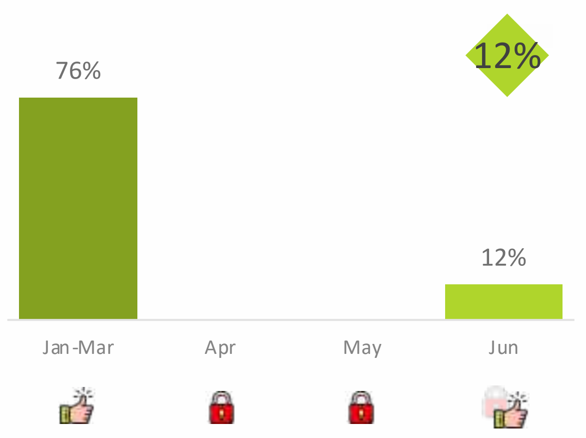
BVA BDRC

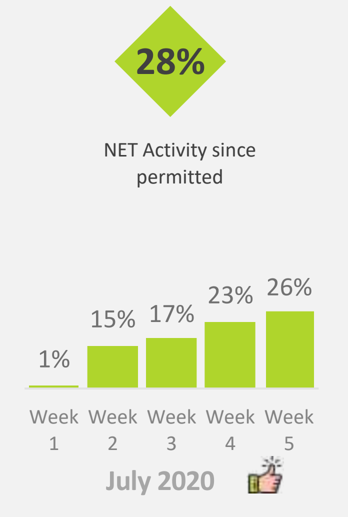
Market Recovery Tracking: Go on a shopping trip / to a shopping mall

To what extent is consumer participation in each activity sector recovering to ‘normal’ levels?

The implementation of compulsory masks when shopping may have had a somewhat negative impact on the appetite to shop, with the proportion planning to do so in August falling from 53% to 50%, whilst those planning to in September falls from 64% to 57%.

Gone on a shopping trip / to a shopping mall since permitted



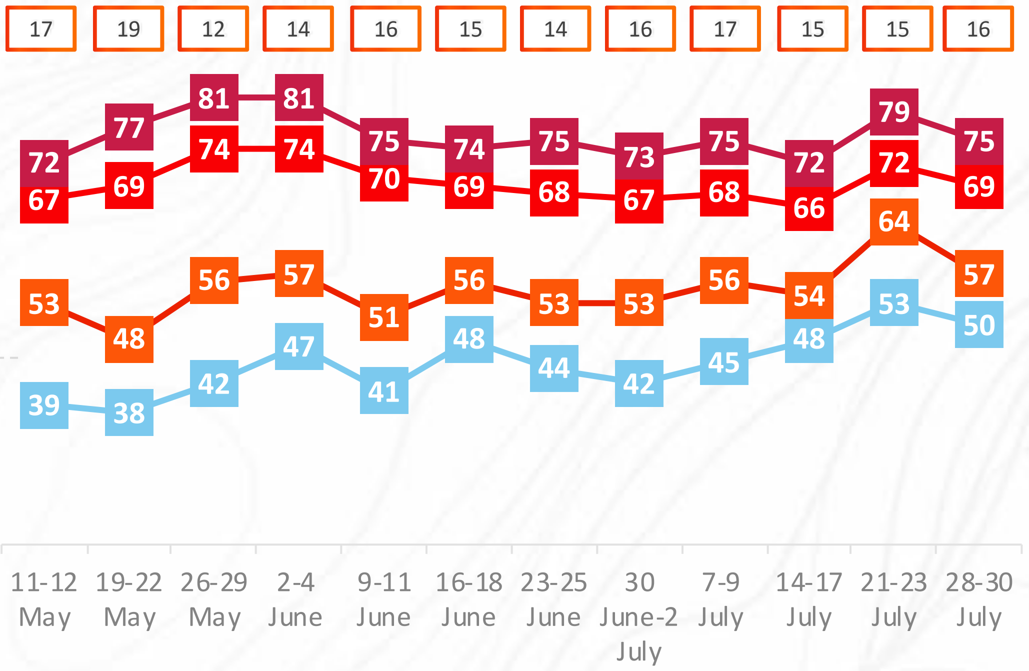


This week

4.6
Average time **since** the activity last done

1.6
Average time **before** doing activity

When the activity will next be done



Planning on doing it but don’t know when
By end of April 2021 or later
By end of December 2020
By end of September 2020
By end of August 2020

% NET participation since pandemic / activity permitted
Activity is not permitted
Activity is permitted

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

ALLIGATOR BVA BDRC

On social media – Wearing a face covering inside shops has received a largely positive response, though there were concerns surrounding the lack of sociability and concerns for those exempt from wearing one

"Face mask wearing in shops and on public transport is mandatory and also the law. It is not merely guidance. Whether the police have the resources to enforce it or not is a separate matter"

"I've no idea why people are being so arsey about wearing a face mask in shops. Some people feel vulnerable and maybe more at risk of severe symptoms of Covid-19 and I'm happy to do it for them. It's just a question of being considerate and not selfish. #facecoverings #facemasks"

"**MASKS**| My shop in the city today was clinical, unfriendly, lacked interaction and smiles, the **shops** were empty and the whole experience...Never again!"

"Just a reminder that wearing a face mask is the easiest thing you can do to slow the spread of COVID-19. As of today, it is mandatory to wear face masks not only on public transport but also in shops and supermarkets in the UK."

"By **UK** government rules I am apparently exempt from wearing a **face mask** - but do shops understand those rules, and will I be challenged by staff and shoppers if I don't wear one? So I don't know what reception I will get. I don't want deranged mask nutters attacking me in shops."

"I'am questioning why wearing a face mask is such a problem? I wear one in shops or trains or the e.g. the dentists. In Germany, as in other countries with mask wearing in enclosed public areas, Covid is less than the in the UK. It's not the only reason for less deaths of course"

"Had my first unfortunate interaction with someone without any issues not wearing a **#facemask** in my local **shop**. Staff unable or unwilling to implement policy and person became threatening - even though he had a mask in his pocket. How is this now the most divisive thing in **#UK**?"

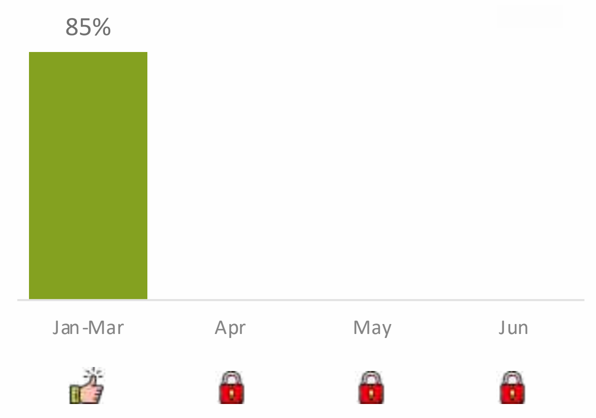
"Today's face mask is a pink with spots. It's the first day of mandatory face mask wearing in shops (England)and I was pleased to see everyone shopping wearing one today! When I first started wearing one in March, I had some strange looks from people - glad it's the norm now!"

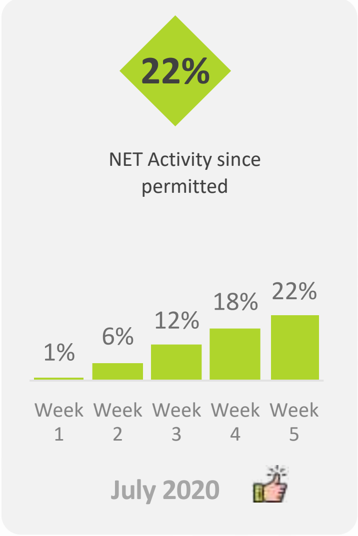
Market Recovery Tracking: Go to a restaurant

To what extent is consumer participation in each activity sector recovering to ‘normal’ levels?

The ‘Eat out to help out’ scheme is likely to be behind the three consecutive weekly increases in intention to visit a restaurant in August seen over the past three weeks. 1 in 5 had actually dined in a restaurant during the first week of the scheme and we predict this proportion will grow as more people take advantage of it.

Gone to a restaurant since permitted





This week

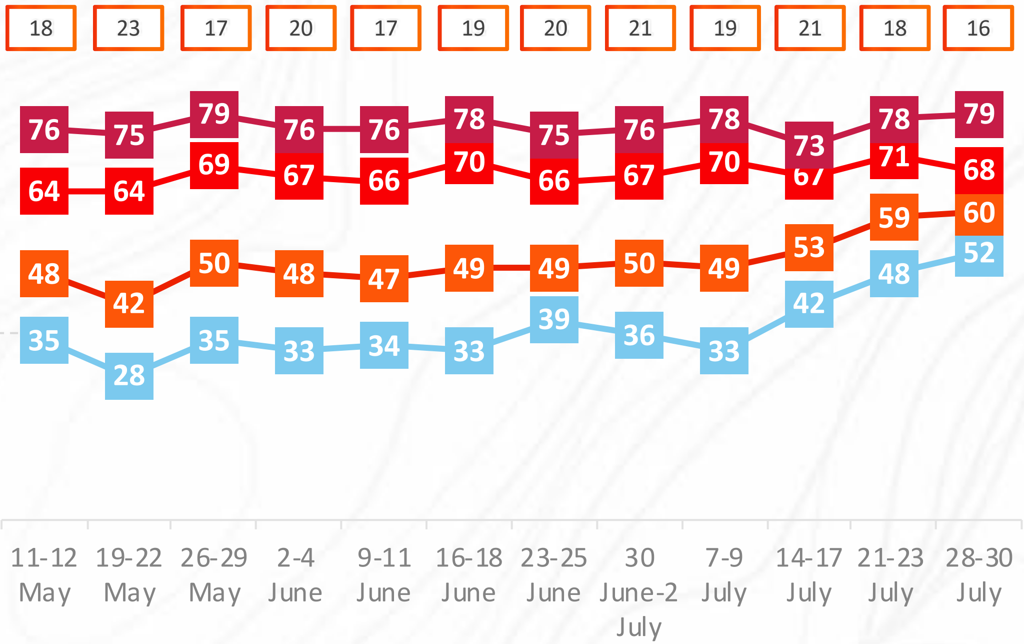
4.4

Average time **since** the activity last done

1.8

Average time **before** doing activity

When the activity will next be done



Planning on doing it but don’t know when
By end of April 2021 or later
By end of December 2020
By end of September 2020
By end of August 2020

% NET participation since pandemic / activity permitted
Activity is not permitted
Activity is permitted

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

ALLIGATOR BVA BDRC

On social media – There is an all-round supportive response to Hospitality Action's new initiative, "Invisible Chips" as means for helping the struggling hospitality industry

14th July – 27th July 2020

"Huge thank you to @BerkmannWine, who have raised over £60K for The Drinks Trust and @HospAction as part of their #help4hospitality campaign!"

"Very well thought out! I've "chipped in" and ordered myself a portion of invisible dirty chips, with condiment assortment to be dropped off by invisible drone... With a dash of Gift Aid, of course!#hospitalityindustry #EatItForward #invisiblechips"

"We were chatting with our server about how nice it is they're open (their invisible chips are a great initiative)"

"Very well thought out! I've "chipped in" and ordered myself a portion of invisible dirty chips, with condiment assortment to be dropped off by invisible drone... With a dash of Gift Aid, of course!#hospitalityindustry #EatItForward #invisiblechips"

"@HospAction and @MarkLewis32 are doing an amazing job for those in need of a lift. We can all do something and many hands reach more"

"Looking forward to my @HospAction #InvisibleChips with salt & vinegar AND delivered by an invisible drone no less. Double helping of guilt free-ness. Who's taking credit for the fab idea @MarkLewis32?"

"Happy & proud that we will be able to do what we can to help our #hospitality brothers and sisters. #WeveGotYou"

"A really good initiative @MarkLewis32 @HospAction. You can count on us for supporting."

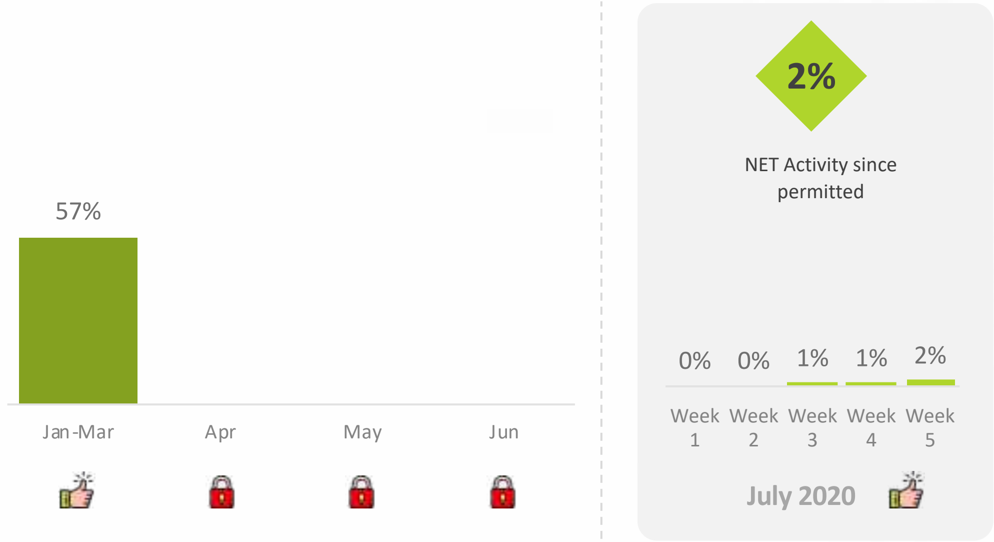
"This is an incredibly smart concept that I hope every #hospitality operator signs up for. I know that they will want to bank every penny, but do this, as consumers will generally be happy to spend this little extra, if they can. #invisiblechips"

Market Recovery Tracking: Go to the cinema

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

The short-to-medium term future of the cinema continues to be uncertain, with release dates of blockbuster movies continuing to be pushed back. Some releases will even skip the big screen altogether (Disney's Mulan, for example, will instead be released on Disney+). As a result there has been little movement in the proportion who plan to visit the cinema by September

Gone to the cinema since permitted



This week

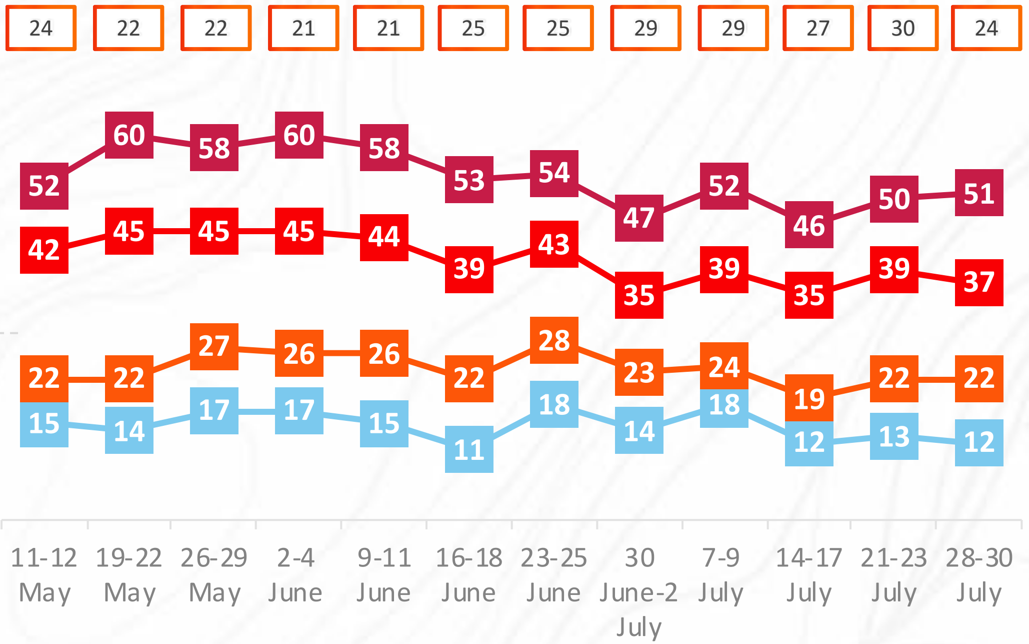
6.5

Average time **since** the activity last done

3.4

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

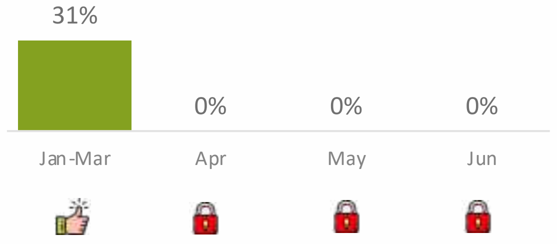
ALLIGATOR BVA BDRC

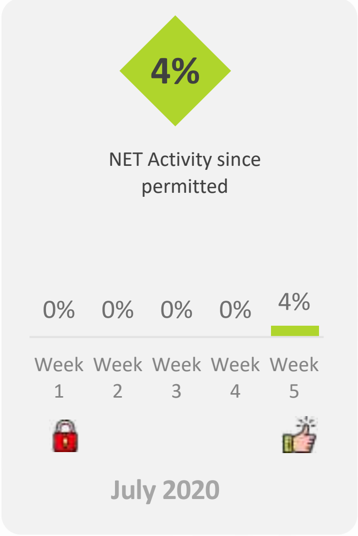
Market Recovery Tracking: Go to the gym

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

Since gyms have been able to reopen, 4% of people have made use of a gym facility. Looking ahead, intention to visit a gum by the end of the year has fallen from 30% to 26%.

Gone to the gym since permitted





This week

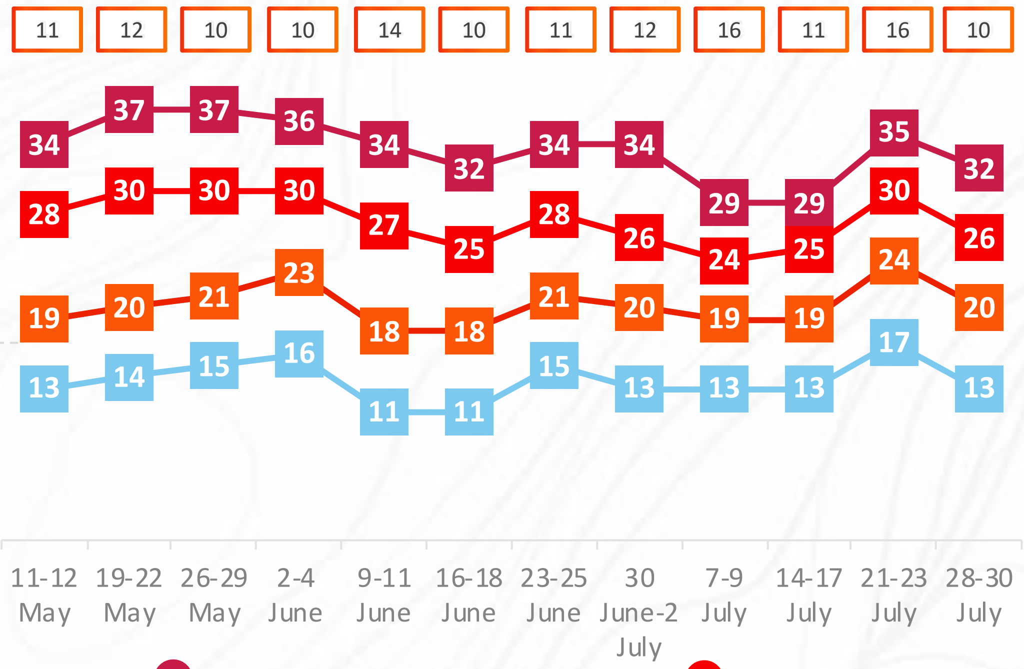
5.9

Average time **since** the activity last done

2.5

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

By end of December 2020

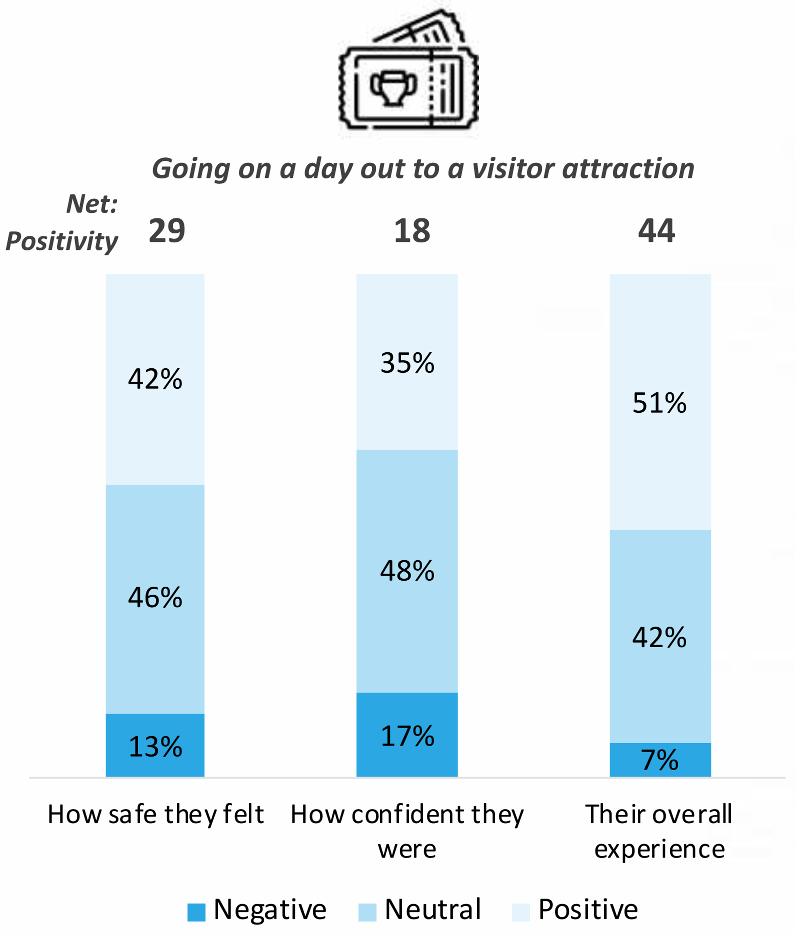
By end of September 2020

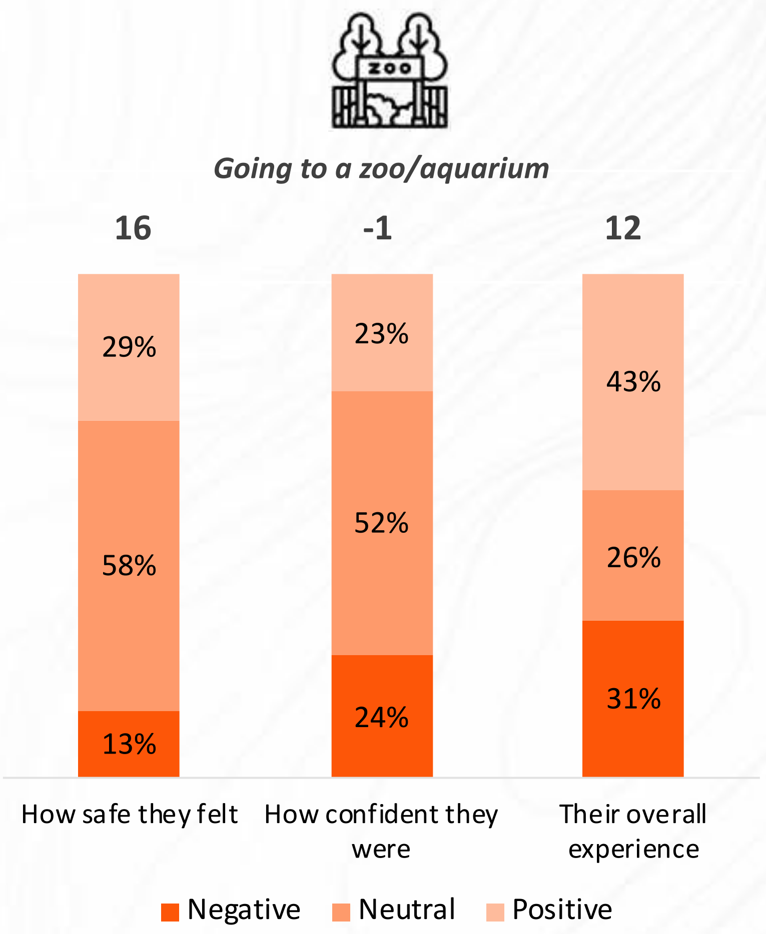
By end of August 2020

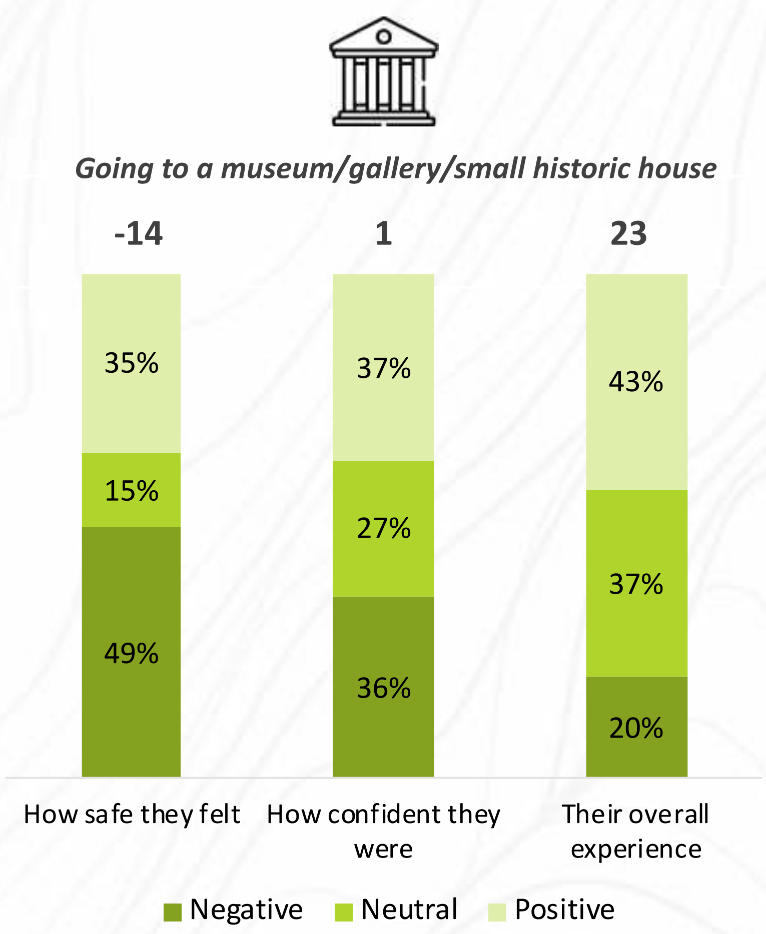
Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

ALLIGATOR BVA BDRC

Visitor attractions are leading the way when it comes to ensuring visitors feel safe, while museums, galleries & small historic houses may still have some adjustments to make

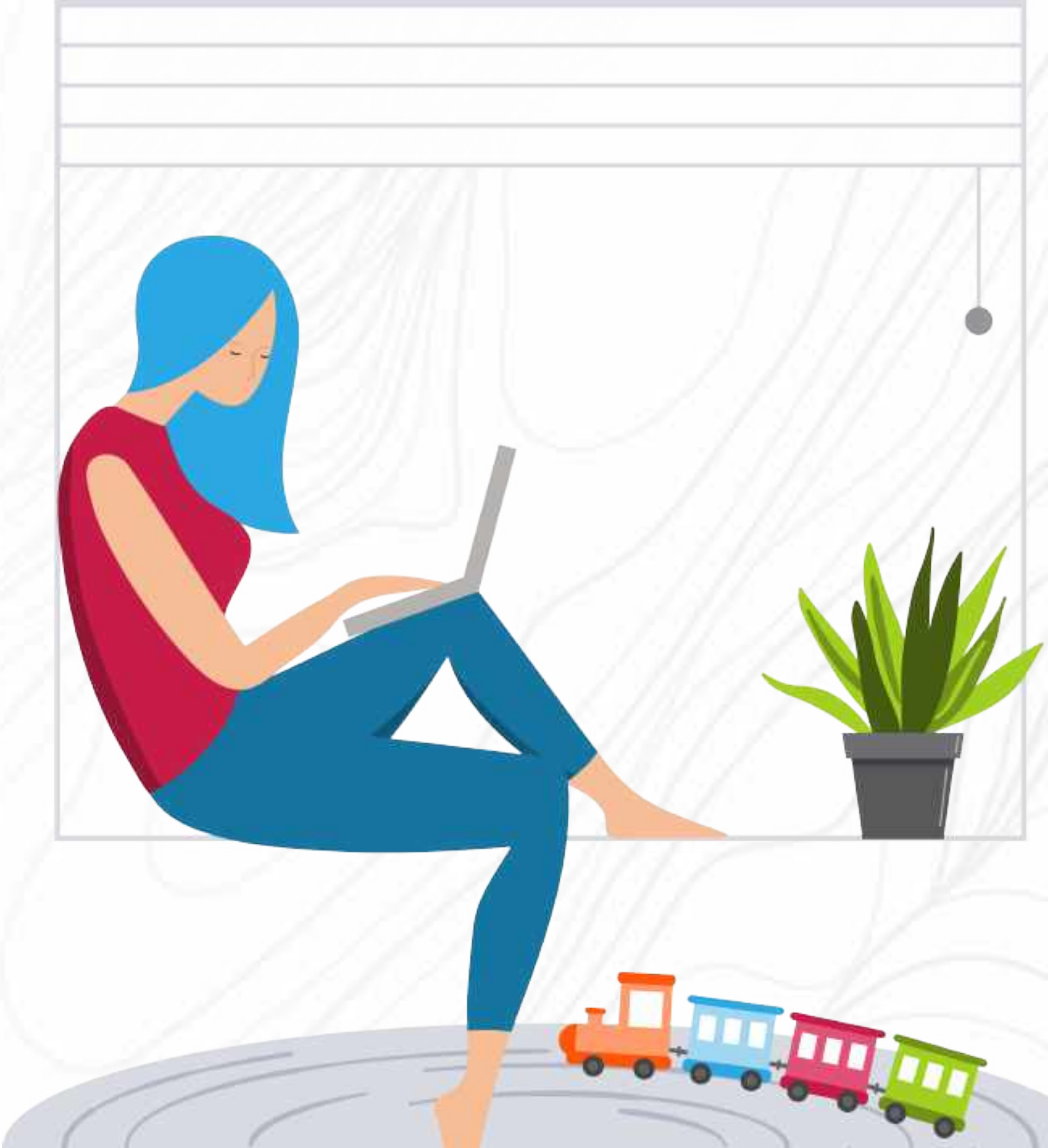






QTF3. You have indicated earlier that you [ACTIVITY] since June? Please rate your experience

Transport

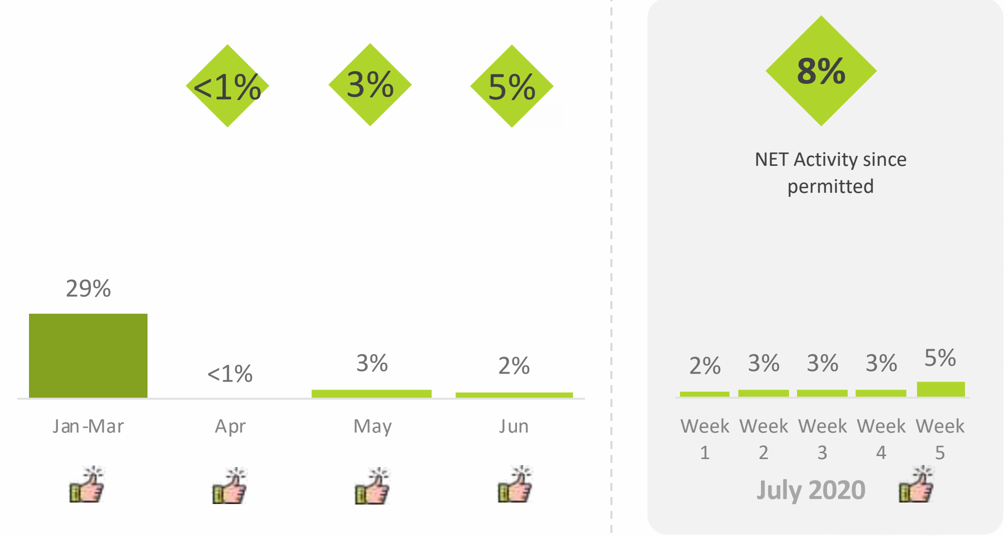


Market Recovery Tracking: Book a flight

To what extent is consumer participation in each activity sector recovering to ‘normal’ levels?

As we approach what is usually the peak of the travel season, the proportion of those that have booked a flight up to now continues to grow. However, the share of those who intend to book during the key travel month of August is coming down. Plans beyond i.e. by the end of the year are more consistent.

Have done the activity since permitted

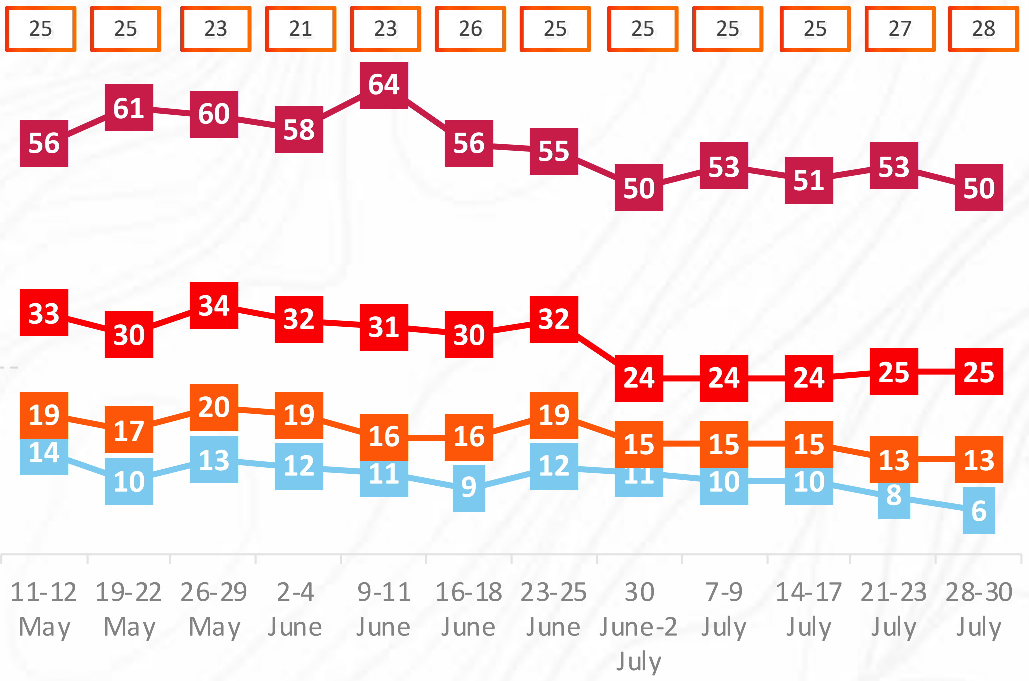


This week

7.2
Average time **since** the activity last done

4.8
Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted
Activity is not permitted
Activity is permitted

Planning on doing it but don’t know when
By end of April 2021 or later
By end of December 2020
By end of September 2020
By end of August 2020

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

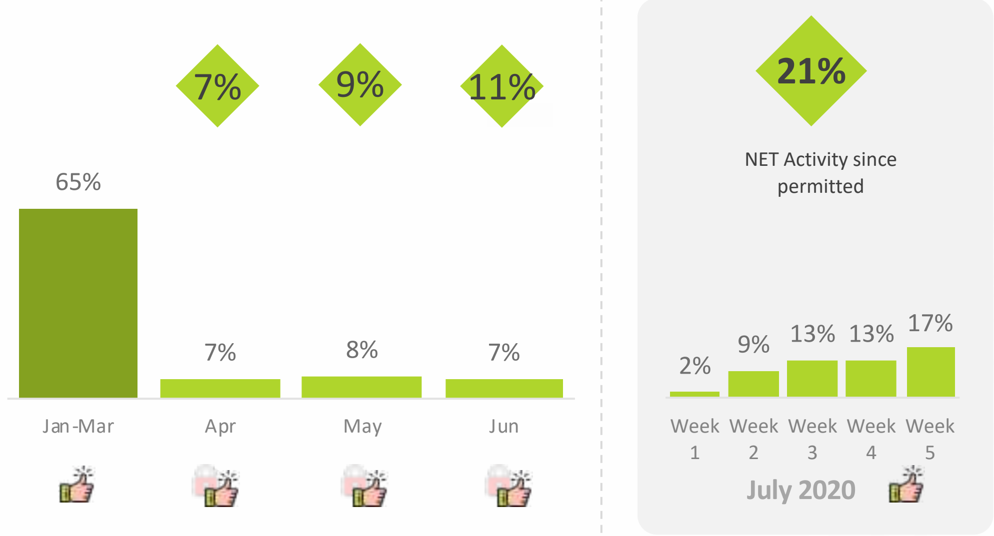
ALLIGATOR BVA BDRC

Market Recovery Tracking: Take the bus

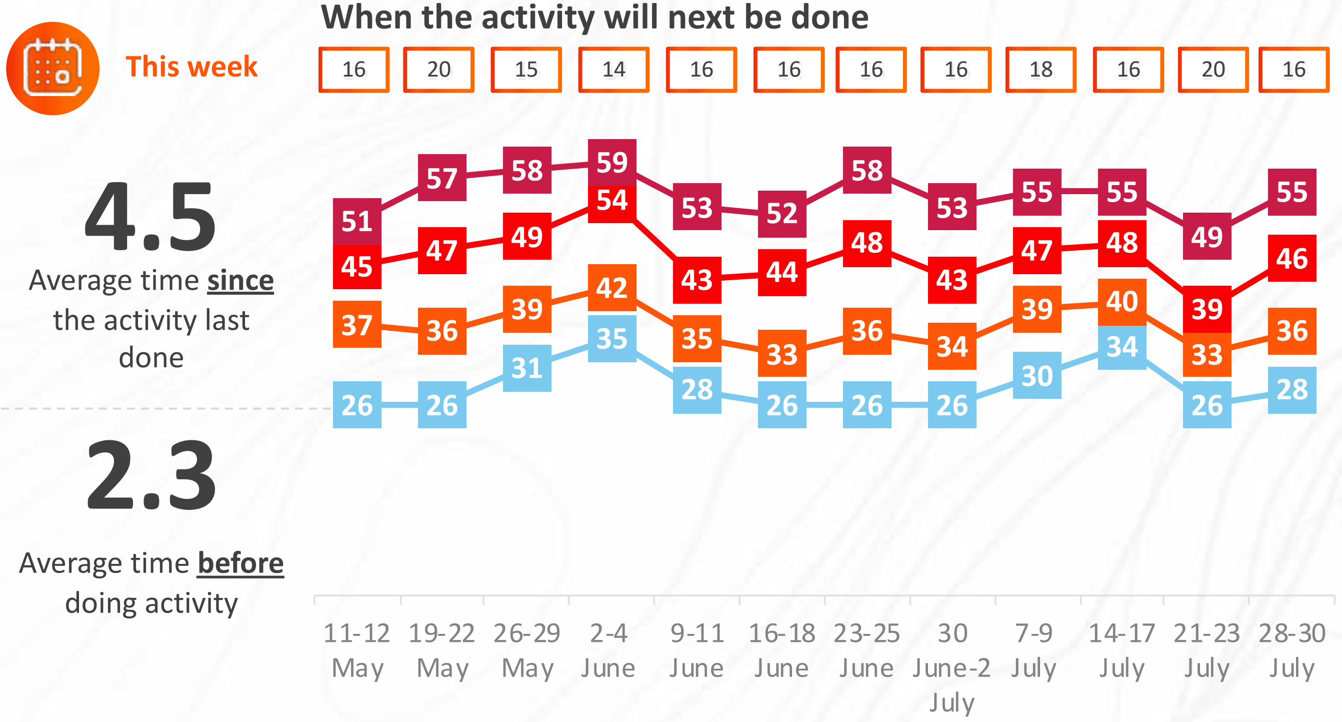
To what extent is consumer participation in each activity sector recovering to 'normal' levels?

Both the government and some major companies keep encouraging the working population to return to their place of employment if possible. As a result bus journeys have picked up again during the last week driven primarily by pragmatic policy supporters who also represent the lion's share of those who have already returned to the office. Plans for future bus usage show a positive trend with lead time once more decreasing.

Have done the activity since permitted



When the activity will next be done



	11-12 May	19-22 May	26-29 May	2-4 June	9-11 June	16-18 June	23-25 June	30 June-2 July	7-9 July	14-17 July	21-23 July	28-30 July
This week	16	20	15	14	16	16	16	16	18	16	20	16
By end of April 2021 or later	51	57	58	59	53	52	58	53	55	55	49	55
By end of December 2020	45	47	49	54	43	44	48	43	47	48	39	46
By end of September 2020	37	36	39	42	35	33	36	34	39	40	33	36
By end of August 2020	26	26	31	35	28	26	26	26	30	34	26	28

% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

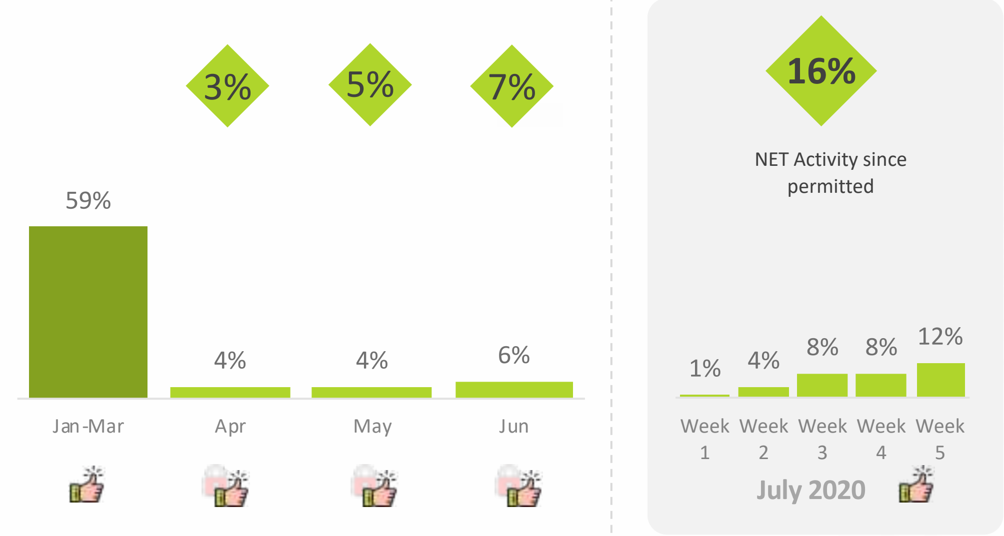
ALLIGATOR BVA BDRC

Market Recovery Tracking: Take the train

To what extent is consumer participation in each activity sector recovering to 'normal' levels?

The proportion of those who have taken the train is also on the rise again but triggered more by leisure travellers or holiday makers than by commuters (as photos of jam packed trains to the coast showed recently in the news). Future train usage is looking promising although lead time remains fairly consistent week on week.

Have done the activity since permitted



This week

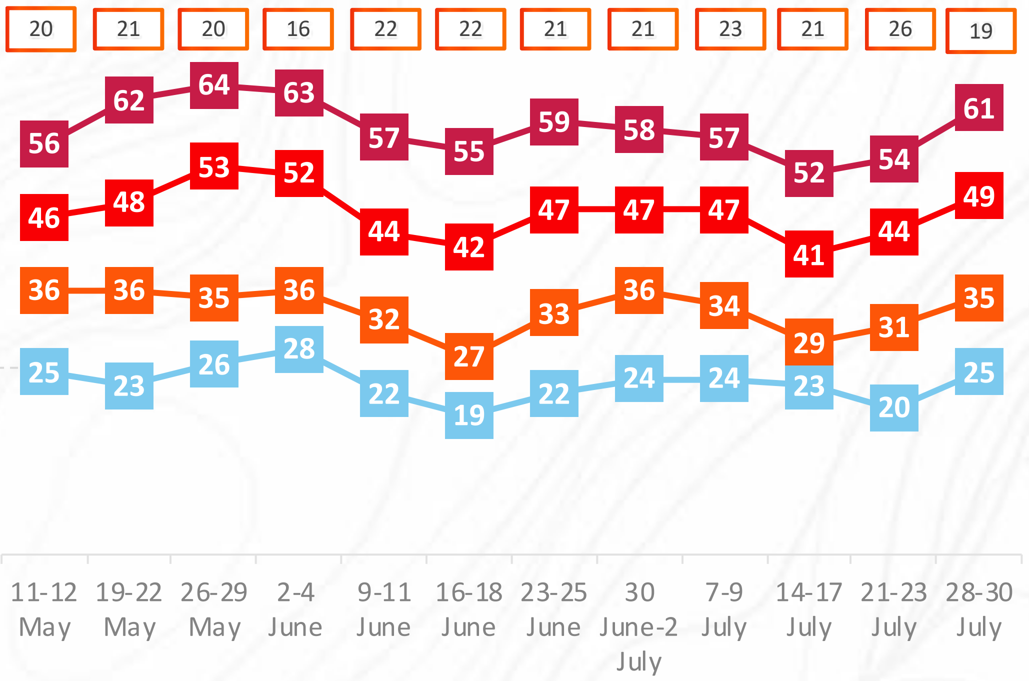
5.0

Average time **since** the activity last done

2.8

Average time **before** doing activity

When the activity will next be done



% NET participation since pandemic / activity permitted

Activity is not permitted

Activity is permitted

Planning on doing it but don't know when

By end of April 2021 or later

By end of December 2020

By end of September 2020

By end of August 2020

Q12. Given what you know today, when do you anticipate doing the following? Base all
Q1a. And when exactly was the last time you did the following activity/activities?

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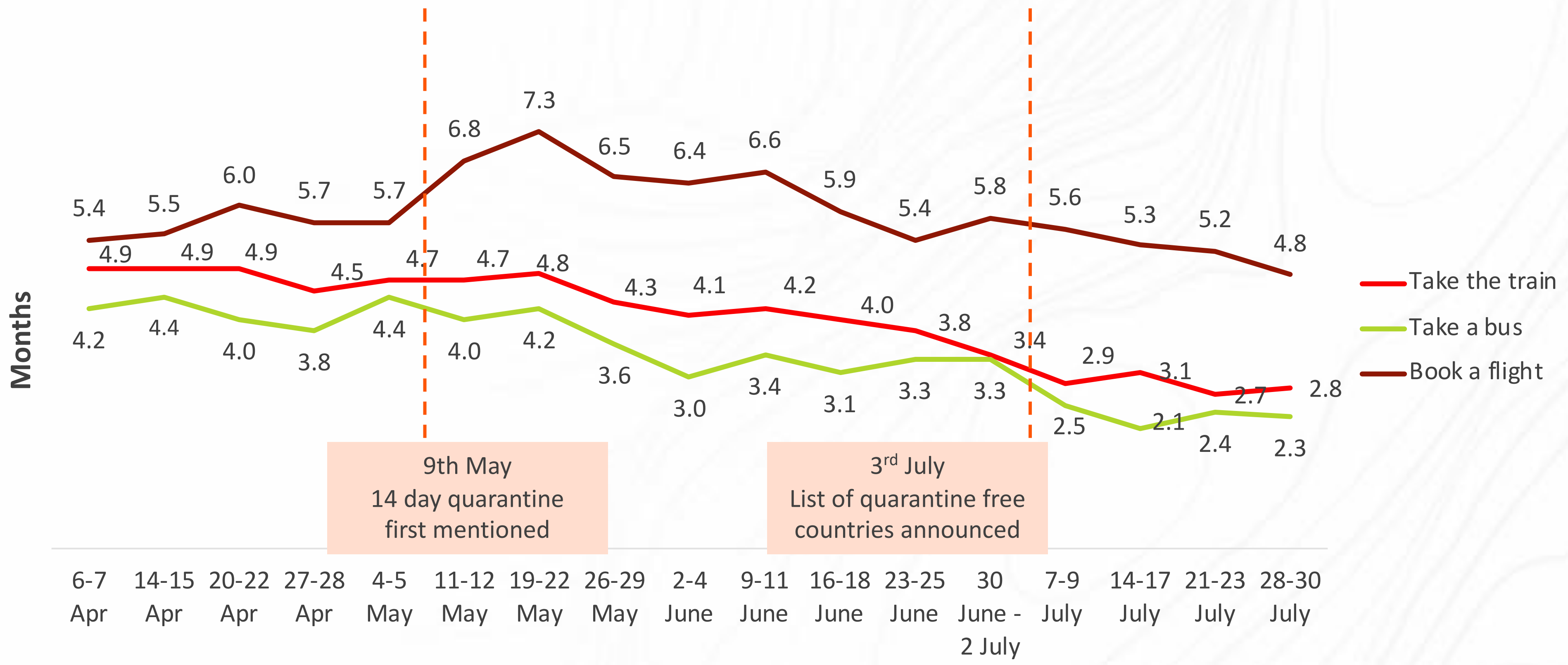
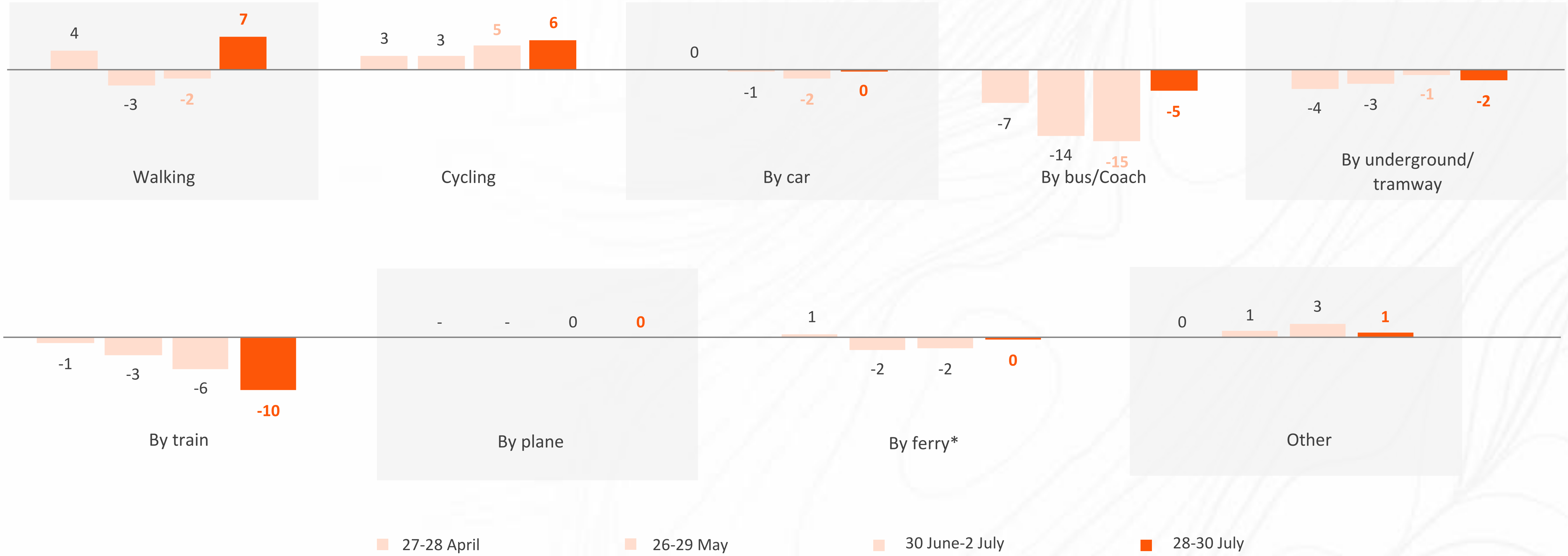
The lead time for flight booking continues to decline following heavy advertising by airlines over the past weeks and growing flight schedules

Average time before taking the bus, train and booking a fight



Walking and cycling benefit from the change in transport mode by commuters pre and post covid. The picture after the pandemic has become more positive for buses compared to early July but remains a concern for trains

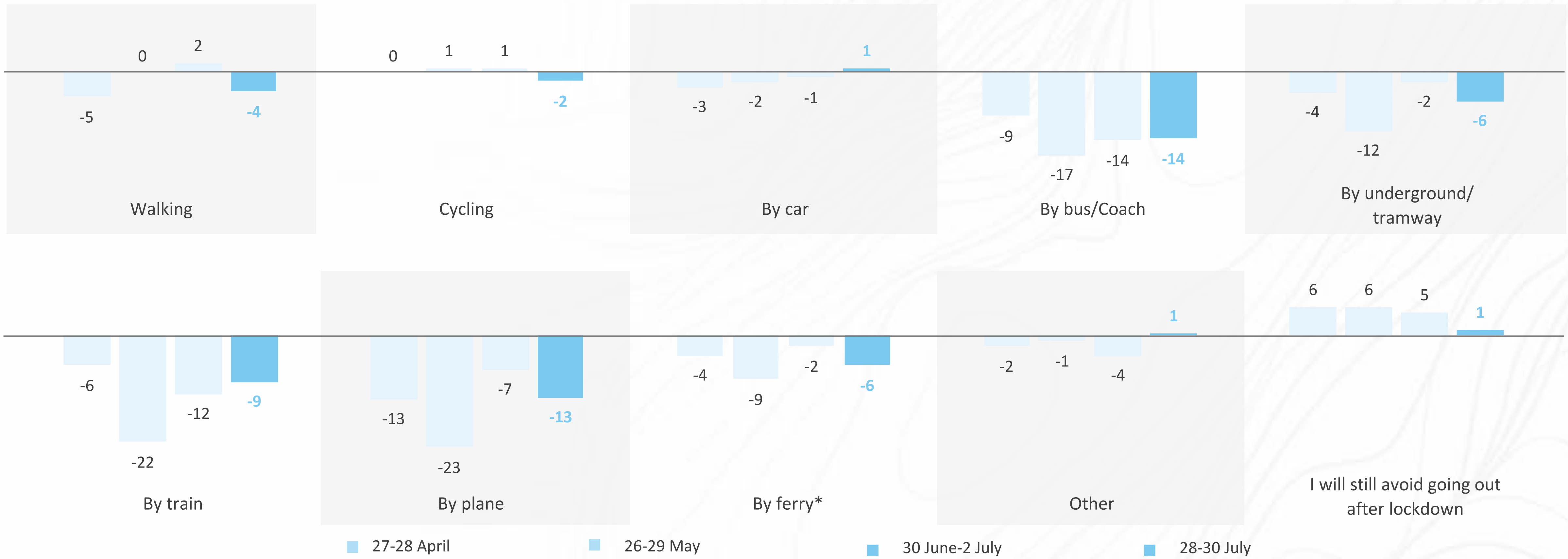
Commuters - Post lockdown net change in expected usage (%) ***Base (n= 145)***



Q41: Before the coronavirus, how did you tend to travel...
Q42: After lockdown has ended, how do you expect to travel ...
* Added 27-28 April

There are signs that leisure and business travellers increasingly intend to use their car over public transport once the pandemic is over – which is not only worrying for the environment but also for transport operators

Leisure/business - Post lockdown net change in expected usage (%) *Base (n= 198)*



Q41: Before the coronavirus, how did you tend to travel…
Q42: After lockdown has ended, how do you expect to travel …
* Added 27-28 April

On social media – As the temporary congestion charge rules still remain in place, people cast doubt on whether the new rules are beneficial for other struggling industries

"Congestion charge is the last nail in the coffin for businesses relying on the weekend trade Not only are people not happy to pay the fee, they'd rather drive/stay away from others for fear of catching coronavirus on public transport"

"I go through central London everyday and it feels like everyday is a Sunday morning. Very quite. I was out yesterday and very few people were out shopping/dining. The masks will kill shops. To top it all off @SadiqKhan has decided to extend the congestion charge to weekends."

"Great afternoon at the cricket at the oval and walk out to this mess. Emergency vehicles struggling to work, traffic jams all because @tfl and @lambeth_council not planning closures and impact assessments of congestion charge."

"To rub salt in the wound the Central London Congestion Charge has been increased by 50% to £15."

"Avoid public transport +put up the congestion charge = don't visit the West End"

"Is that why you clowns extended congestion charge to 10pm therefore forcing more people onto already limited public transport?"

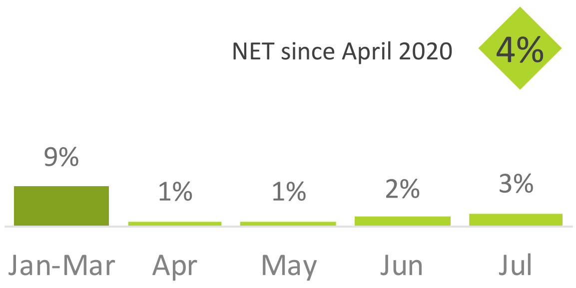
"This Sunday, my day will consist of paying a £15 congestion charge so my wife's disabled parents in Lambeth can see their grandchild. Nice one guys @SadiqKhan @BorisJohnson 👍"

"Its a grey, showery Saturday afternoon so I thought Id pop to a shop in Marylebone to see whats in their sale. My 2nd thought was the need to pay the congestion charge, my 3rd thought was I wouldnt bother. @MayorofLondon your policies will cause shop closures & job losses"

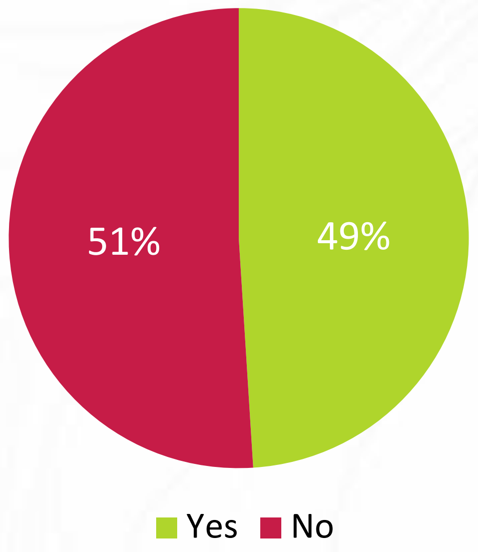
Taking public transport: how was the passenger experience post COVID-19?

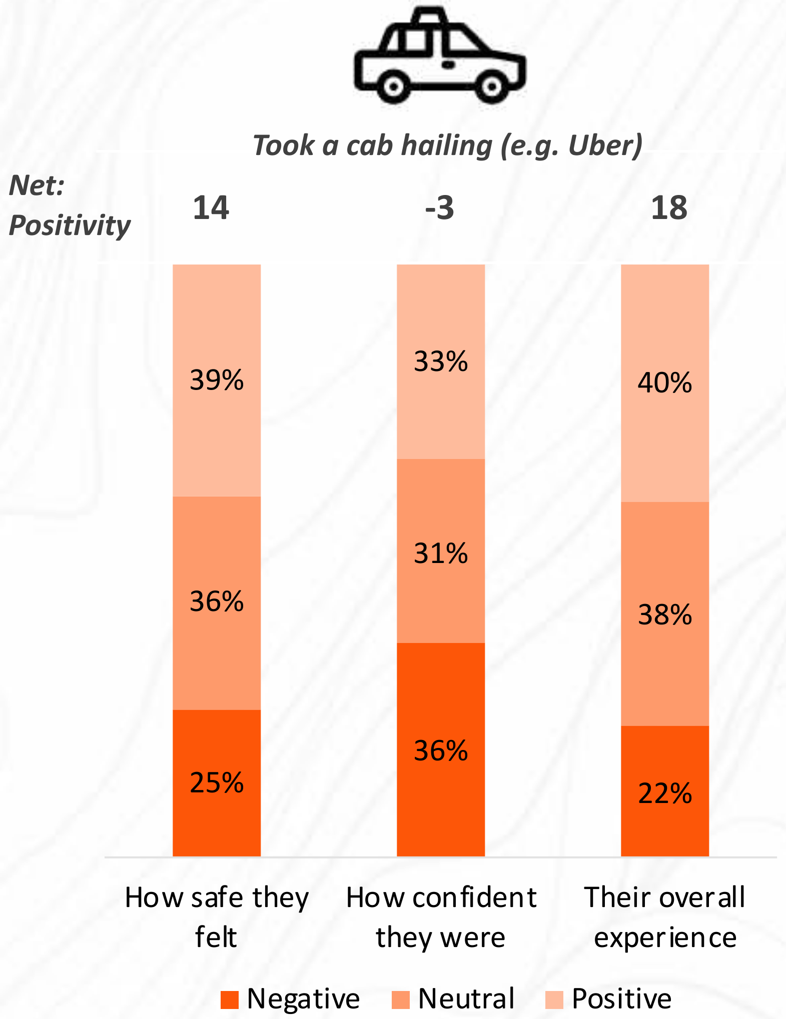
4% of the population have used a cab hailing company since the start of lockdown of which half have used it at least once instead of public transport. Bus and train make users feel more confident than cab hailing *but* cab hailing companies deliver a superior experience overall (with safety surprisingly pretty balanced across the three modes – see also next page).

Took a cab hailing (e.g. Uber)



Since travel on public transport has been limited to essential journeys (25th March 2020), have you used UBER as a substitute to public transport?





QTF3. You have indicated earlier that you [ACTIVITY] since June? Please rate your experience
Q1b. Since travel on public transport has been limited to essential journeys (25th March 2020), have you used UBER as a substitute to public transport?

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On social media – Using car share, Uber or rentals is more appealing to those worried about the confined spaces typical of public transport, though there are concerns over availability and whether cleanliness is maintained

“Big thanks to @UberUK for my free ride home today! First commute home in a long time where I haven’t felt on edge due to being on public transport”

“Uber time 🚕 looking like a futuristic bandit! Still too wary of public transport atm”

“This is a pivotal point for the future of travel in London (& other places, obvs). With no real public transport, people going any distance can drive, Uber or cycle. And with the roads the way they are, no one apart from weirdo enthusiasts like me are going to get on a bike”

“The possible huge rise in car ownership is one of the long lasting effects on this awful pandemic that makes me feel despondent. We’re resisting getting one but that means numerous hospital trips in last two months in a Zipcar. I miss regularly using buses and trains so much.”

“Loads of people aren't bothering to wear masks on public transport. At least with a cab/Uber, you can expect the driver to wear a mask and refuse to get in if they don't. Most are keeping the windows open, too.”

“We are about to have our first child, and with everything surrounding lockdown, restrictions on public transport, risks with a new baby, and so on, we are considering leasing or hiring a vehicle for the medium term. We live in inner London, and use Zipcar today, but availability of a vehicle when we need it is becoming an increasing problem due to elevated demand.”

“People may be worried about using public transport. They may think it will take me exponentially longer because there’s less space and less people allowed on public transport as well as simply worried about the potential contamination. But even for Uber, who will necessarily trust that the Uber driver will clean the car every time after a previous passenger has been?”

Personal finances

Covid 19's impact upon travel and holidays has had a natural knock-on effect for insurance, with the consumer perspective documented in this report

In the early weeks of lockdown perceptions of the insurance industry suffered in comparison to banking, as customers attempted to deal with the fall out from travel cancellations or simply understand shifts in GI premiums.

Consumer perception of how key sectors have responded to the crisis is generally more positive than negative, although insurance lags behind

	Response Index 0 = Neutral	Social media Net Sentiment 0 = Neutral
Mortgage lenders (n=166)	39	
Banks and building societies (n=231)	28	-8
Insurance providers (n=187)	4	
Utilities companies (n=212)	28	3
TV subscription services (n=206)	47	
Internet service providers (n=223)	41	-23
Telecoms companies (n=208)	38	

Social media sentiment (as recorded through NetBase) differs to those recorded in our survey, as consumers most affected by payment difficulties and service issues express their views online. The pattern is amplified for the TV / ISP / telecom category due to conspiracy theories surrounding 5G.

*The **Response Index** represents consumer perceptions of how effectively each sector has responded to the emergency. It is calculated simply by subtracting the proportion of those who think the sector response is poor or very poor, from the proportion who perceive it to be good or excellent. Zero therefore reflects a neutral score, with >0 meaning positive, and < 0 meaning negative.*

*Social media **Net Sentiment** works on the same scale, expressing the ratio of positive to negative online discussion about conversation linked to the COVID-19. Categorisation of sentiment to 'positive' or 'negative' is approximately 90% accurate.*

Two months' ago, as the economic impact increasingly made itself felt, we saw greater price sensitivity emerge across all segments. This included a reduced propensity to pay for more comprehensive insurance.

Irrespective of current loyalty levels, all brands should be mindful of a greater propensity to shop around and reduced willingness to pay for premium propositions

Even the wealthiest consumers, with the greatest spending power and a key target for many financial brands, are not immune to this sentiment. Over half expect to put more effort in to seeking out better deals, while nearly a fifth will be looking rein in their spending on 'extras' - upping the ante for strong communications and product positioning.

Which, if any, of the following statements apply to you as a result of the COVID-19 pandemic? (Covid-19 Tracker Week 8-10)

	Wealthy	Well off	Comfortable	Managing	Struggling
I will shop around more	55%	52%	62%	60%	50%
I am less willing to pay more for 'extras'	18%	30%	30%	38%	48%

With staycations increasingly on the agenda, and holiday confidence rocked by the recent Spanish quarantine, this week we revisited the topic of travel insurance: are consumers simply seeking the cheapest deal or are they willing to pay for greater peace of mind?

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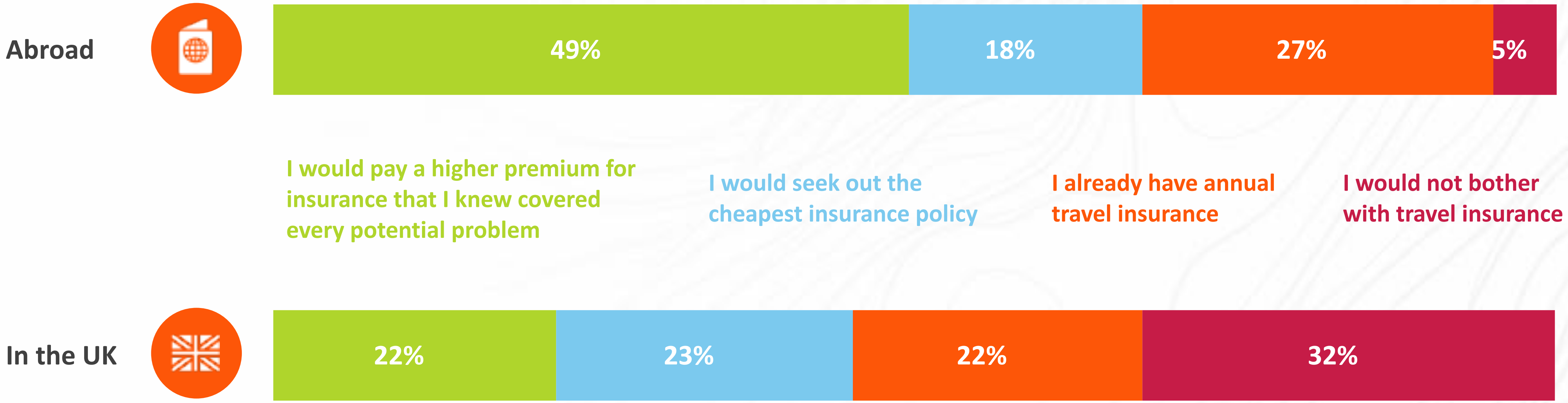
Half of those going abroad would now pay a higher premium for the peace of mind that comes with comprehensive cover

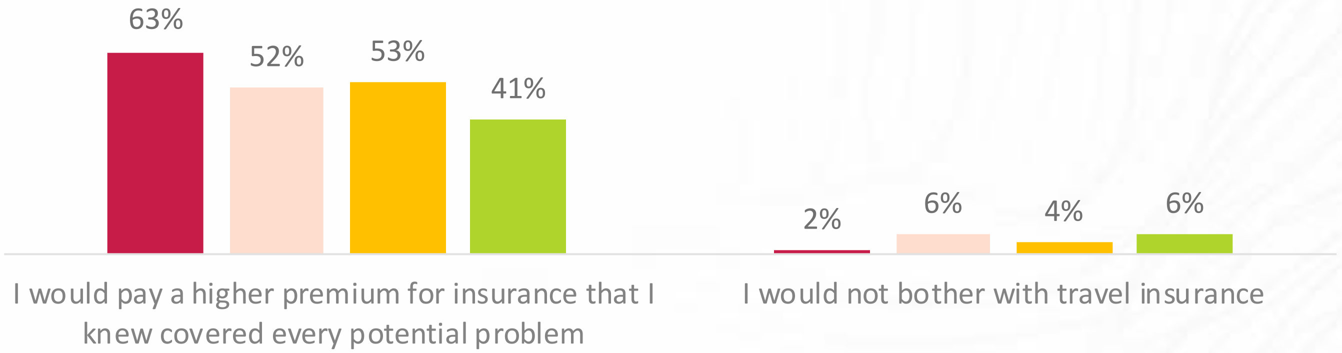
Although nearly a third would not bother with insurance for a staycation, it is noteworthy that half would still get some form of cover (if they haven't already got annual insurance) and a fifth would still be willing to accept a higher price for more extensive protection in the UK



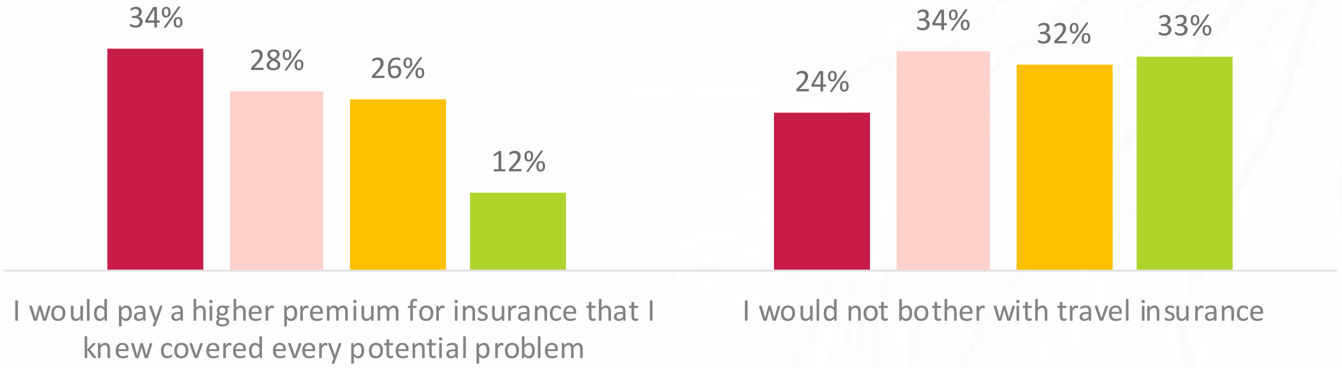
Q81. Thinking now about travel insurance; if you were going away on a holiday or short break, abroad or here in the UK, which of these would you say best apply to you
Base: All except those who state that they would not take this type of holiday. Abroad n= 383; UK n= 422;

Willingness to pay a higher premium corresponds with our COVID-19 consumer segments

Abroad



In the UK



COVID Concerned (11%)

COVID Cautious (32%)

Pragmatic Policy Supporters (20%)

Life Goes On (39%)

Reflecting the nature of our segments, propensity to pay for greater protection, whether abroad or in the UK, is most apparent amongst ‘COVID Concerned’.

This segment is the smallest overall and could become a competitive battle ground for insurers, at least while this group express *any* willingness to spend time away from home. For this reason, ‘COVID Cautious’ and ‘Pragmatic Policy Supporters’ may represent the greater opportunity.

Q81. Thinking now about travel insurance; if you were going away on a holiday or short break, abroad or here in the UK, which of these would you say best apply to you
Abroad: COVID Concerned n=48; COVID Cautious n=114; Pragmatic Policy Supporters n=74; Life Goes On n=147;
UK: COVID Concerned n=55; COVID Cautious n=120; Pragmatic Policy Supporters n=87; Life Goes On n=160;

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On social media – there is an opportunity for the industry to address consumer uncertainty about how certain circumstances may or may not affect cover

"@EasyJet with the new FCO advice re. Spain, what is happening; due to fly 2/8 to Malaga, but now my travel insurance will be null and void, what can you do 4 me?"

"What a load of confusion. #SpainQuarantine @TUIUK cancels, then they haven't. **#Travelinsurance** no longer valid if you travel. Total chaos"

"It's difficult to get travel insurance covering COVID-19 eventualities so doubtful if a lot of people can get their money via that route too. Some airlines are offering free date changes or vouchers though."

"Agreed and I hope any travel insurance premium increases are isolated to those who took that risk, rather than the sensible majority who've decided to staycation instead."

"It makes planning for a future holiday problematic, especially if the travel insurance won't cover sudden cancellations by travel companies"

"If I book a holiday for next year can I buy any sort of insurance for the possibility of COVID messing it all up?."

"FCO advises against all non-essential travel to mainland Spain. @EasyJet flights have not been cancelled. So if I go, I invalidate my Travel Insurance. What a pickle!"

"There is no travel insurance policy that doesn't have some get out clause buried somewhere. They pay out only to make themselves look legitimate otherwise they would soon have no business."

Appendix

What is a market segmentation?

Segmentation provides a structured way of looking at the market, providing clear, granular information about each group to plan from

The market segmentation will tell you…

Who to **TARGET**	How to **ACCESS** them	How to **ATTRACT** them	How to **RETAIN** them	How to **MAXIMISE SPEND**
WHERE		**HOW**		

Methodology

Survey of Consumers

Nationally representative online survey, conducted weekly. This week we surveyed 1,913 British adults.

During the first 8 weeks of tracking, our otherwise nationally representative survey filtered on people actively engaged in two of the following sectors:

1. Public transport / mass-transit
2. Visitor attractions
3. Hotels & paid-for accommodation

From Wave 9 onwards, we have not filtered on engagement with these sectors, but provide a directly comparable sub-sample of those who would have met the equivalent criteria.

For ease of reference in our reporting we use two icons to distinguish between the two audiences:

= ‘Travel Activists’ (based on the definition above and used in Waves 1 - 8)

= ‘All UK Adults’ (nationally-representative)

Social media analytics

With customers increasingly communicating directly with organisations and their peers through online channels, these conversations cannot be ignored in the assessment of the COVID-19 crisis on brands.

Our social analytics capability gets closer to the conversations happening in the online space, by listening to how brands are talked about across social media and how brands’ reactions to the situation is viewed online.

Rigorous content cleaning and checks are set and regularly reviewed to ensure data quality. The analysis is focused primarily on conversations around the coronavirus over the past week.

Similar to the quantitative survey, social media will be analysed on a weekly basis. For this report we’ve examined:

- 19,387 posts for the transport sector
- 13,773 posts from the leisure sector
- 11,773 posts from the hospitality sector
- 20,359 posts from the financial sector

Contact

Matt Costin
Managing Director
07875 685 838
Matt.costin@bva-bdrc.com

Caroline Ahmed
Director
07919 383 728
Caroline.ahmed@bva-bdrc.com

James Bland
Director
07772 605 303
James.bland@bva-bdrc.com

Tim Sander
Director
07989 165 658
Tim.sander@bva-bdrc.com

Jon Young
Director
07980 712 563
Jon.young@bva-bdrc.com

Max Willey
Director
07875 148 051
Max.willey@bva-bdrc.com

Thomas Folqué
Associate Director
0207 490 9139
Thomas.folque@bva-bdrc.com

Alice Wells
Research Executive
0207 490 9130
Alice.wells@bva-bdrc.com

Hannah Smith
Junior Research Executive
0207 490 9166
Hannah.smith@bva-bdrc.com

Suzy Hassan
Managing Director
07795 662 548
Suzy@alligator-digital.com