

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

Thinking about before lockdown since the coronavirus (COVID-19) outbreak, the UK announced a series of 'lockdown measures', which began on the 23rd March 2020, and include rules around 'social distancing' to restrict movement and control the spread of the virus. (i.e. before March 23rd), where, if at all, did you tend to shop MOST for your non-essential items (e.g. clothes, toys, homeware etc.)? (Please choose up to THREE answer options).

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Online	55%	62%	61%	60%	52%	51%	64%	57%	54%	59%
Local High street/ stores	37%	34%	35%	40%	33%	40%	33%	27%	41%	38%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	24%	12%	15%	22%	24%	31%	21%	14%	30%	20%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	31%	48%	31%	30%	28%	29%	35%	28%	34%	32%
Retail Park (i.e. shopping park out of town)	23%	13%	19%	29%	29%	22%	22%	31%	38%	17%
Supermarket/ grocery store	42%	29%	40%	48%	40%	45%	43%	52%	43%	38%
Market	4%	3%	2%	4%	3%	5%	4%	2%	2%	3%
Other	2%	-	1%	1%	2%	3%	-	1%	-	2%
Not applicable - I haven't done any shopping in the last 12 months	1%	4%	1%	1%	1%	1%	2%	2%	1%	1%
Don't know	1%	4%	1%	1%	-	0%	2%	2%	1%	1%

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Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

Thinking about before lockdown since the coronavirus (COVID-19) outbreak, the UK announced a series of 'lockdown measures', which began on the 23rd March 2020, and include rules around 'social distancing' to restrict movement and control the spread of the virus. (i.e. before March 23rd), where, if at all, did you tend to shop MOST for your non-essential items (e.g. clothes, toys, homeware etc.)? (Please choose up to THREE answer options).

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Online	55%	55%	56%	60%	49%	59%	55%	51%	54%	63%
Local High street/ stores	37%	33%	41%	36%	38%	36%	38%	42%	34%	33%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	24%	23%	24%	29%	16%	30%	23%	18%	24%	32%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	31%	29%	33%	31%	32%	42%	30%	27%	30%	35%
Retail Park (i.e. shopping park out of town)	23%	23%	23%	24%	22%	9%	25%	19%	26%	29%
Supermarket/ grocery store	42%	42%	42%	41%	43%	28%	44%	43%	44%	34%
Market	4%	4%	4%	3%	5%	3%	4%	6%	4%	2%
Other	2%	1%	2%	1%	2%	2%	2%	3%	1%	2%
Not applicable - I haven't done any shopping in the last 12 months	1%	2%	1%	1%	2%	3%	1%	1%	2%	1%
Don't know	1%	1%	1%	0%	1%	2%	1%	1%	1%	-

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Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

Thinking about before lockdown since the coronavirus (COVID-19) outbreak, the UK announced a series of 'lockdown measures', which began on the 23rd March 2020, and include rules around 'social distancing' to restrict movement and control the spread of the virus. (i.e. before March 23rd), where, if at all, did you tend to shop MOST for your non-essential items (e.g. clothes, toys, homeware etc.)? (Please choose up to THREE answer options).

	Unweighted base	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other
	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Online	55%	54%	57%	56%	54%	55%
Local High street/ stores	37%	36%	39%	37%	36%	38%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	24%	27%	20%	24%	22%	24%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	31%	32%	31%	31%	31%	32%
Retail Park (i.e. shopping park out of town)	23%	27%	16%	23%	29%	21%
Supermarket/ grocery store	42%	44%	39%	44%	46%	39%
Market	4%	4%	3%	3%	2%	5%
Other	2%	2%	2%	1%	1%	2%
Not applicable - I haven't done any shopping in the last 12 months	1%	1%	2%	1%	-	2%
Don't know	1%	0%	1%	1%	2%	1%

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Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

Which, if any, of the following statements fits closest to you regarding the re-opening of non-essential shops? (Please select the option that best applies)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Non-essential shops have already opened near me and I have already visited them	13%	6%	15%	17%	14%	13%	17%	13%	15%	15%
Non-essential shops have already opened near me BUT I am yet to visit them	70%	77%	71%	70%	71%	68%	69%	64%	64%	71%
Non-essential shops are yet to re-open near me	16%	17%	15%	13%	16%	18%	13%	23%	21%	14%

Over the coming days/weeks, non-essential shops are to be allowed to reopen after closing for lockdown...How likely, if at all, are you to visit non-essential shops within the first 2 weeks of them re-opening (e.g. for clothes, toys, homeware etc.)?

Unweighted base	896	100	145	145	143	363	74	89	80	383
Base: All UK adults	895	108	141	142	144	360	73	89	80	384
Very likely	5%	5%	4%	5%	4%	5%	5%	6%	6%	4%
Quite likely	12%	14%	14%	10%	12%	12%	11%	16%	12%	12%
Neither likely nor unlikely	16%	11%	13%	17%	16%	19%	21%	19%	17%	14%
Quite unlikely	25%	42%	30%	19%	23%	21%	25%	23%	25%	27%
Very unlikely	40%	24%	37%	48%	42%	41%	37%	34%	36%	40%
Don't know	2%	3%	2%	2%	3%	1%	1%	2%	4%	3%
Net: Likely	17%	19%	18%	14%	16%	18%	16%	21%	18%	16%
Net: Unlikely	65%	67%	67%	67%	65%	63%	62%	58%	61%	67%

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Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

Which, if any, of the following statements fits closest to you regarding the re-opening of non-essential shops? (Please select the option that best applies)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Non-essential shops have already opened near me and I have already visited them	13%	15%	12%	13%	14%	18%	13%	12%	14%	15%
Non-essential shops have already opened near me BUT I am yet to visit them	70%	68%	73%	72%	68%	72%	70%	69%	73%	65%
Non-essential shops are yet to re-open near me	16%	18%	15%	15%	18%	10%	17%	19%	13%	19%

Over the coming days/weeks, non-essential shops are to be allowed to reopen after closing for lockdown...How likely, if at all, are you to visit non-essential shops within the first 2 weeks of them re-opening (e.g. for clothes, toys, homeware etc.)?

Unweighted base	896	417	479	517	379	111	785	244	264	148
Base: All UK adults	895	426	469	511	384	111	783	244	265	145
Very likely	5%	4%	5%	3%	7%	7%	4%	6%	3%	8%
Quite likely	12%	13%	12%	14%	11%	15%	12%	12%	14%	11%
Neither likely nor unlikely	16%	19%	14%	14%	18%	15%	16%	19%	14%	17%
Quite unlikely	25%	26%	25%	27%	23%	37%	23%	20%	31%	19%
Very unlikely	40%	37%	43%	41%	39%	24%	42%	40%	36%	46%
Don't know	2%	2%	2%	2%	2%	2%	2%	3%	1%	-
Net: Likely	17%	17%	17%	17%	18%	22%	16%	18%	17%	19%
Net: Unlikely	65%	62%	67%	67%	62%	61%	66%	60%	67%	65%

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Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

Which, if any, of the following statements fits closest to you regarding the re-opening of non-essential shops? (Please select the option that best applies)

	Unweighted base	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other
	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Non-essential shops have already opened near me and I have already visited them	13%	15%	11%	14%	16%	12%
Non-essential shops have already opened near me BUT I am yet to visit them	70%	68%	74%	71%	73%	69%
Non-essential shops are yet to re-open near me	16%	18%	14%	16%	11%	18%

Over the coming days/weeks, non-essential shops are to be allowed to reopen after closing for lockdown...How likely, if at all, are you to visit non-essential shops within the first 2 weeks of them re-opening (e.g. for clothes, toys, homeware etc.)?

	Unweighted base	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other
	896	528	367	320	111	465
Base: All UK adults	895	523	371	316	112	467
Very likely	5%	4%	5%	5%	7%	4%
Quite likely	12%	14%	11%	14%	9%	12%
Neither likely nor unlikely	16%	16%	15%	14%	20%	16%
Quite unlikely	25%	24%	27%	25%	25%	25%
Very unlikely	40%	41%	39%	40%	38%	40%
Don't know	2%	1%	3%	2%	1%	2%
Net: Likely	17%	18%	16%	19%	16%	16%
Net: Unlikely	65%	64%	66%	65%	63%	66%

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Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

You previously mentioned that you have visited a non-essential shop since they reopened after lockdown... Where did you go shopping? (Please select all that apply)

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
	136	6	25	28	22	55	15	13	14	65
Base: All UK adults	137	7	24	28	23	55	15	13	14	65
Local High street/ stores	62%	78%	67%	60%	50%	63%	72%	78%	79%	62%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	13%	36%	13%	10%	19%	9%	15%	7%	7%	14%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	19%	36%	4%	19%	33%	18%	-	-	15%	21%
Retail Park (i.e. shopping park out of town)	25%	36%	19%	29%	22%	24%	32%	15%	7%	27%
Supermarket/ grocery store	25%	36%	11%	23%	27%	29%	12%	31%	35%	23%
Market	4%	-	-	4%	5%	7%	7%	8%	7%	4%
Other	3%	-	4%	-	-	7%	-	-	-	4%
Don't know	-	-	-	-	-	-	-	-	-	-

You previously said that you are likely to visit a non-essential shop within the first 2 weeks of them reopening... Where are you likely to go shopping FIRST? (Please select the option that best applies)

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
	154	20	26	21	23	64	12	19	15	62
Base: All UK adults who are likely to go shopping in the first two weeks	152	20	25	21	23	63	12	19	14	62
Local High street/ stores	46%	31%	38%	52%	49%	52%	15%	15%	54%	53%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	8%	4%	-	13%	4%	12%	8%	5%	-	7%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	21%	21%	34%	9%	30%	16%	33%	40%	20%	20%
Retail Park (i.e. shopping park out of town)	15%	22%	24%	14%	12%	11%	25%	28%	19%	12%
Market	1%	-	-	-	4%	-	-	-	-	-
Other	6%	18%	-	-	-	9%	-	5%	7%	5%
Don't know	3%	4%	4%	11%	-	-	19%	7%	-	3%

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	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

You previously mentioned that you have visited a non-essential shop since they reopened after lockdown... Where did you go shopping? (Please select all that apply)

Unweighted base	136	73	63	77	59	24	112	33	43	27
Base: All UK adults	137	74	63	77	60	24	113	33	43	27
Local High street/ stores	62%	66%	57%	70%	52%	67%	61%	61%	50%	70%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	13%	14%	11%	14%	12%	21%	11%	16%	13%	3%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	19%	15%	25%	16%	23%	21%	19%	21%	22%	8%
Retail Park (i.e. shopping park out of town)	25%	28%	21%	23%	27%	12%	27%	15%	32%	30%
Supermarket/ grocery store	25%	25%	24%	26%	23%	25%	25%	17%	26%	30%
Market	4%	5%	3%	8%	-	4%	4%	-	7%	12%
Other	3%	3%	4%	1%	6%	-	4%	6%	4%	4%
Don't know	-	-	-	-	-	-	-	-	-	-

You previously said that you are likely to visit a non-essential shop within the first 2 weeks of them reopening... Where are you likely to go shopping FIRST? (Please select the option that best applies)

Unweighted base	154	72	82	87	67	25	129	43	45	28
Base: All UK adults who are likely to go shopping in the first two weeks	152	72	80	85	67	25	128	43	46	27
Local High street/ stores	46%	51%	42%	50%	42%	55%	44%	42%	45%	46%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	8%	5%	11%	11%	4%	8%	8%	9%	6%	14%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	21%	22%	20%	23%	18%	19%	21%	14%	22%	30%
Retail Park (i.e. shopping park out of town)	15%	9%	20%	13%	18%	8%	17%	18%	17%	10%
Market	1%	-	1%	-	1%	-	1%	2%	-	-
Other	6%	9%	4%	2%	11%	10%	6%	11%	10%	-
Don't know	3%	3%	2%	-	6%	-	3%	3%	-	-

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Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

You previously mentioned that you have visited a non-essential shop since they reopened after lockdown... Where did you go shopping? (Please select all that apply)

	Unweighted base	89	47	49	21	66
	136					
Base: All UK adults	137	90	47	50	21	66
Local High street/ stores	62%	59%	67%	55%	58%	68%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	13%	12%	15%	13%	14%	12%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	19%	19%	19%	16%	20%	22%
Retail Park (i.e. shopping park out of town)	25%	27%	20%	29%	38%	17%
Supermarket/ grocery store	25%	29%	17%	24%	24%	26%
Market	4%	6%	2%	4%	4%	4%
Other	3%	4%	2%	-	4%	6%
Don't know	-	-	-	-	-	-

You previously said that you are likely to visit a non-essential shop within the first 2 weeks of them reopening... Where are you likely to go shopping FIRST? (Please select the option that best applies)

	Unweighted base	95	59	62	18	74
	154					
Base: All UK adults who are likely to go shopping in the first two weeks	152	93	59	60	18	74
Local High street/ stores	46%	51%	39%	45%	46%	48%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	8%	7%	10%	4%	11%	10%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	21%	22%	19%	21%	28%	19%
Retail Park (i.e. shopping park out of town)	15%	13%	19%	21%	11%	12%
Market	1%	1%	-	-	-	1%
Other	6%	4%	10%	8%	-	7%
Don't know	3%	2%	3%	2%	5%	3%

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Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

You previously mentioned that you are likely to go shopping at a \$shop for non-essential shopping when they reopen first... Where else, if at all, are you likely to go shopping for non essential items within the first 2 weeks of them reopening? (Please select all that apply)

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
Base: All UK adults who are likely to go shopping in the first two weeks	154	20	26	21	23	64	12	19	15	62
Local High street/ stores	152	20	25	21	23	63	12	19	14	62
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	25%	27%	19%	15%	12%	35%	8%	25%	7%	25%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	22%	18%	37%	15%	27%	17%	17%	23%	13%	23%
Retail park (i.e. shopping park out of town)	26%	30%	35%	41%	17%	20%	32%	38%	32%	25%
Market	26%	25%	15%	37%	35%	23%	24%	25%	20%	31%
Other	13%	9%	11%	25%	13%	11%	18%	17%	19%	11%
Don't know	5%	5%	4%	5%	-	8%	-	6%	-	5%
	17%	31%	15%	9%	22%	14%	16%	10%	20%	22%

Which, if any, of the following are you worried about when visiting a non-essential shop in the first 2 weeks of them reopening? (Please select all that apply)

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
Base: All UK adults who are likely to go shopping in the first two weeks	154	20	26	21	23	64	12	19	15	62
Too many crowds/ long queues	152	20	25	21	23	63	12	19	14	62
The items I want will not be available (e.g. out of stock, held back for cleaning etc.)	59%	56%	67%	70%	57%	54%	74%	57%	67%	51%
Catching coronavirus (COVID-19)	20%	35%	26%	13%	22%	14%	15%	7%	13%	27%
The atmosphere won't be the same as usual due to social distancing/ safety measures	27%	30%	22%	34%	27%	27%	35%	27%	27%	29%
I won't be able to browse or socialise whilst shopping like usual	29%	27%	48%	48%	18%	21%	52%	44%	13%	32%
Social distancing/ safety measures won't be in adhered to	33%	46%	23%	32%	18%	39%	32%	25%	20%	30%
Having to use public transport to get there	38%	46%	22%	38%	35%	44%	27%	48%	40%	34%
Other	7%	16%	11%	-	8%	5%	-	5%	13%	8%
Don't know	1%	-	-	5%	-	2%	-	-	-	3%
Not applicable - I'm not worried about anything when visiting a non-essential shop in the next 2 weeks	1%	-	-	-	-	2%	-	-	-	-
	12%	5%	4%	10%	16%	17%	-	15%	20%	11%

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You previously mentioned that you are likely to go shopping at a \$shop for non-essential shopping when they reopen first... Where else, if at all, are you likely to go shopping for non essential items within the first 2 weeks of them reopening? (Please select all that apply)

Unweighted base	154	72	82	87	67	25	129	43	45	28
Base: All UK adults who are likely to go shopping in the first two weeks	152	72	80	85	67	25	128	43	46	27
Local High street/ stores	25%	19%	30%	23%	28%	23%	26%	23%	23%	22%
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	22%	16%	27%	19%	26%	24%	21%	26%	17%	27%
Shopping Centre/ mall (i.e. an area or building with multiple shops)	26%	25%	27%	26%	27%	36%	24%	21%	26%	38%
Retail park (i.e. shopping park out of town)	26%	30%	22%	28%	24%	4%	30%	27%	25%	25%
Market	13%	15%	11%	10%	16%	16%	12%	26%	6%	10%
Other	5%	5%	5%	6%	4%	4%	5%	5%	6%	4%
Don't know	17%	20%	15%	15%	19%	16%	17%	18%	19%	10%

Which, if any, of the following are you worried about when visiting a non-essential shop in the first 2 weeks of them reopening? (Please select all that apply)

Unweighted base	154	72	82	87	67	25	129	43	45	28
Base: All UK adults who are likely to go shopping in the first two weeks	152	72	80	85	67	25	128	43	46	27
Too many crowds/ long queues	59%	54%	63%	64%	53%	60%	59%	51%	56%	75%
The items I want will not be available (e.g. out of stock, held back for cleaning etc.)	20%	22%	18%	21%	18%	25%	19%	21%	18%	25%
Catching coronavirus (COVID-19)	27%	27%	27%	26%	28%	12%	30%	31%	33%	21%
The atmosphere won't be the same as usual due to social distancing/ safety measures	29%	30%	28%	29%	29%	27%	30%	34%	27%	39%
I won't be able to browse or socialise whilst shopping like usual	33%	27%	39%	33%	33%	29%	34%	25%	34%	29%
Social distancing/ safety measures won't be in adhered to	38%	36%	40%	42%	34%	26%	41%	40%	40%	24%
Having to use public transport to get there	7%	6%	8%	6%	8%	15%	6%	6%	9%	7%
Other	1%	1%	1%	1%	1%	8%	-	2%	-	4%
Don't know	1%	-	1%	-	1%	-	1%	-	2%	-
Not applicable - I'm not worried about anything when visiting a non-essential shop in the next 2 weeks	12%	19%	6%	8%	18%	24%	10%	16%	11%	11%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

You previously mentioned that you are likely to go shopping at a \$shop for non-essential shopping when they reopen first... Where else, if at all, are you likely to go shopping for non essential items within the first 2 weeks of them reopening? (Please select all that apply)

	Unweighted base	154	95	59	62	18	74
Base: All UK adults who are likely to go shopping in the first two weeks		152	93	59	60	18	74
Local High street/ stores	25%	24%	27%	21%	17%	31%	
Department store (e.g. John Lewis, Marks & Spencer, Selfridges etc.)	22%	20%	24%	22%	29%	20%	
Shopping Centre/ mall (i.e. an area or building with multiple shops)	26%	25%	28%	31%	12%	26%	
Retail park (i.e. shopping park out of town)	26%	29%	21%	22%	39%	26%	
Market	13%	8%	20%	14%	12%	12%	
Other	5%	4%	7%	1%	6%	8%	
Don't know	17%	16%	19%	18%	21%	15%	

Which, if any, of the following are you worried about when visiting a non-essential shop in the first 2 weeks of them reopening? (Please select all that apply)

	Unweighted base	154	95	59	62	18	74
Base: All UK adults who are likely to go shopping in the first two weeks		152	93	59	60	18	74
Too many crowds/ long queues	59%	57%	61%	68%	56%	52%	
The items I want will not be available (e.g. out of stock, held back for cleaning etc.)	20%	16%	26%	20%	22%	19%	
Catching coronavirus (COVID-19)	27%	28%	25%	23%	40%	27%	
The atmosphere won't be the same as usual due to social distancing/ safety measures	29%	30%	28%	31%	-	34%	
I won't be able to browse or socialise whilst shopping like usual	33%	36%	28%	32%	29%	35%	
Social distancing/ safety measures won't be in adhered to	38%	41%	35%	34%	34%	43%	
Having to use public transport to get there	7%	9%	4%	11%	-	5%	
Other	1%	1%	2%	3%	-	-	
Don't know	1%	1%	-	-	-	1%	
Not applicable - I'm not worried about anything when visiting a non-essential shop in the next 2 weeks	12%	15%	8%	8%	23%	13%	

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

You previously mentioned that you are unlikely to visit a non-essential shop within the first 2 weeks of them reopening...Which, if any, of the following reasons explain why you are unlikely to do this? (Please select all that apply. If you answer isn't listed below please use the 'Other' box provided)

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
Base: All UK adults who are unlikely to go shopping in the first two weeks	582	72	94	95	94	226	46	51	49	258
Too many crowds/ long queues	52%	53%	53%	58%	52%	49%	45%	56%	55%	55%
I can get everything I need online	40%	40%	48%	37%	44%	36%	45%	44%	34%	41%
I'd worry about the risk of catching coronavirus (COVID-19)	47%	45%	44%	48%	37%	53%	42%	34%	38%	47%
Social distancing/ safety measures will make shopping unenjoyable	33%	31%	30%	26%	26%	41%	23%	29%	29%	32%
I can get everything I need from supermarkets	16%	17%	11%	17%	20%	15%	12%	15%	15%	17%
I have less disposable income than before lockdown	13%	16%	18%	19%	15%	7%	13%	14%	10%	18%
I only go to shops to browse and/or socialise	3%	10%	5%	1%	1%	1%	7%	5%	-	4%
I don't trust stores to keep everything clean and disinfected	25%	30%	30%	17%	14%	29%	19%	13%	16%	28%
It feels too early to be venturing out	47%	43%	52%	49%	36%	51%	53%	38%	33%	47%
I or someone in the household is isolating/ shielding	16%	4%	11%	11%	10%	25%	16%	6%	17%	12%
Other	7%	5%	7%	10%	11%	5%	6%	8%	16%	6%
Don't know	0%	1%	1%	-	-	-	-	-	-	1%

How important, if at all, will the following be when you decide to next go shopping for non-essential items? (Please select one answer per row)

Sales/ discount price promotion

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very important	12%	8%	12%	18%	9%	11%	19%	12%	15%	10%
Somewhat important	34%	41%	41%	42%	30%	28%	45%	46%	31%	35%
Neither important nor unimportant	30%	25%	23%	26%	35%	34%	17%	28%	32%	30%
Somewhat unimportant	8%	11%	9%	3%	8%	9%	6%	5%	8%	10%
Not important at all	13%	7%	9%	10%	16%	17%	10%	6%	12%	12%
Don't know	3%	7%	7%	1%	2%	1%	3%	3%	2%	4%
Net: Important	46%	49%	53%	60%	39%	39%	64%	58%	46%	45%
Net: Unimportant	21%	19%	17%	13%	24%	26%	16%	10%	20%	22%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

You previously mentioned that you are unlikely to visit a non-essential shop within the first 2 weeks of them reopening...Which, if any, of the following reasons explain why you are unlikely to do this? (Please select all that apply. If you answer isn't listed below please use the 'Other' box provided)

	Unweighted base	581	259	322	348	233	67	514	146	176	96
Base: All UK adults who are unlikely to go shopping in the first two weeks		582	266	316	344	238	68	514	146	177	94
Too many crowds/ long queues		52%	50%	54%	54%	50%	55%	52%	48%	53%	57%
I can get everything I need online		40%	37%	42%	44%	33%	41%	40%	34%	42%	41%
I'd worry about the risk of catching coronavirus (COVID-19)		47%	47%	47%	49%	45%	47%	47%	52%	43%	47%
Social distancing/ safety measures will make shopping unenjoyable		33%	35%	31%	36%	28%	41%	32%	27%	29%	40%
I can get everything I need from supermarkets		16%	16%	16%	19%	12%	13%	16%	13%	19%	16%
I have less disposable income than before lockdown		13%	13%	14%	13%	14%	19%	12%	13%	14%	14%
I only go to shops to browse and/or socialise		3%	2%	3%	3%	3%	2%	3%	1%	4%	3%
I don't trust stores to keep everything clean and disinfected		25%	24%	25%	27%	22%	26%	25%	23%	23%	26%
It feels too early to be venturing out		47%	43%	51%	49%	45%	47%	47%	52%	45%	47%
I or someone in the household is isolating/ shielding		16%	13%	18%	16%	16%	15%	16%	18%	13%	10%
Other		7%	7%	7%	4%	11%	7%	7%	5%	9%	5%
Don't know		0%	1%	0%	-	1%	3%	-	-	1%	-

How important, if at all, will the following be when you decide to next go shopping for non-essential items? (Please select one answer per row)

Sales/ discount price promotion

	Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults		1032	501	531	588	444	135	897	277	308	172
Very important		12%	12%	11%	11%	13%	14%	11%	12%	13%	9%
Somewhat important		34%	34%	35%	31%	39%	35%	34%	35%	38%	29%
Neither important nor unimportant		30%	30%	30%	33%	26%	25%	31%	30%	23%	38%
Somewhat unimportant		8%	8%	9%	9%	7%	10%	8%	8%	9%	7%
Not important at all		13%	14%	12%	15%	10%	13%	13%	13%	15%	15%
Don't know		3%	2%	3%	1%	5%	3%	3%	2%	2%	1%
Net: Important		46%	46%	46%	42%	52%	50%	45%	47%	50%	38%
Net: Unimportant		21%	21%	21%	24%	17%	23%	21%	22%	24%	22%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

You previously mentioned that you are unlikely to visit a non-essential shop within the first 2 weeks of them reopening...Which, if any, of the following reasons explain why you are unlikely to do this? (Please select all that apply. If you answer isn't listed below please use the 'Other' box provided)

	Unweighted base	581	339	242	205	70	306
Base: All UK adults who are unlikely to go shopping in the first two weeks		582	337	244	204	70	307
Too many crowds/ long queues	52%	53%	51%	53%	50%	52%	
I can get everything I need online	40%	37%	43%	39%	45%	39%	
I'd worry about the risk of catching coronavirus (COVID-19)	47%	50%	43%	41%	45%	52%	
Social distancing/ safety measures will make shopping unenjoyable	33%	35%	30%	30%	29%	35%	
I can get everything I need from supermarkets	16%	15%	17%	17%	23%	14%	
I have less disposable income than before lockdown	13%	10%	18%	13%	18%	12%	
I only go to shops to browse and/or socialise	3%	3%	3%	4%	1%	3%	
I don't trust stores to keep everything clean and disinfected	25%	26%	23%	19%	21%	30%	
It feels too early to be venturing out	47%	49%	44%	41%	40%	53%	
I or someone in the household is isolating/ shielding	16%	18%	12%	12%	9%	20%	
Other	7%	5%	10%	8%	12%	6%	
Don't know	0%	-	1%	0%	-	0%	

How important, if at all, will the following be when you decide to next go shopping for non-essential items? (Please select one answer per row)

Sales/ discount price promotion

	Unweighted base	1032	617	414	369	132	531
Base: All UK adults		1032	613	418	366	133	533
Very important	12%	12%	11%	15%	11%	10%	
Somewhat important	34%	33%	37%	33%	42%	34%	
Neither important nor unimportant	30%	31%	29%	28%	30%	32%	
Somewhat unimportant	8%	7%	9%	7%	3%	10%	
Not important at all	13%	16%	9%	15%	10%	12%	
Don't know	3%	1%	5%	3%	4%	2%	
Net: Important		46%	44%	48%	47%	52%	44%
Net: Unimportant		21%	23%	18%	22%	13%	22%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

Social distancing/ safety measures are put in place and adhered to (e.g. one-way systems, contactless payments, reduced entry etc.)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very important	53%	44%	49%	51%	51%	59%	49%	42%	57%	50%
Somewhat important	28%	34%	29%	29%	27%	26%	27%	36%	22%	31%
Neither important nor unimportant	8%	8%	6%	8%	9%	9%	15%	11%	9%	7%
Somewhat unimportant	4%	7%	5%	5%	5%	3%	4%	3%	4%	5%
Not important at all	4%	3%	5%	5%	7%	3%	2%	4%	7%	4%
Don't know	2%	5%	6%	1%	1%	0%	3%	3%	1%	2%
Net: Important	81%	77%	78%	81%	79%	85%	76%	78%	79%	81%
Net: Unimportant	8%	10%	10%	10%	12%	5%	6%	7%	11%	9%

How close it is to my house (i.e. a short walk or drive away)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very important	20%	14%	24%	26%	14%	20%	25%	17%	17%	21%
Somewhat important	40%	44%	42%	35%	46%	38%	34%	36%	43%	43%
Neither important nor unimportant	20%	16%	15%	20%	20%	24%	20%	22%	17%	16%
Somewhat unimportant	9%	13%	6%	8%	7%	10%	12%	8%	6%	10%
Not important at all	9%	9%	7%	10%	12%	7%	6%	13%	14%	6%
Don't know	2%	5%	6%	1%	2%	0%	3%	4%	3%	3%
Net: Important	60%	58%	66%	60%	60%	58%	59%	53%	60%	64%
Net: Unimportant	18%	22%	13%	19%	19%	18%	17%	21%	20%	17%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

Social distancing/ safety measures are put in place and adhered to (e.g. one-way systems, contactless payments, reduced entry etc.)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very important	53%	46%	61%	53%	53%	47%	54%	55%	52%	51%
Somewhat important	28%	31%	25%	29%	26%	28%	28%	28%	30%	25%
Neither important nor unimportant	8%	10%	7%	8%	8%	12%	8%	9%	10%	10%
Somewhat unimportant	4%	6%	3%	5%	4%	7%	4%	3%	3%	8%
Not important at all	4%	5%	3%	4%	5%	4%	4%	3%	4%	5%
Don't know	2%	2%	2%	0%	4%	2%	2%	2%	1%	1%
Net: Important	81%	77%	86%	83%	80%	75%	82%	83%	82%	76%
Net: Unimportant	8%	11%	6%	8%	8%	11%	8%	6%	7%	13%

How close it is to my house (i.e. a short walk or drive away)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very important	20%	16%	24%	18%	23%	24%	19%	22%	16%	19%
Somewhat important	40%	40%	40%	42%	37%	45%	39%	37%	42%	43%
Neither important nor unimportant	20%	22%	19%	22%	18%	17%	21%	24%	20%	18%
Somewhat unimportant	9%	10%	9%	9%	9%	7%	10%	8%	11%	7%
Not important at all	9%	11%	7%	9%	9%	4%	9%	6%	9%	12%
Don't know	2%	2%	2%	1%	4%	3%	2%	2%	2%	1%
Net: Important	60%	56%	64%	60%	60%	69%	58%	60%	58%	62%
Net: Unimportant	18%	20%	15%	18%	18%	11%	19%	14%	20%	19%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

Social distancing/ safety measures are put in place and adhered to (e.g. one-way systems, contactless payments, reduced entry etc.)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very important	53%	58%	47%	51%	43%	58%
Somewhat important	28%	25%	32%	27%	35%	27%
Neither important nor unimportant	8%	9%	8%	9%	10%	7%
Somewhat unimportant	4%	3%	6%	5%	5%	3%
Not important at all	4%	4%	5%	6%	3%	4%
Don't know	2%	1%	2%	2%	3%	1%
Net: Important	81%	83%	79%	78%	78%	84%
Net: Unimportant	8%	7%	11%	11%	9%	7%

How close it is to my house (i.e. a short walk or drive away)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very important	20%	19%	21%	19%	19%	21%
Somewhat important	40%	39%	41%	39%	43%	39%
Neither important nor unimportant	20%	20%	20%	19%	18%	22%
Somewhat unimportant	9%	10%	8%	8%	8%	10%
Not important at all	9%	10%	6%	12%	9%	7%
Don't know	2%	1%	3%	2%	3%	2%
Net: Important	60%	58%	62%	59%	62%	60%
Net: Unimportant	18%	20%	15%	20%	17%	17%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

I don't have to use public transport to get there

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very important	46%	41%	44%	46%	45%	49%	49%	35%	46%	44%
Somewhat important	17%	18%	22%	16%	18%	15%	15%	21%	16%	19%
Neither important nor unimportant	14%	10%	15%	13%	15%	15%	16%	19%	16%	13%
Somewhat unimportant	6%	13%	4%	5%	4%	6%	6%	3%	3%	8%
Not important at all	14%	12%	9%	18%	17%	15%	12%	17%	17%	13%
Don't know	3%	5%	6%	2%	2%	1%	2%	5%	2%	4%
Net: Important	63%	59%	66%	62%	63%	64%	64%	56%	62%	63%
Net: Unimportant	20%	25%	14%	23%	21%	20%	18%	20%	20%	20%

They have the item(s) I'm looking for

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very important	55%	44%	57%	62%	55%	55%	65%	54%	52%	55%
Somewhat important	32%	39%	30%	23%	35%	33%	22%	27%	35%	32%
Neither important nor unimportant	7%	7%	5%	10%	6%	8%	8%	14%	6%	7%
Somewhat unimportant	2%	3%	2%	2%	2%	1%	2%	1%	2%	1%
Not important at all	2%	2%	2%	2%	2%	3%	1%	1%	3%	2%
Don't know	2%	5%	5%	1%	1%	1%	2%	3%	2%	3%
Net: Important	87%	83%	87%	85%	89%	88%	87%	81%	87%	87%
Net: Unimportant	4%	5%	4%	4%	4%	4%	3%	2%	5%	3%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

I don't have to use public transport to get there

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very important	46%	38%	54%	46%	46%	45%	46%	47%	45%	48%
Somewhat important	17%	20%	15%	18%	16%	22%	16%	19%	17%	19%
Neither important nor unimportant	14%	17%	12%	14%	14%	11%	15%	18%	13%	11%
Somewhat unimportant	6%	7%	4%	7%	4%	13%	5%	4%	7%	5%
Not important at all	14%	16%	13%	13%	16%	6%	16%	10%	16%	15%
Don't know	3%	2%	3%	1%	4%	3%	2%	3%	2%	3%
Net: Important	63%	57%	68%	64%	62%	67%	62%	65%	62%	66%
Net: Unimportant	20%	23%	17%	20%	20%	19%	20%	14%	23%	20%

They have the item(s) I'm looking for

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very important	55%	56%	54%	56%	55%	61%	54%	55%	58%	55%
Somewhat important	32%	30%	34%	33%	30%	26%	32%	31%	32%	32%
Neither important nor unimportant	7%	8%	6%	7%	7%	6%	7%	8%	6%	8%
Somewhat unimportant	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%
Not important at all	2%	2%	2%	2%	3%	1%	2%	2%	2%	2%
Don't know	2%	2%	2%	1%	4%	4%	2%	3%	1%	2%
Net: Important	87%	86%	88%	89%	84%	87%	87%	86%	90%	87%
Net: Unimportant	4%	4%	4%	3%	5%	3%	4%	3%	3%	4%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

I don't have to use public transport to get there

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very important	46%	48%	43%	44%	46%	47%
Somewhat important	17%	16%	18%	19%	17%	16%
Neither important nor unimportant	14%	14%	14%	13%	15%	15%
Somewhat unimportant	6%	4%	8%	5%	4%	7%
Not important at all	14%	16%	13%	16%	14%	14%
Don't know	3%	2%	3%	3%	4%	2%
Net: Important	63%	64%	61%	63%	64%	63%
Net: Unimportant	20%	20%	21%	21%	17%	21%

They have the item(s) I'm looking for

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very important	55%	56%	53%	55%	55%	55%
Somewhat important	32%	32%	32%	32%	31%	32%
Neither important nor unimportant	7%	6%	9%	7%	8%	7%
Somewhat unimportant	2%	2%	1%	2%	1%	2%
Not important at all	2%	3%	1%	3%	1%	2%
Don't know	2%	1%	4%	2%	4%	2%
Net: Important	87%	88%	85%	87%	85%	87%
Net: Unimportant	4%	5%	2%	4%	2%	4%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

In the current climate, how comfortable would you feel in visiting the following destinations once they re-open for non-essential items? (Please select one answer per row)

Local High street/ stores

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very comfortable	14%	14%	11%	10%	21%	13%	5%	9%	16%	15%
Quite comfortable	34%	32%	30%	37%	32%	36%	36%	46%	31%	33%
Neither comfortable nor uncomfortable	20%	24%	19%	17%	22%	19%	24%	20%	21%	18%
Quite uncomfortable	19%	23%	22%	20%	14%	20%	22%	16%	11%	21%
Very uncomfortable	10%	4%	10%	13%	9%	12%	10%	5%	18%	8%
Don't know	3%	4%	8%	3%	2%	0%	3%	4%	2%	4%
Net: Comfortable	48%	45%	41%	47%	54%	49%	41%	54%	48%	48%
Net: Uncomfortable	30%	26%	32%	33%	23%	32%	32%	21%	30%	29%

Department store (e.g. John Lewis, Mark & Spencer, Selfridges etc.)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very comfortable	11%	11%	10%	11%	16%	10%	13%	12%	8%	11%
Quite comfortable	27%	28%	26%	28%	32%	26%	28%	38%	38%	28%
Neither comfortable nor uncomfortable	19%	22%	19%	16%	17%	21%	21%	21%	16%	18%
Quite uncomfortable	24%	28%	20%	24%	22%	25%	19%	18%	16%	26%
Very uncomfortable	15%	7%	17%	18%	12%	17%	15%	5%	18%	14%
Don't know	3%	4%	8%	3%	2%	1%	4%	5%	4%	4%
Net: Comfortable	39%	39%	36%	40%	48%	36%	41%	50%	46%	39%
Net: Uncomfortable	39%	35%	37%	42%	34%	41%	34%	24%	34%	40%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

In the current climate, how comfortable would you feel in visiting the following destinations once they re-open for non-essential items? (Please select one answer per row)

Local High street/ stores

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very comfortable	14%	15%	12%	13%	14%	10%	14%	12%	13%	19%
Quite comfortable	34%	36%	32%	35%	32%	49%	32%	32%	38%	31%
Neither comfortable nor uncomfortable	20%	21%	18%	19%	20%	10%	21%	22%	21%	19%
Quite uncomfortable	19%	15%	23%	21%	18%	20%	19%	22%	19%	19%
Very uncomfortable	10%	9%	12%	10%	11%	8%	11%	9%	8%	11%
Don't know	3%	3%	2%	1%	4%	2%	3%	3%	1%	1%
Net: Comfortable	48%	52%	44%	48%	47%	59%	46%	44%	51%	51%
Net: Uncomfortable	30%	24%	36%	31%	29%	29%	30%	31%	27%	29%

Department store (e.g. John Lewis, Mark & Spencer, Selfridges etc.)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very comfortable	11%	13%	10%	10%	13%	12%	11%	10%	13%	13%
Quite comfortable	27%	30%	25%	28%	27%	33%	27%	26%	29%	31%
Neither comfortable nor uncomfortable	19%	22%	17%	21%	16%	16%	20%	16%	23%	18%
Quite uncomfortable	24%	19%	28%	25%	22%	21%	24%	31%	21%	22%
Very uncomfortable	15%	13%	17%	14%	17%	14%	15%	14%	13%	16%
Don't know	3%	3%	3%	2%	4%	4%	3%	3%	2%	1%
Net: Comfortable	39%	44%	34%	38%	41%	45%	38%	36%	41%	44%
Net: Uncomfortable	39%	32%	46%	39%	39%	35%	40%	44%	34%	37%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

In the current climate, how comfortable would you feel in visiting the following destinations once they re-open for non-essential items? (Please select one answer per row)

Local High street/ stores

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very comfortable	14%	14%	14%	15%	16%	12%
Quite comfortable	34%	33%	36%	35%	38%	32%
Neither comfortable nor uncomfortable	20%	18%	22%	22%	16%	19%
Quite uncomfortable	19%	22%	16%	14%	21%	23%
Very uncomfortable	10%	12%	8%	12%	6%	10%
Don't know	3%	1%	5%	2%	4%	3%
Net: Comfortable	48%	47%	49%	50%	53%	45%
Net: Uncomfortable	30%	34%	24%	26%	27%	33%

Department store (e.g. John Lewis, Mark & Spencer, Selfridges etc.)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very comfortable	11%	11%	13%	12%	15%	10%
Quite comfortable	27%	27%	28%	29%	28%	26%
Neither comfortable nor uncomfortable	19%	20%	19%	21%	14%	20%
Quite uncomfortable	24%	24%	24%	20%	24%	26%
Very uncomfortable	15%	17%	12%	16%	13%	15%
Don't know	3%	2%	5%	3%	5%	3%
Net: Comfortable	39%	38%	41%	41%	44%	36%
Net: Uncomfortable	39%	41%	36%	35%	37%	42%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

Shopping centre/mall (i.e. an area or building with multiple shops)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very comfortable	10%	9%	10%	7%	16%	8%	9%	11%	11%	10%
Quite comfortable	22%	25%	25%	26%	26%	18%	28%	36%	29%	21%
Neither comfortable nor uncomfortable	18%	17%	17%	15%	18%	19%	17%	15%	12%	17%
Quite uncomfortable	26%	31%	21%	25%	21%	28%	21%	22%	21%	26%
Very uncomfortable	22%	12%	19%	25%	18%	27%	21%	12%	25%	21%
Don't know	3%	7%	8%	2%	1%	1%	5%	4%	2%	5%
Net: Comfortable	32%	34%	35%	33%	42%	25%	36%	47%	40%	31%
Net: Uncomfortable	48%	42%	40%	49%	39%	55%	42%	34%	46%	47%

Retail park (i.e. shopping park out of town)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very comfortable	11%	11%	8%	11%	18%	9%	12%	10%	12%	11%
Quite comfortable	28%	32%	31%	34%	30%	21%	37%	41%	39%	27%
Neither comfortable nor uncomfortable	18%	16%	15%	17%	17%	20%	15%	19%	15%	16%
Quite uncomfortable	23%	26%	21%	19%	19%	27%	16%	16%	14%	24%
Very uncomfortable	17%	10%	16%	17%	13%	20%	16%	8%	19%	17%
Don't know	4%	5%	8%	4%	2%	4%	3%	6%	2%	6%
Net: Comfortable	38%	43%	39%	44%	49%	30%	49%	51%	51%	37%
Net: Uncomfortable	40%	36%	38%	35%	32%	47%	33%	24%	33%	41%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

Shopping centre/mall (i.e. an area or building with multiple shops)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very comfortable	10%	11%	8%	8%	12%	7%	10%	8%	11%	12%
Quite comfortable	22%	26%	18%	23%	21%	28%	21%	20%	25%	23%
Neither comfortable nor uncomfortable	18%	20%	16%	18%	17%	16%	18%	18%	17%	16%
Quite uncomfortable	26%	21%	30%	26%	25%	27%	25%	29%	25%	27%
Very uncomfortable	22%	18%	26%	23%	20%	18%	23%	21%	20%	21%
Don't know	3%	3%	3%	2%	5%	4%	3%	4%	2%	1%
Net: Comfortable	32%	38%	26%	31%	33%	36%	31%	28%	36%	36%
Net: Uncomfortable	48%	40%	55%	49%	46%	45%	48%	51%	45%	48%

Retail park (i.e. shopping park out of town)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very comfortable	11%	12%	10%	9%	13%	7%	11%	10%	12%	13%
Quite comfortable	28%	31%	25%	28%	27%	29%	27%	24%	30%	28%
Neither comfortable nor uncomfortable	18%	20%	16%	19%	16%	17%	18%	16%	17%	21%
Quite uncomfortable	23%	21%	25%	24%	21%	18%	24%	28%	24%	22%
Very uncomfortable	17%	13%	21%	17%	17%	18%	17%	15%	15%	13%
Don't know	4%	4%	5%	3%	6%	10%	3%	7%	1%	3%
Net: Comfortable	38%	43%	34%	37%	40%	36%	39%	34%	42%	41%
Net: Uncomfortable	40%	34%	46%	41%	38%	36%	40%	42%	40%	35%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

Shopping centre/mall (i.e. an area or building with multiple shops)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very comfortable	10%	9%	10%	11%	11%	8%
Quite comfortable	22%	22%	22%	25%	26%	20%
Neither comfortable nor uncomfortable	18%	17%	18%	19%	15%	17%
Quite uncomfortable	26%	25%	27%	23%	27%	27%
Very uncomfortable	22%	25%	19%	20%	18%	25%
Don't know	3%	2%	5%	2%	4%	3%
Net: Comfortable	32%	32%	32%	36%	36%	28%
Net: Uncomfortable	48%	50%	45%	43%	45%	52%

Retail park (i.e. shopping park out of town)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very comfortable	11%	11%	11%	11%	12%	10%
Quite comfortable	28%	27%	29%	32%	39%	22%
Neither comfortable nor uncomfortable	18%	19%	16%	19%	9%	19%
Quite uncomfortable	23%	24%	22%	19%	21%	27%
Very uncomfortable	17%	17%	16%	16%	16%	18%
Don't know	4%	3%	7%	3%	4%	5%
Net: Comfortable	38%	38%	40%	43%	51%	32%
Net: Uncomfortable	40%	41%	38%	34%	37%	44%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

Market

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Very comfortable	12%	10%	12%	12%	18%	9%	8%	8%	12%	13%
Quite comfortable	25%	28%	22%	26%	26%	25%	29%	36%	22%	25%
Neither comfortable nor uncomfortable	19%	20%	18%	17%	19%	19%	20%	20%	27%	18%
Quite uncomfortable	23%	26%	22%	22%	22%	24%	22%	17%	19%	24%
Very uncomfortable	18%	10%	17%	18%	14%	21%	17%	11%	19%	15%
Don't know	4%	7%	9%	5%	2%	2%	4%	7%	2%	5%
Net: Comfortable	37%	37%	34%	39%	44%	34%	37%	44%	34%	37%
Net: Uncomfortable	41%	35%	39%	40%	35%	45%	39%	28%	38%	39%

To what extent do you agree or disagree with each of the following statements? (Please select one answer per row)

As a result of lockdown I will now shop online for non-essential items (e.g. clothes, toys, homeware etc.) more often than I did previously

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	19%	17%	22%	25%	13%	18%	28%	14%	19%	18%
Slightly agree	29%	42%	30%	30%	25%	25%	29%	33%	24%	32%
Neither agree nor disagree	27%	15%	26%	22%	37%	29%	23%	28%	33%	24%
Slightly disagree	13%	13%	12%	15%	11%	13%	16%	19%	9%	14%
Strongly disagree	10%	5%	3%	7%	12%	14%	5%	3%	11%	8%
Don't know	3%	8%	6%	1%	2%	1%	-	3%	3%	4%
Net: Agree	48%	59%	53%	55%	39%	43%	57%	47%	43%	50%
Net: Disagree	23%	18%	16%	22%	22%	27%	21%	22%	20%	23%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

Market

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Very comfortable	12%	14%	10%	11%	13%	14%	11%	11%	13%	18%
Quite comfortable	25%	27%	23%	24%	26%	31%	24%	27%	27%	24%
Neither comfortable nor uncomfortable	19%	19%	18%	20%	17%	11%	20%	18%	20%	19%
Quite uncomfortable	23%	20%	26%	25%	20%	26%	23%	25%	23%	22%
Very uncomfortable	18%	15%	20%	17%	18%	15%	18%	16%	14%	16%
Don't know	4%	5%	3%	3%	5%	2%	4%	4%	3%	1%
Net: Comfortable	37%	41%	33%	35%	39%	45%	36%	37%	39%	42%
Net: Uncomfortable	41%	35%	46%	42%	39%	41%	40%	42%	37%	38%

To what extent do you agree or disagree with each of the following statements? (Please select one answer per row)

As a result of lockdown I will now shop online for non-essential items (e.g. clothes, toys, homeware etc.) more often than I did previously

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	19%	19%	19%	20%	18%	23%	18%	18%	20%	21%
Slightly agree	29%	27%	30%	30%	26%	31%	28%	28%	30%	31%
Neither agree nor disagree	27%	28%	26%	25%	30%	22%	28%	26%	27%	27%
Slightly disagree	13%	13%	13%	15%	10%	10%	13%	13%	11%	14%
Strongly disagree	10%	10%	10%	8%	12%	12%	10%	11%	11%	5%
Don't know	3%	3%	3%	1%	4%	3%	3%	3%	1%	1%
Net: Agree	48%	46%	49%	50%	44%	54%	47%	46%	49%	52%
Net: Disagree	23%	23%	23%	23%	22%	21%	23%	25%	22%	20%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

Market

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Very comfortable	12%	12%	12%	15%	11%	10%
Quite comfortable	25%	25%	26%	26%	29%	24%
Neither comfortable nor uncomfortable	19%	18%	19%	19%	18%	18%
Quite uncomfortable	23%	23%	23%	18%	22%	27%
Very uncomfortable	18%	20%	14%	18%	17%	17%
Don't know	4%	2%	6%	4%	4%	4%
Net: Comfortable	37%	36%	38%	40%	40%	34%
Net: Uncomfortable	41%	43%	37%	37%	39%	44%

To what extent do you agree or disagree with each of the following statements? (Please select one answer per row)

As a result of lockdown I will now shop online for non-essential items (e.g. clothes, toys, homeware etc.) more often than I did previously

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	19%	20%	18%	21%	17%	18%
Slightly agree	29%	27%	32%	28%	31%	28%
Neither agree nor disagree	27%	29%	24%	29%	23%	27%
Slightly disagree	13%	13%	13%	13%	12%	13%
Strongly disagree	10%	10%	10%	8%	11%	11%
Don't know	3%	2%	4%	2%	5%	2%
Net: Agree	48%	46%	49%	49%	48%	46%
Net: Disagree	23%	23%	23%	20%	24%	24%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

Lockdown has made me more likely to want to shop locally (i.e. local High street/ stores) more often than I did previously

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	15%	10%	11%	16%	18%	17%	16%	11%	15%	15%
Slightly agree	31%	35%	32%	31%	28%	31%	28%	35%	32%	32%
Neither agree nor disagree	33%	27%	25%	32%	44%	35%	36%	30%	37%	30%
Slightly disagree	12%	17%	16%	11%	5%	11%	15%	13%	5%	12%
Strongly disagree	6%	5%	7%	5%	5%	6%	1%	5%	7%	6%
Don't know	3%	5%	8%	4%	1%	1%	3%	5%	3%	4%
Net: Agree	46%	46%	43%	47%	45%	48%	44%	46%	47%	47%
Net: Disagree	17%	22%	23%	16%	10%	17%	17%	18%	13%	18%

I feel more comfortable shopping locally (i.e. local High street/ stores) compared to shopping centres until the coronavirus (COVID-19) pandemic is over

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	18%	13%	17%	16%	16%	22%	20%	15%	21%	16%
Slightly agree	35%	40%	30%	35%	36%	34%	31%	31%	38%	37%
Neither agree nor disagree	31%	23%	34%	29%	37%	30%	36%	36%	25%	32%
Slightly disagree	8%	11%	6%	11%	4%	7%	6%	6%	6%	7%
Strongly disagree	5%	2%	5%	5%	5%	5%	4%	4%	7%	3%
Don't know	4%	10%	8%	5%	1%	1%	3%	8%	2%	5%
Net: Agree	53%	54%	47%	51%	52%	56%	52%	46%	59%	53%
Net: Disagree	12%	13%	11%	15%	10%	13%	9%	10%	14%	10%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

Lockdown has made me more likely to want to shop locally (i.e. local High street/ stores) more often than I did previously

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	15%	12%	18%	15%	15%	12%	16%	15%	15%	15%
Slightly agree	31%	31%	31%	33%	30%	37%	31%	31%	29%	37%
Neither agree nor disagree	33%	35%	32%	33%	34%	35%	33%	35%	34%	33%
Slightly disagree	12%	14%	9%	12%	11%	10%	12%	10%	13%	10%
Strongly disagree	6%	5%	6%	6%	5%	3%	6%	6%	7%	4%
Don't know	3%	2%	4%	2%	5%	4%	3%	4%	3%	1%
Net: Agree	46%	43%	50%	48%	45%	48%	46%	46%	44%	53%
Net: Disagree	17%	20%	15%	18%	16%	13%	18%	16%	20%	14%

I feel more comfortable shopping locally (i.e. local High street/ stores) compared to shopping centres until the coronavirus (COVID-19) pandemic is over

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	18%	14%	23%	19%	18%	16%	19%	19%	20%	16%
Slightly agree	35%	34%	35%	37%	32%	38%	34%	36%	33%	37%
Neither agree nor disagree	31%	36%	26%	30%	32%	30%	31%	28%	32%	32%
Slightly disagree	8%	7%	8%	7%	8%	8%	8%	8%	8%	7%
Strongly disagree	5%	5%	4%	5%	5%	3%	5%	5%	5%	7%
Don't know	4%	3%	4%	3%	5%	5%	4%	5%	2%	1%
Net: Agree	53%	48%	57%	55%	50%	54%	53%	54%	53%	53%
Net: Disagree	12%	12%	12%	12%	13%	11%	13%	12%	13%	15%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

Lockdown has made me more likely to want to shop locally (i.e. local High street/ stores) more often than I did previously

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	15%	17%	13%	17%	13%	15%
Slightly agree	31%	33%	28%	28%	31%	34%
Neither agree nor disagree	33%	33%	33%	35%	35%	32%
Slightly disagree	12%	10%	15%	11%	10%	12%
Strongly disagree	6%	5%	7%	6%	7%	5%
Don't know	3%	2%	5%	3%	5%	3%
Net: Agree	46%	50%	41%	45%	43%	48%
Net: Disagree	17%	15%	21%	17%	17%	17%

I feel more comfortable shopping locally (i.e. local High street/ stores) compared to shopping centres until the coronavirus (COVID-19) pandemic is over

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	18%	20%	16%	17%	18%	19%
Slightly agree	35%	34%	36%	32%	33%	37%
Neither agree nor disagree	31%	31%	30%	35%	28%	29%
Slightly disagree	8%	7%	8%	6%	9%	8%
Strongly disagree	5%	5%	4%	7%	5%	4%
Don't know	4%	2%	6%	2%	7%	4%
Net: Agree	53%	54%	52%	50%	51%	56%
Net: Disagree	12%	12%	12%	13%	13%	12%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

I want to shop locally to support local shops and businesses

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	30%	23%	26%	32%	30%	32%	32%	25%	30%	29%
Slightly agree	44%	45%	45%	39%	40%	46%	40%	49%	41%	42%
Neither agree nor disagree	20%	21%	21%	23%	26%	17%	23%	20%	24%	22%
Slightly disagree	3%	6%	1%	2%	2%	3%	3%	2%	2%	3%
Strongly disagree	2%	1%	1%	2%	1%	2%	1%	-	-	2%
Don't know	2%	5%	5%	2%	2%	0%	1%	4%	3%	3%
Net: Agree	73%	68%	71%	71%	69%	78%	72%	74%	71%	71%
Net: Disagree	4%	7%	2%	4%	2%	5%	4%	2%	2%	4%

I am more likely to get non-essential items from my favoured supermarket where possible until the coronavirus (COVID-19) pandemic is over

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	16%	11%	14%	18%	15%	17%	21%	12%	19%	13%
Slightly agree	36%	42%	40%	35%	30%	35%	36%	38%	27%	39%
Neither agree nor disagree	28%	18%	28%	23%	35%	30%	30%	34%	35%	26%
Slightly disagree	11%	13%	7%	16%	12%	9%	10%	10%	11%	11%
Strongly disagree	6%	4%	2%	3%	8%	8%	2%	2%	3%	6%
Don't know	4%	13%	8%	4%	1%	1%	1%	4%	5%	6%
Net: Agree	51%	52%	54%	53%	45%	52%	57%	50%	45%	52%
Net: Disagree	17%	17%	9%	19%	20%	17%	12%	12%	15%	17%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

I want to shop locally to support local shops and businesses

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	30%	27%	32%	32%	27%	27%	30%	27%	29%	35%
Slightly agree	44%	43%	45%	45%	42%	45%	44%	42%	46%	43%
Neither agree nor disagree	20%	23%	18%	18%	24%	21%	20%	23%	20%	18%
Slightly disagree	3%	3%	2%	3%	3%	4%	3%	3%	3%	3%
Strongly disagree	2%	2%	1%	2%	1%	1%	2%	2%	1%	1%
Don't know	2%	2%	2%	1%	3%	2%	2%	3%	1%	1%
Net: Agree	73%	69%	77%	77%	69%	72%	74%	70%	75%	77%
Net: Disagree	4%	5%	3%	4%	4%	5%	4%	5%	4%	4%

I am more likely to get non-essential items from my favoured supermarket where possible until the coronavirus (COVID-19) pandemic is over

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	16%	11%	20%	13%	19%	14%	16%	18%	16%	11%
Slightly agree	36%	35%	37%	40%	31%	34%	36%	35%	39%	36%
Neither agree nor disagree	28%	33%	24%	27%	30%	28%	28%	26%	28%	25%
Slightly disagree	11%	11%	11%	11%	10%	11%	11%	11%	9%	15%
Strongly disagree	6%	6%	6%	7%	4%	9%	5%	6%	5%	11%
Don't know	4%	5%	3%	2%	6%	4%	4%	4%	3%	2%
Net: Agree	51%	46%	56%	53%	49%	49%	52%	53%	56%	47%
Net: Disagree	17%	17%	16%	18%	15%	19%	16%	17%	13%	27%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

I want to shop locally to support local shops and businesses

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	30%	32%	26%	30%	29%	29%
Slightly agree	44%	44%	43%	44%	44%	44%
Neither agree nor disagree	20%	19%	22%	20%	16%	21%
Slightly disagree	3%	2%	4%	2%	4%	3%
Strongly disagree	2%	1%	2%	2%	2%	1%
Don't know	2%	2%	3%	1%	5%	2%
Net: Agree	73%	76%	69%	74%	73%	73%
Net: Disagree	4%	3%	6%	4%	6%	4%

I am more likely to get non-essential items from my favoured supermarket where possible until the coronavirus (COVID-19) pandemic is over

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	16%	15%	16%	16%	19%	14%
Slightly agree	36%	36%	36%	36%	34%	36%
Neither agree nor disagree	28%	30%	25%	28%	25%	29%
Slightly disagree	11%	10%	12%	9%	12%	12%
Strongly disagree	6%	6%	6%	8%	5%	5%
Don't know	4%	3%	5%	4%	5%	4%
Net: Agree	51%	51%	52%	52%	54%	51%
Net: Disagree	17%	16%	17%	16%	16%	17%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

Now moving away from non-essential items and thinking about food and drink items.... To what extent do you agree or disagree with each of the following statements? (Please select one answer per row)

As a result of lockdown, I have purchased food and/or drink items from local sources (e.g. farms, breweries, fish mongers, bakery's etc.)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	15%	7%	14%	17%	14%	17%	13%	14%	15%	14%
Slightly agree	23%	24%	21%	27%	22%	23%	26%	24%	26%	23%
Neither agree nor disagree	19%	12%	19%	17%	27%	19%	26%	21%	25%	16%
Slightly disagree	20%	23%	19%	17%	21%	21%	12%	24%	16%	22%
Strongly disagree	21%	25%	22%	21%	16%	20%	22%	15%	15%	21%
Don't know	2%	9%	5%	1%	-	1%	-	2%	3%	4%
	38.07	31.31	35.43	43.94	35.83	39.46	39.72	38.06	41.33	37.15

After lockdown, I will shop where I can from local sources (e.g. local shops, farms, breweries, bakery's etc.) before going to supermarkets

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	13%	8%	13%	11%	12%	16%	13%	8%	8%	12%
Slightly agree	28%	27%	31%	29%	28%	28%	32%	34%	35%	25%
Neither agree nor disagree	31%	33%	29%	30%	35%	30%	27%	37%	30%	33%
Slightly disagree	16%	19%	12%	17%	15%	17%	14%	11%	18%	18%
Strongly disagree	8%	6%	8%	11%	9%	8%	11%	6%	4%	8%
Don't know	3%	8%	7%	3%	2%	1%	3%	4%	5%	4%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

Now moving away from non-essential items and thinking about food and drink items.... To what extent do you agree or disagree with each of the following statements? (Please select one answer per row)

As a result of lockdown, I have purchased food and/or drink items from local sources (e.g. farms, breweries, fish mongers, bakery's etc.)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	15%	15%	15%	17%	12%	10%	16%	13%	14%	22%
Slightly agree	23%	25%	22%	24%	22%	24%	23%	16%	28%	28%
Neither agree nor disagree	19%	19%	19%	18%	21%	22%	19%	16%	22%	18%
Slightly disagree	20%	19%	21%	18%	23%	19%	20%	27%	16%	14%
Strongly disagree	21%	20%	21%	22%	19%	21%	20%	25%	20%	16%
Don't know	2%	2%	2%	1%	4%	3%	2%	3%	-	3%
	38.07	39.93	36.31	41.41	33.64	34.27	38.64	29.4	41.75	49.36

After lockdown, I will shop where I can from local sources (e.g. local shops, farms, breweries, bakery's etc.) before going to supermarkets

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	13%	12%	13%	14%	11%	13%	13%	12%	12%	15%
Slightly agree	28%	29%	28%	30%	26%	23%	29%	26%	31%	32%
Neither agree nor disagree	31%	32%	30%	28%	35%	29%	31%	34%	32%	26%
Slightly disagree	16%	16%	17%	17%	15%	21%	15%	16%	14%	18%
Strongly disagree	8%	9%	8%	9%	8%	11%	8%	8%	9%	7%
Don't know	3%	3%	4%	2%	5%	3%	3%	4%	2%	1%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

Now moving away from non-essential items and thinking about food and drink items.... To what extent do you agree or disagree with each of the following statements? (Please select one answer per row)

As a result of lockdown, I have purchased food and/or drink items from local sources (e.g. farms, breweries, fish mongers, bakery's etc.)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	15%	17%	11%	15%	16%	14%
Slightly agree	23%	25%	21%	25%	21%	23%
Neither agree nor disagree	19%	21%	17%	22%	14%	18%
Slightly disagree	20%	18%	24%	16%	26%	21%
Strongly disagree	21%	18%	24%	21%	20%	21%
Don't know	2%	1%	4%	1%	2%	3%
	38.07	42.21	32.09	39.84	36.9	37.15

After lockdown, I will shop where I can from local sources (e.g. local shops, farms, breweries, bakery's etc.) before going to supermarkets

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	13%	15%	10%	13%	12%	13%
Slightly agree	28%	32%	23%	32%	25%	27%
Neither agree nor disagree	31%	29%	34%	30%	33%	31%
Slightly disagree	16%	15%	18%	15%	13%	18%
Strongly disagree	8%	7%	10%	10%	9%	7%
Don't know	3%	2%	5%	1%	8%	3%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

After lockdown is lifted, I will do my main shop at a supermarket but do top-up shops locally (i.e. local high street, shops etc.)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	15%	13%	16%	9%	15%	18%	14%	18%	17%	14%
Slightly agree	35%	34%	32%	36%	31%	38%	40%	32%	33%	30%
Neither agree nor disagree	28%	20%	31%	29%	36%	26%	27%	30%	26%	31%
Slightly disagree	12%	19%	10%	9%	9%	12%	12%	11%	9%	14%
Strongly disagree	6%	2%	2%	11%	7%	5%	5%	4%	9%	3%
Don't know	5%	13%	9%	5%	2%	1%	2%	5%	5%	7%

After lockdown is lifted I will limit my visitation to supermarkets (i.e. only going once a week, avoiding top-up shops etc.)

Unweighted base	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	20%	6%	20%	21%	17%	25%	26%	19%	14%	18%
Slightly agree	29%	29%	33%	32%	26%	28%	35%	36%	23%	28%
Neither agree nor disagree	26%	31%	21%	22%	33%	25%	21%	19%	29%	27%
Slightly disagree	14%	17%	14%	14%	14%	13%	14%	14%	20%	15%
Strongly disagree	7%	10%	5%	9%	7%	7%	2%	8%	11%	8%
Don't know	3%	8%	6%	2%	3%	2%	2%	3%	4%	5%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

After lockdown is lifted, I will do my main shop at a supermarket but do top-up shops locally (i.e. local high street, shops etc.)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	15%	15%	15%	14%	15%	11%	15%	15%	15%	13%
Slightly agree	35%	32%	38%	36%	34%	37%	35%	28%	41%	34%
Neither agree nor disagree	28%	31%	26%	29%	27%	31%	28%	32%	25%	30%
Slightly disagree	12%	12%	11%	11%	12%	11%	12%	15%	11%	12%
Strongly disagree	6%	6%	6%	6%	5%	4%	6%	5%	5%	6%
Don't know	5%	4%	5%	4%	6%	7%	4%	5%	3%	4%

After lockdown is lifted I will limit my visitation to supermarkets (i.e. only going once a week, avoiding top-up shops etc.)

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	20%	17%	23%	21%	19%	15%	21%	22%	19%	19%
Slightly agree	29%	28%	30%	30%	28%	34%	29%	28%	31%	32%
Neither agree nor disagree	26%	27%	25%	25%	27%	24%	26%	25%	25%	22%
Slightly disagree	14%	15%	13%	14%	14%	16%	14%	14%	16%	16%
Strongly disagree	7%	9%	6%	8%	7%	8%	7%	8%	7%	9%
Don't know	3%	3%	3%	2%	5%	4%	3%	3%	2%	1%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

After lockdown is lifted, I will do my main shop at a supermarket but do top-up shops locally (i.e. local high street, shops etc.)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	15%	17%	12%	12%	10%	18%
Slightly agree	35%	38%	31%	33%	35%	36%
Neither agree nor disagree	28%	27%	31%	32%	29%	26%
Slightly disagree	12%	10%	14%	12%	14%	11%
Strongly disagree	6%	6%	5%	7%	5%	5%
Don't know	5%	3%	7%	5%	6%	4%

After lockdown is lifted I will limit my visitation to supermarkets (i.e. only going once a week, avoiding top-up shops etc.)

Unweighted base	1032	617	414	369	132	531
Base: All UK adults	1032	613	418	366	133	533
Strongly agree	20%	23%	17%	18%	17%	22%
Slightly agree	29%	29%	29%	30%	32%	28%
Neither agree nor disagree	26%	24%	28%	27%	24%	25%
Slightly disagree	14%	14%	14%	16%	12%	13%
Strongly disagree	7%	7%	8%	7%	9%	7%
Don't know	3%	3%	4%	2%	5%	4%

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Age					Parents of children living in household by age			
	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children

After lockdown is lifted I will aim to do as much shopping as possible in my favoured supermarket/grocery store, to avoid visiting numerous shopping destinations

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
	1032	106	170	173	165	418	89	102	94	448
Base: All UK adults	1032	115	165	171	166	415	88	102	94	450
Strongly agree	20%	16%	19%	22%	12%	25%	18%	18%	21%	20%
Slightly agree	32%	42%	28%	27%	30%	33%	29%	29%	28%	32%
Neither agree nor disagree	29%	17%	30%	31%	41%	26%	33%	40%	34%	27%
Slightly disagree	11%	14%	12%	8%	10%	10%	11%	7%	8%	12%
Strongly disagree	5%	2%	2%	9%	6%	5%	7%	3%	5%	4%
Don't know	3%	9%	9%	2%	1%	1%	2%	4%	4%	5%

You previously mentioned that you have been purchasing food and/or drink items from local sources during lockdown...Which, if any, of the following best applies to you regarding your shopping habits after lockdown is fully lifted? (Please select the option that best applies)

	Unweighted base	18-24	25-34	35-44	45-54	55+	Under 5	Aged 5-11	Aged 12-18	No children
	391	31	59	77	59	165	36	39	39	164
Base: All UK adults who have been purchasing locally	393	36	59	75	60	164	35	39	39	167
I will continue to purchase items from local sources to the same extent as I do now even once the lockdown is fully lifted	46%	40%	38%	40%	46%	52%	34%	42%	39%	45%
I will continue to purchase items from local sources to a greater extent than I do now once the lockdown is fully lifted	24%	26%	31%	24%	28%	21%	35%	28%	20%	26%
I will continue to purchase items from local sources but to a lesser extent than I do now once the lockdown is fully lifted	21%	20%	24%	26%	15%	20%	28%	22%	25%	19%
I will not continue to purchase items from local sources once the lockdown is fully lifted	4%	8%	3%	3%	3%	4%	-	-	5%	5%
Don't know	5%	5%	5%	7%	8%	4%	3%	7%	10%	6%

Cell Contents (Column Percentages)

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Gender		Social Grade (Chief Income Earner)		Region		Household Income		
	Male	Female	NET: ABC1	NET: C2DE	London	Net: All other cities	NET: Low Income (£24,999 and under)	NET: Medium Income (£25,000 - £49,999)	NET: High Income (£50,000 - £150,00 and over)

After lockdown is lifted I will aim to do as much shopping as possible in my favoured supermarket/grocery store, to avoid visiting numerous shopping destinations

Unweighted base	1032	490	542	594	438	135	897	277	307	175
Base: All UK adults	1032	501	531	588	444	135	897	277	308	172
Strongly agree	20%	18%	22%	20%	21%	20%	20%	25%	19%	18%
Slightly agree	32%	31%	32%	36%	26%	28%	32%	29%	32%	36%
Neither agree nor disagree	29%	31%	26%	27%	31%	28%	29%	24%	33%	30%
Slightly disagree	11%	12%	10%	10%	12%	15%	10%	12%	10%	10%
Strongly disagree	5%	5%	5%	5%	5%	6%	5%	6%	4%	5%
Don't know	3%	2%	5%	2%	6%	3%	4%	4%	2%	1%

You previously mentioned that you have been purchasing food and/or drink items from local sources during lockdown...Which, if any, of the following best applies to you regarding your shopping habits after lockdown is fully lifted? (Please select the option that best applies)

Unweighted base	391	195	196	244	147	47	344	81	128	86
Base: All UK adults who have been purchasing locally	393	200	193	244	149	46	347	81	129	85
I will continue to purchase items from local sources to the same extent as I do now even once the lockdown is fully lifted	46%	41%	51%	46%	46%	50%	45%	53%	42%	40%
I will continue to purchase items from local sources to a greater extent than I do now once the lockdown is fully lifted	24%	25%	24%	24%	25%	13%	26%	19%	29%	28%
I will continue to purchase items from local sources but to a lesser extent than I do now once the lockdown is fully lifted	21%	22%	20%	21%	20%	29%	20%	25%	15%	27%
I will not continue to purchase items from local sources once the lockdown is fully lifted	4%	5%	2%	3%	4%	4%	4%	1%	6%	2%
Don't know	5%	7%	3%	5%	5%	4%	6%	1%	7%	2%

Cell Contents (C)

YouGov Results - Shopping locally

Sample: 1,032 UK adults

Fieldwork Dates: 19th - 24th June 2020



Total	Marital status		Employment status		
	Net: Couple	Net: Not a couple	Net: Working full time	Net: Working part time	Net: Other

After lockdown is lifted I will aim to do as much shopping as possible in my favoured supermarket/grocery store, to avoid visiting numerous shopping destinations

	Unweighted base	1032	617	414	369	132	531
Base: All UK adults		1032	613	418	366	133	533
Strongly agree		20%	21%	19%	18%	16%	23%
Slightly agree		32%	32%	31%	30%	37%	32%
Neither agree nor disagree		29%	30%	27%	37%	23%	25%
Slightly disagree		11%	10%	12%	9%	12%	11%
Strongly disagree		5%	5%	5%	5%	5%	5%
Don't know		3%	2%	5%	2%	7%	4%

You previously mentioned that you have been purchasing food and/or drink items from local sources during lockdown...Which, if any, of the following best applies to you regarding your shopping habits after lockdown is fully lifted? (Please select the option that best applies)

	Unweighted base	391	261	130	147	48	196
Base: All UK adults who have been purchasing locally		393	259	134	146	49	198
I will continue to purchase items from local sources to the same extent as I do now even once the lockdown is fully lifted		46%	47%	43%	39%	45%	51%
I will continue to purchase items from local sources to a greater extent than I do now once the lockdown is fully lifted		24%	25%	22%	34%	23%	17%
I will continue to purchase items from local sources but to a lesser extent than I do now once the lockdown is fully lifted		21%	20%	23%	16%	33%	22%
I will not continue to purchase items from local sources once the lockdown is fully lifted		4%	3%	6%	4%	-	4%
Don't know		5%	5%	6%	7%	-	5%

Cell Contents (C)