



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Still thinking about the Coronavirus (COVID-19) pandemic and thinking generally about things you buy online (i.e. groceries, homeware, medicine, clothes etc.). If you never shop online, please select the 'Not applicable' option.

Overall, are you buying more or less physical items online, since the UK Government imposed a lockdown on 23rd March, or has it made no difference?

Unweighted base	2843	1325	1518	212	440	446	478	1267	1687	1156
<b>Base: All UK Adults</b>	<b>2843</b>	<b>1379</b>	<b>1464</b>	<b>316</b>	<b>465</b>	<b>478</b>	<b>500</b>	<b>1085</b>	<b>1621</b>	<b>1222</b>
I'm buying much more than usual	9%	8%	10%	7%	12%	11%	10%	8%	11%	7%
I'm buying somewhat more than usual	26%	25%	26%	27%	30%	28%	21%	25%	29%	22%
No difference	36%	39%	34%	31%	32%	35%	39%	39%	33%	41%
I'm buying somewhat less than usual	11%	10%	11%	9%	11%	14%	10%	10%	11%	10%
I'm buying much less than usual	10%	8%	11%	13%	10%	7%	11%	9%	9%	11%
Not applicable - I never shop online	6%	8%	5%	8%	4%	3%	7%	8%	6%	7%
Don't know	2%	2%	2%	6%	2%	2%	2%	1%	1%	3%

HMO\_Q1. To what extent, if at all, do you think it is acceptable for people to order non-essential physical items online during the coronavirus outbreak?

Unweighted base	2843	1325	1518	212	440	446	478	1267	1687	1156
<b>Base: All UK Adults</b>	<b>2843</b>	<b>1379</b>	<b>1464</b>	<b>316</b>	<b>465</b>	<b>478</b>	<b>500</b>	<b>1085</b>	<b>1621</b>	<b>1222</b>
Very acceptable	25%	30%	20%	26%	28%	24%	26%	23%	27%	22%
Fairly acceptable	50%	47%	53%	47%	50%	53%	46%	51%	52%	47%
Not very acceptable	14%	13%	15%	13%	13%	13%	15%	15%	12%	17%
Not at all acceptable	3%	3%	2%	3%	1%	2%	4%	3%	2%	3%
Don't know	8%	7%	9%	11%	8%	8%	8%	7%	7%	10%



Total	Region								
	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

Still thinking about the Coronavirus (COVID-19) pandemic and thinking generally about things you buy online (i.e. groceries, homeware, medicine, clothes etc.). If you never shop online, please select the 'Not applicable' option.

Overall, are you buying more or less physical items online, since the UK Government imposed a lockdown on 23rd March, or has it made no difference?

Unweighted base	2843	670	459	269	335	696	2429	124	224	66
<b>Base: All UK Adults</b>	<b>2843</b>	<b>662</b>	<b>458</b>	<b>251</b>	<b>372</b>	<b>647</b>	<b>2391</b>	<b>136</b>	<b>239</b>	<b>77</b>
I'm buying much more than usual	9%	10%	9%	7%	11%	9%	10%	9%	9%	6%
I'm buying somewhat more than usual	26%	25%	22%	29%	28%	27%	26%	27%	24%	26%
No difference	36%	36%	45%	36%	29%	34%	36%	39%	36%	43%
I'm buying somewhat less than usual	11%	9%	10%	8%	13%	13%	11%	7%	13%	7%
I'm buying much less than usual	10%	10%	7%	14%	9%	10%	10%	12%	6%	13%
Not applicable - I never shop online	6%	7%	5%	3%	8%	5%	6%	5%	10%	5%
Don't know	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%

HMO\_Q1. To what extent, if at all, do you think it is acceptable for people to order non-essential physical items online during the coronavirus outbreak?

Unweighted base	2843	670	459	269	335	696	2429	124	224	66
<b>Base: All UK Adults</b>	<b>2843</b>	<b>662</b>	<b>458</b>	<b>251</b>	<b>372</b>	<b>647</b>	<b>2391</b>	<b>136</b>	<b>239</b>	<b>77</b>
Very acceptable	25%	24%	27%	22%	25%	25%	25%	29%	25%	25%
Fairly acceptable	50%	52%	49%	53%	50%	50%	51%	43%	45%	49%
Not very acceptable	14%	13%	16%	16%	12%	14%	14%	17%	15%	18%
Not at all acceptable	3%	3%	1%	3%	5%	2%	3%	3%	3%	5%
Don't know	8%	8%	8%	5%	8%	8%	8%	8%	12%	3%



Total	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales

Still thinking about the Coronavirus (COVID-19) pandemic and thinking generally about things you buy online (i.e. groceries, homeware, medicine, clothes etc.). If you never shop online, please select the 'Not applicable' option.

Overall, are you buying more or less physical items online, since the UK Government imposed a lockdown on 23rd March, or has it made no difference?

Unweighted base	2843	120	321	229	229	230	269	335	404	292	2429	124
<b>Base: All UK Adults</b>	<b>2843</b>	<b>119</b>	<b>318</b>	<b>225</b>	<b>231</b>	<b>227</b>	<b>251</b>	<b>372</b>	<b>370</b>	<b>277</b>	<b>2391</b>	<b>136</b>
I'm buying much more than usual	9%	12%	8%	12%	8%	11%	7%	11%	11%	7%	10%	9%
I'm buying somewhat more than usual	26%	29%	25%	24%	22%	22%	29%	28%	29%	24%	26%	27%
No difference	36%	30%	39%	35%	47%	42%	36%	29%	33%	36%	36%	39%
I'm buying somewhat less than usual	11%	12%	7%	10%	11%	9%	8%	13%	12%	14%	11%	7%
I'm buying much less than usual	10%	9%	10%	10%	6%	7%	14%	9%	10%	10%	10%	12%
Not applicable - I never shop online	6%	4%	8%	9%	5%	5%	3%	8%	5%	6%	6%	5%
Don't know	2%	4%	3%	2%	1%	4%	1%	2%	1%	3%	2%	2%

HMO\_Q1. To what extent, if at all, do you think it is acceptable for people to order non-essential physical items online during the coronavirus outbreak?

Unweighted base	2843	120	321	229	229	230	269	335	404	292	2429	124
<b>Base: All UK Adults</b>	<b>2843</b>	<b>119</b>	<b>318</b>	<b>225</b>	<b>231</b>	<b>227</b>	<b>251</b>	<b>372</b>	<b>370</b>	<b>277</b>	<b>2391</b>	<b>136</b>
Very acceptable	25%	24%	25%	23%	26%	27%	22%	25%	25%	24%	25%	29%
Fairly acceptable	50%	55%	52%	52%	52%	45%	53%	50%	54%	46%	51%	43%
Not very acceptable	14%	11%	13%	14%	13%	18%	16%	12%	13%	17%	14%	17%
Not at all acceptable	3%	5%	2%	4%	1%	0%	3%	5%	2%	3%	3%	3%
Don't know	8%	5%	9%	8%	7%	10%	5%	8%	7%	10%	8%	8%



Total	Working Status								
	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

Still thinking about the Coronavirus (COVID-19) pandemic and thinking generally about things you buy online (i.e. groceries, homeware, medicine, clothes etc.). If you never shop online, please select the 'Not applicable' option.

Overall, are you buying more or less physical items online, since the UK Government imposed a lockdown on 23rd March, or has it made no difference?

Unweighted base	2843	224	66	1018	393	1411	149	842	112	329
<b>Base: All UK Adults</b>	<b>2843</b>	<b>239</b>	<b>77</b>	<b>1088</b>	<b>398</b>	<b>1486</b>	<b>198</b>	<b>679</b>	<b>134</b>	<b>346</b>
I'm buying much more than usual	9%	9%	6%	9%	11%	10%	6%	9%	4%	13%
I'm buying somewhat more than usual	26%	24%	26%	27%	28%	27%	29%	24%	23%	22%
No difference	36%	36%	43%	36%	33%	35%	30%	40%	37%	39%
I'm buying somewhat less than usual	11%	13%	7%	11%	13%	12%	9%	10%	10%	9%
I'm buying much less than usual	10%	6%	13%	10%	9%	10%	13%	7%	12%	10%
Not applicable - I never shop online	6%	10%	5%	5%	5%	5%	9%	9%	9%	4%
Don't know	2%	2%	2%	2%	1%	2%	3%	1%	5%	4%

HMO\_Q1. To what extent, if at all, do you think it is acceptable for people to order non-essential physical items online during the coronavirus outbreak?

Unweighted base	2843	224	66	1018	393	1411	149	842	112	329
<b>Base: All UK Adults</b>	<b>2843</b>	<b>239</b>	<b>77</b>	<b>1088</b>	<b>398</b>	<b>1486</b>	<b>198</b>	<b>679</b>	<b>134</b>	<b>346</b>
Very acceptable	25%	25%	25%	27%	22%	26%	29%	24%	21%	22%
Fairly acceptable	50%	45%	49%	51%	54%	52%	43%	51%	45%	47%
Not very acceptable	14%	15%	18%	13%	15%	14%	15%	14%	13%	17%
Not at all acceptable	3%	3%	5%	2%	2%	2%	5%	4%	5%	1%
Don't know	8%	12%	3%	7%	7%	7%	7%	7%	16%	13%



Total	Marital Status					Children in Household					
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Still thinking about the Coronavirus (COVID-19) pandemic and thinking generally about things you buy online (i.e. groceries, homeware, medicine, clothes etc.). If you never shop online, please select the 'Not applicable' option.

Overall, are you buying more or less physical items online, since the UK Government imposed a lockdown on 23rd March, or has it made no difference?

Unweighted base	2843	1355	372	280	126	687	2025	354	299	119	772	46
<b>Base: All UK Adults</b>	<b>2843</b>	<b>1271</b>	<b>383</b>	<b>259</b>	<b>104</b>	<b>799</b>	<b>1957</b>	<b>386</b>	<b>313</b>	<b>137</b>	<b>836</b>	<b>50</b>
I'm buying much more than usual	9%	10%	9%	11%	10%	8%	9%	10%	11%	12%	11%	6%
I'm buying somewhat more than usual	26%	28%	26%	24%	20%	24%	25%	29%	30%	27%	29%	20%
No difference	36%	38%	38%	36%	31%	33%	37%	35%	35%	36%	35%	46%
I'm buying somewhat less than usual	11%	10%	11%	9%	11%	12%	11%	9%	10%	12%	10%	6%
I'm buying much less than usual	10%	8%	8%	11%	11%	12%	10%	11%	10%	9%	10%	4%
Not applicable - I never shop online	6%	5%	6%	8%	13%	7%	7%	5%	3%	4%	4%	7%
Don't know	2%	1%	1%	-	4%	4%	2%	2%	2%	1%	1%	12%

HMO\_Q1. To what extent, if at all, do you think it is acceptable for people to order non-essential physical items online during the coronavirus outbreak?

Unweighted base	2843	1355	372	280	126	687	2025	354	299	119	772	46
<b>Base: All UK Adults</b>	<b>2843</b>	<b>1271</b>	<b>383</b>	<b>259</b>	<b>104</b>	<b>799</b>	<b>1957</b>	<b>386</b>	<b>313</b>	<b>137</b>	<b>836</b>	<b>50</b>
Very acceptable	25%	25%	26%	25%	26%	25%	25%	21%	28%	29%	25%	29%
Fairly acceptable	50%	53%	51%	46%	44%	48%	50%	56%	48%	47%	51%	31%
Not very acceptable	14%	13%	15%	16%	16%	15%	14%	15%	14%	12%	14%	11%
Not at all acceptable	3%	3%	2%	5%	3%	3%	3%	2%	3%	-	2%	4%
Don't know	8%	7%	7%	8%	11%	9%	8%	6%	7%	12%	7%	26%



Total	Parent/ Guardian							
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

Still thinking about the Coronavirus (COVID-19) pandemic and thinking generally about things you buy online (i.e. groceries, homeware, medicine, clothes etc.). If you never shop online, please select the 'Not applicable' option.

Overall, are you buying more or less physical items online, since the UK Government imposed a lockdown on 23rd March, or has it made no difference?

Unweighted base	2843	1721	1122	258	321	260	105	701	1122
<b>Base: All UK Adults</b>	<b>2843</b>	<b>1622</b>	<b>1221</b>	<b>275</b>	<b>345</b>	<b>270</b>	<b>108</b>	<b>740</b>	<b>983</b>
I'm buying much more than usual	9%	10%	9%	15%	11%	10%	11%	11%	8%
I'm buying somewhat more than usual	26%	26%	25%	31%	29%	25%	16%	27%	25%
No difference	36%	37%	35%	32%	36%	39%	39%	36%	39%
I'm buying somewhat less than usual	11%	10%	11%	11%	11%	9%	11%	10%	10%
I'm buying much less than usual	10%	9%	10%	6%	8%	10%	15%	9%	9%
Not applicable - I never shop online	6%	6%	7%	3%	4%	5%	6%	4%	7%
Don't know	2%	1%	3%	2%	1%	1%	2%	2%	1%

HMO\_Q1. To what extent, if at all, do you think it is acceptable for people to order non-essential physical items online during the coronavirus outbreak?

Unweighted base	2843	1721	1122	258	321	260	105	701	1122
<b>Base: All UK Adults</b>	<b>2843</b>	<b>1622</b>	<b>1221</b>	<b>275</b>	<b>345</b>	<b>270</b>	<b>108</b>	<b>740</b>	<b>983</b>
Very acceptable	25%	24%	26%	25%	27%	22%	22%	25%	23%
Fairly acceptable	50%	51%	48%	53%	50%	53%	47%	52%	51%
Not very acceptable	14%	15%	13%	11%	15%	18%	15%	14%	16%
Not at all acceptable	3%	3%	3%	2%	3%	2%	4%	2%	3%
Don't know	8%	7%	10%	9%	5%	6%	12%	7%	6%



Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Still thinking about the Coronavirus (COVID-19) pandemic and thinking generally about things you buy online (i.e. groceries, homeware, medicine, clothes etc.). If you never shop online, please select the 'Not applicable' option.

Overall, are you buying more or less physical items online, since the UK Government imposed a lockdown on 23rd March, or has it made no difference?

Unweighted base	2843	1996	961	458	396	989	389	1757	1852	363
<b>Base: All UK Adults</b>	<b>2843</b>	<b>2026</b>	<b>1024</b>	<b>471</b>	<b>401</b>	<b>1067</b>	<b>464</b>	<b>1807</b>	<b>1891</b>	<b>355</b>
I'm buying much more than usual	9%	10%	10%	12%	13%	11%	9%	10%	10%	12%
I'm buying somewhat more than usual	26%	27%	29%	30%	28%	29%	29%	26%	28%	30%
No difference	36%	36%	32%	32%	34%	32%	31%	35%	33%	29%
I'm buying somewhat less than usual	11%	11%	13%	10%	10%	11%	9%	11%	11%	11%
I'm buying much less than usual	10%	10%	11%	12%	10%	11%	13%	10%	11%	12%
Not applicable - I never shop online	6%	5%	4%	3%	3%	5%	6%	5%	5%	5%
Don't know	2%	2%	2%	0%	1%	2%	3%	2%	2%	1%

HMO\_Q1. To what extent, if at all, do you think it is acceptable for people to order non-essential physical items online during the coronavirus outbreak?

Unweighted base	2843	1996	961	458	396	989	389	1757	1852	363
<b>Base: All UK Adults</b>	<b>2843</b>	<b>2026</b>	<b>1024</b>	<b>471</b>	<b>401</b>	<b>1067</b>	<b>464</b>	<b>1807</b>	<b>1891</b>	<b>355</b>
Very acceptable	25%	26%	29%	33%	25%	26%	27%	25%	25%	27%
Fairly acceptable	50%	51%	51%	47%	59%	52%	49%	50%	51%	51%
Not very acceptable	14%	14%	12%	12%	10%	14%	14%	15%	14%	16%
Not at all acceptable	3%	2%	2%	2%	1%	2%	2%	2%	3%	2%
Don't know	8%	7%	7%	5%	4%	7%	7%	8%	7%	5%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

HMO\_Q3a. Which, if any, of the following items, have you/ your household ordered online since the lockdown started on 23rd March? (Please select all that apply)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Unweighted base	2663	1225	1438	198	425	432	446	1162	1587	1076
<b>Base: All UK Adults who shop online</b>	<b>2663</b>	<b>1272</b>	<b>1391</b>	<b>290</b>	<b>447</b>	<b>462</b>	<b>465</b>	<b>998</b>	<b>1523</b>	<b>1140</b>
Groceries	40%	38%	42%	30%	39%	43%	41%	42%	43%	37%
Alcohol	16%	17%	15%	11%	17%	17%	17%	16%	20%	11%
Clothes/ beauty products	29%	23%	34%	37%	37%	33%	28%	20%	31%	25%
Indoor furniture/ homeware	10%	10%	10%	8%	17%	13%	8%	6%	12%	7%
Active wear/ exercise equipment	11%	11%	11%	20%	18%	14%	10%	5%	14%	7%
Electronic equipment (e.g. games consoles, phones, TVs etc.)	16%	20%	12%	21%	21%	20%	12%	12%	19%	13%
Outdoor furniture or gardening products	16%	15%	18%	11%	16%	18%	15%	18%	19%	13%
Physical books, magazines or comics	21%	21%	21%	20%	24%	21%	22%	19%	23%	18%
DIY/ arts and crafts supplies	24%	24%	24%	21%	31%	30%	24%	20%	27%	20%
PC/ video game discs or board games	9%	10%	7%	15%	14%	12%	7%	3%	9%	7%
Medicine or health products	27%	25%	29%	20%	26%	25%	31%	31%	29%	24%
Kids/ baby products (e.g. toys, baby monitors etc.)	9%	7%	10%	4%	17%	18%	5%	4%	9%	8%
Other	14%	15%	14%	10%	10%	15%	16%	17%	14%	14%
Not applicable - I have not bought anything online, since the lockdown	10%	11%	8%	15%	5%	8%	11%	11%	7%	14%
Don't know	2%	2%	2%	5%	2%	2%	2%	1%	2%	3%



Total	Region								
	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

HMO\_Q3a. Which, if any, of the following items, have you/ your household ordered online since the lockdown started on 23rd March? (Please select all that apply)

Unweighted base	2663	616	433	260	307	658	2274	120	206	63
<b>Base: All UK Adults who shop online</b>	<b>2663</b>	<b>614</b>	<b>434</b>	<b>243</b>	<b>341</b>	<b>613</b>	<b>2245</b>	<b>130</b>	<b>214</b>	<b>73</b>
Groceries	40%	38%	35%	43%	45%	40%	40%	49%	40%	39%
Alcohol	16%	17%	15%	13%	19%	18%	16%	15%	15%	7%
Clothes/ beauty products	29%	29%	28%	25%	34%	29%	29%	21%	28%	28%
Indoor furniture/ homeware	10%	10%	9%	11%	13%	7%	10%	10%	9%	13%
Active wear/ exercise equipment	11%	12%	10%	9%	15%	11%	12%	6%	10%	12%
Electronic equipment (e.g. games consoles, phones, TVs etc.)	16%	18%	14%	18%	14%	17%	16%	11%	16%	23%
Outdoor furniture or gardening products	16%	17%	16%	22%	14%	14%	16%	17%	17%	14%
Physical books, magazines or comics	21%	21%	18%	21%	22%	23%	21%	20%	22%	12%
DIY/ arts and crafts supplies	24%	22%	29%	27%	21%	24%	24%	25%	27%	19%
PC/ video game discs or board games	9%	11%	9%	7%	6%	8%	9%	9%	8%	2%
Medicine or health products	27%	27%	24%	30%	31%	28%	28%	23%	24%	26%
Kids/ baby products (e.g. toys, baby monitors etc.)	9%	8%	10%	10%	9%	8%	9%	9%	7%	11%
Other	14%	15%	16%	12%	12%	15%	14%	16%	15%	15%
Not applicable - I have not bought anything online, since the lockdown	10%	10%	10%	11%	8%	9%	10%	6%	13%	14%
Don't know	2%	2%	2%	0%	2%	2%	2%	3%	2%	3%

Total	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales

HMO\_Q3a. Which, if any, of the following items, have you/ your household ordered online since the lockdown started on 23rd March? (Please select all that apply)

Unweighted base	2663	115	293	208	217	216	260	307	384	274	2274	120
<b>Base: All UK Adults who shop online</b>	<b>2663</b>	<b>114</b>	<b>294</b>	<b>206</b>	<b>219</b>	<b>215</b>	<b>243</b>	<b>341</b>	<b>352</b>	<b>261</b>	<b>2245</b>	<b>130</b>
Groceries	40%	42%	38%	37%	35%	34%	43%	45%	43%	37%	40%	49%
Alcohol	16%	21%	14%	17%	13%	16%	13%	19%	20%	15%	16%	15%
Clothes/ beauty products	29%	30%	29%	29%	27%	28%	25%	34%	31%	25%	29%	21%
Indoor furniture/ homeware	10%	10%	12%	9%	7%	10%	11%	13%	7%	7%	10%	10%
Active wear/ exercise equipment	11%	14%	12%	11%	13%	7%	9%	15%	12%	11%	12%	6%
Electronic equipment (e.g. games consoles, phones, TVs etc.)	16%	19%	19%	16%	14%	13%	18%	14%	18%	17%	16%	11%
Outdoor furniture or gardening products	16%	18%	17%	16%	15%	18%	22%	14%	16%	12%	16%	17%
Physical books, magazines or comics	21%	20%	22%	21%	20%	17%	21%	22%	23%	22%	21%	20%
DIY/ arts and crafts supplies	24%	22%	20%	24%	31%	26%	27%	21%	23%	26%	24%	25%
PC/ video game discs or board games	9%	13%	11%	10%	10%	7%	7%	6%	8%	8%	9%	9%
Medicine or health products	27%	26%	26%	29%	26%	21%	30%	31%	31%	24%	28%	23%
Kids/ baby products (e.g. toys, baby monitors etc.)	9%	11%	9%	6%	11%	8%	10%	9%	9%	6%	9%	9%
Other	14%	14%	14%	16%	16%	15%	12%	12%	12%	18%	14%	16%
Not applicable - I have not bought anything online, since the lockdown	10%	10%	10%	10%	9%	11%	11%	8%	9%	9%	10%	6%
Don't know	2%	3%	3%	1%	2%	3%	0%	2%	1%	3%	2%	3%

Total	Working Status								
	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

HMO\_Q3a. Which, if any, of the following items, have you/ your household ordered online since the lockdown started on 23rd March? (Please select all that apply)

	Unweighted base	Scotland	Northern Ireland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
Unweighted base	2663	206	63	969	374	1343	139	762	101	318
<b>Base: All UK Adults who shop online</b>	<b>2663</b>	<b>214</b>	<b>73</b>	<b>1034</b>	<b>378</b>	<b>1412</b>	<b>179</b>	<b>616</b>	<b>122</b>	<b>334</b>
Groceries	40%	40%	39%	38%	39%	38%	31%	48%	40%	40%
Alcohol	16%	15%	7%	18%	11%	16%	10%	19%	12%	15%
Clothes/ beauty products	29%	28%	28%	34%	31%	33%	31%	19%	24%	28%
Indoor furniture/ homeware	10%	9%	13%	14%	7%	12%	13%	6%	3%	8%
Active wear/ exercise equipment	11%	10%	12%	16%	10%	14%	21%	3%	10%	8%
Electronic equipment (e.g. games consoles, phones, TVs etc.)	16%	16%	23%	18%	18%	18%	22%	11%	21%	13%
Outdoor furniture or gardening products	16%	17%	14%	17%	16%	17%	16%	18%	11%	12%
Physical books, magazines or comics	21%	22%	12%	22%	24%	22%	21%	19%	14%	21%
DIY/ arts and crafts supplies	24%	27%	19%	27%	26%	27%	24%	20%	22%	23%
PC/ video game discs or board games	9%	8%	2%	10%	9%	10%	18%	2%	6%	9%
Medicine or health products	27%	24%	26%	24%	26%	25%	20%	34%	27%	27%
Kids/ baby products (e.g. toys, baby monitors etc.)	9%	7%	11%	10%	14%	11%	5%	3%	9%	12%
Other	14%	15%	15%	14%	12%	13%	14%	15%	16%	17%
Not applicable - I have not bought anything online, since the lockdown	10%	13%	14%	8%	9%	8%	12%	10%	12%	13%
Don't know	2%	2%	3%	2%	1%	2%	3%	1%	4%	5%

Total	Marital Status					Children in Household					
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

HMO\_Q3a. Which, if any, of the following items, have you/ your household ordered online since the lockdown started on 23rd March? (Please select all that apply)

Unweighted base	2663	1281	349	258	109	646	1879	337	290	115	742	42
<b>Base: All UK Adults who shop online</b>	<b>2663</b>	<b>1206</b>	<b>360</b>	<b>237</b>	<b>91</b>	<b>744</b>	<b>1815</b>	<b>366</b>	<b>304</b>	<b>132</b>	<b>801</b>	<b>47</b>
Groceries	40%	45%	43%	36%	44%	32%	41%	38%	39%	41%	39%	35%
Alcohol	16%	18%	20%	13%	17%	11%	17%	14%	17%	10%	14%	11%
Clothes/ beauty products	29%	27%	31%	25%	21%	33%	26%	34%	34%	43%	35%	29%
Indoor furniture/ homeware	10%	9%	13%	7%	4%	10%	9%	10%	11%	11%	11%	9%
Active wear/ exercise equipment	11%	10%	13%	6%	4%	15%	11%	11%	15%	14%	13%	-
Electronic equipment (e.g. games consoles, phones, TVs etc.)	16%	15%	17%	13%	11%	19%	15%	19%	19%	26%	20%	4%
Outdoor furniture or gardening products	16%	19%	17%	15%	25%	11%	17%	14%	19%	16%	16%	8%
Physical books, magazines or comics	21%	21%	22%	21%	19%	20%	20%	22%	22%	24%	23%	18%
DIY/ arts and crafts supplies	24%	28%	26%	22%	18%	20%	22%	26%	34%	33%	30%	23%
PC/ video game discs or board games	9%	8%	11%	5%	1%	10%	6%	13%	12%	16%	13%	13%
Medicine or health products	27%	30%	25%	27%	27%	23%	29%	23%	24%	23%	23%	19%
Kids/ baby products (e.g. toys, baby monitors etc.)	9%	12%	13%	4%	3%	4%	3%	21%	21%	16%	20%	7%
Other	14%	14%	13%	18%	11%	15%	16%	11%	11%	11%	11%	18%
Not applicable - I have not bought anything online, since the lockdown	10%	8%	9%	13%	10%	11%	11%	9%	8%	6%	8%	4%
Don't know	2%	2%	2%	0%	3%	3%	2%	3%	1%	2%	2%	14%

Total	Parent/ Guardian							
	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

HMO\_Q3a. Which, if any, of the following items, have you/ your household ordered online since the lockdown started on 23rd March? (Please select all that apply)

Unweighted base	2663	1614	1049	250	309	246	98	670	1040
<b>Base: All UK Adults who shop online</b>	<b>2663</b>	<b>1525</b>	<b>1138</b>	<b>266</b>	<b>333</b>	<b>256</b>	<b>101</b>	<b>708</b>	<b>913</b>
Groceries	40%	42%	38%	42%	43%	40%	35%	40%	43%
Alcohol	16%	15%	17%	18%	17%	12%	8%	15%	16%
Clothes/ beauty products	29%	27%	30%	40%	35%	33%	29%	34%	22%
Indoor furniture/ homeware	10%	9%	11%	16%	12%	7%	7%	12%	7%
Active wear/ exercise equipment	11%	8%	15%	12%	13%	12%	9%	11%	6%
Electronic equipment (e.g. games consoles, phones, TVs etc.)	16%	15%	17%	18%	24%	19%	18%	20%	12%
Outdoor furniture or gardening products	16%	17%	15%	20%	17%	18%	22%	18%	17%
Physical books, magazines or comics	21%	20%	21%	23%	29%	21%	14%	23%	18%
DIY/ arts and crafts supplies	24%	27%	21%	37%	36%	32%	28%	33%	23%
PC/ video game discs or board games	9%	8%	10%	12%	16%	12%	16%	13%	4%
Medicine or health products	27%	28%	26%	26%	29%	25%	22%	26%	29%
Kids/ baby products (e.g. toys, baby monitors etc.)	9%	13%	3%	48%	19%	8%	5%	24%	4%
Other	14%	14%	15%	9%	12%	10%	16%	11%	15%
Not applicable - I have not bought anything online, since the lockdown	10%	9%	10%	6%	6%	7%	9%	7%	11%
Don't know	2%	2%	3%	1%	2%	2%	2%	2%	1%

Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

HMO\_Q3a. Which, if any, of the following items, have you/ your household ordered online since the lockdown started on 23rd March? (Please select all that apply)

Unweighted base	2663	1893	926	446	382	949	368	1668	1758	347
<b>Base: All UK Adults who shop online</b>	<b>2663</b>	<b>1920</b>	<b>982</b>	<b>458</b>	<b>388</b>	<b>1019</b>	<b>437</b>	<b>1713</b>	<b>1792</b>	<b>339</b>
Groceries	40%	40%	40%	46%	42%	39%	35%	39%	40%	46%
Alcohol	16%	16%	19%	23%	18%	18%	14%	17%	18%	24%
Clothes/ beauty products	29%	30%	33%	35%	40%	36%	39%	32%	32%	34%
Indoor furniture/ homeware	10%	10%	12%	16%	12%	13%	13%	10%	12%	11%
Active wear/ exercise equipment	11%	12%	16%	16%	16%	17%	22%	13%	13%	12%
Electronic equipment (e.g. games consoles, phones, TVs etc.)	16%	17%	20%	23%	19%	20%	23%	17%	17%	18%
Outdoor furniture or gardening products	16%	17%	18%	23%	16%	17%	14%	18%	18%	18%
Physical books, magazines or comics	21%	21%	24%	24%	24%	23%	21%	21%	21%	24%
DIY/ arts and crafts supplies	24%	26%	27%	29%	34%	28%	24%	26%	27%	23%
PC/ video game discs or board games	9%	9%	12%	9%	10%	11%	12%	10%	10%	9%
Medicine or health products	27%	28%	29%	28%	31%	28%	25%	27%	27%	32%
Kids/ baby products (e.g. toys, baby monitors etc.)	9%	9%	9%	9%	13%	11%	10%	10%	11%	7%
Other	14%	14%	14%	13%	14%	13%	12%	15%	14%	15%
Not applicable - I have not bought anything online, since the lockdown	10%	9%	8%	7%	5%	8%	9%	9%	8%	9%
Don't know	2%	2%	2%	1%	1%	2%	3%	2%	1%	2%