

The Great Acceleration

COVID and the digital transformation of consumer life

SYZYGY Digital Insight Survey Q1 2021

The Great Acceleration

The global coronavirus pandemic has triggered an unprecedented acceleration in the uptake of digital products and services among consumers.

At SYZYGY we call this **‘The Great Acceleration’**.

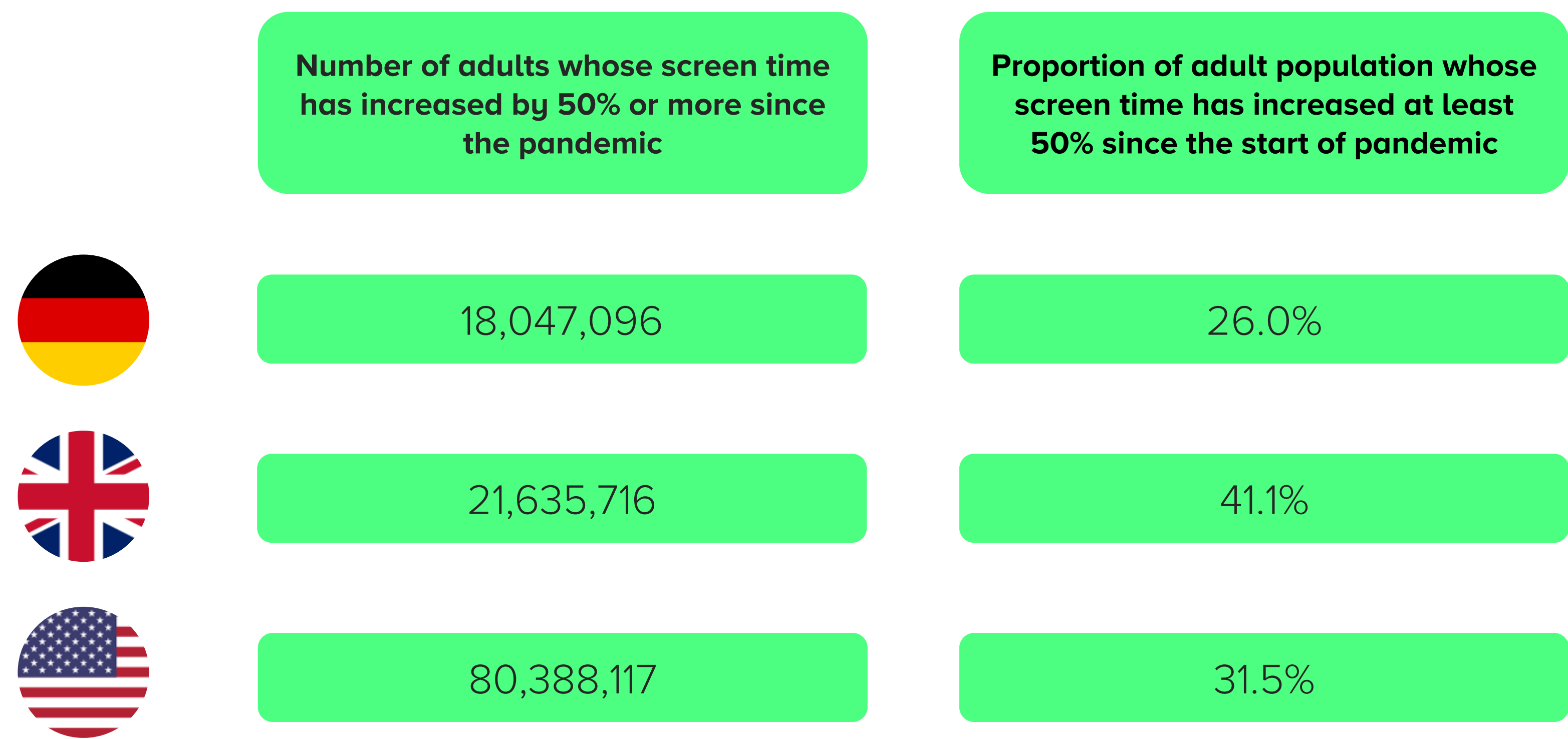
To gauge the extent of The Great Acceleration in Germany, the UK and US, SYZYGY conducted a digital insight survey in February 2021. We asked 4500 adult consumers* about how the coronavirus pandemic had changed their digital habits.

The results provide clear evidence of an accelerated digital transformation of consumer life.

The future is digital. The future is now.

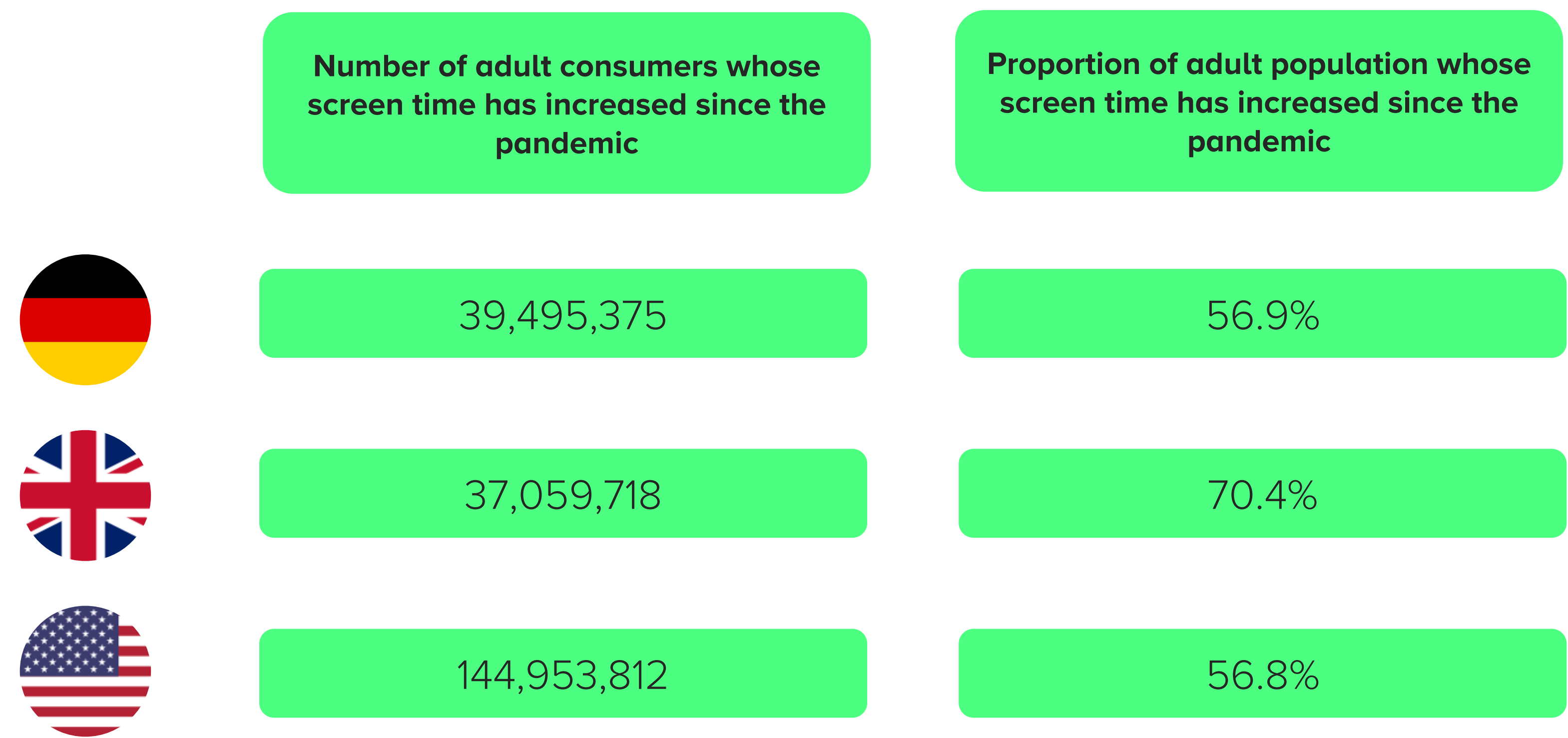
Digital acceleration: Screen time is up

1 in 4 German consumers say their daily screen time has increased by more than 50% since the outbreak of the pandemic



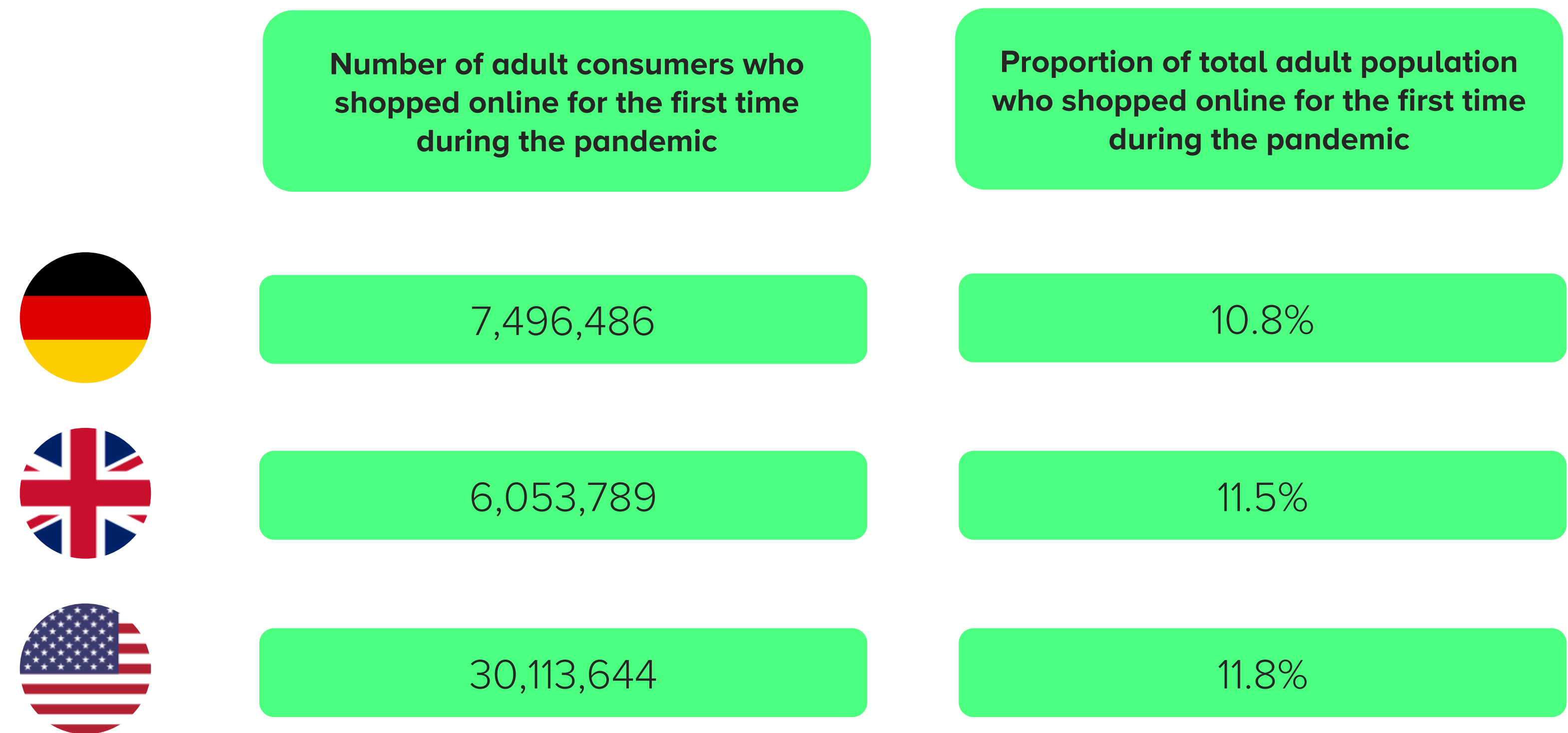
Digital acceleration: Screen time is up

57% of German consumers say their daily screen time has increased since the outbreak of the pandemic



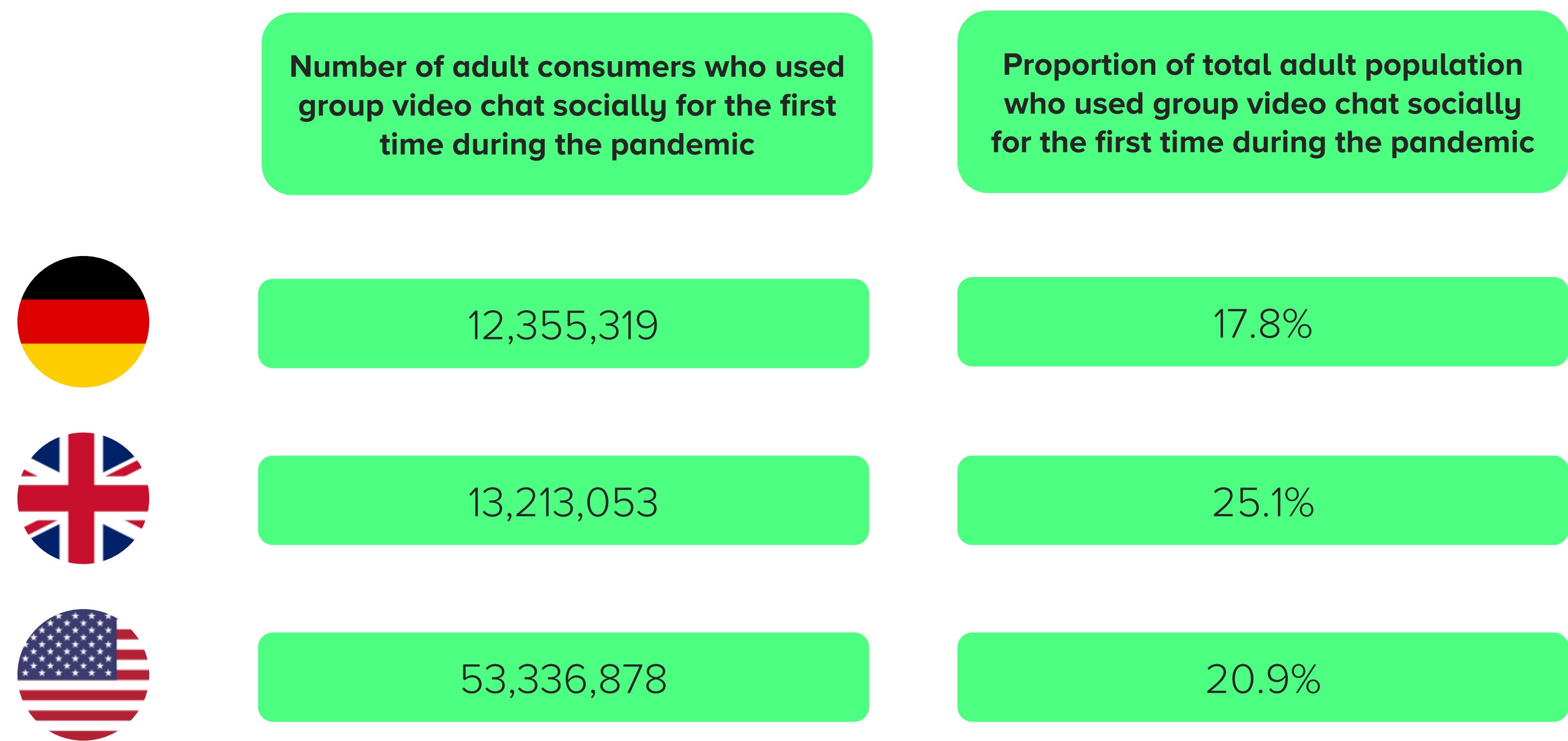
Digital acceleration: E-commerce is up

The proportion of German consumers who shop online has jumped 11% since the pandemic



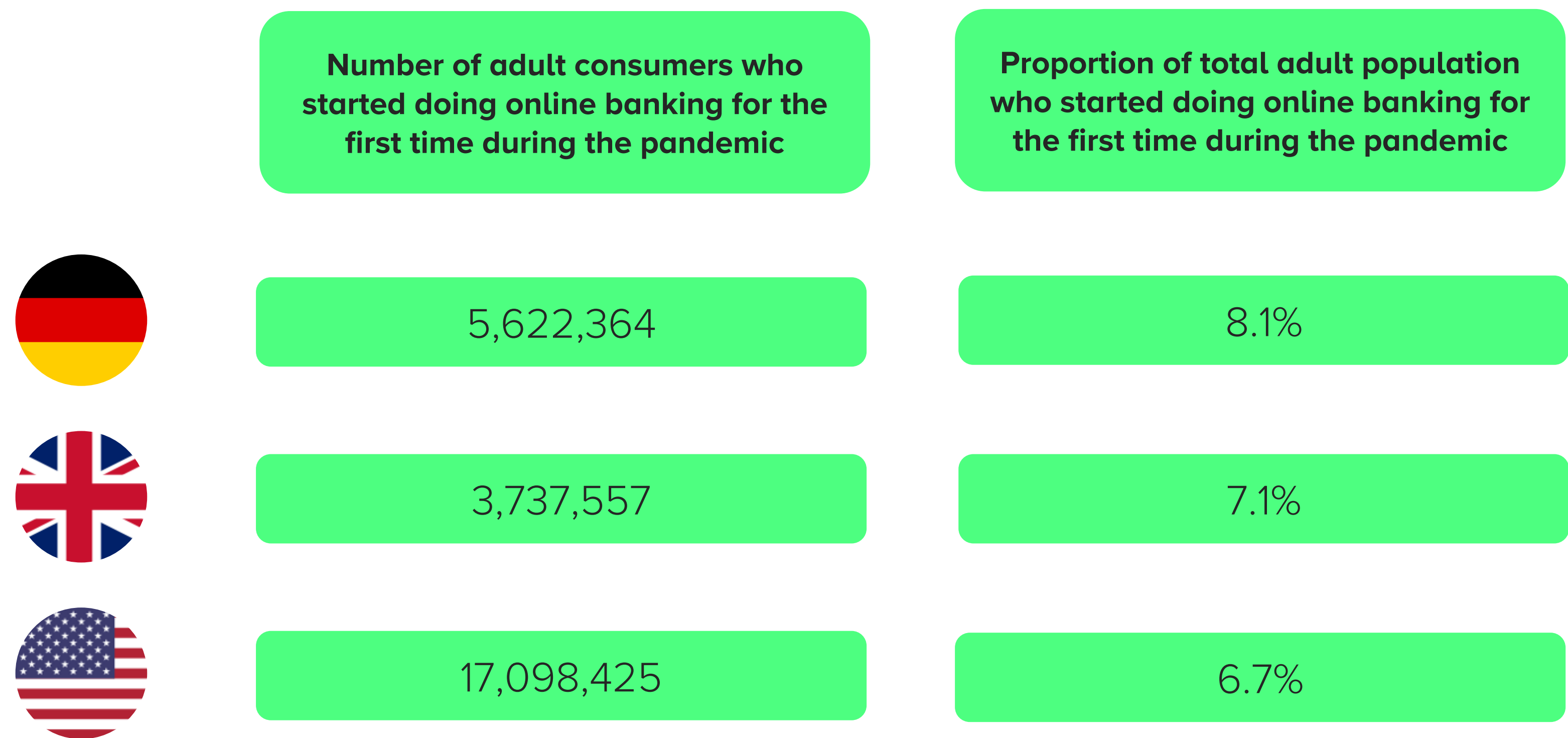
Digital acceleration: Video chat is up

The proportion of German consumers who use group video chat socially has jumped 18% since the pandemic



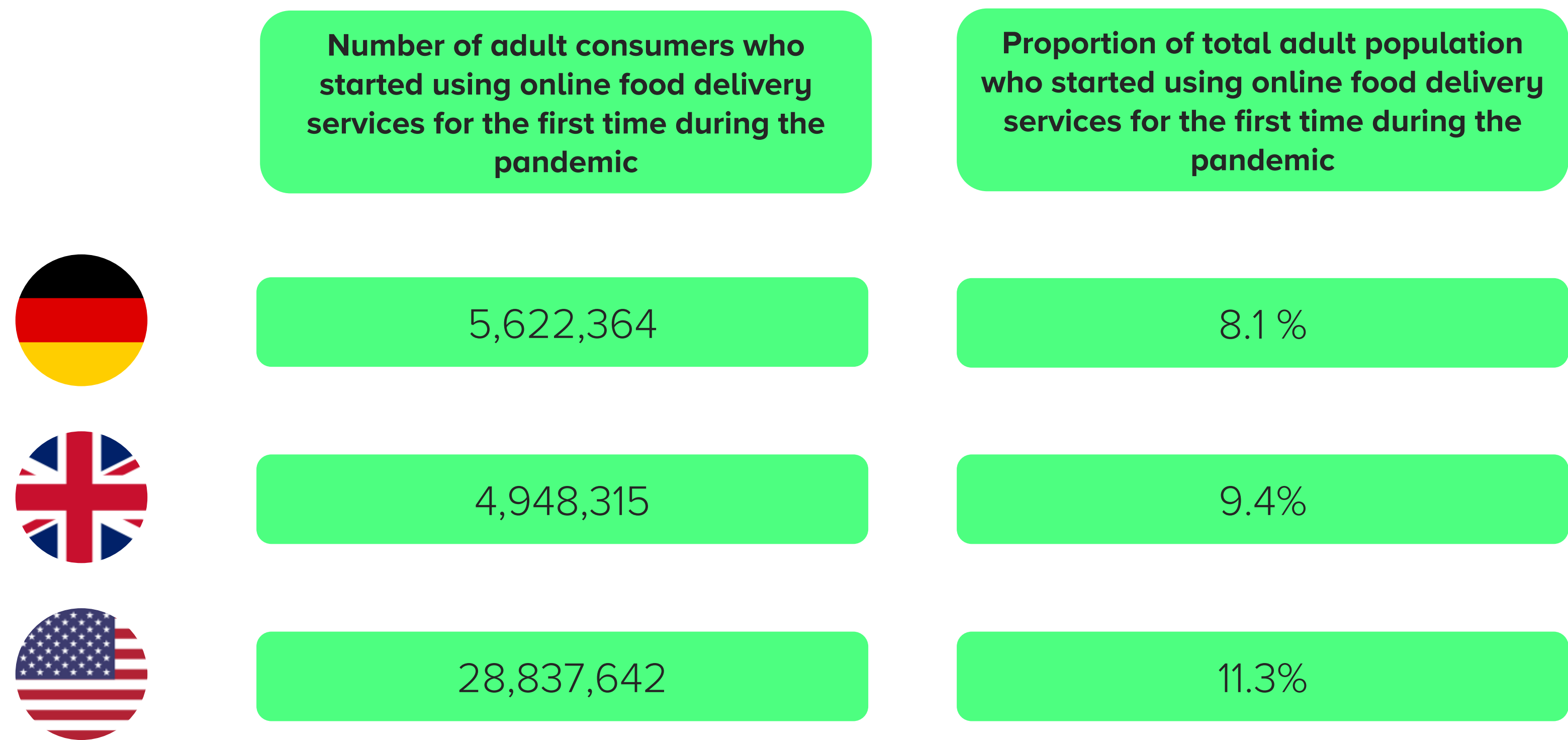
Digital acceleration: Online banking is up

The proportion of German consumers who use online banking has jumped 8% since the pandemic



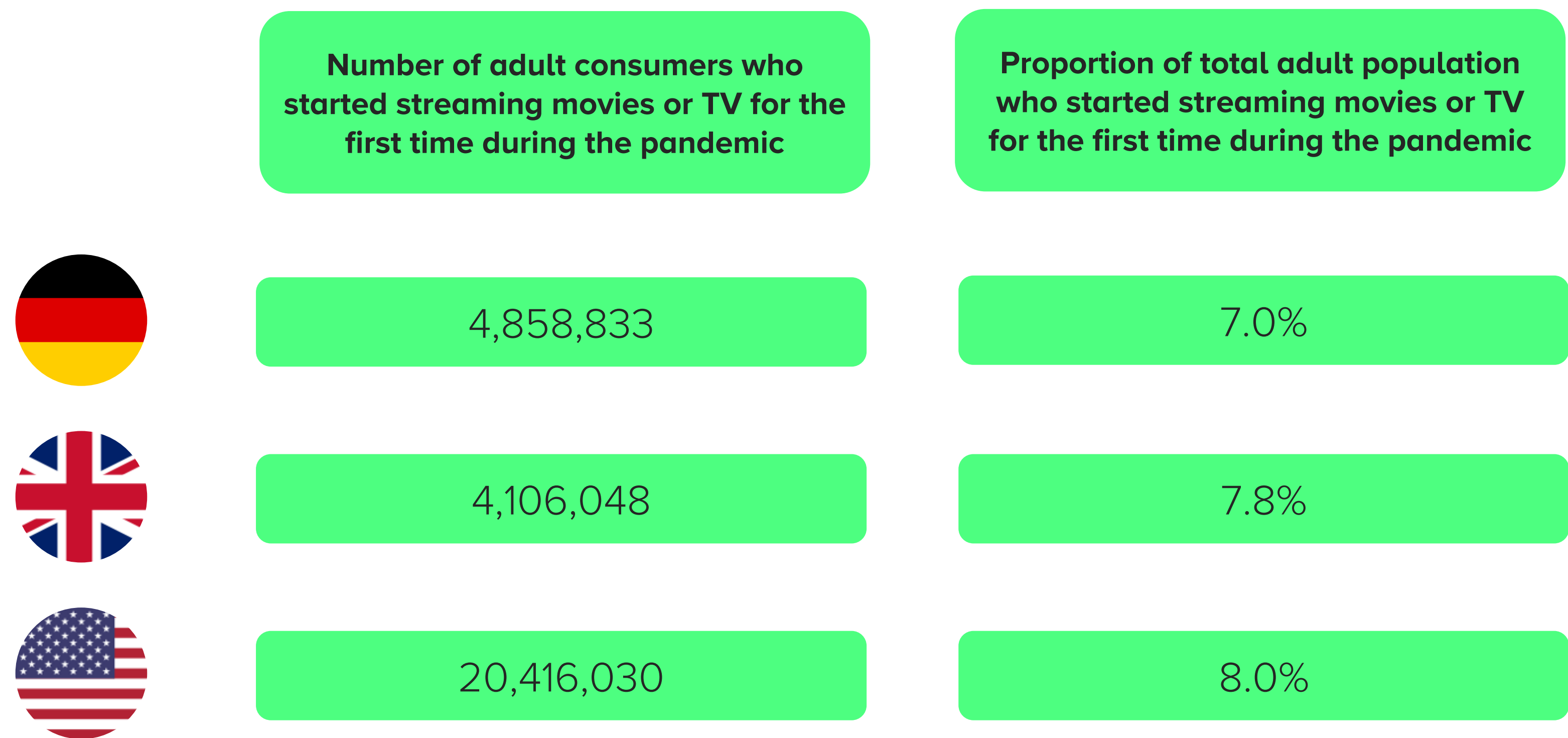
Digital acceleration: Online food delivery is up

The proportion of German consumers who use online food delivery services has jumped 8% since the pandemic



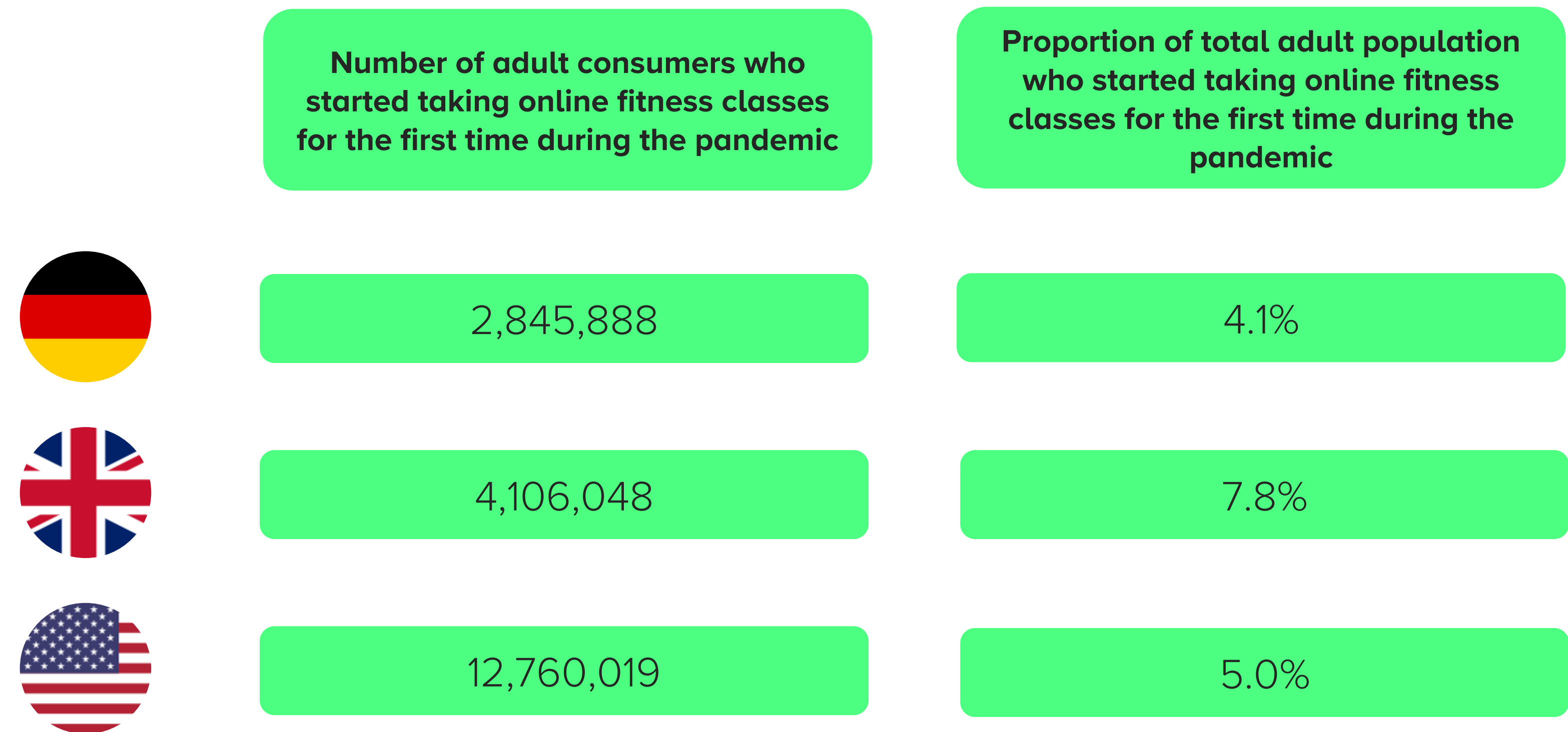
Digital acceleration: Online movie/tv streaming is up

The proportion of German consumers who stream movies and TV has jumped 7% since the pandemic



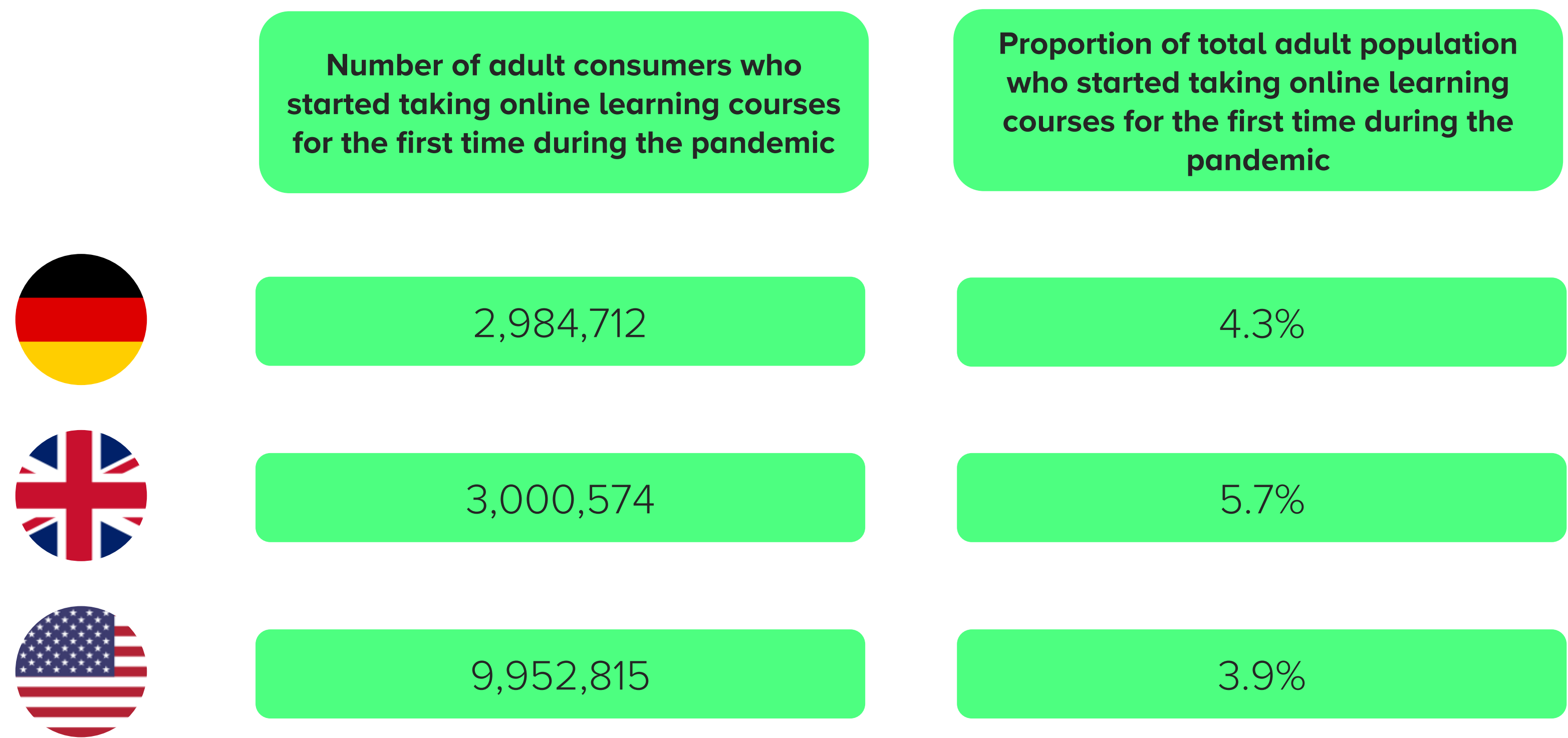
Digital acceleration: Online fitness is up

The proportion of German consumers who take online fitness classes has jumped 4% since the pandemic



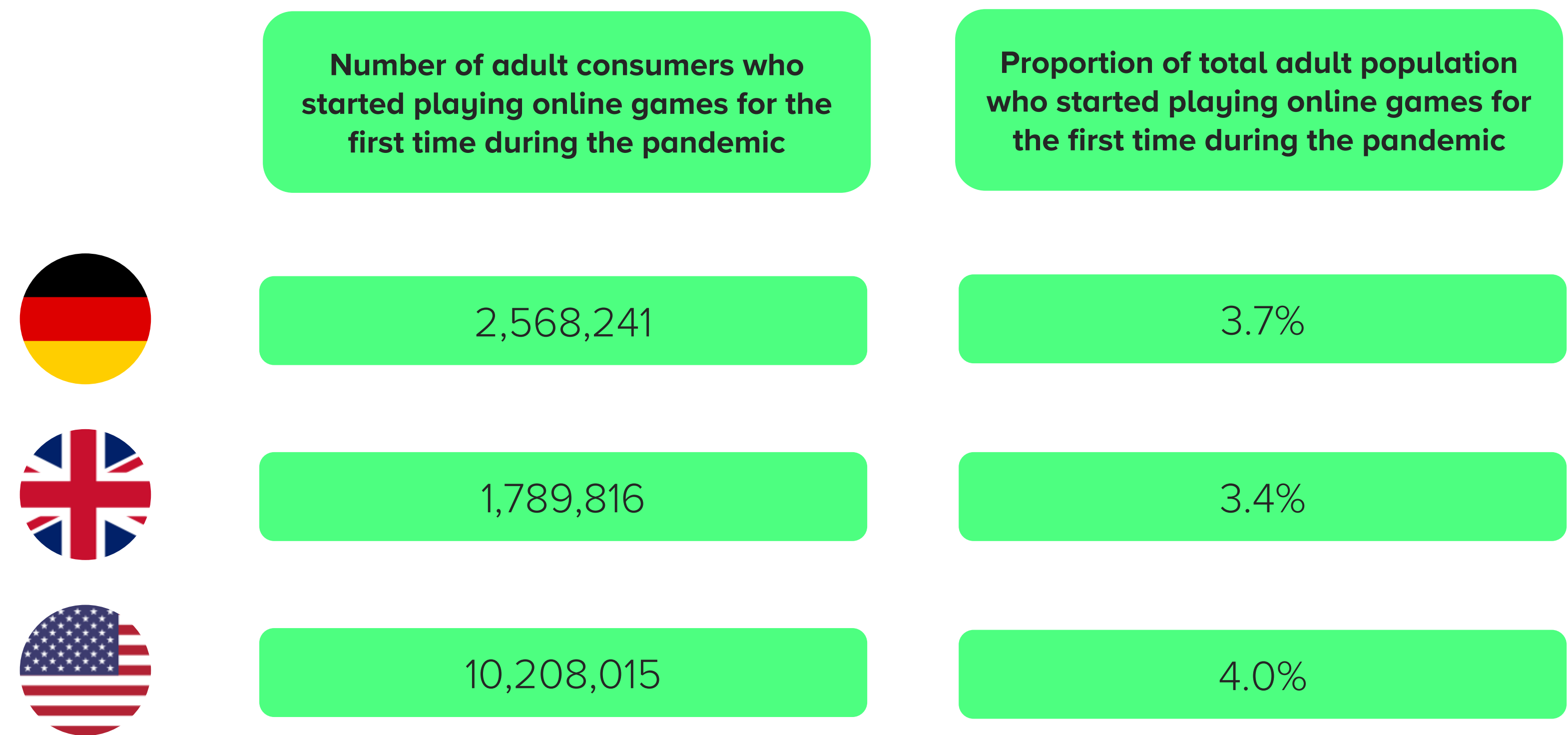
Digital acceleration: Online courses are up

The proportion of German consumers who take online learning courses has jumped 4% since the pandemic



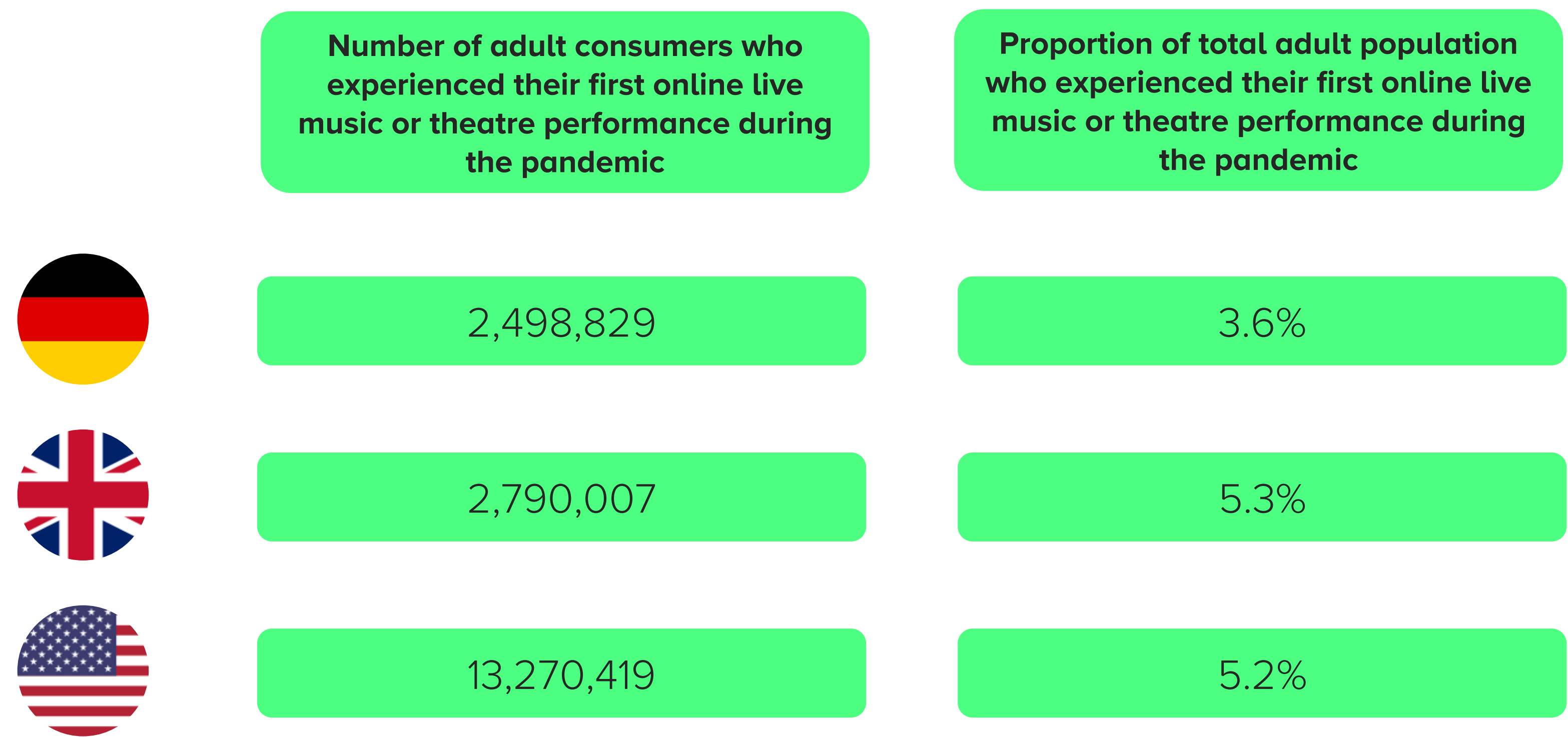
Digital acceleration: Online gaming is up

The proportion of German consumers who play online games has jumped 4% since the pandemic



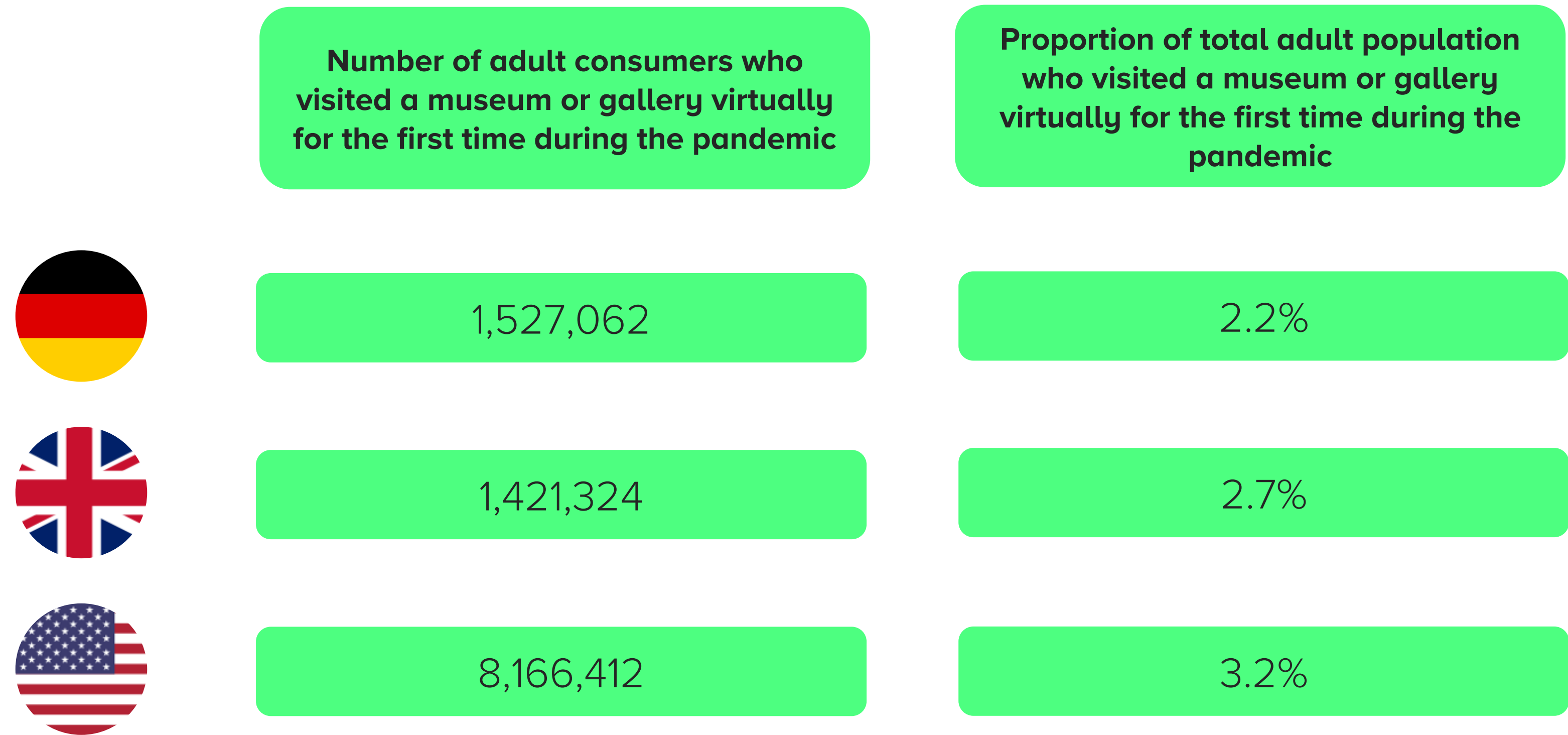
Digital acceleration: Online live events are up

The proportion of German consumers who attend online live music or theatre performances has jumped 4% since the pandemic



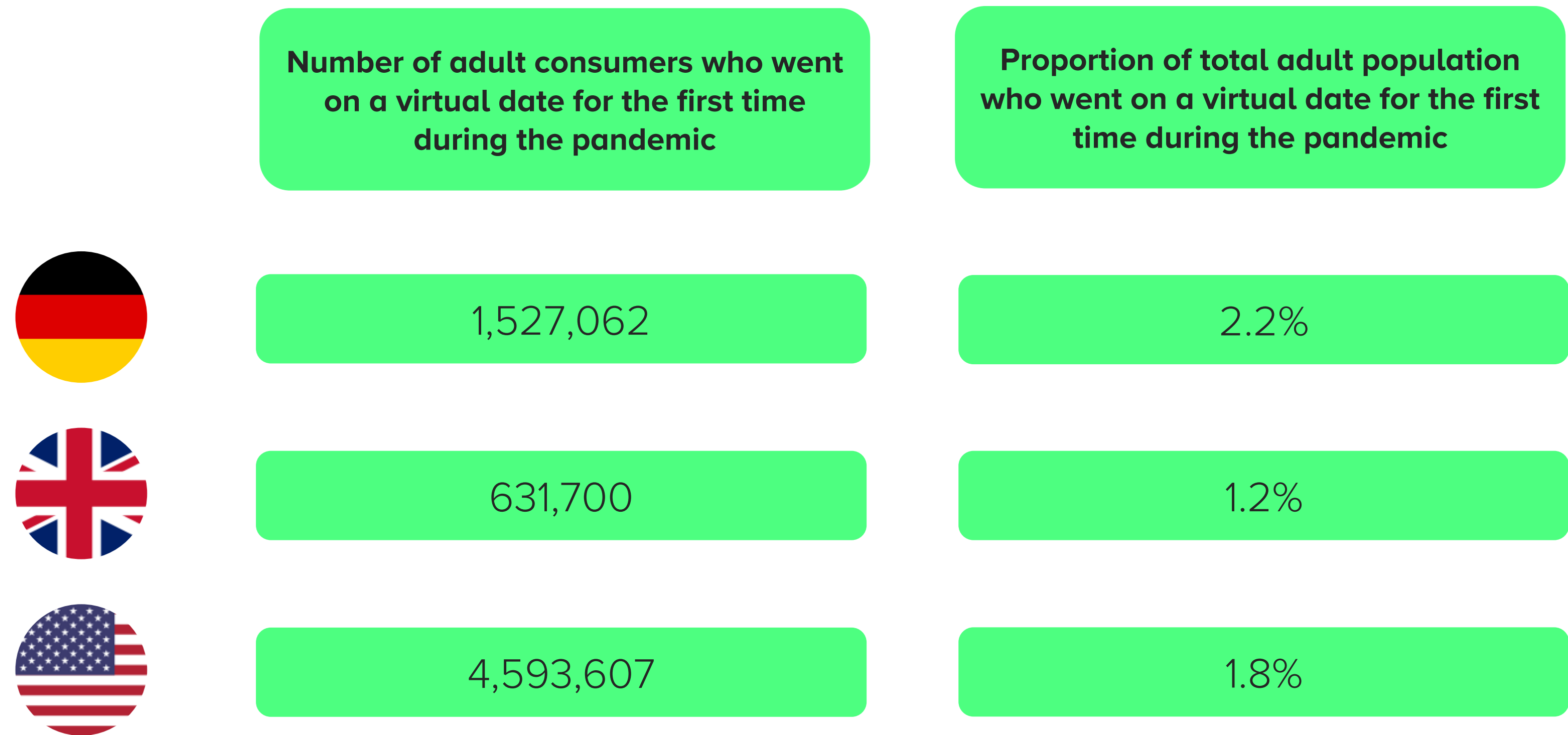
Digital acceleration: Online virtual visits are up

The proportion of German consumers who visit museums or galleries virtually has jumped 2% since the pandemic



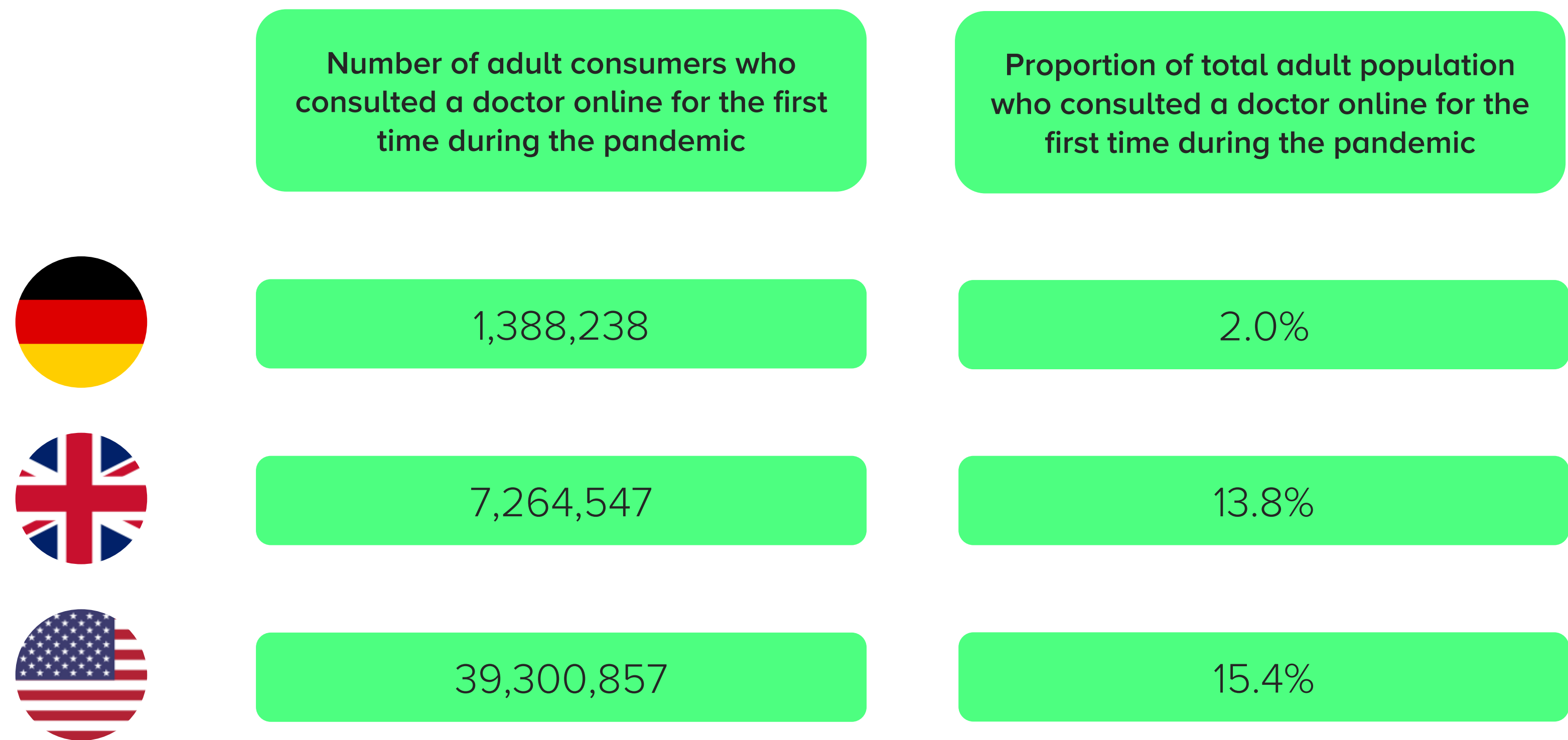
Digital acceleration: Online virtual dating is up

The proportion of German consumers who go on virtual dates has jumped 2% since the pandemic



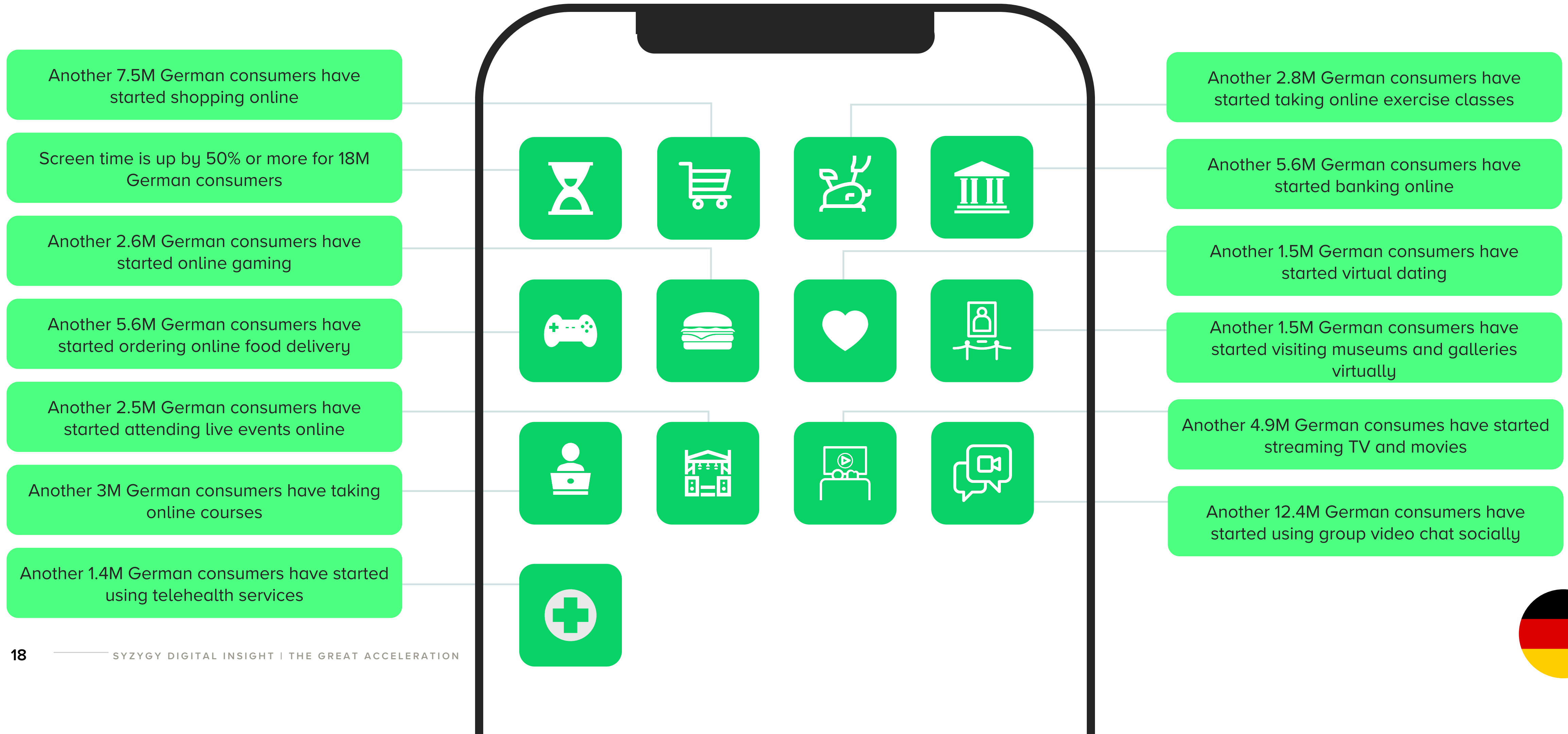
Digital acceleration: Online telehealth is up

The proportion of German consumers consulting doctors online has jumped 2% since the pandemic



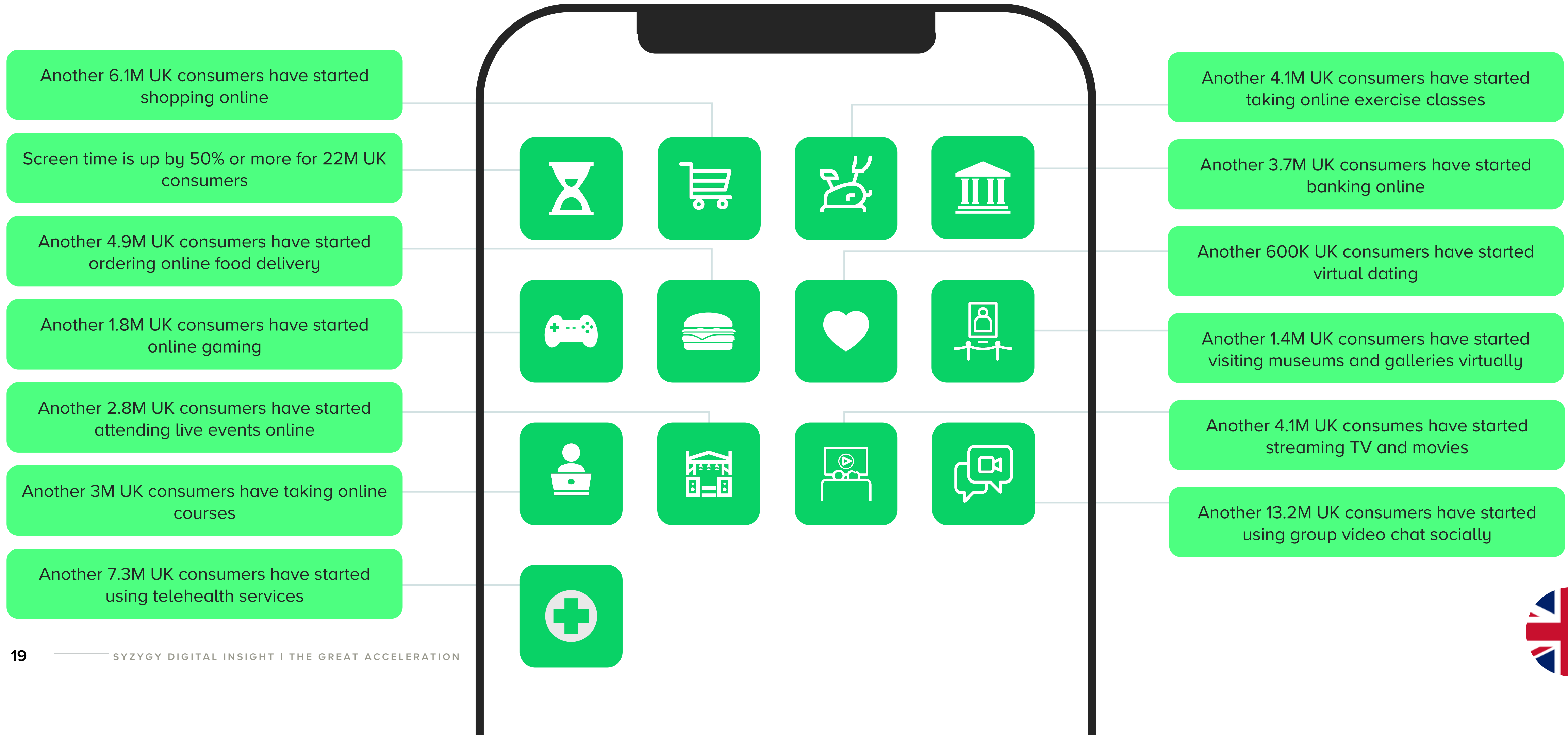
Summary: The Great Acceleration

The pandemic is accelerating the digital transformation of consumer life in Germany



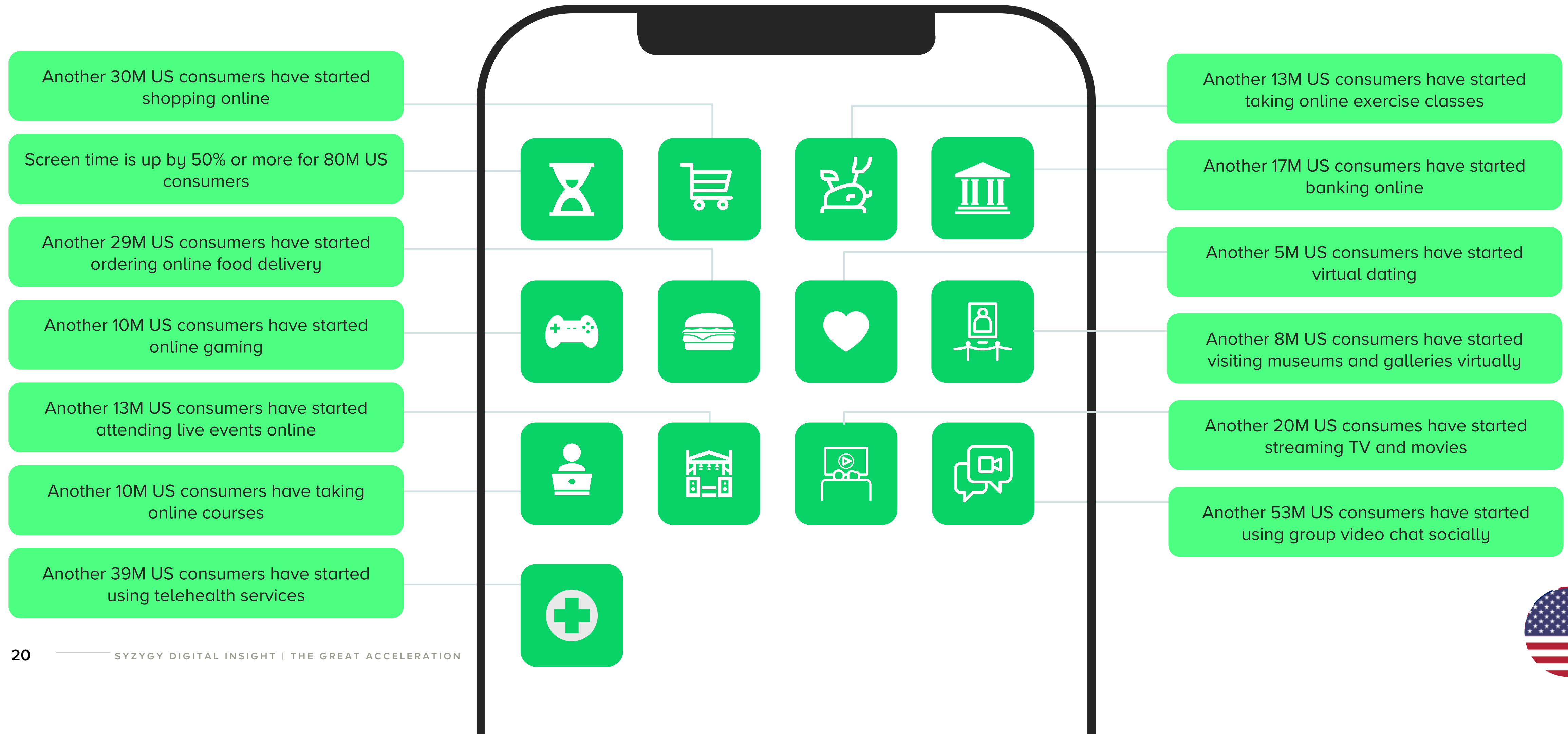
Summary: The Great Acceleration

The pandemic is accelerating the digital transformation of consumer life in the UK



Summary: The Great Acceleration

The pandemic is accelerating the digital transformation of consumer life in the US



Digital acceleration: Screen time is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers whose screen time has increased since the pandemic

39,495,375

Proportion of adult population whose screen time has increased since the pandemic

56.9%



37,059,718

70.4%



144,953,812

56.8%

57% of German consumers say their daily screen time has increased since the outbreak of the pandemic



Digital acceleration: E-commerce is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who
shopped online for the first time during
the pandemic

7,496,486

Proportion of total adult population
who shopped online for the first time
during the pandemic

10.8%



6,053,789

11.5%



30,113,644

11.8%

**The proportion of German
consumers who shop online
has jumped 11% since the
pandemic**



Digital acceleration: Video chat is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who used group video chat socially for the first time during the pandemic

12,355,319

Proportion of total adult population who used group video chat socially for the first time during the pandemic

17.8%



13,213,053

25.1%



53,336,878

20.9%

The proportion of German consumers who use group video chat socially has jumped 18% since the pandemic



Digital acceleration: Online banking is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who started doing online banking for the first time during the pandemic

5,622,364

Proportion of total adult population who started doing online banking for the first time during the pandemic

8.1%



3,737,557

7.1%



17,098,425

6.7%

The proportion of German consumers who use online banking has jumped 8% since the pandemic



Digital acceleration: Online food delivery is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who started using online food delivery services for the first time during the pandemic

5,622,364

Proportion of total adult population who started using online food delivery services for the first time during the pandemic

8.1 %



4,948,315

9.4%



28,837,642

11.3%

The proportion of German consumers who use online food delivery services has jumped 8% since the pandemic



Digital acceleration: Online movie/tv streaming is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who started streaming movies or TV for the first time during the pandemic

4,858,833

Proportion of total adult population who started streaming movies or TV for the first time during the pandemic

7.0%



4,106,048

7.8%



20,416,030

8.0%

The proportion of German consumers who stream movies and TV has jumped 7% since the pandemic



Digital acceleration: Online fitness is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who started taking online fitness classes for the first time during the pandemic

2,845,888

Proportion of total adult population who started taking online fitness classes for the first time during the pandemic

4.1%



4,106,048

7.8%



12,760,019

5.0%

The proportion of German consumers who take online fitness classes has jumped 4% since the pandemic



Digital acceleration: Online courses are up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who started taking online learning courses for the first time during the pandemic

2,984,712

Proportion of total adult population who started taking online learning courses for the first time during the pandemic

4.3%



3,000,574

5.7%



9,952,815

3.9%

The proportion of German consumers who take online learning courses has jumped 4% since the pandemic



Digital acceleration: Online gaming is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who started playing online games for the first time during the pandemic

2,568,241

Proportion of total adult population who started playing online games for the first time during the pandemic

3.7%



1,789,816

3.4%



10,208,015

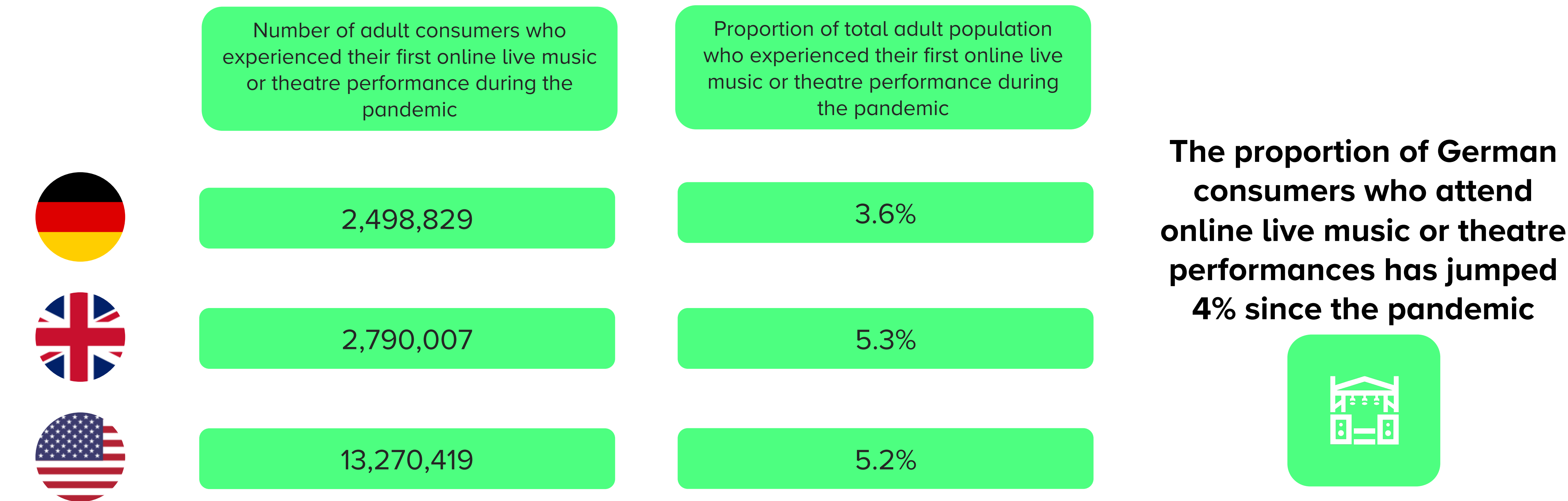
4.0%

The proportion of German consumers who play online games has jumped 4% since the pandemic



Digital acceleration: Online live events are up

The pandemic is accelerating the digital transformation of consumer life



Digital acceleration: Online virtual visits are up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who visited a museum or gallery virtually for the first time during the pandemic

1,527,062

Proportion of total adult population who visited a museum or gallery virtually for the first time during the pandemic

2.2%



1,421,324

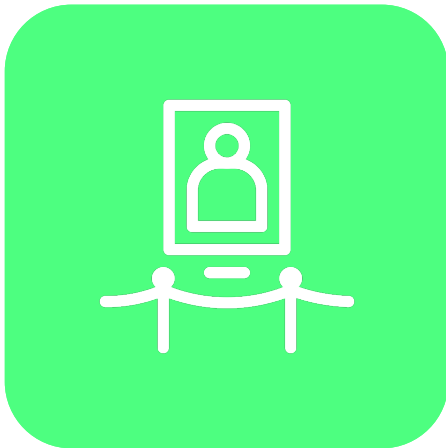
2.7%



8,166,412

3.2%

The proportion of German consumers who visit museums or galleries virtually has jumped 2% since the pandemic



Digital acceleration: Online virtual dating is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who went on a virtual date for the first time during the pandemic

1,527,062

Proportion of total adult population who went on a virtual date for the first time during the pandemic

2.2%



631,700

1.2%



4,593,607

1.8%

The proportion of German consumers who go on virtual dates has jumped 2% since the pandemic



Digital acceleration: Online telehealth is up

The pandemic is accelerating the digital transformation of consumer life



Number of adult consumers who consulted a doctor online for the first time during the pandemic

1,388,238

Proportion of total adult population who consulted a doctor online for the first time during the pandemic

2.0%



7,264,547

13.8%



39,300,857

15.4%

The proportion of German consumers consulting doctors online has jumped 2% since the pandemic



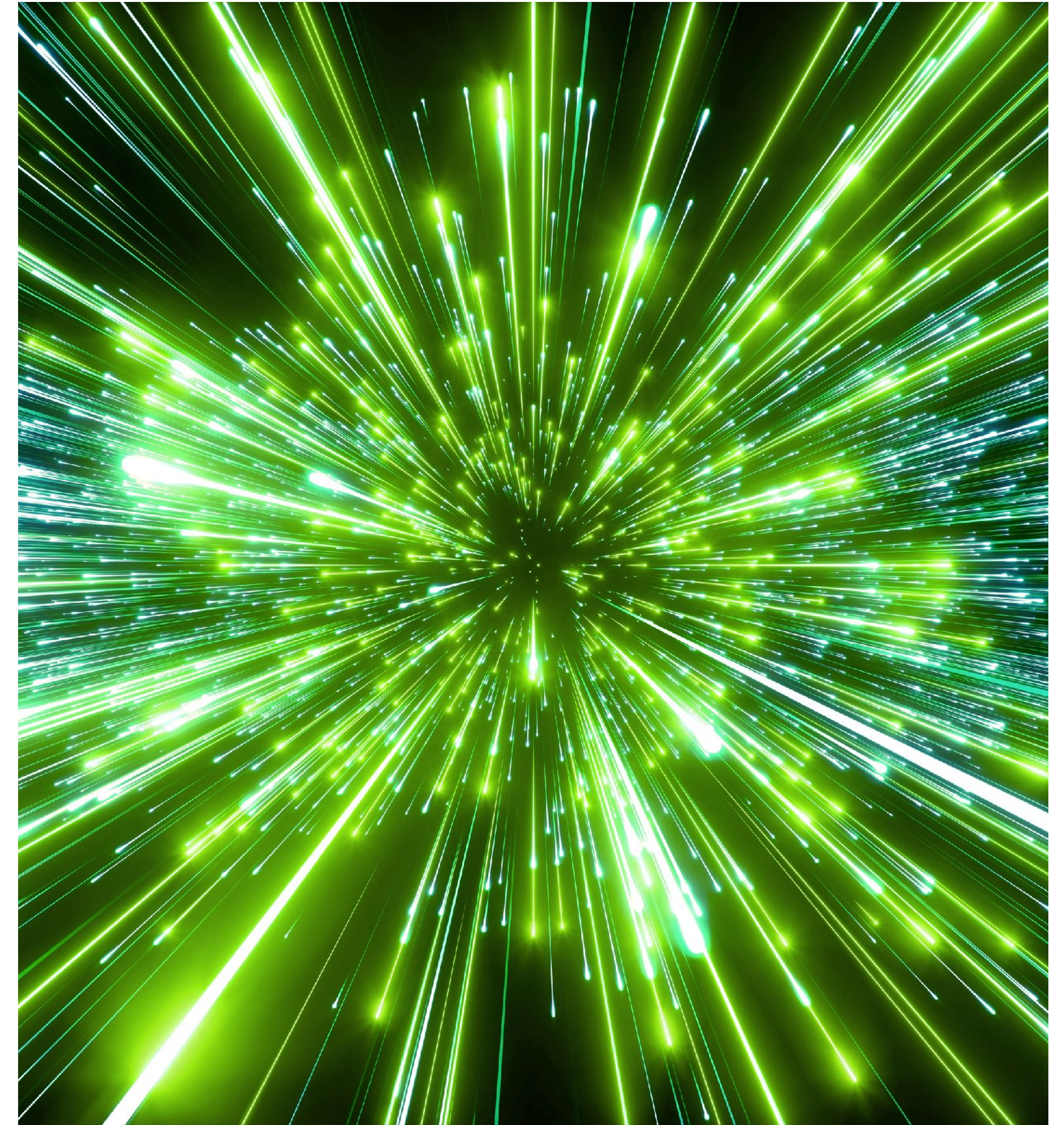
What happens next

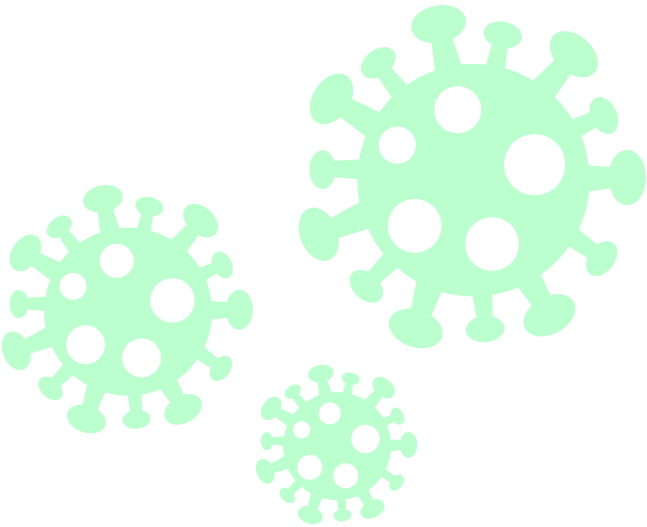
As the world emerges from the global pandemic, many consumers will look to enjoy non-digital freedoms once again.

But COVID is likely to have changed consumer habits, requirements and expectations for good. Few consumers are expected to return to slower, less convenient or more costly non-digital options.

Overall, we believe that the enduring impact of COVID will be to accelerate the digital transformation of consumer life. The new post-pandemic imperative for brands will be to rise to the challenge and accelerate their own digital transformation efforts.

We are here to help.





Digital acceleration: Online telehealth is up

The pandemic is accelerating the digital transformation of consumer life

Number of adult consumers who consulted a doctor online for the first time during the pandemic

Proportion of total adult population who consulted a doctor online for the first time during the pandemic



1,388,238

2.0%



7,264,547

13.8%

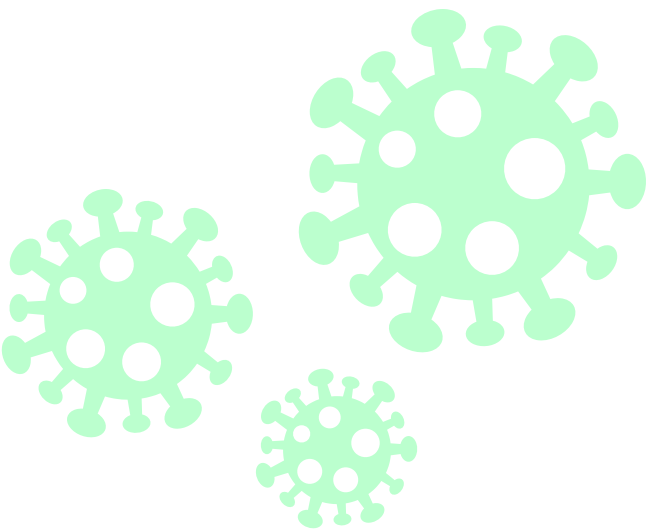


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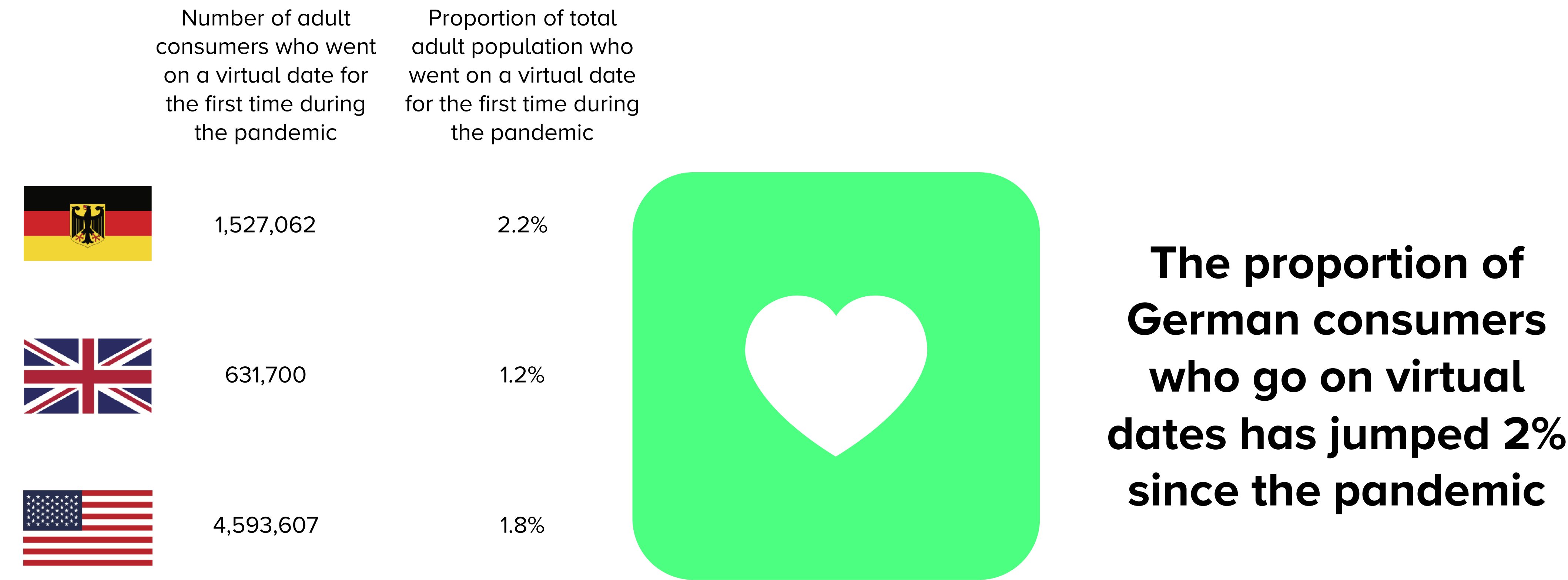


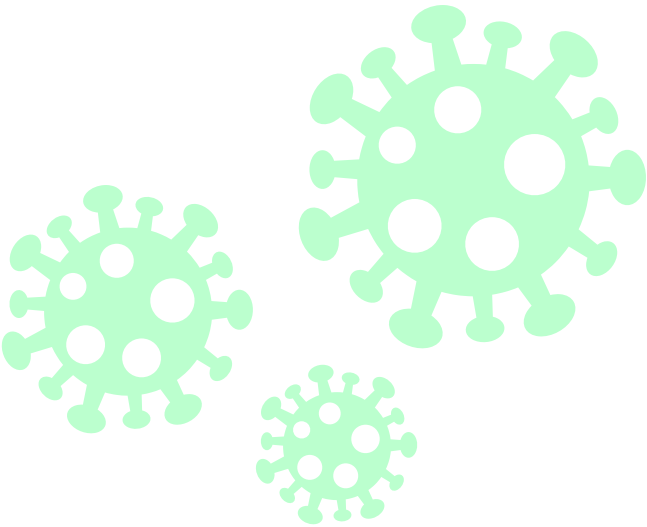
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Digital acceleration: Online virtual dating is up

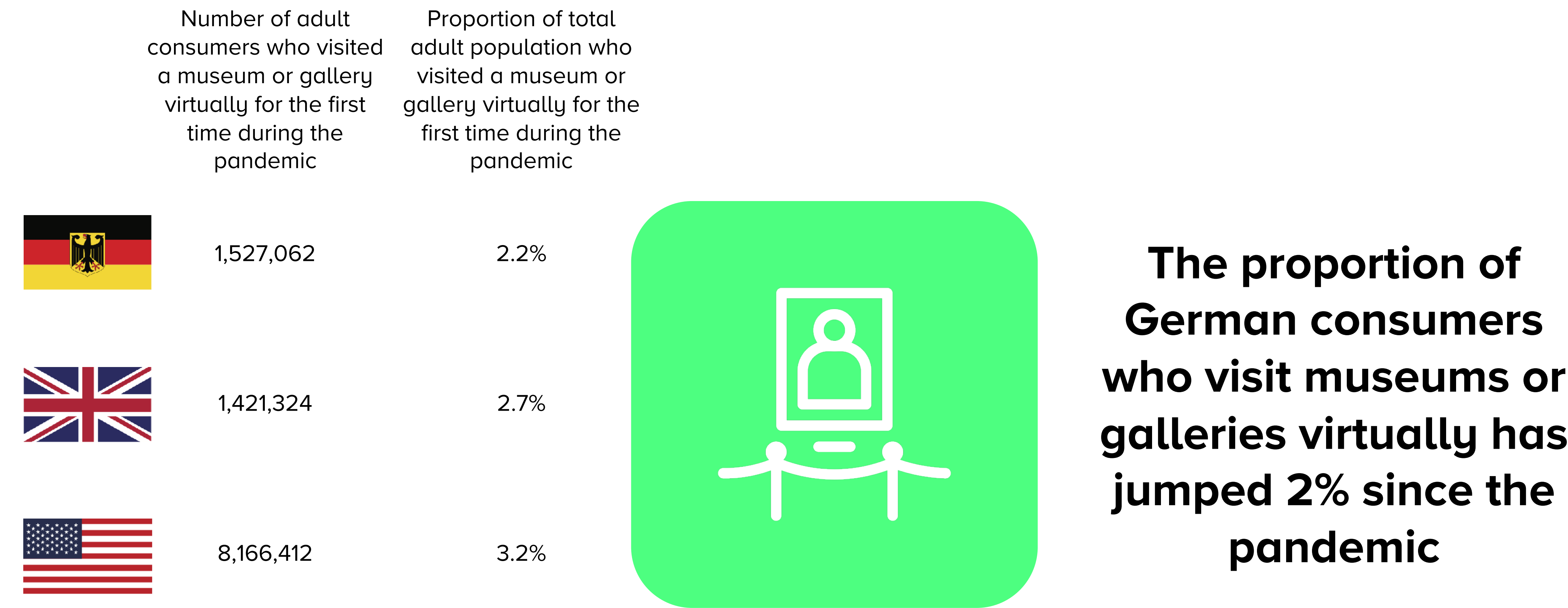
The pandemic is accelerating the digital transformation of consumer life

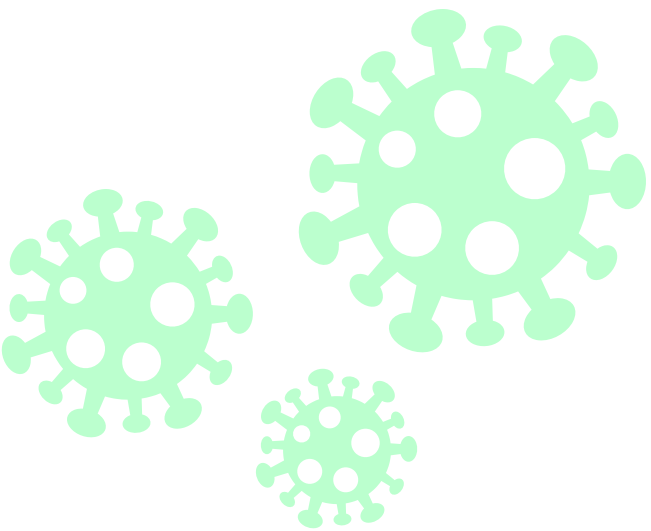




Digital acceleration: Online virtual visits are up




The pandemic is accelerating the digital transformation of consumer life





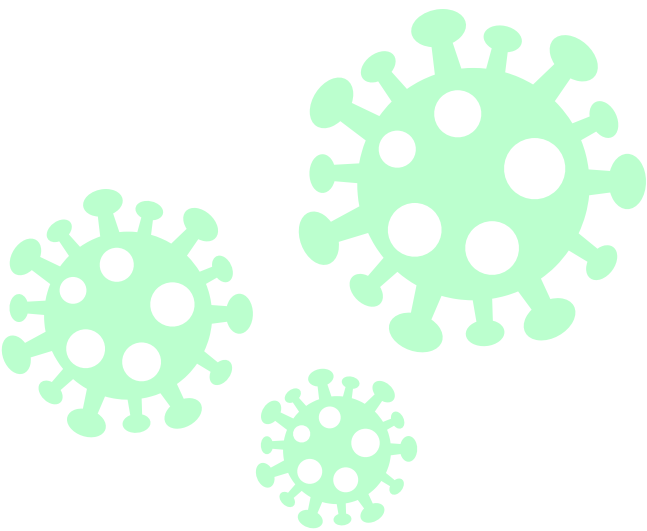
Digital acceleration: Online live events are up

The pandemic is accelerating the digital transformation of consumer life

	Number of adult consumers who experienced their first online live music or theatre performance during the pandemic	Proportion of total adult population who experienced their first online live music or theatre performance during the pandemic
	2,498,829	3.6%
	2,790,007	5.3%
	13,270,419	5.2%

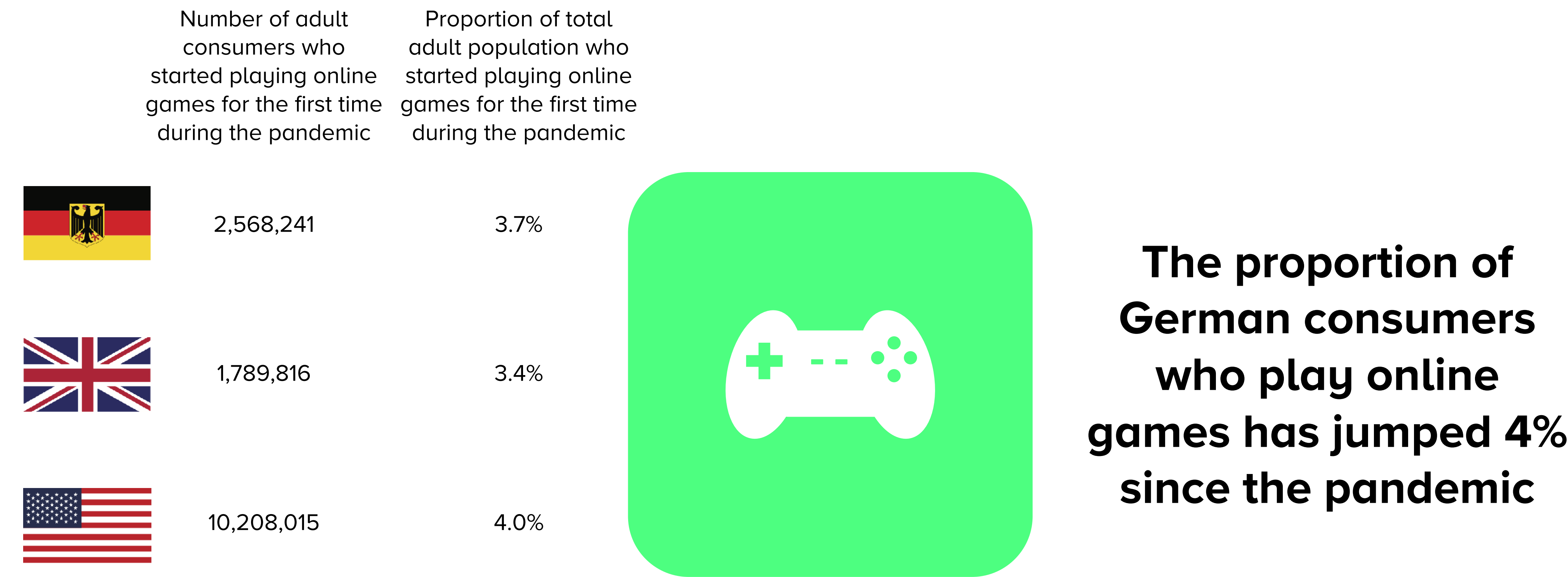


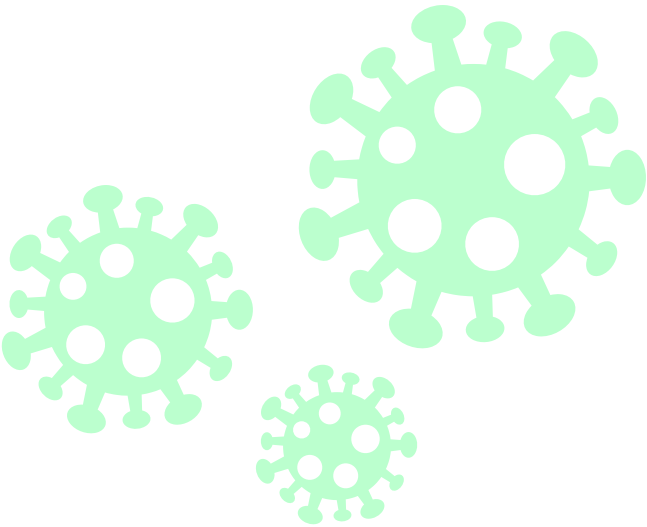
The proportion of German consumers who attend online live music or theatre performances has jumped 4% since the pandemic



Digital acceleration: Online gaming is up

The pandemic is accelerating the digital transformation of consumer life





Digital acceleration: Online courses are up

The pandemic is accelerating the digital transformation of consumer life

Number of adult consumers who started taking online learning courses for the first time during the pandemic

Proportion of total adult population who started taking online learning courses for the first time during the pandemic



2,984,712

4.3%



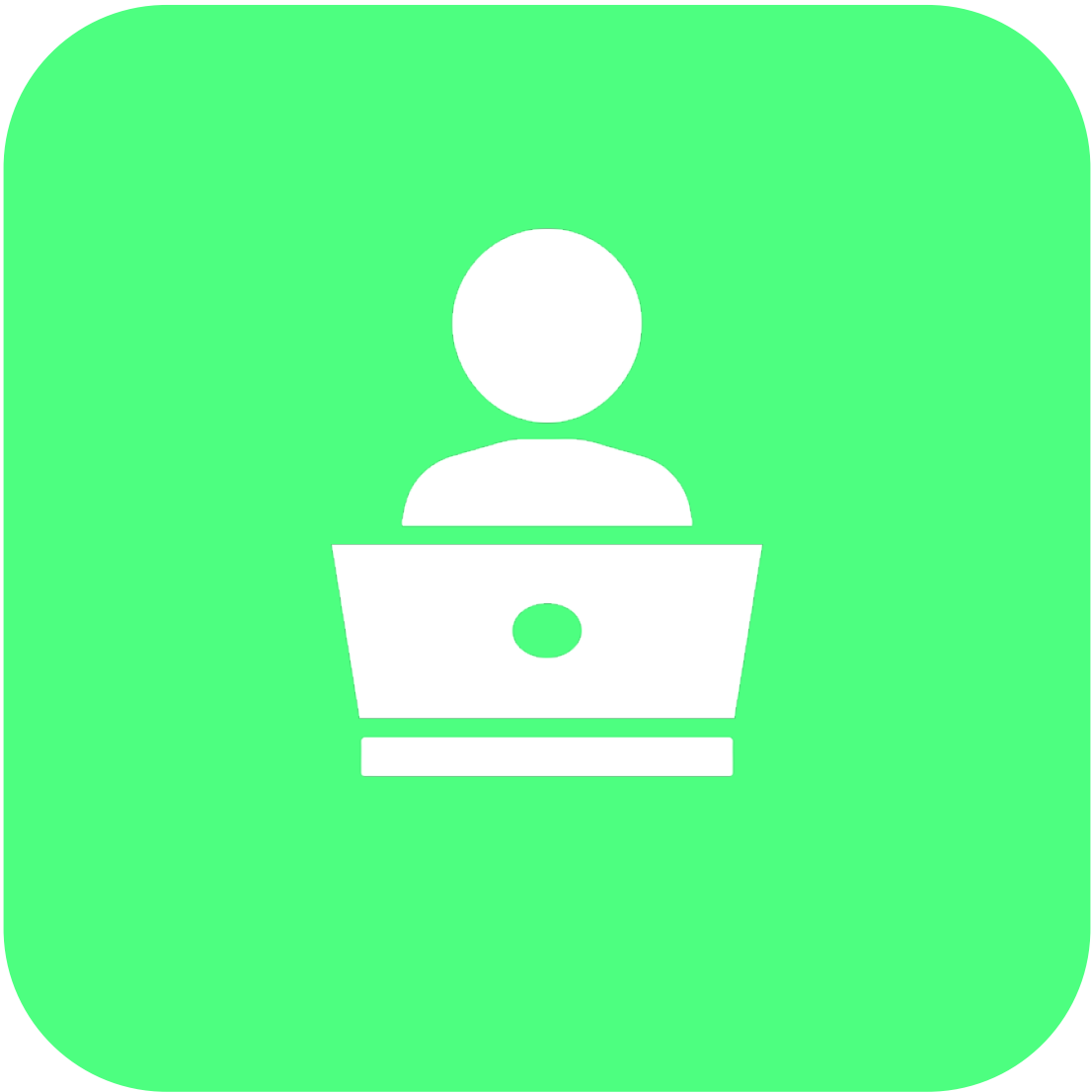
3,000,574

5.7%

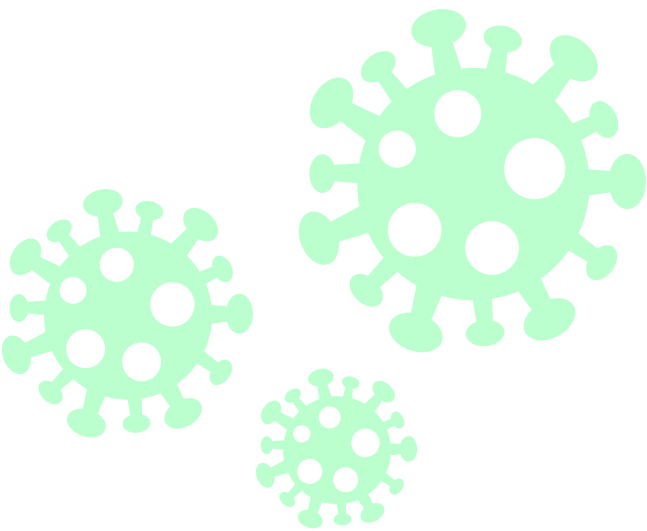


9,952,815

3.9%



The proportion of German consumers who take online learning courses has jumped 4% since the pandemic



Digital acceleration: Online fitness is up

The pandemic is accelerating the digital transformation of consumer life

Number of adult consumers who started taking online fitness classes for the first time during the pandemic

Proportion of total adult population who started taking online fitness classes for the first time during the pandemic



2,845,888

4.1%



4,106,048

7.8%



12,760,019

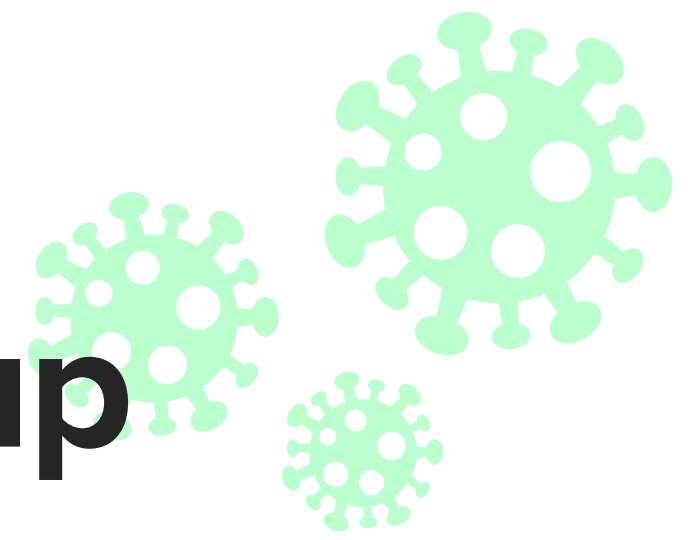
5.0%



The proportion of German consumers who take online fitness classes has jumped 4% since the pandemic

Digital acceleration: Online movie/tv streaming is up

The pandemic is accelerating the digital transformation of consumer life



Proportion of total adult population who started streaming movies or TV for the first time during the pandemic



4,858,833

7.0%



4,106,048

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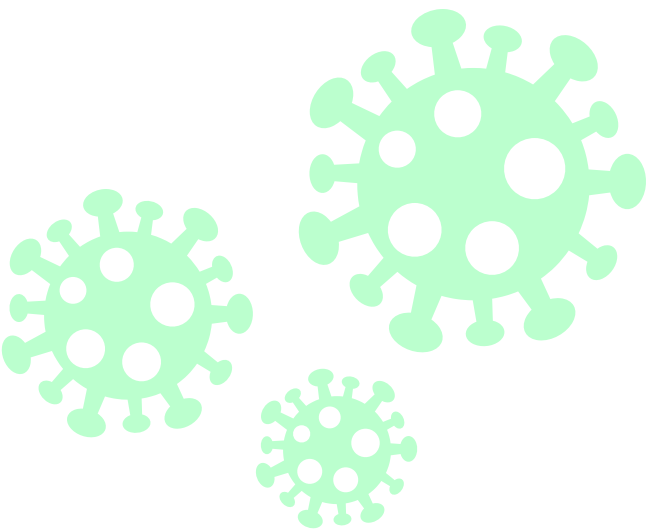


20,416,030

8.0%



The proportion of German consumers who stream movies and TV has jumped 7% since the pandemic






Digital acceleration: Online food delivery is up

The pandemic is accelerating the digital transformation of consumer life

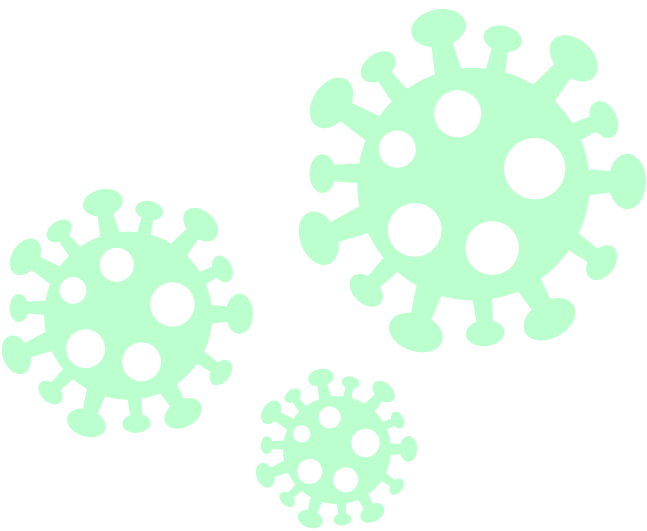
Number of adult consumers who started using online food delivery services for the first time during the pandemic

Proportion of total adult population who started using online food delivery services for the first time during the pandemic

	5,622,364	8.1%
	4,948,315	9.4%
	28,837,642	11.3%

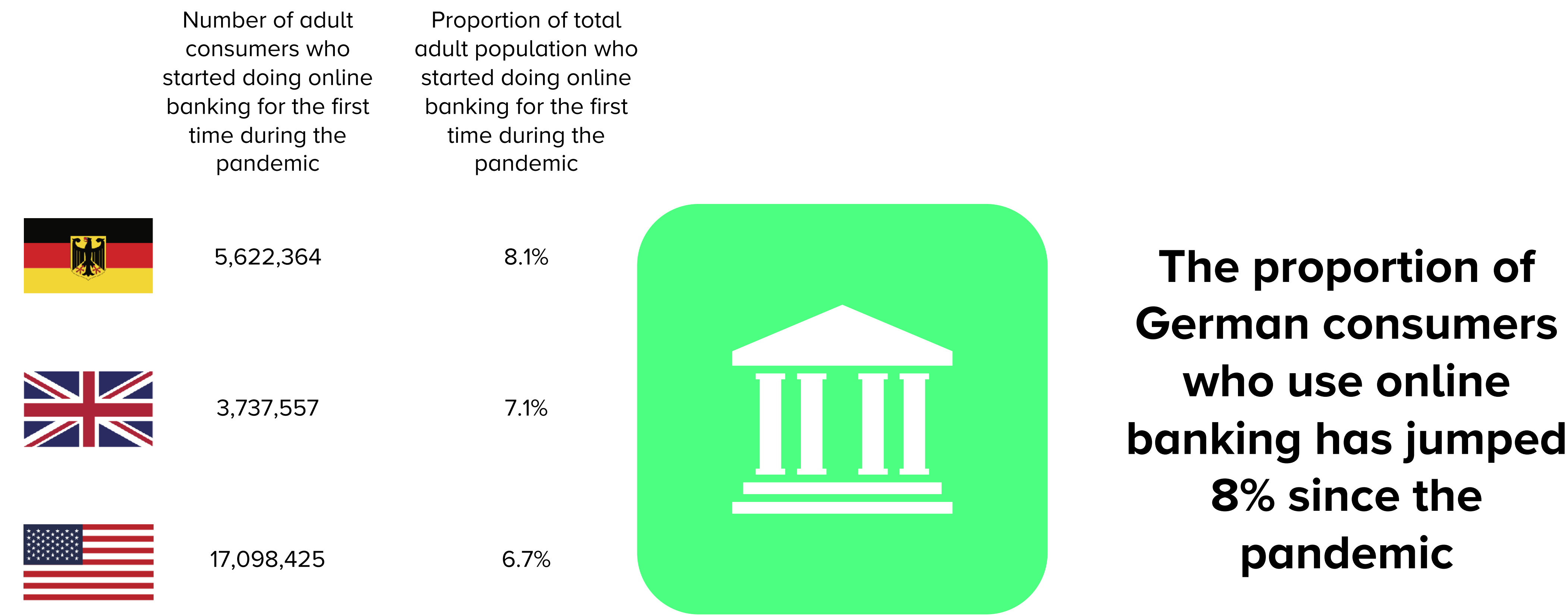


The proportion of German consumers who use online food delivery services has jumped 8% since the pandemic

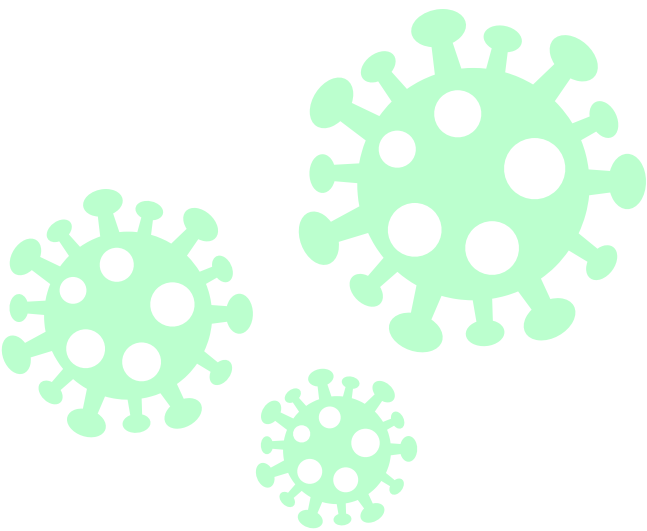


Digital acceleration: Online banking is up

The pandemic is accelerating the digital transformation of consumer life

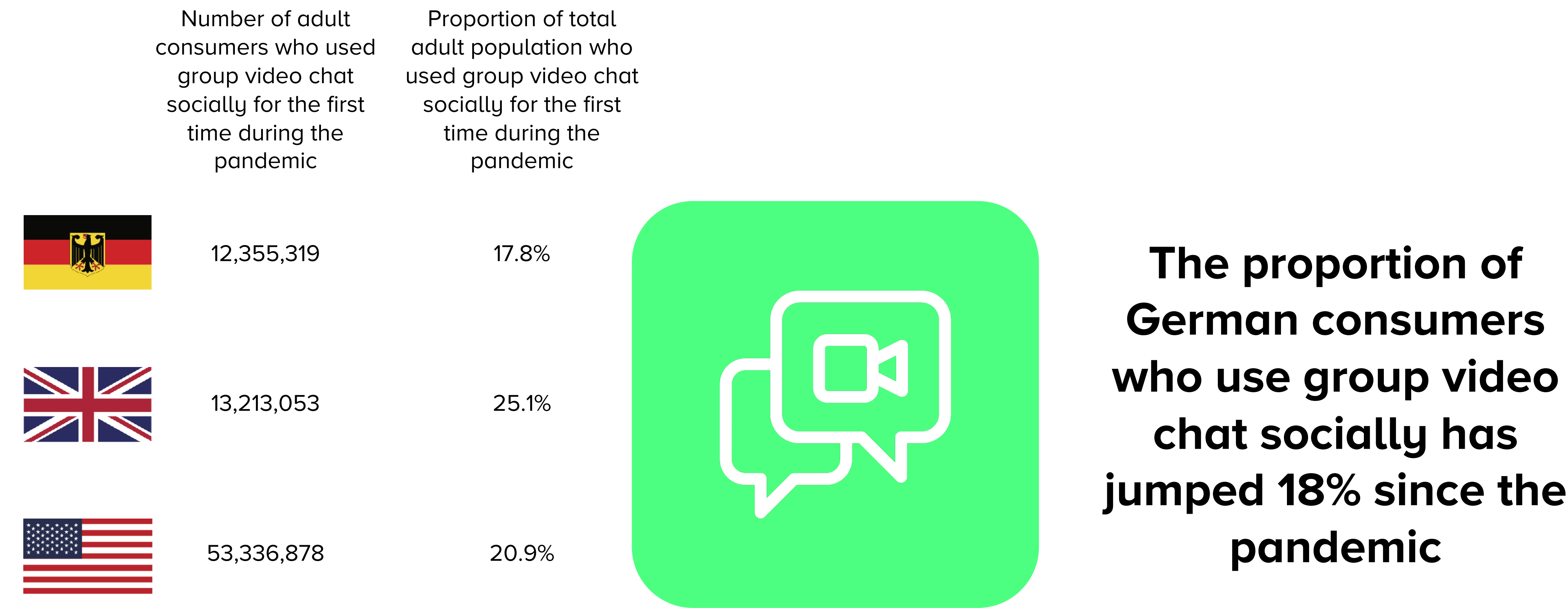


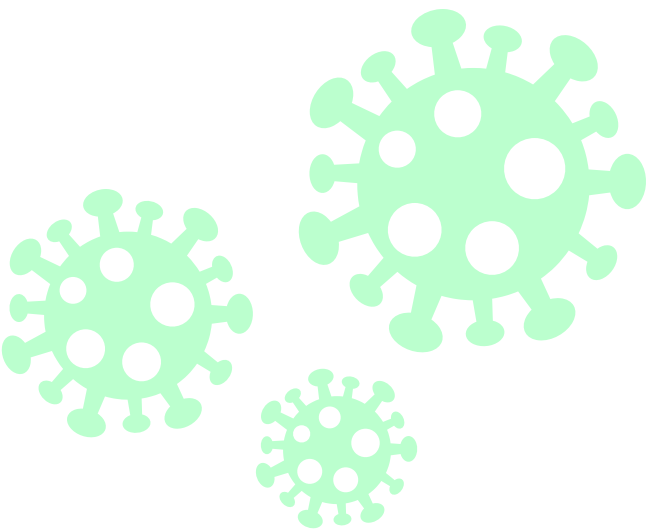
Which of the following did you do for the first time in the past twelve months (since the outbreak of COVID)? [n = 1501 DE, 1511 UK, 1507 US - Fieldwork 10-14 Feb, 2021]
Adult totals based on >18 adult populations for DE 69.411,906 (Eurostat), UK 52,641,645 (ONS) US 255,200,373 (US Census)



Digital acceleration: Video chat is up

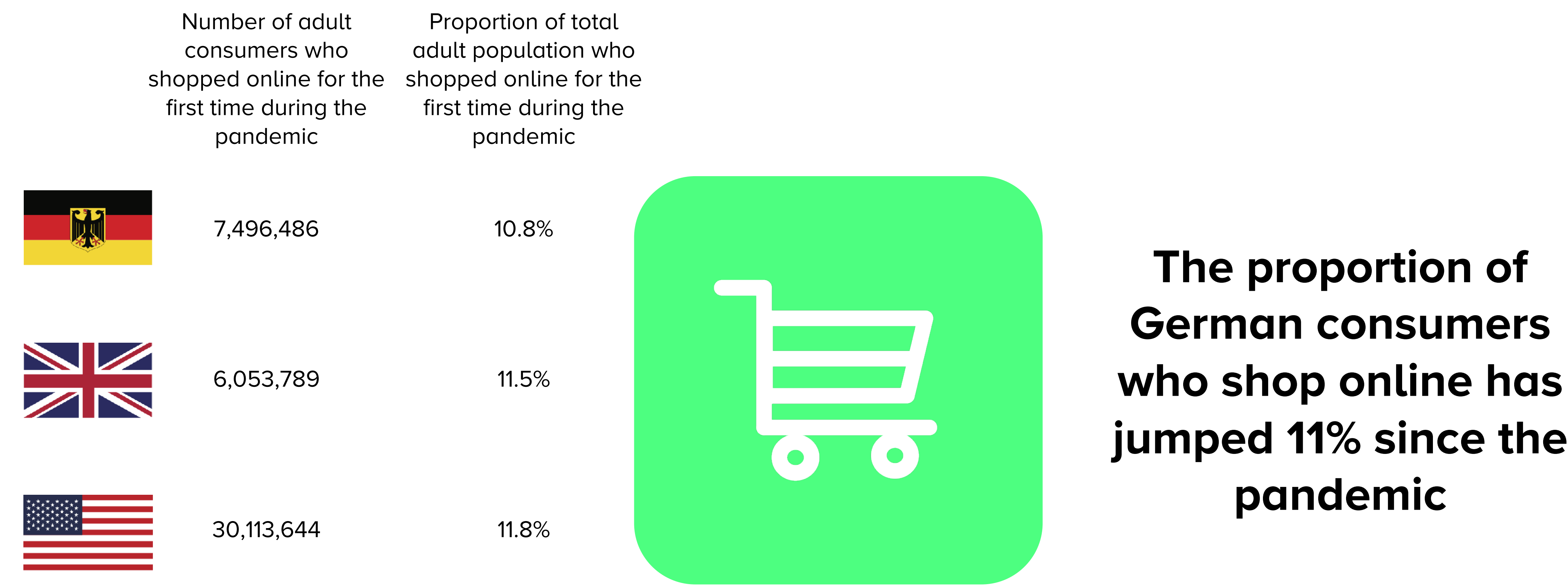
The pandemic is accelerating the digital transformation of consumer life



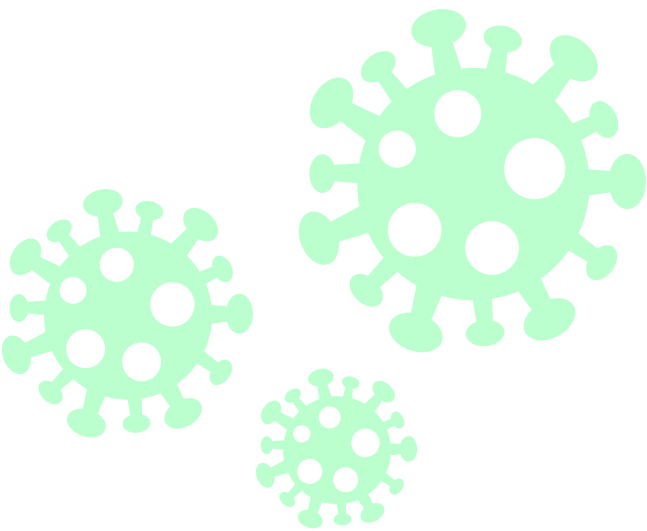


Digital acceleration: E-commerce is up

The pandemic is accelerating the digital transformation of consumer life

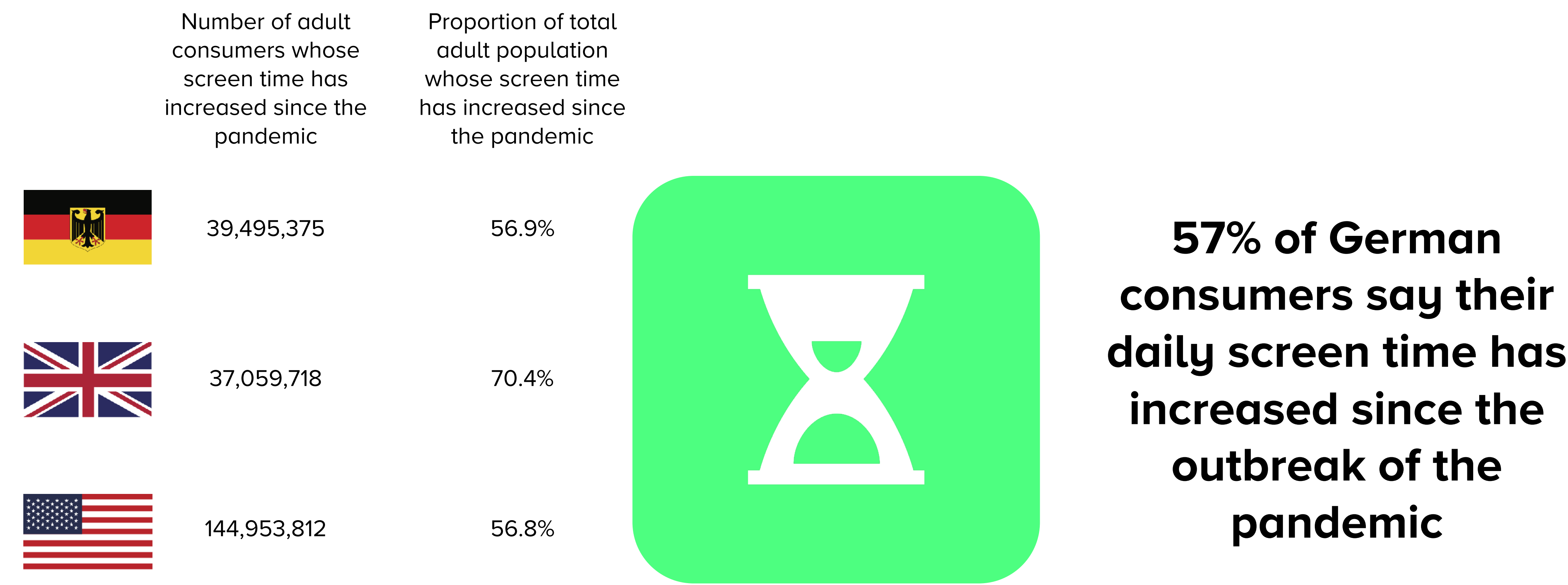


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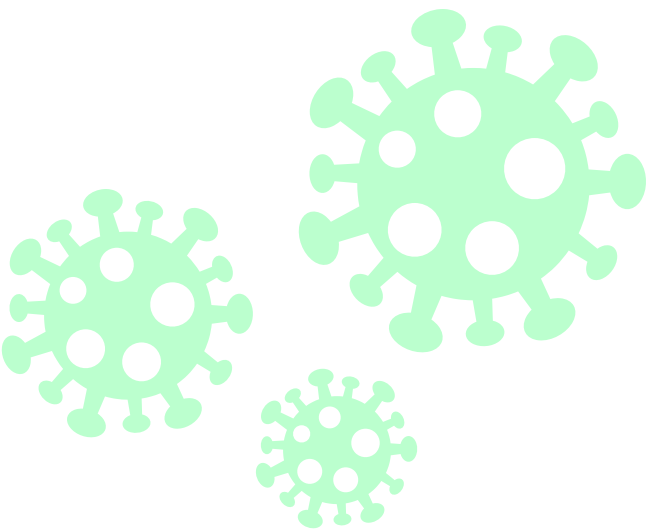


Digital acceleration: Screen time is up

The pandemic is accelerating the digital transformation of consumer life

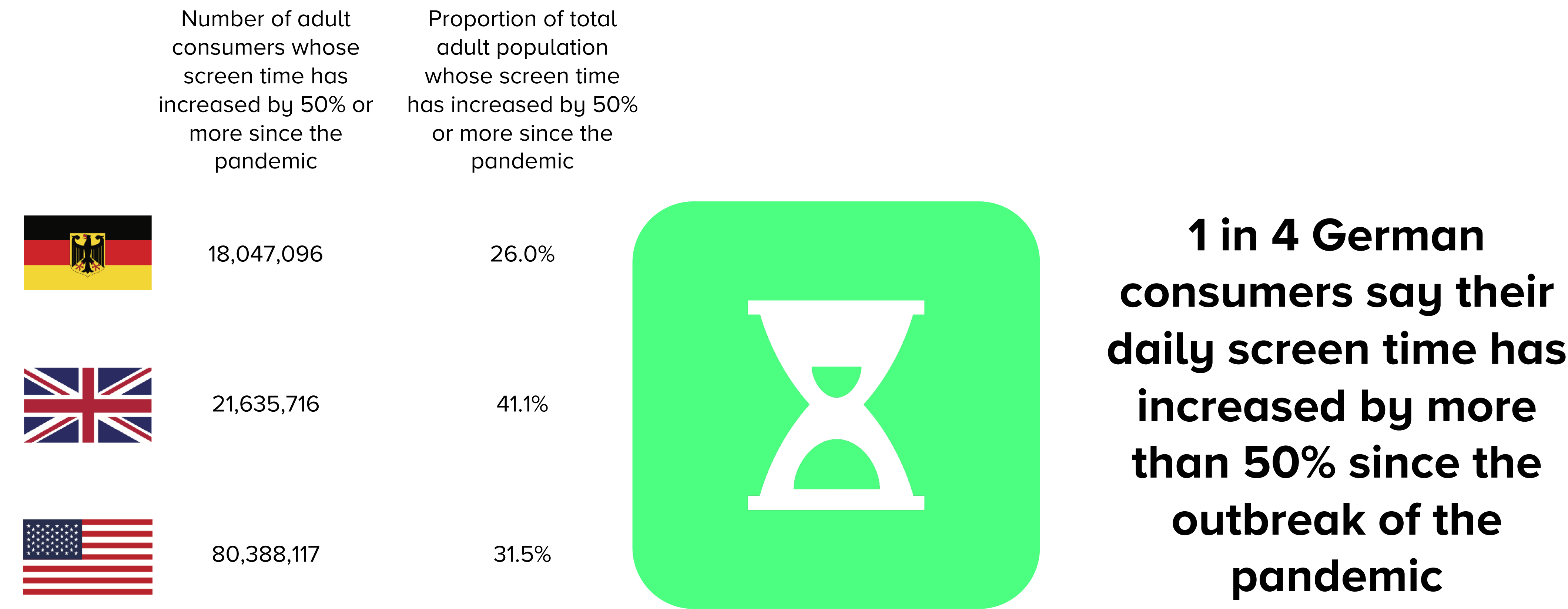


Since COVID, how has your overall 'screen time' changed, if at all? [n = 1501 DE, 1511 UK, 1507 US - Fieldwork 10-14 Feb, 2021]
Adult totals based on >18 adult populations for DE 69.411,906 (Eurostat), UK 52,641,645 (ONS) US 255,200,373 (US Census)



Digital acceleration: Screen time is up

The pandemic is accelerating the digital transformation of consumer life



Since COVID, how has your overall 'screen time' changed, if at all? [n = 1501 DE, 1511 UK, 1507 US - Fieldwork 10-14 Feb, 2021]
Adult totals based on >18 adult populations for DE 69.411,906 (Eurostat), UK 52,641,645 (ONS) US 255,200,373 (US Census)

Summary: The Great Acceleration

The pandemic is accelerating the digital transformation of consumer life in the US



Screen time is up by 50% or more
for 80M US consumers

Another 30M US consumers have started shopping online

Another 10M US consumers have started online gaming

Another 29M US consumers have started ordering online food delivery

Another 13M US consumers have started attending live events online

Another 10M US consumers have taking online courses

Another 39M US consumers have started using telehealth services

Another 17M US consumers have started banking online

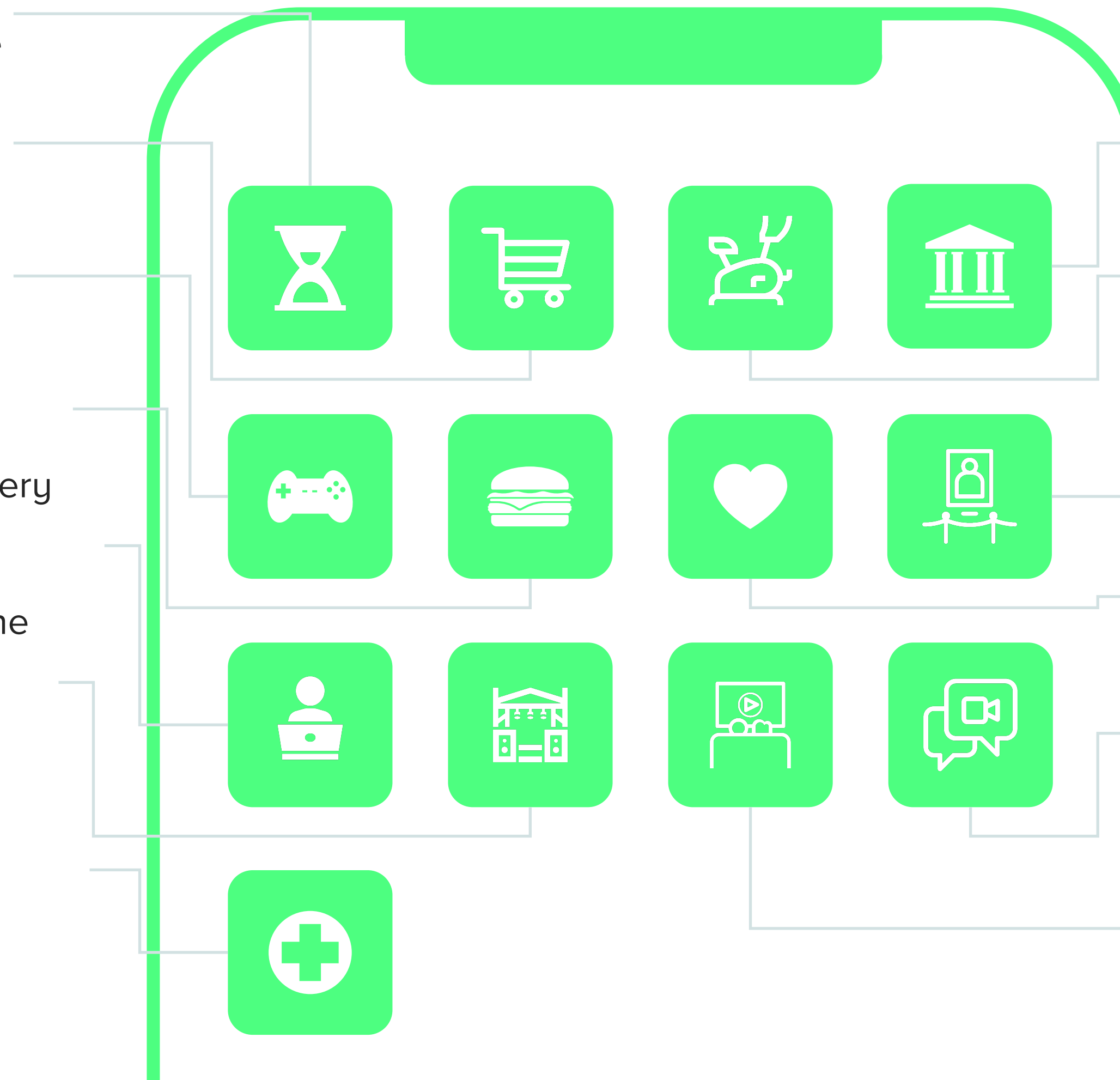
Another 13M US consumers have started taking online exercise classes

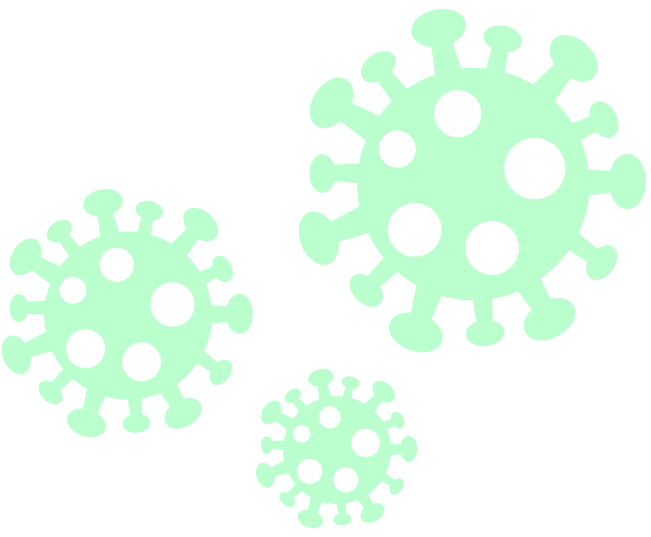
Another 8M US consumers have started visiting museums and galleries virtually

Another 5M US consumers have started virtual dating

Another 20M US consumes have started streaming TV and movies

Another 53M US consumers have started using group video chat socially





Summary: The Great Acceleration

The pandemic is accelerating the digital transformation of consumer life in the UK

Since the onset of the pandemic...



Screen time is up by 50% or more for 22M UK consumers

Another 6.1M UK consumers have started shopping online

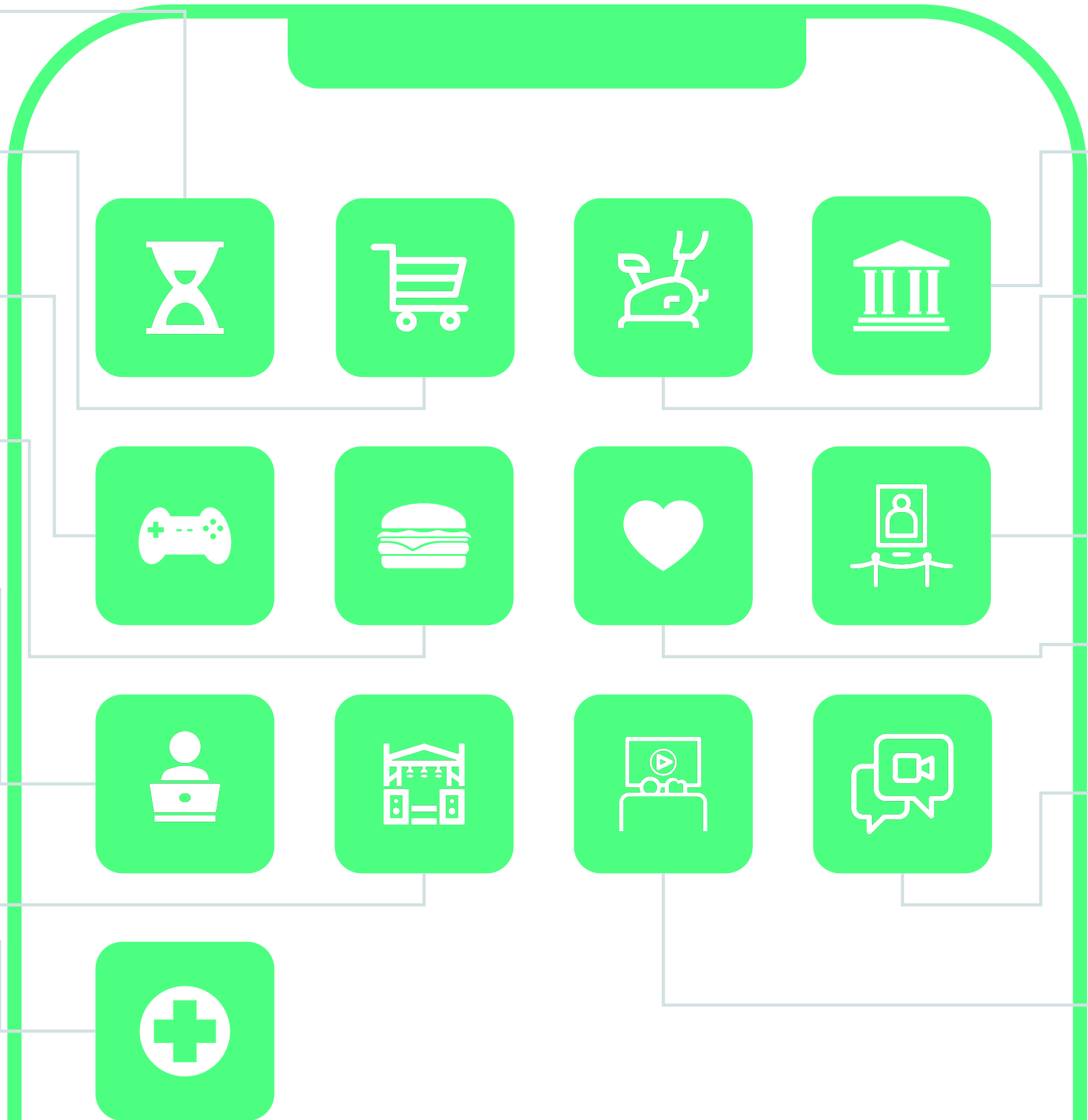
Another 1.8M UK consumers have started online gaming

Another 4.9M UK consumers have started ordering online food delivery

Another 2.8M UK consumers have started attending live events online

Another 3M UK consumers have taken online courses

Another 7.3M UK consumers have started using telehealth services



Another 3.7M UK consumers have started banking online

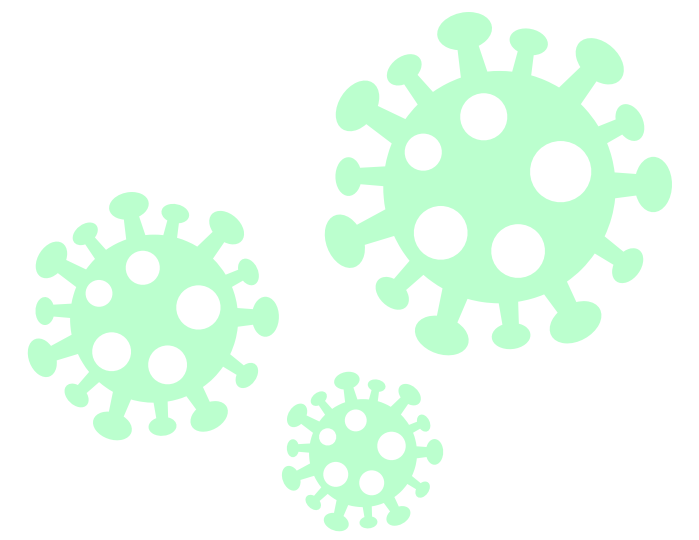
Another 4.1M UK consumers have started taking online exercise classes

Another 1.4M UK consumers have started visiting museums and galleries virtually

Another 600K UK consumers have started virtual dating

Another 4.1M UK consumers have started streaming TV and movies

Another 13.2M UK consumers have started using group video chat socially



Summary: The Great Acceleration

The pandemic is accelerating the digital transformation of consumer life in the UK

Since the onset of the pandemic...

Screen time is up by 50% or more for 22M UK consumers

Another 6.1M UK consumers have started shopping online

Another 1.8M UK consumers have started online gaming

Another 4.9M UK consumers have started ordering online food delivery

Another 2.8M UK consumers have started attending live events online

Another 3M UK consumers have taken online courses

Another 7.3M UK consumers have started using telehealth services

Another 3.7M UK consumers have started banking online

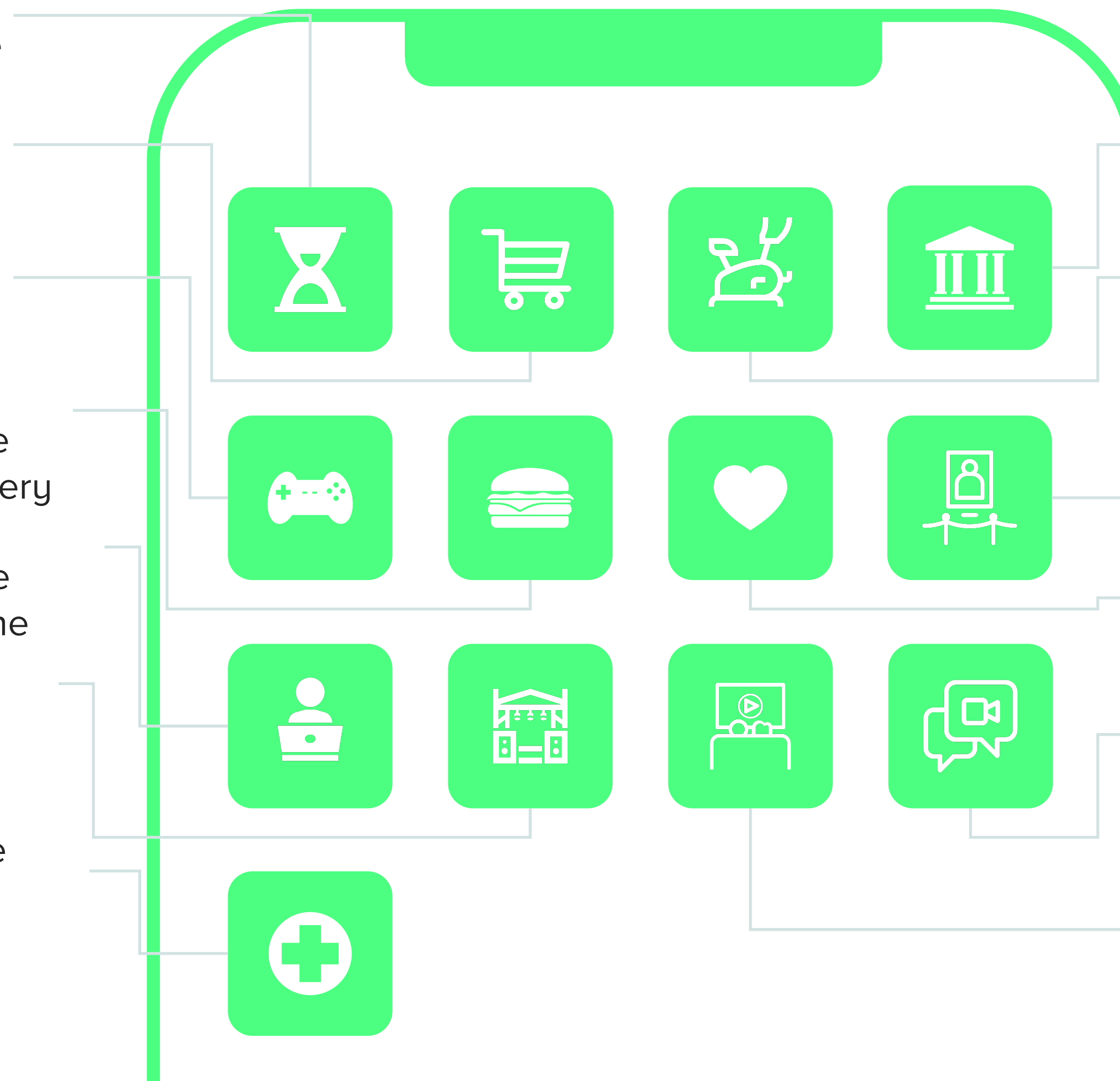
Another 4.1M UK consumers have started taking online exercise classes

Another 1.4M UK consumers have started visiting museums and galleries virtually

Another 600K UK consumers have started virtual dating

Another 4.1M UK consumers have started streaming TV and movies

Another 13.2M UK consumers have started using group video chat socially





Summary: The Great Acceleration

The pandemic is accelerating the digital transformation of consumer life in Germany

Screen time is up by 50% or more for 18M German consumers

Another 7.5M German consumers have started shopping online

Another 2.6M German consumers have started online gaming

Another 5.6M German consumers have started ordering online food delivery

Another 2.5M German consumers have started attending live events online

Another 3M German consumers have taking online courses

Another 1.4M German consumers have started using telehealth services

Another 5.6M German consumers have started banking online

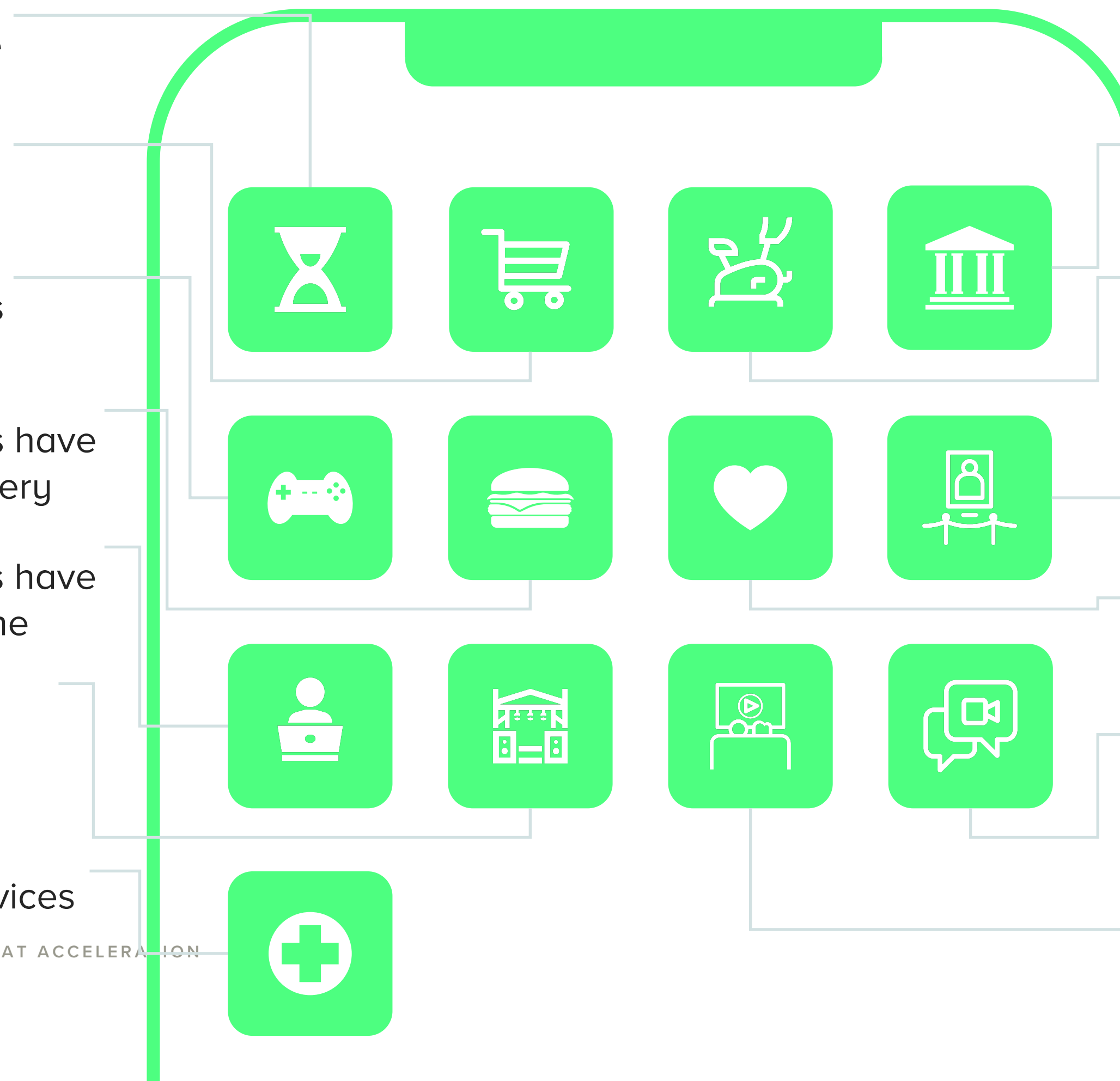
Another 2.8M German consumers have started taking online exercise classes

Another 1.5M German consumers have started visiting museums and galleries virtually

Another 1.5M German consumers have started virtual dating

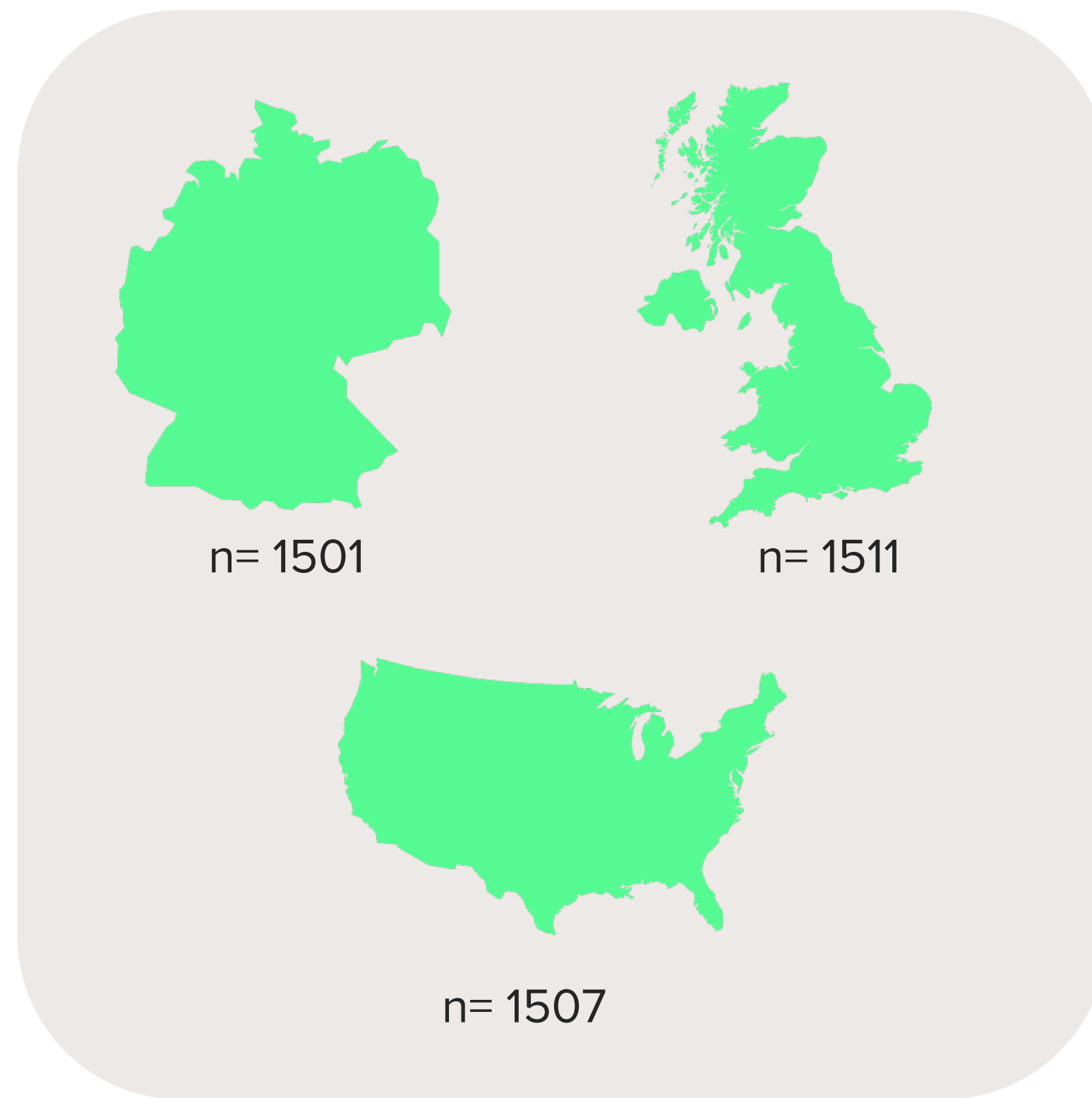
Another 4.9M German consumes have started streaming TV and movies

Another 12.4M German consumers have started using group video chat socially



Appendix: Sample and methodology

In February 2021, SYZYGY used the Google Survey platform to ask three nationally representative samples* of adult consumers across Germany, UK and USA about the impact of the coronavirus pandemic on their digital habits.



Fieldwork was completed February 10-14, 2021.

*Google Surveys: Respondents comprised a nationally representative sample of adult users aged 18+ on websites in the Google Surveys Publisher Network. Respondents recruited to be nationally representative. Each question was answered 1500 times in each country by different respondents, with responses weighted as necessary to reflect demographic structure.

Appendix: Effect of COVID on screen time in Germany

Since COVID, how would you say your total 'screen time' has changed, if at all? (nb. ‘screen time’ = total time spent per day looking at all screens including TV, phone, tablet, computer and console screens)

<div>N = 1501</div> <div>Google survey, nationally representative sample.</div> <div>Fieldwork conducted Feb 10-14, 2021</div>	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	DE	DE	DE	DE	DE	DE	DE	DE	DE
My total screen time is up a bit (about 10%)	30.9%	31.7%	30.0%	25.9%	29.3%	31.8%	35.8%	31.1%	28.2%
My total screen time is up a lot (about 50%)	17.8%	16.1%	19.6%	23.2%	15.4%	17.9%	15.4%	21.4%	15.5%
My total screen time has doubled or more	8.2%	9.4%	6.9%	9.4%	8.6%	9.8%	7.4%	6.1%	7.8%
My total screen time has not changed	30.6%	29.8%	31.5%	26.4%	27.1%	30.3%	29.1%	32.7%	40.5%
My total screen time has decreased	12.5%	13.0%	11.9%	15.1%	19.5%	10.2%	12.4%	8.7%	8.0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total increase	56.9%	47.8%	49.6%	49.1%	44.7%	49.7%	51.2%	52.5%	43.7%
Total increase 50%+	26.0%	25.5%	26.5%	32.6%	24.0%	27.7%	22.8%	27.5%	23.3%

Appendix: Effect of COVID on screen time in the UK

Since COVID, how would you say your total 'screen time' has changed, if at all? (nb. ‘screen time’ = total time spent per day looking at all screens including TV, phone, tablet, computer and console screens)

<div>N = 1511</div> <div>Google survey, nationally representative sample.</div> <div>Fieldwork conducted Feb 10-14, 2021</div>	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	UK	UK	UK	UK	UK	UK	UK	UK	UK
My total screen time is up a bit (about 10%)	29.3%	29.5%	29.0%	21.7%	28.0%	29.8%	31.1%	31.3%	35.1%
My total screen time is up a lot (about 50%)	27.4%	24.7%	30.2%	30.7%	27.5%	27.6%	27.3%	26.2%	24.4%
My total screen time has doubled or more	13.7%	11.8%	15.5%	15.7%	13.7%	13.3%	13.1%	13.3%	13.0%
My total screen time has not changed	19.4%	21.3%	17.6%	17.9%	18.3%	16.9%	18.7%	24.1%	22.8%
My total screen time has decreased	10.2%	12.7%	7.7%	14.1%	12.6%	12.4%	9.8%	5.1%	4.7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total increase	70.4%	54.2%	59.2%	52.4%	55.5%	57.4%	58.4%	57.5%	59.5%
Total increase 50%+	41.1%	36.5%	45.7%	46.4%	41.2%	40.9%	40.4%	39.5%	37.4%

Appendix: Effect of COVID on screen time in the USA

Since COVID, how would you say your total 'screen time' has changed, if at all? (nb. ‘screen time’ = total time spent per day looking at all screens including TV, phone, tablet, computer and console screens)

<div>N = 1507</div> <div>Google survey, nationally representative sample.</div> <div>Fieldwork conducted Feb 10-14, 2021</div>	TOTAL	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
	US	US	US	US	US	US	US	US	US
My total screen time is up a bit (about 10%)	25.3%	23.7%	26.7%	22.3%	19.6%	31.8%	26.2%	27.2%	24.4%
My total screen time is up a lot (about 50%)	20.3%	18.5%	21.9%	13.8%	22.2%	23.5%	18.6%	19.8%	21.9%
My total screen time has doubled or more	11.2%	8.9%	13.3%	17.5%	9.6%	6.9%	13.6%	13.2%	8.1%
My total screen time has not changed	28.1%	29.6%	26.8%	24.8%	27.8%	25.1%	26.2%	27.1%	37.7%
My total screen time has decreased	15.1%	19.3%	11.2%	21.5%	20.8%	12.7%	15.5%	12.8%	7.9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total increase	56.8%	42.2%	48.6%	36.1%	41.8%	55.3%	44.8%	47.0%	46.3%
Total increase 50%+	31.5%	27.4%	35.2%	31.3%	31.8%	30.4%	32.2%	33.0%	30.0%

Appendix: Effect of COVID on screen time (summary)

Since COVID, how would you say your total 'screen time' has changed, if at all? (nb. ‘screen time’ = total time spent per day looking at all screens including TV, phone, tablet, computer and console screens)

N = 1501 (DE), 1511 (UK), 1507 (US) <small>Google survey, nationally representative sample. Fieldwork conducted Feb 10-14, 2021</small>	TOTAL			Male			Female			18-24			25-34			35-44			45-54			55-64			65+		
	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US
My total screen time is up a bit (about 10%)	30.9%	29.3%	25.3%	31.7%	29.5%	23.7%	30.0%	29.0%	26.7%	25.9%	21.7%	22.3%	29.3%	28.0%	19.6%	31.8%	29.8%	31.8%	35.8%	31.1%	26.2%	31.1%	31.3%	27.2%	28.2%	35.1%	24.4%
My total screen time is up a lot (about 50%)	17.8%	27.4%	20.3%	16.1%	24.7%	18.5%	19.6%	30.2%	21.9%	23.2%	30.7%	13.8%	15.4%	27.5%	22.2%	17.9%	27.6%	23.5%	15.4%	27.3%	18.6%	21.4%	26.2%	19.8%	15.5%	24.4%	21.9%
My total screen time has doubled or more	8.2%	13.7%	11.2%	9.4%	11.8%	8.9%	6.9%	15.5%	13.3%	9.4%	15.7%	17.5%	8.6%	13.7%	9.6%	9.8%	13.3%	6.9%	7.4%	13.1%	13.6%	6.1%	13.3%	13.2%	7.8%	13.0%	8.1%
My total screen time has not changed	30.6%	19.4%	28.1%	29.8%	21.3%	29.6%	31.5%	17.6%	26.8%	26.4%	17.9%	24.8%	27.1%	18.3%	27.8%	30.3%	16.9%	25.1%	29.1%	18.7%	26.2%	32.7%	24.1%	27.1%	40.5%	22.8%	37.7%
My total screen time has decreased	12.5%	10.2%	15.1%	13.0%	12.7%	19.3%	11.9%	7.7%	11.2%	15.1%	14.1%	21.5%	19.5%	12.6%	20.8%	10.2%	12.4%	12.7%	12.4%	9.8%	15.5%	8.7%	5.1%	12.8%	8.0%	4.7%	7.9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total increase	56.9%	70.4%	56.8%	57.2%	66.0%	51.1%	56.5%	74.7%	61.9%	58.5%	68.1%	53.6%	53.3%	69.2%	51.4%	59.5%	70.7%	62.2%	58.6%	71.5%	58.4%	58.6%	70.8%	60.2%	51.5%	72.5%	54.4%
Total increase 50%+	26.0%	41.1%	31.5%	25.5%	36.5%	27.4%	26.5%	45.7%	35.2%	32.6%	46.4%	31.3%	24.0%	41.2%	31.8%	27.7%	40.9%	30.4%	22.8%	40.4%	32.2%	27.5%	39.5%	33.0%	23.3%	37.4%	30.0%

Appendix: Effect of COVID on online activities in Germany

Which of the following did you do for the first time in the past twelve months (since the outbreak of COVID)?

	TOTAL DE	Male DE	Female DE	18-24 DE	25-34 DE	35-44 DE	45-54 DE	55-64 DE	65+ DE
Online shopping (e-commerce)	10.8%	10.9%	10.7%	13.9%	9.2%	9.6%	10.8%	10.3%	12.5%
Online banking	8.1%	8.7%	7.4%	7.9%	8.5%	6.5%	7.3%	9.5%	9.6%
Online movie/tv streaming (e.g. Netflix)	7.0%	5.8%	8.3%	5.9%	6.8%	8.5%	6.4%	7.0%	6.8%
Take online fitness/exercise class	4.1%	3.4%	4.9%	4.5%	4.7%	6.5%	2.9%	3.2%	2.3%
Take online course (learning/skills)	4.3%	4.1%	4.6%	6.0%	4.6%	4.5%	4.4%	3.2%	3.4%
Consult a doctor online ('telehealth')	2.0%	2.4%	1.7%	1.5%	2.5%	3.2%	2.4%	0.6%	1.1%
Online group video chat with friends/family	17.8%	17.4%	18.3%	17.1%	15.7%	25.8%	17.3%	11.2%	17.5%
Order online meal delivery (e.g. Uber Eats)	8.1%	8.3%	8.0%	7.6%	8.7%	9.7%	9.5%	6.5%	4.9%
Virtual dating (online romantic meeting)	2.2%	2.2%	2.2%	3.3%	3.1%	2.2%	1.6%	1.2%	1.9%
Online gaming	3.7%	4.1%	3.2%	7.0%	4.1%	3.2%	2.2%	4.1%	2.5%
Attend a live music/theatre act online	3.6%	4.0%	3.2%	5.2%	3.8%	1.8%	2.6%	4.0%	5.7%
Online virtual visit of a museum or gallery	2.2%	2.4%	2.1%	1.9%	2.3%	2.8%	2.1%	1.1%	3.1%

Appendix: Effect of COVID on online activities in the UK

Which of the following did you do for the first time in the past twelve months (since the outbreak of COVID)?

	TOTAL UK	Male UK	Female UK	18-24 UK	25-34 UK	35-44 UK	45-54 UK	55-64 UK	65+ UK
Online shopping (e-commerce)	11.5%	11.5%	11.5%	8.3%	13.1%	8.0%	9.1%	13.9%	19.3%
Online banking	7.1%	7.1%	7.2%	8.2%	5.5%	6.3%	4.3%	9.6%	11.0%
Online movie/tv streaming (e.g. Netflix)	7.8%	7.6%	7.9%	5.4%	7.1%	9.3%	5.8%	8.8%	11.4%
Take online fitness/exercise class	7.8%	6.8%	8.9%	5.4%	6.9%	7.3%	11.5%	8.7%	6.6%
Take online course (learning/skills)	5.7%	4.7%	6.8%	7.4%	8.5%	5.1%	4.1%	6.2%	2.2%
Consult a doctor online ('telehealth')	13.8%	11.2%	16.4%	9.5%	12.0%	15.1%	15.3%	13.2%	18.5%
Online group video chat with friends/family	25.1%	23.6%	26.6%	22.4%	22.2%	25.4%	28.0%	23.8%	29.5%
Order online meal delivery (e.g. Uber Eats)	9.4%	7.4%	11.3%	7.9%	9.4%	11.6%	8.9%	8.8%	9.3%
Virtual dating (online romantic meeting)	1.2%	1.1%	1.2%	3.0%	1.3%	0.6%	0.4%	0.0%	1.8%
Online gaming	3.4%	3.4%	3.4%	8.3%	2.7%	3.0%	2.3%	1.5%	2.4%
Attend a live music/theatre act online	5.3%	3.9%	6.6%	4.0%	5.4%	6.6%	5.3%	3.8%	6.5%
Online virtual visit of a museum or gallery	2.7%	2.4%	3.1%	2.8%	2.6%	0.6%	3.4%	4.2%	3.4%

Appendix: Effect of COVID on online activities in the USA

Which of the following did you do for the first time in the past twelve months (since the outbreak of COVID)?

	TOTAL US	Male US	Female US	18-24 US	25-34 US	35-44 US	45-54 US	55-64 US	65+ US
Online shopping (e-commerce)	11.8%	10.6%	12.9%	12.7%	12.0%	14.6%	9.2%	11.1%	11.3%
Online banking	6.7%	7.1%	6.3%	8.3%	5.2%	6.1%	5.3%	5.5%	10.6%
Online movie/tv streaming (e.g. Netflix)	8.0%	7.4%	8.5%	9.4%	6.5%	7.2%	9.4%	8.7%	7.3%
Take online fitness/exercise class	5.0%	5.1%	4.9%	3.8%	6.4%	7.1%	4.0%	4.1%	4.0%
Take online course (learning/skills)	3.9%	3.5%	4.3%	12.7%	3.7%	3.4%	2.5%	0.8%	2.5%
Consult a doctor online ('telehealth')	15.4%	14.9%	15.9%	9.6%	12.3%	16.8%	21.0%	16.1%	15.5%
Online group video chat with friends/family	20.9%	16.5%	25.0%	23.5%	18.7%	20.7%	22.0%	22.3%	19.2%
Order online meal delivery (e.g. Uber Eats)	11.3%	9.4%	12.9%	12.2%	14.3%	11.0%	11.1%	10.3%	8.3%
Virtual dating (online romantic meeting)	1.8%	2.4%	1.2%	1.9%	1.8%	3.3%	1.7%	0.6%	1.3%
Online gaming	4.0%	4.4%	3.6%	7.4%	5.6%	4.0%	3.6%	1.1%	2.7%
Attend a live music/theatre act online	5.2%	4.5%	5.9%	4.9%	7.7%	3.7%	5.0%	4.7%	4.9%
Online virtual visit of a museum or gallery	3.2%	2.5%	3.8%	2.5%	3.5%	3.7%	2.7%	5.0%	1.3%

Appendix: Effect of COVID on online activities (summary)

Which of the following did you do for the first time in the past twelve months (since the outbreak of COVID)?

	TOTAL			Male			Female			18-24			25-34			35-44			45-54			55-64			65+		
	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US	DE	UK	US
Online shopping (e-commerce)	10.8%	11.5%	11.8%	10.9%	11.5%	10.6%	10.7%	11.5%	12.9%	13.9%	8.3%	12.7%	9.2%	13.1%	12.0%	9.6%	8.0%	14.6%	10.8%	9.1%	9.2%	10.3%	13.9%	11.1%	12.5%	19.3%	11.3%
Online banking	8.1%	7.1%	6.7%	8.7%	7.1%	7.1%	7.4%	7.2%	6.3%	7.9%	8.2%	8.3%	8.5%	5.5%	5.2%	6.5%	6.3%	6.1%	7.3%	4.3%	5.3%	9.5%	9.6%	5.5%	9.6%	11.0%	10.6%
Online movie/tv streaming (e.g. Netflix)	7.0%	7.8%	8.0%	5.8%	7.6%	7.4%	8.3%	7.9%	8.5%	5.9%	5.4%	9.4%	6.8%	7.1%	6.5%	8.5%	9.3%	7.2%	6.4%	5.8%	9.4%	7.0%	8.8%	8.7%	6.8%	11.4%	7.3%
Take online fitness/exercise class	4.1%	7.8%	5.0%	3.4%	6.8%	5.1%	4.9%	8.9%	4.9%	4.5%	5.4%	3.8%	4.7%	6.9%	6.4%	6.5%	7.3%	7.1%	2.9%	11.5%	4.0%	3.2%	8.7%	4.1%	2.3%	6.6%	4.0%
Take online course (learning/skills)	4.3%	5.7%	3.9%	4.1%	4.7%	3.5%	4.6%	6.8%	4.3%	6.0%	7.4%	12.7%	4.6%	8.5%	3.7%	4.5%	5.1%	3.4%	4.4%	4.1%	2.5%	3.2%	6.2%	0.8%	3.4%	2.2%	2.5%
Consult a doctor online ('telehealth')	2.0%	13.8%	15.4%	2.4%	11.2%	14.9%	1.7%	16.4%	15.9%	1.5%	9.5%	9.6%	2.5%	12.0%	12.3%	3.2%	15.1%	16.8%	2.4%	15.3%	21.0%	0.6%	13.2%	16.1%	1.1%	18.5%	15.5%
Online group video chat with friends/family	17.8%	25.1%	20.9%	17.4%	23.6%	16.5%	18.3%	26.6%	25.0%	17.1%	22.4%	23.5%	15.7%	22.2%	18.7%	25.8%	25.4%	20.7%	17.3%	28.0%	22.0%	11.2%	23.8%	22.3%	17.5%	29.5%	19.2%
Order online meal delivery (e.g. Uber Eats)	8.1%	9.4%	11.3%	8.3%	7.4%	9.4%	8.0%	11.3%	12.9%	7.6%	7.9%	12.2%	8.7%	9.4%	14.3%	9.7%	11.6%	11.0%	9.5%	8.9%	11.1%	6.5%	8.8%	10.3%	4.9%	9.3%	8.3%
Virtual dating (online romantic meeting)	2.2%	1.2%	1.8%	2.2%	1.1%	2.4%	2.2%	1.2%	1.2%	3.3%	3.0%	1.9%	3.1%	1.3%	1.8%	2.2%	0.6%	3.3%	1.6%	0.4%	1.7%	1.2%	0.0%	0.6%	1.9%	1.8%	1.3%
Online gaming	3.7%	3.4%	4.0%	4.1%	3.4%	4.4%	3.2%	3.4%	3.6%	7.0%	8.3%	7.4%	4.1%	2.7%	5.6%	3.2%	3.0%	4.0%	2.2%	2.3%	3.6%	4.1%	1.5%	1.1%	2.5%	2.4%	2.7%
Attend a live music/theatre act online	3.6%	5.3%	5.2%	4.0%	3.9%	4.5%	3.2%	6.6%	5.9%	5.2%	4.0%	4.9%	3.8%	5.4%	7.7%	1.8%	6.6%	3.7%	2.6%	5.3%	5.0%	4.0%	3.8%	4.7%	5.7%	6.5%	4.9%
Online virtual visit of a museum or gallery	2.2%	2.7%	3.2%	2.4%	2.4%	2.5%	2.1%	3.1%	3.8%	1.9%	2.8%	2.5%	2.3%	2.6%	3.5%	2.8%	0.6%	3.7%	2.1%	3.4%	2.7%	1.1%	4.2%	5.0%	3.1%	3.4%	1.3%