

SYZYGY GROUP

# The Great Acceleration

**COVID and the digital transformation  
of consumer life**

SYZYGY GROUP 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 GROUP we call this **'The Great Acceleration'**.

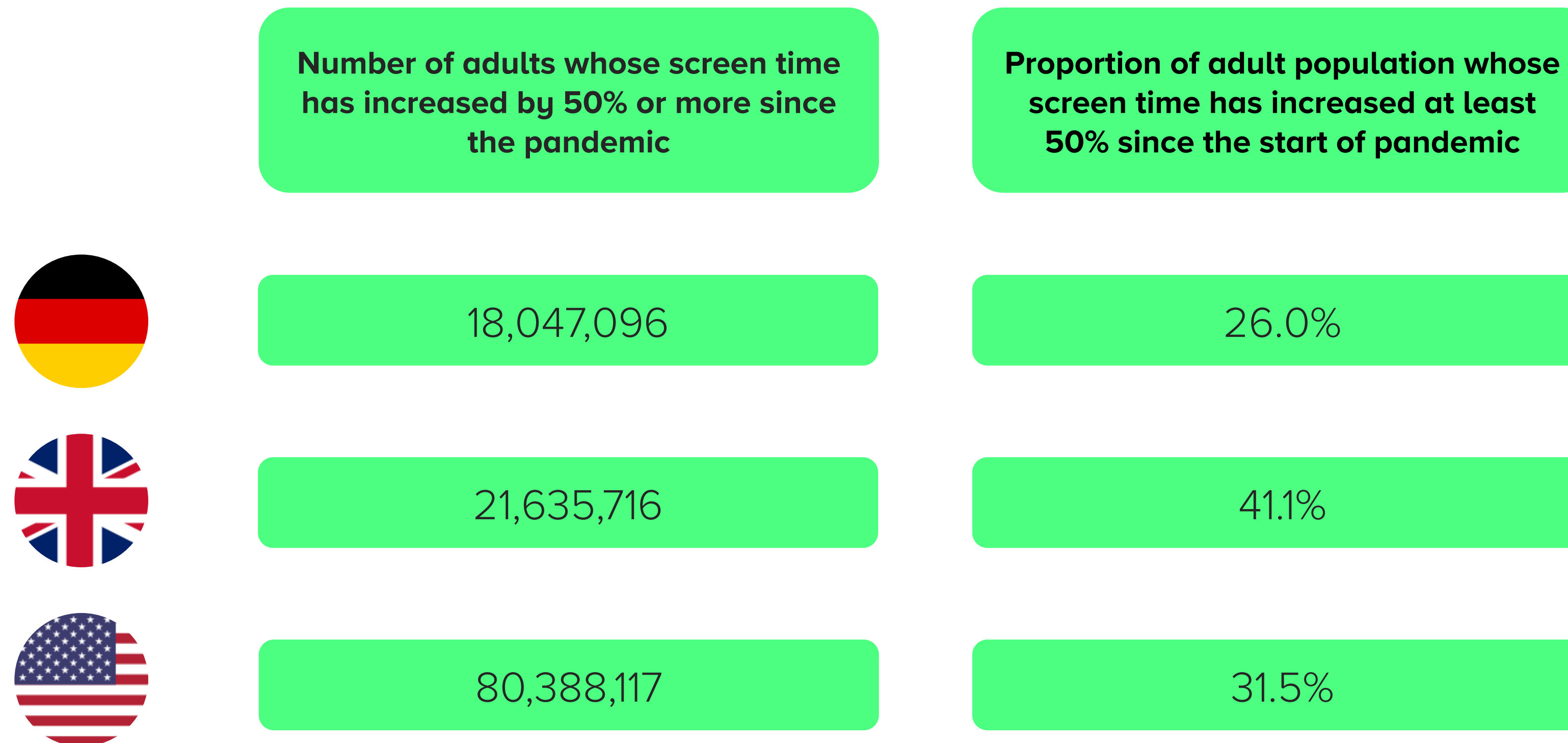
To gauge the extent of The Great Acceleration in Germany, the UK and US, SYZYGY GROUP conducted a digital insight survey in February 2021. We asked 4500 adult consumers\* about how the coronavirus pandemic had changed their digital habits.

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

The future is digital. The future is now.

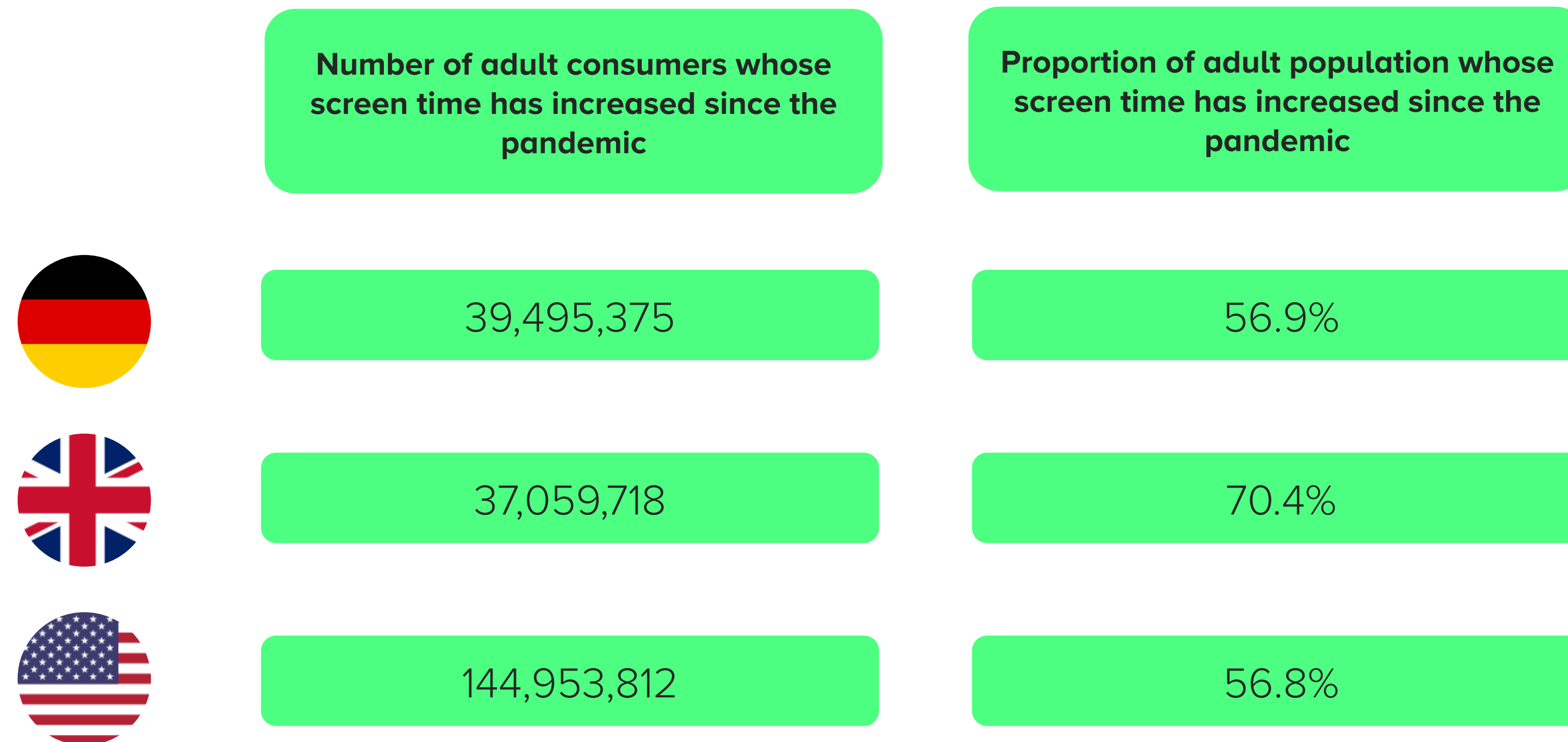
# Digital acceleration: Screen time is up

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



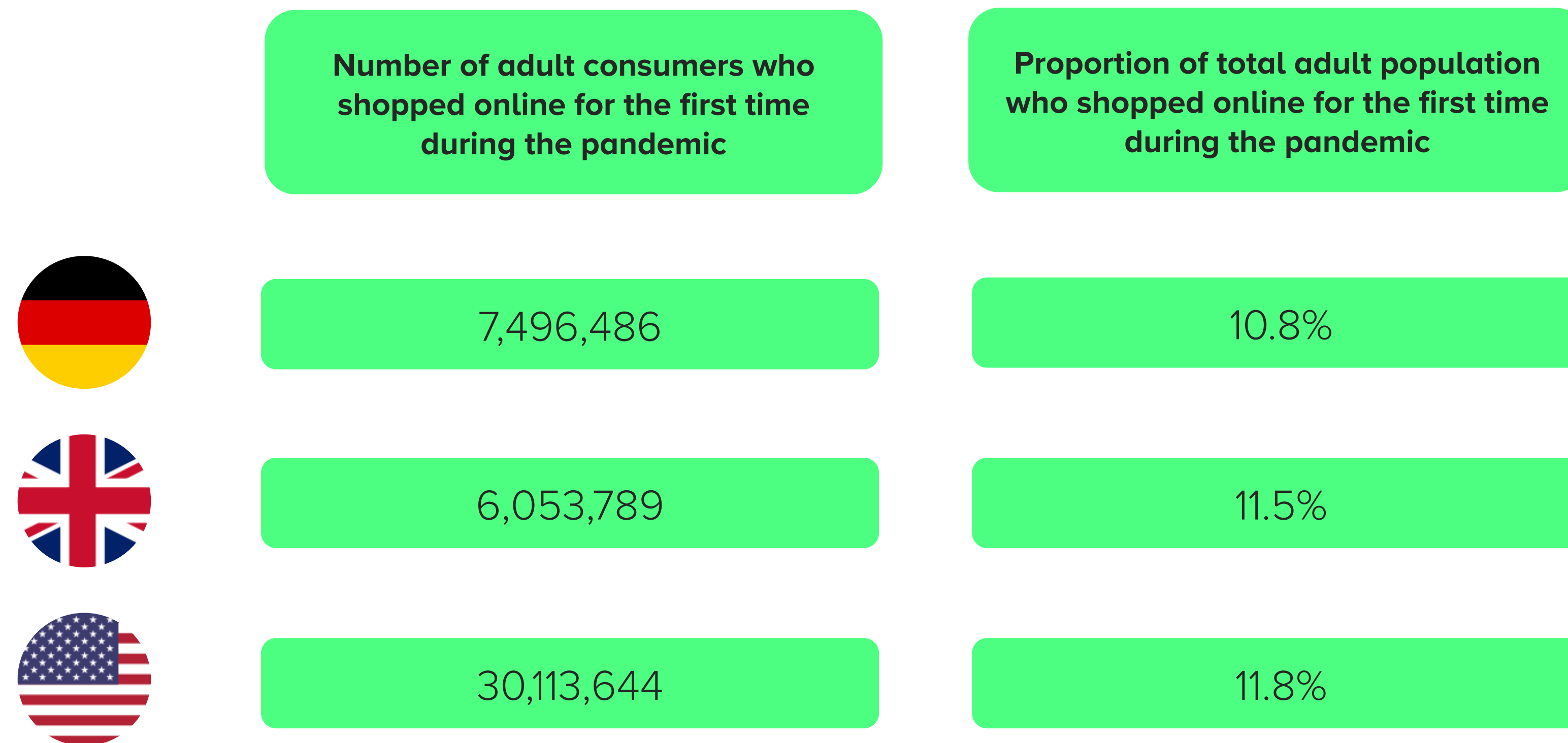
# Digital acceleration: Screen time is up

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



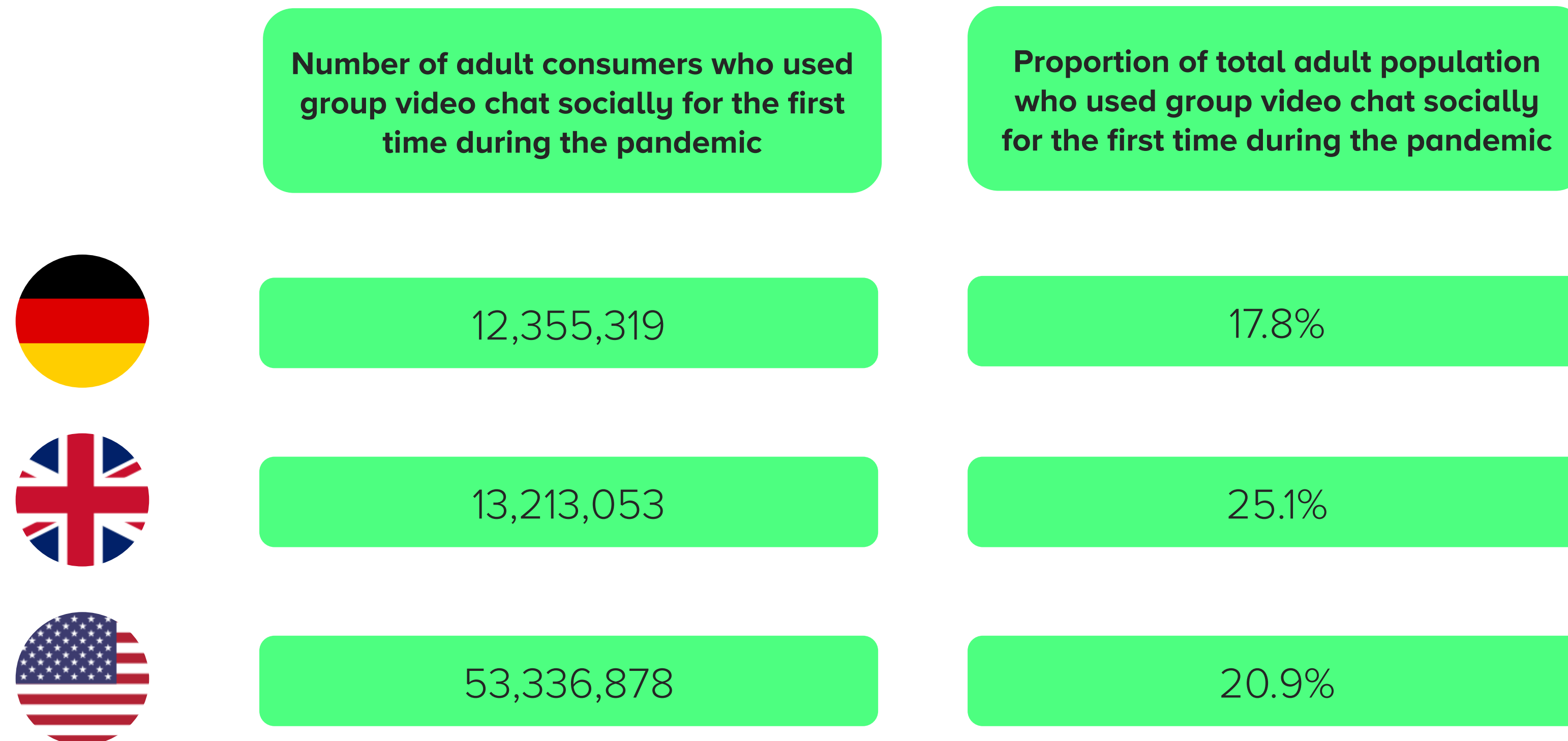
# Digital acceleration: E-commerce is up

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



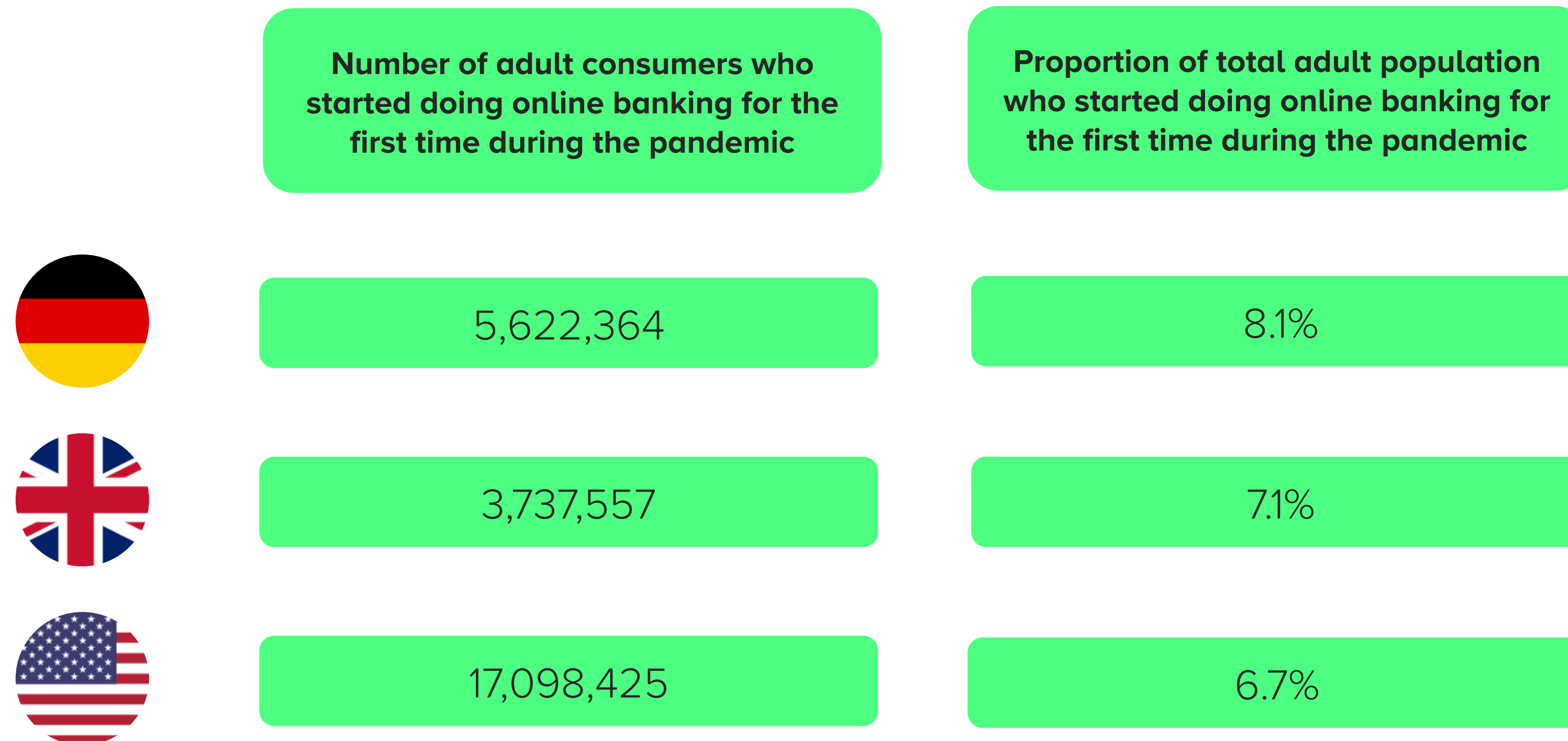
# Digital acceleration: Video chat is up

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



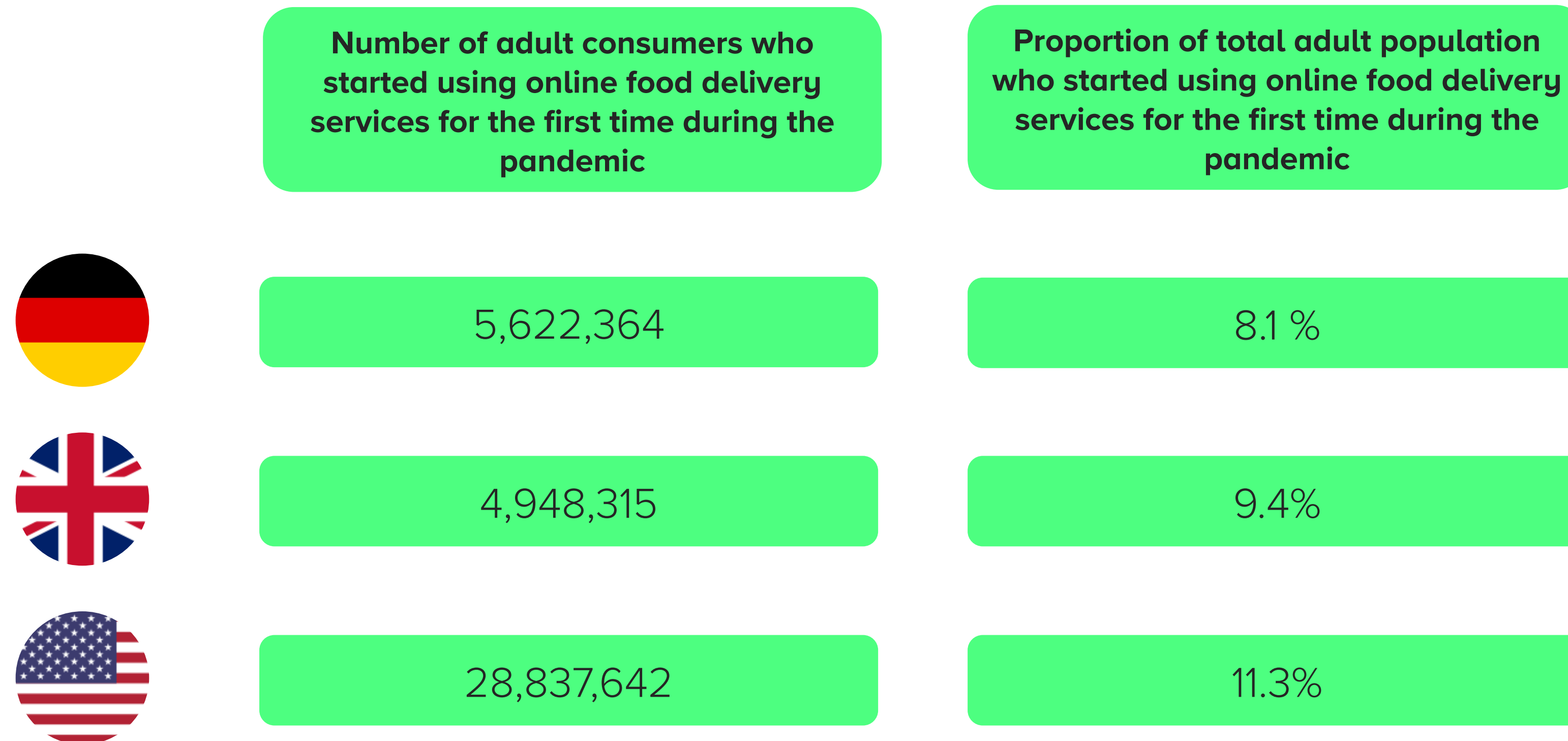
# Digital acceleration: Online banking is up

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



# Digital acceleration: Online food delivery is up

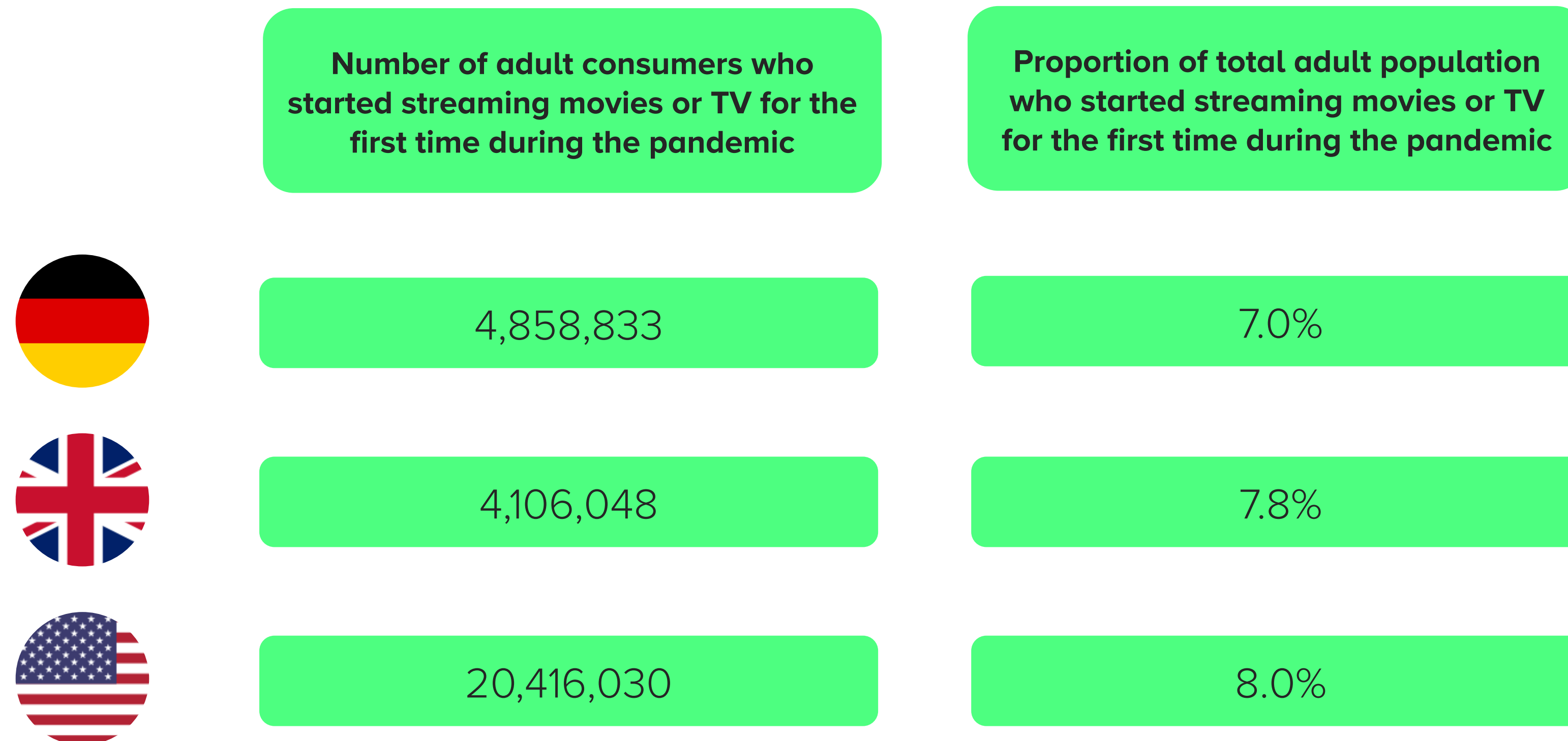
The proportion of German consumers who use online food delivery services has jumped 8% since the pandemic





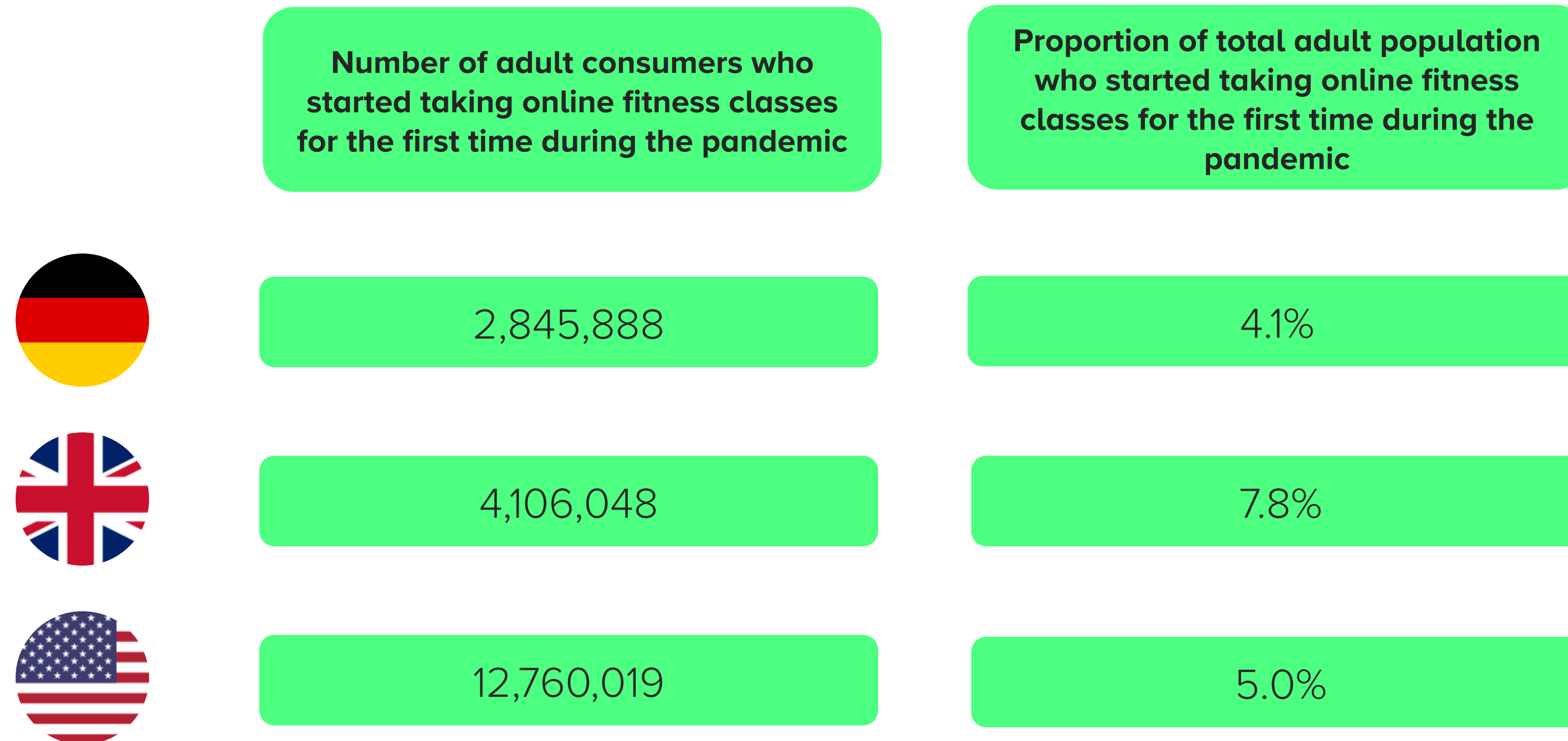
# Digital acceleration: Online movie/tv streaming is up

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



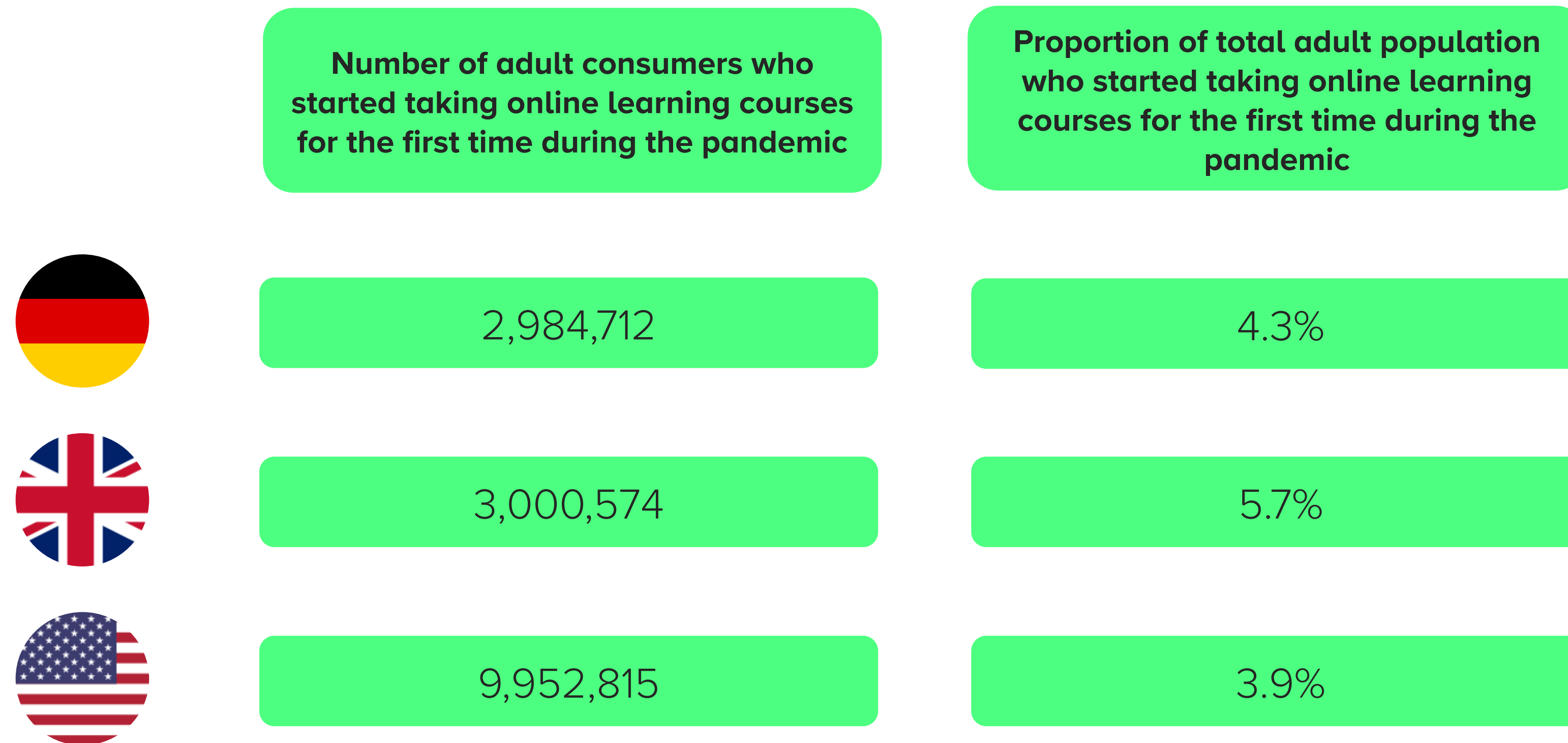
# Digital acceleration: Online fitness is up

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



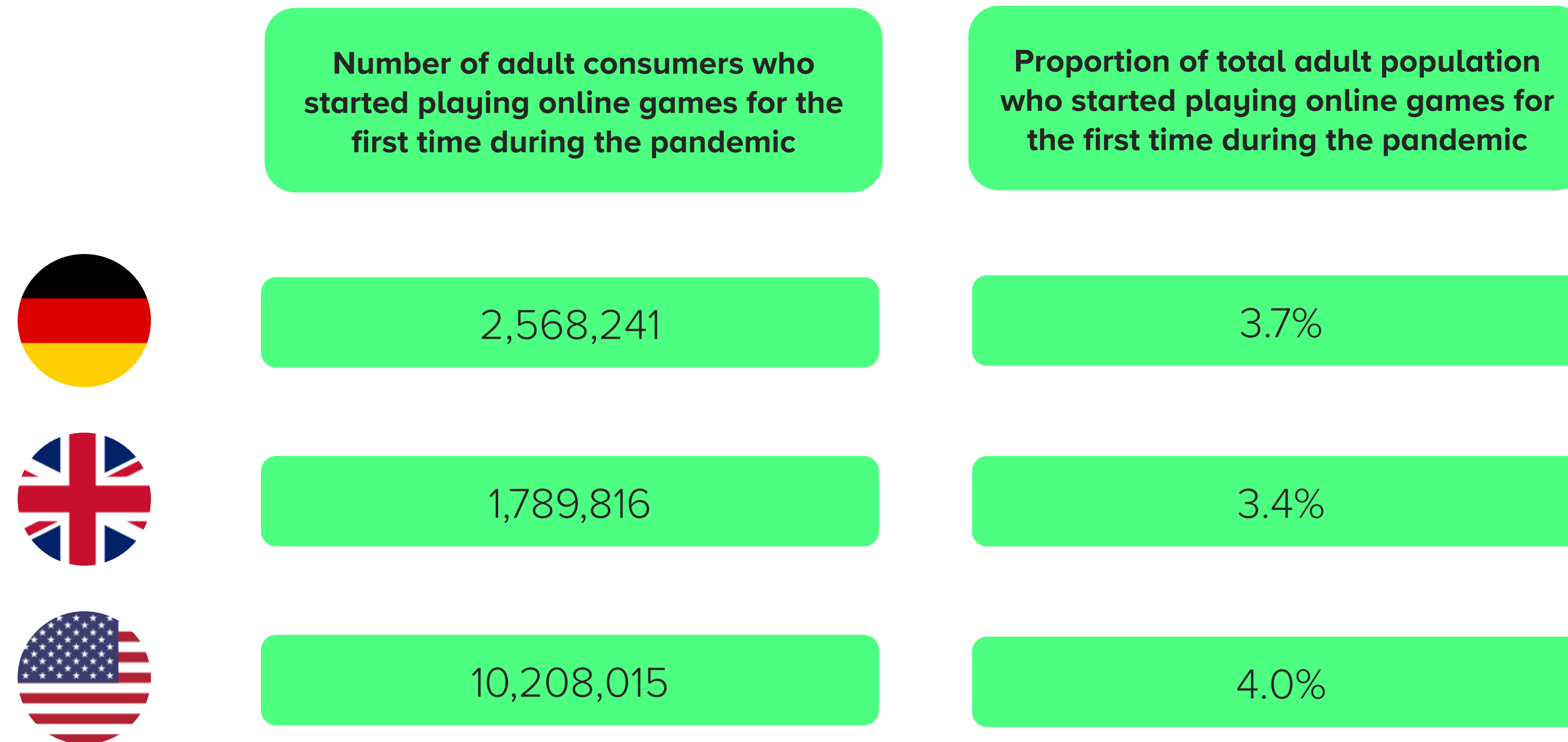
# Digital acceleration: Online courses are up

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



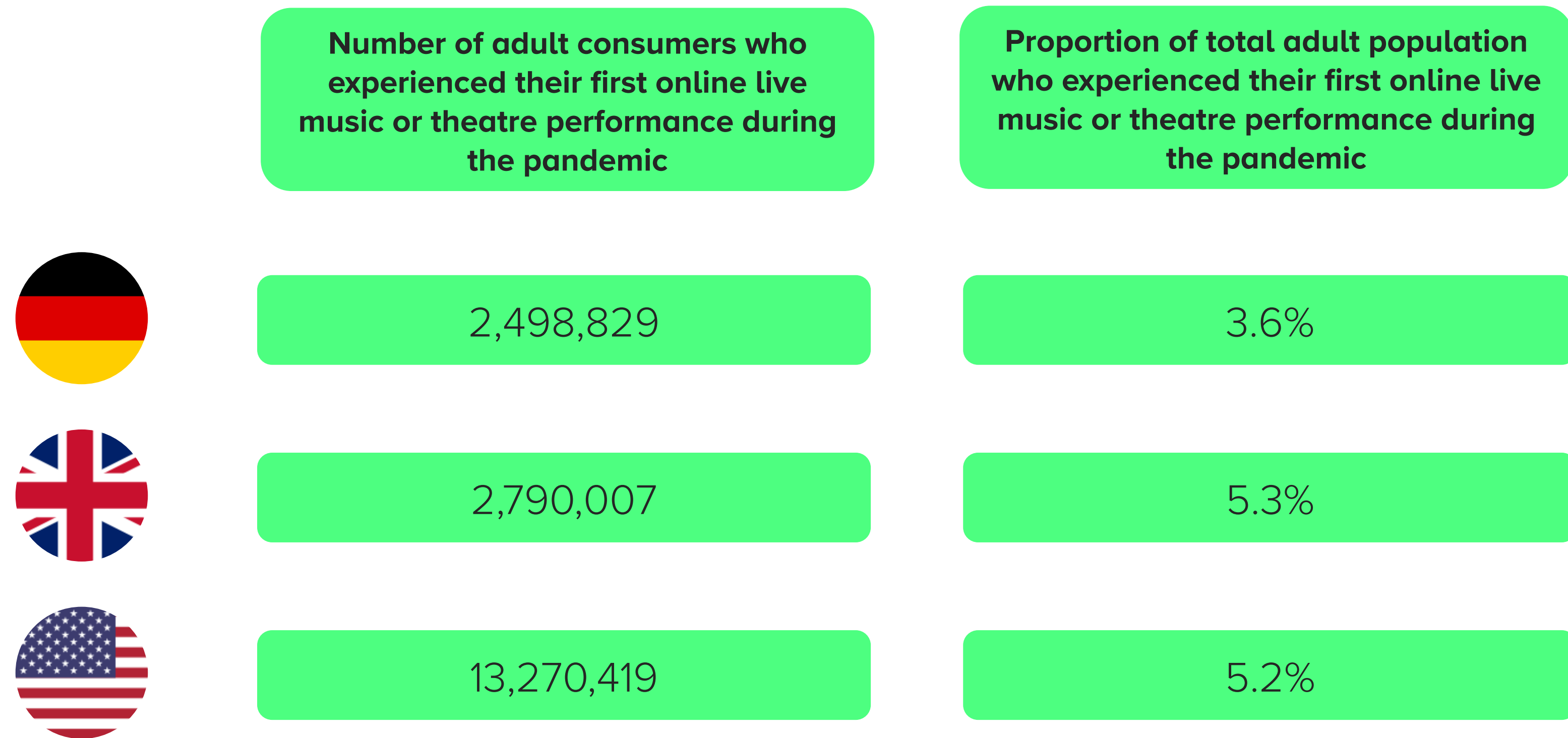
# Digital acceleration: Online gaming is up

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



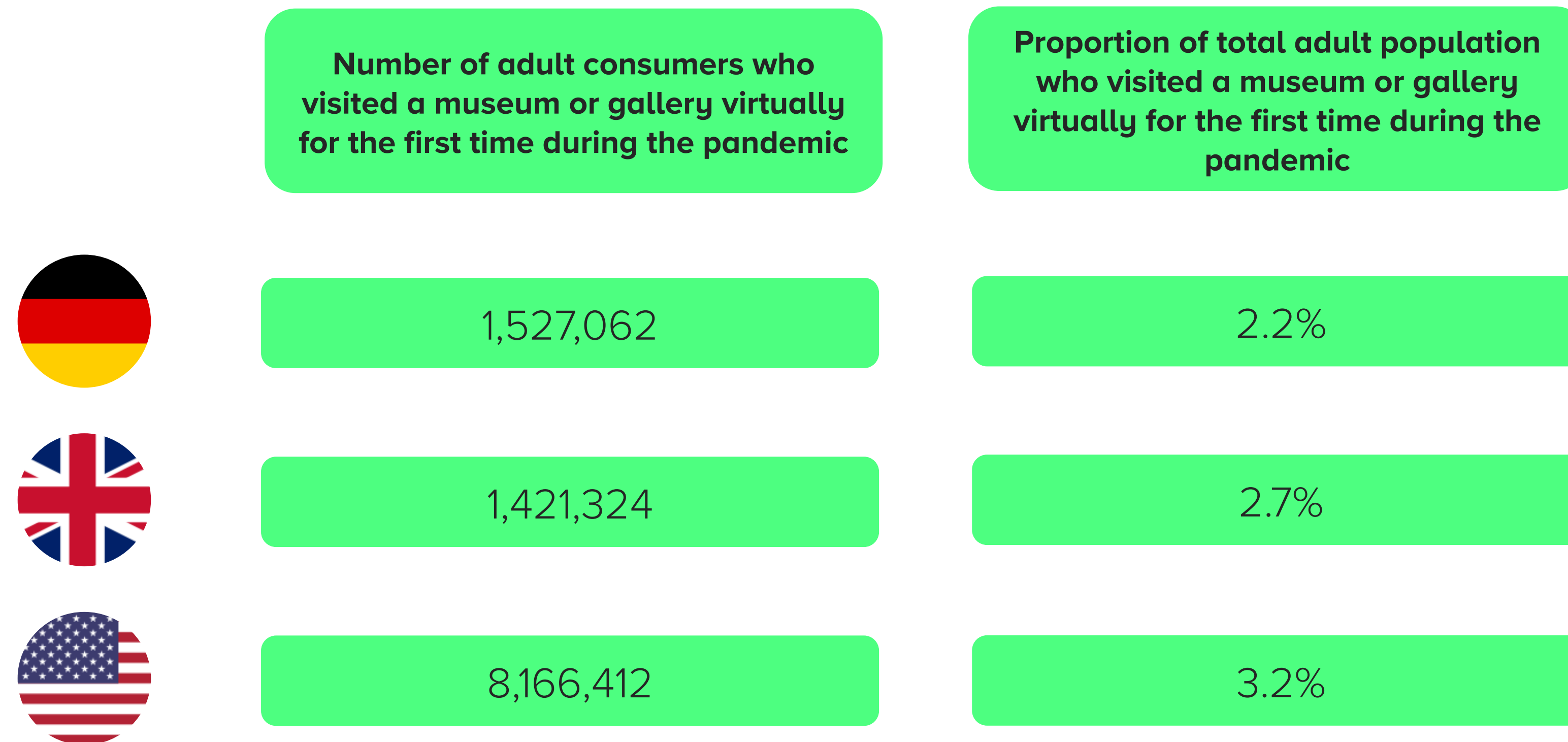
# Digital acceleration: Online live events are up

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



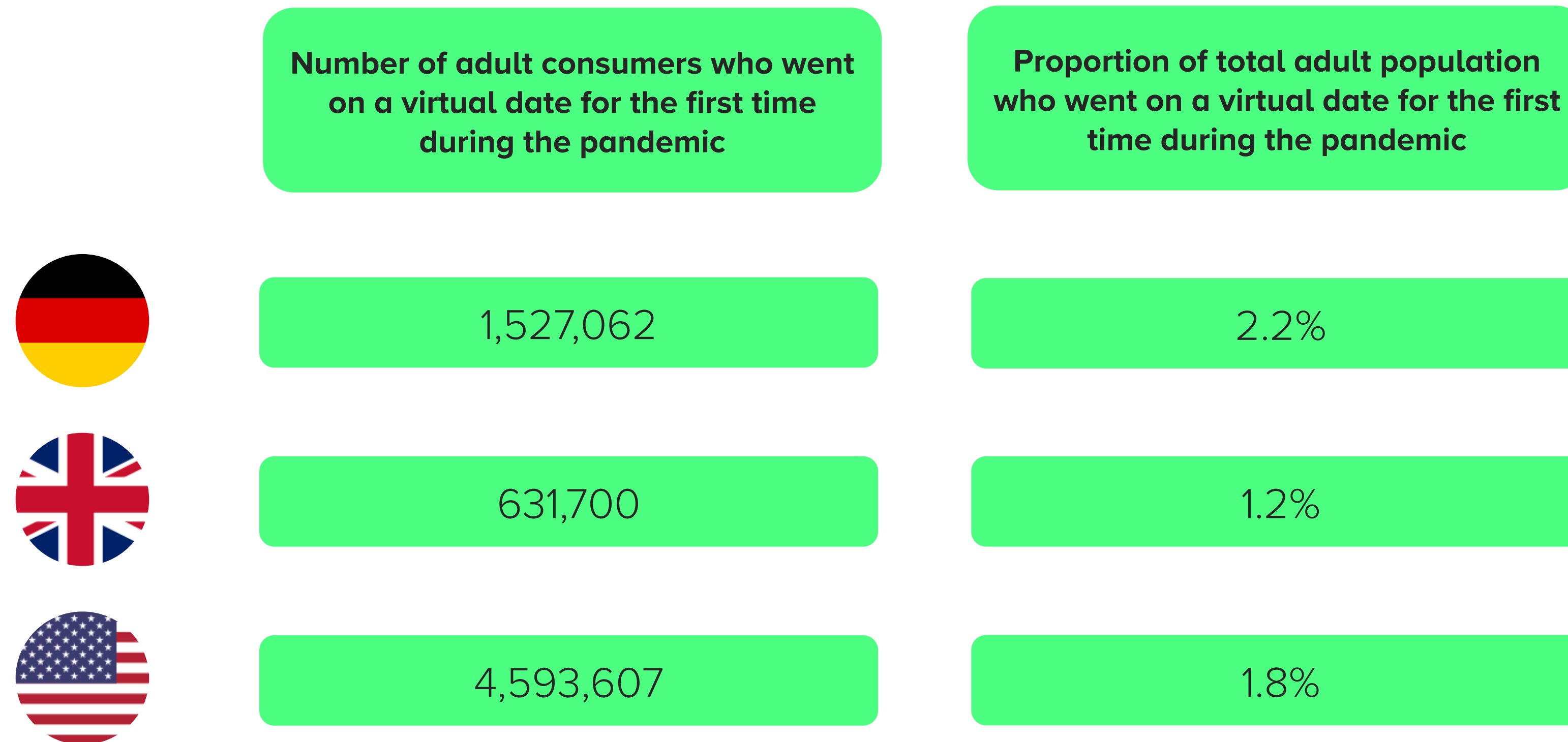
# Digital acceleration: Online virtual visits are up

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



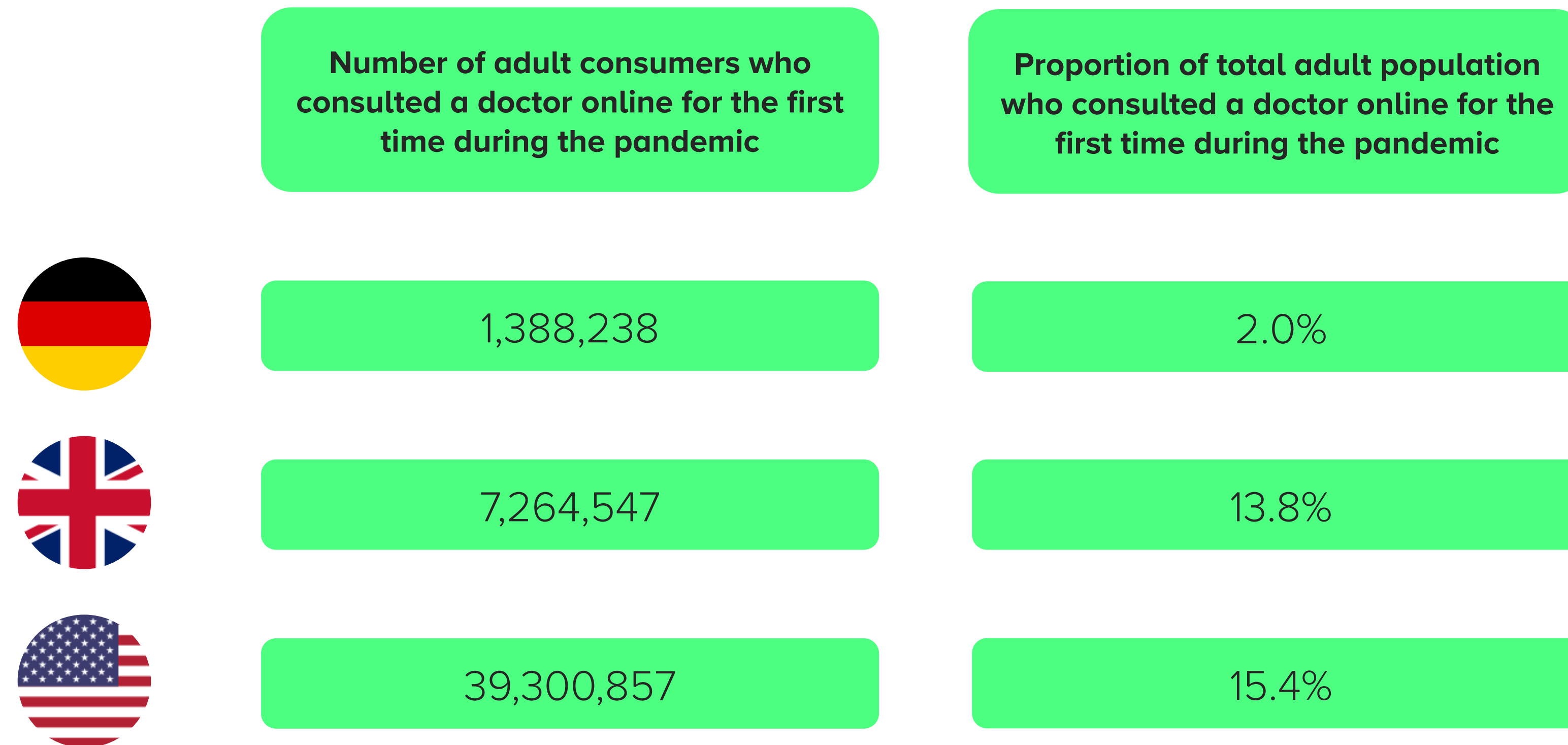
# Digital acceleration: Online virtual dating is up

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



# Digital acceleration: Online telehealth is up

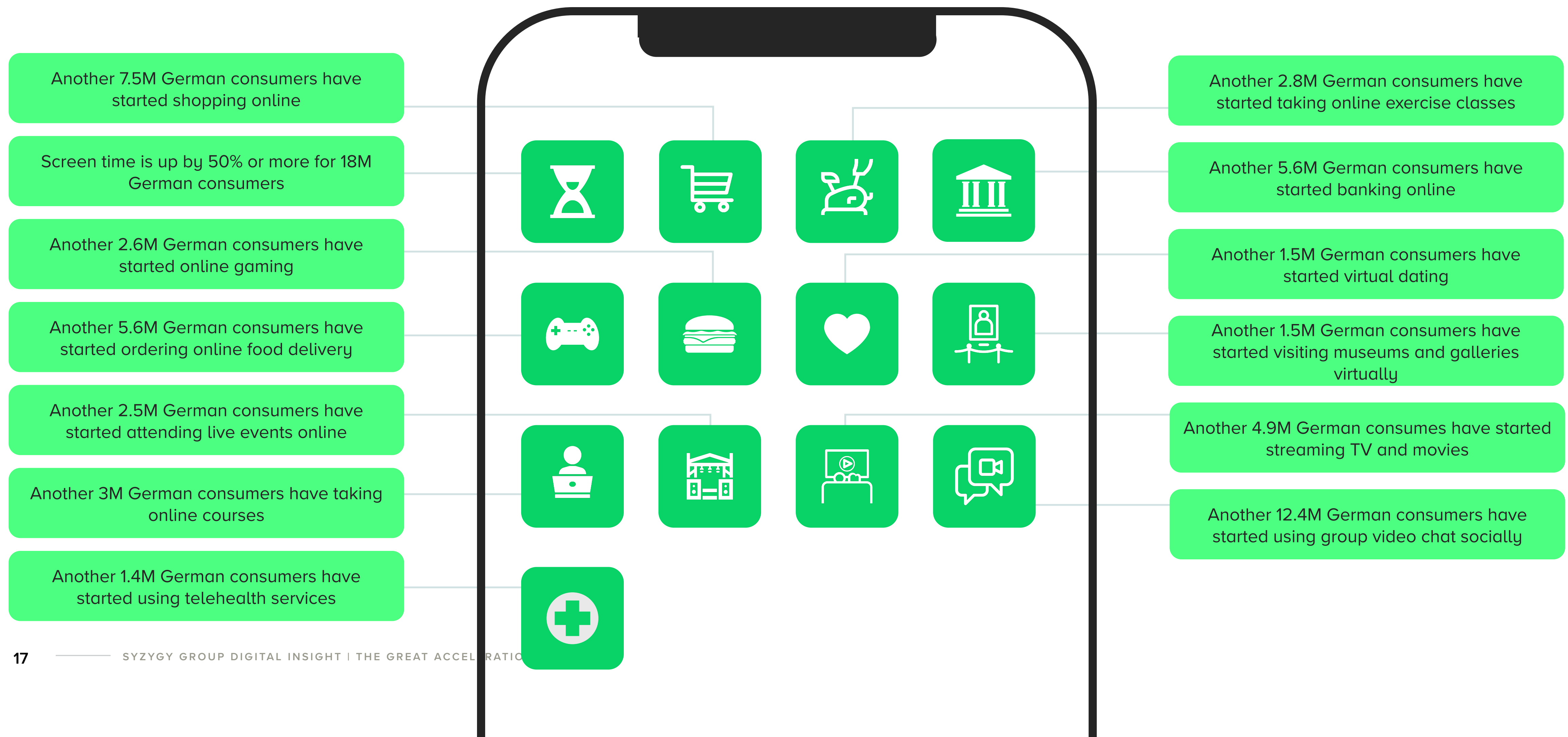
The proportion of German consumers consulting doctors online has jumped 2% since the pandemic





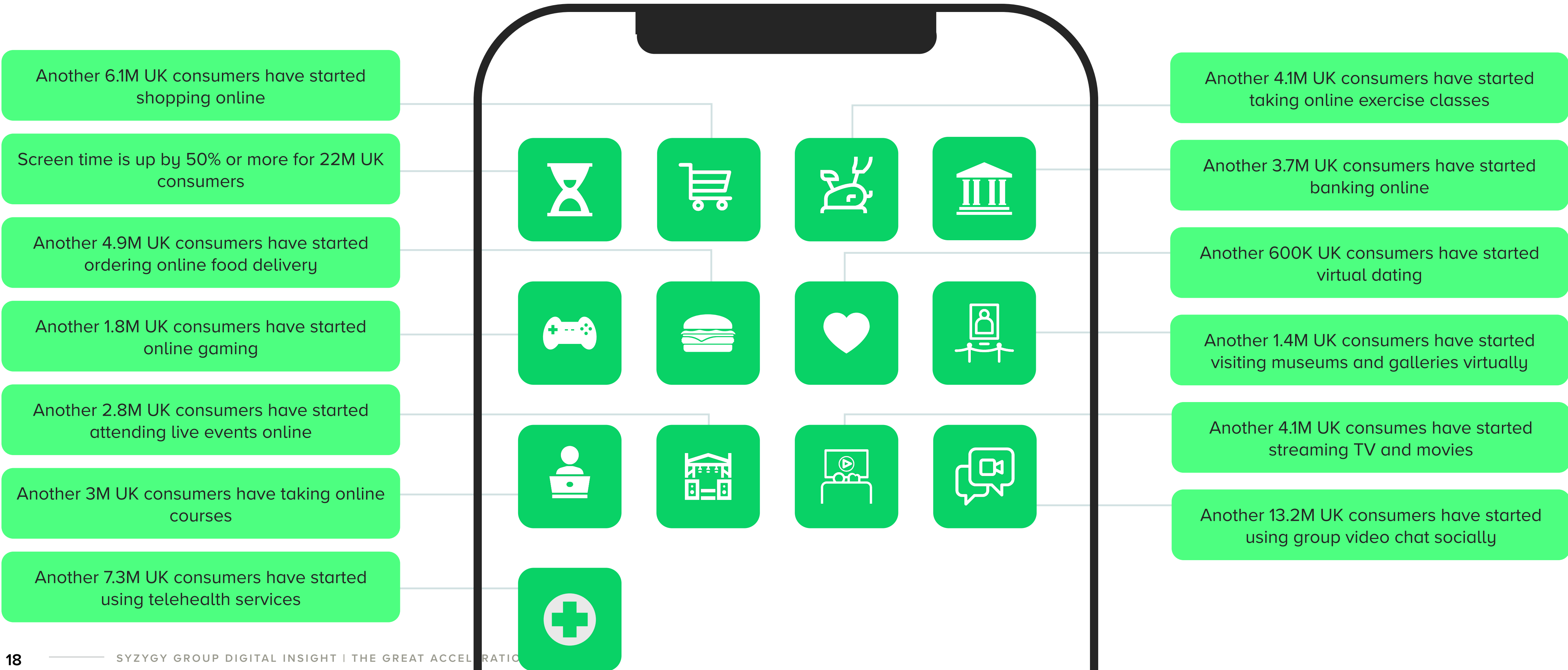
# Summary: The Great Acceleration

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



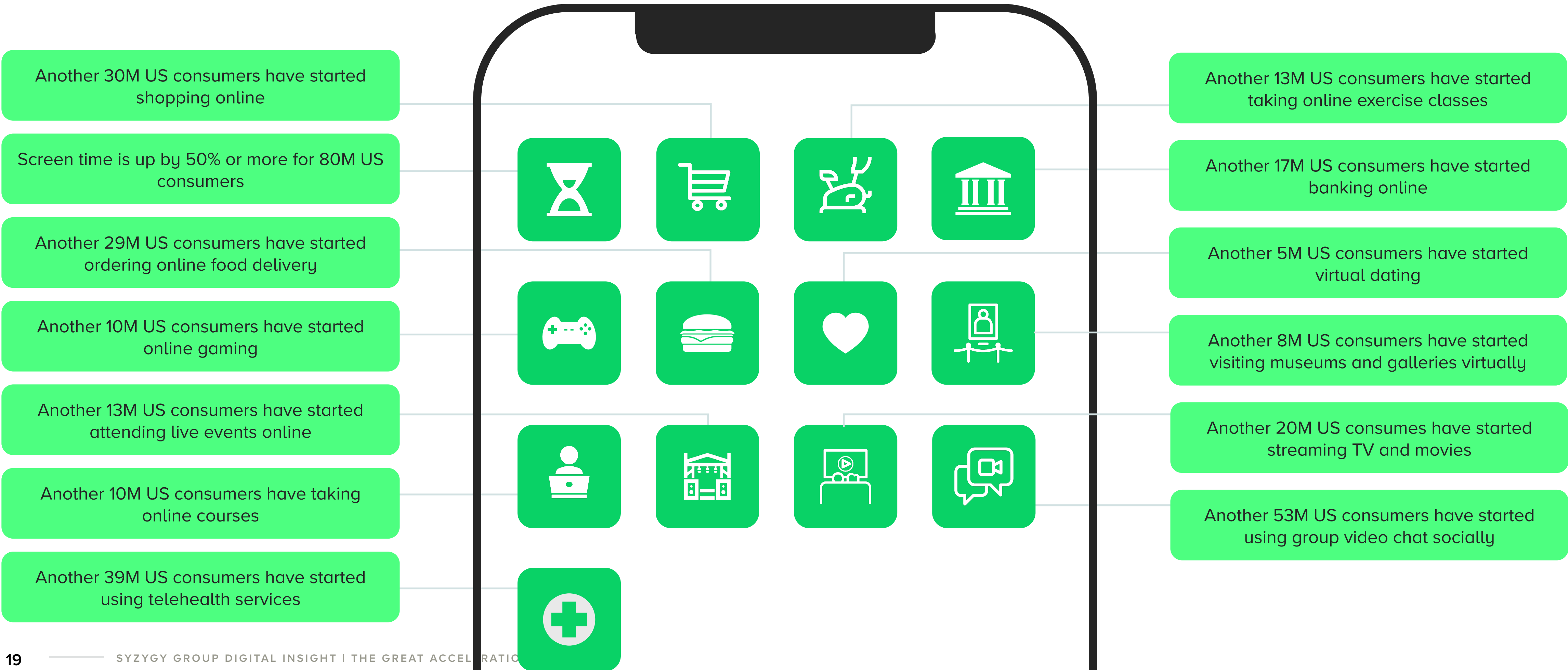
# Summary: The Great Acceleration

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

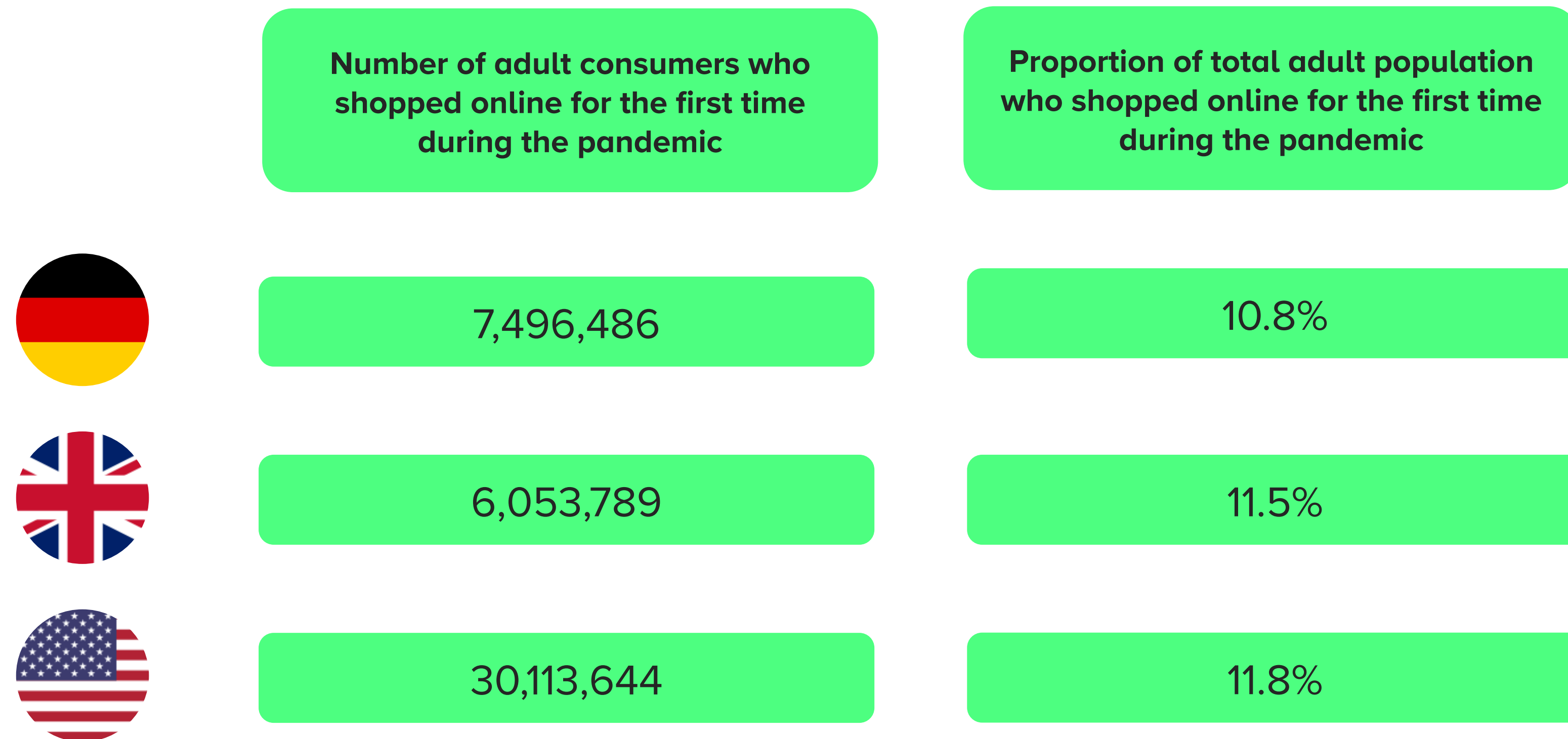
56.8%

**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



**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%

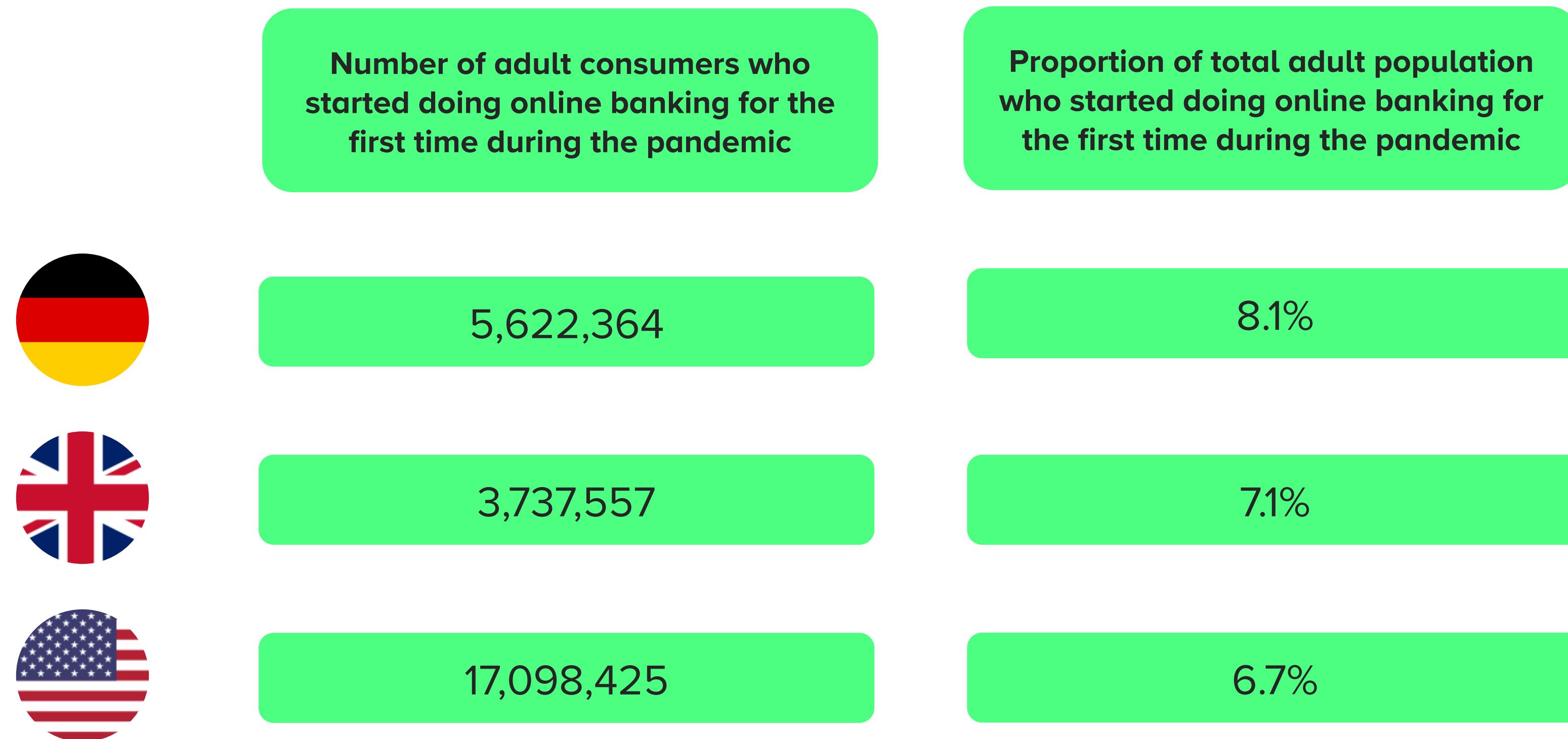
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# Digital acceleration: Online banking is up

The pandemic is accelerating the digital transformation of consumer life

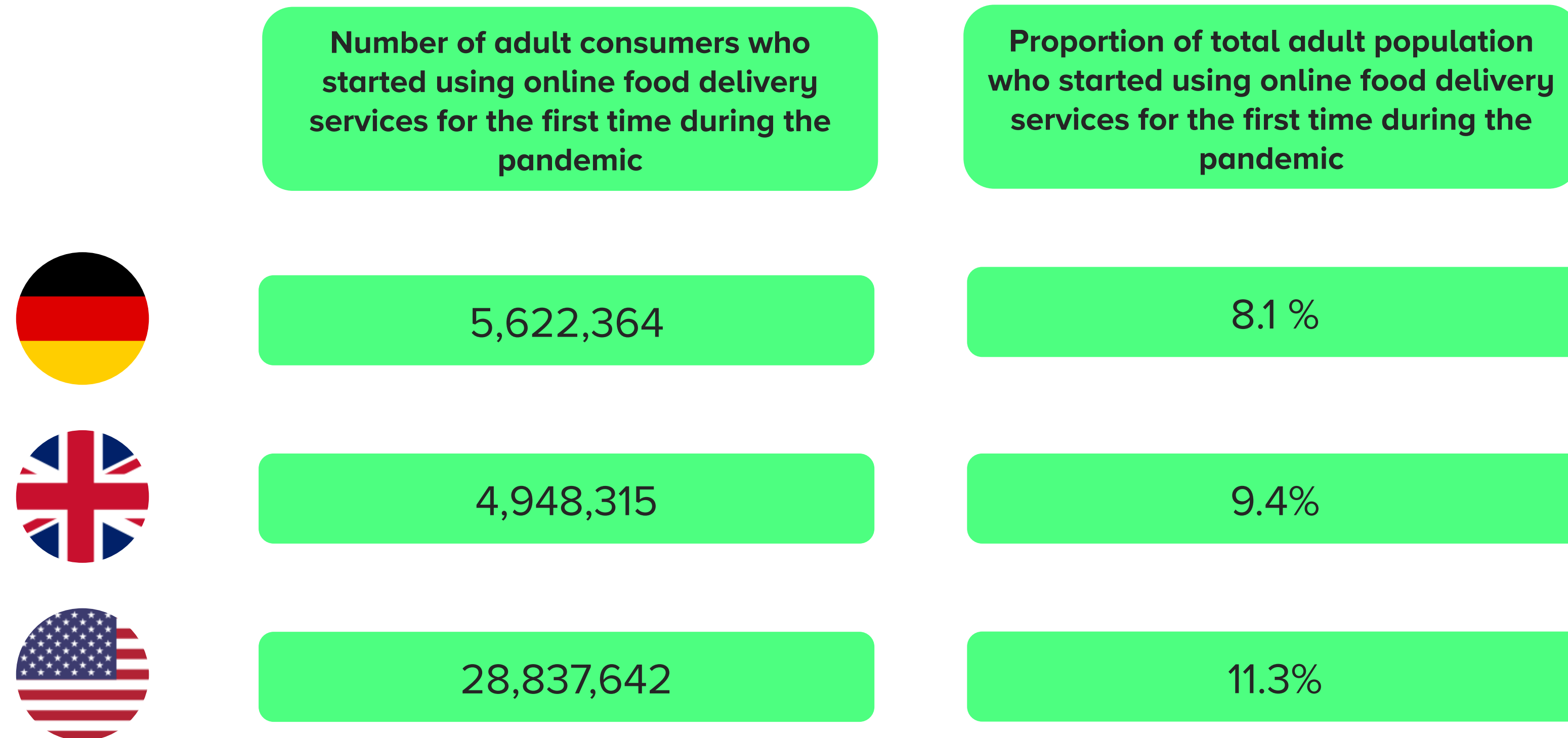


The proportion of German consumers who use online banking has jumped 8% since the pandemic

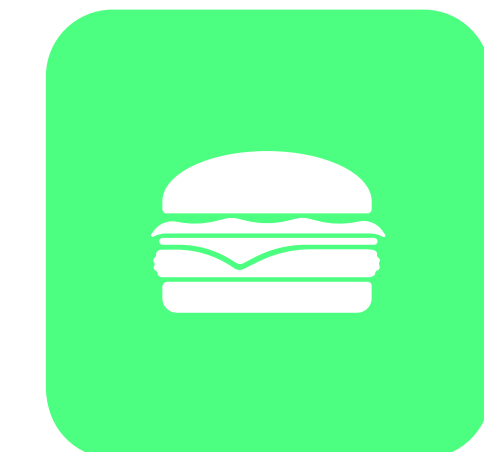


# Digital acceleration: Online food delivery is up

The pandemic is accelerating the digital transformation of consumer life



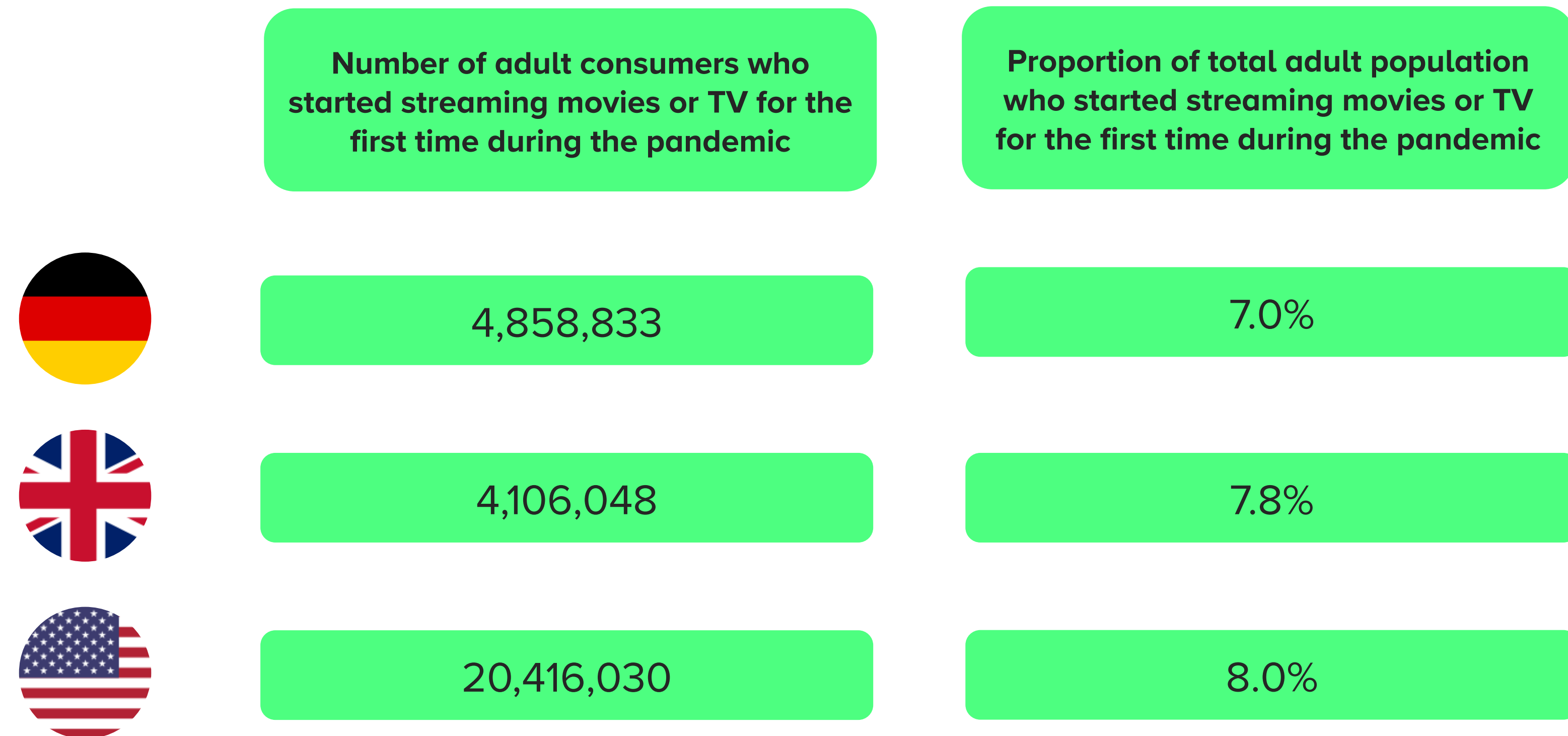
**The proportion of German consumers who use online food delivery services has jumped 8% since the pandemic**





# Digital acceleration: Online movie/tv streaming is up

The pandemic is accelerating the digital transformation of consumer life



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

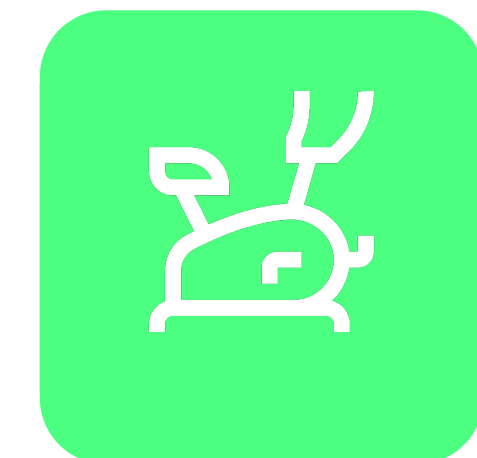
7.8%



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

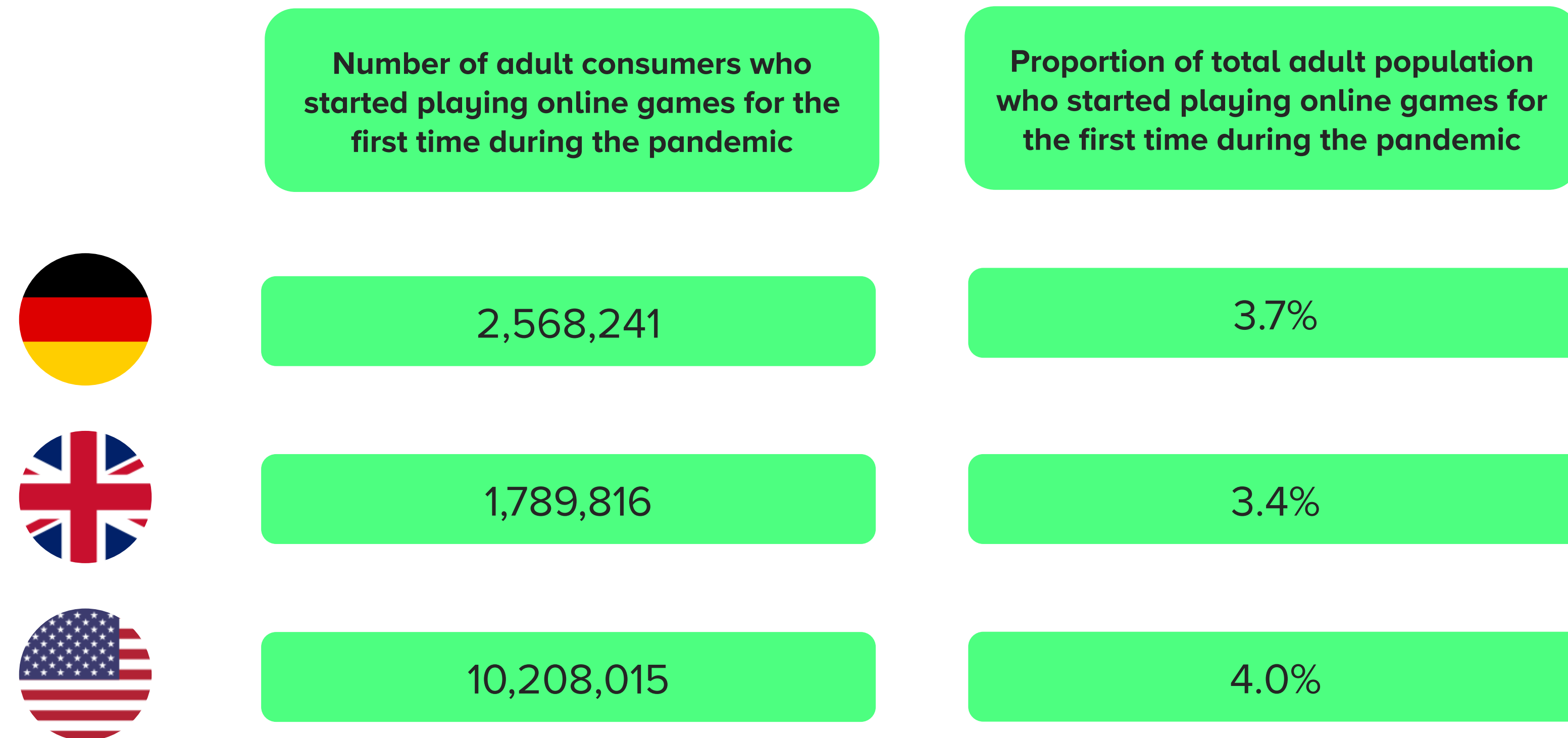
3.9%

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



**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



Number of adult consumers who experienced their first online live music or theatre performance during the pandemic

2,498,829

Proportion of total adult population who experienced their first online live music or theatre performance during the pandemic

3.6%



2,790,007

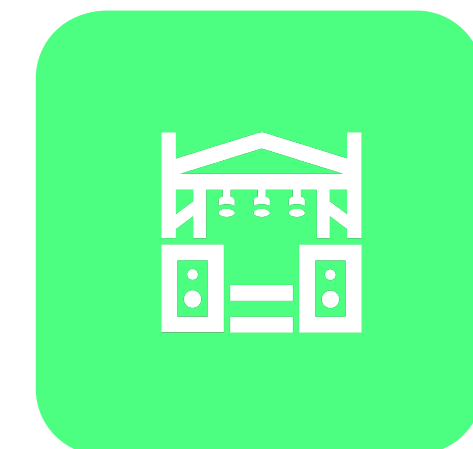
5.3%



13,270,419

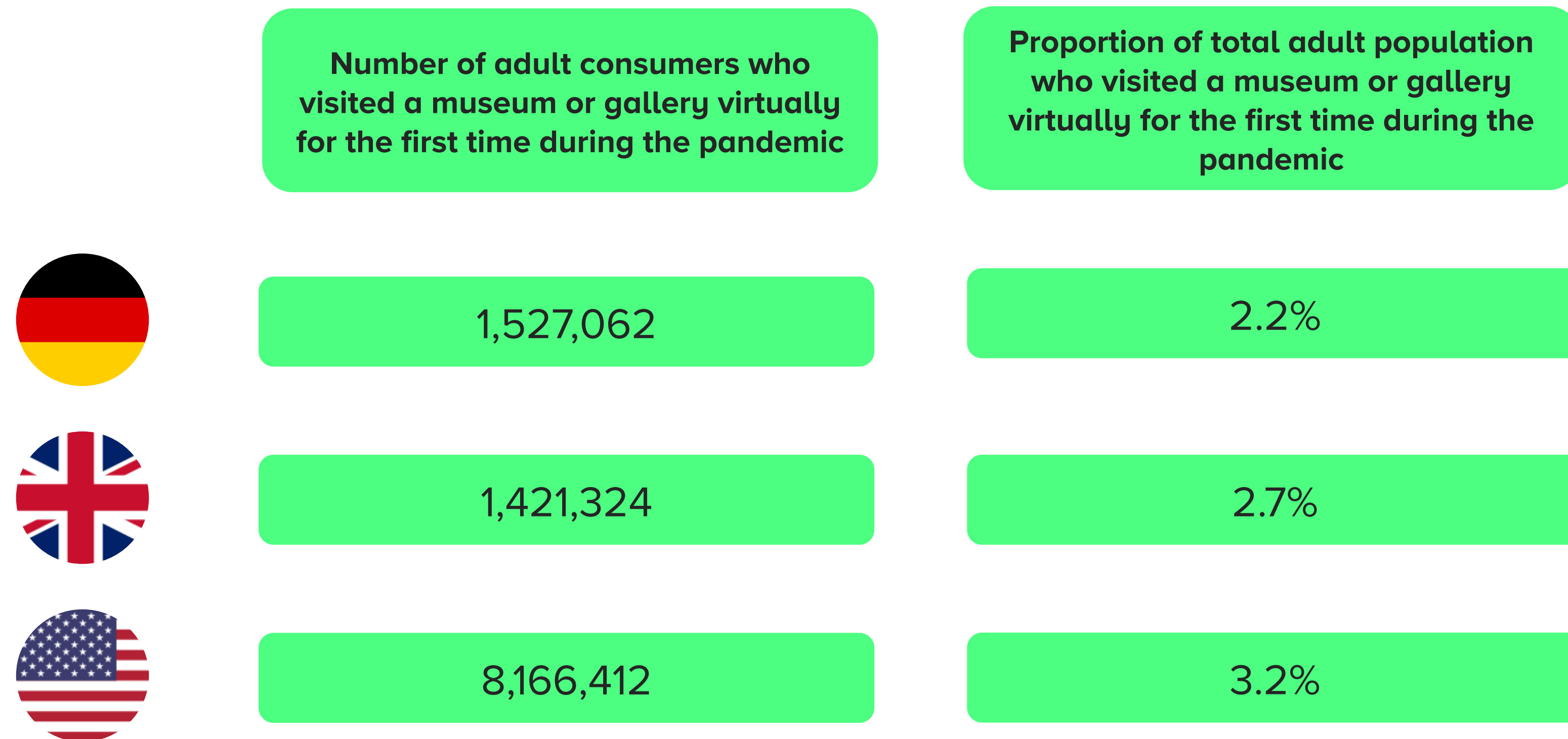
5.2%

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



# Digital acceleration: Online virtual visits are up

The pandemic is accelerating the digital transformation of consumer life

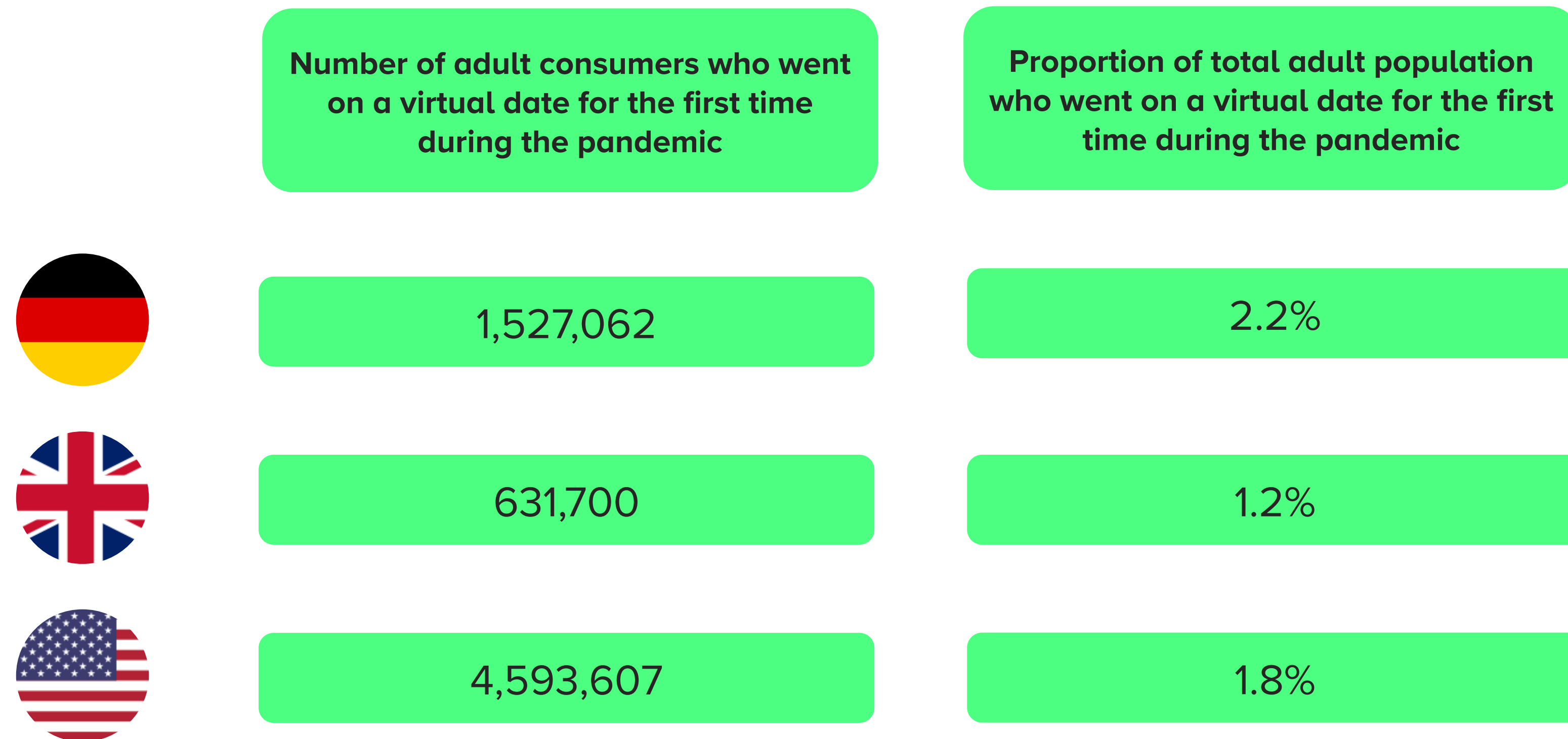


The proportion of German consumers who visit museums or galleries virtually has jumped 2% since the pandemic

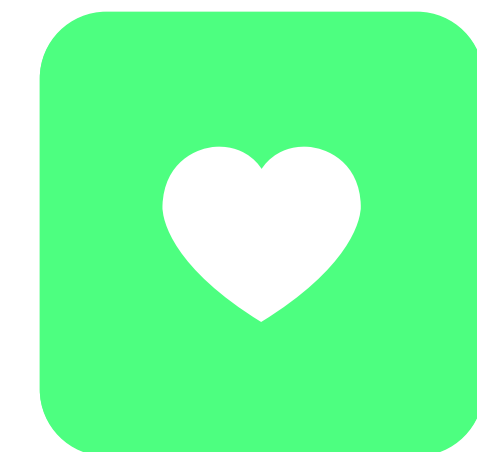


# Digital acceleration: Online virtual dating is up

The pandemic is accelerating the digital transformation of consumer life



**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





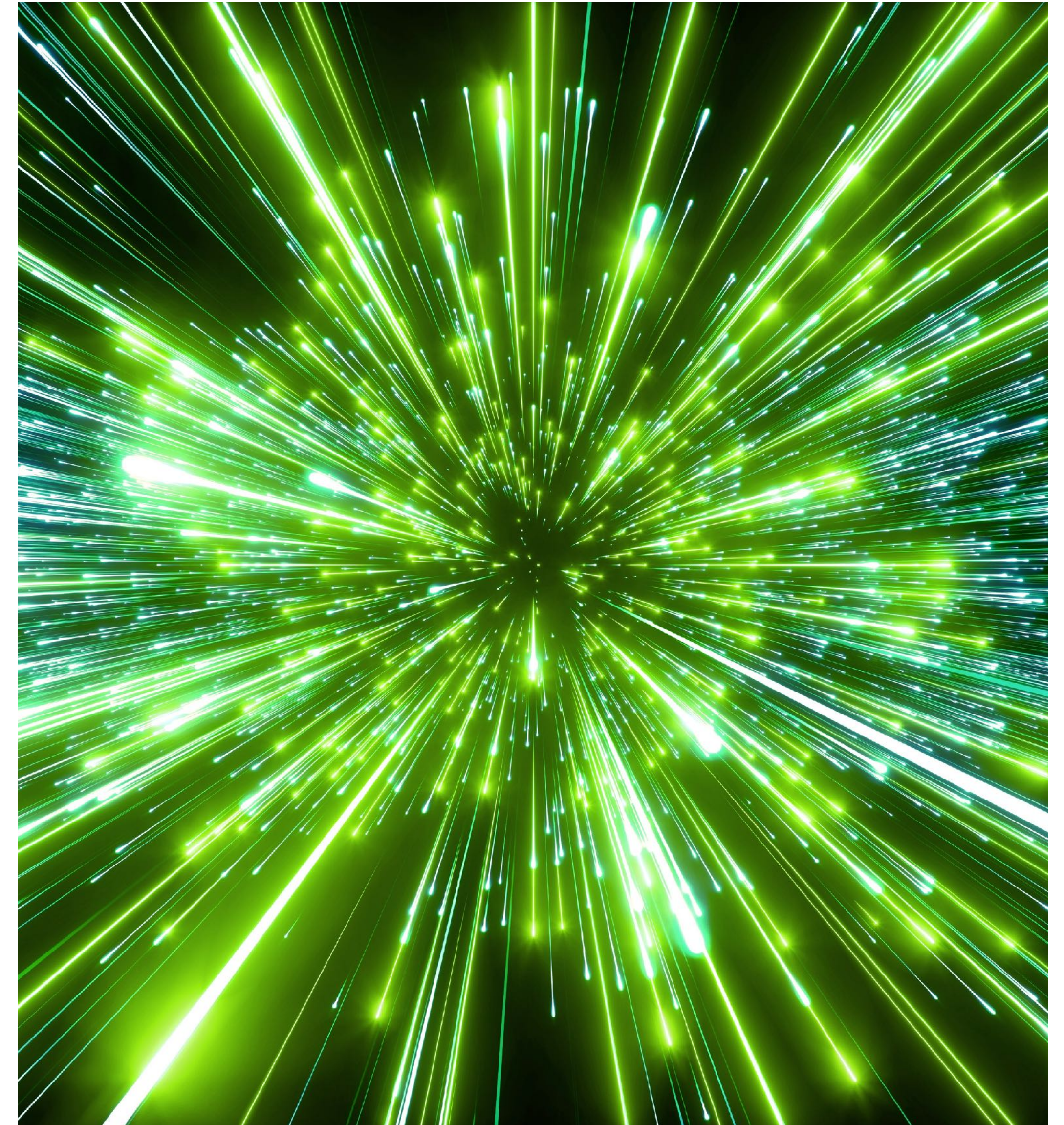
# What happens next

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 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%
	39,300,857	15.4%






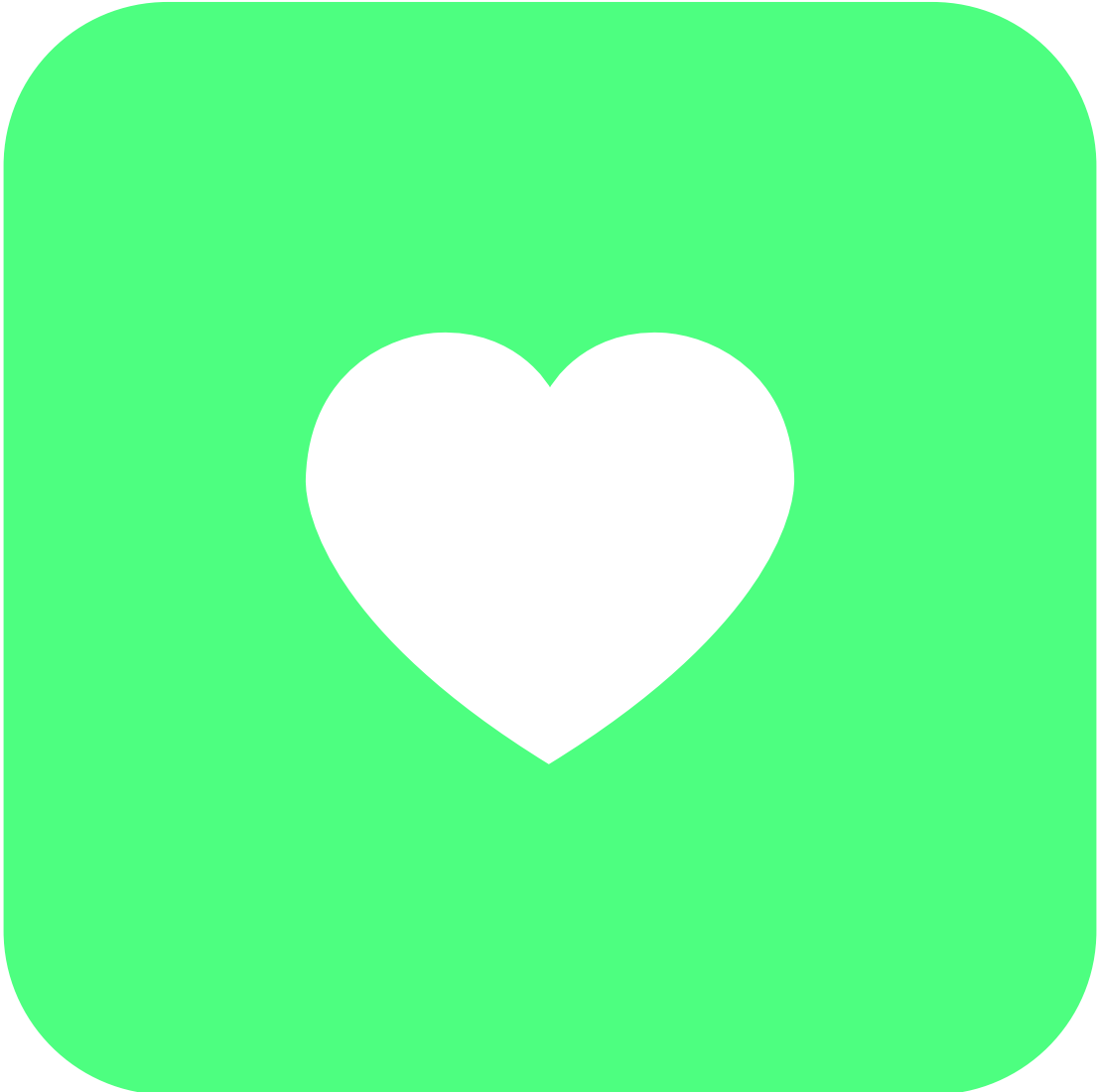
**The proportion of German consumers consulting doctors online has jumped 2% since the pandemic**

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: 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	Proportion of total adult population who went on a virtual date for the first time during the pandemic
	1,527,062	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**

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: 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	Proportion of total adult population who visited a museum or gallery virtually for the first time during the pandemic
	1,527,062	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**

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]  
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# Digital acceleration: Online live events are up

The pandemic is accelerating the digital transformation of consumer life

<p>Number of adult consumers who experienced their first online live music or theatre performance during the pandemic</p>	<p>Proportion of total adult population who experienced their first online live music or theatre performance during the pandemic</p>
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2,498,829

3.6%



2,790,007

5.3%



13,270,419

5.2%






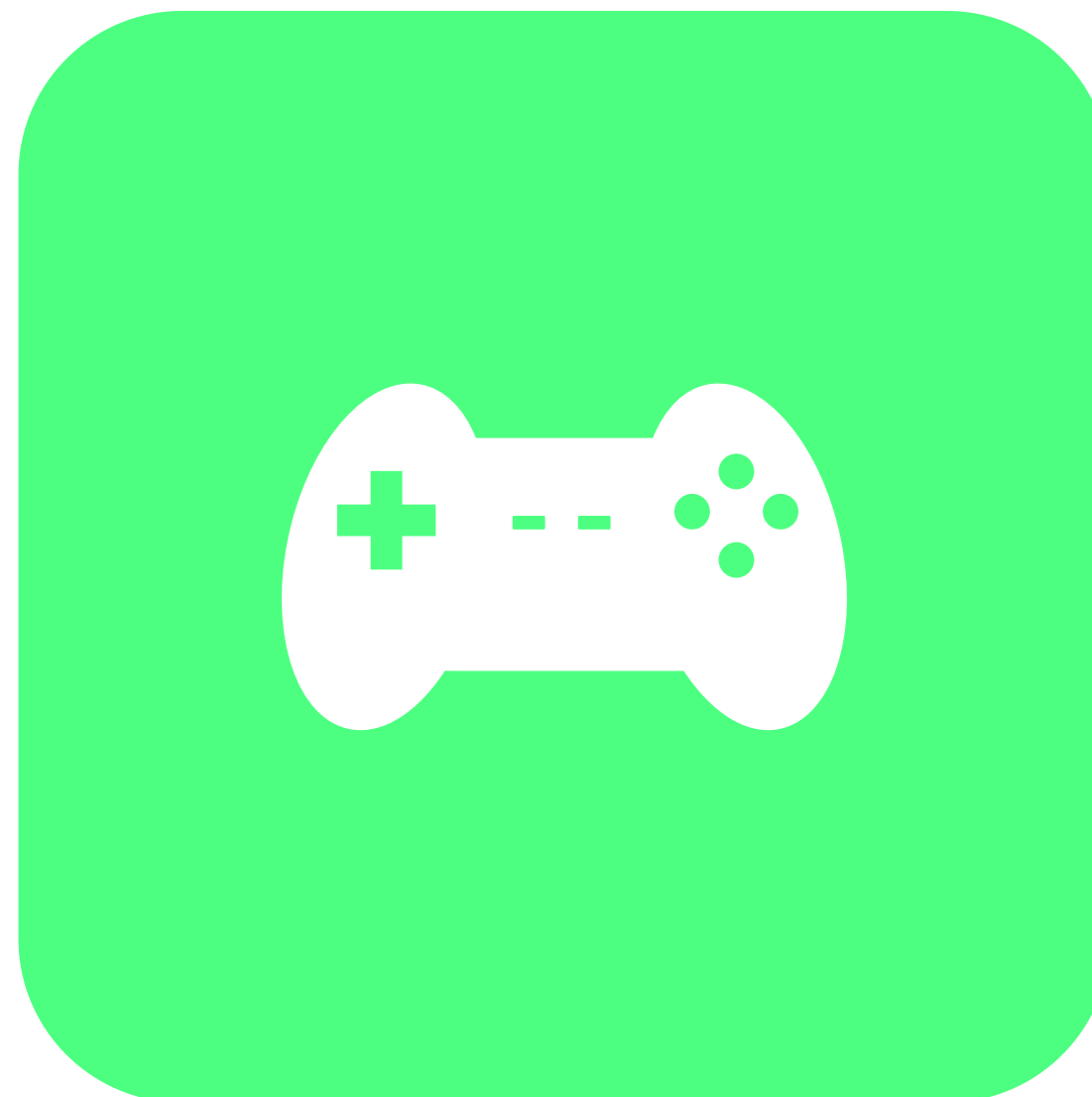
**The proportion of German consumers who attend online live music or theatre performances has jumped 4% since the pandemic**

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 US 255,200,373 (US Census)

# 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	Proportion of total adult population who started playing online games for the first time during the pandemic
	2,568,241	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**

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]  
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# Digital acceleration: Online courses are up

The pandemic is accelerating the digital transformation of consumer life

<p>Number of adult consumers who started taking online learning courses for the first time during the pandemic</p>	<p>Proportion of total adult population who started taking online learning courses for the first time during the pandemic</p>
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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**

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]  
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# 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**

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]  
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# 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	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	7.8%
	20,416,030	8.0%



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

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]  
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# Digital acceleration: Online food delivery is up

The pandemic is accelerating the digital transformation of consumer life

<p>Number of adult consumers who started using online food delivery services for the first time during the pandemic</p>	<p>Proportion of total adult population who started using online food delivery services for the first time during the pandemic</p>
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5,622,364

8.1%



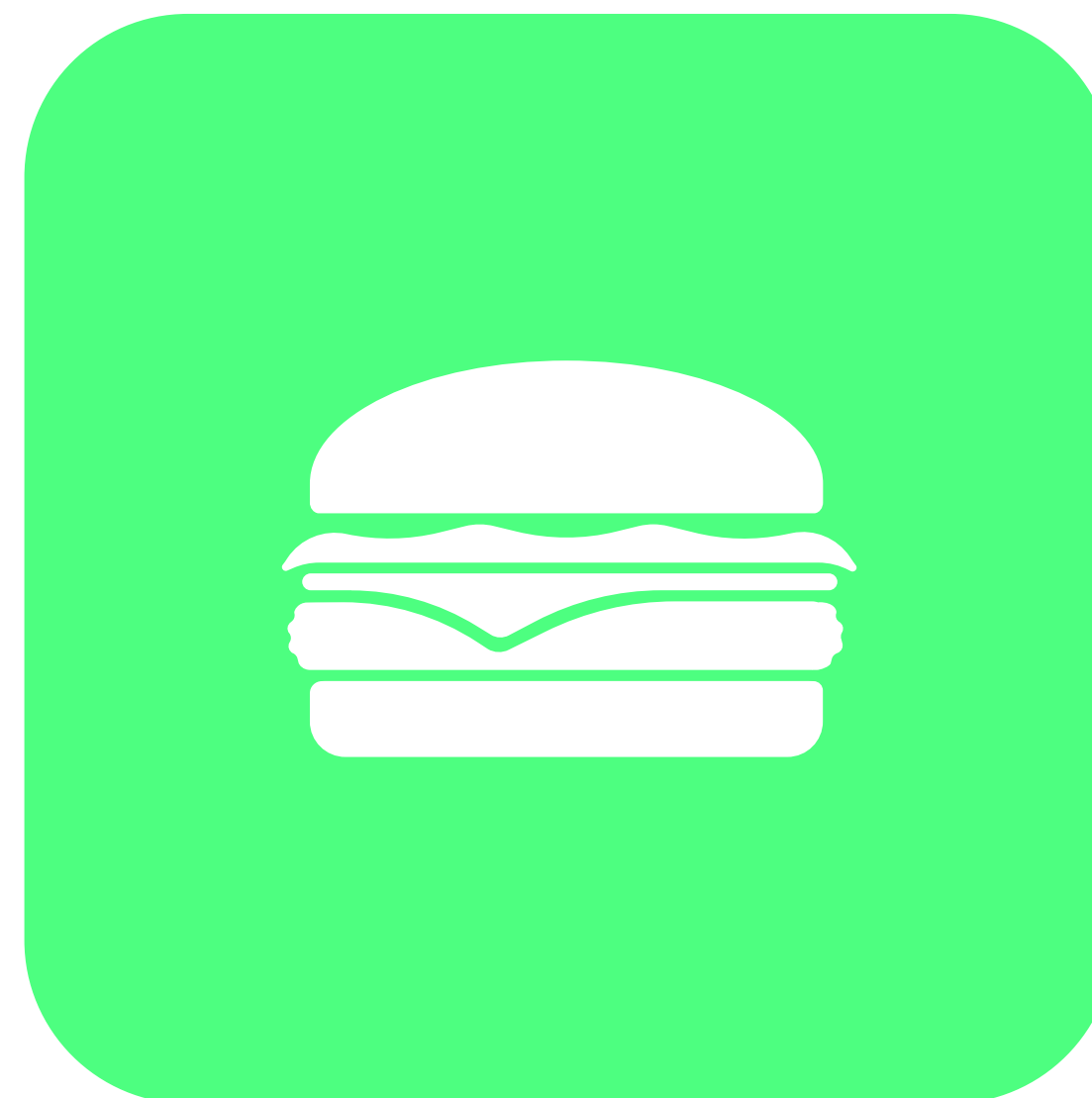
4,948,315

9.4%



28,837,642

11.3%






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

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]  
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 US 255,200,373 (US Census)

# 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	Proportion of total adult population who started doing online banking for the first time during the pandemic
	5,622,364	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**

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]  
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# 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	Proportion of total adult population who used group video chat socially for the first time during the pandemic
	12,355,319	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**

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]  
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# 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	Proportion of total adult population who shopped online for the first time during the pandemic
	7,496,486	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**

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]  
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 US 255,200,373 (US Census)

# 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	Proportion of total adult population whose screen time has increased since the pandemic
	39,495,375	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**

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: Screen time is up

The pandemic is accelerating the digital transformation of consumer life

	Number of adult consumers whose screen time has increased by 50% or more since the pandemic	Proportion of total adult population whose screen time has increased by 50% or more since the pandemic
	18,047,096	26.0%
	21,635,716	41.1%
	80,388,117	31.5%



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

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]  
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 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 taken online courses

Another 39M US consumers have started using telehealth services

Another 17M US consumers have started banking online

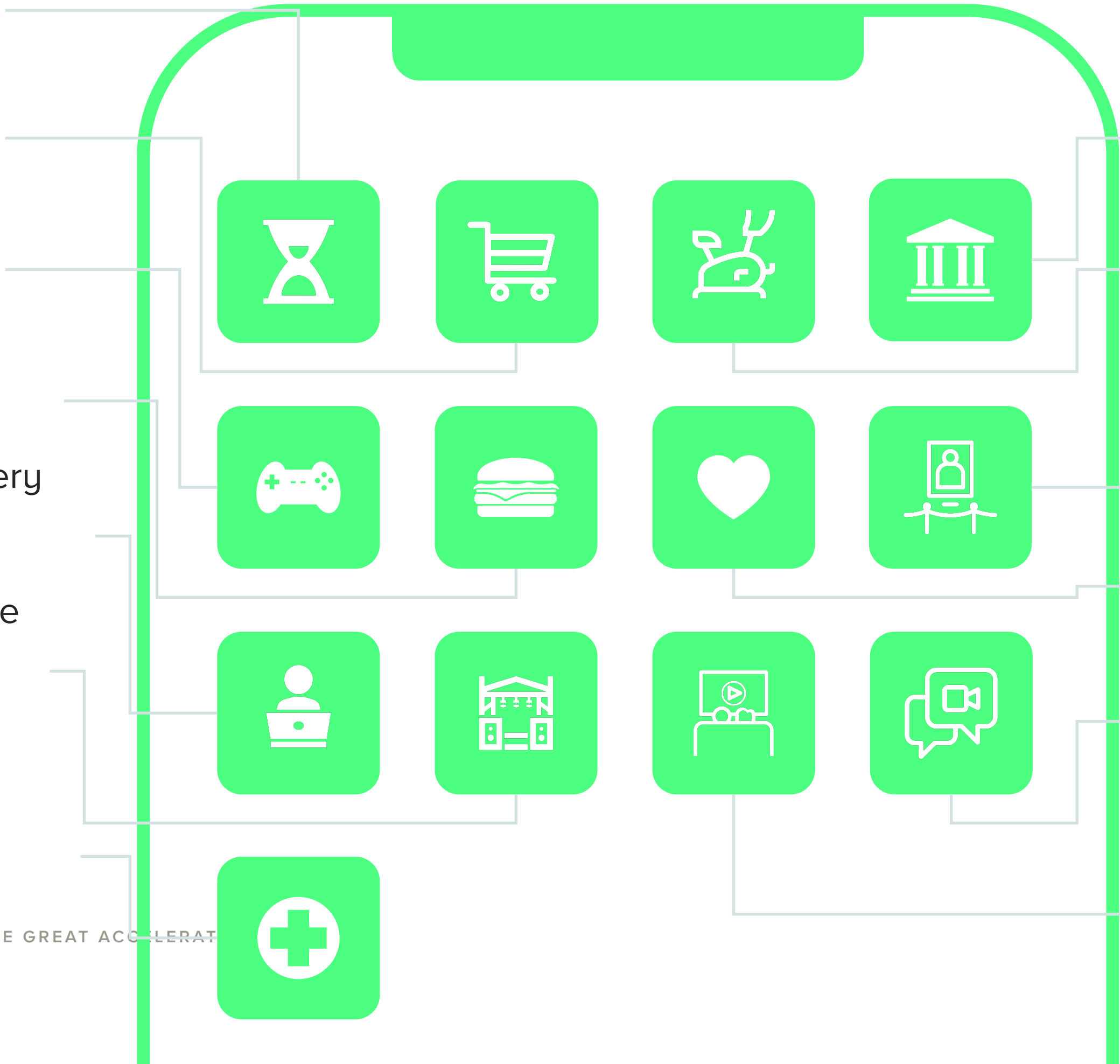
Another 13M US consumers have started taking online exercise classes

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

Another 5M US consumers have started virtual dating

Another 20M US consumers 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

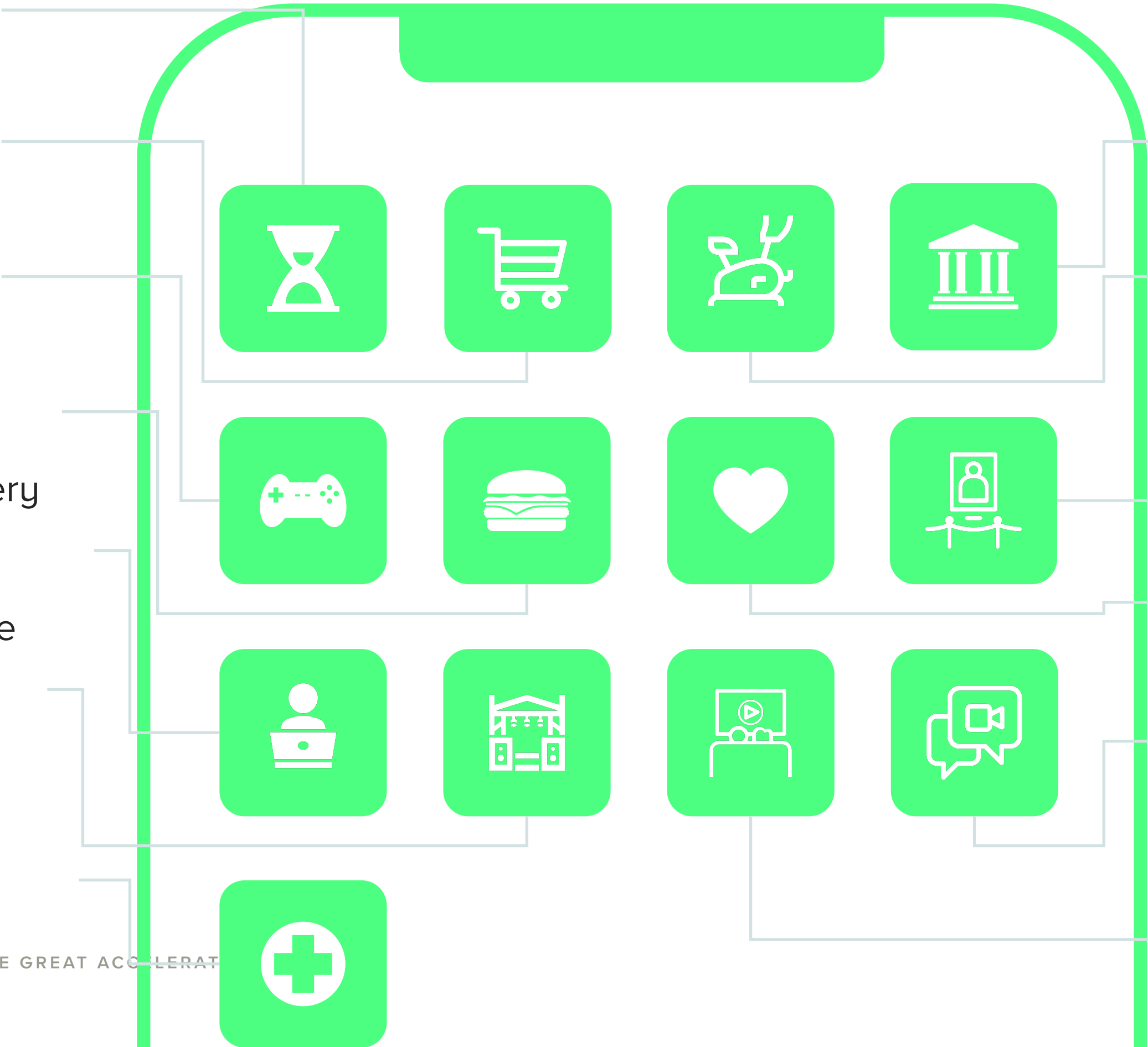
Another 4.1M UK consumers have started taking online exercise classes

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 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

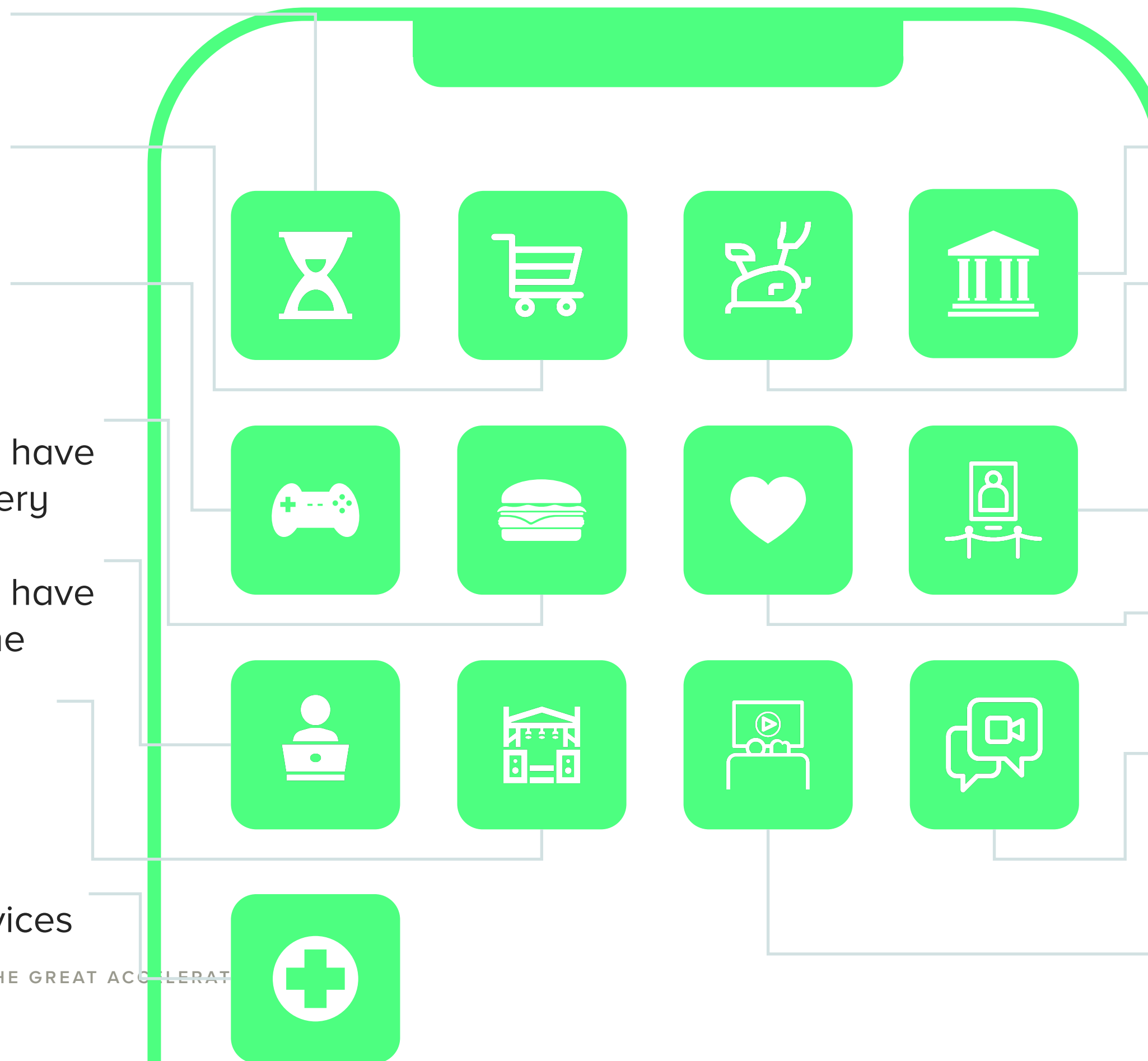
Another 2.8M German consumers have started taking online exercise classes

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



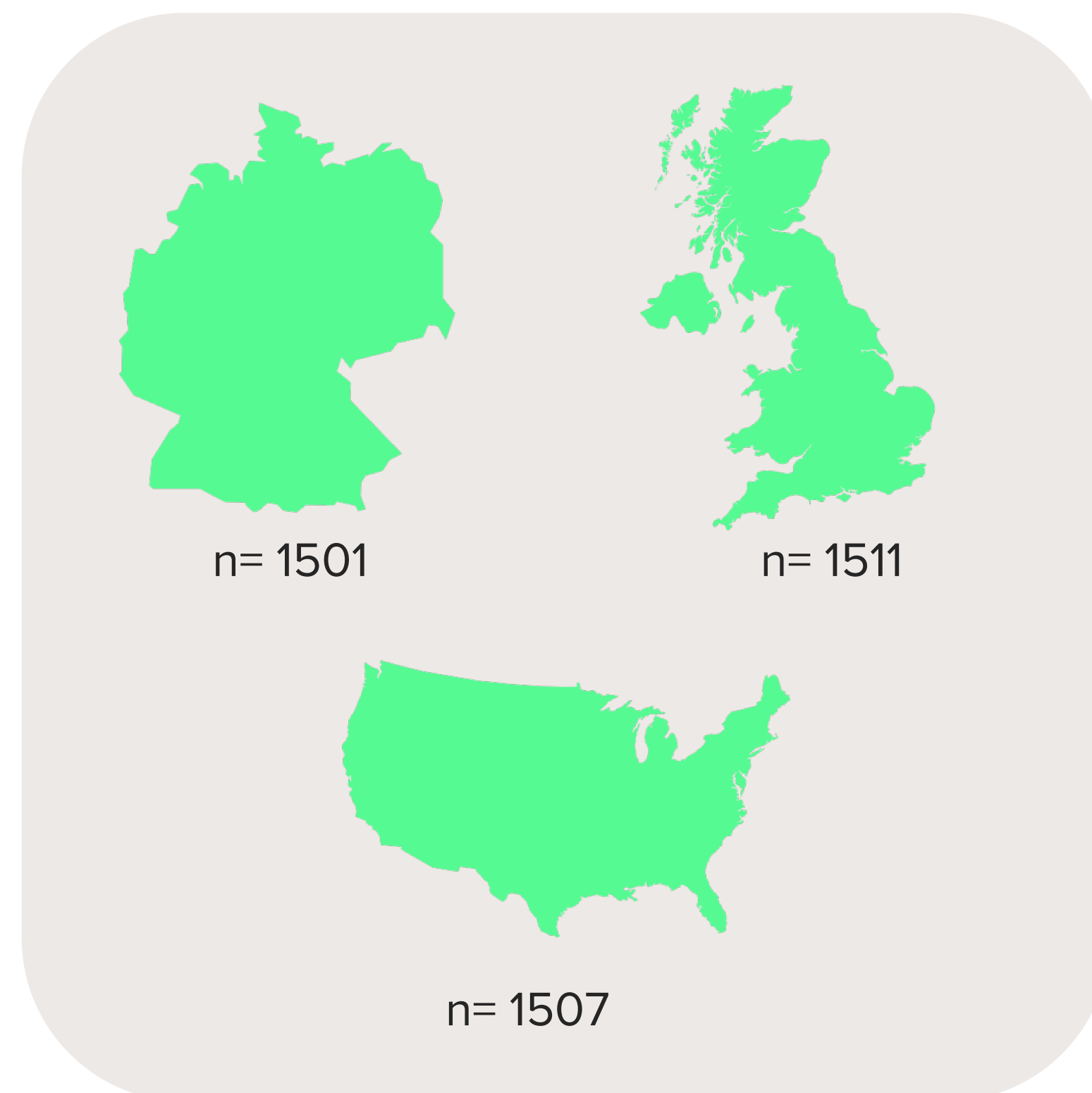
# The Great Acceleration

## Appendix

### Sample and methodology

# 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)

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

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

N = 1507 Google survey, nationally representative sample. Fieldwork conducted Feb 10-14, 2021	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%)	<b>25.3%</b>	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%)	<b>20.3%</b>	18.5%	21.9%	13.8%	22.2%	23.5%	18.6%	19.8%	21.9%
My total screen time has doubled or more	<b>11.2%</b>	8.9%	13.3%	17.5%	9.6%	6.9%	13.6%	13.2%	8.1%
My total screen time has not changed	<b>28.1%</b>	29.6%	26.8%	24.8%	27.8%	25.1%	26.2%	27.1%	37.7%
My total screen time has decreased	<b>15.1%</b>	19.3%	11.2%	21.5%	20.8%	12.7%	15.5%	12.8%	7.9%
Total	<b>100%</b>	100%	100%	100%	100%	100%	100%	100%	100%
Total increase	<b>56.8%</b>	42.2%	48.6%	36.1%	41.8%	55.3%	44.8%	47.0%	46.3%
Total increase 50%+	<b>31.5%</b>	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
<b>My total screen time is up a bit (about 10%)</b>	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%
<b>My total screen time is up a lot (about 50%)</b>	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%
<b>My total screen time has doubled or more</b>	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%
<b>My total screen time has not changed</b>	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%
<b>My total screen time has decreased</b>	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%

# About the author

## Dr Paul Marsden

A chartered Psychologist (British Psychological Society), his PhD focused on online psychological research techniques.

He is co-founder of Brainjuicer PLC (now System1 Group), a research company that uses online psychological techniques to understand consumers.

Marsden lectures on consumer trends and consumer psychology at the Business School of London College of Fashion.

Marsden is SYZYGY's Consumer Psychologist;

he designed, conducted and analysed the representative survey "The Great Digital Acceleration" on first-time private use of digital products and services for SYZYGY GROUP - covering Germany, the UK and the USA.



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