



Maybe*

Retail 2020: What shoppers want (Edition 2)

July 2020

 @MaybeTech

 @WeAreMaybeTech

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**HIGH
STREETS
TASK
FORCE**

PARTNER

About this report

Maybe* has gathered 20,000 answers from across the UK to understand the changing attitudes towards shopping and how the country feels about wearing compulsory face coverings.

The results, which are broken down by age bracket, were collected via a series of Facebook posts connected to a facebook messenger chatbot.

The survey will be re-run regularly. If there's a question you would like to see added, please join [our new Facebook Group](#).



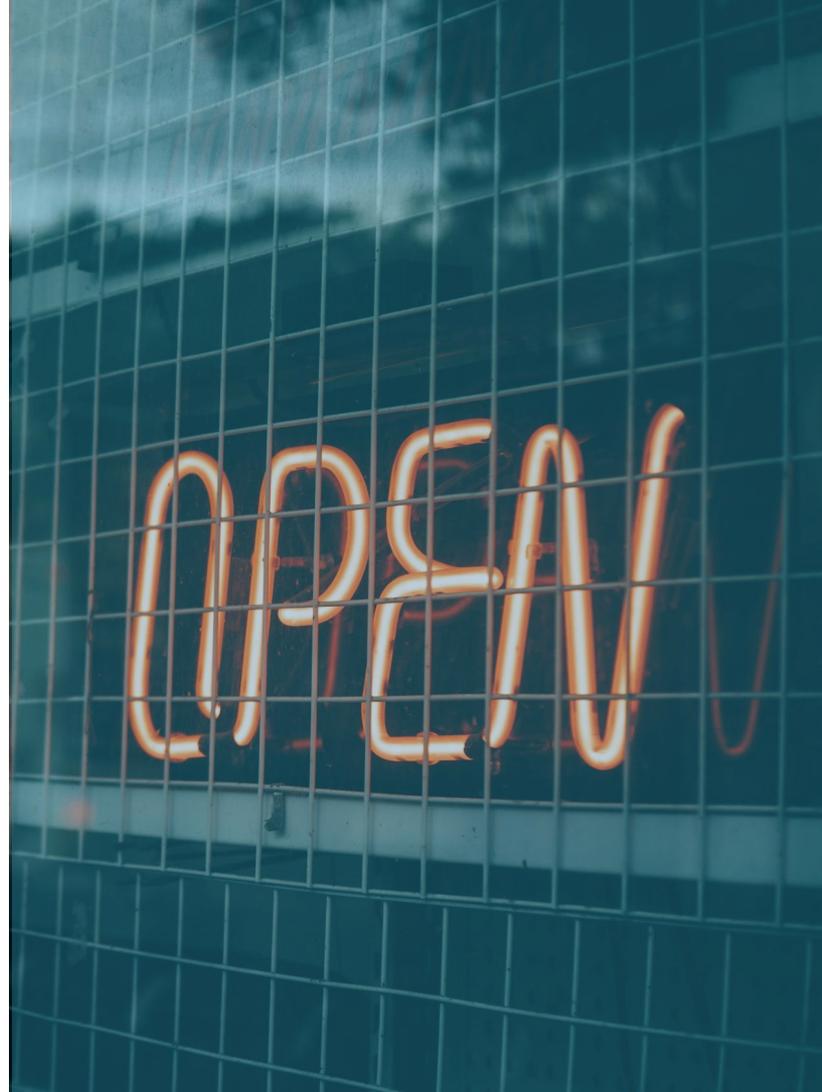
STAND HERE

A supportive environment and a safe place to ask the questions that make social media work regardless of your experience level. See you there.

[Join Facebook group](#)

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About Maybe*

Who we are

Maybe* is a social media management platform that provides engagement tools, actionable insights and access to training that enables organisations to make social media work for them.

What we do

We help retailers large and small, shopping centres, BIDs and councils use social media to inform decision making, drive engagement and to deliver customers.

Who we work with

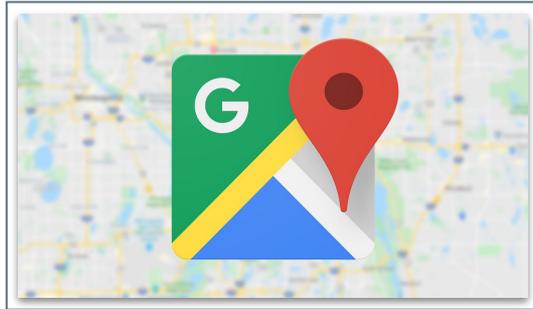
We work with any organisation who wants their social media to work harder. Our current clients include shopping centres, councils, BIDs, independent and national retailers.

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Maybe* is part of the [UK Government's High Street Task Force](#) which supports communities and local government to transform their High Streets.

Maybe* connects digital activity, place and sector data



Identify on Google

1.5 million UK organisations

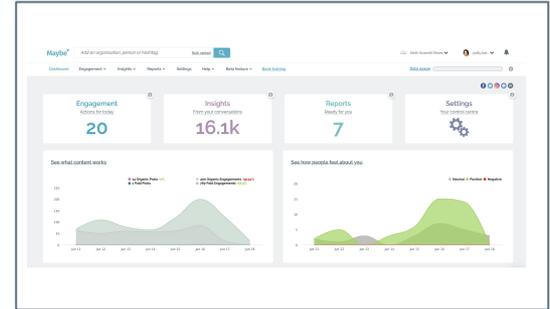
This grows daily



Collect social media data

Over 40 million posts added per month

Data collected daily



Insights on your dashboard

One dashboard access to social posts and an array of reports and tools

Why we do what we do

Over 3.2 billion consumers now spend over 4 hrs per day on social media. It is their window on the world and their primary channel of communications.

However, businesses across the UK are failing to make the most of it.

Independent businesses

Pre COVID-19. 43% of businesses were active on social media on a daily basis.

Post COVID-19 *this has dropped to 5%*

National businesses

Pre COVID-19. 68% of businesses were active on social media on a daily basis.

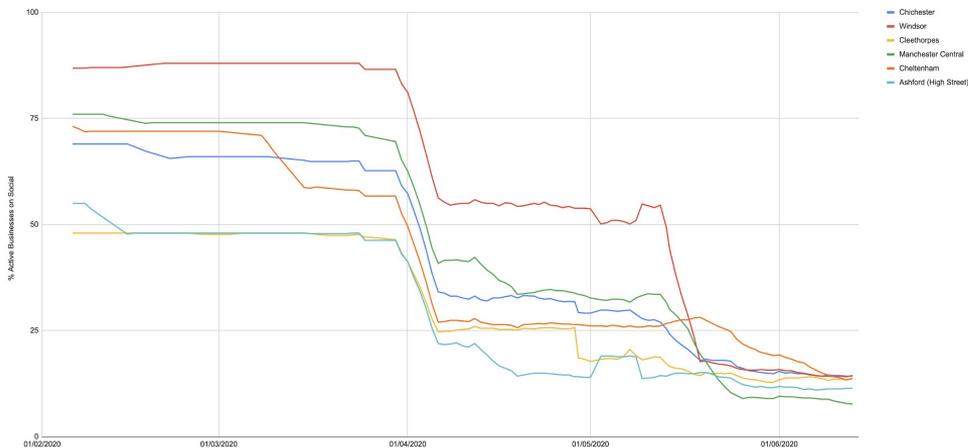
Post COVID-19 *this has dropped to 26%*

A consistent trend across the UK

Since lockdown the % of organisations active on social media has fallen dramatically.

These graphs represent the weekly moving average for social media activity in 15 different towns. The same trends occur across 3,300 UK boundaries.

% Active on Social Media (inner city)



Cotswolds %active on social





**51% of people surveyed will
avoid shopping in high
streets or shopping centres
if social distancing is
ignored**

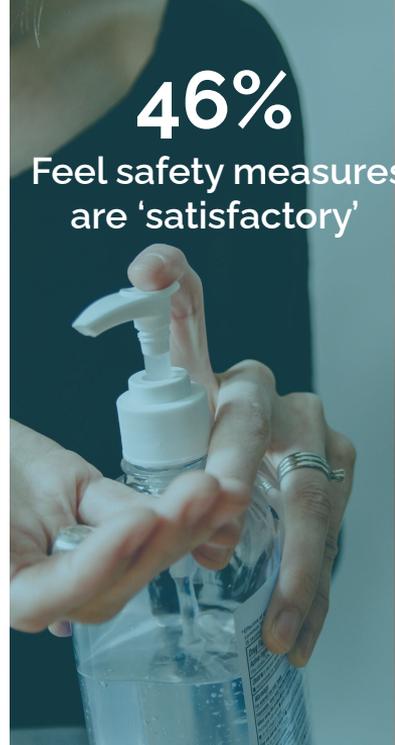
Maybe* survey

Report takeaway

As of Friday 24th July, the nation must wear a face covering when shopping or risk a £100 fine. We Brits love a queue, or a rule in this instance, and so it's no great surprise that we're happy to slap on our face masks before hitting the shops.

That being said, only 14% of people surveyed think a face covering is the most important safety measure when shopping and the majority of those surveyed still feel anxious about shopping at all with 57% predicting they will shop less in either a High Street or a shopping centre compared with pre-lockdown.

The good news is that high streets and shopping centres are largely doing a satisfactory job of implementing their safety measures so far but they mustn't rest on their laurels as they risk losing 51% of the shoppers if social distancing measures aren't enforced.



UK shoppers are prepared to wear a face covering, but . . .

The verdict is clear - whether they want to or not, British shoppers will be covering up when they hit the shops from July 24th.

The 26-34 bracket are the least likely to wear a covering with **19%** saying they will not wear one, whereas the 35-45 bracket are most likely to wear one (**84%**).

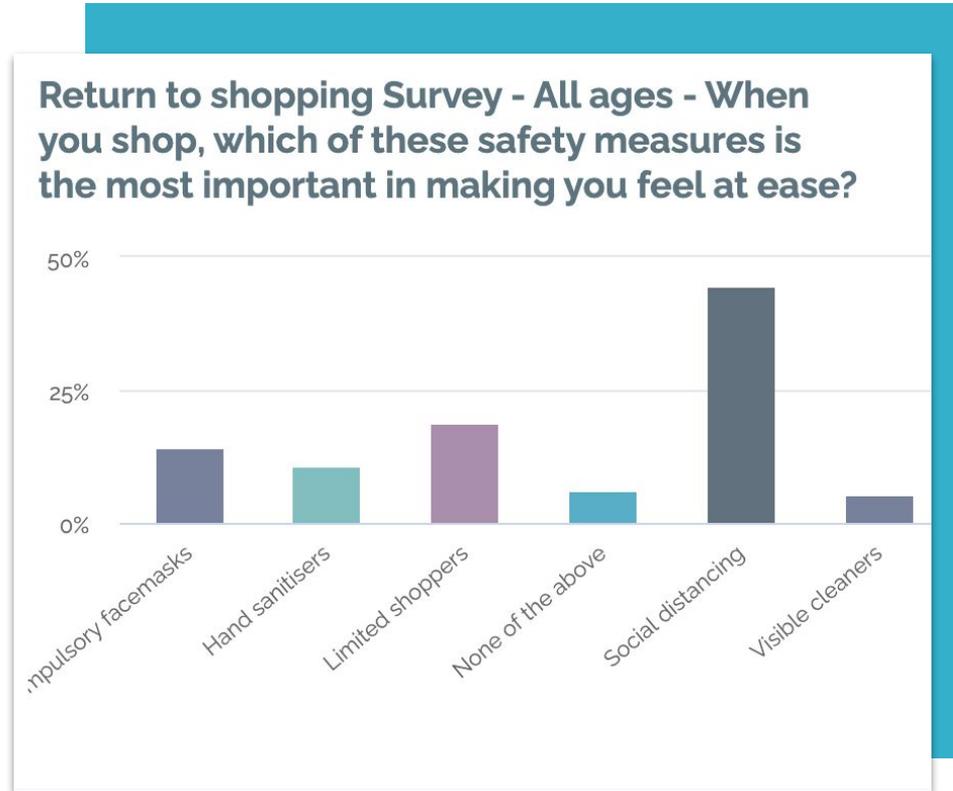
However, it's important to note that only **40%** of shoppers will feel safer, and that mandatory face coverings will actually make **22%** of those surveyed feel more nervous.



Will compulsory face coverings mean shoppers will return?

Sadly, not. Only **14%** of those surveyed consider compulsory face coverings to be the most important measure to put them at ease when shopping.

With **44%** of the vote, retailers must ensure that their social distancing measures are not only clear but also that they are policed if they want shoppers to feel safe in their stores.

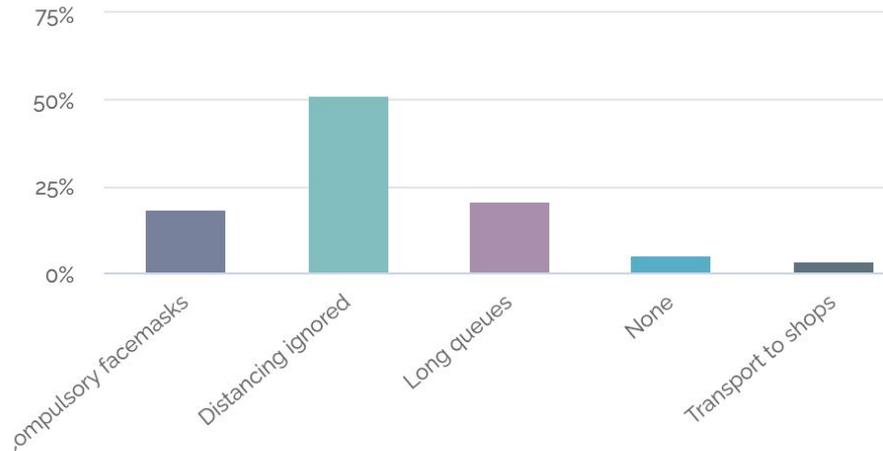


How important are social distancing measures?

Pretty darn important! With **51%** of shoppers saying they would avoid shopping if they see social distancing measures being ignored.

Retailers are also advised to manage their queues, as this was the primary concern of **21%** of those surveyed. With **33%** of people stating that they would be encouraged to shop more if there are limited shopper numbers, perhaps this is something that retailers need to strongly consider.

Return to shopping Survey - All ages - What would be your reason, if any, to avoid shopping despite the shops now being open again?



Are shoppers flooding the High Street?

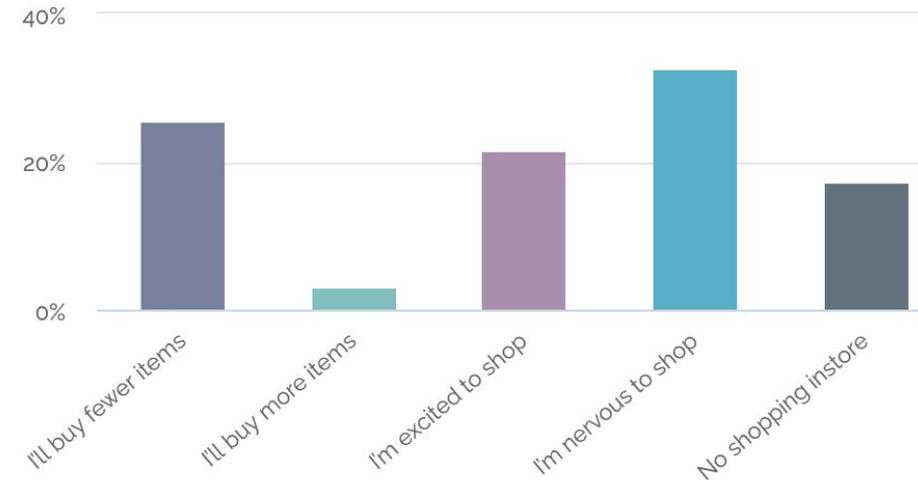
Despite being open for business since June 15, consumers aren't yet convinced that their necessity or desire to shop outweighs their safety concerns.

The results show that **32%** of shoppers are still nervous (down from **47%** in the first edition of this report in late June) to shop and **17%** haven't shopped in store since they re-opened over a month ago.

The 65+ age bracket are the most nervous to return to the shops (**34%**), while the 46-55 are the least nervous (**27.3%**). At the other extreme, the 19-25 age bracket is the most excited to shop (**35%**), while the 65+ is the least excited (**11%**).

Though some people are happy to return to the stores, the pandemic has had an impact on purchase quantity with **25%** of people saying they will buy fewer items than they did pre-pandemic.

Return to shopping Survey - All ages - Which statement do you agree the most with about High Street shops now being open?



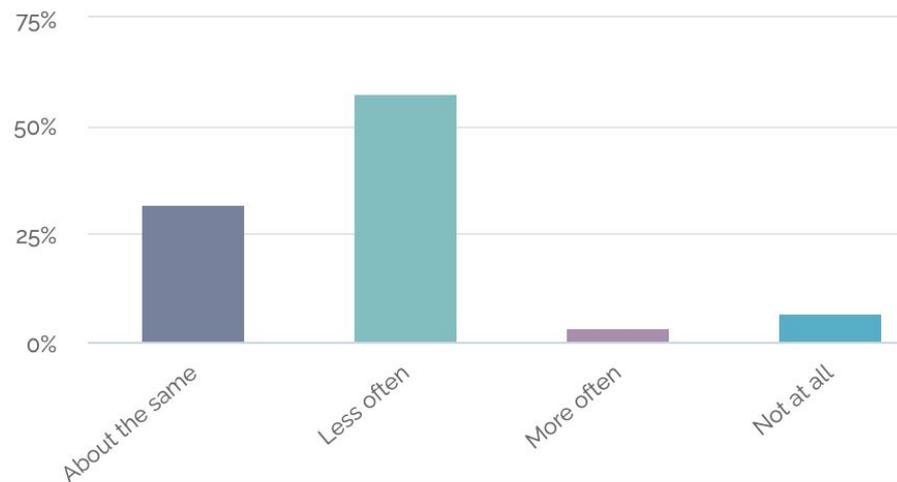
But shoppers will be back soon, yeah?

It's looking doubtful. **57%** of those surveyed said they intend to shop in the High Street less than they did pre-pandemic. Though 31% expect to shop about the same as before.

It's an equally bleak picture for shopping centres with **58%** of people saying they plan to give them a wide berth.

Alarming for retailers, these numbers are on the increase compared with the results from the first edition of this report in late June when only **45%** of people surveyed said they intended to shop less than they did pre-COVID-19.

Return to shopping Survey - All ages - Going forward, will you visit your local High Street/parade more or less often than you did before lockdown?



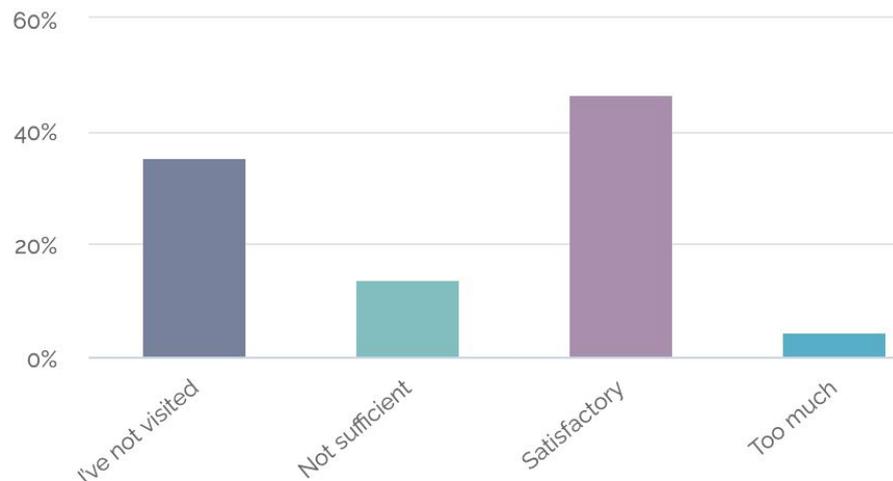
Are the safety measures enough?

Largely, yes! **46%** of shoppers visiting the High Street stores feel the safety measures are satisfactory compared with only **32%** for shopping centres.

The more alarming stat for shop owners is the quantity of people who still haven't visited their local high street (**35%**) or a shopping centre (**53%**).

This suggests that more needs to be done to communicate the safety measures which are in place to potential shoppers to encourage them back through the doors.

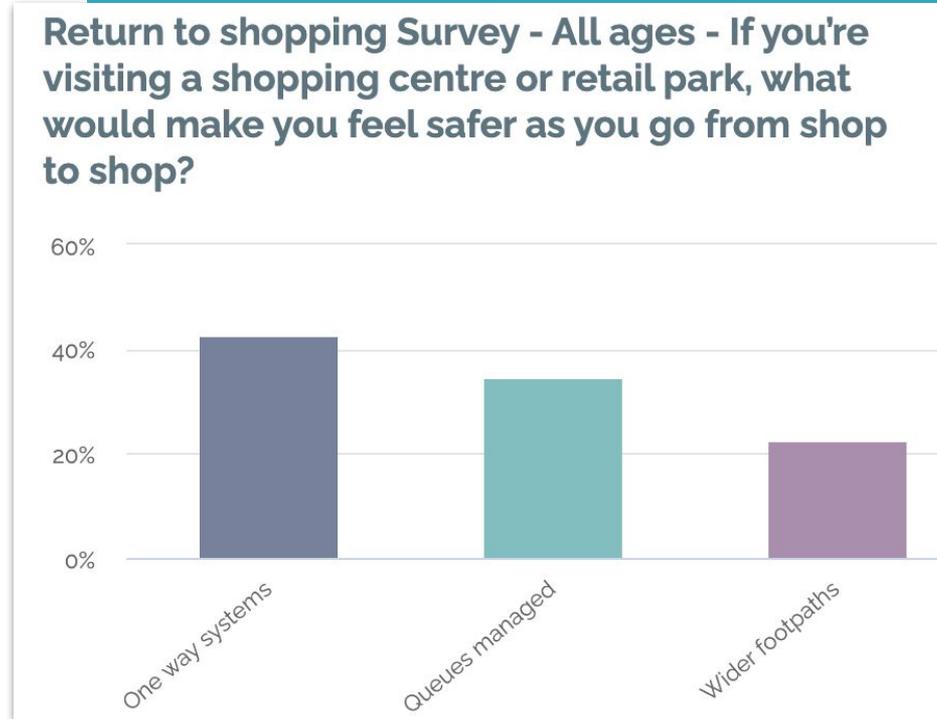
Return to shopping Survey - All ages - If you have visited your local High Street/parade since it re-opened on June 15th, how did you feel about the safety measures in place?

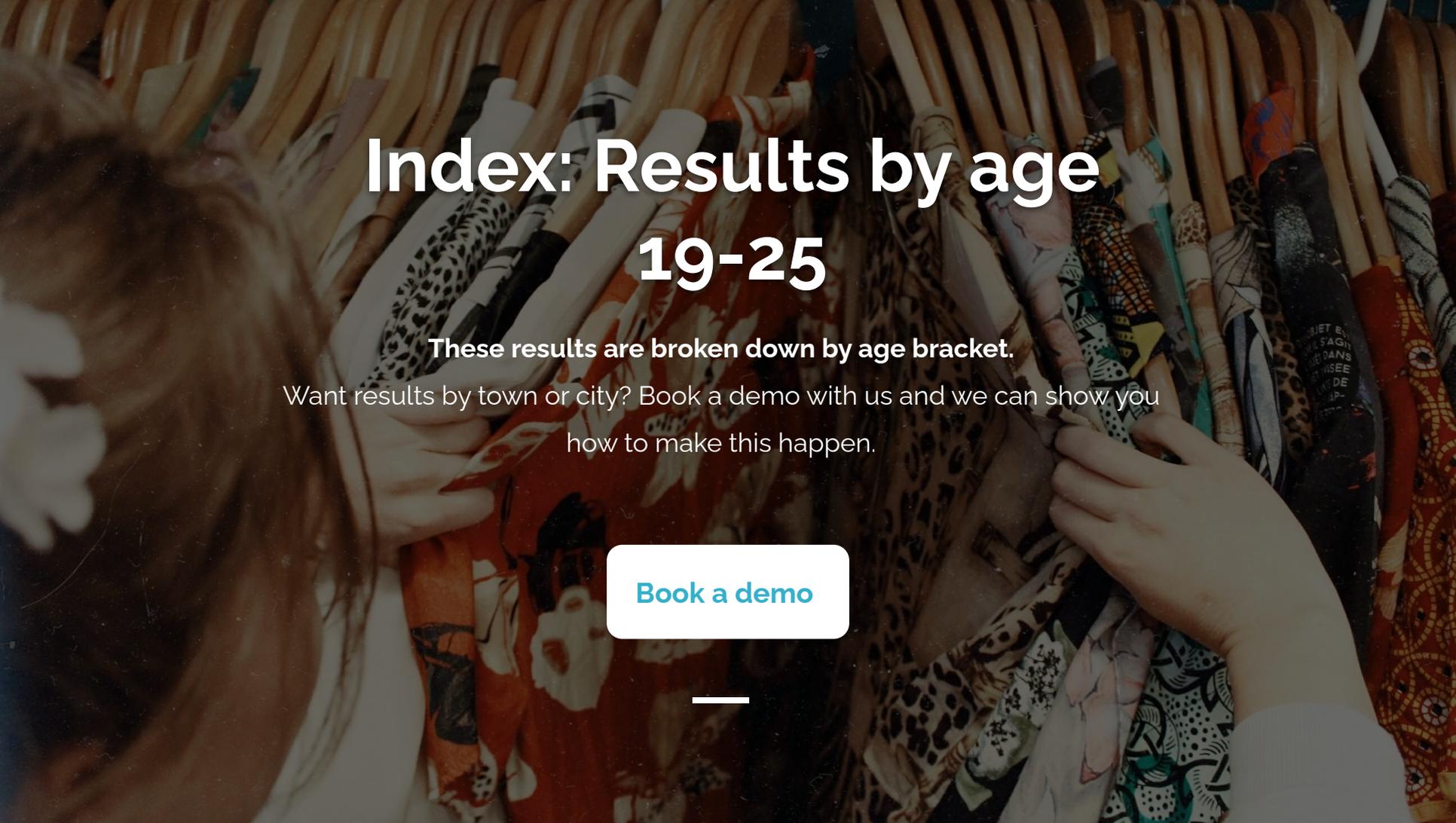


What can be done to entice shoppers back?

Shopping centres need to invest in their social distancing measures. **42%** of people want one way systems to be introduced while **34%** are urging centres to manage the queues. They should also consider widening the footpaths as this was the number one priority for **22%** of those surveyed.

24% of people are keen for stores to offer a booking system enabling them to shop at a pre-selected time to avoid queues. But **25%** of people were against this and **50%** said that it depended on what the item was they were purchasing.





Index: Results by age

19-25

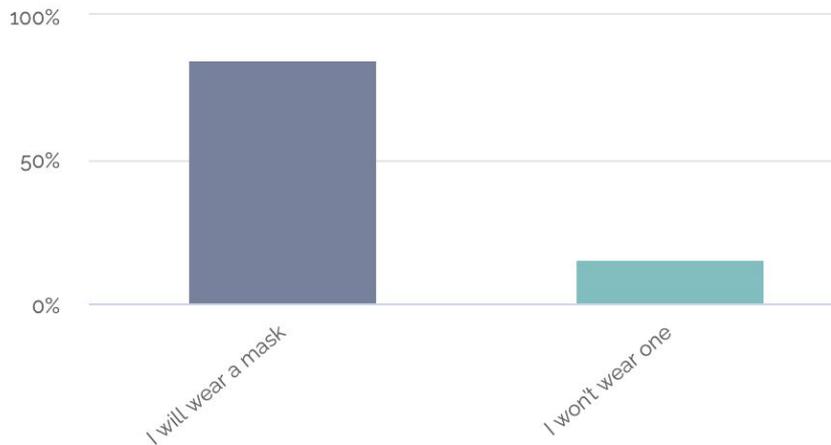
These results are broken down by age bracket.

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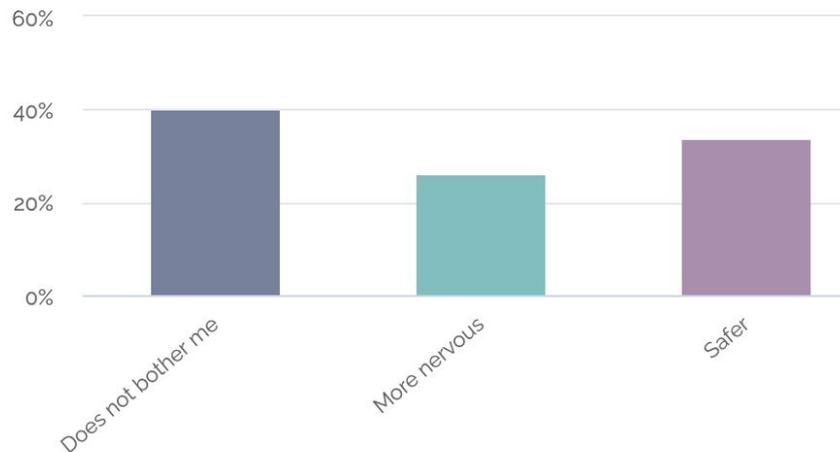
[Book a demo](#)

Age 19-25

Return to shopping Survey - 19 - 25 - From July 24th you must wear a face covering when shopping or risk receiving a £100 fine. How do you feel about this?

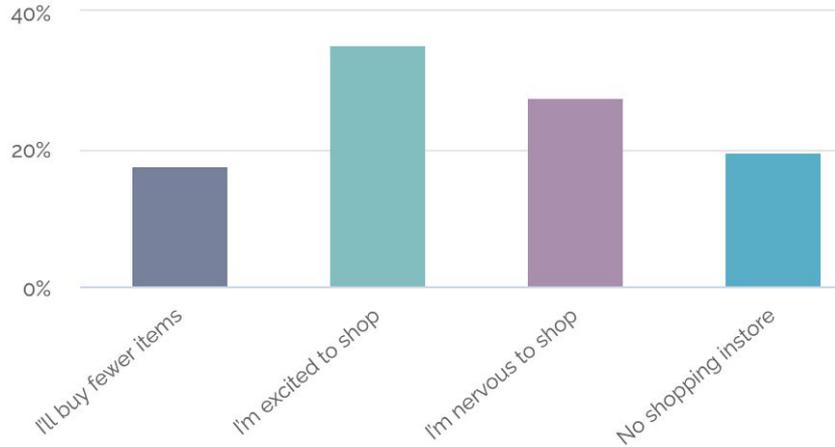


Return to shopping Survey - 19 - 25 - Will the compulsory wearing of face coverings make you feel:

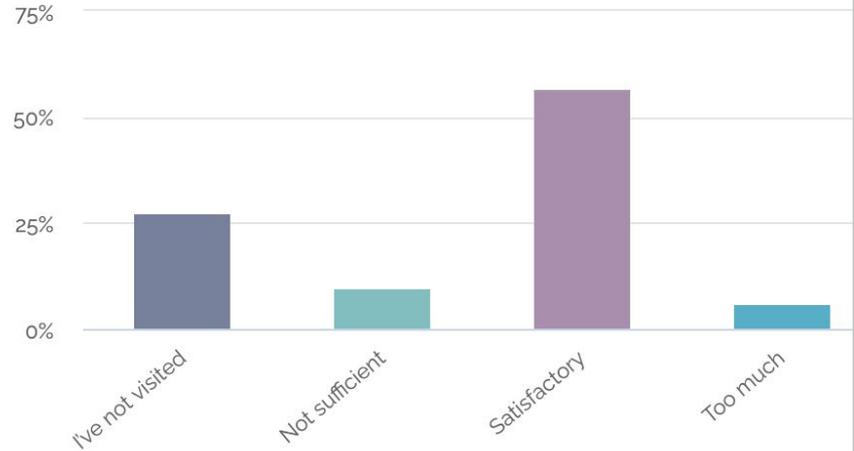


Age 19-25

Return to shopping Survey - 19 - 25 - Which statement do you agree the most with about High Street shops now being open?

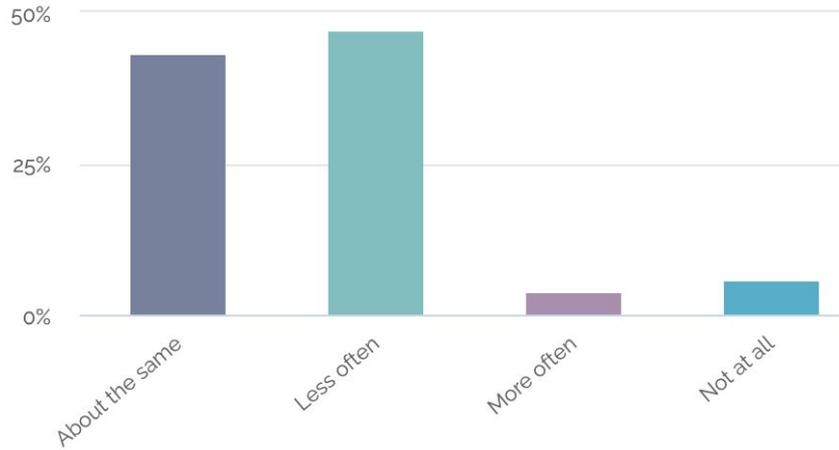


Return to shopping Survey - 19 - 25 - If you have visited your local High Street/parade since it re-opened on June 15th, how did you feel about the safety measures in place?

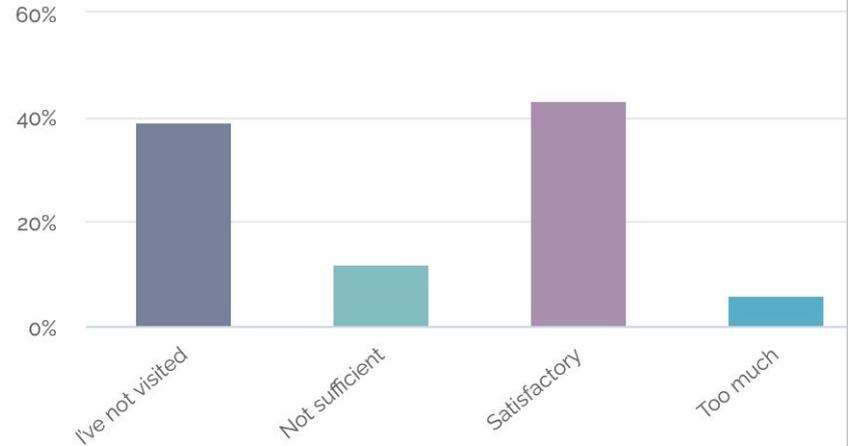


Age 19-25

Return to shopping Survey - 19 - 25 - Going forward, will you visit your local High Street/parade more or less often than you did before lockdown?

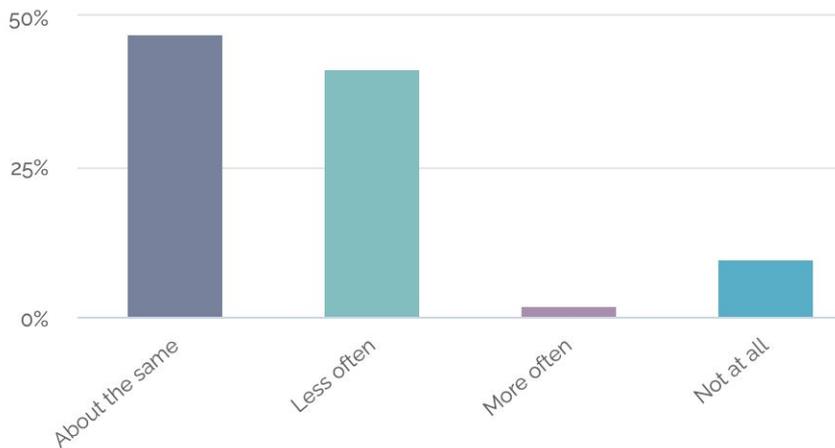


Return to shopping Survey - 19 - 25 - If you have visited shopping centres (indoor and outdoor) since they re-opened, how did you feel about the safety measures in place?

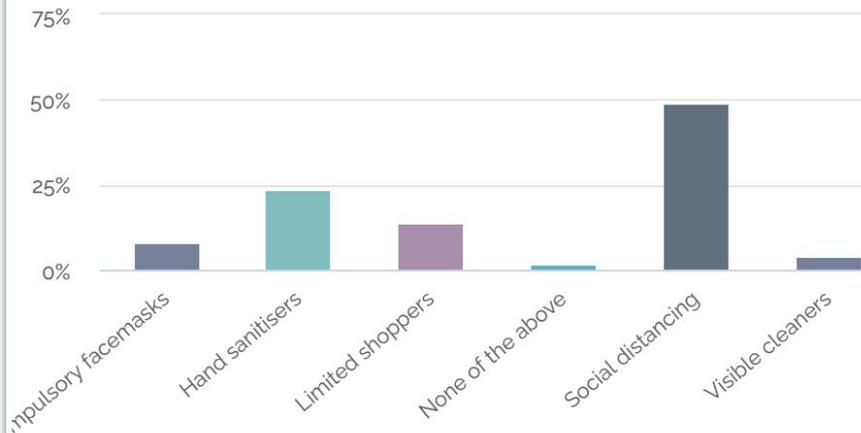


Age 19-25

Return to shopping Survey - 19 - 25 - Going forwards, will you visit shopping centres more or less often than you did before?

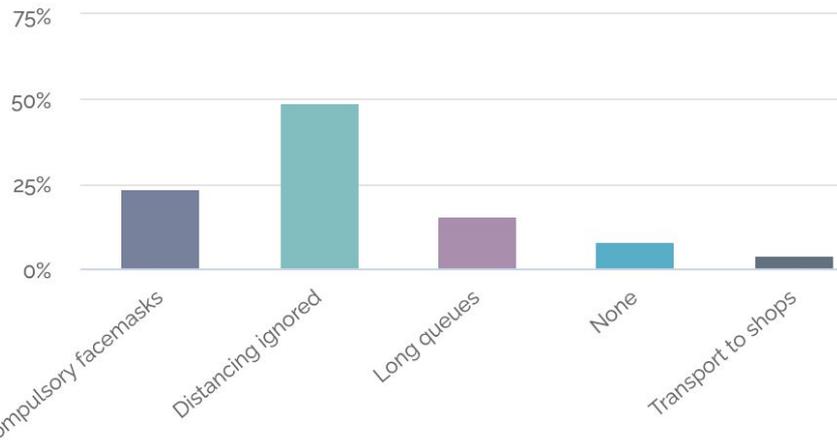


Return to shopping Survey - 19 - 25 - When you shop, which of these safety measures is the most important in making you feel at ease?

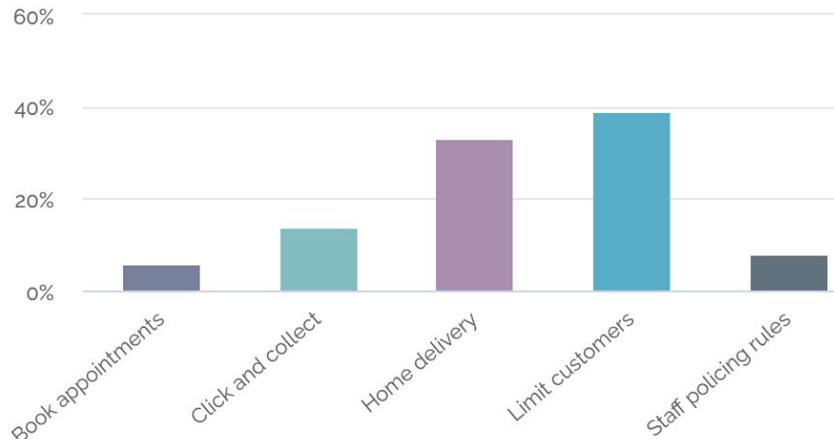


Age 19-25

Return to shopping Survey - 19 - 25 - What would be your reason, if any, to avoid shopping despite the shops now being open again?

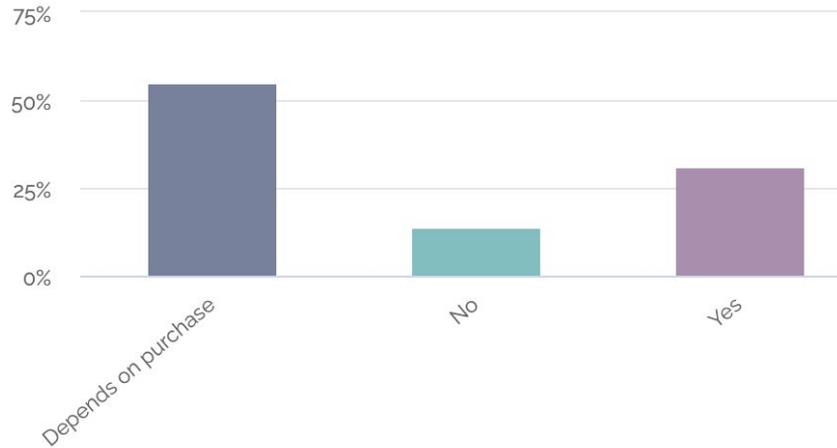


Return to shopping Survey - 19 - 25 - Which measure would encourage you to shop more?

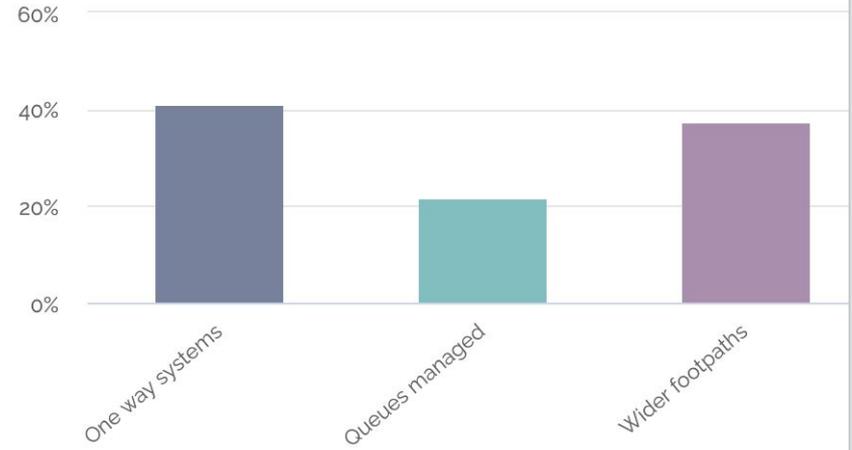


Age 19-25

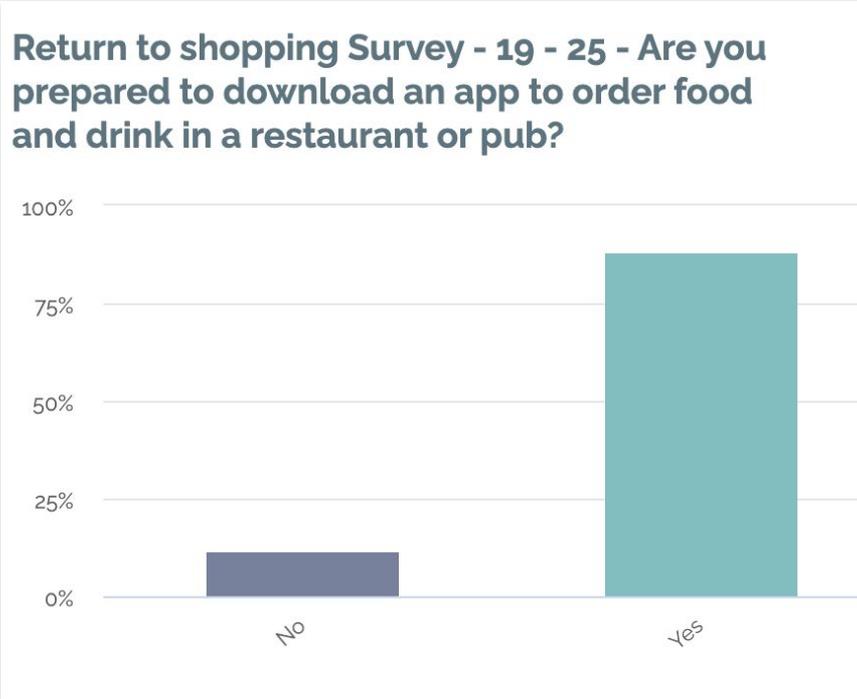
Return to shopping Survey - 19 - 25 - Would you like to be able to book a slot to visit a store to ensure shoppers numbers are limited and there is no queue?



Return to shopping Survey - 19 - 25 - If you're visiting a shopping centre or retail park, what would make you feel safer as you go from shop to shop?



Age 19-25



Index: Results by age

26-34

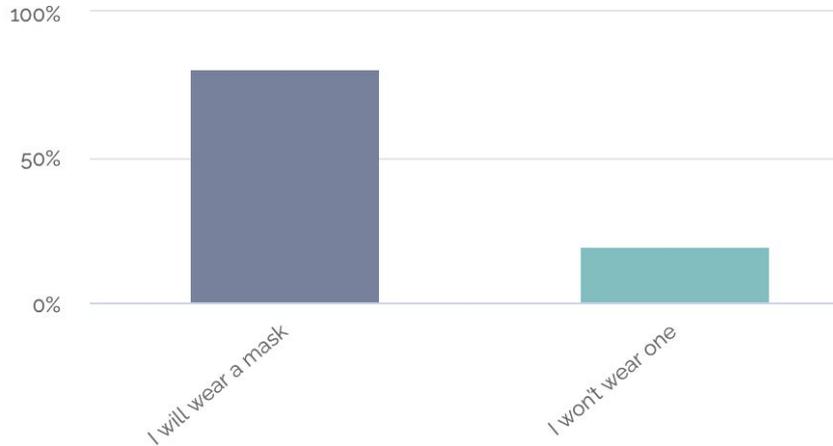
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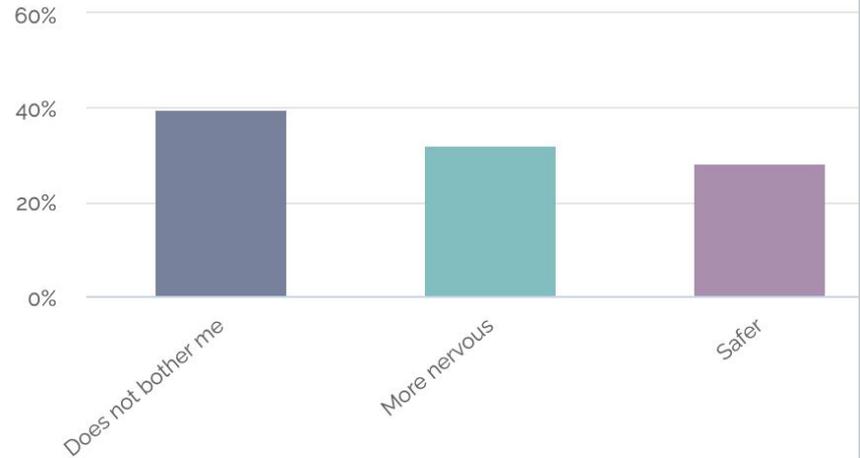
[Book a demo](#)

Age 26-34

Return to shopping Survey - 26 - 34 - From July 24th you must wear a face covering when shopping or risk receiving a £100 fine. How do you feel about this?

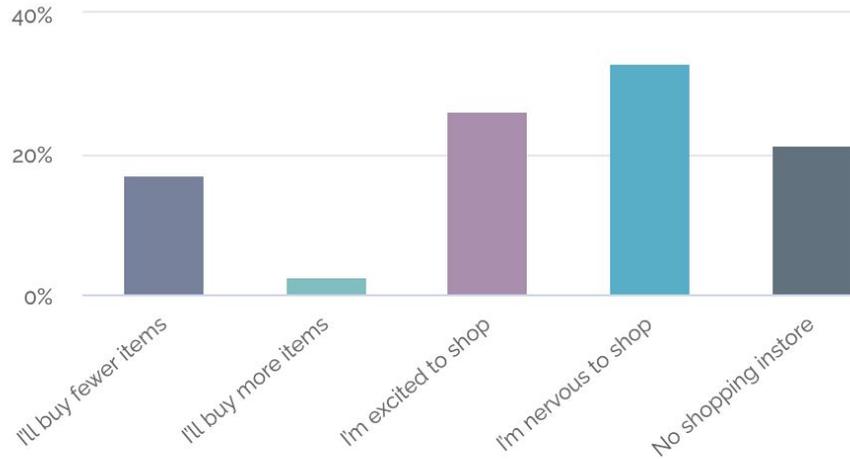


Return to shopping Survey - 26 - 34 - Will the compulsory wearing of face coverings make you feel:

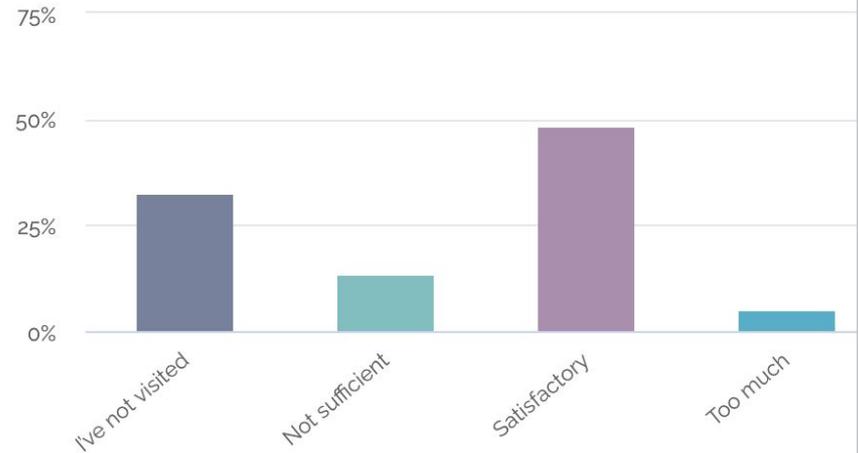


Age 26-34

Return to shopping Survey - 26 - 34 - Which statement do you agree the most with about High Street shops now being open?

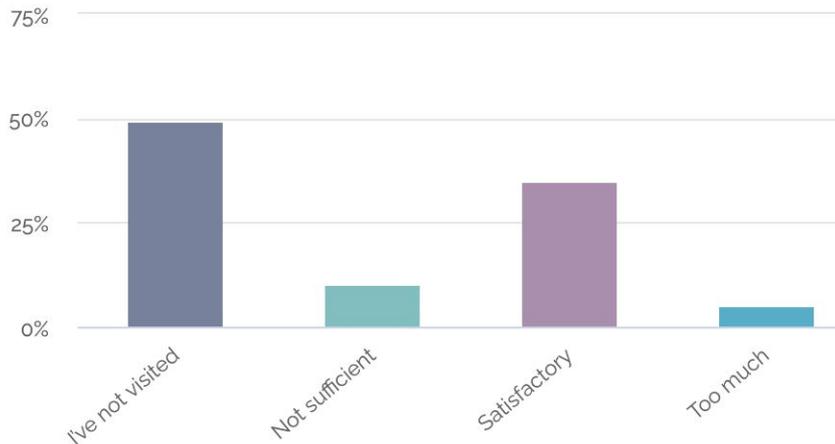


Return to shopping Survey - 26 - 34 - If you have visited your local High Street/parade since it re-opened on June 15th, how did you feel about the safety measures in place?

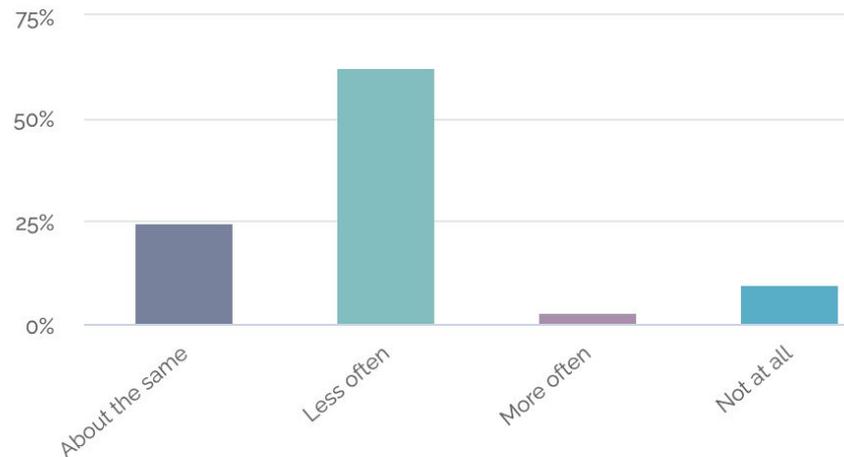


Age 26-34

Return to shopping Survey - 26 - 34 - If you have visited shopping centres (indoor and outdoor) since they re-opened, how did you feel about the safety measures in place?

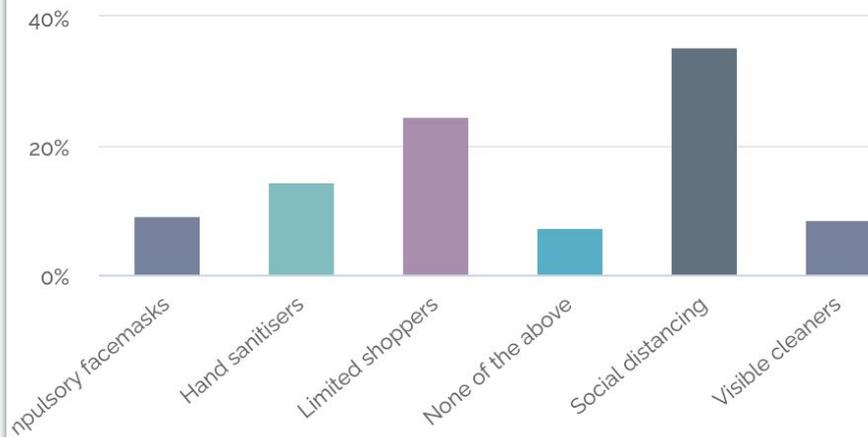


Return to shopping Survey - 26 - 34 - Going forwards, will you visit shopping centres more or less often than you did before?

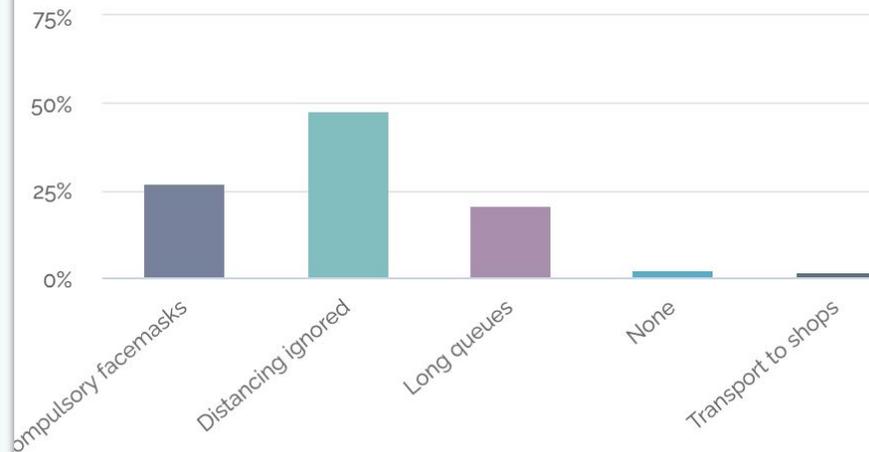


Age 26-34

Return to shopping Survey - 26 - 34 - When you shop, which of these safety measures is the most important in making you feel at ease?

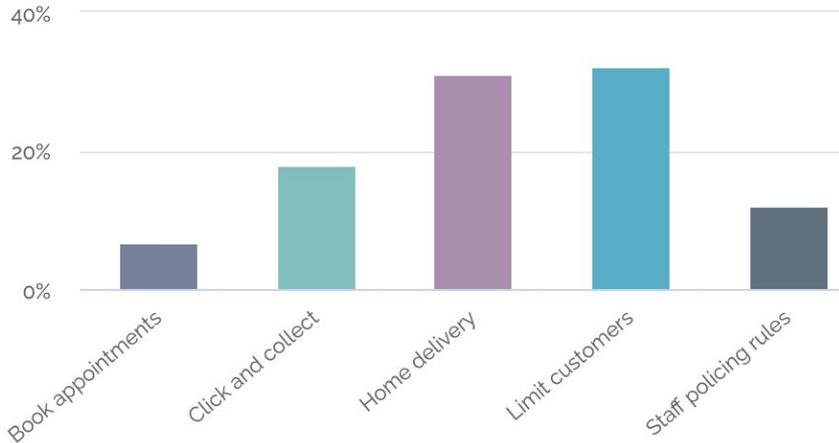


Return to shopping Survey - 26 - 34 - What would be your reason, if any, to avoid shopping despite the shops now being open again?

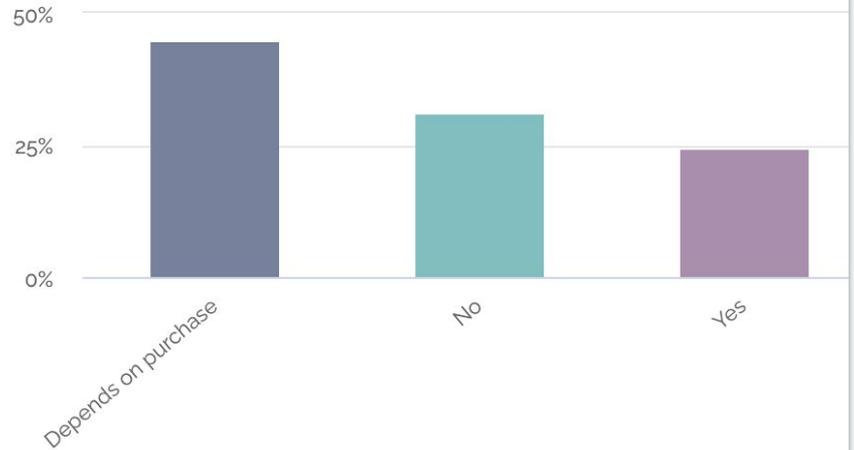


Age 26-34

Return to shopping Survey - 26 - 34 - Which measure would encourage you to shop more?

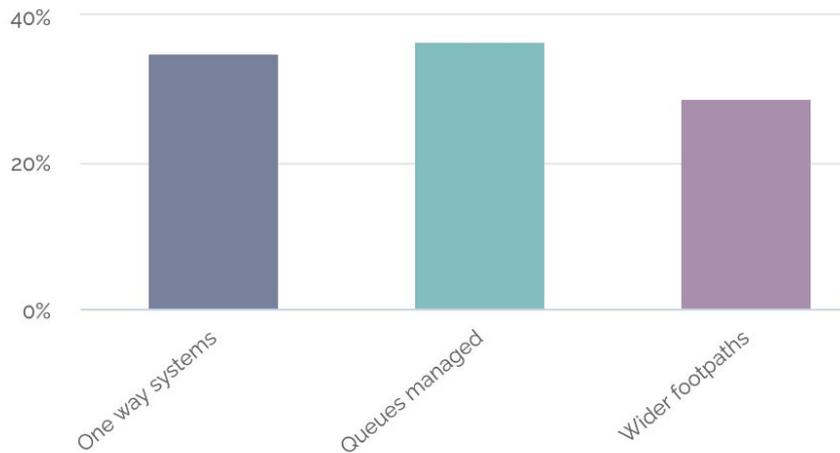


Return to shopping Survey - 26 - 34 - Would you like to be able to book a slot to visit a store to ensure shoppers numbers are limited and there is no queue?

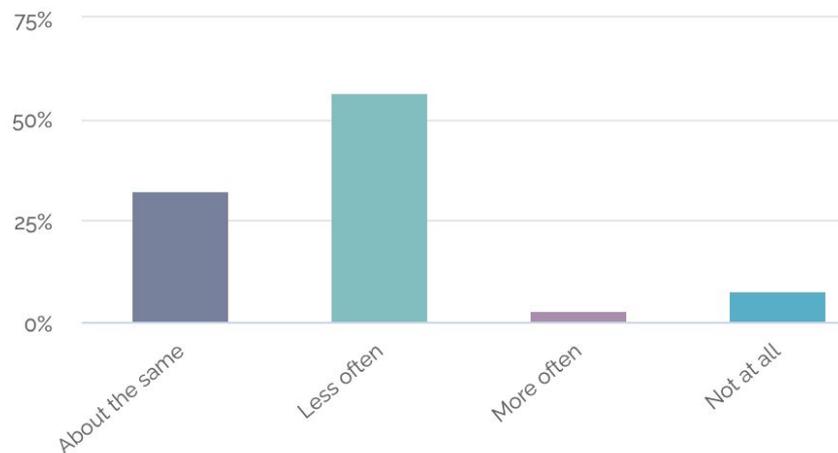


Age 26-34

Return to shopping Survey - 26 - 34 - If you're visiting a shopping centre or retail park, what would make you feel safer as you go from shop to shop?

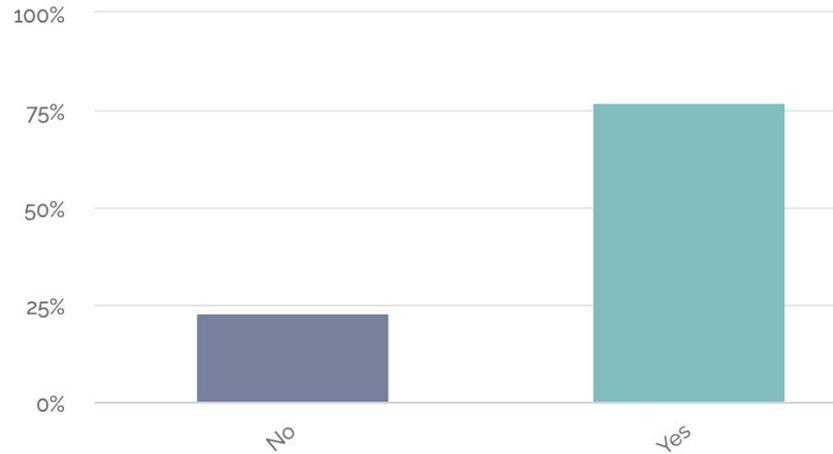


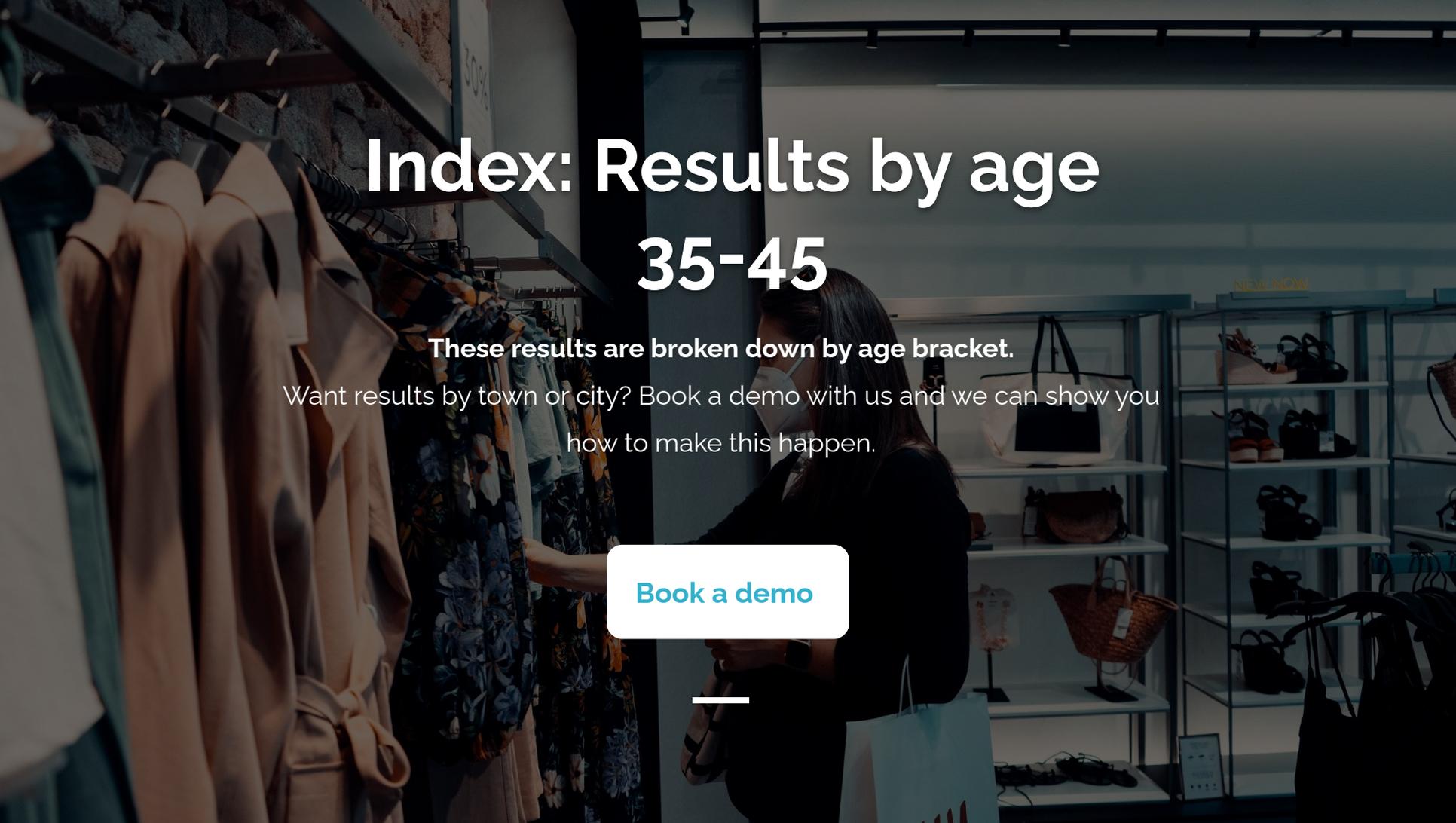
Return to shopping Survey - 26 - 34 - Going forward, will you visit your local High Street/parade more or less often than you did before lockdown?



Age 26-34

Return to shopping Survey - 26 - 34 - Are you prepared to download an app to order food and drink in a restaurant or pub?



A woman with long dark hair, wearing a white face mask and a dark jacket, is looking at a rack of clothes in a clothing store. The store has a rustic stone wall on the left and modern shelving units on the right. The lighting is soft and focused on the clothing.

Index: Results by age

35-45

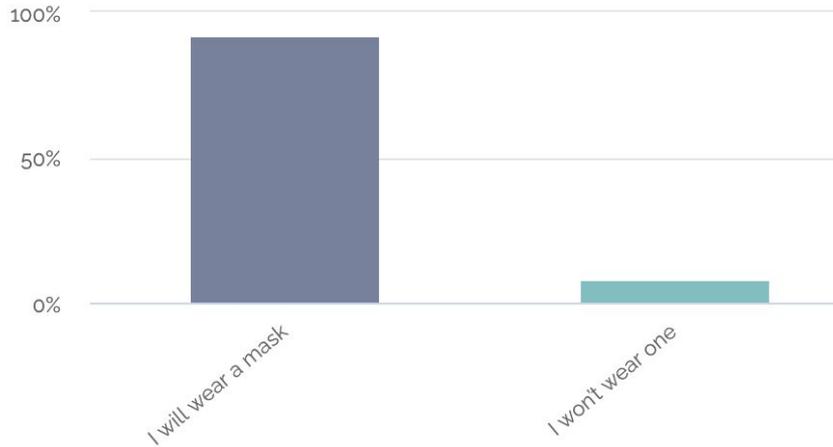
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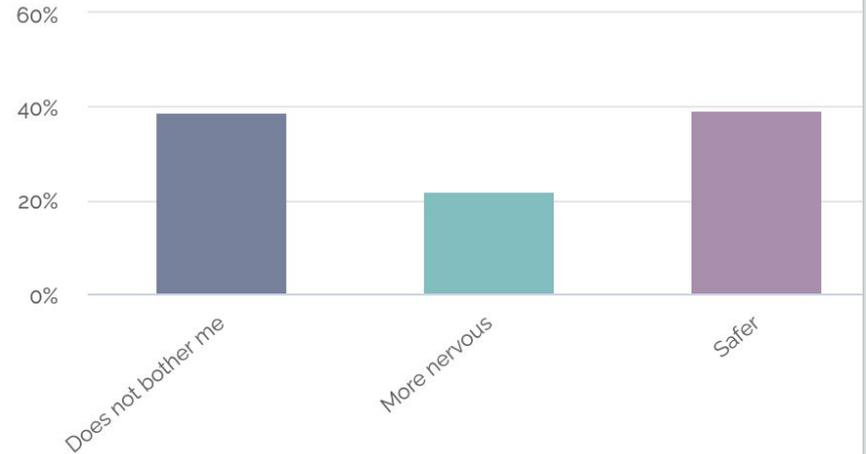
[Book a demo](#)

Age 35-45

Return to shopping Survey - 35 - 45 - From July 24th you must wear a face covering when shopping or risk receiving a £100 fine. How do you feel about this?

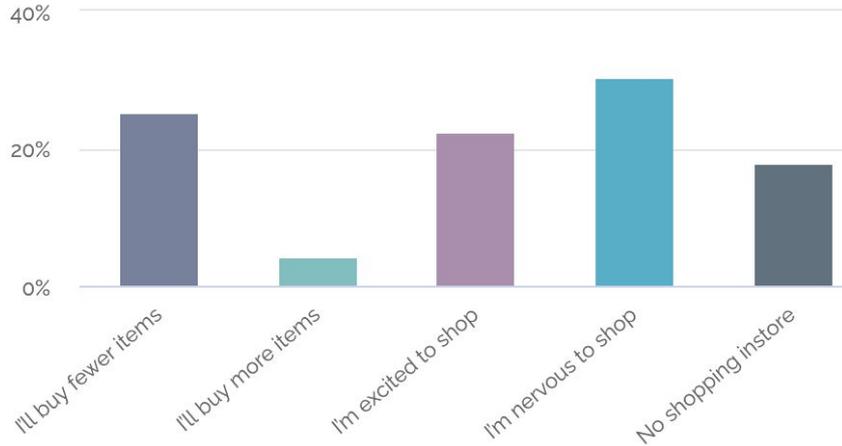


Return to shopping Survey - 35 - 45 - Will the compulsory wearing of face coverings make you feel:

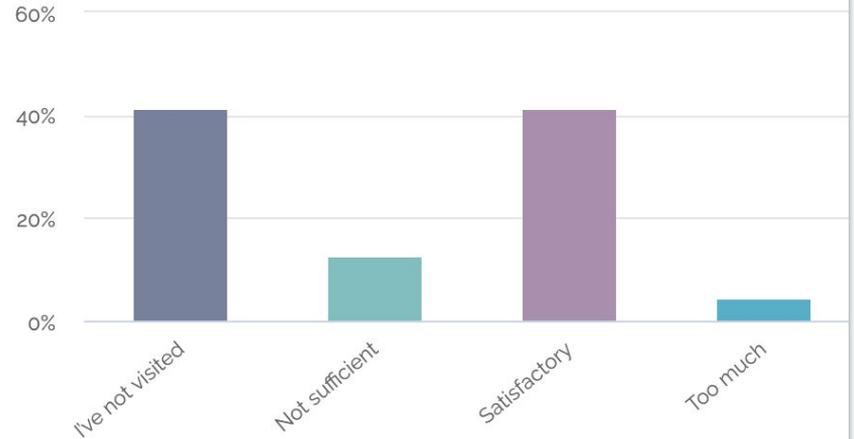


Age 35-45

Return to shopping Survey - 35 - 45 - Which statement do you agree the most with about High Street shops now being open?

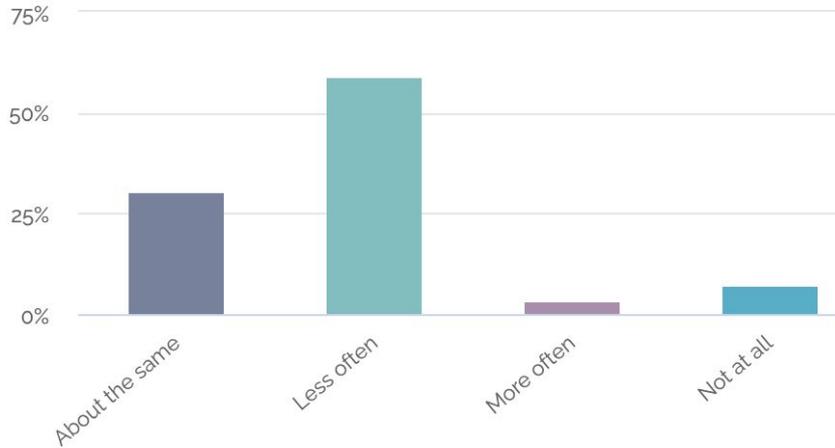


Return to shopping Survey - 35 - 45 - If you have visited your local High Street/parade since it re-opened on June 15th, how did you feel about the safety measures in place?

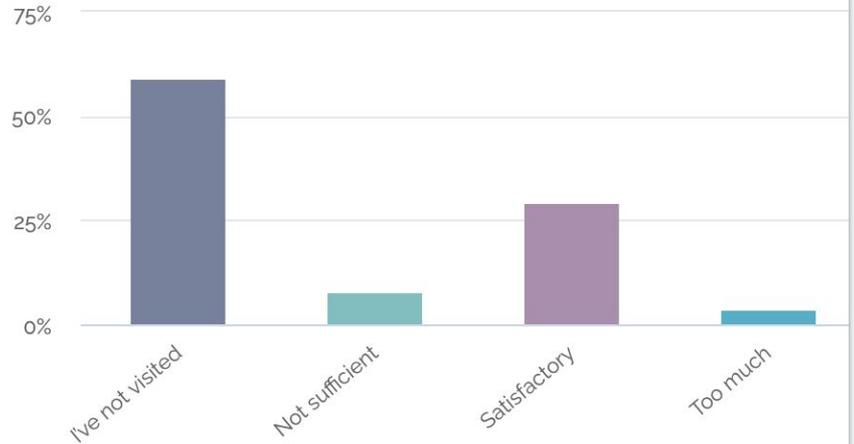


Age 35-45

Return to shopping Survey - 35 - 45 - Going forward, will you visit your local High Street/parade more or less often than you did before lockdown?



Return to shopping Survey - 35 - 45 - If you have visited shopping centres (indoor and outdoor) since they re-opened, how did you feel about the safety measures in place?

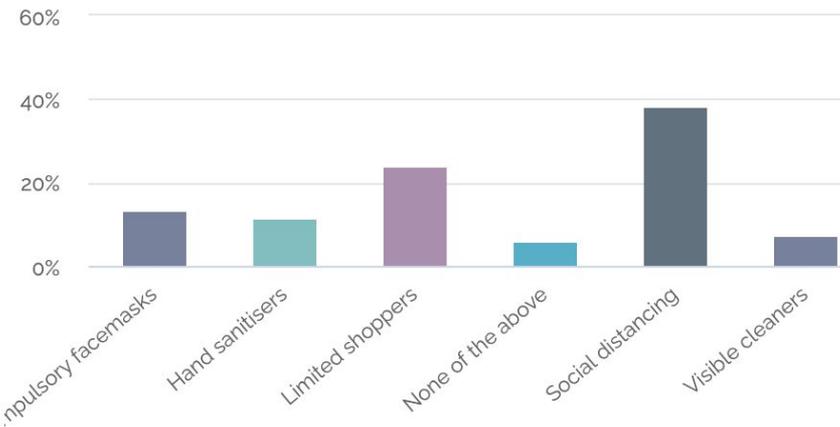


Age 35-45

Return to shopping Survey - 35 - 45 - Going forwards, will you visit shopping centres more or less often than you did before?

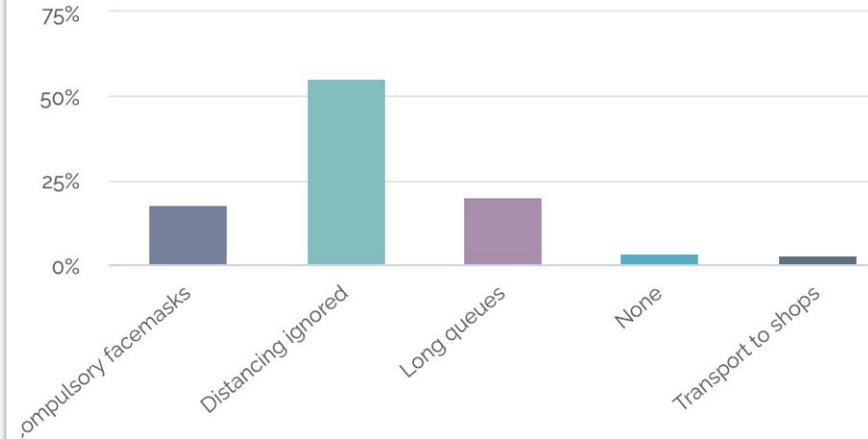


Return to shopping Survey - 35 - 45 - When you shop, which of these safety measures is the most important in making you feel at ease?

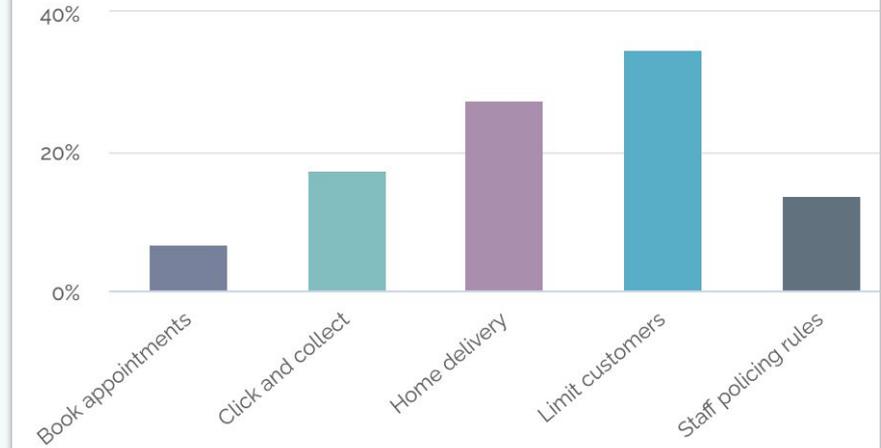


Age 35-45

Return to shopping Survey - 35 - 45 - What would be your reason, if any, to avoid shopping despite the shops now being open again?

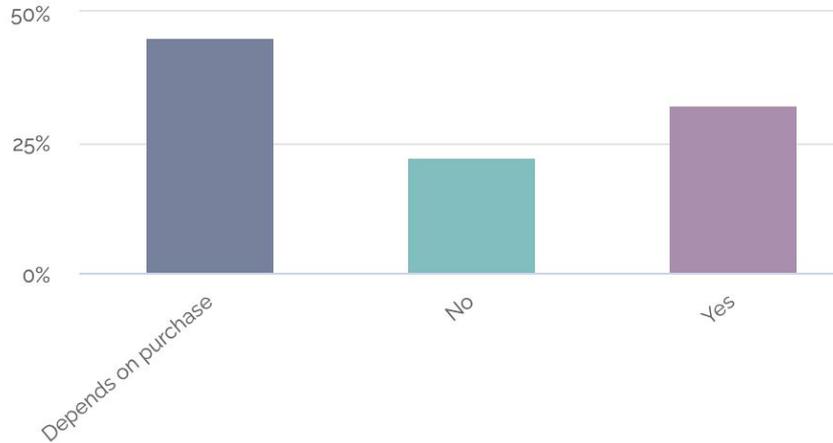


Return to shopping Survey - 35 - 45 - Which measure would encourage you to shop more?

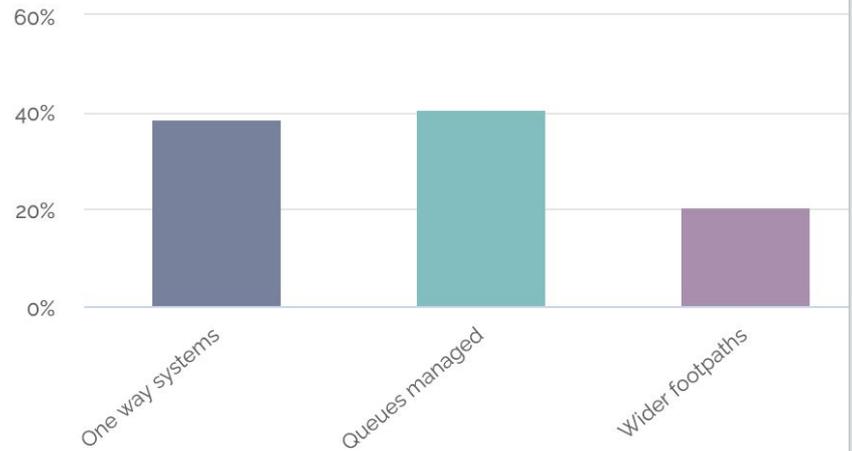


Age 35-45

Return to shopping Survey - 35 - 45 - Would you like to be able to book a slot to visit a store to ensure shoppers numbers are limited and there is no queue?

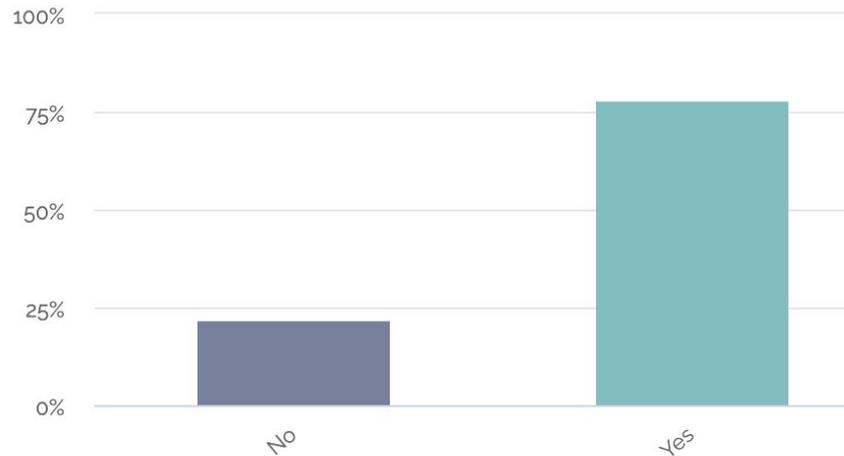


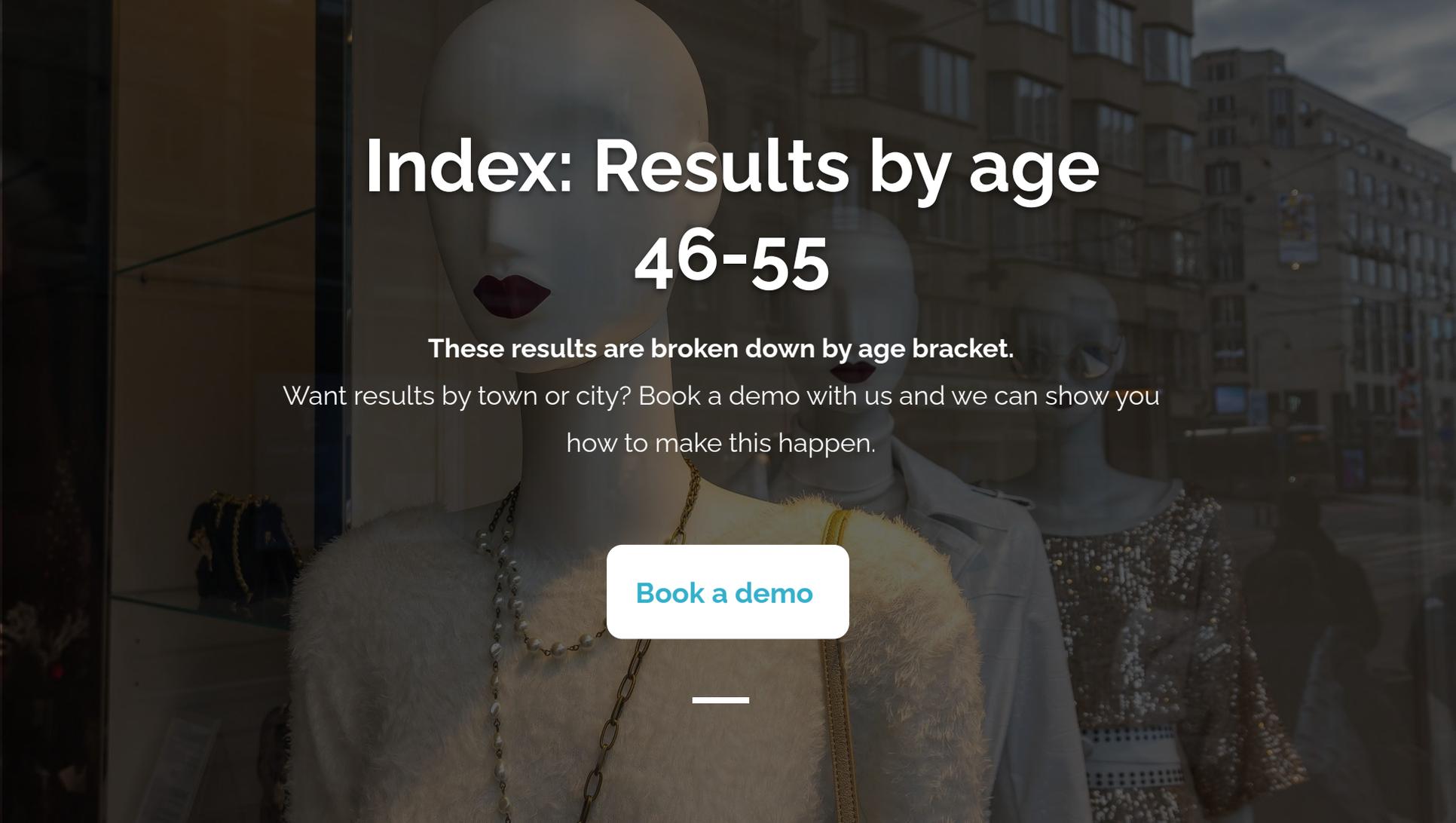
Return to shopping Survey - 35 - 45 - If you're visiting a shopping centre or retail park, what would make you feel safer as you go from shop to shop?



Age 35-45

Return to shopping Survey - 35 - 45 - Are you prepared to download an app to order food and drink in a restaurant or pub?



A window display featuring several mannequins dressed in various styles of clothing, including a white fur coat and a sequined dress. The background shows a city street with buildings and a street sign. The overall scene is dimly lit, suggesting an evening or indoor lighting.

Index: Results by age

46-55

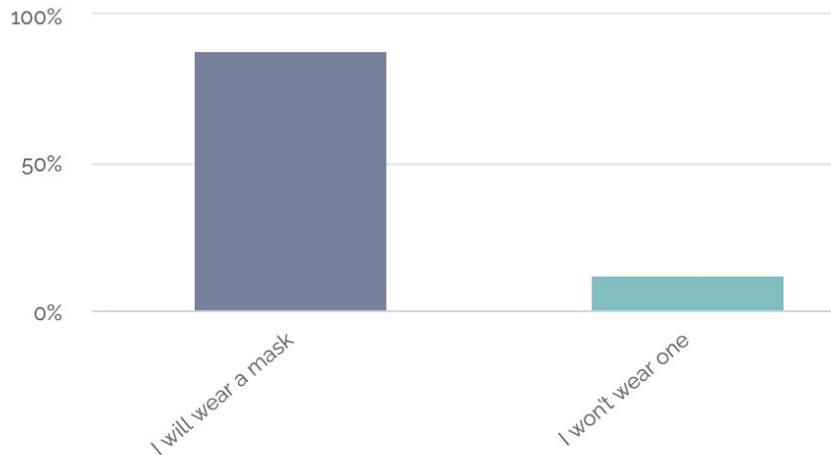
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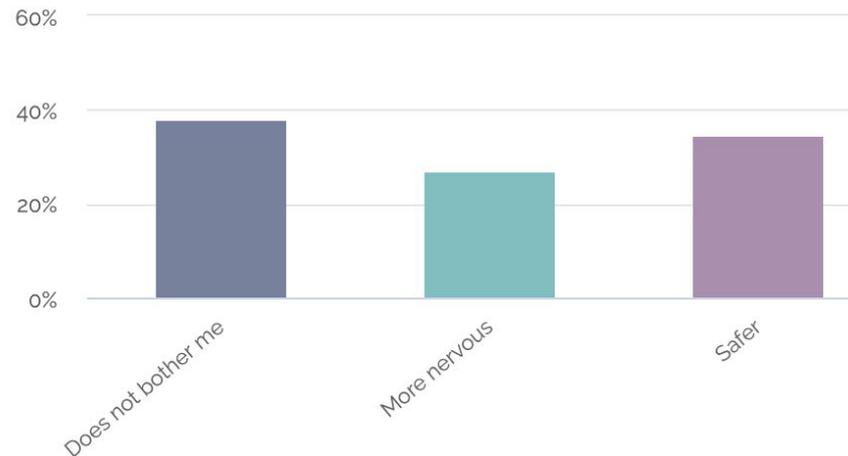
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Age 46-55

Return to shopping Survey - 46 - 55 - From July 24th you must wear a face covering when shopping or risk receiving a £100 fine. How do you feel about this?

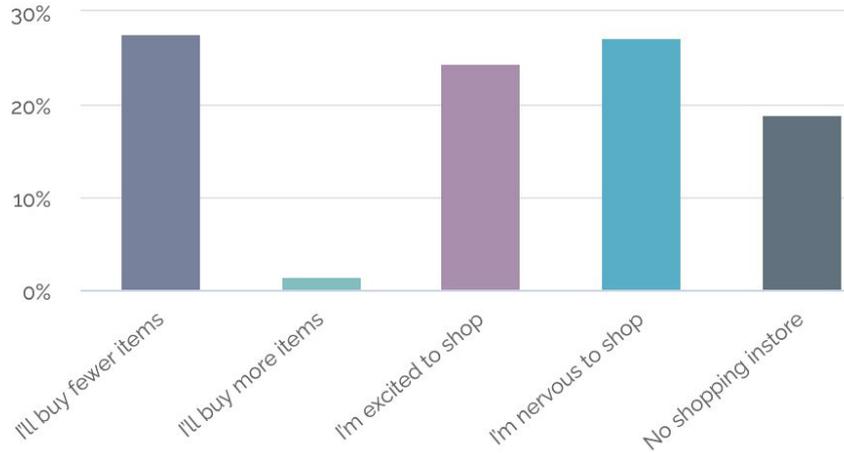


Return to shopping Survey - 46 - 55 - Will the compulsory wearing of face coverings make you feel:

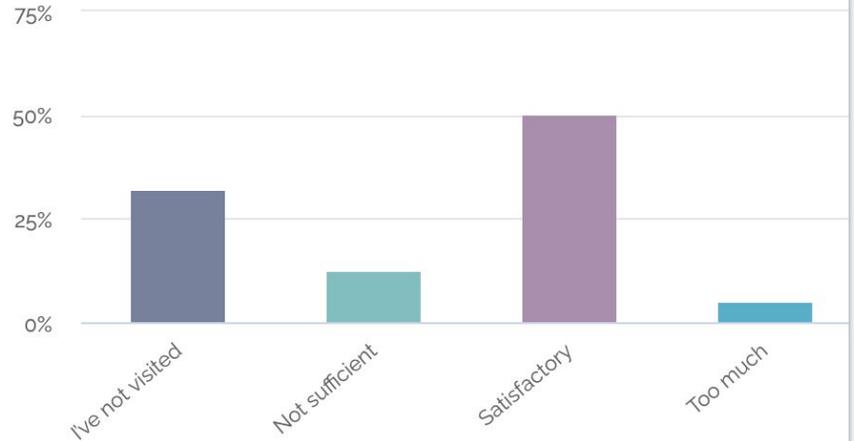


Age 46-55

Return to shopping Survey - 46 - 55 - Which statement do you agree the most with about High Street shops now being open?

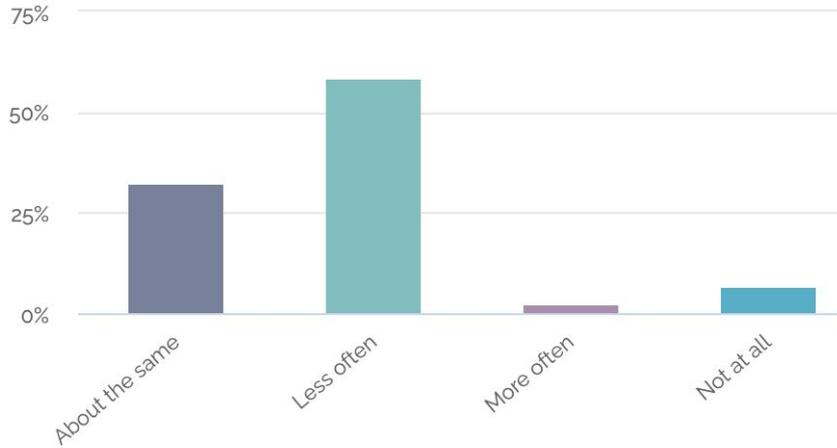


Return to shopping Survey - 46 - 55 - If you have visited your local High Street/parade since it re-opened on June 15th, how did you feel about the safety measures in place?

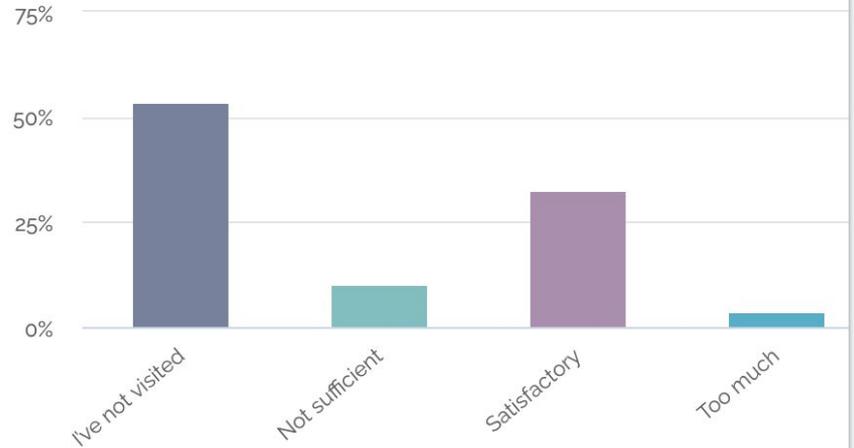


Age 46-55

Return to shopping Survey - 46 - 55 - Going forward, will you visit your local High Street/parade more or less often than you did before lockdown?



Return to shopping Survey - 46 - 55 - If you have visited shopping centres (indoor and outdoor) since they re-opened, how did you feel about the safety measures in place?

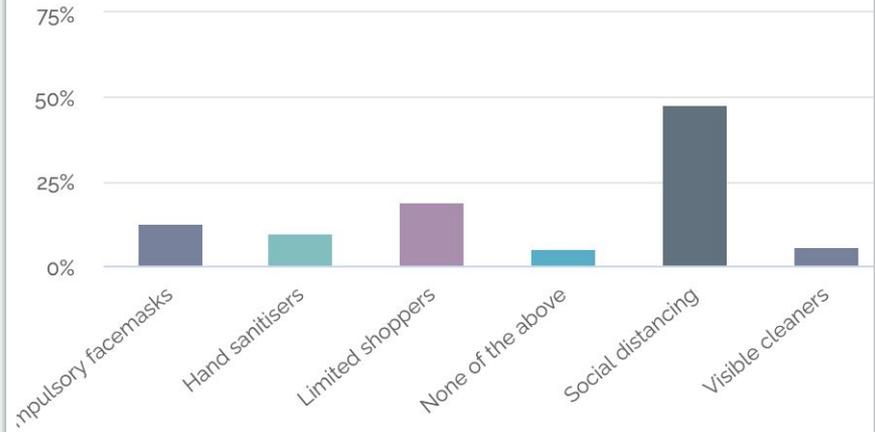


Age 46-55

Return to shopping Survey - 46 - 55 - Going forwards, will you visit shopping centres more or less often than you did before?

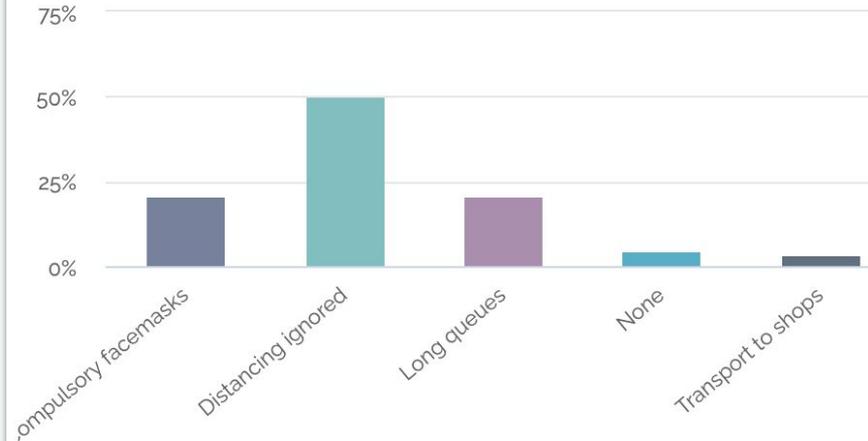


Return to shopping Survey - 46 - 55 - When you shop, which of these safety measures is the most important in making you feel at ease?

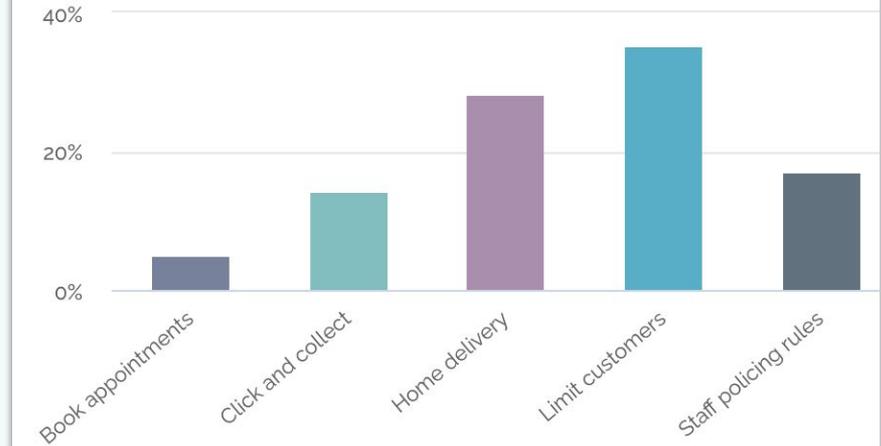


Age 46-55

Return to shopping Survey - 46 - 55 - What would be your reason, if any, to avoid shopping despite the shops now being open again?

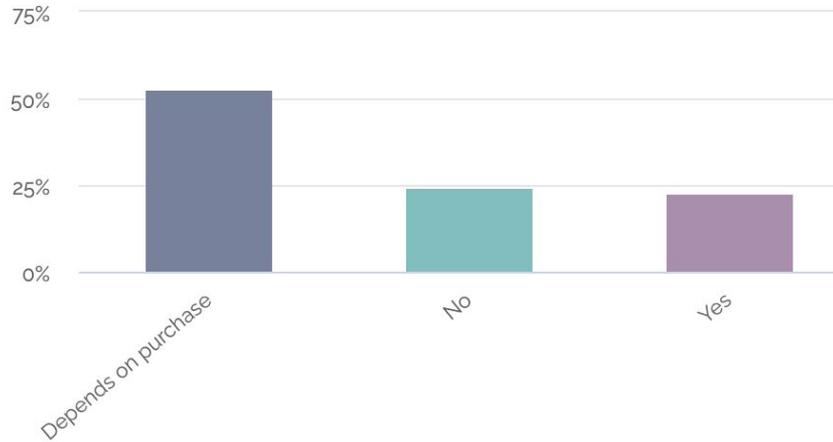


Return to shopping Survey - 46 - 55 - Which measure would encourage you to shop more?

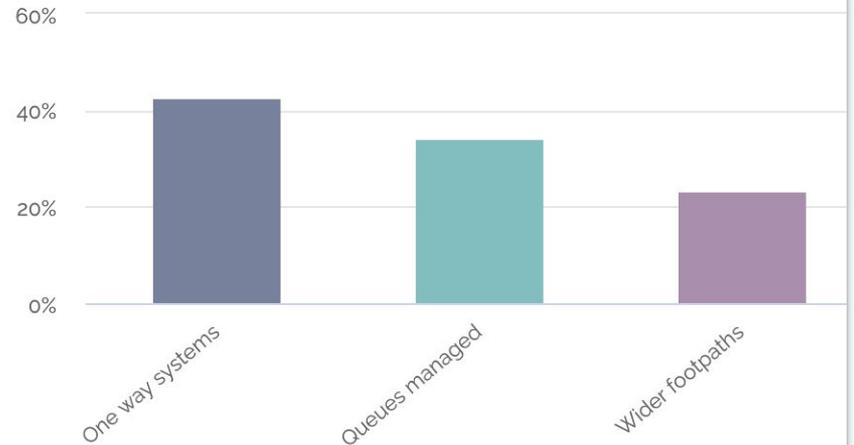


Age 46-55

Return to shopping Survey - 46 - 55 - Would you like to be able to book a slot to visit a store to ensure shoppers numbers are limited and there is no queue?

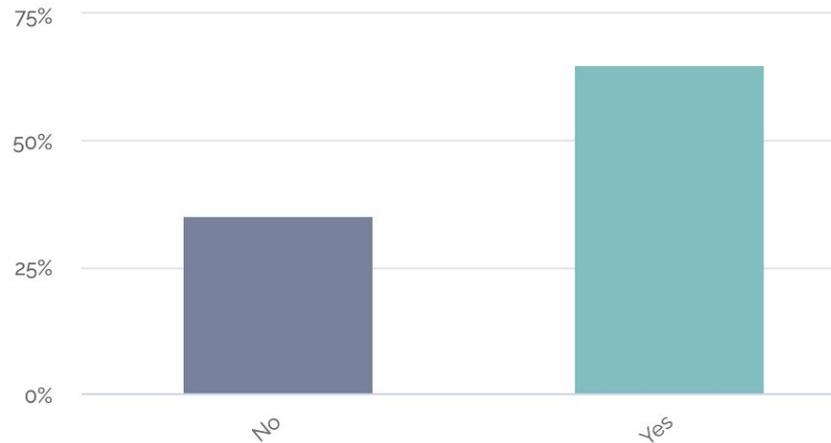


Return to shopping Survey - 46 - 55 - If you're visiting a shopping centre or retail park, what would make you feel safer as you go from shop to shop?



Age 46-55

Return to shopping Survey - 46 - 55 - Are you prepared to download an app to order food and drink in a restaurant or pub?



Index: Results by age

56-65

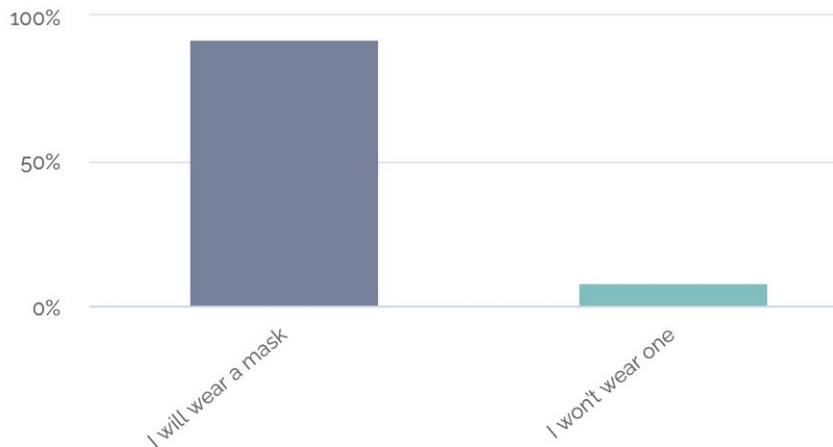
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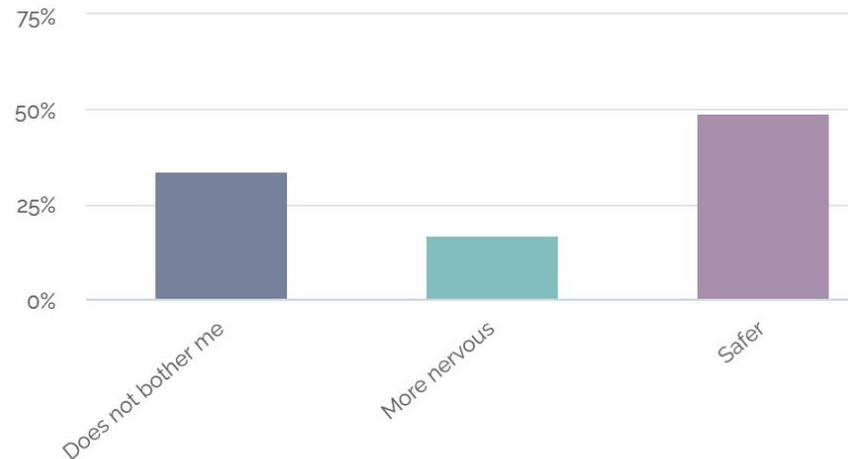
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Age 56-65

Return to shopping Survey - 56 - 65 - From July 24th you must wear a face covering when shopping or risk receiving a £100 fine. How do you feel about this?

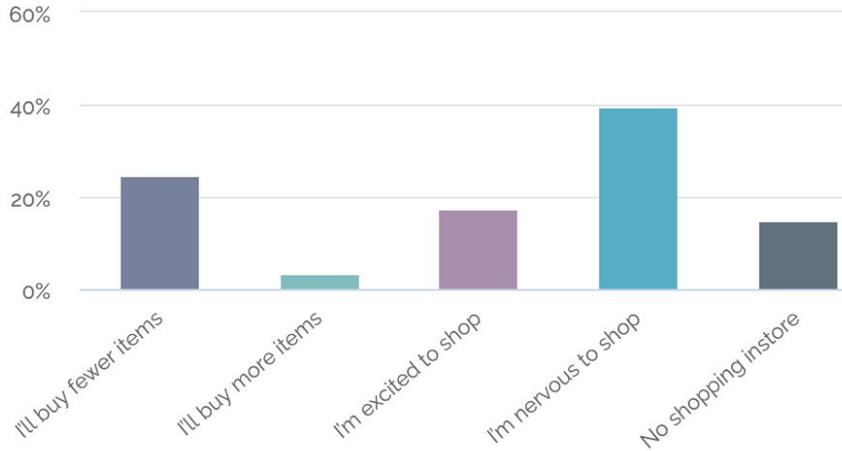


Return to shopping Survey - 56 - 65 - Will the compulsory wearing of face coverings make you feel:

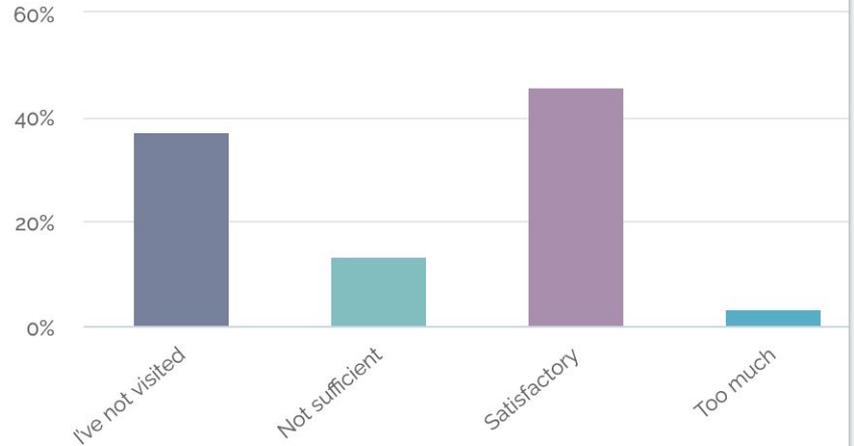


Age 56-65

Return to shopping Survey - 56 - 65 - Which statement do you agree the most with about High Street shops now being open?

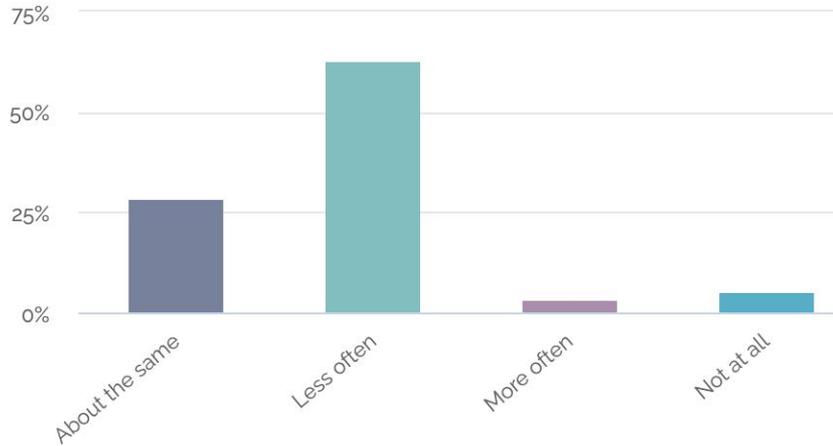


Return to shopping Survey - 56 - 65 - If you have visited your local High Street/parade since it re-opened on June 15th, how did you feel about the safety measures in place?

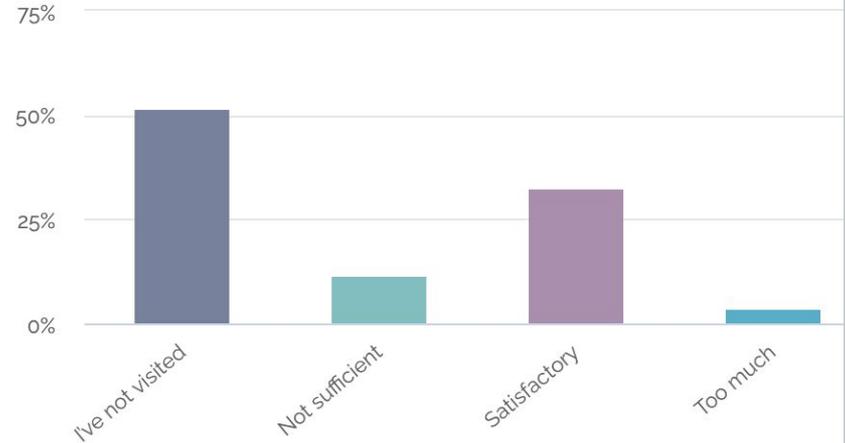


Age 56-65

Return to shopping Survey - 56 - 65 - Going forward, will you visit your local High Street/parade more or less often than you did before lockdown?

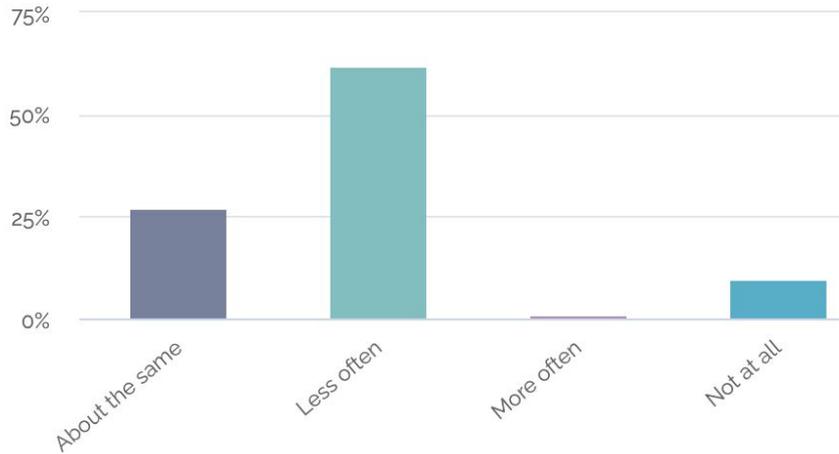


Return to shopping Survey - 56 - 65 - If you have visited shopping centres (indoor and outdoor) since they re-opened, how did you feel about the safety measures in place?

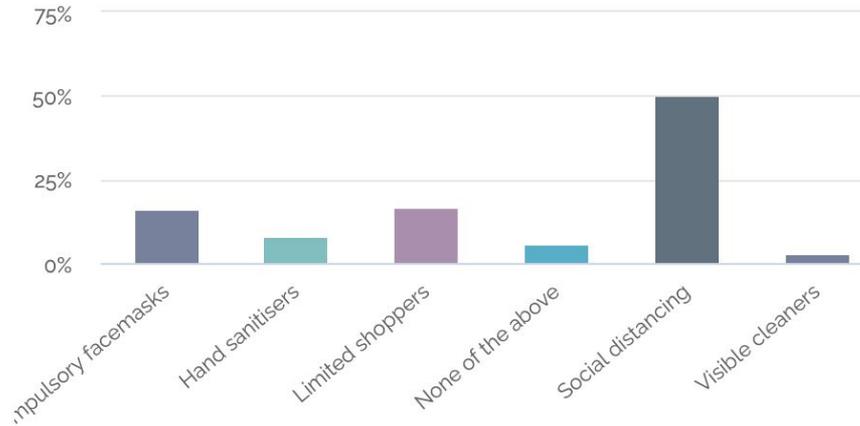


Age 56-65

Return to shopping Survey - 56 - 65 - Going forwards, will you visit shopping centres more or less often than you did before?

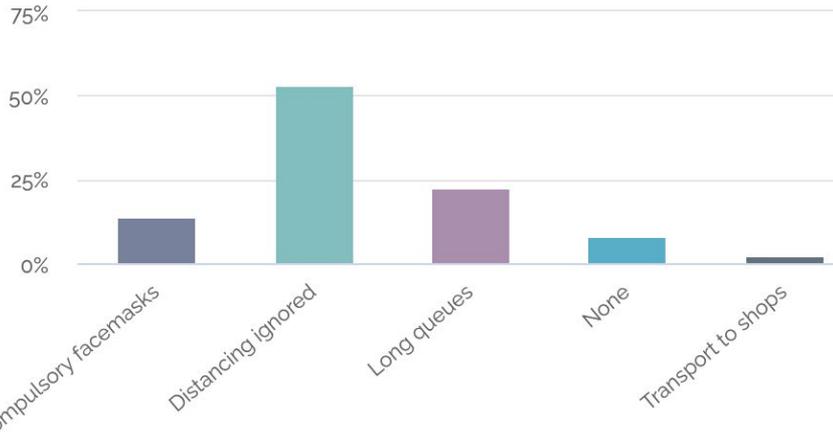


Return to shopping Survey - 56 - 65 - When you shop, which of these safety measures is the most important in making you feel at ease?

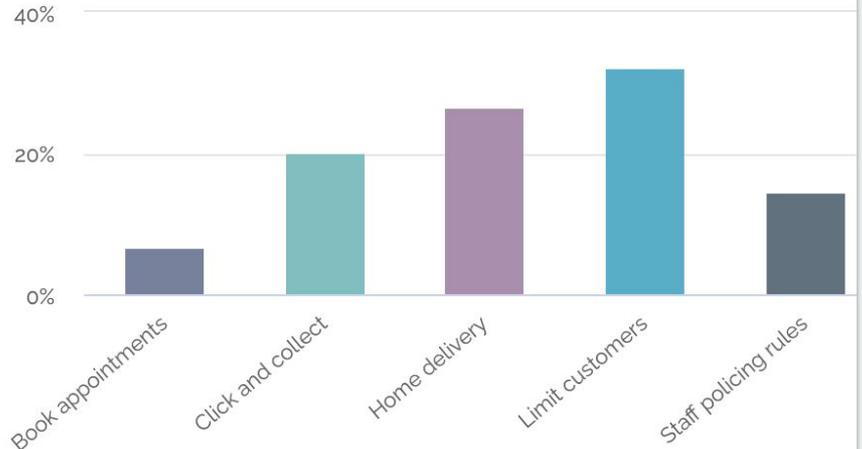


Age 56-65

Return to shopping Survey - 56 - 65 - What would be your reason, if any, to avoid shopping despite the shops now being open again?

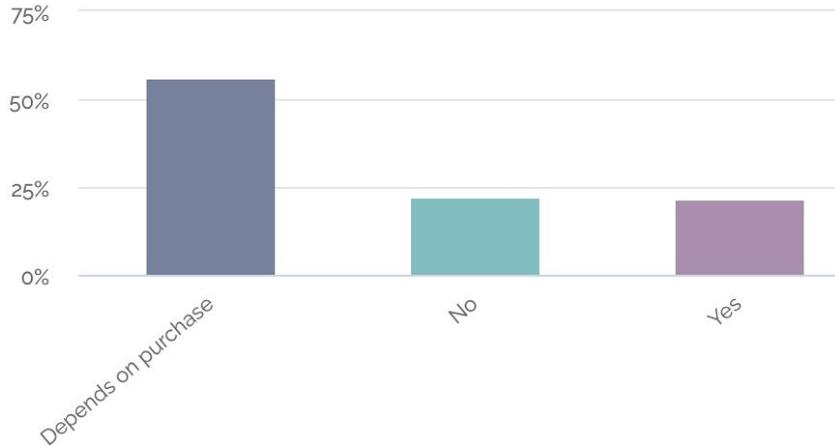


Return to shopping Survey - 56 - 65 - Which measure would encourage you to shop more?

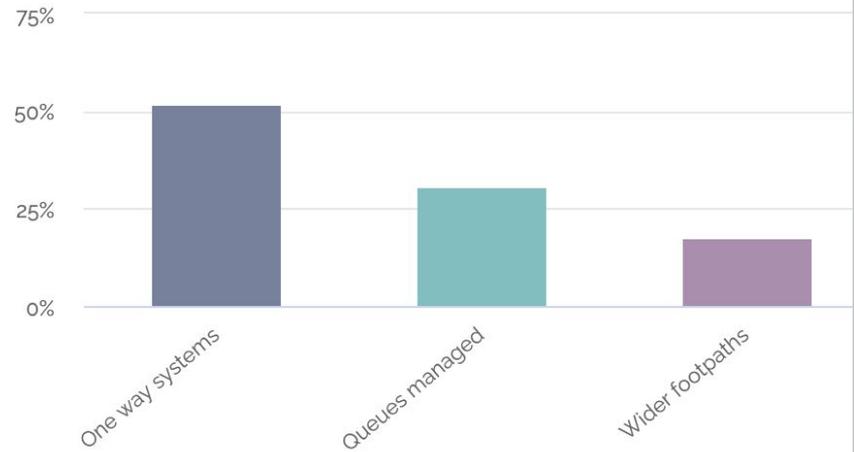


Age 56-65

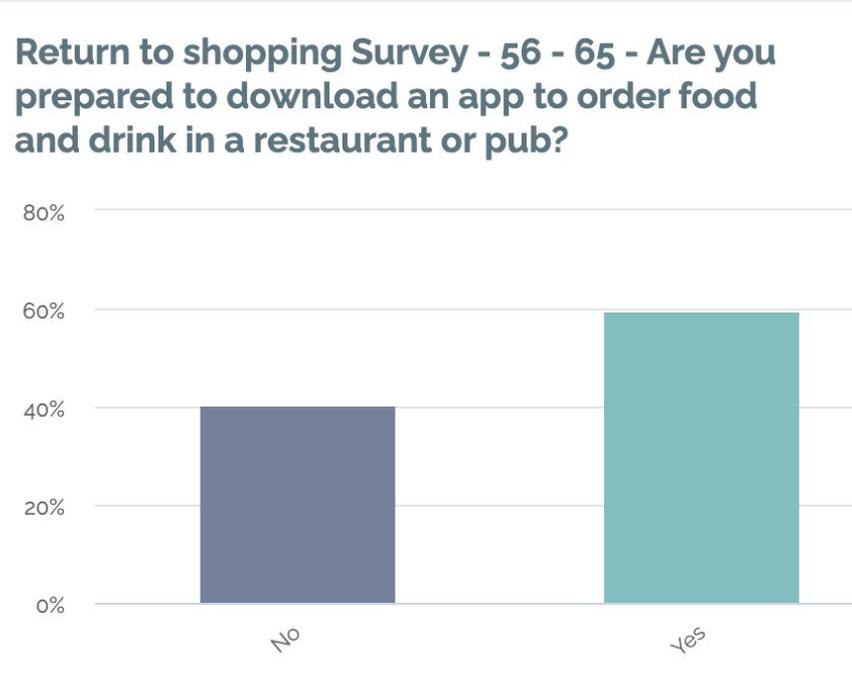
Return to shopping Survey - 56 - 65 - Would you like to be able to book a slot to visit a store to ensure shoppers numbers are limited and there is no queue?



Return to shopping Survey - 56 - 65 - If you're visiting a shopping centre or retail park, what would make you feel safer as you go from shop to shop?



Age 56-65



Index: Results by age

65+

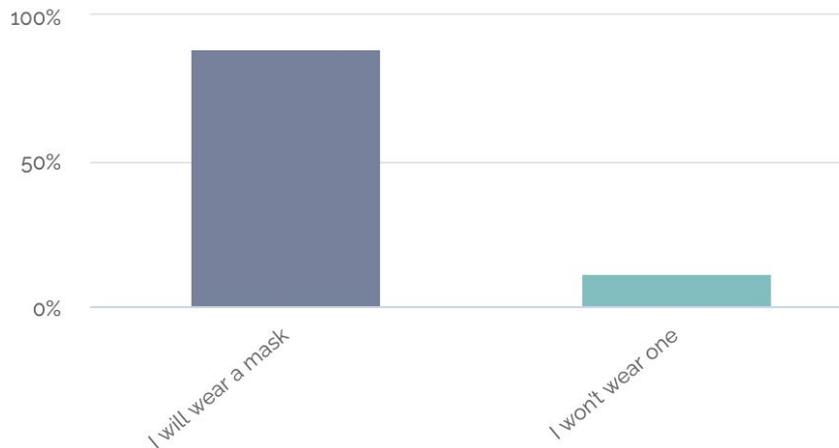
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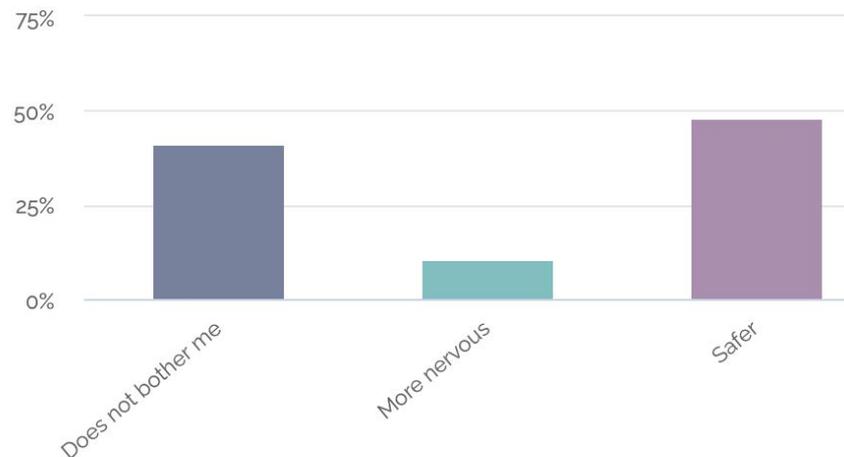
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Age 65+

Return to shopping Survey - 65+ - From July 24th you must wear a face covering when shopping or risk receiving a £100 fine. How do you feel about this?

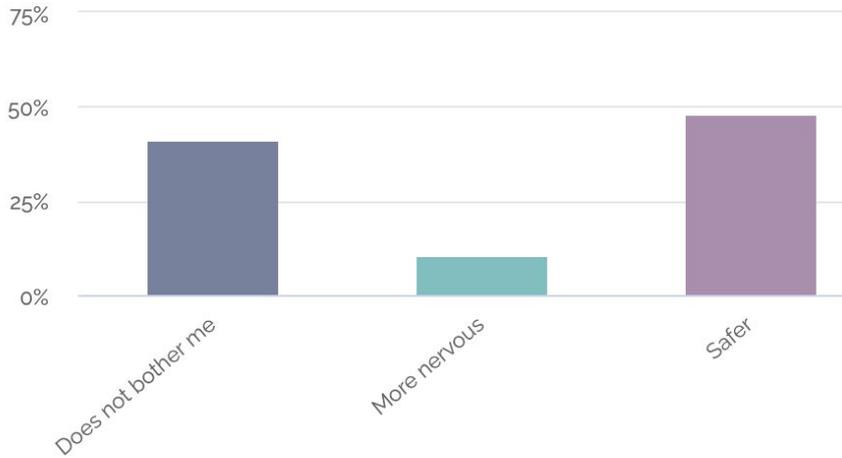


Return to shopping Survey - 65+ - Will the compulsory wearing of face coverings make you feel:

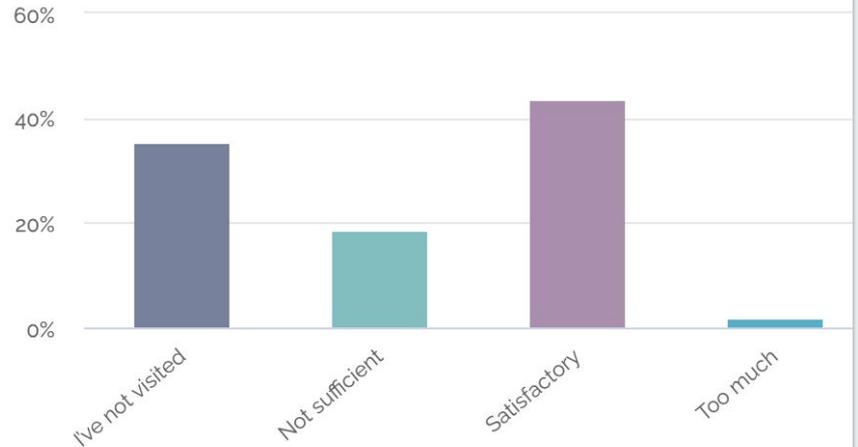


Age 65+

Return to shopping Survey - 65+ - Will the compulsory wearing of face coverings make you feel:

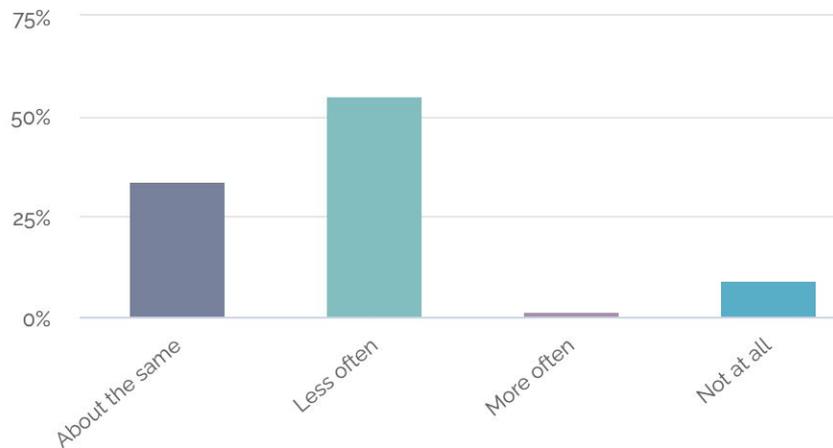


Return to shopping Survey - 65+ - If you have visited your local High Street/parade since it re-opened on June 15th, how did you feel about the safety measures in place?

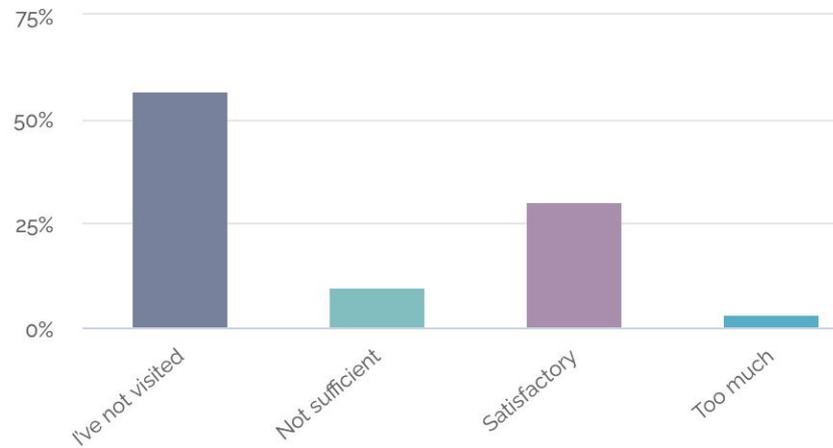


Age 65+

Return to shopping Survey - 65+ - Going forward, will you visit your local High Street/parade more or less often than you did before lockdown?

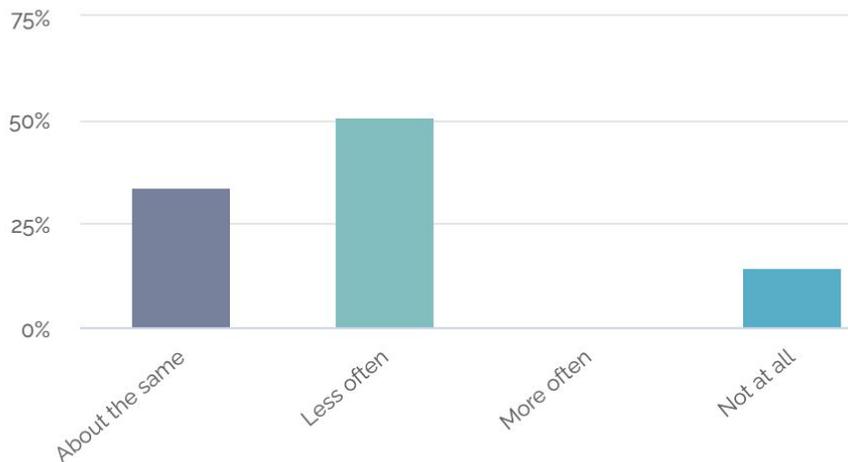


Return to shopping Survey - 65+ - If you have visited shopping centres (indoor and outdoor) since they re-opened, how did you feel about the safety measures in place?

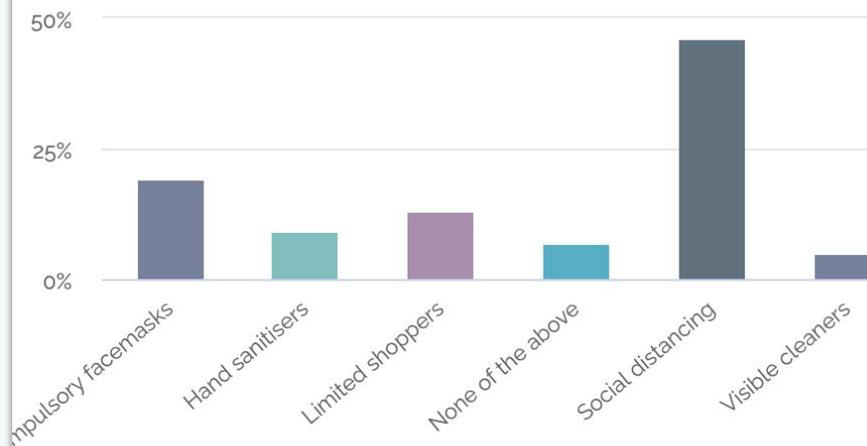


Age 65+

Return to shopping Survey - 65+ - Going forwards, will you visit shopping centres more or less often than you did before?

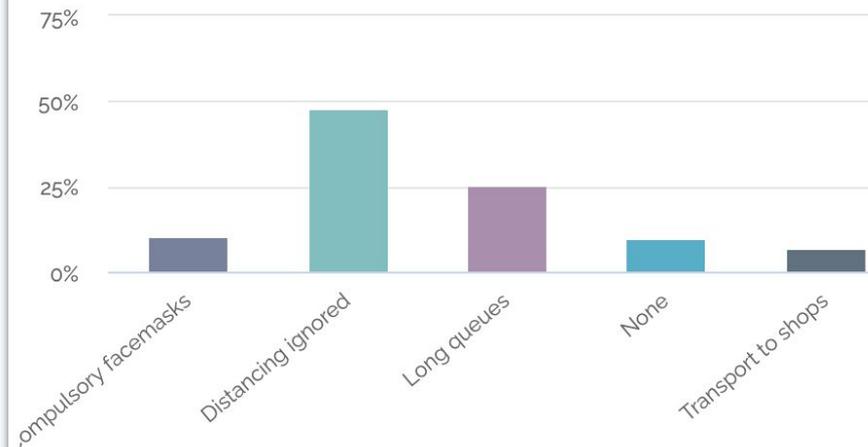


Return to shopping Survey - 65+ - When you shop, which of these safety measures is the most important in making you feel at ease?

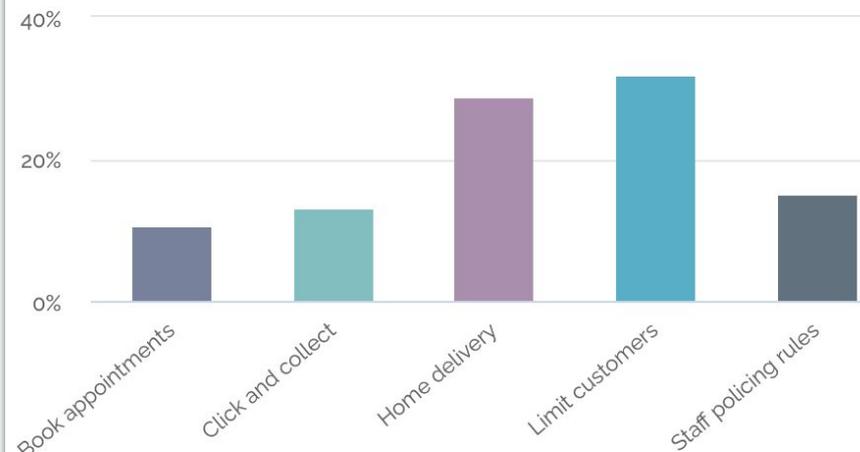


Age 65+

Return to shopping Survey - 65+ - What would be your reason, if any, to avoid shopping despite the shops now being open again?

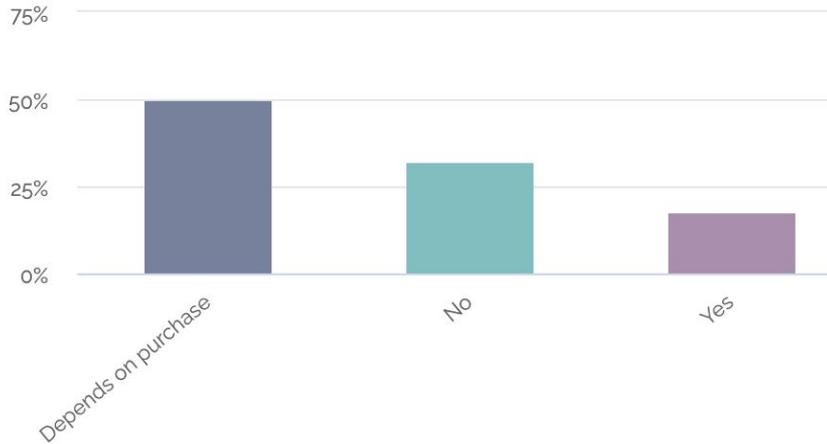


Return to shopping Survey - 65+ - Which measure would encourage you to shop more?

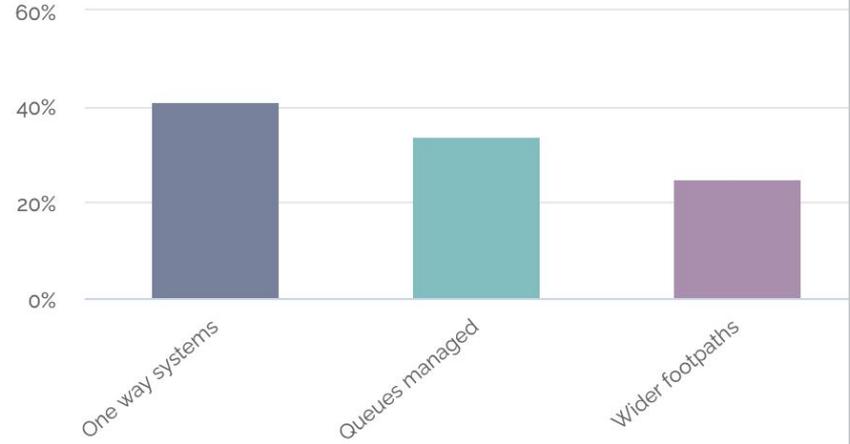


Age 65+

Return to shopping Survey - 65+ - Would you like to be able to book a slot to visit a store to ensure shoppers numbers are limited and there is no queue?

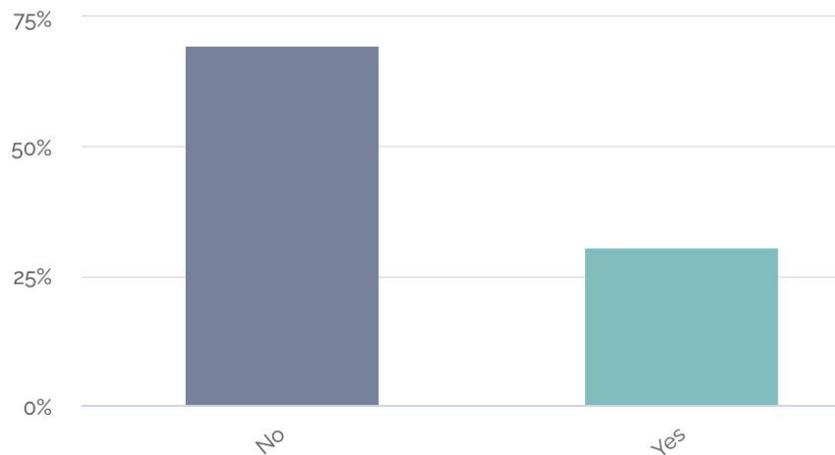


Return to shopping Survey - 65+ - If you're visiting a shopping centre or retail park, what would make you feel safer as you go from shop to shop?



Age 65+

Return to shopping Survey - 65+ - Are you prepared to download an app to order food and drink in a restaurant or pub?



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