

It's finally here!

Based on exclusive new consumer research from

@the **LOCAL**

The Art of Outdoor®



0|0

YouGov® @the **LOCAL OCEAN**

Taking a look into the new COVID-19 vaccine

With changes in consumers behaviours

during the last few months we take a look into a very important topic - the COVID-19 vaccine.

This was backed up by exclusive research undertaken with **Ocean Outdoor's** consumer panel, **@ The Local**

- ▶ In field 16th-20th November
- ▶ Based on a nationally representative sample



Overwhelmingly positive attitudes towards vaccine

66%

of UK consumers feel **positive** about the new COVID-19 vaccine

This increases to **78%** among **55+** and **70%** among **ABC1s** and **those most exposed to OOH**



There are still some sceptics, but...

11%

of consumers say they feel **negative** about the vaccine

When asked why they feel this way, a massive **63%** say they **don't know enough about it and want more information**, while **13%** consider they don't need it

Coronavirus – prepare and prevent for more peace of mind

Things may be uncertain at the moment, but in the event that you can't access an open branch please see below our tips to stay safe and still manage your money.



Make sure you're registered for **Online Banking** and download our **mobile app**, so you can manage your money, **anywhere, anytime**.

Know your **log on details** so that you can get into the mobile app or Online Banking. If you need to reset them you can do this on our website.



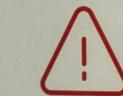
Use **contactless and mobile payments** to avoid touching terminals or exchanging cash. Payments are limited to £30.



Contact us via our **Chat**, available on **santander.co.uk** selecting 'Chat with us' or via social media.



Think about your **travel arrangements**. Check the government's advice before you travel.



Stay alert! Fraudsters may try to take advantage of the current situation, so keep an eye out. Remember, we would never ask for your PIN or password.



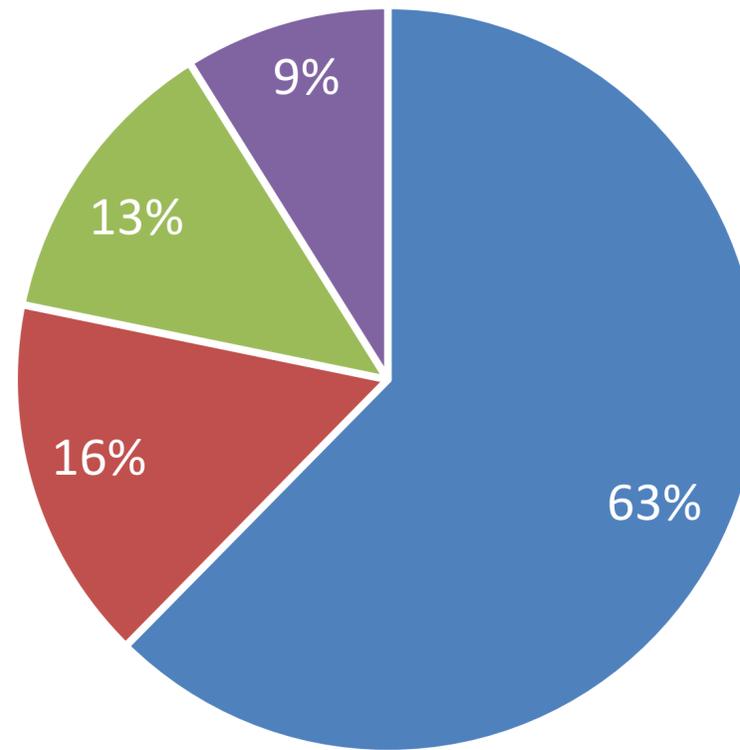
Keep an eye on our **services status** on our website to see which services are available and open.



For more tips and information on how to prepare, prevent, protect and recover for your personal situation, visit [santander.co.uk/personal/coronavirus](https://www.santander.co.uk/personal/coronavirus)

Reasons consumers might feel 'negative' about vaccine

More information to change 'negative' vaccine perceptions



- I don't know enough about the vaccine and how effective it is
- I don't get vaccines
- I don't think I need it
- So there is more available for people who need it more

Desire for return to normality - all time high

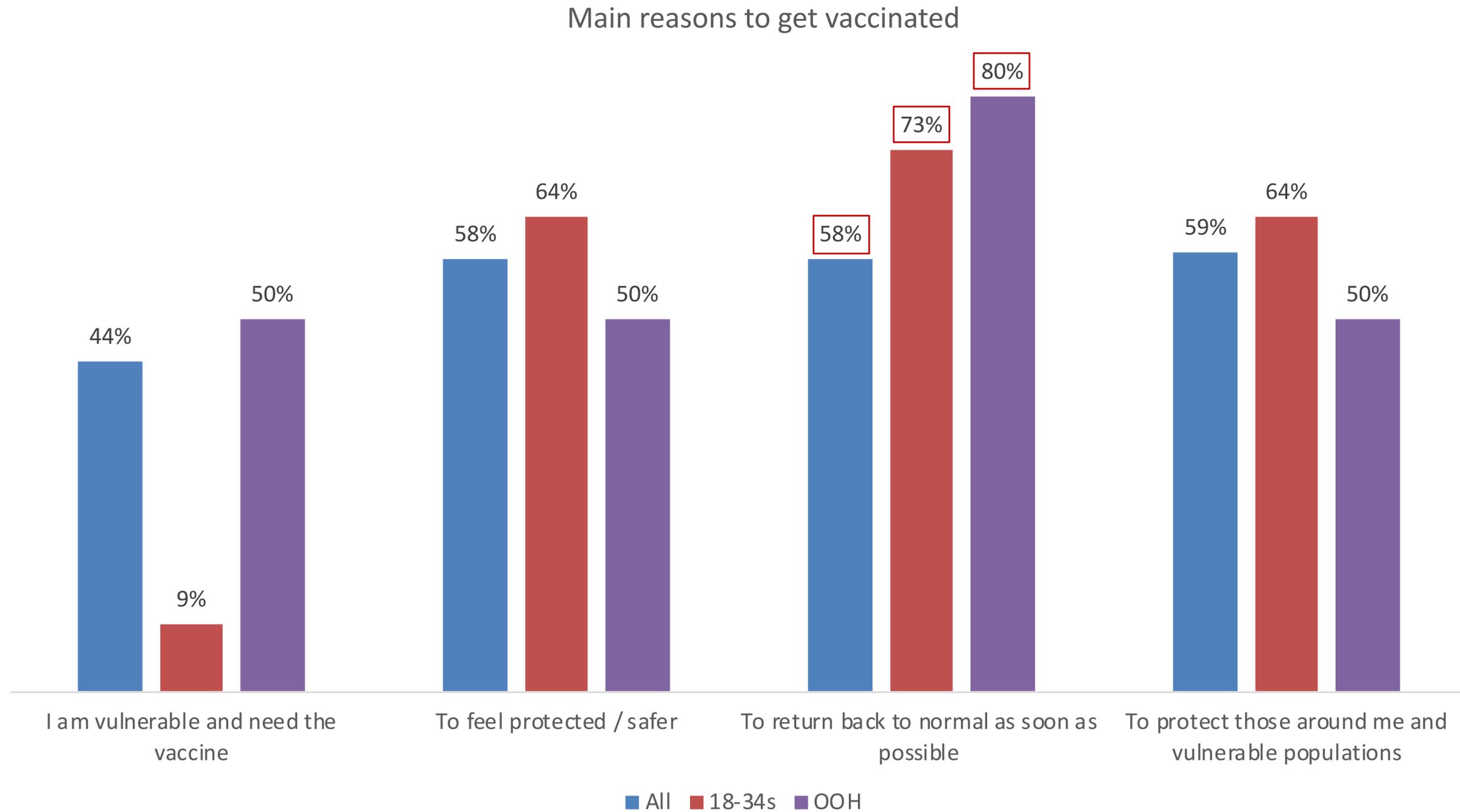
58%

of consumers say the main reason they want to get vaccinated is to **return back to normal as soon as possible**

This increases to **73%** among **18-34s** and **80%** among **those most exposed to OOH**



Reasons consumers want to get vaccinated



Returning consumer confidence

THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

News about the vaccine return consumer confidence

74%

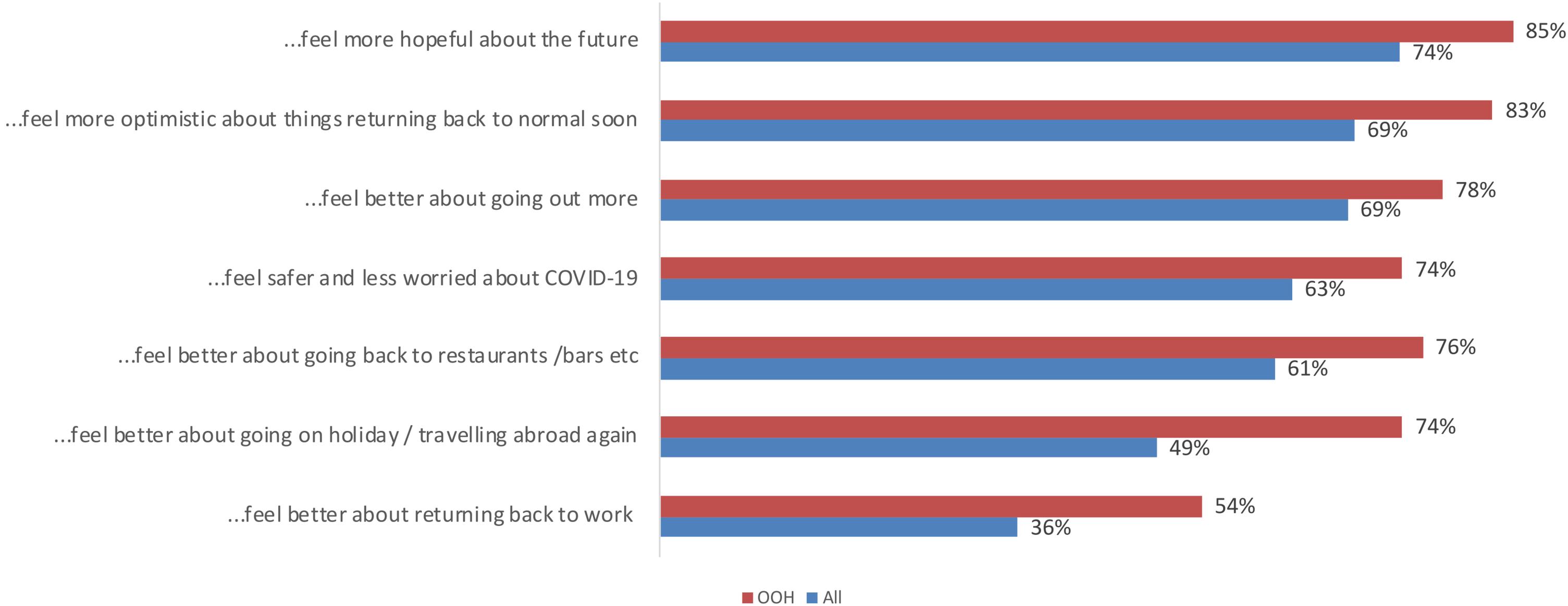
of consumers say just knowing there is vaccine being rolled out makes them **feel more hopeful about the future**

Another **69%** feel more **optimistic about going out more** and **63%** less worried about **COVID -19**



The positive effect of knowing there is a vaccine...

“Knowing there is a vaccine and a significant proportion of the population will be vaccinated makes me...”



Thank You