

Covid-19 behaviours in the United Kingdom

► **Report** September 2020

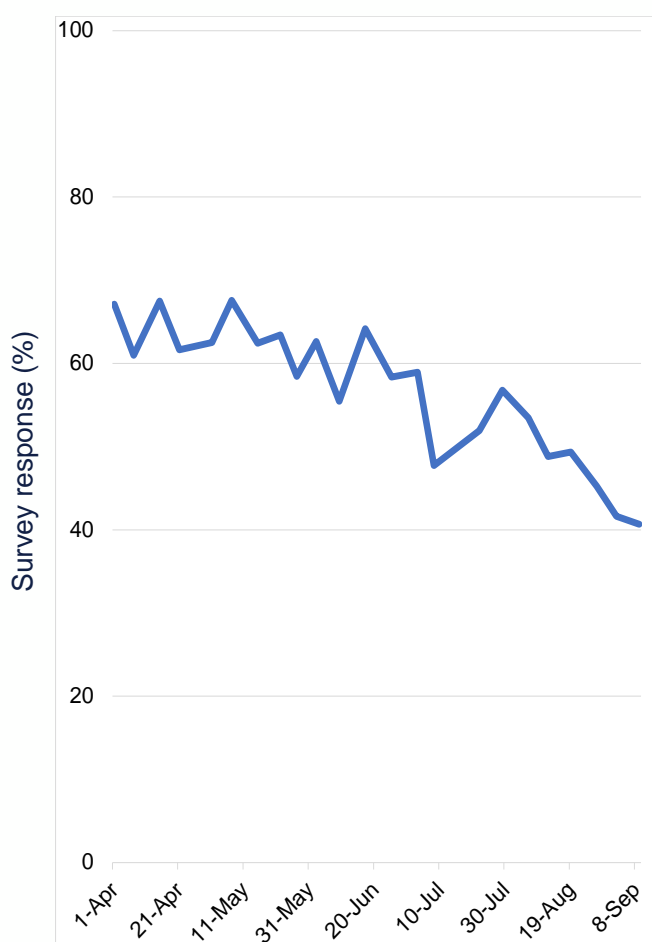
Insights and trends in people's behaviours related to COVID-19. Brought to you by a team of health and behavioural experts at the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov. These reports are created on a regular basis, following new survey results.

Are people in the UK returning to work places outside of the home?

This graph shows the percentage of people not working from outside their home between April and September, 2020.

▲ As of September 9th 2020

Thinking about the next 7 days... will you be working outside your home in one of the following roles? Percentage of respondents that answered, "No, I will not be working from outside my home".



The share of people who have stated they will not be working from outside their home has decreased since April.

41% 

of people in the UK will not be working outside their homes

26pp* 

decrease in people not working outside their home compared to April

Among respondents who stated they would be working outside their home, **school** (11%) and **healthcare** (8%) accounted for the largest share of people working outside the home



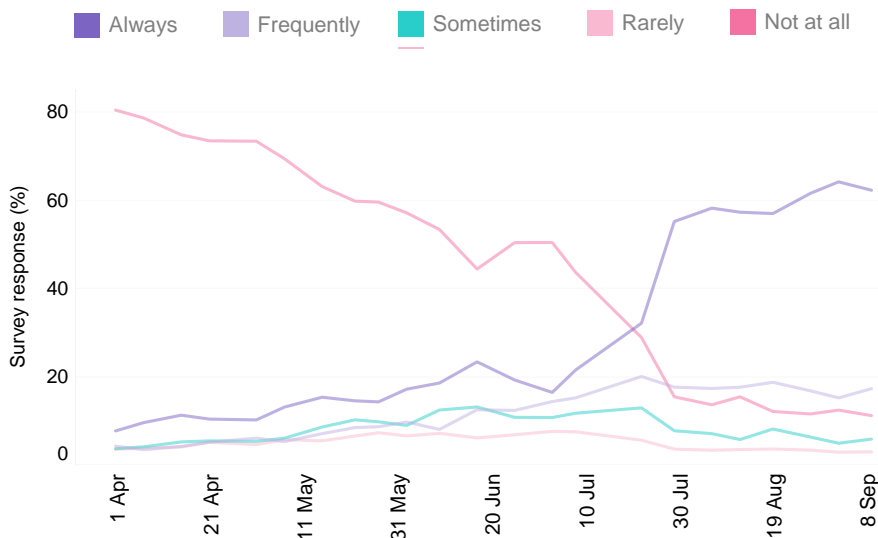
*pp= percentage point

How likely are people in the UK to wear a face masks?

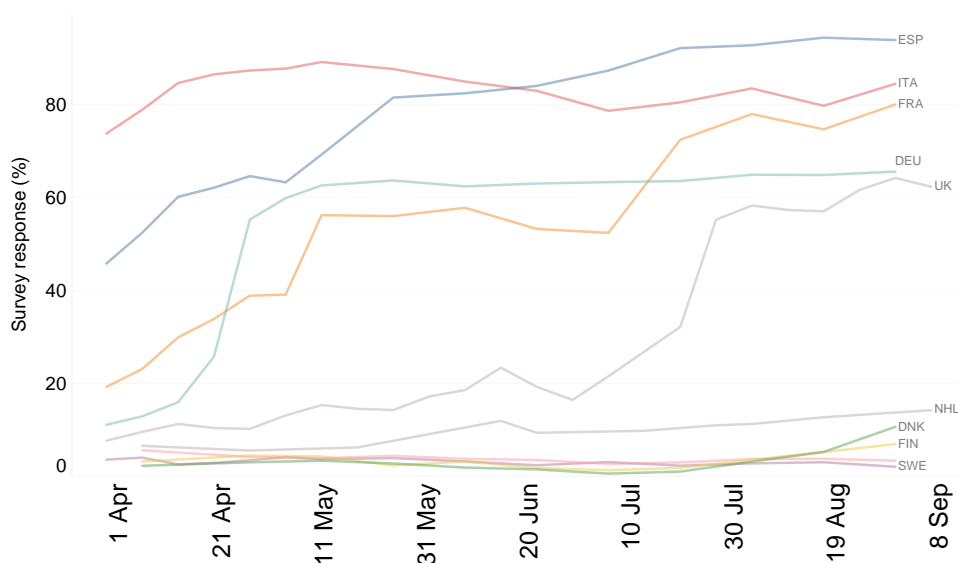
These graphs show the face mask use in the UK between April and September, 2020 and a comparison with other European countries.

As of September 9th, the biggest change in behaviour in the UK is the use of face masks. Respondents in the UK are **8 times more likely** to always wear face masks outside their home compared to April 1st. Across European countries surveyed the same week, Spain has the highest share of respondents who always wear a face mask outside their homes (94%) while Sweden has the lowest (2%).

Thinking about the last 7 days how often have you worn a face mask outside your home to protect yourself or others from coronavirus (COVID-19)? (%)



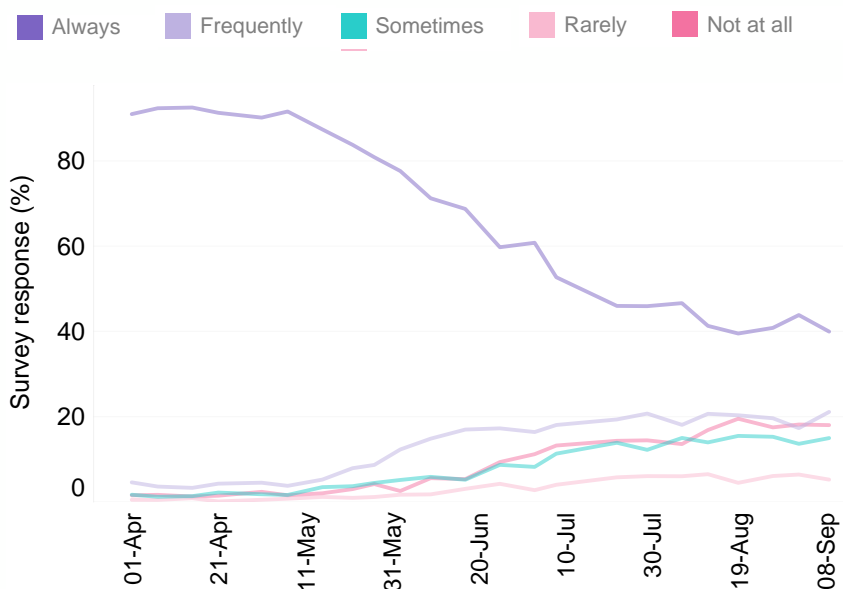
European country breakdown of respondents who answered “Always” to wearing a face mask outside the home (%).



How are social behaviours in the UK changing?

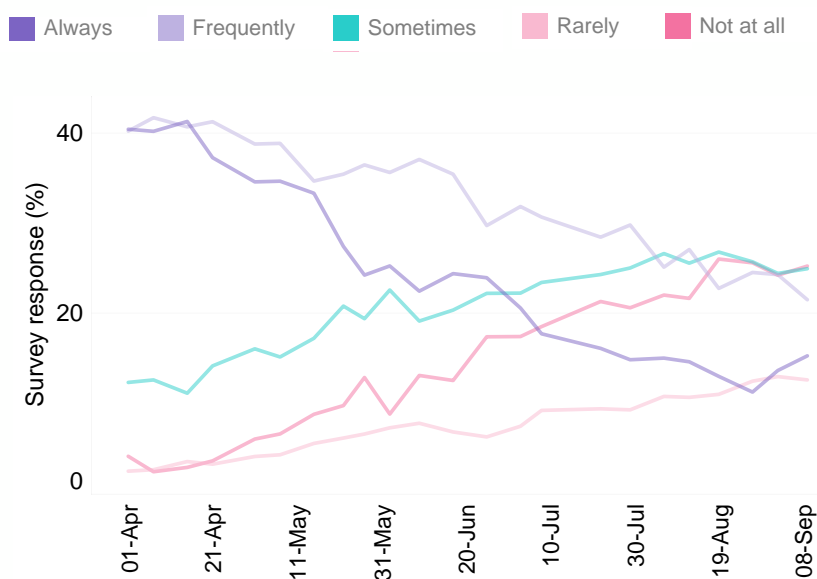
These graphs show the changes in behaviours in the UK between April and September, 2020.

Thinking about the last 7 days... how often have you avoided medium-sized social gatherings (between 3 and 10 people) to protect yourselves or others from coronavirus (COVID-19)? (%)



Between April and September, the share of respondents that report always avoiding gatherings of 3-10 people decreased from **91% to 40%**.

Thinking about the last 7 days... how often have you avoided going out in general to protect yourself or others from coronavirus (COVID-19)? (%)



Between April and September, the share of respondents that report not at all avoiding going out **increased from 4% to 25%**, while the share of those that report always avoiding going out **decreased from 40% to 15%**.

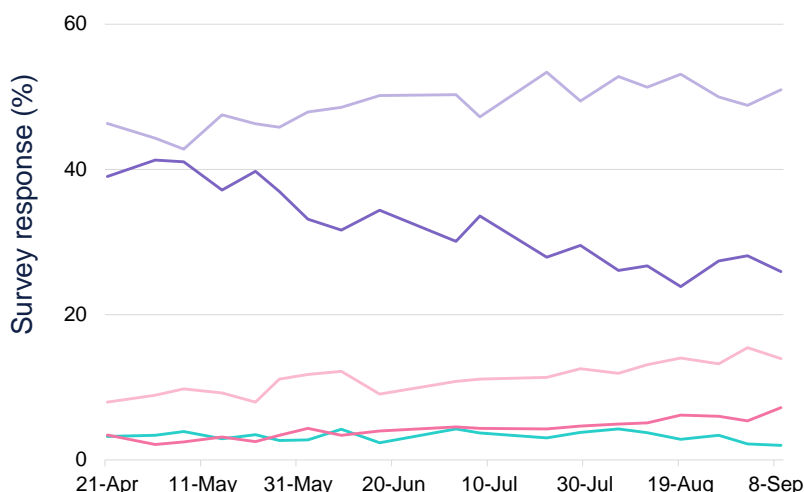
In the UK, how confident are people in the healthcare system and government responses to COVID-19?

These graphs show confidence in response and handling of the pandemic by the healthcare system and the government.

As of September 9th, 77% of respondents reported a lot or a fair amount of confidence in the UK's healthcare system to respond to COVID-19. In contrast, 28% of respondents thought the Government was handling COVID-19 very well or somewhat well.

How much confidence do you have in the healthcare system to respond to a Coronavirus (COVID-19) outbreak in your country?

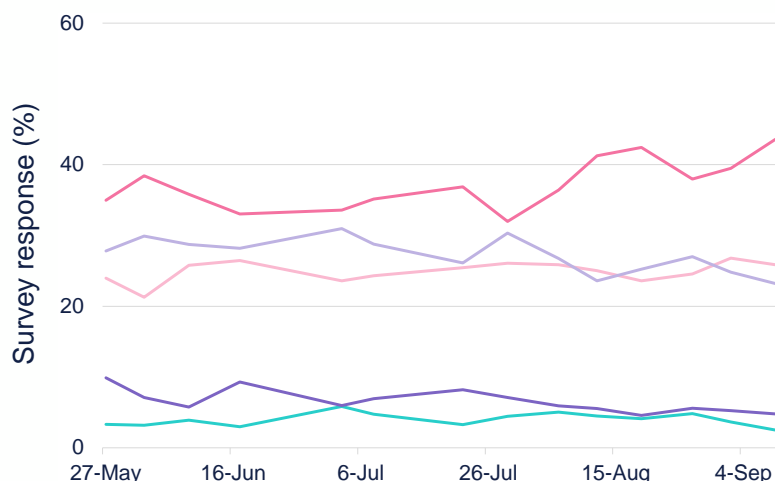
■ A lot of confidence
 ■ A fair amount of confidence
 ■ Don't know
 ■ Not very much confident
 ■ No confidence at all



The percentage of respondents who reported 'a lot of confidence' in the healthcare system to respond to a COVID-19 outbreak has **dropped** from 39% to 26% since April 21st.

How well or badly do you think the Government are handling the issue of the Coronavirus (COVID-19)?

■ Very well
 ■ Somewhat well
 ■ Don't know
 ■ Somewhat badly
 ■ Very badly



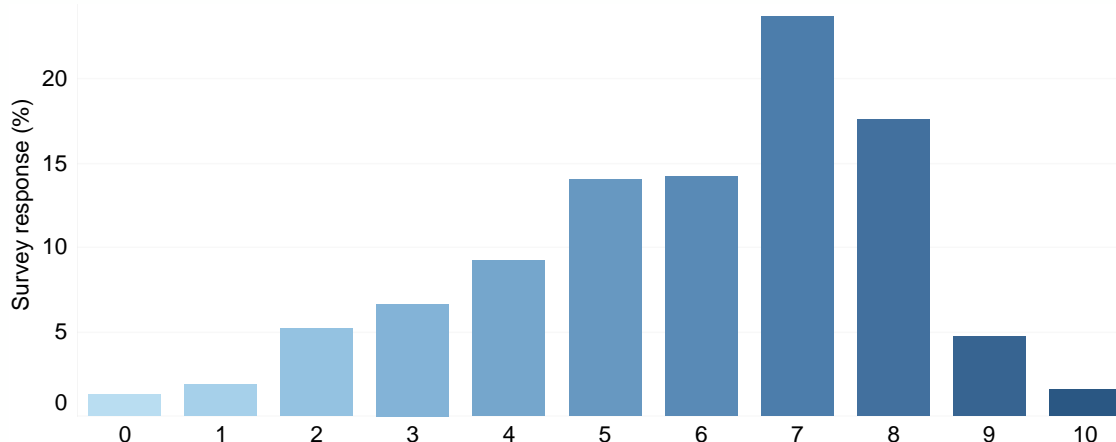
Responses about the perception of the government's handling of the COVID-19 issue has **remained relatively consistent** since April 21st.

How does the UK's life satisfaction compare to that of other European countries?

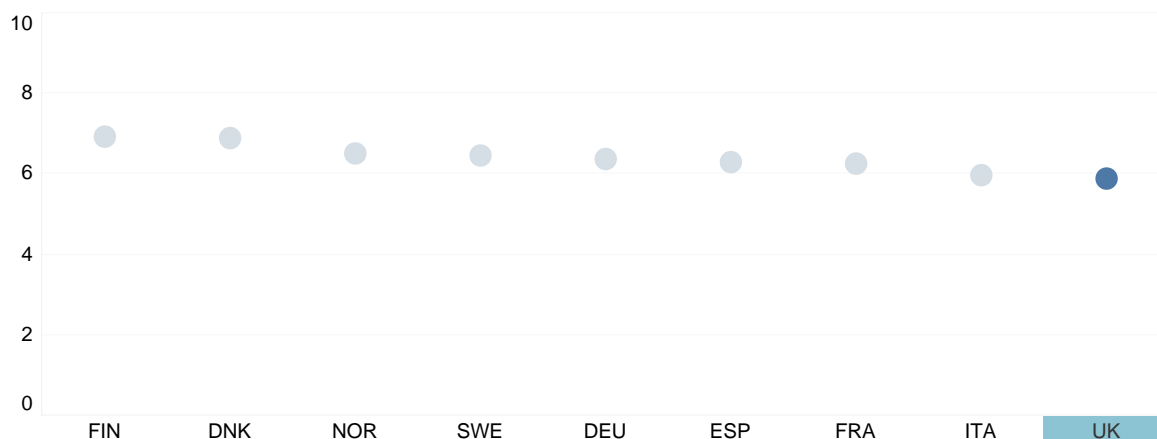
This graph shows the life satisfaction score of the UK compared to other European countries surveyed.

Across European countries surveyed between August 28th and September 9th, the United Kingdom reported the lowest life satisfaction and Finland the highest.

Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom represents the worst possible life for you. On which step of the ladder would you position yourself in? (%)



Average Cantril ladder Score

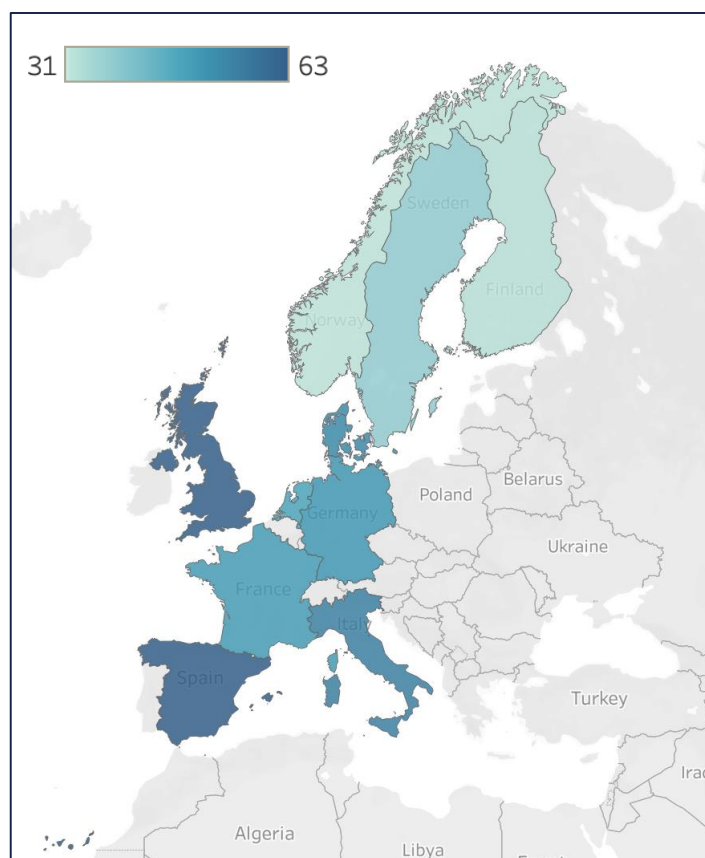


The *Cantril ladder* serves as a proxy for life satisfaction. *Life satisfaction* is a powerful measure of the *quality of people's lives*. The annual World Happiness Report attributes the differences over time and between countries to *good health, income and the quality of social environment*. These factors are changing under COVID-19, often in ways we have never experienced before. The YouGov life satisfaction data, collected regularly as the pandemic evolves in each surveyed country, provide a valuable barometer reading of life under COVID-19, reflecting each country's institutions and policies.

How does the UK government response compare to that of its peers?

This map highlights the government stringency score in the United Kingdom other European countries surveyed.

Across European countries surveyed between August 28th and September 9th, the United Kingdom and Spain had the most stringent government and Norway had the least stringent. The University of Oxford’s Government Stringency Index is a measure of the number and severity of measures put in place by the governments to address the COVID-19 pandemic.



<i>United Kingdom</i>	<i>Spain</i>	<i>Italy</i>	<i>Denmark</i>	<i>Germany</i>
63	63	55	53	50
<i>France</i>	<i>Netherlands</i>	<i>Sweden</i>	<i>Finland</i>	<i>Norway</i>
49	47	37	32	31

About this report

Led by Imperial College London's
Institute of Global Health Innovation
(IGHI) and YouGov

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For more behavioural data on a global level, visit coviddatahub.com to explore our interactive charts

The [CovidDataHub.com](https://coviddatahub.com) project is a joint collaboration between the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov Plc to gather global insights on people's behaviours and life satisfaction in response to COVID-19. The research covers 29 countries, areas or territories and surveys are conducted on a regular basis since the first week of April.

This report is designed to provide insights on how different populations are responding to the pandemic, helping public health bodies in their efforts to limit the impact of the disease. Anonymised respondent level data is generously made available for all public health and academic institutions globally by YouGov Plc at our [GitHub site](#).

In collaboration with