

# Covid-19 behaviours in the United Kingdom

► **Report** May 2020

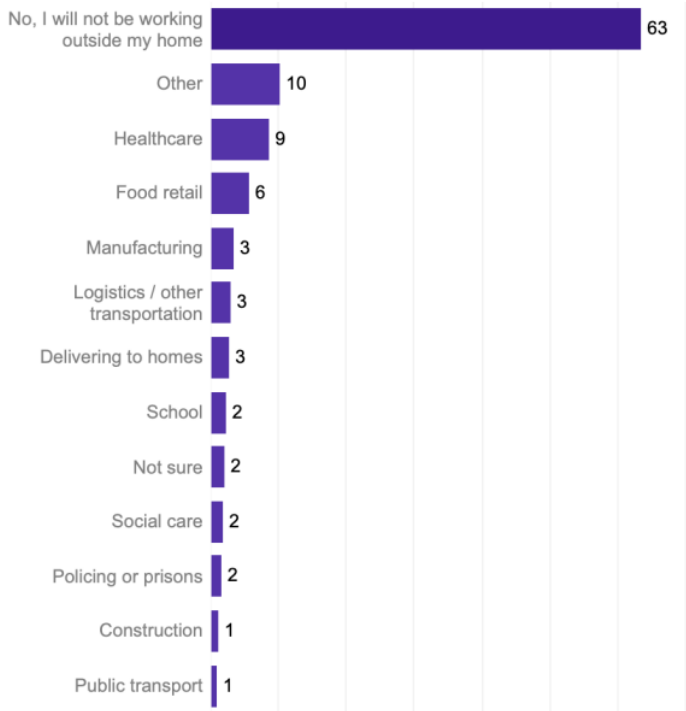
Insights and trends in people's behaviours related to COVID-19. Brought to you by a team of health and behavioural experts at the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov. These reports are created on a regular basis, following new survey results.

# How are people in the UK responding?

▲ As of May 24<sup>th</sup> 2020

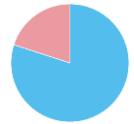
This report looks at insights from the United Kingdom covering March 30<sup>th</sup> through May 24<sup>th</sup> .

Thinking about the next 7 days... will you be working outside your home in one of the following roles? Mark all that apply (%)



# 81%

of people in the UK are staying home or only leaving the house once a day



# 63%

of people in the UK are not planning on working outside the home the following week



10% will work outside the home in a role not mentioned. Of the roles that were included, **healthcare** and **food retail** accounted for the largest share of people working outside the home

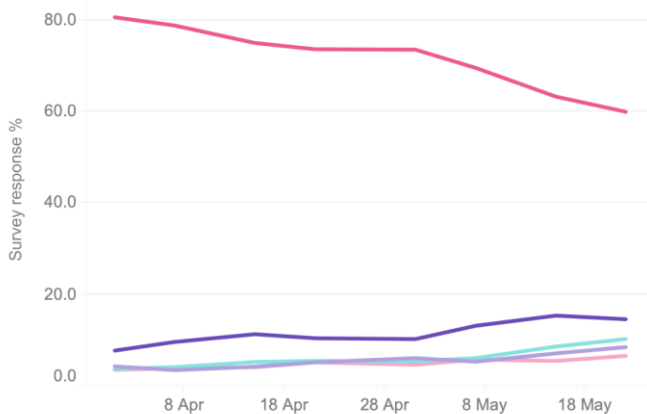


# How are behaviours in the UK changing?

Compared to the last week of March, respondents in United Kingdom showed...

Always Frequently Sometimes Rarely Not at all

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)? As a reminder, please exclude any measures that you have already taken for reasons other than coronavirus (COVID-19). %



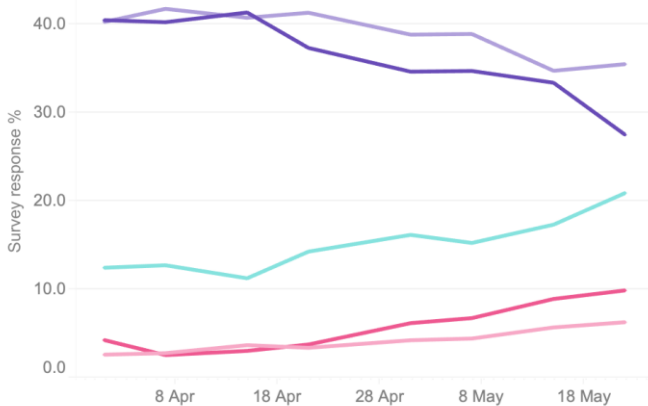
21pp\*



Decrease in people who do not wear a mask when going outside

Always Frequently Sometimes Rarely Not at all

Thinking about the last 7 days... how often have you avoided going out in general to protect yourself or others from coronavirus (COVID-19)? As a reminder, please exclude any measures that you have already taken for reasons other than coronavirus (COVID-19). %



18pp\*

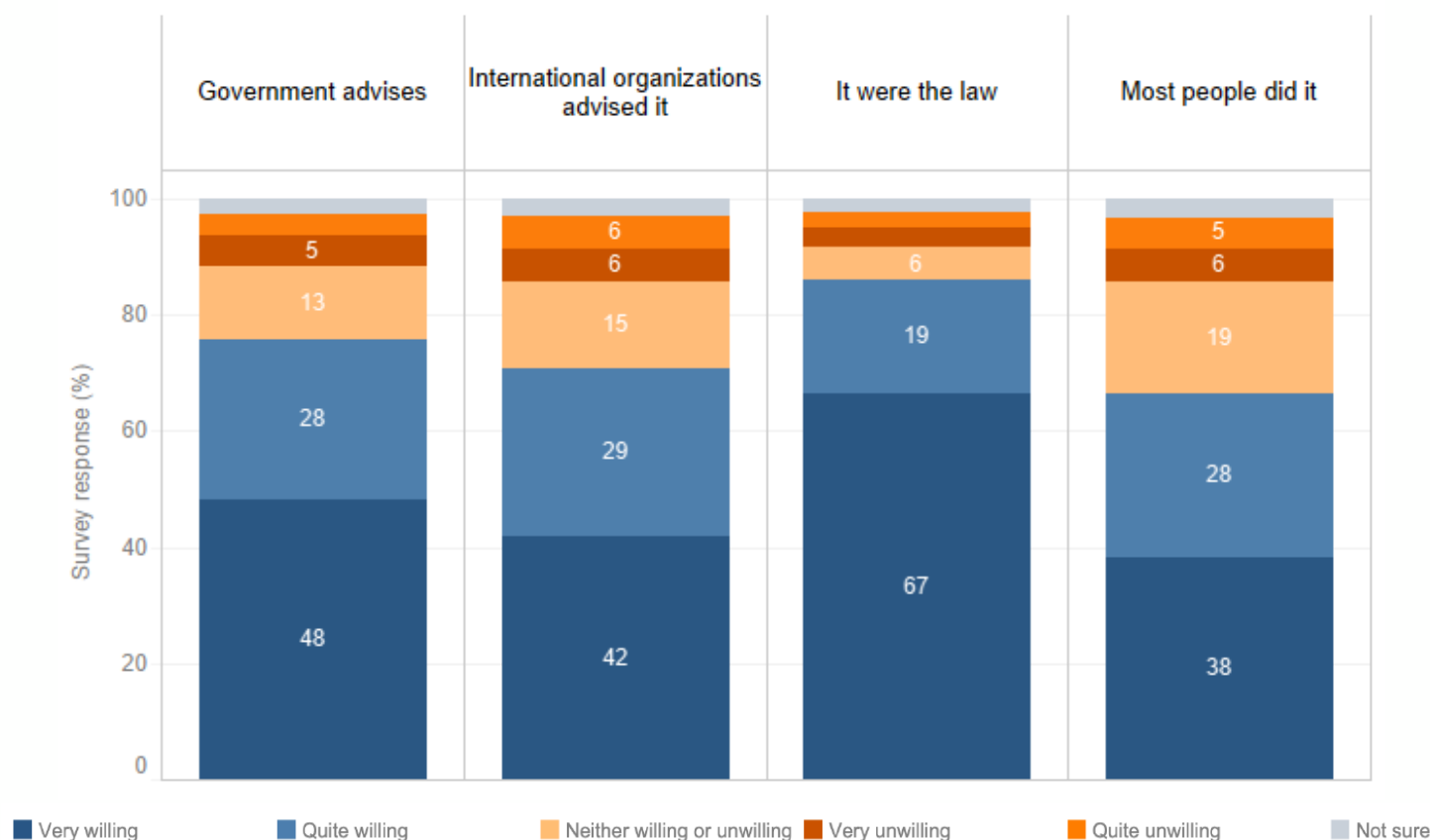


Decrease in people who always or frequently avoid going out

\*pp= percentage point

# What are people’s attitudes towards wearing face masks in the UK?

How willing or not are you to wear a face mask or covering if ... ? %



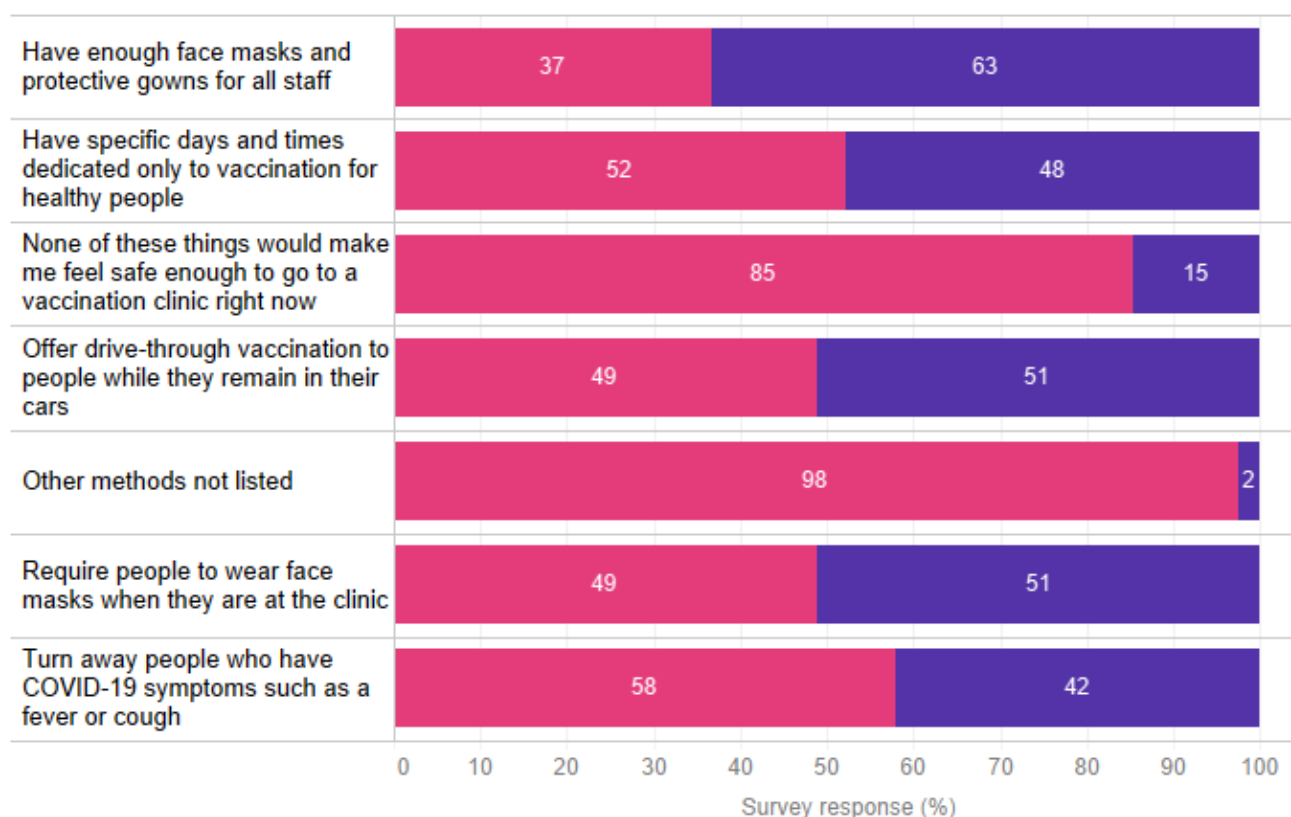
9 in 10 would willingly wear a face mask if it were the law

During the week of May 11<sup>th</sup> - 17<sup>th</sup>, 86% of people in the United Kingdom stated that they would willingly wear a face mask if it were the law. 76% would willingly wear it if it were advised by the government

# What are people’s attitudes towards routine vaccinations during Covid-19 in the UK?

■ No      ■ Yes

## What should vaccination clinics do to help your household feel safe getting vaccinated during this time? %

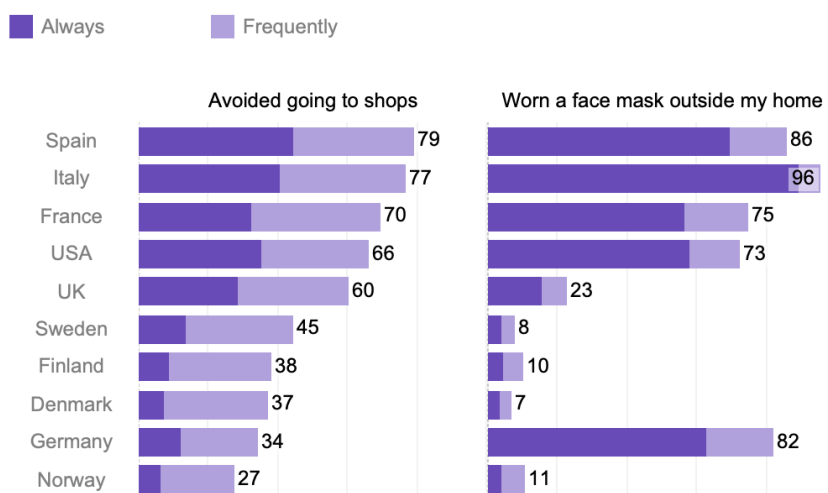


2 in 3 would feel safe at vaccination clinics if there were adequate PPE for staff

Adequate PPE for staff was the most popular driver of feeling safe getting vaccinated during the Covid-19 crisis. This is based on survey responses during the week of May 11<sup>th</sup> - 17<sup>th</sup>

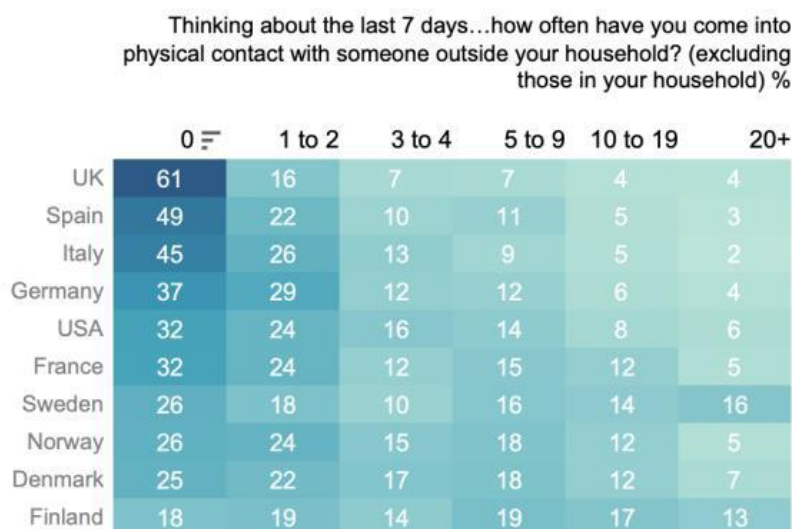
# How does the **United Kingdom's** behaviour compare to other countries?

Compared to other countries surveyed the same week (May 11<sup>th</sup> through May 17<sup>th</sup>) respondents in the United Kingdom were...



Comparable to *the US* in likelihood of avoiding going to shops, less likely than *Spain, Italy, France and Germany* to wear face masks

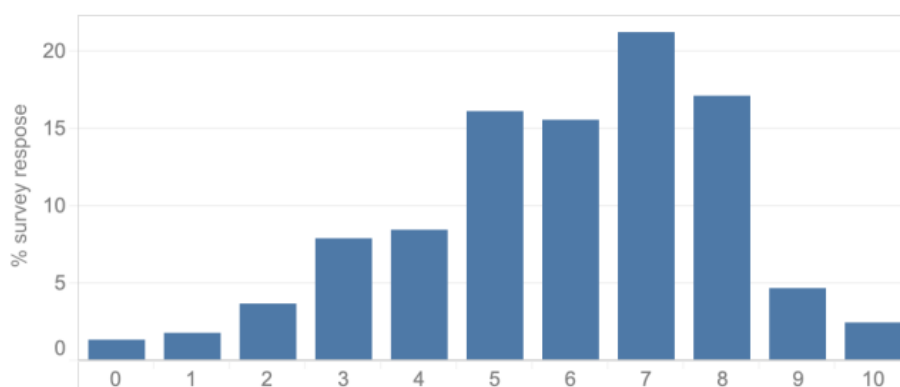
Thinking about the last 7 days...how often have you come into physical contact with someone outside your household? (excluding those in your household) %



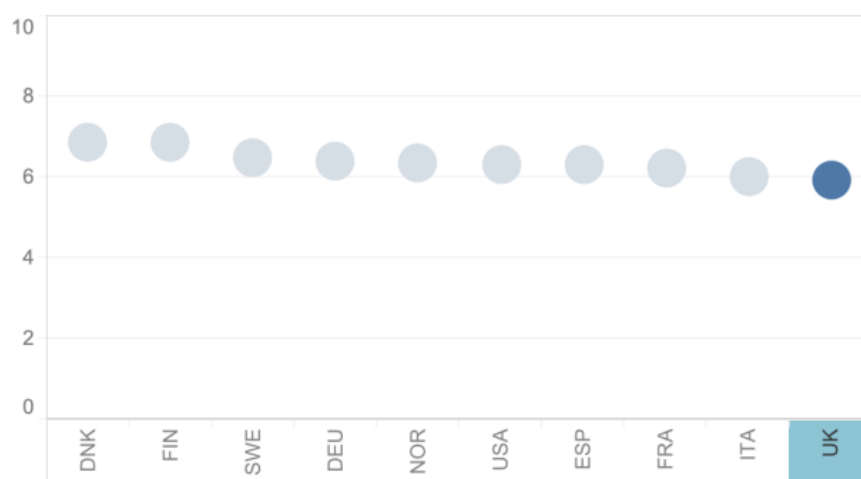
Most likely to avoid physical contact with people outside the home

# How does the UK's life satisfaction compare to that of its peers?

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 of the ladder represents the worst possible life for you. On which step of the ladder would you position yourself in? (%)



Average Cantril ladder score by country

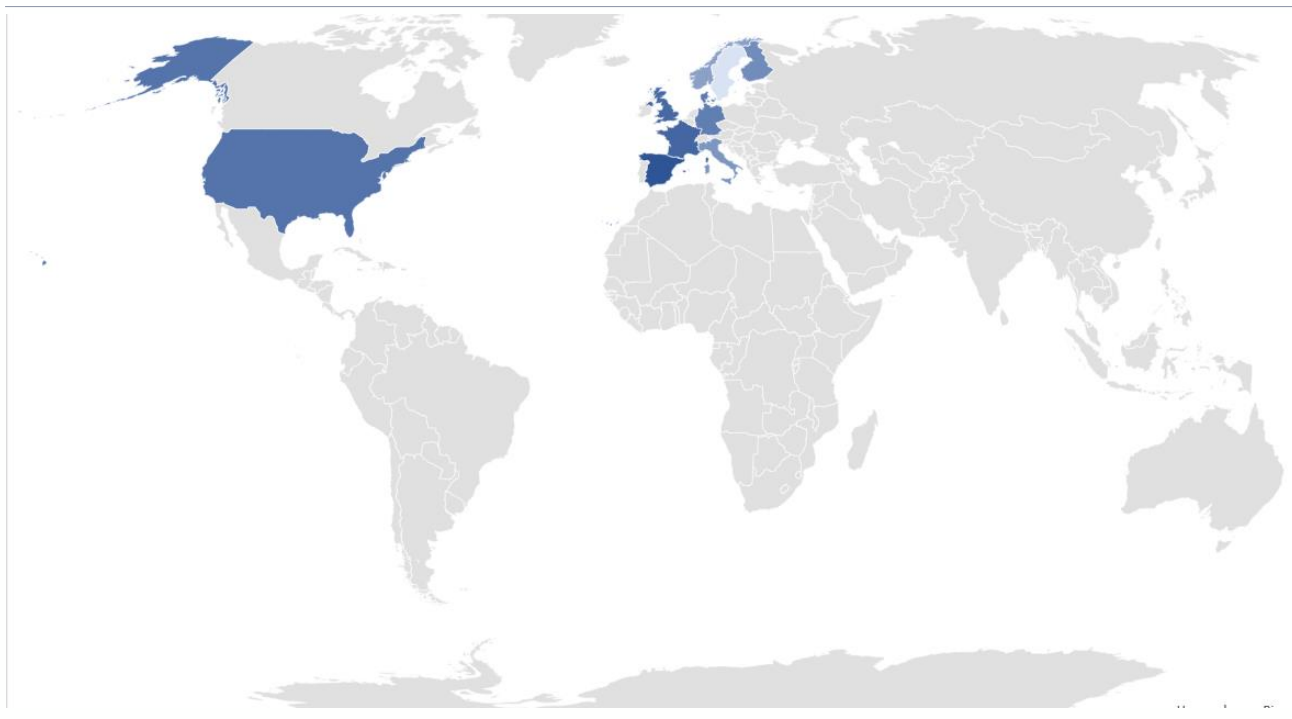


The **Cantril ladder** serves as a proxy for life satisfaction. **Life satisfaction** is a powerful measure of the **quality of people's lives**. The annual World Happiness Reports attributes the differences over time and between countries to **good health, income and the quality of the social environment**. 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 survey country, provide a valuable barometer reading of life under COVID-19, reflecting each country's institutions and policies.

## How stringent is the **UK** government compared to its peers?

The University of Oxford's Stringency Index is a measure of the number and strictness of government policies in response to the Covid-19 outbreak. Stringency Index range is from 0 - 100. Numbers below are for May 17<sup>th</sup>.

Darker shades in the map below are indicative of higher stringency indices



Spain	France	UK	USA	Denmark
82	77	76	73	71
Germany	Finland	Italy	Norway	Sweden
70	66	63	60	41



# About this report

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

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## Realised by

**MADE BY MANY**

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# For more behavioural data on a global level, visit [coviddatahub.com](https://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 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](#).

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