

Covid-19: Social behaviours across Europe

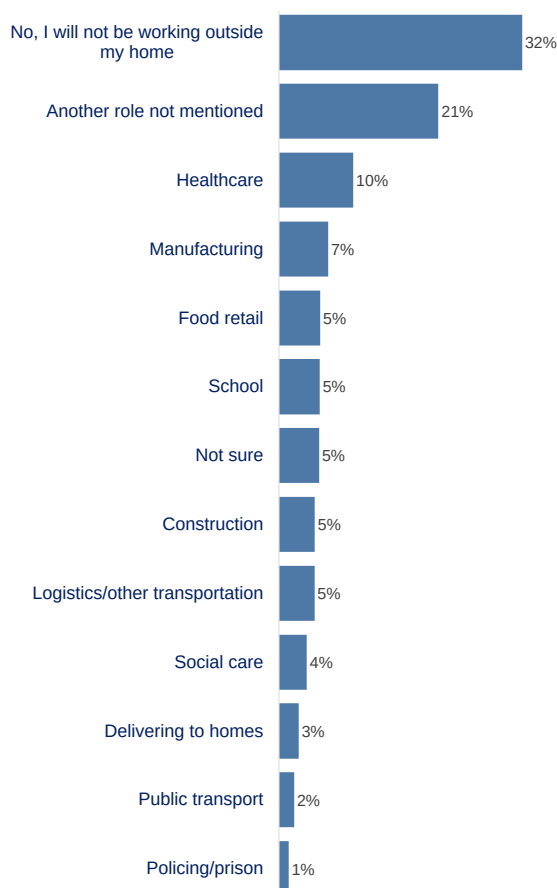
► **Report** August 2020

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 returning to work?

These graphs show the European response to working from home and the difference in responses between Nordic countries and other European countries surveyed

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



32% of all European respondents surveyed stated they will not be working outside the home. In Nordic countries this drops to 26%

32%



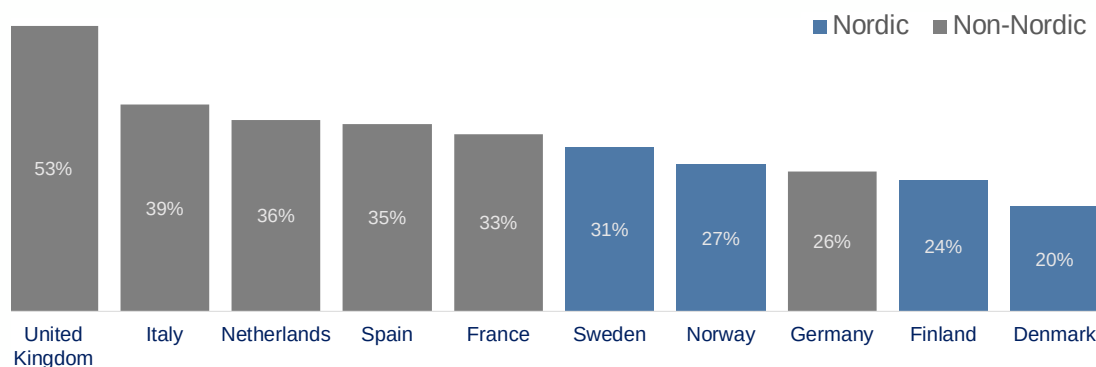
of European respondents will not be working outside their homes

26%



of Nordic respondents will not be working outside their homes

Country breakdown of respondents who answered, "No, I will not be working outside my home" in Nordic versus the Non-Nordic countries (%)



Do European countries differ in preventative behaviours?

This graph shows differences in preventative behaviours between Nordic countries and other European countries surveyed

Across all European countries surveyed the preventative measure that is most adhered to is washing hands with soap and water. There is large variation in avoiding letting children go to school/university and avoiding having guests to the home. 45% of respondents in Spain and Italy reported avoiding letting their children go to school/university, compared to only 2% in Finland. 41% of respondents in Spain and the UK reported avoiding having guests to their homes, compared to 14% in the Netherlands and Denmark.

Thinking about the last 7 days how often have you... ? (% of respondents who reported "Always" following each measure)

	ESP	UK	DEU	FRA	NHL	ITA	SWE	NOR	FIN	DNK
Washed hands with soap and water	77	69	63	68	58	77	64	65	62	65
Used hand sanitiser	67	47	34	54	36	59	35	48	37	56
Avoided taking public transport	50	60	48	52	52	50	47	42	40	46
Avoided crowded areas	57	52	48	38	39	47	34	29	30	39
Avoided letting my children go to school/university	45	27	13	25	11	45	9	6	2	8
Avoided going to hospitals or other healthcare settings	51	40	49	38	26	45	35	33	24	30
Avoided having guests to my home	41	41	30	21	14	25	26	16	23	14
Avoided going to shops	17	15	13	11	10	9	8	4	3	3
Avoided going out in general	17	15	13	13	9	6	8	6	5	5

What are European countries' behaviours towards wearing masks and having contacts outside the home?

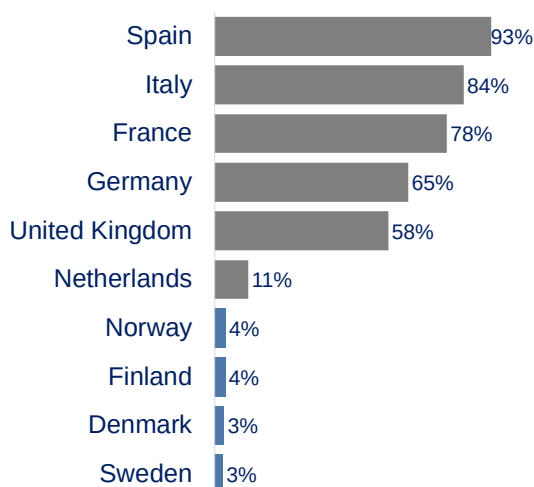
These graphs show the differences in mask wearing and avoiding contact with people outside the home between Nordic countries and other European countries surveyed

Nordic countries are less likely to wear a face mask outside their homes, with Sweden having the highest share of respondents (83%) who reported not wearing masks at all. Spain has the highest share of respondents reporting always wearing a face mask (93%). There is wide variation in the share of people who report limiting their contacts outside the household. Denmark and Finland appear to be the countries where people have the least likelihood of limiting their number of contacts outside the home.

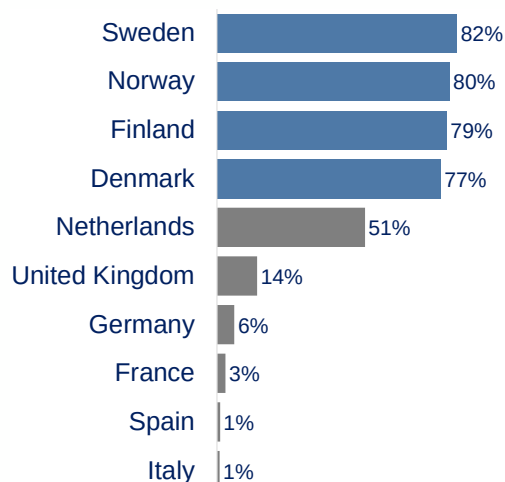
Thinking about the last 7 days how often have you worn a face mask outside your home to protect yourself or others from coronavirus (COVID-19)? (%)

■ Nordic ■ Non-Nordic

Respondents who answered 'Always' (%)

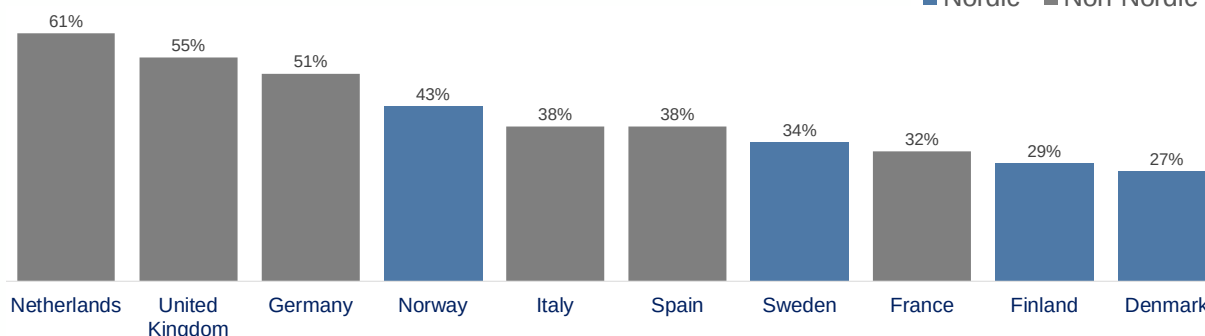


Respondents who answered 'Not at all' (%)



Percentage of people that reported 2 or fewer contacts outside the household in the past week (%)

■ Nordic ■ Non-Nordic



How does life satisfaction vary across Europe?

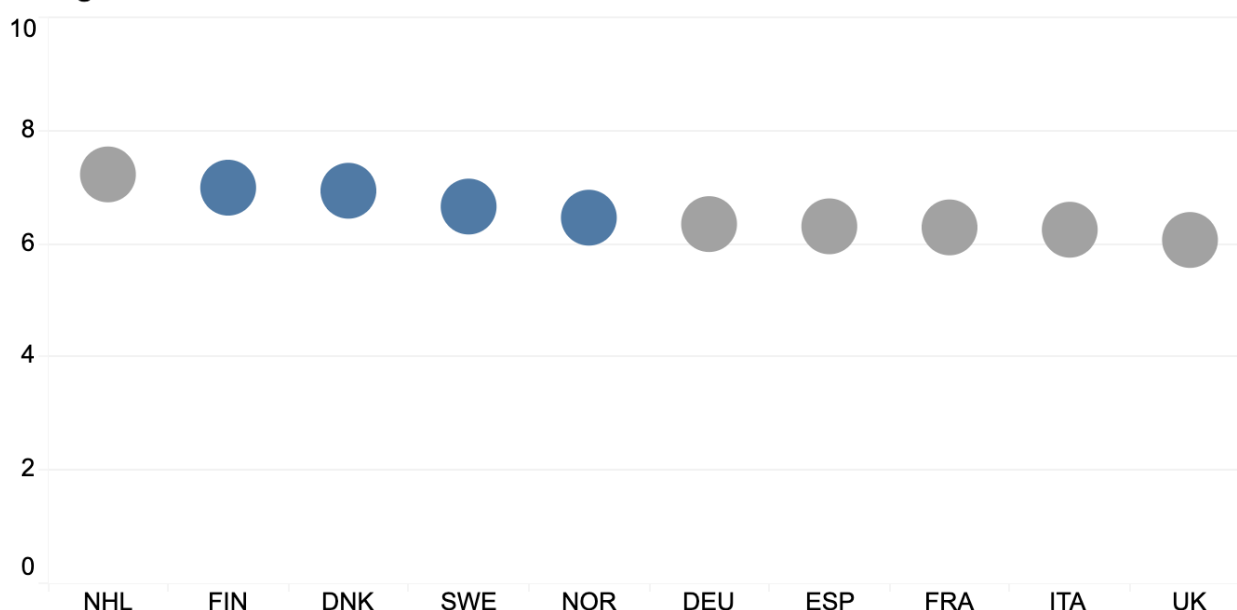
This graph shows the life satisfaction score of Nordic countries compared to other European countries surveyed

Following the Netherlands, the Nordic countries have the highest reported life satisfaction of European countries surveyed. The UK has the lowest.

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

■ Nordic ■ Non-Nordic

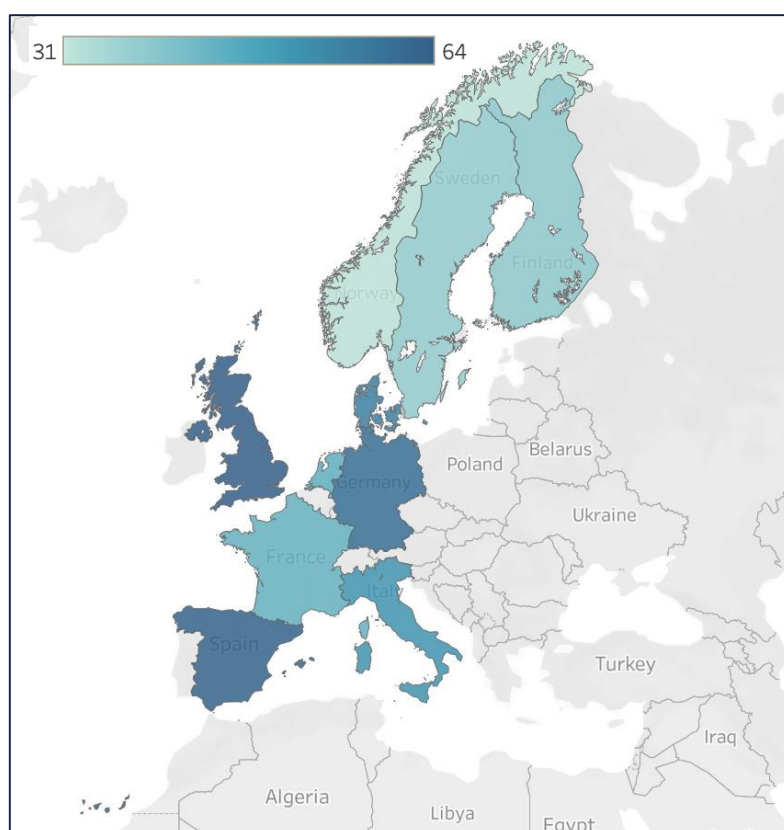


The [Cantril ladder](#) serves as a proxy for life satisfaction. [Life satisfaction](#) is a powerful measure of the [quality of people's lives](#). The annual World Happiness Report attributes the differences over time and between countries [to good health, income and the quality of social environment](#). 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 government stringency vary across European countries?

This map highlights the varying stringencies of European governments

Across European countries surveyed, as of August 28th the United Kingdom had the most stringent government and Norway had the least stringent.



United Kingdom	Spain	Germany	Denmark	Italy
64	63	60	56	51
Netherlands	France	Finland	Sweden	Norway
45	44	38	37	31

Countries included in this report

This table shows the countries included in this report and the dates of the survey

This report looks at all European countries surveyed during the first half of August, 2020. The table below indicates the survey dates and the number of respondents per country.

Country	Survey date	Number of Participants
Denmark	6 th August – 17 th August	1016
Finland	3 rd August – 11 th August	1008
France	5 th August – 10 th August	1128
Germany	6 th August – 9 th August	1005
Italy	6 th August – 9 th August	1000
Netherlands	7 th August – 10 th August	507
Norway	6 th August – 11 th August	1000
Spain	6 th August – 9 th August	1001
Sweden	5 th August – 17 th August	1075
United Kingdom	5 th August – 10 th August	1056

About this report

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

**Imperial College
London**

**Institute of
Global Health Innovation**

- ▶ Professor the Lord Ara Darzi of Denham
Co-Director, IGHI
- ▶ Melanie Leis
Director, Big Data and Analytical Unit (BDAU), IGHI
- ▶ Gianluca Fontana
Operations Director and Senior Policy Fellow, IGHI
- ▶ Dr Hutan Ashrafian
Scientific Advisor, IGHI
- ▶ Dr David Nabarro
Co-Director, IGHI
Special Envoy of WHO Director General on COVID-19
- ▶ Sarah P. Jones
Faculty of Medicine, Department of Surgery & Cancer Research Postgraduate
- ▶ Dr Roberto Fernandez Crespo
Analytics Fellow, BDAU
- ▶ Dr Manar Shafat
Contributor, BDAU

Contributors to the CovidDataHub.com project



Professor John F. Helliwell
Co-editor, World Happiness Report

Vancouver School of Economics at the University of British Columbia, Research Associate of the NBER and Distinguished Fellow of the Canadian Institute for Advanced Research

Professor Jeffrey D. Sachs
Co-editor, World Happiness Report

Director of the Center for Sustainable Development at Columbia University Director of the UN Sustainable Development Solutions Network and SDG Advocate under Secretary-General António Guterres



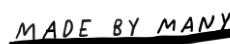
Professor the Lord Richard Layard
Co-editor, World Happiness Report

Founder-Director of the Centre for Economics Performance at the London School of Economics
Co-founder of Action for Happiness

Professor Jan-Emmanuel De Neve
Co-editor, World Happiness Report

Director of the Wellbeing Research Centre at University of Oxford
KSI Fellow and Vice-Principal of Harris Manchester College

Realised by



Contributors to the Imperial College London - YouGov survey include: Professor Helen Ward, Dr. Christina J. Atchinson, Dr. Benjamin C. Lambert, and Gavin Ellison

The Imperial College London - YouGov team wishes to express their grateful support to Stephan Shakespeare, Marcus Roberts, Alex MacIntosh, Chris Curtis, Eir Nolsoe, Sharon Paculor, Lenny Naar, Alice Blencowe, Steve Adams from Visual DJ Ltd. and volunteers from Made by Many: Rebecca Foy, Anna Pagan, Gareth Cozens, Callum Jefferies, Neethu Mathew, Micha Nicheva, Kristof Goossens

Supporters



This research is made possible by generous support for the public good from YouGov Plc.

The Imperial College London - YouGov team gratefully acknowledges the kind support of Edelman Intelligence for their global social listening contribution

Question for the research team? Get in touch [here](#)

Press enquiry? Contact Dr. Justine Alford at j.alford@imperial.ac.uk

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. Anonymized 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