

Covid-19 behaviours in the United Kingdom

► **Report** May 2020

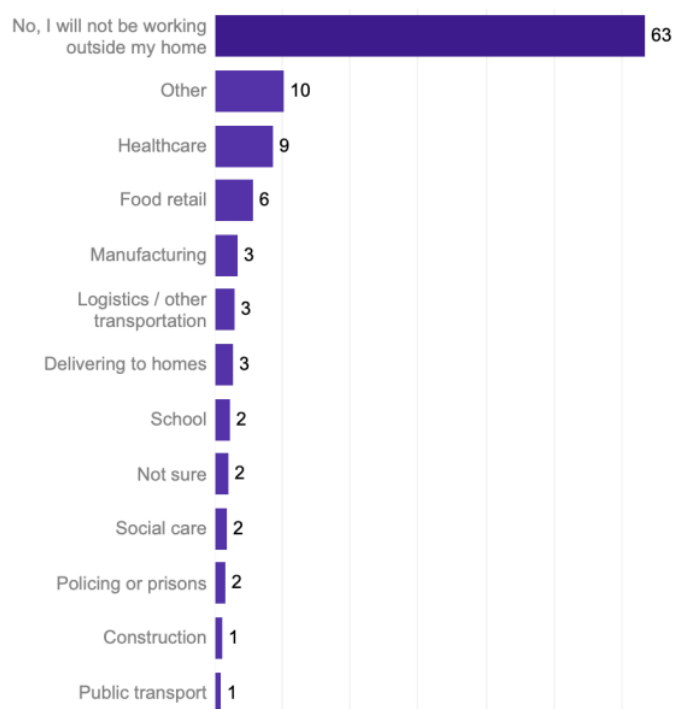
Insights and trends in people's behaviours related to COVID-19. Brought to you by a team of health and behavioural experts at the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov. These reports are created on a regular basis, following new survey results.

How are people in the UK responding?

▲ As of May 24th 2020

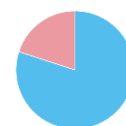
This report looks at insights from the United Kingdom covering March 30th through May 24th .

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

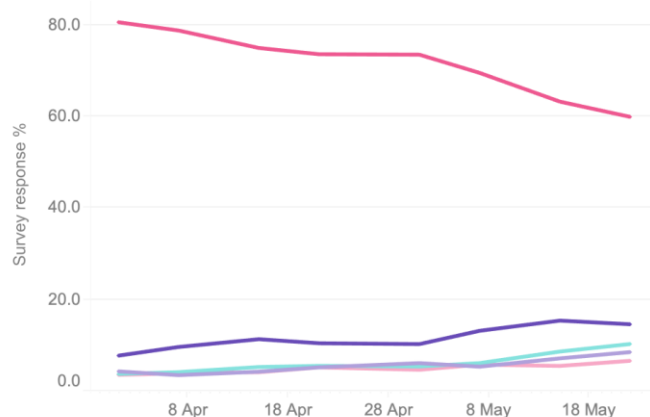


How are behaviours in the UK changing?

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). %



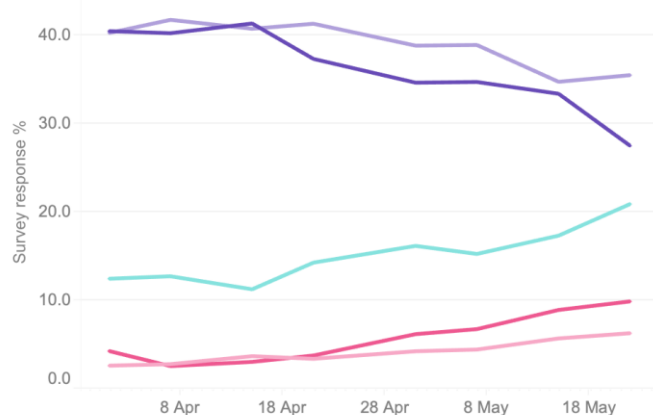
21pp*



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

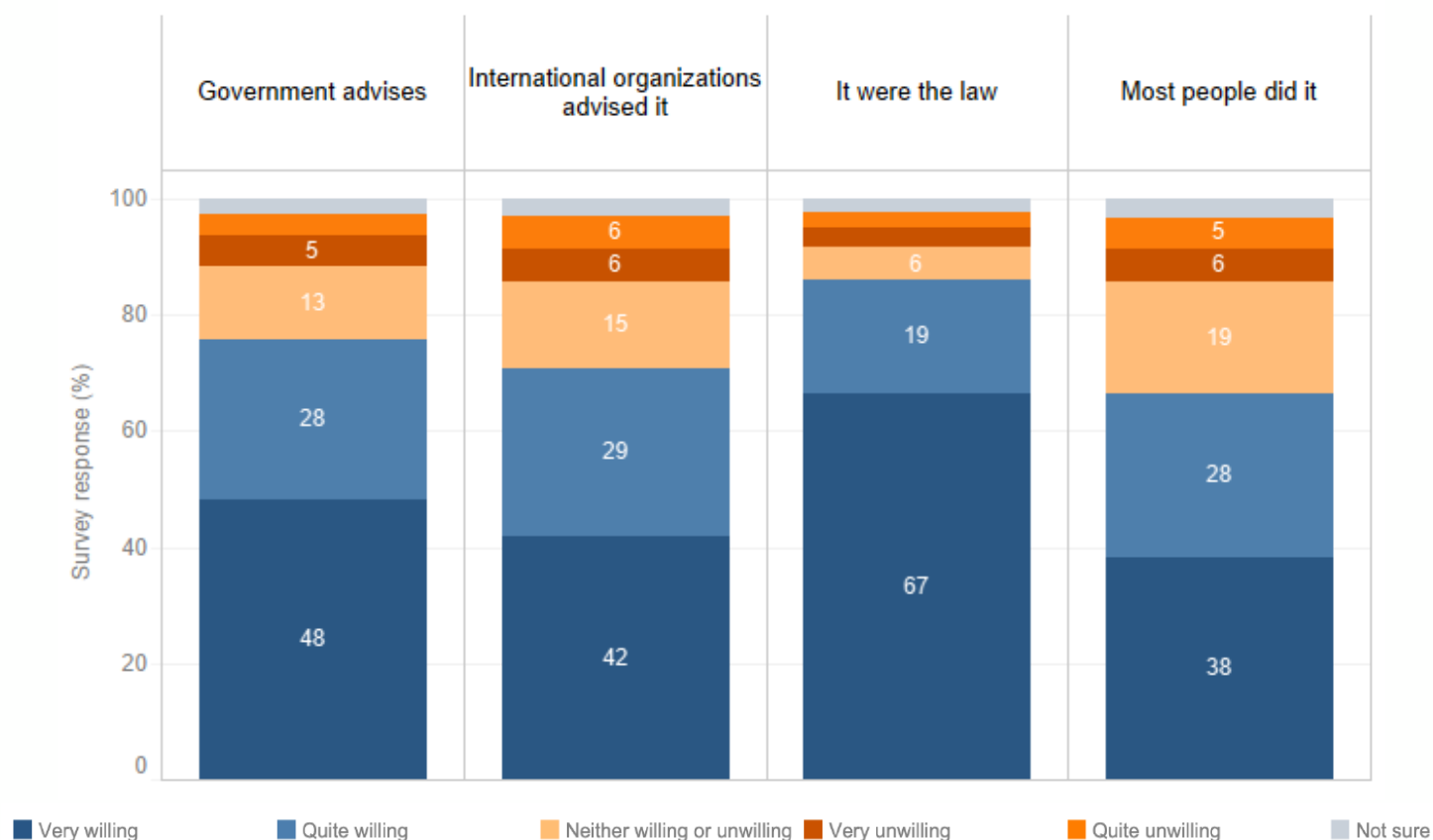
*pp= percentage point

Compare your data with that of 29 other countries on

coviddatahub.com

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 ... ? %



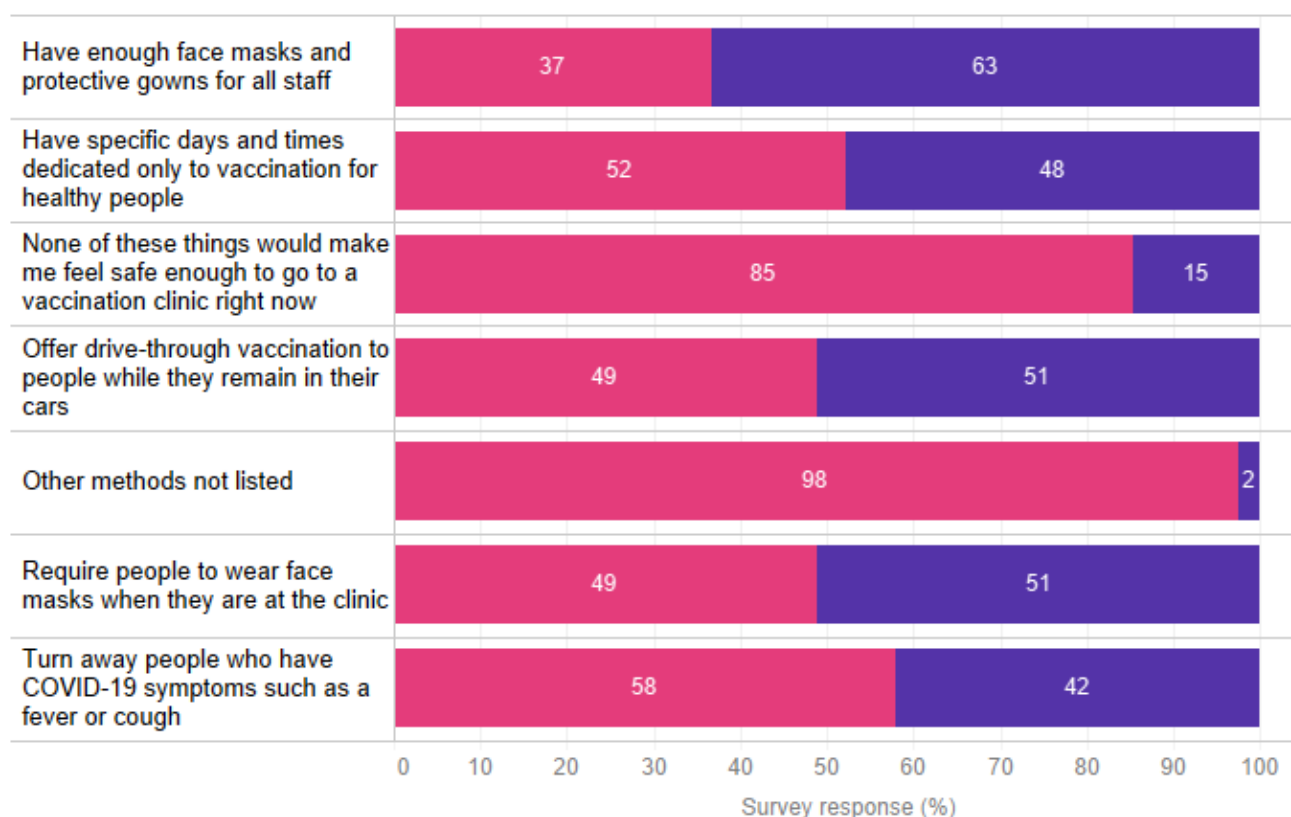
9 in 10 would willingly wear a face mask if it were the law

During the week of May 11th - 17th, 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 11th - 17th

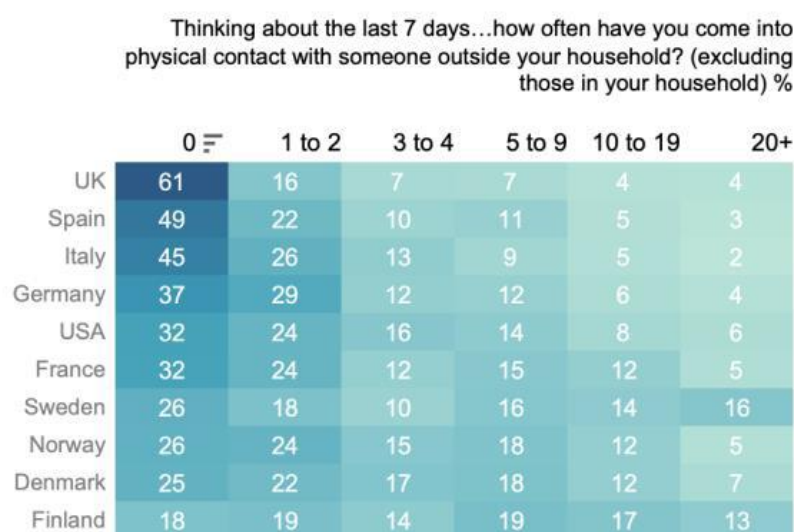
How does the United Kingdom's behaviour compare to other countries?

Compared to other countries surveyed the same week (May 11th through May 17th) 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

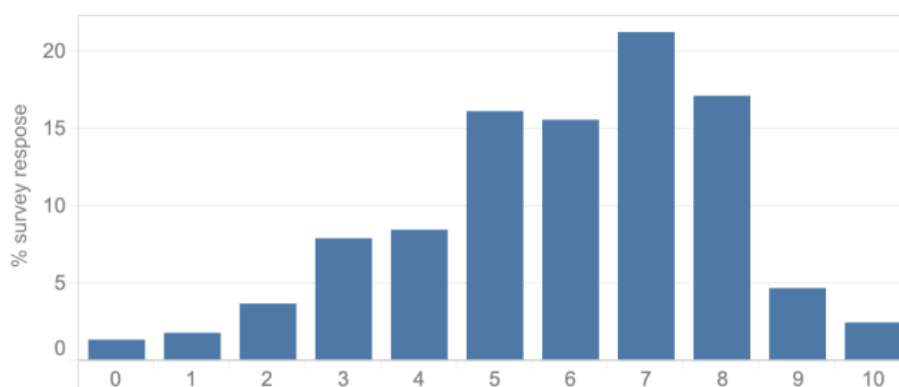
Thinking about the last 7 days...how often have you come into physical contact with someone outside your household? (excluding those in your household) %



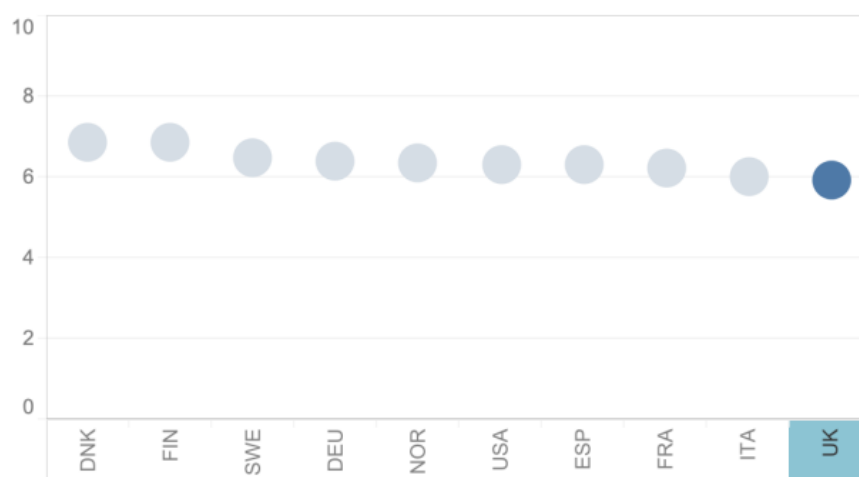
Most likely to avoid physical contact with people outside the home

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

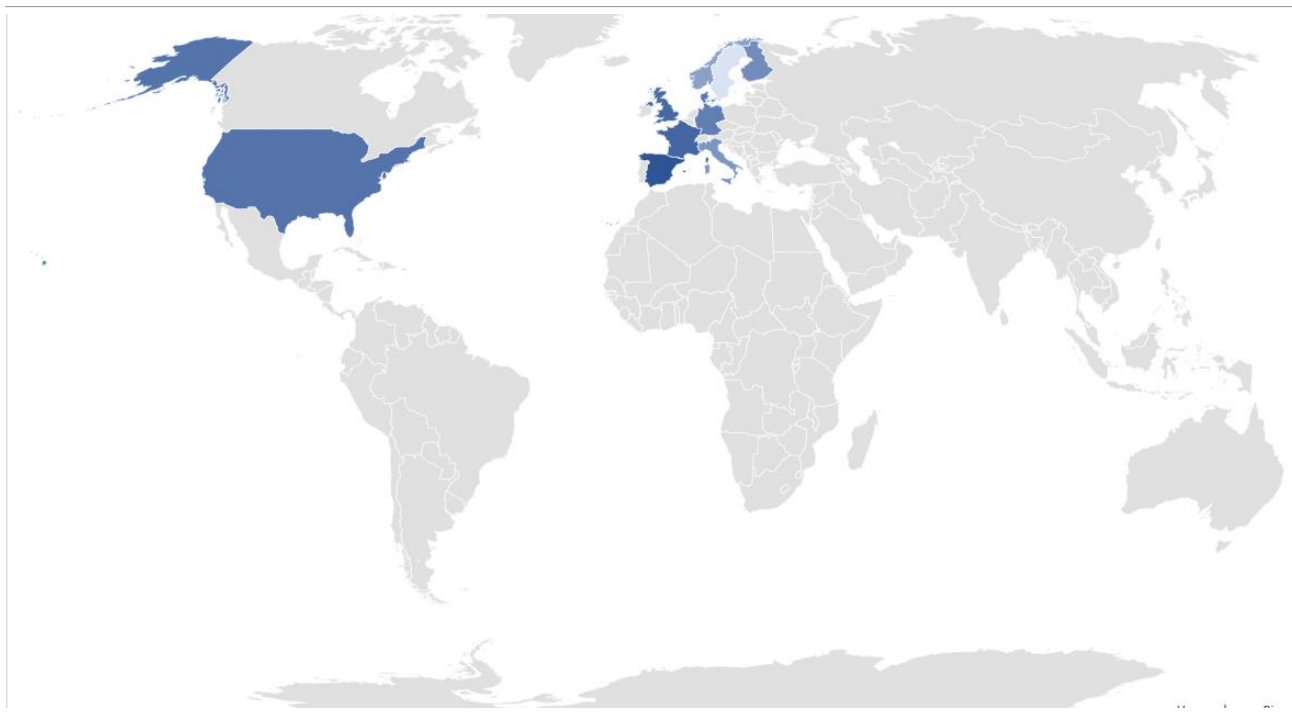


The **Cantril ladder** serves as a proxy for life satisfaction. **Life satisfaction** is a powerful measure of the **quality of people's lives**. The annual World Happiness Reports attributes the differences over time and between countries to **good health, income and the quality of the social environment**. 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 17th.

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



Spain

82

France

77

UK

76

USA

73

Denmark

71

Germany

70

Finland

66

Italy

63

Norway

60

Sweden

41

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, IGHl
- ▶ Melanie Leis
Director, Big Data and Analytical Unit (BDAU), IGHl
- ▶ Gianluca Fontana
Operations Director and Senior Policy Fellow, IGHl
- ▶ Dr Hutan Ashrafian
Scientific Advisor, IGHl
- ▶ Dr David Nabarro
Co-Director, IGHl
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

Research contributors



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



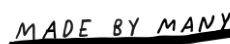
Professor the Lord Richard Layard
Co-editor, World Happiness Report

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 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