

# HOW IS THE UK PUBLIC RESPONDING TO COVID-19?

3<sup>rd</sup> April 2020



# The GB public are worried, especially for older generations

Over half say they are at least “very worried”  
([Savanta](#))

In Europe, the UK’s level of worry is third behind Italy (first) and France (second)  
([YouGov](#))

One in five are the most worried they’ve ever been ([Savanta](#))

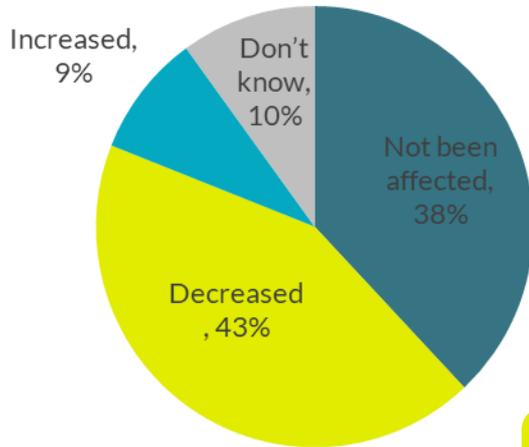
People’s biggest worry is parents or grandparents catching coronavirus\* ([Attest](#))

This concern has seen a sharp rise in levels of depression and anxiety  
([University of Sheffield](#))

**IMPLICATION:** This may have lasting effects on mental health and many may need support

# People expect a recession and the young are particularly concerned

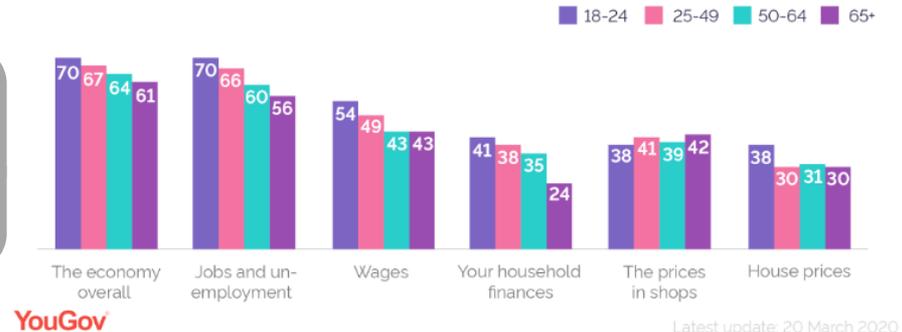
31 March 2020: Has COVID-19 impacted your disposable income? ([Savanta](#))



More than half of Brits (52%) now expect a recession ([YouGov](#))

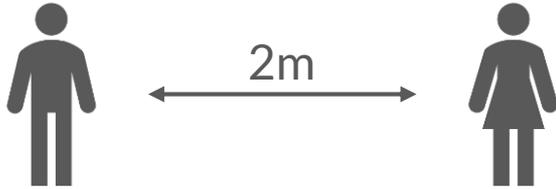
Concern for jobs more than doubled in one week from 26% on 13<sup>th</sup> March to 62% on 20<sup>th</sup> March ([YouGov](#))

Predicted long-lasting impacts by age ([YouGov](#))



**IMPLICATION:** The young (already suffering low wage growth and high house prices) fear they'll be most affected financially

# The public is clear about 'social distancing' but less so 'self-isolation'



## SOCIAL DISTANCING

- 80% are now avoiding crowded places, up from 14% at the start of March ([YouGov](#))
- Only 7% are going out as normal or more than normal – but this of course includes many key workers ([Attest](#))



## SELF-ISOLATION

- Half the UK are self-isolating ([Savanta](#))
- But a sizeable minority (10%) think office workers with no symptoms should carry on as normal ([Attest](#))
- And 12% think you should stay at home for 7 days if someone at home has a cough (it's actually 14 days) ([Attest](#))

# Panic-buying peaked in mid-March but seems to be settling down



Britons made 80m extra grocery shops between 24 Feb and 21 March and spent an extra £2bn on food and drink ([Nielsen via the Guardian](#))



There may be some shame in admitting to panic-buying – only a quarter say they've been buying more than usual ([Savanta](#))



The latest data shows grocery shopping peaked in mid-March and fell back by 21-22 March ([Starling customer data\\*](#))



And supermarket trips are falling – from 49% visiting any given day in mid-March down to 23% by end March ([Savanta](#))

\* Starling Bank customers only and so probably younger and more tech savvy than other UK consumers

**IMPLICATION: Grocery shopping may slow like other parts of the economy over the course of the pandemic**

# There's a rise in online shopping but not necessarily a rise in online *shoppers*



Starling Bank data\* shows over half of purchases were made online by 24 March (normally it's around one-third)



However, the latest survey data suggests there's no increase in the percentage of people shopping online; a consistent 27% shopped each day  
(Savanta)

**IMPLICATION:**  
Those who haven't embraced the digital world may still resist it, even as the pandemic lengthens

# And there are silver linings if you're Zoom, Joe Wicks, or you like your family



10% pts more are using video conferencing than a few weeks ago ([Savanta](#))



PE with Joe Wicks has global audiences of 2-2.5m h'holds each day ([YouTube](#))



51% think it will bring them closer to family and friends ([Ipsos MORI](#))



One-third think they'll learn a new skill ([Ipsos MORI](#))



89% agree UK health org's are doing a good job ([Ipsos MORI](#))



Consumer confidence for job security in 12 next months rose slightly ([YouGov](#))

**IMPLICATION:** We don't yet know the positive outcomes of this pandemic but they may be closer family units, revitalised communities, or an appreciation of the NHS



We're experts in helping  
you make more of  
existing research.

**Dan Young**  
**Director, Shed Research Consulting**  
**[dan@shedresearch.co.uk](mailto:dan@shedresearch.co.uk)**  
**+44(0) 7980 988 762**