

Consumer Confidence & Perceptions around the Impact of COVID-19

North West Research & Strategy will be bringing you regular updates on the key points coming out of the COVID-19 pandemic through our weekly review of research and intelligence from the visitor economy sector. This week we have used the [COVID-19 – Attitude Tracker](#) from BVA BDRC & Alligator Digital which looks at UK consumer and business confidence, as well as [results from a poll](#) on the comfort of returning to 'normality' by Ipsos MORI. We hope these consumer and business insights help assist with your current business resilience and planning for recovery post-COVID-19. Don't forget, you can also get further information on Government support and local advice on the [Growth Platform website](#).

Some highlights from the COVID-19 – Attitude Tracker report include:

- More people now think the worst is behind us than the worst is yet to come, which is the first time this has happened in 7 weeks.
- 59% believe that life will have returned to close to normal by the end of 2020, which is down from 86% just a month ago.
- This week's report shows the most positive results from financial wellbeing questions – 43% indicated that they at least 'feel alright' about their finances.
- Just 1 in 6 Britons are planning a UK holiday before or during the summer holidays, with just under half (49%) indicating that they will not be taking any trips this summer. 'Rural coastline' remains the preferred destination, followed closely by 'countryside or village'.
- The proportion of those who anticipate engagement with visitor attractions, restaurants, hotels and rail services has, again, seen some fluctuation:
 - For the third consecutive week, the proportion planning to go to a visitor attraction has increased to its highest in 6 weeks, with 1 in 5 expecting to do so in the next 3 months. Social distancing is the most important priority for visitors when attractions re-open, followed closely by steps to maximise cleanliness.

- Intention to eat out in the next 6 months has remained high, however the average time before doing so is at 4.9 months.
- Booking intentions for the next one to three months is now at 16% (an increase of 5%). However, it will become clearer in the coming few weeks, to tell if it is a minor variation or the start of something significant.
- 23% of people intend to travel by train in the next 3 months, which is up from 21% in the previous week. However, typical lead-times are shifting backwards, which may be reflecting the uncertainty as to how social distancing will work on public transport.

Highlights from the Ipsos MORI research include:

- Two-thirds (67%) of Britons have stated that they will feel uncomfortable going to large public events, such as sports or music events, compared to how they felt before the virus.
- 61% would feel uncomfortable using public transport or going to bars and restaurants.
- Young people are the most at ease with visiting bars and restaurants (36% of 18-44-year olds) and a quarter of 18-34-year olds would be comfortable going to a sports match or music event (compared to 9% of 55-75s).

Growth Platform

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