

## Consumer Confidence & Perceptions around the Impact of COVID-19

North West Research & Strategy are 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. 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 [sector specific advice](#) on the [Growth Platform website](#).

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

- Following the Government's announcements on the 'reopening of society', there has been an 18% decrease in confidence around the Government's handling of the crisis.
- Seeing family, followed by going to the pub, are the top priorities for most people after lockdown.
- Easing of lockdown restrictions means that the proportion anticipating a visit to a country park or scenic area in the next month has increased significantly, with 52% planning to do so within the next 3 months (compared to 42% in the previous week).
- The proportion of those who anticipate engagement with visitor attractions, restaurants, hotels and rail services has changed in response to Government announcements:
  - Despite the suggestion that restaurants could reopen on 4th July, the level of those planning to dine out within the next 3 months has decreased by 7% to 19%.
  - In the wake of the Government stating that July would be the earliest point at which the hospitality sector could begin to reopen, there has been a 4% increase in those who intend to book hotel accommodation within the next 6 to 12 months.

- In line with this overall sense of pessimism, the proportion of those who intend to visit an attraction within the next 3 months has decreased by 5% from last week, with indoor attractions seeing a longer return time than attractions where social distancing is more achievable.
- Unsurprisingly, intention to use rail services in the next 3 months has seen a sharp decrease of 9% following on from the Prime Minister's advice to avoid public transport.

## Growth Platform

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