



# COVID-19 Consumer Impact Report 2020 Festive Special



RADAR





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# Introduction & Summary



# Introduction

The OMD Insight team's unique tracking study, Radar, surveys between 250 - 500 Brits weekly to glean insight on the nation's outlook and consumer's decision-making. It has run for 92 weeks, surveyed over 26,000 people in total and given OMD UK access to a rich, trendable dataset of consumer behaviours.

With the COVID-19 pandemic impacting everybody in the UK, we are using Radar to measure the extent of this impact and track how it evolves over time.

This week's report focuses on the most recent results, collected from a nationally representative sample of c.750 respondents in the UK over the Festive Period, between Friday 18<sup>th</sup> December to Monday 4<sup>th</sup> January 2020.

Fieldwork dates were 18<sup>th</sup> Dec – 20<sup>th</sup> Dec, 24<sup>th</sup> Dec – 25<sup>th</sup> Dec, 4<sup>th</sup> Jan – 6<sup>th</sup> Jan.

This report also includes qualitative data collected from our online focus group on 4<sup>th</sup> January, reviewing the festive break and final weeks of 2020.

**Summary: This year's Christmas has been different to previous ones, and the nation's mood has dropped with the welcoming of the New Year and New National Lockdown rules**

- 01** The New Year, and new Lockdown has had a negative impact on the Nation's happiness, optimism and life satisfaction as **happiness and life satisfaction levels are now the lowest that we have tracked** so far.
- 02** **Changes in advice remains a prominent factor eroding confidence in the government** (at 33%) and use of private companies throughout the pandemic has furthered negativity
- 03** **Optimism of being able to do activities and go on holidays has dropped** after the announcement of Lockdown #3 and researching holidays has declined in the new year (-8ppts), as well as a decline in interest in day trips/weekends away (-7ppts)
- 04** Peak Christmassy feeling was felt in the two weeks before Christmas, but overall the **nation felt less festive in 2020 than in 2019** as the COVID pandemic continued to impact people's behaviour during the festive season
- 05** Compared to 2019, Christmas is significantly less likely to be associated with shopping (from 43% down to 35%) and **significantly more likely to be associated with love** (from 37% up to 46%)
- 06** **A fifth of the nation started up new traditions this year** that they expect they will continue in the following years, such as Zooming extended family and focusing more on the real meaning of Christmas



**Life satisfaction,  
optimism & consumer  
confidence**

# The New Year, and new Lockdown has had a negative impact on the Nation's happiness, optimism and life satisfaction

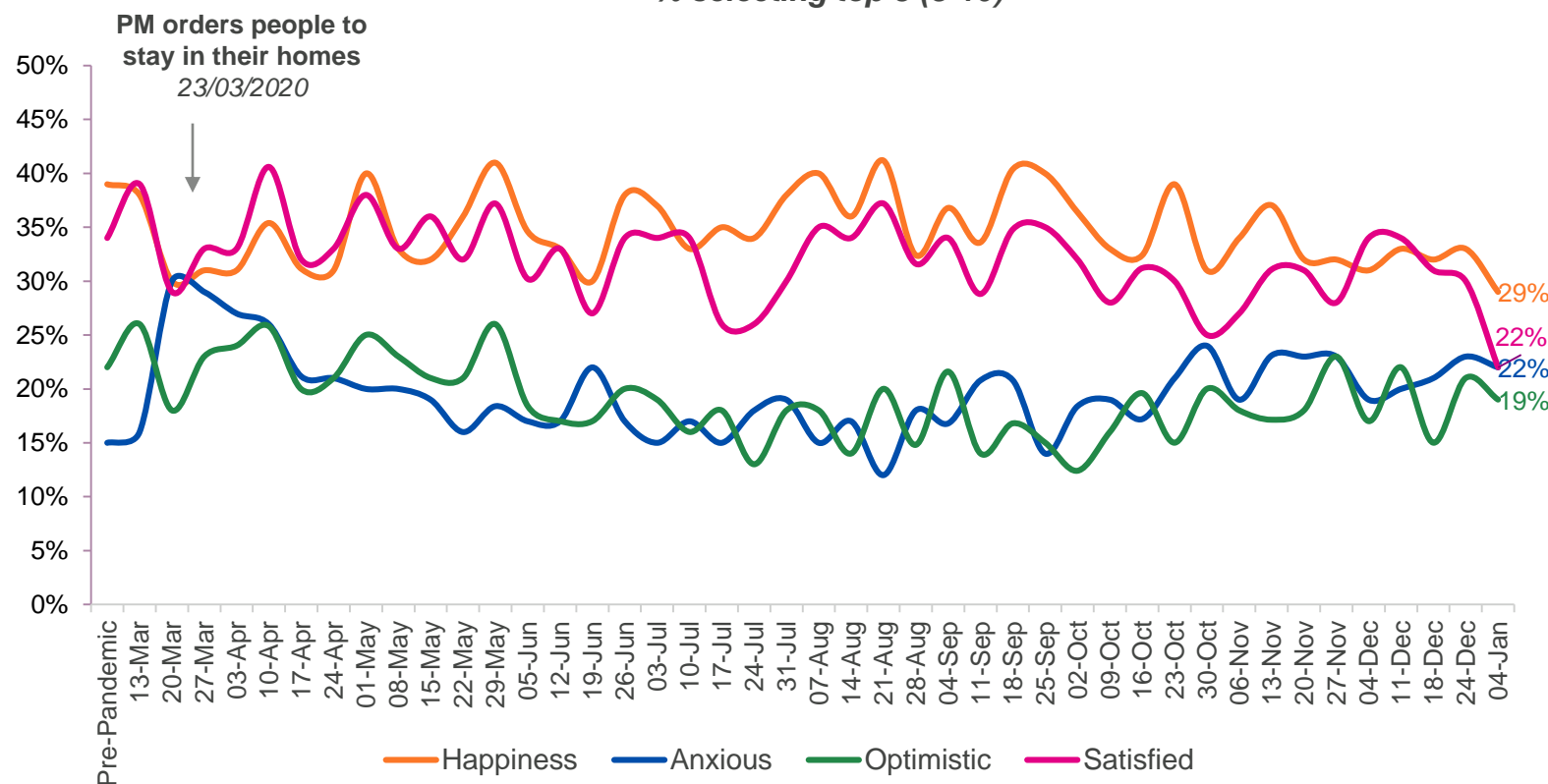
Overall, how Happy/ Anxious/ Optimistic did you feel yesterday?  
(0=Not at all, 10=Completely)  
% selecting top 3 (8-10)

Happiness levels are now the lowest that we have tracked, at 29%.

Only one in five people are now feeling optimistic about Britain's future.

Life satisfaction is at its lowest point since tracking, dropping 8ppts from 30% to 22%.

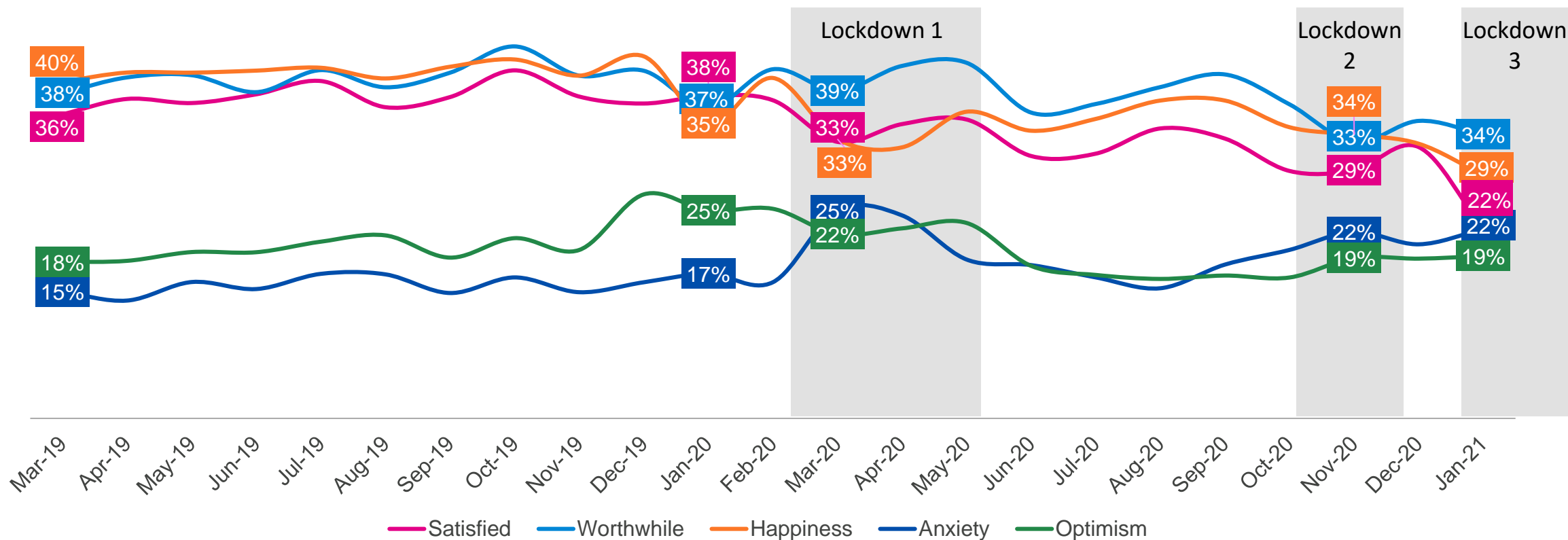
Anxiety levels dropped slightly since Christmas Eve, but remain high at 22%.





# Happiness levels are at the lowest now since tracking in March 2019, with anxiety levels now at similar heights as Lockdown #1

The mood of the nation over time



# Feeling financially secure has increased slightly over the last few weeks, with minor improvements in the proportion of people feeling money is tight



The percent of people feeling financially secure has increased 2ppts from 40% to 42%

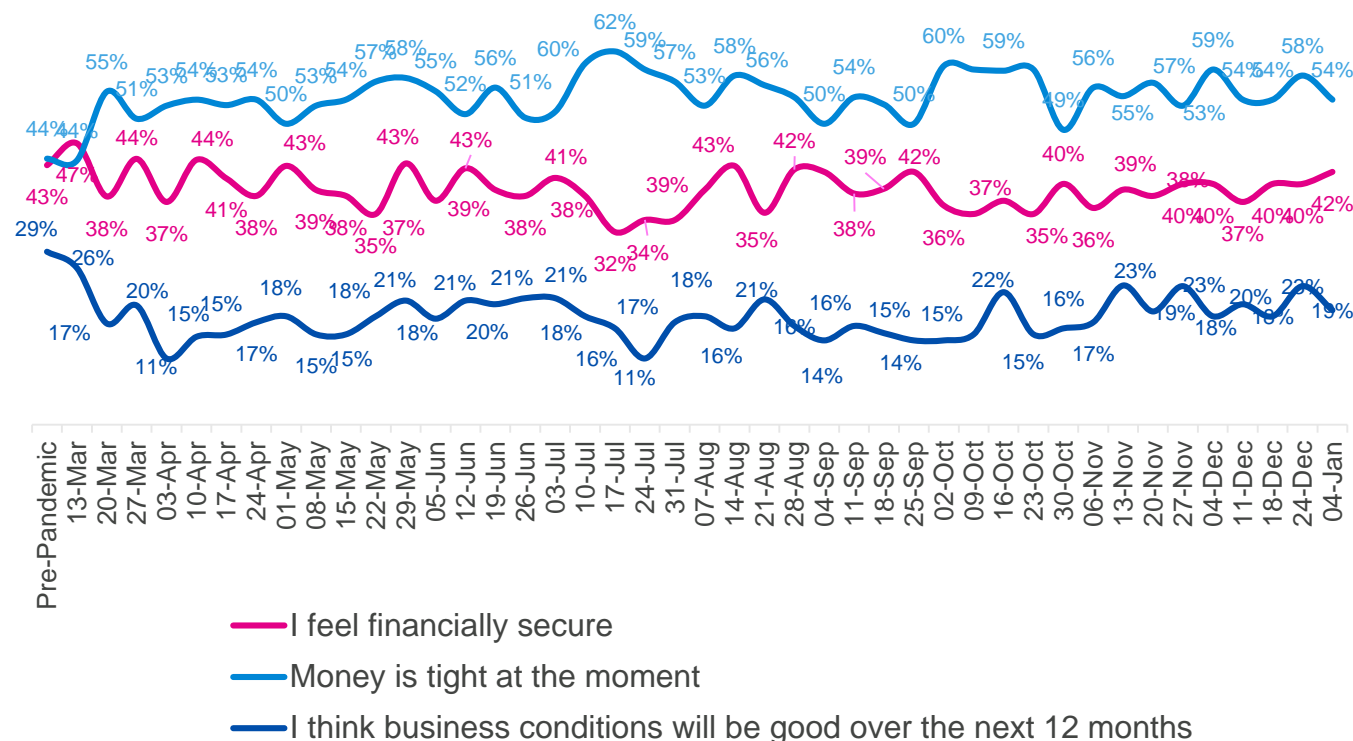


There has been a 4ppt decrease in the percentage of people reporting that money is tight, from 58% to 54%



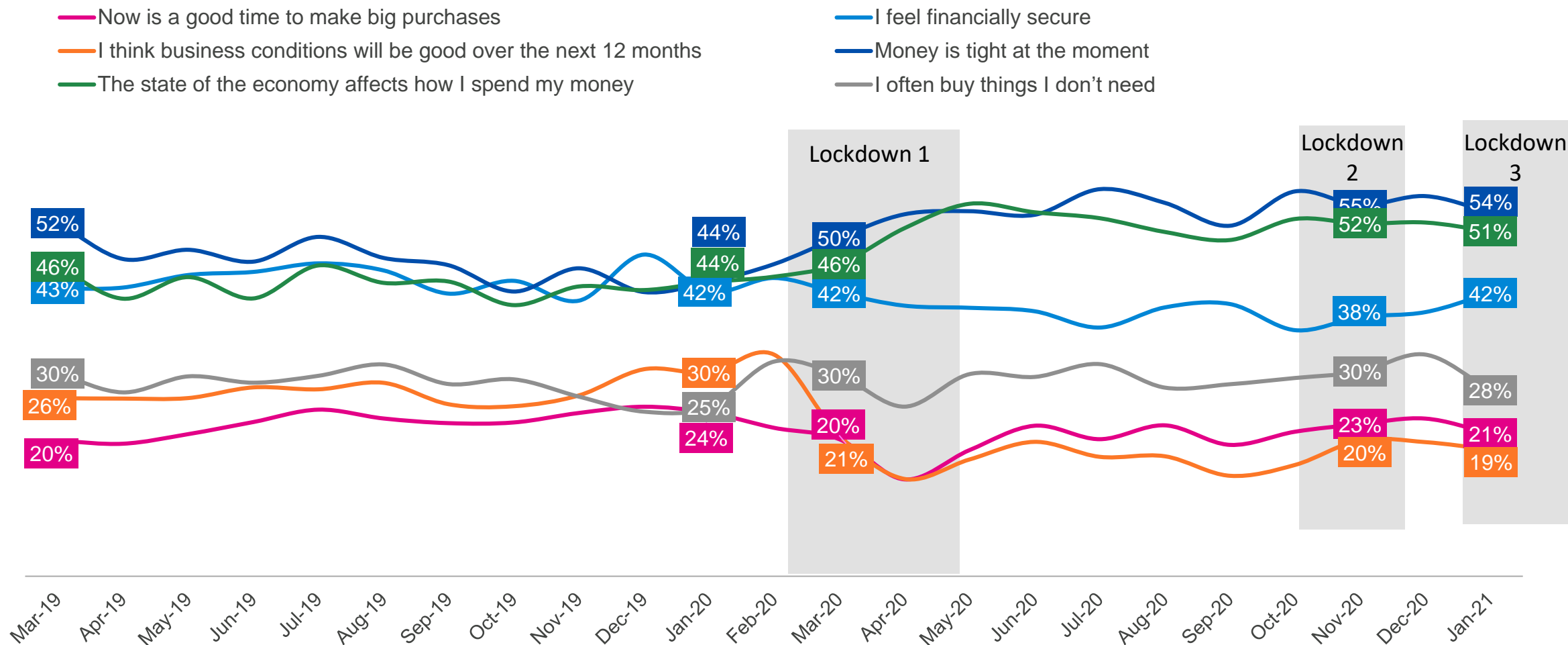
Confidence in future business conditions has dropped this week, from 23% to 19% since Christmas Eve

To what extent do you agree with the following statements?  
(0=Not at all, 10=Completely)  
% selecting top 3 (8-10)



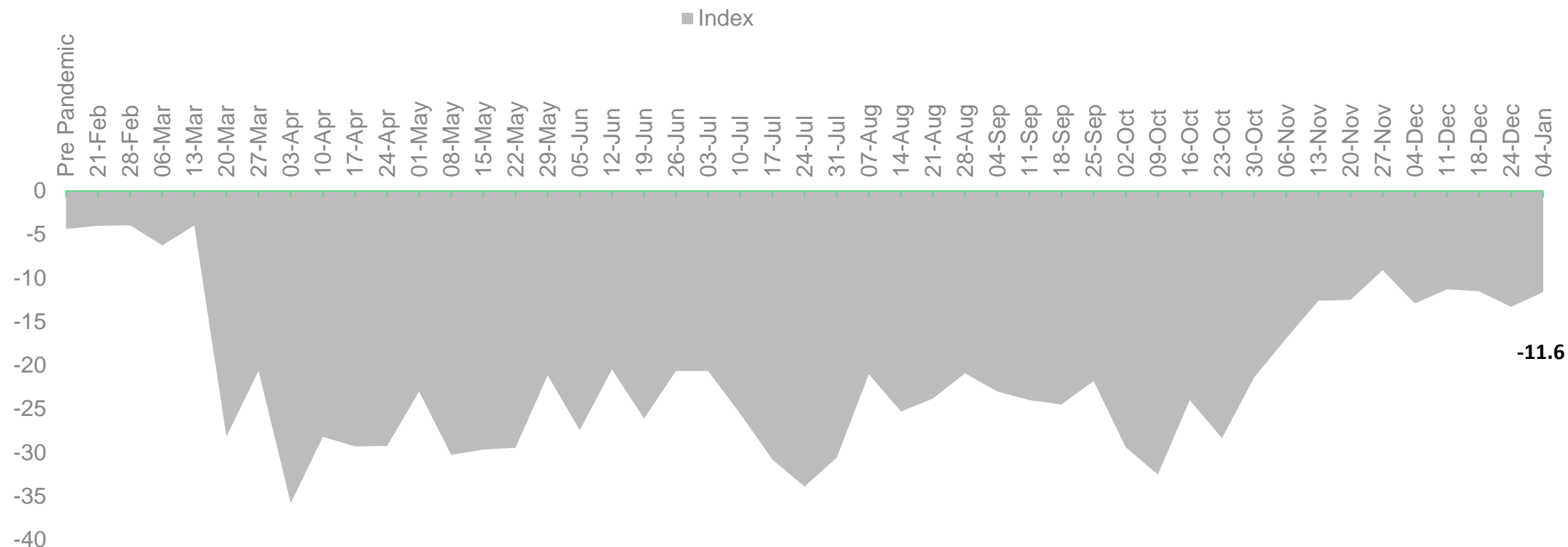


# Looking at the monthly scores since 2019, we can see that confidence in future business conditions has not recovered since Lockdown #1





# Consumer Confidence has remained relatively stable across the festive period, but continues to be low



The Consumer Confidence index can range from 100 to -100 and is calculated by subtracting negative financial outlook from positive financial outlook. A zero score means equal positive and negative feedback. [Please note that we have removed two statements that were originally included in Index calculations to get a more nuanced view, and therefore the data now shown in this chart is different to previous weeks.](#)



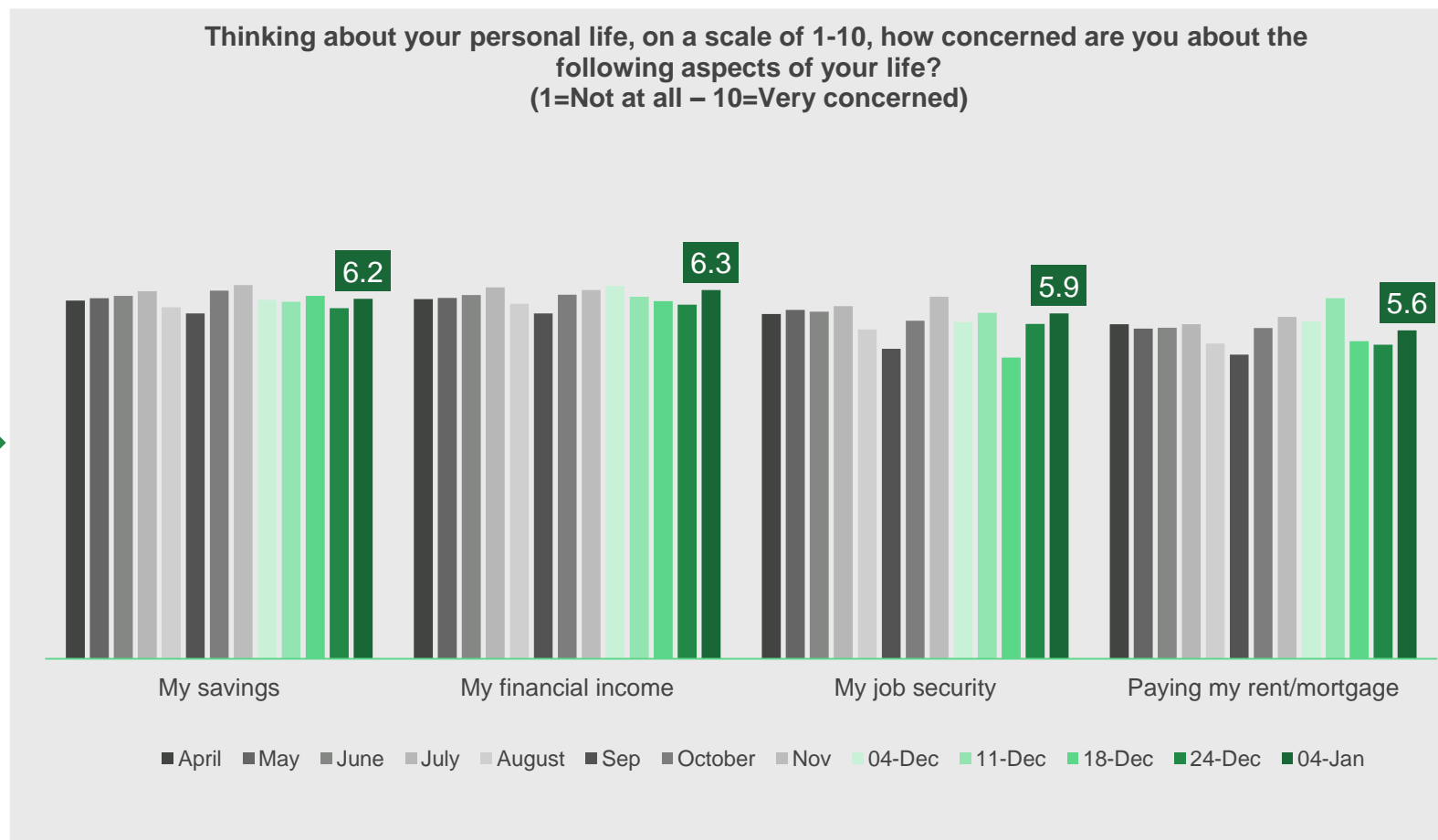
# Concerns over financial income has increased slightly this week as we head into the third lockdown

**15%** of households have someone that has been **furloughed**

**9%** of households contain someone that has had their **salary reduced** since the COVID-19 outbreak

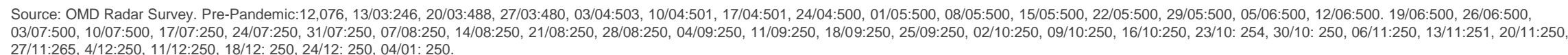
**7%** of households include someone that has **been made redundant** since the COVID-19 outbreak began

**56%** say that **their employer has been supportive** during the COVID-19 outbreak





**How likely are you to do the following in the next 6 months?**  
(Quite likely/very likely)



# Confidence in Government & Broad Concerns

# Last minute changes to COVID-19 guidelines over Christmas coincided with a dip in confidence in the government

The plan to relax restrictions on social interactions over the Christmas period was criticised in the run up to Christmas and the change to this plan on the 19<sup>th</sup> Dec created strong disdain for the approach

18<sup>th</sup> Dec

*"The xmas relaxation is more designed to present the government in a popular way than to tackle the problem. Government communications have been chaotic and late."*

*"Boris seems too scared to do the right thing - reverse Christmas rules"*

*"He's allowing families to mix over Xmas which is not good. Virus is still about and this is going to up the virus & more pple are going to fall ill."*

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24<sup>th</sup> Dec

*"They should never have agreed to relax things over Christmas, everybody could see the numbers were going to rise"*

*"They keep making outlandish deadlines for things and saying stuff like the rules will get relaxed at Christmas 2 months in advance and then having to make a u-turn as we get closer to it..."*

*"There has been too many changes in such a short time .We should have been on lock down well before Christmas."*

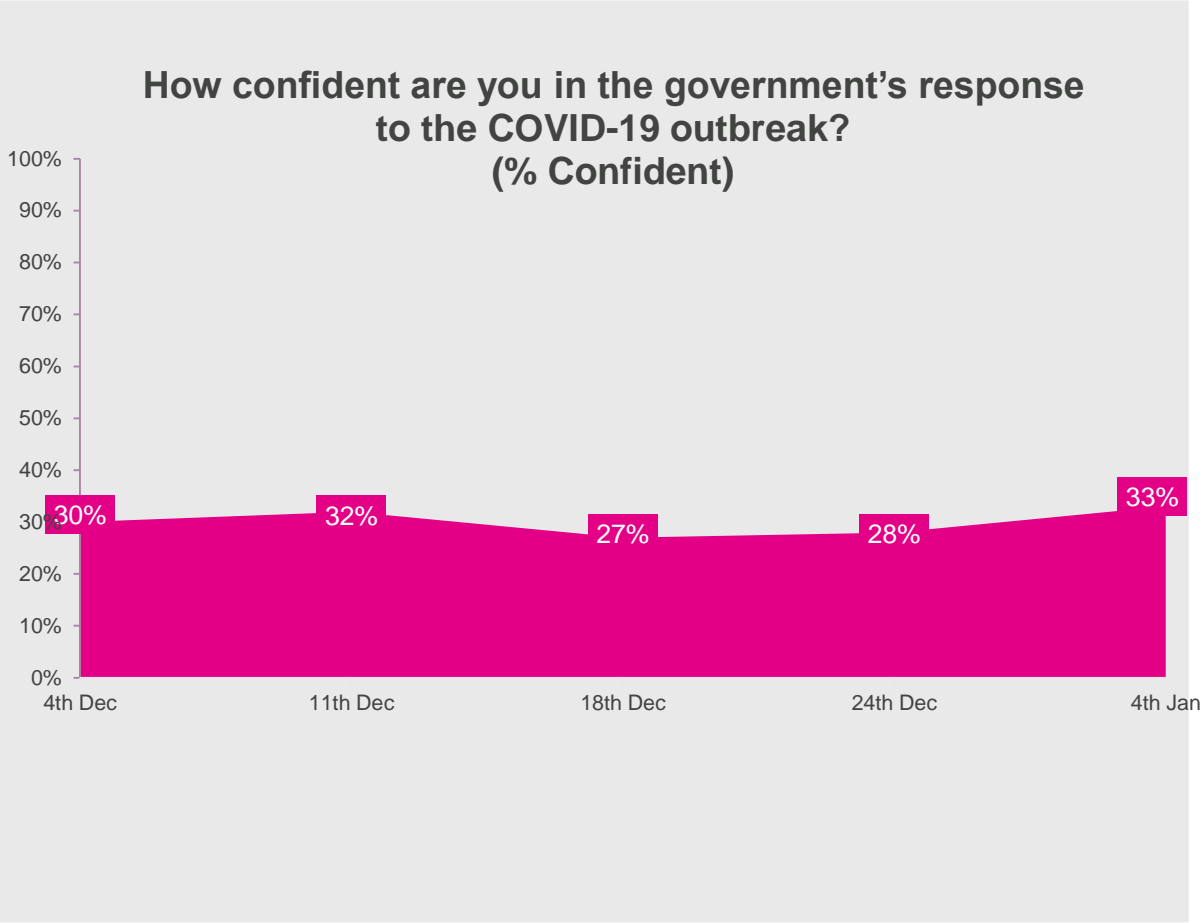
*"The government say one thing one week and say nothing is going to change and after people might have made plans based on what the government say a few days later they change everything."*

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4<sup>th</sup> Jan

*"I and others spent Christmas alone this year due to the government's stupid decisions."*

*"they should have forgotten Christmas and gone into lockdown earlier"*



# Changes in advice/policies remains a prominent factor eroding confidence in the government and use of private companies has furthered negativity

Frequent changes to COVID-19 policies and guidelines have been the most prominent concern and have eroded confidence in the government

*“U turn after U turn, is a result of them guessing and not looking at long term plan. The message they have been sending out is confusing and contradicts previous messages.”*

*“The government don’t seem to have a plan and are too late or wrong on pretty much every decision so far, including making numerous u turns on poor decisions. Completely incompetent.”*

*“It has been pantomime politics since Covid-19 first emerged in Europe - yes we will, no we won’t, constant change with decision made in such a delayed manner that they have had little impact.”*

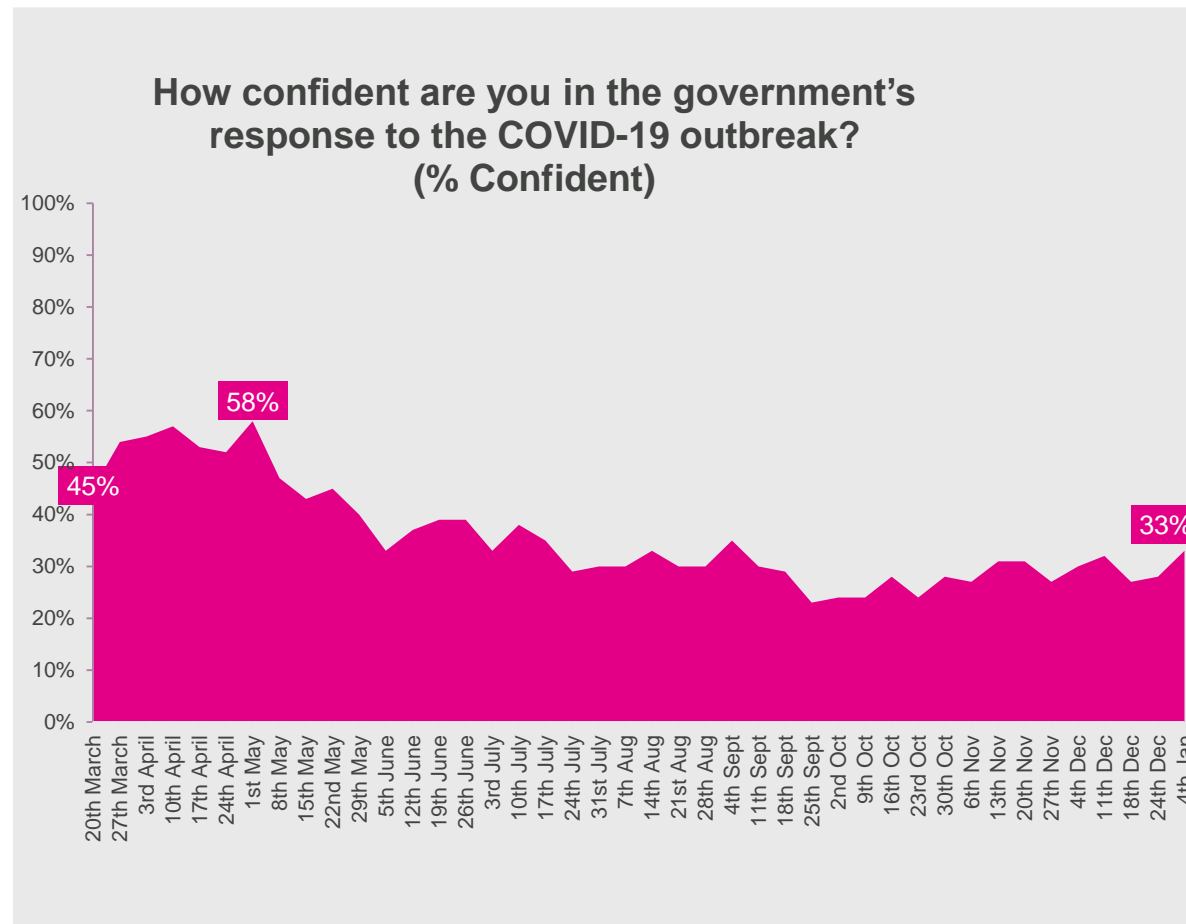
*“As the advice keeps changing all the time and it’s hard to keep up with the rules and regulations”*

**There is disdain for the use of private companies in recent government initiatives**

*“In all cases of doubt always follow the money..... And we can see contracts awarded without due diligence and tender being awarded to personal connections of government ministers”*

*“Awarding contracts to friends, making acquaintances rich while the ordinary people have to suffer.”*

*“failed at every level except for helping donors and family and friends line there pockets”*



# There is sympathy for the government, with many blaming those breaching government policies, and the vaccine rollout is giving cause for optimism

Contempt for people not adhering to COVID-19 guidelines remains prominent and there is a perception that the government are not adequately punishing those breaching guidelines

*“Doesn't help that a minority of idiots don't believe the rules apply to them and also that people deliberately trying to find loop holes when the advice is relatively straight forward.”*

*“It's not the government that have caused the problems it's the general public”*

*“the government are doing all they can to help prevent the covid. You get idiots that do not believe in it so cause mayhem”*

*“I think they are mostly doing okay under the circumstances. Half the restrictions wouldn't have been necessary if people had behaved responsibility. You can make all the rules you like, but if people don't follow them, it's an upward battle.”*

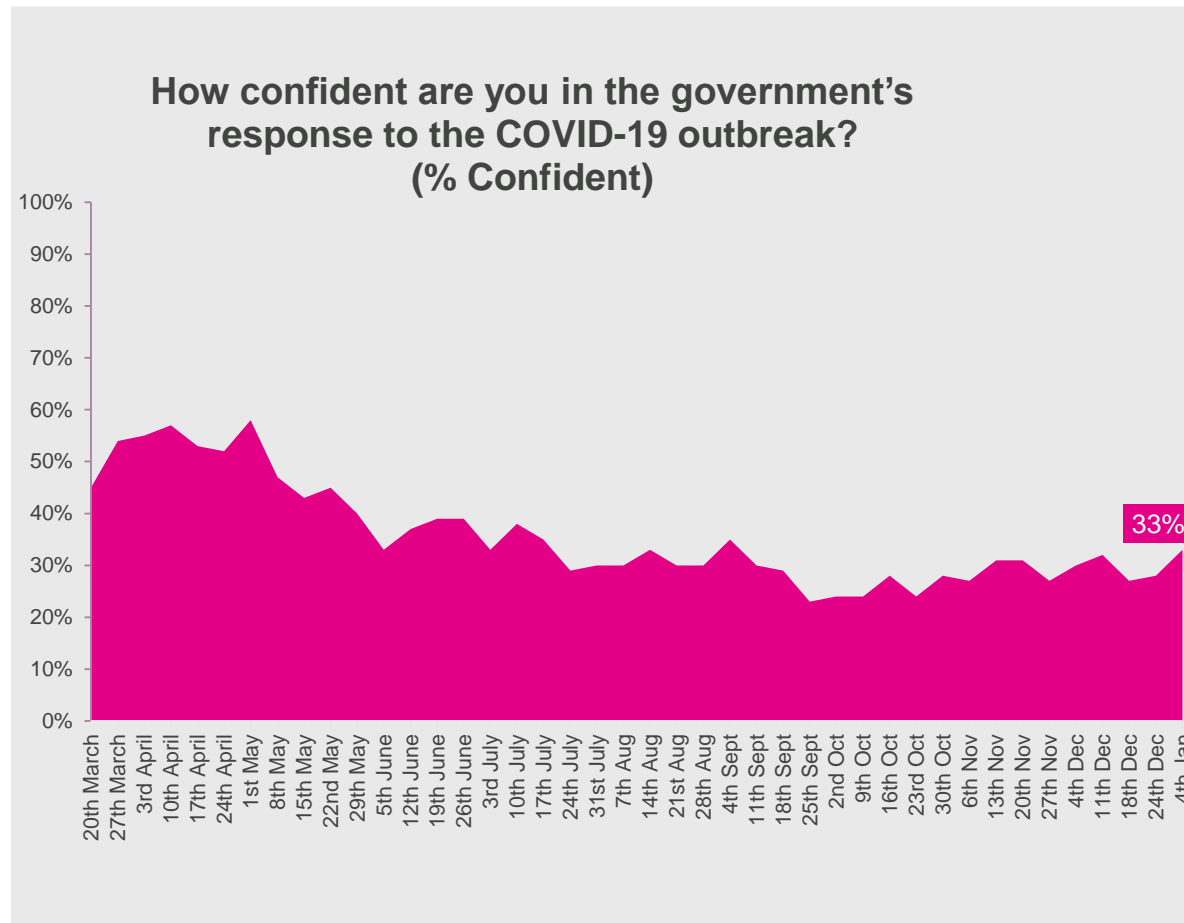
*“Did not use the Police or army to ensure everybody was 100% co-operative. Did not punish those that broke the rules.”*

The rollout of COVID-19 vaccinations has aided renewed confidence in the government and improved optimism

*“With the start of the vaccine I am happier now progress can be made to start getting back to normal”*

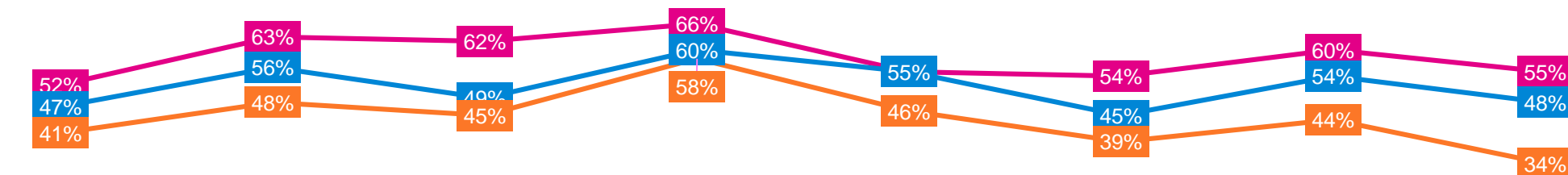
*“we can see the light at the end of the tunnel, but people still have to do their bit”*

*“I think the effort to produce and deliver vaccines has been outstanding.”*



# Optimism of being able to do activities and go on UK & abroad holidays has dropped this week after the announcement of Lockdown #3

The extent to which people agree that news around a potential vaccine for COVID-19 in 2021 has made them optimistic about:  
(Net Agree %)



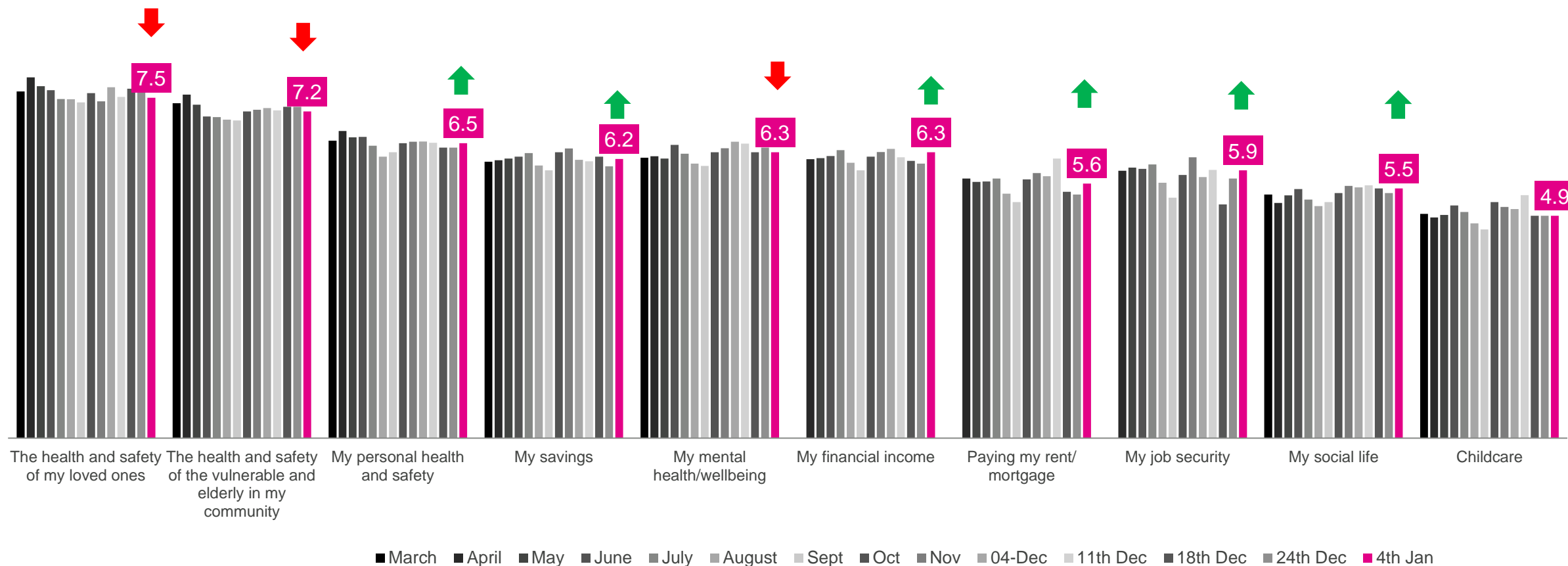
Returning to activities that I stopped/delayed because of COVID-19

Being able to go on holidays in the UK

Being able to go on holidays abroad

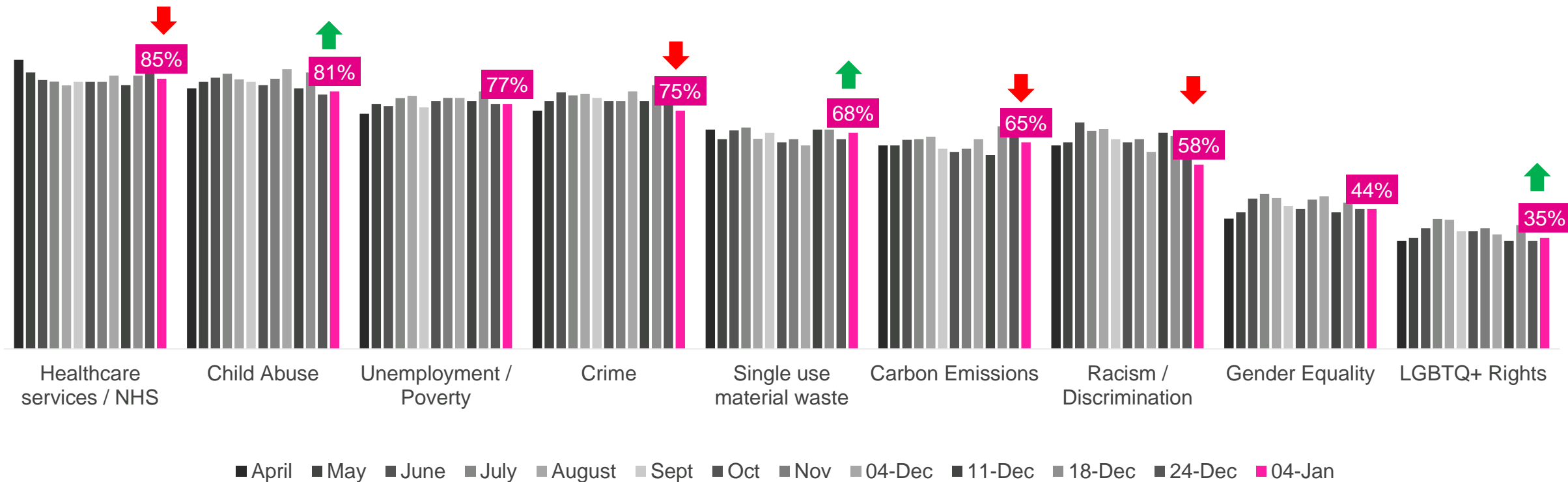
# Concerns around job security have increased over the last couple of weeks, along with financial income and savings seeing a slight increase this week

Thinking about your personal life, on a scale of 1-10, how concerned are you about the following aspects of your life?  
(1=Not at all – 10=Very concerned)



# The nation's main concern coming into the New Year continues to be the Healthcare services and NHS

How concerned are you about the following topics?  
(Concerned / Very Concerned)



Source: OMD Radar Survey. Pre-Pandemic:12,076, 13/03:246, 20/03:488, 27/03:480, 03/04:503, 10/04:501, 17/04:501, 24/04:500, 01/05:500, 08/05:500, 15/05:500, 22/05:500, 29/05:500, 05/06:500, 12/06:500, 19/06:500, 26/06:500, 03/07:500, 10/07:500, 17/07:250, 24/07:250, 31/07:250, 07/08:250, 14/08:250, 21/08:250, 28/08:250, 04/09:250, 11/09:250, 18/09:250, 25/09:250, 02/10:250, 09/10:250, 16/10:250, 23/10: 254, 30/10: 250, 06/11:250, 13/11:251, 20/11:250, 27/11:265, 4/12:250, 11/12:250, 18/12: 250, 24/12: 250, 04/01: 250.

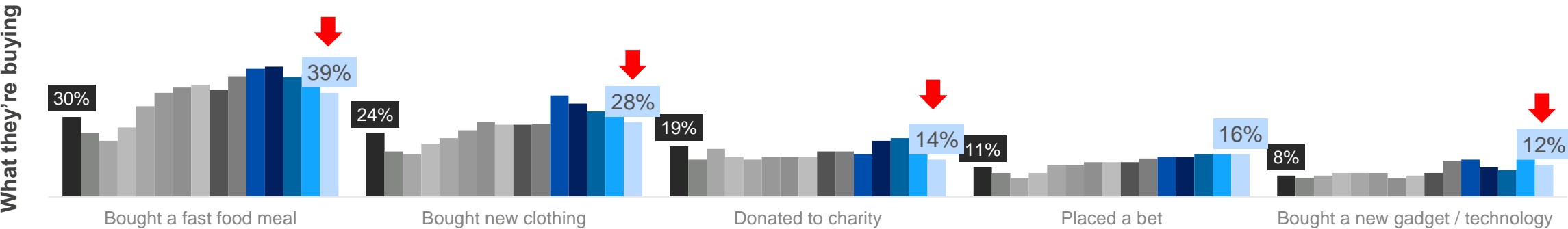
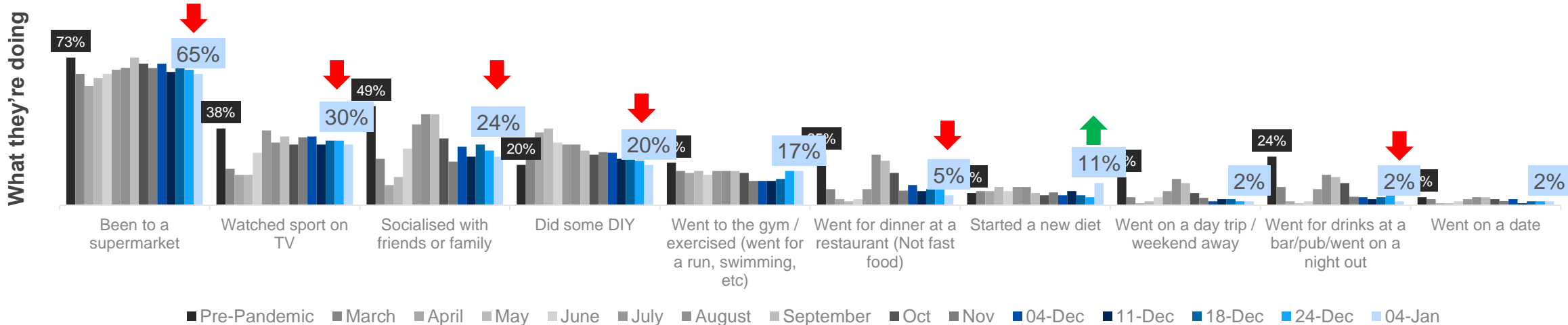


# Changes in Behaviour

# As we enter the new year, those starting new diets has surged from 4% to 11%, and buying a fast food meal has dropped 9ppts since early December

Charitable contributions experienced a rise in the run up to Christmas but have returned to below pre-pandemic levels in the new year

% who have done the following activities in the past 7 days

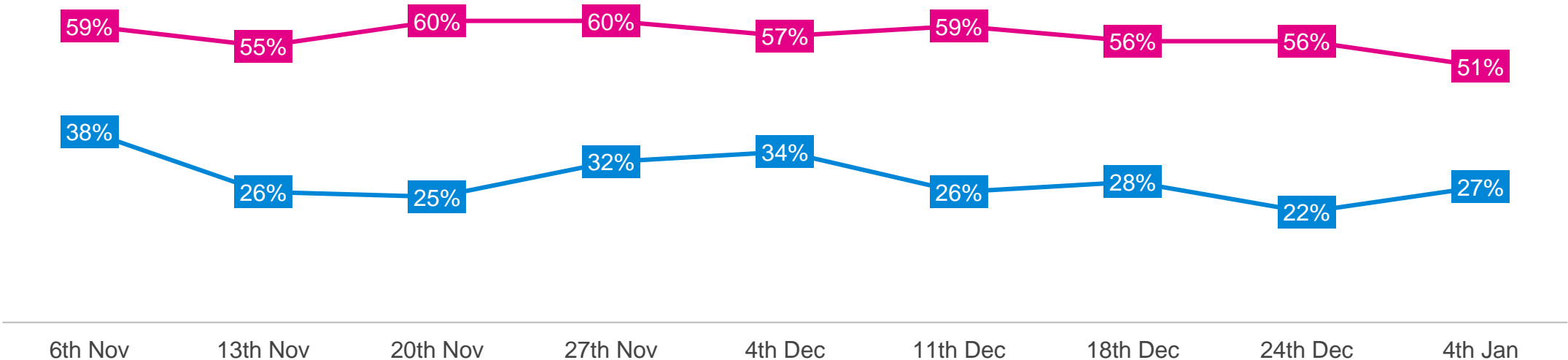


Source: OMD Radar Survey. Pre-Pandemic:12,076, 13/03:246, 20/03:488, 27/03:480, 03/04:503, 10/04:501, 17/04:501, 24/04:500, 01/05:500, 08/05:500, 15/05:500, 22/05:500, 29/05:500, 05/06:500, 12/06:500, 19/06:500, 26/06:500, 03/07:500, 10/07:500, 17/07:250, 24/07:250, 31/07:250, 07/08:250, 14/08:250, 21/08:250, 28/08:250, 04/09:250, 11/09:250, 18/09:250, 25/09:250, 02/10:250, 09/10:250, 16/10:250, 23/10: 254, 30/10: 250, 06/11:250, 13/11:251, 20/11:250, 27/11:265, 4/12:250, 11/12:250, 18/12: 250, 24/12: 250, 04/01: 250.

# Fewer people are reporting to be actively trying to support local businesses

To what extent do you agree with the following statements?  
(Net Agree %)

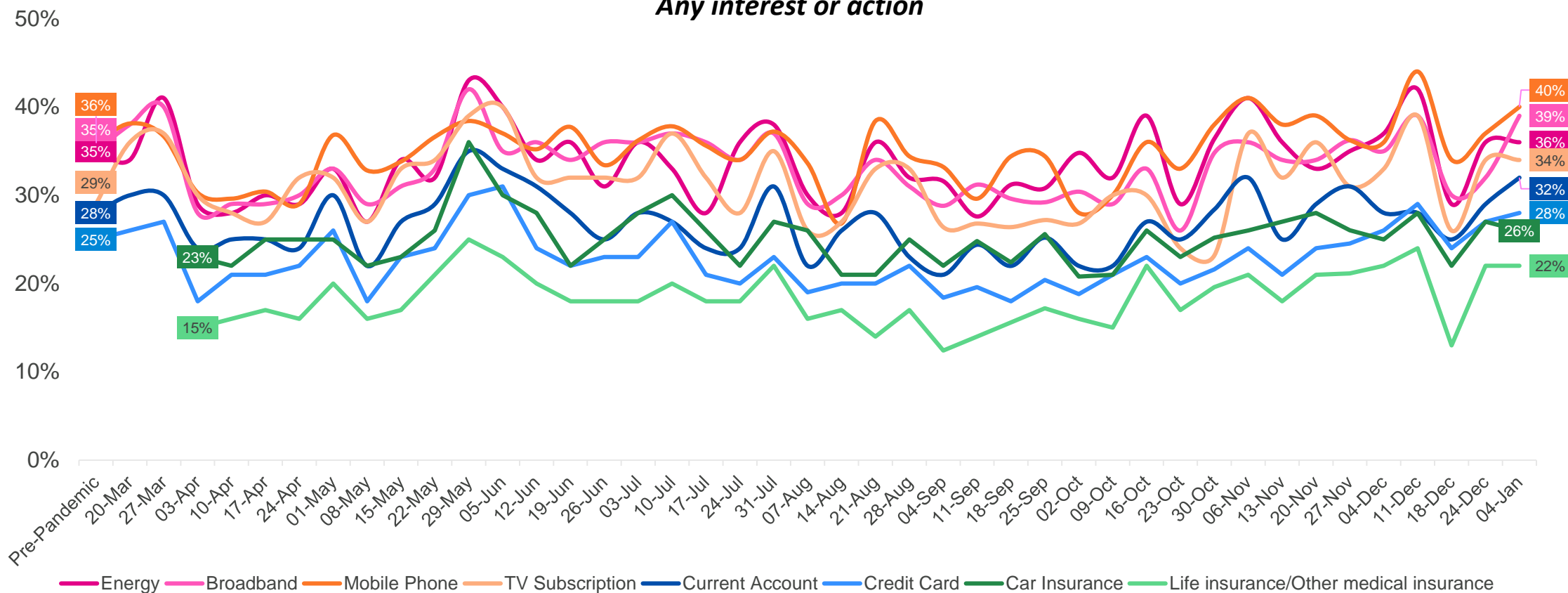
I am actively trying to support local businesses more during the COVID  
Pandemic



# Interest in switching subscriptions or services has increased for mobile phones, almost matching that of its highest amount on 11<sup>th</sup> Dec

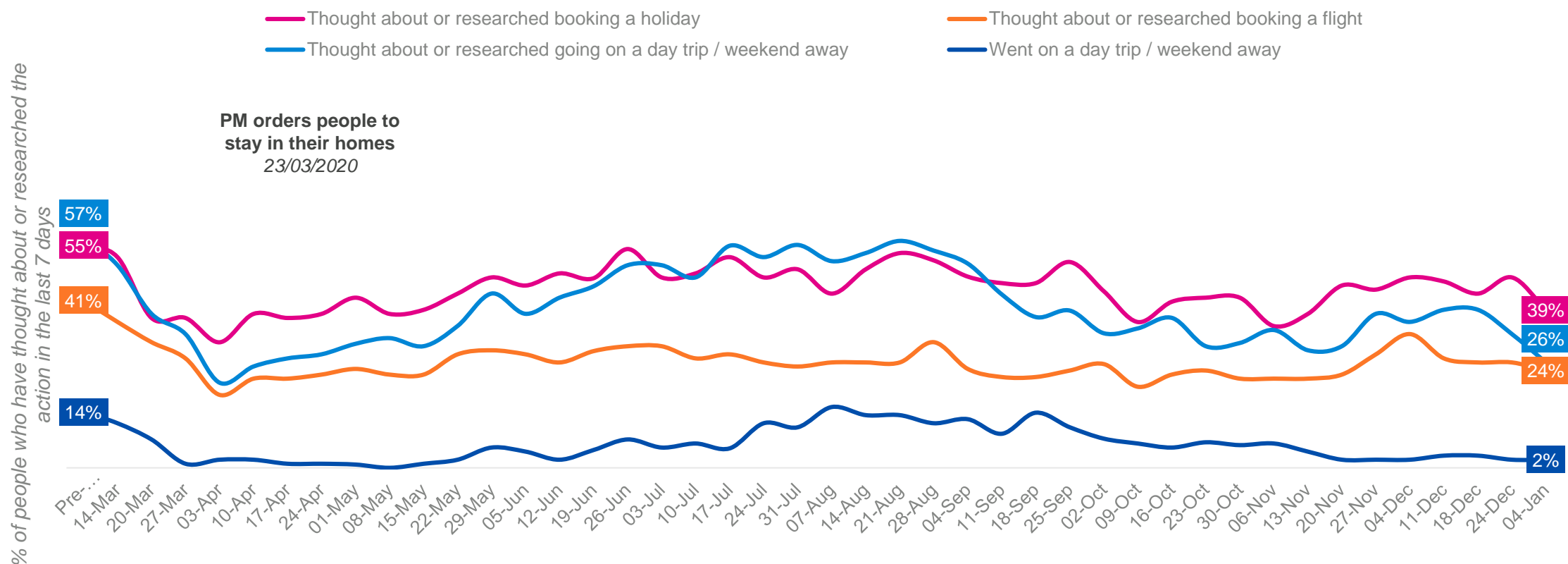
Have you talked about, researched, bought any of the following in the past 4 weeks?

*Any interest or action*



# Researching holidays has declined in the new year (-8ppts), as well as a decline in interest in day trips/weekends away (-7ppts)

Looking at the different activities listed below, in the past 7 days which have you thought about and or researched if at all?  
Which of the below, if any, have you done or have happened to you in the last 7 days? – Went on a day trip





# Festive Insights 2020

# OMD's Predictions for Christmas 2020

In June this year we set out some predictions for what the festive period would look like, based on Insights gathered from our 2019 Cracking Christmas research through the lens of a pandemic



**We split our predictions up into two areas:**

1. What we thought would **stay the same** as the 2019 festive period.
2. What we thought **may change**, due to the impact of the Coronavirus.

The insights were based on weekly Radar data which covered 29th November 2019 - 3rd January 2020.

For this Radar report, we have revisited the predictions that we made in June to test whether our hypotheses were correct.



# OMD's Predictions for Christmas 2020

## What will likely stay the Same

The same people will take the brunt of hosting, but there will be fewer people around the table

Spending time with family will continue to make Christmas feel special, with grandparents being cherished even more this year

Upgrading and adding variety will continue to be part of a grocery shopping tradition as per 2019

## What will likely change for 2020

Fewer people travelling, with 2020 becoming the year for starting new traditions

2020 seeing us appreciating and adopting a new perspective

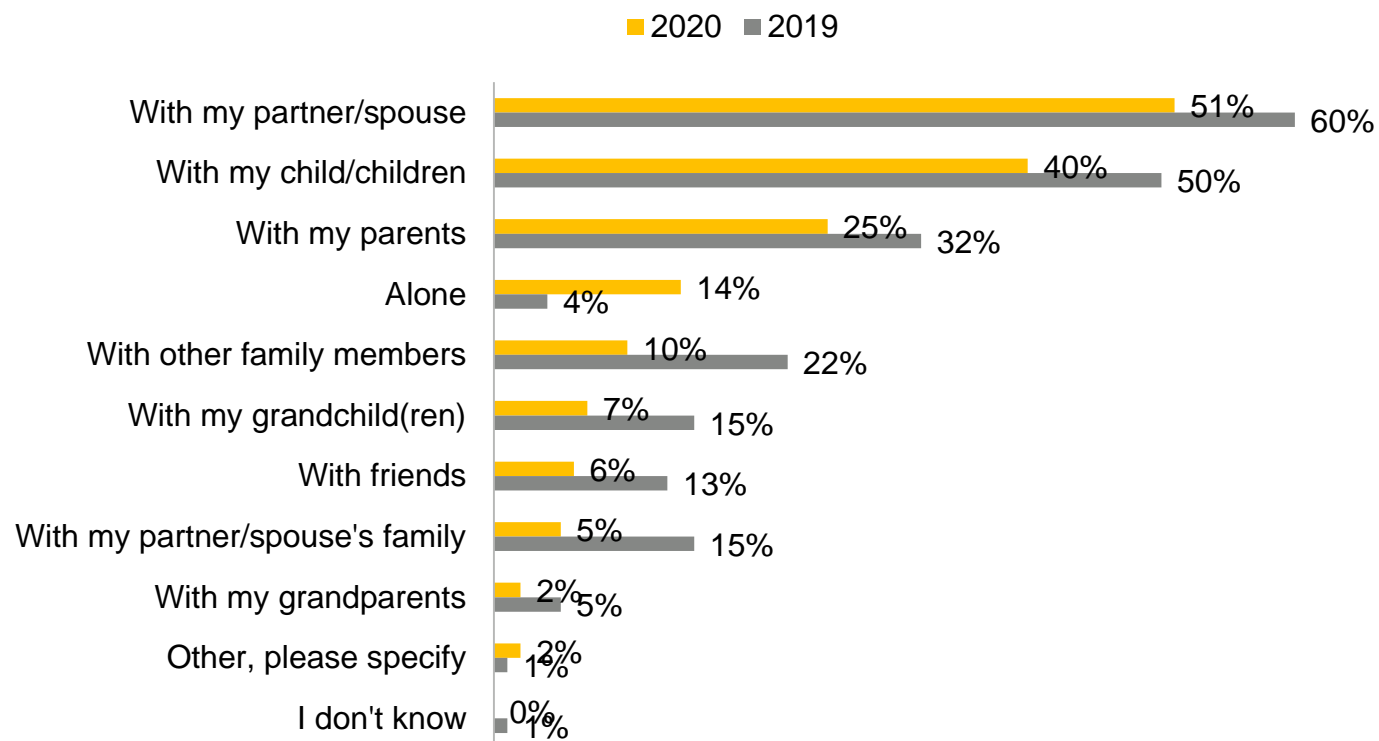
A shift onto online shopping over in-store

Christmas could be an even bigger bonanza, with more people spending on groceries and presents

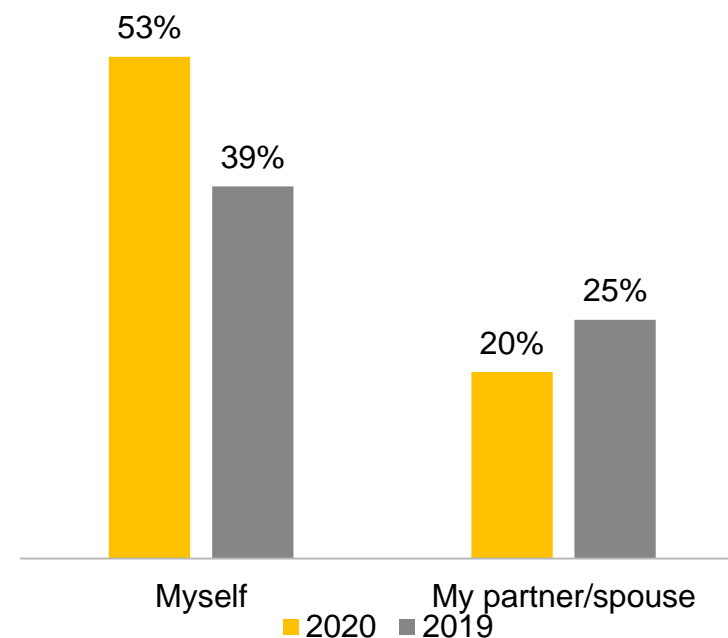
# With fewer people coming together to celebrate Christmas this year, more people took on the role as “host” compared to last year

Those spending Christmas alone increased from 4% in 2019 to 14% in 2020, a huge increase of 10ppts

## With whom did you spend Christmas in 2020?



## Who hosted Christmas in 2020?

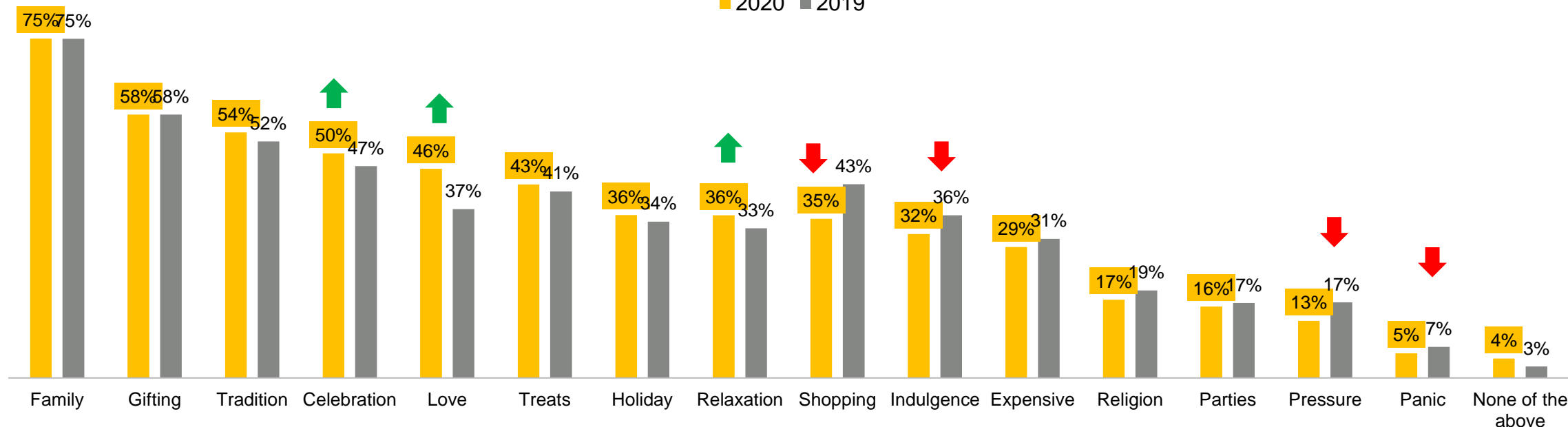


# Despite spending Christmas with fewer people this year, Christmas continues to be synonymous with Family

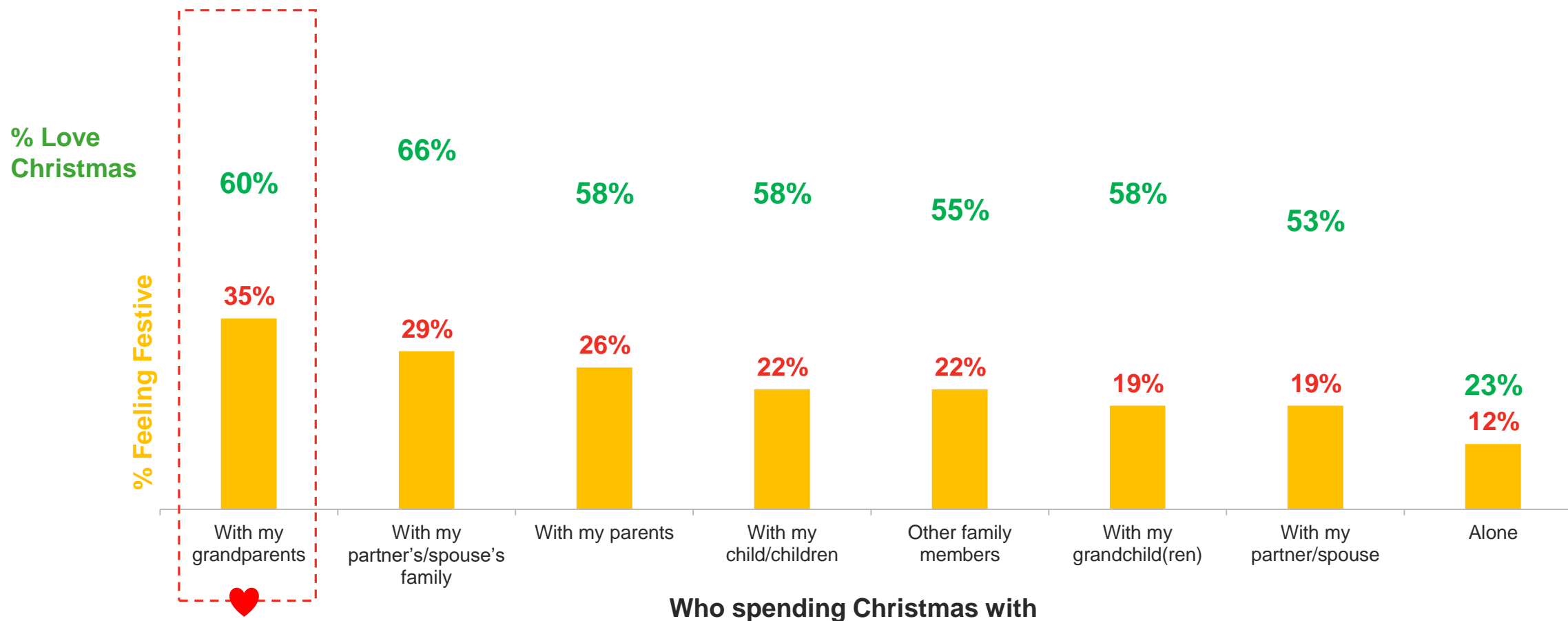
Compared to 2019, Christmas is significantly less likely to be associated with shopping and significantly more likely to be associated with Love

## What does Christmas mean to you? Please select all that apply.

■ 2020 ■ 2019

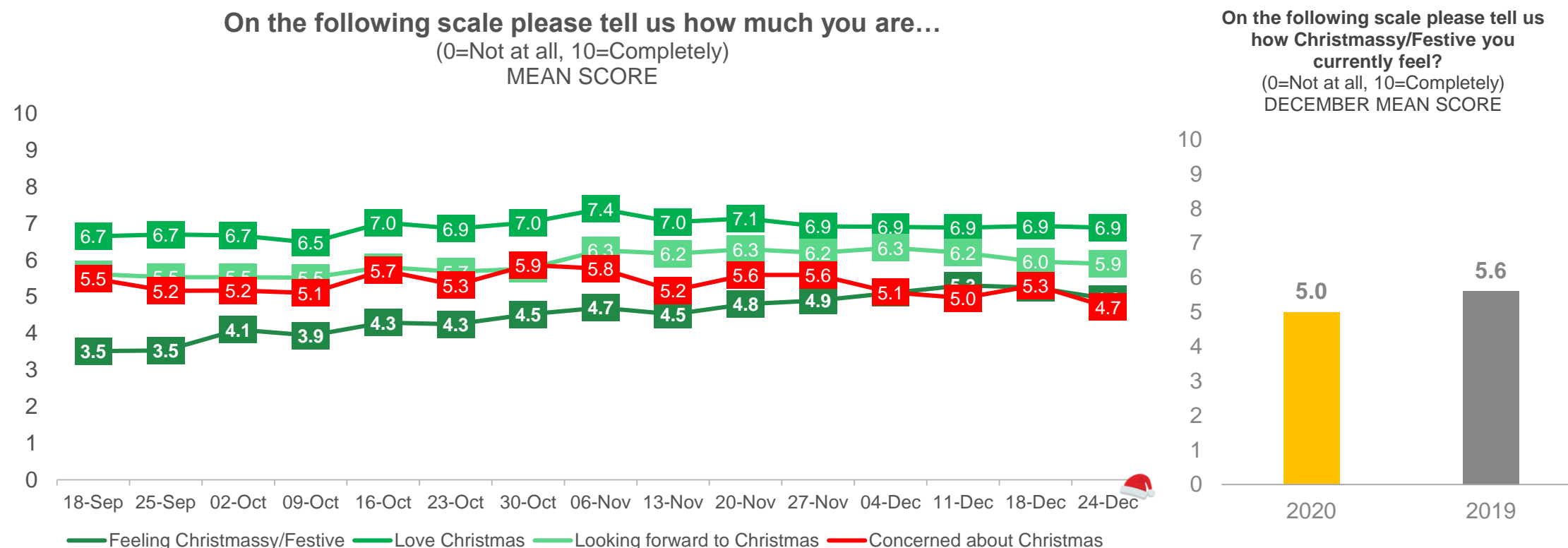


# Grandparents continue to make the season even more special, with people feeling most festive when spending Christmas with them



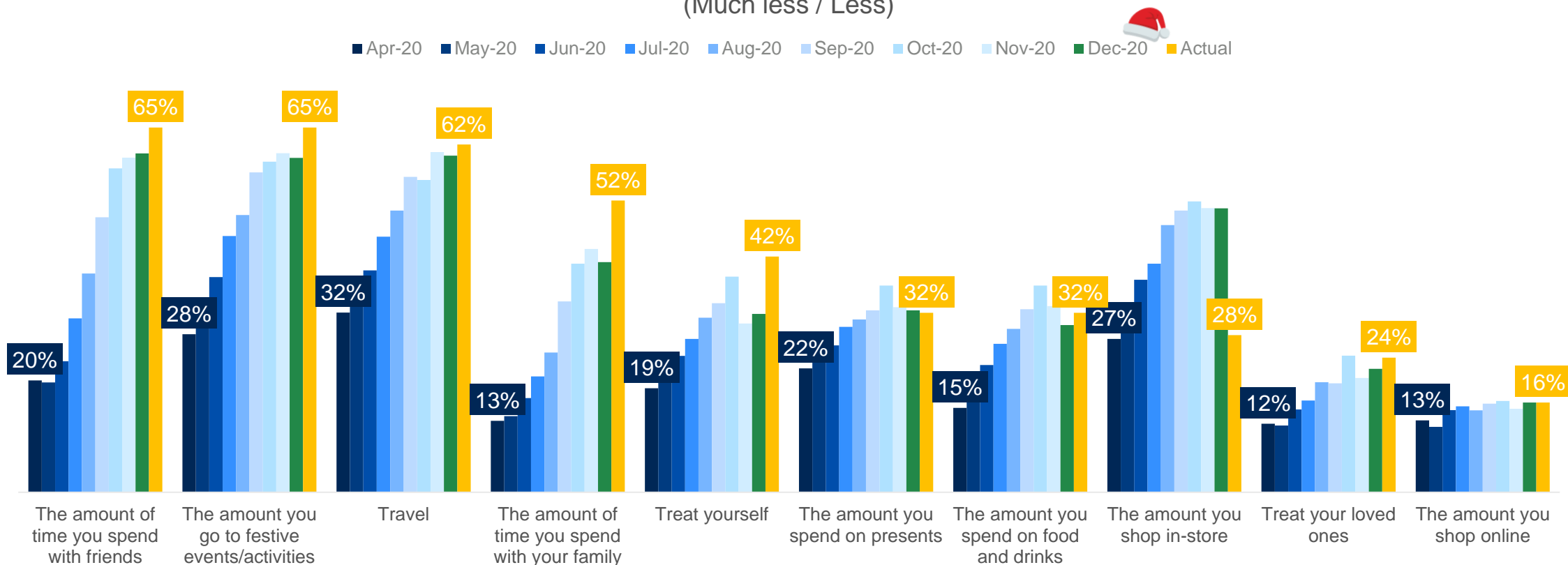
# Peak Christmassy/Festive feeling was experienced in the two weeks before Christmas but the nation felt less festive in 2020 than in 2019

The extent to which people love or hate Christmas and the extent to which they are looking forward to Christmas has plateaued, with minimal change in the last 5 weeks



# As months went on, and we went through several lockdowns, expectations of doing fewer Christmas activities, and spending less time with family increased

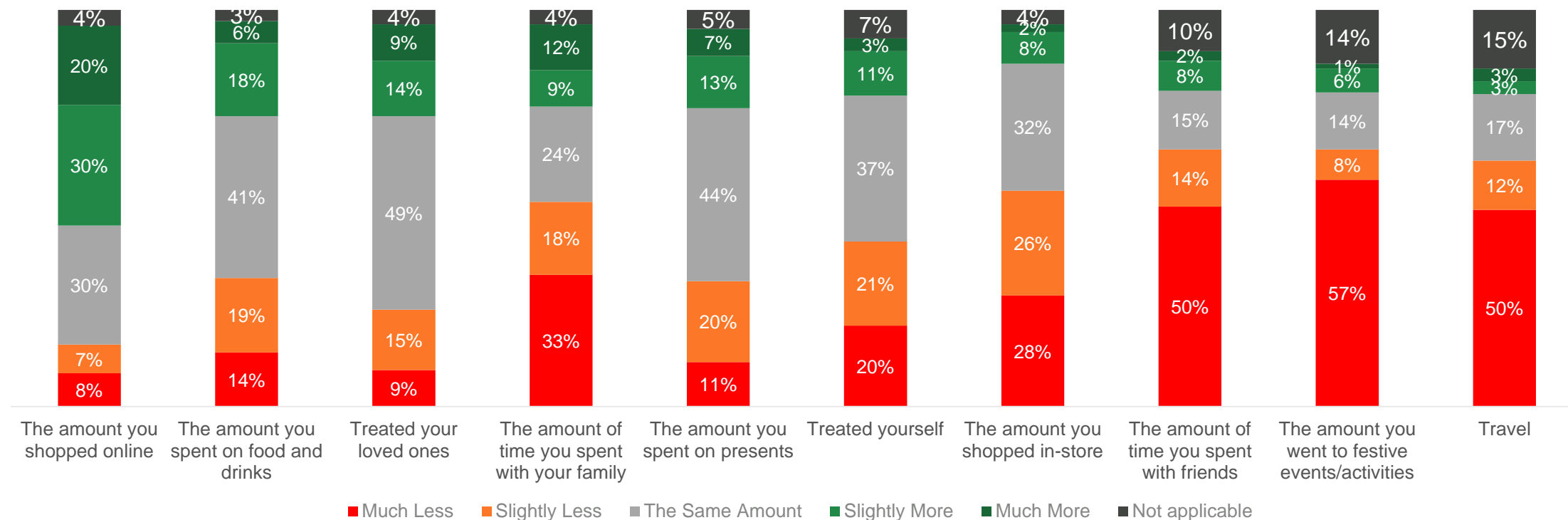
Thinking about Christmas 2020, do you think you have done/will do more or less of the following actions compared to Christmas last year?  
(Much less / Less)



# Reflecting on the festive period this year, half of the nation shopped more online, and half spent less time with family

Many predicted these changes in the lead up to Christmas, but time spent with family was even lower than expected (-10ppts). Spending on food and drink was split, with a third having spent less on food and drinks, and a quarter reporting to have spent more.

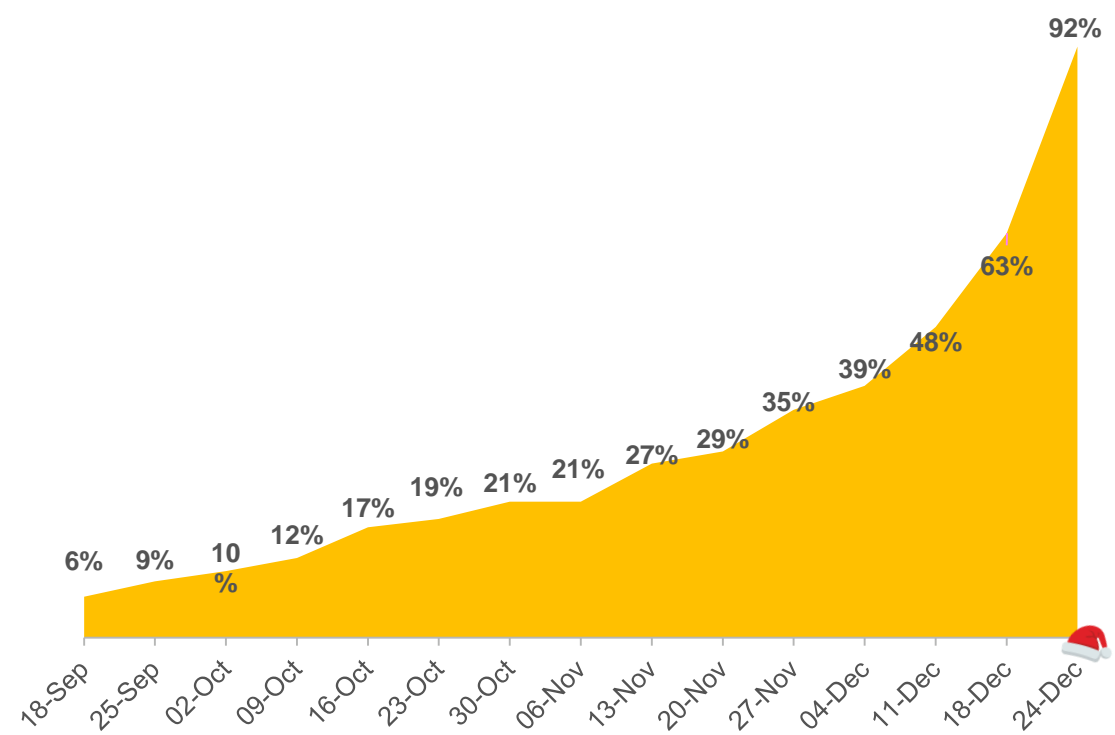
Reflecting on Christmas 2020, do you think you did more or less of the following actions compared to Christmas 2019?



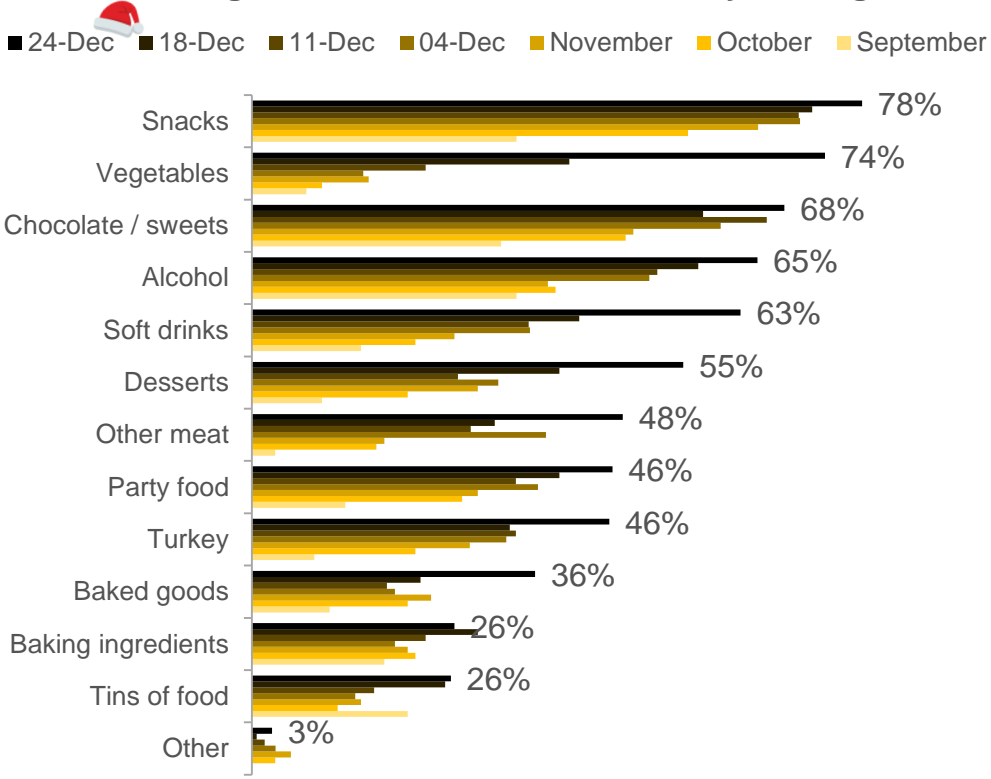
# The week between the 18<sup>th</sup> December and 24<sup>th</sup> December saw the biggest surge in grocery shopping

2 in 3 of those who have bought Christmas groceries have purchased chocolate/sweets

Have you bought any Groceries for Christmas yet?  
(e.g. food, drinks or snacks)  
Yes

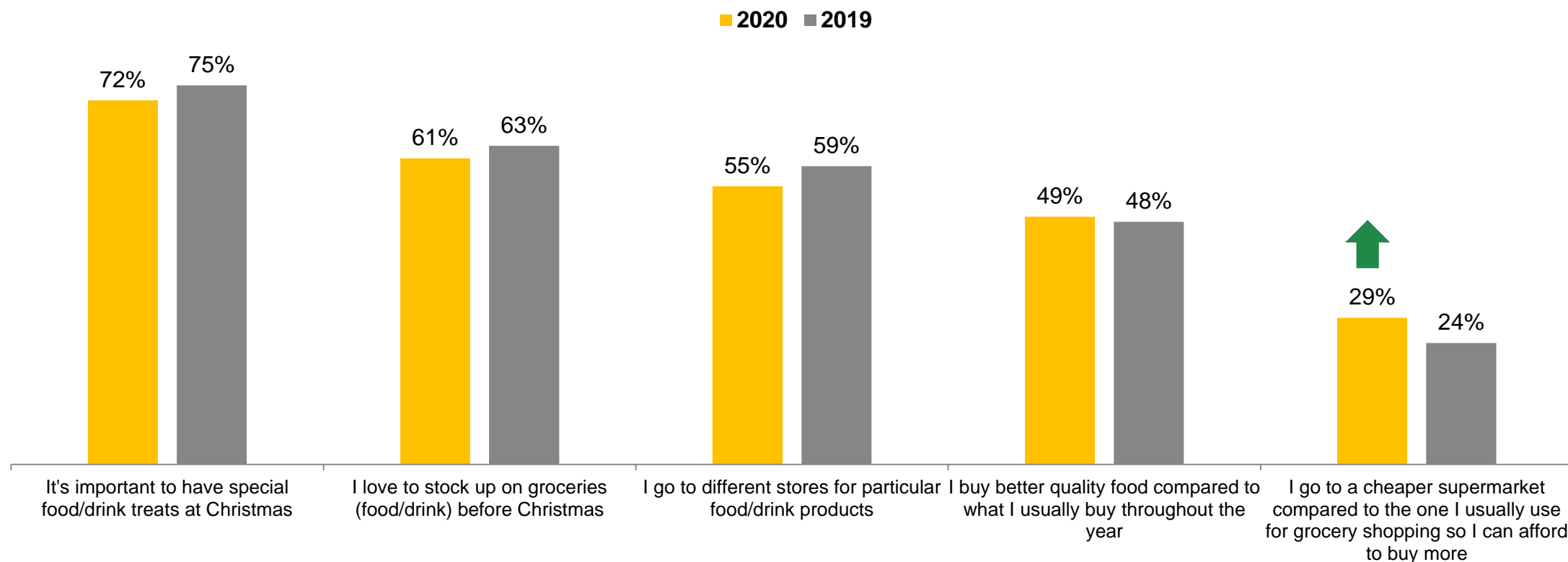


You said you have bought Groceries for Christmas, which \*  
of the categories below best describe what you bought?



# Special food is still very much a grocery tradition, as well as half the nation buying better quality food compared to the rest of the year

To what extent do you agree with the following statements about festive/Christmas grocery shopping?  
(Completely Agree / Tend to Agree)

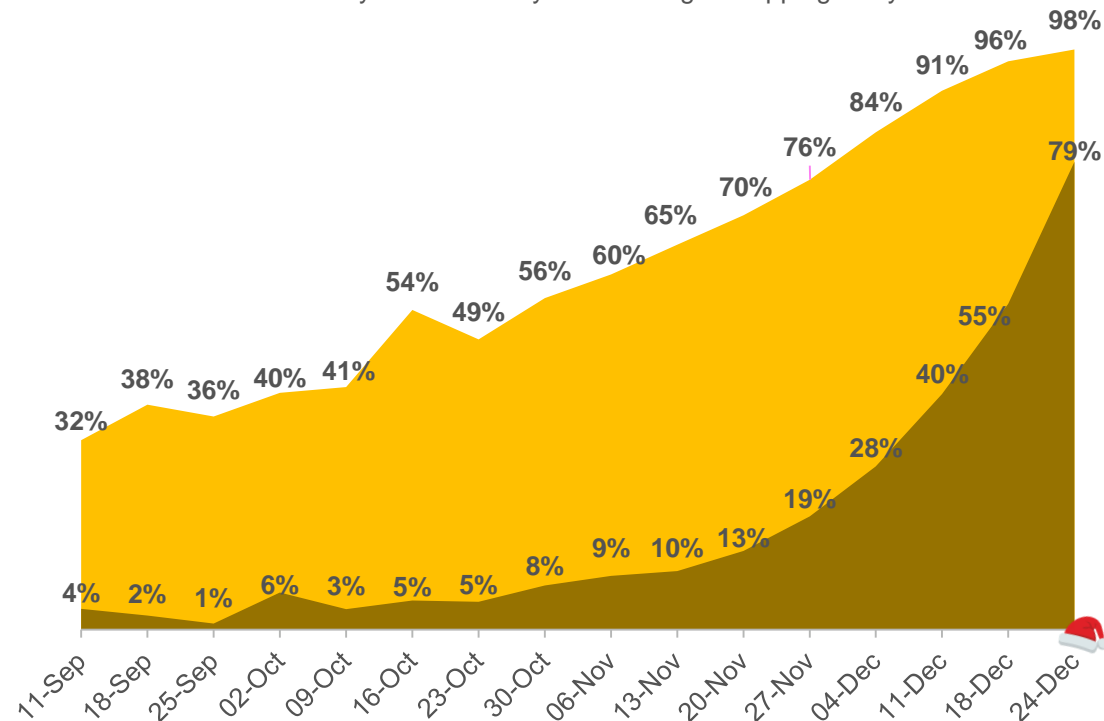


# Over half of Brits had finished their Christmas shopping by 18<sup>th</sup> December in 2020

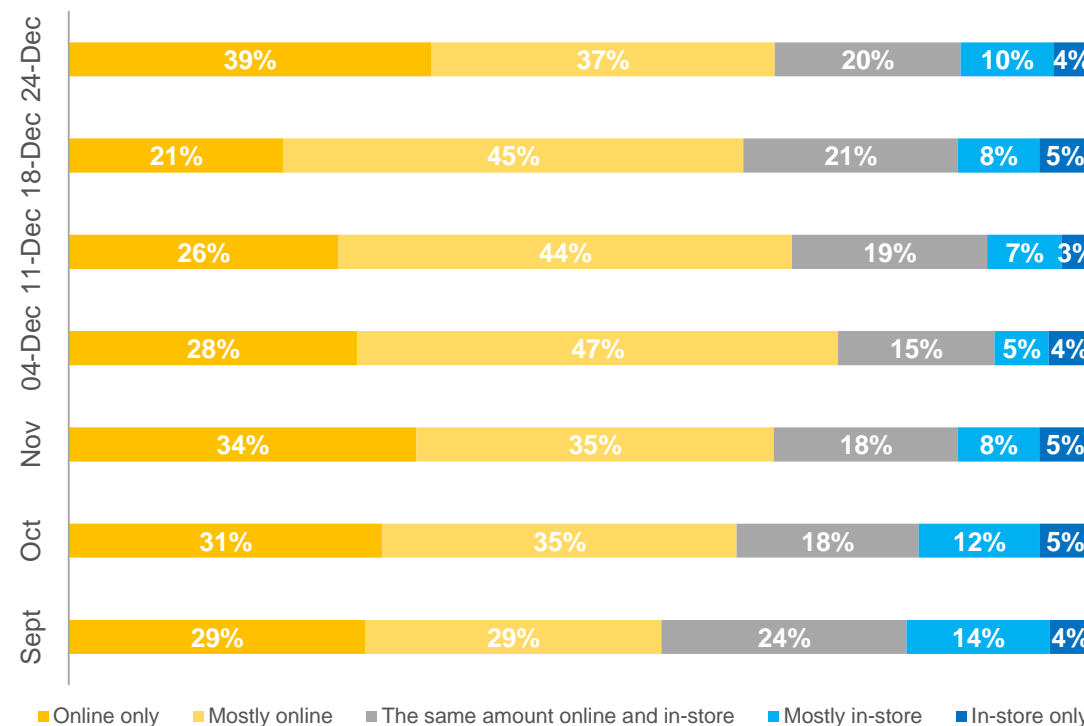
2 in 5 people said they had used online methods only to purchase Christmas presents by Christmas Eve

## Christmas Gift Purchases\*

- Purchased a Christmas present in 2020
- I have already done all of my Christmas gift shopping this year



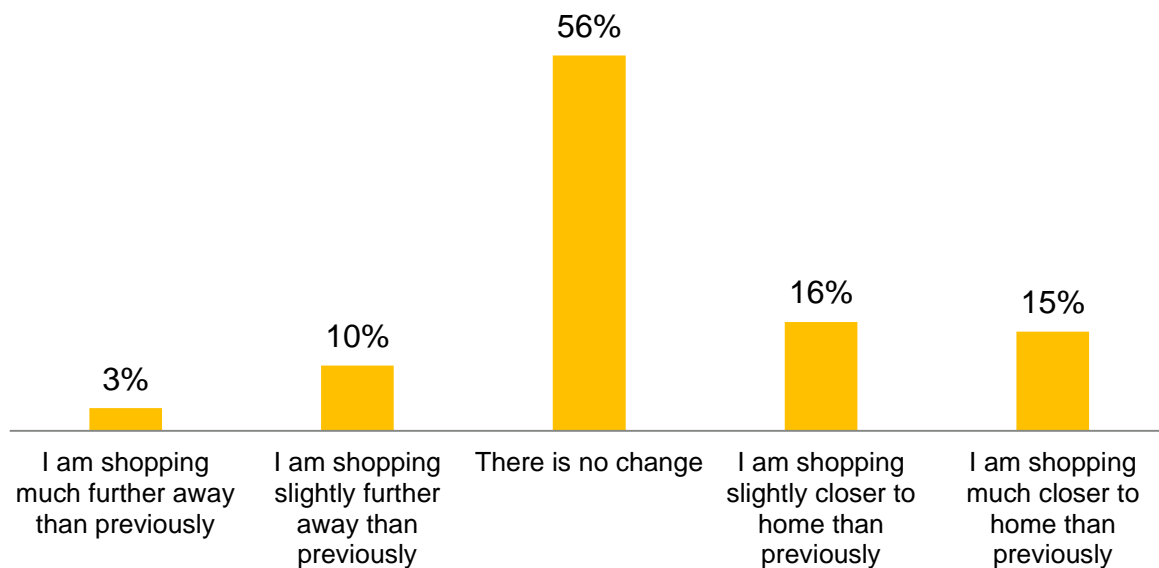
## For the Christmas gifts you have bought so far, which best describes how you've purchased them? \*\*



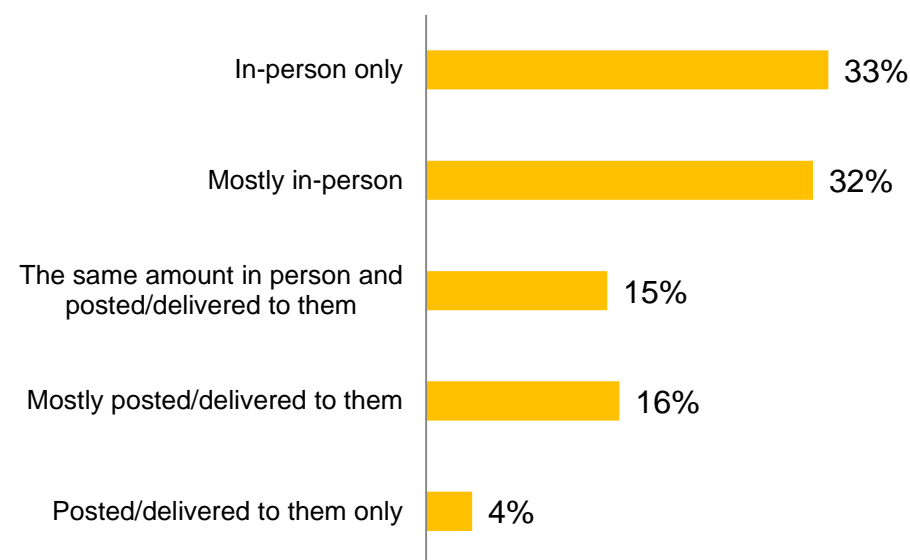
# Most people haven't changed how far they travel to buy their presents, and 65% say they mostly or only exchanged presents in person

Around a third of the nation said that they have shopped closer to home than previously this year

Thinking about Christmas gifts that you have bought in-store, how far have you travelled compared to your Christmas gift shopping last year?



For the Christmas gifts that you bought for Christmas 2020, which best describes how you are giving them to the recipient(s)?

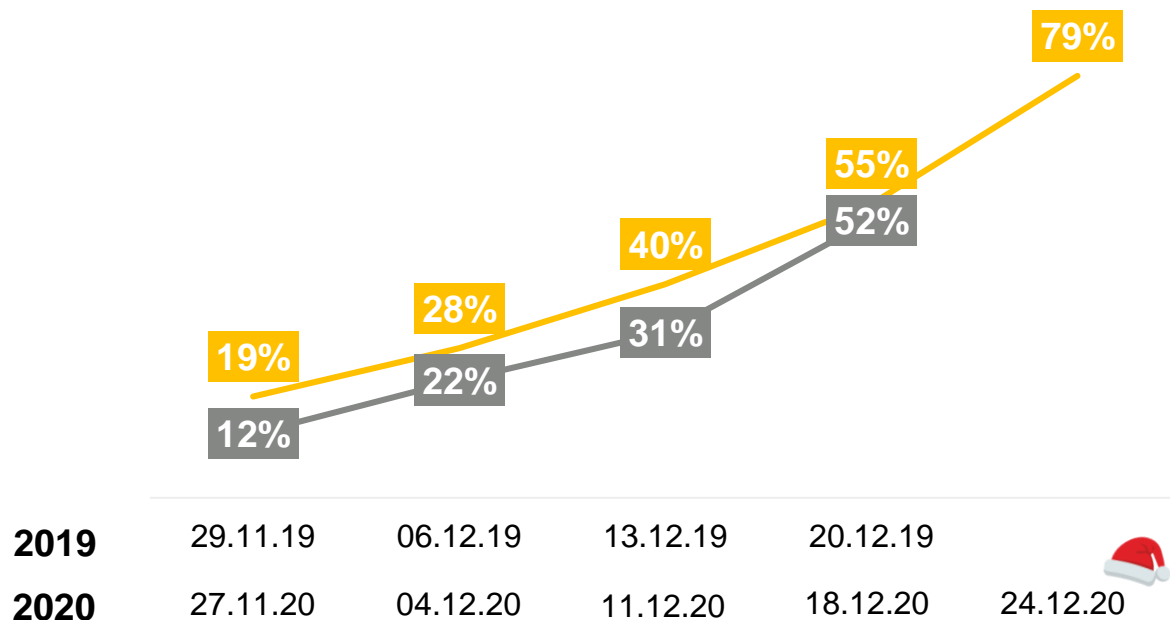


# Christmas shopping in 2020 picked up slightly earlier than 2019, but the amount spent remained relatively similar

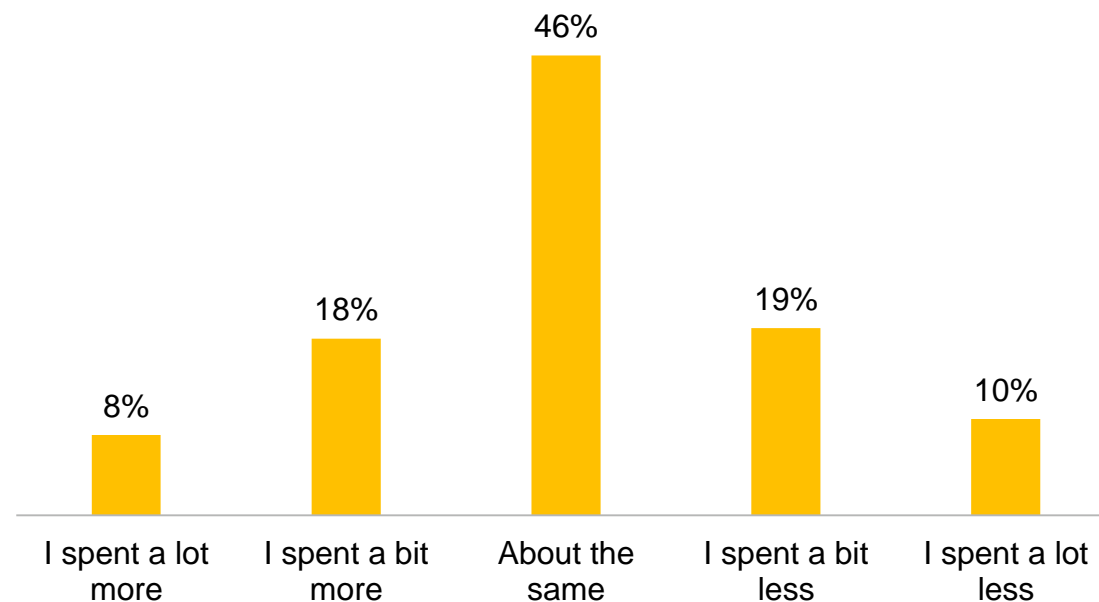
Over 50% more people had finished their Christmas shopping by late November compared to 2019

% Who have already done all of their Christmas shopping

— 2019 — 2020

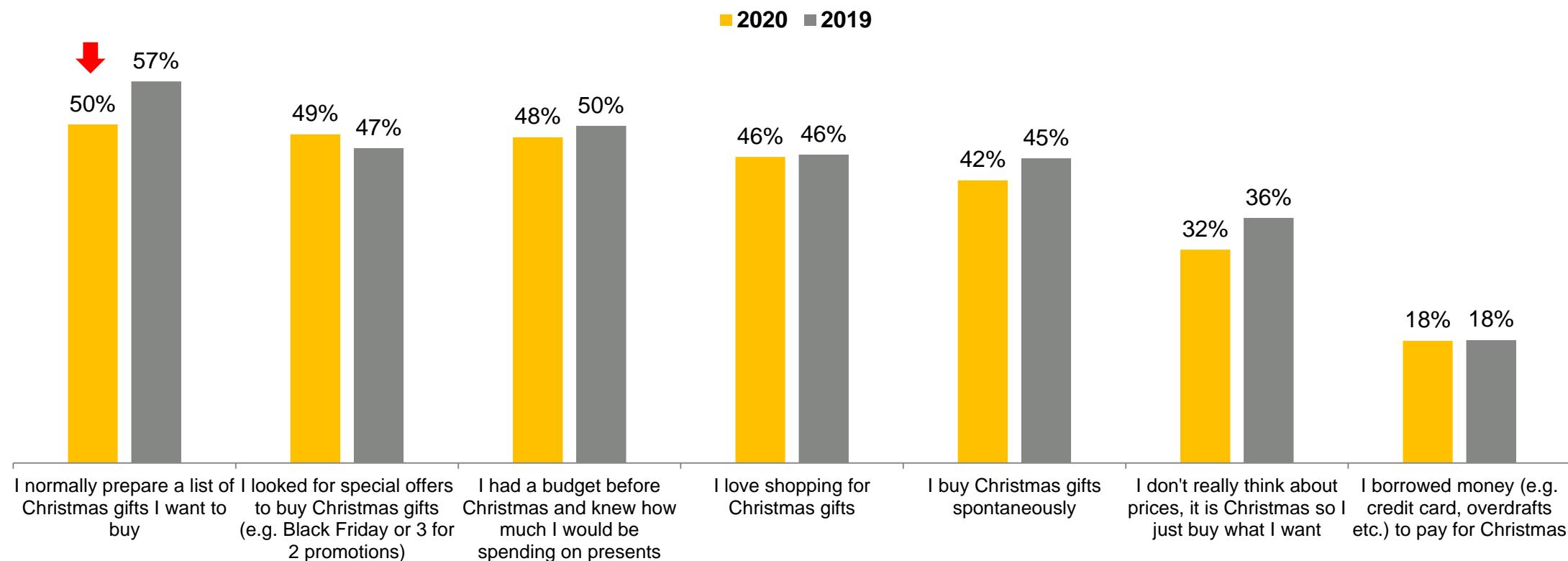


How do you think your spending on Christmas presents compared to 2019?



# Attitudes to Christmas gifting were relatively unchanged from 2019, with many people preparing lists, searching out for special offers and setting budgets

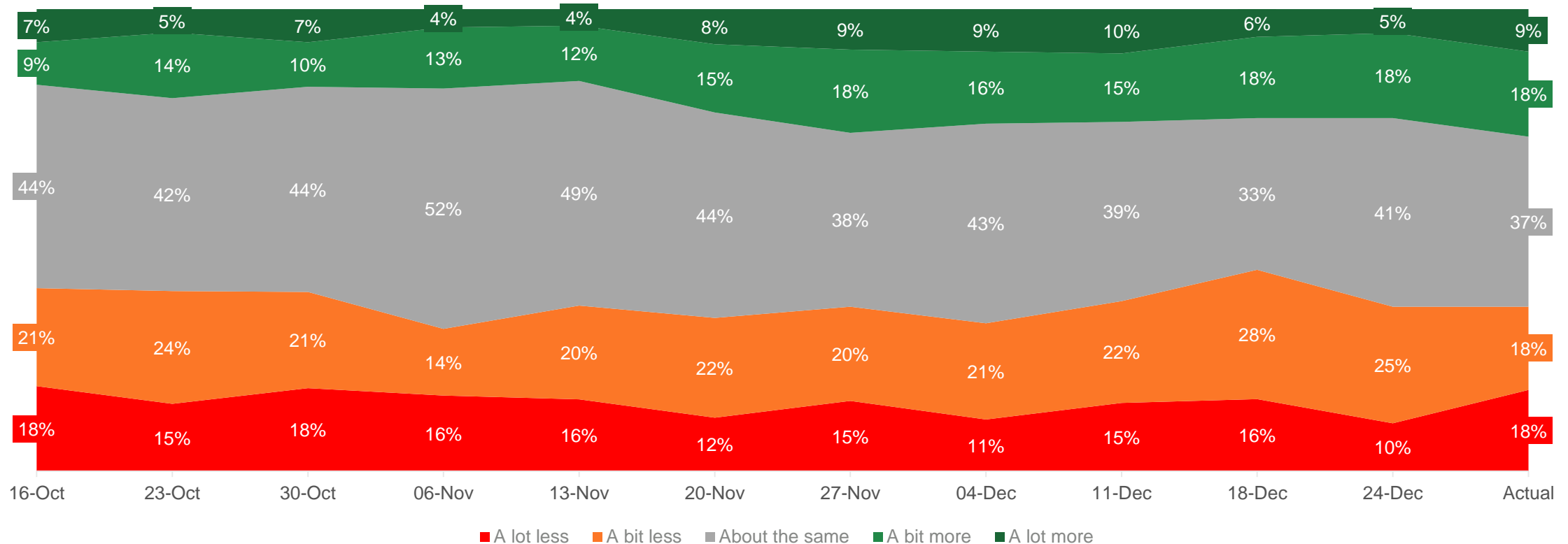
To what extent do you agree with the following statements about Christmas gifting?  
(Completely Agree / Tend to Agree)



# Christmas spending was split, with 36% of people claim to have spent less on Christmas overall in 2020 than in 2019 and 27% claiming to have spent more

Many predicted spending less in the lead up to Christmas but expectations to spend more began to increase in mid-November and remained constant. Overall, 27% of people spent more on Christmas 2020 than Christmas 2019

How do you think your spending on the Christmas period overall will compare to last year?



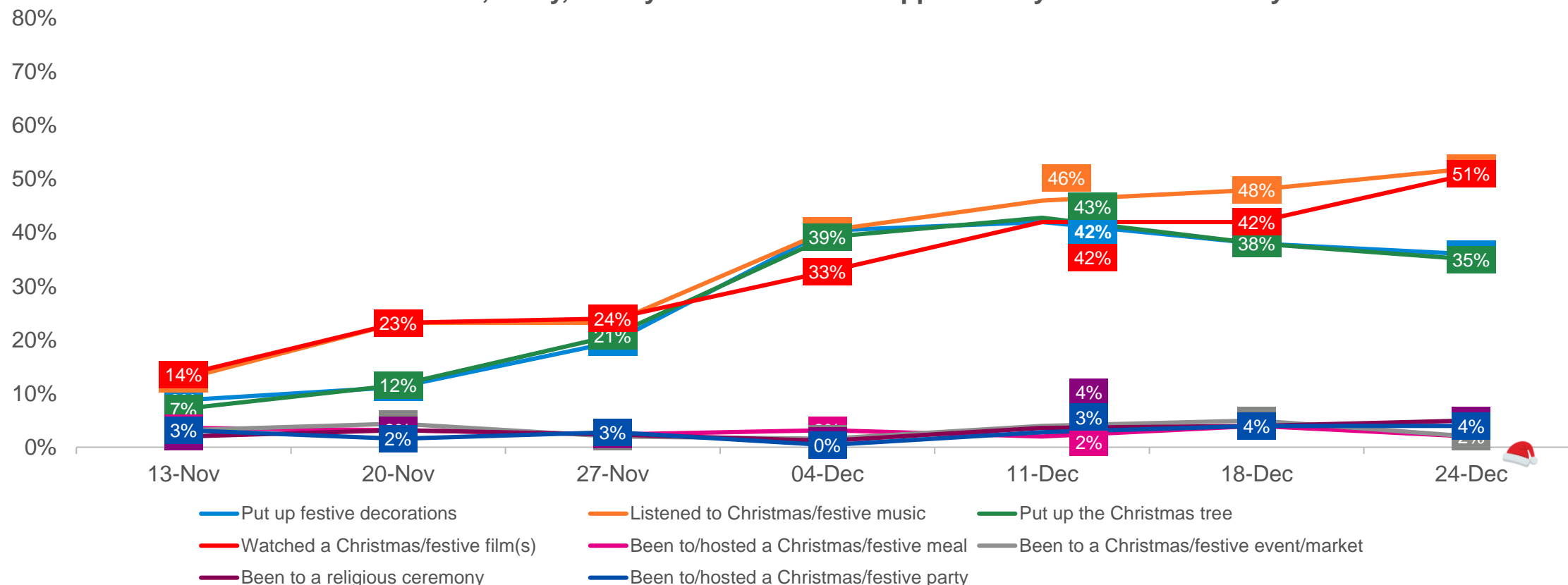
# Unsurprisingly, travelling was halted this year with fewer people spending Christmas away from home



# Half of the nation were engaging in Christmas content in the week prior to Christmas Day

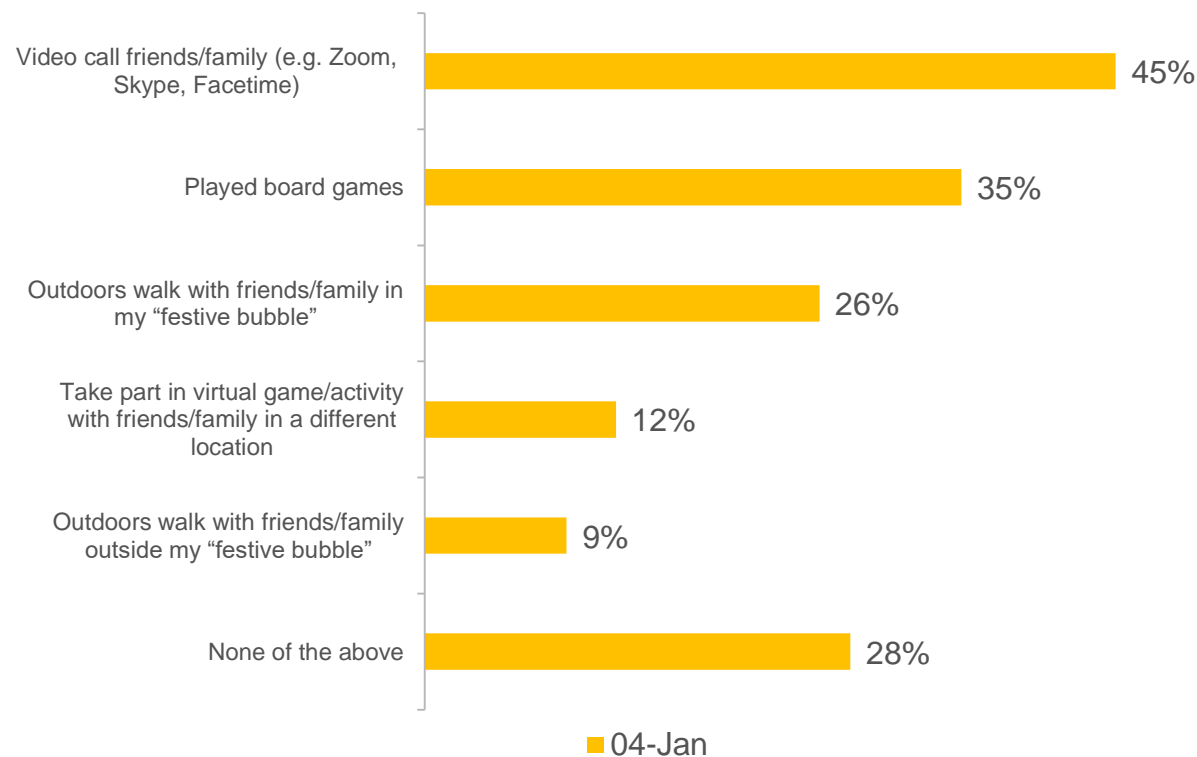
Christmas parties, events and ceremonies remained low across November and December

Which of the below, if any, have you done or have happened to you in the last 7 days?



# Nearly half report making video calls with family over the festive period

Over the festive period, which of the following, if any, did you do?



*"As most of us are in tier 4 now, my most favourite part was watching the kids open their presents whilst having a FaceTime with our parents so they did not miss the big day"* M, 35-44

*"We used video calling to see family and even though it was nowhere near the same as real life, it was still nice to be able to see everyone and see what they were all doing for Christmas at home"* F, 18-34

*"We adapted by having a huge lie in on Christmas day.. we visited my mum (in my bubble) and doorstep visit off others, with zoom calls to other family"* F, 25-34

# 1 in 5 people found new ways of celebrating Christmas that could outlast the pandemic - online games and low key parties

21% did festive/Christmas activities for the first time that they think they will do again in 2021. Some activities that people undertook in Christmas 2020 could outlast the pandemic, as people spoke of enjoying a more low-key affair and focusing on what is most important during this festive time

You said that you did festive/Christmas activities for the first time that you think you will do again in 2021 or that might become a new tradition. Can you tell us what they were?

## Zoom/online activities with extended fam

*"Face timing relatives (Offspring plus their wives and children) **was a lot less stressful** than having them in our house"*

*"**Zoom quiz's** and going for a walk"*

*"I had an online New Year's Eve party via video chat with my extended family, it's probably **something we would never have done previously but it meant we all got to see each other no matter what the distance**"*

## Low key Christmases

*"Have more **intimate** parties"*

*"We adapted by having **a low key affair** and having facetime with friends and relatives."*

*"Not having to go to **so many parties**"*

*"It was different this year as we normally go to my partners brothers house.. and everyone else's. His dads, his mums, his grandads.. so actually it **was heaven not having to do that**"*

## Change in focus

*"Say what we were **grateful** for"*

*"What was different this year is that we focused less on presents and more on been together ,there was less food ,less presents **but more smiles because we were together**"*

A pie chart with two segments. The larger segment is grey and labeled '69%'. The smaller segment is green and labeled '31%'.

Category	Percentage
Grey	69%
Green	31%

**You said that you have you set yourself any New Year's Resolutions for 2021. Can you tell us what they are?**

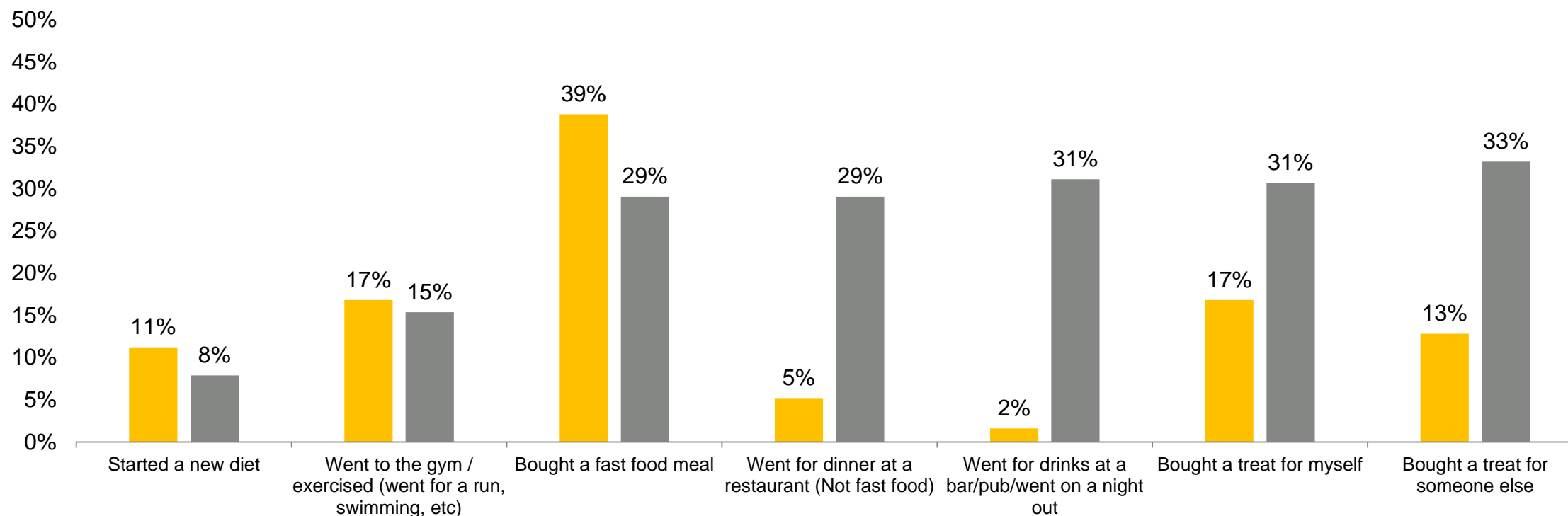


# Health-conscious activities are higher at the start of 2021 than 2020 and fewer people are indulging on treats

Despite gyms and sports centres being closed in many places around the country at the start of 2021, more people exercised at the turn of the year in 2021 than in 2020. However, with restaurants, bars and pubs closed, more people are buying fast food than in 2020

Which of the below, if any, have you done or have happened to you in the last 7 days?

■ 04/01/2021 ■ 03/01/2020



# OMD's Predictions for Christmas 2020 – How did we do?

## What will likely stay the Same

The same people will take the brunt of hosting, but there will be fewer people around the table ✓

Spending time with family will continue to make Christmas feel special, with grandparents being cherished even more this year ✓

Upgrading and adding variety will continue to be part of a grocery shopping tradition as per 2019 ✓

## What will likely change for 2020

Fewer people travelling, with 2020 becoming the year for starting new traditions ✓

2020 seeing us appreciating and adopting a new perspective ✓

A shift onto online shopping over in-store ✓

Christmas could be an even bigger bonanza, with more people spending on groceries and presents ✗

# Appendix



# Survey Timeline

50 weeks  
of historic  
Radar  
survey  
data

**Radar Survey 51**  
Covid-19 Special #1

Friday 20/03/2020



Schools, Pubs &  
Restaurants to close  
on 20<sup>th</sup> March  
18/03/2020

PM orders  
people to stay  
in their homes  
23/03/2020

**Radar Survey 52**  
Covid-19 Special #2

Friday 27/03/2020



Round of  
applause for  
the NHS  
26/03/2020

Johnson &  
Hancock test  
positive  
28/03/2020

**Radar Survey 53**  
Covid-19 Special #3

Friday 03/04/2020



A million people  
sign up to  
universal credit  
02/04/2020

Johnson  
moved to ICU  
06/04/2020

**Radar Survey 54**  
Covid-19 Special #4

Thursday 09/04/2020



Easter Bank  
Holiday  
10/04/2020-  
13/04/2020

**Radar Survey 55**  
Covid-19 Special #5

Friday 17/04/2020



Raab announces  
lockdown will  
continue for "at least"  
another three weeks  
16/04/2020

**Radar Survey 56**  
Covid-19 Special #6

Friday 24/04/2020



Coronavirus testing extended  
to all essential workers in  
England who have symptoms  
23/04/2020

**Radar Survey 57**  
Covid-19 Special #7

Friday 01/05/2020



Boris Johnson returns to work on  
the 26<sup>th</sup> of April and promises to  
release plan for return to schools  
and work next week  
30/04/2020

**Radar Survey 58**  
Covid-19 Special #8

Thursday 07/05/2020



Early May Bank  
Holiday  
08/05/2020



Boris Johnson announces  
road map for easing social  
distancing measures

10/05/2020

**Radar Survey 59**  
Covid-19 Special #9

Friday 15/05/2020



The government said its  
test, track and trace system  
will be in place by 1 June

21/05/2020

**Radar Survey 60**  
Covid-19 Special #10

Friday 22/05/2020



Groups of up to six can meet  
outdoors and in back  
gardens

28/05/2020

**Radar Survey 61**  
Covid-19 Special #11

Friday 29/05/2020



Face coverings to be made  
compulsory on public  
transport

04/06/2020

**Radar Survey 62**  
Covid-19 Special #12

Friday 05/06/2020





# Survey Timeline

62 weeks  
of historic  
Radar  
survey  
data

**Radar Survey 63**  
Covid-19 Special #13  
Friday 12/06/2020

Non-essential  
retailers reopen  
15/06/2020

**Radar Survey 64**  
Covid-19 Special #14  
Friday 19/06/2020

Social Distancing reduced to  
'one-metre plus'  
23/06/2020

**Radar Survey 65**  
Covid-19 Special #15  
Friday 26/06/2020

**Radar Survey 66**  
Covid-19 Special #16  
Friday 03/07/2020

Pubs, restaurants and other  
businesses reopen  
04/07/2020

**Radar Survey 67**  
Covid-19 Special #17  
Friday 10/07/2020

PM says face coverings  
'should be worn' in shops  
13/07/2020

**Radar Survey 68**  
Covid-19 Special #18  
Friday 17/07/2020

**Radar Survey 69**  
Covid-19 Special #19  
Friday 24/07/2020

Oxford coronavirus  
vaccine triggers  
immune response,  
trial shows  
20/07/2020

Announcement that  
Britons in Spain will  
have to quarantine for  
two weeks on returning  
26/07/2020

**Radar Survey 70**  
Covid-19 Special #20  
Friday 31/07/2020

Government's Eat Out  
To Help Out Initiative  
launches  
03/08/2020

**Radar Survey 71**  
Covid-19 Special #21  
Friday 07/08/2020

France added to UK  
Covid quarantine list  
14/08/2020

**Radar Survey 72**  
Covid-19 Special #22  
Friday 14/08/2020

Bowling alleys, theatres, music  
and performance venues and  
other culture, sport, leisure and  
business sectors reopen  
15/08/2020

**Radar Survey 73**  
Covid-19 Special #23  
Friday 21/08/2020

**Radar Survey 74**  
Covid-19 Special #24  
Friday 28/08/2020

Bank Holiday  
31/09/2020



# Survey Timeline

74 weeks  
of historic  
Radar  
survey  
data

**Radar Survey 75**  
Covid-19 Special #25  
Friday 04/09/2020

**Radar Survey 76**  
Covid-19 Special #26  
Friday 11/09/2020

**Radar Survey 77**  
Covid-19 Special #27  
Friday 18/09/2020

**Radar Survey 78**  
Covid-19 Special #28  
Friday 25/09/2020

**Radar Survey 79**  
Covid-19 Special #29  
Friday 02/10/2020

**Radar Survey 80**  
Covid-19 Special #30  
Friday 09/10/2020

↑  
**'Eat Out to Help Out'** ends for most restaurants  
01/09/2020

↑  
Government announces revised restrictions on social gatherings – limiting to 6 people  
09/09/2020

↑  
Revised government restrictions on social gatherings come into place  
14/09/2020

↑  
PM warns UK to follow COVID restrictions or risk second lockdown  
22/09/2020

↑  
Chancellor of the Exchequer announces Winter Economy Plan  
24/09/2020

↑  
Extended local lockdown measures in the North East  
01/10/2020

↑  
Boris to announce tiered approach to lockdown measures  
12/10/2020

**Radar Survey 81**  
Covid-19 Special #31  
Friday 16/10/2020

**Radar Survey 82**  
Covid-19 Special #32  
Friday 23/10/2020

**Radar Survey 83**  
Covid-19 Special #33  
Friday 30/10/2020

**Radar Survey 84**  
Covid-19 Special #34  
Friday 06/11/2020

**Radar Survey 85**  
Covid-19 Special #35  
Friday 13/11/2020

**Radar Survey 86**  
Covid-19 Special #36  
Friday 20/11/2020

↑  
London moved to Tier 2 COVID alert level  
15/10/2020

↑  
Greater Manchester and areas in the Midlands move to Tier 3  
20/10/1010-23/10/2020

↑  
PM announces month-long national lockdown to commence 05/11/2020  
31/10/2020

↑  
National lockdown in England begins  
05/11/2020

↑  
News of potential COVID-19 vaccine by Pfizer available by Spring 2021  
09/11/2020

↑  
England told to expect tougher Covid rules to allow for Christmas gatherings  
18/11/2020



# Survey Timeline

