

**COVID-19 Consumer Impact Report**  
w/c 26.04.21

**OWNED**



**RADAR**

THE FUTURE OF BRITAIN  
**YOUR VOICE**



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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 107 weeks, surveyed over 30,000 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 these most recent results, collected from a nationally representative sample of 250 respondents in the UK between Friday 23<sup>rd</sup> April to Sunday 25<sup>th</sup> April 2021.



## Summary: Despite consumer confidence seeing positive shifts this week, the mood of the nation has dipped, with anxiety levels the highest recorded since April 2020

- 01** The **mood of the nation has slumped** this week, with fewer people reporting to feel happy, optimistic and satisfied with life. **Anxiety levels are now at their highest** since the start of the Pandemic in April.
  - 02** **Consumer Confidence has peaked this week**, driven by positive personal financial stability and confidence in future business conditions. Intent to invest in high ticket items has soared this week, with record numbers looking into purchasing new cars and making major home improvements.
  - 03** As businesses continue to boom, almost **1 in 4 people had a haircut/beauty treatment in the last 7 days** and we continue to see increases in those **making the most of opportunities to socialise, dinners and dates**.
  - 04** **Interest in travelling is on the rise this week:** out of home travel is continuing to increase, and more people are thinking about, researching or booking UK holidays (+7ppts) and overseas holidays (+5ppts). Additionally, **interest in holidays increased to its highest point since the pandemic began** and interest in booking a flight is at its highest point since before the first lockdown
  - 05** **The nation are reaccustoming to social situations**, with more people feeling comfortable socialising (+5ppts) or entertaining at home (+6ppts) and many (44%) having socialised in the last 7 days
-

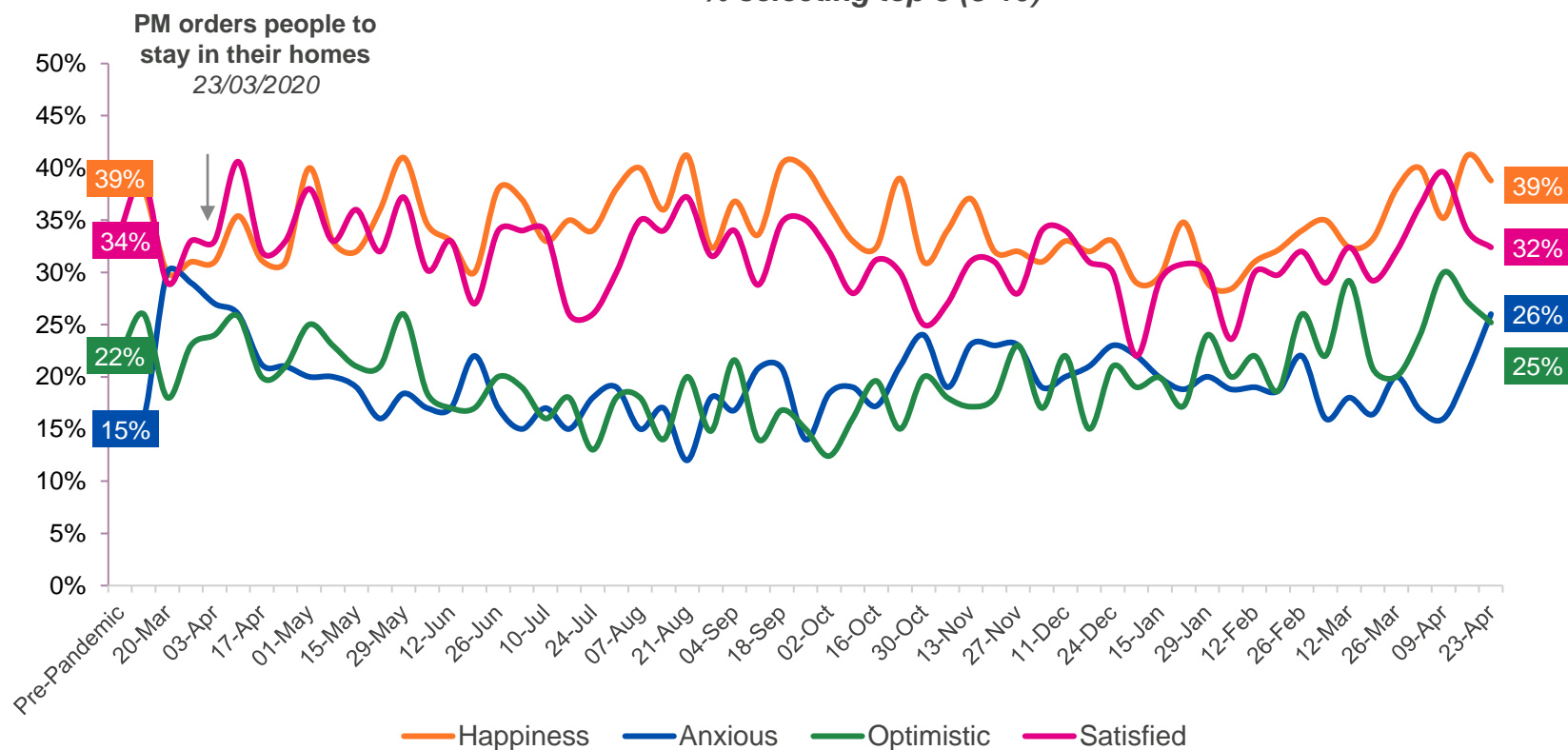


**Life satisfaction,  
optimism & consumer  
confidence**



# The mood of the nation has declined this week, with fewer people feeling happy, optimistic and satisfied with life, and anxiety levels at their highest since the start of the Pandemic in April

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



- ↓ Happiness levels have dropped slightly this week, from 41% to 39%.
- ↓ Optimism has also seen a 2ppt drop this week, from 27% to 25%.
- ↓ Life satisfaction has continued on a downwards trajectory, dropping to 32% after the peak at Easter.
- ↑ Anxiety levels have shot up this week, rising by 6%, the highest that we have seen since April.

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, 15/01:236, 22/01:250, 29/01:250, 05/02:250, 12/02:250, 19/02:252, 26/02:250, 05/03:250, 12/03:250, 19/03:250, 26/03:250, 01/04:250, 09/04:250, 16/04:250, 23/04:250



# Financial security has seen a positive shift this week, with record levels of those feeling financially secure and confident in future business conditions

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



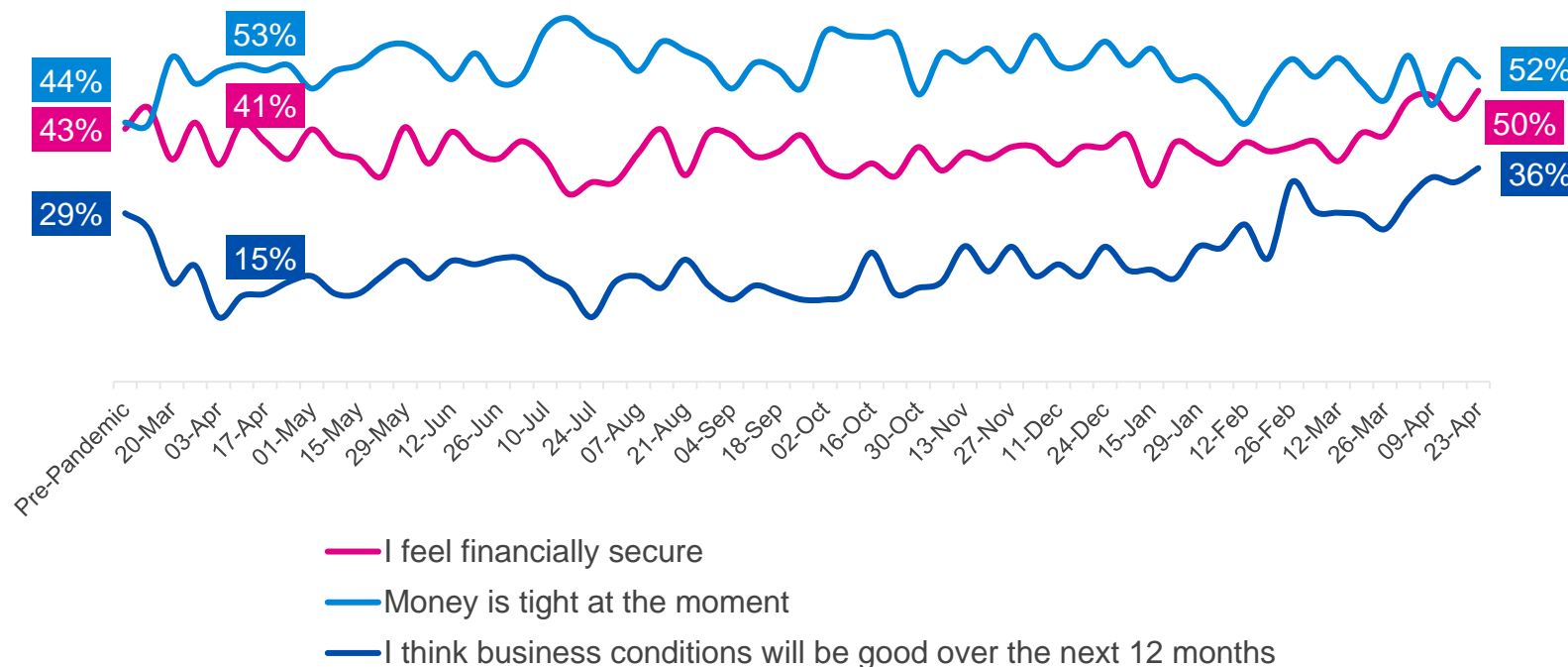
There has been a 5ppt lift in the percentage of people feeling financially secure, rising from 45% to 50% this week, the highest we've seen since tracking



The percentage of people stating that money is tight at the moment dipped by 2ppts this week, now at 52%



Confidence in future business conditions has risen this week after a small decline last week, now at its highest since tracking at 36%

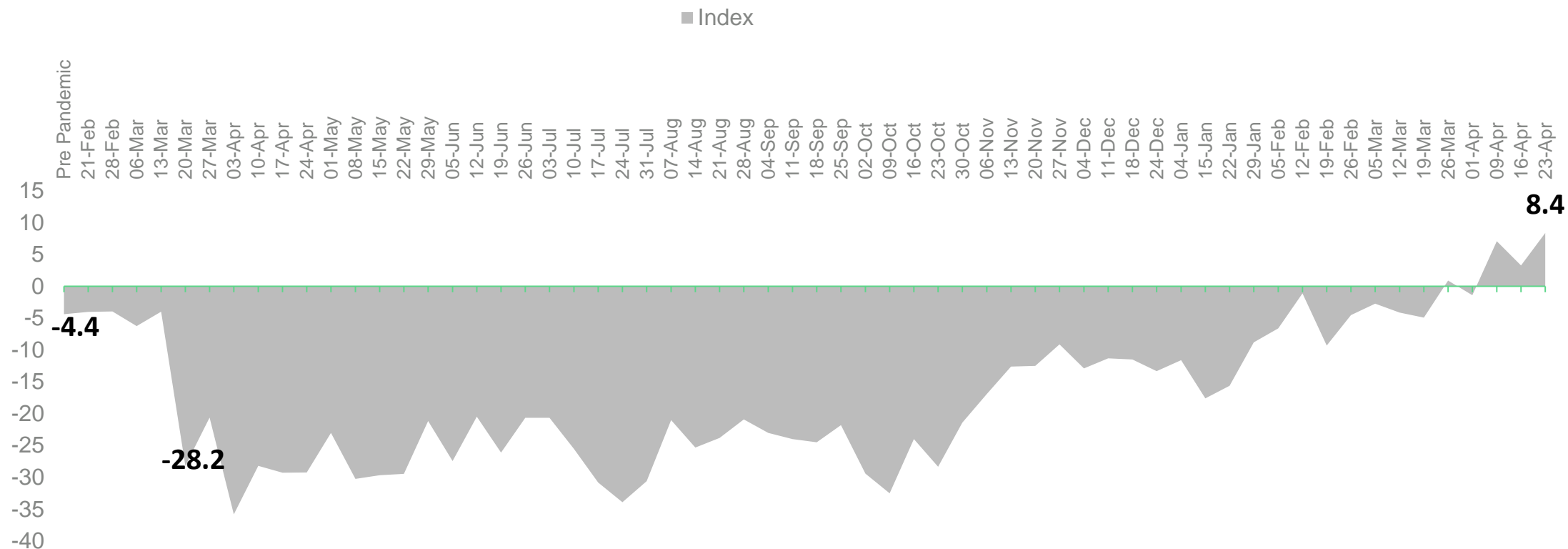


Source: OMD Radar Survey. Pre-Pandemic:12,076, 13/03:246, 20/03:488, 27/03:480, 03/04:503, 10/04:501, 17/04:501, 24/04:500, 01/05:500, 08/05:500, 15/05:500, 22/05:500, 29/05:500, 05/06:500, 12/06:500, 19/06:500, 26/06:500, 03/07:500, 10/07:500, 17/07:250, 24/07:250, 31/07:250, 07/08:250, 14/08:250, 21/08:250, 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, 15/01:236, 22/01:250, 29/01:250, 05/02:250, 12/02:250, 19/02:252, 26/02:250, 05/03:250, 12/03:250, 19/03:250, 26/03:250, 01/04:250, 09/04:250, 16/04:250, 23/04:250.





# Consumer confidence has increased back up this week, now at the highest since tracking



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.*



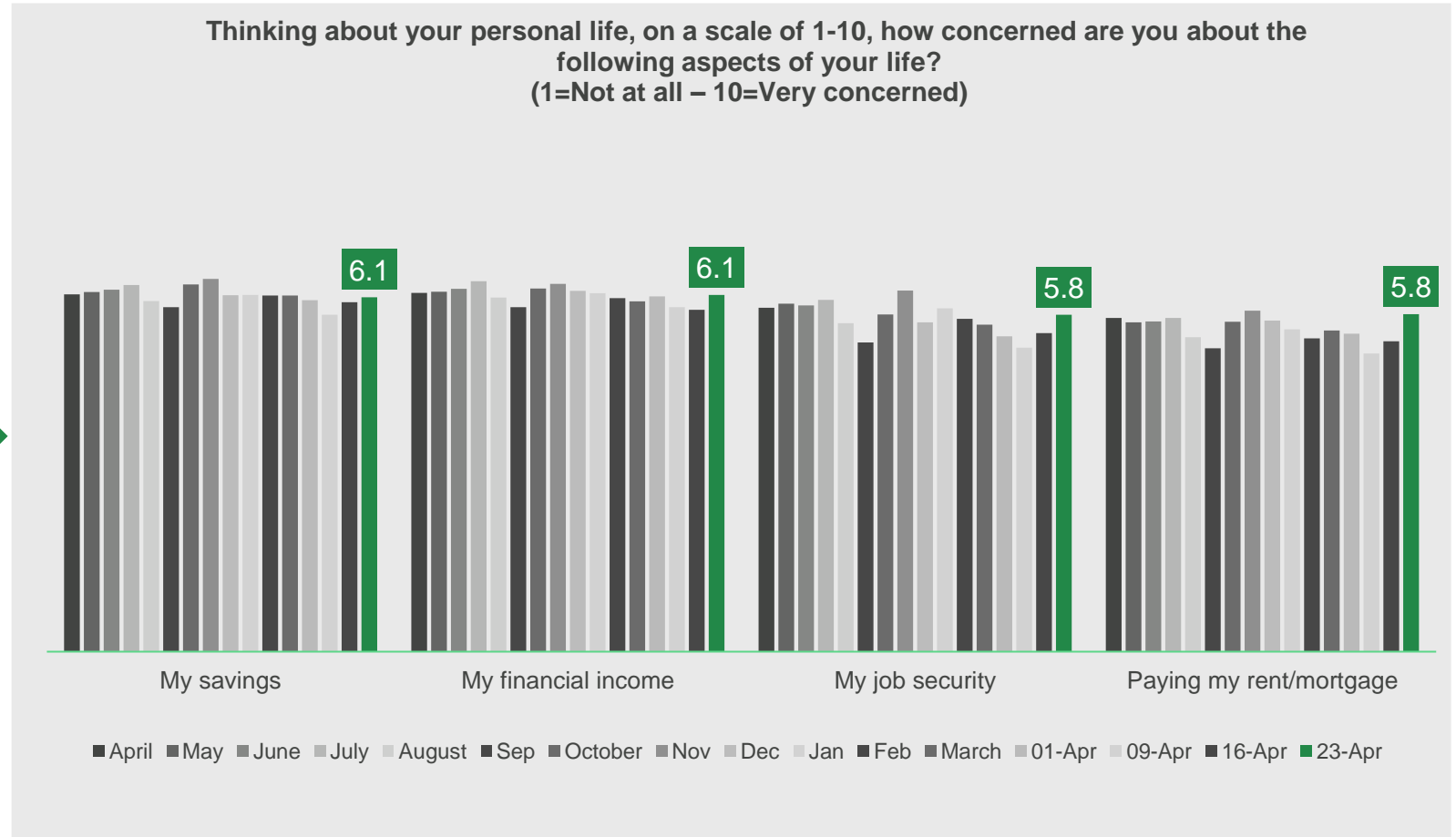
# Despite positive shifts in consumer confidence and financial stability, we have seen an increase in concerns over finances and job security this week

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

**8%** of households contain someone that has had their **salary reduced** since the COVID-19 outbreak

**4%** of households include someone that has **been made redundant** since the COVID-19 outbreak began

**61%** say that **their employer has been supportive** during the COVID-19 outbreak

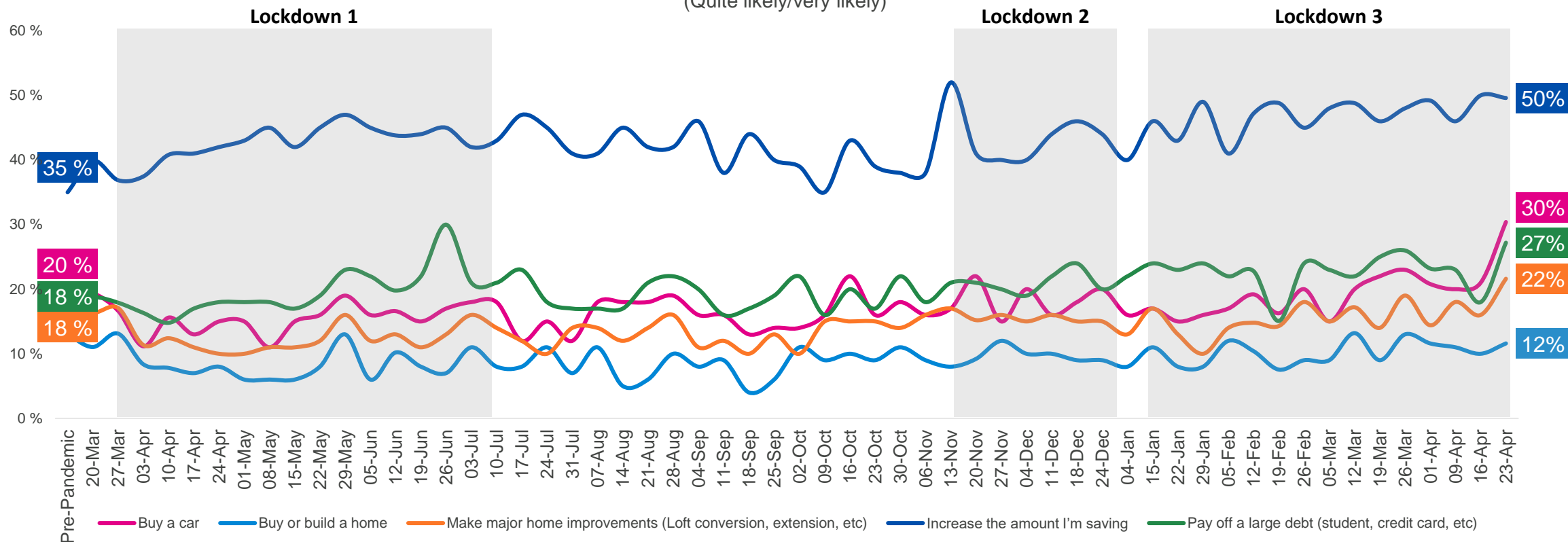




# Intent to invest in high ticket items has soared this week, with spikes in those open to buying a car and making major home improvements

Those intending to pay off a large debt has seen a significant increase this week, moving 9ppts from 19% to 27%.  
The percentage of people that report a likelihood to increase the amount they are saving is the only metric to have remained flat this week, remaining at 50%.

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



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, 15/01:236, 22/01:250, 29/01:250, 05/02:250, 12/02: 250, 19/02:252, 26/02:250, 05/03: 250, 12/03:250, 01/04:250, 09/04:250, 16/04:250, 23/04:250

# Confidence in Government & Broad Concerns



# Confidence in the government has dropped slightly this week, but still remains higher than 2020 scores, driven somewhat by the vaccine rollout

Many still feel as though the death numbers in the UK demonstrate that more could have been done by our Government

*“Highest death rate in Europe even after 3 lockdowns. They never react quick enough despite all the warnings”*

*“We have the highest death rate: it's a no brainer”*

Some also note the confusing messaging, and double standards demonstrated by the Government

*“There has been too many U turns leading to delays in decisions and actions. And the distribution of contracts to friends and companies which politicians have a financial interest in is disgusting.”*

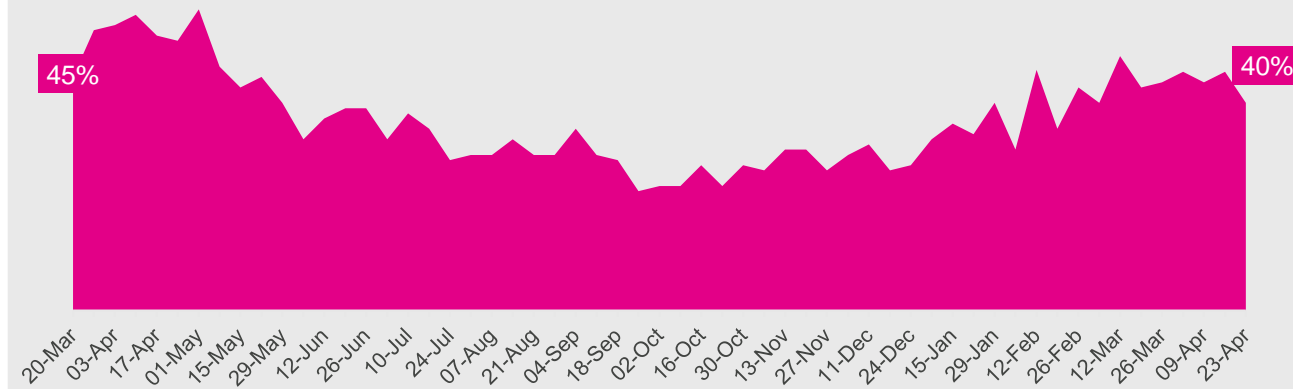
*“The government is a shambles full of privileged rich making money from exploiting people in need”*

The vaccine roll out remains a key driver of public confidence in the government:

*“It's very much uncharted territory so they do their best, and the vaccine program is a great success”*

*“Unprecedented situation has been dealt with admirably. The fact we have vaccinations whilst the rest of the world seems to struggle is positive.”*

How confident are you in the government's response to the COVID-19 outbreak? (% Confident)

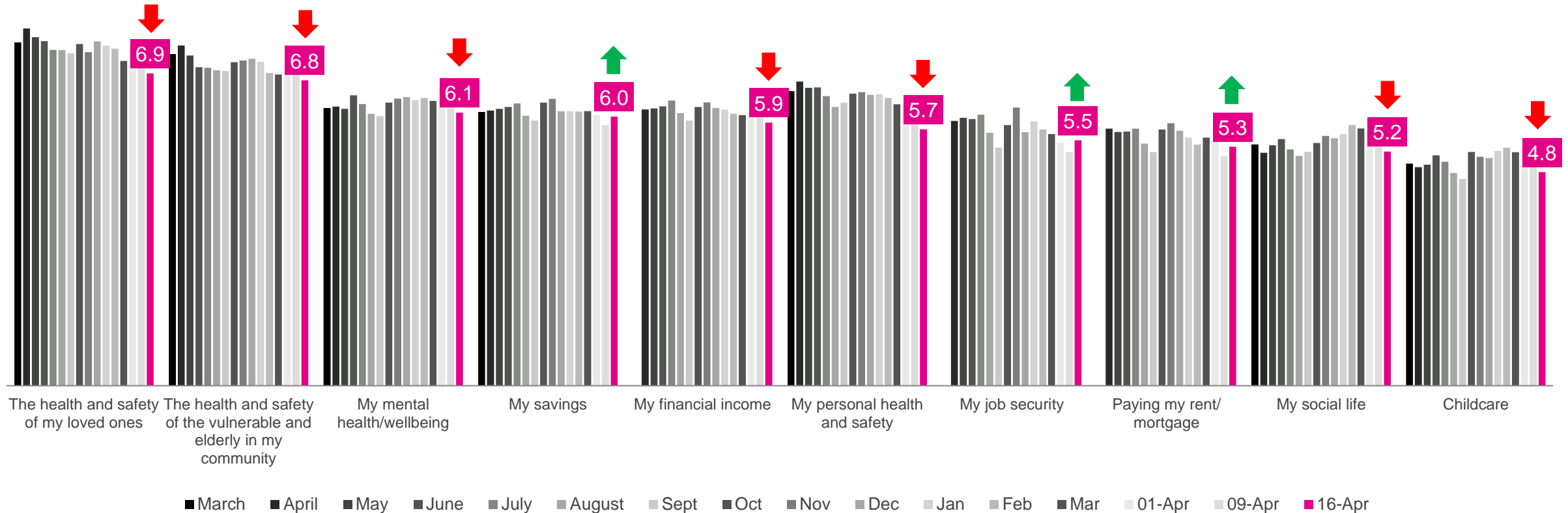


Source: OMD Radar Survey. Pre-Pandemic:12,076, 13/03:246, 20/03:488, 27/03:480, 03/04:503, 10/04:501, 17/04:501, 24/04:500, 01/05:500, 08/05:500, 15/05:500, 22/05:500, 29/05:500, 05/06:500, 12/06:500, 19/06:500, 26/06:500, 03/07:500, 10/07:500, 17/07:250, 24/07:250, 31/07:250, 07/08:250, 14/08:250, 21/08:250, 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, 15/01: 236, 22/01: 250, 29/01:250, 05/02:250, 12/02:250, 19/02:252, 26/02:250, 05/03:250, 12/03:250, 01/04:250, 01/09:250, 23/04: 250.



# Concerns over the wellbeing of ourselves and others has continued to decline 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)



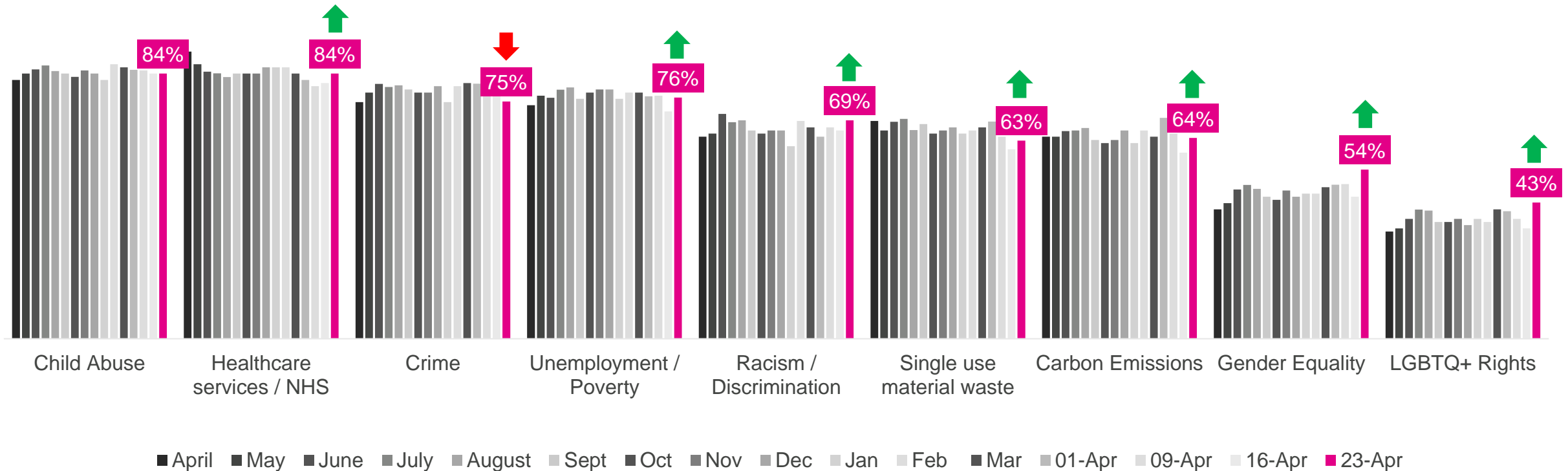
Source: OMD Radar Survey. Pre-Pandemic:12,076, 13/03:246, 20/03:488, 27/03:480, 03/04:503, 10/04:501, 17/04:501, 24/04:500, 01/05:500, 08/05:500, 15/05:500, 22/05:500, 29/05:500, 05/06:500, 12/06:500. 19/06:500, 26/06:500, 03/07:500, 10/07:500, 17/07:250, 24/07:250, 31/07:250, 07/08:250, 14/08:250, 21/08:250, 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, 15/01:236, 22/01:250, 29/01:250, 05/02:250, 12/02: 250, 19/02:252, 26/02:250, 05/03:250, 12/03:250, 19/03:250, 26/03:250, 01/04:250, 09/04:250, 16/04:250, 23/04: 250.



# Almost all concerns have increased this week, with notable shifts in concerns over Gender Equality and LGBTQ+ Rights

Concern for the healthcare services/NHS has increased again this week, equalling concerns over child abuse.

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, 15/01:236, 22/01:250, 29/01:250, 05/02:250, 12/02: 250, 19/02:252, 26/02:250, 05/03:250, 12/03:250, 19/03:250, 29/03:250, 01/04: 250, 09/04:250, 16/04:250, 23/04:250

# Changes in Behaviour

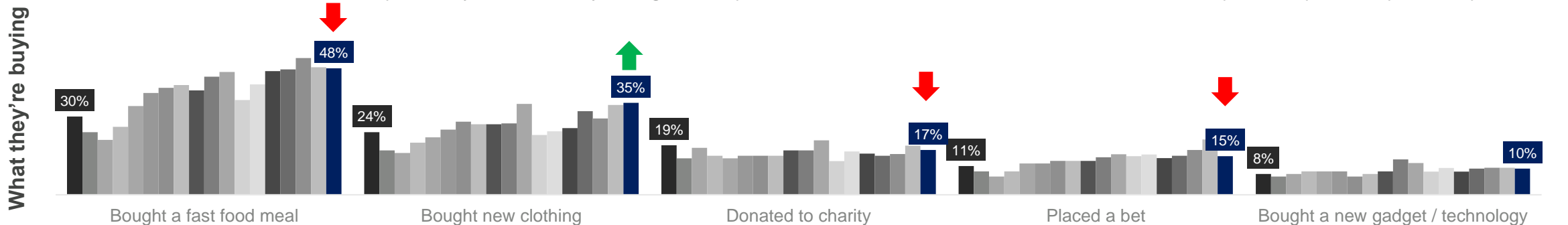
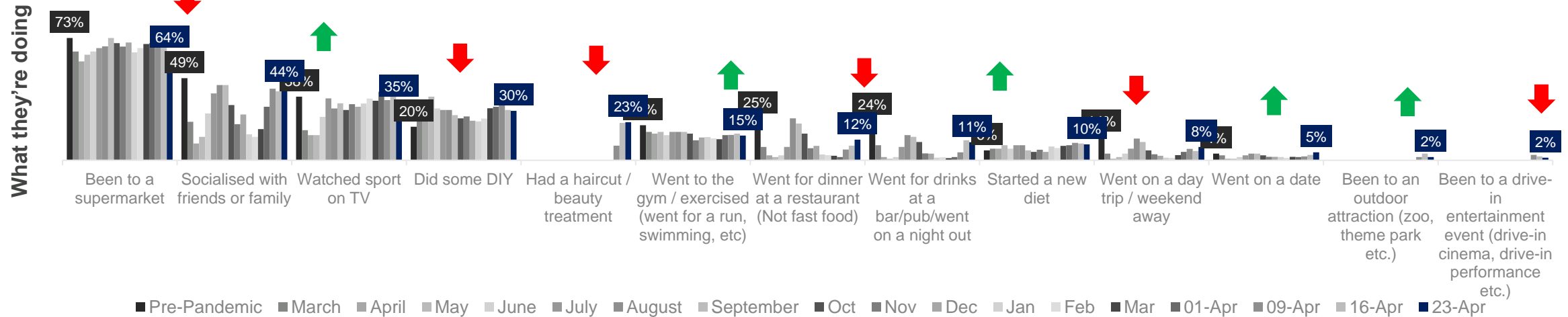




# Almost 1 in 4 people had a haircut/beauty treatment in the last 7 days and socialising, dinners and dates were more prevalent

The percentage of people socialising with their friends or family increased from 41% to 44% this week and there were increases in the percentage of people going for dinner (+3ppts), on day trips (+2ppts) and dates (+2ppts)

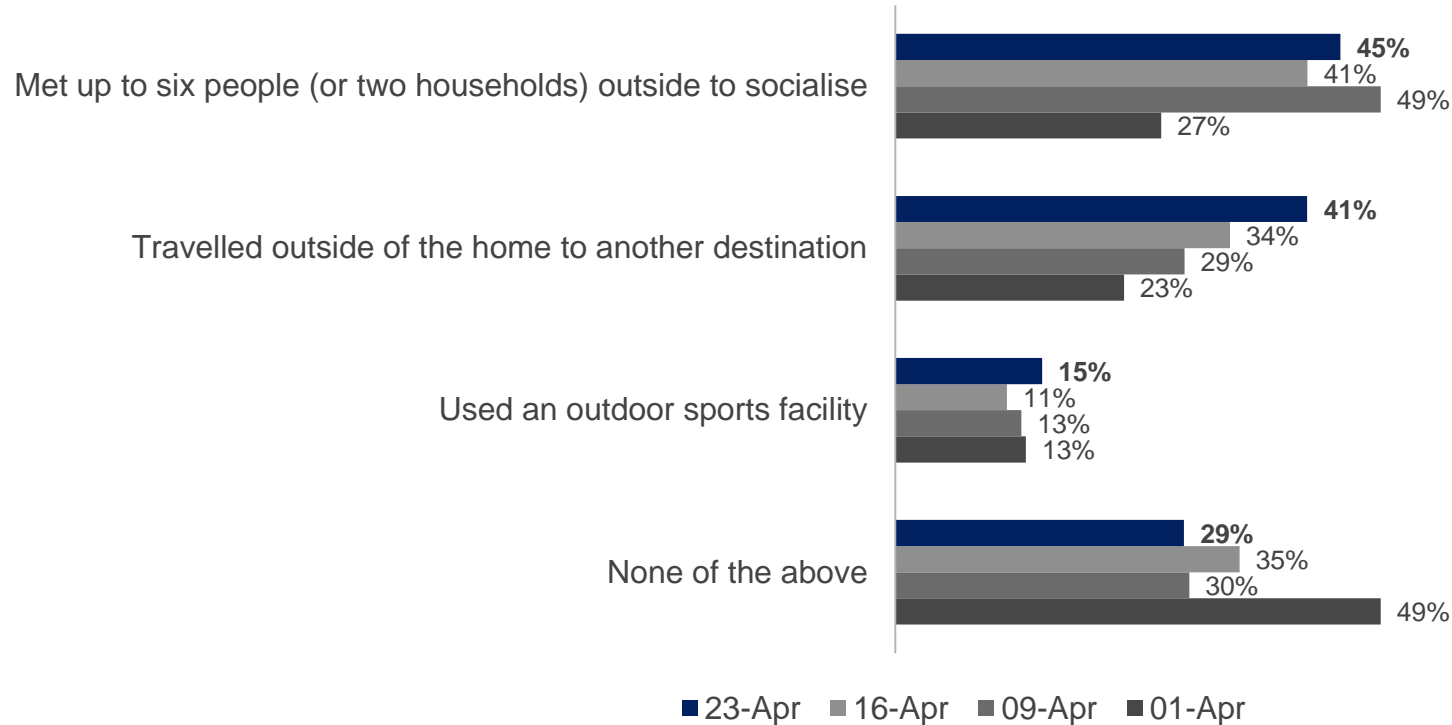
% who have done the following activities in the past 7 days



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, 15/01:236, 22/01:250, 29/01:250, 05/02:250, 12/02:250, 19/02:252, 26/02:250, 05/03:251, 12/03:250, 19/03:250, 26/03:250, 01/04:250, 09/04:250, 16/04:250, 23/04:250

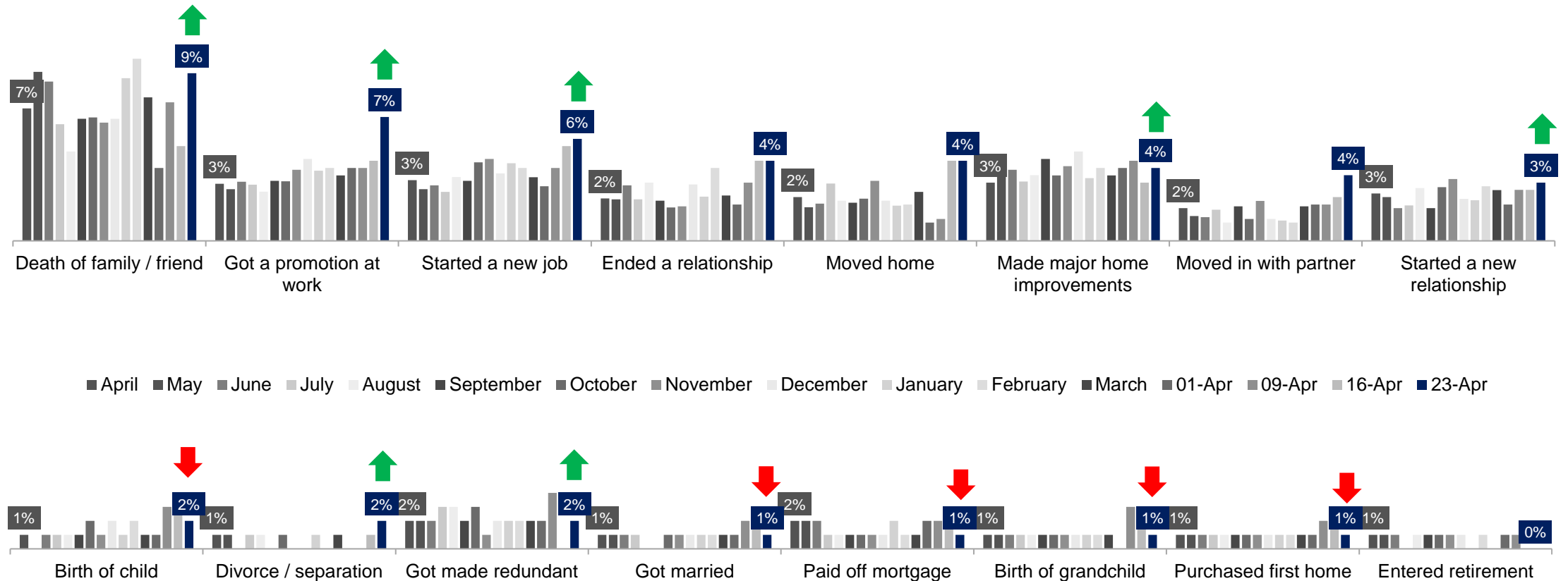
# Out of home travel has continued to increase, with 4 in 10 people in England now having travelled since 29<sup>th</sup> March

The national lockdown in England ended on Monday 29th March, now allowing groups of 6 or two households to meet outside, outdoor sports facilities to open, and a relaxation of the "stay at home at all times" message. Since then, which of the following hav



# There have been increases in changes to employment, with more people getting promoted, starting a new job or being made redundant

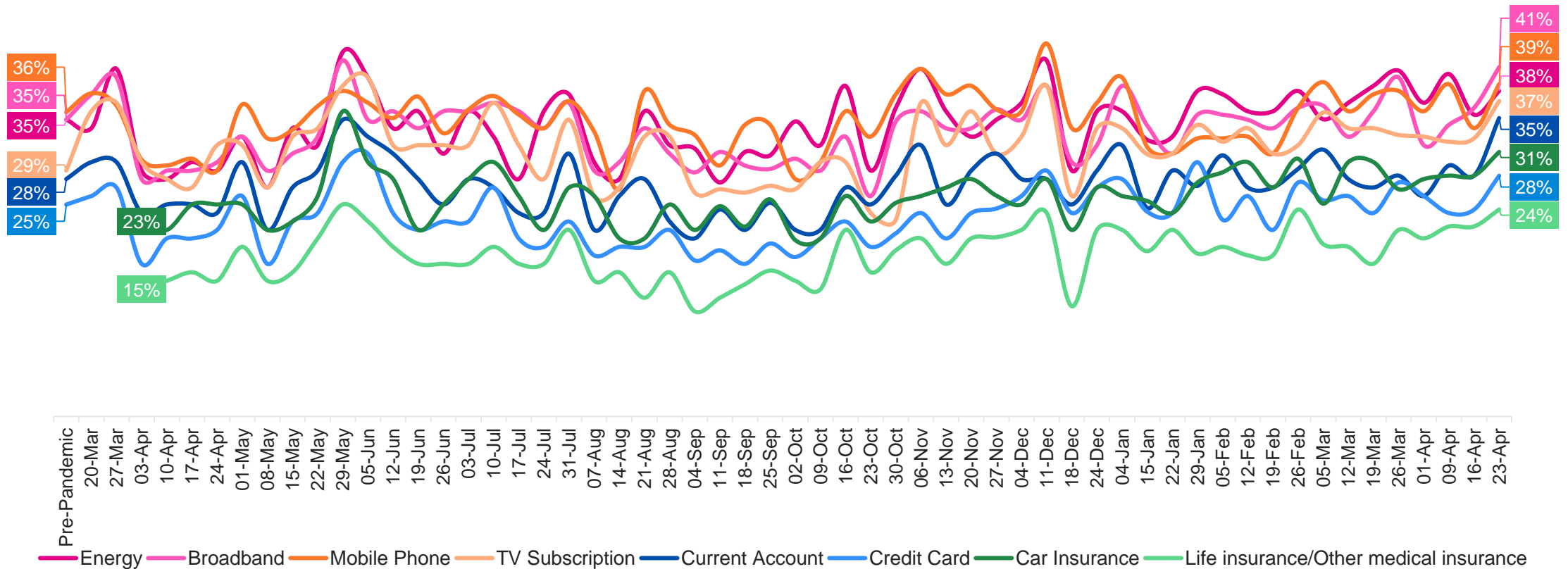
% who have done or have had the following happen to them in the last 4 weeks?





# Interest in switching subscriptions has experienced minimal change this week, though there has been continued fluctuating levels of interest for switching energy or mobile phone provider in the last few weeks

Have you talked about, researched, bought any of the following in the past 4 weeks?  
*Any interest or action*

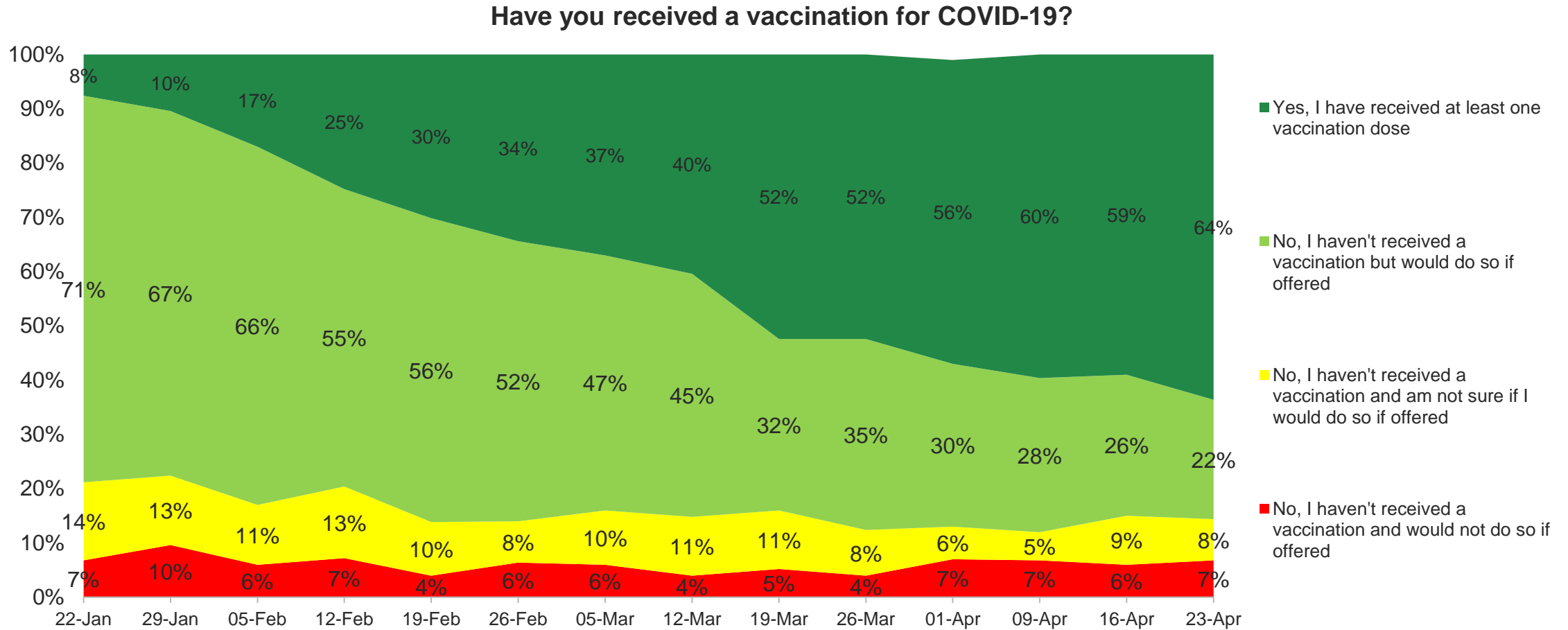




**Looking ahead**

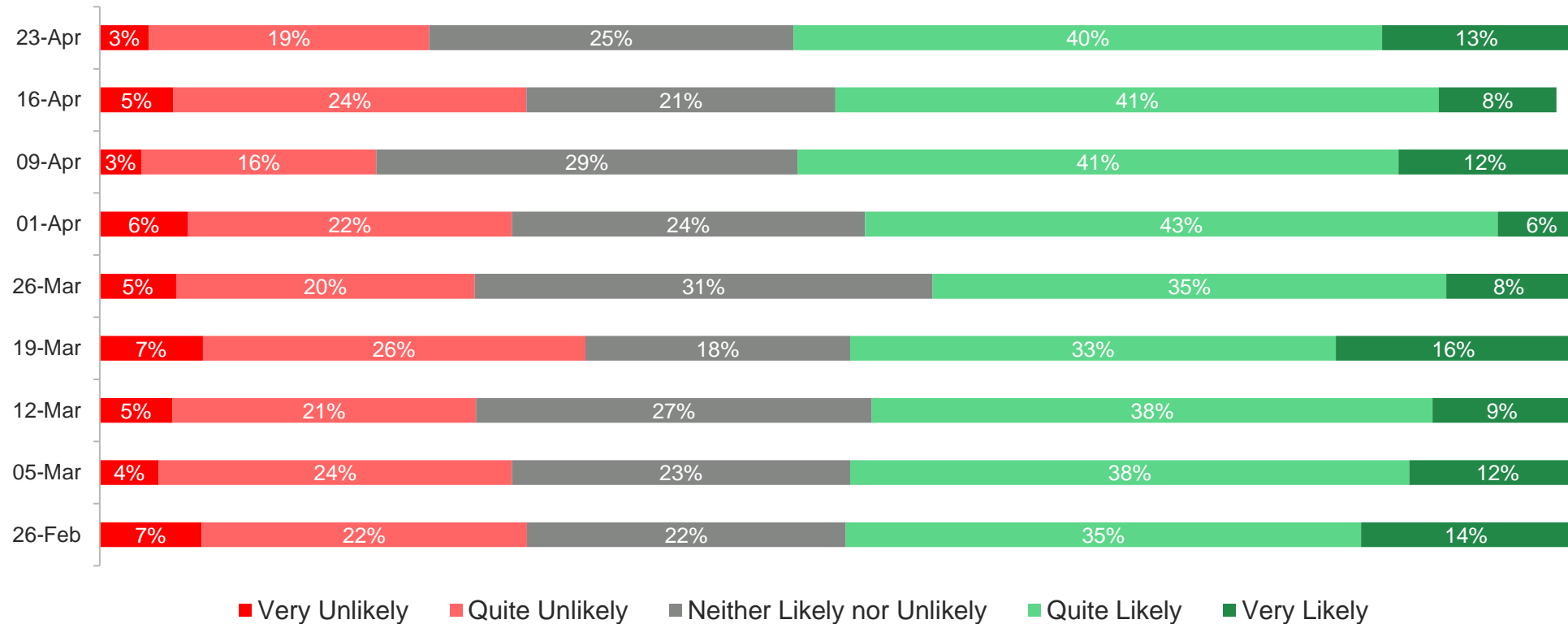


# 64% of those surveyed have received at least one COVID-19 vaccination dose but a consistent proportion of the population remain uncertain



# Confidence that the current national lockdown restrictions will be lifted on 21<sup>st</sup> June as planned remains high but almost half of the population remains sceptical

How likely do you think it is that all current national lockdown restrictions in England will be lifted on 21st June 2021?

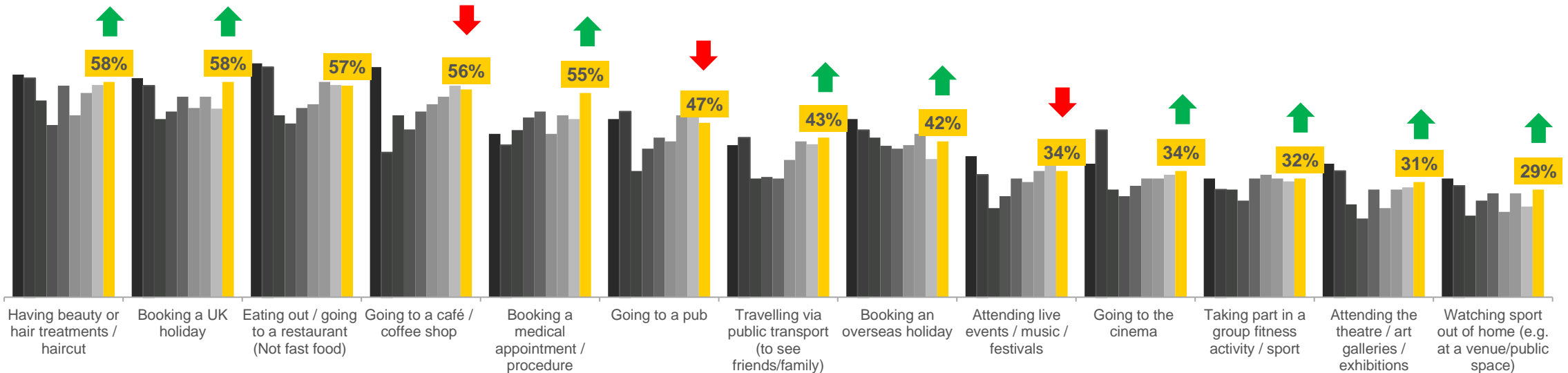


# Holidays were prominent in the minds of the population this week, with more people thinking about, researching or booking UK holidays (+7ppts) and overseas holidays (+5ppts)

Following high levels of interest in the first couple of weeks following the latest easing of lockdown restrictions, there was a 5ppt drop in planning pub visits this week

Which of the following activities have you thought about, researched and/or booked in the past 7 days?  
 ANY ACTION (Thought about, researched/browsed or booked)

■ 26-Feb ■ 05-Mar ■ 12-Mar ■ 19-Mar ■ 26-Mar ■ 01-Apr ■ 09-Apr ■ 16-Apr ■ 23-Apr



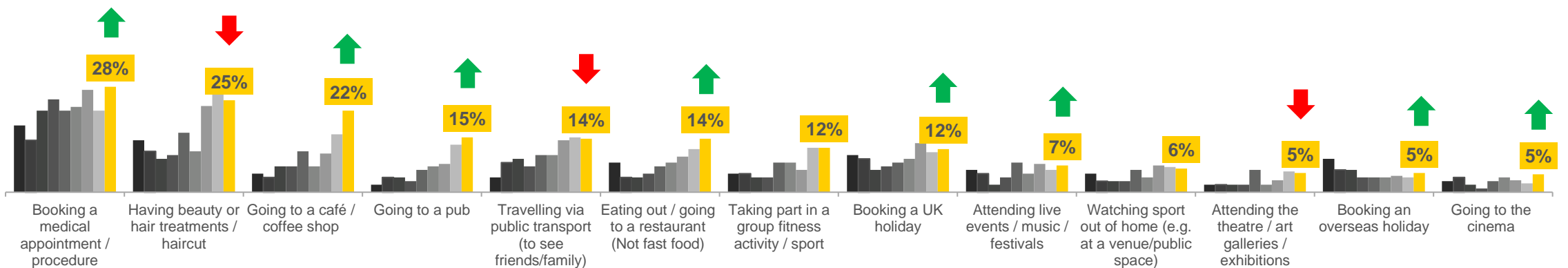


# Bookings for hospitality venues continued to rise this week, with more people booking trips to cafes (+6ppts), pubs (+2ppts) and restaurants (+2ppts)

Though not as significant as the rise in thinking about/researching, there have been increases in the percentage of people booking UK holidays (+1ppt) and overseas holidays (+1ppt)

Which of the following activities have you thought about, researched and/or booked in the past 7 days?  
BOOKED

■ 26-Feb ■ 05-Mar ■ 12-Mar ■ 19-Mar ■ 26-Mar ■ 01-Apr ■ 09-Apr ■ 16-Apr ■ 23-Apr



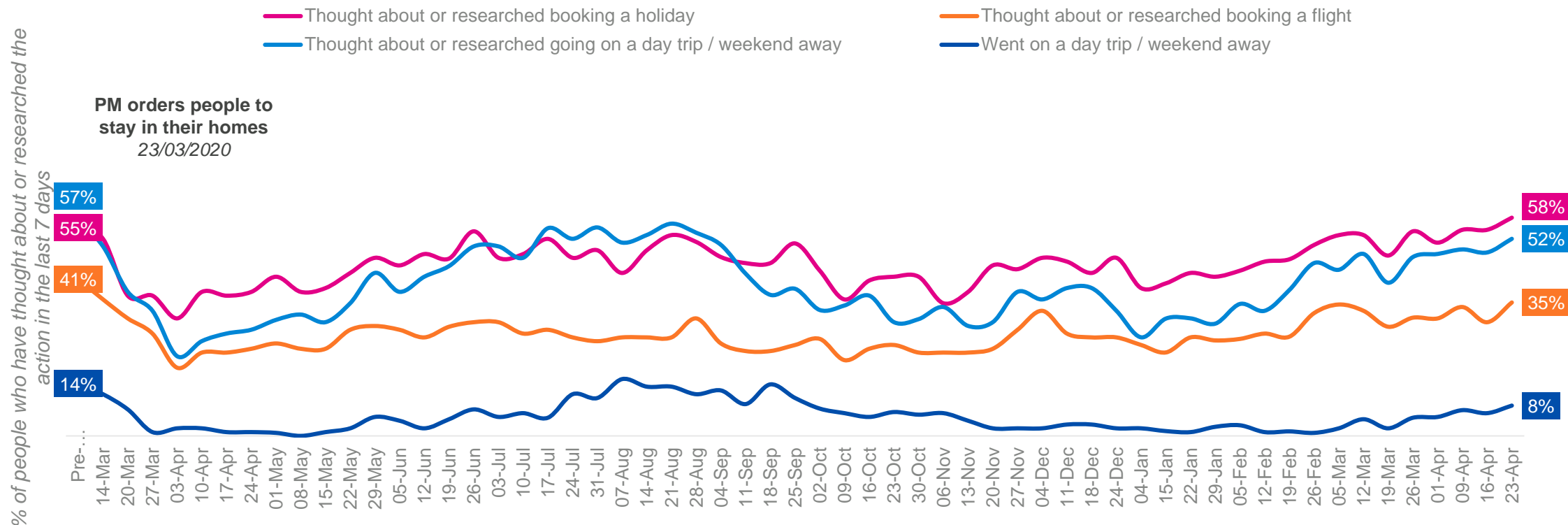
Source: OMD Radar Survey. 26/02:250, 05/03: 251, 12/03: 250, 19/03: 250, 26/03: 250, 01/04:250, 09/04:250, 16/04: 250, 23/04:250.



# Interest in holidays increased to its highest point since the pandemic began and interest in booking a flight is at its highest point since before the first lockdown

There has been a 4ppt increase in the percentage of people that claim to be thinking about or researching booking a holiday, a 5ppt increase in thinking about or researching flight bookings and a 4ppt increase in interest in day trips / weekends away

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

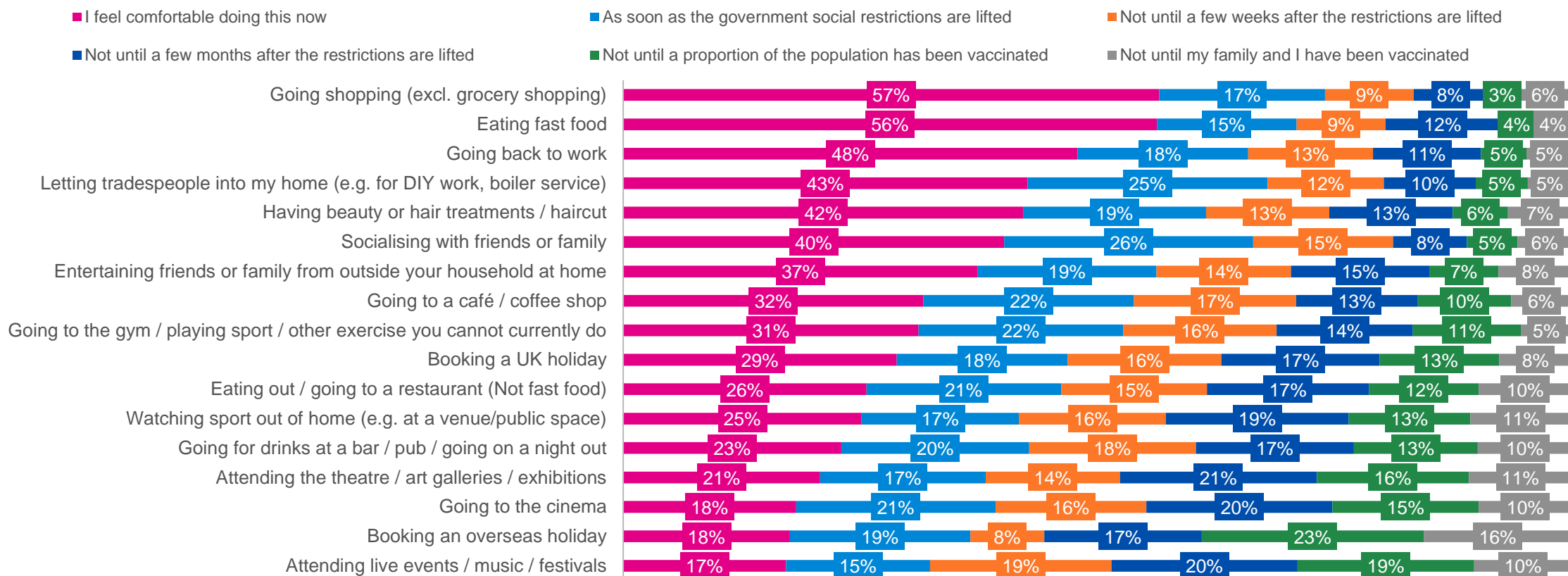


Source: OMD Radar Survey. Pre-Pandemic:12,076, 13/03:246, 20/03:488, 27/03:480, 03/04:503, 10/04:501, 17/04:501, 24/04:500, 01/05:500, 08/05:500, 15/05:500, 22/05:500, 29/05:500, 05/06:500, 12/06:500, 19/06:500, 26/06:500, 03/07:500, 10/07:500, 17/07:250, 24/07:250, 31/07:250, 07/08:250, 14/08:250, 21/08:250, 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, 15/01: 236, 22/01:250, 29/01:250, 05/02:250, 12/02:250, 19/02:252, 26/02:250, 05/02:251, 12/03:250, 19/03: 250, 26/03:250, 01/04:250, 09/04:250, 16/04:250, 23/04:250.

# 4 in 10 people currently feel comfortable socialising with friends or family but 26% do not feel comfortable until social restrictions are lifted

The nation remains tentative over overseas holidays, with almost 1 in 4 not comfortable booking an overseas holiday until a significant proportion of the population has been vaccinated

## When would you feel comfortable doing the following again?



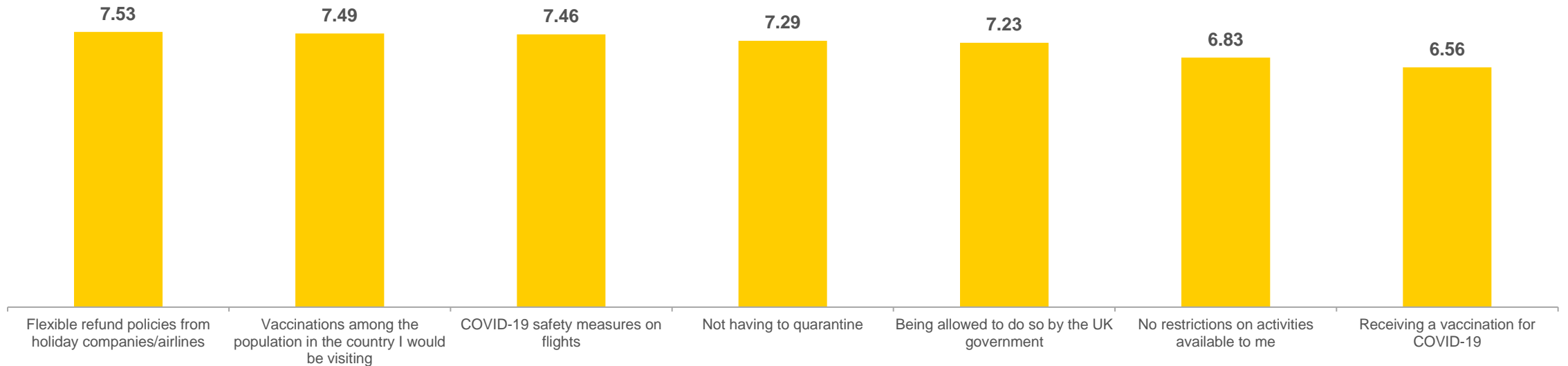


# Holidaymakers would feel more comfortable with overseas travel if there were flexible refund policies, high levels of vaccinations among the population of the destination and in-flight safety measures

On a scale of 0 to 10, where 0 is 'Not at all' and 10 is 'Completely' how important are the following in making you feel comfortable booking an overseas holiday?

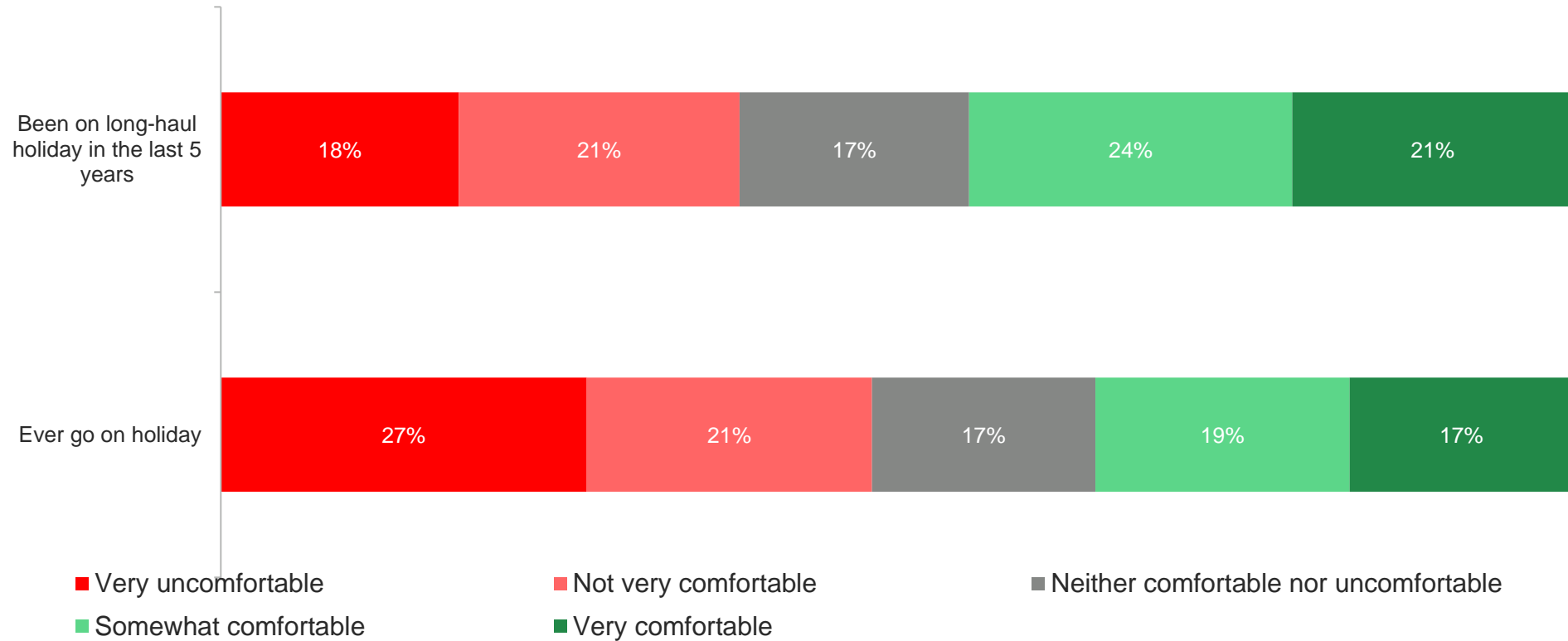
Mean Score

■ Apr-21



# Almost half (45%) of those who have been on a long-haul holiday in the last 5 years feel comfortable doing so again from 2022 onwards

How comfortable would you feel taking a long haul flights (e.g. to Asia, Australia etc.) from 2022 onwards?

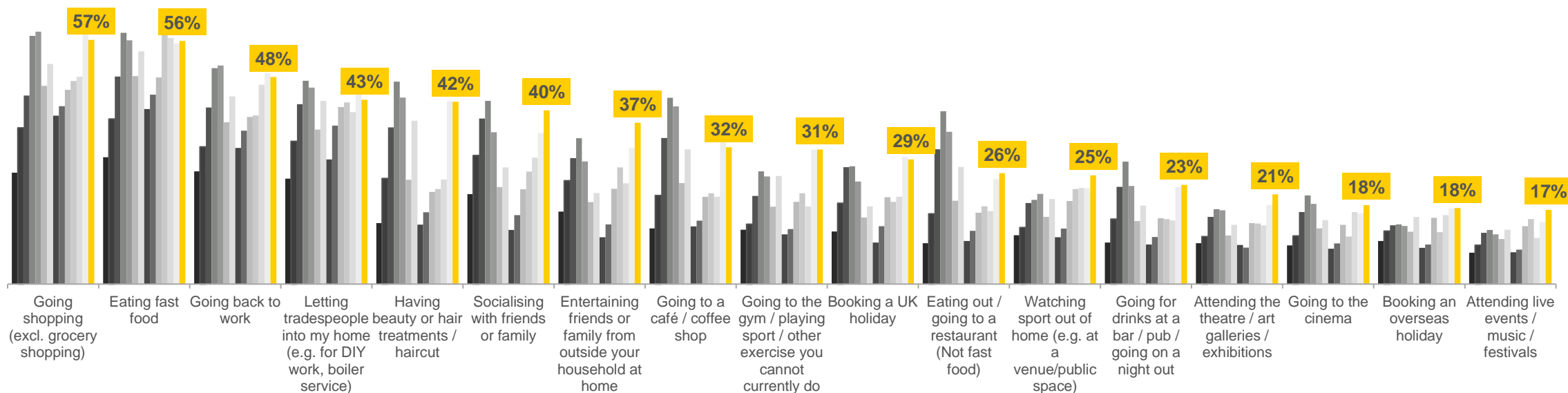




# Feeling comfortable in social situations has continued to rise, with more people feeling comfortable socialising (+5ppts) or entertaining at home (+6ppts)

And at what stage would you feel comfortable doing the following?  
I feel comfortable doing this now

■ Jun-20 ■ Jul-20 ■ Aug-20 ■ Sep-20 ■ Oct-20 ■ Nov-20 ■ Dec-20 ■ Jan-21 ■ Feb-21 ■ Mar-21 ■ 01-Apr ■ 09-Apr ■ 16-Apr ■ 23-Apr

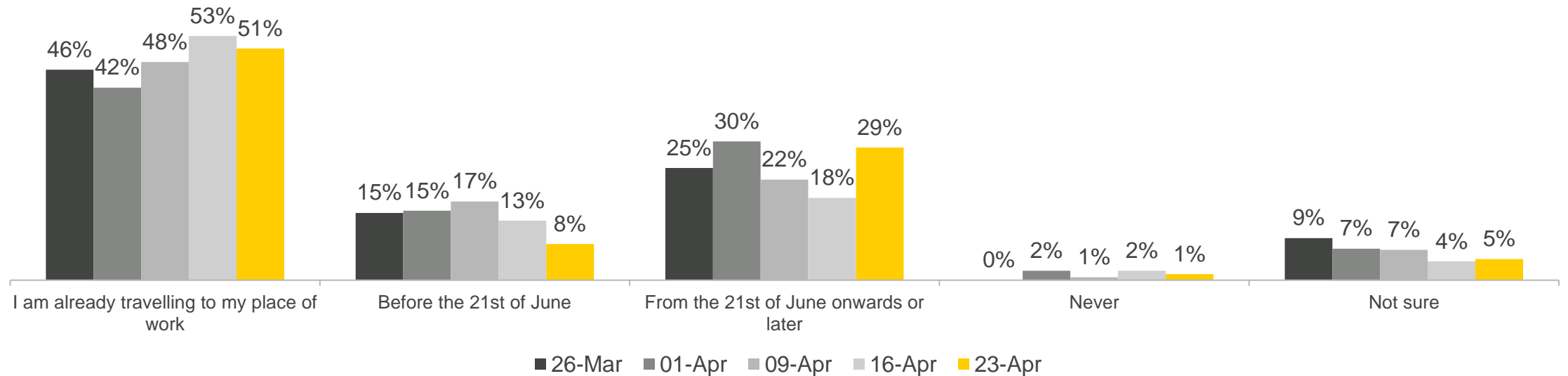


Source: OMD Radar Survey. June 2020 – April 2021. Amongst those who would usually conduct each activity (bases all above 150).

# A greater proportion of the population intend to wait until after the 21<sup>st</sup> June before returning to travelling to work compared with last week

There remains a minority of people in employment remain unsure when they will continue travelling to their place of work (5%) or never returning to travelling to work (1%)

When do you expect to be travelling to your place of work full-time or at least part-time?



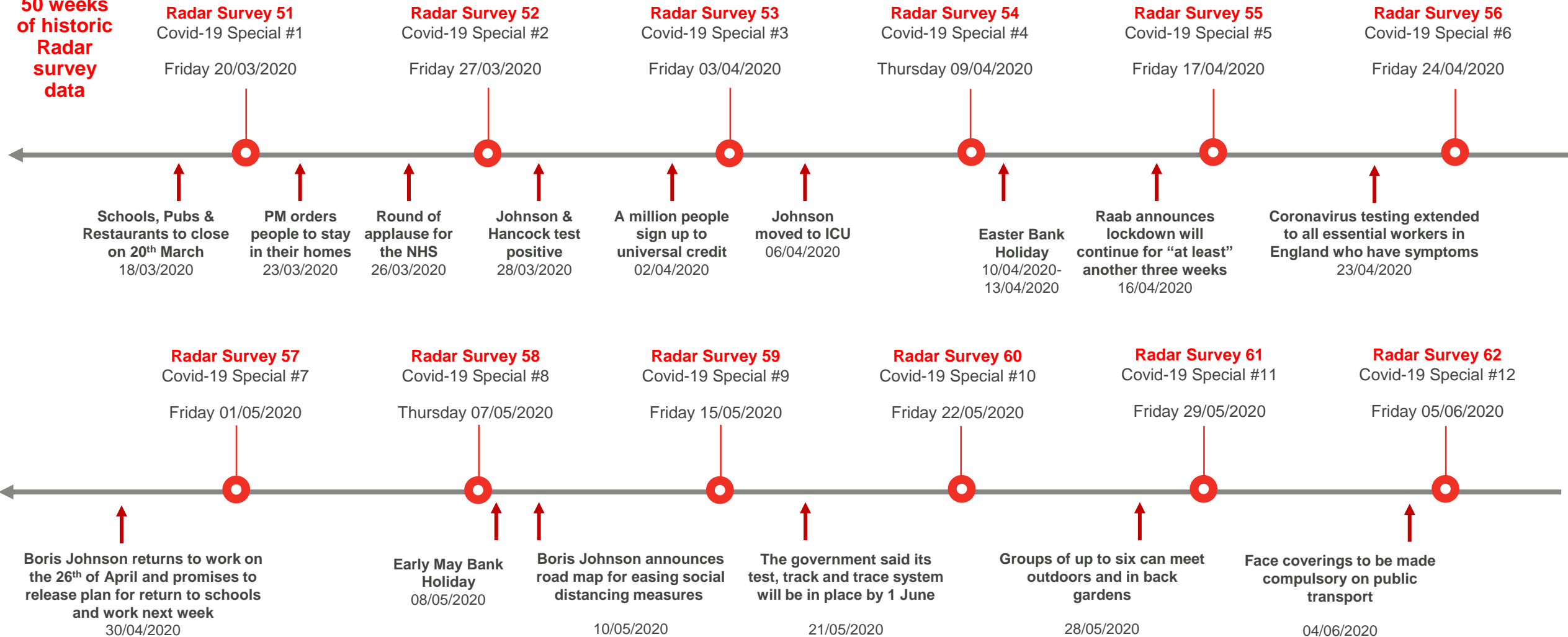
# Appendix





# Survey Timeline

50 weeks  
of historic  
Radar  
survey  
data





# 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



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



France added to UK  
Covid quarantine list  
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

86 weeks  
of historic  
Radar  
survey  
data

**Radar Survey 87**  
Covid-19 Special #37  
Friday 27/11/2020



**Black Friday**  
27/11/2020

**Radar Survey 88**  
Covid-19 Special #38  
Friday 04/12/2020



**First NHS patient  
receives COVID-19  
vaccination**  
08/12/2020

**Radar Survey 89**  
Covid-19 Special #39  
Friday 11/12/2020



**Self-isolation  
period  
reduced from  
14 to 10 days**  
11/12/2020

**Radar Survey 90**  
Covid-19 Special #40  
Friday 18/12/2020



**London, South  
Essex, and South  
Hertfordshire move  
to Tier 3**  
16/12/2020

**Radar Survey 91**  
Covid-19 Special #41  
Thursday 24/12/2020



**Boris announces a  
stricter Christmas,  
with the introduction  
of Tier 4**  
19/12/2020

**Radar Survey 92**  
Covid-19 Special #42  
Monday 04/01/2021



**National Lockdown introduced  
in England  
AstroZeneca / Oxford University  
Vaccine roll out starts**  
04/01/2021

**Radar Survey 93**  
Covid-19 Special #43  
Friday 15/01/2021



**PM announces  
temporary close of all  
UK travel corridors**  
15/01/2021

**Radar Survey 94**  
Covid-19 Special #44  
Friday 22/01/2021



**PM announces new variant  
"may be associated with a  
higher degree of mortality"**  
22/01/2021

**Radar Survey 95**  
Covid-19 Special #45  
Friday 29/01/2021



**PM announces schools  
unlikely to reopen  
before 8<sup>th</sup> March 2021**  
27/01/2021

**Radar Survey 96**  
Covid-19 Special #46  
Friday 05/02/2021



**Government announces  
mandatory hotel quarantines  
for travellers from travel ban  
countries from 15<sup>th</sup> Feb 2021**  
05/02/2021

**Radar Survey 97**  
Covid-19 Special #47  
Friday 12/02/2021



**Over 90% of  
everyone over 75  
now vaccinated**  
10/02/2021

**Radar Survey 98**  
Covid-19 Special #48  
Friday 19/02/2021



**Vaccine given to 15 millions  
people in the UK**  
14/02/2021



# Survey Timeline

**98 weeks  
of historic  
Radar  
survey  
data**

**Radar Survey 99**  
Covid-19 Special #49  
Friday 26/02/2020

**Radar Survey 100**  
Covid-19 Special #50  
Friday 05/03/2020

**Radar Survey 101**  
Covid-19 Special #51  
Friday 12/03/2020

**Radar Survey 102**  
Covid-19 Special #52  
Friday 19/03/2020

**Radar Survey 103**  
Covid-19 Special #53  
Friday 26/03/2020

**Radar Survey 104**  
Covid-19 Special #54  
Thursday 01/04/2020

**Boris announces lockdown  
measures to be completely  
lifted by end of June 2021**

22/02/2021

**Children return to schools**

08/03/2021

**12 months on from PM  
ordering people to stay  
in their homes**

23/03/2021

**Lockdown restrictions  
are eased to allow rule  
of 6 outdoors**

29/03/2021

**Easter Bank Holiday  
weekend**

02/04/2021

**Radar Survey 105**  
Covid-19 Special #55  
Friday 09/04/2020

**Radar Survey 106**  
Covid-19 Special #56  
Friday 16/04/2020

**Radar Survey 107**  
Covid-19 Special #57  
Friday 23/04/2020

**Lockdown restrictions are eased  
to allow rule of reopening of  
outdoor venues, non-essential  
retail and salons/barbers**

12/04/2021

**PM announces  
vaccinations received by  
33 million people to-date**

20/04/2021