



Consumer State of the Nation Report

November 2020

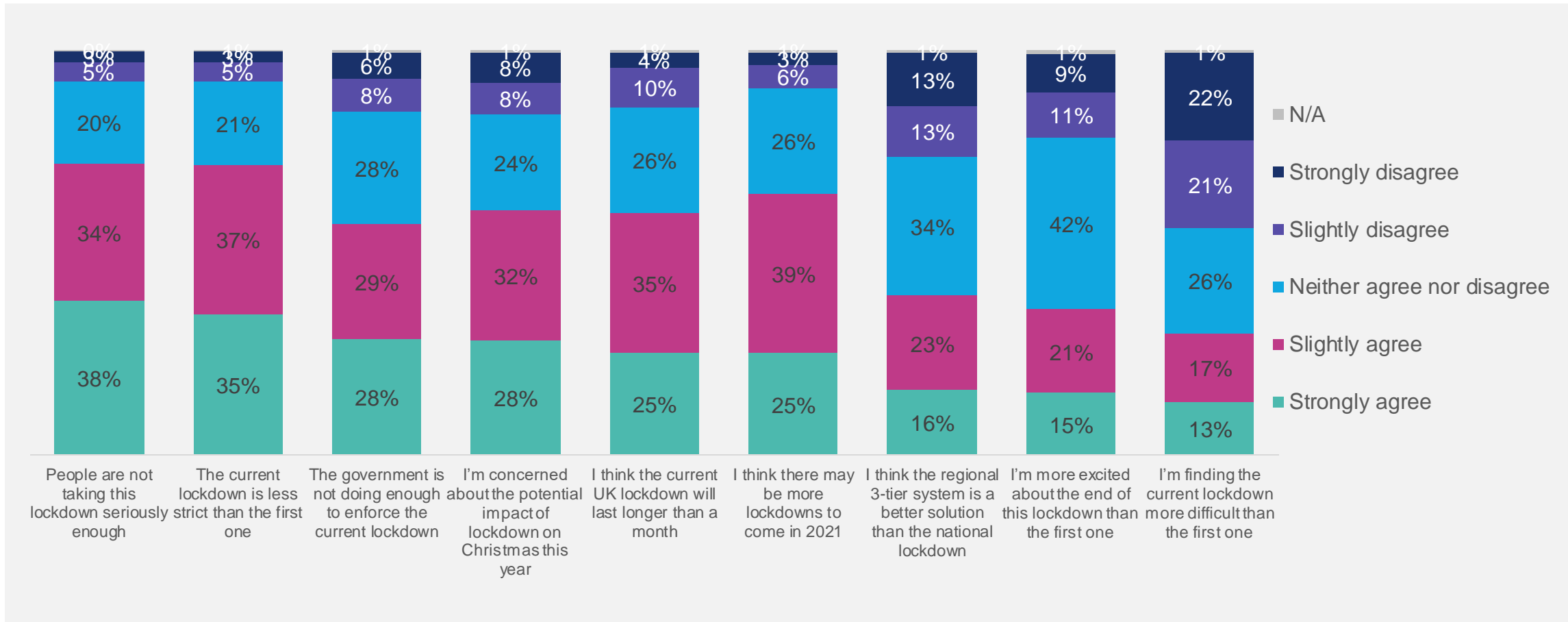
A bit about this report

- The research was commissioned by Havas Media Group.
- A week into the UK's second national lockdown, we wanted to check in on the feelings of the nation towards the latest Government restrictions and understand their hopes and fears for the future (2021 and beyond). We also wanted to see how COVID-19 has impacted on people's use of and perception of technology and whether it has changed the bigger societal issues that we care about.
- Fieldwork was carried out from 11-16 Nov 2020. The sample size is 1,493 respondents, nationally representative with quotas set on age, gender and region.
- This presentation covers key findings and implications from the research. Results are cut by age group; however we are able to analyse the results by gender, region, income & household size should that be of interest.
- If you have any questions about the contents of this report please email: mediastrategyandinsight@havasmg.com

Views on current lockdown

Nearly three quarters feel that people are not taking the current lockdown seriously enough and that is less strict than the first one. There is a desire for the government to enforce it better, but also concern that it will impact Christmas

Attitudes Towards Lockdown 2.0 – TOTAL



Q21) Please tell us how much you agree or disagree with the following.

Base: Total sample (1,493)



Over 55s are most likely to feel that the current lockdown isn't being taken seriously enough, while 25-44s are most concerned about the impact on Christmas. Younger people are finding this lockdown particularly difficult and are excited for it to be over

Attitudes Towards Lockdown 2.0 – by age (NET AGREE)

	Total	18-24	25-34	35-44	45-54	55-64	65+
People are not taking this lockdown seriously enough	72%	65%	65%	69%	72%	75%	80%
The current lockdown is less strict than the first one	71%	67%	72%	73%	76%	67%	72%
I think there may be more lockdowns to come in 2021	64%	63%	66%	65%	69%	62%	62%
I'm concerned about the potential impact of lockdown on Christmas this year	60%	61%	66%	64%	63%	49%	59%
I think the current UK lockdown will last longer than a month	60%	61%	62%	64%	62%	56%	55%
The government is not doing enough to enforce the current lockdown	57%	59%	56%	58%	58%	50%	60%
I think the regional 3-tier system is a better solution than the national lockdown	39%	40%	43%	40%	38%	33%	40%
I'm more excited about the end of this lockdown than the first one	36%	48%	47%	45%	31%	26%	25%
I'm finding the current lockdown more difficult than the first one	30%	48%	40%	38%	30%	18%	15%

Q15) How much do you agree or disagree that companies and businesses should do the following?

Base: Total (1,493) 18-24 (180), 25-34 (254), 35-44 (237), 45-54 (252), 55-64 (230), 65+ (340)



Attitudes towards lockdown are largely consistent across UK regions. However, those in Wales are most likely to feel the current lockdown isn't being taken seriously enough, while those in Scotland feel there will be more lockdowns to come in 2021

Attitudes Towards Lockdown 2.0 – by region (NET AGREE)

	Total	South	North	Scotland	Wales	Northern Ireland
People are not taking this lockdown seriously enough	72%	71%	71%	73%	79%	76%
The current lockdown is less strict than the first one	71%	73%	71%	66%	69%	71%
I think there may be more lockdowns to come in 2021	64%	60%	66%	74%	69%	68%
I'm concerned about the potential impact of lockdown on Christmas this year	60%	58%	62%	64%	57%	64%
I think the current UK lockdown will last longer than a month	60%	57%	63%	63%	53%	62%
The government is not doing enough to enforce the current lockdown	57%	58%	55%	56%	60%	62%
I think the regional 3-tier system is a better solution than the national lockdown	39%	41%	36%	46%	38%	29%
I'm more excited about the end of this lockdown than the first one	36%	35%	37%	34%	38%	30%
I'm finding the current lockdown more difficult than the first one	30%	29%	31%	28%	36%	30%

Q21) Please tell us how much you agree or disagree with the following?

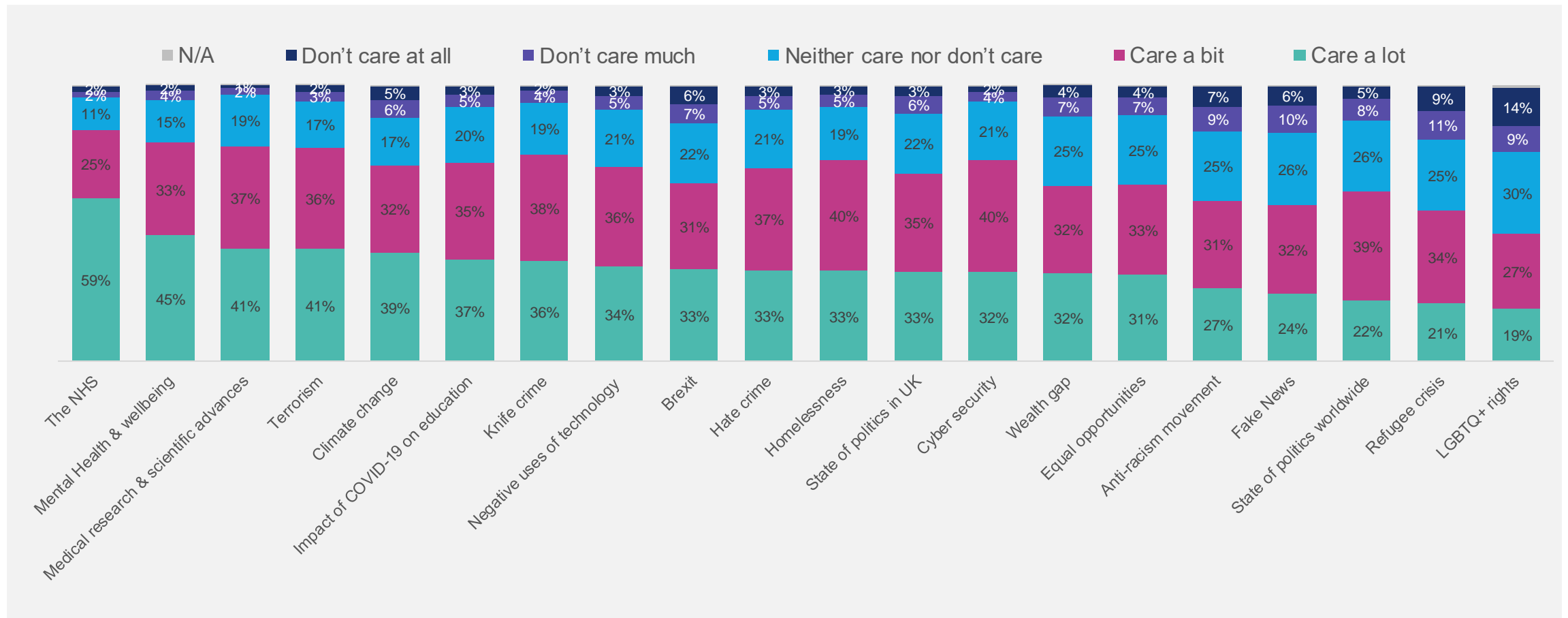
Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)



Societal Issues

COVID is clearly having a large impact on the issues that people currently care about with the NHS topping the list, followed by mental health & wellbeing and, unsurprisingly, medical research & scientific advances

Societal Issues Currently Care About - TOTAL



Q8 / Q9) How much do you currently care about the following issues?

Base: Total sample (1493)



The NHS is the most cared about issue for all ages except for 18-24s, who prioritise mental health & wellbeing; they also prioritise equal opportunities & LGBTQ+ rights, more so than any other age groups. 65+s place more importance on politics & Brexit

Societal Issues Currently Care About - by age (NET CARE)

	Total	18-24	25-34	35-44	45-54	55-64	65+
The NHS	84%	75%	78%	79%	85%	87%	93%
Mental Health & wellbeing	79%	78%	76%	79%	85%	80%	77%
Medical research & scientific advances	78%	68%	71%	74%	77%	79%	91%
Terrorism	77%	68%	70%	76%	78%	77%	88%
Knife crime	75%	64%	68%	73%	74%	75%	87%
Homelessness	73%	74%	67%	77%	76%	73%	72%
Cyber security	73%	64%	67%	73%	70%	74%	84%
Impact of COVID-19 on education	72%	70%	67%	70%	73%	70%	79%
Climate change	71%	70%	68%	69%	70%	70%	77%
Negative uses of technology e.g. cyber bullying, trolling, body shaming etc.	70%	66%	67%	75%	67%	71%	74%
Hate crime	70%	70%	70%	69%	71%	65%	73%
State of politics in UK	68%	61%	63%	64%	65%	68%	81%
Brexit	64%	47%	61%	62%	59%	64%	83%
Equal opportunities	64%	74%	66%	70%	65%	56%	57%
Wealth gap, e.g. difference in income between rich and poor or from generation to generation	64%	65%	65%	67%	67%	60%	60%
State of politics worldwide	61%	60%	58%	61%	59%	60%	68%
Anti-racism movement	58%	68%	64%	59%	59%	50%	53%
Fake News	57%	45%	55%	57%	56%	55%	65%
Refugee crisis	55%	61%	58%	54%	54%	51%	51%
LGBTQ+ rights	46%	66%	55%	53%	48%	34%	31%

Q8 / Q9) How much do you currently care about the following issues?

Base: Total (1493) 18-24 (180), 25-34 (254), 35-44 (237), 45-54 (252), 55-64 (230), 65+ (340)

The NHS is the issue currently cared about most in all regions, with mental health & medical research also high on the list. Those in Scotland prioritise many issues including homelessness, cyber security, impact of covid on education, climate change, negative uses of technology & the wealth gap more than other regions

Societal Issues Currently Care About - by region (NET CARE)

	Total	South	North	Scotland	Wales	Northern Ireland
The NHS	84%	83%	84%	86%	85%	82%
Mental Health & wellbeing	79%	77%	81%	82%	79%	76%
Medical research and scientific advances	78%	79%	76%	78%	82%	80%
Terrorism	77%	76%	78%	75%	78%	75%
Knife crime	75%	75%	76%	72%	65%	63%
Homelessness	73%	71%	74%	80%	65%	76%
Cyber security	73%	72%	72%	80%	78%	72%
Impact of COVID-19 on education	72%	72%	71%	78%	65%	70%
Climate change	71%	70%	71%	76%	72%	67%
Negative uses of technology e.g. cyber bullying, trolling, body shaming etc.	70%	68%	71%	77%	69%	72%
Hate crime	70%	70%	69%	73%	67%	68%
State of politics in UK	68%	66%	69%	70%	70%	61%
Brexit	64%	66%	63%	60%	70%	61%
Equal opportunities	64%	63%	65%	69%	55%	67%
Wealth gap, e.g. difference in income between rich and poor or from generation to generation	64%	62%	64%	73%	57%	65%
State of politics worldwide	61%	61%	61%	63%	68%	59%
Anti-racism movement	58%	58%	58%	63%	49%	49%
Fake News	57%	58%	55%	56%	57%	56%
Refugee crisis	55%	53%	56%	61%	50%	51%
LGBTQ+ rights	46%	44%	49%	45%	44%	40%

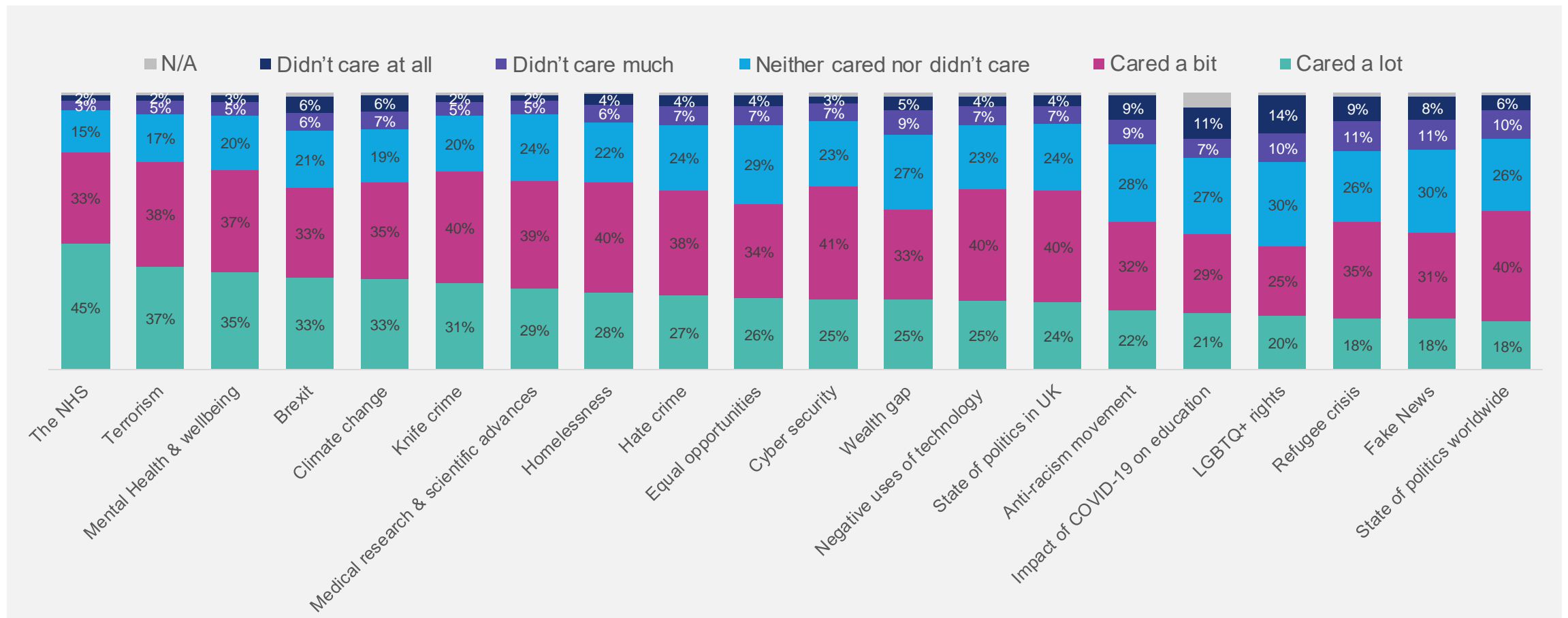
Q8 / Q9) How much do you currently care about the following issues?

Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)



The NHS was always a societal issue that people cared about, even pre-COVID, however terrorism and Brexit took priority before, whilst medical research was less cared about

Societal Issues Cared About Before COVID-19- TOTAL



Q10 / Q11) And how much did you care about each of these issues before COVID-19?

Base: Total sample (1493)

COVID hasn't really changed the level of care that people have for most issues across age groups, but has pushed some up the agenda, including medical research and mental health

Societal Issues Cared About Before COVID-19 - by age (NET CARED)

	Total	18-24	25-34	35-44	45-54	55-64	65+
The NHS	79%	66%	73%	73%	77%	83%	93%
Terrorism	75%	69%	71%	73%	73%	73%	87%
Mental Health & wellbeing	72%	76%	72%	72%	76%	72%	69%
Knife crime	72%	62%	66%	71%	73%	69%	82%
Medical research and scientific advances	68%	55%	59%	67%	66%	70%	83%
Homelessness	68%	68%	65%	71%	73%	67%	65%
Climate change	68%	68%	65%	67%	66%	64%	73%
Cyber security	66%	57%	62%	69%	66%	65%	74%
Brexit	66%	53%	59%	58%	62%	66%	85%
Negative uses of technology e.g. cyber bullying, trolling, body shaming etc.	65%	64%	65%	66%	62%	63%	69%
Hate crime	65%	66%	65%	67%	62%	62%	67%
State of politics in UK	65%	58%	60%	63%	58%	66%	77%
Equal opportunities	60%	66%	64%	63%	63%	54%	53%
Wealth gap, e.g. difference in income between rich and poor or from generation to generation	58%	60%	60%	66%	56%	58%	51%
State of politics worldwide	57%	58%	56%	59%	54%	53%	62%
Anti-racism movement	53%	65%	59%	58%	53%	44%	46%
Refugee crisis	53%	54%	58%	58%	54%	48%	49%
Fake News	50%	42%	53%	52%	49%	45%	54%
Impact of COVID-19 on education	49%	47%	56%	51%	48%	44%	48%
LGBTQ+ rights	45%	65%	54%	50%	47%	32%	30%

Q10 / Q11) And how much did you care about each of these issues before COVID-19?

Base: Total (1493) 18-24 (180), 25-34 (254), 35-44 (237), 45-54 (252), 55-64 (230), 65+ (340)



COVID-19 has pushed the importance of some issues up the agenda, including medical research and mental health

Societal Issues Cared About Before COVID-19 - by region (NET CARED)

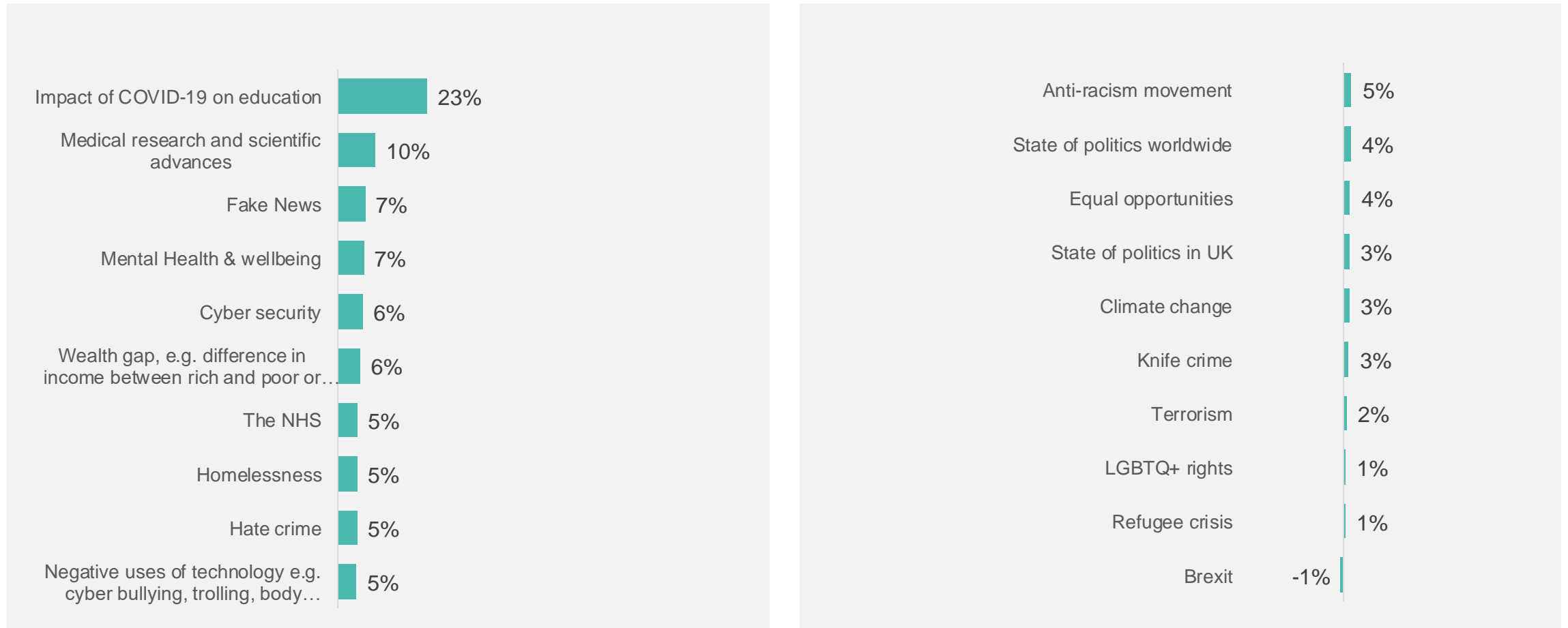
	Total	South	North	Scotland	Wales	Northern Ireland
The NHS	79%	79%	77%	84%	79%	81%
Terrorism	75%	73%	77%	75%	75%	70%
Mental Health & wellbeing	72%	71%	74%	71%	68%	73%
Knife crime	72%	72%	73%	67%	61%	63%
Medical research and scientific advances	68%	69%	67%	66%	71%	61%
Homelessness	68%	65%	71%	73%	60%	72%
Climate change	68%	70%	64%	72%	72%	60%
Cyber security	66%	67%	65%	66%	71%	64%
Brexit	66%	67%	65%	64%	67%	62%
Negative uses of technology e.g. cyber bullying, trolling, body shaming etc.	65%	65%	66%	63%	64%	65%
Hate crime	65%	65%	66%	64%	65%	56%
State of politics in UK	65%	66%	62%	69%	68%	58%
Equal opportunities	60%	59%	61%	63%	54%	61%
Wealth gap, e.g. difference in income between rich and poor or from generation to generation	58%	57%	59%	59%	54%	54%
State of politics worldwide	57%	59%	55%	58%	63%	53%
Anti-racism movement	53%	53%	55%	53%	46%	49%
Refugee crisis	53%	50%	56%	56%	49%	56%
Fake News	50%	51%	49%	44%	47%	41%
Impact of COVID-19 on education	49%	49%	49%	45%	54%	40%
LGBTQ+ rights	45%	44%	46%	42%	40%	44%

Q10 / Q11) And how much did you care about each of these issues before COVID-19?

Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)

Brexit is the only issue that people care about less after COVID, with all other issues being cared about more, suggesting that people have become more switched on about societal issues since the pandemic hit

Difference in Societal Issues Cared About Now vs. Before COVID-19: NET CARE



Q8 / Q9) How much do you currently care about the following issues? Q10 / Q11) And how much did you care about each of these issues before COVID-19?

Base: Total sample (1493)

Fake news has become more cared about by older age groups (45+), possibly as they are more interested in politics; negative uses of technology has become a greater priority for 35-44s, as they are the age group most likely to have children who may be affected by this

Difference in Societal Issues Cared About Now vs. Before COVID-19: NET CARE BY AGE

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+
Impact of COVID-19 on education	23%	23%	11%	20%	25%	25%	31%
Medical research and scientific advances	10%	13%	12%	7%	11%	9%	8%
Fake News	7%	4%	3%	4%	7%	10%	12%
Mental Health & wellbeing	7%	2%	4%	7%	9%	8%	8%
Cyber security	6%	8%	4%	4%	4%	9%	10%
Wealth gap, e.g. difference in income between rich and poor or from generation to generation	6%	5%	4%	1%	11%	2%	9%
The NHS	5%	9%	4%	6%	9%	4%	1%
Homelessness	5%	6%	2%	6%	3%	7%	7%
Hate crime	5%	4%	5%	2%	8%	3%	7%
Negative uses of technology e.g. cyber bullying, trolling, body shaming etc.	5%	1%	2%	9%	5%	8%	4%
Anti-racism movement	5%	2%	4%	1%	6%	6%	7%
State of politics worldwide	4%	3%	2%	1%	5%	7%	6%
Equal opportunities	4%	8%	2%	6%	2%	1%	4%
State of politics in UK	3%	3%	3%	1%	8%	2%	3%
Climate change	3%	2%	3%	1%	4%	6%	4%
Knife crime	3%	2%	3%	2%	1%	5%	5%
Terrorism	2%	-1%	-1%	3%	5%	4%	2%
LGBTQ+ rights	1%	1%	1%	3%	1%	1%	1%
Refugee crisis	1%	6%	0%	-4%	0%	4%	2%
Brexit	-1%	-6%	2%	4%	-4%	-2%	-2%

Q8 / Q9) How much do you currently care about the following issues? Q10 / Q11) And how much did you care about each of these issues before COVID-19?

Base: Total (1493) 18-24 (180), 25-34 (254), 35-44 (237), 45-54 (252), 55-64 (230), 65+ (340)



COVID-19 has caused many issues to become particularly pertinent in Scotland and N. Ireland, notably the impact of COVID on education. Brexit is an issue that is consistently cared about less now, with the exception of those in Wales

Difference in Societal Issues Cared About Now vs. Before COVID-19: NET CARE BY REGION

	Total	South	North	Scotland	Wales	Northern Ireland
Impact of COVID-19 on education	23%	23%	22%	33%	11%	30%
Medical research and scientific advances	10%	10%	8%	12%	11%	19%
Fake News	7%	6%	6%	13%	10%	16%
Mental Health & wellbeing	7%	5%	7%	11%	11%	4%
Cyber security	6%	4%	7%	14%	7%	8%
Wealth gap, e.g. difference in income between rich and poor or from generation to generation	6%	5%	5%	14%	3%	10%
The NHS	5%	4%	7%	2%	5%	1%
Homelessness	5%	6%	3%	7%	5%	5%
Hate crime	5%	6%	3%	9%	1%	11%
Negative uses of technology e.g. cyber bullying, trolling, body shaming etc.	5%	3%	5%	14%	5%	7%
Anti-racism movement	5%	6%	3%	10%	3%	0%
State of politics worldwide	4%	2%	6%	5%	5%	6%
Equal opportunities	4%	4%	4%	6%	1%	6%
State of politics in UK	3%	0%	7%	1%	2%	3%
Climate change	3%	0%	7%	4%	0%	7%
Knife crime	3%	3%	3%	4%	4%	0%
Terrorism	2%	3%	1%	1%	3%	5%
LGBTQ+ rights	1%	0%	2%	3%	3%	-4%
Refugee crisis	1%	2%	-1%	5%	1%	-5%
Brexit	-1%	-1%	-2%	-4%	4%	-1%

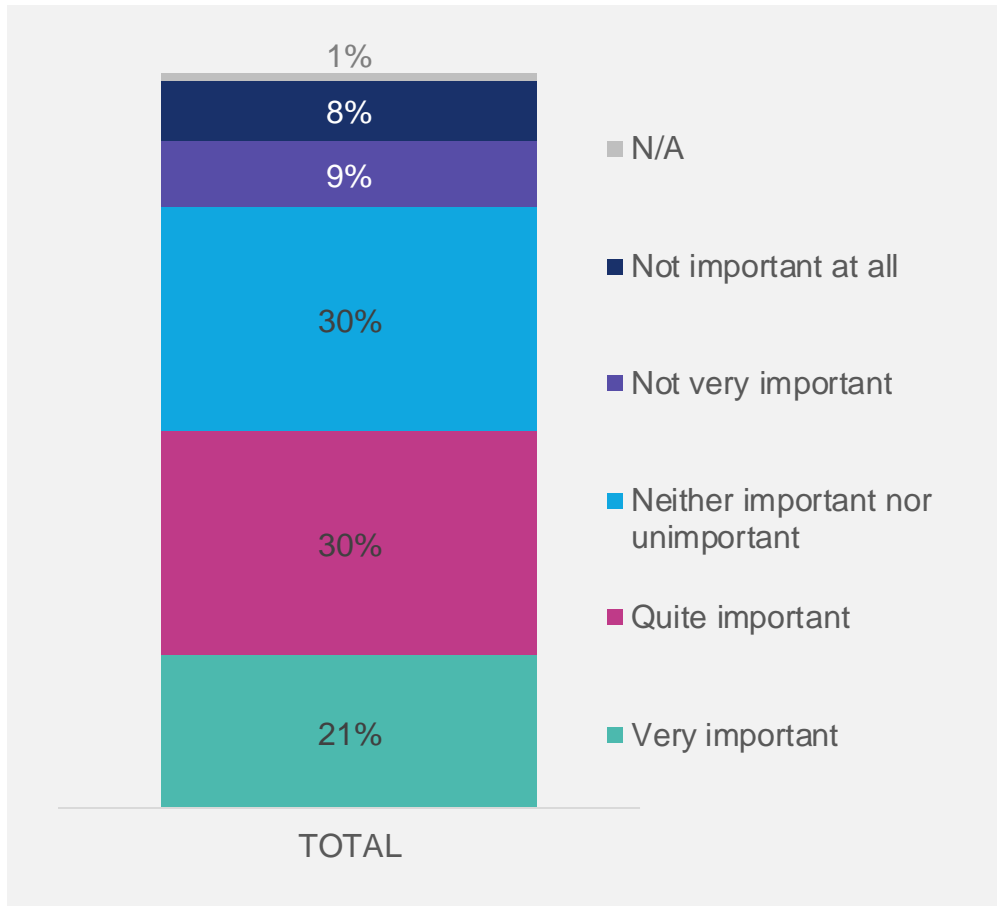
Q8 / Q9) How much do you currently care about the following issues? Q10 / Q11) And how much did you care about each of these issues before COVID-19?

Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)



Diversity is important to just over half of all respondents, however there is a generation divide with more of those in younger age groups saying it is important, and less than half of those aged 55+ placing any importance in diversity

Importance of diversity – total and by age



	TOTAL	18-24	25-34	35-44	45-54	55-64	65+
Very important	21%	33%	29%	24%	21%	15%	11%
Quite important	30%	25%	32%	34%	37%	29%	26%
Neither important nor unimportant	30%	28%	27%	29%	31%	30%	35%
Not very important	9%	9%	7%	6%	6%	13%	13%
Not important at all	8%	4%	4%	6%	5%	12%	14%
NET: IMPORTANT	51%	58%	61%	58%	58%	43%	37%
NET: NOT IMPORTANT	17%	13%	11%	12%	11%	25%	27%

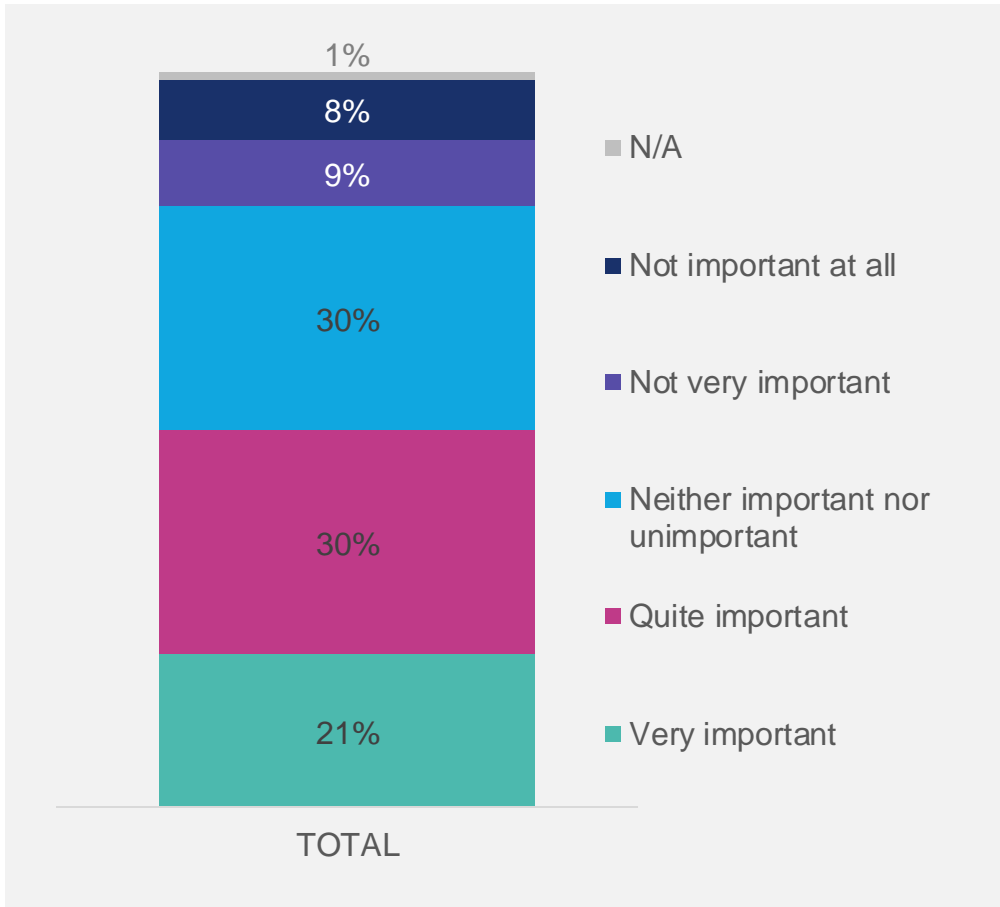
Q12) How important is diversity to you (i.e. how important is it to you to be surrounded by people of different cultures and backgrounds)?

Base: Total (1493) 18-24 (180), 25-34 (254), 35-44 (237), 45-54 (252), 55-64 (230), 65+ (340)



Diversity is important to just over half of all respondents, and slightly more in the South of England. Those in Wales are most likely to be agnostic towards its importance

Importance of diversity – total and by region



	Total	South	North	Scotland	Wales	Northern Ireland
Very important	21%	21%	20%	22%	22%	23%
Quite important	30%	32%	30%	30%	26%	27%
Neither important nor unimportant	30%	28%	32%	32%	36%	32%
Not very important	9%	10%	9%	8%	7%	8%
Not important at all	8%	9%	8%	7%	8%	10%
Net important	51%	53%	50%	52%	49%	49%
Net not important	17%	19%	17%	15%	15%	19%

Q12) How important is diversity to you (i.e. how important is it to you to be surrounded by people of different cultures and backgrounds)?

Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)



For those who say diversity is important, it's because they believe that we can all learn from other cultures and that all people should be treated equally, whilst those on the other end of the spectrum say diversity shouldn't be forced upon people and that it isn't something that affects them personally

Reasons Given for Importance of Diversity – total

Very Important	Quite Important	Neither Important nor Unimportant	Not Very Important	Not Important at all
<p>"Because all people should be treated as equals."</p>	<p>"A mix of ethnicity and sexual preference adds flavour to the mix of society."</p>	<p>"As long as people are good, I don't care if they're white or black."</p>	<p>"There are things to worry much more about."</p>	<p>"Acknowledgement of diversity encourages prejudice, discrimination and disrespect."</p>
<p>"Every culture has something we can learn from and it helps you become a more rounded person to learn from others' perspectives."</p>	<p>"Being around people with varying backgrounds makes you more open to differing views and helps create a more equal society."</p>	<p>"As we are in lockdown, it is not important to me."</p>	<p>"The concept has been hijacked by those with an agenda that says 'if you don't believe in what we believe in, you're racist.'"</p>	<p>"Diversity isn't something that should be forced upon people."</p>
<p>"People of different colours and cultures should be able to get on with their lives without fear of abuse."</p>	<p>"Everybody should feel like they're welcome anywhere and to any jobs that they desire."</p>	<p>"I am quite tolerant and don't mind people from different backgrounds but I do mind when they are given priority over people who have worked hard for this country."</p>	<p>"I live in a small village and we are a happy community with only one culture, which we like."</p>	<p>"I am too old to worry about diversity."</p>
<p>"Diversity gives you a different point of view."</p>	<p>"I want my children to grow up accepting other people as they are and to do this they need to grow up with a diverse community."</p>	<p>"Diversity is around us all the time. I think it's important that we embrace diversity but don't think it needs to be spoken about continuously."</p>	<p>"I treat people as I find them, no time for people who attempt to ram it down your throat."</p>	<p>"I most firmly believe in a Britain for the British."</p>
<p>"It's important that my children grow up to acknowledge that diversity is good, and that not everyone is the same but that's doesn't mean it's a bad thing."</p>	<p>"It enriches our culture and we need to be tolerant of other people. We are all human beings."</p>	<p>"Doesn't affect me."</p>	<p>"I believe in meritocracy which has no racial or other connotations, just respects those who strive to be their best."</p>	<p>"It's all too politically correct these days, forcing quotas of certain people rather than just employing the best people for the job."</p>
				<p>"It has nothing to do with me, personally."</p>

Q13) You just said diversity is <insert answer from Q13>. Why do you say that?

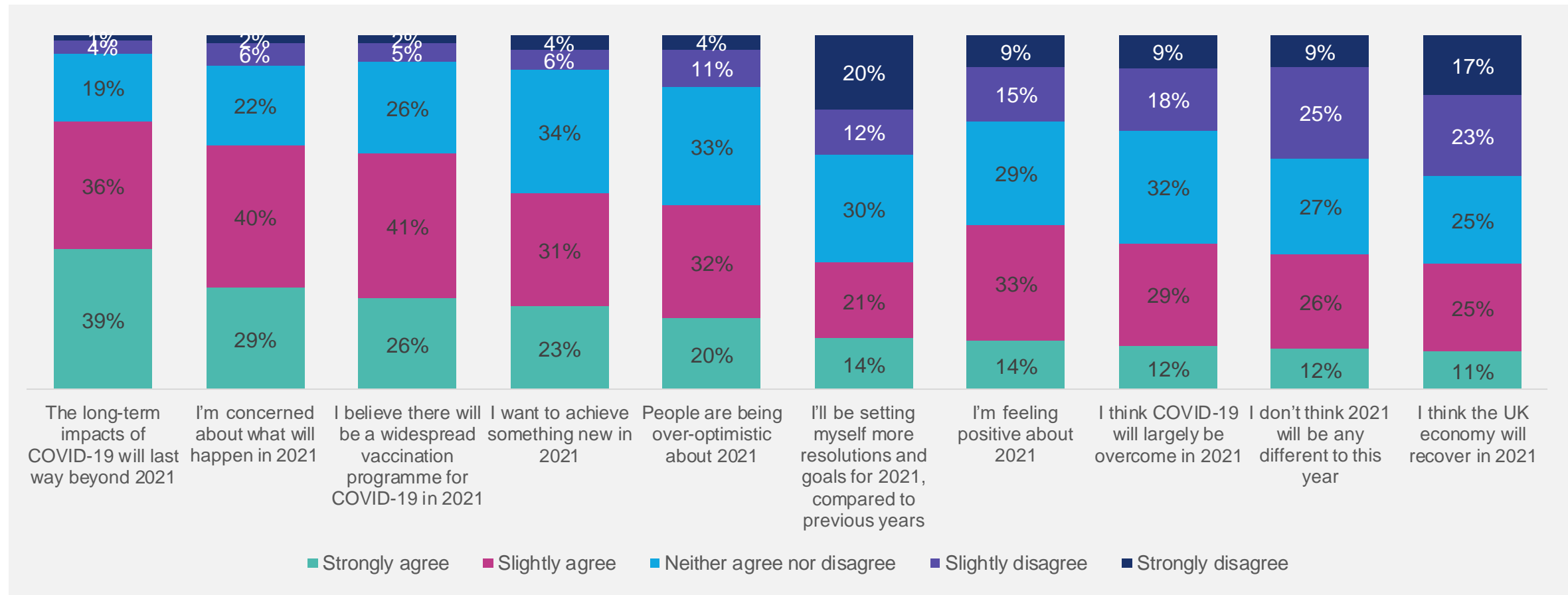
Base: Total sample (1493)



Looking Ahead: 2021 and the Future

Concerns for the future are clear, with the majority agreeing the impact of COVID-19 will last through 2021 & beyond. Even so, many are hopeful that a vaccine will be available next year, with over half of respondents also wanting to achieve something new in 2021

Opinions on 2021 - TOTAL



Q20) Please tell us how much you agree or disagree with the following.

Base: Total sample (1493)



Overall, 45+ are seemingly the least confident that the impact of COVID-19 will end sooner rather than later, with 55-64s also being the least likely to think the UK economy will recover in 2021. Even though 18-24s are most likely to agree that they are concerned about what will happen in 2021, they are also the age group that most want to achieve something new in 2021

Opinions on 2021 - by age (NET AGREE)

	TOTAL	18-24	25-34	35-44	45-54	55-64	65+
The long-term impacts of COVID-19 will last way beyond 2021	76%	68%	72%	72%	80%	77%	81%
I'm concerned about what will happen in 2021	69%	72%	68%	71%	70%	68%	66%
I believe there will be a widespread vaccination programme for COVID-19 in 2021	66%	53%	62%	66%	64%	61%	81%
I want to achieve something new in 2021	55%	72%	64%	65%	58%	47%	35%
People are being over-optimistic about 2021	52%	62%	57%	51%	51%	50%	45%
I'm feeling positive about 2021	46%	41%	52%	52%	44%	38%	48%
I think COVID-19 will largely be overcome in 2021	41%	44%	50%	49%	41%	30%	35%
I don't think 2021 will be any different to this year	38%	52%	47%	45%	41%	29%	24%
I think the UK economy will recover in 2021	35%	41%	36%	35%	36%	28%	37%
I'll be setting myself more resolutions and goals for 2021, compared to previous years	35%	57%	46%	48%	35%	24%	13%

Q20) Please tell us how much you agree or disagree with the following.

Base: Total (1493), 18-24 (231), 25-34 (336), 35-44 (315), 45-54 (343), 55-64 (304), 65+ (464)



Those in Scotland are again quite pessimistic about the future, being most likely to think the long-term impact of COVID will last beyond 2021. Those in the South are feeling most positive about 2021, while those in the North are most concerned about what the new year may bring. Meanwhile the Welsh are most optimistic for a vaccine next year

Opinions on 2021 - by region (NET AGREE)

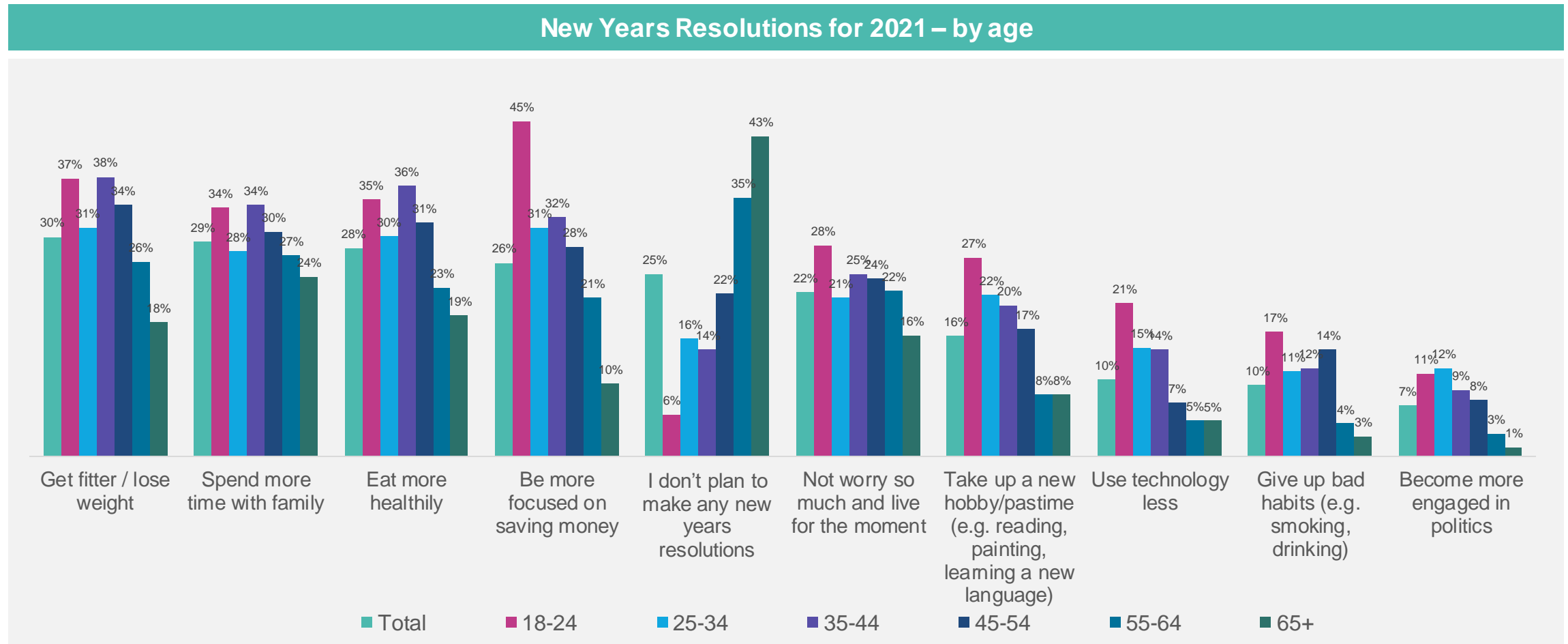
	Total	South	North	Scotland	Wales	Northern Ireland
The long-term impacts of COVID-19 will last way beyond 2021	76%	73%	77%	82%	76%	77%
I'm concerned about what will happen in 2021	69%	66%	72%	68%	69%	66%
I believe there will be a widespread vaccination programme for COVID-19 in 2021	66%	66%	65%	68%	76%	64%
I want to achieve something new in 2021	55%	57%	54%	50%	49%	60%
People are being over-optimistic about 2021	52%	52%	52%	48%	53%	45%
I'm feeling positive about 2021	46%	49%	44%	49%	38%	45%
I think COVID-19 will largely be overcome in 2021	41%	44%	40%	38%	38%	38%
I don't think 2021 will be any different to this year	38%	36%	40%	37%	44%	32%
I think the UK economy will recover in 2021	35%	38%	33%	34%	35%	33%
I'll be setting myself more resolutions and goals for 2021, compared to previous years	35%	36%	35%	28%	40%	24%

Q20) Please tell us how much you agree or disagree with the following.

Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)



At a total level, getting fitter / losing weight is the most popular new years resolution for 2021, with a focus on healthy eating also being important to 18-24s & 35-44s. 18-34s are also keen to save money in 2021, whereas 55+ are most likely to not make any new years resolutions

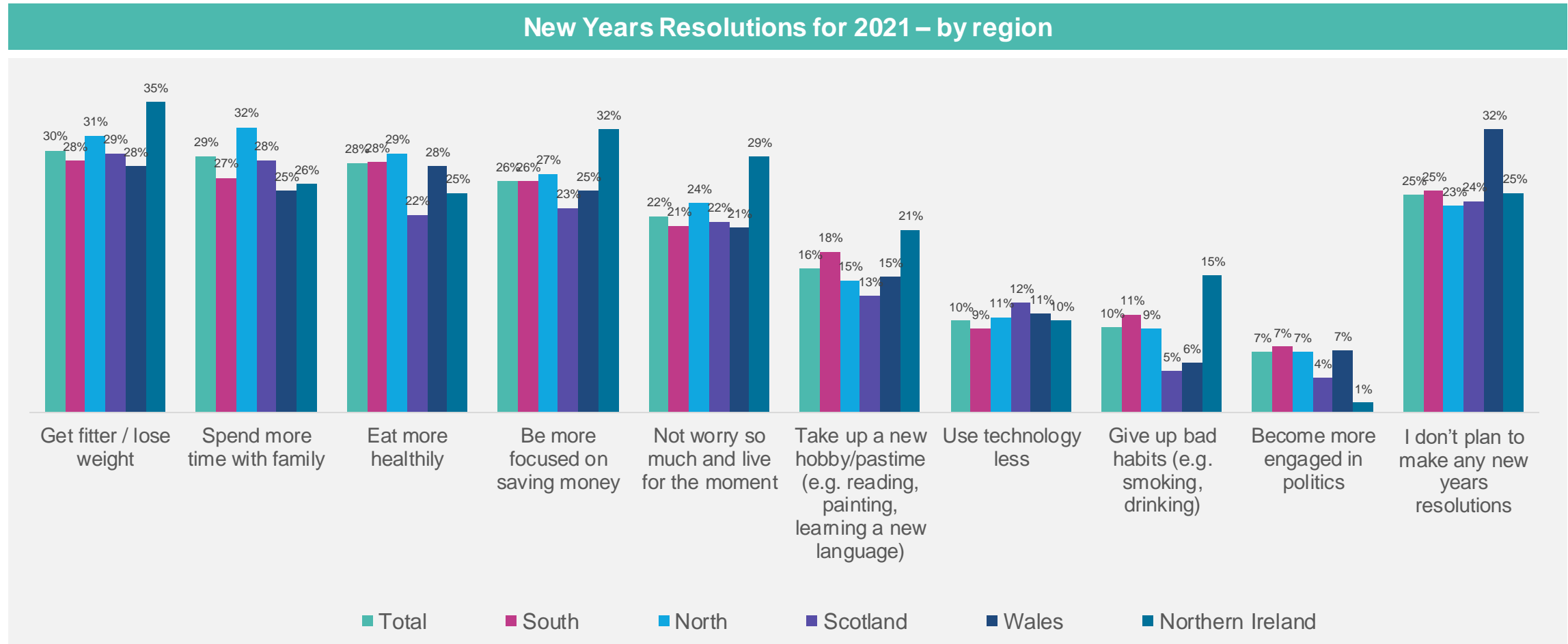


Q22) Which, if any, of the following are you planning to set as New Years Resolutions in 2021?

Base: Total (1493) 18-24 (180), 25-34 (254), 35-44 (237), 45-54 (252), 55-64 (230), 65+ (340)



New Years resolutions are roughly similar by region, with those in Northern Ireland being especially likely to want to get fit, save money, worry less and give up bad habits. Those in the South are relatively likely to take up a new hobby. The Welsh are the least likely to make New Years resolutions.



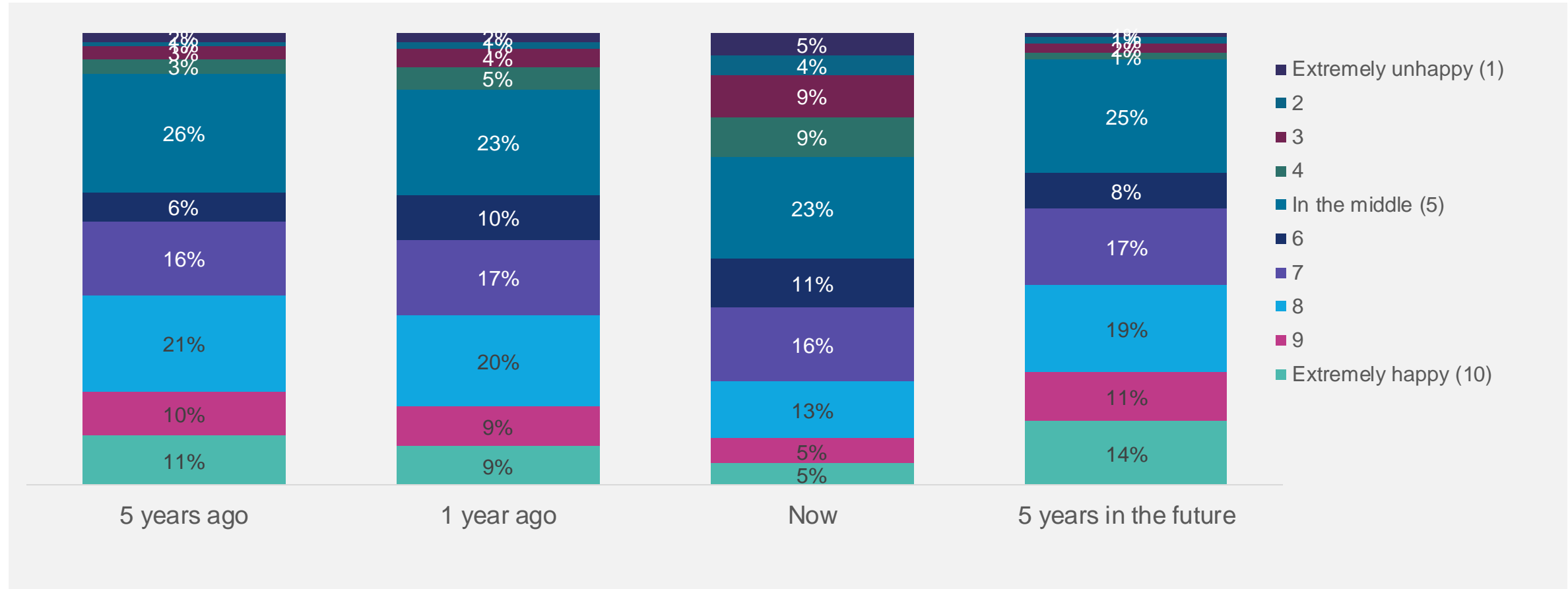
Q22) Which, if any, of the following are you planning to set as New Years Resolutions in 2021?

Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)



Given the current circumstances of a second national lockdown, it isn't surprising that the levels of happiness are currently at their lowest. However, it seems people are positive about the future, with most expecting to be at their happiest in 5 years time

Levels of Happiness Over Time - TOTAL



Q23) And finally, thinking about your overall happiness levels and life satisfaction, how happy would you say you were / how happy do you expect to be, at each of the following times? Base: Total sample (1493)



Again, unsurprisingly, all age groups currently feel at their most unhappy, particularly 55-64s. Whilst 65+ feel that their past 5 years were their happiest, the majority of 18-64s expect that 5 years in the future will be when they will be at their happiest

Opinions on 2021 - BY AGE (NET HAPPY: SCORE 7-10)							
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+
5 years ago	58%	56%	63%	56%	54%	47%	67%
1 year ago	54%	50%	56%	54%	47%	45%	67%
Now	39%	38%	42%	41%	36%	32%	43%
5 years in the future	60%	71%	66%	62%	56%	49%	59%

Opinions on 2021 - BY AGE (NET UNHAPPY: SCORE 1-4)							
	TOTAL	18-24	25-34	35-44	45-54	55-64	65+
5 years ago	9%	13%	5%	9%	10%	13%	5%
1 year ago	13%	17%	7%	15%	15%	18%	7%
Now	27%	31%	20%	26%	30%	36%	23%
5 years in the future	6%	4%	2%	5%	6%	10%	7%

Q23) And finally, thinking about your overall happiness levels and life satisfaction, how happy would you say you were / how happy do you expect to be, at each of the following times? Base: Total (1493), 18-24 (231), 25-34 (336), 35-44 (315), 45-54 (343), 55-64 (304), 65+ (464)



Those in Wales are most happy currently and also rate their past levels of happiness higher than in other regions. However, the Welsh expect to be slightly less happy in 5 years time compared to 5 years ago, while the opposite is true in all other regions

Opinions on 2021 - BY REGION (NET HAPPY: SCORE 7-10)						
	Total	South	North	Scotland	Wales	Northern Ireland
5 years ago	58%	58%	56%	62%	66%	59%
1 year ago	54%	54%	51%	61%	63%	59%
Now	39%	39%	38%	37%	56%	40%
5 years in the future	60%	60%	60%	63%	63%	61%

Opinions on 2021 - BY REGION (NET UNHAPPY: SCORE 1-4)						
	Total	South	North	Scotland	Wales	Northern Ireland
5 years ago	9%	9%	10%	5%	7%	11%
1 year ago	13%	12%	14%	10%	11%	8%
Now	27%	26%	29%	26%	21%	25%
5 years in the future	6%	7%	6%	3%	1%	8%

Q23) And finally, thinking about your overall happiness levels and life satisfaction, how happy would you say you were / how happy do you expect to be, at each of the following times? Base: Total (1,493) South (682), North (608), Scotland (131), Wales (72), Northern Ireland (97)





Thank you