



#1 The Impact of COVID-19 in the UK: trust, attitudes and consumer behaviour

CORE 

 YOUTH

CONTENTS

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02 Consumer mood and attitudes

03 Changing consumer behaviour

04 The role of brands

METHODOLOGY

This report is based on a mix of data from the 4Youth Community of 16-24s and Core4 community of All 4 viewers.

Fieldwork took place between:

- 4Youth: 20th – 24th March
- Core4: Wave 1 20th – 26th March / Wave 2 30th – 1st April

Who did we speak to?



1,407 Core4 community members
(1,211 in Wave 1 + 760 in Wave 2)
sample weighted to reflect a Channel 4 linear profile

107 4Youth Community members – *sample of 16-24s*



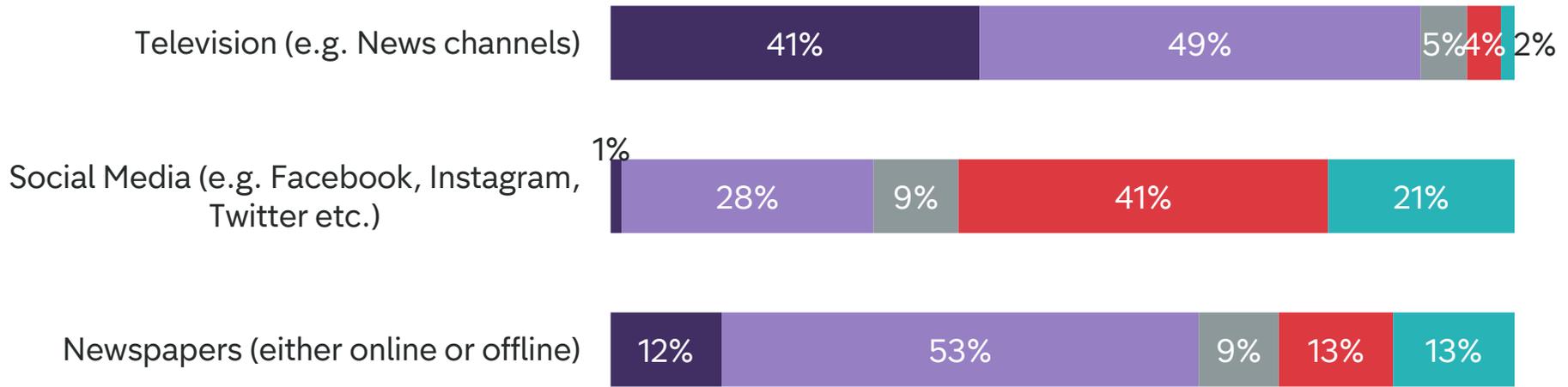
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1

TRUST IN THE NEWS

TV is by far the most trusted source of information during the Coronavirus

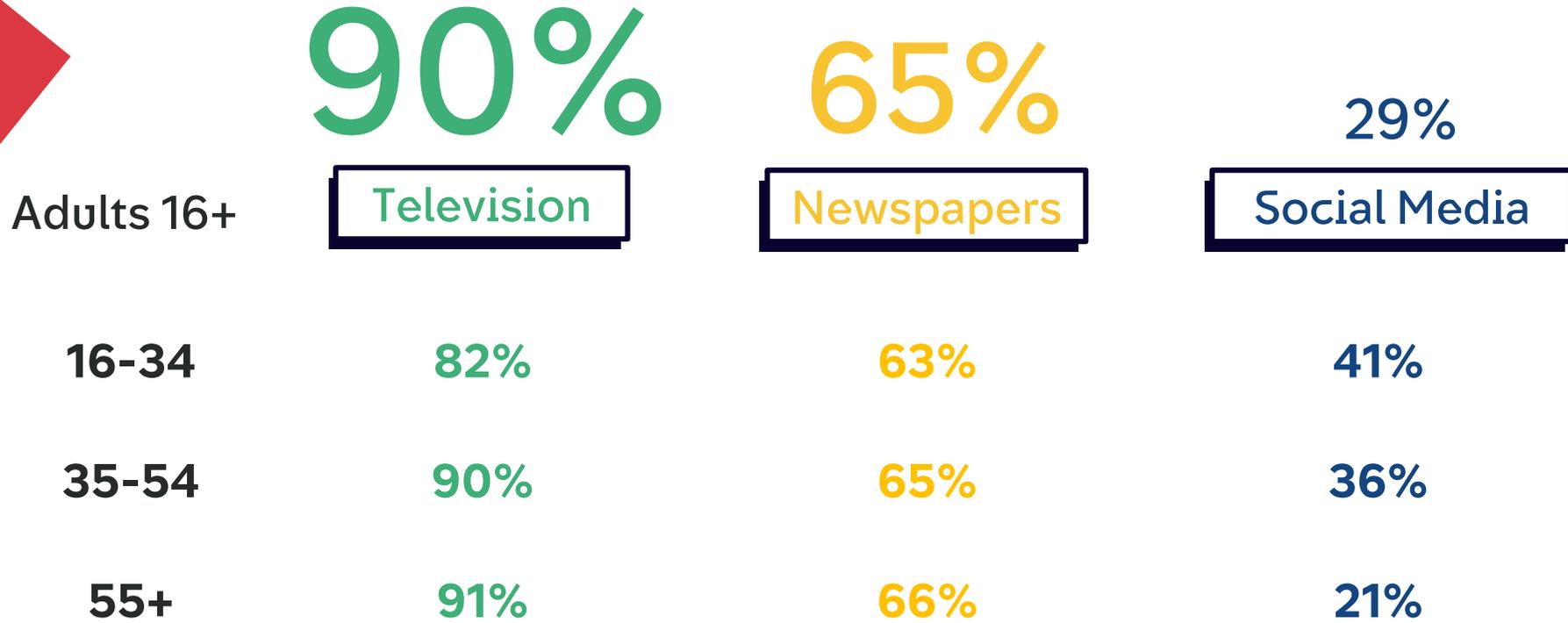
90% Net Trust for Television



- Trust this source
- Trust some channels/outlets from this source
- Neither trust nor distrust this source
- Don't trust this source
- Haven't learnt about Coronavirus from this source

While other sources are less decidedly so...

When combining 'I trust this source' and 'I trust some channels/outlets from this source'...



82% of 16-34s trust TV channels for information on COVID-19

Young people praise TV channels for being well-established mediums and having successfully built a strong reputation of accurate and unbiased news reporting...

TV is the most trusted information source for 16-34s when it comes to news about COVID-19. We found out why...

"I watch channels such as BBC, Sky and **Channel 4 news**. I trust them because they're **established, popular** and report on **actual news**" F, 20

"News sources like BBC/**C4**/Sky/ITV have a responsibility to report **accurate** news stories and have a history of **reporting trustworthy** news" F, 21

"I trust **Channel 4**. I trust that channel because they present **reliable facts** and **figures** and use information from official sites." F, 20

"**Channel 4 news** inspires **confidence** in me as you find real news with **evidence** of what is being talked about." M, 21

... they understand that TV channels are heavily regulated and adhere to strict reporting guidelines...

"TV channels are **heavily regulated** and have to conform to **strict rules**. They also have one agenda, presenting the news as accurately as possible. Whereas online media is all about having **sensationalist stories for clickbait**" F, 20

"I have more confidence in them since they always **report adequately with sincerity**, they also have a professional work team" F, 22

... and they are grateful for TV news broadcasts bringing routine and much-needed structure to their days

"The benefits of using the TV as an information source, is that it gives a **routine to your day**. This is especially important now when we are stuck inside our homes" F, 18

★ **Channel 4** is frequently mentioned as a **trusted information source** for this group ★

The rise of fake news

Social media has become synonymous with the term '**fake news**' and is widely perceived to be a key vehicle for the spread of false information or hoaxes surrounding the COVID-19 crisis.

It's therefore no surprise that our research finds **social media** to be **the least trusted source of information on COVID-19**.

"Fake news is **extremely rife on social media**, and **misinformation** is often widely and quickly **spread**. I therefore make it my policy to fact check all info I find on social media, regardless of the channel" M, 22

Coronavirus: Fake news epidemic

BBC

NEWS NIGHT

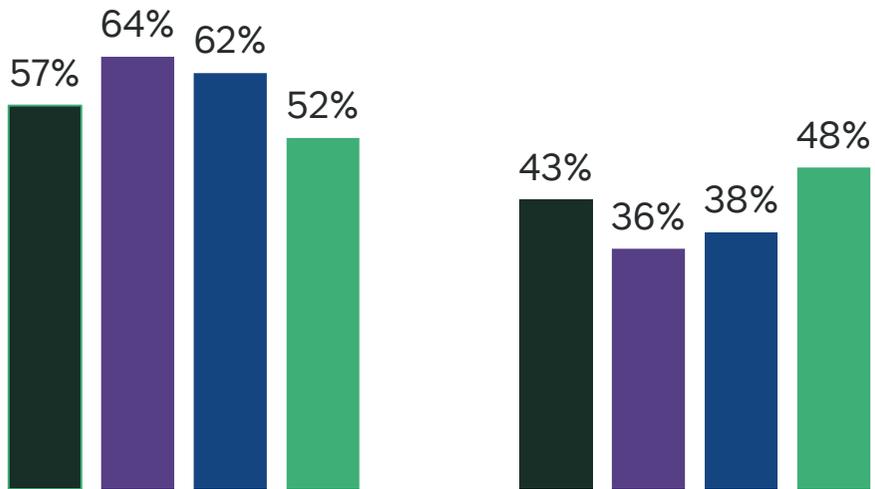
35,056

45,987 3m

78,999

Well over half have read or seen fake news about COVID-19...

■ Adults 16+ ■ 16-34 ■ 35-54 ■ 55+



I have read or seen fake news I have not read or seen fake news

... which increases to 64% amongst 16-34s

"On Facebook I saw a news story circulating that there was a **cure for the Coronavirus in Cuba**" M, 21

"On Twitter I saw an article that Coronavirus was **coming from 5G towers**. This is obviously ridiculous and made me angry. It has made me more cautious when using social media." M, 16

"A YouTube video with nearly half a million views falsely and dangerously advises **inhaling hot air from a hair dryer to cure the coronavirus**. Inhaling hot air will not thwart COVID-19. That made me feel angry." F, 20

"On social media I saw some fake news stating that **extra terrestrial creatures and the government** were working together to keep people indoors. It just made me disappointed." F, 19

"The fake news I saw was on Facebook from a shared post stating that the Coronavirus was a **government scheme** to have greater control over the public." F, 18

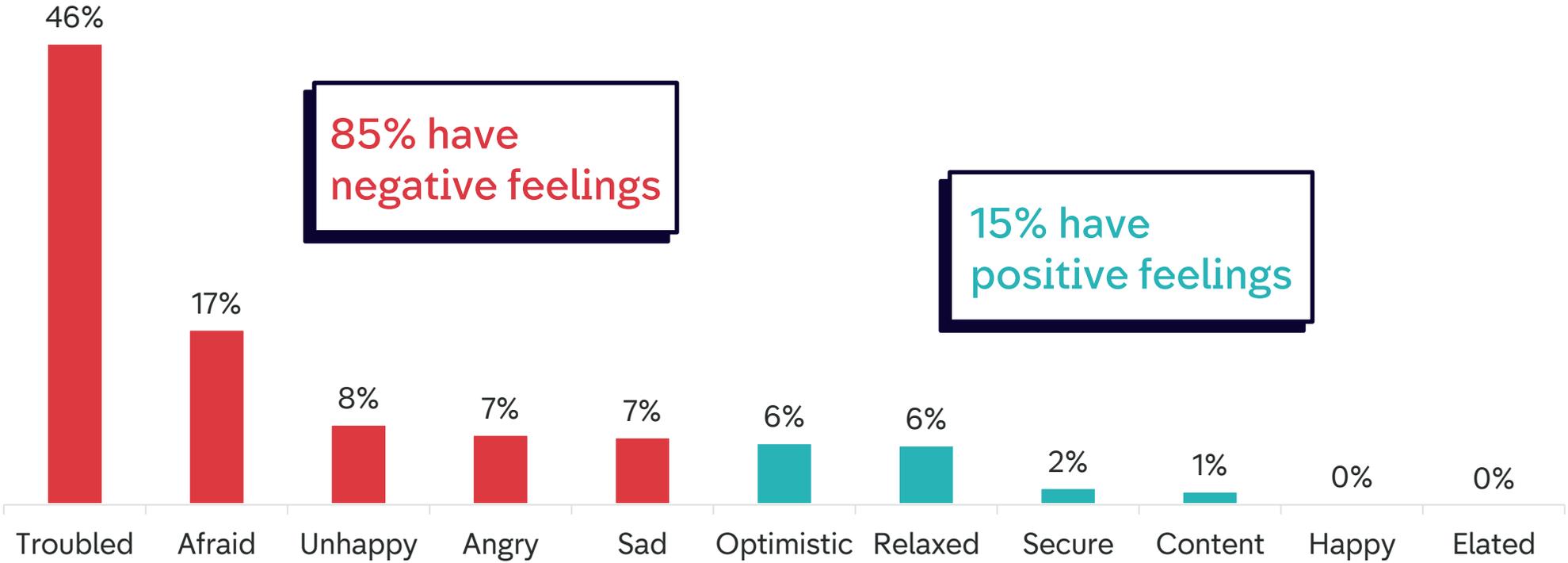
"On Facebook I read about **eating garlic and lemon** to help kill the virus. I didn't believe anything it said." M, 21

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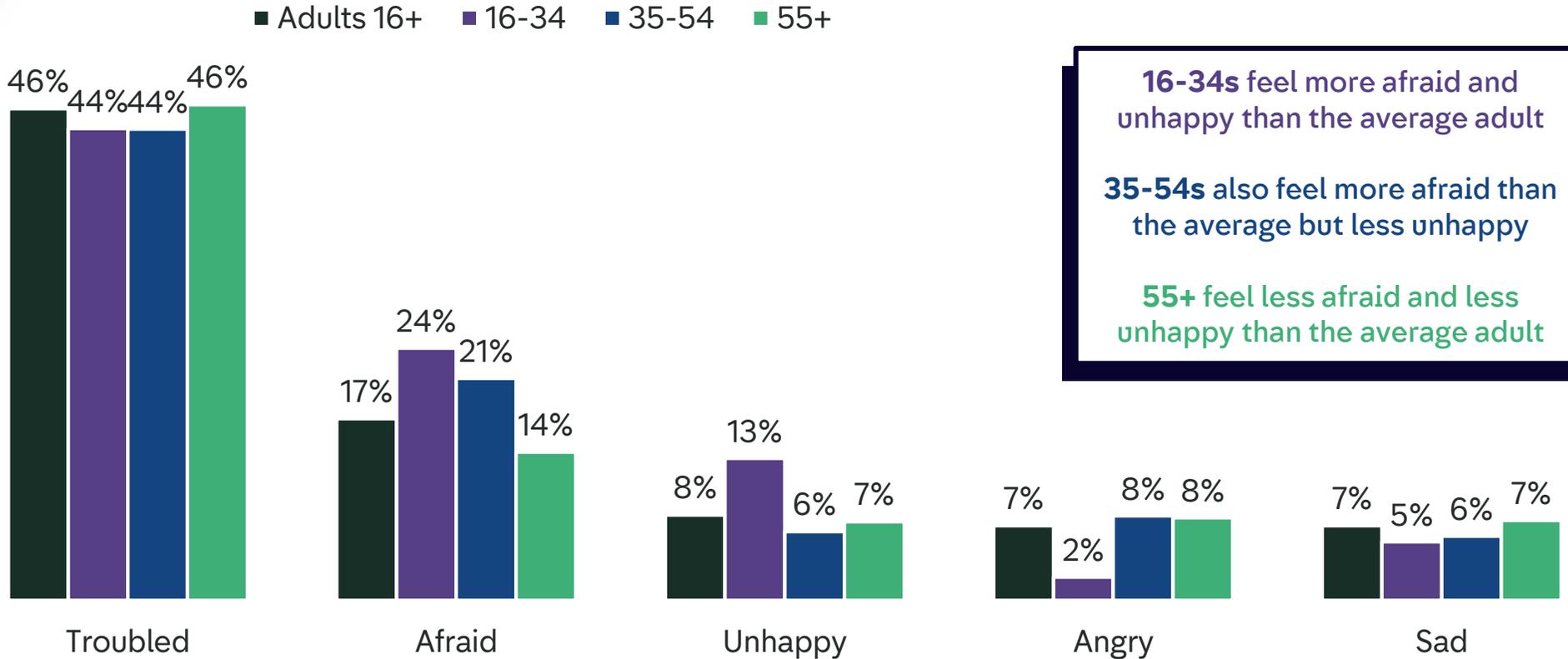
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**CONSUMER MOOD
AND ATTITUDES**

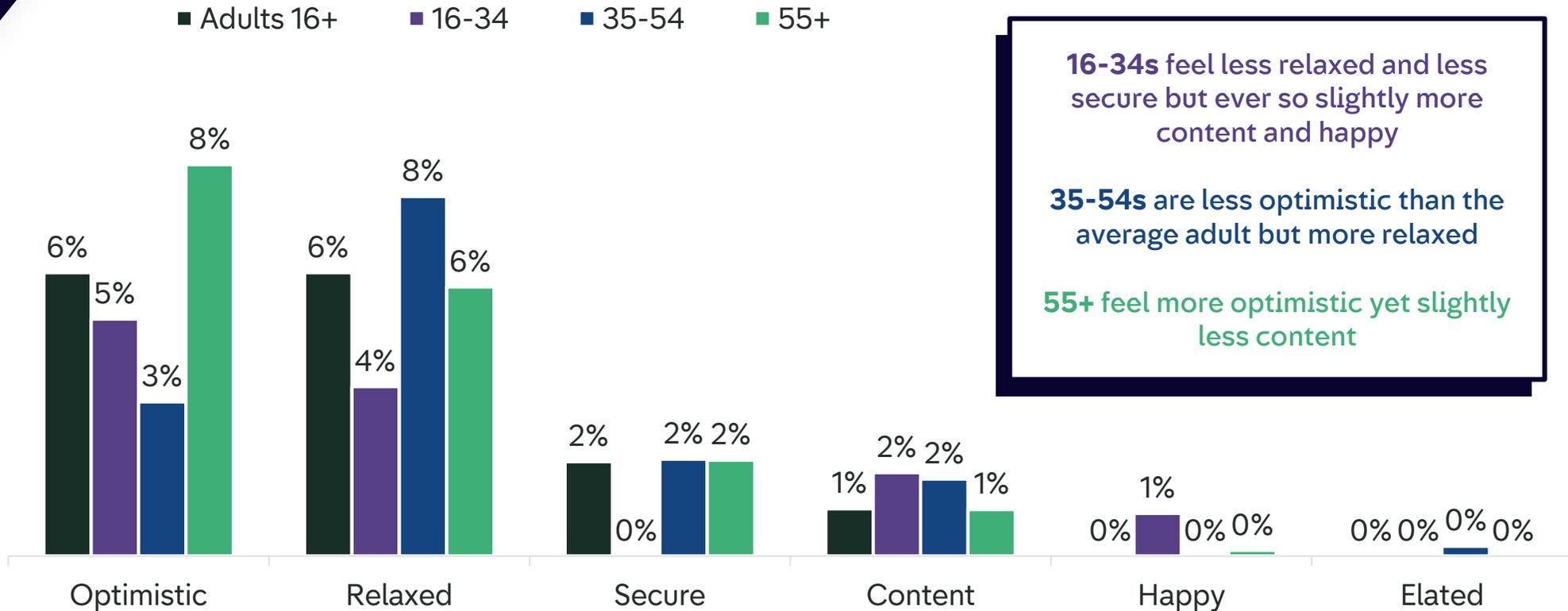
Unsurprisingly viewers feel more negative towards the current situation surrounding COVID-19, with almost half feeling troubled



Younger viewers feel more afraid and unhappy compared to older viewers



55+ are most likely to feel optimistic, while 35-54s are least optimistic but most relaxed

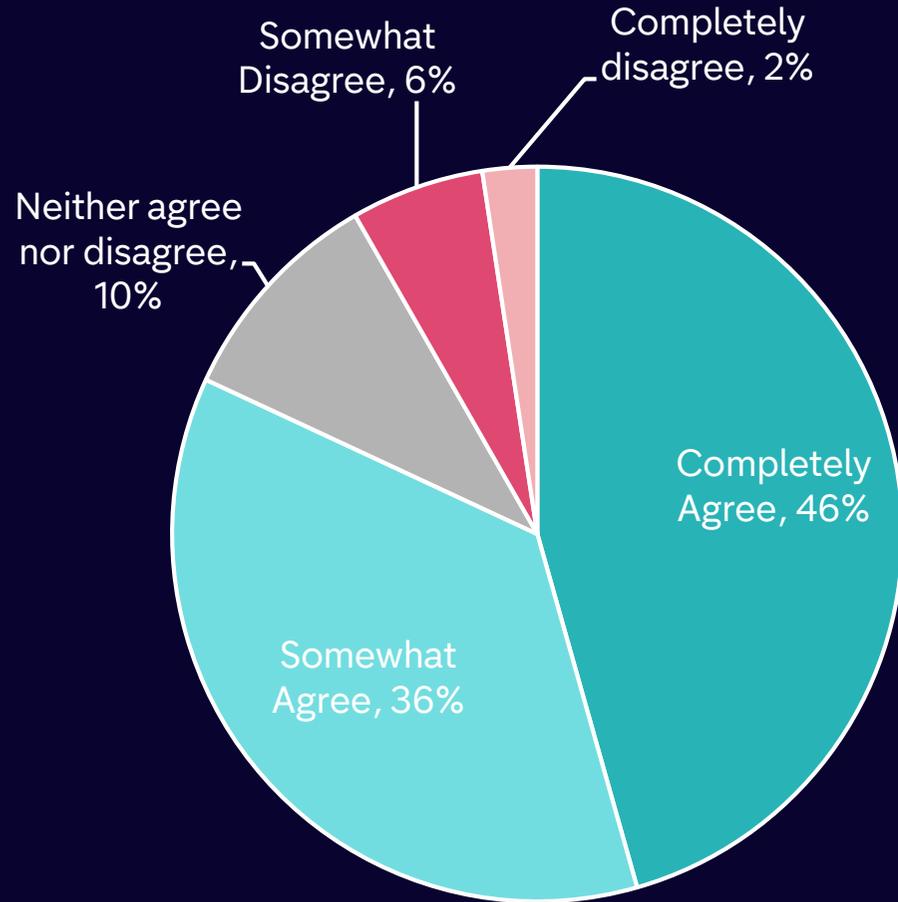


“I’m hopeful that the UK will **pull together** to get through this”

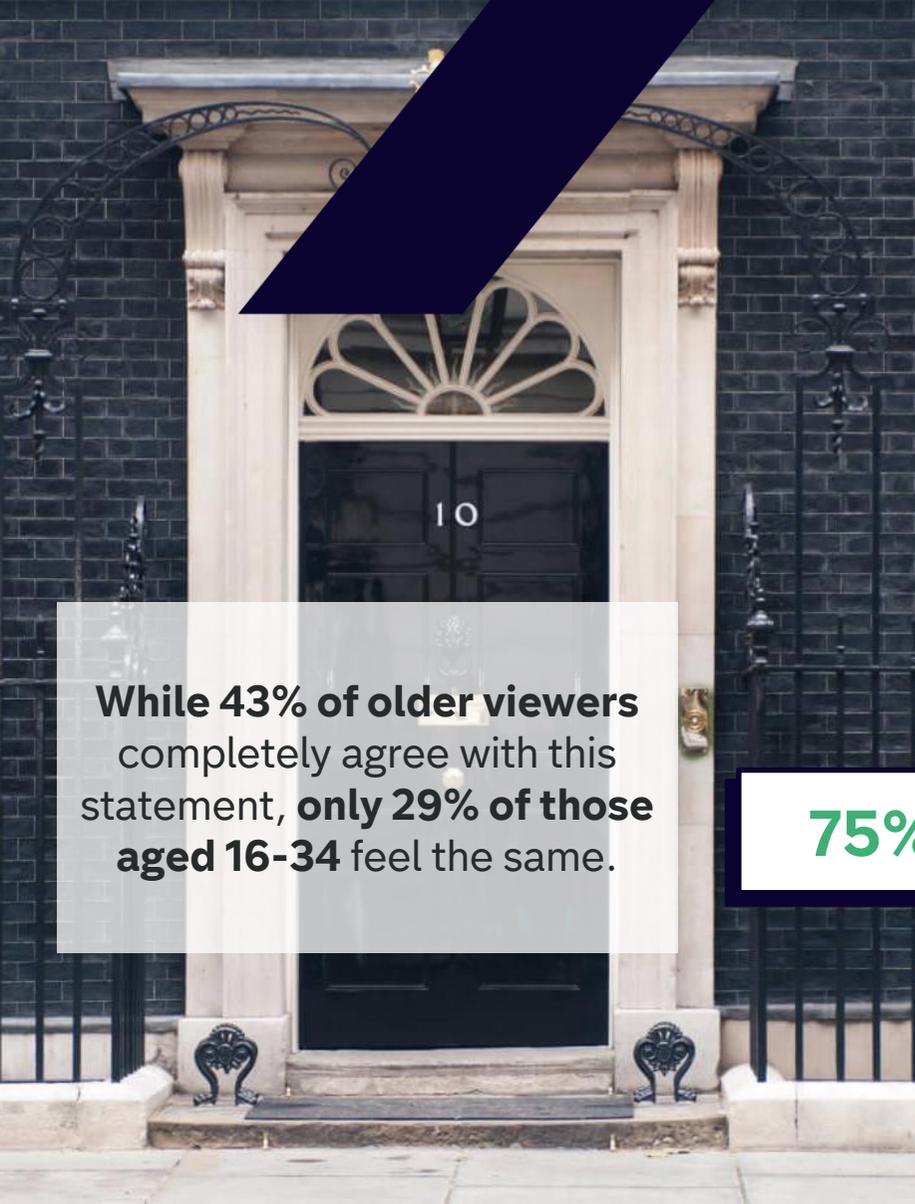
82% Agree [NET]

49% of 55s and over completely agree with this statement, slightly more than the average adult (46%).

While **16-34s are 20% less likely to do so** vs this older group (39%).

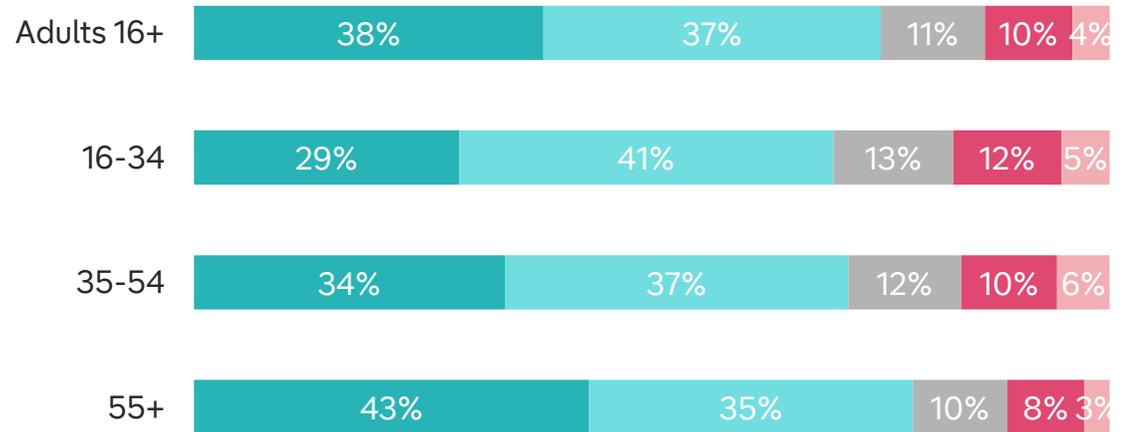


Q: To what extent do you agree with the following statements with regards to the circumstances related to the Coronavirus..., Sample = 1,211 Adults 16+ (Wave 1)



While **43%** of older viewers completely agree with this statement, **only 29%** of those aged **16-34** feel the same.

“I agree with the measures the government has put in place”



75% Agree [NET]

- Completely Agree
- Somewhat Agree
- Neither agree nor disagree
- Somewhat Disagree
- Completely disagree

Q: To what extent do you agree with the following statements with regards to the circumstances related to the Coronavirus... , Sample = 1,211 Adults 16+ (Wave 1)

"I feel prepared for the situation I am currently in"

58% agree [NET] that they are prepared for the situation they are in. Of our 3 groups, it's the **55s and over who feel most prepared (+10% vs average)**. While the **35-54s disagree the most with this statement (-25% vs average)**.

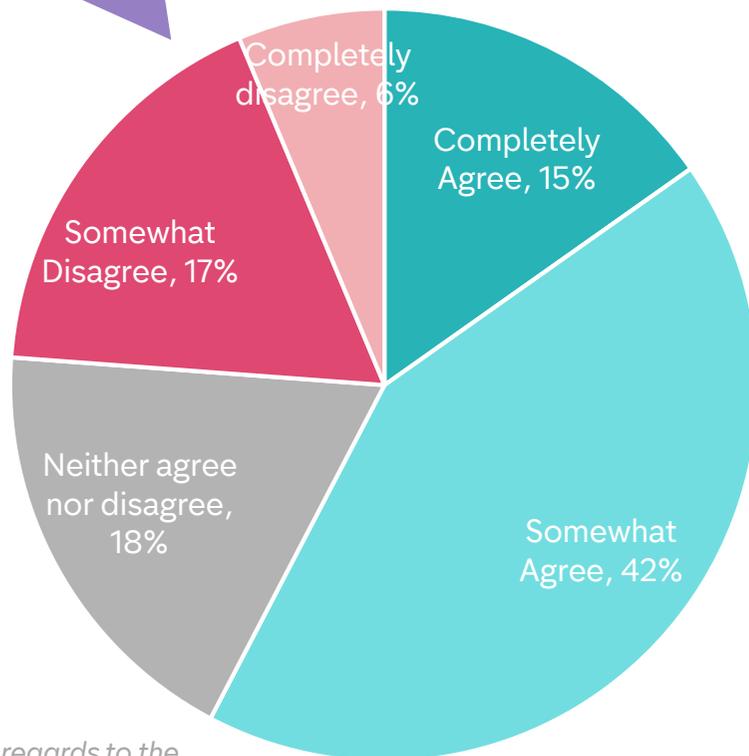
"Working from home and **struggling for supplies**. Last online delivery didn't bring any of the essentials I ordered" - M, 16- 24

I am self-isolating as have underlying **health issues**. Makes life very difficult, shopping for food, keeping healthy, socialising all have to be done but how?" - M, 65-74

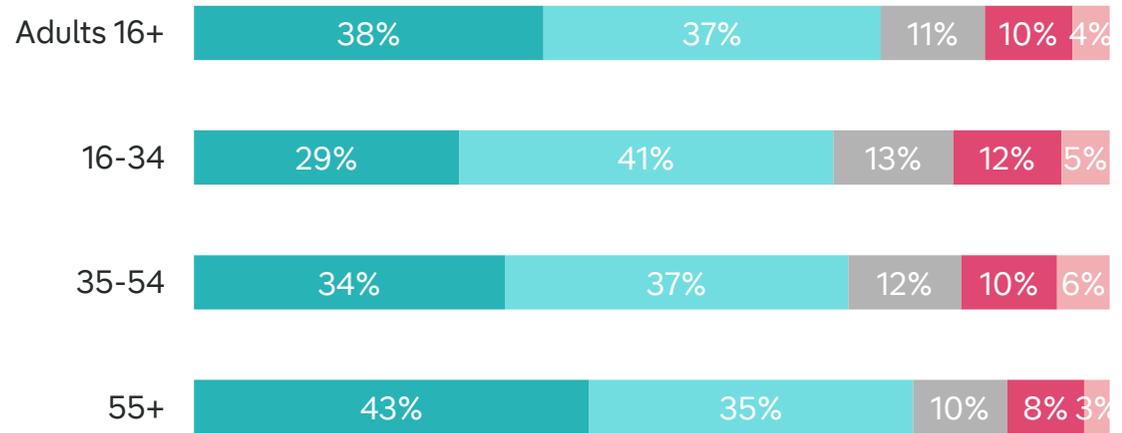
"Wondering if I will be able to **get my shopping**." - M, 65- 74

"Prepared for isolating by planning things on my own at home. **Researched exercise routines** on YouTube to do when gym closed." - F, 65- 74

"Shopping has become a big hassle due to other people **panic buying**. I have to make multiple trips just find basics, for example it has **taken me a week to get hold of a bag of flour**" - F, 45-54



“I’m concerned about mine or family members’ job security”



59% Agree [NET]

- Completely Agree
- Somewhat Agree
- Neither agree nor disagree
- Somewhat Disagree
- Completely disagree

16-34s are the least concerned with job security of the 3 groups. While 6 in 10 of those aged 35 and over are concerned.

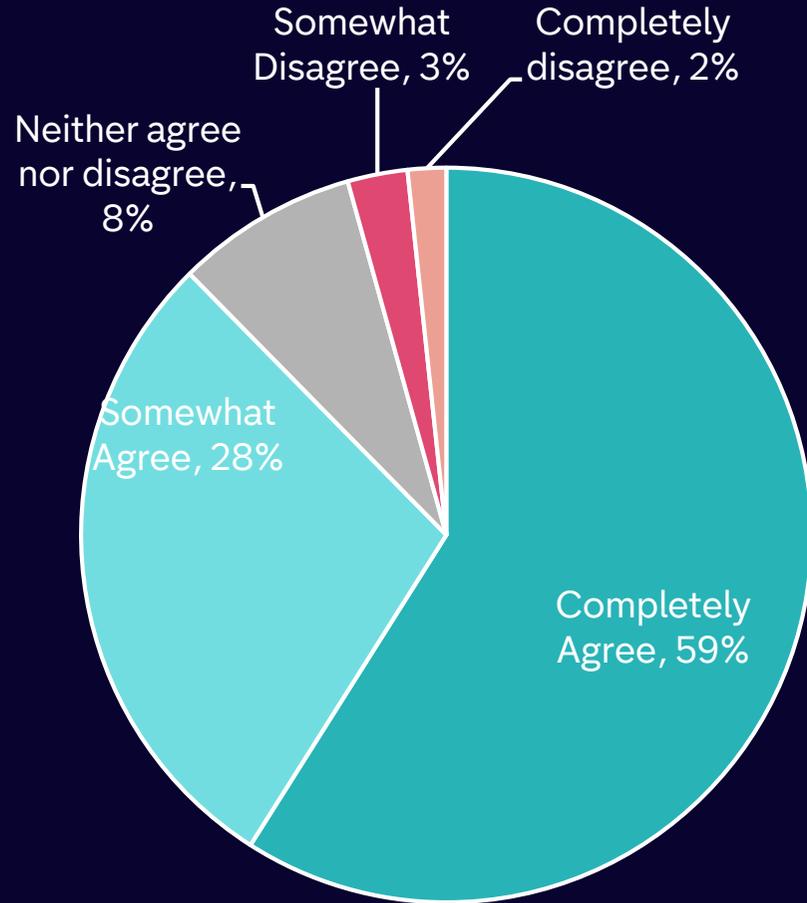
Q: To what extent do you agree with the following statements with regards to the circumstances related to the Coronavirus..., Sample = 1,211 Adults 16+ (Wave 1)

“I’m worried about **vulnerable loved ones**”

87% Agree [NET]

Levels of concern for more vulnerable/high risk family members and friends **is high across all age groups.**

Those **aged 35-54 are slightly more concerned vs the average**, at 89% - possibly due to them more likely to have elderly parents



Q: To what extent do you agree with the following statements with regards to the circumstances related to the Coronavirus..., Sample = 1,211 Adults 16+ (Wave 1)

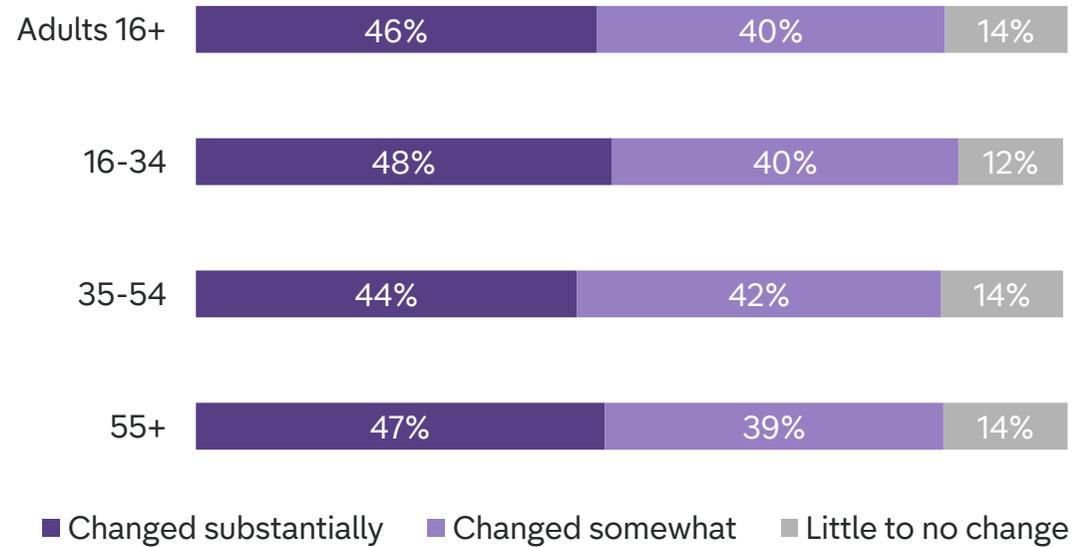
03

**CHANGING CONSUMER
BEHAVIOUR**

Almost half have made substantial changes to their everyday life

Unsurprisingly, COVID-19 has had a **significant impact on consumer's lives**. There have been **substantial behavioural changes** across all age groups which predominantly follow government advice and restrictions. These changes span most areas of people's lives:

- Social distancing and self-isolating
- Cancelling plans
- Adapting working patterns
- Getting involved in charity work to help high risk, vulnerable or disabled people



Q: To what extent, if at all, have you changed your typical behaviour in response to the Coronavirus outbreak?,
Sample = 1,211 Adults 16+ (Wave 1)

Social distancing and self-isolating

Understandably, given the government measures that have been put in place, one of the main changes in behaviour is **social distancing** and **self-isolating**. To keep in touch with family and friends we are **seeing more references to video calling**, helping to fill the gap of socialising and visiting loved ones. We expect this behaviour to have more take up during the next few weeks.

"Stopped going out and doing things, **prepared to stay at home for the foreseeable future** with no visitors etc, but am chatting much more with groups of friends. We are all checking in on each other multiple times a day, sharing videos and funnies and **having video chats** etc." - F, 35-44

"I've been **video calling** - I used to feel too self-conscious to do it a now I look forward to it" - F, 45-54

"I have **reduced my interactions** with others significantly. I get online grocery orders. I work from home, **mostly using Zoom.**" - M, 65-74

"I have **isolated myself from anyone** outside my immediate family. I have not seen any friends or acquaintances. I have **not left my village and have stayed mostly in my house**. However I have been going on a lot more walks and runs around the village." - F, 23

"Not going out as much as possible. I have a **3 week old baby** so would normally have **planned to be out meeting friends and seeing lots of family** but these plans have all been cancelled" - F, 25-34

"I **usually go into town with my daughters** every other weekend as they attend theatre classes which have been cancelled. I will therefore be **staying at home with them** from now on." - M, 35-44

"My classes have been cancelled and my psychology appointments. I am **self-isolating for twelve weeks with my family** as I am in the at-risk category and so is my mum. I **can't see my partner over this time**, either." - F, 16-24

"**Minimal social contact**, cancelling journeys and visits. Buying groceries in smaller quantities rather than one big shop" M, 55-64

Cancelling and cancelled plans

Many have shared how their plans for the year have been **cancelled** or have been **put on hold**. **Holiday plans** are the most frequently mentioned, along with **events** they were due to attend. Others mentioned their **school** and **colleges** closing and cancelled **exams** and **lectures**. New parents are having to adjust their lives to cope with limited freedom, family support and postnatal classes.

"I don't go out. I'm a musician so all my band practices, **gigs and festivals have been cancelled.**" – M, 16-34

"Working from home. **Cancelled holiday. Cancelled social occasions.** Singing group had a virtual rehearsal. Not seeing older relatives." – F, 45-54

"I'm a **member of a local theatre group. We were due to perform Blackadder 2** this week but had to cancel. Obviously it will affect the theatre's income. We are self supporting." – F, 55-64

"**Cancelled wedding anniversary trip** we looked forward to" – F, 45-54

"**Everything is cancelled.** Running club. Parkrun. Sewing group" – F, 65-74

"Not going out, not planning holidays, **concerts likely to be cancelled**" – F, 16-24

"I was at university and I have **moved back home to support my dad** as he would have become socially isolated. I have not been able to see my friends and my lectures have been moved online. I had a couple **awards ceremonies which have been cancelled** and a couple of **photoshoots with bands which have also been cancelled**" – M, 22

"Not going out as much as possible. **I have a 3 week old baby** so would normally have **planned to be out meeting friends and seeing lots of family** but these plans have all been cancelled" – F, 25-34

"All of **the groups our toddler goes to have been cancelled**, so we're going out less. I'm also not getting into town for a coffee - staying at home for this instead." – F, 45-54

"My work has stopped and I am stuck at home. **Events cancelled as far ahead as July**" – M, 55-64

"So because **school is cancelled** and there will no longer be any exams, I am currently self-quarantining my self. I am still revising just in case the government says something else." – F, 16

Adapting working patterns

With offices and businesses shutting across the country, many people are now having to adapt to **working from home**. Others are coming to terms with reductions or limits on the **amount of work** coming their way, while those in **essential roles** are dealing with increased hours and adjustments to shifts and schedules.

"Walking to work. **Having to work extra hours and change shifts** short notice." - F, 35-44

"I have been leaving the house less and have moved into a **virtual learning environment for College work**." - M, 16-24

"No visits to the gym. Cancelled holidays. Distances from friends. **Job role in school has changed dramatically**." - F, 35-44

"The **majority of my freelance work has been cancelled**. My son's nursery has been closed and I **now share responsibility for him at home**. I do not leave my home except to pick up groceries." - M, 16-24

"I am a key worker in financial services and I **have changed my working pattern to look after one of my children** whose child minder is self-isolating **while my wife works from home**." - M, 45-54

"I'm a **member of a local theatre group**. We were due to perform **Blackadder 2** this week but had to cancel. Obviously it will affect the theatre's income. We are self supporting." - F, 55-64

"I am on a zero-hours contract within a day nursery so I am **currently not working unless those contracted cannot work** - so that's a loss of income. - F, 25-34

"I am now **working from home** rather than making my daily commute and working in my office which means I **can spend more time with my dog** and take him on walks which I don't normally get to do!" - M 17

"Most of my life has been cancelled - I usually have an out of work activity every day. As of today I am **working from home until further notice as my office has shut down**." - F, 35-44

Volunteering and helping the vulnerable

Many are **considering others during this time**, with some **signing up to volunteer** whilst others are **reaching out to elderly or vulnerable neighbours** to offer help. However, some that are vulnerable **don't feel they have enough support**, and others are shocked and left without essentials due to panic buying in their communities.

"**No helpline available** and the mentioned vulnerable helpline not given or known by Google. Concerned about 'good wishes' and 'aims' becoming a reality"
- M 75-84

"I'm reliant on the kindness of strangers in my neighbourhood - offering their help on line - and I'm humbled by their grace and grateful for it." - F, 45-54

"I'm a transplant patient and in a high risk group and I'm really scared I'll lose my transplant or even die if I catch the virus. **I don't believe the community are helping at all**, otherwise myself, the elderly and others at risk could buy our shopping. We can't stand in line for hours." - F 55-64

People able to get out and not as vulnerable, have been shopping for us... **I say shopping, but there is nothing!** Even after the supermarkets which have purported to restock, which have had special shopping hours for the elderly and vulnerable, have nothing,, not one piece of fresh fruit or vegetables right through to sanitary towels!
- F, 55-64

"I am also **shopping for elderly neighbours**, so the pressure to find items such as toilet roll and milk is huge." - F, 45-54

"I have stopped going out to my seniors club, to scrabble, **to help with Age Concern meals** and to play in the Town Band." - F, 85+

I've been **helping older relatives get set up on Skype**, including ordering webcams for them. I've **signed up as a local covid-19 response volunteer**. - F, 35-44

"**Shopping for vulnerable people** in my neighbourhood. Set up Facebook group." - F, 35-44

"I have **asked my neighbours to let me know if they need anything** and they will do the same for me. I am phoning my close family and friends every day for a catch up. F, 55-64"

"Reflecting more on others needs. Horrified by others behaviour . Making effort with **neighbours to check ok and offer support**" - F, 45-54

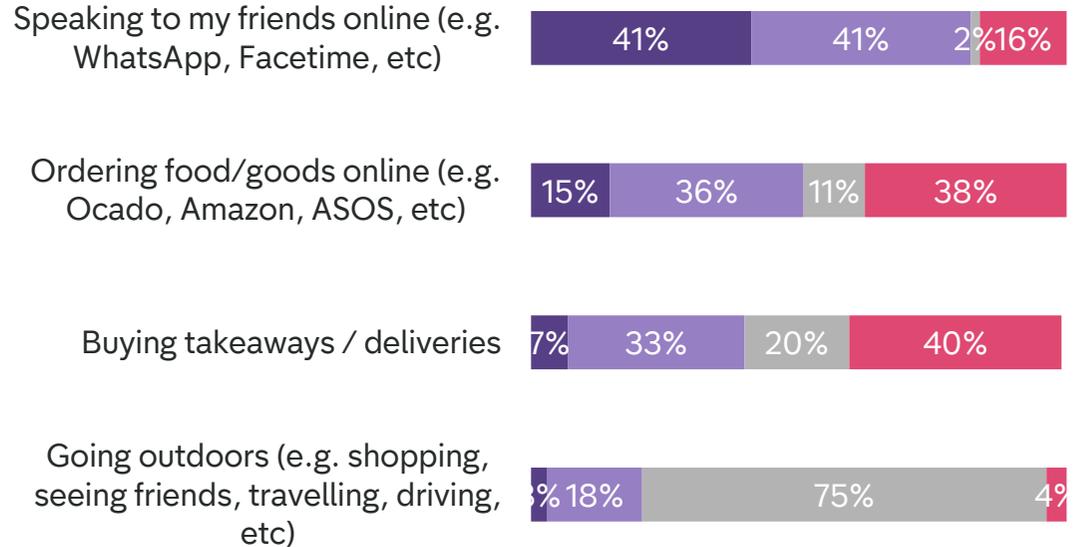
4 in 10 are connecting more with friends digitally

Reassuringly **75% are going outside** less in light of government restrictions. This almost certainly will have impacted on the majority of people's social lives, with **41%** now claiming to be **speaking more to friends online**.

When it comes to shopping for food/goods, **only 15%** say they are **ordering online more**. Perhaps limited supermarket delivery slots might explain this.

Takeaways have only seen a **7% increase**, with more claiming to be ordering less often (20%). This could be due to many restaurants now having to seize trading.

Despite the increased demand on supermarket online orders, **almost 4 in 10** claim to still never do this.

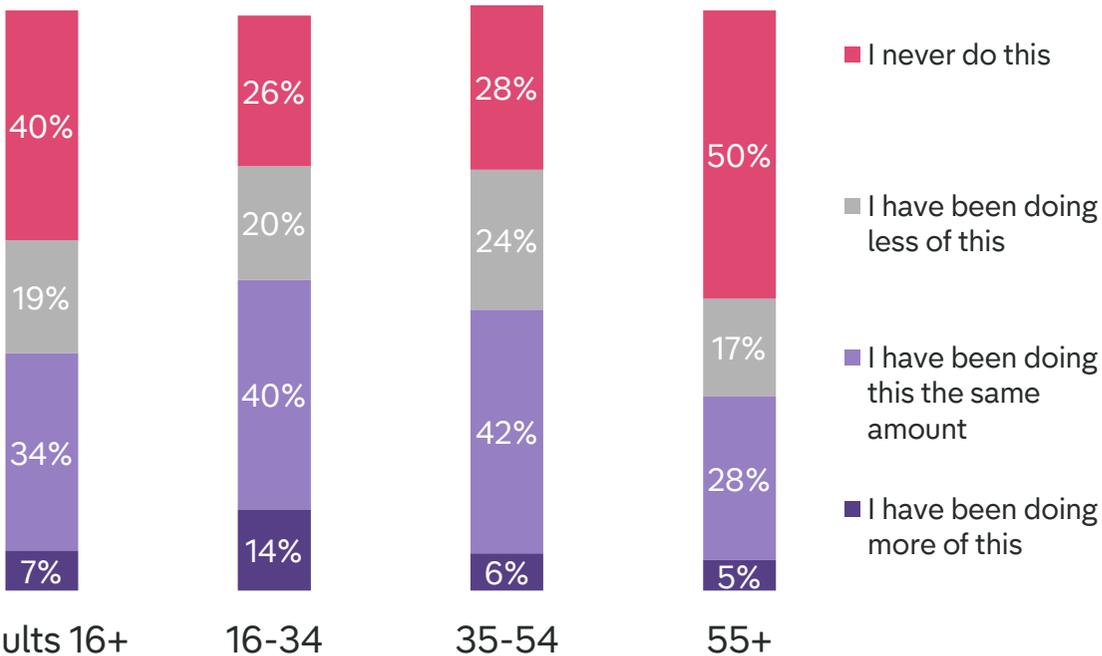


- I have been doing more of this
- I have been doing this the same amount
- I have been doing less of this
- I never do this

Sample = 1,211 Adults 16+ (Wave 1)

Takeaways are slightly on the rise, particularly with young people

16-34s are **twice as likely** than the average adult to be **ordering more takeaways/deliveries**.
While those aged **55 and over** are **less likely** to and in fact half of them never do typically.



Young people claim to be ordering more takeaways during the COVID-19 crisis for **three main reasons**:

1. Alternative to eating out as restaurants are closed, coupled with a desire to treat themselves and not cook at home every night
2. Lack of food in local supermarket coupled with an inability to buy food elsewhere
3. Supporting local businesses

"Since restaurants are closed we now can't eat out, so we'd **rather get a takeaway** than eating home cooked every night"
– M, 17

"There **isn't enough food in our local supermarket**, and both me and my mum are disabled so we can't search elsewhere. Pretty much reliant on takeaways to live right now"
– F, 20

"I want to **support local businesses** since they'll be shut down soon, and I think I **deserve a treat.**" F, 21

Time spent speaking to friends online has seen a significant increase for all age groups

With government restrictions in place, **young people are increasingly turning to online networks to speak to their friends** and combat feelings of isolation and loneliness. Many normally see their friends everyday, either at school, uni or from living together, and therefore find themselves relying on having online conversations to stay connected and keep in touch with friends.

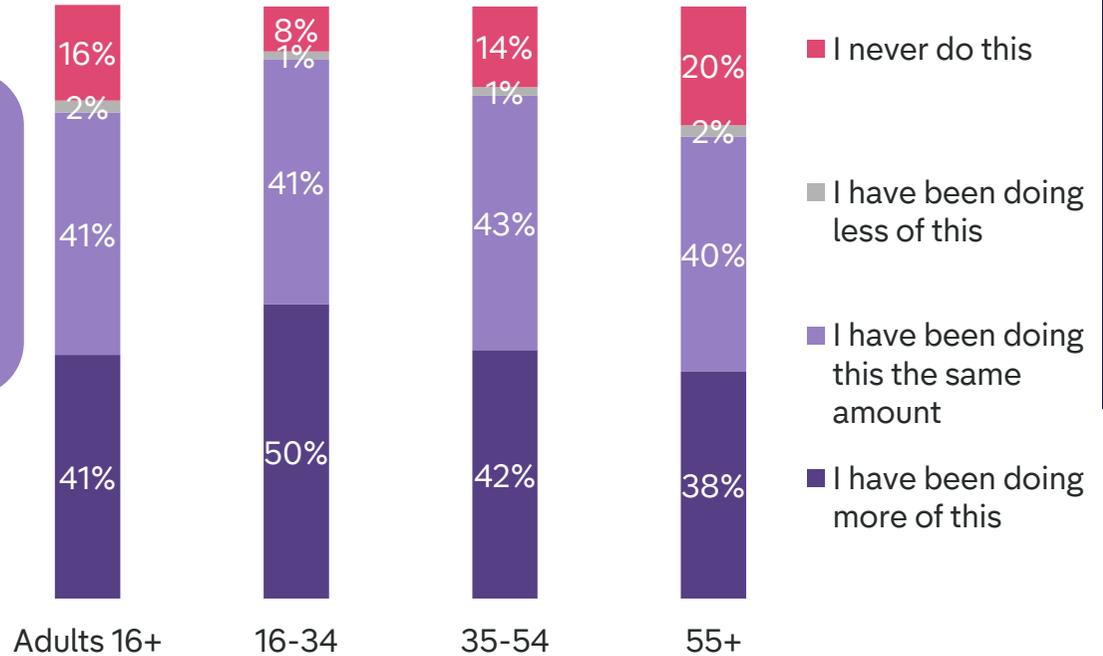
"I miss my friends as I am not able to see them face to face as many of us have gone home from uni" – M, 19

"I haven't been able to see them face to face at school or elsewhere due to my isolation. I've been sending **video messages more so we can hear each other's voices** and have more natural conversations" – F, 16

"**Feel isolated and lonely.** We talk about uni being cancelled and watch shows together online" – F, 20

"I'm speaking to friends more since I'm checking in with them especially about their **mental health**. Since I'm not seeing them everyday it's nice to talk to them and see what they're up to." – F, 21

Again **16-34s are more likely to speak to friends online** vs the average adult, with half doing so.



Sample = 1,211 Adults 16+ (Wave 1)

TV and streaming services offer a welcome distraction

Our research found that consumption of TV shows and films is on the up during social distancing and self-isolating. **Watching TV has seen the largest increase** during this time, with **38% watching more**.

Almost a quarter of those we spoke to have been **watching via streaming services more**, while 29% never do this.

Boxsets look to be a source of much-needed entertainment **with almost 1 in 5 bingeing on these more so than usual**, while 30% never watch boxsets.

Watching TV (e.g. Channel 4, ITV, BBC, etc)



Watching streaming services (e.g. Netflix, Amazon Prime Video)



Watching Box sets (e.g. Breaking Bad, etc)



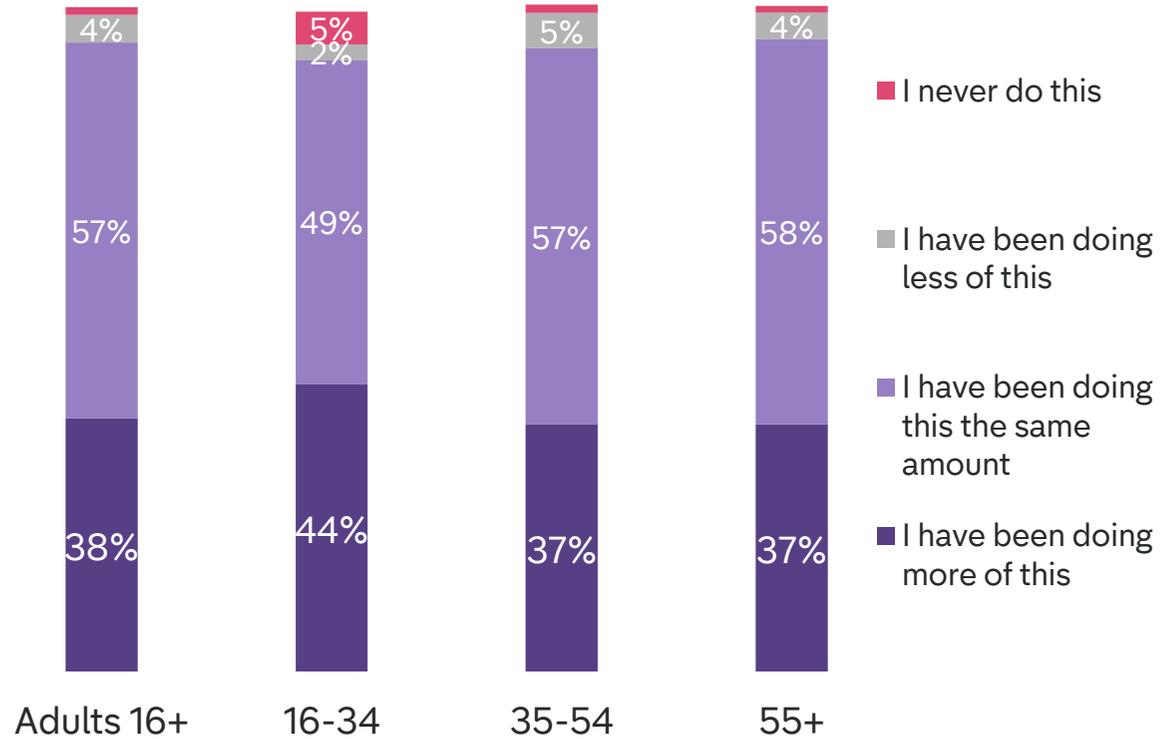
- I have been doing more of this
- I have been doing this the same amount
- I have been doing less of this
- I never do this

Time spent watching TV has risen for all age groups

Young people have been increasingly turning to the TV as a method of **distraction** and **entertainment** during these uncertain times. Unsurprisingly, **Channel 4 programming** has been fulfilling these **need states**, with several shows frequently mentioned by our respondents.

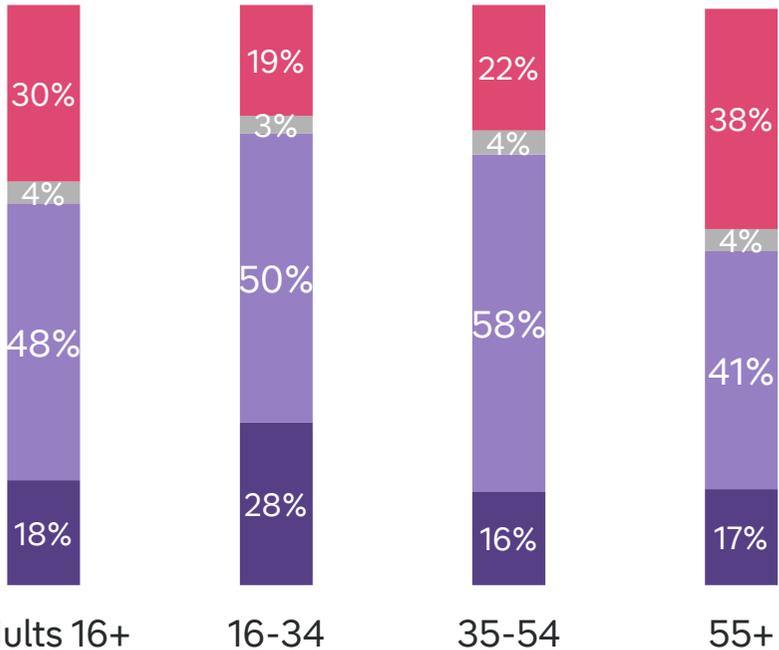


As well as watching boxsets more, it's the younger audiences that are also watching more TV in general, with **over 4 in 10** claiming to be doing this more.



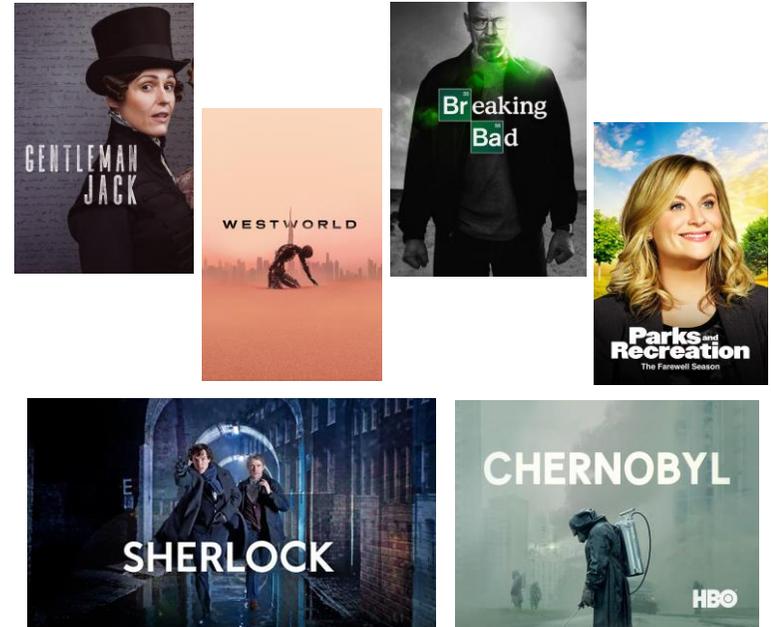
With more time at home, viewers are choosing to watch more boxsets...

Boxset viewing is up during this time across all age groups. **Younger viewers** are **56% more likely** to be **bingeing series** vs the average adult. While almost **4 in 10** of those **aged 55** and over never do this.



- I never do this
- I have been doing less of this
- I have been doing this the same amount
- I have been doing more of this

Younger viewers feel as though they have more time on their hands to spend getting invested in a new boxset. So, **what have they started watching?**



... and watch more content on streaming services to pass the time during the isolation period

Similarly to TV programmes, young viewers are using streaming services to watch **light-hearted titles that help them pass the time and relax**. Many are organising to stream programmes at the same time as friends so they can watch in unison and stay closely connected.

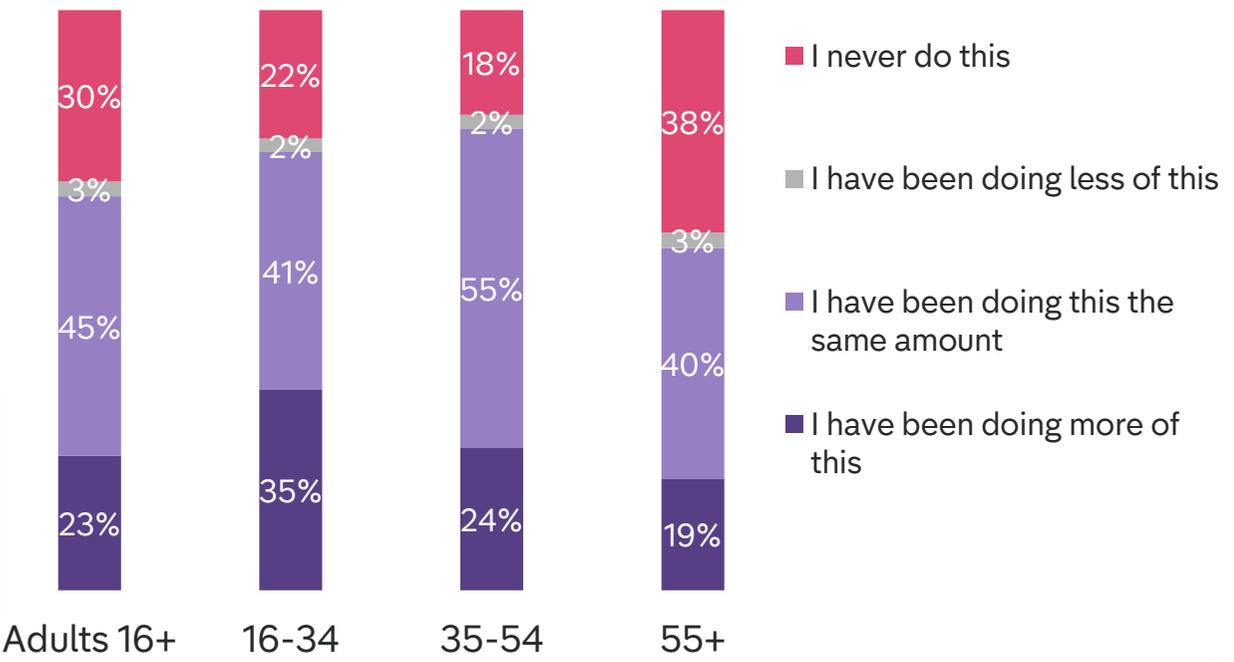
Increased viewing among **16-34s** is also seen with streaming services too, **52% more likely** to be doing so vs. the average adult. While **55s** and over are **27% more likely** to never do this vs the average.

"It's a **nice distraction** and a way to bond with friends. Trying to stick to light-hearted stuff, catching up on sex ed and lovesick right now" - F, 19

"It helps **pass the time** and I usually didn't get the chance to do this before as my uni routine was quite busy." - F, 20

"It provides an outlet where after a day of isolating I can **preoccupy my mind and forget about the stresses** of work. It's also something that I can watch during the same time as friends" - F, 20

"I have more time staying indoors and you can **easily binge watch a whole series** which will keep you entertained for a good few hours.." - F, 23



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4

THE ROLE OF BRANDS

8 in 10 consumers want brands to advertise...

In the wake of the COVID-19 crisis, it's more important than ever to help brands navigate the **rapidly evolving and unprecedented landscape**. Our research helps to answer key questions emerging from the industry – namely, what do consumers expect from brands and what are their feelings towards advertising during this time?

We found that **over half of viewers would like brands to adjust their comms** during this time to better reflect current circumstances. **At the same time, 23% are happy for brands to continue advertising as planned.**

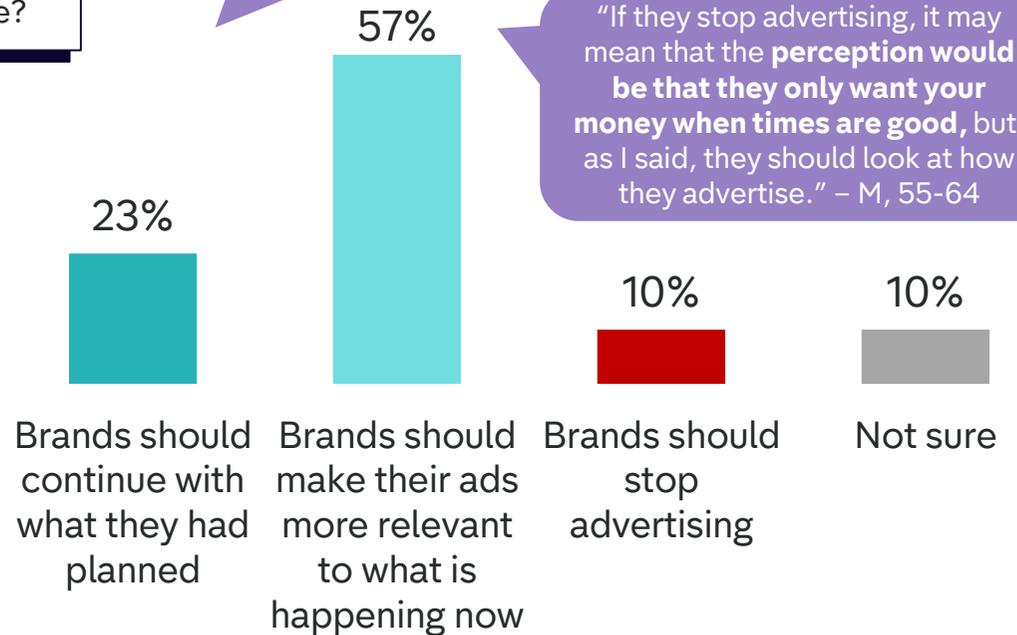
In this period of accelerated change which has been causing severe disruption to everyday lives, **only 10% think brands should stop advertising right now.**

Therefore, there's an opportunity **for brands to be more relevant and relatable** or simply **visible** to consumers at this time.

...and 57% welcome more relevant ads at this time

"The world hasn't stopped turning. **Brands should keep in the public eye**, it's Affirmation and looking forward to a better time when this is over" – M, 55-64

"If they stop advertising, it may mean that the **perception would be that they only want your money when times are good**, but, as I said, they should look at how they advertise." – M, 55-64



Q: which best applies to you when it comes to your thoughts around brands advertising during the Coronavirus pandemic? Sample = 760 Adults 16+ (Wave 2)

Brands need to advertise as people still want to buy 'stuff'. Ads offer normality and things to look forward to

"People still need to buy stuff"

"Because a lot of things are still available online, and we are still going to want to buy things in the future." – M, 25-34

"Life goes on regardless, people bored will be looking for things to do and buy." – F, 55-64

"People still need buy stuff and they need to be informed about the items that they might buy. That's one function of ads." – F, 55-64

"We still need to make choices and adverts inform us." – F, 65-74

"Because people still need to eat and drink and other online shopping for clothes, DIY etc will keep people who are isolated busy" – M, 45-54

"To keep a sense of normality"

"This period will be over at some point, we need to be reminded of normal life from time to time!" – M, 55-64

"It's a lot easier to keep calm if more stuff is as normal, the more stuff changes the more people panic and over worry." F, 16-24

"The economy will need us to spend money to get things moving again. And I need some normality in my life!" – F, 16-24

"Because brands can be familiar and reassuring" – F, 25-34

"Eventually we will all want to purchase things again as we did before. This situation is not the end of the world. Seeing ads keeps things normal." – F, 55-64

"Life will still go on after all this"

"We still need information and we all hope there is life after this!" – M, 65-74

"Life will still go on after all this, people will still want to buy stuff, be inspired." – F, 65-74

"It is good to know the brands are still out there when this is all over as we will buy into them again" – F, 35-44

"Life will carry on after the pandemic is over so they need to keep their reputation etc." – F, 16-24

"People still need to be informed in order that when things return to normal they are up to speed on brands offer." – M, 55-64

“I wouldn't want to see most advertising focusing on the Coronavirus crisis”

While people welcome ads adjusting their messages where relevant during this time, **almost half wouldn't want the majority to be Coronavirus related.**

Adverts offers **some normality** and **help with purchase decisions** during this time. It also **reminds them of things to look forward to** once restrictions ease.

49%



Mostly Agree

37%



On the fence

14%



Mostly Disagree

“Because it's all over everything all the time - the news, social media, our brains. **30 seconds of freedom from that should be welcomed.**” – M, 25-34

“It's good to have a bit of light relief. Knowing we will survive, **but we all still need holidays insurance pensions tv internet clothes etc!**” - F, 45-54

“**Because life goes on** and not everything has to be about coronavirus all the time.” – M, 55-64

“its about **diverting people's thoughts away from negativity** and giving them hope to continue life as normal” – M, 35-44

“There is ample activity on TV and other places with regards to coronavirus - let's try **to help folks look for positivity** in the face of adversity.” – F, 55-64

“Personally it's **getting a bit overwhelming** for me as I work for the NHS and need to switch off when I get home.” – F, 45-54

“Don't just concentrate on covid 19, then if everything was just about **it, it would be a depressing place.**” – M, 45-54

“The majority of TV coverage & media coverage is on the virus & a bit of **TV escapism even in an ad would be great.**” – F, 16-24

“Brands need to support their customers during this difficult time”

‘Support’ is a key word when it comes to what customers want from brands during this time. It can take many forms, depending on the nature of the brand, however, a few actions were frequently mentioned.

- **Not raising prices** and exploiting the crisis
- **Helping support vulnerable people and key workers on the front line**
- Making **products and services more accessible**

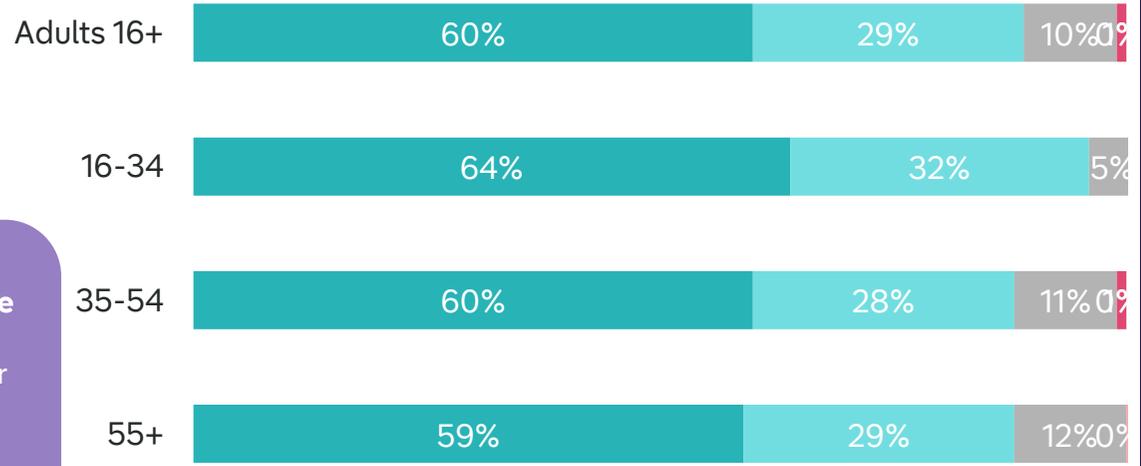
“They need to **identify their core products** and focus on those to make sure they are producing more of the items that are more in **demand**. And make sure **they do not raise prices** to exploit this time.” – M, 35-44

“Perhaps brands should be **supporting key workers** and the people who make it possible for us to shop for food, supermarket staff deserve extra pay for being out there in the front line” – F, 55+

“Show they are being **responsible employers** and looking after their staff while also providing the **service to the public**.” – F, 45-54

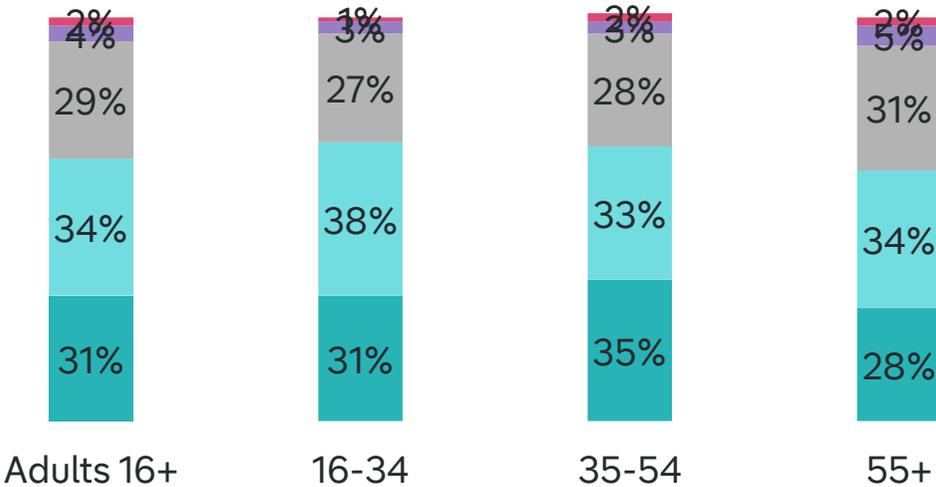
“Brands could make their products and services more **easily accessible** to their customers” – M, 25-34

89% Agree [NET]



■ Strongly Agree ■ Slightly agree
■ Neither agree nor disagree ■ Slightly disagree
■ Strongly disagree

“Brands should be offering **light relief** in their advertising”



- Strongly agree
- Slightly agree
- Neither agree nor disagree
- Slightly disagree

65% Agree [NET]

“I think **Aldi** is doing it brilliantly with **Kevin the Carrot** at the end. It makes you **smile**.” – F, 55+

“Some **humour** but not focusing too much on the things we can’t do, the focus on **funny things we can do at home or online**”. – M, 45-54

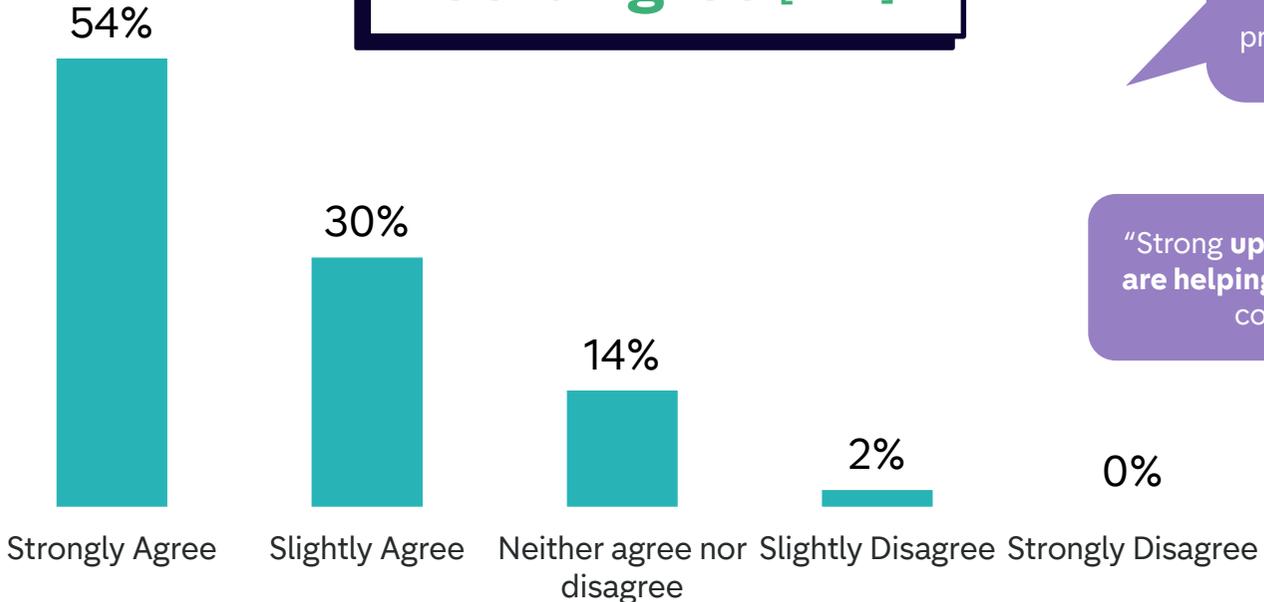
“We still need to buy products and adverts can **bring humour to the situation**.” – M, 35-44

“Not take themselves so earnestly. **Reflect the reality** for us of being socially isolated” – M 55+

“**Be funny**. There are so many funny videos going round. Use them as inspiration for the nation. And or use the **wonderful things** people are doing during the crisis.” – F, 25-34

“Brands should be making the public aware of what they can do to help”

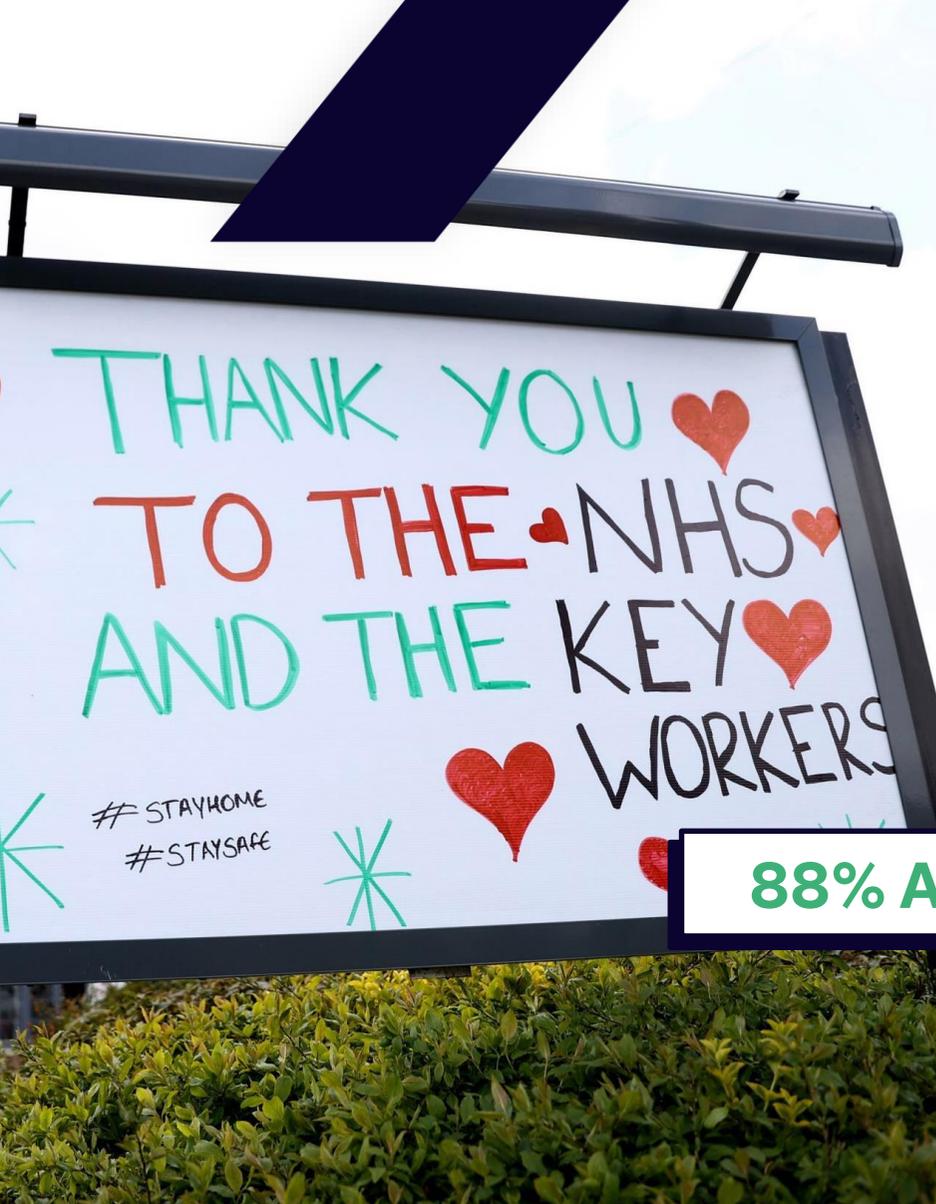
83% Agree [NET]



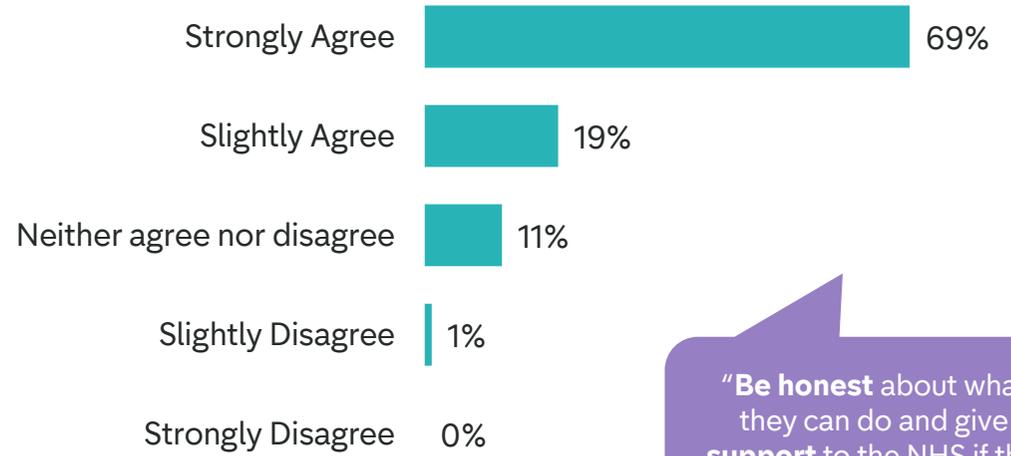
“By reinforcing the Government’s messages about staying home and protecting the NHS” – M, 55-64

“Strong **uplifting stories** of how people are helping each other, the NHS and the community” - M, 45-54





“Brands should be doing what they can to help our NHS”



88% Agree [NET]

“Be honest about what they can do and give support to the NHS if this is possible” - F, 35-44

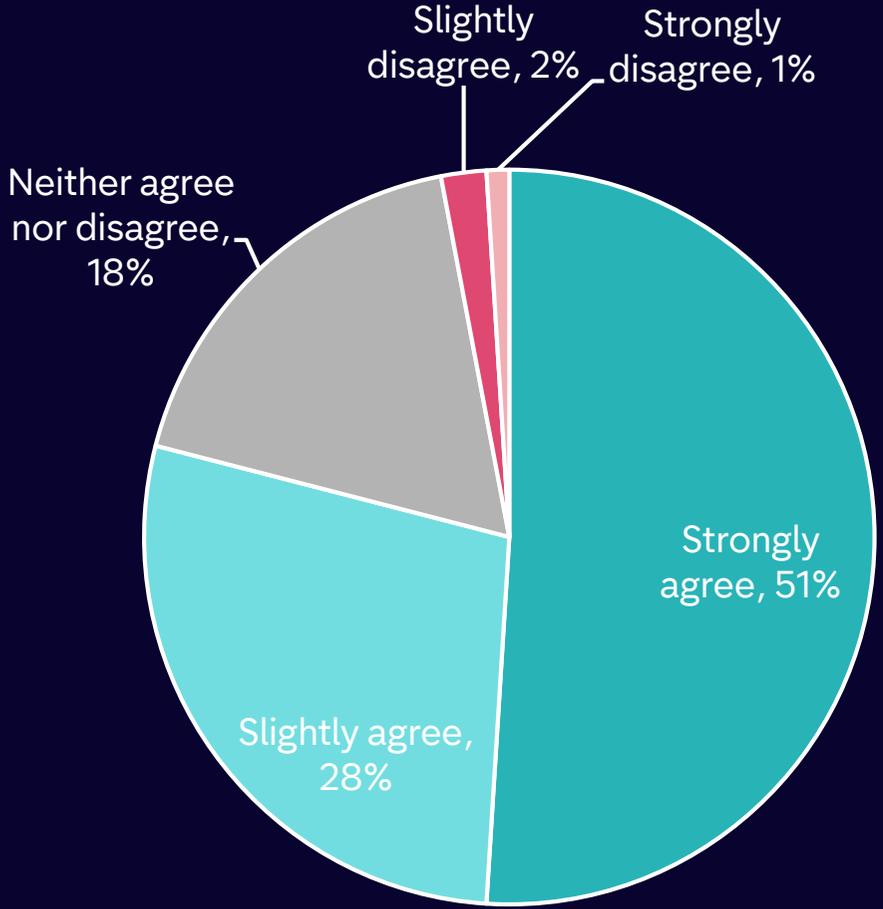
“Evidence of brands supporting frontline NHS workers, especially in practical terms: special arrangements for shopping, advantageous prices, etc.” – M, 55-64

"I think brands that can, should donate to relevant charities"

79% Agree [NET]

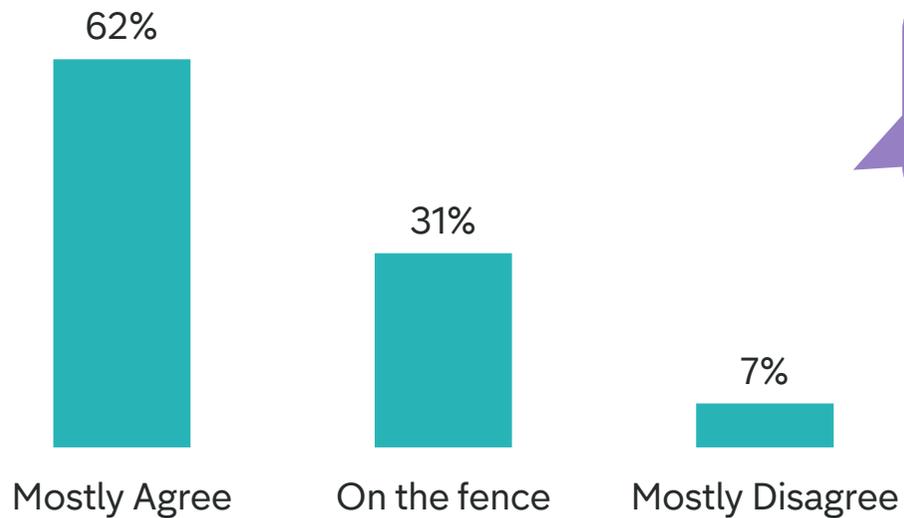
"If possible/relevant **donate/support hard pushed charities**; everyone loves a big brand that comes up with a great (and useful) charity and/or co working ideas." – F, 55+

"If there's a **local charity or rally** to distribute goods to those who need them, brands should get involved where possible." – M, 35-44



“I feel more positive towards brands that change their advert messaging to reflect our current circumstances”

Over 6 in 10 tend to agree that that when brands consider their ad messaging in light of the COVID-19 crisis, it makes them more positive towards them. Balancing tone, message and sensitivity right now can lead to a lasting impression.



“Acknowledge the current circumstances and look forward to better days”

“Everyone is aware of the situation now so advertising still needs to be varied.. but tailored, and respectful to what is happening.” – M, 35-44

“I feel it is important that brands recognise what is going on and do their best to reassure and support their customers” – F, 25-34

“The advert should be relevant and also show how the brands are supporting the government or society in general” – F, 55-64

“I think it’s important to keep people informed and make them feel like companies are trying to help out where they can.” – F, 25-34

“Acknowledge that there is a crisis but show appreciation for key workers and give heart-warming stories” – F, 25-34

Supermarket brands are most frequently mentioned for getting their advertising messages right, with Tesco garnering significant praise from customers

TESCO

"Tesco for their adverts showing what they are doing for staff and customers instore" – M, 35-44

TESCO

"Tesco explaining the routine re. Social distancing whilst queuing, sanitising trolleys, opening hours etc." – F, 55+

TESCO

"Tesco explaining their new shopping approach" – M, 55+



"Morrisons donating to charity" – M, 45-54



"Aldi adverts advising people to 'go easy on the carrots'" – M, 45-54



"M&S have posted 5 minute at home exercise videos for all to use" – F, 45-54



"The Cif advert, showing that all you needed was one product for a multitude of surfaces." – F, 35-44



"Innocent daily updates" – F, 25-24



"Asda for making this sound positive" – M, 25-34



"Brew Dog making and giving away Hand Sanitiser" – F, 45-54



"Brew Dog switching production from beer to hand sanitiser" – M, 35-44



"Unilever are contributing millions of pounds to help the global pandemic. They turned some of their factories over to making sanitisers, and contributing soap and food." F, 55+



Any questions?

Get in touch with **Claudia Beith** or **Lucy Antoniou!**

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