

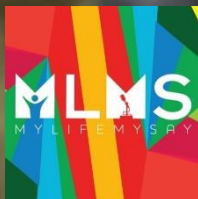


What people think,  
feel and do

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MLMS/Opinium

# The effects of Covid-19 on young people



Key findings

OP14682

3 June 2020

## Project details

|                       |  |
|-----------------------|--|
| Project number        | OP14682                                      |
| PROJECT NAME          | The effects of Covid-19 on young people      |
| CLIENT COMPANY NAME   | MLMS/Opinium                                 |
| CLIENT CONTACT NAME   | Mete Coban                                   |
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| PROJECT MANAGER NAME  | Joseph Curran                                |
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| SAMPLE                | 2000 UK adults                               |
| FIELDWORK DATES       | 22 <sup>nd</sup> – 26 <sup>th</sup> May 2020 |

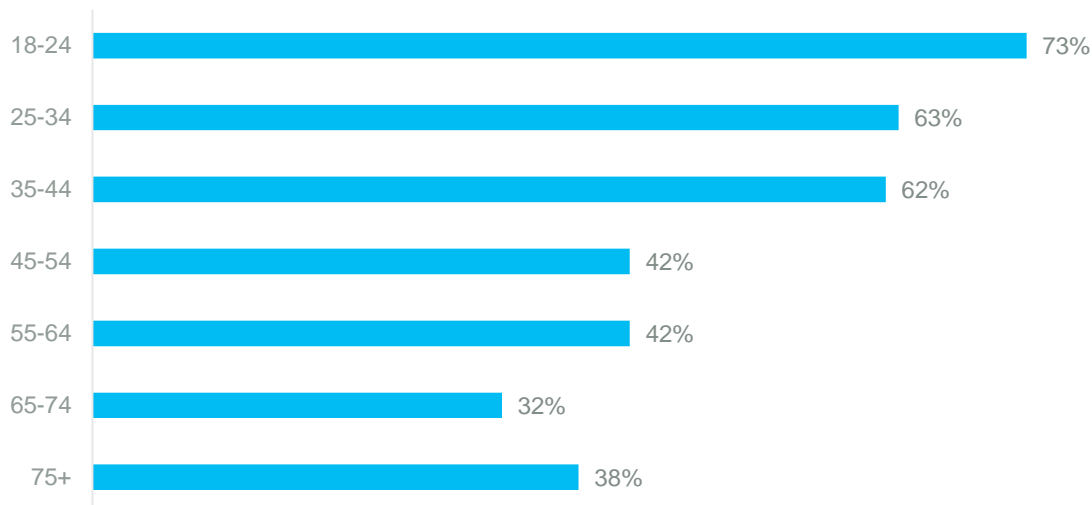
## Putting the crisis into perspective

### Three quarters of 18-24-year olds say the Coronavirus has had the biggest impact on their lives compared to other events

We asked members of the British public to name three major events – social, political, economic and so on – that have had the biggest impact on them personally.

For those aged 18-24 the Coronavirus crisis is unsurprisingly the event that dominates; three quarters (73%) say it has had the biggest impact on their lives. This number is higher than any other age group, as the chart below shows. For example, 32% of 65-74 year olds say the same about the virus.

Percentage who say Coronavirus is one of the biggest events in their lifetime

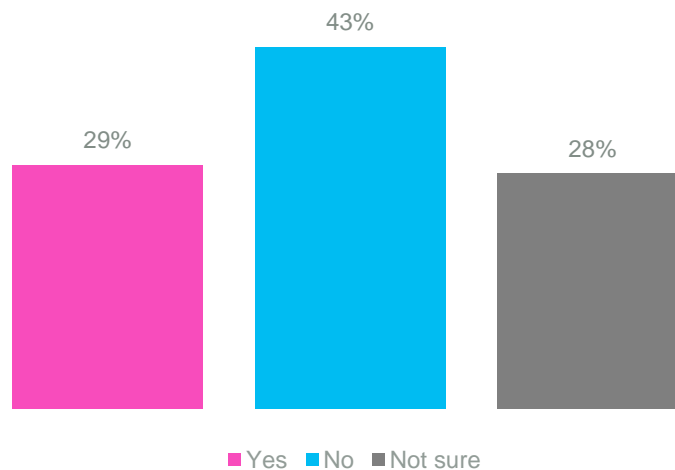


## Reaction to the government's response

### Only 3-in-10 young people think the government is taking them into account when making decisions

Only around 3-in-10 (29%) of 18-24 year olds think the government are taking them into account when making decisions relating to the lockdown and social distancing. On the other hand, 43% say they don't feel the government is taking them into account, with a further 28% saying they aren't sure either way.

Do you think young people are being taken into account when the Government has made decisions relating to lockdown and social distancing?

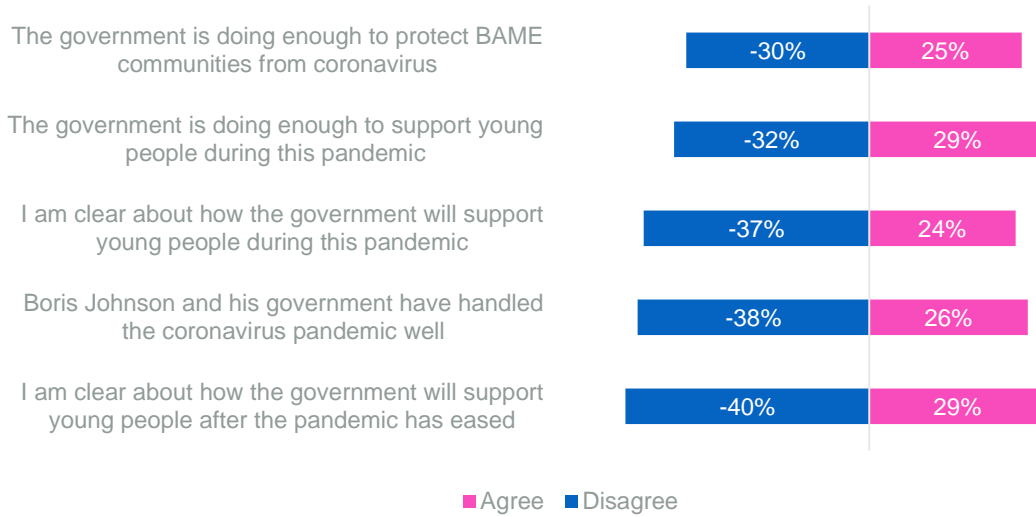


On a similar note, only a quarter (26%) say they are clear about how the government will support young people during this crisis and 29% say they are clear about support after the virus has eased.

### Young people are critical of the government's handling of the crisis

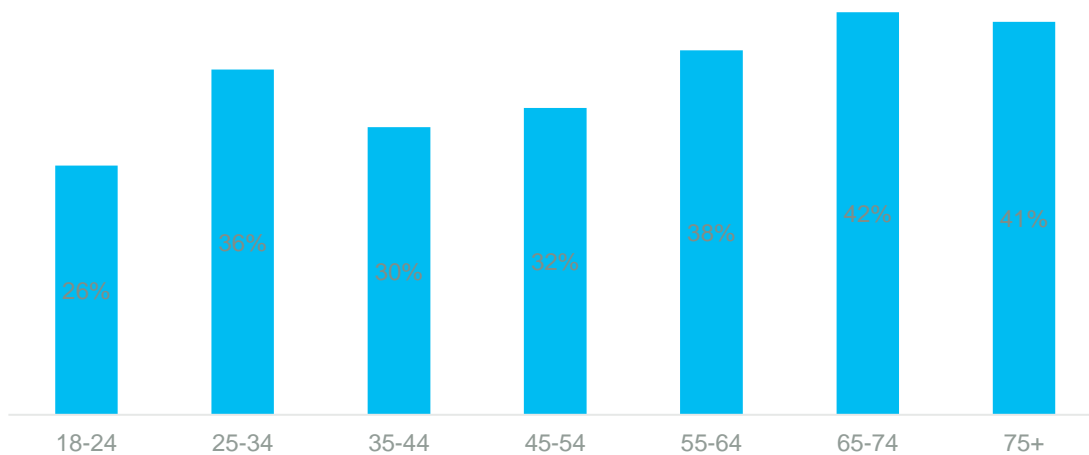
In other questions relating to the governments handling of the response young people tend to be critical – as the chart below demonstrates.

## How young people percieve the government's response to the virus



Young people tend to be more critical of Boris Johnson's handling of the crisis when compared to older age groups, as the chart below shows.

## Those who agree that Boris Johnson and his government have handled the coronavirus pandemic well by age group



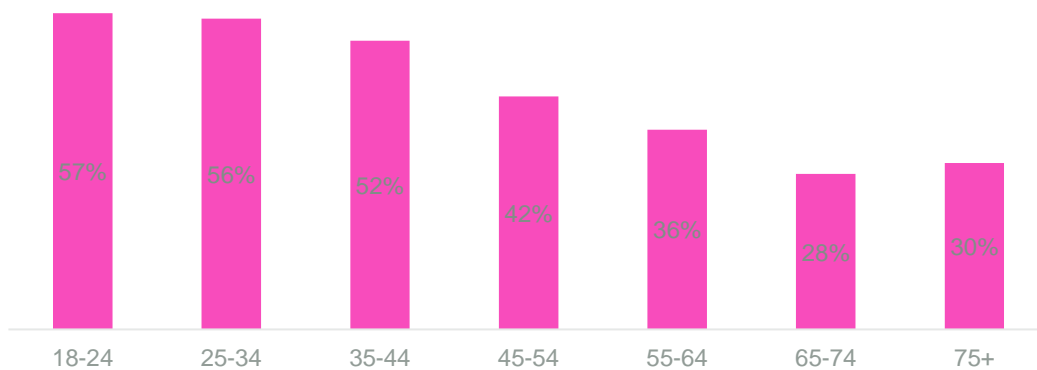
## Concerns and worries

### A third of 18-24-year olds are concerned their parents/older relatives are underestimating the true risk of falling ill with coronavirus

A third (39%) of young people aged 18-24 are concerned that their parents and older relatives are underestimating the true risk of falling ill with Coronavirus.

In terms of the impact of the virus, over half (57%) are concerned about the impact the lockdown is having on their mental health. Similarly, 53% say the crisis more generally has had a negative impact on their mental health.

Percentage who are concerned about the impact of lockdown on their mental health by age group



### Two-thirds are concerned about the impact of the virus on their longer-term prospects

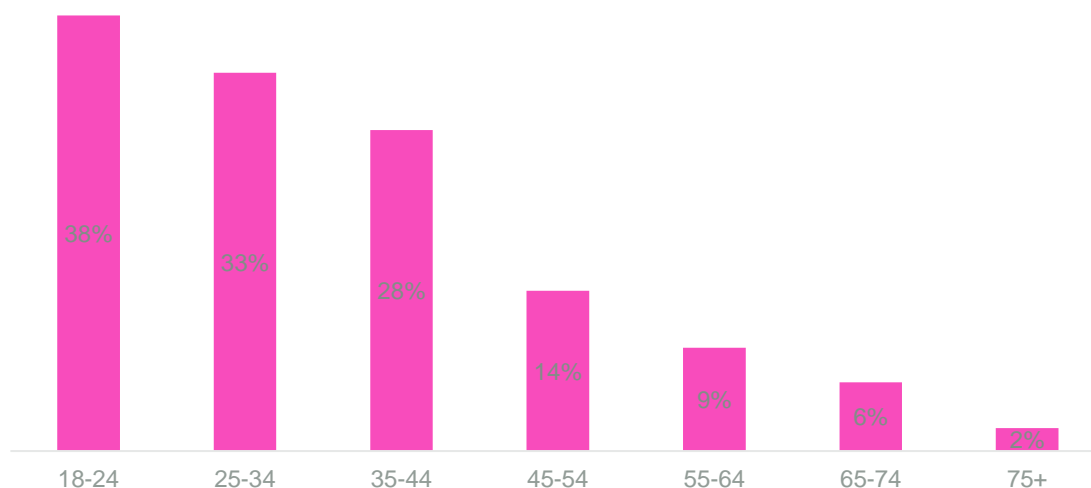
Major concerns among the young concern their future prospects, with 63% saying they worried about them.

To put this in more concrete terms, 52% are worried about their ability to save for the future and 49% worry about their ability to buy a property as a result of the economic fallout of the virus.

### Young people are most worried about their long-term romantic relationships

Two-in-four (38%) of young people are worried about their romantic relationships breaking down as result of Coronavirus, something they feel more acutely than older age groups.

Percentage who are concerned about their romantic relationships breaking down by age groups



## Employment and finances

### Two-in-five are worried about losing their job because of coronavirus

When it comes to the effects of the virus on employment young people are concerned about the future.

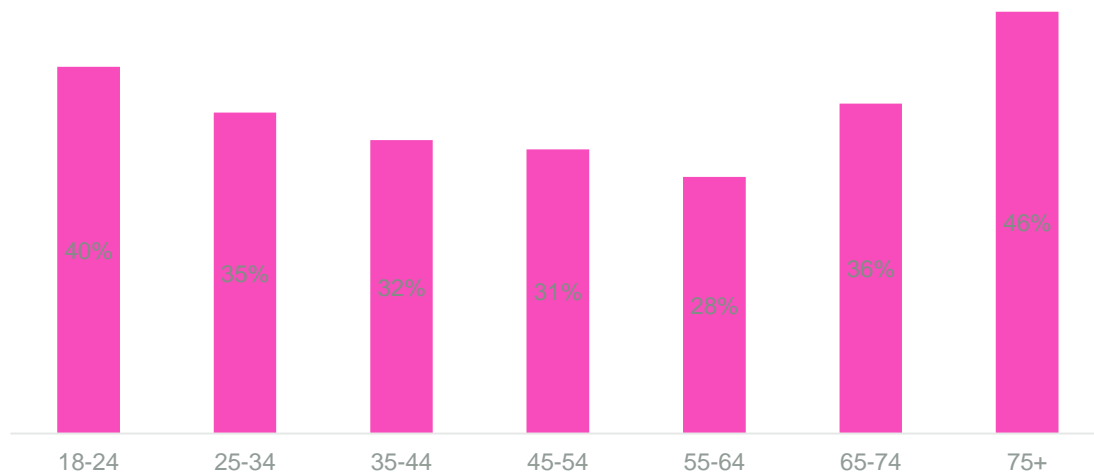
Among those who are students, currently unemployed, or expect to have to find a new job as a result of the economic fallout 61% say they expect to struggle to find employment.

Similarly, 42% are worried about losing their job as a result of the economic impact of Coronavirus and 48% of renters are worried about paying rent.

## Half say they aren't clear about where to go for advice about rights and protections at work

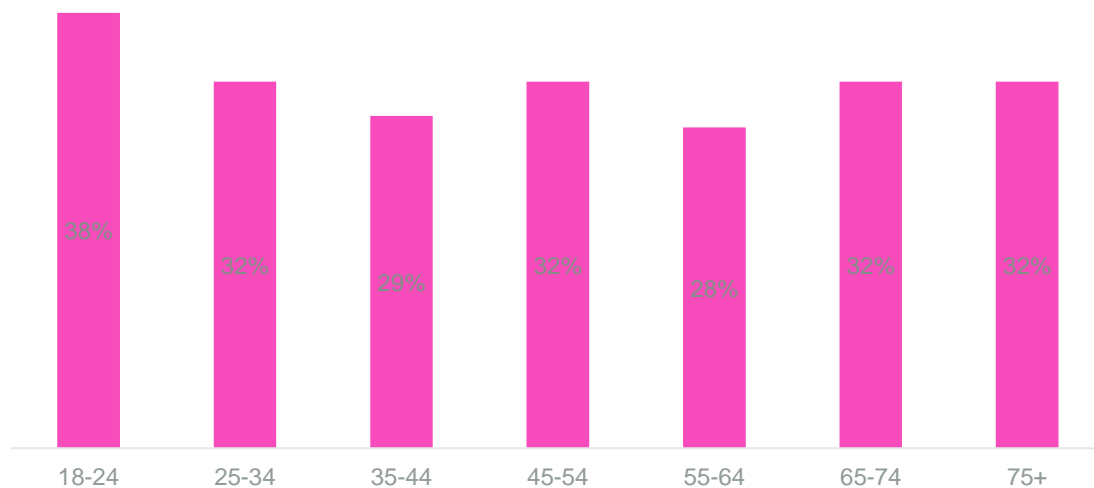
As well as being concerned about employment and their finances, young people are also more likely to be unclear about where to go for advice about financial support than other groups; 40% of 18-24 year olds say this is the case – the highest among all age groups other than those aged 75+.

Percentage who are unclear about where to go for advice about financial support



On a similar note, two-in-five (38%) say they aren't clear about where to go for advice about their rights and protections at work. Again, this is the highest among all age groups.

Percentage who are unclear about where to go for advice about rights at work







# About Opinium

**OPINIUM** is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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