

# Covid-19: Behaviours and life satisfaction

## Global review

April 27 - May 3, 2020

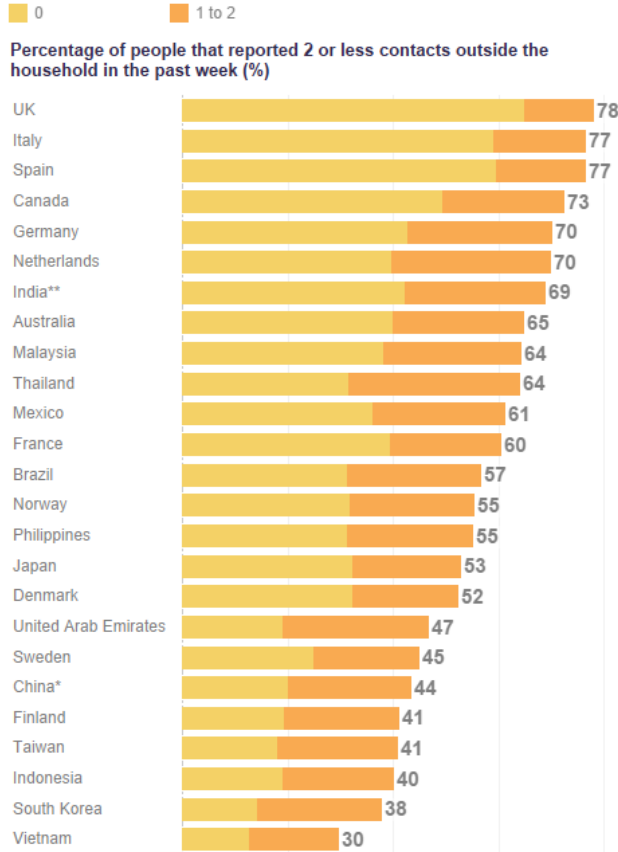
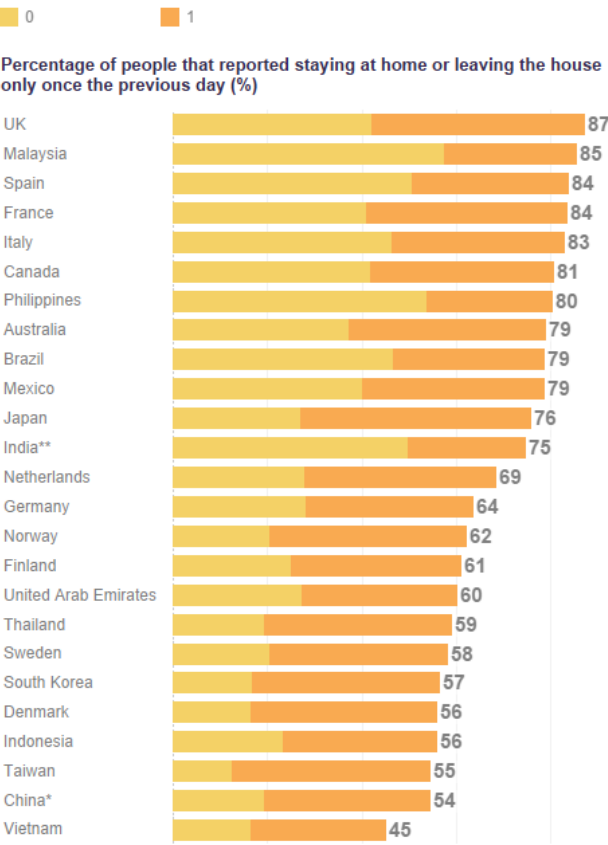
YouGov has teamed up with public health experts at the Institute of Global Health Innovation (IGHI) at Imperial College London to help health professionals across the world limit the impact of the disease. The ongoing survey runs in 29 countries and provides behavioral analysis on how different populations are responding to COVID-19.

This report looks at insights countries that completed a survey **between April 27 and May 3, 2020**. To explore the data further, please visit [www.coviddatahub.com](http://www.coviddatahub.com).

### Variation in physical distancing across countries

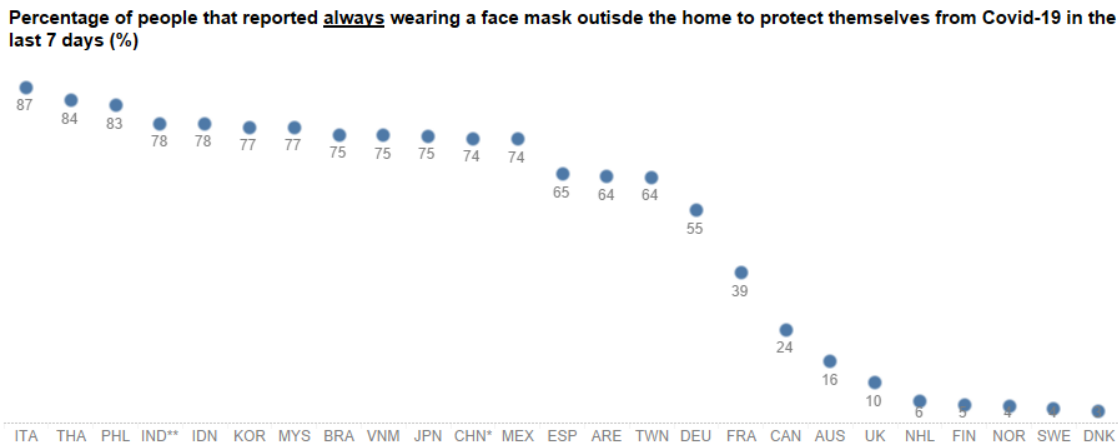
The **British** are the most likely to stay at home or leave the house once a day. **Vietnamese** are the least likely

The **British** are the most likely to have 2 or less contacts outside the household in a week. **Vietnamese** are the least likely



### Variation in the use of face masks outside the home

**Italians** are the most likely to always wear a face mask outside the home (87%). The Nordic countries (**Finland, Norway, Sweden and Denmark**) are the least likely (5% or less)



Surveys conducted between April 27 and May 03. \*China is representative of the online population. \*\*India is representative of the urban online population. Report created by Imperial College London's Big Data and Analytical Unit. Full text of questions available at [www.coviddatahub.com](http://www.coviddatahub.com). YouGov is making the anonymised respondent level data freely available to researchers around the world through [Github](https://github.com).

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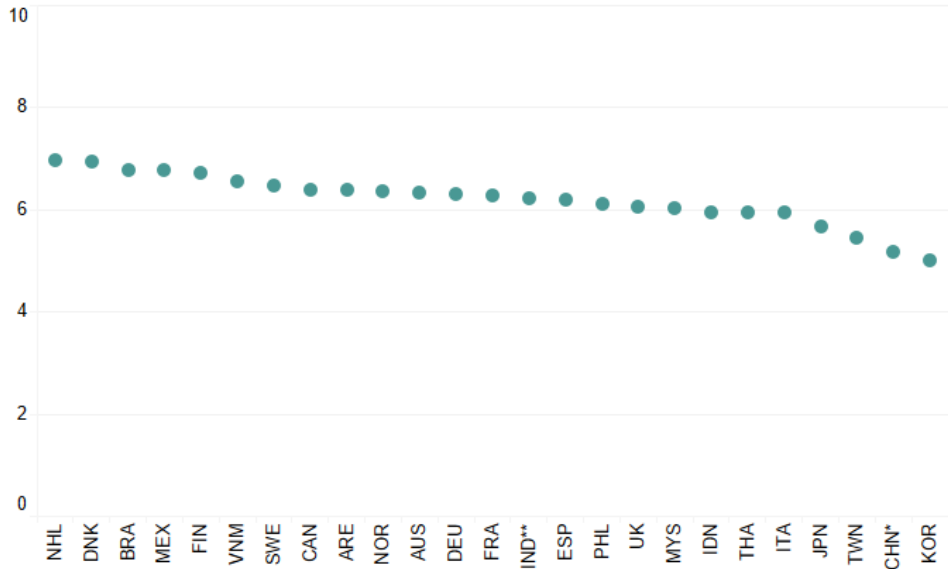
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### Variation in life satisfaction

The **Cantril ladder** serves as a proxy for life satisfaction. **Life satisfaction** is a powerful measure of the **quality of people's lives**. The annual World Happiness Reports attributes the differences over time and between countries to **good health, income and the quality of the social environment**.

Average Cantril ladder score



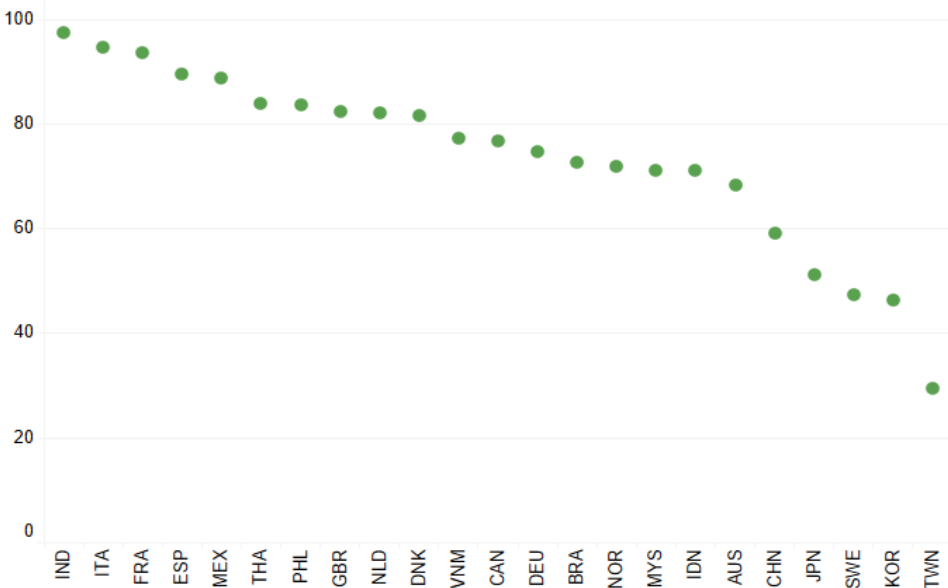
These factors are changing under COVID-19, often in ways we have never experienced before.

The YouGov life satisfaction data, collected regularly as the pandemic evolves in each survey country, provide a valuable barometer reading of life under COVID-19, reflecting each country's institutions and policies.

### Variation in government stringency

The University of Oxford's Stringency Index is a measure of the number and strictness of government policies in response to the Covid-19 outbreak. Stringency Index range is from 0 - 100. This measure is NOT part of the YouGov survey.

Government stringency index



As of May 3, 2020, **Taiwan** had the lowest government stringency (29), followed by **Sweden and South Korea**

**India** had the highest stringency (97), followed by **Italy and France**

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### About us

The [CovidDataHub.com](https://covid-data-hub.com) project is a joint collaboration between the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov Plc to gather global insights on people's behaviours and life satisfaction in response to COVID-19. The research covers 29 countries, interviewing up to 30,000 people each week.

This report is designed to provide behavioural analysis on how different populations are responding to the pandemic, helping public health bodies in their efforts to limit the impact of the disease. Anonymised respondent level data is generously made available for all public health and academic institutions globally by YouGov Plc at our GitHub site (<https://github.com/YouGov-Data/covid-19-tracker>).

### Institute of Global Health Innovation

The Institute of Global Health Innovation at Imperial College London is led by:

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Co-Director

Dr David Nabarro  
Co-Director

The Imperial College London - YouGov survey and dashboard are co-led by Institute of Global Health Innovation principals

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This research is made possible by generous support for the public good from YouGov Plc.

Communication with the research team can be made using this link: [https://imperial.eu.qualtrics.com/jfe/form/SV\\_dj03OSFnLkf9Jw9](https://imperial.eu.qualtrics.com/jfe/form/SV_dj03OSFnLkf9Jw9)  
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