

UOK
UK?

How the hearts and minds
of a nation are responding
to a crisis.

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Strange times.

Unprecedented times.

We've never been here before, so it's hard to know where we are.

Every week Karmarama asks the nation to tell us what they believe to be important.

For themselves and for everyone around them.

U OK UK? is a report that unpacks how we feel, what we're thinking, what's changed, and what's stayed the same.

It presents a clear picture of how all this is changing our lives, so that we, and everyone we work with, can focus our efforts where we know it matters most.

research methods

Omnibus Tracker

Sampling a nationally representative panel of 1,000 respondents

Mobile Panel

A country-wide panel gathering rich, detailed, emotional and experiential responses

Research Methods

Netnography

Online conversation across 5 key sectors (financial services, utilities, grocery, automotive, healthcare)

Literature Review

Thought leadership from across businesses and sectors

Myself

Exploring how people are feeling as they are forced to adapt to the changes in daily life caused by Covid-19.

Nearest & dearest

Understanding how enforced isolation and social distancing are affecting our basic human desire to connect with those closest to us – family, friends and neighbours.

On the doorstep

Unpacking how people's experiences of social environments outside the home (such as work places, neighbourhoods, clubs, and social gatherings) are impacted by daily restrictions.

Brands & Buying

Examining how people are feeling and behaving towards brands and businesses as shopping and consumption, income and expenditure, brand preferences all evolve in response to the pandemic.

Country-wide

Exploring significant changes to the cultural, economic, and political systems that bind us as a nation, and mass and mainstream beliefs and behaviours.

All of us

Discovering what matters most to humans across the planet during this time, including shifting ethical values and beliefs, and attitudes and behaviours towards the planet and natural environments.

Me, Us and Them.

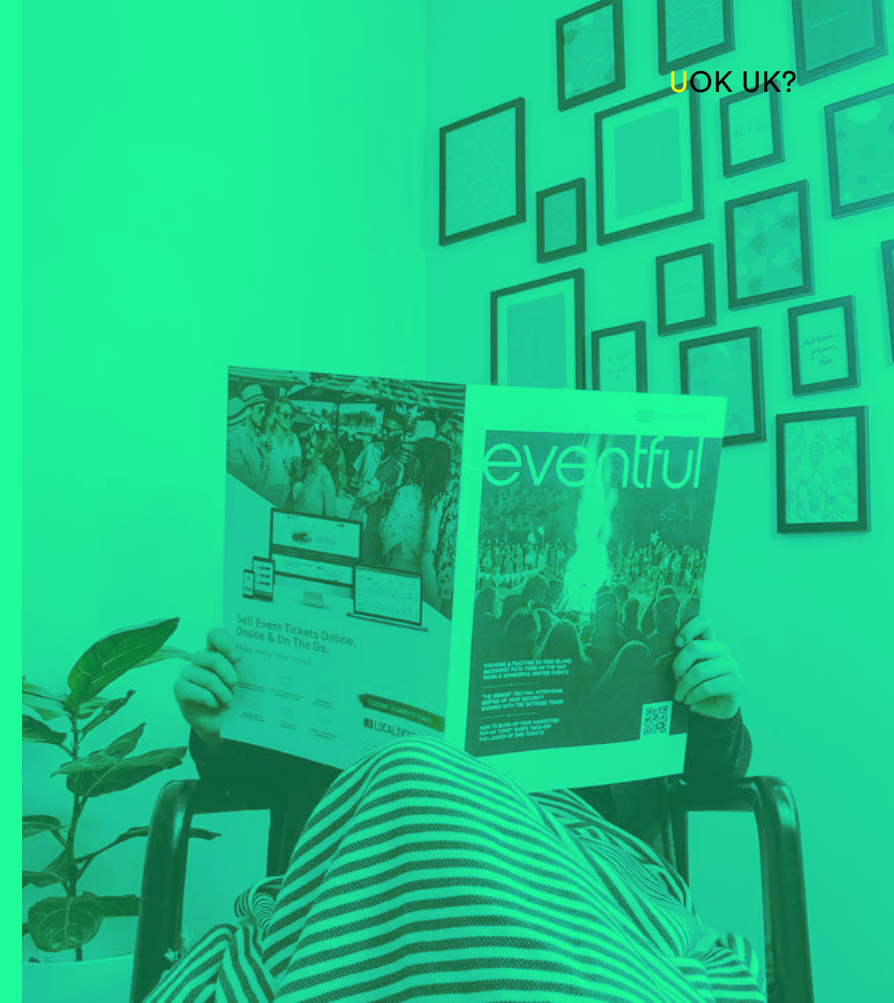


What starts when the world stops?

Thoughts and feelings don't stop even when the lives we're used to do. This week we saw evidence of the power of rediscovery in ourselves and in the lives of those all around us.

It's tough in here, but it's safe in here.

So much has been given fresh perspective by Covid-19. People are responding to the uncertainty and enforced social isolation by trying to let go of the things they can't control and by finding renewed appreciation of what they can.



It's tough in here, but it's safe in here

Hunkering down.

63%

are **confident** their household can afford its monthly outgoings

91%

are using their spare time to **evaluate what they spend** on household bills and insurance

73%

are intending to **save the 'same as usual'** or more in the next few months

It's tough in here, but it's safe in here

More time for what we love to do.

Amongst all the turmoil and anxiety, fortunate people living away from the 'front line' are carving out time and space for themselves - focusing on simple pleasures and to-do lists to find comfort in a world that feels scary and out of control.



“I have been able to spend more time reading books I have been meaning to read for years, and developing some of my other interests like cooking and photography.”

Rhys, 25-38, Swansea

It's tough in here, but it's safe in here

Getting back to basics.

Covid-19 has put life into perspective, creating a black and white picture of priorities. People are realising what they've taken for granted (e.g. the freedom to move) and acknowledging the simplicity of life (e.g. pleasure in phoning a friend).

“My family's favourite hobby during quarantine has become watching *Downton Abbey* and drinking prosecco every other night... and you know what? **I fricking love it.**”

Olivia, 18-24, Rhyl





People are finding ways to combat social distancing by embracing the ability to stay more regularly in touch through technology. There's a renewed sense of gratitude for tools once considered responsible for a negative shift in personal relationships and communication.

**Further away
but closer than
ever before.**

Message
received loud
and clear.

91%

are aware of the government's directive to **stay at home**, understand why it's there and are leaving home for **essential reasons only**



Always within reach.

Despite physical separation, in some ways people are feeling more connected than ever before. Everyone's been encouraged to understand the availability and intuitiveness of technology, no matter how they felt about it before. As a result, many are speaking to family more than they used to and checking in with friends they'd lost touch with.

“As I live away from my family (me in Bournemouth and them in Oxford), I used to only see my mum about every 6 weeks or so on a visit. Now we are keeping in touch regularly via FaceTime and Zoom and feel more connected in this way than we did previously.”

Zoe, 25-38, Bournemouth

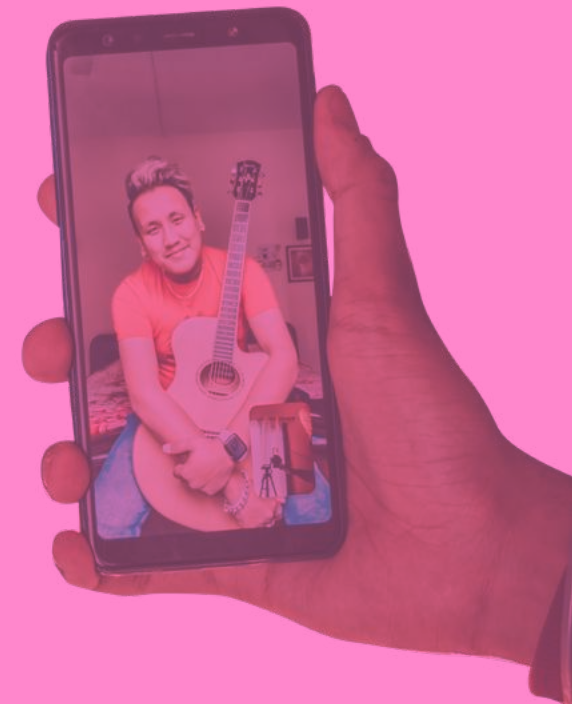


Screen saviours.

Before the pandemic, screen time was often spoken about as a negative behaviour, with digital detoxes and abstinences rapidly gaining popularity. Social isolation has switched the narrative as technology has become the only way for many people to reach the outside world. As Sherry Turkle points out, people are realising what good screen time is all about: learning, connecting and humanizing.

“I feel very blessed to have technology, which I haven't always said in the past. I've reached out to friends I don't talk to as much and checked in with them.”

Grace, 25-38, London



Stronger communities are built behind closed doors.

Neighbours we never knew we had, new rituals that create novel connections and finding new friends and partners online – in many cases these new social bonds are stronger and deeper than we've ever known.



HELLO! If you are self-isolating, I can help.

My name is

I live locally at

My phone number is

If you are self-isolating due to COVID-19 I can help with:

<input type="checkbox"/> Picking up shopping	<input type="checkbox"/> Posting mail
<input type="checkbox"/> A friendly phone call	<input type="checkbox"/> Urgent supplies

Just call or text me and I'll do my best to help you (for free!)

Coronavirus is contagious. Please take every precaution to ensure you are spreading only kindness. Avoid physical contact (2m distance). Wash your hands regularly. Items should be left on your doorstep. [#ViralKindness](#)

A fresh wave of community spirit.

Stronger communities are
built behind closed doors

72%

think people are more caring
and generous than the media
would have us believe

60%

have discovered a renewed sense
of community

Stronger communities are
built behind closed doors

Bonds strengthened through new rituals.

Many people are missing the rituals of community life, from bumping into neighbours to working out in local gyms and going to gigs. Instead of being beaten by what they can't do, they're experimenting with new community experiences -- online or at a safe distance.

“I used to go to Temple before the pandemic, 2-3 times a week. Temple has now closed, but we have daily webcasts so I can connect to the monks in that way because we can hear them preach and stuff.”

Adeep, 18-24, London



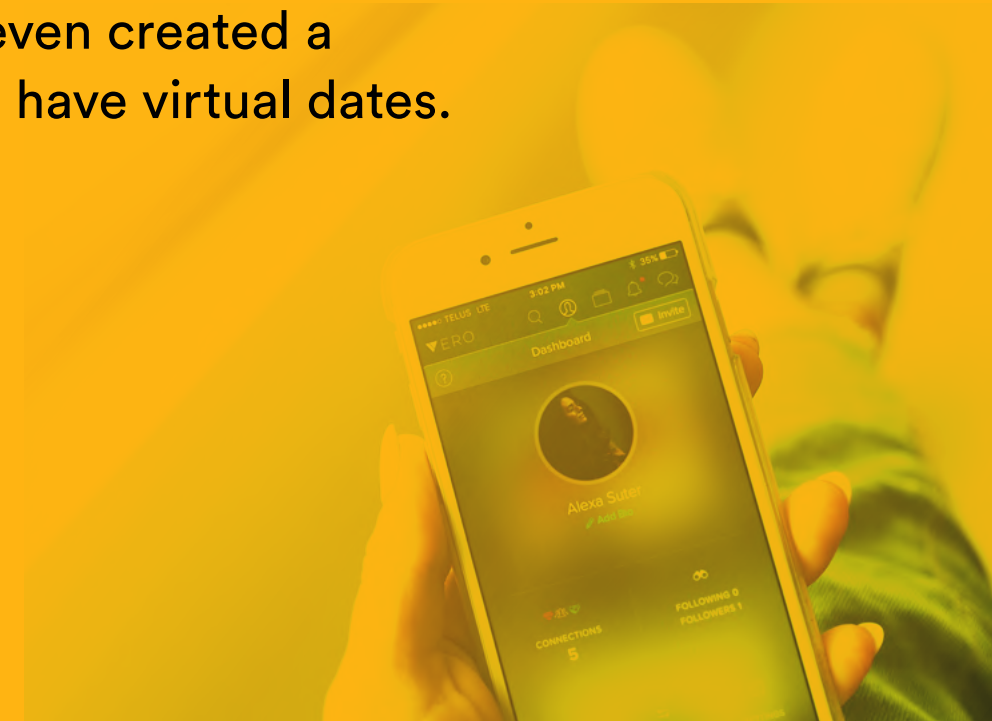
Stronger communities are
built behind closed doors

Being on your own doesn't mean being alone.

The use of dating apps has increased as people find ways to combat boredom but also to really get to know each other before a physical meeting (whenever that might be). Hinge has even created a 'Date from Home' feature that allows daters to have virtual dates.

“We are swapping books and phoning each other to ensure the ones living alone have some contact. The dog walking community remains the same and very respectful of social distancing.”

Sue, 39-60, Lancashire



I buy what I
need, before
buying what
I want.

People are re-evaluating what they buy by what they need, what they can afford and what they can obtain. They are also turning to products and services that help them live life as normally as possible.



Keep calm and buy on.

I buy what I need, before
buying what I want

33%

of respondents agreed that
brands in household shopping
were important to them

91%

think it's fair that you still
have to pay for services that
have been forced to change
(e.g. sport on tv, rail passes)

83%

agreed that the quality
and price of the produce
was important

80%

of respondents agreed that
the quality of produce was
just as good

47%

of respondents agreed that
the price hadn't changed

Keep calm and buy on.

I buy what I need, before
buying what I want

48%

Respondents over the next
month said they intend to spend
the same amount on alcohol,

54%

on paid for subscriptions

and

52%

on groceries

60-70%

of respondents would spend less
on clothing, tech and takeaways

whilst a huge

70-80%

said they would spend less
on holidays and eating out

I buy what I need, before
buying what I want

New-fangled brand connections.

A whole host of existing brands have entered many people's lives for the first time – Zoom, once known for business calls, has become a staple way of connecting children with their grandparents. Meanwhile, groups of friends and families get together on Houseparty, caught between the novelty factor and the realisation there's little alternative. As recommendations about tech spread from teens to older generations, Covid-19 may do more to change attitudes to technology than anything before it.

“Phoning, facetimeing and zooming is now a way of life. I miss the physical presence of course but in some ways this crisis has brought us all closer.”

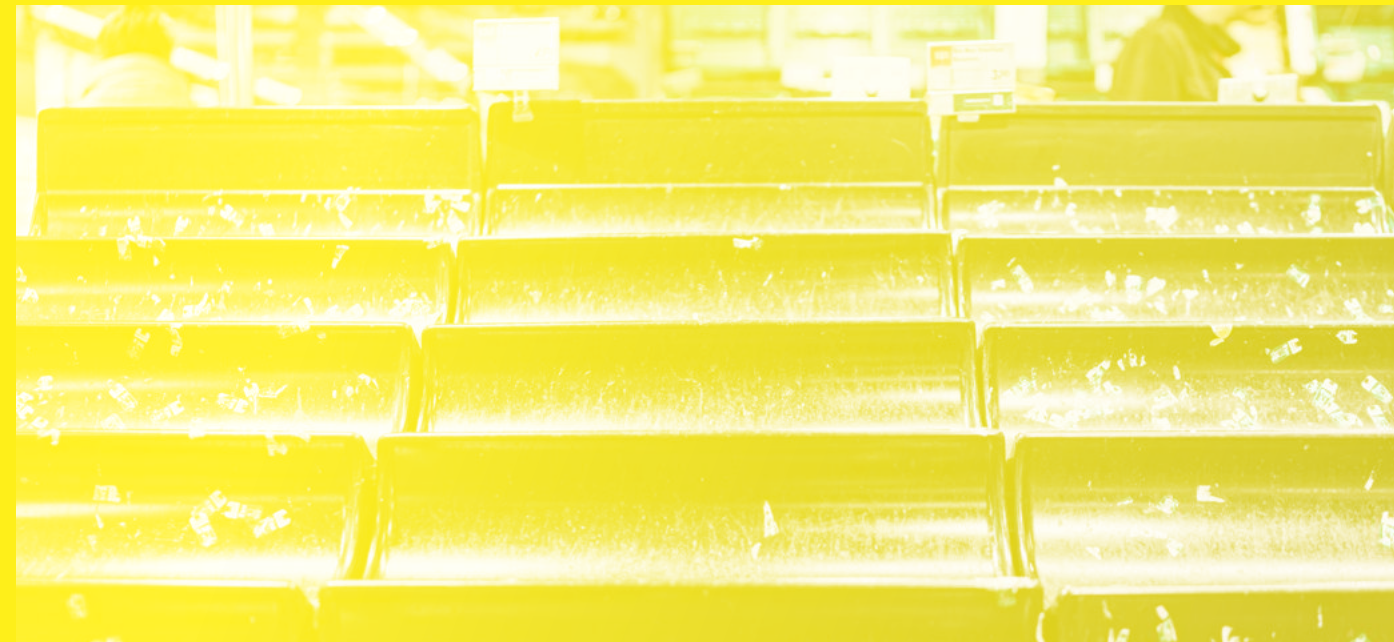
Jen, 60+, Worthing



I buy what I need, before
buying what I want

News images of empty shelves and stories about greedy shoppers may be more simply explained. Although buying food is something that can make us feel more in control of an out of control situation, it now seems that only a small proportion of Britons are stockpiling in a serious way. The rest are just buying a few extra items a little more frequently, which our 'just in time' supermarket system is struggling with. Partly, this is to compensate for the 30% of calories we used to eat outside our homes.

**A nation of
hoarders?**





While it's not quite 'Blitz spirit', there's a new sense of unity bringing the country together behind its heroes in the NHS. As seemingly impossible tasks are accomplished daily, a shared sense of pride is uniting a country usually described as fractured.

**We stand behind
those stepping
forward.**

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We stand behind those
stepping forward

89%

feel positive about the role of
the emergency services in the
Covid-19 response

74%

feel positive about the role
of the armed forces in the
Covid-19 response

63%

feel confident in the government's
response to Covid-19 and 68% have
confidence in the government's
response in the future

In those
we trust.

We stand behind those
stepping forward

Standing together.

“Especially during the clap for carers - my husband and I stood on the doorstep and just wept, we were gobsmacked.”

Grace, 25-38, London

Videos and pictures shared in the news and social media show the country coming together to Clap for our Carers each week. In many ways, this ad-hoc recognition is the first true display of national solidarity since the Brexit vote. While self-isolation and illness can make the struggle feel personal, this movement represents a shared, national response to the crisis.



We stand behind those
stepping forward

Fast forward social change.

The Government originally had a target to end rough sleeping by 2025, but this recently changed to a drive to house all rough sleepers in a matter of days to enable this vulnerable population to self-isolate. So far, this effort has moved thousands of people into hotels and other accommodation, far more rapidly than was previously thought possible.



It's a brave new world.



Although the world is experiencing Covid-19 in very different ways, there's a collective sense of hope in how people, experts and countries are coming together to tackle the pandemic.

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Coming together.



It's a brave new world

64%

of respondents somewhat – strongly agreed with the statement “I intend to be more environmentally conscious after Covid-19”

55%

of respondents somewhat – strongly agreed with the statement “I am optimistic about the future of humankind”

It's a brave new world

There's collective power in shared vulnerability.

As news and statistics fly into daily life from far-flung corners of the world, there's a new sense of global connection; a solidarity born out of a shared experience that's bringing different lives and experiences much closer together. With travel halted and restaurants closed almost everywhere, as existential fears about death and infection reign, it's become easier to see what unites humankind rather than divides it.

“It does feel weird to be living the same life as someone on the other side of the world. You're going through this thing together, but you don't know each other. You live completely different lives, but we're all sort of battling this thing together, which I guess creates a community.”

Olivia, 18-24, Rhyll



It's a brave new world

Knowledge knows no bounds.

While most world leaders are closing their borders, following their own procedures and putting their country first, scientists are opening themselves up to open-source collaboration as they strive to find a cure. Through their work, the power dynamics between countries is shifting, as a shared entity of knowledge and research is created.



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a little bit about us.

We're the Human Insight team at Karmarama – a merry band of data scientists, cultural analysts and anthropologists who come together to answer the world's large and small questions.

Over the next few months, we're uniting to track the evolving Covid-19 pandemic as it plays out across the UK and further afield; providing our clients, partners and colleagues with revelatory insights on a weekly basis.

Why? Because, crisis or no crisis, we believe transformative strategy and creativity start with human truths. And, as we respond in forthcoming weeks – as individuals, businesses or governments – the human truths we'll reveal each week are designed to guide decisions and ideas.

We've developed a range of insight-led products specifically to help brands through these times, so if you'd like to find out more about them or about the weekly reports, contact:

Kar_Hello@karmarama.com

who we are

**Coming next
week.**

**Is there space for
joy in dark times?**

2024.07.17

Thank you for reading.
Printed on 100% non-contagious paper.

Part of Accenture Interactive, Karmarama is the UK's most progressive creative agency known for its ability to connect brands to culture. By blending data science and anthropology, our Human Insight approach helps brands get under the skin of what makes people tick today not yesterday.

www.karmarama.com