

Top coronavirus issues seen by Citizens Advice

What Citizens Advice data
tells us about the concerns
of the UK over the last
month

Updated 15 April 2020



Summary

- More people than ever are turning to us for advice as they face unprecedented problems related to coronavirus.
- Our website was viewed 9 million times in the last month (9th March - 9th April). That's a 39% increase on the same period last year.
- The most viewed advice pages over that period were on coronavirus and bills, work, benefits and sick pay.
- The top 3 search terms were coronavirus, Universal Credit and furlough.
- Our benefits pages were viewed 2.2 million times, and our work pages 1.6 million times last month.
- Over the last month advisers have helped 220,000 people by telephone, email and web chat. Since they started recording whether a problem was related to coronavirus, advisers recorded 32,000 people contacting them with queries related to the pandemic. Half of them wanted to discuss Universal Credit and a third wanted to talk about employment problems.

The problems people faced last month

Over the last month (9 March - 9 April), our website was viewed 9 million times.

Our top 5 most viewed advice pages this month were:

1. [Coronavirus: what it means for you](#) - 453,000 views
2. [If you can't pay your bills because of coronavirus](#) - 318,000 views
3. [Coronavirus: if your employer has told you not to work](#) - 262,000 views
4. [Check if you're entitled to sick pay](#) - 212,000 views
5. [Coronavirus: check what benefits you can get](#) - 185,000 views

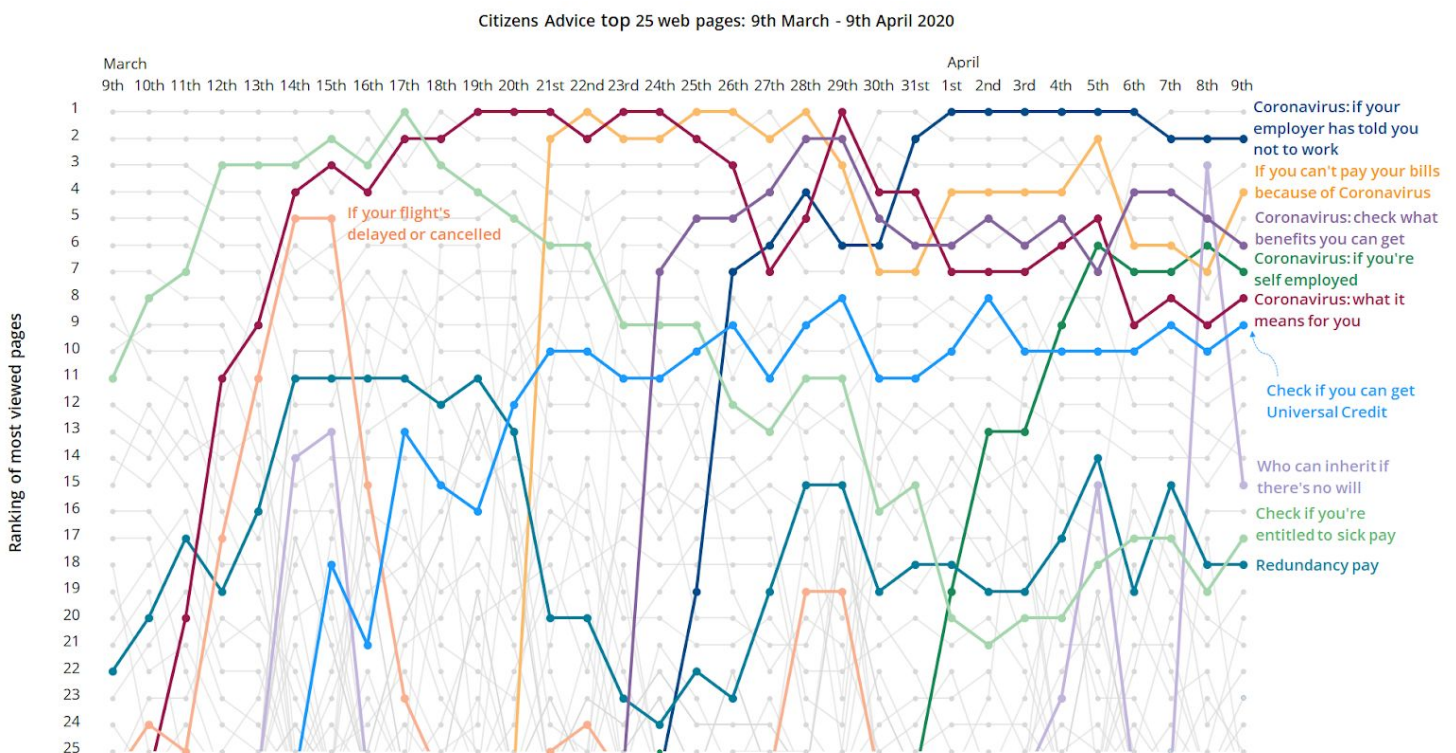
Coronavirus was the most searched word on our website, followed by Universal Credit and furlough.

Top 10 search terms on our website

1	7bebaTi Yhfr
2	Ha\ XefT_7eXWgr

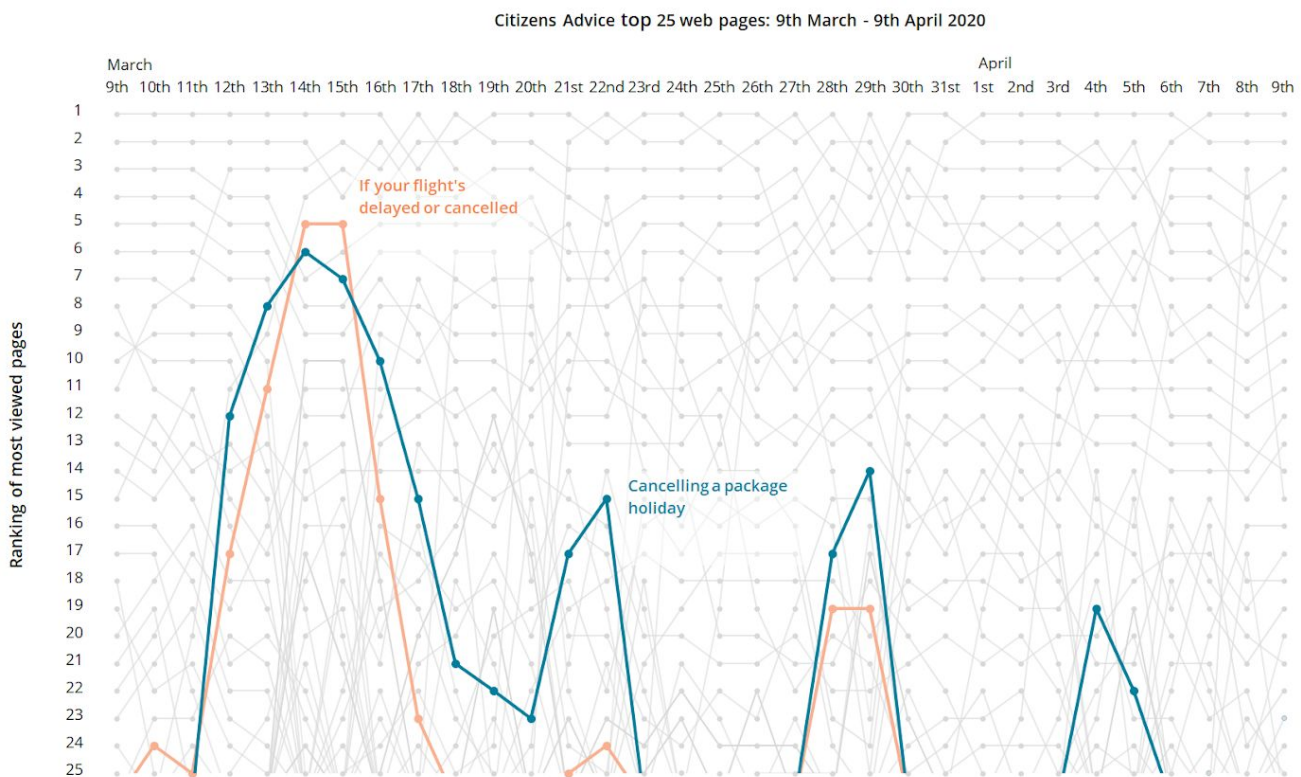
3	: he_bhZ[r
4	EXWhaWtaVI rr
5	C Cr
6	FX_Y!X` c_bl XWf
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10	8XUgr

The top 25 most viewed pages on our website each day have varied hugely across the month as people's concerns have changed. The data tells a clear story of the problems people have faced over the past month.



Initially, people were concerned about holidays and flights

During the early stages of the outbreak, we saw a peak in views to our pages on flight and holiday cancellations over the second weekend in March. Over the course of the month, our holiday and flight cancellation pages were viewed over 125,000 times. The views trailed off as the month progressed but we continued to see spikes at the weekends.

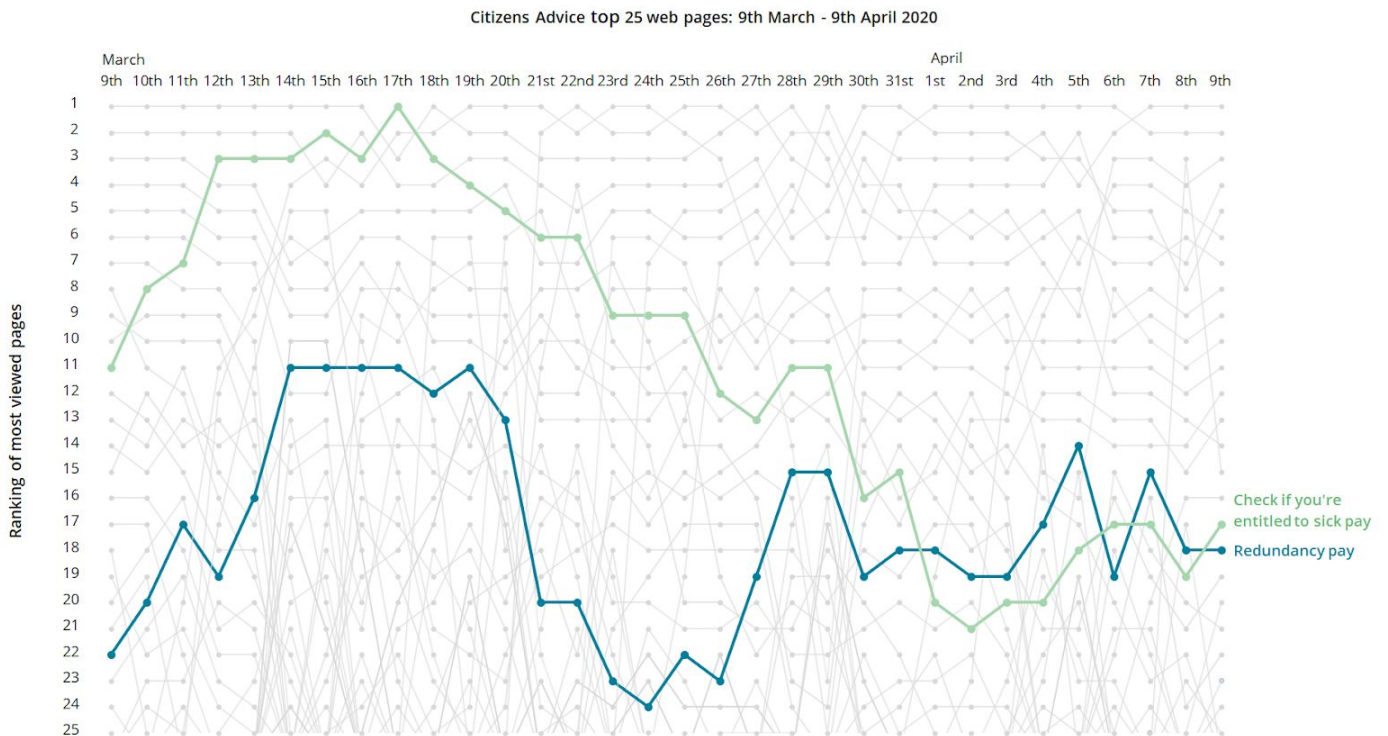


By mid-March people were looking for advice on sick pay and redundancy

The growing concerns in mid-March around redundancy and sick pay were reflected in our website views. Our page on [checking if you're entitled to sick pay](#)

was the 4th most viewed page on our website over the last month. This page peaked on 17th March when it was viewed 26,000 times.

As the government provided reassurances about the job retention scheme the views started to decline. However, both the sick pay and redundancy pages remained in the top 25 most viewed pages for the whole month.



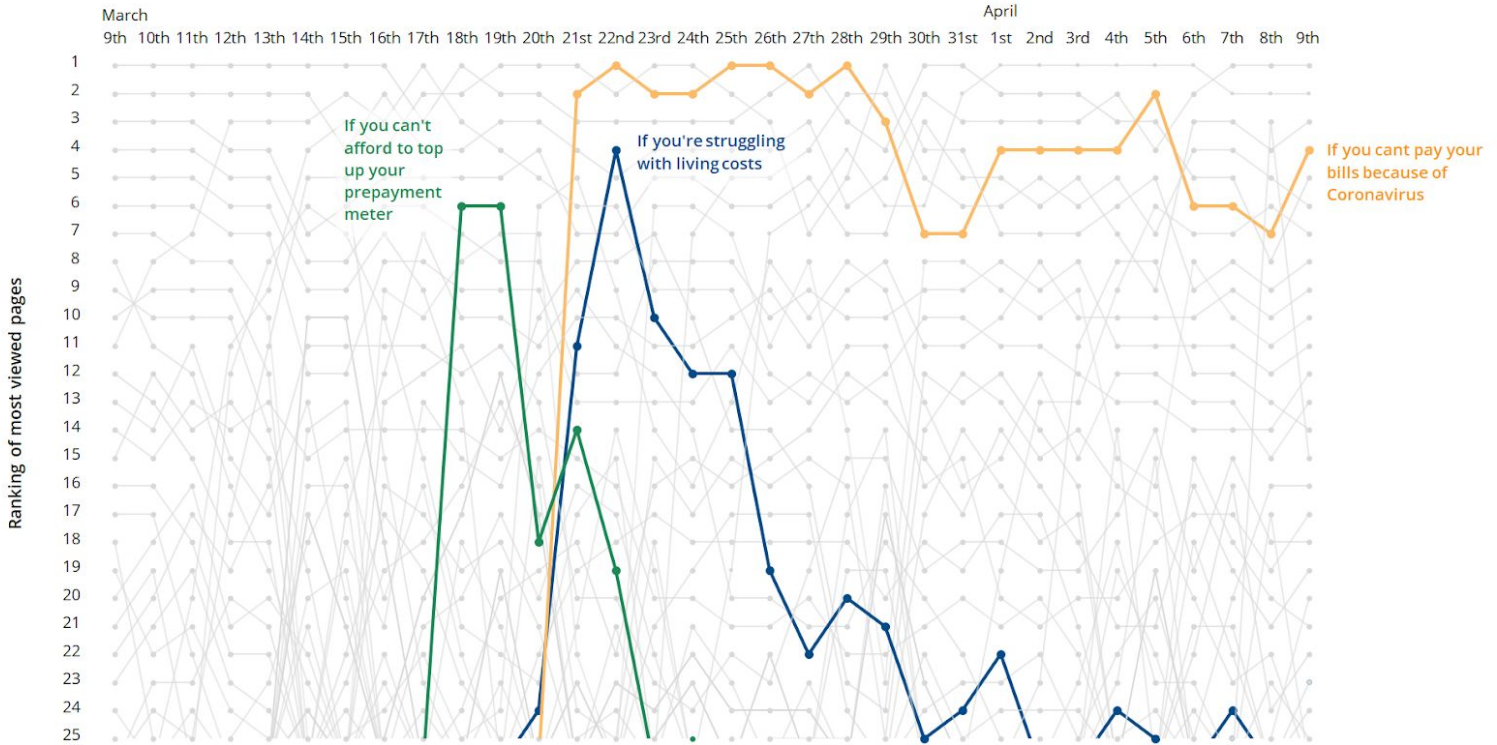
People were worried about paying bills

As people worried about redundancy and sick pay, they were also concerned about their ability to cover their living costs.

First, we saw an increase in views to our advice page on [if you can't afford to top up your prepayment meter](#).

In response to the crisis, we created a new advice page on [if you can't pay your bills because of coronavirus](#). This was viewed over 300,000 times between its creation on 20th March and 9th April. It remained one of the top 10 most viewed pages for the rest of the month.

Citizens Advice top 25 web pages: 9th March - 9th April 2020



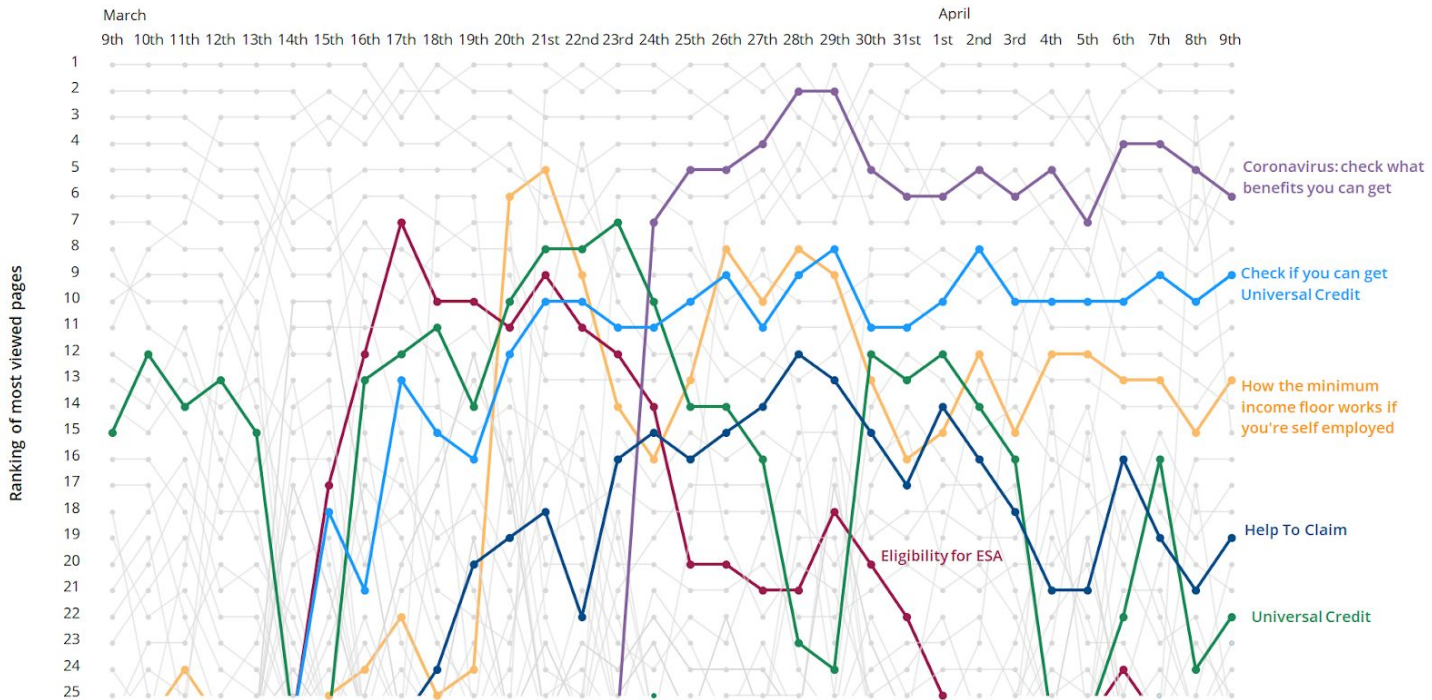
Our advice on benefits has continued to dominate the top 25

In the last month, our pages on benefits were viewed over 2.2 million times. This includes just under 750,000 views of our Universal Credit pages.

This peaked on 23rd March when our benefits pages were viewed almost 131,000 times in just one day. That's more views than all our holiday and flight cancellation pages got for the whole month.

The most consistently viewed of our Universal Credit pages were [Coronavirus: check what benefits you can get](#), [Check if you can get Universal Credit](#) and [How the minimum income floor works if you're self-employed](#).

Citizens Advice top 25 web pages: 9th March - 9th April 2020



Universal Credit was the second most searched term on our website over the last month.

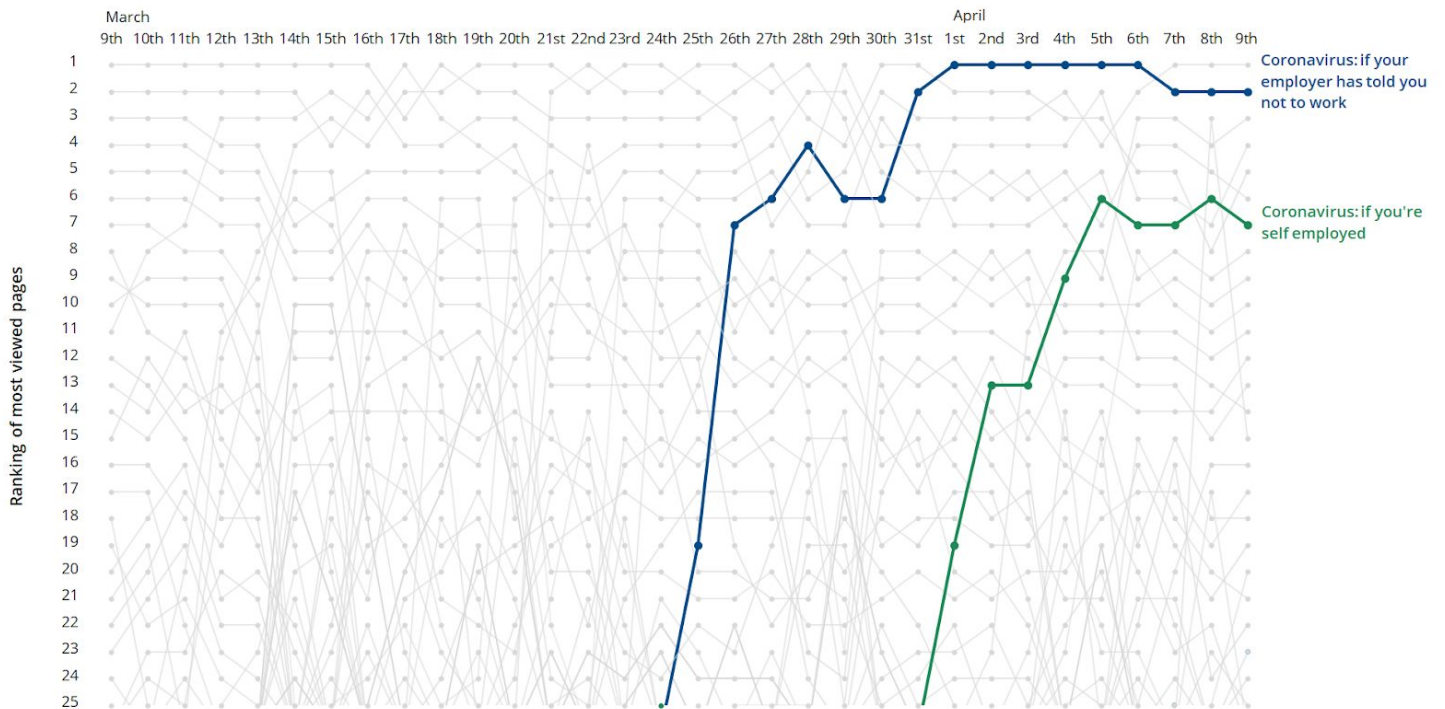
51% of people contacting our advisers for advice about coronavirus in the last month wanted to talk about Universal Credit.

Going into April we've seen high demand for advice on work and self-employment

In the last month, our advice pages on work were viewed 1.6 million times. Our new page [Coronavirus: if your employer has told you not to work](#) was the number one most viewed page for 6 days in a row at the start of April. In the 17 days since it was created, it has been viewed over a quarter of a million times. The page peaked on 1st April, with over 49,000 views that day. That's one view every 1.7 seconds.

Our advice pages on self-employment have also been in high demand, and have been viewed 158,000 times in the last month.

Citizens Advice top 25 web pages: 9th March - 9th April 2020



A third of people contacting our advisers for advice about coronavirus wanted to discuss employment problems.

Other emerging issues

Over the last month, we have seen spikes in visits to our pages about family deaths and wills. Recently there's been an increase in visits to our page on [who can inherit if there's no will](#). On 8th April this was our 3rd most viewed page on the website.

Where our data comes from

We've pulled together data from across our website and local advice services on the issues affecting people in the UK during the coronavirus crisis.

Our website data includes the number of views to our website in total, views to individual pages, rankings of the most viewed pages, and the most popular search terms used on our website.

Our local advice service data comes from our case management system - Casebook. This allows us to record notes each time someone seeks advice, including codes relating to the issues they're looking for advice on. We've recently introduced a new tag for when someone is seeking advice on an issue related to coronavirus.

Finally, we're able to analyse the calls coming through to the Consumer Service and any trends in the issues people are calling about. We have the ability to search case notes for the mention of key terms such as 'coronavirus'

This report covers the time frame: @baWTI - '@TeV[!'G[hefWTI - '5ce\

