

# Top coronavirus issues seen by Citizens Advice

What Citizens Advice data  
tells us about the concerns  
of the UK

Update 7 April 2020



# Summary

- People continue to come to us for advice in huge numbers. We saw 2 million visits to our website last week (29 March - 4th April). Almost a quarter of those views come from just 4 advice pages on coronavirus
- For the first time, our page on [if your employer has told you not to work](#) because of coronavirus was the most read page, with over 200,000 views
- The top 3 search terms on our website were: 'Universal Credit', 'coronavirus' and 'furlough'
- We had over half a million views of our advice on benefits last week. 185,000 were on our Universal Credit pages - a 265% increase on the same period last year
- Half of the people who came to us for in-person advice relating to coronavirus wanted to talk about Universal Credit

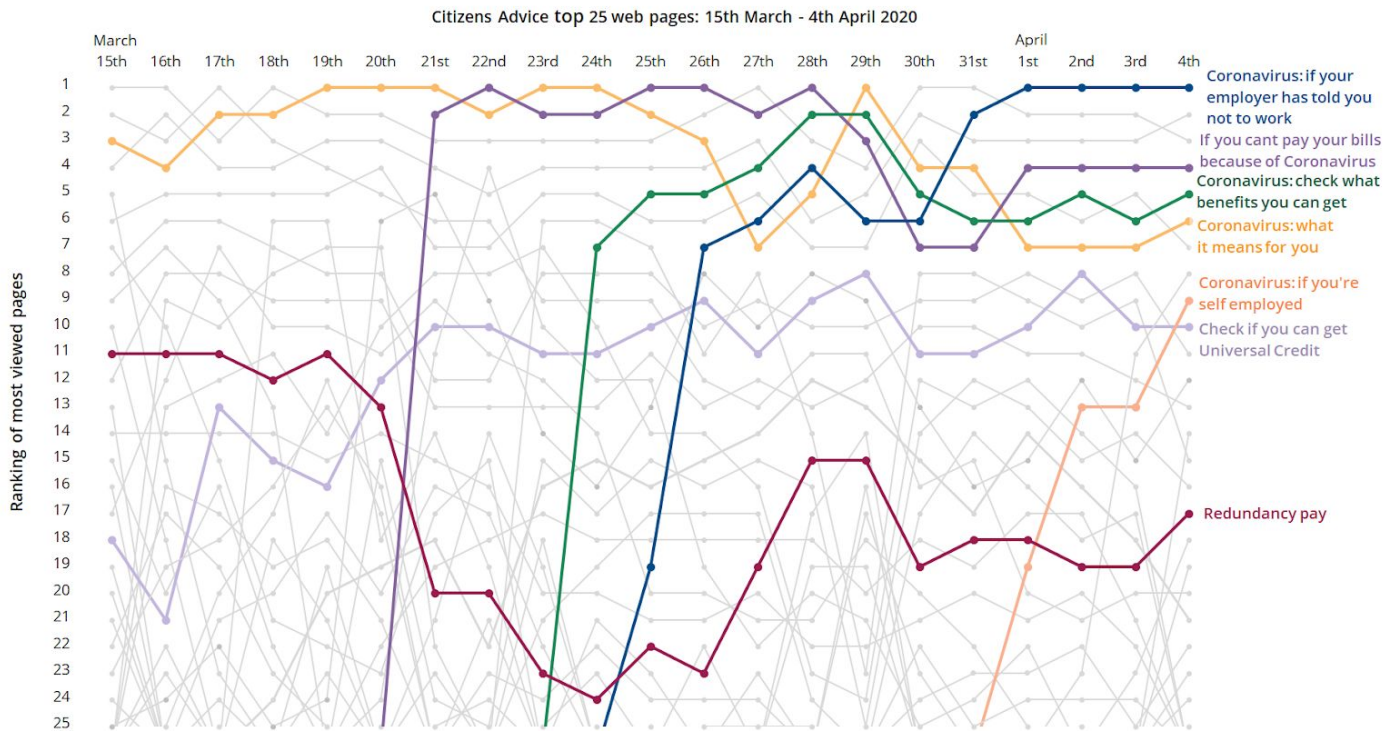
## The problems people are facing

Last week we had over 2 million views on our website. Our top 4 coronavirus related advice pages made up 23% of these views:

1. [Coronavirus: if your employer has told you not to work](#)
2. [If you can't pay your bills because of coronavirus](#)
3. [Coronavirus: check what benefits you can get](#)
4. [Coronavirus: what it means for you](#)

The top issues people have been seeking advice on are employment, benefits and paying bills.

The chart below shows the top 25 most viewed webpages for the last two weeks.

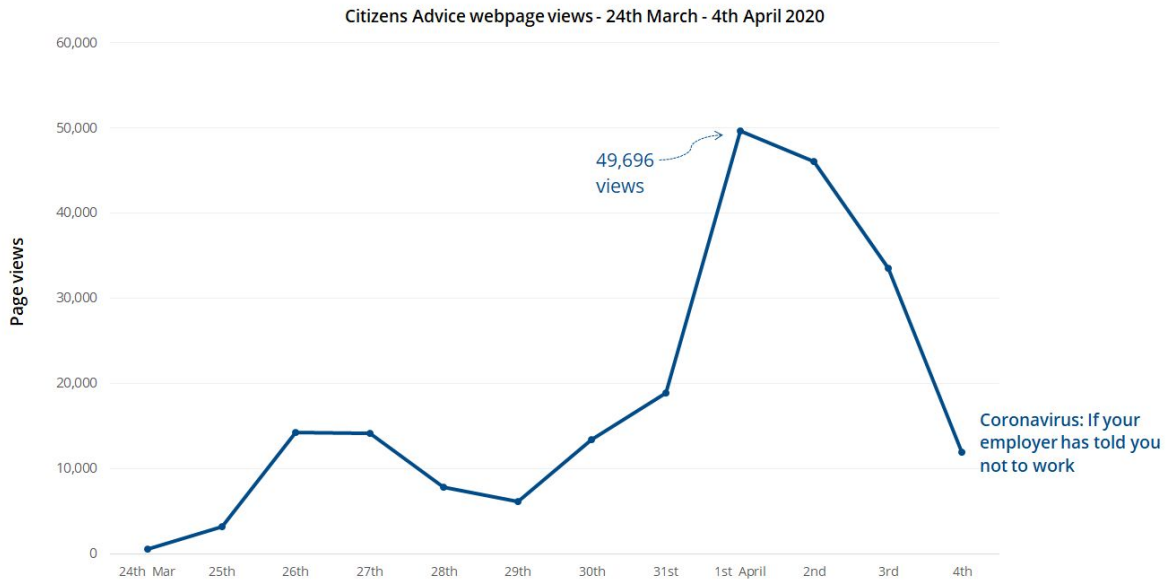


Whilst our [‘coronavirus - what it means for you’](#) page peaked in the previous week, now people are looking to our more specific advice on what coronavirus means for their work, bills and benefits.

## Work

Last week our advice pages on work were viewed more than 430,000 times. Over 200,000 of those views were for our [‘coronavirus - if your employer has told you not to work’](#) page, which has been the number one most viewed page on our website since 1 April. This is the longest a page has continuously been at number one since the coronavirus crisis began.

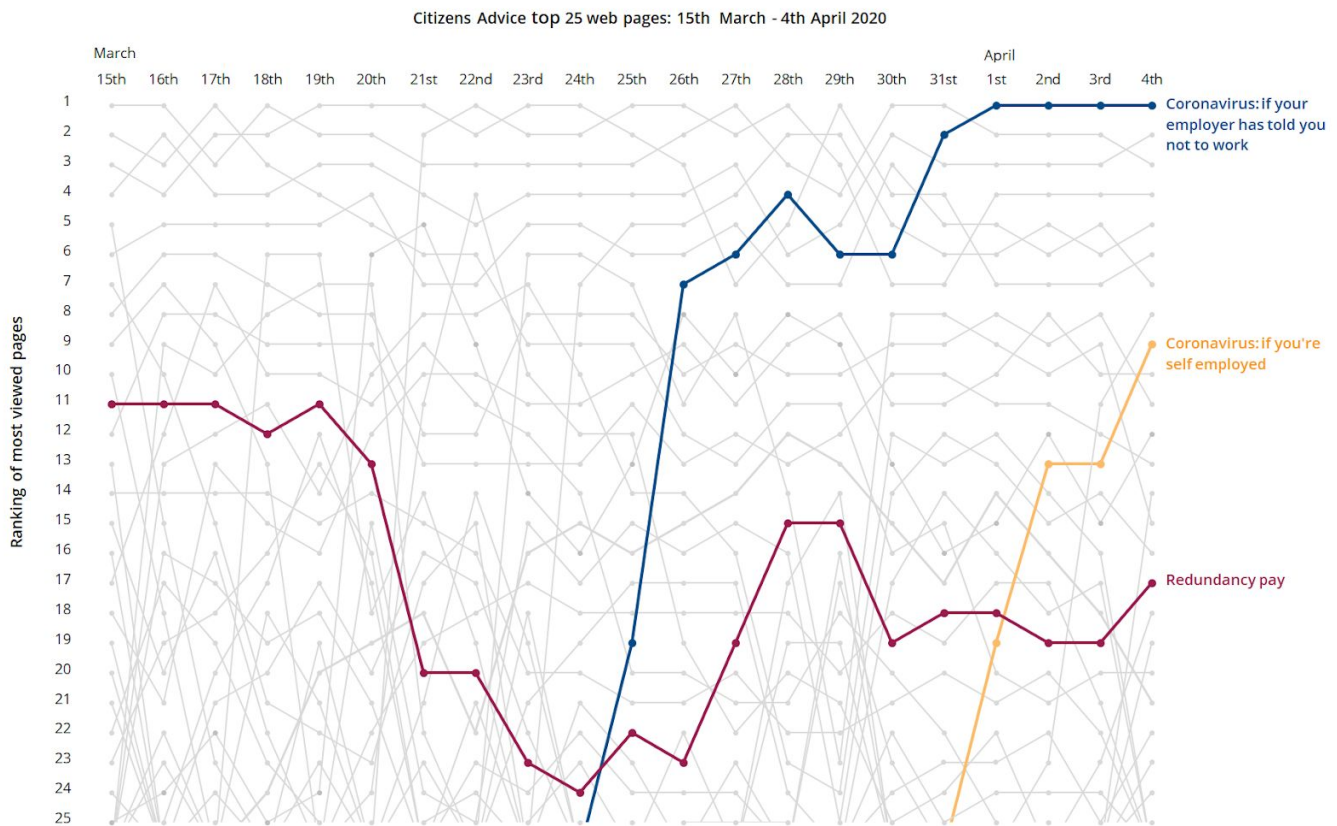
The page peaked on Wednesday, with over 49,000 views that day. That’s one view every 1.7 seconds.



Note: our website views tend to dip at the weekend, this should not be interpreted as a general decline in demand for individual webpages.

We produced a new [advice page on coronavirus for self-employed people](#). This has been viewed 16,200 times in the last week.

We can also see that views for our page on redundancy pay are starting to peak again.



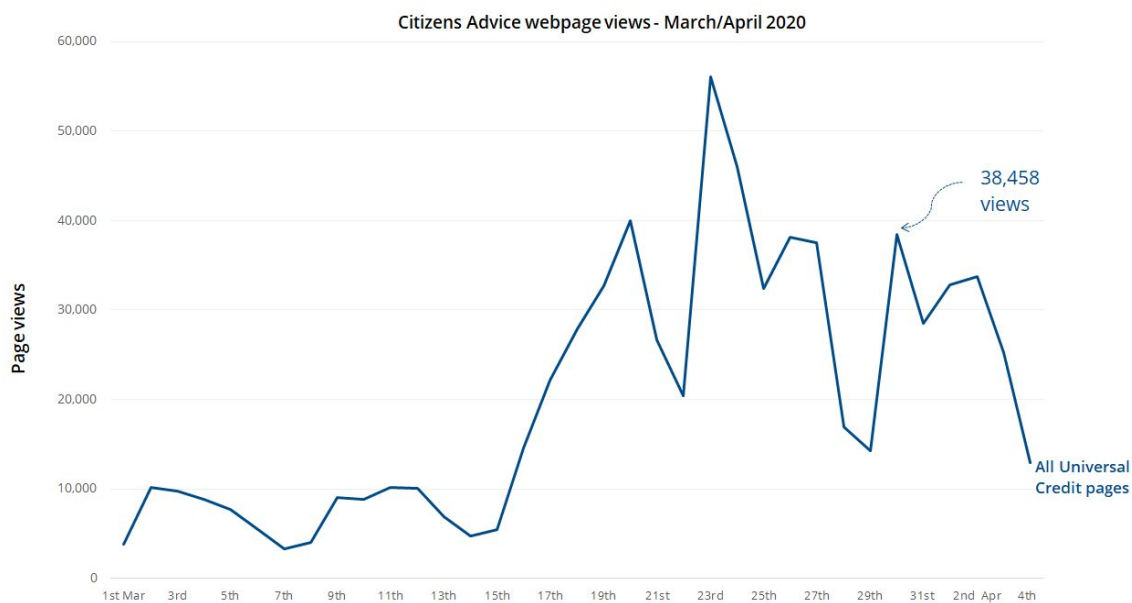
Looking at the terms people search for on our website, 4 of the top 10 were related to work.

1.	Universal Credit
2.	Coronavirus
3.	Furlough
4.	PIP
5.	Redundancy
6.	ESA
7.	Help To Claim
8.	Self-employed
9.	SSP
10.	Council tax

Finally, 37% of people who came to us for in-person advice about an issue related to coronavirus were having problems with their job.

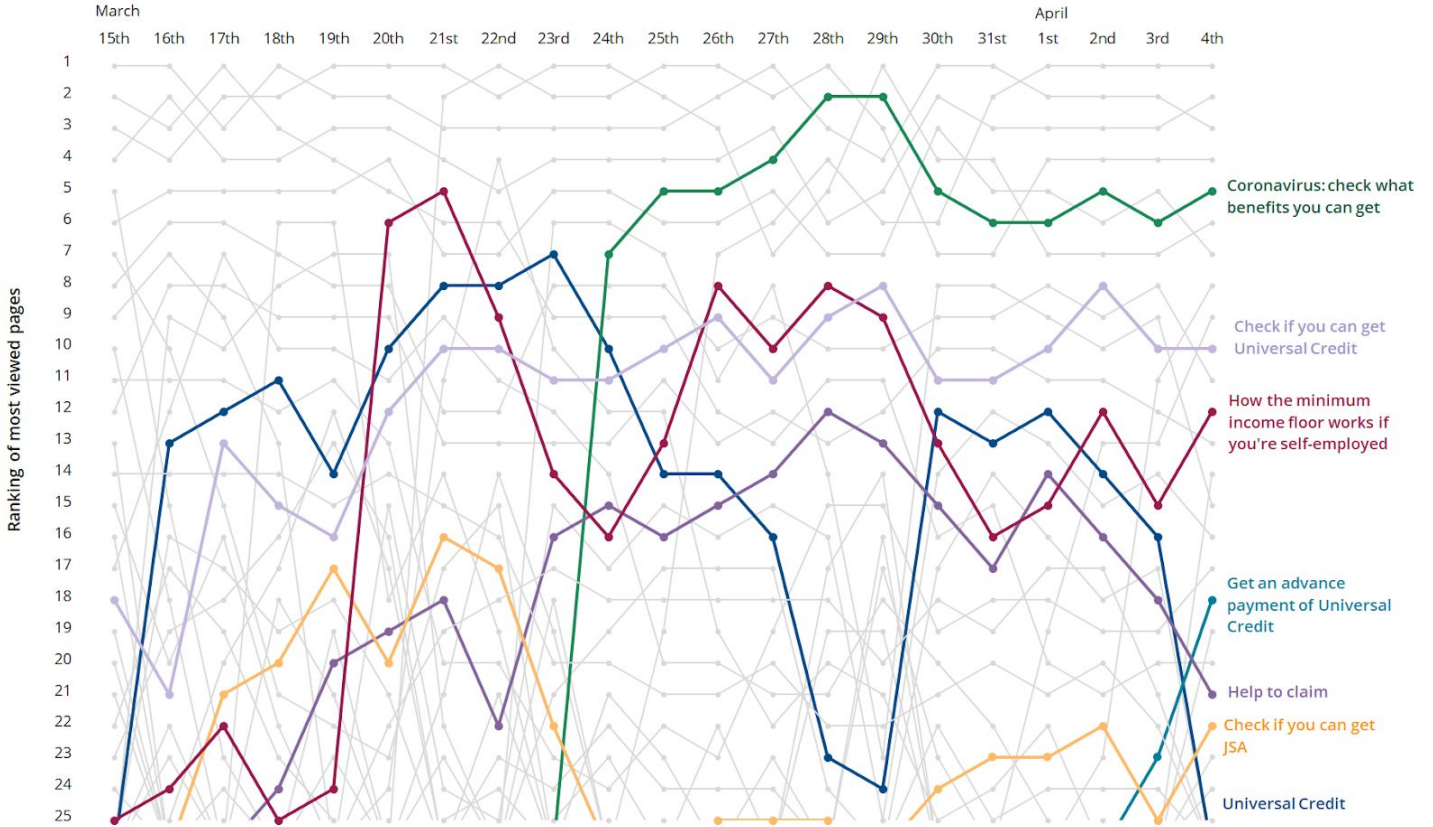
## Benefits

Last week we had just over half a million views to our web pages on benefits. This includes 185,000 views to our advice pages on Universal Credit - an increase of 265% on the same week last year.



Our page [‘coronavirus: what benefits can I get’](#) was one of our top 6 most viewed pages for the whole of last week. Other benefits pages were dominating the top 25.

Citizens Advice top 25 web pages: March 15th - April 4th 2020



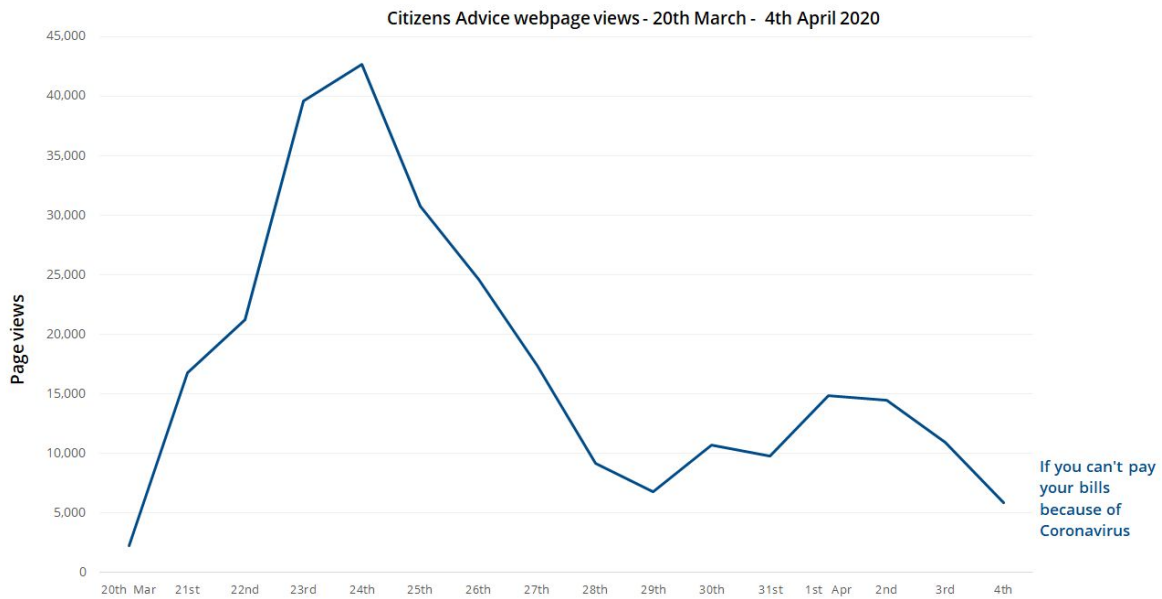
Universal Credit was the number one search term on our website last week. Also in the top 10 were PIP (Personal Independence Payment), ESA (Employment Support Allowance) and Help to Claim.

51% of people who came to us for in-person advice about coronavirus last week were looking for help related to Universal Credit.

## Bills

Our advice page for [if you can't pay your bills because of coronavirus](#) stayed in the top 10 most viewed pages last week. However, the number of views to these pages has declined since the previous week. There are a number of possible explanations for this, including the dates that people pay their bills or receive their paycheck.





## Consumer issues

Views to our consumer web pages remain relatively low compared to those on benefits, work and bills. However, we continue to see higher demand for pages relating to flights and holidays. Our [‘claim compensation if your flight's delayed or cancelled’](#) page was viewed over 11,000 times last week.

Over a thousand people called our Consumer Service line last week about issues relating to coronavirus. There were no significant trends in the issues seen, but problems relating to toiletries, holidays, travel and events were the most common goods and services raised.



# 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: **Sunday 29 March- Saturday 4 April**

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With the right evidence, we show companies and the government how they can make things better for people.



**[citizensadvice.org.uk](https://citizensadvice.org.uk)**

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