

CORONAVIRUS: OPINION AND REACTION

**RESULTS FROM A MULTI-COUNTRY POLL
UNITED KINGDOM**

February 14, 2020

GAME CHANGERS



WE STAND AT A PRECIPICE BETWEEN OPTIMISM AND FEAR

AWARENESS OF THE VIRUS IS HIGH IN THE UK, AS IT IS ELSEWHERE

THE UK PUBLIC DO NOT YET SEE THE VIRUS AS A PERSONAL THREAT, BUT ARE MORE CONCERNED AT A GLOBAL LEVEL

- While few see a threat to themselves personally, more than two in five see it as a threat to the world.

HEALTHCARE SERVICES ARE TRUSTED TO DEAL WITH THE OUTBREAK

- Confidence is highest in local health services, health professionals and the World Health Organisation.
- Health professionals are also most trusted as a source of information.

THE PUBLIC DISAGREE THAT THE VIRUS HAS BEEN CONTAINED

- The UK is the most likely of all the countries to disagree that the virus has been contained and will be over soon.
- And only one in four say that the situation is being exaggerated by the media.

THERE IS AN EXPLICIT WILLINGNESS TO TAKE ACTION, ALTHOUGH LONG-TERM IMPLICATIONS ARE NOT CLEAR.

THE PUBLIC SUPPORTS STRICT ACTIONS

- Almost nine in ten support mandatory screening for people who have travelled to impacted areas, and mandatory quarantines.
- There is sizeable support for restricting air travel to impacted areas.

RESTRICTING TRAVEL AND WASHING HANDS ARE THE MOST COMMON CHANGE EXPECTED IN PERSONAL BEHAVIOURS

- Around two in three say they would make these changes to protect themselves; only one in ten say they are not considering any actions.

CITIZENS BELIEVE THERE WILL BE A LONGER TERM IMPACT

- Around three in four say people will be less likely to travel to China and six in ten say major sporting events could be affected.

METHODOLOGY

These are the results of an Ipsos survey conducted February 7-9, 2020 on the Global Advisor online platform among 8,001 adults aged 18-74 in Canada and the United States and 16-74 in Australia, France, Germany, Japan, Russia and the United Kingdom.

The sample consists of approximately 1000+ individuals in each country. The samples in Australia, Canada, France, Germany, Japan, the U.K. and the U.S. can be taken as representative of these countries' general adult population under the age of 75. The sample in Russia is more urban, more educated and/or more affluent than the general population and should be viewed as reflecting the views of the more "connected" segment of the population. The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website (www.ipsos.com).

This study did not have any external sponsors or partners. It was initiated and run by Ipsos with the intention to share our understanding about the world we live in and how citizens around the globe think and feel about their world.

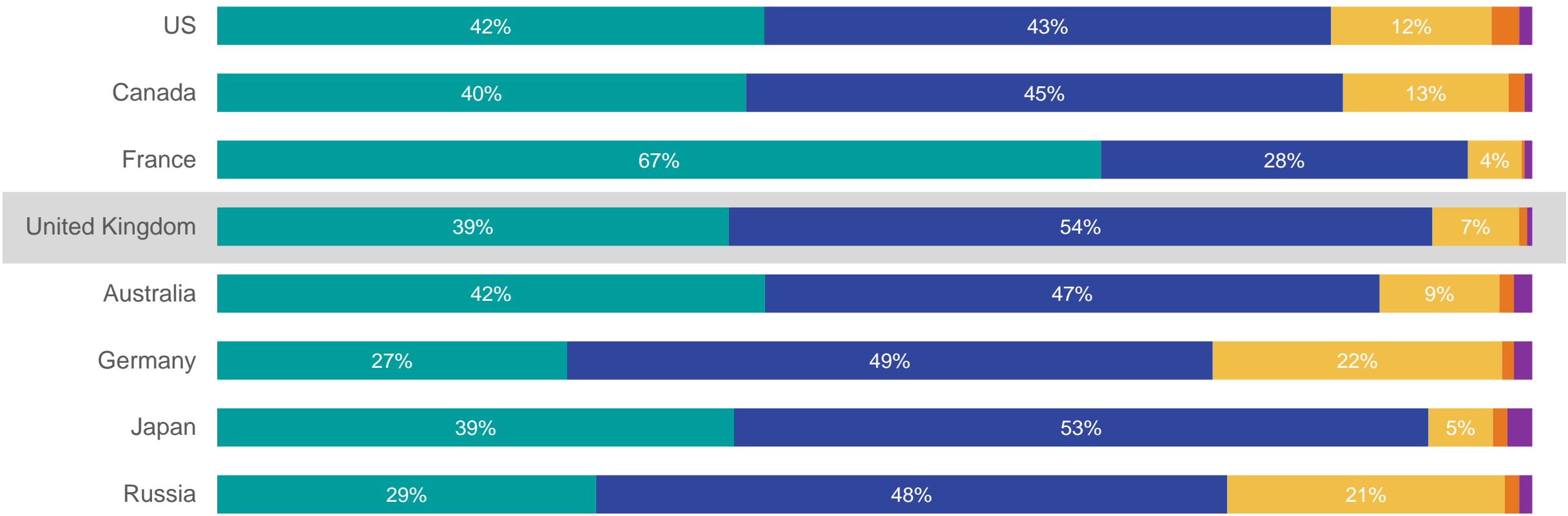
AWARENESS

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HIGH AWARENESS OF THE CORONAVIRUS OUTBREAK IN THE UK AND ELSEWHERE

■ A great deal ■ A fair amount ■ Not very much ■ Nothing at all ■ Don't know



How much, if at all, have you seen, read or heard about the coronavirus outbreak?



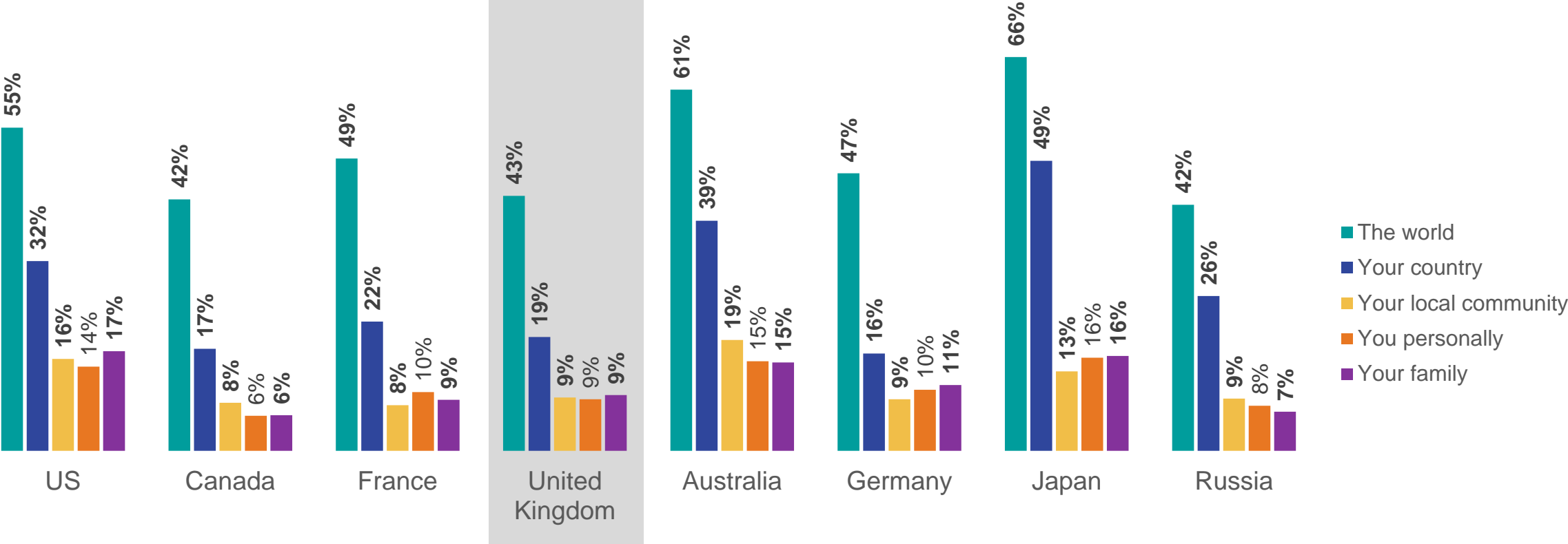
PERCEPTION OF THREAT

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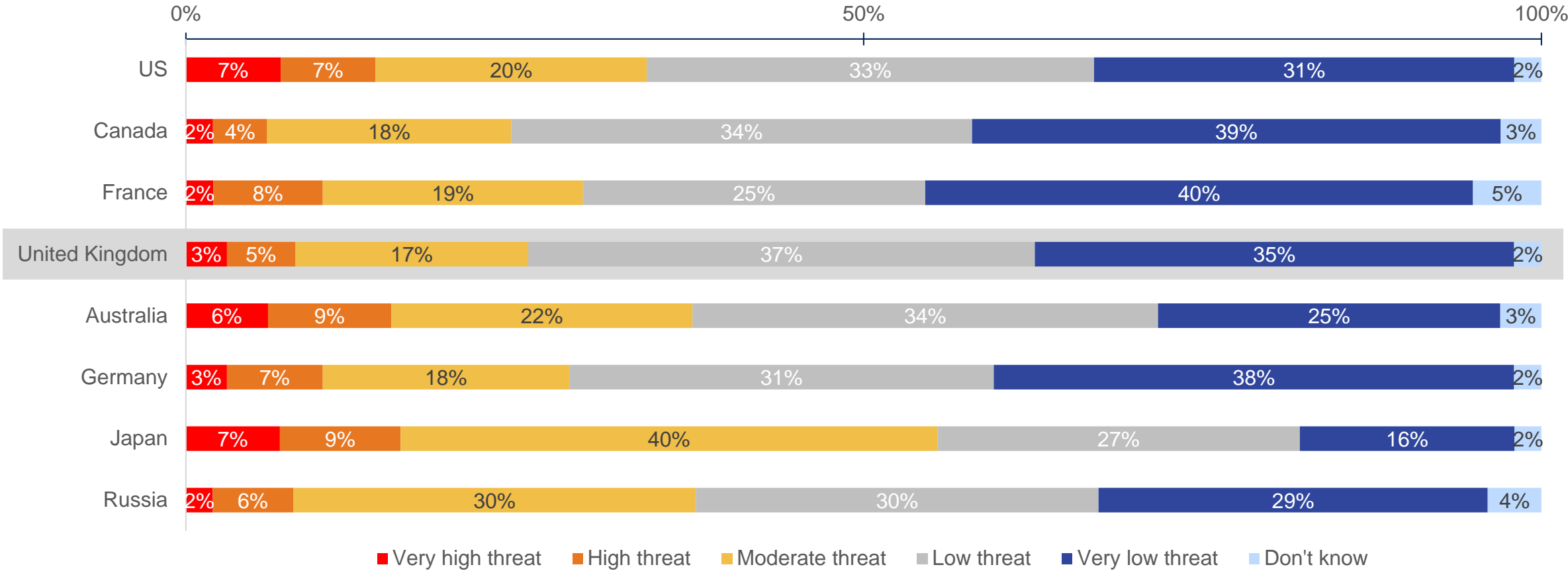
WHILE CITIZENS DO NOT SEE A PERSONAL THREAT, THERE IS A MUCH HIGHER PERCEIVED THREAT TO THE WORLD

High / Very high threat



What level of threat do you think the coronavirus poses to each of the following?

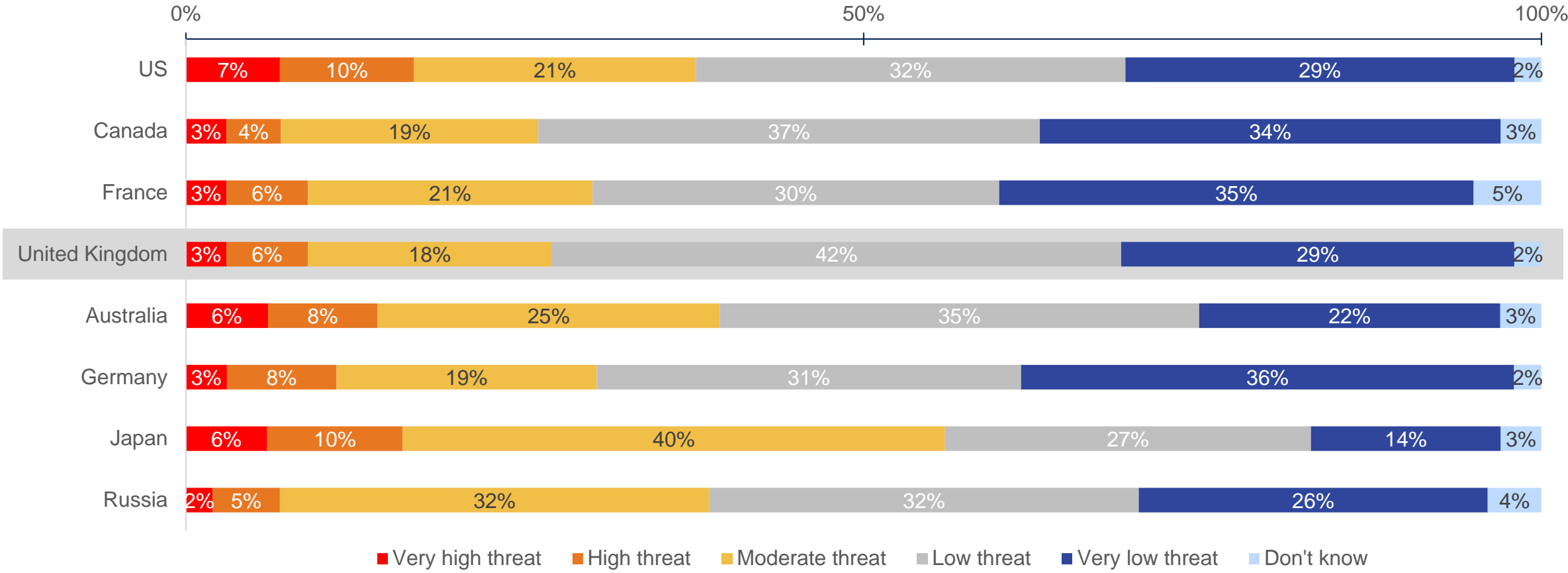
THERE IS YET TO BE A PERCEIVED PERSONAL THREAT FROM THE VIRUS IN THE UK AND MOST OTHER COUNTRIES



(You personally) What level of threat do you think the coronavirus poses to each of the following?



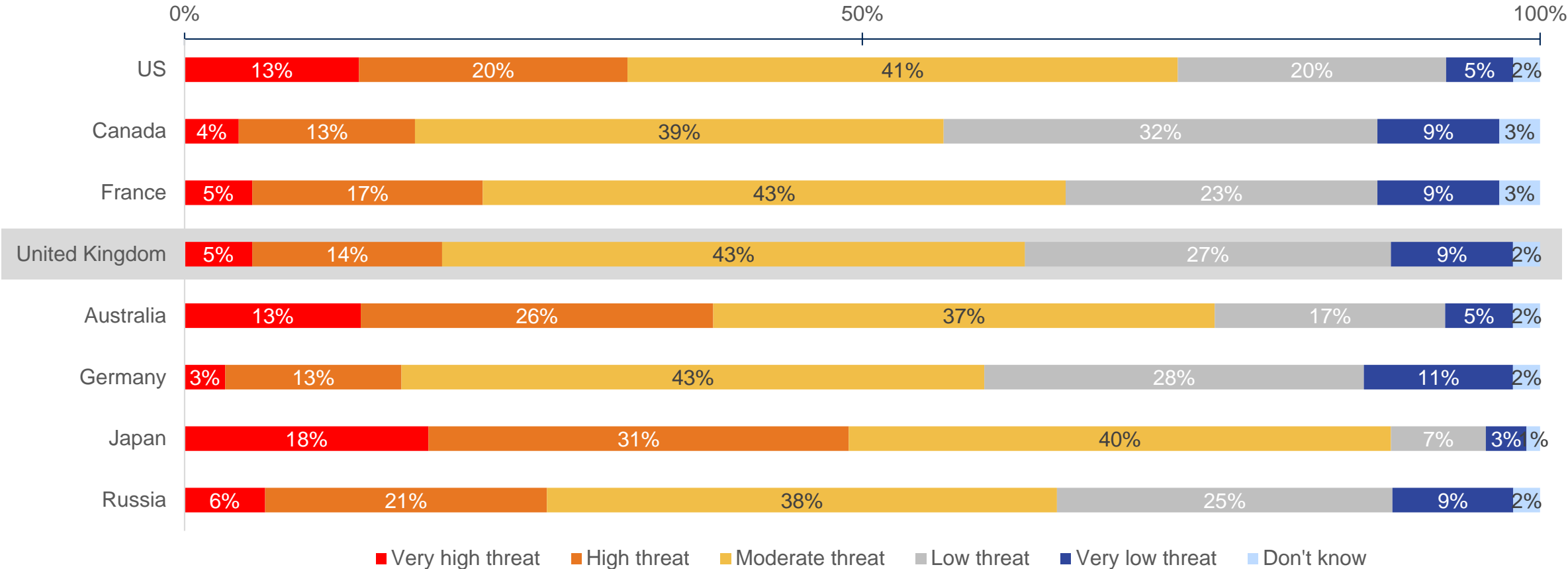
PERCEIVED RISKS ARE ONLY SLIGHTLY ELEVATED WHEN REFERRING TO FAMILY



(Your family) What level of threat do you think the coronavirus poses to each of the following?



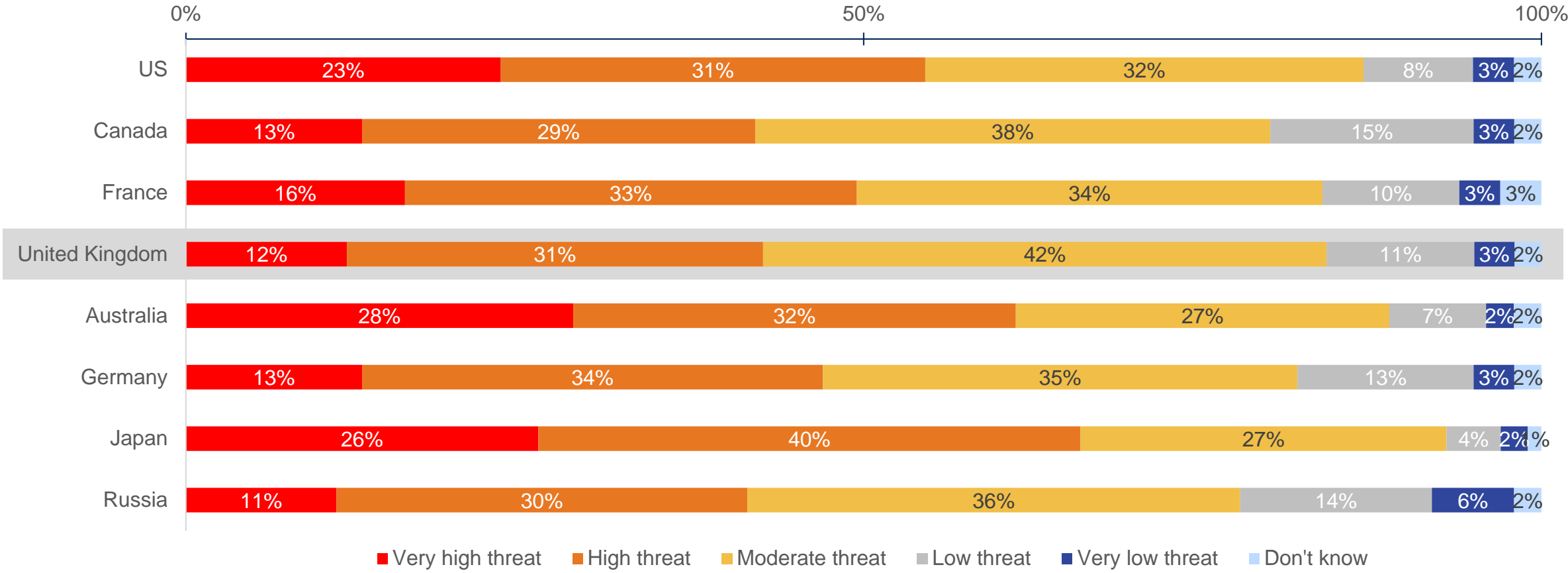
AS WE MOVE FROM PERSONAL TO COUNTRY, WE SEE THE MAJORITY FEELING AT LEAST A MODERATE THREAT



(Your country) What level of threat do you think the coronavirus poses to each of the following?



AND AT THE GLOBAL LEVEL, TWO IN FIVE IN THE UK PERCEIVE A HIGH OR VERY HIGH THREAT FROM THE VIRUS



(The world) What level of threat do you think the coronavirus poses to each of the following?



CONFIDENCE IN ORGANISATIONS

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CONFIDENCE IS HIGHEST IN LOCAL HEALTH SERVICES

% Very or somewhat confident in each of the following	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Healthcare services in your country	73%	78%	70%	71%	80%	57%	81%	53%
Doctors & healthcare professionals in your community	72%	77%	78%	71%	79%	49%	76%	39%
The World Health Organization	71%	74%	68%	71%	71%	56%	57%	54%
Hospitals in your local area	70%	71%	77%	64%	76%	52%	74%	35%
Your national government	68%	70%	56%	65%	70%	50%	63%	51%
Your local government	61%	64%	59%	49%	59%	42%	56%	30%
Your friends and neighbours	53%	57%	61%	44%	57%	38%	65%	29%
Airlines in your country	49%	53%	40%	47%	57%	40%	60%	46%
Airports in your country	49%	53%	39%	50%	57%	41%	56%	45%

Based on what you have seen, read or heard, how confident are you the following are prepared and can effectively deal with the coronavirus?

INFORMATION SOURCES

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SOCIAL MEDIA NETWORKS ARE SEEN AS THE LEAST RELIABLE SOURCE OF INFORMATION OF THOSE TESTED

% A great deal or fair amount of confidence in the accuracy of information

	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Medical professionals such as doctors and nurses	84%	84%	81%	83%	85%	74%	82%	47%
Government health officials	73%	74%	59%	71%	74%	47%	67%	48%
Television	60%	60%	44%	65%	62%	54%	68%	42%
Radio	55%	58%	50%	63%	55%	55%	58%	33%
Newspapers	57%	59%	46%	51%	57%	54%	68%	31%
Friends, family and colleagues	52%	50%	60%	44%	50%	54%	67%	37%
The Internet	51%	39%	25%	40%	48%	35%	52%	41%
Magazines	44%	32%	32%	32%	31%	35%	38%	27%
Social media networks	37%	27%	13%	22%	32%	22%	31%	32%

How much confidence, if any, do you have in the accuracy of these sources of information on the coronavirus?

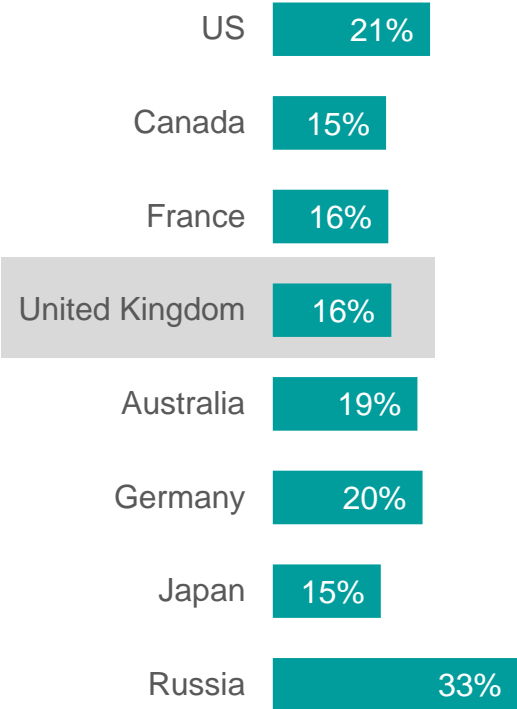
OPINIONS ON THE STATE OF THE VIRUS

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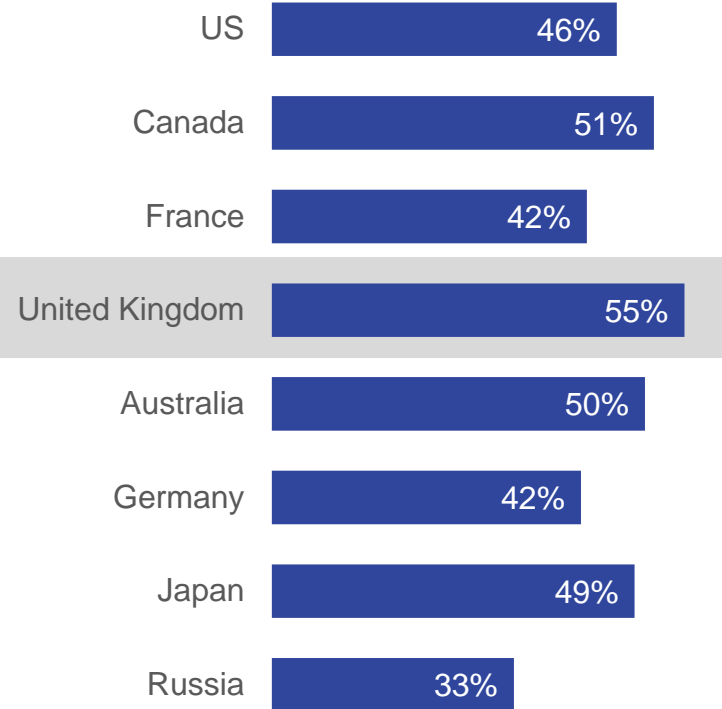
5

FEWER THAN ONE IN FIVE IN THE UK PERCEIVE THAT THE VIRUS HAS BEEN CONTAINED

Agree (% Strongly or somewhat agree)



Disagree (% Strongly or somewhat disagree)

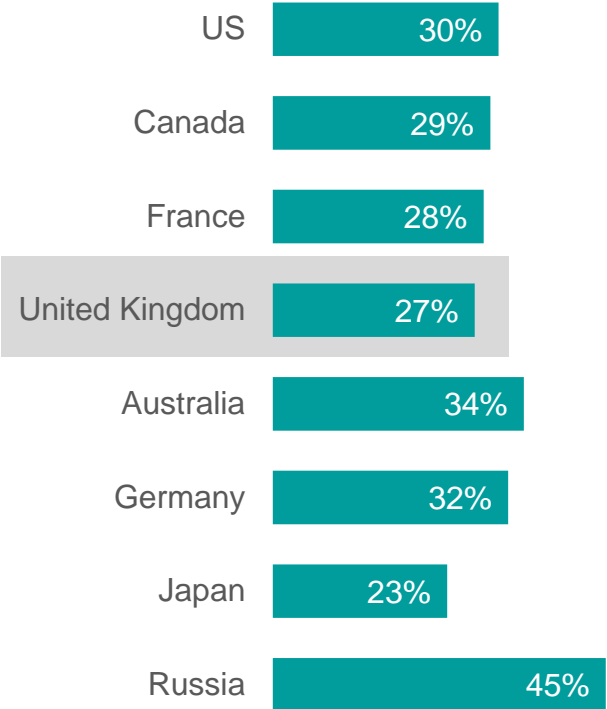


Do you agree or disagree with the following: The coronavirus outbreak has been contained and will soon be over.

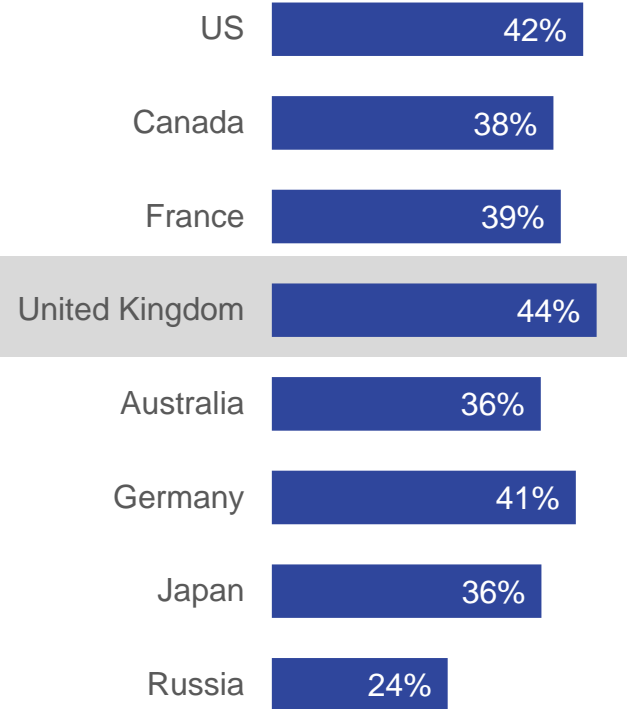
(results do not add to 100%; the remainder of the sample is in the middle category of neither agree nor disagree or don't know)

GENERALLY, CITIZENS IN THE UK DO NOT BELIEVE THE MEDIA HAS EXAGGERATED THE SITUATION

Agree (% Strongly or somewhat agree)



Disagree (% Strongly or somewhat disagree)

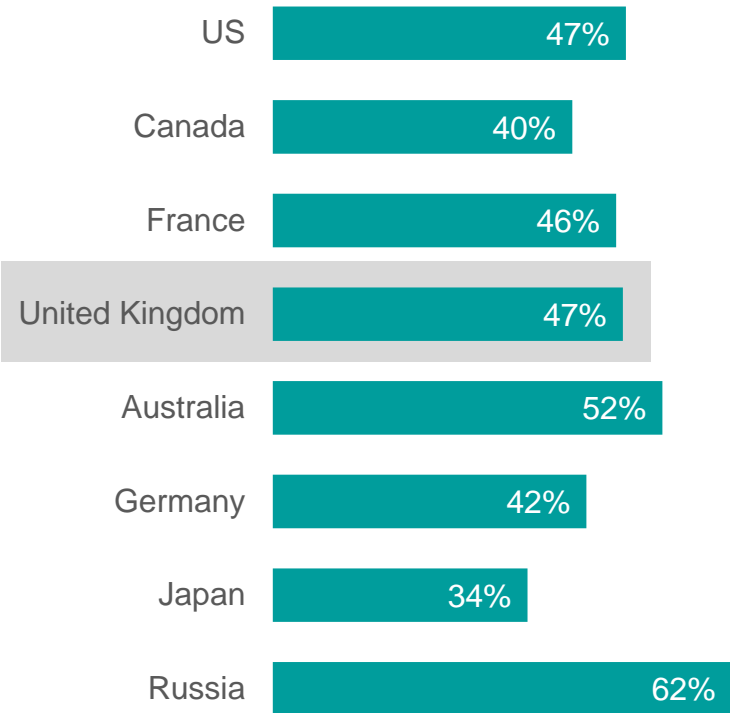


Do you agree or disagree with the following: The media has exaggerated the extent of the coronavirus outbreak.

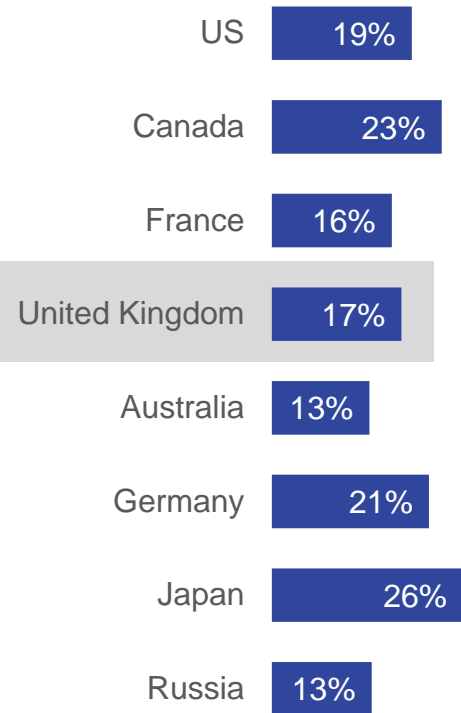
(results do not add to 100%; the remainder of the sample is in the middle category of neither agree nor disagree or don't know)

WITH JUST UNDER ONE IN TWO BELIEVING THAT A VACCINE WILL BE DEVELOPED

Agree (% Strongly or somewhat agree)



Disagree (% Strongly or somewhat disagree)



Do you agree or disagree with the following: I am confident pharmaceutical companies will soon develop a vaccine or treatment for the coronavirus

(results do not add to 100%; the remainder of the sample is in the middle category of neither agree nor disagree or don't know)



PERSONAL ACTIONS

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AVOIDING AIRLINE TRAVEL AND HAND WASHING ARE THE MOST FREQUENTLY CHOSEN BEHAVIOURAL CHANGES

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	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Avoid travel to infected countries or areas	63%	69%	63%	65%	70%	63%	58%	67%
Wash hands more often	66%	69%	56%	59%	63%	58%	64%	66%
Take a vaccine if one is developed	46%	45%	34%	49%	53%	37%	23%	45%
Avoid large gatherings of people	40%	32%	32%	29%	39%	40%	67%	52%
Use more disinfectants	45%	37%	30%	31%	38%	35%	36%	40%
Avoid travel by airplane for holiday or leisure	41%	30%	32%	29%	40%	31%	32%	28%
Wear a face mask	34%	22%	26%	25%	34%	14%	63%	38%
Avoid purchasing food products from China	36%	29%	27%	21%	33%	27%	15%	37%
Avoid buying other products made in China	29%	21%	21%	17%	27%	23%	11%	29%

Which of the following actions, if any, would you consider taking in the future to protect yourself from the coronavirus? (multi response)

JUST OVER ONE IN TEN REPORT THAT THEY WOULD TAKE NONE OF THESE ACTIONS

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	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Avoid travel by airplane for business purpose	34%	25%	19%	23%	29%	25%	16%	25%
Avoid shaking hands with others	33%	30%	19%	26%	26%	27%	25%	21%
Avoid travel on subways or buses	29%	20%	18%	22%	26%	17%	24%	20%
Avoid contact with people of Chinese origin or appearance	17%	11%	12%	14%	23%	28%	28%	37%
Avoid eating in Asian restaurants	18%	12%	13%	10%	20%	15%	8%	30%
Avoid travel by taxis	16%	10%	7%	9%	16%	9%	8%	5%
Not go to school or work	7%	4%	3%	7%	8%	3%	4%	5%
None of the above (Exclusive code, anchor)	7%	10%	11%	12%	7%	12%	7%	6%

Which of the following actions, if any, would you consider taking in the future to protect yourself from the coronavirus? (multi response)

POLICY ACTIONS

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THERE IS SIGNIFICANT SUPPORT IN THE UK FOR MANDATORY SCREENING AND QUARANTINE MEASURES

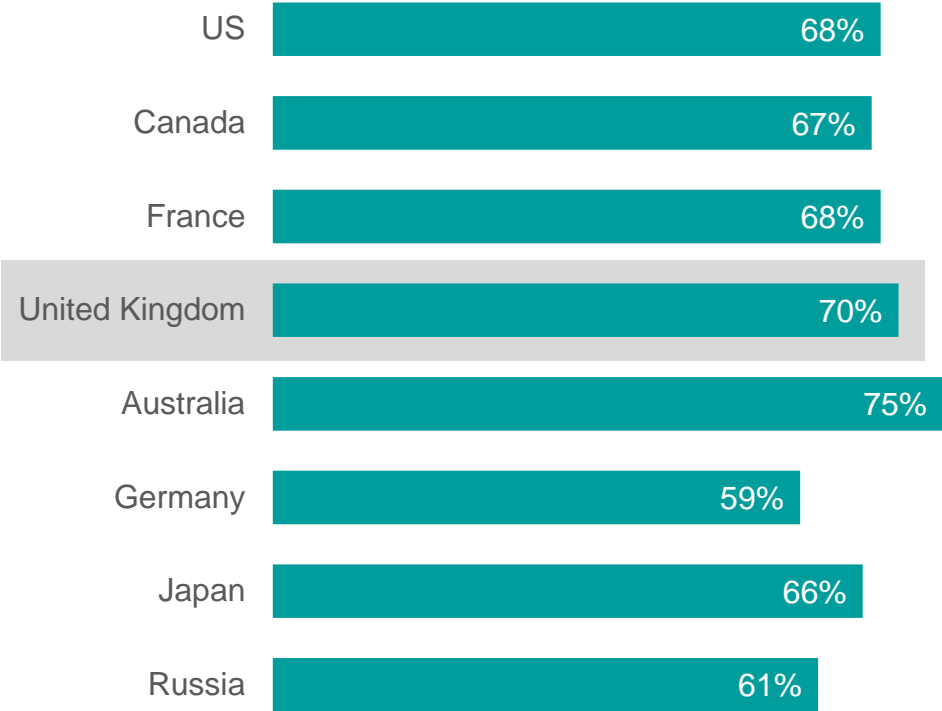
% STRONGLY OR TEND TO SUPPORT	US	Canada	France	United Kingdom	Australia	Germany	Japan	Russia
Anyone travelling to and from infected countries should undergo mandatory screening	83%	86%	87%	86%	88%	78%	78%	91%
Government should impose mandatory quarantine for those who could have the infection	79%	83%	84%	84%	86%	74%	80%	83%
Airlines from my country should stop flying to China	68%	67%	68%	70%	75%	59%	66%	61%
The government should ban any travel to and from affected countries	70%	66%	68%	66%	73%	49%	71%	64%
Public transit systems in my country, including buses, subways, and trains, should be taking precautions to prevent the further spread of coronavirus	73%	60%	56%	61%	70%	48%	76%	72%
The government should send doctors, materials, supplies abroad to help countries affected by the virus	61%	55%	52%	49%	52%	62%	56%	56%
Airlines from my country should stop flying to other infected countries besides China	62%	54%	59%	56%	59%	44%	46%	54%

Some people have been debating what we should do to help control the spread of the coronavirus. To what extent, if at all, would you support or oppose each of the following measures?

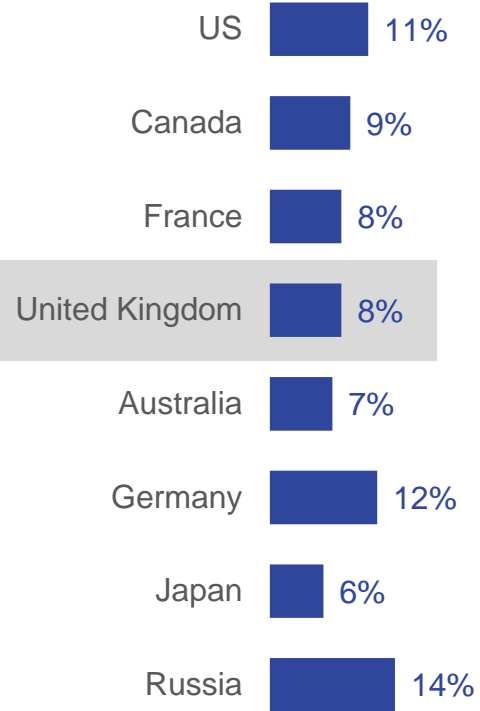


ABOUT SEVEN IN TEN SAY UK AIRLINES SHOULD STOP FLYING TO CHINA

SUPPORT (Strongly or tend to support)



OPPOSE (Strongly or tend to oppose)

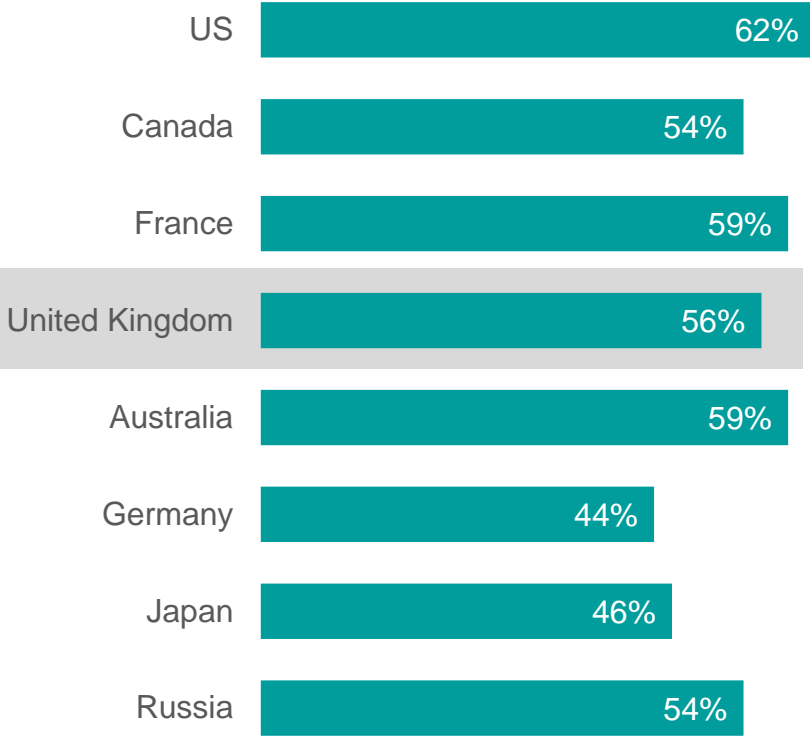


To what extent, if at all, would you support or oppose each of the following measures?
Airlines from my country should stop flying to China

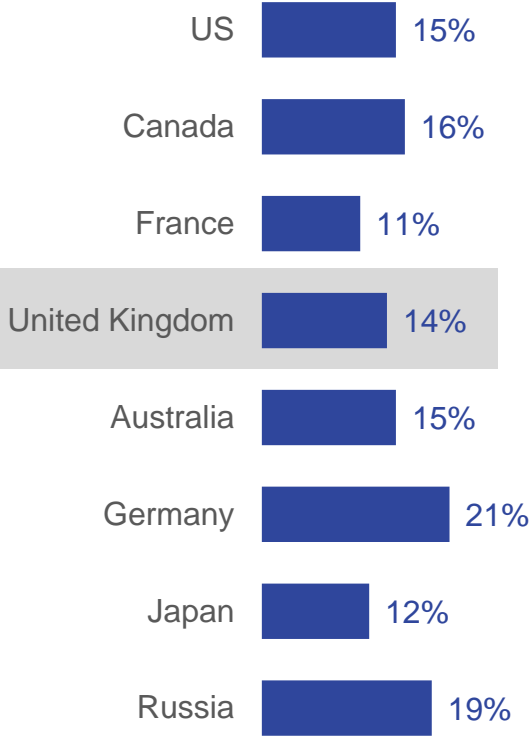


AND THERE IS SUPPORT FOR STOPPING AIRLINES FLYING TO OTHER INFECTED COUNTRIES

SUPPORT (Strongly or tend to support)



OPPOSE (Strongly or tend to oppose)

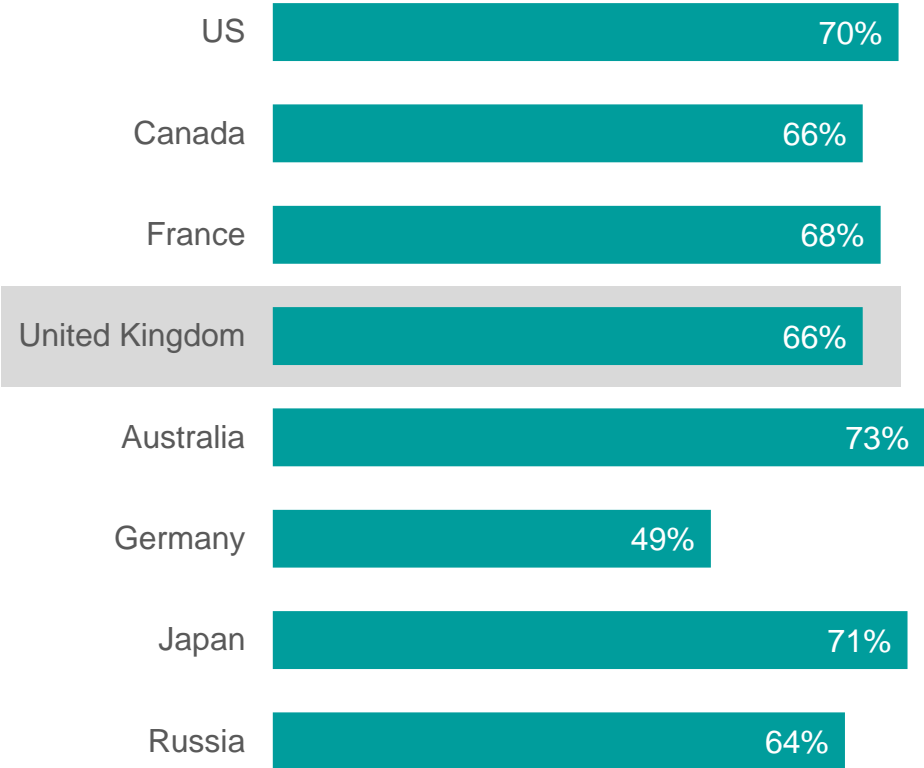


To what extent, if at all, would you support or oppose each of the following measures?
Airlines from my country should stop flying to other infected countries besides China

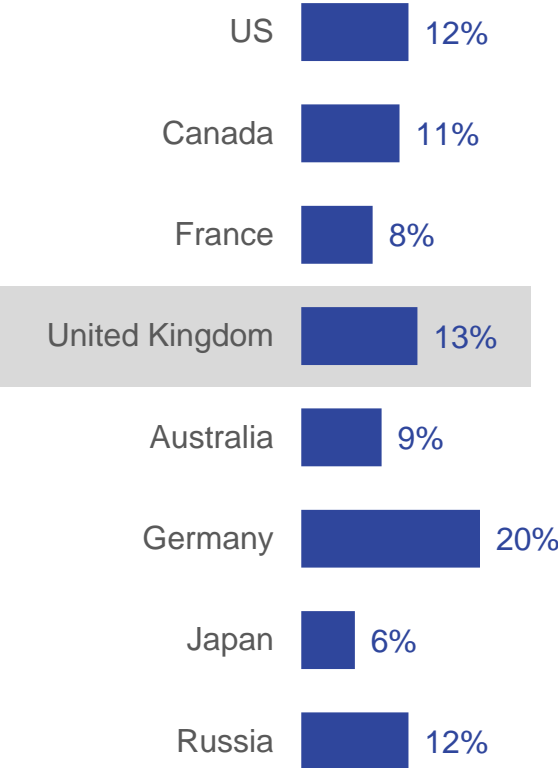


TWO-THIRDS IN THE UK BELIEVE THAT TRAVEL SHOULD BE BANNED TO AND FROM ALL AFFECTED COUNTRIES

SUPPORT (Strongly or tend to support)



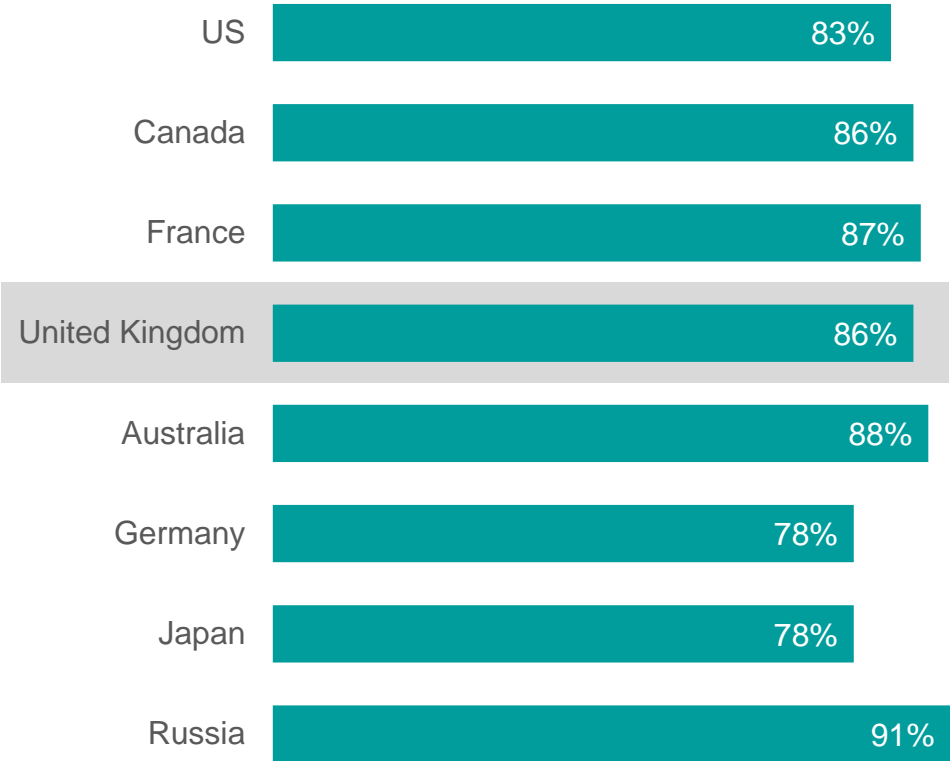
OPPOSE (Strongly or tend to oppose)



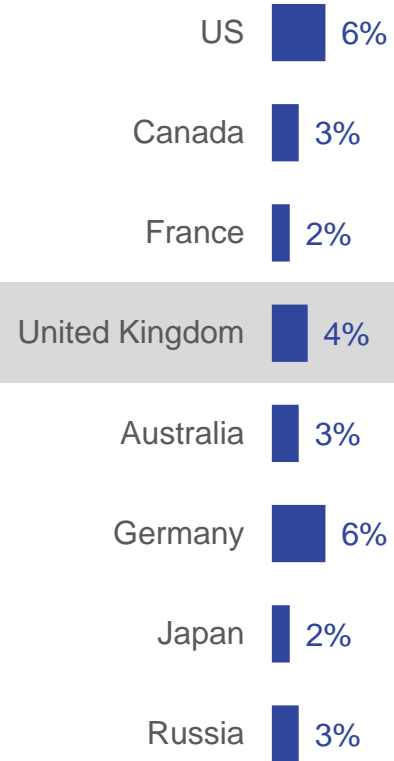
To what extent, if at all, would you support or oppose each of the following measures?
The government should ban any travel to and from affected countries

THERE IS OVERWHELMING SUPPORT FOR MANDATORY SCREENING IN THE UK AND ELSEWHERE

SUPPORT (Strongly or tend to support)



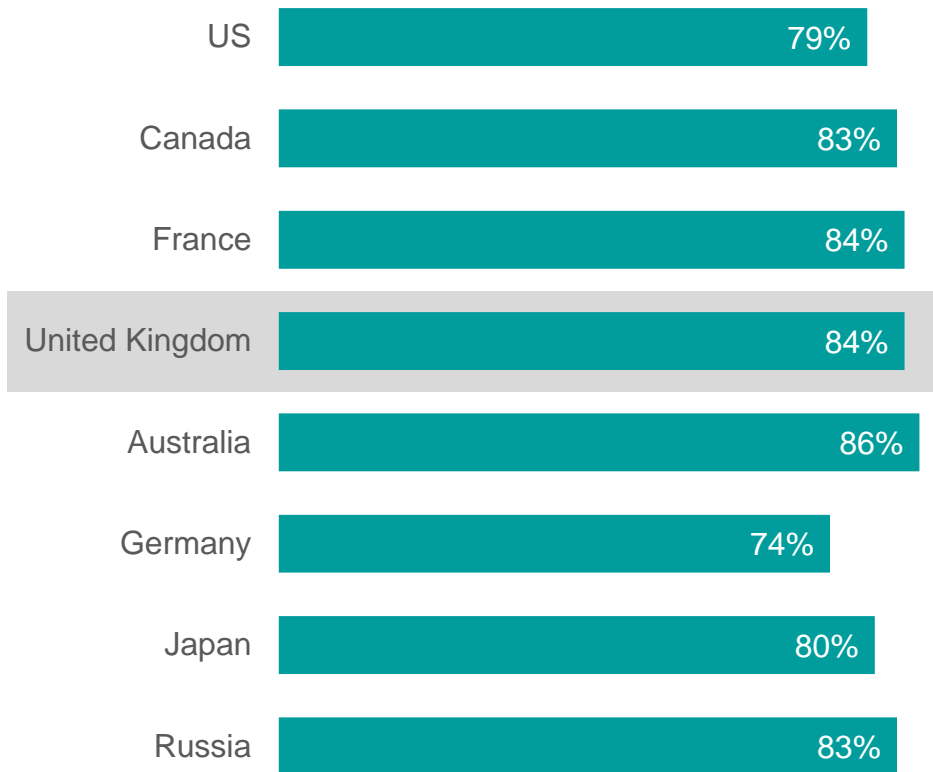
OPPOSE (Strongly or tend to oppose)



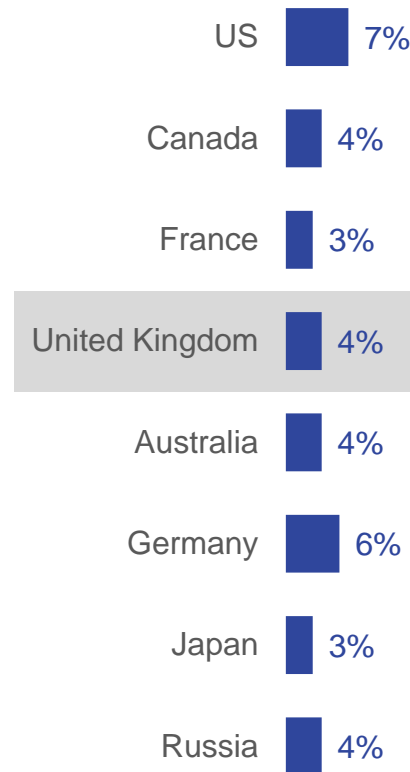
To what extent, if at all, would you support or oppose each of the following measures?
Anyone travelling to and from infected countries should undergo mandatory screening

AND SIMILAR LEVELS OF SUPPORT FOR MANDATORY QUARANTINE FOR THOSE WHO MIGHT BE INFECTED

SUPPORT (Strongly or tend to support)

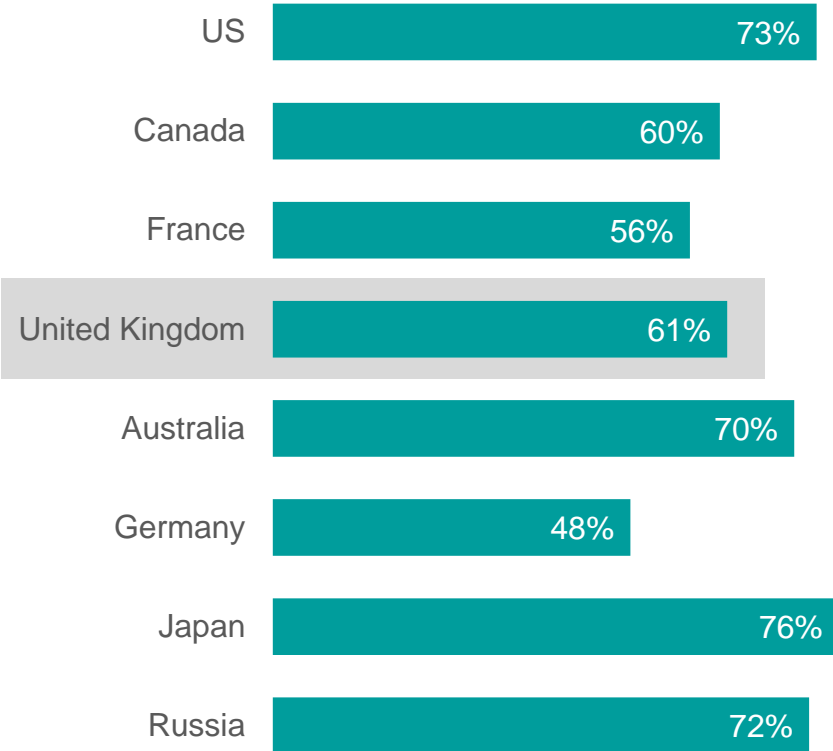


OPPOSE (Strongly or tend to oppose)

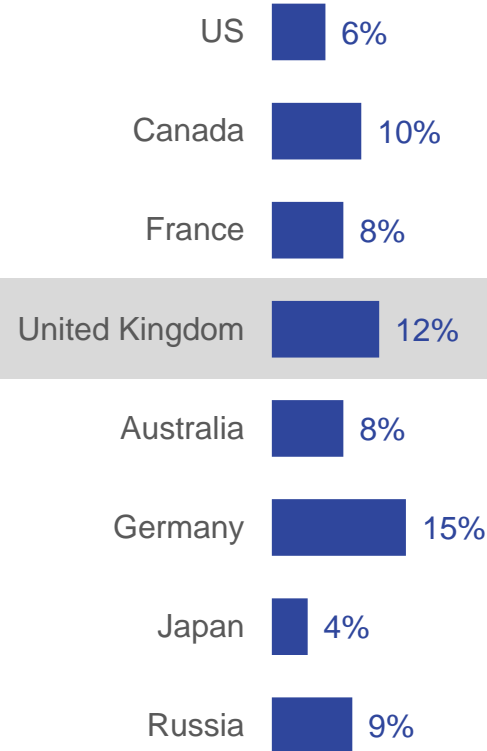


THREE IN FIVE IN THE UK WOULD SUPPORT PUBLIC TRANSIT SYSTEMS TAKING EXTRA PRECAUTIONS

SUPPORT (Strongly or tend to support)



OPPOSE (Strongly or tend to oppose)



To what extent, if at all, would you support or oppose each of the following measures?
Public transit systems in my country should be taking precautions to prevent the further spread of coronavirus

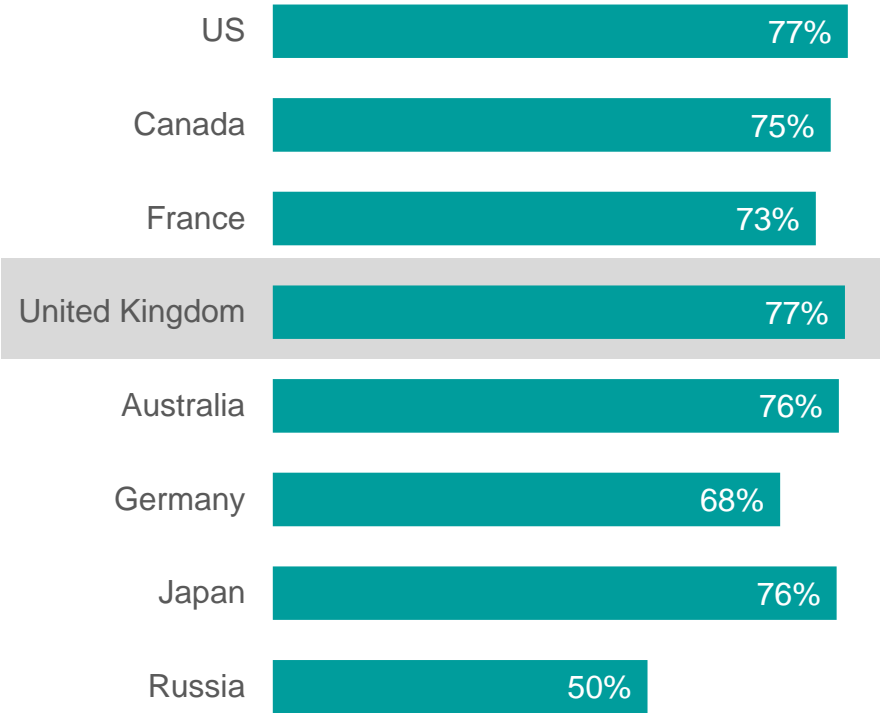
LONGER TERM IMPLICATIONS

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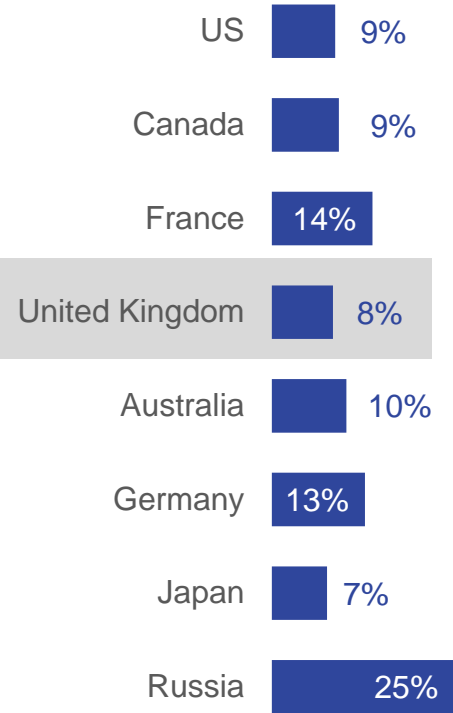
8

THE MAJORITY BELIEVE PEOPLE WILL BE LESS LIKELY TO TRAVEL TO CHINA

Likely (% Very or somewhat likely)



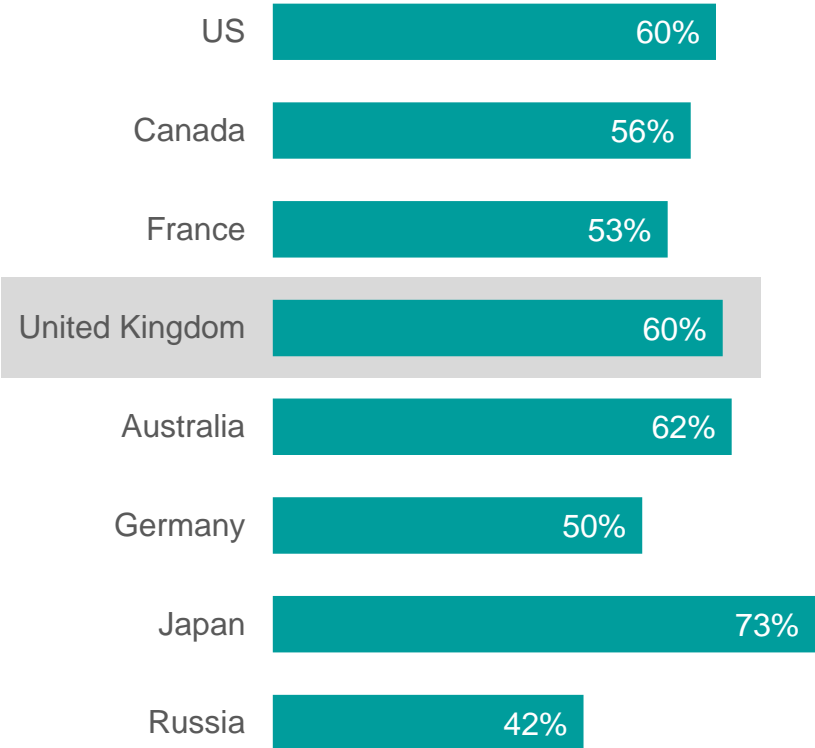
Unlikely (% Very or somewhat unlikely)



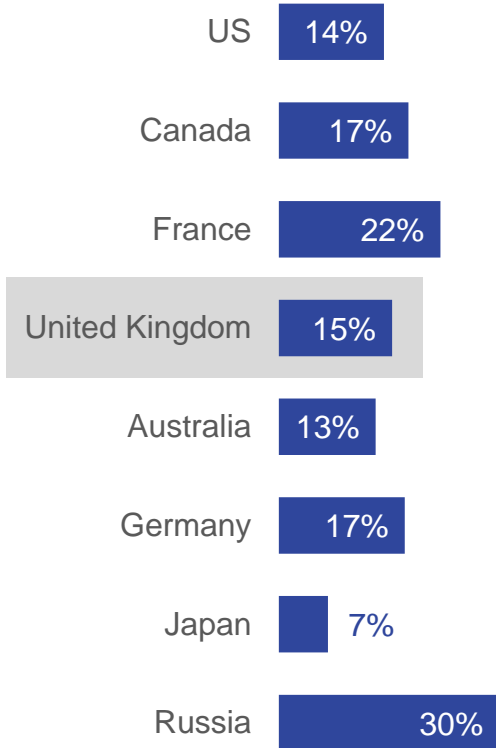
How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? People will be less likely to travel to China

THERE IS A VIEW THAT MAJOR SPORTING EVENTS COULD BE IMPACTED

Likely (% Very or somewhat likely)



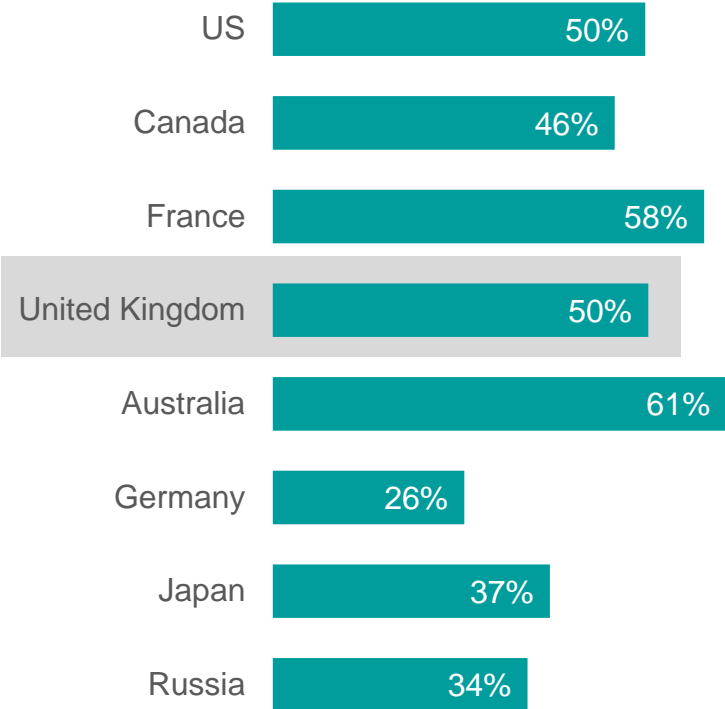
Unlikely (% Very or somewhat unlikely)



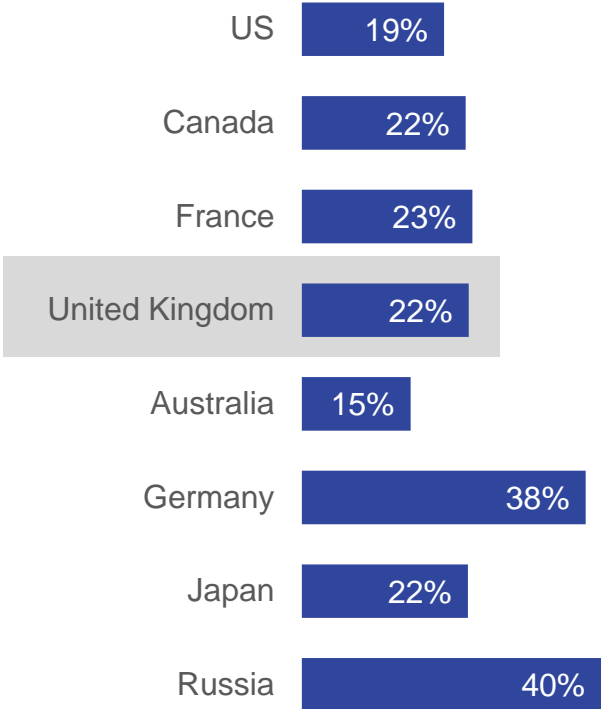
How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? Major international events in the coming months could be jeopardized, such as the Olympic Games

IN THE UK, HALF BELIEVE THERE WILL BE DISRUPTION IN TRADE WITH CHINA

Likely (% Very or somewhat likely)



Unlikely (% Very or somewhat unlikely)

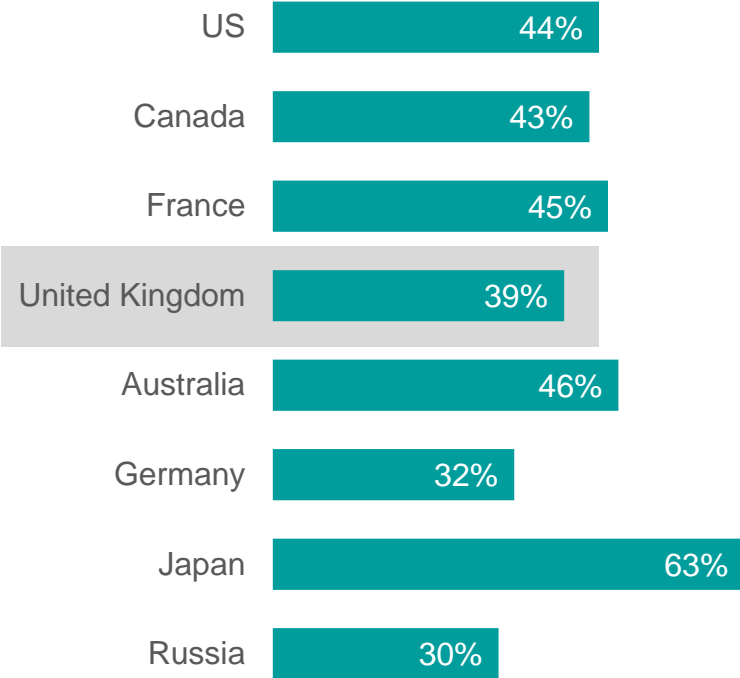


How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? Disruption in trade between my country and China

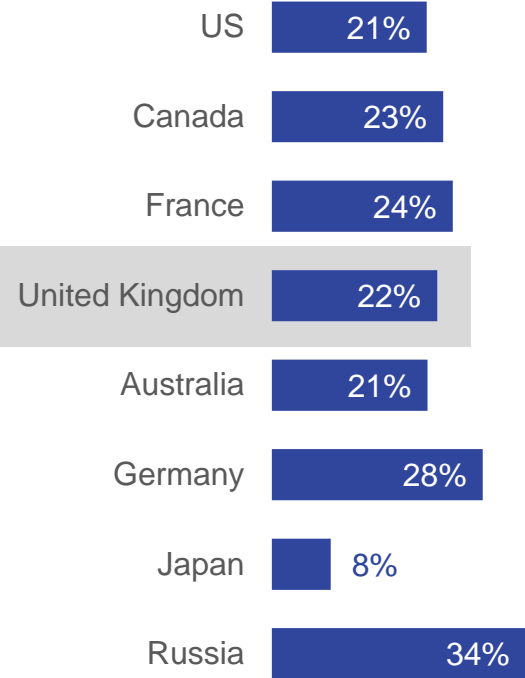


PEOPLE ARE MORE LIKELY THAN NOT TO SAY THAT TRUST IN GLOBAL HEALTH AUTHORITIES WILL BE IMPACTED

Likely (% Very or somewhat likely)



Unlikely (% Very or somewhat unlikely)



How likely or unlikely do you think each of the following are to occur in the longer term as a result of the Coronavirus? Trust in Global Health Authorities will be questioned



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GAME CHANGERS

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