

COVID-19/Coronavirus - Stockpiling polling
13-16 March 2020
PUBLIC
Adults online aged 18-75 in GB

Q7.Which of the following statements, if any, best reflects your or your household's current approach to grocery shopping?
All Adults online aged 18-75 in Great Britain

		Gender			Age								Social grade				Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)	
Unweighted base	1074	525	549	360	389	325	158	202	179	210	108	217	489	354	83	148	261	278	243	151	50	91	901	173	638	321	115	328	746	520	554	677	397	353	314	101	114	494	403	
Weighted base	1074	532	542	336	399	340	131	205	189	210	177	163	287	299	221	266	257	280	246	145	53	93	898	176	624	327	123	332	742	346	728	654	420	360	303	91	108	456	426	
My / my household's approach to grocery shopping is unchanged	610	313	297	141	247	222	53	88	116	132	112	110	158	188	133	131	141	176	147	58	26	61	508	102	333	183	94	151	459	204	406	372	238	228	160	44	57	241	263	
	57%	59%	55%	42%	62% DGH	65% DGH	40%	43%	61% DGH	63% DGH	64% DGH*	67%	55%	63% MP	60% *	49%	55%	63%	60%	40%	49%	66%	57%	58%	53%	56%	76% Y2*	46%	62% b	59%	56%	57%	57%	64% j	53%	48% *	53%	53%	62% i	
I am/we are buying 1 or 2 additional items compared with our/my usual shopping	367	166	202	136	122	110	50	86	57	64	59	50	103	89	74	101	95	84	81	57	24	26	306	61	245	99	23	129	238	113	254	225	143	105	115	40	39	175	126	
	34%	31%	37%	40% E	31%	32%	38%	42% EJL	30%	31%	34%	31%	36%	30%	33% *	38%	37%	30%	33%	40%	45%	28%	34%	35%	39%	30% 2a	18% 3a	39% *	32%	33%	35%	34%	34%	29%	38%	44% i*	36% *	38% m	30%	
I am/we are buying things in bulk that we wouldn't normally do (more than my household could use in a week)	78	40	38	48	23	7	20	28	14	8	5	2	23	19	11	25	15	18	13	22	3	6	71	7	40	33	5	43	35	26	52	49	29	23	26	4	12	36	32	
	7%	8%	7%	14% EFJRL	6% L	2%	16% EFJRL	14% EFJRL	8% FL	4%	3% *	1%	8%	6%	5% *	9%	6%	7%	5%	15% QRS*	6% *	6% *	8%	4%	6%	10%	4% *	13% c	5%	7%	7%	7%	7%	6%	8%	4% *	11% *	8%	8%	
Don't know	19	12	6	11	7	1	8	3	2	5	-	1	3	4	3	9	6	2	4	7	-	-	14	5	7	11	2	9	10	2	16	9	10	3	3	3	1	4	4	
	2%	2%	1%	3% F	2%	*	6% DEFJRL	2%	1%	3%	- F	*	1%	1%	2% *	3%	2%	1%	2%	5% R*	- *	- *	2%	3%	1%	3%	1%	3%	1%	1%	2%	1%	1%	1%	4% *	1%	1%	1%	1%	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M,N/O,P/Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K,L,M,N/O,P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g,h,i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)

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Q8.Which of the following items, if any, do you think it is acceptable for members of the public to buy in large quantities at the moment?
All Adults online aged 18-75 in Great Britain

		Gender			Age							Social grade				Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)
Unweighted base	1074	525	549	360	389	325	158	202	179	210	108	217	489	354	83	148	261	278	243	151	50	91	901	173	638	321	115	328	746	520	554	677	397	353	314	101	114	494	403
Weighted base	1074	532	542	336	399	340	131	205	189	210	177	163	287	299	221	266	257	280	246	145	53	93	898	176	624	327	123	332	742	346	728	654	420	360	303	91	108	456	426
Personal cleaning products e.g. soap, hand sanitiser, hand wipes	221 21%	103 19%	119 22%	115 34% EFUKL	56 14%	50 15%	47 36% EFUKL	68 27% EFUKL	31 16%	26 12%	23 13% +	27 17%	62 21%	48 16%	43 20% +	68 26% N	60 23% V	46 16% V	49 20% V	44 30% RV*	18 34% RV*	5 6% +	196 22%	25 14%	128 21% a	83 26% a	10 8% +	82 25%	139 19%	66 19%	155 21%	143 22%	78 19%	55 15%	78 26% h	23 25% +	26 24% +	99 22%	78 18%
Cold and pain relief medicine e.g. Aspirin, Paracetamol, ibuprofen	208 19%	100 19%	108 20%	102 30% EFUKL	62 15%	44 13%	35 27% EFA	67 33% EFUKL	33 17%	29 14%	27 15% +	17 10%	50 17%	44 15%	50 23% +	64 24% N	45 17%	46 16%	49 20%	39 27% R*	14 16% +	15 21% +	193 21% X	15 8%	126 20% a	72 22% a	10 8% +	78 24%	129 17%	66 19%	142 19%	134 20%	74 18%	54 15%	66 22% +	22 25% +	20 18% +	90 20%	77 18%
Non-perishable foodstuffs e.g. rice, dried pasta, pulses, canned food	200 19%	90 17%	110 20%	101 30% EFUKL	59 12% L	40 15%	33 25% EFA	68 33% EFUKL	30 16%	29 14%	25 14% +	15 9%	56 20%	48 16%	42 19% +	54 20% N	43 17%	43 15%	45 18%	40 28% QRV*	16 29% R*	13 14% +	180 20% X	20 11%	117 19% a	72 22% a	11 9% +	75 23%	125 17%	72 21%	128 18%	140 21% g	60 14%	67 19%	64 21%	23 26% +	17 16% +	86 19%	81 19%
Frozen foodstuffs including vegetables and meat	182 17%	83 16%	99 18%	100 30% EFUKL	39 10% L	44 13%	38 29% EFUKL	62 30% EFUKL	21 11%	18 9%	29 17% +	14 9%	47 16%	45 15%	28 13% +	62 23% N	41 16%	49 18%	48 19%	23 16% +	12 23% +	10 11% +	164 18%	19 11%	116 19% a	59 18% a	8 6% +	73 22% c	109 15%	58 17%	124 18%	121 18%	62 15%	51 14%	58 19%	14 15% +	22 21% +	75 16%	72 17%
Long-life milk	171 16%	79 15%	93 17%	82 24% EFA	51 13% L	39 11% L	27 20% FA	55 27% EFUKL	29 16%	21 10%	25 14% +	13 8%	44 15%	45 15%	29 13% +	53 20% N	36 14%	38 14%	43 18%	29 20% +	11 21% +	13 14% +	150 17%	22 12%	99 16%	59 18% +	13 11% +	79 24% c	93 12%	53 15%	118 16%	114 17%	57 14%	60 17%	47 16% +	21 23% +	17 15% +	76 17%	76 18%
Toilet roll	148 14%	63 12%	85 16%	78 23% EFUKL	33 8% L	36 11% L	30 23% EFUKL	48 23% EFUKL	17 9%	16 8%	27 15% L*	10 6%	34 12%	28 9%	32 14% +	54 20% MN	25 10%	35 12%	37 15%	30 21% Q*	6 11% +	14 15% +	139 15% X	9 5%	84 14% a	54 17% a	9 7% +	63 19% c	85 11%	48 14%	99 14%	95 14%	53 13%	39 11%	46 15%	20 22% H*	18 16% +	68 15%	55 13%
Vitamins	122 11%	55 10%	67 12%	65 19% EFUKL	41 10% FL	16 5%	25 19% EFUKL	40 19% EFUKL	23 12% FL	18 8%	10 6% +	6 4%	33 11% N	20 7%	37 17% N*	32 12%	32 12%	21 8%	26 11%	27 19% R*	3 6% +	12 13% +	111 12%	11 6%	77 12% a	37 11% a	8 6% +	48 15%	73 10%	48 14%	74 10%	91 14% g	31 7%	39 11%	36 12% +	14 16% +	12 11% +	58 13%	45 11%
It is not acceptable to buy any of these items in bulk at this time	654 61%	313 59%	341 63%	123 37% DGH	278 70% DGH	253 74% DGH	44 33%	79 38%	123 65% DGH	156 74% DGH	132 75% DGH*	121 74% DGH	181 63% P	202 67% P	138 62% +	134 50%	160 62%	183 65% T	148 60%	75 52% +	32 60% +	56 60% +	532 59%	122 70% W	393 63% Z	169 52% z	92 75% VZ*	176 53%	478 64% b	214 62%	440 60%	383 58%	271 65%	244 68% ik	172 57%	53 59% +	53 49% +	276 60%	262 62%
Don't know	45 4%	32 6% C	13 2%	11 3%	21 5%	13 4%	6 5%	4 2%	12 6%	10 5%	2 1% +	10 6% F	7 3%	7 2%	16 7% +	14 5%	13 5%	6 2%	15 6%	3 2% +	- 8% +	8 8% R*	32 4%	12 7%	15 2%	21 6% Y	8 7% Y*	12 4%	32 4%	9 3%	35 5%	20 3%	25 6%	13 4%	7 2%	6 7% +	6 6% +	17 4%	16 4%

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13-16 March 2020

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Adults online aged 18-75 in GB

Q9.If the virus continues to spread, the Government will need to decide what it wants to prioritise in its response. Please read the following pair of statements and then select the one which you agree with more strongly.

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		Gender			Age							Social grade				Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/ Living as Married (Y)	Single (Z)	Widowed/ Divorced/ Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non- graduate (e)	Working (f)	Not working (g)	Conservati ve (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)
Unweighted base	1074	525	549	360	389	325	158	202	179	210	108	217	489	354	83	148	261	278	243	151	50	91	901	173	638	321	115	328	746	520	554	677	397	353	314	101	114	494	403
Weighted base	1074	532	542	336	399	340	131	205	189	210	177	163	287	299	221	266	257	280	246	145	53	93	898	176	624	327	123	332	742	346	728	654	420	360	303	91	108	456	426
The government should prioritise the economic health of the country by having fewer restrictions on public events, workplaces and travel	96	46	50	56	26	14	22	34	10	16	9	5	26	22	20	27	14	33	26	13	5	5	90	6	50	32	14	44	52	34	61	74	22	28	36	5	15	42	42
	9%	9%	9%	17% EFUKL	6%	4%	17% EFUKL	17% EFUKL	5%	8%	5% *	3%	9%	8%	9%	10%	5%	12% Q	11%	9%	9%	5%	10%	3%	8%	10%	11% *	13% c	7%	10%	8%	11% g	5%	8%	12%	5% *	14% *	9%	10%
The government should prioritise people's health by having more restrictions on public events, workplaces and travel	574	276	298	159	230	186	66	93	110	119	99	87	155	154	131	134	156	132	126	78	26	56	482	92	348	170	56	169	405	185	389	340	234	193	175	51	48	244	224
	53%	52%	55%	47%	58% DH	55%	50%	45%	58% DH	57%	56% *	53%	54%	51%	59% *	51%	61% R	47%	51%	54% *	49% *	60% *	54%	52%	56%	52%	46% *	51%	55%	53%	53%	52%	56%	54%	58% k	56% *	44% *	54%	53%
Both equally	308	162	146	105	93	110	36	70	42	51	54	56	88	93	47	81	66	93	69	39	20	22	245	63	185	84	40	97	211	98	210	189	119	104	75	26	34	130	126
	29%	30%	27%	31% E	23%	32%	27%	34% EI	22%	24%	30% *	35% EI	31%	31%	21% *	30%	26%	33%	28%	27% *	37% *	23% *	27%	36%	30%	26%	32% *	29%	28%	28%	29%	29%	28%	29%	25%	29% *	31% *	28%	30%
Neither	41	20	21	4	22	16	2	2	12	10	11	4	9	11	10	11	10	8	8	9	2	4	36	5	16	17	8	5	36	15	26	25	16	19	6	-	9	17	18
	4%	4%	4%	1%	5% DH	5% DL	1%	1%	6% DH	5% D	6% DH*	3%	3%	4%	5% *	4%	4%	3%	3%	6% *	3% *	5% *	4%	3%	3%	5%	6% *	2%	5% b	4%	4%	4%	4%	5%	2%	- *	8% I*	4%	4%
Don't know	55	28	27	12	29	14	6	6	15	13	4	11	10	19	13	13	12	13	17	6	1	6	44	11	26	23	5	16	39	14	41	27	28	15	11	9	3	23	15
	5%	5%	5%	4%	7%	4%	4%	3%	8%	6%	2% *	6% F	3%	6%	6% *	5%	5%	5%	7%	4% *	1% *	7% *	5%	6%	4%	7%	4% *	5%	5%	4%	6%	4%	7%	4%	4%	10% J*	3% *	5%	4%

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ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O,P/Q/R/S/T/U/V,W,X,Y/Z/a,b/c,d/e,f/g,h/i/j/k,l/m Minimum Base: 30(**) Small Base: 100(*)