

Ipsos MORI Coronavirus Omnibus Polling
PUBLIC

27-30 March 2020

Adults online aged 18-75 in GB

Q2.To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - Summary

All Adults online aged 18-75 in Great Britain

	Q2.To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following?	
	The country as a whole Yourself (A)	(B)
Unweighted base	1072	1072
Weighted base	1072	1072
Very concerned (4)	384 36%	672 63% A
Fairly concerned (3)	456 43% B	333 31%
Not very concerned (2)	175 16% B	39 4%
Not at all concerned (1)	45 4% B	14 1%
Don't know	11 1%	15 1%

Concerned (net)	841 78%	1005 94% A
Not concerned (net)	221 21% B	53 5%
Net Diff	620 58%	952 89%

Mean	3.11	3.57 A
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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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

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Q2.To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - Yourself
 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)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)		
Unweighted base	1072	521	547	352	395	325	151	201	186	209	160	165	358	387	105	222	261	288	248	128	50	97	882	190	647	314	111	294	778	459	613	645	427	314	302	99	131	456	392		
Weighted base	1072	529	539	332	392	348	128	204	188	204	183	165	287	316	229	240	254	281	244	150	51	92	879	193	659	307	106	298	774	348	724	681	391	320	296	90	131	420	430		
Very concerned (4)	384 36%	164 31%	218 40%	110 33%	118 30%	156 45%	34 27%	76 37%	61 32%	57 28%	80 44%	77 46%	98 34%	97 31%	97 42%	92 38%	114 45%	83 30%	81 33%	52 35%	16 31%	38 41%	312 35%	73 38%	253 38%	94 31%	37 35%	115 39%	270 35%	109 31%	275 38%	228 33%	157 40%	121 38%	114 38%	29 33%	50 38%	148 35%	172 40%		
Fairly concerned (3)	456 43%	231 44%	224 41%	123 37%	192 49%	142 41%	49 38%	74 36%	82 43%	110 54%	74 41%	68 41%	124 43%	148 47%	83 36%	101 42%	96 38%	133 48%	116 48%	57 38%	18 36%	35 38%	366 42%	91 47%	294 45%	115 38%	47 45%	115 39%	341 44%	164 47%	292 40%	303 45%	153 39%	147 46%	129 43%	40 44%	54 41%	188 45%	189 44%		
Not very concerned (2)	175 16%	97 18%	78 15%	75 23%	65 16%	36 10%	33 26%	42 20%	34 18%	30 15%	18 10%	17 11%	54 19%	52 16%	37 16%	33 14%	35 14%	47 17%	32 13%	31 21%	13 25%	17 18%	154 17%	22 11%	86 13%	73 24%	16 16%	48 16%	127 18%	62 16%	114 17%	116 15%	60 12%	40 14%	18 20%	23 17%	73 17%	45 10%			
Not at all concerned (1)	45 4%	32 6%	13 2%	13 6%	14 4%	12 4%	11 9%	7 4%	9 5%	6 3%	11 6%	2 1%	10 4%	16 5%	10 5%	9 4%	4 2%	14 5%	14 6%	6 4%	4 8%	3 3%	38 4%	7 4%	21 3%	21 7%	4 3%	14 5%	31 4%	11 3%	35 5%	27 4%	18 5%	11 3%	9 3%	3 3%	5 4%	11 3%	19 4%		
Don't know	11 1%	5 1%	6 1%	6 2%	3 1%	2 *	1 1%	5 2%	3 2%	- -	- -	2 1%	1 *	3 1%	2 1%	6 2%	4 2%	2 1%	* *	4 2%	- -	- -	9 1%	1 1%	6 1%	4 1%	1 1%	5 2%	6 1%	2 1%	9 1%	7 1%	3 1%	1 *	5 2%	- -	- -	* *	5 1%		
Concerned (net)	841 78%	395 75%	442 82%	233 70%	310 79%	298 86%	83 65%	150 74%	142 76%	168 82%	154 84%	144 87%	222 77%	246 78%	180 79%	192 80%	210 83%	217 77%	197 81%	110 73%	34 66%	73 79%	677 77%	163 85%	546 83%	209 68%	85 80%	230 77%	611 79%	273 79%	567 78%	531 78%	310 79%	268 84%	243 82%	69 77%	104 79%	336 80%	362 84%		
Not concerned (net)	221 21%	129 24%	91 17%	93 28%	99 20%	48 14%	44 35%	49 24%	43 23%	36 18%	29 16%	19 12%	64 22%	67 21%	47 21%	42 18%	39 15%	61 22%	46 19%	37 25%	17 34%	19 21%	192 22%	28 15%	107 16%	94 31%	20 19%	63 21%	158 20%	72 21%	148 20%	143 21%	78 20%	51 16%	49 16%	21 23%	28 21%	84 20%	64 15%		
Net Diff	620 58%	266 50%	350 65%	139 42%	231 59%	250 72%	39 30%	101 49%	99 53%	131 65%	125 68%	125 76%	158 55%	178 56%	133 58%	150 63%	171 67%	155 55%	151 62%	72 48%	17 33%	53 58%	485 55%	135 70%	440 67%	115 38%	65 61%	168 56%	453 58%	201 58%	419 58%	388 57%	232 59%	217 68%	194 65%	48 53%	76 58%	252 60%	297 69%		
Mean	3.11	3.01	3.21	2.99	3.06	3.28	2.83	3.10	3.05	3.08	3.22	3.34	3.08	3.05	3.17	3.17	3.29	3.03	3.08	3.06	2.89	3.17	3.09	3.19	3.19	2.93	3.13	3.13	3.11	3.07	3.13	3.09	3.16	3.18	3.19	3.06	3.13	3.13	3.21		

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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Q2.To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - The country as a whole
 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)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)		
Unweighted base	1072	521	547	352	395	325	151	201	186	209	160	165	358	387	105	222	261	288	248	128	50	97	882	190	647	314	111	294	778	459	613	645	427	314	302	99	131	456	392		
Weighted base	1072	529	539	332	392	348	128	204	188	204	183	165	287	316	229	240	254	281	244	150	51	92	879	193	659	307	106	298	774	348	724	681	391	320	296	90	131	420	430		
Very concerned (4)	672 63%	293 55%	377 70% B	177 53%	227 58%	268 77% DEGHIJ	66 51%	111 54%	116 62%	111 54%	142 78% DEGHIJ	126 76% DEGHIJ	184 64%	190 60%	158 69% *	141 59%	170 67%	174 62%	150 61%	85 57% *	31 61% *	62 68% *	543 62%	129 67%	447 68%	157 51%	68 64% Z	179 60%	493 64%	225 65%	447 62%	409 60%	263 67% F	190 59%	205 69% H	66 73% H*	82 62% *	285 68%	269 63%		
Fairly concerned (3)	333 31%	191 36%	140 26% C	120 36% FKL	146 37% FKL	67 19%	51 40%	69 34%	65 35%	81 40%	34 19%	32 20%	86 30%	102 32%	64 28% *	81 34%	72 28%	92 33%	81 33%	51 34% *	13 25% *	25 27% *	278 32%	55 28%	176 27%	123 40% Y	33 32% *	93 31%	240 31%	108 31%	225 33%	221 28% J	111 35% J	113 35% J	80 27% *	19 21% *	43 33% *	115 27% *	140 33%		
Not very concerned (2)	39 4%	25 5%	13 2%	20 6% FK	13 3% FK	5 1%	5 4% K	15 7% FK	4 2%	10 5% FK	1 *	4 3%	14 5%	13 4% O	- -	12 5%	8 3%	12 4%	4 2%	7 5%	5 10% S*	3 3%	32 4%	7 4%	24 4%	13 2%	2 5%	16 3%	23 3%	12 4%	27 4%	29 2%	9 4%	12 3%	8 4% *	4 4% *	5 4% *	15 3%	10 2%		
Not at all concerned (1)	14 1%	11 2%	3 1%	3 2%	5 1%	4 3% E	2 1%	4 3% E	2 1%	1 1%	4 2% *	1 *	2 1%	4 1% Q	6 3% Q	2 1% Q	1 *	3 1%	7 3% Q	1 *	1 2% *	2 3% *	14 2%	-	8 1%	6 2%	1 1%	3 1%	11 1%	1 *	13 2% D	12 2%	2 1%	3 1%	1 *	2 2% *	-	5 1% *	5 1%		
Don't know	15 1%	10 2%	5 1%	9 3%	3 1%	3 1%	2 2%	7 3% E	2 1%	1 *	1 1%	2 1%	1 *	7 2%	2 1% *	5 2%	4 2%	1 *	3 1%	6 4% H*	1 2% *	-	12 1%	2 1%	5 1%	8 3% Y	2 2% *	7 2%	8 1%	2 1%	13 2%	9 1%	5 1%	2 1%	3 1%	-	2 1% *	-	5 1% *		
Concerned (net)	1005 94%	484 91%	517 96% B	297 89% DH	374 95% DGH	335 96% DGH	117 91%	180 88%	181 96% DH	192 94%	177 97% DH	158 96% DH	270 94%	292 92%	221 97% *	221 92%	241 95%	265 95%	231 95%	136 91%	44 86% *	87 94% *	821 93%	184 95%	623 95%	280 91%	102 96% *	272 91%	733 95%	333 96%	672 93%	631 93%	374 96%	303 95%	285 96%	85 94% *	125 95% *	400 95%	410 95%		
Not concerned (net)	53 5%	36 7% C	17 3%	27 8% FK	16 4% FK	10 3%	9 7% F	18 9%	5 3%	11 5%	5 3%	15 3%	17 5%	6 3% *	14 6%	8 3%	15 5%	10 4%	8 5%	6 12% Q*	5 6% *	5 5%	46 5%	7 4%	31 5%	19 6%	2 2% *	19 6%	34 4%	13 4%	40 6% E	41 3%	11 5%	16 5%	8 3%	5 6% *	5 4% *	20 5%	15 4%		
Net Diff	952 89%	448 85%	500 93%	270 81%	357 91%	325 93%	108 84%	162 79%	176 94%	181 89%	172 94%	153 93%	255 89%	275 87%	215 94%	207 86%	233 92%	251 89%	221 91%	128 85%	38 75%	82 88%	775 88%	177 92%	592 90%	260 85%	99 94%	252 85%	700 90%	320 92%	632 87%	589 87%	363 93%	287 90%	276 93%	80 88%	120 91%	380 90%	395 92%		
Mean	3.57	3.47	3.67 B	3.44	3.54	3.74 DEGHIJ	3.42	3.46	3.59 G	3.49	3.74 DEGHIJ	3.74 DEGHIJ	3.58	3.54	3.64 *	3.53	3.64	3.56	3.55	3.53 *	3.48 *	3.59 *	3.56	3.64	3.62 Z	3.44	3.63 Z*	3.54	3.59	3.61	3.55	3.53	3.65 I	3.54	3.67 H	3.65 *	3.60 *	3.62	3.59		

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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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PUBLIC
27-30 March 2020
Adults online aged 18-75 in GB

Q7.Which of the following, if any, have you personally done since the government started introducing social distancing measures due to the coronavirus outbreak?
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	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working	Conservati ve	Labour	Liberal Democrats	Other	Remain	Leave												
	(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)	(n)											
Unweighted base	1072	521	547	352	395	325	151	201	186	209	160	165	358	387	105	222	261	288	248	128	50	97	882	190	647	314	111	294	778	459	613	645	427	314	302	99	131	456	392												
Weighted base	1072	529	539	332	392	348	128	204	188	204	183	165	287	316	229	240	254	281	244	150	51	92	879	193	659	307	106	298	774	348	724	681	391	320	296	90	131	420	430												
Called friends or family to make sure they are doing ok during the crisis	758 71%	335 63%	419 78%	184 55%	308 78%	266 77%	63 49%	121 59%	144 76%	164 80%	139 76%	127 77%	206 72%	231 73%	150 66%	170 71%	187 74%	199 71%	178 73%	92 61%	33 *	68 *	611 70%	147 76%	479 73%	196 64%	82 78%	191 64%	567 73%	260 75%	498 69%	477 70%	281 72%	219 68%	218 74%	70 78%	89 68%	321 76%	300 70%												
Used social media (for example, Facebook, WhatsApp, or Twitter) to stay connected with friends or family	642 60%	274 52%	366 68%	205 62%	249 64%	188 54%	78 61%	127 62%	124 66%	125 61%	100 55%	88 53%	185 65%	186 59%	138 61%	132 55%	161 63%	161 58%	142 58%	88 59%	29 *	61 *	521 59%	122 63%	405 61%	178 58%	60 56%	187 63%	455 59%	233 67%	409 57%	413 61%	229 59%	173 54%	195 66%	65 8*	63 48%	292 48%	220 51%												
Used social media (for example, Facebook, WhatsApp, or Twitter) to stay connected with neighbours or people in your community	426 40%	187 35%	239 44%	147 44%	160 41%	119 34%	50 39%	97 47%	80 42%	80 39%	73 40%	46 28%	131 46%	118 37%	91 40%	85 36%	102 40%	106 38%	102 42%	61 40%	19 37%	36 39%	339 39%	86 45%	265 40%	119 39%	41 38%	144 48%	282 36%	156 45%	269 37%	289 42%	137 35%	101 32%	147 50%	47 52%	41 31%	202 48%	145 34%												
Called an individual who is either in a vulnerable group or potentially lonely from self-isolating to make sure they are doing ok during the crisis	415 39%	175 33%	238 44%	117 35%	148 38%	151 43%	46 36%	71 35%	75 40%	73 36%	86 47%	65 39%	136 47%	109 34%	91 40%	80 33%	97 38%	117 42%	102 42%	46 31%	18 36%	35 38%	338 38%	77 40%	261 40%	108 35%	46 44%	117 39%	299 39%	144 41%	272 38%	266 39%	149 38%	128 40%	127 43%	39 43%	41 31%	180 43%	166 39%												
Called or texted an individual who is in self-isolation to let them know you can deliver food or supplies to them	289 27%	127 24%	161 30%	98 30%	130 33%	61 18%	32 25%	66 33%	61 32%	69 34%	43 23%	18 11%	104 36%	88 28%	44 30%	53 22%	64 25%	78 28%	73 30%	43 20%	10 22%	20 22%	232 26%	56 29%	195 30%	79 26%	15 34%	100 24%	189 33%	114 24%	175 33%	225 30%	64 16%	78 24%	97 33%	27 30%	29 22%	125 30%	102 24%												
Delivered food items or other supplies for someone in self-isolation	199 19%	87 16%	111 21%	51 15%	97 25%	52 16%	21 15%	30 15%	42 17%	54 20%	36 9%	15 20%	58 20%	70 22%	39 17%	32 13%	38 15%	54 19%	68 28%	20 13%	13 25%	7 7%	156 18%	43 22%	135 20%	51 17%	13 13%	76 26%	123 16%	79 23%	120 17%	149 22%	149 13%	50 18%	59 18%	53 26%	24 14%	18 21%	86 19%	81											
Shared your food or supplies with neighbours or those in your community in need	147 14%	62 12%	84 16%	64 19%	53 14%	31 9%	21 16%	43 21%	25 13%	28 14%	23 13%	8 5%	47 16%	44 14%	25 11%	31 13%	31 12%	38 14%	33 14%	30 20%	6 12%	9 10%	122 14%	26 13%	92 14%	42 14%	13 12%	54 12%	93 12%	58 17%	89 12%	110 16%	38 10%	39 12%	47 16%	15 11%	14 15%	61 15%	53 12%												
Volunteered for a charity or group that helps individuals who are self-isolating	67 6%	33 6%	33 6%	30 9%	20 5%	18 9%	12 9%	18 9%	10 5%	12 7%	6 4%	30 11%	17 5%	10 5%	10 *	9 4%	16 4%	12 4%	17 7%	11 8%	6 11%	5 6%	56 6%	11 6%	47 7%	16 5%	4 10%	30 4%	37 5%	38 11%	30 4%	51 7%	17 5%	15 9%	26 11%	10 4%	6 7%	30 6%	28 6%												
Donated food or goods to a food bank	59 6%	26 5%	33 6%	25 7%	18 5%	17 5%	11 9%	13 7%	12 6%	6 3%	12 7%	5 3%	17 6%	18 6%	11 5%	14 6%	16 7%	20 3%	8 3%	6 4%	3 12%	48 5%	11 6%	39 6%	19 6%	1 1%	22 7%	37 5%	27 8%	32 4%	42 6%	18 5%	12 4%	24 8%	7 8%	11 8%	11 9%	38 9%	15 3%												
Donated money to a charity or group that helps individuals who are self-isolating	55 5%	23 4%	31 6%	37 11%	11 3%	6 2%	18 14%	19 9%	7 4%	4 2%	3 2%	3 2%	23 8%	13 4%	12 5%	6 3%	10 4%	7 3%	9 4%	22 14%	3 6%	3 4%	51 6%	3 2%	35 5%	18 6%	1 1%	21 7%	33 4%	28 8%	27 4%	48 7%	6 2%	9 3%	22 11%	10 5%	7 8%	32 8%	12 3%												
Distributed flyers or notes to people in your community telling them you can help them if they are in self-isolation	53 5%	26 5%	27 5%	27 8%	20 5%	6 2%	13 10%	14 7%	8 4%	13 6%	5 3%	1 *	21 7%	13 4%	12 5%	7 3%	10 4%	13 4%	16 7%	10 7%	- *	4 4%	46 5%	7 4%	38 6%	12 4%	3 3%	24 8%	29 4%	19 6%	33 5%	45 7%	8 2%	8 3%	17 6%	9 10%	8 6%	28 7%	13 3%												
Other (specify)	29 3%	13 3%	16 3%	3 1%	12 3%	15 4%	2 2%	1 *	2 1%	9 5%	10 6%	5 3%	7 2%	10 3%	7 3%	5 2%	9 4%	7 3%	8 3%	2 1%	1 3%	2 2%	24 3%	6 3%	23 4%	3 1%	3 3%	7 2%	22 3%	7 2%	22 3%	15 2%	14 2%	9 3%	10 3%	5 3%	1 1%	12 3%	14 3%												
None of the above	83 8%	57 11%	26 5%	21 6%	29 7%	33 10%	10 8%	11 6%	11 6%	18 9%	17 9%	16 10%	14 5%	31 10%	20 9%	18 7%	16 6%	29 10%	21 8%	8 5%	4 8%	6 6%	68 8%	15 8%	38 6%	35 11%	11 10%	16 5%	67 9%	14 4%	69 10%	41 6%	42 11%	29 9%	12 4%	5 4%	17 13%	26 6%	39 9%												
Don't know	15 1%	10 2%	6 1%	7 2%	7 2%	1 *	3 3%	4 2%	7 4%	- *	- *	1 *	- *	2 1%	5 2%	8 3%	6 2%	3 1%	1 *	5 3%	- *	- *	14 2%	1 1%	8 1%	6 2%	1 1%	11 4%	4 1%	4 1%	9 2%	7 1%	4 2%	6 1%	- *	- *	- *	8 2%	8 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,aa,bb,cc,dd,ee,ff,gg, hh,ii,jj,kk,mm 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,aa,bb,cc,dd,ee,ff,gg, hh,ii,jj,kk,mm Minimum Base: 30** Small Base: 100**