

**Ipsos MORI Coronavirus Omnibus Polling**  
**PUBLIC**  
**27-30 March 2020**  
**Adults online aged 18-75 in GB**

Q1.How much, if anything, have you heard from the UK government about how to protect yourself from being infected with 27-30 March 2020 or the Coronavirus?  
 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			
A great deal	778 73%	369 70%	405 75%	221 66%	278 71%	279 80%	85 66%	136 67%	131 70%	147 72%	144 79%	135 82%	209 73%	231 73%	164 72%	173 72%	182 72%	211 75%	188 77%	95 63%	40 78%	61 66%	620 71%	158 82%	481 73%	214 70%	83 78%	200 67%	578 75%	251 72%	527 73%	488 72%	290 74%	263 82%	218 73%	68 76%	88 67%	304 72%	341 79%			
A fair amount	255 24%	142 27%	113 21%	84 25%	108 27%	63 18%	29 23%	55 27%	54 28%	54 27%	38 21%	25 15%	69 24%	77 24%	52 23%	56 23%	65 26%	59 21%	50 20%	47 31%	10 19%	24 26%	224 25%	31 16%	158 24%	76 25%	21 20%	85 28%	170 22%	84 24%	171 24%	166 24%	88 23%	52 16%	70 24%	17 19%	33 25%	102 24%	82 19%			
Not very much	34 3%	13 3%	20 4%	23 7%	5 1%	6 2%	13 10%	10 5%	2 1%	3 3%	1 1%	5 3%	8 3%	5 1%	11 5%	10 4%	5 2%	9 3%	5 2%	5 4%	1 3%	7 8%	29 3%	4 2%	18 3%	13 4%	3 2%	7 2%	27 3%	13 4%	21 3%	22 3%	11 1%	4 3%	8 5%	5 6%	8 3%	11 3%	6 1%			
Nothing at all	4 *	3 1%	1 *	4 1%	- -	- -	1 1%	3 1%	- -	- -	- -	- -	1 *	3 1%	- -	- -	- -	1 *	1 *	2 1%	- -	- -	4 *	- -	2 1%	2 1%	- -	4 1%	- -	- -	4 1%	3 *	1 *	1 *	- -	- -	2 2%	3 1%	1 *			
Don't know	2 *	2 *	1 *	1 *	2 *	- -	1 1%	- -	2 1%	- -	- -	- -	- -	- -	2 1%	1 *	2 1%	- -	- -	1 1%	- -	- -	2 *	- -	2 *	1 *	- -	2 1%	- -	- -	2 *	2 *	1 *	- -	1 *	- -	- -	- -	- -			
A great deal / fair amount (net)	1032 96%	511 97%	517 96%	305 92%	385 98%	342 98%	114 89%	191 94%	185 98%	201 99%	181 99%	160 97%	279 97%	308 98%	217 95%	229 95%	248 97%	271 96%	237 97%	142 94%	50 97%	85 92%	844 96%	189 98%	638 97%	290 95%	103 98%	285 96%	747 97%	335 96%	697 96%	654 96%	378 97%	315 98%	287 97%	85 95%	121 92%	406 97%	423 98%			
Not much / not at all (net)	37 3%	17 3%	21 4%	26 8%	5 1%	6 2%	14 11%	13 6%	2 1%	3 1%	3 1%	5 3%	8 3%	8 2%	11 5%	10 4%	5 2%	10 4%	6 3%	8 5%	1 3%	7 8%	33 4%	4 2%	19 3%	16 5%	3 2%	10 3%	27 3%	13 4%	24 3%	26 4%	12 3%	5 2%	8 3%	5 5%	10 8%	14 3%	7 2%			
Net Diff	995 93%	494 93%	497 92%	279 84%	380 97%	336 97%	100 78%	179 88%	183 97%	198 97%	180 98%	156 95%	270 94%	300 95%	206 90%	219 91%	243 96%	261 93%	231 95%	134 89%	48 95%	78 84%	811 92%	184 95%	619 94%	275 90%	101 95%	275 92%	720 93%	322 93%	673 93%	628 92%	367 94%	310 97%	279 94%	80 89%	111 84%	392 93%	416 97%			

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  
 ColumnPreparations (SN): A,B,C,D,I/J/G/N/I/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/L/I/m Minimum Base: 30(\*\*) Small Base: 100(\*)  
 ColumnMeans (SN): A,B,C,D,I/J/G/N/I/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/L/I/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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Q1C. And how clear, if at all, have you found the Government's communications about what to do in response to coronavirus?  
 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 clear	542 51%	284 54%	257 48%	157 47%	178 46%	207 60%	58 45%	99 48%	67 36%	111 55%	116 63%	91 55%	142 50%	144 46%	127 55%	129 54%	136 53%	145 52%	112 46%	73 49%	24 47%	52 57%	442 50%	100 52%	334 51%	144 47%	64 61%	140 47%	402 52%	140 40%	403 56%	329 48%	214 55%	191 59%	136 46%	44 49%	60 45%	204 48%	240 56%					
Fairly clear	418 39%	190 36%	226 42%	130 39%	169 43%	118 34%	51 40%	78 38%	93 37%	76 37%	52 40%	66 40%	110 38%	143 45%	88 38%	77 32%	92 36%	100 36%	110 45%	62 41%	24 46%	30 32%	339 39%	79 41%	262 40%	123 40%	33 31%	120 40%	297 38%	166 48%	252 35%	274 40%	144 37%	115 36%	110 37%	42 46%	54 41%	164 39%	166 39%					
Not very clear	87 8%	39 7%	47 9%	35 11%	34 9%	17 5%	15 12%	21 10%	22 12%	12 6%	5 7%	29 3%	19 10%	10 6%	10 5%	29 12%	20 8%	27 10%	17 7%	14 9%	1 1%	8 9%	76 9%	11 6%	48 7%	34 11%	6 5%	26 9%	61 8%	32 9%	55 8%	59 9%	28 7%	11 3%	41 14%	5 5%	13 10%	43 10%	17 4%					
Not at all clear	18 2%	13 2%	5 1%	8 2%	7 2%	3 1%	4 3%	4 2%	3 1%	3 1%	1 *	7 2%	5 2%	3 1%	4 2%	2 1%	5 2%	5 2%	5 2%	1 1%	3 5%	1 2%	14 2%	4 2%	10 1%	7 2%	1 1%	7 2%	11 1%	8 2%	10 1%	14 2%	3 1%	3 1%	9 3%	- -	4 3%	8 2%	5 1%					
Don't know	7 1%	2 *	5 1%	2 1%	3 1%	2 1%	- -	2 1%	3 2%	- -	- -	2 1%	- -	5 1%	2 1%	1 *	4 1%	3 1%	- -	- -	- -	1 1%	7 1%	- -	5 1%	- -	2 2%	3 1%	4 1%	2 *	6 1%	5 1%	2 1%	1 *	1 *	- -	1 1%	1 *	2 *					

Clear (net)	960 90%	474 90%	482 90%	287 86%	348 89%	325 94%	109 85%	177 87%	160 85%	187 92%	168 92%	157 95%	252 88%	287 91%	214 94%	206 86%	228 90%	245 87%	222 91%	135 90%	47 93%	82 89%	781 89%	178 92%	596 90%	267 87%	97 92%	261 88%	699 90%	305 88%	654 90%	603 88%	357 91%	306 95%	246 83%	86 95%	113 86%	368 88%	406 94%
Not clear (net)	105 10%	53 10%	51 10%	44 13%	41 10%	20 6%	19 15%	24 13%	25 13%	16 8%	15 8%	5 3%	35 12%	24 8%	13 6%	33 14%	23 9%	32 11%	22 9%	15 10%	4 7%	9 10%	90 10%	15 8%	58 9%	40 13%	7 6%	34 11%	71 9%	41 12%	64 9%	73 11%	32 8%	14 4%	50 17%	5 5%	17 13%	51 12%	22 5%
Net Diff	855 80%	422 80%	431 80%	243 73%	307 78%	305 88%	90 70%	153 75%	136 72%	171 84%	153 84%	152 92%	216 75%	263 83%	202 88%	174 72%	205 81%	213 76%	200 82%	120 80%	44 86%	73 79%	691 79%	164 85%	538 82%	226 74%	90 85%	227 76%	628 81%	265 76%	590 82%	529 78%	325 83%	292 91%	196 66%	81 90%	96 73%	316 75%	384 89%

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Overlap formulae used  
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 Column Means (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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27-30 March 2020  
Adults online aged 18-75 in GB

Q3.Which of the following actions, if any, have you done or started doing more often as a result of concerns about the coronavirus?  
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 (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		
Washing your hands	874 82%	418 79%	455 84%	254 76%	313 80%	306 88%	89 70%	165 81%	146 78%	167 82%	157 86%	150 91%	216 75%	264 83%	184 80%	210 91%	215 85%	219 78%	199 81%	118 79%	45 88%	79 85%	715 81%	159 82%	537 81%	241 79%	96 90%	226 76%	648 84%	281 81%	593 82%	535 79%	339 87%	264 82%	248 84%	76 85%	104 79%	349 83%	357 83%		
Avoiding leaving the house	852 79%	386 73%	462 86%	251 76%	321 82%	280 81%	97 75%	154 75%	149 79%	172 85%	144 79%	136 83%	228 79%	263 83%	180 75%	180 75%	195 77%	226 80%	194 80%	114 80%	42 81%	81 78%	688 85%	164 80%	535 81%	239 78%	78 74%	234 78%	618 80%	294 77%	558 516	576 336	776 336	255 255	234 234	74 72	103 103	344 344	340 340		
Online banking	287 27%	150 28%	135 25%	109 33%	109 24%	84 24%	35 27%	75 37%	42 22%	52 25%	33 18%	51 31%	79 27%	66 21%	71 31%	72 30%	75 30%	61 22%	51 21%	52 34%	21 41%	28 30%	232 26%	55 28%	188 28%	77 25%	22 21%	87 29%	200 26%	85 24%	202 28%	186 27%	101 26%	28 28%	19 27%	19 21%	30 23%	114 27%	118 27%		
Shopping online for groceries	250 23%	105 20%	144 27%	99 30%	75 19%	75 22%	28 22%	71 35%	42 22%	34 17%	27 15%	49 30%	61 21%	68 21%	65 29%	57 24%	70 27%	61 22%	49 20%	42 28%	11 21%	18 19%	198 22%	53 27%	154 23%	75 24%	21 20%	82 28%	168 22%	88 25%	163 22%	162 24%	88 23%	71 22%	72 24%	28 32%	25 19%	110 26%	97 23%		
Working from home *Based on all working respondents	239 35%	120 34%	118 37%	86 35%	120 38%	33 27%	28 38%	58 34%	58 40%	62 36%	25 27%	8 28%	100 50%	88 40%	30 22%	20 17%	47 33%	75 40%	49 31%	44 40%	8 24%	16 31%	196 35%	43 37%	152 35%	69 35%	17 34%	96 40%	143 32%	124 49%	115 27%	239 35%	-	73 38%	64 32%	30 32%	22 28%	109 37%	84 34%		
Shopping online for non-grocery items such as clothes	195 18%	91 17%	104 19%	87 26%	53 13%	56 16%	31 24%	56 27%	31 16%	22 11%	26 14%	30 18%	55 19%	51 16%	54 24%	35 15%	53 21%	54 19%	27 11%	36 24%	15 25%	11 11%	166 19%	30 15%	131 20%	50 16%	15 14%	66 22%	129 17%	70 20%	125 17%	137 20%	59 15%	49 15%	70 24%	19 21%	23 17%	94 22%	66 15%		
Wearing surgical or face masks	127 12%	65 12%	60 11%	66 20%	40 10%	21 6%	22 17%	44 12%	23 12%	17 8%	10 5%	11 7%	39 14%	34 11%	30 13%	24 10%	26 10%	27 9%	19 8%	38 25%	10 20%	7 8%	114 13%	13 7%	68 10%	48 16%	11 10%	49 16%	79 10%	49 14%	78 11%	86 13%	41 10%	33 10%	43 14%	7 7%	18 14%	45 11%	56 13%		
Subscribing to or up-grading media entertainment packages (e.g. Sky, Netflix)	120 11%	65 12%	55 10%	75 22%	32 8%	14 4%	25 20%	50 24%	17 24%	15 8%	8 4%	6 4%	40 14%	26 8%	29 12%	26 11%	31 12%	29 10%	15 6%	32 21%	5 11%	9 9%	106 12%	14 7%	77 12%	34 11%	9 9%	62 21%	58 7%	44 13%	77 11%	86 13%	35 9%	27 8%	35 12%	12 13%	18 14%	58 14%	27 6%		
Use an online GP for standard appointments	84 8%	42 8%	42 8%	38 11%	23 6%	23 7%	12 9%	26 13%	12 7%	11 5%	13 7%	11 6%	26 9%	26 8%	10 4%	23 9%	20 8%	24 8%	12 5%	20 13%	2 4%	7 7%	73 8%	11 6%	53 8%	18 6%	13 6%	28 10%	56 7%	32 9%	53 8%	54 8%	30 8%	28 9%	27 9%	8 9%	12 9%	32 8%	34 8%		
Ordering cooked meals to be delivered to your home	80 7%	42 8%	38 7%	58 17%	15 4%	7 2%	21 17%	37 18%	6 3%	9 4%	4 2%	4 2%	29 10%	17 5%	17 7%	17 7%	15 6%	17 6%	13 5%	27 18%	3 6%	5 6%	75 9%	6 3%	51 8%	26 9%	3 3%	40 13%	40 5%	39 11%	42 6%	59 9%	21 5%	21 7%	31 10%	8 9%	9 7%	36 8%	22 5%		
None of these	35 3%	25 5%	11 2%	7 2%	17 4%	11 3%	4 3%	3 2%	9 5%	8 4%	11 6%	* 2%	6 2%	10 3%	13 6%	7 3%	5 2%	12 4%	14 6%	2 1%	- -	2 2%	28 3%	7 4%	17 3%	15 5%	4 3%	5 2%	31 4%	3 1%	33 5%	28 4%	8 2%	9 3%	5 2%	1 1%	2 1%	10 2%	12 3%		
Don't know	2 *	2 *	-	1 *	1 *	-	1 1%	-	1 *	-	-	-	1 *	-	1 *	2 1%	-	-	-	-	-	-	2 *	-	-	1 1%	1 *	1 *	1 *	2 *	1 *	1 *	-	1 *	-	-	-	-	1 *	1 *	

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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(\*)