

Clarity of Government Coronavirus messaging

15-18 May 2020

Clarity of Government's Coronavirus messaging

How clear, if at all, have you found the Government's communications about what to do in response to coronavirus?

Very/fairly clear

Not very/at all clear

15-18 May 2020 – after lockdown “eased”

56%

43%

27-30 March 2020 – start of lockdown

90%

10%

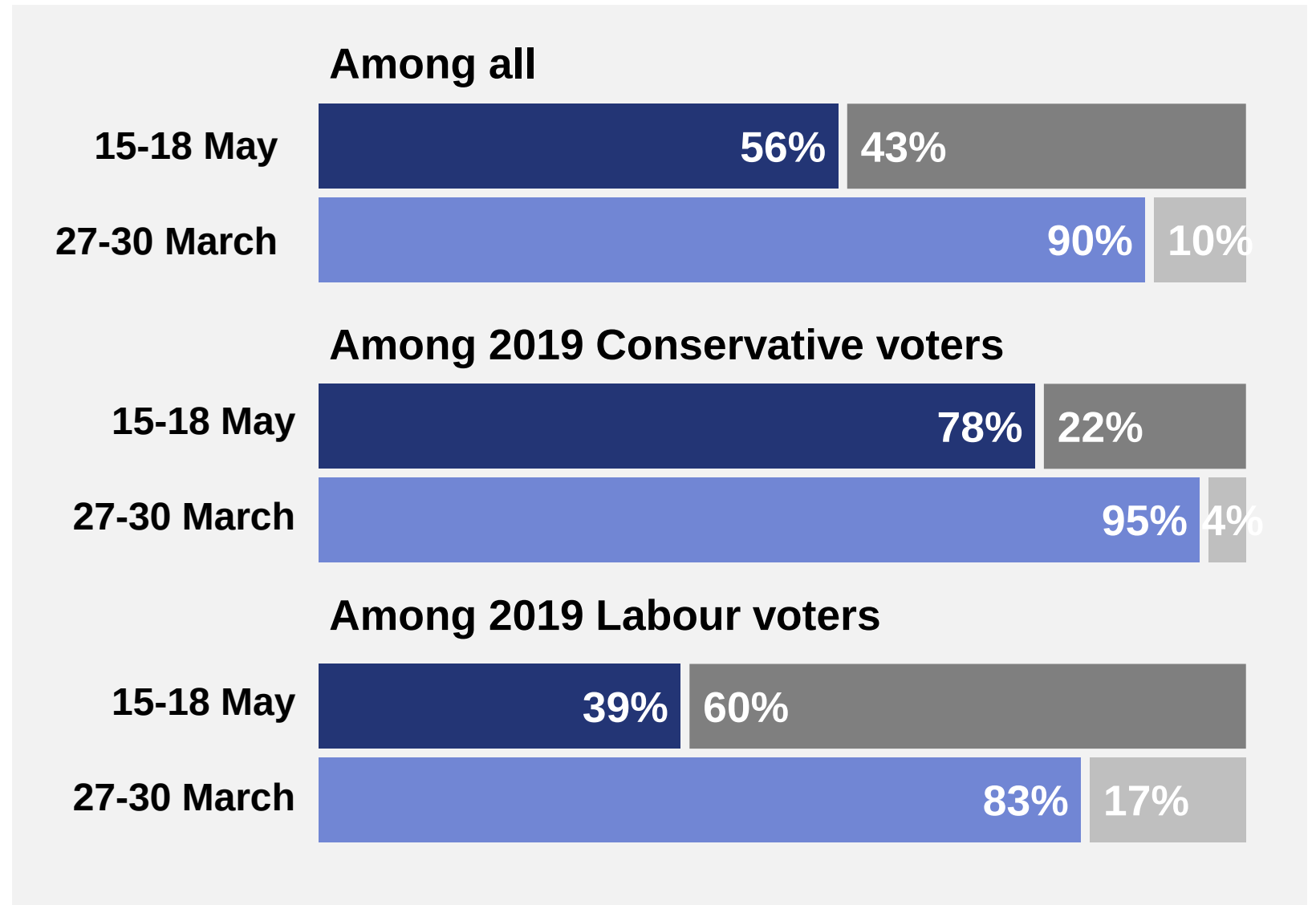
Base: 1,076 Online British adults aged 18-75, 15-18 May 2020

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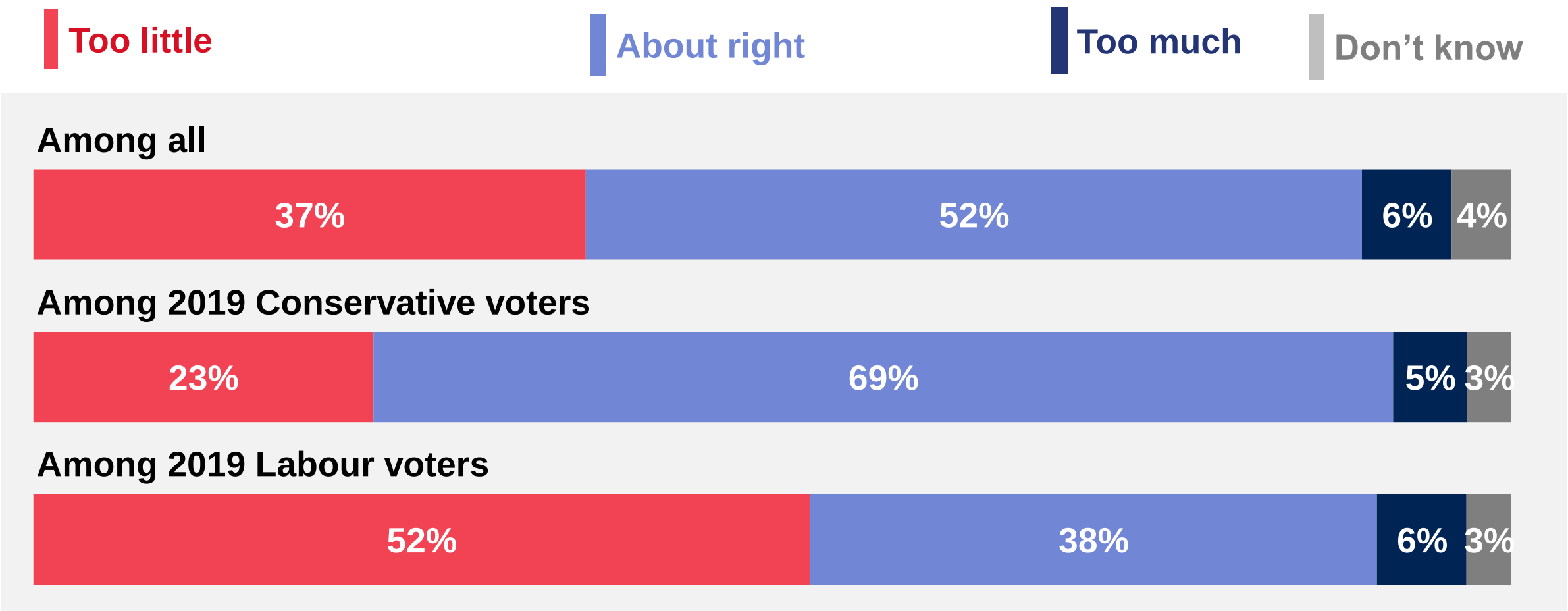


Base: 1,076 Online British adults aged 18-75, 2019 Conservative voters (340), 2019 Labour voters (307), 15-18 May 2020

Source: Ipsos MORI

Government information in response to Coronavirus

Do you think the Government has provided too much, too little, or about the right amount of information about what you personally should do in response to the coronavirus?

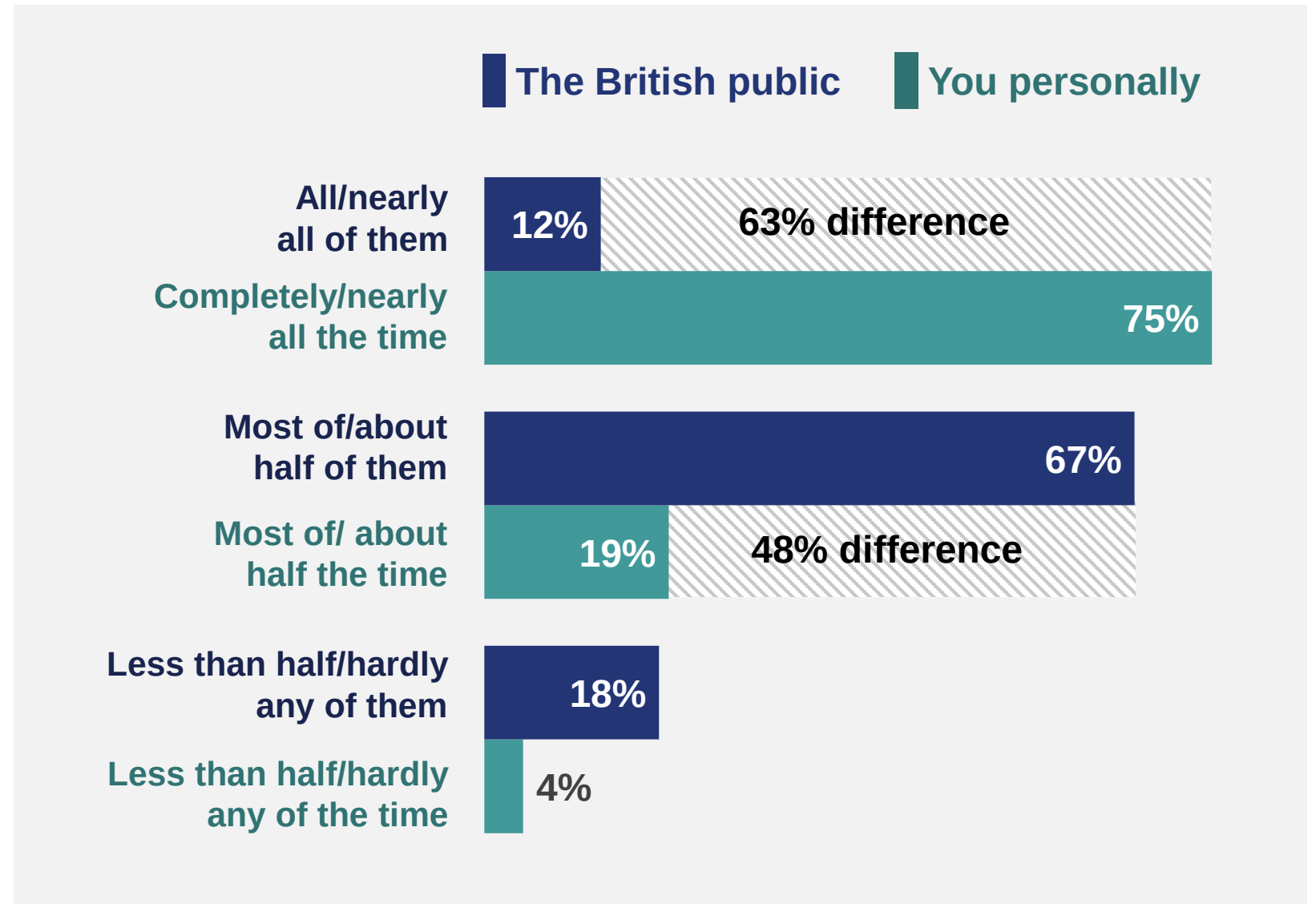


Base: 1,076 Online British adults aged 18-75, 2019 Conservative voters (340), 2019 Labour voters (307), 15-18 May 2020

Who is following Government rules during lockdown?

What proportion of the British public, if any, do you think is properly following the Government's rules on how to respond to the coronavirus?

And to what extent, if at all, are you personally following the Government's rules on how to respond to the coronavirus?

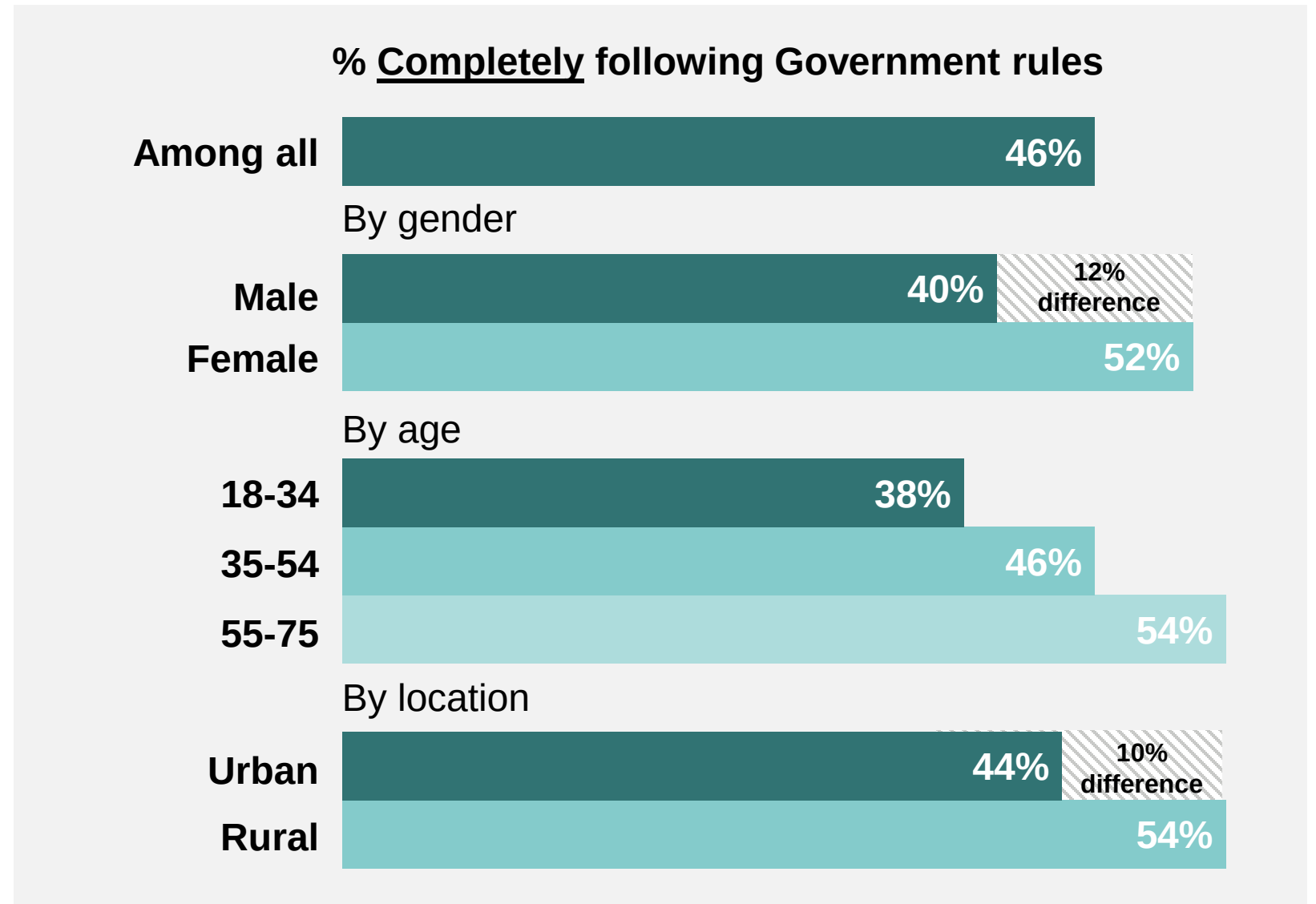


Base: 1,076 Online British adults, 15-18 May 2020

Source: Ipsos MORI

Have you been following Government rules during lockdown?

And to what extent, if at all, are you personally following the Government's rules on how to respond to the coronavirus?



Base: 1,076 Online British adults, Males (530), Females (545), 18-34 (357), 35-54 (394), 55-75 (325), Urban (929), Rural (147), 15-18 May 2020

Source: Ipsos MORI

Ipsos MORI

Coronavirus Polling May 2020

For more information

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