

Ipsos MORI Coronavirus Polling
PUBLIC
 Fieldwork: 15-18 March 2020
 Adults online aged 18+ in GB

Q1C. How clear, if at all, have you found the Government's communications about what to do in response to coronavirus?
 All adults 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 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-75 (M)	AB (O)	C1 (P)	C2 (Q)	DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	Other (m)	Remain (n)	Leave (o)		
Unweighted base	1076	530	545	357	394	325	155	202	184	210	173	152	344	401	116	215	256	276	246	149	54	95	929	147	596	354	126	314	762	463	613	660	416	340	307	100	134	432	449		
Weighted base	1076	532	543	331	396	349	127	204	191	205	183	166	287	317	231	241	257	279	245	150	51	93	921	155	622	328	126	330	746	346	730	684	392	349	303	90	126	399	479		
Very clear	190 18% C	111 21% EJ	79 15% C	65 20% EJ	52 13% EJ	72 21% EJ	25 20% J	40 20% J	11% 15% 18%	30 18% 18%	32 24% EJK	40 20% EJK	57 17% EJK	55 15% EJK	36 18% EJK	42 17% EJK	43 18% EJK	51 20% EJK	49 16% EJK	23 16% EJK	11 13% EJK	12 18% EJK	165 16% EJK	24 18% EJK	112 17% EJK	55 18% EJK	23 21% EJK	68 18% EJK	122 16% EJK	65 19% EJK	125 17% EJK	121 18% EJK	69 18% EJK	101 29% EJK	31 10% EJK	11 12% EJK	25 20% EJK	55 14% EJK	115 24% EJK		
Fairly clear	409 38% C	194 36% EJ	214 39% EJ	120 36% EJ	154 39% EJ	135 39% EJ	43 34% EJ	76 37% EJ	76 40% EJ	78 38% EJ	73 40% EJ	62 37% EJ	101 35% EJ	128 40% EJ	95 41% EJ	85 35% EJ	102 40% EJ	113 40% EJ	98 40% EJ	58 39% EJ	12 23% EJ	25 27% EJ	343 37% EJ	66 42% EJ	253 41% EJ	115 35% EJ	41 32% EJ	124 38% EJ	285 38% EJ	110 32% EJ	298 41% EJ	272 40% EJ	137 35% EJ	170 49% EJ	87 29% EJ	32 35% EJ	38 30% EJ	126 32% EJ	205 43% EJ		
Not very clear	305 28% C	141 26% EJ	164 30% EJ	106 32% EJ	111 28% EJ	88 25% EJ	42 33% EJ	64 31% EJ	54 28% EJ	57 28% EJ	48 26% EJ	40 24% EJ	80 28% EJ	87 27% EJ	69 30% EJ	70 29% EJ	68 26% EJ	77 28% EJ	65 27% EJ	51 34% EJ	18 34% EJ	26 28% EJ	260 28% EJ	44 29% EJ	166 27% EJ	101 31% EJ	38 30% EJ	96 29% EJ	208 28% EJ	105 30% EJ	200 27% EJ	190 28% EJ	115 29% EJ	56 16% EJ	112 37% EJ	29 33% EJ	36 29% EJ	141 35% EJ	97 20% EJ		
Not at all clear	161 15% C	82 15% EJ	79 15% EJ	37 11% EJ	74 19% EJ	49 14% EJ	13 10% EJ	24 12% EJ	38 20% EJ	36 18% EJ	26 14% EJ	24 14% EJ	47 16% EJ	46 14% EJ	29 13% EJ	39 16% EJ	40 16% EJ	30 11% EJ	32 13% EJ	17 11% EJ	11 21% EJ	30 32% EJ	142 15% EJ	19 12% EJ	83 13% EJ	54 16% EJ	24 19% EJ	40 12% EJ	120 16% EJ	65 19% EJ	96 13% EJ	100 15% EJ	61 16% EJ	20 6% EJ	70 23% EJ	18 20% EJ	26 20% EJ	75 19% EJ	55 11% EJ		
Don't know	12 1% C	5 1% EJ	7 1% EJ	3 1% EJ	4 1% EJ	5 3% EJ	3 3% EJ	- - EJ	1 * EJ	3 2% EJ	5 3% EJ	- - EJ	3 1% EJ	2 * EJ	4 2% EJ	5 2% EJ	3 1% EJ	8 3% EJ	- - EJ	1 1% EJ	- - EJ	- - EJ	11 1% EJ	2 1% EJ	9 2% EJ	3 1% EJ	- - EJ	1 * EJ	11 2% EJ	1 * EJ	11 2% EJ	2 * EJ	11 h	2 * EJ	3 1% EJ	- - EJ	1 1% EJ	2 1% EJ	7 2% EJ		
NET Clear	598 56%	305 57%	292 54%	185 56%	206 52%	207 59%	68 54%	116 57%	98 51%	108 53%	105 57%	102 62%	158 55%	183 58%	130 56%	127 53%	145 57% x	164 59% x	148 60% x	81 54% x	23 45% *	37 40% *	508 55%	90 58%	365 59%	170 52%	64 50%	192 58%	406 54%	175 51%	423 58% f	393 57%	205 52%	271 78% kim	117 39%	43 48% *	63 50% k	182 45%	320 67% n		
NET Not clear	465 43%	222 42%	243 45%	143 43%	185 47%	137 39%	55 44%	88 43%	92 48%	93 45%	74 40%	64 38%	126 44%	133 42%	98 42%	109 45%	108 42%	107 38%	98 40%	68 45%	28 55% **	56 60% STUV**	402 44%	63 41%	248 40%	155 47% a	63 50%	137 41%	329 44%	170 49% g	296 40%	290 42%	175 45%	76 22% jm	182 60% j*	47 52% j	62 49% j	216 54% o	152 32% n		
Net Difference	133 12%	82 15%	49 9%	42 13%	21 5%	70 20%	13 10%	29 14%	6 3%	15 7%	31 17%	38 23%	32 11%	50 16%	33 14%	18 8%	37 15%	57 20%	50 20%	13 9%	-5 -11%	-19 -21%	106 11%	27 17%	116 19%	15 5%	1 1%	55 17%	78 10%	5 2%	128 17%	103 15%	30 8%	195 56%	-65 -21%	-4 -5%	1 1%	-34 -8%	167 35%		

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,n,o 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,n,o Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus Polling
PUBLIC
 Fieldwork: 15-18 March 2020
 Adults online aged 18+ in GB

Q2B. 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?
 All adults 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 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-75 (M)	AB (O)	C1 (P)	C2 (Q)	DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	Other (m)	Remain (n)	Leave (o)	
Unweighted base	1076	530	545	357	394	325	155	202	184	210	173	152	344	401	116	215	256	276	246	149	54	95	929	147	596	354	126	314	762	463	613	660	416	340	307	100	134	432	449	
Weighted base	1076	532	543	331	396	349	127	204	191	205	183	166	287	317	231	241	257	279	245	150	51	93	921	155	622	328	126	330	746	346	730	684	392	349	303	90	126	399	479	
Too much	68 6%	37 7%	31 6%	42 13% EFJKLM	17 4%	10 3%	20 15% EFJKLM	22 11% EFJKLM	8 4%	9 4%	8 4%	2 1%	26 9% q	23 7% q	4 2%	16 7% q	18 7% q	16 6% q	11 5%	17 11% u	2 4% +	4 4% +	65 7% z	3 2%	32 5%	33 10% ac	3 3%	36 11% e	32 4%	22 6%	46 8% i	58 3%	10 3%	16 5%	19 6%	6 6% +	17 14% jk	28 7%	31 6%	
About the right amount	563 52%	289 54%	274 50%	157 47% H	206 52% H	201 57% DH	52 41%	105 51%	93 49%	112 55% H	98 53% H	103 62% DHU	150 52%	161 51%	130 56%	121 50%	112 44%	174 62% svx	138 56% sx	71 47%	29 56%	39 42% +	467 51% y	96 62%	346 56% b	153 47%	64 50%	168 51%	395 53%	162 47%	401 55% f	358 52%	205 52%	242 69% kim	116 38%	45 50% +	57 45%	172 43%	289 60% n	
Too little	403 37%	188 35%	214 39%	130 39% I	151 38% DI	122 35% DI	53 41% DI	77 38% DI	79 41% DI	73 35% DI	71 39% DI	51 30%	104 36%	123 39%	84 36% T	92 38% TU	118 46% TU	73 26% T	90 36% T	60 40% T	18 34% +	44 48% T*	357 39%	46 30%	218 35%	130 40%	55 44%	114 35% 8	289 42% 8	145 35% 8	258 35% 8	250 37% 8	153 39% 8	81 23% jm	158 52% jm	39 43% j*	46 37% j	187 47% o	137 29%	
Don't know	42 4%	18 3%	24 4%	3 1% I	22 6% DI	17 5% DI	3 2% DI	- 6% DI	11 6% DI	12 6% DI	6 4% DI	11 6% DI	7 2% DI	11 3%	13 6%	11 5%	8 3%	16 6% 3%	6 3%	3 2%	3 6% +	6 7% +	32 3%	10 7%	26 4%	12 4%	30 4%	17 5%	25 3%	19 3%	23 6% h	10 3%	9 3%	1 1% +	5 4%	12 3%	23 5%			

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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,n/o Minimum Base: 30 (**) Small Base: 100 (*)

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PUBLIC
Fieldwork: 15-18 March 2020
Adults online aged 18+ in GB

Q3B. 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?
 All adults 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 (H)	25-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65-75 (M)	AB (O)	C1 (P)	C2 (Q)	DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	Conservative (j)	Labour (k)	Liberal Democrats (l)	Other (m)	Remain (n)	Leave (o)
Unweighted base	1076	530	545	357	394	325	155	202	184	210	173	152	344	401	116	215	256	276	246	149	54	95	929	147	596	354	126	314	762	463	613	660	416	340	307	100	134	432	449
Weighted base	1076	532	543	331	396	349	127	204	191	205	183	166	287	317	231	241	257	279	245	150	51	93	921	155	622	328	126	330	746	346	730	684	392	349	303	90	126	399	479
All of them	21 2%	13 2%	8 1%	16 5%	4 1%	1 *	5 4%	12 6%	4 2%	- *	1 -	- -	7 2%	6 2%	2 1%	6 2%	6 2%	6 2%	4 2%	3 2%	1 2%	1 1%	21 2%	- -	14 2%	7 2%	- -	19 6%	2 *	9 2%	12 2%	16 2%	4 1%	5 2%	7 2%	2 *	5 4%	7 2%	10 2%
Nearly all of them	111 10%	53 10%	58 11%	32 10%	30 8%	49 14%	12 9%	20 10%	12 6%	18 9%	24 13%	26 15%	43 15%	37 12%	18 8%	14 6%	29 11%	29 10%	29 12%	16 11%	3 5%	5 *	94 10%	17 11%	67 11%	32 10%	12 10%	32 10%	79 11%	32 9%	79 11%	74 11%	37 10%	51 m	32 11%	7 8%	8 7%	48 12%	47 10%
Most of them	494 46%	259 49%	235 43%	111 33%	171 43%	211 61%	34 27%	77 38%	74 39%	97 47%	111 60%	101 61%	129 45%	156 49%	108 47%	100 42%	114 45%	138 49%	105 43%	67 45%	23 44%	45 49%	412 45%	81 52%	281 45%	144 44%	69 54%	115 35%	378 51%	158 46%	335 46%	305 45%	189 48%	186 53%	126 42%	50 56%	53 42%	183 46%	242 50%
About half of them	224 21%	106 20%	118 22%	80 24%	108 27%	36 10%	32 24%	48 29%	55 26%	53 29%	19 11%	17 10%	54 19%	53 17%	55 24%	61 25%	44 17%	55 20%	62 25%	30 20%	15 29%	19 21%	192 21%	32 22%	135 22%	68 21%	22 17%	87 26%	137 18%	75 22%	149 20%	154 23%	70 18%	61 20%	61 18%	16 17%	30 24%	81 20%	84 18%
Less than half of them	146 14%	70 13%	76 14%	60 18%	54 14%	32 9%	30 23%	31 15%	30 16%	23 11%	12 7%	12 7%	39 13%	37 12%	28 12%	41 17%	42 16%	31 11%	29 12%	21 14%	8 16%	14 15%	128 14%	18 12%	77 12%	51 15%	18 14%	51 15%	95 13%	47 13%	99 14%	90 13%	56 14%	30 9%	47 16%	12 13%	18 14%	52 13%	58 12%
Hardly any of them	51 5%	19 4%	31 6%	22 7%	20 5%	8 2%	9 7%	13 6%	9 5%	11 5%	4 2%	4 2%	9 3%	22 7%	12 5%	7 3%	12 5%	12 4%	14 6%	6 4%	1 2%	5 6%	44 5%	6 4%	29 5%	17 5%	5 4%	21 6%	30 4%	14 4%	37 5%	37 5%	13 3%	12 3%	21 7%	2 2%	9 7%	17 4%	24 5%
None of them	7 1%	6 1%	1 *	7 2%	- -	- -	3 2%	4 2%	- -	- -	- -	2 1%	- -	- -	4 2%	2 1%	2 -	- -	2 1%	2 1%	1 1%	1 *	7 1%	- -	4 1%	3 -	- -	4 1%	2 *	3 *	4 *	3 *	4 *	2 *	1 *	1 1%	2 1%	3 1%	2 *
Don't know	23 2%	8 1%	16 3%	3 1%	9 2%	12 3%	2 *	1 3%	5 2%	4 2%	5 3%	7 3%	5 2%	5 2%	7 3%	6 3%	7 3%	6 2%	2 4%	6 4%	- *	3 *	22 2%	1 1%	16 3%	7 2%	1 *	1 *	22 3%	8 2%	16 2%	5 1%	19 5%	3 1%	7 2%	1 1%	3 2%	9 2%	11 2%
NET All / nearly all	132 12%	66 12%	66 12%	48 15%	34 9%	50 14%	17 13%	31 15%	16 8%	18 9%	24 13%	26 15%	49 17%	43 13%	20 9%	20 8%	35 14%	36 13%	33 14%	19 13%	4 7%	5 *	115 12%	17 11%	81 13%	39 12%	12 10%	50 15%	81 11%	41 12%	91 12%	90 13%	42 11%	56 16%	39 13%	9 10%	13 10%	54 14%	57 12%
NET Most of / about half	718 67%	364 68%	353 65%	191 58%	279 58%	248 71%	66 52%	125 61%	130 68%	149 73%	130 71%	118 71%	183 66%	209 71%	164 71%	162 67%	158 62%	193 69%	167 68%	97 65%	38 74%	65 69%	605 66%	113 73%	416 67%	211 65%	90 72%	202 61%	516 69%	234 68%	484 67%	459 66%	258 66%	247 71%	188 62%	66 73%	82 65%	265 66%	326 68%
NET Less than half / hardly any	197 18%	89 17%	107 20%	83 25%	74 19%	40 11%	39 31%	44 21%	34 16%	24 17%	16 10%	48 17%	60 19%	40 17%	49 17%	54 20%	43 21%	43 18%	27 18%	9 18%	19 21%	19 19%	172 19%	24 16%	106 17%	68 21%	23 18%	72 22%	125 17%	60 17%	136 19%	127 19%	69 18%	42 12%	68 23%	13 15%	26 21%	69 17%	82 17%
NET Half or more	849 79%	430 81%	419 77%	239 72%	313 79%	297 85%	83 65%	156 77%	146 76%	167 82%	154 84%	143 86%	232 86%	252 80%	184 79%	181 75%	193 75%	229 82%	200 82%	116 77%	41 80%	70 75%	720 78%	130 84%	496 80%	250 76%	103 81%	252 77%	597 80%	275 79%	575 79%	549 80%	300 77%	303 87%	226 75%	75 83%	95 76%	319 80%	384 80%
NET Less than half or less	203 19%	94 18%	108 20%	89 27%	74 19%	40 11%	42 33%	47 23%	40 21%	34 17%	24 13%	16 10%	50 17%	60 19%	40 17%	53 22%	56 22%	45 16%	43 18%	29 19%	10 20%	20 22%	179 19%	24 16%	109 18%	71 22%	23 18%	76 23%	127 17%	64 18%	140 19%	130 19%	73 19%	43 12%	69 23%	14 16%	28 22%	72 18%	84 18%

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Q4C. And to what extent, if at all, are you personally following the Government's rules on how to respond to the coronavirus?
 All adults 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	
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Weighted base	1076	532	543	331	396	349	127	204	191	205	183	166	287	317	231	241	257	279	245	150	51	93	921	155	622	328	126	330	746	346	730	684	392	349	303	90	126	399	479		
Completely	493 46%	212 40%	280 38%	124 35%	180 46%	189 54%	44 35%	80 39%	83 44%	97 47%	94 51%	95 57%	126 44%	155 49%	107 46%	104 43%	126 49%	129 46%	107 44%	58 39%	26 51%	47 51%	409 44%	84 54%	289 46%	134 41%	71 56%	149 45%	344 46%	163 47%	330 45%	300 44%	193 49%	174 50%	142 47%	38 43%	50 40%	181 45%	234 49%		
Nearly all the time	312 29%	165 31%	148 27%	77 23%	127 32%	108 31%	30 23%	48 23%	52 27%	75 37%	58 31%	50 30%	92 32%	92 29%	63 27%	66 27%	65 25%	89 32%	80 32%	39 26%	15 28%	25 12%	264 29%	48 31%	168 27%	109 33%	35 28%	73 22%	240 32%	106 31%	206 28%	201 29%	112 29%	100 29%	87 29%	35 29%	36 28%	128 32%	129 27%		
Most of the time	142 13%	79 15%	63 12%	55 16%	54 14%	33 10%	14 11%	40 20%	34 18%	20 10%	23 12%	11 6%	36 13%	36 12%	35 15%	35 14%	41 16%	29 10%	28 11%	29 19%	5 9%	11 12%	130 14%	12 8%	90 14%	38 12%	14 11%	56 17%	86 12%	42 12%	100 14%	98 14%	44 11%	52 15%	38 13%	6 6%	15 12%	45 11%	70 15%		
About half of the time	60 6%	36 7%	25 3%	36 11%	18 4%	7 2%	19 15%	17 8%	12 6%	5 3%	3 2%	4 2%	18 6%	16 5%	11 5%	15 6%	10 4%	15 5%	13 5%	12 8%	6 12%	3 4%	55 6%	3 5%	31 5%	25 8%	4 4%	27 8%	34 5%	19 6%	42 5%	43 6%	18 5%	11 3%	17 6%	7 8%	10 7%	23 8%	18 4%		
Less than half of the time	27 2%	17 3%	10 2%	5 6%	2 1%	2 1%	11 9%	9 4%	2 1%	3 1%	2 1%	-	7 3%	5 2%	6 3%	8 3%	3 1%	6 2%	10 4%	7 5%	-	1 1%	25 3%	2 1%	14 2%	12 4%	1 1%	13 4%	14 2%	7 2%	20 3%	24 4%	3 1%	6 2%	11 3%	2 2%	2 2%	13 3%	7 2%	7 3%	
Hardly any of the time	14 1%	8 2%	6 1%	10 3%	-	4 1%	7 5%	4 2%	-	-	1 1%	2 1%	3 1%	6 2%	4 2%	1 1%	3 1%	3 1%	5 2%	1 1%	-	2 2%	11 1%	3 2%	10 2%	4 1%	-	5 2%	9 1%	5 1%	9 1%	12 2%	2 1%	2 1%	4 1%	1 1%	6 1%	4 1%	8 1%	8 2%	
Not at all	7 1%	6 1%	1 *	2 1%	3 1%	2 1%	1 *	2 1%	1 *	2 1%	1 *	1 *	1 *	2 1%	-	4 2%	-	3 1%	2 1%	1 1%	-	1 1%	7 1%	-	5 1%	2 1%	-	2 1%	5 1%	1 *	6 1%	3 1%	4 1%	-	-	1 1%	3 1%	4 1%	3 1%	4 1%	
Don't know	20 2%	10 2%	10 2%	7 2%	8 2%	5 1%	2 1%	6 3%	5 3%	3 2%	2 1%	3 2%	4 1%	5 2%	4 2%	7 3%	9 3%	6 2%	1 *	3 2%	-	2 *	20 2%	-	16 3%	4 1%	1 *	5 2%	15 2%	4 1%	16 2%	4 1%	16 1%	4 1%	4 1%	1 *	3 2%	3 1%	9 2%		
NET All / nearly all	806 75%	377 71%	428 79%	202 61%	307 78%	297 85%	74 58%	128 63%	135 71%	172 84%	151 83%	146 88%	218 76%	247 78%	170 74%	170 71%	190 74%	218 78%	186 76%	98 65%	40 79%	73 78%	673 73%	133 17%	457 73%	243 74%	106 84%	222 67%	583 78%	269 78%	537 74%	501 73%	305 78%	274 79%	228 75%	73 81%	86 68%	309 77%	363 76%		
NET Most of / about half	203 19%	114 21%	88 16%	91 27%	72 18%	40 11%	33 26%	58 28%	46 24%	26 12%	26 14%	14 9%	54 19%	53 17%	46 20%	50 21%	51 20%	44 16%	41 17%	41 27%	11 21%	14 15%	185 20%	17 11%	120 19%	63 19%	19 15%	82 25%	120 16%	61 18%	141 19%	141 21%	62 16%	63 18%	55 18%	13 14%	25 20%	68 17%	88 18%		
NET Less than half / hardly any	41 4%	25 5%	15 3%	30 9%	5 1%	5 2%	18 14%	12 6%	2 1%	3 1%	3 2%	2 1%	10 4%	11 3%	10 4%	10 4%	6 2%	9 3%	15 6%	8 5%	-	3 4%	36 4%	5 3%	23 4%	16 5%	1 1%	18 5%	23 3%	12 3%	29 4%	36 5%	5 1%	8 2%	15 5%	2 3%	9 7%	16 4%	15 3%		
NET Half or more	1008 94%	491 92%	516 95%	292 88%	379 96%	337 96%	107 84%	185 91%	182 95%	198 96%	177 97%	160 96%	272 95%	300 95%	217 94%	220 91%	242 94%	262 94%	228 93%	139 92%	51 100%	87 93%	858 93%	150 97%	577 93%	306 93%	125 99%	305 92%	704 94%	330 95%	678 93%	642 94%	367 94%	338 97%	284 94%	86 95%	111 88%	377 94%	451 94%		
NET Less than half or less	48 4%	31 6%	17 3%	32 10%	8 2%	8 2%	19 15%	13 7%	4 2%	4 2%	5 2%	3 2%	11 4%	12 4%	10 4%	14 6%	6 2%	12 4%	17 7%	9 6%	-	4 5%	43 5%	5 3%	29 5%	18 5%	1 1%	20 6%	28 4%	12 4%	36 5%	39 6%	9 2%	8 2%	15 5%	3 4%	12 10%	19 5%	20 4%		

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,n/o 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,n/o Minimum Base: 30(**) Small Base: 100(*)