

Ipsos MORI Coronavirus Polling
PUBLIC
Fieldwork: 24-27 April 2020
Adults online aged 18-75 in GB

Q1D.Overall, how divided do you think British society is these days?
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	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391			
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418			
Very divided	259	133	122	77	108	74	24	53	63	45	36	39	59	92	57	52	71	68	53	29	12	26	226	34	151	79	28	75	184	95	164	163	96	43	107	23	39	132	85			
	24%	25%	23%	23%	27%	22%	19%	26%	33%	22%	20%	24%	21%	29%	25%	22%	28%	24%	22%	19%	23%	29%	25%	21%	25%	24%	22%	27%	23%	28%	23%	24%	24%	13%	36%	28*	26%	30	20%			
Fairly divided	540	279	256	169	208	162	66	104	93	115	95	68	158	146	109	127	127	141	125	75	27	46	453	87	314	167	59	133	407	169	371	361	179	170	151	41	73	220	221			
	51%	53%	48%	51%	53%	47%	52%	51%	49%	57%	53%	41%	55%	47%	48%	53%	51%	51%	51%	50%	50%	50%	50%	53%	52%	51%	45%	47%	52%	49%	51%	54%	46%	53%	50%	50%	49%	50%	53%			
Not very divided	205	94	108	58	59	89	26	32	25	34	38	50	53	56	52	44	37	56	51	36	9	16	165	40	114	55	36	53	152	62	143	118	87	98	28	12	26	73	86			
	19%	18%	20%	17%	15%	26%	21%	15%	13%	17%	21%	31%	18%	18%	23%	18%	15%	20%	21%	24%	17%	18%	18%	25%	19%	17%	28%	19%	19%	18%	20%	18%	22%	31%	9%	15%	18%	17%	21%			
Not at all divided	18	7	9	10	3	5	5	5	1	2	4	2	7	3	1	6	8	2	3	3	1	-	18	-	6	9	3	7	11	5	13	8	10	4	4	3	4	2	8			
	2%	1%	2%	3%	1%	2%	4%	2%	*	1%	2%	1%	3%	1%	1%	3%	3%	1%	1%	2%	2%	-	2%	-	1%	3%	2%	2%	1%	1%	2%	1%	2%	1%	4	1%	3%	3%	*	2%		
Don't know	44	9	35	16	16	12	5	11	8	8	6	5	9	14	9	11	8	10	12	6	4	3	42	2	22	17	4	15	29	13	31	23	21	7	9	4	6	12	17			
	4%	2%	7%	5%	4%	3%	4%	5%	4%	4%	4%	3%	3%	5%	4%	5%	3%	4%	5%	4%	8%	4%	5%	1%	4%	5%	3%	5%	4%	4%	4%	3%	5%	2%	3%	5%	4%	3%	4%			
Net: Divided	800 75%	411 79%	378 71%	247 75%	316 80%	237 69%	90 72%	157 77%	156 82%	160 79%	131 73%	106 65%	217 76%	238 76%	166 73%	179 74%	198 79%	208 75%	177 73%	104 70%	40 73%	72 78%	679 75%	121 74%	466 77%	247 75%	87 67%	209 74%	591 75%	264 77%	535 74%	524 78%	275 70%	213 66%	257 86%	64 78%	112 76%	352 80%	307 73%			
Net: Not divided	223 21%	101 19%	118 22%	67 20%	61 16%	94 27%	31 24%	37 18%	25 13%	36 18%	42 23%	52 32%	60 21%	59 19%	53 23%	51 21%	45 18%	58 21%	54 22%	39 26%	10 19%	16 18%	182 20%	40 25%	121 20%	64 19%	38 30%	59 21%	163 21%	66 19%	156 22%	127 19%	96 25%	102 32%	32 11%	15 18%	30 20%	75 17%	95 23%			
Net Diff.	577 54%	310 60%	261 49%	180 54%	254 65%	143 42%	59 47%	121 59%	130 69%	124 61%	89 50%	54 33%	157 55%	179 57%	113 50%	128 53%	154 61%	151 55%	123 51%	65 43%	29 54%	56 61%	496 55%	80 49%	345 57%	183 56%	49 37%	149 53%	428 55%	198 58%	379 52%	398 59%	179 46%	111 35%	225 75%	49 60%	82 55%	278 63%	212 51%			

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,I/J/G,H/I,U/V/G,N/I/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 (5%): A,B,C,D,I/J/G,H/I,U/V/G,N/I,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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Fieldwork: 24-27 April 2020
Adults online aged 18-75 in GB

Q1E And do you think British society is more or less divided than it was ten years ago, or is it about the same?
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	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391	
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418	
A lot more divided than ten years ago	288 27%	152 29%	131 25%	73 22% G	121 31% DG	94 28% G	21 17%	52 26%	61 32% DG	60 29% G	48 27% G	46 28% G*	74 26%	99 32% P	66 29%	50 21%	64 25%	67 24%	68 28%	36 24%	18 34% *	34 37% RT**	241 27%	47 29%	178 29%	83 25%	28 21%	74 26%	214 27% e	110 32% e	179 25%	176 26%	113 29%	63 20%	106 35% h	26 31% h*	45 30% h	150 34% m	102 24%	
A little more divided than ten years ago	353 33%	187 36%	164 31%	111 34%	137 35%	106 31%	36 29%	74 36%	65 35%	71 35%	63 35% F	42 26% *	100 35%	94 30%	79 35%	80 33%	80 32%	107 39% U	80 33%	48 32%	10 18% *	28 30% *	297 33%	56 34%	201 33%	104 32%	49 37%	98 35%	255 33% g	120 35%	233 32%	241 36% g	112 29%	110 34%	109 37%	27 33% *	39 26%	156 35% m	144 35%	
About the same as ten years ago	180 17%	87 17%	92 17%	46 14%	55 14% DEHI	79 19% DH	24 11%	22 12%	24 15%	32 22% DEHI	40 24% DEHI*	39 24% DEHI**	52 18%	49 16%	34 15%	44 18%	47 19%	46 17%	36 15%	27 18%	12 23% *	11 12% *	157 17%	23 14%	108 18%	52 16%	20 16%	45 16%	134 17% i	54 16%	126 17%	109 16%	71 18%	69 21% i	38 13% *	15 18% *	30 20% i	71 16%	78 19%	
A little less divided than ten years ago	136 13%	61 12%	72 13%	54 16% EIK	41 10% E	41 12% E	21 17% E	32 16%	18 9%	23 11%	18 10%	23 14% *	36 13%	35 11%	33 15%	31 13%	34 14%	31 11%	31 13%	23 16%	8 14% *	9 10% *	117 13%	19 12%	74 12%	39 12%	22 17%	34 12%	102 13% j	38 11% j	98 14%	79 12%	57 14%	56 17% ij	18 6% *	6 7% *	19 13% i	35 8% i	54 13% i	
A lot less divided than ten years ago	41 4%	19 4%	22 4%	15 5%	9 2%	16 5% EI	8 4% EI	8 4%	3 2%	6 3%	6 3%	10 6% *	10 4%	9 3%	10 4%	12 5%	13 5%	8 3%	13 6%	5 4%	- 1% *	1 1% *	31 3%	9 6%	17 3%	20 6% Y	4 3%	12 4% Y	29 4% Y	7 2% Y	33 5%	28 4%	13 3%	16 5% *	10 3% *	3 5% *	7 3% *	11 3% *	18 4%	
Don't know	69 6%	15 3%	52 10%	31 9% FKL	30 8% FK	8 2%	15 12% FKL	16 8% FK	19 10%	11 6%	4 2%	4 2% *	13 5%	25 8% O	6 3%	24 10% MO	13 5%	17 6%	14 6%	9 6%	6 11% *	9 9% *	60 7%	9 5%	31 5%	31 9%	6 5%	20 7%	48 6% Y	15 4% Y	54 7%	42 6%	27 7%	7 2% *	17 6% *	6 7% *	9 6% *	17 4% *	21 5% *	
Net: More divided than 10 years ago	641 60%	339 65% c	294 55%	184 56% g	258 66% DGL	200 58% g	57 46%	127 62% DG	126 67% DG	131 64% g	112 62% FG	88 54% *	175 61%	192 62%	144 63%	130 54%	144 57%	175 63%	149 61%	84 56%	28 52% *	62 68% *	538 60%	103 63%	378 62%	186 57%	76 59%	172 61%	469 60% e	230 67% e	412 57%	416 62%	225 57%	174 54%	215 72% ha	53 65% *	84 57% *	306 70% m	247 59%	
Net: Less divided than 10 years ago	176 17%	80 15%	93 18%	69 21% EIK	50 13% K	57 17% EUK	29 23% EI	40 20% EI	21 11%	29 14%	23 13%	33 20% *	46 16%	44 14%	43 19%	43 18%	47 19%	39 14%	45 18%	29 19%	8 14% *	10 11% *	148 16%	28 17%	91 15%	58 18%	27 21%	45 16%	131 17% d	45 18% d	131 13%	107 16%	69 18%	72 22% ij	28 9%	9 10% *	26 17% i	46 10% i	72 17% i	
Net Diff.	465 44%	259 50%	201 38%	115 35%	207 53%	143 42%	28 22%	87 42%	105 56%	102 50%	88 49%	55 34%	128 45%	148 48%	101 45%	87 36%	97 39%	136 49%	104 43%	55 37%	21 38%	52 57%	390 43%	75 46%	287 47%	128 39%	50 38%	126 45%	339 43%	184 54%	281 39%	310 46%	155 40%	102 32%	187 63%	45 54%	58 39%	260 59%	175 42%	

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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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Fieldwork: 24-27 April 2020
Adults online aged 18-75 in GB

Q5.Thinking about the coronavirus outbreak, which of these statements comes closest to your view?
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	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391				
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418				
Even though the coronavirus outbreak will be tough, Britain will be stronger when it gets through it	449	221	224	139	161	149	53	86	69	92	75	74	119	122	97	111	102	121	104	62	21	38	369	80	270	125	53	119	330	131	317	291	157	181	85	32	65	136	226				
	42%	42%	42%	42%	41%	43%	42%	42%	36%	45%	42%	45% *	42%	39%	43%	46%	40%	44%	43%	42%	39% *	42% *	41%	49%	44%	38%	41%	42%	42%	38%	44%	43%	40%	56% jk	39%	29%	39% *	44% i	31%	54% i			
The coronavirus outbreak will be so tough that Britain will be weaker because of it for years to come	472	237	228	145	175	152	55	91	92	83	84	68	138	148	96	90	114	126	109	54	25	44	411	62	263	156	53	121	351	164	308	300	172	114	175	41	63	249	150				
	44%	45%	43%	44%	44%	44%	44%	44%	48%	41%	47%	42% *	48% p	48% p	42%	37%	45%	46%	45%	37%	47% *	47% *	45%	38%	43%	48%	41%	43%	45%	48%	43%	44%	44%	36%	58% hk	50% ht*	43%	57% m	36%				
Don't know	145	63	79	46	58	42	18	28	29	28	21	21	29	41	35	40	36	29	30	32	8	10	124	21	75	46	24	43	102	48	97	83	62	26	39	9	20	55	41				
	14%	12%	15%	14%	15%	12%	14%	14%	15%	14%	11%	13%	10%	13%	15%	17% M	14%	10%	12%	22% RS	15% *	11% *	14%	13%	12%	14%	19%	15%	13%	14%	13%	12%	16%	8%	13%	11% *	13%	12%	10%				

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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(*)
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Fieldwork: 24-27 April 2020

Adults online aged 18-75 in GB

Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both? - Summary

All adults online aged 18-75 in Great Britain

Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both?						
	A. Young people. B. Old people	A. Rich people B. Poor people	A. People in cities B. People in rural areas	A. White people B. People from ethnic minorities	A. Men B. Women	A. People like you B. Other groups of the population
	(A)	(B)	(C)	(D)	(E)	(F)
Unweighted base	1066	1066	1066	1066	1066	1066
Weighted base	1066	1066	1066	1066	1066	1066
Much more negative for GROUP A	43 4% BD	24 2% D	314 29% ABDEF	12 1% ABDF	82 8% ABDF	49 5% BD
A little more negative for GROUP A	46 4% D	38 4% D	291 27% ABDEF	21 2% ABDF	207 19% ABDF	95 9% ABD
Will have the same impact on both	222 21% A	264 25% A	237 22% ABC	402 38% ABCD	536 50% ABCD	490 46% ABCD
A little more negative for GROUP B	218 20% BCD	163 15% CE	67 6% ABDEF	278 26% ABDEF	75 7% CE	189 18% CE
Much more negative for GROUP B	465 44% CDEF	492 46% CDEF	68 6% E	233 22% CEF	38 4% CE	113 11% CE
Coronavirus won't have a negative impact on either	15 1% AF	23 2% AF	19 2% AF	31 3% ACF	34 3% ACF	18 2% ACF
Don't know	56 5% ABC	61 6% ABC	70 7% ABC	90 8% ABC	94 9% ABC	112 11% ABCD

Net: More negative for A	90 8% BD	62 6% D	605 57% ABDEF	33 3% ABDF	288 27% ABDF	144 13% ABD
Net: More negative for B	683 64% CDEF	655 61% CDEF	135 13% CEF	510 48% CEF	113 11% CE	302 28% CE
Net Diff.	-593 -56%	-593 -56%	470 44%	-477 -45%	175 16%	-158 -15%

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Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both? - A. Young people. B. Old people
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	
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Unweighted base	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391			
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418			
Much more negative for GROUP A	43 4%	18 4%	25 5%	8 2%	20 5%	15 4%	4 3%	4 2%	9 5%	11 6%	6 4%	9 5% *	14 5%	10 3%	11 5%	8 3%	13 5%	9 3%	13 5%	5 4%	1 2% *	3 4% *	37 4%	6 4%	33 5% z	3 1%	7 5% z	13 5%	30 4%	19 6%	24 3%	25 4%	18 5%	19 6%	9 3%	2 2% *	6 4%	16 4%	17 4%			
A little more negative for GROUP A	46 4%	23 4%	23 4%	14 4%	20 5%	13 4%	6 5%	7 4%	11 6%	9 4%	7 4%	5 3%	15 5%	11 3%	12 5%	8 3%	7 3%	12 4%	9 4%	9 6%	5 9% Q*	4 5% *	40 4%	7 4%	24 4%	12 4%	11 8% z	11 4%	35 4%	22 7% e	24 3%	31 5%	15 4%	11 3%	15 5%	3 3% *	4 3%	22 5%	13 3%			
Will have the same impact on both	222 21%	105 20%	114 22%	78 24%	84 21%	61 18%	24 19%	54 26% FL	37 20%	47 23%	35 20%	25 16% *	53 19%	68 22%	39 17%	62 26%	59 23% V	65 24% V	52 21%	25 17%	11 21% *	11 12% *	195 22%	27 17%	135 22% a	72 22% a	16 12%	47 16%	176 22%	65 19%	157 22%	144 21%	78 20%	59 18%	73 24%	12 14% *	36 24%	80 18%	109 26% I			
A little more negative for GROUP B	218 20%	104 20%	110 21%	75 23%	66 17%	77 23%	26 20%	49 24% J	35 18%	31 15%	35 20%	42 26% J*	64 22%	56 18%	50 22%	47 20%	54 22%	59 21%	43 18%	36 24%	8 15% *	18 19% *	170 19%	48 30% W	113 19%	69 21%	36 28% Y	53 19%	165 21%	67 19%	151 21%	132 20%	86 22%	73 23%	51 17%	19 24% *	36 24%	86 19%	83 20%			
Much more negative for GROUP B	465 44%	246 47% C	213 40%	123 37%	176 45% H	165 48% DH	52 41%	72 35%	85 45%	91 45%	85 48% DH	80 49% H*	123 43%	148 48% P	100 44%	94 39%	95 38%	113 41%	117 48% Q	66 44%	25 47% *	49 53% Q*	399 44%	66 41%	270 44%	144 44%	52 40%	131 46%	334 43%	152 44%	313 43%	300 45%	165 42%	145 45%	135 45%	44 53% *	58 39%	211 48%	182 44%			
Coronavirus won't have a negative impact on either	15 1%	7 1%	8 1%	10 3% F	4 1%	1 *	5 4% EFKL	4 2%	1 2%	3 2%	1 1%	- 1% *	5 2%	3 1%	6 3%	1 *	3 1%	4 1%	3 1%	3 2%	2 3% *	- - 2%	15 2%	- - 2%	9 1%	5 2%	1 1%	6 2%	9 1%	5 1%	10 1%	12 2%	3 1%	4 1%	3 1%	- - 1%	2 1%	4 1%	3 1%			
Don't know	56 5%	18 3%	37 7% B	23 7% FL	22 6%	11 3%	8 7% L	14 7% L	12 6% L	11 5%	9 5% F	2 1% *	12 4%	15 5%	9 4%	21 9% M	21 8% S	15 5%	7 3%	5 3%	2 3% *	6 7% *	47 5%	9 5%	26 4%	23 7%	7 5%	21 7%	35 4%	13 4%	43 6%	29 4%	27 7%	9 3%	13 4%	3 4% *	7 5%	20 4%	12 3%			
Net: More negative for A	90 8%	41 8%	49 9%	21 7%	40 10%	28 8%	10 8%	11 6%	20 11%	20 10%	14 8%	14 9% *	29 10%	21 7%	24 10%	16 7%	19 8%	21 7%	21 9%	15 10%	6 11% *	8 9% *	77 9%	13 8%	57 9% z	15 5%	18 14% z	24 9%	66 8%	41 12% e	48 7%	56 8%	34 9%	30 9%	24 8%	5 6% *	10 6%	38 9%	30 7%			
Net: More negative for B	683 64%	350 67%	323 61%	198 60%	242 62%	243 71% DEHK	77 62%	121 59%	120 63%	123 60%	120 67%	122 75% DEGHI*	188 65%	205 66%	150 66%	141 58%	149 59%	172 62%	160 66%	102 68%	33 62%	67 73% Q*	569 63%	114 70%	382 63%	212 65%	88 68%	185 65%	498 64%	219 64%	464 64%	432 64%	251 64%	218 68%	186 62%	63 76% J*	94 63%	296 68%	265 63%			
Net Diff.	-593 -56%	-309 -59%	-275 -52%	-177 -54%	-202 -51%	-215 -63%	-67 -54%	-109 -53%	-100 -53%	-102 -50%	-106 -59%	-108 -66%	-159 -55%	-183 -59%	-127 -56%	-125 -52%	-130 -52%	-152 -55%	-138 -57%	-87 -58%	-28 -51%	-59 -64%	-492 -54%	-101 -62%	-325 -53%	-197 -60%	-71 -54%	-161 -57%	-433 -55%	-177 -52%	-416 -58%	-376 -56%	-217 -55%	-188 -58%	-162 -54%	-58 -70%	-85 -57%	-258 -59%	-235 -56%			

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(*)

Ipsos MORI Coronavirus Polling
PUBLIC
Fieldwork: 24-27 April 2020
Adults online aged 18-75 in GB

Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both? - A. Rich people B. Poor people
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		1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391	
Weighted base		1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418	
Much more negative for GROUP A		24 2%	11 2%	12 2%	14 4% FK	8 2%	2 1% K	4 3% FE	10 5% FXK	6 3% K	2 1%	- 1%	2 1% +	3 1%	7 2%	8 4%	7 3%	8 3%	3 1%	9 4%	3 2%	1 3%	1 1% +	23 3%	1 1%	13 2%	8 2%	4 3%	10 3%	15 2%	7 2%	17 2%	17 3%	7 2%	3 1%	3 1%	3 4% +	6 4%	10 2%	9 2%	
A little more negative for GROUP A		38 4%	22 4%	15 3%	18 6% EI	8 2%	11 3% K	9 7% EUK	9 4%	2 1%	5 3%	4 2%	8 5% +	13 5%	12 4%	7 3%	5 2%	12 5%	4 2%	6 2%	9 6% R	4 7% R*	3 2% R*	35 4%	2 1%	22 4%	10 3%	6 5%	8 3%	30 4%	8 2%	29 4%	27 4%	10 3%	17 5%	7 2%	1 2% +	6 4%	18 4%	10 2%	
Will have the same impact on both		264 25%	126 24%	137 26%	74 22%	88 22%	102 30% GI	24 19%	50 24%	37 20%	51 25%	57 32% DEGI	45 28% +	62 22%	66 21%	61 27%	75 31% MN	57 23%	81 29%	56 23%	30 20%	12 23%	26 29%	220 24%	44 27%	161 26%	76 23%	27 21%	66 23%	198 25%	59 17%	205 28% d	167 25%	97 25%	89 28% i	56 19%	18 22% +	37 25%	80 18%	132 32% i	
A little more negative for GROUP B		163 15%	84 16%	78 15%	56 17%	47 12%	61 18%	22 18%	34 16%	23 12%	24 12%	27 15%	34 21% t*	48 17%	47 15%	38 17%	30 12%	42 17%	43 15%	42 17%	15 10%	9 17% +	12 13% +	125 14%	38 24% W	87 14%	47 14%	29 23% yz	46 16%	117 15%	55 16%	108 15%	96 14%	67 17%	71 22% jk	48 16%	9 10% +	18 12%	64 15%	67 16%	
Much more negative for GROUP B		492 46%	239 46%	242 46%	137 42%	205 52% DFH	150 44%	54 43%	83 41%	105 55% DFGH	101 49%	80 45%	69 42% +	144 50% P	155 50% P	99 43%	95 39%	104 42%	116 42%	120 49%	84 57% QR	24 44% +	44 48% +	426 47%	66 41%	282 46%	158 48%	52 40%	122 43%	370 47%	194 57% e	298 41%	319 47%	174 44%	122 38%	170 57% h	46 56% h*	74 50% h	237 54% m	180 43%	
Coronavirus won't have a negative impact on either		23 2%	15 3%	9 2%	5 2%	13 3%	5 1%	2 3%	3 1%	6 3%	8 4%	3 2%	1 1% +	6 2%	9 3%	4 2%	4 2%	5 2%	12 4% s	2 1%	1 1%	2 3% +	1 1% +	22 2%	2 1%	14 2%	4 1%	6 5% z	9 3%	15 2%	5 1%	19 3%	17 3%	6 2%	6 2%	3 1%	1 2% +	2 1%	8 2%	7 2%	
Don't know		61 6%	24 5%	37 7%	25 8%	23 6%	13 4%	9 7%	16 8%	11 6%	13 6%	9 5%	4 3% +	11 4%	15 5%	10 5%	24 10% MN	24 10% ST	17 6%	7 3%	5 4%	2 5% +	5 5% +	52 6%	9 6%	31 5%	24 7%	6 5%	21 8%	40 5%	16 5%	46 6%	31 5%	31 8%	14 4%	11 4%	4 4% +	7 4%	21 5%	13 3%	
Net: More negative for A		62 6%	33 6%	28 5%	32 10% EFUK	16 4%	14 4% K	13 11% EFUK	19 9% EFJK	8 4%	8 4%	4 2%	10 6% +	16 5%	19 6%	15 7%	12 5%	19 8% R	7 3%	15 6%	13 9% R	5 8% +	4 4% +	59 7%	3 2%	34 6%	18 5%	10 7%	18 6%	44 6%	16 5%	46 6%	44 7%	18 5%	20 6%	10 3%	4 5% +	12 8%	29 7%	19 4%	
Net: More negative for B		655 61%	323 62%	320 60%	193 59%	252 64%	210 61%	76 61%	117 57%	128 67%	124 61%	107 60%	103 63% +	192 67% P	202 65% P	137 60%	125 52%	146 58%	159 57%	162 67%	99 67%	33 61% +	56 61% +	551 61%	104 64%	369 61%	205 63%	81 62%	169 60%	487 62%	249 72% e	407 56%	415 62%	241 61%	193 60%	219 73% hk	55 67% +	91 62%	301 69% m	247 59%	
Net Diff.		-593 -56%	-290 -56%	-292 -55%	-161 -49%	-236 -60%	-197 -57%	-63 -50%	-98 -48%	-120 -63%	-117 -57%	-103 -58%	-93 -57%	-176 -61%	-183 -59%	-122 -53%	-113 -47%	-127 -50%	-152 -55%	-148 -61%	-87 -58%	-28 -53%	-52 -56%	-492 -55%	-101 -62%	-335 -55%	-187 -57%	-72 -55%	-151 -53%	-443 -57%	-233 -68%	-360 -50%	-371 -55%	-223 -57%	-173 -54%	-208 -70%	-51 -62%	-80 -54%	-272 -62%	-228 -55%	

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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(*)

Ipsos MORI Coronavirus Polling

PUBLIC

Fieldwork: 24-27 April 2020

Adults online aged 18-75 in GB

Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both? - A. People in cities B People in rural areas

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)	Widowed/ Divorced/ Separated (Z)	At least one child present (a)	No children present (b)	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	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391			
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418			
Much more negative for GROUP A	314 29%	155 30%	153 29%	73 22%	133 34% DGH	108 31% DG	25 20%	48 24%	66 35% DGH	67 33% DG	58 33% DG	49 30% +	88 31% P	95 31% P	77 34% P	54 22%	64 25%	79 29%	78 32%	50 33%	13 25% +	31 34% +	269 30%	45 28%	194 32%	85 26%	35 27%	80 28%	234 30%	101 29%	213 30%	195 29%	119 30%	99 31%	97 32%	28 34% +	34 23%	134 30%	129 31%			
A little more negative for GROUP A	291 27%	161 31% C	128 24%	78 24%	108 27%	106 31% G	26 21%	52 25%	47 25%	60 30%	55 31%	51 31% +	78 27%	82 26%	61 27%	69 29%	64 26%	78 28%	80 33%	36 24%	16 30% +	16 17% +	240 27%	51 32%	175 29%	82 25%	34 27%	63 22%	228 29% b	107 31%	184 26%	198 29%	93 24%	88 27%	90 30%	21 26% +	46 31%	131 30%	118 28%			
Will have the same impact on both	237 22%	112 21%	125 23%	96 29% EFUK	72 18%	70 20%	38 30% EFUK	58 28% EK	30 16%	42 21%	34 19%	35 22% +	61 21%	63 20%	54 24%	60 25%	61 24%	62 23%	50 20%	33 22%	13 23% +	19 20% +	203 22%	34 21%	126 21%	82 25%	29 22%	69 25%	168 21%	67 20%	170 24%	149 22%	88 22%	77 24%	57 19%	19 23% +	31 13%	87 20%	101 24%			
A little more negative for GROUP B	67 6%	24 5%	42 8%	21 7% H	24 6%	21 6%	15 12% DEHJ	7 3%	15 8%	10 5%	11 6%	10 6% +	21 7%	20 7%	10 5%	15 6%	14 6%	20 7%	6 2%	11 7% S	6 12% S*	9 10% S*	54 6%	13 8%	33 5%	22 7%	13 10%	22 8%	45 6%	21 6%	46 6%	44 7%	23 6%	18 6%	16 5%	3 4% HJ	19 13% HJ	27 6%	21 5%			
Much more negative for GROUP B	68 6%	37 7%	30 6%	24 7%	23 6%	22 7%	9 7%	15 7%	14 7%	9 4%	9 5%	13 8% +	24 8%	21 7%	7 3%	16 7%	21 8%	14 5%	13 5%	8 6%	3 6% +	8 9% +	56 6%	12 7%	35 6%	25 8%	8 6%	19 7%	50 6%	22 6%	47 6%	40 6%	28 7%	24 8%	14 5%	6 8% +	9 6%	28 6%	27 7%			
Coronavirus won't have a negative impact on either	19 2%	10 2%	9 2%	9 3%	7 2%	3 1%	3 2%	7 3%	2 1%	4 2%	2 1%	1 1% +	3 1%	7 2%	6 3%	2 1%	6 2%	9 3%	3 1%	1 1%	- -	- -	16 2%	3 2%	13 2%	4 1%	1 1%	7 2%	12 2%	6 2%	13 2%	16 2%	3 1%	6 2%	5 2%	1 1% +	1 1%	5 1%	8 2%			
Don't know	70 7%	23 4%	45 9%	28 9% FL	27 7%	14 4%	10 8%	18 9% L	15 8%	12 6%	10 6%	4 3% +	12 4%	23 7%	10 4%	25 10% M	21 8%	15 5%	13 5%	9 6%	2 4% +	9 10% +	65 7%	5 3%	33 5%	27 8%	9 7%	23 8%	46 6%	20 6%	49 7%	31 5%	39 10% f	10 3%	19 6%	4 5% +	8 5%	27 6%	13 3%			
Net: More negative for A	605 57%	316 61% C	281 53%	151 46%	240 61% DGH	213 62% DGH	52 41%	100 49%	113 60% DGH	127 62% DGH	113 63% DGH	100 61% DG*	166 58%	177 57%	139 61%	123 51%	128 51%	157 57%	158 65% GV	86 58%	30 55% +	47 51% +	509 56%	96 59%	369 61% Z	167 51%	70 54%	143 51%	462 59% b	208 60%	398 55%	393 58%	212 54%	187 58%	187 63%	49 60% +	80 54%	265 60%	247 59%			
Net: More negative for B	135 13%	61 12%	71 13%	46 14%	47 12%	43 12%	23 19% DJ	22 11%	28 15%	19 9%	20 11%	22 14% +	45 16% O	41 13%	18 8%	32 13%	35 14%	34 12%	19 8%	19 13%	10 18% S*	17 19% S*	111 12%	24 15%	68 11%	47 14%	21 16%	40 14%	95 12%	43 12%	92 13%	84 13%	51 13%	42 13%	31 10%	9 11% +	28 19% i	55 13%	48 11%			
Net Diff.	470 44%	255 49%	209 39%	106 32%	193 49%	171 50%	28 23%	78 38%	85 45%	108 53%	93 52%	78 48%	121 42%	136 44%	121 53%	91 38%	93 37%	123 44%	139 57%	66 45%	20 37%	29 32%	398 44%	72 44%	301 49%	120 37%	49 37%	103 36%	367 47%	165 48%	305 42%	309 46%	161 41%	145 45%	156 52%	40 48%	52 35%	210 48%	199 48%			

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Overlap formulae used

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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(**)

Ipsos MORI Coronavirus Polling

PUBLIC

Fieldwork: 24-27 April 2020

Adults online aged 18-75 in GB

Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both? - A. White people B. People from ethnic minorities

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	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391	
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418	
Much more negative for GROUP A	12 1%	5 1%	6 1%	5 2% H	4 1%	3 1%	4 4% DFH	1 *	3 1%	2 1%	2 1%	1 1% *	5 2%	3 1%	3 1%	1 *	1 *	3 1%	4 2%	3 2%	1 1%	- *	10 1%	2 1%	8 1%	3 1%	1 1%	2 1%	10 1%	6 2%	6 1%	7 1%	5 1%	6 2%	1 *	1 1% *	1 1%	4 1%	4 1%	
A little more negative for GROUP A	21 2%	13 3%	8 1%	14 4% EFL	4 1%	3 1%	7 5% EFL	7 4% EFL	1 1%	3 1%	3 2%	- *	5 2%	8 2%	4 2%	4 2%	6 2%	5 2%	5 2%	4 3%	1 1%	- *	21 2%	- -	11 2%	9 3%	2 1%	7 2%	14 2%	6 2%	15 2%	13 2%	8 2%	6 2%	4 1%	2 3% *	3 2%	3 1%	6 1%	7 2%
Will have the same impact on both	402 38%	192 37%	206 39%	134 41% G	153 39%	115 33%	41 32%	93 46% DFGKL	75 40%	78 38%	63 35%	52 32% *	101 35%	118 38%	88 39%	95 40%	99 39%	98 36%	94 39%	49 33%	22 41% *	39 43% *	339 37%	63 39%	234 38%	118 36%	49 38%	114 40%	287 37%	105 31%	297 41% d	253 38%	149 38%	132 41%	99 33%	28 34% *	61 41%	143 33% i	192 46% i	
A little more negative for GROUP B	278 26%	152 29%	122 23%	73 22%	101 26%	104 30% DH	30 24%	44 21%	49 26%	52 25%	59 33% DH	45 27% *	73 25%	74 24%	63 28%	68 28%	56 22%	79 29%	65 27%	31 21%	19 36%	27 29% *	243 27%	34 21%	164 27%	82 25%	32 25%	65 23%	213 27%	105 30% e	173 24%	181 27%	97 25%	80 25%	87 29%	25 31% *	42 28%	135 31% m	97 23%	
Much more negative for GROUP B	233 22%	106 20%	122 23%	56 17%	80 20%	97 28% DEHIK	25 20%	31 15%	35 19%	44 22%	38 21%	58 36% DEGHIK*	77 27% P	77 25% P	46 20%	33 14%	51 20%	57 21%	53 22%	49 33% QRSUV	8 16% *	14 15% *	187 21%	46 28%	135 22%	65 20%	32 25%	55 19%	178 23%	94 27% e	138 19%	148 22%	85 22%	74 23%	76 25%	20 25% *	29 19%	106 24%	83 20%	
Coronavirus won't have a negative impact on either	31 3%	21 4%	10 2%	16 5% FKL	14 4% FK	1 *	7 6% FKL	8 4% FKL	9 5% FKL	5 3% F	1 1%	- *	11 4%	6 2%	6 3%	9 4%	8 3%	10 3%	9 4%	3 2%	- *	2 2% *	26 3%	5 3%	11 2%	14 4% Y	6 4%	14 5% c	18 2%	8 2%	23 3%	20 3%	11 3%	10 3%	7 2%	- *	4 3%	9 2%	13 3%	
Don't know	90 8%	32 6%	57 11%	31 9%	37 10%	21 6%	11 9%	20 10%	17 9%	20 10%	14 8%	8 5% *	16 6%	26 8%	17 8%	31 13% M	32 13% ST	25 9%	12 5%	9 6%	3 5%	10 11% *	78 9%	12 8%	45 7%	37 11%	8 6%	26 9%	64 8%	20 6%	71 10% d	52 8%	38 10%	13 4%	24 8%	5 6% *	9 6%	35 8%	21 5%	
Net: More negative for A	33 3%	18 4%	14 3%	19 6% EFL	8 2%	6 2%	11 9% EFL	8 4%	4 2%	4 2%	5 3%	1 1% *	10 3%	11 4%	7 3%	5 2%	7 3%	8 3%	9 4%	8 5% V	1 3% *	- *	31 3%	2 1%	19 3%	12 4%	3 2%	9 3%	24 3%	12 3%	21 3%	20 3%	13 3%	12 4%	6 2%	3 4% *	5 3%	10 2%	12 3%	
Net: More negative for B	510 48%	258 49%	243 46%	130 39%	180 46% H	200 55% DEGHIK	55 44%	75 36%	84 45%	96 47% H	97 54% DH	103 63% DEGHI*	150 52% P	151 49%	109 48%	100 42%	106 42%	136 49%	118 49%	81 54% Q	28 51% *	41 45% *	430 48%	80 49%	299 49%	146 45%	65 50%	120 42%	391 50% b	199 58% e	311 43%	329 49%	181 46%	155 48%	163 55%	46 55% *	71 48%	242 55% m	180 43%	
Net Diff.	-477 -45%	-239 -46%	-230 -43%	-110 -33%	-173 -44%	-194 -57%	-44 -35%	-67 -33%	-81 -43%	-92 -45%	-93 -52%	-102 -62%	-140 -49%	-140 -45%	-102 -45%	-95 -39%	-100 -40%	-128 -46%	-109 -45%	-73 -49%	-26 -49%	-41 -45%	-399 -44%	-78 -48%	-280 -46%	-135 -41%	-62 -48%	-110 -39%	-367 -47%	-187 -54%	-290 -40%	-309 -46%	-168 -43%	-143 -44%	-157 -53%	-42 -51%	-66 -45%	-232 -53%	-168 -40%	

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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(*)

Ipsos MORI Coronavirus Polling
PUBLIC
Fieldwork: 24-27 April 2020
Adults online aged 18-75 in GB

Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both? - A. Men B. Women

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)	Widowed/ Divorced/ Separated (Z)	At least one child present (a)	No children present (b)	Graduate (c)	Non- graduate (d)	Working (e)	Not working (f)	Conservati ve (g)	Labour (h)	Liberal Democrats (i)	Other (j)	Remain (k)	Leave (l)			
Unweighted base	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391		
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418		
Much more negative for GROUP A	82 8%	41 8%	40 8%	19 6%	34 9%	29 9%	5 4%	14 7%	15 8%	18 9%	14 8%	15 9% *	23 8%	30 10% P	19 8%	10 4%	19 4%	17 6%	20 8%	13 9%	3 5% *	9 10% *	72 8%	10 6%	48 8%	24 7%	9 7%	12 4%	69 11% b	38 6% e	44 6%	57 8%	25 6%	32 10%	17 6%	8 9% *	14 9%	38 9%	33 8%		
A little more negative for GROUP A	207 19%	111 21%	93 17%	39 12%	68 17%	99 17% DEGHUK	14 11% DEGHUK	26 12% DEGHUK	29 15% D	39 19% D	40 22% DGH	60 36% DEGHUK*	58 20% P	71 23% P	44 19%	34 14%	41 16%	50 18%	53 22%	34 23%	8 15% *	21 22% *	180 20%	27 16%	128 21%	59 18%	20 15%	45 16%	162 21% b	77 23% e	129 18%	124 18%	83 21%	65 20%	63 21%	26 32% ha*	23 16%	110 25% m	71 17%		
Will have the same impact on both	536 50%	259 50%	270 51%	166 50% GL	207 53% L	163 47% L	54 43% GL	112 55% GL	98 52% L	109 53% L	101 56% FGL	62 38% *	135 47%	150 48%	128 56%	123 51%	131 52%	143 52%	124 51%	64 43%	31 57% *	42 46% *	433 48%	103 63% W	310 51%	154 47%	72 55%	136 48%	399 51%	153 44%	383 53% d	340 50%	196 50%	168 52%	143 48%	38 45% *	70 47%	194 44%	238 57% i		
A little more negative for GROUP B	75 7%	34 6%	41 8%	36 11% FHE	28 7% FK	11 3% K	20 16% DEFGHKL	16 8% FK	16 8% FK	12 6%	3 2%	8 5% *	24 8%	15 5%	10 4%	27 11% NO	15 6%	20 7%	17 7%	10 7%	5 9% *	8 8% *	69 8%	6 4%	32 5%	33 10% Y	10 8%	27 10%	48 6% e	37 11% e	39 5%	54 8%	21 5%	13 4%	30 10% h	3 4% *	18 12% hj	34 8%	21 5%		
Much more negative for GROUP B	38 4%	18 3%	20 4%	24 7% EFHIUK	4 1% FL	10 3% FL	17 14% DEFGHKL	6 3% FL	2 1%	2 1%	4 2%	7 4% *	17 6% N	9 3%	5 2%	7 3%	8 3%	8 3%	6 2%	13 8% QRSV	2 4% *	1 2% *	36 4%	2 1%	19 3%	15 5%	4 3%	11 4%	27 3%	13 4%	25 3%	26 4%	12 3%	13 4%	12 4%	1 1% *	8 5%	19 4%	11 3%		
Coronavirus won't have a negative impact on either	34 3%	20 4%	15 3%	16 5% FL	14 4%	4 1%	6 4% FL	10 5% FL	7 4% L	7 3%	4 2% F	- - *	13 4%	8 2%	4 2%	10 4%	9 4%	11 4%	5 2%	6 4%	2 3% *	1 2% *	30 3%	4 3%	17 3%	9 3%	8 6%	15 5% c	19 2%	9 3%	26 4%	21 3%	13 3%	11 4%	8 3%	1 2% *	4 3%	8 2%	13 3%		
Don't know	94 9%	38 7%	53 10%	30 9%	39 10%	25 7%	9 8%	21 10%	21 11%	17 9%	13 7%	12 8% *	17 6%	29 9%	18 8%	30 13% M	26 11%	27 10%	19 8%	9 6%	3 6% *	10 10% *	83 9%	11 7%	53 9%	33 10%	8 6%	36 13% c	58 7%	17 5%	77 11% d	52 8%	42 11%	19 6%	25 8%	5 7% *	10 7%	35 8%	30 7%		
Net: More negative for A	288 27%	152 29%	133 25%	58 18%	102 26% DG	129 38% DEGHUK	19 15%	39 19%	45 24%	57 28% DG	54 30% DGH	75 46% DEFGHIJK*	81 28% P	101 33% P	63 28%	44 18%	61 24%	67 24%	73 30%	47 32%	11 21% *	30 32% *	252 28%	37 23%	177 29%	83 25%	29 22%	57 20%	231 30% b	116 34% e	173 24%	180 27%	108 28%	97 30%	81 27%	34 41% la*	37 25% m	149 34%	104 25%		
Net: More negative for B	113 11%	52 10%	60 11%	60 18% EFHIUKL	32 8%	22 6% K	38 30% DEFGHKL	22 11% K	18 10% K	14 7%	7 4%	15 9% *	41 14% NO	23 7%	15 7%	34 14% NO	24 9%	28 10%	23 9%	23 15%	7 13% *	9 10% *	105 12% X	8 5%	51 8%	48 15% Y	14 11%	39 14%	75 10% e	50 14% e	63 9%	80 12%	33 8%	26 14% hj	42 14% *	4 5% hj	27 18% hj	53 12%	32 8%		
Net Diff.	175 16%	101 19%	73 14%	-2 *	70 18%	107 31%	-19 -15%	18 9%	26 14%	44 21%	47 26%	60 37%	40 14%	78 25%	48 21%	10 4%	37 15%	39 14%	50 21%	24 16%	4 8%	21 23%	146 16%	29 18%	126 21%	35 11%	15 11%	19 7%	157 20%	66 19%	110 15%	101 15%	75 19%	71 22%	38 13%	30 36%	11 7%	96 22%	72 17%		

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Overlap formulae used

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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,aa,b,c,d,e,f,g,h,i,j,k,l,m Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus Polling
PUBLIC
Fieldwork: 24-27 April 2020
Adults online aged 18-75 in GB

Q8C.Taking all the potential effects into account (such as health, economic, and social impacts), do you think the coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both? - A. People like you B. Other groups of the population

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	1066	505	547	358	383	325	156	202	173	210	219	106	341	382	113	230	257	274	236	150	53	96	917	149	582	346	138	280	786	452	614	694	372	315	305	87	153	459	391	
Weighted base	1066	521	531	330	393	343	125	205	189	204	179	164	287	311	227	241	251	276	243	149	54	92	903	163	609	327	130	283	783	344	722	674	392	322	299	82	149	439	418	
Much more negative for GROUP A	49 5%	19 4%	28 5%	9 3%	26 7% D	14 4%	4 3%	5 3%	9 5%	17 9% DEGH	8 4%	6 3% +	11 4%	16 5%	11 5%	10 4%	10 4%	17 6%	10 4%	6 4%	3 6% +	1 1% +	42 5%	6 4%	24 4%	16 5%	9 7%	16 6%	32 4%	13 4%	36 5%	21 3%	27 7% f	17 5%	12 4%	3 3% +	6 4%	20 4%	21 5%	
A little more negative for GROUP A	95 9%	50 10%	42 8%	36 11%	26 7%	33 10%	19 15% EIJ	17 8%	12 6%	14 7%	16 9%	17 10%	24 8%	30 10%	18 8%	23 10%	23 9%	25 9%	25 10%	10 6%	6 11% +	6 7% +	79 9%	16 10%	40 7%	36 11% y	19 15% y	27 9%	69 9%	28 8%	68 9%	58 9%	37 10%	27 8%	30 10% j	2 2% +	18 12% +	46 10%	29 7%	
Will have the same impact on both	490 46%	253 49%	233 44%	132 40%	199 51% DGH	160 47%	47 38%	84 41%	94 49%	105 52% DG	86 48%	73 45% +	125 44%	132 42%	125 55% N	108 45%	128 51% T	124 45%	117 48%	56 38%	25 47% +	40 43% +	407 45%	84 51%	310 51% za	129 39%	52 40%	122 43%	369 47%	136 40%	354 49% d	326 48%	164 42%	157 49%	137 46%	37 45% +	66 44%	186 42%	221 53% i	
A little more negative for GROUP B	189 18%	100 19%	90 17%	63 19%	58 15%	68 20%	24 19%	39 19%	28 15%	30 15%	35 20%	33 20% +	61 21%	54 17%	37 16%	37 15%	29 12%	46 17%	55 23% q	30 20% q	10 19% +	19 20% +	160 18%	29 18%	103 17%	63 19%	23 18%	48 17%	141 18%	79 15% e	110 18%	122 17%	67 21%	68 18%	53 20% +	16 20% +	26 18%	88 20%	72 17%	
Much more negative for GROUP B	113 11%	54 10%	56 11%	36 11%	37 11%	40 9%	15 12% K	20 10%	22 12%	14 7%	15 8%	26 16% j*	39 14% P	38 12%	17 7%	18 8%	22 9%	34 12% s	13 5%	31 21% QRSU	3 5% +	10 11% +	100 11%	13 8%	62 10%	38 12%	13 10%	27 9%	86 11%	52 15% e	60 8%	67 10%	45 12%	33 10%	36 12% +	12 14% +	17 11%	51 12%	39 9%	
Coronavirus won't have a negative impact on either	18 2%	8 2%	10 2%	9 3% G	6 2%	4 1%	1 *	8 4% FL	4 2%	2 1%	4 2%	- 2% F	5 2% P	7 2%	2 1%	4 2%	7 3% R	1 *	5 2%	2 2%	1 2% +	1 2% +	16 2%	2 1%	14 2%	4 1%	- 2% -	6 2%	12 2%	5 2%	13 2%	12 2%	6 2%	5 1%	5 2%	1 1% +	2 1%	5 1%	5 1%	
Don't know	112 11%	38 7%	73 14% B	46 14% FL	42 11%	24 7%	15 12%	30 15% FL	21 11%	21 10%	15 9%	6 6% +	9 8%	22 11%	33 8%	18 8%	39 16% MNQ	32 13%	28 10%	18 7%	14 9%	6 10% +	15 16% s*	99 11%	13 8%	56 9%	41 13%	15 11%	38 13%	74 10%	30 9%	82 11%	66 10%	46 12%	15 5%	26 9%	12 15% h*	14 9%	43 10%	31 7%
Net: More negative for A	144 13%	68 13%	70 13%	45 14%	52 13%	47 14%	22 18%	23 11%	20 11%	32 16%	24 14%	23 14% +	35 12%	46 15%	29 13%	33 14%	33 13%	43 15%	35 15%	16 11%	9 17% +	8 8% +	122 13%	22 14%	64 10%	53 16% y	28 21% y	43 15%	101 13%	40 12%	104 14%	79 12%	65 16%	44 14%	42 14% j	4 5% +	24 16% j	65 15%	50 12%	
Net: More negative for B	302 28%	153 29%	145 27%	99 30% J	94 24%	108 32% EK	40 32% J	59 29%	51 27%	44 22%	50 28%	59 36% EJ*	100 35% OP	93 30%	54 24%	55 23%	51 20%	80 29% Q	69 28%	61 41% QRSU	13 24% +	29 31% +	260 29%	42 26%	165 27%	100 31%	36 28%	75 26%	227 29%	132 38% e	170 24%	189 28%	112 29%	101 31%	89 30%	28 34% +	43 29%	138 32%	111 27%	
Net Diff.	-158 -15%	-85 -16%	-76 -14%	-54 -16%	-42 -11%	-62 -18%	-17 -14%	-37 -18%	-30 -16%	-12 -6%	-26 -14%	-36 -22%	-65 -23%	-46 -15%	-25 -11%	-22 -9%	-18 -7%	-37 -13%	-33 -14%	-45 -30%	-4 -7%	-21 -23%	-138 -15%	-19 -12%	-101 -17%	-48 -15%	-9 -7%	-32 -11%	-126 -16%	-91 -27%	-67 -9%	-110 -16%	-48 -12%	-57 -18%	-47 -16%	-24 -29%	-19 -13%	-73 -17%	-61 -15%	

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Overlap formulae used

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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(**)