

Ipsos MORI Coronavirus Polling

PUBLIC

Fieldwork: 29 May - 3 June 2020

Adults online aged 18-75 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   |                       | Tenure                        |     |  |  | Car ownership |  |  |  |
|------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------|--------------|--------|--------|-----------|--------------|-----------|------------|-----------|--------------|-----------|-----------|--------------------------------|------------|----------------------------------|--------------------------------|-------------------------|--------------|------------------|----------------|-----------------|-----------------------------------|------------|----------------------|-----------|-------------------|-----------|----------------------------|---------------------------------|------------|-----------|----------|------------------------|-----------------------|-------------------------------|-----|--|--|---------------|--|--|--|
|                  | 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) | A8 (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 Democrat (j) | Other (k) | Remain (l)        | Leave (m) | Bought on a mortgage (n)   | Owned outright by household (o) | Rented (p) | Other (q) | None (r) | 1 car or light van (s) | 2 cars/light vans (t) | 3 or more cars/light vans (u) |     |  |  |               |  |  |  |
| Unweighted base  | 1241      | 586      | 651        | 363       | 394       | 484       | 155       | 208       | 178       | 216       | 195       | 289       | 406    | 473          | 127    | 235    | 310       | 328          | 299       | 149        | 57        | 98           | 1058      | 183       | 665                            | 404        | 172                              | 296                            | 945                     | 531          | 710              | 724            | 517             | 411                               | 335        | 115                  | 153       | 537               | 473       | 312                        | 476                             | 420        | 27        | 253      | 620                    | 290                   | 63                            |     |  |  |               |  |  |  |
| Weighted base    | 1241      | 613      | 624        | 381       | 456       | 404       | 146       | 235       | 220       | 236       | 212       | 192       | 332    | 365          | 265    | 279    | 295       | 322          | 283       | 174        | 59        | 108          | 1072      | 169       | 670                            | 409        | 162                              | 344                            | 897                     | 400          | 841              | 788            | 453             | 403                               | 331        | 102                  | 163       | 487               | 503       | 327                        | 410                             | 467        | 32        | 279      | 618                    | 272                   | 56                            |     |  |  |               |  |  |  |
| Very clear       | 245       | 110      | 133        | 72        | 74        | 99        | 26        | 46        | 33        | 41        | 50        | 49        | 73     | 73           | 45     | 54     | 61        | 73           | 46        | 37         | 11        | 17           | 201       | 43        | 155                            | 60         | 30                               | 72                             | 172                     | 71           | 174              | 146            | 99              | 125                               | 34         | 17                   | 33        | 78                | 128       | 59                         | 85                              | 89         | 9         | 42       | 140                    | 51                    | 10                            |     |  |  |               |  |  |  |
|                  | 20%       | 18%      | 21%        | 19%       | 16%       | 24%       | 18%       | 20%       | 15%       | 17%       | 24%       | 25%       | 22%    | 20%          | 17%    | 19%    | 21%       | 23%          | 16%       | 21%        | 18%       | 16%          | 19%       | 25%       | 23%                            | 15%        | 18%                              | 21%                            | 19%                     | 18%          | 21%              | 18%            | 22%             | 31%                               | 10%        | 17%                  | 20%       | 16%               | 26%       | 18%                        | 21%                             | 19%        | 27%       | 15%      | 23%                    | 19%                   | 17%                           |     |  |  |               |  |  |  |
| Fairly clear     | 474       | 244      | 230        | 156       | 175       | 143       | 69        | 86        | 75        | 101       | 76        | 68        | 121    | 128          | 118    | 107    | 115       | 141          | 101       | 63         | 23        | 31           | 423       | 51        | 259                            | 159        | 57                               | 131                            | 344                     | 127          | 347              | 314            | 161             | 185                               | 113        | 29                   | 54        | 160               | 226       | 125                        | 155                             | 178        | 16        | 94       | 238                    | 112                   | 23                            |     |  |  |               |  |  |  |
|                  | 38%       | 40%      | 37%        | 41%       | 38%       | 35%       | 47%       | 37%       | 34%       | 43%       | 36%       | 35%       | 37%    | 35%          | 45%    | 38%    | 39%       | 44%          | 36%       | 36%        | 39%       | 39%          | 30%       | 39%       | 39%                            | 39%        | 35%                              | 38%                            | 38%                     | 32%          | 41%              | 40%            | 35%             | 46%                               | 34%        | 29%                  | 33%       | 33%               | 45%       | 38%                        | 38%                             | 51%        | 34%       | 38%      | 41%                    | 42%                   |                               |     |  |  |               |  |  |  |
| Not very clear   | 320       | 146      | 171        | 100       | 128       | 93        | 32        | 68        | 76        | 52        | 42        | 50        | 82     | 107          | 58     | 73     | 65        | 68           | 85        | 50         | 13        | 39           | 280       | 40        | 154                            | 126        | 40                               | 99                             | 222                     | 113          | 207              | 195            | 125             | 68                                | 99         | 33                   | 45        | 142               | 100       | 89                         | 109                             | 117        | 5         | 96       | 140                    | 70                    | 10                            |     |  |  |               |  |  |  |
|                  | 26%       | 24%      | 27%        | 26%       | 28%       | 23%       | 22%       | 29%       | 34%       | 22%       | 20%       | 26%       | 25%    | 29%          | 22%    | 26%    | 22%       | 21%          | 30%       | 29%        | 21%       | 36%          | 26%       | 24%       | 23%                            | 31%        | 25%                              | 29%                            | 25%                     | 28%          | 28%              | 25%            | 25%             | 28%                               | 17%        | 30%                  | 32%       | 28%               | 29%       | 20%                        | 27%                             | 26%        | 25%       | 16%      | 35%                    | 23%                   | 26%                           | 17% |  |  |               |  |  |  |
| Not at all clear | 182       | 101      | 81         | 47        | 69        | 66        | 15        | 32        | 34        | 35        | 41        | 24        | 52     | 53           | 42     | 34     | 50        | 35           | 47        | 20         | 13        | 18           | 150       | 32        | 93                             | 56         | 33                               | 40                             | 142                     | 82           | 100              | 122            | 60              | 22                                | 84         | 17                   | 31        | 101               | 44        | 50                         | 58                              | 73         | 1         | 43       | 92                     | 33                    | 12                            |     |  |  |               |  |  |  |
|                  | 15%       | 17%      | 13%        | 12%       | 15%       | 16%       | 11%       | 14%       | 15%       | 15%       | 19%       | 13%       | 16%    | 15%          | 16%    | 12%    | 17%       | 11%          | 17%       | 11%        | 22%       | 17%          | 14%       | 19%       | 14%                            | 14%        | 21%                              | 12%                            | 16%                     | 21%          | 12%              | 15%            | 13%             | 5%                                | 25%        | 17%                  | 19%       | 21%               | 9%        | 15%                        | 14%                             | 16%        | 3%        | 15%      | 15%                    | 12%                   | 22%                           |     |  |  |               |  |  |  |
| Don't know       | 20        | 11       | 9          | 7         | 9         | 4         | 3         | 3         | 3         | 7         | 3         | 1         | 4      | 4            | 1      | 11     | 4         | 5            | 4         | 4          | -         | 3            | 18        | 2         | 9                              | 8          | 2                                | 3                              | 17                      | 7            | 13               | 12             | 8               | 3                                 | 1          | 6                    | 1         | 7                 | 4         | 5                          | 3                               | 9          | 1         | 4        | 8                      | 5                     | 1                             |     |  |  |               |  |  |  |
|                  | 2%        | 2%       | 1%         | 2%        | 2%        | 1%        | 2%        | 1%        | 1%        | 3%        | 1%        | 1%        | 1%     | 1%           | 1%     | 4%     | 1%        | 2%           | 1%        | 2%         | -         | 3%           | 2%        | 1%        | 1%                             | 2%         | 2%                               | 1%                             | 2%                      | 2%           | 2%               | 2%             | 2%              | 1%                                | *          | 5%                   | hsk*      |                   |           |                            |                                 | **         |           |          | *                      |                       |                               |     |  |  |               |  |  |  |
| NET Clear        | 719       | 355      | 363        | 228       | 249       | 242       | 96        | 132       | 107       | 142       | 125       | 117       | 194    | 200          | 163    | 160    | 177       | 214          | 147       | 100        | 34        | 48           | 624       | 95        | 414                            | 218        | 86                               | 203                            | 516                     | 198          | 521              | 459            | 260             | 310                               | 147        | 47                   | 87        | 238               | 354       | 184                        | 240                             | 267        | 25        | 136      | 378                    | 164                   | 33                            |     |  |  |               |  |  |  |
|                  | 58%       | 58%      | 58%        | 60%       | 55%       | 60%       | 65%       | 56%       | 49%       | 60%       | 59%       | 61%       | 59%    | 55%          | 62%    | 57%    | 60%       | 66%          | 52%       | 57%        | 57%       | 45%          | 58%       | 56%       | 62%                            | 53%        | 53%                              | 59%                            | 58%                     | 50%          | 62%              | 58%            | 57%             | 77%                               | 44%        | 46%                  | 53%       | 49%               | 70%       | 56%                        | 59%                             | 57%        | 78%       | 49%      | 61%                    | 60%                   | 59%                           |     |  |  |               |  |  |  |
|                  |           |          |            | i         |           | i         | ei        |           |           | ei        |           | i         |        |              |        | v      |           | sv           |           |            | *         | *            |           | z         |                                |            |                                  |                                |                         |              |                  | jk             | *               | *                                 |            | *                    |           | i                 |           | **                         |                                 | r          |           | *        |                        |                       |                               |     |  |  |               |  |  |  |
| NET Not clear    | 502       | 248      | 252        | 147       | 197       | 158       | 47        | 99        | 110       | 88        | 84        | 75        | 134    | 161          | 100    | 108    | 114       | 103          | 132       | 70         | 25        | 57           | 430       | 72        | 247                            | 182        | 73                               | 138                            | 364                     | 195          | 307              | 317            | 185             | 90                                | 183        | 50                   | 76        | 242               | 144       | 139                        | 166                             | 191        | 6         | 139      | 232                    | 103                   | 22                            |     |  |  |               |  |  |  |
|                  | 40%       | 40%      | 40%        | 38%       | 43%       | 39%       | 32%       | 42%       | 50%       | 37%       | 40%       | 39%       | 40%    | 44%          | 38%    | 39%    | 39%       | 32%          | 47%       | 40%        | 43%       | 53%          | 40%       | 43%       | 37%                            | 45%        | 45%                              | 40%                            | 41%                     | 49%          | 37%              | 40%            | 41%             | 22%                               | 55%        | 49%                  | 47%       | 50%               | 29%       | 42%                        | 41%                             | 41%        | 19%       | 50%      | 38%                    | 38%                   | 39%                           |     |  |  |               |  |  |  |
|                  |           |          |            | g         | gi        |           |           |           | dfnc      |           |           |           |        |              |        |        |           | h            |           |            | *         | gh*          |           |           | y                              |            |                                  |                                |                         |              |                  |                | h               | h*                                | h          | m                    |           |                   | **        | ii                         |                                 | *          |           |          |                        |                       |                               |     |  |  |               |  |  |  |
| Net Difference   | 217       | 107      | 112        | 81        | 52        | 84        | 48        | 33        | -2        | 54        | 42        | 42        | 61     | 40           | 63     | 53     | 62        | 111          | 15        | 29         | 9         | -9           | 194       | 22        | 167                            | 36         | 13                               | 65                             | 152                     | 3            | 214              | 142            | 74              | 220                               | -36        | -3                   | 10        | -4                | 210       | 45                         | 73                              | 76         | 19        | -3       | 145                    | 61                    | 11                            |     |  |  |               |  |  |  |
|                  | 17%       | 17%      | 18%        | 21%       | 11%       | 21%       | 33%       | 14%       | -1%       | 23%       | 20%       | 22%       | 18%    | 11%          | 24%    | 19%    | 21%       | 34%          | 5%        | 17%        | 15%       | -8%          | 18%       | 13%       | 25%                            | 9%         | 8%                               | 19%                            | 17%                     | 1%           | 25%              | 18%            | 16%             | 55%                               | -11%       | -3%                  | 6%        | -1%               | 42%       | 14%                        | 18%                             | 16%        | 60%       | -1%      | 24%                    | 22%                   | 20%                           |     |  |  |               |  |  |  |

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,p,q,r,s,t,u,v,w,x,y,z,\* 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,p,q,r,s,t,u,v,w,x,y,z,\* Minimum Base: 30(\*\*) Small Base: 100(\*)