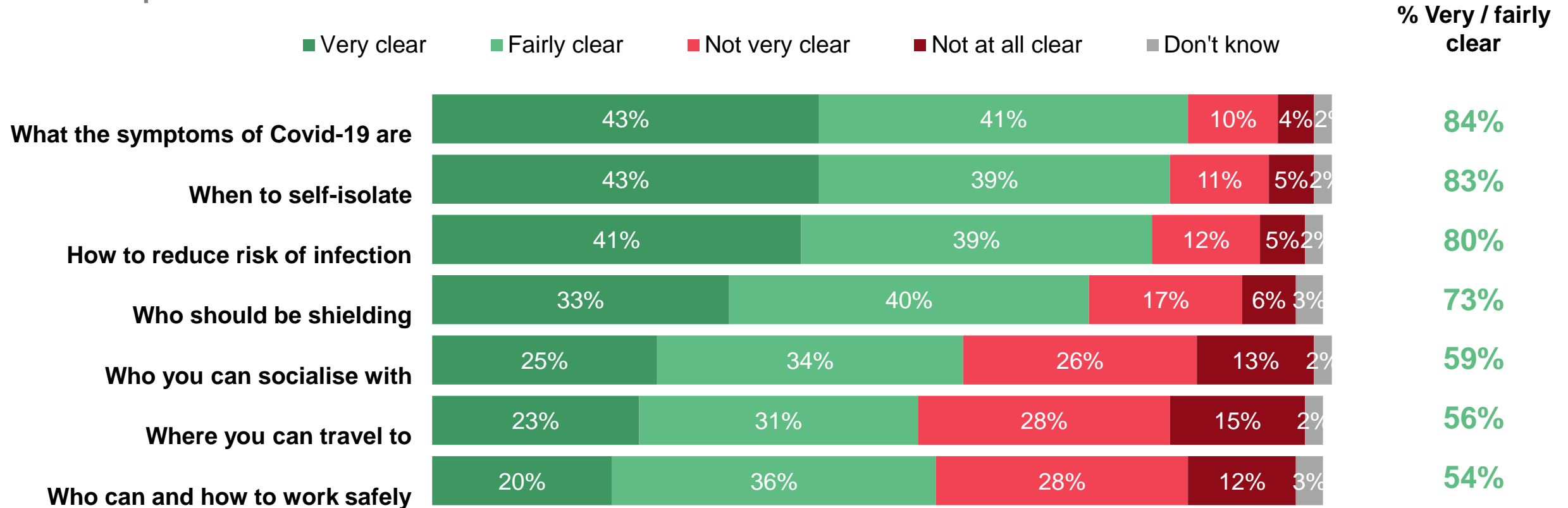


Attitudes towards government communications during coronavirus pandemic

A summary of key findings from a survey conducted
by Ipsos MORI on behalf of Future Care Capital

Clarity of Government's comms on responding to coronavirus

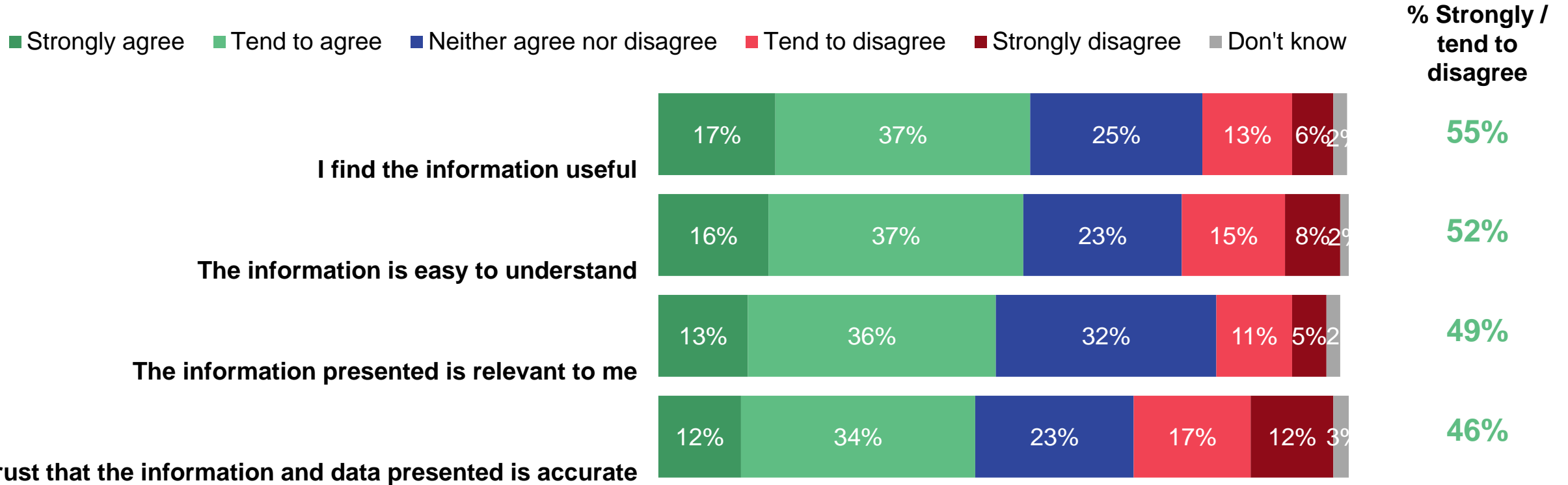
How clear, if at all, have you found each of the following messages from the Government about what to do in response to coronavirus?



Survey data taken from an online survey of 1,105 adults aged 16-75 in the UK. Fieldwork was conducted 26th – 29th June 2020.

Use of data in Government's coronavirus communications

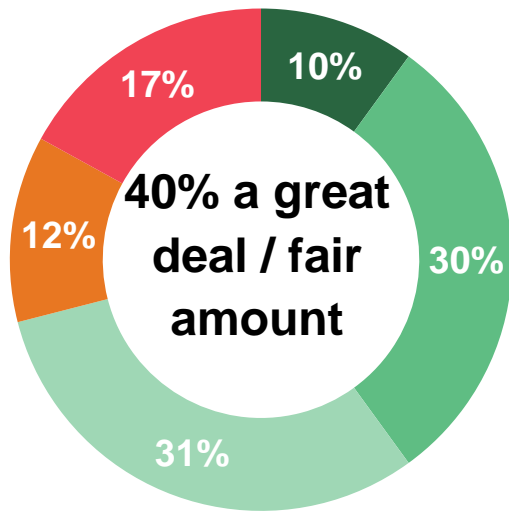
The government and other public bodies such as the NHS and Public Health England have shared a range of charts, graphs and slides with journalists and the wider public. These include information about the latest number of confirmed cases, deaths and tests administered. Some examples of the slides provided by government in recent weeks are presented below. Thinking about the presentation of this data, to what extent, if at all, do you agree or disagree with the following?



Survey data taken from an online survey of 1,105 adults aged 16-75 in the UK. Fieldwork was conducted 26th – 29th June 2020.

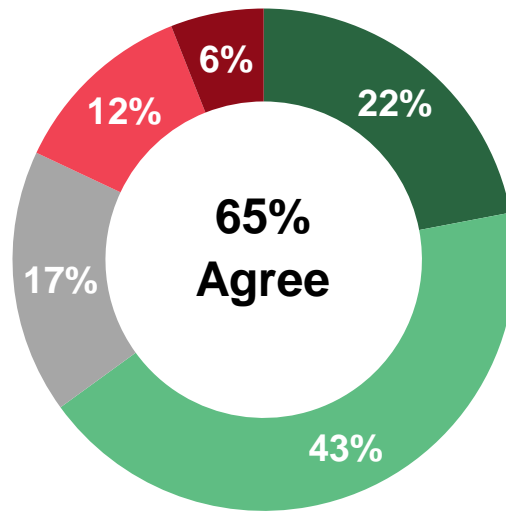
Awareness and understanding of 'R'

Before now, how much did you know about 'R'?*



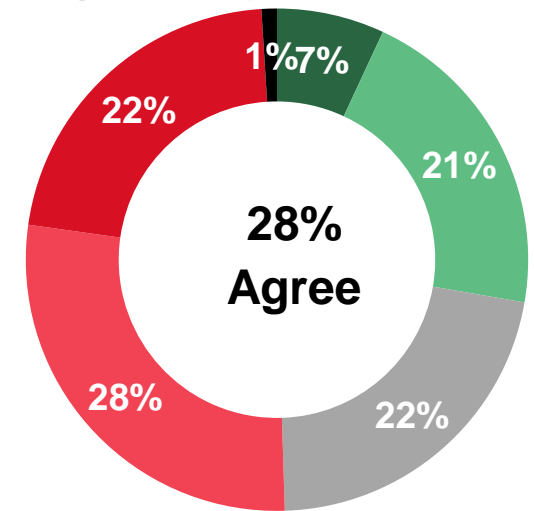
- A great deal
- A fair amount
- Just a little
- Heard but know nothing
- Never heard of it

To what extent, if at all, do you agree or disagree... *I have a good understanding of what 'R' is and could explain it to someone if they asked me***



- Agree strongly
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

To what extent, if at all, do you agree or disagree... *I regularly check and know what the local 'R' rating is in my area***



- Agree strongly
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree
- Don't know

Survey data taken from an online survey of 1,105 adults aged 16-75 in the UK. Fieldwork was conducted 26th – 29th June 2020.

* Base, all adults (1,105). ** Base, all who have heard of 'R' (911)

Thank you.

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