

Ipsos MORI Coronavirus polling - Attitudes to facemasks

Fieldwork: 17-20 July 2020

PUBLIC

Adults online aged 18-75 in GB

Q1. As you may know some people wear a facemask whilst out in public because they believe it will help stop the spread of the Coronavirus. How likely or unlikely do you think it is that you will wear a facemask while in public in the near future (i.e. when buying food, exercising or working)?

All adults online aged 18-75 in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status				Pres of children HH (17 or under)		Education				Employment status	
		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)	GCSE/O Level/NV Q12 (d)	A Level or equivalent (e)	Degree/Masters/PhD (f)	No formal qualifications (g)	Working (h)	Not working (i)
Unweighted base	1081	517	539	354	402	325	152	202	192	210	95	230	338	366	132	245	257	282	245	149	54	94	901	180	603	350	128	283	798	340	264	251	500	66	687	394
Weighted base	1081	523	533	331	395	355	126	205	191	203	187	168	295	313	229	244	255	280	247	152	53	93	900	181	616	348	116	280	801	340	313	349	79	683	398	
Very likely	380 35%	160 31%	216 40%	110 33%	146 37%	124 35%	45 36%	65 32%	61 32%	85 42%	61 33%	63 37%	118 40%	122 39%	65 28%	75 31%	95 37%	110 39%	91 37%	48 32%	15 28%	21 22%	303 34%	76 42%	231 37%	104 30%	45 39%	114 41%	266 33%	112 33%	115 37%	120 35%	33 42%	232 34%	148 37%	
Fairly likely	218 20%	118 23%	98 18%	75 23%	72 18%	71 20%	28 22%	47 23%	43 23%	29 14%	44 24%	27 16%	51 17%	73 23%	36 16%	58 24%	59 23%	70 25%	42 17%	22 14%	19 14%	6 36%	191 21%	26 15%	114 19%	80 23%	23 20%	62 22%	156 19%	79 23%	59 19%	68 20%	11 14%	146 21%	72 18%	
Fairly unlikely	86 8%	42 8%	40 7%	40 12%	17 4%	29 8%	21 16%	20 10%	5 3%	12 6%	17 9%	11 7%	25 8%	18 6%	24 11%	19 8%	18 7%	24 9%	16 6%	16 11%	5 9%	7 8%	77 9%	9 5%	52 8%	28 5%	6 5%	29 10%	57 7%	30 9%	30 9%	18 5%	8 10%	65 9%	21 5%	
Very unlikely	71 7%	43 8%	26 5%	18 12%	34 9%	19 5%	3 3%	14 7%	19 10%	15 8%	8 4%	12 7%	17 6%	12 4%	23 10%	20 8%	24 9%	12 4%	25 10%	7 5%	2 4%	2 2%	64 7%	7 6%	39 6%	23 8%	9 6%	12 5%	59 8%	27 8%	20 6%	22 6%	3 4%	46 7%	25 6%	
I already wear a facemask while in public	298 28%	144 28%	143 27%	80 24%	114 29%	104 29%	26 21%	54 26%	56 29%	58 28%	54 29%	50 30%	81 26%	78 26%	34%	78 25%	62 20%	51 21%	58 26%	65 26%	57 37%	9 17%	247 27%	52 28%	164 27%	102 29%	32 28%	58 21%	241 30%	84 25%	80 26%	114 33%	20 26%	179 26%	119 30%	
Don't know	28 3%	16 3%	10 2%	9 3%	12 3%	8 2%	3 2%	6 3%	7 4%	5 2%	2 1%	5 3%	6 2%	7 2%	3 1%	11 5%	8 3%	7 2%	8 3%	1 1%	3 5%	1 1%	18 2%	10 6%	16 3%	12 3%	- 2%	6 2%	22 3%	9 3%	9 3%	6 2%	3 4%	16 2%	12 3%	
Net: Likely	597 55%	278 53%	314 59%	184 56%	218 55%	195 55%	73 58%	112 54%	104 55%	114 56%	105 56%	90 53%	169 57%	195 62%	101 44%	132 54%	154 60%	180 64%	133 54%	70 46%	34 64%	26 28%	495 55%	103 57%	345 56%	184 53%	69 59%	175 63%	422 53%	191 56%	174 56%	189 54%	44 55%	378 55%	220 55%	
Net: Unlikely	157 15%	85 16%	66 12%	58 17%	51 13%	48 14%	24 19%	34 17%	24 12%	27 13%	25 14%	23 14%	42 14%	30 9%	47 21%	38 16%	42 16%	36 13%	40 16%	24 16%	7 13%	9 9%	141 16%	16 9%	91 15%	51 14%	15 13%	41 15%	116 14%	56 17%	50 16%	40 11%	12 15%	110 16%	47 12%	
Net: Likely/already wear one	896 83%	422 81%	457 86%	265 80%	332 84%	299 84%	99 79%	166 81%	161 84%	172 84%	159 85%	140 83%	246 84%	276 88%	179 78%	194 80%	205 81%	238 85%	198 80%	127 84%	43 81%	84 90%	741 82%	154 85%	509 83%	286 82%	101 87%	233 83%	662 83%	275 81%	254 81%	303 87%	64 81%	557 81%	339 85%	

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 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 Minimum Base: 30(**) Small Base: 100(*)

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Fieldwork: 17-20 July 2020

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Adults online aged 18-75 in GB

Q1. As you may know some people wear a facemask whilst out in public because they believe it will help stop the spread of the Coronavirus. How likely or unlikely do you think it is that you will wear a facemask while in public in the near future (i.e. when buying food, exercising or working)?

All adults online aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Likelihood to wear a facemask			Wearing a facemask in shops		Importance of facemasks	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Likely	Unlikely	Already wear one	Support	Oppose	Essential/important	Not important
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1081	341	315	95	142	479	413	607	149	295	738	174	935	110
Weighted base	1081	348	293	82	147	442	441	597	157	298	725	177	933	111
Very likely	380 35%	128 37%	103 35%	36 44% *	43 29%	158 36%	167 38%	380 64% U	- -	- -	307 42% L	27 15%	362 39% N	12 11% *
Fairly likely	218 20%	71 20%	66 23%	16 19% *	28 19%	94 21%	88 20%	218 36% U	- -	- -	120 17% L	41 23%	192 21% N	19 17% *
Fairly unlikely	86 8%	30 9%	18 6%	3 3% *	12 8%	29 7%	30 7%	- -	86 55% HJ	- -	16 2% L	43 24% K	55 6% N	28 25% M*
Very unlikely	71 7%	30 8%	16 5%	2 3% *	7 5%	24 5%	37 8%	- -	71 45% HJ	- -	12 2% L	52 29% K	22 2% N	46 41% M*
I already wear a facemask while in public	298 28%	82 23%	85 29%	24 29% *	54 36% B	132 30%	106 24%	- -	- -	298 100% HI	262 36% L	12 7%	291 31% N	4 4% *
Don't know	28 3%	8 2%	4 2%	2 2% *	3 2%	5 1%	13 3%	- -	- -	- -	7 1% L	2 1%	12 1% N	2 2% *

Net: Likely	597 55%	199 57%	169 58%	52 63% *	71 48%	252 57%	255 58%	597 100% U	- -	- -	427 59% L	68 38%	553 59% N	31 28% *
Net: Unlikely	157 15%	60 17% D	34 12%	5 6% *	19 13%	53 12%	67 15%	- -	157 100% HJ	- -	29 4% L	95 54% K	77 8% N	74 67% M*
Net: Likely/already wear one	896 83%	280 80%	254 87%	76 92% B*	125 85%	384 87%	361 82%	597 100% I	- -	298 100% I	689 95% L	79 45%	844 90% N	35 32% *

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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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling - Attitudes to facemasks

Fieldwork: 17-20 July 2020

PUBLIC

Adults online aged 18-75 in GB

Q2. Which of the following reasons, if any, describe why you would be unlikely to wear a facemask? Please select all that apply

All adults aged 18-75 who would be unlikely to wear a facemask in the near future

	Total	Gender		Age								Social grade				Region						Urban / Rural		Marital Status				Pres of children HH (17 or under)		Education				Employment status		
		(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)
Unweighted base	149	80	63	56	50	43	26	30	23	27	12	31	52	33	26	38	39	33	40	22	8	7	131	18	81	50	18	38	111	40	38	59	12	104	45	
Weighted base	157	85	66	58	51	48	24	34	24	27	25	23	42	30	47	38	42	36	40	24	7	9	141	16	91	51	15	41	116	56	50	40	12	110	47	
I don't believe facemasks slow the spread of the Coronavirus	62 39%	37 43%	24 37%	20 35%	24 48%	18 36%	4 15%	17 49%	13 54%	11 42%	9 37%	8 35%	11 46%	13 51%	19 48%	19 48%	20 48%	12 34%	16 41%	7 29%	3 12%	4 16%	57 41%	5 28%	35 39%	20 40%	6 42%	11 27%	51 44%	22 39%	19 38%	17 42%	4 37%	45 41%	17 35%	
It would be uncomfortable	55 35%	32 37%	21 32%	22 37%	18 34%	16 33%	3 11%	19 55%	6 25%	12 42%	10 40%	6 26%	13 31%	9 30%	19 40%	14 37%	19 45%	15 41%	12 31%	4 19%	1 10%	4 50%	54 38%	1 8%	35 38%	14 29%	6 37%	13 32%	42 36%	20 35%	20 40%	14 36%	2 14%	41 37%	14 30%	
It goes against my personal freedoms	43 28%	21 25%	19 30%	13 23%	15 30%	15 30%	4 17%	9 28%	8 35%	7 26%	10 38%	5 22%	6 18%	8 26%	17 36%	13 33%	13 30%	8 36%	2 20%	4 18%	2 24%	4 32%	40 28%	4 28%	25 34%	12 28%	6 23%	11 28%	32 26%	18 16%	8 28%	11 28%	6 33%	33 53%	10 21%	
I don't think many others will be wearing facemasks either	23 14%	17 20%	5 7%	9 16%	7 13%	7 14%	5 20%	5 14%	4 16%	3 10%	3 10%	4 18%	7 16%	5 9%	4 17%	6 16%	7 16%	3 8%	3 10%	1 7%	3 19%	3 20%	21 16%	2 15%	14 15%	8 16%	1 3%	6 15%	16 14%	4 20%	10 13%	5 31%	4 18%	5 16%		
I am not concerned about the spread of the Coronavirus	23 14%	13 15%	9 14%	9 16%	6 11%	8 17%	4 20%	5 14%	4 16%	1 5%	7 27%	1 4%	2 5%	2 28%	8 20%	3 7%	8 19%	4 20%	4 10%	-	-	4 16%	23 16%	-	15 13%	7 8%	1 17%	7 13%	16 9%	5 21%	10 12%	5 23%	3 20%	2 5%		
I would only wear one if I thought I had the Coronavirus	21 14%	11 13%	9 14%	8 14%	7 14%	7 13%	1 6%	6 19%	2 7%	5 19%	3 11%	3 16%	3 7%	2 8%	2 22%	11 14%	5 16%	4 11%	4 9%	2 7%	2 21%	4 42%	18 13%	3 18%	17 18%	5 9%	-	6 14%	16 13%	10 18%	6 13%	4 10%	4 7%	1 15%	7 13%	
I am not going out in public during the Coronavirus anyway	15 10%	7 8%	4 13%	4 8%	3 5%	3 16%	3 13%	1 4%	1 6%	2 5%	2 6%	6 27%	4 9%	2 6%	5 11%	5 12%	4 11%	3 8%	3 8%	2 9%	-	2 28%	14 10%	1 5%	10 11%	4 8%	1 6%	3 7%	12 10%	2 3%	6 12%	6 14%	2 14%	7 18%	9 18%	
I do not know how to make one	10 6%	4 5%	6 16%	9 18%	1 1%	-	4 18%	5 14%	-	1 2%	-	-	2 4%	1 4%	3 6%	4 10%	4 10%	2 6%	1 2%	1 6%	-	1 12%	8 6%	1 6%	5 6%	4 8%	1 3%	6 15%	3 3%	6 10%	1 2%	3 7%	-	6 5%	4 8%	
It would be embarrassing	8 5%	6 7%	2 4%	5 9%	2 3%	2 3%	2 10%	2 8%	3 3%	1 3%	-	2 7%	5 11%	1 2%	1 3%	2 4%	2 5%	2 6%	2 6%	1 4%	-	1 10%	8 5%	1 4%	4 4%	4 8%	1 3%	3 8%	5 4%	2 3%	1 10%	4 16%	2 3%	4 10%	5 10%	
I do not have the materials to make a facemask	8 5%	3 4%	5 7%	7 12%	1 2%	-	5 22%	2 6%	-	1 4%	-	-	3 7%	1 4%	3 6%	1 3%	2 5%	3 9%	1 3%	2 7%	-	-	8 6%	-	5 5%	2 7%	1 14%	6 3%	3 2%	3 4%	2 6%	2 6%	2 17%	2 6%	2 4%	
Buying one will likely be difficult	8 5%	5 5%	3 5%	7 11%	1 2%	-	3 13%	3 10%	-	1 4%	-	-	4 10%	-	2 5%	1 2%	3 7%	1 4%	2 6%	-	1 12%	-	7 5%	1 5%	5 6%	2 4%	1 3%	4 9%	4 3%	2 7%	2 4%	2 4%	2 6%	2 6%	7 2%	1 2%
Another reason	33 21%	7 10%	24 36%	8 13%	14 28%	11 24%	2 9%	5 16%	9 38%	5 26%	7 21%	5 13%	5 13%	6 21%	6 11%	12 31%	5 13%	11 30%	13 32%	3 12%	-	2 18%	25 18%	8 50%	19 21%	8 15%	6 39%	11 27%	22 19%	9 17%	12 25%	11 26%	1 9%	22 20%	11 24%	
Don't know	11 7%	7 8%	4 7%	2 4%	6 12%	3 5%	1 2%	2 5%	4 18%	2 6%	2 7%	1 3%	5 12%	3 9%	4 8%	-	1 2%	4 11%	4 10%	2 18%	2 24%	-	10 7%	1 4%	6 8%	4 9%	1 6%	2 9%	9 15%	8 1%	1 5%	-	9 8%	2 5%		
Prefer not to say	1 *	1 1%	-	1 1%	-	-	1 2%	-	-	-	-	1 2%	-	-	-	-	1 2%	-	-	-	-	1 1%	-	-	-	1 1%	-	-	1 1%	-	2 2%	-	-	-	1 2%	

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Overlap formulae used

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ColumnMeans (EN): 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 Minimum Base: 30 Small Base: 100

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Fieldwork: 17-20 July 2020
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Adults online aged 18-75 in GB

Q2. Which of the following reasons, if any, describe why you would be unlikely to wear a facemask? Please select all that apply
All adults aged 18-75 who would be unlikely to wear a facemask in the near future

	Total	General Election 2019 Vote					Referendum 2016 vote		Likelihood to wear a facemask			Wearing a facemask in shops		Importance of facemasks	
		Total (A)	Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)	Likely (H)	Unlikely (I)	Already wear one (J)	Support (K)	Oppose (L)	Essential/important (M)	Not important (N)
Unweighted base	149	55	36	7	22	53	65	-	149	-	29	91	75	67	
Weighted base	157	60	34	5	19	53	67	-	157	-	29	95	77	74	
I don't believe facemasks slow the spread of the Coronavirus	62 39%	23 39%	9 25%	1 15%	6 30%	12 23%	36 54%	-	62 39%	-	-	56 59%	14 18%	45 62%	
It would be uncomfortable	55 35%	23 38%	14 40%	2 46%	3 17%	23 43%	25 37%	-	55 35%	-	4 14%	41 43%	28 36%	26 35%	
It goes against my personal freedoms	43 28%	15 25%	5 15%	* 9%	5 28%	13 24%	22 33%	-	43 28%	-	1 3%	40 42%	9 12%	32 44%	
I don't think many others will be wearing facemasks either	23 14%	8 14%	4 11%	- 11%	3 15%	7 14%	11 17%	-	23 14%	-	3 11%	13 13%	14 18%	8 11%	
I am not concerned about the spread of the Coronavirus	23 14%	8 13%	5 15%	- 11%	3 14%	3 5%	14 21%	-	23 14%	-	2 8%	18 19%	4 6%	18 25%	
I would only wear one if I thought I had the Coronavirus	21 14%	8 14%	1 4%	- 11%	- 10%	5 10%	11 17%	-	21 14%	-	1 5%	18 19%	9 11%	13 17%	
I am not going out in public during the Coronavirus anyway	15 10%	6 11%	6 16%	1 12%	2 9%	5 9%	9 14%	-	15 10%	-	8 26%	6 6%	11 14%	2 2%	
I do not know how to make one	10 6%	3 4%	1 2%	- 11%	4 21%	2 4%	3 4%	-	10 6%	-	3 9%	2 2%	2 3%	7 9%	
It would be embarrassing	8 5%	5 9%	1 2%	- 11%	1 8%	2 3%	5 7%	-	8 5%	-	3 9%	5 5%	6 7%	3 4%	
I do not have the materials to make a facemask	8 5%	1 2%	2 6%	- 11%	5 24%	4 7%	2 3%	-	8 5%	-	3 11%	1 1%	5 6%	3 4%	
Buying one will likely be difficult	8 5%	1 2%	1 3%	- 11%	2 11%	2 3%	3 5%	-	8 5%	-	1 2%	4 4%	5 6%	2 3%	
Another reason	33 21%	10 17%	5 14%	1 23%	4 23%	14 27%	11 16%	-	33 21%	-	5 18%	22 23%	18 24%	13 17%	
Don't know	11 7%	6 10%	3 8%	1 17%	- 11%	2 4%	5 8%	-	11 7%	-	7 26%	1 1%	10 13%	1 2%	
Prefer not to say	1 *	- *	- *	1 16%	- 11%	1 *	- *	- *	1 *	- *	1 3%	- *	- *	- *	

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ColumnMeans (5%): A,B,C/D,E,F/G,H/I/J,K/L,M/N Minimum Base: 30(**) Small Base: 100(*)

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Adults online aged 18-75 in GB

Q3. Which of the following reasons, if any, describe why you are already wearing a facemask when in public or you would be likely to wear a facemask in future? Please select all that apply

All adults aged 18-75 who are already wearing a facemask or would be likely to wear one in the near future

	Total	Gender		Age										Social grade					Region					Urban / Rural		Marital Status			Pres of children HH (17 or under)		Education				Employment status	
		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)	GCSE/O Level/NV Q12 (d)	A Level or equivalent (e)	Degree/Masters/PhD (f)	No formal qualifications (g)	Working (h)	Not working (i)	
Unweighted base	902	419	466	289	340	273	122	167	162	178	81	192	278	325	104	195	209	241	197	125	44	86	750	152	506	286	110	239	663	216	204	431	51	565	337	
Weighted base	896	422	457	265	332	299	99	166	161	172	159	140	246	276	179	194	205	238	198	127	43	84	741	154	509	286	101	233	662	275	254	303	64	557	339	
I want to stop the risk of spreading coronavirus to others	524 59%	230 55%	280 61%	140 53%	201 61%	183 61%	50 50%	91 55%	99 62%	103 60%	97 61%	86 61%	148 60%	163 59%	104 58%	109 56%	110 53%	125 53%	134 68%	80 63%	28 65%	47 57%	423 57%	102 66%	304 60%	170 59%	51 50%	118 51%	406 61%	148 54%	154 61%	197 65%	25 40%	326 59%	198 59%	
I want to protect myself	464 52%	194 46%	262 57%	141 53%	170 51%	152 51%	53 53%	88 53%	86 53%	85 50%	67 42%	85 53%	132 51%	141 48%	87 48%	104 54%	101 49%	121 51%	104 52%	73 58%	27 62%	38 46%	375 51%	89 58%	268 53%	149 52%	46 45%	111 47%	353 53%	131 56%	154 51%	154 51%	26 40%	278 50%	186 55%	
The government has said we should	417 47%	190 45%	223 49%	112 42%	152 46%	154 51%	43 43%	70 42%	69 43%	83 48%	89 56%	65 46%	117 47%	121 44%	78 44%	101 52%	100 49%	121 51%	97 49%	45 36%	11 27%	43 51%	339 46%	79 51%	257 53%	113 52%	48 45%	104 47%	313 53%	135 56%	120 51%	128 51%	34 40%	262 50%	155 55%	
The scientific advice says we should	405 45%	186 44%	207 45%	99 37%	169 51%	138 46%	32 32%	67 40%	89 56%	80 47%	64 40%	74 53%	117 47%	147 53%	68 38%	74 38%	84 41%	111 46%	88 44%	63 50%	17 40%	44 52%	330 45%	75 49%	240 47%	124 43%	42 42%	98 46%	115 42%	99 39%	178 59%	13 21%	248 44%	158 47%		
It's going to become part of normal life	335 37%	147 35%	179 39%	74 28%	121 36%	140 36%	30 27%	44 33%	53 39%	67 43%	68 51%	72 39%	95 37%	101 37%	66 37%	72 37%	70 34%	97 41%	79 40%	40 32%	16 36%	33 39%	264 36%	71 46%	205 40%	93 32%	37 37%	67 29%	268 40%	102 37%	100 39%	112 37%	21 33%	202 36%	133 39%	
I want to show that I am doing my bit to stop the coronavirus	333 37%	145 34%	184 40%	90 34%	129 39%	114 38%	26 26%	64 39%	58 36%	71 42%	57 36%	57 41%	93 38%	97 35%	66 37%	76 39%	67 33%	75 32%	92 46%	50 39%	20 47%	29 35%	265 36%	68 44%	195 38%	97 34%	41 41%	78 33%	256 39%	100 36%	96 38%	111 37%	26 41%	206 37%	128 38%	
It's easy to wear one so it isn't a burden	268 30%	125 30%	135 30%	84 32%	102 31%	81 27%	33 33%	51 31%	46 29%	56 33%	34 21%	48 34%	81 33%	83 30%	52 29%	52 27%	47 23%	70 29%	58 29%	44 32%	14 32%	35 42%	219 30%	49 32%	143 28%	99 35%	26 26%	63 31%	205 30%	66 26%	100 33%	19 30%	162 29%	106 31%		
I don't want others to think less of me/tell me off for not wearing a facemask	122 14%	48 11%	71 16%	40 15%	48 14%	35 12%	17 17%	23 14%	27 17%	21 12%	19 12%	16 11%	31 12%	36 13%	27 15%	29 15%	32 9%	22 14%	29 14%	16 13%	10 23%	14 17%	103 14%	19 12%	73 14%	34 12%	16 15%	35 13%	88 13%	35 13%	35 14%	43 14%	9 14%	79 14%	43 13%	
Lots of other people will be wearing facemasks	122 14%	55 13%	68 15%	36 14%	42 13%	44 15%	13 13%	24 14%	22 14%	20 11%	16 10%	27 20%	43 17%	27 10%	28 16%	25 13%	27 13%	34 14%	30 15%	13 11%	7 16%	12 14%	100 13%	22 14%	70 14%	40 14%	13 13%	26 11%	96 14%	35 13%	38 15%	38 12%	12 18%	75 14%	47 14%	
My daily life involves being in places where catching coronavirus is a high risk	73 8%	28 7%	43 9%	20 8%	29 9%	23 8%	4 4%	17 10%	13 8%	16 9%	12 7%	12 8%	16 6%	20 7%	13 7%	24 10%	20 5%	11 5%	11 5%	15 12%	4 10%	12 14%	62 8%	11 7%	38 9%	26 10%	10 6%	13 9%	60 4%	11 11%	28 9%	27 10%	7 10%	53 6%	19 6%	
I like the way they look	26 3%	18 4%	8 2%	16 6%	9 3%	1 *	8 8%	8 5%	5 3%	4 3%	- -	1 1%	10 4%	9 3%	2 1%	6 3%	9 4%	2 1%	6 3%	6 5%	1 2%	2 3%	25 3%	1 1%	16 3%	8 3%	2 2%	15 6%	11 2%	8 3%	10 4%	7 2%	- -	18 3%	8 2%	
Another reason	40 4%	21 5%	16 4%	12 4%	17 5%	10 3%	4 4%	8 5%	12 7%	5 3%	7 4%	4 3%	8 3%	8 3%	10 6%	12 5%	6 3%	11 5%	5 2%	2 5%	2 16%	13 4%	32 4%	8 5%	21 4%	18 6%	1 1%	10 4%	29 4%	7 2%	12 5%	15 5%	6 10%	20 4%	20 6%	
Don't know	13 1%	6 1%	7 1%	5 2%	2 1%	2 2%	3 2%	2 1%	- -	4 3%	2 1%	1 *	5 2%	5 2%	4 2%	3 1%	5 2%	4 1%	1 1%	1 1%	3 6%	- -	10 1%	3 2%	3 1%	3 7%	3 1%	10 2%	4 1%	3 1%	4 1%	4 1%	2 3%	11 2%	2 1%	
Prefer not to say	7 1%	2 1%	5 1%	3 1%	3 1%	1 *	2 2%	2 1%	3 2%	1 *	- -	1 -	- -	5 2%	2 1%	* *	1 1%	1 *	5 3%	- -	- -	- -	6 1%	1 1%	2 *	5 2%	1 1%	2 1%	5 1%	2 1%	3 *	1 *	2 2%	4 1%	3 1%	

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 (SN): 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/1 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (SN): 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/1 Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling - Attitudes to facemasks
Fieldwork: 17-20 July 2020
PUBLIC

Adults online aged 18-75 in GB

Q3. Which of the following reasons, if any, describe why you are already wearing a facemask when in public or you would be likely to wear a facemask in future? Please select all that apply

All adults aged 18-75 who are already wearing a facemask or would be likely to wear one in the near future

	Total	General Election 2019 Vote				Referendum 2016 vote		Likelihood to wear a facemask			Wearing a facemask in shops		Importance of facemasks	
		Conservative (A)	Labour (B)	Liberal Democrats (C)	Other (D)	Remain (E)	Leave (F)	Likely (H)	Unlikely (I)	Already wear one (J)	Support (K)	Oppose (L)	Essential/important (M)	Not important (N)
Unweighted base	902	278	274	85	117	420	335	607	-	295	703	80	848	41
Weighted base	896	280	254	76	125	384	361	597	-	298	689	79	844	35
I want to stop the risk of spreading coronavirus to others	524 59%	150 53%	169 67%	56 74%	73 58%	253 66%	193 53%	316 53%	-	209 70%	458 66%	25 32%	512 61%	6 16%
I want to protect myself	464 52%	144 51%	142 56%	38 50%	59 47%	199 52%	188 52%	277 46%	-	187 63%	405 59%	24 31%	454 54%	7 19%
The government has said we should	417 47%	163 58%	89 35%	41 54%	48 38%	160 42%	188 52%	309 52%	-	109 36%	309 45%	45 57%	389 46%	21 60%
The scientific advice says we should	405 45%	122 44%	132 52%	45 59%	57 46%	217 57%	138 38%	244 41%	-	161 54%	345 50%	18 23%	390 46%	8 22%
It's going to become part of normal life	335 37%	122 44%	86 34%	27 36%	53 42%	148 39%	145 40%	213 36%	-	122 41%	283 41%	14 17%	332 39%	3 8%
I want to show that I am doing my bit to stop the coronavirus	333 37%	102 37%	93 37%	41 55%	48 38%	155 40%	132 37%	203 34%	-	130 44%	294 43%	12 16%	326 39%	6 16%
It's easy to wear one so it isn't a burden	268 30%	68 24%	87 34%	26 34%	48 38%	129 34%	102 28%	141 24%	-	127 43%	248 36%	7 9%	263 31%	3 9%
I don't want others to think less of me/tell me off for not wearing a facemask	122 14%	32 11%	39 15%	13 17%	19 16%	54 14%	46 13%	96 16%	-	26 9%	103 15%	4 5%	117 14%	2 7%
Lots of other people will be wearing facemasks	122 14%	51 18%	28 11%	5 7%	22 17%	45 12%	60 17%	84 14%	-	38 13%	99 14%	8 10%	118 14%	4 11%
My daily life involves being in places where catching coronavirus is a high risk	73 8%	18 7%	26 10%	5 6%	14 11%	31 8%	31 9%	38 6%	-	35 12%	60 9%	5 6%	69 8%	2 6%
I like the way they look	26 3%	6 2%	9 4%	3 4%	7 5%	11 3%	8 2%	21 4%	-	5 2%	21 3%	1 1%	25 3%	-
Another reason	40 4%	11 4%	7 3%	2 3%	9 7%	14 4%	19 5%	20 3%	-	19 6%	24 4%	9 11%	35 4%	5 14%
Don't know	13 1%	2 1%	4 1%	-	2 2%	6 2%	4 1%	13 2%	-	-	10 1%	1 1%	13 2%	-
Prefer not to say	7 1%	3 1%	2 1%	-	-	-	3 1%	4 1%	-	3 1%	1 *	2 *	3 *	-

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Overlap formulae used

ColumnProportions (5%): A,B,C/D,E,F/G,H/I/J,K/L,M/N Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C/D,E,F/G,H/I/J,K/L,M/N Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling - Attitudes to facemasks

Fieldwork: 17-20 July 2020

PUBLIC

Adults online aged 18-75 in GB

Q4. Do you support or oppose making it the law to wear a mask in shops in the current circumstances?

All adults online aged 18-75 in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Pres of children HH (17 or under)		Education				Employment status	
		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)	GCSE/O Level/AV Q12 (d)	A Level or equivalent (e)	Degree/Masters/PhD (f)	No formal qualifications (g)	Working (h)
Unweighted base	1081	517	539	354	402	325	152	202	192	210	95	230	338	366	132	245	257	282	245	149	54	94	901	180	603	350	128	283	798	264	251	500	66	687	394
Weighted base	1081	523	533	331	395	355	126	205	191	203	187	168	295	313	229	244	255	280	247	152	53	93	900	181	616	348	116	280	801	340	313	349	79	683	398
Strongly support	421 39%	192 37%	220 41%	124 37%	153 39%	144 41%	50 40%	74 36%	69 36%	85 42%	67 36%	77 46%	130 44%	138 44%	79 34%	75 31%	88 35%	106 38%	88 36%	71 47%	17 32%	51 55%	339 38%	82 45%	250 40%	130 37%	41 36%	101 36%	321 40%	134 39%	108 34%	150 43%	30 37%	258 38%	164 41%
Tend to support	303 28%	158 30%	142 27%	92 28%	111 28%	101 28%	33 26%	74 29%	59 31%	59 26%	52 32%	40 24%	70 24%	91 29%	69 30%	74 30%	76 30%	79 28%	72 29%	43 28%	18 34%	16 17%	244 27%	60 33%	166 27%	100 29%	38 32%	79 28%	225 28%	88 26%	91 29%	103 29%	22 27%	198 29%	105 27%
Neither support nor oppose	144 13%	73 14%	67 13%	42 13%	52 13%	50 14%	20 16%	22 11%	30 15%	22 11%	29 16%	21 13%	39 13%	24 8%	35 15%	46 19%	36 14%	41 14%	38 15%	15 10%	6 12%	9 9%	130 15%	14 8%	92 15%	38 11%	13 12%	45 16%	99 12%	53 16%	42 13%	38 11%	12 15%	86 13%	58 15%
Tend to oppose	90 8%	35 7%	50 9%	35 11%	28 7%	27 8%	16 13%	19 7%	14 7%	15 7%	13 7%	14 8%	25 8%	30 10%	15 7%	20 8%	23 9%	23 8%	15 6%	12 8%	8 14%	10 11%	78 9%	12 7%	48 8%	34 10%	8 7%	24 6%	66 7%	23 7%	36 11%	30 9%	2 2%	58 8%	32 8%
Strongly oppose	87 8%	48 9%	37 7%	22 7%	38 10%	27 8%	2 2%	19 9%	17 9%	22 11%	14 7%	13 8%	23 8%	20 6%	25 11%	19 8%	28 11%	26 9%	20 8%	8 6%	3 5%	3 3%	79 9%	8 4%	46 8%	26 8%	14 12%	19 7%	68 9%	31 9%	27 8%	22 6%	7 9%	61 9%	26 6%
Don't know	35 3%	17 3%	16 3%	17 5%	11 3%	6 2%	5 4%	12 6%	3 2%	8 4%	4 2%	2 1%	8 3%	10 3%	7 3%	9 4%	5 2%	7 2%	15 6%	2 1%	5 3%	5 5%	30 3%	5 3%	15 2%	19 5%	1 1%	13 5%	22 3%	12 3%	10 3%	6 2%	8 10%	22 3%	13 3%
Net: Support	725 67%	351 67%	362 68%	215 65%	265 67%	245 69%	83 66%	132 64%	128 67%	137 67%	127 68%	118 70%	199 68%	229 73%	148 64%	149 61%	164 64%	185 66%	160 65%	114 75%	35 66%	67 72%	583 65%	142 78%	415 67%	231 66%	79 68%	180 64%	545 68%	221 65%	199 64%	253 73%	51 65%	456 67%	269 68%
Net: Oppose	177 16%	83 16%	87 16%	57 17%	67 17%	54 15%	18 14%	39 19%	31 16%	36 18%	27 14%	27 16%	48 16%	50 16%	40 17%	40 16%	51 20%	48 17%	35 14%	21 14%	10 19%	13 14%	157 17%	20 11%	94 15%	60 17%	23 19%	43 15%	135 17%	54 16%	62 20%	52 15%	9 11%	119 17%	58 15%
Net difference	548 51%	267 51%	275 52%	159 48%	198 50%	191 54%	65 52%	94 46%	97 51%	101 49%	100 54%	91 54%	151 51%	180 57%	108 47%	109 45%	113 44%	137 49%	125 51%	93 62%	25 47%	54 58%	426 47%	122 67%	321 52%	170 49%	56 49%	137 49%	411 51%	167 49%	137 44%	201 58%	43 54%	337 49%	211 53%

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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling - Attitudes to facemasks

Fieldwork: 17-20 July 2020

PUBLIC

Adults online aged 18-75 in GB

Q4. Do you support or oppose making it the law to wear a mask in shops in the current circumstances?

All adults online aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Likelihood to wear a facemask			Wearing a facemask in shops		Importance of facemasks	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Likely	Unlikely	Already wear one	Support	Oppose	Essential/important	Not important
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1081	341	315	95	142	479	413	607	149	295	738	174	935	110
Weighted base	1081	348	293	82	147	442	441	597	157	298	725	177	933	111
Strongly support	421 39%	140 40%	126 43%	34 41% *	62 42%	180 41%	167 38%	210 35% I	9 6%	200 67% HI	421 58% L	- -	418 45% N	2 2% *
Tend to support	303 28%	72 21%	88 30% B	38 46% BCE*	38 26%	141 32%	118 27%	218 36% II	19 12%	62 21%	303 42% L	- -	297 32% N	5 4% *
Neither support nor oppose	144 13%	53 15% D	31 11%	4 5% *	27 18% CD	56 13%	56 13%	91 15% J	30 19% J	18 6%	- -	- -	119 13% N	16 15% *
Tend to oppose	90 8%	34 10%	24 8%	3 4% *	11 7%	31 7%	41 9%	54 9% J	28 18% HI	6 2%	- -	90 51% K	63 7% N	24 21% M*
Strongly oppose	87 8%	43 12% CDE	12 4%	2 2% *	7 5%	21 5%	50 11% F	13 2% HI	67 43% HI	6 2%	- -	87 49% K	19 2% N	63 57% M*
Don't know	35 3%	6 2%	12 4%	1 2% *	3 2%	12 3%	10 2%	11 2%	3 2%	6 2%	- -	- -	17 2% N	1 1% *

Net: Support	725 67%	212 61% B	215 73% B	72 88% BCE*	100 68%	321 73% G	285 65%	427 72% I	29 18%	262 88% HI	725 100% L	- -	716 77% N	7 6% *
Net: Oppose	177 16%	77 22% CDE	35 12%	5 6% *	17 12%	52 12%	91 21% F	68 11% J	95 61% HI	12 4%	- -	177 100% K	82 9% N	87 78% M*
Net difference	548 51%	135 39%	179 61%	67 82%	82 56%	269 61%	194 44%	359 60%	-66 -42%	250 84%	725 100%	-177 -100%	633 68%	-80 -72%

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 Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,F/G,H/I/J,K,L,M/N Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling - Attitudes to facemasks

Fieldwork: 17-20 July 2020

PUBLIC

Adults online aged 18-75 in GB

Q5. From what you know or have heard, how important, if at all, do you think it is for people to wear a facemask in certain public situations such as shopping or going on public transport, to stop the spread of coronavirus?

All adults online aged 18-75 in Great Britain

	Total	Gender			Age								Social grade				Region						Urban / Rural		Marital Status			Pres of children HH (17 or under)		Education				Employment status	
		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)	GCSE/O Level/AV Q12 (d)	A Level or equivalent (e)	Degree/Masters/PhD (f)	No formal qualifications (g)	Working (h)
Unweighted base	1081	517	539	354	402	325	152	202	192	210	95	230	338	366	132	245	257	282	245	149	54	94	901	180	603	350	128	283	798	264	251	500	66	687	394
Weighted base	1081	523	533	331	395	355	126	205	191	203	187	168	295	313	229	244	255	280	247	152	53	93	900	181	616	348	116	280	801	340	313	349	79	683	398
Essential	395 37%	182 35%	205 39%	107 32%	145 37%	143 40%	44 35%	63 31%	68 36%	77 38%	66 36%	77 45% DEFH	111 38%	113 36%	82 36%	90 37%	85 33%	96 34%	89 36%	61 40%	16 29% *	49 52% ORSU*	315 35%	80 44% W	230 37%	124 36%	42 36%	87 31%	308 39%	113 33%	119 38%	135 39%	29 36% *	235 34%	161 40%
Very important	311 29%	150 29%	155 29%	98 30%	113 29%	100 28% L	38 30%	60 29%	57 30%	56 28%	56 30% *	44 26% OP	95 32% OP	108 35% OP	49 21%	59 24%	68 27%	85 30%	66 27%	54 36%	17 32% *	21 23% *	262 29%	49 27%	182 29%	91 26%	38 33%	94 34%	217 27%	96 28%	79 25%	114 33%	22 28% *	206 30%	105 26%
Fairly important	227 21%	118 23%	105 20%	73 22%	82 21%	71 20% L	25 20%	48 23%	39 21%	43 21%	44 24% *	27 16% MN	50 17%	56 18%	65 28% MN	55 23%	62 24% V	65 23%	50 20%	23 15%	15 29% TV*	12 13% *	189 21%	38 21%	122 20%	84 24%	21 18%	57 20%	169 21%	82 24% f	69 22%	59 17%	17 22% *	152 22%	75 19%
Not very important	72 7%	34 6%	34 6%	23 7%	25 6%	24 7% F	9 7%	14 7%	10 5%	14 7%	12 6% *	13 7% F	22 8%	17 8%	19 8%	14 6%	20 8%	18 6%	15 7%	11 6%	3 6% *	6 7% *	64 7%	8 5%	50 8%	15 4%	7 6%	21 5%	51 6%	21 6% f	22 7% F	25 4%	3 4% *	49 7%	24 6%
Not important at all	39 4%	27 5% C	11 2%	13 4% G	21 5% F	5 1% F	2 2% F	11 5% FK	11 6% FK	10 5% F	3 1% F	9 2% F	9 3% F	11 5% F	10 4% T	13 5% T	8 3% T	13 5% T	1 1% T	2 4% *	3 3% *	36 4%	2 1%	17 3% W	16 5%	6 5%	10 4%	28 4%	12 4% f	14 4% F	10 3% F	3 3% *	27 4%	11 3%	
Don't know	37 3%	13 2%	22 4%	16 5%	9 2% F	12 3% F	7 5% F	9 5% F	5 3% F	4 2% F	6 3% F	5 3% F	7 2% F	9 3% F	4 2% F	17 7% MNO	8 3% T	9 3% T	16 6% T	2 1% T	- -	2 2% *	33 4%	4 2%	16 3% W	18 5%	2 2%	10 4%	27 3% f	16 5% f	10 3% F	6 2% F	5 6% *	15 2% h	22 6% h
Net: Essential/important	933 86%	450 86%	465 87%	279 84%	340 86%	314 89%	108 86%	171 83%	165 86%	175 86%	167 89% *	147 88%	257 87%	278 89%	195 85%	204 84%	215 84%	245 88%	204 83%	138 91% S	48 90% *	82 88% *	766 85%	167 92% W	533 87%	299 86%	101 87%	239 85%	694 87%	291 85%	267 85%	307 88%	68 86% *	593 87%	340 86%
Net: Not important	111 10%	61 12%	45 8%	36 11%	45 11%	29 8%	11 9%	25 12%	21 11%	24 12%	13 7% *	16 9% F	31 11%	26 8%	30 13%	23 10%	33 13%	26 9%	27 11%	11 7%	5 10% *	9 10% *	100 11%	10 6%	67 11%	31 9%	13 11%	31 11%	80 10%	33 10% f	36 12% F	35 10% F	6 8% *	76 11%	35 9%
Net difference	822 76%	389 74%	420 79%	242 73%	295 75%	285 80%	96 77%	146 71%	143 75%	151 74%	154 82%	132 78%	226 77%	251 80%	165 72%	180 74%	182 71%	220 78%	177 72%	127 84%	43 81%	73 79%	666 74%	157 86%	467 76%	268 77%	87 75%	208 74%	615 77%	257 76%	231 74%	272 78%	62 78% F	517 76%	305 77%

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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 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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling - Attitudes to facemasks

Fieldwork: 17-20 July 2020

PUBLIC

Adults online aged 18-75 in GB

Q5. From what you know or have heard, how important, if at all, do you think it is for people to wear a facemask in certain public situations such as shopping or going on public transport, to stop the spread of coronavirus?

All adults online aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote		Likelihood to wear a facemask			Wearing a facemask in shops		Importance of facemasks	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Likely	Unlikely	Already wear one	Support	Oppose	Essential/important	Not important
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1081	341	315	95	142	479	413	607	149	295	738	174	935	110
Weighted base	1081	348	293	82	147	442	441	597	157	298	725	177	933	111
Essential	395 37%	112 32%	123 42%	31 38%	67 45%	168 38%	164 37%	195 33%	7 4%	190 64%	376 52%	6 3%	395 42%	- -
Very important	311 29%	104 30%	87 30%	28 34%	36 25%	139 31%	119 27%	214 36%	18 12%	77 26%	251 35%	19 11%	311 33%	- -
Fairly important	227 21%	80 23%	51 17%	19 24%	30 20%	100 23%	90 20%	145 24%	52 33%	24 8%	89 12%	57 32%	227 24%	- -
Not very important	72 7%	26 8%	13 5%	2 3%	11 8%	26 6%	33 8%	27 4%	41 26%	3 1%	7 1%	48 27%	- -	72 65%
Not important at all	39 4%	17 5%	9 3%	- -	3 2%	6 1%	23 5%	4 1%	32 21%	1 *	- -	39 22%	- -	39 35%
Don't know	37 3%	8 2%	9 3%	1 1%	- -	4 1%	12 3%	13 2%	7 4%	3 1%	2 *	8 5%	- -	- *

Net: Essential/important	933 86%	296 85%	261 89%	79 96%	133 90%	406 92%	372 84%	553 93%	77 49%	291 98%	716 99%	82 46%	933 100%	- *
Net: Not important	111 10%	44 13%	23 8%	2 3%	15 10%	32 7%	57 13%	31 5%	74 47%	4 1%	7 1%	87 49%	- -	111 100%
Net difference	822 76%	252 72%	238 81%	77 94%	118 80%	375 85%	316 72%	522 87%	3 2%	287 96%	709 98%	-4 -2%	933 100%	-111 -100%

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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 Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling - Attitudes to facemasks

Fieldwork: 17-20 July 2020

PUBLIC

Adults online aged 18-75 in GB

Q6. Do you think rules making it mandatory to wear a mask when visiting shops will make you more likely or less likely to go shopping in the future, or will it make no difference?

All adults online aged 18-75 in Great Britain

	Total		Gender		Age								Social grade				Region						Urban / Rural		Marital Status			Pres of children HH (17 or under)		Education				Employment status	
	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)	GCSE/O Level/AV Q12 (d)	A Level or equivalent (e)	Degree/Masters/PhD (f)	No formal qualifications (g)	Working (h)	Not working (i)
Unweighted base	1081	517	539	354	402	325	152	202	192	210	95	230	338	366	132	245	257	282	245	149	54	94	901	180	603	350	128	283	798	264	251	500	66	687	394
Weighted base	1081	523	533	331	395	355	126	205	191	203	187	168	295	313	229	244	255	280	247	152	53	93	900	181	616	348	116	280	801	340	313	349	79	683	398
Much more likely	130 12%	61 12%	66 12%	53 16% FK	51 13% FK	26 7%	23 18% FK	30 15% FK	23 12% K	28 14% FK	7 4% *	19 11% FK	36 12%	34 11%	27 12%	32 13%	29 10%	23 9%	24 16%	7 13% *	14 13% *	105 12%	25 14%	80 13%	42 12%	8 7%	51 18% c	79 10%	29 9%	38 12%	48 14%	15 19% d*	81 12%	49 12%	
Somewhat more likely	137 13%	69 13%	65 12%	63 19% EFIL	41 10% L	33 9%	30 24% EFUKL	33 16% FIL	26 13% L	16 8%	22 12% *	11 7%	50 17% P	42 13%	24 11%	20 8%	29 11%	37 13%	29 12%	24 16%	5 10% *	12 13% *	112 12%	25 14%	80 13%	50 14% a	7 6% c	47 17% c	90 11%	32 9%	36 12%	64 18% deg	5 6% *	100 15% i	37 9%
Will make no difference	555 51%	279 53%	264 50%	141 43%	198 50% G	215 61% DEGHI	49 39%	92 45% G	94 49%	104 51% G	108 58% DG*	107 64% DEFGHU	144 49%	160 51%	116 51%	134 55%	125 49%	142 51%	122 49%	83 55%	30 56% *	53 57% *	462 51%	92 51%	313 51%	172 49%	70 60% fg	118 42% b	436 54% b	198 58% fg	161 51%	166 48%	30 38% *	334 49%	221 56%
Somewhat less likely	124 11%	60 11%	62 12%	38 11%	44 11% L	42 13% L	17 13%	21 10%	22 11%	22 15% *	15 9%	33 13%	40 13%	31 10%	20 8%	33 13% v	30 11%	16 9%	7 4% TV	11 13% *	4 4% *	104 12%	20 11%	70 11%	41 12%	13 11% TV	28 10% TV	96 9%	32 9%	42 13%	38 11%	13 17% *	82 12%	42 10%	
Much less likely	100 9%	37 7% B	59 11% B	19 6% DG	18 12% GL	35 10% GL	3 2%	16 8% G	21 11% DG	25 12% DG	13 8% G*	13 8% G	22 8%	24 8%	25 11%	28 12%	29 11% T	31 11% T	9 9%	6 4% T	3 5% *	10% 10% *	87 10%	13 7%	57 9%	27 8%	16 14% c	25 9%	75 9%	39 11% c	28 9%	27 8%	7 9% *	67 10%	33 8%
Don't know	35 3%	17 3%	16 3%	18 5% FKL	14 4% FKL	4 1% FKL	5 4%	13 6% FKL	6 3%	8 4% F	1 1% *	3 2% F	9 3%	12 4%	6 3%	9 4%	7 3%	10 4%	11 5%	3 2% s	2 3% *	2 3% *	30 3%	5 3%	16 3%	17 5%	2 2% a	11 4% c	24 3%	11 3%	9 3%	7 2% de	9 11% det*	20 3%	16 4%
Net: More likely	267 25%	130 25%	131 25%	116 35% EFUKL	92 23% FKL	59 17% DEFHUKL	53 42% FKL	63 31% FKL	48 25% F	44 22% F	29 15% *	30 18% F	87 29%	77 24%	51 22%	53 24%	61 24%	67 24%	52 21%	49 32% s	13 23% *	26 28% *	217 24%	50 28% a	160 26% a	92 26% a	15 13% c	98 35% c	169 21%	61 18%	74 24%	112 32% de	20 26% *	181 26%	86 22%
Net: Less likely	224 21%	97 18%	121 23%	57 17% L	90 23% L	77 22% L	20 16% L	37 18% L	43 23% L	47 23% L	49 26% *	28 17% L	55 19%	65 21%	56 24%	49 20%	62 24% TV	61 22% T	61 25% TV	17 11%	9 18% *	12 13% *	190 21%	34 18% TV	127 21% TV	68 19%	29 25% TV	52 19% TV	172 21%	70 21%	69 22%	64 18%	20 25% *	149 22%	75 19%
Net difference	43 4%	33 6%	10 2%	59 18% L	2 1% L	-18 -5% L	33 26% L	26 13% L	5 3%	-3 -1% L	-20 -11% L	2 1% L	32 11% L	12 4% L	-4 -2% L	4 2% L	-1 * L	5 2% L	-9 -4% L	32 21% L	3 6% L	13 14% L	27 3% L	17 9% L	33 5% L	24 7% L	-13 -12% L	46 16% L	-3 * L	-9 -3% L	5 2% L	48 14% L	* * L	32 5% L	11 3% L

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Ipsos MORI Coronavirus polling - Attitudes to facemasks

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		Conservative	Labour	Liberal Democrats	Other	Remain	Leave	Likely	Unlikely	Already wear one	Support	Oppose	Essential/important	Not important
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	1081	341	315	95	142	479	413	607	149	295	738	174	935	110
Weighted base	1081	348	293	82	147	442	441	597	157	298	725	177	933	111
Much more likely	130 12%	38 11%	40 14%	8 10%	23 16%	48 11%	55 13%	83 14%	3 2%	44 15%	123 17%	3 2%	130 14%	- -
Somewhat more likely	137 13%	38 11%	50 17%	15 19%	18 12%	71 16%	41 9%	76 13%	16 10%	44 15%	109 15%	16 9%	129 14%	7 6%
Will make no difference	555 51%	182 52%	146 50%	47 57%	75 51%	236 53%	227 51%	322 54%	50 32%	174 59%	414 57%	54 30%	514 55%	38 34%
Somewhat less likely	124 11%	41 12%	38 13%	9 10%	13 9%	58 13%	48 11%	81 13%	23 15%	18 6%	61 8%	26 15%	106 11%	12 11%
Much less likely	100 9%	42 12%	12 4%	3 3%	15 10%	25 6%	57 13%	28 5%	62 39%	7 2%	10 1%	74 42%	38 4%	52 47%
Don't know	35 3%	9 3%	6 2%	1 1%	3 2%	4 1%	14 3%	8 1%	4 3%	11 4%	7 1%	5 3%	16 2%	3 2%

Net: More likely	267 25%	76 22%	91 31%	23 28%	42 28%	118 27%	97 22%	159 27%	18 12%	88 30%	232 32%	19 11%	260 28%	7 6%
Net: Less likely	224 21%	82 24%	50 17%	11 14%	28 19%	84 19%	104 24%	108 18%	85 54%	25 8%	72 10%	100 56%	144 15%	64 57%
Net difference	43 4%	-7 -2%	40 14%	12 14%	14 9%	34 8%	-8 -2%	51 8%	-66 -42%	64 21%	161 22%	-81 -46%	115 12%	-57 -51%

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