Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q1. To what extent, if at all, are you personally following the Government's rules on how to respond to the coronavirus? Please answer honestly, all answers to this survey are anonymous.

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	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Completely (3)	436 41%	197 37%	237 44%	108 33%	166 42%	162 47%	36 28%	72 36%	82 44% DG	84 41%	80 44% DG	82 50% DGH*	110 38%	119 38%	110 48%	98 41%	86 34%	123 44% Q	118 48% QV	60 40%	18 36% *	31 33% *	362 40%	74 45%	262 43%	125 38%	49 39% *	115 38%	321 42%	131 38%	305 42%	257 38%	179 46% f
Nearly all the time (2)	345 32%	162 31%	183 34%	100 31%	130 33%	115 33%	37 29%	63 31%	63 33%	67 33%	62 34%	53 32% *	84 29%	121 38% MO	61 27%	79 33%	98 38% RS	81 29%	66 27%	47 32%	17 34% *	36 39% *	301 33%	44 27%	188 31%	107 32%	50 40%	101 34%	244 32%	127 37% e	218 30%	229 34%	116 30%
Most of the time (1)	186 17%	110 21% C	75 14%	70 21% I	62 16%	54 16%	27 21%	43 21% I	24 13%	38 19%	30 16%	24 15% *	64 22% P	52 17%	38 17%	32 14%	45 18%	47 17%	39 16%	28 19%	9 19% *	18 20% *	147 16%	39 24%	103 17%	61 18%	22 18% *	47 16%	139 18%	67 19%	120 17%	122 18%	64 16%
About half of the time (0)	49 5%	26 5%	22 4%	27 8% EFHJKL	15 4%	6 2%	17 13% DEFHIJKL	10 5%	8 4%	7 3%	4 2%	2 1% *	16 6%	9 3%	6 3%	18 7% N	8 3%	15 5%	10 4%	7 4%	5 9% *	4 4% *	46 5%	3 2%	28 5%	18 6%	2 2% *	16 5%	33 4%	10 3%	39 5%	35 5%	14 4%
Less than half of the time (-1)	22 2%	10 2%	12 2%	11 3%	7 2%	4 1%	5 4%	6 3%	5 3%	2 1%	2 1%	3 2% *	5 2%	6 2%	8 3%	4 2%	6 2%	6 2%	3 1%	5 3%	1 2% *	1 2% *	17 2%	5 3%	13 2%	9 3% *	1 1% *	13 4% c	10 1%	3 1%	19 3%	16 2%	6 2%
Hardly any of the time (-2)	15 1%	11 2%	4 1%	6 2%	6 2% J	3 1%	3 2%	3 1%	5 3%	1 *	3 2%	-	5 2%	3 1%	5 2%	2 1%	7 3%	3 1%	3 1%	1 1%	- *	* *	14 2%	1 *	8 1%	6 2%	1 1% *	6 2%	9 1%	3 1%	12 2%	12 2%	3 1%
Not at all (-3)	4 *	2 *	2 *	2 1%	* *	1 *	1 *	2 1%	*	-	*	* *	* *	1 *	-	2 1%	* *	1 *	-	1 1%	- *	1 1% *	4 *	-	3 *	* *	* *	2 1%	2 *	2 1%	2 *	1 *	2 1%
Don't know	10 1%	8 2%	2 *	4 1%	5 1% I	1 *	2 1%	2 1%	-	5 3% FIK	-	1 * *	3 1%	4 1%	-	3 1%	3 1%	2 1%	5 2%	-	- *	- *	10 1%	-	3 *	7 2% Y	1 * *	-	10 1%	* *	9 1%	6 1%	3 1%
Net: Completely/Nearly all of the time	782 73%	360 68%	420 78% B	209 63%	296 75% DG	277 80% DGH	73 58%	135 67%	145 77% DG	151 74% DG	142 78% DGH	135 82% DGH*	194 68%	240 76% M	171 75%	177 74%	184 72%	204 73%	183 76%	108 72%	36 71% *	66 72% *	663 74%	119 71%	450 74%	232 70%	99 79% *	216 72%	565 74%	258 75%	523 72%	486 72%	295 76%
Net: Not at all/hardly any of the time	18 2%	13 2%	6 1%	8 2%	7 2%	4 1%	3 2%	5 2%	6 3%	1 *	3 2%	* * *	5 2%	4 1%	5 2%	4 2%	8 3%	4 2%	3 1%	2 1%	- -	2 2% *	18 2%	1 *	11 2%	6 2%	2 1% *	8 3%	11 1%	5 1%	14 2%	13 2%	5 1%
Net: Completely/Nearly all/Most of the time	968 91%	470 89%	495 92%	279 85% G	358 91% DG	331 96% DEGHI	100 79%	179 89%	169 90% G	189 92% DG	172 95% DGH	159 97% DGH*	258 90%	292 93%	209 92%	209 88%	229 90%	251 90%	222 91%	136 91%	45 89% *	85 92% *	810 90%	158 95%	554 91%	293 88%	121 96% Z*	263 88%	704 92%	325 95% e	643 89%	609 90%	359 92%
Net: Not at all/hardly any/Less than half of the time	41 4%	23 4%	18 3%	19 6% J	13 3% J	8 2%	8 7% FJ	11 5% J	11 6% J	3 1%	5 3%	3 2% *	10 3%	10 3%	13 6%	8 3%	14 5%	11 4%	6 2%	6 4%	1 2% *	3 3% *	35 4%	5 3%	24 4%	15 5%	2 2% *	20 7% c	20 3%	8 2%	33 5%	29 4%	12 3%
Mean	2.01	1.91	2.11 B	1.74 G	2.07 DGH	2.19 DGH	1.57	1.85	2.02 DG	2.11 DGH	2.12 DGH	2.27 DGH*	1.93	2.05	2.07	2.00	1.90	2.03 Q	2.16	1.98	1.95 *	1.91 *	2.00	2.07	2.03	1.93	2.11 *	1.88	2.06 b	2.04	1.99	1.95	2.11 f

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

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q1. To what extent, if at all, are you personally following the Government's rules on how to respond to the coronavirus? Please answer honestly, all answers to this survey are anonymous.

All adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Completely (3)	436 41%	150 42%	127 41%	40 51% *	48 40%	189 44%	179 41%
Nearly all the time (2)	345 32%	110 31%	99 32%	23 29% *	39 32%	128 29%	151 35%
Most of the time (1)	186 17%	57 16%	54 17%	14 18% *	24 20%	89 21% G	60 14%
About half of the time (0)	49 5%	14 4%	21 7%	2 2% *	7 6%	14 3%	24 6%
Less than half of the time (-1)	22 2%	9 3%	5 2%	- - *	2 1%	7 2%	7 2%
Hardly any of the time (-2)	15 1%	12 3% c	2 1%	- - *	- -	4 1%	8 2%
Not at all (-3)	4 *	1 *	2 1%	- - *	- -	2 *	- -
Don't know	10 1%	3 1%	1 *	- - *	- -	1 *	3 1%
Net: Completely/Nearly all of the time	782 73%	261 73%	226 73%	62 80% *	87 73%	317 73%	330 76%
Net: Not at all/hardly any of the time	18 2%	13 4%	3 1%	- - *	- -	5 1%	8 2%
Net: Completely/Nearly all/Most of the time	968 91%	318 89%	280 90%	77 98% B*	111 93%	406 94%	390 90%
Net: Not at all/hardly any/Less than half of the time	41 4%	22 6%	9 3%	- - *	2 1%	12 3%	15 4%
Mean	2.01	1.96	2.00	2.28 *	2.05	2.07	2.04

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

ColumnMeans (5%): A,B/C/D/E,F/G Minimum Base: 30(**) Small Base: 100(*)

Q2. You said you personally haven't always been following government rules on how to respond to the Coronavirus. In what way(s), if any, have you broken the rules?

All adults aged 18-75 in Great Britain who haven't always been following government rules

		Gender		Age									Social grade				Region						Urban / Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	631	321	309	234	220	177	113	121	103	117	114	63	160	225	86	160	164	155	122	93	35	62	538	93	335	221	75	181	450	271	360	410	221
Weighted base	621	322	299	217	221	183	89	128	106	115	101	82	174	192	118	137	165	154	121	88	32	61	529	92	344	201	77	185	436	212	409	415	206
I've not always abided by social distancing rules, keeping 1-2 metres from other people	261 42%	130 40%	130 43%	75 35%	106 48%	79 43%	29 33%	46 36%	50 47%	56 49%	49 48%	31 37%	75 43%	74 39%	59 50%	52 38%	64 39%	70 46%	63 52%	32 36%	12 36%	20 33%	220 42%	41 44%	151 44%	81 41%	29 37%	69 37%	192 44%	90 42%	171 42%	181 44%	80 39%
I've visited friends or family who I was not allowed to visit	121 19%	62 19%	58 19%	47 22%	48 22%	26 14%	21 23%	26 21%	28 26%	20 17%	12 12%	14 17%	34 20%	38 20%	27 23%	22 16%	38 23%	31 20%	19 16%	14 16%	2 5%	17 28%	104 20%	17 19%	74 22%	35 17%	12 16%	34 19%	87 20%	40 19%	81 20%	88 21%	33 16%
I've not worn a facemask in shops (either at all or properly)	54 9%	38 12%	16 5%	19 9%	22 10%	12 7%	7 8%	12 10%	10 10%	11 10%	10 10%	2 3%	18 10%	14 7%	8 7%	14 10%	20 12%	15 10%	7 6%	9 10%	* *	3 4%	46 9%	7 8%	31 9%	18 9%	5 7%	21 11%	33 7%	12 5%	42 10%	44 11%	10 5%
I've not followed restrictions to stay in my during a lockdown	49 8%	32 10%	16 6%	25 12%	14 6%	9 5%	10 11%	15 12%	9 9%	5 4%	3 3%	6 7%	20 11%	13 7%	10 9%	6 4%	16 10%	9 6%	10 10%	9 10%	1 3%	4 6%	45 9%	4 4%	21 6%	23 11%	5 7%	14 8%	35 8%	17 8%	32 8%	37 9%	12 6%
I've been socialising in groups larger than six where I'm not allowed to	42 7%	26 8%	16 5%	24 11%	15 7%	3 2%	12 14%	12 9%	9 9%	6 5%	2 2%	1 1%	16 9%	15 8%	6 5%	5 4%	13 8%	12 8%	7 6%	7 7%	1 2%	3 5%	37 7%	5 5%	30 9%	12 6%	* *	18 10%	25 6%	17 8%	25 6%	34 8%	8 4%
I've visited someone I'm in a romantic relationship with who I was not allowed to visit	38 6%	21 6%	17 6%	26 12%	7 3%	5 3%	17 19%	9 7%	2 2%	5 4%	4 4%	1 1%	16 9%	6 4%	4 6%	5 4%	12 7%	6 4%	10 9%	5 5%	3 10%	2 3%	35 7%	3 4%	14 4%	20 10%	1 7%	15 8%	24 5%	13 6%	26 6%	33 8%	6 3%
I've travelled further than necessary or further than I've been allowed to by the government	36 6%	21 6%	14 5%	16 7%	14 7%	6 3%	11 12%	5 4%	8 7%	7 6%	5 5%	1 1%	16 9%	11 6%	5 4%	7 5%	7 4%	3 2%	5 4%	7 8%	3 10%	11 18%	33 6%	3 3%	24 7%	9 4%	3 4%	13 7%	23 5%	14 6%	22 5%	29 7%	7 3%
I've not worn a facemask on public transport (either at all or properly)	26 4%	19 6%	7 2%	14 7%	10 4%	2 1%	9 10%	5 4%	7 7%	3 3%	2 2%	-	12 7%	6 3%	4 3%	4 3%	7 4%	8 5%	5 4%	5 6%	1 4%	-	23 4%	3 3%	15 4%	9 5%	1 2%	18 10%	8 2%	4 2%	22 5%	21 5%	5 2%
I've attended a funeral with more people than allowed in attendance	15 2%	11 4%	4 1%	9 4%	7 3%	-	7 8%	2 1%	5 5%	2 1%	-	-	7 4%	2 1%	5 4%	1 1%	2 1%	3 2%	8 7%	2 3%	-	-	13 3%	2 2%	9 3%	5 3%	1 1%	9 5%	6 1%	2 1%	14 3%	13 3%	2 1%
I've stayed in a pub/bar/restaurant past the curfew	14 2%	10 3%	4 1%	8 4%	5 2%	*	4 5%	4 3%	4 4%	1 1%	*	-	10 6%	1 1%	2 1%	5 2%	3 2%	4 2%	2 1%	5 5%	-	1 2%	14 3%	-	11 3%	3 1%	*	11 6%	3 1%	4 2%	10 2%	13 3%	*
I've not self-isolated when returning from a foreign country when I'm meant to	11 2%	5 2%	6 2%	5 2%	1 1%	5 3%	1 1%	4 3%	1 1%	-	-	5 6%	4 2%	3 2%	3 2%	1 1%	4 2%	2 1%	1 1%	1 1%	2 7%	1 2%	8 1%	3 4%	10 3%	1 *	-	5 3%	5 1%	5 2%	6 1%	6 2%	4 2%
I've not self-isolated when I've developed coronavirus symptoms	9 1%	6 2%	3 1%	7 3%	-	2 1%	2 2%	5 4%	-	-	-	2 3%	5 3%	2 1%	-	2 1%	3 2%	1 1%	-	2 2%	1 4%	2 3%	7 1%	2 2%	8 2%	1 *	-	4 2%	5 1%	3 1%	6 1%	6 1%	3 2%
I've not self-isolated when told to by the NHS track and trace system	8 1%	3 1%	5 2%	2 1%	1 1%	4 2%	1 1%	1 1%	1 1%	-	2 2%	3 3%	5 3%	1 1%	-	1 1%	1 1%	3 2%	1 1%	3 3%	-	-	8 1%	-	4 1%	1 1%	3 4%	2 1%	5 1%	5 2%	2 1%	4 1%	4 2%
I've attended a wedding with more people than allowed in attendance	5 1%	2 1%	3 1%	3 1%	2 1%	-	1 1%	2 2%	2 2%	-	-	-	3 2%	-	-	2 1%	2 1%	1 1%	-	1 1%	-	2 2%	5 1%	-	4 1%	1 *	-	4 2%	1 *	1 1%	4 1%	3 1%	1 1%
In another way	58 9%	31 10%	28 9%	13 6%	20 9%	25 14%	2 2%	12 9%	10 10%	10 9%	17 17%	8 9%	14 8%	20 10%	15 12%	10 8%	21 13%	16 10%	9 8%	7 8%	2 5%	4 7%	51 10%	8 8%	32 9%	16 8%	11 15%	17 9%	41 9%	22 10%	36 9%	34 8%	25 12%
None of these	132 21%	64 20%	68 23%	35 16%	51 23%	46 25%	11 13%	23 18%	23 22%	28 24%	17 17%	28 35%	28 16%	45 23%	21 18%	38 27%	33 20%	32 21%	25 20%	20 22%	8 25%	14 23%	109 21%	23 25%	69 20%	45 22%	18 23%	33 18%	98 23%	37 17%	95 23%	77 18%	55 27%
Prefer not to say	9 1%	4 1%	5 2%	4 2%	3 1%	2 1%	2 2%	2 2%	2 2%	1 1%	2 2%	-	1 *	5 3%	-	3 2%	1 1%	5 3%	1 1%	1 1%	2 2%	-	8 1%	1 1%	3 1%	5 2%	1 1%	2 1%	7 2%	2 1%	7 2%	7 2%	2 1%
Don't know	13 2%	9 3%	4 1%	6 3%	4 2%	4 2%	3 3%	3 2%	1 1%	3 3%	4 4%	-	2 1%	3 2%	2 2%	6 4%	7 4%	2 1%	1 1%	1 2%	1 3%	2 3%	13 3%	-	8 2%	3 2%	2 3%	3 2%	10 2%	6 3%	7 2%	6 2%	7 3%

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

Q2. You said you personally haven't always been following government rules on how to respond to the Coronavirus. In what way(s), if any, have you broken the rules?

All adults aged 18-75 in Great Britain who haven't always been following government rules

	Total (A)	General Election 2019 Vote				Referendum 2016 vote	
		Conservative (B)	Labour (C)	Liberal Democrats (D)	Other (E)	Remain (F)	Leave (G)
Unweighted base	631	187	195	40	83	258	236
Weighted base	621	204	182	39	71	243	250
I've not always abided by social distancing rules, keeping 1-2 metres from other people	261 42%	85 42%	72 40%	16 41% *	24 34% *	106 43%	98 39%
I've visited friends or family who I was not allowed to visit	121 19%	55 27%	32 18%	7 17% *	11 15% *	54 22%	57 23%
I've not worn a facemask in shops (either at all or properly)	54 9%	21 10%	13 7%	2 6% *	8 11% *	19 8%	22 9%
I've not followed restrictions to stay in my during a lockdown	49 8%	18 9%	14 8%	4 10% *	4 5% *	25 10%	19 8%
I've been socialising in groups larger than six where I'm not allowed to	42 7%	21 10%	14 7%	1 4% *	4 6% *	20 8%	17 7%
I've visited someone I'm in a romantic relationship with who I was not allowed to visit	38 6%	15 7%	14 8%	2 4% *	5 7% *	13 5%	17 7%
I've travelled further than necessary or further than I've been allowed to by the government	36 6%	11 5%	11 6%	2 6% *	8 11% *	18 7%	13 5%
I've not worn a facemask on public transport (either at all or properly)	26 4%	12 6%	5 3%	- *	5 7% *	12 5%	6 2%
I've attended a funeral with more people than allowed in attendance	15 2%	6 3%	5 3%	2 6% *	1 2% *	1 *	6 2%
I've stayed in a pub/bar/restaurant past the curfew	14 2%	5 3%	4 2%	- *	4 5% *	4 2%	7 3%
I've not self-isolated when returning from a foreign country when I'm meant to	11 2%	5 2%	4 2%	- *	1 2% *	6 2%	4 1%
I've not self-isolated when I've developed coronavirus symptoms	9 1%	* *	3 2%	- *	3 4% B*	5 2%	4 2%
I've not self-isolated when told to by the NHS track and trace system	8 1%	- -	5 3% B	3 7% BE*	- *	6 2%	1 1%
I've attended a wedding with more people than allowed in attendance	5 1%	2 1%	2 1%	- -	1 1% *	2 1%	3 1%
In another way	58 9%	23 11% E	16 9%	6 16% E*	2 2% *	16 7%	24 10%
None of these	132 21%	42 21%	36 20%	9 23% *	15 21% *	48 20%	62 25%
Prefer not to say	9 1%	3 1%	2 1%	- *	- *	* *	1 1%
Don't know	13 2%	1 *	6 3%	2 4% *	3 4% B*	6 2%	5 2%

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E,F/G Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E,f/G Minimum Base: 30(**) Small Base: 100(*)

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - Summary

All adults aged 18-75 in Great Britain

	Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus?							
	To prevent spreading the coronaviruses to the most vulnerable in our society	To prevent myself from getting the coronaviruses	To stop my friends and family from getting the coronaviruses	To ensure the NHS is not overwhelmed by the coronaviruses	To avoid the risk of being caught and fined	Because if we follow the rules now we will get back to normal more quickly	The rules are supported by scientists and medical experts	Because people should follow rules in a society, even if they don't like them
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	1067	1067	1067	1067	1067	1067	1067	1067
Weighted base	1067	1067	1067	1067	1067	1067	1067	1067
Very convincing (3)	616 58% BCEFGH	525 49% EFGH	583 55% BEFGH	585 55% BEFGH	325 30%	440 41% EH	404 38% EH	354 33%
Fairly convincing (2)	307 29%	344 32%	341 32%	340 32%	356 33% A	367 34% A	406 38% ABCDE	389 36% ABCD
Not very convincing (1)	83 8%	125 12% ACD	82 8%	83 8%	246 23% ABCDFGH	152 14% ACD	159 15% ABCD	183 17% ABCD
Not at all convincing (0)	41 4%	54 5%	49 5%	41 4%	108 10% ABCDG	96 9% ABCD	77 7% ABCD	122 11% ABCDFG
Don't know	20 2%	19 2%	13 1%	18 2%	31 3% BCDF	12 1%	21 2% F	20 2%
Net: Convincing	924 87% BEFGH	869 81% EFGH	924 87% BEFGH	925 87% BEFGH	682 64%	807 76% EH	810 76% EH	743 70% E
Net: Not convincing	123 12%	179 17% ACD	131 12%	124 12%	354 33% ABCDFGH	248 23% ABCD	236 22% ABCD	305 29% ABCDFG
Net Difference	801 75%	690 65%	793 74%	801 75%	327 31%	559 52%	574 54%	438 41%
Mean	2.43 BCEFGH	2.28 EFGH	2.38 BEFGH	2.40 BEFGH	1.87	2.09 EH	2.09 EH	1.93

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

ColumnMeans (5%): A/B/C/D/E/F/G/H   Minimum Base: 30(**) Small Base: 100(*)

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To prevent spreading the coronavirus to the most vulnerable in our society

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	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	616 58%	273 52%	341 64% B	164 50%	224 57%	228 66% DEGHI	62 49%	102 50%	103 55%	121 59%	117 65% DGH	111 68% DGH*	161 56%	187 59%	126 55%	143 60%	147 58%	161 58%	128 53%	88 59%	31 62% *	61 66% *	520 58%	96 58%	347 57%	191 57%	79 63% *	152 51%	465 61% b	210 61%	406 56%	378 56%	238 61%
Fairly convincing (2)	307 29%	164 31%	143 27%	107 33% F	117 30%	84 24%	40 31%	67 33% F	54 29%	63 31%	44 24%	39 24% *	76 27%	91 29%	78 34%	62 26%	71 28%	81 29%	83 34%	38 25%	14 27% *	21 23% *	249 28%	59 35%	187 31%	89 27%	32 25% *	106 35% c	202 26%	95 28%	212 29%	204 30%	103 27%
Not very convincing (1)	83 8%	51 10%	32 6%	27 8%	32 8%	23 7%	7 6%	20 10%	19 10%	13 6%	12 7%	11 7% *	25 9%	27 8%	16 7%	15 6%	15 6%	25 9%	20 8%	15 10%	3 6% *	4 4% *	77 9% x	5 3%	45 7%	25 8%	12 9% *	27 9%	56 7%	27 8%	55 8%	54 8%	28 7%
Not at all convincing (0)	41 4%	29 5% C	12 2%	18 6%	14 3%	8 2%	9 7% FJL	9 5%	9 5%	4 2%	6 3%	3 2% *	13 5%	8 3%	7 3%	13 5%	13 5%	8 3%	9 4%	5 3%	1 2% *	4 5% *	37 4%	3 2%	21 4%	18 5%	1 1% *	13 4%	27 4%	4 1%	34 5% d	29 4%	11 3%
Don't know	20 2%	11 2%	9 2%	12 4% FH	6 1%	2 1%	9 7% DEFHIJKL	4 2%	2 1%	4 2%	2 1%	1 * *	11 4% N	2 1%	1 1%	6 3%	7 3%	3 1%	3 1%	3 2%	1 2% *	2 2% *	17 2%	3 2%	8 1%	10 3%	3 2% *	3 1%	17 2%	4 1%	16 2%	13 2%	7 2%
Net: Convincing	924 87%	437 83%	484 90% B	271 82%	341 87%	312 90% DG	102 80%	169 84%	157 84%	184 90% DG	161 89% G	151 92% DG*	237 83%	278 88%	204 89%	205 86%	218 86%	242 87%	211 87%	125 84%	45 89% *	82 89% *	769 85%	155 93% W	534 88%	280 84%	110 88% *	257 86%	666 87%	305 89%	619 86%	582 86%	342 88%
Net: Not convincing	123 12%	79 15% C	44 8%	46 14%	46 12%	32 9%	16 13%	29 15%	29 15%	17 8%	18 10%	13 8% *	38 13%	35 11%	23 10%	27 11%	28 11%	34 12%	29 12%	20 13%	4 8% *	8 9% *	115 13% x	8 5%	67 11%	43 13%	13 10% *	40 13%	83 11%	34 10%	89 12%	84 12%	40 10%
Net Difference	801 75%	358 68%	440 82%	225 68%	296 75%	280 81%	85 67%	140 69%	128 68%	167 82%	143 79%	137 83%	199 70%	243 77%	180 79%	178 75%	190 75%	208 75%	183 75%	105 71%	41 81%	73 80%	654 73%	147 88%	467 77%	236 71%	97 77%	218 73%	583 76%	271 79%	530 73%	499 73%	302 78%
Mean	2.43	2.32	2.54 B	2.31	2.43	2.55 DGHI	2.31	2.32	2.35	2.50 DGH	2.52 DGH	2.58 DGHI*	2.40	2.46	2.42	2.45	2.43	2.43	2.38	2.43	2.53 *	2.54 *	2.42	2.52	2.43	2.40	2.52 *	2.33	2.47 b	2.50	2.40	2.40	2.49

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

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To prevent spreading the coronavirus to the most vulnerable in our society

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	616 58%	193 54%	193 62%	57 72% BE*	66 55%	269 62%	243 56%
Fairly convincing (2)	307 29%	112 31%	81 26%	16 20% *	35 29%	124 29%	123 28%
Not very convincing (1)	83 8%	29 8%	25 8%	3 4% *	13 11%	28 6%	41 10%
Not at all convincing (0)	41 4%	20 6%	10 3%	2 2% *	3 3%	10 2%	19 4%
Don't know	20 2%	3 1%	3 1%	1 1% *	2 2%	2 1%	6 1%
Net: Convincing	924 87%	306 86%	274 88%	72 92% *	101 84%	393 91% G	366 85%
Net: Not convincing	123 12%	49 14%	34 11%	5 7% *	17 14%	38 9%	60 14% F
Net Difference	801 75%	257 72%	240 77%	67 86%	84 70%	355 82%	306 71%
Mean	2.43	2.35	2.48	2.64 B*	2.39	2.51 G	2.39

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To prevent myself from getting the coronavirus

All adults aged 18-75 in Great Britain

		Gender		Age									Social grade				Region						Urban / Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	525 49%	235 45%	288 54% B	132 40%	197 50% DG	195 57% DGH	47 37%	85 42%	97 52% DG	101 49%	104 57% G	92 56% DGH*	129 45%	165 52%	115 51%	115 48%	117 46%	133 48%	119 49%	82 55%	25 49% *	49 53% *	438 49%	87 52%	302 50%	158 48%	64 51% *	133 44%	392 51%	189 55% e	336 46%	324 48%	201 52%
Fairly convincing (2)	344 32%	177 34%	167 31%	117 35% I	124 32%	104 30%	50 39%	67 33%	51 27%	72 35%	54 30%	50 30% *	100 35%	93 30%	69 31%	82 34%	80 31%	97 35%	78 32%	43 29%	18 34% *	29 31% *	286 32%	58 35%	200 33%	108 33%	36 29% *	96 32%	248 32%	103 30%	241 33%	225 33%	120 31%
Not very convincing (1)	125 12%	68 13%	56 11%	50 15% K	41 11%	34 10% K	19 15% K	31 15% K	20 11%	21 10%	13 7%	21 13% *	35 12%	42 13%	28 12%	21 9%	36 14%	27 10%	33 13%	13 9%	7 14% *	9 10% *	114 13%	11 7%	67 11%	39 12%	19 15% *	48 16% c	77 10%	32 9%	93 13%	81 12%	44 11%
Not at all convincing (0)	54 5%	36 7% C	17 3%	22 7% JL	21 5% J	11 3%	6 5%	16 8% FJL	15 8% EFJL	5 3%	9 5% F	2 1% *	17 6%	13 4%	10 4%	14 6%	17 7%	19 7%	7 3%	7 5%	* 1% *	4 4% *	45 5%	9 5%	33 5%	18 6%	3 2% *	19 6%	34 4%	16 5%	38 5%	40 6%	14 4%
Don't know	19 2%	11 2%	8 2%	8 2%	10 2%	1 *	5 4% FK	4 2%	4 2%	6 3% F	1 *	1 * *	5 2%	2 1%	5 2%	6 3%	5 2%	2 1%	6 3%	4 3%	1 2% *	1 1% *	18 2%	1 1%	6 1%	9 3%	4 3% *	4 1%	15 2%	3 1%	16 2%	9 1%	10 3%
Net: Convincing	869 81%	412 78%	455 85% B	249 76%	321 82%	299 87% DGH	97 77%	152 75%	148 79%	173 84% DH	158 87% DGH	141 86% DH*	229 80%	258 82%	185 81%	197 83%	197 78%	230 83%	197 81%	125 84%	42 83% *	78 85% *	724 80%	145 87%	502 83%	266 80%	100 80% *	229 76%	640 83% b	292 85% e	577 80%	548 81%	321 83%
Net: Not convincing	179 17%	104 20% C	74 14%	72 22% FJK	62 16%	45 13%	25 20%	47 23% EFJK	36 19%	26 13%	22 12%	23 14% *	52 18%	55 17%	38 16%	35 15%	52 21%	46 17%	40 16%	20 13%	7 15% *	13 14% *	159 18%	20 12%	100 16%	57 17%	22 17% *	67 22% c	112 15%	48 14%	131 18%	121 18%	58 15%
Net Difference	690 65%	308 58%	381 71%	176 54%	259 66%	254 74%	72 57%	105 52%	113 60%	147 72%	136 75%	119 72%	178 62%	203 64%	147 65%	162 68%	145 57%	184 66%	157 65%	105 71%	35 69%	65 71%	565 63%	125 75%	402 66%	209 63%	78 62%	162 54%	528 69%	244 71%	446 62%	427 63%	263 68%
Mean	2.28	2.18	2.37 B	2.12	2.30 DH	2.41 DGH	2.13	2.11	2.25	2.35 DGH	2.40 DGH	2.41 DGH*	2.22	2.31	2.31	2.29	2.19	2.25	2.30	2.38	2.34 *	2.36 *	2.26	2.35	2.28	2.26	2.33 *	2.16	2.33 b	2.37 e	2.24	2.24	2.34

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.

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To prevent myself from getting the coronavirus

All adults aged 18-75 in Great Britain

| | | General Election 2019 Vote | | | | Referendum 2016 vote | |
| | Total | Conservative | Labour | Liberal Democrats | Other | Remain | Leave |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	525 49%	174 49%	155 50%	39 50% *	58 49%	225 52%	210 48%
Fairly convincing (2)	344 32%	110 31%	111 36%	28 36% *	36 31%	148 34%	130 30%
Not very convincing (1)	125 12%	49 14%	30 10%	8 10% *	16 14%	45 10%	60 14%
Not at all convincing (0)	54 5%	21 6%	11 3%	2 2% *	7 6%	10 2%	26 6% F
Don't know	19 2%	4 1%	4 1%	1 2% *	2 2%	6 1%	7 2%
Net: Convincing	869 81%	284 79%	266 86%	67 86% *	94 79%	373 86% G	340 79%
Net: Not convincing	179 17%	69 19%	40 13%	10 12% *	23 19%	55 13%	86 20% F
Net Difference	690 65%	215 60%	226 73%	58 74%	71 60%	318 73%	254 59%
Mean	2.28	2.24	2.34	2.36 *	2.24	2.37 G	2.23

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To stop my friends and family from getting the coronavirus

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	583 55%	258 49%	324 60% B	154 47%	218 55% D	211 61% DGH	59 46%	95 47%	107 57% D	111 54%	111 61% DGH	100 61% DGH*	152 53%	172 55%	126 56%	132 56%	127 50%	150 54%	141 58%	85 57%	28 55% *	53 57% *	483 54%	100 60%	331 54%	180 54%	72 57% *	150 50%	433 56%	205 60% e	378 52%	363 53%	220 57%
Fairly convincing (2)	341 32%	182 34%	157 29%	122 37% EI	115 29% I	104 30%	50 39% EI	72 36% I	45 24%	70 34% EI	51 28%	52 32% *	87 30%	108 34%	73 32%	73 31%	88 35%	89 32%	70 29%	44 29%	21 41% *	29 31% *	293 33%	48 29%	198 33%	103 31%	39 31%	96 32% *	245 32%	100 29%	241 33%	226 33%	114 29%
Not very convincing (1)	82 8%	44 8%	38 7%	28 9%	35 9%	18 5%	10 8%	19 9%	19 10%	16 8%	9 5%	9 6% *	26 9%	22 7%	18 8%	15 6%	18 7%	23 8%	19 8%	11 7%	2 5% *	8 8% *	71 8%	10 6%	43 7%	27 8%	11 9% *	35 12% c	46 6%	23 7%	58 8%	47 7%	34 9%
Not at all convincing (0)	49 5%	35 7% C	14 3%	19 6% J	19 5% J	11 3%	4 4%	14 7% J	16 8% EFJL	4 2%	9 5%	2 2% *	16 6%	11 3%	11 5%	11 5%	16 6%	14 5%	10 4%	6 4%	- -	3 3% O	42 5%	7 4%	33 5%	15 4%	1 1% *	18 6%	31 4%	13 4%	36 5%	35 5%	14 4%
Don't know	13 1%	8 2%	5 1%	6 2%	6 2%	1 *	4 3% F	2 1%	2 1%	4 2%	1 *	1 * *	5 2%	2 1%	- -	6 3% O	5 2%	2 1%	3 1%	3 2%	- *	- *	12 1%	1 1%	3 1%	7 2%	2 2% *	1 * Y	12 2% *	2 1%	11 2%	7 1%	6 2%
Net: Convincing	924 87%	440 83%	481 90% B	276 84%	332 85%	315 91% DEHI	108 86%	168 83%	152 81%	181 88% E	163 90% I	152 93% DHI*	239 83%	280 89%	200 88%	206 86%	215 85%	239 86%	211 87%	128 86%	48 95% *	81 88% *	776 86%	148 89%	529 87%	283 85%	111 88% *	246 82%	677 88% b	305 89%	618 85%	589 87%	335 86%
Net: Not convincing	131 12%	79 15% C	51 10%	47 14% F	54 14% J	30 9%	14 11%	33 16% FL	34 18% EFJKL	20 10%	18 10%	12 7% *	42 15%	33 11%	28 12%	27 11%	34 13%	37 13%	29 12%	17 11%	2 5% *	11 12% *	113 13%	17 10%	76 13%	42 13%	12 10% *	53 18% c	78 10%	36 11%	94 13%	83 12%	48 12%
Net Difference	793 74%	360 68%	430 80%	229 70%	278 71%	286 83%	94 74%	135 67%	118 63%	161 79%	145 80%	140 85%	196 69%	246 78%	171 75%	179 75%	181 71%	202 72%	183 75%	111 75%	46 90%	71 77%	663 74%	130 78%	453 74%	241 72%	99 79%	193 64%	600 78%	269 78%	524 72%	506 75%	287 74%
Mean	2.38	2.28	2.49 B	2.27	2.37	2.49 DGHI	2.33	2.24	2.31	2.43 DH	2.47 DH	2.52 DH*	2.33	2.41	2.39	2.41	2.31	2.35	2.43	2.42	2.50 *	2.43 *	2.37	2.45	2.37	2.38	2.48 *	2.27	2.43 b	2.46	2.35	2.36	2.41

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.

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To stop my friends and family from getting the coronavirus

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	583 55%	182 51%	170 55%	54 69% BC*	65 55%	263 61% G	221 51%
Fairly convincing (2)	341 32%	126 35% D	103 33%	17 22% *	33 27%	139 32%	137 32%
Not very convincing (1)	82 8%	23 7%	26 8%	4 5% *	15 12%	22 5%	40 9% F
Not at all convincing (0)	49 5%	23 7%	9 3%	3 3% *	6 5%	9 2%	30 7% F
Don't know	13 1%	2 *	3 1%	1 1% *	* *	1 *	4 1%
Net: Convincing	924 87%	309 86%	273 88%	71 91% *	98 82%	402 93% G	359 83%
Net: Not convincing	131 12%	47 13%	35 11%	7 8% *	21 18%	31 7%	70 16% F
Net Difference	793 74%	262 73%	237 76%	65 82%	77 64%	371 86%	289 67%
Mean	2.38	2.31	2.41	2.58 B*	2.32	2.52 G	2.29

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To ensure the NHS is not overwhelmed by the coronavirus

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	585 55%	278 53%	305 57%	157 48%	220 56% D	208 60% DGH	60 47%	97 48%	99 53%	121 59% DGH	106 59% D	101 62% DGH*	146 51%	171 54%	130 57%	137 58%	129 51%	154 55%	133 55%	85 57%	28 55% *	56 61% *	496 55%	89 54%	326 54%	183 55%	76 60% *	149 50%	436 57%	202 59%	383 53%	368 54%	217 56%
Fairly convincing (2)	340 32%	175 33%	164 31%	113 34%	127 32%	100 29%	44 35%	69 34%	66 35%	60 30%	56 31%	44 27% *	95 33%	95 30%	77 34%	73 31%	83 33%	86 31%	81 33%	42 28%	17 34% *	31 34% *	280 31%	60 36%	210 35%	96 29%	34 27% *	105 35%	235 31%	99 29%	241 33%	226 33%	114 29%
Not very convincing (1)	83 8%	41 8%	43 8%	33 10%	23 6%	27 8% K	14 11% K	20 10%	11 6%	12 6%	9 5%	19 11% *	28 10%	31 10% P	12 5%	12 5%	25 10% V	26 9% V	15 6%	12 8% V	5 10% V*	1 1% *	73 8%	11 6%	47 8%	26 8%	11 9% *	30 10%	53 7%	28 8%	56 8%	51 8%	32 8%
Not at all convincing (0)	41 4%	25 5%	15 3%	16 5% L	16 4%	9 3%	4 3%	12 6% L	10 5% L	6 3%	8 5% FL	* *	10 3%	15 5%	5 2%	11 5%	11 4%	11 4%	10 4%	6 4%	- - *	2 3% *	37 4%	3 2%	18 3%	19 6%	3 3% *	11 4%	29 4%	11 3%	30 4%	23 3%	17 4%
Don't know	18 2%	8 2%	10 2%	9 3% F	7 2%	2 1%	5 4% FL	4 2%	1 1%	6 3%	2 1%	- *	7 2%	3 1%	4 2%	5 2%	6 2%	2 1%	3 1%	5 4%	1 1% *	1 2% *	15 2%	3 2%	7 1%	9 3%	2 1% *	5 2%	13 2%	4 1%	15 2%	10 2%	8 2%
Net: Convincing	925 87%	453 86%	469 87%	270 82%	347 88% D	308 89% D	104 82%	166 82%	165 88%	182 89%	162 90% D	145 88% *	241 84%	266 84%	207 91%	211 88%	212 83%	240 86%	215 88%	126 85%	45 89% *	88 95% QRT*	776 86%	149 90%	536 88%	278 84%	110 87% *	254 85%	671 88%	301 88%	624 86%	594 87%	331 85%
Net: Not convincing	124 12%	66 13%	58 11%	49 15% J	39 10%	36 10%	17 14%	32 16% J	21 11%	18 9%	17 9%	19 12% *	38 13%	46 15% O	17 7%	23 10%	36 14% V	37 13% V	25 10%	17 12% V	5 10% *	3 3% *	110 12%	14 9%	65 11%	45 14%	14 11% *	41 14%	83 11%	39 11%	85 12%	75 11%	49 13%
Net Difference	801 75%	386 73%	411 77%	221 67%	308 78%	272 79%	87 69%	134 66%	144 77%	164 80%	146 80%	126 77%	203 71%	220 70%	190 84%	187 79%	175 69%	203 73%	189 78%	109 73%	40 79%	85 92%	666 74%	135 81%	472 78%	233 70%	96 76%	212 71%	589 77%	262 76%	539 74%	519 76%	282 73%
Mean	2.40	2.36	2.44	2.29	2.43 DH	2.47 DH	2.32	2.27	2.36	2.49 DH	2.45	2.50 DH*	2.35	2.35	2.49	2.44	2.33	2.38	2.41	2.43	2.46 *	2.56 Q*	2.39	2.44	2.41	2.36	2.47 *	2.33	2.43	2.45	2.38	2.40	2.40

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.

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To ensure the NHS is not overwhelmed by the coronavirus

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	585 55%	192 54%	183 59%	47 60% *	65 54%	261 60%	234 54%
Fairly convincing (2)	340 32%	106 30%	101 32%	25 32% *	40 34%	134 31%	137 32%
Not very convincing (1)	83 8%	32 9%	20 6%	4 5% *	13 11%	28 7%	38 9%
Not at all convincing (0)	41 4%	22 6% C	5 2%	2 2% *	2 2%	8 2%	21 5% F
Don't know	18 2%	5 1%	2 1%	1 1% *	- -	2 *	3 1%
Net: Convincing	925 87%	298 83%	284 91% B	72 91% *	105 88%	396 91% G	371 86%
Net: Not convincing	124 12%	54 15% C	25 8%	6 8% *	15 12%	36 8%	59 14% F
Net Difference	801 75%	244 68%	259 83%	66 84%	90 76%	360 83%	312 72%
Mean	2.40	2.33	2.49 B	2.50 *	2.40	2.50 G	2.36

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To avoid the risk of being caught and fined

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	325 30%	142 27%	183 34% B	113 34%	111 28%	101 29%	46 36%	68 34%	55 29%	57 28%	56 31%	45 27% *	91 32%	91 29%	68 30%	75 32%	79 31%	79 28%	69 28%	60 41% RS	12 23% *	26 29% *	274 30%	51 31%	184 30%	95 29%	46 37% *	104 35%	221 29%	102 30%	223 31%	191 28%	134 35%
Fairly convincing (2)	356 33%	176 33%	177 33%	112 34%	136 35%	108 31%	43 34%	69 34%	70 38%	66 32%	52 29%	56 34% *	101 35%	99 31%	81 35%	76 32%	86 34%	90 32%	81 33%	47 31%	23 46% *	30 32% *	296 33%	61 37%	201 33%	112 34%	43 34% *	94 31%	262 34%	115 34%	241 33%	238 35%	119 31%
Not very convincing (1)	246 23%	125 24%	120 22%	58 18%	93 24% H	95 27% DH	27 21%	31 15%	35 19%	58 28% DEHI	53 29% DHI	42 25% *	63 22%	80 25%	46 20%	56 24%	50 20%	75 27% T	61 25% T	19 13%	15 30% T*	25 27% T*	206 23%	39 24%	142 23%	77 23%	27 21% *	65 22%	180 24%	92 27% e	153 21%	154 23%	91 24%
Not at all convincing (0)	108 10%	65 12% C	43 8%	33 10% G	39 10%	36 10%	7 5%	26 13% G	19 10%	20 10%	19 10%	18 11% *	24 8%	40 13%	26 11%	19 8%	31 12% U	28 10% U	26 11% U	15 10% U	- - *	9 10% U*	97 11%	11 7%	67 11%	34 10%	8 6% *	30 10%	79 10%	31 9%	78 11%	79 12%	29 8%
Don't know	31 3%	19 4%	13 2%	13 4%	13 3%	6 2%	4 3%	8 4%	8 4%	5 2%	2 1%	5 3% *	7 2%	5 2%	7 3%	12 5% N	8 3%	7 3%	6 2%	8 5%	1 1% *	2 2% *	27 3%	4 3%	15 2%	15 4%	2 2% *	7 2%	24 3%	3 1%	28 4% d	16 2%	15 4%
Net: Convincing	682 64%	318 60%	360 67% B	226 69% J	247 63%	208 60%	89 70%	137 68%	125 67%	122 60%	108 59%	101 61% *	192 67%	190 60%	149 65%	151 63%	165 65%	168 60%	150 62%	107 72% R	35 69% *	56 61% *	570 63%	111 67%	385 63%	207 62%	89 71% *	198 66%	483 63%	217 63%	465 64%	429 63%	253 65%
Net: Not convincing	354 33%	190 36%	164 30%	90 27%	132 34%	131 38% DGH	33 26%	57 28%	54 29%	78 38% DG	72 40% DGH	59 36% *	87 31%	120 38%	72 31%	75 32%	81 32%	103 37% T	87 36% T	34 23%	15 30% *	34 37% T*	304 34%	51 30%	209 34%	111 33%	35 28% *	95 32%	259 34%	123 36%	231 32%	233 34%	121 31%
Net Difference	327 31%	128 24%	197 37%	135 41%	115 29%	77 22%	55 44%	80 40%	71 38%	45 22%	35 20%	42 25%	105 37%	70 22%	77 34%	75 32%	84 33%	66 24%	62 26%	73 49%	20 40%	22 24%	267 30%	61 37%	177 29%	97 29%	54 43%	103 34%	224 29%	94 27%	234 32%	195 29%	132 34%
Mean	1.87	1.78	1.95 B	1.97	1.84	1.80	2.05 EFJK	1.92	1.89	1.79	1.80	1.80 *	1.93	1.78	1.87	1.91	1.87	1.81	1.81	2.08 RS	1.93 *	1.82 *	1.87	1.93	1.85	1.84	2.03 *	1.93	1.84	1.85	1.88	1.82	1.96

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

14

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - To avoid the risk of being caught and fined

All adults aged 18-75 in Great Britain

| | Total | General Election 2019 Vote | | | | Referendum 2016 vote | |
| | | Conservative | Labour | Liberal Democrats | Other | Remain | Leave |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	325 30%	101 28%	91 29%	25 32% *	37 31%	129 30%	127 29%
Fairly convincing (2)	356 33%	123 34%	104 33%	27 34% *	36 30%	151 35%	141 33%
Not very convincing (1)	246 23%	86 24%	71 23%	20 26% *	34 28%	100 23%	103 24%
Not at all convincing (0)	108 10%	39 11%	34 11%	6 8% *	10 9%	47 11%	47 11%
Don't know	31 3%	8 2%	11 4%	- - *	2 2%	7 2%	14 3%
Net: Convincing	682 64%	224 63%	195 63%	52 66% *	73 61%	280 65%	269 62%
Net: Not convincing	354 33%	126 35%	104 34%	26 34% *	44 37%	147 34%	149 35%
Net Difference	327 31%	98 27%	91 29%	26 33%	29 25%	133 31%	119 28%
Mean	1.87	1.82	1.84	1.91 *	1.86	1.85	1.84

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - Because if we follow the rules now we will get back to normal more quickly

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	440 41%	194 37%	244 45% B	128 39%	162 41%	151 44%	45 36%	82 41%	73 39%	88 43%	77 42%	74 45% *	107 37%	137 43%	92 40%	104 44%	94 37%	110 39%	107 44%	70 47%	21 42% *	39 42% *	372 41%	68 41%	259 43%	128 38%	53 42% *	126 42%	314 41%	158 46% e	282 39%	275 41%	165 42%
Fairly convincing (2)	367 34%	189 36%	177 33%	111 34%	130 33%	126 36%	50 39%	61 30%	59 31%	71 35%	66 36%	60 36% *	97 34%	104 33%	81 36%	84 35%	89 35%	104 37%	85 35%	40 27%	17 34% *	33 36% *	301 33%	66 40%	205 34%	119 36%	43 34% *	95 32%	272 35%	114 33%	253 35%	235 35%	132 34%
Not very convincing (1)	152 14%	71 14%	81 15%	47 14%	50 13%	55 16%	21 16%	27 13%	21 11%	29 14%	27 15%	28 17% *	41 14%	45 14%	36 16%	30 13%	42 17%	40 14%	27 11%	23 16%	8 16% *	12 13% *	134 15%	19 11%	80 13%	49 15%	24 19% *	40 13%	113 15%	43 12%	110 15%	94 14%	58 15%
Not at all convincing (0)	96 9%	64 12% C	32 6%	37 11% FGL	45 11% FGJL	14 4%	6 5%	30 15% DFGJKL	32 17% EFGJKL	13 6%	11 6%	2 2% *	34 12%	27 9%	18 8%	17 7%	26 10%	23 8%	22 9%	13 9%	4 9%	7 8% *	84 9%	12 7%	63 10% a	29 9%	4 3% *	39 13% c	57 7%	26 7%	70 10%	66 10%	29 8%
Don't know	12 1%	8 2%	4 1%	6 2%	5 1%	1 *	4 3% FL	2 1%	2 1%	3 1%	1 *	- - *	6 2%	1 *	1 *	4 2%	3 1%	2 1%	3 1%	3 2%	- -	1 2% *	11 1%	1 1%	2 *	8 2% Y	2 2% *	1 *	11 1%	1 *	10 1%	8 1%	4 1%
Net: Convincing	807 76%	384 73%	420 78%	238 73%	292 74%	276 80% HI	95 75%	143 71%	132 71%	160 78%	142 79%	134 81% *	204 71%	241 77%	174 76%	188 79%	182 72%	214 77%	191 79%	110 74%	38 76% *	71 78% *	673 75%	134 81%	464 76%	247 74%	96 76% *	221 74%	586 76%	273 79%	534 74%	510 75%	296 76%
Net: Not convincing	248 23%	135 26%	113 21%	84 26%	95 24%	69 20%	27 21%	57 28%	53 28%	42 21%	38 21%	31 19% *	76 26%	72 23%	53 23%	47 20%	68 27%	63 23%	49 20%	36 24%	12 24% *	19 21% *	218 24%	31 18%	142 23%	78 23%	28 22% *	78 26%	170 22%	68 20%	180 25%	160 24%	88 23%
Net Difference	559 52%	248 47%	308 57%	154 47%	197 50%	208 60%	68 54%	86 42%	79 42%	117 57%	105 58%	103 63%	129 45%	169 54%	120 53%	141 59%	114 45%	150 54%	143 59%	73 49%	26 51%	52 57%	455 51%	104 62%	322 53%	168 51%	69 55%	142 47%	416 54%	204 60%	354 49%	350 52%	209 54%
Mean	2.09	1.99	2.19 B	2.02	2.06	2.20 DHI	2.10	1.97	1.94	2.16 EI	2.15	2.25 HI*	1.99	2.12	2.09	2.17	2.00	2.08	2.15	2.14	2.09 *	2.14 *	2.08	2.16	2.09	2.06	2.18 *	2.03	2.12	2.19 e	2.04	2.07	2.12

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.

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - Because if we follow the rules now we will get back to normal more quickly

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	440 41%	147 41%	138 44%	38 48% *	41 35%	201 46% G	166 38%
Fairly convincing (2)	367 34%	118 33%	109 35%	28 36% *	42 35%	155 36%	145 33%
Not very convincing (1)	152 14%	54 15%	44 14%	8 10% *	18 15%	57 13%	69 16%
Not at all convincing (0)	96 9%	38 11%	18 6%	4 5% *	16 14% C	18 4%	50 12% F
Don't know	12 1%	1 *	2 1%	* 1% *	2 1%	2 *	4 1%
Net: Convincing	807 76%	265 74%	247 80%	66 84% E*	83 70%	356 82% G	310 72%
Net: Not convincing	248 23%	91 26%	62 20%	12 15% *	34 29% D	76 17%	119 27% F
Net Difference	559 52%	173 48%	186 60%	54 70%	49 41%	281 65%	191 44%
Mean	2.09	2.05	2.19 E	2.29 E*	1.92	2.25 G	1.99

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - The rules are supported by scientists and medical experts

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	404 38%	198 38%	205 38%	125 38%	152 39%	127 37%	43 34%	82 40%	74 39%	78 38%	70 39%	57 35% *	114 40%	112 35%	91 40%	87 37%	88 35%	91 33%	100 41%	64 43%	25 49% R*	36 39% *	334 37%	70 42%	243 40%	117 35%	44 35% *	117 39%	287 37%	145 42%	259 36%	261 38%	143 37%
Fairly convincing (2)	406 38%	196 37%	209 39%	122 37%	137 35%	146 42% I	53 42%	69 34%	59 31%	79 38%	72 40%	74 45% I*	104 36%	128 41%	88 39%	85 36%	91 36%	118 42%	90 37%	49 33%	18 36% *	39 42% *	346 38%	60 36%	227 37%	123 37%	56 44% *	109 36%	297 39%	128 37%	278 38%	259 38%	147 38%
Not very convincing (1)	159 15%	77 15%	81 15%	52 16%	61 15%	47 14%	20 16%	32 16%	33 18%	27 13%	23 13%	23 14% *	43 15%	42 13%	38 17%	36 15%	40 16%	47 17%	31 13%	20 14%	7 14% *	13 14% *	135 15%	24 14%	90 15%	52 16%	17 13% *	48 16%	111 14%	48 14%	111 15%	98 14%	61 16%
Not at all convincing (0)	77 7%	45 9%	32 6%	23 7%	33 8%	21 6%	7 5%	16 8%	19 10%	14 7%	14 8%	7 4% *	19 7%	27 9%	10 5%	20 8%	28 11% U	17 6%	15 6%	12 8%	-	5 5% *	66 7%	11 7%	41 7%	28 9%	7 6% *	23 8%	54 7%	20 6%	56 8%	49 7%	28 7%
Don't know	21 2%	11 2%	10 2%	7 2%	10 3%	5 1%	4 3%	3 1%	3 1%	7 3%	2 1%	3 2% *	6 2%	5 2%	-	10 4% O	6 3%	5 2%	7 3%	3 2%	1 1% *	- *	20 2%	2 1%	8 1% Y	12 3%	2 2% *	4 1%	17 2%	2 1%	19 3% d	12 2%	10 2%
Net: Convincing	810 76%	394 75%	414 77%	247 75%	290 74%	273 79%	96 76%	151 75%	133 71%	157 76%	142 78%	131 80% *	218 76%	240 76%	179 79%	173 72%	180 71%	209 75%	190 78%	113 76%	43 85% *	75 81% *	680 76%	130 78%	469 77%	241 72%	100 79% *	225 75%	585 76%	273 79%	537 74%	520 77%	290 75%
Net: Not convincing	236 22%	122 23%	113 21%	75 23%	93 24%	68 20%	27 21%	48 24%	52 28%	41 20%	37 21%	30 18% *	62 22%	70 22%	48 21%	56 23%	68 27%	65 23%	46 19%	33 22%	7 14% *	17 19% *	201 22%	35 21%	131 22%	81 24%	24 19% *	71 23%	165 22%	68 20%	167 23%	147 22%	89 23%
Net Difference	574 54%	273 52%	301 56%	172 52%	197 50%	206 59%	70 55%	103 51%	81 43%	116 56%	105 58%	101 61%	156 55%	170 54%	131 57%	117 49%	112 44%	144 52%	144 59%	81 54%	36 72%	58 63%	479 53%	95 57%	338 56%	160 48%	76 61%	155 52%	420 55%	205 60%	370 51%	373 55%	201 52%
Mean	2.09	2.06	2.11	2.08	2.07	2.11	2.08	2.09	2.02	2.12	2.11	2.12 *	2.12	2.05	2.14	2.05	1.97	2.03	2.16	2.13	2.36 QR*	2.16 *	2.08	2.14	2.12	2.03	2.11 *	2.08	2.09	2.16	2.05	2.10	2.07

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

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - The rules are supported by scientists and medical experts

All adults aged 18-75 in Great Britain

| | Total | General Election 2019 Vote | | | | Referendum 2016 vote | |
| | | Conservative | Labour | Liberal Democrats | Other | Remain | Leave |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	404 38%	124 35%	125 40%	38 49% B*	52 43%	183 42%	153 35%
Fairly convincing (2)	406 38%	135 38%	123 40%	29 38% *	38 32%	166 38%	163 38%
Not very convincing (1)	159 15%	54 15%	44 14%	6 8% *	22 19%	60 14%	72 17%
Not at all convincing (0)	77 7%	36 10% C	14 5%	3 4% *	7 6%	20 5%	36 8%
Don't know	21 2%	8 2%	5 1%	2 2% *	-	5 1%	9 2%
Net: Convincing	810 76%	259 73%	248 80%	68 86% B*	90 75%	349 80% G	316 73%
Net: Not convincing	236 22%	90 25% D	58 19%	9 12% *	30 25% D	80 18%	108 25% F
Net Difference	574 54%	169 47%	190 61%	58 74%	60 50%	269 62%	209 48%
Mean	2.09	1.99	2.17 B	2.33 B*	2.12	2.19 G	2.02

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - Because people should follow rules in a society, even if they don't like them

All adults aged 18-75 in Great Britain

	Total	Gender Male	Gender Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	354 33%	159 30%	195 36%	94 28%	120 31%	140 40% DEHI	41 33%	52 26%	55 29%	65 32%	75 41% DEHI	65 39% H*	91 32%	102 32%	78 34%	83 35%	72 28%	88 32%	88 36%	59 40% Q	12 23% *	34 37% *	290 32%	63 38%	199 33%	102 31%	52 42% *	92 31%	261 34%	112 33%	242 33%	208 31%	146 38% f
Fairly convincing (2)	389 36%	190 36%	197 37%	125 38%	146 37%	118 34%	43 34%	82 41%	65 35%	81 39%	61 34%	57 35% *	99 35%	117 37%	83 37%	90 38%	93 37%	104 37%	90 37%	45 30%	25 49% T*	31 34% *	325 36%	64 39%	222 36%	121 37%	45 36% *	115 38%	274 36%	112 33%	277 38%	255 38%	134 34%
Not very convincing (1)	183 17%	102 19%	80 15%	60 18%	66 17%	57 16%	25 20%	36 18%	34 18%	32 16%	25 14%	31 19% *	50 18%	55 18%	40 18%	37 15%	42 17%	46 17%	43 18%	20 14%	11 22% *	20 22% *	166 18% x	17 10%	103 17%	63 19%	17 14% *	49 16%	134 17%	72 21% e	111 15%	116 17%	67 17%
Not at all convincing (0)	122 11%	66 13%	55 10%	42 13%	49 12% J	31 9%	14 11%	28 14%	31 17% FJL	18 9%	19 10%	12 7% *	41 14%	37 12%	22 10%	23 9%	39 15% S	35 12%	20 8%	20 14%	2 4% *	6 7% *	102 11%	20 12%	74 12%	39 12%	10 8% *	38 13%	84 11%	44 13%	78 11%	88 13%	34 9%
Don't know	20 2%	9 2%	11 2%	8 2% F	11 3% F	1 *	4 3% F	4 2%	2 1%	9 4% FKL	1 *	- - *	5 2%	4 1%	4 2%	7 3%	7 3%	6 2%	2 1%	4 3%	1 2% *	- - *	18 2%	2 1%	11 2%	8 2%	1 1% *	5 2%	14 2%	4 1%	16 2%	12 2%	8 2%
Net: Convincing	743 70%	350 66%	392 73% B	218 66%	267 68%	258 75% DI	84 66%	134 66%	120 64%	146 71%	136 75% I	122 74%	190 66%	219 69%	162 71%	173 72%	166 65%	192 69%	178 73%	104 70%	37 72% *	66 71% *	615 68%	127 77%	421 69%	224 67%	98 78% *	208 69%	535 70%	224 65%	518 72% d	463 68%	280 72%
Net: Not convincing	305 29%	168 32% C	134 25%	103 31%	115 29%	87 25%	39 31%	64 32%	65 35% J	50 24%	44 24%	43 26% *	91 32%	92 29%	62 27%	59 25%	81 32%	81 29%	62 26%	41 27%	13 26% *	26 29% *	268 30%	37 22%	177 29%	101 30%	27 21% *	87 29%	218 28%	116 34% e	189 26%	204 30%	101 26%
Net Difference	438 41%	181 34%	258 48%	115 35%	152 39%	171 49%	45 36%	70 35%	55 30%	96 47%	92 51%	79 48%	98 34%	127 40%	99 44%	113 48%	84 33%	111 40%	116 48%	63 43%	24 47%	39 43%	347 39%	91 55%	245 40%	122 37%	71 56%	120 40%	317 41%	108 32%	329 46%	259 38%	179 46%
Mean	1.93	1.85	2.01 B	1.84	1.89	2.06 DEHI	1.90	1.80	1.78	1.99 E	2.07 DHI	2.06 HI*	1.85	1.92	1.97	2.00	1.81	1.90	2.03 Q	1.98	1.94 *	2.02 *	1.91	2.04	1.91	1.88	2.13 Z*	1.89	1.95	1.86	1.96	1.87	2.03 f

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

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q3. How convincing, or otherwise, do you find these reasons why you should follow government rules on how to respond to the Coronavirus? - Because people should follow rules in a society, even if they don't like them

All adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote	
		Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	354 33%	121 34%	84 27%	40 51% BCE*	41 35%	136 31%	153 35%
Fairly convincing (2)	389 36%	134 37% D	129 42% DE	19 24% *	36 30%	173 40%	149 34%
Not very convincing (1)	183 17%	46 13%	64 21% B	15 19% *	26 22% B	81 19%	71 16%
Not at all convincing (0)	122 11%	50 14%	31 10%	4 5% *	15 13%	41 9%	54 12%
Don't know	20 2%	7 2%	2 1%	- - *	1 1%	3 1%	6 1%
Net: Convincing	743 70%	255 71%	213 69%	59 75% *	77 65%	309 71%	302 70%
Net: Not convincing	305 29%	96 27%	95 31%	19 25% *	41 35%	122 28%	125 29%
Net Difference	438 41%	159 44%	118 38%	40 51%	36 30%	187 43%	177 41%
Mean	1.93	1.93	1.86	2.21 BCE*	1.87	1.94	1.94

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - Summary
All adults aged 18-75 in Great Britain

	Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus?									
	People in government haven't been following the rules so neither should the rest of us	We don't know enough about the coronavirus to know if these rules are the right thing to do	The rules have gone too far and are causing more harm than good	People don't need to follow the rules strictly if the coronavirus isn't getting worse in their area	People should be able to decide for themselves how much of a risk they want to take	The impact of the coronavirus is being greatly exaggerated	It doesn't matter if most people catch the coronavirus as it is unlikely to make them seriously unwell	We need to learn to live with the coronavirus so we need to stop following these restrictions	It's ok not to follow the rules if you need to work or look after someone	The rules are unfair, some people are having to follow much tighter restrictions than others
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	1067	1067	1067	1067	1067	1067	1067	1067	1067	1067
Weighted base	1067	1067	1067	1067	1067	1067	1067	1067	1067	1067
Very convincing (3)	231 22% BCDEFGHIJ	148 14% DG	150 14% DG	93 9%	132 12% DG	128 12% DG	87 8%	159 15% DEFG	132 12% DG	143 13% DG
Fairly convincing (2)	269 25% DEFG	296 28% DEFGHIJ	261 24% DEFG	194 18%	214 20% G	185 17%	174 16%	242 23% DFG	306 29% CDEFGHIJ	254 24% DEFG
Not very convincing (1)	255 24%	286 27% F	261 24%	329 31% ACEFHIJ	278 26% F	235 22%	312 29% ACFH	271 25%	301 28% AF	279 26% F
Not at all convincing (0)	265 25%	282 26%	348 33% ABI	401 38% ABCHIJ	407 38% ABCHIJ	461 43% ABCDEHIJ	449 42% ABCDEHIJ	312 42% ABI...	355 33% ABI	332 31% ABI
Don't know	46 4%	55 5% EH	48 5%	50 5%	37 3%	58 5% EH	44 4%	39 4%	64 6% AEGH	58 5% EH
Net: Convincing	500 47% BCDEFGHIJ	444 42% DEFGHIJ	410 38% DEFG	286 27%	345 32% DG	313 29% G	262 25%	401 38% DEFG	437 41% DEFG	397 37% DEFG
Net: Not convincing	521 49%	568 53% A	609 57% ABI	730 68% ABCEHIJ	685 64% ABCHIJ	696 65% ABCHIJ	761 71% ABCEFHIJ	626 59% ABI	566 53% A	611 57% ABI
Net Difference	-21 -2%	-125 -12%	-198 -19%	-444 -42%	-339 -32%	-383 -36%	-500 -47%	-225 -21%	-129 -12%	-214 -20%
Mean	1.46 BCDEFGHIJ	1.31 CDEFGHIJ	1.21 DEFG	0.98 G	1.07 DFG	0.98 G	0.90	1.20 DEFG	1.30 CDEFGHIJ	1.21 DEFG

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

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

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - People in government haven't been following the rules so neither should the rest of us

All adults aged 18-75 in Great Britain

	Total	Gender Male	Gender Female	Age 18-34	Age 35-54	Age 55-75	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65-75	Social grade AB	Social grade C1	Social grade C2	Social grade DE	Region North	Region Midlands	Region South	Region London	Region Wales	Region Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	231 22%	131 25% C	98 18%	77 23% F	97 25% FL	56 16%	31 25%	46 23%	48 25% FL	50 24% F	33 18%	24 14% *	73 25% P	74 24%	43 19%	40 17%	58 23%	56 20%	50 21%	36 24%	12 23% *	20 21% *	209 23% X	21 13%	134 22%	77 23%	19 15% *	64 21%	167 22%	75 22%	156 22%	160 24%	71 18%
Fairly convincing (2)	269 25%	125 24%	144 27%	110 34% EFIJK	85 22%	74 21%	51 41% DEFHIJKL	59 29%	38 20%	47 23%	36 20%	38 23% *	80 28%	77 25%	44 19%	67 28%	67 26%	73 26%	52 21%	38 26%	18 35% *	22 24% *	232 26%	37 22%	148 24%	90 27%	31 25% *	83 28%	186 24%	80 23%	190 26%	176 26%	94 24%
Not very convincing (1)	255 24%	115 22%	140 26%	69 21%	88 23%	98 28%	25 20%	44 22%	41 22%	47 23%	54 30% D	44 26% *	59 21%	75 24%	58 26%	62 26%	67 26%	65 23%	52 21%	34 23%	10 20% *	28 30% *	209 23%	46 28%	140 23%	76 23%	40 32% *	65 22%	190 25%	99 29% e	157 22%	153 23%	102 26%
Not at all convincing (0)	265 25%	135 26%	129 24%	62 19% G	103 26% DG	101 29% DG	15 12%	47 23% DG	53 28% DG	50 24% G	52 29% DG	49 30% DG*	65 23%	75 24%	67 29%	58 24%	50 20%	77 28%	78 32% QT	31 21%	9 18% *	20 22% *	213 24%	53 32%	164 27%	68 21%	33 26% *	77 26%	188 25%	82 24%	183 25%	170 25%	95 25%
Don't know	46 4%	21 4%	25 5%	10 3%	19 5%	17 5%	4 3%	6 3%	8 4%	11 5%	6 3%	10 6% *	8 3%	13 4%	15 6%	11 5%	13 5%	8 3%	12 5%	10 7%	2 4% *	2 3% *	38 4%	9 5%	22 4%	21 6%	3 2% *	10 3%	36 5%	8 2%	38 5%	20 3%	26 7% f
Net: Convincing	500 47%	256 49%	242 45%	187 57% EFIJKL	182 46% F	130 38%	83 65% DEFHIJKL	105 52% FKL	85 45%	97 47%	69 38%	61 37% *	153 54% O	152 48%	88 39%	107 45%	124 49%	129 46%	102 42%	74 50%	29 58% *	42 45% *	441 49% X	59 35%	282 46%	168 50%	50 40% *	148 49%	352 46%	154 45%	346 48%	335 49%	165 42%
Net: Not convincing	521 49%	250 47%	270 50%	131 40% G	191 49% DG	199 57% DEGHJ	40 32%	91 45% DG	94 50% DG	97 47% G	106 58% DEGHJ	93 56% DG*	125 44%	150 48%	125 55% M	120 50%	117 46%	142 51%	129 53%	65 44%	19 38% *	48 52% *	422 47%	99 59% W	304 50%	144 43%	73 58% Z*	142 47%	378 49%	181 53%	340 47%	323 48%	197 51%
Net Difference	-21 -2%	6 1%	-27 -5%	56 17%	-9 -2%	-68 -20%	43 34%	14 7%	-9 -5%	* *	-37 -20%	-31 -19%	28 10%	2 *	-38 -17%	-13 -6%	7 3%	-13 -5%	-27 -11%	9 6%	10 20%	-6 -7%	19 2%	-40 -24%	-22 -4%	24 7%	-23 -18%	5 2%	-26 -3%	-26 -8%	6 1%	12 2%	-33 -8%
Mean	1.46	1.50	1.41	1.64 FKL	1.47 F	1.26	1.81 DEFHIJKL	1.53 F	1.44	1.50 F	1.29	1.23 *	1.58 O	1.50	1.30	1.39	1.54	1.40	1.32	1.57	1.65 *	1.46 *	1.51 X	1.18	1.43	1.57 a	1.29 *	1.46	1.45	1.44	1.46	1.49	1.39

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.

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - People in government haven't been following the rules so neither should the rest of us

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	231	65	91	13	28	86	101
	22%	18%	29%	17%	23%	20%	23%
			B	*			
Fairly convincing (2)	269	88	86	19	27	124	90
	25%	25%	28%	24%	23%	29%	21%
				*		G	
Not very convincing (1)	255	87	53	23	34	94	117
	24%	24%	17%	30%	28%	22%	27%
		C		C*	C		
Not at all convincing (0)	265	106	73	18	29	121	111
	25%	30%	24%	23%	24%	28%	26%
				*			
Don't know	46	11	9	5	1	9	15
	4%	3%	3%	6%	1%	2%	3%
				*			
Net: Convincing	500	153	176	32	55	210	190
	47%	43%	57%	41%	46%	48%	44%
			BD	*			
Net: Not convincing	521	194	126	41	63	214	228
	49%	54%	41%	53%	53%	49%	53%
		C		*	C		
Net Difference	-21	-41	50	-9	-7	-4	-38
	-2%	-11%	16%	-11%	-6%	-1%	-9%
Mean	1.46	1.32	1.64	1.37	1.46	1.41	1.43
			B	*			

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - We don't know enough about the coronavirus to know if these rules are the right thing to do

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	148 14%	84 16%	64 12%	56 17% J	53 14% J	38 11%	21 16%	35 18% J	33 18% J	21 10%	18 10%	20 12% *	47 17%	36 11%	32 14%	32 14%	43 17%	35 13%	27 11%	25 17%	5 10% *	12 13% *	125 14%	23 14%	84 14%	46 14%	18 14% *	45 15%	103 13%	48 14%	100 14%	100 15%	48 12%
Fairly convincing (2)	296 28%	148 28%	146 27%	92 28%	115 29%	88 26% D	43 34%	49 24%	46 25%	69 34%	52 29%	37 22% *	75 26%	95 30%	65 28%	61 26%	76 30%	76 27%	71 29%	34 23%	13 26% *	25 27% *	255 28%	40 24%	173 29%	91 27%	31 25% *	94 31%	201 26%	82 24%	214 30%	196 29%	99 26%
Not very convincing (1)	286 27%	131 25%	156 29%	93 28%	86 22%	107 31% EJ	32 25%	61 30% E	43 23%	43 21%	52 29%	55 34% EJ*	78 27%	93 30%	57 25%	58 24%	65 26%	82 29%	58 24%	37 25%	17 34% *	27 29% *	237 26%	49 30%	170 28%	81 24%	36 29% *	76 25%	210 27%	105 31%	181 25%	179 26%	107 28%
Not at all convincing (0)	282 26%	138 26%	143 27%	78 24%	113 29%	91 26%	26 21%	52 26%	53 28%	60 29%	45 25%	47 28% *	82 29%	76 24%	60 26%	64 27%	53 21%	73 26%	73 30% Q	43 29%	13 25% *	26 29% *	238 26%	44 26%	155 25%	95 29%	32 26% *	75 25%	207 27%	102 30%	180 25%	177 26%	105 27%
Don't know	55 5%	27 5%	28 5%	10 3%	25 6%	20 6%	5 4%	5 3%	12 6%	13 6%	15 8% DH	6 4% *	4 1%	15 5% M	14 6% M	22 9% M	16 6%	12 4%	13 6%	9 6%	2 4% *	2 2% *	45 5%	10 6%	26 4%	20 6%	8 7% *	10 3%	45 6%	6 2%	49 7% d	27 4%	28 7% f
Net: Convincing	444 42%	232 44%	210 39%	148 45%	169 43%	127 37%	64 50% FL	84 42%	79 42%	89 44%	70 39%	57 34% *	122 43%	130 41%	97 43%	94 39%	120 47%	112 40%	98 40%	59 40%	18 36% *	37 40% *	380 42%	63 38%	258 42%	137 41%	49 39% *	139 46%	304 40%	130 38%	314 43%	296 44%	147 38%
Net: Not convincing	568 53%	268 51%	299 56%	171 52%	199 51%	199 57% G	58 46%	113 56%	96 51%	103 50%	97 53%	102 62% G*	160 56%	169 54%	117 51%	123 51%	119 47%	155 56%	131 54%	80 54%	30 60% *	53 58% *	475 53%	93 56%	324 53%	176 53%	68 54% *	151 50%	418 54%	207 60% e	361 50%	356 52%	213 55%
Net Difference	-125 -12%	-37 -7%	-89 -17%	-23 -7%	-30 -8%	-72 -21%	6 5%	-29 -14%	-17 -9%	-13 -6%	-27 -15%	-45 -28%	-38 -13%	-38 -12%	-20 -9%	-29 -12%	1 *	-43 -15%	-33 -14%	-21 -14%	-12 -24%	-16 -18%	-95 -10%	-30 -18%	-67 -11%	-39 -12%	-19 -15%	-12 -4%	-113 -15%	-77 -23%	-48 -7%	-59 -9%	-66 -17%
Mean	1.31	1.36	1.26	1.40	1.30	1.23	1.48 FL	1.34	1.34	1.26	1.26	1.19 *	1.31	1.30	1.33	1.29	1.46 S	1.28	1.23	1.29	1.22 *	1.25 *	1.31	1.27	1.32	1.28	1.29 *	1.38	1.28	1.22	1.35	1.34	1.25

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

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need government rules on how to respond to the Coronavirus? - We don't know enough about the coronavirus to know if these rules are the right thing to do

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	148 14%	52 15%	41 13%	10 12% *	19 16%	46 11%	70 16% F
Fairly convincing (2)	296 28%	101 28%	85 27%	19 25% *	38 32%	109 25%	137 32%
Not very convincing (1)	286 27%	103 29%	78 25%	16 21% *	30 25%	118 27%	106 25%
Not at all convincing (0)	282 26%	89 25%	94 30%	30 38% BE*	27 22%	142 33% G	98 23%
Don't know	55 5%	12 3%	13 4%	3 4% *	6 5%	19 4%	22 5%
Net: Convincing	444 42%	153 43%	126 41%	29 37% *	56 47%	155 36%	206 48% F
Net: Not convincing	568 53%	192 54%	171 55%	46 59% *	56 47%	259 60% G	204 47%
Net Difference	-125 -12%	-39 -11%	-45 -14%	-17 -22%	* *	-104 -24%	2 *
Mean	1.31	1.34	1.25	1.11 *	1.43	1.14	1.43 F

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - The rules have gone too far and are causing more harm than good

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	150 14%	85 16%	65 12%	62 19% FJKL	61 15% FJL	27 8%	19 15% FL	43 21% FJKL	38 20% EFJKL	23 11%	20 11% F	7 4% *	47 16%	37 12%	31 14%	35 15%	39 15%	42 15%	28 12%	22 15%	4 8% *	14 16% *	137 15% X	13 8%	85 14%	56 17% a	9 7% *	54 18% c	96 12%	46 13%	104 14%	96 14%	54 14%
Fairly convincing (2)	261 24%	123 23%	134 25%	99 30% FIKL	94 24%	68 20%	45 36% EFIKL	54 26%	39 21%	55 27%	38 21%	30 18% *	77 27% P	95 30% P	48 21%	42 17%	69 27% S	64 23%	40 17%	51 35% RS	12 23% *	24 27% *	224 25%	36 22%	147 24%	77 23%	37 29% *	92 31% c	168 22%	83 24%	178 25%	183 27% g	78 20%
Not very convincing (1)	261 24%	126 24%	135 25%	74 22%	89 23%	98 28%	30 24%	43 21%	45 24%	44 21%	47 26%	52 31% *	63 22%	69 22%	56 25%	72 30% N	68 27%	67 24%	54 22%	33 22%	20 39% STV*	19 21% *	217 24%	44 26%	142 23%	86 26%	33 26% *	61 20%	200 26%	91 26%	170 23%	161 24%	99 26%
Not at all convincing (0)	348 33%	171 33%	177 33%	82 25%	125 32% G	141 41% DEGH	26 21%	56 28%	59 31% G	66 32% G	69 38% DG	72 44% DEGH*	91 32%	101 32%	83 37%	73 31%	64 25%	94 34%	111 46% QRTU	36 24%	11 22% *	31 34% *	282 31%	66 40%	214 35% z	93 28%	41 32% *	83 28%	265 35%	119 35%	229 32%	210 31%	138 36%
Don't know	48 5%	22 4%	26 5%	13 4%	24 6%	11 3%	7 5%	6 3%	7 4%	17 8% DFH	7 4%	4 2% *	8 3%	14 4%	9 4%	17 7%	14 5%	12 4%	10 4%	6 4%	4 8% *	2 3% *	40 4%	8 5%	21 3%	20 6%	7 6% *	10 3%	38 5%	5 1%	43 6% d	28 4%	20 5%
Net: Convincing	410 38%	208 39%	199 37%	160 49% EFJKL	155 39% FL	95 28%	64 50% EFJKL	97 48% FKL	77 41% FL	78 38% FL	58 32% F	37 22% *	123 43% P	132 42% P	79 35%	76 32%	108 43% S	106 38% S	68 28%	73 49% S	16 32% *	39 42% S*	361 40% X	49 29%	232 38%	133 40%	45 36% *	146 49% c	264 34%	129 37%	282 39%	279 41% g	132 34%
Net: Not convincing	609 57%	297 56%	311 58%	156 47%	214 54%	239 69% DEGHIJK	56 45%	99 49%	104 55%	110 54%	116 64% DGH	124 75% DEGHIJ*	154 54%	169 54%	140 61%	145 61%	132 52%	161 58%	165 68% QRT	69 47%	31 61% *	51 55% *	499 55%	110 66% W	356 58%	179 54%	74 58% *	144 48%	465 61% b	210 61%	399 55%	371 55%	237 61%
Net Difference	-198 -19%	-89 -17%	-112 -21%	5 1%	-59 -15%	-144 -42%	7 6%	-3 -1%	-27 -15%	-32 -15%	-57 -32%	-87 -53%	-31 -11%	-38 -12%	-61 -27%	-69 -29%	-24 -10%	-55 -20%	-97 -40%	4 3%	-15 -29%	-12 -13%	-137 -15%	-61 -37%	-124 -20%	-46 -14%	-28 -22%	3 1%	-201 -26%	-81 -24%	-117 -16%	-93 -14%	-106 -27%
Mean	1.21	1.24	1.17	1.44 EFJKL	1.25 FL	0.94	1.47 FJKL	1.43 FJKL	1.31 FL	1.18 FL	1.06 F	0.82 *	1.29	1.23	1.12	1.17	1.35 S	1.20 S	0.94	1.41 S	1.20 *	1.24 S*	1.25 X	0.97	1.17	1.31	1.11 *	1.40 c	1.13	1.16	1.23	1.25	1.13

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

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - The rules have gone too far and are causing more harm than good

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	150	62	38	7	23	45	73
	14%	17%	12%	8%	19%	10%	17%
				*			F
Fairly convincing (2)	261	81	76	18	37	105	105
	24%	23%	24%	23%	31%	24%	24%
				*			
Not very convincing (1)	261	71	91	18	21	120	95
	24%	20%	29%	23%	17%	28%	22%
			BE	*			
Not at all convincing (0)	348	130	97	32	37	152	142
	33%	36%	31%	41%	31%	35%	33%
				*			
Don't know	48	14	10	3	2	12	17
	5%	4%	3%	4%	1%	3%	4%
				*			
Net: Convincing	410	143	113	25	60	151	178
	38%	40%	36%	31%	50%	35%	41%
				*	CD		
Net: Not convincing	609	200	188	50	58	272	237
	57%	56%	61%	64%	49%	63%	55%
			E	*		G	
Net Difference	-198	-58	-75	-26	2	-121	-59
	-19%	-16%	-24%	-33%	1%	-28%	-14%
Mean	1.21	1.22	1.18	0.99	1.38	1.10	1.26
				*	D		

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - People don't need to follow the rules strictly if the coronavirus isn't getting worse in their area

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	93 9%	58 11% C	35 6%	47 14% EFIJKL	28 7%	18 5%	21 16% EFIJKL	26 13% EFL	13 7%	14 7%	13 7%	5 3% *	33 11%	20 7%	24 10%	16 7%	31 12% RS	17 6%	13 6%	22 15% RSU	1 2% *	7 8% *	81 9%	12 7%	55 9%	33 10%	4 4% *	37 12% c	56 7%	26 8%	66 9%	68 10%	25 6%
Fairly convincing (2)	194 18%	95 18%	98 18%	76 23% FJK	68 17% J	49 14%	27 22% J	49 24% FJK	42 22% FJ	27 13%	26 14%	23 14% *	59 21%	56 18%	38 17%	40 17%	43 17%	49 18%	44 18%	28 19%	14 28% *	14 16% *	163 18%	31 19%	104 17%	71 21%	19 15% *	62 21%	132 17%	68 20%	126 17%	122 18%	72 19%
Not very convincing (1)	329 31%	153 29%	174 32%	89 27%	130 33% H	110 32%	43 34% DH	46 23%	56 30%	74 36% DH	58 32%	51 31% *	76 27%	110 35% M	66 29%	76 32%	87 34%	88 32%	66 27%	38 26%	19 37% *	31 34% *	280 31%	49 29%	190 31%	88 26%	51 40% Z*	88 29%	240 31%	102 30%	227 31%	215 32%	114 29%
Not at all convincing (0)	401 38%	195 37%	207 38%	101 31% G	144 37% G	156 45% DG	28 22%	73 36% DG	69 37% G	75 37% G	77 42% DG	79 48% DG*	107 37%	117 37%	88 39%	89 37%	81 32%	108 39%	107 44% Q	54 36%	15 30% *	36 39% *	337 37%	64 39%	239 39%	119 36%	43 34% *	103 34%	298 39%	139 40%	263 36%	243 36%	158 41%
Don't know	50 5%	27 5%	23 4%	15 5%	22 6%	13 4%	7 6%	8 4%	7 4%	15 7%	7 4%	6 3% *	11 4%	11 3%	12 5%	17 7%	11 5%	16 6%	12 5%	6 4%	1 3% *	4 4% *	40 4%	11 6%	20 3%	22 7% Y	9 7% *	9 3%	41 5%	9 3%	42 6% d	31 5%	19 5%
Net: Convincing	286 27%	153 29%	133 25%	123 37% EFIJKL	96 24% J	68 20%	48 38% EFIJKL	75 37% EFIJKL	55 29% FL	41 20%	39 21%	29 18% *	92 32%	77 24%	61 27%	56 24%	75 29%	66 24%	58 24%	50 34%	16 31% *	21 23% *	244 27%	43 26%	159 26%	104 31% a	23 19% *	99 33% c	187 24%	94 27%	193 27%	190 28%	96 25%
Net: Not convincing	730 68%	347 66%	381 71%	191 58%	274 70% DGH	265 77% DGHI	71 56%	119 59%	125 67%	149 73% DGH	135 75% DGH	130 79% DGHI*	183 64%	227 72%	154 68%	165 69%	168 66%	196 70%	173 71%	93 62%	34 67% *	67 73% *	617 69%	113 68%	429 71% Z	207 62%	94 75% Z*	192 64%	538 70%	241 70%	489 68%	457 67%	273 70%
Net Difference	-444 -42%	-195 -37%	-248 -46%	-68 -21%	-178 -45%	-198 -57%	-23 -18%	-45 -22%	-70 -37%	-108 -53%	-97 -53%	-101 -62%	-91 -32%	-151 -48%	-93 -41%	-109 -46%	-93 -37%	-130 -46%	-115 -47%	-42 -28%	-18 -36%	-46 -49%	-374 -41%	-70 -42%	-270 -44%	-103 -31%	-71 -56%	-93 -31%	-351 -46%	-147 -43%	-297 -41%	-268 -39%	-176 -45%
Mean	0.98	1.03	0.92	1.22 EFIJKL	0.94 L	0.79	1.34 EFIJKL	1.14 EFIJKL	1.00 FL	0.89	0.86	0.72 *	1.06	0.93	0.98	0.92	1.10 RS	0.91	0.85	1.13 S	1.03 *	0.91 *	0.98	0.94	0.96	1.06	0.87 *	1.11 c	0.92	0.94	0.99	1.02	0.90

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

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - People don't need to follow the rules strictly if the coronavirus isn't getting worse in their area

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	93	35	24	8	14	37	39
	9%	10%	8%	10% *	12%	9%	9%
Fairly convincing (2)	194	54	59	16	28	68	84
	18%	15%	19%	20% *	23%	16%	19%
Not very convincing (1)	329	118	98	15	39	140	138
	31%	33% D	31%	20% *	33%	32%	32%
Not at all convincing (0)	401	138	118	35	36	173	153
	38%	39%	38%	45% *	31%	40%	35%
Don't know	50	11	12	4	2	16	19
	5%	3%	4%	6% *	1%	4%	4%
Net: Convincing	286	89	83	24	42	105	123
	27%	25%	27%	30% *	36% B	24%	28%
Net: Not convincing	730	257	216	50	75	312	291
	68%	72%	69%	64% *	63%	72%	67%
Net Difference	-444	-168	-133	-27	-33	-207	-168
	-42%	-47%	-43%	-34%	-28%	-48%	-39%
Mean	0.98	0.96	0.96	0.95 *	1.17	0.93	1.02

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - People should be able to decide for themselves how much of a risk they want to take

All adults aged 18-75 in Great Britain

	Total	Gender Male	Female	Age 18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	Social grade AB	C1	C2	DE	Region North	Midlands	South	London	Wales	Scotland	Urban/Rural Urban	Rural	Marital Status Married/Living as Married	Single	Widowed/Divorced/Separated	Pres of children HH (17 or under) At least one child present	No children present	Education Graduate	Non-graduate	Employment status Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	132 12%	75 14%	57 11%	53 16% FL	51 13%	27 8%	22 17% FL	31 16% FL	27 15% FL	24 12%	18 10%	9 6% *	45 16%	32 10%	31 14%	23 10%	43 17% U	30 11%	26 11%	23 15% U	1 2% *	9 10% *	114 13%	17 10%	90 15% a	33 10%	8 7% *	50 17% c	82 11%	40 12%	92 13%	93 14%	39 10%
Fairly convincing (2)	214 20%	95 18%	118 22%	97 29% EFIJKL	64 16%	53 15%	35 27% EFIJK	62 31% EFIJKL	29 16%	35 17%	24 13%	29 18% *	65 23% O	71 23% O	32 14%	45 19%	57 23%	51 18%	43 18%	37 25%	9 17% *	15 17% *	187 21%	26 16%	113 19%	73 22%	28 22%	77 26% c	136 18%	77 22%	137 19%	130 19%	84 22%
Not very convincing (1)	278 26%	135 26%	140 26%	69 21% H	108 28% H	100 29% DH	38 30% DH	31 15%	54 29% H	54 26%	54 30% DH	47 28% H*	62 22%	82 26%	68 30%	65 27%	72 28%	71 25%	56 23%	31 21%	23 45% QRST*	26 28%	232 26%	46 28%	154 25%	86 26%	38 30% *	71 24%	207 27%	84 24%	194 27%	188 28%	90 23%
Not at all convincing (0)	407 38%	200 38%	207 39%	101 31% G	152 39% DG	154 44% DG	27 21%	74 37% DG	71 38% G	82 40% DG	79 44% DG	75 45% DG*	108 38%	121 38%	85 37%	93 39%	72 28%	117 42% Q	109 45% Q	55 37%	14 27% *	40 44% Q*	337 37%	70 42%	235 39%	128 38%	44 35% *	95 32%	312 41% b	137 40%	270 37%	249 37%	158 41%
Don't know	37 3%	22 4%	15 3%	8 3%	16 4%	12 3%	5 4%	4 2%	6 3%	10 5%	7 4%	5 3% *	5 2%	8 3%	12 5%	12 5%	10 4%	10 4%	9 4%	3 2%	4 9% V*	1 1% *	30 3%	7 4%	16 3%	13 4%	8 6% *	6 2%	30 4%	6 2%	30 4%	19 3%	18 5%
Net: Convincing	345 32%	170 32%	174 32%	150 46% EFIJKL	116 29%	80 23%	57 45% EFIJKL	93 46% EFIJKL	57 30%	59 29%	41 23%	39 23% *	110 39% OP	104 33%	63 28%	68 29%	101 40% RSUV	81 29%	70 29%	60 40% RSU	10 19% *	24 27% *	302 34%	44 26%	203 33%	106 32%	37 29% *	127 42% c	218 28%	116 34%	229 32%	222 33%	123 32%
Net: Not convincing	685 64%	335 64%	347 65%	170 52%	261 66% DGH	254 73% DGH	65 51%	105 52%	125 66% DGH	136 66% DGH	133 73% DGH	121 74% DGH*	170 59%	203 64%	153 67%	158 66%	143 56%	188 67% Q	165 68% Q	86 58%	37 72% *	67 72% QT*	569 63%	116 70%	389 64%	214 64%	82 65% *	166 55%	518 68% b	221 64%	464 64%	437 64%	248 64%
Net Difference	-339 -32%	-165 -31%	-173 -32%	-20 -6%	-145 -37%	-174 -50%	-8 -7%	-12 -6%	-68 -36%	-77 -38%	-92 -51%	-83 -50%	-60 -21%	-99 -32%	-90 -40%	-90 -38%	-43 -17%	-107 -38%	-95 -39%	-26 -17%	-27 -53%	-42 -46%	-267 -30%	-72 -43%	-187 -31%	-107 -32%	-45 -36%	-39 -13%	-300 -39%	-104 -30%	-235 -32%	-215 -32%	-125 -32%
Mean	1.07	1.09	1.05	1.32 EFIJKL	1.04 F	0.86	1.42 EFIJKL	1.26 EFIJKL	1.07	1.01	0.88	0.83 *	1.17	1.05	1.04	0.99	1.30 RSV	0.98	0.94	1.19	0.93 *	0.92 *	1.09	0.94	1.10	1.04	1.01 *	1.28 c	0.98	1.06	1.07	1.10	1.01

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.

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - People should be able to decide for themselves how much of a risk they want to take

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	132 12%	58 16%	32 10%	7 9% *	15 13%	39 9%	66 15% F
Fairly convincing (2)	214 20%	67 19%	66 21%	18 23% *	25 21%	83 19%	90 21%
Not very convincing (1)	278 26%	81 23%	84 27%	15 19% *	29 24%	107 25%	107 25%
Not at all convincing (0)	407 38%	143 40%	120 38%	38 48% *	45 37%	194 45% G	157 36%
Don't know	37 3%	7 2%	9 3%	1 2% *	5 4%	11 3%	12 3%
Net: Convincing	345 32%	126 35%	98 32%	25 31% *	41 34%	122 28%	156 36% F
Net: Not convincing	685 64%	224 63%	204 66%	53 67% *	74 62%	301 69% G	264 61%
Net Difference	-339 -32%	-98 -28%	-105 -34%	-28 -36%	-33 -28%	-179 -41%	-108 -25%
Mean	1.07	1.12	1.04	0.92 *	1.10 *	0.92	1.16 F

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - The impact of the coronavirus is being greatly exaggerated

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	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	128 12%	80 15% C	48 9%	54 16% FJKL	50 13% FJ	25 7%	20 16% FJKL	33 16% FJKL	33 17% EFJKL	17 8%	15 8%	10 6% *	45 16%	34 11%	26 11%	24 10%	35 14% V	31 11%	28 12% V	24 16% V	6 11% *	3 4% *	112 12%	15 9%	77 13%	40 12%	10 8% *	51 17% c	77 10%	45 13%	83 11%	88 13%	40 10%
Fairly convincing (2)	185 17%	95 18%	89 17%	91 28% EFIJKL	49 13%	46 13%	37 30% EFIJKL	53 26% EFIJKL	19 10%	30 15%	25 14%	21 13% *	59 21%	53 17%	38 17%	35 15%	55 22% S	42 15%	26 11%	30 21% S	7 14% *	24 26% RS*	170 19% X	15 9%	105 17%	64 19%	17 13%	59 20% *	127 17%	57 17%	128 18%	122 18%	63 16%
Not very convincing (1)	235 22%	111 21%	123 23%	78 24% L	95 24% L	62 18%	33 26% L	44 22%	45 24% L	50 24% L	42 23% L	20 12% *	56 20%	83 26%	44 19%	52 22%	50 20%	68 24%	57 24%	29 19%	13 25% *	18 19% *	197 22%	37 22%	139 23%	76 23%	19 15% *	79 26%	156 20%	65 19%	170 23%	169 25% g	65 17%
Not at all convincing (0)	461 43%	218 41%	243 45%	95 29%	173 44% DGH	193 56% DEGHIJK	30 23%	66 33%	82 44% DGH	91 44% DGH	89 49% DGH	104 63% DEGHIJK*	117 41%	130 41%	104 46%	111 46%	95 37%	122 44%	117 48% Q	60 40%	23 46% *	45 49% *	380 42%	82 49%	258 42%	135 41%	68 54% YZ*	98 33%	363 47% b	166 48% e	295 41%	266 39%	196 50% f
Don't know	58 5%	23 4%	34 6%	11 3%	26 7%	21 6%	6 5%	6 3%	9 5%	17 8% DH	11 6%	9 6% *	10 3%	15 5%	16 7%	17 7%	19 8%	15 6%	14 6%	5 3%	2 4% *	2 2% *	41 5%	17 10% W	29 5%	17 5%	11 9% *	13 4%	44 6%	10 3%	47 7% d	33 5%	24 6%
Net: Convincing	313 29%	175 33% C	137 26%	144 44% EFIJKL	99 25%	70 20%	58 46% EFIJKL	86 43% EFIJKL	52 28%	47 23%	39 22%	31 19% *	103 36% NP	87 28%	64 28%	59 25%	90 36% RS	73 26%	55 23%	55 37% S	13 25% *	27 29% *	282 31% X	31 19%	182 30%	104 31%	27 21% *	109 36% c	204 27%	102 30%	211 29%	210 31%	103 27%
Net: Not convincing	696 65%	329 62%	366 68%	173 53%	268 68% DGH	255 74% DGH	63 50%	110 55%	127 68% DGH	141 69% DGH	130 72% DGH	124 76% DGH*	173 60%	213 68%	148 65%	163 68%	144 57%	190 68% Q	174 72% QT	89 60%	36 71% *	63 68% *	577 64%	119 72%	397 65%	211 64%	88 70% *	177 59%	519 68% b	231 67%	465 64%	435 64%	261 67%
Net Difference	-383 -36%	-154 -29%	-228 -43%	-29 -9%	-170 -43%	-184 -53%	-5 -4%	-24 -12%	-75 -40%	-95 -46%	-91 -50%	-93 -57%	-69 -24%	-126 -40%	-84 -37%	-104 -44%	-54 -21%	-116 -42%	-120 -49%	-34 -23%	-23 -46%	-35 -39%	-295 -33%	-88 -53%	-215 -35%	-107 -32%	-61 -48%	-68 -23%	-315 -41%	-130 -38%	-253 -35%	-225 -33%	-158 -41%
Mean	0.98	1.07 C	0.89	1.32 EFIJKL	0.93 FL	0.70	1.40 EFIJKL	1.27 EFIJKL	1.01 FL	0.85	0.80 F	0.59 *	1.11 P	0.97	0.93	0.87	1.13 SV	0.93	0.85	1.13 S	0.90 *	0.84 *	1.02 X	0.76	1.00 a	1.03 a	0.73 *	1.22 c	0.89	0.94	1.00	1.05 g	0.85

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

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - The impact of the coronavirus is being greatly exaggerated

All adults aged 18-75 in Great Britain

| | Total | General Election 2019 Vote | | | | Referendum 2016 vote | |
| | | Conservative | Labour | Liberal Democrats | Other | Remain | Leave |
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	128	55	32	4	19	40	65
	12%	15%	10%	4%	16%	9%	15%
		D		*	D		F
Fairly convincing (2)	185	63	51	8	23	59	81
	17%	18%	16%	10%	20%	14%	19%
				*			
Not very convincing (1)	235	67	72	17	29	93	92
	22%	19%	23%	22%	25%	22%	21%
				*			
Not at all convincing (0)	461	155	143	46	44	218	177
	43%	43%	46%	59%	37%	50%	41%
				BE*		G	
Don't know	58	18	14	4	4	24	18
	5%	5%	5%	5%	3%	5%	4%
				*			
Net: Convincing	313	118	82	11	42	99	146
	29%	33%	26%	15%	35%	23%	34%
		D		*	D		F
Net: Not convincing	696	221	214	63	73	311	268
	65%	62%	69%	81%	62%	72%	62%
				BE*		G	
Net Difference	-383	-104	-132	-52	-31	-212	-122
	-36%	-29%	-43%	-66%	-26%	-49%	-28%
Mean	0.98	1.05	0.90	0.59	1.15	0.81	1.08
		D	D	*	D		F

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - It doesn't matter if most people catch the coronavirus as it is unlikely to make them seriously unwell

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	
	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	87 8%	58 11% C	29 5%	41 13% FJL	31 8% L	15 4%	15 12% FL	27 13% FJL	19 10% FL	12 6%	12 7% F	3 2% *	26 9%	25 8%	21 9%	16 7%	28 11% V	22 8%	14 6%	19 13% SV	1 2% *	3 3% *	76 8%	12 7%	46 8%	37 11%	4 3% *	33 11% a	54 7%	24 7%	64 9%	67 10% g	20 5%
Fairly convincing (2)	174 16%	87 17%	87 16%	77 23% EFJKL	62 16%	36 10%	32 25% EFJKL	44 22% FK	32 17% K	30 15%	16 9%	19 12% *	56 20% P	47 15%	41 18%	30 12%	43 17%	48 17%	32 13%	22 15%	12 23% *	18 19% *	149 17%	25 15%	109 18% a	55 16%	11 9% *	70 23% c	104 14%	55 16%	119 16%	118 17%	56 14%
Not very convincing (1)	312 29%	164 31%	147 27%	86 26%	116 30%	110 32%	33 26%	53 26%	54 29%	63 31%	57 31%	53 32% *	80 28%	103 33%	58 26%	71 30%	74 29%	80 29%	69 28%	44 29%	22 42% *	24 26% *	268 30%	45 27%	191 31% Z	77 23%	44 35% Z*	83 28%	229 30%	103 30%	209 29%	205 30%	107 28%
Not at all convincing (0)	449 42%	197 37%	251 47% B	113 34%	166 42% G	170 49% DGH	41 32%	73 36%	75 40%	90 44% DG	85 47% DG	86 52% DGH*	118 41%	130 41%	97 43%	105 44%	96 38%	119 43%	116 48%	57 39%	17 33% *	45 49% *	372 41%	77 47%	243 40%	144 43%	62 49% *	107 36%	342 45% b	154 45%	295 41%	269 40%	180 46%
Don't know	44 4%	21 4%	23 4%	12 4%	17 4%	15 4%	7 5%	5 3%	8 4%	9 4%	11 6% F	3 2% *	6 2%	9 3%	11 5%	17 7% MN	13 5%	10 4%	12 5%	6 4%	- -	3 3%	37 4%	7 4%	19 3%	20 6%	5 4% *	7 2%	37 5% d	7 2%	37 5%	19 3%	25 6% f
Net: Convincing	262 25%	145 28% C	116 22%	118 36% EFJKL	93 24% FKL	51 15%	47 37% EFJKL	71 35% EFJKL	51 27% FKL	43 21%	28 16%	23 14% *	82 29% P	73 23%	61 27%	45 19%	71 28% S	70 25%	46 19%	41 28%	13 25% *	21 23% *	225 25%	37 22%	155 25% a	92 28% a	14 12% *	103 34% c	158 21%	79 23%	182 25%	185 27% g	76 20%
Net: Not convincing	761 71%	361 69%	398 74%	199 61%	282 72% DGH	280 81% DEGHI	73 58%	126 62%	129 69%	153 75% DGH	142 78% DGH	139 84% DEGHI*	198 69%	233 74%	155 68%	176 74%	170 67%	199 71%	185 76%	101 68%	38 75% *	69 74% *	639 71%	122 73%	434 71%	221 66%	106 84% YZ*	190 63%	571 74% b	257 75%	504 70%	474 70%	288 74%
Net Difference	-500 -47%	-216 -41%	-282 -53%	-81 -25%	-189 -48%	-229 -66%	-27 -21%	-55 -27%	-78 -42%	-111 -54%	-113 -62%	-116 -71%	-115 -40%	-160 -51%	-94 -41%	-130 -55%	-99 -39%	-129 -46%	-138 -57%	-60 -40%	-26 -50%	-48 -52%	-414 -46%	-85 -51%	-279 -46%	-129 -39%	-92 -73%	-87 -29%	-413 -54%	-178 -52%	-322 -44%	-288 -42%	-211 -54%
Mean	0.90	1.01 C	0.79	1.14 EFJKL	0.89 FL	0.68	1.17 EFJKL	1.13 EFJKL	0.97 FKL	0.82	0.74	0.63 *	0.96	0.90	0.93	0.80	1.01 S	0.90	0.76	1.02 S	0.94 *	0.77 *	0.92	0.82	0.93 a	0.95 a	0.64 *	1.10 c	0.82	0.85	0.93	0.98 g	0.77

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

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - It doesn't matter if most people catch the coronavirus as it is unlikely to make them seriously unwell

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	87	33	27	5	16	23	43
	8%	9%	9%	6%	13%	5%	10%
				*			F
Fairly convincing (2)	174	69	46	10	23	61	81
	16%	19%	15%	13%	19%	14%	19%
				*			
Not very convincing (1)	312	98	94	22	38	129	126
	29%	27%	30%	28%	32%	30%	29%
				*			
Not at all convincing (0)	449	151	135	41	41	208	169
	42%	42%	43%	53%	34%	48%	39%
				E*		G	
Don't know	44	7	10	1	2	13	12
	4%	2%	3%	2%	1%	3%	3%
				*			
Net: Convincing	262	102	72	14	39	84	125
	25%	28%	23%	18%	32%	19%	29%
				*			F
Net: Not convincing	761	249	229	63	79	337	296
	71%	70%	74%	80%	66%	78%	68%
				*		G	
Net Difference	-500	-147	-156	-48	-40	-252	-171
	-47%	-41%	-50%	-62%	-34%	-58%	-40%
Mean	0.90	0.95	0.88	0.71	1.11	0.76	1.00
				*	CD		F

Ipsos MORI Coronavirus polling
PUBLIC
Fieldwork: 16-19 October 2020
Adults aged 18-75 in GB

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - We need to learn to live with the coronavirus so we need to stop following these restrictions

All adults aged 18-75 in Great Britain

	Total	Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	159 15%	91 17% FL	68 13%	61 19% FL	67 17% FL	31 9%	23 18% FL	38 19% FL	36 19% FL	30 15%	21 12% L	10 6% F	45 16%	37 12%	45 20% N	32 13%	42 16%	38 14%	38 16%	26 17%	4 7% *	12 13% *	137 15%	22 13%	105 17% a	45 14%	9 7% *	65 22% c	94 12%	40 12%	119 16%	109 16%	51 13%
Fairly convincing (2)	242 23%	113 21%	127 24%	97 29% EFIKL	81 21%	64 19%	43 34% EFIJKL	54 27%	38 20%	44 21%	34 19%	30 18% *	81 28% O	72 23%	39 17%	51 21%	61 24%	67 24%	40 17%	38 25%	15 29% *	22 24% *	207 23%	35 21%	143 24%	76 23%	23 18% *	79 26%	163 21%	80 23%	162 22%	169 25%	74 19%
Not very convincing (1)	271 25%	131 25%	139 26%	79 24%	88 22%	104 30%	31 24%	48 24%	41 22%	47 23%	50 27%	54 33% *	65 23%	82 26%	61 27%	63 26%	67 26%	73 26%	65 27%	35 24%	10 21% *	20 22% *	238 26%	33 20%	151 25%	80 24%	40 32% *	65 22%	206 27%	100 29%	171 24%	164 24%	107 28%
Not at all convincing (0)	355 33%	175 33%	180 34%	79 24%	143 36% DGH	133 38% DGH	26 20%	54 27%	69 37% DG	74 36% DG	66 37% DG	67 41% DGH*	86 30%	110 35%	78 34%	82 34%	77 30%	93 33%	89 37%	42 28%	19 37% *	35 38% *	292 32%	63 38%	193 32%	113 34%	50 39% *	85 28%	270 35%	115 34%	240 33%	213 31%	142 37%
Don't know	39 4%	17 3%	22 4%	12 4%	13 3%	14 4%	5 4%	7 4%	4 2%	9 4%	10 6%	4 2% *	8 3%	14 4%	6 3%	11 5%	7 3%	8 3%	10 4%	7 5%	3 6% *	3 3% *	26 3%	13 8% W	16 3%	18 5%	5 4% *	6 2%	33 4%	7 2%	32 4%	24 4%	15 4%
Net: Convincing	401 38%	204 39%	195 36%	158 48% EFJKL	148 38% FL	95 28%	66 52% EFIJKL	92 46% FKL	74 39% FL	74 36%	55 31%	40 24% *	126 44% N	109 35%	84 37%	83 35%	103 40%	105 38%	79 32%	64 43%	18 36% *	34 36% *	344 38%	57 35%	249 41% a	122 37% a	31 25% *	144 48% c	258 34%	121 35%	281 39%	277 41% g	124 32%
Net: Not convincing	626 59%	306 58%	320 60%	158 48%	231 59% DG	237 68% DEGHK	56 44%	102 51%	110 58% DG	122 59% DG	116 64% DGH	121 73% DEGHIJ*	152 53%	192 61%	138 61%	145 61%	144 57%	166 60%	154 63%	77 52%	29 58% *	56 60% *	531 59%	96 57%	343 56%	193 58%	90 71% YZ*	150 50%	476 62% b	216 63%	411 57%	377 56%	249 64% f
Net Difference	-225 -21%	-102 -19%	-124 -23%	* *	-83 -21%	-141 -41%	10 8%	-10 -5%	-36 -19%	-48 -23%	-61 -33%	-81 -49%	-25 -9%	-83 -26%	-55 -24%	-62 -26%	-41 -16%	-61 -22%	-75 -31%	-14 -9%	-11 -22%	-22 -24%	-187 -21%	-38 -23%	-95 -16%	-72 -22%	-59 -47%	-7 -2%	-218 -28%	-95 -28%	-130 -18%	-100 -15%	-125 -32%
Mean	1.20	1.24	1.16	1.44 EFJKL	1.19 FL	0.98	1.52 EFIJKL	1.40 FJKL	1.23 FL	1.15	1.06	0.89 *	1.31	1.12	1.23	1.15	1.27	1.18	1.12	1.34	1.06 *	1.12 *	1.27	1.11 *	1.22	1.11	0.92 a	1.42 c	1.11	1.13	1.23	1.26 g	1.09

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

Q4. And how convincing, or otherwise, do you find these reasons why you do not need government rules on how to respond to the Coronavirus? - We need to learn to live with the coronavirus so we need to stop following these restrictions

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	159 15%	69 19%	40 13%	9 11% *	25 21%	47 11%	83 19% F
Fairly convincing (2)	242 23%	76 21%	67 22%	15 20% *	31 26%	85 20%	102 24%
Not very convincing (1)	271 25%	78 22%	91 29%	20 26% *	27 23%	129 30% G	92 21%
Not at all convincing (0)	355 33%	122 34%	105 34%	31 40% *	35 29%	161 37%	142 33%
Don't know	39 4%	12 3%	7 2%	3 4% *	1 1%	11 2%	14 3%
Net: Convincing	401 38%	145 41%	107 35%	24 31% *	56 47% CD	133 31%	185 43% F
Net: Not convincing	626 59%	200 56%	196 63%	51 66% *	62 52%	290 67% G	234 54%
Net Difference	-225 -21%	-55 -15%	-89 -29%	-27 -35%	-6 -5%	-157 -36%	-49 -11%
Mean	1.20	1.27	1.14	1.02 *	1.39 CD	1.04	1.30 F

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

ColumnMeans (5%): A,B/C/D/E,F/G Minimum Base: 30(**) Small Base: 100(*)

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - It's ok not to follow the rules if you need to work or look after someone

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	132 12%	79 15% C	52 10%	50 15% FK	50 13%	31 9%	19 15%	31 16%	25 13%	26 12%	15 8%	16 10% *	45 16% N	27 8%	35 15% N	25 10%	44 17% RSV	29 10% V	22 9%	29 19% RSV	6 11% V*	2 2% *	107 12%	24 15%	76 12%	39 12%	16 13% *	43 14%	88 11%	43 12%	89 12%	102 15% g	30 8%
Fairly convincing (2)	306 29%	141 27%	164 30%	110 34% FL	114 29%	81 23%	46 36% FKL	64 32%	54 29%	60 29%	45 25%	36 22% *	82 29%	92 29%	59 26%	73 31%	72 28%	73 26%	66 27%	38 25%	19 38% *	37 40% RST*	260 29%	45 27%	180 30%	86 26%	39 31% *	88 29%	217 28%	116 34% e	190 26%	199 29%	107 27%
Not very convincing (1)	301 28%	154 29%	147 27%	87 26%	111 28%	103 30%	34 27%	53 26%	56 30%	55 27%	50 28%	53 32% *	77 27%	100 32%	64 28%	61 26%	67 27%	84 30%	76 31%	37 25%	15 29% *	22 24% *	254 28%	47 28%	155 26%	114 34% Y	32 25% *	84 28%	217 28%	92 27%	209 29%	193 28%	108 28%
Not at all convincing (0)	265 25%	123 23%	140 26%	62 19% G	95 24% G	107 31% DG	16 13%	46 23% G	42 23% G	53 26% G	59 33% DG	48 29% G*	70 25%	75 24%	61 27%	58 24%	50 19%	78 28% QU	67 27%	36 25%	6 12% *	28 30% U*	226 25%	39 23%	170 28% z	68 20%	28 22% *	74 25%	191 25%	82 24%	183 25%	153 23%	112 29%
Don't know	64 6%	30 6%	34 6%	19 6% H	22 6%	23 7%	12 10% DH	7 3%	11 6%	11 5%	12 7%	11 7% *	11 4%	21 7%	10 4%	22 9% M	21 8%	15 5%	12 5%	9 6%	5 9% *	3 3% *	53 6%	11 7%	28 5%	26 8%	11 9% *	11 4%	53 7% d	11 3%	53 7% d	32 5%	33 8% f
Net: Convincing	437 41%	220 42%	215 40%	160 49% FKL	164 42% F	112 32%	65 51% FKL	96 47% FKL	78 42%	86 42%	60 33%	52 32% *	128 45%	118 38%	93 41%	98 41%	116 46%	101 36%	89 36%	67 45%	25 50% *	39 42% *	368 41%	69 42%	256 42%	126 38%	56 44% *	132 44%	305 40%	158 46% e	279 39%	301 44%	136 35%
Net: Not convincing	566 53%	277 53%	287 54%	149 45%	206 53% G	210 61% DGH	50 39%	99 49%	98 52% G	108 53% G	109 60% DGH	101 61% DG*	147 51%	175 56%	125 55%	119 50%	117 46%	162 58% Q	143 59% Q	73 49%	21 41% *	50 54% *	480 53%	86 52%	325 53%	182 55%	60 47% *	157 52%	408 53%	174 51%	392 54%	346 51%	220 57%
Net Difference	-129 -12%	-58 -11%	-72 -13%	11 3%	-42 -11%	-98 -28%	15 11%	-3 -2%	-20 -11%	-22 -11%	-50 -27%	-48 -29%	-19 -7%	-57 -18%	-31 -14%	-21 -9%	-1 *	-61 -22%	-54 -22%	-7 -4%	4 8%	-11 -12%	-112 -12%	-17 -10%	-69 -11%	-56 -17%	-4 -3%	-26 -9%	-103 -13%	-16 -5%	-113 -16%	-45 -7%	-83 -21%
Mean	1.30	1.35	1.25	1.48 FKL	1.32 FK	1.11	1.59 EFIJKL	1.41 FKL	1.34 FK	1.30	1.09	1.13 *	1.37	1.24	1.31	1.30	1.47 RSV	1.20	1.19	1.42	1.53 V*	1.15 *	1.29	1.35	1.28	1.32	1.39 *	1.35	1.28	1.36	1.28	1.39 g	1.15

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

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - It's ok not to follow the rules if you need to work or look after someone

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	132 12%	43 12%	46 15%	10 12% *	13 11%	49 11%	60 14%
Fairly convincing (2)	306 29%	101 28%	82 26%	28 36% *	35 29%	126 29%	123 29%
Not very convincing (1)	301 28%	97 27%	101 33% D	15 20% *	36 30%	125 29%	124 29%
Not at all convincing (0)	265 25%	99 28%	67 22%	22 28% *	29 25%	113 26%	99 23%
Don't know	64 6%	16 5%	15 5%	3 4% *	6 5%	21 5%	27 6%
Net: Convincing	437 41%	145 40%	128 41%	38 48% *	47 40%	175 40%	183 42%
Net: Not convincing	566 53%	196 55%	168 54%	38 48% *	66 55%	238 55%	223 52%
Net Difference	-129 -12%	-52 -15%	-41 -13%	* *	-18 -15%	-63 -14%	-40 -9%
Mean	1.30	1.26	1.36	1.34 *	1.27	1.27	1.35

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - The rules are unfair, some people are having to follow much tighter restrictions than others

All adults 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	
		Male	Female	18-34	35-54	55-75	18-24	25-34	35-44	45-54	55-64	65-75	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(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)
Unweighted base	1067	536	528	355	387	325	162	193	177	210	202	123	258	372	163	274	257	279	232	149	54	96	912	155	580	370	117	287	780	434	633	662	405
Weighted base	1067	527	537	329	392	346	127	202	188	205	181	165	286	315	228	238	254	279	243	149	51	92	901	166	608	333	126	300	767	343	724	678	389
Very convincing (3)	143 13%	84 16% C	59 11%	52 16%	53 14%	38 11%	19 15%	32 16%	29 15%	25 12%	20 11%	18 11% *	42 15%	34 11%	39 17%	29 12%	45 18% S	40 14%	24 10%	21 14%	3 6% *	10 11% *	121 13%	22 13%	84 14%	45 14%	14 11% *	46 15%	97 13%	42 12%	102 14%	96 14%	47 12%
Fairly convincing (2)	254 24%	121 23%	132 25%	97 30% EFK	85 22%	72 21%	41 32% EFIJK	56 28% K	39 21%	46 22%	32 17%	40 25% *	77 27%	80 25%	43 19%	54 23%	65 25%	57 20%	54 22%	42 28%	20 39% RSV*	17 18% *	222 25%	32 19%	137 22%	80 24%	37 29% *	80 27%	174 23%	83 24%	171 24%	153 22%	102 26%
Not very convincing (1)	279 26%	138 26%	139 26%	79 24%	106 27%	94 27%	31 24%	48 24%	59 31%	48 23%	56 31%	38 23% *	67 23%	91 29%	54 24%	68 28%	70 27%	68 24%	60 25%	34 23%	18 36% *	29 32% *	235 26%	44 26%	167 27%	87 26%	25 20% *	83 28%	196 26%	98 29%	181 25%	200 29% g	79 20%
Not at all convincing (0)	332 31%	160 30%	172 32%	87 27%	120 31%	125 36% DG	28 22%	59 29%	51 27%	69 34% G	64 35% G	61 37% G*	90 32%	96 30%	75 33%	71 30%	58 23%	96 34% Q	97 40% QU	45 30%	10 19% *	27 29% *	275 31%	57 34%	196 32%	100 30%	37 29% *	81 27%	252 33%	108 32%	224 31%	200 29%	132 34%
Don't know	58 5%	24 5%	35 6%	14 4%	27 7%	17 5%	7 6%	7 3%	10 5%	18 9% DH	10 5%	8 5% *	10 3%	15 5%	17 8%	17 7%	17 7%	18 6%	8 3%	6 4%	-	9 9% *	47 5%	11 7%	25 4%	20 6%	13 10% Y*	10 3%	49 6%	12 3%	47 6%	30 4%	29 7%
Net: Convincing	397 37%	206 39%	191 36%	149 45% EFJK	138 35%	110 32%	61 48% EFJK	88 44% FK	68 36%	70 34%	52 29%	58 35% *	119 42%	114 36%	82 36%	83 35%	109 43% SV	97 35%	78 32%	64 43%	23 45% *	27 29% *	344 38%	54 32%	221 36%	126 38%	51 41% *	127 42%	271 35%	125 36%	273 38%	249 37%	149 38%
Net: Not convincing	611 57%	298 56%	311 58%	166 51%	227 58% G	218 63% DGH	59 47%	107 53%	110 58%	117 57%	120 66% DGH	99 60% *	157 55%	186 59%	129 56%	139 58%	127 50%	164 59%	156 64% Q	79 53%	28 55% *	57 62% *	510 57%	101 61%	362 60%	187 56%	62 49% *	164 55%	447 58%	207 60%	404 56%	400 59%	211 54%
Net Difference	-214 -20%	-92 -17%	-121 -22%	-17 -5%	-88 -22%	-108 -31%	2 1%	-19 -9%	-41 -22%	-47 -23%	-68 -37%	-40 -25%	-38 -13%	-72 -23%	-47 -20%	-56 -24%	-18 -7%	-67 -24%	-78 -32%	-15 -10%	-5 -10%	-30 -32%	-166 -18%	-47 -28%	-142 -23%	-61 -18%	-10 -8%	-37 -12%	-177 -23%	-82 -24%	-132 -18%	-151 -22%	-62 -16%
Mean	1.21	1.26	1.15	1.36 FJK	1.20	1.07	1.43 EFJKL	1.32 FK	1.26	1.14	1.05	1.10 *	1.26	1.17	1.22	1.18	1.41 RS	1.16	1.02	1.28 S	1.32 *	1.12 *	1.22	1.12	1.19	1.23	1.26 *	1.32	1.16	1.18	1.22	1.22	1.18

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

Q4. And how convincing, or otherwise, do you find these reasons why you do not need to government rules on how to respond to the Coronavirus? - The rules are unfair, some people are having to follow much tighter restrictions than others

All adults aged 18-75 in Great Britain

		General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1067	333	326	79	131	443	418
Weighted base	1067	357	311	78	119	434	433
Very convincing (3)	143 13%	49 14%	49 16%	10 13% *	14 12%	48 11%	65 15%
Fairly convincing (2)	254 24%	83 23%	79 26%	18 23% *	33 27%	106 24%	102 24%
Not very convincing (1)	279 26%	87 24%	83 27%	19 24% *	34 28%	131 30%	107 25%
Not at all convincing (0)	332 31%	125 35%	91 29%	26 33% *	33 28%	132 30%	141 33%
Don't know	58 5%	14 4%	9 3%	4 6% *	6 5%	17 4%	17 4%
Net: Convincing	397 37%	132 37%	128 41%	29 37% *	47 39%	154 35%	167 39%
Net: Not convincing	611 57%	212 59%	174 56%	45 58% *	67 56%	263 61%	249 57%
Net Difference	-214 -20%	-80 -22%	-46 -15%	-16 -21%	-20 -17%	-109 -25%	-81 -19%
Mean	1.21	1.16	1.28	1.17 *	1.24 *	1.17	1.22

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

ColumnMeans (5%): A,B/C/D/E,F/G   Minimum Base: 30(**) Small Base: 100(*)