Ipsos MORI January 2021 Coronavirus polling
PUBLIC
Fieldwork: 8-11 January 2021
Adults online aged 18-75 in GB

Q6. To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - Summary

All Adults aged 18-75 in Great Britain

	Q6. To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following?	
	Yourself	The country as a whole
	(A)	(B)
Unweighted base	1065	1065
Weighted base	1065	1065
Very concerned (3)	270 25%	512 48% A
Fairly concerned (2)	473 44% B	423 40%
Not very concerned (1)	242 23% B	84 8%
Not at all concerned (0)	62 6% B	25 2%
Don't know	17 2%	21 2%
Net: Concerned	743 70%	935 88% A
Net: Not concerned	305 29% B	109 10%
Net Difference	439 41%	825 77%
Mean	1.91	2.36 A

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

ColumnMeans (5%): A/B   Minimum Base: 30(**) Small Base: 100(*)

Q6. To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - Yourself

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	
	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	1065	482	553	360	380	325	158	202	187	193	184	141	250	347	178	290	253	280	231	151	54	96	898	167	593	335	137	274	791	424	641	752	313
Weighted base	1065	513	522	327	394	344	130	196	192	202	180	164	292	311	222	240	250	276	244	152	52	90	893	172	606	309	150	280	785	341	724	693	372
Very concerned (3)	270 25%	107 21%	157 30% B	69 21%	94 24%	107 31% DEGHI	25 19%	44 22%	41 21%	53 26%	55 30% DG	53 32% DGI	91 31% NP	71 23%	56 25%	52 22%	71 28%	72 26%	54 22%	38 25%	12 23% *	23 25% *	220 25%	50 29%	164 27% Z	52 17%	55 36% YZ	69 25%	201 26%	79 23%	191 26%	175 25%	96 26%
Fairly concerned (2)	473 44%	232 45%	231 44%	133 41%	189 48% GI	152 44%	48 37%	85 43%	73 38%	116 57% DEFGHIKL	83 46%	69 42%	125 43%	137 44%	103 47%	108 45%	107 43%	110 40%	115 47%	74 49%	24 46% *	43 47% *	410 46% X	63 37%	290 48% Z	125 41%	58 39%	129 46%	344 44%	156 46%	317 44%	311 45%	162 43%
Not very concerned (1)	242 23%	131 25% C	101 19%	90 28% EFJK	82 21% J	71 20% J	43 33% EFJK	48 24% J	60 31% EFJK	22 11%	32 18%	38 23% J	55 19%	78 25%	51 23%	58 24%	58 23%	70 26%	49 20%	32 21%	12 23% *	21 23% *	190 21%	52 30% W	116 19%	98 32% Ya	28 19%	59 21%	183 23%	77 23%	165 23%	153 22%	89 24%
Not at all concerned (0)	62 6%	36 7%	23 4%	29 9% FJL	20 5% J	13 4%	14 11% EFJKL	16 8% FJ	16 8% EFJL	5 2%	8 5%	4 3%	20 7%	20 6%	8 3%	15 6%	13 5%	19 7%	18 8%	4 3%	4 8% *	4 5% *	57 6%	6 3%	30 5%	28 9% Ya	4 3%	17 6%	45 6%	22 6%	40 6%	43 6%	20 5%
Don't know	17 2%	7 1%	10 2%	6 2%	9 2%	2 1%	1 1%	5 2%	3 1%	6 3% FL	2 1%	- -	2 1%	5 2%	4 2%	6 2%	2 1%	5 2%	8 3%	2 2%	- *	- *	16 2%	1 *	7 1%	6 2%	5 3%	4 2%	13 2%	7 2%	10 1%	11 2%	6 2%
Net: Concerned	743 70%	339 66%	389 74% B	202 62%	283 72% DGI	259 75% DGHI	73 56%	129 65%	113 59%	170 84% DEFGHIL	138 76% DGHI	121 74% DGI	216 74%	208 67%	159 72%	161 67%	178 71%	183 66%	169 69%	113 74%	36 69% *	66 73% *	630 71%	114 66%	454 75% Z	177 57%	113 75% Z	199 71%	545 69%	235 69%	508 70%	486 70%	258 69%
Net: Not concerned	305 29%	167 33% C	124 24%	119 37% EFJKL	102 26% J	83 24% J	56 43% DEFHJKL	63 32% JK	76 39% EFJKL	26 13%	40 22% J	43 26% J	74 25%	98 32%	58 26%	73 31%	70 28%	89 32%	67 28%	37 24%	16 31% *	25 27% *	247 28%	58 33%	146 24%	126 41% Ya	33 22%	76 27%	228 29%	99 29%	206 28%	196 28%	108 29%
Net Difference	439 41%	172 34%	265 51%	82 25%	181 46%	176 51%	17 13%	66 33%	38 20%	143 71%	97 54%	79 48%	141 48%	109 35%	101 45%	88 36%	108 43%	93 34%	101 41%	76 50%	20 38%	41 45%	383 43%	56 33%	308 51%	51 17%	80 53%	122 44%	317 40%	137 40%	302 42%	290 42%	149 40%
Mean	1.91	1.81 B	2.02	1.75	1.93 DGi	2.03 DGHI	1.65	1.82	1.73	2.11 DEGHI	2.04 DGHI	2.03 DGHI	1.99	1.85	1.95	1.85	1.95	1.87	1.86	1.98	1.84 *	1.93 *	1.90	1.92	1.98 Z	1.66	2.12 Z	1.91	1.91	1.88	1.92	1.91	1.91

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V,W/X,Y/Z/a,b/c,d/e,f/g   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(*)

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Q6. To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - Yourself

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1065	297	297	60	136	439	382
Weighted base	1065	315	284	60	130	417	408
Very concerned (3)	270 25%	90 29%	64 23%	17 29% *	31 24%	97 23%	118 29%
Fairly concerned (2)	473 44%	140 45%	139 49%	24 40% *	55 42%	189 45%	188 46%
Not very concerned (1)	242 23%	69 22%	60 21%	16 27% *	30 23%	104 25%	80 20%
Not at all concerned (0)	62 6%	16 5%	16 6%	2 4% *	14 11% B	19 5%	21 5%
Don't know	17 2%	- -	4 1% B	- *	- -	7 2% G	- -
Net: Concerned	743 70%	230 73%	203 72%	41 69% *	86 66%	286 69%	306 75%
Net: Not concerned	305 29%	85 27%	77 27%	19 31% *	44 34%	124 30%	101 25%
Net Difference	439 41%	146 46%	126 44%	23 38%	42 32%	163 39%	205 50%
Mean	1.91	1.97	1.90	1.94 *	1.80	1.89	1.99

Q6. To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - The country as a whole

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	
	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	1065	482	553	360	380	325	158	202	187	193	184	141	250	347	178	290	253	280	231	151	54	96	898	167	593	335	137	274	791	424	641	752	313
Weighted base	1065	513	522	327	394	344	130	196	192	202	180	164	292	311	222	240	250	276	244	152	52	90	893	172	606	309	150	280	785	341	724	693	372
Very concerned (3)	512 48%	225 44%	272 52% B	130 40%	186 47% I	196 57% DEGHI	52 40%	78 40%	76 40%	110 54% DEGHI	97 54% DGHI	99 60% DEGHI	156 53% P	150 48%	107 48%	99 41%	123 49%	130 47%	112 46%	74 49%	30 58% *	42 47% W	409 46%	102 59% W	294 48%	136 44%	82 55% Z	113 40%	399 51% b	177 52%	334 46%	331 48%	181 49%
Fairly concerned (2)	423 40%	210 41%	204 39%	149 46% EFL	150 38%	124 36%	56 43%	93 47% EFJKL	75 39%	75 37%	66 37%	58 35%	104 35%	127 41%	90 41%	103 43%	99 39%	106 38%	104 42%	62 41%	18 34% *	35 39% *	370 41% X	53 31%	248 41%	121 39%	55 36%	120 43%	303 39%	124 36%	299 41%	268 39%	155 42%
Not very concerned (1)	84 8%	52 10% C	30 6%	31 9% FL	36 9% JL	18 5%	14 11% FJL	16 8%	26 14% EFJKL	9 5%	12 7%	5 3%	19 7%	26 8%	13 6%	25 11%	22 9%	23 8%	11 4%	12 8%	4 8% *	12 13% S*	71 8%	13 7%	43 7%	36 12% Ya	5 4%	30 11% c	54 7%	24 7%	60 8%	61 9%	23 6%
Not at all concerned (0)	25 2%	19 4% C	6 1%	12 4%	9 2% J	4 1%	7 5% FJ	5 3%	8 4%	2 1%	3 1%	2 1%	11 4%	4 1%	5 2%	6 2%	5 2%	9 3%	9 4% T	* *	-	1 1% *	23 3%	2 1%	12 2%	9 3%	4 3%	9 3%	16 2%	8 2%	18 2%	20 3%	6 2%
Don't know	21 2%	7 1%	10 2%	5 2%	13 3% FL	2 1%	1 1%	4 2%	7 4% FL	6 3% FL	2 1%	-	3 1%	4 1%	7 3%	7 3%	* *	8 3% Q	9 4% Q	3 2%	- *	- *	19 2%	2 1%	10 2%	7 2%	4 3%	7 3%	14 2%	8 2%	13 2%	14 2%	7 2%
Net: Concerned	935 88%	435 85%	476 91% B	279 85%	336 85%	320 93% DEGHI	108 83%	171 87% I	151 79%	185 91% EGI	163 90% I	157 96% DEGHI	259 89%	276 89%	197 89%	202 84%	222 89%	236 86%	215 88%	135 89%	48 92% *	78 86% *	780 87%	155 90%	541 89% Z	257 83%	137 91% Z	233 83%	702 89% b	301 88%	633 87%	598 86%	337 90%
Net: Not concerned	109 10%	70 14% C	36 7%	42 13% FJL	45 11% FJL	22 6%	21 16% FJKL	21 11% L	34 18% EFJKL	11 6%	15 8%	7 4%	30 10%	31 10%	18 8%	31 13%	28 11%	32 12%	20 8%	13 9%	4 8% *	13 14% *	94 11%	15 9%	55 9%	45 15% Ya	9 6%	40 14% c	70 9%	32 9%	77 11%	81 12%	28 8%
Net Difference	825 77%	364 71%	440 84%	237 73%	291 74%	298 86%	87 67%	150 76%	117 61%	173 86%	148 82%	150 91%	229 78%	246 79%	179 81%	171 71%	194 78%	204 74%	196 80%	122 81%	44 84%	65 72%	685 77%	140 81%	486 80%	212 69%	128 85%	193 69%	632 80%	269 79%	556 77%	517 75%	308 83%
Mean	2.36	2.27	2.45 B	2.24	2.35 GI	2.49 DEGHI	2.19	2.27	2.19	2.49 DEGHI	2.44 DGHI	2.55 DEGHI	2.40	2.37	2.40	2.27	2.36	2.33	2.35	2.41	2.50 *	2.31 *	2.33	2.50 W	2.38 Z	2.27	2.47 Z	2.23	2.41 b	2.41	2.34	2.34	2.40

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Overlap formulae used

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Q6. To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to each of the following? - The country as a whole

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1065	297	297	60	136	439	382
Weighted base	1065	315	284	60	130	417	408
Very concerned (3)	512 48%	156 50% E	154 54% E	42 70% BCE*	50 39%	225 54%	197 48%
Fairly concerned (2)	423 40%	128 41% D	105 37%	16 26% *	59 45% D	161 39%	159 39%
Not very concerned (1)	84 8%	22 7%	18 6%	1 2% *	14 11%	18 4%	38 9% F
Not at all concerned (0)	25 2%	8 3%	4 1%	1 2% *	8 6% C	7 2%	11 3%
Don't know	21 2%	1 *	4 1%	- - *	- -	5 1%	2 *
Net: Concerned	935 88%	284 90%	259 91% E	57 96% E*	109 84%	387 93% G	357 88%
Net: Not concerned	109 10%	30 10%	22 8%	2 4% *	21 16% CD	26 6%	49 12% F
Net Difference	825 77%	254 81%	237 83%	55 92%	87 67%	361 87%	308 76%
Mean	2.36	2.37 E	2.46 E	2.64 BE*	2.16	2.47 G	2.34

Q7. At the moment, are you finding each of the following easier, harder, or about the same compared with before the Coronavirus outbreak? - Summary

All Adults aged 18-75 in Great Britain

	Q7. At the moment, are you finding each of the following easier, harder, or about the same compared with before the Coronavirus outbreak?	
	Staying positive day-to-day	Staying positive about the future
	(A)	(B)
Unweighted base	1065	1065
Weighted base	1065	1065
Much harder (2)	206 19%	216 20%
A little harder (1)	434 41%	441 41%
About the same (0)	346 33% B	311 29%
A little easier (-1)	51 5%	60 6%
Much easier (-2)	11 1%	18 2%
Don't know	17 2%	19 2%
Net: Harder	640 60%	657 62%
Net: Easier	62 6%	77 7%
Net Difference	577 54%	580 54%
Mean	0.74	0.74

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Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

Q7. At the moment, are you finding each of the following easier, harder, or about the same compared with before the Coronavirus outbreak? - Staying positive day-to-day

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	
	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	1065	482	553	360	380	325	158	202	187	193	184	141	250	347	178	290	253	280	231	151	54	96	898	167	593	335	137	274	791	424	641	752	313
Weighted base	1065	513	522	327	394	344	130	196	192	202	180	164	292	311	222	240	250	276	244	152	52	90	893	172	606	309	150	280	785	341	724	693	372
Much harder (2)	206 19%	86 17%	113 22%	69 21%	82 21%	55 16%	25 19%	44 23%	46 24% F	36 18%	29 16%	26 16%	73 25% NO	53 17%	37 17%	43 18%	44 18%	48 17%	51 21%	36 24%	10 19% *	16 18% *	174 19%	32 19%	111 18%	57 19%	38 25%	66 23%	140 18%	68 20%	139 19%	126 18%	80 21%
A little harder (1)	434 41%	183 36%	242 46% B	138 42%	164 42%	132 38%	48 37%	90 46%	75 39%	88 44%	73 40%	59 36%	118 40%	131 42%	96 43%	89 37%	116 46% TU	124 45% T	101 41% T	44 29%	16 30% *	32 36% *	360 40%	73 43%	265 44%	114 37%	54 36%	110 39%	324 41%	150 44%	284 39%	284 41%	149 40%
About the same (0)	346 33%	196 38% C	136 26%	85 26%	117 30%	144 42% DEGHI	38 29%	47 24%	50 26%	67 33%	71 39% DEHI	73 45% DEGHIJ	81 28%	109 35%	75 34%	81 34%	80 32%	81 29%	73 30%	52 35%	22 43% *	38 41% R*	289 32%	58 33%	192 32%	103 33%	51 34%	76 27%	270 34% b	98 29%	248 34%	226 33%	121 32%
A little easier (-1)	51 5%	31 6%	19 4%	25 8% FHJK	16 4%	9 3%	16 12% DEFHIJKL	10 5%	11 6%	6 3%	4 2%	5 3%	12 4%	15 5%	9 4%	15 6%	8 3%	14 5%	13 5%	10 7%	4 8%	3 3%	44 5%	7 4%	26 4%	22 7% a	2 1%	16 6%	35 4%	15 5%	35 5%	38 5%	13 4%
Much easier (-2)	11 1%	6 1%	5 1%	5 2%	4 1% J	2 1%	3 2% J	2 1%	4 2% J	- -	2 1%	- -	6 2%	2 1%	- -	4 2%	1 1%	3 1%	1 *	5 3% S	- -	1 1% *	11 1%	- -	5 1%	6 2%	1 1%	5 2%	7 1%	6 2%	6 1%	8 1%	3 1%
Don't know	17 2%	10 2%	6 1%	5 1%	10 3% F	2 1%	1 1%	3 2%	5 3%	5 2%	1 1%	1 1%	3 1%	2 *	4 2%	8 3% N	2 1%	5 2%	6 2%	4 3%	- *	1 1% *	15 2%	2 1%	8 1%	6 2%	3 2%	7 2%	10 1%	4 1%	13 2%	11 2%	6 2%
Net: Harder	640 60%	269 52%	356 68% B	207 63% FGL	246 62% FL	187 54%	72 56%	134 68% DFGKL	121 63% L	125 62%	102 56%	85 52%	191 65% P	184 59%	133 60%	132 55%	160 64%	172 62%	152 62%	81 53%	26 49% *	48 53% *	534 60%	105 61%	376 62%	171 56%	93 62%	176 63%	464 59%	217 64%	422 58%	411 59%	229 62%
Net: Easier	62 6%	38 7%	24 5%	30 9% EFHJKL	21 5% J	11 3%	18 14% DEFHIJKL	12 6%	15 8% FJ	6 3%	6 4%	5 3%	18 6%	17 5%	9 4%	19 8%	9 4%	17 6%	13 6%	15 10% Q	4 8% *	4 4% *	55 6%	7 4%	31 5%	28 9% Ya	3 2%	21 7%	41 5%	21 6%	41 6%	46 7%	17 4%
Net Difference	577 54%	231 45%	331 63%	177 54%	225 57%	175 51%	54 41%	123 62%	106 56%	119 59%	95 53%	80 49%	173 59%	167 54%	123 56%	113 47%	151 60%	155 56%	139 57%	66 44%	22 42%	44 49%	479 54%	98 57%	345 57%	143 46%	90 60%	155 55%	422 54%	196 57%	381 53%	365 53%	212 57%
Mean	0.74	0.62	0.85 B	0.75 G	0.79 G	0.67	0.59	0.85 DFGL	0.79	0.79 G	0.68	0.65	0.83 P	0.71	0.74	0.66	0.78	0.74	0.79	0.67	0.61 *	0.66 *	0.73	0.77	0.75	0.64	0.87 Z	0.79	0.72	0.77	0.72	0.71	0.79

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Overlap formulae used

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	Total	General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1065	297	297	60	136	439	382
Weighted base	1065	315	284	60	130	417	408
Much harder (2)	206 19%	59 19%	52 18%	16 27% *	28 21%	82 20%	76 19%
A little harder (1)	434 41%	121 38%	124 44%	21 36% *	47 36%	178 43%	159 39%
About the same (0)	346 33%	113 36%	92 32%	19 32% *	50 38%	140 34%	142 35%
A little easier (-1)	51 5%	15 5%	12 4%	2 3% *	6 5%	10 3%	24 6% F
Much easier (-2)	11 1%	6 2%	3 1%	1 1% *	-	5 1%	5 1%
Don't know	17 2%	1 *	1 1%	* 1% *	-	1 *	2 *
Net: Harder	640 60%	180 57%	176 62%	38 63% *	74 57%	260 62%	234 58%
Net: Easier	62 6%	21 7%	15 5%	2 4% *	6 5%	15 4%	30 7% F
Net Difference	577 54%	160 51%	161 57%	35 59%	68 52%	245 59%	205 50%
Mean	0.74	0.68	0.74	0.86 *	0.74	0.78	0.68

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/I/J/K/L/M,N/O/P/Q/R/S/T/U   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   Minimum Base: 30(**) Small Base: 100(*)

Q7. At the moment, are you finding each of the following easier, harder, or about the same compared with before the Coronavirus outbreak? - Staying positive about the future

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	
	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	1065	482	553	360	380	325	158	202	187	193	184	141	250	347	178	290	253	280	231	151	54	96	898	167	593	335	137	274	791	424	641	752	313
Weighted base	1065	513	522	327	394	344	130	196	192	202	180	164	292	311	222	240	250	276	244	152	52	90	893	172	606	309	150	280	785	341	724	693	372
Much harder (2)	216 20%	95 19%	112 21%	59 18%	97 25% DFG	61 18%	19 14%	40 20%	54 28% DFGKL	43 21%	34 19%	27 16%	62 21%	62 20%	37 17%	55 23%	53 21%	50 18%	59 24% U	28 19%	6 11% *	20 22% *	184 21%	32 19%	119 20%	57 18%	40 26%	60 21%	157 20%	73 21%	143 20%	138 20%	78 21%
A little harder (1)	441 41%	180 35%	254 49% B	143 44%	155 39%	143 42%	60 46%	82 42%	70 37%	85 42%	76 42%	67 41%	135 46% P	126 40%	102 46% P	78 33%	99 40%	126 46%	95 39%	61 40%	27 52% *	32 36% *	360 40%	81 47%	267 44%	114 37%	60 40%	120 43%	321 41%	149 44%	292 40%	283 41%	158 42%
About the same (0)	311 29%	182 35% C	121 23%	83 26%	110 28%	118 34% DGI	31 24%	52 27%	48 25%	62 31%	60 33%	58 35% D	64 22%	97 31% M	69 31% M	80 34% M	81 32%	74 27%	64 26%	44 29%	16 31% *	32 35% *	265 30%	47 27%	166 27%	102 33%	43 29%	70 25%	241 31%	92 27%	220 30%	202 29%	109 29%
A little easier (-1)	60 6%	34 7%	22 4%	25 8% EJ	16 4%	19 6%	13 10% EJK	12 6%	10 5%	6 3%	8 4%	11 7%	19 7%	19 6%	10 4%	11 5%	13 5%	11 4%	15 6%	12 8%	3 7% *	5 5% *	51 6%	9 5%	36 6%	21 7% a	3 2%	16 6%	44 6%	16 5%	44 6%	45 7%	14 4%
Much easier (-2)	18 2%	12 2%	5 1%	11 3% FJL	5 1%	2 *	4 3% FJL	6 3% FJL	5 2%	1 *	2 1%	- -	8 3% O	4 1%	- -	5 2% O	2 1%	7 3%	4 2%	3 2%	- -	1 1% *	16 2%	1 1%	9 1%	8 3%	1 1%	7 2%	11 1%	6 2%	12 2%	12 2%	5 1%
Don't know	19 2%	10 2%	8 2%	6 2%	11 3% F	2 1%	2 2%	4 2%	5 3%	6 3%	1 1%	1 1%	3 1%	3 1%	4 2%	9 4% MN	2 1%	7 2%	6 2%	4 3%	- *	1 1% *	17 2%	2 1%	9 2%	6 2%	3 2%	7 3%	11 1%	6 2%	13 2%	12 2%	7 2%
Net: Harder	657 62%	275 54%	367 70% B	202 62%	252 64%	204 59%	79 61%	122 62%	124 65%	128 63%	110 61%	94 57%	197 67% P	188 60%	139 62%	134 56%	152 61%	177 64%	155 63%	89 59%	33 62% *	52 58% *	545 61%	113 66%	386 64% Z	171 56%	100 66% Z	180 64%	478 61%	222 65%	436 60%	421 61%	236 63%
Net: Easier	77 7%	46 9% C	27 5%	35 11% EFJK	21 5%	21 6%	17 13% EFJK	18 9% J	14 7%	7 3%	9 5%	11 7%	28 9%	23 7%	10 4%	17 7%	15 6%	18 7%	20 8%	14 10%	3 7% *	6 6% *	67 7%	10 6%	45 7%	29 9% a	4 3%	22 8%	55 7%	22 6%	55 8%	58 8%	20 5%
Net Difference	580 54%	229 45%	340 65%	166 51%	231 59%	183 53%	62 47%	104 53%	110 57%	121 60%	100 56%	83 50%	169 58%	165 53%	129 58%	117 49%	137 55%	159 57%	135 55%	74 49%	29 56%	46 51%	478 54%	102 59%	342 56%	142 46%	96 64%	157 56%	423 54%	200 59%	380 53%	364 52%	216 58%
Mean	0.74	0.62	0.87 B	0.67	0.84 DG	0.71	0.60	0.72	0.86 G	0.83 G	0.74	0.67	0.77	0.72	0.76	0.72	0.76	0.75	0.79	0.68	0.66 *	0.73 *	0.74	0.78	0.76	0.63	0.92 Z	0.77	0.73	0.80	0.72	0.72	0.79

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Overlap formulae used

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Ipsos MORI January 2021 Coronavirus polling
PUBLIC
Fieldwork: 8-11 January 2021
Adults online aged 18-75 in GB

Q7. At the moment, are you finding each of the following easier, harder, or about the same compared with before the Coronavirus outbreak? - Staying positive about the future

All Adults aged 18-75 in Great Britain

	Total	General Election 2019 Vote				Referendum 2016 vote	
	Total	Conservative	Labour	Liberal Democrats	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1065	297	297	60	136	439	382
Weighted base	1065	315	284	60	130	417	408
Much harder (2)	216 20%	58 18%	60 21%	17 29% *	27 21%	94 23%	73 18%
A little harder (1)	441 41%	140 44%	122 43%	18 31% *	48 37%	171 41%	168 41%
About the same (0)	311 29%	89 28%	86 30%	17 29% *	44 33%	124 30%	130 32%
A little easier (-1)	60 6%	23 7% C	9 3%	6 10% C*	8 6%	22 5%	24 6%
Much easier (-2)	18 2%	4 1%	6 2%	- - *	3 2%	5 1%	10 2%
Don't know	19 2%	1 *	1 1%	* 1% *	1 1%	2 *	3 1%
Net: Harder	657 62%	198 63%	182 64%	36 60% *	74 57%	265 64%	241 59%
Net: Easier	77 7%	27 9%	14 5%	6 10% *	11 8%	27 6%	34 8%
Net Difference	580 54%	171 54%	168 59%	30 49%	64 49%	239 57%	208 51%
Mean	0.74	0.72	0.79	0.79 *	0.68	0.79	0.67

Q8. When, if at all, do you think life will return to "normal", with people living much as they did before?

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	
	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	1065	482	553	360	380	325	158	202	187	193	184	141	250	347	178	290	253	280	231	151	54	96	898	167	593	335	137	274	791	424	641	752	313
Weighted base	1065	513	522	327	394	344	130	196	192	202	180	164	292	311	222	240	250	276	244	152	52	90	893	172	606	309	150	280	785	341	724	693	372
February 2021 or sooner	2 / *	1 / *	2 / *	1 / *	1 / *	1 / *	-	1 / *	-	1 / *	1 / *	-	-	2 / 1%	-	1 / *	1 / *	1 / *	-	1 / 1%	-	-	2 / *	-	2 / *	1 / *	-	1 / *	2 / *	1 / *	2 / *	2 / *	1 / *
March 2021	5 / *	1 / *	3 / 1%	1 / *	2 / *	1 / *	-	1 / 1%	-	2 / 1%	1 / 1%	-	1 / *	* / *	-	2 / 1%	-	1 / *	-	2 / 1%	1 / 2%	1 / 1%	5 / 1%	-	5 / 1%	-	-	3 / 1%	2 / *	1 / *	4 / *	3 / *	2 / 1%
April 2021	31 / 3%	19 / 4%	12 / 2%	20 / 6% EFIKL	8 / 2%	3 / 1%	10 / 8% EFIKL	10 / 5% EFIL	3 / 1%	5 / 2%	3 / 2%	-	12 / 4%	7 / 2%	4 / 2%	8 / 3%	8 / 3%	7 / 3%	8 / 3%	6 / 4%	1 / 1%	2 / 2%	30 / 3%	1 / 1%	14 / 2%	16 / 5% Ya	1 / *	13 / 5% c	18 / 2%	8 / 2%	23 / 3%	19 / 3%	12 / 3%
May 2021	45 / 4%	29 / 6% c	15 / 3%	15 / 4%	15 / 4%	15 / 4%	7 / 6%	7 / 4%	5 / 3%	9 / 5%	8 / 4%	8 / 5%	10 / 3%	13 / 4%	9 / 4%	14 / 6%	11 / 4%	14 / 5%	5 / 2%	7 / 5%	4 / 7%	3 / 3%	38 / 4%	7 / 4%	18 / 3%	21 / 7% y	6 / 4%	11 / 4%	34 / 4%	9 / 3%	36 / 5%	33 / 5%	12 / 3%
June 2021	61 / 6%	39 / 8% c	21 / 4%	28 / 9% EK	18 / 4%	16 / 5%	12 / 9% EFIK	16 / 8% K	7 / 4%	10 / 5%	5 / 3%	11 / 7%	12 / 4%	20 / 6%	16 / 7%	13 / 6%	12 / 5%	16 / 6%	16 / 7%	8 / 5%	4 / 8%	5 / 5%	57 / 6%	4 / 2%	41 / 7%	14 / 5%	6 / 4%	23 / 8% c	38 / 5%	19 / 6%	42 / 6%	46 / 7%	16 / 4%
July 2021	63 / 6%	30 / 6%	32 / 6%	21 / 6%	19 / 5%	24 / 7%	9 / 7%	12 / 6%	6 / 3%	12 / 6%	9 / 5%	15 / 9% I	21 / 7%	17 / 5%	15 / 7%	11 / 4%	8 / 3%	20 / 7% Q	13 / 5%	13 / 9% Q	3 / 5%	7 / 7%	53 / 6%	10 / 6%	36 / 6%	16 / 5%	11 / 8%	17 / 6%	47 / 6%	28 / 8% e	36 / 5%	44 / 6%	19 / 5%
August 2021	77 / 7%	36 / 7%	37 / 7%	30 / 9%	24 / 6%	23 / 7%	13 / 10%	17 / 9%	15 / 8%	9 / 5%	13 / 7%	10 / 6%	17 / 6%	21 / 7%	17 / 8%	21 / 9%	23 / 9%	19 / 7%	16 / 6%	10 / 7%	5 / 9%	5 / 5%	69 / 8%	9 / 5%	44 / 7%	26 / 9%	6 / 4%	20 / 7%	58 / 7%	29 / 8%	48 / 7%	45 / 6%	32 / 9%
September 2021	87 / 8%	40 / 8%	47 / 9%	24 / 7%	25 / 6%	39 / 11% EJ	12 / 9%	12 / 6%	14 / 7%	12 / 6%	19 / 10%	20 / 12%	30 / 10% P	25 / 8%	21 / 9%	12 / 5%	17 / 7%	16 / 6%	25 / 10%	14 / 10% E	7 / 14%	7 / 8%	72 / 8%	16 / 9%	56 / 9%	21 / 7%	11 / 7%	21 / 7%	67 / 8%	26 / 8%	62 / 9%	61 / 9%	27 / 7%
October 2021	44 / 4%	24 / 5%	18 / 3%	17 / 5% H	11 / 3%	17 / 5%	11 / 9% DEHI	5 / 3%	3 / 2%	7 / 4%	7 / 4%	9 / 6%	10 / 3%	16 / 5%	9 / 4%	9 / 4%	8 / 3%	9 / 3%	10 / 4%	12 / 8% V	4 / 7%	1 / 1%	38 / 4%	6 / 4%	24 / 4%	14 / 5%	7 / 4%	6 / 2%	38 / 5%	18 / 5%	26 / 4%	29 / 4%	16 / 4%
November 2021	23 / 2%	10 / 2%	14 / 3%	2 / 1%	9 / 2%	12 / 4% D	1 / 1%	1 / 1%	2 / 2%	5 / 3%	6 / 3% D	7 / 4% D	8 / 3%	6 / 2%	3 / 1%	7 / 3%	6 / 2%	8 / 3%	4 / 1%	4 / 2%	1 / 1%	1 / 2%	21 / 2%	3 / 1%	16 / 2%	8 / 3%	4 / 4%	5 / 2%	18 / 2%	6 / 2%	18 / 2%	13 / 2%	10 / 3%
December 2021	39 / 4%	14 / 3%	23 / 4%	12 / 4%	22 / 6% K	5 / 2%	3 / 2%	9 / 4%	11 / 6% FK	11 / 5% FK	-	5 / 3% K	12 / 4%	12 / 4%	9 / 4%	6 / 2%	7 / 3%	13 / 5%	6 / 3%	5 / 4%	2 / 4%	5 / 5%	37 / 4%	2 / 1%	24 / 4%	13 / 4%	2 / 1%	18 / 7% c	21 / 3%	14 / 4%	25 / 3%	24 / 3%	15 / 4%
Jan 2022 or later	362 / 34%	172 / 34%	178 / 34%	110 / 34% L	150 / 38% FL	102 / 30%	39 / 30%	72 / 37% L	75 / 39% FL	75 / 37% L	65 / 36% FL	37 / 23%	106 / 36%	111 / 36%	74 / 33%	71 / 30%	85 / 34%	96 / 35%	90 / 37%	47 / 31% U	11 / 20%	33 / 37%	292 / 33%	71 / 41% W	215 / 36%	99 / 32%	48 / 32%	97 / 35%	265 / 34%	123 / 36%	239 / 33%	251 / 36%	111 / 30%
Never	105 / 10%	42 / 8%	62 / 12%	19 / 6%	41 / 10% D	45 / 13% DGH	8 / 6%	12 / 6%	20 / 10%	21 / 10%	22 / 12% DH	23 / 14% DGH	35 / 12%	22 / 8%	14 / 6%	30 / 13% O	33 / 13% T	22 / 8%	24 / 10%	9 / 6%	6 / 11%	12 / 13%	83 / 9%	22 / 13%	53 / 9%	25 / 8%	27 / 18% YZ	16 / 6%	89 / 11% b	28 / 8%	77 / 11%	55 / 8%	51 / 14% f
Don't know	119 / 11%	55 / 11%	58 / 11%	27 / 8% G	51 / 13% G	41 / 12% G	6 / 5%	21 / 11%	29 / 15% DG	22 / 11%	20 / 11% G	20 / 12% G	18 / 6%	36 / 11% M	30 / 14% M	34 / 14% M	31 / 13%	34 / 12%	28 / 11%	12 / 8%	5 / 10%	8 / 9%	98 / 11%	21 / 12%	65 / 11%	34 / 11%	20 / 13%	28 / 10%	91 / 12%	31 / 9%	88 / 12%	71 / 10%	47 / 13%
Net: Within March 2021	7 / 1%	2 / *	5 / 1%	2 / 1%	3 / 1%	2 / 1%	-	2 / 1%	-	3 / 1%	2 / 1%	-	1 / *	3 / 1%	-	3 / 1%	1 / *	2 / 1%	-	3 / 2% S	1 / 2%	1 / 1%	7 / 1%	-	6 / 1%	1 / *	-	4 / 1%	3 / *	2 / 1%	5 / 1%	4 / 1%	3 / 1%
Net: Within June 2021	144 / 14%	89 / 17% C	53 / 10%	65 / 20% EFIKL	43 / 11%	36 / 11%	29 / 23% EFIK	36 / 18%	15 / 8%	27 / 13%	18 / 10%	18 / 11%	35 / 12%	42 / 14%	28 / 13%	39 / 16%	32 / 13%	39 / 14%	29 / 12%	25 / 16%	10 / 18%	10 / 11%	132 / 15%	12 / 7%	80 / 13%	52 / 17% a	12 / 8%	51 / 18% c	93 / 12%	38 / 11%	106 / 15%	102 / 15%	43 / 11%
Net: Within September 2021	372 / 35%	195 / 38%	169 / 32%	139 / 43% EIJK	111 / 28%	122 / 36% EI	63 / 48% EFIJK	76 / 39%	50 / 26%	60 / 30%	59 / 33% EI	63 / 38%	103 / 35%	105 / 34%	82 / 37%	82 / 34%	80 / 32%	94 / 34%	83 / 34%	62 / 41%	24 / 46%	29 / 32%	326 / 36% X	47 / 27%	215 / 36%	116 / 38% a	41 / 27%	109 / 39%	264 / 34%	121 / 35%	252 / 35%	251 / 36%	121 / 33%
Net: Within December 2021	479 / 45%	243 / 47%	224 / 43%	170 / 52% EHIJK	152 / 39%	157 / 46% IK	78 / 60% DEFHIJK	92 / 47%	68 / 36%	84 / 41%	73 / 41% I	84 / 51% EI	133 / 45%	139 / 45%	103 / 46%	104 / 44%	101 / 40%	125 / 45%	103 / 42%	83 / 55% QSV	30 / 58% QS*	37 / 41%	421 / 47% X	58 / 34%	273 / 45%	151 / 49% a	54 / 36%	138 / 49%	341 / 43%	159 / 47%	320 / 44%	316 / 46%	163 / 44%

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	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1065	297	297	60	136	439	382
Weighted base	1065	315	284	60	130	417	408
February 2021 or sooner	2 *	1 *	- -	- *	- -	1 *	1 *
March 2021	5 *	2 1%	- -	- *	1 *	1 *	3 1%
April 2021	31 3%	6 2%	10 3%	2 3% *	7 5%	11 3%	12 3%
May 2021	45 4%	14 5%	16 6%	1 2% *	7 5%	21 5%	16 4%
June 2021	61 6%	13 4%	19 7%	6 10% *	9 7%	24 6%	28 7%
July 2021	63 6%	25 8%	18 6%	3 5% *	9 7%	25 6%	27 7%
August 2021	77 7%	22 7%	21 7%	7 12% *	9 7%	36 9%	28 7%
September 2021	87 8%	31 10%	29 10%	4 6% *	11 9%	35 8%	38 9%
October 2021	44 4%	11 3%	11 4%	3 5% *	6 5%	12 3%	20 5%
November 2021	23 2%	12 4%	4 1%	3 4% *	2 2%	6 1%	14 4%
December 2021	39 4%	12 4%	14 5%	4 6% *	6 4%	17 4%	17 4%
Jan 2022 or later	362 34%	113 36%	88 31%	18 31% *	37 28%	146 35%	129 32%
Never	105 10%	24 8%	23 8%	7 12% *	16 12%	44 11%	33 8%
Don't know	119 11%	28 9%	31 11%	2 3% *	11 9%	37 9%	42 10%

Net: Within March 2021	7 1%	3 1%	- -	- *	1 *	2 *	4 1%
Net: Within June 2021	144 14%	37 12%	45 16%	9 15% *	23 17%	57 14%	59 14%
Net: Within September 2021	372 35%	115 36%	113 40%	23 39% *	52 40%	154 37%	152 37%
Net: Within December 2021	479 45%	149 47%	142 50%	33 55% *	67 51%	190 45%	203 50%

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