

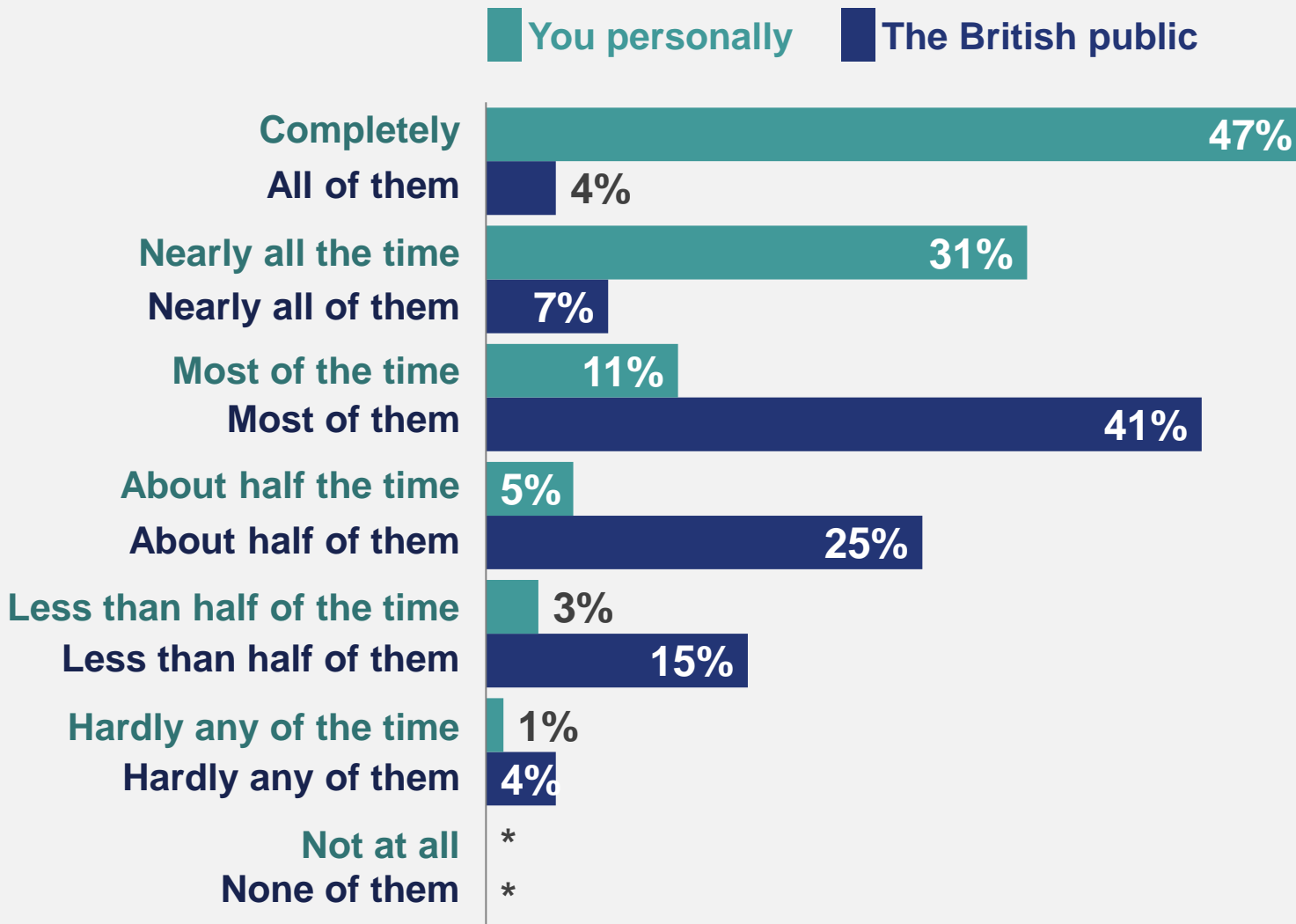
Ipsos MORI Coronavirus polling

January 2021

Who is following Government rules during lockdown?

What proportion of the **British public**, if any, do you think is properly following the Government's rules on how to respond to the coronavirus?

And to what extent, if at all, are you **personally** following the Government's rules on how to respond to the coronavirus?

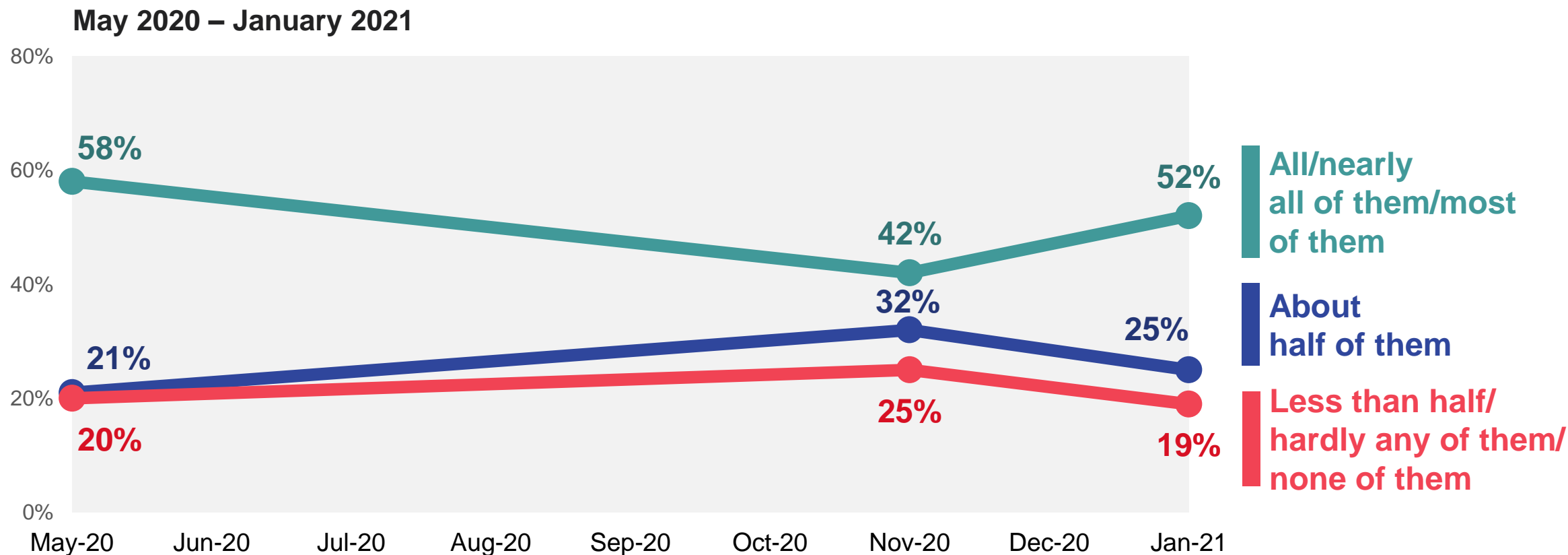


Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

Source: Ipsos MORI

Who is following Government coronavirus rules?

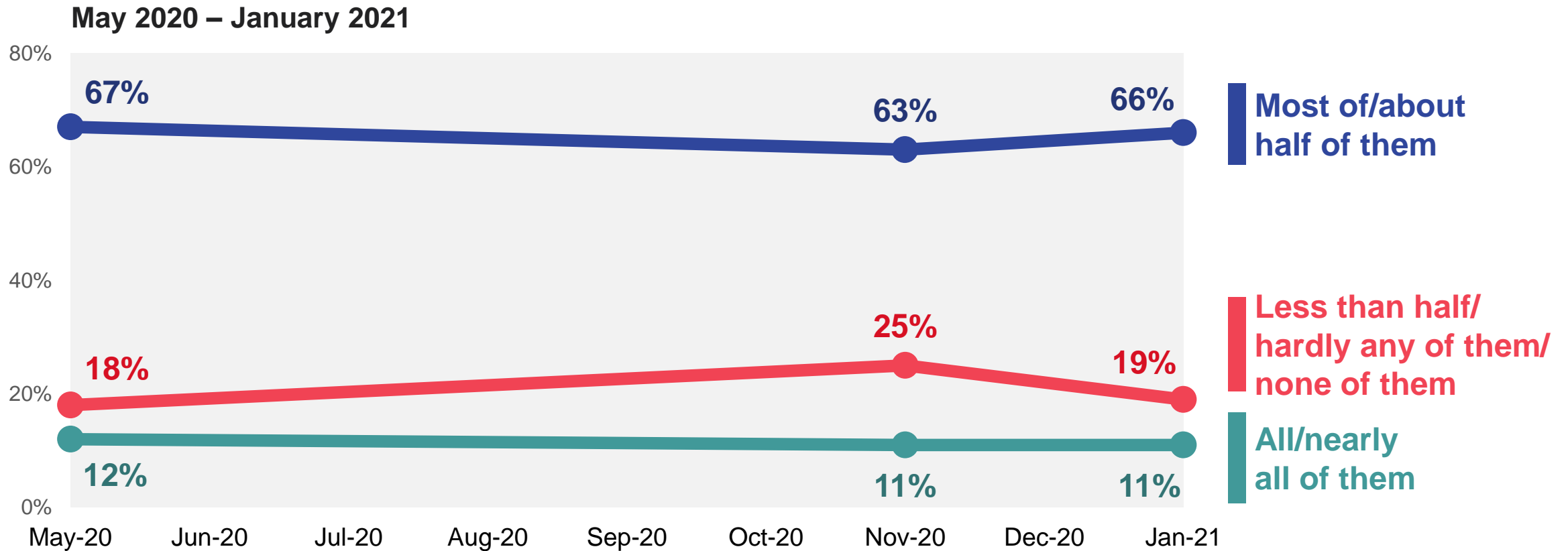
What proportion of the British public, if any, do you think is properly following the Government's rules on how to respond to the coronavirus?



Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

Who is following Government coronavirus rules?

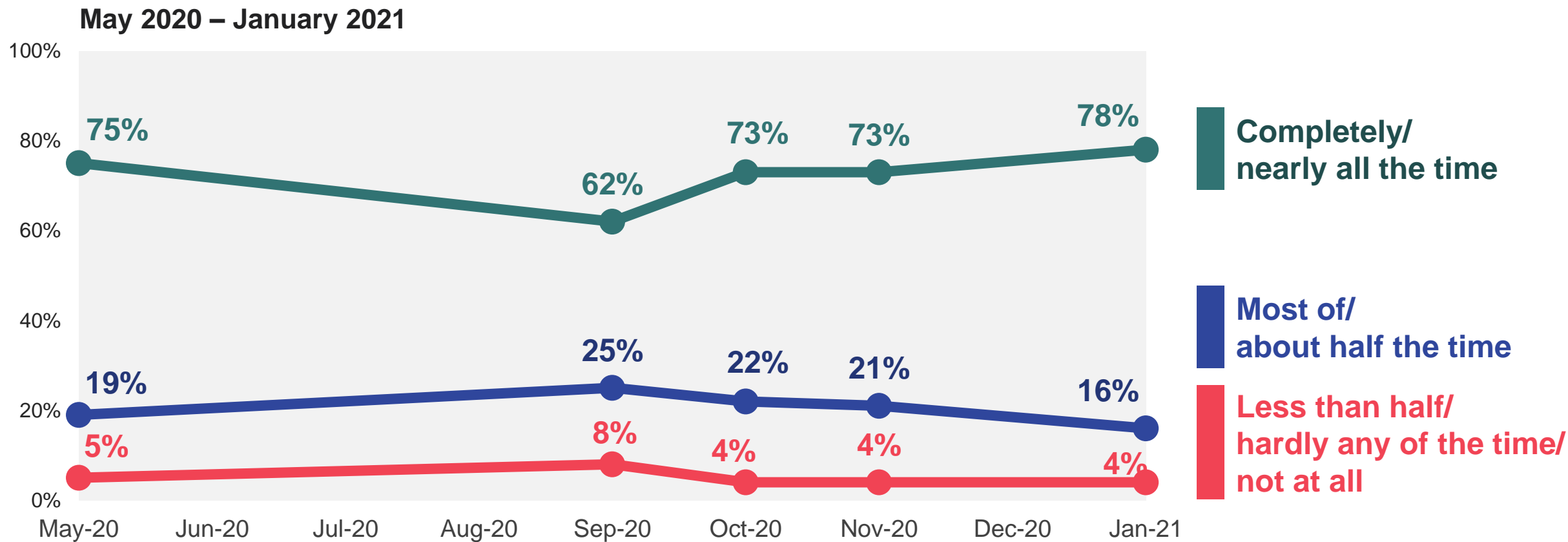
What proportion of the British public, if any, do you think is properly following the Government's rules on how to respond to the coronavirus?



Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

Who is following Government coronavirus rules?

To what extent, if at all, are you personally following government rules on how to respond to the coronavirus?

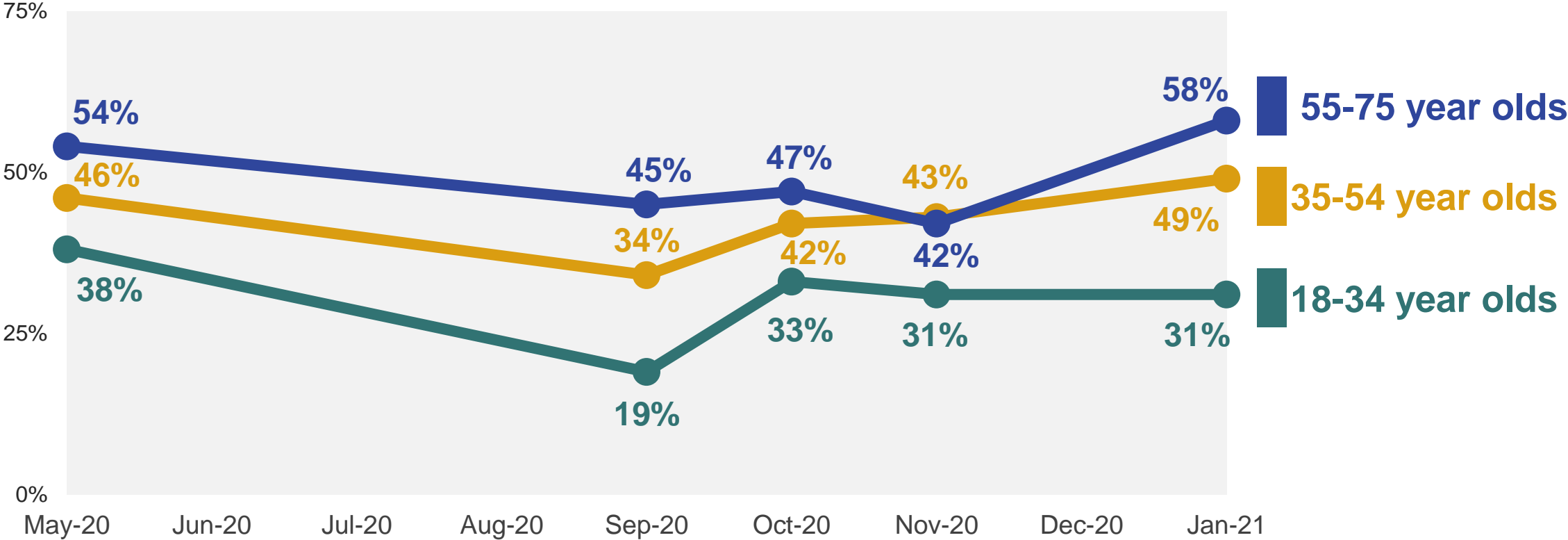


Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

Who is following Government coronavirus rules?

To what extent, if at all, are you personally following government rules on how to respond to the coronavirus?

% Completely following Government rules



Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

Following Coronavirus rules compared to March 2020

To what extent, if at all, do you feel it is easier or harder for you personally to follow the coronavirus restrictions now compared with during the first lockdown last spring?

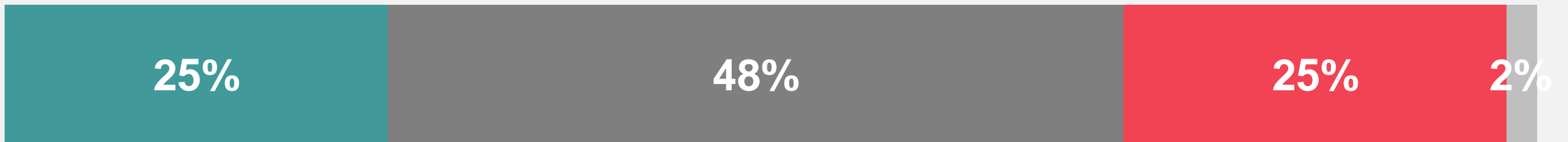
Much/slightly easier now

About the same

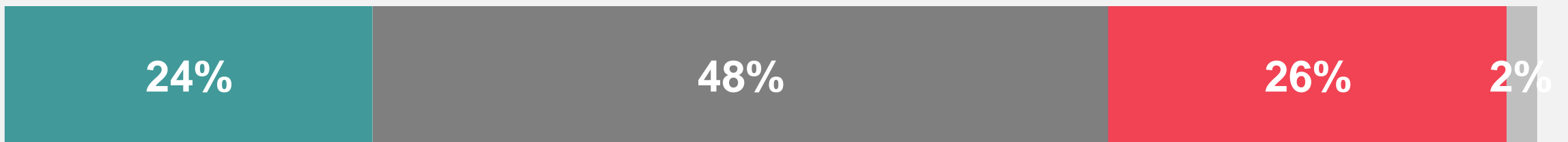
Slightly/much harder now

Don't know

8-11 January 2021 (National lockdown across Great Britain)



20-24 November 2020 (National lockdown in England, not Scotland or Wales)



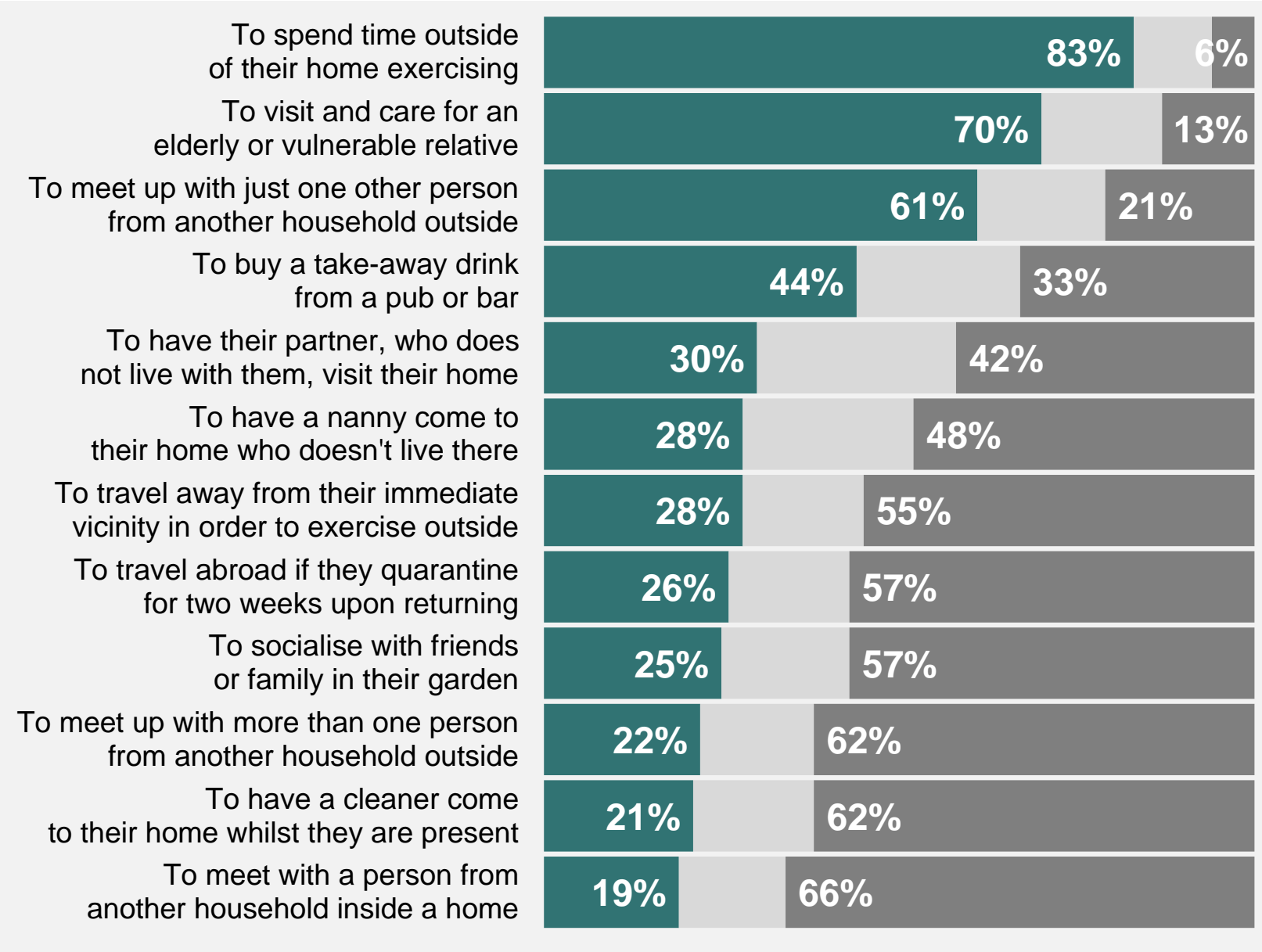
Base: 1,084 Online British adults aged 18-75, 12-13 January 2021. Source November 2020: Kings College London/Ipsos MORI

What is acceptable during lockdown?

Do you think it is acceptable or unacceptable for someone to do each of the following during the current coronavirus lockdown period?

■ Acceptable

■ Not acceptable



Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

What is acceptable during lockdown?

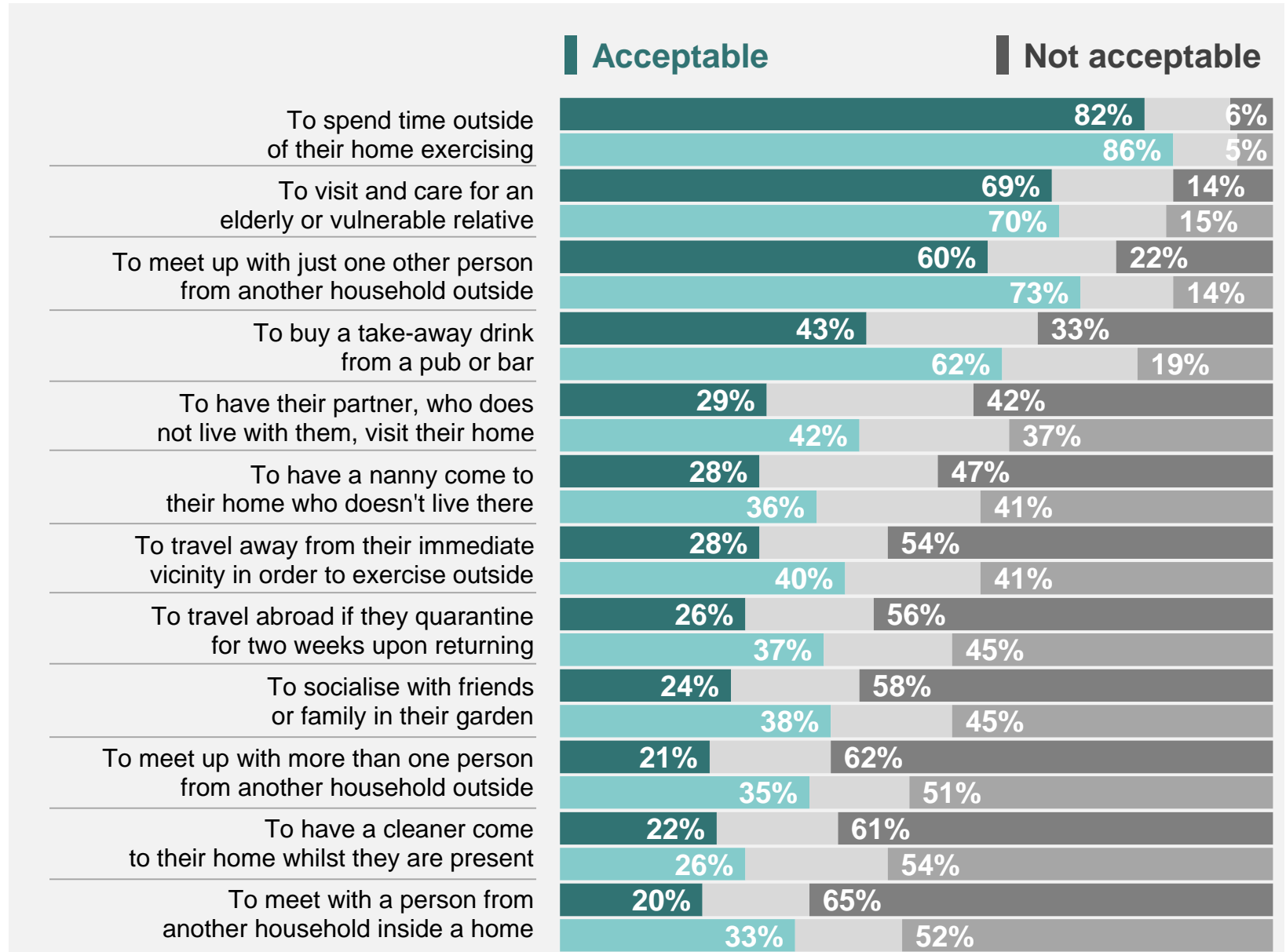
England trends

November 2020 was only asked to those who were at the time in lockdown in England

Do you think it is acceptable or unacceptable for someone to do each of the following during the current coronavirus lockdown period?

January 2021

November 2020



Base: 937 Online adults in England aged 18-75, 12-13 January 2021

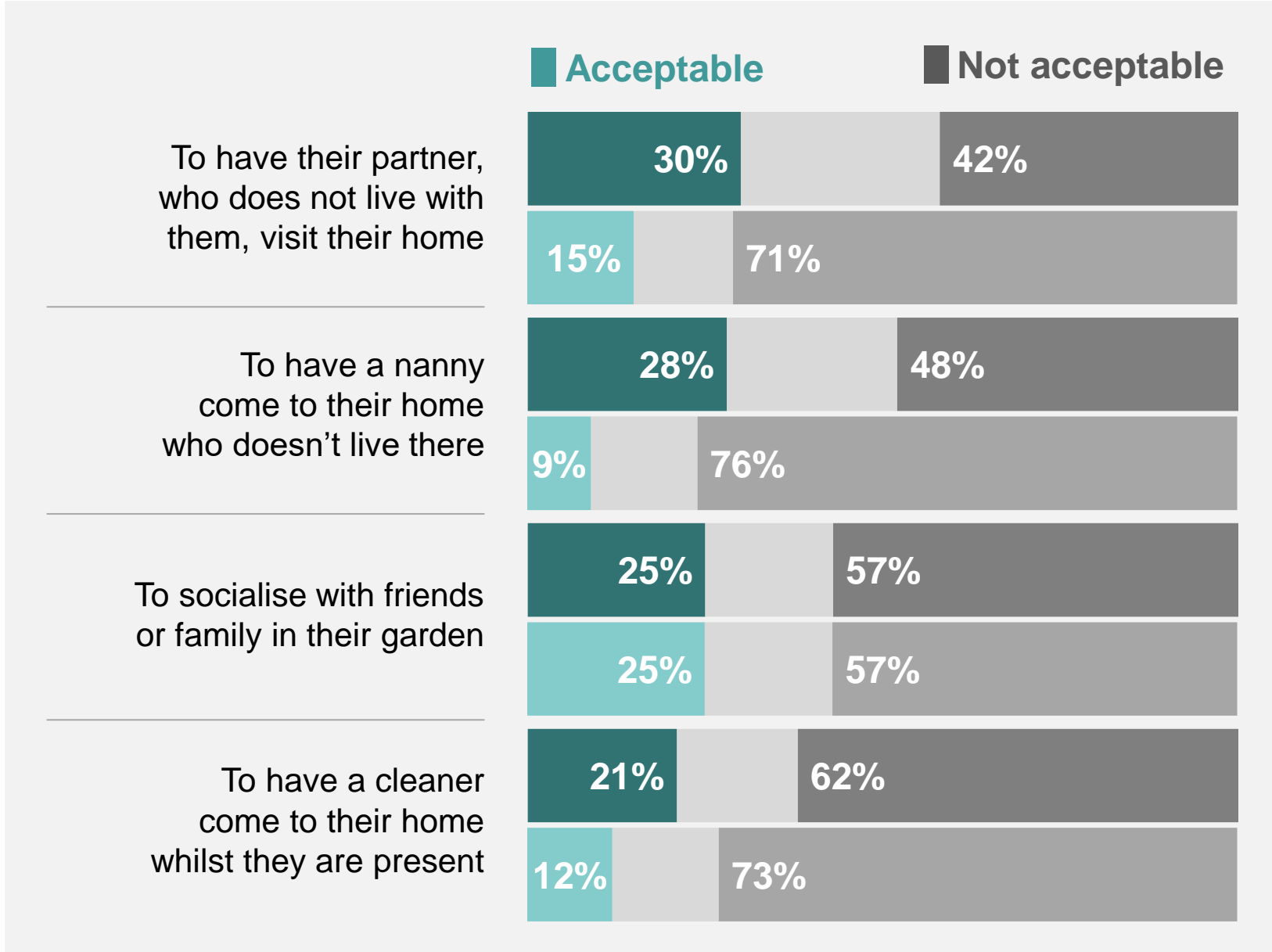
What is acceptable during lockdown?

May 2020 vs January 2021

Do you think it is acceptable or unacceptable for someone to do each of the following during the current coronavirus lockdown period?

January 2021

May 2020



Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

How strict are the current Coronavirus measures?

And when thinking about the stricter measures that have been introduced in recent weeks in an attempt to control the Coronavirus pandemic, do you think these current measures are too strict, not strict enough or are they about right? Current measures are...

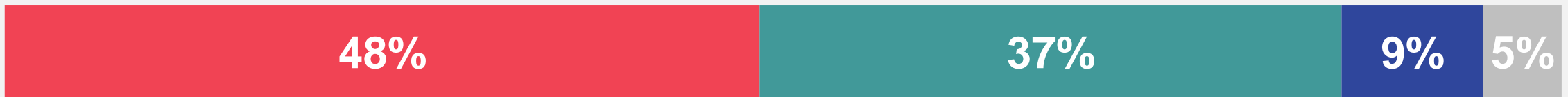
Not strict enough

About right

Too strict

Don't know

8-11 January 2021 (National lockdown across Great Britain)



6-9 November 2020 (National lockdown in England + Wales, not Scotland)



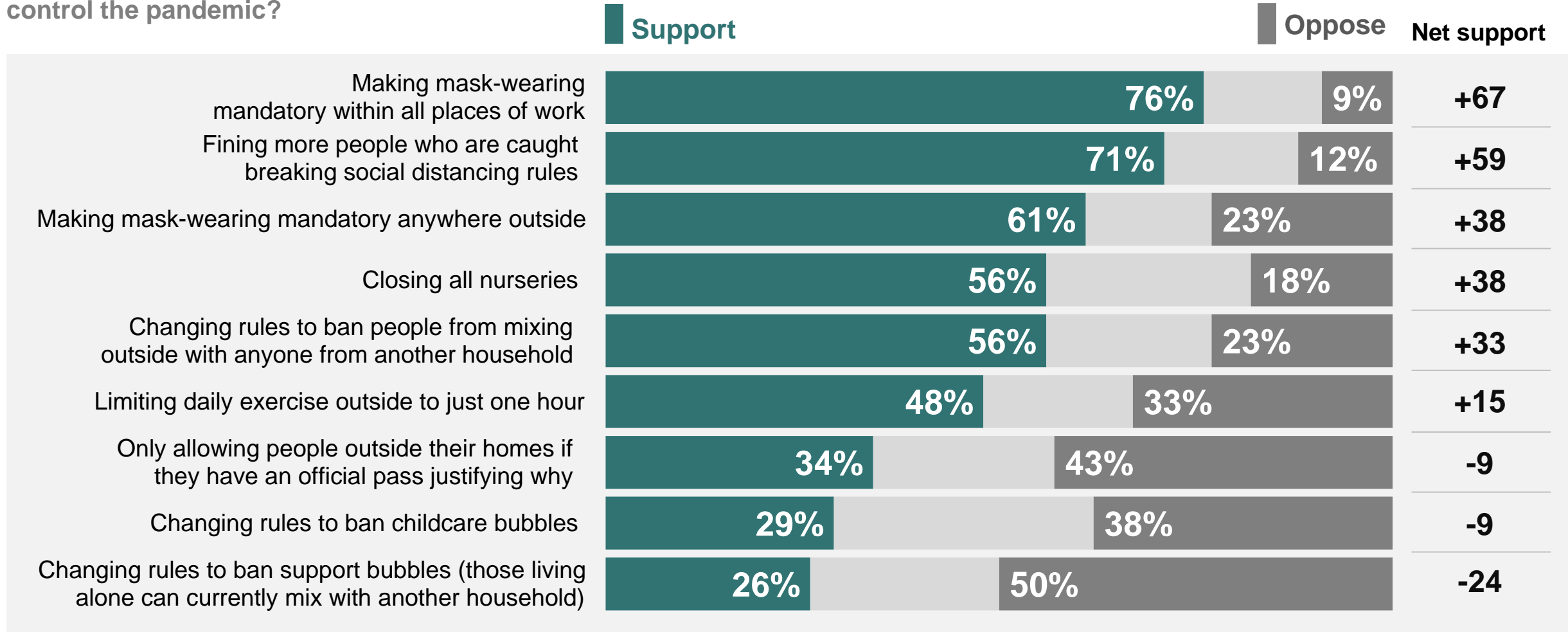
6-9 October 2020 (Local lockdowns in parts of North England)



Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

Support for further measures if COVID cases continue to rise

In response to the rising numbers of confirmed Coronavirus cases, both the UK Government and devolved governments have introduced stricter measures in recent weeks. If the number of confirmed coronavirus cases continues to rise in the future, to what extent, if at all, do you support or oppose each of the following measures as a means of attempting to control the pandemic?



Base: 1,084 Online British adults aged 18-75, 12-13 January 2021

Ipsos MORI

Coronavirus Polling January 2021

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