

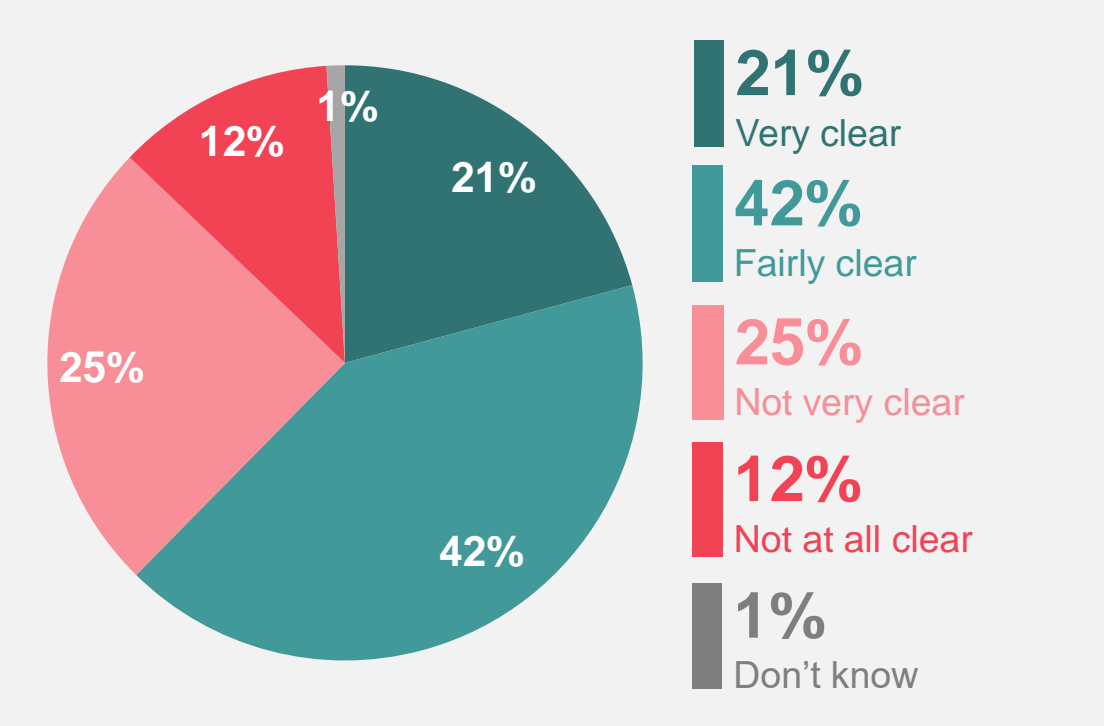
# Ipsos MORI Coronavirus polling

July 2021

# Clarity of Government's Coronavirus messaging

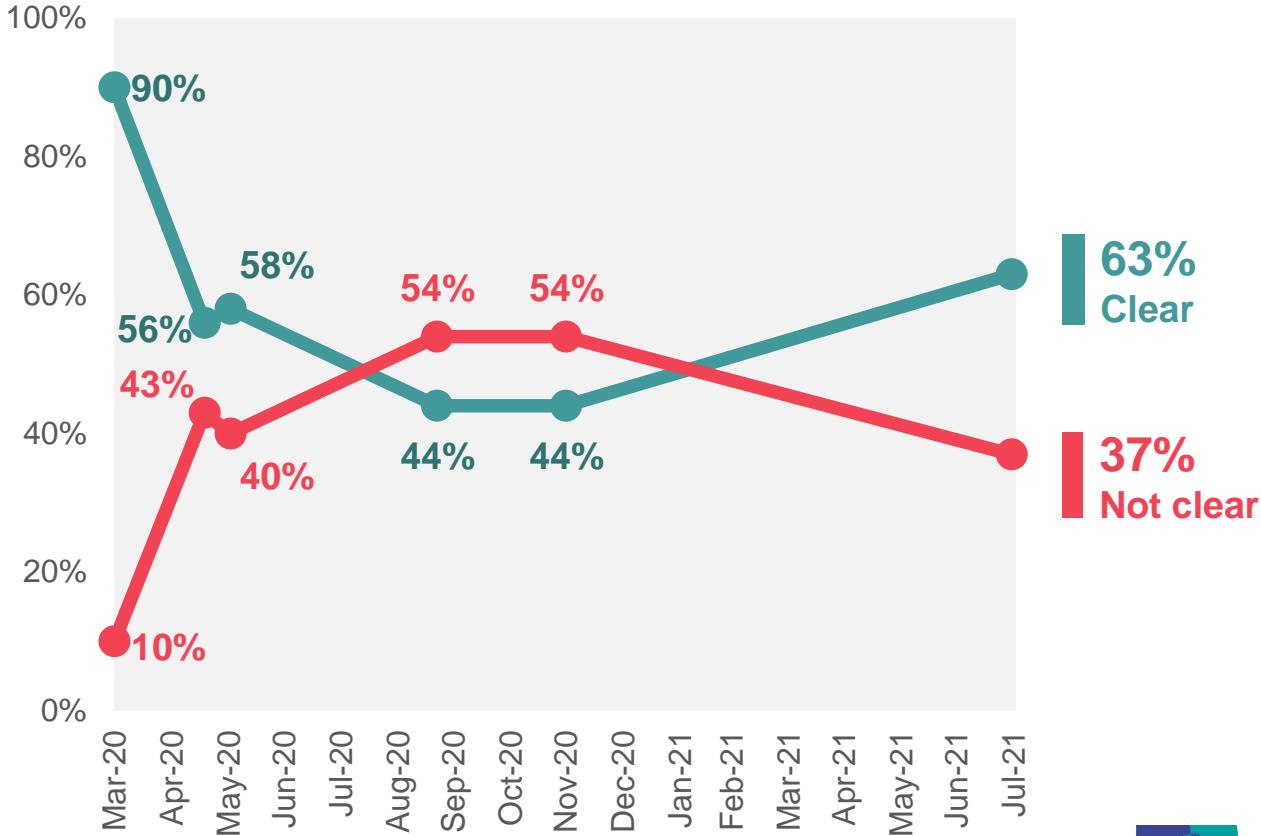
How clear, if at all, have you found the Government's communications about what you should do in response to coronavirus?

16-18 July 2021



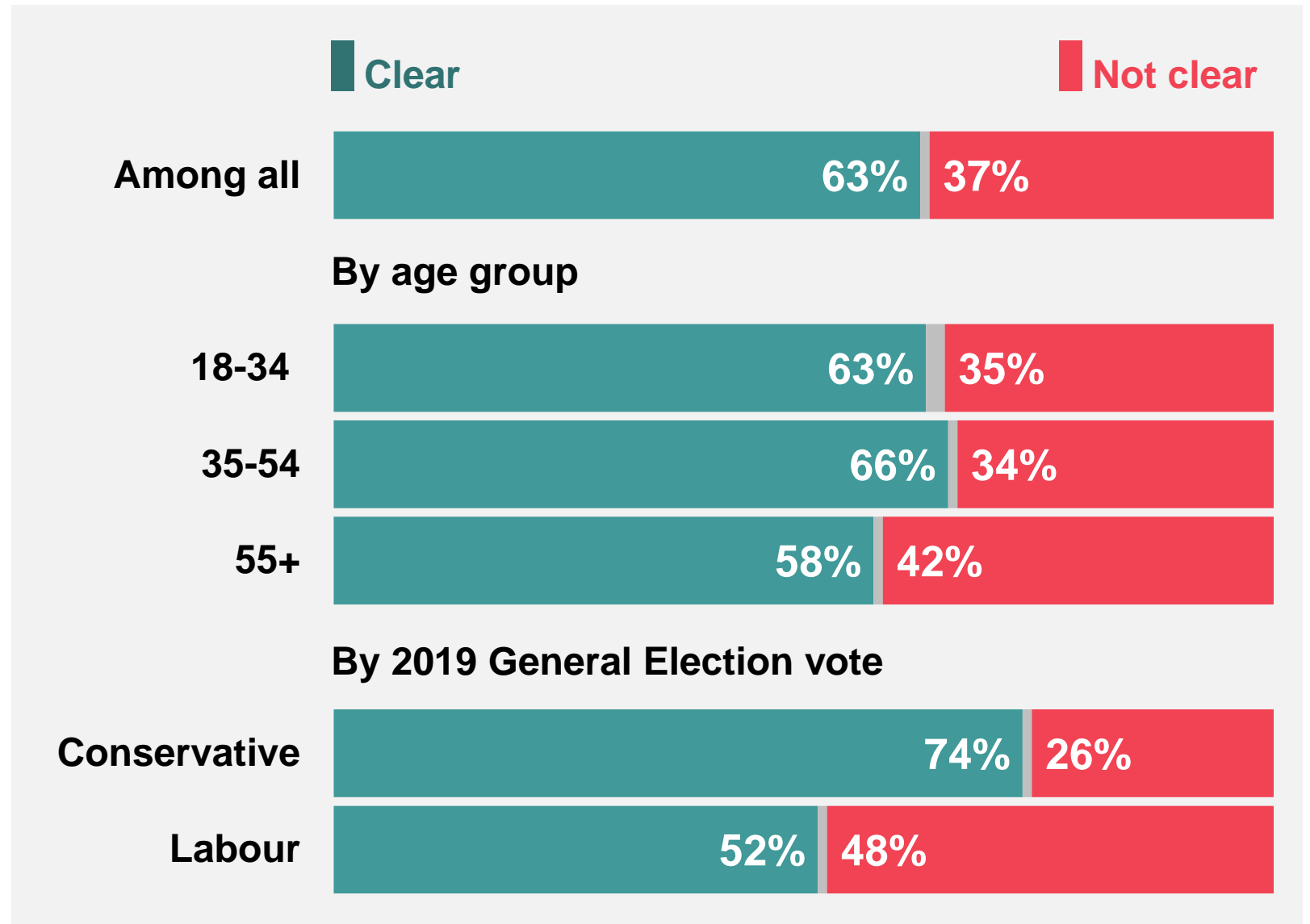
Base: 1,005 Online British adults aged 18-75, 16-18 July 2021

March 2020 – July 2021



# Clarity of Government's Coronavirus messaging

How clear, if at all, have you found the Government's communications about what you should do in response to coronavirus?



Base: 1,005 online British adults aged 18-75, including 18-34 years old (287), 35-54 (361), 55-75 (357), 2019 Conservative voter (319) Labour (273), 16-18 July 2021

# Government measures in relaxing Coronavirus lockdown

On Monday 19<sup>th</sup> July, the Government is due to relax lockdown measures in England. Do you think the Government is relaxing these measures too quickly, too slowly, or at about the right time?\*

**Relaxing measures too quickly**    About the right time    **Too slowly**    Don't know

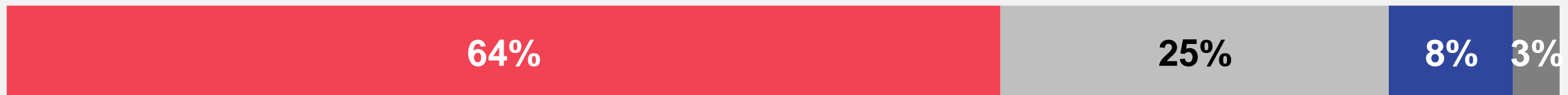
## Among all



## Among 2019 Conservative voters



## Among 2019 Labour voters



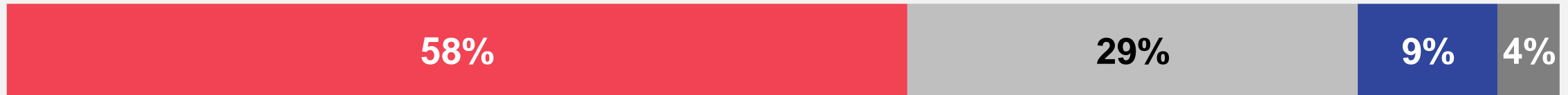
**Base:** 1,005 Online British adults 18-75, 2019 Labour voters (273), Conservative voters (319), 16-18 July 2021 \* Full question wording included this introduction: As you may know, on Monday 19th July, the Government is due to relax lockdown measures in England, including removing all legal limits on social contact, reopening nightclubs, lifting restrictions on large events and lifting restrictions on weddings. Do you think the Government is relaxing these measures too quickly, too slowly, or at about the right time?

# Trend: Government measures in relaxing Coronavirus lockdown

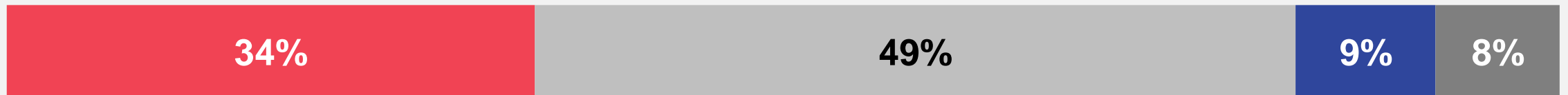
On ....., the Government is due to relax lockdown measures in England. Do you think the Government is relaxing these measures too quickly, too slowly, or at about the right time?\*

**Relaxing measures too quickly**    About the right time    **Too slowly**    Don't know

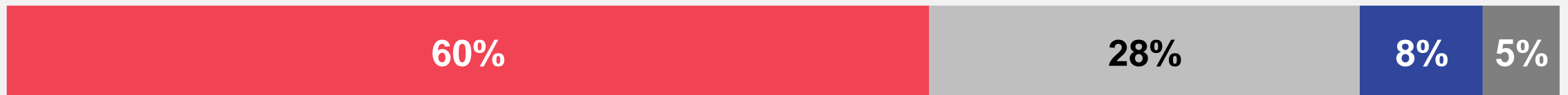
**On Monday 19<sup>th</sup> July 2021...** *(Fieldwork 16-18 July)*



**On Monday 21<sup>st</sup> June 2021...** *(Fieldwork: 21-23 May)*



**On 4<sup>th</sup> July 2020...** *(Fieldwork 26-29 June)*



**Base:** Most recent wave included 1,005 Online British adults 18-75, 2019 Labour voters (273), Conservative voters (319), 16-18 July 2021. Each wave included c.1000. Full question wording included this introduction: As you may know, on Monday 19th July, the Government is due to relax lockdown measures in England, including removing all legal limits on social contact, reopening nightclubs, lifting restrictions on large events and lifting restrictions on weddings. Do you think the Government is relaxing these measures too quickly, too slowly, or at about the right time?

# Attitudes towards Coronavirus restrictions

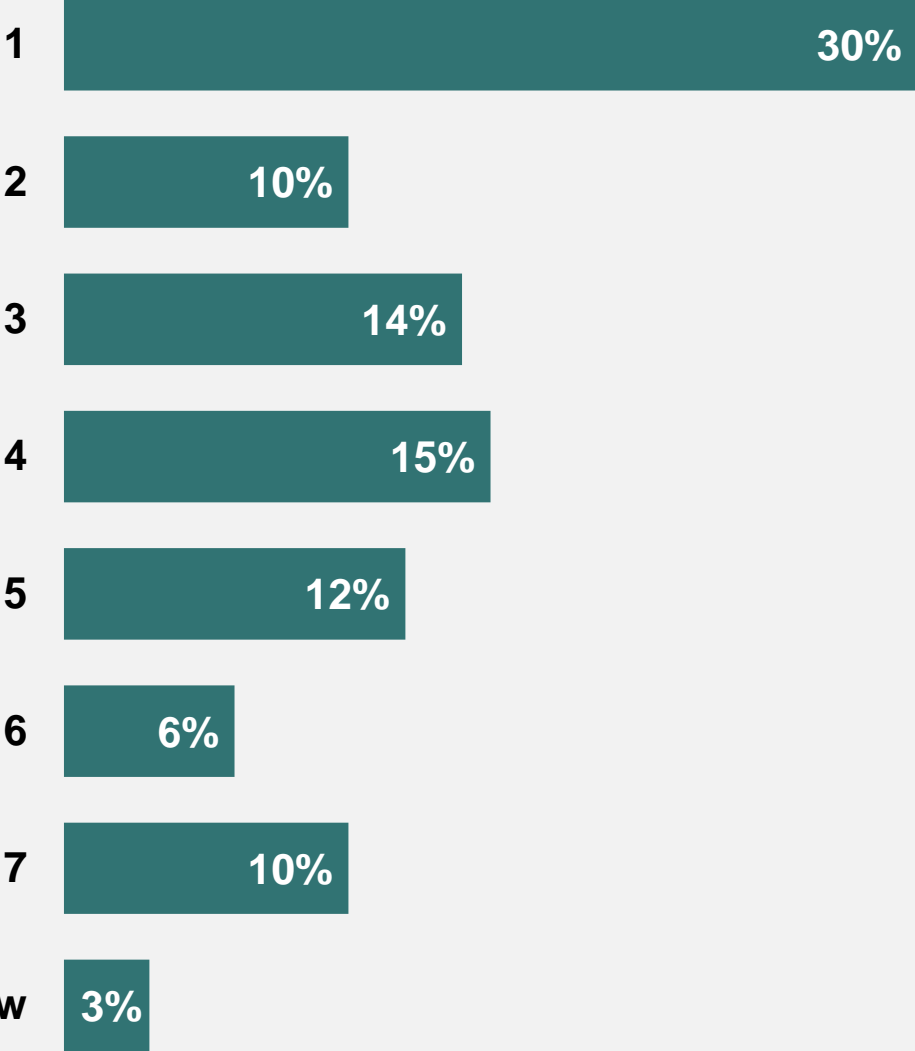
Which of these is closest  
to your view...?

We need to take whatever  
measures are necessary to  
control the spread of  
Coronavirus and reduce the  
number of deaths



We need to relax the  
measures to control  
coronavirus now, they  
are doing more harm  
than good

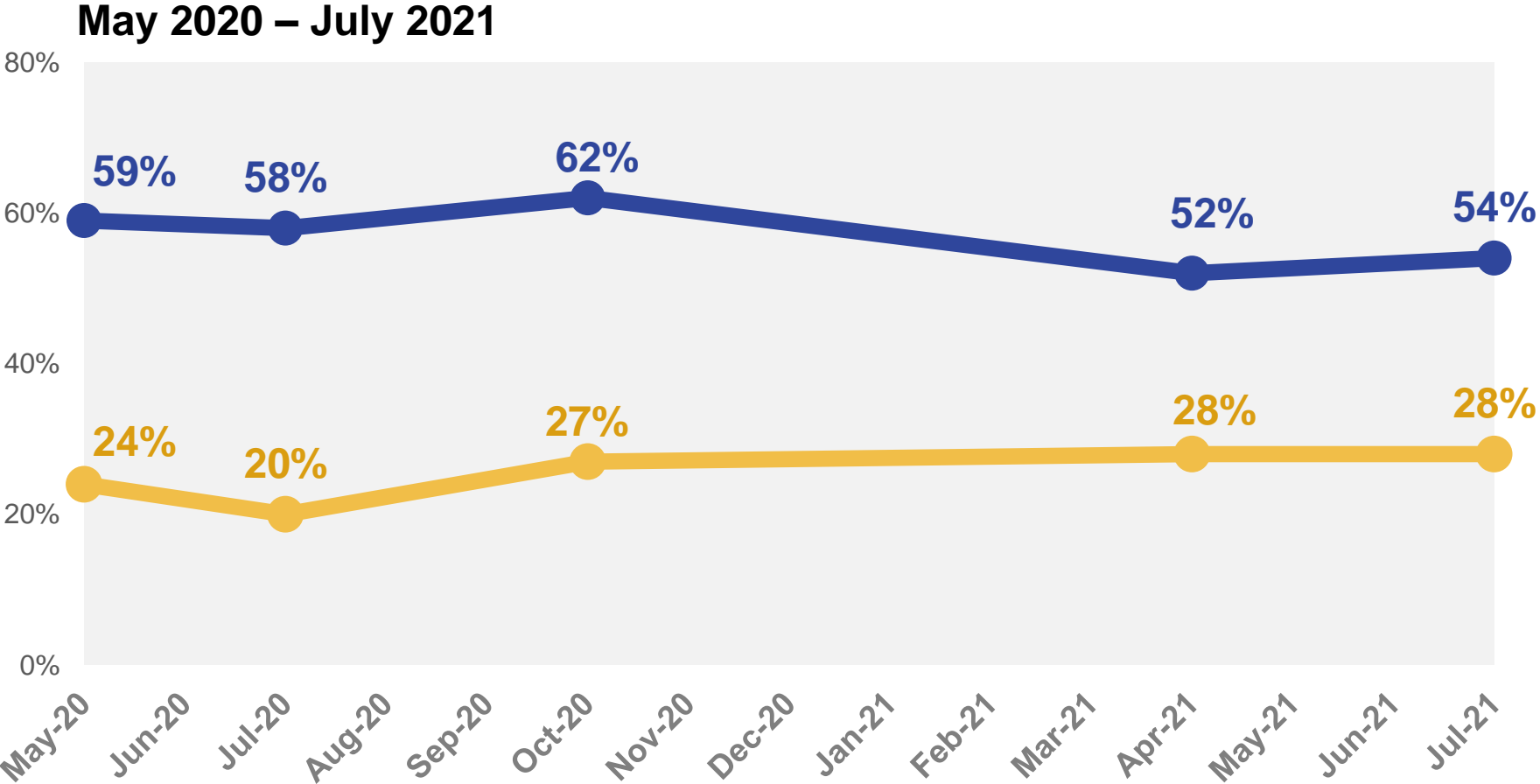
Don't know



Base: 1,005 Online British adults 18-75, 16-18 July 2021.

# Attitudes towards Coronavirus restrictions

Which of these is closest to your view...?



We need to take whatever measures are necessary to control the spread of Coronavirus and reduce the number of deaths (1-3)

We need to relax the measures to control coronavirus now, they are doing more harm than good (5-7)

Base: Most recent wave included 1,005 Online British adults 18-75, 16-18 July 2021.

# Likelihood of self-isolating for a week if “pinged”

If a mobile phone tracing app alerted you that someone you had been in contact with in the past two days had developed symptoms of Coronavirus, and asked you to self-isolate for seven days, how likely, if at all, are you to comply with that recommendation in full?

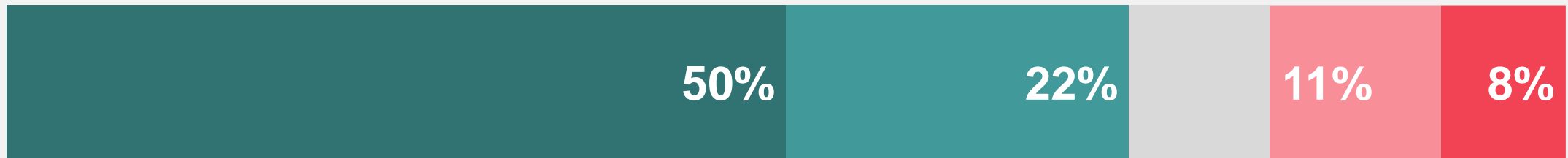
Very likely

Fairly likely

Not very likely

Not at all likely

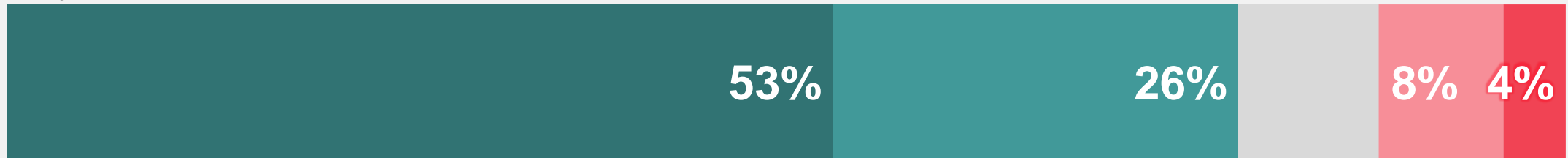
July 2021



Likely: 72%

Unlikely: 19%

May 2020



Likely: 79%

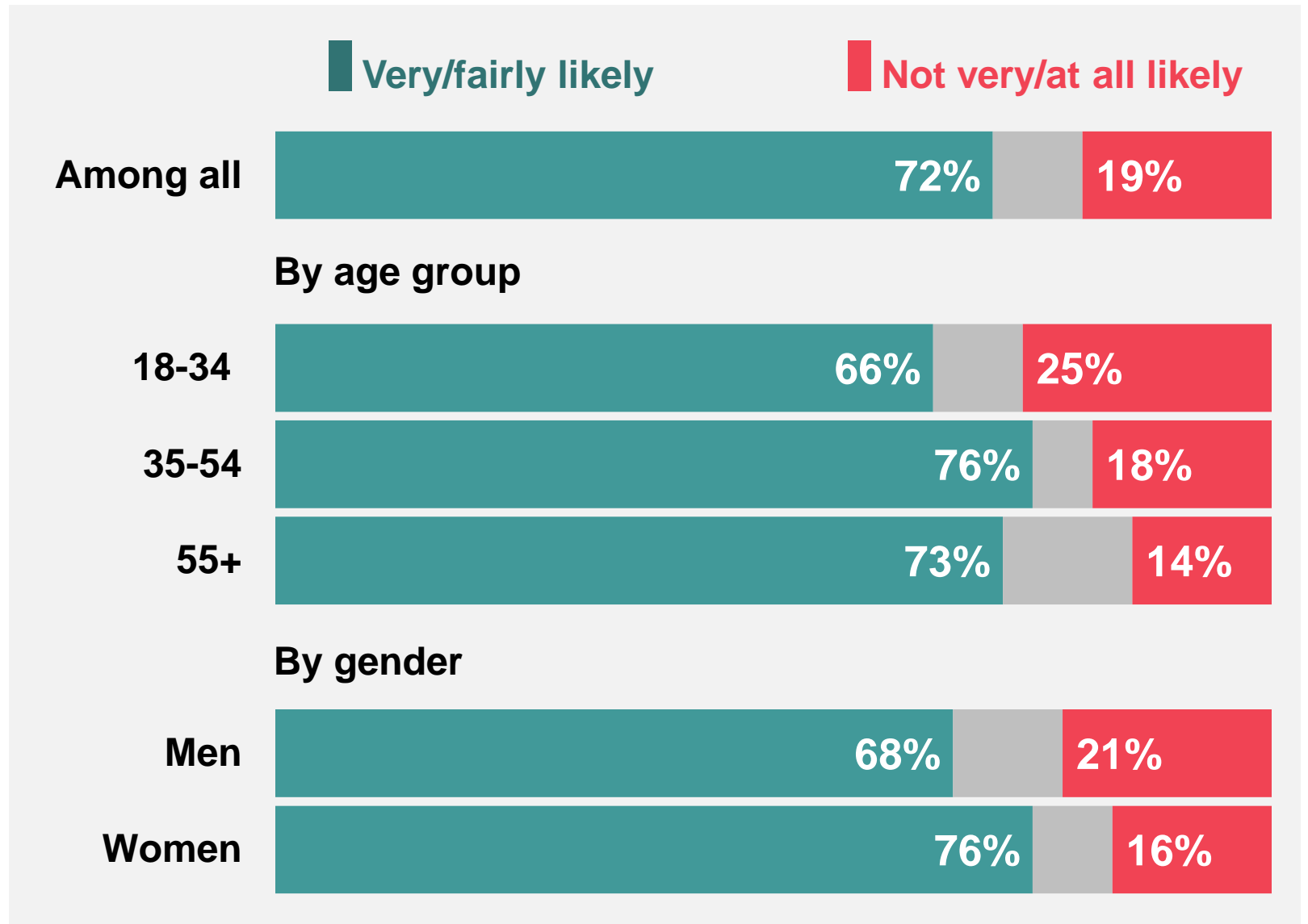
Unlikely: 12%

Base: 1,005 Online British adults aged 18-75, 16-18 July 2021.



# Likelihood of self-isolating for a week if “pinged”

If a mobile phone tracing app alerted you that someone you had been in contact with in the past two days had developed symptoms of Coronavirus, and asked you to self-isolate for seven days, how likely, if at all, are you to comply with that recommendation in full?



Base: 1,005 online British adults aged 18-75, including 18-34 years old (287), 35-54 (361), 55-75 (357), men (471), women (534), 16-18 July 2021

# Ipsos MORI

## Coronavirus Polling July 2021

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