

Ipsos MORI Coronavirus Omnibus Polling  
**PUBLIC**  
 27-30 March 2020  
 Adults online aged 18-75 in GB

Q3.Which of the following actions, if any, have you done or started doing more often as a result of concerns about the coronavirus?  
 All Adults online 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		General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)		
Unweighted base	1072	521	547	352	395	325	151	201	186	209	160	165	358	387	105	222	261	288	248	128	50	97	882	190	647	314	111	294	778	459	613	645	427	314	302	99	131	456	392		
Weighted base	1072	529	539	332	392	348	128	204	188	204	183	165	287	316	229	240	254	281	244	150	51	92	879	193	659	307	106	298	774	348	724	681	391	320	296	90	131	420	430		
Washing your hands	874 82%	418 79%	455 84%	254 76%	313 80%	306 88%	89 70%	165 81%	146 78%	167 82%	157 86%	150 91%	216 75%	264 83%	184 80%	210 91%	215 85%	219 78%	199 81%	118 79%	45 88%	79 85%	715 81%	159 82%	537 81%	241 79%	96 90%	226 76%	648 84%	281 81%	593 82%	535 79%	339 87%	264 82%	248 84%	76 85%	104 79%	349 83%	357 83%		
Avoiding leaving the house	852 79%	386 73%	462 86%	251 76%	321 82%	280 81%	97 75%	154 75%	149 79%	172 85%	144 79%	136 83%	228 79%	263 83%	180 75%	180 75%	195 77%	226 80%	194 80%	114 80%	42 81%	81 78%	688 85%	164 80%	535 81%	239 78%	78 74%	234 78%	618 80%	294 77%	558 76%	516 76%	336 86%	255 80%	234 79%	74 82%	103 79%	344 82%	340 79%		
Online banking	287 27%	150 28%	135 25%	109 33%	109 24%	84 24%	35 27%	75 37%	42 22%	52 25%	33 18%	51 31%	79 27%	66 21%	71 31%	72 30%	75 30%	61 22%	51 21%	52 34%	21 41%	28 30%	232 26%	55 28%	188 28%	77 25%	22 21%	87 29%	200 26%	85 24%	202 28%	186 27%	101 26%	91 28%	80 27%	19 21%	30 23%	114 27%	118 27%		
Shopping online for groceries	250 23%	105 20%	144 27%	99 30%	75 19%	76 22%	28 22%	71 35%	41 22%	34 17%	27 15%	49 30%	61 21%	68 21%	65 29%	57 24%	70 27%	61 22%	49 20%	42 28%	11 21%	18 19%	198 22%	53 27%	154 23%	75 24%	21 20%	82 28%	168 22%	88 25%	163 22%	162 24%	88 23%	71 22%	72 24%	28 32%	25 19%	110 26%	97 23%		
Working from home *Based on all working respondents	239 35%	120 34%	118 37%	86 35%	120 38%	33 27%	28 38%	58 34%	58 40%	62 36%	25 27%	8 28%	100 50%	88 40%	30 22%	20 17%	47 33%	75 40%	49 31%	44 40%	8 24%	16 31%	196 35%	43 37%	152 35%	69 35%	17 34%	96 40%	143 32%	124 49%	115 27%	239 35%	-	73 38%	64 32%	30 32%	22 28%	109 37%	84 34%		
Shopping online for non-grocery items such as clothes	195 18%	91 17%	104 19%	87 26%	53 13%	56 16%	31 24%	56 27%	31 16%	22 11%	26 14%	30 18%	55 19%	51 16%	54 24%	35 15%	53 21%	54 19%	27 11%	36 24%	15 29%	11 11%	166 19%	30 15%	131 20%	50 16%	15 14%	66 22%	129 17%	70 20%	125 17%	137 20%	59 15%	49 15%	70 24%	19 21%	23 17%	94 22%	66 15%		
Wearing surgical or face masks	127 12%	65 12%	60 11%	66 20%	40 10%	21 6%	22 17%	44 12%	23 12%	17 8%	10 5%	11 7%	39 14%	34 11%	30 13%	24 10%	26 10%	27 9%	19 8%	38 25%	10 20%	7 11%	114 13%	13 7%	68 10%	48 16%	11 10%	49 16%	79 10%	49 14%	78 11%	86 13%	41 10%	33 10%	43 14%	7 7%	18 14%	45 11%	56 13%		
Subscribing to or up-grading media entertainment packages (e.g. Sky, Netflix)	120 11%	65 12%	55 10%	75 22%	32 8%	14 4%	25 20%	50 24%	17 24%	15 8%	8 4%	6 4%	40 14%	26 8%	29 12%	26 11%	31 12%	29 10%	15 6%	32 21%	5 11%	9 9%	106 12%	14 7%	77 12%	34 11%	9 9%	62 21%	58 7%	44 13%	77 11%	86 13%	35 9%	27 8%	35 12%	12 13%	18 14%	58 14%	27 6%		
Use an online GP for standard appointments	84 8%	42 8%	42 8%	38 11%	23 6%	23 7%	12 9%	26 13%	12 7%	11 5%	13 7%	11 6%	26 9%	26 8%	10 4%	23 9%	20 8%	24 8%	12 5%	20 13%	2 4%	7 7%	73 8%	11 6%	53 8%	18 6%	13 13%	28 10%	56 7%	32 9%	53 7%	54 8%	30 8%	28 9%	27 9%	8 9%	12 9%	32 8%	34 8%		
Ordering cooked meals to be delivered to your home	80 7%	42 8%	38 7%	58 17%	15 4%	7 2%	21 17%	37 18%	6 3%	9 4%	4 2%	4 2%	29 10%	17 5%	17 7%	15 6%	17 6%	13 5%	17 5%	27 18%	3 6%	5 6%	75 9%	6 3%	51 8%	26 9%	3 3%	40 13%	40 5%	39 11%	42 6%	59 9%	5 7%	31 10%	8 9%	9 7%	36 8%	22 5%			
None of these	35 3%	25 5%	11 2%	7 4%	17 4%	11 3%	4 2%	3 2%	9 5%	8 4%	11 6%	* 2%	6 2%	10 3%	13 6%	7 3%	5 2%	12 4%	14 6%	2 1%	- -	2 2%	28 3%	7 4%	17 3%	15 5%	4 3%	5 2%	31 4%	3 1%	33 5%	28 4%	8 2%	9 3%	5 2%	1 1%	2 1%	10 2%	12 3%		
Don't know	2 *	2 *	- -	1 *	1 *	- -	1 1%	- -	1 -	- -	- -	- -	1 *	- -	- -	1 1%	2 -	- -	- -	- -	- -	- -	2 *	- -	- -	1 *	1 *	1 *	1 *	2 *	1 *	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos MORI Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A:B:C:D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

ColumnMeans (5%): A:B:C:D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/i/j/k/l/m Minimum Base: 30(\*\*) Small Base: 100(\*)

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Q6. Do you think these measures by the Government were taken too soon, too late, or at the right time?  
 All Adults online 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				General Election 2019 Vote				Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	18-24 (G)	25-34 (H)	35-44 (I)	45-54 (J)	55-64 (K)	65-75 (L)	AB (M)	C1 (N)	C2 (O)	DE (P)	North (Q)	Midlands (R)	South (S)	London (T)	Wales (U)	Scotland (V)	Urban (W)	Rural (X)	Married/Living as Married (Y)	Single (Z)	Widowed/Divorced/Separated (a)	At least one child present (b)	No children present (c)	Graduate (d)	Non-graduate (e)	Working (f)	Not working (g)	Conservative (h)	Labour (i)	Liberal Democrats (j)	Other (k)	Remain (l)	Leave (m)			
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Weighted base	1072	529	539	332	392	348	128	204	188	204	183	165	287	316	229	240	254	281	244	150	51	92	879	193	659	307	106	298	774	348	724	681	391	320	296	90	131	420	430			
The Government measures were taken too soon	40 4%	28 5% c	12 2%	26 8% EFUKL	9 2%	6 2%	8 7% EFLA	17 8% EFUKL	5 3%	4 2%	4 2%	2 1%	12 4%	9 3%	15 6% *	4 2%	8 3%	13 5%	5 2%	7 4%	5 9%	2 3%	39 4%	1 *	21 3%	19 6% a	- 7% *	22 7% c	18 2%	9 3%	31 4%	36 5% g	4 1%	9 3%	12 4%	- *	12 9% h	13 3%	19 4%			
The Government measures were taken at the right time	372 35%	199 38%	173 32%	107 32%	138 35%	128 37%	44 34%	63 31%	58 31%	80 39%	62 34%	65 40%	111 39%	108 34%	81 36% *	72 30%	88 35%	95 34%	90 37%	51 34%	17 33%	31 33%	312 35%	60 31%	244 37%	95 31%	33 31% *	90 30%	282 36%	121 35%	251 35%	238 35%	134 34%	161 50% k	66 22%	40 44% k*	35 27%	124 30%	173 40% l			
The Government measures were taken too late	598 56%	276 52%	319 59% b	189 57%	216 55%	194 56%	75 59%	114 56%	106 56%	109 54%	108 59%	86 52%	151 53%	179 57%	118 51% *	150 63% M	140 55%	161 57%	132 54%	84 56% *	27 53%	54 58% *	481 55%	117 61%	360 55%	176 57%	62 58% *	168 57%	430 55%	206 59%	392 54%	373 55%	225 58%	140 44%	205 69% h	43 48% *	76 58% h	261 62% m	217 50%			
Don't know	62 6%	27 5%	35 6%	11 3%	30 8%	21 6%	1 1%	10 5%	20 10%	10 5%	9 5%	12 7%	13 5%	20 6%	15 6% *	14 6%	17 7%	11 4%	17 7%	9 6%	2 4%	5 6%	47 5%	15 8%	34 5%	17 6%	11 10% *	17 6%	44 6%	12 3%	50 7% d	34 5%	27 7%	11 4%	14 5%	14 8% *	7 6%	8 6%	22 5%	22 5%		

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 ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a,b,c,d,e,f,g,h,i,j,k,l,m Minimum Base: 30(\*) Small Base: 100(\*)