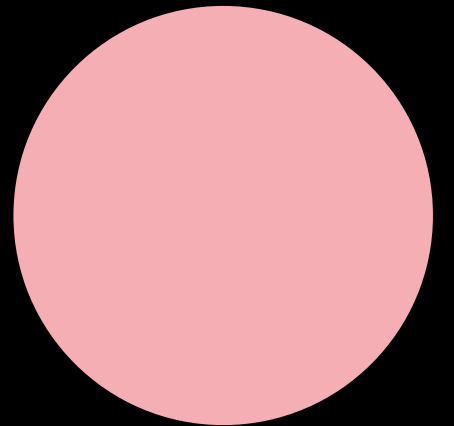
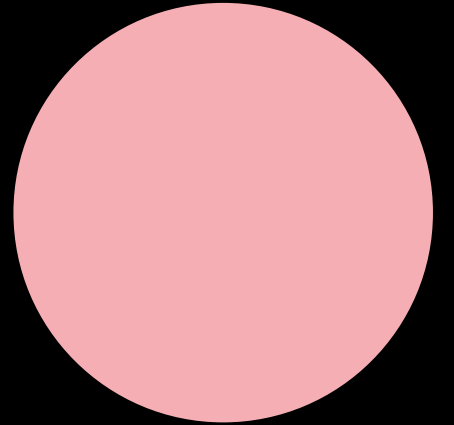


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# Coronavirus Data Tracker

Wednesday 25th March

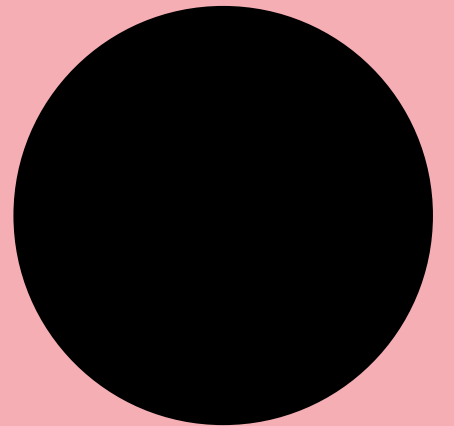
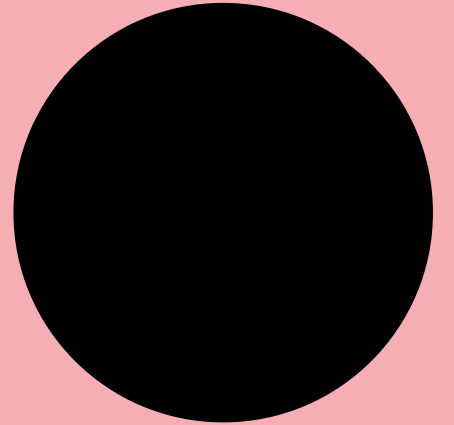


# Contents

- 1** Introduction
- 2** Coronavirus spread
- 3** Concern & impact
- 4** Home activity
- 5** Out-of-home activity
- 6** News consumption
- 7** Approval ratings
- 8** Appendices

# Introduction

Details, topics & sampling



# Coronavirus Data Tracker - Introduction

## **Programme aim:**

- To provide an accurate and up-to-date view of UK consumers during this unprecedented time
- To inform you with a daily tracker of key information; with a weekly in-depth survey to dig deeper in key topics of note each week

## **Daily tracker:**

- 1,000+ UK respondents every day
- A consistent longitudinal view a number of behavioural and attitudinal measures to track the impact of the Coronavirus
- Results updated each day on our website, with full results provided as tables / reports

## **In-depth weekly surveys:**

- Covers a series of rotating and ad-hoc questions to further understand and explore key issues raised each week
- Ability to add additional questions as needed



# Daily tracker topics



## **Coronavirus spread**

Self-diagnosis  
Symptoms  
Recovery



## **Concern & impact**

Level of worry  
Economic impact  
Following advice



## **Home activity**

Self-isolation  
Home activities  
Home working



## **Out-of-home activity**

Visit family & friends  
Retail / supermarket visits  
Supermarket experience



## **News consumption**

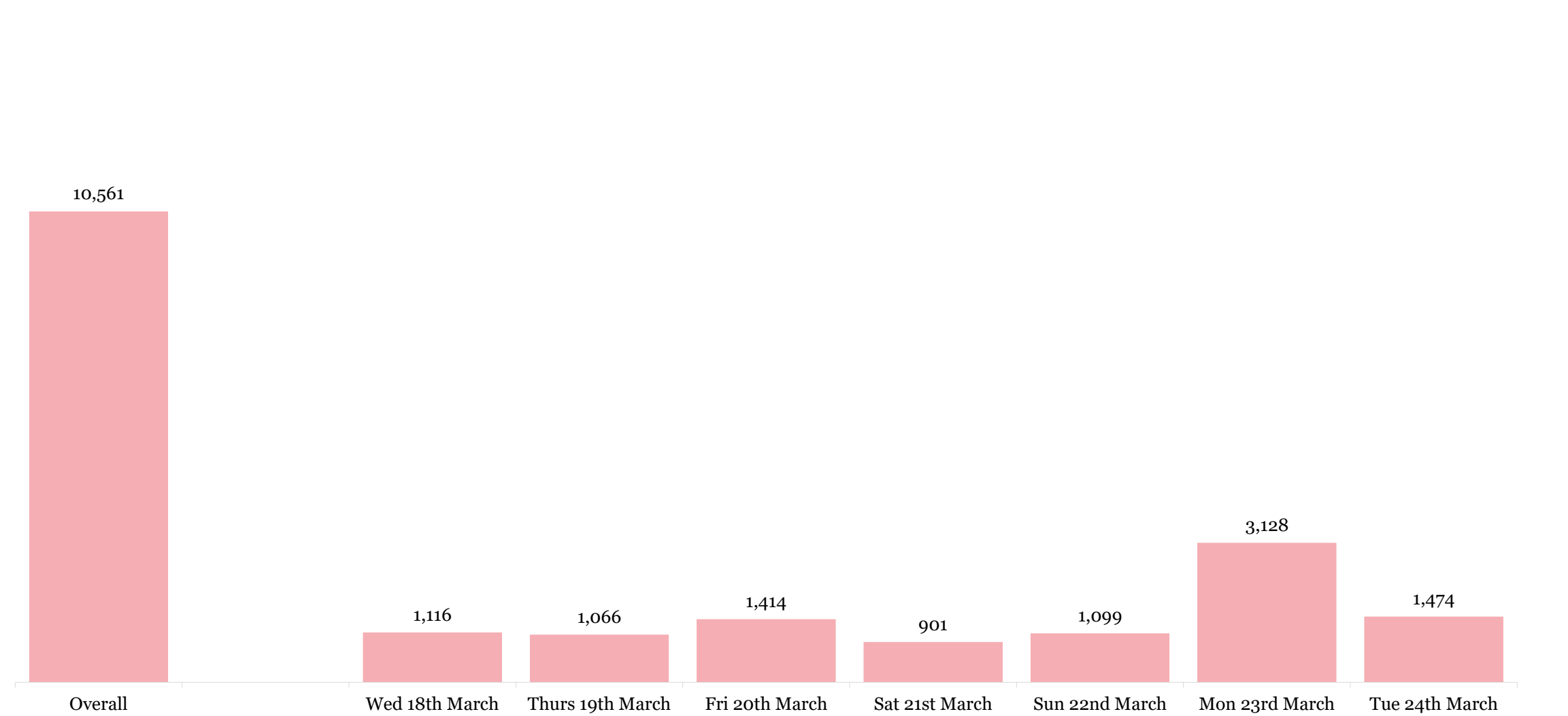
News sources  
Trust in sources  
Daily government briefings



## **Approval ratings**

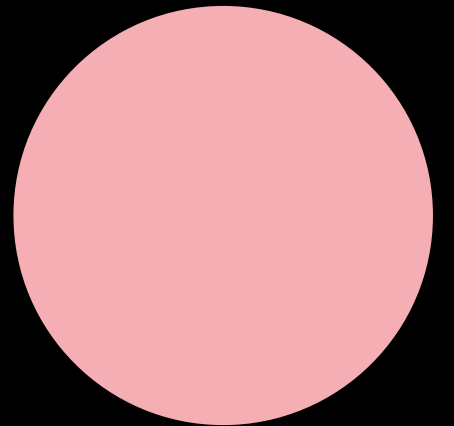
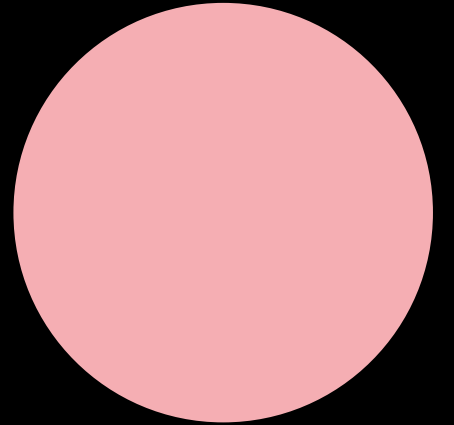
Approval of key figures  
Approval of organisations  
Industry support

# Sample - by day



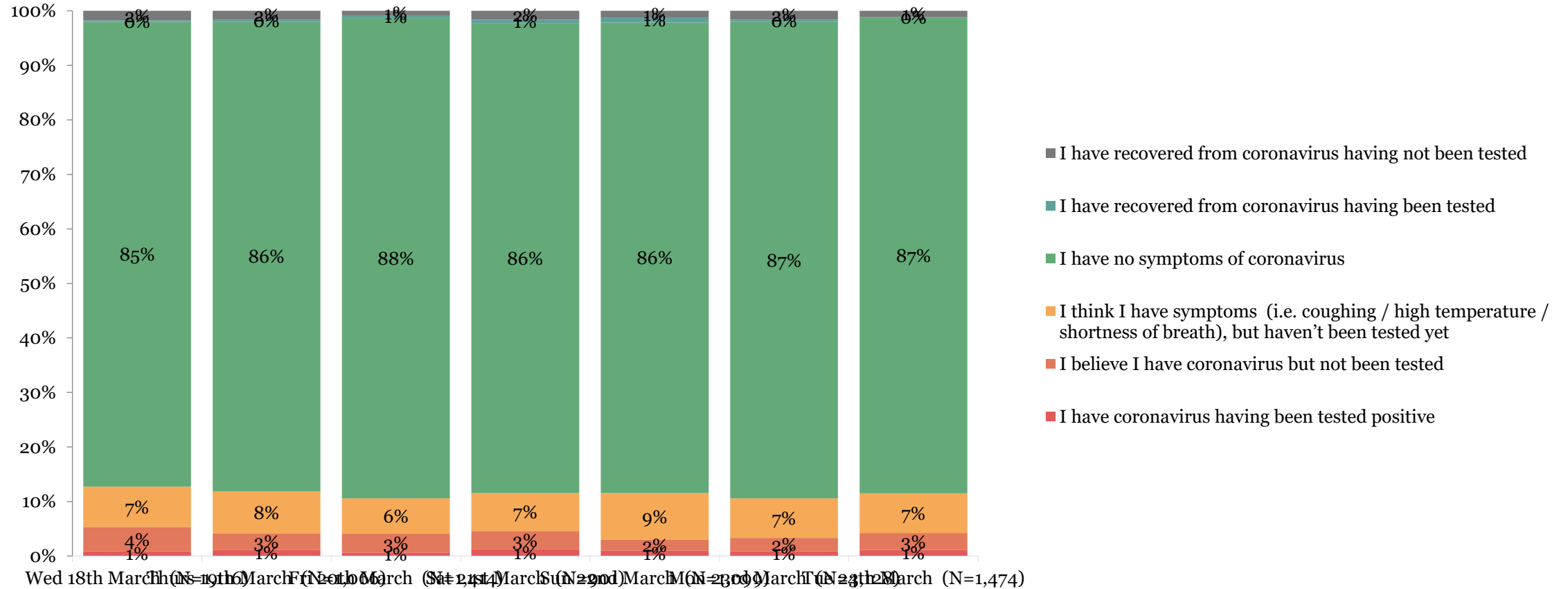
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# Coronavirus spread



26 March, 2020

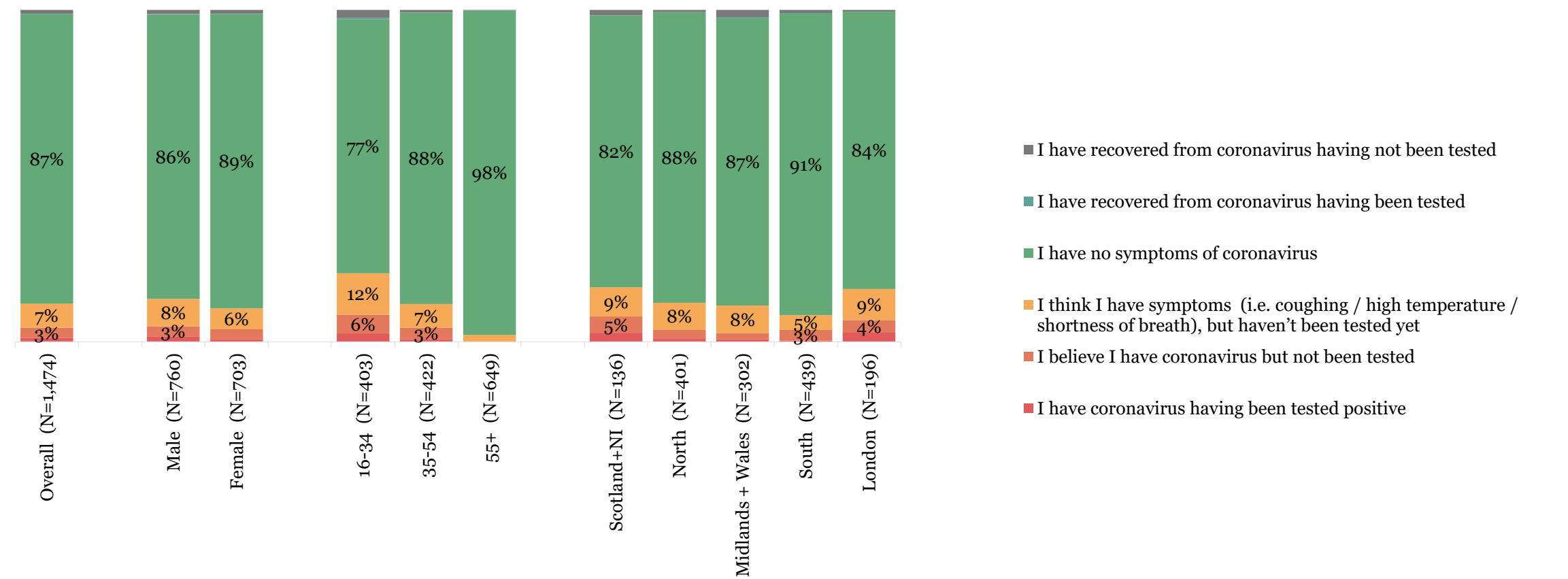
# Self-diagnosis of Coronavirus - over time



Which of the following best describes you regarding coronavirus (COVID-19)?



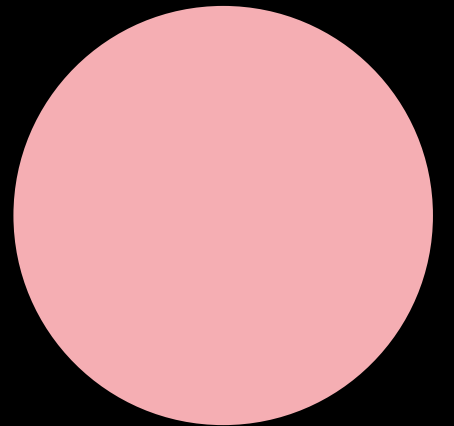
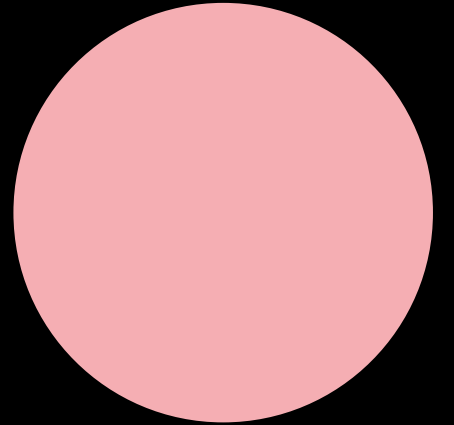
# Profile: Self-diagnosis of Coronavirus (Tuesday 24th March)



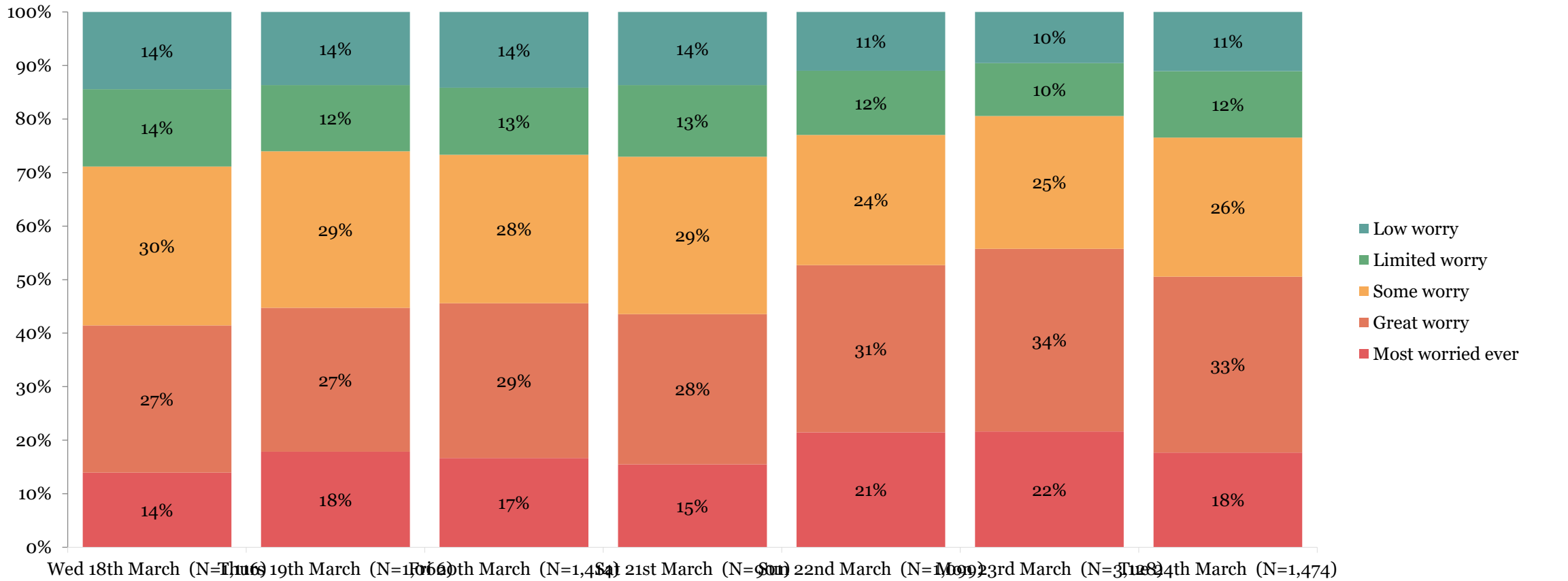
Which of the following best describes you regarding coronavirus (COVID-19)?

---

# Concern & impact

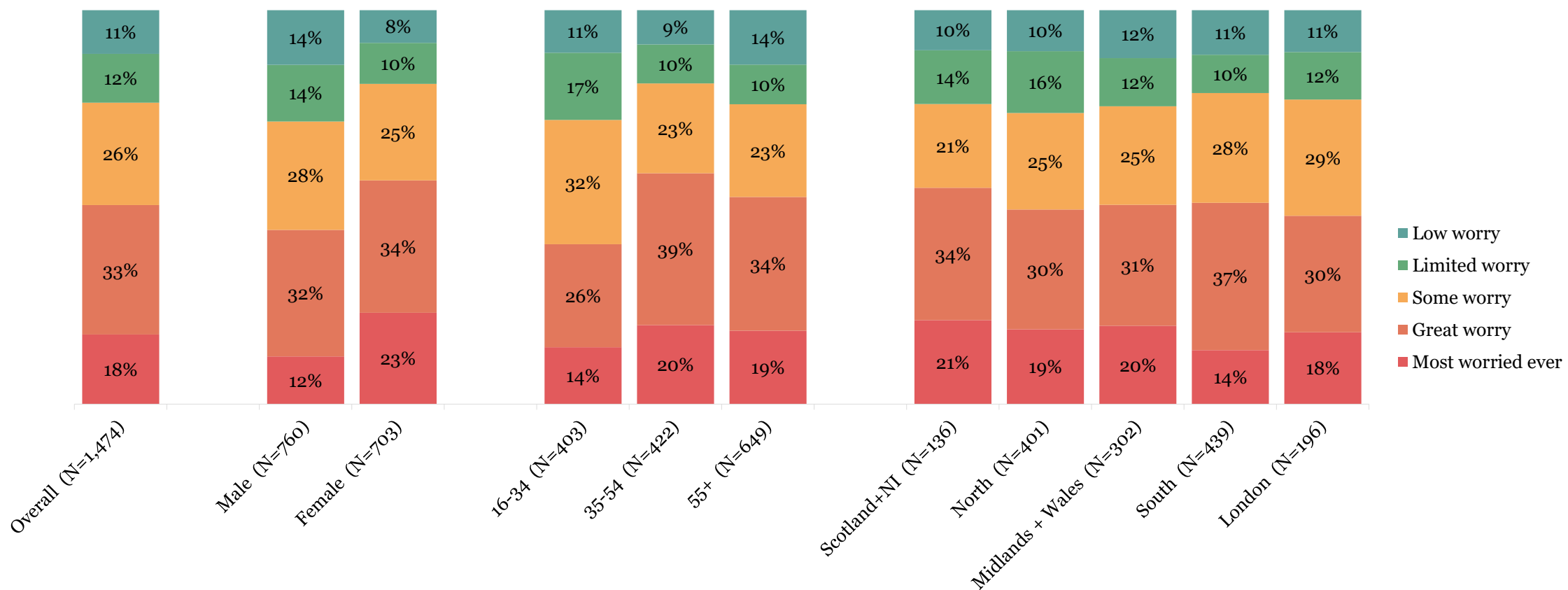


# Level of worry about COVID-19 - over time



Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

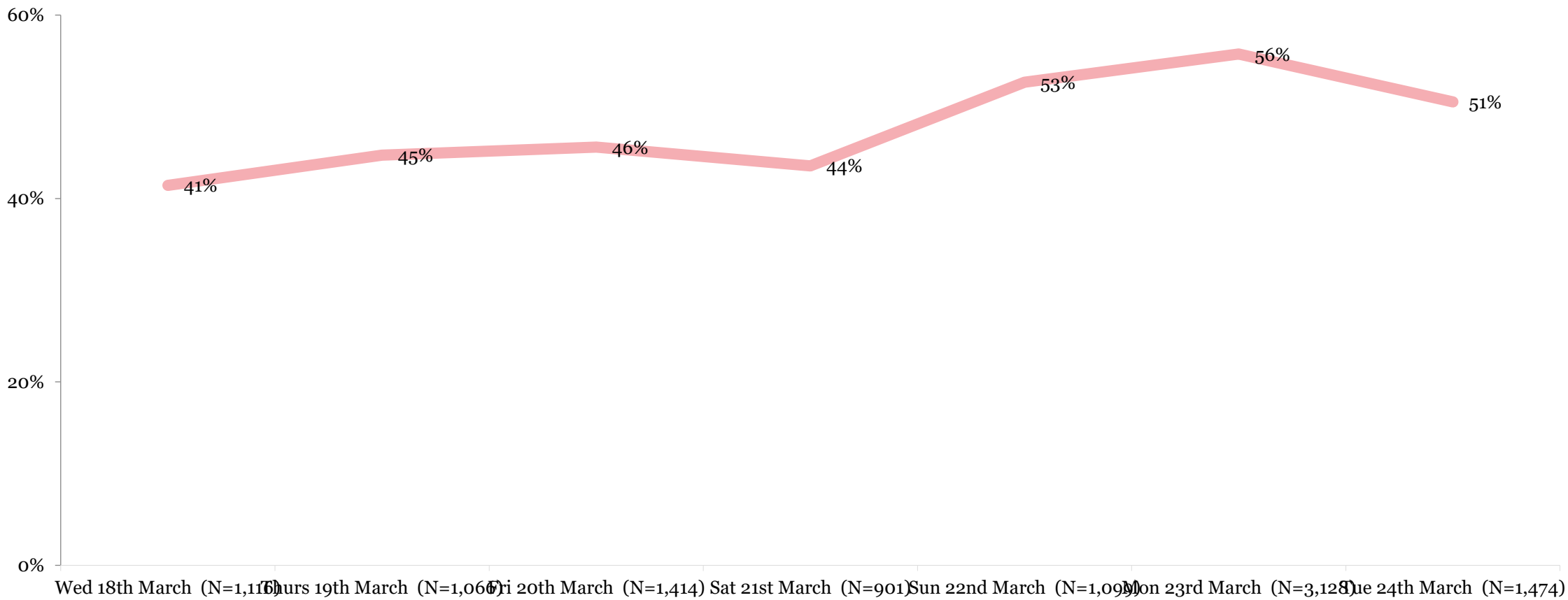
# Profile: Level of worry about COVID-19 (Tuesday 24th March)



Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

26 March, 2020

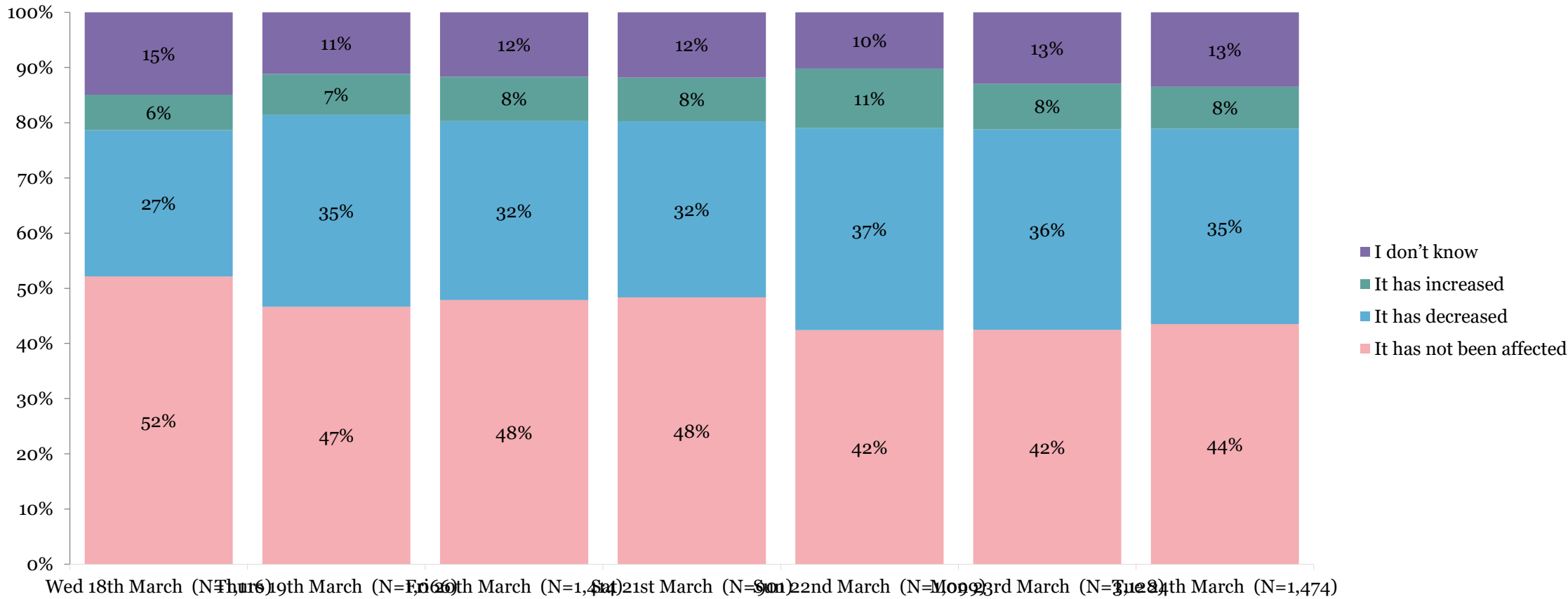
# Those very worried about COVID-19 - over time



Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

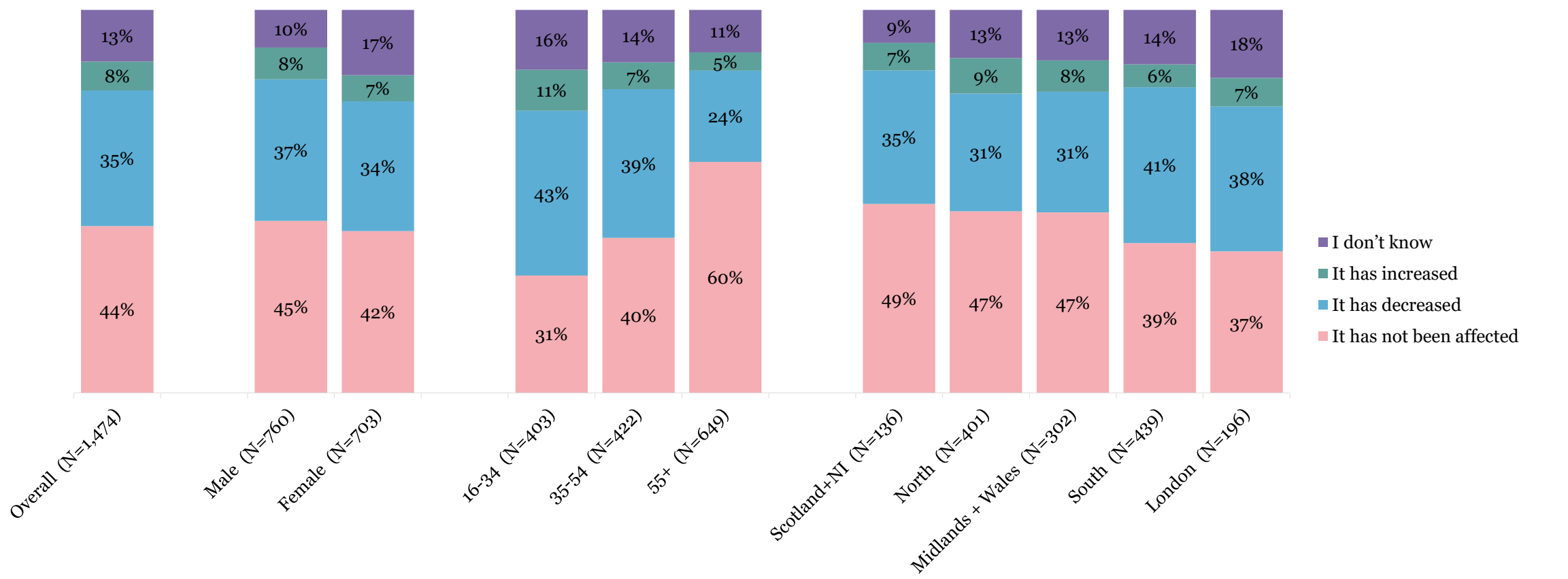
13 = Most worried ever + very worried

# Disposable income impact - over time



Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?

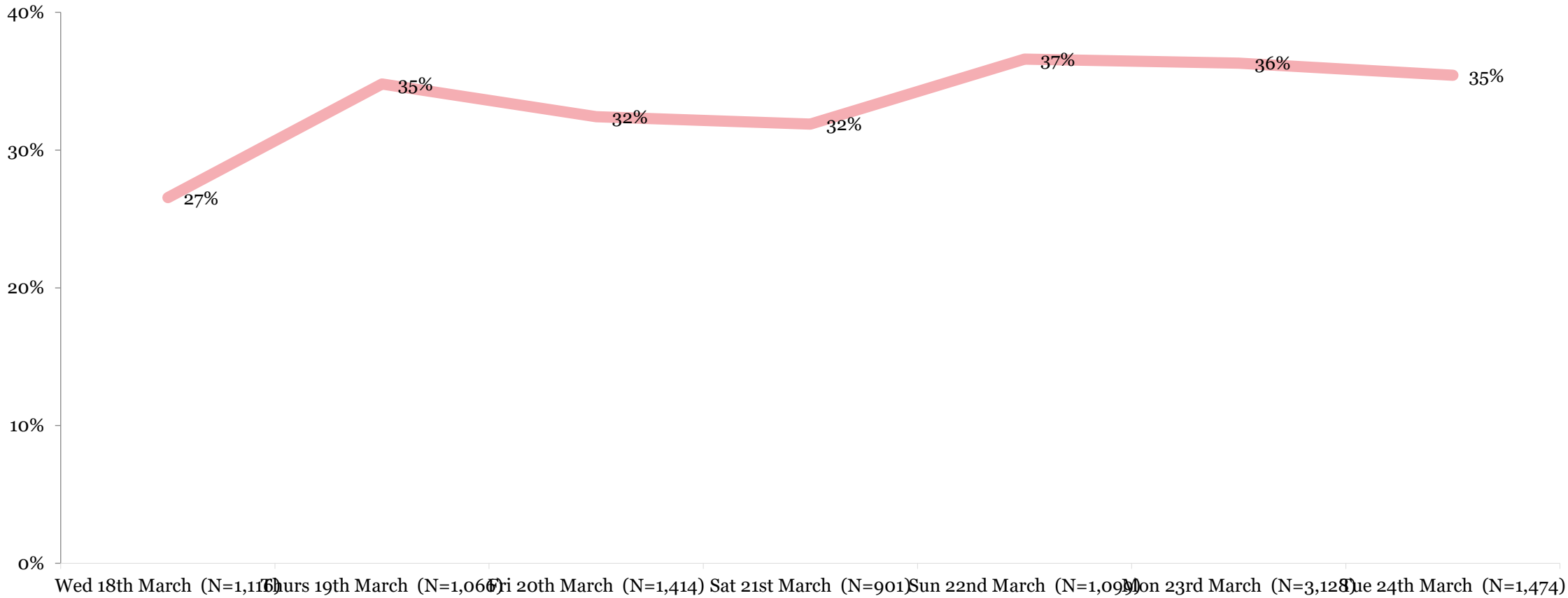
# Profile: Disposable income impact (Tuesday 24th March)



Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?

26 March, 2020

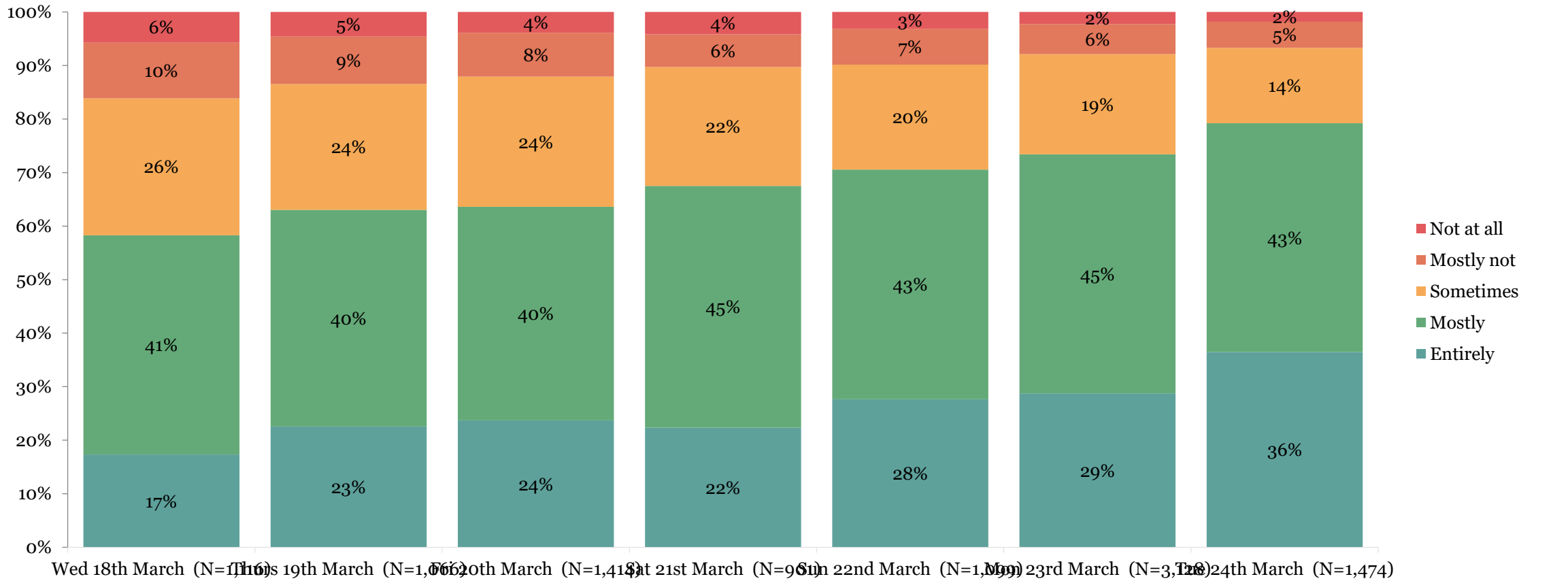
# Decreased disposable income - over time



Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?  
16% It has decreased

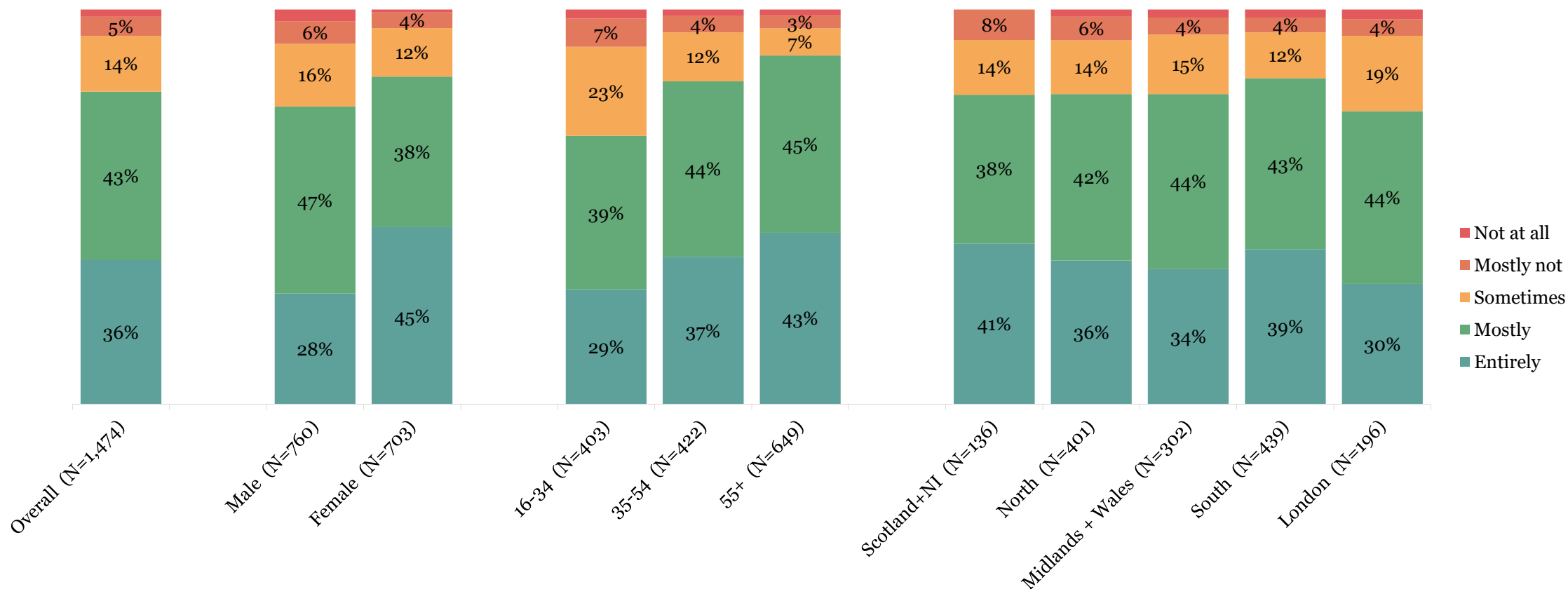


# Following government advice - over time



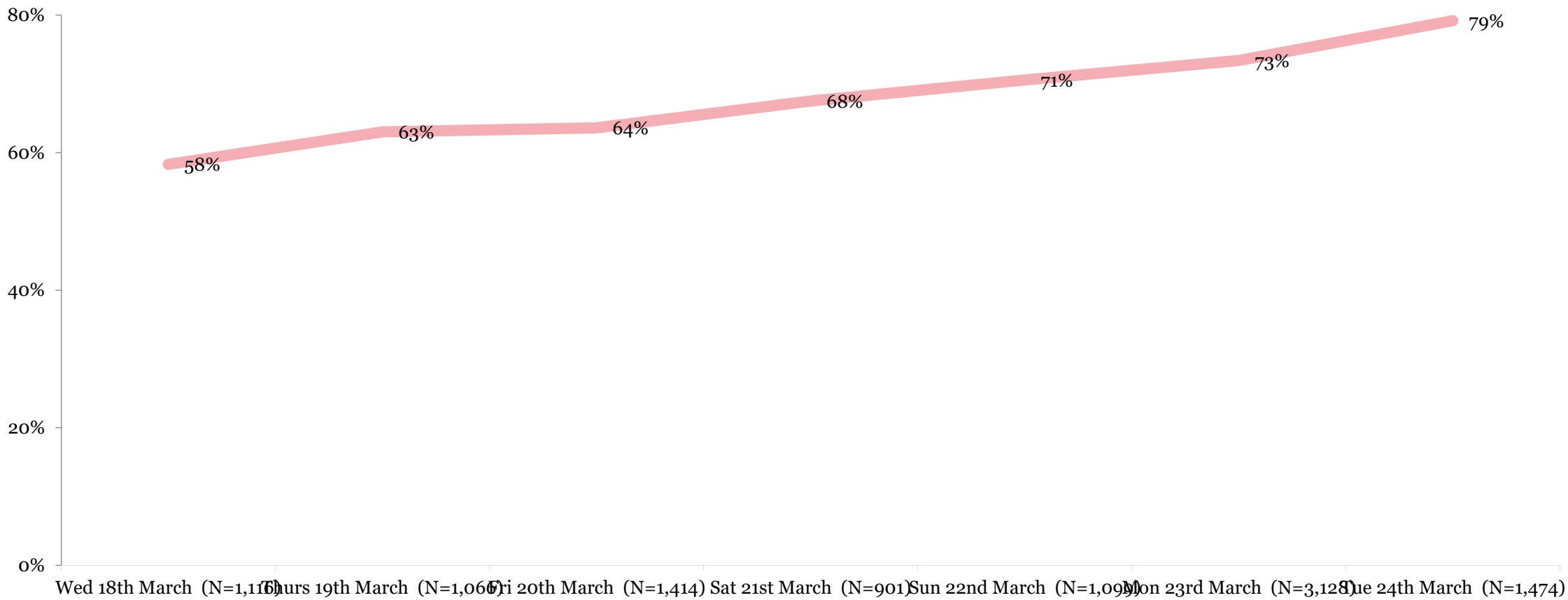
Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government's advice (where 0 is not at all and 10 entirely)?

# Profile: Following government advice (Tuesday 24th March)



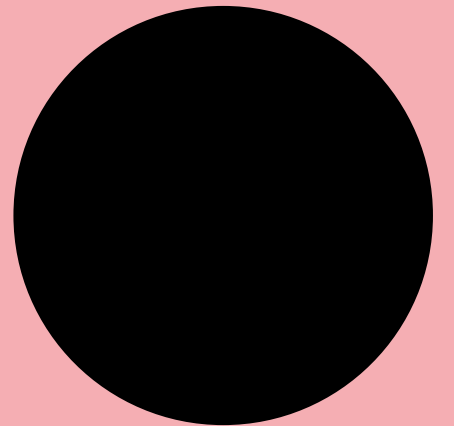
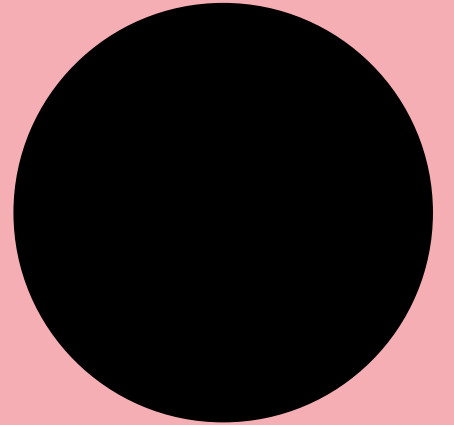
Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government's advice (where 0 is not at all and 10 entirely)?

# Mostly / entriely following government advice - over time

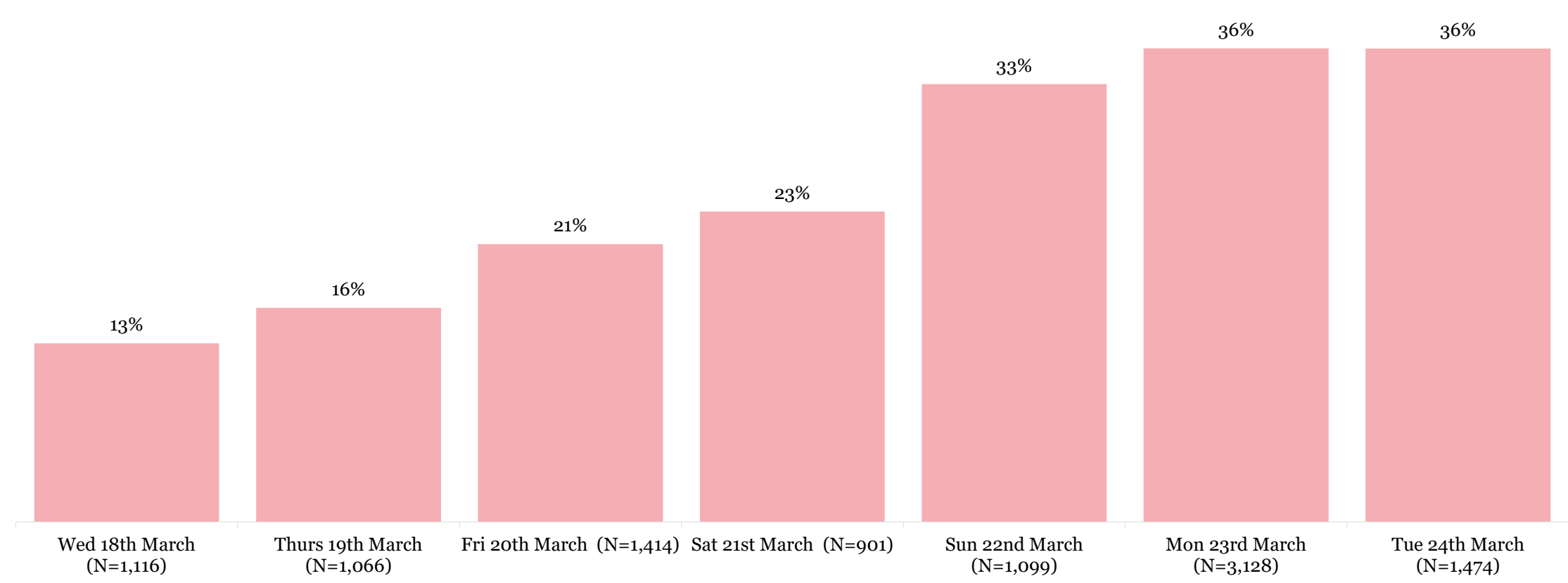


Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government’s advice (where 0 is not at all and 10 entirely)?

# Home activity

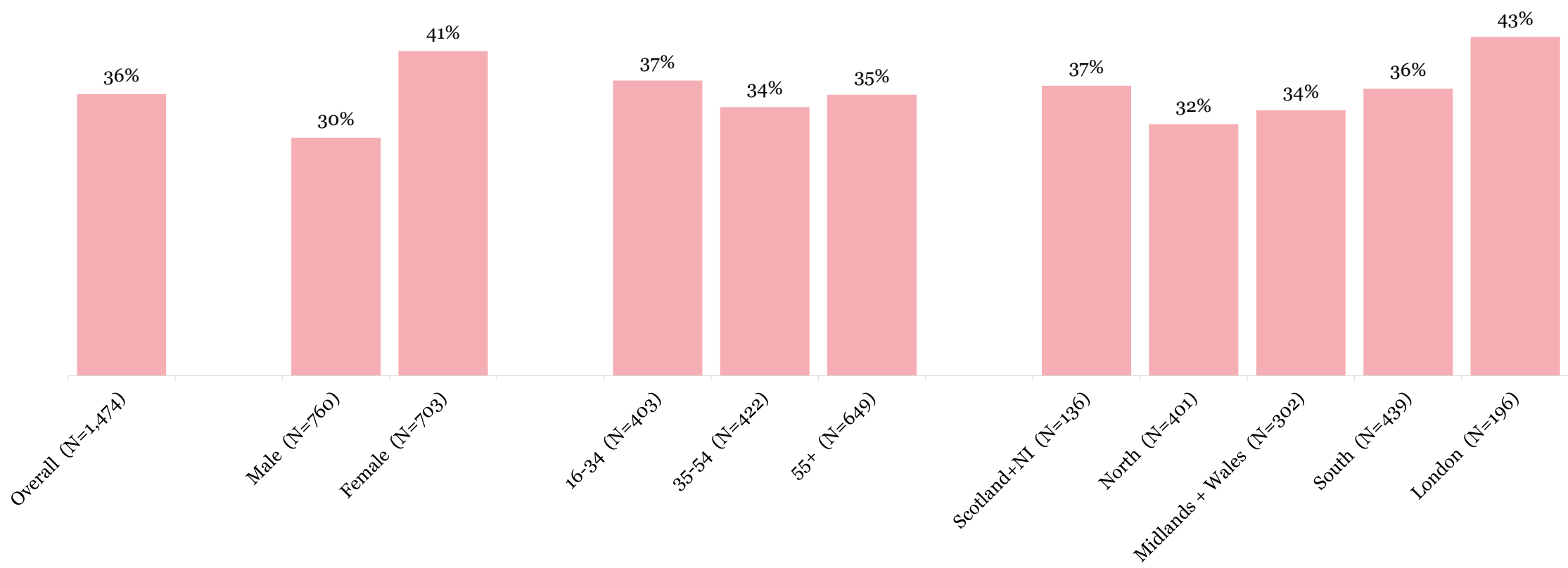


# Self-isolation - over time



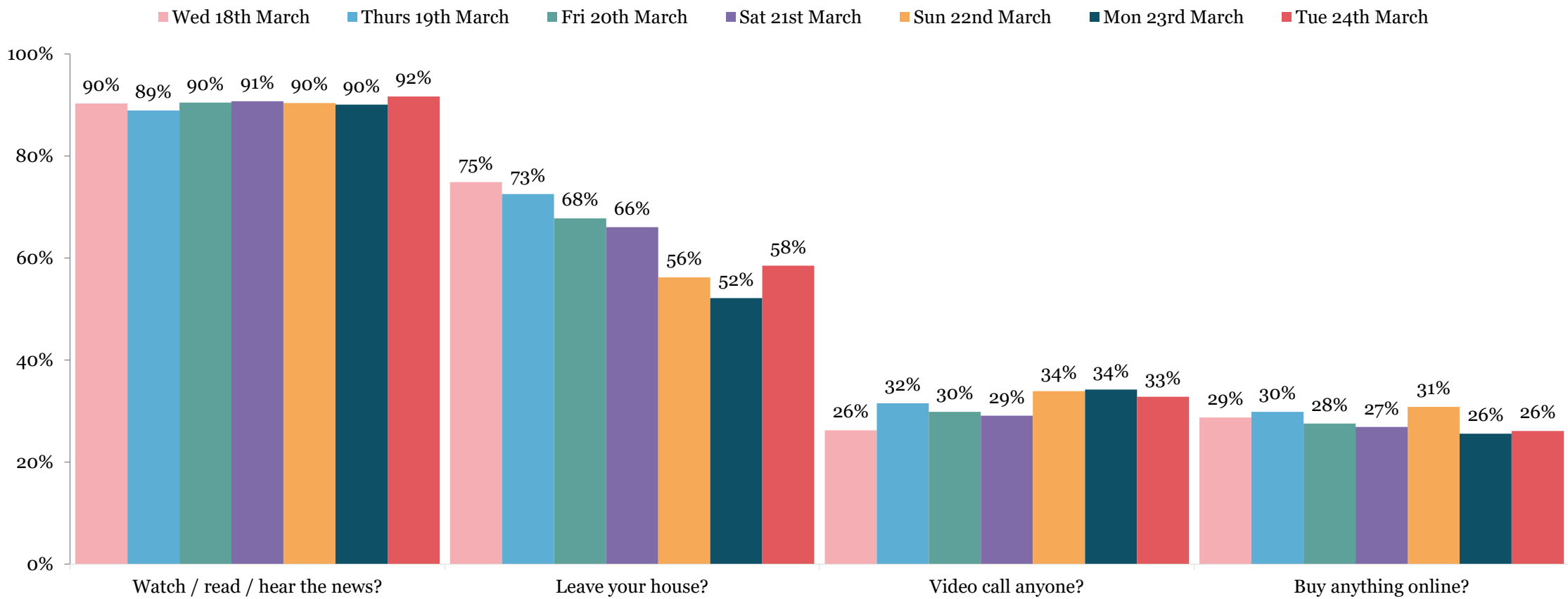
Are you currently self-isolating i.e. deliberately not leaving your home?

# Profile: Self-isolation (Tuesday 24th March)

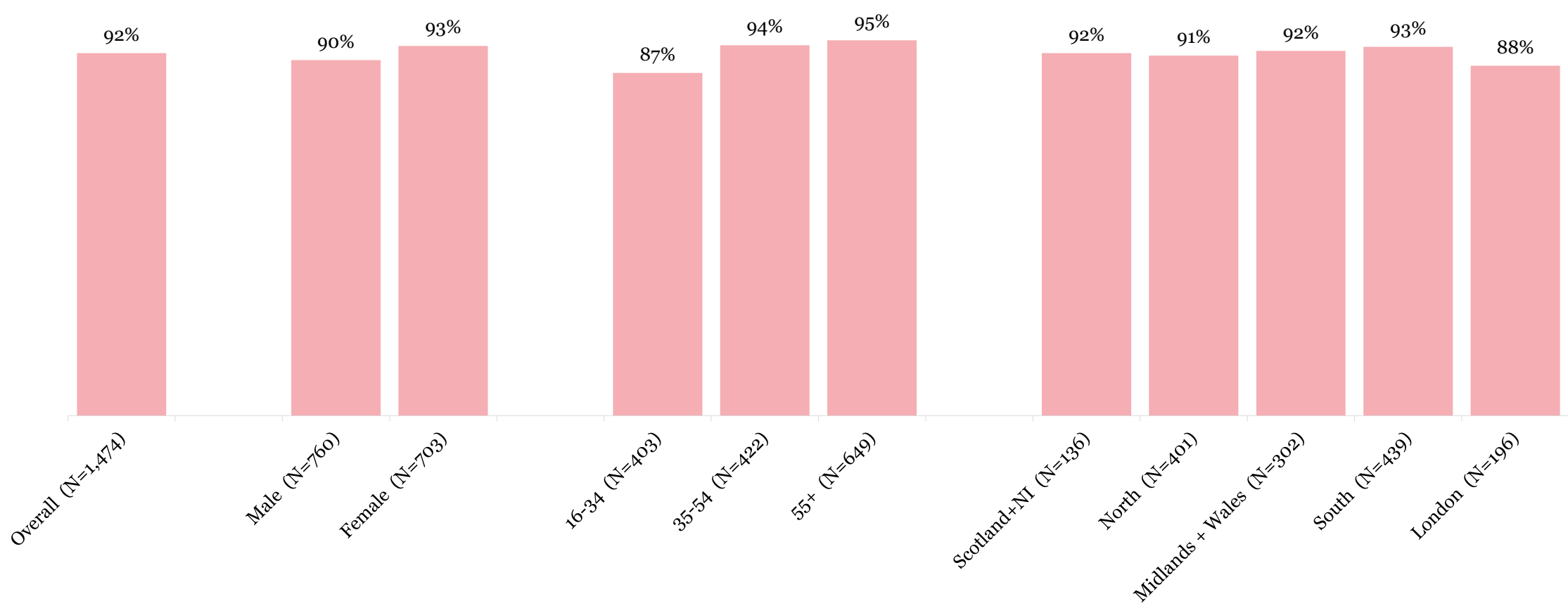


Are you currently self-isolating i.e. deliberately not leaving your home?

# Actions taken - over time

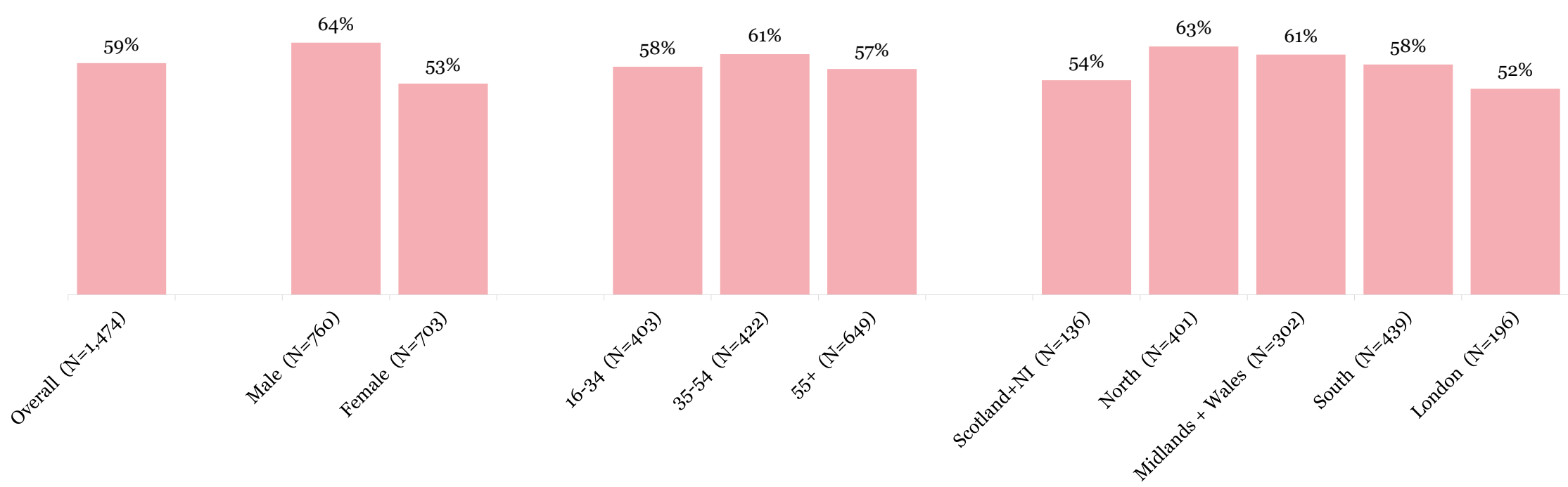


# Profile: Watch / read / hear the news? (Tuesday 24th March)



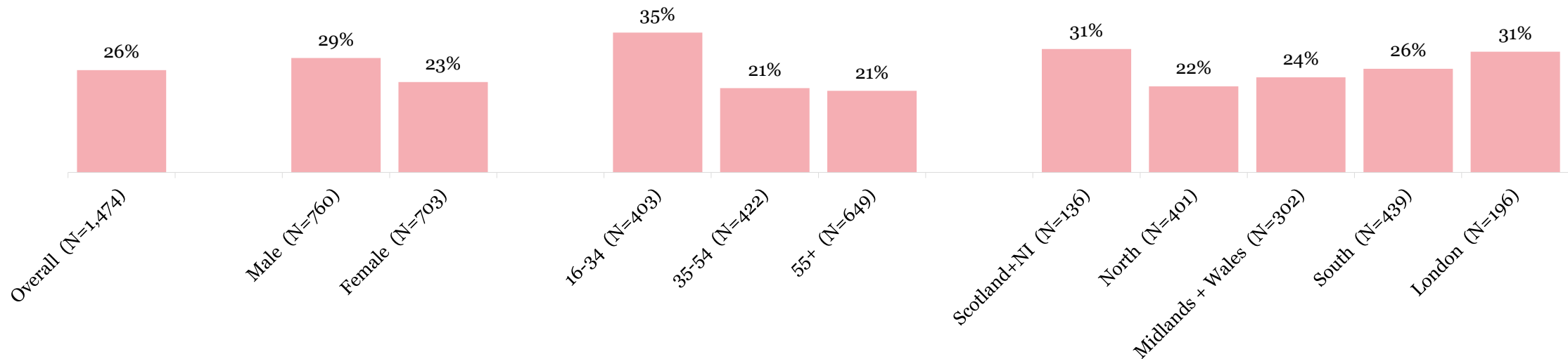


# Profile: Leave your house? (Tuesday 24th March)

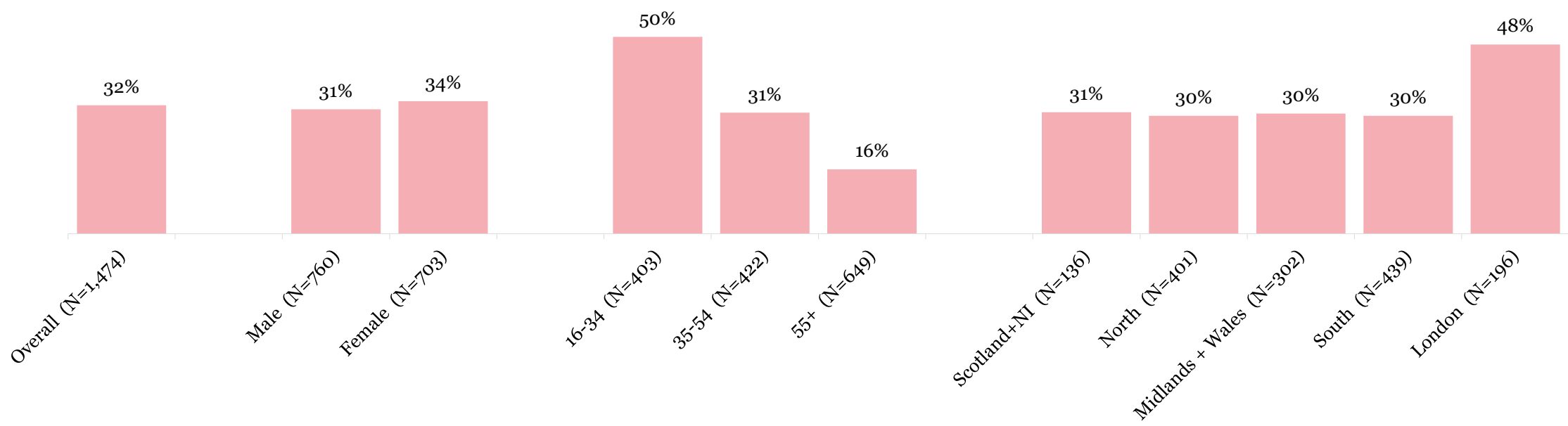


Thinking about yesterday, did you...

# Profile: Buy anything online? (Tuesday 24th March)

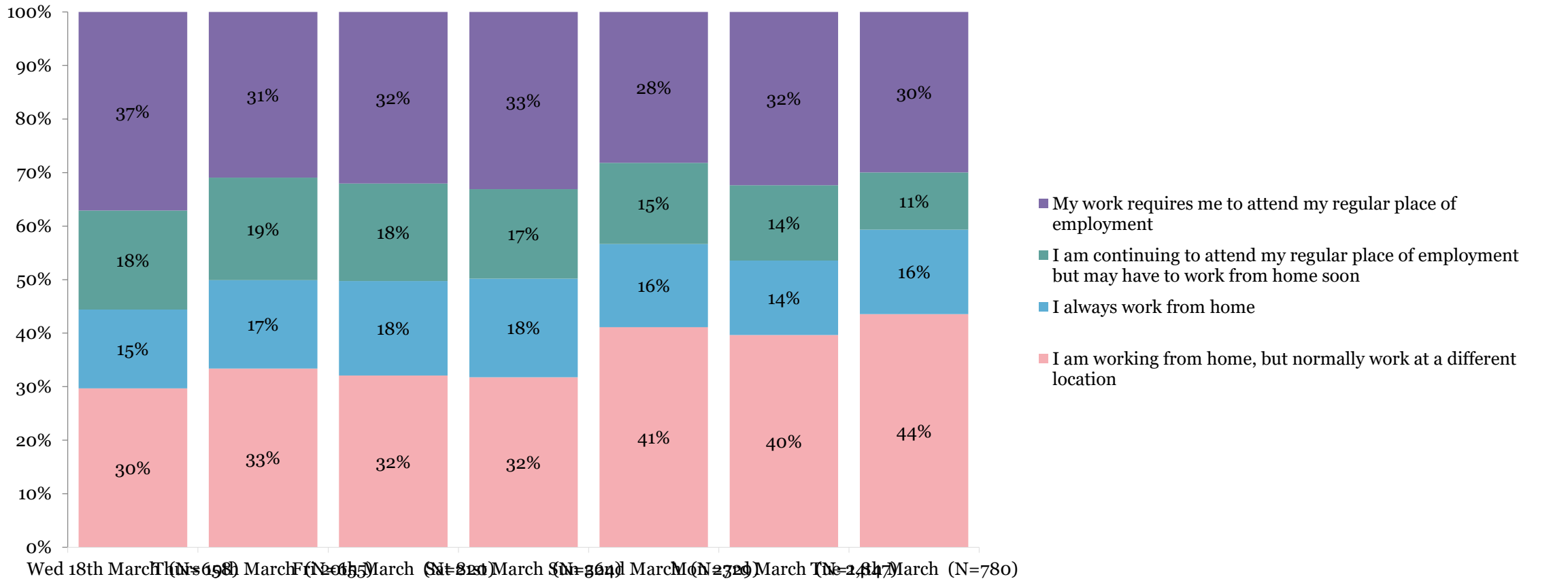


# Profile: Video call anyone? (Tuesday 24th March)

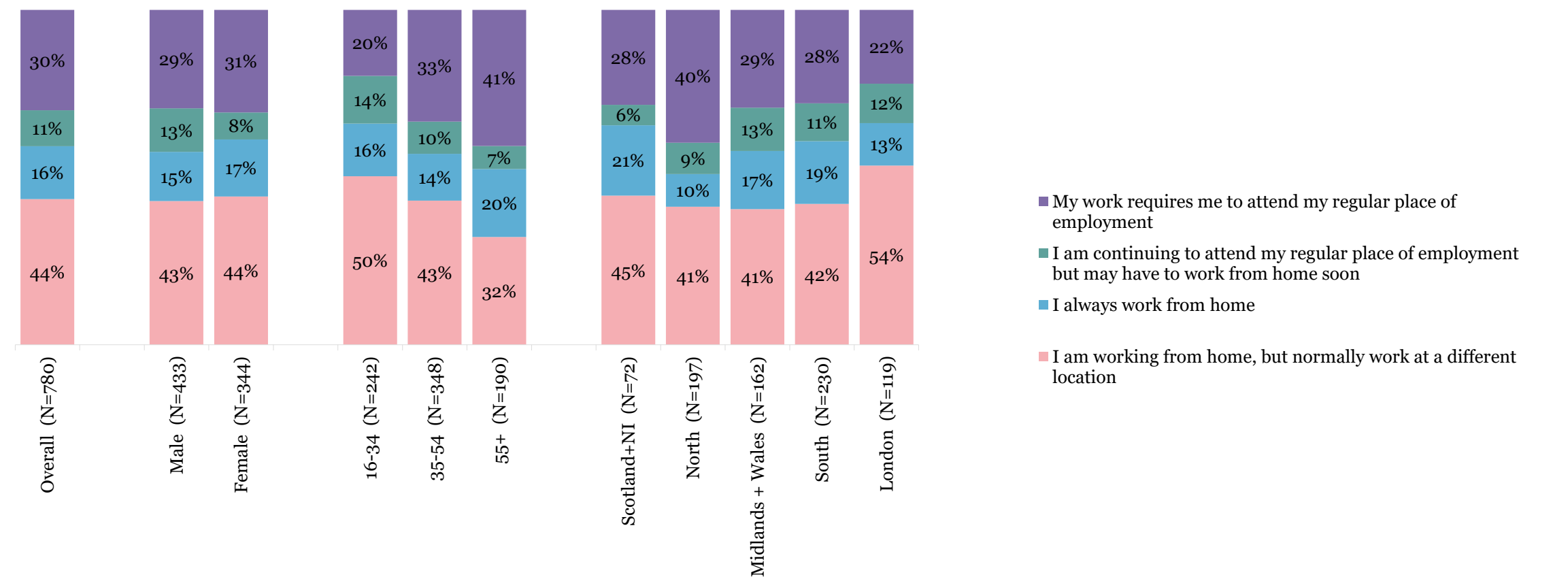


Thinking about yesterday, did you...

# Workers - working from home or not - over time

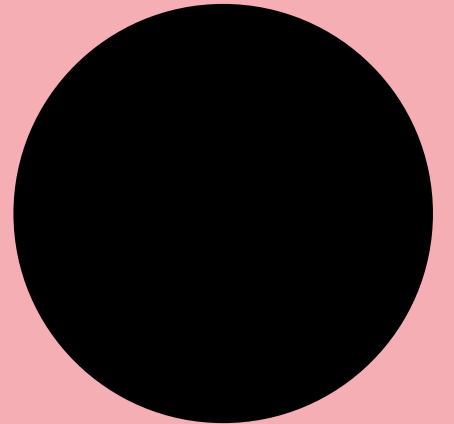
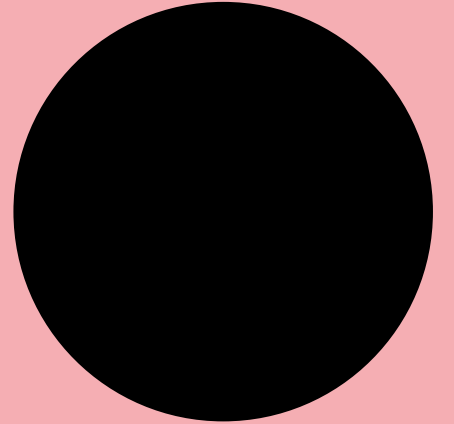


# Profile: Workers - working from home or not (copy)

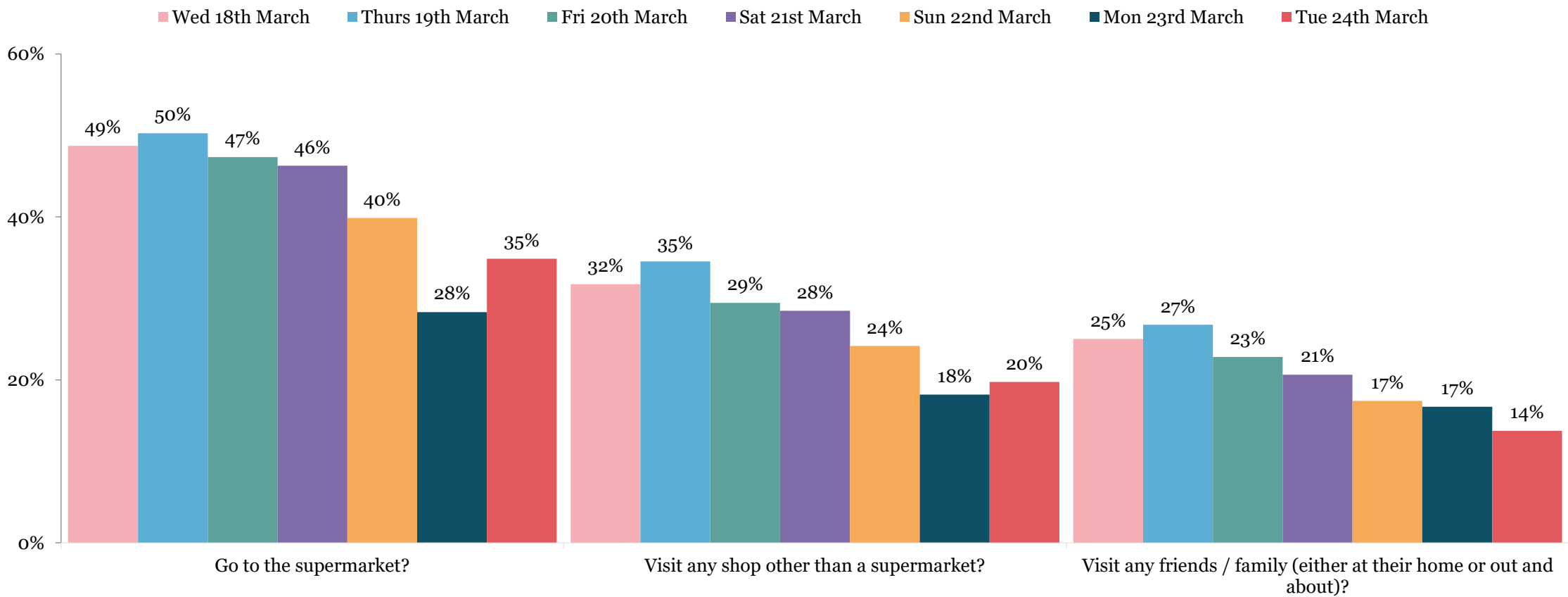


Which of these statements best describes you?

# Out-of-home activity

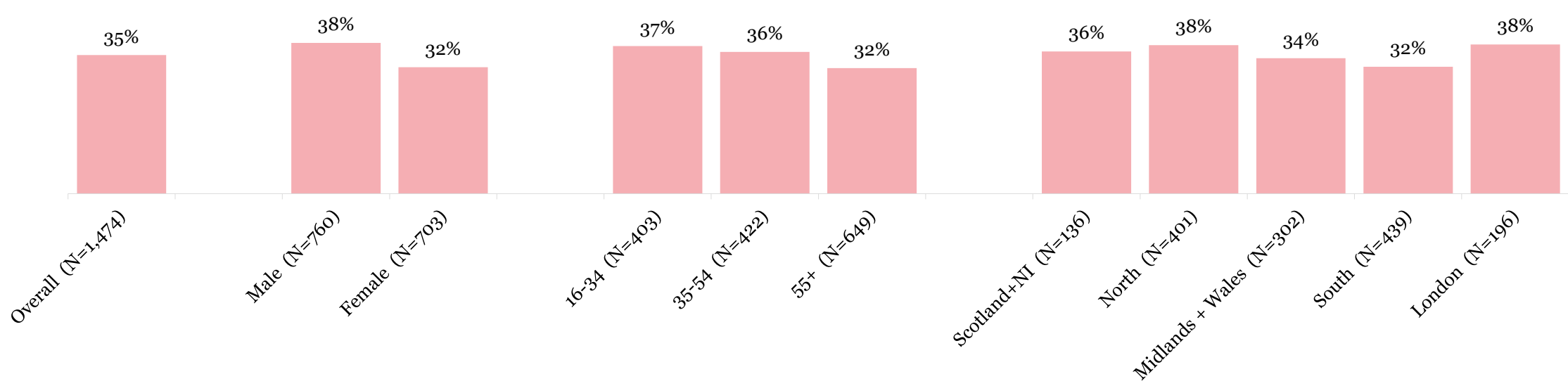


# Out of home activity - over time



Earlier, you said you left your house. Did you do any of the following?

# Profile: Go to the supermarket? (Tuesday 24th March)



Earlier, you said you left your house. Did you do any of the following?



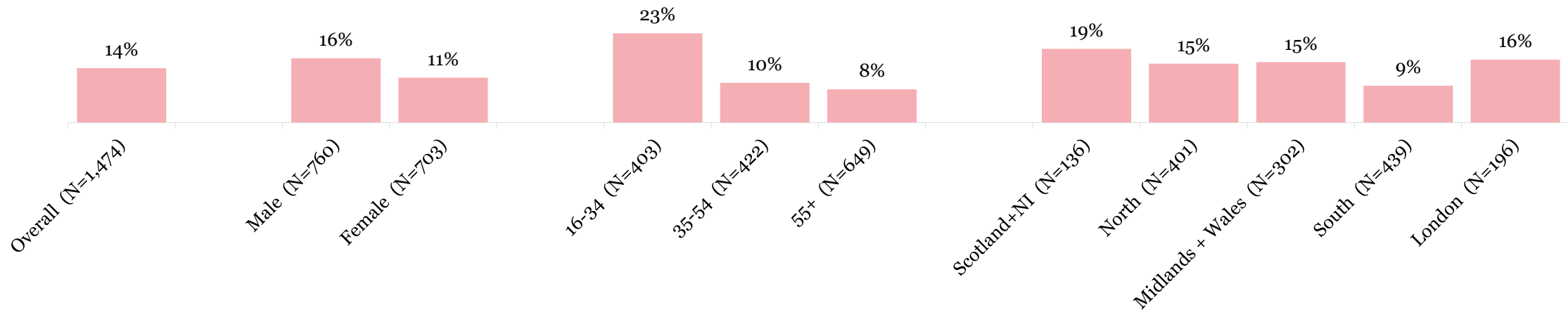
26 March 2020

# Profile: Visit any shop other than a supermarket? (Tuesday 24th March)



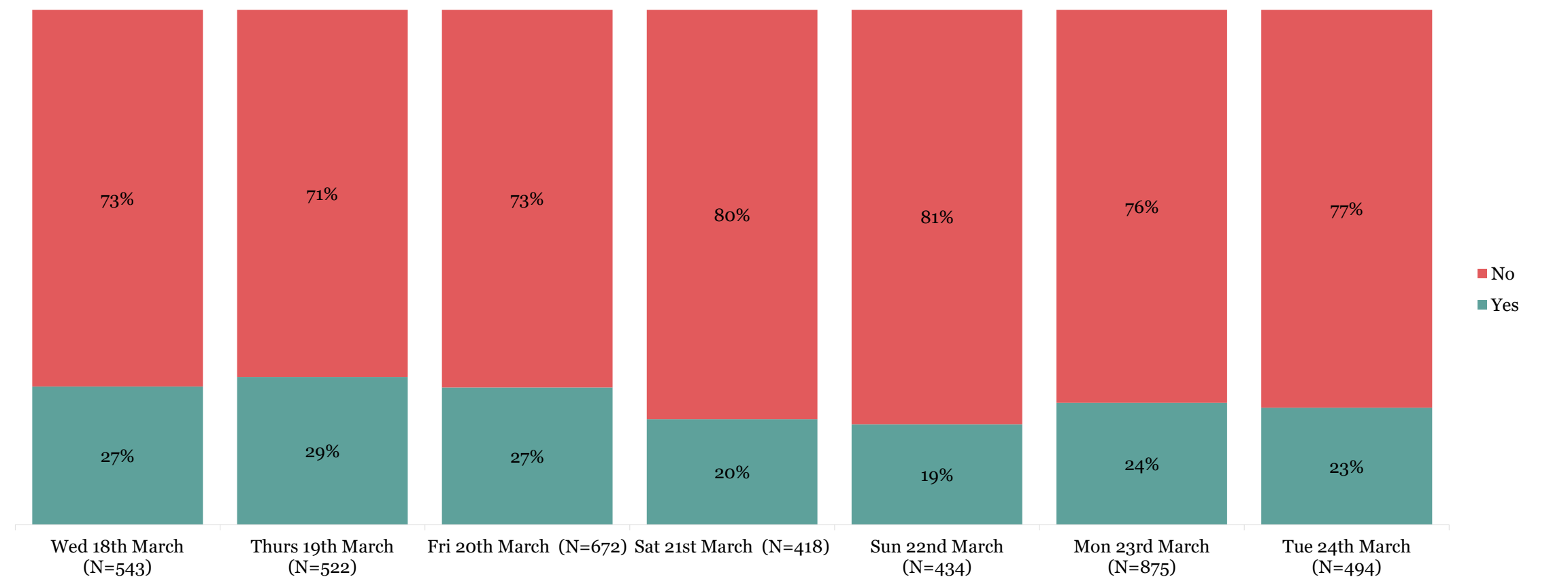
Earlier, you said you left your house. Did you do any of the following?

# Profile: Visit any friends / family? (Tuesday 24th March)



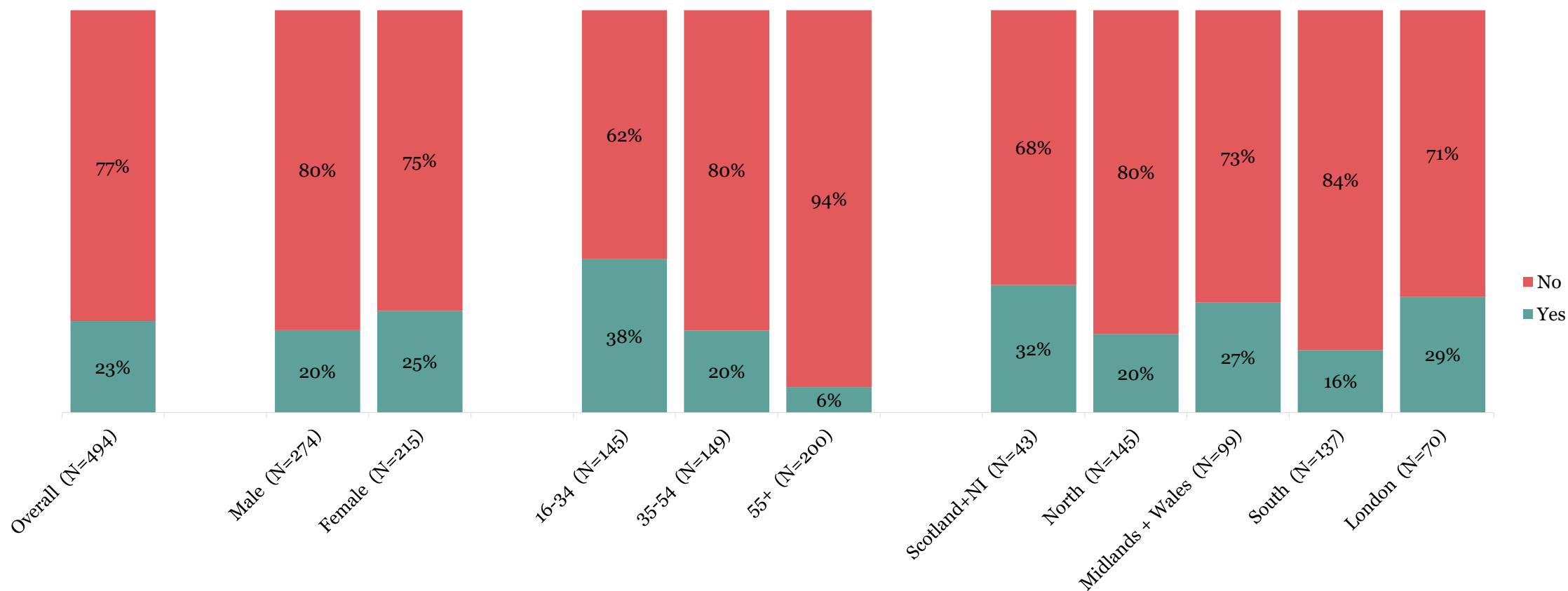
Earlier, you said you left your house. Did you do any of the following?

# Stocking up - over time (Tuesday 24th March)

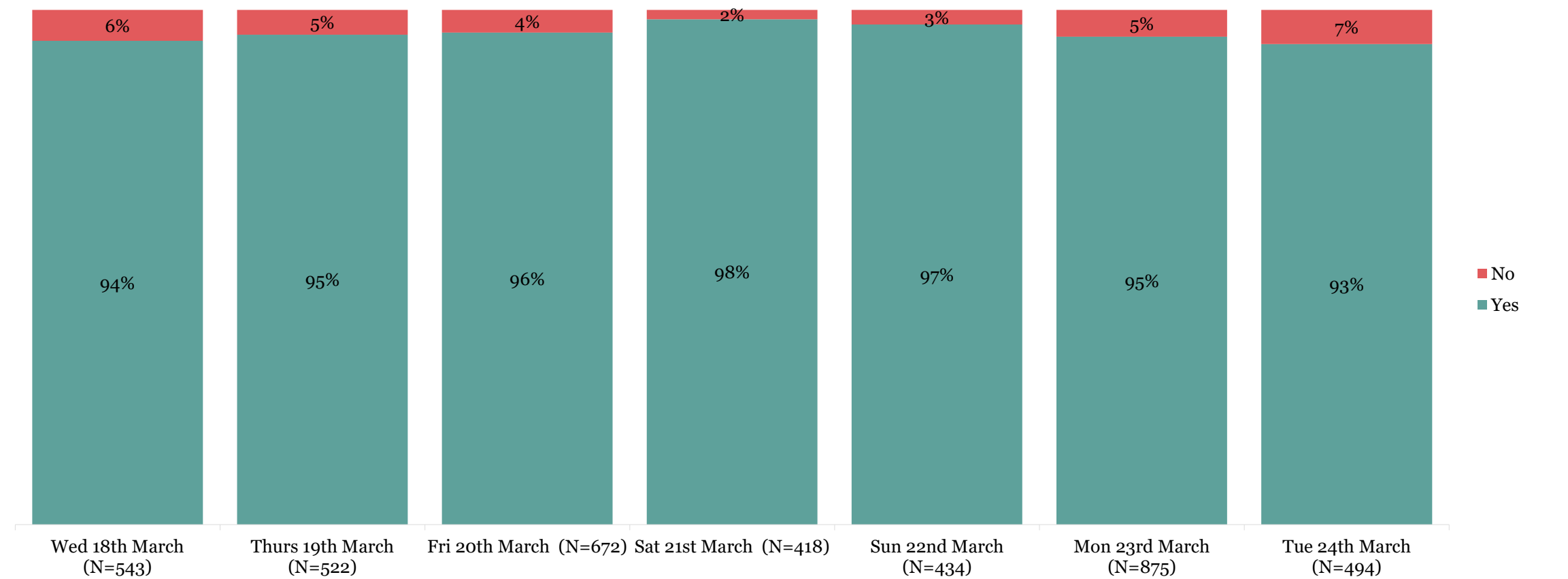


Did you buy more than usual to stock up?

# Profile: Stocking up? (Tuesday 24th March)

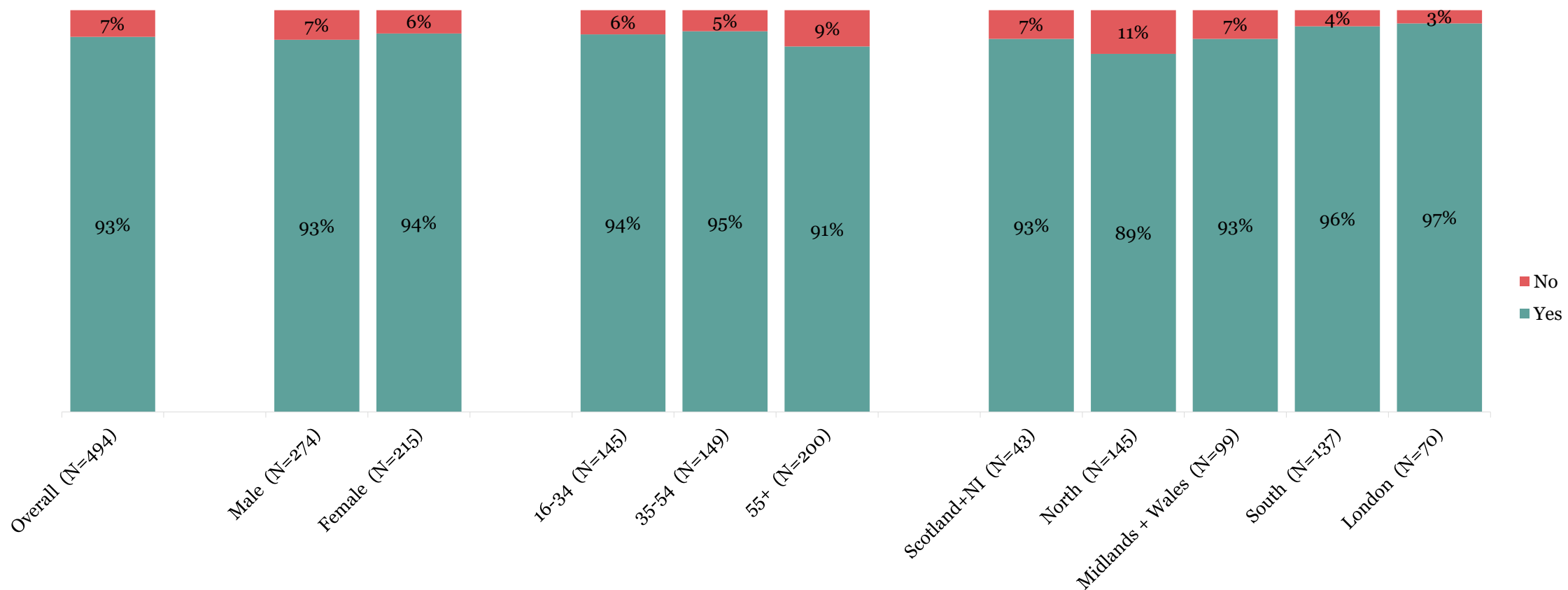


# Empty shelves in the supermarket? (Tuesday 24th March)



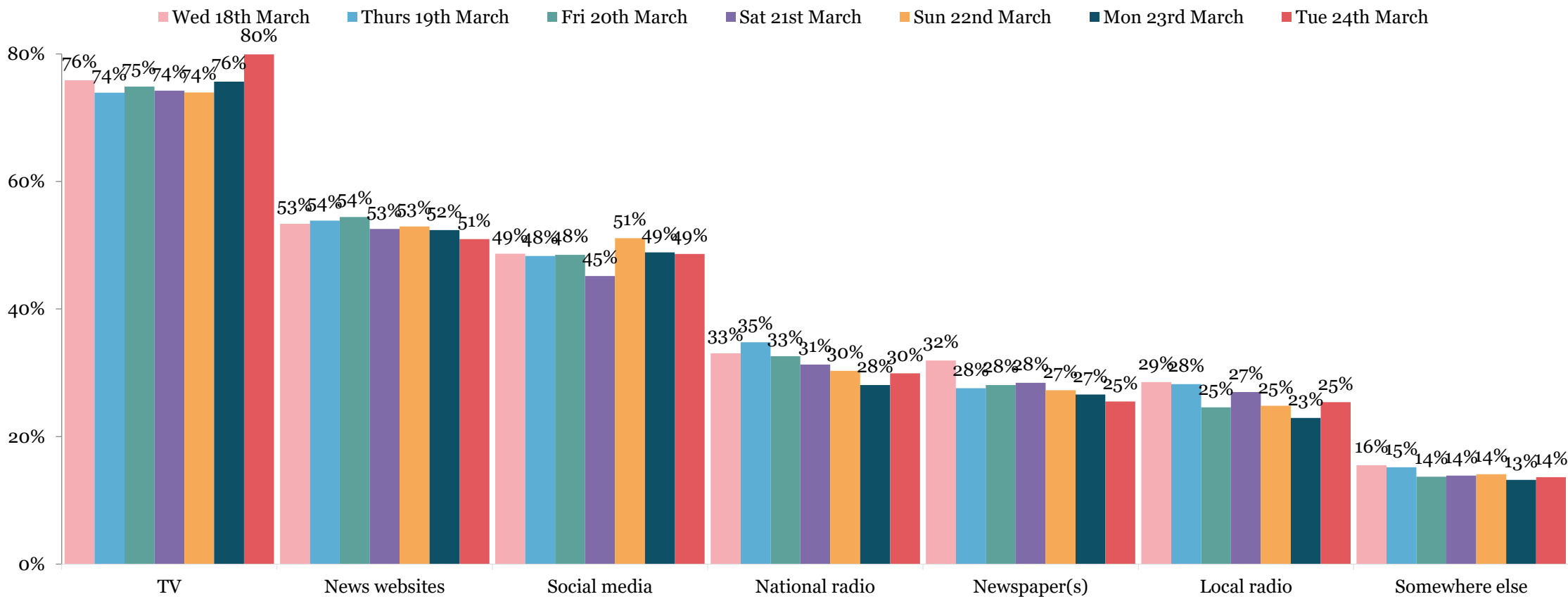
Were there any empty aisles (shelves) in the supermarket?

# Profile: Empty shelves in the supermarket? (Tuesday 24th March)



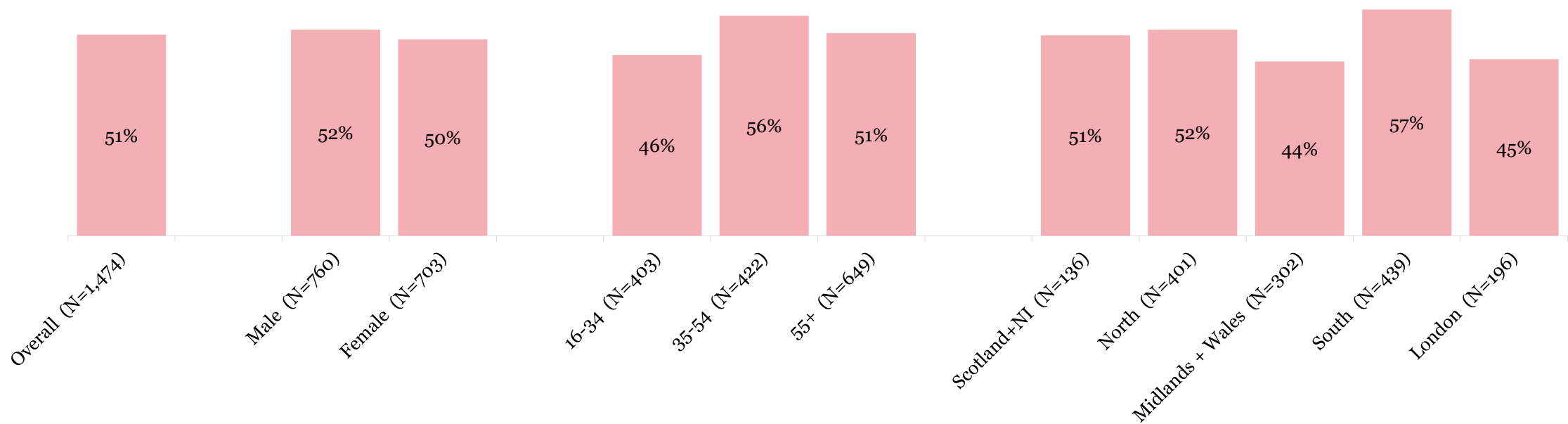
Were there any empty aisles (shelves) in the supermarket?

# News sources - over time



Where did you hear the news yesterday?

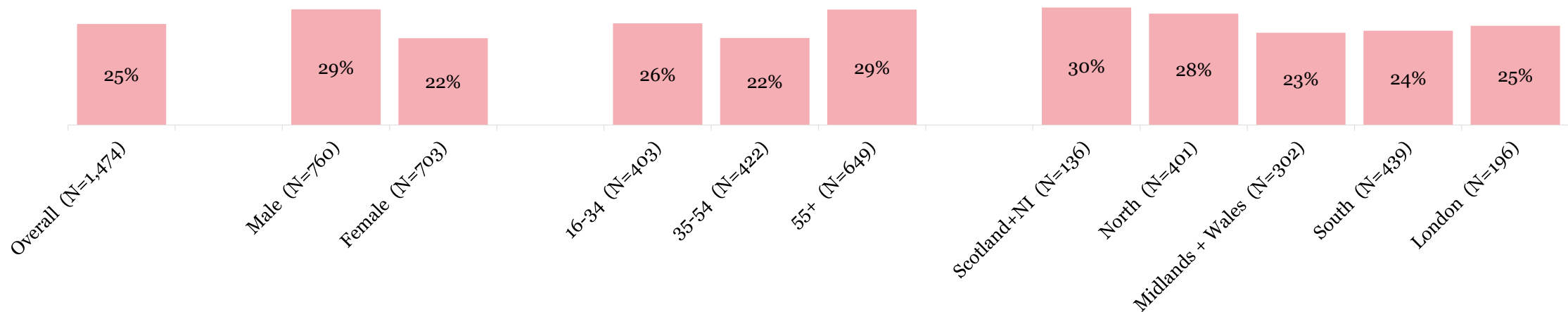
# Profile: News websites (Tuesday 24th March)



Where did you hear the news yesterday?

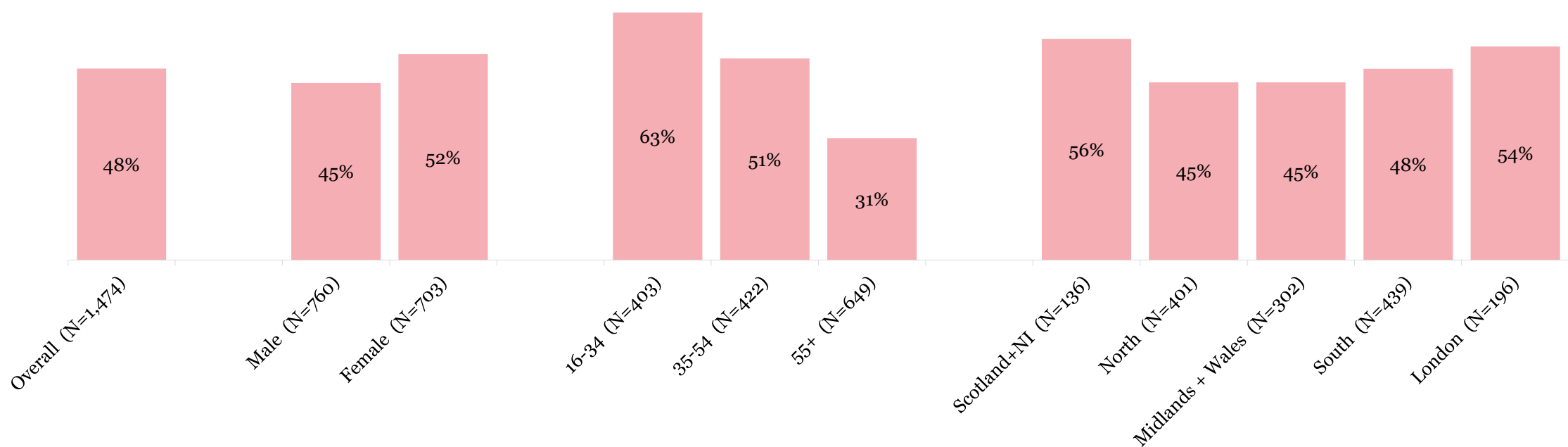


# Profile: Newspaper(s) (Tuesday 24th March)

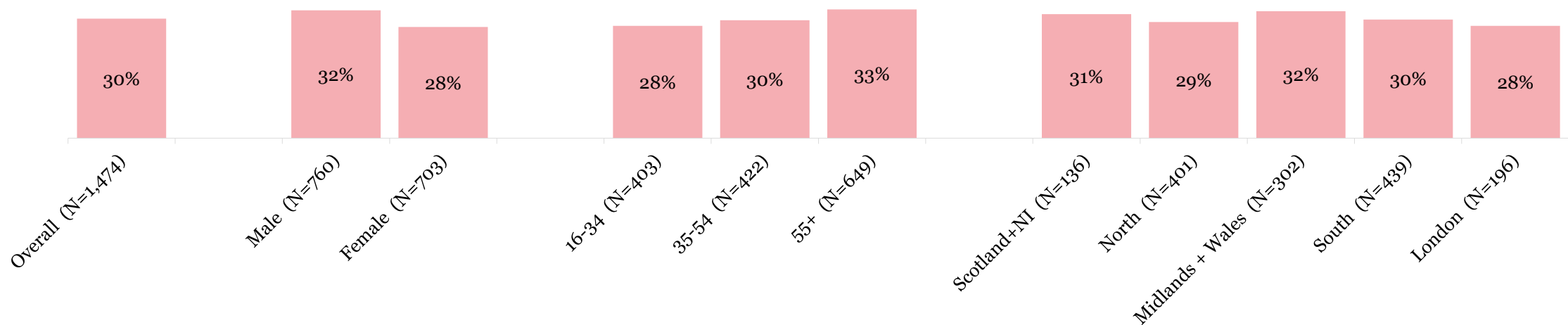


Where did you hear the news yesterday?

# Profile: Social media (Tuesday 24th March)

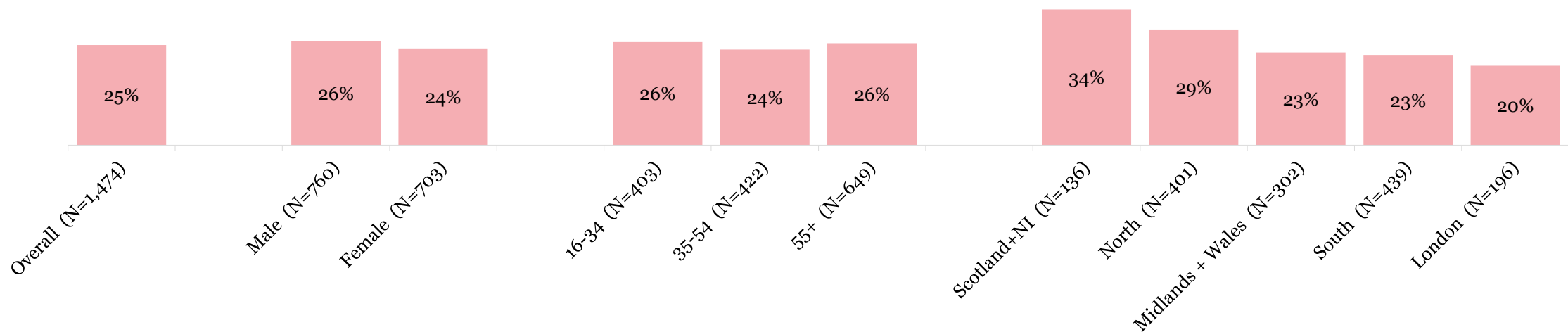


# Profile: National radio (Tuesday 24th March)



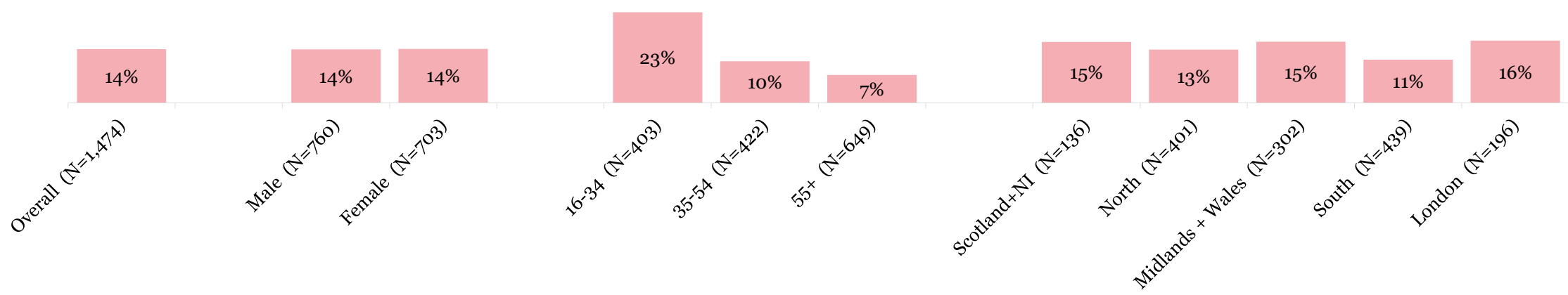
Where did you hear the news yesterday?

# Profile: Local radio (Tuesday 24th March)



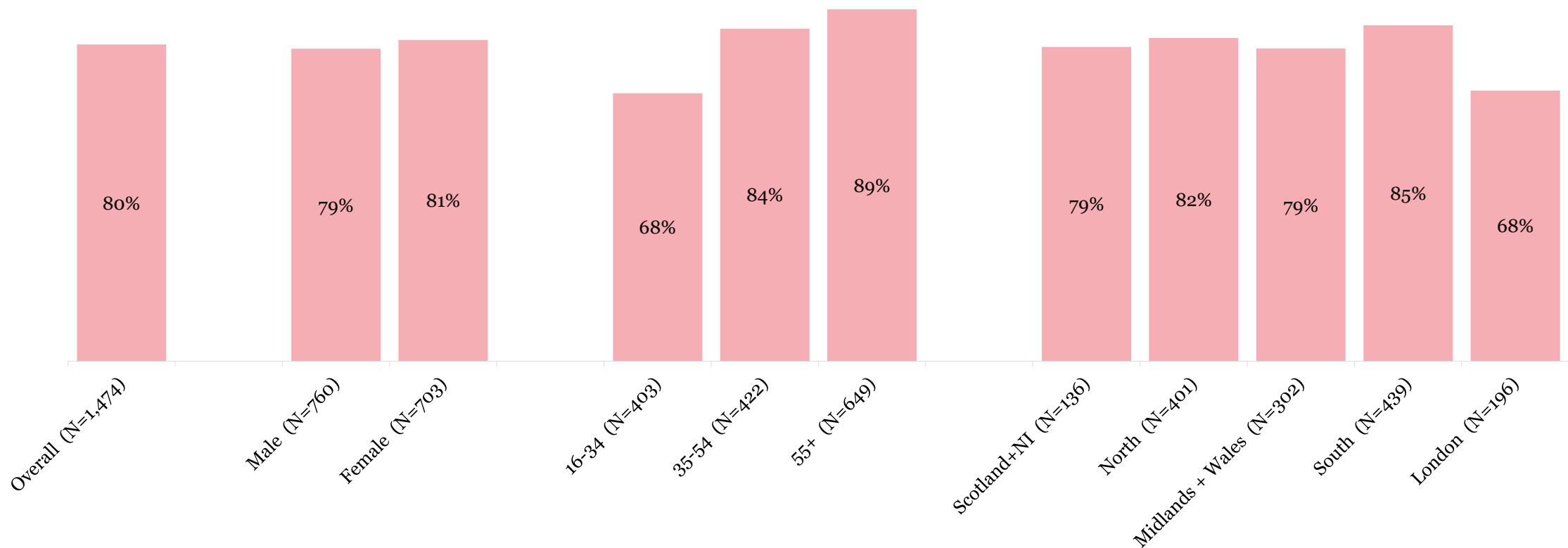
Where did you hear the news yesterday?

# Profile: Somewhere else (Tuesday 24th March)



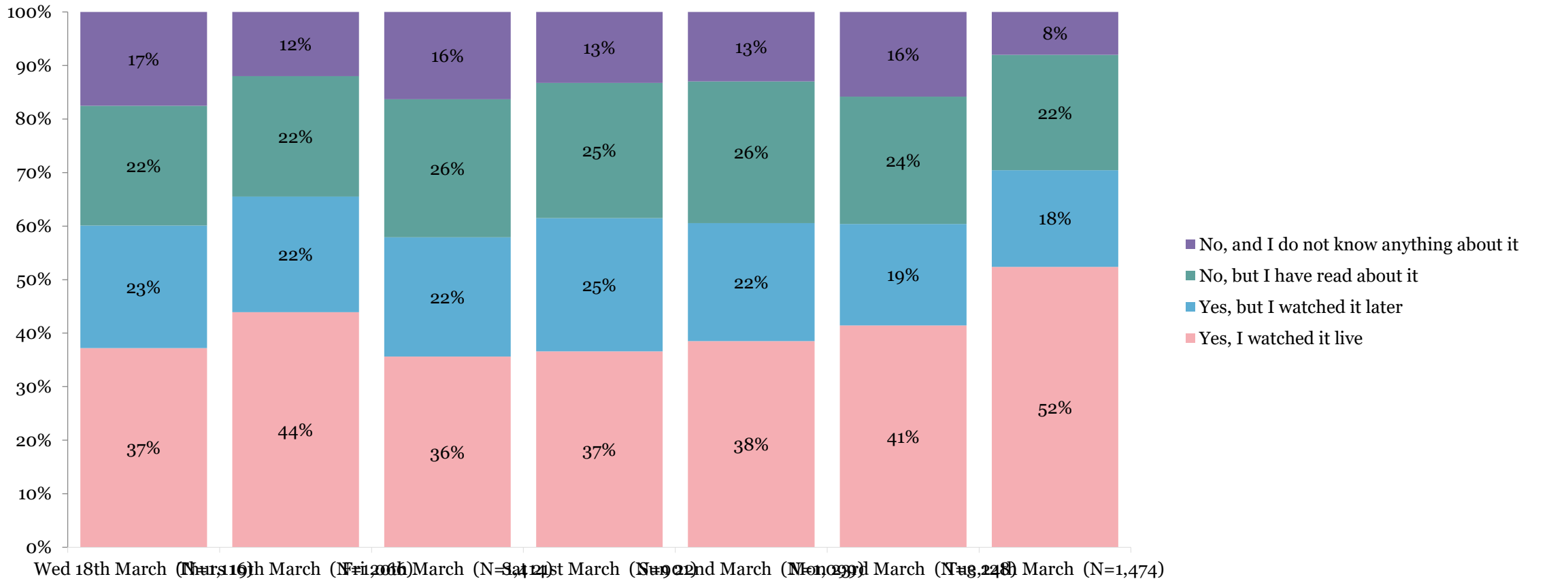
Where did you hear the news yesterday?

# Profile: TV (Tuesday 24th March)



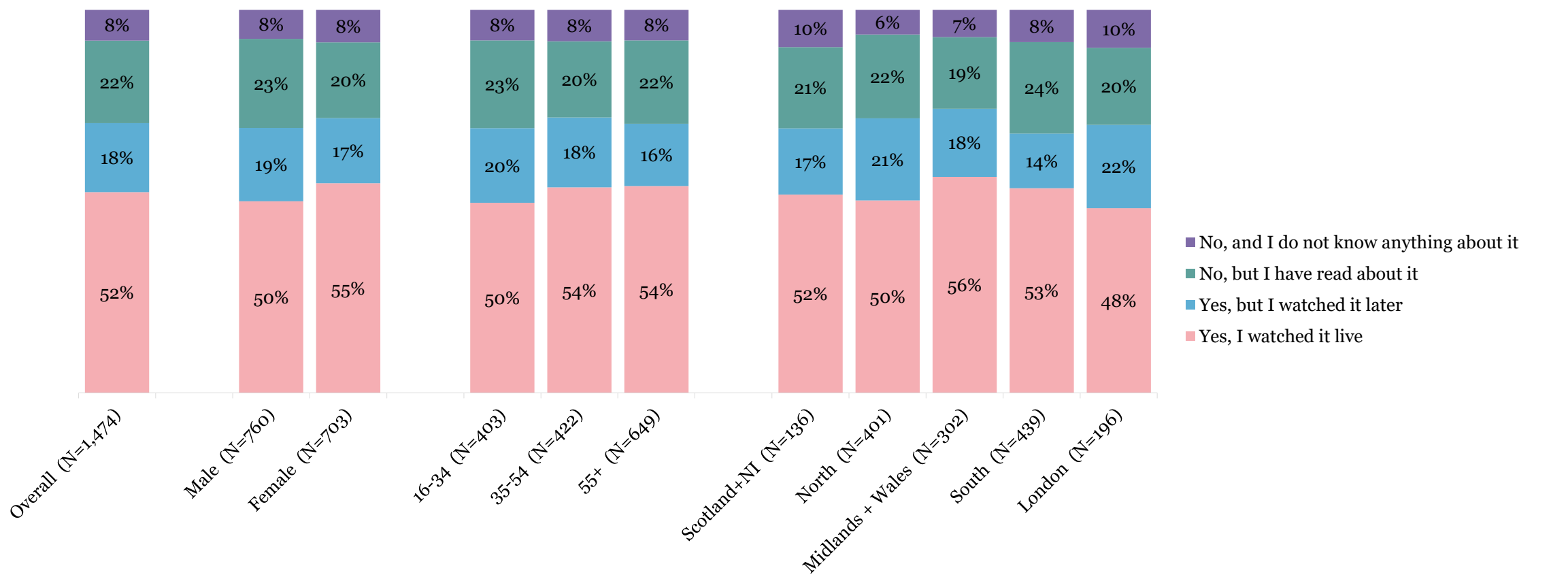
Where did you hear the news yesterday?

# Prime minister's conference - over time



Yesterday, did you watch the Prime Minister's press conference with the Chief Medical Officer and Chief Scientific Officer?

# Profile: Prime minister's conference (Tuesday 24th March)

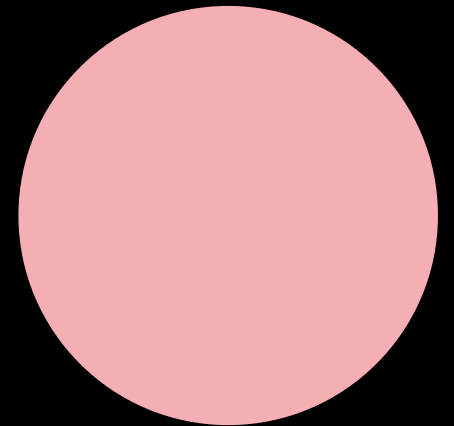
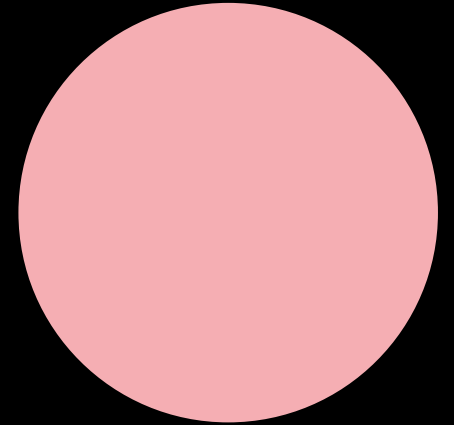


Yesterday, did you watch the Prime Minister's press conference with the Chief Medical Officer and Chief Scientific Officer?

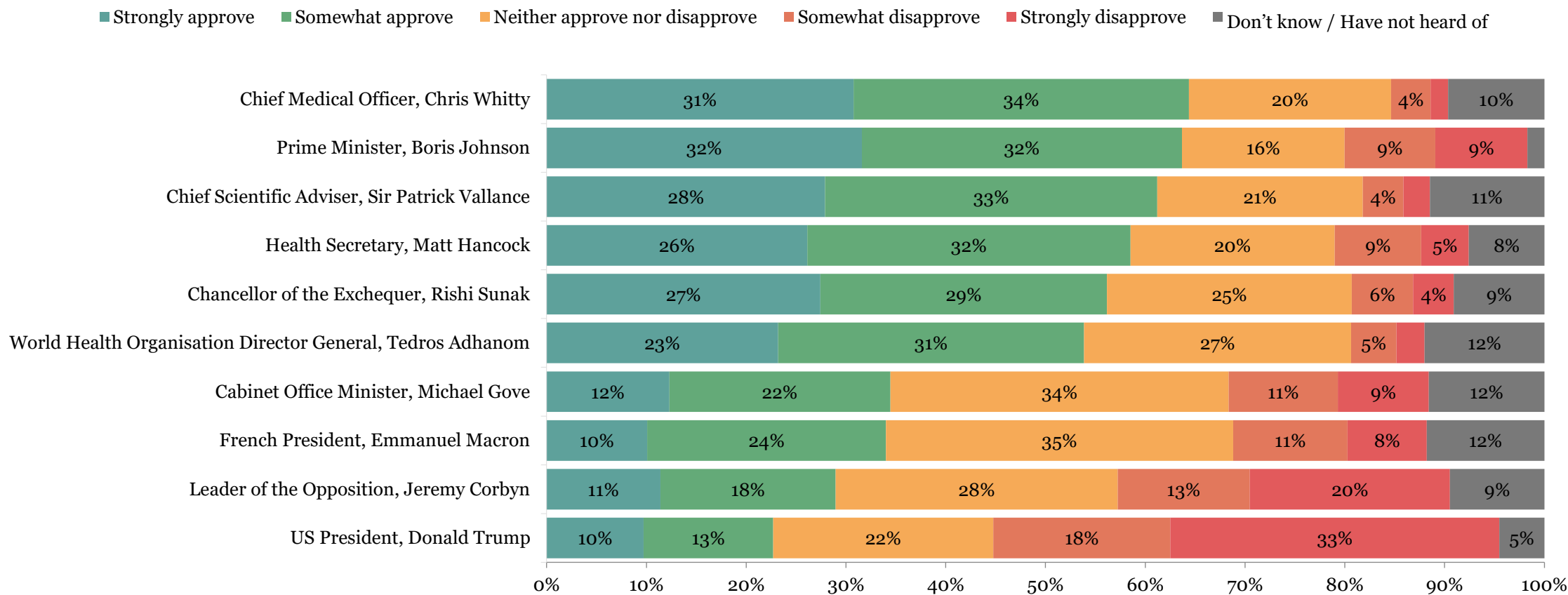


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# Approval ratings



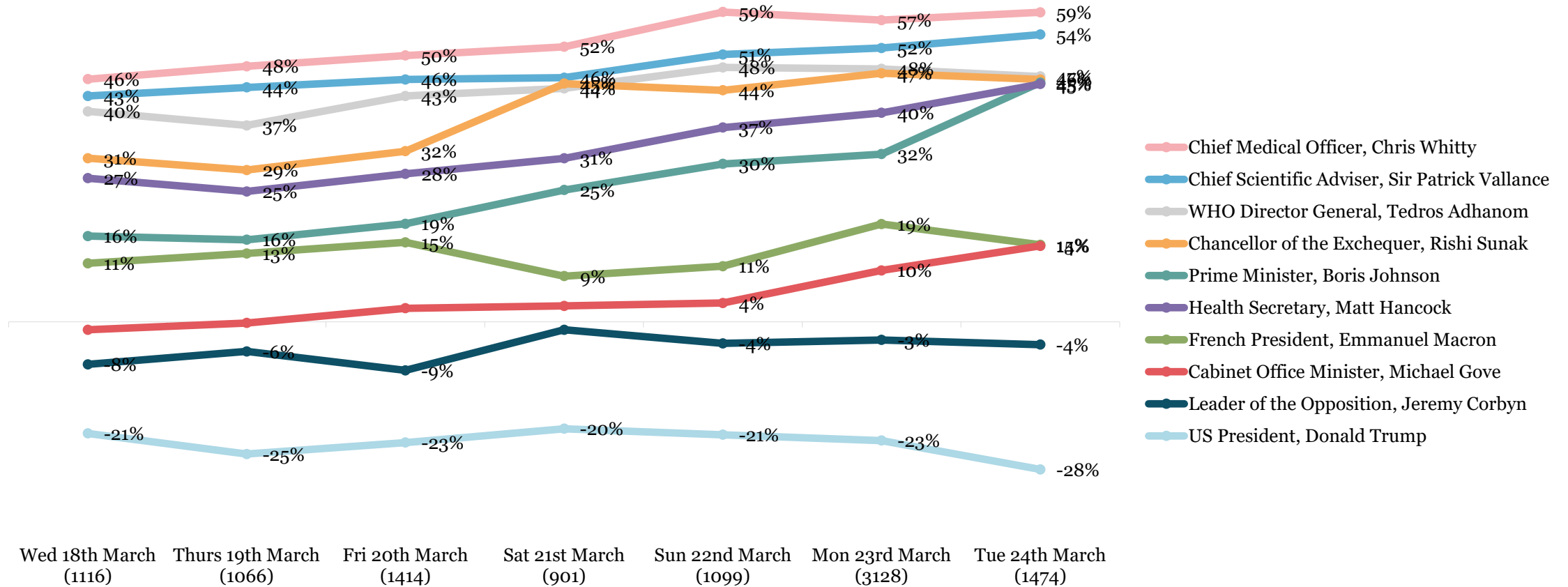
# Individual approval ratings (Tuesday 24th March)



From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

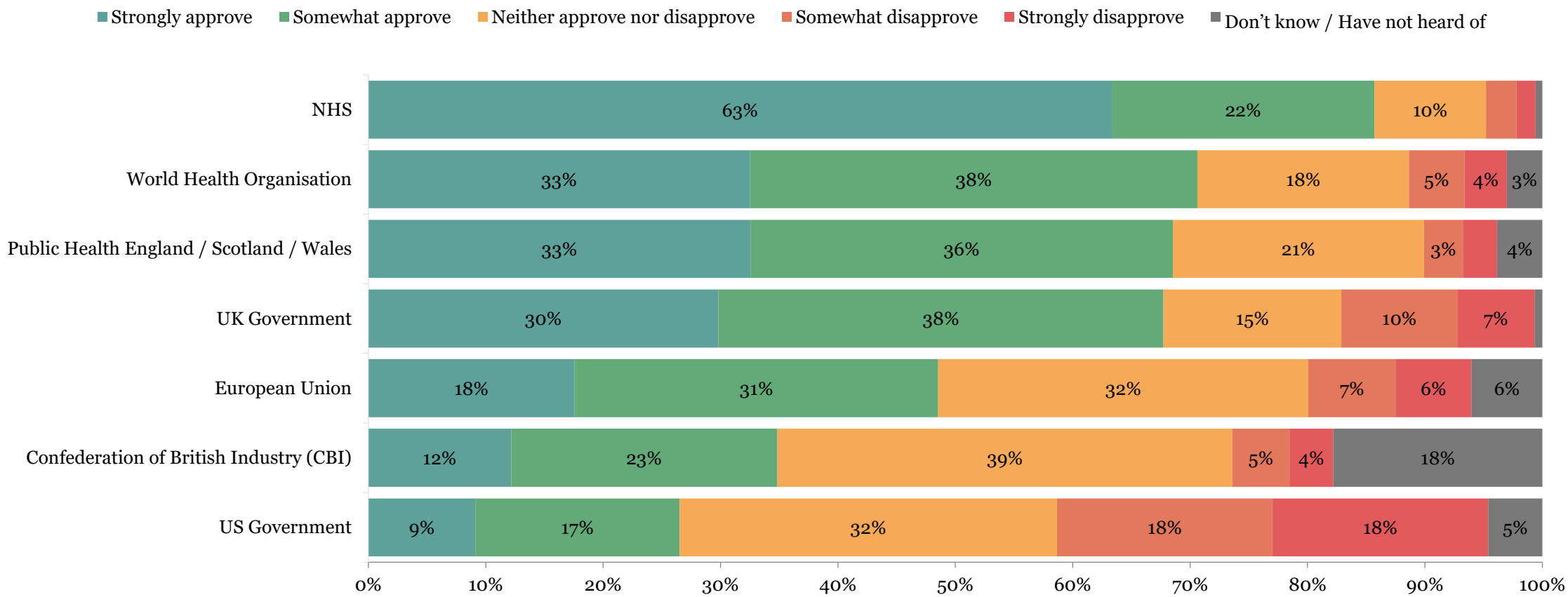
26 March, 2020

# Individual net approval ratings - over time



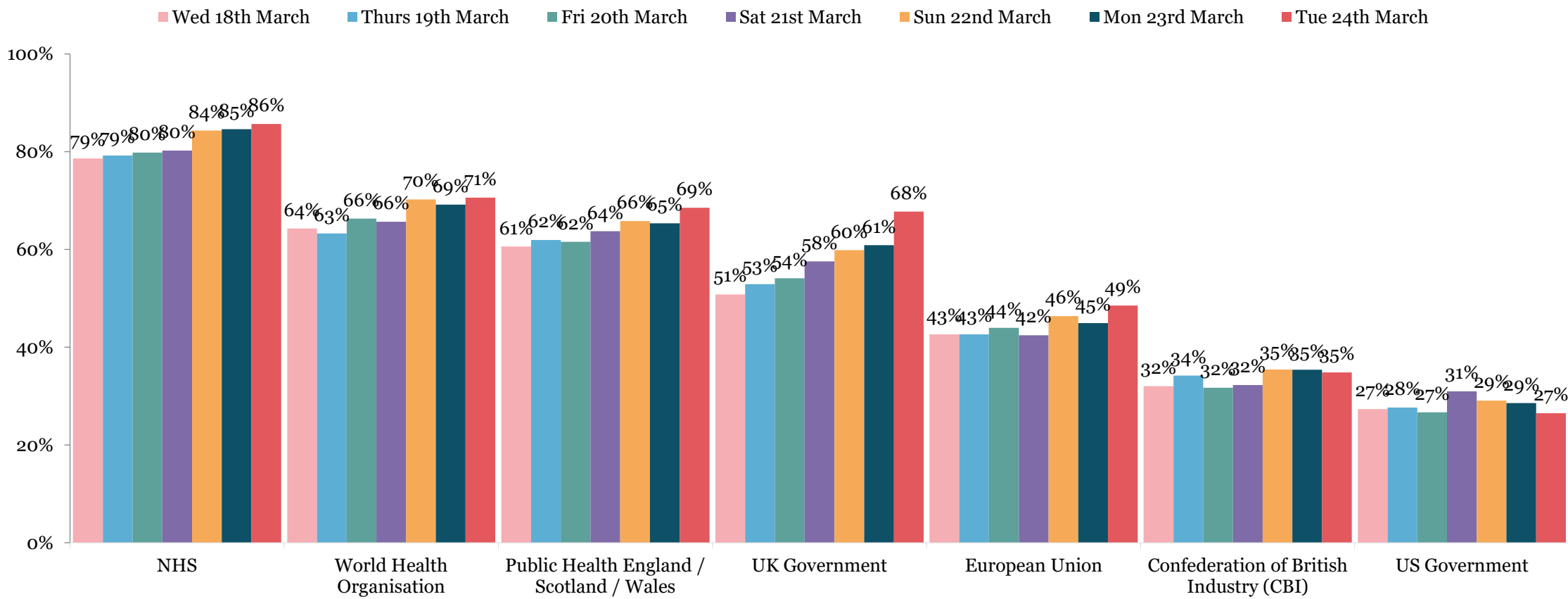
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Organisation approval ratings (Tuesday 24th March)



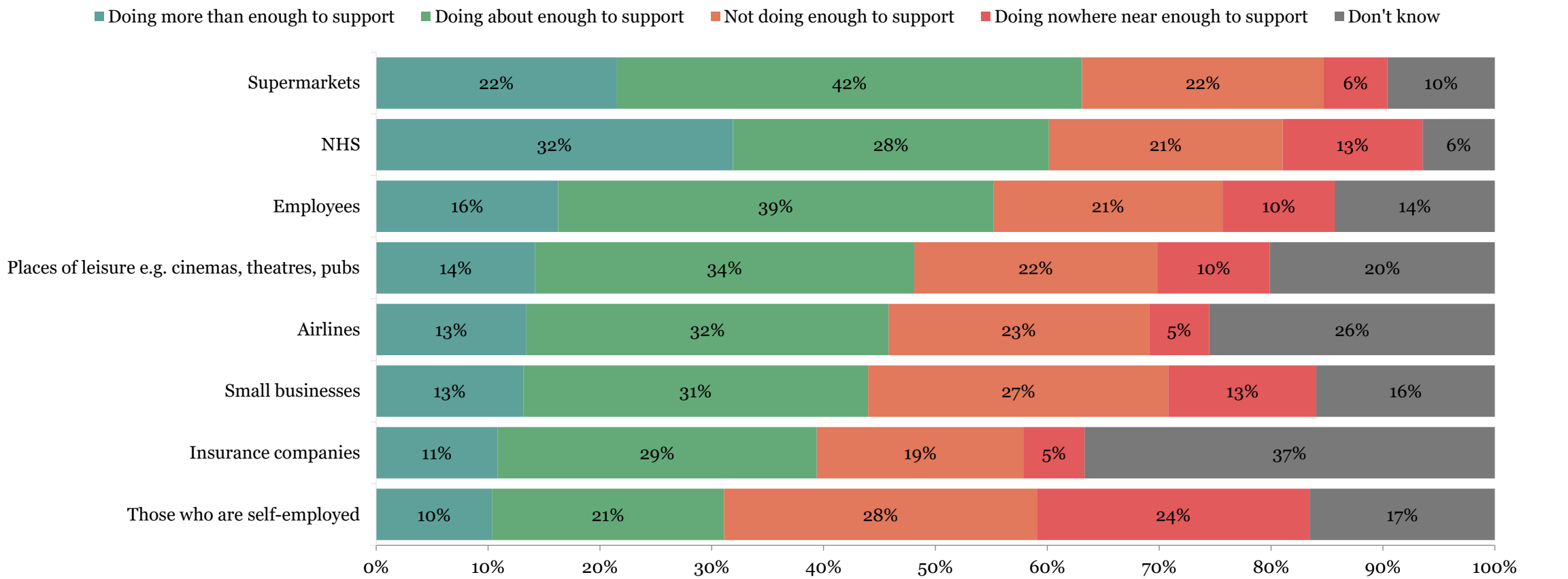
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Organisation approval ratings - over time



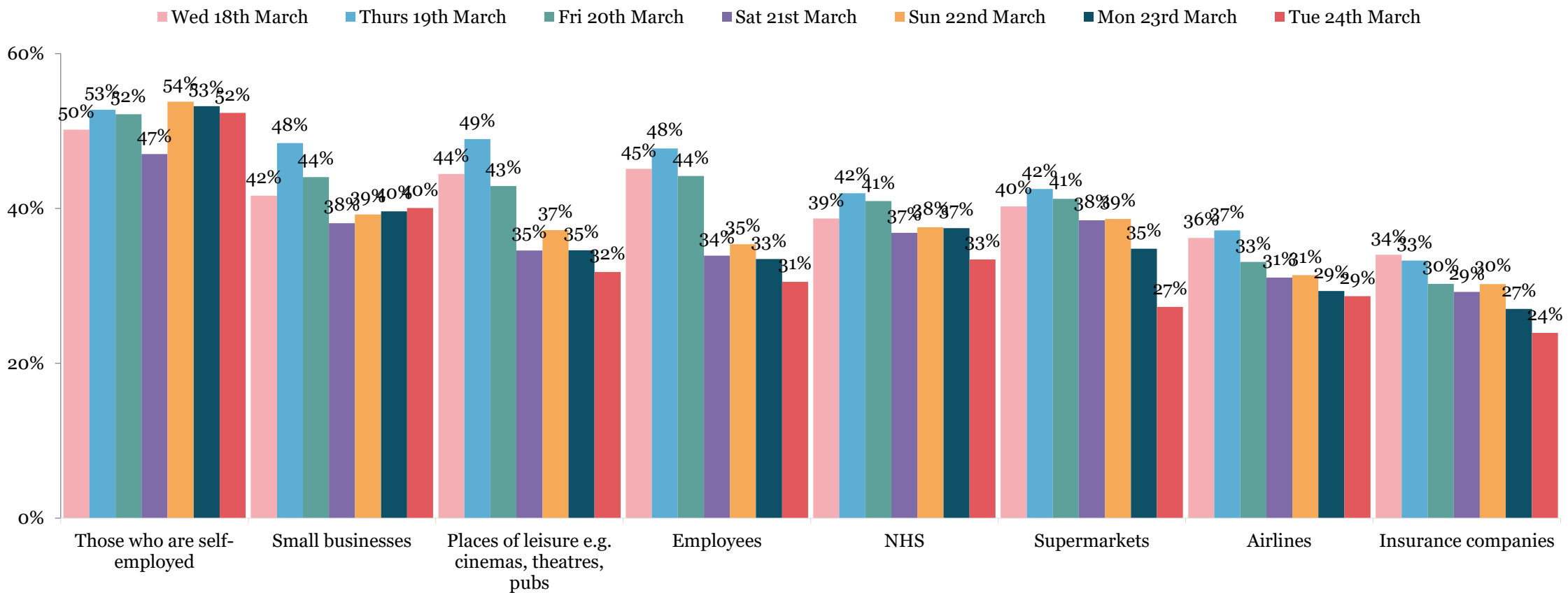
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Government support



From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

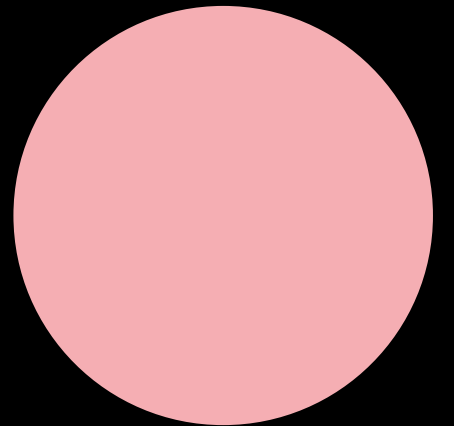
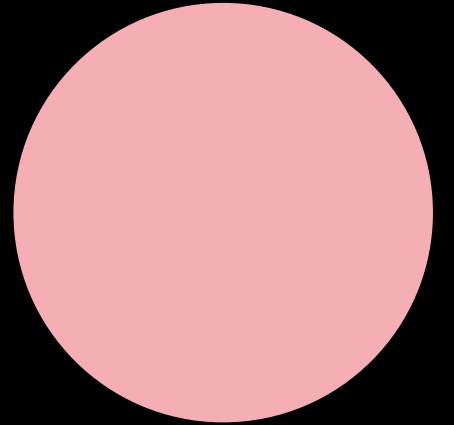
# Those not well supported - over time



From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

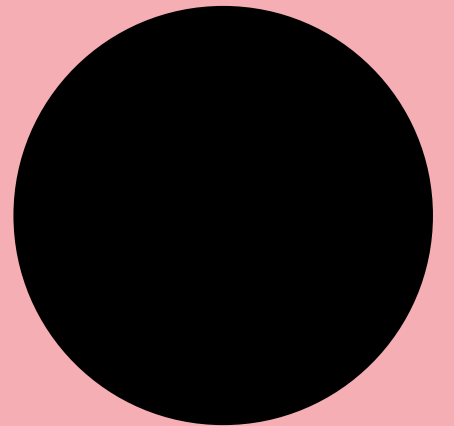
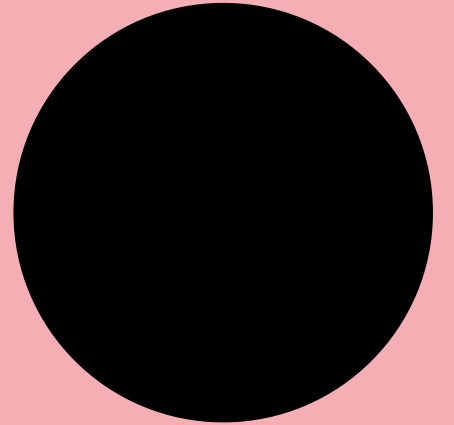
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# Appendix

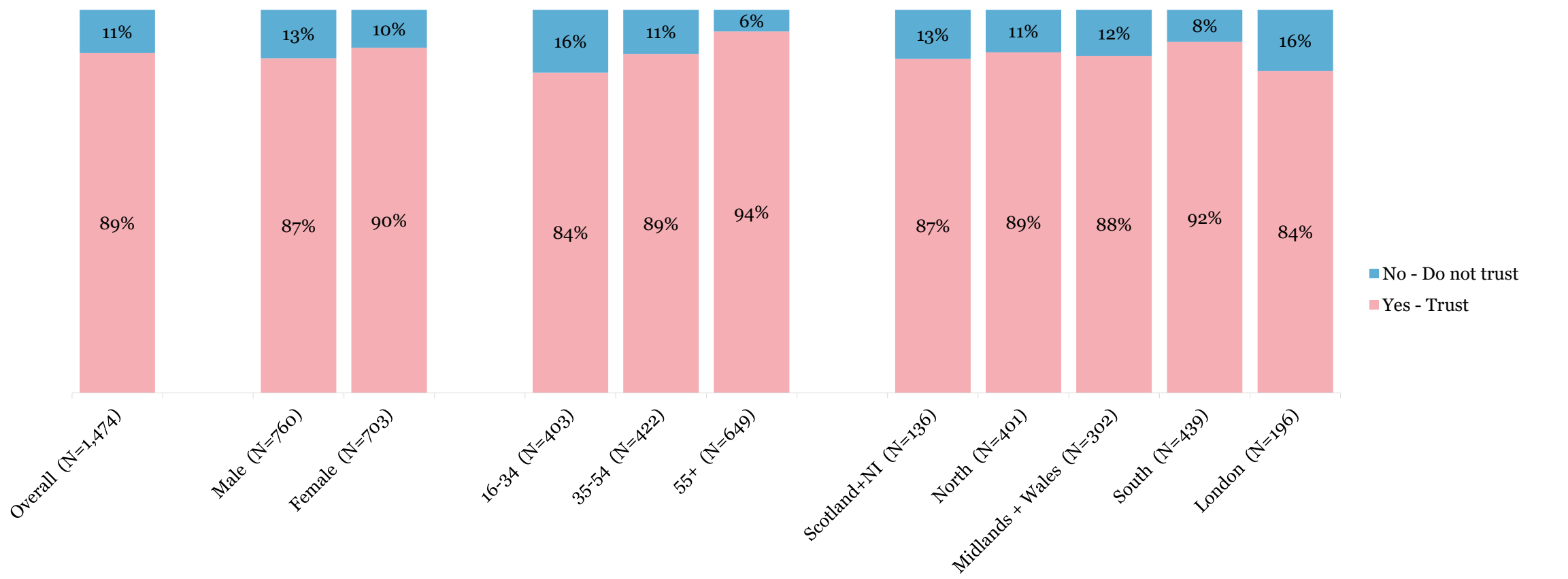




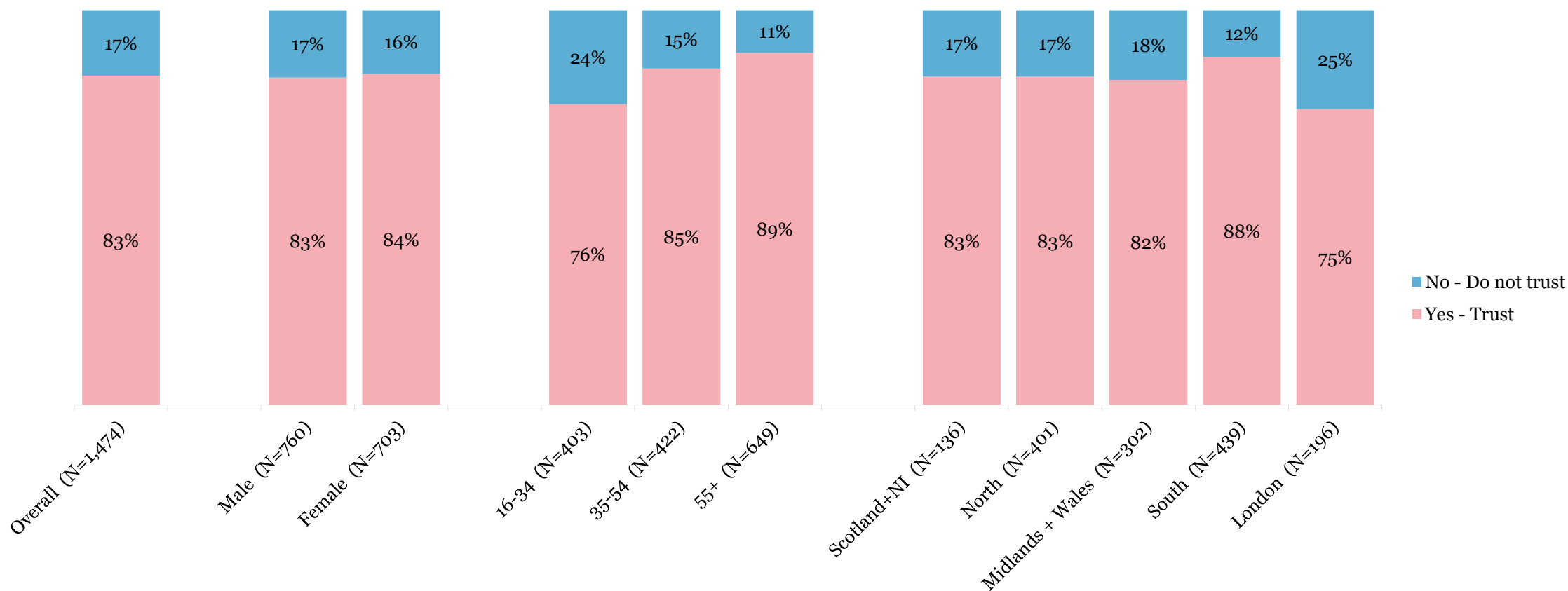
# **Information source trust by audience (Tuesday 24th March)**



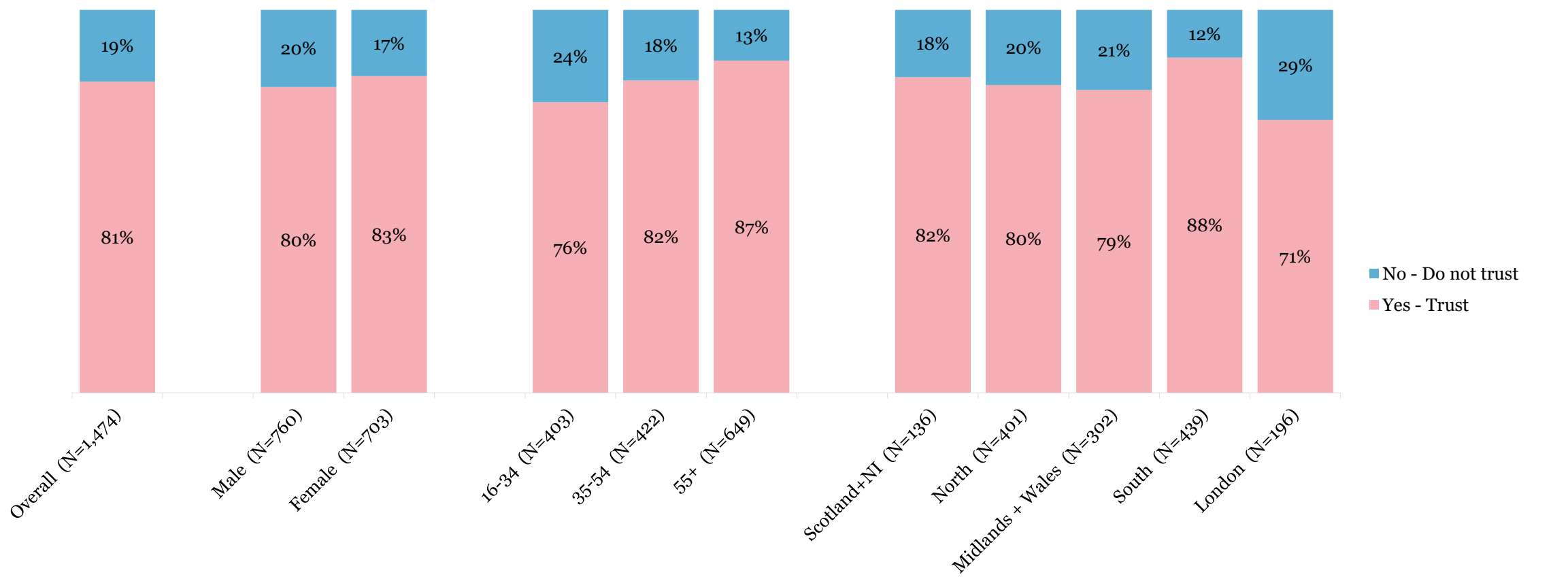
# Profile: Trust - Doctors



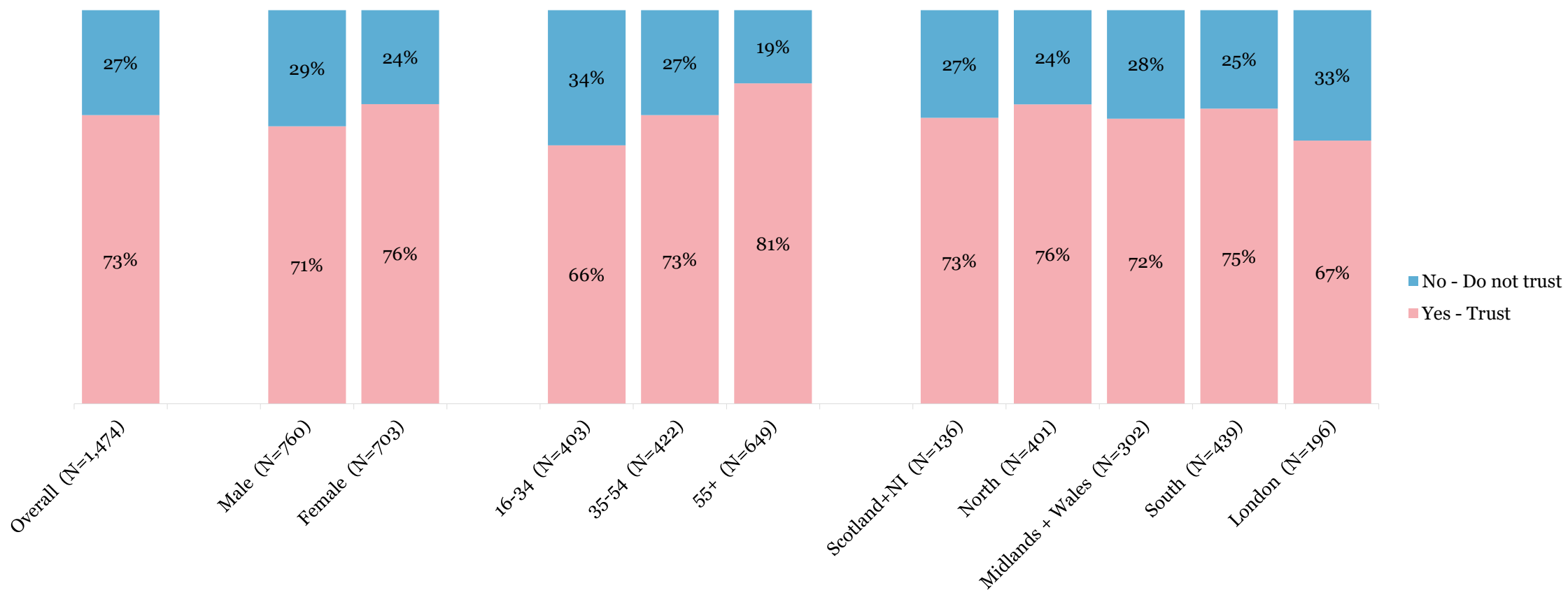
# Profile: Trust - Scientific experts



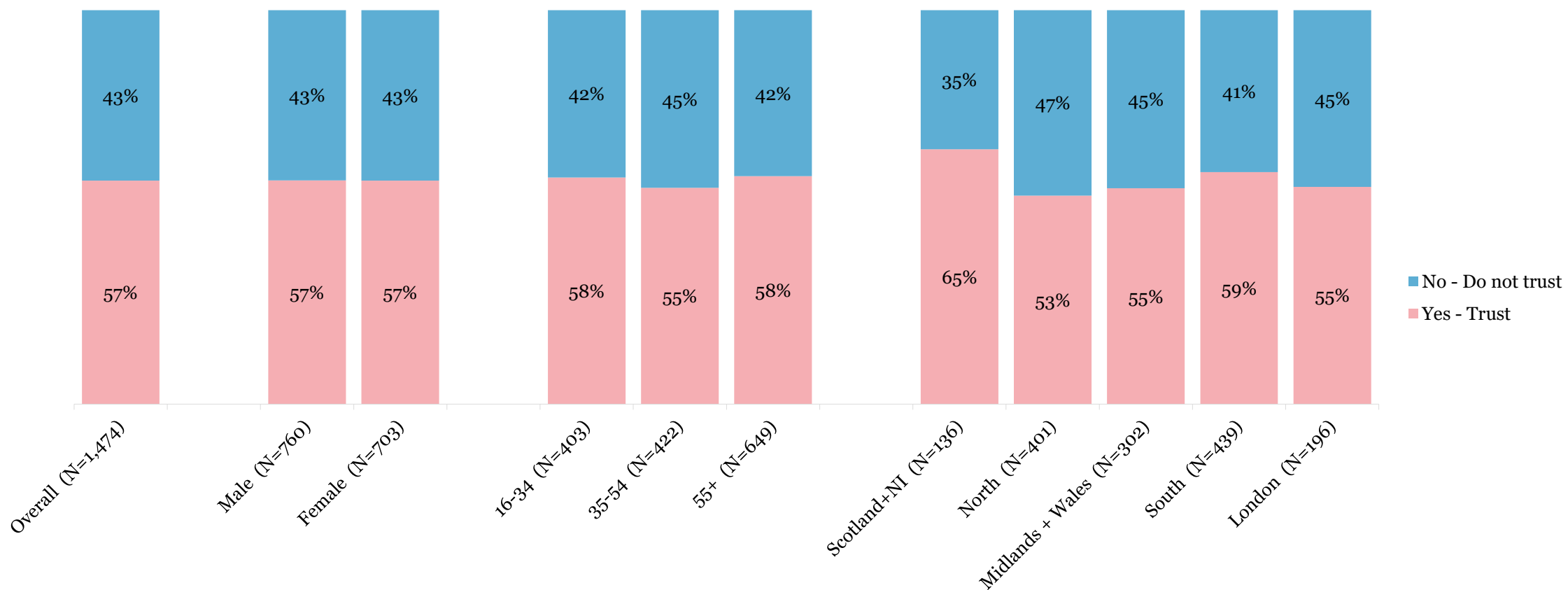
# Profile: Trust - Official government advice



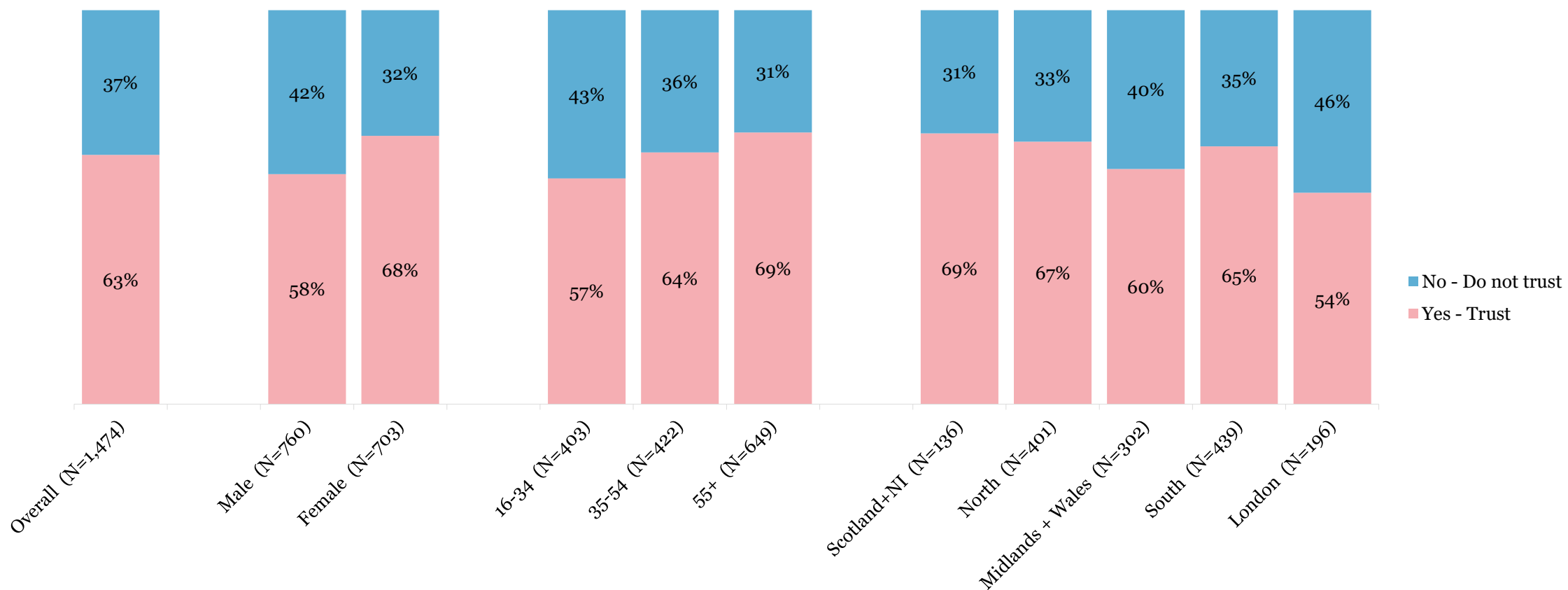
# Profile: Trust - National news channels (E.g. BBC)



# Profile: Trust - Research companies

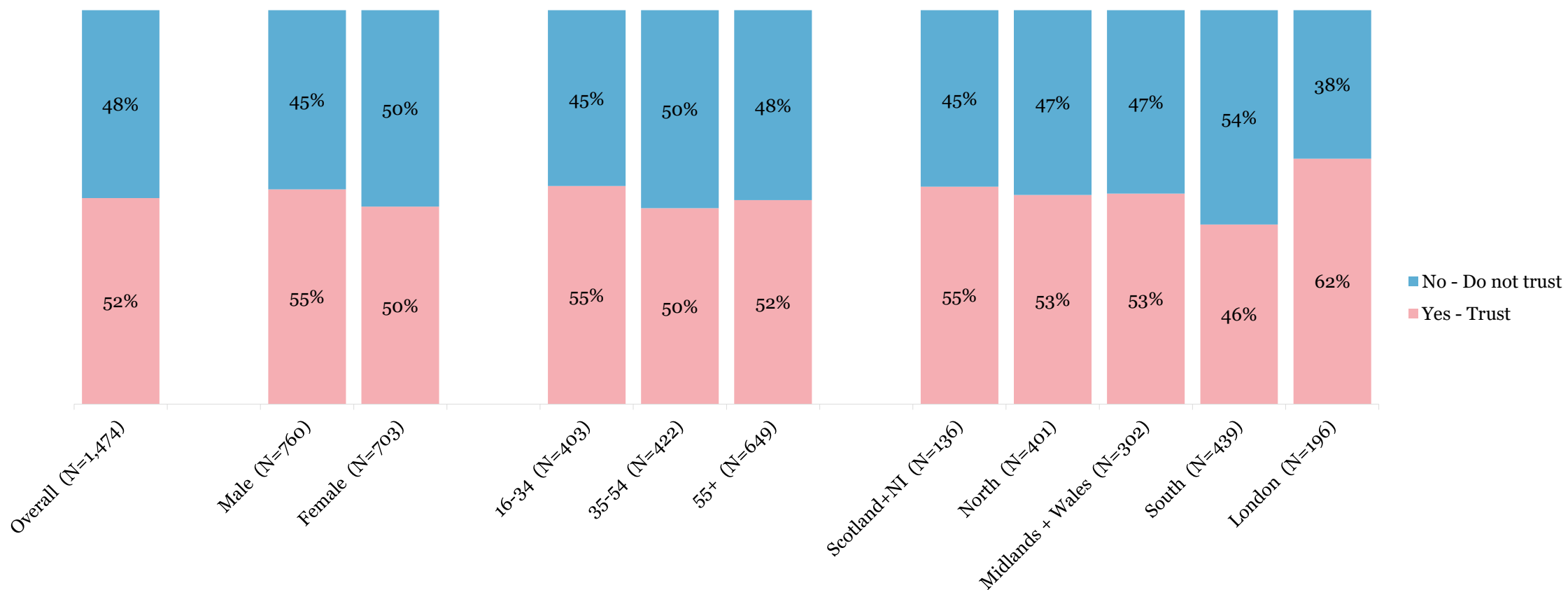


# Profile: Trust - Local news channels, stations and websites



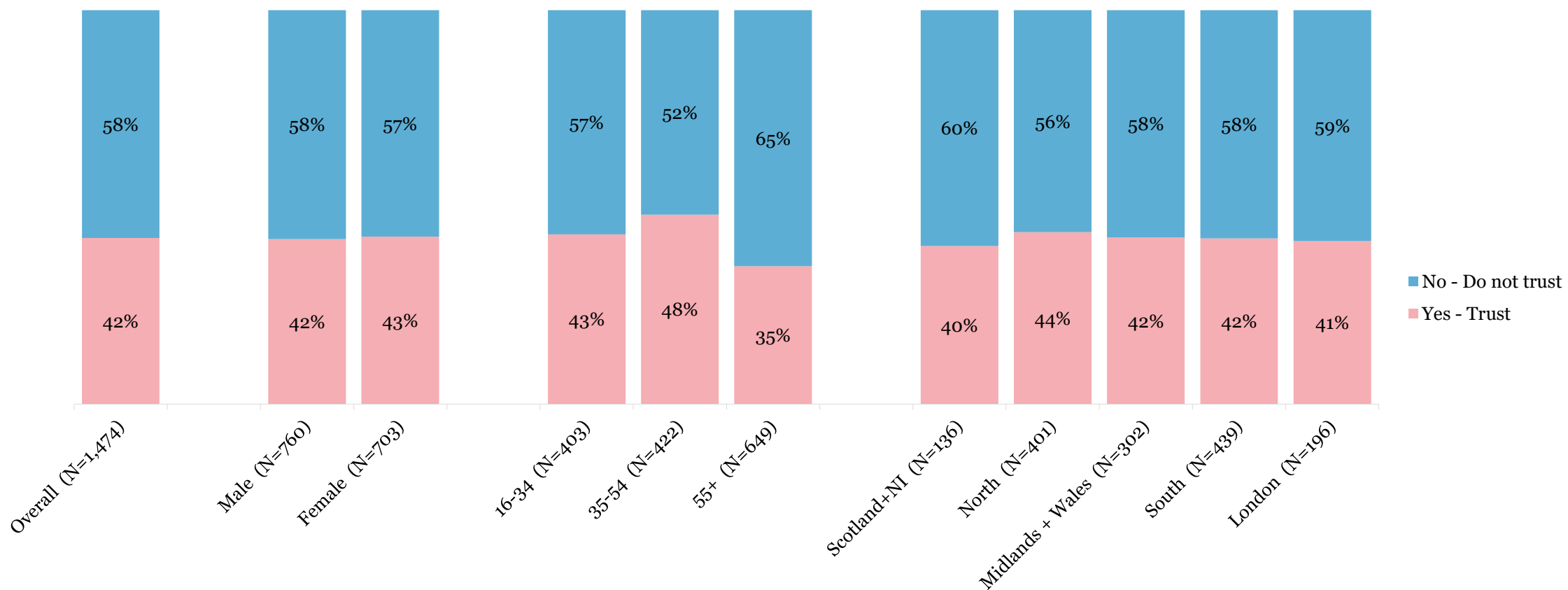
National news channels (E.g. BBC)

# Profile: Trust - Friends and family

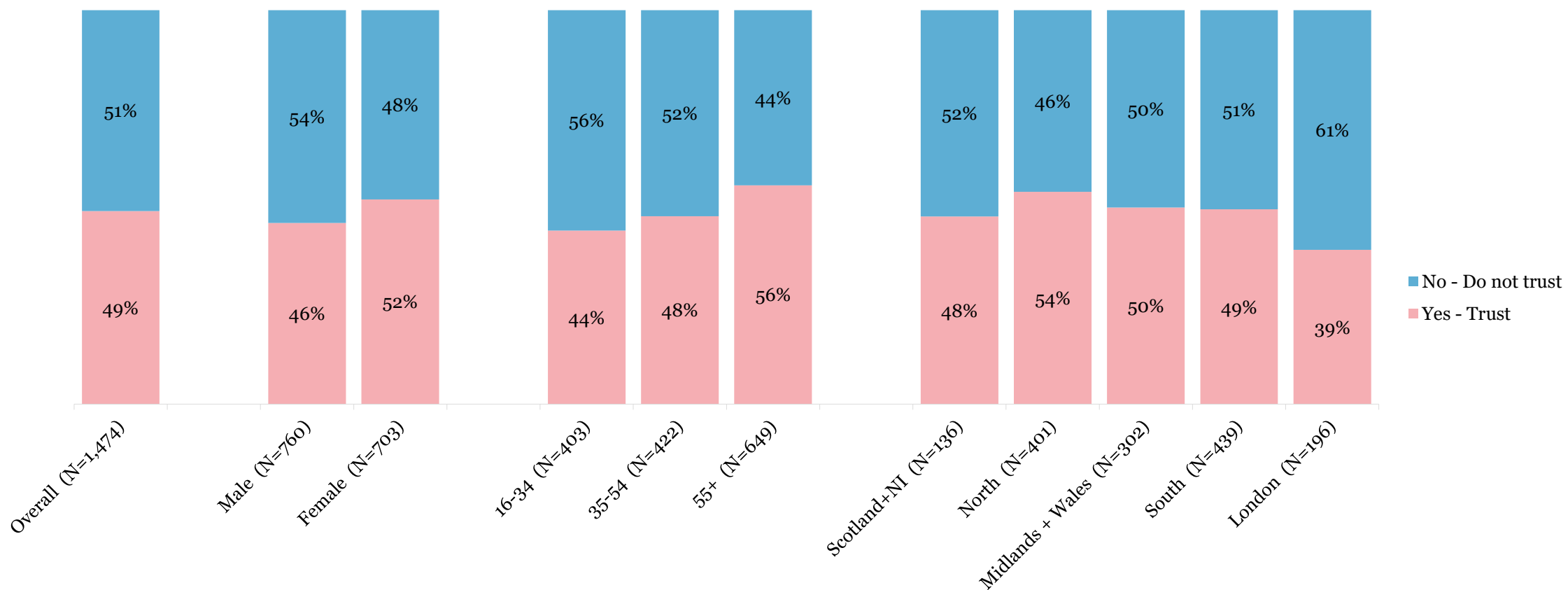




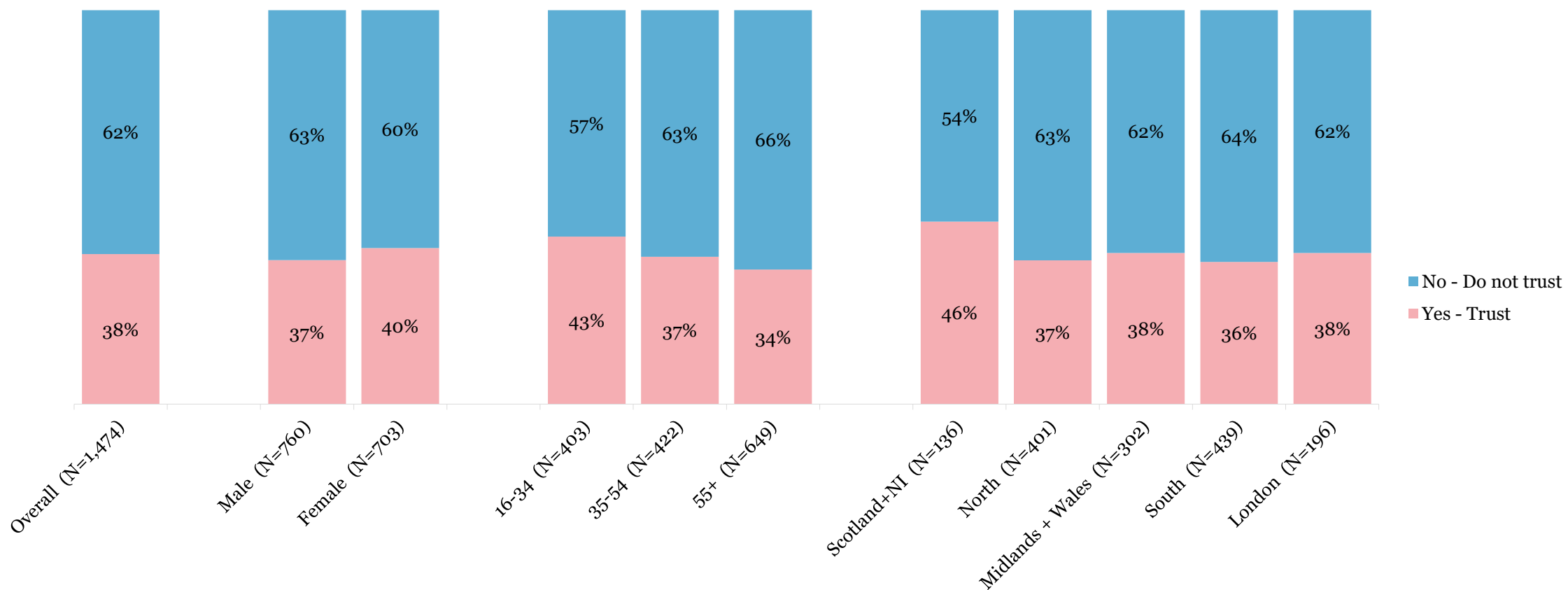
# Profile: Trust - Your employer



# Profile: Trust - Politicians

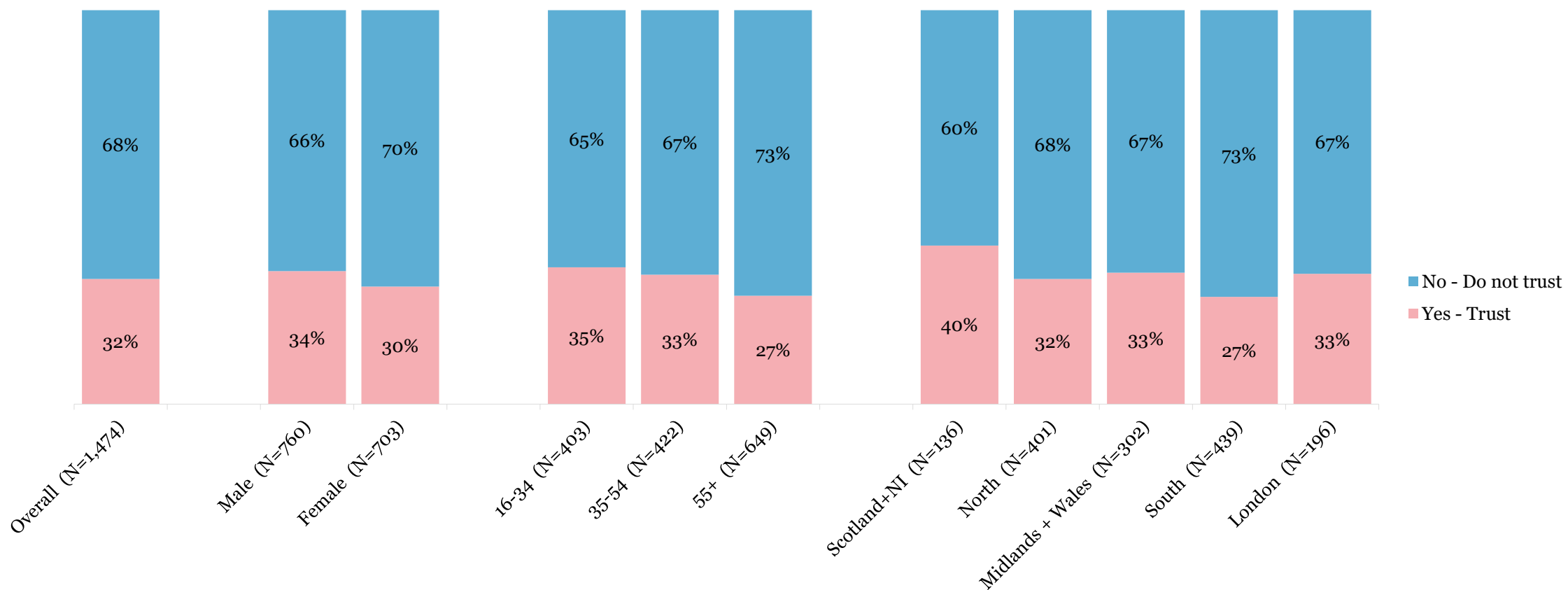


# Profile: Trust - Newsgroups and community websites

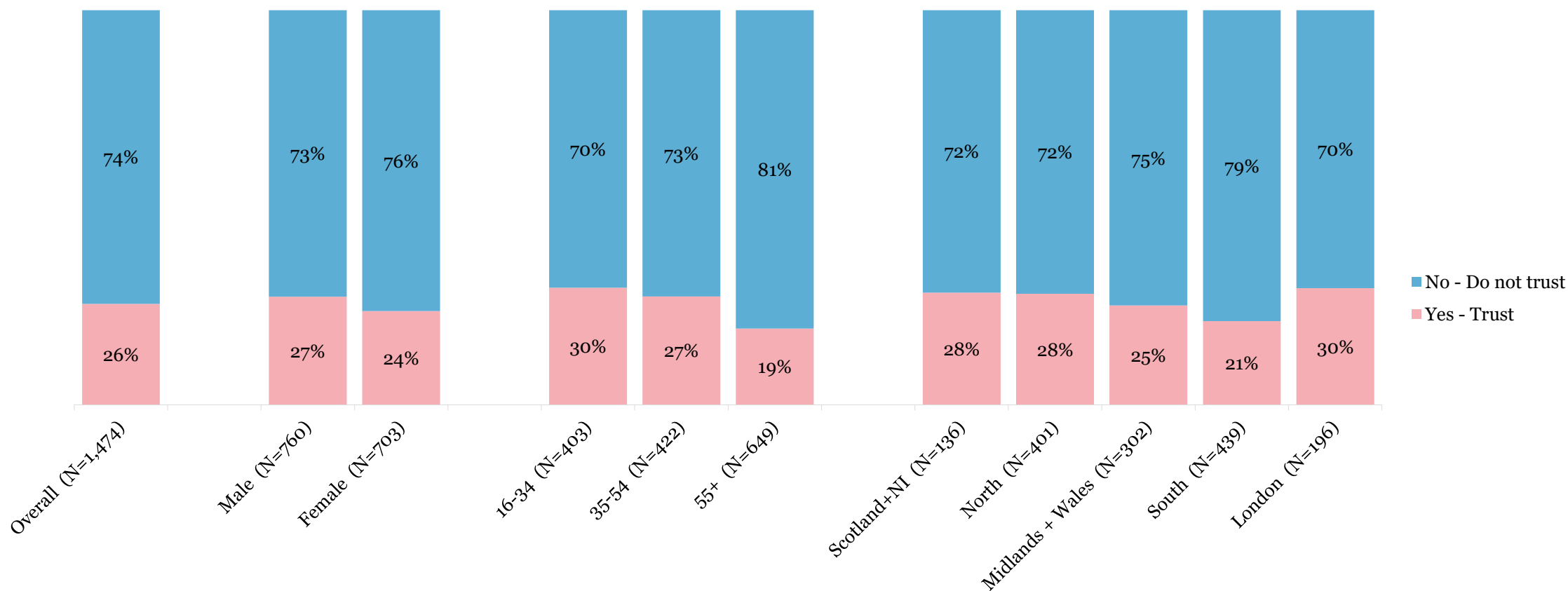


National news channels (E.g. BBC)

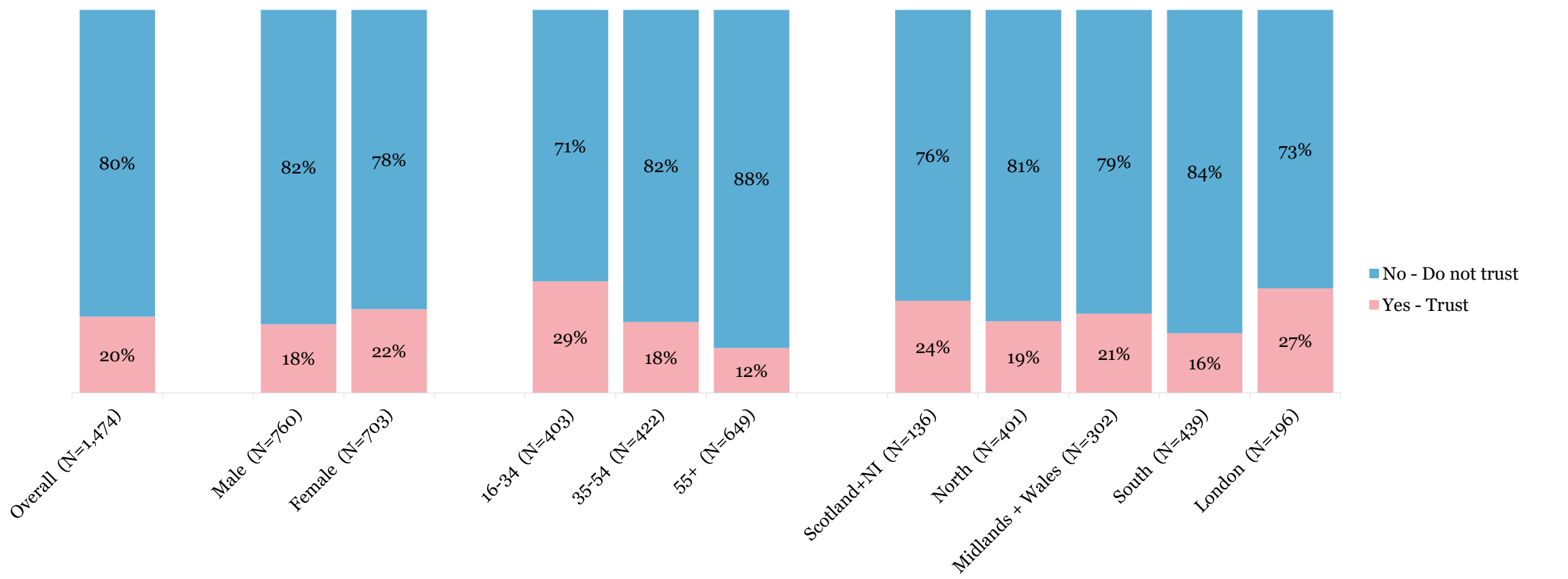
# Profile: Trust - Colleagues



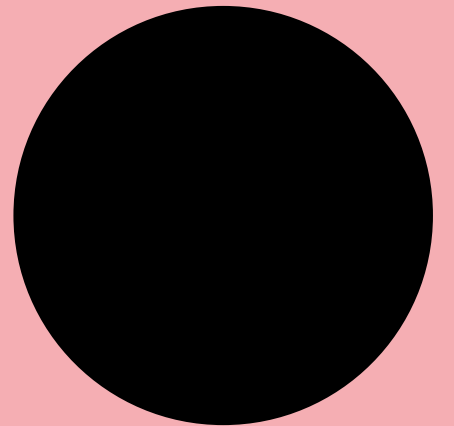
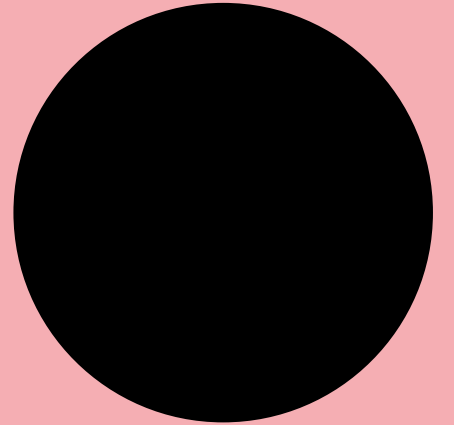
# Profile: Trust - Brands and companies



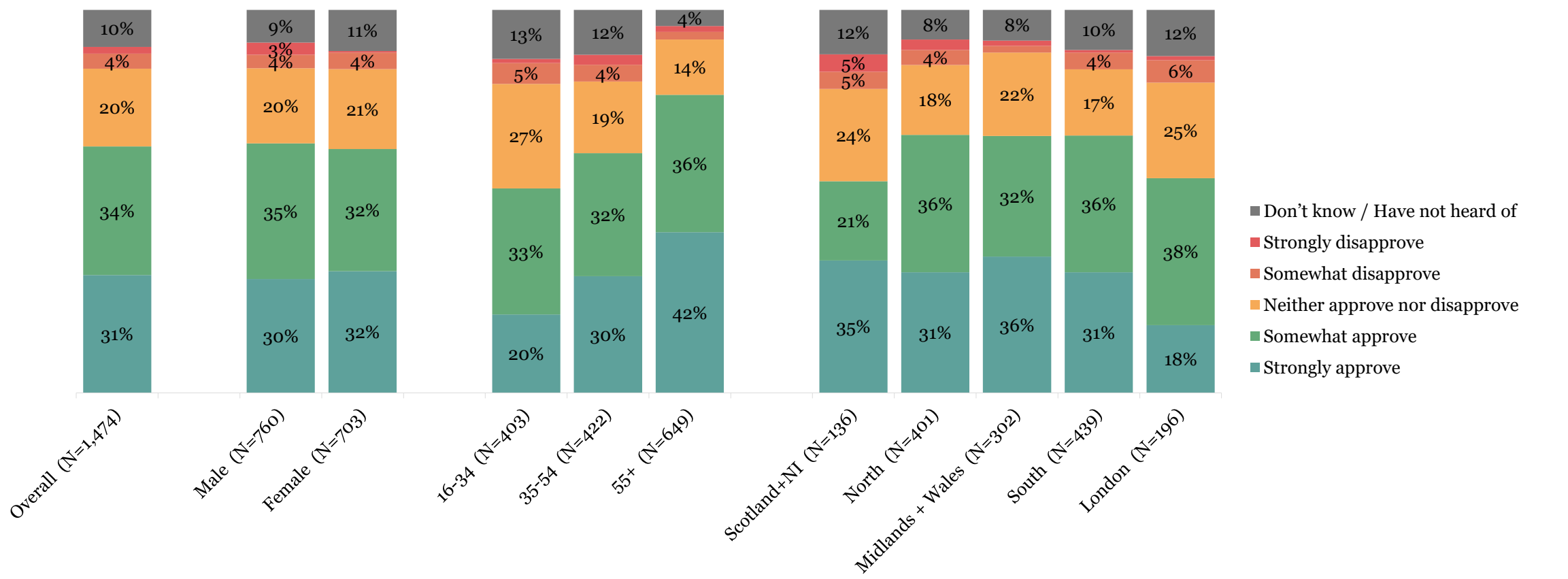
# Profile: Trust - Social media (E.g. Twitter, Facebook)



# **Approval by audience - individuals (Tuesday 24th March)**



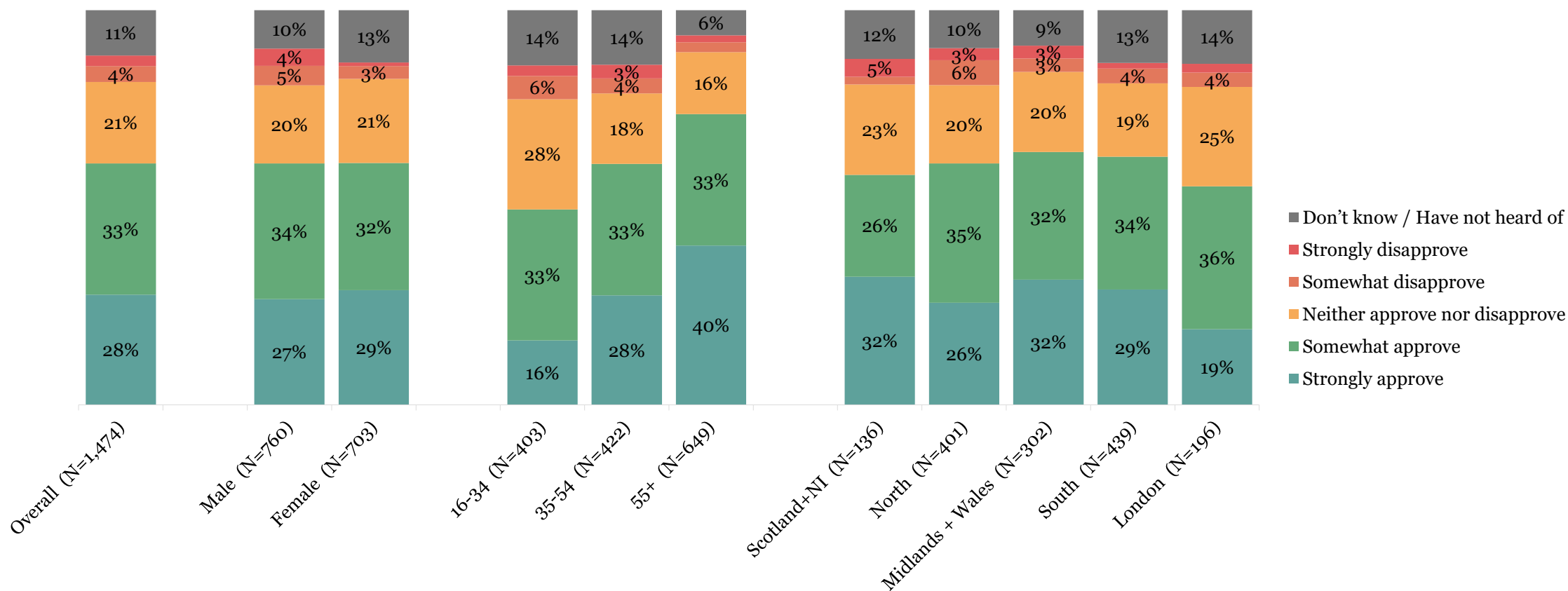
# Profile: Approval - Chief Medical Officer, Chris Whitty



From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

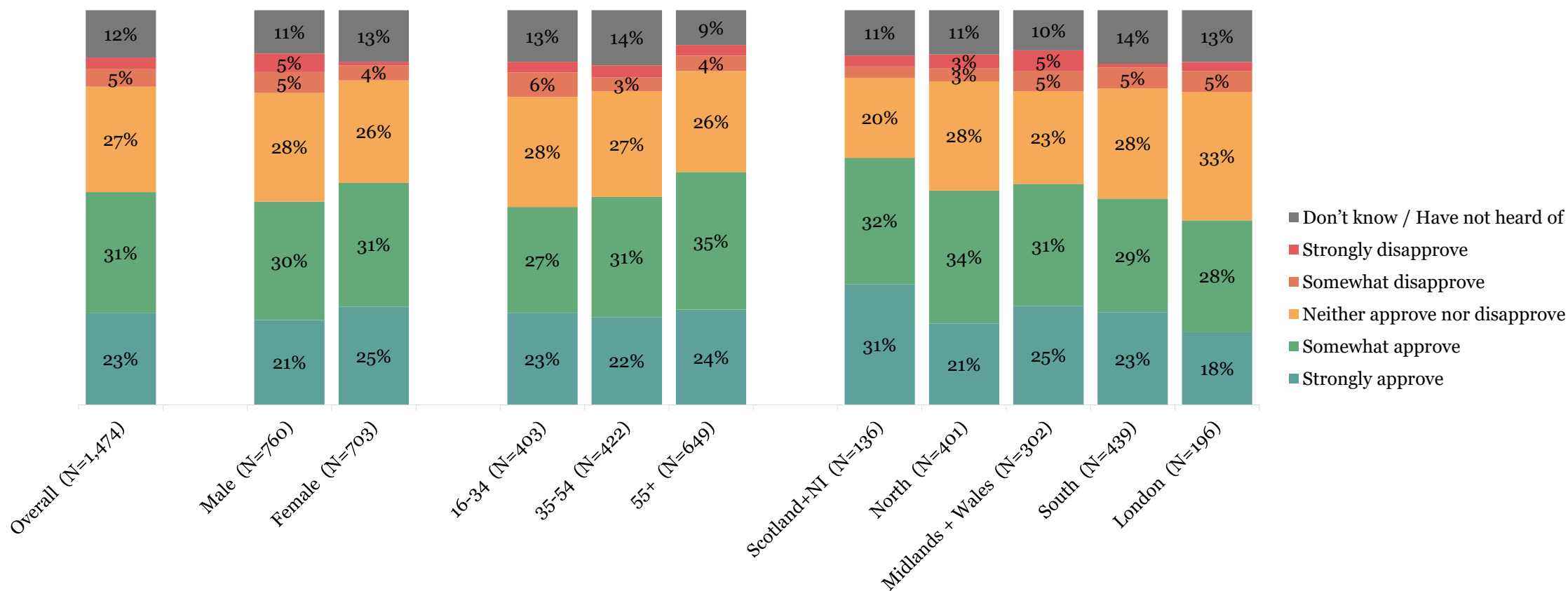


# Profile: Approval - Chief Scientific Adviser, Sir Patrick Vallance



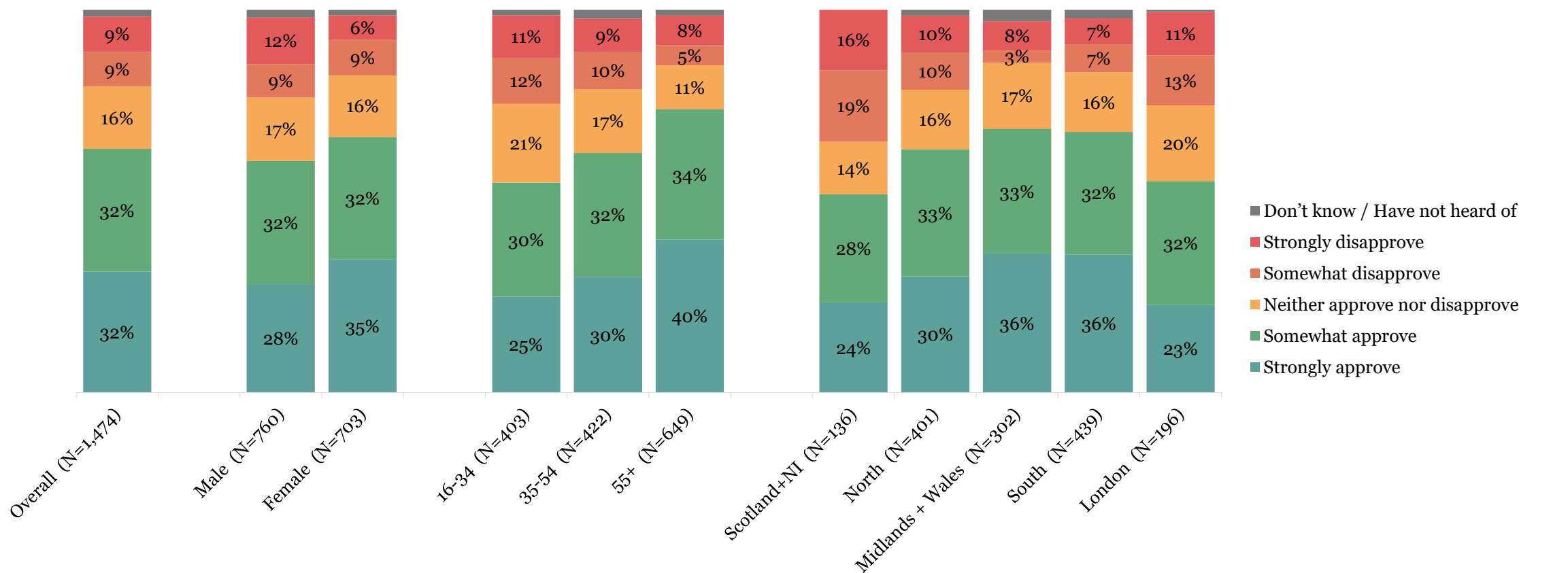
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - World Health Organisation Director General



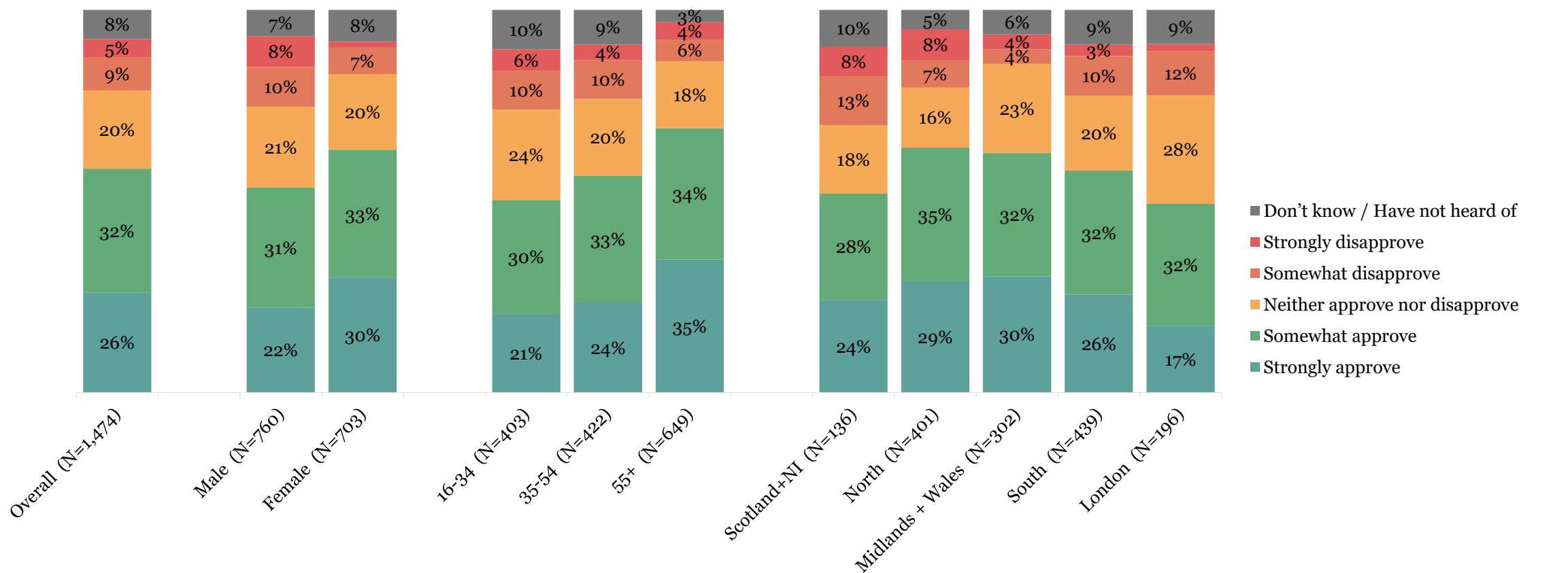
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - Prime Minister, Boris Johnson



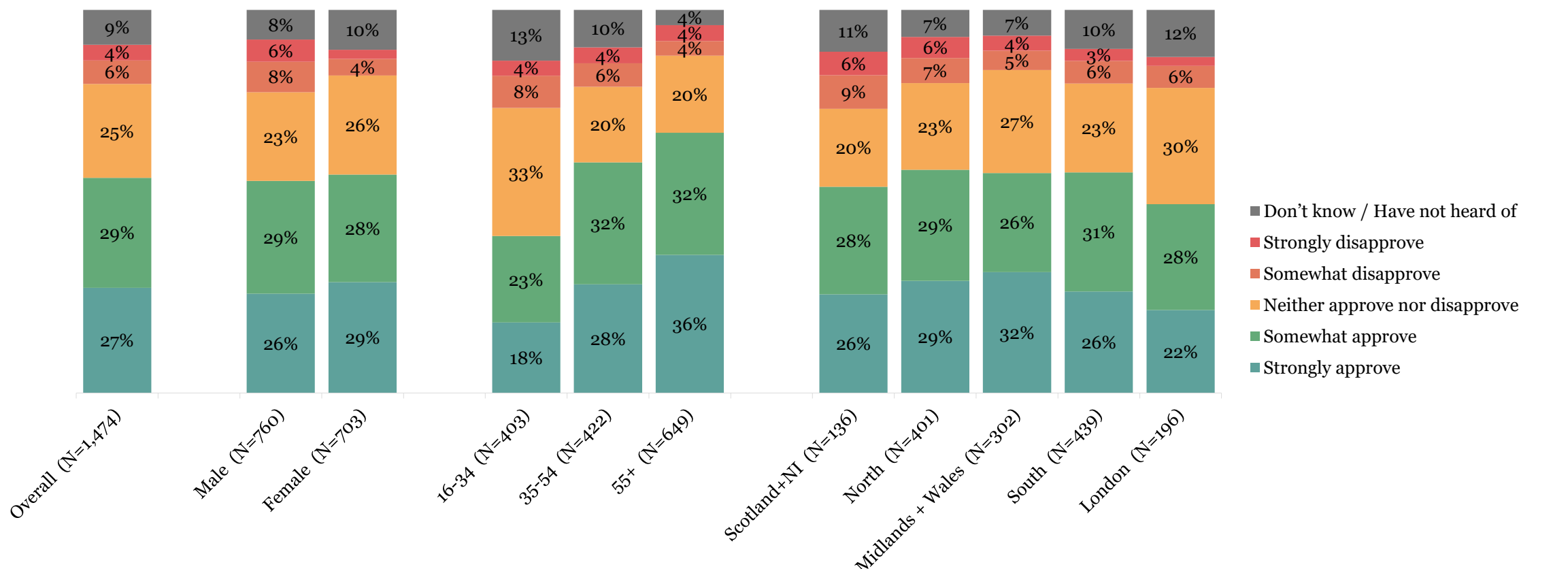
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - Health Secretary, Matt Hancock



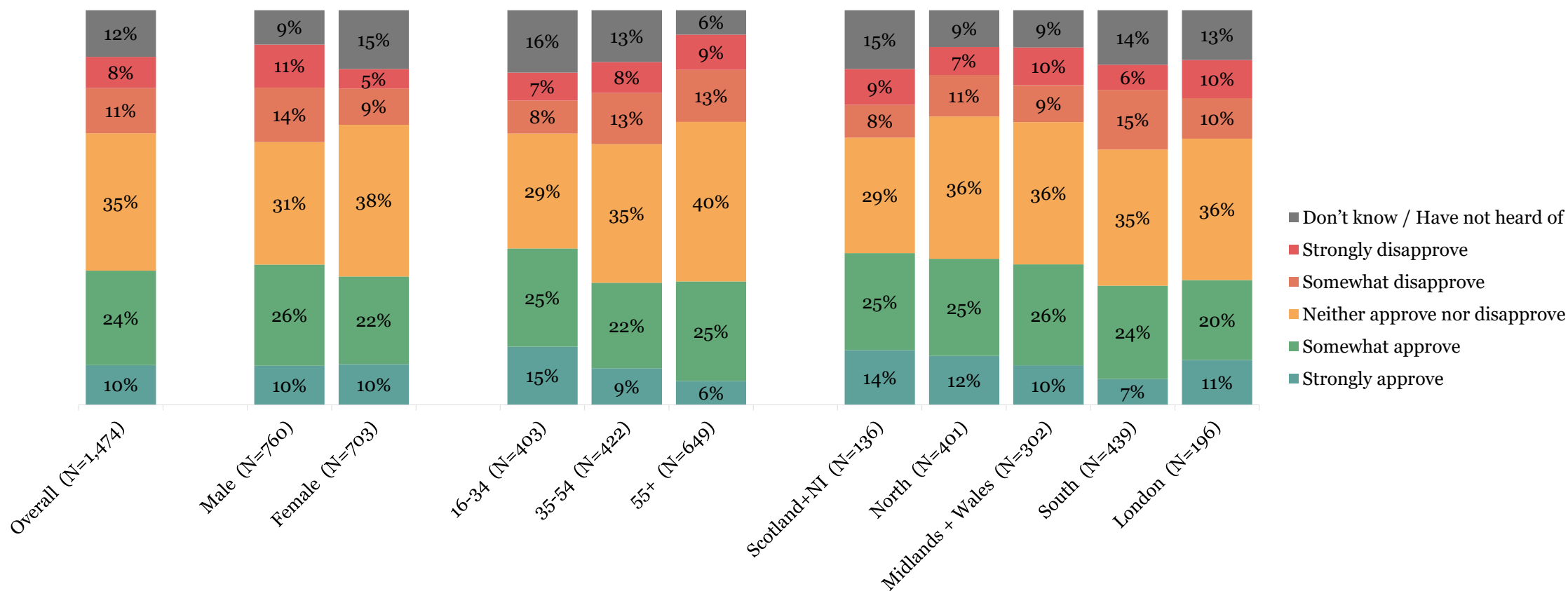
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - Chancellor of the Exchequer, Rishi Sunak



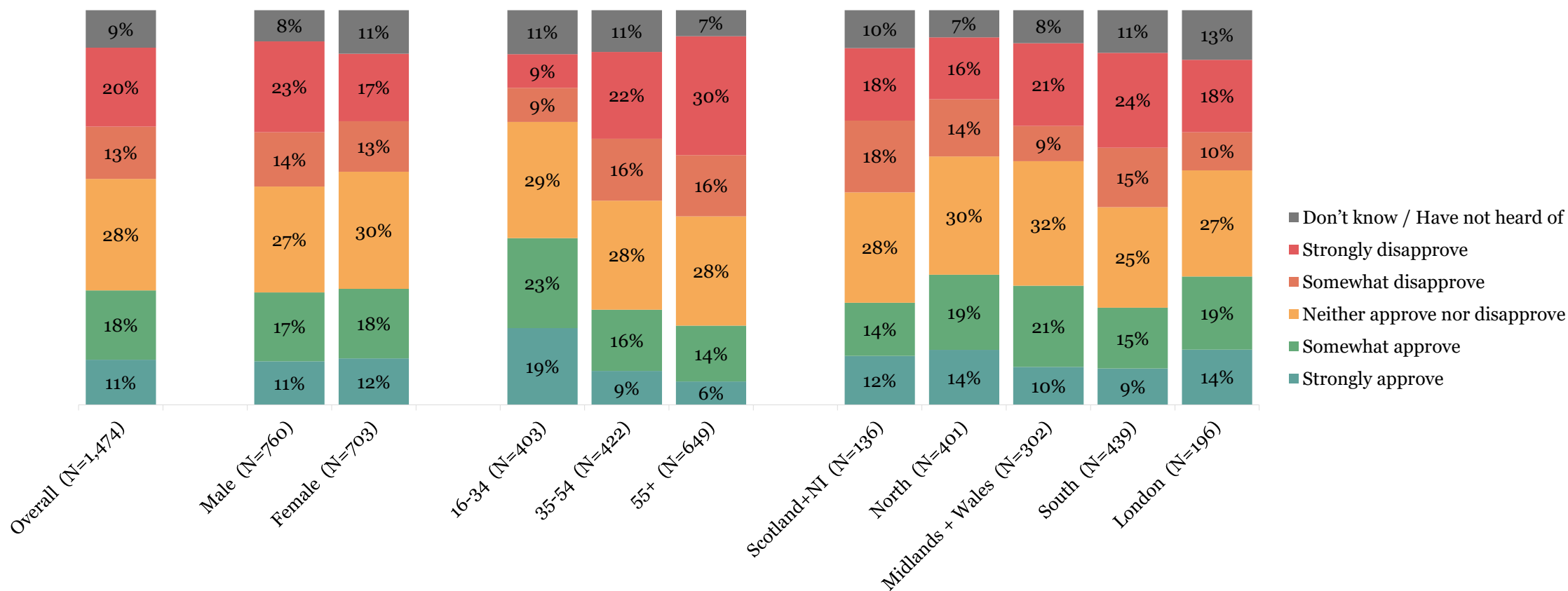
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - French President, Emmanuel Macron



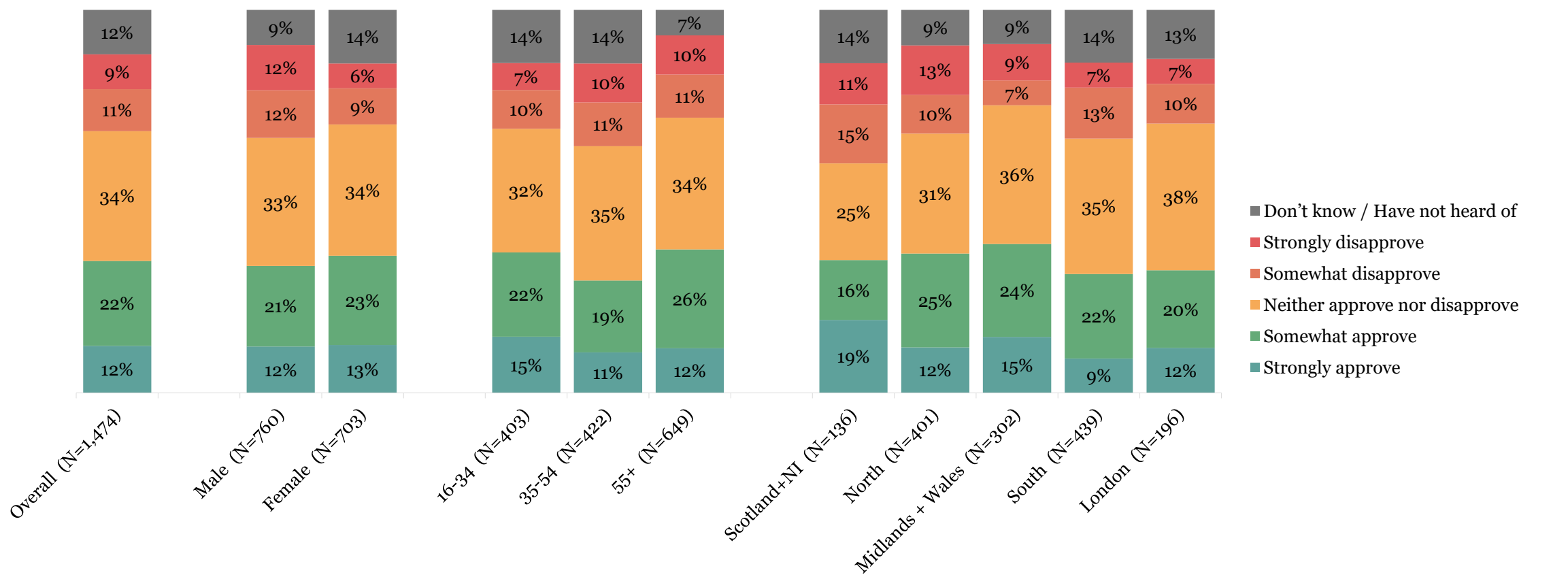
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - Leader of the Opposition, Jeremy Corbyn



From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

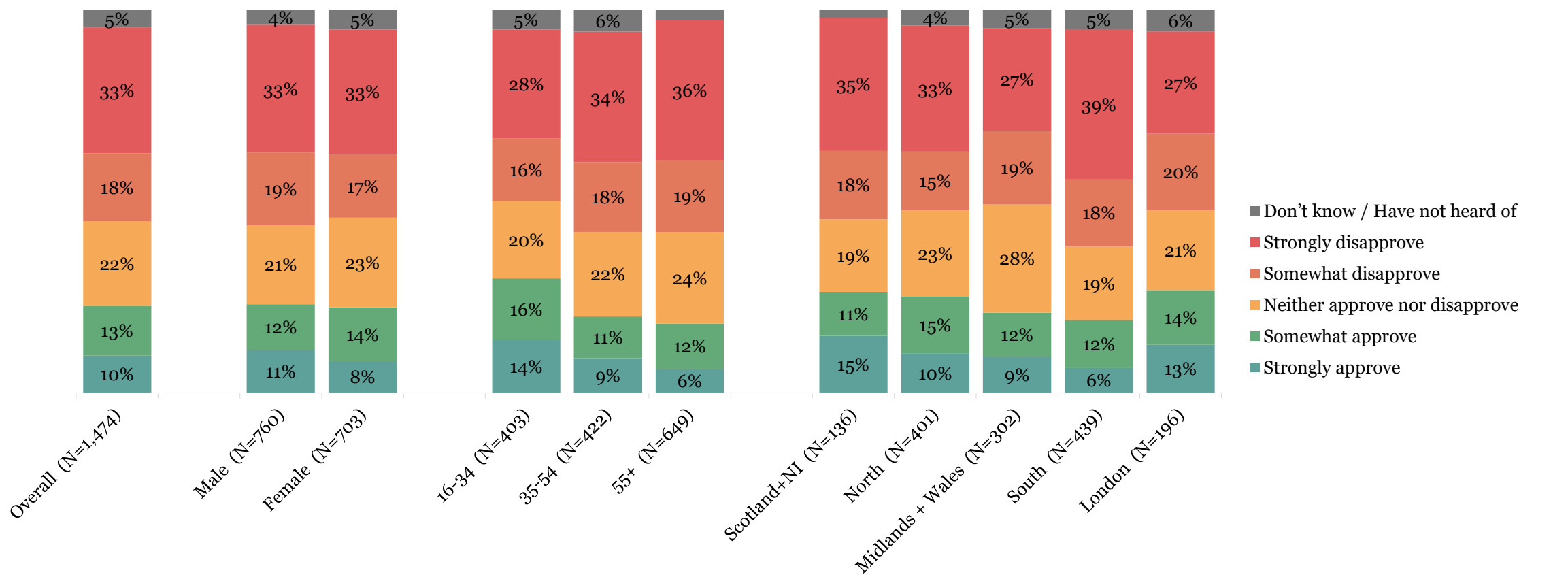
# Profile: Approval - Cabinet Office Minister, Michael Gove



From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

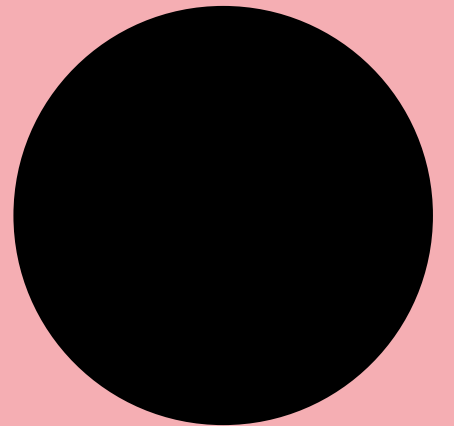
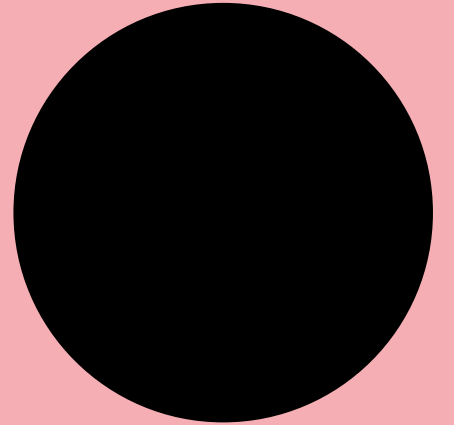


# Profile: Approval - US President, Donald Trump

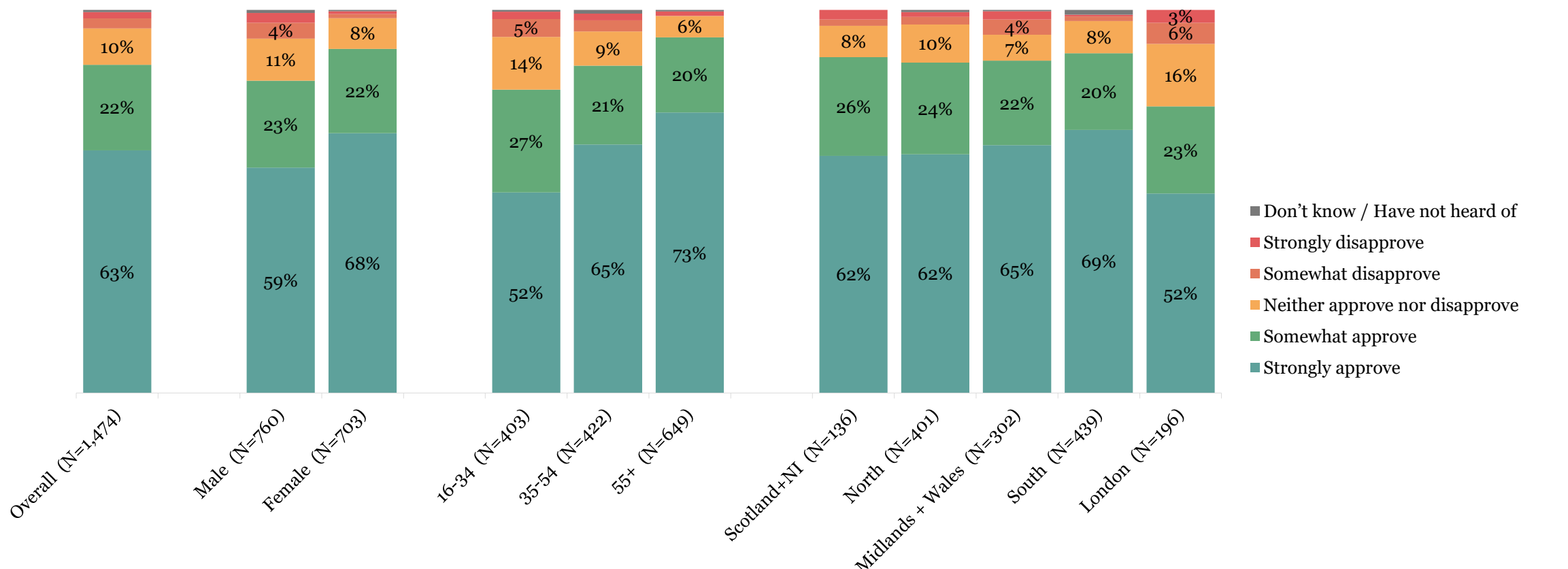


From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Approval by audience - organisations (Tuesday 24th March)

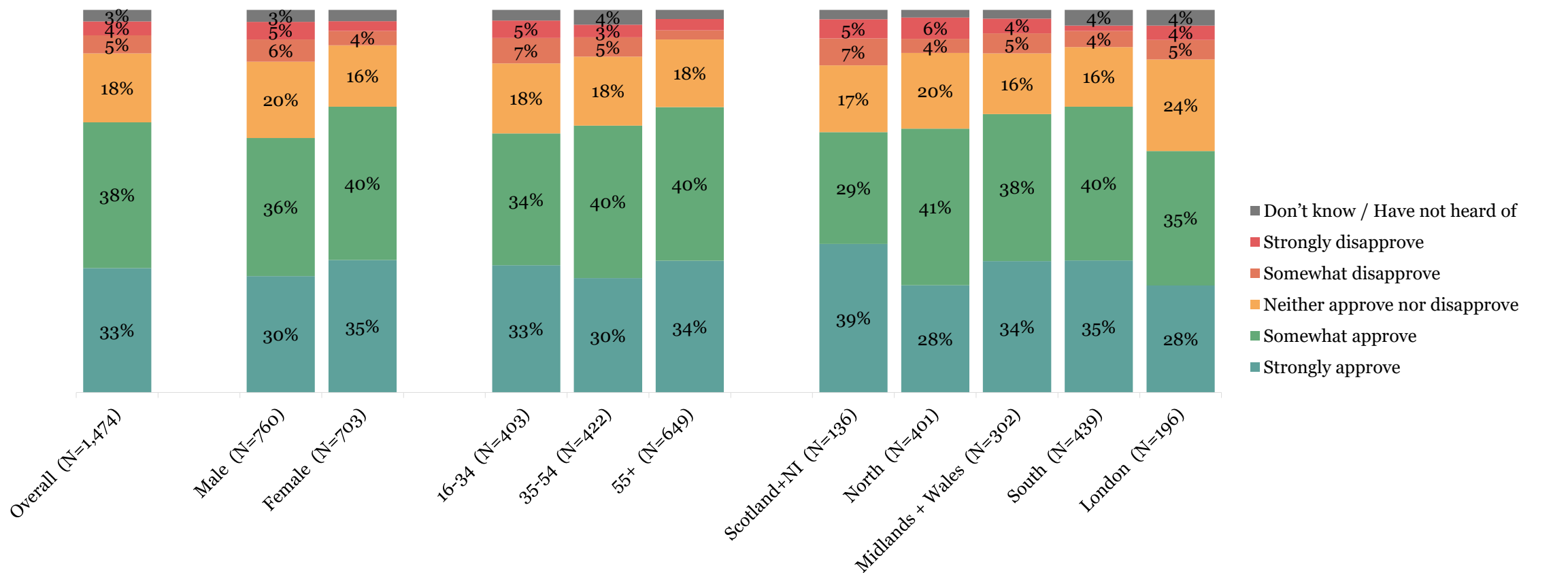


# Profile: Approval - NHS



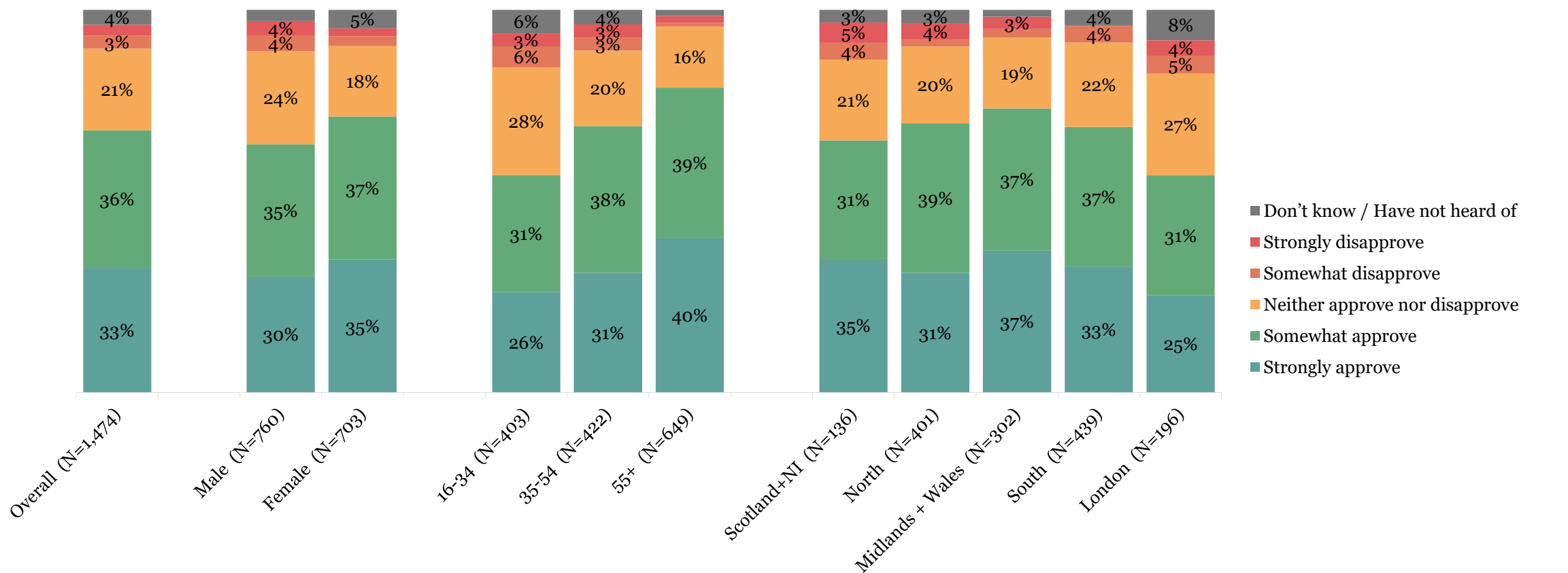
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - World Health Organisation



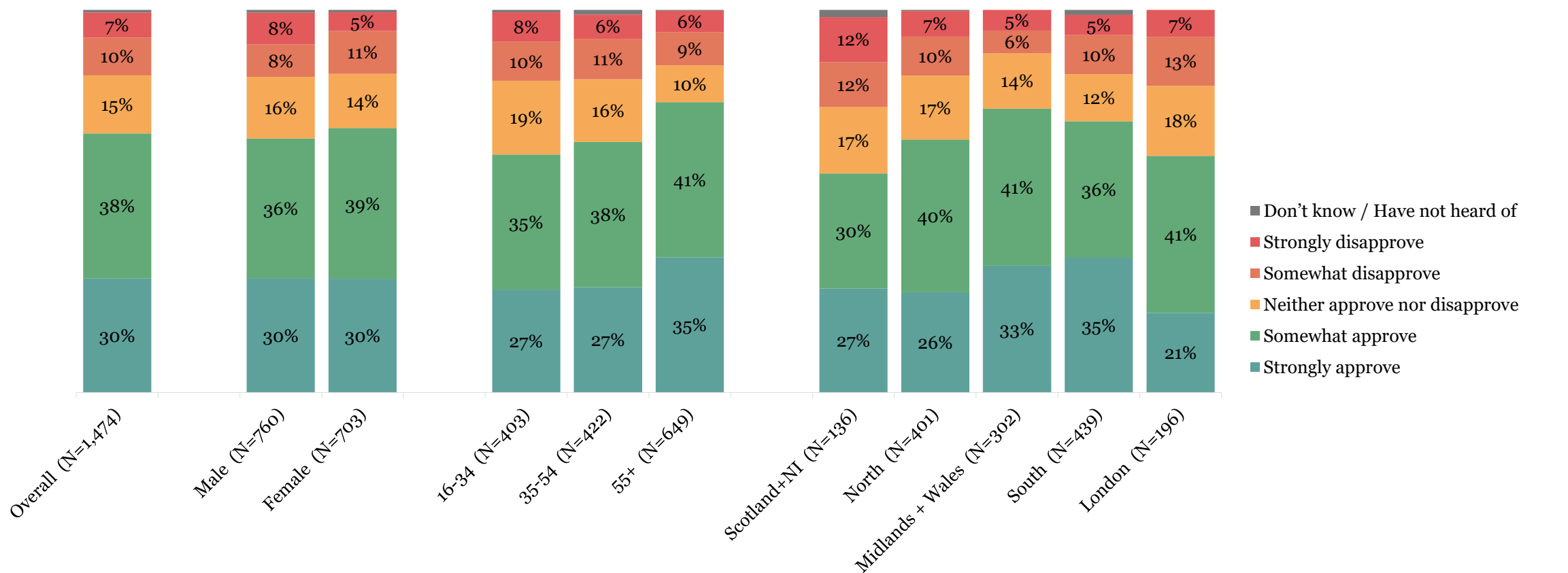
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - Public Health England / Scotland / Wales



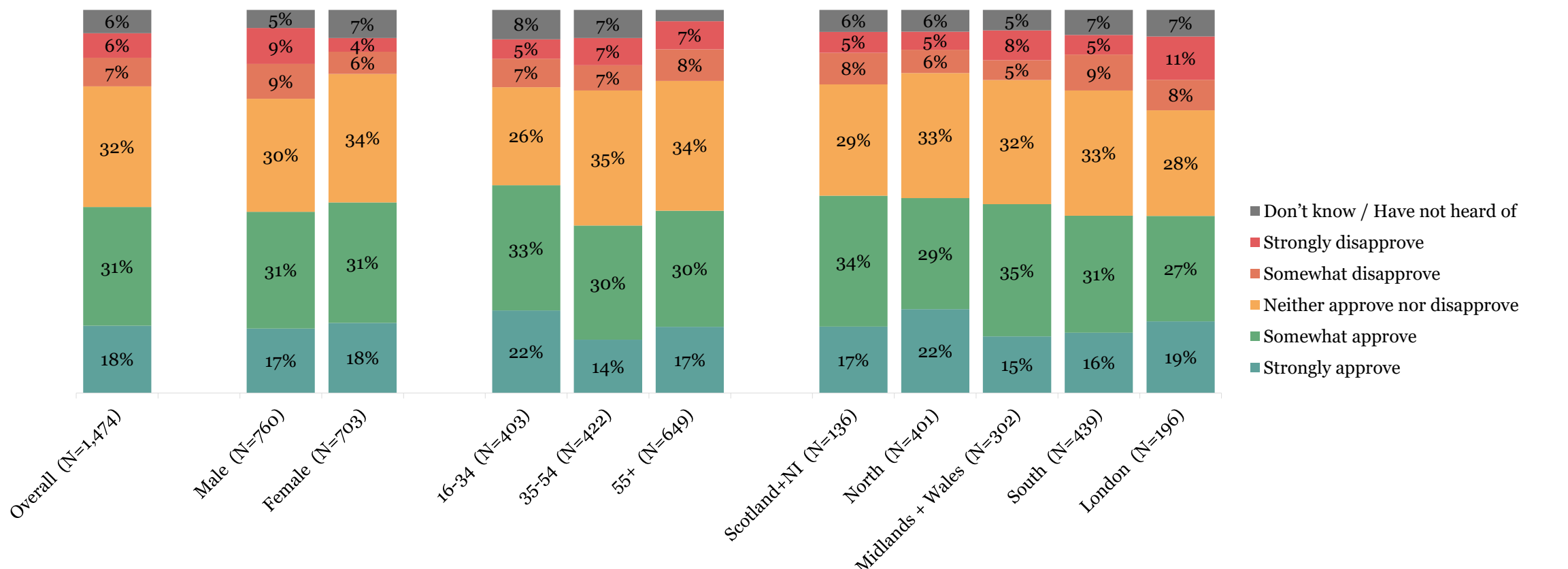
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - UK Government



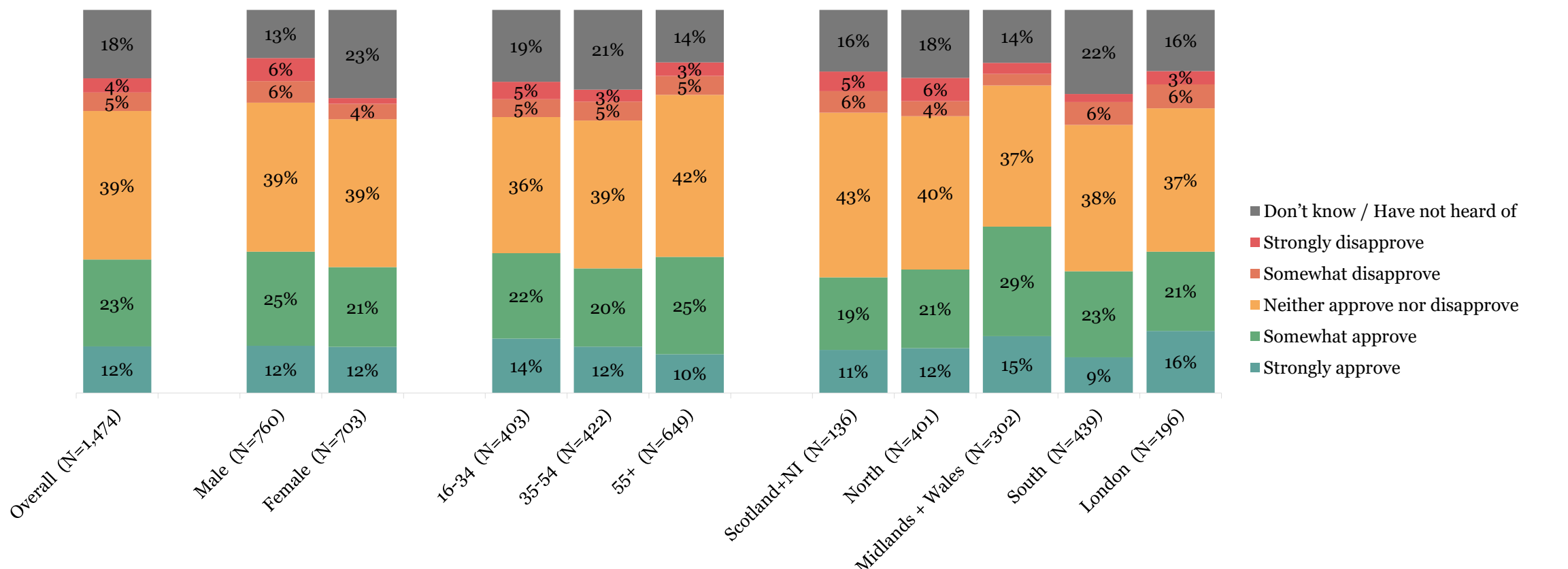
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - European Union



From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

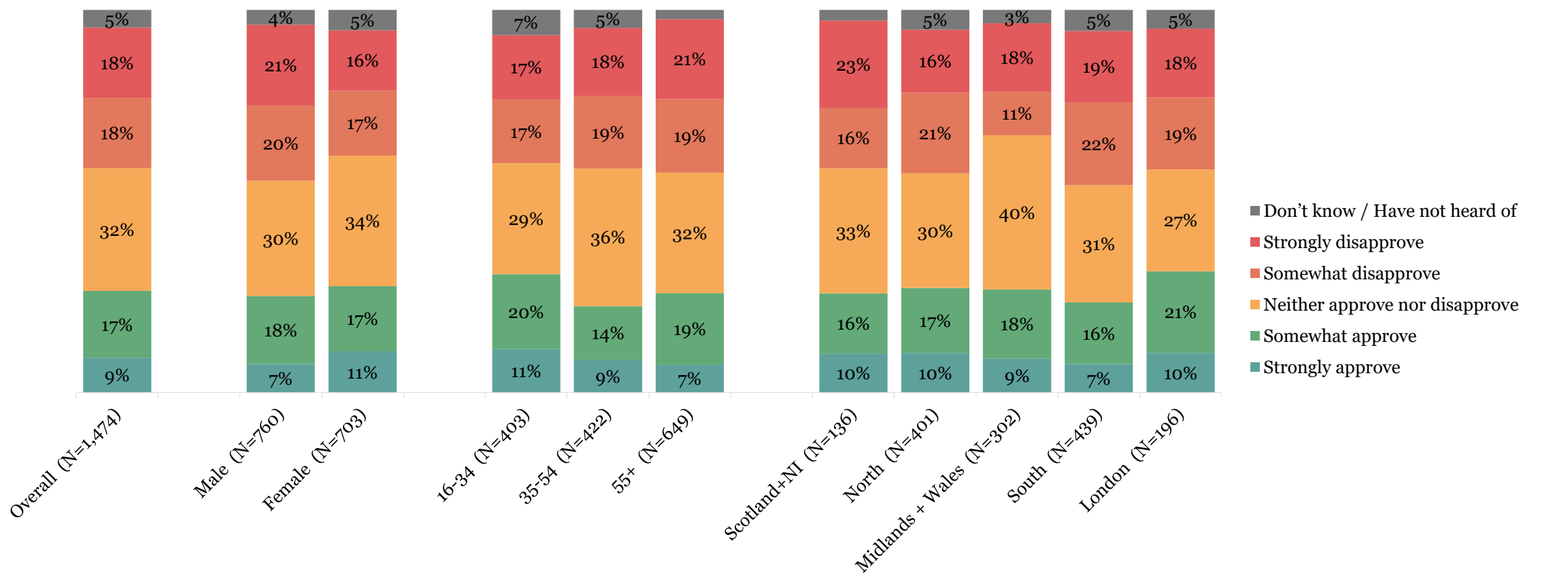
# Profile: Approval - Confederation of British Industry (CBI)



From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

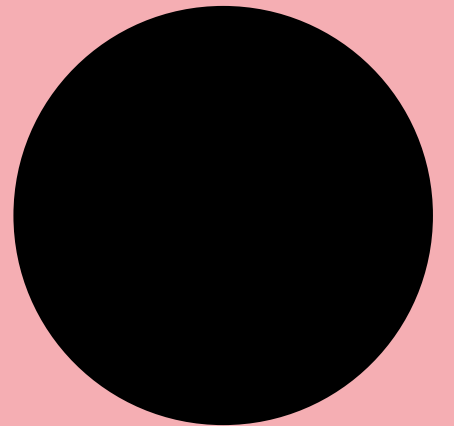
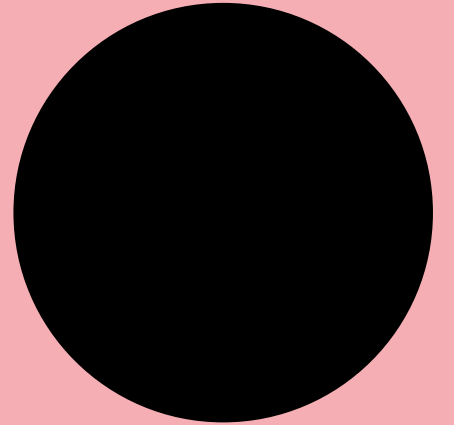


# Profile: Approval - US Government

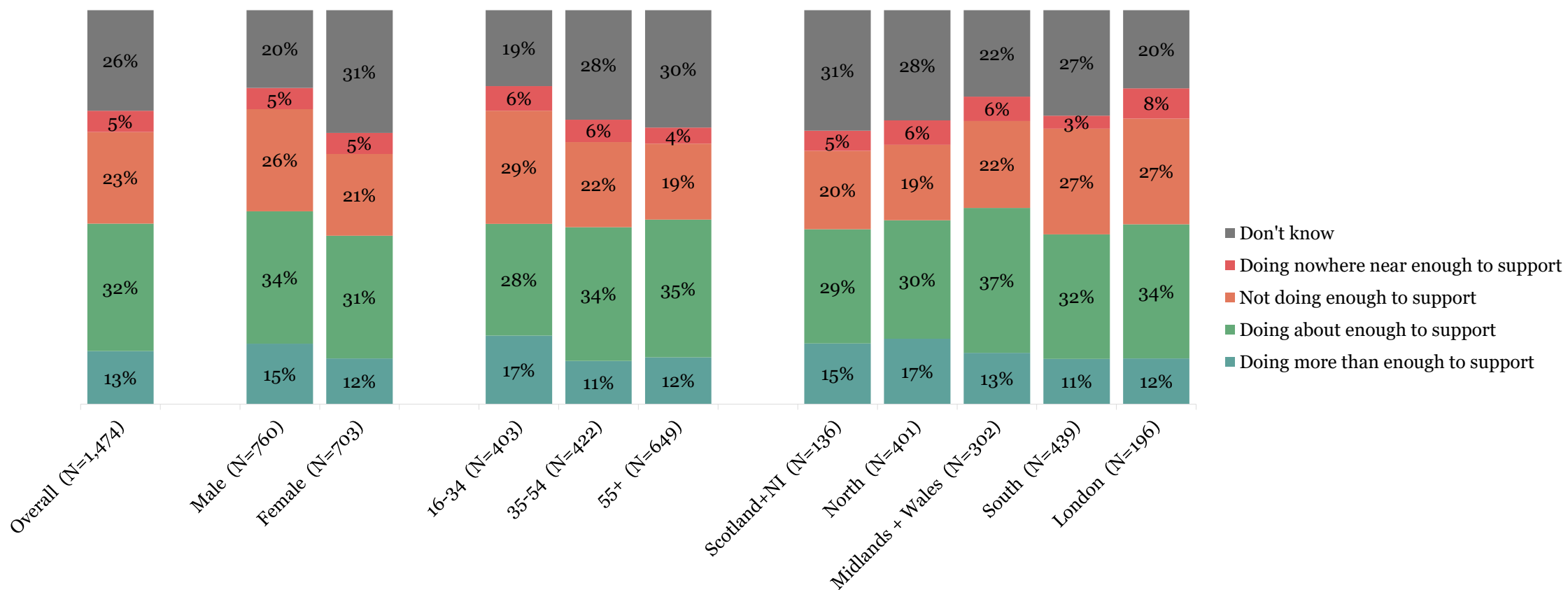


From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Support level by audience (Tuesday 24th March)

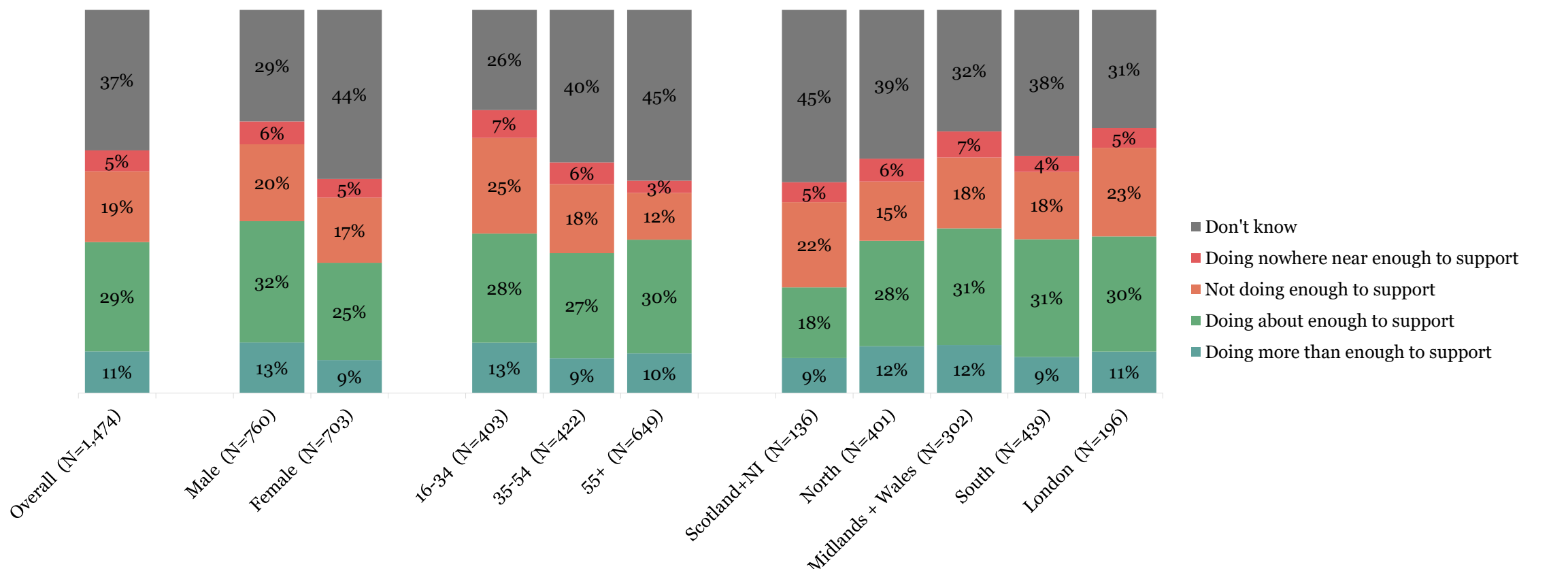


# Profile: Airlines



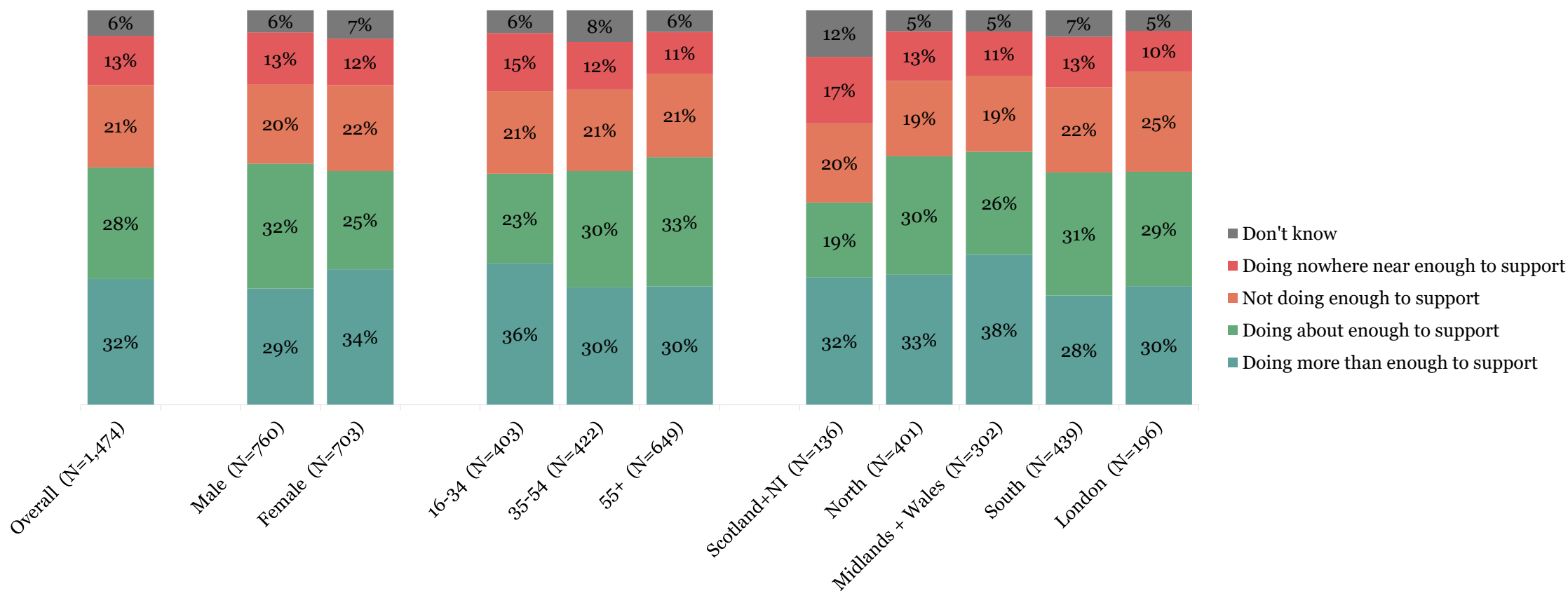
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Insurance companies



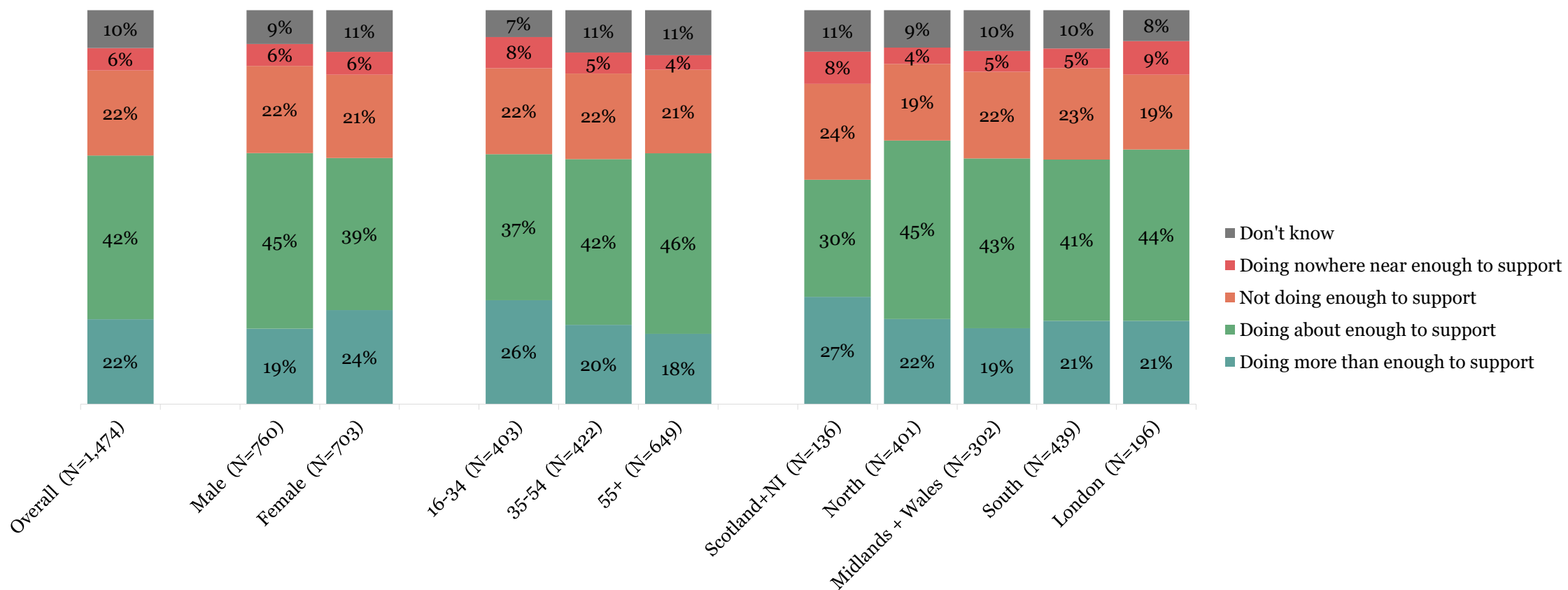
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: NHS



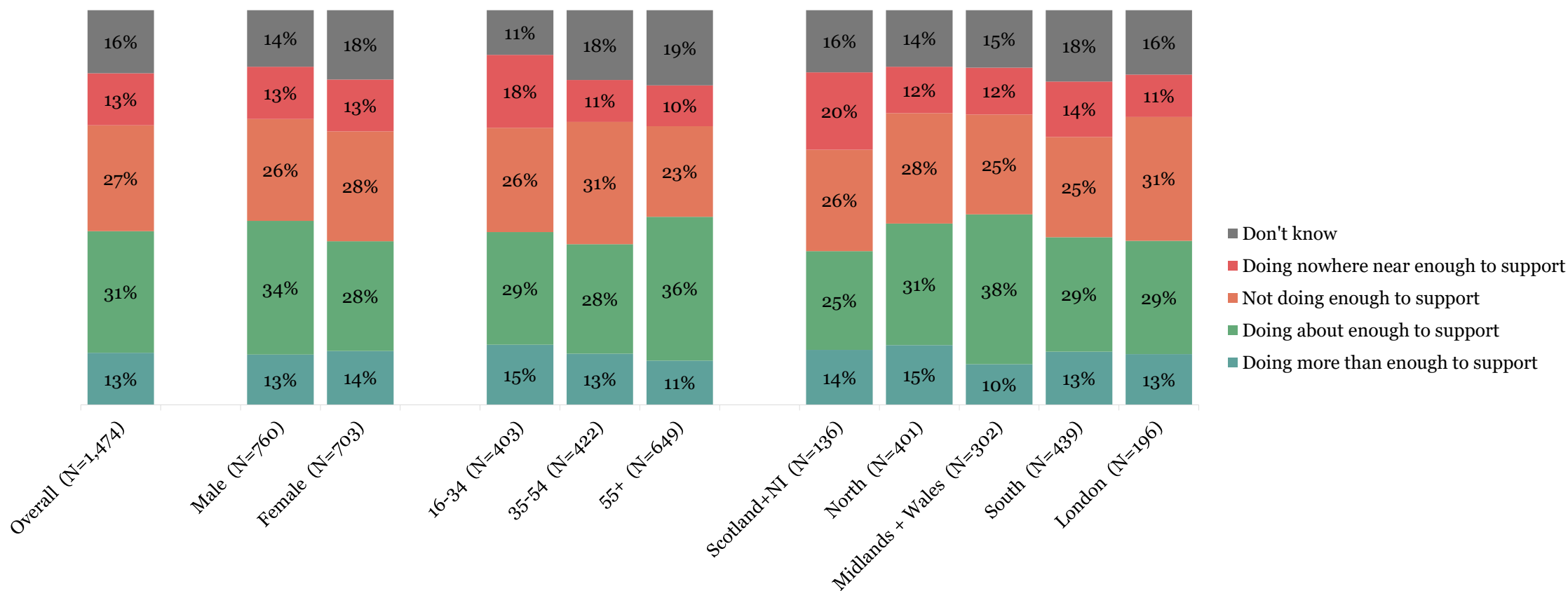
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Supermarkets



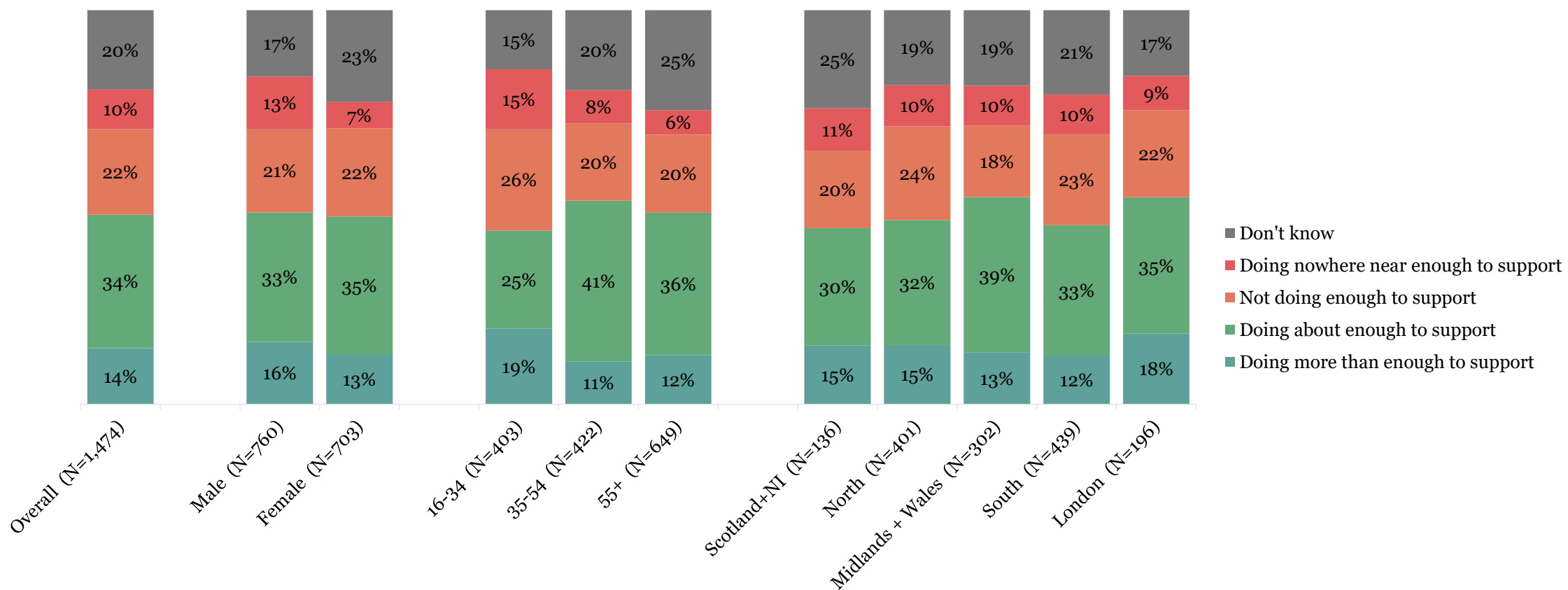
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Small businesses



From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

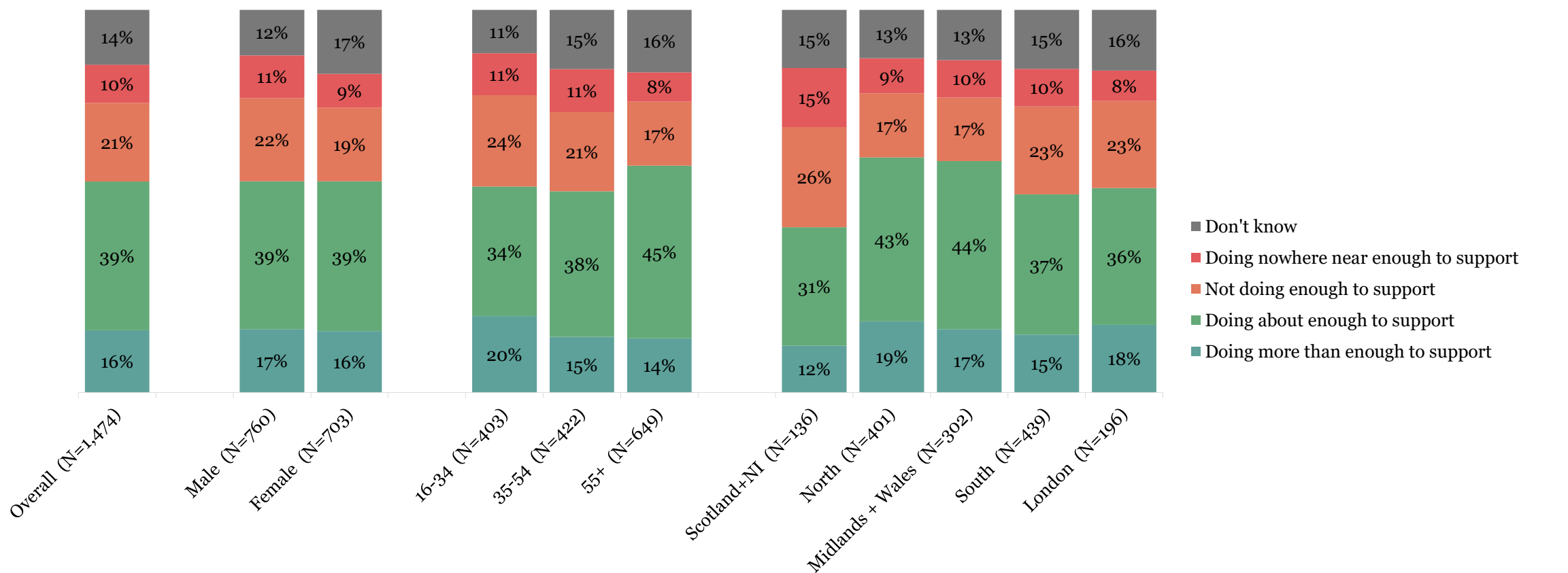
# Profile: Places of leisure e.g. cinemas, theatres, pubs



From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

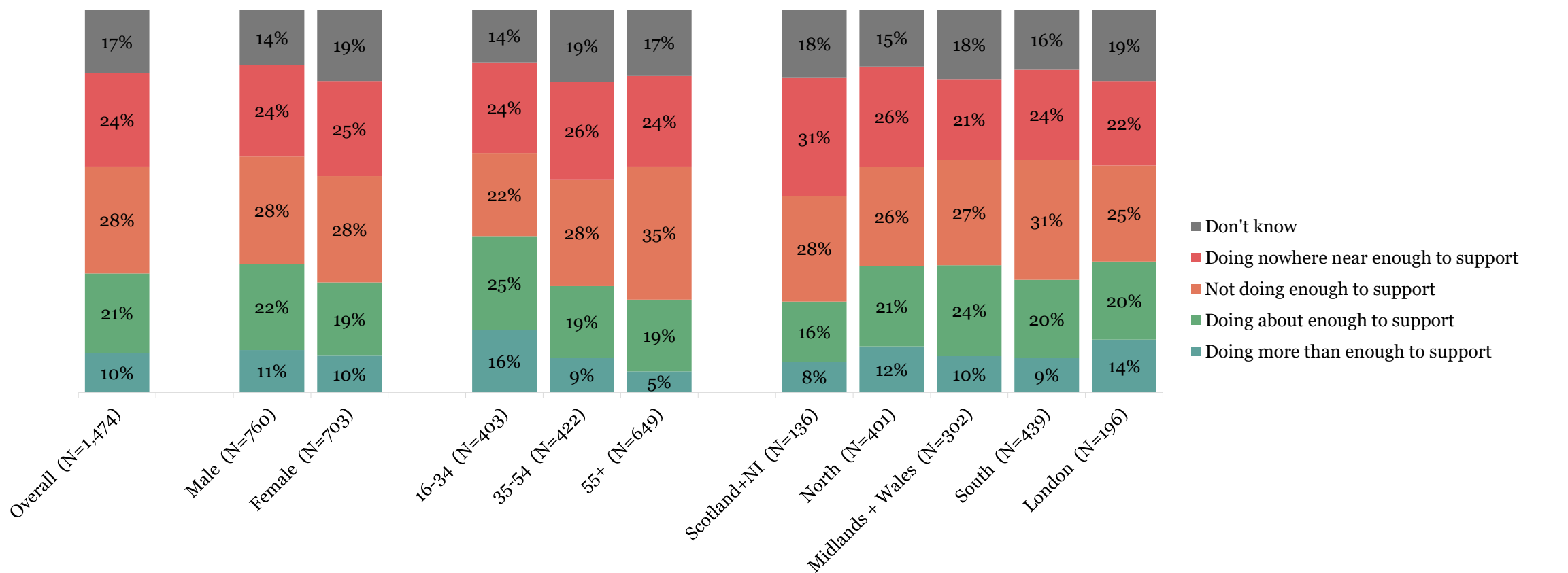


# Profile: Employees



From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Those who are self-employed



From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

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# End

