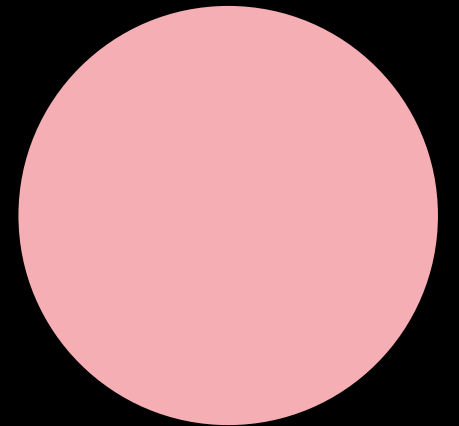
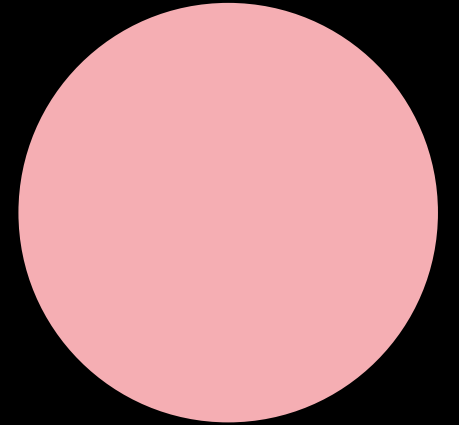

Savanta Coronavirus Data Tracker

Tuesday 21st April

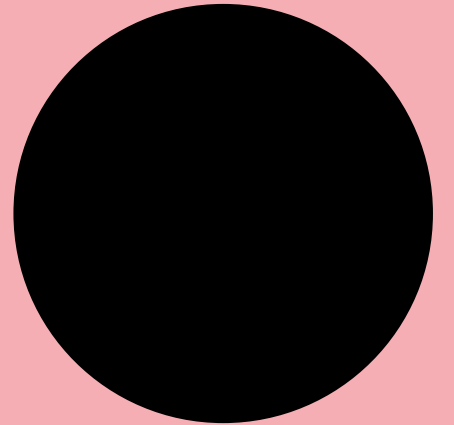
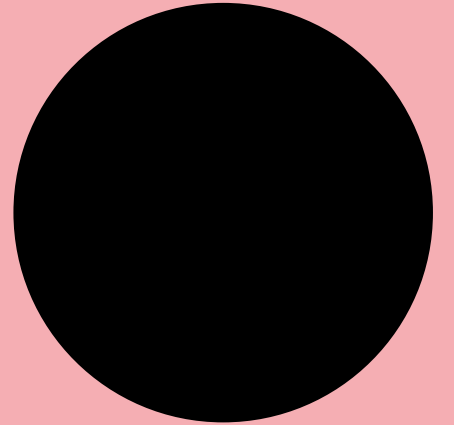


Contents

- 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

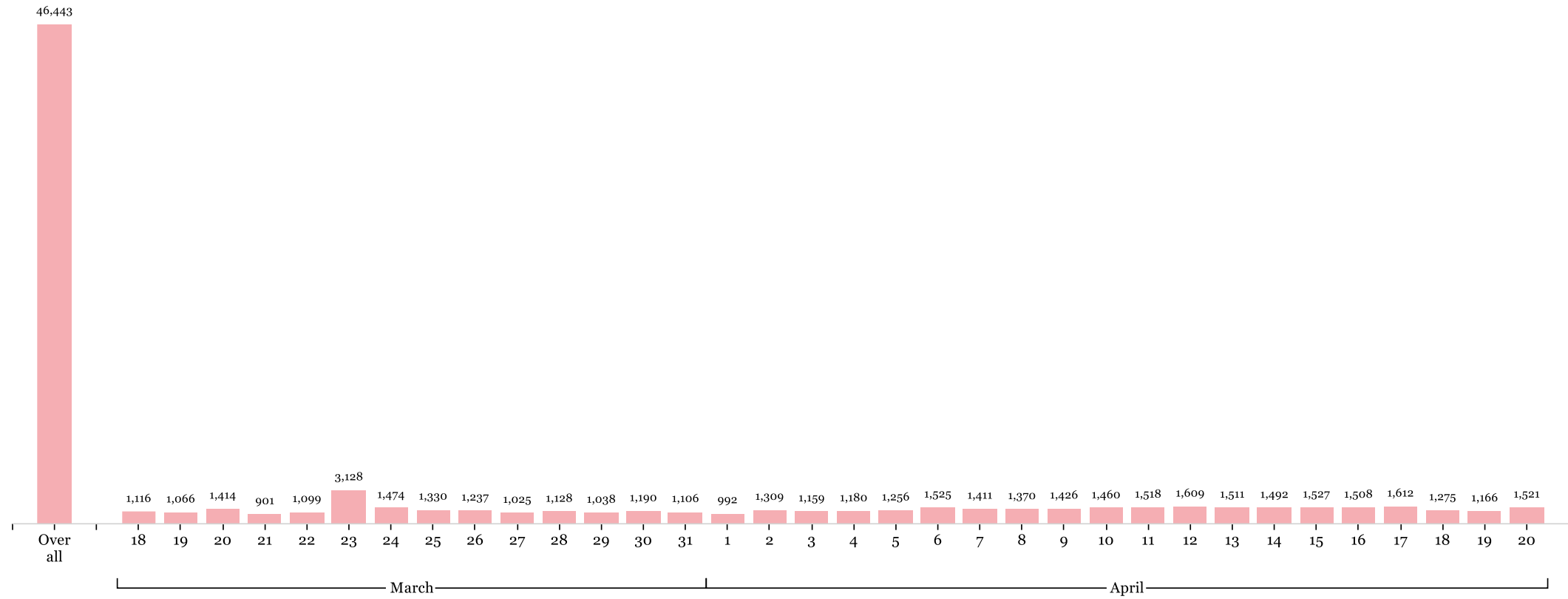


Approval ratings

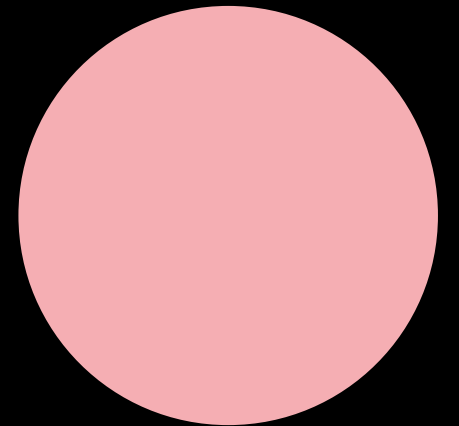
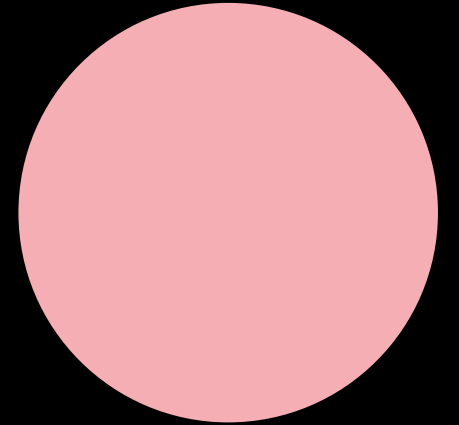
Approval of key figures
Approval of organisations
Industry support

21 April, 2020

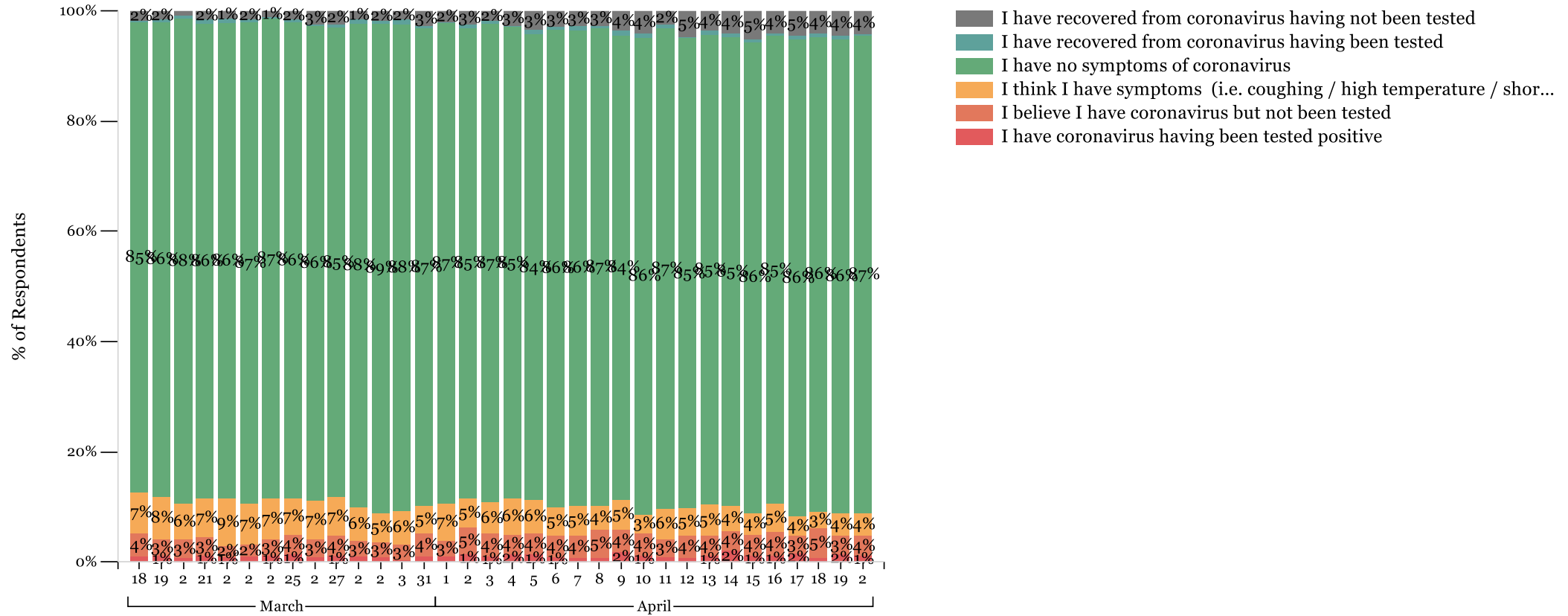
Sample - by day



Coronavirus spread

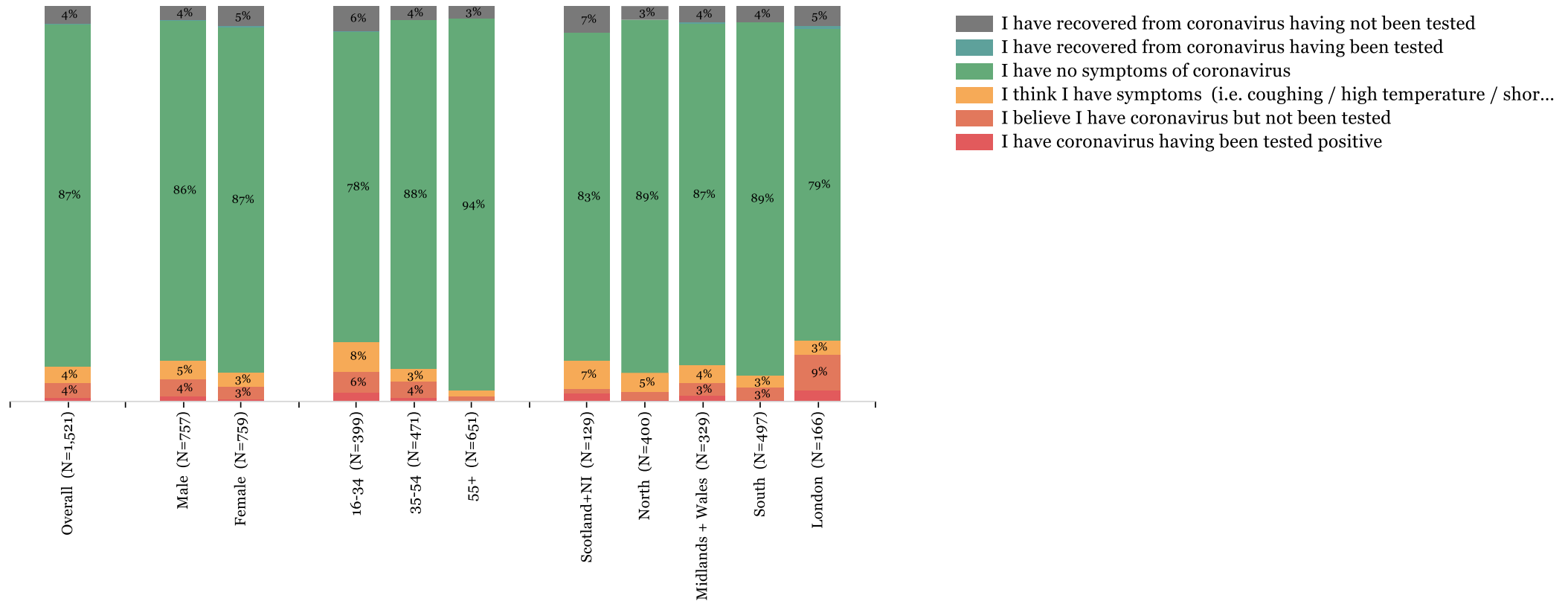


Self-diagnosis of Coronavirus - over time



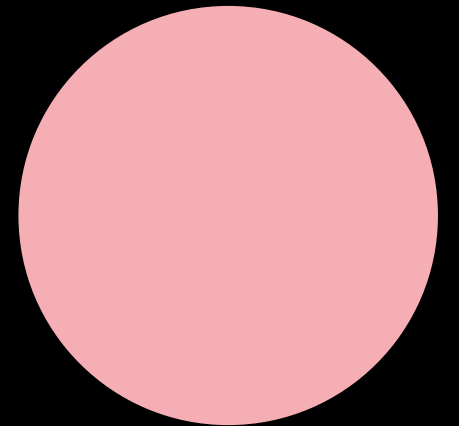
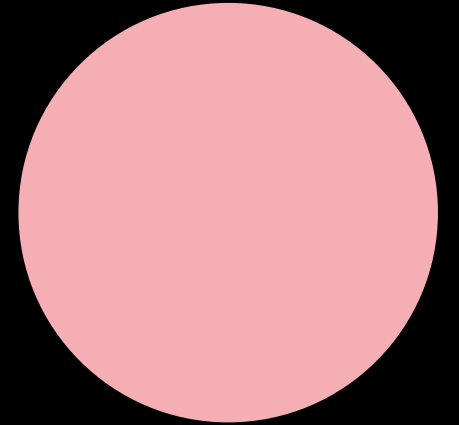
Which of the following best describes you regarding coronavirus (COVID-19)?

Profile: Self-diagnosis of Coronavirus (Monday 20th April)

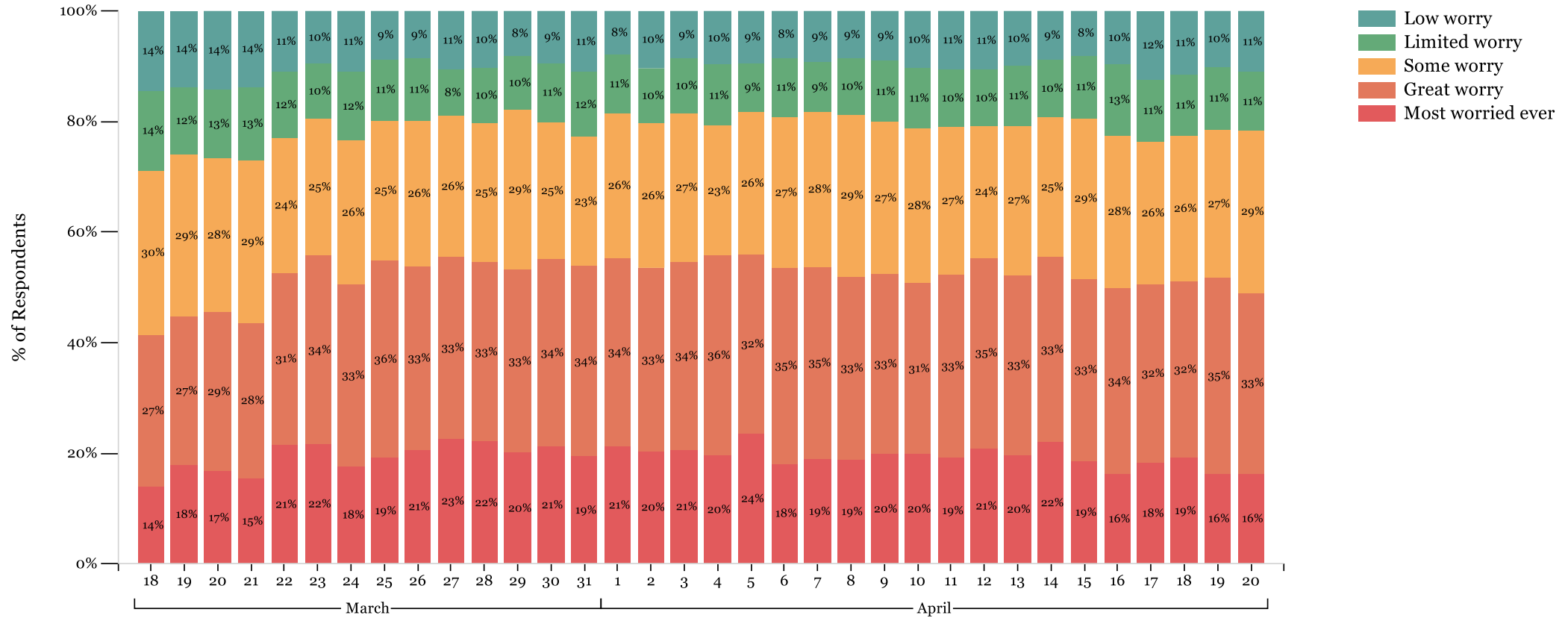


Which of the following best describes you regarding coronavirus (COVID-19)?

Concern & impact

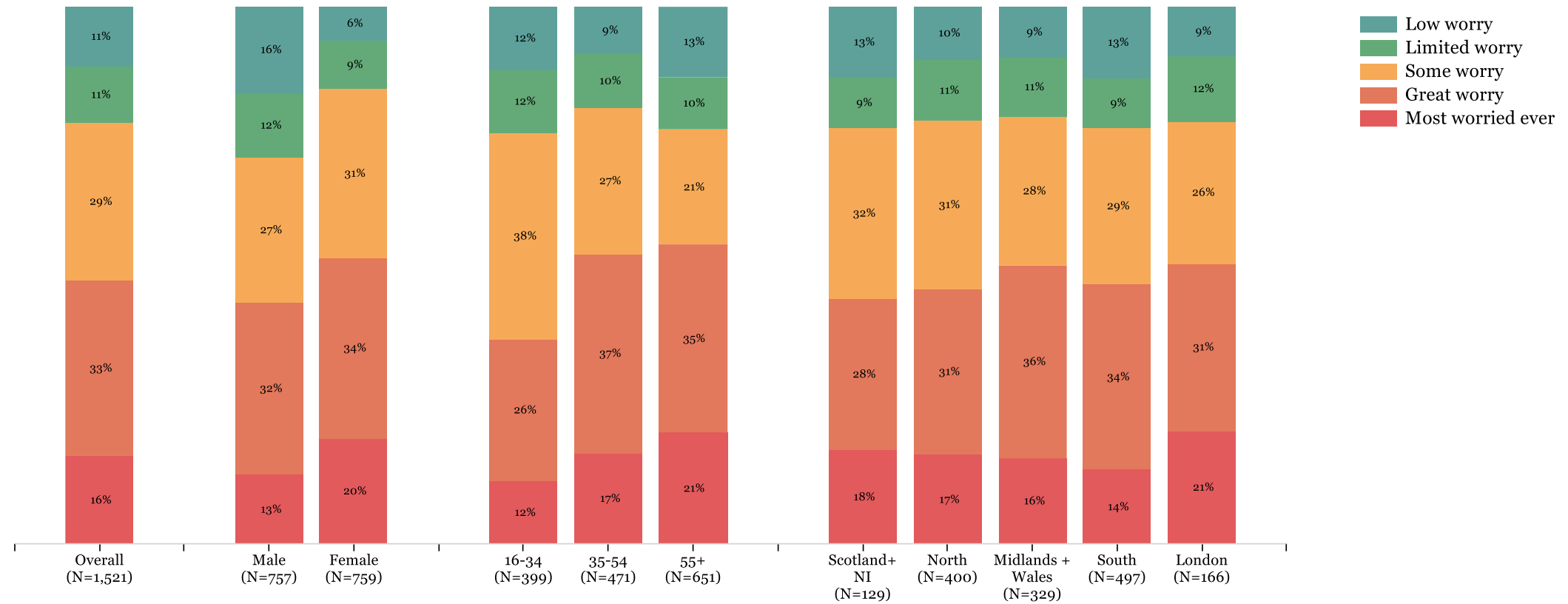


Level of worry about COVID-19 - over time



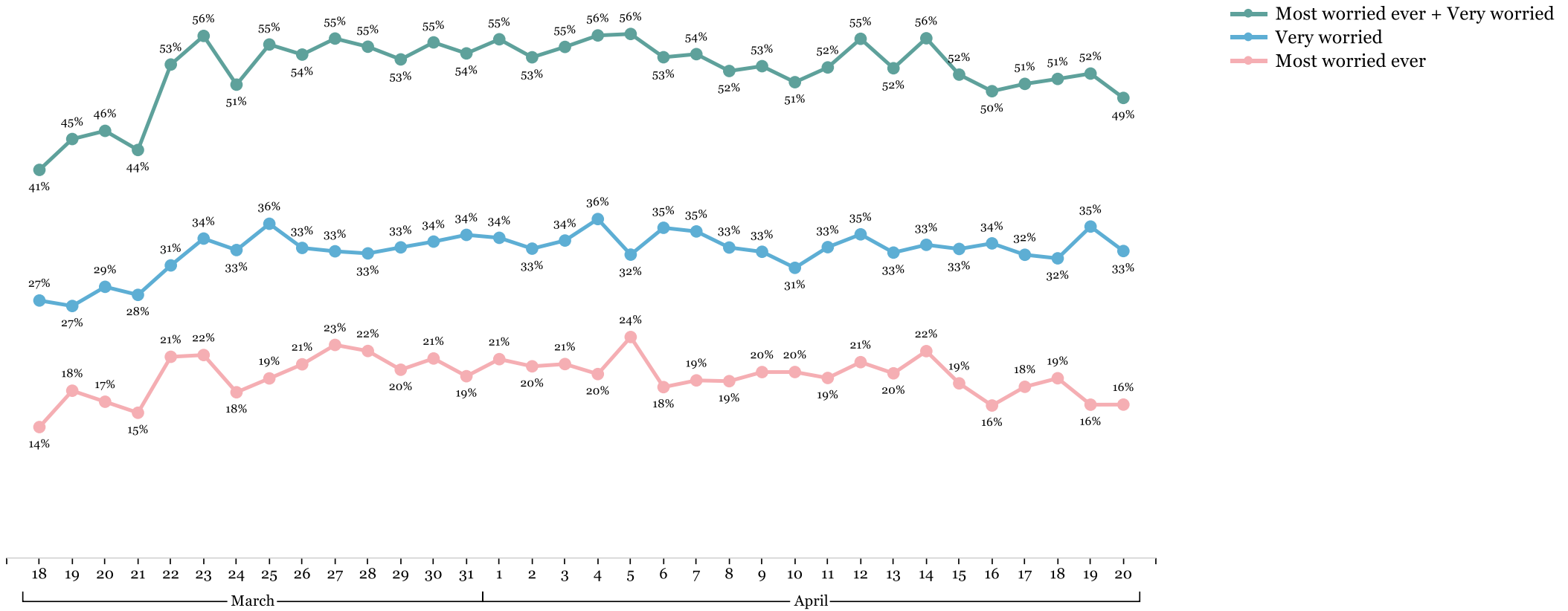
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

Profile: Level of worry about COVID-19 (Monday 20th April)



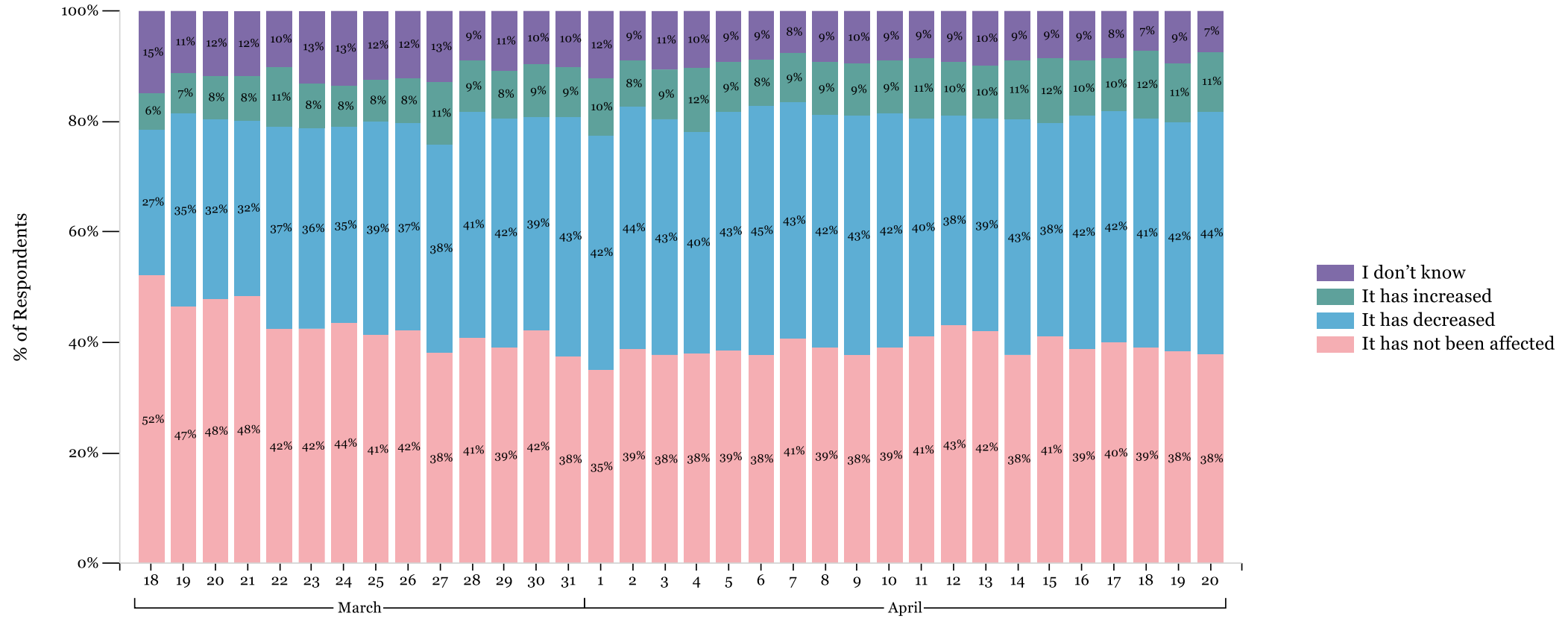
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

Worry about COVID-19 - over time



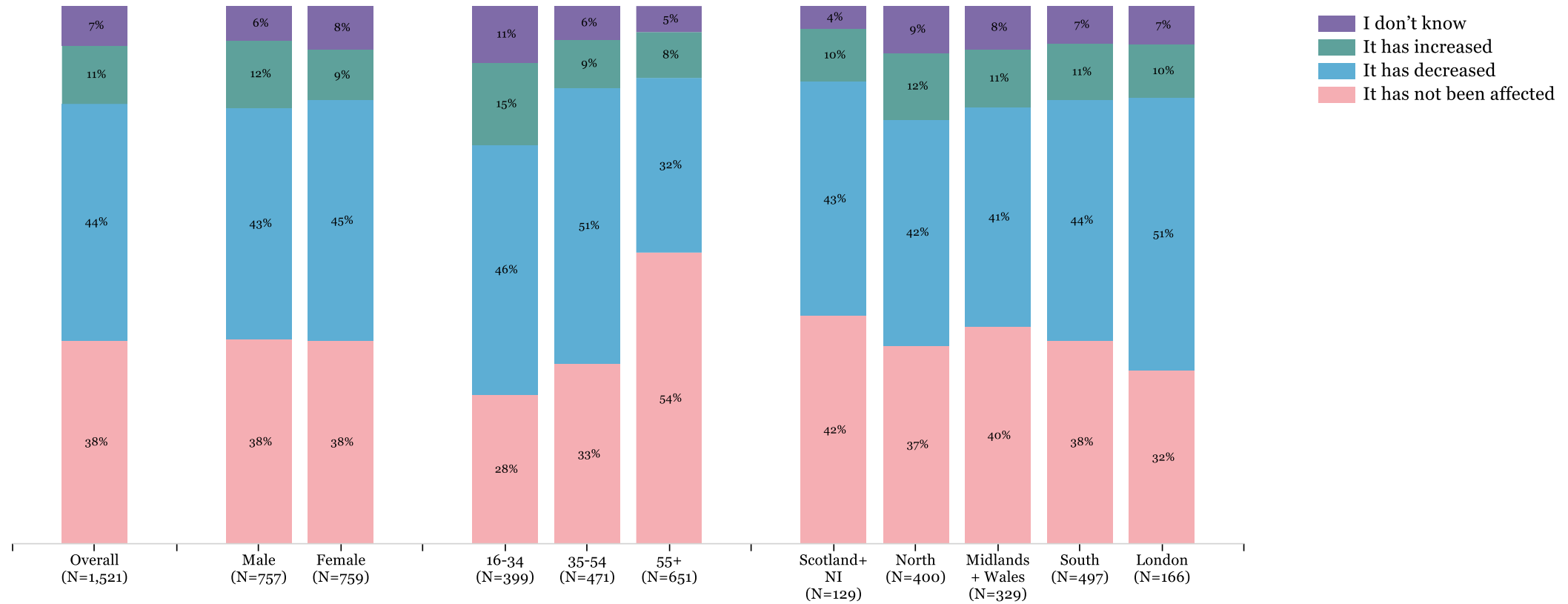
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

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)?

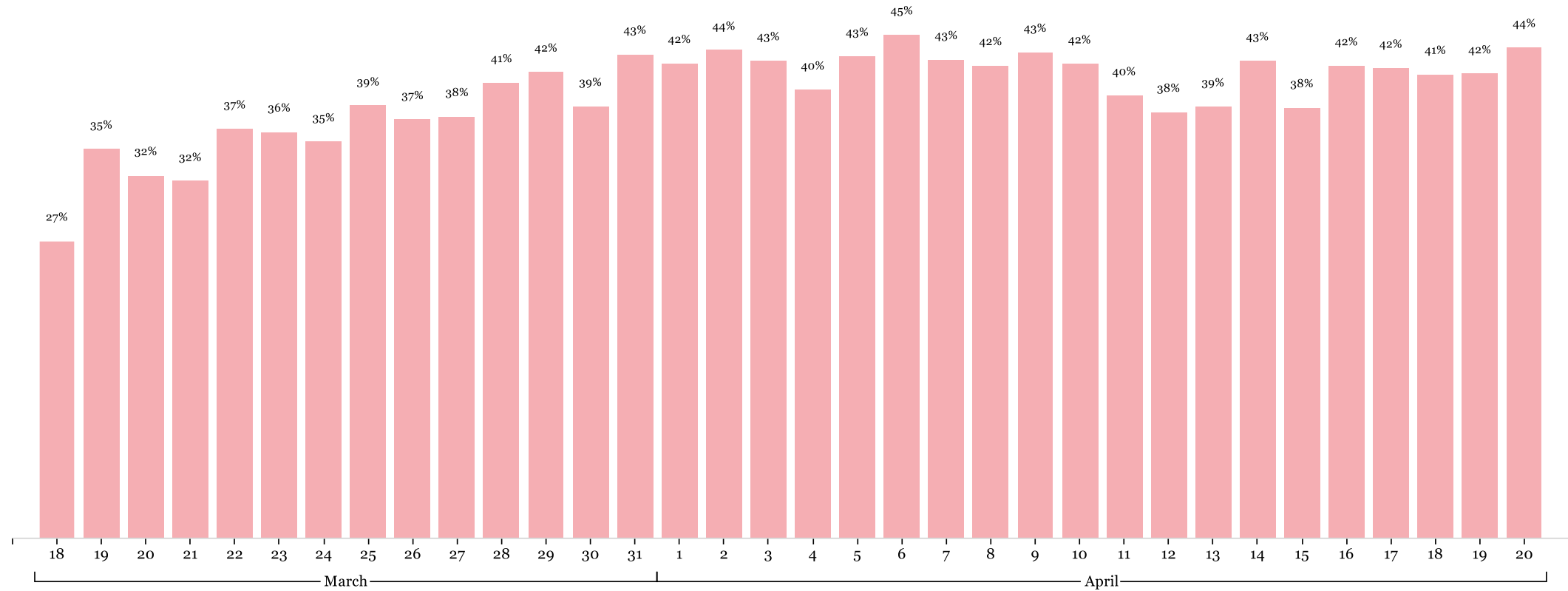
Profile: Disposable income impact (Monday 20th April)



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)?

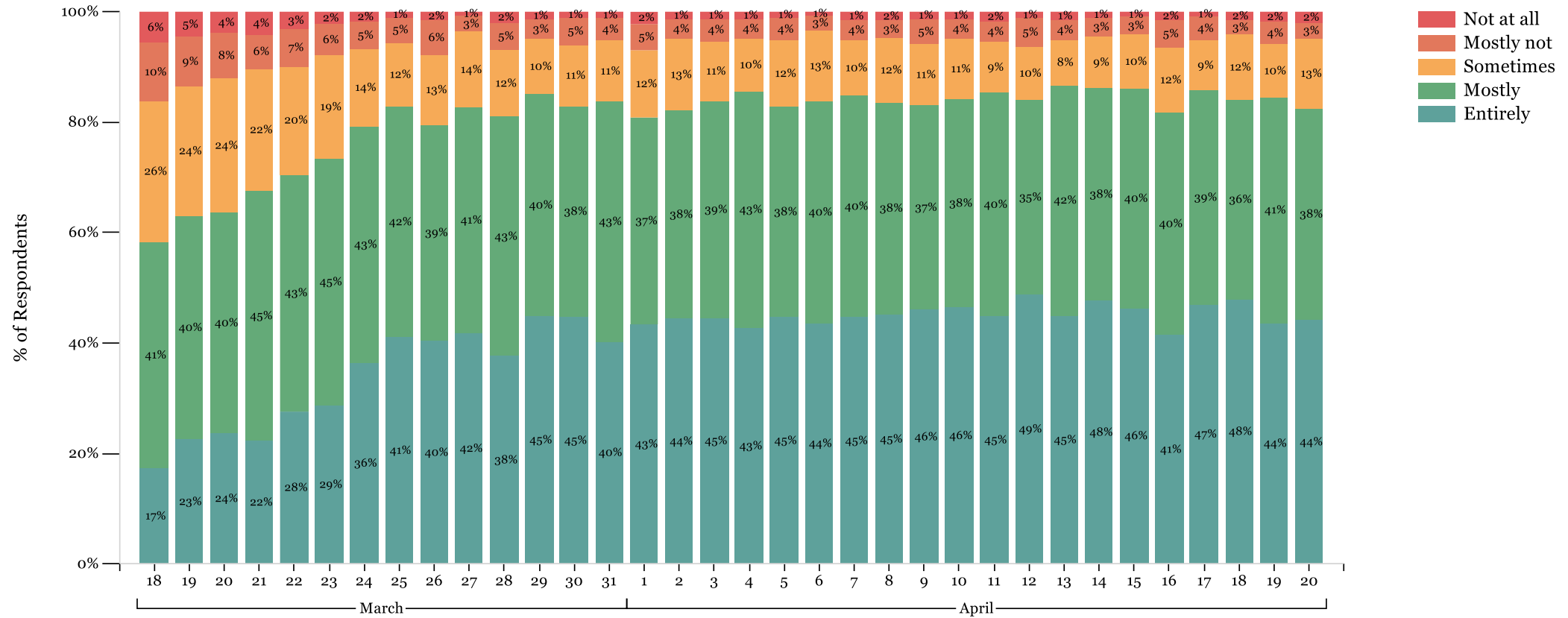
21 April, 2020

Decreased disposable income - over time



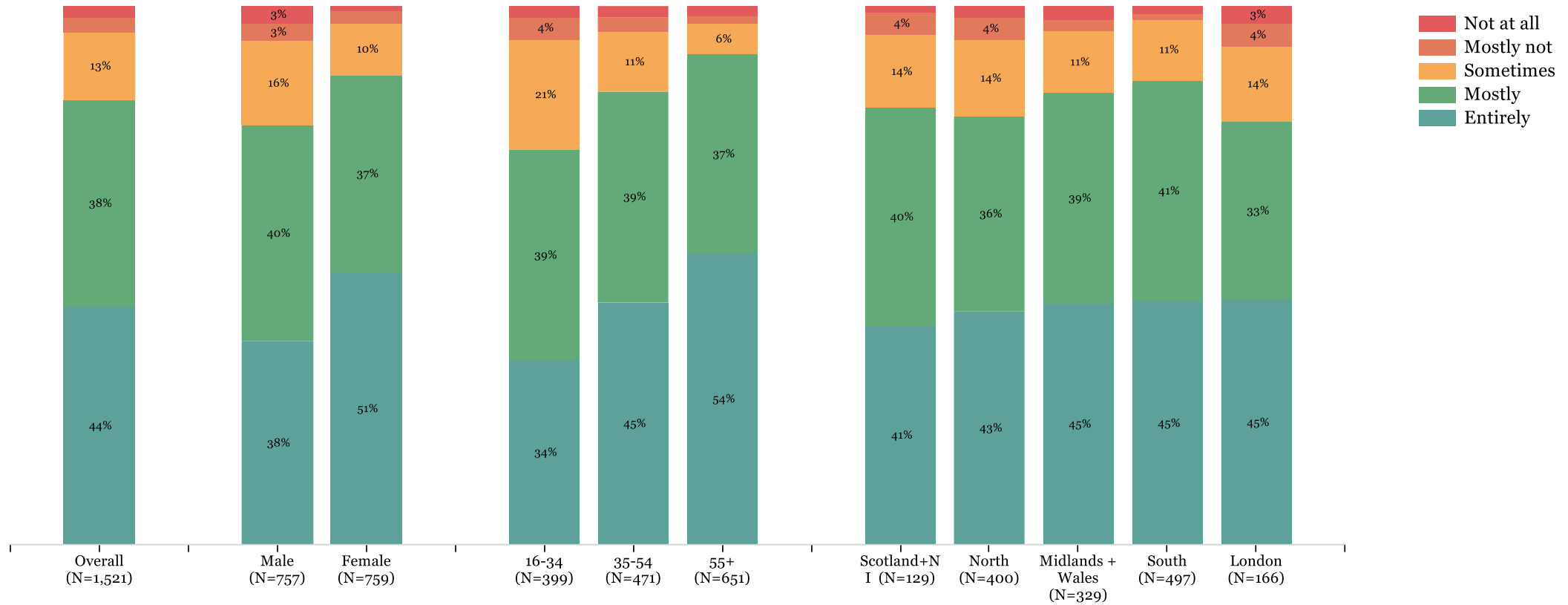
Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?
% It has decreased

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)?

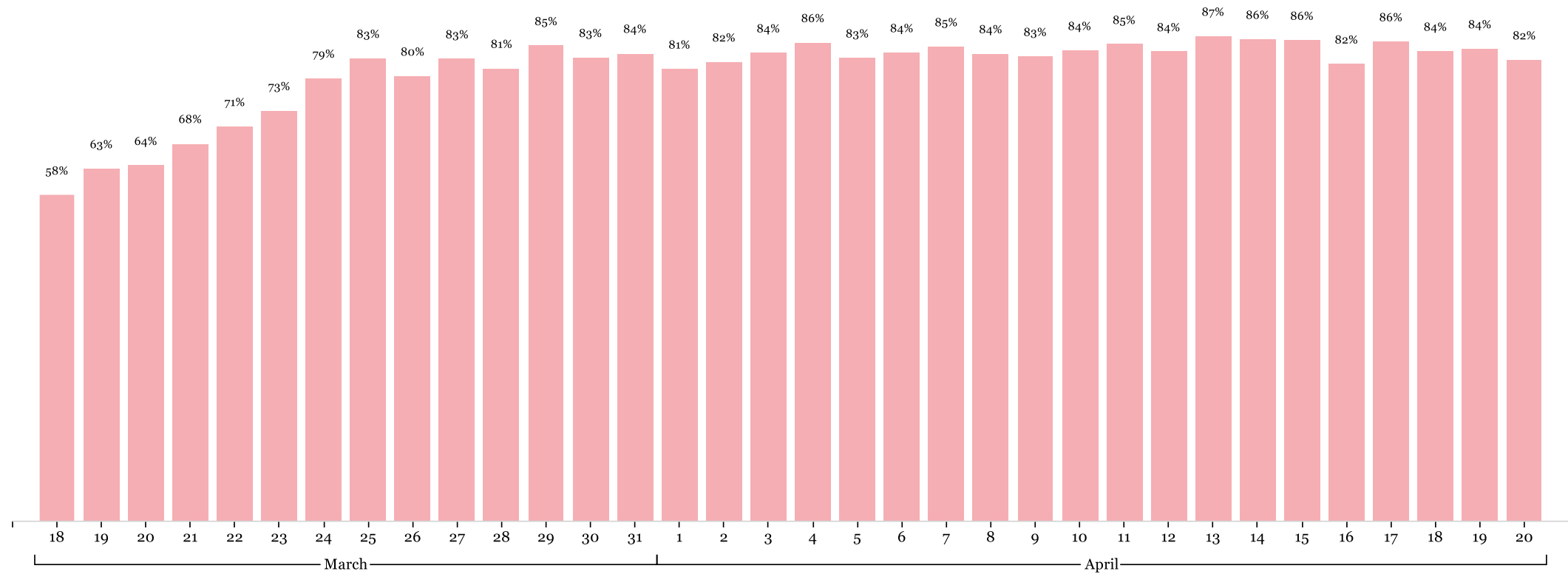
Profile: Following government advice (Monday 20th April)



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)?

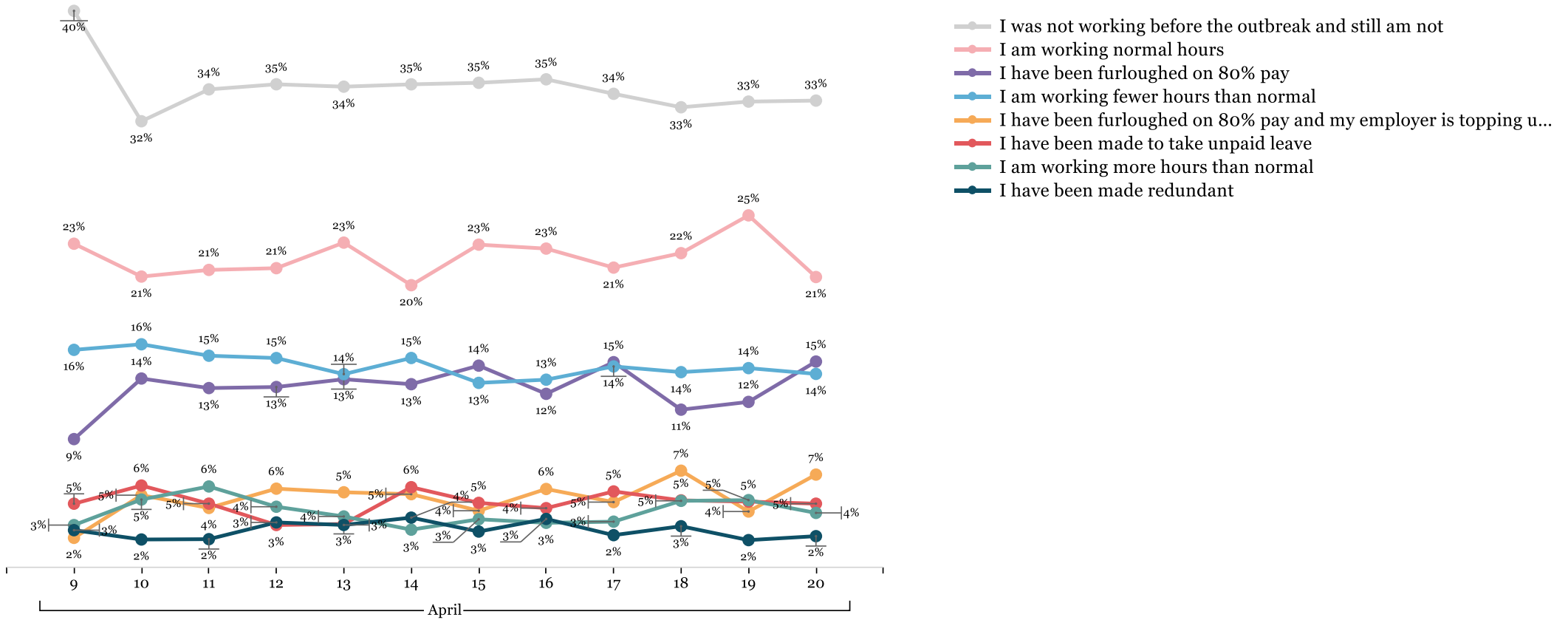
21 April, 2020

Mostly / entirely following government advice - over time



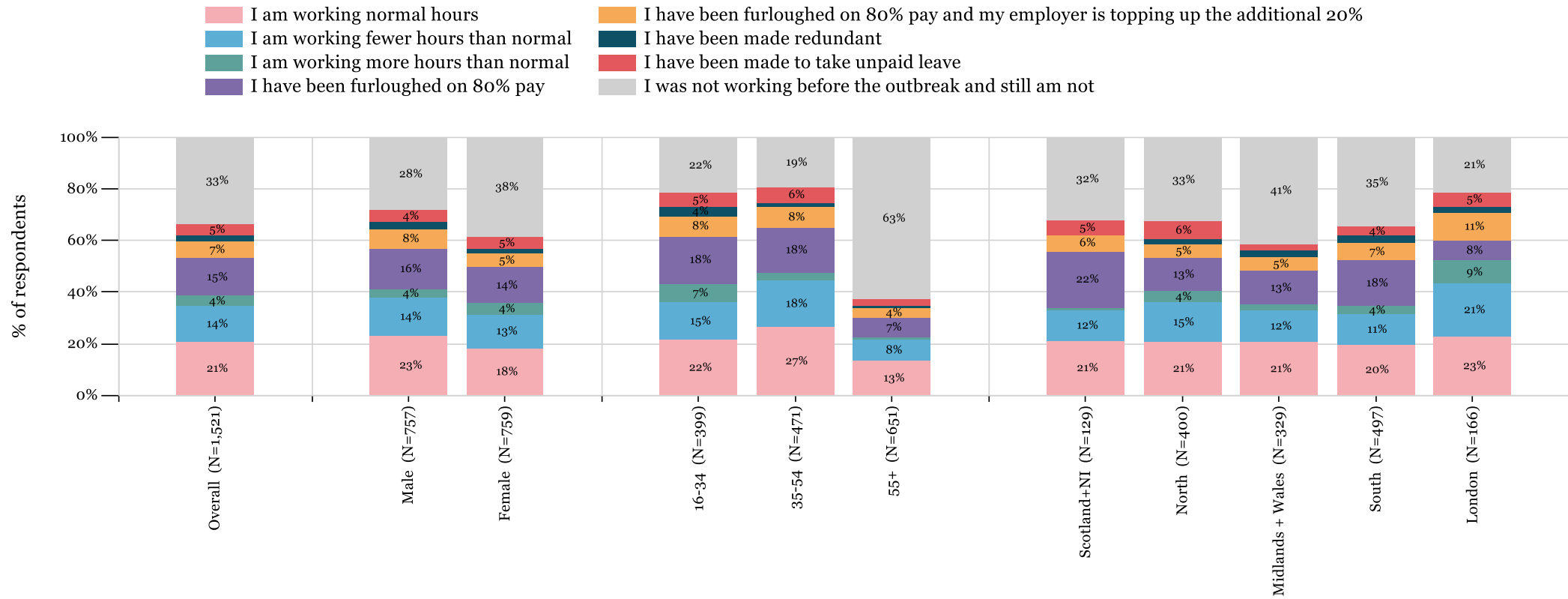
Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government's advice (where 0 is not at all and 10 entirely)?

Profile: Working from home - over time



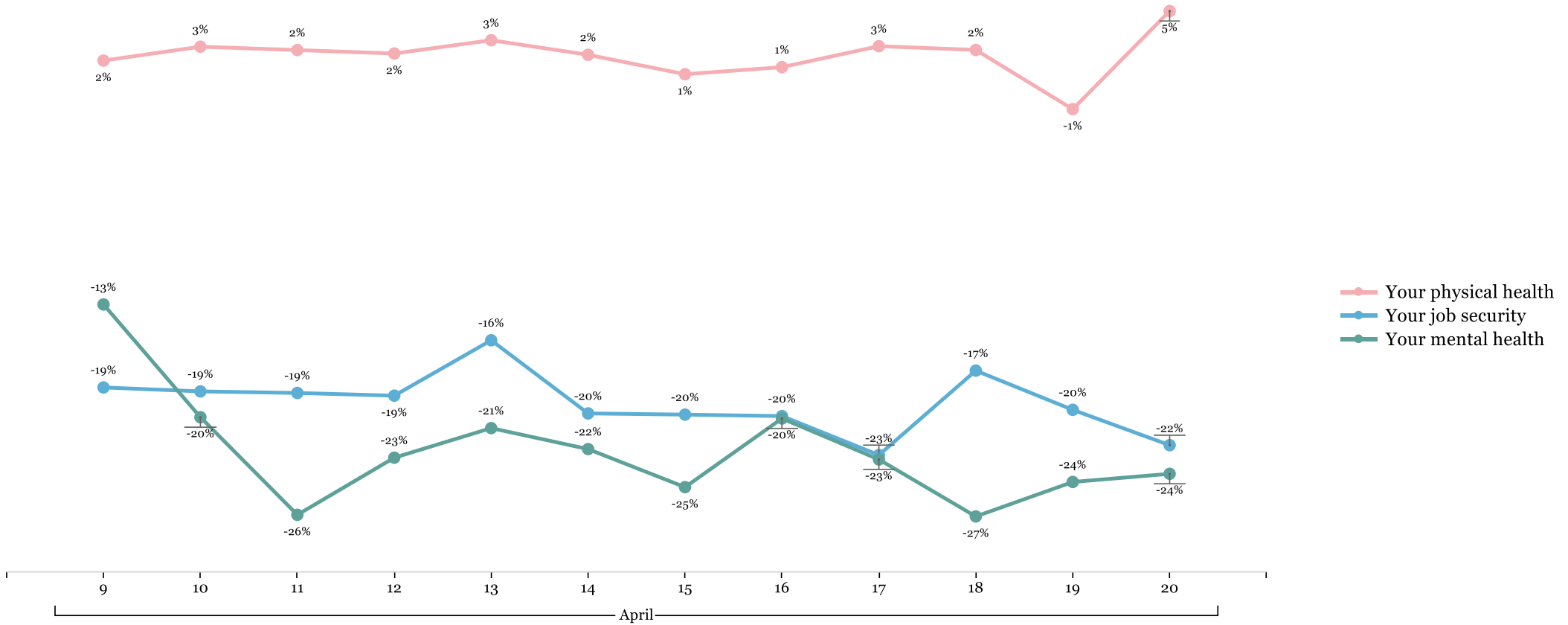
Which of the following best describes your working situation following the outbreak of COVID-19?

Profile: Working from home (Monday 20th April)



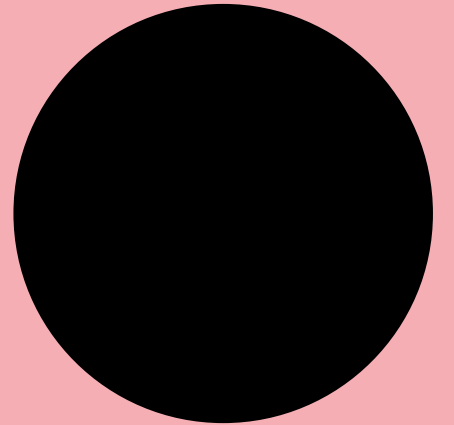
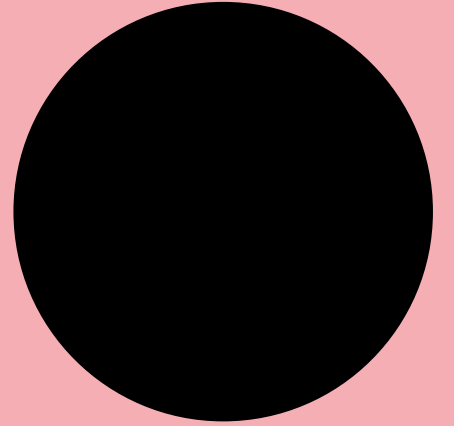
Which of the following best describes your working situation following the outbreak of COVID-19?

Net personal impact - over time



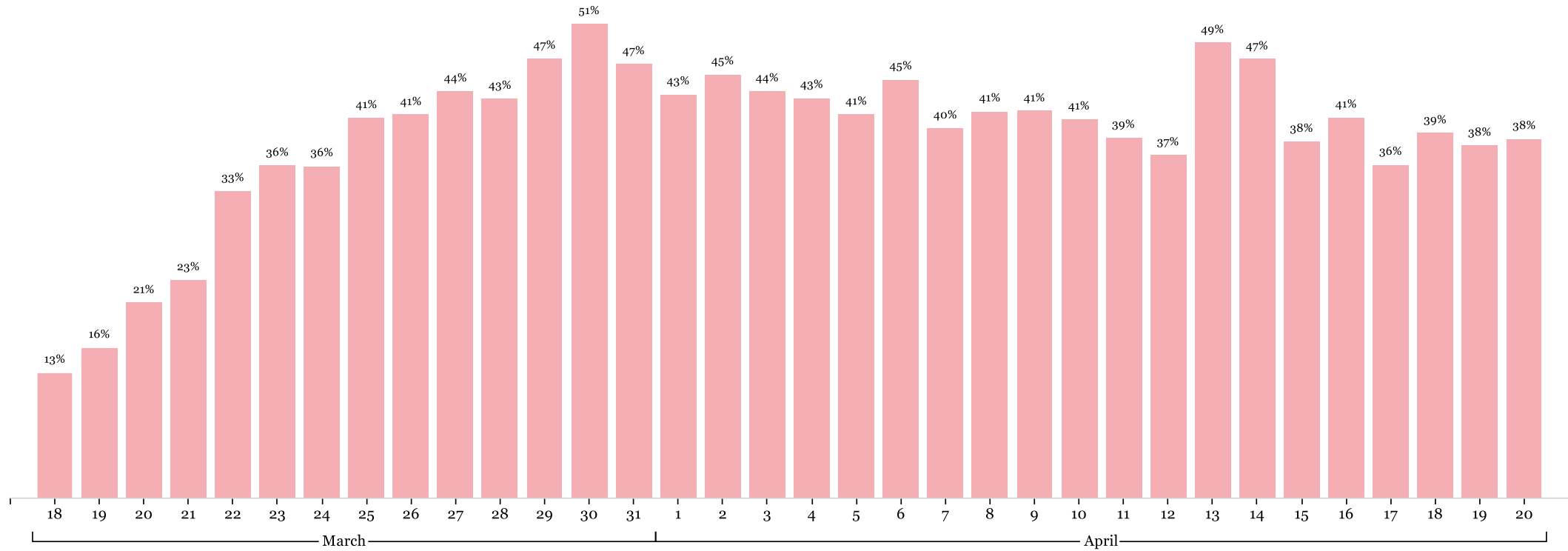
Have any of the following changed since the outbreak of COVID-19? (% Got better minus % Got worse)

Home activity



21 April, 2020

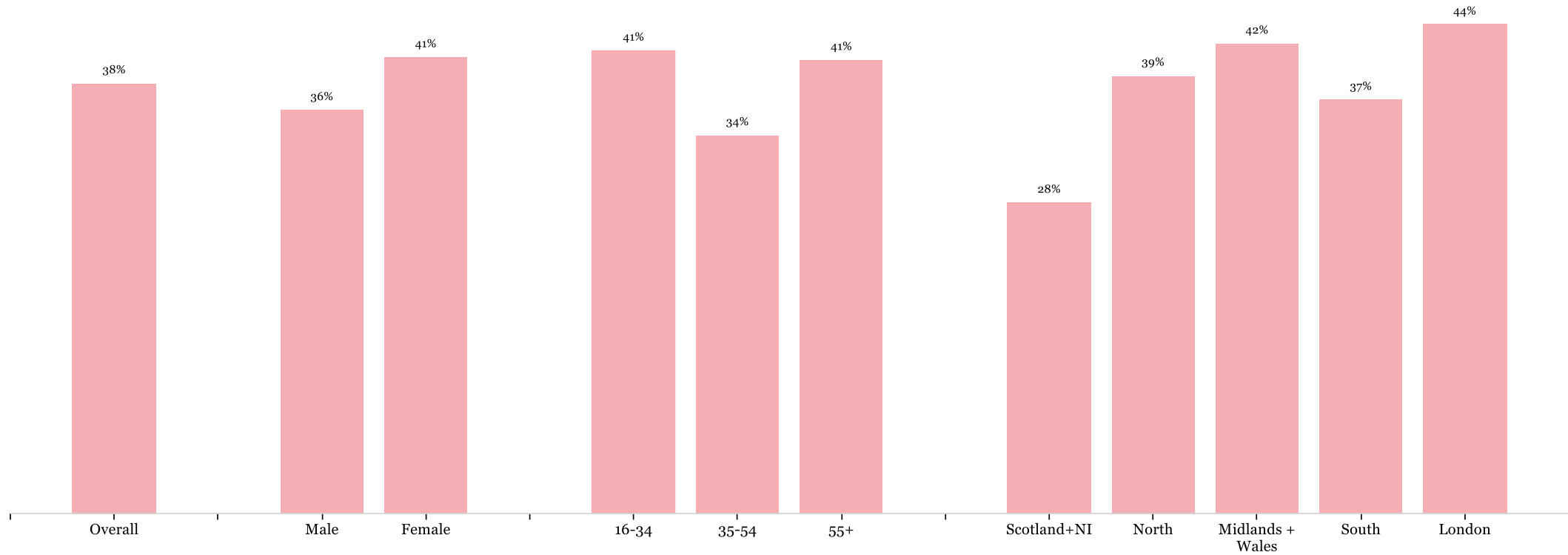
Self-isolation - over time



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

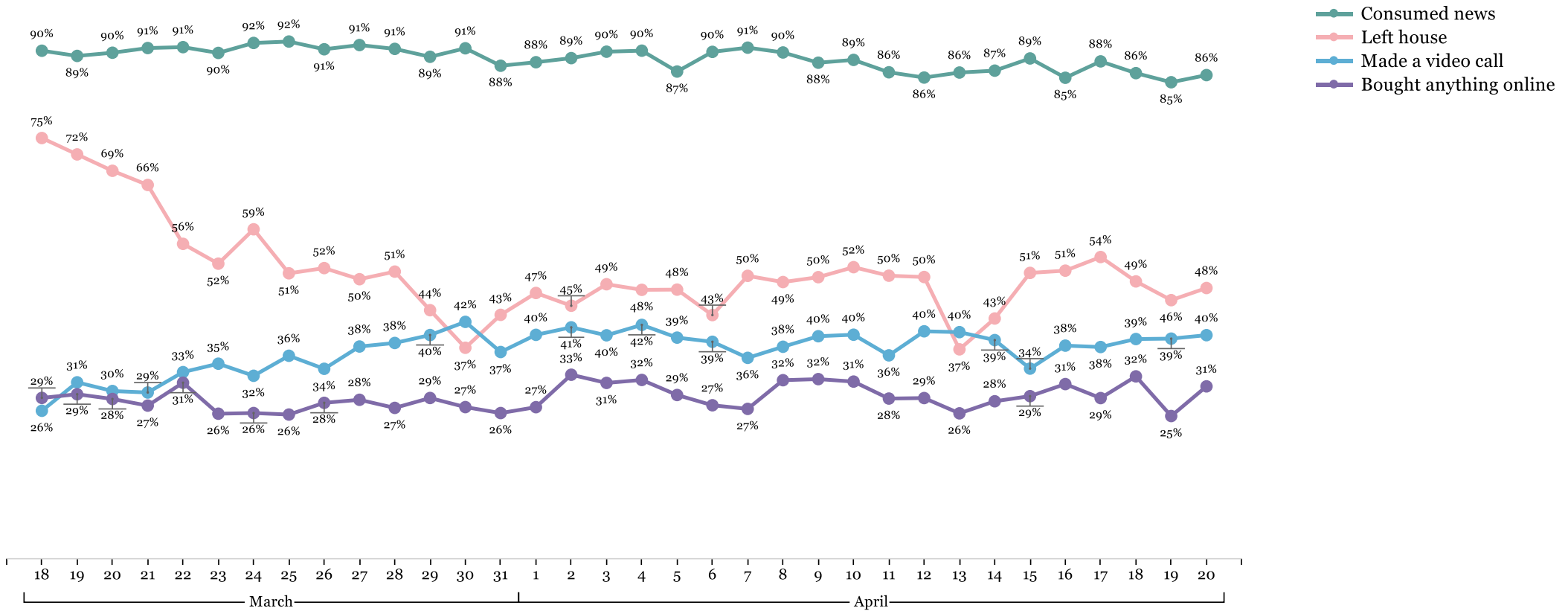
21 April, 2020

Profile: Self-isolation (Monday 20th April)



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

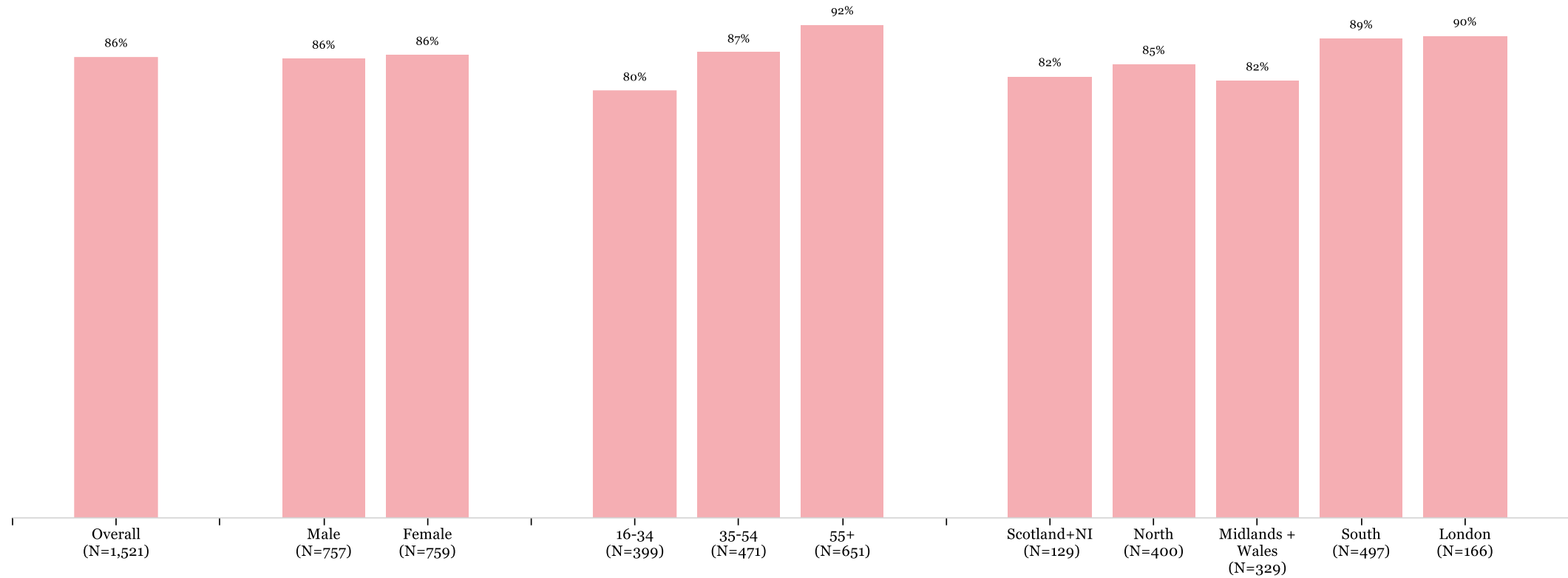
Actions taken - over time



Thinking about yesterday, did you...

21 April, 2020

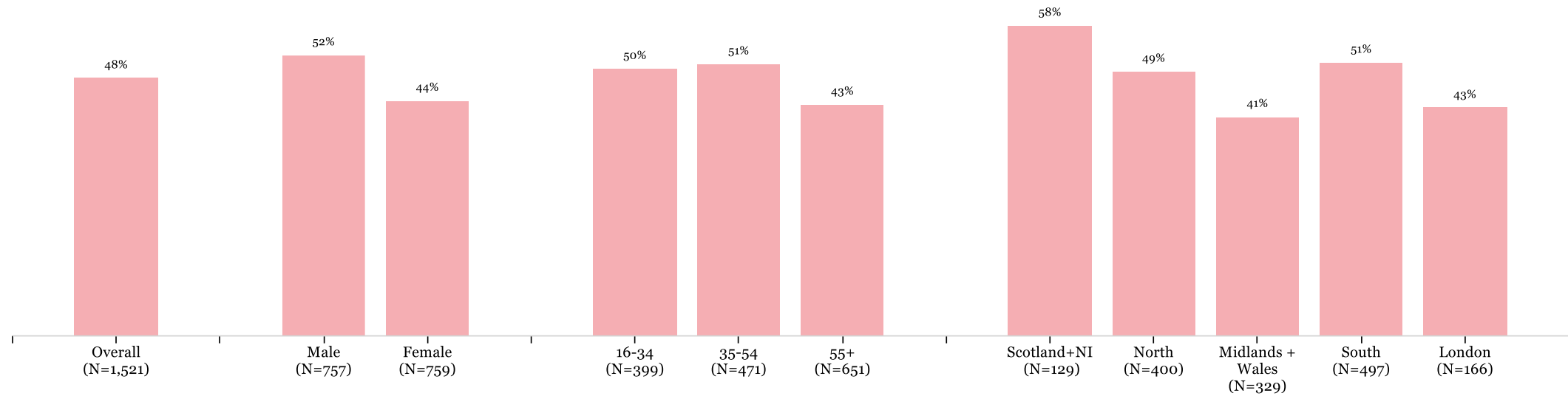
Profile: Watch / read / hear the news? (Monday 20th April)



Thinking about yesterday, did you...

21 April, 2020

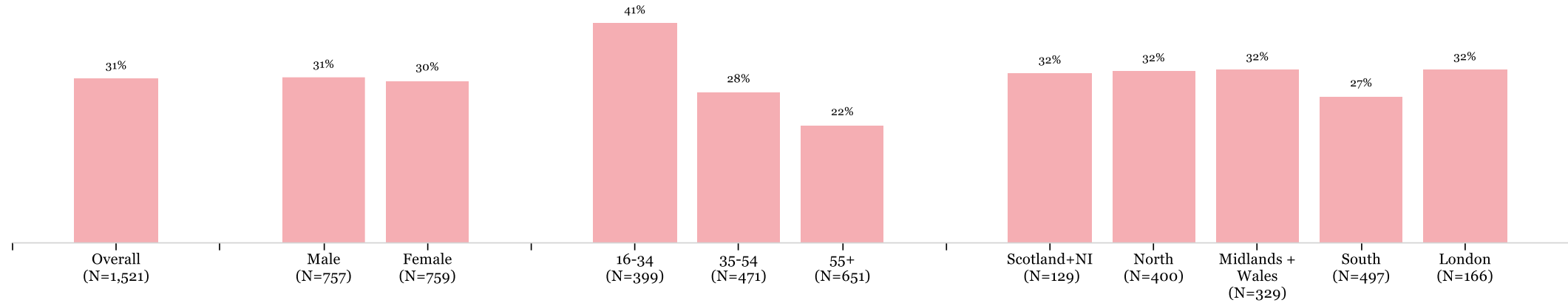
Profile: Leave your house? (Monday 20th April)



Thinking about yesterday, did you...

21 April, 2020

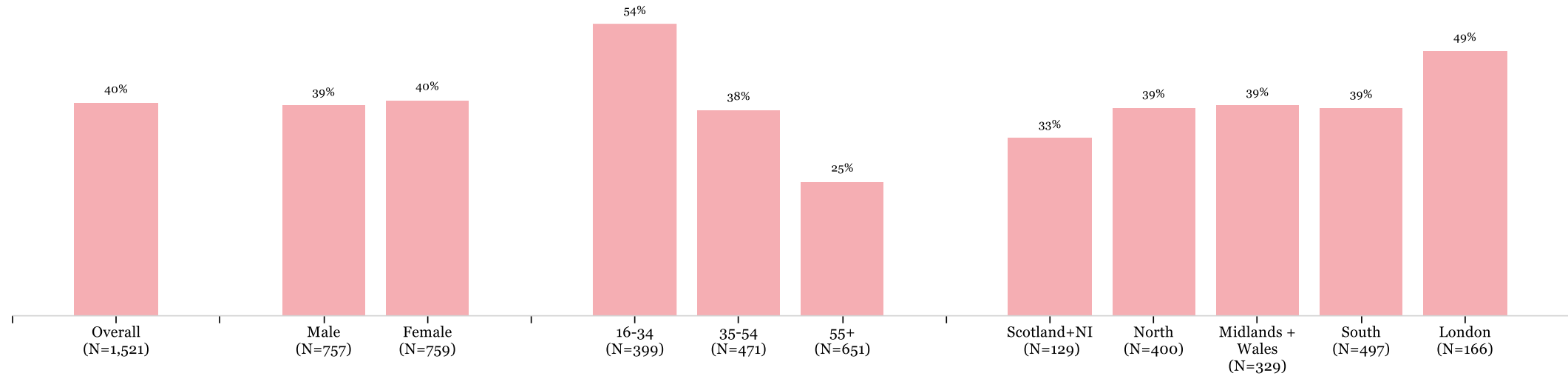
Profile: Buy anything online? (Monday 20th April)



Thinking about yesterday, did you...

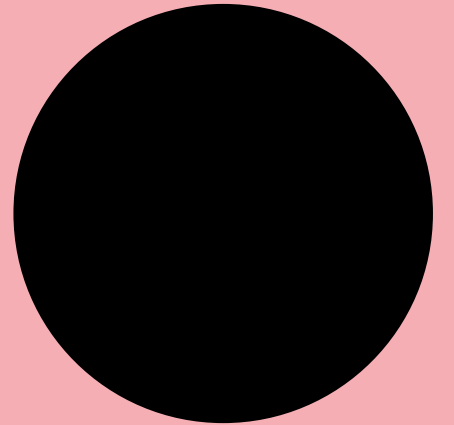
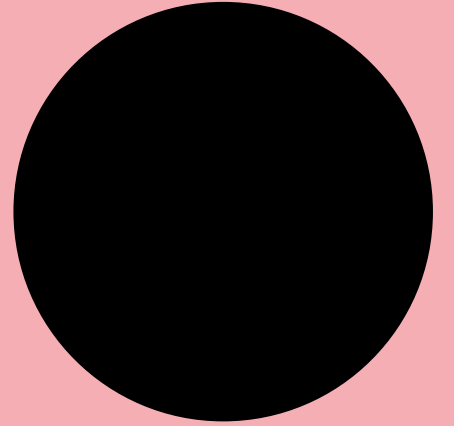
21 April, 2020

Profile: Video call anyone? (Monday 20th April)

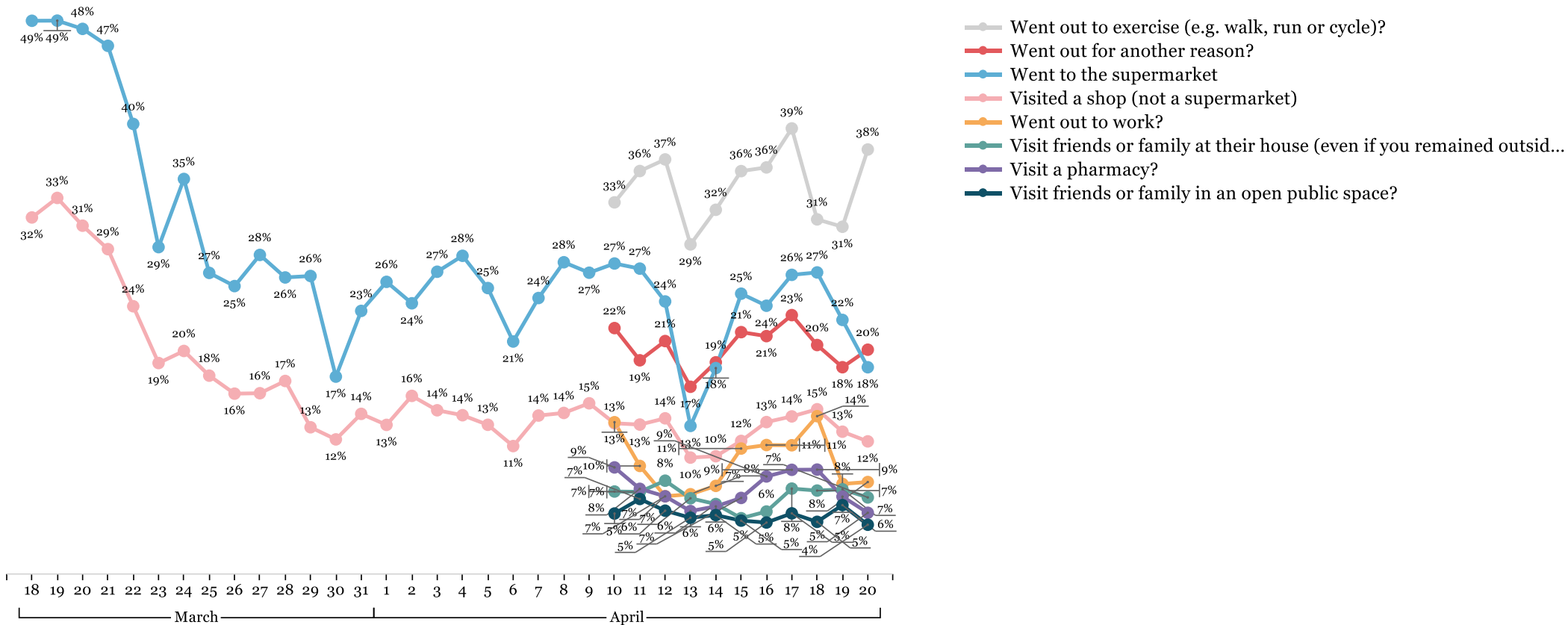


Thinking about yesterday, did you...

Out-of-home activity

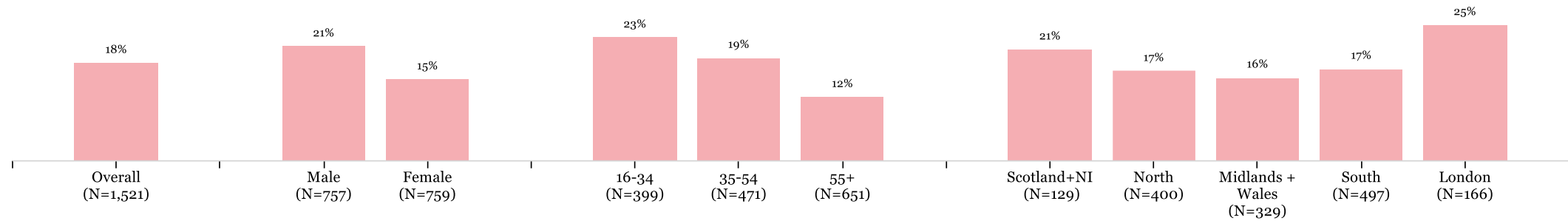


Out-of-home activity - over time



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

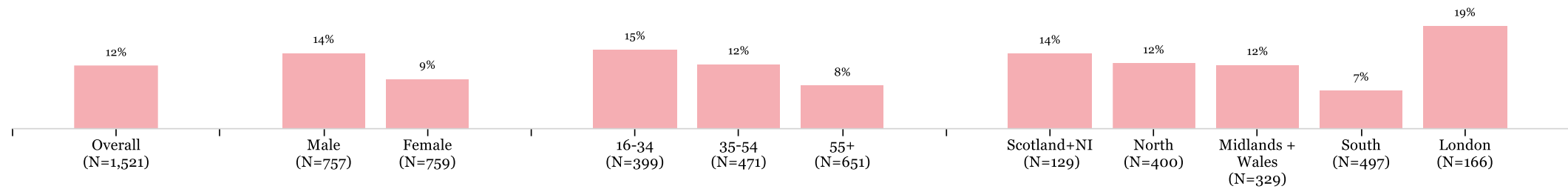
Profile: Go to the supermarket? (Monday 20th April)



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

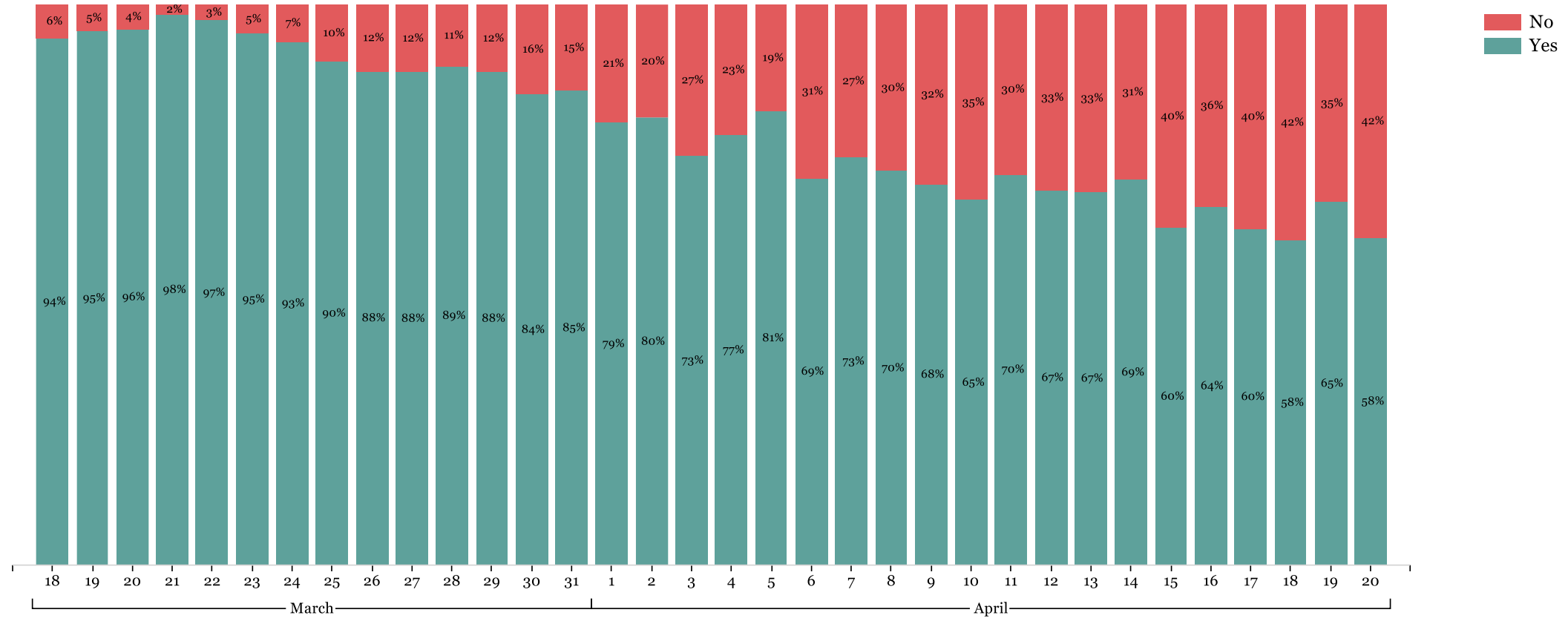
21 April, 2020

Profile: Visit any shop other than a supermarket? (Monday 20th April)



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

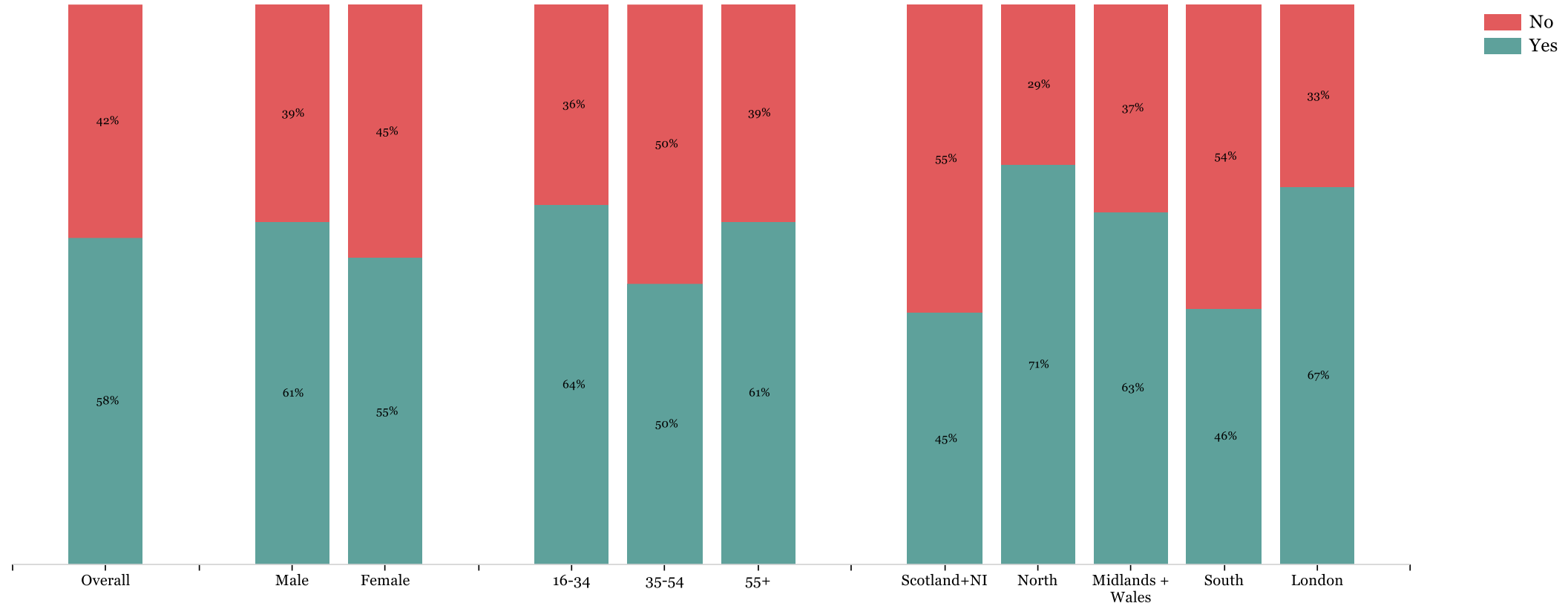
Empty shelves in the supermarket? (Monday 20th April)



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

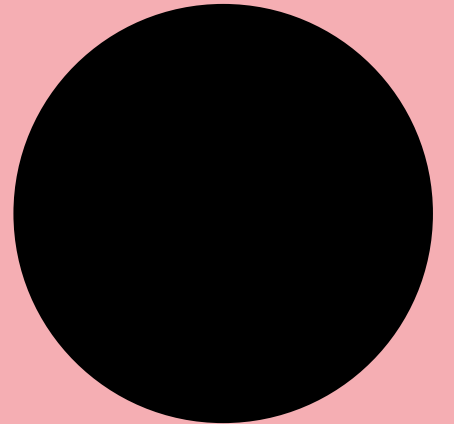
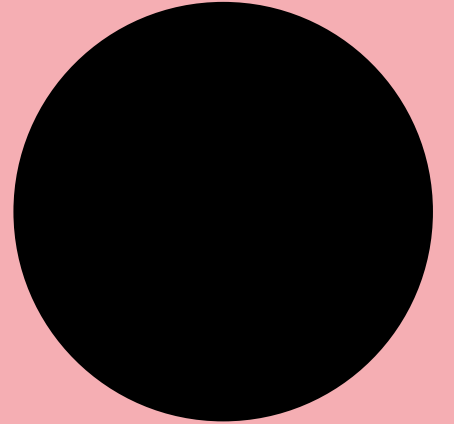
21 April, 2020

Profile: Empty shelves in the supermarket? (Monday 20th April)

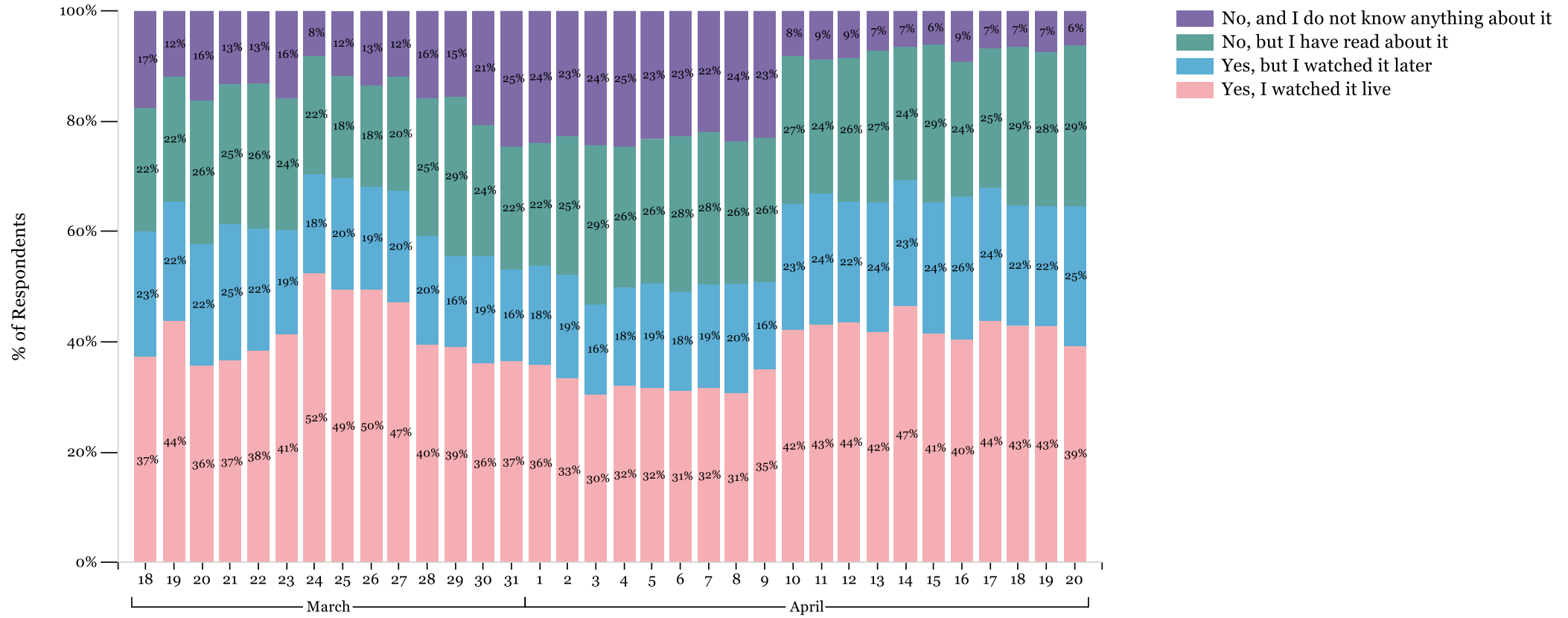


Were there any empty aisles (shelves) in the supermarket?

News consumption

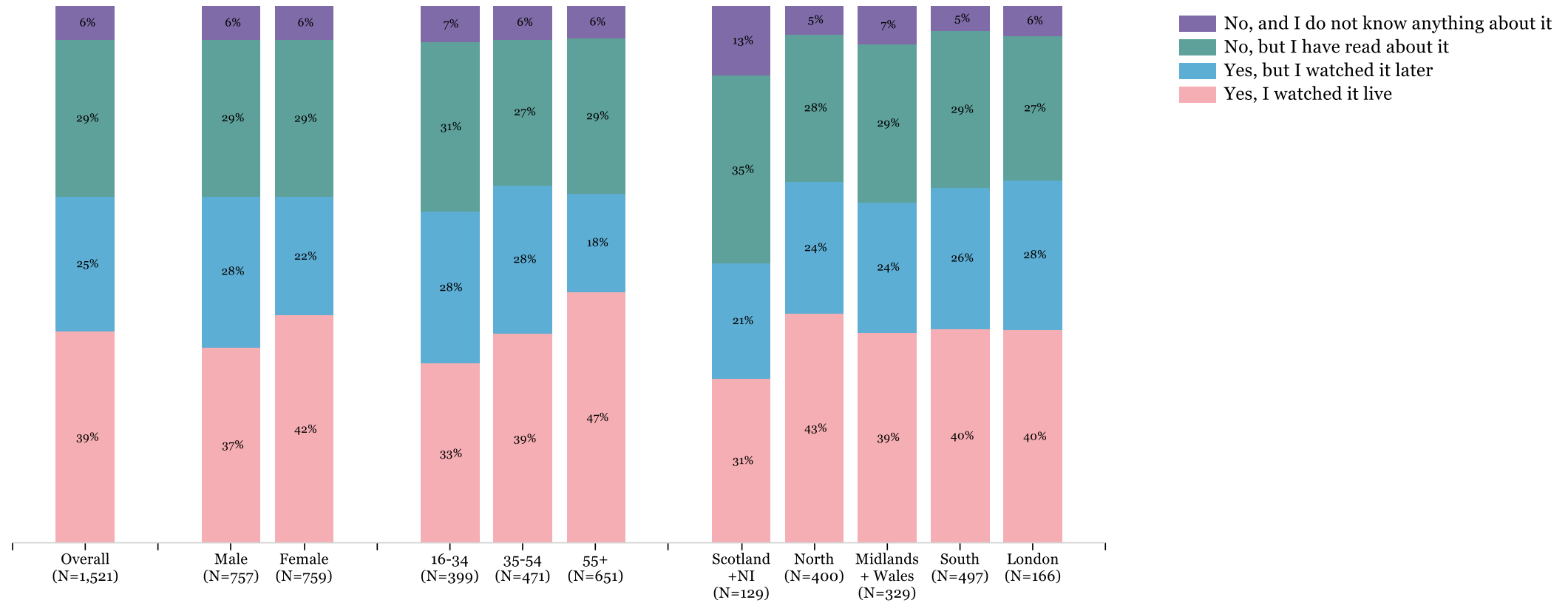


Prime minister's conference - over time



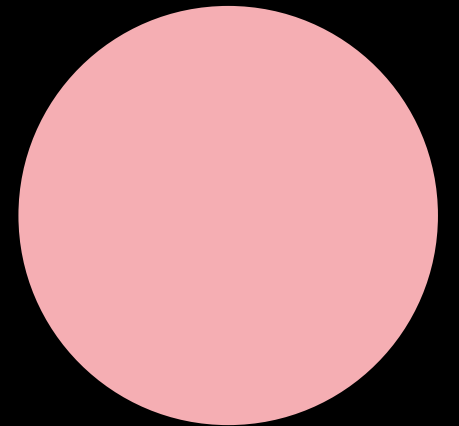
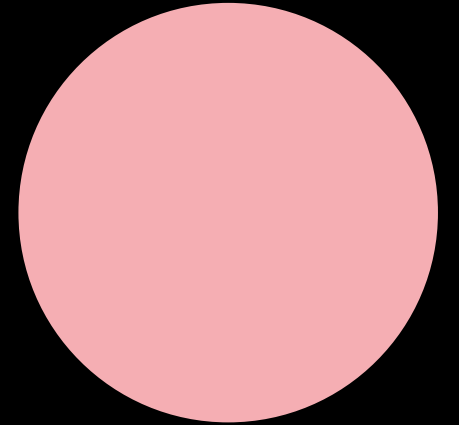
Yesterday, did you watch the Prime Minister's press conference with the Chief Medical Officer and Chief Scientific Officer?

Profile: Prime minister's conference (Monday 20th April)

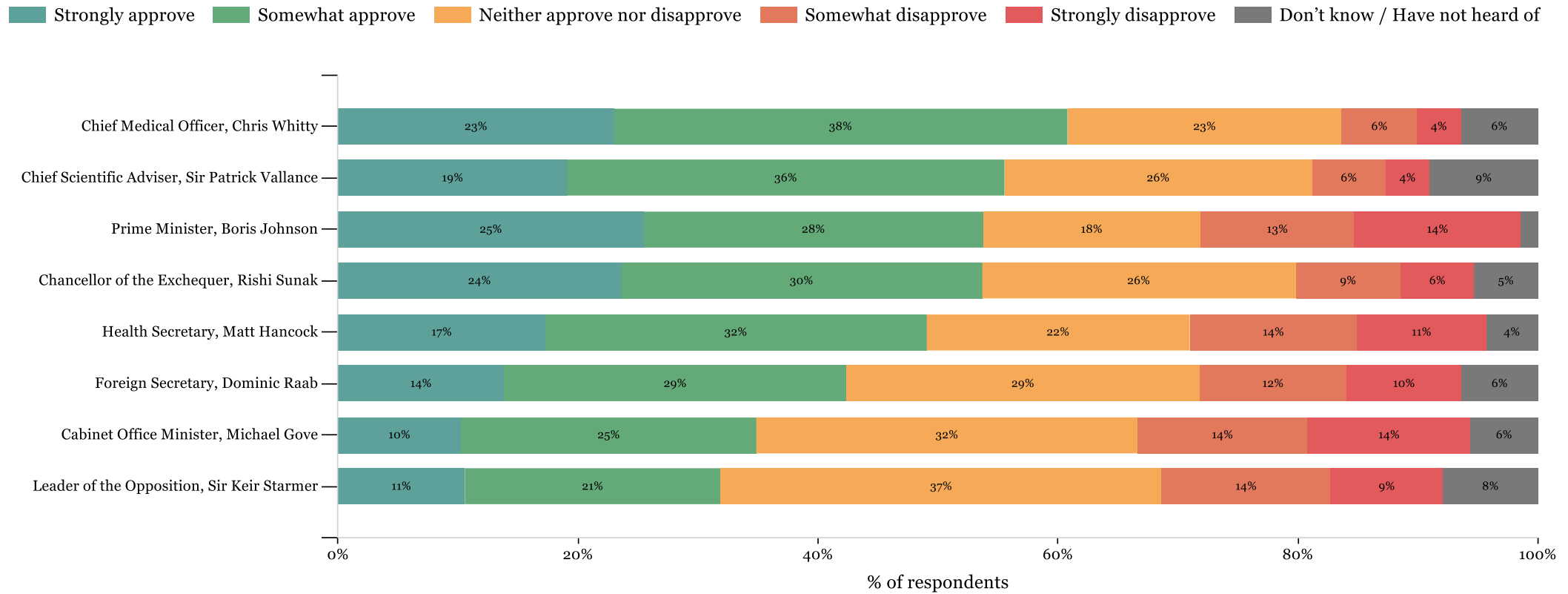


Did you watch the UK Government's daily coronavirus briefing?

Approval ratings



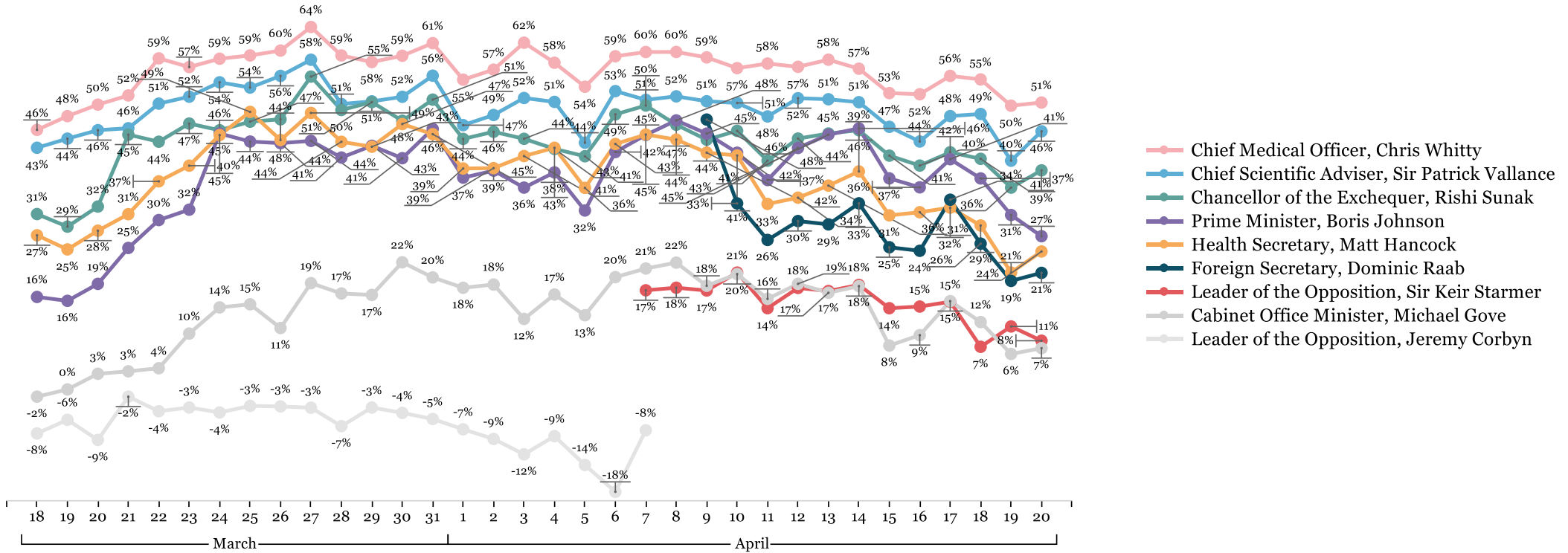
Individual approval ratings (Monday 20th April)



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?

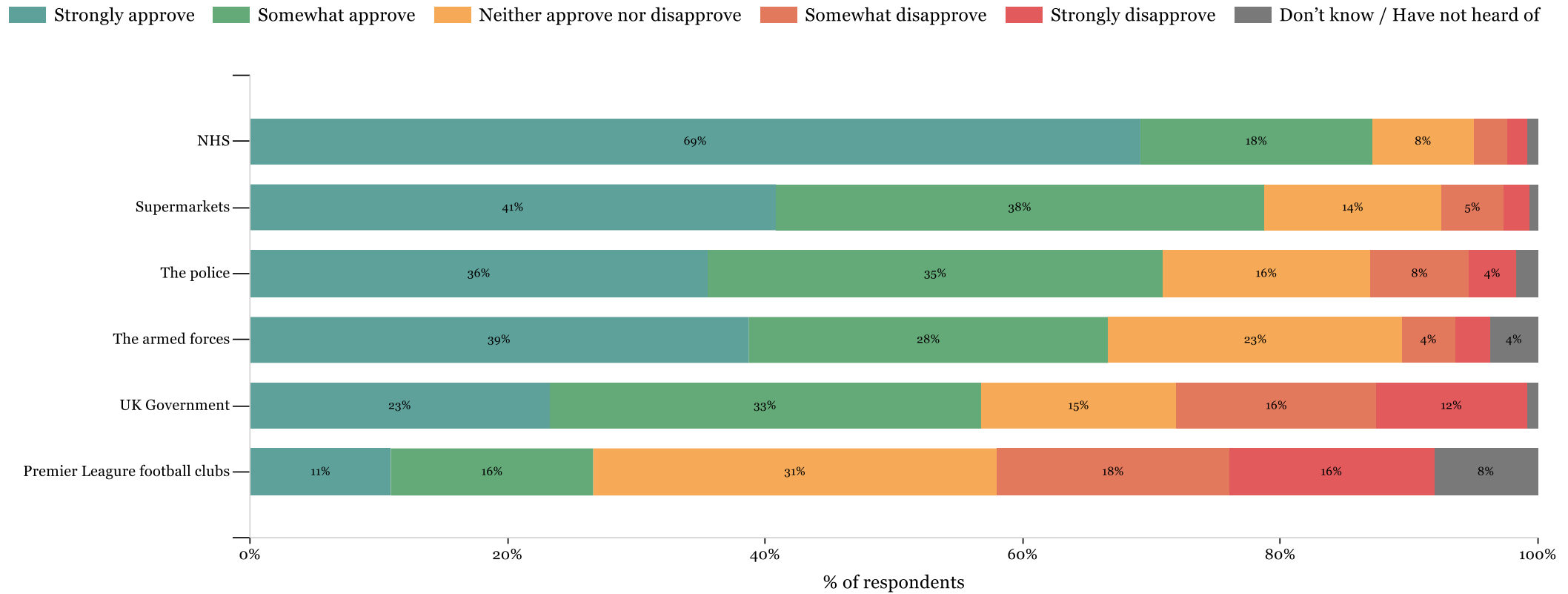
21 April, 2020

Individual net approval ratings - over time



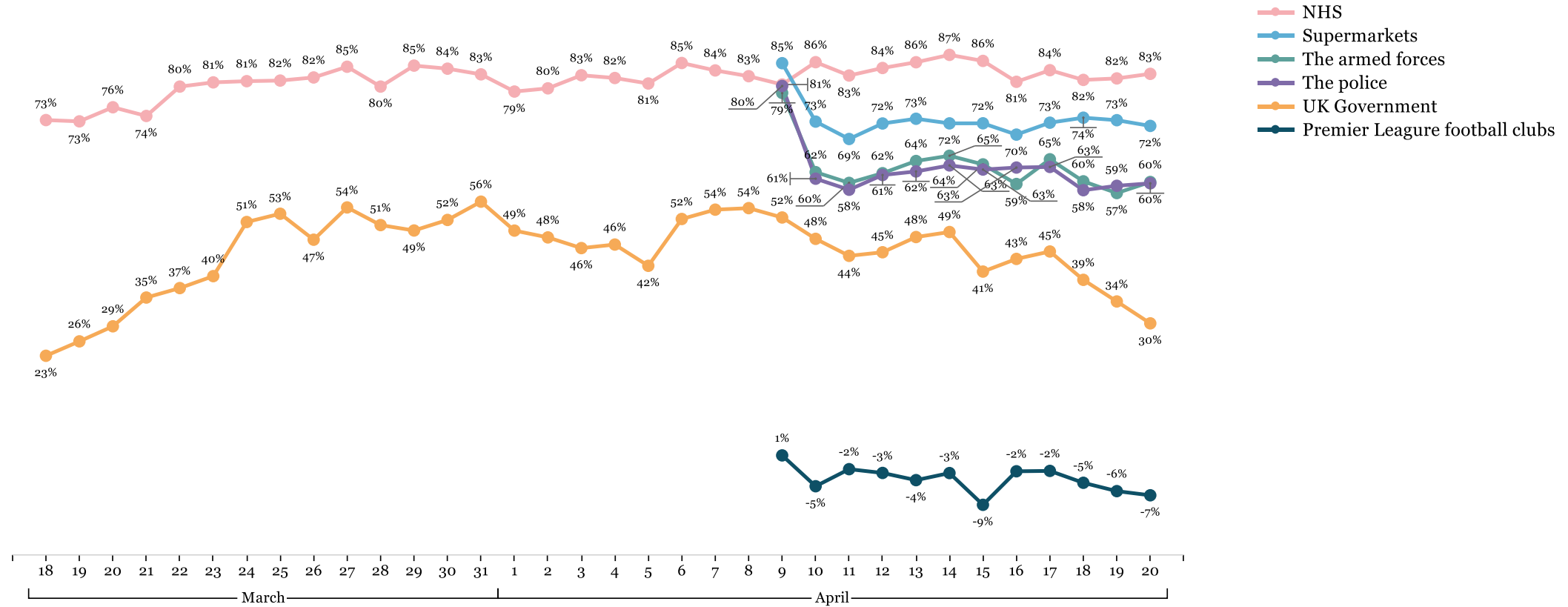
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Organisation approval ratings (Monday 20th April)



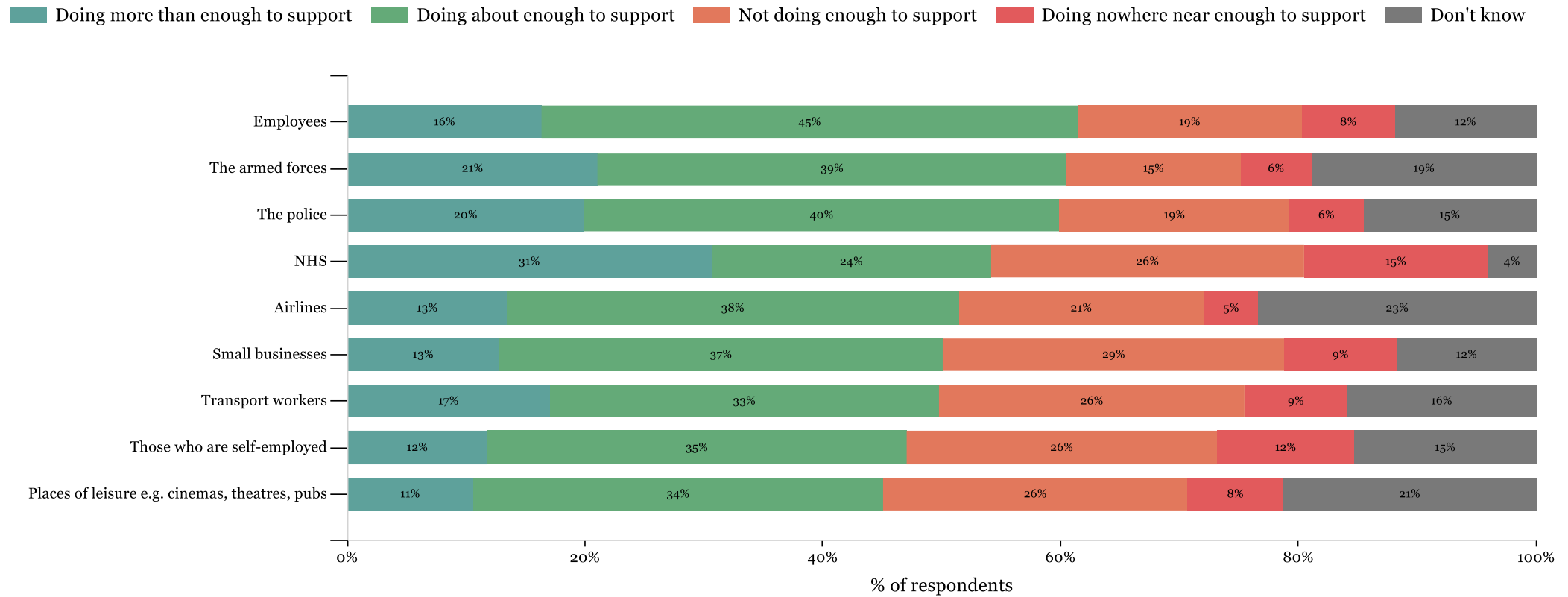
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Organisation net approval ratings - over time



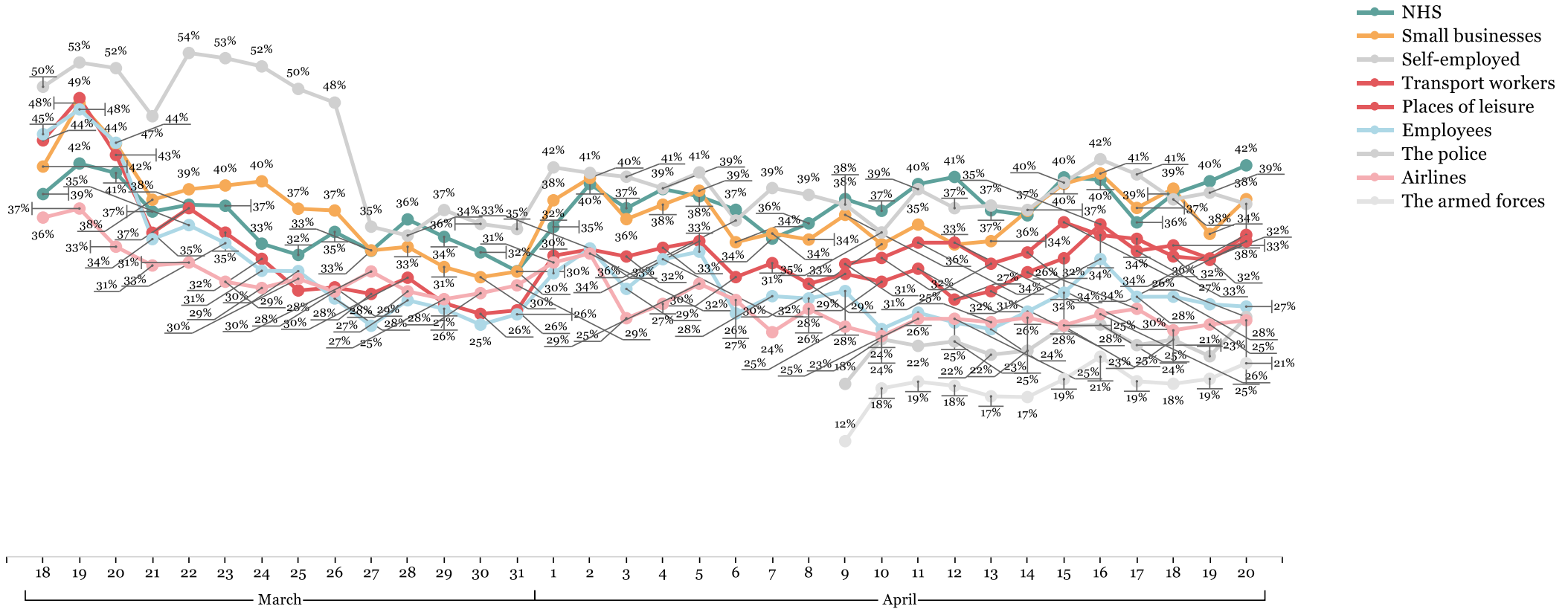
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Government support (Monday 20th April)



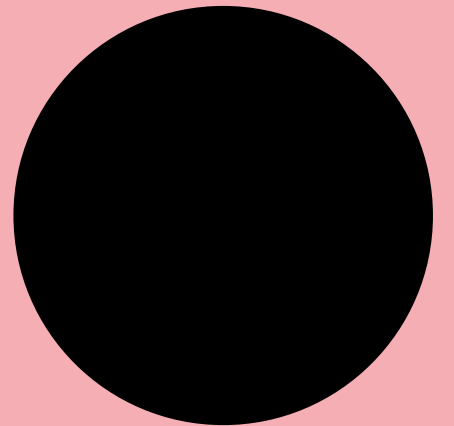
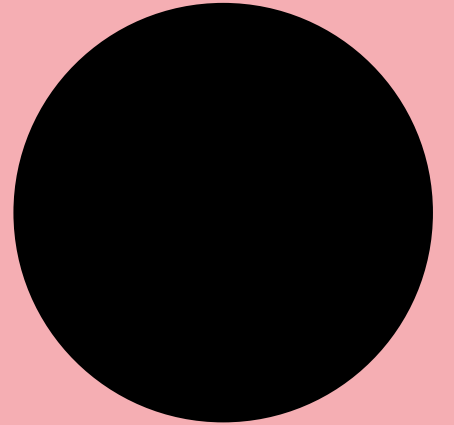
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Those not well enough supported by government - over time



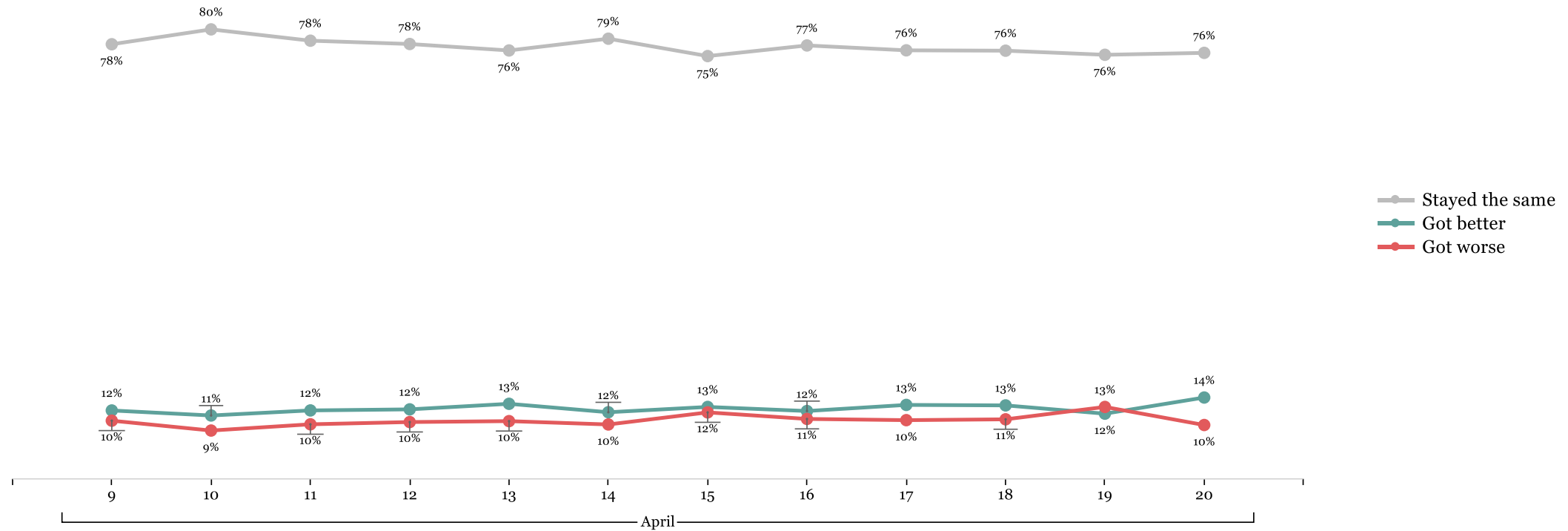
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Personal impact (Monday 20th April)



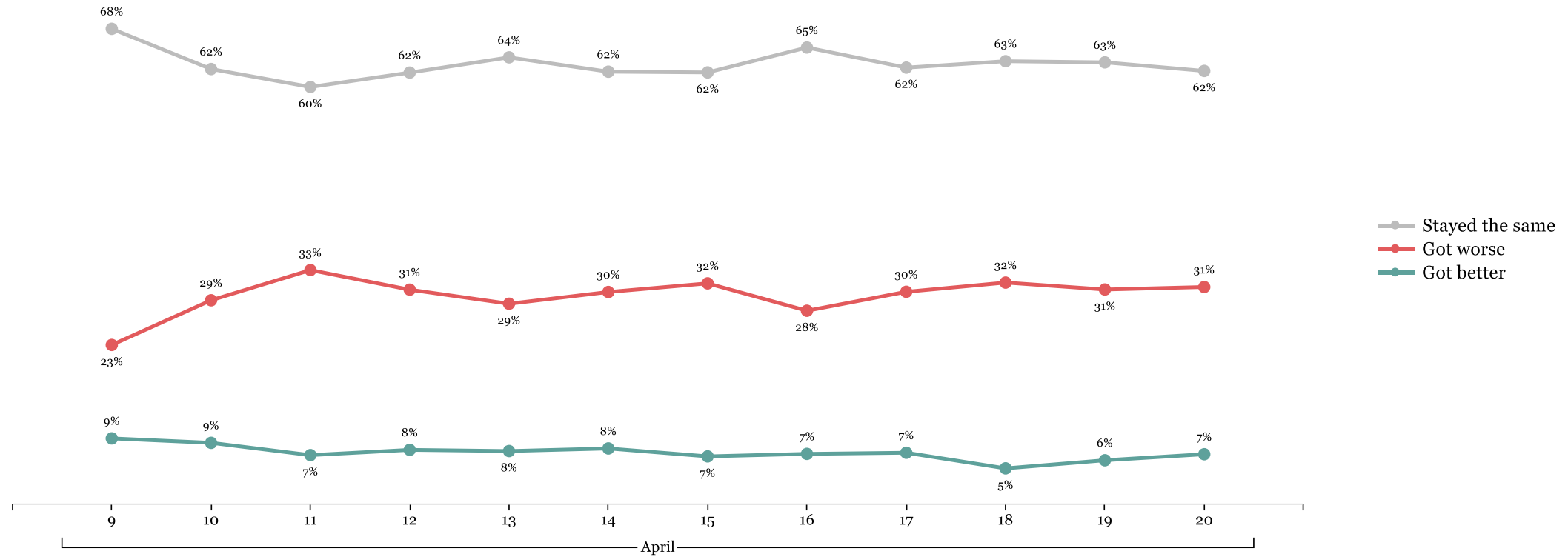
21 April, 2020

Personal impact: Your physical health - over time



Have any of the following changed since the outbreak of COVID-19?

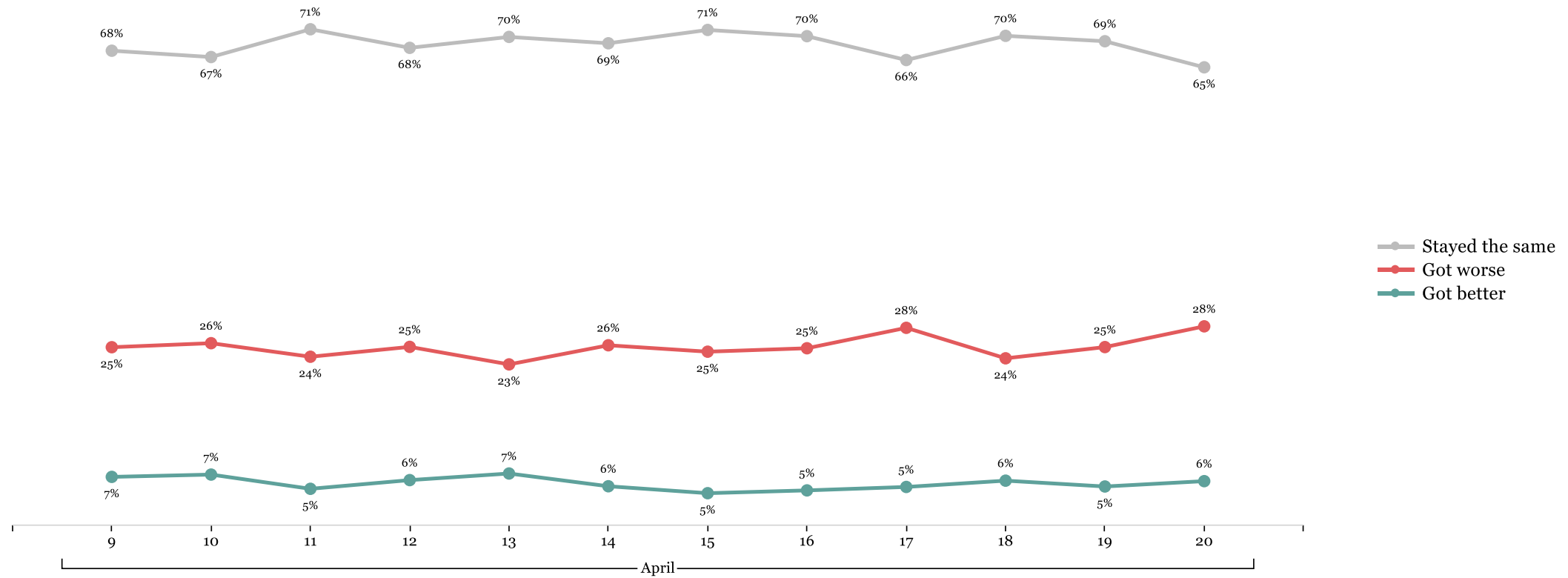
Personal impact: Your mental health - over time



Have any of the following changed since the outbreak of COVID-19?

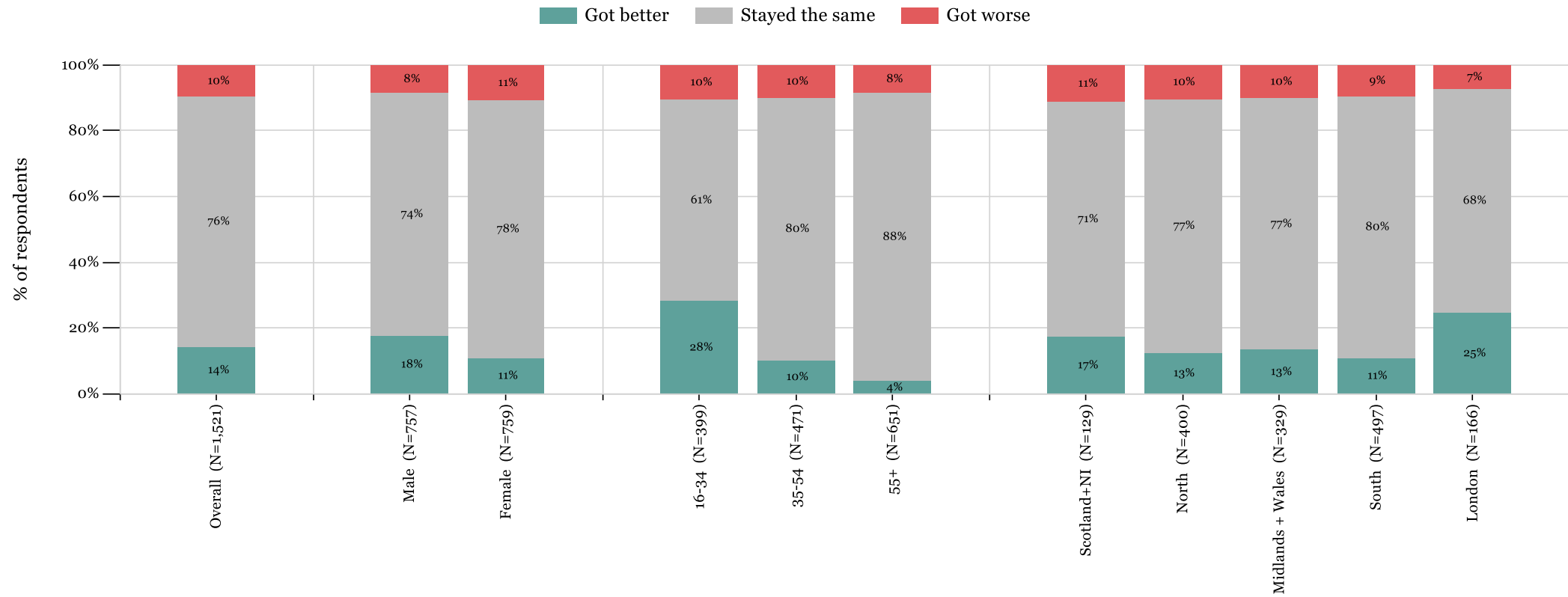
21 April, 2020

Personal impact: Your job security - over time



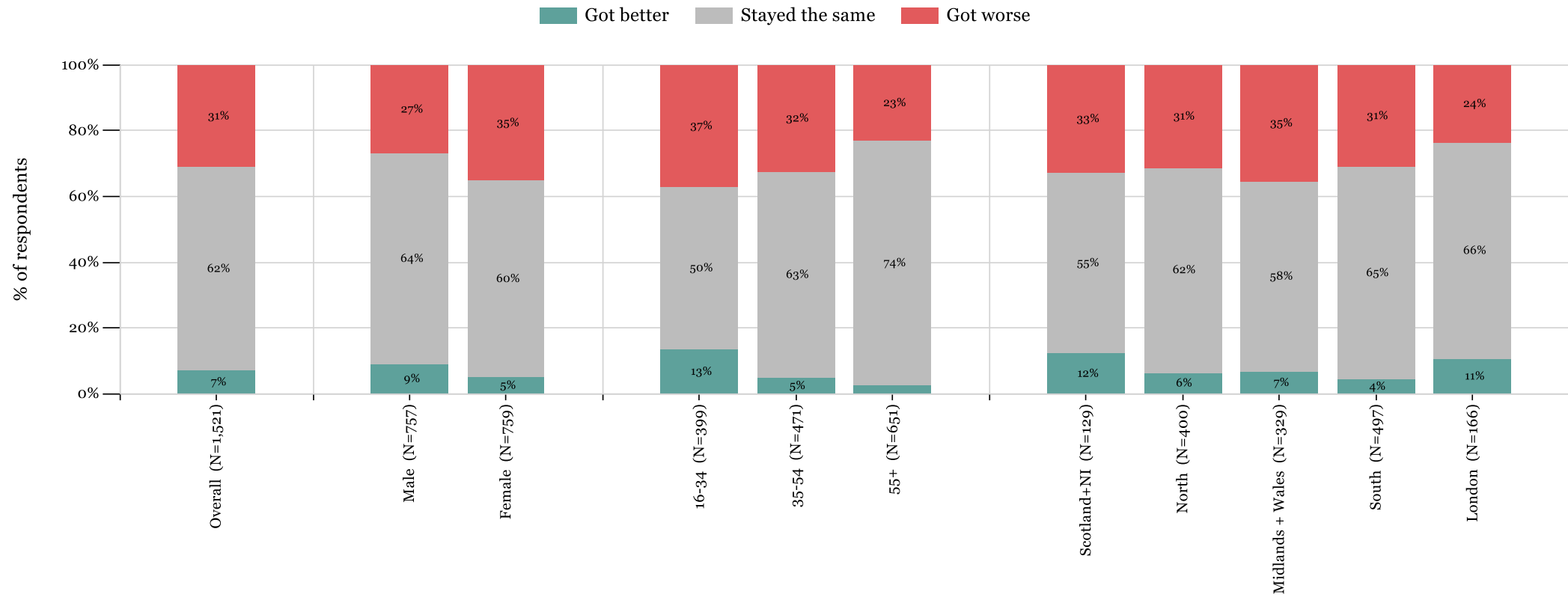
Have any of the following changed since the outbreak of COVID-19?

Profile: Your physical health (Monday 20th April)



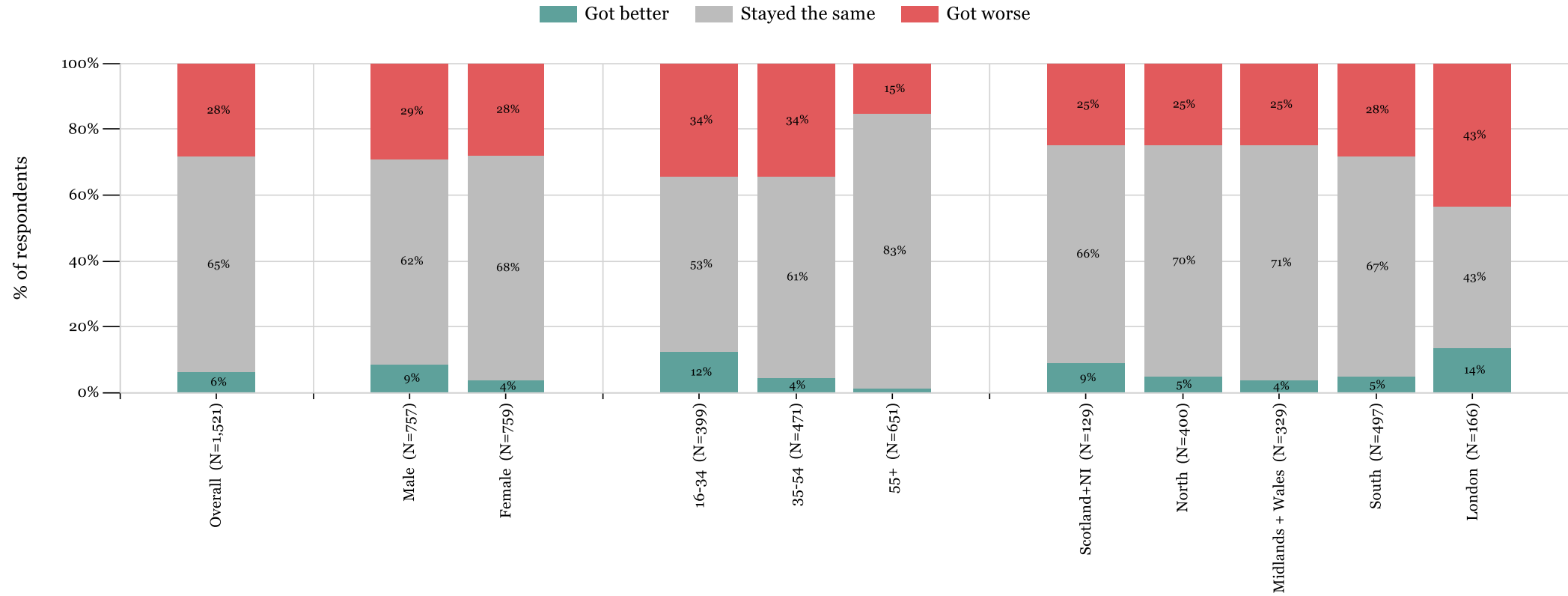
Have any of the following changed since the outbreak of COVID-19?

Profile: Your mental health (Monday 20th April)



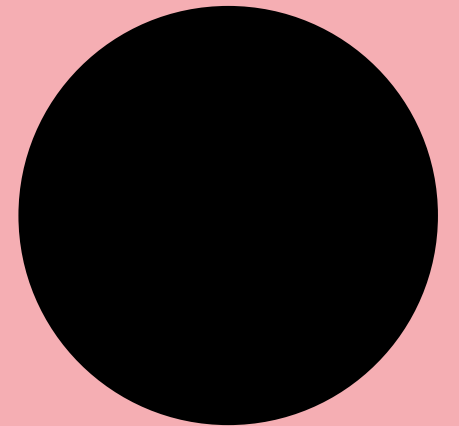
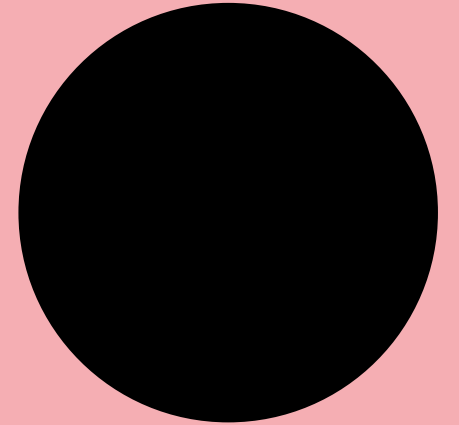
Have any of the following changed since the outbreak of COVID-19?

Profile: Your job security (Monday 20th April)

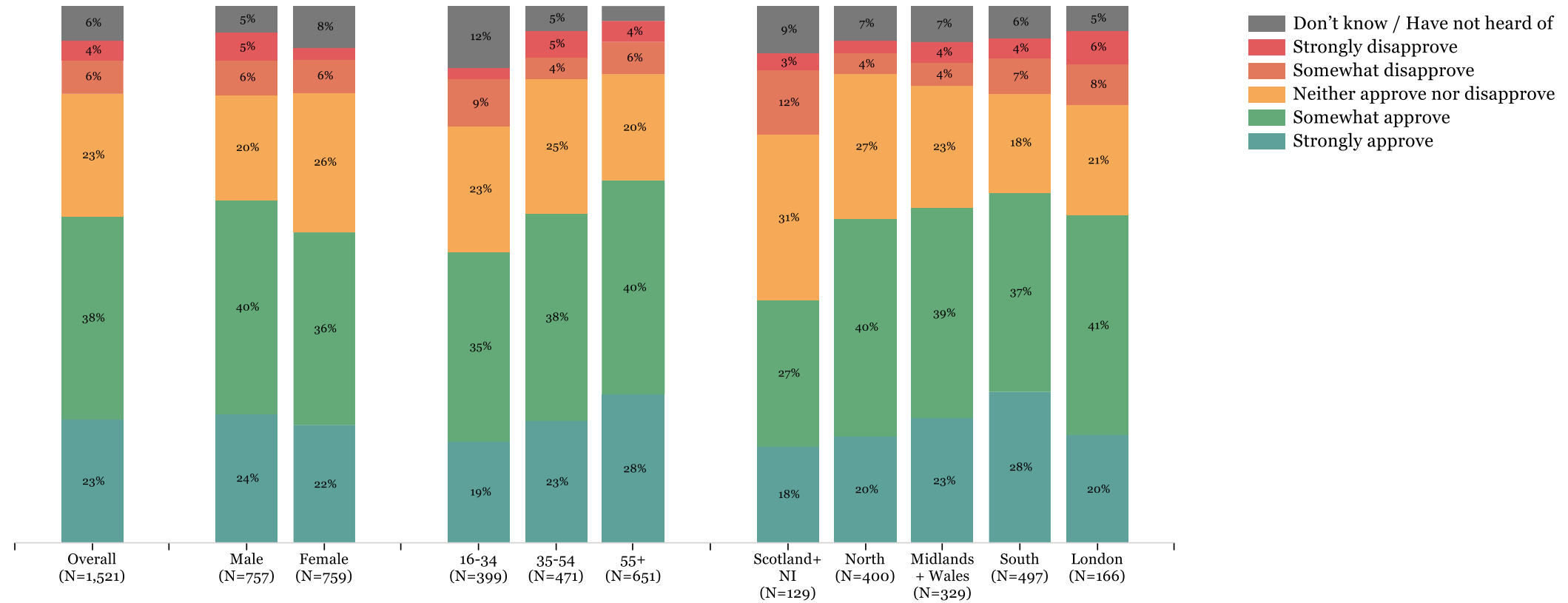


Have any of the following changed since the outbreak of COVID-19?

Approval by audience - individuals (Monday 20th April)

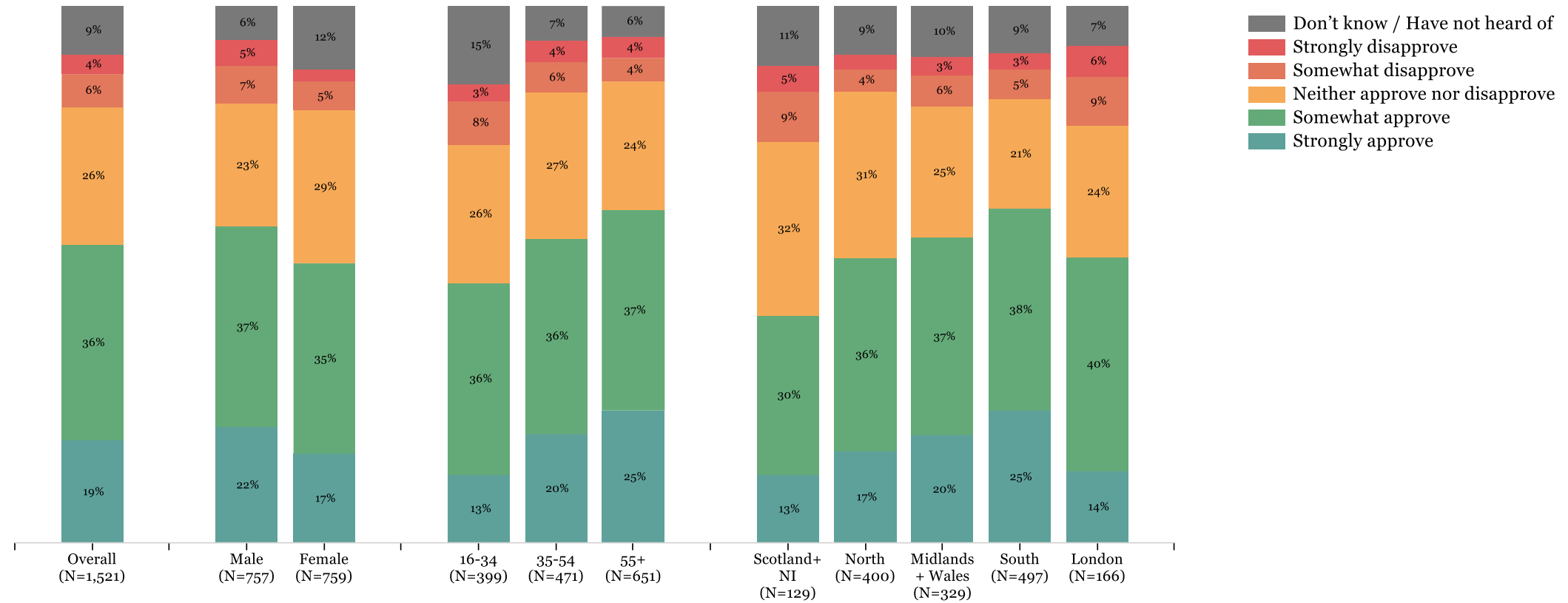


Profile: Approval - Chief Medical Officer, Chris Whitty



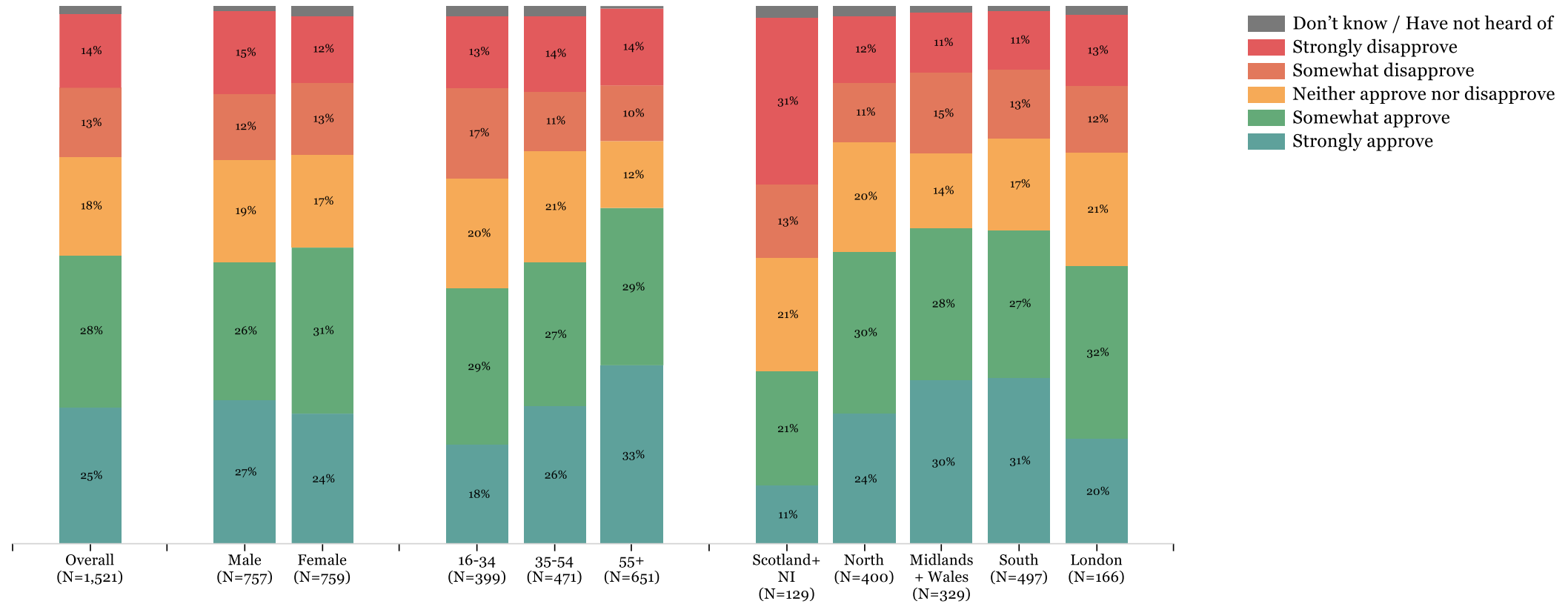
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Chief Scientific Adviser, Sir Patrick Vallance



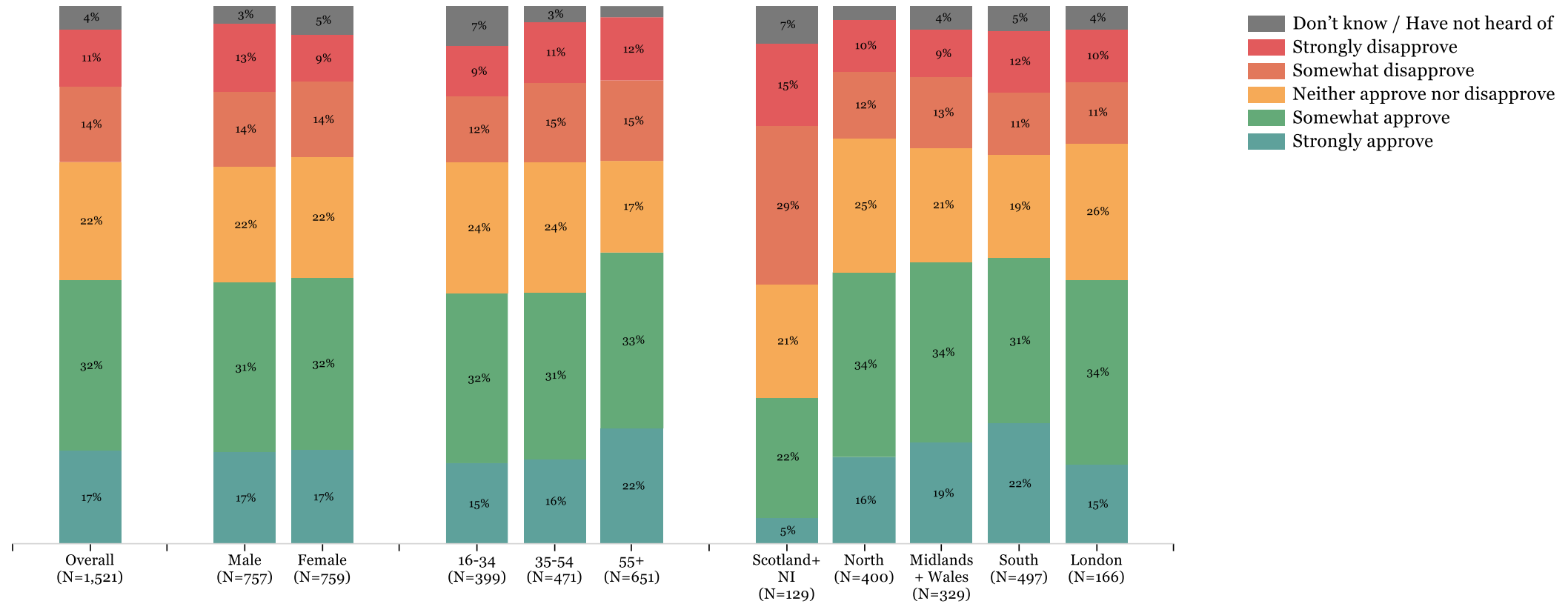
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Prime Minister, Boris Johnson



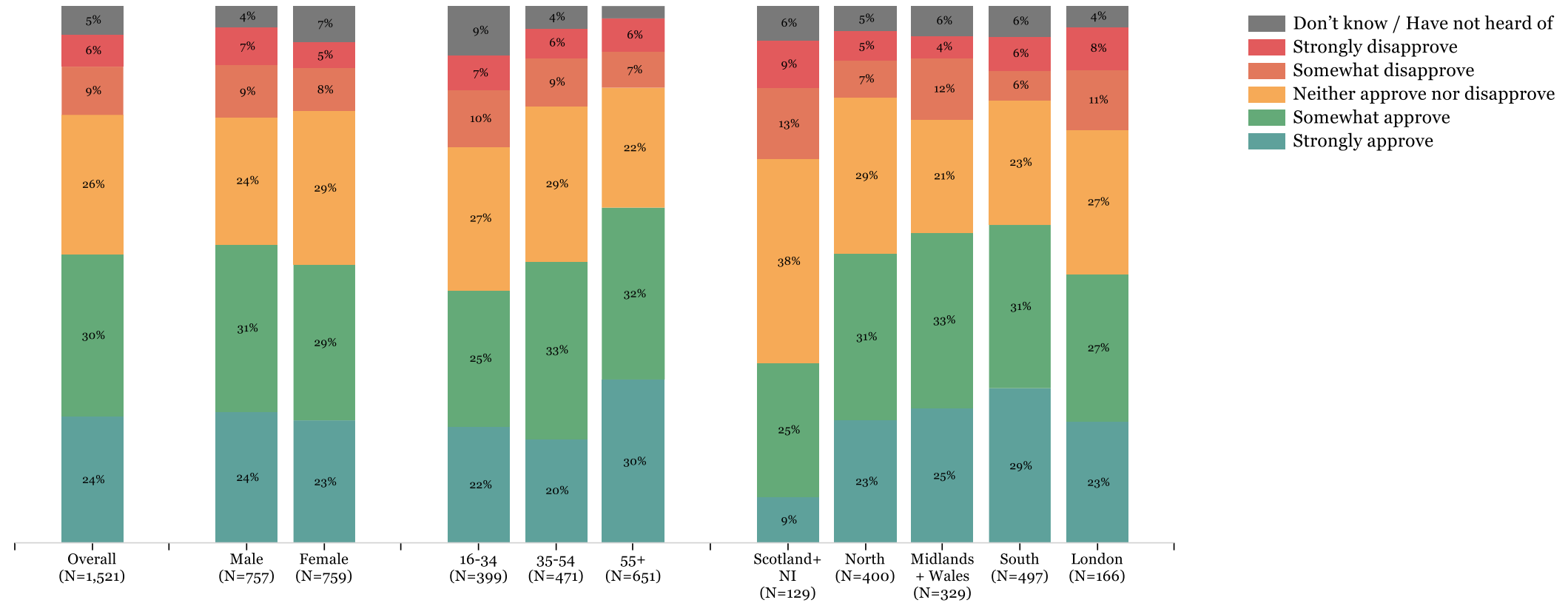
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Health Secretary, Matt Hancock



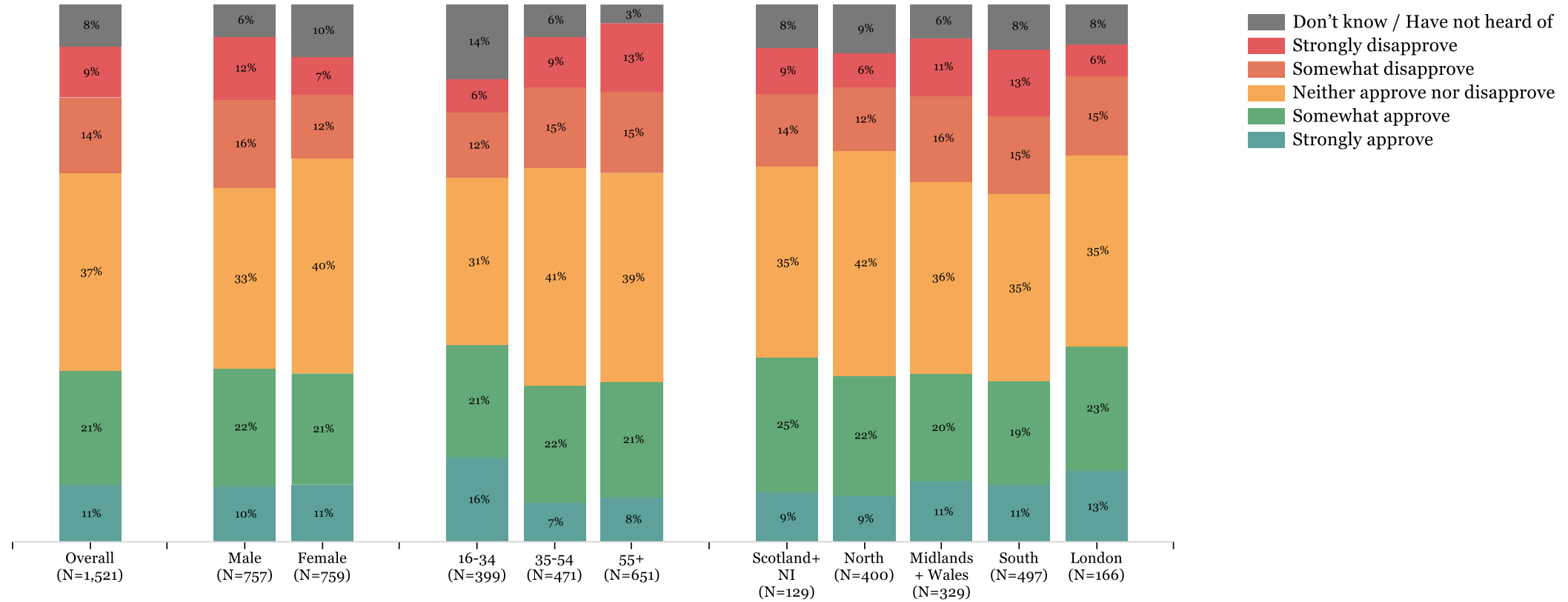
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Chancellor of the Exchequer, Rishi Sunak



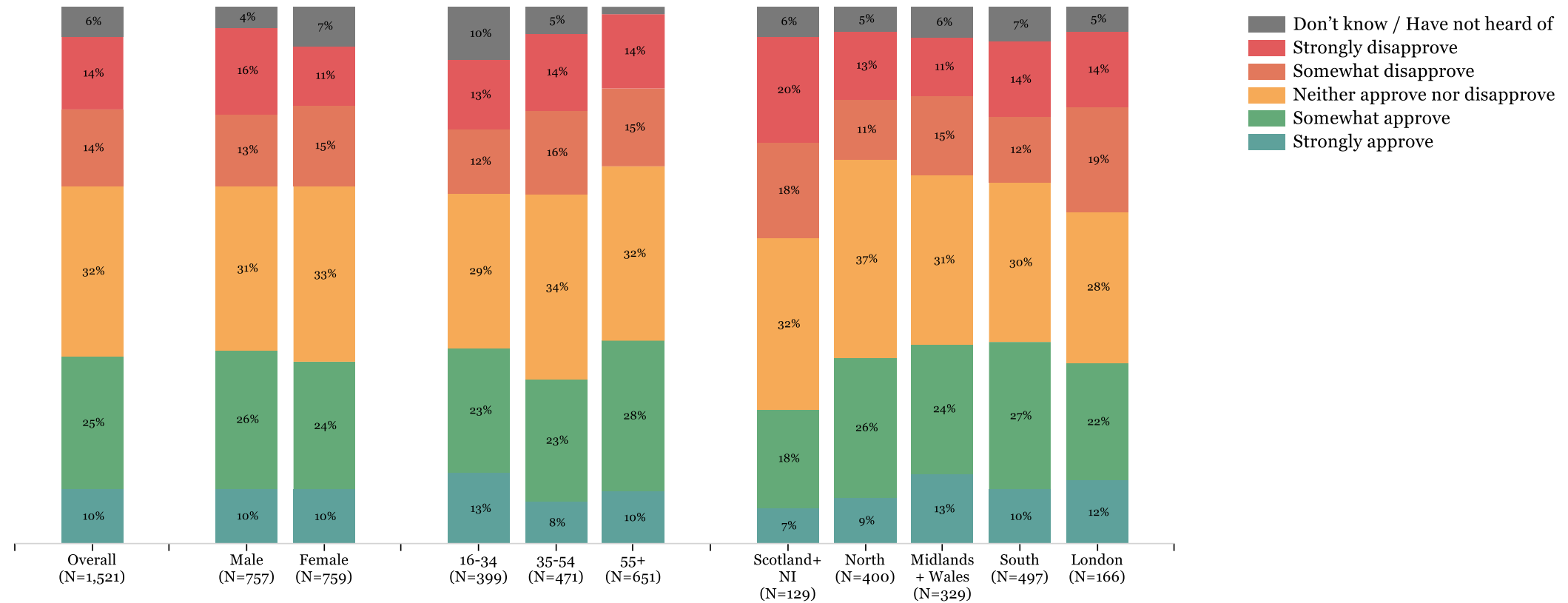
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Leader of the Opposition, Sir Keir Starmer



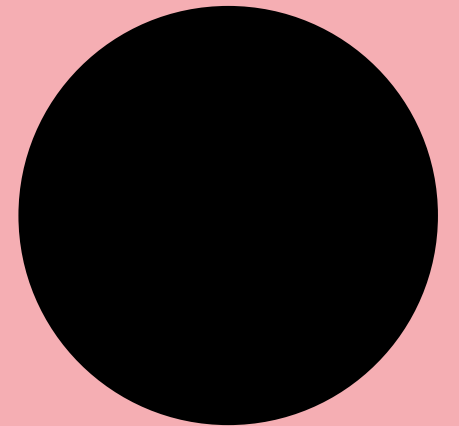
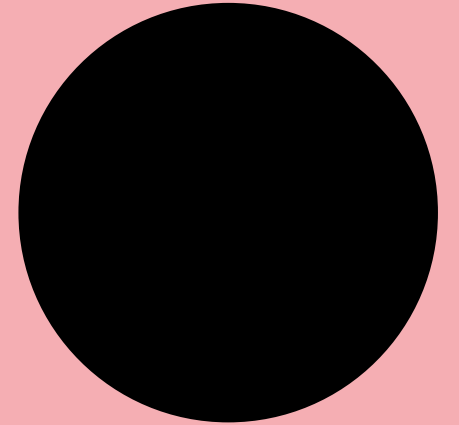
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Cabinet Office Minister, Michael Gove

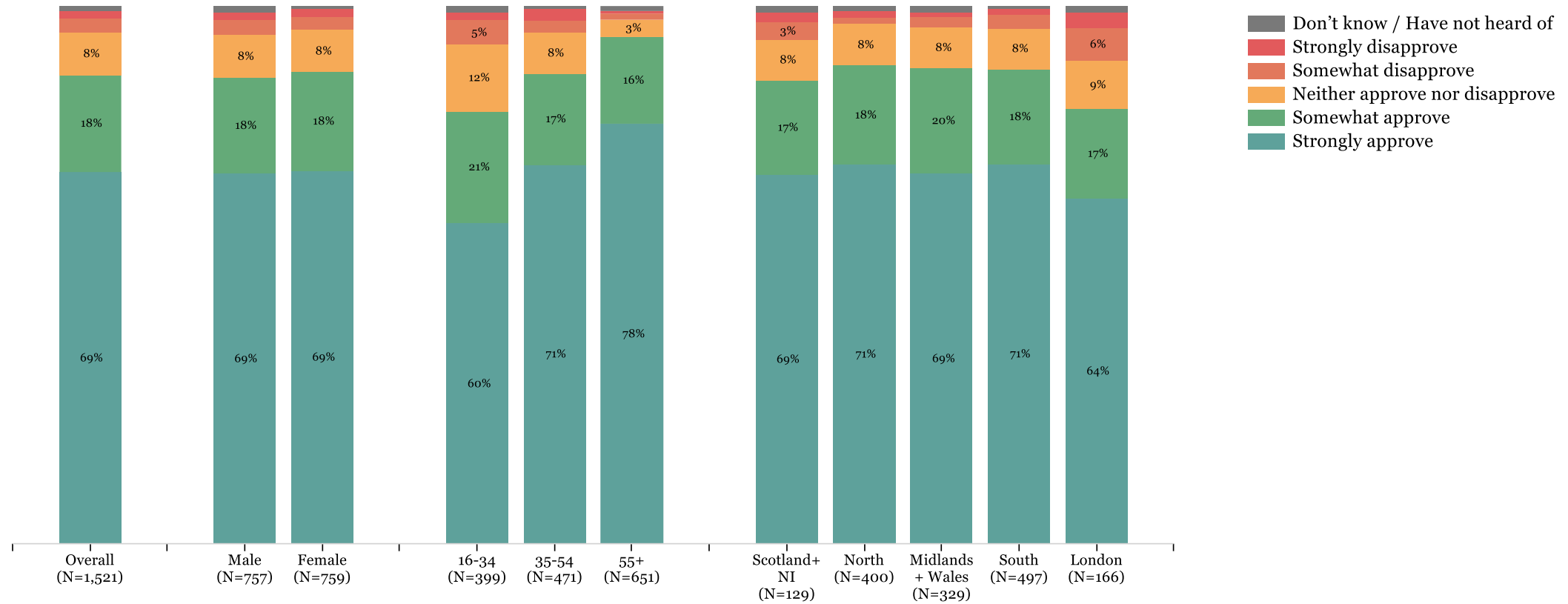


From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Approval by audience - organisations (Monday 20th April)

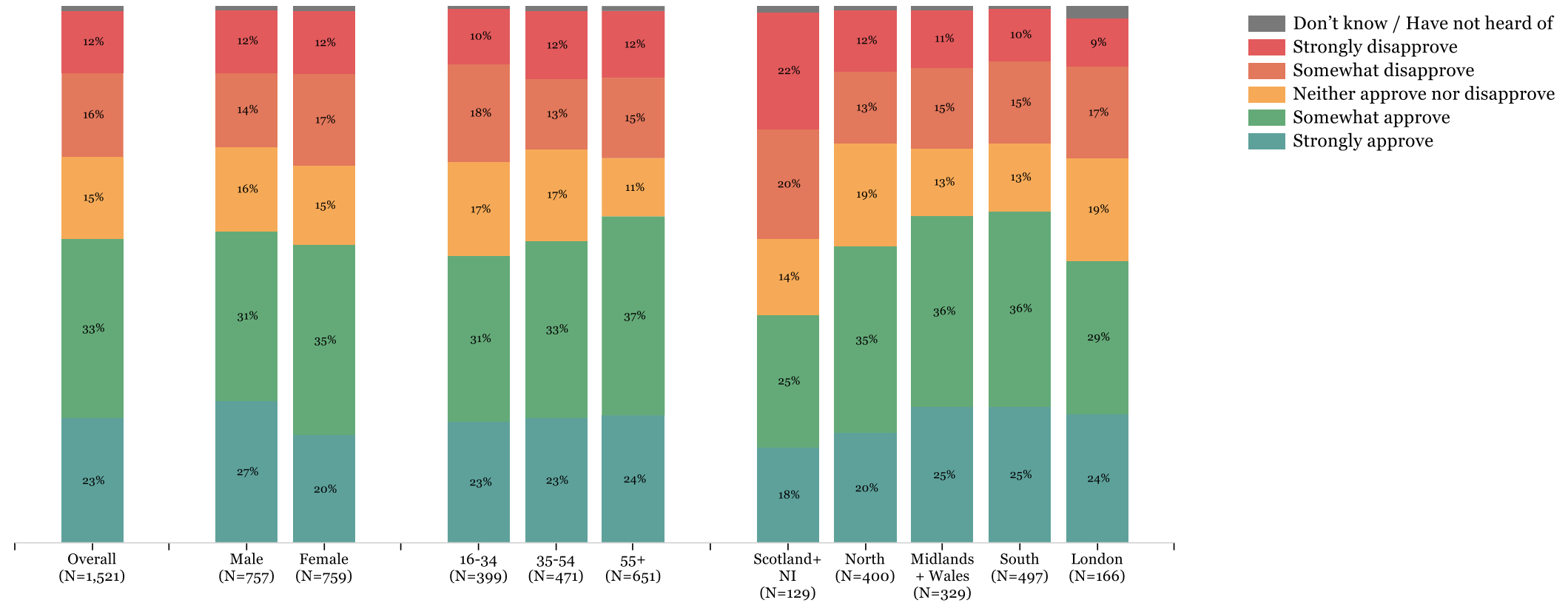


Profile: Approval - NHS



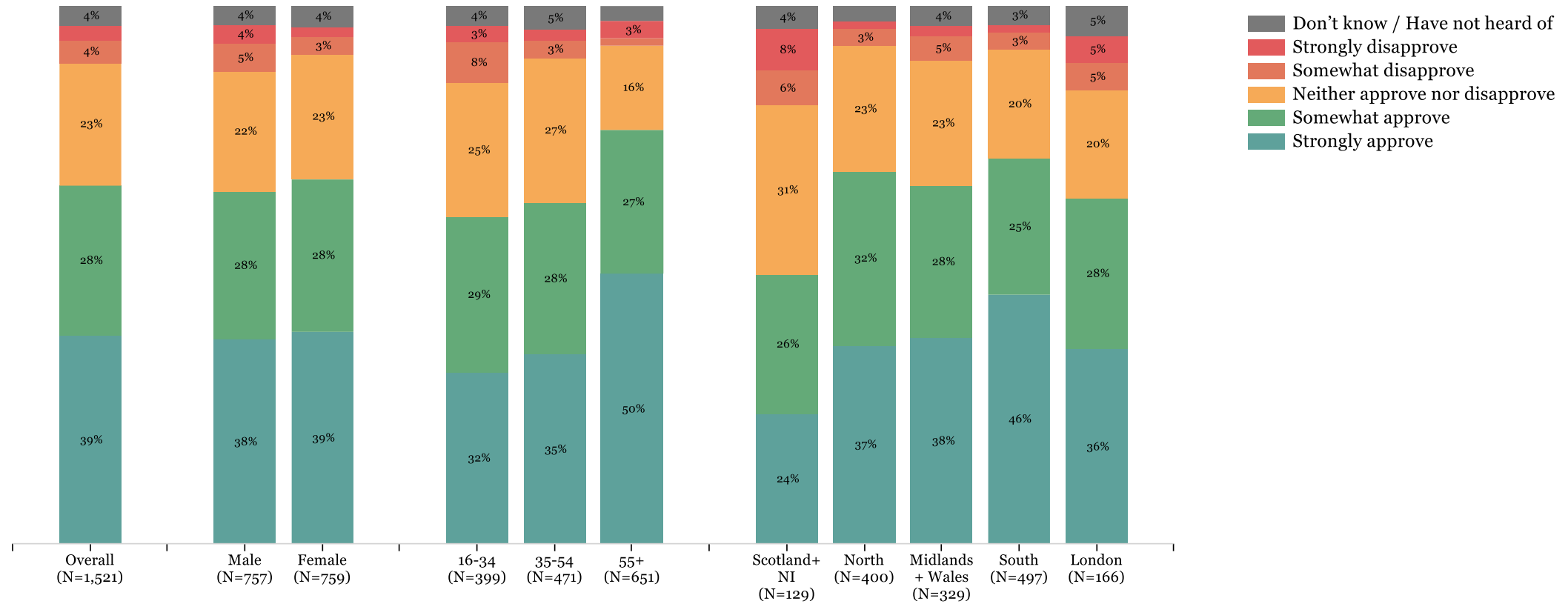
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - UK Government



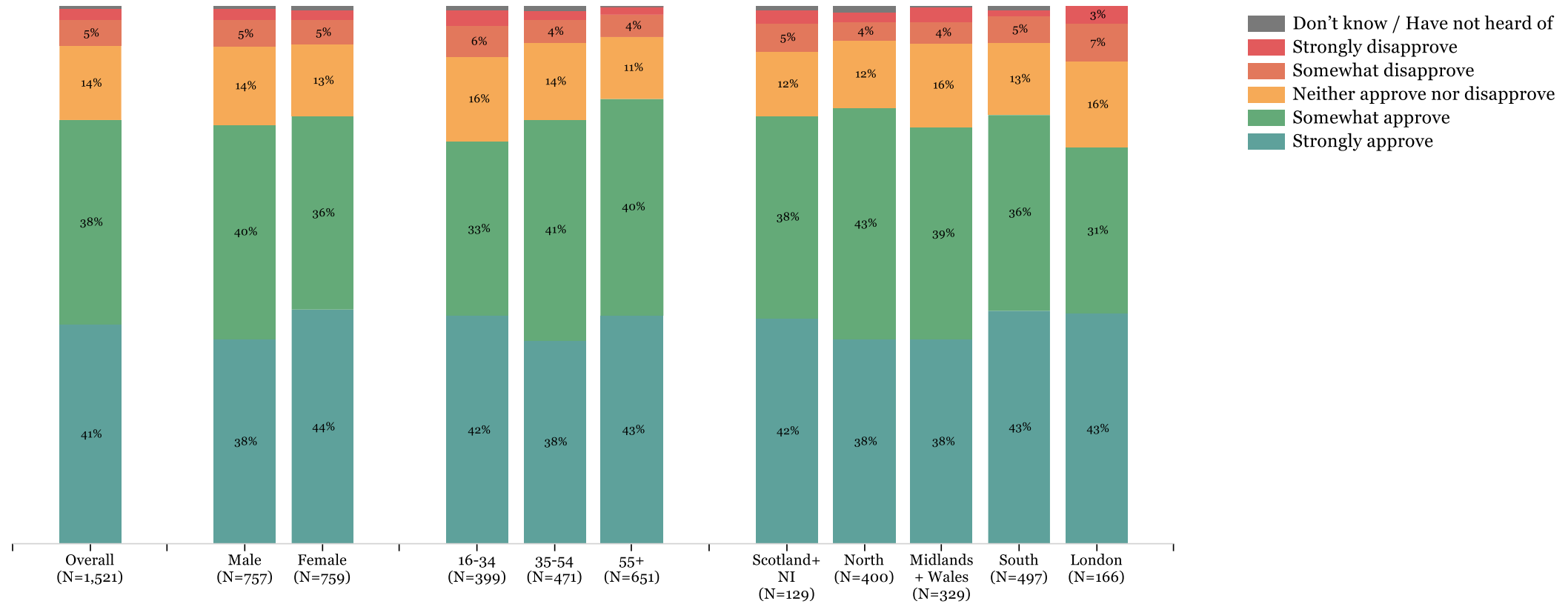
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - Armed Forces



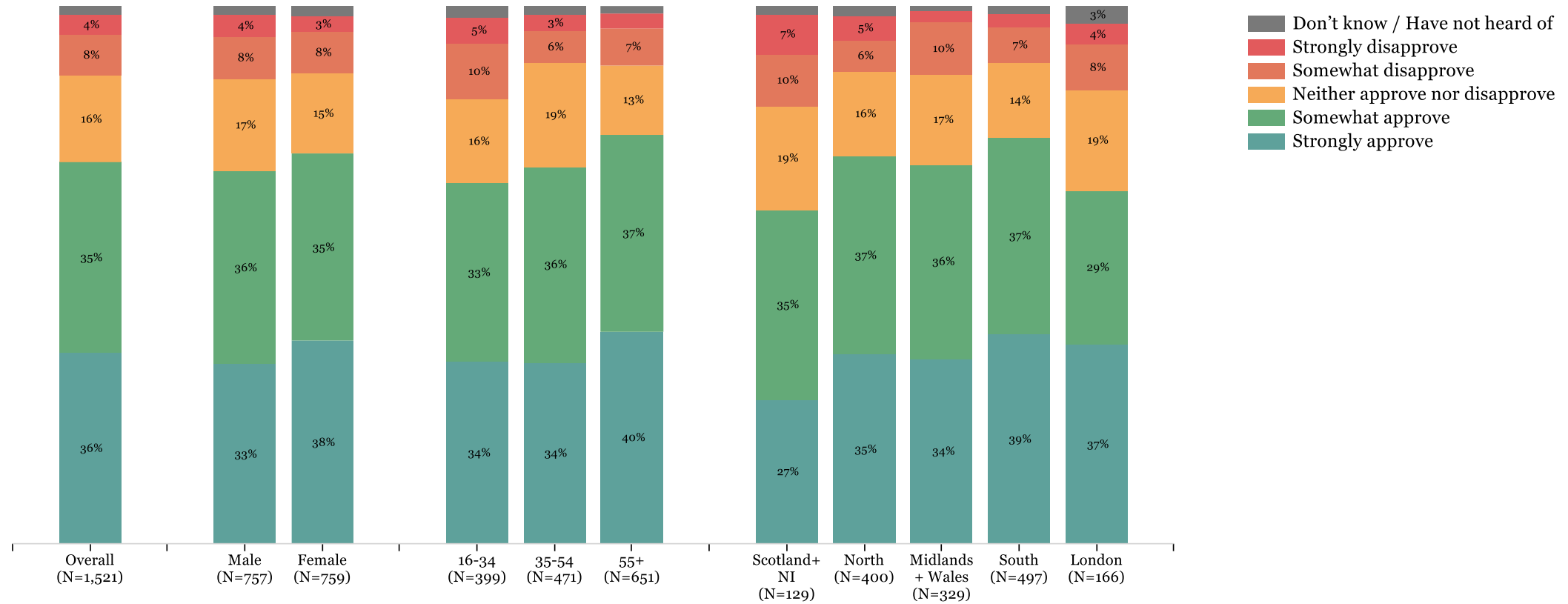
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - Supermarkets



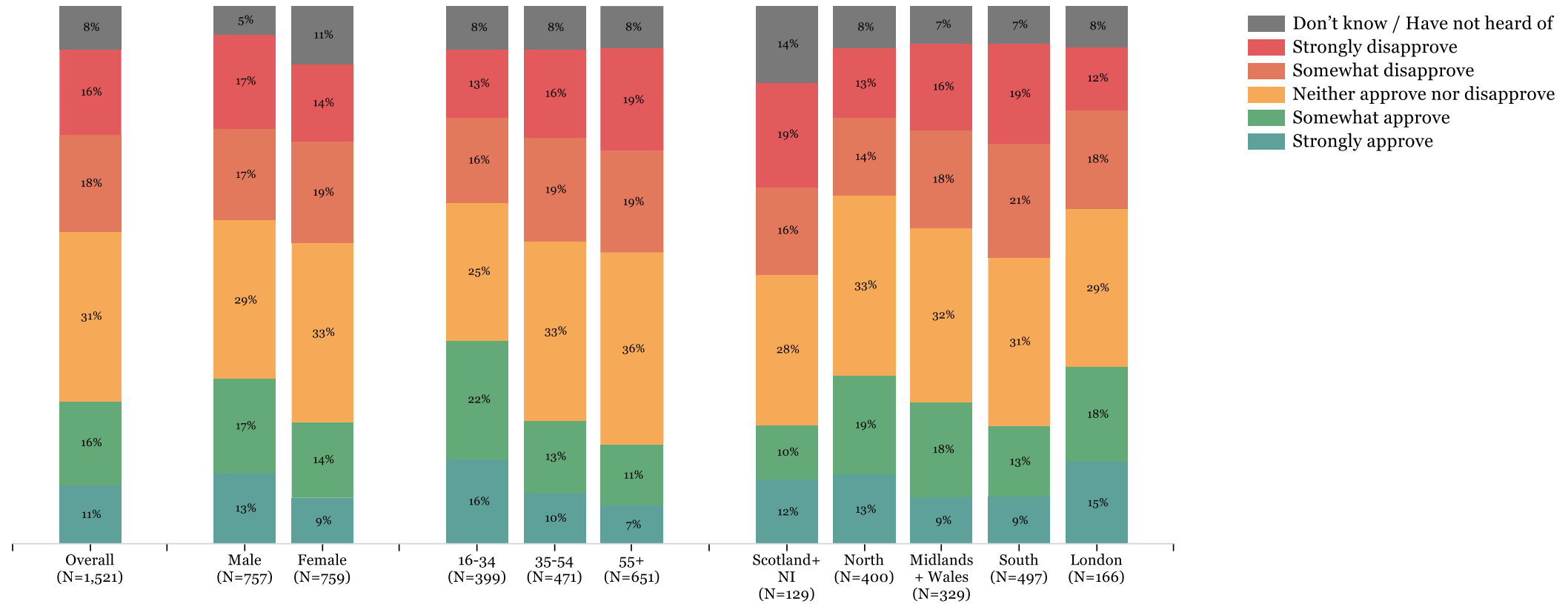
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - Police



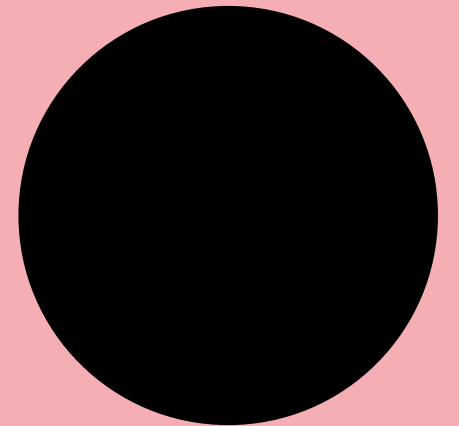
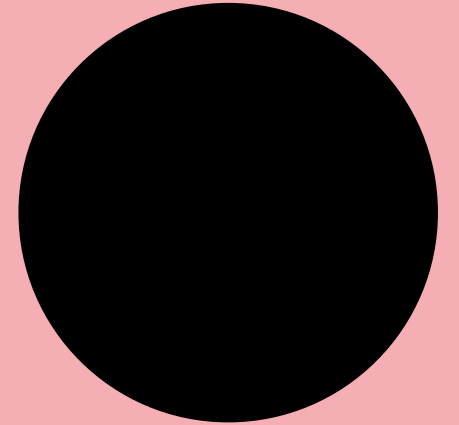
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - Premier League Football Clubs

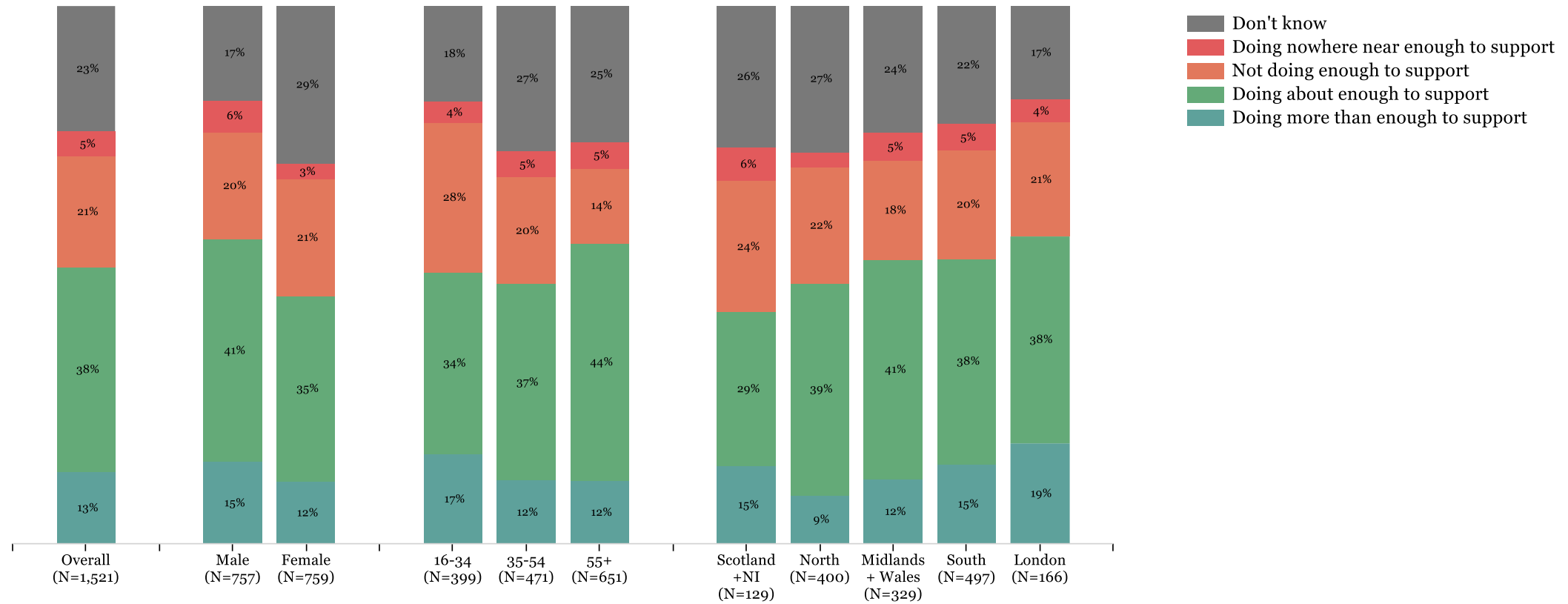


From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Support level by audience (Monday 20th April)

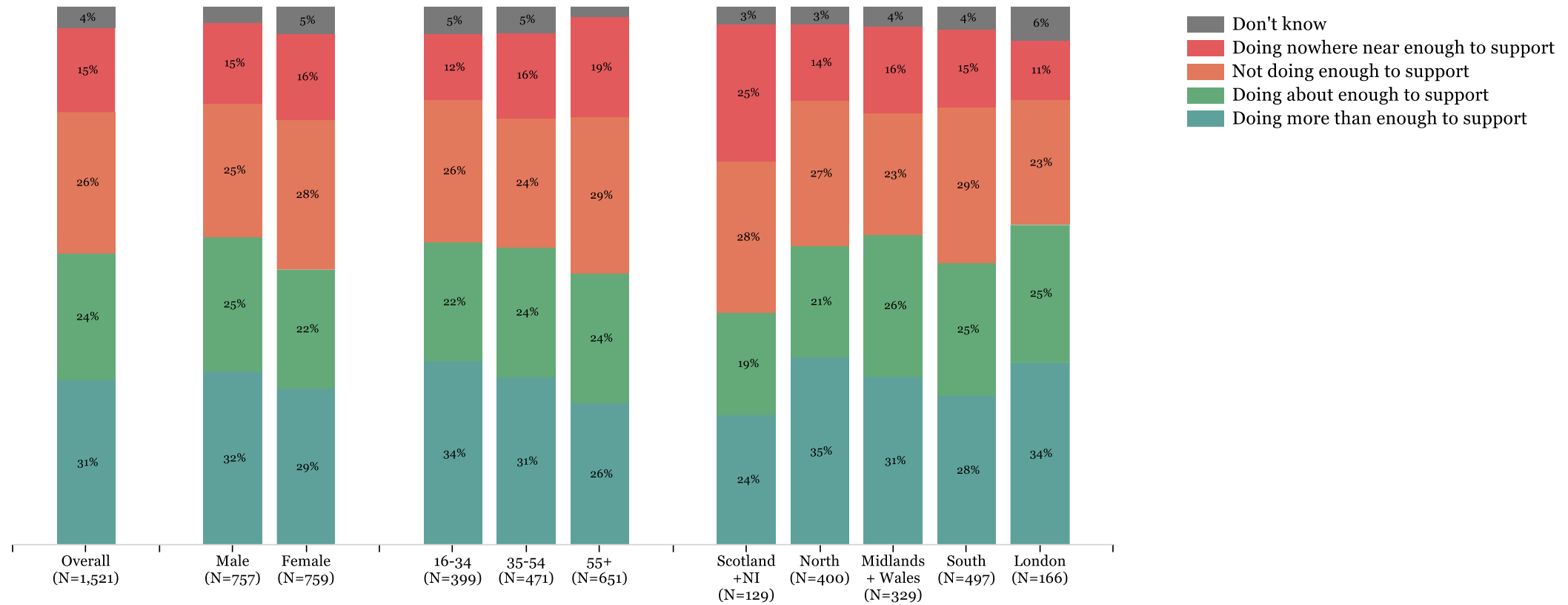


Profile: Airlines



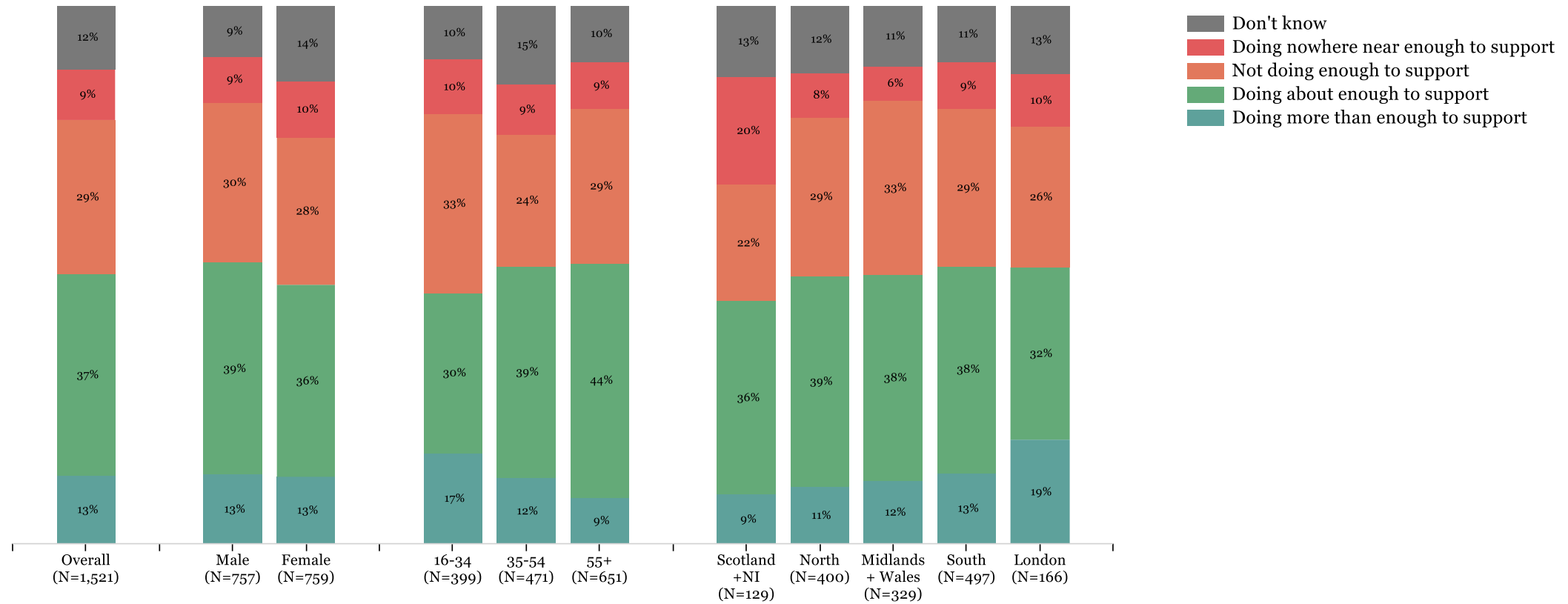
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: NHS



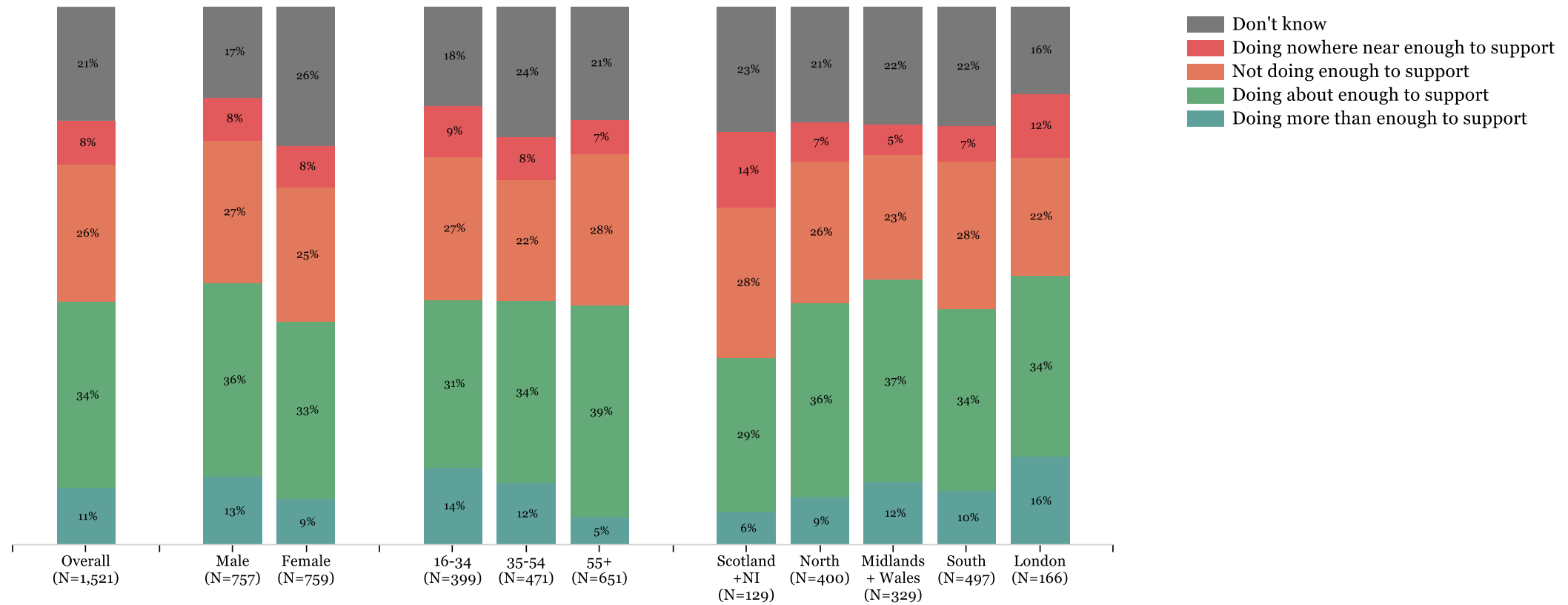
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: Small businesses



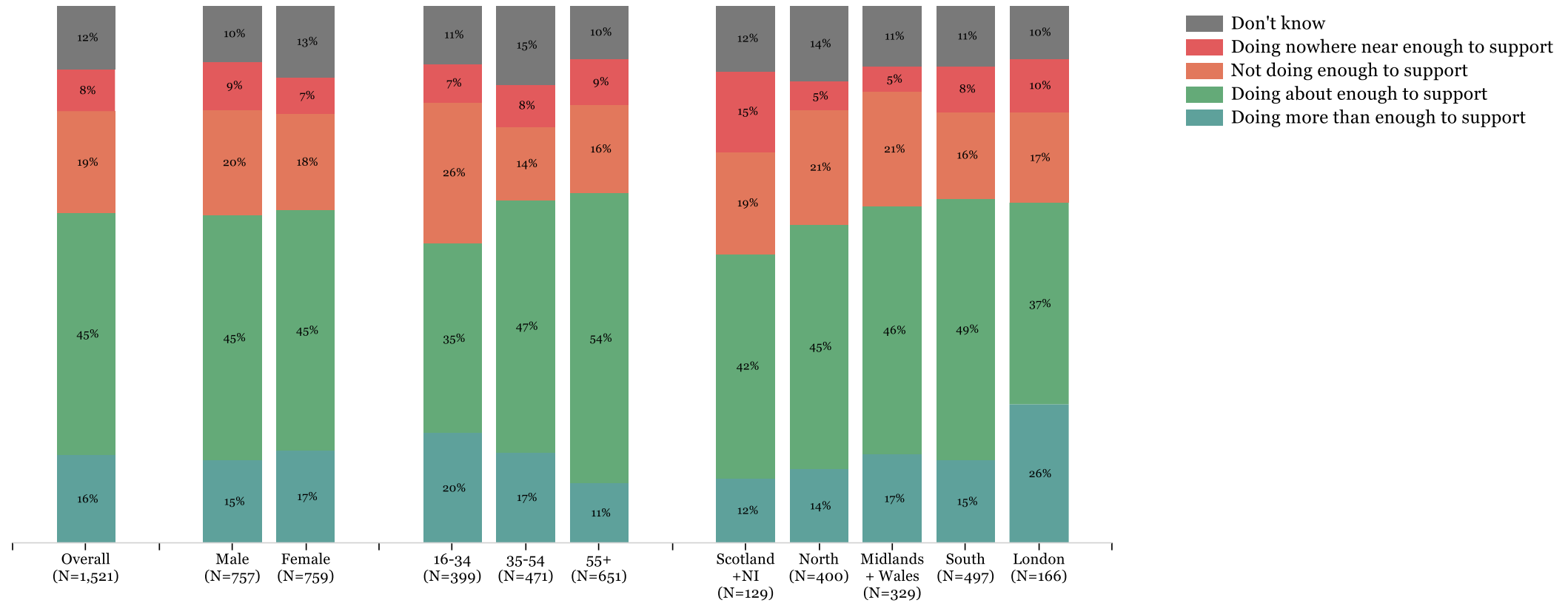
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

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



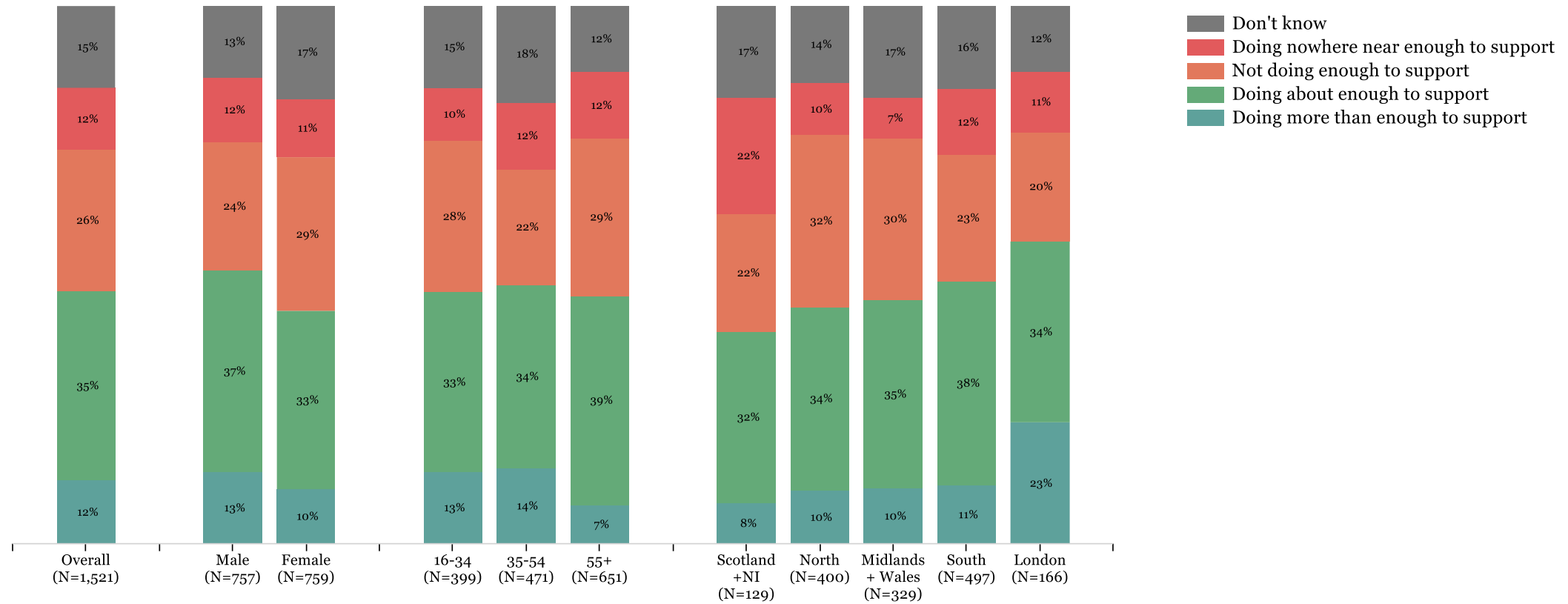
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: Employees



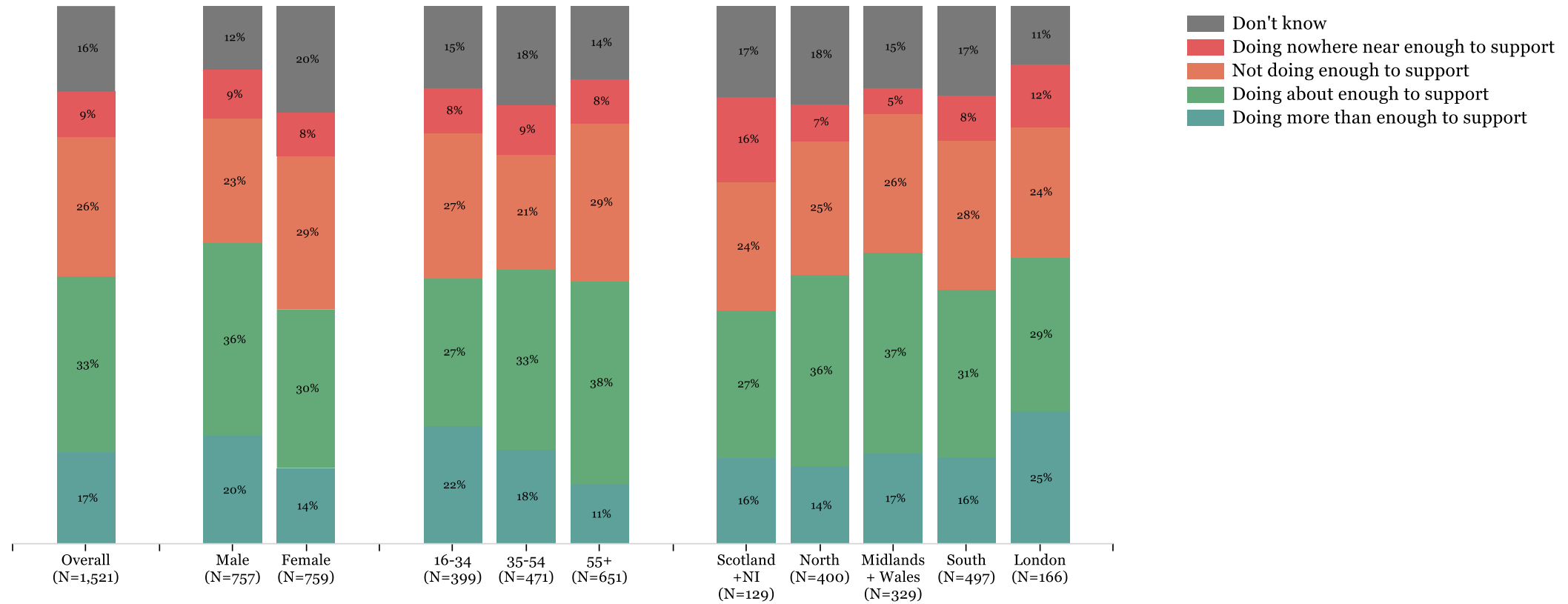
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: Those who are self-employed



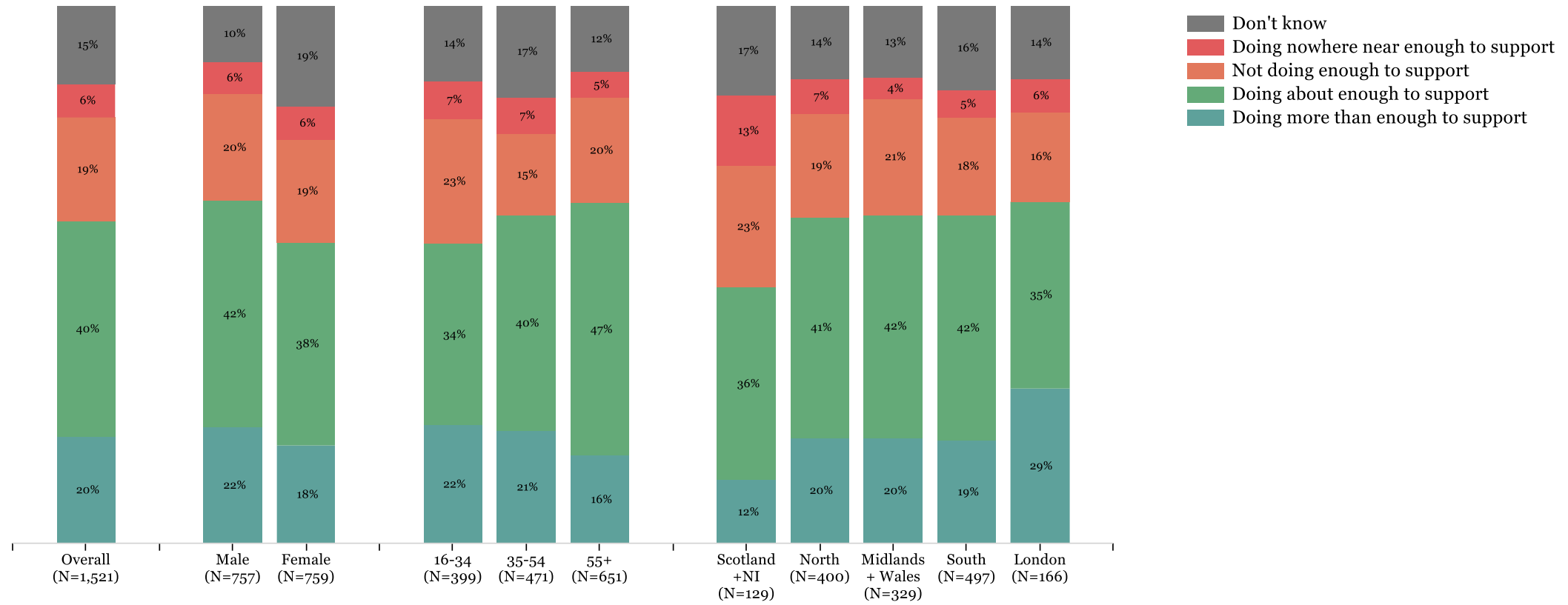
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: Transport workers



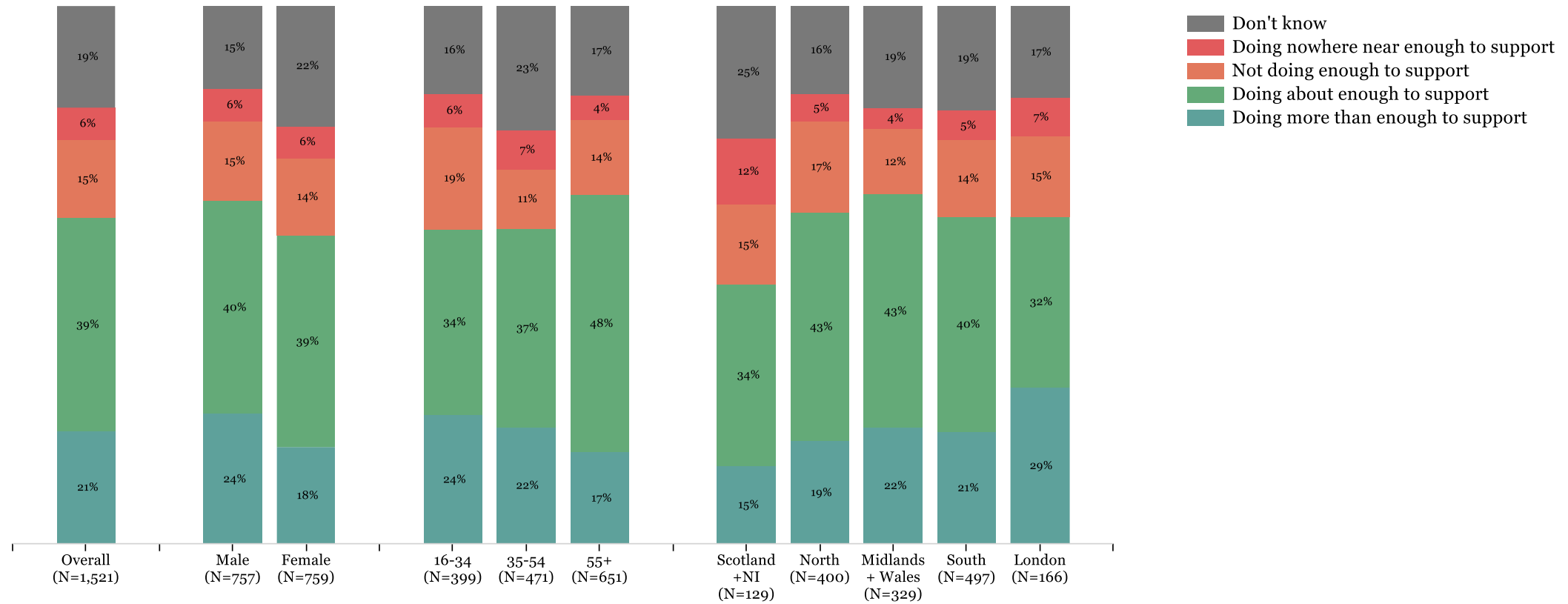
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: The police



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: The armed forces



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

End

