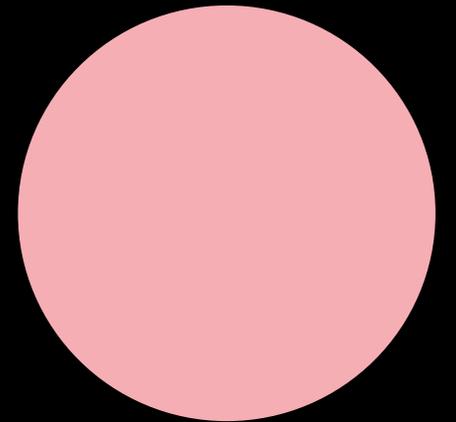
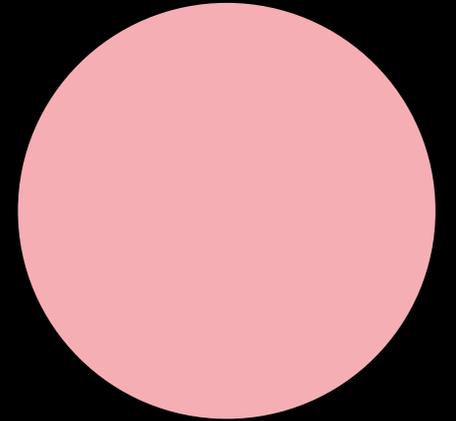


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# Savanta Coronavirus Data Tracker

Friday 24th April

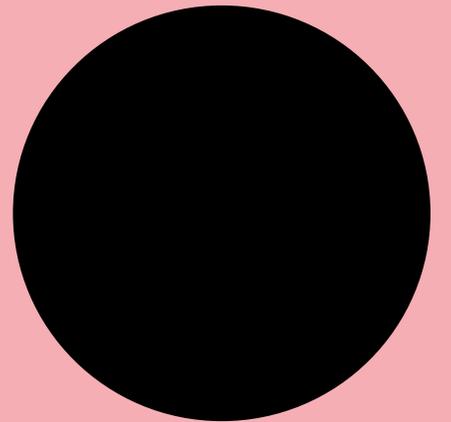
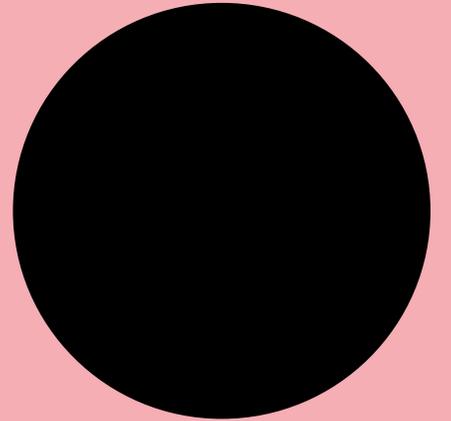


# Contents

- 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

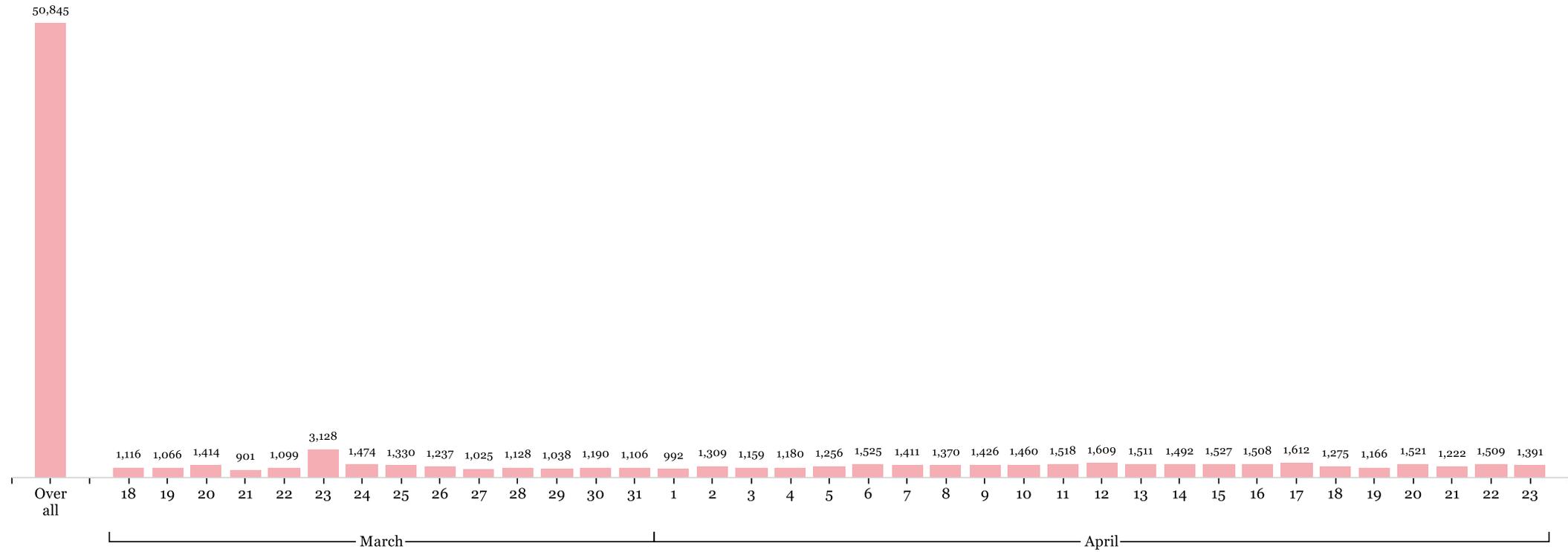


## **Approval ratings**

Approval of key figures  
Approval of organisations  
Industry support

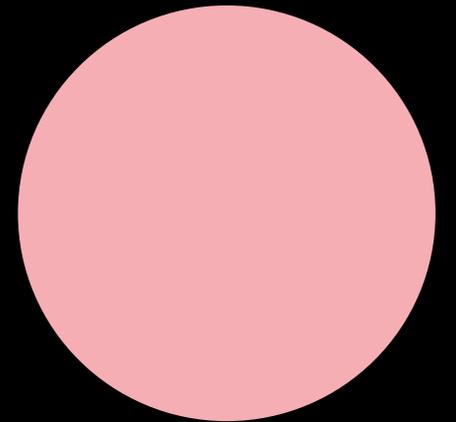
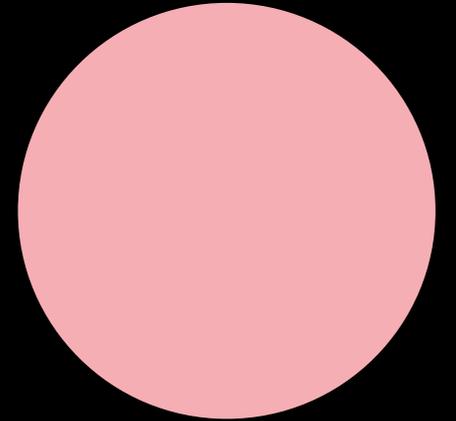
24 April, 2020

# Sample - by day



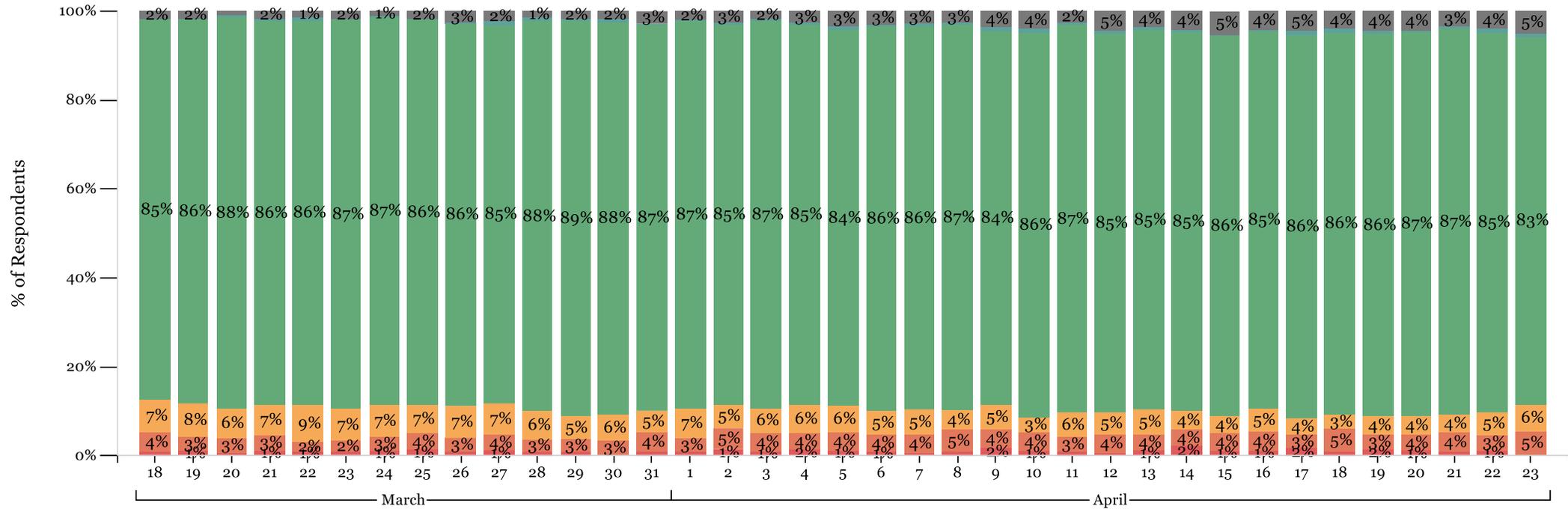
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# Coronavirus spread



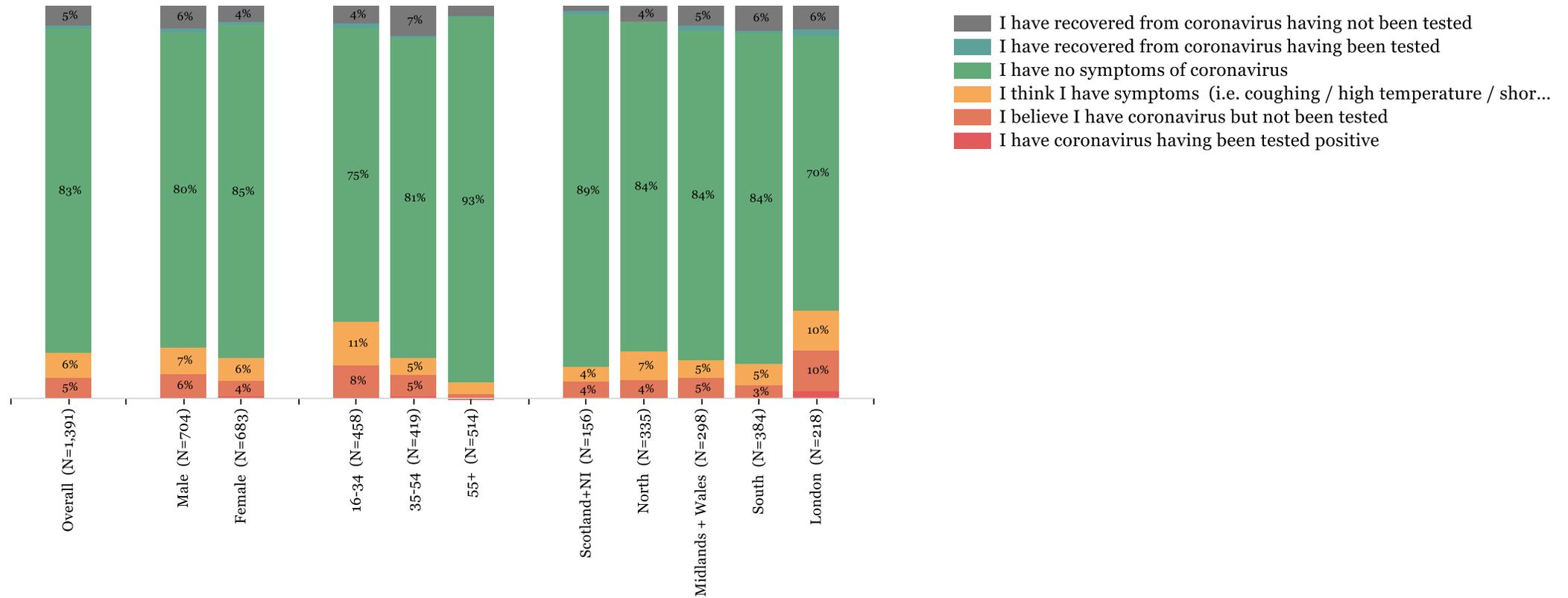
# Self-diagnosis of Coronavirus - over time

- I have recovered from coronavirus having not been tested
- I have recovered from coronavirus having been tested
- I have no symptoms of coronavirus
- I think I have symptoms (i.e. coughing / high temperature / shortness of breath), but haven't been tested yet
- I believe I have coronavirus but not been tested
- I have coronavirus having been tested positive



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

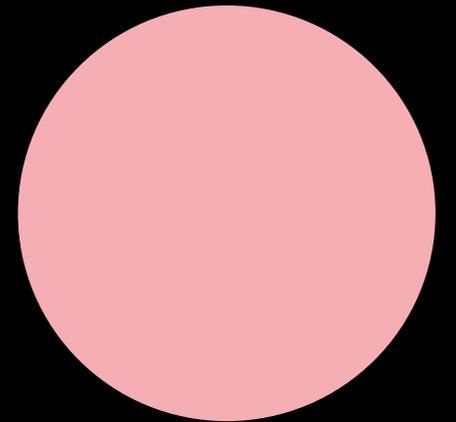
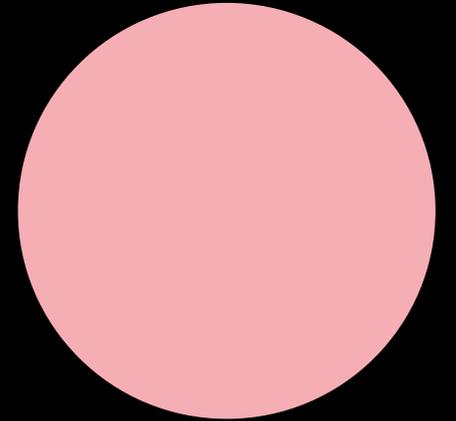
# Profile: Self-diagnosis of Coronavirus (Thursday 23rd April)



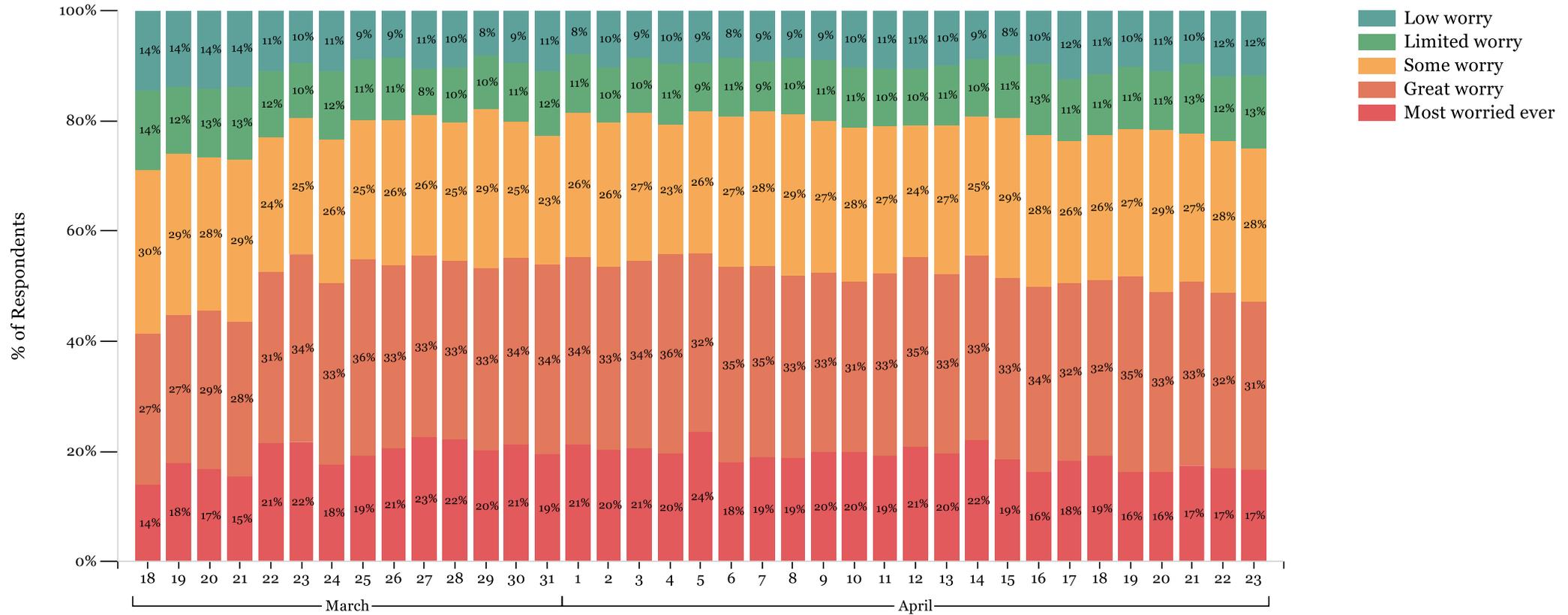
Which of the following best describes you regarding coronavirus (COVID-19)?

---

# Concern & impact

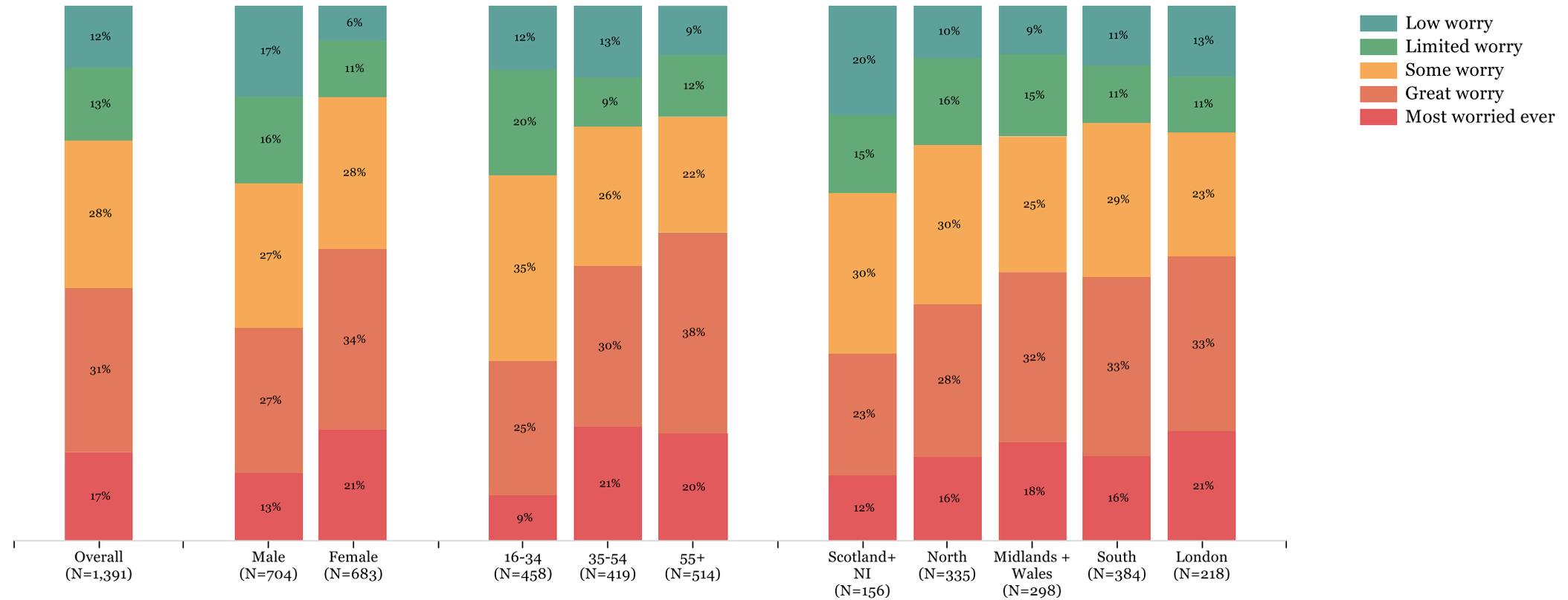


# Level of worry about COVID-19 - over time



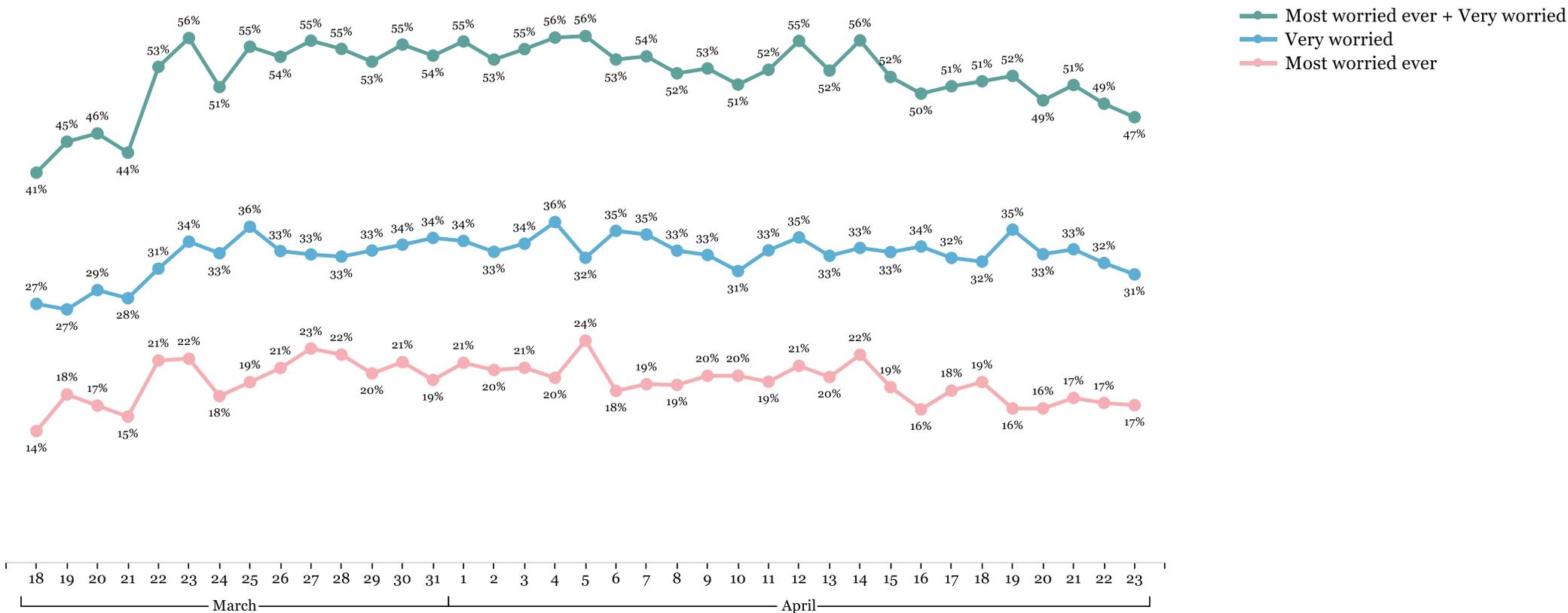
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

# Profile: Level of worry about COVID-19 (Thursday 23rd April)



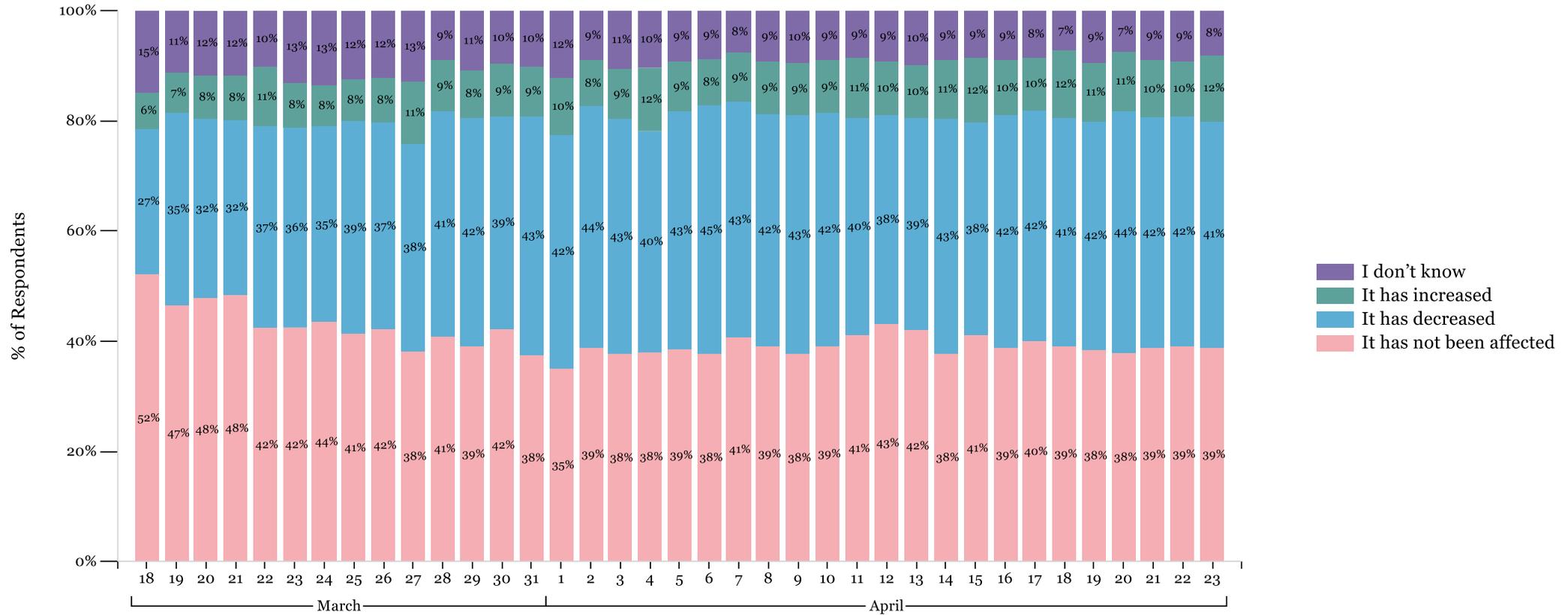
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

# Worry about COVID-19 - over time



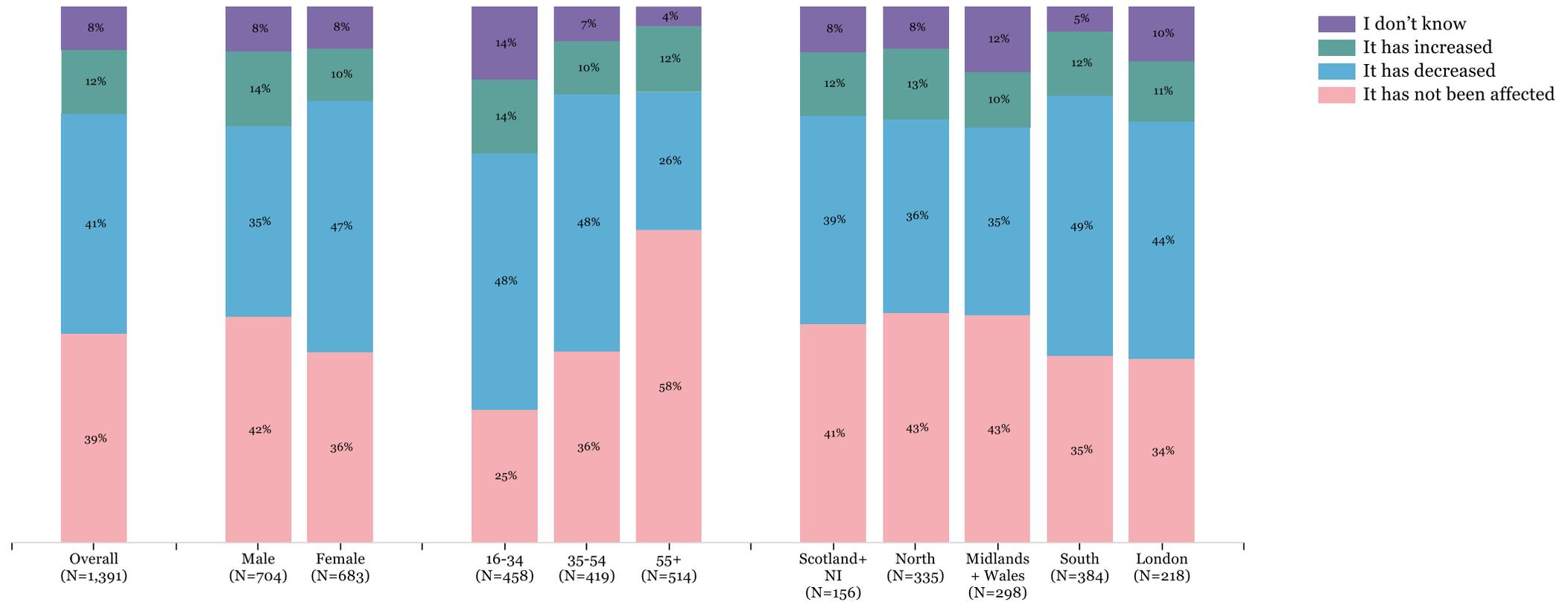
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

# 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)?

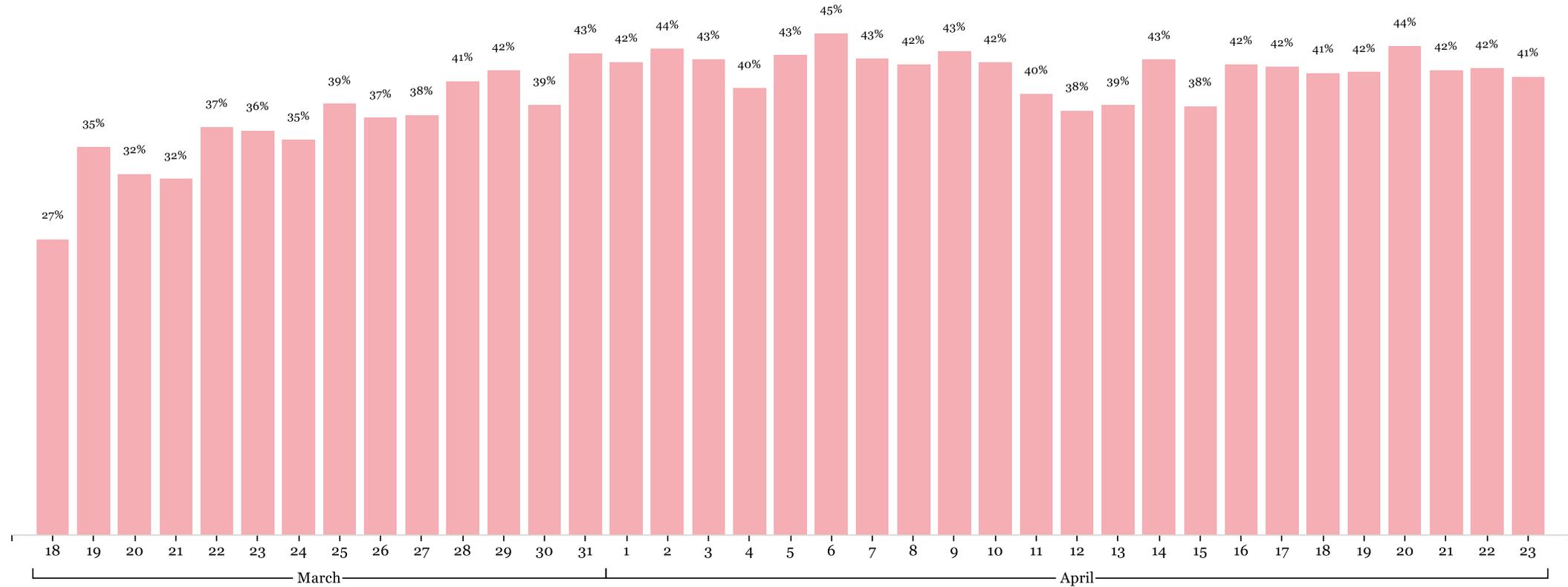
# Profile: Disposable income impact (Thursday 23rd April)



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)?

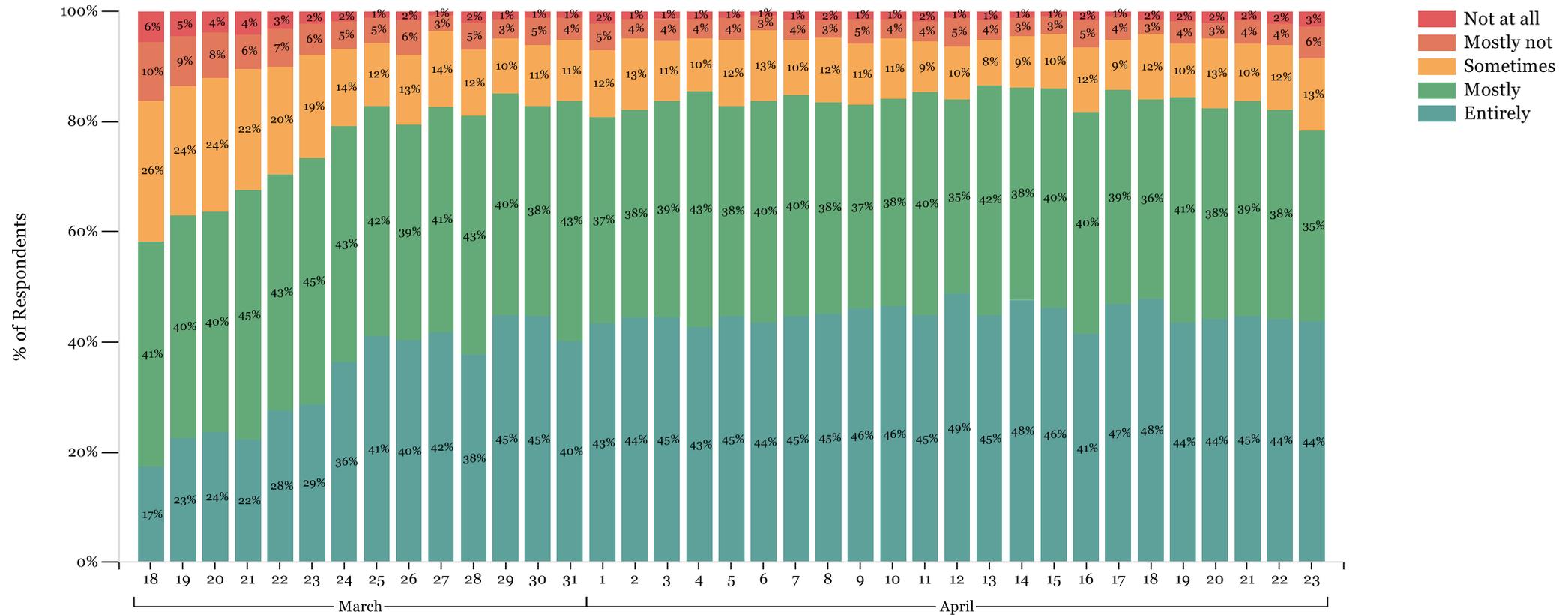
24 April, 2020

# Decreased disposable income - over time



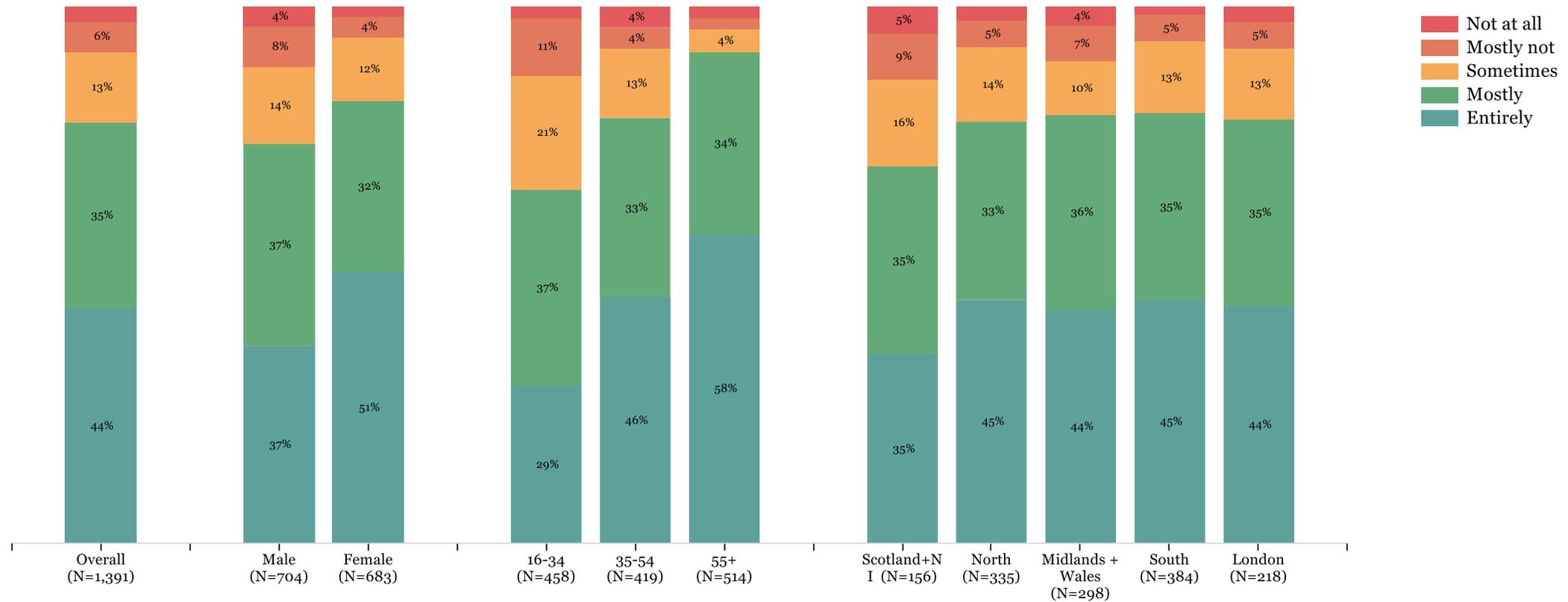
Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?  
% It has decreased

# 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)?

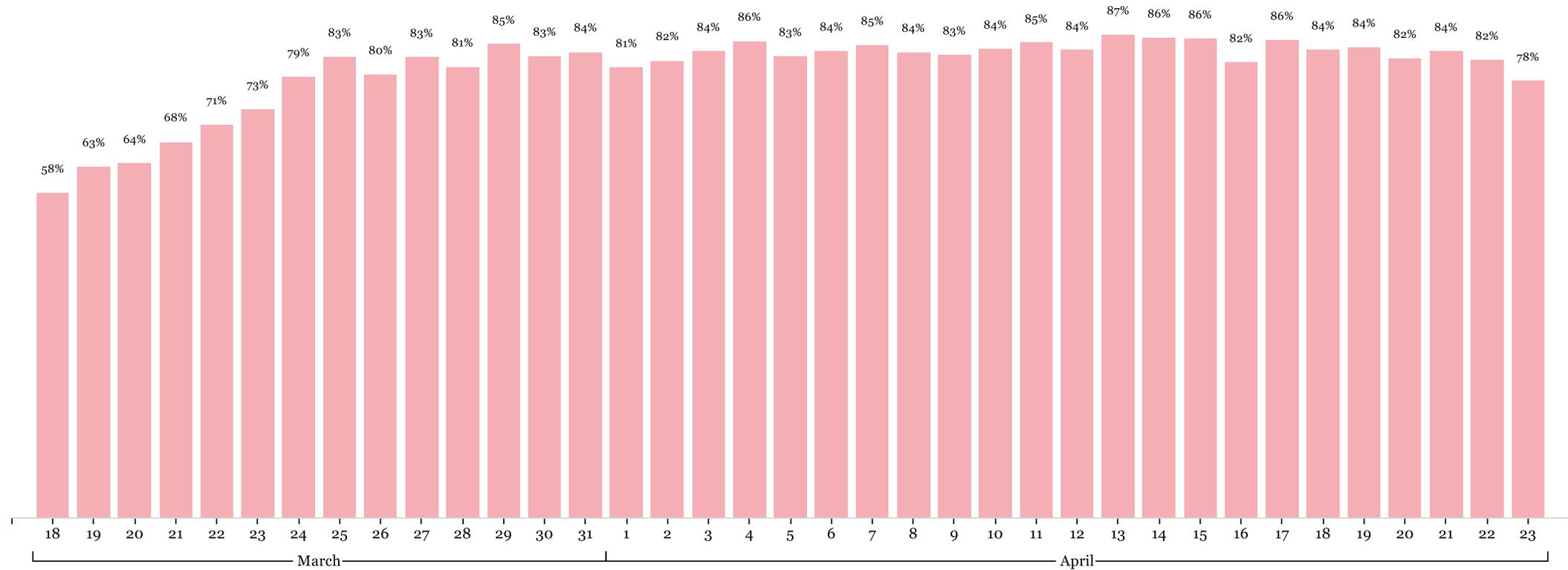
# Profile: Following government advice (Thursday 23rd April)



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)?

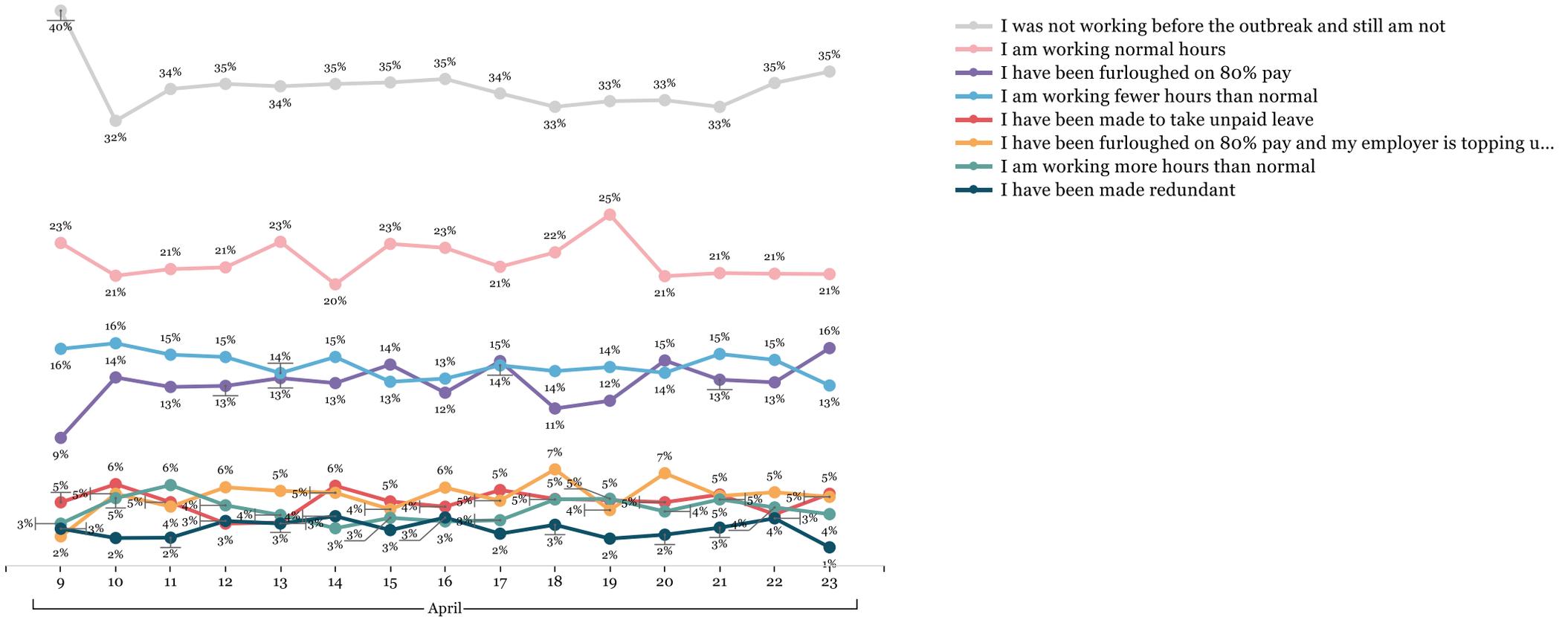
24 April, 2020

# Mostly / entirely following government advice - over time



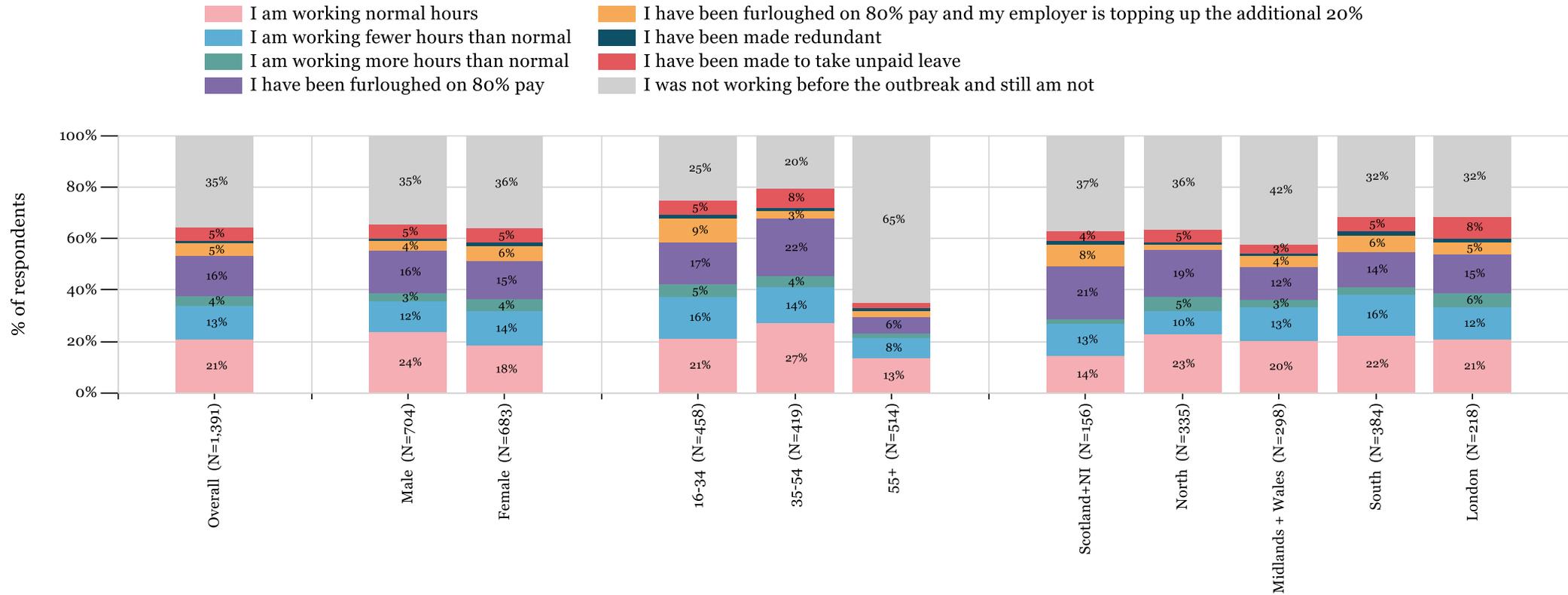
Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government's advice (where 0 is not at all and 10 entirely)?

# Profile: Working from home - over time



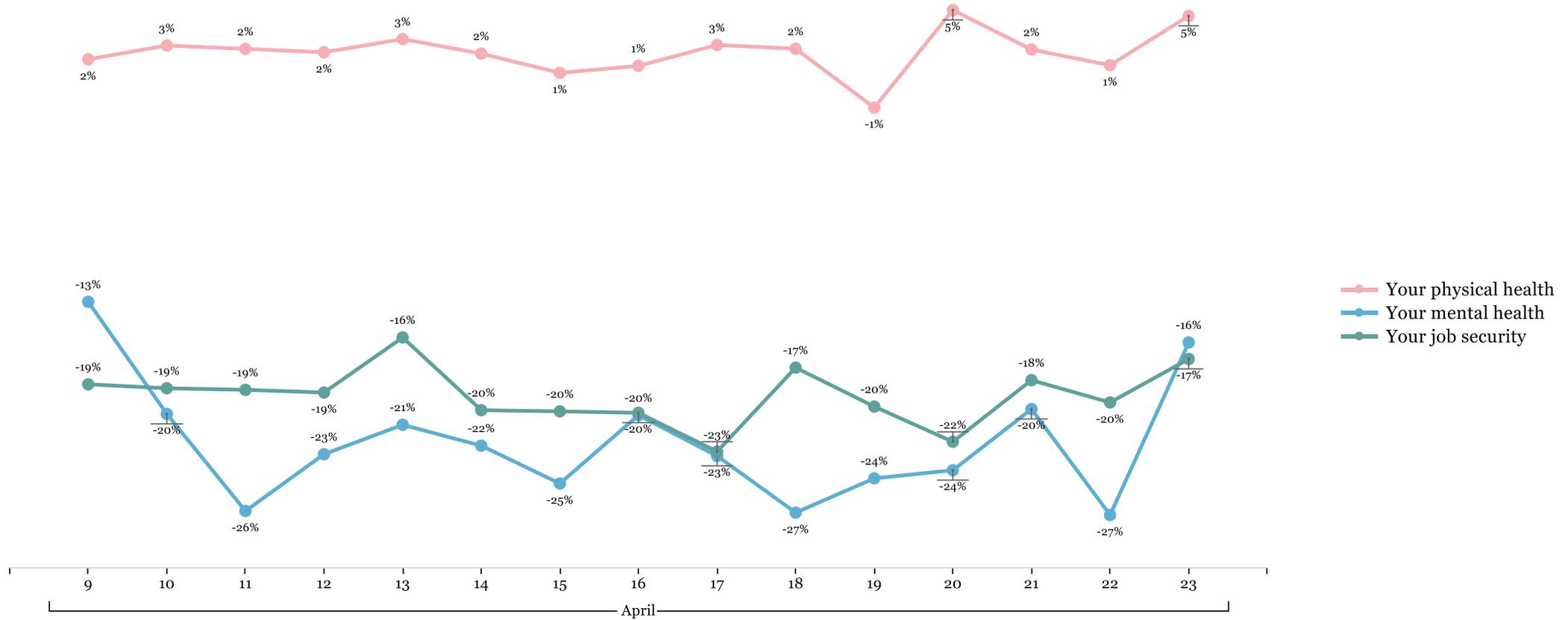
Which of the following best describes your working situation following the outbreak of COVID-19?

# Profile: Working from home (Thursday 23rd April)



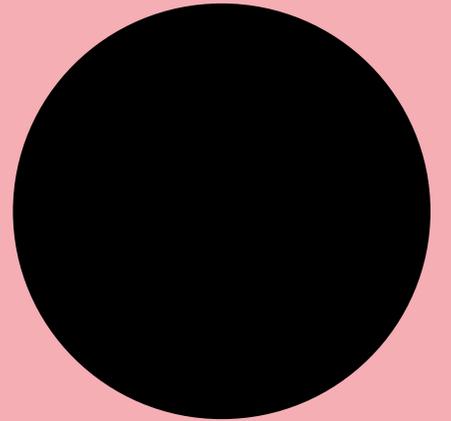
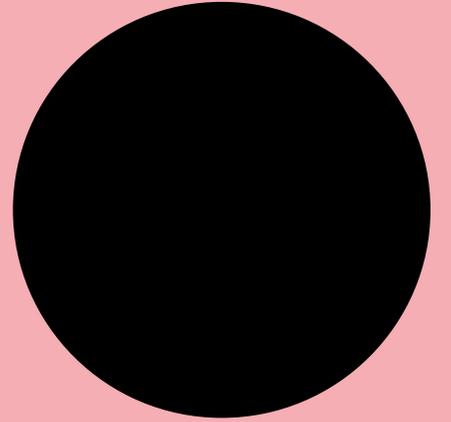
Which of the following best describes your working situation following the outbreak of COVID-19?

# Net personal impact - over time

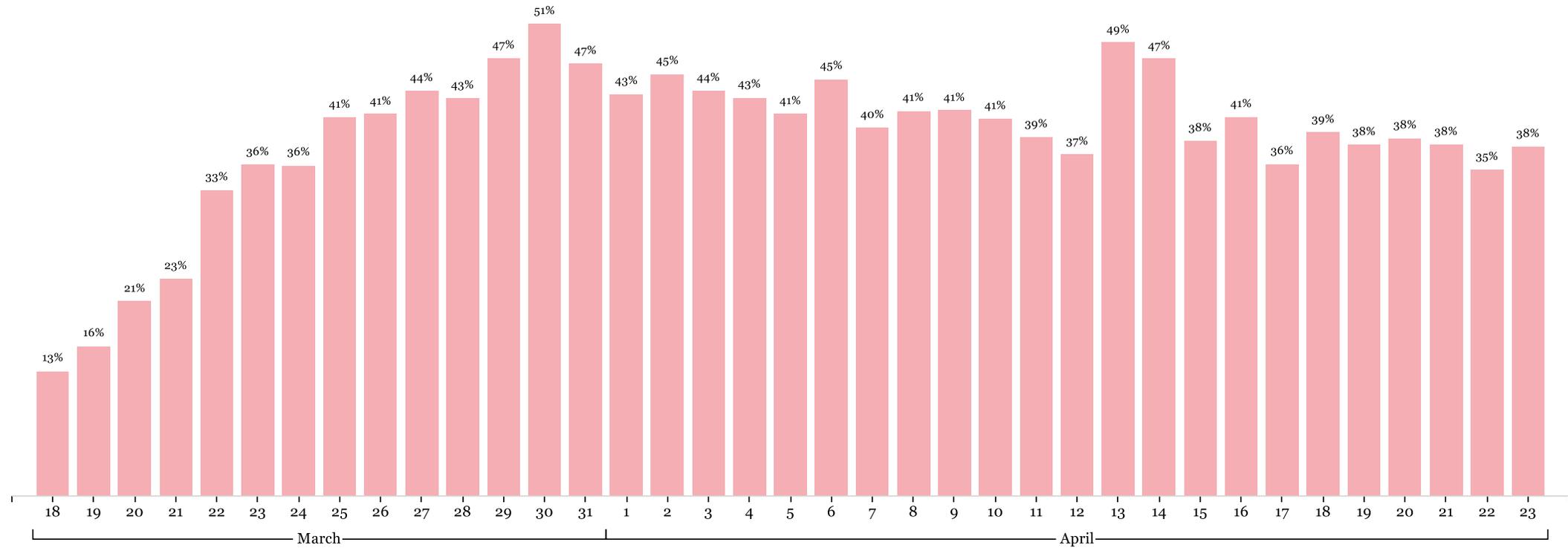


Have any of the following changed since the outbreak of COVID-19? (% Got better minus % Got worse)

# Home activity



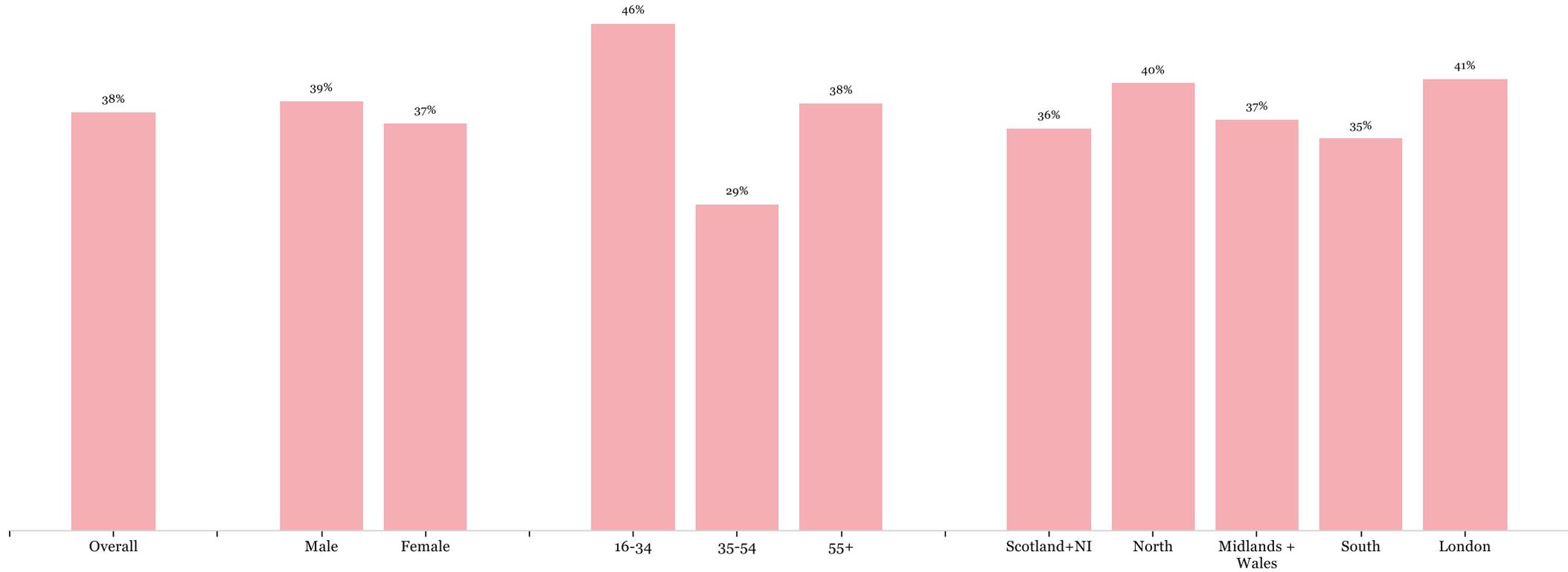
# Self-isolation - over time



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

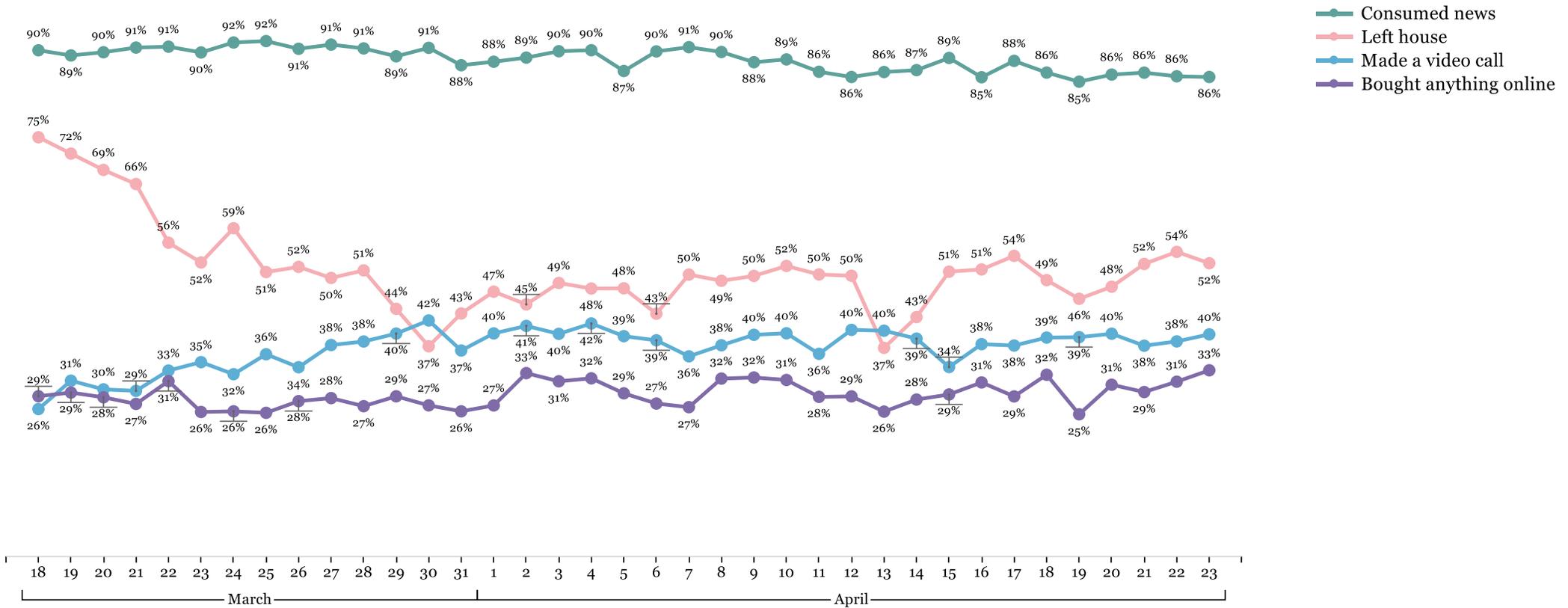
24 April, 2020

# Profile: Self-isolation (Thursday 23rd April)



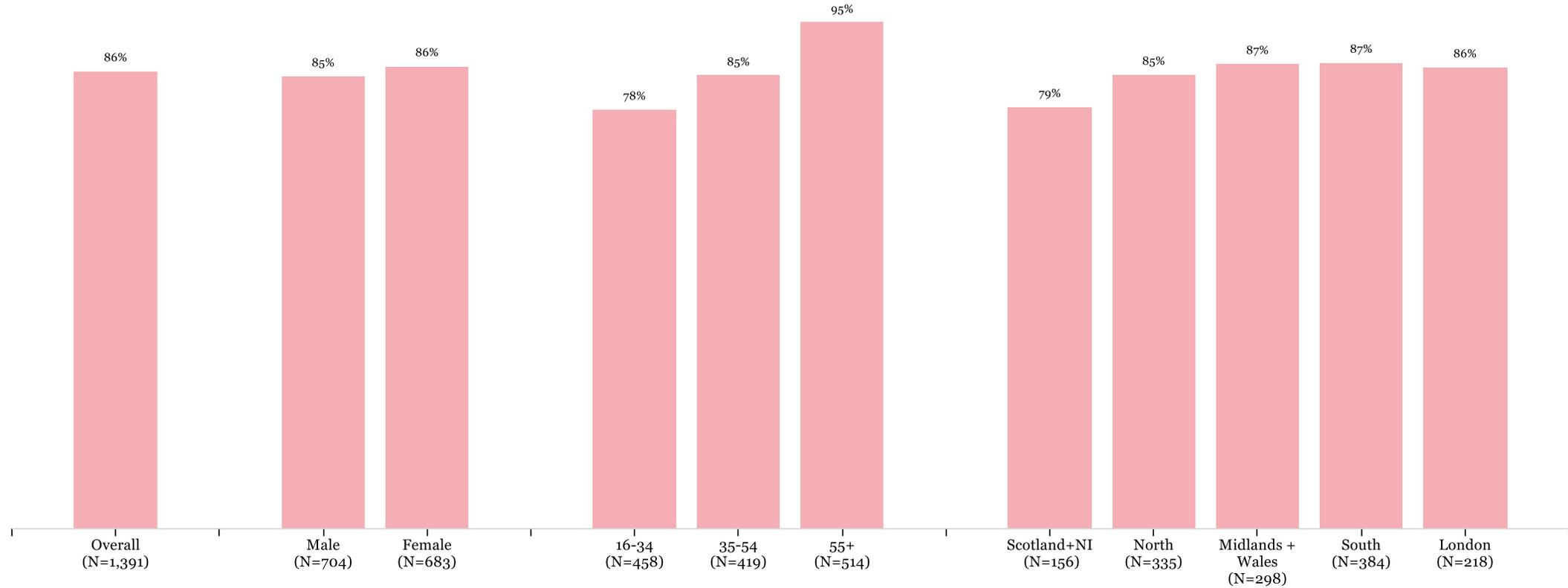
Are you currently self-isolating i.e. deliberately not leaving your home?

# Actions taken - over time



Thinking about yesterday, did you...

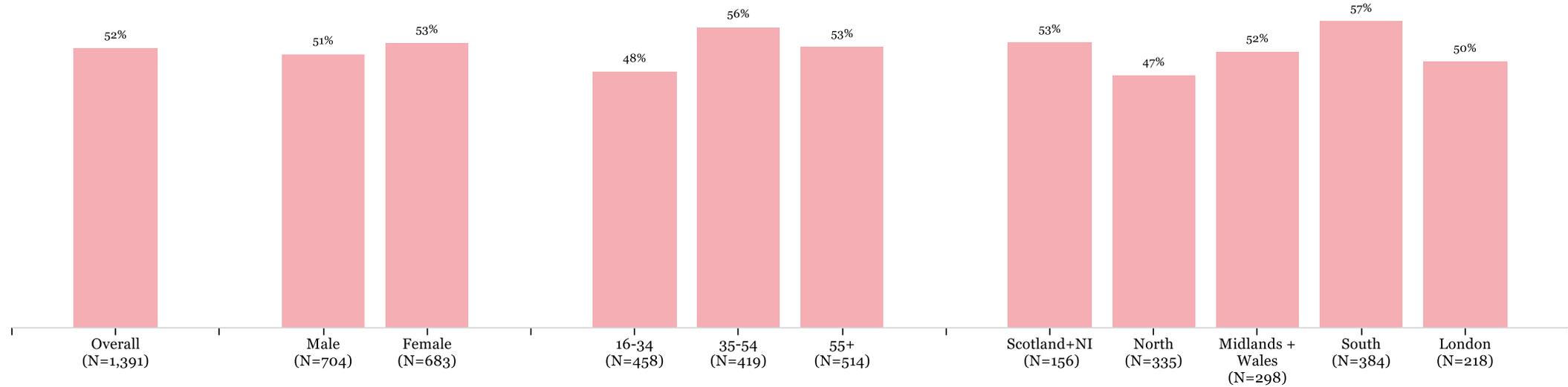
# Profile: Watch / read / hear the news? (Thursday 23rd April)



Thinking about yesterday, did you...

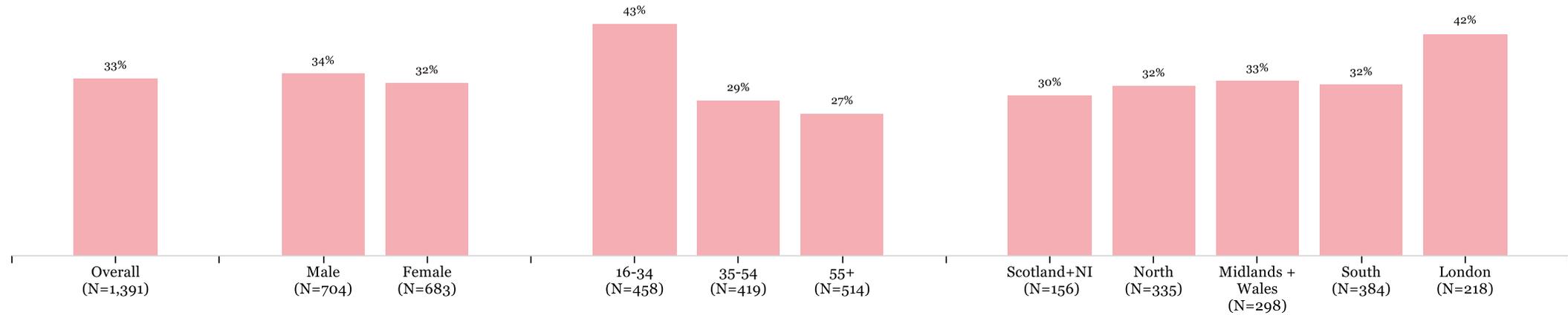
24 April, 2020

# Profile: Leave your house? (Thursday 23rd April)



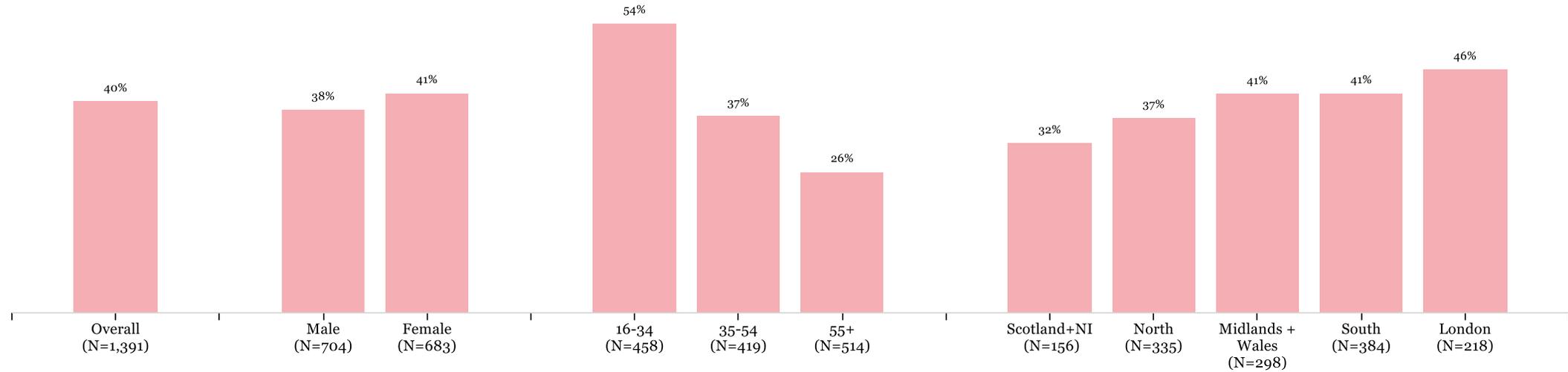
Thinking about yesterday, did you...

# Profile: Buy anything online? (Thursday 23rd April)



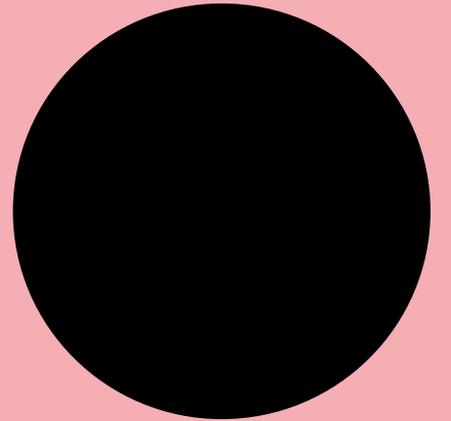
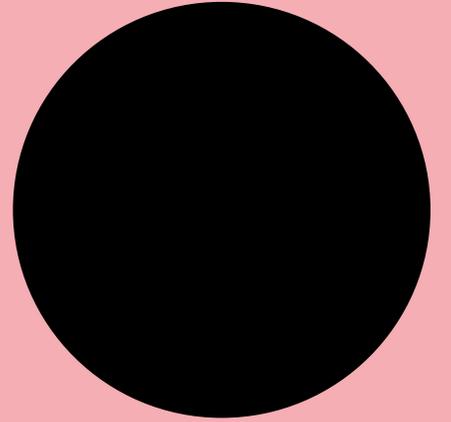
Thinking about yesterday, did you...

# Profile: Video call anyone? (Thursday 23rd April)

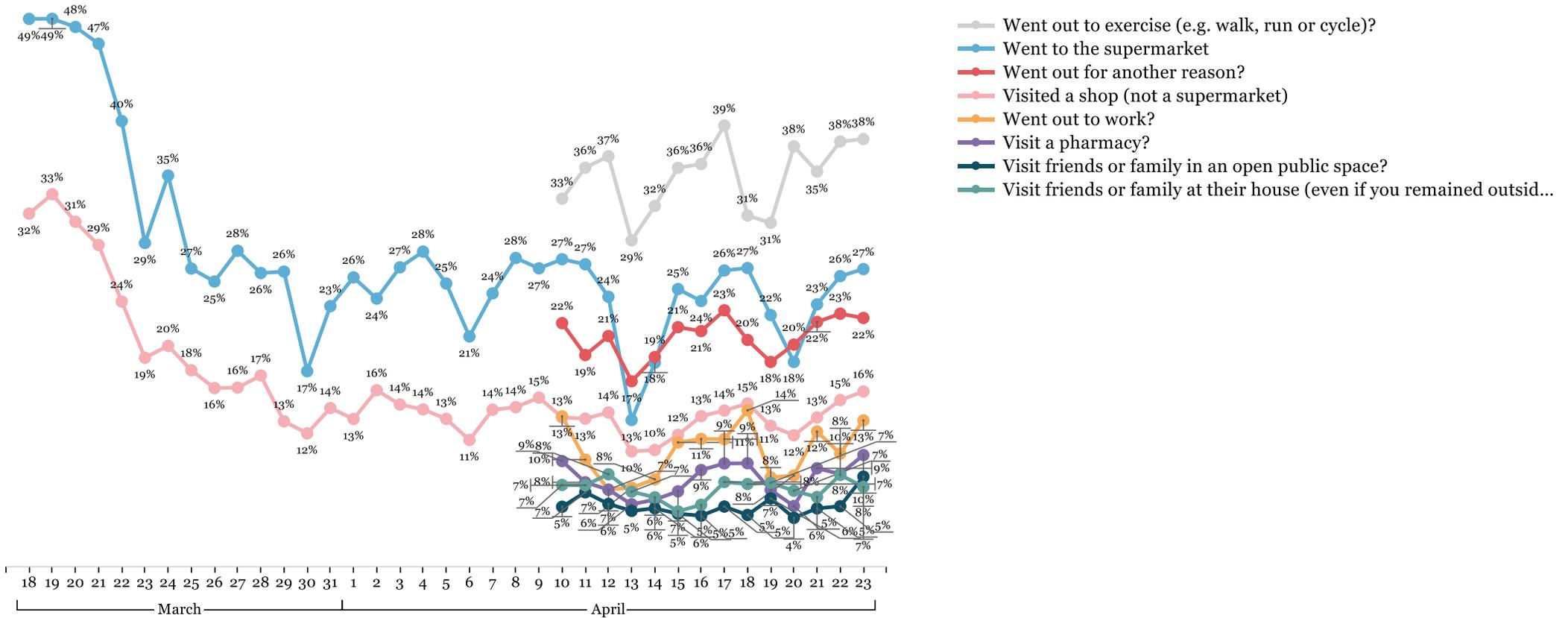


Thinking about yesterday, did you...

# Out-of-home activity

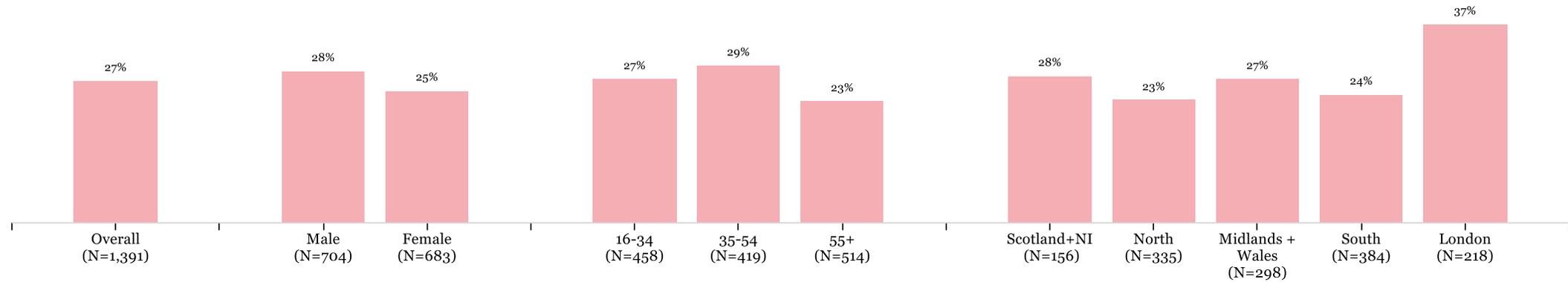


# Out-of-home activity - over time



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

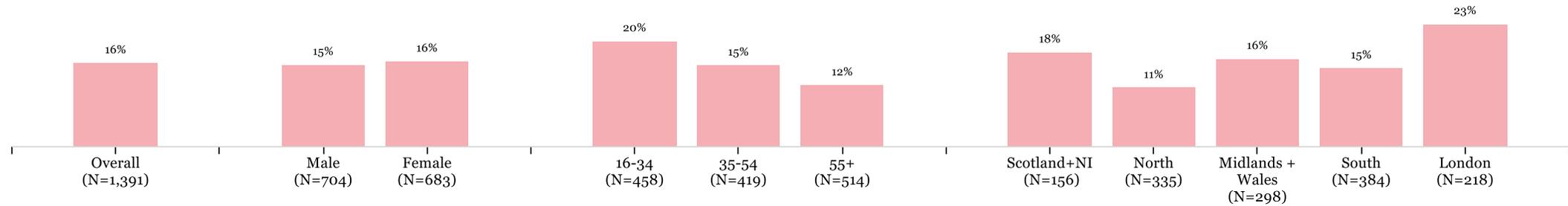
# Profile: Go to the supermarket? (Thursday 23rd April)



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

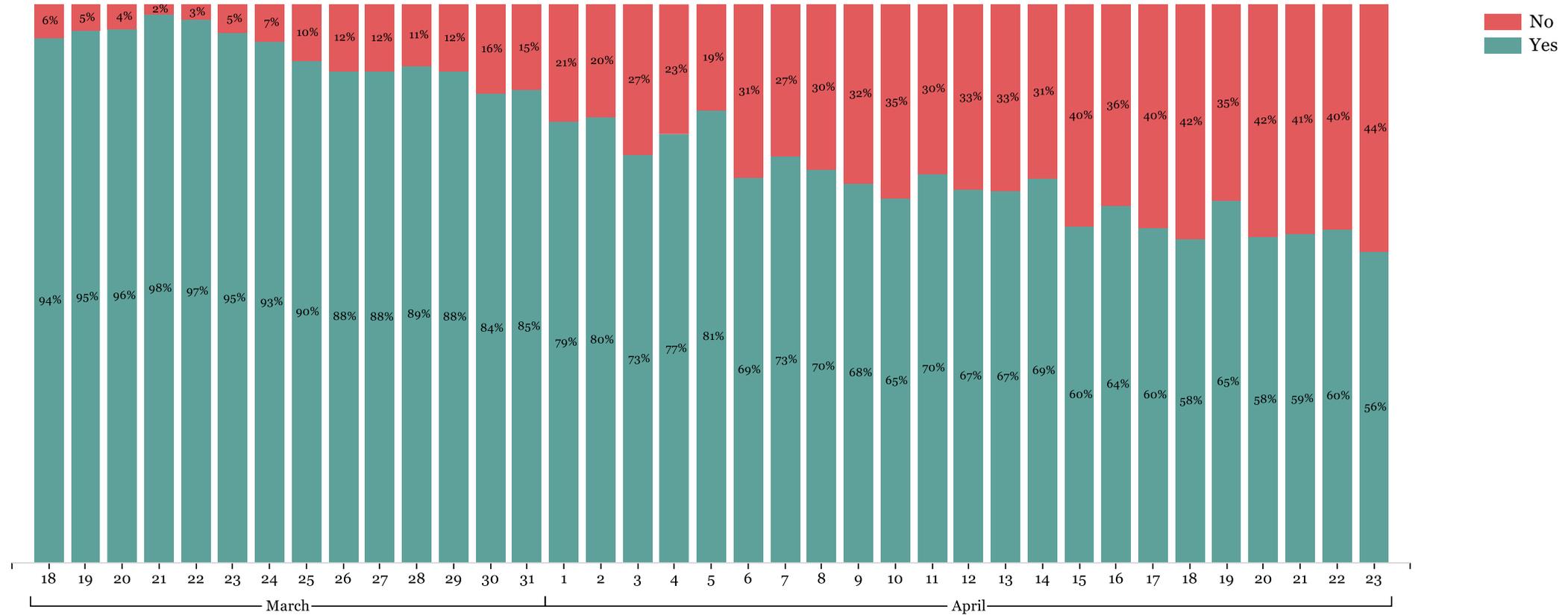
24 April, 2020

# Profile: Visit any shop other than a supermarket? (Thursday 23rd April)



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

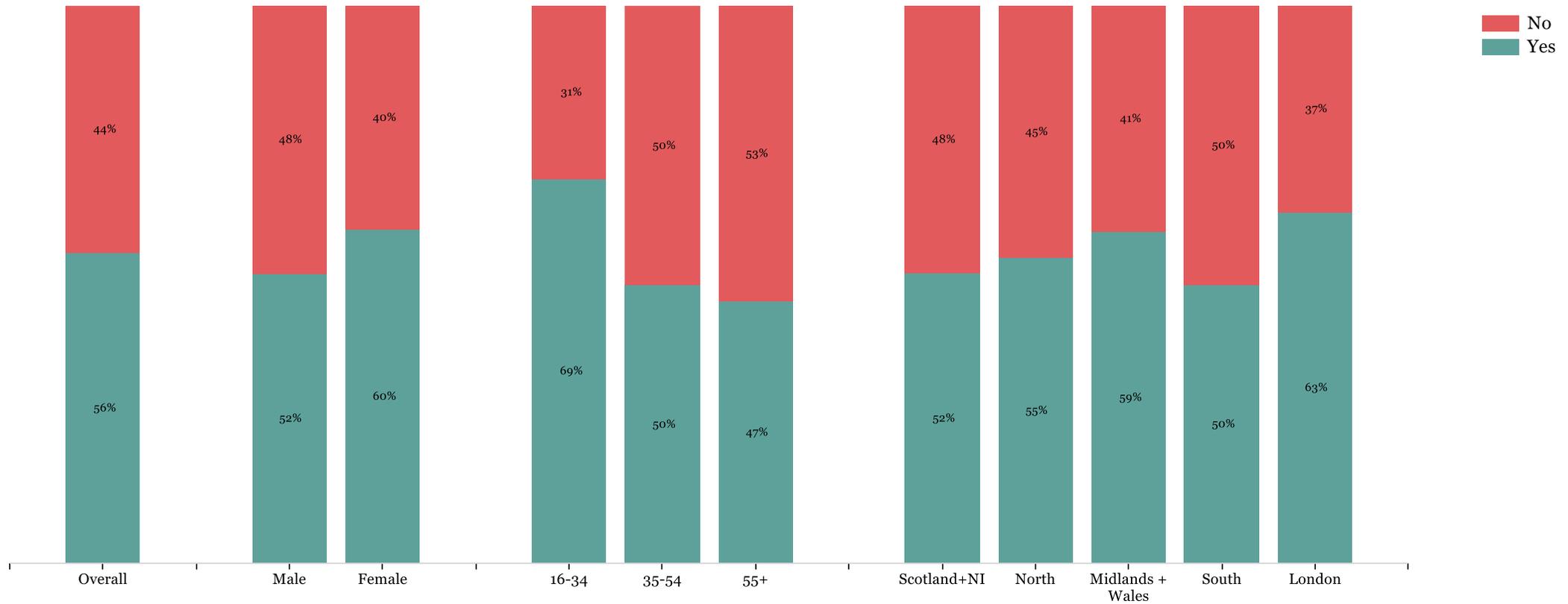
# Empty shelves in the supermarket? (Thursday 23rd April)



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

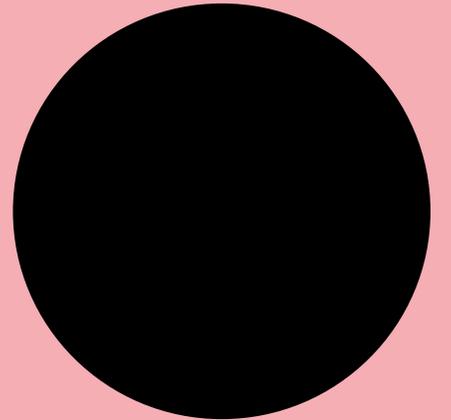
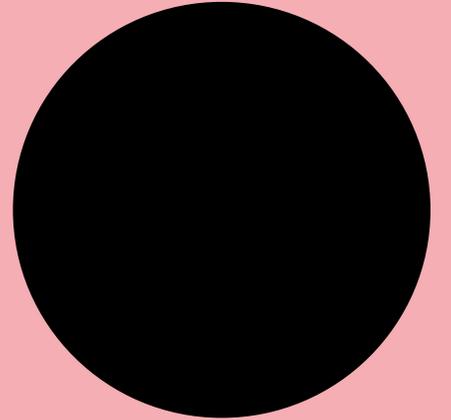
24 April, 2020

# Profile: Empty shelves in the supermarket? (Thursday 23rd April)

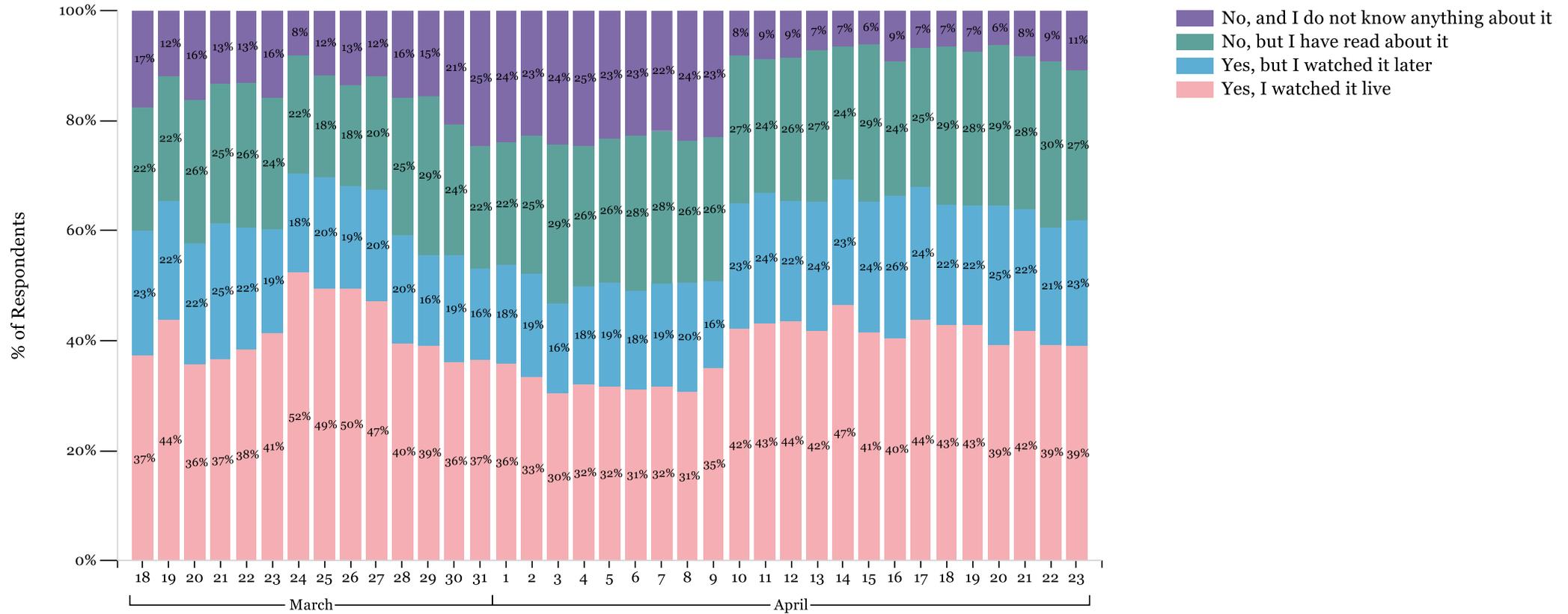


Were there any empty aisles (shelves) in the supermarket?

# News consumption

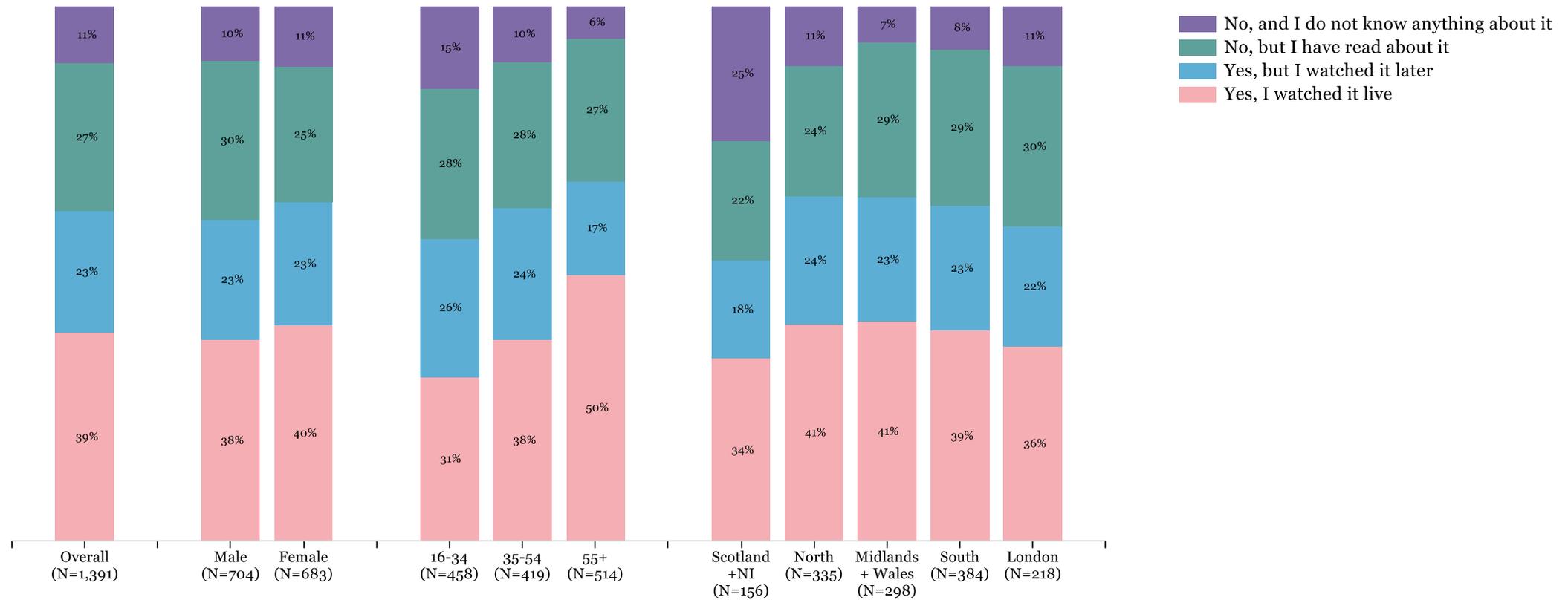


# Prime minister's conference - over time



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

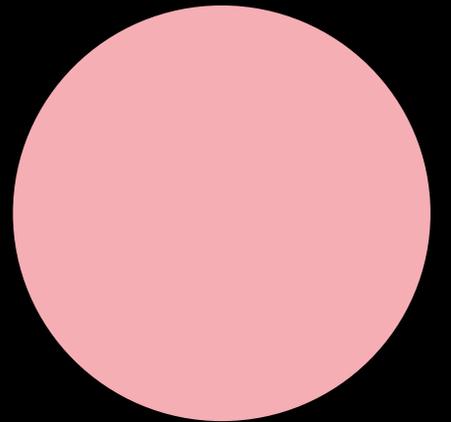
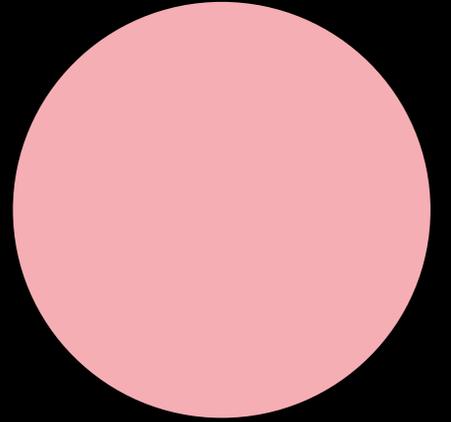
# Profile: Prime minister's conference (Thursday 23rd April)



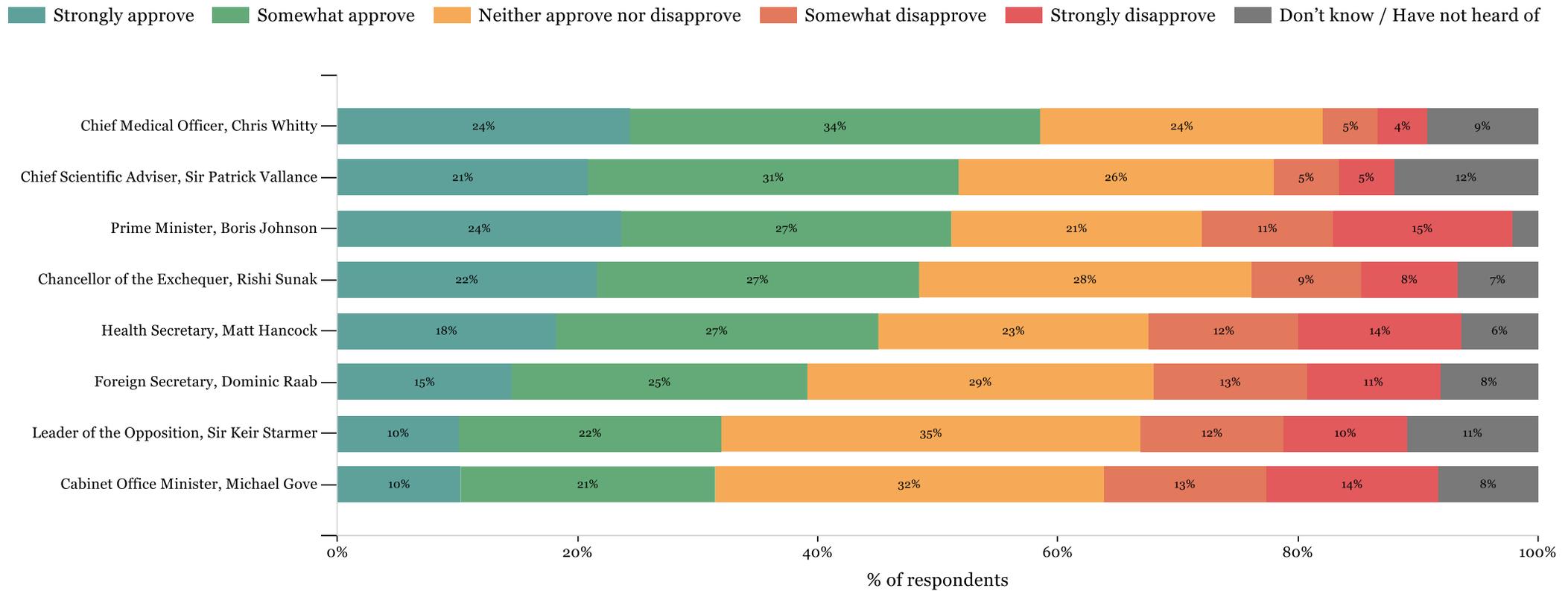
Did you watch the UK Government's daily coronavirus briefing?

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# Approval ratings



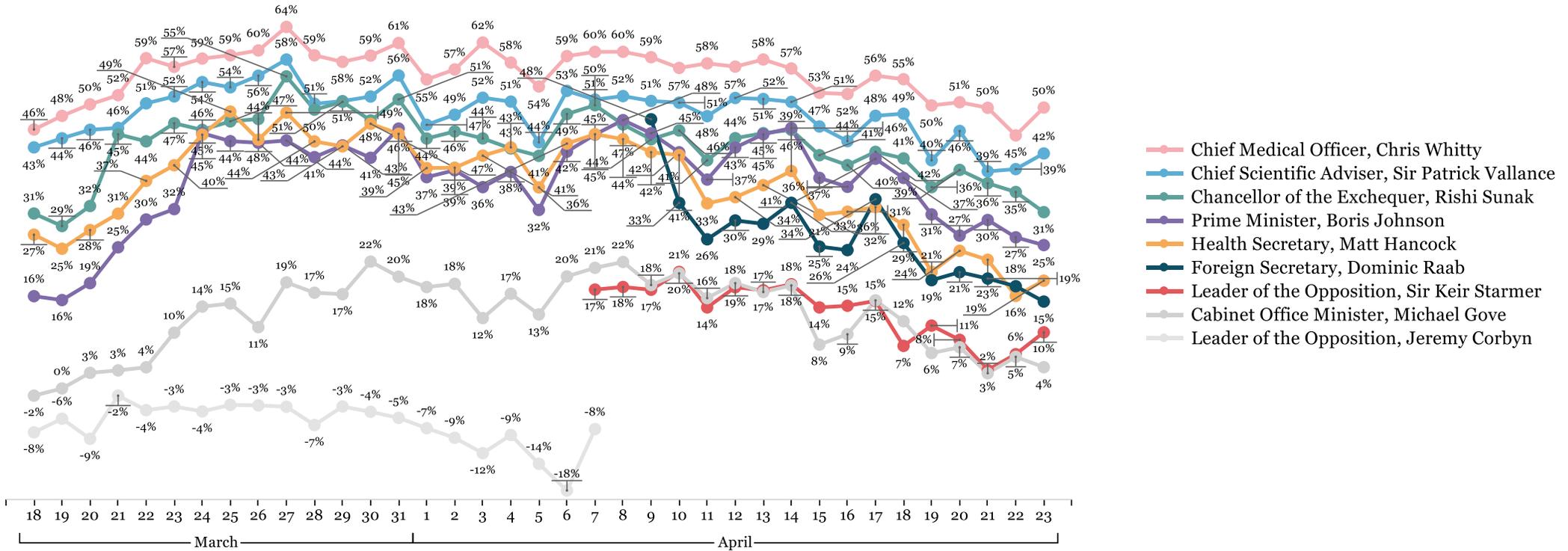
# Individual approval ratings (Thursday 23rd April)



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?

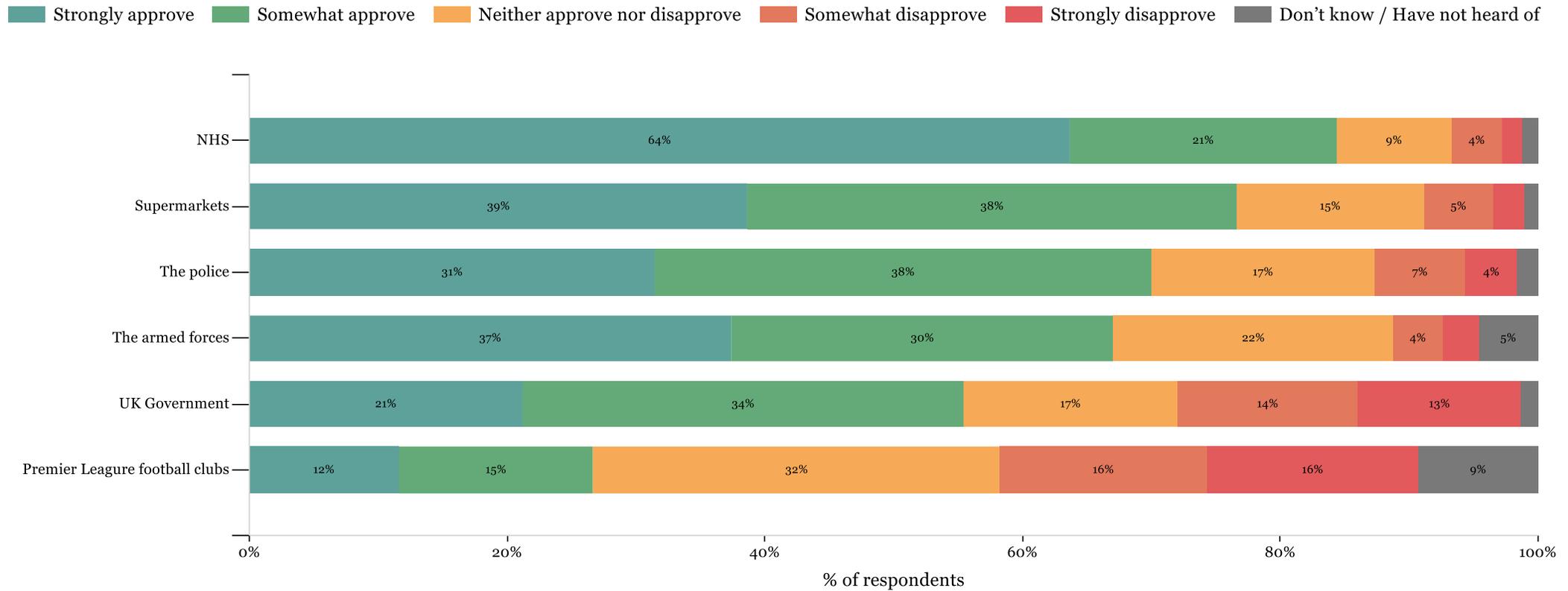
24 April, 2020

# Individual net approval ratings - over time



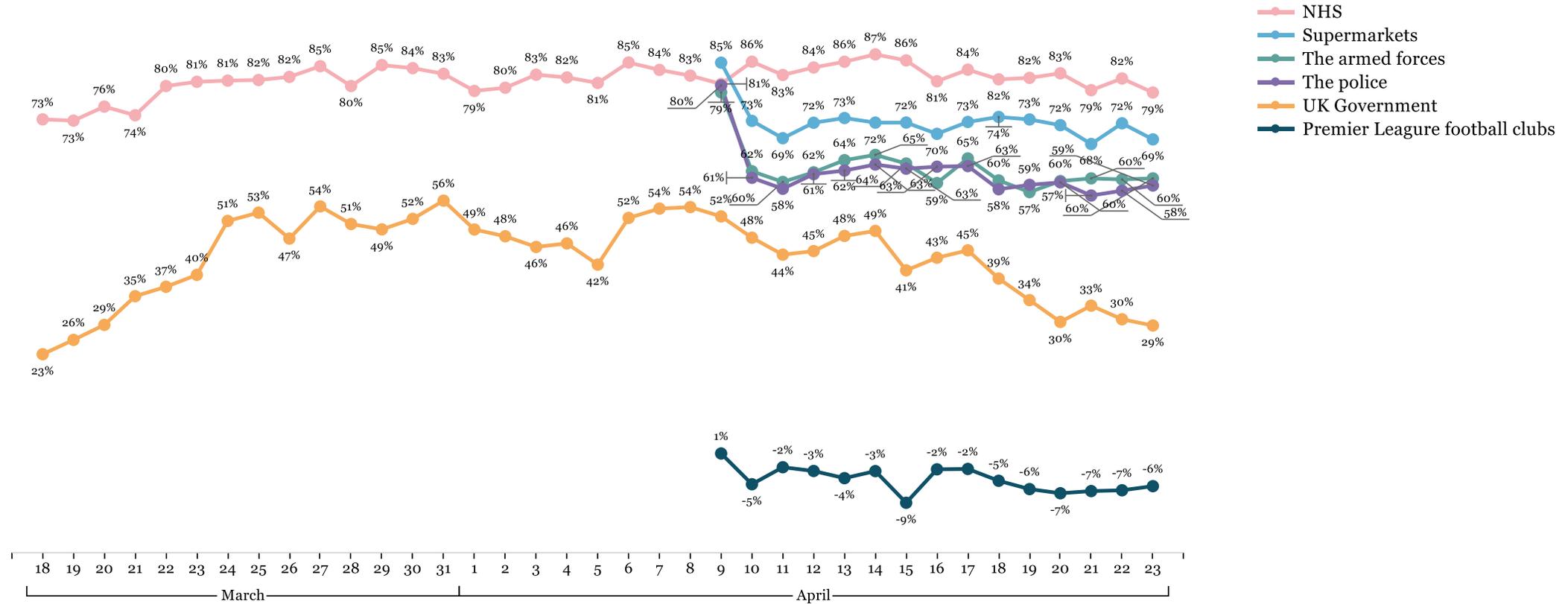
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Organisation approval ratings (Thursday 23rd April)



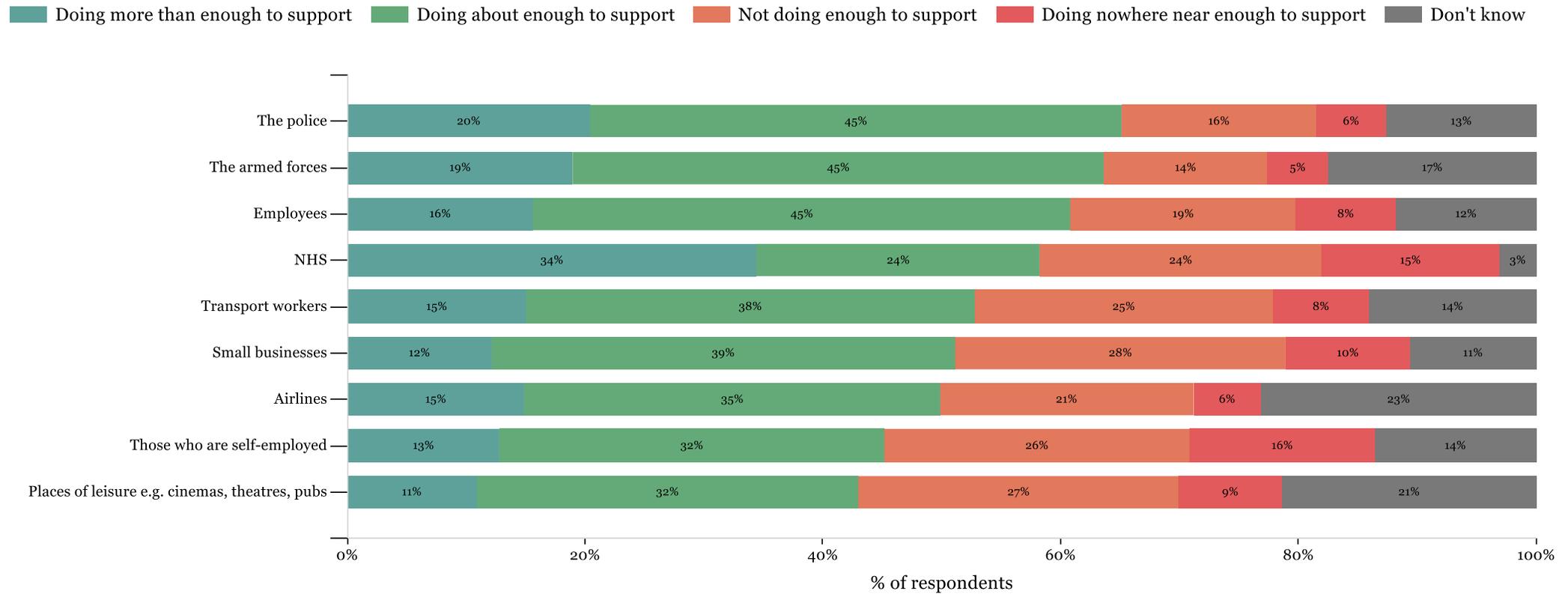
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Organisation net approval ratings - over time



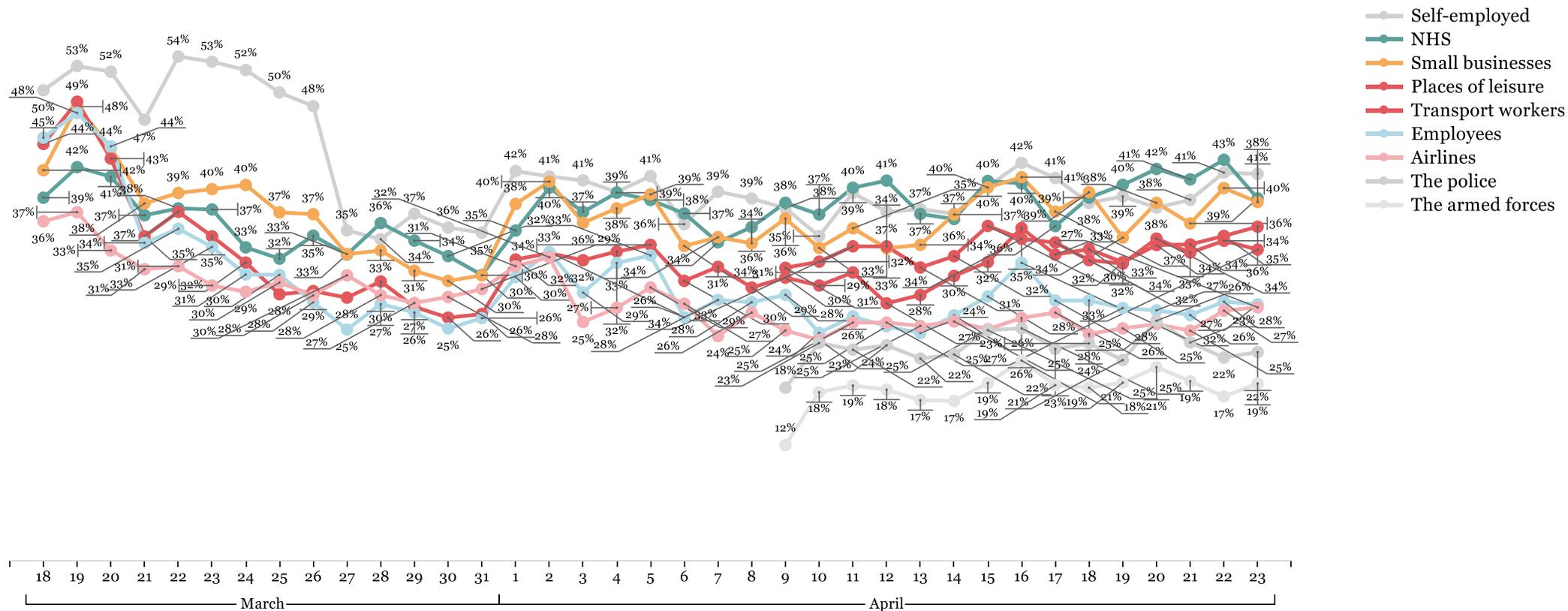
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Government support (Thursday 23rd April)



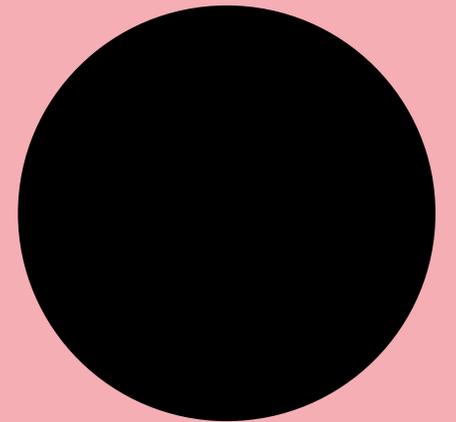
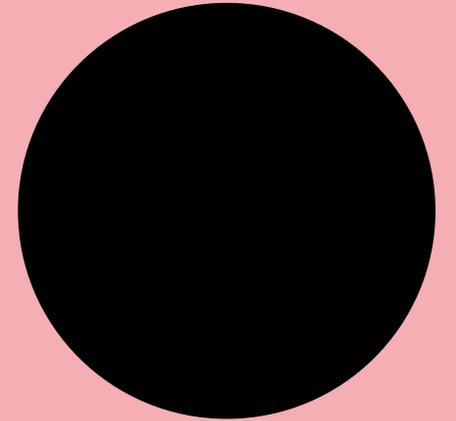
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Those not well enough supported by government - over time

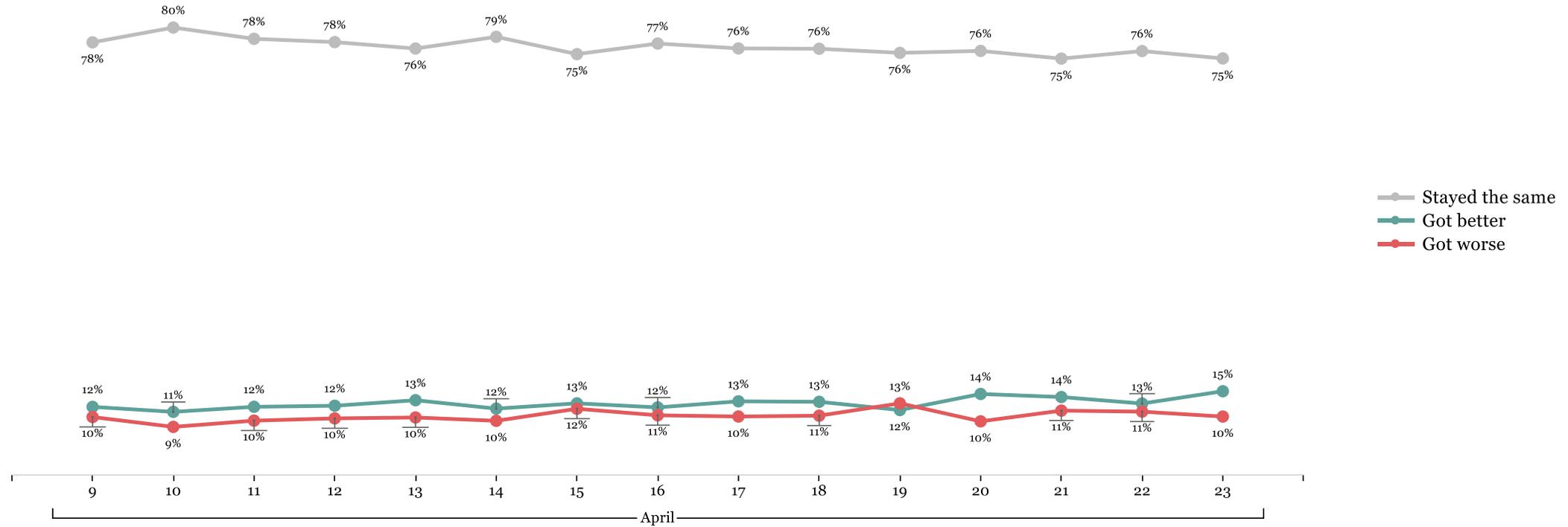


From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Personal impact (Thursday 23rd April)

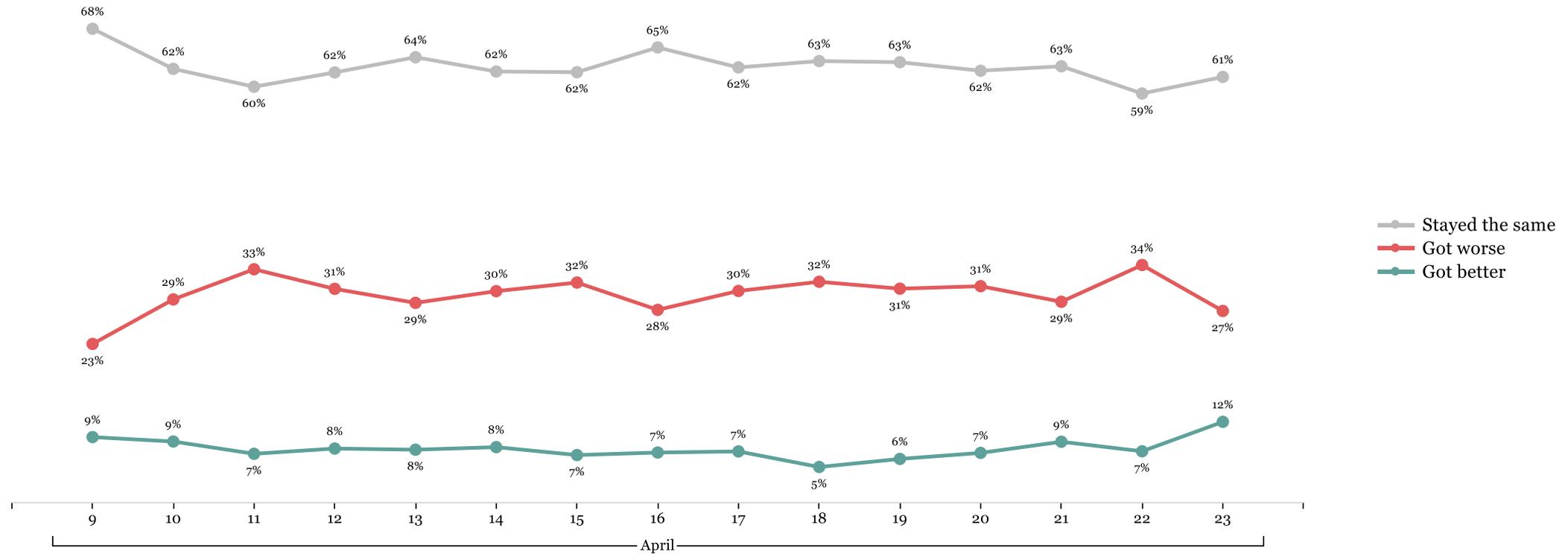


# Personal impact: Your physical health - over time



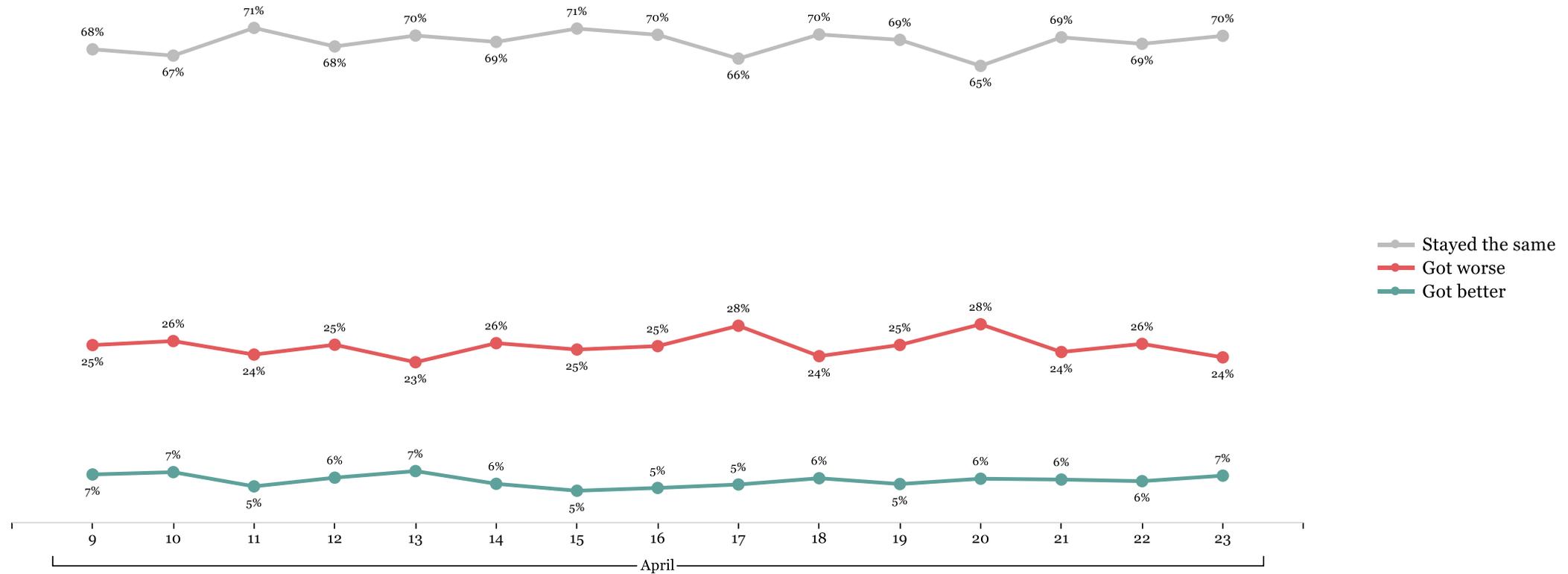
Have any of the following changed since the outbreak of COVID-19?

# Personal impact: Your mental health - over time



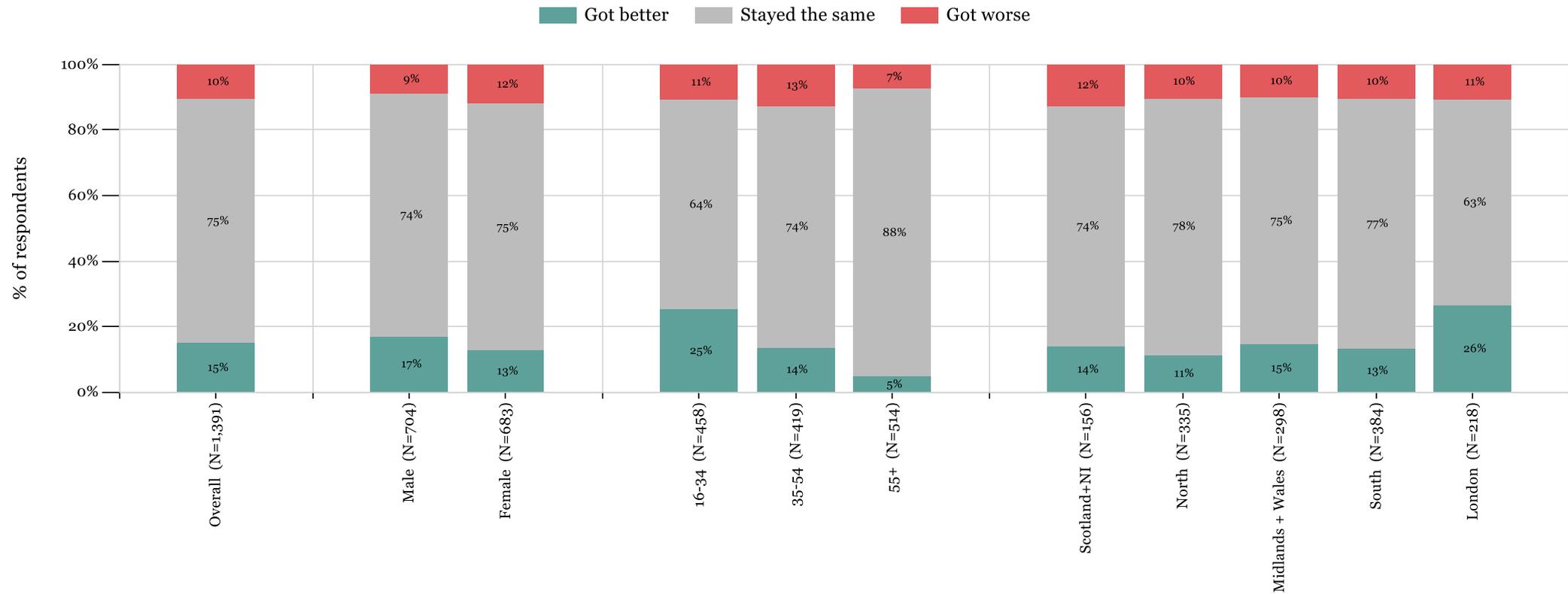
Have any of the following changed since the outbreak of COVID-19?

# Personal impact: Your job security - over time



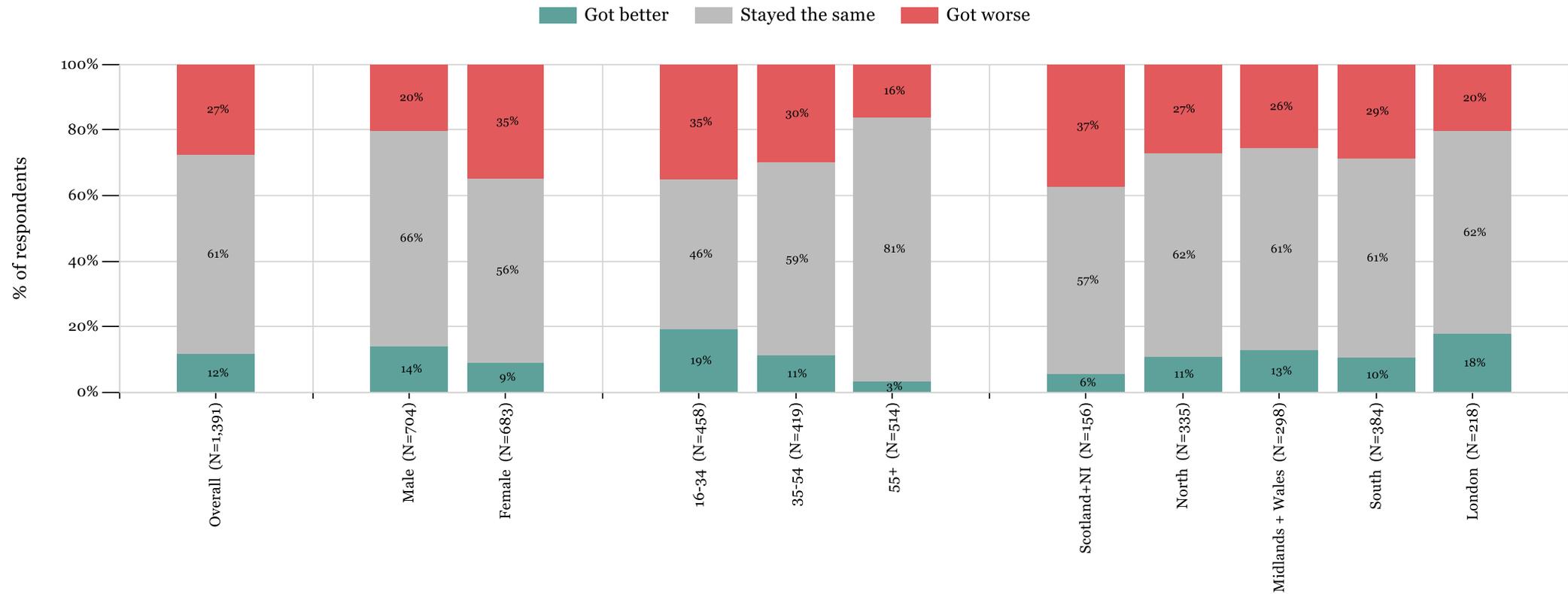
Have any of the following changed since the outbreak of COVID-19?

# Profile: Your physical health (Thursday 23rd April)



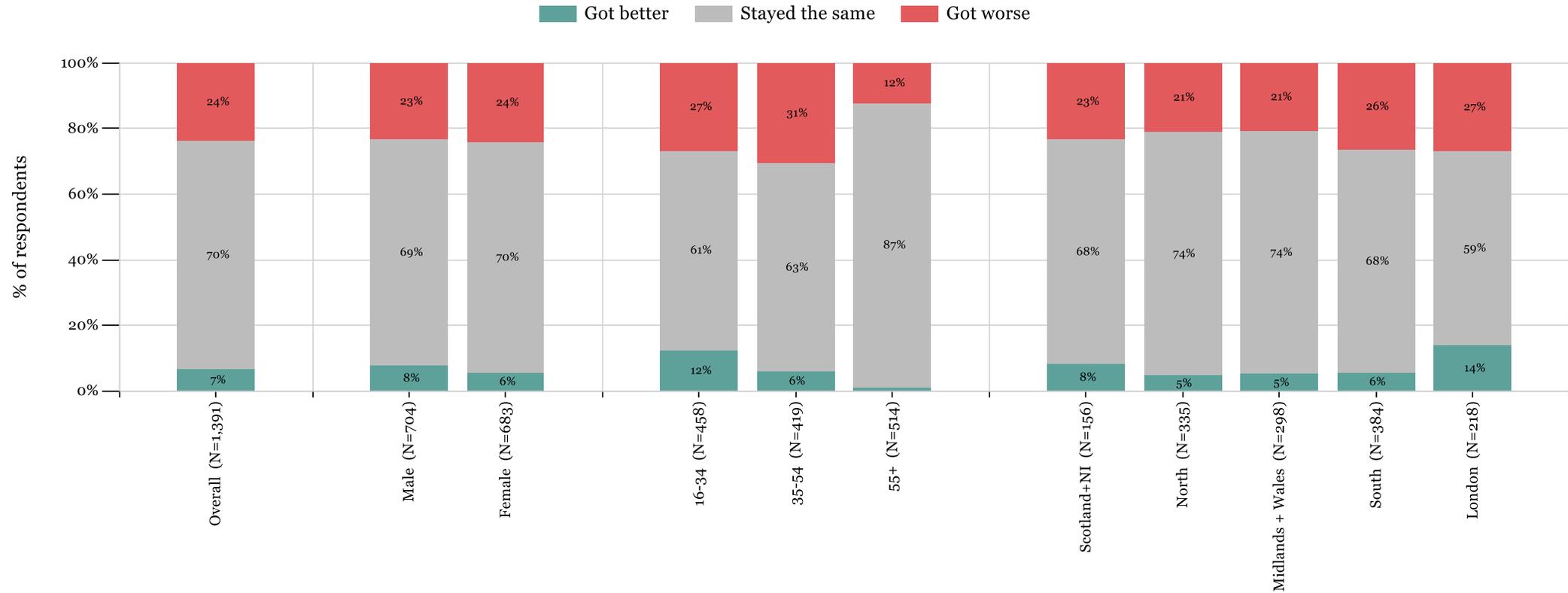
Have any of the following changed since the outbreak of COVID-19?

# Profile: Your mental health (Thursday 23rd April)



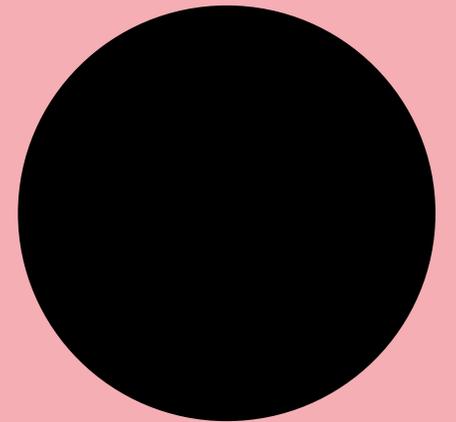
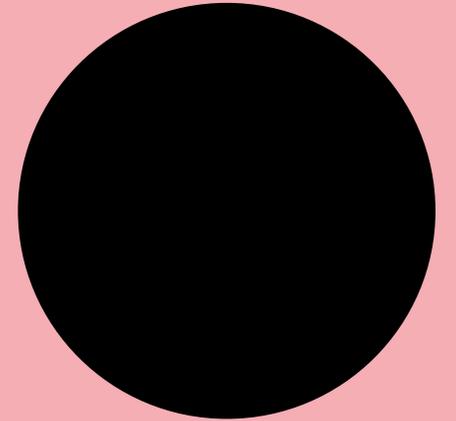
Have any of the following changed since the outbreak of COVID-19?

# Profile: Your job security (Thursday 23rd April)

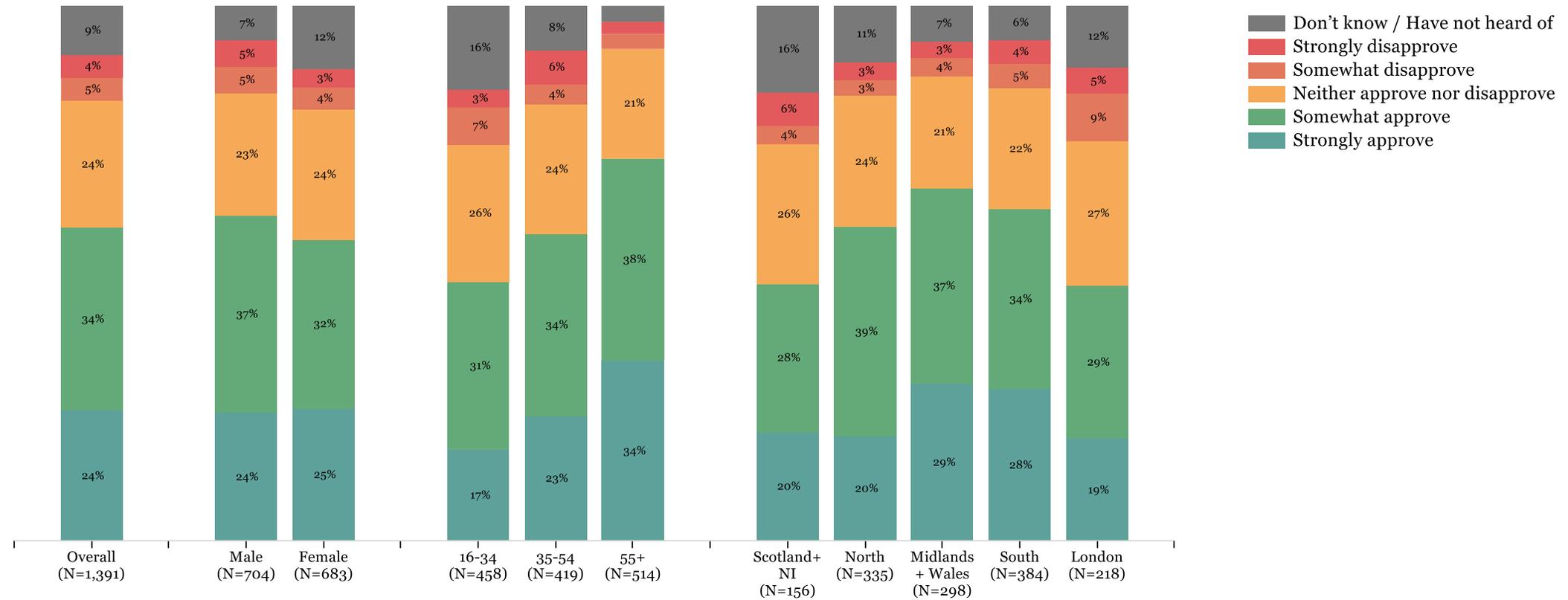


Have any of the following changed since the outbreak of COVID-19?

# Approval by audience - individuals (Thursday 23rd April)

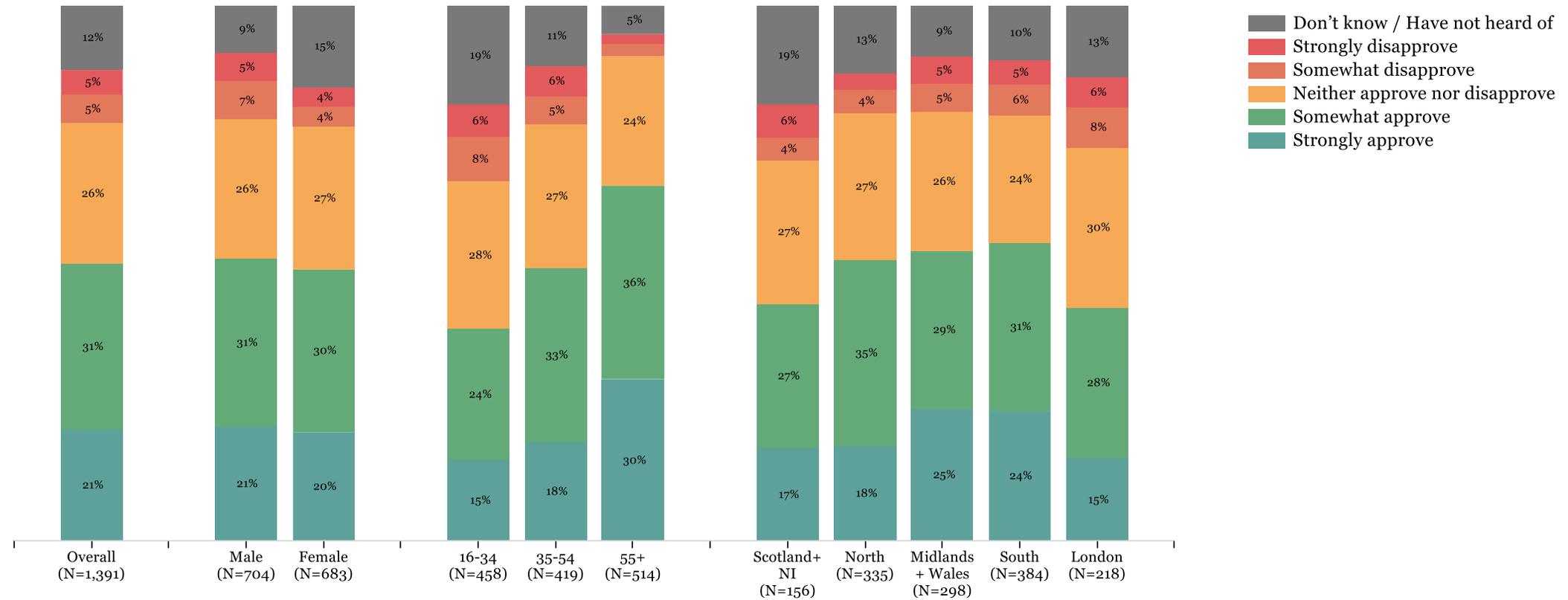


# Profile: Approval - Chief Medical Officer, Chris Whitty



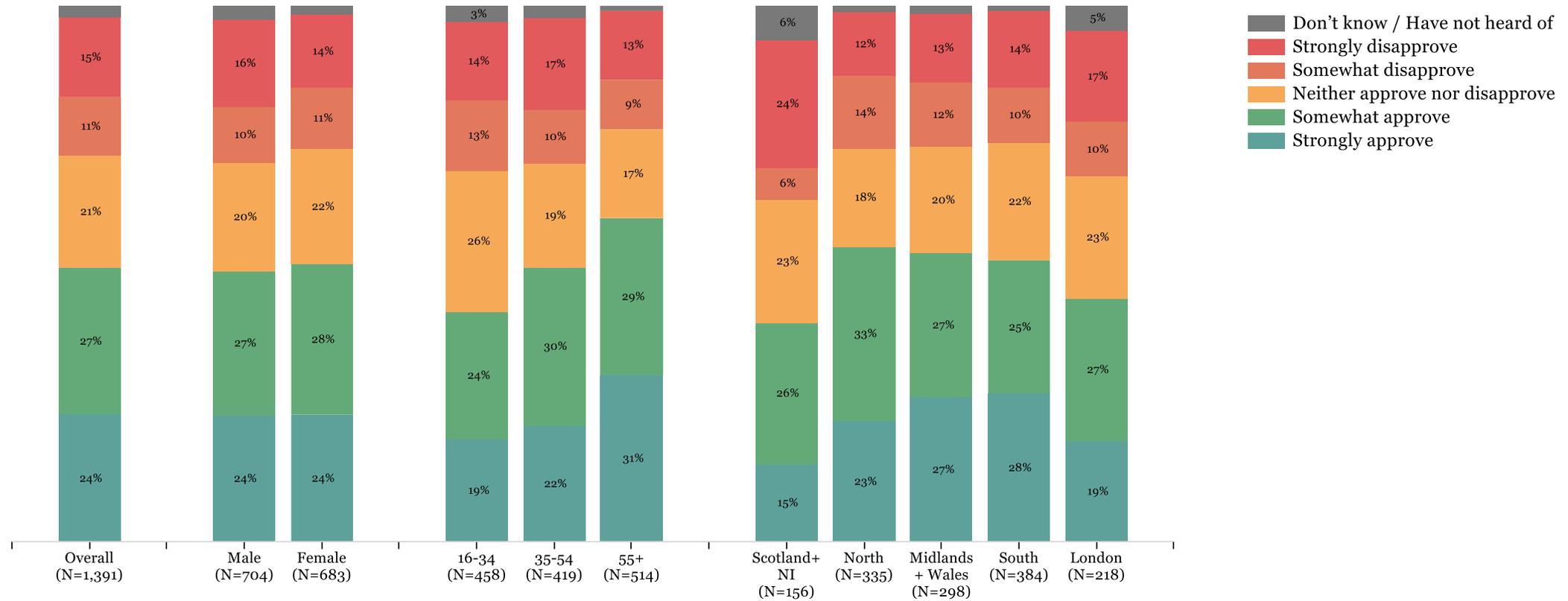
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

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



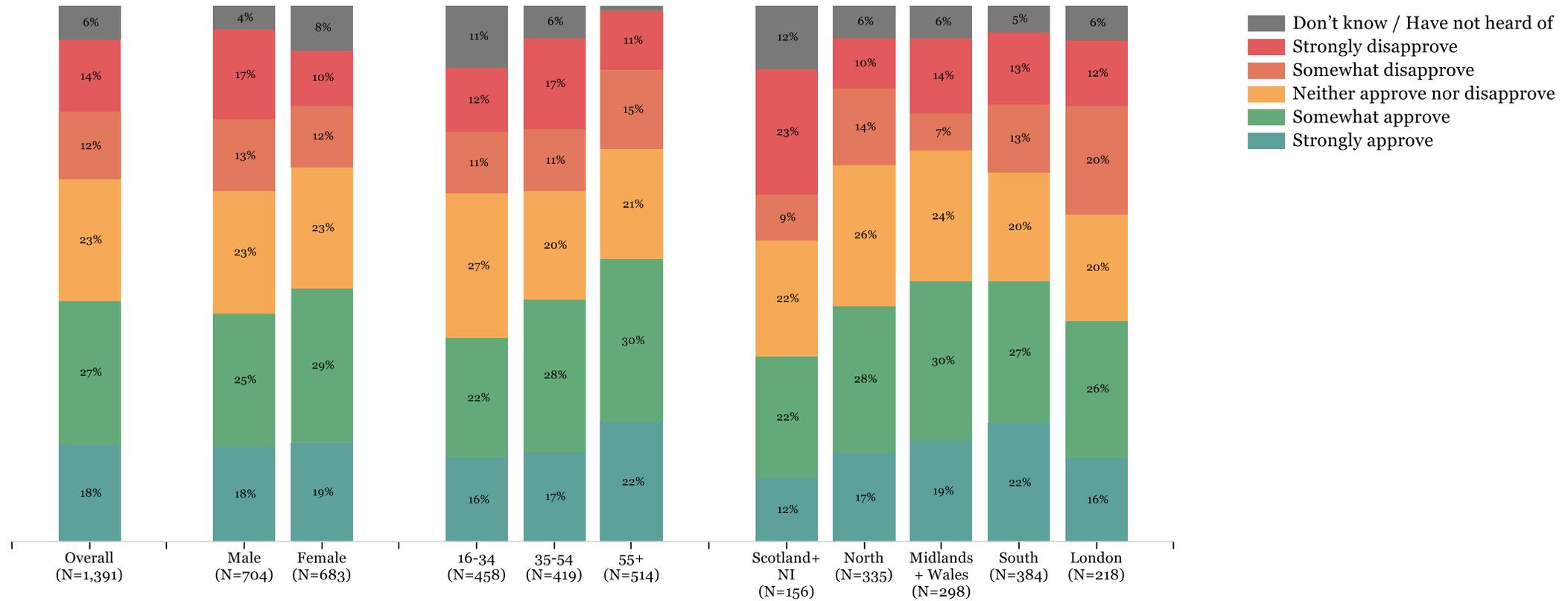
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - Prime Minister, Boris Johnson



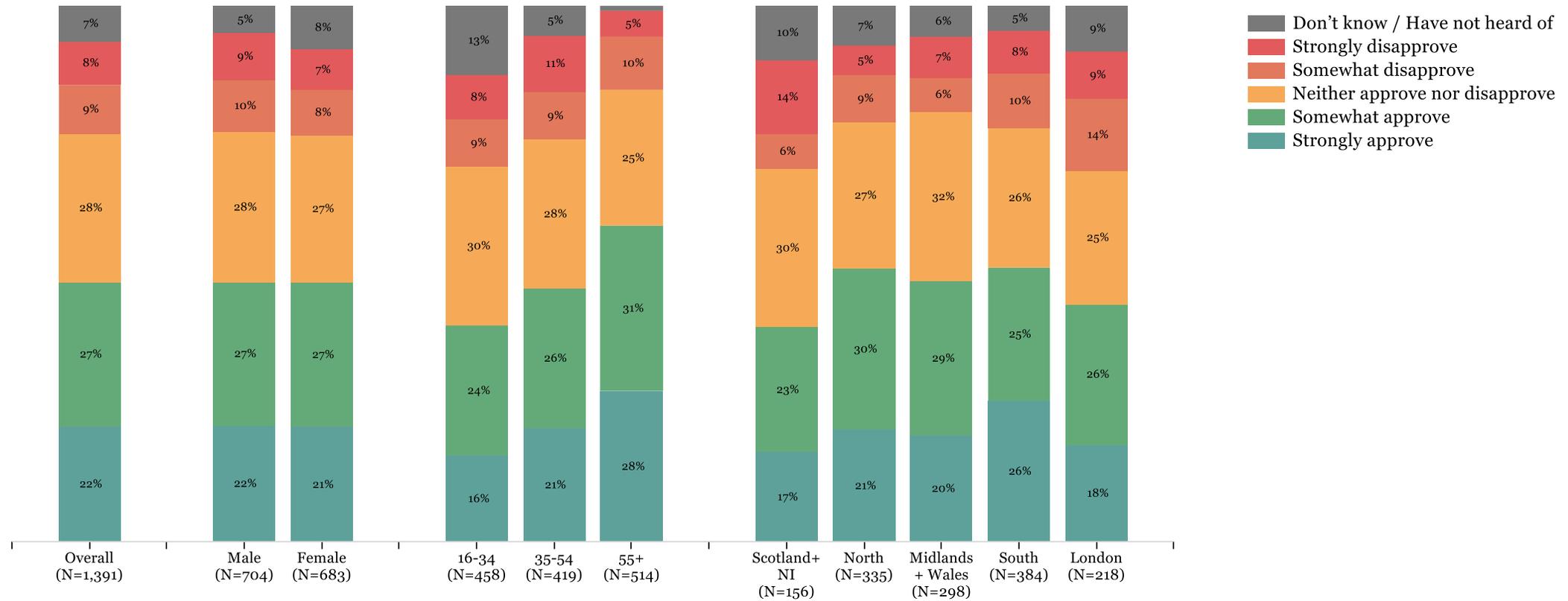
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - Health Secretary, Matt Hancock



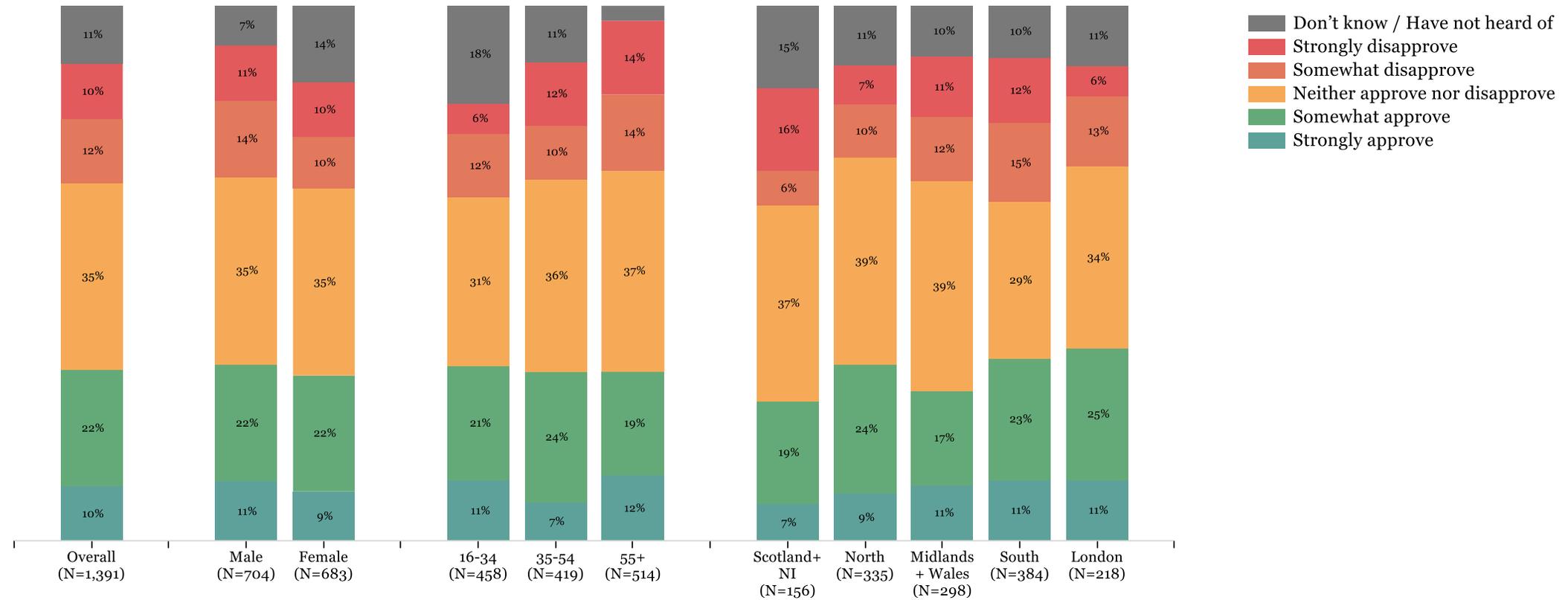
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

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



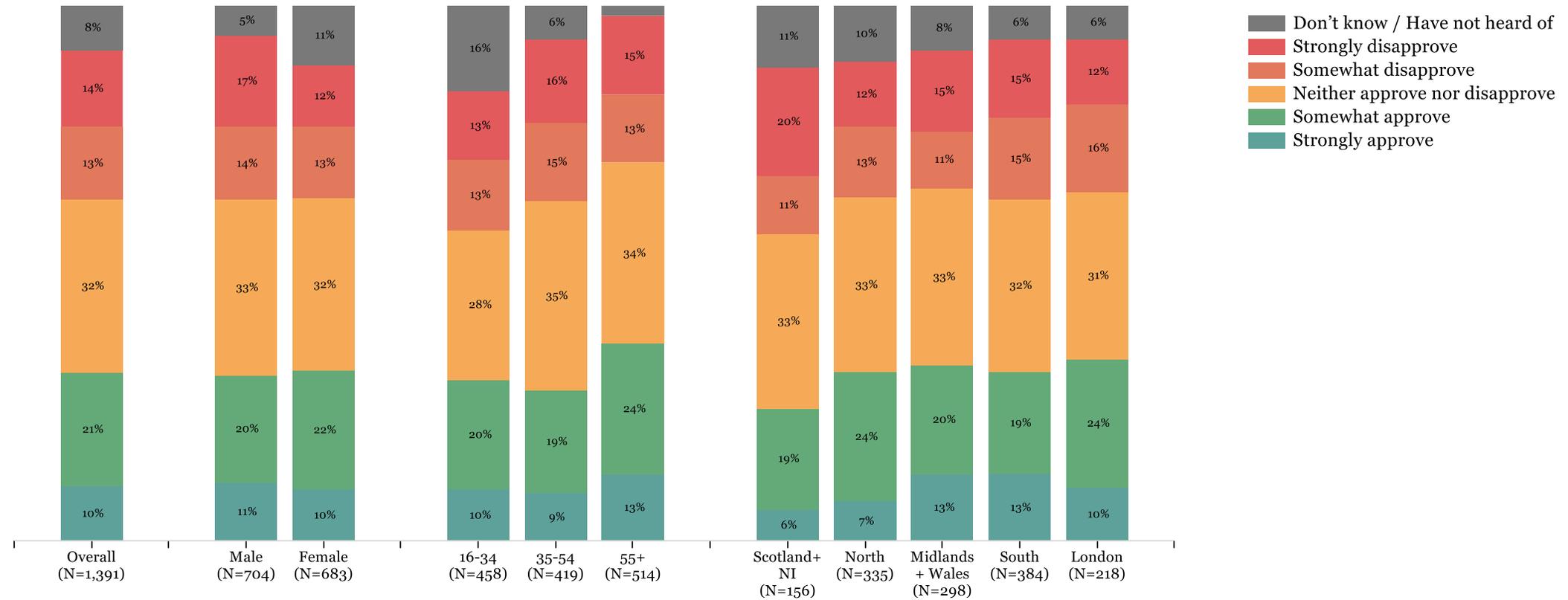
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

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



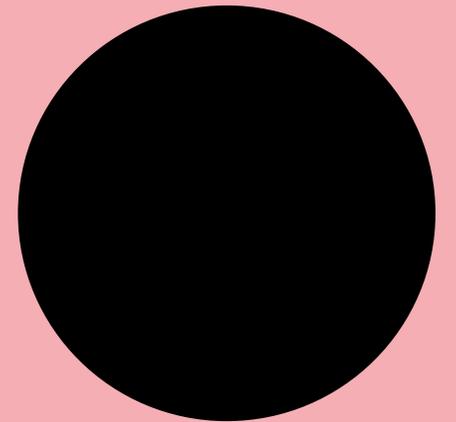
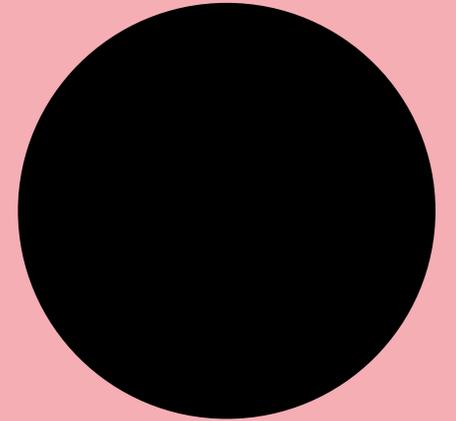
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Profile: Approval - Cabinet Office Minister, Michael Gove

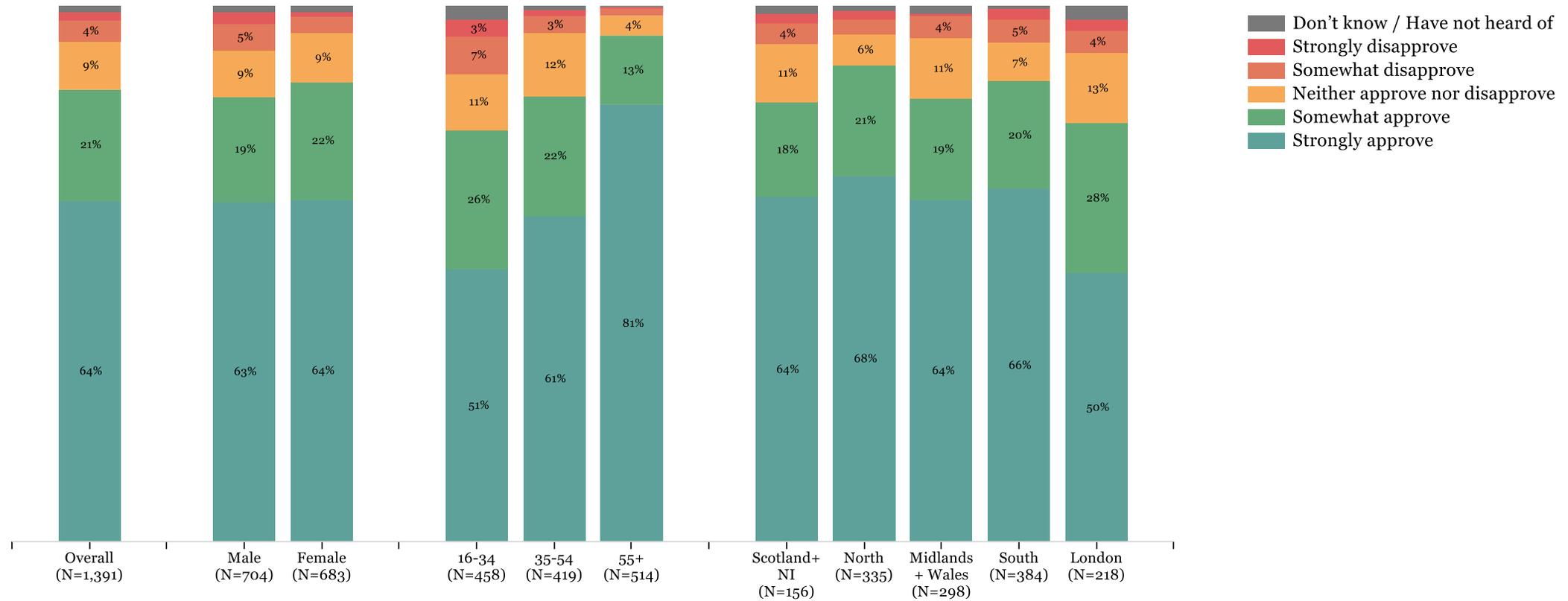


From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

# Approval by audience - organisations (Thursday 23rd April)

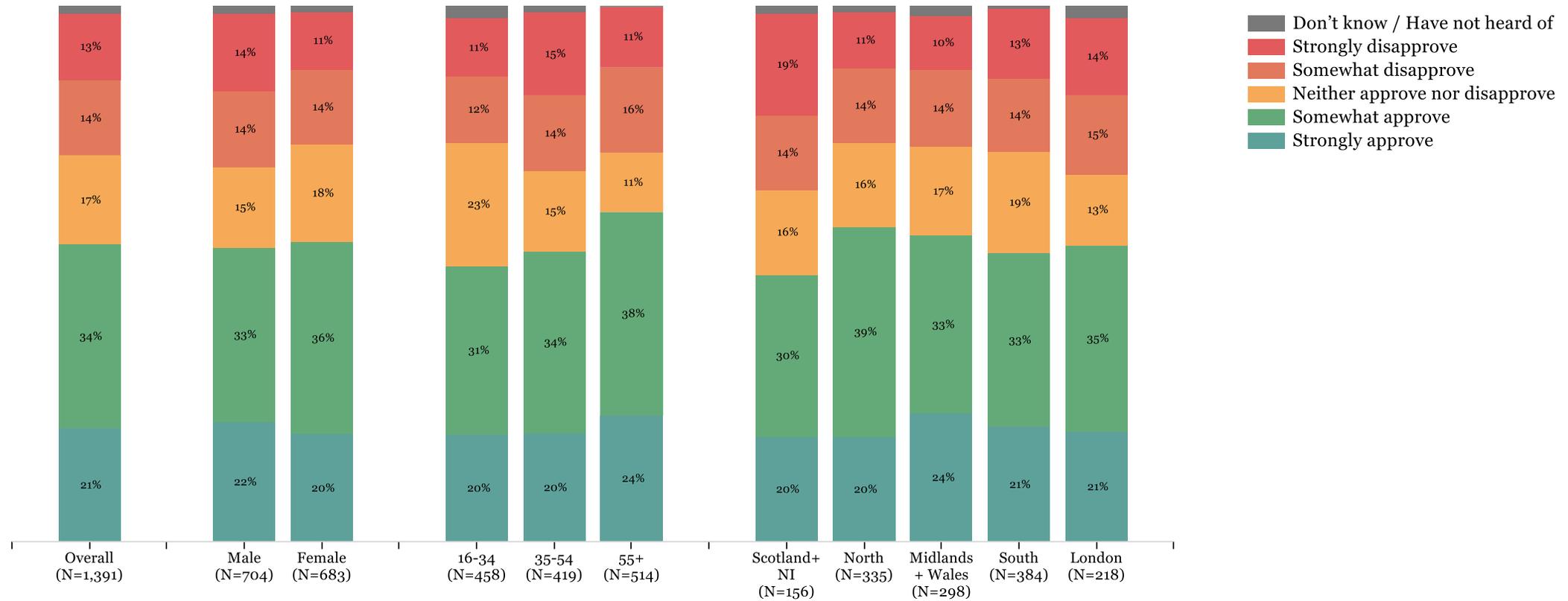


# Profile: Approval - NHS



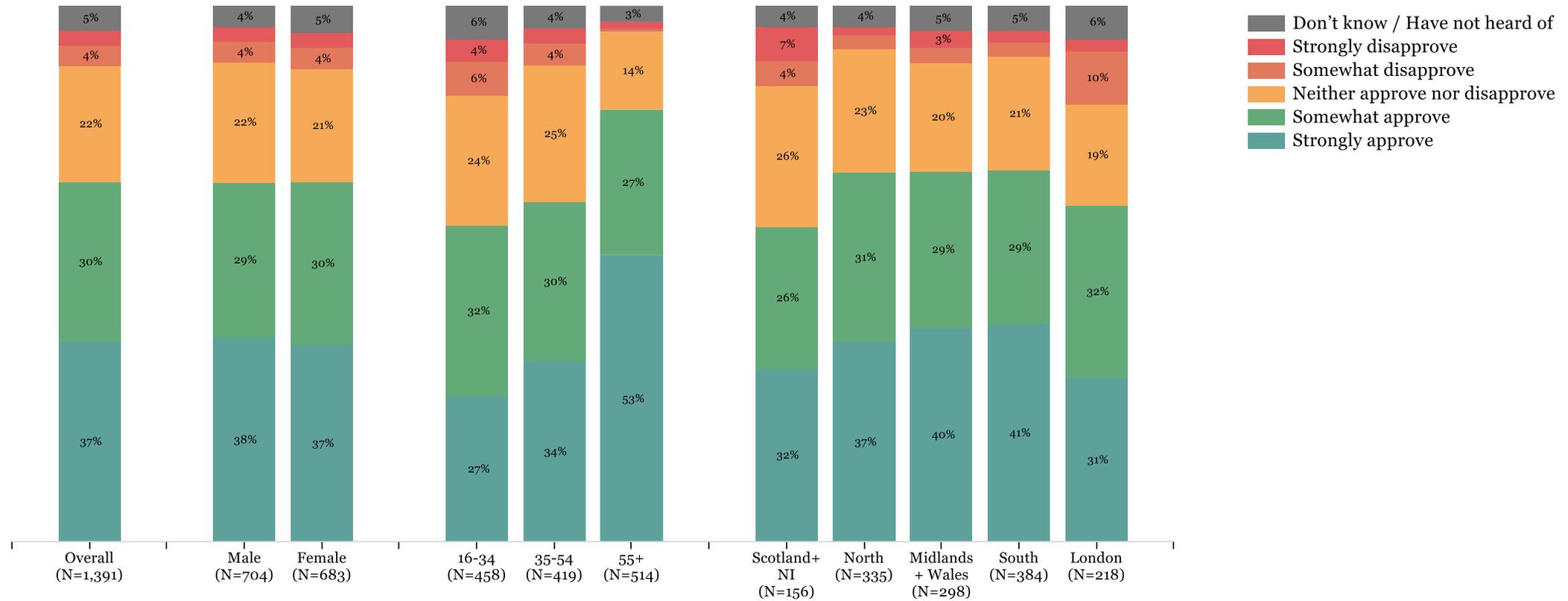
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - UK Government



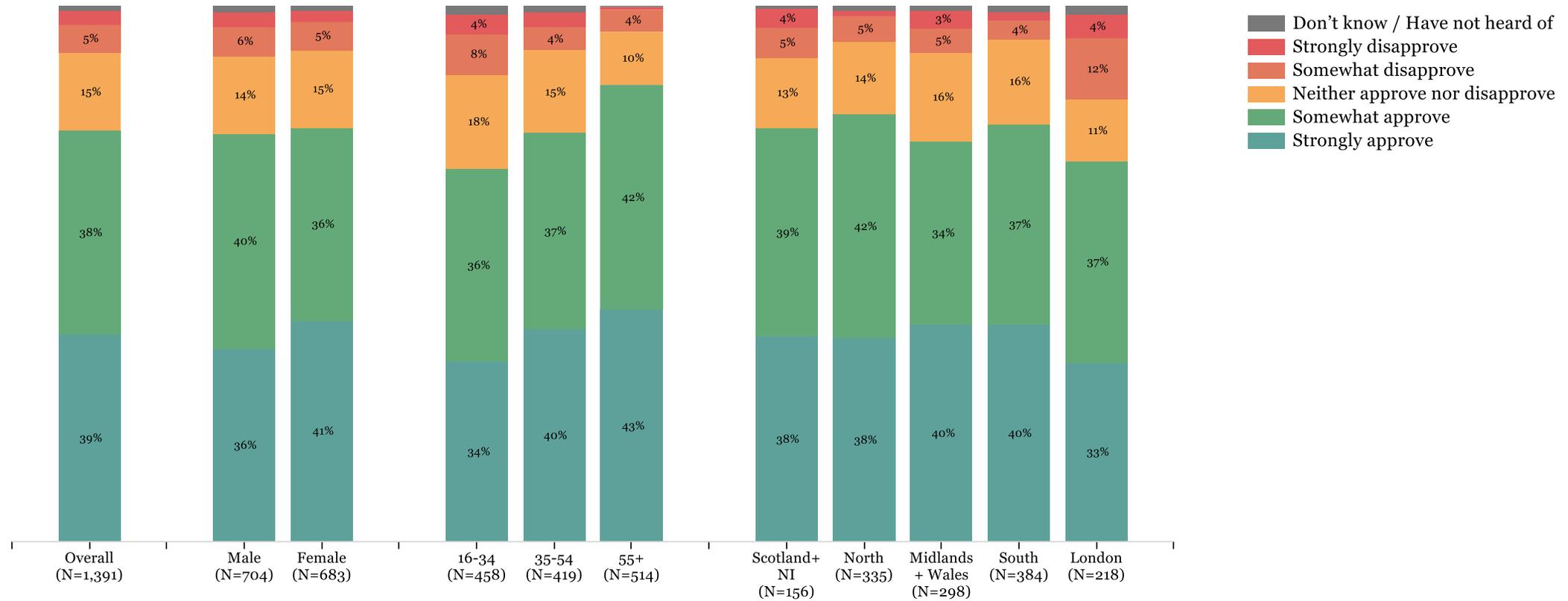
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - Armed Forces



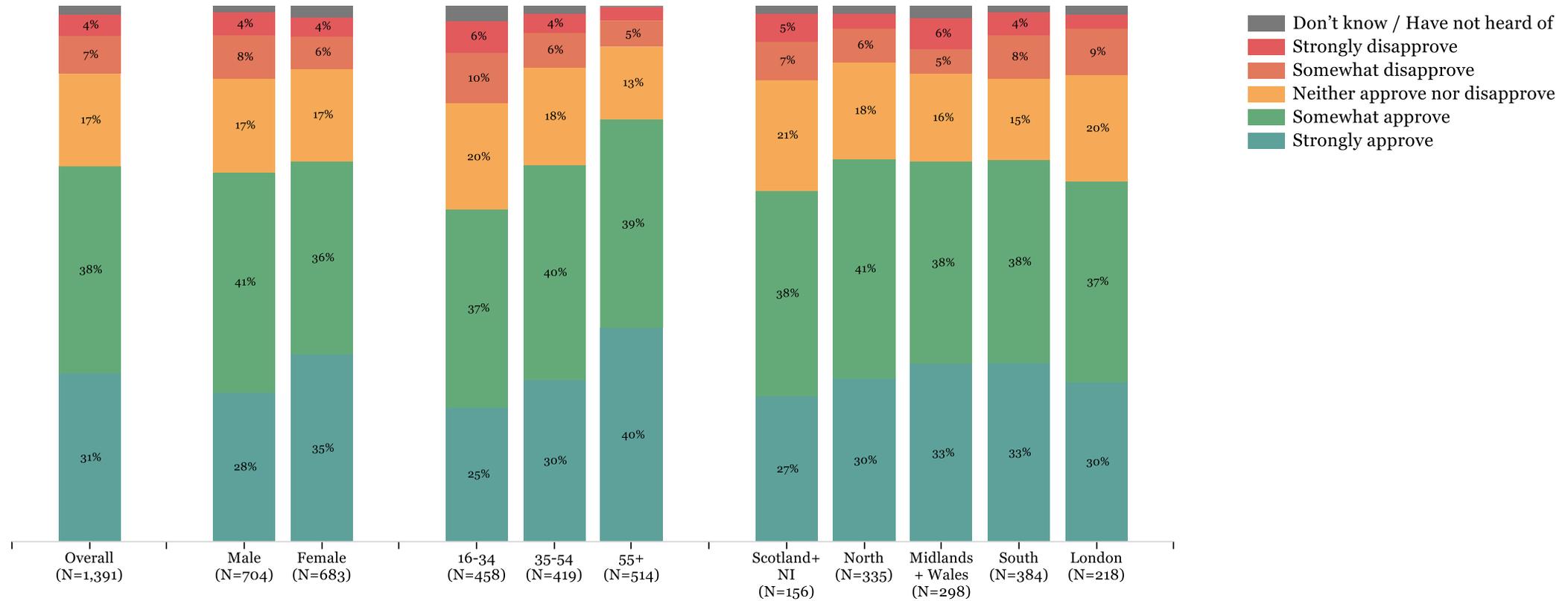
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - Supermarkets



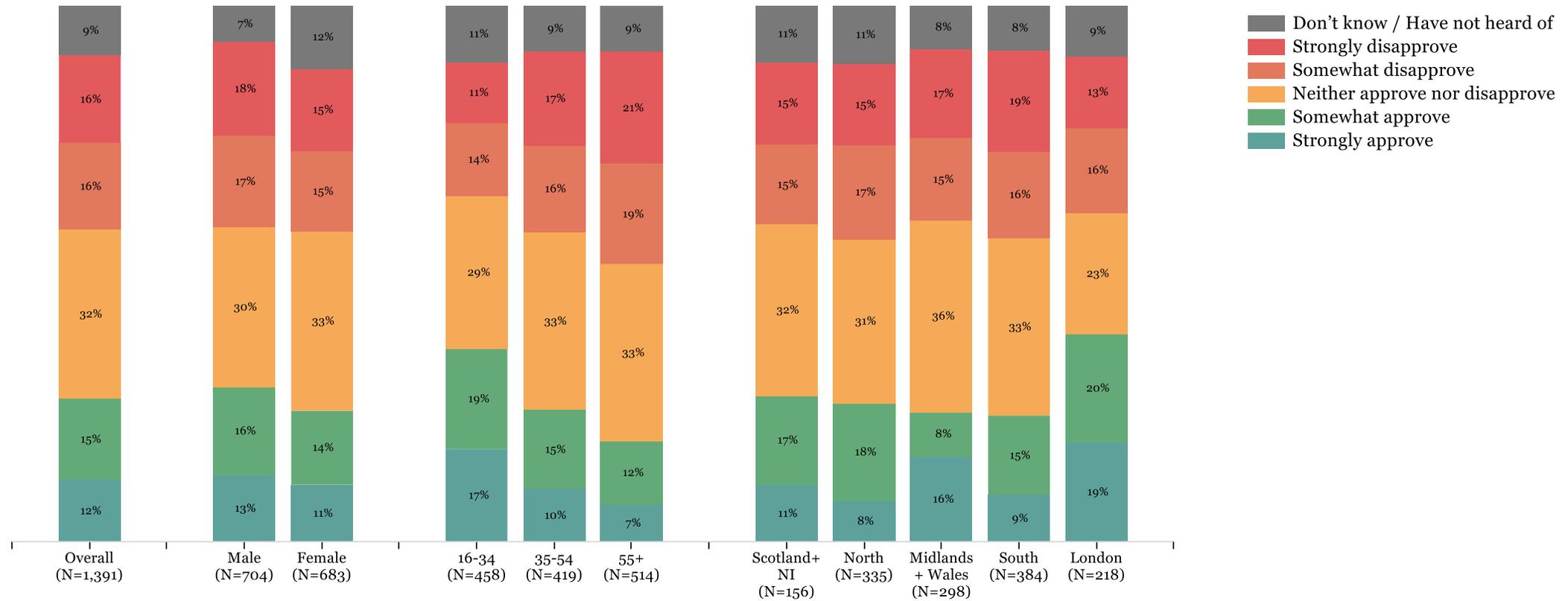
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - Police



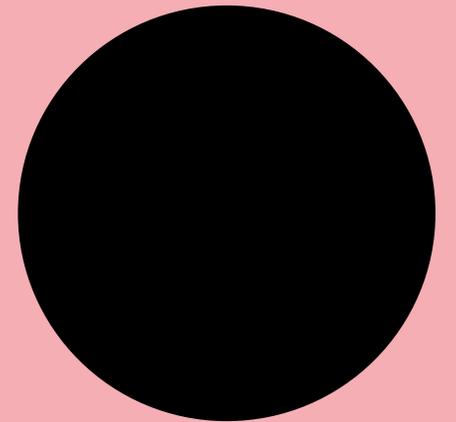
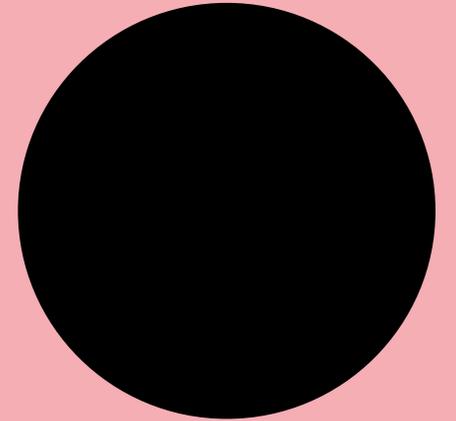
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Profile: Approval - Premier League Football Clubs

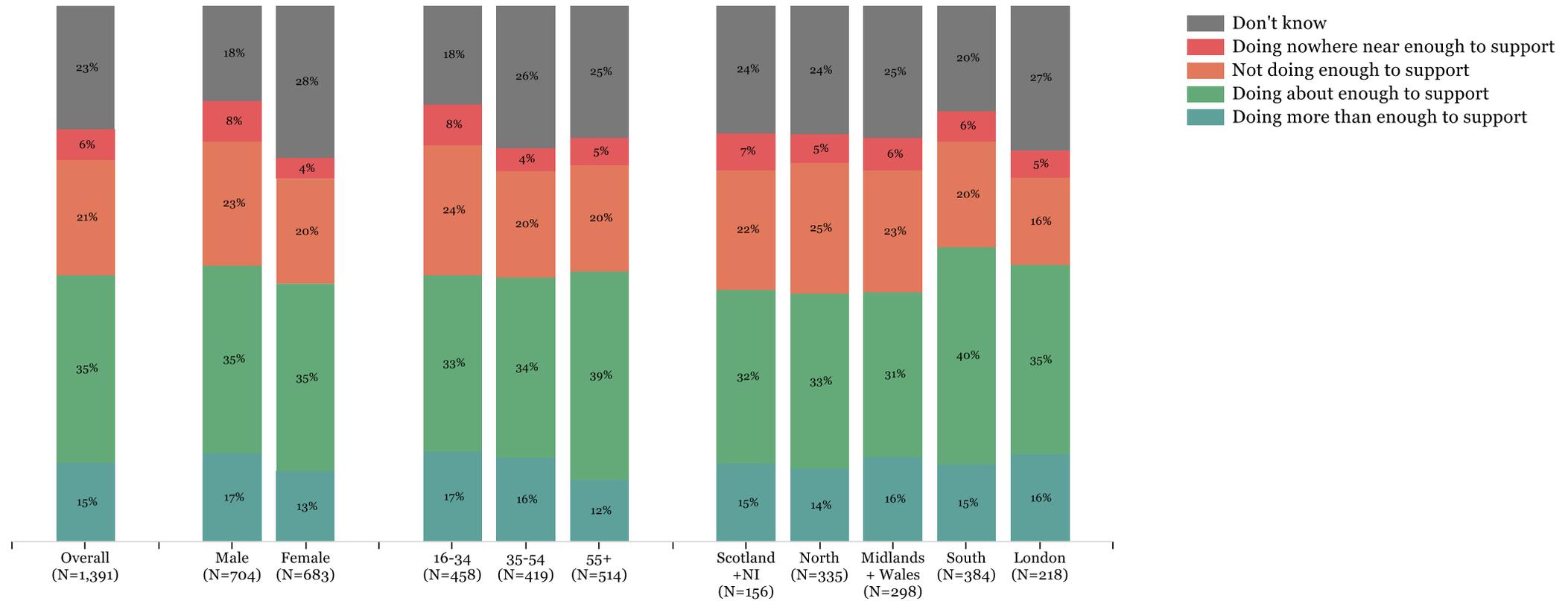


From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

# Support level by audience (Thursday 23rd April)

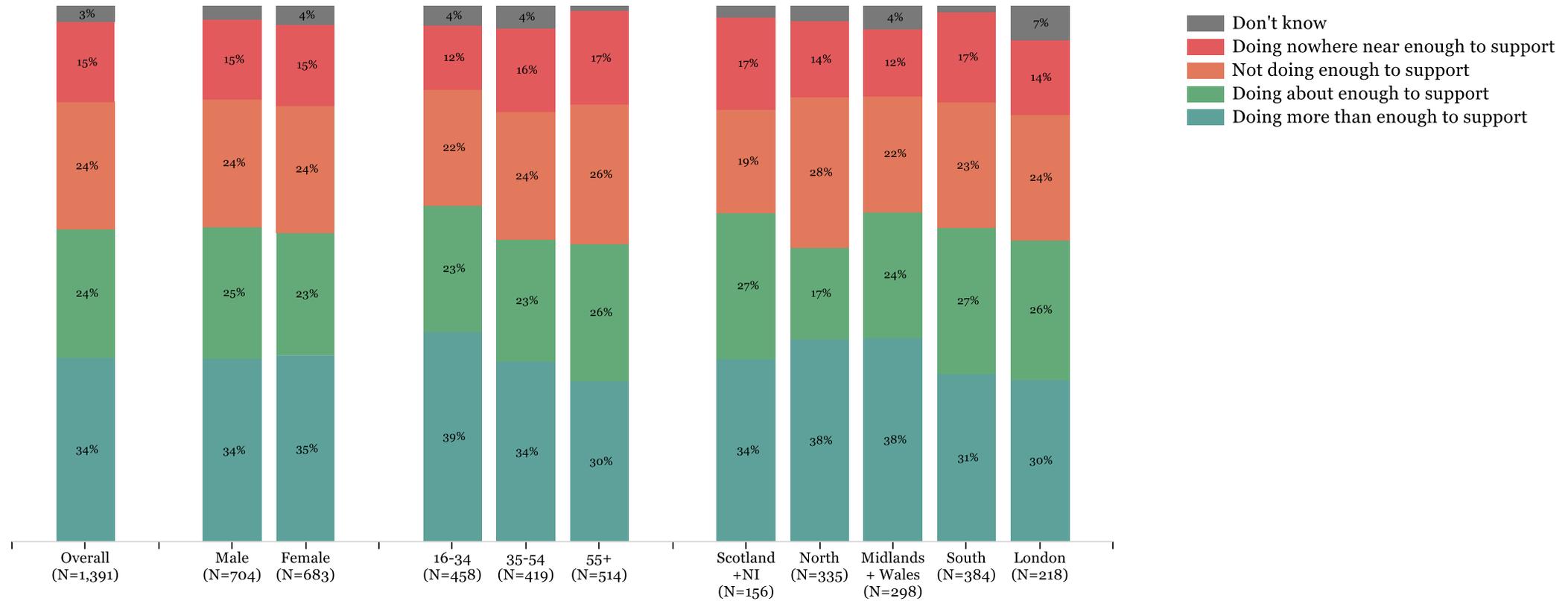


# Profile: Airlines



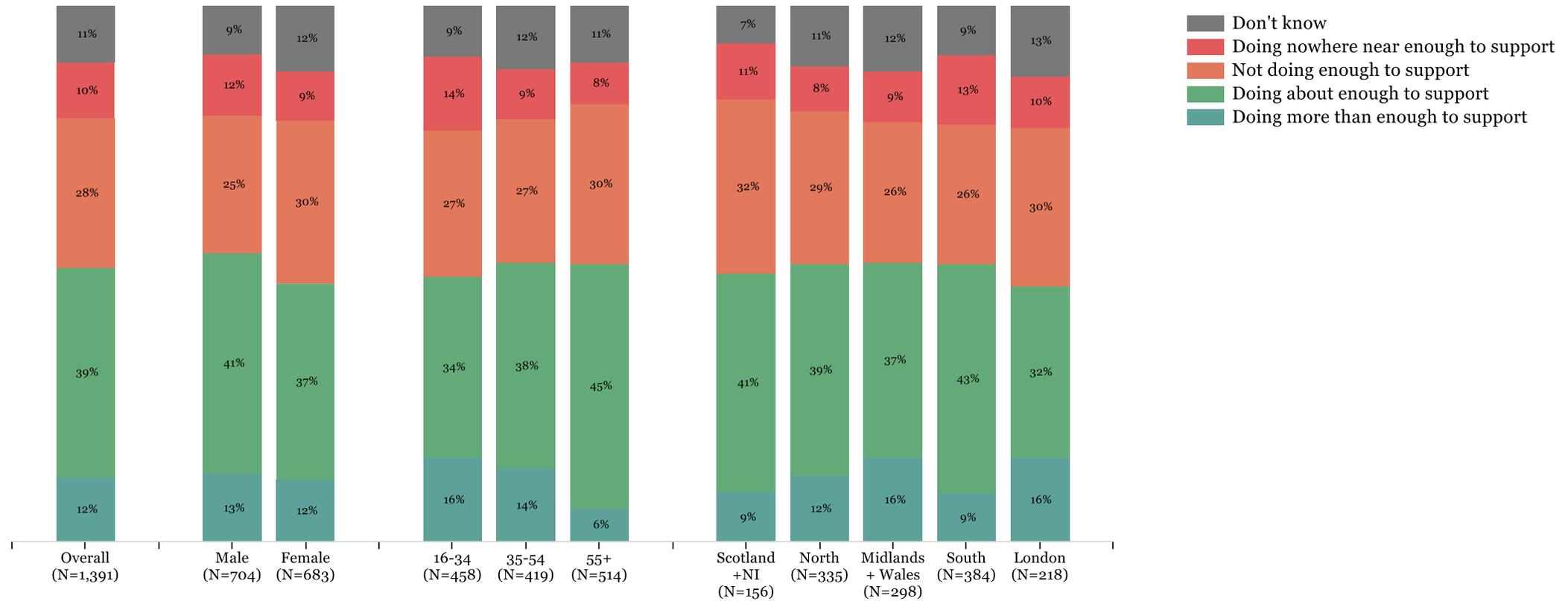
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: NHS



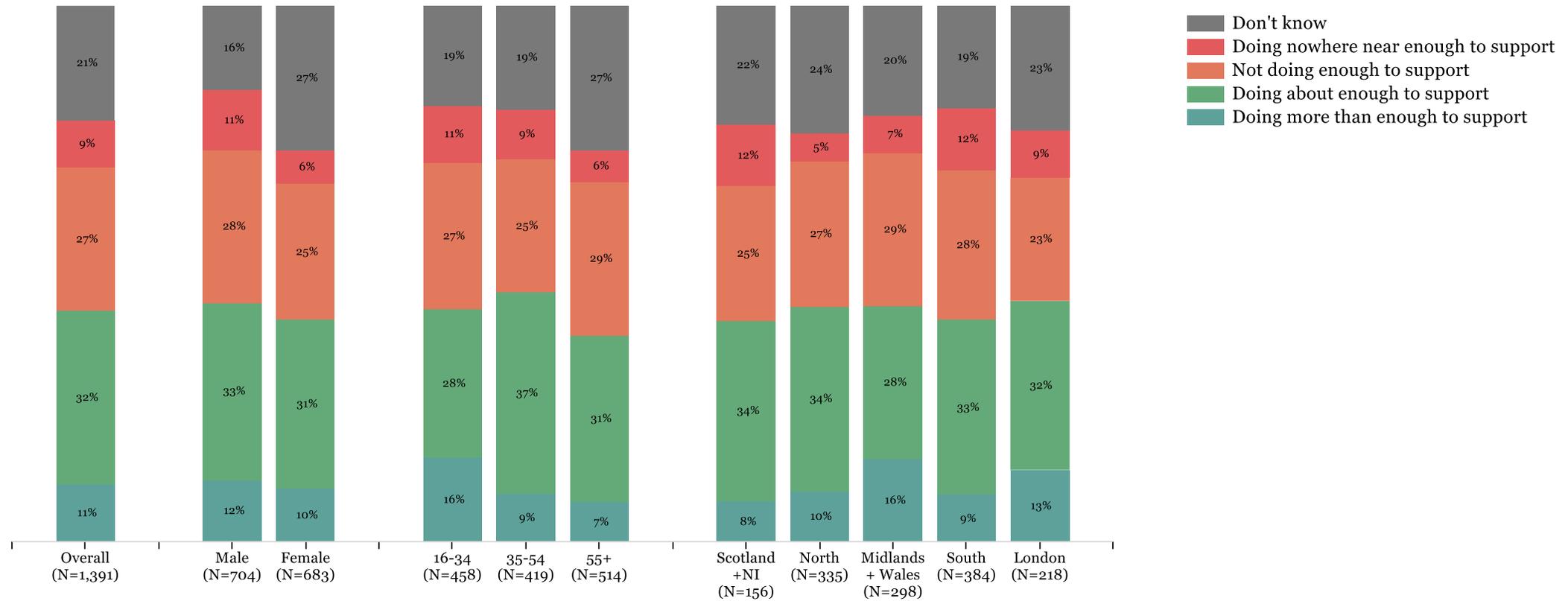
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Small businesses



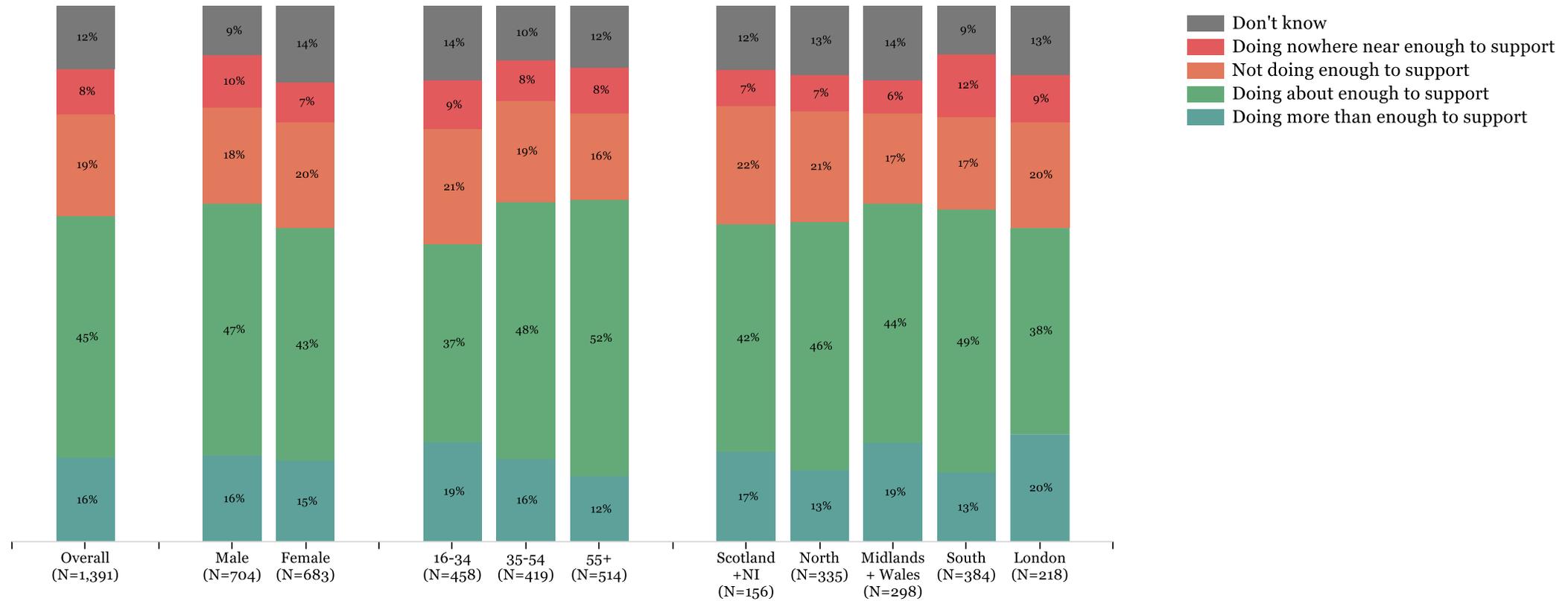
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

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



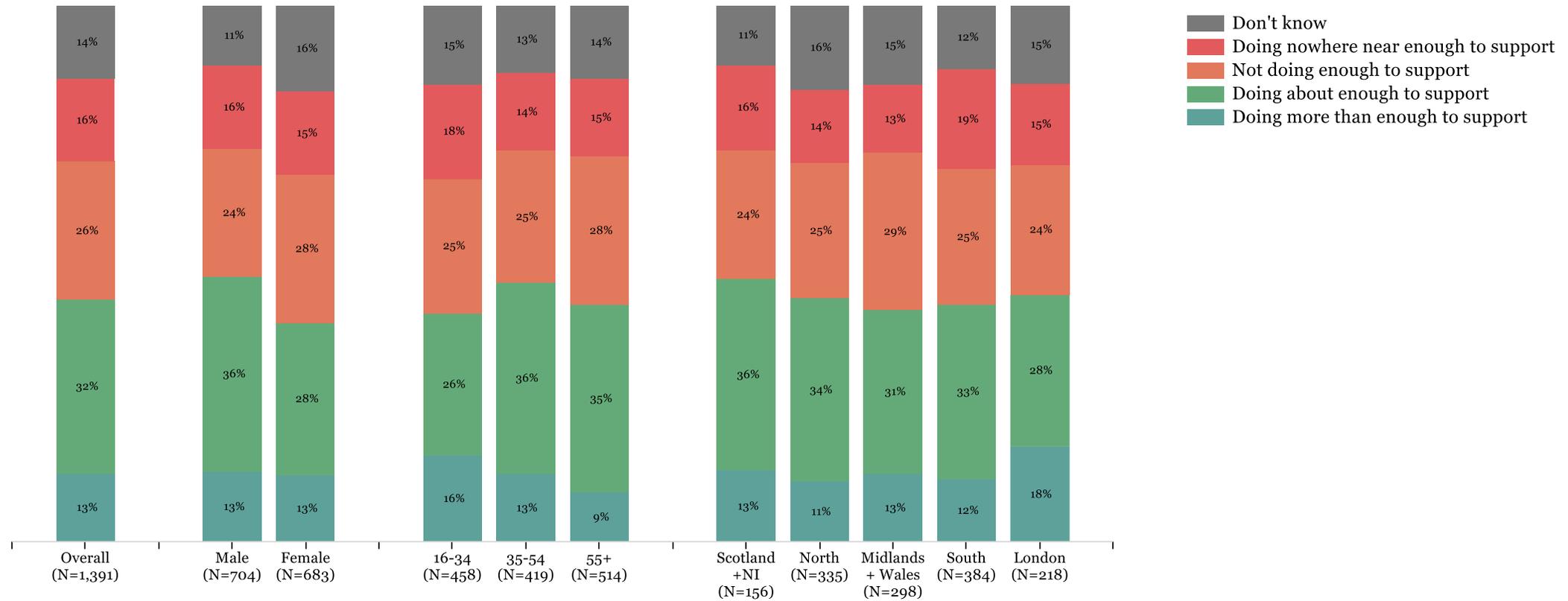
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Employees



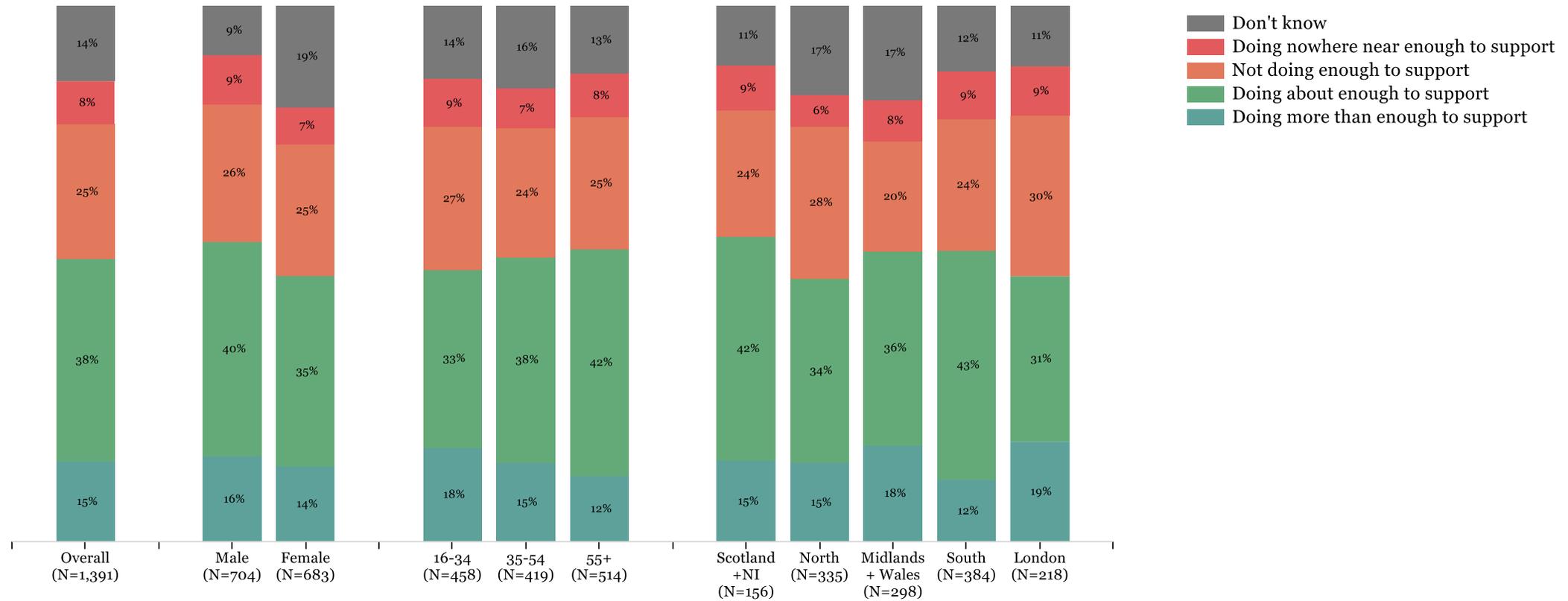
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Those who are self-employed



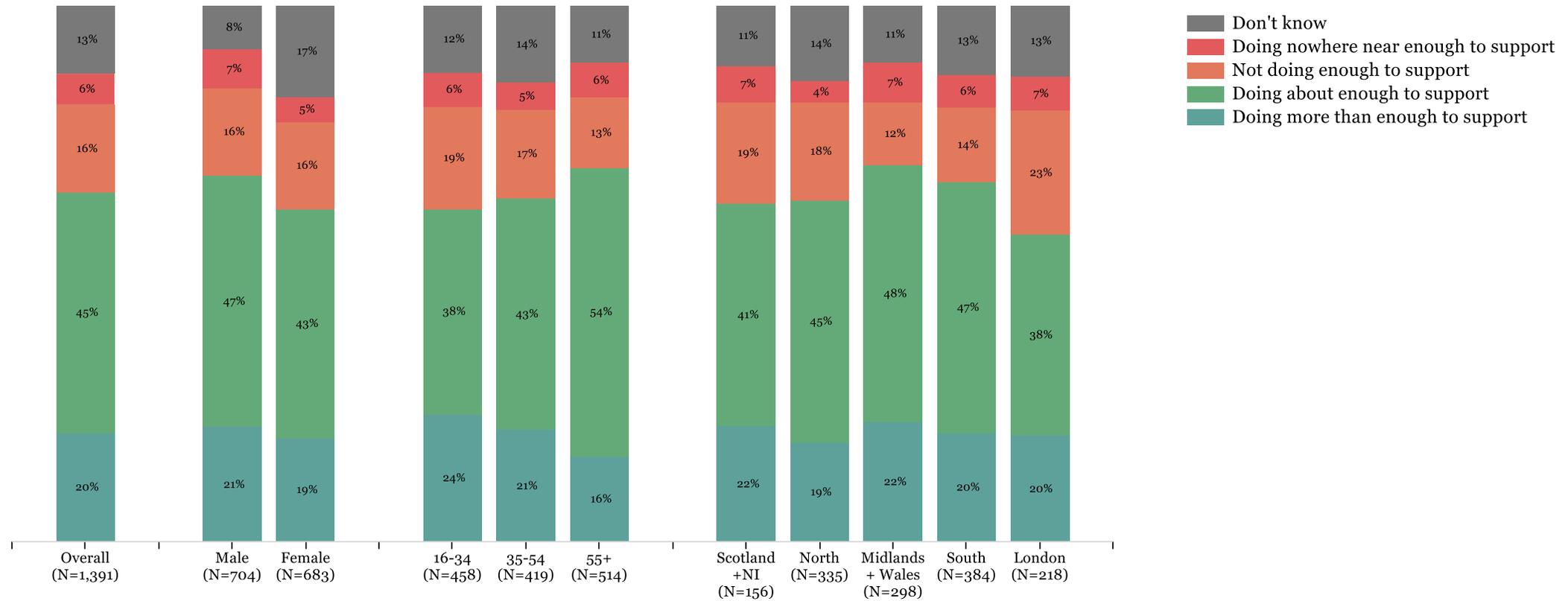
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# Profile: Transport workers



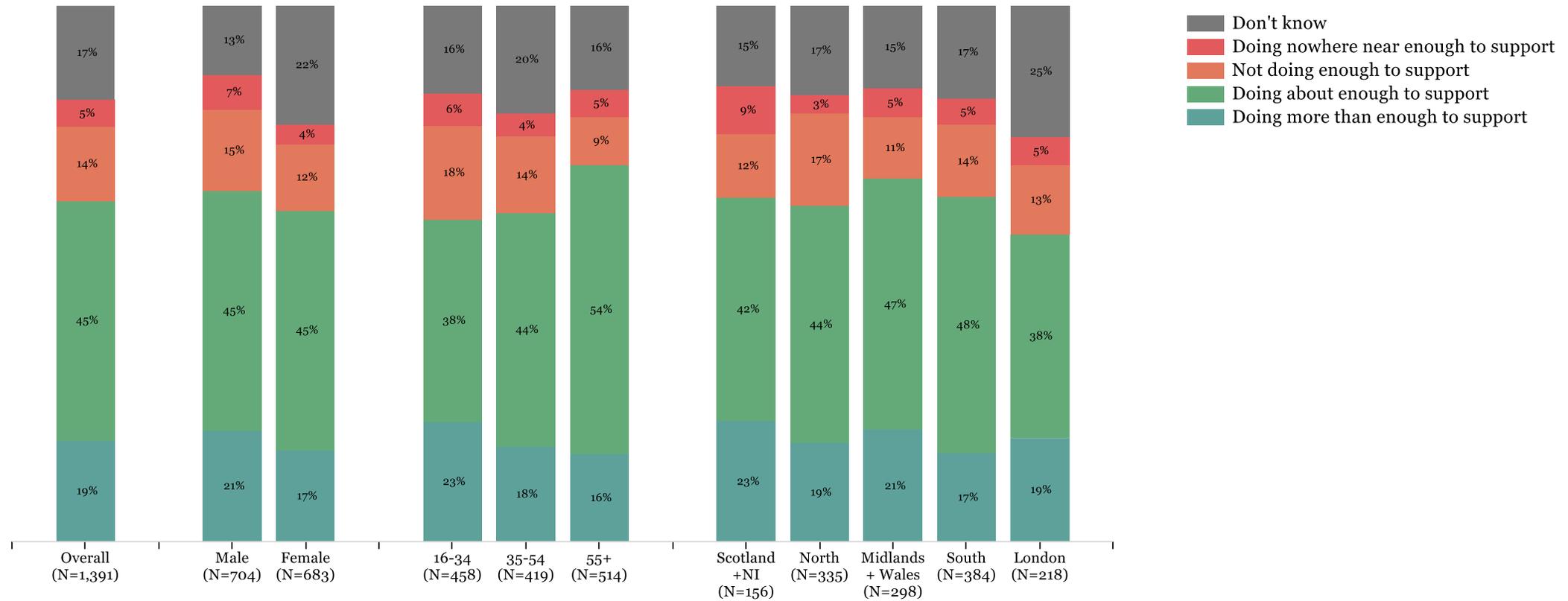
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

# 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?

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**End**

