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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

Overall: 16,665

- Wed 18th March: 1,116
- Thurs 19th March: 1,066
- Fri 20th March: 1,414
- Sat 21st March: 901
- Sun 22nd March: 1,099
- Mon 23rd March: 3,128
- Tue 24th March: 1,474
- Wed 25th March: 1,330
- Thu 26th March: 1,237
- Fri 27th March: 1,025
- Sat 28th March: 1,128
- Sun 29th March: 1,038
Coronavirus spread
30 March, 2020

Self-diagnosis of Coronavirus - over time

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

- 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

Wed 18th March
Thurs 19th March
Fri 20th March
Sat 21st March
Sun 22nd March
Mon 23rd March
Tues 24th March
Wed 25th March
Thu 26th March
Fri 27th March
Sat 28th March
Sun 29th March

Which of the following best describes you regarding coronavirus (COVID-19)?
30 March, 2020

Profile: Self-diagnosis of Coronavirus (Sunday 29th March)

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

- 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

Overall (N=1,038)

Male (N=579)
Female (N=452)
16-34 (N=202)
35-54 (N=321)
55+ (N=455)
Scotland-NI (N=110)
North (N=262)
Midlands-Wales (N=213)
South (N=228)
London (N=165)

89%
87%
91%
10%
8%
6%
4%

83%
80%
93%
94%
88%
91%
89%
90%

5%
6%
4%
4%
9%
4%
4%
6%
6%
Concern & impact
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)?
30 March, 2020

Profile: Level of worry about COVID-19 (Sunday 29th 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)?
30 March, 2020

**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)?
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)?

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)?

- I don’t know
- It has increased
- It has decreased
- It has not been affected
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)?
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)?
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 / 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)?
Home activity
30 March, 2020

Self-isolation - over time

Are you currently self-isolating i.e. deliberately not leaving your home?
Are you currently self-isolating i.e. deliberately not leaving your home?
30 March, 2020

Actions taken - over time

- Consumed news
- Left house
- Made a video call
- Bought anything online

Thinking about yesterday, did you...
Profile: Watch / read / hear the news? (Sunday 29th March)

Thinking about yesterday, did you...
Thinking about yesterday, did you...
### Profile: Buy anything online? (Sunday 29th March)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=1,098)</td>
<td>29%</td>
</tr>
<tr>
<td>Male (N=579)</td>
<td>28%</td>
</tr>
<tr>
<td>Female (N=454)</td>
<td>29%</td>
</tr>
<tr>
<td>16-34 (N=262)</td>
<td>36%</td>
</tr>
<tr>
<td>35-54 (N=391)</td>
<td>27%</td>
</tr>
<tr>
<td>55+ (N=165)</td>
<td>22%</td>
</tr>
<tr>
<td>Scotland + NI (N=110)</td>
<td>24%</td>
</tr>
<tr>
<td>North (N=262)</td>
<td>29%</td>
</tr>
<tr>
<td>Midlands + Wales (N=212)</td>
<td>26%</td>
</tr>
<tr>
<td>South (N=268)</td>
<td>29%</td>
</tr>
<tr>
<td>London (N=265)</td>
<td>34%</td>
</tr>
</tbody>
</table>

Thinking about yesterday, did you...
Profile: Video call anyone? (Sunday 29th March)

30 March, 2020

Thinking about yesterday, did you...
Workers - working from home or not - over time

Which of these statements best describes you?

- My work requires me to attend my regular place of employment
- I am continuing to attend my regular place of employment but may have to work from home soon
- I always work from home
- I am working from home, but normally work at a different location
Which of these statements best describes you?

- My work requires me to attend my regular place of employment
- I am continuing to attend my regular place of employment but may have to work from home soon
- I always work from home
- I am working from home, but normally work at a different location
Out-of-home activity
Earlier, you said you left your house. Did you do any of the following?
Earlier, you said you left your house. Did you do any of the following?
Earlier, you said you left your house. Did you do any of the following?

<table>
<thead>
<tr>
<th>Section</th>
<th>Overall (N=1,098)</th>
<th>Male (N=579)</th>
<th>Female (N=454)</th>
<th>16-34 (N=222)</th>
<th>35-54 (N=391)</th>
<th>55+ (N=465)</th>
<th>Scotland + NI (N=210)</th>
<th>North (N=202)</th>
<th>Midlands + Wales (N=212)</th>
<th>South (N=266)</th>
<th>London (N=266)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>13%</td>
<td>17%</td>
<td>9%</td>
<td>18%</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
<td>9%</td>
<td>13%</td>
<td>15%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Earlier, you said you left your house. Did you do any of the following?
30 March, 2020

Stocking up - over time

Did you buy more than usual to stock up?
30 March, 2020

Profile: Stocking up?  (Sunday 29th March)

Did you buy more than usual to stock up?

36
Were there any empty aisles (shelves) in the supermarket?
30 March, 2020

Profile: Empty shelves in the supermarket? (Sunday 29th March)

Were there any empty aisles (shelves) in the supermarket?
News consumption
30 March, 2020

News sources - over time

Where did you hear the news yesterday?
Who do you trust to give you reliable information about COVID-19?

30 March, 2020

Trust in sources of information - (Sunday 29th March)

- Doctors (GP and local health professionals, NHS direct, 111, etc.): 89% Yes - Trust, 11% No - Do not trust
- Official government advice (E.g. Chief Medical Officer / Chief Medical Advisor): 82% Yes - Trust, 18% No - Do not trust
- National news channels (E.g. BBC): 75% Yes - Trust, 25% No - Do not trust
- Local news channels, stations and websites: 64% Yes - Trust, 36% No - Do not trust
- Research companies: 59% Yes - Trust, 41% No - Do not trust
- Friends and family: 52% Yes - Trust, 48% No - Do not trust
- Politicians: 50% Yes - Trust, 50% No - Do not trust
- Your employer: 46% Yes - Trust, 54% No - Do not trust
- Newsgroups and community websites: 40% Yes - Trust, 60% No - Do not trust
- Colleagues: 34% Yes - Trust, 66% No - Do not trust
- Brands and companies: 27% Yes - Trust, 73% No - Do not trust
- Social media (E.g. Twitter, Facebook): 22% Yes - Trust, 78% No - Do not trust
Trust in news sources - over time

Who do you trust to give you reliable information about COVID-19?
Yesterday, did you watch the Prime Minister’s press conference with the Chief Medical Officer and Chief Scientific Officer?
Yesterday, did you watch the Prime Minister's press conference with the Chief Medical Officer and Chief Scientific Officer?
Approval ratings
30 March, 2020

Individual approval ratings (Sunday 29th 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?
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 (Sunday 29th 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?

### NHS
- Strongly approve: 70%
- Somewhat approve: 19%
- Neither approve nor disapprove: 7%
- Somewhat disapprove: 19%
- Strongly disapprove: 3%
- Don’t know / Have not heard of: 7%

### Public Health England / Scotland / Wales
- Strongly approve: 32%
- Somewhat approve: 37%
- Neither approve nor disapprove: 22%
- Somewhat disapprove: 3%
- Strongly disapprove: 4%
- Don’t know / Have not heard of: 3%

### World Health Organisation
- Strongly approve: 31%
- Somewhat approve: 38%
- Neither approve nor disapprove: 19%
- Somewhat disapprove: 5%
- Strongly disapprove: 3%
- Don’t know / Have not heard of: 3%

### UK Government
- Strongly approve: 31%
- Somewhat approve: 35%
- Neither approve nor disapprove: 16%
- Somewhat disapprove: 10%
- Strongly disapprove: 7%
- Don’t know / Have not heard of: 5%

### European Union
- Strongly approve: 17%
- Somewhat approve: 29%
- Neither approve nor disapprove: 34%
- Somewhat disapprove: 8%
- Strongly disapprove: 7%
- Don’t know / Have not heard of: 5%

### Confederation of British Industry (CBI)
- Strongly approve: 13%
- Somewhat approve: 25%
- Neither approve nor disapprove: 39%
- Somewhat disapprove: 5%
- Strongly disapprove: 15%
- Don’t know / Have not heard of: 4%

### US Government
- Strongly approve: 10%
- Somewhat approve: 14%
- Neither approve nor disapprove: 28%
- Somewhat disapprove: 19%
- Strongly disapprove: 24%
- Don’t know / Have not heard of: 4%
30 March, 2020

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?
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?
Appendix
News consumption - by audience (Sunday 29th March)
Where did you hear the news yesterday?

54
30 March, 2020

Profile: News websites

Where did you hear the news yesterday?
30 March, 2020

Profile: Newspaper(s)

Where did you hear the news yesterday?
30 March, 2020

Profile: Social media

Where did you hear the news yesterday?
Where did you hear the news yesterday?
30 March, 2020

Profile: Local radio

Where did you hear the news yesterday?
Where did you hear the news yesterday?
Information source trust by audience (Sunday 29th March)
Who do you trust to give you reliable information about COVID-19?

- Do not trust
- Trust
30 March, 2020

Profile: Trust - Scientific experts

Who do you trust to give you reliable information about COVID-19?
Who do you trust to give you reliable information about COVID-19?
# Profile: Trust - National news channels (E.g. BBC)

Who do you trust to give you reliable information about COVID-19?

<table>
<thead>
<tr>
<th>Region</th>
<th>No - Do not trust</th>
<th>Yes - Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=1398)</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Male (N=579)</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>Female (N=819)</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>16-34 (N=262)</td>
<td>31%</td>
<td>69%</td>
</tr>
<tr>
<td>35-54 (N=321)</td>
<td>23%</td>
<td>77%</td>
</tr>
<tr>
<td>55+ (N=415)</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Scotland + NI (N=110)</td>
<td>25%</td>
<td>75%</td>
</tr>
<tr>
<td>North (N=262)</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>Midlands + Wales (N=213)</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td>South (N=288)</td>
<td>24%</td>
<td>76%</td>
</tr>
<tr>
<td>London (N=165)</td>
<td>22%</td>
<td>78%</td>
</tr>
</tbody>
</table>
Profile: Trust - Research companies

Who do you trust to give you reliable information about COVID-19?
Profile: Trust - Local news channels, stations and websites

Who do you trust to give you reliable information about COVID-19?
Who do you trust to give you reliable information about COVID-19?
Who do you trust to give you reliable information about COVID-19?
30 March, 2020

Profile: Trust - Politicians

Who do you trust to give you reliable information about COVID-19?

[Bar chart showing distribution of responses]
Who do you trust to give you reliable information about COVID-19?
Who do you trust to give you reliable information about COVID-19?
Who do you trust to give you reliable information about COVID-19?
Who do you trust to give you reliable information about COVID-19?
Approval by audience - individuals (Sunday 29th 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?
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?
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?
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?
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?
30 March, 2020

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?
30 March, 2020

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?
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 (Sunday 29th 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?
30 March, 2020

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?
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?
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?
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 (Sunday 29th March)
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?
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?**

<table>
<thead>
<tr>
<th></th>
<th>Don’t know</th>
<th>Doing nowhere near enough to support</th>
<th>Not doing enough to support</th>
<th>Doing about enough to support</th>
<th>Doing more than enough to support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall (N=1,098)</td>
<td>9%</td>
<td>5%</td>
<td>22%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Male (N=579)</td>
<td>9%</td>
<td>5%</td>
<td>22%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>Female (N=524)</td>
<td>9%</td>
<td>5%</td>
<td>22%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>16-34 (N=269)</td>
<td>7%</td>
<td>5%</td>
<td>28%</td>
<td>21%</td>
<td>15%</td>
</tr>
<tr>
<td>35-54 (N=391)</td>
<td>11%</td>
<td>4%</td>
<td>29%</td>
<td>39%</td>
<td>51%</td>
</tr>
<tr>
<td>55+ (N=465)</td>
<td>10%</td>
<td>4%</td>
<td>29%</td>
<td>39%</td>
<td>51%</td>
</tr>
<tr>
<td>Scotland + NI (N=110)</td>
<td>13%</td>
<td>9%</td>
<td>18%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>North (N=263)</td>
<td>9%</td>
<td>3%</td>
<td>18%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>Midlands + Wales (N=23)</td>
<td>10%</td>
<td>10%</td>
<td>18%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>South (N=268)</td>
<td>8%</td>
<td>5%</td>
<td>18%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>London (N=163)</td>
<td>8%</td>
<td>4%</td>
<td>18%</td>
<td>27%</td>
<td>16%</td>
</tr>
</tbody>
</table>
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?
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?
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