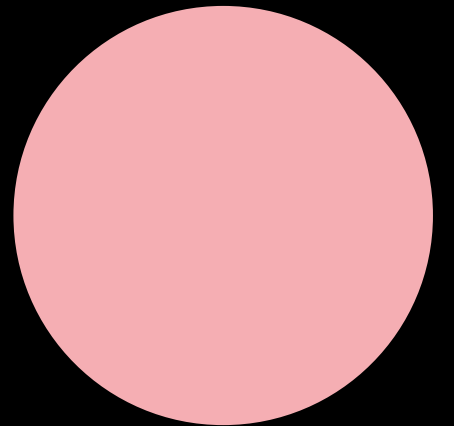
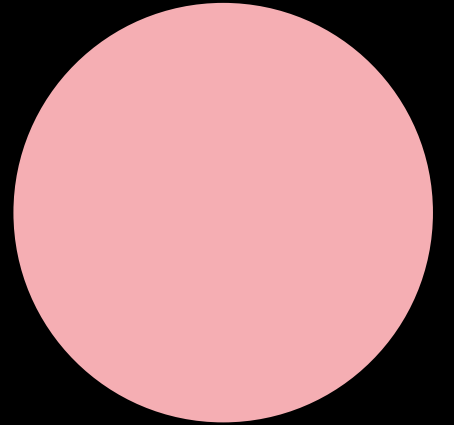

Savanta Coronavirus Data Tracker

Thursday 9th April

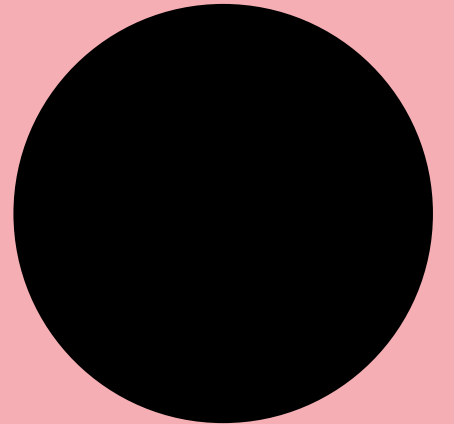
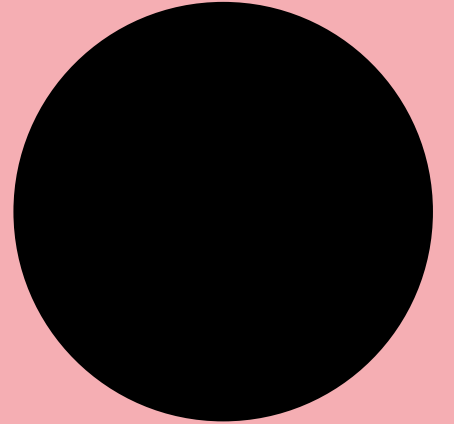


Contents

- 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

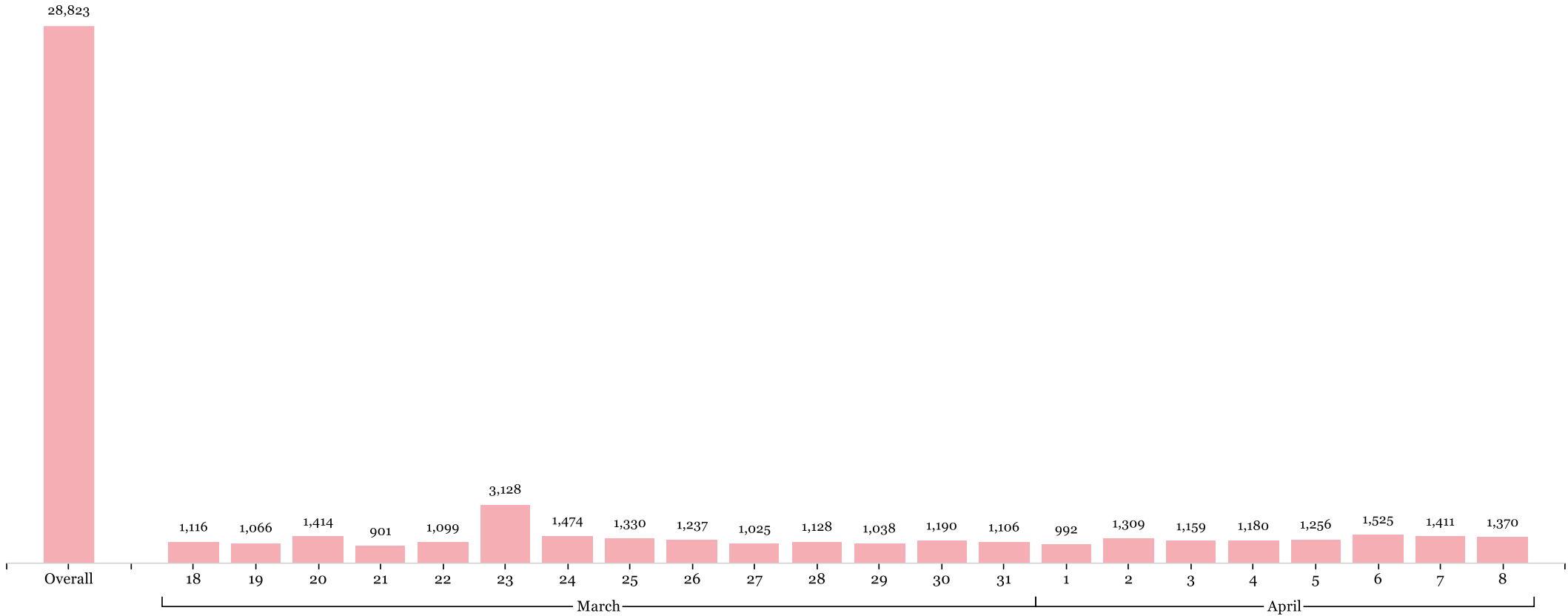
News sources
Trust in sources
Daily government briefings



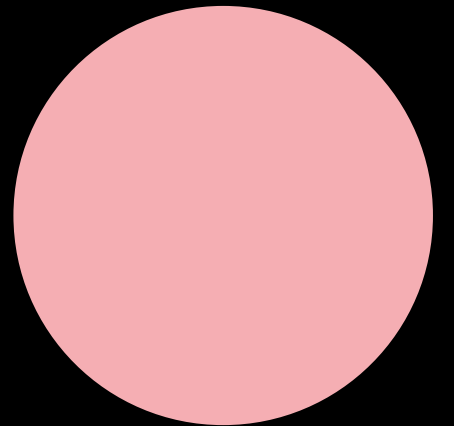
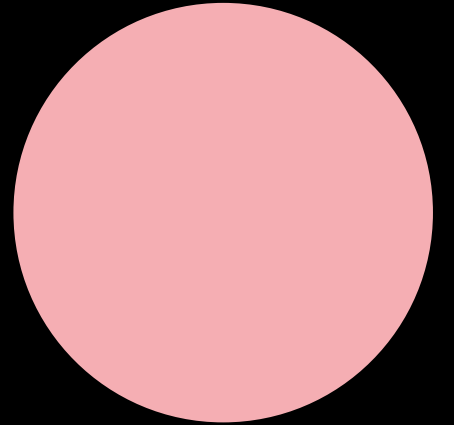
Approval ratings

Approval of key figures
Approval of organisations
Industry support

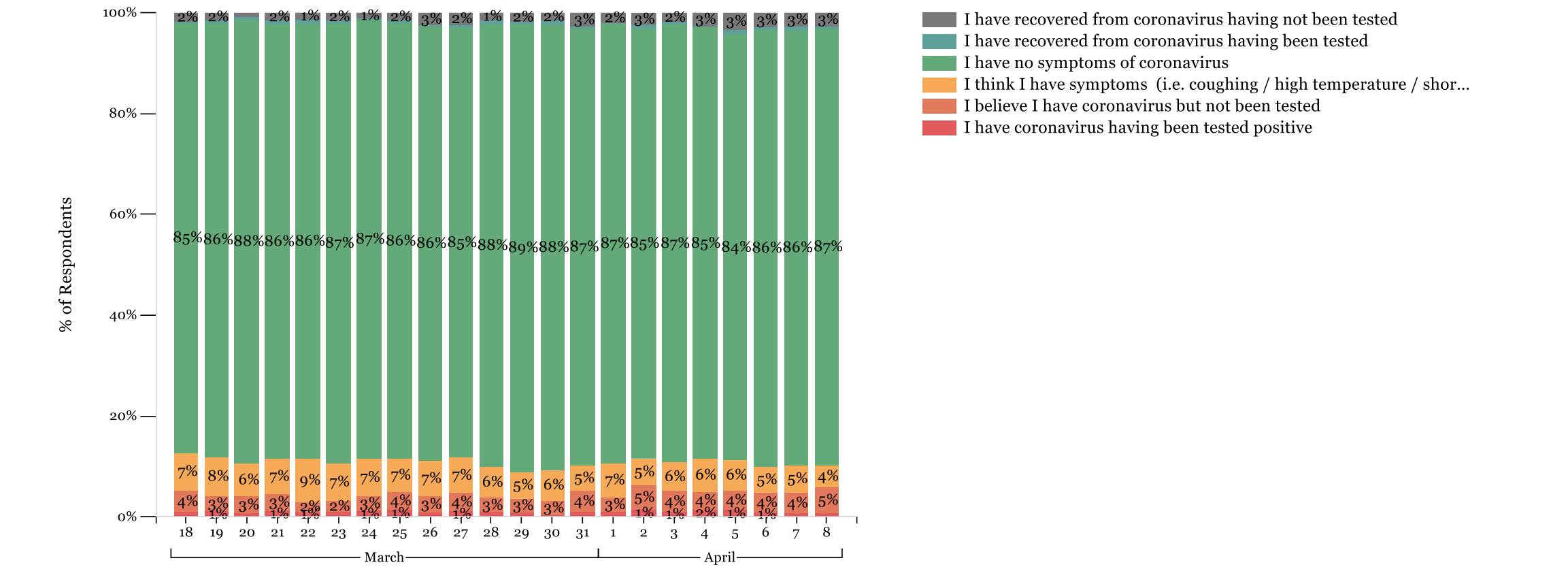
Sample - by day



Coronavirus spread

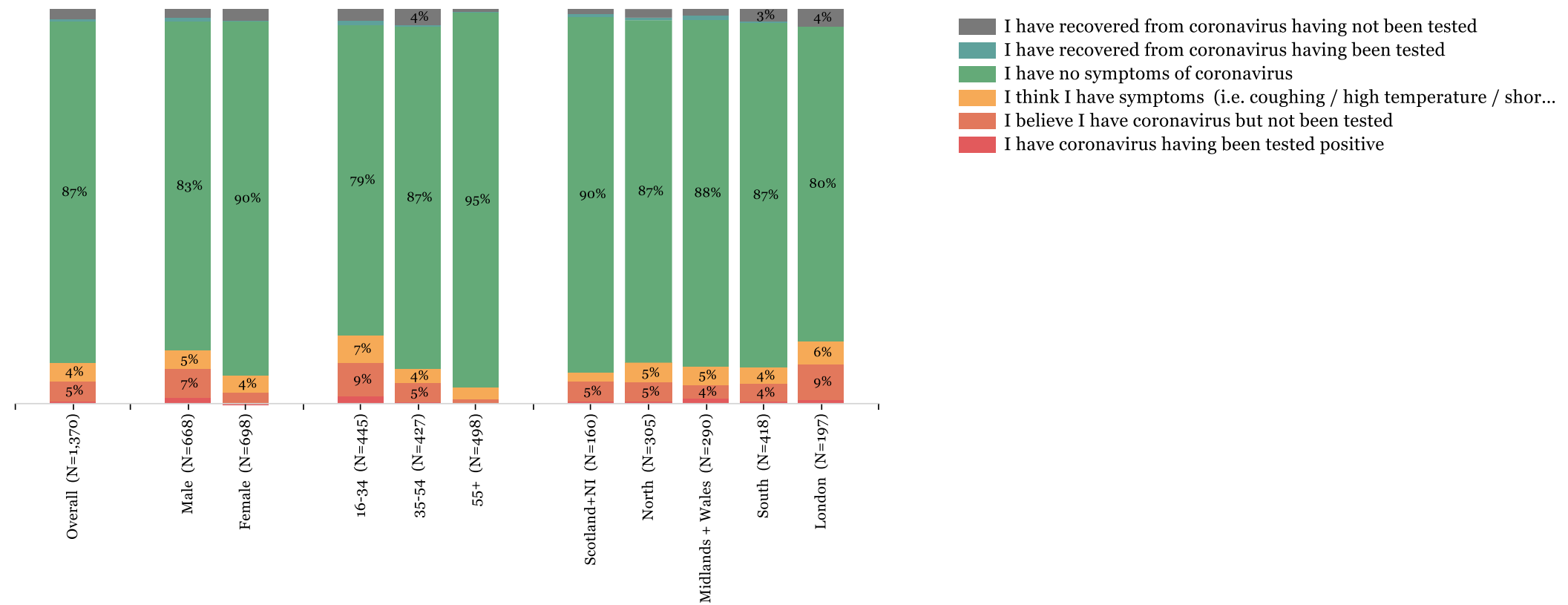


Self-diagnosis of Coronavirus - over time



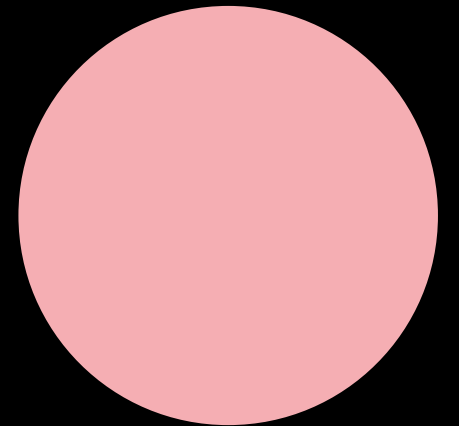
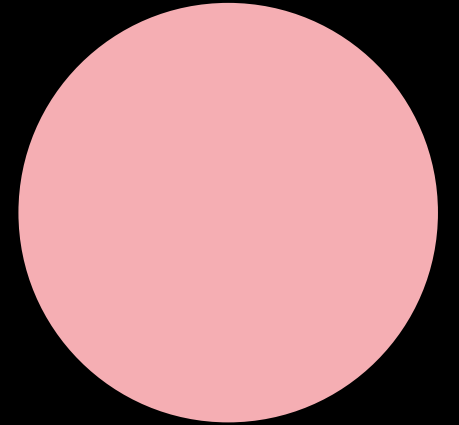
Which of the following best describes you regarding coronavirus (COVID-19)?

Profile: Self-diagnosis of Coronavirus (Wednesday 8th April)

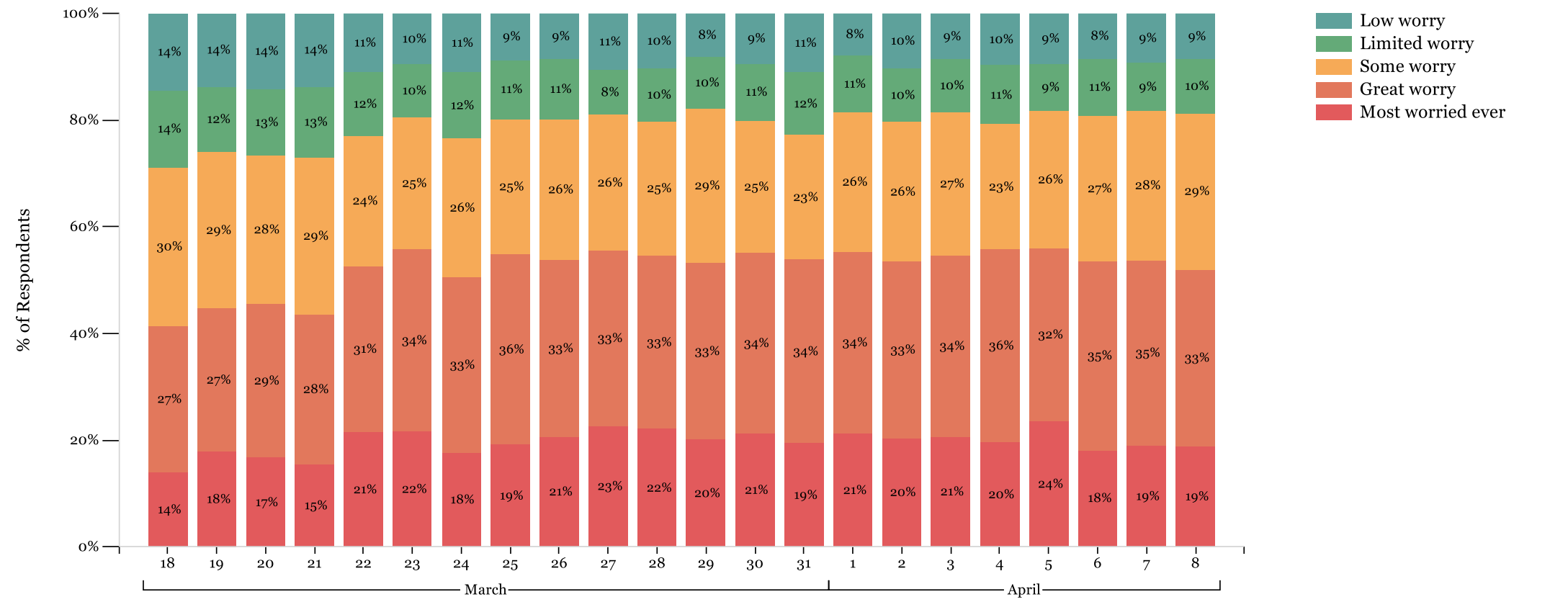


Which of the following best describes you regarding coronavirus (COVID-19)?

Concern & impact

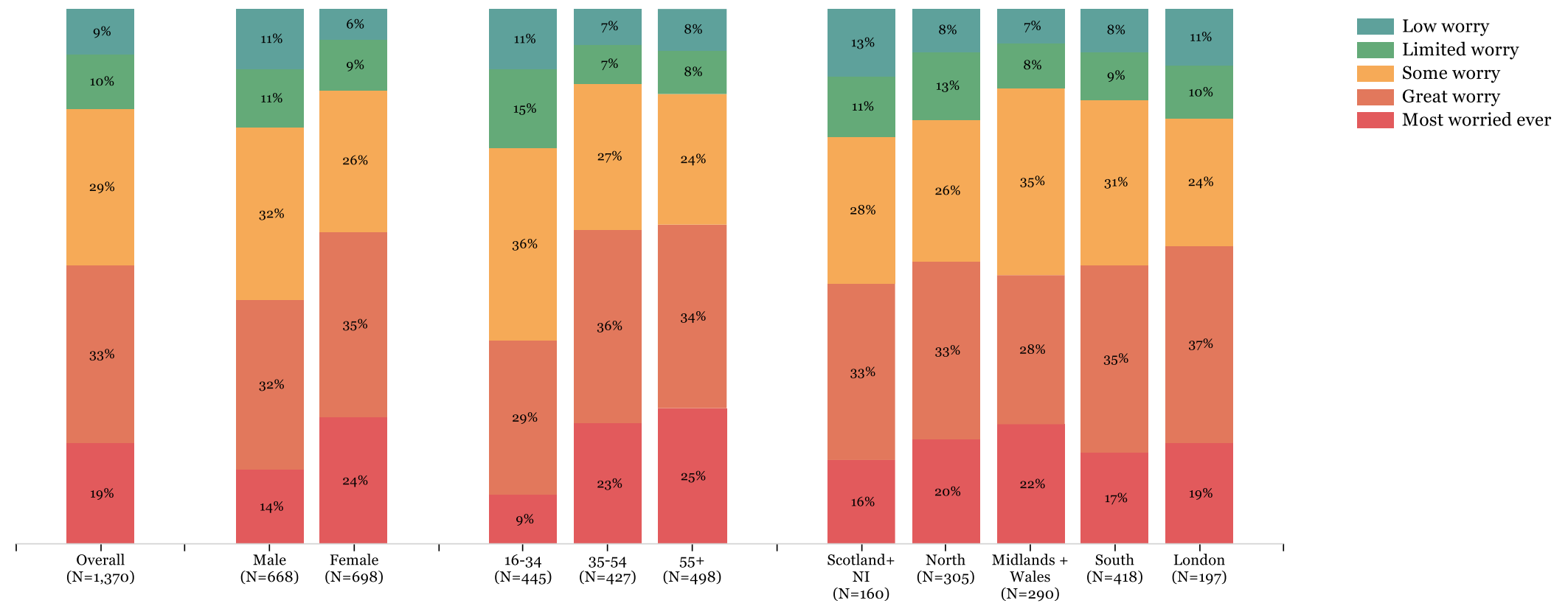


Level of worry about COVID-19 - over time



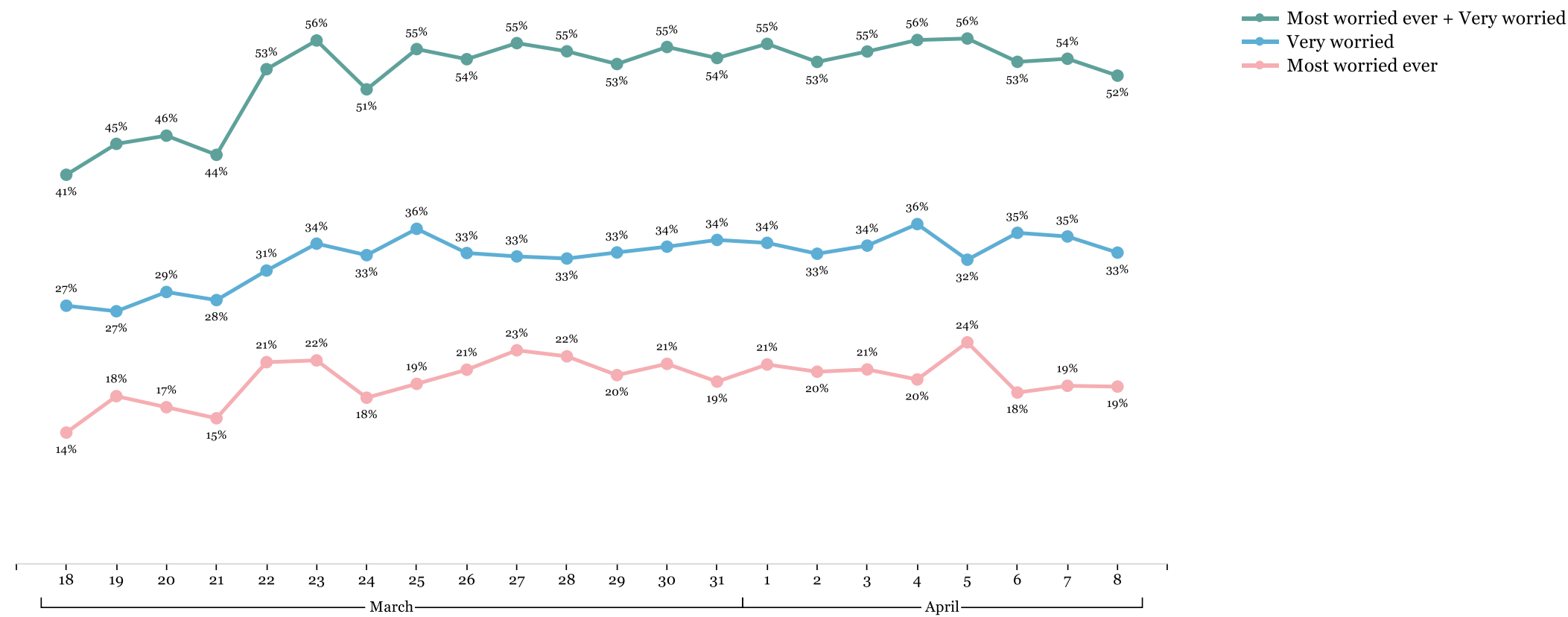
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

Profile: Level of worry about COVID-19 (Wednesday 8th April)



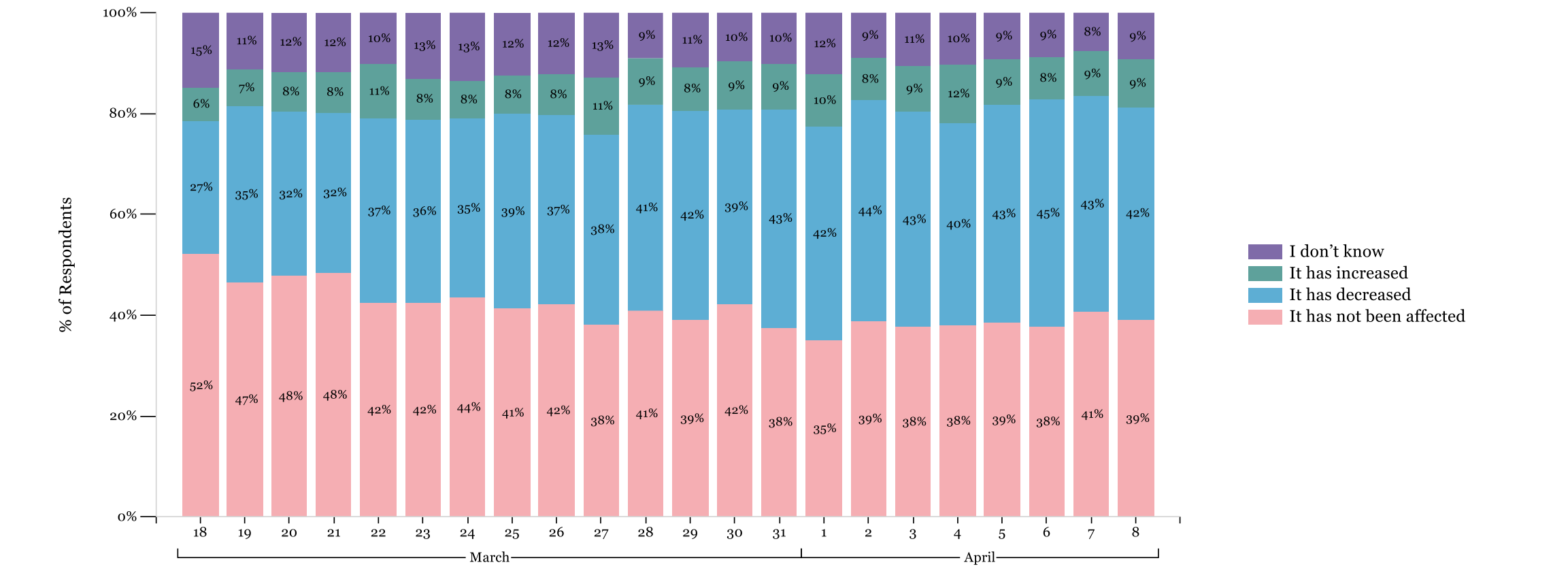
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

Worry about COVID-19 - over time



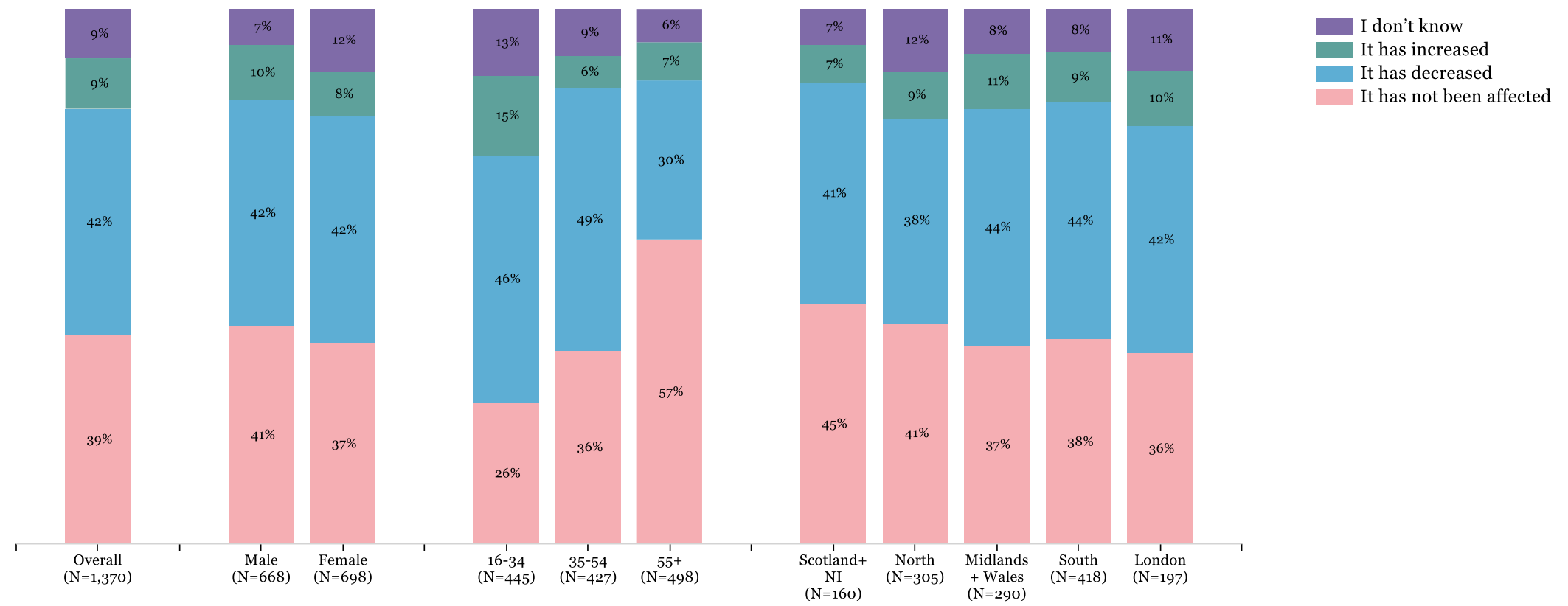
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

Disposable income impact - over time



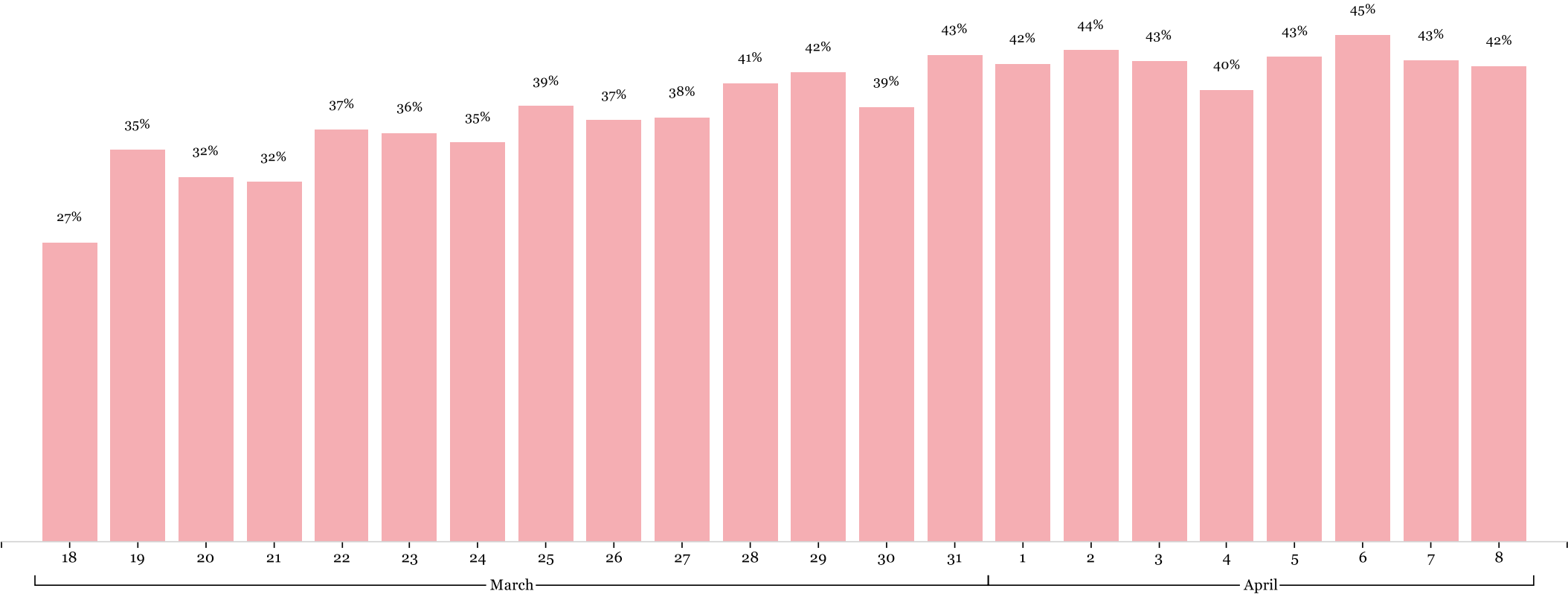
Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?

Profile: Disposable income impact (Wednesday 8th 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)?

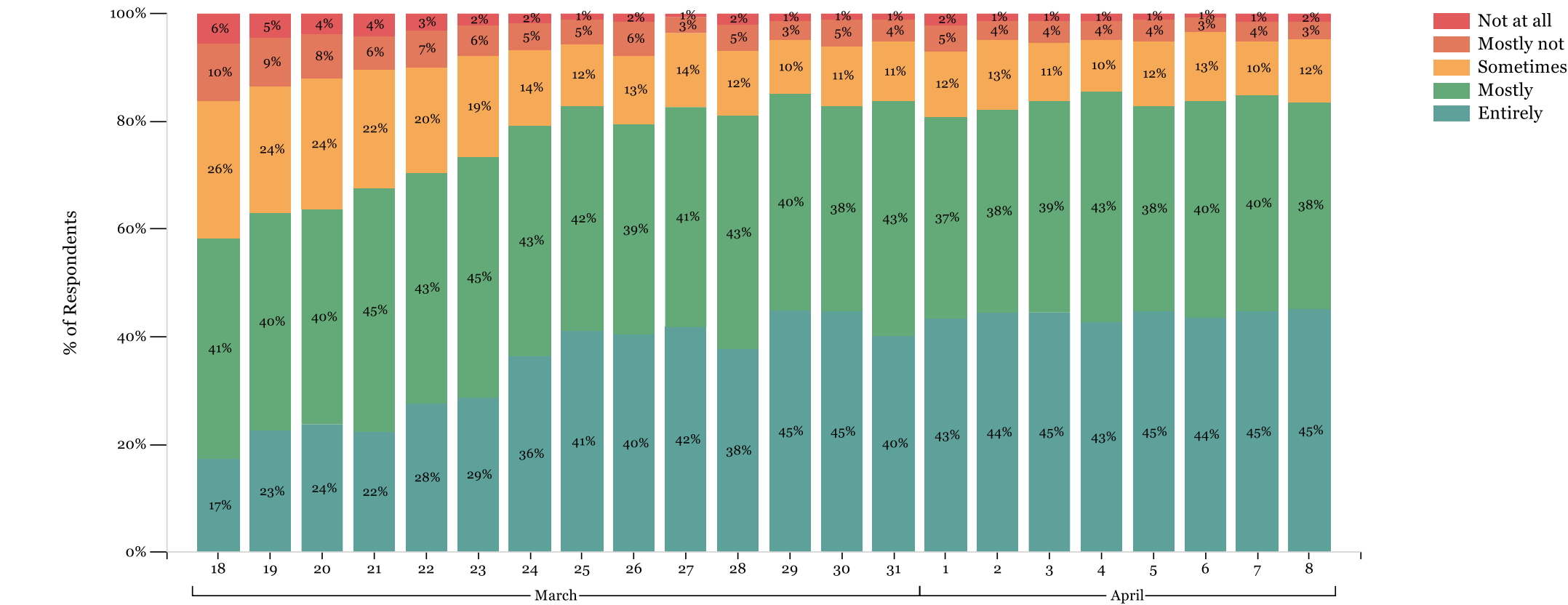
Decreased disposable income - over time



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)?

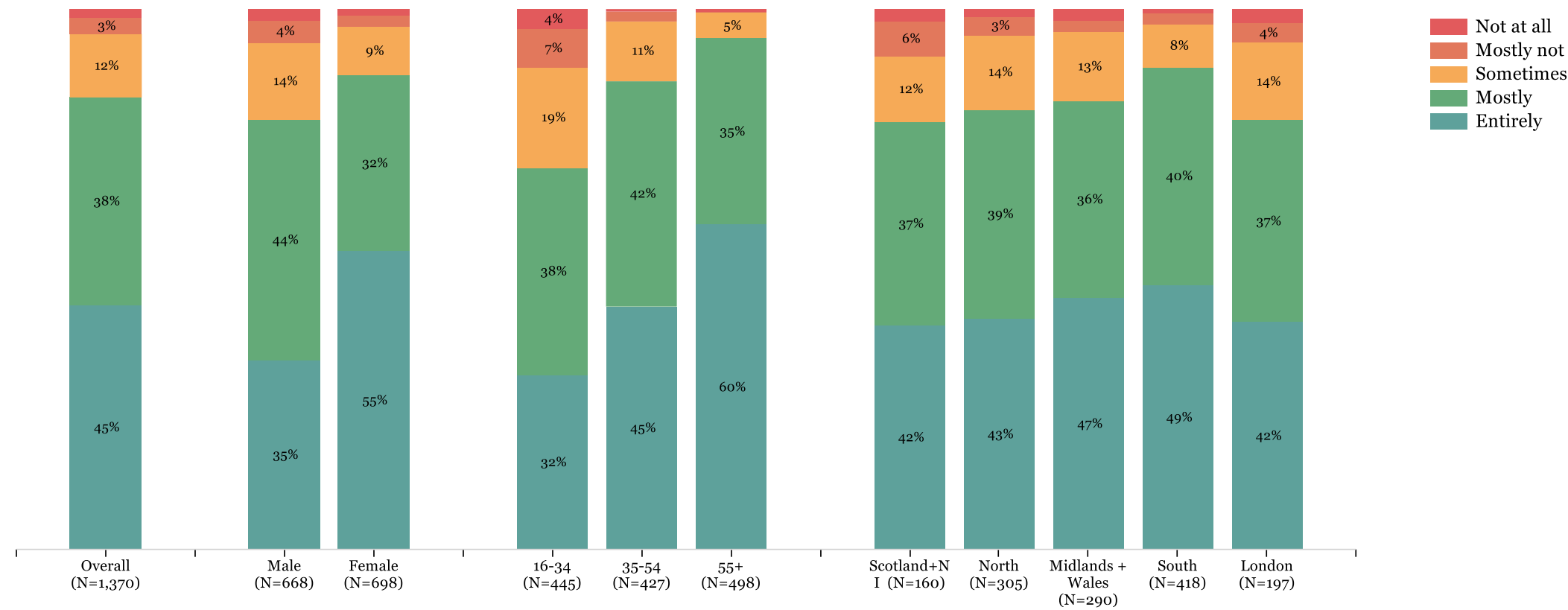
☒ It has decreased

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 (Wednesday 8th April)



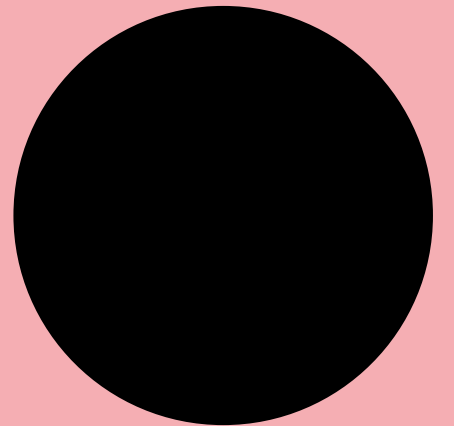
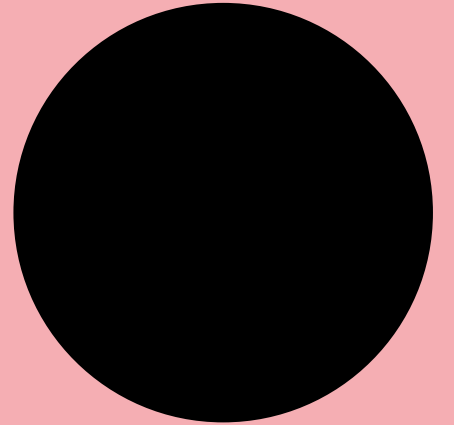
Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government's advice (where 0 is not at all and 10 entirely)?

Mostly / entirely following government advice - over time

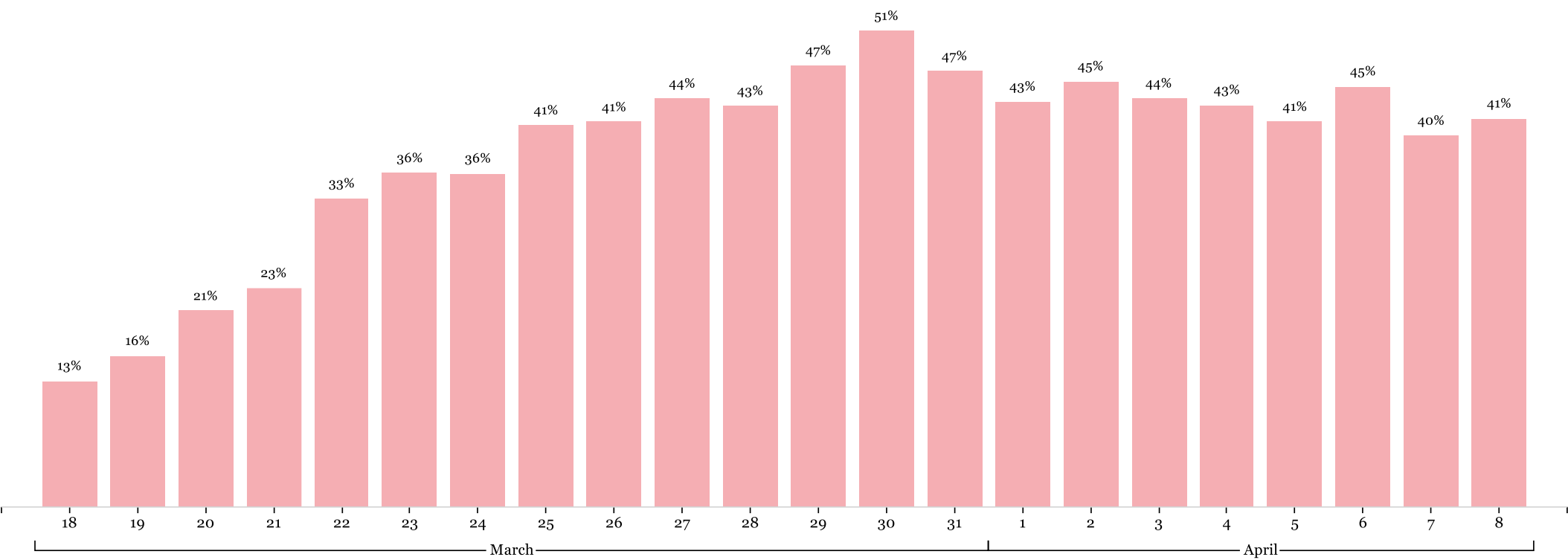


Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government’s advice (where 0 is not at all and 10 entirely)?

Home activity

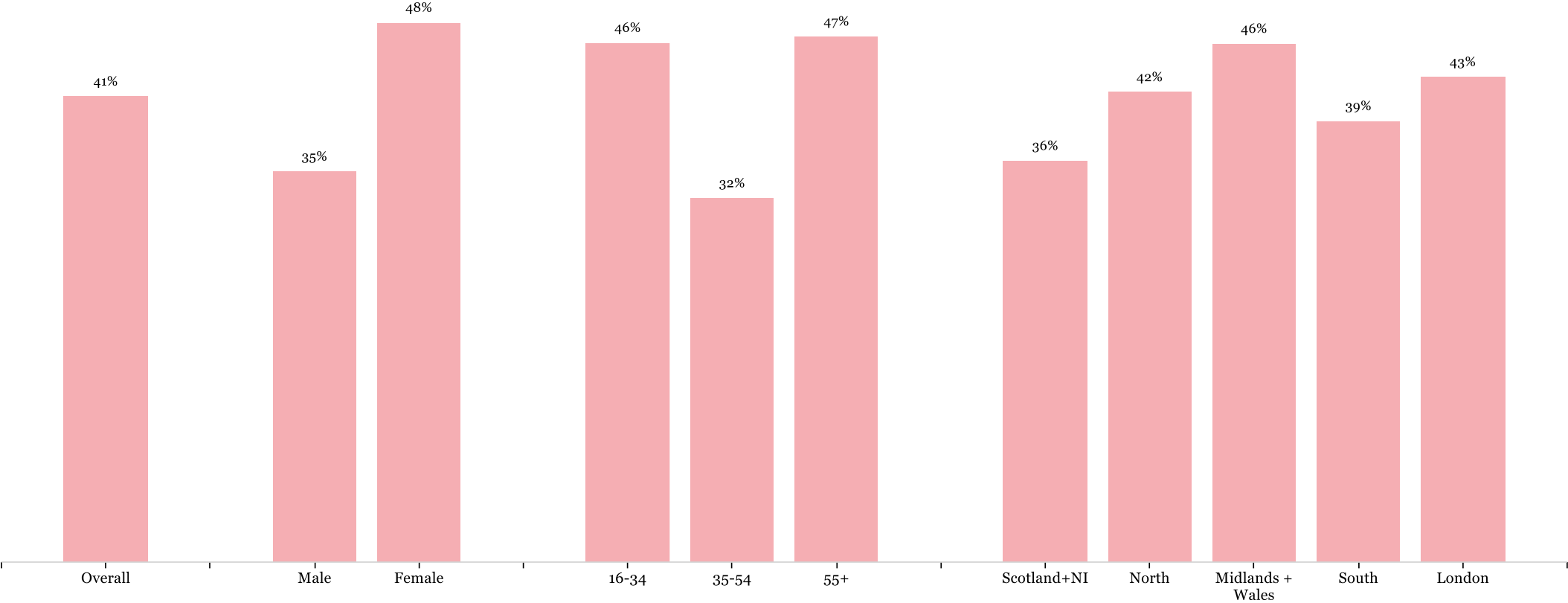


Self-isolation - over time



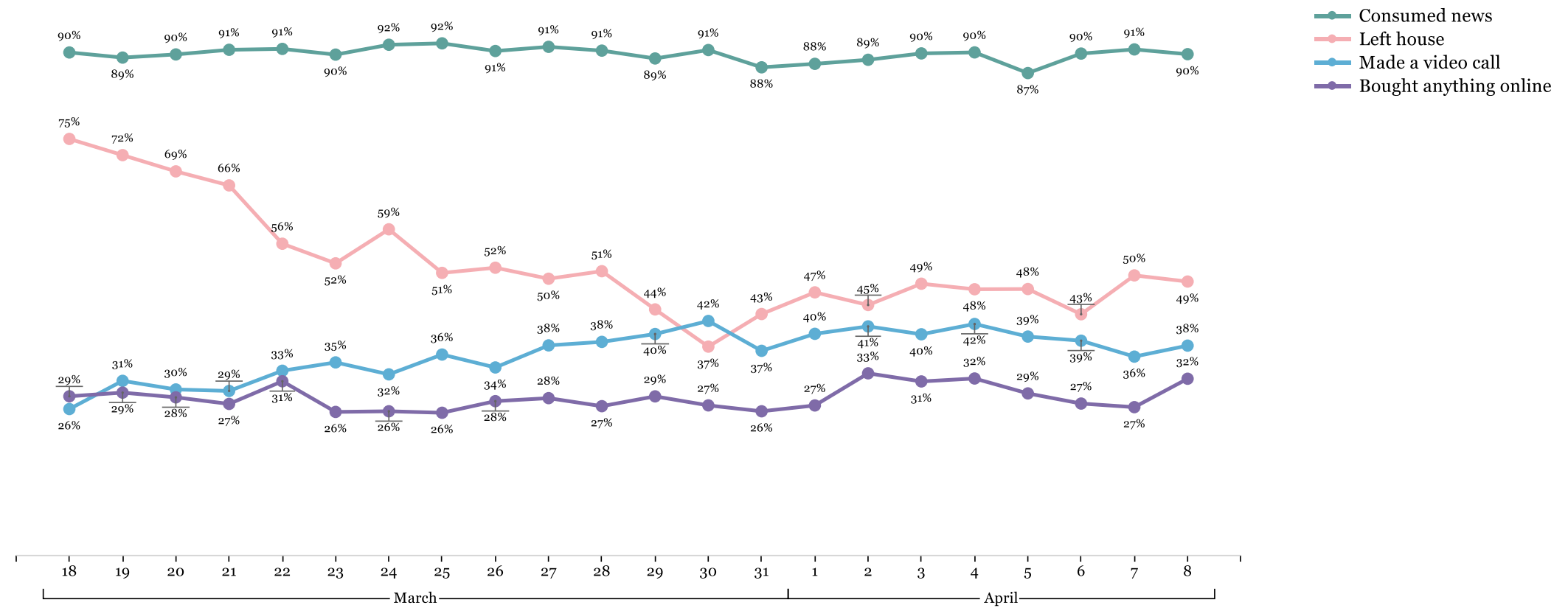
Are you currently self-isolating i.e. deliberately not leaving your home?

Profile: Self-isolation (Wednesday 8th April)

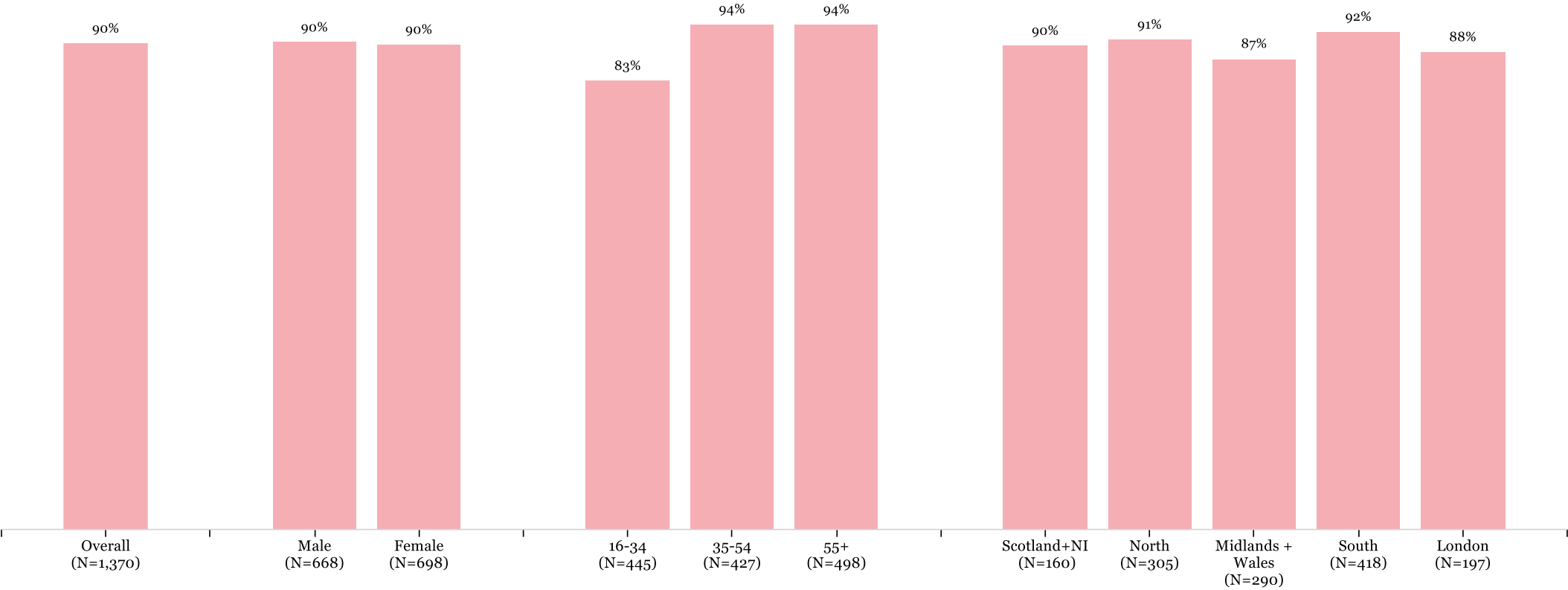


Are you currently self-isolating i.e. deliberately not leaving your home?

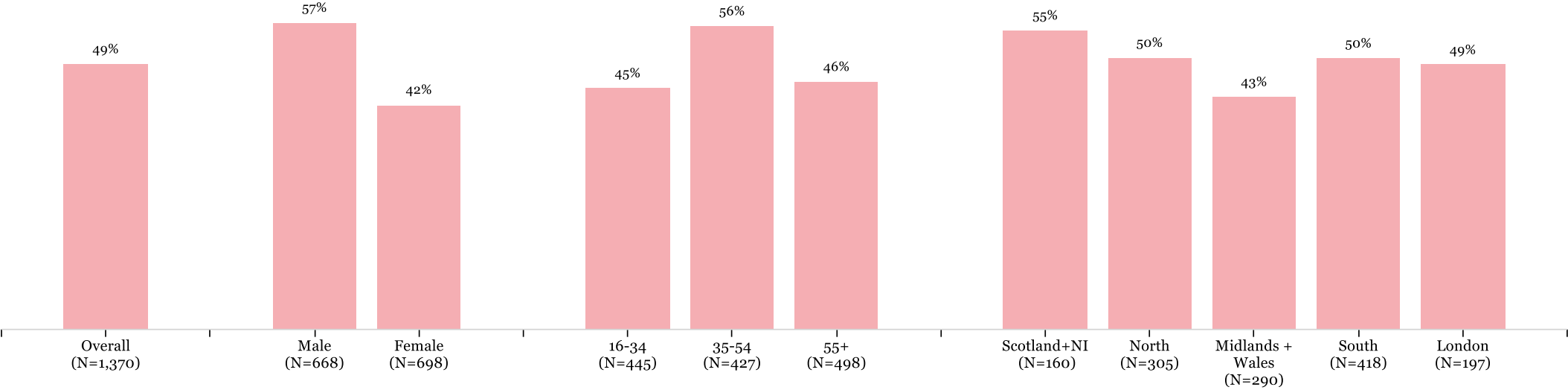
Actions taken - over time



Profile: Watch / read / hear the news? (Wednesday 8th April)

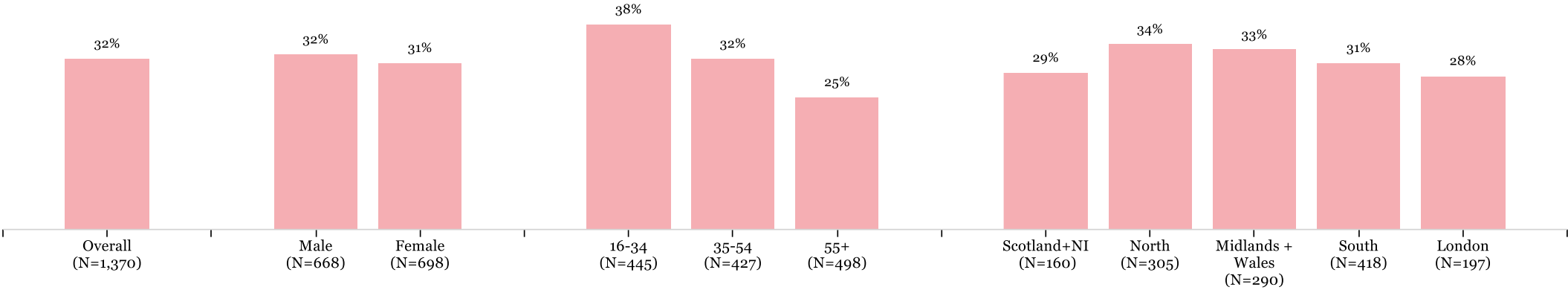


Profile: Leave your house? (Wednesday 8th April)

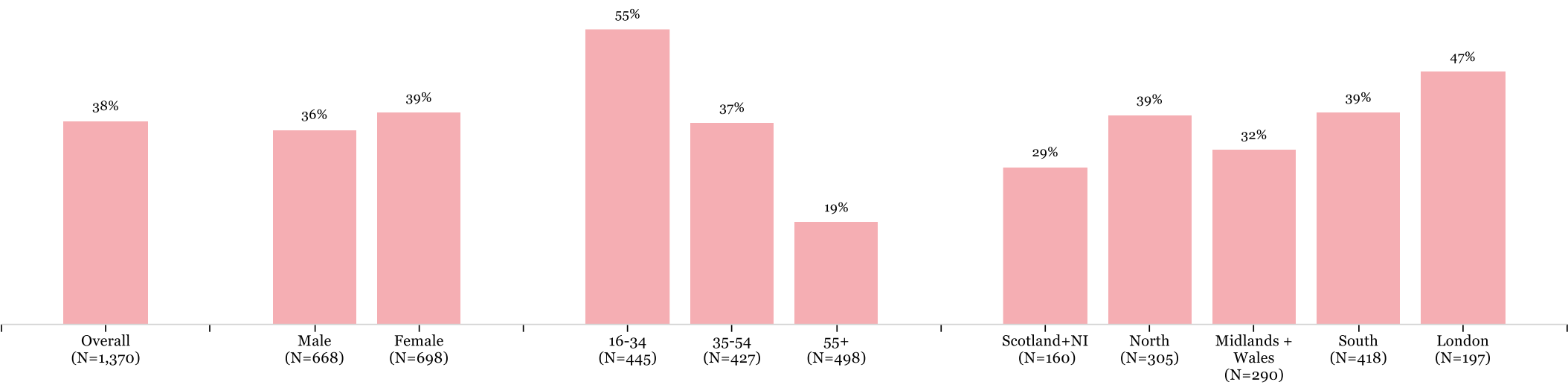


Thinking about yesterday, did you...

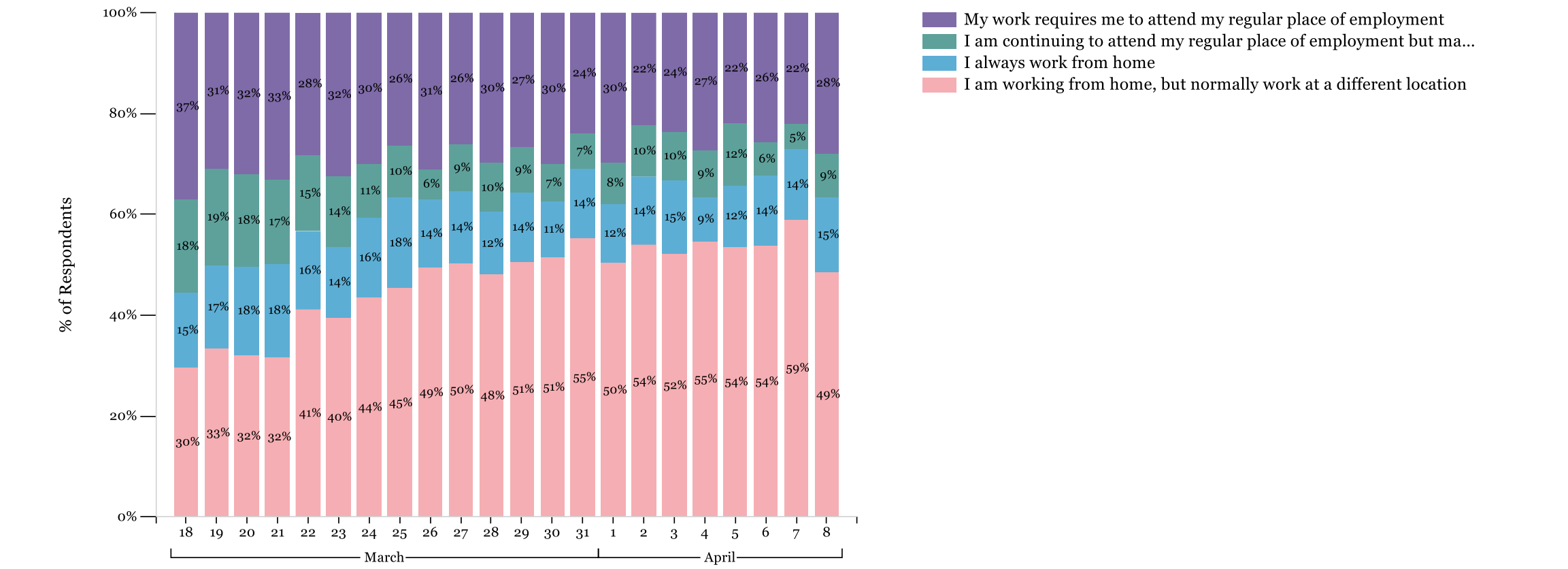
Profile: Buy anything online? (Wednesday 8th April)



Profile: Video call anyone? (Wednesday 8th April)

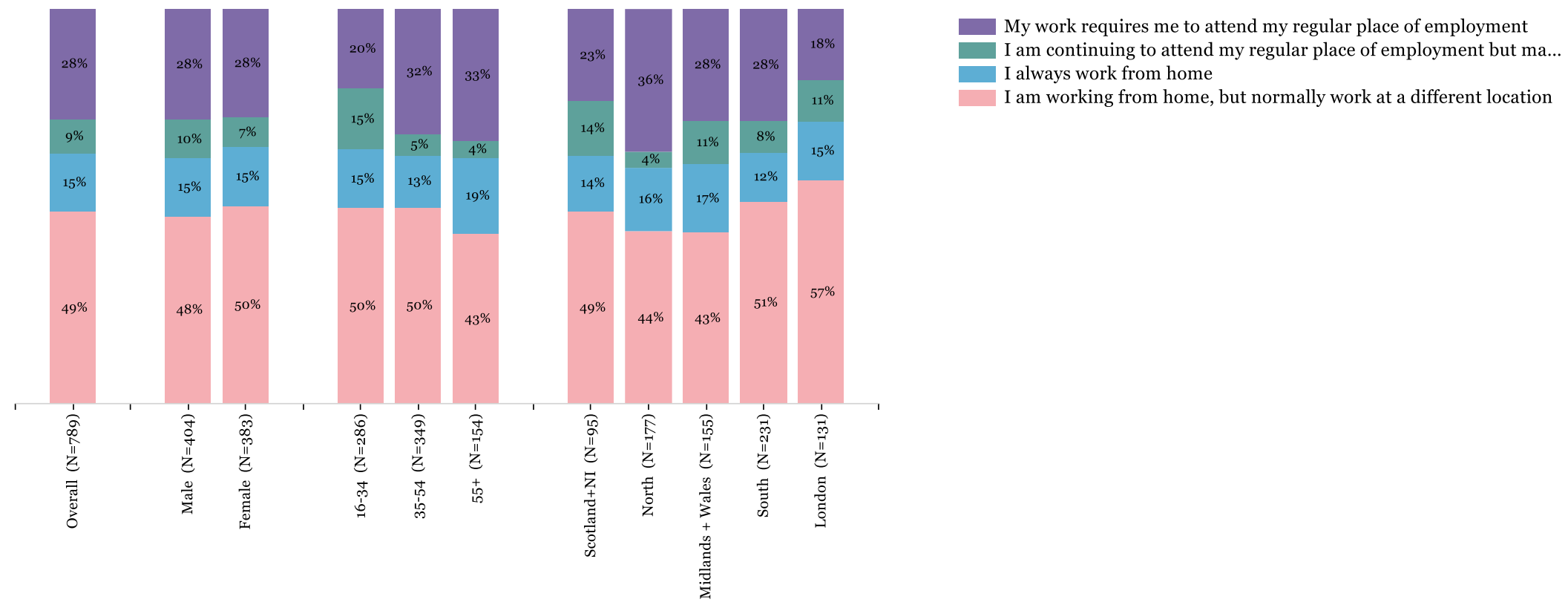


Workers - working from home or not - over time



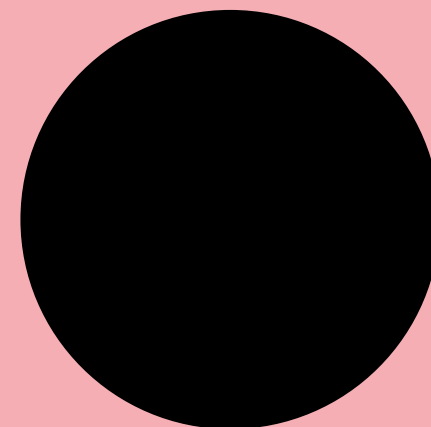
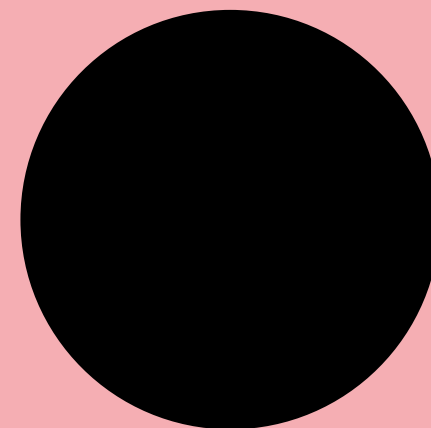
Which of these statements best describes you?

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

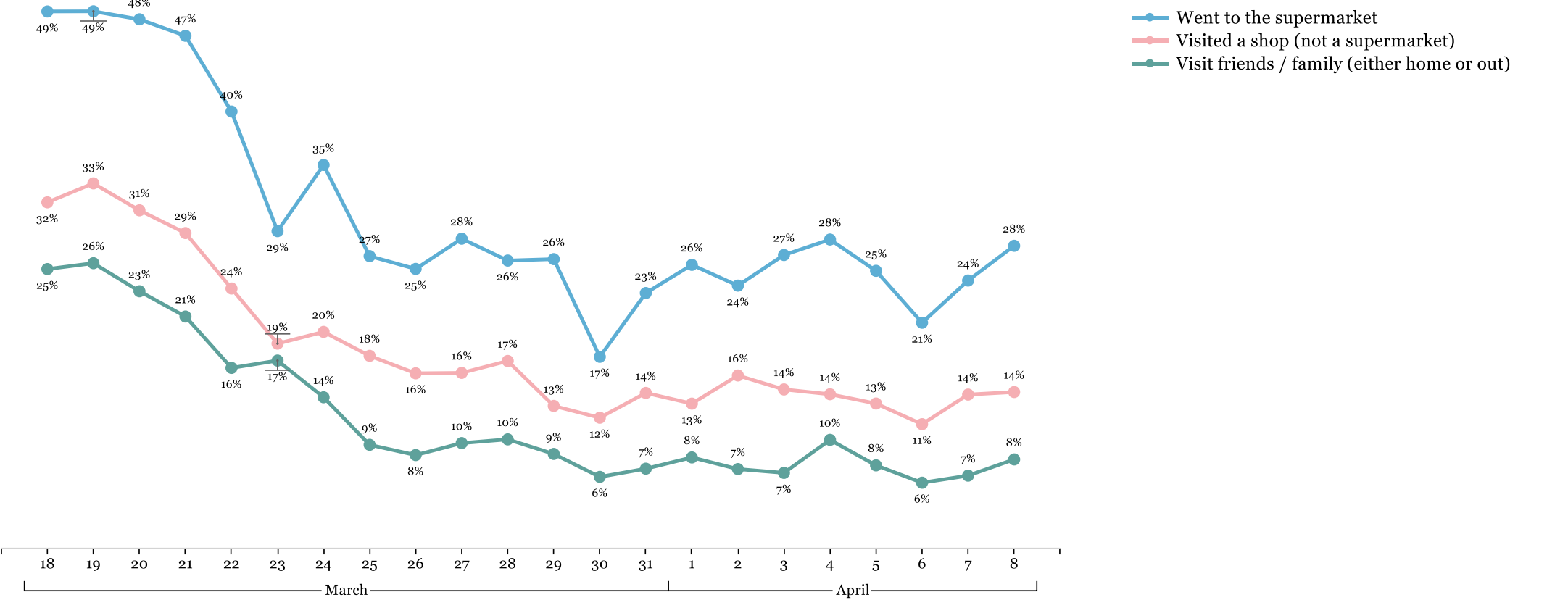


Which of these statements best describes you?

Out-of-home activity

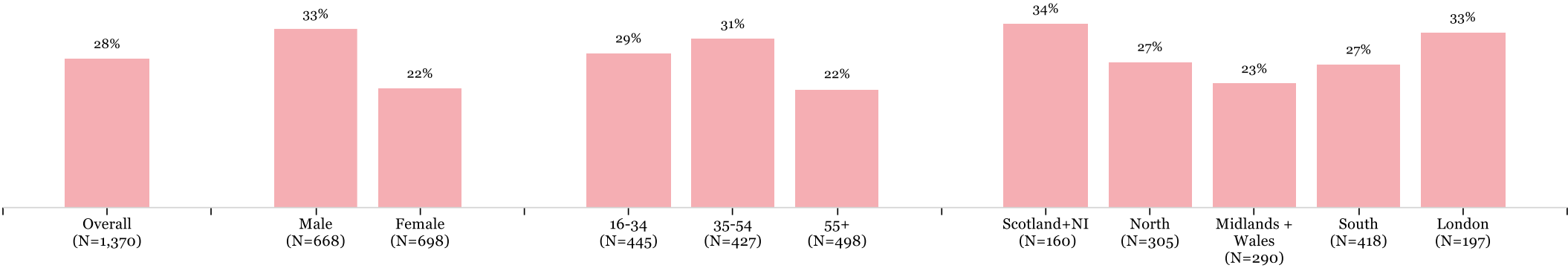


Out-of-home activity - over time



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

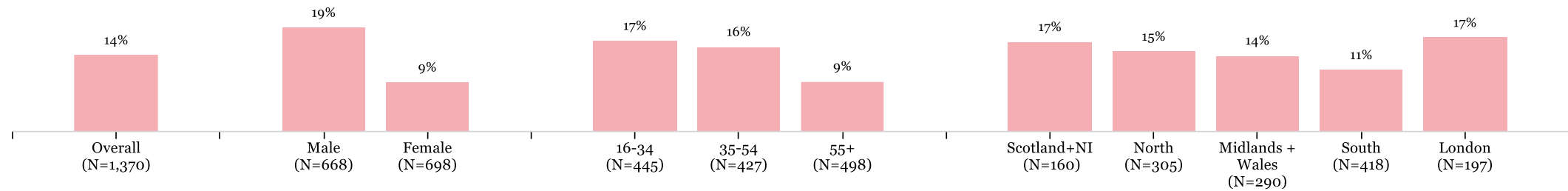
Profile: Go to the supermarket? (Wednesday 8th April)



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

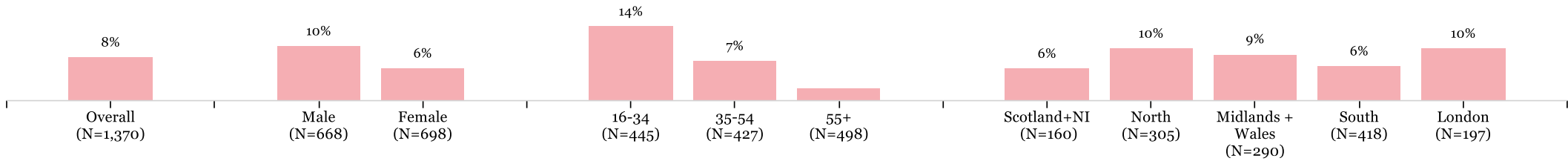
9 April, 2020

Profile: Visit any shop other than a supermarket? (Wednesday 8th April)



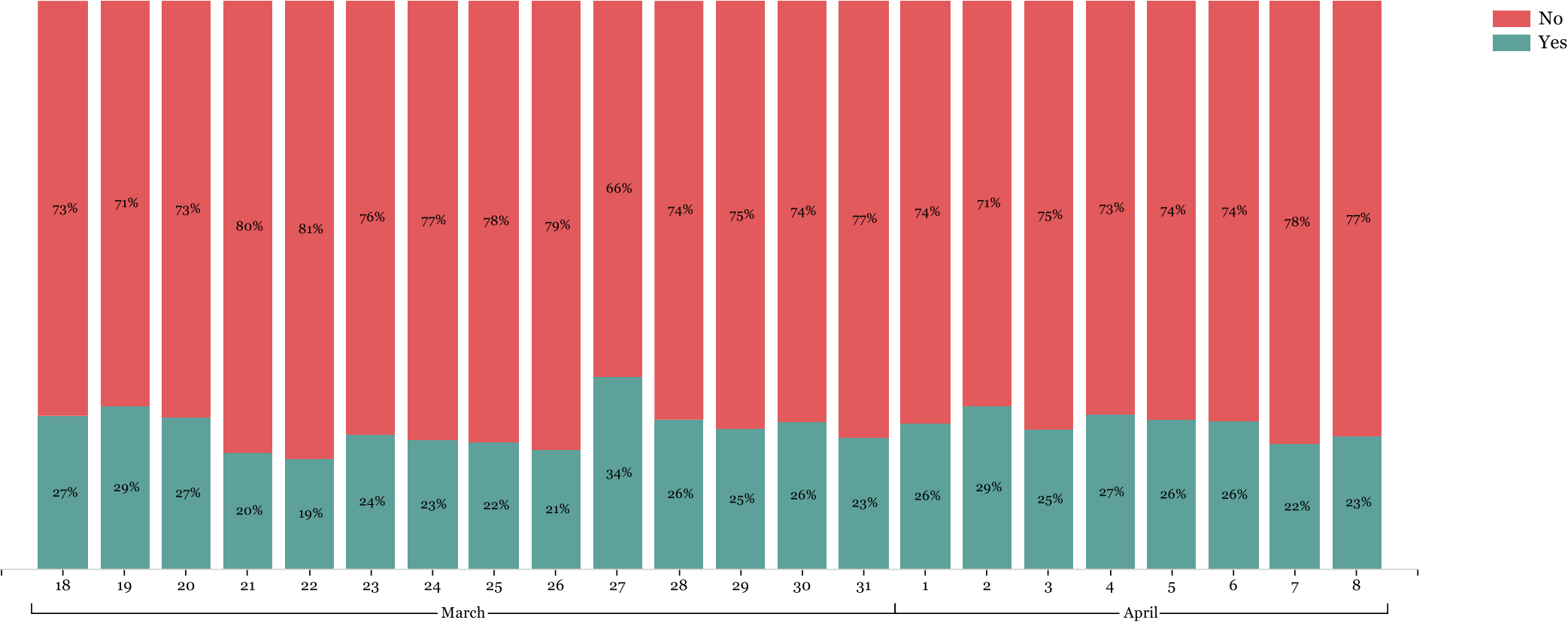
Earlier, you said you left your house. Did you do any of the following?

Profile: Visit any friends / family? (Wednesday 8th April)



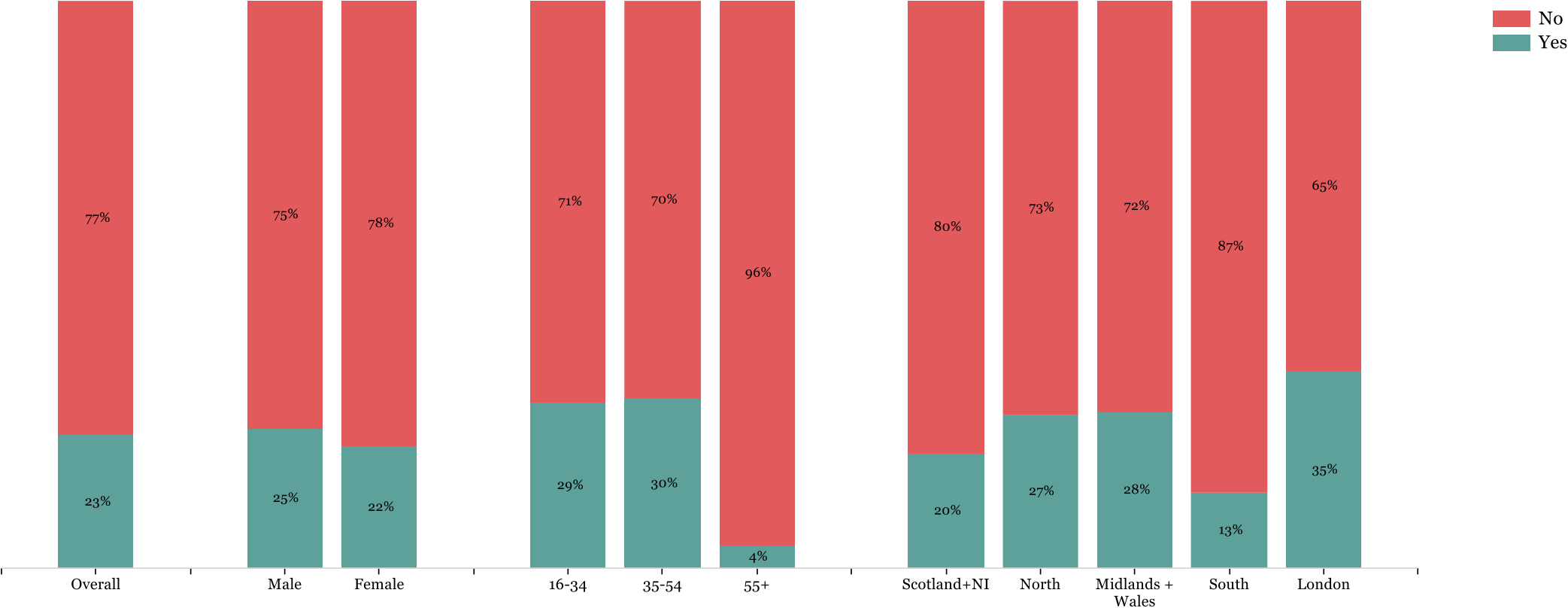
Earlier, you said you left your house. Did you do any of the following?

Stocking up - over time

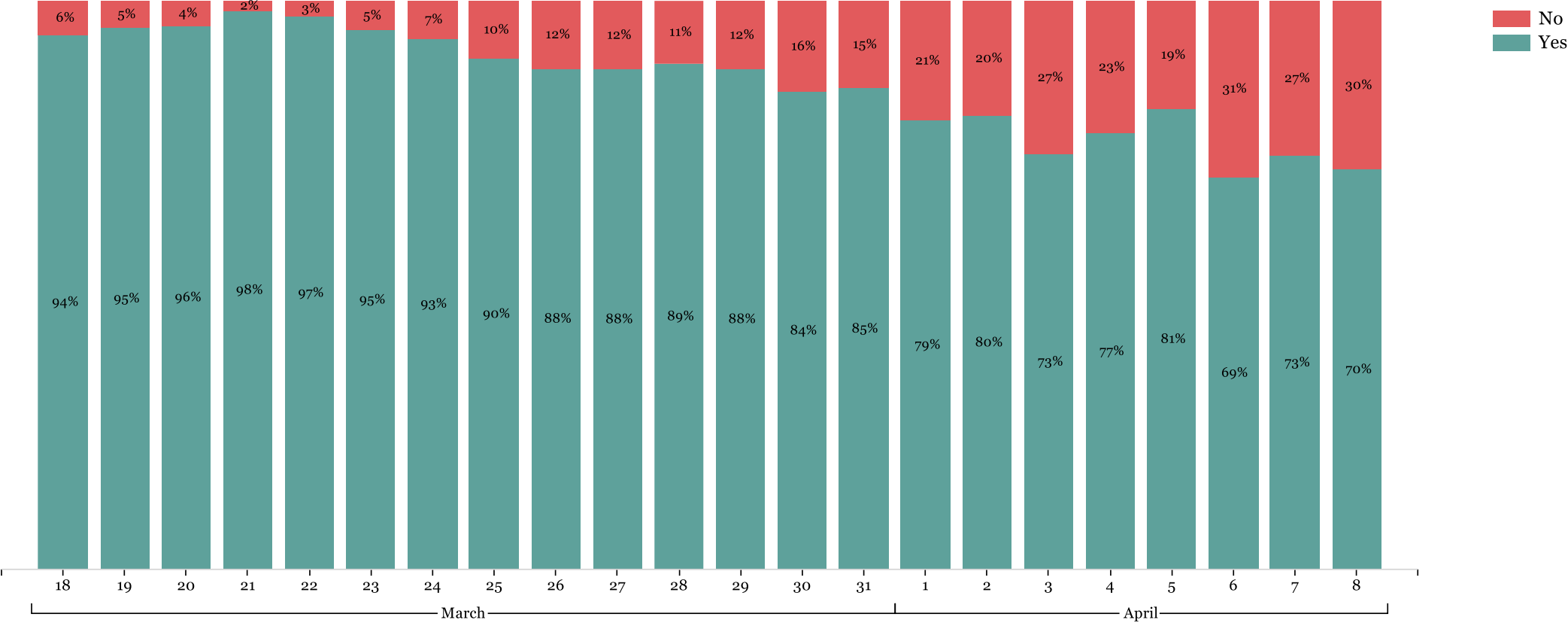


Did you buy more than usual to stock up?

Profile: Stocking up? (Wednesday 8th April)



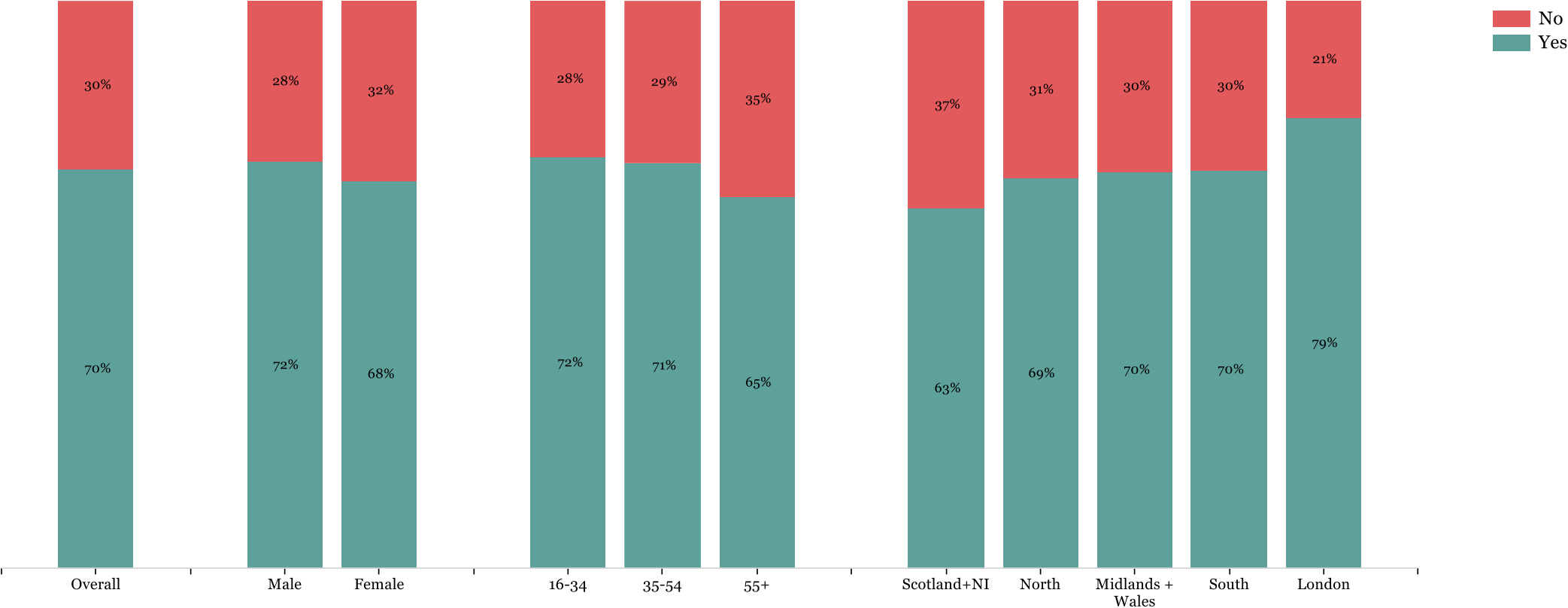
Empty shelves in the supermarket? (Wednesday 8th April)



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

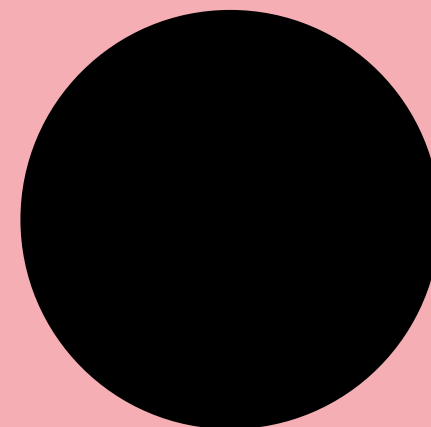
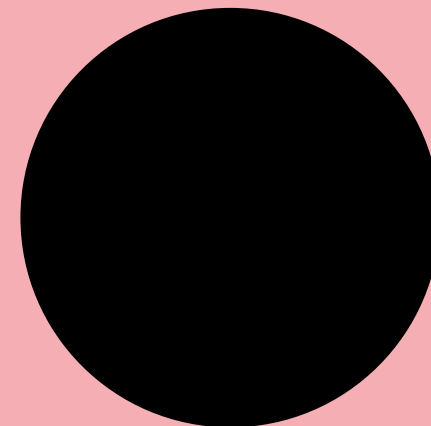
9 April, 2020

Profile: Empty shelves in the supermarket? (Wednesday 8th April)

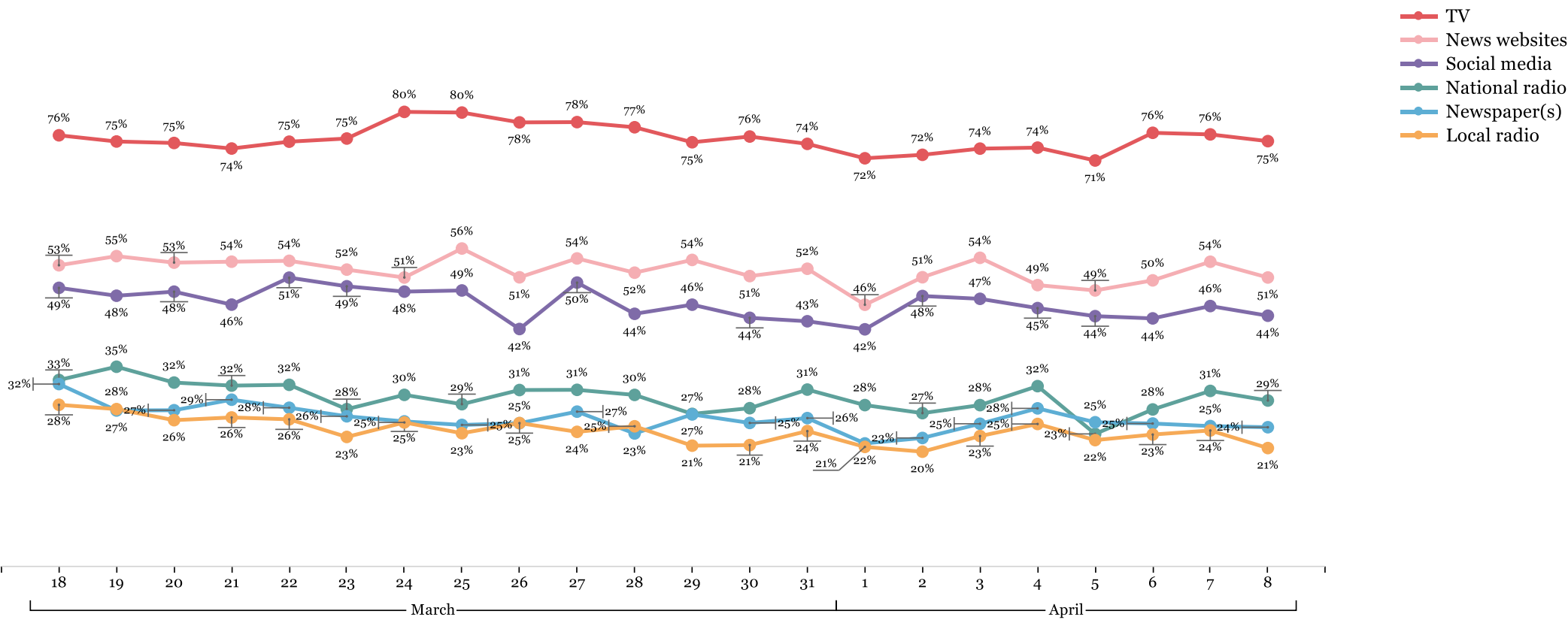


Were there any empty aisles (shelves) in the supermarket?

News consumption

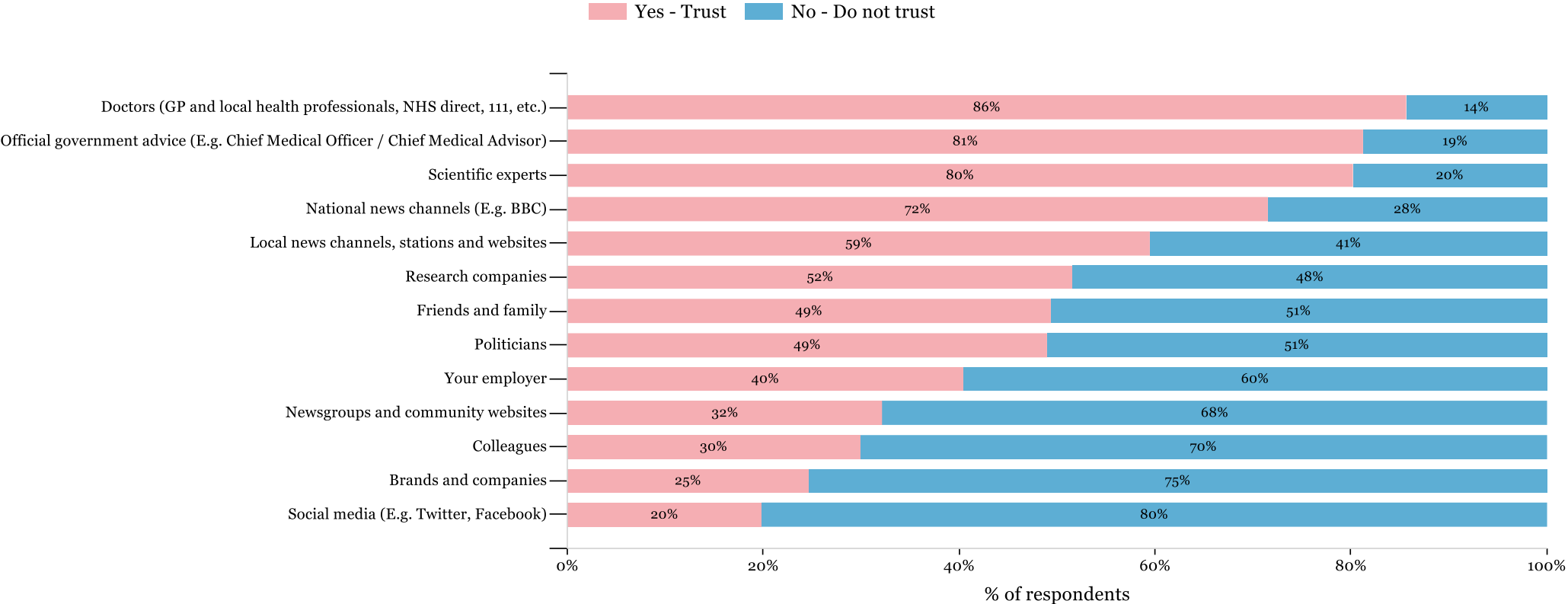


News sources - over time



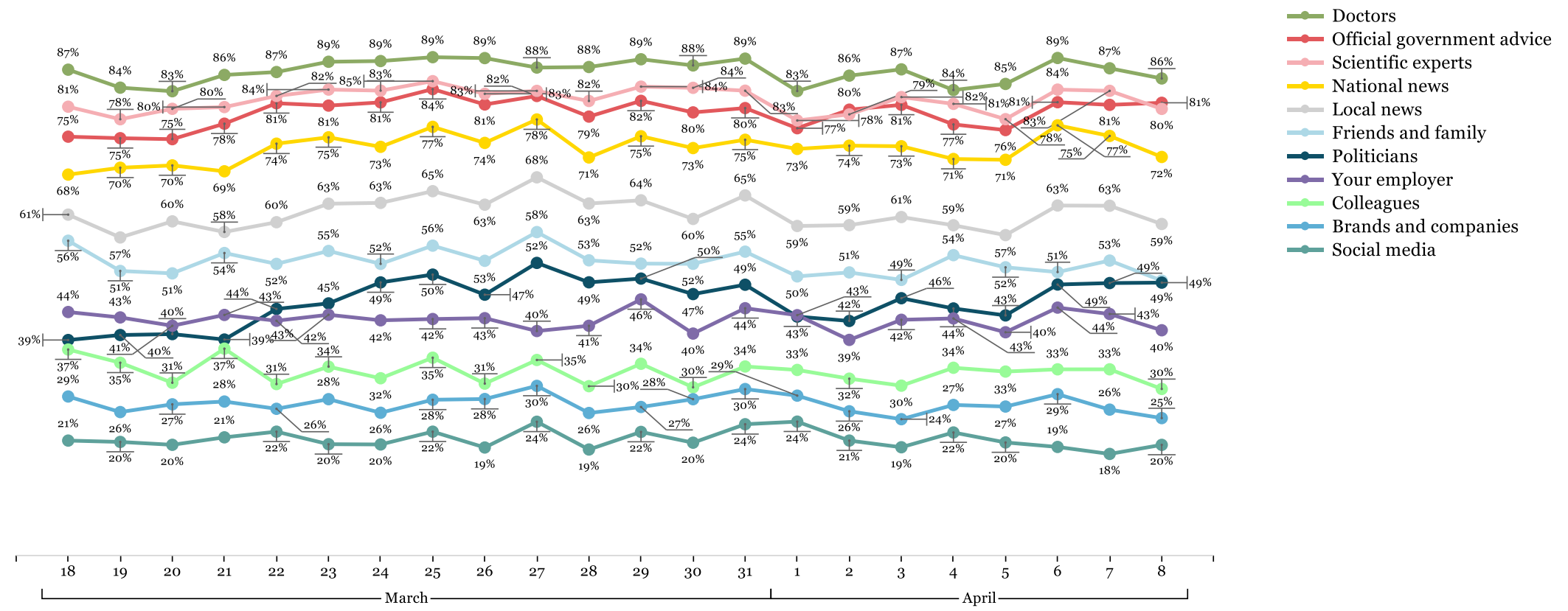
Where did you hear the news yesterday?

Trust in sources of information - (Wednesday 8th April)



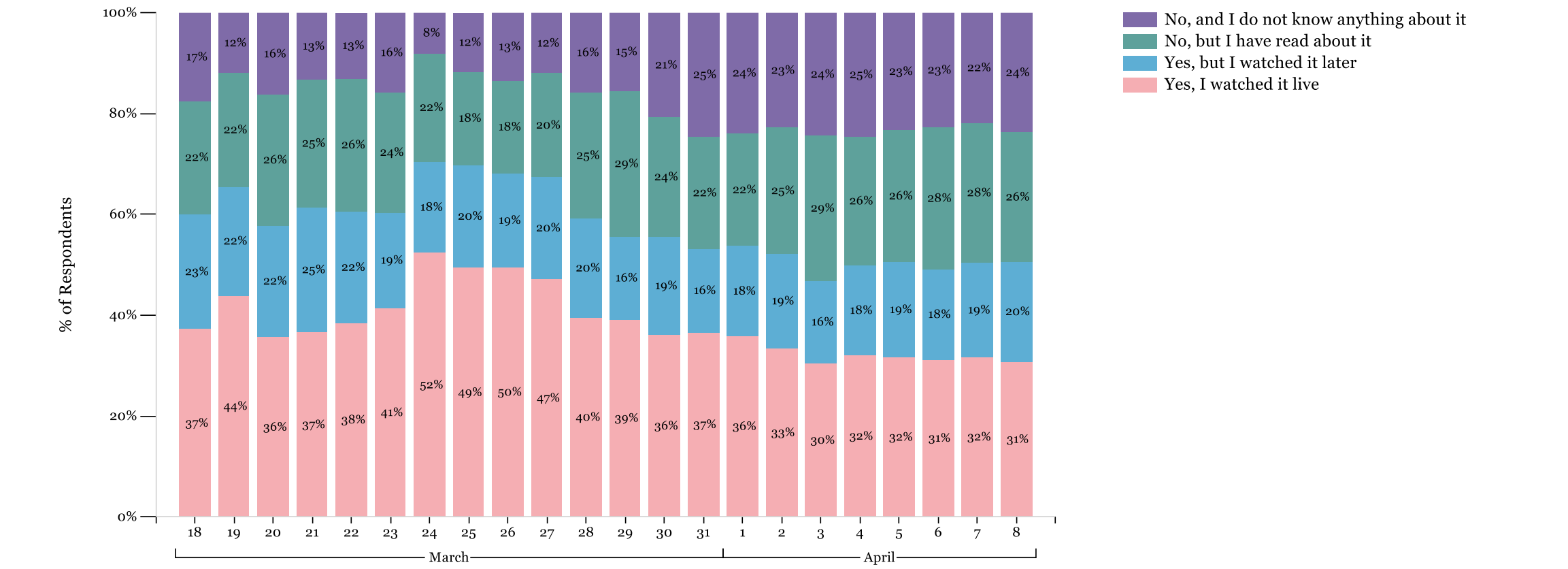
Who do you trust to give you reliable information about COVID-19?

Trust in news sources - over time



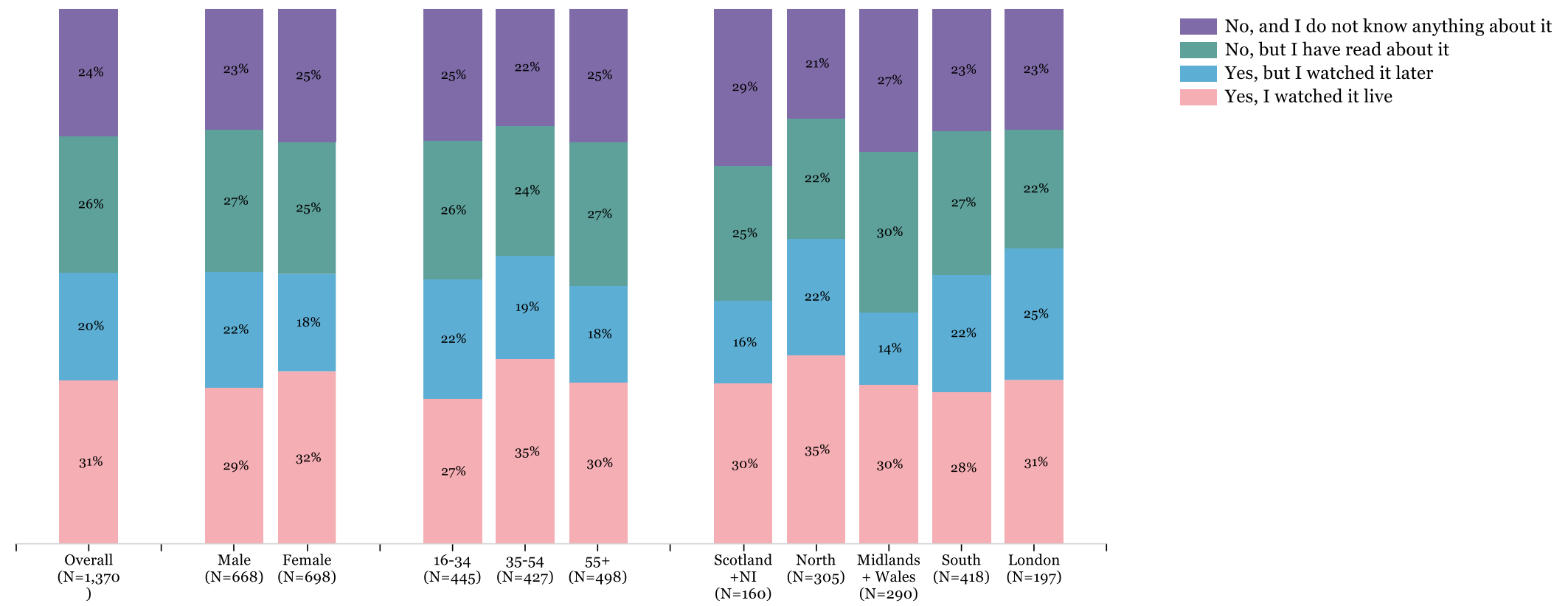
Who do you trust to give you reliable information about COVID-19?

Prime minister's conference - over time



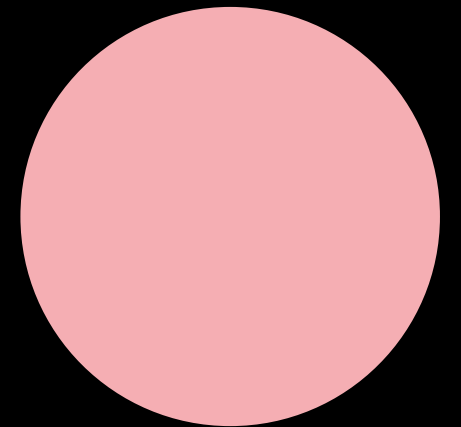
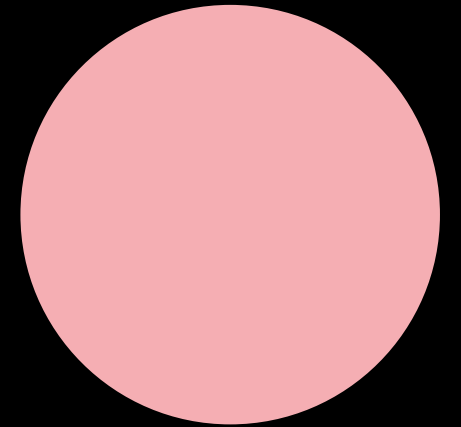
Yesterday, did you watch the Prime Minister’s press conference with the Chief Medical Officer and Chief Scientific Officer?

Profile: Prime minister's conference (Wednesday 8th April)

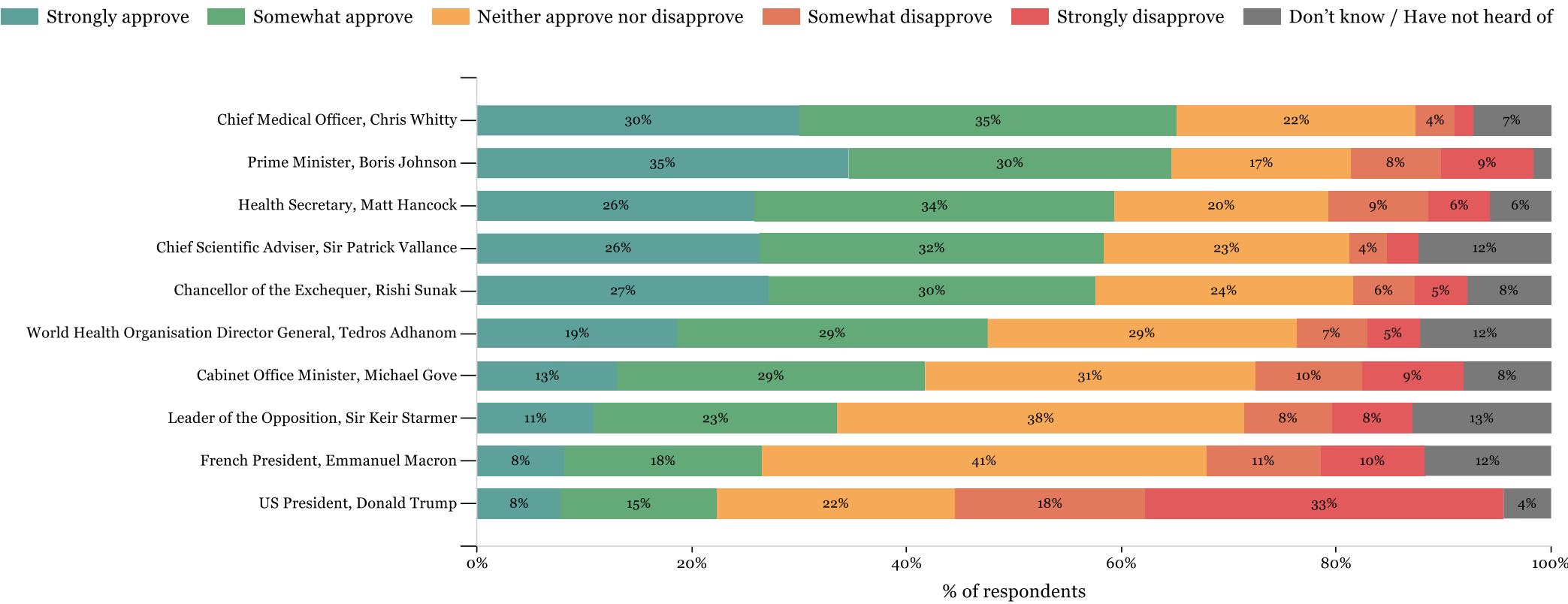


Yesterday, did you watch the Prime Minister's press conference with the Chief Medical Officer and Chief Scientific Officer?

Approval ratings



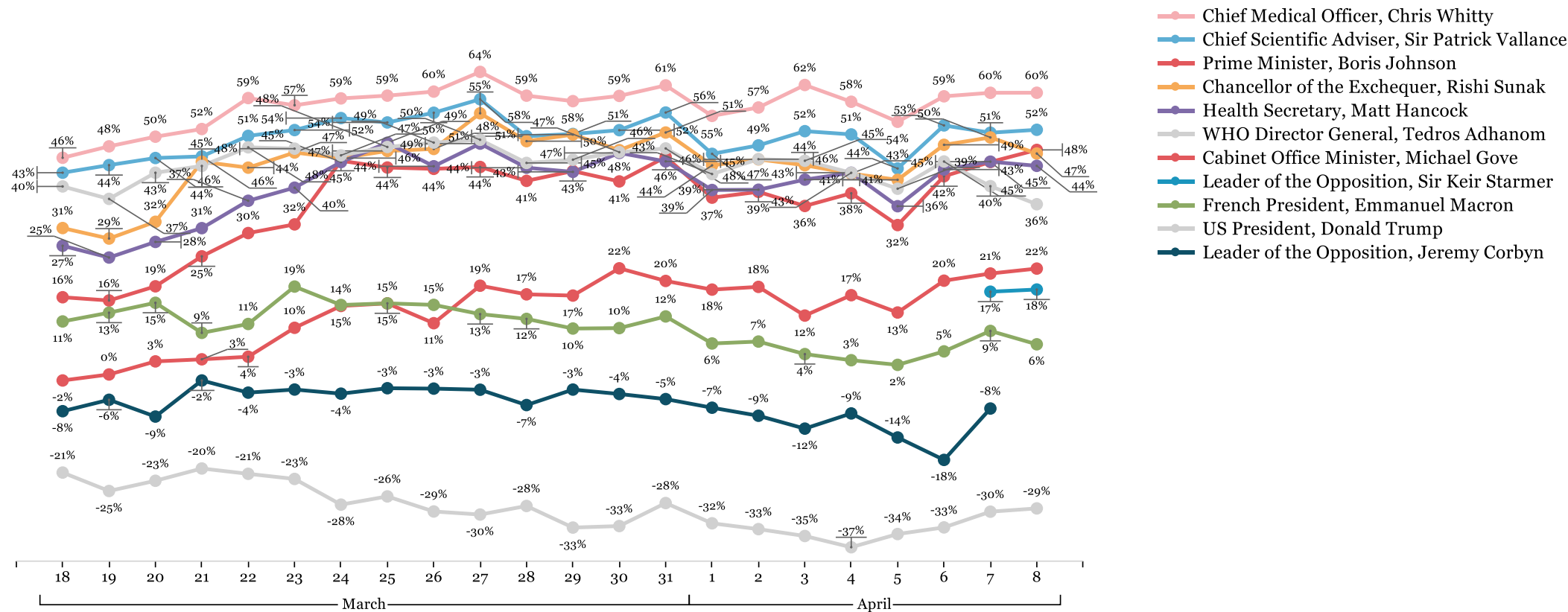
Individual approval ratings (Wednesday 8th April)



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?

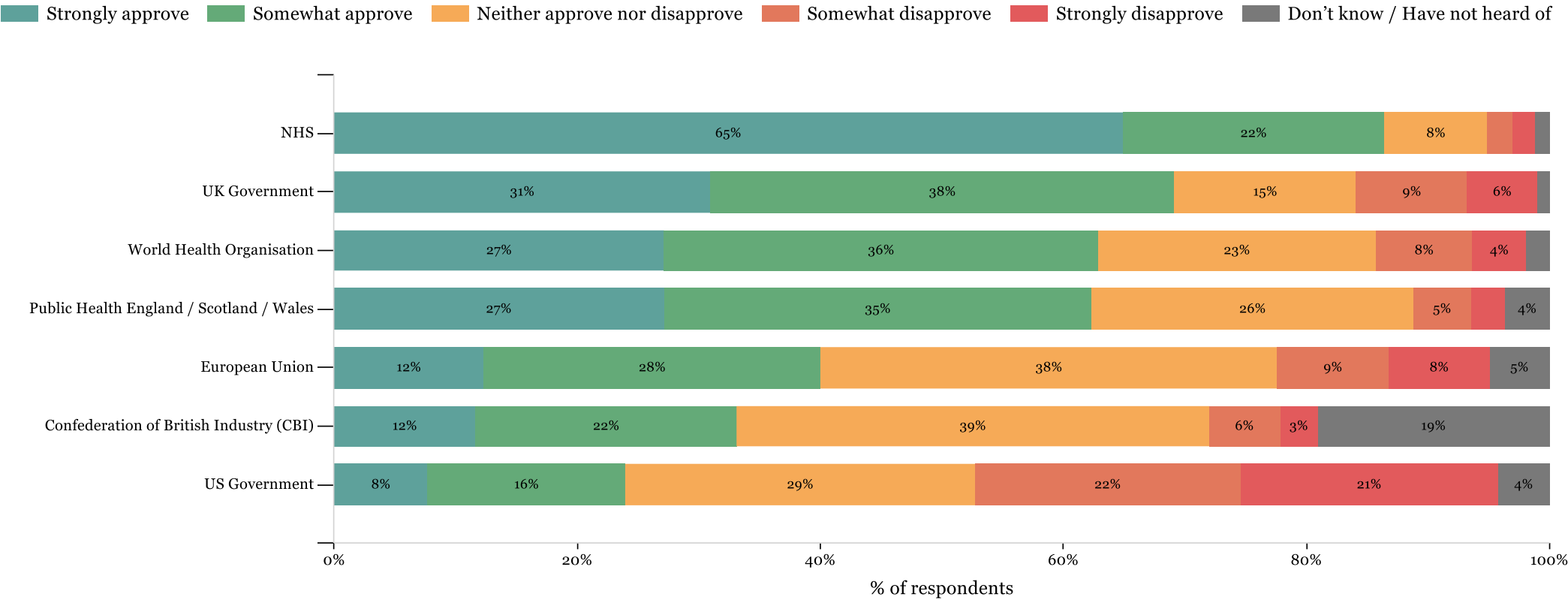
9 April, 2020

Individual net approval ratings - over time



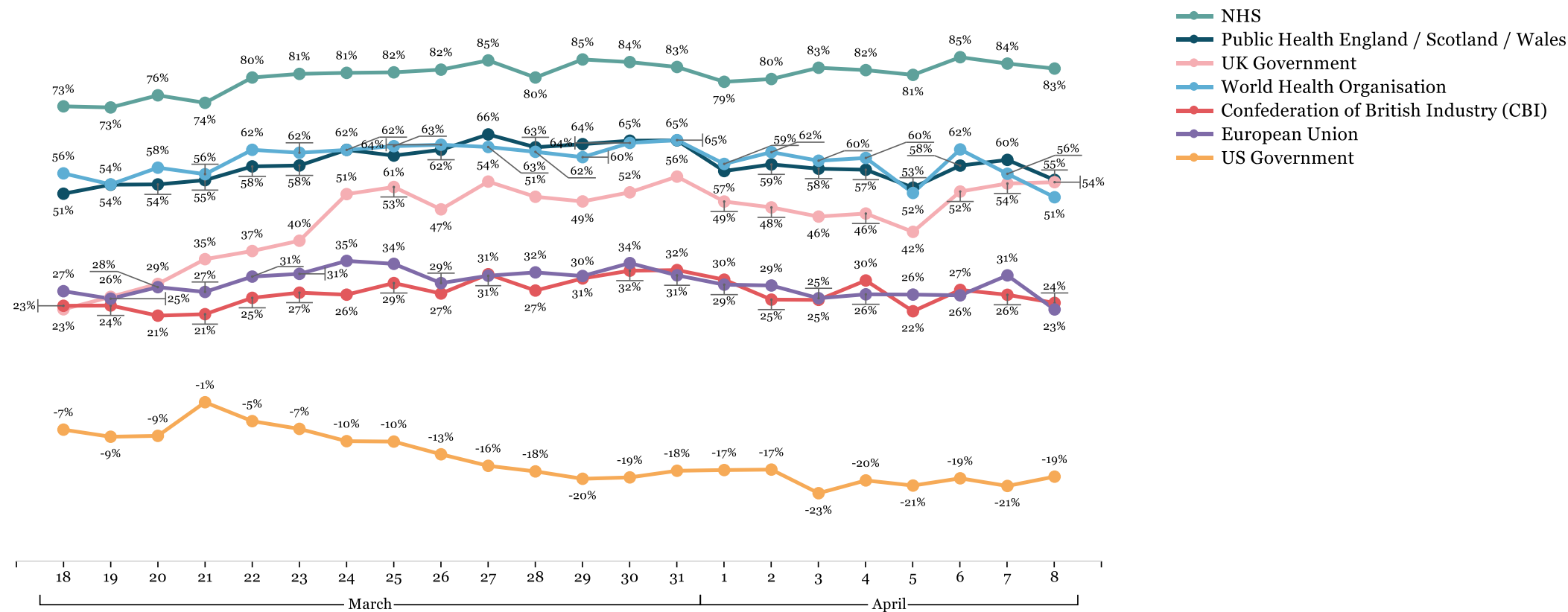
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Organisation approval ratings (Wednesday 8th April)



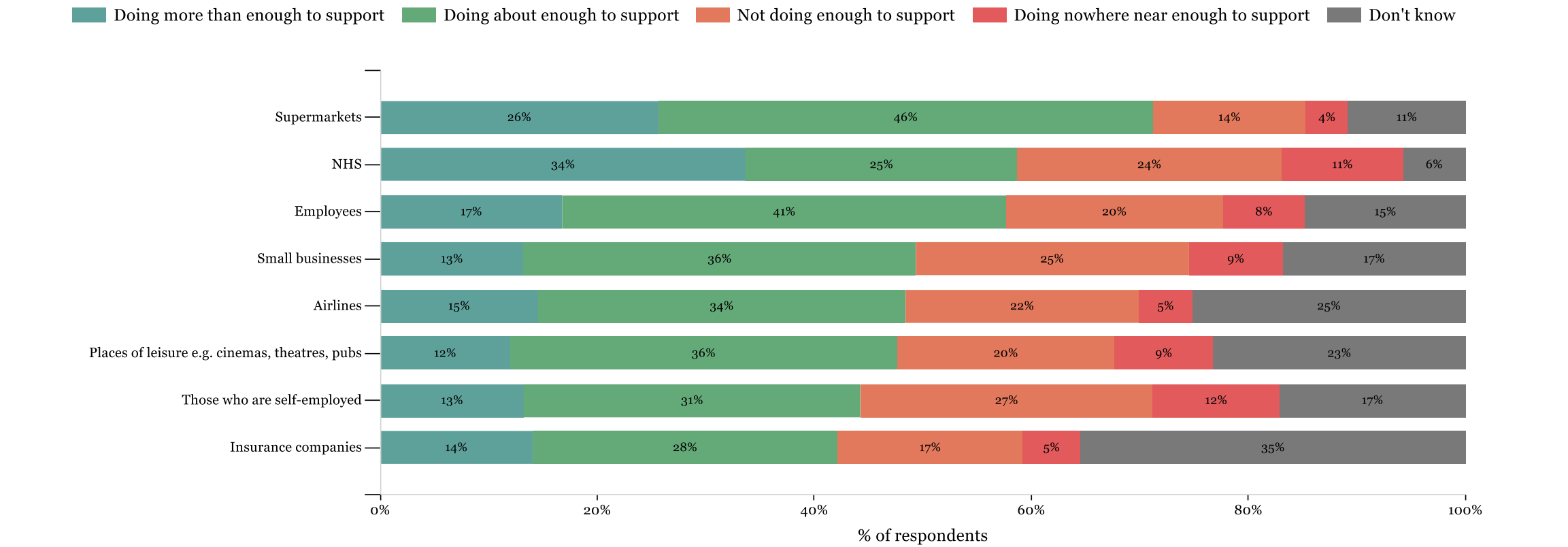
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Organisation net approval ratings - over time



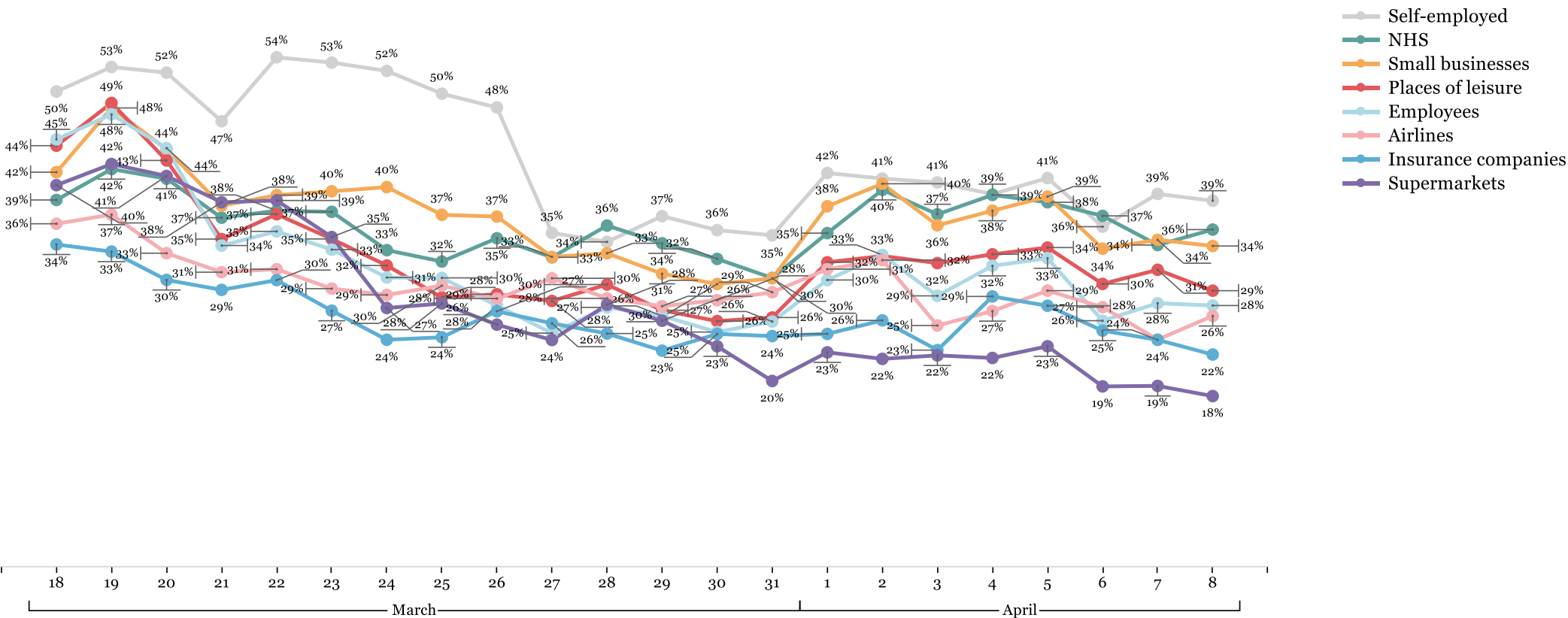
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Government support (Wednesday 8th April)



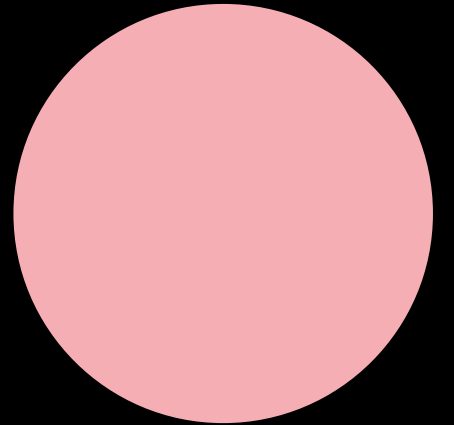
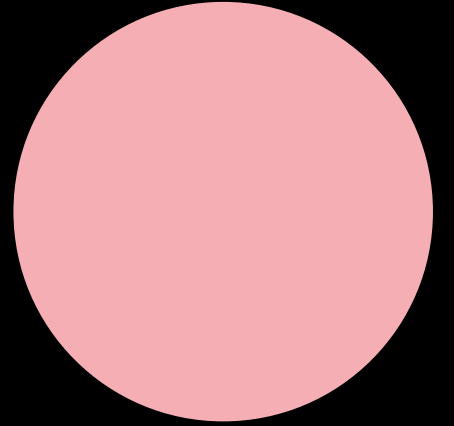
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Those not well enough supported by government - over time

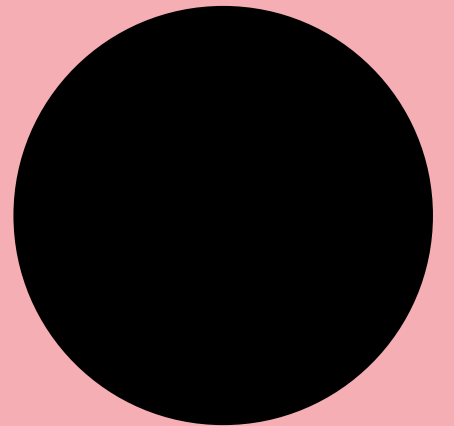
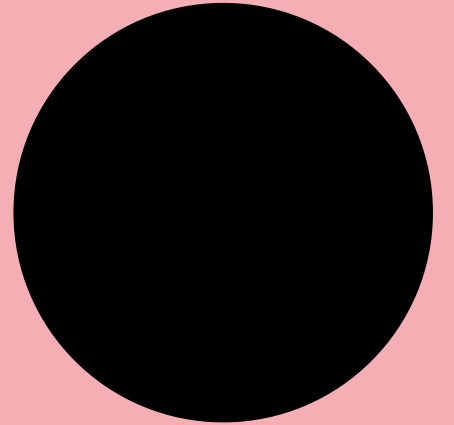


From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

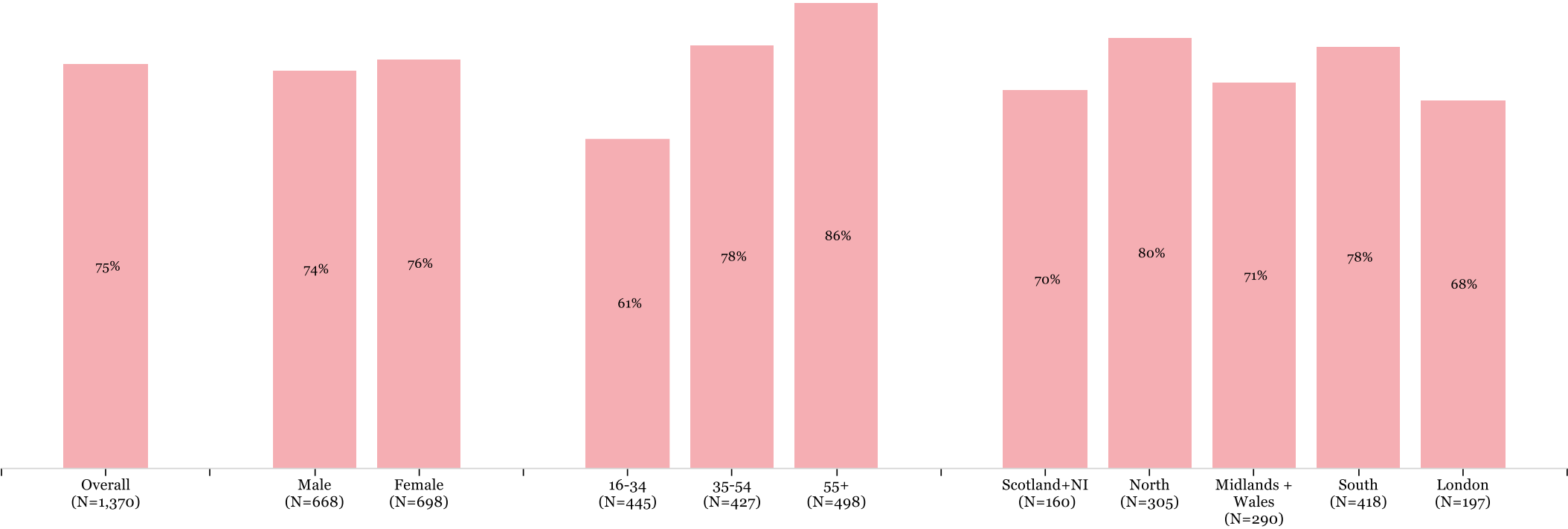
Appendix



News consumption - by audience (Wednesday 8th April)

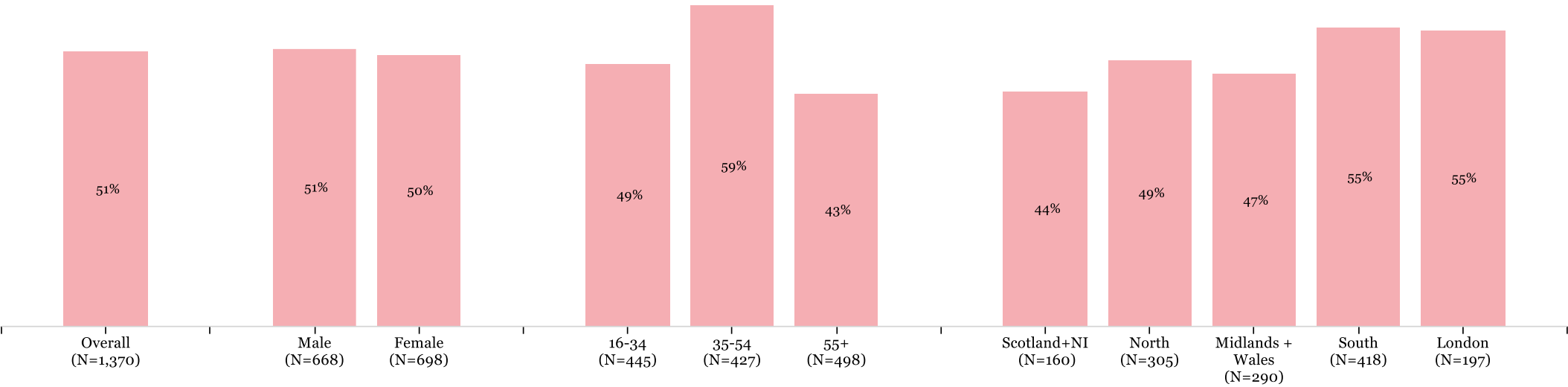


Profile: TV



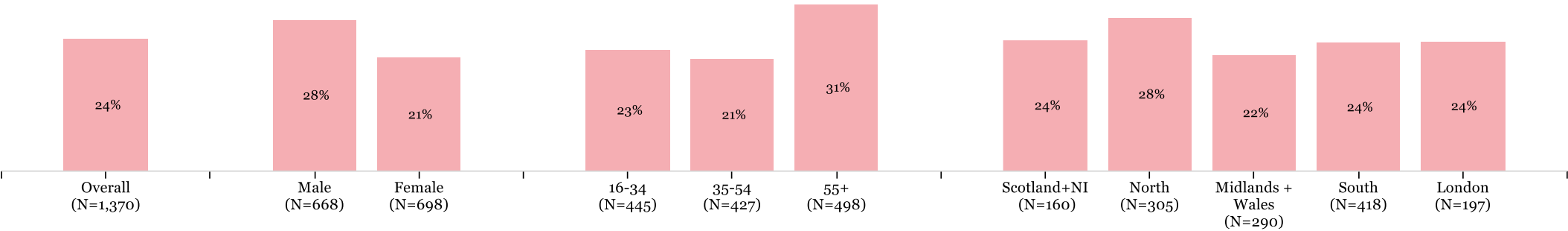
Where did you hear the news yesterday?

Profile: News websites



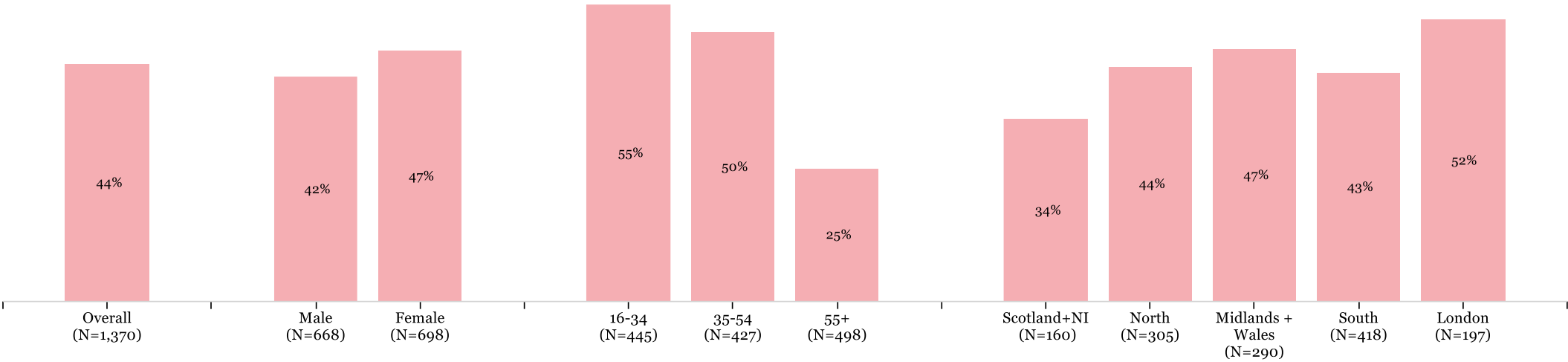
Where did you hear the news yesterday?

Profile: Newspaper(s)



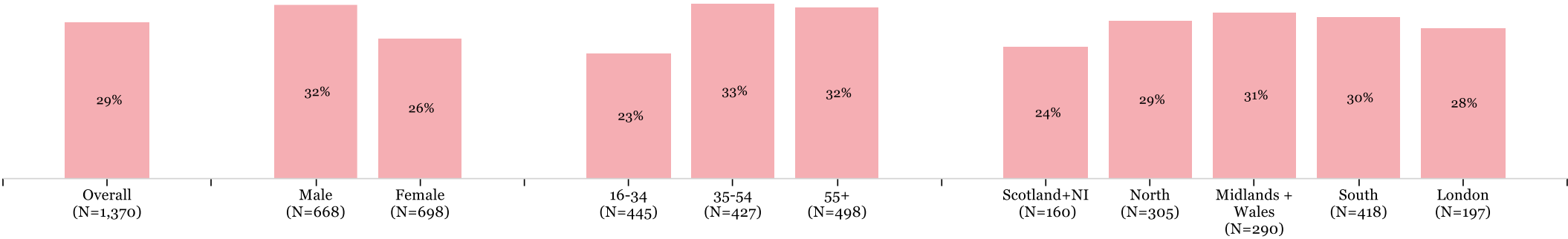
Where did you hear the news yesterday?

Profile: Social media



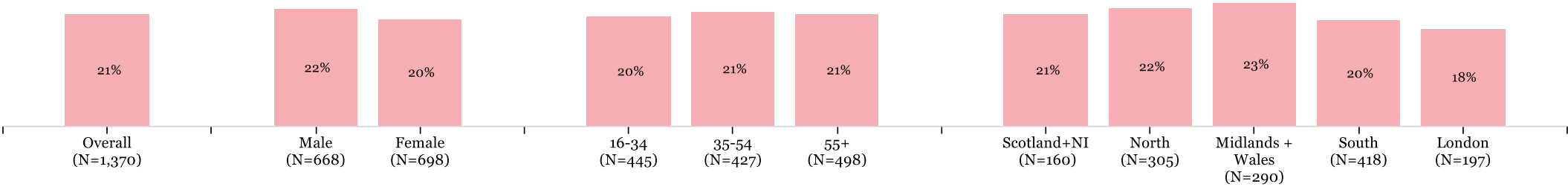
Where did you hear the news yesterday?

Profile: National radio



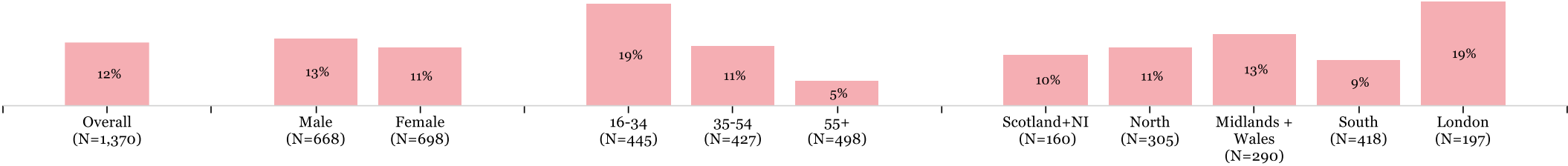
Where did you hear the news yesterday?

Profile: Local radio



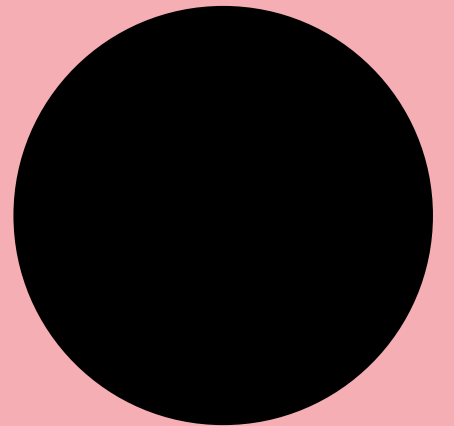
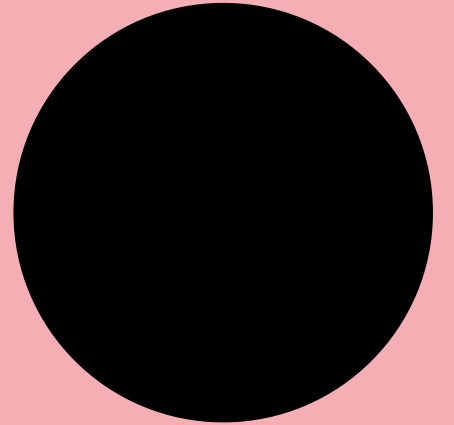
Where did you hear the news yesterday?

Profile: Somewhere else

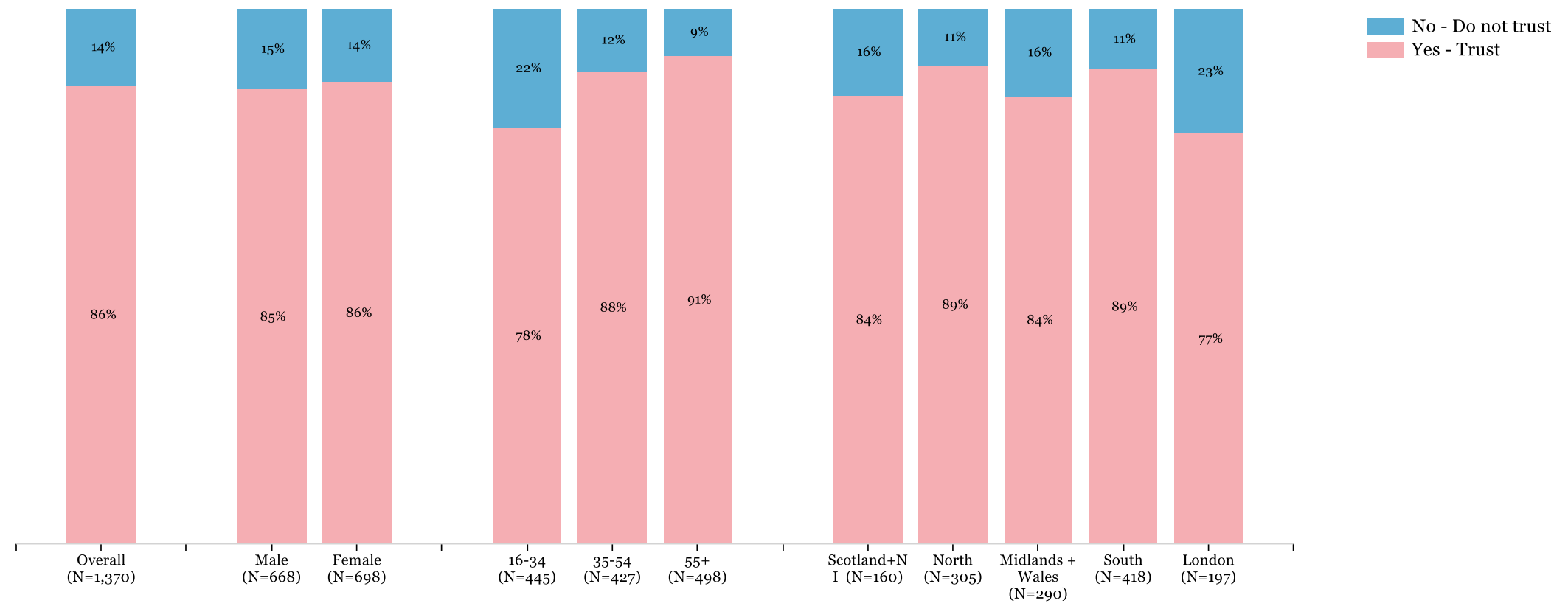


Where did you hear the news yesterday?

Information source trust by audience (Wednesday 8th April)

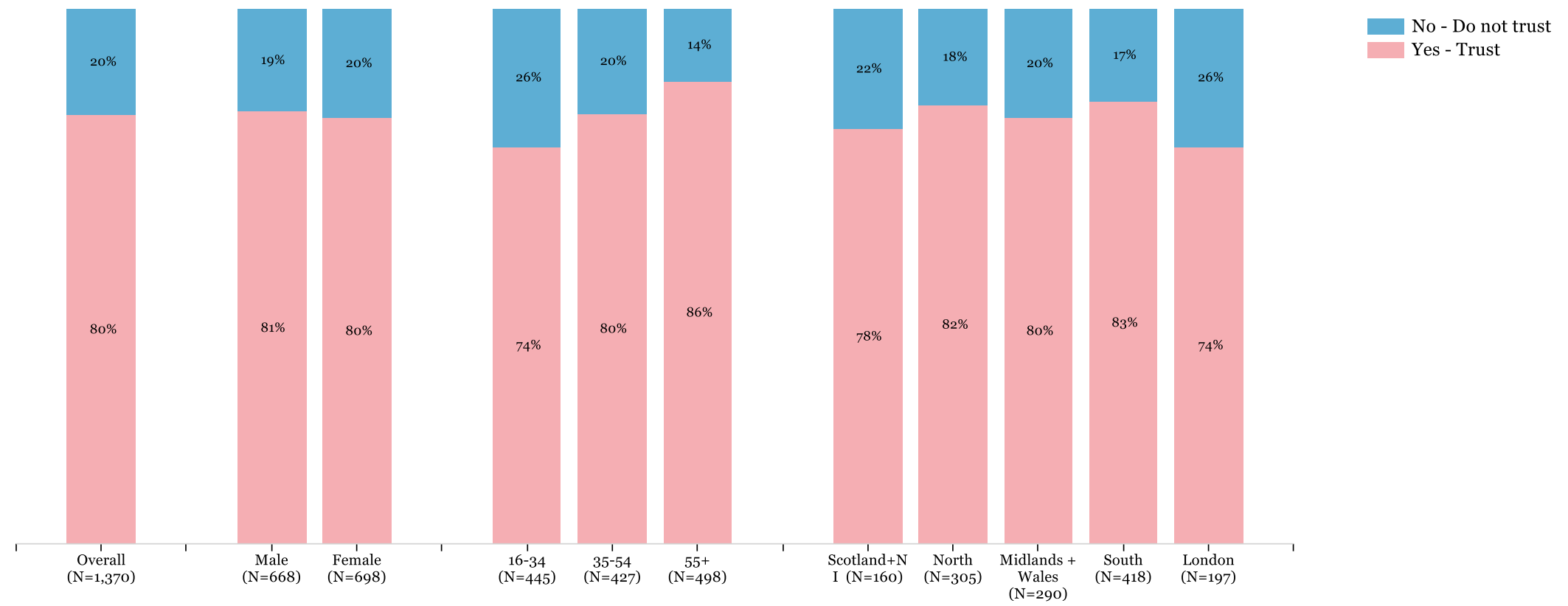


Profile: Trust - Doctors



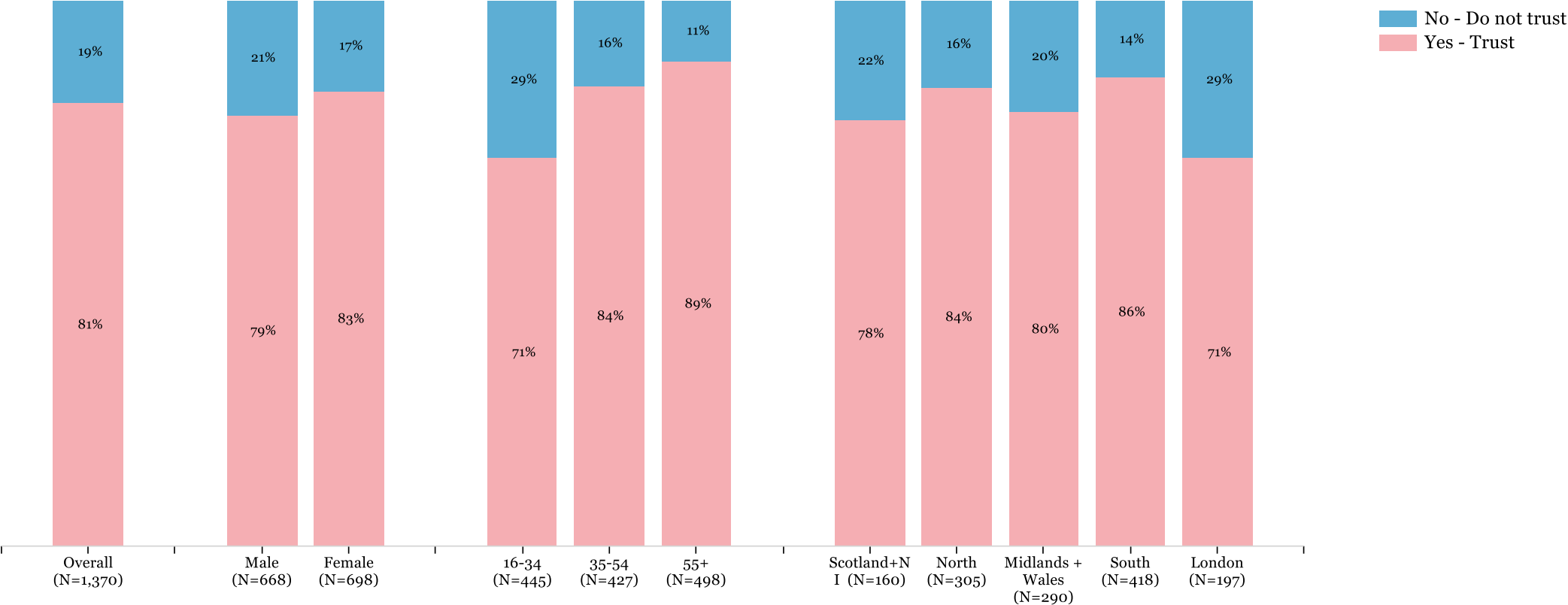
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Scientific experts



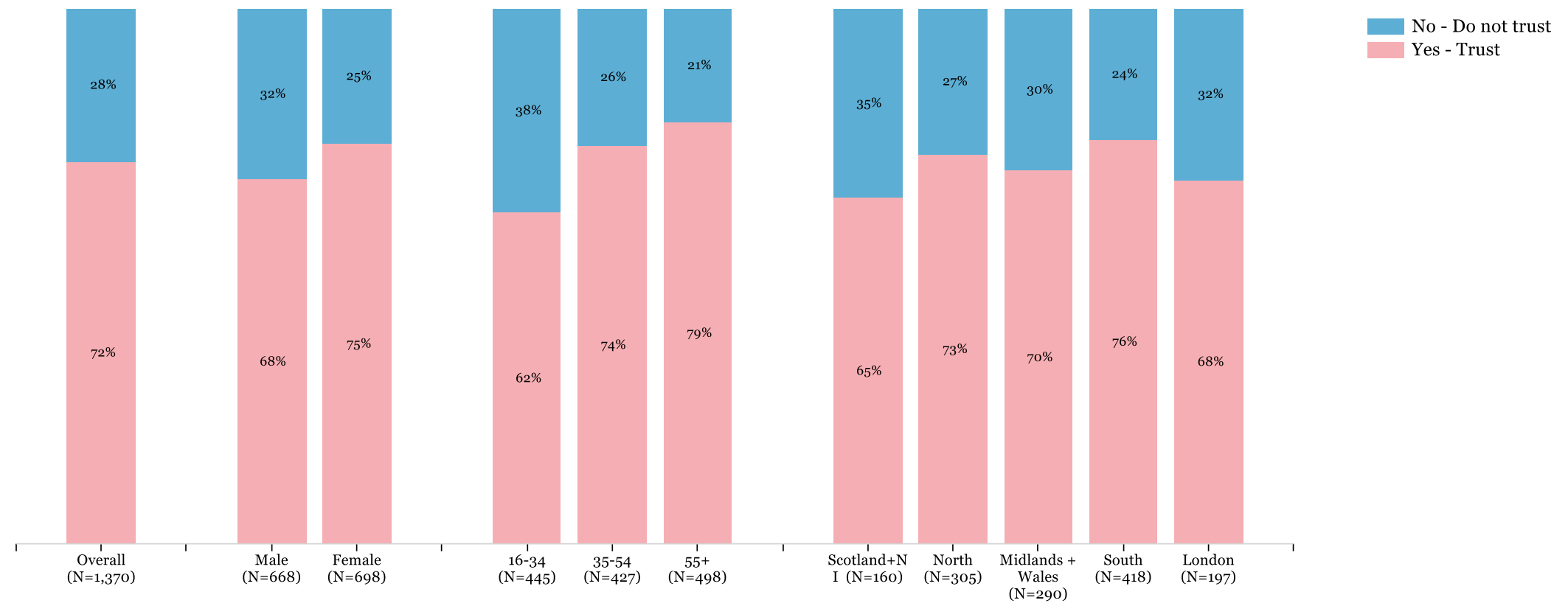
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Official government advice



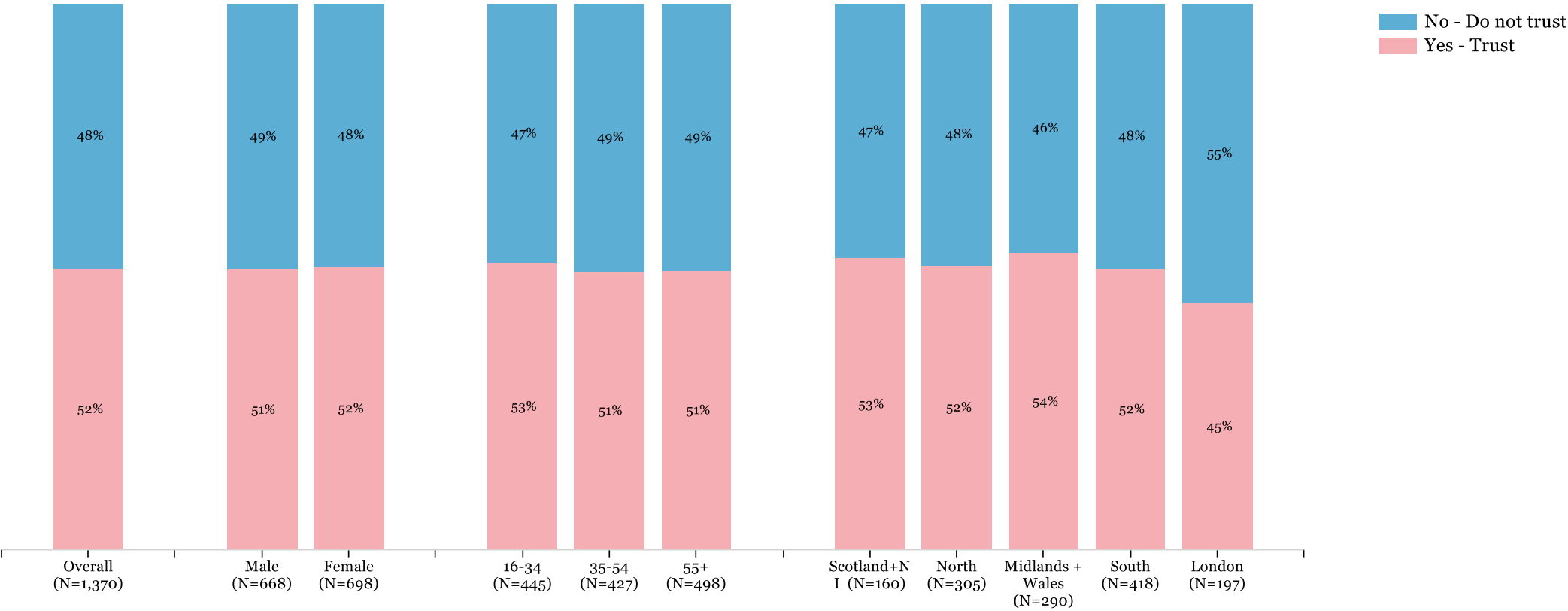
Who do you trust to give you reliable information about COVID-19?

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



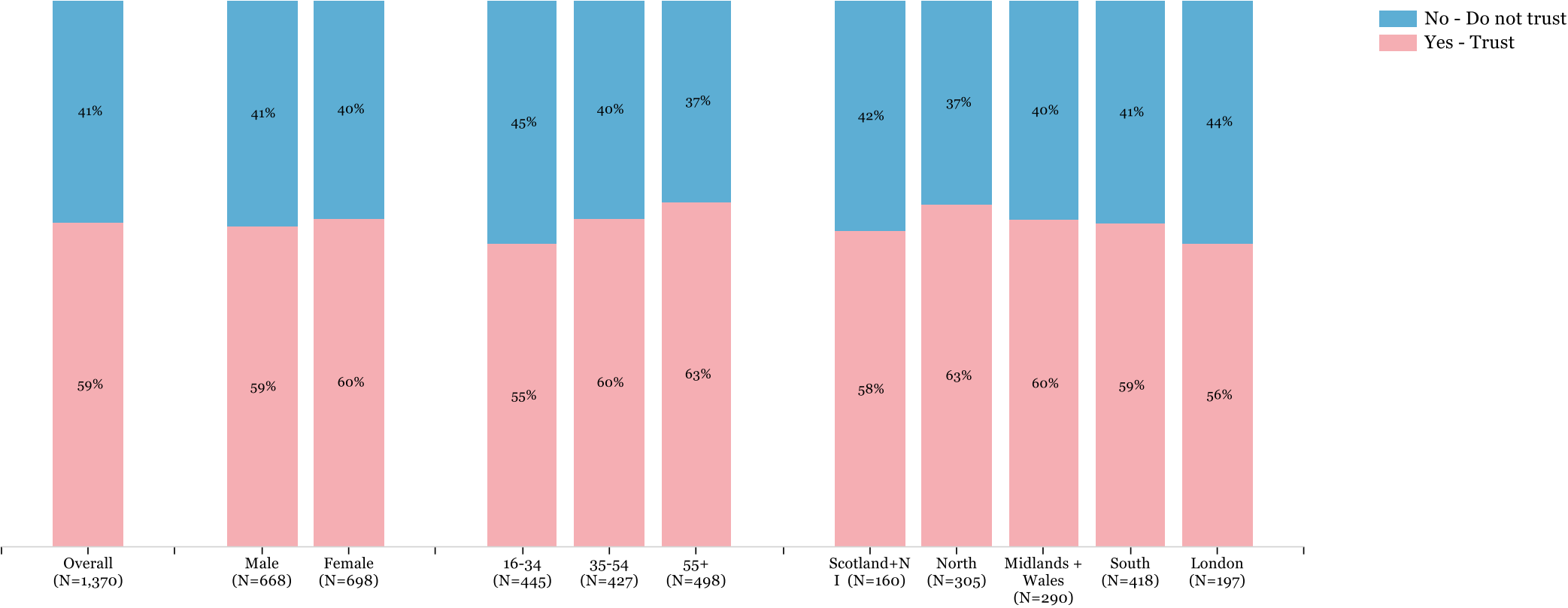
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Research companies



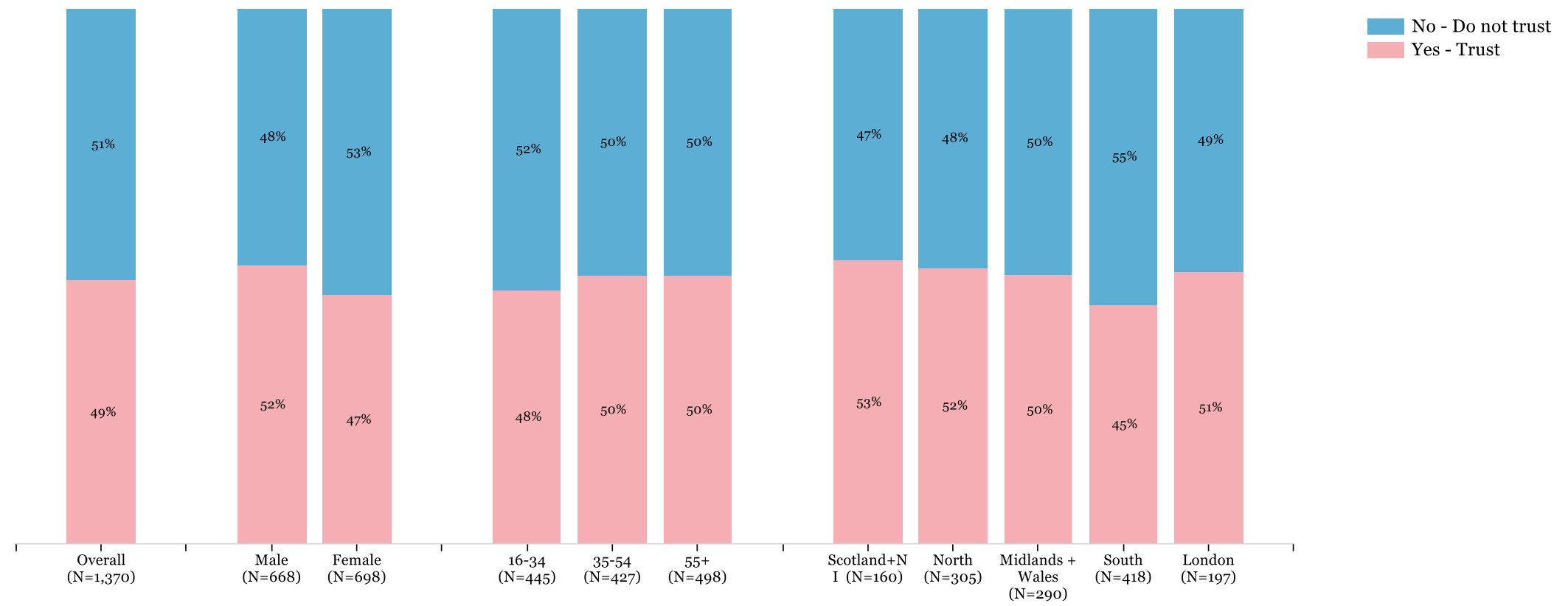
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Local news channels, stations and websites

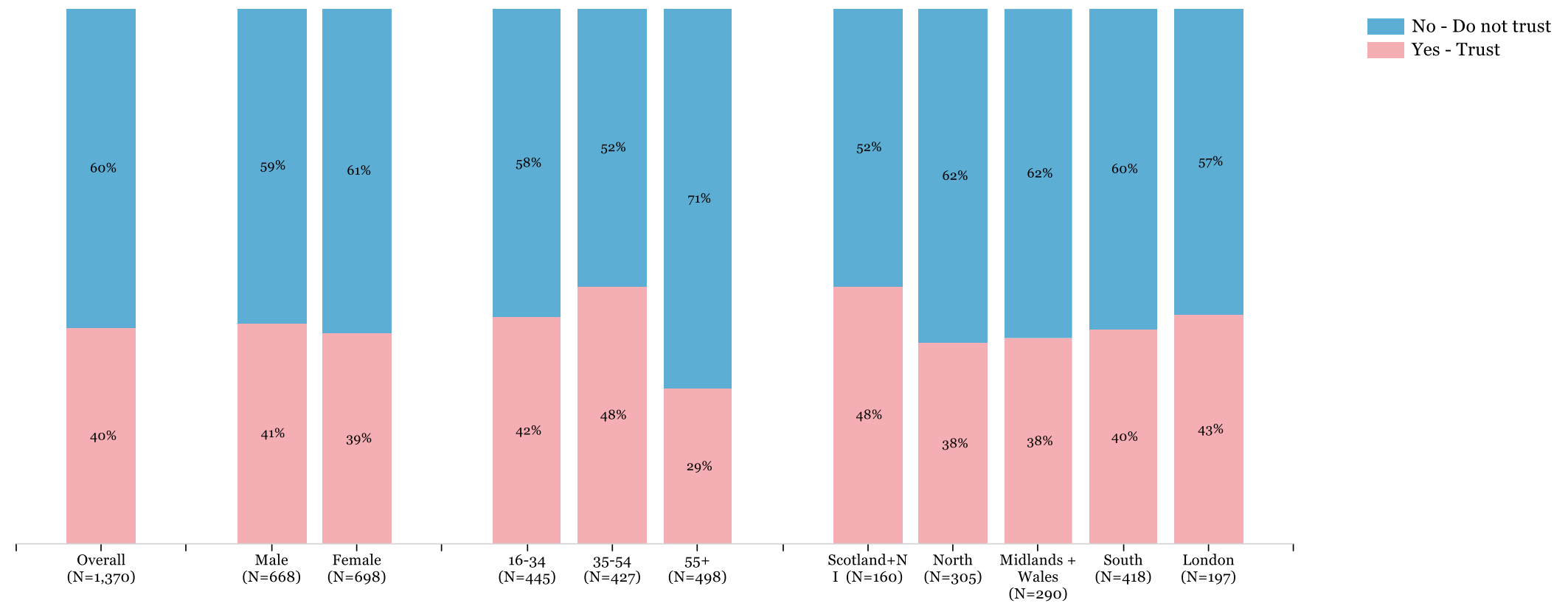


Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Friends and family

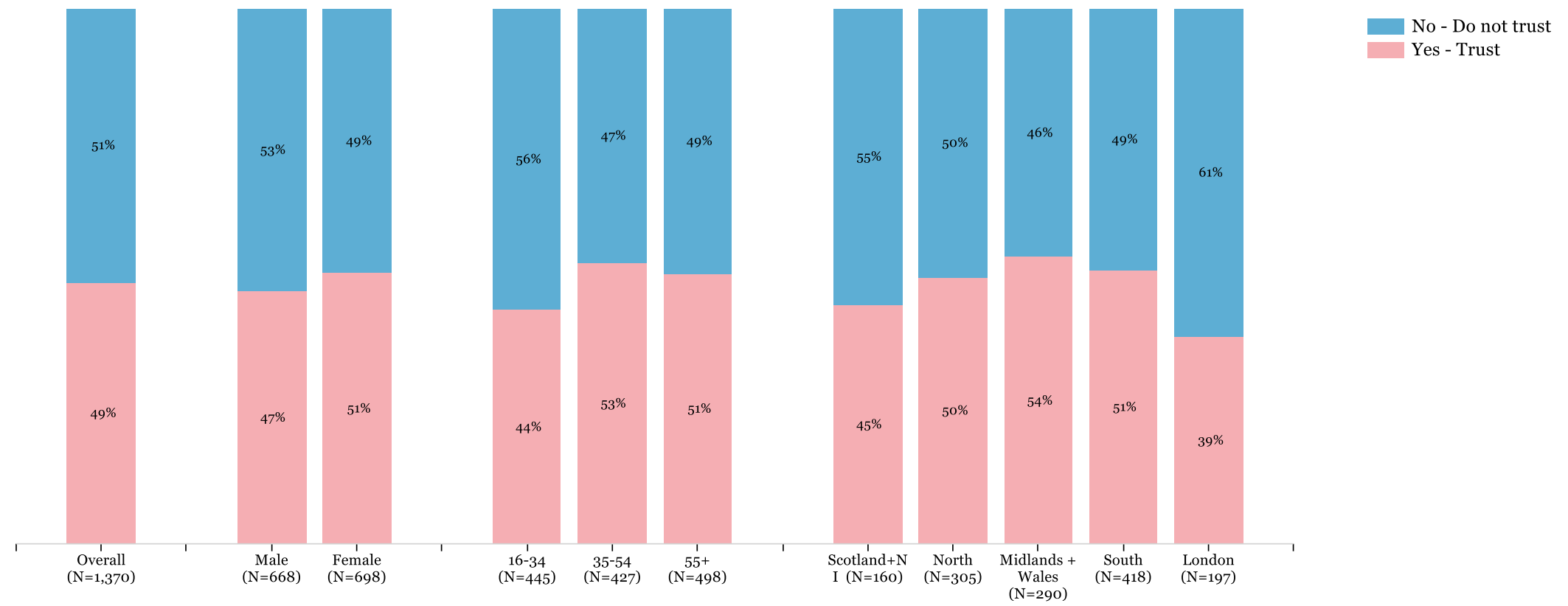


Profile: Trust - Your employer



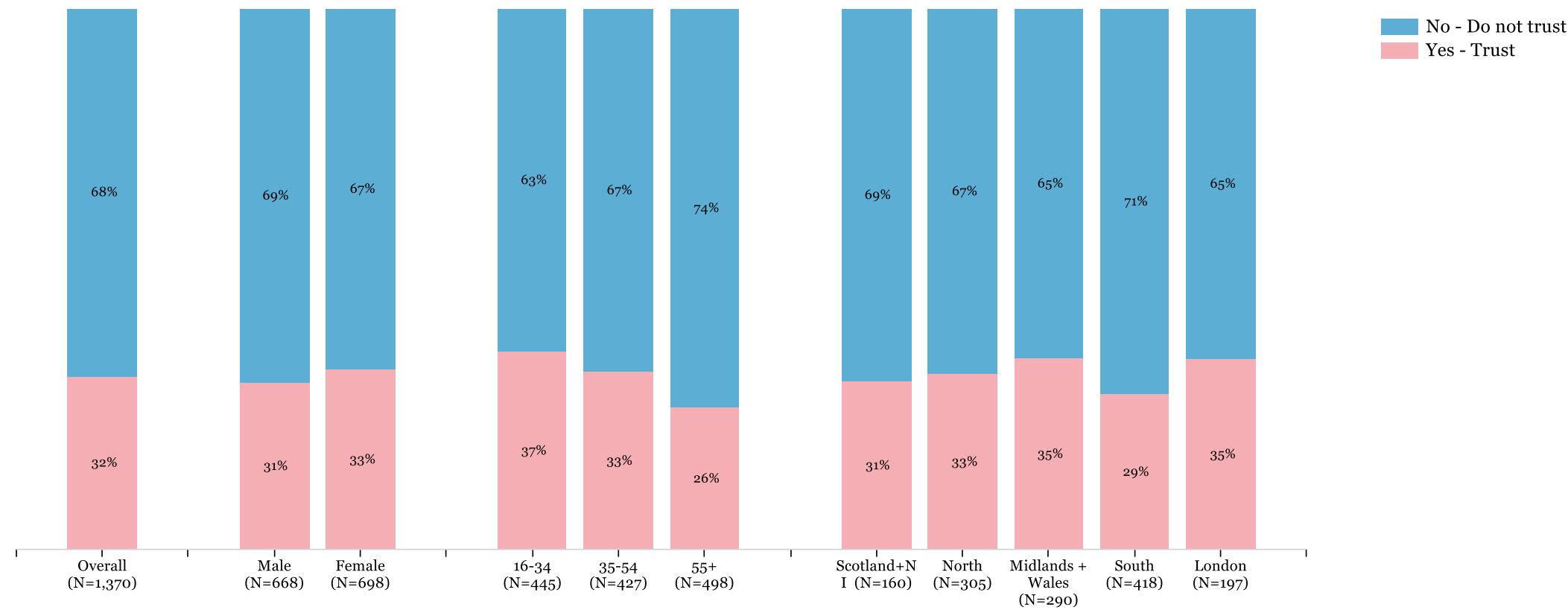
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Politicians



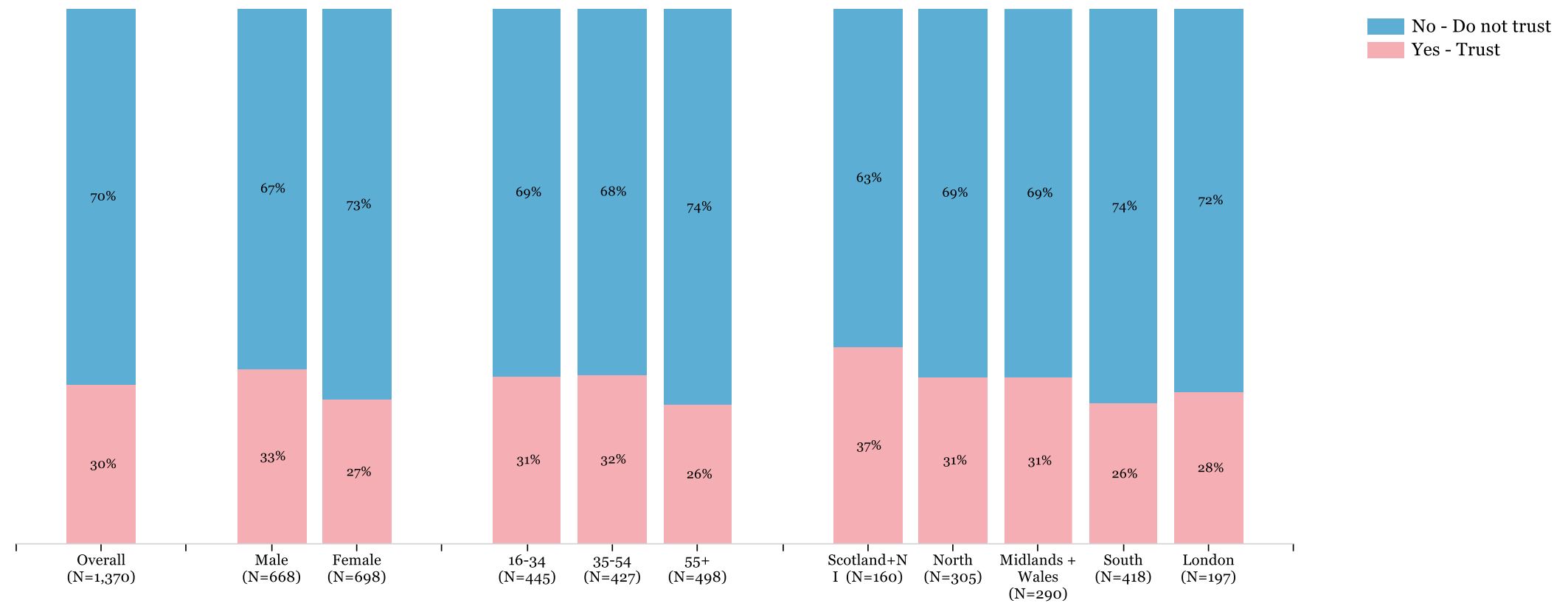
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Newsgroups and community websites



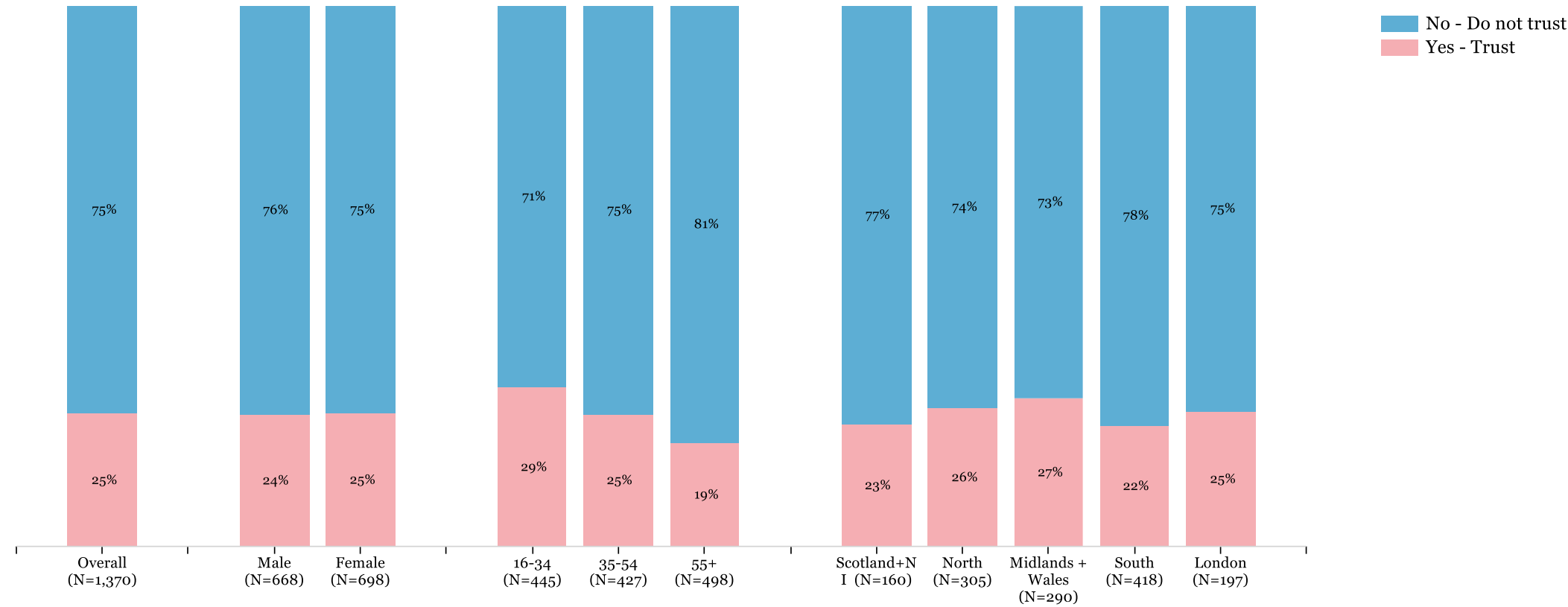
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Colleagues



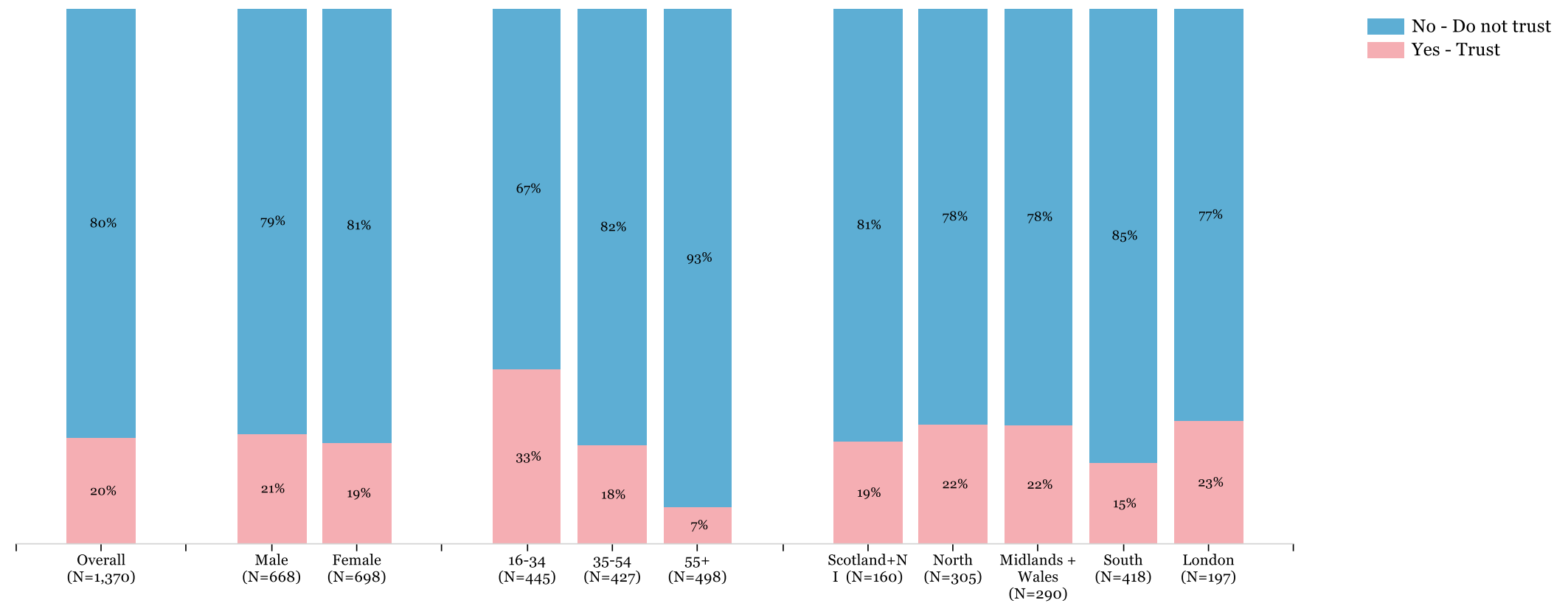
Who do you trust to give you reliable information about COVID-19?

Profile: Trust - Brands and companies



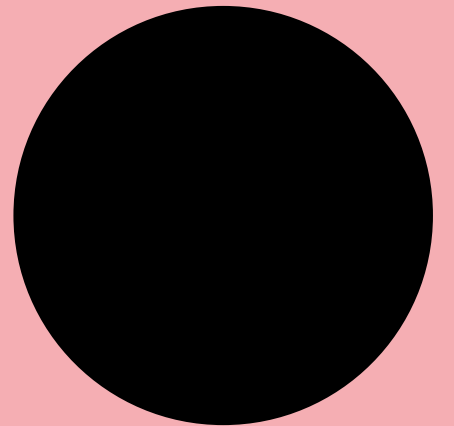
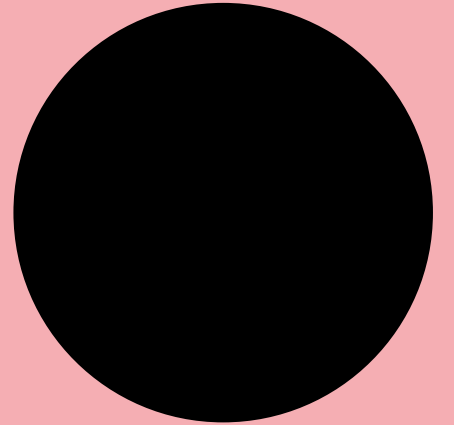
Who do you trust to give you reliable information about COVID-19?

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

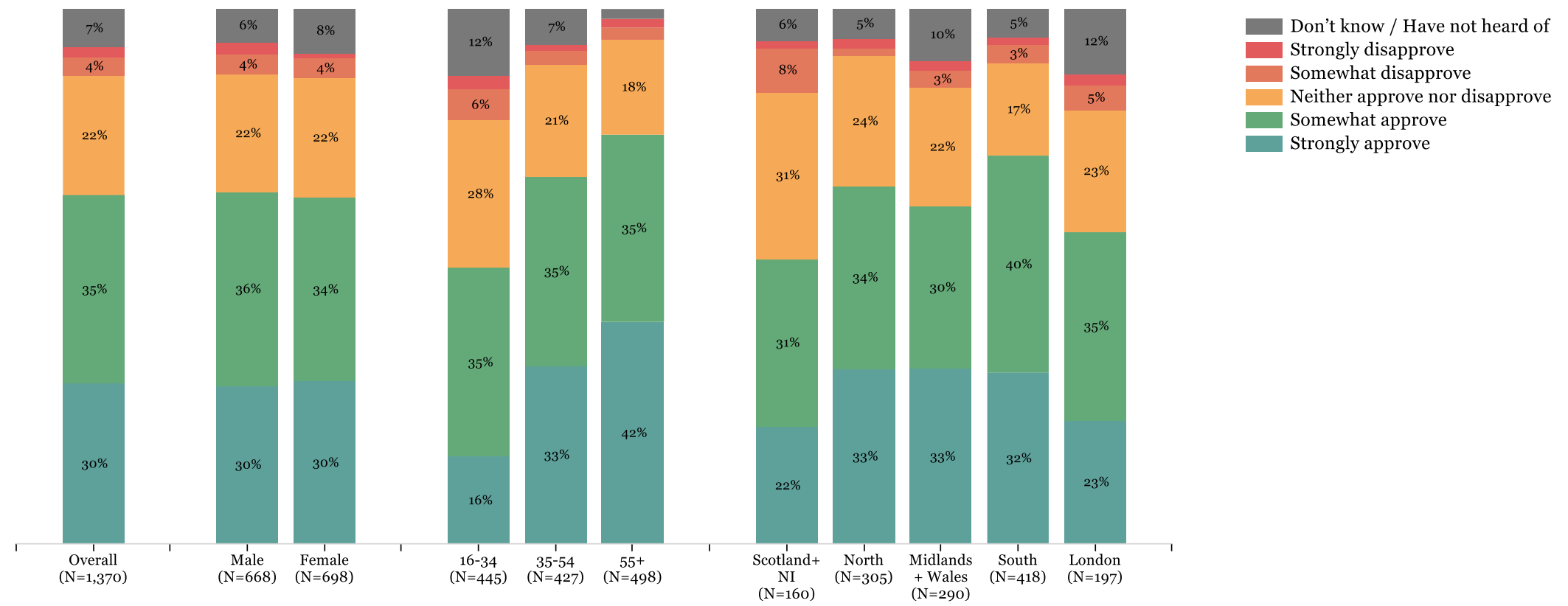


Who do you trust to give you reliable information about COVID-19?

Approval by audience - individuals (Wednesday 8th April)

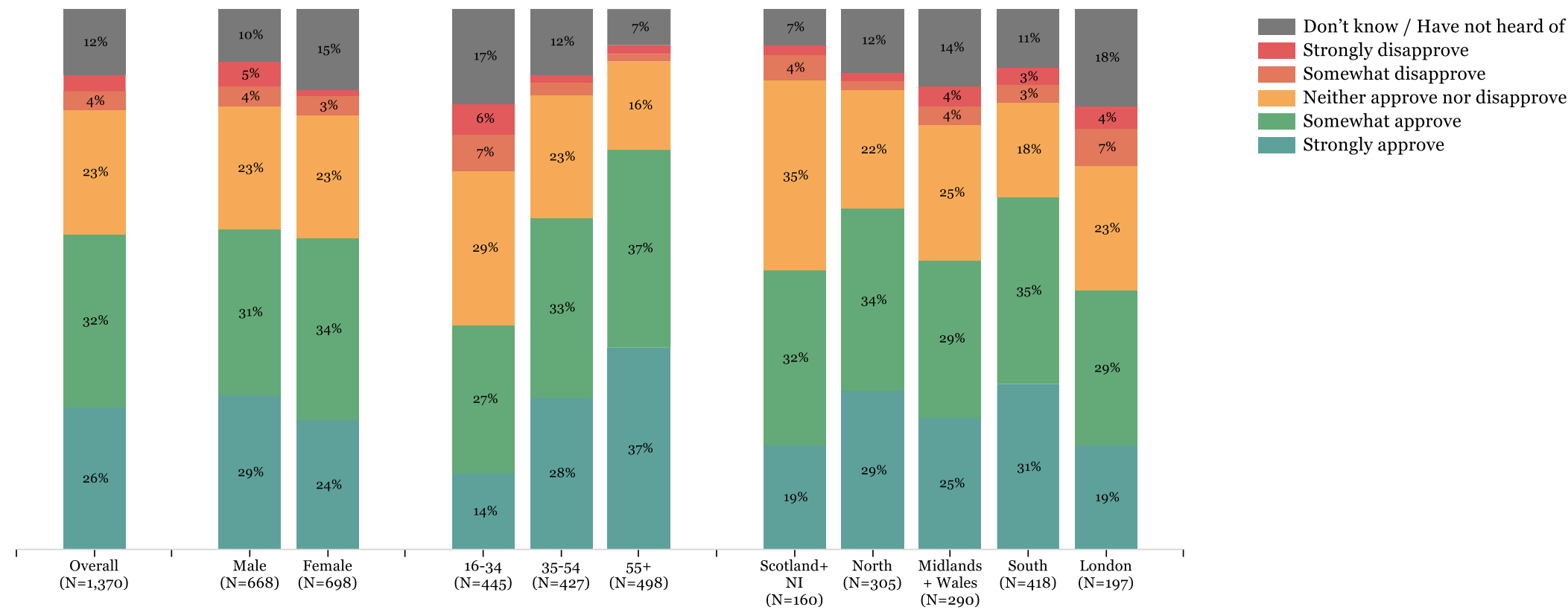


Profile: Approval - Chief Medical Officer, Chris Whitty



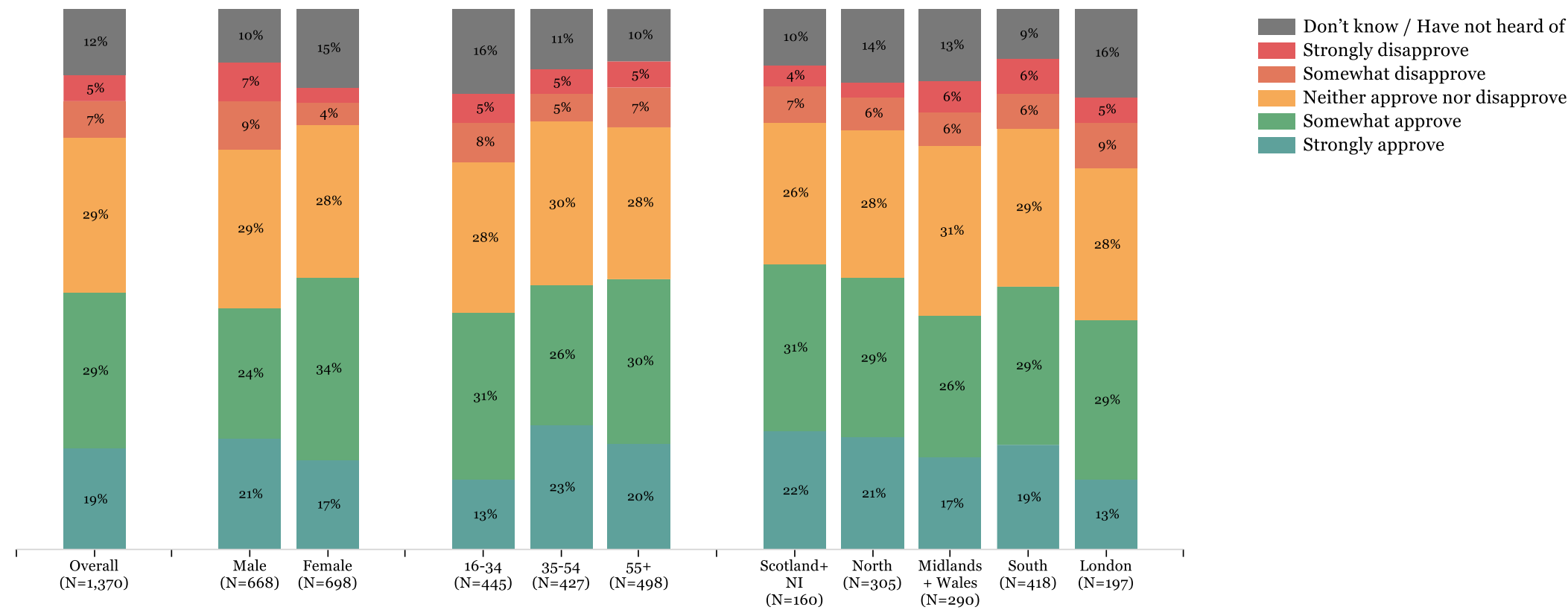
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Chief Scientific Adviser, Sir Patrick Vallance



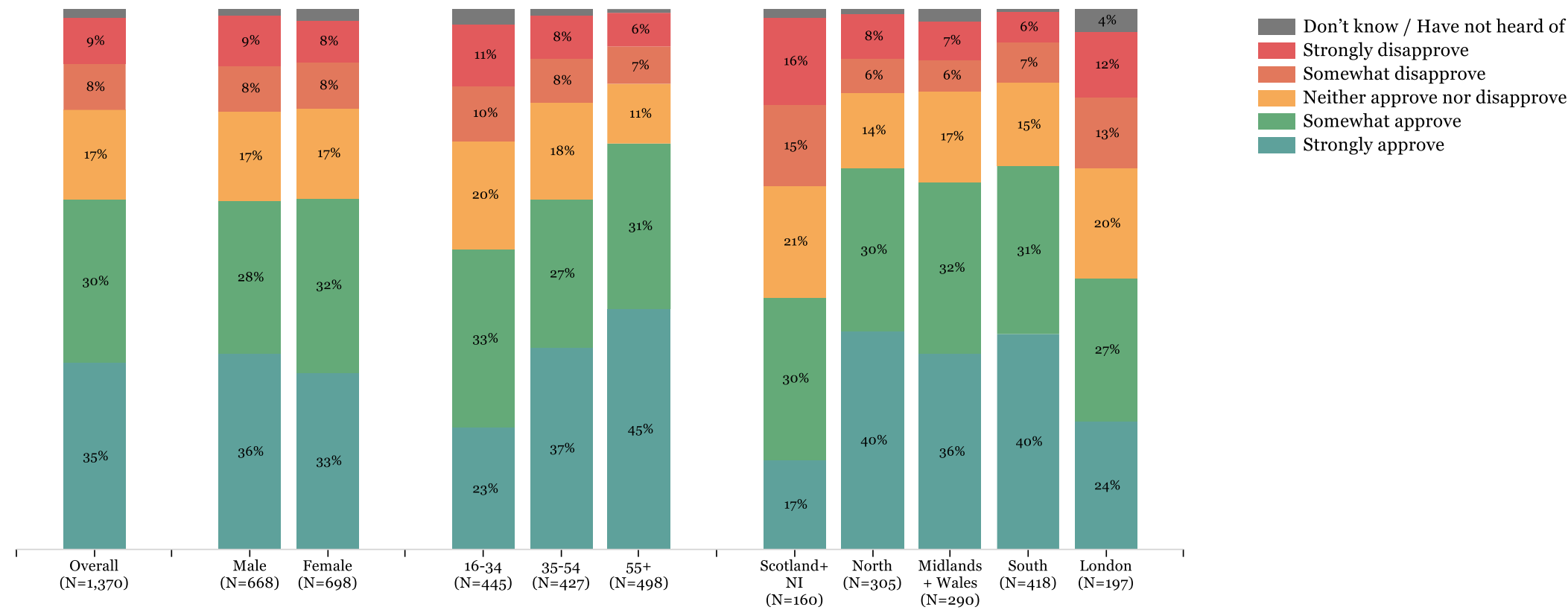
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - World Health Organisation Director General



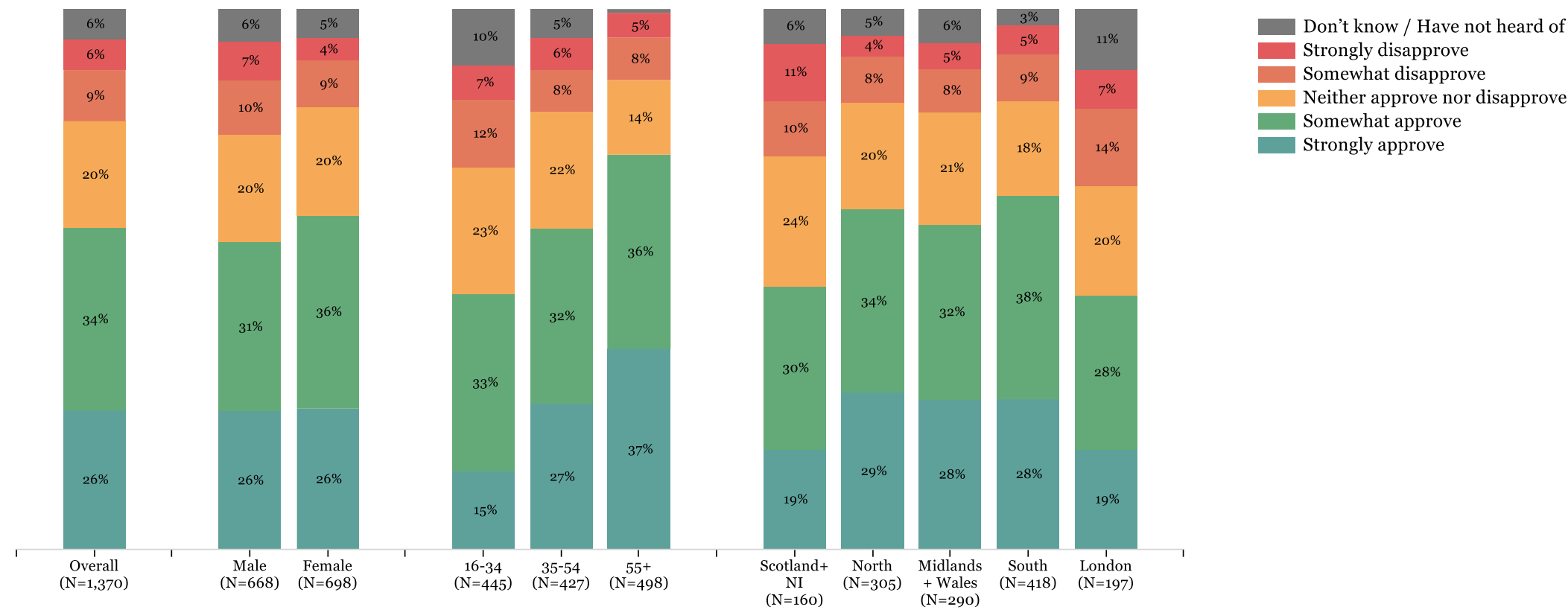
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Prime Minister, Boris Johnson



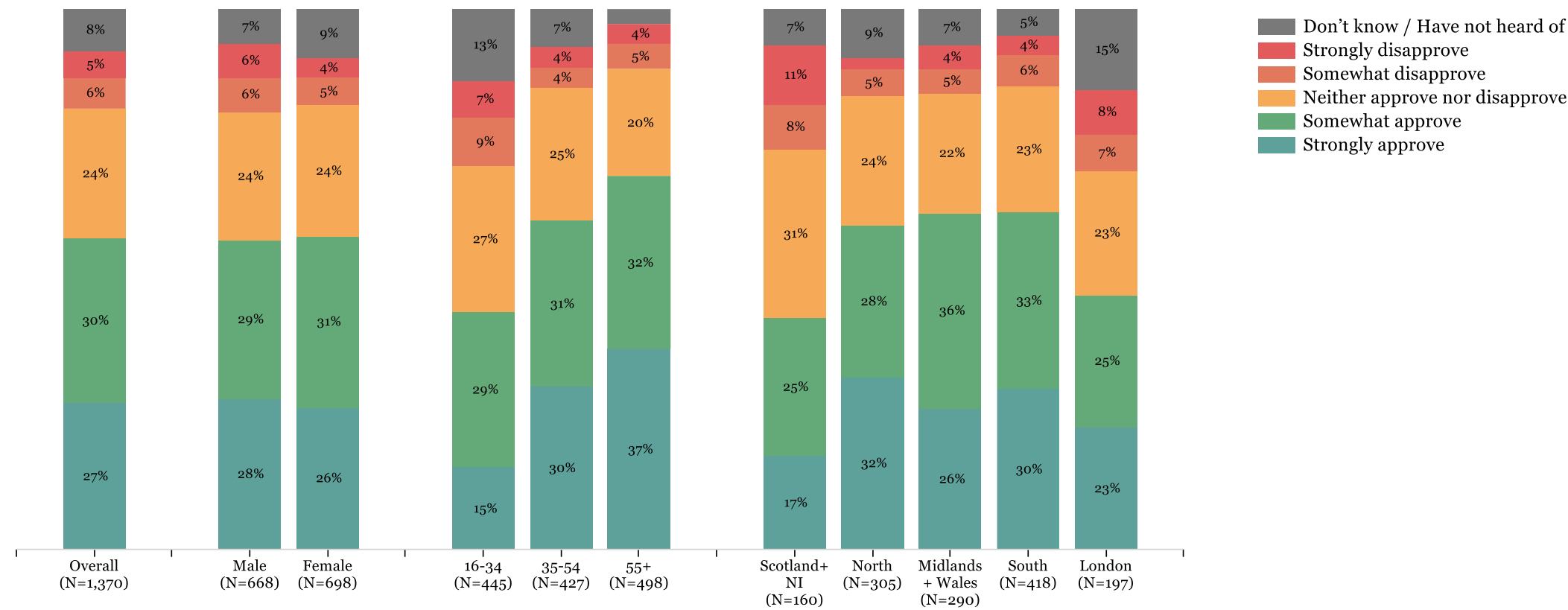
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Health Secretary, Matt Hancock



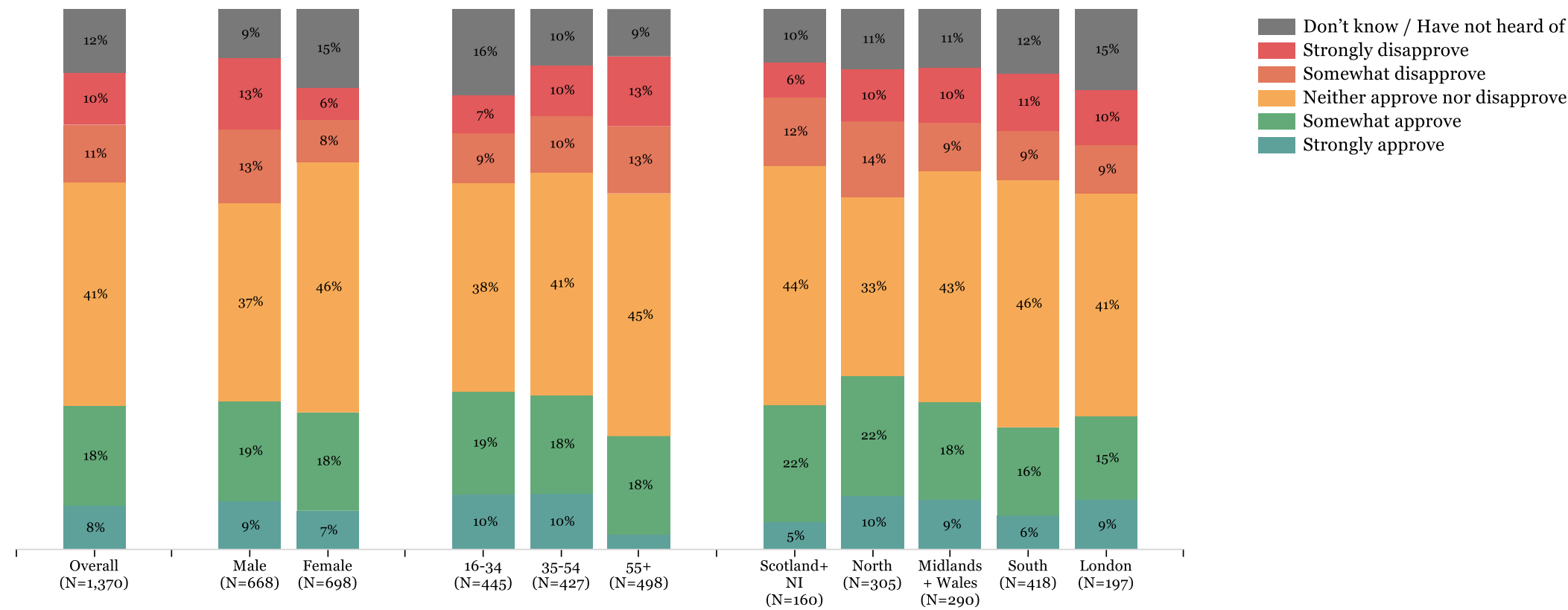
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Chancellor of the Exchequer, Rishi Sunak



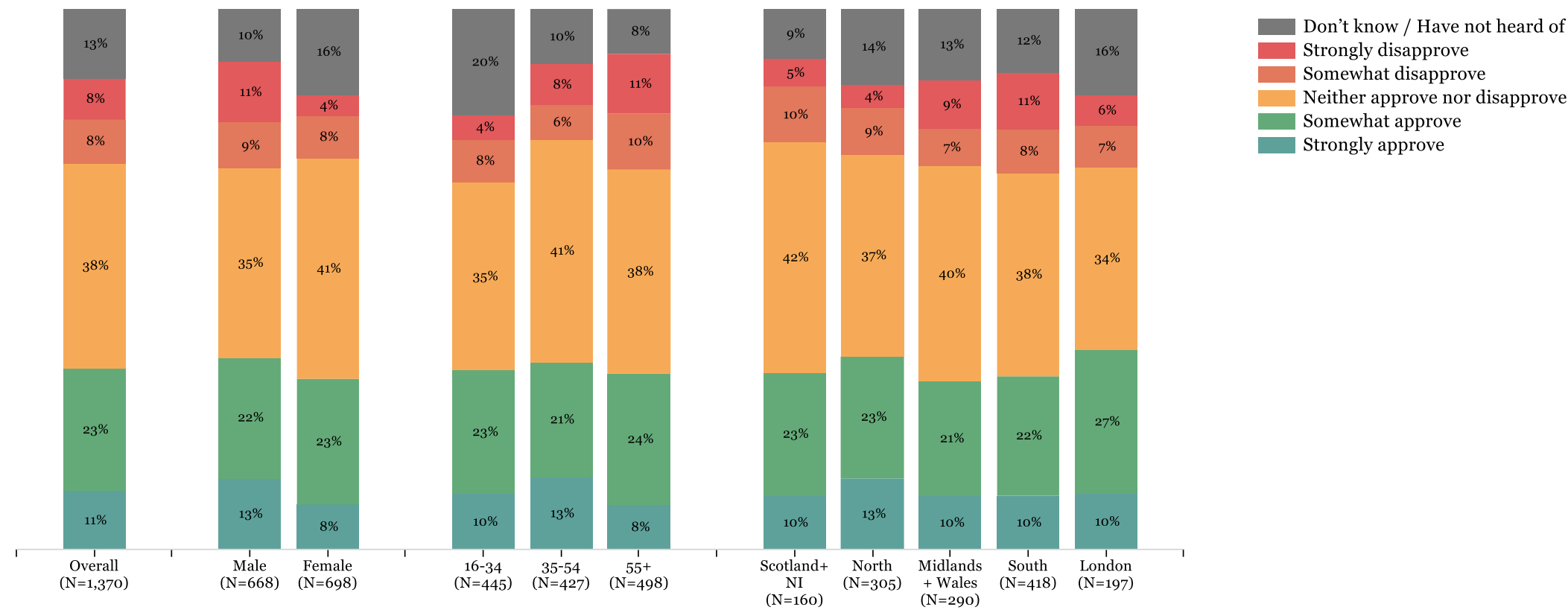
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - French President, Emmanuel Macron



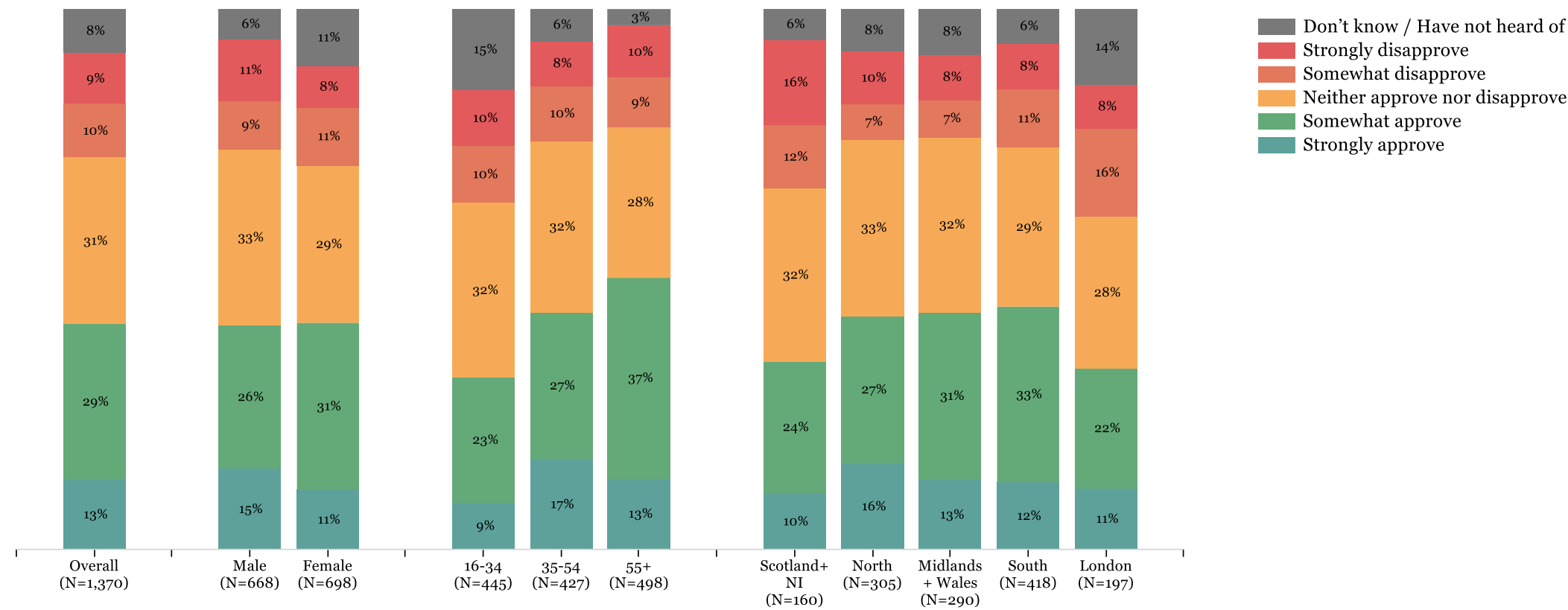
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

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



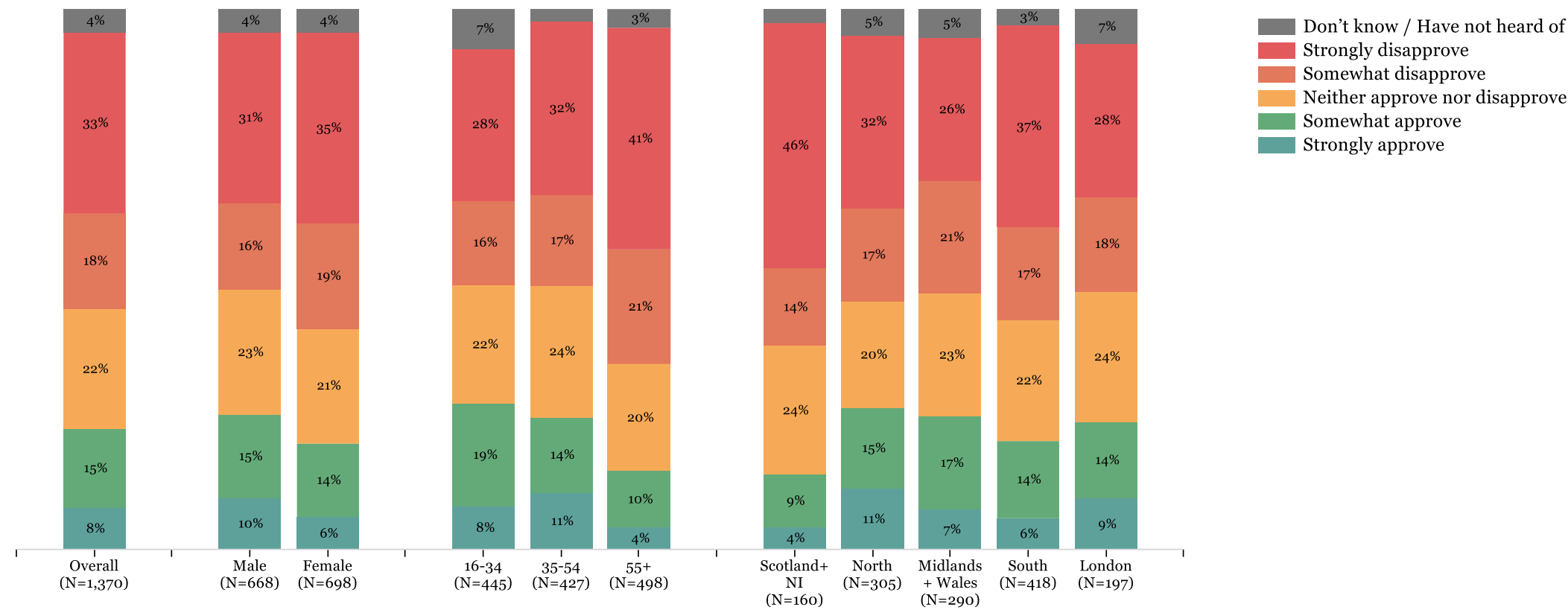
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Cabinet Office Minister, Michael Gove



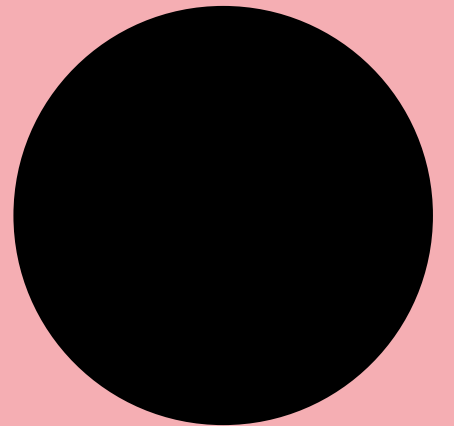
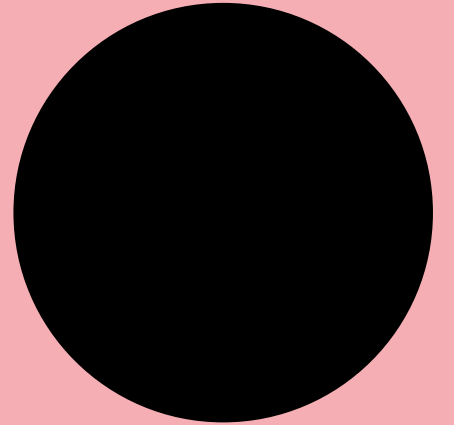
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - US President, Donald Trump

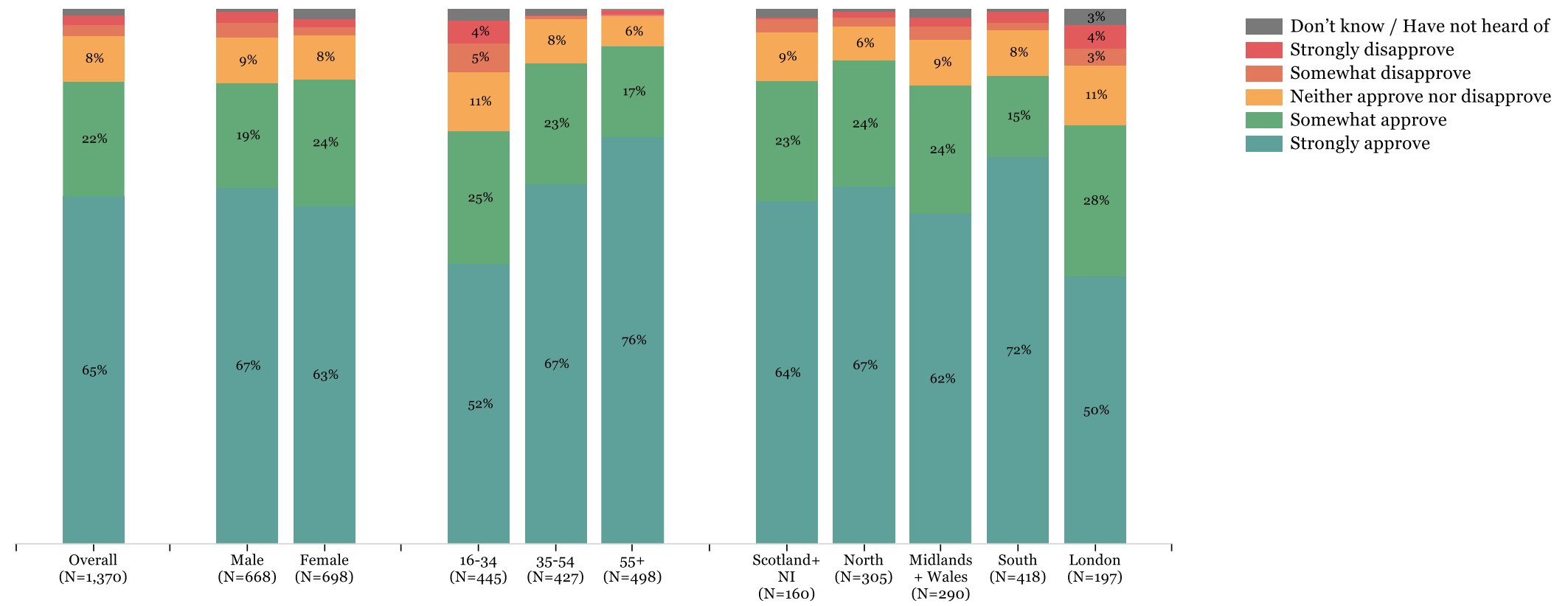


From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Approval by audience - organisations (Wednesday 8th April)

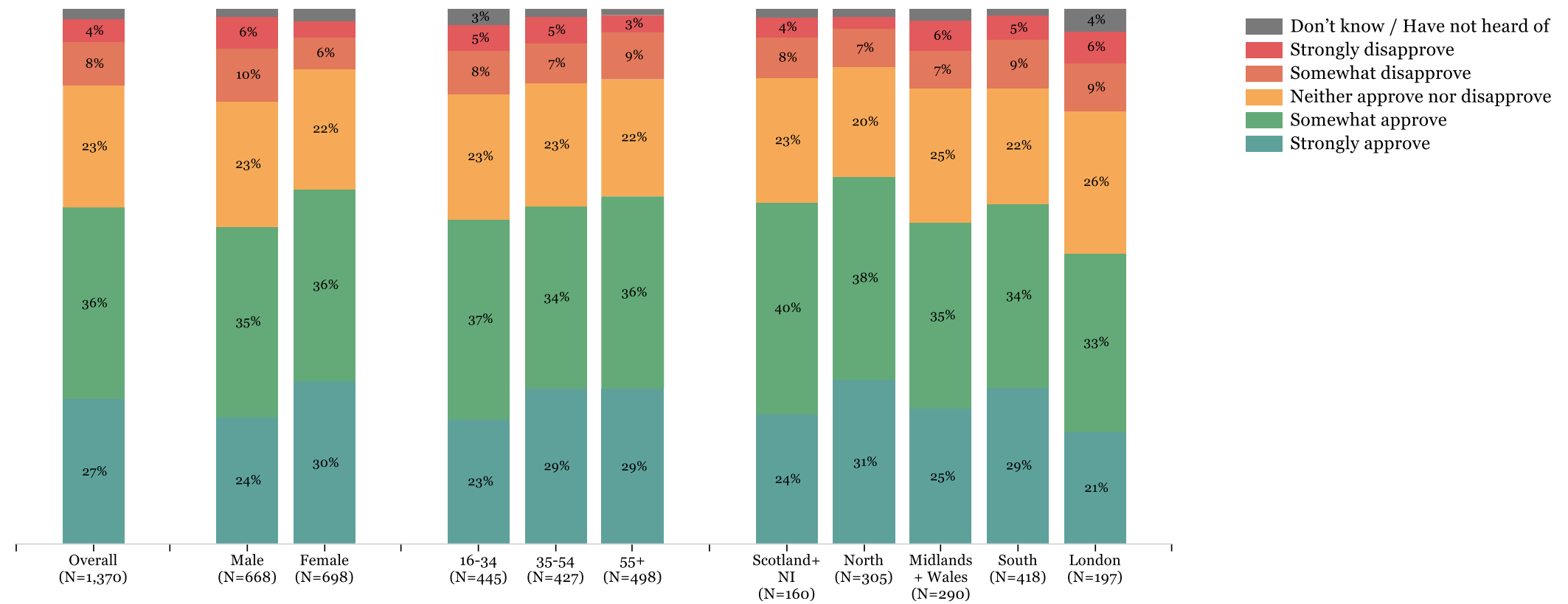


Profile: Approval - NHS



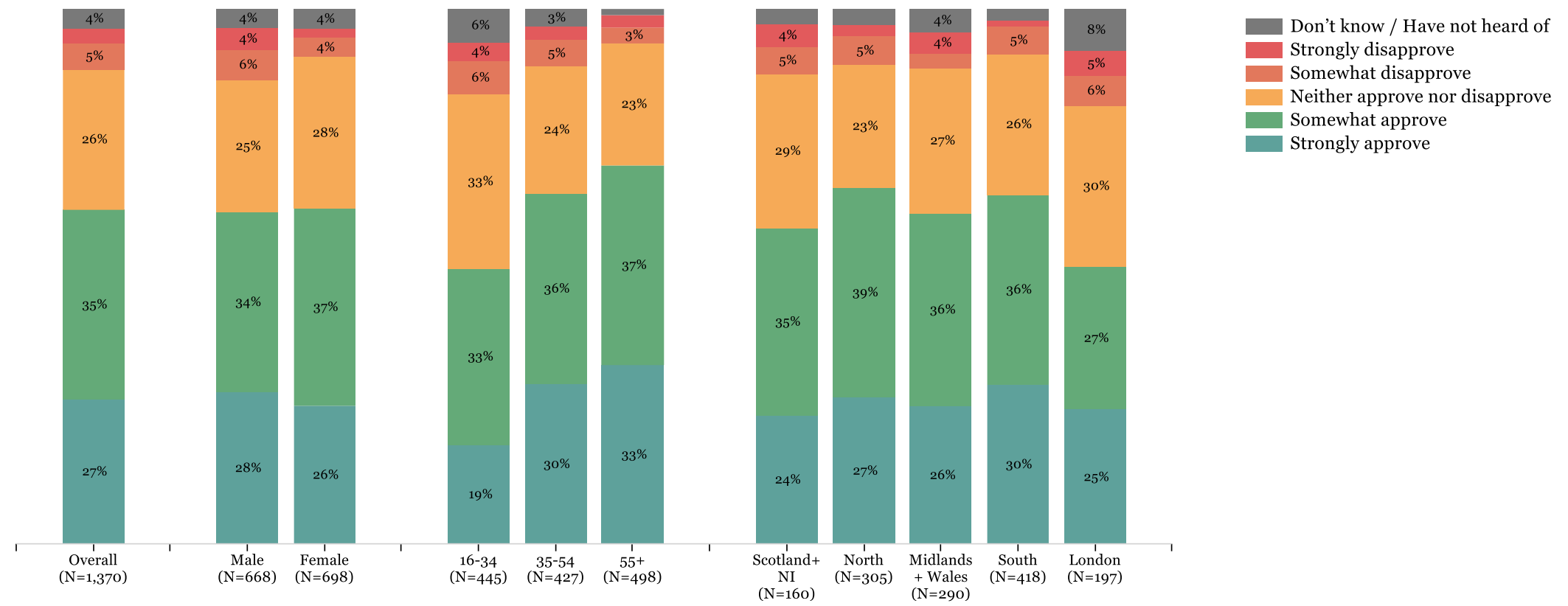
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - World Health Organisation



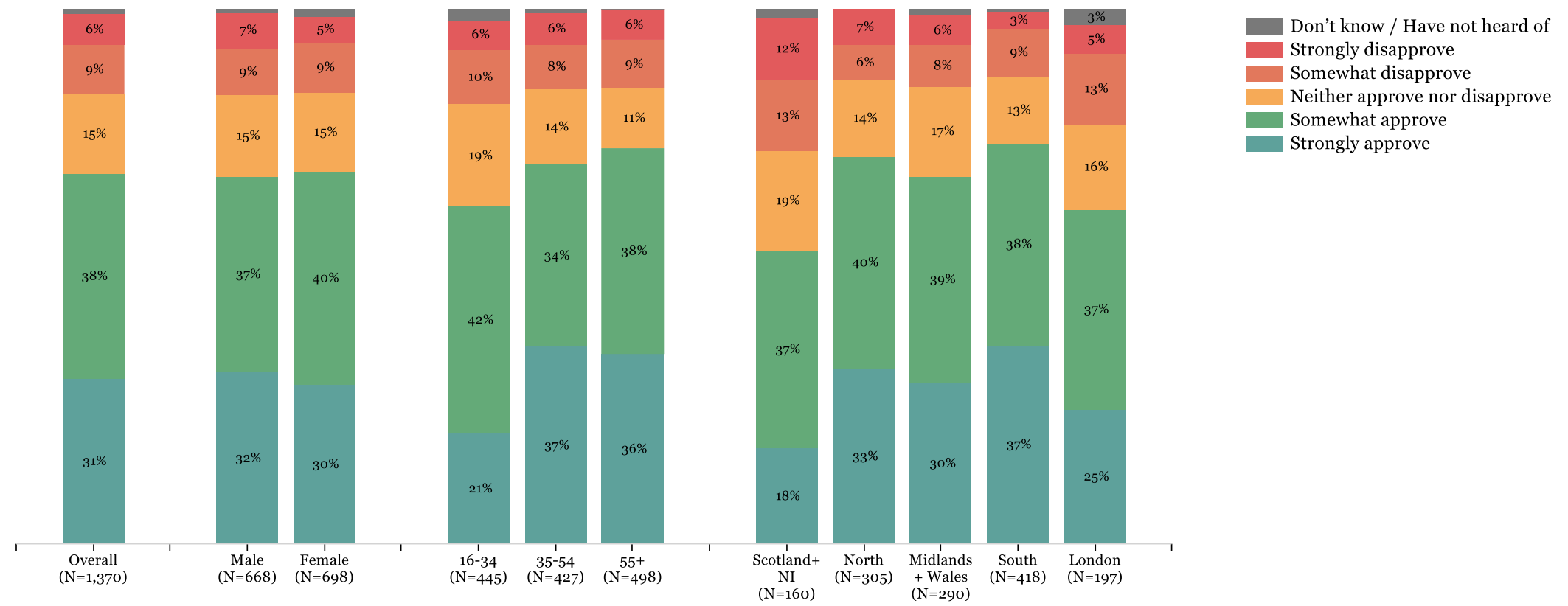
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - Public Health England / Scotland / Wales



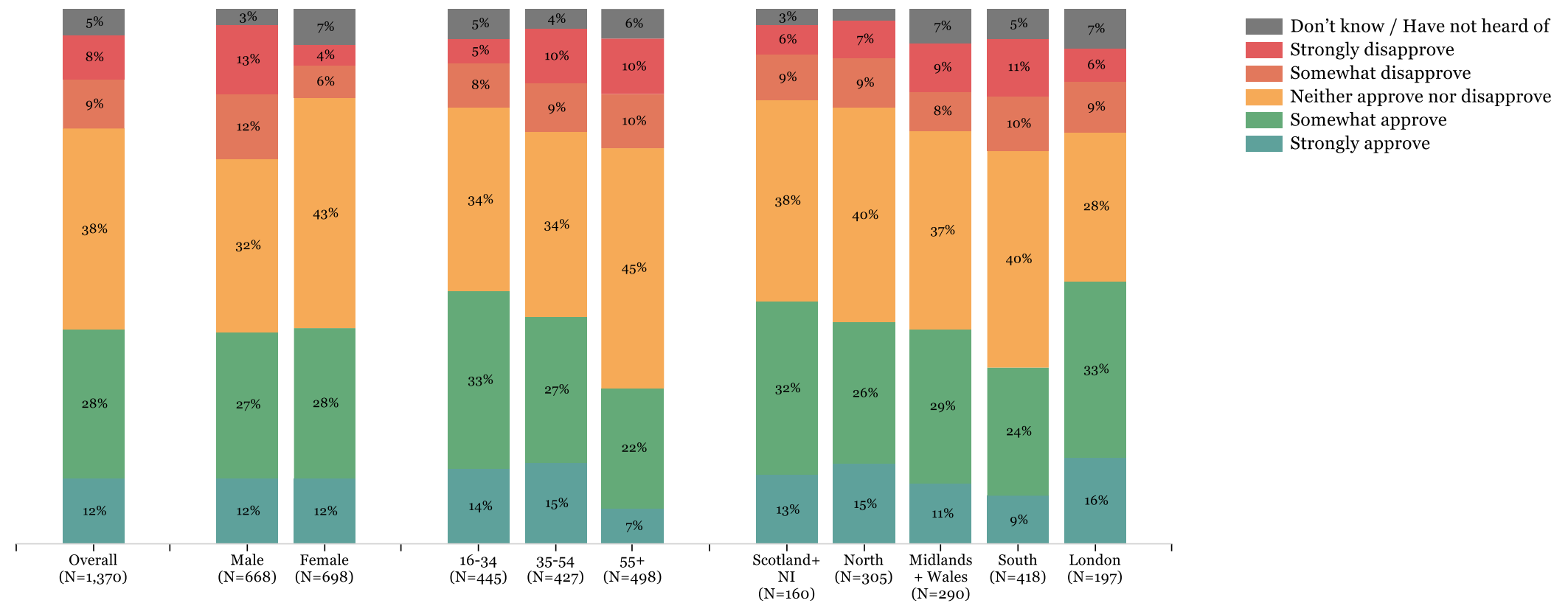
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - UK Government



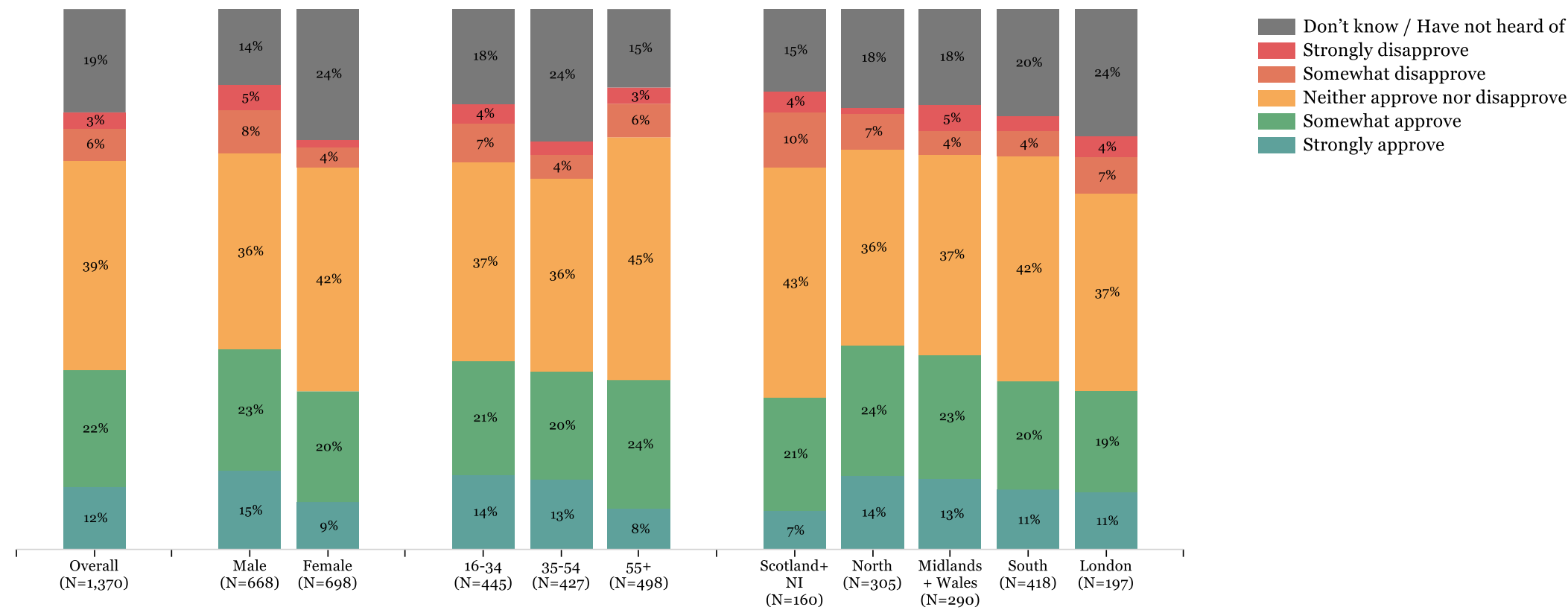
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - European Union



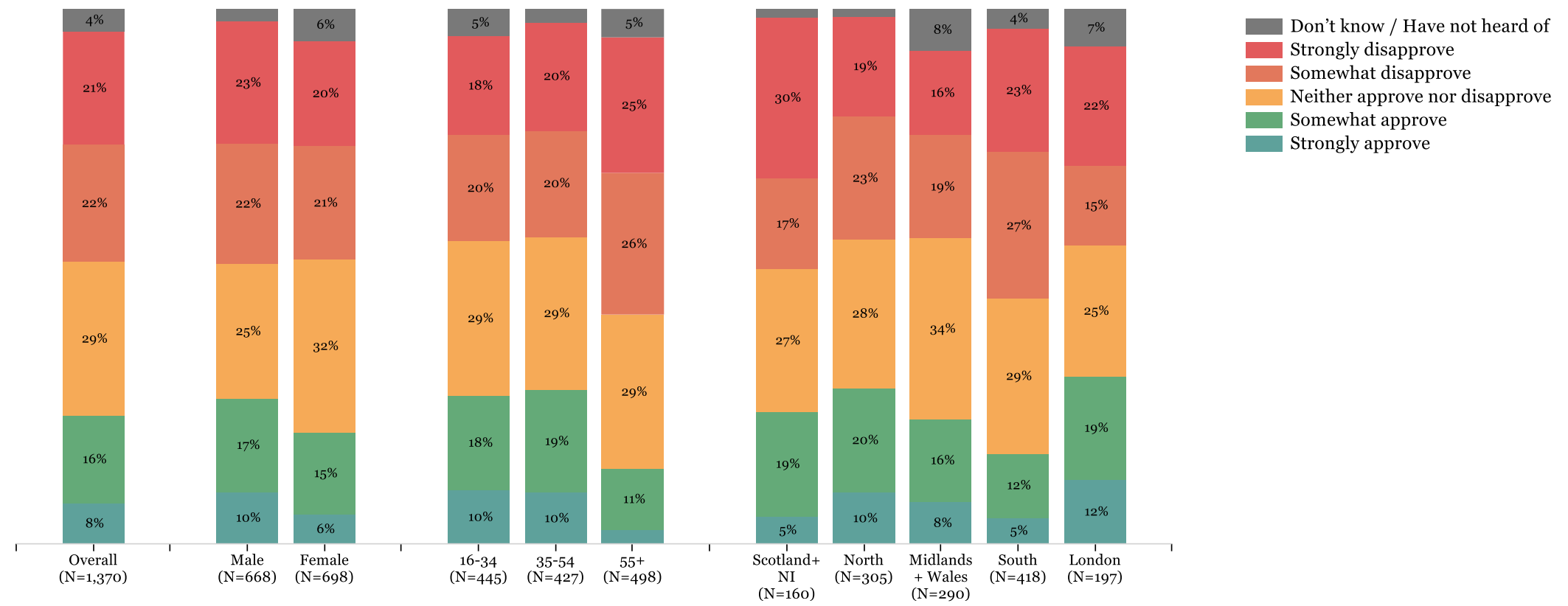
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - Confederation of British Industry (CBI)



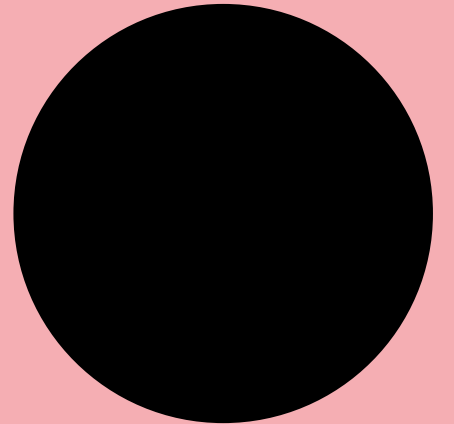
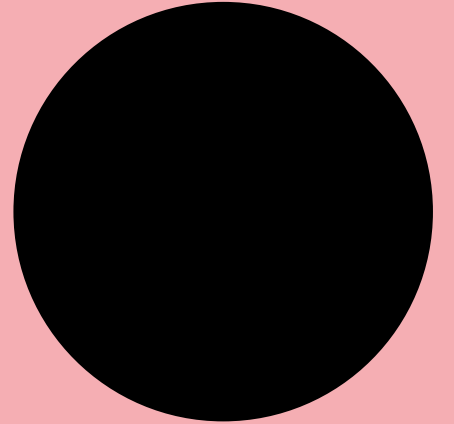
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Profile: Approval - US Government

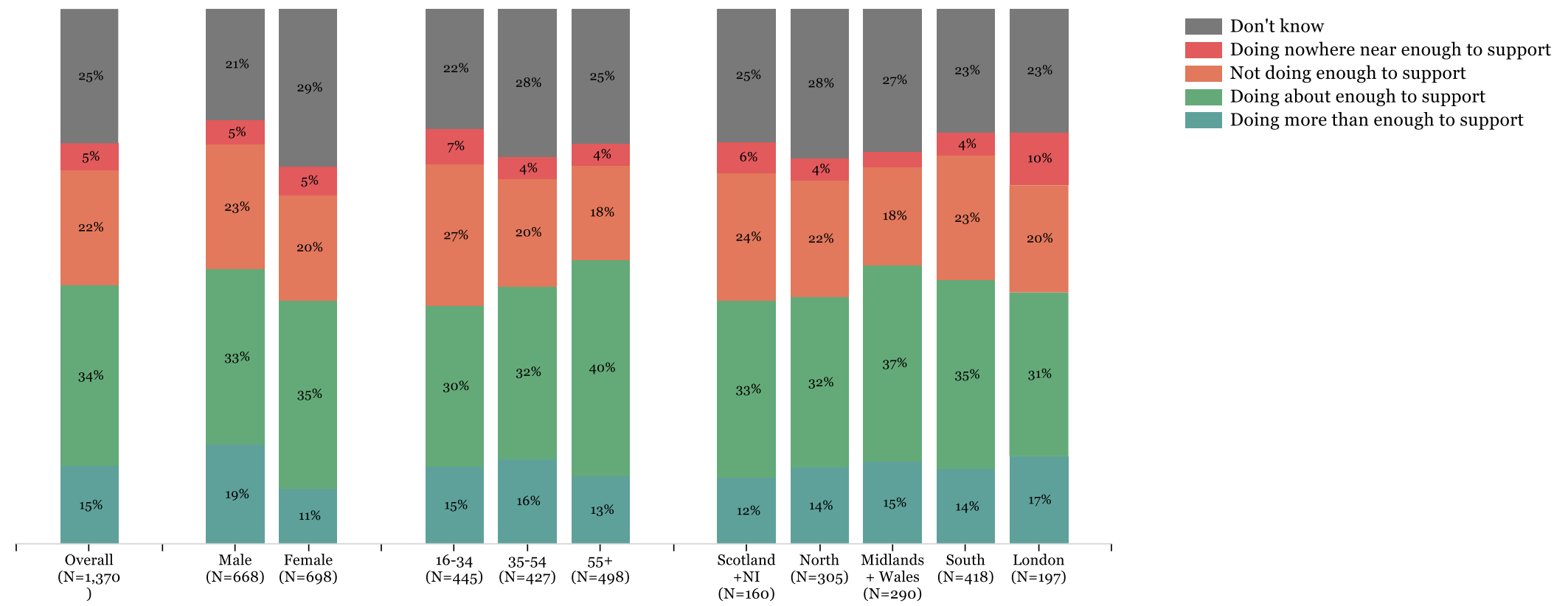


From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

Support level by audience (Wednesday 8th April)

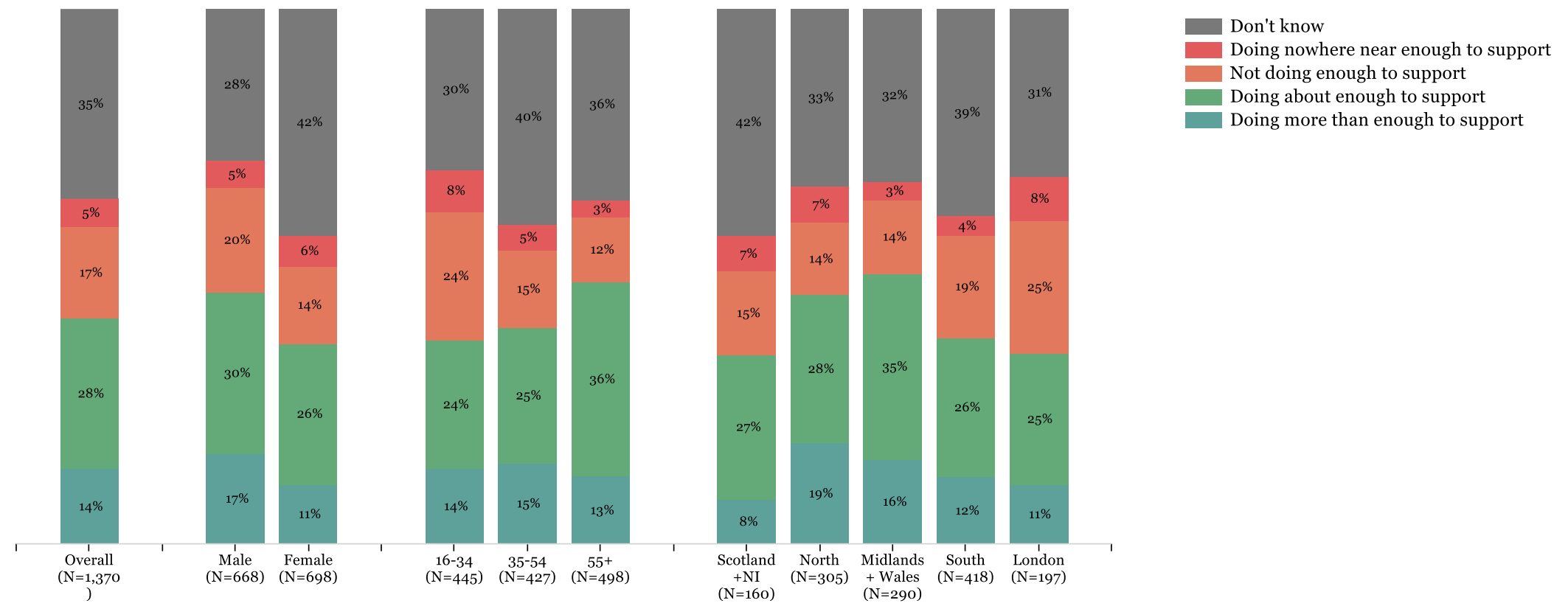


Profile: Airlines



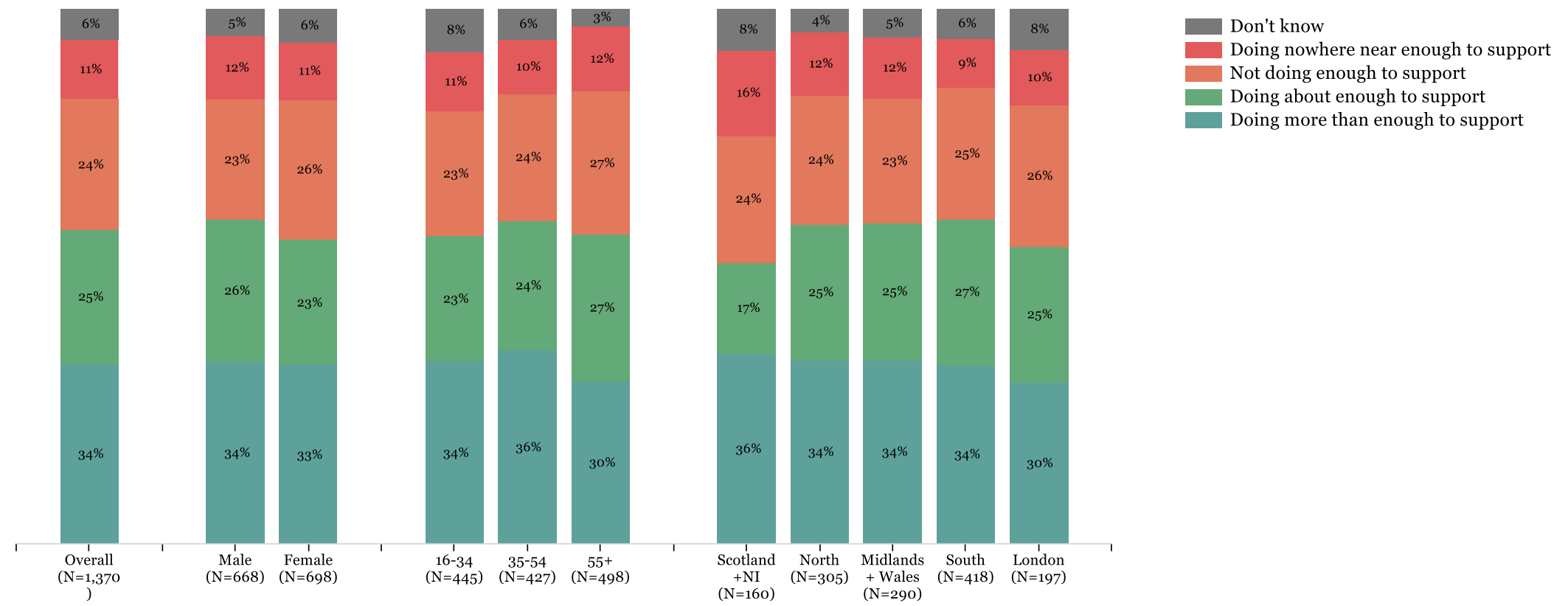
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: Insurance companies



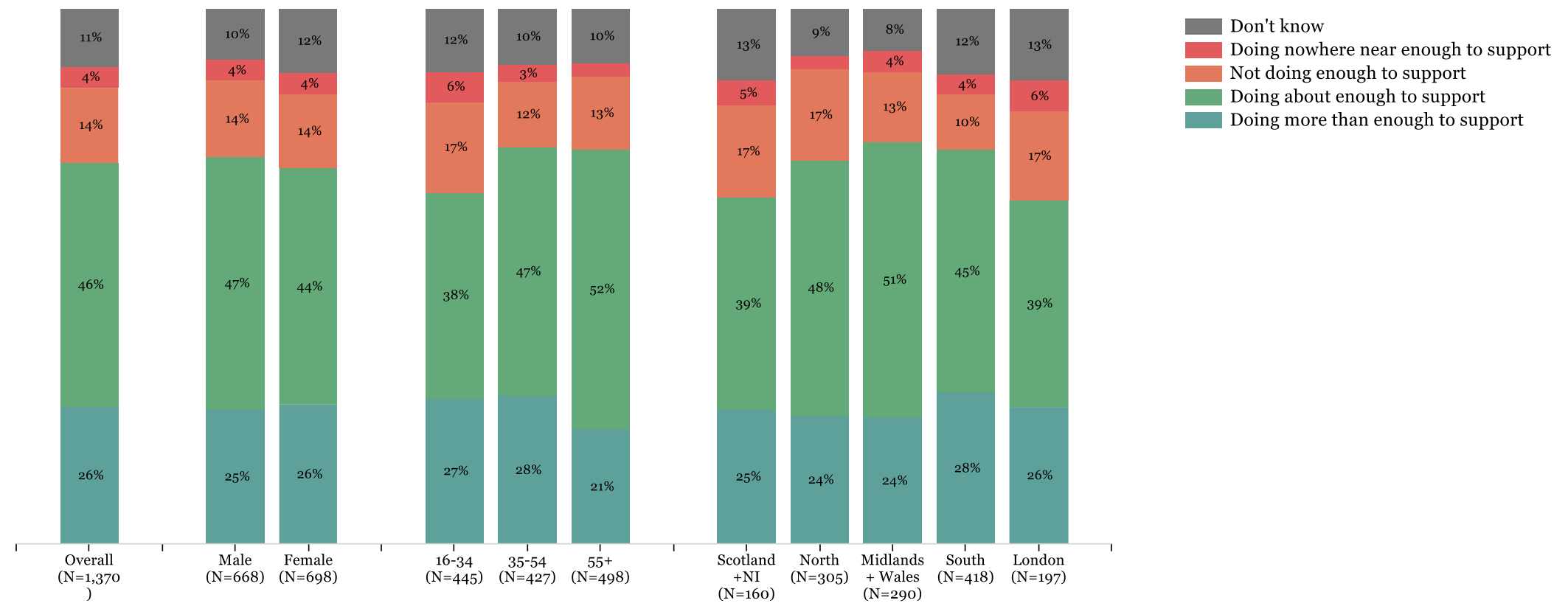
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: NHS



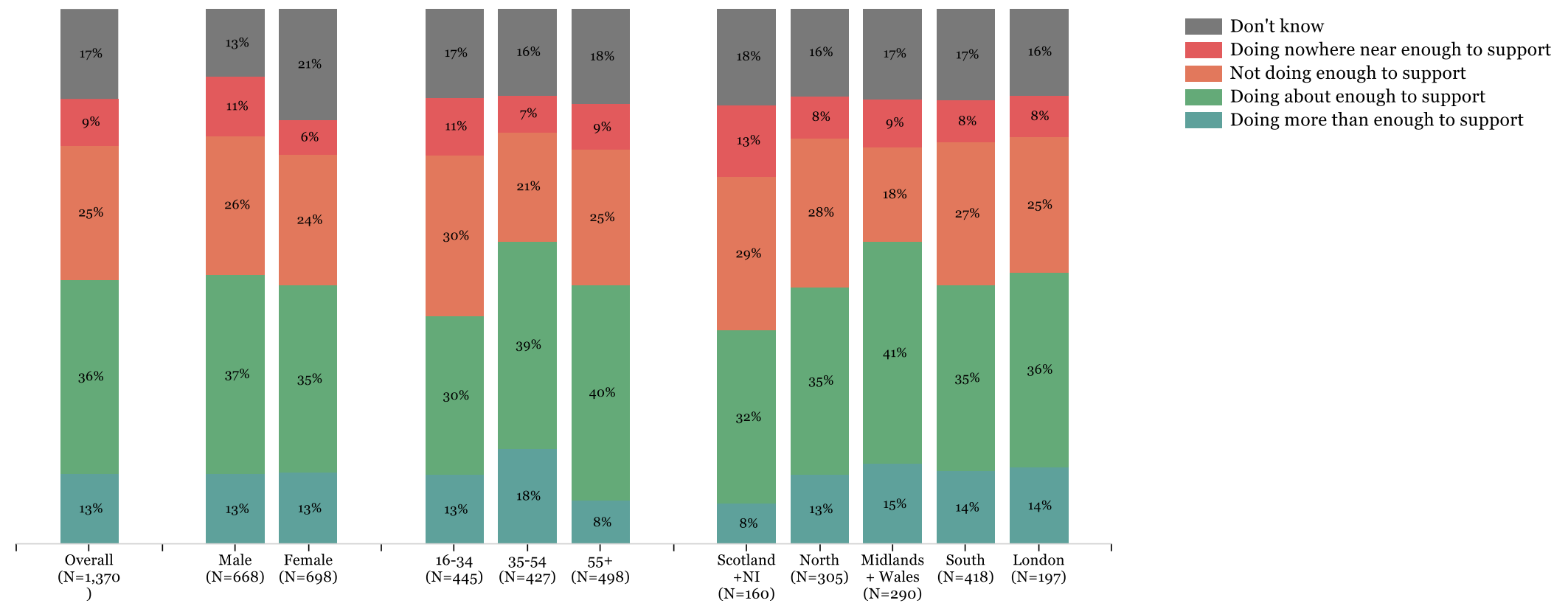
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: Supermarkets



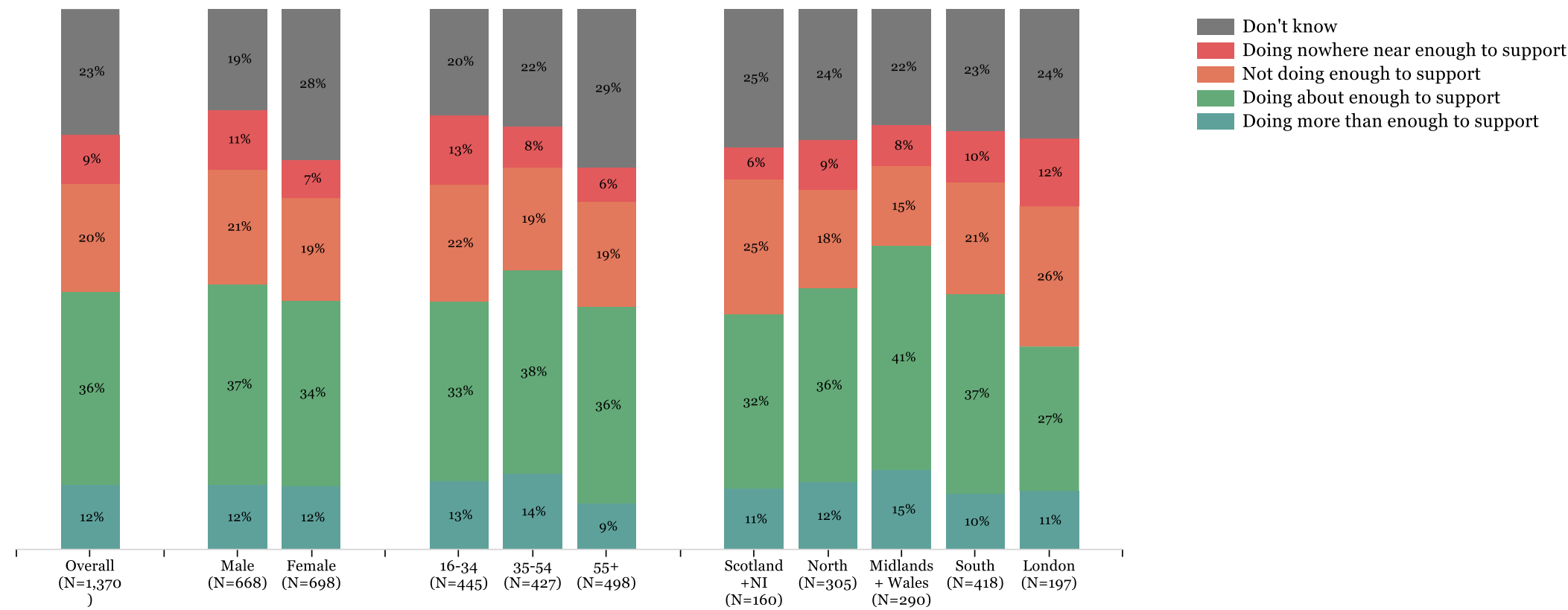
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: Small businesses



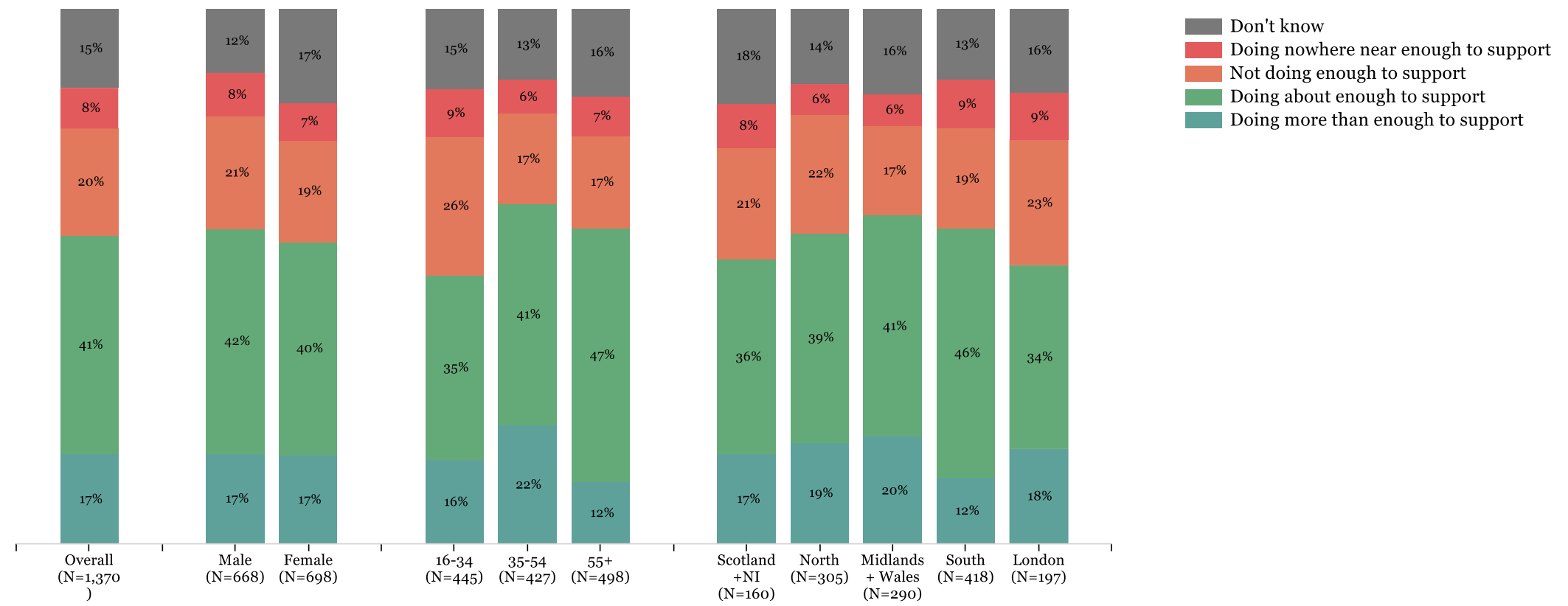
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

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



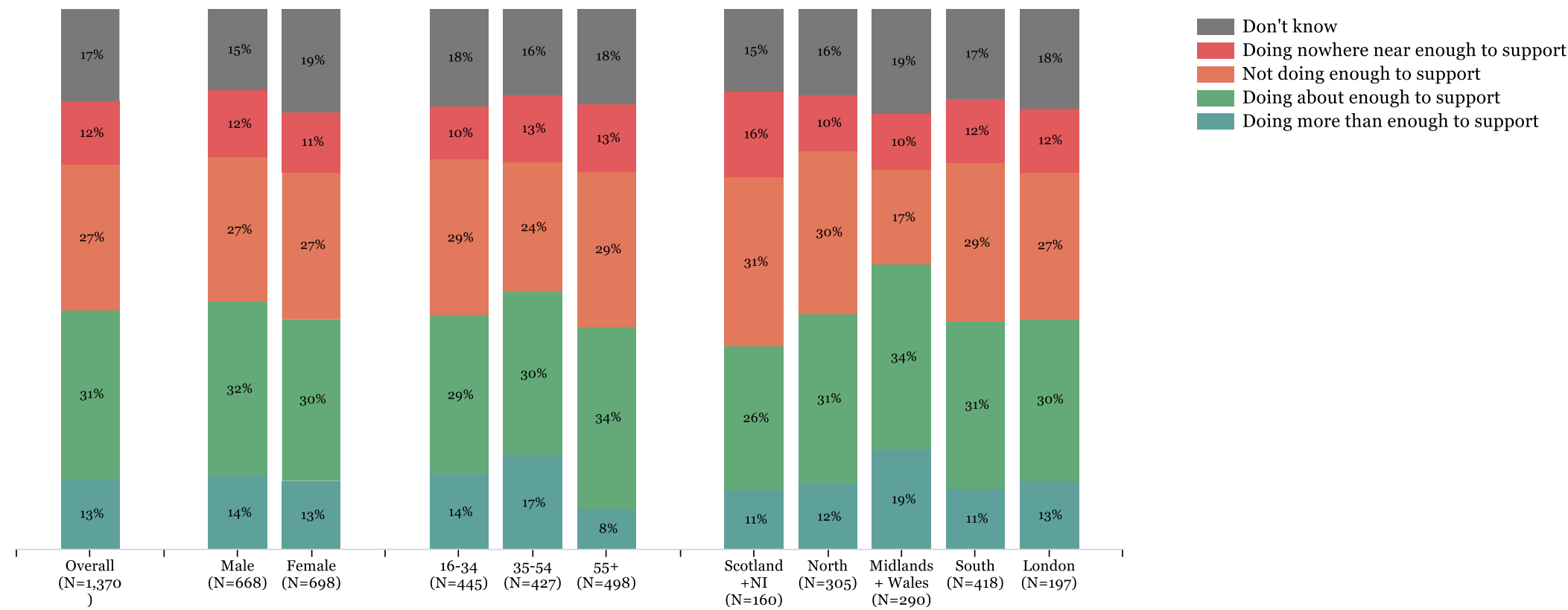
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

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?

End

