Savanta Coronavirus Data Tracker

Tuesday 26th May
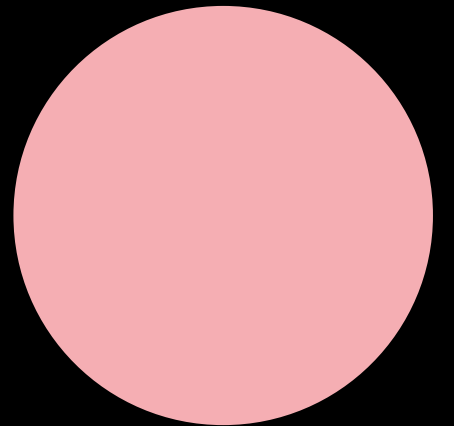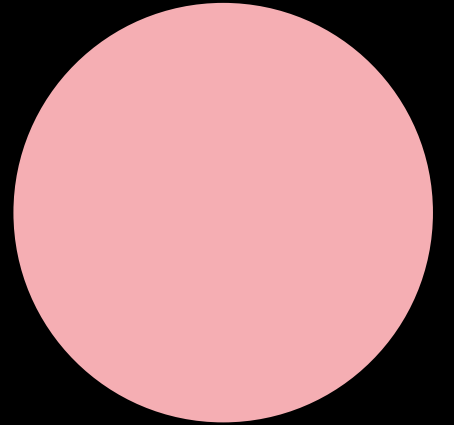
Savanta:

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Introduction

Details, topics & sampling

Savanta**:**
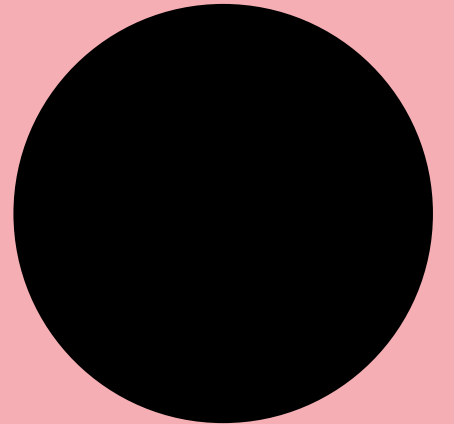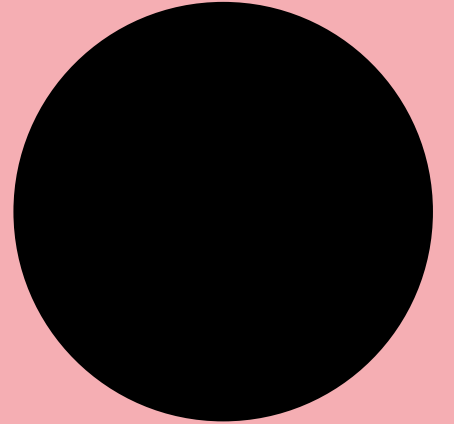
Coronavirus Data Tracker - Introduction

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
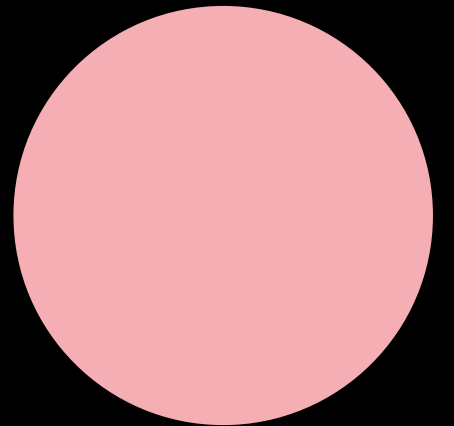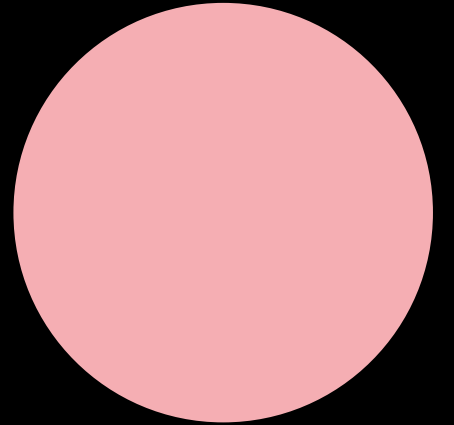
Approval ratings
Approval of key figures
Approval of organisations
Industry support

Savanta:

Sample - by day

Coronavirus spread

Savanta:

Self-diagnosis of Coronavirus - over time
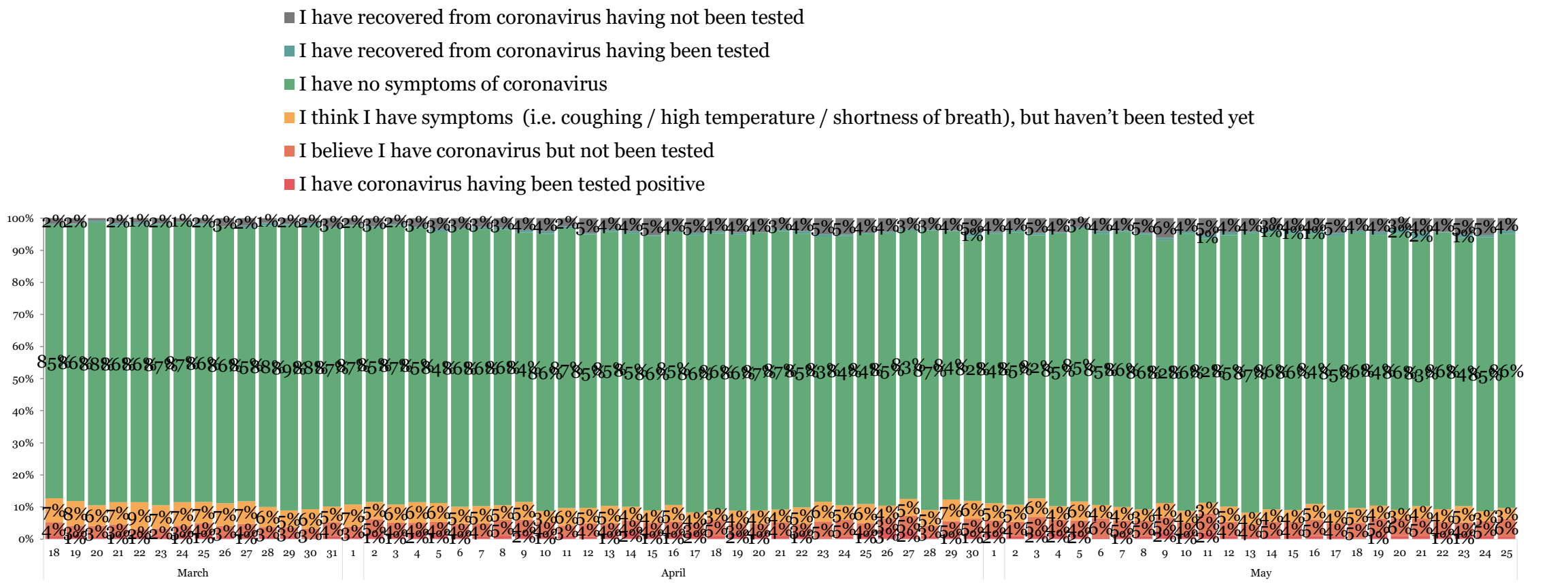
Which of the following best describes you regarding coronavirus (COVID-19)?

Profile: Self-diagnosis of Coronavirus (Monday 25th May)
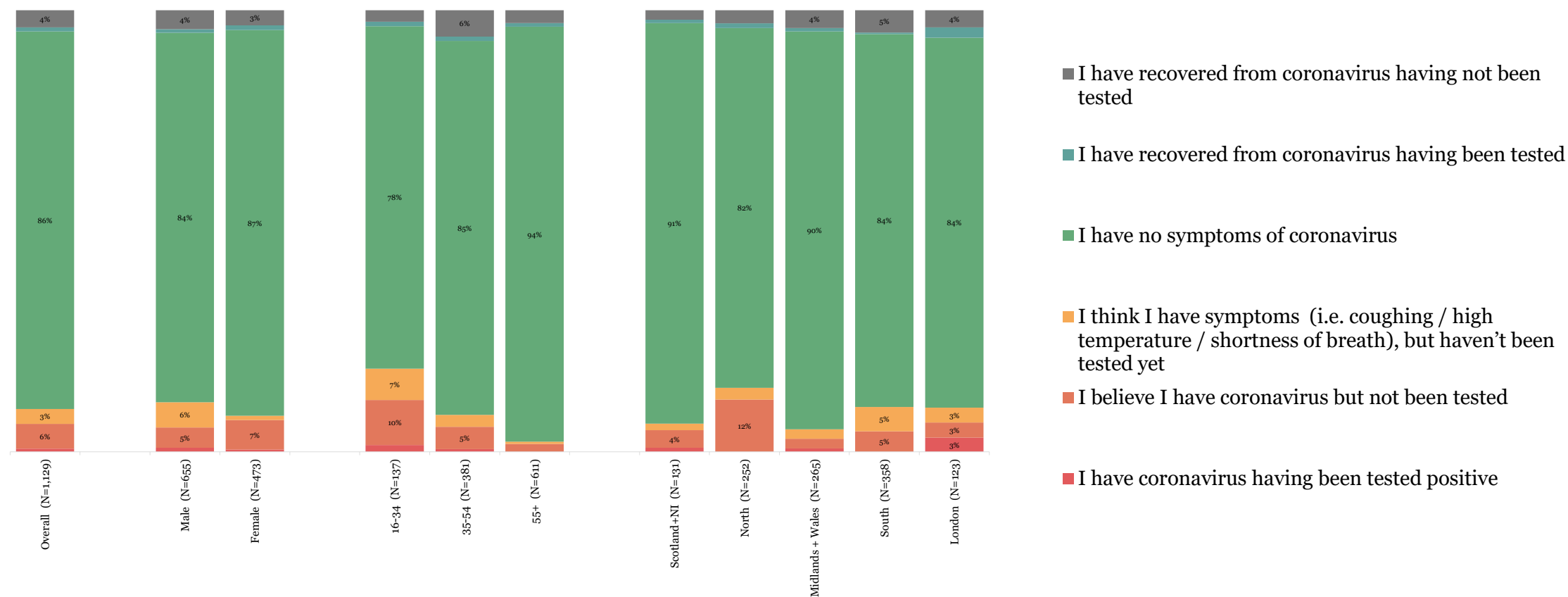
Which of the following best describes you regarding coronavirus (COVID-19)?

Concern & impact

Savanta:

Level of worry about COVID-19 - over time

Legend: Low worry, Limited worry, Some worry, Great worry, Most worried ever

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)?

27 May, 2020

Profile: Level of worry about COVID-19 (Monday 25th May)
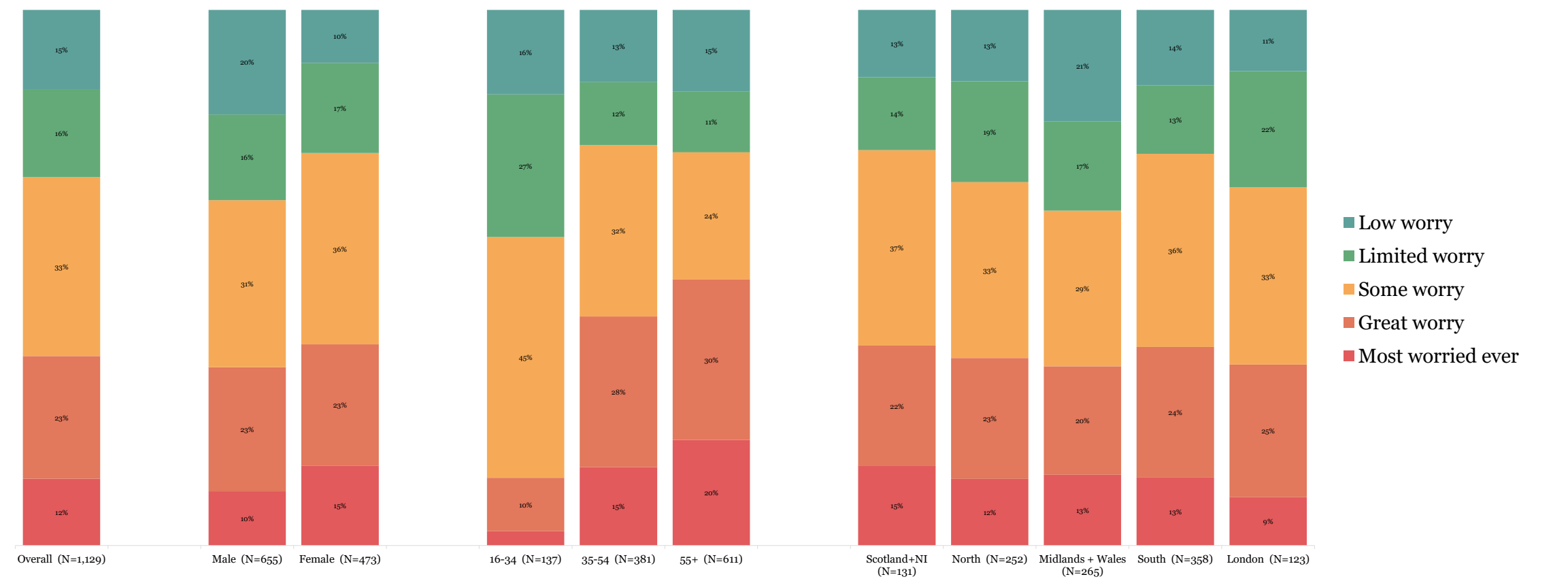
Given what you know about COVID-19, using a scale from 0 - 10, how worried are you (where 0 is not at all worried and 10 is the most worried you've ever been)?

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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)?

13
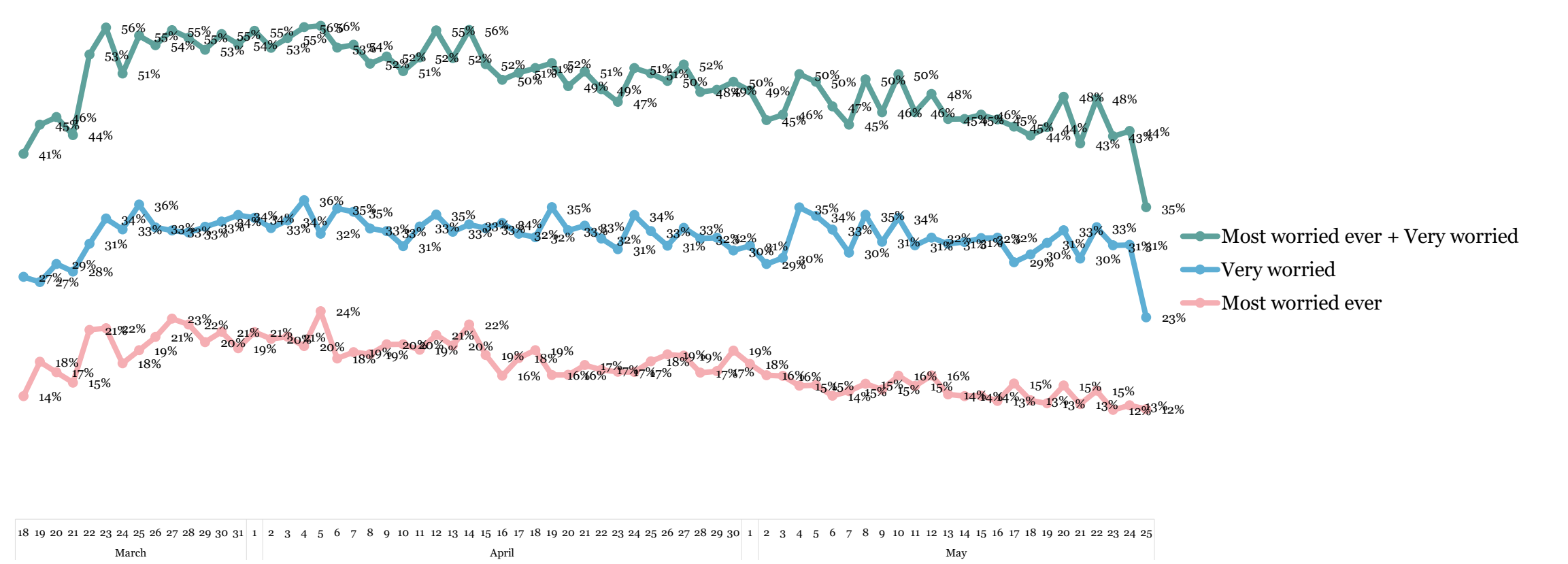
Disposable income impact - over time
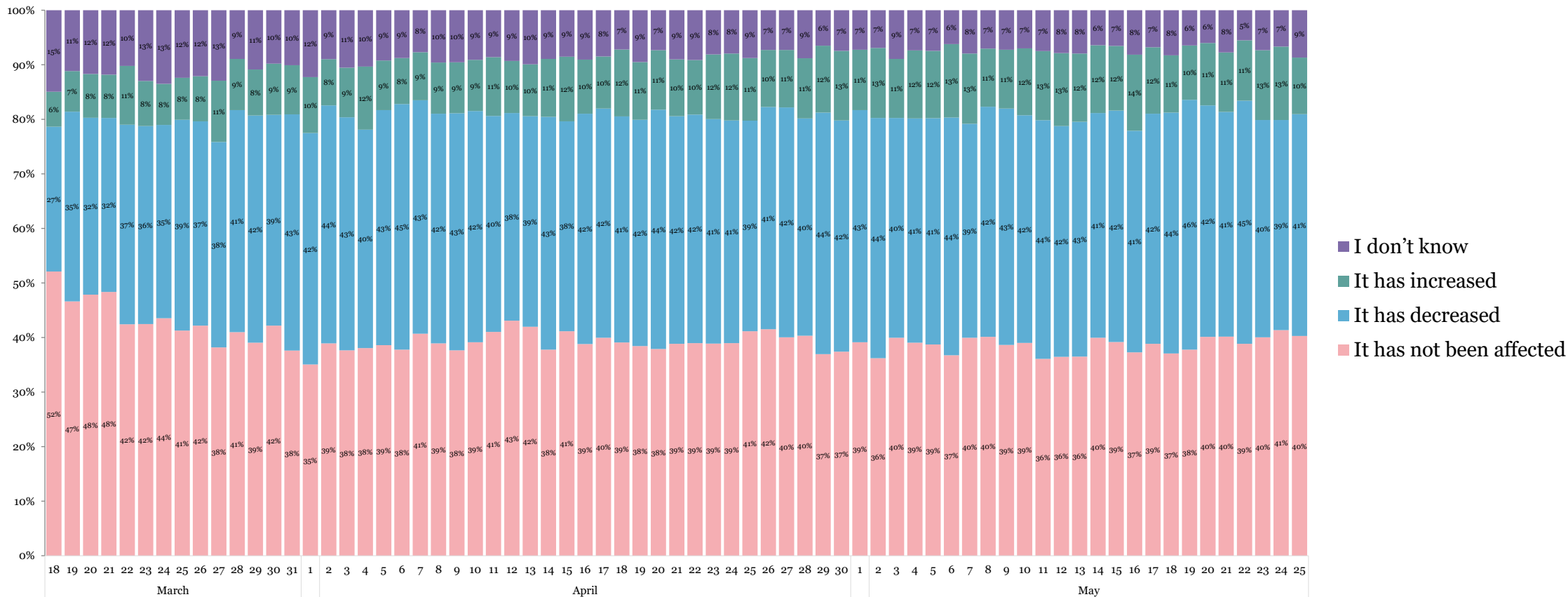
Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?

Profile: Disposable income impact (Monday 25th May)
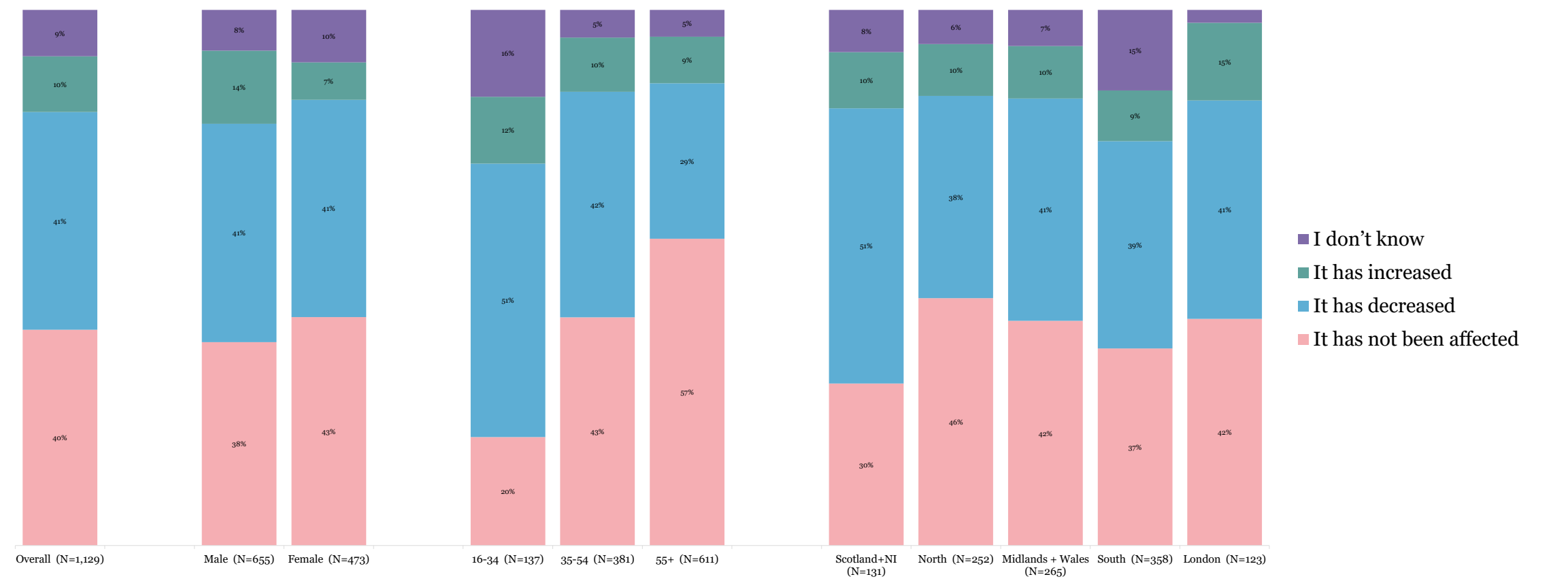
Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?

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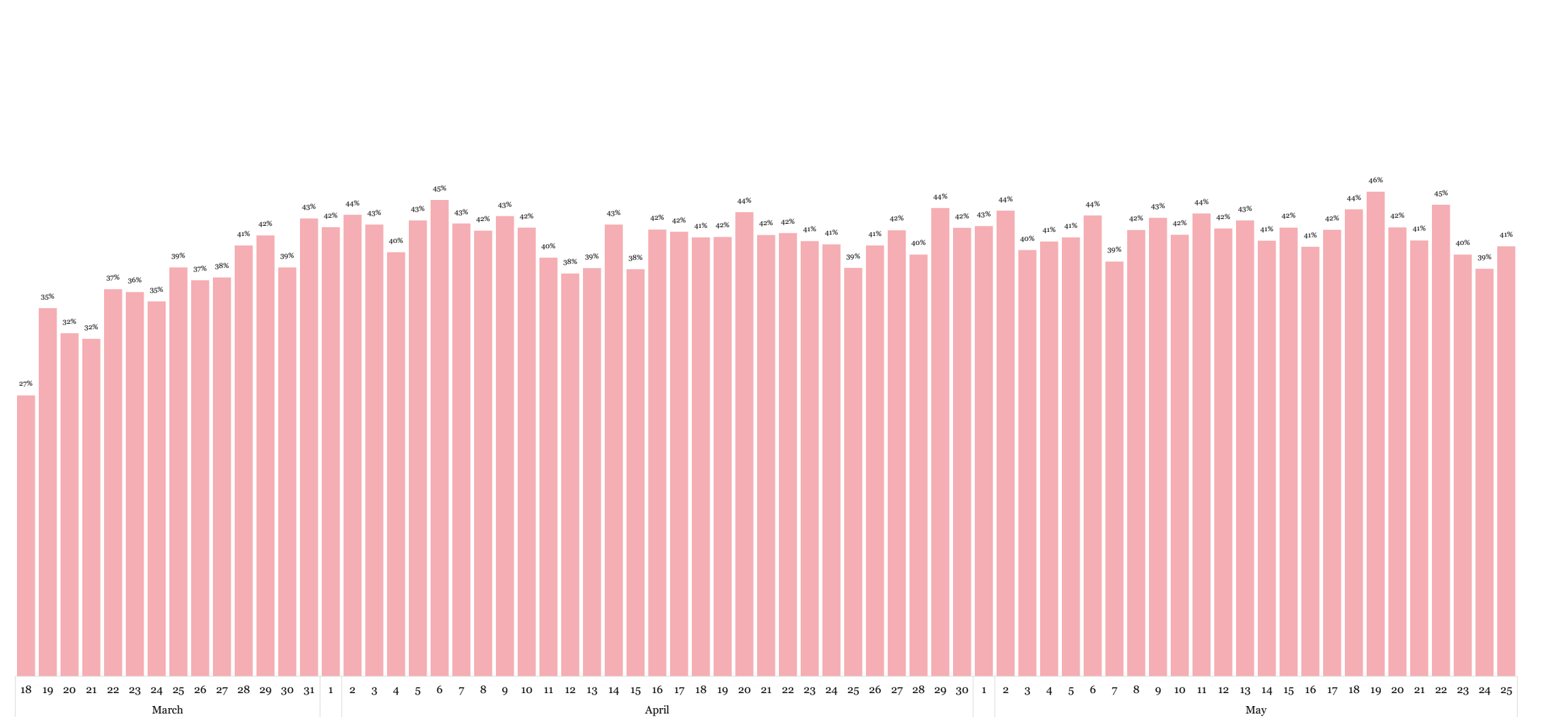
Has the COVID-19 virus impacted your disposable income (the amount of money you have left from your income after taking away money spent on ongoing bills)?
% = It has decreased

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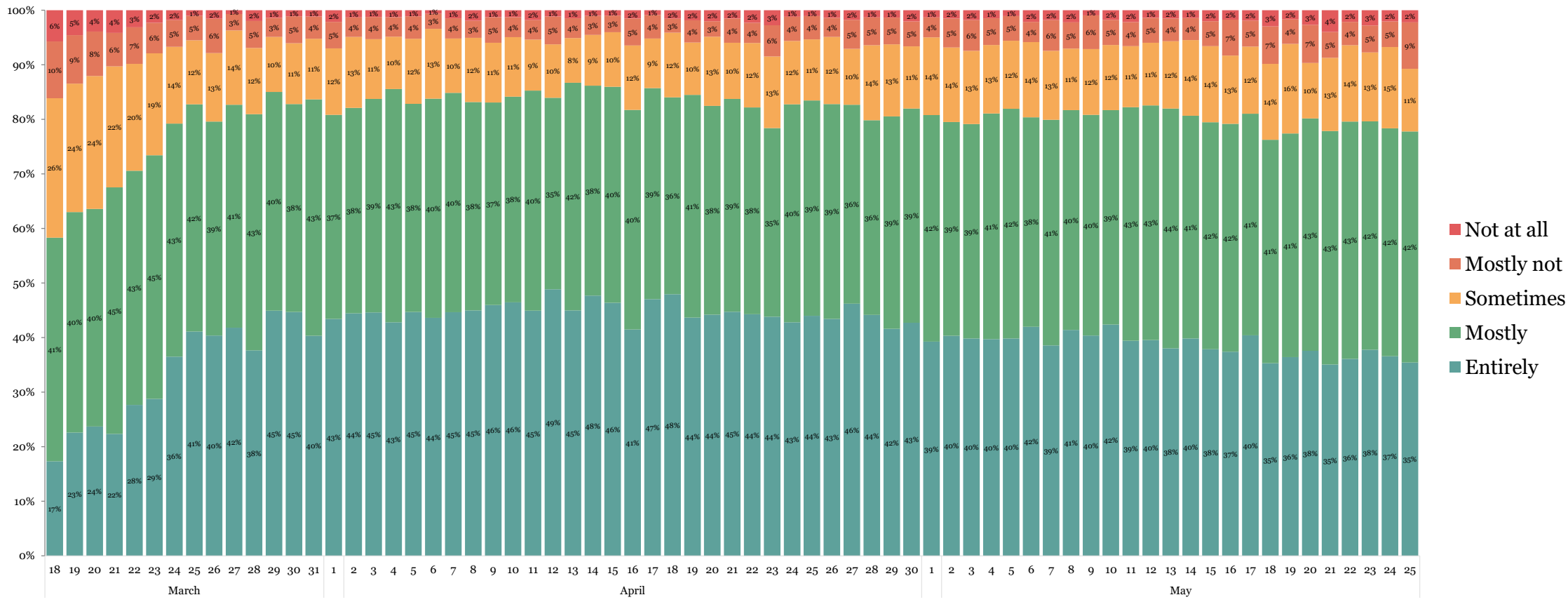
Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government's advice (where 0 is not at all and 10 entirely)?

Profile: Following government advice (Monday 25th May)
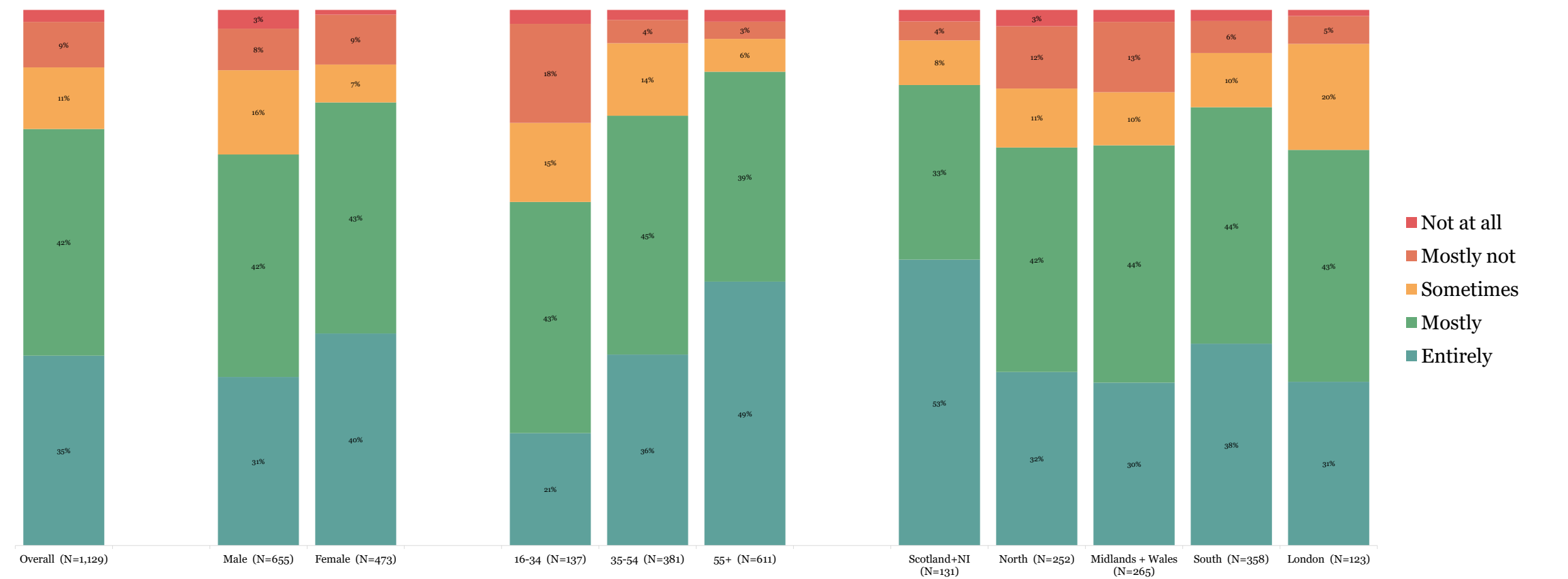
Given what you know about COVID-19, using a scale from 0 - 10, to what extent have you followed the government's advice (where 0 is not at all and 10 entirely)?

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)?

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Profile: Working from home - over time
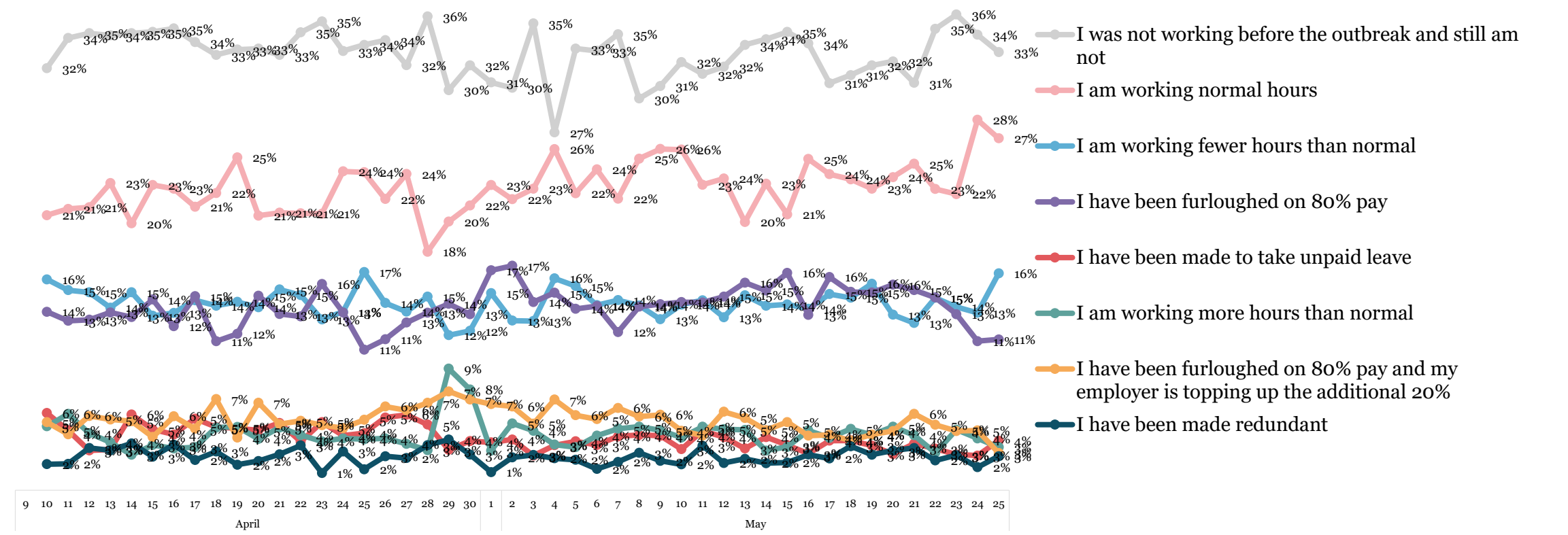
Which of the following best describes your working situation following the outbreak of COVID-19?

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Profile: Working from home (Monday 25th May)
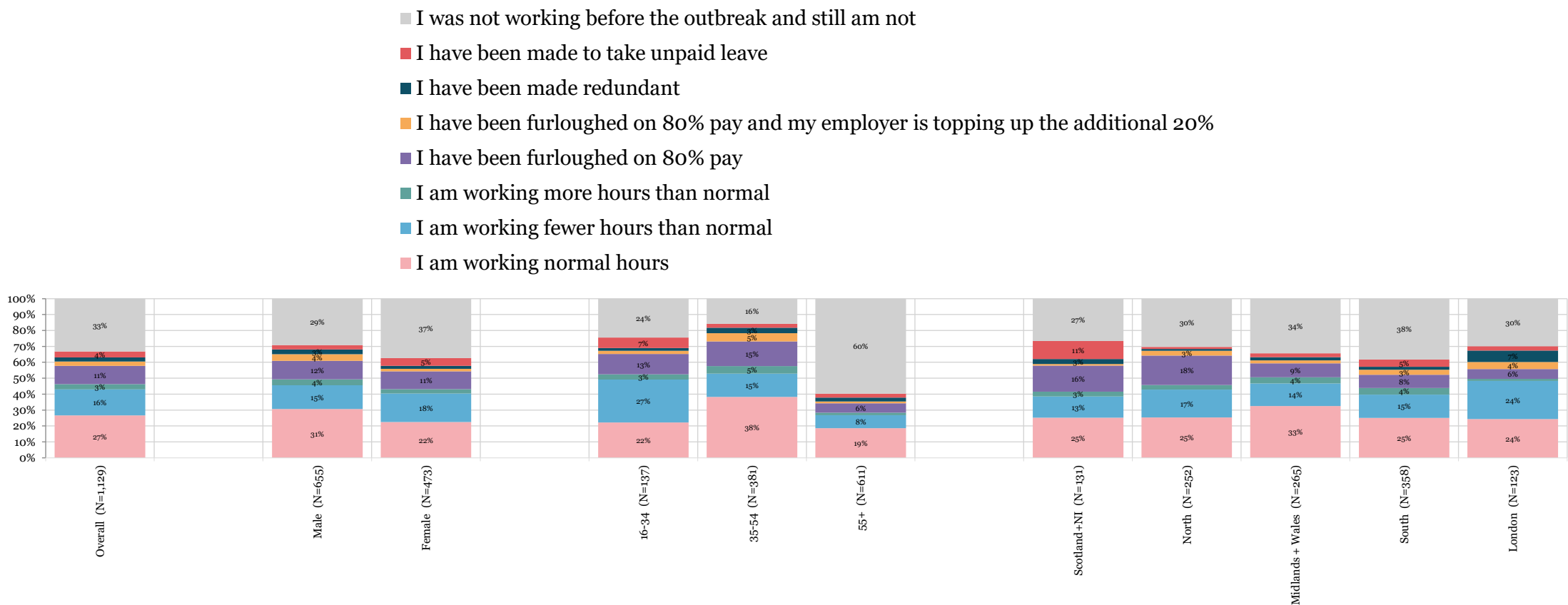
Which of the following best describes your working situation following the outbreak of COVID-19?

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Net personal impact - over time

Your physical health
Your job security
Your mental health
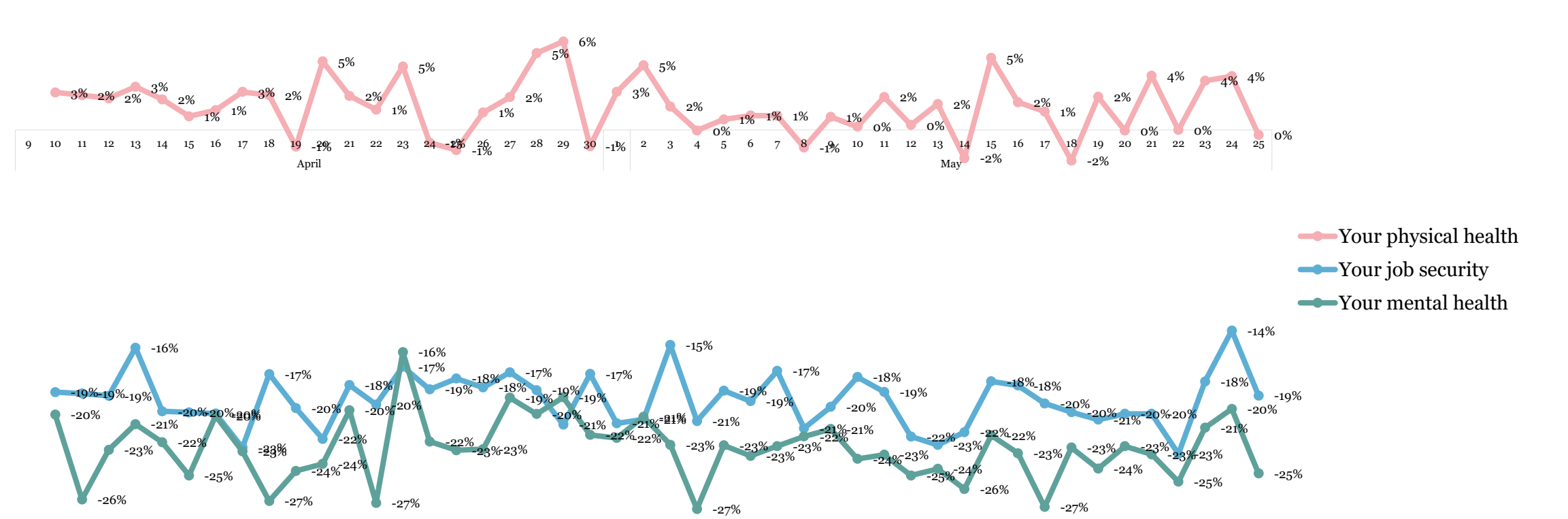
Have any of the following changed since the outbreak of COVID-19? (% Got better minus % Got worse)

22

Home activity

Savanta:
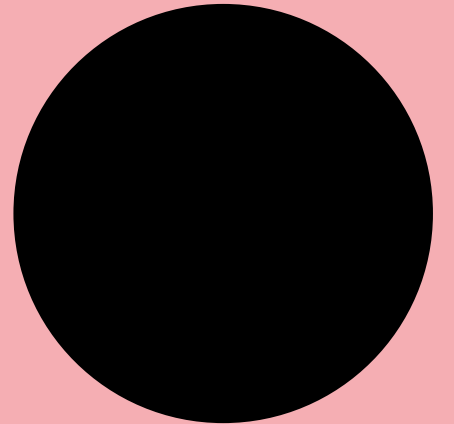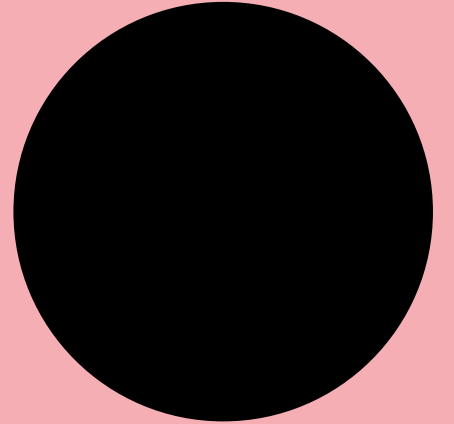
Self-isolation - over time

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

24
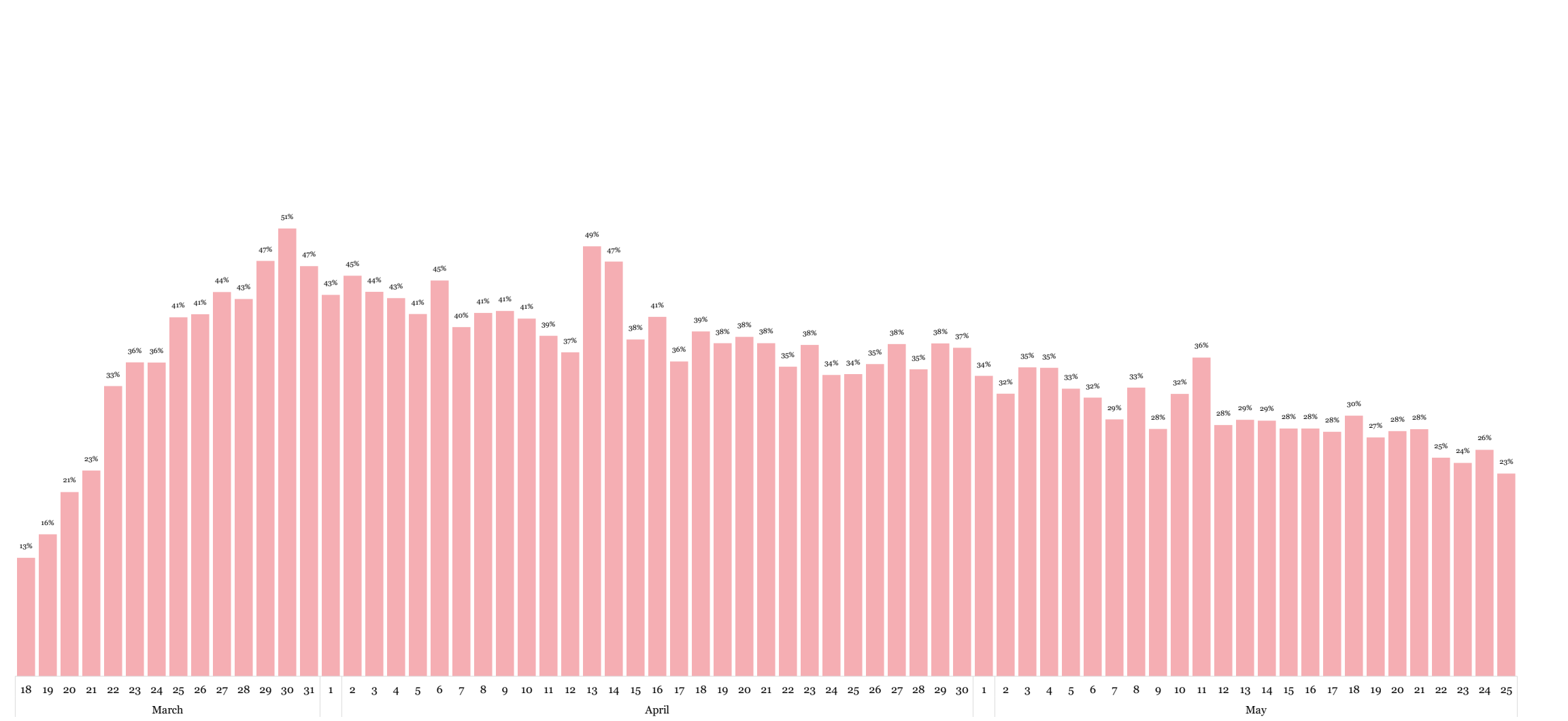
Profile: Self-isolation (Monday 25th May)
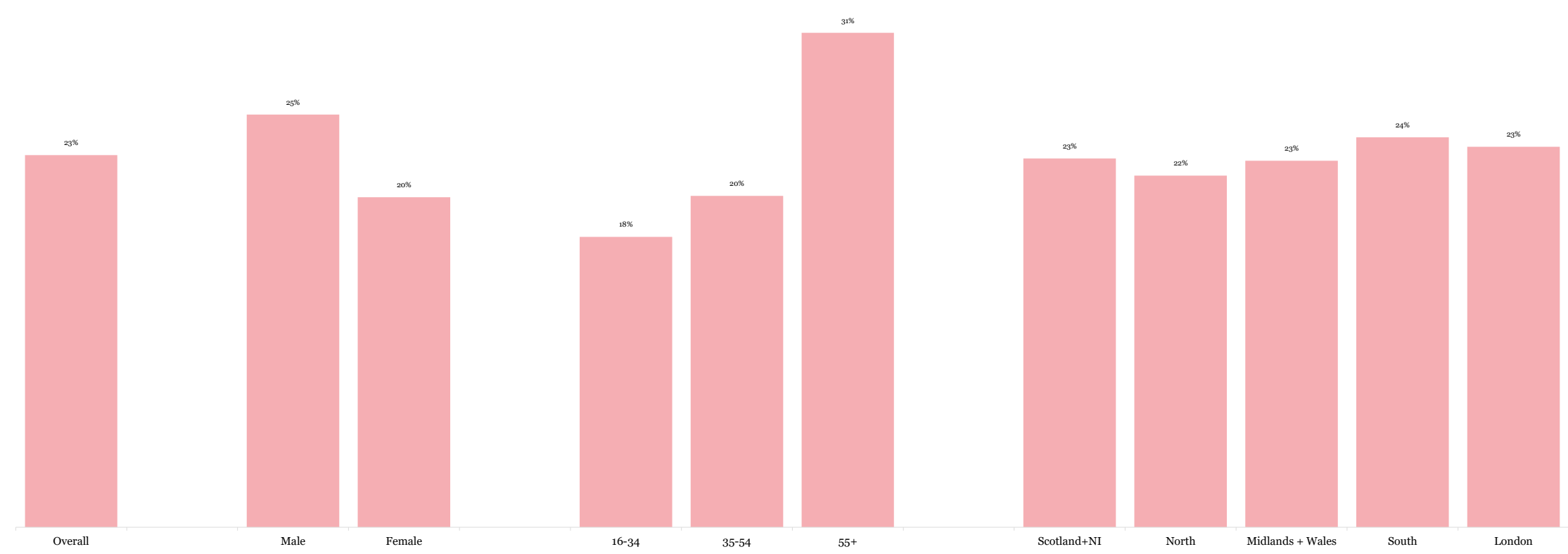
Overall	Male	Female	16-34	35-54	55+	Scotland+NI	North	Midlands + Wales	South	London
23%	25%	20%	18%	20%	31%	23%	22%	23%	24%	23%

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

27 May, 2020

Actions taken - over time

Consumed news
Left house
Made a video call
Bought anything online
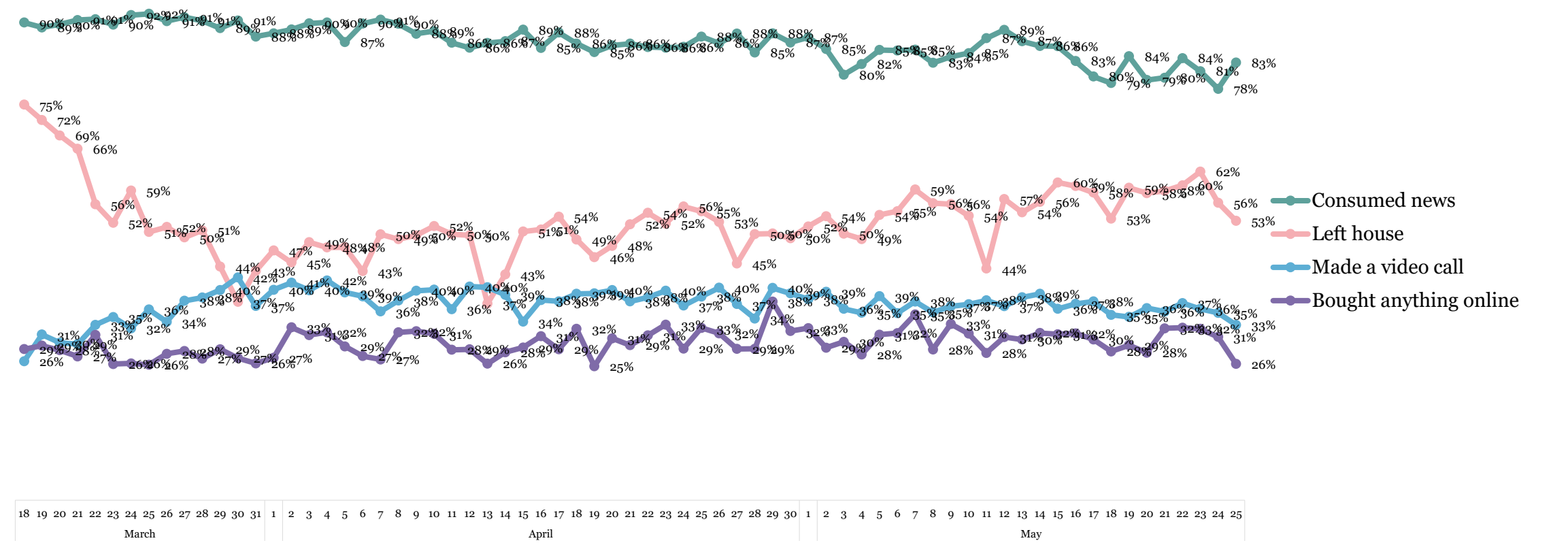
Thinking about yesterday, did you...

Profile: Watch / read / hear the news? (Monday 25th May)

	Overall (N=1,129)	Male (N=655)	Female (N=473)	16-34 (N=137)	35-54 (N=381)	55+ (N=611)	Scotland+NI (N=131)	North (N=252)	Midlands + Wales (N=265)	South (N=358)	London (N=123)
%	83%	81%	85%	84%	78%	86%	76%	84%	79%	87%	82%
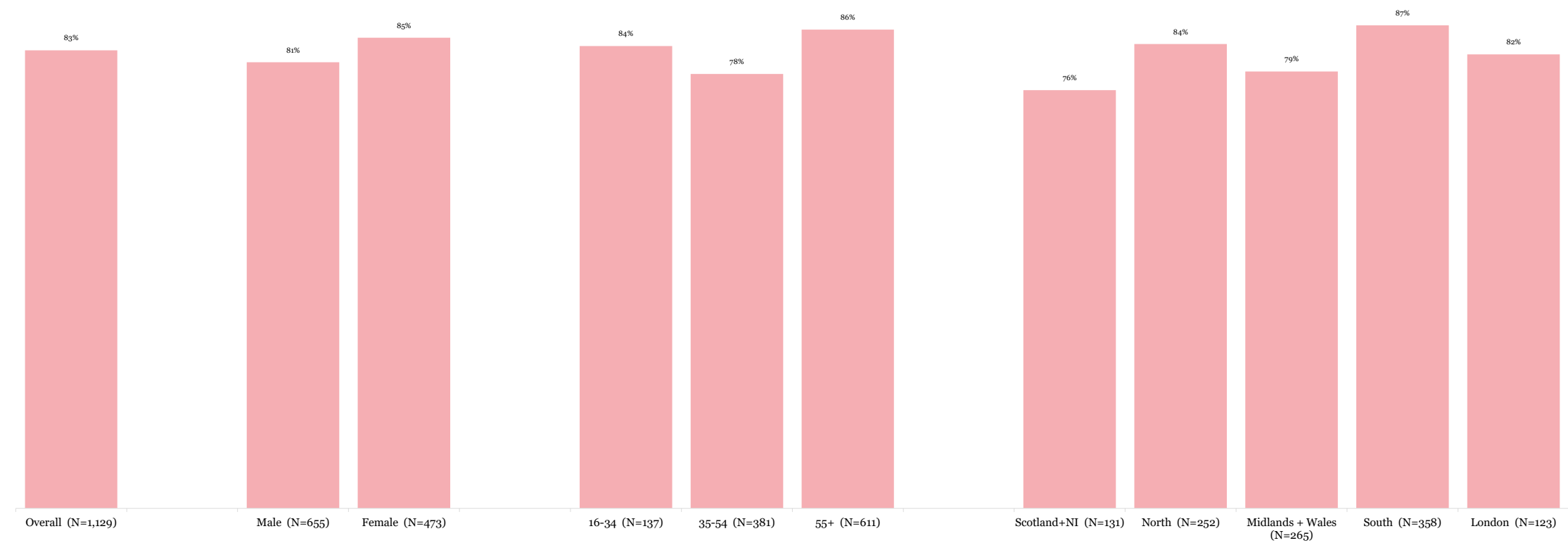
Thinking about yesterday, did you…

Profile: Leave your house? (Monday 25th May)

53%
55%
50%
59%
52%
47%
53%
43%
56%
60%
50%

Overall (N=1,129)

Male (N=655)   Female (N=473)

16-34 (N=137)   35-54 (N=381)   55+ (N=611)

Scotland+NI (N=131)   North (N=252)   Midlands + Wales (N=265)   South (N=358)   London (N=123)
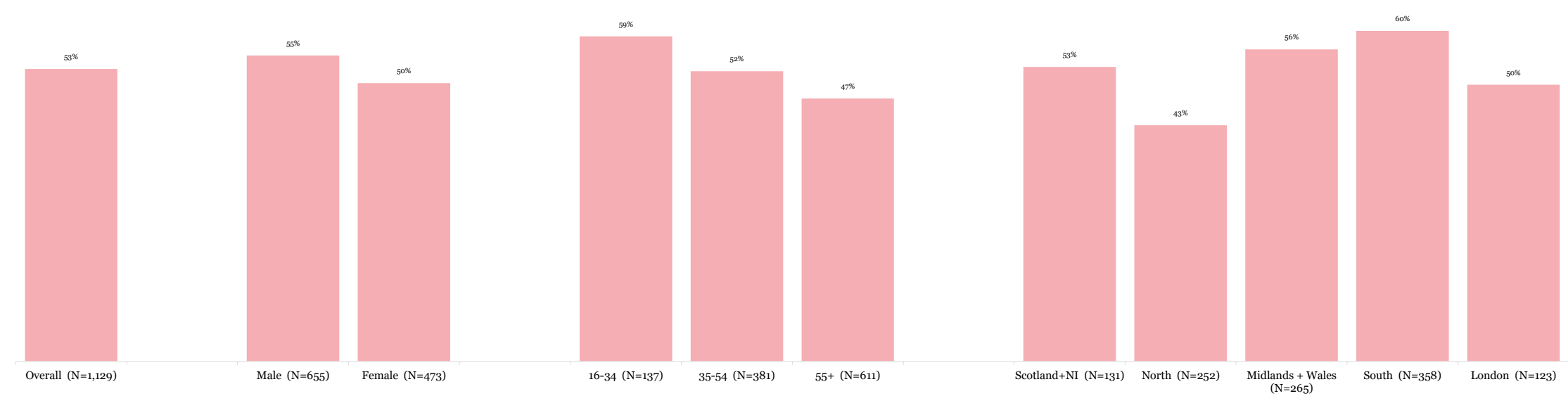
Thinking about yesterday, did you...

Profile: Buy anything online? (Monday 25th May)
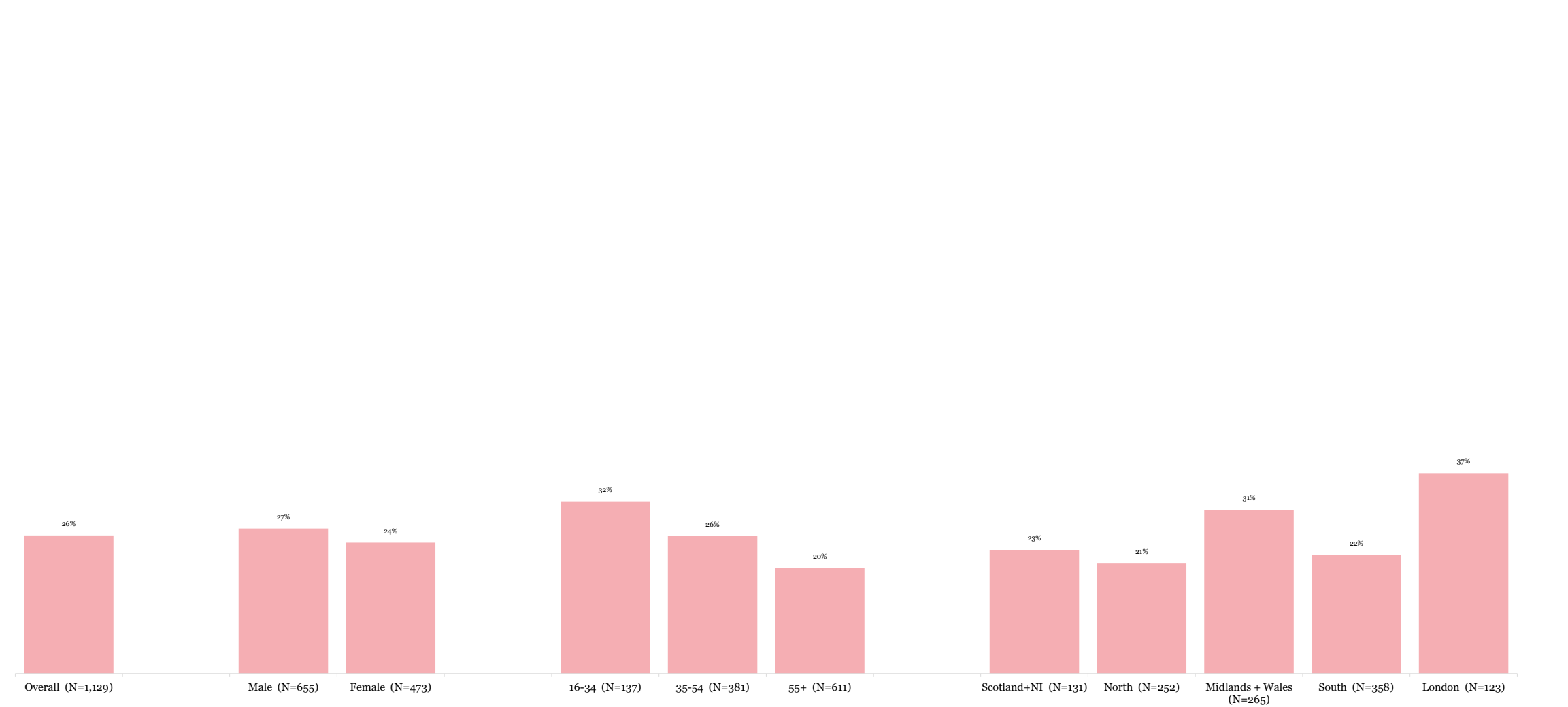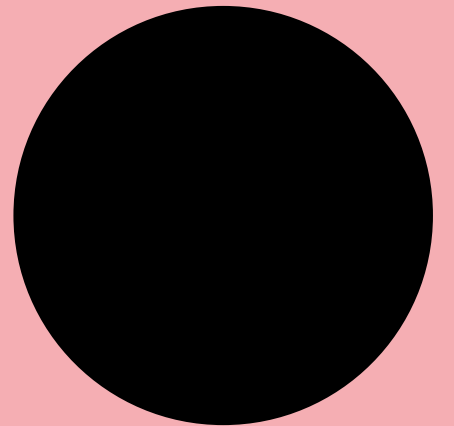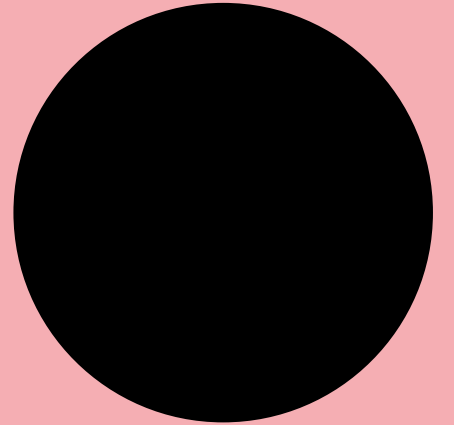
Thinking about yesterday, did you...

Profile: Video call anyone? (Monday 25th May)

	Overall (N=1,129)	Male (N=655)	Female (N=473)	16-34 (N=137)	35-54 (N=381)	55+ (N=611)	Scotland+NI (N=131)	North (N=252)	Midlands + Wales (N=265)	South (N=358)	London (N=123)
	33%	33%	33%	53%	27%	20%	26%	20%	43%	37%	37%
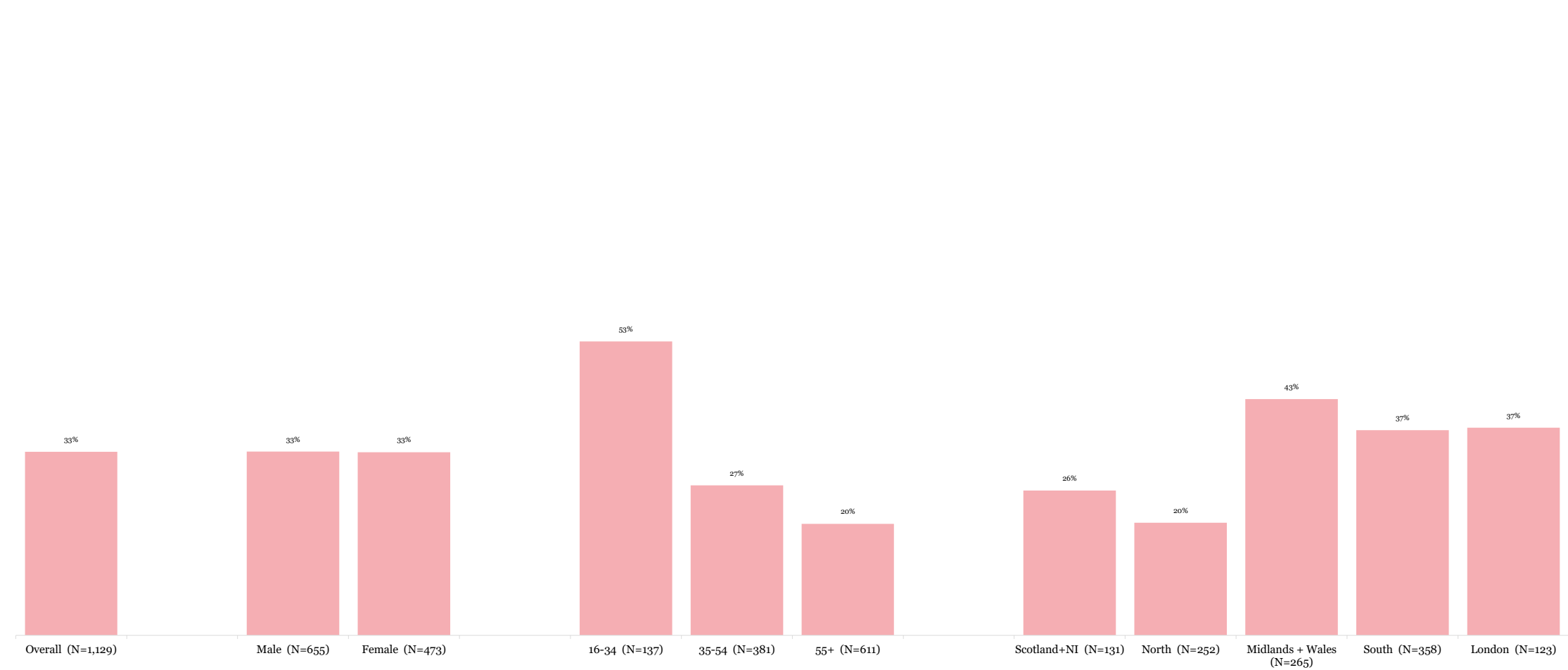
Thinking about yesterday, did you...

Out-of-home activity

Savanta**:**

Out-of-home activity - over time

Went out to exercise (e.g. walk, run or cycle)?
Went out for another reason?
Went to the supermarket
Visited a shop (not a supermarket)
Visit friends or family in an open public space?
Visit friends or family at their house (even if you remained outside, more than 2m away)?
Went out to work?
Visit a pharmacy?

Earlier, you said you left your house. Did you do any of the following?
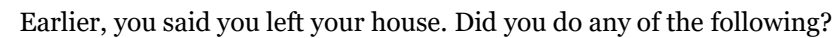
Profile: Go to the supermarket? (Monday 25th May)
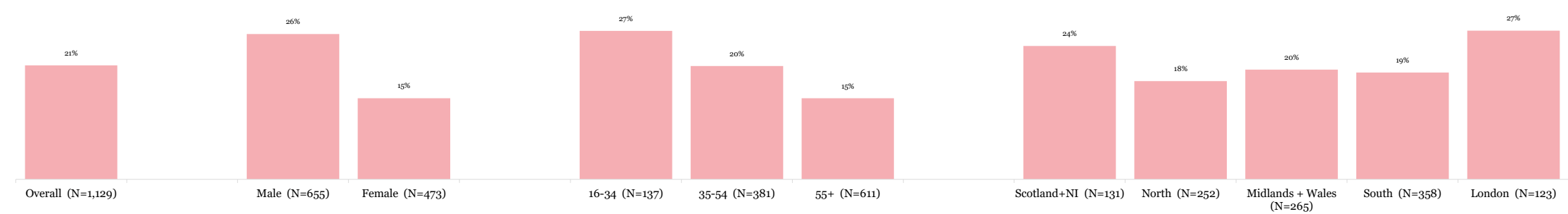
21%	26%	15%	27%	20%	15%	24%	18%	20%	19%	27%
Overall (N=1,129)	Male (N=655)	Female (N=473)	16-34 (N=137)	35-54 (N=381)	55+ (N=611)	Scotland+NI (N=131)	North (N=252)	Midlands + Wales (N=265)	South (N=358)	London (N=123)

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

Profile: Visit any shop other than a supermarket? (Monday 25th May)

Overall (N=1,129)	Male (N=655)	Female (N=473)	16-34 (N=137)	35-54 (N=381)	55+ (N=611)	Scotland+NI (N=131)	North (N=252)	Midlands + Wales (N=265)	South (N=358)	London (N=123)
13%	17%	9%	17%	14%	9%	13%	11%	11%	13%	20%
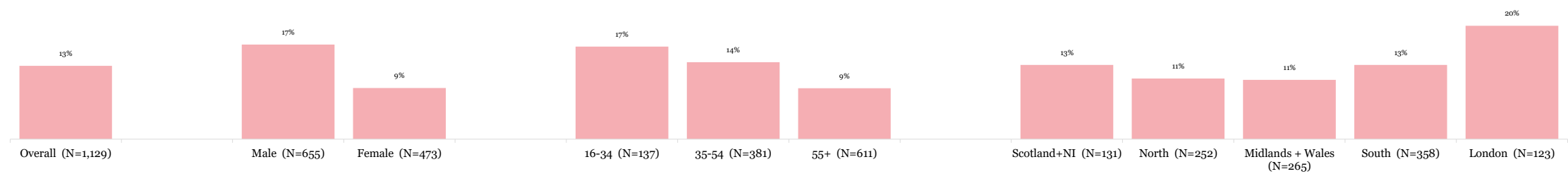
Earlier, you said you left your house. Did you do any of the following?

Empty shelves in the supermarket? (Monday 25th May)

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

35
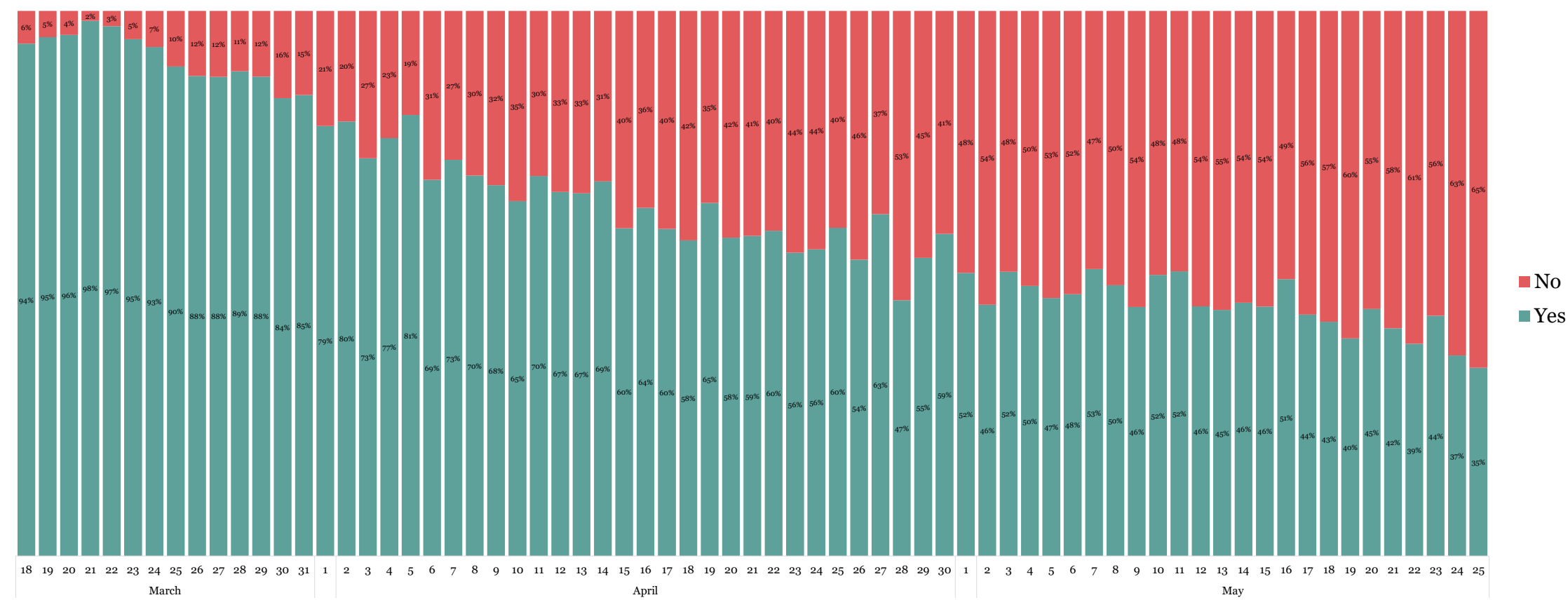
Profile: Empty shelves in the supermarket? (Monday 25th May)
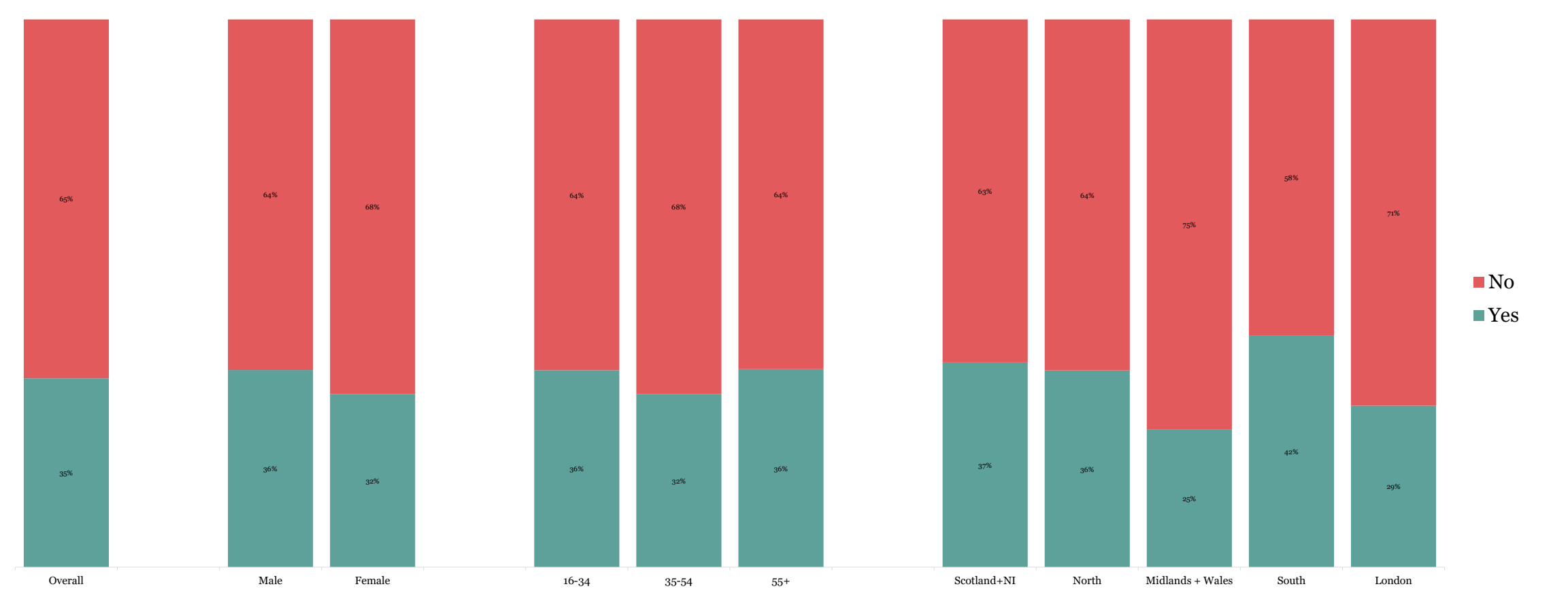
Were there any empty aisles (shelves) in the supermarket?

News consumption

Savanta:
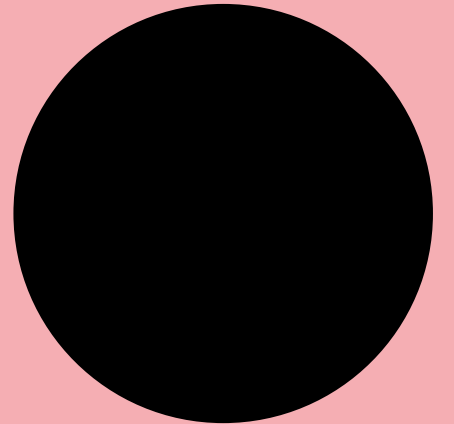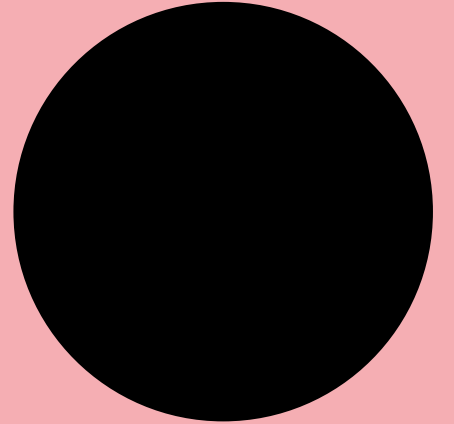
Prime minister's conference - over time
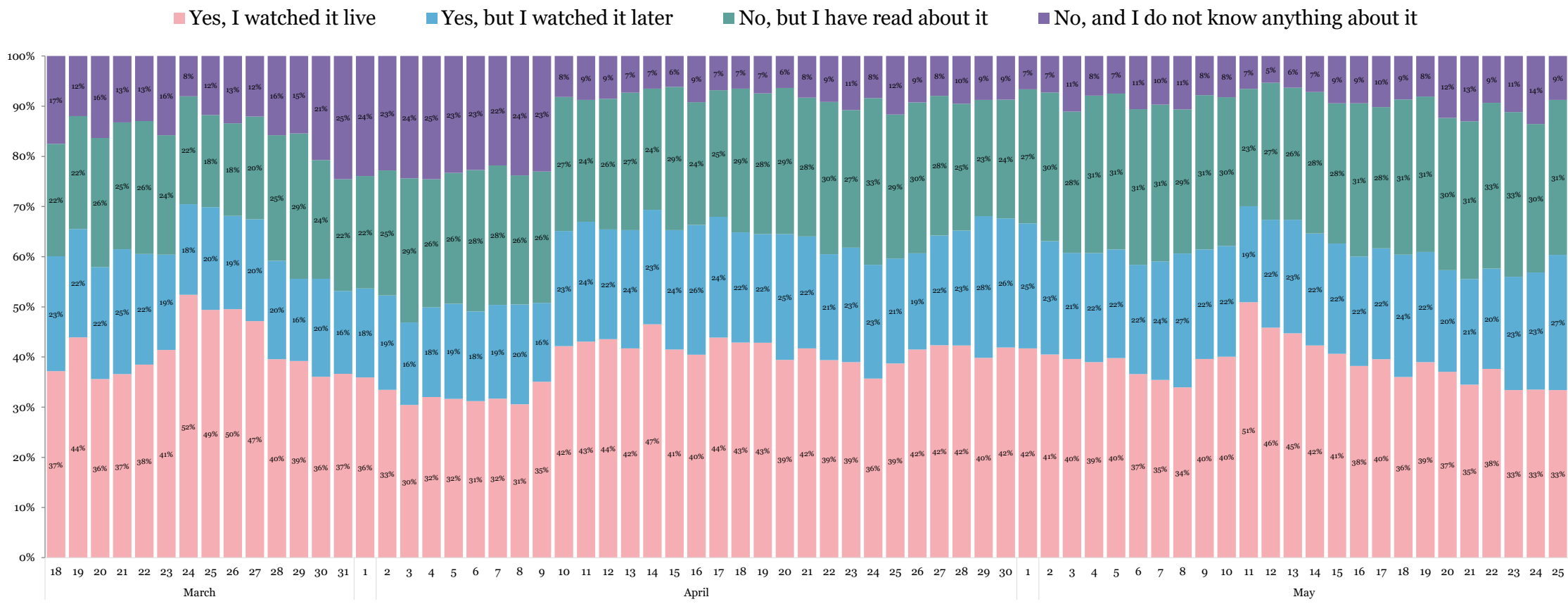
Yesterday, did you watch the Prime Minister's press conference with the Chief Medical Officer and Chief Scientific Officer?

Profile: Prime minister's conference (Monday 25th May)

■ No, and I do not know anything about it
■ No, but I have read about it
■ Yes, but I watched it later
■ Yes, I watched it live
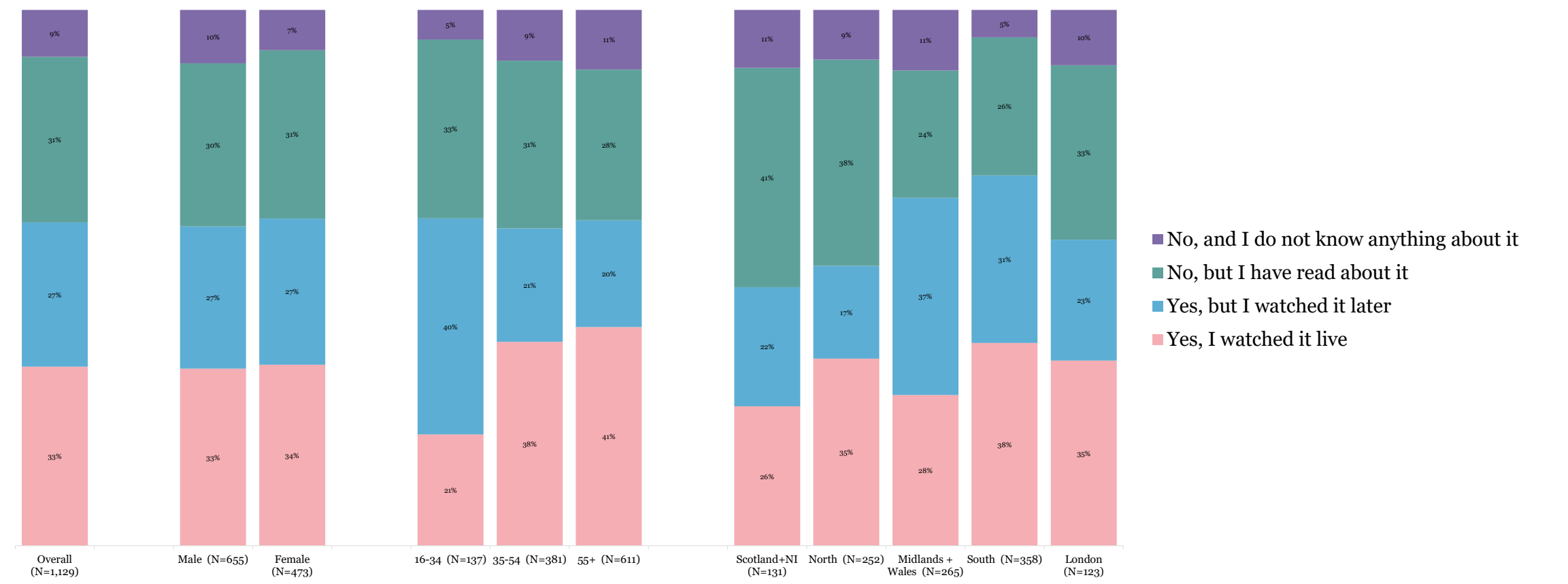
Did you watch the UK Government's daily coronavirus briefing?

Approval ratings

Savanta:
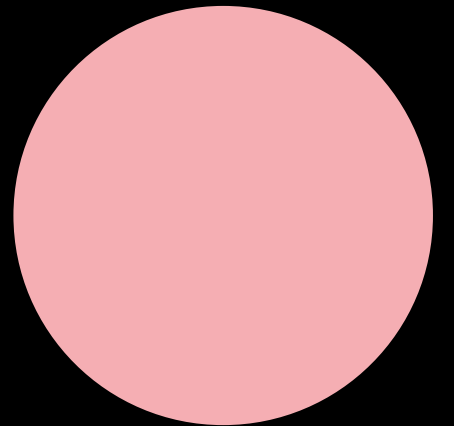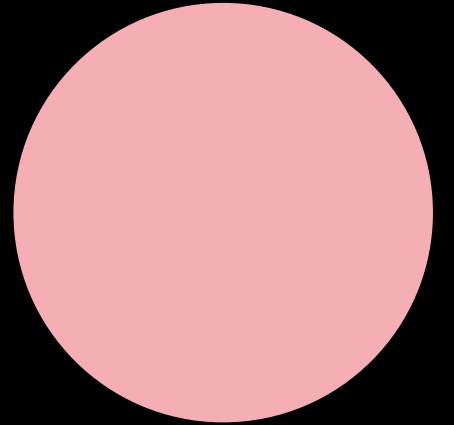
Individual approval ratings (Monday 25th May)

Legend: Strongly approve · Somewhat approve · Neither approve nor disapprove · Somewhat disapprove · Strongly disapprove · Don't know / Have not heard of

Public figure	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know / Have not heard of
Chief Medical Officer, Chris Whitty	19%	32%	28%	9%	5%	6%
Chief Scientific Adviser, Sir Patrick Vallance	16%	30%	31%	8%	6%	8%
Chancellor of the Exchequer, Rishi Sunak	15%	27%	29%	13%	8%	7%
Prime Minister, Boris Johnson	15%	23%	20%	15%	25%	
Health Secretary, Matt Hancock	10%	28%	23%	16%	19%	4%
Foreign Secretary, Dominic Raab	9%	27%	29%	13%	18%	5%
Leader of the Opposition, Sir Keir Starmer	14%	21%	36%	13%	10%	6%
Cabinet Office Minister, Michael Gove	7%	16%	33%	16%	19%	9%

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?

27 May, 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 figFrom 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? ures are handling the outbreak of COVID-19?

42
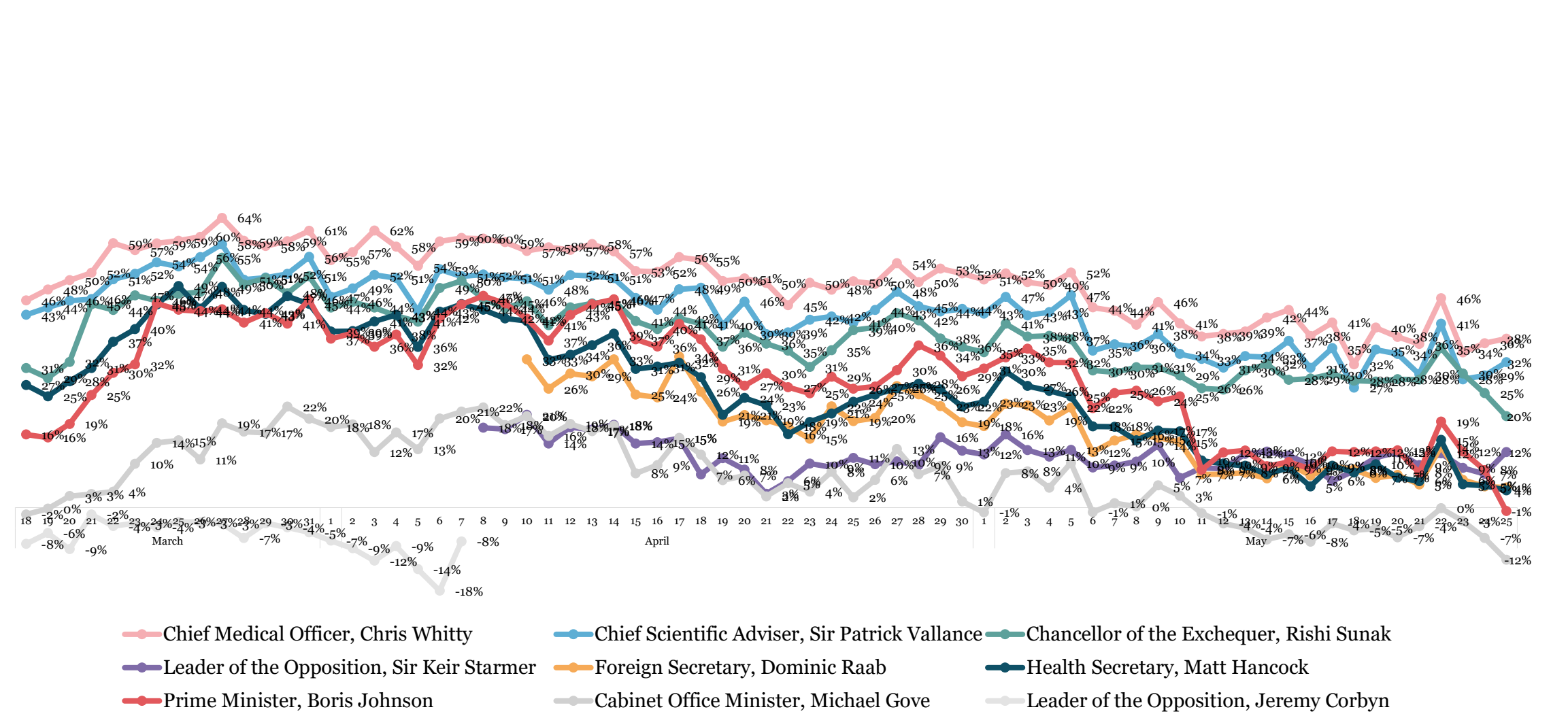
Organisation approval ratings (Monday 25th May)

Legend:
- Strongly approve
- Somewhat approve
- Neither approve nor disapprove
- Somewhat disapprove
- Strongly disapprove
- Don't know / Have not heard of

Organisation	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know / Have not heard of
NHS	62%	24%	8%	5%		
Supermarkets	39%	41%	14%			
The police	28%	38%	24%	6%	3%	
The armed forces	32%	31%	24%	3%		8%
UK Government	17%	25%	19%	14%	24%	
Premier League football clubs	11%	16%	36%	13%	16%	8%

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?

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Organisation net approval ratings - over time
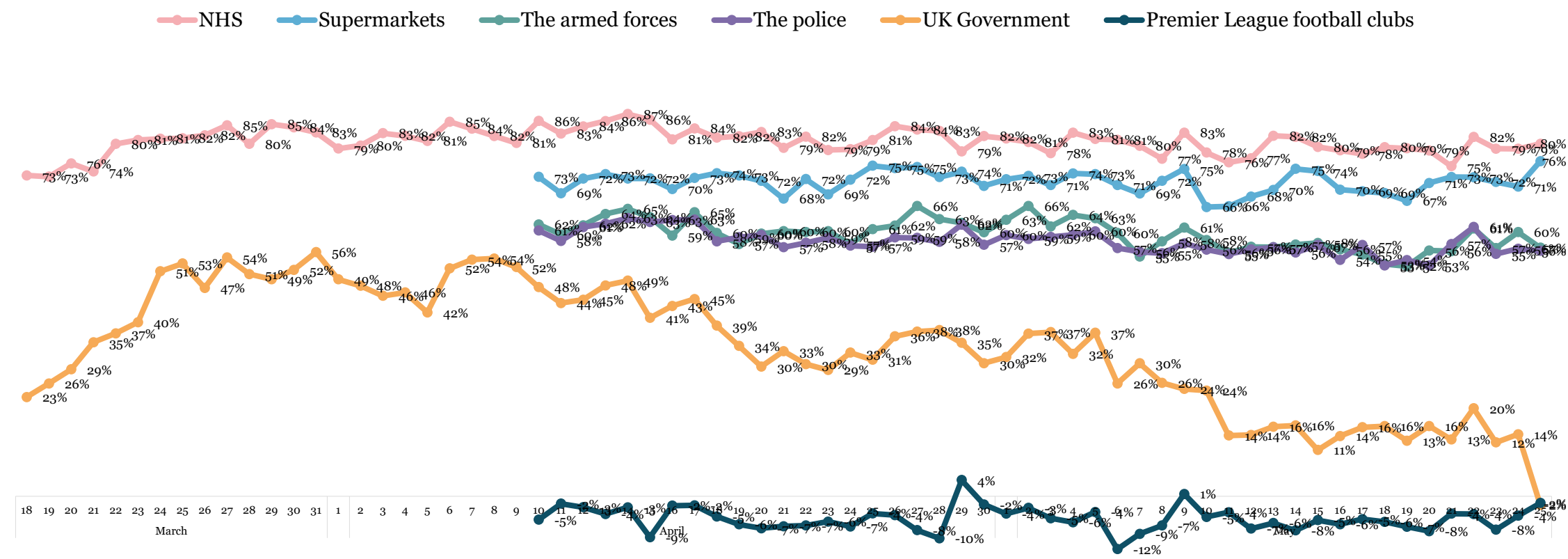
Legend: NHS — Supermarkets — The armed forces — The police — UK Government — Premier League football clubs
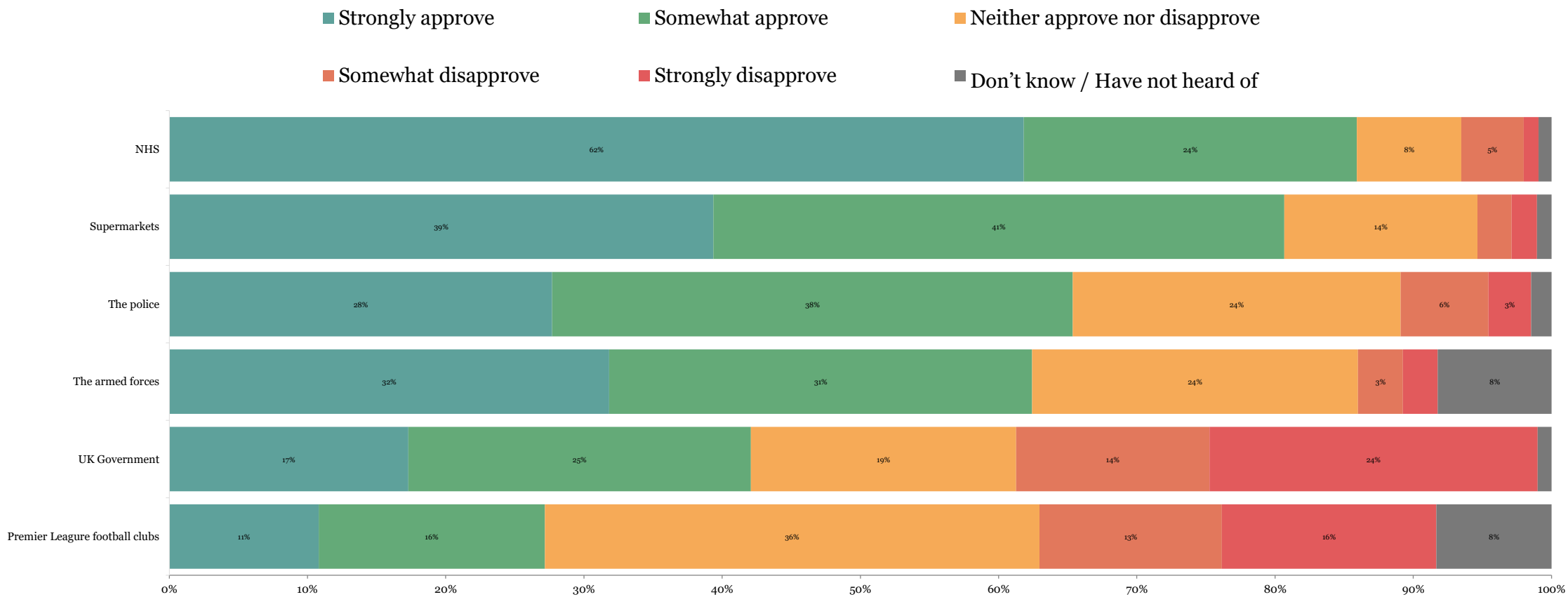
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

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Government support (Monday 25th May)

Legend:
- Doing more than enough to support
- Doing about enough to support
- Not doing enough to support
- Doing nowhere near enough to support
- Don't know

Category	More than enough	About enough	Not doing enough	Nowhere near enough	Don't know
Employees	23%	44%	19%	6%	9%
NHS	33%	27%	21%	15%	3%
The police	18%	40%	23%	7%	12%
The armed forces	17%	41%	17%	4%	20%
Airlines	11%	41%	22%	5%	21%
Small businesses	11%	40%	26%	10%	12%
Transport workers	15%	36%	29%	8%	12%
Those who are self-employed	12%	35%	25%	15%	13%
Places of leisure e.g. cinemas, theatres, pubs	10%	35%	25%	12%	18%

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?
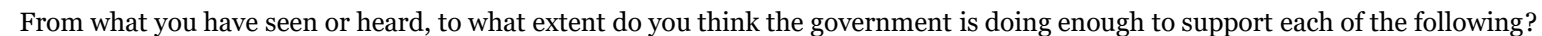
Personal impact (Monday 25th May)

Savanta**:**

Personal impact: Your physical health - over time

Stayed the same
Got worse
Got better
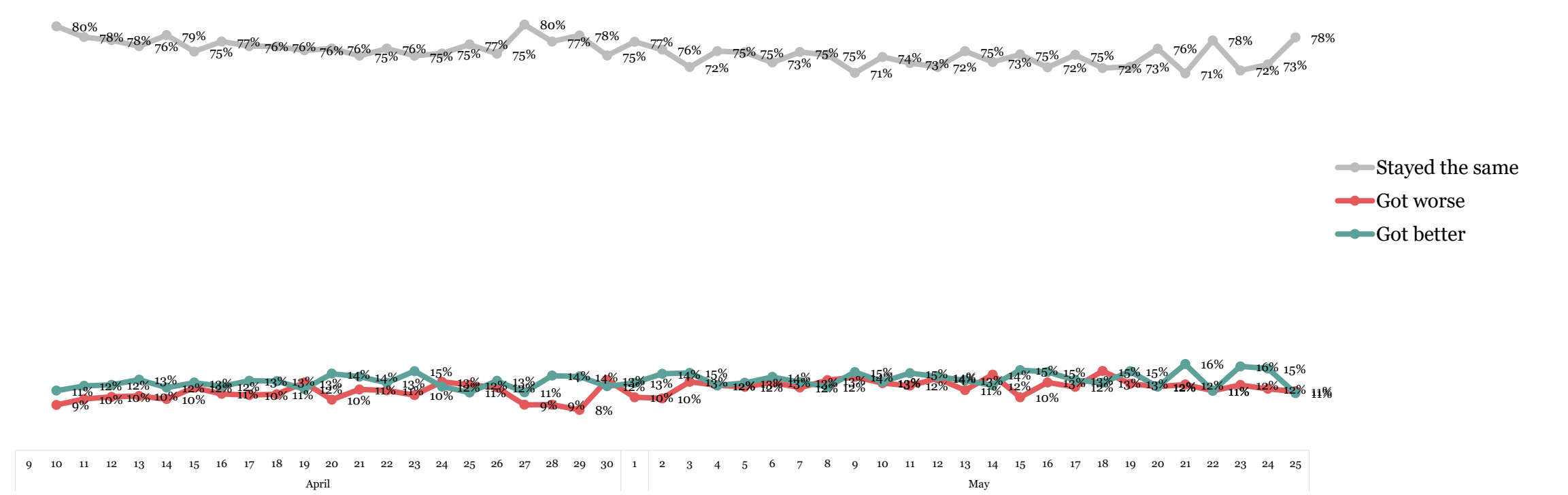
Have any of the following changed since the outbreak of COVID-19?

Personal impact: Your mental health - over time

Stayed the same

Got worse

Got better

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

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Personal impact: Your job security - over time

Stayed the same

Got worse

Got better

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

50
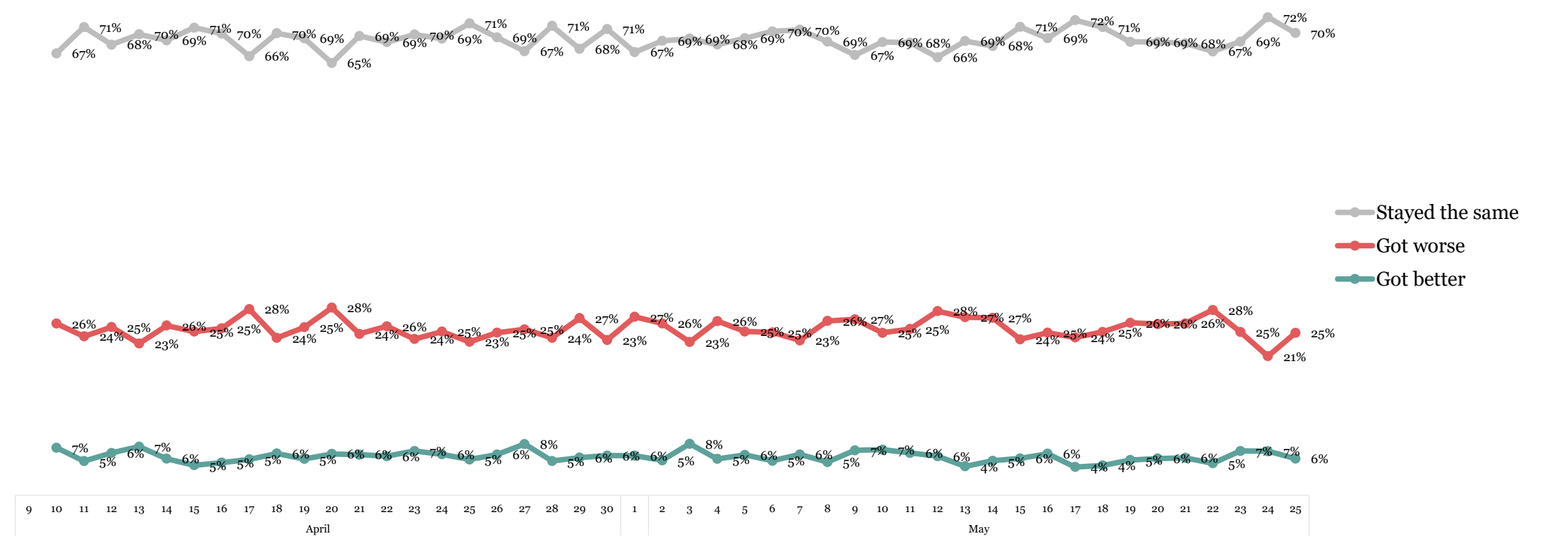
Profile: Your physical health (Monday 25th May)

■ Got better ■ Stayed the same ■ Got worse
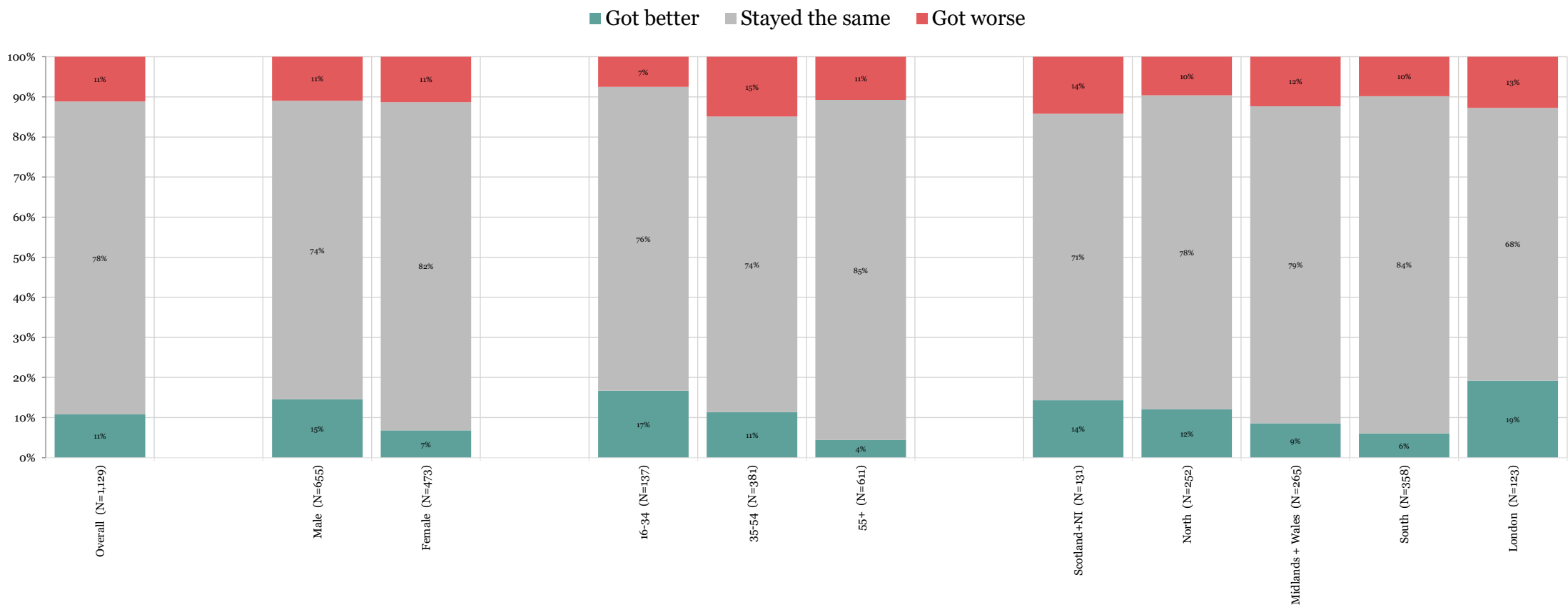
Have any of the following changed since the outbreak of COVID-19?

Profile: Your mental health (Monday 25th May)
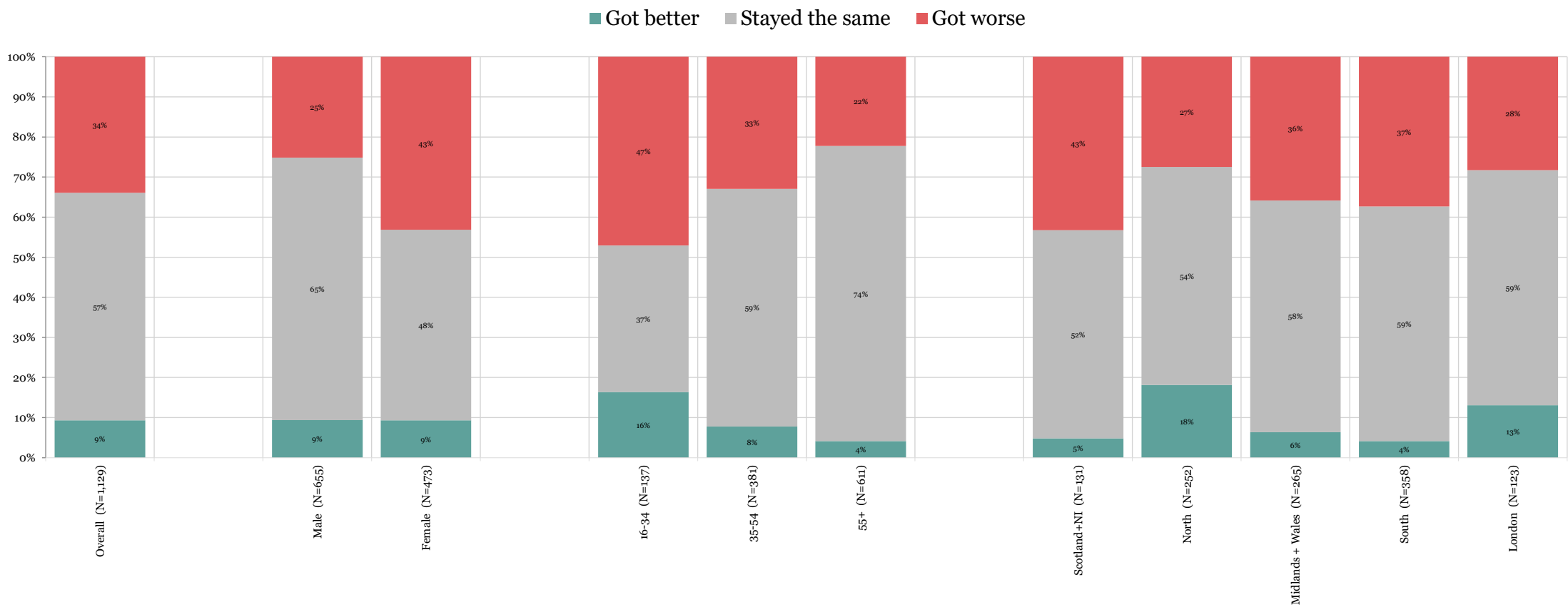
Have any of the following changed since the outbreak of COVID-19?

Profile: Your job security (Monday 25th May)

Legend: ■ Got better ■ Stayed the same ■ Got worse

Category	Got better	Stayed the same	Got worse
Overall (N=1,129)	6%	70%	25%
Male (N=655)	8%	69%	23%
Female (N=473)	3%	71%	27%
16-34 (N=137)	10%	54%	36%
35-54 (N=381)	6%	70%	24%
55+ (N=611)	1%	86%	13%
Scotland+NI (N=131)	6%	63%	31%
North (N=252)	4%	67%	28%
Midlands + Wales (N=265)	5%	74%	21%
South (N=358)	5%	75%	20%
London (N=123)	9%	64%	28%
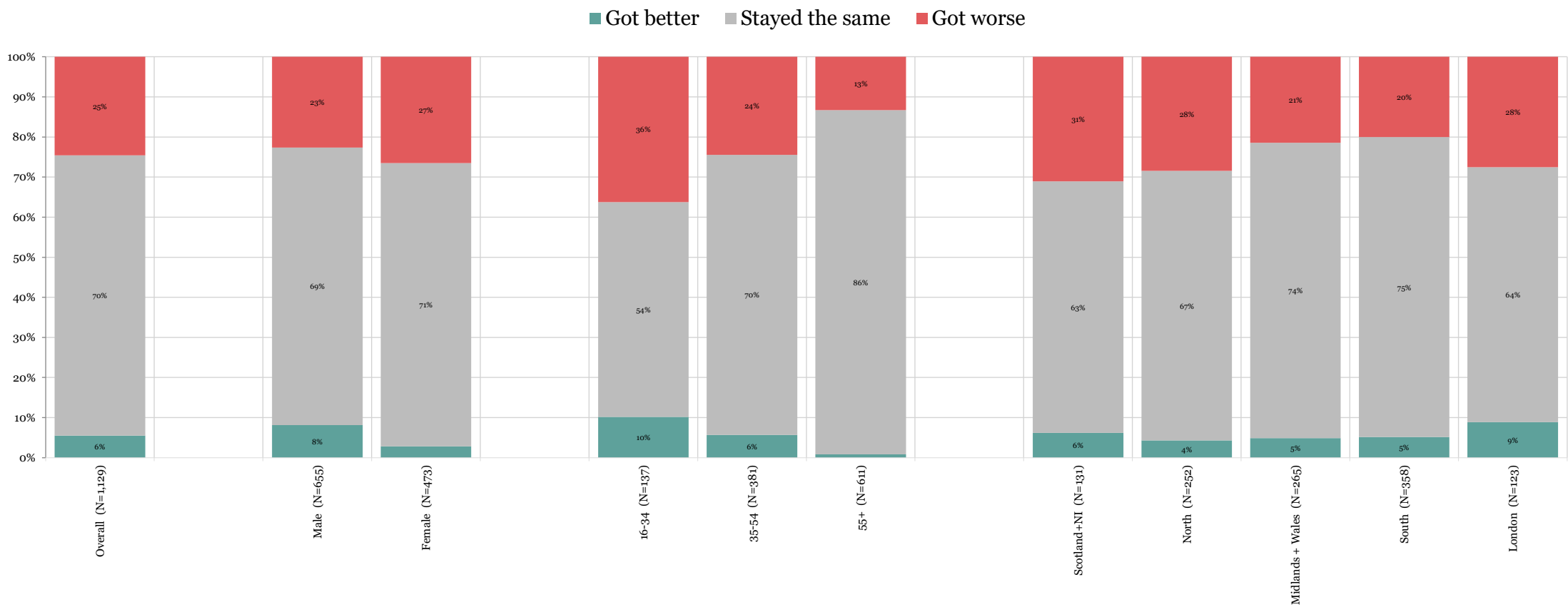
Have any of the following changed since the outbreak of COVID-19?

Approval by audience - individuals (Monday 25th May)

Savanta**:**

Profile: Approval - Chief Medical Officer, Chris Whitty
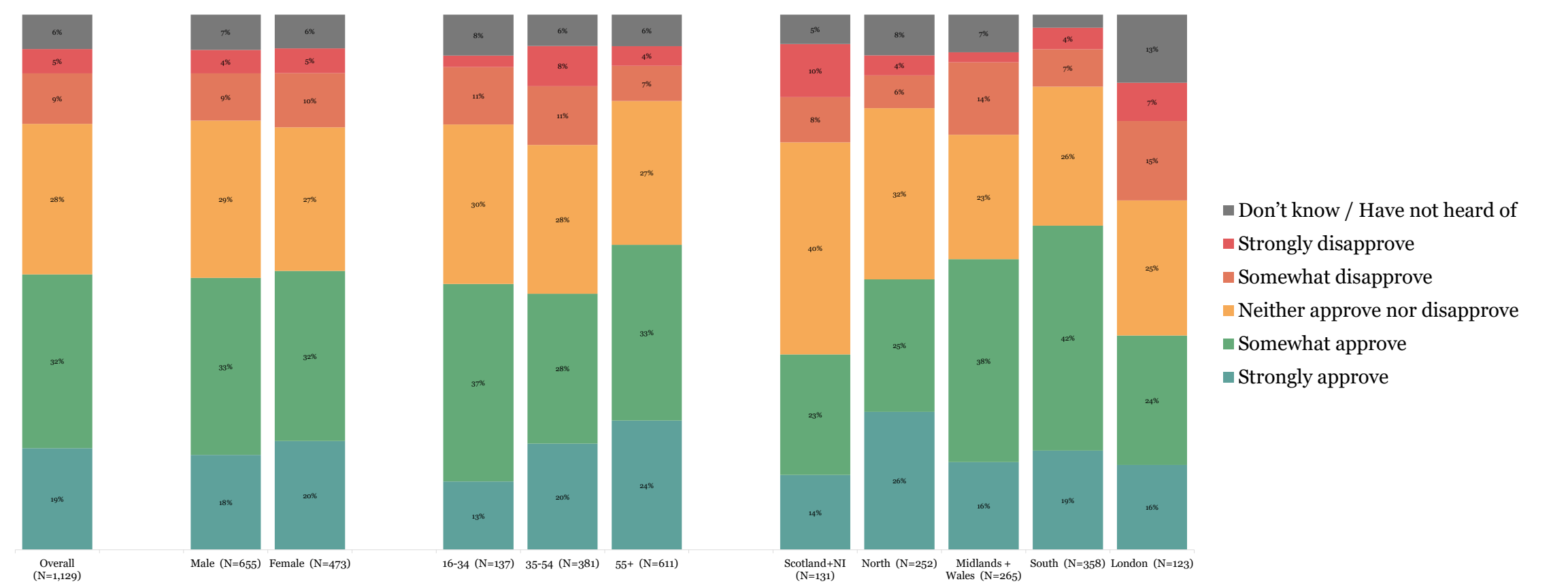
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

Profile: Approval - Chief Scientific Adviser, Sir Patrick Vallance
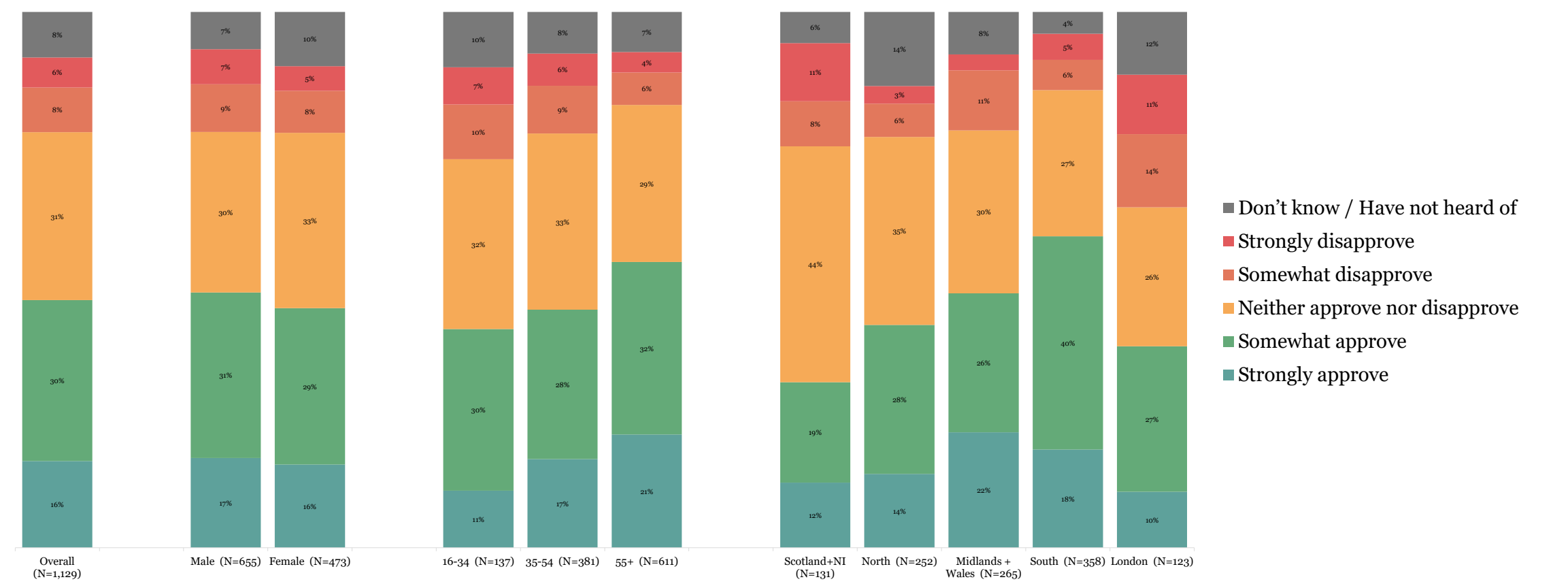
From what you have seen or heard to what extent do you approve or disapprove of how each of the following public figures are handling the outbreak of COVID-19?

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?

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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

Legend:
- Don't know / Have not heard of
- Strongly disapprove
- Somewhat disapprove
- Neither approve nor disapprove
- Somewhat approve
- Strongly approve

Overall (N=1,129): 6%, 10%, 13%, 36%, 21%, 14%

Male (N=655): 5%, 12%, 14%, 33%, 21%, 15%
Female (N=473): 7%, 8%, 12%, 39%, 22%, 13%

16-34 (N=137): 11%, 5%, 13%, 35%, 20%, 16%
35-54 (N=381): 5%, 13%, 10%, 38%, 22%, 12%
55+ (N=611): 4%, 12%, 15%, 33%, 22%, 14%

Scotland+NI (N=131): 13%, 12%, 49%, 14%, 10%
North (N=252): 11%, 10%, 8%, 31%, 19%, 22%
Midlands + Wales (N=265): 6%, 10%, 18%, 31%, 25%, 11%
South (N=358): 8%, 12%, 41%, 25%, 12%
London (N=123): 12%, 13%, 16%, 30%, 18%, 11%

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?
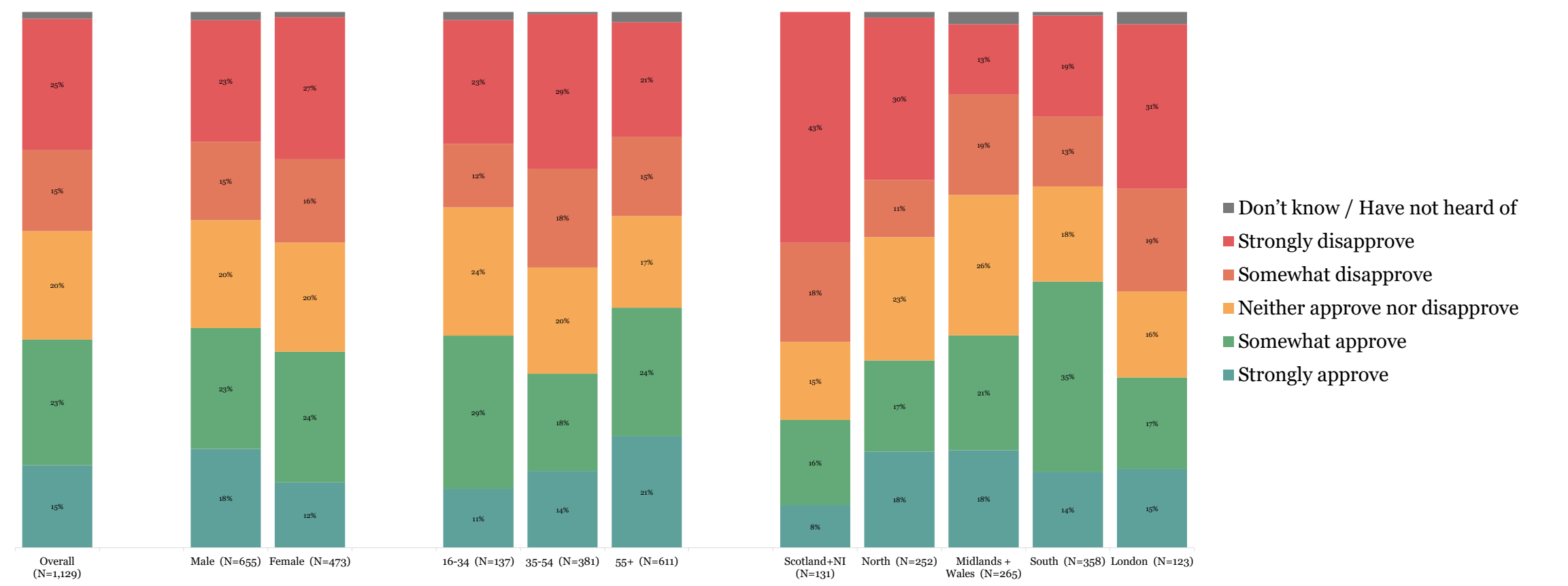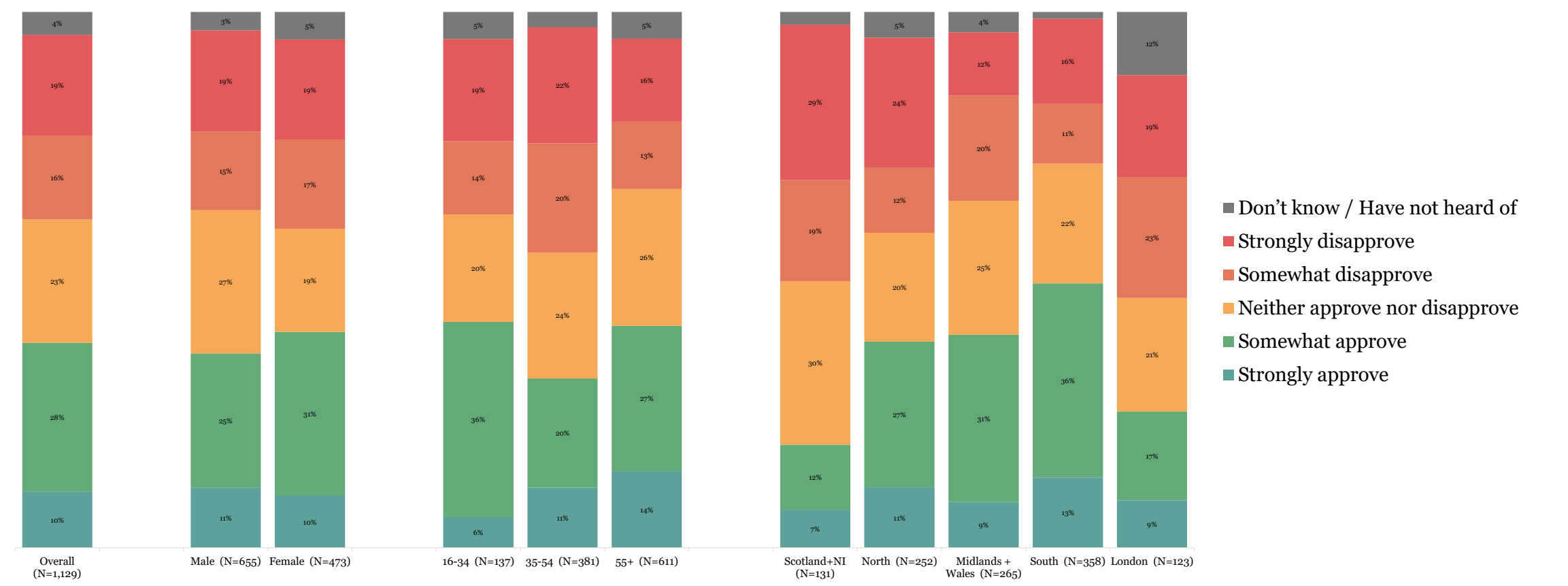
27 May, 2020

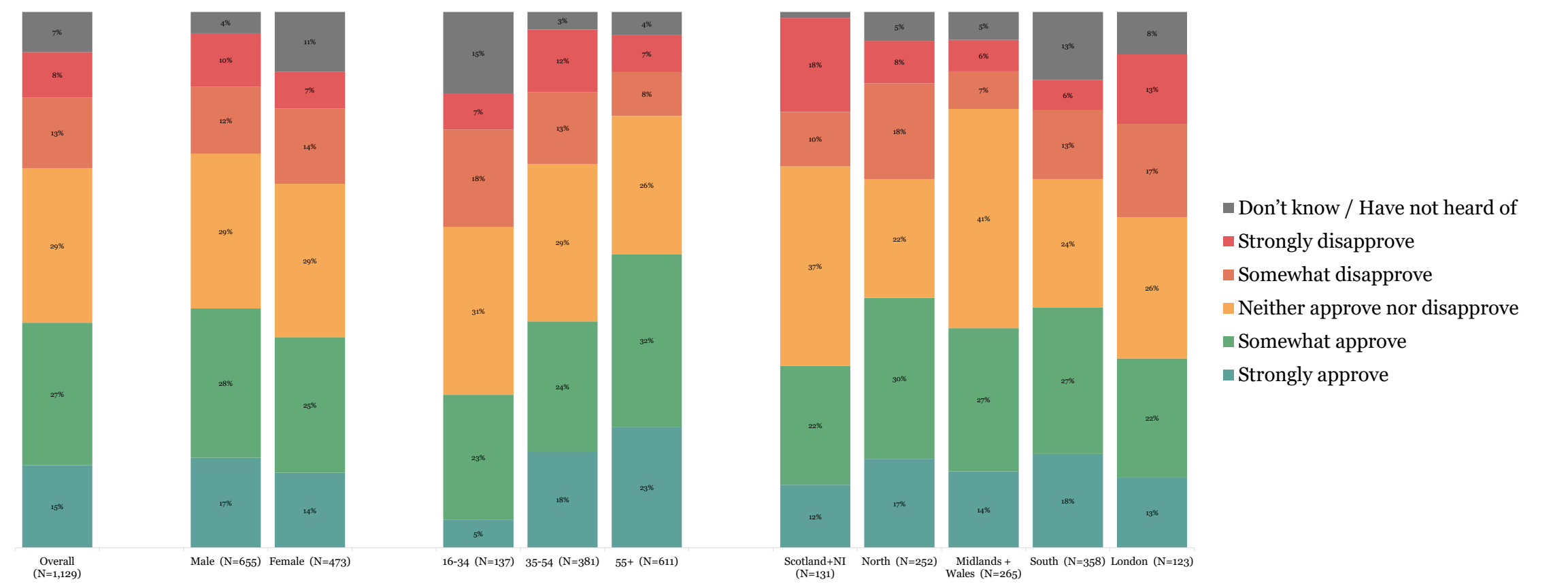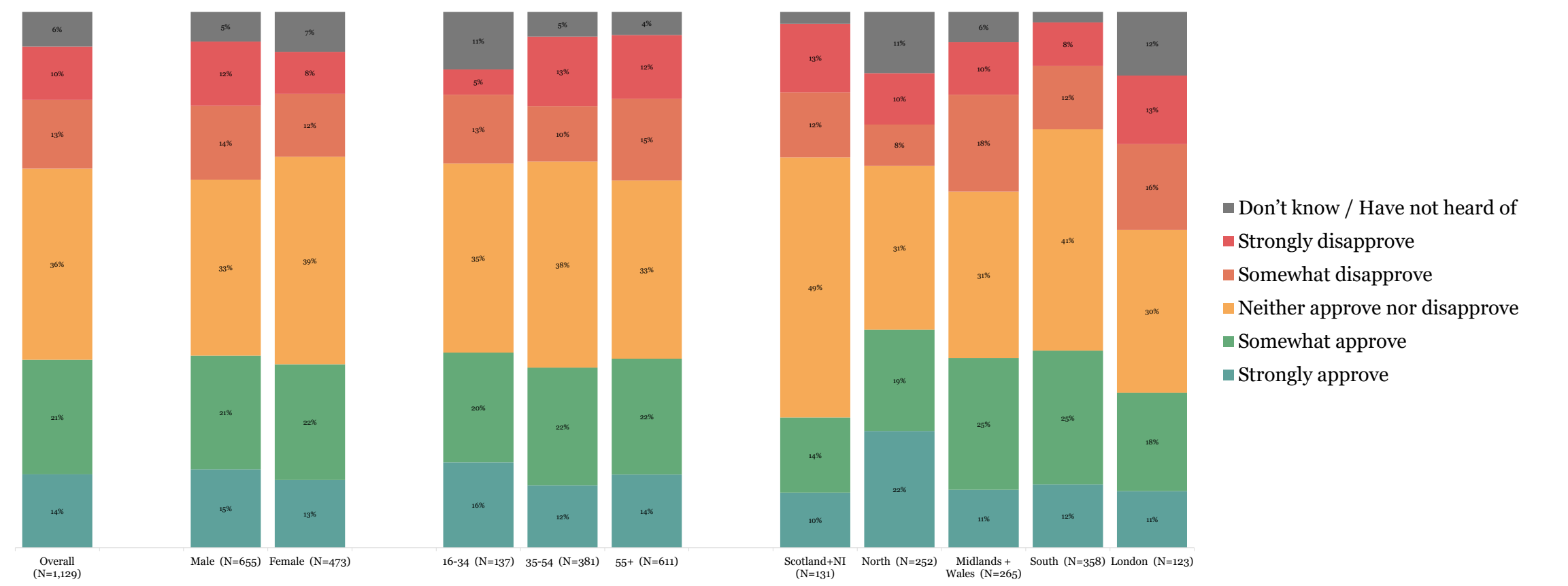# Profile: Approval - Cabinet Office Minister, Michael Gove

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 25th May)

Savanta**:**

Profile: Approval - NHS

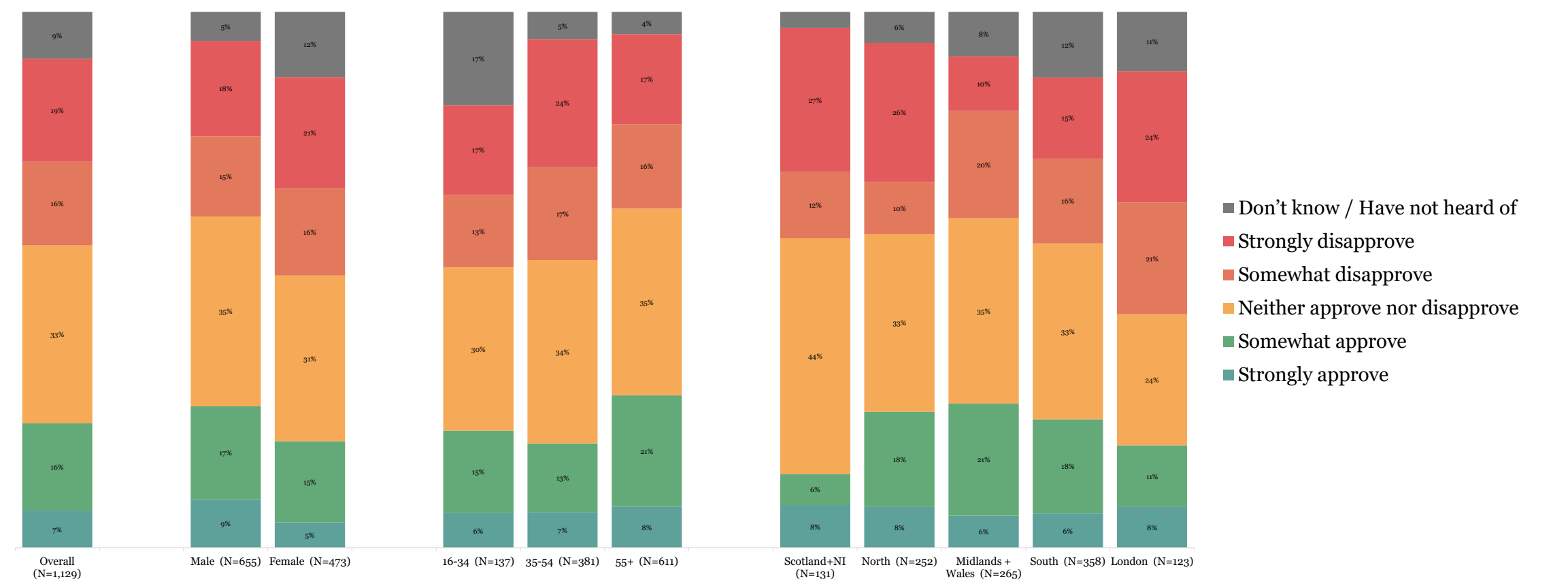From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

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

Legend:
- Don't know / Have not heard of
- Strongly disapprove
- Somewhat disapprove
- Neither approve nor disapprove
- Somewhat approve
- Strongly approve

Overall (N=1,129): 8%, 3%, 24%, 31%, 32%

Male (N=655): 3%, 5%, 5%, 26%, 28%, 34%

Female (N=473): 14%, 21%, 33%, 30%

16-34 (N=137): 17%, 6%, 6%, 24%, 29%, 18%

35-54 (N=381): 4%, 26%, 31%, 35%

55+ (N=611): 4%, 21%, 31%, 42%

Scotland+NI (N=131): 4%, 26%, 42%, 25%

North (N=252): 5%, 32%, 28%, 32%

Midlands + Wales (N=265): 9%, 22%, 34%, 31%

South (N=358): 13%, 3%, 20%, 27%, 34%
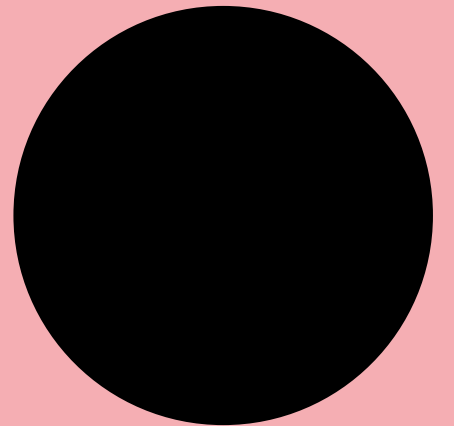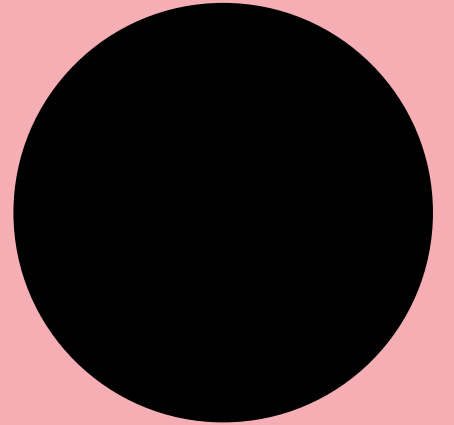
London (N=123): 7%, 7%, 8%, 17%, 30%, 32%

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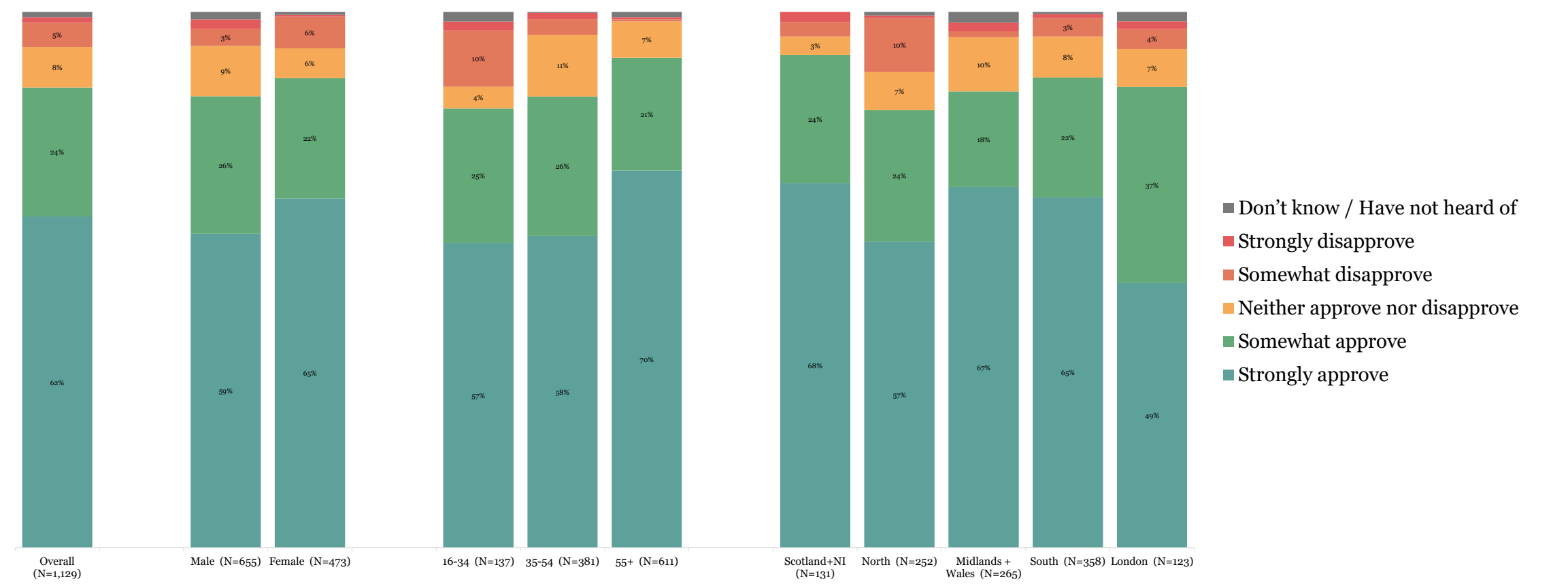
Profile: Approval - Supermarkets
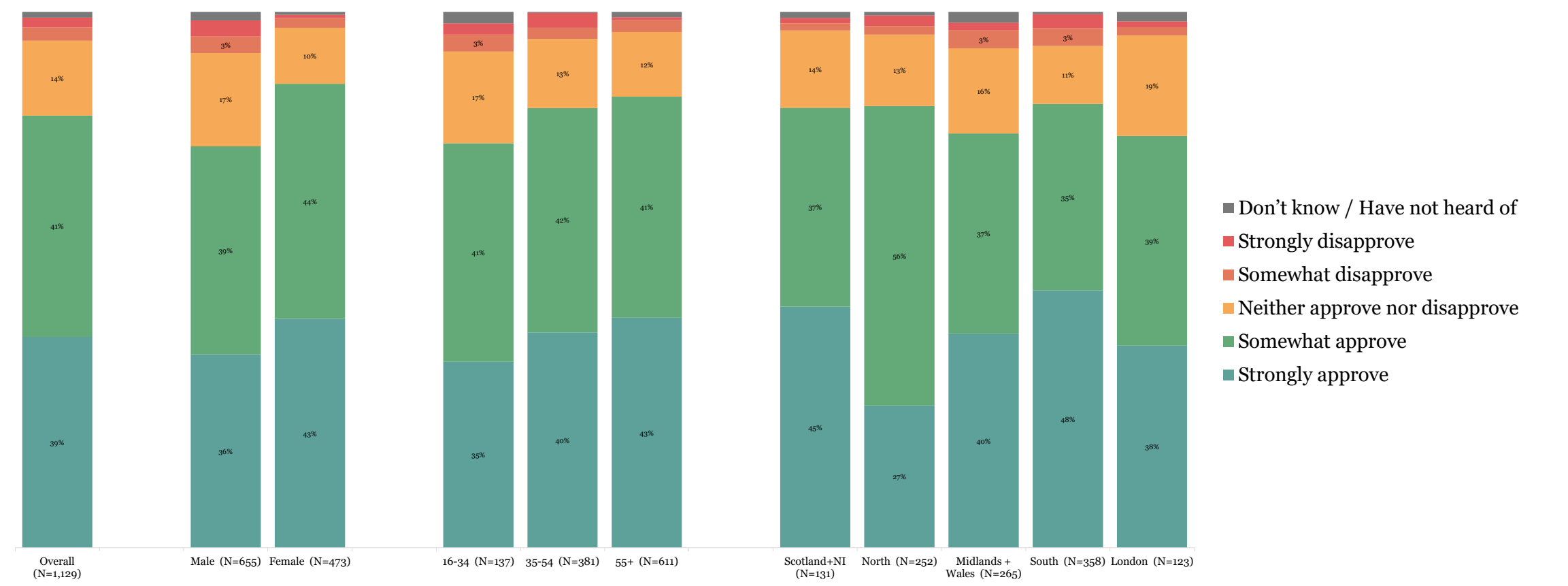
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?
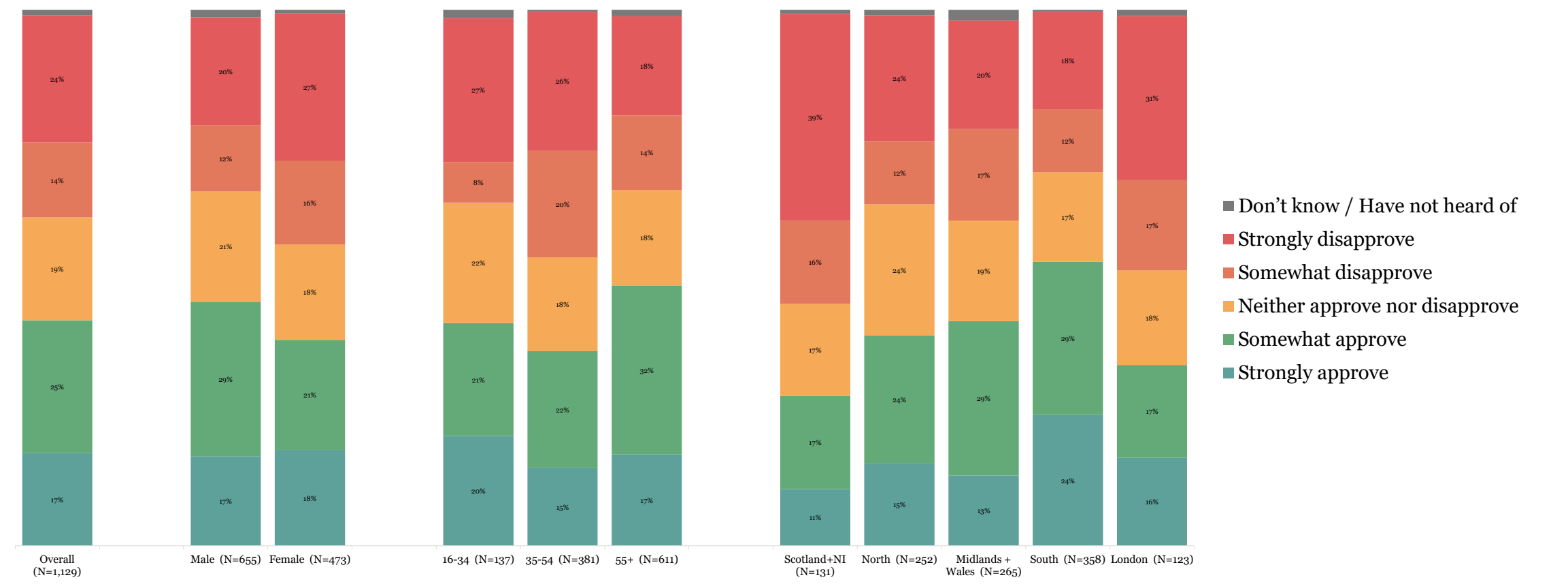
Profile: Approval - Police
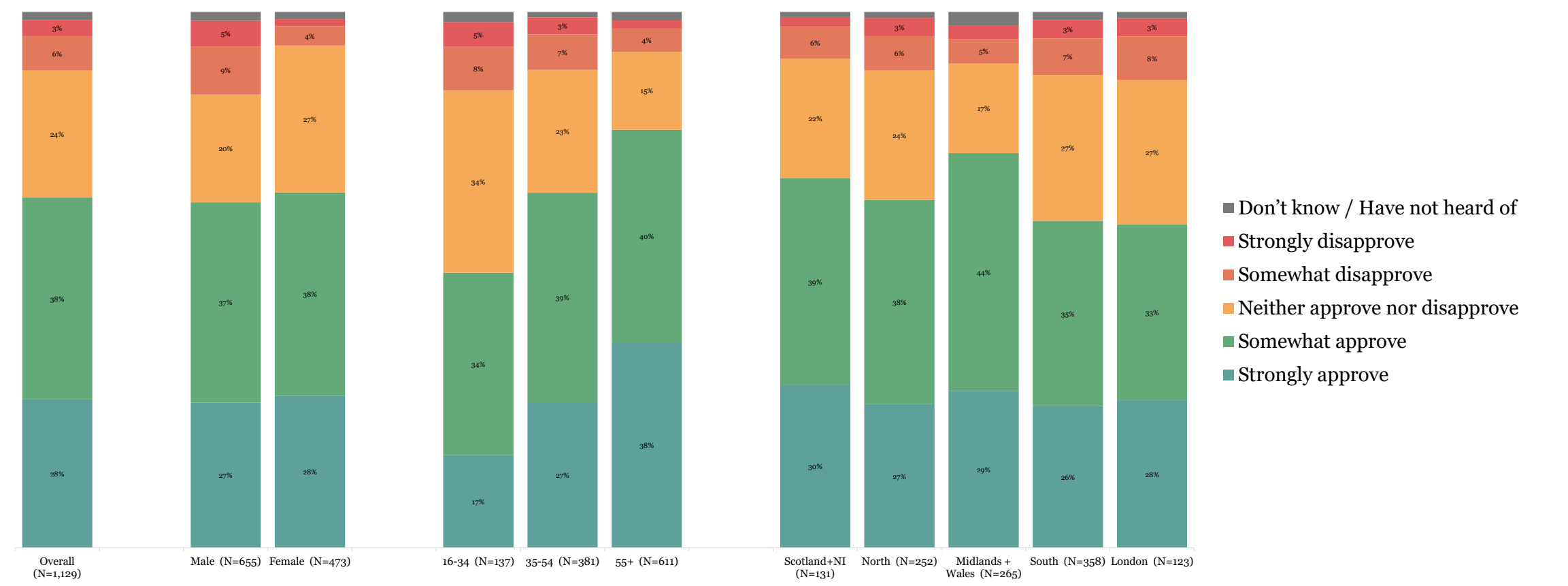
From what you have seen or heard to what extent do you approve or disapprove of how each of the following organisations are handling the outbreak of COVID-19?

27 May, 2020

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?
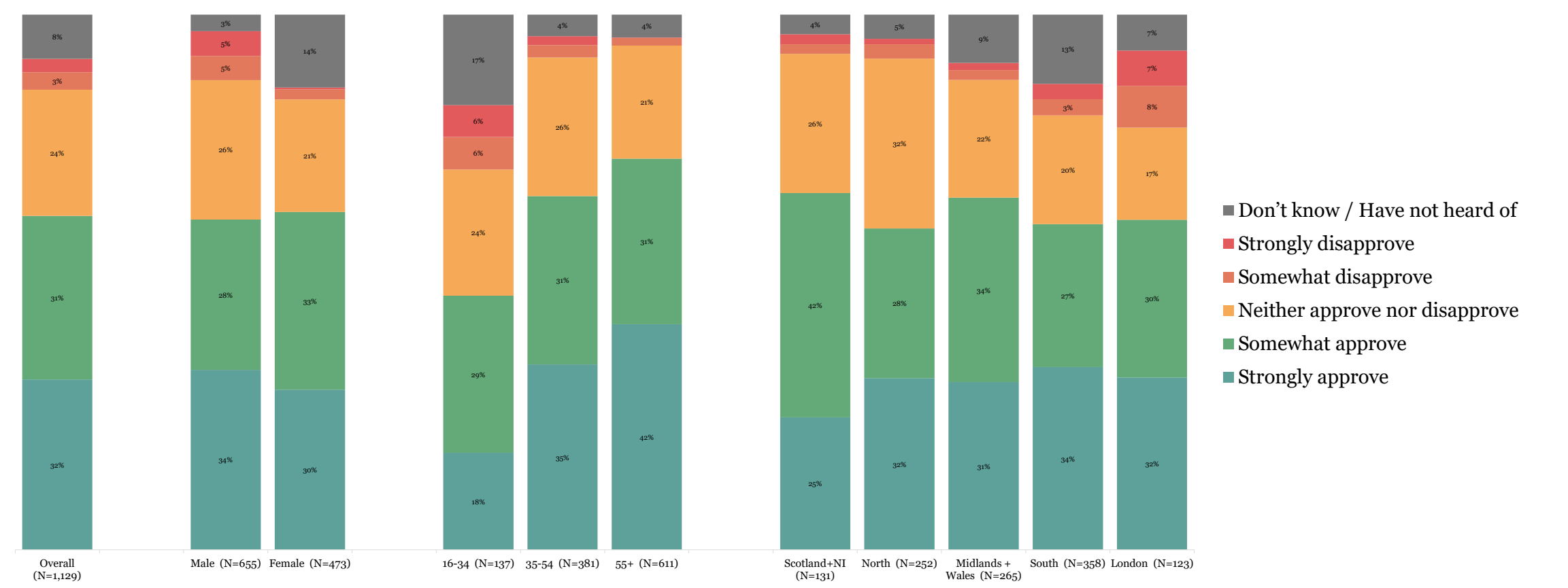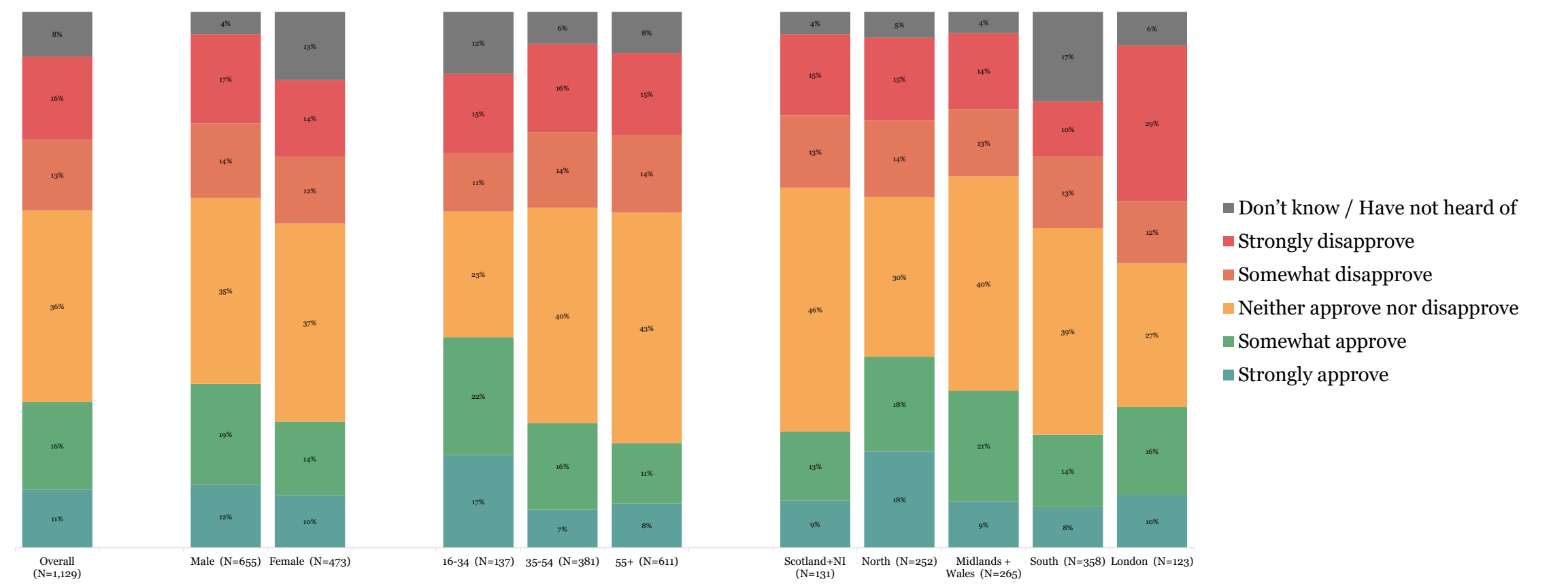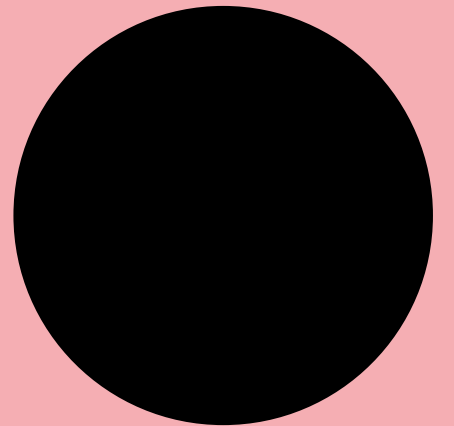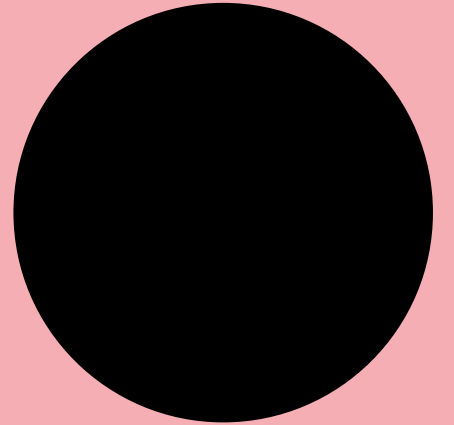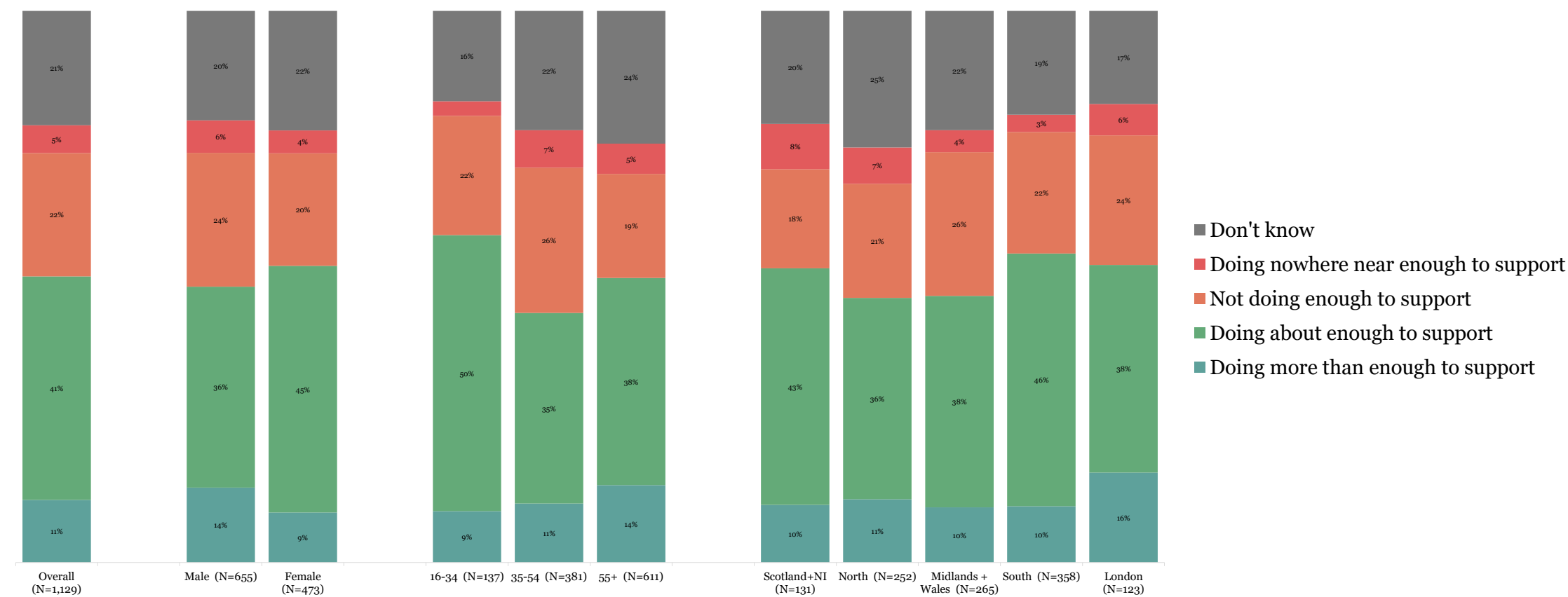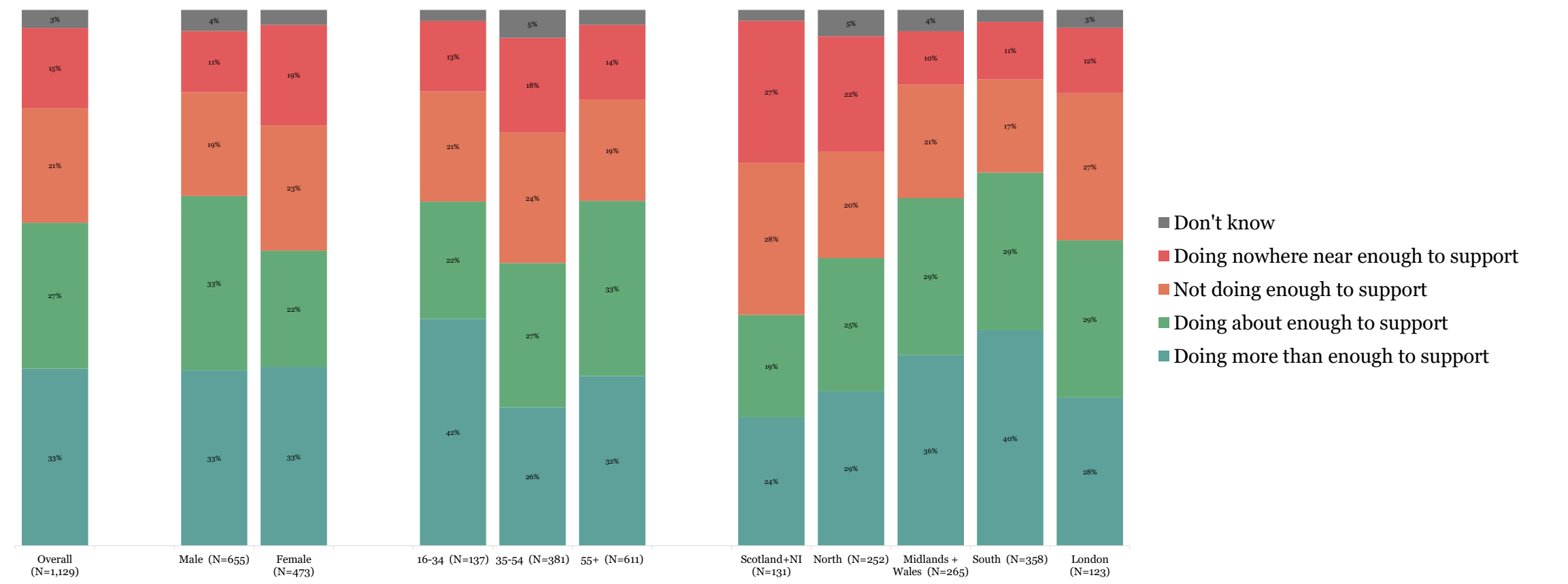
Support level by audience (Monday 25th May)

Savanta:

Profile: Airlines

Legend:
- Don't know
- Doing nowhere near enough to support
- Not doing enough to support
- Doing about enough to support
- Doing more than enough to support

Overall (N=1,129): Don't know 21%, Doing nowhere near enough 5%, Not doing enough 22%, Doing about enough 41%, Doing more than enough 11%

Male (N=655): Don't know 20%, Doing nowhere near enough 6%, Not doing enough 24%, Doing about enough 36%, Doing more than enough 14%

Female (N=473): Don't know 22%, Doing nowhere near enough 4%, Not doing enough 20%, Doing about enough 45%, Doing more than enough 9%

16-34 (N=137): Don't know 16%, Not doing enough 22%, Doing about enough 50%, Doing more than enough 9%

35-54 (N=381): Don't know 22%, Doing nowhere near enough 7%, Not doing enough 26%, Doing about enough 35%, Doing more than enough 11%

55+ (N=611): Don't know 24%, Doing nowhere near enough 5%, Not doing enough 19%, Doing about enough 38%, Doing more than enough 14%

Scotland+NI (N=131): Don't know 20%, Doing nowhere near enough 8%, Not doing enough 18%, Doing about enough 43%, Doing more than enough 10%

North (N=252): Don't know 25%, Doing nowhere near enough 7%, Not doing enough 21%, Doing about enough 36%, Doing more than enough 11%

Midlands + Wales (N=265): Don't know 22%, Doing nowhere near enough 4%, Not doing enough 26%, Doing about enough 38%, Doing more than enough 10%

South (N=358): Don't know 19%, Doing nowhere near enough 3%, Not doing enough 22%, Doing about enough 46%, Doing more than enough 10%

London (N=123): Don't know 17%, Doing nowhere near enough 6%, Not doing enough 24%, Doing about enough 38%, Doing more than enough 16%

From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?
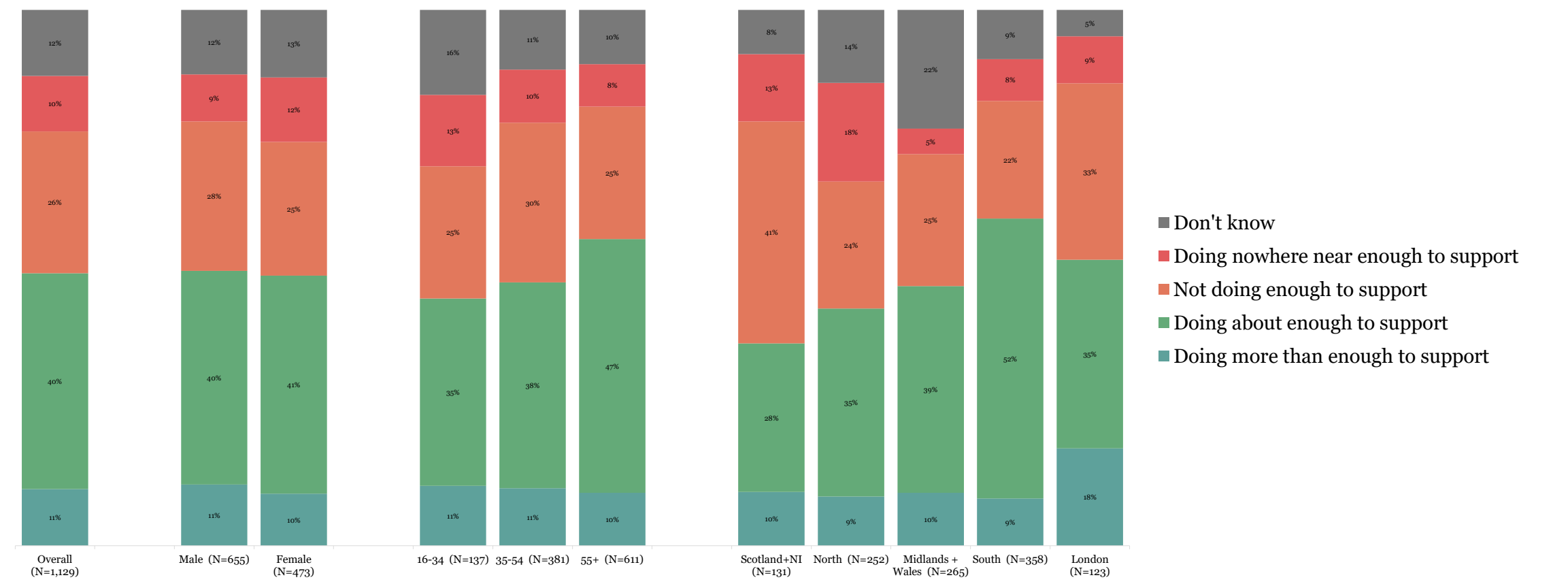
27 May, 2020

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?
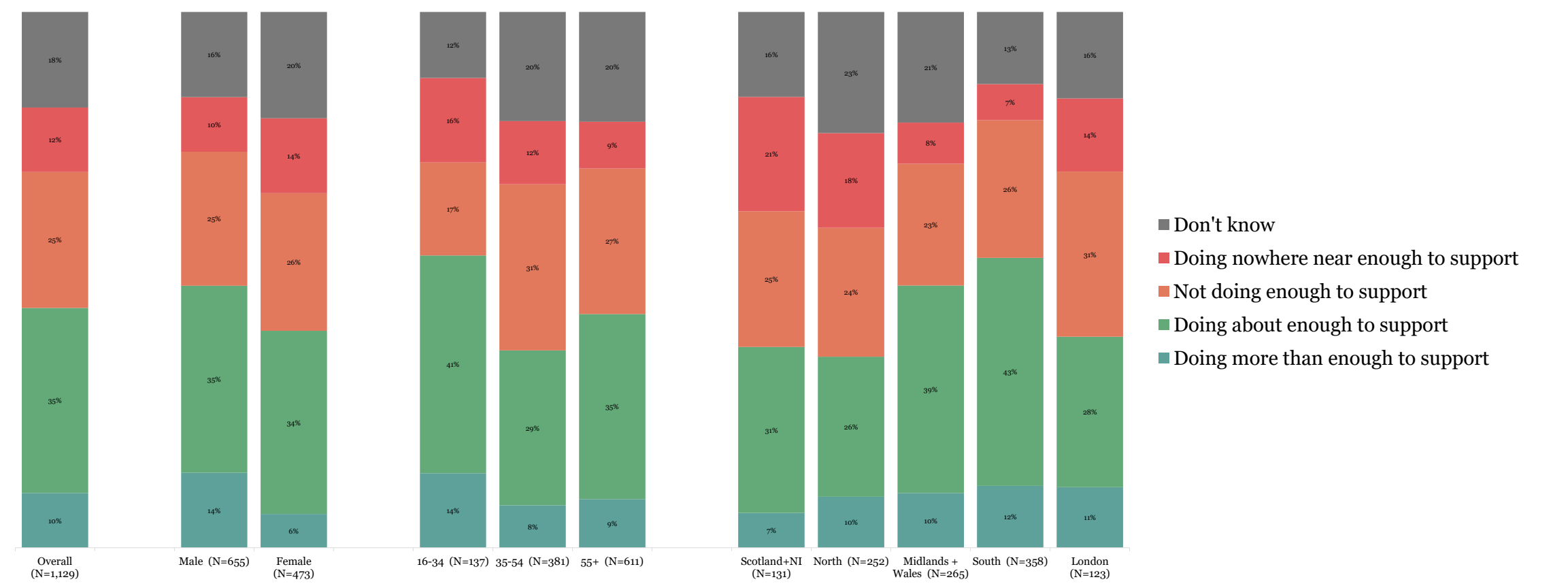
Profile: Small businesses

From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?
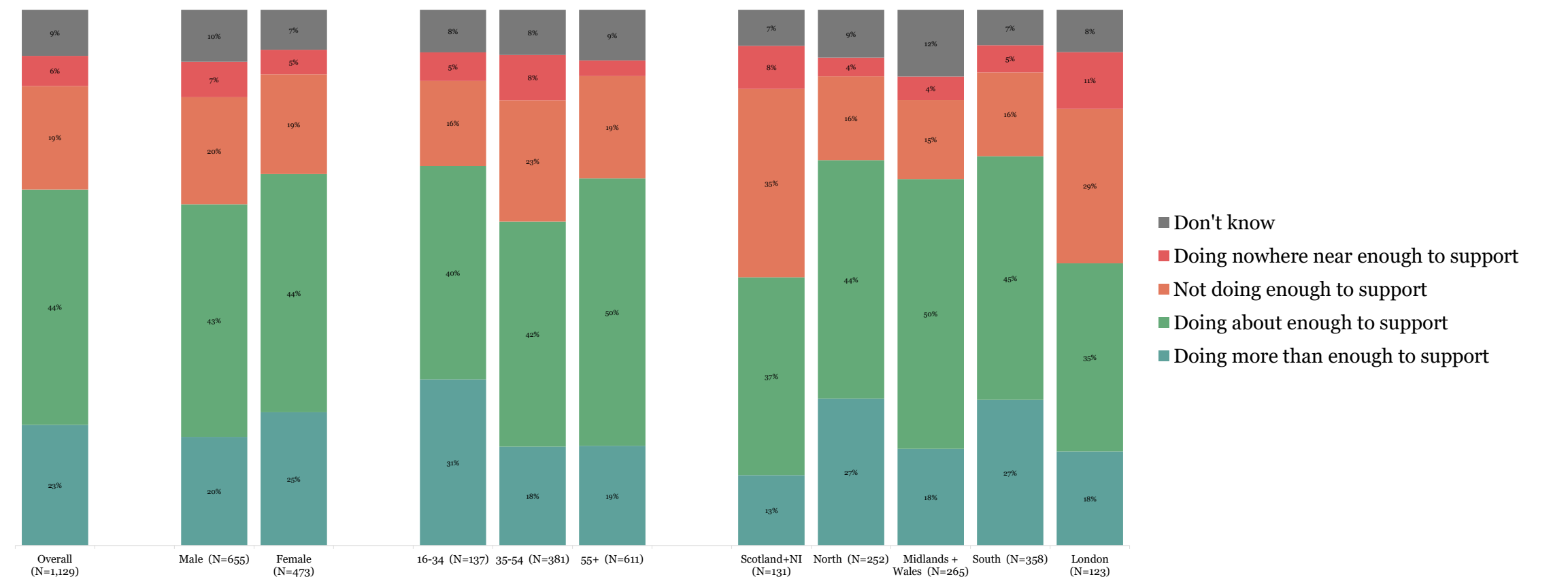
Profile: Places of leisure e.g. cinemas, theatres, pubs

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?
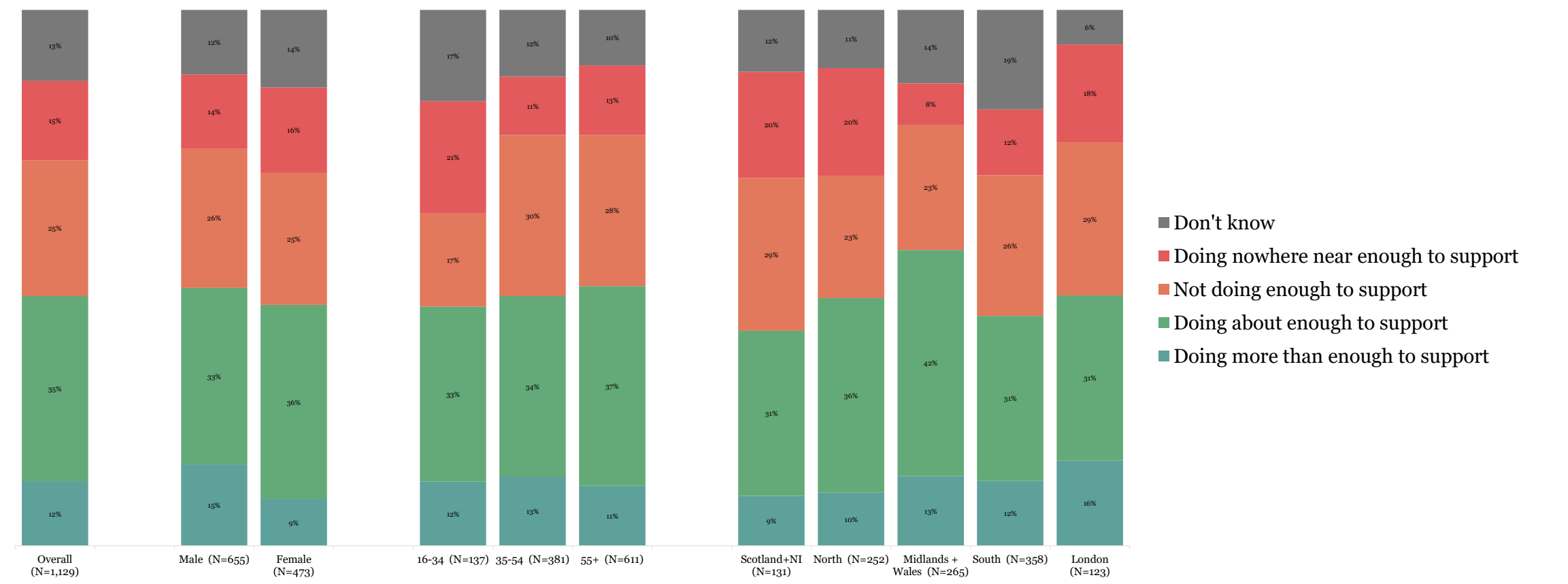
Profile: Transport workers

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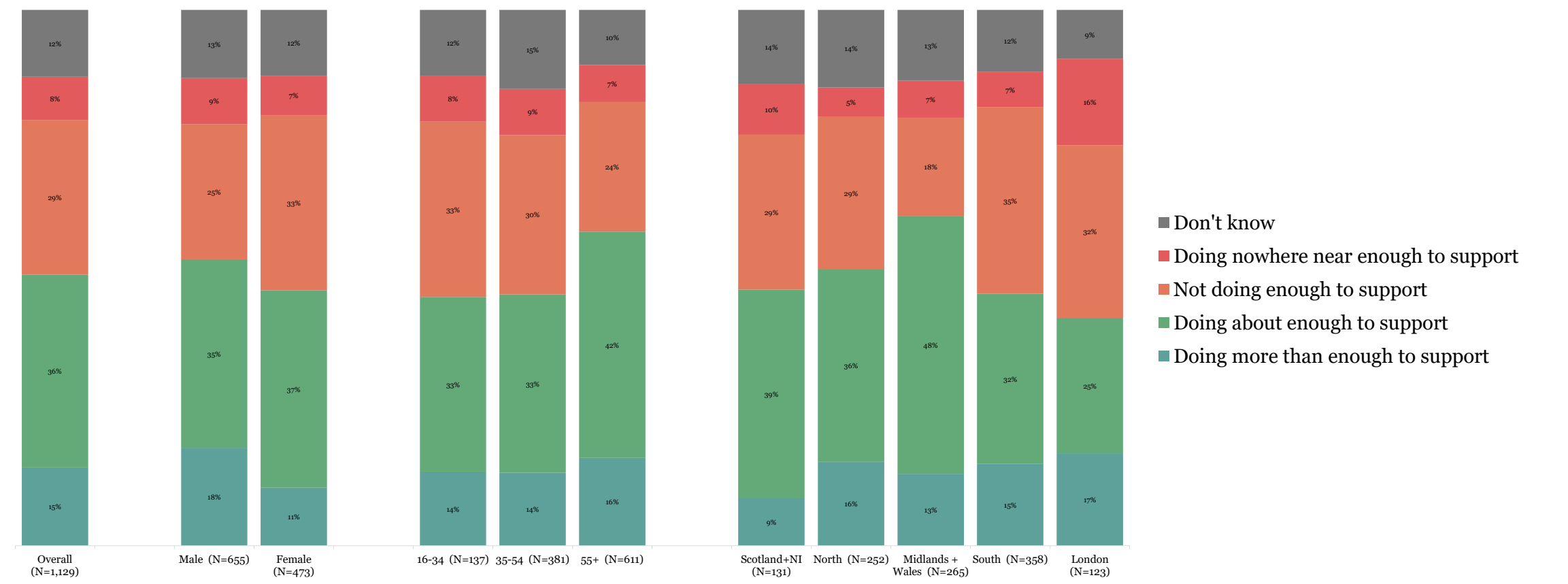
Profile: The police

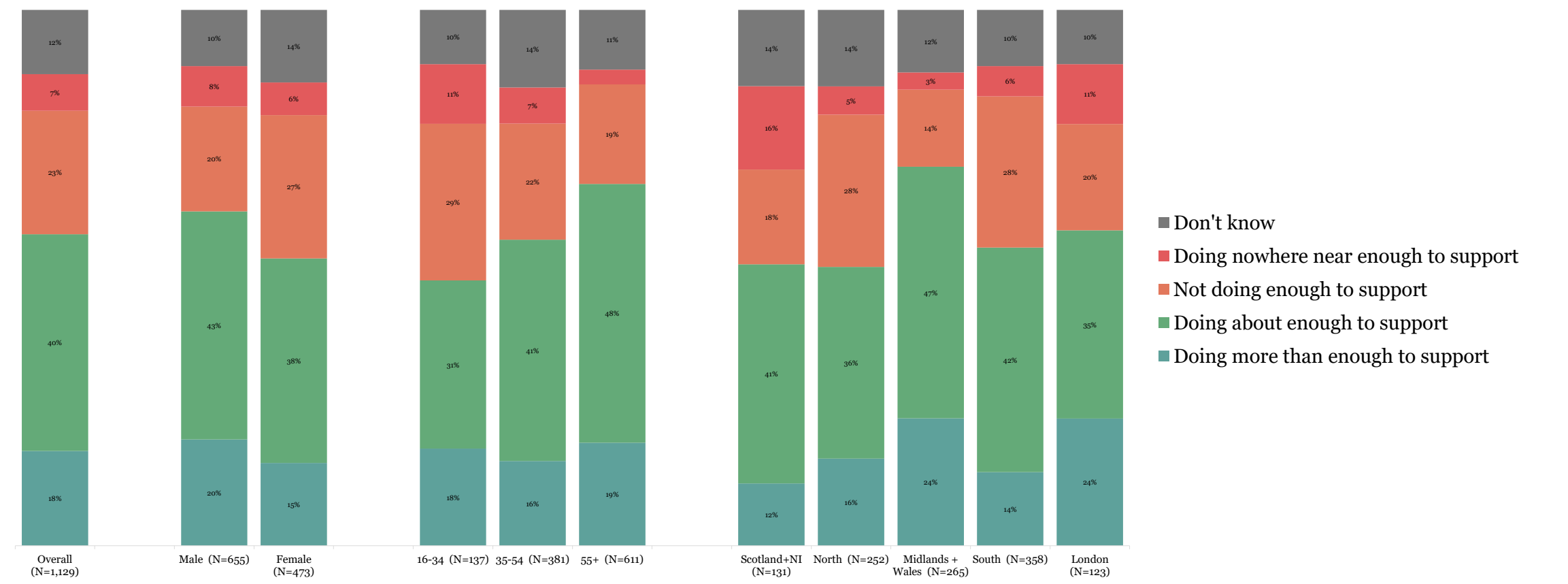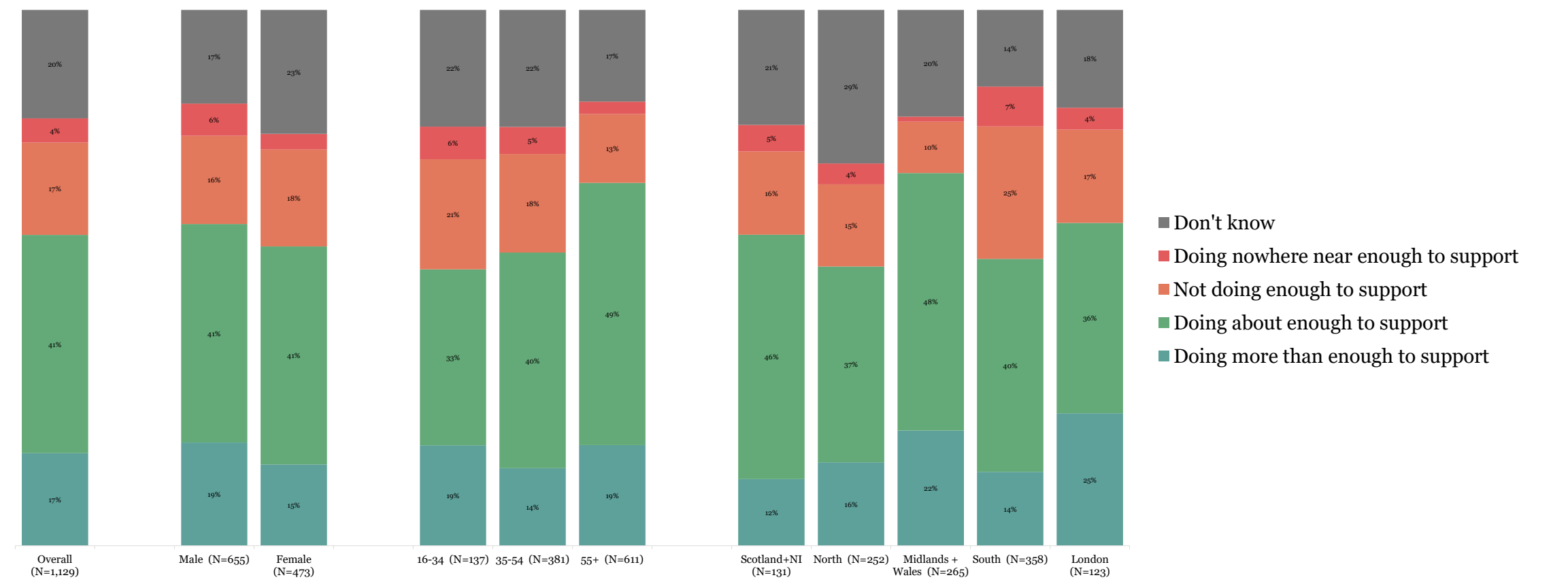
From what you have seen or heard, to what extent do you think the government is doing enough to support each of the following?

Profile: The armed forces

Legend:
- Don't know
- Doing nowhere near enough to support
- Not doing enough to support
- Doing about enough to support
- Doing more than enough to support

	Overall (N=1,129)	Male (N=655)	Female (N=473)	16-34 (N=137)	35-54 (N=381)	55+ (N=611)	Scotland+NI (N=131)	North (N=252)	Midlands + Wales (N=265)	South (N=358)	London (N=123)
Don't know	20%	17%	23%	22%	22%	17%	21%	29%	20%	14%	18%
Doing nowhere near enough to support	4%	6%		6%	5%		5%	4%		7%	4%
Not doing enough to support	17%	16%	18%	21%	18%	13%	16%	15%	10%	25%	17%
Doing about enough to support	41%	41%	41%	33%	40%	49%	46%	37%	48%	40%	36%
Doing more than enough to support	17%	19%	15%	19%	14%	19%	12%	16%	22%	14%	25%

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