IPPR, Public Education for Better Health in the Information Age – COVID-19 update – April 2020

Methodology: Savanta ComRes interviewed 2,058 adults in Great Britain online from the 24th to 27th April 2020. Data were weighted to be demographically representative of adults in Great Britain by age, gender, region and social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules.

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Q1. Summary: The Government is currently using measures such as text messages and television adverts to communicate with the public during the Covid-19 outbreak. To what extent would you support or oppose these different measures being used to address other public health concerns like smoking or alcohol abuse, once the crisis is over?
BASE: All respondents

	Meassures	
	Television adverts	Text messages
Significance Level: 95%	a	b
Unweighted Total	2058	2058
Total	2058	2058
	100%	100%
Strongly support	490	717
	24%	35%
		a
Tend to support	822	890
	40%	43%
		a
Tend to oppose	359	206
	17%	10%
	b	
Strongly oppose	153	75
	7%	4%
	b	
Don't know	233	170
	11%	8%
	b	
Net: Support	1312	1607
	64%	78%
		a
Net: Oppose	512	281
	25%	14%
	b	

IPPR – Public Health Messaging

Q1_1. Text messages: The Government is currently using measures such as text messages and television adverts to communicate with the public during the Covid-19 outbreak. To what extent would you support or oppose these different measures being used to address other public health concerns like smoking or alcohol abuse, once the crisis is over?
BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	490	253	237	47	89	90	93	71	99
	24%	25%	23%	21%	25%	27%	25%	23%	21%
						a			
Tend to support	822	408	414	98	136	125	149	121	193
	40%	41%	39%	43%	38%	38%	41%	40%	41%
Tend to oppose	359	164	195	41	76	51	66	47	78
	17%	16%	18%	18%	21%	16%	18%	15%	16%
					c				
Strongly oppose	153	88	65	9	20	30	15	22	57
	7%	9%	6%	4%	6%	9%	4%	7%	12%
		b				abd			abd
Don't know	233	91	143	34	35	33	41	44	48
	11%	9%	14%	15%	10%	10%	11%	14%	10%
			a	bc					
Net: Support	1312	661	652	145	226	215	242	192	292
	64%	66%	62%	64%	63%	65%	66%	63%	61%
Net: Oppose	512	253	260	50	96	81	82	69	135
	25%	25%	25%	22%	27%	25%	22%	23%	28%

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IPPR – Public Health Messaging

Q1_1. Text messages: The Government is currently using measures such as text messages and television adverts to communicate with the public during the Covid-19 outbreak. To what extent would you support or oppose these different measures being used to address other public health concerns like smoking or alcohol abuse, once the crisis is over?

BASE: All respondents

	Total	Region										
		Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058	179	86	237	173	183	150	198	278	288	183	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	490	32	22	61	40	50	32	62	65	56	41	30
	24%	18%	25%	26%	23%	27%	21%	31%	23%	19%	22%	30%
						ai		ai				ai
Tend to support	822	75	39	109	71	77	69	70	115	105	59	33
	40%	42%	45%	46%	41%	42%	46%	35%	41%	36%	32%	32%
			jk	gijk		j	gijk		j			
Tend to oppose	359	37	9	33	22	23	27	42	46	62	45	12
	17%	21%	11%	14%	13%	13%	18%	21%	16%	21%	25%	12%
		be						bdek		bcdek	bcdehk	
Strongly oppose	153	15	7	12	13	10	8	10	23	25	16	15
	7%	8%	9%	5%	7%	5%	5%	5%	8%	9%	9%	14%
												cefg
Don't know	233	20	9	21	27	23	14	15	30	41	23	12
	11%	11%	10%	9%	16%	13%	9%	7%	11%	14%	12%	12%
					cg					g		
Net: Support	1312	107	61	170	111	127	102	131	179	161	100	64
	64%	60%	71%	72%	64%	69%	68%	66%	64%	56%	54%	62%
			ij	aij		ij	ij	ij	ij			
Net: Oppose	512	52	17	45	35	33	35	52	69	86	61	27
	25%	29%	19%	19%	20%	18%	23%	26%	25%	30%	33%	26%
		ce								bcde	bcdefh	

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IPPR – Public Health Messaging

Q1_1. Text messages: The Government is currently using measures such as text messages and television adverts to communicate with the public during the Covid-19 outbreak. To what extent would you support or oppose these different measures being used to address other public health concerns like smoking or alcohol abuse, once the crisis is over?

BASE: All respondents

	Total	Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E	NET: ABC1	NET: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058	138	424	578	418	24	476	1140	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	490	36	121	110	99	7	117	268	222
	24%	26%	29%	19%	24%	27%	25%	23%	24%
			cg			c	c	c	c
Tend to support	822	66	156	250	191	8	150	472	350
	40%	48%	37%	43%	46%	35%	32%	41%	38%
		befh		bef	befh			f	f
Tend to oppose	359	16	74	120	65	3	82	210	150
	17%	11%	18%	21%	15%	13%	17%	18%	16%
				aeh				ae	
Strongly oppose	153	5	27	24	26	2	69	56	97
	7%	3%	6%	4%	6%	9%	14%	5%	11%
						acg	abcdg		abcdg
Don't know	233	15	45	75	37	4	58	135	98
	11%	11%	11%	13%	9%	15%	12%	12%	11%
						dh			
Net: Support	1312	103	277	360	290	15	267	740	572
	64%	74%	65%	62%	69%	62%	56%	65%	62%
		bcefgh	f		cfh			f	f
Net: Oppose	512	20	101	144	91	5	151	265	247
	25%	15%	24%	25%	22%	22%	32%	23%	27%
			a	a			abcdeg	a	a

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IPPR – Public Health Messaging

Q1_2. Television adverts: The Government is currently using measures such as text messages and television adverts to communicate with the public during the Covid-19 outbreak. To what extent would you support or oppose these different measures being used to address other public health concerns like smoking or alcohol abuse, once the crisis is over?
BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	717	362	355	57	116	107	143	110	185
	35%	36%	34%	25%	33%	33%	39%	36%	39%
					a	a	a	a	a
Tend to support	890	456	434	87	154	139	149	134	227
	43%	45%	41%	38%	43%	42%	41%	44%	48%
									a
Tend to oppose	206	98	108	36	44	44	28	24	30
	10%	10%	10%	16%	12%	13%	8%	8%	6%
				def	df	def			
Strongly oppose	75	41	34	11	12	9	12	16	15
	4%	4%	3%	5%	3%	3%	3%	5%	3%
Don't know	170	48	122	38	30	31	33	21	19
	8%	5%	12%	16%	8%	9%	9%	7%	4%
			a	bcdef	f	f	f		
Net: Support	1607	818	790	144	270	246	292	244	412
	78%	81%	75%	63%	76%	75%	80%	80%	87%
		b			a	a	a	a	abc
Net: Oppose	281	139	142	47	56	53	40	40	45
	14%	14%	13%	21%	16%	16%	11%	13%	9%
				def	f	df			

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Q1_2. Television adverts: The Government is currently using measures such as text messages and television adverts to communicate with the public during the Covid-19 outbreak. To what extent would you support or oppose these different measures being used to address other public health concerns like smoking or alcohol abuse, once the crisis is over?

BASE: All respondents

	Total	Region											
		Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058 100%	179 100%	86 100%	237 100%	173 100%	183 100%	150 100%	198 100%	278 100%	288 100%	183 100%	103 100%
Strongly support	717 35%	49 28%	37 43% ad	80 34%	53 31%	70 38% a	57 38%	65 33%	99 36%	109 38% a	61 33%	37 36%
Tend to support	890 43%	92 51% befh	30 35%	102 43%	87 50% befh	71 39%	60 40%	97 49% bh	105 38%	120 42%	84 46%	42 41%
Tend to oppose	206 10%	20 11%	7 8%	26 11%	10 6%	17 9%	14 9%	22 11%	42 15% dij	24 8%	16 9%	8 8%
Strongly oppose	75 4%	5 3%	5 6% d	6 2%	2 1%	7 4%	9 6% d	6 3%	13 5% d	11 4%	7 4%	5 5%
Don't know	170 8%	12 7%	7 8%	23 10% g	20 12% g	19 11% g	11 7%	8 4%	19 7%	23 8%	16 9%	10 10%
Net: Support	1607 78%	141 79%	67 78%	182 77%	141 81% h	141 77%	117 78%	161 82% h	204 73%	230 80%	144 79%	80 77%
Net: Oppose	281 14%	25 14% d	12 14%	31 13%	12 7%	23 13% d	22 15% d	28 14% d	55 20% deij	35 12%	23 13%	13 13%

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IPPR – Public Health Messaging

Q1_2. Television adverts: The Government is currently using measures such as text messages and television adverts to communicate with the public during the Covid-19 outbreak. To what extent would you support or oppose these different measures being used to address other public health concerns like smoking or alcohol abuse, once the crisis is over?
BASE: All respondents

	Total	Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E	NET: ABC1	NET: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058	138	424	578	418	24	476	1140	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly support	717	59	141	210	122	8	177	411	307
	35%	43%	33%	36%	29%	34%	37%	36%	33%
		bdh		d			d	d	
Tend to support	890	52	203	221	199	11	204	476	414
	43%	38%	48%	38%	48%	46%	43%	42%	45%
			acg		c	c			c
Tend to oppose	206	11	40	75	45	2	35	125	81
	10%	8%	9%	13%	11%	6%	7%	11%	9%
				efh				ef	
Strongly oppose	75	3	16	14	15	1	25	34	41
	4%	2%	4%	2%	4%	3%	5%	3%	4%
							cg		c
Don't know	170	13	24	58	37	3	35	95	75
	8%	9%	6%	10%	9%	11%	7%	8%	8%
				b		b			
Net: Support	1607	111	344	432	320	19	381	887	721
	78%	81%	81%	75%	77%	79%	80%	78%	79%
			c						
Net: Oppose	281	14	56	89	60	2	60	159	122
	14%	10%	13%	15%	14%	9%	13%	14%	13%
				e					e

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IPPR – Public Health Messaging

Q2. Summary: Please rank the following in terms of which you most trust to share accurate information about Covid-19
BASE: All respondents

	Terms					
	Downing Street 5pm Press Conference	Social media e.g. Facebook, Twitter, Instagram	Friends and family	Broadcast media on TV and radio (e.g. BBC Radio 4's Today programme, ITV's Good Morning Britain, BBC news bulletins)	Online media outlets e.g. Buzzfeed, MailOnline	Print media e.g. The Times, The Guardian
Significance Level: 95%	a	b	c	d	e	f
Unweighted Total	2058	2058	2058	2058	2058	2058
Total	2058	2058	2058	2058	2058	2058
	100%	100%	100%	100%	100%	100%
1	875	502	156	100	74	189
	42%	24%	8%	5%	4%	9%
	bcdef	cdef	de	e		de
2	371	799	313	126	92	193
	18%	39%	15%	6%	4%	9%
	cdef	acdef	def	e		de
3	225	296	689	154	212	319
	11%	14%	33%	7%	10%	15%
	d	ade	abdef		d	ade
4	146	138	367	187	475	582
	7%	7%	18%	9%	23%	28%
			abd	ab	abcd	abcde
5	108	84	235	373	678	417
	5%	4%	11%	18%	33%	20%
			ab	abc	abcdf	abc
6	170	75	135	956	364	195
	8%	4%	7%	46%	18%	9%
	bc		b	abcef	abcf	bc
Don't know	155	155	155	155	155	155
	8%	8%	8%	8%	8%	8%

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IPPR – Public Health Messaging

Q2. Ranked top 1 summary: Please rank the following in terms of which you most trust to share accurate information about Covid-19.
BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downing Street 5pm Press Conference	875	420	455	62	117	127	183	147	239
	42%	42%	43%	27%	33%	39%	50%	48%	50%
						a	abc	abc	abc
Broadcast media on TV and radio (e.g. BBC Radio 4's Today programme, ITV's Good Morning Britain, BBC news bulletins)	502	239	264	64	78	64	78	78	141
	24%	24%	25%	28%	22%	20%	21%	26%	30%
				bcd					bcd
Print media e.g. The Times, The Guardian	156	74	81	23	29	23	22	25	33
	8%	7%	8%	10%	8%	7%	6%	8%	7%
Social media e.g. Facebook, Twitter, Instagram	100	65	35	17	29	22	16	2	14
	5%	6%	3%	8%	8%	7%	4%	1%	3%
		b		ef	def	ef	e		
Online media outlets e.g. Buzzfeed, MailOnline	74	47	27	10	29	17	11	5	1
	4%	5%	3%	5%	8%	5%	3%	2%	*
		b		ef	adef	ef	f		
Friends and family	189	99	89	18	50	46	28	19	27
	9%	10%	8%	8%	14%	14%	8%	6%	6%
					adef	adef			
Don't know	155	59	96	32	24	27	25	29	17
	8%	6%	9%	14%	7%	8%	7%	9%	4%
			a	bcdf		f		f	

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IPPR – Public Health Messaging

Q2. Ranked top 1 summary: Please rank the following in terms of which you most trust to share accurate information about Covid-19.
BASE: All respondents

		Region										
	Total	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058	179	86	237	173	183	150	198	278	288	183	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downing Street 5pm Press Conference	875	63	39	99	79	81	81	104	54	146	89	38
	42%	35%	45%	42%	46%	44%	54%	53%	19%	51%	49%	37%
		h	h	h	ah	h	achk	achk		achk	ah	h
Broadcast media on TV and radio (e.g. BBC Radio 4's Today programme, ITV's Good Morning Britain, BBC news bulletins)	502	61	16	66	47	42	33	37	80	65	41	16
	24%	34%	19%	28%	27%	23%	22%	19%	29%	22%	22%	15%
		befgijk		gk	k				gk			
Print media e.g. The Times, The Guardian	156	12	3	14	13	13	8	12	37	24	12	6
	8%	7%	3%	6%	8%	7%	6%	6%	13%	8%	7%	6%
									abcefgijk			
Social media e.g. Facebook, Twitter, Instagram	100	8	8	9	7	8	4	4	34	10	2	6
	5%	4%	9%	4%	4%	5%	3%	2%	12%	3%	1%	6%
			fgij						acdefgij			j
Online media outlets e.g. Buzzfeed, MailOnline	74	5	2	8	5	9	6	2	14	12	3	8
	4%	3%	2%	3%	3%	5%	4%	1%	5%	4%	1%	8%
						g			gj			dgj
Friends and family	189	23	9	23	7	14	10	22	36	13	12	19
	9%	13%	11%	10%	4%	8%	7%	11%	13%	5%	6%	19%
		dij	di	di				di	dfij			cdefij
Don't know	155	8	9	18	13	16	8	13	20	18	24	9
	8%	4%	10%	8%	7%	9%	5%	6%	7%	6%	13%	9%
											afghi	

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IPPR – Public Health Messaging

Q2. Ranked top 1 summary: Please rank the following in terms of which you most trust to share accurate information about Covid-19.
BASE: All respondents

	Total	Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E	NET: ABC1	NET: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058	138	424	578	418	24	476	1140	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downing Street 5pm Press Conference	875	45	191	237	169	9	224	473	402
	42%	32%	45%	41%	40%	36%	47%	41%	44%
			ae				ae	a	ae
Broadcast media on TV and radio (e.g. BBC Radio 4's Today programme, ITV's Good Morning Britain, BBC news bulletins)	502	32	103	116	110	7	133	251	251
	24%	23%	24%	20%	26%	31%	28%	22%	27%
					c	cg	cg		cg
Print media e.g. The Times, The Guardian	156	19	38	44	22	1	33	100	55
	8%	14%	9%	8%	5%	4%	7%	9%	6%
		cdefh	e					deh	
Social media e.g. Facebook, Twitter, Instagram	100	9	20	45	18	3	6	73	27
	5%	6%	5%	8%	4%	10%	1%	6%	3%
		fh	f	bfh	f	bdfgh		fh	
Online media outlets e.g. Buzzfeed, MailOnline	74	10	15	23	22	*	2	49	25
	4%	7%	4%	4%	5%	1%	1%	4%	3%
		efh	f	f	efh			ef	f
Friends and family	189	10	31	61	50	2	34	102	87
	9%	7%	7%	11%	12%	10%	7%	9%	9%
					bf				
Don't know	155	14	24	50	26	2	39	87	67
	8%	10%	6%	9%	6%	7%	8%	8%	7%

Savanta: ComRes

IPPR – Public Health Messaging

Q2. Ranked top 3 summary: Please rank the following in terms of which you most trust to share accurate information about Covid-19.
BASE: All respondents

		Gender		Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downing Street 5pm Press Conference	1471	711	760	130	229	225	273	240	374
	71%	71%	72%	57%	64%	68%	75%	79%	79%
					a	a	ab	abc	abc
Broadcast media on TV and radio (e.g. BBC Radio 4's Today programme, ITV's Good Morning Britain, BBC news bulletins)	1597	773	824	150	256	249	284	239	418
	78%	77%	78%	66%	72%	76%	78%	79%	88%
						a	a	ab	abcde
Print media e.g. The Times, The Guardian	1158	551	607	117	173	155	205	182	326
	56%	55%	58%	51%	49%	47%	56%	60%	69%
							bc	abc	abcde
Social media e.g. Facebook, Twitter, Instagram	380	216	164	64	110	71	66	29	41
	18%	21%	16%	28%	31%	21%	18%	9%	9%
		b		cdef	cdef	ef	ef		
Online media outlets e.g. Buzzfeed, MailOnline	379	208	170	56	89	79	68	27	60
	18%	21%	16%	24%	25%	24%	19%	9%	13%
		b		ef	def	ef	e		
Friends and family	700	370	330	65	137	124	120	110	145
	34%	37%	31%	29%	38%	38%	33%	36%	30%
		b			af	a		a	
Don't know	155	59	96	32	24	27	25	29	17
	8%	6%	9%	14%	7%	8%	7%	9%	4%
			a	bcdf		f		f	

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IPPR – Public Health Messaging

Q2. Ranked top 3 summary: Please rank the following in terms of which you most trust to share accurate information about Covid-19.
BASE: All respondents

							Region					
	Total	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058	179	86	237	173	183	150	198	278	288	183	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downing Street 5pm Press Conference	1471	127	56	165	132	127	119	152	166	222	137	67
	71%	71%	65%	70%	76%	69%	79%	77%	60%	77%	75%	65%
		h		h	bhk	h	bcehk	bhk		bhk	h	
Broadcast media on TV and radio (e.g. BBC Radio 4's Today programme, ITV's Good Morning Britain, BBC news bulletins)	1597	145	63	173	140	128	126	164	205	235	139	79
	78%	81%	73%	73%	81%	70%	84%	83%	74%	82%	76%	76%
		e			e		bceh	ceh		ceh		
Print media e.g. The Times, The Guardian	1158	118	39	136	105	92	75	112	153	174	102	53
	56%	66%	45%	57%	61%	50%	50%	56%	55%	60%	56%	52%
		befhk		b	bef					bef		
Social media e.g. Facebook, Twitter, Instagram	380	33	24	38	20	43	24	25	84	45	19	25
	18%	18%	28%	16%	12%	24%	16%	13%	30%	16%	10%	24%
		j	cdfgij			cdgij			acdfgij			dgij
Online media outlets e.g. Buzzfeed, MailOnline	379	25	15	51	31	43	25	33	54	52	29	21
	18%	14%	17%	22%	18%	23%	16%	16%	20%	18%	16%	20%
						a						
Friends and family	700	65	33	94	49	69	60	58	102	81	52	37
	34%	36%	39%	40%	28%	38%	40%	30%	37%	28%	28%	36%
			i	dgij		di	dij		di			
Don't know	155	8	9	18	13	16	8	13	20	18	24	9
	8%	4%	10%	8%	7%	9%	5%	6%	7%	6%	13%	9%
											afghi	

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IPPR – Public Health Messaging

Q2. Ranked top 3 summary: Please rank the following in terms of which you most trust to share accurate information about Covid-19.
BASE: All respondents

	Total	Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E	NET: ABC1	NET: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058	138	424	578	418	24	476	1140	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Downing Street 5pm Press Conference	1471	83	324	386	307	17	354	793	677
	71%	60%	77%	67%	74%	69%	74%	70%	74%
			aceg		ac		ac	a	acg
Broadcast media on TV and radio (e.g. BBC Radio 4's Today programme, ITV's Good Morning Britain, BBC news bulletins)	1597	101	325	432	329	19	391	858	739
	78%	74%	77%	75%	79%	79%	82%	75%	81%
							acg		cg
Print media e.g. The Times, The Guardian	1158	77	261	310	205	11	294	647	511
	56%	56%	62%	54%	49%	48%	62%	57%	56%
			cdeh				cdeh	de	e
Social media e.g. Facebook, Twitter, Instagram	380	37	75	124	92	7	45	236	144
	18%	27%	18%	21%	22%	28%	9%	21%	16%
		bfh	f	fh	fh	bcfgh		fh	f
Online media outlets e.g. Buzzfeed, MailOnline	379	30	83	114	87	3	60	228	151
	18%	22%	20%	20%	21%	14%	13%	20%	16%
		f	f	f	ef			efh	
Friends and family	700	44	124	215	153	10	155	383	318
	34%	32%	29%	37%	37%	40%	32%	34%	35%
				b	b	bg			b
Don't know	155	14	24	50	26	2	39	87	67
	8%	10%	6%	9%	6%	7%	8%	8%	7%

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Q3. Have you seen or been sent what you consider to be 'Fake News' while online about Covid-19 since the outbreak started? 'Fake News' is information which is false or cannot be verified from official Government sources.

BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - multiple times	732	360	372	80	143	141	115	109	144
	36%	36%	35%	35%	40%	43%	32%	36%	30%
					df	adf			
Yes - once	255	127	128	56	65	41	40	27	26
	12%	13%	12%	25%	18%	13%	11%	9%	5%
				bcdef	cdef	f	f		
No	729	383	346	57	96	97	140	108	230
	35%	38%	33%	25%	27%	30%	39%	36%	48%
		b					abc	ab	abcde
Don't know	342	133	208	35	53	50	69	60	76
	17%	13%	20%	15%	15%	15%	19%	20%	16%
			a						
Net: Yes	987	488	500	136	208	182	155	136	170
	48%	49%	47%	60%	58%	55%	43%	45%	36%
				def	def	def		f	

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Q3. Have you seen or been sent what you consider to be 'Fake News' while online about Covid-19 since the outbreak started? 'Fake News' is information which is false or cannot be verified from official Government sources.
BASE: All respondents

	Total	Region										
		Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058	179	86	237	173	183	150	198	278	288	183	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - multiple times	732	64	17	82	58	66	55	69	118	100	66	37
	36%	36%	20%	35%	34%	36%	37%	35%	43%	35%	36%	36%
		b		b	b	b	b	b	bi	b	b	b
Yes - once	255	22	11	33	21	20	20	25	51	23	20	10
	12%	12%	13%	14%	12%	11%	13%	13%	18%	8%	11%	9%
				i					eijk			
No	729	75	37	82	62	68	51	58	72	119	67	40
	35%	42%	42%	35%	36%	37%	34%	29%	26%	41%	36%	39%
		gh	gh	h	h	h				gh	h	h
Don't know	342	18	22	40	32	29	25	45	37	46	31	17
	17%	10%	25%	17%	19%	16%	17%	23%	13%	16%	17%	16%
			ahi		a			ah				
Net: Yes	987	85	28	115	79	86	75	94	169	123	85	46
	48%	48%	33%	49%	46%	47%	50%	48%	61%	43%	47%	45%
		b		b	b	b	b	b	abcdefgijk		b	

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IPPR – Public Health Messaging

Q3. Have you seen or been sent what you consider to be 'Fake News' while online about Covid-19 since the outbreak started? 'Fake News' is information which is false or cannot be verified from official Government sources.
BASE: All respondents

	Total	Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E	NET: ABC1	NET: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058	138	424	578	418	24	476	1140	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes - multiple times	732	48	156	228	157	8	135	433	299
	36%	35%	37%	39%	38%	32%	28%	38%	33%
			f	fh	f			fh	
Yes - once	255	22	68	82	43	3	37	172	83
	12%	16%	16%	14%	10%	13%	8%	15%	9%
		fh	dfh	fh		f		dfh	
No	729	49	133	172	154	8	213	354	375
	35%	36%	31%	30%	37%	32%	45%	31%	41%
					c		bceg		bceg
Don't know	342	19	67	96	63	5	92	181	160
	17%	13%	16%	17%	15%	23%	19%	16%	17%
						abcdg			
Net: Yes	987	70	224	310	200	11	172	604	383
	48%	51%	53%	54%	48%	46%	36%	53%	42%
		fh	fh	efh	f	f		efh	

Q4. During the Covid-19 response, the NHS has initiated partnerships with large tech groups including Facebook, Instagram, Google and Twitter in order to share health information. To what extent do you agree or disagree that this partnership should continue post-Covid-19 to support public health campaigns?
BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	563	237	326	58	108	107	108	95	87
	27%	24%	31%	25%	30%	33%	30%	31%	18%
			a	f	f	af	f	f	
Tend to agree	815	444	372	80	150	136	140	99	211
	40%	44%	35%	35%	42%	41%	38%	32%	44%
		b			ae	e			ae
Tend to disagree	214	115	99	35	37	24	39	32	47
	10%	11%	9%	15%	10%	7%	11%	10%	10%
				bc					
Strongly disagree	77	55	22	6	8	13	9	15	27
	4%	6%	2%	3%	2%	4%	2%	5%	6%
		b							b
Don't know	389	153	235	49	54	50	69	64	104
	19%	15%	22%	21%	15%	15%	19%	21%	22%
			a	bc				bc	bc
Net: Agree	1378	680	698	138	258	243	247	194	298
	67%	68%	66%	60%	72%	74%	68%	64%	63%
					aef	aef	a		
Net: Disagree	291	170	121	41	45	37	48	47	74
	14%	17%	11%	18%	13%	11%	13%	15%	16%
		b		bc					

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Q4. During the Covid-19 response, the NHS has initiated partnerships with large tech groups including Facebook, Instagram, Google and Twitter in order to share health information. To what extent do you agree or disagree that this partnership should continue post-Covid-19 to support public health campaigns?
BASE: All respondents

	Total	Region										
		Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058	179	86	237	173	183	150	198	278	288	183	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	563	45	18	78	42	44	38	59	77	89	31	41
	27%	25%	21%	33%	25%	24%	25%	30%	28%	31%	17%	40%
				bej				j	j	bj		abdefhj
Tend to agree	815	85	21	87	54	76	62	80	114	111	90	36
	40%	47%	24%	37%	31%	41%	41%	41%	41%	38%	49%	35%
		bcdk		b		bd	bd	b	bd	b	bcdik	
Tend to disagree	214	14	12	26	19	24	12	15	34	31	24	3
	10%	8%	14%	11%	11%	13%	8%	8%	12%	11%	13%	3%
			k	k	k	k			k	k	k	
Strongly disagree	77	5	11	5	3	5	12	7	15	3	6	5
	4%	3%	12%	2%	2%	3%	8%	4%	5%	1%	3%	5%
			acdeghijk				acdei		di			i
Don't know	389	31	26	41	54	34	25	36	39	55	31	18
	19%	17%	30%	17%	31%	18%	17%	18%	14%	19%	17%	17%
			acefghijk		acefghijk							
Net: Agree	1378	130	38	166	96	120	100	139	190	200	122	77
	67%	72%	45%	70%	56%	66%	67%	70%	69%	69%	66%	75%
		bd		bd		bd	bd	bd	bd	bd	bd	bd
Net: Disagree	291	18	22	30	22	29	25	23	48	34	31	8
	14%	10%	26%	13%	13%	16%	17%	12%	17%	12%	17%	8%
			acdegik			k	k		ak		k	

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Q4. During the Covid-19 response, the NHS has initiated partnerships with large tech groups including Facebook, Instagram, Google and Twitter in order to share health information. To what extent do you agree or disagree that this partnership should continue post-Covid-19 to support public health campaigns?
BASE: All respondents

	Total	Social Grade						NET: ABC1	NET: C2DE
		Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E		
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058	138	424	578	418	24	476	1140	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Strongly agree	563	54	146	166	85	6	106	366	196
	27%	39%	34%	29%	20%	25%	22%	32%	21%
		cdefh	cdefh	dfh				defh	
Tend to agree	815	44	177	229	194	8	163	450	365
	40%	32%	42%	40%	46%	34%	34%	39%	40%
			aef		aefgh				
Tend to disagree	214	18	37	56	45	3	55	110	103
	10%	13%	9%	10%	11%	14%	12%	10%	11%
						bg			
Strongly disagree	77	*	14	16	11	*	36	30	47
	4%	*	3%	3%	3%	2%	8%	3%	5%
							abcdeg		aceg
Don't know	389	22	50	112	83	6	116	183	205
	19%	16%	12%	19%	20%	25%	24%	16%	22%
				b	b	abg	abg	b	bg
Net: Agree	1378	98	323	395	279	14	268	816	562
	67%	71%	76%	68%	67%	59%	56%	72%	61%
		efh	cdefh	efh	f			efh	
Net: Disagree	291	18	51	72	56	4	91	141	151
	14%	13%	12%	12%	13%	16%	19%	12%	16%
							bcdg		bcg

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Cross breaks
BASE: All respondents

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1004	1004	-	71	140	140	167	175	310
	49%	100%	-	31%	39%	43%	46%	57%	65%
		b			a	a	a	abcd	abcd
Female	1054	-	1054	157	216	189	197	130	165
	51%	-	100%	69%	61%	57%	54%	43%	35%
			a	bcdef	ef	ef	ef		
18-24	228	71	157	228	-	-	-	-	-
	11%	7%	15%	100%	-	-	-	-	-
			a	bcdef					
25-34	356	140	216	-	356	-	-	-	-
	17%	14%	20%	-	100%	-	-	-	-
			a		acdef				
35-44	329	140	189	-	-	329	-	-	-
	16%	14%	18%	-	-	100%	-	-	-
			a			abdef			
45-54	364	167	197	-	-	-	364	-	-
	18%	17%	19%	-	-	-	100%	-	-
							abcef		
55-64	305	175	130	-	-	-	-	305	-
	15%	17%	12%	-	-	-	-	100%	-
		b						abcdf	
65+	475	310	165	-	-	-	-	-	475
	23%	31%	16%	-	-	-	-	-	100%
		b							abcde
Scotland	179	103	77	14	24	20	29	28	65
	9%	10%	7%	6%	7%	6%	8%	9%	14%
		b							abcd
North East	86	36	51	12	14	26	15	8	12
	4%	4%	5%	5%	4%	8%	4%	3%	3%
						bdef			
North West	237	114	123	24	31	33	36	57	55
	11%	11%	12%	11%	9%	10%	10%	19%	12%
								abcdf	
Yorkshire and the Humber	173	106	67	13	30	22	36	19	54
	8%	11%	6%	6%	8%	7%	10%	6%	11%
		b					a		ace
West Midlands	183	97	86	25	28	28	41	23	38
	9%	10%	8%	11%	8%	8%	11%	7%	8%
East Midlands	150	71	79	9	31	20	24	30	35
	7%	7%	7%	4%	9%	6%	7%	10%	7%
					a			a	

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Cross breaks
BASE: All respondents

		Gender		Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Significance Level: 95%		a	b	a	b	c	d	e	f
Unweighted Total	2058	1033	1025	397	468	394	318	269	212
Total	2058	1004	1054	228	356	329	364	305	475
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Eastern	198	90	108	21	27	54	31	29	36
	10%	9%	10%	9%	7%	16%	9%	10%	8%
						abdef			
London	278	147	130	57	68	40	40	20	53
	14%	15%	12%	25%	19%	12%	11%	7%	11%
				bcdef	cdef	e			
South East	288	110	178	22	57	41	70	39	59
	14%	11%	17%	10%	16%	12%	19%	13%	12%
			a		a		acef		
South West	183	82	101	24	25	23	30	34	48
	9%	8%	10%	10%	7%	7%	8%	11%	10%
								b	
Wales	103	49	54	7	22	24	12	18	20
	5%	5%	5%	3%	6%	7%	3%	6%	4%
					a	ad			
Social Grade A	138	69	69	16	35	29	38	13	7
	7%	7%	7%	7%	10%	9%	10%	4%	1%
				f	ef	ef	ef		
Social Grade B	424	211	213	37	96	90	104	70	26
	21%	21%	20%	16%	27%	27%	29%	23%	6%
				f	af	af	af	af	
Social Grade C1	578	226	352	134	103	88	124	67	62
	28%	23%	33%	59%	29%	27%	34%	22%	13%
			a	bcdef	ef	f	cef	f	
Social Grade C2	418	236	182	32	104	91	63	89	39
	20%	23%	17%	14%	29%	28%	17%	29%	8%
		b		f	adf	adf	f	adf	
Social Grade D	24	7	17	4	5	6	5	3	*
	1%	1%	2%	2%	1%	2%	1%	1%	*
Social Grade E	476	256	220	6	12	24	31	62	340
	23%	25%	21%	2%	3%	7%	9%	20%	72%
		b				ab	ab	abcd	abcde
NET: ABC1	1140	506	635	187	235	207	265	151	95
	55%	50%	60%	82%	66%	63%	73%	49%	20%
			a	bcdef	ef	ef	bcef	f	
NET: C2DE	918	499	419	42	122	122	99	154	380
	45%	50%	40%	18%	34%	37%	27%	51%	80%
		b			ad	ad	a	abcd	abcde

Savanta:
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IPPR – Public Health Messaging

Cross breaks
BASE: All respondents

					Region							
Significance Level: 95%	Total	Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058	179	86	237	173	183	150	198	278	288	183	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1004	103	36	114	106	97	71	90	147	110	82	49
	49%	57%	41%	48%	61%	53%	48%	45%	53%	38%	45%	48%
		bgij		i	bcfgijk	i		i	bi			
Female	1054	77	51	123	67	86	79	108	130	178	101	54
	51%	43%	59%	52%	39%	47%	52%	55%	47%	62%	55%	52%
			adh	d				d	ad		acdefh	ad	d
18-24	228	14	12	24	13	25	9	21	57	22	24	7
	11%	8%	14%	10%	8%	14%	6%	10%	20%	8%	13%	7%
			f			dfi			acdfgijk		f	
25-34	356	24	14	31	30	28	31	27	68	57	25	22
	17%	13%	16%	13%	17%	15%	21%	13%	24%	20%	13%	22%
									acegj	c		
35-44	329	20	26	33	22	28	20	54	40	41	23	24
	16%	11%	30%	14%	13%	15%	13%	27%	14%	14%	12%	23%
			acdefhij					acdefhij				acdfhij
45-54	364	29	15	36	36	41	24	31	40	70	30	12
	18%	16%	17%	15%	21%	23%	16%	16%	14%	24%	16%	11%
					k	hk				acfghjk		
55-64	305	28	8	57	19	23	30	29	20	39	34	18
	15%	15%	9%	24%	11%	12%	20%	15%	7%	14%	19%	18%
		h		abdeghi			bdh	h		h	bdh	h
65+	475	65	12	55	54	38	35	36	53	59	48	20
	23%	36%	14%	23%	31%	21%	24%	18%	19%	20%	26%	19%
		bcefghik			beghik						b	
Scotland	179	179	-	-	-	-	-	-	-	-	-	-
	9%	100%	-	-	-	-	-	-	-	-	-	-
		bcdefghijk										
North East	86	-	86	-	-	-	-	-	-	-	-	-
	4%	-	100%	-	-	-	-	-	-	-	-	-
			acdefghijk									
North West	237	-	-	237	-	-	-	-	-	-	-	-
	11%	-	-	100%	-	-	-	-	-	-	-	-
				abdefghijk								

Savanta: ComRes

Cross breaks
BASE: All respondents

	Total	Region										
		Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058 100%	179 100%	86 100%	237 100%	173 100%	183 100%	150 100%	198 100%	278 100%	288 100%	183 100%	103 100%
Yorkshire and the Humber	173 8%	- -	- -	- -	173 100% abcefghijk	- -	- -	- -	- -	- -	- -	- -
West Midlands	183 9%	- -	- -	- -	- -	183 100% abcdfghijk	- -	- -	- -	- -	- -	- -
East Midlands	150 7%	- -	- -	- -	- -	- -	150 100% abcdeghijk	- -	- -	- -	- -	- -
Eastern	198 10%	- -	- -	- -	- -	- -	- -	198 100% abcdefhijk	- -	- -	- -	- -
London	278 14%	- -	- -	- -	- -	- -	- -	- -	278 100% abcdefgijk	- -	- -	- -
South East	288 14%	- -	- -	- -	- -	- -	- -	- -	- -	288 100% abcdefghjk	- -	- -
South West	183 9%	- -	- -	- -	- -	- -	- -	- -	- -	- -	183 100% abcdefghik	- -
Wales	103 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	103 100% abcdefghij
Social Grade A	138 7%	9 5%	10 11% f	17 7% f	10 6%	17 9% f	3 2%	10 5%	23 8% f	20 7% f	14 8% f	6 6%
Social Grade B	424 21%	33 18%	19 22% g	53 22% g	37 21% g	39 21% g	25 16%	24 12%	75 27% afgj	69 24% gj	28 15%	23 22% g
Social Grade C1	578 28%	30 17%	23 26%	64 27% a	51 29% a	57 31% a	52 34% aj	57 29% a	99 36% acij	76 26% a	43 24%	27 26%

Cross breaks
BASE: All respondents

	Total	Region										
		Scotland	North East	North West	Yorkshire and the Humber	West Midlands	East Midlands	Eastern	London	South East	South West	Wales
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted Total	2058	155	100	215	191	189	155	153	291	313	184	112
Total	2058	179	86	237	173	183	150	198	278	288	183	103
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Social Grade C2	418	52	17	47	27	27	37	41	42	65	45	17
	20%	29%	20%	20%	16%	15%	25%	21%	15%	22%	25%	16%
		cdehk					deh			eh	deh	
Social Grade D	24	1	1	2	2	3	2	5	3	2	1	1
	1%	*	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
Social Grade E	476	54	17	54	46	42	32	61	34	56	51	29
	23%	30%	19%	23%	27%	23%	21%	31%	12%	20%	28%	28%
		bhi		h	h	h	h	bhi		h	hi	h
NET: ABC1	1140	72	51	134	97	112	79	91	198	165	85	56
	55%	40%	60%	56%	56%	61%	53%	46%	71%	57%	47%	54%
			agj	agj	a	agj	a		abcdefgijk	agj		a
NET: C2DE	918	107	35	103	76	71	71	107	80	123	98	47
	45%	60%	40%	44%	44%	39%	47%	54%	29%	43%	53%	46%
		bcdefhik	h	h	h	h	h	bcehi		h	bcehi	h

IPPR – Public Health Messaging

Cross breaks
BASE: All respondents

	Total	Social Grade							
		Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E	NET: ABC1	NET: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058 100%	138 100%	424 100%	578 100%	418 100%	24 100%	476 100%	1140 100%	918 100%
Male	1004 49%	69 50% ce	211 50% ce	226 39% e	236 56% ceg	7 31%	256 54% ceg	506 44% ce	499 54% ceg
Female	1054 51%	69 50%	213 50%	352 61% abdfgh	182 44%	17 69% abcdfgh	220 46%	635 56% dfh	419 46%
18-24	228 11%	16 12% fh	37 9% fh	134 23% abdfgh	32 8% fh	4 18% bdfh	6 1%	187 16% bdfh	42 5% f
25-34	356 17%	35 25% cfh	96 23% cfh	103 18% fh	104 25% cfh	5 22% fh	12 3%	235 21% fh	122 13% f
35-44	329 16%	29 21% fh	90 21% cfh	88 15% f	91 22% cfh	6 27% cfgh	24 5%	207 18% fh	122 13% f
45-54	364 18%	38 27% dfh	104 25% dfh	124 21% dfh	63 15% f	5 20% fh	31 7%	265 23% dfh	99 11% f
55-64	305 15%	13 10%	70 17% ac	67 12%	89 21% acefg	3 13%	62 13%	151 13%	154 17% acg
65+	475 23%	7 5%	26 6% e	62 11% abe	39 9% e	* 2%	340 72% abcdegh	95 8% e	380 41% abcdeg
Scotland	179 9%	9 6% e	33 8% e	30 5% e	52 13% abceg	1 2%	54 11% ceg	72 6% e	107 12% bceg
North East	86 4%	10 7%	19 5%	23 4%	17 4%	1 5%	17 3%	51 5%	35 4%
North West	237 11%	17 13%	53 12%	64 11%	47 11%	2 8%	54 11%	134 12%	103 11%
Yorkshire and the Humber	173 8%	10 7%	37 9%	51 9%	27 6%	2 10%	46 10%	97 9%	76 8%
West Midlands	183 9%	17 12% d	39 9%	57 10%	27 6%	3 13% dh	42 9%	112 10%	71 8%
East Midlands	150 7%	3 2%	25 6%	52 9% a	37 9% a	2 7% a	32 7% a	79 7% a	71 8% a

Cross breaks
BASE: All respondents

		Social Grade							
	Total	Social Grade A	Social Grade B	Social Grade C1	Social Grade C2	Social Grade D	Social Grade E	NET: ABC1	NET: C2DE
Significance Level: 95%		a	b	c	d	e	f	g	h
Unweighted Total	2058	144	455	593	279	235	352	1192	866
Total	2058	138	424	578	418	24	476	1140	918
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Eastern	198	10	24	57	41	5	61	91	107
	10%	7%	6%	10%	10%	19%	13%	8%	12%
				b	b	abcdfgh	bg		bg
London	278	23	75	99	42	3	34	198	80
	14%	17%	18%	17%	10%	14%	7%	17%	9%
		dfh	dfh	dfh		fh		dfh	
South East	288	20	69	76	65	2	56	165	123
	14%	15%	16%	13%	15%	9%	12%	14%	13%
			e		e			e	
South West	183	14	28	43	45	1	51	85	98
	9%	10%	7%	8%	11%	6%	11%	7%	11%
					b		b		bceg
Wales	103	6	23	27	17	1	29	56	47
	5%	4%	5%	5%	4%	6%	6%	5%	5%
Social Grade A	138	138	-	-	-	-	-	138	-
	7%	100%	-	-	-	-	-	12%	-
		bcdefgh						bcdefh	
Social Grade B	424	-	424	-	-	-	-	424	-
	21%	-	100%	-	-	-	-	37%	-
			acdefgh					acdefh	
Social Grade C1	578	-	-	578	-	-	-	578	-
	28%	-	-	100%	-	-	-	51%	-
				abdefgh				abdefh	
Social Grade C2	418	-	-	-	418	-	-	-	418
	20%	-	-	-	100%	-	-	-	46%
					abcefgh				abcefg
Social Grade D	24	-	-	-	-	24	-	-	24
	1%	-	-	-	-	100%	-	-	3%
						abcdfgh			abcdfg
Social Grade E	476	-	-	-	-	-	476	-	476
	23%	-	-	-	-	-	100%	-	52%
							abcdegh		abcdeg
NET: ABC1	1140	138	424	578	-	-	-	1140	-
	55%	100%	100%	100%	-	-	-	100%	-
		defh	defh	defh				defh	
NET: C2DE	918	-	-	-	418	24	476	-	918
	45%	-	-	-	100%	100%	100%	-	100%
					abcg	abcg	abcg		abcg

Savanta:
ComRes