

ENGINE | MHP – Covid-19 terms public poll, Jan 2021

Methodology: Savanta ComRes surveyed 2,302 UK adults aged 18+ between 8th and 10th January 2021. Data is weighted to be nationally representative of all UK adults aged 18+ by age, gender, region and social grade. Savanta ComRes is a member of the British Polling Council and abides by its rules. Full tables at www.comresglobal.com.

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| BASE: All respondents | |

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Q1. Summary: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Awareness | | | | | |
|-------------------------|--------------|----------------|--|--|---------------------------------------|---------------|--|
| | | Never heard it | Heard it - could confidently explain it | Heard it - could explain it but not confidently | Heard it - could not explain it | Net: Heard it | Net: Heard it - could explain it but not confidently / Could not explain it |
| Total | | *a | *b | *c | *d | *e | *f |
| Significance Level: 95% | | | | | | | |
| R number | 2302 100% | 274 12% | 973 42% | 749 33% | 306 13% | 2028 88% | 1055 46% |
| Antibody | 2302 100% | 136 6% | 1095 48% | 801 35% | 270 12% | 2166 94% | 1071 47% |
| Antigen | 2302 100% | 610 27% | 554 24% | 646 28% | 492 21% | 1692 73% | 1138 49% |
| Variant | 2302 100% | 272 12% | 1007 44% | 736 32% | 287 12% | 2030 88% | 1024 44% |
| Epidemiologist | 2302 100% | 493 21% | 681 30% | 661 29% | 468 20% | 1809 79% | 1128 49% |
| Incubation period | 2302 100% | 226 10% | 1128 49% | 728 32% | 219 10% | 2076 90% | 948 41% |
| Asymptomatic | 2302 100% | 369 16% | 1052 46% | 579 25% | 303 13% | 1933 84% | 882 38% |
| Clinical trial | 2302 100% | 181 8% | 1139 49% | 740 32% | 241 10% | 2121 92% | 982 43% |
| Contact tracing | 2302 100% | 149 6% | 1159 50% | 800 35% | 194 8% | 2153 94% | 994 43% |
| PCR test | 2302 100% | 805 35% | 450 20% | 564 24% | 483 21% | 1497 65% | 1047 45% |

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Q1_1. R number: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|----------|-------|-------|-------|--------|--------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 274 | 119 | 155 | 63 | 65 | 66 | 35 | 21 | 24 | 128 | 101 | 45 |
| | 12% | 11% | 13% | 25% | 16% | 18% | 9% | 6% | 4% | 20% | 13% | 5% |
| | | | | bcdefghi | defi | defhi | fi | | | defhi | defi | |
| Heard it - could confidently explain it | 973 | 513 | 460 | 66 | 132 | 151 | 178 | 184 | 263 | 198 | 328 | 447 |
| | 42% | 46% | 39% | 26% | 33% | 41% | 44% | 54% | 49% | 30% | 42% | 51% |
| | | b | | | a | abg | abg | abcdgh | abcgh | | abg | abcdgh |
| Heard it - could explain it but not confidently | 749 | 345 | 404 | 73 | 133 | 103 | 154 | 98 | 188 | 207 | 256 | 286 |
| | 33% | 31% | 34% | 29% | 33% | 28% | 38% | 29% | 35% | 32% | 33% | 33% |
| | | | | | | | aceg | | ac | | | |
| Heard it - could not explain it | 306 | 147 | 159 | 53 | 68 | 49 | 41 | 38 | 58 | 121 | 90 | 95 |
| | 13% | 13% | 13% | 21% | 17% | 13% | 10% | 11% | 11% | 19% | 12% | 11% |
| | | | | cdefhi | defhi | | | | | cdefhi | | |
| Net: Heard it | 2028 | 1005 | 1024 | 193 | 333 | 302 | 372 | 319 | 508 | 526 | 675 | 828 |
| | 88% | 89% | 87% | 75% | 84% | 82% | 91% | 94% | 96% | 80% | 87% | 95% |
| | | | | | a | a | abcgh | abcgh | abcdgh | a | acg | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1055 | 492 | 563 | 127 | 201 | 151 | 195 | 136 | 245 | 328 | 346 | 381 |
| | 46% | 44% | 48% | 50% | 51% | 41% | 48% | 40% | 46% | 50% | 45% | 44% |
| | | | | cei | cei | | e | | | cehi | | |

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Q1_1. R number: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 274 | 9 | 19 | 21 | 12 | 23 | 15 | 32 | 16 | 19 | 40 | 14 | 55 | 230 | 143 | 131 |
| | 12% | 13% | 10% | 8% | 12% | 12% | 14% | 16% | 10% | 9% | 13% | 6% | 18% | 12% | 11% | 13% |
| | | | | | | | k | cik | | | k | | bchikm | k | | |
| Heard it - could confidently explain it | 973 | 36 | 79 | 110 | 39 | 75 | 37 | 72 | 79 | 91 | 140 | 100 | 112 | 820 | 585 | 388 |
| | 42% | 52% | 41% | 43% | 42% | 40% | 33% | 36% | 49% | 46% | 45% | 47% | 37% | 43% | 46% | 38% |
| | | fg | | | | | | fgl | fgl | fg | f | fgl | | f | b | |
| Heard it - could explain it but not confidently | 749 | 23 | 77 | 80 | 28 | 59 | 37 | 69 | 46 | 66 | 97 | 66 | 100 | 612 | 410 | 339 |
| | 33% | 33% | 40% | 31% | 30% | 31% | 33% | 35% | 28% | 33% | 31% | 31% | 33% | 32% | 32% | 33% |
| | | | hm | | | | | | | | | | | | | |
| Heard it - could not explain it | 306 | 1 | 18 | 46 | 15 | 30 | 22 | 25 | 22 | 23 | 35 | 34 | 35 | 265 | 138 | 169 |
| | 13% | 2% | 9% | 18% | 16% | 16% | 20% | 13% | 14% | 11% | 11% | 16% | 11% | 14% | 11% | 16% |
| | | | | abjl | a | a | abijl | a | a | a | a | a | a | a | | a |
| Net: Heard it | 2028 | 60 | 175 | 236 | 82 | 164 | 96 | 167 | 147 | 180 | 273 | 200 | 247 | 1697 | 1133 | 896 |
| | 88% | 87% | 90% | 92% | 88% | 88% | 86% | 84% | 90% | 91% | 87% | 94% | 82% | 88% | 89% | 87% |
| | | | l | gl | | | | | l | gl | | fgilm | | l | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1055 | 24 | 95 | 126 | 43 | 89 | 59 | 95 | 68 | 89 | 133 | 100 | 134 | 877 | 547 | 508 |
| | 46% | 35% | 49% | 49% | 46% | 48% | 53% | 48% | 42% | 45% | 42% | 47% | 45% | 45% | 43% | 49% |
| | | | | | | | ahj | | | | | | | | | a |

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Q1_2. Antibody: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|--------|-------|-------|-------|--------|--------|------------|------------|----------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 136 | 74 | 62 | 31 | 30 | 29 | 25 | 9 | 12 | 61 | 54 | 21 |
| | 6% | 7% | 5% | 12% | 8% | 8% | 6% | 3% | 2% | 9% | 7% | 2% |
| | | | | bdefhi | efi | efi | efi | | | efi | efi | |
| Heard it - could confidently explain it | 1095 | 557 | 538 | 95 | 184 | 167 | 178 | 185 | 286 | 279 | 345 | 470 |
| | 48% | 50% | 46% | 37% | 46% | 45% | 44% | 54% | 54% | 43% | 45% | 54% |
| | | | | | a | a | | abcdgh | abcdgh | | a | abcdgh |
| Heard it - could explain it but not confidently | 801 | 365 | 437 | 89 | 126 | 139 | 152 | 116 | 179 | 214 | 292 | 295 |
| | 35% | 32% | 37% | 35% | 32% | 38% | 37% | 34% | 34% | 33% | 38% | 34% |
| | | | a | | | | | | | | bg | |
| Heard it - could not explain it | 270 | 128 | 142 | 41 | 58 | 33 | 52 | 31 | 55 | 99 | 85 | 86 |
| | 12% | 11% | 12% | 16% | 14% | 9% | 13% | 9% | 10% | 15% | 11% | 10% |
| | | | | cefhi | cei | | | | | cefhi | | |
| Net: Heard it | 2166 | 1050 | 1116 | 225 | 368 | 339 | 383 | 332 | 520 | 592 | 722 | 852 |
| | 94% | 93% | 95% | 88% | 92% | 92% | 94% | 97% | 98% | 91% | 93% | 98% |
| | | | | | a | | a | abcdgh | abcdgh | | a | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1071 | 493 | 579 | 130 | 183 | 172 | 205 | 147 | 234 | 313 | 377 | 381 |
| | 47% | 44% | 49% | 51% | 46% | 47% | 50% | 43% | 44% | 48% | 49% | 44% |
| | | | a | efi | | | i | | | | | |

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Q1_2. Antibody: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|------------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 136 | 8 | 12 | 14 | 7 | 15 | 7 | 17 | 9 | 6 | 10 | 3 | 29 | 109 | 72 | 64 |
| | 6% | 12% | 6% | 6% | 8% | 8% | 6% | 8% | 6% | 3% | 3% | 1% | 10% | 6% | 6% | 6% |
| | | ijk | k | k | ijk | ijk | k | ijk | k | | | | ijkm | k | | |
| Heard it - could confidently explain it | 1095 | 35 | 94 | 124 | 41 | 84 | 52 | 83 | 83 | 97 | 152 | 108 | 140 | 914 | 652 | 442 |
| | 48% | 50% | 48% | 48% | 44% | 45% | 47% | 42% | 51% | 49% | 49% | 51% | 47% | 47% | 51% | 43% |
| | | | | | | | | | | | | | | | b | |
| Heard it - could explain it but not confidently | 801 | 21 | 62 | 87 | 31 | 65 | 33 | 82 | 54 | 74 | 111 | 76 | 107 | 686 | 421 | 381 |
| | 35% | 31% | 32% | 34% | 33% | 35% | 29% | 41% | 33% | 37% | 36% | 35% | 35% | 36% | 33% | 37% |
| | | | | | | | | f | | | | | | | a | |
| Heard it - could not explain it | 270 | 5 | 27 | 32 | 14 | 23 | 20 | 17 | 17 | 22 | 40 | 28 | 25 | 218 | 130 | 139 |
| | 12% | 7% | 14% | 12% | 15% | 12% | 18% | 9% | 10% | 11% | 13% | 13% | 8% | 11% | 10% | 14% |
| | | | | | l | | glm | | | | | | | | a | |
| Net: Heard it | 2166 | 61 | 183 | 243 | 86 | 173 | 105 | 182 | 154 | 193 | 303 | 212 | 272 | 1818 | 1203 | 963 |
| | 94% | 88% | 94% | 94% | 92% | 92% | 94% | 92% | 94% | 97% | 97% | 99% | 90% | 94% | 94% | 94% |
| | | | | | | | | | | adegl | adegl | abcdefghlm | | l | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1071 | 26 | 89 | 119 | 45 | 89 | 53 | 99 | 71 | 96 | 151 | 103 | 132 | 904 | 551 | 520 |
| | 47% | 38% | 46% | 46% | 48% | 47% | 47% | 50% | 43% | 48% | 48% | 48% | 44% | 47% | 43% | 51% |
| | | | | | | | | | | | | | | | a | |

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Q1_3. Antigen: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|-------|-------|-------|-------|--------|--------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 610 | 261 | 349 | 72 | 96 | 95 | 112 | 82 | 155 | 167 | 206 | 237 |
| | 27% | 23% | 30% | 28% | 24% | 26% | 27% | 24% | 29% | 26% | 27% | 27% |
| | | | a | | | | | | | | | |
| Heard it - could confidently explain it | 554 | 309 | 245 | 66 | 107 | 102 | 114 | 78 | 87 | 173 | 215 | 165 |
| | 24% | 27% | 21% | 26% | 27% | 28% | 28% | 23% | 16% | 26% | 28% | 19% |
| | | b | | fi | fi | fi | fi | f | | fi | fi | |
| Heard it - could explain it but not confidently | 646 | 322 | 325 | 72 | 123 | 104 | 103 | 92 | 152 | 195 | 207 | 244 |
| | 28% | 29% | 28% | 28% | 31% | 28% | 25% | 27% | 29% | 30% | 27% | 28% |
| Heard it - could not explain it | 492 | 232 | 260 | 46 | 72 | 68 | 79 | 89 | 138 | 118 | 147 | 227 |
| | 21% | 21% | 22% | 18% | 18% | 18% | 19% | 26% | 26% | 18% | 19% | 26% |
| | | | | | | | | abcdgh | abcdgh | | | abcdgh |
| Net: Heard it | 1692 | 862 | 829 | 184 | 303 | 274 | 296 | 259 | 377 | 486 | 570 | 636 |
| | 73% | 77% | 70% | 72% | 76% | 74% | 73% | 76% | 71% | 74% | 73% | 73% |
| | | b | | | | | | | | | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1138 | 554 | 585 | 118 | 195 | 172 | 182 | 181 | 290 | 313 | 354 | 471 |
| | 49% | 49% | 50% | 46% | 49% | 47% | 45% | 53% | 55% | 48% | 46% | 54% |
| | | | | | | | | dh | acdgh | | | acdgh |

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Q1_3. Antigen: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 610 | 18 | 55 | 69 | 31 | 48 | 39 | 47 | 45 | 41 | 91 | 51 | 77 | 499 | 309 | 301 |
| | 27% | 26% | 28% | 27% | 33% | 25% | 35% | 24% | 27% | 20% | 29% | 24% | 25% | 26% | 24% | 29% |
| | | | | | i | | giklm | | | i | | | | | a | |
| Heard it - could confidently explain it | 554 | 15 | 41 | 58 | 22 | 35 | 25 | 50 | 36 | 50 | 76 | 54 | 91 | 472 | 341 | 212 |
| | 24% | 22% | 21% | 23% | 24% | 19% | 22% | 25% | 22% | 25% | 24% | 25% | 30% | 25% | 27% | 21% |
| | | | | | | | | | | | | bcehm | | b | | |
| Heard it - could explain it but not confidently | 646 | 25 | 55 | 75 | 25 | 52 | 33 | 71 | 43 | 59 | 86 | 43 | 80 | 534 | 398 | 248 |
| | 28% | 36% | 28% | 29% | 27% | 28% | 29% | 36% | 26% | 30% | 28% | 20% | 27% | 28% | 31% | 24% |
| | | k | | k | | | | hijklm | | k | | | k | | b | |
| Heard it - could not explain it | 492 | 11 | 43 | 55 | 15 | 53 | 15 | 30 | 40 | 49 | 59 | 67 | 54 | 422 | 227 | 265 |
| | 21% | 16% | 22% | 21% | 16% | 28% | 13% | 15% | 24% | 24% | 19% | 31% | 18% | 22% | 18% | 26% |
| | | | | | | dfgjlm | | fg | fg | fg | acdfgjlm | | fg | | a | |
| Net: Heard it | 1692 | 51 | 140 | 188 | 63 | 140 | 72 | 151 | 118 | 158 | 221 | 164 | 225 | 1428 | 966 | 725 |
| | 73% | 74% | 72% | 73% | 67% | 75% | 65% | 76% | 73% | 80% | 71% | 76% | 75% | 74% | 76% | 71% |
| | | | | | | | f | f | dfj | f | f | f | f | b | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1138 | 36 | 98 | 130 | 41 | 105 | 48 | 101 | 82 | 108 | 145 | 110 | 134 | 956 | 625 | 513 |
| | 49% | 52% | 51% | 50% | 43% | 56% | 43% | 51% | 51% | 54% | 47% | 51% | 45% | 50% | 49% | 50% |
| | | | | | | dfjl | | | fl | | | | | | | |

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Q1_4. Variant: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|---------|-------|-------|-------|-------|-------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 272 | 137 | 135 | 51 | 49 | 54 | 47 | 30 | 40 | 100 | 102 | 70 |
| | 12% | 12% | 11% | 20% | 12% | 15% | 12% | 9% | 8% | 15% | 13% | 8% |
| | | | | bdefghi | fi | efi | | | | efi | efi | |
| Heard it - could confidently explain it | 1007 | 519 | 488 | 86 | 153 | 172 | 161 | 172 | 262 | 239 | 333 | 434 |
| | 44% | 46% | 41% | 34% | 38% | 47% | 39% | 51% | 49% | 37% | 43% | 50% |
| | | b | | | | abg | | abdgh | abdgh | | ag | abdgh |
| Heard it - could explain it but not confidently | 736 | 333 | 403 | 85 | 146 | 99 | 154 | 101 | 152 | 231 | 252 | 253 |
| | 32% | 30% | 34% | 33% | 37% | 27% | 38% | 30% | 28% | 35% | 33% | 29% |
| | | | a | | cefi | | cefi | | | cfi | | |
| Heard it - could not explain it | 287 | 135 | 152 | 33 | 50 | 43 | 46 | 38 | 78 | 83 | 89 | 115 |
| | 12% | 12% | 13% | 13% | 13% | 12% | 11% | 11% | 15% | 13% | 11% | 13% |
| Net: Heard it | 2030 | 987 | 1043 | 204 | 349 | 314 | 360 | 311 | 492 | 554 | 674 | 803 |
| | 88% | 88% | 89% | 80% | 88% | 85% | 88% | 91% | 92% | 85% | 87% | 92% |
| | | | | a | a | | a | acgh | abcgh | a | a | abcgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1024 | 468 | 555 | 118 | 196 | 142 | 199 | 139 | 229 | 314 | 341 | 368 |
| | 44% | 42% | 47% | 46% | 49% | 39% | 49% | 41% | 43% | 48% | 44% | 42% |
| | | | a | c | cei | | cei | | | cei | | |

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Q1_4. Variant: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 272 | 10 | 22 | 27 | 14 | 24 | 17 | 25 | 16 | 14 | 42 | 14 | 46 | 223 | 149 | 123 |
| | 12% | 15% | 11% | 11% | 15% | 13% | 15% | 13% | 10% | 7% | 13% | 6% | 15% | 12% | 12% | 12% |
| | | | | ik | ik | k | ik | k | | | ik | | ik | k | | |
| Heard it - could confidently explain it | 1007 | 31 | 82 | 117 | 34 | 74 | 36 | 79 | 89 | 92 | 152 | 97 | 123 | 857 | 583 | 424 |
| | 44% | 45% | 42% | 45% | 36% | 40% | 32% | 40% | 55% | 46% | 49% | 45% | 41% | 44% | 46% | 41% |
| | | | | f | | | | | bdefglm | f | defgl | f | | f | b | |
| Heard it - could explain it but not confidently | 736 | 19 | 71 | 81 | 27 | 67 | 42 | 65 | 39 | 67 | 89 | 68 | 100 | 604 | 404 | 332 |
| | 32% | 28% | 36% | 32% | 29% | 36% | 38% | 33% | 24% | 34% | 29% | 32% | 33% | 31% | 32% | 32% |
| | | | h | | | h | h | h | | h | | | h | h | | |
| Heard it - could not explain it | 287 | 8 | 19 | 32 | 19 | 22 | 17 | 29 | 19 | 25 | 29 | 35 | 32 | 243 | 139 | 148 |
| | 12% | 11% | 10% | 13% | 20% | 12% | 15% | 15% | 12% | 13% | 9% | 16% | 11% | 13% | 11% | 14% |
| | | | | bcehjlm | | | | j | | | | j | | | a | |
| Net: Heard it | 2030 | 59 | 172 | 230 | 80 | 164 | 95 | 173 | 147 | 184 | 271 | 200 | 255 | 1704 | 1126 | 904 |
| | 88% | 85% | 89% | 89% | 85% | 87% | 85% | 87% | 90% | 93% | 87% | 94% | 85% | 88% | 88% | 88% |
| | | | | | | | | | | dflj | | defgjlm | | | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1024 | 27 | 90 | 113 | 46 | 90 | 59 | 94 | 58 | 92 | 118 | 103 | 132 | 847 | 543 | 480 |
| | 44% | 40% | 46% | 44% | 49% | 48% | 53% | 48% | 36% | 46% | 38% | 48% | 44% | 44% | 43% | 47% |
| | | | h | | hj | hj | hj | hj | | h | | hj | | hj | | a |

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Q1_5. Epidemiologist: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|----------|-------|-------|-------|-------|--------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 493 | 190 | 303 | 87 | 83 | 88 | 81 | 72 | 82 | 170 | 169 | 154 |
| | 21% | 17% | 26% | 34% | 21% | 24% | 20% | 21% | 15% | 26% | 22% | 18% |
| | | | a | bcdefghi | f | fi | | f | | bdfi | fi | |
| Heard it - could confidently explain it | 681 | 369 | 312 | 57 | 108 | 100 | 131 | 98 | 187 | 165 | 231 | 285 |
| | 30% | 33% | 26% | 22% | 27% | 27% | 32% | 29% | 35% | 25% | 30% | 33% |
| | | b | | | | | ag | a | abcg | | a | ag |
| Heard it - could explain it but not confidently | 661 | 338 | 322 | 57 | 111 | 102 | 129 | 97 | 165 | 168 | 231 | 262 |
| | 29% | 30% | 27% | 22% | 28% | 28% | 32% | 28% | 31% | 26% | 30% | 30% |
| | | | | | | | ag | a | ag | | a | a |
| Heard it - could not explain it | 468 | 226 | 242 | 54 | 96 | 79 | 67 | 74 | 98 | 150 | 145 | 172 |
| | 20% | 20% | 21% | 21% | 24% | 21% | 16% | 22% | 18% | 23% | 19% | 20% |
| | | | | | dfh | | | | | dh | | |
| Net: Heard it | 1809 | 933 | 876 | 168 | 315 | 280 | 327 | 269 | 450 | 484 | 607 | 719 |
| | 79% | 83% | 74% | 66% | 79% | 76% | 80% | 79% | 85% | 74% | 78% | 82% |
| | | b | | | ag | a | ag | a | abcegh | a | a | acgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1128 | 564 | 564 | 111 | 207 | 181 | 195 | 171 | 263 | 318 | 376 | 434 |
| | 49% | 50% | 48% | 43% | 52% | 49% | 48% | 50% | 49% | 49% | 48% | 50% |
| | | | | | a | | | | | | | a |

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Q1_5. Epidemiologist: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|----------|----------------|--------------|--------------|----------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 493 | 17 | 40 | 62 | 24 | 43 | 25 | 43 | 37 | 36 | 70 | 39 | 57 | 410 | 237 | 256 |
| | 21% | 25% | 21% | 24% | 25% | 23% | 23% | 22% | 23% | 18% | 22% | 18% | 19% | 21% | 19% | 25% a |
| Heard it - could confidently explain it | 681 | 15 | 56 | 75 | 26 | 49 | 35 | 58 | 44 | 54 | 97 | 60 | 112 | 575 | 427 | 254 |
| | 30% | 21% | 29% | 29% | 28% | 26% | 31% | 29% | 27% | 27% | 31% | 28% | 37% acehikm | 30% | 33% b | 25% |
| Heard it - could explain it but not confidently | 661 | 26 | 55 | 78 | 26 | 53 | 28 | 62 | 39 | 61 | 88 | 69 | 75 | 551 | 385 | 276 |
| | 29% | 38% | 29% | 30% | 28% | 28% | 25% | 31% | 24% | 31% | 28% | 32% | 25% | 29% | 30% | 27% |
| Heard it - could not explain it | 468 | 11 | 43 | 42 | 18 | 43 | 24 | 36 | 43 | 47 | 57 | 47 | 57 | 391 | 227 | 241 |
| | 20% | 15% | 22% | 16% | 19% | 23% | 21% | 18% | 26% cgj | 24% c | 18% | 22% | 19% | 20% | 18% a | 23% |
| Net: Heard it | 1809 | 52 | 154 | 195 | 70 | 145 | 86 | 156 | 126 | 162 | 243 | 175 | 244 | 1517 | 1039 | 771 |
| | 79% | 75% | 79% | 76% | 75% | 77% | 77% | 78% | 77% | 82% | 78% | 82% | 81% | 79% | 81% b | 75% |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1128 | 37 | 98 | 120 | 44 | 96 | 52 | 98 | 82 | 108 | 145 | 116 | 132 | 941 | 612 | 517 |
| | 49% | 53% | 51% | 47% | 47% | 51% | 46% | 49% | 50% | 54% l | 47% | 54% l | 44% | 49% | 48% | 50% |

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Q1_6. Incubation period: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Gender | | Age | | | | | | | | | |
|---|--------|------|--------|---------|-------|-------|-------|--------|--------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 226 | 119 | 107 | 65 | 57 | 41 | 30 | 15 | 18 | 122 | 71 | 33 |
| | 10% | 11% | 9% | 26% | 14% | 11% | 7% | 5% | 3% | 19% | 9% | 4% |
| | | | | bdefghi | defhi | efi | fi | | | cdefhi | efi | |
| Heard it - could confidently explain it | 1128 | 538 | 590 | 78 | 158 | 166 | 205 | 209 | 312 | 237 | 371 | 521 |
| | 49% | 48% | 50% | 31% | 40% | 45% | 50% | 61% | 59% | 36% | 48% | 60% |
| | | | | | a | ag | abg | abcdgh | abcdgh | a | abg | abcdgh |
| Heard it - could explain it but not confidently | 728 | 354 | 374 | 73 | 132 | 122 | 139 | 93 | 168 | 205 | 262 | 261 |
| | 32% | 32% | 32% | 29% | 33% | 33% | 34% | 27% | 32% | 31% | 34% | 30% |
| | | | | | | | | | | | e | |
| Heard it - could not explain it | 219 | 112 | 108 | 39 | 51 | 39 | 33 | 23 | 34 | 90 | 72 | 57 |
| | 10% | 10% | 9% | 15% | 13% | 11% | 8% | 7% | 6% | 14% | 9% | 7% |
| | | | | defhi | defi | fi | | | | defhi | i | |
| Net: Heard it | 2076 | 1004 | 1071 | 190 | 341 | 328 | 377 | 325 | 514 | 532 | 705 | 839 |
| | 90% | 89% | 91% | 74% | 86% | 89% | 93% | 95% | 97% | 81% | 91% | 96% |
| | | | | | a | ag | abg | abcgh | abcdgh | a | abg | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 948 | 466 | 482 | 112 | 183 | 162 | 172 | 117 | 202 | 295 | 334 | 319 |
| | 41% | 41% | 41% | 44% | 46% | 44% | 42% | 34% | 38% | 45% | 43% | 37% |
| | | | | ei | efi | ei | e | | | efi | ei | |

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Q1_6. Incubation period: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|----------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 226 | 10 | 12 | 26 | 8 | 17 | 11 | 24 | 12 | 15 | 38 | 8 | 45 | 193 | 124 | 103 |
| | 10% | 15% | 6% | 10% | 8% | 9% | 10% | 12% | 7% | 8% | 12% | 4% | 15% | 10% | 10% | 10% |
| | | bk | | k | | k | k | bk | | | bk | | bdhikm | k | | |
| Heard it - could confidently explain it | 1128 | 43 | 102 | 119 | 45 | 90 | 49 | 91 | 87 | 101 | 153 | 117 | 130 | 934 | 653 | 475 |
| | 49% | 62% | 52% | 46% | 48% | 48% | 44% | 46% | 54% | 51% | 49% | 55% | 43% | 48% | 51% | 46% |
| | | cfl | | | | | | | l | | | l | | | b | |
| Heard it - could explain it but not confidently | 728 | 15 | 72 | 86 | 25 | 62 | 43 | 62 | 46 | 64 | 90 | 65 | 100 | 599 | 401 | 328 |
| | 32% | 21% | 37% | 33% | 27% | 33% | 39% | 31% | 28% | 32% | 29% | 30% | 33% | 31% | 31% | 32% |
| | | | a | | | | ad | | | | | | | | | |
| Heard it - could not explain it | 219 | 1 | 9 | 27 | 16 | 19 | 8 | 21 | 18 | 18 | 32 | 24 | 26 | 201 | 98 | 121 |
| | 10% | 1% | 5% | 10% | 17% | 10% | 7% | 10% | 11% | 9% | 10% | 11% | 9% | 10% | 8% | 12% |
| | | | ab | ab | abfijlm | a | | ab | ab | | ab | ab | | ab | a | a |
| Net: Heard it | 2076 | 59 | 183 | 231 | 86 | 170 | 100 | 174 | 151 | 183 | 275 | 206 | 256 | 1734 | 1151 | 924 |
| | 90% | 85% | 94% | 90% | 92% | 91% | 90% | 88% | 93% | 92% | 88% | 96% | 85% | 90% | 90% | 90% |
| | | | agjl | | l | | | | l | l | | acefgjlm | | l | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 948 | 16 | 81 | 112 | 41 | 81 | 51 | 83 | 64 | 82 | 121 | 89 | 126 | 800 | 498 | 449 |
| | 41% | 23% | 42% | 44% | 44% | 43% | 46% | 42% | 39% | 41% | 39% | 41% | 42% | 41% | 39% | 44% |
| | | | a | a | a | a | a | a | a | a | a | a | a | a | | a |

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Q1_7. Asymptomatic: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| Significance Level: 95% | | Gender | | Age | | | | | | | | |
|---|-------|----------|--------|----------------|----------|----------|----------|-----------|-----------|------------|------------|-----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 369 | 186 | 183 | 59 | 70 | 58 | 61 | 53 | 68 | 129 | 119 | 121 |
| | 16% | 17% | 15% | 23% bcdefhi | 17% | 16% | 15% | 16% | 13% | 20% fhi | 15% | 14% |
| Heard it - could confidently explain it | 1052 | 494 | 558 | 106 | 174 | 164 | 184 | 171 | 253 | 280 | 347 | 424 |
| | 46% | 44% | 47% | 42% | 44% | 44% | 45% | 50% ag | 48% | 43% | 45% | 49% ag |
| Heard it - could explain it but not confidently | 579 | 274 | 305 | 56 | 99 | 98 | 114 | 76 | 136 | 154 | 212 | 212 |
| | 25% | 24% | 26% | 22% | 25% | 27% | 28% a | 22% | 26% | 24% | 27% a | 24% |
| Heard it - could not explain it | 303 | 170 | 133 | 34 | 56 | 49 | 49 | 40 | 75 | 90 | 97 | 115 |
| | 13% | 15% b | 11% | 13% | 14% | 13% | 12% | 12% | 14% | 14% | 13% | 13% |
| Net: Heard it | 1933 | 937 | 996 | 196 | 329 | 310 | 346 | 288 | 464 | 525 | 657 | 752 |
| | 84% | 83% | 85% | 77% | 83% a | 84% a | 85% a | 84% a | 87% ag | 80% | 85% ag | 86% ag |
| Net: Heard it - could explain it but not confidently / Could not explain it | 882 | 443 | 438 | 90 | 155 | 146 | 163 | 116 | 211 | 245 | 309 | 327 |
| | 38% | 39% | 37% | 35% | 39% | 40% | 40% | 34% | 40% | 37% | 40% | 38% |

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Q1_7. Asymptomatic: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|-----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|-----------------|-----------|--------------|--------------|----------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 369 | 9 | 33 | 30 | 16 | 27 | 19 | 45 | 22 | 27 | 61 | 21 | 59 | 307 | 169 | 200 |
| | 16% | 13% | 17% | 12% | 17% | 14% | 17% | 23% cehikm | 14% | 14% | 20% ck | 10% | 19% ck | 16% k | 13% | 19% a |
| Heard it - could confidently explain it | 1052 | 30 | 83 | 120 | 41 | 71 | 48 | 77 | 74 | 100 | 150 | 121 | 138 | 891 | 647 | 405 |
| | 46% | 44% | 43% | 47% | 44% | 38% | 43% | 39% | 45% | 50% eg | 48% eg | 56% bdefghlm | 46% | 46% eg | 51% b | 39% |
| Heard it - could explain it but not confidently | 579 | 24 | 60 | 64 | 19 | 53 | 32 | 54 | 46 | 46 | 66 | 43 | 71 | 463 | 318 | 261 |
| | 25% | 35% jk | 31% jk | 25% | 21% | 28% | 28% | 27% | 28% | 23% | 21% | 20% | 24% | 24% | 25% | 25% |
| Heard it - could not explain it | 303 | 5 | 19 | 44 | 17 | 37 | 13 | 23 | 21 | 26 | 35 | 30 | 34 | 266 | 142 | 161 |
| | 13% | 8% | 10% | 17% b | 18% b | 20% bgjlm | 11% | 11% | 13% | 13% | 11% | 14% | 11% | 14% | 11% a | 16% a |
| Net: Heard it | 1933 | 60 | 161 | 227 | 77 | 161 | 93 | 154 | 141 | 172 | 251 | 194 | 243 | 1620 | 1107 | 827 |
| | 84% | 87% | 83% | 88% gjl | 83% | 86% g | 83% | 77% | 86% g | 86% g | 80% | 90% gilm | 81% | 84% g | 87% b | 81% |
| Net: Heard it - could explain it but not confidently / Could not explain it | 882 | 29 | 79 | 107 | 36 | 90 | 44 | 77 | 67 | 72 | 101 | 73 | 105 | 729 | 460 | 422 |
| | 38% | 43% | 41% | 42% j | 39% | 48% gijklm | 40% | 39% | 41% | 36% | 32% | 34% | 35% | 38% | 36% | 41% a |

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Q1_8. Clinical trial: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|----------|-------|-------|-------|--------|--------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 181 | 93 | 89 | 45 | 44 | 35 | 38 | 4 | 16 | 89 | 72 | 20 |
| | 8% | 8% | 8% | 18% | 11% | 9% | 9% | 1% | 3% | 14% | 9% | 2% |
| | | | | bcd efhi | efi | efi | efi | | | cdefhi | efi | |
| Heard it - could confidently explain it | 1139 | 574 | 565 | 87 | 180 | 164 | 194 | 200 | 314 | 267 | 358 | 514 |
| | 49% | 51% | 48% | 34% | 45% | 45% | 48% | 59% | 59% | 41% | 46% | 59% |
| | | | | | a | a | ag | abcdgh | abcdgh | a | ag | abcdgh |
| Heard it - could explain it but not confidently | 740 | 342 | 398 | 78 | 125 | 124 | 146 | 114 | 154 | 203 | 269 | 268 |
| | 32% | 30% | 34% | 30% | 31% | 34% | 36% | 33% | 29% | 31% | 35% | 31% |
| | | | | | | | f | | | | | |
| Heard it - could not explain it | 241 | 115 | 127 | 45 | 49 | 46 | 30 | 23 | 48 | 95 | 76 | 71 |
| | 10% | 10% | 11% | 18% | 12% | 12% | 7% | 7% | 9% | 15% | 10% | 8% |
| | | | | bcd efhi | dei | dei | | | | defhi | | |
| Net: Heard it | 2121 | 1031 | 1090 | 210 | 354 | 334 | 370 | 337 | 516 | 565 | 704 | 853 |
| | 92% | 92% | 92% | 82% | 89% | 91% | 91% | 99% | 97% | 86% | 91% | 98% |
| | | | | | a | ag | ag | abcdgh | abcdgh | | ag | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 982 | 457 | 525 | 123 | 175 | 169 | 176 | 136 | 202 | 298 | 345 | 338 |
| | 43% | 41% | 45% | 48% | 44% | 46% | 43% | 40% | 38% | 46% | 45% | 39% |
| | | | | efi | | fi | | | | fi | fi | |

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Q1_8. Clinical trial: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 181 | 10 | 14 | 27 | 11 | 12 | 9 | 11 | 10 | 11 | 23 | 7 | 35 | 147 | 103 | 78 |
| | 8% | 15% | 7% | 11% | 11% | 7% | 8% | 6% | 6% | 6% | 7% | 3% | 12% | 8% | 8% | 8% |
| | | ghik | | gk | gk | | | | | | | | ghikm | k | | |
| Heard it - could confidently explain it | 1139 | 35 | 94 | 137 | 45 | 83 | 49 | 97 | 88 | 112 | 160 | 115 | 125 | 962 | 645 | 494 |
| | 49% | 50% | 49% | 53% | 48% | 44% | 44% | 49% | 54% | 57% | 51% | 54% | 42% | 50% | 51% | 48% |
| | | | | l | | | | | l | efl | l | l | | l | | |
| Heard it - could explain it but not confidently | 740 | 20 | 67 | 66 | 22 | 72 | 44 | 68 | 46 | 60 | 97 | 73 | 105 | 609 | 417 | 323 |
| | 32% | 29% | 35% | 26% | 23% | 38% | 39% | 34% | 28% | 30% | 31% | 34% | 35% | 32% | 33% | 31% |
| | | | cd | | | cdh | cdh | cd | | | | d | cd | d | | |
| Heard it - could not explain it | 241 | 4 | 18 | 28 | 16 | 20 | 10 | 24 | 19 | 15 | 33 | 19 | 36 | 209 | 110 | 132 |
| | 10% | 6% | 9% | 11% | 17% | 11% | 9% | 12% | 12% | 7% | 11% | 9% | 12% | 11% | 9% | 13% |
| | | | | ikm | | | | | | | | | | | a | |
| Net: Heard it | 2121 | 59 | 180 | 230 | 83 | 175 | 103 | 188 | 153 | 187 | 290 | 207 | 266 | 1780 | 1172 | 949 |
| | 92% | 85% | 93% | 89% | 89% | 93% | 92% | 94% | 94% | 94% | 93% | 97% | 88% | 92% | 92% | 92% |
| | | | | | | | | acd | l | al | al | acd | lm | l | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 982 | 24 | 86 | 93 | 38 | 92 | 54 | 91 | 66 | 75 | 130 | 92 | 141 | 818 | 527 | 455 |
| | 43% | 34% | 44% | 36% | 40% | 49% | 48% | 46% | 40% | 38% | 42% | 43% | 47% | 42% | 41% | 44% |
| | | | | | ci | c | c | | | | | | ci | | | |

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Q1_9. Contact tracing: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|---------|-------|-------|-------|--------|--------|------------|------------|----------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 149 | 76 | 72 | 39 | 36 | 37 | 22 | 8 | 6 | 75 | 59 | 14 |
| | 6% | 7% | 6% | 15% | 9% | 10% | 5% | 2% | 1% | 12% | 8% | 2% |
| | | | | bcdefhi | defi | defi | efi | | | defhi | efi | |
| Heard it - could confidently explain it | 1159 | 565 | 595 | 100 | 160 | 188 | 204 | 198 | 310 | 260 | 392 | 508 |
| | 50% | 50% | 50% | 39% | 40% | 51% | 50% | 58% | 58% | 40% | 51% | 58% |
| | | | | | | abg | abg | abdgh | abcdgh | | abg | abcdgh |
| Heard it - could explain it but not confidently | 800 | 377 | 423 | 85 | 159 | 115 | 150 | 119 | 172 | 244 | 265 | 291 |
| | 35% | 34% | 36% | 33% | 40% | 31% | 37% | 35% | 32% | 37% | 34% | 33% |
| | | | | | acfhi | | | | | c | | |
| Heard it - could not explain it | 194 | 106 | 88 | 32 | 43 | 28 | 32 | 16 | 43 | 75 | 60 | 59 |
| | 8% | 9% | 7% | 13% | 11% | 8% | 8% | 5% | 8% | 11% | 8% | 7% |
| | | | | cdefhi | ei | | | | | ehi | | |
| Net: Heard it | 2153 | 1047 | 1106 | 217 | 362 | 332 | 386 | 333 | 525 | 578 | 717 | 858 |
| | 94% | 93% | 94% | 85% | 91% | 90% | 95% | 98% | 99% | 88% | 92% | 98% |
| | | | | | a | a | abcg | abcdgh | abcdgh | | ag | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 994 | 483 | 511 | 117 | 202 | 144 | 182 | 135 | 215 | 319 | 325 | 350 |
| | 43% | 43% | 43% | 46% | 51% | 39% | 45% | 40% | 40% | 49% | 42% | 40% |
| | | | | | cefhi | | | | | cefhi | | |

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Q1_9. Contact tracing: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|-------------|--------------------------|----------|---------------|---------------|------------|-------------|-------------|----------|--------------|--------------|----------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 149 | 10 | 11 | 18 | 8 | 18 | 6 | 12 | 7 | 9 | 13 | 7 | 31 | 122 | 80 | 68 |
| | 6% | 14% | 6% | 7% | 9% | 9% | 5% | 6% | 4% | 5% | 4% | 3% | 10% | 6% | 6% | 7% |
| | | hijkm | | | jk | jk | | | | | | | hijkm | | | |
| Heard it - could confidently explain it | 1159 | 40 | 107 | 125 | 41 | 87 | 53 | 96 | 90 | 103 | 166 | 113 | 140 | 959 | 695 | 464 |
| | 50% | 58% | 55% | 48% | 44% | 46% | 47% | 48% | 55% d | 52% | 53% | 53% | 46% | 50% | 55% b | 45% |
| Heard it - could explain it but not confidently | 800 | 19 | 63 | 92 | 31 | 68 | 46 | 72 | 52 | 73 | 102 | 75 | 106 | 671 | 411 | 389 |
| | 35% | 28% | 33% | 36% | 33% | 36% | 41% | 36% | 32% | 37% | 33% | 35% | 35% | 35% | 32% | 38% a |
| Heard it - could not explain it | 194 | - | 12 | 23 | 13 | 15 | 7 | 19 | 13 | 13 | 33 | 19 | 25 | 175 | 89 | 105 |
| | 8% | - | 6% | 9% a | 14% abfi | 8% a | 6% | 10% a | 8% a | 7% | 10% a | 9% a | 8% a | 9% a | 7% | 10% a |
| Net: Heard it | 2153 | 59 | 183 | 239 | 85 | 170 | 106 | 186 | 156 | 190 | 300 | 207 | 271 | 1805 | 1195 | 958 |
| | 94% | 86% | 94% | 93% | 91% | 91% | 95% | 94% | 96% al | 95% al | 96% adel | 97% adel | 90% | 94% al | 94% | 93% |
| Net: Heard it - could explain it but not confidently / Could not explain it | 994 | 19 | 76 | 115 | 44 | 83 | 53 | 91 | 66 | 87 | 135 | 94 | 131 | 846 | 500 | 494 |
| | 43% | 28% | 39% | 45% a | 47% a | 44% a | 48% a | 46% a | 40% | 44% a | 43% a | 44% a | 44% a | 44% a | 39% | 48% a |

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Q1_10. PCR test: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|-------|---------|-------|-------|---------|------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 805 | 348 | 457 | 109 | 110 | 118 | 144 | 131 | 194 | 219 | 261 | 325 |
| | 35% | 31% | 39% | 43% | 28% | 32% | 35% | 38% | 37% | 34% | 34% | 37% |
| | | | a | bcdgh | | | b | b | b | b | b | b |
| Heard it - could confidently explain it | 450 | 246 | 204 | 54 | 85 | 86 | 86 | 66 | 73 | 139 | 173 | 139 |
| | 20% | 22% | 17% | 21% | 21% | 23% | 21% | 19% | 14% | 21% | 22% | 16% |
| | | b | | fi | fi | fi | fi | f | | fi | fi | |
| Heard it - could explain it but not confidently | 564 | 307 | 257 | 46 | 123 | 104 | 108 | 76 | 108 | 168 | 211 | 184 |
| | 24% | 27% | 22% | 18% | 31% | 28% | 26% | 22% | 20% | 26% | 27% | 21% |
| | | b | | | aefi | afi | afi | | | afi | afi | |
| Heard it - could not explain it | 483 | 223 | 260 | 47 | 81 | 61 | 70 | 67 | 157 | 128 | 131 | 225 |
| | 21% | 20% | 22% | 18% | 20% | 16% | 17% | 20% | 30% | 20% | 17% | 26% |
| | | | | | | | | abcdegh | | | | abcdegh |
| Net: Heard it | 1497 | 776 | 721 | 146 | 288 | 251 | 264 | 210 | 338 | 435 | 515 | 548 |
| | 65% | 69% | 61% | 57% | 72% | 68% | 65% | 62% | 63% | 66% | 66% | 63% |
| | | b | | | adefghi | a | a | | | a | a | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1047 | 530 | 517 | 92 | 204 | 164 | 178 | 144 | 265 | 296 | 342 | 409 |
| | 45% | 47% | 44% | 36% | 51% | 45% | 44% | 42% | 50% | 45% | 44% | 47% |
| | | | | | adeh | a | a | | ae | a | a | a |

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Q1_10. PCR test: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | Total | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 805 | 26 | 58 | 82 | 36 | 74 | 47 | 62 | 60 | 65 | 127 | 78 | 91 | 675 | 384 | 422 |
| | 35% | 38% | 30% | 32% | 38% | 40% | 42% | 31% | 37% | 33% | 41% | 37% | 30% | 35% | 30% | 41% |
| | | | | | | l | bl | | | | bcgl | | | | | a |
| Heard it - could confidently explain it | 450 | 15 | 45 | 43 | 13 | 26 | 20 | 40 | 32 | 44 | 54 | 46 | 72 | 370 | 273 | 177 |
| | 20% | 22% | 23% | 17% | 14% | 14% | 18% | 20% | 20% | 22% | 17% | 21% | 24% | 19% | 21% | 17% |
| | | | de | | | | | | | e | | | cdejm | | b | |
| Heard it - could explain it but not confidently | 564 | 14 | 54 | 61 | 25 | 46 | 24 | 57 | 39 | 49 | 76 | 40 | 80 | 472 | 367 | 197 |
| | 24% | 21% | 28% | 24% | 27% | 24% | 21% | 29% | 24% | 25% | 24% | 19% | 26% | 25% | 29% | 19% |
| | | | | | | | | k | | | | | | | b | |
| Heard it - could not explain it | 483 | 14 | 38 | 71 | 20 | 41 | 21 | 40 | 33 | 41 | 56 | 50 | 59 | 410 | 252 | 230 |
| | 21% | 20% | 19% | 27% | 21% | 22% | 19% | 20% | 20% | 21% | 18% | 23% | 19% | 21% | 20% | 22% |
| | | | | jlm | | | | | | | | | | | | |
| Net: Heard it | 1497 | 43 | 136 | 175 | 58 | 113 | 65 | 137 | 103 | 134 | 186 | 136 | 210 | 1252 | 892 | 605 |
| | 65% | 62% | 70% | 68% | 62% | 60% | 58% | 69% | 63% | 67% | 59% | 63% | 70% | 65% | 70% | 59% |
| | | | fj | j | | | | j | | | | | efj | | b | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 1047 | 28 | 91 | 131 | 45 | 87 | 45 | 97 | 72 | 90 | 132 | 90 | 138 | 882 | 619 | 428 |
| | 45% | 40% | 47% | 51% | 48% | 46% | 40% | 49% | 44% | 45% | 42% | 42% | 46% | 46% | 49% | 42% |
| | | | | j | | | | | | | | | | | b | |

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Q2. Summary: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Awareness | | | | |
|-------------------------|--------------|----------------|---|---|---------------------------------|---|
| | Total | Never heard it | Heard it - could confidently explain it | Heard it - could explain it but not confidently | Heard it - could not explain it | Net: Heard it - could explain it but not confidently / Could not explain it |
| | | *a | *b | *c | *d | *e |
| Significance Level: 95% | | | | | | |
| Herd immunity | 2302 100% | 234 10% | 1179 51% | 643 28% | 246 11% | 2068 90% |
| Support bubble | 2302 100% | 72 3% | 1449 63% | 594 26% | 188 8% | 2230 97% |
| Circuit breaker | 2302 100% | 249 11% | 1106 48% | 666 29% | 281 12% | 2053 89% |
| Stay alert | 2302 100% | 93 4% | 1531 67% | 474 21% | 204 9% | 2209 96% |
| Essential businesses | 2302 100% | 118 5% | 1418 62% | 585 25% | 181 8% | 2184 95% |
| Essential worker | 2302 100% | 73 3% | 1606 70% | 468 20% | 155 7% | 2229 97% |
| Key worker | 2302 100% | 58 3% | 1651 72% | 437 19% | 156 7% | 2244 97% |
| Priority group | 2302 100% | 152 7% | 1348 59% | 588 26% | 214 9% | 2150 93% |
| Flatten the curve | 2302 100% | 262 11% | 1101 48% | 680 30% | 259 11% | 2040 89% |

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Q2_1. Herd immunity: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | | |
|---|------|--------|------|----------|-------|-------|-------|--------|--------|------|------------|------------|----------|
| | | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 | |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Never heard it | 234 | 90 | 143 | 51 | 37 | 41 | 36 | 26 | 44 | 87 | 77 | 70 | |
| | 10% | 8% | 12% | 20% | 9% | 11% | 9% | 7% | 8% | 13% | 10% | 8% | |
| | | | a | bcdefghi | | | | | bdefhi | | | | |
| Heard it - could confidently explain it | 1179 | 599 | 580 | 93 | 195 | 182 | 198 | 200 | 311 | 288 | 380 | 511 | |
| | 51% | 53% | 49% | 36% | 49% | 49% | 49% | 59% | 58% | 44% | 49% | 59% | |
| | | b | | | a | a | a | abcdgh | abcdgh | a | a | abcdgh | |
| Heard it - could explain it but not confidently | 643 | 311 | 332 | 71 | 126 | 101 | 131 | 87 | 127 | 197 | 232 | 214 | |
| | 28% | 28% | 28% | 28% | 32% | 27% | 32% | 26% | 24% | 30% | 30% | 25% | |
| | | | | | fi | | fi | | | fi | fi | | |
| Heard it - could not explain it | 246 | 123 | 123 | 40 | 41 | 45 | 42 | 28 | 49 | 82 | 87 | 78 | |
| | 11% | 11% | 10% | 16% | 10% | 12% | 10% | 8% | 9% | 12% | 11% | 9% | |
| | | | | bdefhi | | | | | | ei | | | |
| Net: Heard it | 2068 | 1033 | 1035 | 205 | 361 | 328 | 371 | 315 | 488 | 566 | 699 | 803 | |
| | 90% | 92% | 88% | 80% | 91% | 89% | 91% | 93% | 92% | 87% | 90% | 92% | |
| | | b | | | ag | a | ag | ag | ag | a | ag | ag | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 890 | 434 | 455 | 112 | 167 | 146 | 173 | 115 | 177 | 279 | 319 | 292 | |
| | 39% | 39% | 39% | 44% | 42% | 40% | 43% | 34% | 33% | 43% | 41% | 33% | |
| | | | | efi | efi | | efi | | | efi | efi | | |

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Q2_1. Herd immunity: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Regions | | | | | | | | | | | | | | Social grade | |
|---|---------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 234 | 11 | 20 | 18 | 14 | 21 | 13 | 24 | 19 | 15 | 35 | 13 | 33 | 190 | 99 | 135 |
| | 10% | 16% | 10% | 7% | 15% | 11% | 12% | 12% | 12% | 7% | 11% | 6% | 11% | 10% | 8% | 13% |
| | | ck | | | cik | | | k | | | | | | | | a |
| Heard it - could confidently explain it | 1179 | 36 | 93 | 139 | 49 | 86 | 47 | 91 | 94 | 105 | 156 | 126 | 156 | 1002 | 686 | 493 |
| | 51% | 52% | 48% | 54% | 53% | 46% | 42% | 46% | 58% | 53% | 50% | 59% | 52% | 52% | 54% | 48% |
| | | | | f | | | | | efg | | | efg | | f | b | |
| Heard it - could explain it but not confidently | 643 | 18 | 57 | 65 | 21 | 56 | 42 | 64 | 38 | 61 | 88 | 54 | 78 | 526 | 369 | 274 |
| | 28% | 26% | 29% | 25% | 22% | 30% | 38% | 32% | 24% | 31% | 28% | 25% | 26% | 27% | 29% | 27% |
| | | | | | | cdhklm | dh | | | | | | | | | |
| Heard it - could not explain it | 246 | 4 | 24 | 35 | 10 | 25 | 9 | 19 | 11 | 18 | 33 | 22 | 35 | 209 | 121 | 125 |
| | 11% | 6% | 13% | 14% | 11% | 14% | 8% | 10% | 7% | 9% | 11% | 10% | 12% | 11% | 9% | 12% |
| | | | | h | | h | | | | | | | | | a | |
| Net: Heard it | 2068 | 58 | 175 | 239 | 80 | 167 | 98 | 175 | 144 | 184 | 278 | 202 | 269 | 1737 | 1176 | 892 |
| | 90% | 84% | 90% | 93% | 85% | 89% | 88% | 88% | 88% | 93% | 89% | 94% | 89% | 90% | 92% | 87% |
| | | | | ad | | | | | | d | | adg | | | b | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 890 | 22 | 81 | 100 | 31 | 81 | 51 | 84 | 50 | 79 | 122 | 76 | 113 | 735 | 490 | 399 |
| | 39% | 32% | 42% | 39% | 33% | 43% | 46% | 42% | 31% | 40% | 39% | 35% | 37% | 38% | 38% | 39% |
| | | | h | | | h | dh | h | | | | | | h | | |

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Q2_2. Support bubble: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|-------|-------|-------|-------|--------|--------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 72 | 38 | 34 | 17 | 21 | 20 | 10 | 2 | 2 | 38 | 30 | 4 |
| | 3% | 3% | 3% | 7% | 5% | 5% | 2% | 1% | * | 6% | 4% | * |
| | | | | defhi | defi | defi | fi | | | defi | efi | |
| Heard it - could confidently explain it | 1449 | 697 | 752 | 144 | 216 | 217 | 253 | 253 | 366 | 360 | 470 | 619 |
| | 63% | 62% | 64% | 56% | 54% | 59% | 62% | 74% | 69% | 55% | 61% | 71% |
| | | | | | | | bg | abcdgh | abcgh | | bg | abcdgh |
| Heard it - could explain it but not confidently | 594 | 289 | 305 | 66 | 124 | 93 | 107 | 74 | 129 | 191 | 200 | 203 |
| | 26% | 26% | 26% | 26% | 31% | 25% | 26% | 22% | 24% | 29% | 26% | 23% |
| | | | | | efi | | | | | ei | | |
| Heard it - could not explain it | 188 | 100 | 88 | 28 | 38 | 38 | 38 | 12 | 35 | 65 | 76 | 47 |
| | 8% | 9% | 7% | 11% | 9% | 10% | 9% | 3% | 7% | 10% | 10% | 5% |
| | | | | efi | ei | ei | ei | | e | ei | ei | |
| Net: Heard it | 2230 | 1086 | 1145 | 238 | 378 | 348 | 398 | 338 | 530 | 616 | 746 | 869 |
| | 97% | 97% | 97% | 93% | 95% | 95% | 98% | 99% | 100% | 94% | 96% | 100% |
| | | | | | | | abcg | abcgh | abcdgh | | a | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 782 | 389 | 393 | 94 | 162 | 131 | 145 | 85 | 165 | 256 | 276 | 250 |
| | 34% | 35% | 33% | 37% | 41% | 36% | 36% | 25% | 31% | 39% | 36% | 29% |
| | | | | ei | efi | ei | ei | | | efi | ei | |

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Q2_2. Support bubble: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|----------|---------------|---------------|------------|------------|-----------|--------|--------------|--------------|----------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 72 | 4 | 6 | 6 | 3 | 6 | 3 | 10 | 5 | 5 | 8 | 2 | 13 | 58 | 41 | 30 |
| | 3% | 5% | 3% | 2% | 3% | 3% | 3% | 5% k | 3% | 3% | 3% | 1% | 4% | 3% | 3% | 3% |
| Heard it - could confidently explain it | 1449 | 45 | 126 | 154 | 60 | 116 | 77 | 127 | 110 | 130 | 197 | 135 | 171 | 1200 | 827 | 621 |
| | 63% | 65% | 65% | 60% | 64% | 62% | 69% l | 64% | 67% l | 66% l | 63% | 63% | 57% | 62% | 65% b | 61% |
| Heard it - could explain it but not confidently | 594 | 18 | 45 | 69 | 21 | 50 | 24 | 51 | 37 | 52 | 79 | 61 | 88 | 507 | 313 | 280 |
| | 26% | 26% | 23% | 27% | 22% | 27% | 21% | 26% | 23% | 26% | 25% | 29% | 29% | 26% | 25% | 27% |
| Heard it - could not explain it | 188 | 2 | 17 | 28 | 10 | 16 | 7 | 11 | 12 | 12 | 29 | 15 | 30 | 162 | 93 | 95 |
| | 8% | 3% | 9% | 11% g | 11% | 8% | 7% | 6% | 7% | 6% | 9% | 7% | 10% | 8% | 7% | 9% |
| Net: Heard it | 2230 | 65 | 188 | 251 | 91 | 182 | 108 | 189 | 158 | 194 | 304 | 212 | 289 | 1869 | 1234 | 997 |
| | 97% | 95% | 97% | 98% | 97% | 97% | 97% | 95% | 97% | 97% | 97% | 99% g | 96% | 97% | 97% | 97% |
| Net: Heard it - could explain it but not confidently / Could not explain it | 782 | 20 | 62 | 96 | 31 | 66 | 31 | 62 | 49 | 63 | 107 | 76 | 118 | 668 | 407 | 375 |
| | 34% | 29% | 32% | 38% | 33% | 35% | 28% | 31% | 30% | 32% | 34% | 36% fh | 39% | 35% | 32% | 37% a |

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Q2_3. Circuit breaker: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|----------|--------|-------|-------|-------|------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 249 | 91 | 158 | 61 | 47 | 46 | 36 | 21 | 38 | 108 | 82 | 59 |
| | 11% | 8% | 13% | 24% | 12% | 12% | 9% | 6% | 7% | 16% | 11% | 7% |
| | | | a | bcdefghi | efi | efi | | | | bdefhi | ei | |
| Heard it - could confidently explain it | 1106 | 585 | 520 | 76 | 168 | 185 | 209 | 187 | 282 | 244 | 394 | 468 |
| | 48% | 52% | 44% | 30% | 42% | 50% | 51% | 55% | 53% | 37% | 51% | 54% |
| | | b | | | a | abg | abg | abg | abg | a | abg | abg |
| Heard it - could explain it but not confidently | 666 | 324 | 342 | 71 | 141 | 91 | 108 | 102 | 154 | 212 | 199 | 255 |
| | 29% | 29% | 29% | 28% | 35% | 25% | 26% | 30% | 29% | 32% | 26% | 29% |
| | | | | | acdfhi | | | | | cdh | | |
| Heard it - could not explain it | 281 | 123 | 158 | 48 | 42 | 46 | 55 | 31 | 59 | 90 | 101 | 90 |
| | 12% | 11% | 13% | 19% | 11% | 13% | 13% | 9% | 11% | 14% | 13% | 10% |
| | | | | bcdefghi | | | | | | ei | | |
| Net: Heard it | 2053 | 1033 | 1021 | 195 | 351 | 323 | 371 | 319 | 494 | 546 | 694 | 813 |
| | 89% | 92% | 87% | 76% | 88% | 88% | 91% | 94% | 93% | 84% | 89% | 93% |
| | | b | | | ag | a | ag | abcgh | abcg | a | ag | abcgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 947 | 447 | 500 | 119 | 183 | 138 | 162 | 133 | 212 | 302 | 300 | 345 |
| | 41% | 40% | 42% | 47% | 46% | 37% | 40% | 39% | 40% | 46% | 39% | 40% |
| | | | | cehi | cehi | | | | | cdefhi | | |

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Q2_3. Circuit breaker: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 249 | 6 | 14 | 32 | 10 | 21 | 10 | 20 | 22 | 13 | 38 | 16 | 46 | 219 | 131 | 118 |
| | 11% | 8% | 7% | 12% | 11% | 11% | 9% | 10% | 13% | 7% | 12% | 8% | 15% | 11% | 10% | 12% |
| | | | | i | | | | | i | | i | | bikm | i | | |
| Heard it - could confidently explain it | 1106 | 44 | 110 | 118 | 39 | 81 | 57 | 86 | 78 | 100 | 143 | 119 | 132 | 895 | 643 | 463 |
| | 48% | 64% | 56% | 46% | 41% | 43% | 51% | 43% | 48% | 50% | 46% | 56% | 44% | 46% | 50% | 45% |
| | | cdeghjlm | cdegjlm | | | | | | | | | degjlm | | | b | |
| Heard it - could explain it but not confidently | 666 | 16 | 47 | 68 | 27 | 62 | 36 | 68 | 44 | 64 | 90 | 56 | 88 | 567 | 368 | 299 |
| | 29% | 23% | 24% | 27% | 29% | 33% | 32% | 34% | 27% | 32% | 29% | 26% | 29% | 29% | 29% | 29% |
| | | | | | | | | b | | | | | | | | |
| Heard it - could not explain it | 281 | 3 | 23 | 39 | 18 | 24 | 10 | 24 | 19 | 22 | 41 | 23 | 36 | 245 | 134 | 147 |
| | 12% | 4% | 12% | 15% | 19% | 13% | 9% | 12% | 11% | 11% | 13% | 11% | 12% | 13% | 11% | 14% |
| | | | | a | afikm | | | | | | | | | | a | a |
| Net: Heard it | 2053 | 63 | 180 | 225 | 84 | 167 | 102 | 178 | 141 | 185 | 275 | 198 | 255 | 1708 | 1145 | 908 |
| | 89% | 92% | 93% | 88% | 89% | 89% | 91% | 90% | 87% | 93% | 88% | 92% | 85% | 89% | 90% | 88% |
| | | | l | | | | | | | chjlm | | l | | l | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 947 | 19 | 70 | 107 | 45 | 86 | 45 | 93 | 63 | 85 | 131 | 79 | 124 | 813 | 502 | 446 |
| | 41% | 28% | 36% | 42% | 48% | 46% | 40% | 47% | 39% | 43% | 42% | 37% | 41% | 42% | 39% | 43% |
| | | | | ab | a | | | abk | | | | | | a | | a |

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Q2_4. Stay alert: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Gender | | Age | | | | | | | | | |
|---|--------|------|--------|--------|-------|-------|-------|--------|---------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 93 | 59 | 34 | 20 | 18 | 20 | 17 | 11 | 5 | 38 | 38 | 17 |
| | 4% | 5% | 3% | 8% | 5% | 6% | 4% | 3% | 1% | 6% | 5% | 2% |
| | | b | | bdefhi | fi | fi | fi | f | | fi | fi | |
| Heard it - could confidently explain it | 1531 | 719 | 813 | 138 | 228 | 219 | 275 | 258 | 413 | 366 | 495 | 671 |
| | 67% | 64% | 69% | 54% | 57% | 60% | 68% | 76% | 78% | 56% | 64% | 77% |
| | | | a | | | | abcg | abcdgh | abcdgh | | abg | abcdgh |
| Heard it - could explain it but not confidently | 474 | 237 | 237 | 63 | 116 | 86 | 76 | 55 | 77 | 179 | 162 | 132 |
| | 21% | 21% | 20% | 25% | 29% | 23% | 19% | 16% | 15% | 27% | 21% | 15% |
| | | | | defi | defhi | efi | | | | defhi | fi | |
| Heard it - could not explain it | 204 | 109 | 96 | 34 | 36 | 42 | 39 | 16 | 36 | 71 | 81 | 52 |
| | 9% | 10% | 8% | 13% | 9% | 12% | 9% | 5% | 7% | 11% | 10% | 6% |
| | | | | befi | e | efi | ei | | | efi | efi | |
| Net: Heard it | 2209 | 1065 | 1145 | 235 | 380 | 348 | 390 | 329 | 527 | 615 | 738 | 856 |
| | 96% | 95% | 97% | 92% | 95% | 94% | 96% | 97% | 99% | 94% | 95% | 98% |
| | | | a | | a | | a | a | abcdegh | | a | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 678 | 346 | 332 | 97 | 152 | 129 | 115 | 71 | 114 | 250 | 243 | 185 |
| | 29% | 31% | 28% | 38% | 38% | 35% | 28% | 21% | 21% | 38% | 31% | 21% |
| | | | | defhi | defhi | efi | efi | | | defhi | efi | |

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Q2_4. Stay alert: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-----------|---------------|---------------|------------|------------|------------|--------|--------------|--------------|------|
| | | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 93 | 4 | 9 | 8 | 2 | 9 | 10 | 7 | 5 | 3 | 10 | 2 | 23 | 69 | 44 | 49 |
| | 4% | 6% | 5% | 3% | 2% | 5% | 9% | 4% | 3% | 1% | 3% | 1% | 8% | 4% | 3% | 5% |
| | | ik | k | | | ik | cdghijklm | | | | | cdghijklm | | | | |
| Heard it - could confidently explain it | 1531 | 44 | 125 | 177 | 65 | 123 | 64 | 125 | 116 | 141 | 210 | 168 | 174 | 1299 | 845 | 687 |
| | 67% | 63% | 64% | 69% | 70% | 65% | 57% | 63% | 71% | 71% | 67% | 78% | 58% | 67% | 66% | 67% |
| | | | | fl | fl | | | | fl | fl | l | abcefgjilm | | fl | | |
| Heard it - could explain it but not confidently | 474 | 15 | 44 | 45 | 14 | 34 | 31 | 52 | 35 | 40 | 60 | 35 | 69 | 383 | 265 | 208 |
| | 21% | 22% | 23% | 17% | 15% | 18% | 28% | 26% | 21% | 20% | 19% | 16% | 23% | 20% | 21% | 20% |
| | | | | | | | cdejkm | cdejkm | | | | | | | | |
| Heard it - could not explain it | 204 | 6 | 17 | 27 | 13 | 22 | 7 | 14 | 7 | 15 | 33 | 10 | 35 | 175 | 121 | 83 |
| | 9% | 8% | 9% | 10% | 13% | 12% | 6% | 7% | 4% | 7% | 11% | 5% | 12% | 9% | 9% | 8% |
| | | | | hk | hk | hk | | | | | hk | | hk | h | | |
| Net: Heard it | 2209 | 65 | 185 | 248 | 92 | 179 | 102 | 192 | 158 | 196 | 303 | 213 | 278 | 1858 | 1231 | 978 |
| | 96% | 94% | 95% | 97% | 98% | 95% | 91% | 96% | 97% | 99% | 97% | 99% | 92% | 96% | 97% | 95% |
| | | | | fl | fl | | | fl | fl | aefl | fl | abefl | | fl | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 678 | 21 | 61 | 71 | 27 | 56 | 38 | 66 | 42 | 55 | 93 | 45 | 104 | 559 | 386 | 291 |
| | 29% | 30% | 31% | 28% | 29% | 30% | 34% | 33% | 26% | 28% | 30% | 21% | 35% | 29% | 30% | 28% |
| | | | k | | | | k | k | | | k | | hkm | k | | |

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Q2_5. Essential businesses: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|-------|-------|-------|-------|--------|--------|------------|------------|----------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 118 | 54 | 65 | 22 | 26 | 24 | 23 | 12 | 11 | 48 | 47 | 23 |
| | 5% | 5% | 5% | 9% | 6% | 7% | 6% | 4% | 2% | 7% | 6% | 3% |
| | | | | efi | fi | fi | fi | | | efi | fi | |
| Heard it - could confidently explain it | 1418 | 682 | 737 | 136 | 205 | 209 | 249 | 248 | 370 | 341 | 459 | 618 |
| | 62% | 61% | 62% | 53% | 52% | 57% | 61% | 73% | 70% | 52% | 59% | 71% |
| | | | | | | | abg | abcdgh | abcdgh | | bg | abcdgh |
| Heard it - could explain it but not confidently | 585 | 299 | 286 | 71 | 124 | 101 | 107 | 66 | 115 | 195 | 208 | 182 |
| | 25% | 27% | 24% | 28% | 31% | 27% | 26% | 19% | 22% | 30% | 27% | 21% |
| | | | | efi | efi | ei | ei | | | efi | ei | |
| Heard it - could not explain it | 181 | 89 | 91 | 27 | 43 | 34 | 28 | 14 | 35 | 70 | 62 | 49 |
| | 8% | 8% | 8% | 10% | 11% | 9% | 7% | 4% | 7% | 11% | 8% | 6% |
| | | | | efi | efi | ei | | | | defi | e | |
| Net: Heard it | 2184 | 1070 | 1114 | 233 | 372 | 344 | 384 | 328 | 521 | 606 | 729 | 849 |
| | 95% | 95% | 95% | 91% | 94% | 93% | 94% | 96% | 98% | 93% | 94% | 97% |
| | | | | | | | | ag | abcdgh | | | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 765 | 388 | 377 | 97 | 167 | 135 | 135 | 80 | 150 | 265 | 270 | 231 |
| | 33% | 35% | 32% | 38% | 42% | 37% | 33% | 24% | 28% | 40% | 35% | 26% |
| | | | | efi | defhi | efi | ei | | | defhi | efi | |

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Q2_5. Essential businesses: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 118 | 4 | 6 | 12 | 6 | 13 | 2 | 13 | 10 | 8 | 19 | 7 | 19 | 106 | 63 | 56 |
| | 5% | 6% | 3% | 5% | 7% | 7% | 2% | 7% | 6% | 4% | 6% | 3% | 6% | 6% | 5% | 5% |
| Heard it - could confidently explain it | 1418 | 47 | 138 | 157 | 61 | 101 | 66 | 115 | 101 | 130 | 189 | 141 | 172 | 1167 | 784 | 634 |
| | 62% | 68% | 71% | 61% | 65% | 54% | 59% | 58% | 62% | 65% | 61% | 66% | 57% | 61% | 62% | 62% |
| | | cefgjlm | | | | | | | | | | | | | | |
| Heard it - could explain it but not confidently | 585 | 11 | 41 | 67 | 13 | 58 | 36 | 58 | 45 | 51 | 72 | 51 | 84 | 498 | 337 | 248 |
| | 25% | 16% | 21% | 26% | 14% | 31% | 32% | 29% | 28% | 26% | 23% | 24% | 28% | 26% | 26% | 24% |
| | | d | | | | | | | | | | | | | | |
| Heard it - could not explain it | 181 | 7 | 10 | 21 | 14 | 16 | 7 | 13 | 8 | 10 | 33 | 16 | 26 | 157 | 92 | 89 |
| | 8% | 10% | 5% | 8% | 15% | 9% | 7% | 6% | 5% | 5% | 10% | 7% | 9% | 8% | 7% | 9% |
| | | bcfghiklm | | | | | | | | | | | | | | |
| Net: Heard it | 2184 | 65 | 189 | 245 | 87 | 175 | 109 | 186 | 153 | 191 | 294 | 208 | 282 | 1821 | 1213 | 971 |
| | 95% | 94% | 97% | 95% | 93% | 93% | 98% | 93% | 94% | 96% | 94% | 97% | 94% | 94% | 95% | 95% |
| Net: Heard it - could explain it but not confidently / Could not explain it | 765 | 18 | 50 | 88 | 27 | 74 | 43 | 70 | 53 | 61 | 105 | 66 | 110 | 654 | 428 | 337 |
| | 33% | 26% | 26% | 34% | 29% | 39% | 39% | 35% | 32% | 31% | 33% | 31% | 37% | 34% | 34% | 33% |
| | | bd | | | | | | | | | | | | | | |

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Q2_6. Essential worker: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|--------|--------|-------|-------|-------|--------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 73 | 41 | 31 | 20 | 14 | 18 | 8 | 5 | 7 | 34 | 26 | 12 |
| | 3% | 4% | 3% | 8% | 4% | 5% | 2% | 2% | 1% | 5% | 3% | 1% |
| | | | | bdefhi | fi | defi | | | | defi | fi | |
| Heard it - could confidently explain it | 1606 | 765 | 841 | 149 | 236 | 241 | 294 | 264 | 421 | 385 | 536 | 685 |
| | 70% | 68% | 71% | 58% | 59% | 66% | 72% | 78% | 79% | 59% | 69% | 79% |
| | | | | | | ag | abg | abcgh | abcdgh | | abg | abcdgh |
| Heard it - could explain it but not confidently | 468 | 231 | 237 | 59 | 111 | 80 | 83 | 55 | 80 | 171 | 163 | 135 |
| | 20% | 21% | 20% | 23% | 28% | 22% | 20% | 16% | 15% | 26% | 21% | 15% |
| | | | | efi | cdefhi | fi | i | | | defhi | fi | |
| Heard it - could not explain it | 155 | 86 | 69 | 27 | 37 | 29 | 22 | 16 | 24 | 64 | 51 | 40 |
| | 7% | 8% | 6% | 10% | 9% | 8% | 5% | 5% | 5% | 10% | 7% | 5% |
| | | | | defhi | defi | fi | | | | defhi | | |
| Net: Heard it | 2229 | 1082 | 1147 | 235 | 384 | 350 | 399 | 335 | 525 | 619 | 750 | 860 |
| | 97% | 96% | 97% | 92% | 96% | 95% | 98% | 98% | 99% | 95% | 97% | 99% |
| | | | | | a | | acg | acg | abcgh | | a | abcgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 624 | 317 | 306 | 86 | 148 | 109 | 105 | 71 | 104 | 235 | 214 | 175 |
| | 27% | 28% | 26% | 34% | 37% | 30% | 26% | 21% | 20% | 36% | 28% | 20% |
| | | | | defhi | cdefhi | efi | fi | | | cdefhi | efi | |

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Q2_6. Essential worker: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|--------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 73 | 1 | 6 | 7 | 4 | 5 | 4 | 7 | 7 | 4 | 7 | 3 | 17 | 62 | 33 | 40 |
| | 3% | 2% | 3% | 3% | 4% | 3% | 3% | 4% | 4% | 2% | 2% | 2% | 6% | 3% | 3% | 4% |
| | | | | | | | | | | | | | ijkm | | | |
| Heard it - could confidently explain it | 1606 | 48 | 142 | 173 | 63 | 131 | 76 | 132 | 117 | 147 | 228 | 161 | 186 | 1340 | 899 | 707 |
| | 70% | 70% | 73% | 68% | 67% | 70% | 68% | 66% | 72% | 74% | 73% | 75% | 62% | 70% | 70% | 69% |
| | | | l | | | | | | l | l | l | l | | l | | |
| Heard it - could explain it but not confidently | 468 | 18 | 42 | 51 | 15 | 36 | 24 | 44 | 33 | 38 | 61 | 39 | 68 | 385 | 267 | 202 |
| | 20% | 26% | 22% | 20% | 16% | 19% | 22% | 22% | 20% | 19% | 19% | 18% | 23% | 20% | 21% | 20% |
| Heard it - could not explain it | 155 | 2 | 5 | 26 | 11 | 15 | 7 | 15 | 6 | 10 | 17 | 11 | 30 | 141 | 77 | 78 |
| | 7% | 3% | 3% | 10% | 12% | 8% | 7% | 8% | 3% | 5% | 5% | 5% | 10% | 7% | 6% | 8% |
| | | | | bhij | bhijkm | bh | | b | | | | | bhij | b | | |
| Net: Heard it | 2229 | 68 | 189 | 250 | 90 | 183 | 108 | 192 | 156 | 195 | 306 | 211 | 284 | 1865 | 1243 | 987 |
| | 97% | 98% | 97% | 97% | 96% | 97% | 97% | 96% | 96% | 98% | 98% | 98% | 94% | 97% | 97% | 96% |
| | | | | | | | | | | l | l | l | | l | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 624 | 20 | 47 | 76 | 27 | 51 | 32 | 60 | 39 | 48 | 77 | 50 | 98 | 525 | 344 | 280 |
| | 27% | 29% | 24% | 30% | 28% | 27% | 28% | 30% | 24% | 24% | 25% | 23% | 32% | 27% | 27% | 27% |
| | | | | | | | | | | | | | hijk | | | |

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Q2_7. Key worker: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | | |
|---|------|--------|------|--------|--------|-------|-------|--------|--------|-------|------------|------------|----------|
| | | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 | |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 | |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| Never heard it | 58 | 35 | 23 | 16 | 13 | 15 | 6 | 4 | 4 | 29 | 21 | 9 | |
| | 3% | 3% | 2% | 6% | 3% | 4% | 1% | 1% | 1% | 4% | 3% | 1% | |
| | | | | defhi | fi | defi | | | | defi | fi | | |
| Heard it - could confidently explain it | 1651 | 772 | 879 | 157 | 237 | 228 | 302 | 283 | 445 | 394 | 529 | 727 | |
| | 72% | 69% | 75% | 62% | 59% | 62% | 74% | 83% | 84% | 60% | 68% | 83% | |
| | | | a | | | | abcg | abcdgh | abcdgh | | abcg | abcdgh | |
| Heard it - could explain it but not confidently | 437 | 234 | 204 | 55 | 111 | 94 | 73 | 42 | 62 | 166 | 167 | 104 | |
| | 19% | 21% | 17% | 22% | 28% | 26% | 18% | 12% | 12% | 25% | 22% | 12% | |
| | | b | | efi | adefhi | defi | efi | | | defi | efi | | |
| Heard it - could not explain it | 156 | 83 | 73 | 27 | 38 | 32 | 27 | 12 | 21 | 65 | 59 | 33 | |
| | 7% | 7% | 6% | 11% | 9% | 9% | 7% | 3% | 4% | 10% | 8% | 4% | |
| | | | | defi | efi | efi | i | | | efi | efi | | |
| Net: Heard it | 2244 | 1088 | 1156 | 240 | 385 | 354 | 401 | 336 | 527 | 625 | 755 | 864 | |
| | 97% | 97% | 98% | 94% | 97% | 96% | 99% | 99% | 99% | 96% | 97% | 99% | |
| | | | | | | | acg | acg | abcgh | | a | abcgh | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 593 | 316 | 277 | 83 | 148 | 126 | 100 | 54 | 83 | 231 | 226 | 137 | |
| | 26% | 28% | 23% | 32% | 37% | 34% | 24% | 16% | 16% | 35% | 29% | 16% | |
| | | b | | defi | defhi | defi | efi | | | defhi | efi | | |

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Q2_7. Key worker: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|---------|----------|--------------|--------------|------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 58 | 1 | 6 | 4 | 1 | 8 | 1 | 6 | 7 | 3 | 7 | 2 | 12 | 51 | 35 | 23 |
| | 3% | 1% | 3% | 2% | 1% | 4% | 1% | 3% | 4% | 1% | 2% | 1% | 4% | 3% | 3% | 2% |
| | | | | | | | | | k | | | | | | | |
| Heard it - could confidently explain it | 1651 | 48 | 154 | 191 | 65 | 128 | 77 | 140 | 121 | 151 | 224 | 165 | 184 | 1371 | 916 | 734 |
| | 72% | 70% | 79% | 74% | 70% | 68% | 69% | 71% | 74% | 76% | 72% | 77% | 61% | 71% | 72% | 72% |
| | | | efglm | l | | | | l | l | l | l | l | | l | | |
| Heard it - could explain it but not confidently | 437 | 17 | 25 | 41 | 17 | 36 | 27 | 41 | 28 | 32 | 58 | 37 | 78 | 369 | 247 | 191 |
| | 19% | 25% | 13% | 16% | 18% | 19% | 24% | 21% | 17% | 16% | 19% | 17% | 26% | 19% | 19% | 19% |
| | | b | | | | | b | b | | | | | bchijkm | b | | |
| Heard it - could not explain it | 156 | 3 | 9 | 21 | 10 | 16 | 7 | 11 | 6 | 13 | 23 | 10 | 27 | 137 | 78 | 78 |
| | 7% | 4% | 5% | 8% | 11% | 8% | 7% | 6% | 4% | 6% | 7% | 5% | 9% | 7% | 6% | 8% |
| | | | | | bhk | | | | | | | h | | | | |
| Net: Heard it | 2244 | 68 | 188 | 253 | 93 | 180 | 111 | 192 | 156 | 196 | 305 | 212 | 290 | 1876 | 1240 | 1004 |
| | 97% | 99% | 97% | 98% | 99% | 96% | 99% | 97% | 96% | 99% | 98% | 99% | 96% | 97% | 97% | 98% |
| | | | | | | | | | | | | h | | | | |
| Net: Heard it - could explain it but not confidently / Could not explain it | 593 | 20 | 34 | 61 | 27 | 51 | 34 | 52 | 35 | 45 | 81 | 47 | 105 | 505 | 324 | 269 |
| | 26% | 29% | 17% | 24% | 29% | 27% | 31% | 26% | 21% | 23% | 26% | 22% | 35% | 26% | 25% | 26% |
| | | | | | b | b | b | b | | | b | | bcghijkm | b | | |

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Q2_8. Priority group: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|-------|-------|-------|--------|--------|--------|------------|------------|----------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 152 | 67 | 85 | 29 | 31 | 29 | 40 | 6 | 16 | 60 | 69 | 23 |
| | 7% | 6% | 7% | 11% | 8% | 8% | 10% | 2% | 3% | 9% | 9% | 3% |
| | | | | efi | efi | efi | efi | | | efi | efi | |
| Heard it - could confidently explain it | 1348 | 651 | 697 | 110 | 209 | 194 | 219 | 236 | 380 | 319 | 413 | 616 |
| | 59% | 58% | 59% | 43% | 52% | 53% | 54% | 69% | 71% | 49% | 53% | 71% |
| | | | | | a | a | a | abcdgh | abcdgh | a | a | abcdgh |
| Heard it - could explain it but not confidently | 588 | 295 | 293 | 84 | 110 | 104 | 117 | 72 | 101 | 195 | 220 | 173 |
| | 26% | 26% | 25% | 33% | 28% | 28% | 29% | 21% | 19% | 30% | 28% | 20% |
| | | | | efi | efi | efi | efi | | | efi | efi | |
| Heard it - could not explain it | 214 | 111 | 103 | 32 | 48 | 42 | 31 | 26 | 35 | 80 | 73 | 61 |
| | 9% | 10% | 9% | 13% | 12% | 11% | 8% | 8% | 7% | 12% | 9% | 7% |
| | | | | defi | defi | fi | | | | defi | | |
| Net: Heard it | 2150 | 1057 | 1093 | 226 | 368 | 339 | 367 | 334 | 515 | 594 | 706 | 850 |
| | 93% | 94% | 93% | 89% | 92% | 92% | 90% | 98% | 97% | 91% | 91% | 97% |
| | | | | | | | abcdgh | abcdgh | | | | abcdgh |
| Net: Heard it - could explain it but not confidently / Could not explain it | 802 | 405 | 396 | 116 | 159 | 145 | 148 | 98 | 135 | 275 | 293 | 234 |
| | 35% | 36% | 34% | 46% | 40% | 39% | 36% | 29% | 25% | 42% | 38% | 27% |
| | | | | defhi | efi | efi | efi | | | efi | efi | |

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Q2_8. Priority group: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|----------------------|---------|--------|--------------|--------------|----------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 152 | 6 | 11 | 20 | 6 | 9 | 10 | 15 | 10 | 13 | 24 | 2 | 25 | 125 | 81 | 71 |
| | 7% | 9% | 6% | 8% | 7% | 5% | 9% | 7% | 6% | 6% | 8% | 1% | 8% | 6% | 6% | 7% |
| | | k | k | k | k | k | k | k | k | k | k | | k | k | | |
| Heard it - could confidently explain it | 1348 | 47 | 118 | 143 | 52 | 111 | 61 | 112 | 90 | 129 | 178 | 139 | 168 | 1123 | 757 | 591 |
| | 59% | 68% | 61% | 56% | 55% | 59% | 54% | 56% | 55% | 65% cl | 57% | 65% | 56% | 58% | 59% | 58% |
| Heard it - could explain it but not confidently | 588 | 13 | 52 | 61 | 22 | 51 | 31 | 57 | 44 | 43 | 85 | 51 | 77 | 491 | 341 | 246 |
| | 26% | 19% | 27% | 24% | 24% | 27% | 28% | 29% | 27% | 22% | 27% | 24% | 25% | 26% | 27% | 24% |
| Heard it - could not explain it | 214 | 3 | 13 | 33 | 13 | 16 | 9 | 15 | 19 | 15 | 25 | 22 | 32 | 188 | 96 | 118 |
| | 9% | 5% | 7% | 13% | 14% bg | 9% | 8% | 7% | 11% | 7% | 8% | 10% | 10% | 10% | 8% | 11% a |
| Net: Heard it | 2150 | 63 | 183 | 236 | 87 | 178 | 101 | 184 | 153 | 186 | 288 | 212 | 277 | 1802 | 1195 | 955 |
| | 93% | 91% | 94% | 92% | 93% | 95% | 91% | 93% | 94% | 94% | 92% abcdefghijklm | 99% | 92% | 94% | 94% | 93% |
| Net: Heard it - could explain it but not confidently / Could not explain it | 802 | 16 | 65 | 94 | 35 | 67 | 41 | 72 | 62 | 57 | 110 | 73 | 108 | 680 | 438 | 364 |
| | 35% | 24% | 33% | 37% | 38% | 36% | 36% | 36% | 38% | 29% | 35% | 34% | 36% | 35% | 34% | 35% |

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Q2_9. Flatten the curve: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Total | Gender | | Age | | | | | | | | |
|---|-------|--------|--------|---------|-------|-------|-------|-------|------|------------|------------|----------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 262 | 99 | 163 | 48 | 47 | 47 | 42 | 30 | 48 | 95 | 89 | 78 |
| | 11% | 9% | 14% | 19% | 12% | 13% | 10% | 9% | 9% | 15% | 11% | 9% |
| | | | a | bcdefhi | | | | | | efi | | |
| Heard it - could confidently explain it | 1101 | 590 | 511 | 94 | 174 | 179 | 204 | 190 | 261 | 268 | 383 | 450 |
| | 48% | 53% | 43% | 37% | 44% | 49% | 50% | 56% | 49% | 41% | 49% | 52% |
| | | b | | | a | ag | ag | abg | ag | | ag | abg |
| Heard it - could explain it but not confidently | 680 | 322 | 358 | 76 | 130 | 102 | 117 | 98 | 156 | 206 | 220 | 254 |
| | 30% | 29% | 30% | 30% | 33% | 28% | 29% | 29% | 29% | 31% | 28% | 29% |
| Heard it - could not explain it | 259 | 112 | 147 | 38 | 47 | 40 | 44 | 22 | 68 | 85 | 84 | 90 |
| | 11% | 10% | 12% | 15% | 12% | 11% | 11% | 7% | 13% | 13% | 11% | 10% |
| | | | | ehi | e | e | e | | e | e | e | e |
| Net: Heard it | 2040 | 1024 | 1016 | 208 | 351 | 322 | 365 | 310 | 484 | 559 | 687 | 794 |
| | 89% | 91% | 86% | 81% | 88% | 87% | 90% | 91% | 91% | 85% | 89% | 91% |
| | | b | | | a | a | a | ag | ag | | a | ag |
| Net: Heard it - could explain it but not confidently / Could not explain it | 939 | 434 | 505 | 114 | 177 | 142 | 161 | 121 | 223 | 291 | 304 | 344 |
| | 41% | 39% | 43% | 45% | 44% | 39% | 40% | 35% | 42% | 45% | 39% | 39% |
| | | | a | e | e | | | | | ehi | | |

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Q2_9. Flatten the curve: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|---|-------|------------------|-----------|------------|------------|--------------------------|-----------|---------------|---------------|-------------|------------|---------|-----------|--------------|--------------|----------|
| | Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Never heard it | 262 | 6 | 24 | 27 | 11 | 24 | 14 | 20 | 10 | 18 | 39 | 27 | 44 | 219 | 121 | 141 |
| | 11% | 8% | 12% | 11% | 11% | 13% h | 12% | 10% | 6% | 9% | 12% h | 12% | 14% h | 11% h | 9% | 14% a |
| Heard it - could confidently explain it | 1101 | 33 | 89 | 120 | 47 | 85 | 50 | 90 | 81 | 111 | 148 | 114 | 133 | 929 | 655 | 446 |
| | 48% | 48% | 46% | 47% | 50% | 45% | 44% | 45% | 50% | 56% eglm | 47% | 53% | 44% | 48% | 51% b | 43% |
| Heard it - could explain it but not confidently | 680 | 22 | 68 | 71 | 23 | 55 | 38 | 62 | 49 | 47 | 97 | 46 | 100 | 551 | 377 | 303 |
| | 30% | 32% | 35% ik | 28% | 25% | 29% | 34% ik | 31% k | 30% | 24% | 31% k | 21% | 33% ik | 29% k | 30% | 29% |
| Heard it - could not explain it | 259 | 8 | 13 | 39 | 13 | 24 | 10 | 26 | 22 | 22 | 28 | 28 | 24 | 227 | 122 | 137 |
| | 11% | 12% | 7% bjl | 15% bjl | 14% | 13% | 9% | 13% bl | 14% bl | 11% | 9% | 13% | 8% | 12% | 10% | 13% a |
| Net: Heard it | 2040 | 63 | 171 | 230 | 83 | 164 | 98 | 178 | 153 | 180 | 274 | 188 | 258 | 1708 | 1154 | 885 |
| | 89% | 92% | 88% | 89% | 89% | 87% | 88% | 90% | 94% ejlm | 91% | 88% | 88% | 86% | 89% | 91% b | 86% |
| Net: Heard it - could explain it but not confidently / Could not explain it | 939 | 30 | 81 | 110 | 36 | 79 | 48 | 89 | 72 | 70 | 126 | 74 | 125 | 779 | 499 | 440 |
| | 41% | 44% | 42% | 43% | 39% | 42% | 43% | 45% ik | 44% | 35% | 40% | 34% | 41% | 40% | 39% | 43% |

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Q1/2. Heard it Summary: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|-------------------------|------|--------|------|--------|--------|-------|-------|--------|--------|------|------------|------------|
| | | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| R number | 2028 | 1005 | 1024 | 193 | 333 | 302 | 372 | 319 | 508 | 526 | 675 | 828 |
| | 88% | 89% | 87% | 75% | 84% | 82% | 91% | 94% | 96% | 80% | 87% | 95% |
| | | | | | a | a | abcgh | abcgh | abcdgh | a | acg | abcdgh |
| Antibody | 2166 | 1050 | 1116 | 225 | 368 | 339 | 383 | 332 | 520 | 592 | 722 | 852 |
| | 94% | 93% | 95% | 88% | 92% | 92% | 94% | 97% | 98% | 91% | 93% | 98% |
| | | | | | a | | a | abcdgh | abcdgh | | a | abcdgh |
| Antigen | 1692 | 862 | 829 | 184 | 303 | 274 | 296 | 259 | 377 | 486 | 570 | 636 |
| | 73% | 77% | 70% | 72% | 76% | 74% | 73% | 76% | 71% | 74% | 73% | 73% |
| | | | b | | | | | | | | | |
| Variant | 2030 | 987 | 1043 | 204 | 349 | 314 | 360 | 311 | 492 | 554 | 674 | 803 |
| | 88% | 88% | 89% | 80% | 88% | 85% | 88% | 91% | 92% | 85% | 87% | 92% |
| | | | | | a | | a | acgh | abcgh | a | a | abcgh |
| Epidemiologist | 1809 | 933 | 876 | 168 | 315 | 280 | 327 | 269 | 450 | 484 | 607 | 719 |
| | 79% | 83% | 74% | 66% | 79% | 76% | 80% | 79% | 85% | 74% | 78% | 82% |
| | | | b | | ag | a | ag | a | abcegh | a | a | acgh |
| Incubation period | 2076 | 1004 | 1071 | 190 | 341 | 328 | 377 | 325 | 514 | 532 | 705 | 839 |
| | 90% | 89% | 91% | 74% | 86% | 89% | 93% | 95% | 97% | 81% | 91% | 96% |
| | | | | | a | ag | abg | abcgh | abcdgh | a | abg | abcdgh |
| Asymptomatic | 1933 | 937 | 996 | 196 | 329 | 310 | 346 | 288 | 464 | 525 | 657 | 752 |
| | 84% | 83% | 85% | 77% | 83% | 84% | 85% | 84% | 87% | 80% | 85% | 86% |
| | | | | | a | a | a | a | ag | | ag | ag |
| Clinical trial | 2121 | 1031 | 1090 | 210 | 354 | 334 | 370 | 337 | 516 | 565 | 704 | 853 |
| | 92% | 92% | 92% | 82% | 89% | 91% | 91% | 99% | 97% | 86% | 91% | 98% |
| | | | | | a | ag | ag | abcdgh | abcdgh | | ag | abcdgh |
| Contact tracing | 2153 | 1047 | 1106 | 217 | 362 | 332 | 386 | 333 | 525 | 578 | 717 | 858 |
| | 94% | 93% | 94% | 85% | 91% | 90% | 95% | 98% | 99% | 88% | 92% | 98% |
| | | | | | a | a | abcg | abcdgh | abcdgh | | ag | abcdgh |
| PCR test | 1497 | 776 | 721 | 146 | 288 | 251 | 264 | 210 | 338 | 435 | 515 | 548 |
| | 65% | 69% | 61% | 57% | 72% | 68% | 65% | 62% | 63% | 66% | 66% | 63% |
| | | | b | | defghi | a | a | | | a | a | |
| Herd immunity | 2068 | 1033 | 1035 | 205 | 361 | 328 | 371 | 315 | 488 | 566 | 699 | 803 |
| | 90% | 92% | 88% | 80% | 91% | 89% | 91% | 93% | 92% | 87% | 90% | 92% |
| | | | b | | ag | a | ag | ag | ag | a | ag | ag |
| Support bubble | 2230 | 1086 | 1145 | 238 | 378 | 348 | 398 | 338 | 530 | 616 | 746 | 869 |
| | 97% | 97% | 97% | 93% | 95% | 95% | 98% | 99% | 100% | 94% | 96% | 100% |
| | | | | | | | abcg | abcgh | abcdgh | | a | abcdgh |
| Circuit breaker | 2053 | 1033 | 1021 | 195 | 351 | 323 | 371 | 319 | 494 | 546 | 694 | 813 |
| | 89% | 92% | 87% | 76% | 88% | 88% | 91% | 94% | 93% | 84% | 89% | 93% |
| | | | b | | ag | a | ag | abcgh | abcg | a | ag | abcgh |

MHP Covid Terms Public Polling Jan 2021

Q1/2. Heard it Summary: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Gender | | Age | | | | | | | | |
|-------------------------|-------|--------|--------|-------|-------|-------|-------|--------|---------|------------|------------|----------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | NET: 18-34 | NET: 35-54 | NET: 55+ |
| Significance Level: 95% | | a | b | a | b | c | d | e | f | g | h | i |
| Unweighted Total | 2302 | 1108 | 1194 | 446 | 409 | 339 | 357 | 341 | 410 | 855 | 696 | 751 |
| Total | 2302 | 1123 | 1179 | 256 | 398 | 368 | 407 | 341 | 532 | 654 | 776 | 872 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Stay alert | 2209 | 1065 | 1145 | 235 | 380 | 348 | 390 | 329 | 527 | 615 | 738 | 856 |
| | 96% | 95% | 97% | 92% | 95% | 94% | 96% | 97% | 99% | 94% | 95% | 98% |
| | | | a | | a | | a | a | abcdegh | | a | abcdgh |
| Essential businesses | 2184 | 1070 | 1114 | 233 | 372 | 344 | 384 | 328 | 521 | 606 | 729 | 849 |
| | 95% | 95% | 95% | 91% | 94% | 93% | 94% | 96% | 98% | 93% | 94% | 97% |
| | | | | | | | | ag | abcdgh | | | abcdgh |
| Essential worker | 2229 | 1082 | 1147 | 235 | 384 | 350 | 399 | 335 | 525 | 619 | 750 | 860 |
| | 97% | 96% | 97% | 92% | 96% | 95% | 98% | 98% | 99% | 95% | 97% | 99% |
| | | | | | a | | acg | acg | abcgh | | a | abcgh |
| Key worker | 2244 | 1088 | 1156 | 240 | 385 | 354 | 401 | 336 | 527 | 625 | 755 | 864 |
| | 97% | 97% | 98% | 94% | 97% | 96% | 99% | 99% | 99% | 96% | 97% | 99% |
| | | | | | | | acg | acg | abcgh | | a | abcgh |
| Priority group | 2150 | 1057 | 1093 | 226 | 368 | 339 | 367 | 334 | 515 | 594 | 706 | 850 |
| | 93% | 94% | 93% | 89% | 92% | 92% | 90% | 98% | 97% | 91% | 91% | 97% |
| | | | | | | | | abcdgh | abcdgh | | | abcdgh |
| Flatten the curve | 2040 | 1024 | 1016 | 208 | 351 | 322 | 365 | 310 | 484 | 559 | 687 | 794 |
| | 89% | 91% | 86% | 81% | 88% | 87% | 90% | 91% | 91% | 85% | 89% | 91% |
| | | b | | | a | a | a | ag | ag | | a | ag |

MHP Covid Terms Public Polling Jan 2021

Q1/2. Heard it Summary: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | Regions | | | | | | | | | | | | | Social grade | |
|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|------------|------------|--------|--------------|--------------|------|
| Total | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| 2028 | 60 | 175 | 236 | 82 | 164 | 96 | 167 | 147 | 180 | 273 | 200 | 247 | 1697 | 1133 | 896 |
| 88% | 87% | 90% | 92% | 88% | 88% | 86% | 84% | 90% | 91% | 87% | 94% | 82% | 88% | 89% | 87% |
| | | l | gl | | | | | l | gl | | fgilm | | l | | |
| 2166 | 61 | 183 | 243 | 86 | 173 | 105 | 182 | 154 | 193 | 303 | 212 | 272 | 1818 | 1203 | 963 |
| 94% | 88% | 94% | 94% | 92% | 92% | 94% | 92% | 94% | 97% | 97% | 99% | 90% | 94% | 94% | 94% |
| | | | | | | | | | adegl | adegl | abcdeghilm | | l | | |
| 1692 | 51 | 140 | 188 | 63 | 140 | 72 | 151 | 118 | 158 | 221 | 164 | 225 | 1428 | 966 | 725 |
| 73% | 74% | 72% | 73% | 67% | 75% | 65% | 76% | 73% | 80% | 71% | 76% | 75% | 74% | 76% | 71% |
| | | | | | | | f | | dfj | | f | f | f | b | |
| 2030 | 59 | 172 | 230 | 80 | 164 | 95 | 173 | 147 | 184 | 271 | 200 | 255 | 1704 | 1126 | 904 |
| 88% | 85% | 89% | 89% | 85% | 87% | 85% | 87% | 90% | 93% | 87% | 94% | 85% | 88% | 88% | 88% |
| | | | | | | | | | dfjl | | defgilm | | | | |
| 1809 | 52 | 154 | 195 | 70 | 145 | 86 | 156 | 126 | 162 | 243 | 175 | 244 | 1517 | 1039 | 771 |
| 79% | 75% | 79% | 76% | 75% | 77% | 77% | 78% | 77% | 82% | 78% | 82% | 81% | 79% | 81% | 75% |
| | | | | | | | | | | | | | | b | |
| 2076 | 59 | 183 | 231 | 86 | 170 | 100 | 174 | 151 | 183 | 275 | 206 | 256 | 1734 | 1151 | 924 |
| 90% | 85% | 94% | 90% | 92% | 91% | 90% | 88% | 93% | 92% | 88% | 96% | 85% | 90% | 90% | 90% |
| | | agil | | l | | | | l | l | | acefgilm | | l | | |
| 1933 | 60 | 161 | 227 | 77 | 161 | 93 | 154 | 141 | 172 | 251 | 194 | 243 | 1620 | 1107 | 827 |
| 84% | 87% | 83% | 88% | 83% | 86% | 83% | 77% | 86% | 86% | 80% | 90% | 81% | 84% | 87% | 81% |
| | | | gil | | g | | | g | g | | gilm | | g | b | |
| 2121 | 59 | 180 | 230 | 83 | 175 | 103 | 188 | 153 | 187 | 290 | 207 | 266 | 1780 | 1172 | 949 |
| 92% | 85% | 93% | 89% | 89% | 93% | 92% | 94% | 94% | 94% | 93% | 97% | 88% | 92% | 92% | 92% |
| | | | | | | | acd | al | al | | acdilm | | l | | |
| 2153 | 59 | 183 | 239 | 85 | 170 | 106 | 186 | 156 | 190 | 300 | 207 | 271 | 1805 | 1195 | 958 |
| 94% | 86% | 94% | 93% | 91% | 91% | 95% | 94% | 96% | 95% | 96% | 97% | 90% | 94% | 94% | 93% |
| | | | | | | | | al | al | adel | adel | | al | | |
| 1497 | 43 | 136 | 175 | 58 | 113 | 65 | 137 | 103 | 134 | 186 | 136 | 210 | 1252 | 892 | 605 |
| 65% | 62% | 70% | 68% | 62% | 60% | 58% | 69% | 63% | 67% | 59% | 63% | 70% | 65% | 70% | 59% |
| | | fj | j | | | | j | | | | | efj | | b | |
| 2068 | 58 | 175 | 239 | 80 | 167 | 98 | 175 | 144 | 184 | 278 | 202 | 269 | 1737 | 1176 | 892 |
| 90% | 84% | 90% | 93% | 85% | 89% | 88% | 88% | 88% | 93% | 89% | 94% | 89% | 90% | 92% | 87% |
| | | | ad | | | | | | d | | adg | | | b | |
| 2230 | 65 | 188 | 251 | 91 | 182 | 108 | 189 | 158 | 194 | 304 | 212 | 289 | 1869 | 1234 | 997 |
| 97% | 95% | 97% | 98% | 97% | 97% | 97% | 95% | 97% | 97% | 97% | 99% | 96% | 97% | 97% | 97% |
| | | | | | | | | | | | g | | | | |

MHP Covid Terms Public Polling Jan 2021

Q1/2. Heard it Summary: Looking at each of the COVID-19 terms below, which of the following applies to you?

BASE: All respondents

| | | Regions | | | | | | | | | | | | | Social grade | |
|-------------------------|-------|------------------|----------|------------|------------|--------------------------|-------|---------------|---------------|------------|--------------|---------|--------|--------------|--------------|------|
| | | Northern Ireland | Scotland | North-West | North-East | Yorkshire and the Humber | Wales | West Midlands | East Midlands | South-West | South-East | Eastern | London | NET: England | ABC1 | C2DE |
| Significance Level: 95% | Total | a | b | c | d | e | f | g | h | i | j | k | l | m | a | b |
| Unweighted Total | 2302 | 47 | 156 | 255 | 127 | 210 | 119 | 235 | 183 | 201 | 290 | 166 | 313 | 1980 | 1186 | 1116 |
| Total | 2302 | 69 | 194 | 257 | 94 | 188 | 112 | 199 | 163 | 199 | 313 | 214 | 302 | 1927 | 1275 | 1027 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Circuit breaker | 2053 | 63 | 180 | 225 | 84 | 167 | 102 | 178 | 141 | 185 | 275 | 198 | 255 | 1708 | 1145 | 908 |
| | 89% | 92% | 93% | 88% | 89% | 89% | 91% | 90% | 87% | 93% | 88% | 92% | 85% | 89% | 90% | 88% |
| | | | l | | | | | | | chjlm | | l | | l | | |
| Stay alert | 2209 | 65 | 185 | 248 | 92 | 179 | 102 | 192 | 158 | 196 | 303 | 213 | 278 | 1858 | 1231 | 978 |
| | 96% | 94% | 95% | 97% | 98% | 95% | 91% | 96% | 97% | 99% | 97% | 99% | 92% | 96% | 97% | 95% |
| | | | | fl | fl | | | fl | fl | aefl | fl | abefl | | fl | | |
| Essential businesses | 2184 | 65 | 189 | 245 | 87 | 175 | 109 | 186 | 153 | 191 | 294 | 208 | 282 | 1821 | 1213 | 971 |
| | 95% | 94% | 97% | 95% | 93% | 93% | 98% | 93% | 94% | 96% | 94% | 97% | 94% | 94% | 95% | 95% |
| Essential worker | 2229 | 68 | 189 | 250 | 90 | 183 | 108 | 192 | 156 | 195 | 306 | 211 | 284 | 1865 | 1243 | 987 |
| | 97% | 98% | 97% | 97% | 96% | 97% | 97% | 96% | 96% | 98% | 98% | 98% | 94% | 97% | 97% | 96% |
| | | | | | | | | | | l | l | l | | l | | |
| Key worker | 2244 | 68 | 188 | 253 | 93 | 180 | 111 | 192 | 156 | 196 | 305 | 212 | 290 | 1876 | 1240 | 1004 |
| | 97% | 99% | 97% | 98% | 99% | 96% | 99% | 97% | 96% | 99% | 98% | 99% | 96% | 97% | 97% | 98% |
| | | | | | | | | | | | h | | | | | |
| Priority group | 2150 | 63 | 183 | 236 | 87 | 178 | 101 | 184 | 153 | 186 | 288 | 212 | 277 | 1802 | 1195 | 955 |
| | 93% | 91% | 94% | 92% | 93% | 95% | 91% | 93% | 94% | 94% | 92% | 99% | 92% | 94% | 94% | 93% |
| | | | | | | | | | | | abcdefghijlm | | | | | |
| Flatten the curve | 2040 | 63 | 171 | 230 | 83 | 164 | 98 | 178 | 153 | 180 | 274 | 188 | 258 | 1708 | 1154 | 885 |
| | 89% | 92% | 88% | 89% | 89% | 87% | 88% | 90% | 94% | 91% | 88% | 88% | 86% | 89% | 91% | 86% |
| | | | | | | | | | ejlm | | | | | | b | |