

University of Leeds, COVID-19 Tracker – 23 November 2020

Savanta ComRes interviewed 3,111 UK adults aged 18+ online between 3 and 21 August 2020. Data were weighted to be demographically representative of UK adults 18+ by age, gender, region, and other socio-economic characteristics including 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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Page: i
Table of Contents

Region - weighting BASE: All respondents	1
Gender - weighting BASE: All respondents	2
Age - weighting BASE: All respondents	3
SEG - weighting BASE: All respondents	4
Wave BASE: All respondents	5
Age. How old are you? BASE: All respondents	6
Gender. How do you identify? BASE: All respondents	7
Regions. Where do you live? BASE: All respondents	8
Socialgrade. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. Please indicate which one of the following best describes the profession of the chief income earner in your household. BASE: All respondents	10
P1. To what extent do you agree or disagree with each of the statements? BASE: All respondents	12
P1_1. I trust those with authority and expertise to do what is right - To what extent do you agree or disagree with each of the statements? BASE: All respondents	14
P1_2. Those who are in charge should punish those who break the rules - To what extent do you agree or disagree with each of the statements? BASE: All respondents	16
P1_3. As a citizen, I am bound to follow society's rules - To what extent do you agree or disagree with each of the statements? BASE: All respondents	18
P1_4. The future is too uncertain for a person to make serious plans - To what extent do you agree or disagree with each of the statements? BASE: All respondents	20
P1_5. I have to follow lots of rules, but people like me don't get to make them - To what extent do you agree or disagree with each of the statements? BASE: All respondents	22
P1_6. I feel pretty powerless when it comes to determining the future of my country - To what extent do you agree or disagree with each of the statements? BASE: All respondents	24
P1_7. I prefer to make my own way of life without having to follow other people's rules - To what extent do you agree or disagree with each of the statements? BASE: All respondents	26
P1_8. Everyone benefits when individuals can determine what's good for them - To what extent do you agree or disagree with each of the statements? BASE: All respondents	28
P1_9. I prefer to be thought of as an individual than as a member of a community - To what extent do you agree or disagree with each of the statements? BASE: All respondents	30
P1_10. We should care for people who can't care for themselves - To what extent do you agree or disagree with each of the statements? BASE: All respondents	32
P1_11. Everyone has a responsibility to pull together in a national crisis for the benefit of society - To what extent do you agree or disagree with each of the statements? BASE: All respondents	34

Page: ii
Table of Contents

P1_12. People are too selfish these days - To what extent do you agree or disagree with each of the statements?	36
BASE: All respondents	
P1_13. I do not mind being the centre of attention - To what extent do you agree or disagree with each of the statements?	38
BASE: All respondents	
P1_14. I like to know the plan rather than be spontaneous - To what extent do you agree or disagree with each of the statements?	40
BASE: All respondents	
P1_15. I like socialising and am often feel at a loss when alone - To what extent do you agree or disagree with each of the statements?	42
BASE: All respondents	
P1_16. I am cautious - To what extent do you agree or disagree with each of the statements?	44
BASE: All respondents	
P1_17. I would never make a high-risk investment - To what extent do you agree or disagree with each of the statements?	46
BASE: All respondents	
B1. To the best of your knowledge, in the last 7 days, have you met people in any of the following scenarios? If you are in a 'support bubble' with someone, you can count this as a household. If you are unsure what a 'support' bubble is, just count the number of households.	48
BASE: All respondents	
B2. To the best of your knowledge, in the last 7 days, have you done any of the following activities?	50
BASE: All respondents	
B3. Thinking further back, have you done any of the below between now and when the UK first went into lockdown (i.e. March 2020)?	53
BASE: All respondents	
CP1. How confident or not are you that you know what to do to be safe from COVID-19?	54
BASE: All respondents	
CP2. How easy or difficult has it been to make sense of official guidance about COVID-19?	56
BASE: All respondents	
CP2_1. In the last 7 days - How easy or difficult has it been to make sense of official guidance about COVID-19?	57
BASE: All respondents	
CP2_2. Overall - How easy or difficult has it been to make sense of official guidance about COVID-19?	59
BASE: All respondents	
CP3. To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	61
BASE: All respondents	
CP3_1. Politicians and government officials have been straight talking - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	63
BASE: All respondents	
CP3_2. There is a difference between what government and scientists are saying - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	65
BASE: All respondents	
CP3_3. The government are advising us as best they can - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	67
BASE: All respondents	
CP3_4. I have felt that the official guidance changes too often - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	69
BASE: All respondents	
CP3_5. I don't know whether the official guidance is correct - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	71
BASE: All respondents	
CP3_6. People giving official guidance about COVID-19 don't understand the lives of people like me - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	73
BASE: All respondents	
CP3_7. The official guidance is too open to interpretation - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	75
BASE: All respondents	
CP3_8. It is important that the guidance gives us enough flexibility to make our own choices - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?	77
BASE: All respondents	

Page: iii
Table of Contents

CP4. Which, if any, of the following are currently official government messages?	79
BASE: All respondents	
CP5. How clear or not are you about what each of these terms or phrases mean?	81
BASE: All respondents	
CP5_1. Stay alert - How clear or not are you about what each of these terms or phrases mean?	83
BASE: All respondents	
CP5_2. Support bubble - How clear or not are you about what each of these terms or phrases mean?	85
BASE: All respondents	
CP5_3. Social distancing - How clear or not are you about what each of these terms or phrases mean?	87
BASE: All respondents	
CP5_4. Self-isolate - How clear or not are you about what each of these terms or phrases mean?	89
BASE: All respondents	
CP5_5. Essential journey - How clear or not are you about what each of these terms or phrases mean?	91
BASE: All respondents	
CP5_6. Enjoy summer safely - How clear or not are you about what each of these terms or phrases mean?	93
BASE: All respondents	
CP5_7. Hands, space, face, get a test - How clear or not are you about what each of these terms or phrases mean?	95
BASE: All respondents	
CP6. How likely or not are you to wear a face mask in the next 7 days?	97
BASE: All respondents	
CP7. Which reason(s) describe why you might be unlikely to wear a face mask in the next 7 days?	99
BASE: All respondents unlikely to wear a mask in next 7 days	
CP8. In which of the situations below should you wear face mask, according to official guidance? Try and give your best guess even if you are not sure. We are interested in what you think the guidance says to do, not what you personally think you would do.	101
BASE: All respondents	
CP9. To what extent do you agree or disagree with the statements below about face masks?	104
BASE: All respondents	
CP9_1. Shops have a responsibility to stop people entering if they don't wear a face mask - To what extent do you agree or disagree with the statements below about face masks?	106
BASE: All respondents	
CP9_2. Police have a responsibility to penalise people who don't wear a face mask when they are meant to - To what extent do you agree or disagree with the statements below about face masks?	108
BASE: All respondents	
CP9_3. It is fair to expect people to pay a fine if they don't wear a face mask where they should - To what extent do you agree or disagree with the statements below about face masks?	110
BASE: All respondents	
CP9_4. Wearing face masks in public spaces like shops and transport should be a personal choice - To what extent do you agree or disagree with the statements below about face masks?	112
BASE: All respondents	
CP9_5. Government should impose more serious punishments if people aren't wearing masks - To what extent do you agree or disagree with the statements below about face masks?	114
BASE: All respondents	
CP9_6. I feel conflicted about the different advice on how important it is to wear a mask - To what extent do you agree or disagree with the statements below about face masks?	116
BASE: All respondents	
CP9_7. Protecting others is the most important reason to wear a mask - To what extent do you agree or disagree with the statements below about face masks?	118
BASE: All respondents	
CP9_8. Protecting myself is the most important reason to wear a mask - To what extent do you agree or disagree with the statements below about face masks?	120
BASE: All respondents	
CP9_9. I would tend to judge someone who isn't wearing a face mask where they should - To what extent do you agree or disagree with the statements below about face masks?	122
BASE: All respondents	

Page: iv
Table of Contents

CP9_10. Face masks don't protect you from catching COVID-19 - To what extent do you agree or disagree with the statements below about face masks? BASE: All respondents	124
P2. To what extent do you agree or disagree with each of the statements? BASE: All respondents	126
P2_1. I want clear direction about what I'm allowed to do during this pandemic - To what extent do you agree or disagree with each of the statements? BASE: All respondents	128
P2_2. We need a strong government to tell us what to do during the COVID-19 crisis - To what extent do you agree or disagree with each of the statements? BASE: All respondents	130
P2_3. Too many people have been getting away with breaking the rules relating to COVID-19 - To what extent do you agree or disagree with each of the statements? BASE: All respondents	132
P2_4. I feel powerless to protect myself against COVID-19 - To what extent do you agree or disagree with each of the statements? BASE: All respondents	134
P2_5. I feel overwhelmed by all the different messages about COVID-19 - To what extent do you agree or disagree with each of the statements? BASE: All respondents	136
P2_6. Governments are pretty powerless in the face of COVID-19 - To what extent do you agree or disagree with each of the statements? BASE: All respondents	138
P2_7. I haven't felt the need for anyone to tell me how to protect myself from COVID-19 - To what extent do you agree or disagree with each of the statements? BASE: All respondents	140
P2_8. The rules about COVID-19 are too inflexible - To what extent do you agree or disagree with each of the statements? BASE: All respondents	142
P2_9. Politicians have too much power in telling people what to do in response to the pandemic - To what extent do you agree or disagree with each of the statements? BASE: All respondents	144
P2_10. I am concerned that the pandemic is hitting the most disadvantaged members of society hardest - To what extent do you agree or disagree with each of the statements? BASE: All respondents	146
P2_11. I have a responsibility to protect my fellow citizens against Covid-19, even if I'm not particularly vulnerable to the disease - To what extent do you agree or disagree with each of the statements? BASE: All respondents	148
P2_12. Communities need to pull together to defeat the virus - To what extent do you agree or disagree with each of the statements? BASE: All respondents	150
P2_13. I have struggled with not being able to see my family and friends as often as I like during the pandemic - To what extent do you agree or disagree with each of the statements? BASE: All respondents	152
P2_14. I enjoyed the lack of pressure to socialise during lockdown - To what extent do you agree or disagree with each of the statements? BASE: All respondents	154
P2_15. One of the things I've missed most during this pandemic is the excitement of new people and experiences - To what extent do you agree or disagree with each of the statements? BASE: All respondents	156
P2_17. Life's too short to be worrying too much about COVID-19 - To what extent do you agree or disagree with each of the statements? BASE: All respondents	158
P2_18. I don't think viruses pose a particularly big threat as long as I'm sensible - To what extent do you agree or disagree with each of the statements? BASE: All respondents	160
E0. How concerned or not do you feel doing each of the following activities right now? BASE: All respondents	162
E0_1. Using public transport (e.g. bus, train, coach) - How concerned or not do you feel doing each of the following activities right now? BASE: All respondents	165
E0_2. Using a taxi, private driver or minicab - How concerned or not do you feel doing each of the following activities right now? BASE: All respondents	167

Page: v
Table of Contents

E0_3. Going inside a food or drinks venue (e.g. pub, bar, café, restaurant) - How concerned or not do you feel doing each of the following activities right now?	169
BASE: All respondents	
E0_4. Visiting a food or drinks venue but stayed outside (e.g. pub, bar, café, restaurant) - How concerned or not do you feel doing each of the following activities right now?	171
BASE: All respondents	
E0_5. Going to a large shop (e.g. supermarkets, shopping centres, large retail chains) - How concerned or not do you feel doing each of the following activities right now?	173
BASE: All respondents	
E0_6. Going to a small shop (e.g. local grocery stores, small high street shops) - How concerned or not do you feel doing each of the following activities right now?	175
BASE: All respondents	
E0_7. Using indoor sports and exercise facilities (e.g. indoor studios, gyms, courts, pools etc.) - How concerned or not do you feel doing each of the following activities right now?	177
BASE: All respondents	
E0_8. Using outdoor sports and exercise facilities (e.g. outdoor pitches, courts, pools etc.) - How concerned or not do you feel doing each of the following activities right now?	179
BASE: All respondents	
E0_9. Visiting entertainment venues (e.g. cinema, galleries, theatres, casinos) - How concerned or not do you feel doing each of the following activities right now?	181
BASE: All respondents	
E0_10. Visiting an outdoor space (e.g. park, garden, countryside) - How concerned or not do you feel doing each of the following activities right now?	183
BASE: All respondents	
E0_11. Visiting a foreign country - How concerned or not do you feel doing each of the following activities right now?	185
BASE: All respondents	
E0_12. Staying in holiday accommodation in the UK (e.g. hotel, B&B, Airbnb) - How concerned or not do you feel doing each of the following activities right now?	187
BASE: All respondents	
E0_13. Visiting a hairdresser, barber beauty salon - How concerned or not do you feel doing each of the following activities right now?	189
BASE: All respondents	
E0_14. Meeting someone outside my household or support bubble - How concerned or not do you feel doing each of the following activities right now?	191
BASE: All respondents	
E0_15. Staying overnight at someone else's house excluding households in my support bubble - How concerned or not do you feel doing each of the following activities right now?	193
BASE: All respondents	
E0_16. Hugging someone outside my household or support bubble - How concerned or not do you feel doing each of the following activities right now?	195
BASE: All respondents	
E0_17. Meeting outdoors in a large group of people (30+) - How concerned or not do you feel doing each of the following activities right now?	197
BASE: All respondents	
E1. How easy or difficult have you found it to do each of the following?	199
BASE: All respondents	
E1_1. Maintain social distancing with people outside my household or support bubble - How easy or difficult have you found it to do each of the following?	201
BASE: All respondents	
E1_2. Avoid being face-to-face with people outside my household or support bubble - How easy or difficult have you found it to do each of the following?	203
BASE: All respondents	
E1_3. Keep my hands and face as clean as possible - How easy or difficult have you found it to do each of the following?	205
BASE: All respondents	
E1_4. Keep places ventilated if I am indoors with people from different households - How easy or difficult have you found it to do each of the following?	207
BASE: All respondents	
E1_5. Avoid crowded spaces - How easy or difficult have you found it to do each of the following?	209
BASE: All respondents	
E1_6. Work from home - How easy or difficult have you found it to do each of the following?	211
BASE: All respondents	

Page: vi
Table of Contents

E1_7. Reduce use of public transport - How easy or difficult have you found it to do each of the following? BASE: All respondents	213
E1_8. Wear a face mask on public transport - How easy or difficult have you found it to do each of the following? BASE: All respondents	215
E1_9. Avoid shouting or singing close to people outside my household or support bubble - How easy or difficult have you found it to do each of the following? BASE: All respondents	217
E1_10. Wash my clothes regularly - How easy or difficult have you found it to do each of the following? BASE: All respondents	219
E1_11. Follow the safety guidelines in public spaces (e.g. my workplace, shops and businesses) - How easy or difficult have you found it to do each of the following? BASE: All respondents	221
E1_12. Avoid use of public transport at peak times - How easy or difficult have you found it to do each of the following? BASE: All respondents	223
E1_994. Keep places ventilated if I am indoors with people different households - How easy or difficult have you found it to do each of the following? BASE: All respondents	225
E1_997. Reduce use of public transport and avoid it at peak times - How easy or difficult have you found it to do each of the following? BASE: All respondents	227
E1_998. Wear a face mask on public transport or when attending a hospital as a visitor or outpatient - How easy or difficult have you found it to do each of the following? BASE: All respondents	229
E2. Have you personally had the coronavirus (i.e. Covid-19)? BASE: All respondents	231
E3. You said you have not had the coronavirus (COVID-19). What makes you say this? BASE: All respondents who do not think they have had COVID-19	232
E4. How likely or not do you think it is that you will be infected with Covid-19 at some point in the future? BASE: All respondents	233
E5. Which reason(s) best describe why it is unlikely you will be infected with COVID-19 at some point in the future? BASE: All respondents who believe unlikely to get COVID-19 in future	235
E6. Do you personally know one or more people who... BASE: All respondents	236
CM0. How interested or not would you say you are in information about the pandemic? BASE: All respondents	237
CM1. What best describes your approach to updates about the COVID-19 situation? BASE: All respondents	239
CM2. Have you learnt anything new to do with COVID-19 in the last 7 days? BASE: All respondents	240
CM3. In the last 7 days, where have you come across news and information about COVID-19? BASE: All respondents	241
CM4. And in the last 7 days, which, if any, news providers have you used for news and information about COVID-19? BASE: All respondents	243
CM5. You mentioned coming across news and information about COVID-19 on social media in the last 7 days. Which platform(s)? BASE: All respondents using social media to follow COVID-19 news	245
CM5. You mentioned coming across news and information about COVID-19 on social media in the last 7 days. Which channel(s)? BASE: All respondents using social media to follow COVID-19 news	246
CM6. In the last 7 days, who have you come across official guidance for COVID-19 from? BASE: All respondents	247

Page: vii
Table of Contents

CM7. How did you come across official guidance from Government figures in the last 7 days?	249
BASE: All respondents using government figures for guidance	
CM8. Thinking more broadly about official broadcasts by Government over the course of the COVID-19 pandemic (i.e. statements by the Prime Minister, briefings and press conferences), roughly how often did you watch, hear or read about these?	250
BASE: All respondents	
CM8. Thinking more broadly about official broadcasts by Government over the course of the COVID-19 pandemic (i.e. statements by the Prime Minister, briefings and press conferences), roughly how often did you watch, hear or read about these?	251
BASE: All respondents	
CM9. You mentioned having never watched, heard or read about official broadcasts by Government over the course of the pandemic. Which reason(s) best describe why?	252
BASE: All respondents who have never watched, heard or read about official broadcasts by Govt over the pandemic	
CM10. The most recent official statement from the Prime Minister about COVID-19 was delivered on 12th October. Do you recall watching all or part of this statement?	253
BASE: All respondents	
CM10. The most recent official statement from the Prime Minister about COVID-19 was delivered on 31st July. Did you watch this?	254
BASE: All respondents	
CM11. Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	255
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_1. Government figures - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	257
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_2. Local council - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	259
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_3. NHS organisations - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	261
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_4. World Health Organisation - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	263
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_5. Universities or academics - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	265
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_6. Scientists - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	266
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_7. Technology companies - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	268
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_8. News organisations - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	270
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_9. Healthcare professionals - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	272
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_10. My employer or colleagues - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	274
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_11. Schools or teachers - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	276
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_12. Online influencers - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	278
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_13. Close family or friends - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	280
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_14. People in my local community - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	282
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM11_15. People in my online network - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	284
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	

Page: viii
Table of Contents

CM11_95. Someone else - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?	286
BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days	
CM12. Thinking about the different ways you might access the latest news and information about COVID-19, what are top three sources you trust the most?	287
BASE: All respondents	
IF1. To what extent do you feel you have had too much or not enough information about COVID-19 from the government?	293
BASE: All respondents	
IF2. If you have any doubts or questions regarding information, guidelines or regulations on COVID-19, where would you turn for further information?	295
BASE: All respondents	
VA1. Should there be a government-approved COVID-19 vaccine, available free through the NHS, to what extent would you be keen or reluctant to receive this vaccine?	296
BASE: All respondents	
Life. On a scale of 1-10, where 1 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays?	298
BASE: All respondents	
Education. What is the highest educational level that you have achieved to date?	300
BASE: All respondents	
WorkStatus. Please indicate which of the following best describes your work status today considering any changes due to the impact of the COVID-19 pandemic?	301
BASE: All respondents	
Ethnicity. What is your ethnic group?	302
BASE: All respondents	
Children. Are you a parent or guardian to a child or children aged 18 or under that live in your household?	305
BASE: All respondents	
Household. How many people live in your household, not including yourself?	306
BASE: All respondents	
RiskHousehold. Do you live with someone who is of high risk of severe illness from COVID-19 due to their health status or condition?	307
BASE: All respondents	
Disability. Do you have a physical or mental impairment, such as a long-term health condition, which has a substantial and long-term negative effect on your ability to do normal day-to-day activities	308
BASE: All respondents	
RiskSelf. Which, if any, of the following apply to you?	309
BASE: All respondents	
MentalHealth. Are you diagnosed with any of these types of mental health conditions?	311
BASE: All respondents	
KeyWorker. Key workers can be classified as people whose jobs are vital to public health and safety during the Covid-19 pandemic. This includes NHS frontline staff, teachers, social workers, food chain workers, postal workers, criminal justice workers, broadcasters, local and national government, utility workers, public safety, national security and transport workers Do you classify as a key worker?	312
BASE: All respondents	
PoliticalLeaning. Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. Where would you place yourself on the following scale?	313
BASE: All respondents	
GE2019Vote. Thinking back to the General Election that took on the 12th December 2019, which of the following parties did you vote for, or did you vote for another party?	314
BASE: All respondents	
WFH1. Which of the following best describes your current working pattern before the COVID-19 pandemic?	315
BASE: All employed respondents	
WFH1. Which of the following best describes your current working pattern before the COVID-19 pandemic?	316
BASE: All employed respondents	
WFH2. Which of the following best describes your current working pattern now during the COVID-19 pandemic?	317
BASE: All employed respondents	
WFH2. Which of the following best describes your current working pattern now during the COVID-19 pandemic?	318
BASE: All employed respondents	

Page: ix
Table of Contents

Segment 319
BASE: All respondents

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Region - weighting

BASE: All respondents

Significance Level: 95%

	Wave			
	Total	Wave 1	Wave 2	Wave 3
		a	b	c
Unweighted Total	3099	1037	1052	1010
Total	3099	1037	1052	1010
	100%	100%	100%	100%
Scotland	262	88	89	85
	8%	8%	8%	8%
North-East	126	42	43	41
	4%	4%	4%	4%
North-West	346	116	117	113
	11%	11%	11%	11%
Yorkshire & Humberside	253	84	86	82
	8%	8%	8%	8%
West Midlands	268	90	91	87
	9%	9%	9%	9%
Wales	150	50	51	49
	5%	5%	5%	5%
Eastern	289	97	98	94
	9%	9%	9%	9%
London	406	136	138	132
	13%	13%	13%	13%
South-East	421	141	143	137
	14%	14%	14%	14%
South-West	268	90	91	87
	9%	9%	9%	9%
East Midlands	219	73	74	72
	7%	7%	7%	7%
Northern Ireland	93	31	32	30
	3%	3%	3%	3%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Gender - weighting

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

Male

Female

	Total	Wave		
		Wave 1	Wave 2	Wave 3
		a	b	c
Unweighted Total	3099	1037	1052	1010
Total	3099	1037	1052	1010
	100%	100%	100%	100%
Male	1512	506	513	493
	49%	49%	49%	49%
Female	1587	531	539	517
	51%	51%	51%	51%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Age - weighting

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

18-24

25-34

35-44

45-54

55-64

65+

	Total	Wave		
		Wave 1 a	Wave 2 b	Wave 3 c
Unweighted Total	3099	1037	1052	1010
Total	3099	1037	1052	1010
	100%	100%	100%	100%
18-24	344	115	117	112
	11%	11%	11%	11%
25-34	536	179	182	175
	17%	17%	17%	17%
35-44	496	166	168	162
	16%	16%	16%	16%
45-54	549	184	186	179
	18%	18%	18%	18%
55-64	459	153	156	149
	15%	15%	15%	15%
65+	716	240	243	233
	23%	23%	23%	23%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

SEG - weighting

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

AB

C1

C2

DE

	Total	Wave		
		Wave 1	Wave 2	Wave 3
		a	b	c
Unweighted Total	3099	1037	1052	1010
Total	3099	1037	1052	1010
	100%	100%	100%	100%
AB	846	283	287	276
	27%	27%	27%	27%
C1	871	291	296	284
	28%	28%	28%	28%
C2	629	211	214	205
	20%	20%	20%	20%
DE	753	252	256	245
	24%	24%	24%	24%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Wave

BASE: All respondents

Significance Level: 95%

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Wave 1	1040	1040	-	-	145	213	208	172	174	128
	33%	100%	-	-	37%	35%	32%	29%	34%	34%
		bc			d	d				
Wave 2	1057	-	1057	-	127	217	228	205	155	124
	34%	-	100%	-	33%	36%	35%	35%	31%	33%
			ac							
Wave 3	1014	-	-	1014	115	173	211	214	177	124
	33%	-	-	100%	30%	29%	33%	36%	35%	33%
				ab				ab	b	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Age. How old are you?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18-24	348	115	119	114	78	134	30	41	46	18
	11%	11%	11%	11%	20%	22%	5%	7%	9%	5%
					cdef	cdef			cf	
25-34	537	179	183	175	114	173	64	81	77	28
	17%	17%	17%	17%	29%	29%	10%	14%	15%	7%
					cdef	cdef		cf	cf	
35-44	497	166	168	163	97	103	74	118	65	40
	16%	16%	16%	16%	25%	17%	11%	20%	13%	11%
					bcef	cf		cef		
45-54	552	185	187	180	54	90	120	114	97	76
	18%	18%	18%	18%	14%	15%	19%	19%	19%	20%
								ab	a	ab
55-64	460	154	156	149	25	50	120	105	87	73
	15%	15%	15%	15%	7%	8%	19%	18%	17%	19%
							ab	ab	ab	ab
65+	718	241	244	233	18	54	239	131	133	142
	23%	23%	23%	23%	5%	9%	37%	22%	26%	38%
						a	abde	ab	ab	abde
NET: 18-34	885	295	302	289	192	308	94	123	123	45
	28%	28%	29%	28%	50%	51%	14%	21%	24%	12%
					cdef	cdef		cf	cf	
NET: 35-54	1048	350	356	342	152	192	194	232	163	116
	34%	34%	34%	34%	39%	32%	30%	39%	32%	31%
					bcef			bcef		
NET: 55+	1178	395	400	383	44	103	359	236	220	215
	38%	38%	38%	38%	11%	17%	56%	40%	44%	57%
						a	abde	ab	ab	abde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	47.61	47.57	47.64	47.62	36.89	38.57	54.62	49.29	49.65	55.74
							abde	ab	ab	abde
Standard Deviation	17.402	17.255	17.512	17.453	13.834	16.294	15.943	15.831	17.122	15.792
Standard Error	.312	.535	.539	.548	.706	.658	.634	.651	.759	.809
Error variance	.10	.29	.29	.30	.50	.43	.40	.42	.58	.65

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Gender. How do you identify?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	1512	506	513	493	200	264	358	294	225	173
	49%	49%	49%	49%	52%	44%	55%	50%	44%	46%
					be		bef	b		
Female	1587	531	539	517	186	333	289	297	280	203
	51%	51%	51%	51%	48%	55%	45%	50%	55%	54%
						ac			ac	c
In another way	6	-	3	3	1	2	-	-	2	1
	*	-	*	*	*	*	-	-	*	*
Prefer not to say	6	3	2	1	1	5	-	-	-	-
	*	*	*	*	*	1%	-	-	-	-
						cde				

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Regions. Where do you live?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Northern Ireland	93	31	32	30	11	10	27	17	16	12
	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%
							b			
Scotland	263	88	90	85	19	49	64	51	36	43
	8%	8%	8%	8%	5%	8%	10%	9%	7%	11%
							a	a		ae
North-West	348	116	119	113	36	65	59	72	74	42
	11%	11%	11%	11%	9%	11%	9%	12%	15%	11%
									abc	
North-East	126	42	43	41	11	33	23	21	24	15
	4%	4%	4%	4%	3%	5%	4%	4%	5%	4%
						a				
Yorkshire & Humberside	254	84	86	83	33	44	38	59	51	29
	8%	8%	8%	8%	8%	7%	6%	10%	10%	8%
							c	c		
Wales	150	50	51	49	18	33	26	28	22	22
	5%	5%	5%	5%	5%	6%	4%	5%	4%	6%
West Midlands	269	90	91	88	38	50	52	52	42	35
	9%	9%	9%	9%	10%	8%	8%	9%	8%	9%
East Midlands	220	73	75	72	18	55	46	41	30	31
	7%	7%	7%	7%	5%	9%	7%	7%	6%	8%
						ae				a
South-West	269	90	91	88	26	48	64	56	42	33
	9%	9%	9%	9%	7%	8%	10%	9%	8%	9%
South-East	424	143	144	137	46	75	104	73	73	52
	14%	14%	14%	14%	12%	13%	16%	12%	14%	14%
Eastern	291	98	98	95	29	37	78	63	47	37
	9%	9%	9%	9%	8%	6%	12%	11%	9%	10%
							ab	b	b	b
London	406	136	138	132	104	104	65	58	51	25
	13%	13%	13%	13%	27%	17%	10%	10%	10%	7%
					bcdef	cdef				
Other	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Regions. Where do you live?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: England	2605	871	885	849	339	511	529	494	432	299
	84%	84%	84%	84%	88%	85%	82%	84%	85%	80%
					cf	f			f	
NET: South	692	232	235	225	72	124	168	129	115	85
	22%	22%	22%	22%	19%	21%	26%	22%	23%	23%
							ab			
NET: Midlands	930	311	315	304	103	175	203	184	140	126
	30%	30%	30%	30%	27%	29%	31%	31%	28%	33%
										a
NET: North	1083	361	369	353	109	201	211	221	201	141
	35%	35%	35%	35%	28%	33%	33%	37%	40%	37%
							a	abc	abc	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Socialgrade. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
High managerial, administrative or professional e.g. doctor, lawyer, medium / large company director (50+ people)	197 6%	61 6%	72 7%	64 6%	53 14% bcdef	49 8% def	39 6% d	20 3%	21 4%	14 4%
Intermediate managerial, administrative or professional e.g. teacher, manager, accountant	654 21%	223 21%	217 21%	214 21%	86 22%	124 21%	169 26% bdef	116 20%	92 18%	67 18%
Supervisor, administrative or professional e.g. policeman, nurse, secretary, self-employed	829 27%	274 26%	280 26%	275 27%	108 28%	157 26%	147 23%	159 27%	157 31% c	102 27%
Skilled manual worker e.g. mechanic, plumber, electrician, lorry driver, train driver	631 20%	211 20%	216 20%	205 20%	74 19%	143 24% cf	113 17%	134 23% c	98 19%	68 18%
Semi-skilled or unskilled manual worker e.g. waiter, factory worker, receptionist, labourer	221 7%	84 8%	67 6%	70 7%	29 8%	61 10% cf	34 5%	43 7%	36 7%	18 5%
House-wife / house-husband	43 1%	20 2% b	7 1%	16 2%	6 1%	15 2% cd	5 1%	4 1%	7 1%	7 2%
Unemployed	104 3%	35 3%	25 2%	43 4% b	6 2%	23 4% c	12 2%	25 4% ac	20 4% ac	18 5% ac
Student	44 1%	19 2%	17 2%	8 1%	14 4% cdf	12 2% cdf	5 1%	4 1%	8 2%	1 *

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Socialgrade. The Chief Income Earner is the person with the largest income, whether from employment, pensions, state benefits, investments or any other source. If two or more related people in the household have equal income, please think of this question with the oldest in mind. Please indicate which one of the following best describes the profession of the chief income earner in your household.

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retired	388 12%	114 11%	156 15%	118 12%	11 3%	20 3%	123 19%	86 14%	67 13%	81 22%
			ac				abde	ab	ab	abde
NET: A	197 6%	61 6%	72 7%	64 6%	53 14%	49 8%	39 6%	20 3%	21 4%	14 4%
					bcdef	def	d			
NET: B	654 21%	223 21%	217 21%	214 21%	86 22%	124 21%	169 26%	116 20%	92 18%	67 18%
							bdef			
NET: C1	873 28%	292 28%	297 28%	284 28%	122 31%	169 28%	151 23%	163 28%	165 33%	103 27%
					c				c	
NET: C2	631 20%	211 20%	216 20%	205 20%	74 19%	143 24%	113 17%	134 23%	98 19%	68 18%
						cf		c		
NET: D	221 7%	84 8%	67 6%	70 7%	29 8%	61 10%	34 5%	43 7%	36 7%	18 5%
						cf				
NET: E	535 17%	169 16%	188 18%	177 17%	23 6%	57 10%	140 22%	114 19%	94 19%	105 28%
							ab	ab	ab	abcde
NET: ABC1	1724 55%	576 55%	586 55%	562 55%	260 67%	342 57%	359 56%	299 51%	278 55%	184 49%
					bcdef	df	f			
NET: C2DE	1387 45%	464 45%	471 45%	452 45%	127 33%	261 43%	287 44%	292 49%	228 45%	192 51%
						a	a	ab	a	abc

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1. To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		I trust those with authority and expertise to do what is right	Those who are in charge should punish those who break the rules	As a citizen, I am bound to follow society's rules	The future is too uncertain for a person to make serious plans	I have to follow lots of rules, but people like me don't get to make them	I feel pretty powerless when it comes to determining the future of my country	I prefer to make my own way of life without having to follow other people's rules	Everyone benefits when individuals can determine what's good for them	I prefer to be thought of as an individual than as a member of a community	We should care for people who can't care for themselves	Everyone has a responsibility to pull together in a national crisis for the benefit of society	People are too selfish these days	I do not mind being the centre of attention	I like to know the plan rather than be spontaneous	I like socialising and am often feel at a loss when alone	I am cautious	I would never make a high-risk investment
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	198 6%	67 2%	47 1%	121 4%	58 2%	76 2%	70 2%	65 2%	67 2%	33 1%	21 1%	31 1%	471 15%	34 1%	428 14%	20 1%	70 2%
		bcd efgh ijkl npq	jk lnp	kp	bcd efgh ijkl npq	jk lnp	cd e fgh ijkl npq	cd e fgh ijkl npq	jk lnp	jk lnp				abc defgh ijkl npq		abc defgh ijkl npq		cd e fgh ijkl npq
2	(2.0)	82 3%	36 1%	33 1%	71 2%	32 1%	42 1%	59 2%	30 1%	48 2%	26 1%	21 1%	34 1%	232 7%	26 1%	207 7%	29 1%	46 1%
		bcd efgh ijkl npq	k		bcd efgh ijkl npq		jk n	bcd e fgh ijkl npq		h j k n p				abc defgh ijkl npq		abc defgh ijkl npq		jk n p
3	(3.0)	217 7%	80 3%	55 2%	166 5%	88 3%	123 4%	162 5%	98 3%	128 4%	47 1%	44 1%	54 2%	401 13%	90 3%	352 11%	73 2%	143 5%
		bcd efgh ijkl npq	c j k l		bcd e fgh ijkl npq	c j k l	bcd e fgh ijkl npq	bcd e fgh ijkl npq	c j k l	bcd e fgh ijkl npq				abc defgh ijkl npq	c j k l	abc defgh ijkl npq	jk	bcd e fgh ijkl npq
4	(4.0)	278 9%	165 5%	120 4%	271 9%	208 7%	226 7%	260 8%	143 5%	235 8%	97 3%	83 3%	132 4%	410 13%	157 5%	401 13%	151 5%	245 8%
		bcd e fgh ijkl npq	c j k l	k	bcd e fgh ijkl npq	bcd e fgh ijkl npq	bcd e fgh ijkl npq	bcd e fgh ijkl npq	jk	bcd e fgh ijkl npq			jk	abc defgh ijkl npq	c j k l	abc defgh ijkl npq	jk	bcd e fgh ijkl npq
5	(5.0)	523 17%	472 15%	366 12%	558 18%	559 18%	428 14%	635 20%	682 22%	629 20%	249 8%	242 8%	329 11%	500 16%	487 16%	506 16%	402 13%	396 13%
		cd e fgh ijkl npq	c j k l p q	jk	bcd e fgh ijkl npq	bcd e fgh ijkl npq	cd e fgh ijkl npq	abc defgh ijkl mnopq	abc defgh ijkl mnopq	abc defgh ijkl mnopq			jk	cd e fgh ijkl npq	cd e fgh ijkl npq	cd e fgh ijkl npq	jk l	jk l
6	(6.0)	479 15%	417 13%	365 12%	470 15%	455 15%	380 12%	479 15%	540 17%	467 15%	306 10%	294 9%	348 11%	325 10%	441 14%	365 12%	455 15%	272 9%
		bcd e fgh ijkl npq	c j k l moq	jk q	bcd e fgh ijkl npq	bcd e fgh ijkl npq	jk m q	bcd e fgh ijkl npq	abc defgh ijkl mnopq	bcd e fgh ijkl npq			k q	q	bcd e fgh ijkl npq	jk q	bcd e fgh ijkl npq	
7	(7.0)	497 16%	520 17%	607 20%	523 17%	557 18%	491 16%	523 17%	622 20%	491 16%	464 15%	466 15%	535 17%	304 10%	586 19%	350 11%	636 20%	386 12%
		moq	jk moq	ab cd e fgh ijkl mnopq	jk moq	ab cd e fgh ijkl mnopq	moq	jk moq	ab cd e fgh ijkl mnopq	moq	moq	moq	jk moq		ab cd e fgh ijkl mnopq	ab cd e fgh ijkl mnopq	ab cd e fgh ijkl mnopq	m

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1. To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	I trust those with authority and expertise to do what is right	Those who are in charge should punish those who break the rules	As a citizen, I am bound to follow society's rules	The future is too uncertain for a person to make serious plans	I have to follow lots of rules, but people like me don't get to make them	I feel pretty powerless when it comes to determining the future of my country	I prefer to make my own way of life without having to follow other people's rules	Everyone benefits when individuals can determine what's good for them	I prefer to be thought of as an individual than as a member of a community	We should care for people who can't care for themselves	Everyone has a responsibility to pull together in a national crisis for the benefit of society	People are too selfish these days	I do not mind being the centre of attention	I like to know the plan rather than be spontaneous	I like socialising and am often feel at a loss when alone	I am cautious	I would never make a high-risk investment	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	
Total	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	
8	(8.0)	441 14% mo	545 18% adghimoq	635 20% abdefghimoq	402 13% mo	509 16% adghimoq	569 18% adefghimoq	415 13% mo	447 14% mo	442 14% mo	642 21% abdefghimoq	602 19% adefghimoq	598 19% adefghimoq	219 7% mo	584 19% adefghimoq	253 8% mo	611 20% adefghimoq	441 14% mo
9	(9.0)	165 5% mo	283 9% adefghimo	374 12% abdefghimnopq	204 7% amo	227 7% ahmo	274 9% adefghimo	189 6% mo	185 6% mo	220 7% amo	392 13% abdefghimnopq	445 14% abcdefghilmnopq	365 12% abdefghimnopq	97 3% mo	258 8% adghmo	112 4% mo	298 10% adefghimo	308 10% adefghimno
10 - Strongly agree	(10.0)	229 7% mo	525 17% adefghimnop	510 16% adefghimnop	326 10% amo	418 13% adghmo	502 16% adefghimnop	319 10% amo	300 10% amo	384 12% adghmo	856 27% abcdefghilmnop	894 29% abcdefghilmnopq	684 22% abcdefghimnop	152 5% mo	447 14% adghimo	136 4% mo	437 14% adghimo	803 26% abcdefghilmnop
SUM: Agree		1812 58% mo	2290 74% adefghimoq	2491 80% abdefghimnopq	1925 62% amo	2166 70% adghimo	2215 71% adefghimo	1925 62% amo	2093 67% adghimo	2004 64% adghimo	2659 85% abcdefghilmnopq	2701 87% abcdefghilmnopq	2531 81% abdefghimnopq	1097 35% mo	2317 74% adefghimoq	1217 39% m	2436 78% abdefghimnopq	2210 71% adghimo
SUM: Disagree		1299 42% bcdefghijklmnpq	821 26% cjkp	620 20% jk	1186 38% bcefhijklmnpq	945 30% bcjklnp	896 29% bcjklnp	1186 38% bcefhijklmnpq	1018 33% bcefhijklmnpq	1107 36% bcefhijklmnpq	452 15% mo	410 13% mo	580 19% jk	2014 65% abcdefghijklmnpq	794 26% cjkp	1894 61% abcdefghijklmnpq	675 22% jkl	901 29% bcjklnp
NET: Agree		16	47 adefghiq	60 abdefghinpq	24 a	39 adghi	42 adefghi	24 a	35 adgi	29 adg	71 abcdefghilmnpq	74 abcdefghijlmnpq	63 abcdefghinpq	-29	49 adefghiq	-22	57 abdefghinpq	42 adefghi
Base for stats		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Mean Score		5.92 mo	6.98 adefghimo	7.25 abdefghimnopq	6.24 amo	6.73 adghimo	6.85 adefghimo	6.31 amo	6.50 adghimo	6.50 adghimo	7.77 abcdefghilmnopq	7.88 abcdefghilmnopq	7.45 abdefghimnopq	4.66	6.95 adefghimo	4.84 m	7.08 adefghimno	7.14 adefghimno
Standard Deviation		2.356	2.180	2.029	2.288	2.107	2.269	2.160	1.991	2.179	2.032	1.964	2.065	2.545	2.026	2.516	1.945	2.464
Standard Error		.042	.039	.036	.041	.038	.041	.039	.036	.039	.036	.035	.037	.046	.036	.045	.035	.044
Error variance		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*



P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_1. I trust those with authority and expertise to do what is right - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	198 6%	48 5%	71 7%	79 8%	5 1%	26 4%	9 1%	51 9%	90 18%	17 5%
				a	a		ac		abcf	abcf	ac
2	(2.0)	82 3%	29 3%	32 3%	22 2%	2 1%	14 2%	5 1%	19 3%	39 8%	3 1%
							c		acf	abcf	
3	(3.0)	217 7%	61 6%	67 6%	89 9%	16 4%	44 7%	16 2%	46 8%	71 14%	24 6%
					ab		ac		ac	abcf	c
4	(4.0)	278 9%	87 8%	100 9%	91 9%	7 2%	79 13%	29 4%	62 10%	73 14%	28 7%
							acf	a	ac	acdf	ac
5	(5.0)	523 17%	162 16%	192 18%	169 17%	37 10%	166 28%	90 14%	96 16%	73 15%	61 16%
							acdef	a	a	a	a
6	(6.0)	479 15%	172 17%	140 13%	167 16%	51 13%	124 21%	97 15%	92 15%	55 11%	59 16%
			b		b		acdef	e	e		e
7	(7.0)	497 16%	164 16%	171 16%	162 16%	67 17%	79 13%	118 18%	109 18%	45 9%	79 21%
						e	e	be	be		be
8	(8.0)	441 14%	156 15%	158 15%	127 13%	95 25%	44 7%	141 22%	71 12%	29 6%	61 16%
						bdef		bdef	be		be
9	(9.0)	165 5%	65 6%	51 5%	49 5%	46 12%	18 3%	54 8%	13 2%	16 3%	17 4%
						bdef		bdef			
10 - Strongly agree	(10.0)	229 7%	96 9%	75 7%	58 6%	60 15%	10 2%	87 13%	32 5%	14 3%	27 7%
			c			bdef		bdef	be		be
SUM: Agree		1812 58%	653 63%	595 56%	564 56%	320 82%	275 46%	497 77%	316 54%	160 32%	243 65%
			bc			bcdef	e	bdef	be		bde
SUM: Disagree		1299 42%	387 37%	462 44%	450 44%	68 18%	328 54%	149 23%	275 46%	346 68%	133 35%
				a	a		acdf	a	acf	abcf	ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_1. I trust those with authority and expertise to do what is right - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	16	26	13	11	65	-9	54	7	-37	29
		bc			cdf		df			d
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.92	6.17	5.87	5.70	7.29	5.37	7.00	5.54	4.37	6.20
		bc			bcdef	e	bdef	e		bde
Standard Deviation	2.356	2.321	2.370	2.354	2.002	1.857	2.001	2.345	2.456	2.167
Standard Error	.042	.072	.073	.074	.102	.075	.080	.096	.109	.111
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_2. Those who are in charge should punish those who break the rules - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	67	19	18	30	6	16	10	18	12	3
		2%	2%	2%	3%	2%	3%	2%	3%	2%	1%
							f		f		
2	(2.0)	36	9	12	14	4	14	3	6	9	-
		1%	1%	1%	1%	1%	2%	1%	1%	2%	-
							cf		f	f	
3	(3.0)	80	22	34	24	4	30	6	15	19	6
		3%	2%	3%	2%	1%	5%	1%	3%	4%	1%
							acdf		c	acf	
4	(4.0)	165	49	52	63	6	74	20	23	31	12
		5%	5%	5%	6%	1%	12%	3%	4%	6%	3%
							acdef		a	acf	
5	(5.0)	472	162	157	154	31	145	82	90	72	52
		15%	16%	15%	15%	8%	24%	13%	15%	14%	14%
							acdef	a	a	a	a
6	(6.0)	417	136	162	118	45	136	59	66	60	50
		13%	13%	15%	12%	12%	23%	9%	11%	12%	13%
				c			acdef				c
7	(7.0)	520	181	176	164	74	93	105	104	88	57
		17%	17%	17%	16%	19%	15%	16%	18%	17%	15%
8	(8.0)	545	186	177	182	82	60	132	109	86	75
		18%	18%	17%	18%	21%	10%	20%	18%	17%	20%
						b		b	b	b	b
9	(9.0)	283	100	90	94	50	17	81	59	40	37
		9%	10%	9%	9%	13%	3%	13%	10%	8%	10%
						be		be	b	b	b
10 - Strongly agree	(10.0)	525	176	178	170	85	19	147	100	89	85
		17%	17%	17%	17%	22%	3%	23%	17%	18%	23%
						bd		bde	b	b	bd
SUM: Agree		2290	779	783	728	337	324	524	438	363	304
		74%	75%	74%	72%	87%	54%	81%	74%	72%	81%
						bcdef		bde	b	b	bde
SUM: Disagree		821	261	274	286	51	279	122	153	143	72
		26%	25%	26%	28%	13%	46%	19%	26%	28%	19%
							acdef	a	acf	acf	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_2. Those who are in charge should punish those who break the rules - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	47	50	48	44	74	7	62	48	43	62
		c	c		bcdef		bde	b	b	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.98	7.06	6.95	6.92	7.62	5.70	7.54	7.02	6.89	7.46
					bde		bde	b	b	bde
Standard Deviation	2.180	2.116	2.155	2.268	1.975	1.850	2.053	2.229	2.280	1.985
Standard Error	.039	.066	.066	.071	.101	.075	.082	.092	.101	.102
Error variance	*	*	*	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_3. As a citizen, I am bound to follow society's rules - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	47	14	14	19	-	12	2	18	11	4
		1%	1%	1%	2%	-	2%	*	3%	2%	1%
							ac		acf	ac	a
2	(2.0)	33	9	13	11	3	20	2	5	3	-
		1%	1%	1%	1%	1%	3%	*	1%	1%	-
							acdef				
3	(3.0)	55	22	22	11	3	26	4	8	12	2
		2%	2%	2%	1%	1%	4%	1%	1%	2%	*
			c				acdf			cf	
4	(4.0)	120	37	44	39	6	67	2	18	18	8
		4%	4%	4%	4%	2%	11%	*	3%	4%	2%
						c	acdef		c	c	c
5	(5.0)	366	112	130	123	31	148	34	68	59	25
		12%	11%	12%	12%	8%	25%	5%	12%	12%	7%
							acdef		cf	cf	
6	(6.0)	365	121	112	132	26	115	38	83	59	44
		12%	12%	11%	13%	7%	19%	6%	14%	12%	12%
							acdef		ac	ac	ac
7	(7.0)	607	224	197	186	67	117	131	128	99	65
		20%	22%	19%	18%	17%	19%	20%	22%	20%	17%
8	(8.0)	635	197	228	209	101	64	165	128	94	82
		20%	19%	22%	21%	26%	11%	26%	22%	19%	22%
						be		be	b	b	b
9	(9.0)	374	119	113	142	65	12	112	65	51	69
		12%	11%	11%	14%	17%	2%	17%	11%	10%	18%
					b	bde		bde	b	b	bde
10 - Strongly agree	(10.0)	510	184	183	142	87	21	156	68	100	77
		16%	18%	17%	14%	22%	3%	24%	12%	20%	21%
			c	c		bd		bd	b	bd	bd
SUM: Agree		2491	846	833	812	345	330	602	473	403	338
		80%	81%	79%	80%	89%	55%	93%	80%	80%	90%
						bde		abde	b	b	bde
SUM: Disagree		620	194	224	202	43	274	44	118	103	38
		20%	19%	21%	20%	11%	45%	7%	20%	20%	10%
						c	acdef		acf	acf	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_3. As a citizen, I am bound to follow society's rules - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	60	63	58	60	78	9	86	60	59	80
		b			bde		abdef	b	b	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.25	7.30	7.25	7.21	7.92	5.78	8.09	7.04	7.27	7.81
					bde		bdef	b	b	bde
Standard Deviation	2.029	2.016	2.060	2.011	1.715	1.849	1.588	2.031	2.122	1.777
Standard Error	.036	.063	.063	.063	.088	.075	.063	.083	.094	.091
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_4. The future is too uncertain for a person to make serious plans - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	121 4%	33 3%	39 4%	49 5%	8 2%	13 2%	53 8%	28 5%	12 2%	7 2%
								abdef	abef		
2	(2.0)	71 2%	24 2%	17 2%	30 3%	4 1%	16 3%	29 4%	5 1%	6 1%	10 3%
					b		d	ade			d
3	(3.0)	166 5%	57 5%	56 5%	52 5%	6 1%	38 6%	57 9%	28 5%	19 4%	19 5%
							a	adef	a	a	a
4	(4.0)	271 9%	85 8%	102 10%	83 8%	17 4%	82 14%	72 11%	41 7%	36 7%	23 6%
							adef	adef			
5	(5.0)	558 18%	197 19%	192 18%	169 17%	38 10%	165 27%	123 19%	102 17%	69 14%	61 16%
							acdef	ae	a		a
6	(6.0)	470 15%	165 16%	140 13%	166 16%	45 12%	112 19%	96 15%	94 16%	63 12%	61 16%
					b		ae				
7	(7.0)	523 17%	158 15%	201 19%	165 16%	68 18%	101 17%	92 14%	117 20%	77 15%	68 18%
				a					ce		
8	(8.0)	402 13%	142 14%	130 12%	130 13%	77 20%	46 8%	50 8%	77 13%	90 18%	61 16%
						bcd			bc	bcd	bc
9	(9.0)	204 7%	75 7%	73 7%	56 6%	55 14%	15 3%	32 5%	42 7%	37 7%	22 6%
						bcdef		b	b	b	b
10 - Strongly agree	(10.0)	326 10%	104 10%	108 10%	114 11%	70 18%	16 3%	42 7%	57 10%	98 19%	43 12%
						bcdf		b	bc	bcdf	bc
SUM: Agree		1925 62%	644 62%	650 62%	631 62%	315 81%	290 48%	313 48%	387 65%	365 72%	256 68%
						bcdef			bc	bcd	bc
SUM: Disagree		1186 38%	396 38%	407 38%	383 38%	73 19%	313 52%	334 52%	204 35%	142 28%	120 32%
							adef	adef	ae	a	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_4. The future is too uncertain for a person to make serious plans - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	24	24	23	25	63	-4	-3	31	44	36
					def				df	
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.24	6.27	6.27	6.19	7.35	5.55	5.44	6.33	6.94	6.50
					bcdef			bc	bcdf	bc
Standard Deviation	2.288	2.248	2.258	2.360	2.098	1.808	2.413	2.239	2.293	2.180
Standard Error	.041	.070	.069	.074	.107	.073	.096	.092	.102	.112
Error variance	*	*	*	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_5. I have to follow lots of rules, but people like me don't get to make them - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	58	19	23	16	10	4	20	7	10	7
		2%	2%	2%	2%	3%	1%	3%	1%	2%	2%
						b		bd			
2	(2.0)	32	10	10	11	4	11	11	1	3	2
		1%	1%	1%	1%	1%	2%	2%	*	1%	*
							d	d			
3	(3.0)	88	31	32	25	5	35	28	6	6	9
		3%	3%	3%	3%	1%	6%	4%	1%	1%	2%
							ade	ade			
4	(4.0)	208	60	77	71	11	76	55	22	27	17
		7%	6%	7%	7%	3%	13%	8%	4%	5%	4%
							acdef	ade			
5	(5.0)	559	184	186	190	40	171	131	90	64	63
		18%	18%	18%	19%	10%	28%	20%	15%	13%	17%
							acdef	ade	a		a
6	(6.0)	455	142	154	159	44	117	87	90	68	49
		15%	14%	15%	16%	11%	19%	13%	15%	13%	13%
							acef				
7	(7.0)	557	193	205	159	71	106	103	113	84	80
		18%	19%	19%	16%	18%	18%	16%	19%	17%	21%
				c						c	
8	(8.0)	509	191	162	157	89	55	103	110	93	60
		16%	18%	15%	15%	23%	9%	16%	19%	18%	16%
						bcd		b	b	b	b
9	(9.0)	227	80	70	77	55	14	33	57	40	28
		7%	8%	7%	8%	14%	2%	5%	10%	8%	7%
						bcdef		b	bc	b	b
10 - Strongly agree	(10.0)	418	129	139	150	60	14	76	95	112	62
		13%	12%	13%	15%	15%	2%	12%	16%	22%	17%
						b		b	bc	abcd	bc
SUM: Agree		2166	736	730	701	318	306	401	464	397	279
		70%	71%	69%	69%	82%	51%	62%	79%	78%	74%
						bcd		b	bc	bc	bc
SUM: Disagree		945	304	327	313	70	297	245	127	109	97
		30%	29%	31%	31%	18%	49%	38%	21%	22%	26%
							acdef	ade			a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_5. I have to follow lots of rules, but people like me don't get to make them - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	39	41	38	38	64	1	24	57	57	49
					bcdef		b	bcf	bcf	bc
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.73	6.77	6.67	6.76	7.32	5.70	6.37	7.17	7.27	6.98
					bcf		b	bc	bcf	bc
Standard Deviation	2.107	2.077	2.119	2.124	2.055	1.672	2.231	1.936	2.131	2.081
Standard Error	.038	.064	.065	.067	.105	.068	.089	.080	.094	.107
Error variance	*	*	*	*	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_6. I feel pretty powerless when it comes to determining the future of my country - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	76 2%	24 2%	28 3%	24 2%	7 2%	13 2%	34 5% abdef	11 2%	6 1%	4 1%
2	(2.0)	42 1%	11 1%	19 2%	13 1%	4 1%	22 4% acdef	11 2% de	1 *	1 *	3 1%
3	(3.0)	123 4%	42 4%	43 4%	39 4%	8 2%	42 7% ade	35 5% ade	14 2%	9 2%	14 4%
4	(4.0)	226 7%	77 7%	71 7%	78 8%	18 5%	81 13% acdef	62 10% ade	26 4%	17 3%	22 6%
5	(5.0)	428 14%	135 13%	155 15%	137 14%	32 8%	145 24% acdef	112 17% ade	57 10%	43 8%	39 10%
6	(6.0)	380 12%	139 13%	128 12%	112 11%	45 11% e	107 18% acef	68 10% e	85 14% ce	35 7%	40 11% e
7	(7.0)	491 16%	169 16%	181 17%	142 14%	61 16%	86 14%	113 17% e	95 16%	65 13%	71 19% be
8	(8.0)	569 18%	195 19%	185 18%	188 19%	90 23% bcf	62 10%	102 16% b	123 21% bc	130 26% bcf	63 17% b
9	(9.0)	274 9%	89 9%	77 7%	107 11% b	47 12% bc	27 4%	41 6%	57 10% bc	55 11% bc	47 12% bc
10 - Strongly agree	(10.0)	502 16%	159 15%	170 16%	174 17%	77 20% bc	18 3%	69 11% b	121 21% bc	146 29% abcd	72 19% bc
SUM: Agree		2215 71%	751 72%	741 70%	723 71%	319 82% bc	300 50%	392 61% b	481 81% bc	430 85% bcf	293 78% bc
SUM: Disagree		896 29%	289 28%	316 30%	291 29%	69 18%	303 50% acdef	255 39% ade	110 19%	77 15%	83 22% e

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_6. I feel pretty powerless when it comes to determining the future of my country - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	42	44	40	43	65	-1	21	63	70	56
					cf			cf	cdf	c
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.85	6.85	6.78	6.94	7.41	5.63	6.24	7.33	7.84	7.24
					bc		b	bc	abcdf	bc
Standard Deviation	2.269	2.223	2.284	2.299	2.108	1.961	2.380	2.091	2.024	2.150
Standard Error	.041	.069	.070	.072	.108	.079	.095	.086	.090	.110
Error variance	*	*	*	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_7. I prefer to make my own way of life without having to follow other people's rules - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	70 2%	21 2%	28 3%	21 2%	2 1%	3 1%	31 5%	5 1%	18 4%	11 3%
								abd		abd	abd
2	(2.0)	59 2%	13 1%	20 2%	25 2%	4 1%	14 2%	15 2%	3 1%	15 3%	7 2%
					a		d	d		d	d
3	(3.0)	162 5%	56 5%	60 6%	47 5%	5 1%	38 6%	51 8%	11 2%	33 7%	24 6%
							ad	ad		ad	ad
4	(4.0)	260 8%	81 8%	89 8%	90 9%	16 4%	67 11%	76 12%	33 6%	44 9%	24 6%
							adf	adf		ad	
5	(5.0)	635 20%	220 21%	219 21%	196 19%	43 11%	184 30%	135 21%	104 18%	83 16%	86 23%
							acdef	a	a	a	ade
6	(6.0)	479 15%	155 15%	161 15%	163 16%	33 9%	116 19%	94 15%	98 17%	79 16%	59 16%
							ac	a	a	a	a
7	(7.0)	523 17%	198 19%	167 16%	158 16%	86 22%	88 15%	89 14%	108 18%	87 17%	66 17%
			bc			bc			c		
8	(8.0)	415 13%	144 14%	132 12%	138 14%	73 19%	54 9%	80 12%	99 17%	62 12%	46 12%
						bcef			bce		
9	(9.0)	189 6%	56 5%	66 6%	67 7%	60 15%	14 2%	30 5%	43 7%	27 5%	16 4%
						bcdef		b	bc	b	
10 - Strongly agree	(10.0)	319 10%	95 9%	115 11%	109 11%	66 17%	25 4%	46 7%	88 15%	57 11%	37 10%
						bcef		b	bcb	bc	b
SUM: Agree		1925 62%	649 62%	642 61%	635 63%	317 82%	298 49%	339 52%	436 74%	312 62%	224 59%
						bcdef			bcef	bc	bc
SUM: Disagree		1186 38%	391 38%	415 39%	379 37%	70 18%	305 51%	308 48%	155 26%	194 38%	152 41%
							adef	adef	a	ad	ad

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_7. I prefer to make my own way of life without having to follow other people's rules - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	24	25	21	25	64	-1	5	47	23	19
				b	cdef			cef	c	c
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.31	6.31	6.28	6.34	7.43	5.73	5.79	6.93	6.19	6.17
					bcdef			bcef	bc	bc
Standard Deviation	2.160	2.078	2.213	2.189	1.934	1.767	2.259	1.974	2.321	2.170
Standard Error	.039	.064	.068	.069	.099	.071	.090	.081	.103	.111
Error variance	*	*	*	*	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_8. Everyone benefits when individuals can determine what's good for them - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	65	16	20	28	1	12	14	14	21	3
		2%	2%	2%	3%	*	2%	2%	2%	4%	1%
							a	a	a	abf	
2	(2.0)	30	8	11	11	-	6	3	10	6	5
		1%	1%	1%	1%	-	1%	*	2%	1%	1%
							a		ac	a	a
3	(3.0)	98	23	43	32	7	36	16	11	22	7
		3%	2%	4%	3%	2%	6%	3%	2%	4%	2%
				a			acdf			adf	
4	(4.0)	143	48	47	48	9	63	23	13	25	10
		5%	5%	4%	5%	2%	11%	4%	2%	5%	3%
							acdef			ad	
5	(5.0)	682	228	240	213	25	188	121	132	136	79
		22%	22%	23%	21%	7%	31%	19%	22%	27%	21%
							acdf	a	a	acf	a
6	(6.0)	540	183	184	173	68	120	105	99	78	69
		17%	18%	17%	17%	18%	20%	16%	17%	15%	18%
7	(7.0)	622	210	212	201	70	106	155	129	76	87
		20%	20%	20%	20%	18%	18%	24%	22%	15%	23%
								abe	e		be
8	(8.0)	447	157	140	150	78	44	101	95	70	58
		14%	15%	13%	15%	20%	7%	16%	16%	14%	16%
						be		b	b	b	b
9	(9.0)	185	62	61	62	55	18	38	31	21	22
		6%	6%	6%	6%	14%	3%	6%	5%	4%	6%
						bcdef		b	b		b
10 - Strongly agree	(10.0)	300	105	98	96	75	11	70	58	51	36
		10%	10%	9%	9%	19%	2%	11%	10%	10%	10%
						bcdef		b	b	b	b
SUM: Agree		2093	717	695	682	346	298	469	411	297	273
		67%	69%	66%	67%	89%	49%	73%	70%	59%	73%
						bcdef		be	be	b	be
SUM: Disagree		1018	323	362	332	42	305	178	180	210	103
		33%	31%	34%	33%	11%	51%	27%	30%	41%	27%
							acdef	a	a	acdf	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_8. Everyone benefits when individuals can determine what's good for them - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	35	38	32	34	78	-1	45	39	17	45
		b			cdef		de	e		e
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.50	6.60	6.43	6.47	7.60	5.64	6.70	6.58	6.20	6.69
					bcdef		be	be	b	be
Standard Deviation	1.991	1.930	1.995	2.046	1.786	1.673	1.957	1.975	2.175	1.825
Standard Error	.036	.060	.061	.064	.091	.068	.078	.081	.096	.094
Error variance	*	*	*	*	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_9. I prefer to be thought of as an individual than as a member of a community - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	67 2%	23 2%	23 2%	21 2%	3 1%	10 2%	20 3% ad	7 1%	19 4% abd	8 2%
2	(2.0)	48 2%	11 1%	18 2%	19 2%	6 1%	11 2%	12 2%	5 1%	7 1%	7 2%
3	(3.0)	128 4%	40 4%	53 5%	34 3%	9 2%	31 5% a	29 5%	19 3%	26 5% a	14 4%
4	(4.0)	235 8%	79 8%	79 8%	77 8%	12 3%	74 12% adf	58 9% ad	21 3%	46 9% ad	25 7% ad
5	(5.0)	629 20%	230 22% c	213 20%	186 18%	37 9%	186 31% acdef	135 21% a	106 18% a	95 19% a	70 19% a
6	(6.0)	467 15%	152 15%	162 15%	153 15%	59 15%	114 19% ce	83 13%	92 16%	59 12%	61 16%
7	(7.0)	491 16%	165 16%	164 16%	161 16%	69 18%	88 15%	103 16%	94 16%	78 15%	59 16%
8	(8.0)	442 14%	130 12%	155 15%	157 16% a	73 19% be	57 9%	93 14% b	101 17% be	65 13%	54 14% b
9	(9.0)	220 7%	90 9% b	61 6%	69 7%	52 14% bcdef	17 3%	43 7% b	42 7% b	37 7% b	28 8% b
10 - Strongly agree	(10.0)	384 12%	120 12%	129 12%	135 13%	69 18% bc	16 3%	70 11% b	104 18% bc	74 15% b	51 14% b
SUM: Agree		2004 64%	657 63%	670 63%	677 67%	322 83% bcdef	291 48%	393 61% b	433 73% bcef	313 62% b	253 67% bc
SUM: Disagree		1107 36%	383 37%	387 37%	337 33%	66 17%	312 52% acdef	254 39% adf	158 27% a	193 38% ad	123 33% ad

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_9. I prefer to be thought of as an individual than as a member of a community - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	29	26	27	33	66	-4	21	47	24	34
				ab	cdef			cef		ce
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.50	6.48	6.43	6.59	7.34	5.66	6.33	6.98	6.45	6.61
					bcdef		b	bcef	b	b
Standard Deviation	2.179	2.156	2.192	2.188	2.012	1.746	2.240	2.097	2.377	2.198
Standard Error	.039	.067	.067	.069	.103	.071	.089	.086	.105	.113
Error variance	*	*	*	*	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_10. We should care for people who can't care for themselves - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	33 1%	11 1%	13 1%	9 1%	9 2% ce	7 1%	2 *	10 2% c	2 *	3 1%
2	(2.0)	26 1%	7 1%	9 1%	10 1%	4 1%	12 2% def	6 1%	2 *	1 *	2 *
3	(3.0)	47 1%	14 1%	19 2%	14 1%	7 2% cef	26 4% acdef	1 *	10 2% cef	2 *	1 *
4	(4.0)	97 3%	32 3%	39 4%	27 3%	8 2%	65 11% acdef	6 1%	8 1%	5 1%	5 1%
5	(5.0)	249 8%	80 8%	91 9%	77 8%	22 6%	130 22% acdef	31 5%	33 6% e	15 3%	19 5%
6	(6.0)	306 10%	106 10%	100 9%	100 10%	30 8% f	128 21% acdef	42 7%	51 9% f	38 8% f	16 4%
7	(7.0)	464 15%	156 15%	159 15%	148 15%	58 15%	106 18% ef	99 15% e	103 17% ef	54 11%	44 12%
8	(8.0)	642 21%	212 20%	230 22%	200 20%	93 24% b	75 12%	136 21% b	156 26% bce	98 19% b	85 23% b
9	(9.0)	392 13%	153 15% c	128 12%	110 11%	54 14% b	31 5%	104 16% bd	61 10% b	83 16% bd	58 15% bd
10 - Strongly agree	(10.0)	856 27%	269 26%	268 25%	318 31% ab	104 27% b	24 4%	218 34% abd	157 27% b	208 41% abcd	144 38% abd
SUM: Agree		2659 85%	897 86%	886 84%	876 86%	339 87% b	363 60%	601 93% abd	529 90% b	481 95% abd	347 92% ab
SUM: Disagree		452 15%	143 14%	171 16%	138 14%	49 13% cef	240 40% acdef	46 7%	62 10% ce	26 5%	29 8%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_10. We should care for people who can't care for themselves - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	71	72	68	73	75	20	86	79	90	84
		b		b	b		abd	b	abcdf	abd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.77	7.78	7.66	7.86	7.82	6.03	8.29	7.85	8.53	8.42
				b	b		abd	b	abcd	abd
Standard Deviation	2.032	1.986	2.069	2.037	2.088	1.847	1.720	1.927	1.661	1.759
Standard Error	.036	.062	.064	.064	.107	.075	.068	.079	.074	.090
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_11. Everyone has a responsibility to pull together in a national crisis for the benefit of society - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	21 1%	7 1%	4 *	10 1%	3 1% c	6 1% c	- -	5 1% c	5 1% c	2 1% c
2	(2.0)	21 1%	9 1%	9 1%	3 *	- -	14 2% acde	- -	1 * -	2 * -	4 1% acd
3	(3.0)	44 1%	11 1%	17 2%	16 2%	1 * e	28 5% acdef	1 * -	7 1% c	3 1% -	3 1% -
4	(4.0)	83 3%	26 3%	34 3%	22 2%	7 2% e	59 10% acdef	6 1% -	5 1% -	2 * -	3 1% -
5	(5.0)	242 8%	75 7%	91 9%	76 7%	11 3% e	138 23% acdef	14 2% -	52 9% acef	19 4% -	7 2% -
6	(6.0)	294 9%	102 10%	112 11% c	79 8%	35 9% cf	129 21% acdef	21 3% -	52 9% cf	39 8% c	19 5% -
7	(7.0)	466 15%	149 14%	144 14%	173 17% b	63 16% cef	121 20% cef	66 10% -	124 21% cef	53 10% -	39 10% -
8	(8.0)	602 19%	200 19%	223 21%	179 18%	80 21% b	64 11% -	144 22% b	132 22% b	105 21% b	76 20% b
9	(9.0)	445 14%	160 15%	133 13%	152 15%	67 17% b	19 3% -	128 20% bd	79 13% b	81 16% b	70 19% bd
10 - Strongly agree	(10.0)	894 29%	299 29%	291 27%	304 30%	119 31% bd	25 4% -	266 41% abd	133 22% b	198 39% abd	153 41% abd
SUM: Agree		2701 87%	911 88%	902 85%	888 88%	365 94% bd	358 59% -	625 97% bde	520 88% b	476 94% bd	358 95% bd
SUM: Disagree		410 13%	129 12%	155 15%	126 12%	23 6% -	245 41% acdef	22 3% -	71 12% acef	30 6% c	19 5% -

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_11. Everyone has a responsibility to pull together in a national crisis for the benefit of society - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	74	75	71	75	88	19	93	76	88	90
		b		b	bd		abde	b	bd	bd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.88	7.92	7.78	7.95	8.21	5.96	8.74	7.76	8.44	8.57
					bd		abde	b	bd	abd
Standard Deviation	1.964	1.953	1.982	1.955	1.695	1.802	1.386	1.812	1.755	1.722
Standard Error	.035	.061	.061	.061	.087	.073	.055	.074	.078	.088
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_12. People are too selfish these days - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	31 1%	11 1%	9 1%	11 1%	4 1%	12 2%	11 2%	- -	3 1%	1 *
						d	def	df			
2	(2.0)	34 1%	10 1%	16 2%	8 1%	4 1%	17 3%	4 1%	4 1%	3 1%	1 *
							cdef				
3	(3.0)	54 2%	15 1%	24 2%	16 2%	1 *	28 5%	10 2%	8 1%	5 1%	3 1%
						*	acdef				
4	(4.0)	132 4%	44 4%	41 4%	46 5%	14 4%	67 11%	26 4%	6 1%	10 2%	9 2%
						d	acdef	d			
5	(5.0)	329 11%	103 10%	113 11%	114 11%	26 7%	129 21%	68 11%	47 8%	33 6%	26 7%
							acdef	ae			
6	(6.0)	348 11%	118 11%	128 12%	103 10%	39 10%	119 20%	67 10%	57 10%	29 6%	38 10%
						e	acdef	e	e		e
7	(7.0)	535 17%	188 18%	189 18%	158 16%	56 15%	127 21%	117 18%	105 18%	67 13%	64 17%
							ae	e	e		
8	(8.0)	598 19%	202 19%	211 20%	184 18%	82 21%	50 8%	146 23%	131 22%	115 23%	74 20%
						b		b	b	b	b
9	(9.0)	365 12%	133 13%	106 10%	126 12%	72 19%	23 4%	73 11%	75 13%	74 15%	47 13%
						bcdf		b	b	b	b
10 - Strongly agree	(10.0)	684 22%	216 21%	219 21%	249 25%	88 23%	31 5%	126 19%	158 27%	168 33%	113 30%
					ab	b		b	bc	abcd	abc
SUM: Agree		2531 81%	857 82%	853 81%	820 81%	337 87%	350 58%	528 82%	526 89%	453 89%	336 89%
						bc		b	bc	bc	bc
SUM: Disagree		580 19%	183 18%	204 19%	194 19%	50 13%	253 42%	118 18%	65 11%	54 11%	40 11%
							acdef	adef			

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_12. People are too selfish these days - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	63	65	61	62	74	16	63	78	79	79
					bc		b	bc	bc	bc
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.45	7.47	7.35	7.54	7.79	5.91	7.41	7.90	8.16	7.98
				b	bc		b	bc	abcd	bc
Standard Deviation	2.065	2.024	2.076	2.092	1.956	1.938	2.034	1.795	1.858	1.819
Standard Error	.037	.063	.064	.066	.100	.078	.081	.074	.082	.093
Error variance	*	*	*	*	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_13. I do not mind being the centre of attention - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	471	154	144	172	12	30	103	121	96	109
		15%	15%	14%	17%	3%	5%	16%	20%	19%	29%
					b			ab	abc	ab	abcde
2	(2.0)	232	80	66	85	10	30	47	63	35	47
		7%	8%	6%	8%	2%	5%	7%	11%	7%	13%
								a	abce	a	abce
3	(3.0)	401	132	148	121	28	74	97	87	72	44
		13%	13%	14%	12%	7%	12%	15%	15%	14%	12%
							a	a	a	a	a
4	(4.0)	410	138	128	144	20	96	85	84	78	47
		13%	13%	12%	14%	5%	16%	13%	14%	15%	12%
							a	a	a	a	a
5	(5.0)	500	171	169	160	53	143	107	78	69	49
		16%	16%	16%	16%	14%	24%	17%	13%	14%	13%
							acdef				
6	(6.0)	325	108	112	105	40	94	72	50	44	25
		10%	10%	11%	10%	10%	16%	11%	8%	9%	7%
							acdef	f			
7	(7.0)	304	108	112	84	56	90	52	45	38	24
		10%	10%	11%	8%	14%	15%	8%	8%	7%	6%
						cdef	cdef				
8	(8.0)	219	67	86	65	81	29	35	26	33	16
		7%	6%	8%	6%	21%	5%	5%	4%	6%	4%
						bcdef					
9	(9.0)	97	36	34	27	35	11	20	8	16	7
		3%	3%	3%	3%	9%	2%	3%	1%	3%	2%
						bcdef		d		d	
10 - Strongly agree	(10.0)	152	45	57	51	53	8	30	27	26	9
		5%	4%	5%	5%	14%	1%	5%	5%	5%	2%
						bcdef		b	b	bf	
SUM: Agree		1097	364	401	332	265	231	209	157	156	79
		35%	35%	38%	33%	68%	38%	32%	27%	31%	21%
				c		bcdef	cdef	df		f	
SUM: Disagree		2014	676	656	682	123	372	438	434	350	297
		65%	65%	62%	67%	32%	62%	68%	73%	69%	79%
					b		a	ab	abc	ab	abce

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_13. I do not mind being the centre of attention - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-29	-30	-24	-35	37	-23	-35	-47	-38	-58
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	4.66	4.65	4.82	4.51	6.67	4.98	4.51	4.08	4.41	3.61
			c		bcdef	cdef	df	f	df	
Standard Deviation	2.545	2.515	2.555	2.560	2.389	1.913	2.506	2.511	2.603	2.452
Standard Error	.046	.078	.079	.080	.122	.077	.100	.103	.115	.126
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_14. I like to know the plan rather than be spontaneous - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	34 1%	11 1%	8 1%	16 2%	3 1%	7 1%	7 1%	4 1%	12 2% df	2 1%
2	(2.0)	26 1%	5 *	11 1%	10 1%	4 1%	12 2% cde	3 *	3 *	2 *	3 1%
3	(3.0)	90 3%	24 2%	36 3%	30 3%	7 2%	34 6% acdf	11 2%	14 2%	17 3%	7 2%
4	(4.0)	157 5%	47 5%	59 6%	51 5%	11 3%	67 11% acdef	27 4%	18 3%	25 5%	9 2%
5	(5.0)	487 16%	159 15%	173 16%	155 15%	44 11%	165 27% acdef	77 12%	91 15%	66 13%	43 12%
6	(6.0)	441 14%	155 15%	146 14%	141 14%	41 11%	122 20% acdf	75 12%	70 12%	80 16% ac	53 14%
7	(7.0)	586 19%	183 18%	217 21%	185 18%	64 17%	110 18%	132 20%	125 21%	92 18%	63 17%
8	(8.0)	584 19%	223 21% c	194 18%	167 16%	105 27% bdef	54 9%	147 23% b	111 19% b	92 18% b	75 20% b
9	(9.0)	258 8%	97 9%	75 7%	87 9%	44 11% be	17 3%	56 9% b	56 9% b	35 7% b	49 13% bce
10 - Strongly agree	(10.0)	447 14%	135 13%	139 13%	173 17% ab	64 16% b	15 3%	111 17% b	100 17% b	87 17% b	71 19% b
SUM: Agree		2317 74%	794 76%	770 73%	753 74%	318 82% be	319 53%	522 81% b	461 78% b	386 76% b	311 83% be
SUM: Disagree		794 26%	246 24%	287 27%	261 26%	69 18%	285 47% acdef	125 19%	130 22%	121 24% af	65 17%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_14. I like to know the plan rather than be spontaneous - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	49	53	46	48	64	6	61	56	52	65
		b			bde		be	b	b	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.95	7.02	6.85	6.99	7.41	5.75	7.29	7.21	6.98	7.42
					be		be	b	b	be
Standard Deviation	2.026	1.951	1.997	2.127	1.916	1.723	1.941	1.949	2.138	1.951
Standard Error	.036	.061	.061	.067	.098	.070	.077	.080	.095	.100
Error variance	*	*	*	*	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_15. I like socialising and am often feel at a loss when alone - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	428	131	150	146	13	34	104	110	75	92
		14%	13%	14%	14%	3%	6%	16%	19%	15%	25%
								ab	ab	ab	abcde
2	(2.0)	207	66	63	78	6	17	63	55	29	38
		7%	6%	6%	8%	1%	3%	10%	9%	6%	10%
								abe	abe	ab	abe
3	(3.0)	352	123	125	104	19	43	86	79	65	60
		11%	12%	12%	10%	5%	7%	13%	13%	13%	16%
								ab	ab	ab	ab
4	(4.0)	401	125	137	139	19	111	94	68	64	46
		13%	12%	13%	14%	5%	18%	15%	12%	13%	12%
							edef	a	a	a	a
5	(5.0)	506	167	179	161	39	134	92	97	87	58
		16%	16%	17%	16%	10%	22%	14%	16%	17%	15%
							acdef	a	a	a	a
6	(6.0)	365	121	118	127	36	124	67	57	50	31
		12%	12%	11%	12%	9%	21%	10%	10%	10%	8%
							acdef				
7	(7.0)	350	122	119	109	70	71	72	59	57	21
		11%	12%	11%	11%	18%	12%	11%	10%	11%	6%
						bcdef	f	f	f	f	
8	(8.0)	253	108	79	66	74	46	37	39	39	17
		8%	10%	7%	7%	19%	8%	6%	7%	8%	5%
			bc			bcdef					
9	(9.0)	112	37	40	35	54	17	12	11	12	7
		4%	4%	4%	3%	14%	3%	2%	2%	2%	2%
						bcdef					
10 - Strongly agree	(10.0)	136	40	46	50	59	7	19	17	28	7
		4%	4%	4%	5%	15%	1%	3%	3%	5%	2%
						bcdef		b	b	bcdf	
SUM: Agree		1217	428	403	387	293	265	207	182	187	83
		39%	41%	38%	38%	76%	44%	32%	31%	37%	22%
						bcdef	cdef	f	f	df	
SUM: Disagree		1894	612	654	627	95	339	439	409	320	293
		61%	59%	62%	62%	24%	56%	68%	69%	63%	78%
							a	ab	abe	ab	abcde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_15. I like socialising and am often feel at a loss when alone - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-22	-18	-24	-24	51	-12	-36	-38	-26	-56
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	4.84	4.94	4.82	4.77	7.02	5.20	4.37	4.30	4.78	3.77
					bcdef	cdef	f	f	cdf	
Standard Deviation	2.516	2.497	2.516	2.533	2.317	1.914	2.419	2.468	2.548	2.358
Standard Error	.045	.077	.077	.080	.118	.077	.096	.101	.113	.121
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_16. I am cautious - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	20	8	4	8	3	8	5	2	1	1
		1%	1%	*	1%	1%	1%	1%	*	*	*
2	(2.0)	29	8	10	10	4	14	4	3	4	-
		1%	1%	1%	1%	1%	2%	1%	1%	1%	-
						f	cdef				
3	(3.0)	73	24	29	20	4	29	14	10	11	5
		2%	2%	3%	2%	1%	5%	2%	2%	2%	1%
							acdef				
4	(4.0)	151	42	55	54	20	57	25	8	33	8
		5%	4%	5%	5%	5%	9%	4%	1%	7%	2%
						df	acdf	d		cdf	
5	(5.0)	402	123	155	123	27	152	68	75	52	28
		13%	12%	15%	12%	7%	25%	11%	13%	10%	8%
							acdef	a	af		
6	(6.0)	455	140	155	159	37	148	87	78	70	35
		15%	13%	15%	16%	10%	25%	13%	13%	14%	9%
							acdef			f	
7	(7.0)	636	220	217	199	67	105	144	136	98	86
		20%	21%	20%	20%	17%	17%	22%	23%	19%	23%
								b	ab		b
8	(8.0)	611	219	200	192	91	61	140	132	101	85
		20%	21%	19%	19%	24%	10%	22%	22%	20%	23%
						b		b	b	b	b
9	(9.0)	298	102	96	100	58	17	68	63	46	46
		10%	10%	9%	10%	15%	3%	10%	11%	9%	12%
						bce		b	b	b	b
10 - Strongly agree	(10.0)	437	154	136	148	77	13	91	84	90	81
		14%	15%	13%	15%	20%	2%	14%	14%	18%	22%
						bcd		b	b	b	bcd
SUM: Agree		2436	835	803	798	330	343	531	493	405	334
		78%	80%	76%	79%	85%	57%	82%	83%	80%	89%
			b			be		b	b	b	bode
SUM: Disagree		675	205	254	216	58	260	116	98	101	42
		22%	20%	24%	21%	15%	43%	18%	17%	20%	11%
				a			acdef	f	f	af	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_16. I am cautious - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	57	61	52	57	70	14	64	67	60	77
		b		b	bce		b	be	b	abcde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.08	7.18	6.98	7.08	7.60	5.80	7.23	7.33	7.23	7.74
		b			bcd		b	b	b	bcd
Standard Deviation	1.945	1.931	1.934	1.967	1.958	1.700	1.883	1.765	1.975	1.730
Standard Error	.035	.060	.059	.062	.100	.069	.075	.073	.088	.089
Error variance	*	*	*	*	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_17. I would never make a high-risk investment - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	70	25	25	20	12	9	21	13	12	4
		2%	2%	2%	2%	3%	2%	3%	2%	2%	1%
						f		bf			
2	(2.0)	46	15	16	15	3	13	10	8	6	6
		1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
3	(3.0)	143	37	61	46	13	42	40	16	20	12
		5%	4%	6%	5%	3%	7%	6%	3%	4%	3%
				a			adef	df			
4	(4.0)	245	73	98	73	26	95	41	35	29	19
		8%	7%	9%	7%	7%	16%	6%	6%	6%	5%
							acdef				
5	(5.0)	396	115	133	148	38	148	71	64	55	20
		13%	11%	13%	15%	10%	25%	11%	11%	11%	5%
					a	f	acdef	f	f	f	
6	(6.0)	272	92	91	89	51	77	31	50	31	32
		9%	9%	9%	9%	13%	13%	5%	8%	6%	9%
						cdef	cdef		c		c
7	(7.0)	386	147	123	116	56	103	58	75	59	34
		12%	14%	12%	11%	15%	17%	9%	13%	12%	9%
						cf	cdef		c		
8	(8.0)	441	162	154	125	71	64	93	89	65	59
		14%	16%	15%	12%	18%	11%	14%	15%	13%	16%
			c			be		b	b		b
9	(9.0)	308	112	96	100	44	26	88	60	55	36
		10%	11%	9%	10%	11%	4%	14%	10%	11%	9%
						b		bf	b	b	b
10 - Strongly agree	(10.0)	803	262	261	280	74	25	193	182	176	154
		26%	25%	25%	28%	19%	4%	30%	31%	35%	41%
						b		ab	ab	ab	abcd
SUM: Agree		2210	774	725	711	296	295	463	455	385	315
		71%	74%	69%	70%	76%	49%	72%	77%	76%	84%
			bc			b		b	bc	b	abcde
SUM: Disagree		901	266	332	303	92	308	183	136	121	61
		29%	26%	31%	30%	24%	51%	28%	23%	24%	16%
				a	a	f	acdef	df	f	f	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P1_17. I would never make a high-risk investment - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	42	49	37	40	53	-2	43	54	52	68
		bc			c			c	c	acde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.14	7.25	7.01	7.18	7.10	5.74	7.34	7.49	7.58	7.97
		b			b		b	ab	ab	abcde
Standard Deviation	2.464	2.402	2.510	2.475	2.299	1.955	2.624	2.388	2.475	2.310
Standard Error	.044	.074	.077	.078	.117	.079	.104	.098	.110	.118
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

B1. To the best of your knowledge, in the last 7 days, have you met people in any of the following scenarios? If you are in a 'support bubble' with someone, you can count this as a household. If you are unsure what a 'support' bubble is, just count the number of households.

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Met outdoors with 1-5 people from 1-2 other households	1108 36%	403 39%	365 34%	341 34%	185 48%	191 32%	236 36%	193 33%	195 38%	109 29%
		bc			bcdef		f		bdf	
Met outdoors with 1-5 people from 3+ other households	287 9%	88 8%	106 10%	93 9%	72 18%	95 16%	37 6%	38 6%	28 6%	18 5%
				cdef	cdef					
Met outdoors with 6+ people from 1-2 other households	166 5%	46 4%	62 6%	58 6%	57 15%	57 9%	18 3%	13 2%	14 3%	7 2%
				bcdef	cdef					
Met outdoors with 6+ people from 3+ other households	160 5%	58 6%	60 6%	42 4%	39 10%	45 7%	25 4%	17 3%	24 5%	10 3%
				cdef	cdf					
Met indoors with 1-5 people from 1-2 other households	790 25%	256 25%	249 24%	285 28%	104 27%	111 18%	179 28%	169 29%	146 29%	82 22%
			b		b		bf	bf	bf	
Met indoors with 1-5 people from 3+ other households	165 5%	44 4%	73 7%	48 5%	54 14%	42 7%	22 3%	24 4%	16 3%	7 2%
			ac		bcdef	cdef				
Met indoors with 6+ people from 1-2 other households	96 3%	33 3%	34 3%	29 3%	34 9%	32 5%	9 1%	4 1%	11 2%	5 1%
				bcdef	cdef				d	
Met indoors with 6+ people from 3+ other households	95 3%	21 2%	35 3%	39 4%	26 7%	22 4%	10 2%	15 2%	16 3%	6 2%
			a		bcdef	c				
I have not met anyone from other households in the last 7 days	1101 35%	360 35%	372 35%	369 36%	51 13%	164 27%	272 42%	236 40%	194 38%	185 49%
						a	ab	ab	ab	abcde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

B1. To the best of your knowledge, in the last 7 days, have you met people in any of the following scenarios? If you are in a 'support bubble' with someone, you can count this as a household. If you are unsure what a 'support' bubble is, just count the number of households.

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Prefer not to say	60	19	19	22	6	28	6	9	5	5
	2%	2%	2%	2%	2%	5%	1%	2%	1%	1%
						acdef				
SUM: Met outdoors	1579	547	547	484	300	358	292	250	243	136
	51%	53%	52%	48%	77%	59%	45%	42%	48%	36%
		c			bcdef	cdef	f		f	
SUM: Met indoors	1062	334	360	367	183	195	206	205	176	96
	34%	32%	34%	36%	47%	32%	32%	35%	35%	26%
				a	bcdef	f	f	f	f	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

B2. To the best of your knowledge, in the last 7 days, have you done any of the following activities?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Attended a private gathering of 31+ people (either indoors or outdoors)	93 3%	31 3%	34 3%	28 3%	51 13% bcdef	28 5% cdef	6 1%	5 1%	2 *	2 *
Shared a car journey with other household(s) or people outside of my support bubble	369 12%	112 11%	142 13%	115 11%	105 27% bcdef	84 14% cdf	52 8%	54 9%	52 10% f	22 6%
Stayed overnight at another household or with a household outside of my support bubble	177 6%	68 7%	57 5%	52 5%	76 20% bcdef	49 8% cdef	7 1%	18 3% c	21 4% cf	5 1%
Travelled outside of my local area	711 23%	234 23%	263 25% c	213 21%	125 32% bcdef	120 20%	144 22% f	138 23% f	125 25% f	60 16%
Worn a facemask	2195 71%	714 69%	750 71%	730 72%	231 60% b	292 48%	539 83% abdf	425 72% ab	423 84% abdf	285 76% ab
Used public transport at peak times	229 7%	74 7%	82 8%	72 7%	65 17% bcdef	63 11% cdef	44 7% f	27 5% f	22 4% f	7 2%
Been in a crowded space	305 10%	90 9%	115 11%	100 10%	102 26% bcdef	71 12% cdf	27 4%	47 8% cf	48 9% cf	11 3%
Been within 1metre of someone outside my household or support bubble	847 27%	275 26%	282 27%	291 29%	142 37% bcf	139 23%	142 22%	184 31% bcf	163 32% bcf	78 21%
Been without a facemask on public transport	120 4%	52 5% c	37 4%	30 3%	56 14% bcdef	38 6% cdef	9 1%	12 2%	3 1%	2 1%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

B2. To the best of your knowledge, in the last 7 days, have you done any of the following activities?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Been without a facemask in a shop	306 10%	111 11%	102 10%	93 9%	83 21% bcdef	71 12% cef	25 4% c	79 13% cef	31 6% e	18 5% f
Used public transport (e.g. bus, train, coach)	528 17%	185 18%	173 16%	171 17%	121 31% bcdef	108 18% df	115 18% df	79 13% f	80 16% f	26 7% f
Used a taxi, private driver or minicab	239 8%	65 6%	85 8%	89 9% a	64 16% bcdef	56 9% cdf	31 5% c	30 5% c	39 8% c	21 5% f
Went inside a food or drinks venue (e.g. pub, bar, café, restaurant)	863 28%	237 23%	287 27% a	339 33% ab	160 41% bcdef	129 21% c	199 31% bf	163 28% bf	146 29% bf	67 18% f
Visited a food or drinks venue but stayed outside (e.g. pub, bar, café, restaurant)	607 20%	199 19%	215 20%	193 19%	144 37% bcdef	110 18% f	112 17% f	104 18% f	92 18% f	45 12% f
Gone to a large shop (e.g. supermarkets, shopping centres, large retail chains)	1622 52%	534 51%	546 52%	541 53%	209 54% bf	223 37% c	380 59% bf	334 57% bf	303 60% bf	172 46% b
Gone to a small shop (e.g. local grocery stores, small high street shops)	1472 47%	479 46%	479 45%	514 51% ab	212 55% bf	229 38% c	326 50% bf	291 49% bf	281 56% bdf	133 35% f
Used indoor sports and exercise facilities (e.g. indoor studios, gyms, courts, pools etc.)	199 6%	61 6%	67 6%	70 7%	76 20% bcdef	51 9% cdef	30 5% df	12 2% d	24 5% df	6 1% f

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

B2. To the best of your knowledge, in the last 7 days, have you done any of the following activities?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Used outdoor sports and exercise facilities (e.g. outdoor pitches, courts, pools etc.)	190 6%	64 6%	68 6%	58 6%	72 19% bcdef	44 7% cdf	25 4%	19 3%	23 5% f	7 2%
Visited entertainment venues (e.g. cinema, galleries, theatres, casinos)	118 4%	40 4%	42 4%	35 3%	52 13% bcdef	43 7% cdef	9 1%	7 1%	3 1%	4 1%
Visited an outdoor space (e.g. park, garden, countryside)	1131 36%	352 34%	377 36%	402 40% a	154 40% bf	137 23%	278 43% bf	222 38% bf	229 45% bdf	110 29% b
Visited a foreign country	67 2%	20 2%	29 3%	18 2%	34 9% bcdef	21 4% cdef	4 1%	5 1%	1 *	1 *
Stayed in holiday accommodation in the UK (e.g. hotel, B&B, Airbnb)	171 5%	48 5%	64 6%	60 6%	60 15% bcdef	46 8% cdef	21 3%	22 4%	14 3%	9 2%
Visited a hairdresser, barber or beauty salon	363 12%	143 14% c	117 11%	102 10%	84 22% bcdef	70 12% e	80 12% ef	58 10%	39 8%	31 8%
Visited the household of someone you are romantically involved with	175 6%	66 6%	60 6%	49 5%	64 17% bcdef	57 9% cdef	20 3% f	21 4% f	11 2% f	1 *
None of the above	247 8%	82 8%	81 8%	84 8%	4 1%	62 10% ae	47 7% a	52 9% a	33 7% a	50 13% acde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

B3. Thinking further back, have you done any of the below between now and when the UK first went into lockdown (i.e. March 2020)?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Been to the beach	598 19%	172 17%	213 20%	213 21%	119 31%	129 21%	91 14%	117 20%	97 19%	46 12%
			a	a	bcdef	cf		cf	cf	
Visited a hospital	535 17%	171 16%	187 18%	177 17%	81 21%	103 17%	96 15%	70 12%	78 15%	107 28%
					cde	d				abcde
Travelled to work or school using public transport	272 9%	91 9%	90 8%	91 9%	65 17%	72 12%	43 7%	37 6%	39 8%	17 5%
					bcdef	cdef				
Contacted a medical or psychological service about your mental health	230 7%	73 7%	77 7%	80 8%	65 17%	68 11%	22 3%	31 5%	30 6%	14 4%
					bcdef	cdef			c	
Been to a party	184 6%	64 6%	62 6%	59 6%	75 19%	62 10%	11 2%	17 3%	10 2%	9 2%
					bcdef	cdef				
Visited a foreign country for leisure	155 5%	45 4%	66 6%	43 4%	62 16%	48 8%	14 2%	17 3%	11 2%	4 1%
			c		bcdef	cdef				
Visited a foreign country for work	89 3%	32 3%	27 3%	29 3%	41 11%	38 6%	4 1%	3 *	- -	3 1%
					bcdef	cdef				e
Been to a public protest	80 3%	31 3%	22 2%	28 3%	42 11%	17 3%	3 *	7 1%	7 1%	5 1%
					bcdef	cd				
None of the above	1688 54%	595 57%	550 52%	542 53%	121 31%	253 42%	430 66%	372 63%	300 59%	211 56%
		b				a	abef	abf	ab	ab

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP1. How confident or not are you that you know what to do to be safe from COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not confident at all	(1.0)	73	28	21	25	1	26	1	4	35	7
		2%	3%	2%	2%	*	4%	*	1%	7%	2%
							acdf			acdf	ac
2	(2.0)	23	12	4	7	1	10	1	-	8	3
		1%	1%	*	1%	*	2%	*	-	2%	1%
							acd			acd	d
3	(3.0)	65	24	18	22	4	33	2	-	25	1
		2%	2%	2%	2%	1%	5%	*	-	5%	*
						d	acdf			acdf	
4	(4.0)	99	30	42	27	8	57	2	1	24	7
		3%	3%	4%	3%	2%	9%	*	*	5%	2%
						cd	acdef			acdf	cd
5	(5.0)	243	95	74	74	13	150	10	18	42	9
		8%	9%	7%	7%	3%	25%	2%	3%	8%	2%
							acdef			acdf	
6	(6.0)	318	124	114	80	44	151	13	36	54	20
		10%	12%	11%	8%	11%	25%	2%	6%	11%	5%
			c	c		cdf	acdef		c	cdf	c
7	(7.0)	512	180	181	150	67	96	74	107	103	65
		16%	17%	17%	15%	17%	16%	11%	18%	20%	17%
						c	c		c	c	c
8	(8.0)	803	242	266	295	117	51	222	185	118	111
		26%	23%	25%	29%	30%	8%	34%	31%	23%	30%
					ab	be		be	be	b	be
9	(9.0)	427	126	148	152	46	9	148	103	47	73
		14%	12%	14%	15%	12%	2%	23%	17%	9%	19%
						b		abde	abe	b	abe
10 - Very confident	(10.0)	548	179	188	181	87	20	174	137	50	81
		18%	17%	18%	18%	22%	3%	27%	23%	10%	21%
						be		be	be	b	be
SUM: Confident		2608	851	898	859	361	327	630	568	373	350
		84%	82%	85%	85%	93%	54%	97%	96%	74%	93%
						be		abef	abef	b	be
SUM: Unconfident		503	189	159	155	27	277	16	23	134	27
		16%	18%	15%	15%	7%	46%	3%	4%	26%	7%
						cd	acdef			acdf	cd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP1. How confident or not are you that you know what to do to be safe from COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Confident	68	64	70	69	86	8	95	92	47	86
			a	a	be		abdef	abef	b	be
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.44	7.29	7.49	7.55	7.90	5.62	8.52	8.19	6.61	8.02
			a	a	be		abdef	abe	b	be
Standard Deviation	2.066	2.132	2.002	2.056	1.645	1.870	1.279	1.461	2.427	1.778
Standard Error	.037	.066	.062	.065	.084	.076	.051	.060	.108	.091
Error variance	*	*	*	*	.01	.01	*	*	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP2. How easy or difficult has it been to make sense of official guidance about COVID-19?

BASE: All respondents

		In the last 7 days	Overall
		a	b
Significance Level: 95%			
Unweighted Total		3111	3111
Total		3111 100%	3111 100%
1 - Very difficult	(1.0)	218 7%	200 6%
2	(2.0)	99 3%	66 2%
		b	
3	(3.0)	228 7%	203 7%
4	(4.0)	279 9%	246 8%
5	(5.0)	450 14%	427 14%
6	(6.0)	367 12%	397 13%
7	(7.0)	503 16%	509 16%
8	(8.0)	413 13%	498 16%
			a
9	(9.0)	196 6%	226 7%
10 - Very easy	(10.0)	359 12%	338 11%
SUM: Easy		1837 59%	1969 63%
			a
SUM: Difficult		1274 41%	1142 37%
		b	
NET: Easy		18	27
			a
Base for stats		3111	3111
Mean Score		6.06	6.24
			a
Standard Deviation		2.555	2.475
Standard Error		.046	.044
Error variance		*	*

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP2_1. In the last 7 days - How easy or difficult has it been to make sense of official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	218	71	79	67	7	41	6	39	113	12
		7%	7%	8%	7%	2%	7%	1%	7%	22%	3%
							acf		acf	abcdf	c
2	(2.0)	99	36	36	27	3	22	-	13	54	8
		3%	3%	3%	3%	1%	4%	-	2%	11%	2%
						c	ac		c	abcdf	c
3	(3.0)	228	81	72	75	8	48	8	38	94	31
		7%	8%	7%	7%	2%	8%	1%	6%	19%	8%
							ac		ac	abcdf	ac
4	(4.0)	279	95	93	91	13	95	21	46	77	27
		9%	9%	9%	9%	3%	16%	3%	8%	15%	7%
							acdf		ac	acdf	ac
5	(5.0)	450	161	150	139	43	180	38	79	67	42
		14%	15%	14%	14%	11%	30%	6%	13%	13%	11%
						c	acdef		c	c	c
6	(6.0)	367	128	114	124	54	100	51	80	42	40
		12%	12%	11%	12%	14%	17%	8%	14%	8%	11%
						ce	cef		ce		
7	(7.0)	503	185	169	148	88	84	117	106	35	72
		16%	18%	16%	15%	23%	14%	18%	18%	7%	19%
			c			be	e	e	e		be
8	(8.0)	413	121	151	142	77	17	145	92	15	67
		13%	12%	14%	14%	20%	3%	22%	16%	3%	18%
						be		bde	be		be
9	(9.0)	196	62	73	61	35	6	93	27	4	31
		6%	6%	7%	6%	9%	1%	14%	5%	1%	8%
						bde		abdef	be		bde
10 - Very easy	(10.0)	359	100	119	140	59	9	167	71	5	47
		12%	10%	11%	14%	15%	2%	26%	12%	1%	12%
					a	be		abdef	be		be
SUM: Easy		1837	596	627	615	313	217	573	376	102	257
		59%	57%	59%	61%	81%	36%	89%	64%	20%	68%
						bdef	e	abdef	be		be
SUM: Difficult		1274	444	430	399	75	386	73	215	405	120
		41%	43%	41%	39%	19%	64%	11%	36%	80%	32%
						c	acdf		ac	abcdf	ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP2_1. In the last 7 days - How easy or difficult has it been to make sense of official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Easy	18	15	19	21	61	-28	77	27	-60	36
			a	a	df		adf			d
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.06	5.92	6.07	6.18	7.14	4.95	7.89	6.21	3.66	6.55
			a	a	bdef	e	abdef	be		bde
Standard Deviation	2.555	2.489	2.588	2.582	1.997	1.845	1.867	2.478	2.157	2.374
Standard Error	.046	.077	.080	.081	.102	.075	.074	.102	.096	.122
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP2_2. Overall - How easy or difficult has it been to make sense of official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	200	61	70	69	4	27	2	32	119	15
		6%	6%	7%	7%	1%	5%	*	5%	23%	4%
							ac		ac	abcd	ac
2	(2.0)	66	15	23	27	6	19	-	10	30	1
		2%	1%	2%	3%	2%	3%	-	2%	6%	*
					a	c	cf		c	abcd	
3	(3.0)	203	72	71	60	10	54	2	35	87	16
		7%	7%	7%	6%	3%	9%	*	6%	17%	4%
						c	acf		ac	abcd	c
4	(4.0)	246	84	86	76	22	80	13	45	68	18
		8%	8%	8%	7%	6%	13%	2%	8%	13%	5%
						c	acdf		c	acdf	c
5	(5.0)	427	169	134	124	30	177	24	62	79	56
		14%	16%	13%	12%	8%	29%	4%	10%	16%	15%
			bc			c	acdef		c	acd	acd
6	(6.0)	397	128	140	129	51	106	51	92	54	43
		13%	12%	13%	13%	13%	18%	8%	16%	11%	12%
						c	cef		ce		c
7	(7.0)	509	176	159	174	79	91	120	101	45	73
		16%	17%	15%	17%	20%	15%	19%	17%	9%	19%
						be	e	e	e		e
8	(8.0)	498	165	164	169	86	33	175	116	20	68
		16%	16%	16%	17%	22%	5%	27%	20%	4%	18%
						be		bdef	be		be
9	(9.0)	226	69	91	67	38	9	92	40	4	43
		7%	7%	9%	7%	10%	1%	14%	7%	1%	11%
						be		abde	be		bde
10 - Very easy	(10.0)	338	101	118	118	61	7	168	58	1	42
		11%	10%	11%	12%	16%	1%	26%	10%	*	11%
						bde	e	abdef	be		be
SUM: Easy		1969	638	673	658	316	246	606	408	124	270
		63%	61%	64%	65%	81%	41%	94%	69%	24%	72%
						bdef	e	abdef	be		be
SUM: Difficult		1142	402	384	356	72	357	41	183	383	106
		37%	39%	36%	35%	19%	59%	6%	31%	76%	28%
						c	acdf		ac	abcd	ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP2_2. Overall - How easy or difficult has it been to make sense of official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Easy	27	23	27	30	63	-18	87	38	-51	44
			a	a	df		adf			
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.24	6.19	6.26	6.27	7.19	5.17	8.09	6.39	3.84	6.77
					bdef	e	abdef	be		bde
Standard Deviation	2.475	2.395	2.516	2.512	2.042	1.806	1.599	2.357	2.182	2.223
Standard Error	.044	.074	.077	.079	.104	.073	.064	.097	.097	.114
Error variance	*	.01	.01	.01	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3. To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Politicians and government officials have been straight talking	There is a difference between what government and scientists are saying	The government are advising us as best they can	I have felt that the official guidance changes too often	I don't know whether the official guidance is correct	People giving official guidance about COVID-19 don't understand the lives of people like me	The official guidance is too open to interpretation	It is important that the guidance gives us enough flexibility to make our own choices
		a	b	c	d	e	f	g	h
Significance Level: 95%									
Unweighted Total		3111	3111	3111	3111	3111	3111	3111	3111
Total		3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%
1 - Strongly disagree	(1.0)	453 15% bcdefgh	65 2% bdefgh	304 10% bdefgh	84 3% bd	143 5% bdg	210 7% bdeg	81 3% bd	199 6% bdeg
2	(2.0)	137 4% bcdefg	45 1% bd	96 3% bdg	50 2% bd	78 3% bdg	95 3% bdg	64 2% bd	113 4% bdeg
3	(3.0)	282 9% bcdefgh	119 4% bd	180 6% bdg	134 4% bdg	202 7% bdg	210 7% bdg	115 4% bd	221 7% bcdg
4	(4.0)	334 11% bcdefg	176 6% bd	280 9% bdeg	192 6% bg	226 7% bg	277 9% bdeg	171 5% bd	311 10% bdeg
5	(5.0)	525 17% dg	491 16% dg	469 15% g	435 14% dg	505 16% dg	588 19% abcdeg	412 13% bd	565 18% bcdeg
6	(6.0)	389 13% bd	409 13% bd	379 12% bd	416 13% bd	425 14% bd	425 14% bd	419 13% bd	477 15% abcdg
7	(7.0)	376 12% acfh	557 18% acfh	440 14% a	521 17% ac	527 17% ac	471 15% a	570 18% acfh	491 16% a
8	(8.0)	314 10% afh	496 16% afh	468 15% afh	509 16% aefh	447 14% afh	337 11% afh	536 17% acefh	357 11% acefh
9	(9.0)	129 4% acefh	257 8% acefh	206 7% afh	233 8% aefh	184 6% ah	152 5% ah	248 8% acefh	138 4% acefh
10 - Strongly agree	(10.0)	171 5% acefh	495 16% acefh	290 9% ah	536 17% acefh	373 12% ach	345 11% ach	497 16% acefh	240 8% a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3. To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Politicians and government officials have been straight talking	There is a difference between what government and scientists are saying	The government are advising us as best they can	I have felt that the official guidance changes too often	I don't know whether the official guidance is correct	People giving official guidance about COVID-19 don't understand the lives of people like me	The official guidance is too open to interpretation	It is important that the guidance gives us enough flexibility to make our own choices
	a	b	c	d	e	f	g	h
Significance Level: 95%								
Unweighted Total	3111	3111	3111	3111	3111	3111	3111	3111
Total	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%
SUM: Agree	1379 44%	2215 71% acefh	1783 57% ah	2215 71% acefh	1957 63% acfh	1732 56% a	2268 73% acefh	1702 55% a
SUM: Disagree	1732 56% bcdefgh	896 29%	1328 43% bdeg	896 29%	1154 37% bdg	1379 44% bdeg	843 27%	1409 45% bcdeg
NET: Agree	-11	42 cefh	15 fh	42 cefh	26 cfh	11 h	46 bcdefh	9
Base for stats	3111	3111	3111	3111	3111	3111	3111	3111
Mean Score	5.11	6.83 acefh	5.90 ah	6.82 acefh	6.28 acfh	5.93 ah	6.84 acefh	5.77 a
Standard Deviation	2.596	2.214	2.605	2.302	2.389	2.475	2.259	2.365
Standard Error	.047	.040	.047	.041	.043	.044	.040	.042
Error variance	*	*	*	*	*	*	*	*

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_1. Politicians and government officials have been straight talking - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	453	112	167	173	24	40	18	106	211	53
		15%	11%	16%	17%	6%	7%	3%	18%	42%	14%
				a	a	c	c	abc	abcd	abcd	abc
2	(2.0)	137	43	50	44	6	19	16	29	49	19
		4%	4%	5%	4%	1%	3%	2%	5%	10%	5%
								ac	abcd	abcd	ac
3	(3.0)	282	103	91	89	21	52	43	53	80	34
		9%	10%	9%	9%	5%	9%	7%	9%	16%	9%
								a	abcd	abcd	a
4	(4.0)	334	113	90	131	29	70	59	72	53	52
		11%	11%	9%	13%	7%	12%	9%	12%	10%	14%
					b		a	a			ac
5	(5.0)	525	171	187	167	41	176	91	104	50	63
		17%	16%	18%	16%	11%	29%	14%	18%	10%	17%
							acdef	e	ae		ae
6	(6.0)	389	136	126	127	59	116	77	77	16	44
		13%	13%	12%	13%	15%	19%	12%	13%	3%	12%
						e	cdef	e	e		e
7	(7.0)	376	129	134	113	68	78	99	69	19	43
		12%	12%	13%	11%	18%	13%	15%	12%	4%	12%
						bdef	e	e	e		e
8	(8.0)	314	120	105	89	58	37	113	51	12	44
		10%	12%	10%	9%	15%	6%	17%	9%	2%	12%
			c			bde	e	bdef	e		be
9	(9.0)	129	47	54	28	37	10	53	13	5	10
		4%	5%	5%	3%	10%	2%	8%	2%	1%	3%
			c	c		bdef		bdef			
10 - Strongly agree	(10.0)	171	66	52	53	45	7	77	16	12	14
		5%	6%	5%	5%	12%	1%	12%	3%	2%	4%
						bdef		bdef	b		b
SUM: Agree		1379	498	471	410	268	247	420	226	64	155
		44%	48%	45%	40%	69%	41%	65%	38%	13%	41%
			c			bdef	e	bdef	e		e
SUM: Disagree		1732	542	586	604	120	356	227	365	443	221
		56%	52%	55%	60%	31%	59%	35%	62%	87%	59%
					a		ac	ac	ac	abcd	ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_1. Politicians and government officials have been straight talking - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-11	-4	-11	-19	38	-18	30	-23	-75	-18
					c					
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.11	5.36	5.09	4.87	6.45	5.11	6.47	4.68	2.95	4.95
		bc			bdef	de	bdef	e		e
Standard Deviation	2.596	2.542	2.636	2.587	2.437	1.898	2.345	2.475	2.286	2.489
Standard Error	.047	.079	.081	.081	.124	.077	.093	.102	.101	.128
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_2. There is a difference between what government and scientists are saying - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	65 2%	22 2%	24 2%	20 2%	5 1%	10 2%	41 6%	2 *	3 1%	4 1%
							d	abdef			
2	(2.0)	45 1%	14 1%	18 2%	13 1%	1 *	13 2%	27 4%	2 *	1 *	1 *
							adef	adef			
3	(3.0)	119 4%	40 4%	53 5%	26 3%	8 2%	35 6%	54 8%	9 2%	4 1%	9 2%
				c			adef	adef			e
4	(4.0)	176 6%	58 6%	59 6%	59 6%	14 4%	82 14%	52 8%	16 3%	3 1%	9 2%
						e	acdef	adef	e		e
5	(5.0)	491 16%	176 17%	174 16%	141 14%	33 9%	167 28%	137 21%	86 15%	24 5%	44 12%
						e	acdef	adef	ae		e
6	(6.0)	409 13%	130 13%	129 12%	149 15%	38 10%	126 21%	88 14%	77 13%	31 6%	49 13%
						e	acdef	e	e		e
7	(7.0)	557 18%	187 18%	183 17%	187 18%	77 20%	101 17%	107 16%	127 22%	61 12%	84 22%
						e	e	e	bce		bce
8	(8.0)	496 16%	183 18%	164 15%	150 15%	95 24%	41 7%	80 12%	105 18%	99 20%	76 20%
						bcd		b	bc	bc	bc
9	(9.0)	257 8%	83 8%	81 8%	93 9%	56 14%	13 2%	34 5%	57 10%	65 13%	33 9%
						bcdf		b	bc	bc	bc
10 - Strongly agree	(10.0)	495 16%	148 14%	172 16%	175 17%	61 16%	14 2%	27 4%	110 19%	216 43%	68 18%
						bc			bc	abcdf	bc
SUM: Agree		2215 71%	731 70%	729 69%	755 74%	326 84%	296 49%	335 52%	476 80%	472 93%	309 82%
					ab	bc			bc	abcdf	bc
SUM: Disagree		896 29%	309 30%	328 31%	259 26%	62 16%	307 51%	311 48%	115 20%	34 7%	67 18%
			c	c		e	adef	adef	e		e

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_2. There is a difference between what government and scientists are saying - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	42	41	38	49	68	-2	4	61	86	65
				ab	cd			c	acdf	c
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.83	6.78	6.76	6.97	7.45	5.57	5.63	7.32	8.49	7.31
				b	bc			bc	abcdf	bc
Standard Deviation	2.214	2.178	2.279	2.177	1.913	1.715	2.282	1.892	1.735	1.929
Standard Error	.040	.068	.070	.068	.098	.069	.091	.078	.077	.099
Error variance	*	*	*	*	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_3. The government are advising us as best they can - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	304	82	114	108	7	28	16	74	152	27
		10%	8%	11%	11%	2%	5%	2%	13%	30%	7%
			a	a	a		ac		abcf	abcdf	ac
2	(2.0)	96	27	38	31	9	21	2	14	36	14
		3%	3%	4%	3%	2%	3%	*	2%	7%	4%
			c	c	c		c		c	abcdf	c
3	(3.0)	180	64	57	59	9	45	8	33	65	21
		6%	6%	5%	6%	2%	7%	1%	6%	13%	6%
							ac		ac	abcdf	ac
4	(4.0)	280	97	95	88	24	91	31	47	62	25
		9%	9%	9%	9%	6%	15%	5%	8%	12%	7%
							acdf		c	acdf	
5	(5.0)	469	171	145	153	35	174	51	88	63	58
		15%	16%	14%	15%	9%	29%	8%	15%	13%	16%
							acdef		ac	c	ac
6	(6.0)	379	124	124	131	53	118	52	74	40	41
		12%	12%	12%	13%	14%	20%	8%	12%	8%	11%
						ce	acdef		ce		
7	(7.0)	440	154	147	139	49	79	92	111	44	64
		14%	15%	14%	14%	13%	13%	14%	19%	9%	17%
							e	e	abce		e
8	(8.0)	468	161	158	149	104	41	148	92	27	55
		15%	15%	15%	15%	27%	7%	23%	16%	5%	15%
						bdef		bdef	be		be
9	(9.0)	206	53	82	71	45	5	92	30	4	31
		7%	5%	8%	7%	11%	1%	14%	5%	1%	8%
				a		bde		bdef	be		bde
10 - Strongly agree	(10.0)	290	107	97	85	53	2	155	28	13	40
		9%	10%	9%	8%	14%	*	24%	5%	3%	11%
						bde		abdef	b	b	bde
SUM: Agree		1783	600	607	576	304	245	540	335	128	231
		57%	58%	57%	57%	78%	41%	84%	57%	25%	61%
						bdef	e	abdef	be		be
SUM: Disagree		1328	440	450	438	84	358	107	256	378	145
		43%	42%	43%	43%	22%	59%	16%	43%	75%	39%
						c	acdf		ac	abcdf	ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_3. The government are advising us as best they can - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	15	15	15	14	57	-19	67	13	-49	23
					df		adf			d
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.90	5.99	5.87	5.83	7.09	5.13	7.65	5.64	3.78	6.17
					bdef	e	abdef	be		bde
Standard Deviation	2.605	2.521	2.673	2.617	2.149	1.741	2.118	2.529	2.500	2.545
Standard Error	.047	.078	.082	.082	.110	.070	.084	.104	.111	.130
Error variance	*	.01	.01	.01	.01	*	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_4. I have felt that the official guidance changes too often - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	84	33	24	27	4	9	61	4	4	3
		3%	3%	2%	3%	1%	1%	9%	1%	1%	1%
								abdef			
2	(2.0)	50	13	24	14	4	8	32	4	-	3
		2%	1%	2%	1%	1%	1%	5%	1%	-	1%
						e	e	abdef			e
3	(3.0)	134	39	59	36	5	37	68	8	5	11
		4%	4%	6%	4%	1%	6%	11%	1%	1%	3%
				c			adef	abdef			e
4	(4.0)	192	55	72	65	10	72	69	15	9	17
		6%	5%	7%	6%	3%	12%	11%	3%	2%	5%
							adef	adef			e
5	(5.0)	435	163	151	121	35	156	108	66	22	48
		14%	16%	14%	12%	9%	26%	17%	11%	4%	13%
			c			e	acdef	ade	e		e
6	(6.0)	416	113	147	155	49	132	107	74	17	37
		13%	11%	14%	15%	13%	22%	17%	12%	3%	10%
				a	a	e	acdef	def	e		e
7	(7.0)	521	177	180	163	67	105	91	117	68	73
		17%	17%	17%	16%	17%	17%	14%	20%	13%	19%
									ce		ce
8	(8.0)	509	192	160	158	90	53	60	131	100	75
		16%	18%	15%	16%	23%	9%	9%	22%	20%	20%
			b			bc			bc	bc	bc
9	(9.0)	233	85	67	81	43	14	25	55	67	29
		8%	8%	6%	8%	11%	2%	4%	9%	13%	8%
						bc			bc	bcd	bc
10 - Strongly agree	(10.0)	536	170	173	194	80	18	25	118	215	81
		17%	16%	16%	19%	21%	3%	4%	20%	42%	21%
						bc			bc	abcd	bc
SUM: Agree		2215	737	728	751	329	322	309	494	466	295
		71%	71%	69%	74%	85%	53%	48%	84%	92%	78%
					b	bcf	c		bcf	abcd	bc
SUM: Disagree		896	303	329	263	59	281	338	97	40	81
		29%	29%	31%	26%	15%	47%	52%	16%	8%	22%
				c		e	adef	abdef	e		ade

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_4. I have felt that the official guidance changes too often - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	388	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	42	42	38	48	70	7	-4	67	84	57
				ab	bf			bf	abdf	b
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.82	6.85	6.67	6.93	7.52	5.73	5.24	7.46	8.48	7.31
				b	bc	c		bc	abcdf	bc
Standard Deviation	2.302	2.288	2.315	2.297	1.957	1.734	2.364	1.897	1.781	2.077
Standard Error	.041	.071	.071	.072	.100	.070	.094	.078	.079	.106
Error variance	*	.01	.01	.01	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_5. I don't know whether the official guidance is correct - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	143 5%	44 4%	54 5%	45 4%	13 3% de	9 1% e	103 16% abdef	7 1% e	- -	11 3% de
2	(2.0)	78 3%	22 2%	31 3%	25 3%	2 *	17 3% adef	53 8% abdef	1 *	3 1%	2 1%
3	(3.0)	202 7%	56 5%	69 7%	77 8%	8 2%	33 6% ae	109 17% abdef	25 4% e	8 2%	20 5% ae
4	(4.0)	226 7%	74 7%	77 7%	75 7%	13 3%	64 11% adef	82 13% adef	32 5% e	12 2%	24 6% ae
5	(5.0)	505 16%	165 16%	169 16%	171 17%	34 9%	165 27% acdef	117 18% ade	79 13% a	50 10%	60 16% ae
6	(6.0)	425 14%	153 15%	141 13%	131 13%	55 14% e	140 23% acdef	67 10%	79 13% e	37 7%	47 13% e
7	(7.0)	527 17%	198 19% c	173 16%	156 15%	78 20% c	95 16% c	62 10%	127 22% bce	84 17% c	81 21% bc
8	(8.0)	447 14%	144 14%	149 14%	154 15%	87 22% bcf	45 7%	38 6%	105 18% bc	110 22% bc	62 17% bc
9	(9.0)	184 6%	54 5%	72 7%	58 6%	42 11% bc	15 2%	11 2%	43 7% bc	46 9% bc	26 7% bc
10 - Strongly agree	(10.0)	373 12%	130 12%	121 11%	122 12%	57 15% bc	20 3% c	4 1%	92 16% bc	158 31% abcdf	42 11% bc
SUM: Agree		1957 63%	679 65%	657 62%	621 61%	319 82% bcd	315 52% c	183 28%	447 76% bcf	434 86% bcd	258 69% bc
SUM: Disagree		1154 37%	361 35%	400 38%	393 39%	69 18%	288 48% adef	464 72% abdef	144 24% ae	72 14%	118 31% ade

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_5. I don't know whether the official guidance is correct - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	26	31 bc	24	22	64 bdf	4	-43	51 bf	72 abdf	37 b
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.28	6.37	6.23	6.24	7.17	5.68	4.22	6.98	7.91	6.58
					bcf	c		bcf	abcdf	bc
Standard Deviation	2.389	2.324	2.432	2.409	2.089	1.772	2.226	2.037	1.904	2.169
Standard Error	.043	.072	.075	.076	.107	.072	.089	.084	.084	.111
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_6. People giving official guidance about COVID-19 don't understand the lives of people like me - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	210	67	73	70	13	9	127	16	16	29
		7%	6%	7%	7%	3%	2%	20%	3%	3%	8%
								abdef			abde
2	(2.0)	95	32	36	26	3	18	44	6	12	13
		3%	3%	3%	3%	1%	3%	7%	1%	2%	3%
							ad	abdef			ad
3	(3.0)	210	57	85	68	10	38	101	24	17	19
		7%	5%	8%	7%	3%	6%	16%	4%	3%	5%
				a			ae	abdef			
4	(4.0)	277	98	90	88	16	71	85	41	28	36
		9%	9%	9%	9%	4%	12%	13%	7%	6%	10%
							ade	ade			ae
5	(5.0)	588	188	214	186	39	169	100	124	83	72
		19%	18%	20%	18%	10%	28%	16%	21%	16%	19%
							acdef	a	ac	a	a
6	(6.0)	425	140	146	139	50	142	70	77	55	32
		14%	13%	14%	14%	13%	24%	11%	13%	11%	9%
							acdef		f		
7	(7.0)	471	167	153	151	66	96	54	118	68	70
		15%	16%	15%	15%	17%	16%	8%	20%	13%	19%
						c	c		ce	c	ce
8	(8.0)	337	133	92	113	86	31	45	54	71	51
		11%	13%	9%	11%	22%	5%	7%	9%	14%	13%
			b			bcdef			b	bcd	bcd
9	(9.0)	152	51	51	50	45	12	11	31	35	19
		5%	5%	5%	5%	11%	2%	2%	5%	7%	5%
						bcdef			bc	bc	bc
10 - Strongly agree	(10.0)	345	107	116	123	60	17	9	99	122	37
		11%	10%	11%	12%	16%	3%	1%	17%	24%	10%
						bcf			bcf	abcdf	bc
SUM: Agree		1732	598	558	575	307	298	190	379	350	208
		56%	58%	53%	57%	79%	49%	29%	64%	69%	55%
			b			bcdef	c		bcf	bcf	c
SUM: Disagree		1379	442	499	439	81	305	457	212	156	168
		44%	42%	47%	43%	21%	51%	71%	36%	31%	45%
				a			ade	abdef	a	a	ade

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_6. People giving official guidance about COVID-19 don't understand the lives of people like me - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	11	15	6	13	58	-1	-41	28	38	11
		b		b	def			f	df	
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.93	6.00	5.81	5.99	7.12	5.53	4.20	6.56	6.96	5.95
					bcd	c		bcd	bcd	bc
Standard Deviation	2.475	2.433	2.489	2.501	2.197	1.723	2.361	2.264	2.473	2.492
Standard Error	.044	.075	.077	.079	.112	.070	.094	.093	.110	.128
Error variance	*	.01	.01	.01	.01	*	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_7. The official guidance is too open to interpretation - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	81	35	22	23	2	11	53	7	3	5
		3%	3%	2%	2%	1%	2%	8%	1%	1%	1%
								abdef			
2	(2.0)	64	25	21	18	4	16	39	2	1	2
		2%	2%	2%	2%	1%	3%	6%	*	*	1%
							def	abdef			
3	(3.0)	115	31	49	35	3	32	59	10	2	8
		4%	3%	5%	3%	1%	5%	9%	2%	*	2%
							edef	abdef	e		e
4	(4.0)	171	49	60	62	5	61	62	28	7	8
		5%	5%	6%	6%	1%	10%	10%	5%	1%	2%
							edef	edef	aef		
5	(5.0)	412	134	148	130	29	157	82	76	36	33
		13%	13%	14%	13%	7%	26%	13%	13%	7%	9%
							acdef	ae	aef		
6	(6.0)	419	144	134	141	53	142	89	68	22	44
		13%	14%	13%	14%	14%	24%	14%	11%	4%	12%
						e	acdef	e	e		e
7	(7.0)	570	189	203	178	82	104	117	129	72	66
		18%	18%	19%	18%	21%	17%	18%	22%	14%	17%
						e			be		
8	(8.0)	536	194	174	168	93	52	83	118	103	87
		17%	19%	16%	17%	24%	9%	13%	20%	20%	23%
						bc		b	bc	bc	bc
9	(9.0)	248	83	85	80	51	11	32	49	59	46
		8%	8%	8%	8%	13%	2%	5%	8%	12%	12%
						bcd		b	bc	bc	bc
10 - Strongly agree	(10.0)	497	155	162	179	64	18	31	104	202	78
		16%	15%	15%	18%	17%	3%	5%	18%	40%	21%
						bc			bc	abcdf	bc
SUM: Agree		2268	766	757	746	344	327	351	468	457	320
		73%	74%	72%	74%	89%	54%	54%	79%	90%	85%
						bcd			bc	bcd	bcd
SUM: Disagree		843	274	300	268	43	276	295	123	49	56
		27%	26%	28%	26%	11%	46%	46%	21%	10%	15%
							edef	edef	aef		e

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_7. The official guidance is too open to interpretation - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	46	47	43	47	78 bcdf	9	9	58 bc	81 bcdf	70 bcd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.84	6.81	6.80	6.91	7.56 bcd	5.71	5.53	7.22 bc	8.34 abcdf	7.55 bcd
Standard Deviation	2.259	2.282	2.241	2.254	1.760	1.758	2.456	1.978	1.798	1.981
Standard Error	.040	.071	.069	.071	.090	.071	.098	.081	.080	.102
Error variance	*	.01	*	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_8. It is important that the guidance gives us enough flexibility to make our own choices - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	199 6%	64 6%	65 6%	70 7%	8 2%	11 2%	65 10% abd	17 3%	64 13% abd	34 9% abd
2	(2.0)	113 4%	38 4%	49 5% c	26 3%	5 1%	20 3% ad	33 5% ad	6 1%	36 7% abdf	13 3% ad
3	(3.0)	221 7%	68 7%	74 7%	79 8%	9 2%	33 5% a	67 10% abd	28 5%	49 10% abd	35 9% abd
4	(4.0)	311 10%	104 10%	107 10%	99 10%	18 5%	64 11% a	84 13% ad	45 8%	57 11% ad	44 12% ad
5	(5.0)	565 18%	189 18%	188 18%	188 19%	31 8%	187 31% acdef	94 15% a	79 13% a	98 19% acd	76 20% acd
6	(6.0)	477 15%	154 15%	171 16%	152 15%	54 14%	134 22% acdef	91 14%	89 15% e	53 10%	57 15% e
7	(7.0)	491 16%	172 17%	160 15%	159 16%	77 20% bcef	85 14%	85 13%	127 22% bcef	64 13%	52 14%
8	(8.0)	357 11%	124 12%	120 11%	113 11%	92 24% bcdef	40 7%	62 10%	96 16% bcef	37 7%	31 8%
9	(9.0)	138 4%	44 4%	52 5%	42 4%	43 11% bcdef	11 2%	29 4% be	26 4% b	12 2%	16 4% b
10 - Strongly agree	(10.0)	240 8%	83 8%	70 7%	86 8%	52 13% bcef	18 3%	36 6% b	78 13% bcef	36 7% b	19 5%
SUM: Agree		1702 55%	577 55%	573 54%	552 54%	318 82% bcdef	288 48% e	303 47% e	416 70% bcef	202 40%	175 47% e
SUM: Disagree		1409 45%	463 45%	484 46%	462 46%	70 18%	315 52% ad	344 53% ad	175 30% a	304 60% abcdf	201 53% ad

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP3_8. It is important that the guidance gives us enough flexibility to make our own choices - To what extent do you agree or disagree with each of these statements to do with official guidance about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	9	11	8	9	64 d	-4	-6	41	-20	-7
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.77	5.82	5.71	5.78	7.16 bcdef	5.53 ce	5.25	6.59 bcef	5.00	5.34 e
Standard Deviation	2.365	2.360	2.351	2.386	2.035	1.748	2.489	2.182	2.574	2.355
Standard Error	.042	.073	.072	.075	.104	.071	.099	.090	.114	.121
Error variance	*	.01	.01	.01	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP4. Which, if any, of the following are currently official government messages?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Stay alert, control the virus, save lives	2121 68%	674 65%	717 68%	730 72% ab	204 52% b	250 41%	549 85% abdef	421 71% ab	403 80% abd	294 78% abd
Eat out to help out	1974 63%	598 57%	676 64% a	699 69% ab	177 46% b	228 38%	501 77% abd	390 66% ab	392 77% abd	285 76% abd
Stop the spread	1349 43%	440 42%	463 44%	446 44% b	171 44% b	172 28%	341 53% abde	255 43% b	216 43% b	194 52% abde
Stay informed, stay safe	1342 43%	434 42%	445 42%	463 46% b	161 42% b	186 31%	362 56% abdef	249 42% b	200 40% b	183 49% be
Stay at home, protect the NHS, save lives	1130 36%	390 37%	373 35%	367 36% be	158 41% be	160 27%	281 43% be	228 39% be	148 29% be	155 41% be
Stay at home as much as possible	1088 35%	373 36%	352 33%	363 36% bd	147 38% bd	158 26%	261 40% bde	186 31% b	167 33% b	168 45% bde
Hands, face, space, get a test	878 28%	306 29%	292 28%	280 28% bd	114 29% bd	117 19%	251 39% abdef	139 23% bd	148 29% bd	110 29% bd
Enjoy summer safely	791 25%	252 24%	282 27%	256 25% b	100 26% b	103 17%	219 34% abde	125 21% bd	136 27% bd	106 28% bd
Protect the economy	760 24%	260 25%	258 24%	242 24% bd	119 31% bd	89 15%	190 29% bd	120 20% b	141 28% bd	102 27% bd
Look out for your community	526 17%	183 18%	182 17%	160 16% bde	87 22% bde	71 12%	143 22% bde	81 14% bd	62 12% bd	82 22% bde
Lockdown is over, summer can begin	142 5%	45 4%	56 5%	42 4% bcdef	44 11% bcdef	35 6% cde	16 3% cde	15 3% cde	16 3% cde	16 4% cde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP4. Which, if any, of the following are currently official government messages?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Rule of six	-	-	-	-	-	-	-	-	-	-
None of the above	102	43	31	29	10	54	4	18	6	10
	3%	4%	3%	3%	3%	9%	1%	3%	1%	3%
					c	acdef		ce		c
SUM: Fake messages	1783	603	589	591	268	284	427	309	271	225
	57%	58%	56%	58%	69%	47%	66%	52%	53%	60%
					bdef		bdef		b	bd
SUM: Old messages	1829	615	614	600	240	266	452	353	274	245
	59%	59%	58%	59%	62%	44%	70%	60%	54%	65%
					be		abde	b	b	be
SUM: Official messages	2813	932	952	930	334	459	628	543	488	361
	90%	90%	90%	92%	86%	76%	97%	92%	96%	96%
					b		abd	ab	abd	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5. How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Terms/phrases						
		Stay alert	Support bubble	Social distancing	Self-isolate	Essential journey	Enjoy summer safely	Hands, space, face, get a test
		a	b	c	d	e	f	g
Significance Level: 95%								
Unweighted Total		3111	3111	3111	3111	3111	3111	3111
Total		3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%	3111 100%
1 - Not at all clear	(1.0)	206 7% cde	201 6% cde	36 1% cde	43 1% cde	107 3% cd	284 9% abcde	363 12% abcdef
2	(2.0)	66 2% cde	73 2% cde	19 1% cde	16 1% cde	43 1% cd	71 2% cde	108 3% abcdef
3	(3.0)	119 4% cd	139 4% cde	45 1% cde	49 2% cde	96 3% cd	167 5% acde	197 6% abcde
4	(4.0)	130 4% cd	205 7% acde	81 3% acde	81 3% acde	146 5% cd	206 7% acde	199 6% acde
5	(5.0)	258 8% c	339 11% acde	186 6% acde	221 7% acde	261 8% c	442 14% abcdeg	365 12% acde
6	(6.0)	289 9% cd	395 13% acdeg	240 8% acdeg	200 6% acdeg	325 10% cd	407 13% acdeg	333 11% cd
7	(7.0)	417 13% acdg	474 15% acdg	368 12% acdg	388 12% acdg	444 14% cdg	429 14% c	385 12% cdg
8	(8.0)	502 16% bfg	439 14% fg	559 18% bfg	519 17% bfg	516 17% bfg	378 12% bfg	368 12% bfg
9	(9.0)	309 10% bfg	235 8% f	411 13% abefg	384 12% abefg	309 10% bfg	190 6% bfg	213 7% bfg
10 - Completely clear	(10.0)	814 26% bfg	611 20% f	1167 38% abefg	1211 39% abefg	864 28% bfg	537 17% bfg	581 19% bfg
SUM: Not clear		780 25% cde	957 31% acde	367 12% acde	409 13% acde	653 21% cd	1171 38% abcde	1232 40% abcde
SUM: Clear		2331 75% bfg	2154 69% fg	2744 88% abefg	2702 87% abefg	2458 79% abfg	1940 62% abfg	1879 60% abfg

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5. How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Terms/phrases						
	Stay alert	Support bubble	Social distancing	Self-isolate	Essential journey	Enjoy summer safely	Hands, space, face, get a test
	a	b	c	d	e	f	g
Significance Level: 95%							
Unweighted Total	3111	3111	3111	3111	3111	3111	3111
Total	3111	3111	3111	3111	3111	3111	3111
	100%	100%	100%	100%	100%	100%	100%
NET: Clear	50	38	76	74	58	25	21
	bfg	fg	abdefg	abefg	abfg	g	
Base for stats	3111	3111	3111	3111	3111	3111	3111
Mean Score	7.10	6.66	8.14	8.13	7.39	6.27	6.15
	bfg	fg	abefg	abefg	abfg		
Standard Deviation	2.689	2.622	2.035	2.084	2.420	2.720	2.932
Standard Error	.048	.047	.036	.037	.043	.049	.053
Error variance	*	*	*	*	*	*	*

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_1. Stay alert - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all clear	(1.0)	206 7%	50 5%	87 8%	69 7%	10 3%	32 5%	12 2%	30 5%	99 19%	22 6%
				a	a		ac		c	abcd	ac
2	(2.0)	66 2%	21 2%	20 2%	26 3%	2 *	12 2%	9 1%	10 2%	27 5%	6 2%
							a			abcd	
3	(3.0)	119 4%	31 3%	38 4%	49 5%	4 1%	43 7%	11 2%	25 4%	24 5%	11 3%
					a		acdf		ac	ac	
4	(4.0)	130 4%	45 4%	45 4%	40 4%	20 5%	40 7%	7 1%	26 4%	24 5%	15 4%
						c	c		c	c	c
5	(5.0)	258 8%	89 9%	97 9%	73 7%	18 5%	123 20%	20 3%	35 6%	42 8%	21 5%
							acdef		c	ac	
6	(6.0)	289 9%	104 10%	100 9%	85 8%	34 9%	110 18%	19 3%	59 10%	42 8%	26 7%
						c	acdef		c	c	c
7	(7.0)	417 13%	147 14%	148 14%	122 12%	70 18%	119 20%	66 10%	77 13%	46 9%	38 10%
						cdef	cdef		e		
8	(8.0)	502 16%	185 18%	156 15%	162 16%	72 19%	70 12%	108 17%	115 19%	62 12%	76 20%
						be		be	be		be
9	(9.0)	309 10%	93 9%	105 10%	110 11%	55 14%	20 3%	81 13%	70 12%	43 8%	40 11%
						be		be	b	b	b
10 - Completely clear	(10.0)	814 26%	275 26%	260 25%	279 27%	103 27%	34 6%	313 48%	144 24%	98 19%	122 32%
						be		abdef	be	b	bde
SUM: Not clear		780 25%	236 23%	287 27%	257 25%	54 14%	251 42%	59 9%	126 21%	215 43%	75 20%
				a		c	acdf		ac	acdf	ac
SUM: Clear		2331 75%	804 77%	770 73%	757 75%	334 86%	353 58%	588 91%	465 79%	291 57%	301 80%
			b			bdef		abdef	be		be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_1. Stay alert - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Clear	50	55	46	49	72	17	82	57	15	60
		bc			bdef		abdef	be		be
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.10	7.24	6.95	7.12	7.71	5.85	8.50	7.25	5.86	7.53
		b			bde		abdef	be		be
Standard Deviation	2.689	2.529	2.760	2.767	2.146	2.153	2.080	2.546	3.295	2.634
Standard Error	.048	.078	.085	.087	.110	.087	.083	.105	.146	.135
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_2. Support bubble - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all clear	(1.0)	201 6%	53 5%	72 7%	76 8% a	11 3%	35 6% ac	11 2%	60 10% abcf	62 12% abcf	23 6% ac
2	(2.0)	73 2%	28 3%	28 3%	17 2%	4 1%	24 4% acdf	5 1%	6 1%	28 5% acdf	5 1%
3	(3.0)	139 4%	53 5% c	54 5% c	32 3%	8 2%	41 7% acf	15 2%	26 4% ac	39 8% acdf	10 3%
4	(4.0)	205 7%	66 6%	66 6%	73 7%	22 6% c	76 13% acdef	17 3%	37 6% c	33 7% c	20 5% c
5	(5.0)	339 11%	115 11%	110 10%	114 11%	23 6%	125 21% acdef	42 6%	56 9%	54 11% ac	39 10% ac
6	(6.0)	395 13%	126 12%	134 13%	135 13%	46 12%	119 20% acdef	63 10%	77 13%	53 10%	37 10%
7	(7.0)	474 15%	167 16%	159 15%	147 15%	67 17% c	93 15%	83 13%	105 18% ce	68 13%	57 15%
8	(8.0)	439 14%	148 14%	142 13%	148 15%	75 19% bde	47 8%	107 17% be	83 14% b	60 12% b	66 18% be
9	(9.0)	235 8%	77 7%	85 8%	72 7%	54 14% bdef	12 2%	76 12% bde	38 6% b	22 4% b	33 9% be
10 - Completely clear	(10.0)	611 20%	205 20%	206 19%	200 20%	77 20% b	32 5%	227 35% abdef	104 18% b	87 17% b	85 23% be
SUM: Not clear		957 31%	316 30%	330 31%	311 31%	68 18%	300 50% acdef	90 14%	185 31% ac	216 43% acdf	97 26% ac
SUM: Clear		2154 69%	724 70%	727 69%	703 69%	320 82% bdef	303 50%	556 86% bdef	406 69% be	290 57% b	279 74% be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_2. Support bubble - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Clear	38	39	38	39	65	*	72	38	15	48
					bdef		abdef	be	b	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.66	6.70	6.62	6.65	7.36	5.47	7.91	6.45	5.88	7.02
					bde		abdef	be	b	bde
Standard Deviation	2.622	2.568	2.663	2.635	2.206	2.148	2.177	2.715	2.960	2.555
Standard Error	.047	.080	.082	.083	.113	.087	.087	.112	.131	.131
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_3. Social distancing - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all clear	(1.0)	36 1%	9 1%	14 1%	13 1%	3 1%	9 2% c	1 *	7 1% c	12 2% c	4 1% c
2	(2.0)	19 1%	4 *	7 1%	8 1%	3 1% c	10 2% cdf	- -	1 *	5 1% cd	- -
3	(3.0)	45 1%	16 2%	14 1%	14 1%	7 2% cdf	30 5% acdef	- -	2 *	5 1% c	1 *
4	(4.0)	81 3%	28 3%	29 3%	24 2%	12 3% cd	48 8% acdef	2 *	4 1%	8 2% c	6 2% c
5	(5.0)	186 6%	68 7% c	76 7% c	43 4%	10 3% c	113 19% acdef	5 1%	26 4% c	24 5% c	8 2%
6	(6.0)	240 8%	87 8%	87 8%	66 6%	26 7% c	119 20% acdef	16 3%	37 6% c	22 4%	18 5% c
7	(7.0)	368 12%	134 13%	118 11%	116 11%	55 14% cf	103 17% cef	35 5%	84 14% cf	63 12% cf	27 7%
8	(8.0)	559 18%	186 18%	192 18%	181 18%	88 23% bc	80 13%	89 14%	123 21% bc	103 20% bc	77 20% bc
9	(9.0)	411 13%	140 13%	136 13%	134 13%	59 15% b	38 6%	114 18% be	83 14% b	66 13% b	50 13% b
10 - Completely clear	(10.0)	1167 38%	368 35%	385 36%	414 41% ab	124 32% b	53 9%	385 60% abdef	222 38% b	198 39% ab	186 49% abde
SUM: Not clear		367 12%	125 12%	140 13% c	102 10%	35 9% cf	210 35% acdef	8 1%	41 7% c	54 11% cdf	19 5% c
SUM: Clear		2744 88%	915 88%	917 87%	912 90% b	353 91% b	394 65%	639 99% abdef	550 93% be	452 89% b	357 95% abe

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_3. Social distancing - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Clear	76	76	74	80	82	31	98	86	78	90
				ab	b		abdef	be	b	abe
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	8.14	8.08	8.06	8.28	8.13	6.34	9.22	8.35	8.22	8.74
				ab	b		abdef	b	b	abde
Standard Deviation	2.035	1.992	2.081	2.024	1.908	2.039	1.187	1.785	2.107	1.680
Standard Error	.036	.062	.064	.064	.097	.082	.047	.073	.093	.086
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_4. Self-isolate - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all clear	(1.0)	43 1%	12 1%	15 1%	15 1%	3 1%	14 2%	- -	10 2%	12 2%	3 1%
						c	c		c	c	c
2	(2.0)	16 1%	4 *	5 1%	6 1%	2 1%	8 1%	1 *	- -	5 1%	- -
							cdf			d	
3	(3.0)	49 2%	16 2%	19 2%	14 1%	3 1%	27 4%	1 *	3 1%	14 3%	- -
							acdf			acdf	
4	(4.0)	81 3%	31 3%	22 2%	27 3%	7 2%	52 9%	2 *	7 1%	6 1%	6 2%
						c	acdef				c
5	(5.0)	221 7%	83 8%	74 7%	64 6%	26 7%	127 21%	6 1%	26 4%	24 5%	13 3%
						cf	acdef		c	c	c
6	(6.0)	200 6%	71 7%	72 7%	57 6%	18 5%	96 16%	11 2%	36 6%	28 5%	11 3%
						c	acdef		cf	c	
7	(7.0)	388 12%	144 14%	145 14%	99 10%	67 17%	121 20%	32 5%	91 15%	49 10%	29 8%
			c	c		cef	cdef		cef	c	
8	(8.0)	519 17%	185 18%	180 17%	154 15%	76 20%	79 13%	106 16%	106 18%	85 17%	67 18%
						b			b		b
9	(9.0)	384 12%	132 13%	115 11%	137 13%	51 13%	21 4%	109 17%	80 14%	70 14%	53 14%
						b		b	b	b	b
10 - Completely clear	(10.0)	1211 39%	361 35%	410 39%	441 44%	135 35%	59 10%	379 59%	231 39%	215 42%	193 51%
					ab	b		abdef	b	ab	abde
SUM: Not clear		409 13%	147 14%	136 13%	126 12%	41 11%	228 38%	10 2%	47 8%	60 12%	22 6%
						cf	acdef		c	cdf	c
SUM: Clear		2702 87%	893 86%	921 87%	888 88%	347 89%	375 62%	636 98%	544 92%	446 88%	354 94%
						b		abdef	be	b	abe

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_4. Self-isolate - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Clear	74	72	74	75	79	24	97	84	76	88
					b		abdef	abe	b	abe
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	8.13	8.00	8.10	8.29	8.16	6.27	9.20	8.31	8.23	8.80
				ab	b		abdef	b	b	abde
Standard Deviation	2.084	2.061	2.087	2.097	1.884	2.064	1.196	1.896	2.213	1.666
Standard Error	.037	.064	.064	.066	.096	.083	.048	.078	.098	.085
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_5. Essential journey - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all clear	(1.0)	107 3%	27 3%	40 4%	40 4%	4 1%	21 3%	2 *	21 4%	48 9%	12 3%
							ac		ac	abcd	ac
2	(2.0)	43 1%	9 1%	22 2%	13 1%	4 1%	14 2%	1 *	4 1%	18 4%	2 *
				a			cdf			acdf	
3	(3.0)	96 3%	35 3%	28 3%	34 3%	11 3%	31 5%	1 *	15 3%	29 6%	9 3%
						c	cdf		c	acdf	c
4	(4.0)	146 5%	47 5%	56 5%	43 4%	11 3%	69 11%	10 1%	24 4%	25 5%	8 2%
							acdef		c	cf	
5	(5.0)	261 8%	96 9%	81 8%	84 8%	12 3%	136 23%	17 3%	36 6%	40 8%	19 5%
							acdef		ac	ac	c
6	(6.0)	325 10%	107 10%	118 11%	100 10%	50 13%	105 17%	29 5%	60 10%	44 9%	36 10%
						ce	cdef		c	c	c
7	(7.0)	444 14%	146 14%	158 15%	141 14%	51 13%	112 19%	81 13%	96 16%	60 12%	44 12%
							acef		ef		
8	(8.0)	516 17%	197 19%	169 16%	150 15%	76 20%	62 10%	108 17%	128 22%	70 14%	72 19%
			c			be		b	bce		be
9	(9.0)	309 10%	92 9%	98 9%	120 12%	50 13%	15 2%	98 15%	54 9%	48 10%	45 12%
					a	b		bde	b	b	b
10 - Completely clear	(10.0)	864 28%	285 27%	288 27%	291 29%	120 31%	39 6%	299 46%	152 26%	125 25%	128 34%
						be		abdef	b	b	bde
SUM: Not clear		653 21%	213 21%	227 21%	213 21%	41 11%	270 45%	31 5%	101 17%	160 32%	51 13%
						c	acdef		ac	acdf	c
SUM: Clear		2458 79%	827 79%	830 79%	801 79%	347 89%	334 55%	616 95%	490 83%	346 68%	325 87%
						bde		abdef	be	b	be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_5. Essential journey - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Clear	58	59	57	58	79	11	91	66	37	73
					bde		abdef	be	b	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.39	7.43	7.30	7.42	7.89	5.86	8.69	7.47	6.70	7.87
					bde		abdef	be	b	bde
Standard Deviation	2.420	2.319	2.468	2.470	2.065	2.049	1.596	2.299	2.954	2.268
Standard Error	.043	.072	.076	.078	.105	.083	.063	.095	.131	.116
Error variance	*	.01	.01	.01	.01	.01	*	.01	.02	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_6. Enjoy summer safely - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all clear	(1.0)	284	85	108	90	13	36	17	59	119	40
		9%	8%	10%	9%	3%	6%	3%	10%	23%	11%
							c		abc	abcd	abc
2	(2.0)	71	30	19	22	4	13	15	5	27	8
		2%	3%	2%	2%	1%	2%	2%	1%	5%	2%
								d		abcd	
3	(3.0)	167	52	62	53	12	45	23	20	55	12
		5%	5%	6%	5%	3%	7%	4%	3%	11%	3%
							acdf			abcd	
4	(4.0)	206	72	65	70	15	67	20	49	35	21
		7%	7%	6%	7%	4%	11%	3%	8%	7%	5%
							acef		ac	c	
5	(5.0)	442	151	147	145	24	163	69	77	54	54
		14%	14%	14%	14%	6%	27%	11%	13%	11%	14%
							acdef	a	a	a	a
6	(6.0)	407	130	147	130	37	109	69	89	56	46
		13%	12%	14%	13%	10%	18%	11%	15%	11%	12%
							acef		ac		
7	(7.0)	429	156	133	140	68	90	73	86	52	61
		14%	15%	13%	14%	17%	15%	11%	15%	10%	16%
						ce	e		e		ce
8	(8.0)	378	132	134	112	81	39	99	70	36	53
		12%	13%	13%	11%	21%	6%	15%	12%	7%	14%
						bcdef		be	be		be
9	(9.0)	190	56	64	71	53	9	53	40	17	18
		6%	5%	6%	7%	14%	1%	8%	7%	3%	5%
						bcdef		bef	be	b	b
10 - Completely clear	(10.0)	537	177	179	181	81	35	209	96	55	62
		17%	17%	17%	18%	21%	6%	32%	16%	11%	16%
						be		abdef	be	b	be
SUM: Not clear		1171	390	400	380	68	323	143	210	291	136
		38%	38%	38%	38%	18%	54%	22%	35%	57%	36%
							acdf		ac	acdf	ac
SUM: Clear		1940	650	657	634	320	280	503	381	216	240
		62%	62%	62%	62%	82%	46%	78%	65%	43%	64%
						bdef		bdef	be		be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_6. Enjoy summer safely - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Clear	25	25	24	25	65	-7	56	29	-15	28
					cdf		df			
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.27	6.29	6.22	6.31	7.39	5.45	7.46	6.31	4.82	6.27
					bdef	e	bdef	be		be
Standard Deviation	2.720	2.677	2.757	2.727	2.264	2.087	2.468	2.668	3.023	2.722
Standard Error	.049	.083	.085	.086	.116	.084	.098	.110	.134	.139
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_7. Hands, space, face, get a test - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all clear	(1.0)	363 12%	106 10%	141 13% a	117 12%	18 5%	35 6%	54 8% a	93 16% abc	117 23% abcdf	47 13% abc
2	(2.0)	108 3%	36 3%	29 3%	43 4%	6 2%	21 3%	14 2%	17 3%	35 7% abcdf	15 4% a
3	(3.0)	197 6%	71 7%	62 6%	65 6%	15 4%	43 7% ac	24 4%	41 7% ac	52 10% acf	22 6%
4	(4.0)	199 6%	65 6%	71 7%	62 6%	13 3%	69 12% acdef	31 5%	35 6%	24 5%	27 7% a
5	(5.0)	365 12%	118 11%	141 13% c	106 10%	22 6%	136 23% acdef	38 6%	80 14% acf	54 11% ac	35 9% c
6	(6.0)	333 11%	121 12%	110 10%	101 10%	36 9%	110 18% acdef	48 7%	59 10%	46 9%	33 9%
7	(7.0)	385 12%	128 12%	138 13%	119 12%	70 18% cdef	101 17% cdef	71 11% e	67 11% e	35 7%	42 11% e
8	(8.0)	368 12%	130 13%	120 11%	118 12%	71 18% bcde	43 7%	87 13% be	67 11% b	44 9%	56 15% be
9	(9.0)	213 7%	73 7%	64 6%	75 7%	46 12% bef	14 2%	66 10% bef	49 8% bef	20 4%	17 5% b
10 - Completely clear	(10.0)	581 19%	191 18%	181 17% b	209 21% b	90 23% bde	32 5%	214 33% abdef	84 14% b	79 16% b	82 22% bde
SUM: Not clear		1232 40%	396 38%	443 42%	393 39%	75 19%	304 50% acf	160 25% a	266 45% ac	282 56% acdf	145 39% ac
SUM: Clear		1879 60%	644 62%	614 58%	621 61%	313 81% bcdef	299 50%	486 75% bdef	325 55% e	224 44%	231 61% be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP5_7. Hands, space, face, get a test - How clear or not are you about what each of these terms or phrases mean?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Clear	21	24	16	23	61	-1	50	10	-11	23
		b		b	cdf		df			d
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.15	6.23	6.01	6.23	7.30	5.50	7.24	5.80	5.04	6.23
					bdef	e	bdef	be		bde
Standard Deviation	2.932	2.869	2.927	2.996	2.447	2.139	2.887	2.988	3.239	3.041
Standard Error	.053	.089	.090	.094	.125	.086	.115	.123	.144	.156
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP6. How likely or not are you to wear a face mask in the next 7 days?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very unlikely	(1.0)	172	55	59	58	17	29	19	58	23	26
		6%	5%	6%	6%	4%	5%	3%	10%	5%	7%
									abce		c
2	(2.0)	26	12	8	7	3	8	3	8	4	-
		1%	1%	1%	1%	1%	1%	*	1%	1%	-
							f		f		
3	(3.0)	25	13	7	5	3	15	2	3	2	1
		1%	1%	1%	*	1%	2%	*	1%	*	*
							cdef				
4	(4.0)	46	16	18	12	4	29	2	5	4	3
		1%	2%	2%	1%	1%	5%	*	1%	1%	1%
							acdef				
5	(5.0)	140	53	38	49	7	85	10	25	4	9
		5%	5%	4%	5%	2%	14%	2%	4%	1%	2%
							acdef		ace		e
6	(6.0)	115	37	42	35	7	77	4	15	7	6
		4%	4%	4%	3%	2%	13%	1%	3%	1%	1%
							acdef		c		
7	(7.0)	177	64	62	52	50	72	7	27	11	10
		6%	6%	6%	5%	13%	12%	1%	5%	2%	3%
						cdef	cdef		ce		
8	(8.0)	216	92	75	49	52	67	17	47	17	15
		7%	9%	7%	5%	13%	11%	3%	8%	3%	4%
			c	c		cdef	cef		cef		
9	(9.0)	183	69	62	52	38	42	19	46	24	14
		6%	7%	6%	5%	10%	7%	3%	8%	5%	4%
						cef	cf		cef		
10 - Very likely	(10.0)	2010	630	685	695	207	179	564	358	410	293
		65%	61%	65%	68%	53%	30%	87%	61%	81%	78%
				a	a	b		abdef	ab	abd	abd
SUM: Likely		2701	892	926	883	354	438	611	492	469	337
		87%	86%	88%	87%	91%	73%	94%	83%	93%	90%
						bd		bdf	b	bd	bd
SUM: Unlikely		410	148	131	131	34	166	36	99	37	39
		13%	14%	12%	13%	9%	27%	6%	17%	7%	10%
							acdef		acef		c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP6. How likely or not are you to wear a face mask in the next 7 days?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Likely	74	71	75	74	83	45	89	67	85	79
			a		bd		abdf	b	bdf	bd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	8.55	8.43	8.57	8.64	8.52	7.14	9.44	8.24	9.17	8.94
					b		abdef	b	abd	abd
Standard Deviation	2.531	2.551	2.517	2.524	2.265	2.576	1.830	2.916	2.194	2.476
Standard Error	.045	.079	.077	.079	.116	.104	.073	.120	.097	.127
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP7. Which reason(s) describe why you might be unlikely to wear a face mask in the next 7 days?

BASE: All respondents unlikely to wear a mask in next 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	424	159	132	133	33	172	39	98	42	40
Total	410	148	131	131	34	166	36	99	37	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I won't be in a situation which requires me to wear one	141 34%	41 28%	49 38%	51 39%	12 35%	32 20%	23 63%	35 35%	20 54%	20 50%
				a	b		abd	b	bd	b
I find it uncomfortable	99 24%	36 24%	27 21%	35 27%	8 23%	45 27%	5 15%	32 32%	3 9%	6 16%
						e	ce			
I have breathing problems	81 20%	30 20%	24 19%	26 20%	11 32%	26 16%	5 13%	20 20%	7 20%	12 31%
					bc					b
I don't see the point	62 15%	22 15%	21 16%	20 15%	4 13%	21 13%	1 2%	33 34%	3 7%	-
					f	cf		abcef		-
I am unsure how safe they are	62 15%	22 15%	24 18%	16 12%	3 10%	26 16%	4 11%	22 22%	4 10%	4 9%
I don't like being told what to do	56 14%	22 15%	20 16%	13 10%	2 5%	29 17%	-	24 24%	1 4%	-
						cef		acef		-
It stops me from communicating with people	52 13%	19 13%	13 10%	20 16%	5 13%	20 12%	3 9%	22 23%	2 5%	-
					f	f		bef		-
It is dangerous to wear one	39 9%	11 7%	14 10%	14 11%	2 7%	17 10%	-	17 17%	1 2%	2 4%
						c		cef		
I don't have one	32 8%	7 5%	16 13%	9 7%	5 16%	19 11%	1 2%	6 6%	-	1 4%
			a		ce	e				
It gets in the way of my job	31 8%	4 3%	14 10%	13 10%	4 13%	21 13%	2 5%	3 3%	1 2%	-
			a	a	df	def				-
I don't like how it looks	25 6%	10 6%	12 9%	3 3%	2 7%	17 10%	1 2%	4 4%	1 2%	-
			c			df				-

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP7. Which reason(s) describe why you might be unlikely to wear a face mask in the next 7 days?

BASE: All respondents unlikely to wear a mask in next 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	424	159	132	133	33	172	39	98	42	40
Total	410	148	131	131	34	166	36	99	37	39
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Other	46	18	17	11	1	13	1	23	4	4
	11%	12%	13%	9%	3%	8%	2%	24% abc	10%	10%
Don't know	35	17	10	8	3	17	3	8	5	-
	9%	11%	8%	6%	8%	10% f	8%	8%	14% f	-

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP8. In which of the situations below should you wear face mask, according to official guidance? Try and give your best guess even if you are not sure. We are interested in what you think the guidance says to do, not what you personally think you would do.

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Shops and supermarkets	2047 66%	657 63%	679 64%	711 70% ab	184 47% b	223 37%	534 83% abdf	417 71% ab	404 80% abd	284 75% ab
Public transport (e.g. train, bus, taxi)	1983 64%	637 61%	664 63%	683 67% ab	185 48% b	194 32%	519 80% abdf	413 70% ab	404 80% abdf	268 71% ab
NHS settings (e.g. hospitals, GP surgeries)	1896 61%	600 58%	645 61%	651 64% a	180 46% b	187 31%	495 77% abdf	392 66% ab	374 74% abd	267 71% ab
Banks, building societies and post offices	1801 58%	569 55%	605 57%	626 62% ab	162 42% b	180 30%	489 76% abdef	364 62% ab	354 70% abd	251 67% ab
Indoor shopping centres	1795 58%	557 54%	613 58% a	626 62% a	166 43% b	173 29%	489 76% abdf	349 59% ab	370 73% abdf	248 66% abd
Indoor transport hubs (e.g. airports, stations, ports)	1747 56%	528 51%	601 57% a	618 61% a	158 41% b	172 28%	467 72% abd	350 59% ab	348 69% abd	253 67% abd
Hairdressers, barbers and beauty salons	1709 55%	526 51%	575 54%	609 60% ab	152 39% b	176 29%	448 69% abd	344 58% ab	344 68% abd	246 65% abd
Care homes	1653 53%	514 49%	563 53%	577 57% a	159 41% b	142 24%	447 69% abd	325 55% ab	332 66% abd	249 66% abd
Any enclosed space if it is crowded	1623 52%	503 48%	553 52%	568 56% a	140 36% b	162 27%	449 70% abd	301 51% ab	331 65% abd	240 64% abd
Cinemas	1608 52%	475 46%	564 53% a	569 56% a	158 41% b	150 25%	448 69% abdef	309 52% ab	309 61% abd	234 62% abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP8. In which of the situations below should you wear face mask, according to official guidance? Try and give your best guess even if you are not sure. We are interested in what you think the guidance says to do, not what you personally think you would do.

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Libraries	1553 50%	475 46%	528 50%	550 54% ab	144 37% b	126 21%	435 67% abde	314 53% ab	305 60% abd	230 61% abd
Museums	1547 50%	464 45%	539 51% a	545 54% a	147 38% b	127 21%	432 67% abdef	311 53% ab	308 61% abd	224 59% abd
Places of worship	1509 49%	466 45%	528 50% a	514 51% a	136 35% b	116 19%	431 67% abdef	293 50% ab	307 61% abd	227 60% abd
Galleries	1453 47%	430 41%	506 48% a	516 51% a	129 33% b	126 21%	410 63% abdef	283 48% ab	289 57% abd	214 57% abd
Exercise and sport venues (e.g. gyms)	855 27%	279 27%	279 26%	297 29%	83 22% b	78 13%	250 39% abde	141 24% b	152 30% abd	151 40% abde
Another household outside of my support bubble	766 25%	220 21%	270 26% a	275 27% a	87 22% b	64 11%	230 36% abde	107 18% b	145 29% abd	134 36% abde
Restaurants, bars, cafes and pubs with table service	691 22%	230 22%	238 23%	222 22%	80 21% b	77 13%	173 27% abd	111 19% b	142 28% abd	108 29% abd
Schools	673 22%	222 21%	220 21%	230 23%	91 23% b	64 11%	198 31% abdef	115 20% b	113 22% b	92 24% b
Whenever I leave my home (i.e. all of the below)	456 15%	161 15%	158 15%	137 14%	68 18% d	98 16% d	90 14%	65 11%	70 14%	66 17% d
Parks or large open spaces	155 5%	53 5%	55 5%	46 5%	42 11% bcdef	34 6% d	28 4%	18 3%	18 4%	15 4% 4%
At the beach	154 5%	57 5%	53 5%	44 4%	41 11% bcdef	31 5% d	24 4%	15 3%	22 4%	19 5% d

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP8. In which of the situations below should you wear face mask, according to official guidance? Try and give your best guess even if you are not sure. We are interested in what you think the guidance says to do, not what you personally think you would do.

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
None of the above	113	43	33	38	7	56	3	33	6	8
	4%	4%	3%	4%	2%	9%	1%	6%	1%	2%
					c	acdef		acef		c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9. To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

Significance Level: 95%

		Shops have a responsibility to stop people entering if they don't wear a face mask	Police have a responsibility to penalise people who don't wear a face mask when they are meant to	It is fair to expect people to pay a fine if they don't wear a face mask where they should	Wearing face masks in public spaces like shops and transport should be a personal choice	Government should impose more serious punishments if people aren't wearing masks	I feel conflicted about the different advice on how important it is to wear a mask	Protecting others is the most important reason to wear a mask	Protecting myself is the most important reason to wear a mask	I would tend to judge someone who isn't wearing a face mask where they should	Face masks don't protect you from catching COVID-19
		a	b	c	d	e	f	g	h	i	j
Unweighted Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	188 6% g	188 6% g	167 5% g	1034 33% abcefg hij	208 7% cg	394 13% abceghij	93 3% g	240 8% abcg	249 8% abceg	259 8% abceg
2	(2.0)	53 2% g	62 2% g	51 2% g	261 8% abcefg hij	53 2% g	131 4% abceghij	25 1% g	91 3% abceghi	62 2% g	110 4% abcegi
3	(3.0)	85 3% g	79 3% g	80 3% g	283 9% abcefg hij	93 3% g	204 7% abcegi	37 1% g	173 6% abcegi	138 4% abceg	211 7% abceghi
4	(4.0)	159 5% cg	156 5% cg	122 4% g	212 7% abcegi	142 5% g	244 8% abcegi	99 3% g	210 7% abcegi	157 5% cg	214 7% abcegi
5	(5.0)	332 11% g	398 13% acd g	306 10% g	309 10% g	378 12% cd g	460 15% abcd egi	284 9% g	477 15% abcd egi	385 12% acd g	493 16% abcd egi
6	(6.0)	297 10% d	332 11% dg	306 10% d	212 7% g	351 11% ad gh	367 12% acd gh	263 8% d	303 10% d	355 11% acd gh	353 11% ad gh
7	(7.0)	364 12% d	412 13% cd	353 11% d	213 7% g	382 12% d	423 14% acd	394 13% d	398 13% d	423 14% acd	378 12% d
8	(8.0)	448 14% dfhj	401 13% dfh	469 15% bdfhj	205 7% g	423 14% dfh	347 11% d	497 16% bdefhij	350 11% d	435 14% dfhj	378 12% d
9	(9.0)	283 9% dfhj	279 9% dfj	299 10% defhj	116 4% g	244 8% dfj	181 6% d	332 11% abdefhij	237 8% df	257 8% dfj	203 7% d

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9. To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Shops have a responsibility to stop people entering if they don't wear a face mask	Police have a responsibility to penalise people who don't wear a face mask when they are meant to	It is fair to expect people to pay a fine if they don't wear a face mask where they should	Wearing face masks in public spaces like shops and transport should be a personal choice	Government should impose more serious punishments if people aren't wearing masks	I feel conflicted about the different advice on how important it is to wear a mask	Protecting others is the most important reason to wear a mask	Protecting myself is the most important reason to wear a mask	I would tend to judge someone who isn't wearing a face mask where they should	Face masks don't protect you from catching COVID-19
	a	b	c	d	e	f	g	h	i	j
Significance Level: 95%										
Unweighted Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
10 - Strongly agree	903	804	959	267	838	361	1087	633	649	511
(10.0)	29%	26%	31%	9%	27%	12%	35%	20%	21%	16%
	bdfhij	dfhij	bdefhij		dfhij	d	abcdefhij	dfj	dfj	df
SUM: Agree	2294	2227	2386	1012	2239	1678	2574	1920	2119	1824
	74%	72%	77%	33%	72%	54%	83%	62%	68%	59%
	dfhij	dfhij	abdefhij		dfhij	d	abcdefhij	dfj	dfhj	df
SUM: Disagree	817	884	725	2099	872	1433	537	1191	992	1287
	26%	28%	23%	67%	28%	46%	17%	38%	32%	41%
	cg	cg	g	abcefhij	cg	abceghij		abcegi	abcegi	abceghi
NET: Agree	47	43	53	-35	44	8	65	23	36	17
	befhij	fhij	abefhij		fhij		abcefhij	fj	fhj	f
Base for stats	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Mean Score	7.18	7.01	7.35	4.15	7.00	5.69	7.79	6.44	6.66	6.16
	bdefhij	dfhij	abdefhij		dfhij	d	abcdefhij	dfj	dfhj	df
Standard Deviation	2.666	2.640	2.603	3.075	2.681	2.785	2.304	2.765	2.719	2.738
Standard Error	.048	.047	.047	.055	.048	.050	.041	.050	.049	.049
Error variance	*	*	*	*	*	*	*	*	*	*

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_1. Shops have a responsibility to stop people entering if they don't wear a face mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	188 6%	52 5%	61 6%	74 7% a	11 3%	34 6% c	20 3%	80 13% abcef	30 6% ac	12 3%
2	(2.0)	53 2%	14 1%	15 1%	23 2%	4 1%	14 2% c	6 1%	19 3% ace	4 1%	5 1%
3	(3.0)	85 3%	32 3%	32 3%	22 2%	2 1%	30 5% ace	14 2% a	17 3% a	12 2% a	10 3% a
4	(4.0)	159 5%	41 4%	63 6% a	54 5%	14 4%	68 11% acdef	17 3%	28 5% f	24 5%	8 2%
5	(5.0)	332 11%	108 10%	111 11%	113 11%	15 4%	143 24% acdef	47 7% a	50 9% a	41 8% a	35 9% a
6	(6.0)	297 10%	90 9%	115 11%	92 9%	36 9% ce	108 18% acdef	38 6%	64 11% cef	25 5%	26 7%
7	(7.0)	364 12%	131 13% c	140 13% c	92 9%	62 16% cef	88 15% cef	67 10% f	74 13% f	49 10% f	23 6%
8	(8.0)	448 14%	167 16% b	131 12%	150 15%	59 15% b	65 11%	95 15% b	86 15% b	78 15% b	65 17% b
9	(9.0)	283 9%	96 9%	82 8%	104 10% b	69 18% bcdef	20 3%	62 10% b	40 7% b	51 10% b	42 11% bd
10 - Strongly agree	(10.0)	903 29%	308 30%	307 29%	288 28%	116 30% bd	31 5%	281 43% abd	133 22% b	193 38% abd	149 40% abd
SUM: Agree		2294 74%	792 76% c	774 73%	727 72%	341 88% bdef	313 52%	543 84% bde	397 67% b	396 78% bd	304 81% bd
SUM: Disagree		817 26%	248 24%	283 27%	287 28% a	47 12%	290 48% acdef	104 16%	194 33% acef	111 22% ac	72 19% a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_1. Shops have a responsibility to stop people entering if they don't wear a face mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	47	52	47	43	76	4	68	34	56	62
		bc			bcdef		bde	b	bd	bd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.18	7.33	7.11	7.09	7.87	5.68	8.04	6.45	7.66	7.88
		c			bd		bde	b	bd	bd
Standard Deviation	2.666	2.569	2.652	2.771	2.192	2.131	2.375	3.023	2.659	2.459
Standard Error	.048	.080	.082	.087	.112	.086	.094	.124	.118	.126
Error variance	*	.01	.01	.01	.01	.01	.01	.02	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_2. Police have a responsibility to penalise people who don't wear a face mask when they are meant to - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	188 6%	69 7%	58 5%	62 6%	7 2%	38 6% ac	17 3%	86 15% abcef	26 5% ac	15 4%
2	(2.0)	62 2%	18 2%	25 2%	19 2%	6 2%	15 2%	8 1%	15 3%	11 2%	6 2%
3	(3.0)	79 3%	23 2%	33 3%	23 2%	8 2%	20 3% c	9 1%	23 4% cf	13 3%	6 2%
4	(4.0)	156 5%	42 4%	61 6%	52 5%	10 2%	59 10% acdef	24 4%	31 5% a	19 4%	13 3%
5	(5.0)	398 13%	128 12%	135 13%	136 13%	20 5%	159 26% acdef	60 9% a	84 14% acef	50 10% a	24 6%
6	(6.0)	332 11%	130 13% c	119 11% c	83 8%	40 10% e	111 18% acdef	52 8%	76 13% cef	27 5%	27 7%
7	(7.0)	412 13%	135 13%	145 14%	132 13%	66 17% cdef	105 17% cdef	60 9%	74 12%	63 12%	44 12%
8	(8.0)	401 13%	135 13%	121 11%	145 14%	63 16% bd	46 8%	104 16% bd	64 11%	64 13% b	59 16% bd
9	(9.0)	279 9%	87 8%	102 10%	90 9%	60 15% bcdef	23 4%	69 11% b	45 8% b	45 9% b	37 10% b
10 - Strongly agree	(10.0)	804 26%	274 26%	258 24%	272 27%	108 28% bd	26 4%	243 38% abd	93 16% b	188 37% abd	145 39% abd
SUM: Agree		2227 72%	760 73%	745 71%	722 71%	337 87% bcde	311 52%	529 82% bde	351 59% b	386 76% bd	312 83% bde
SUM: Disagree		884 28%	280 27%	312 29%	292 29%	50 13%	292 48% acdef	118 18% a	240 41% acef	120 24% acf	64 17%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_2. Police have a responsibility to penalise people who don't wear a face mask when they are meant to - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	43	46	41	42	74	3	64	19	53	66
		b			bcdef		bde	b	bd	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.01	7.02	6.93	7.07	7.76	5.64	7.85	6.00	7.53	7.83
					bd		bde	b	bd	bd
Standard Deviation	2.640	2.643	2.627	2.652	2.137	2.084	2.348	2.923	2.672	2.464
Standard Error	.047	.082	.081	.083	.109	.084	.093	.120	.118	.126
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_3. It is fair to expect people to pay a fine if they don't wear a face mask where they should - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	167 5%	55 5%	54 5%	57 6%	9 2%	37 6% acf	8 1%	83 14% abcef	20 4% c	10 3%
2	(2.0)	51 2%	13 1%	20 2%	17 2%	4 1%	15 3% cf	4 1%	21 3% acef	5 1%	2 1%
3	(3.0)	80 3%	20 2%	26 3%	33 3%	4 1%	32 5% acdef	6 1%	17 3% c	14 3% c	5 1%
4	(4.0)	122 4%	34 3%	44 4%	44 4%	13 3% c	59 10% acdef	6 1%	23 4% c	14 3% c	7 2%
5	(5.0)	306 10%	104 10%	93 9%	109 11%	24 6%	130 21% acdef	29 4%	62 11% acf	38 8% c	24 6%
6	(6.0)	306 10%	97 9%	117 11%	92 9%	32 8% e	126 21% acdef	44 7%	62 11% cef	23 5%	18 5%
7	(7.0)	353 11%	121 12%	126 12%	105 10%	57 15% cde	94 16% cdef	64 10%	61 10%	39 8%	38 10%
8	(8.0)	469 15%	189 18% bc	150 14%	130 13%	82 21% bcef	57 9%	102 16% b	97 16% b	73 14% b	58 15% b
9	(9.0)	299 10%	93 9%	103 10%	103 10%	68 18% bdef	19 3%	87 13% bde	42 7% b	45 9% b	39 10% b
10 - Strongly agree	(10.0)	959 31%	312 30%	323 31%	324 32%	95 24% b	34 6%	297 46% abd	123 21% b	235 46% abd	175 47% abd
SUM: Agree		2386 77%	813 78% c	819 78%	754 74%	334 86% bd	330 55%	594 92% abdef	385 65% b	415 82% bd	328 87% bde
SUM: Disagree		725 23%	227 22%	238 22%	260 26% a	54 14% c	274 45% acdef	52 8%	206 35% acef	92 18% cf	48 13% c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_3. It is fair to expect people to pay a fine if they don't wear a face mask where they should - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	53	56	55	49	72	9	84	30	64	75
		c	c		bde		abdef	b	bd	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.35	7.41	7.34	7.30	7.76	5.68	8.48	6.37	8.03	8.29
					bd		abde	b	bd	abd
Standard Deviation	2.603	2.534	2.595	2.683	2.102	2.156	1.931	3.033	2.520	2.204
Standard Error	.047	.079	.080	.084	.107	.087	.077	.125	.112	.113
Error variance	*	.01	.01	.01	.01	.01	.01	.02	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_4. Wearing face masks in public spaces like shops and transport should be a personal choice - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	1034	328	348	359	50	38	356	112	274	204
		33%	31%	33%	35%	13%	6%	55%	19%	54%	54%
						b		abd	ab	abd	abd
2	(2.0)	261	70	89	102	20	34	84	35	50	38
		8%	7%	8%	10%	5%	6%	13%	6%	10%	10%
					a			abd		abd	abd
3	(3.0)	283	100	96	87	27	41	65	58	53	38
		9%	10%	9%	9%	7%	7%	10%	10%	11%	10%
								b	b	b	
4	(4.0)	212	77	69	66	21	61	36	55	26	14
		7%	7%	7%	6%	5%	10%	5%	9%	5%	4%
							acef		acef		
5	(5.0)	309	103	106	99	21	138	38	64	29	17
		10%	10%	10%	10%	5%	23%	6%	11%	6%	5%
							acdef		acef		
6	(6.0)	212	78	60	74	38	102	13	34	11	14
		7%	8%	6%	7%	10%	17%	2%	6%	2%	4%
						cdef	acdef		ce		
7	(7.0)	213	76	84	52	45	86	11	44	10	16
		7%	7%	8%	5%	12%	14%	2%	8%	2%	4%
			c	c		cdef	cdef		cef		ce
8	(8.0)	205	60	79	65	65	52	14	49	16	9
		7%	6%	8%	6%	17%	9%	2%	8%	3%	2%
						bcdef	cef		cef		
9	(9.0)	116	45	47	24	36	23	4	31	13	9
		4%	4%	4%	2%	9%	4%	1%	5%	3%	2%
			c	c		bcdef	c		cef	c	c
10 - Strongly agree	(10.0)	267	101	79	86	65	28	26	108	22	17
		9%	10%	7%	9%	17%	5%	4%	18%	4%	5%
						bcef			bcef		
SUM: Agree		1012	362	349	302	249	291	68	266	74	66
		33%	35%	33%	30%	64%	48%	10%	45%	15%	17%
			c			bcdef	cef		cef	c	c
SUM: Disagree		2099	678	708	712	139	312	579	325	433	311
		67%	65%	67%	70%	36%	52%	90%	55%	85%	83%
					a		a	abdef	a	abd	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_4. Wearing face masks in public spaces like shops and transport should be a personal choice - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-35	-30	-34	-41	28	-4	-79	-10	-71	-65
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	4.15	4.33	4.18	3.93	6.18	5.44	2.49	5.34	2.76	2.81
		c			bcdef	cef		cef		c
Standard Deviation	3.075	3.113	3.068	3.035	3.039	2.236	2.354	3.234	2.637	2.684
Standard Error	.055	.097	.094	.095	.155	.090	.094	.133	.117	.138
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_5. Government should impose more serious punishments if people aren't wearing masks - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	208 7%	65 6%	61 6%	82 8% b	11 3%	38 6% ac	12 2%	99 17% abcef	34 7% acf	13 4%
2	(2.0)	53 2%	17 2%	15 1%	20 2%	2 1%	22 4% acf	3 *	15 2% acf	9 2% c	2 1%
3	(3.0)	93 3%	30 3%	32 3%	31 3%	3 1%	35 6% acef	15 2%	22 4% af	12 2%	5 1%
4	(4.0)	142 5%	44 4%	41 4%	56 5%	11 3% f	62 10% acdef	18 3% f	35 6% acef	14 3% f	1 *
5	(5.0)	378 12%	120 11%	134 13%	124 12%	20 5%	131 22% acdef	76 12% a	71 12% a	44 9% a	35 9% a
6	(6.0)	351 11%	121 12%	131 12%	100 10%	38 10%	126 21% acdef	55 9%	68 12% e	32 6%	31 8%
7	(7.0)	382 12%	134 13%	134 13%	114 11%	65 17% cdef	92 15% ce	64 10%	68 11%	53 10%	42 11%
8	(8.0)	423 14%	153 15% c	153 14%	117 12%	78 20% bcde	59 10%	98 15% b	70 12%	58 11%	61 16% be
9	(9.0)	244 8%	75 7%	84 8%	85 8%	55 14% bdef	8 1%	73 11% bde	35 6% b	39 8% b	34 9% b
10 - Strongly agree	(10.0)	838 27%	281 27%	272 26%	285 28%	105 27% bd	31 5%	233 36% abd	108 18% b	209 41% abd	152 40% abd
SUM: Agree		2239 72%	764 73% c	774 73% c	701 69%	341 88% bcde	315 52%	523 81% bd	348 59% b	392 77% bd	320 85% bde
SUM: Disagree		872 28%	276 27%	283 27%	313 31% ab	47 12%	288 48% acdef	124 19% a	243 41% acef	115 23% af	57 15%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_5. Government should impose more serious punishments if people aren't wearing masks - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	44	47	46	38	76	4	62	18	55	70
		c	c		bcde		bde	b	bd	bcde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.00	7.05	7.04	6.91	7.78	5.54	7.83	5.97	7.59	7.99
					bd		bd	b	bd	bde
Standard Deviation	2.681	2.636	2.584	2.823	2.108	2.142	2.264	3.054	2.789	2.301
Standard Error	.048	.082	.079	.089	.108	.087	.090	.126	.124	.118
Error variance	*	.01	.01	.01	.01	.01	.01	.02	.02	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_6. I feel conflicted about the different advice on how important it is to wear a mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	394 13%	114 11%	150 14%	130 13%	14 4%	21 4%	164 25%	63 11%	69 14%	62 17%
				a				abdef	ab	ab	abd
2	(2.0)	131 4%	51 5%	33 3%	48 5%	12 3%	9 2%	57 9%	14 2%	18 4%	20 5%
			b					abdef		b	bd
3	(3.0)	204 7%	62 6%	87 8%	55 5%	12 3%	27 4%	85 13%	28 5%	33 7%	19 5%
				ac				abdef		a	
4	(4.0)	244 8%	65 6%	89 8%	91 9%	17 4%	78 13%	54 8%	39 7%	24 5%	32 9%
					a		acdef	ae			ae
5	(5.0)	460 15%	157 15%	146 14%	157 15%	27 7%	154 25%	70 11%	85 14%	71 14%	54 14%
							acdef	a	a	a	a
6	(6.0)	367 12%	133 13%	125 12%	109 11%	36 9%	123 20%	53 8%	78 13%	39 8%	38 10%
							acdef		ce		
7	(7.0)	423 14%	165 16%	134 13%	124 12%	76 20%	100 17%	58 9%	83 14%	63 13%	43 11%
			bc			cdef	cf		c		
8	(8.0)	347 11%	121 12%	119 11%	107 11%	71 18%	43 7%	35 5%	84 14%	67 13%	46 12%
						bcef			bc	bc	bc
9	(9.0)	181 6%	51 5%	61 6%	69 7%	42 11%	22 4%	23 4%	35 6%	36 7%	22 6%
						bcdef				bc	
10 - Strongly agree	(10.0)	361 12%	120 12%	115 11%	125 12%	80 21%	26 4%	48 7%	81 14%	86 17%	39 10%
						bcdf		b	bc	bcf	b
SUM: Agree		1678 54%	591 57%	553 52%	534 53%	305 79%	315 52%	217 34%	362 61%	291 57%	189 50%
			b			bcdef	c		bcf	cf	c
SUM: Disagree		1433 46%	449 43%	504 48%	480 47%	83 21%	288 48%	429 66%	229 39%	215 43%	188 50%
				a			ad	abdef	a	a	ade

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_6. I feel conflicted about the different advice on how important it is to wear a mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	8	14	5	5	57	4	-33	22	15	*
		bc			bdef	f		bef	bf	
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.69	5.80	5.58	5.71	7.15	5.71	4.32	6.10	6.02	5.45
					bcdef	c		bef	bef	c
Standard Deviation	2.785	2.711	2.812	2.830	2.425	1.924	2.889	2.709	2.988	2.908
Standard Error	.050	.084	.086	.089	.124	.078	.115	.111	.132	.149
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_7. Protecting others is the most important reason to wear a mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	93 3%	29 3%	31 3%	33 3%	6 2%	20 3% ce	7 1%	48 8% abcef	6 1%	5 1%
2	(2.0)	25 1%	11 1%	8 1%	7 1%	1 *	12 2% ace	3 *	8 1% e	1 *	2 *
3	(3.0)	37 1%	14 1%	11 1%	11 1%	1 *	24 4% acdef	- -	7 1% c	3 1% c	2 *
4	(4.0)	99 3%	36 3%	38 4%	24 2%	11 3% ef	57 9% acdef	11 2%	13 2%	5 1%	3 1%
5	(5.0)	284 9%	100 10%	92 9%	92 9%	16 4%	126 21% acdef	33 5%	54 9% ac	32 6%	24 6%
6	(6.0)	263 8%	88 9%	89 8%	86 9%	34 9% cef	112 19% acdef	26 4%	59 10% cef	17 3%	16 4%
7	(7.0)	394 13%	141 14%	126 12%	128 13%	62 16% cef	121 20% cdef	63 10%	78 13% ef	36 7%	33 9%
8	(8.0)	497 16%	176 17%	178 17%	143 14%	77 20% bcf	69 11%	93 14%	124 21% bcef	81 16% b	53 14%
9	(9.0)	332 11%	96 9%	126 12%	110 11%	57 15% b	24 4%	84 13% b	66 11% b	58 11% b	44 12% b
10 - Strongly agree	(10.0)	1087 35%	350 34%	357 34%	379 37%	123 32% bd	39 7%	326 50% abd	135 23% b	268 53% abd	194 52% abd
SUM: Agree		2574 83%	851 82%	876 83%	846 83%	353 91% bd	365 61%	592 92% bd	462 78% b	460 91% bd	341 91% bd
SUM: Disagree		537 17%	189 18%	181 17%	168 17%	34 9%	238 39% acdef	54 8%	129 22% acef	47 9%	35 9%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_7. Protecting others is the most important reason to wear a mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	65	64	66	67	82	21	83	56	82	81
					bd		bd	b	bd	bd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.79	7.71	7.80	7.87	8.08	6.05	8.63	7.18	8.68	8.61
					bd		abd	b	abd	abd
Standard Deviation	2.304	2.301	2.289	2.323	1.908	2.038	1.855	2.601	1.876	1.938
Standard Error	.041	.071	.070	.073	.097	.082	.074	.107	.083	.099
Error variance	*	.01	*	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_8. Protecting myself is the most important reason to wear a mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	240 8%	78 8%	86 8%	76 7%	10 3%	27 5%	52 8% ab	67 11% abf	57 11% abf	26 7% a
2	(2.0)	91 3%	31 3%	30 3%	31 3%	4 1%	19 3% a	20 3% a	15 3%	22 4% a	11 3%
3	(3.0)	173 6%	58 6%	61 6%	54 5%	10 2%	41 7% a	29 5%	41 7% a	33 7% a	19 5%
4	(4.0)	210 7%	61 6%	80 8%	70 7%	14 4%	61 10% acdf	44 7% a	30 5%	37 7% a	24 6%
5	(5.0)	477 15%	147 14%	169 16%	161 16%	29 8%	148 25% acdef	83 13% a	88 15% a	77 15% a	51 13% a
6	(6.0)	303 10%	86 8%	105 10%	112 11% a	34 9% f	106 18% acdef	53 8% f	59 10% ef	31 6%	19 5%
7	(7.0)	398 13%	157 15% c	137 13%	104 10%	73 19% cdef	104 17% cef	56 9%	80 14% cf	51 10%	35 9%
8	(8.0)	350 11%	113 11%	123 12%	114 11%	58 15% bc	45 7%	69 11% b	78 13% b	54 11%	46 12% b
9	(9.0)	237 8%	102 10% b	60 6%	76 7%	48 12% bcde	25 4%	54 8% b	47 8% b	29 6%	34 9% b
10 - Strongly agree	(10.0)	633 20%	209 20%	207 20%	217 21%	108 28% bd	27 4%	186 29% bde	84 14% b	115 23% bd	113 30% bde
SUM: Agree		1920 62%	665 64% b	632 60%	623 61%	320 83% bcdef	306 51%	419 65% bde	349 59% b	280 55%	246 65% bde
SUM: Disagree		1191 38%	375 36%	425 40% a	391 39%	68 17%	297 49% acdf	228 35% a	242 41% acf	226 45% acf	130 35% a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_8. Protecting myself is the most important reason to wear a mask - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	23	28	20	23	65	2	30	18	11	31
		bc			bcdef		bde	be	b	bde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.44	6.54	6.31	6.46	7.57	5.62	6.78	6.07	6.16	6.94
					bcdef		bde	b	b	bde
Standard Deviation	2.765	2.760	2.759	2.775	2.271	2.075	2.933	2.812	3.037	2.890
Standard Error	.050	.086	.085	.087	.116	.084	.117	.116	.135	.148
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_9. I would tend to judge someone who isn't wearing a face mask where they should - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	249 8%	84 8%	78 7%	87 9%	12 3%	39 7%	23 4%	108 18%	41 8%	25 7%
							ac		abcef	ac	ac
2	(2.0)	62 2%	19 2%	18 2%	26 3%	8 2%	12 2%	15 2%	14 2%	10 2%	3 1%
3	(3.0)	138 4%	50 5%	44 4%	43 4%	13 3%	49 8%	16 2%	28 5%	15 3%	17 5%
							acdef		c		
4	(4.0)	157 5%	48 5%	47 4%	62 6%	13 3%	63 10%	22 3%	31 5%	18 4%	11 3%
							acdef				
5	(5.0)	385 12%	121 12%	136 13%	127 13%	30 8%	140 23%	80 12%	61 10%	41 8%	34 9%
							acdef	ae			
6	(6.0)	355 11%	124 12%	123 12%	108 11%	37 10%	116 19%	66 10%	62 10%	37 7%	37 10%
							acdef				
7	(7.0)	423 14%	143 14%	153 14%	127 13%	64 17%	88 15%	68 11%	87 15%	68 14%	48 13%
						c	c		c		
8	(8.0)	435 14%	136 13%	161 15%	139 14%	68 18%	61 10%	90 14%	83 14%	76 15%	57 15%
						b		b	b	b	b
9	(9.0)	257 8%	97 9%	90 8%	71 7%	47 12%	15 2%	69 11%	36 6%	54 11%	36 10%
						bd		bd	b	bd	bd
10 - Strongly agree	(10.0)	649 21%	218 21%	208 20%	224 22%	96 25%	21 3%	197 31%	80 14%	146 29%	109 29%
						bd		abd	b	bd	bd
SUM: Agree		2119 68%	717 69%	733 69%	669 66%	312 81%	301 50%	490 76%	349 59%	382 75%	286 76%
						bd		bd	b	bd	bd
SUM: Disagree		992 32%	323 31%	324 31%	345 34%	75 19%	303 50%	156 24%	242 41%	125 25%	90 24%
							acdef		acef		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_9. I would tend to judge someone who isn't wearing a face mask where they should - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	36	38	39	32	61	*	52	18	51	52
		c	c		cdef		d		d	d
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.66	6.68	6.71	6.59	7.39	5.47	7.39	5.80	7.18	7.22
					bd		bd	b	bd	bd
Standard Deviation	2.719	2.725	2.640	2.794	2.367	2.094	2.522	3.019	2.784	2.676
Standard Error	.049	.085	.081	.088	.121	.085	.100	.124	.123	.137
Error variance	*	.01	.01	.01	.01	.01	.01	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_10. Face masks don't protect you from catching COVID-19 - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	259	66	84	110	33	8	90	33	57	38
		8%	6%	8%	11%	9%	1%	14%	6%	11%	10%
					ab	b		abd	b	bd	bd
2	(2.0)	110	34	36	40	12	17	36	13	16	15
		4%	3%	3%	4%	3%	3%	6%	2%	3%	4%
								bde			
3	(3.0)	211	64	68	79	21	46	62	25	28	28
		7%	6%	6%	8%	5%	8%	10%	4%	6%	8%
							d	ade			d
4	(4.0)	214	64	76	74	14	59	52	29	35	26
		7%	6%	7%	7%	4%	10%	8%	5%	7%	7%
							ad	ad		a	a
5	(5.0)	493	165	178	150	29	143	113	74	78	56
		16%	16%	17%	15%	7%	24%	18%	12%	15%	15%
							acdef	ad	a	a	a
6	(6.0)	353	149	107	97	49	127	46	58	37	36
		11%	14%	10%	10%	13%	21%	7%	10%	7%	10%
			bc			ce	acdef				
7	(7.0)	378	142	124	113	51	89	61	80	56	41
		12%	14%	12%	11%	13%	15%	9%	14%	11%	11%
							c		c		
8	(8.0)	378	130	137	111	71	49	75	76	55	53
		12%	13%	13%	11%	18%	8%	12%	13%	11%	14%
						bcd		b	b		b
9	(9.0)	203	60	79	65	38	17	27	63	38	21
		7%	6%	7%	6%	10%	3%	4%	11%	7%	6%
						bcd			bcd	bc	b
10 - Strongly agree	(10.0)	511	166	169	177	70	50	84	139	106	62
		16%	16%	16%	17%	18%	8%	13%	24%	21%	16%
						bc		b	abcf	bc	b
SUM: Agree		1824	646	616	562	279	331	293	416	292	213
		59%	62%	58%	55%	72%	55%	45%	70%	58%	57%
			c			bcef	c		bcef	c	c
SUM: Disagree		1287	394	441	452	109	273	354	175	215	163
		41%	38%	42%	45%	28%	45%	55%	30%	42%	43%
					a		ad	abdef	ad	ad	ad

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CP9_10. Face masks don't protect you from catching COVID-19 - To what extent do you agree or disagree with the statements below about face masks?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	17	24	17	11	44	10	-9	41	15	13
		bc	c		bef			bef	b	
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.16	6.28	6.20	6.00	6.65	5.88	5.43	6.93	6.24	6.05
		c			bcef	c		bcef	bc	c
Standard Deviation	2.738	2.590	2.716	2.897	2.753	2.031	2.905	2.643	2.968	2.840
Standard Error	.049	.080	.084	.091	.140	.082	.116	.109	.132	.146
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2. To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	I want clear direction about what I'm allowed to do during this pandemic	We need a strong government to tell us what to do during the COVID-19 crisis	Too many people have been getting away with breaking the rules relating to COVID19	I feel powerless to protect myself against COVID19	I feel overwhelmed by all the different messages about COVID19	Governments are pretty powerless in the face of COVID19	I haven't felt the need for anyone to tell me how to protect myself from COVID19	The rules about COVID-19 are too inflexible	Politicians have too much power in telling people what to do in response to the pandemic	I am concerned that the pandemic is hitting the most disadvantaged members of society hardest	I have a responsibility to protect my fellow citizens against Covid-19, even if I'm not particularly vulnerable to the disease	Communities need to pull together to defeat the virus	I have struggled with not being able to see my family and friends as often as I like during the pandemic	I enjoyed the lack of pressure to socialise during lockdown	One of the things I've missed most during this pandemic is the excitement of new people and experiences	Life's too short to be worrying too much about COVID19	I don't think viruses pose a particularly big threat as long as I'm sensible	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	
Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
1 - Strongly disagree	(1.0)	60 2%	60 2%	63 2%	423 14%	192 6%	195 6%	222 7%	373 12%	345 11%	81 3%	58 2%	37 1%	257 8%	169 5%	310 10%	845 27%	578 19%
		l	l	l	abcefg ijklmno	abcjkl	abcjkl	abcj kl	abcefg ijklmno	abcefg ijklmn	kl	l	abcefg ijklm	abcjkl	abcefg ijklmn	abcefg ijklmnoq	abcefg ijklmno	
2	(2.0)	25 1%	17 1%	28 1%	194 6%	88 3%	84 3%	102 3%	179 6%	165 5%	35 1%	16 1%	25 1%	120 4%	74 2%	143 5%	227 7%	189 6%
					abcefg ijklmno	abcjkl	abcjkl	abcj kl	abcefg ijklmno	abcefg ijklmn	bk		abcefg ijklm	abcjkl	abcefg ijklmn	abcefg ijklmno	abcefg ijklmno	
3	(3.0)	54 2%	56 2%	59 2%	357 11%	170 5%	189 6%	222 7%	320 10%	323 10%	87 3%	45 1%	45 1%	183 6%	150 5%	239 8%	357 11%	314 10%
					abcefg ijklmno	abcjkl	abcjkl	abce jkl	abcefg ijklmno	abcefg ijklmno	abckl		abcefg ijklm	abcjkl	abcefg ijklmn	abcefg ijklmno	abcefg ijklmno	
4	(4.0)	94 3%	89 3%	107 3%	365 12%	220 7%	266 9%	291 9%	275 9%	308 10%	121 4%	94 3%	87 3%	216 7%	192 6%	254 8%	251 8%	285 9%
					abcefg ijklmnopq	abcjkl	abce ijklmn	abce ijklmn	abce ijklmn	abcejk lmnop	bl		abcefg ijklm	abcjkl	abcefg ijklmn	abcefg ijklmn	abcefg ijklmn	
5	(5.0)	349 11%	280 9%	311 10%	515 17%	491 16%	523 17%	530 17%	555 18%	521 17%	427 14%	283 9%	313 10%	415 13%	611 20%	510 16%	387 12%	484 16%
		bk			abcefg ijklmnp	abcjklmp	abcjklmp	abcj klmp	abce klmpq	abcejk lmnp	abckl		abcefg ijklm	abcjkl	abcefg ijklmnpq	abcefg ijklmnpq	abcefg ijklmnp	
6	(6.0)	328 11%	275 9%	326 10%	403 13%	438 14%	427 14%	392 13%	362 12%	361 12%	377 12%	333 11%	326 10%	383 12%	357 11%	391 13%	278 9%	335 11%
		bp		bp	abcefg ijklmnpq	abcefg ijklmnpq	abcefg ijklmnpq	abcefg ijklmnpq	abcefg ijklmnpq	abcefg ijklmnpq	bcjp	bp	bp	abcefg ijklmnpq	abcefg ijklmnpq	abcefg ijklmnpq	abcefg ijklmnpq	
7	(7.0)	466 15%	453 15%	410 13%	320 10%	493 16%	508 16%	372 12%	343 11%	358 12%	483 16%	431 14%	476 15%	454 15%	391 13%	388 12%	285 9%	345 11%
		cdgh inopq	dghinopq	dhipq	cdgh knopq	cdghik nopq	cdghik nopq	dp	p	p	cdghinopq	dghipq	cdghinopq	dghinopq	dp	dp	dp	p
8	(8.0)	573 18%	509 16%	474 15%	255 8%	439 14%	384 12%	355 11%	296 10%	300 10%	539 17%	511 16%	559 18%	395 13%	399 13%	367 12%	200 6%	255 8%
		bcefg ikmnopq	defghi mnopq	dfghi mnopq	p	dfghinopq	dhipq	dhipq	p	dpq	cdefghim nopq	defghi mnopq	cdefgh imnopq	dhipq	dhipq	dhipq	p	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2. To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	I want clear direction about what I'm allowed to do during this pandemic	We need a strong government to tell us what to do during the COVID-19 crisis	Too many people have been getting away with breaking the rules relating to COVID19	I feel powerless to protect myself against COVID19	I feel overwhelmed by all the different messages about COVID19	Governments are pretty powerless in the face of COVID19	I haven't felt the need for anyone to tell me how to protect myself from COVID19	The rules about COVID-19 are too inflexible	Politicians have too much power in telling people what to do in response to the pandemic	I am concerned that the pandemic is hitting the most disadvantaged members of society hardest	I have a responsibility to protect my fellow citizens against Covid-19, even if I'm not particularly vulnerable to the disease	Communities need to pull together to defeat the virus	I have struggled with not being able to see my family and friends as often as I like during the pandemic	I enjoyed the lack of pressure to socialise during lockdown	One of the things I've missed during this pandemic is the excitement of new people and experiences	Life's too short to be worrying too much about COVID19	I don't think viruses pose a particularly big threat as long as I'm sensible	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	
Significance Level: 95%																		
Unweighted Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	
Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
9	(9.0)	332	410	321	97	190	179	192	133	129	305	329	347	213	248	203	100	119
		11%	13%	10%	3%	6%	6%	6%	4%	4%	10%	11%	11%	7%	8%	7%	3%	4%
		defghi mnopq	acdefghi jklmnopq	defghi mnopq		dhipq	dhipq	dhipq	dp	d	defghimnopq	defghi mnopq	defghi mnopq	dhipq	defg hiopq	dhipq		
10 - Strongly agree	(10.0)	829	962	1013	182	389	356	433	274	300	656	1012	896	475	518	306	180	208
		27%	31%	33%	6%	13%	11%	14%	9%	10%	21%	33%	29%	15%	17%	10%	6%	7%
		defghi jmnopq	acdefgh ijmnopq	acdefghi jlmnopq		dhiopq	dhiopq	dghi opq	dpq	dpq	defghimnopq	acdefghi jlmnopq	defghi jmnopq	defh iopq	defg hiopq	dpq		
SUM: Agree		2528	2609	2544	1256	1950	1854	1745	1408	1449	2360	2615	2604	1919	1915	1655	1044	1261
		81%	84%	82%	40%	63%	60%	56%	45%	47%	76%	84%	84%	62%	62%	53%	34%	41%
		defghi jmnopq	acdefgh ijmnopq	defghi jmnopq	p	dfghiopq	dghiopq	dhiopq	dpq	dpq	defghimnopq	acdefgh ijmnopq	acdefgh ijmnopq	dghiopq	dghiopq	dhipq		p
SUM: Disagree		583	502	567	1855	1161	1257	1366	1703	1662	751	496	507	1192	1196	1456	2067	1850
		19%	16%	18%	60%	37%	40%	44%	55%	53%	24%	16%	16%	38%	38%	47%	66%	59%
		bkl		bkl	abcefg ijklmno	abcjkl	abcejkl	abcef jklmn	abcefg jklmno	abcefg jklmno	abckl			abcjkl	abcjkl	abcefg jklmn	abcdefgh ijklmnoq	abcefg ijklmno
NET: Agree		63	68	64	-19	25	19	12	-9	-7	52	68	67	23	23	6	-33	-19
		efgj mno	acefgjmno	efgjmn		fgno	go	o			efgmno	acefgjmno	acefgjmno	fgo	fgo			
Base for stats		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Mean Score		7.55	7.79	7.69	4.92	6.24	6.10	6.03	5.29	5.38	7.17	7.78	7.71	6.20	6.46	5.71	4.27	4.84
		defghi jmnopq	acdefgh ijmnopq	acdefgh ijmnopq	p	dfghiopq	dhiopq	dhiopq	dpq	dpq	defghimnopq	acdefgh ijmnopq	acdefgh ijmnopq	dghiopq	defgh imopq	dhipq		p
Standard Deviation		2.171	2.165	2.257	2.559	2.479	2.460	2.618	2.675	2.674	2.264	2.164	2.082	2.702	2.536	2.661	2.830	2.749
Standard Error		.039	.039	.040	.046	.044	.044	.047	.048	.048	.041	.039	.037	.048	.045	.048	.051	.049
Error variance		*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_1. I want clear direction about what I'm allowed to do during this pandemic - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	60	16	21	23	-	11	18	28	1	3
		2%	2%	2%	2%	-	2%	3%	5%	*	1%
							ae	aef	abef		
2	(2.0)	25	5	10	10	1	14	7	1	1	1
		1%	1%	1%	1%	*	2%	1%	*	*	*
							adef	d			
3	(3.0)	54	11	32	11	4	23	9	10	4	3
		2%	1%	3%	1%	1%	4%	1%	2%	1%	1%
				ac			acdef				
4	(4.0)	94	24	29	41	4	41	21	17	2	9
		3%	2%	3%	4%	1%	7%	3%	3%	*	2%
				a			acdef	ae	e		e
5	(5.0)	349	131	118	100	25	167	48	74	14	21
		11%	13%	11%	10%	7%	28%	7%	13%	3%	5%
			c			e	acdef	e	acef		e
6	(6.0)	328	116	111	101	34	120	51	74	24	26
		11%	11%	10%	10%	9%	20%	8%	12%	5%	7%
						e	acdef	e	cef		
7	(7.0)	466	167	153	147	69	110	90	109	53	35
		15%	16%	14%	14%	18%	18%	14%	18%	10%	9%
						ef	cef	f	cef		
8	(8.0)	573	194	201	177	103	75	125	95	97	77
		18%	19%	19%	17%	26%	12%	19%	16%	19%	21%
						bcd		b		b	b
9	(9.0)	332	107	108	116	53	20	77	56	67	57
		11%	10%	10%	11%	14%	3%	12%	9%	13%	15%
						bd		b	b	bd	bd
10 - Strongly agree	(10.0)	829	268	273	289	94	22	199	127	243	144
		27%	26%	26%	28%	24%	4%	31%	21%	48%	38%
						b		abd	b	abcd	abcd
SUM: Agree		2528	853	846	830	353	348	542	461	485	340
		81%	82%	80%	82%	91%	58%	84%	78%	96%	90%
						bcd		bd	b	abcd	bcd
SUM: Disagree		583	187	211	184	35	256	104	130	22	36
		19%	18%	20%	18%	9%	42%	16%	22%	4%	10%
						e	acdef	aef	acef		e

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_1. I want clear direction about what I'm allowed to do during this pandemic - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	63	64	60	64	82	15	68	56	91	81
					bcd		bd	b	abcdf	bcd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.55	7.57	7.47	7.61	7.96	5.97	7.75	7.17	8.73	8.33
					bd		bd	b	abcdf	abcd
Standard Deviation	2.171	2.064	2.227	2.216	1.663	1.807	2.254	2.312	1.588	1.855
Standard Error	.039	.064	.068	.070	.085	.073	.090	.095	.070	.095
Error variance	*	*	*	*	.01	.01	.01	.01	*	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_2. We need a strong government to tell us what to do during the COVID-19 crisis - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	60	20	23	18	-	13	7	33	3	3
		2%	2%	2%	2%	-	2%	1%	6%	1%	1%
							ae	a	abcef		
2	(2.0)	17	3	8	6	-	5	2	4	4	2
		1%	*	1%	1%	-	1%	*	1%	1%	1%
3	(3.0)	56	20	20	15	5	32	3	12	3	-
		2%	2%	2%	2%	1%	5%	*	2%	1%	-
						f	acdef		cf		
4	(4.0)	89	22	46	21	9	47	7	20	5	2
		3%	2%	4%	2%	2%	8%	1%	3%	1%	*
				ac		f	acdef		cef		
5	(5.0)	280	101	98	80	17	137	42	50	15	18
		9%	10%	9%	8%	4%	23%	7%	8%	3%	5%
							acdef	e	aef		
6	(6.0)	275	100	81	94	28	132	24	56	20	15
		9%	10%	8%	9%	7%	22%	4%	9%	4%	4%
						ce	acdef		cef		
7	(7.0)	453	167	146	140	74	120	71	102	54	33
		15%	16%	14%	14%	19%	20%	11%	17%	11%	9%
						cef	cef		cef		
8	(8.0)	509	176	165	168	80	67	113	96	74	79
		16%	17%	16%	17%	21%	11%	17%	16%	15%	21%
						be		b	b		be
9	(9.0)	410	124	138	147	56	25	114	72	73	70
		13%	12%	13%	14%	14%	4%	18%	12%	14%	19%
						b		bd	b	b	bd
10 - Strongly agree	(10.0)	962	308	330	325	118	26	263	146	254	155
		31%	30%	31%	32%	30%	4%	41%	25%	50%	41%
						b		abd	b	abcdf	abd
SUM: Agree		2609	875	861	873	356	369	585	472	475	351
		84%	84%	81%	86%	92%	61%	91%	80%	94%	93%
					b	bd		bd	b	bcd	bd
SUM: Disagree		502	165	196	141	32	234	61	119	31	25
		16%	16%	19%	14%	8%	39%	9%	20%	6%	7%
				c			acdef	e	acef		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_2. We need a strong government to tell us what to do during the COVID-19 crisis - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	68	68	63	72	83	22	81	60	88	87
		b		ab	bd		bd	b	bcd	bcd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.79	7.74	7.71	7.91	8.11	6.04	8.45	7.33	8.70	8.58
				b	bd		abd	b	abcd	abd
Standard Deviation	2.165	2.123	2.261	2.101	1.724	1.839	1.839	2.457	1.772	1.704
Standard Error	.039	.066	.070	.066	.088	.074	.073	.101	.079	.087
Error variance	*	*	*	*	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_3. Too many people have been getting away with breaking the rules relating to COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	63 2%	24 2%	14 1%	25 2%	4 1%	13 2%	5 1%	32 5%	6 1%	2 1%
					b				abcef		
2	(2.0)	28 1%	12 1%	9 1%	6 1%	2 1%	14 2%	3 1%	6 1%	1 *	1 *
							acef				
3	(3.0)	59 2%	25 2%	17 2%	17 2%	- -	28 5%	12 2%	10 2%	4 1%	5 1%
							acdef	a	a		a
4	(4.0)	107 3%	34 3%	37 3%	36 4%	11 3%	51 8%	10 2%	18 3%	8 2%	9 2%
							acdef				
5	(5.0)	311 10%	100 10%	111 10%	101 10%	20 5%	143 24%	44 7%	65 11%	21 4%	17 5%
							acdef		acef		
6	(6.0)	326 10%	124 12%	111 11%	91 9%	31 8%	147 24%	55 9%	52 9%	22 4%	18 5%
			c			e	acdef	ef	ef		
7	(7.0)	410 13%	130 13%	142 13%	137 14%	64 16%	103 17%	76 12%	91 15%	46 9%	30 8%
						cef	cef		ef		
8	(8.0)	474 15%	169 16%	152 14%	153 15%	90 23%	54 9%	106 16%	110 19%	63 12%	51 14%
						bcef		b	bef		b
9	(9.0)	321 10%	102 10%	109 10%	111 11%	59 15%	25 4%	76 12%	56 9%	56 11%	48 13%
						bd		b	b	b	b
10 - Strongly agree	(10.0)	1013 33%	320 31%	355 34%	338 33%	106 27%	25 4%	258 40%	151 26%	279 55%	194 51%
						b		abd	b	abccd	abccd
SUM: Agree		2544 82%	845 81%	869 82%	829 82%	349 90%	354 59%	572 88%	460 78%	466 92%	342 91%
						bd		bd	b	bcd	bd
SUM: Disagree		567 18%	195 19%	188 18%	185 18%	38 10%	249 41%	74 12%	131 22%	40 8%	34 9%
							acdef	e	acef		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_3. Too many people have been getting away with breaking the rules relating to COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	64	63	64	64	80	17	77	56	84	82
					bd		bd	b	bcd	bd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.69	7.58	7.75	7.73	7.99	5.89	8.18	7.30	8.71	8.63
					bd		bd	b	abcd	abcd
Standard Deviation	2.257	2.300	2.193	2.277	1.849	1.863	2.012	2.464	1.885	1.894
Standard Error	.040	.071	.067	.071	.094	.075	.080	.101	.084	.097
Error variance	*	.01	*	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_4. I feel powerless to protect myself against COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	423	119	161	144	17	21	174	120	51	40
		14%	11%	15%	14%	4%	3%	27%	20%	10%	11%
				a				abdef	abef	ab	ab
2	(2.0)	194	62	72	60	5	25	70	43	26	25
		6%	6%	7%	6%	1%	4%	11%	7%	5%	7%
							a	abdef	ab	a	a
3	(3.0)	357	112	121	124	13	37	120	75	58	55
		11%	11%	11%	12%	3%	6%	19%	13%	11%	15%
								abde	ab	ab	ab
4	(4.0)	365	126	113	126	21	63	97	78	67	39
		12%	12%	11%	12%	5%	10%	15%	13%	13%	10%
							a	abf	a	a	a
5	(5.0)	515	173	169	173	35	173	83	98	77	49
		17%	17%	16%	17%	9%	29%	13%	17%	15%	13%
							acdef		a	a	
6	(6.0)	403	137	134	132	44	131	45	81	59	44
		13%	13%	13%	13%	11%	22%	7%	14%	12%	12%
						c	acdef		c	c	c
7	(7.0)	320	111	103	105	73	74	29	38	59	48
		10%	11%	10%	10%	19%	12%	4%	6%	12%	13%
						bcdef	cd			cd	cd
8	(8.0)	255	83	101	70	77	52	15	35	46	30
		8%	8%	10%	7%	20%	9%	2%	6%	9%	8%
				c		bcdef	c		c	c	c
9	(9.0)	97	40	33	23	43	17	3	7	14	12
		3%	4%	3%	2%	11%	3%	*	1%	3%	3%
			c			bcdef	cd			c	cd
10 - Strongly agree	(10.0)	182	77	50	56	61	12	10	16	50	33
		6%	7%	5%	5%	16%	2%	2%	3%	10%	9%
			b			bcdef				bcd	bcd
SUM: Agree		1256	448	421	387	297	285	102	177	227	167
		40%	43%	40%	38%	77%	47%	16%	30%	45%	44%
			c			bcdef	cd		c	cd	cd
SUM: Disagree		1855	592	636	627	90	318	544	414	279	209
		60%	57%	60%	62%	23%	53%	84%	70%	55%	56%
					a		a	abdef	abef	a	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_4. I feel powerless to protect myself against COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-19	-14	-20	-24	53	-5	-68	-40	-10	-11
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	4.92	5.14	4.82	4.80	6.99	5.45	3.40	4.21	5.30	5.15
		bc			bcdef	cdf		c	cd	cd
Standard Deviation	2.559	2.577	2.578	2.507	2.327	1.872	2.133	2.392	2.628	2.658
Standard Error	.046	.080	.079	.079	.119	.076	.085	.098	.116	.136
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_5. I feel overwhelmed by all the different messages about COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	192	65	70	57	4	14	119	31	8	16
		6%	6%	7%	6%	1%	2%	18%	5%	2%	4%
								abdef	abe		ae
2	(2.0)	88	26	32	30	1	10	47	13	5	11
		3%	2%	3%	3%	*	2%	7%	2%	1%	3%
							a	abdef	a		ae
3	(3.0)	170	47	57	66	11	26	90	15	5	23
		5%	4%	5%	7%	3%	4%	14%	3%	1%	6%
					a	e	e	abdef			ade
4	(4.0)	220	80	72	68	18	62	71	40	9	20
		7%	8%	7%	7%	5%	10%	11%	7%	2%	5%
						e	edef	edef	e		e
5	(5.0)	491	155	170	167	29	151	121	91	34	65
		16%	15%	16%	16%	7%	25%	19%	15%	7%	17%
							acdef	ae	ae		ae
6	(6.0)	438	147	148	142	37	146	62	86	52	54
		14%	14%	14%	14%	10%	24%	10%	15%	10%	14%
							acdef		ace		ac
7	(7.0)	493	185	156	152	61	104	69	110	78	71
		16%	18%	15%	15%	16%	17%	11%	19%	15%	19%
						c	c		c	c	c
8	(8.0)	439	139	157	143	99	58	42	83	104	52
		14%	13%	15%	14%	26%	10%	7%	14%	21%	14%
						bcd	c		bc	bcd	bc
9	(9.0)	190	63	66	62	45	17	4	37	56	31
		6%	6%	6%	6%	12%	3%	1%	6%	11%	8%
						bcd	c		bc	bcd	bc
10 - Strongly agree	(10.0)	389	134	128	127	84	14	20	84	155	32
		13%	13%	12%	13%	22%	2%	3%	14%	31%	9%
						bcd			bcf	abcd	bc
SUM: Agree		1950	668	656	626	326	340	197	401	445	240
		63%	64%	62%	62%	84%	56%	31%	68%	88%	64%
						bcd	c		bc	bcd	bc
SUM: Disagree		1161	372	401	388	61	263	449	190	61	136
		37%	36%	38%	38%	16%	44%	69%	32%	12%	36%
							edef	abdef	ae		ae

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_5. I feel overwhelmed by all the different messages about COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	25	29	24	23	68	13	-39	36	76	28
		bc			bdf			bf	abdf	b
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.24	6.29	6.21	6.22	7.58	5.78	4.34	6.51	7.87	6.26
					bcd	c		bc	abcd	bc
Standard Deviation	2.479	2.458	2.504	2.476	1.989	1.749	2.414	2.381	2.041	2.294
Standard Error	.044	.076	.077	.078	.101	.071	.096	.098	.090	.118
Error variance	*	.01	.01	.01	.01	*	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_6. Governments are pretty powerless in the face of COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	195	65	70	60	5	10	82	23	55	20
		6%	6%	7%	6%	1%	2%	13%	4%	11%	5%
								abdf	ab	abdf	ab
2	(2.0)	84	29	28	27	9	19	17	11	19	9
		3%	3%	3%	3%	2%	3%	3%	2%	4%	2%
3	(3.0)	189	55	74	61	12	24	60	26	52	15
		6%	5%	7%	6%	3%	4%	9%	4%	10%	4%
								abdf		abdf	
4	(4.0)	266	80	85	100	15	71	72	36	41	31
		9%	8%	8%	10%	4%	12%	11%	6%	8%	8%
							ade	ad		a	a
5	(5.0)	523	160	178	185	30	166	116	99	51	62
		17%	15%	17%	18%	8%	27%	18%	17%	10%	16%
							acdef	ae	ae		ae
6	(6.0)	427	150	134	143	42	110	81	96	45	52
		14%	14%	13%	14%	11%	18%	13%	16%	9%	14%
							ace		ae		e
7	(7.0)	508	192	175	142	83	98	95	101	74	57
		16%	18%	17%	14%	21%	16%	15%	17%	15%	15%
			c			bcef					
8	(8.0)	384	131	133	120	75	60	74	70	51	53
		12%	13%	13%	12%	19%	10%	12%	12%	10%	14%
						bcdef					b
9	(9.0)	179	55	71	53	47	19	17	38	33	24
		6%	5%	7%	5%	12%	3%	3%	6%	7%	6%
						bcdef			bc	bc	bc
10 - Strongly agree	(10.0)	356	123	109	124	70	27	31	90	85	53
		11%	12%	10%	12%	18%	4%	5%	15%	17%	14%
						bc			bc	bc	bc
SUM: Agree		1854	650	622	582	318	314	298	395	289	239
		60%	63%	59%	57%	82%	52%	46%	67%	57%	64%
			c			bcdef	c		bce	c	bce
SUM: Disagree		1257	390	435	432	70	289	348	196	217	137
		40%	37%	41%	43%	18%	48%	54%	33%	43%	36%
					a		adf	abdef	a	adf	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_6. Governments are pretty powerless in the face of COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	19	25	18	15	64	4	-8	34	14	27
		bc			bdef			bef	b	be
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.10	6.18	6.05	6.06	7.29	5.80	5.22	6.51	5.96	6.38
					bcdef	c		bce	c	bce
Standard Deviation	2.460	2.447	2.475	2.460	2.123	1.876	2.469	2.350	2.917	2.441
Standard Error	.044	.076	.076	.077	.108	.076	.098	.097	.129	.125
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_7. I haven't felt the need for anyone to tell me how to protect myself from COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	222 7%	76 7%	79 7%	67 7%	14 4% d	11 2%	82 13% abd	8 1%	68 13% abd	38 10% abd
2	(2.0)	102 3%	38 4%	28 3%	35 3%	11 3% d	11 2%	30 5% bd	5 1%	33 6% abdf	12 3% d
3	(3.0)	222 7%	63 6%	74 7%	85 8% a	12 3%	37 6% ad	60 9% abd	14 2%	64 13% abd	33 9% ad
4	(4.0)	291 9%	109 10% c	103 10%	80 8%	16 4%	90 15% adef	73 11% ad	24 4%	53 11% ad	35 9% ad
5	(5.0)	530 17%	188 18%	174 16%	168 17%	35 9%	169 28% acdef	101 16% a	87 15% a	84 17% a	54 14% a
6	(6.0)	392 13%	130 13%	137 13%	125 12%	45 12%	127 21% acdef	56 9%	78 13% cf	55 11%	31 8%
7	(7.0)	372 12%	127 12%	126 12%	120 12%	63 16% cef	78 13% c	55 9%	85 14% ce	50 10%	40 11%
8	(8.0)	355 11%	114 11%	118 11%	123 12%	73 19% bce	39 7%	56 9%	104 18% bce	31 6%	52 14% bce
9	(9.0)	192 6%	64 6%	68 6%	60 6%	44 11% bcef	23 4%	36 6% e	54 9% bcef	14 3%	21 6% e
10 - Strongly agree	(10.0)	433 14%	132 13%	151 14%	151 15%	74 19% be	18 3%	97 15% be	132 22% bcef	54 11% b	59 16% be
SUM: Agree		1745 56%	567 55%	600 57%	578 57%	300 77% bcef	285 47% e	300 46% e	453 77% bcef	204 40%	203 54% bce
SUM: Disagree		1366 44%	473 45%	457 43%	436 43%	88 23%	318 53% adf	347 54% adf	138 23%	303 60% abcdf	173 46% ad

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_7. I haven't felt the need for anyone to tell me how to protect myself from COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	12	9	13	14	55	-5	-7	53	-20	8
			a	a	f			f		
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.03	5.95	6.06	6.09	7.09	5.57	5.54	7.26	5.04	5.94
			bcef	bcef	bcef	e	e	bcef	bcef	bce
Standard Deviation	2.618	2.588	2.627	2.639	2.391	1.786	2.918	2.157	2.740	2.841
Standard Error	.047	.080	.081	.083	.122	.072	.116	.089	.121	.146
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_8. The rules about COVID-19 are too inflexible - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	373	113	146	115	12	14	153	46	91	57
		12%	11%	14%	11%	3%	2%	24%	8%	18%	15%
				a				abdef	ab	abd	abd
2	(2.0)	179	51	63	65	5	21	63	15	44	31
		6%	5%	6%	6%	1%	3%	10%	3%	9%	8%
							a	abd		abd	abd
3	(3.0)	320	91	114	116	10	39	116	43	58	55
		10%	9%	11%	11%	3%	6%	18%	7%	11%	15%
					a		a	abde	a	abd	abd
4	(4.0)	275	108	83	84	24	60	73	44	47	27
		9%	10%	8%	8%	6%	10%	11%	7%	9%	7%
			b				a	adf			
5	(5.0)	555	190	183	182	44	175	94	117	68	58
		18%	18%	17%	18%	11%	29%	15%	20%	13%	15%
							acdef		ace		
6	(6.0)	362	107	126	130	38	140	42	87	28	26
		12%	10%	12%	13%	10%	23%	7%	15%	6%	7%
						e	acdef		acef		
7	(7.0)	343	112	131	100	70	83	36	88	32	34
		11%	11%	12%	10%	18%	14%	6%	15%	6%	9%
						cef	cef		cef		c
8	(8.0)	296	118	87	91	66	38	43	62	43	43
		10%	11%	8%	9%	17%	6%	7%	11%	8%	12%
			b			bcdef			bc		bc
9	(9.0)	133	57	40	36	54	20	6	21	16	15
		4%	6%	4%	4%	14%	3%	1%	4%	3%	4%
			c			bcdef	c		c	c	c
10 - Strongly agree	(10.0)	274	93	85	95	65	13	19	67	80	30
		9%	9%	8%	9%	17%	2%	3%	11%	16%	8%
						bcdf			bc	bcdf	bc
SUM: Agree		1408	487	469	452	293	295	147	326	199	149
		45%	47%	44%	45%	76%	49%	23%	55%	39%	39%
						bcdef	cef		bcef	c	c
SUM: Disagree		1703	553	588	562	95	308	499	265	307	228
		55%	53%	56%	55%	24%	51%	77%	45%	61%	61%
							ad	abdef	a	abd	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_8. The rules about COVID-19 are too inflexible - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-9	-6	-11	-11	51	-2	-55	10	-21	-21
					d					
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.29	5.47	5.14	5.25	7.10	5.51	3.85	5.86	5.05	4.94
		b			bcdef	cef		bcef	c	c
Standard Deviation	2.675	2.664	2.685	2.668	2.272	1.788	2.447	2.488	3.125	2.817
Standard Error	.048	.083	.083	.084	.116	.072	.097	.102	.139	.144
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_9. Politicians have too much power in telling people what to do in response to the pandemic - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	345	115	129	101	8	12	179	24	65	58
		11%	11%	12%	10%	2%	2%	28%	4%	13%	15%
								abdef	b	abd	abd
2	(2.0)	165	52	63	51	8	16	65	11	30	35
		5%	5%	6%	5%	2%	3%	10%	2%	6%	9%
								abde		abd	abde
3	(3.0)	323	96	107	120	16	33	136	37	51	49
		10%	9%	10%	12%	4%	6%	21%	6%	10%	13%
					a			abdef		abd	abd
4	(4.0)	308	106	97	105	17	77	81	46	47	39
		10%	10%	9%	10%	4%	13%	13%	8%	9%	10%
							ad	ad	a	a	a
5	(5.0)	521	179	177	165	35	162	86	87	96	55
		17%	17%	17%	16%	9%	27%	13%	15%	19%	15%
							acdef	a	a	ac	a
6	(6.0)	361	117	131	113	46	134	37	69	38	37
		12%	11%	12%	11%	12%	22%	6%	12%	8%	10%
						ce	acdef		ce		c
7	(7.0)	358	119	122	117	63	88	29	95	50	34
		12%	11%	12%	12%	16%	15%	4%	16%	10%	9%
						cef	cef		cef	c	c
8	(8.0)	300	111	102	87	80	38	16	87	44	36
		10%	11%	10%	9%	21%	6%	3%	15%	9%	10%
						bcdef	c		bcef	c	c
9	(9.0)	129	43	39	46	47	20	7	26	18	12
		4%	4%	4%	5%	12%	3%	1%	4%	4%	3%
						bcdef	c		c	c	c
10 - Strongly agree	(10.0)	300	102	90	108	70	23	10	108	68	21
		10%	10%	9%	11%	18%	4%	2%	18%	13%	6%
						bcf	c		bcef	bcf	c
SUM: Agree		1449	493	484	472	305	303	99	385	217	140
		47%	47%	46%	47%	79%	50%	15%	65%	43%	37%
						bcdef	cef		bcef	c	c
SUM: Disagree		1662	547	573	542	83	300	547	206	289	236
		53%	53%	54%	53%	21%	50%	85%	35%	57%	63%
							ad	abdef	a	abd	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_9. Politicians have too much power in telling people what to do in response to the pandemic - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-7	-5	-8	-7	57	1	-69	30	-14	-26
					bd			b		
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.38	5.44	5.26	5.43	7.17	5.63	3.39	6.55	5.35	4.71
					bcdef	cef		bcef	cf	c
Standard Deviation	2.674	2.673	2.665	2.682	2.243	1.836	2.176	2.476	2.853	2.656
Standard Error	.048	.083	.082	.084	.114	.074	.087	.102	.126	.136
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_10. I am concerned that the pandemic is hitting the most disadvantaged members of society hardest - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	81 3%	27 3%	23 2%	31 3%	1 *	11 2% a	24 4% abef	35 6% abef	5 1%	4 1%
2	(2.0)	35 1%	8 1%	9 1%	18 2% a	2 1%	19 3% acdef	8 1% d	1 *	1 *	3 1%
3	(3.0)	87 3%	40 4% b	22 2%	24 2%	8 2%	31 5% adef	25 4% ef	13 2%	4 1%	6 1%
4	(4.0)	121 4%	33 3%	54 5% a	35 3%	6 2%	48 8% acef	12 2%	33 6% acef	12 2%	9 2%
5	(5.0)	427 14%	132 13%	149 14%	145 14%	26 7% e	159 26% acdef	109 17% aef	82 14% aef	18 3%	34 9% e
6	(6.0)	377 12%	126 12%	129 12%	122 12%	36 9% e	125 21% acdef	69 11% e	85 14% aef	28 5%	34 9% e
7	(7.0)	483 16%	179 17% c	165 16%	139 14%	61 16% e	125 21% def	109 17% e	91 15% e	49 10%	47 13%
8	(8.0)	539 17%	187 18%	184 17%	168 17%	95 24% bcde	46 8%	115 18% b	110 19% b	93 18% b	79 21% b
9	(9.0)	305 10%	98 9%	108 10%	99 10%	59 15% bcd	19 3%	62 10% b	53 9% b	71 14% bcd	40 11% b
10 - Strongly agree	(10.0)	656 21%	209 20%	215 20%	232 23%	92 24% bcd	18 3%	113 17% b	87 15% b	225 44% abcd	121 32% abcd
SUM: Agree		2360 76%	800 77%	800 76%	760 75%	344 89% bcd	335 55%	468 72% b	426 72% b	467 92% bcd	321 85% bcd
SUM: Disagree		751 24%	240 23%	257 24%	254 25%	44 11%	269 45% acdef	179 28% aef	165 28% aef	40 8%	55 15% e

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_10. I am concerned that the pandemic is hitting the most disadvantaged members of society hardest - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	52	54	51	50	77	11	45	44	84	71
					bcd		b	b	abcd	bcd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.17	7.15	7.17	7.17	7.85	5.78	6.95	6.76	8.50	7.88
					bcd		b	b	abcd	bcd
Standard Deviation	2.264	2.239	2.202	2.354	1.841	1.809	2.318	2.365	1.853	2.059
Standard Error	.041	.069	.068	.074	.094	.073	.092	.097	.082	.105
Error variance	*	*	*	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_11. I have a responsibility to protect my fellow citizens against Covid-19, even if I'm not particularly vulnerable to the disease - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	58 2%	15 1%	23 2%	21 2%	2 *	13 2% ace	5 1%	31 5% abcef	2 *	4 1%
2	(2.0)	16 1%	7 1%	5 *	4 *	- -	8 1% ac	1 *	4 1%	2 *	2 *
3	(3.0)	45 1%	16 1%	18 2%	11 1%	- -	26 4% acdef	4 1%	8 1% a	4 1%	3 1%
4	(4.0)	94 3%	28 3%	29 3%	37 4%	10 3%	42 7% acdef	8 1%	24 4% cef	7 1%	4 1%
5	(5.0)	283 9%	91 9%	100 9%	92 9%	22 6% ce	152 25% acdef	18 3%	61 10% acef	15 3%	15 4%
6	(6.0)	333 11%	119 11%	116 11%	98 10%	30 8% ce	162 27% acdef	30 5%	74 12% acef	21 4%	16 4%
7	(7.0)	431 14%	138 13%	150 14%	142 14%	82 21% cef	98 16% cef	62 10%	101 17% cef	54 11%	34 9%
8	(8.0)	511 16%	192 18%	162 15%	156 15%	82 21% bce	63 10%	104 16% b	111 19% be	73 14% b	77 21% be
9	(9.0)	329 11%	114 11%	106 10%	110 11%	52 13% b	20 3%	89 14% b	61 10% b	62 12% b	46 12% b
10 - Strongly agree	(10.0)	1012 33%	320 31%	350 33%	343 34%	108 28% bd	18 3%	326 50% abd	117 20% b	268 53% abd	176 47% abd
SUM: Agree		2615 84%	883 85%	883 84%	849 84%	353 91% bd	361 60%	611 94% abd	463 78% b	477 94% bd	349 93% bd
SUM: Disagree		496 16%	157 15%	174 16%	165 16%	34 9% c	242 40% acdef	36 6%	128 22% acef	29 6%	27 7%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_11. I have a responsibility to protect my fellow citizens against Covid-19, even if I'm not particularly vulnerable to the disease - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	68	70	67	67	82 bd	20	89 abd	57 b	88 abd	86 bd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.78	7.78	7.75	7.81	8.01 bd	5.90	8.73 abd	7.13 b	8.76 abd	8.58 abd
Standard Deviation	2.164	2.101	2.206	2.186	1.714	1.747	1.715	2.353	1.711	1.816
Standard Error	.039	.065	.068	.069	.087	.071	.068	.097	.076	.093
Error variance	*	*	*	*	.01	*	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_12. Communities need to pull together to defeat the virus - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	37 1%	11 1%	13 1%	12 1%	2 1%	9 2% ce	1 *	20 3% abcef	1 *	3 1%
2	(2.0)	25 1%	6 1%	11 1%	8 1%	2 1% c	20 3% acdef	- -	2 *	- -	1 *
3	(3.0)	45 1%	19 2%	15 1%	12 1%	2 1%	25 4% acdef	7 1%	5 1%	5 1%	1 *
4	(4.0)	87 3%	30 3%	36 3% c	20 2%	9 2% f	48 8% acdef	6 1%	18 3% cef	5 1%	1 *
5	(5.0)	313 10%	98 9%	118 11%	97 10%	19 5%	148 24% acdef	23 4%	81 14% acef	28 6%	14 4%
6	(6.0)	326 10%	110 11%	105 10%	112 11%	24 6%	144 24% acdef	31 5%	77 13% acef	31 6%	19 5%
7	(7.0)	476 15%	166 16%	160 15%	151 15%	61 16% f	112 19% cef	82 13%	112 19% cef	70 14%	38 10%
8	(8.0)	559 18%	178 17%	199 19%	182 18%	88 23% b	63 10%	128 20% b	110 19% b	92 18% b	78 21% b
9	(9.0)	347 11%	121 12%	111 11%	114 11%	66 17% bde	12 2%	101 16% bd	51 9% b	60 12% b	56 15% bd
10 - Strongly agree	(10.0)	896 29%	302 29%	288 27%	306 30%	113 29% bd	22 4%	268 41% abd	114 19% b	215 43% abd	164 43% abd
SUM: Agree		2604 84%	876 84%	863 82%	865 85% b	353 91% bd	353 59%	609 94% bd	465 79% b	468 92% bd	355 94% bd
SUM: Disagree		507 16%	164 16%	194 18% c	149 15%	34 9%	250 41% acdef	37 6%	126 21% acef	39 8%	21 6%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_12. Communities need to pull together to defeat the virus - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	67	69	63	71	82	17	88	57	85	89
		b		b	bd		abd	b	bd	abd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.71	7.73	7.61	7.79	8.13	5.87	8.55	7.19	8.44	8.59
				b	bd		abd	b	abd	abd
Standard Deviation	2.082	2.068	2.118	2.058	1.776	1.788	1.627	2.151	1.737	1.694
Standard Error	.037	.064	.065	.065	.091	.072	.065	.088	.077	.087
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_13. I have struggled with not being able to see my family and friends as often as I like during the pandemic - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	257 8%	68 7%	101 10%	88 9%	5 1%	20 3%	76 12%	64 11%	55 11%	36 10%
				a				ab	ab	ab	ab
2	(2.0)	120 4%	33 3%	41 4%	46 5%	7 2%	19 3%	43 7%	14 2%	16 3%	21 6%
								abde			ad
3	(3.0)	183 6%	57 5%	56 5%	70 7%	10 3%	42 7%	44 7%	39 7%	23 5%	26 7%
							a	a	a		a
4	(4.0)	216 7%	77 7%	70 7%	69 7%	10 3%	53 9%	43 7%	58 10%	25 5%	27 7%
							ae	a	ace		a
5	(5.0)	415 13%	151 15%	144 14%	119 12%	30 8%	121 20%	104 16%	79 13%	45 9%	36 10%
							adef	aef	ae		
6	(6.0)	383 12%	133 13%	119 11%	131 13%	34 9%	139 23%	60 9%	77 13%	35 7%	37 10%
							acdef		ace		
7	(7.0)	454 15%	155 15%	168 16%	131 13%	66 17%	108 18%	85 13%	70 12%	71 14%	55 15%
						d	cd				
8	(8.0)	395 13%	138 13%	126 12%	130 13%	79 20%	66 11%	68 11%	65 11%	63 12%	52 14%
						bcdef					
9	(9.0)	213 7%	74 7%	77 7%	62 6%	54 14%	22 4%	29 5%	37 6%	40 8%	31 8%
						bcdef			b	bc	bc
10 - Strongly agree	(10.0)	475 15%	153 15%	154 15%	167 16%	92 24%	13 2%	94 15%	87 15%	133 26%	55 15%
						bcdf		b	b	bcdf	b
SUM: Agree		1919 62%	654 63%	644 61%	621 61%	325 84%	349 58%	336 52%	336 57%	342 68%	231 61%
						bcdef	c			bcd	c
SUM: Disagree		1192 38%	386 37%	413 39%	393 39%	62 16%	255 42%	310 48%	255 43%	164 32%	145 39%
							ae	abef	ae	a	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_13. I have struggled with not being able to see my family and friends as often as I like during the pandemic - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	23	26	22	23	68	16	4	14	35	23
		b			bcdef	c		c	bcdf	bcd
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.20	6.31	6.14	6.15	7.60	5.72	5.71	5.95	6.68	6.11
					bcdef				bcdf	bc
Standard Deviation	2.702	2.582	2.740	2.781	2.129	1.933	2.877	2.776	3.009	2.839
Standard Error	.048	.080	.084	.087	.109	.078	.114	.114	.133	.145
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_14. I enjoyed the lack of pressure to socialise during lockdown - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	169	56	54	58	4	14	45	43	51	13
		5%	5%	5%	6%	1%	2%	7%	7%	10%	3%
								abf	abf	abf	a
2	(2.0)	74	22	18	34	8	18	12	22	12	2
		2%	2%	2%	3%	2%	3%	2%	4%	2%	1%
					b		f		cf	f	
3	(3.0)	150	53	64	33	7	34	38	26	31	15
		5%	5%	6%	3%	2%	6%	6%	4%	6%	4%
			c	c			a	a	a	a	
4	(4.0)	192	58	67	67	15	63	28	37	31	18
		6%	6%	6%	7%	4%	10%	4%	6%	6%	5%
							acdef				
5	(5.0)	611	200	200	211	29	188	144	114	79	58
		20%	19%	19%	21%	7%	31%	22%	19%	16%	15%
							acdef	aef	a	a	a
6	(6.0)	357	127	112	119	46	107	60	70	50	25
		11%	12%	11%	12%	12%	18%	9%	12%	10%	7%
						f	acdef		f		
7	(7.0)	391	122	145	125	54	89	77	65	50	57
		13%	12%	14%	12%	14%	15%	12%	11%	10%	15%
							e				e
8	(8.0)	399	145	134	120	81	42	84	74	56	63
		13%	14%	13%	12%	21%	7%	13%	12%	11%	17%
						bcde		b	b	b	be
9	(9.0)	248	89	85	74	49	28	54	47	36	34
		8%	9%	8%	7%	13%	5%	8%	8%	7%	9%
						bcde		b	b		b
10 - Strongly agree	(10.0)	518	168	176	174	96	20	106	94	112	91
		17%	16%	17%	17%	25%	3%	16%	16%	22%	24%
						bcd		b	b	bcd	bcd
SUM: Agree		1915	651	653	611	326	286	380	350	303	270
		62%	63%	62%	60%	84%	47%	59%	59%	60%	72%
						bcdef		b	b	b	bcde
SUM: Disagree		1196	389	404	403	62	317	266	241	204	106
		38%	37%	38%	40%	16%	53%	41%	41%	40%	28%
							acdef	af	af	af	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_14. I enjoyed the lack of pressure to socialise during lockdown - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	23	25	24	20	68	-5	18	18	20	43
		c			cdef					cde
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	6.46	6.49	6.48	6.40	7.58	5.64	6.38	6.28	6.36	7.16
					bcdef		b	b	b	bcde
Standard Deviation	2.536	2.522	2.523	2.565	2.133	1.883	2.610	2.654	2.903	2.414
Standard Error	.045	.078	.078	.081	.109	.076	.104	.109	.129	.124
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_15. One of the things I've missed most during this pandemic is the excitement of new people and experiences - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	310 10%	90 9%	116 11%	103 10%	3 1%	14 2%	79 12% ab	71 12% ab	67 13% ab	75 20% abcde
2	(2.0)	143 5%	48 5%	45 4%	50 5%	5 1%	15 2%	45 7% abe	33 6% ab	21 4% a	25 7% ab
3	(3.0)	239 8%	78 8%	85 8%	76 8%	14 4%	36 6%	56 9% a	50 8% a	40 8% a	43 11% ab
4	(4.0)	254 8%	88 8%	91 9%	75 7%	12 3%	72 12% acef	49 8% a	57 10% af	42 8% a	21 6%
5	(5.0)	510 16%	172 17%	167 16%	171 17%	22 6%	138 23% adef	129 20% aef	95 16% a	70 14% a	55 15% a
6	(6.0)	391 13%	127 12%	148 14%	116 11%	36 9%	145 24% acdef	60 9%	56 9%	50 10%	44 12%
7	(7.0)	388 12%	144 14%	128 12%	116 11%	73 19% cdef	89 15% ce	69 11%	70 12%	44 9%	44 12%
8	(8.0)	367 12%	122 12%	122 12%	123 12%	76 20% bcdef	59 10%	71 11%	74 12% f	59 12% f	28 7%
9	(9.0)	203 7%	68 7%	64 6%	71 7%	63 16% bcdef	21 3%	31 5%	33 6%	34 7% b	21 6%
10 - Strongly agree	(10.0)	306 10%	102 10%	93 9%	112 11%	83 21% bcdef	16 3%	57 9% bf	52 9% bf	78 15% bcd	20 5% b
SUM: Agree		1655 53%	563 54%	553 52%	538 53%	331 85% bcdef	328 54% cdf	288 45%	284 48%	266 53% cf	157 42%
SUM: Disagree		1456 47%	477 46%	504 48%	476 47%	56 15%	275 46% a	358 55% abe	307 52% ab	240 47% a	219 58% abe

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_15. One of the things I've missed most during this pandemic is the excitement of new people and experiences - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	6	8	5	6	71	9	-11	-4	5	-17
		b			be	e				
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	5.71	5.78	5.59	5.76	7.61	5.68	5.33	5.45	5.77	4.78
					bcdef	cf	f	f	cf	
Standard Deviation	2.661	2.610	2.649	2.724	2.051	1.842	2.720	2.731	2.960	2.781
Standard Error	.048	.081	.081	.086	.105	.074	.108	.112	.131	.142
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_17. Life's too short to be worrying too much about COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	845	271	282	292	32	20	300	62	260	171
		27%	26%	27%	29%	8%	3%	46%	10%	51%	45%
						b		abd	b	abd	abd
2	(2.0)	227	71	62	93	15	22	63	32	58	36
		7%	7%	6%	9%	4%	4%	10%	5%	12%	10%
								abd		abd	abd
3	(3.0)	357	112	128	118	27	54	100	54	57	64
		11%	11%	12%	12%	7%	9%	16%	9%	11%	17%
								abde		a	abde
4	(4.0)	251	83	92	75	23	63	58	55	35	17
		8%	8%	9%	7%	6%	10%	9%	9%	7%	5%
							aef	f	f		
5	(5.0)	387	144	126	117	26	163	56	85	33	24
		12%	14%	12%	12%	7%	27%	9%	14%	7%	6%
							acdef		acef		
6	(6.0)	278	94	86	98	32	116	25	61	22	22
		9%	9%	8%	10%	8%	19%	4%	10%	4%	6%
						ce	acdef		cef		
7	(7.0)	285	99	113	73	64	92	17	84	18	11
		9%	10%	11%	7%	17%	15%	3%	14%	3%	3%
				c		cef	cef		cef		
8	(8.0)	200	65	80	55	61	44	16	49	11	20
		6%	6%	8%	5%	16%	7%	3%	8%	2%	5%
				c		bcdef	ce		ce		ce
9	(9.0)	100	36	30	34	49	13	2	27	3	5
		3%	3%	3%	3%	13%	2%	*	5%	1%	1%
						bcdef	ce		bcef		
10 - Strongly agree	(10.0)	180	65	56	60	59	16	8	81	10	6
		6%	6%	5%	6%	15%	3%	1%	14%	2%	2%
						bcef			bcef		
SUM: Agree		1044	358	366	320	265	281	69	302	63	63
		34%	34%	35%	32%	68%	47%	11%	51%	12%	17%
						bcdef	cef		cef		c
SUM: Disagree		2067	682	691	694	122	322	577	289	444	313
		66%	66%	65%	68%	32%	53%	89%	49%	88%	83%
							a	abdf	a	abd	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_17. Life's too short to be worrying too much about COVID-19 - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-33	-31	-31	-37	37	-7	-79	2	-75	-66
					d					
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	4.27	4.37	4.33	4.10	6.51	5.41	2.70	5.64	2.60	2.91
		c			bcdef	cef		cef		e
Standard Deviation	2.830	2.837	2.813	2.836	2.782	1.905	2.116	2.793	2.234	2.405
Standard Error	.051	.088	.087	.089	.142	.077	.084	.115	.099	.123
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_18. I don't think viruses pose a particularly big threat as long as I'm sensible - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Strongly disagree	(1.0)	578	188	200	191	26	14	176	42	193	127
		19%	18%	19%	19%	7%	2%	27%	7%	38%	34%
						b		abd	b	abcd	abcd
2	(2.0)	189	70	54	64	11	15	62	16	56	30
		6%	7%	5%	6%	3%	2%	10%	3%	11%	8%
								abd		abd	abd
3	(3.0)	314	116	100	97	32	43	90	33	66	50
		10%	11%	9%	10%	8%	7%	14%	6%	13%	13%
								abd		abd	abd
4	(4.0)	285	90	93	103	21	80	62	48	43	31
		9%	9%	9%	10%	6%	13%	10%	8%	8%	8%
							acdef	a			
5	(5.0)	484	163	152	169	32	157	102	96	51	46
		16%	16%	14%	17%	8%	26%	16%	16%	10%	12%
							acdef	ae	ae		
6	(6.0)	335	114	113	108	50	116	40	75	32	22
		11%	11%	11%	11%	13%	19%	6%	13%	6%	6%
						cef	acdef		cef		
7	(7.0)	345	113	140	92	58	94	50	77	27	40
		11%	11%	13%	9%	15%	16%	8%	13%	5%	11%
				c		ce	cef		ce		e
8	(8.0)	255	87	91	77	54	48	31	82	22	18
		8%	8%	9%	8%	14%	8%	5%	14%	4%	5%
						bcef	cef		bcef		
9	(9.0)	119	38	42	38	48	18	11	34	3	4
		4%	4%	4%	4%	12%	3%	2%	6%	1%	1%
						bcdef	ef		bcef		
10 - Strongly agree	(10.0)	208	61	72	75	55	18	23	88	14	9
		7%	6%	7%	7%	14%	3%	4%	15%	3%	2%
						bcef			bcef		
SUM: Agree		1261	413	458	390	266	294	156	355	98	93
		41%	40%	43%	38%	69%	49%	24%	60%	19%	25%
				c		bcdef	cef		bcef		
SUM: Disagree		1850	627	599	624	122	309	491	236	409	283
		59%	60%	57%	62%	31%	51%	76%	40%	81%	75%
					b		ad	abd	a	abd	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

P2_18. I don't think viruses pose a particularly big threat as long as I'm sensible - To what extent do you agree or disagree with each of the statements?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Agree	-19	-21	-13	-23	37	-2	-52	20	-61	-51
					d					
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	4.84	4.79	4.94	4.80	6.49	5.57	3.86	6.21	3.26	3.64
					bcef	cef	e	bcef		e
Standard Deviation	2.749	2.709	2.776	2.762	2.652	1.860	2.561	2.603	2.475	2.563
Standard Error	.049	.084	.085	.087	.135	.075	.102	.107	.110	.131
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0. How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Activities																
		Using public transport (e.g. bus, train, coach)	Using a taxi, private driver or minicab	Going inside a food or drinks venue (e.g. pub, bar, café, restaurant)	Visiting a food or drinks venue but stayed outside (e.g. pub, café, restaurant)	Going to a large shop (e.g. supermarkets, shopping centres, large retail chains)	Going to a small shop (e.g. local grocery stores, small high street shops)	Using indoor sports and exercise facilities (e.g. indoor studios, gyms, courts, pools etc.)	Using outdoor sports and exercise facilities (e.g. outdoor pitches, courts, pools etc.)	Visiting entertainment venues (e.g. cinema, galleries, theatres, casinos)	Visiting an outdoor space (e.g. park, garden, countryside)	Visiting a foreign country	Staying in holiday accommodation in the UK (e.g. hotel, B&B, Airbnb)	Visiting a hairdresser, barber beauty salon	Meeting someone outside my household or support bubble	Staying overnight at someone else's house excluding households in my support bubble	Hugging someone outside my household or support bubble	Meeting outdoors in a large group of people (30+)
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	216 7% k	201 6% k	265 9% abgikpq	356 11% abcghi klmnopq	347 11% abcghi klmnopq	375 12% abcghiklmnopq	190 6% k	296 9% abgi klopq	192 6% k	686 22% abcdefg hijklmnopq	161 5% k	231 7% gk	298 10% abgiklopq	297 10% abgiklopq	243 8% bgikq	217 7% k	194 6% k
2	(2.0)	58 2% k	70 2% gik	84 3% agikp	148 5% abcgiklmnopq	127 4% abcgiklopq	166 5% abceghi klmnopq	47 2% k	124 4% abcgi klopq	39 1% k	314 10% abcdefg hijklmnopq	40 1% k	80 3% agikp	108 3% abgiklopq	120 4% abcgiklopq	69 2% gik	57 2% k	62 2% ik
3	(3.0)	118 4% k	118 4% k	211 7% abgiklopq	247 8% abgiklopq	277 9% abcghi klmnopq	323 10% abcdghi klmnopq	99 3% k	216 7% abgi klopq	116 4% k	376 12% abcdefg hijklmnopq	81 3% k	166 5% abgi kopq	224 7% abgiklopq	225 7% abgiklopq	130 4% gk	103 3% k	102 3% k
4	(4.0)	166 5% k	202 6% gkq	237 8% agikopq	302 10% abcghi klmnopq	326 10% abcghiklmnopq	324 10% abcghiklmnopq	134 4% k	247 8% abgi kopq	168 5% gk	320 10% abcghi klmnopq	126 4% k	225 7% agik opq	228 7% agikopq	287 9% abcgik lmnopq	177 6% gk	172 6% gk	147 5% k
5	(5.0)	339 11% ikq	342 11% ikq	377 12% gijkq	385 12% gijkq	478 15% abcdghi jklmnopq	468 15% abcdghijklmnopq	310 10% kq	395 13% abgi jkpq	281 9% k	310 10% kq	249 8% k	414 13% abgi jkopq	393 13% abgijkpq	469 15% abcdghi jklmnopq	353 11% ikq	336 11% ikq	250 8% k
6	(6.0)	306 10% ko	332 11% ghkl opq	348 11% ghjklopq	380 12% aghijklopq	353 11% aghjklopq	382 12% aghijklopq	269 9% k	281 9% k	324 10% gkop	291 9% k	188 6% k	284 9% k	336 11% ghklopq	413 13% abcghi jklmnopq	257 8% k	278 9% k	280 9% k
7	(7.0)	343 11% jk	350 11% jk	390 13% hjk	369 12% jk	398 13% aghjkp	377 12% hjk	346 11% jk	325 10% j	392 13% hjk	253 8% k	291 9% k	371 12% jk	423 14% abdghjkopq	419 13% abghjkopq	363 12% jk	344 11% jk	354 11% jk

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0. How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Activities																
		Using public transport (e.g. bus, train, coach)	Using a taxi, private driver or minicab	Going inside a venue (e.g. pub, bar, café, restaurant)	Visiting a food or drinks venue but stayed outside (e.g. pub, bar, café, restaurant)	Going to a large shop (e.g. supermarkets, shopping centres, large retail chains)	Going to a small shop (e.g. local grocery stores, small high street shops)	Using indoor sports and exercise facilities (e.g. indoor studios, gyms, courts, pools etc.)	Using outdoor sports and exercise facilities (e.g. outdoor pitches, courts, pools etc.)	Visiting entertainment venues (e.g. cinema, galleries, theatres, casinos)	Visiting an outdoor space (e.g. park, garden, countryside)	Visiting a foreign country	Staying in holiday accommodation in the UK (e.g. hotel, B&B, Airbnb)	Visiting a hairdresser, barber or beauty salon	Meeting someone outside my household or support bubble	Staying overnight at someone else's house excluding households in my support bubble	Hugging someone outside my household or support bubble	Meeting outdoors in a large group of people (30+)
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Significance Level: 95%																		
Unweighted Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Total		3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
8	(8.0)	412 13%	419 13%	390 13%	317 10%	313 10%	266 9%	404 13%	292 9%	425 14%	214 7%	356 11%	369 12%	341 11%	327 11%	384 12%	423 14%	402 13%
		defh jkmn	defh jkmn	defh jkn	fj	fj	j	defh jkmn	j	defh jklmn		fj	defh j	defh j	fj	defh j	defh jklmn	defh jkmn
9	(9.0)	281 9%	232 7%	205 7%	149 5%	144 5%	130 4%	271 9%	159 5%	259 8%	112 4%	289 9%	214 7%	188 6%	149 5%	251 8%	280 9%	266 9%
		bcdef hijklm	defh jkmn	defh jkn	j	j		cdef hijklm	j	cdef hijklm		bcdef hijklm	defh j	defh j	j	cdef hijklm	bcdef hijklm	cdef hijklm
10 - Very concerned	(10.0)	587 19%	509 16%	424 14%	295 9%	276 9%	229 7%	507 16%	310 10%	577 19%	147 5%	923 30%	446 14%	314 10%	283 9%	482 15%	623 20%	676 22%
		bcdefg hijklmno	cdef hijklm	defh jkmn	fj	fj	j	cdef hijklm	fj	bcdefg hijklmno		abcdefg hijklmno	defh j	fj	fj	cdefh ijklmno	bcdefg hijklmno	bcdefg hijklmno
I would not do this / This is not applicable to me		286 9%	336 11%	180 6%	162 5%	72 2%	72 2%	535 17%	466 15%	338 11%	89 3%	408 13%	308 10%	257 8%	122 4%	400 13%	278 9%	377 12%
		cde fjn	acde fjmn	efjn	efjn			abcde fghijklmno	abcde fghijklmno	acdef jkmn		abcde fghijklmno	cdef jkmn	cdef j	efj	abcde fghijklmno	cdef jkmn	acdef jkmn
SUM: Concerned		1928 62%	1842 59%	1756 56%	1512 49%	1484 48%	1383 44%	1797 58%	1367 44%	1977 64%	1016 33%	2046 66%	1686 54%	1602 51%	1592 51%	1738 56%	1947 63%	1978 64%
		bcdefg hijklmno	cdefh ijklmno	defh jkmn	fhj	fhj	j	defh jlmn	j	bcdefg hijklmno		abcdefg hijklmno	defh jkmn	defh j	defh j	defh jkmn	bcdefg hijklmno	bcdefg hijklmno
SUM: Unconcerned		897 29%	933 30%	1175 38%	1438 46%	1554 50%	1656 53%	780 25%	1278 41%	797 26%	2006 64%	657 21%	1117 36%	1252 40%	1397 45%	973 31%	886 28%	755 24%
		gikq	gikq	abgikopq	abcghi klmnopq	abcdghi klmnopq	abcdeghi klmnopq	k	abcgi klpq	k	abcde fghijklmnopq		abgikopq	abcgiklopq	abcghi klmnopq	agikpq	gikq	k
NET: Concerned		33 1%	29 1%	19 1%	2 0%	-2 0%	-9 0%	33 1%	3 0%	38 1%	-32 1%	45 1%	18 1%	11 0%	6 0%	25 1%	34 1%	39 1%
		bcdh lmno	cdhlmno	dhmno				bcdhlmno		abcdgh ilmnop		abcdgh ilmnop	dhmno	dhn	dh	cdhlmno	bcdhlmno	abcdgh ilmnop
Base for stats		2825	2775	2931	2949	3039	3039	2576	2645	2773	3022	2703	2803	2854	2989	2711	2833	2734

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0. How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Activities																
	Using public transport (e.g. bus, train, coach)	Using a taxi, private driver or minicab	Going inside a food or drinks venue (e.g. pub, bar, café, restaurant)	Visiting a food or drinks venue but stayed outside (e.g. pub, bar, café, restaurant)	Going to a large shop (e.g. supermarkets, shopping centres, large retail chains)	Going to a small shop (e.g. local grocery stores, small high street shops)	Using indoor sports and exercise facilities (e.g. indoor studios, gyms, courts, pools etc.)	Using outdoor sports and exercise facilities (e.g. outdoor pitches, courts, pools etc.)	Visiting entertainment venues (e.g. cinema, galleries, theatres, casinos)	Visiting an outdoor space (e.g. park, garden, countryside)	Visiting a foreign country	Staying in holiday accommodation in the UK (e.g. hotel, B&B, Airbnb)	Visiting a hairdresser, barber beauty salon	Meeting someone outside my household or support bubble	Staying overnight at someone else's house excluding households in my support bubble	Hugging someone outside my household or support bubble	Meeting outdoors in a large group of people (30+)
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q
Unweighted Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
Total	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111	3111
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean Score	6.71	6.55	6.11	5.50	5.46	5.21	6.77	5.67	6.81	4.29	7.42	6.25	5.82	5.66	6.45	6.78	6.95
	bdefh	cdef	defhlmn	fj	fj	j	bcdefh	defj	bcdefhilmno		abcdefgh	defhlmn	defhjn	defj	cdefhilmn	bcdefh	abcdefg
	ijmno	hlmn					ijlmno				ijlmnopq					ijlmno	hlmnop
Standard Deviation	2.717	2.670	2.724	2.735	2.657	2.633	2.660	2.771	2.637	2.748	2.703	2.713	2.708	2.602	2.766	2.729	2.727
Standard Error	.051	.051	.050	.050	.048	.048	.053	.054	.050	.050	.052	.051	.051	.048	.053	.051	.052
Error variance	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

Significance Level: 95%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_1. Using public transport (e.g. bus, train, coach) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	216 7%	68 7%	72 7%	76 7%	16 4%	30 5%	49 8% aef	90 15% abcef	20 4%	10 3%
2	(2.0)	58 2%	23 2%	19 2%	16 2%	8 2% f	13 2% f	14 2% f	15 3% f	7 1%	1 *
3	(3.0)	118 4%	41 4%	37 4%	40 4%	14 4%	36 6% ef	26 4% e	22 4%	9 2%	11 3%
4	(4.0)	166 5%	47 5%	59 6%	60 6%	18 5% f	61 10% acdef	25 4% f	35 6% f	21 4% f	6 2%
5	(5.0)	339 11%	110 11%	111 11%	117 12%	24 6%	142 23% acdef	58 9% f	56 9% f	42 8% f	17 5%
6	(6.0)	306 10%	92 9%	111 10%	103 10%	58 15% cdef	99 16% cdef	48 7% f	55 9% ef	31 6%	13 4%
7	(7.0)	343 11%	116 11%	117 11%	110 11%	53 14%	77 13%	67 10%	57 10%	54 11%	36 10%
8	(8.0)	412 13%	142 14%	133 13%	137 13%	67 17% ce	79 13%	72 11%	78 13%	64 13%	51 13%
9	(9.0)	281 9%	101 10%	101 10%	79 8%	61 16% bcdef	29 5%	71 11% bd	38 6%	43 9% b	38 10% bd
10 - Very concerned	(10.0)	587 19%	223 21% bc	190 18%	174 17%	57 15% b	15 2%	149 23% abd	71 12% b	162 32% abcd	133 35% abcd
I would not do this / This is not applicable to me		286 9%	76 7%	107 10% a	103 10% a	12 3%	21 4%	68 10% ab	73 12% ab	52 10% ab	60 16% abce

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_1. Using public transport (e.g. bus, train, coach) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1928	675	652	602	296	300	407	300	355	271
	62%	65%	62%	59%	76%	50%	63%	51%	70%	72%
		c			bcde		bd		bcd	bcd
SUM: Unconcerned	897	289	299	309	80	282	171	218	100	45
	29%	28%	28%	30%	21%	47%	27%	37%	20%	12%
					f	acdef	aef	acef	f	
NET: Concerned	33	37	33	29	56	3	36	14	50	60
		c	c		bcd		bd	b	bcd	bcde
Base for stats	2825	964	950	911	376	582	579	518	454	316
Mean Score	6.71	6.87	6.70	6.56	7.02	5.67	6.92	5.82	7.58	8.11
		c			bd		bd		abcd	abcde
Standard Deviation	2.717	2.728	2.699	2.718	2.389	2.077	2.857	3.025	2.564	2.327
Standard Error	.051	.088	.087	.090	.124	.085	.120	.133	.120	.132
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_2. Using a taxi, private driver or minicab - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	201 6%	52 5%	68 6%	81 8% a	17 4%	29 5%	31 5%	90 15% abcef	23 5%	11 3%
2	(2.0)	70 2%	25 2%	26 2%	19 2%	10 2%	19 3% f	16 2%	13 2%	8 2%	4 1%
3	(3.0)	118 4%	33 3%	51 5%	34 3%	8 2%	30 5% a	29 4% a	26 4% a	16 3%	10 3%
4	(4.0)	202 6%	59 6%	58 6%	85 8% ab	19 5%	60 10% acdef	42 7%	40 7%	22 4%	19 5%
5	(5.0)	342 11%	116 11%	124 12%	102 10%	35 9%	130 22% acdef	47 7%	68 12% cef	33 7%	28 7%
6	(6.0)	332 11%	112 11%	103 10%	117 12%	42 11% f	121 20% acdef	51 8%	46 8%	47 9%	25 7%
7	(7.0)	350 11%	113 11%	133 13%	104 10%	53 14% e	78 13% e	70 11%	67 11%	45 9%	37 10%
8	(8.0)	419 13%	149 14%	127 12%	143 14%	86 22% bcdef	64 11%	82 13%	72 12%	67 13%	47 12%
9	(9.0)	232 7%	87 8%	76 7%	70 7%	47 12% bcd	28 5%	50 8% bd	28 5%	46 9% bd	33 9% bd
10 - Very concerned	(10.0)	509 16%	189 18% c	169 16%	150 15%	52 14% b	20 3%	139 21% abd	60 10% b	132 26% abd	105 28% abcd
I would not do this / This is not applicable to me		336 11%	104 10%	123 12%	110 11%	20 5%	24 4%	88 14% ab	80 14% ab	67 13% ab	57 15% ab

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_2. Using a taxi, private driver or minicab - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1842	650	608	584	280	310	393	274	337	248
	59%	63%	57%	58%	72%	51%	61%	46%	67%	66%
		bc			bcd		bd		bcd	bd
SUM: Unconcerned	933	286	326	320	88	269	166	237	102	71
	30%	28%	31%	32%	23%	45%	26%	40%	20%	19%
				a		acef	ef	acef		
NET: Concerned	29	35	27	26	49	7	35	6	46	47
		bc			bcd		bd		bcd	bcd
Base for stats	2775	936	934	904	368	579	559	511	439	319
Mean Score	6.55	6.78	6.49	6.39	6.97	5.66	6.90	5.63	7.31	7.53
		bc			bd		bd		bcd	abcd
Standard Deviation	2.670	2.598	2.686	2.712	2.374	2.082	2.724	2.946	2.639	2.505
Standard Error	.051	.085	.088	.091	.124	.086	.117	.131	.126	.141
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_3. Going inside a food or drinks venue (e.g. pub, bar, café, restaurant) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	265 9%	79 8%	92 9%	95 9%	19 5% f	29 5% f	58 9% abf	124 21% abcef	30 6% f	5 1%
2	(2.0)	84 3%	26 2%	27 3%	30 3%	12 3%	17 3%	20 3%	20 3%	10 2%	5 1%
3	(3.0)	211 7%	67 6%	76 7%	68 7%	30 8% f	47 8% f	43 7%	50 8% ef	25 5%	16 4%
4	(4.0)	237 8%	77 7%	81 8%	79 8%	18 5%	61 10% af	52 8% af	56 9% af	41 8% af	10 3%
5	(5.0)	377 12%	122 12%	125 12%	130 13%	35 9%	138 23% acdef	66 10%	55 9%	51 10%	33 9%
6	(6.0)	348 11%	106 10%	116 11%	126 12%	46 12% f	110 18% acdef	58 9%	60 10%	44 9%	29 8%
7	(7.0)	390 13%	129 12%	139 13%	122 12%	53 14%	92 15% d	75 12%	61 10%	58 11%	51 14%
8	(8.0)	390 13%	151 15% b	121 11%	118 12%	75 19% bcde	58 10%	86 13% bd	54 9%	59 12%	57 15% bd
9	(9.0)	205 7%	65 6%	80 8%	59 6%	40 10% bcd	24 4%	42 6%	34 6%	39 8% b	26 7%
10 - Very concerned	(10.0)	424 14%	162 16% b	132 12%	130 13%	53 14% bd	12 2%	111 17% bd	37 6% b	105 21% abd	106 28% abcde
I would not do this / This is not applicable to me		180 6%	55 5%	67 6%	57 6%	6 1%	14 2%	37 6% ab	41 7% ab	44 9% ab	38 10% abc

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_3. Going inside a food or drinks venue (e.g. pub, bar, café, restaurant) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1756	613	588	555	267	296	372	246	306	269
	56%	59%	56%	55%	69%	49%	58%	42%	60%	72%
					bcde	d	bd		bd	bcde
SUM: Unconcerned	1175	372	402	401	115	293	238	304	157	69
	38%	36%	38%	40%	30%	49%	37%	51%	31%	18%
					f	acef	aef	acef	f	
NET: Concerned	19	23	18	15	39	1	21	-10	29	53
		bc			bce		b		bc	abce
Base for stats	2931	985	990	957	382	589	610	550	463	338
Mean Score	6.11	6.30	6.07	5.97	6.60	5.51	6.25	4.92	6.69	7.54
		c			bd	d	bd		bcd	abcde
Standard Deviation	2.724	2.714	2.720	2.729	2.554	2.026	2.853	2.911	2.738	2.334
Standard Error	.050	.087	.086	.089	.131	.083	.117	.124	.128	.127
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_4. Visiting a food or drinks venue but stayed outside (e.g. pub, bar, café, restaurant) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	356	105	131	120	30	33	87	143	51	11
		11%	10%	12%	12%	8%	6%	14%	24%	10%	3%
						f		abf	abcef	bf	
2	(2.0)	148	36	53	59	15	23	41	38	17	14
		5%	3%	5%	6%	4%	4%	6%	6%	3%	4%
					a			be	be		
3	(3.0)	247	75	87	85	23	35	61	63	48	17
		8%	7%	8%	8%	6%	6%	9%	11%	10%	5%
								abf	abf	bf	
4	(4.0)	302	84	109	109	30	64	67	49	58	33
		10%	8%	10%	11%	8%	11%	10%	8%	11%	9%
					a						
5	(5.0)	385	139	121	125	31	129	63	59	54	48
		12%	13%	11%	12%	8%	21%	10%	10%	11%	13%
							acdef				a
6	(6.0)	380	126	131	123	37	117	64	60	61	41
		12%	12%	12%	12%	10%	19%	10%	10%	12%	11%
							acdef				
7	(7.0)	369	124	132	113	41	101	75	60	47	45
		12%	12%	12%	11%	11%	17%	12%	10%	9%	12%
							acdef				
8	(8.0)	317	136	87	94	88	53	56	36	43	41
		10%	13%	8%	9%	23%	9%	9%	6%	9%	11%
			bc			bcdef					d
9	(9.0)	149	53	48	49	39	16	32	24	22	18
		5%	5%	5%	5%	10%	3%	5%	4%	4%	5%
						bcdef		b			
10 - Very concerned	(10.0)	295	114	98	83	49	14	65	26	69	72
		9%	11%	9%	8%	13%	2%	10%	4%	14%	19%
			c			bd		bd	b	bd	abcde
I would not do this / This is not applicable to me		162	49	60	53	4	17	35	34	36	35
		5%	5%	6%	5%	1%	3%	5%	6%	7%	9%
							a	ab	ab	ab	abcd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_4. Visiting a food or drinks venue but stayed outside (e.g. pub, bar, café, restaurant) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1512	553	496	463	254	301	291	206	242	217
	49%	53%	47%	46%	66%	50%	45%	35%	48%	58%
		bc			bcdef	d	d		d	bcde
SUM: Unconcerned	1438	439	501	498	130	285	320	351	228	124
	46%	42%	47%	49%	33%	47%	49%	59%	45%	33%
			a	a		af	af	abcef	af	
NET: Concerned	2	11	*	-3	32	3	-4	-25	3	25
					bef					be
Base for stats	2949	991	997	961	384	586	611	557	470	341
Mean Score	5.50	5.81	5.37	5.32	6.41	5.47	5.28	4.38	5.65	6.56
		bc			bcde	d	d		cd	bcde
Standard Deviation	2.735	2.710	2.754	2.718	2.715	2.032	2.869	2.804	2.819	2.580
Standard Error	.050	.086	.087	.088	.139	.083	.117	.119	.130	.140
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_5. Going to a large shop (e.g. supermarkets, shopping centres, large retail chains) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	347	108	120	120	25	30	77	148	46	21
		11%	10%	11%	12%	6%	5%	12%	25%	9%	6%
								abf	abcef	bf	
2	(2.0)	127	39	42	45	12	22	43	31	12	7
		4%	4%	4%	4%	3%	4%	7%	5%	2%	2%
								abef	ef		
3	(3.0)	277	90	99	88	25	51	68	68	40	25
		9%	9%	9%	9%	6%	8%	10%	12%	8%	7%
								af	aef		
4	(4.0)	326	105	114	107	26	68	67	66	60	40
		10%	10%	11%	11%	7%	11%	10%	11%	12%	11%
							a	a	a	a	
5	(5.0)	478	172	145	161	42	125	105	78	78	51
		15%	17%	14%	16%	11%	21%	16%	13%	15%	14%
							acdef	a		a	
6	(6.0)	353	101	117	136	48	112	52	58	55	29
		11%	10%	11%	13%	12%	19%	8%	10%	11%	8%
					a	cf	acdef				
7	(7.0)	398	135	151	112	54	101	73	52	53	65
		13%	13%	14%	11%	14%	17%	11%	9%	10%	17%
				c		d	cde				cde
8	(8.0)	313	114	99	100	63	46	63	40	67	35
		10%	11%	9%	10%	16%	8%	10%	7%	13%	9%
						bcd				bd	
9	(9.0)	144	60	46	39	45	24	16	15	22	22
		5%	6%	4%	4%	11%	4%	3%	3%	4%	6%
			c			bcdef					cd
10 - Very concerned	(10.0)	276	94	95	87	46	12	65	23	65	64
		9%	9%	9%	9%	12%	2%	10%	4%	13%	17%
						bd		bd	b	bd	abcd
I would not do this / This is not applicable to me		72	23	31	18	3	13	17	12	9	18
		2%	2%	3%	2%	1%	2%	3%	2%	2%	5%
								a			abde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_5. Going to a large shop (e.g. supermarkets, shopping centres, large retail chains) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1484	503	507	474	255	295	269	188	262	215
	48%	48%	48%	47%	66%	49%	42%	32%	52%	57%
					bcdef	cd	d		cd	bcd
SUM: Unconcerned	1554	513	520	521	130	295	360	391	236	143
	50%	49%	49%	51%	33%	49%	56%	66%	47%	38%
						af	abef	abcef	af	
NET: Concerned	-2	-1	-1	-5	32	*	-14	-34	5	19
					ef				e	
Base for stats	3039	1017	1026	996	385	591	629	579	497	358
Mean Score	5.46	5.58	5.44	5.36	6.40	5.43	5.22	4.26	5.83	6.34
					bcde	d	d		bcd	bcde
Standard Deviation	2.657	2.657	2.670	2.642	2.589	2.040	2.744	2.670	2.680	2.617
Standard Error	.048	.083	.083	.084	.133	.083	.111	.111	.120	.138
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_6. Going to a small shop (e.g. local grocery stores, small high street shops) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	375	113	133	129	29	38	95	146	50	17
		12%	11%	13%	13%	7%	6%	15%	25%	10%	4%
								abef	abcef	bf	
2	(2.0)	166	51	52	63	12	11	59	40	29	15
		5%	5%	5%	6%	3%	2%	9%	7%	6%	4%
								abef	ab	b	b
3	(3.0)	323	110	116	97	27	60	81	73	51	30
		10%	11%	11%	10%	7%	10%	13%	12%	10%	8%
								af	af		
4	(4.0)	324	96	104	124	23	68	68	68	62	36
		10%	9%	10%	12%	6%	11%	10%	11%	12%	9%
					a		a	a	a	a	
5	(5.0)	468	162	158	147	34	139	89	74	70	61
		15%	16%	15%	15%	9%	23%	14%	13%	14%	16%
							acdef	a		a	a
6	(6.0)	382	129	136	116	36	113	62	61	69	39
		12%	12%	13%	11%	9%	19%	10%	10%	14%	10%
							acdef			ac	
7	(7.0)	377	133	126	118	55	68	72	50	69	64
		12%	13%	12%	12%	14%	11%	11%	8%	14%	17%
						d				d	bcd
8	(8.0)	266	105	84	77	65	60	40	29	37	34
		9%	10%	8%	8%	17%	10%	6%	5%	7%	9%
			c			bcdef	cd				d
9	(9.0)	130	42	45	43	45	23	17	18	13	14
		4%	4%	4%	4%	12%	4%	3%	3%	3%	4%
						bcdef					
10 - Very concerned	(10.0)	229	78	76	74	59	8	54	13	47	48
		7%	8%	7%	7%	15%	1%	8%	2%	9%	13%
						bcde		bd		bd	bcd
I would not do this / This is not applicable to me		72	19	27	25	4	15	10	18	7	17
		2%	2%	3%	3%	1%	3%	2%	3%	1%	5%
								a			ace

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_6. Going to a small shop (e.g. local grocery stores, small high street shops) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1383	488	467	428	259	272	245	171	236	200
	44%	47%	44%	42%	67%	45%	38%	29%	47%	53%
		c			bcdef	cd	d		cd	bcd
SUM: Unconcerned	1656	533	563	560	125	316	392	401	263	159
	53%	51%	53%	55%	32%	52%	61%	68%	52%	42%
					af	af	abef	abcef	af	a
NET: Concerned	-9	-4	-9	-13	35	-7	-23	-39	-5	11
					f					
Base for stats	3039	1021	1030	989	384	588	637	573	499	359
Mean Score	5.21	5.34	5.17	5.10	6.52	5.32	4.81	4.07	5.31	6.00
		c			bcdef	cd	d		cd	bcde
Standard Deviation	2.633	2.607	2.636	2.654	2.715	2.037	2.735	2.544	2.598	2.504
Standard Error	.048	.082	.082	.085	.139	.083	.110	.106	.116	.132
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_7. Using indoor sports and exercise facilities (e.g. indoor studios, gyms, courts, pools etc.) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	190 6%	57 5%	67 6%	66 6%	20 5% f	19 3%	33 5% f	87 15% abcef	22 4%	9 2%
2	(2.0)	47 2%	16 2%	18 2%	13 1%	4 1%	16 3% ef	10 2%	11 2%	4 1%	2 1%
3	(3.0)	99 3%	31 3%	34 3%	35 3%	14 4% f	33 5% ef	21 3% f	19 3% f	10 2%	2 1%
4	(4.0)	134 4%	43 4%	44 4%	46 5%	22 6% cf	46 8% cdef	20 3%	21 4%	16 3%	9 2%
5	(5.0)	310 10%	104 10%	98 9%	108 11%	27 7%	143 24% acdef	51 8%	37 6%	32 6%	20 5%
6	(6.0)	269 9%	78 8%	103 10%	88 9%	43 11% cef	95 16% acdef	32 5%	50 9% cf	35 7% f	13 4%
7	(7.0)	346 11%	129 12%	106 10%	111 11%	50 13% c	83 14% ce	50 8%	80 13% ce	49 10%	36 10%
8	(8.0)	404 13%	136 13%	133 13%	135 13%	71 18% bcdef	69 11%	89 14%	72 12%	55 11%	48 13%
9	(9.0)	271 9%	92 9%	92 9%	87 9%	63 16% bcdef	38 6%	60 9% d	35 6%	41 8%	34 9%
10 - Very concerned	(10.0)	507 16%	181 17%	176 17%	150 15%	53 14% b	25 4%	136 21% abd	62 11% b	129 25% abd	101 27% abcd
I would not do this / This is not applicable to me		535 17%	174 17%	185 18%	175 17%	21 5%	38 6%	144 22% ab	116 20% ab	113 22% ab	102 27% abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_7. Using indoor sports and exercise facilities (e.g. indoor studios, gyms, courts, pools etc.) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1797	615	611	571	280	310	367	300	309	231
	58%	59%	58%	56%	72%	51%	57%	51%	61%	61%
					bcdef		d		bd	bd
SUM: Unconcerned	780	251	261	268	87	256	135	175	84	42
	25%	24%	25%	26%	22%	42%	21%	30%	17%	11%
					ef	acdef	f	acef	f	
NET: Concerned	33	35	33	30	50	9	36	21	44	50
		c			bcd		bd	b	bcd	bcd
Base for stats	2576	866	872	839	367	565	502	475	394	274
Mean Score	6.77	6.89	6.75	6.66	7.00	5.90	7.18	5.92	7.47	7.97
					bd		bd		abd	abcde
Standard Deviation	2.660	2.622	2.697	2.658	2.451	2.075	2.726	3.021	2.609	2.277
Standard Error	.053	.090	.091	.092	.128	.087	.123	.140	.132	.138
Error variance	*	.01	.01	.01	.02	.01	.02	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_8. Using outdoor sports and exercise facilities (e.g. outdoor pitches, courts, pools etc.) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	296	80	103	112	36	30	54	110	50	14
		9%	8%	10%	11%	9%	5%	8%	19%	10%	4%
					a	bf		bf	abcef	bf	
2	(2.0)	124	45	41	38	13	17	36	25	20	13
		4%	4%	4%	4%	3%	3%	6%	4%	4%	3%
								b			
3	(3.0)	216	59	72	85	20	30	63	44	37	21
		7%	6%	7%	8%	5%	5%	10%	7%	7%	6%
					a			abf			
4	(4.0)	247	84	63	101	29	77	47	41	37	15
		8%	8%	6%	10%	8%	13%	7%	7%	7%	4%
					b	f	acdef	f		f	
5	(5.0)	395	143	123	129	28	134	67	62	58	45
		13%	14%	12%	13%	7%	22%	10%	10%	11%	12%
							acdef			a	a
6	(6.0)	281	97	90	93	31	97	47	39	34	32
		9%	9%	9%	9%	8%	16%	7%	7%	7%	8%
							acdef				
7	(7.0)	325	119	117	88	53	92	50	53	36	41
		10%	11%	11%	9%	14%	15%	8%	9%	7%	11%
			c			cde	cdef				
8	(8.0)	292	100	110	82	65	56	50	48	40	33
		9%	10%	10%	8%	17%	9%	8%	8%	8%	9%
						bcdef					
9	(9.0)	159	48	66	45	49	19	29	17	25	21
		5%	5%	6%	4%	13%	3%	5%	3%	5%	6%
						bcdef				d	
10 - Very concerned	(10.0)	310	118	93	100	50	17	72	37	73	61
		10%	11%	9%	10%	13%	3%	11%	6%	14%	16%
						bd		bd	b	bd	bcd
I would not do this / This is not applicable to me		466	147	179	140	13	34	130	114	96	79
		15%	14%	17%	14%	3%	6%	20%	19%	19%	21%
				c				ab	ab	ab	ab

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_8. Using outdoor sports and exercise facilities (e.g. outdoor pitches, courts, pools etc.) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1367	483	476	408	248	282	248	194	208	187
	44%	46%	45%	40%	64%	47%	38%	33%	41%	50%
		c	c		bcdef	cd	d		d	cde
SUM: Unconcerned	1278	410	402	466	127	288	268	283	202	110
	41%	39%	38%	46%	33%	48%	42%	48%	40%	29%
			ab			acef	af	acef	af	
NET: Concerned	3	7	7	-6	31	-1	-3	-15	1	21
					ef				e	
Base for stats	2645	893	878	874	375	570	516	477	410	297
Mean Score	5.67	5.85	5.73	5.41	6.39	5.54	5.53	4.78	5.78	6.50
		c	c		bcde	d	d		d	bcde
Standard Deviation	2.771	2.708	2.792	2.797	2.805	2.042	2.896	2.922	2.995	2.683
Standard Error	.054	.091	.094	.095	.145	.085	.129	.135	.148	.156
Error variance	*	.01	.01	.01	.02	.01	.02	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_9. Visiting entertainment venues (e.g. cinema, galleries, theatres, casinos) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	192	55	68	69	19	30	28	87	19	9
		6%	5%	6%	7%	5%	5%	4%	15%	4%	2%
							f		abcef		
2	(2.0)	39	11	17	11	3	12	5	15	2	2
		1%	1%	2%	1%	1%	2%	1%	3%	*	1%
							e		acef		
3	(3.0)	116	36	46	35	13	42	20	23	13	6
		4%	3%	4%	3%	3%	7%	3%	4%	3%	2%
							acdef		f		
4	(4.0)	168	57	61	50	24	64	22	28	19	11
		5%	5%	6%	5%	6%	11%	3%	5%	4%	3%
						cf	acdef				
5	(5.0)	281	91	90	100	28	118	45	45	27	18
		9%	9%	8%	10%	7%	19%	7%	8%	5%	5%
							acdef				
6	(6.0)	324	95	116	113	47	104	49	64	41	19
		10%	9%	11%	11%	12%	17%	8%	11%	8%	5%
						cef	acdef		cf		
7	(7.0)	392	131	121	140	55	91	77	82	54	34
		13%	13%	11%	14%	14%	15%	12%	14%	11%	9%
						f	ef		f		
8	(8.0)	425	142	144	139	78	68	82	79	65	52
		14%	14%	14%	14%	20%	11%	13%	13%	13%	14%
						bcdef					
9	(9.0)	259	91	86	81	49	30	59	44	45	31
		8%	9%	8%	8%	13%	5%	9%	8%	9%	8%
						bdf		b		b	b
10 - Very concerned	(10.0)	577	224	183	170	59	21	167	49	154	128
		19%	22%	17%	17%	15%	3%	26%	8%	30%	34%
			bc			bd		abd	b	abd	abcd
I would not do this / This is not applicable to me		338	107	124	106	12	26	92	74	67	66
		11%	10%	12%	10%	3%	4%	14%	13%	13%	18%
								ab	ab	ab	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_9. Visiting entertainment venues (e.g. cinema, galleries, theatres, casinos) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1977	683	651	642	289	313	434	317	359	263
	64%	66%	62%	63%	75%	52%	67%	54%	71%	70%
					bcd		bd		bd	bd
SUM: Unconcerned	797	250	281	266	87	264	120	199	80	47
	26%	24%	27%	26%	22%	44%	19%	34%	16%	12%
					ef	acdef	f	acef		
NET: Concerned	38	42	35	37	52	8	49	20	55	58
		bc			bd		bd	b	bcd	bcd
Base for stats	2773	933	933	908	376	578	554	517	439	310
Mean Score	6.81	7.02	6.69	6.71	7.00	5.71	7.40	5.80	7.65	8.03
		bc			bd		abd		abd	abcde
Standard Deviation	2.637	2.605	2.677	2.617	2.391	2.122	2.557	2.904	2.489	2.319
Standard Error	.050	.086	.088	.087	.124	.088	.110	.128	.119	.132
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_10. Visiting an outdoor space (e.g. park, garden, countryside) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	686	208	237	241	53	45	173	218	134	62
		22%	20%	22%	24%	14%	7%	27%	37%	27%	16%
					a	b		abf	abcef	abf	b
2	(2.0)	314	98	103	113	31	23	97	66	68	30
		10%	9%	10%	11%	8%	4%	15%	11%	13%	8%
						b		abdf	b	abf	b
3	(3.0)	376	111	127	137	22	60	100	63	75	56
		12%	11%	12%	14%	6%	10%	15%	11%	15%	15%
					a		a	abd	a	abd	abd
4	(4.0)	320	100	105	115	24	72	72	55	45	51
		10%	10%	10%	11%	6%	12%	11%	9%	9%	14%
							a	a			ade
5	(5.0)	310	109	102	99	20	120	59	41	49	21
		10%	10%	10%	10%	5%	20%	9%	7%	10%	6%
							acdef	af		af	
6	(6.0)	291	102	93	95	36	110	33	38	37	37
		9%	10%	9%	9%	9%	18%	5%	6%	7%	10%
						c	acdef				c
7	(7.0)	253	93	99	60	49	78	39	34	28	24
		8%	9%	9%	6%	13%	13%	6%	6%	5%	6%
			c	c		cdef	cdef				
8	(8.0)	214	88	71	55	61	49	25	33	26	21
		7%	8%	7%	5%	16%	8%	4%	6%	5%	5%
			c			bcdef	c				
9	(9.0)	112	46	36	30	46	20	12	10	11	12
		4%	4%	3%	3%	12%	3%	2%	2%	2%	3%
						bcdef					
10 - Very concerned	(10.0)	147	56	48	43	40	13	19	12	21	41
		5%	5%	5%	4%	10%	2%	3%	2%	4%	11%
						bcde				d	bcde
I would not do this / This is not applicable to me		89	29	35	25	6	12	17	21	12	21
		3%	3%	3%	2%	1%	2%	3%	4%	2%	6%
											abce

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_10. Visiting an outdoor space (e.g. park, garden, countryside) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1016	385	347	284	232	270	128	128	123	134
	33%	37%	33%	28%	60%	45%	20%	22%	24%	36%
		bc	c		bcdef	cdef				cde
SUM: Unconcerned	2006	626	674	705	150	321	501	442	371	221
	64%	60%	64%	70%	39%	53%	78%	75%	73%	59%
			ab		a	abf	abf	abf	abf	a
NET: Concerned	-32	-23	-31	-42	21	-8	-58	-53	-49	-23
Base for stats	3022	1011	1022	989	382	592	630	570	495	355
Mean Score	4.29	4.57	4.29	4.02	5.86	5.20	3.53	3.35	3.76	4.71
		bc	c		bcdef	cdef			d	cde
Standard Deviation	2.748	2.807	2.750	2.657	3.019	2.155	2.467	2.579	2.641	2.932
Standard Error	.050	.088	.086	.085	.155	.088	.099	.108	.119	.155
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_11. Visiting a foreign country - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	161 5%	53 5%	51 5%	57 6%	17 4% f	28 5% f	24 4%	70 12% abcef	16 3%	6 2%
2	(2.0)	40 1%	19 2%	9 1%	12 1%	4 1%	12 2% f	12 2% f	7 1%	5 1%	1 *
3	(3.0)	81 3%	18 2%	38 4% a	25 2%	11 3%	30 5% cdef	12 2%	13 2%	7 1%	8 2%
4	(4.0)	126 4%	36 3%	45 4%	46 5%	14 4%	52 9% acdef	16 3%	21 3%	13 3%	11 3%
5	(5.0)	249 8%	87 8%	88 8%	73 7%	29 8% cef	121 20% acdef	27 4%	42 7% cef	18 4%	12 3%
6	(6.0)	188 6%	56 5%	68 6%	64 6%	27 7% cef	82 14% acdef	21 3%	34 6% cf	17 3%	7 2%
7	(7.0)	291 9%	106 10%	96 9%	89 9%	56 14% cef	83 14% cef	41 6%	61 10% cef	30 6%	20 5%
8	(8.0)	356 11%	116 11%	120 11%	120 12%	78 20% bcdef	79 13% ef	63 10% f	68 11% f	45 9%	23 6%
9	(9.0)	289 9%	102 10%	93 9%	94 9%	53 14% bcef	48 8%	57 9%	60 10%	43 9%	28 7%
10 - Very concerned	(10.0)	923 30%	317 30%	305 29%	301 30%	79 20% b	39 6%	266 41% abd	138 23% b	221 44% abd	180 48% abcd
I would not do this / This is not applicable to me		408 13%	129 12%	145 14%	133 13%	18 5%	31 5%	107 17% ab	80 14% ab	91 18% abd	81 21% abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_11. Visiting a foreign country - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	2046	697	681	668	294	331	448	360	356	257
	66%	67%	64%	66%	76%	55%	69%	61%	70%	68%
					bcd		bd	b	bd	bd
SUM: Unconcerned	657	213	231	213	76	242	91	151	59	38
	21%	21%	22%	21%	19%	40%	14%	26%	12%	10%
					cef	acdef	acef			
NET: Concerned	45	47	43	45	56	15	55	35	59	58
					bd		bd	b	bd	bd
Base for stats	2703	911	912	881	369	573	539	511	416	295
Mean Score	7.42	7.49	7.37	7.41	7.35	6.07	8.11	6.84	8.33	8.62
					bd		abd	b	abd	abcd
Standard Deviation	2.703	2.686	2.693	2.733	2.404	2.262	2.608	3.064	2.447	2.267
Standard Error	.052	.089	.089	.093	.126	.094	.114	.136	.120	.132
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_12. Staying in holiday accommodation in the UK (e.g. hotel, B&B, Airbnb) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	231	64	81	86	19	28	39	104	31	10
		7%	6%	8%	8%	5%	5%	6%	18%	6%	3%
					a			f	abcef	f	
2	(2.0)	80	23	27	30	4	16	22	24	11	3
		3%	2%	3%	3%	1%	3%	3%	4%	2%	1%
							f	af	af		
3	(3.0)	166	56	64	46	20	45	38	36	16	12
		5%	5%	6%	5%	5%	7%	6%	6%	3%	3%
							ef	e	ef		
4	(4.0)	225	59	78	88	22	65	53	34	30	20
		7%	6%	7%	9%	6%	11%	8%	6%	6%	5%
					a		adef				
5	(5.0)	414	126	147	142	37	148	67	69	56	37
		13%	12%	14%	14%	10%	25%	10%	12%	11%	10%
							acdef				
6	(6.0)	284	88	109	88	39	89	41	48	43	24
		9%	8%	10%	9%	10%	15%	6%	8%	9%	6%
						c	acdef				
7	(7.0)	371	138	120	113	55	86	59	81	55	35
		12%	13%	11%	11%	14%	14%	9%	14%	11%	9%
						cf	cf		cf		
8	(8.0)	369	129	129	112	80	58	79	58	54	41
		12%	12%	12%	11%	21%	10%	12%	10%	11%	11%
						bcdef					
9	(9.0)	214	93	64	57	49	22	44	33	37	30
		7%	9%	6%	6%	13%	4%	7%	6%	7%	8%
			bc			bcdef		b		b	b
10 - Very concerned	(10.0)	446	172	130	144	55	18	120	41	112	101
		14%	17%	12%	14%	14%	3%	19%	7%	22%	27%
			b			bd		bd	b	abd	abcd
I would not do this / This is not applicable to me		308	93	108	108	7	27	84	64	62	63
		10%	9%	10%	11%	2%	5%	13%	11%	12%	17%
							a	ab	ab	ab	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_12. Staying in holiday accommodation in the UK (e.g. hotel, B&B, Airbnb) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1686	620	552	514	278	273	343	260	300	231
	54%	60%	52%	51%	72%	45%	53%	44%	59%	61%
		bc			bcdef		bd		bcd	bcd
SUM: Unconcerned	1117	327	398	392	103	303	219	266	144	82
	36%	31%	38%	39%	26%	50%	34%	45%	28%	22%
			a	a		acef	aef	acef	f	
NET: Concerned	18	28	15	12	45	-5	19	-1	31	40
		bc			ce				c	ce
Base for stats	2803	947	949	906	380	576	562	527	444	313
Mean Score	6.25	6.57	6.08	6.09	6.86	5.51	6.46	5.24	6.81	7.40
		bc			bcd		bd		bd	abcde
Standard Deviation	2.713	2.673	2.676	2.765	2.445	2.061	2.835	2.916	2.757	2.521
Standard Error	.051	.087	.087	.092	.126	.085	.121	.128	.131	.142
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_13. Visiting a hairdresser, barber beauty salon - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	298 10%	89 9%	106 10%	103 10%	22 6%	37 6%	54 8% f	127 22% abcef	40 8% f	17 5%
2	(2.0)	108 3%	24 2%	44 4% a	41 4% a	9 2%	18 3%	35 5% abef	27 5% e	11 2%	9 2%
3	(3.0)	224 7%	83 8%	66 6%	76 7%	18 5%	40 7%	63 10% abe	48 8% a	31 6%	24 6%
4	(4.0)	228 7%	74 7%	67 6%	87 9%	24 6%	52 9% c	37 6%	47 8%	45 9% c	22 6%
5	(5.0)	393 13%	115 11%	144 14%	135 13%	29 7%	140 23% acdef	75 12% a	68 11% a	50 10%	32 8%
6	(6.0)	336 11%	121 12%	111 11%	104 10%	46 12% c	109 18% acdef	46 7%	53 9%	52 10%	29 8%
7	(7.0)	423 14%	149 14%	150 14%	124 12%	58 15%	92 15%	83 13%	70 12%	59 12%	61 16% e
8	(8.0)	341 11%	127 12%	102 10%	112 11%	71 18% bcde	54 9%	72 11% d	44 7%	48 10%	52 14% bde
9	(9.0)	188 6%	58 6%	73 7%	57 6%	54 14% bcdef	24 4%	28 4%	23 4%	36 7% bcd	22 6%
10 - Very concerned	(10.0)	314 10%	122 12%	99 9%	93 9%	45 12% bd	15 2%	80 12% bd	25 4%	76 15% bd	72 19% abcd
I would not do this / This is not applicable to me		257 8%	79 8%	95 9%	83 8%	11 3%	23 4%	72 11% ab	59 10% ab	57 11% ab	36 10% ab

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_13. Visiting a hairdresser, barber beauty salon - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1602	576	535	490	274	294	309	216	271	237
	51%	55%	51%	48%	71%	49%	48%	36%	54%	63%
		bc			bcdef	d	d		d	bcde
SUM: Unconcerned	1252	384	427	441	102	286	265	317	178	103
	40%	37%	40%	43%	26%	47%	41%	54%	35%	27%
				a		acef	aef	abcef	af	
NET: Concerned	11	18	10	5	44	1	7	-17	19	36
		bc	c		bcef		b		bc	bce
Base for stats	2854	961	962	931	377	581	574	532	449	340
Mean Score	5.82	6.01	5.78	5.65	6.71	5.50	5.79	4.65	6.20	6.74
		c			bcde	d	bd		bcd	bcde
Standard Deviation	2.708	2.680	2.720	2.714	2.501	2.091	2.833	2.804	2.783	2.628
Standard Error	.051	.086	.088	.089	.129	.086	.119	.122	.131	.143
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_14. Meeting someone outside my household or support bubble - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	297 10%	86 8%	108 10%	103 10%	25 6% f	31 5% f	54 8% bf	137 23% abcef	41 8% bf	9 2%
2	(2.0)	120 4%	36 3%	40 4%	44 4%	17 4% f	26 4% f	20 3%	37 6% cef	14 3%	5 1%
3	(3.0)	225 7%	76 7%	87 8%	62 6%	18 5%	43 7%	60 9% a	42 7%	36 7%	25 7%
4	(4.0)	287 9%	90 9%	99 9%	97 10%	18 5%	80 13% acdf	59 9% a	55 9% a	49 10% a	26 7%
5	(5.0)	469 15%	147 14%	163 15%	158 16%	38 10%	133 22% acdef	100 15% a	77 13%	65 13%	55 15% a
6	(6.0)	413 13%	142 14%	130 12%	141 14%	42 11%	114 19% acdef	83 13%	73 12%	63 12%	38 10%
7	(7.0)	419 13%	139 13%	137 13%	143 14%	59 15%	78 13%	82 13%	66 11%	75 15%	58 15%
8	(8.0)	327 11%	122 12%	107 10%	98 10%	69 18% bcde	54 9%	68 10% d	41 7%	45 9%	51 13% bde
9	(9.0)	149 5%	48 5%	50 5%	51 5%	47 12% bcdef	17 3%	24 4%	16 3%	24 5%	22 6% bd
10 - Very concerned	(10.0)	283 9%	117 11% bc	89 8%	76 8%	48 12% bd	14 2%	73 11% bd	21 4%	62 12% bd	65 17% abcde
I would not do this / This is not applicable to me		122 4%	36 4%	45 4%	40 4%	6 2%	14 2%	23 4%	26 4% ab	31 6% abc	22 6% ab

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_14. Meeting someone outside my household or support bubble - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1592	569	514	509	265	276	330	217	270	234
	51%	55%	49%	50%	68%	46%	51%	37%	53%	62%
		bc			bcde	d	d		bd	bcde
SUM: Unconcerned	1397	435	498	465	117	313	293	348	206	120
	45%	42%	47%	46%	30%	52%	45%	59%	41%	32%
			a			acef	af	abcef	af	
NET: Concerned	6	13	2	4	38	-6	6	-22	13	31
		bc		b	cef				c	ce
Base for stats	2989	1004	1012	974	382	590	624	565	476	354
Mean Score	5.66	5.87	5.54	5.55	6.54	5.34	5.73	4.46	5.90	6.69
		bc			bcde	d	bd		bd	bcde
Standard Deviation	2.602	2.610	2.616	2.567	2.607	2.036	2.612	2.688	2.636	2.390
Standard Error	.048	.083	.082	.082	.134	.083	.106	.113	.121	.127
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_15. Staying overnight at someone else's house excluding households in my support bubble - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	243 8%	74 7%	79 7%	91 9%	23 6% f	31 5% f	30 5% f	124 21% abcef	28 5% f	7 2%
2	(2.0)	69 2%	19 2%	23 2%	26 3%	6 2%	17 3%	13 2%	18 3%	10 2%	5 1%
3	(3.0)	130 4%	39 4%	50 5%	41 4%	17 4%	36 6% cf	17 3%	33 6% cf	18 4%	9 2%
4	(4.0)	177 6%	51 5%	66 6%	61 6%	18 5%	58 10% acdef	31 5%	34 6% f	27 5% f	10 3%
5	(5.0)	353 11%	112 11%	131 12%	110 11%	29 7%	144 24% acdef	61 9% f	67 11% aef	34 7%	19 5%
6	(6.0)	257 8%	89 9%	83 8%	86 8%	29 7%	97 16% acdef	38 6%	41 7%	29 6%	23 6%
7	(7.0)	363 12%	124 12%	132 12%	108 11%	70 18% cdef	91 15% cdef	68 11%	56 9%	50 10%	29 8%
8	(8.0)	384 12%	134 13%	120 11%	130 13%	76 20% bcdef	54 9%	86 13% b	63 11%	61 12%	44 12%
9	(9.0)	251 8%	94 9%	80 8%	78 8%	52 13% bcde	28 5%	60 9% bd	27 5%	45 9% bd	39 10% bd
10 - Very concerned	(10.0)	482 15%	183 18% b	149 14%	150 15%	50 13% bd	18 3%	135 21% abd	50 9% b	117 23% abd	111 29% abcde
I would not do this / This is not applicable to me		400 13%	122 12%	146 14%	133 13%	18 5%	29 5%	107 16% ab	78 13% ab	88 17% ab	81 22% abcd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_15. Staying overnight at someone else's house excluding households in my support bubble - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1738	623	563	552	277	288	387	238	302	246
	56%	60%	53%	54%	71%	48%	60%	40%	60%	65%
		bc			bcde	d	bd		bd	bd
SUM: Unconcerned	973	295	349	329	93	286	153	275	117	49
	31%	28%	33%	32%	24%	47%	24%	47%	23%	13%
			a	a	f	acef	f	acef	f	
NET: Concerned	25	32	20	22	48	*	36	-6	37	52
		bc			bce		b		b	bce
Base for stats	2711	918	911	881	370	574	540	513	419	295
Mean Score	6.45	6.68	6.34	6.33	6.88	5.59	7.08	5.11	7.08	7.89
		bc			bd	d	bd		bd	abcde
Standard Deviation	2.766	2.727	2.731	2.831	2.493	2.091	2.654	3.070	2.786	2.379
Standard Error	.053	.090	.090	.096	.130	.087	.115	.136	.136	.139
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_16. Hugging someone outside my household or support bubble - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	217 7%	63 6%	78 7%	75 7%	20 5% f	30 5% f	25 4%	109 18% abcef	27 5% f	7 2%
2	(2.0)	57 2%	23 2%	19 2%	15 1%	6 1% f	21 3% cf	9 1% f	12 2% f	10 2% f	- -
3	(3.0)	103 3%	35 3%	30 3%	38 4%	11 3%	28 5% f	24 4% f	22 4% f	15 3%	5 1%
4	(4.0)	172 6%	39 4%	76 7% a	57 6% a	18 5%	66 11% acdef	28 4%	30 5%	21 4%	10 3%
5	(5.0)	336 11%	101 10%	112 11%	124 12%	29 8%	125 21% acdef	39 6%	88 15% acef	34 7%	20 5%
6	(6.0)	278 9%	95 9%	99 9%	84 8%	41 10% cdef	103 17% acdef	39 6%	39 7%	32 6%	23 6%
7	(7.0)	344 11%	117 11%	120 11%	107 11%	60 16% cdef	80 13% f	67 10%	58 10%	49 10%	28 8%
8	(8.0)	423 14%	164 16% c	136 13%	122 12%	77 20% bcde	69 11%	85 13%	70 12%	62 12%	59 16% b
9	(9.0)	280 9%	92 9%	88 8%	100 10%	40 10% b	38 6%	68 10% b	49 8%	49 10% b	37 10% b
10 - Very concerned	(10.0)	623 20%	220 21%	204 19%	200 20%	68 18% bd	20 3%	196 30% abd	59 10% b	146 29% abd	134 36% abde
I would not do this / This is not applicable to me		278 9%	91 9%	96 9%	92 9%	19 5%	23 4%	66 10% ab	56 9% ab	62 12% ab	53 14% abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_16. Hugging someone outside my household or support bubble - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1947	686	646	614	286	310	455	275	338	282
	63%	66%	61%	61%	74%	51%	70%	47%	67%	75%
		bc			bde		bd		bd	bde
SUM: Unconcerned	886	263	315	309	83	270	125	260	107	42
	28%	25%	30%	30%	21%	45%	19%	44%	21%	11%
			a	a	f	acef	f	acef	f	
NET: Concerned	34	41	31	30	52	7	51	3	46	64
		bc			bde	d	bd		bd	abcde
Base for stats	2833	949	961	922	369	581	580	535	445	323
Mean Score	6.78	6.95	6.68	6.72	7.06	5.72	7.55	5.58	7.37	8.18
		b			bd		abd		bd	abcde
Standard Deviation	2.729	2.677	2.743	2.762	2.436	2.156	2.592	3.040	2.738	2.139
Standard Error	.051	.087	.088	.091	.127	.089	.109	.131	.130	.120
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.02	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_17. Meeting outdoors in a large group of people (30+) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all concerned	(1.0)	194 6%	54 5%	67 6%	73 7%	16 4% f	23 4% f	26 4% f	104 18% abcef	23 4% f	3 1%
2	(2.0)	62 2%	19 2%	23 2%	20 2%	6 1%	20 3% cef	7 1%	20 3% cef	7 1%	4 1%
3	(3.0)	102 3%	37 4%	35 3%	30 3%	13 3% f	37 6% cdef	16 2% f	21 3% f	14 3% f	2 1%
4	(4.0)	147 5%	52 5%	53 5%	41 4%	23 6% cef	55 9% cdef	21 3%	25 4%	13 3%	10 3%
5	(5.0)	250 8%	79 8%	97 9%	74 7%	23 6%	118 20% acdef	31 5%	42 7% f	22 4%	13 3%
6	(6.0)	280 9%	82 8%	110 10% a	88 9%	32 8% f	101 17% acdef	39 6%	65 11% cef	28 5%	15 4%
7	(7.0)	354 11%	113 11%	126 12%	116 11%	53 14% d	86 14% cde	64 10%	55 9%	52 10%	45 12%
8	(8.0)	402 13%	151 14%	124 12%	128 13%	76 20% bcdef	81 13%	81 13%	59 10%	58 11%	48 13%
9	(9.0)	266 9%	98 9%	79 7%	89 9%	50 13% bde	26 4%	61 9% b	49 8% b	42 8% b	38 10% b
10 - Very concerned	(10.0)	676 22%	237 23%	217 20%	222 22%	82 21% bd	23 4%	201 31% abd	73 12% b	169 33% abd	129 34% abd
I would not do this / This is not applicable to me		377 12%	117 11%	126 12%	134 13%	14 4%	35 6%	99 15% ab	79 13% ab	79 16% ab	70 19% abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E0_17. Meeting outdoors in a large group of people (30+) - How concerned or not do you feel doing each of the following activities right now?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Concerned	1978	680	656	643	292	316	447	301	348	274
	64%	65%	62%	63%	75%	52%	69%	51%	69%	73%
					bcde		bd		bd	bd
SUM: Unconcerned	755	243	275	237	82	252	100	211	79	32
	24%	23%	26%	23%	21%	42%	16%	36%	16%	8%
					cef	acdef	f	acef	f	
NET: Concerned	39	42	36	40	54	11	54	15	53	65
		b			bd		bd	b	bd	abcde
Base for stats	2734	923	931	880	374	568	547	512	427	306
Mean Score	6.95	7.09	6.80	6.95	7.25	5.80	7.71	5.73	7.72	8.29
		b			bd		abd		abd	abcde
Standard Deviation	2.727	2.671	2.719	2.789	2.464	2.111	2.554	3.158	2.637	2.016
Standard Error	.052	.088	.089	.094	.128	.088	.110	.140	.128	.116
Error variance	*	.01	.01	.01	.02	.01	.01	.02	.02	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1. How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Maintain social distancing with people outside my household or support bubble	Avoid being face-to-face with people outside my household or support bubble	Keep my hands and face as clean as possible	Keep places ventilated if I am indoors with people from different households	Avoid crowded spaces	Work from home	Reduce use of public transport	Wear a face mask on public transport	Avoid shouting or singing close to people outside my household or support bubble	Wash my clothes regularly	Follow the safety guidelines in public spaces (e.g. my workplace, shops and businesses)	Avoid use of public transport at peak times	Keep places ventilated if I am indoors with people from different households	Reduce use of public transport and avoid it at peak times	Wear a face mask on public transport or when attending a hospital as a visitor or outpatient
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Significance Level: 95%																
Unweighted Total		3111	3111	3111	2071	3111	3111	2071	2071	3111	3111	3111	2071	1040	1040	1040
Total		3111	3111	3111	2071	3111	3111	2071	2071	3111	3111	3111	2071	1040	1040	1040
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	63 2%	72 2%	19 1%	35 2%	52 2%	192 6%	47 2%	26 1%	35 1%	21 1%	39 1%	44 2%	13 1%	15 1%	11 1%
		chijko	chijkmo		cj	cj	abcdeghijklmno	chijko	cj	c		cj	chijko	c	cj	
2	(2.0)	44 1%	48 2%	25 1%	22 1%	33 1%	47 2%	19 1%	18 1%	18 1%	18 1%	27 1%	20 1%	9 1%	9 1%	7 1%
		cijk	chijko		ij	ij	cjiko									
3	(3.0)	96 3%	108 3%	60 2%	47 2%	94 3%	60 2%	51 2%	29 1%	52 2%	44 1%	79 3%	63 3%	20 2%	20 2%	21 2%
		cfhij	cdfghijklmno		hj	cfhij		hij				hij	cfhij			
4	(4.0)	187 6%	195 6%	111 4%	91 4%	155 5%	110 4%	79 4%	58 3%	93 3%	73 2%	121 4%	68 3%	35 3%	34 3%	37 4%
		cdfghijklmno	cdfghijklmno	j	hij	cfghijklmn	j	j				hj	j			j
5	(5.0)	313 10%	350 11%	207 7%	158 8%	260 8%	201 6%	141 7%	132 6%	246 8%	177 6%	268 9%	126 6%	82 8%	76 7%	54 5%
		cdfghijklmno	cdfghijklmno		jlo	cfghjlo				fhjlo		cfghjlo		jo	o	
6	(6.0)	315 10%	314 10%	210 7%	181 9%	258 8%	207 7%	148 7%	151 7%	227 7%	210 7%	285 9%	138 7%	116 11%	67 6%	59 6%
		cefhijlno	cefhijlno		cfjlno	cfjlo						cfghijlno		cdfghijlno		
7	(7.0)	381 12%	410 13%	314 10%	238 11%	377 12%	229 7%	186 9%	156 8%	263 8%	290 9%	391 13%	169 8%	128 12%	95 9%	100 10%
		cfghijlno	cfghijlno	fhil	fghijln	cfghijlno		f			fh	cfghijlno		cfghijlno		fh
8	(8.0)	504 16%	442 14%	528 17%	275 13%	475 15%	294 9%	202 10%	183 9%	366 12%	429 14%	471 15%	207 10%	133 13%	135 13%	124 12%
		bdfghijlno	fghil	bdfghijklmno	fghl	dfghilo				fghl	fghil	fghilo		fghl	fghl	fh

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1. How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Maintain social distancing with people outside my household or support bubble	Avoid being face-to-face with people outside my household or support bubble	Keep my hands and face as clean as possible	Keep places ventilated if I am indoors with people from different households	Avoid crowded spaces	Work from home	Reduce use of public transport	Wear a face mask on public transport	Avoid shouting or singing close to people outside my household or support bubble	Wash my clothes regularly	Follow the safety guidelines in public spaces (e.g. my workplace, shops and businesses)	Avoid use of public transport at peak times	Keep places ventilated if I am indoors with people from different households	Reduce use of public transport and avoid it at peak times	Wear a face mask on public transport or when attending a hospital as a visitor or outpatient	
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	
Significance Level: 95%																
Unweighted Total	3111	3111	3111	2071	3111	3111	2071	2071	3111	3111	3111	2071	1040	1040	1040	
Total	3111	3111	3111	2071	3111	3111	2071	2071	3111	3111	3111	2071	1040	1040	1040	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
9	291	256	378	155	302	176	158	159	248	330	361	137	79	77	96	
(9.0)	9%	8%	12%	7%	10%	6%	8%	8%	8%	11%	12%	7%	8%	7%	9%	
	d f g h l	f l	a b c d e f g h i j k l m n o	f	b d f g h i j k l m n		f	f	f	b d f g h i j k l m n	a b c d e f g h i j k l m n o		f	f	f l	
10 - Very easy	805	746	1214	464	926	572	639	563	940	1461	846	652	219	273	295	
(10.0)	26%	24%	39%	22%	30%	18%	31%	27%	30%	47%	27%	31%	21%	26%	28%	
	d f m	f	a b c d e f g h i j k l m n o	f	a b d f h k m n		a b d f h k m n	b d f m	a b d f h k m n	a b c d e f g h i j k l m n o	b d f m	a b d f h k m n		d f m	b d f m	
I have not done this / This is not applicable to me	113	169	45	404	179	1023	399	597	623	59	225	447	206	240	237	
	4%	5%	1%	20%	6%	33%	19%	29%	20%	2%	7%	22%	20%	23%	23%	
	c j	a c j		a b c e j k	a c j	a b c d e g h i j k l m n o	a b c e j k	a b c d e g h i j k l m n o	a b c e j k		a b c e j	a b c e j k	a b c e j k	a b c d e g i j k	a b c d e g i j k	
SUM: Easy	2294	2169	2643	1314	2338	1479	1334	1211	2045	2721	2353	1302	675	646	673	
	74%	70%	85%	63%	75%	48%	64%	58%	66%	87%	76%	63%	65%	62%	65%	
	b d f g h i j k l m n o	d f g h i j k l m n o	a b c d e f g h i j k l m n o	f h	b d f g h i j k l m n o		f h	f	f h l n	a b c d e f g h i j k l m n o	b d f g h i j k l m n o	f h	f h	f h	f h	
SUM: Difficult	704	773	423	353	593	609	338	263	443	332	533	322	160	154	130	
	23%	25%	14%	17%	19%	20%	16%	13%	14%	11%	17%	16%	15%	15%	12%	
	c d e f g h i j k l m n o	a c d e f g h i j k l m n o	j	c h i j o	c g h i j k l m n o	c d g h i j k l m n o	c h i j o	j	j		c h i j o	c h j o	h j	j	j	
NET: Easy	51	45	71	46	56	28	48	46	51	77	58	47	50	47	52	
	b d f g h l n	f	a b c d e f g h i j k l m n o	f	a b d f g h i j k l m n o		b f	f	b d f g h l n	a b c d e f g h i j k l m n o	a b d f g h i j k l m n o	f	b f h	f	b d f g h l n	
Base for stats	2998	2942	3066	1667	2932	2088	1672	1474	2488	3052	2886	1624	834	800	803	
Mean Score	7.34	7.17	8.14	7.42	7.60	6.91	7.71	7.84	7.88	8.41	7.65	7.75	7.43	7.71	7.92	
	b f	f	a b c d e f g h i j k l m n o	b f	a b d f		a b d f m	a b d e f k m	a b d e f g k m	a b c d e f g h i j k l m n o	a b d f m	a b d e f m	b f	a b d f m	a b d e f g k m	
Standard Deviation	2.363	2.411	2.085	2.323	2.325	2.868	2.467	2.315	2.241	2.008	2.212	2.491	2.206	2.305	2.233	
Standard Error	.043	.044	.038	.057	.043	.063	.061	.060	.045	.036	.041	.062	.077	.082	.079	
Error variance	*	*	*	*	*	*	*	*	*	*	*	*	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_1. Maintain social distancing with people outside my household or support bubble - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	63 2%	16 2%	19 2%	28 3%	9 2%	7 1%	8 1%	15 3%	19 4%	5 1%
										bcf	
2	(2.0)	44 1%	14 1%	17 2%	14 1%	5 1%	14 2%	7 1%	6 1%	8 2%	5 1%
3	(3.0)	96 3%	22 2%	41 4%	33 3%	14 4%	26 4%	11 2%	11 2%	30 6%	5 1%
				a		cf	cdf			cdf	
4	(4.0)	187 6%	61 6%	69 6%	58 6%	21 5%	59 10%	27 4%	31 5%	38 7%	12 3%
							acdf			cf	
5	(5.0)	313 10%	98 9%	120 11%	95 9%	21 6%	127 21%	37 6%	59 10%	45 9%	22 6%
							acdef		acf	c	
6	(6.0)	315 10%	107 10%	114 11%	94 9%	51 13%	112 18%	37 6%	47 8%	49 10%	19 5%
						cdf	acdef			cf	
7	(7.0)	381 12%	135 13%	118 11%	127 13%	59 15%	94 16%	61 9%	70 12%	55 11%	40 11%
						c	cef				
8	(8.0)	504 16%	189 18%	155 15%	161 16%	67 17%	78 13%	113 18%	100 17%	85 17%	60 16%
			b					b			
9	(9.0)	291 9%	112 11%	88 8%	90 9%	52 13%	29 5%	73 11%	53 9%	38 8%	45 12%
						bde		be	b		be
10 - Very easy	(10.0)	805 26%	252 24%	280 26%	272 27%	88 23%	42 7%	256 40%	166 28%	124 24%	130 34%
						b		abde	b	b	abde
I have not done this / This is not applicable to me		113 4%	33 3%	36 3%	44 4%	1 *	16 3%	16 2%	32 5%	16 3%	33 9%
							a	a	abc	a	abcde
SUM: Easy		2294 74%	795 76%	756 71%	744 73%	317 82%	355 59%	540 84%	437 74%	351 69%	295 78%
			b			bde		bdef	b	b	be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_1. Maintain social distancing with people outside my household or support bubble - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	704	211	266	227	70	233	90	122	140	49
	23%	20%	25%	22%	18%	39%	14%	21%	28%	13%
			a			acdef		cf	acdf	
NET: Easy	51	56	46	51	64	20	70	53	42	65
		bc		b	bde		bde	be	b	bde
Base for stats	2998	1007	1021	970	387	587	631	559	491	343
Mean Score	7.34	7.43	7.24	7.35	7.38	6.16	8.12	7.50	7.01	8.07
					be		abde	be	b	abde
Standard Deviation	2.363	2.242	2.415	2.428	2.272	1.983	2.175	2.356	2.590	2.174
Standard Error	.043	.071	.076	.078	.116	.081	.087	.100	.117	.116
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_2. Avoid being face-to-face with people outside my household or support bubble - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	72	19	29	24	11	8	6	15	23	10
		2%	2%	3%	2%	3%	1%	1%	3%	4%	3%
						c			c	bc	c
2	(2.0)	48	12	19	17	7	14	8	8	8	3
		2%	1%	2%	2%	2%	2%	1%	1%	2%	1%
3	(3.0)	108	31	43	34	11	25	15	16	31	12
		3%	3%	4%	3%	3%	4%	2%	3%	6%	3%
										acd	
4	(4.0)	195	66	61	68	27	60	26	29	37	16
		6%	6%	6%	7%	7%	10%	4%	5%	7%	4%
							cdf			c	
5	(5.0)	350	100	126	124	34	135	38	63	57	22
		11%	10%	12%	12%	9%	22%	6%	11%	11%	6%
							acdef		cf	cf	
6	(6.0)	314	109	102	103	29	114	40	59	52	20
		10%	10%	10%	10%	8%	19%	6%	10%	10%	5%
							acdef		cf	cf	
7	(7.0)	410	153	150	107	63	104	78	72	54	40
		13%	15%	14%	11%	16%	17%	12%	12%	11%	11%
			c	c		ef	cdef				
8	(8.0)	442	151	145	146	59	71	104	77	76	55
		14%	15%	14%	14%	15%	12%	16%	13%	15%	15%
								b			
9	(9.0)	256	81	93	82	55	18	72	42	33	37
		8%	8%	9%	8%	14%	3%	11%	7%	6%	10%
						bde		bde	b	b	b
10 - Very easy	(10.0)	746	258	235	253	87	35	229	164	105	125
		24%	25%	22%	25%	23%	6%	35%	28%	21%	33%
						b		abde	be	b	abe
I have not done this / This is not applicable to me		169	60	54	55	5	19	31	47	32	36
		5%	6%	5%	5%	1%	3%	5%	8%	6%	9%
								a	abc	ab	abc
SUM: Easy		2169	752	726	691	293	343	522	414	320	277
		70%	72%	69%	68%	76%	57%	81%	70%	63%	74%
			c			be		bdef	be	b	be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_2. Avoid being face-to-face with people outside my household or support bubble - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	773	228	277	267	90	242	93	130	155	63
	25%	22%	26%	26%	23%	40%	14%	22%	31%	17%
			a	a	cf	acdef		cf	acdf	
NET: Easy	45	50	42	42	52	17	66	48	33	57
		bc			be		abdef	be	b	bde
Base for stats	2942	980	1003	959	383	585	615	544	475	340
Mean Score	7.17	7.28	7.06	7.15	7.29	6.03	7.98	7.35	6.75	7.79
		b			be		abde	be	b	abde
Standard Deviation	2.411	2.330	2.441	2.458	2.387	1.917	2.188	2.431	2.616	2.418
Standard Error	.044	.075	.077	.079	.123	.079	.089	.104	.120	.130
Error variance	*	.01	.01	.01	.02	.01	.01	.01	.01	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_3. Keep my hands and face as clean as possible - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	19 1%	4 *	10 1%	5 1%	5 1% c	5 1%	2 *	4 1%	2 *	1 *
2	(2.0)	25 1%	8 1%	10 1%	7 1%	6 2% cd	8 1% c	2 *	2 *	5 1%	3 1%
3	(3.0)	60 2%	19 2%	21 2%	20 2%	10 3% cdf	29 5% cdef	3 *	5 1%	12 2% cdf	2 *
4	(4.0)	111 4%	34 3%	49 5% c	28 3%	12 3% f	62 10% acdef	11 2%	14 2%	8 2%	4 1%
5	(5.0)	207 7%	71 7%	67 6%	70 7%	28 7% cef	104 17% acdef	12 2%	36 6% cef	18 3%	10 3%
6	(6.0)	210 7%	69 7%	71 7%	69 7%	24 6% cf	93 15% acdef	21 3%	31 5%	29 6% c	12 3%
7	(7.0)	314 10%	109 11% c	124 12% c	80 8%	59 15% cdef	93 15% cdef	42 7%	45 8%	43 9%	31 8%
8	(8.0)	528 17%	194 19%	163 15%	171 17%	64 17%	93 15%	105 16%	121 20% b	85 17%	59 16%
9	(9.0)	378 12%	136 13%	121 11%	121 12%	64 17% b	38 6%	82 13% b	77 13% b	66 13% b	51 14% b
10 - Very easy	(10.0)	1214 39%	379 36%	406 38%	429 42% a	112 29% b	64 11%	361 56% abde	243 41% ab	236 47% ab	197 52% abd
I have not done this / This is not applicable to me		45 1%	16 2%	15 1%	14 1%	2 1%	14 2% ace	5 1%	14 2% ace	2 *	7 2% e

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_3. Keep my hands and face as clean as possible - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Easy	2643	888	885	870	324	381	611	516	460	350
	85%	85%	84%	86%	84%	63%	95%	87%	91%	93%
					b		abde	b	ab	abd
SUM: Difficult	423	136	157	130	61	208	30	61	45	18
	14%	13%	15%	13%	16%	34%	5%	10%	9%	5%
					cdef	acdef		cf	cf	
NET: Easy	71	72	69	73	68	29	90	77	82	88
				b	b		abde	ab	ab	abde
Base for stats	3066	1024	1042	1000	385	589	642	577	504	369
Mean Score	8.14	8.12	8.03	8.26	7.81	6.47	8.93	8.40	8.49	8.86
				b	b		abde	ab	ab	abde
Standard Deviation	2.085	2.016	2.174	2.056	2.181	2.093	1.582	1.891	1.946	1.617
Standard Error	.038	.063	.067	.065	.112	.086	.063	.079	.086	.084
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_4. Keep places ventilated if I am indoors with people from different households - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total								
		Wave		Segment						
		Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	a	b	c	d	e	f
Significance Level: 95%										
Unweighted Total		2071	1057	1014	248	394	424	415	336	254
Total		2071	1057	1014	243	390	439	419	333	248
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	35 2%	15 1%	20 2%	10 4% bcdf	5 1%	1 *	4 1%	16 5% bcdf	1 *
2	(2.0)	22 1%	11 1%	11 1%	3 1%	6 2%	3 1%	6 1%	2 *	2 1%
3	(3.0)	47 2%	24 2%	23 2%	5 2% f	21 5% acdef	4 1%	9 2% f	8 2% f	- -
4	(4.0)	91 4%	47 4%	44 4%	10 4% f	41 11% acdef	10 2%	12 3%	15 4% f	3 1%
5	(5.0)	158 8%	74 7%	84 8%	15 6%	69 18% acdef	21 5%	28 7% f	15 5%	8 3%
6	(6.0)	181 9%	85 8%	96 9%	20 8%	66 17% acdef	29 7%	30 7%	21 6%	14 6%
7	(7.0)	238 11%	135 13%	103 10%	36 15% cef	83 21% acdef	35 8%	41 10%	24 7%	17 7%
8	(8.0)	275 13%	147 14%	129 13%	42 17% b	31 8%	57 13% b	60 14% b	50 15% b	35 14% b
9	(9.0)	155 7%	84 8%	71 7%	40 16% bcdef	21 5%	32 7% e	28 7%	12 4%	21 8% e
10 - Very easy	(10.0)	464 22%	224 21%	240 24%	53 22% b	21 5%	138 31% abde	104 25% b	76 23% b	71 29% b
I have not done this / This is not applicable to me		404 20%	210 20%	194 19%	7 3%	24 6%	109 25% ab	97 23% ab	93 28% ab	75 30% abd
SUM: Easy		1314 63%	675 64%	638 63%	192 79% bcdef	224 57%	292 66% be	263 63% e	184 55%	159 64% e

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_4. Keep places ventilated if I am indoors with people from different households - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	353	172	181	44	142	38	59	56	14
	17%	16%	18%	18%	36%	9%	14%	17%	6%
				cf	acdef		cf	cf	
NET: Easy	46	48	45	61	21	58	49	39	59
				bde		bde	be	b	bde
Base for stats	1667	847	820	236	366	330	322	240	173
Mean Score	7.42	7.43	7.40	7.43	6.09	8.22	7.67	7.30	8.36
				b		abde	b	b	abde
Standard Deviation	2.323	2.270	2.378	2.392	1.938	1.980	2.261	2.681	1.853
Standard Error	.057	.078	.084	.154	.101	.111	.128	.175	.137
Error variance	*	.01	.01	.02	.01	.01	.02	.03	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_5. Avoid crowded spaces - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	52 2%	13 1%	18 2%	21 2%	8 2%	8 1%	8 1%	8 1%	15 3%	5 1%
										cd	
2	(2.0)	33 1%	9 1%	11 1%	13 1%	9 2%	10 2%	1 *	6 1%	5 1%	2 1%
						cf	c		c	c	
3	(3.0)	94 3%	25 2%	30 3%	39 4%	20 5%	33 5%	5 1%	14 2%	19 4%	4 1%
						cdf	cdf		c	cf	
4	(4.0)	155 5%	56 5%	48 5%	51 5%	14 4%	65 11%	16 2%	15 3%	41 8%	4 1%
						f	acdf			acdf	
5	(5.0)	260 8%	96 9%	94 9%	70 7%	19 5%	115 19%	22 3%	49 8%	32 6%	23 6%
							acdef		ac	c	
6	(6.0)	258 8%	91 9%	86 8%	81 8%	32 8%	91 15%	36 6%	48 8%	36 7%	16 4%
						f	acdef		f		
7	(7.0)	377 12%	133 13%	127 12%	117 12%	52 13%	114 19%	63 10%	74 12%	48 9%	27 7%
						f	acdef		f		
8	(8.0)	475 15%	175 17%	159 15%	141 14%	88 23%	76 13%	101 16%	89 15%	69 14%	51 14%
						bcdef					
9	(9.0)	302 10%	100 10%	99 9%	104 10%	50 13%	21 3%	79 12%	69 12%	39 8%	45 12%
						be		be	be	b	be
10 - Very easy	(10.0)	926 30%	284 27%	318 30%	324 32%	95 25%	47 8%	280 43%	173 29%	179 35%	152 40%
						a		abde	b	abd	abd
I have not done this / This is not applicable to me		179 6%	58 6%	68 6%	53 5%	2 1%	25 4%	36 6%	48 8%	23 4%	46 12%
							a	a	abe	a	abcde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_5. Avoid crowded spaces - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Easy	2338	782	789	767	317	348	559	452	371	292
	75%	75%	75%	76%	82%	58%	86%	76%	73%	78%
					be		abdef	b	b	b
SUM: Difficult	593	199	201	194	69	231	51	92	112	38
	19%	19%	19%	19%	18%	38%	8%	16%	22%	10%
					cf	acdef		cf	cdf	
NET: Easy	56	56	56	57	64	19	79	61	51	68
					be		abdef	be	b	bde
Base for stats	2932	982	989	961	386	578	610	543	484	330
Mean Score	7.60	7.56	7.62	7.63	7.50	6.16	8.48	7.78	7.55	8.41
					b		abde	b	b	abde
Standard Deviation	2.325	2.233	2.323	2.420	2.335	2.028	1.917	2.201	2.574	2.056
Standard Error	.043	.071	.074	.078	.119	.084	.079	.095	.117	.112
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_6. Work from home - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	192	53	69	70	22	15	40	47	53	14
		6%	5%	7%	7%	6%	2%	6%	8%	11%	4%
						b		b	bf	abcf	
2	(2.0)	47	16	15	16	5	13	4	11	7	5
		2%	2%	1%	2%	1%	2%	1%	2%	1%	1%
							c				
3	(3.0)	60	13	28	19	6	28	7	6	10	3
		2%	1%	3%	2%	2%	5%	1%	1%	2%	1%
				a			acdef				
4	(4.0)	110	37	42	30	12	55	13	16	8	6
		4%	4%	4%	3%	3%	9%	2%	3%	2%	2%
							acdef				
5	(5.0)	201	79	71	50	28	99	28	25	9	11
		6%	8%	7%	5%	7%	16%	4%	4%	2%	3%
			c			ef	acdef	e	e		
6	(6.0)	207	68	70	68	35	93	16	28	18	17
		7%	7%	7%	7%	9%	15%	3%	5%	3%	4%
						cdef	acdef		c		
7	(7.0)	229	79	87	63	56	79	20	37	29	10
		7%	8%	8%	6%	14%	13%	3%	6%	6%	3%
						cdef	cdef		cf	cf	
8	(8.0)	294	111	85	98	65	76	48	52	31	22
		9%	11%	8%	10%	17%	13%	7%	9%	6%	6%
			b			cdef	cdef				
9	(9.0)	176	61	71	44	43	29	24	28	23	29
		6%	6%	7%	4%	11%	5%	4%	5%	5%	8%
				c		bcde					bce
10 - Very easy	(10.0)	572	177	181	214	78	33	163	104	114	81
		18%	17%	17%	21%	20%	5%	25%	18%	22%	22%
				ab		b		bd	b	bd	b
I have not done this / This is not applicable to me		1023	346	336	341	38	85	283	236	204	177
		33%	33%	32%	34%	10%	14%	44%	40%	40%	47%
								ab	ab	ab	abde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_6. Work from home - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Easy	1479	496	496	487	277	309	271	248	214	159
	48%	48%	47%	48%	71%	51%	42%	42%	42%	42%
					bcdef	cdef				
SUM: Difficult	609	198	226	185	72	209	93	107	88	40
	20%	19%	21%	18%	19%	35%	14%	18%	17%	11%
					f	acdef		f	f	
NET: Easy	28	29	26	30	53	17	28	24	25	32
				b	bcdef		b	b	b	bde
Base for stats	2088	694	721	673	349	518	363	355	303	199
Mean Score	6.91	6.97	6.77	6.99	7.22	6.06	7.50	6.80	6.87	7.72
					bd		bde	b	b	abde
Standard Deviation	2.868	2.731	2.889	2.979	2.509	2.113	3.079	3.121	3.424	2.815
Standard Error	.063	.106	.107	.117	.135	.092	.167	.167	.202	.202
Error variance	*	.01	.01	.01	.02	.01	.03	.03	.04	.04

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_7. Reduce use of public transport - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total								
		Wave		Segment						
		Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	a	b	c	d	e	f
Significance Level: 95%										
Unweighted Total		2071	1057	1014	248	394	424	415	336	254
Total		2071	1057	1014	243	390	439	419	333	248
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	47 2%	23 2%	24 2%	9 4% bc	4 1%	3 1%	13 3% bc	12 4% bc	6 2%
2	(2.0)	19 1%	12 1%	8 1%	5 2% cd	7 2% cd	1 *	1 *	2 1%	3 1%
3	(3.0)	51 2%	28 3%	23 2%	7 3%	18 5% cdf	8 2%	5 1%	11 3% d	3 1%
4	(4.0)	79 4%	37 4%	42 4%	5 2%	43 11% acdef	6 1%	13 3%	9 3%	3 1%
5	(5.0)	141 7%	80 8%	61 6%	12 5% f	78 20% acdef	12 3%	25 6% cef	10 3%	4 2%
6	(6.0)	148 7%	69 7%	80 8%	18 7% cf	65 17% acdef	15 3%	28 7% cf	17 5% f	5 2%
7	(7.0)	186 9%	107 10%	79 8%	33 13% cef	66 17% odef	24 6%	37 9% e	13 4%	13 5%
8	(8.0)	202 10%	107 10%	94 9%	45 19% bcdef	36 9%	35 8%	45 11% f	27 8%	13 5%
9	(9.0)	158 8%	85 8%	73 7%	35 15% bcde	15 4%	33 7% b	30 7% b	19 6%	27 11% be
10 - Very easy	(10.0)	639 31%	303 29%	336 33% a	59 24% b	30 8%	192 44% abd	123 29% b	145 43% abd	90 36% ab
I have not done this / This is not applicable to me		399 19%	205 19%	194 19%	15 6%	27 7%	109 25% ab	99 24% ab	68 20% ab	81 33% abcde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_7. Reduce use of public transport - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Easy	1334	671	663	190	212	300	263	221	148
	64%	63%	65%	78%	54%	68%	63%	66%	60%
				bcdef		bf	b	b	
SUM: Difficult	338	181	157	37	151	31	57	44	19
	16%	17%	16%	15%	39%	7%	14%	13%	7%
				cf	acdef		cf	cf	
NET: Easy	48	46	50	63	16	61	49	53	52
				bdef		bdef	b	b	b
Base for stats	1672	852	820	227	363	330	320	265	167
Mean Score	7.71	7.63	7.79	7.58	6.09	8.70	7.80	8.16	8.52
				b		abde	b	ab	abd
Standard Deviation	2.467	2.457	2.476	2.392	1.999	2.006	2.425	2.653	2.364
Standard Error	.061	.084	.087	.157	.104	.113	.137	.163	.183
Error variance	*	.01	.01	.02	.01	.01	.02	.03	.03

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_8. Wear a face mask on public transport - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total								
		Wave		Segment						
		Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	a	b	c	d	e	f
Significance Level: 95%										
Unweighted Total		2071	1057	1014	248	394	424	415	336	254
Total		2071	1057	1014	243	390	439	419	333	248
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	26 1%	12 1%	14 1%	6 3% c	6 1% c	- -	8 2%	3 1% c	2 1% c
2	(2.0)	18 1%	10 1%	8 1%	4 1%	7 2%	2 *	2 *	3 1%	1 1%
3	(3.0)	29 1%	13 1%	15 2%	1 1%	12 3% ace	3 1%	6 1%	3 1%	3 1%
4	(4.0)	58 3%	35 3%	24 2%	6 3% f	30 8% acdef	5 1%	12 3% f	5 1%	1 *
5	(5.0)	132 6%	72 7%	60 6%	9 4% f	80 21% acdef	10 2% f	25 6% cef	7 2%	1 *
6	(6.0)	151 7%	92 9% b	59 6%	19 8% cf	70 18% acdef	9 2%	29 7% cf	16 5% c	6 3%
7	(7.0)	156 8%	82 8%	74 7%	37 15% cdef	49 13% cdef	19 4%	25 6%	16 5%	10 4%
8	(8.0)	183 9%	81 8%	102 10%	24 10%	44 11% ef	34 8%	44 11%	22 7%	16 7%
9	(9.0)	159 8%	86 8%	73 7%	42 17% bcdef	20 5%	37 8%	29 7%	20 6%	12 5%
10 - Very easy	(10.0)	563 27%	269 25%	293 29%	72 30% bd	32 8%	169 38% abd	85 20% b	125 38% bd	79 32% bd
I have not done this / This is not applicable to me		597 29%	304 29%	293 29%	21 9%	41 10%	152 35% ab	154 37% ab	113 34% ab	116 47% abcde
SUM: Easy		1211 58%	611 58%	601 59%	194 80% bcdef	214 55%	268 61% df	213 51%	199 60% df	123 50%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_8. Wear a face mask on public transport - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	263	143	120	27	135	19	52	21	8
	13%	13%	12%	11%	35%	4%	12%	6%	3%
				cef	acdef		cef		
NET: Easy	46	44	47	69	20	57	38	54	46
				bcdef		bdf	b	bd	bd
Base for stats	1474	753	721	221	349	287	265	220	132
Mean Score	7.84	7.72	7.96	7.93	6.26	8.91	7.62	8.57	8.77
			a	b		abd	b	abd	abd
Standard Deviation	2.315	2.322	2.303	2.246	2.040	1.706	2.374	2.147	2.054
Standard Error	.060	.084	.086	.149	.108	.103	.146	.147	.176
Error variance	*	.01	.01	.02	.01	.01	.02	.02	.03

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_9. Avoid shouting or singing close to people outside my household or support bubble - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	35 1%	12 1%	14 1%	10 1%	6 2% f	8 1%	3 *	9 1%	9 2% cf	1 *
2	(2.0)	18 1%	4 *	7 1%	7 1%	4 1%	7 1%	2 *	1 *	1 *	1 *
3	(3.0)	52 2%	14 1%	24 2%	14 1%	7 2%	19 3% cd	8 1%	4 1%	7 1%	6 2%
4	(4.0)	93 3%	36 3%	31 3%	26 3%	20 5% cdef	45 7% cdef	8 1%	12 2%	4 1%	3 1%
5	(5.0)	246 8%	69 7%	97 9% a	80 8%	19 5%	132 22% acdef	18 3%	41 7% ce	20 4%	17 4%
6	(6.0)	227 7%	78 8%	84 8%	65 6%	36 9% cef	107 18% acdef	16 3%	37 6% cf	22 4%	9 2%
7	(7.0)	263 8%	96 9%	82 8%	86 8%	47 12% cdef	85 14% cdef	36 6%	47 8% f	30 6%	18 5%
8	(8.0)	366 12%	131 13%	115 11%	120 12%	62 16% cef	73 12%	63 10%	80 13% cf	55 11%	34 9%
9	(9.0)	248 8%	91 9%	83 8%	73 7%	62 16% bcdef	20 3%	54 8% b	45 8% b	32 6% b	35 9% b
10 - Very easy	(10.0)	940 30%	307 30%	300 28%	333 33% b	106 27% b	54 9%	278 43% abd	156 26% b	193 38% abd	154 41% abd
I have not done this / This is not applicable to me		623 20%	202 19%	221 21%	200 20%	19 5%	53 9% a	161 25% ab	159 27% ab	133 26% ab	99 26% ab
SUM: Easy		2045 66%	704 68% b	664 63%	677 67%	313 81% bcdef	340 56%	446 69% bd	365 62%	331 65% b	249 66% b

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_9. Avoid shouting or singing close to people outside my household or support bubble - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	443	134	172	137	56	211	39	67	42	28
	14%	13%	16%	14%	15%	35%	6%	11%	8%	7%
			a		cef	acdef		cf		
NET: Easy	51	55	46	53	66	21	63	50	57	59
		b		b	bdef		bde	b	bd	bd
Base for stats	2488	838	836	814	369	550	486	432	374	277
Mean Score	7.88	7.92	7.72	8.00	7.77	6.29	8.78	7.94	8.43	8.73
			b		b		abde	b	abd	abd
Standard Deviation	2.241	2.180	2.323	2.211	2.194	1.986	1.862	2.152	2.192	1.897
Standard Error	.045	.076	.080	.078	.115	.084	.086	.104	.114	.115
Error variance	*	.01	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_10. Wash my clothes regularly - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	21 1%	2 *	9 1%	10 1%	6 2%	4 1%	- -	2 *	6 1%	3 1%
				a	a	cd	c			c	c
2	(2.0)	18 1%	5 1%	8 1%	5 *	3 1%	7 1%	3 *	- -	4 1%	1 *
						d	d			d	
3	(3.0)	44 1%	16 2%	16 1%	12 1%	8 2%	17 3%	7 1%	6 1%	5 1%	- -
						f	cdef	f	f		
4	(4.0)	73 2%	20 2%	29 3%	24 2%	9 2%	49 8%	3 *	7 1%	3 1%	1 *
						cef	acdef				
5	(5.0)	177 6%	60 6%	60 6%	56 6%	14 4%	102 17%	18 3%	21 4%	13 3%	8 2%
							acdef				
6	(6.0)	210 7%	60 6%	87 8%	63 6%	25 6%	111 18%	15 2%	40 7%	13 3%	6 2%
				a		cef	acdef		cef		
7	(7.0)	290 9%	106 10%	99 9%	85 8%	52 13%	90 15%	33 5%	58 10%	36 7%	21 6%
						cef	cdef		cf		
8	(8.0)	429 14%	159 15%	141 13%	129 13%	68 18%	90 15%	65 10%	82 14%	77 15%	46 12%
						cf	c		c	c	
9	(9.0)	330 11%	126 12%	107 10%	96 10%	63 16%	29 5%	72 11%	57 10%	64 13%	45 12%
						bcd		b	b	b	b
10 - Very easy	(10.0)	1461 47%	464 45%	484 46%	514 51%	133 34%	88 15%	419 65%	301 51%	280 55%	240 64%
					ab	b		abde	ab	ab	abde
I have not done this / This is not applicable to me		59 2%	22 2%	17 2%	19 2%	5 1%	16 3%	11 2%	16 3%	6 1%	4 1%
SUM: Easy		2721 87%	914 88%	919 87%	887 87%	341 88%	409 68%	604 93%	538 91%	470 93%	359 95%
						b		ab	b	ab	abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_10. Wash my clothes regularly - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	332	103	121	108	41	179	31	37	30	13
	11%	10%	11%	11%	11%	30%	5%	6%	6%	4%
					cdef	acdef				
NET: Easy	77	78	76	77	77	38	89	85	87	92
					b		ab	ab	ab	abde
Base for stats	3052	1018	1040	995	383	587	636	574	500	372
Mean Score	8.41	8.43	8.31	8.49	8.11	6.70	9.14	8.67	8.84	9.17
				b	b		abde	ab	ab	abde
Standard Deviation	2.008	1.903	2.080	2.033	2.082	2.058	1.538	1.757	1.812	1.492
Standard Error	.036	.060	.065	.064	.107	.084	.062	.073	.081	.077
Error variance	*	*	*	*	.01	.01	*	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_11. Follow the safety guidelines in public spaces (e.g. my workplace, shops and businesses) - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	39 1%	11 1%	11 1%	17 2%	4 1%	7 1%	- -	11 2%	12 2%	5 1%
						c	c		c	c	c
2	(2.0)	27 1%	6 1%	9 1%	12 1%	2 *	8 1%	3 1%	7 1%	3 1%	4 1%
3	(3.0)	79 3%	23 2%	37 4%	19 2%	9 2%	33 6%	7 1%	11 2%	14 3%	5 1%
				c			acdef			c	
4	(4.0)	121 4%	42 4%	41 4%	38 4%	14 4%	53 9%	13 2%	15 3%	21 4%	6 1%
							acdef			cf	
5	(5.0)	268 9%	91 9%	89 8%	88 9%	26 7%	116 19%	26 4%	49 8%	32 6%	18 5%
							acdef		cf		
6	(6.0)	285 9%	88 8%	109 10%	88 9%	41 11%	115 19%	31 5%	44 7%	37 7%	16 4%
						cf	acdef		f		
7	(7.0)	391 13%	146 14%	131 12%	115 11%	41 11%	110 18%	44 7%	86 15%	78 15%	32 9%
						c	acf		cf	acf	
8	(8.0)	471 15%	173 17%	147 14%	151 15%	81 21%	65 11%	101 16%	87 15%	73 14%	64 17%
						bcde		b	b		b
9	(9.0)	361 12%	119 11%	119 11%	123 12%	59 15%	29 5%	100 15%	73 12%	55 11%	44 12%
						b		be	b	b	b
10 - Very easy	(10.0)	846 27%	263 25%	290 27%	294 29%	108 28%	39 6%	271 42%	158 27%	149 29%	121 32%
						b		abdef	b	b	b
I have not done this / This is not applicable to me		225 7%	77 7%	76 7%	72 7%	3 1%	29 5%	50 8%	51 9%	31 6%	62 16%
							a	ab	ab	a	abcde
SUM: Easy		2353 76%	789 76%	794 75%	769 76%	330 85%	358 59%	547 85%	448 76%	393 78%	276 74%
						bdef		bdef	b	b	b

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_11. Follow the safety guidelines in public spaces (e.g. my workplace, shops and businesses) - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	533	173	187	173	55	217	50	92	82	38
	17%	17%	18%	17%	14%	36%	8%	16%	16%	10%
					c	acdef		cf	cf	
NET: Easy	58	59	57	59	71	23	77	60	61	63
					bdef		abdef	b	b	b
Base for stats	2886	963	981	942	385	574	596	540	476	315
Mean Score	7.65	7.64	7.59	7.71	7.83	6.16	8.59	7.70	7.68	8.19
					b		abdef	b	b	abde
Standard Deviation	2.212	2.133	2.246	2.256	2.064	1.942	1.780	2.210	2.305	2.098
Standard Error	.041	.069	.072	.074	.106	.080	.074	.095	.106	.117
Error variance	*	*	.01	.01	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_12. Avoid use of public transport at peak times - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total								
		Wave		Segment						
		Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	a	b	c	d	e	f
Significance Level: 95%										
Unweighted Total		2071	1057	1014	248	394	424	415	336	254
Total		2071	1057	1014	243	390	439	419	333	248
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	44 2%	21 2%	23 2%	8 3% bcf	4 1%	5 1%	9 2%	16 5% bcdf	2 1%
2	(2.0)	20 1%	9 1%	11 1%	2 1%	7 2%	2 *	3 1%	3 1%	3 1%
3	(3.0)	63 3%	29 3%	34 3%	12 5% cf	20 5% cdf	6 1%	10 2%	11 3%	4 2%
4	(4.0)	68 3%	36 3%	32 3%	7 3% f	29 8% acdef	10 2% f	17 4% ef	5 1%	1 *
5	(5.0)	126 6%	68 6%	58 6%	16 7% cef	69 18% acdef	10 2%	17 4%	9 3%	5 2%
6	(6.0)	138 7%	80 8%	58 6%	17 7% cef	75 19% acdef	13 3%	19 5%	7 2%	7 3%
7	(7.0)	169 8%	93 9%	76 7%	30 12% cdef	61 16% cdef	22 5%	28 7%	16 5%	12 5%
8	(8.0)	207 10%	109 10%	97 10%	38 15% cef	41 11% f	32 7%	49 12% cf	32 10%	14 6%
9	(9.0)	137 7%	68 6%	69 7%	30 12% bcde	12 3%	33 7% b	29 7% b	14 4%	19 8% b
10 - Very easy	(10.0)	652 31%	321 30%	331 33%	64 26% b	34 9%	192 44% abd	120 29% b	147 44% abd	96 39% abd
I have not done this / This is not applicable to me		447 22%	223 21%	223 22%	18 7%	38 10%	116 26% ab	116 28% ab	74 22% ab	85 34% abce
SUM: Easy		1302 63%	671 63%	631 62%	179 74% bcdef	223 57%	291 66% bd	246 59%	215 65% b	148 60%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_12. Avoid use of public transport at peak times - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	322	163	159	45	129	32	56	44	15
	16%	15%	16%	19%	33%	7%	13%	13%	6%
				cf	acdef		cf	cf	
NET: Easy	47	48	47	55	24	59	45	52	53
				bd		bde	b	b	bd
Base for stats	1624	834	791	225	352	323	303	259	163
Mean Score	7.75	7.72	7.79	7.50	6.22	8.70	7.84	8.18	8.69
				b		abde	b	ab	abde
Standard Deviation	2.491	2.440	2.545	2.472	2.023	2.087	2.470	2.757	2.135
Standard Error	.062	.084	.091	.163	.107	.119	.142	.172	.168
Error variance	*	.01	.01	.03	.01	.01	.02	.03	.03

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_994. Keep places ventilated if I am indoors with people different households - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total							
		Wave	Segment						
		Total	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
				a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total		1040	1040	136	219	208	177	173	127
Total		1040	1040	145	213	208	172	174	128
		100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	13	13	2	2	1	2	4	1
		1%	1%	2%	1%	1%	1%	3%	1%
2	(2.0)	9	9	1	1	2	-	3	1
		1%	1%	1%	1%	1%	-	2%	1%
3	(3.0)	20	20	4	9	-	3	4	1
		2%	2%	3%	4%	-	1%	2%	1%
				c	c			c	
4	(4.0)	35	35	7	14	5	2	7	2
		3%	3%	5%	6%	2%	1%	4%	2%
				d	cdf				
5	(5.0)	82	82	2	39	8	11	11	11
		8%	8%	2%	18%	4%	6%	6%	8%
					acdef		a	a	a
6	(6.0)	116	116	23	46	7	18	14	7
		11%	11%	16%	21%	3%	11%	8%	6%
				cef	cdef		c	c	
7	(7.0)	128	128	26	36	12	19	23	13
		12%	12%	18%	17%	6%	11%	13%	10%
				c	c			c	
8	(8.0)	133	133	26	34	27	17	15	15
		13%	13%	18%	16%	13%	10%	9%	12%
				de	e				
9	(9.0)	79	79	16	5	18	15	12	12
		8%	8%	11%	2%	9%	9%	7%	9%
				b		b	b	b	b
10 - Very easy	(10.0)	219	219	31	15	70	40	41	22
		21%	21%	21%	7%	34%	23%	24%	17%
				b		abdef	b	b	b
I have not done this / This is not applicable to me		206	206	7	14	57	46	39	43
		20%	20%	5%	6%	28%	27%	22%	33%
						ab	ab	ab	abe
SUM: Easy		675	675	122	135	135	108	106	70
		65%	65%	84%	63%	65%	63%	61%	54%
				bcd					

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_994. Keep places ventilated if I am indoors with people different households - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total		Segment					
	Wave		Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	Total	W1	a	b	c	d	e	f
Significance Level: 95%								
Unweighted Total	1040	1040	136	219	208	177	173	127
Total	1040	1040	145	213	208	172	174	128
	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	160	160	17	65	16	17	29	16
	15%	15%	11%	30%	8%	10%	17%	12%
				acdef			c	
NET: Easy	50	50	72	33	57	53	44	42
			bcddef		bef	b	b	
Base for stats	834	834	138	200	150	125	135	85
Mean Score	7.43	7.43	7.49	6.34	8.48	7.78	7.35	7.63
			b		abdef	b	b	b
Standard Deviation	2.206	2.206	2.104	1.853	1.967	2.102	2.503	2.104
Standard Error	.077	.077	.185	.130	.161	.188	.219	.232
Error variance	.01	.01	.03	.02	.03	.04	.05	.05

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_997. Reduce use of public transport and avoid it at peak times - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total							
		Wave	Segment						
		Total	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
				a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total		1040	1040	136	219	208	177	173	127
Total		1040	1040	145	213	208	172	174	128
		100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	15	15	1	4	2	2	1	4
		1%	1%	1%	2%	1%	1%	1%	3%
2	(2.0)	9	9	1	2	3	1	2	-
		1%	1%	1%	1%	1%	*	1%	-
3	(3.0)	20	20	6	7	1	5	-	-
		2%	2%	4%	3%	1%	3%	-	-
				cef	cef		ef		
4	(4.0)	34	34	4	14	5	1	7	2
		3%	3%	3%	7%	2%	*	4%	2%
					cdf			d	
5	(5.0)	76	76	11	45	1	9	5	5
		7%	7%	8%	21%	1%	5%	3%	4%
				ce	acdef		c		c
6	(6.0)	67	67	13	33	6	10	4	2
		6%	6%	9%	16%	3%	6%	2%	1%
				cef	cdef				
7	(7.0)	95	95	22	36	10	11	12	5
		9%	9%	15%	17%	5%	6%	7%	4%
				cdef	cdef				
8	(8.0)	135	135	25	38	26	15	20	10
		13%	13%	18%	18%	12%	9%	12%	8%
				df	df				
9	(9.0)	77	77	21	4	15	10	12	15
		7%	7%	15%	2%	7%	6%	7%	12%
				bcde		b	b	b	b
10 - Very easy	(10.0)	273	273	33	13	82	43	58	45
		26%	26%	23%	6%	39%	25%	33%	35%
				b		abd	b	ab	abd
I have not done this / This is not applicable to me		240	240	6	18	58	65	53	40
		23%	23%	4%	8%	28%	38%	30%	31%
						ab	abc	ab	ab
SUM: Easy		646	646	114	123	138	88	106	77
		62%	62%	79%	58%	66%	51%	61%	60%
				bcdef		d			

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_997. Reduce use of public transport and avoid it at peak times - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Wave		Segment					Total
	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse	
	Total	a	b	c	d	e	f	
Significance Level: 95%								
Unweighted Total	1040	1040	136	219	208	177	127	
Total	1040	1040	145	213	208	172	128	
	100%	100%	100%	100%	100%	100%	100%	
SUM: Difficult	154	154	24	73	12	18	11	
	15%	15%	17%	34%	6%	11%	9%	
			ce	acdef				
NET: Easy	47	47	62	24	61	41	51	
			bd		bd	b	bd	
Base for stats	800	800	139	196	150	107	88	
Mean Score	7.71	7.71	7.56	6.24	8.66	7.88	8.37	
			b		abd	b	ab	
Standard Deviation	2.305	2.305	2.158	1.924	2.020	2.384	2.128	
Standard Error	.082	.082	.189	.136	.163	.227	.196	
Error variance	.01	.01	.04	.02	.03	.05	.06	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_998. Wear a face mask on public transport or when attending a hospital as a visitor or outpatient - How easy or difficult have you found it to do each of the following?

BASE: All respondents

		Total							
		Wave	Segment						
		Total	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
				a	b	c	d	e	f
Significance Level: 95%									
Unweighted Total		1040	1040	136	219	208	177	173	127
Total		1040	1040	145	213	208	172	174	128
		100%	100%	100%	100%	100%	100%	100%	100%
1 - Very difficult	(1.0)	11 1%	11 1%	1 1%	2 1%	1 *	5 3% cf	3 2%	- -
2	(2.0)	7 1%	7 1%	2 1%	2 1%	1 *	3 1%	- -	- -
3	(3.0)	21 2%	21 2%	3 2%	8 4% c	1 *	3 2%	1 1%	4 3%
4	(4.0)	37 4%	37 4%	6 4% cd	21 10% acdef	2 1%	1 1%	5 3%	1 1%
5	(5.0)	54 5%	54 5%	6 4%	37 17% acdef	3 1%	4 2%	3 2%	2 1%
6	(6.0)	59 6%	59 6%	8 6% cf	36 17% acdef	1 1%	5 3%	8 5% cf	1 *
7	(7.0)	100 10%	100 10%	17 12% c	39 18% cdef	8 4%	15 9% c	12 7%	9 7%
8	(8.0)	124 12%	124 12%	21 15% f	30 14% f	25 12%	19 11%	21 12%	8 7%
9	(9.0)	96 9%	96 9%	34 23% bcdef	12 6%	11 5%	16 9%	12 7%	11 9%
10 - Very easy	(10.0)	295 28%	295 28%	38 26% b	11 5%	98 47% abde	38 22% b	59 34% bd	51 40% abd
I have not done this / This is not applicable to me		237 23%	237 23%	10 7%	15 7%	57 28% ab	64 37% abc	49 28% ab	41 32% ab
SUM: Easy		673 65%	673 65%	118 82% bcdef	128 60%	143 69% bd	92 53%	112 64% d	80 63%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E1_998. Wear a face mask on public transport or when attending a hospital as a visitor or outpatient - How easy or difficult have you found it to do each of the following?

BASE: All respondents

	Total							
	Wave	Segment						
	Total	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
		a	b	c	d	e	f	
Significance Level: 95%								
Unweighted Total	1040	1040	136	219	208	177	173	127
Total	1040	1040	145	213	208	172	174	128
	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Difficult	130	130	17	70	7	16	13	7
	12%	12%	12%	33%	3%	9%	7%	5%
			c	acdef		c		
NET: Easy	52	52	70	27	66	44	57	57
			bdef		bd	b	bd	bd
Base for stats	803	803	135	198	150	108	124	87
Mean Score	7.92	7.92	8.03	6.30	9.11	7.83	8.36	8.85
			b		abde	b	b	abd
Standard Deviation	2.233	2.233	2.040	1.882	1.569	2.532	2.138	1.849
Standard Error	.079	.079	.181	.132	.127	.241	.190	.199
Error variance	.01	.01	.03	.02	.02	.06	.04	.04

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E2. Have you personally had the coronavirus (i.e. Covid-19)?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes, and I tested positive for coronavirus	43 1%	21 2%	12 1%	10 1%	18 5% bcdef	10 2% cd	3 * c	2 * c	3 1% c	6 2% c
Yes, but I have not been tested	107 3%	38 4% c	50 5% c	19 2%	37 10% bcdef	35 6% cdef	6 1% c	18 3% ce	6 1% c	5 1% c
Possibly, but I have not received my results from the test yet	119 4%	53 5% c	45 4% c	21 2%	35 9% cdef	72 12% cdef	1 * c	3 1% c	2 * c	5 1% c
Possibly, but I have not been tested	350 11%	112 11%	117 11%	121 12%	47 12% c	84 14% cd	51 8% c	53 9% c	76 15% cd	40 11% cd
No, I have not	2451 79%	800 77%	825 78%	826 81% a	245 63% c	380 63% cd	584 90% abdef	512 87% abe	412 81% ab	318 85% ab
Prefer not to say	41 1%	17 2%	8 1%	16 2%	5 1% c	22 4% acdef	2 * c	3 1% c	7 1% c	2 1% c
SUM: Yes	150 5%	59 6% c	62 6% c	30 3%	56 14% bcdef	45 7% cdef	9 1% c	20 3% c	10 2% c	11 3% c
SUM: Possibly	469 15%	165 16%	162 15%	142 14%	82 21% cdef	157 26% cdef	51 8% c	56 10% c	78 15% cd	45 12% c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E3. You said you have not had the coronavirus (COVID-19). What makes you say this?

BASE: All respondents who do not think they have had COVID-19

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	2465	808	823	834	245	392	572	516	417	323
Total	2451	800	825	826	245	380	584	512	412	318
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I have not had the symptoms	2022	651	684	688	190	270	519	436	350	258
	83%	81%	83%	83%	77%	71%	89%	85%	85%	81%
							abf	ab	ab	b
I was tested and it came back negative (15+ days ago)	161	49	59	52	23	23	36	19	31	28
	7%	6%	7%	6%	9%	6%	6%	4%	8%	9%
					d				d	d
I was tested and it came back negative (in the last 14 days)	103	36	37	31	22	15	22	17	14	12
	4%	4%	4%	4%	9%	4%	4%	3%	3%	4%
					bcdef					
I had some symptoms but don't think they were coronavirus	79	26	23	29	17	11	11	9	17	14
	3%	3%	3%	4%	7%	3%	2%	2%	4%	5%
					bcd				cd	cd
I don't believe the coronavirus is real	66	22	27	17	14	23	1	21	6	1
	3%	3%	3%	2%	6%	6%	*	4%	1%	*
					cef	cef		cef	c	
Other	46	10	16	20	2	6	15	8	4	11
	2%	1%	2%	2%	1%	1%	2%	2%	1%	3%
										e
Don't know	94	38	28	28	3	50	7	18	7	9
	4%	5%	3%	3%	1%	13%	1%	3%	2%	3%
						acdef		c		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E4. How likely or not do you think it is that you will be infected with Covid-19 at some point in the future?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very unlikely	(1.0)	277	76	96	105	33	45	56	103	30	11
		9%	7%	9%	10%	9%	7%	9%	17%	6%	3%
					a	f	f	f	abcef	f	
2	(2.0)	145	48	51	46	13	24	38	44	10	15
		5%	5%	5%	5%	3%	4%	6%	7%	2%	4%
								e	abef		
3	(3.0)	247	75	80	92	22	42	71	66	24	22
		8%	7%	8%	9%	6%	7%	11%	11%	5%	6%
								abef	abef		
4	(4.0)	204	61	73	70	14	60	50	49	16	15
		7%	6%	7%	7%	4%	10%	8%	8%	3%	4%
							aef	aef	aef		
5	(5.0)	898	299	300	300	53	169	225	180	149	123
		29%	29%	28%	30%	14%	28%	35%	30%	29%	33%
							a	ab	a	a	a
6	(6.0)	428	163	141	125	60	109	75	73	62	50
		14%	16%	13%	12%	16%	18%	12%	12%	12%	13%
			c				cdef				
7	(7.0)	372	134	134	104	58	84	62	33	79	57
		12%	13%	13%	10%	15%	14%	10%	6%	16%	15%
						cd	cd	d		cd	cd
8	(8.0)	261	95	98	68	64	40	32	23	63	39
		8%	9%	9%	7%	17%	7%	5%	4%	12%	10%
			c	c		bcd	d			bcd	bcd
9	(9.0)	91	28	25	38	20	14	11	11	24	11
		3%	3%	2%	4%	5%	2%	2%	2%	5%	3%
						bcd				bcd	
10 - Very likely	(1.0)	187	60	60	67	49	17	26	9	50	35
		6%	6%	6%	7%	13%	3%	4%	2%	10%	9%
						bcd		d		bcd	bcd
SUM: Likely		1340	480	457	402	252	264	207	149	278	191
		43%	46%	43%	40%	65%	44%	32%	25%	55%	51%
			c			bcd	cd	d		bcd	bcd
SUM: Unlikely		1771	560	600	612	136	339	440	442	229	185
		57%	54%	57%	60%	35%	56%	68%	75%	45%	49%
					a		aef	abef	abcef	a	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E4. How likely or not do you think it is that you will be infected with Covid-19 at some point in the future?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Likely	-14	-8	-14	-21	30	-13	-36	-50	10	2
					ef				f	
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	4.79	4.93	4.80	4.62	5.06	4.98	4.55	4.13	5.18	5.10
		c			cd	cd	d		cd	cd
Standard Deviation	2.233	2.189	2.231	2.269	2.658	2.021	2.027	2.119	2.350	2.168
Standard Error	.040	.068	.069	.071	.136	.082	.081	.087	.104	.111
Error variance	*	*	*	.01	.02	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E5. Which reason(s) best describe why it is unlikely you will be infected with COVID-19 at some point in the future?

BASE: All respondents who believe unlikely to get COVID-19 in future

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	1774	572	592	610	139	344	431	443	236	181
Total	1771	560	600	612	136	339	440	442	229	185
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am taking extra precautions to protect myself	1078 61%	347 62%	342 57%	389 64%	78 57%	112 33%	358 81%	223 50%	166 73%	141 76%
				b	b		abde	b	abd	abd
I am fit and healthy	372 21%	- -	201 34%	170 28%	41 30%	78 23%	82 19%	110 25%	47 21%	13 7%
			ac	a	cef	f	f	cf	f	
I don't live in an area which is currently infected	365 21%	113 20%	133 22%	120 20%	20 15%	73 22%	101 23%	89 20%	55 24%	26 14%
						f	af		af	
I am not one of the types of people who is vulnerable to it	352 20%	117 21%	122 20%	113 18%	34 25%	75 22%	83 19%	113 26%	35 15%	12 6%
					ef	ef	f	cef	f	
I am self isolating	293 17%	94 17%	99 17%	100 16%	21 15%	49 14%	74 17%	42 10%	36 16%	72 39%
						d	d		d	abcde
I am extremely fit and healthy	104 6%	104 19%	- -	- -	14 10%	26 8%	28 6%	28 6%	7 3%	- -
		bc			ef	ef	f	f	f	
I have already had it	70 4%	23 4%	22 4%	25 4%	6 5%	26 8%	9 2%	20 5%	6 3%	2 1%
					f	cef		cf		
Other	66 4%	17 3%	20 3%	29 5%	2 1%	10 3%	8 2%	32 7%	9 4%	6 3%
								abcf		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

E6. Do you personally know one or more people who...

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Passed away from COVID-19	413	160	130	123	89	77	64	27	81	75
	13%	15%	12%	12%	23%	13%	10%	5%	16%	20%
		bc			bcde	d	d		cd	bcd
Is/are seriously ill with COVID-19	132	61	48	24	48	47	9	7	8	14
	4%	6%	4%	2%	12%	8%	1%	1%	2%	4%
		c	c		bcdef	cdef				cd
Still has/have symptoms of COVID-19	174	69	73	32	55	55	17	8	22	17
	6%	7%	7%	3%	14%	9%	3%	1%	4%	5%
		c	c		bcdef	cdef			d	d
Had COVID-19 but recovered	862	309	270	283	158	130	172	90	198	114
	28%	30%	26%	28%	41%	22%	27%	15%	39%	30%
		b			bcdf	d	bd		bcd	bd
None of the above	1832	556	641	635	135	331	430	475	254	207
	59%	53%	61%	63%	35%	55%	67%	80%	50%	55%
			a	a		a	abef	abcef	a	a
Prefer not to say	33	7	10	16	4	14	3	5	3	3
	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%
						cde				

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM0. How interested or not would you say you are in information about the pandemic?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all interested	(1.0)	97	28	33	35	2	24	2	66	2	-
		3%	3%	3%	3%	1%	4%	*	11%	*	-
							acef		abcef		
2	(2.0)	33	11	10	12	-	13	-	21	-	-
		1%	1%	1%	1%	-	2%	-	4%	-	-
							acef		acef		
3	(3.0)	83	27	28	28	3	35	3	40	1	2
		3%	3%	3%	3%	1%	6%	*	7%	*	1%
							acef		acef		
4	(4.0)	122	38	43	41	10	60	-	46	3	3
		4%	4%	4%	4%	3%	10%	-	8%	1%	1%
						cef	acef		acef		c
5	(5.0)	329	110	117	102	15	172	15	91	16	20
		11%	11%	11%	10%	4%	29%	2%	15%	3%	5%
							acdef		acef		c
6	(6.0)	306	97	116	94	22	133	24	82	28	17
		10%	9%	11%	9%	6%	22%	4%	14%	5%	5%
							acdef		acef		
7	(7.0)	450	141	168	141	71	99	72	98	61	48
		14%	14%	16%	14%	18%	16%	11%	17%	12%	13%
						cef	ce		ce		
8	(8.0)	629	205	208	216	104	49	152	100	133	91
		20%	20%	20%	21%	27%	8%	24%	17%	26%	24%
						bd		bd	b	bd	bd
9	(9.0)	290	107	90	92	53	11	88	17	71	50
		9%	10%	9%	9%	14%	2%	14%	3%	14%	13%
						bd		bd		bd	bd
10 - Very interested	(10.0)	772	276	244	252	108	8	290	30	192	144
		25%	27%	23%	25%	28%	1%	45%	5%	38%	38%
						bd		abdef	b	abd	abd
SUM: Interested		2447	826	825	795	358	299	627	327	485	351
		79%	79%	78%	78%	92%	50%	97%	55%	96%	93%
						bd		abdf	b	abd	bd
SUM: Not interested		664	214	232	219	30	304	20	263	22	25
		21%	21%	22%	22%	8%	50%	3%	45%	4%	7%
						ce	acdef		acef		c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM0. How interested or not would you say you are in information about the pandemic?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Interested	57	59	56	57	85	-1	94	11	91	87
					d		adf		adf	d
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean Score	7.36	7.47	7.26	7.34	8.11	5.49	8.73	5.58	8.51	8.46
		b			bd		abdef		abd	abd
Standard Deviation	2.318	2.299	2.294	2.358	1.687	1.776	1.468	2.485	1.535	1.590
Standard Error	.042	.071	.071	.074	.086	.072	.058	.102	.068	.081
Error variance	*	.01	*	.01	.01	.01	*	.01	*	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM1. What best describes your approach to updates about the COVID-19 situation?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I like to actively stay informed on the latest updates daily or on most days	1162 37%	418 40% c	382 36%	362 36%	151 39% bd	70 12%	423 65% abdef	74 12%	252 50% abd	193 51% abd
I tend to look out for key updates or when something new has been announced	1311 42%	406 39%	455 43%	450 44% a	146 38%	235 39%	218 34%	325 55% abcef	227 45% abc	161 43% c
I tend to avoid updates or don't look at them until someone else shares them with me	375 12%	119 11%	135 13%	121 12%	60 16% cef	182 30% acdef	3 *	96 16% cef	14 3% c	19 5% c
I like to actively avoid information or news about COVID-19 as much as possible	235 8%	89 9%	77 7%	70 7%	28 7% cef	112 19% acdef	3 *	77 13% acef	12 2% c	4 1%
Other	28 1%	8 1%	8 1%	11 1%	2 1% c	4 1% c	- -	19 3% abcef	2 *	- -
SUM: Look for info	2473 79%	824 79%	837 79%	812 80%	297 76% bd	305 51%	640 99% abdef	399 68% b	479 95% abd	353 94% abd
SUM: Avoid info	610 20%	207 20%	212 20%	191 19%	89 23% cef	294 49% acdef	6 1%	173 29% acef	25 5% c	23 6% c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM2. Have you learnt anything new to do with COVID-19 in the last 7 days?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
National statistics or news relating to the country	915 29%	330 32% c	314 30%	270 27%	153 40% bd	88 15% d	281 43% bdf	55 9%	215 42% bdf	123 33% bd
Local statistics or news relating to my community	821 26%	297 29%	273 26%	251 25%	140 36% bd	96 16% d	216 33% bd	53 9%	190 37% bd	127 34% bd
International statistics or news relating to the world	777 25%	245 24%	288 27%	244 24%	126 32% bd	78 13% d	254 39% abdef	45 8%	170 34% bd	104 28% bd
Scientific research (e.g. around vaccines)	737 24%	291 28% bc	241 23%	205 20%	125 32% bd	90 15% d	213 33% bd	37 6%	166 33% bd	105 28% bd
Guidance on how to stay safe	592 19%	231 22% bc	189 18%	171 17%	136 35% bcdef	96 16% d	165 26% bdef	37 6%	86 17% d	72 19% d
How to get tested or treated for the virus	452 15%	175 17% b	137 13%	140 14%	99 26% bcdef	64 11% d	119 18% bd	27 5%	79 16% bd	65 17% bd
Signs or symptoms of the virus	398 13%	145 14%	120 11%	133 13%	109 28% bcdef	79 13% d	78 12% d	20 3%	69 14% d	43 11% d
Personal experiences of COVID-19 (e.g. blogs, posts online)	221 7%	93 9% bc	69 7%	59 6%	94 24% bcdef	56 9% cdef	23 3% d	9 1%	25 5% d	15 4% d
Other	20 1%	7 1%	6 1%	7 1%	- - -	4 1%	5 1%	6 1%	3 1%	3 1%
I have not learnt anything new to do with COVID-19 in the last 7 days	1038 33%	300 29%	364 34% a	374 37% a	27 7%	206 34% ace	150 23% a	417 71% abcef	128 25% a	109 29% ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM3. In the last 7 days, where have you come across news and information about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TV or TV on demand (e.g. news channels, programmes)	1531 49%	516 50%	525 50%	490 48%	164 42%	160 27%	441 68%	241 41%	279 55%	245 65%
					b		abde	b	abd	abde
Online news websites or channels (e.g. BBC, ITV)	1203 39%	397 38%	394 37%	412 41%	171 44%	124 21%	324 50%	164 28%	246 49%	174 46%
					bd		bd	b	bd	bd
Social media (e.g. Facebook, Twitter, YouTube, Reddit)	739 24%	242 23%	248 23%	249 25%	145 37%	127 21%	123 19%	121 20%	144 28%	80 21%
					bcdef				bcdf	
Official websites (e.g. Government, NHS, WHO)	624 20%	233 22%	198 19%	193 19%	124 32%	82 14%	161 25%	58 10%	112 22%	88 23%
		b			bcdef	d	bd		bd	bd
Radio, online radio or podcasts	597 19%	192 18%	222 21%	183 18%	92 24%	82 14%	156 24%	62 10%	127 25%	78 21%
					bd		bd		bd	bd
Word of mouth (e.g. friends, family)	533 17%	202 19%	172 16%	158 16%	110 28%	87 14%	102 16%	69 12%	99 19%	66 18%
		c			bcdef		d		bd	d
Newspapers (One or more)	403 13%	-	212 20%	191 19%	52 13%	53 9%	123 19%	59 10%	57 11%	58 15%
			a	a	b		abde			bd
Newspapers	241 8%	241 23%	-	-	42 11%	30 5%	58 9%	30 5%	51 10%	30 8%
		bc			bd		bd		bd	
Email	237 8%	84 8%	82 8%	71 7%	73 19%	52 9%	41 6%	13 2%	26 5%	33 9%
					bcdef	de	d		d	de
Posters or leaflets	185 6%	56 5%	60 6%	68 7%	51 13%	42 7%	29 5%	21 4%	20 4%	21 6%
					bcdef	de				

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM3. In the last 7 days, where have you come across news and information about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Public spaces (e.g. parks, shops)	176	66	53	57	61	52	27	9	14	13
	6%	6%	5%	6%	16%	9%	4%	1%	3%	3%
					bcdef	cdef	d			d
Text or phone messages	166	59	62	45	65	46	23	10	8	15
	5%	6%	6%	4%	17%	8%	4%	2%	2%	4%
					bcdef	cdef	de			de
Non-official websites (e.g. blogs, opinion pieces, influencers)	148	47	59	42	49	42	15	13	13	17
	5%	5%	6%	4%	13%	7%	2%	2%	2%	4%
					bcdef	cde				
Loudspeaker vans	75	25	28	22	38	26	1	3	4	3
	2%	2%	3%	2%	10%	4%	*	*	1%	1%
					bcdef	cdef				
Somewhere else	27	7	8	13	1	2	3	8	6	7
	1%	1%	1%	1%	*	*	*	1%	1%	2%
								b		abc
I have not come across news or information about COVID-19 in the last 7 days	299	83	113	103	11	96	22	126	24	19
	10%	8%	11%	10%	3%	16%	3%	21%	5%	5%
			a			acef		abcef		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM4. And in the last 7 days, which, if any, news providers have you used for news and information about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BBC News	1755 56%	599 58%	605 57%	551 54%	196 51% b	219 36%	474 73% abd	267 45% b	344 68% abd	255 68% abd
ITV News	866 28%	308 30%	283 27%	275 27%	116 30% bd	99 16%	223 34% bd	128 22% b	162 32% bd	137 37% abd
Sky News	711 23%	244 23%	249 24%	218 22%	134 35% bcdef	90 15%	173 27% bd	98 17%	123 24% bd	93 25% bd
Daily Mail / Mail	518 17%	187 18%	174 16%	157 16%	98 25% bdef	58 10%	153 24% bdef	81 14% b	73 14% b	56 15% b
Channel 4 News	352 11%	119 11%	121 11%	111 11%	78 20% bcdf	47 8%	76 12% bd	32 5%	76 15% bd	43 11% d
The Sun	341 11%	125 12%	115 11%	102 10%	82 21% bcdef	58 10%	74 11% d	40 7%	43 8%	45 12% d
Guardian	327 10%	109 10%	112 11%	106 10%	73 19% bcdf	44 7%	53 8%	41 7%	81 16% bcdf	35 9%
The Times	216 7%	65 6%	80 8%	70 7%	65 17% bcdef	41 7% d	37 6% d	17 3%	29 6% d	27 7% d
Daily Mirror	200 6%	77 7%	67 6%	56 5%	60 15% bcdef	42 7% d	32 5%	18 3%	23 4%	25 7% d
Metro	195 6%	79 8% c	61 6%	55 5%	49 13% bcdef	44 7% def	52 8% def	18 3%	20 4%	13 3%
Telegraph	192 6%	67 6%	59 6%	65 6%	52 13% bcdef	33 6% d	55 8% bdef	17 3%	20 4%	14 4%
CNN	150 5%	57 5%	54 5%	39 4%	49 13% bcdef	31 5% d	32 5% d	8 1%	17 3% d	13 3% d

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM4. And in the last 7 days, which, if any, news providers have you used for news and information about COVID-19?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Independent/100	111	38	45	28	34	25	13	11	17	10
	4%	4%	4%	3%	9%	4%	2%	2%	3%	3%
					bcdef	cd				
HuffPost	110	39	32	38	31	28	17	8	16	10
	4%	4%	3%	4%	8%	5%	3%	1%	3%	3%
					bcdef	d			d	
Financial Times	96	33	38	24	38	29	6	9	6	8
	3%	3%	4%	2%	10%	5%	1%	1%	1%	2%
					bcdef	cdef				
Buzzfeed News	92	36	31	25	33	25	7	4	18	6
	3%	3%	3%	2%	8%	4%	1%	1%	4%	2%
					bcdef	cdf			cd	
Reuters	65	22	27	16	21	21	8	3	7	4
	2%	2%	3%	2%	5%	3%	1%	*	1%	1%
					cdef	cdef				
VICE Media	55	17	25	13	26	21	2	1	2	4
	2%	2%	2%	1%	7%	3%	*	*	*	1%
					bcdef	cdef				
Other	91	24	29	37	2	10	22	13	25	19
	3%	2%	3%	4%	*	2%	3%	2%	5%	5%
							a	a	abd	abd
I haven't used news organisations for news and information about COVID-19 in the last 7 days	463	147	148	168	23	148	34	171	46	41
	15%	14%	14%	17%	6%	25%	5%	29%	9%	11%
						acef		acef	c	ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM5. You mentioned coming across news and information about COVID-19 on social media in the last 7 days. Which platform(s)?

BASE: All respondents using social media to follow COVID-19 news

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	496	248	248	89	78	89	83	101	56
Total	497	248	249	92	79	92	80	100	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	353	186	167	53	54	69	67	65	45
	71%	75%	67%	58%	68%	75%	84%	65%	82%
		b				a	abe		ae
Twitter	170	82	88	35	22	34	21	40	17
	34%	33%	35%	38%	27%	37%	26%	41%	32%
							d		
YouTube	150	84	66	47	33	20	19	19	11
	30%	34%	26%	51%	42%	22%	24%	19%	21%
				cdef	cdef				
Instagram	119	67	53	35	27	18	15	18	8
	24%	27%	21%	38%	34%	20%	18%	18%	14%
				cdef	cdef				
Facebook Messenger	70	40	30	17	15	8	8	8	13
	14%	16%	12%	19%	19%	9%	10%	8%	24%
				ce	ce				cde
Snapchat	63	38	25	20	18	10	3	8	4
	13%	15%	10%	22%	23%	10%	4%	8%	8%
				cdef	cdef				
TikTok	50	26	24	23	11	6	4	4	2
	10%	10%	10%	25%	13%	6%	5%	4%	4%
				cdef	e				
LinkedIn	33	22	11	11	4	9	3	2	4
	7%	9%	4%	12%	4%	10%	4%	2%	7%
		b		de		e			
Reddit	30	19	12	11	4	6	2	5	2
	6%	8%	5%	12%	6%	7%	3%	5%	4%
				d					
Other	7	2	4	3	1	-	-	3	-
	1%	1%	2%	3%	1%	-	-	3%	-

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM5. You mentioned coming across news and information about COVID-19 on social media in the last 7 days. Which channel(s)?

BASE: All respondents using social media to follow COVID-19 news

	Total							
	Wave	Segment						
	Total	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
		a	b	c	d	e	*f	
Significance Level: 95%								
Unweighted Total	248	248	50	55	30	41	47	25
Total	242	242	53	49	30	40	44	25
	100%	100%	100%	100%	100%	100%	100%	100%
Facebook	186	186	44	35	23	27	33	23
	77%	77%	83%	72%	77%	67%	75%	92%
Twitter	77	77	22	9	10	11	19	6
	32%	32%	42%	19%	32%	28%	42%	23%
YouTube	71	71	27	14	7	10	5	8
	29%	29%	50%	29%	23%	26%	12%	32%
Instagram	64	64	33	9	8	1	7	6
	27%	27%	63%	19%	26%	3%	15%	25%
Facebook Messenger	58	58	21	12	5	2	9	8
	24%	24%	39%	26%	17%	6%	20%	32%
Snapchat	29	29	13	10	2	2	1	2
	12%	12%	25%	20%	5%	4%	2%	8%
Reddit	22	22	8	4	2	3	3	2
	9%	9%	14%	9%	7%	7%	7%	9%
LinkedIn	19	19	10	4	1	-	1	3
	8%	8%	18%	9%	4%	-	2%	14%
TikTok	19	19	11	2	-	1	1	3
	8%	8%	21%	5%	-	2%	2%	14%
Other	2	2	-	-	1	1	-	-
	1%	1%	-	-	4%	2%	-	-

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM6. In the last 7 days, who have you come across official guidance for COVID-19 from?

BASE: All respondents

	Total									
	Wave			Segment						Total
	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse	
a	b	c	a	b	c	d	e	f		
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Government figures	891	330	277	284	121	85	299	88	165	133
	29%	32%	26%	28%	31%	14%	46%	15%	33%	35%
		b			bd		abdef		bd	bd
News organisations	620	219	203	198	85	49	178	75	132	102
	20%	21%	19%	20%	22%	8%	27%	13%	26%	27%
					bd		abd	b	bd	bd
NHS organisations	597	213	195	189	109	100	161	52	104	71
	19%	20%	18%	19%	28%	17%	25%	9%	21%	19%
					bdef	d	bdf		d	d
World Health Organisation	480	189	159	133	95	63	133	37	97	55
	15%	18%	15%	13%	25%	10%	20%	6%	19%	15%
		c			bdf	d	bdf		bd	bd
Scientists	424	195	115	114	75	53	109	40	86	61
	14%	19%	11%	11%	19%	9%	17%	7%	17%	16%
		bc			bd		bd		bd	bd
Healthcare professionals	400	146	134	120	76	68	102	30	71	52
	13%	14%	13%	12%	20%	11%	16%	5%	14%	14%
					bdef	d	bd		d	d
Local council	363	132	126	105	61	79	83	35	59	47
	12%	13%	12%	10%	16%	13%	13%	6%	12%	12%
					d	d	d		d	d
Close family or friends	332	117	118	98	75	63	57	36	59	41
	11%	11%	11%	10%	19%	11%	9%	6%	12%	11%
					bcdef	d			d	d
My employer or colleagues	260	92	89	79	59	51	52	28	41	28
	8%	9%	8%	8%	15%	8%	8%	5%	8%	8%
					bcdef	d	d		d	
People in my local community	162	53	62	48	45	32	27	12	28	17
	5%	5%	6%	5%	12%	5%	4%	2%	6%	5%
					bcdef	d	d		d	d
Online influencers	150	49	48	54	55	48	16	15	13	2
	5%	5%	5%	5%	14%	8%	3%	3%	3%	1%
					bcdef	cdef	f	f	f	
People in my online network	146	45	58	43	57	35	16	10	20	8
	5%	4%	5%	4%	15%	6%	2%	2%	4%	2%
					bcdef	cdf			d	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM6. In the last 7 days, who have you come across official guidance for COVID-19 from?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Universities or academics	142	56	51	35	50	26	22	11	22	11
	5%	5%	5%	3%	13%	4%	3%	2%	4%	3%
		c			bcdef	d			d	
Schools or teachers	128	41	45	41	46	38	14	7	11	13
	4%	4%	4%	4%	12%	6%	2%	1%	2%	3%
					bcdef	cdef				d
Technology companies	110	34	35	41	45	33	6	7	9	10
	4%	3%	3%	4%	12%	5%	1%	1%	2%	3%
					bcdef	cdef				c
Someone else	10	2	6	2	-	3	2	5	-	-
	*	*	1%	*	-	*	*	1%	-	-
								e		
I have not seen official guidance for COVID-19 in the last 7 days	986	282	343	361	51	201	151	328	151	103
	32%	27%	32%	36%	13%	33%	23%	56%	30%	28%
			a	a		ac	a	abcef	ac	a

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM7. How did you come across official guidance from Government figures in the last 7 days?

BASE: All respondents using government figures for guidance

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	865	320	267	278	115	81	284	92	161	132
Total	891	330	277	284	121	85	299	88	165	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
By direct broadcasts or statements (e.g. on TV, radio)	504	186	155	163	57	29	185	52	93	88
	57%	56%	56%	57%	47%	34%	62%	59%	56%	66%
							ab	b	b	ab
The GOV.UK wesbite	329	129	102	98	63	30	110	19	56	51
	37%	39%	37%	34%	52%	36%	37%	21%	34%	38%
					bcdef	d	d	d	d	d
Indirectly (e.g. reading news, social media, word of mouth)	273	92	98	83	45	16	94	26	48	43
	31%	28%	35%	29%	37%	19%	31%	30%	29%	32%
			a		b		b			b
Government social media account(s)	115	43	30	42	38	21	24	9	11	12
	13%	13%	11%	15%	31%	24%	8%	11%	7%	9%
					cdef	cdef				
In leaflets or letters	59	29	16	13	25	13	9	1	4	7
	7%	9%	6%	5%	20%	16%	3%	1%	2%	5%
		c			cdef	cdef				
By texts from Government	49	23	15	11	21	10	8	1	2	8
	6%	7%	5%	4%	17%	12%	3%	1%	1%	6%
					cdef	cde				e
Other	14	5	3	5	-	1	3	2	5	2
	2%	2%	1%	2%	-	1%	1%	3%	3%	1%
Don't know / Can't remember	25	11	9	5	2	5	5	1	11	-
	3%	3%	3%	2%	2%	6%	2%	2%	7%	-
						cf		cf		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM8. Thinking more broadly about official broadcasts by Government over the course of the COVID-19 pandemic (i.e. statements by the Prime Minister, briefings and press conferences), roughly how often did you watch, hear or read about these?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Every time I was aware they were happening	583 28%	295 28%	287 28%	85 35% bd	46 12%	177 40% bd	61 15%	118 35% bd	95 39% bd
More than half the time I was aware they were happening	554 27%	283 27%	271 27%	70 29% b	66 17%	156 35% bdf	96 23% b	101 30% bd	66 27% b
Around half the time I was aware they were happening	397 19%	204 19%	193 19%	51 21% ce	116 30% acdef	59 13%	84 20% ce	45 13%	43 17%
Less than half the time I was aware they were happening	327 16%	162 15%	164 16%	23 9%	88 23% acef	38 9%	100 24% acef	46 14% c	32 13%
Never, and I was aware they were happening	134 6%	78 7%	56 6%	11 5% c	40 10% acef	8 2%	51 12% acef	17 5% c	7 3%
Never, and I was unaware they were happening	76 4%	34 3%	42 4%	3 1%	34 9% acef	2 * *	26 6% acef	6 2% c	5 2%
SUM: More than half	1137 55%	578 55%	558 55%	155 64% bd	112 29%	333 76% abdef	157 38% b	219 66% bd	161 65% bd
SUM: Less than half (but not never)	724 35%	366 35%	358 35%	74 31% c	204 52% acdef	97 22%	184 44% acef	90 27%	75 30% c
SUM: Never	210 10%	112 11%	98 10%	14 6% c	74 19% acef	10 2%	77 18% acef	24 7% c	12 5%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM8. Thinking more broadly about official broadcasts by Government over the course of the COVID-19 pandemic (i.e. statements by the Prime Minister, briefings and press conferences), roughly how often did you watch, hear or read about these?

BASE: All respondents

	Total							
	Wave	Segment						
	Total	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
		a	b	c	d	e	f	
Significance Level: 95%								
Unweighted Total	1040	1040	136	219	208	177	173	127
Total	1040	1040	145	213	208	172	174	128
	100%	100%	100%	100%	100%	100%	100%	100%
Every time	209	209	41	21	67	17	36	29
	20%	20%	28%	10%	32%	10%	21%	22%
			bd		bde		bd	bd
More than half the time	333	333	56	42	78	37	68	53
	32%	32%	38%	20%	37%	22%	39%	41%
			bd		bd		bd	bd
Around half the time	280	280	36	85	50	39	38	32
	27%	27%	25%	40%	24%	23%	22%	25%
				acdef				
Less than half the time	146	146	8	37	13	51	23	14
	14%	14%	6%	17%	6%	29%	13%	11%
				ac		abcef	ac	
Never	71	71	4	29	-	28	9	1
	7%	7%	3%	13%	-	17%	5%	1%
			c	acef		acef	c	
SUM: Frequently	543	543	97	63	144	54	104	81
	52%	52%	67%	29%	70%	31%	60%	63%
			bd		bde		bd	bd
SUM: Infrequently	426	426	44	122	63	90	61	46
	41%	41%	31%	57%	30%	52%	35%	36%
				acef		acef		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM9. You mentioned having never watched, heard or read about official broadcasts by Government over the course of the pandemic. Which reason(s) best describe why?

BASE: All respondents who have never watched, heard or read about official broadcasts by Govt over the pandemic

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	205	73	75	57	14	69	7	83	24	8
Total	206	71	78	56	15	69	8	79	26	9
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I didn't trust them	83 40%	28 39%	37 47%	18 32%	4 29%	25 37%	1 15%	32 40%	16 62%	4 46%
I found the information another way	48 23%	15 22%	18 23%	14 25%	2 16%	11 16%	3 40%	21 27%	5 21%	5 57%
They tend to make me feel worried or anxious	37 18%	13 19%	15 20%	9 15%	3 18%	16 23%	3 43%	12 15%	3 13%	- -
I didn't think they would be useful to me	30 14%	16 22%	6 8%	8 14%	1 4%	13 20%	- -	13 16%	2 7%	1 8%
I didn't have time	29 14%	11 15%	11 15%	8 13%	2 15%	15 21%	- -	12 15%	1 2%	- -
I didn't think they were relevant to me	26 13%	11 15%	8 10%	8 13%	4 25%	11 16%	- -	12 15%	- -	- -
Something else	21 10%	10 15%	3 4%	7 13%	2 11%	4 5%	1 16%	10 13%	3 10%	1 14%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM10. The most recent official statement from the Prime Minister about COVID-19 was delivered on 12th October. Do you recall watching all or part of this statement?

BASE: All respondents

	Total							
	Wave	Segment						
	Total	W2	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
		a	b	c	d	e	f	
Significance Level: 95%								
Unweighted Total	1057	1057	130	222	220	203	159	123
Total	1057	1057	127	217	228	205	155	124
	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I watched it all live	195	195	35	25	52	26	24	33
	18%	18%	27%	12%	23%	13%	16%	26%
			bde		bd			bde
Yes, I watched part of it live	161	161	29	33	32	26	18	22
	15%	15%	23%	15%	14%	13%	12%	18%
			cde					
Yes, I watched or caught up on it all later	154	154	25	43	43	14	17	12
	15%	15%	20%	20%	19%	7%	11%	10%
			def	def	def			
Yes, I watched or caught up on part of it later	124	124	21	30	21	15	19	17
	12%	12%	17%	14%	9%	7%	12%	14%
			cd	d				
No	301	301	12	60	49	99	55	27
	28%	28%	10%	27%	22%	48%	35%	21%
				a	a	abcef	acf	a
Don't know / can't remember	122	122	4	25	32	26	22	13
	12%	12%	3%	12%	14%	13%	14%	10%
				a	a	a	a	a
SUM: Yes	634	634	111	132	148	81	79	85
	60%	60%	87%	61%	65%	39%	51%	68%
			bcddef	d	de		d	de
SUM: All	349	349	60	69	94	39	41	45
	33%	33%	47%	32%	41%	19%	27%	36%
			bde	d	bde			d
SUM: Part	285	285	51	63	53	41	37	40
	27%	27%	40%	29%	23%	20%	24%	32%
			bcdde	d				d
SUM: Live	356	356	65	59	83	52	43	55
	34%	34%	51%	27%	37%	25%	27%	44%
			bcdde		bd			bde
SUM: Later	278	278	47	73	64	29	36	30
	26%	26%	37%	34%	28%	14%	23%	24%
			def	de	d		d	d

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM10. The most recent official statement from the Prime Minister about COVID-19 was delivered on 31st July. Did you watch this?

BASE: All respondents

	Total							
	Wave	Segment						
	Total	W1	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
		a	b	c	d	e	f	
Significance Level: 95%								
Unweighted Total	1040	1040	136	219	208	177	173	127
Total	1040	1040	145	213	208	172	174	128
	100%	100%	100%	100%	100%	100%	100%	100%
Yes, I watched it live	273	273	55	30	76	17	48	47
	26%	26%	38%	14%	37%	10%	27%	37%
			bde		bd		bd	bd
Yes, I watched or caught up on it later	293	293	55	64	54	37	47	35
	28%	28%	38%	30%	26%	22%	27%	27%
			cde					
No	390	390	28	94	64	105	64	35
	37%	37%	19%	44%	31%	61%	37%	27%
				acf	a	abcef	a	
Don't know / can't remember	84	84	7	26	13	13	15	11
	8%	8%	5%	12%	6%	7%	9%	9%
				ac				
SUM: Yes	566	566	110	94	131	54	95	82
	54%	54%	76%	44%	63%	32%	55%	64%
			bcdef	d	bd		bd	bd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11. Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Government figures	Local council	NHS organisations	World Health Organisation	Universities or academics	Scientists	Technology companies	News organisations	Healthcare professionals	My employer or colleagues	Schools or teachers	Online influencers	Close family or friends	People in my local community	People in my online network	Someone else
		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Significance Level: 95%																	
Unweighted Total		865	358	592	484	147	405	103	615	404	242	123	156	334	160	146	11
Total		891	363	597	480	142	424	110	620	400	260	128	150	332	162	146	10
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	58 7%	15 4%	3 1%	10 2%	1 *	5 1%	3 3%	16 3%	2 1%	1 1%	1 1%	4 2%	2 *	4 3%	3 2%	- -
		cdefhijklmo	cefijm		c			cim	cim				c		cim	c	
2	(2.0)	22 2%	3 1%	3 1%	3 1%	2 1%	2 1%	1 1%	8 1%	1 *	7 3%	3 3%	2 1%	3 1%	4 3%	2 2%	- -
		cdfi									cdfi	cdfi			cdfi	i	
3	(3.0)	61 7%	13 4%	4 1%	7 2%	2 1%	5 1%	6 5%	23 4%	11 3%	8 3%	2 1%	17 11%	5 2%	4 2%	12 8%	- -
		bcdefhijklmn	cf					cdm	cdf	c			bcdefhijklmn		bcdefhijklmn		
4	(4.0)	77 9%	25 7%	16 3%	23 5%	8 5%	7 2%	10 9%	34 5%	13 3%	16 6%	14 11%	16 11%	16 5%	15 10%	16 11%	- -
		cdfhim	cfi		f	f		cfi	cf		cf	cdfhim	cdfhim	f	cdfim	cdfhim	
5	(5.0)	108 12%	45 12%	33 5%	25 5%	14 10%	33 8%	11 10%	81 13%	21 5%	23 9%	15 12%	37 24%	51 15%	21 13%	22 15%	- -
		cdfi	cdfi			cdi			cdfi			cdi	abcdehijklmno	cdfi	cdfi	cdfi	
6	(6.0)	107 12%	39 11%	39 7%	48 10%	13 9%	32 8%	18 17%	89 14%	30 8%	29 11%	24 19%	15 10%	38 11%	19 11%	18 12%	3 28%
		cfi	c		c			cdfi	cdfi		c	abcdehijlm		c	c	c	
7	(7.0)	144 16%	62 17%	64 11%	60 12%	27 19%	52 12%	18 16%	126 20%	53 13%	36 14%	28 22%	20 13%	48 14%	32 20%	30 21%	3 28%
		c	c			cd			acdfijlm			cdfijlm			cdfi	cdfi	
8	(8.0)	166 19%	69 19%	114 19%	111 23%	32 23%	100 24%	17 16%	144 23%	85 21%	50 19%	13 10%	19 13%	58 17%	32 19%	13 9%	- -
		ko	ko	ko	klo	klo	aklmo		aklmo	klo	ko			o	ko		
9	(9.0)	67 8%	42 11%	113 19%	84 17%	20 14%	86 20%	11 10%	49 8%	64 16%	39 15%	16 13%	10 6%	40 12%	14 9%	8 6%	2 23%
			ao	abghlmno	abhlmno	ahlo	abghlmno			ahln	ahlo	o		aho			
10 - Very trustworthy	(10.0)	82 9%	51 14%	207 35%	109 23%	23 16%	101 24%	15 13%	51 8%	121 30%	51 20%	11 9%	12 8%	72 22%	16 10%	22 15%	2 21%
			ahl	abdefghijklmno	abghklno	ahl	abghklno			abdefghijklmno	ahkl			abhkl		ah	
SUM: Trustworthy		566 63%	262 72%	537 90%	412 86%	116 81%	372 88%	79 72%	459 74%	353 88%	205 79%	93 73%	75 50%	255 77%	113 70%	91 62%	10 100%
		l	alo	abdeghijklmno	abghijklmno	ablno	abghijklmno	l	alo	abdeghijklmno	alno	al		alo	l	l	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11. Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Government figures	Local council	NHS organisations	World Health Organisation	Universities or academics	Scientists	Technology companies	News organisations	Healthcare professionals	My employer or colleagues	Schools or teachers	Online influencers	Close family or friends	People in my local community	People in my online network	Someone else
	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	*p
Significance Level: 95%																
Unweighted Total	865	358	592	484	147	405	103	615	404	242	123	156	334	160	146	11
Total	891	363	597	480	142	424	110	620	400	260	128	150	332	162	146	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Untrustworthy	325	101	59	68	27	52	31	162	48	55	35	75	77	49	55	-
	37%	28%	10%	14%	19%	12%	28%	26%	12%	21%	27%	50%	23%	30%	38%	-
	bcdefhijkm	cdefi		c	ci		cdfi	cdfi		cdfi	cdfi	abcdehghijklmno	cdfi	cdefij	bcdefhijm	
NET: Trustworthy	27	44	80	72	63	75	44	48	76	58	46	*	54	39	25	100
		ao	abdeghjkmno	abeghjkmo	abghkno	abeghjkmo	ao	ano	abeghjkmo	abghkno	ao		abno	ao		
Base for stats	891	363	597	480	142	424	110	620	400	260	128	150	332	162	146	10
Mean Score	6.20	6.85	8.27	7.70	7.39	7.93	6.70	6.70	8.00	7.33	6.66	5.93	7.36	6.62	6.36	7.82
		alo	abdeghjklmno	abghjklmno	abghkino	abeghjkmo	l	al	abdeghjklmno	abghkino	l		abghkino	al		
Standard Deviation	2.474	2.328	1.852	2.094	1.956	1.904	2.289	2.045	1.960	2.189	2.005	2.229	2.074	2.200	2.336	1.646
Standard Error	.084	.123	.076	.095	.161	.095	.226	.082	.098	.141	.181	.178	.113	.174	.193	.496
Error variance	.01	.02	.01	.01	.03	.01	.05	.01	.01	.02	.03	.03	.01	.03	.04	.25

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_1. Government figures - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		865	320	267	278	115	81	284	92	161	132
Total		891	330	277	284	121	85	299	88	165	133
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	58 7%	18 6%	23 8%	16 6%	3 2%	4 4%	7 2%	9 10% ac	28 17% abcf	8 6%
2	(2.0)	22 2%	6 2%	6 2%	10 3%	2 1%	3 4%	4 1%	1 1%	8 5% c	3 3%
3	(3.0)	61 7%	23 7%	20 7%	18 6%	8 7% c	13 16% acf	6 2%	6 7% c	19 11% c	10 7% c
4	(4.0)	77 9%	34 10%	20 7%	23 8%	6 5%	9 11%	19 6%	11 12%	24 14% acf	8 6%
5	(5.0)	108 12%	37 11%	40 14%	31 11%	10 8%	19 22% acf	22 7%	13 15% c	29 18% ac	14 11%
6	(6.0)	107 12%	43 13%	26 9%	38 13%	15 12%	20 24% acef	23 8%	15 18% c	19 12%	14 11%
7	(7.0)	144 16%	50 15%	52 19%	43 15%	22 18% e	8 9%	59 20% be	16 18% e	14 8%	26 20% be
8	(8.0)	166 19%	55 17%	48 17%	62 22%	29 24% be	8 10%	79 26% bde	12 14%	12 7%	26 19% e
9	(9.0)	67 8%	29 9%	19 7%	20 7%	12 10% bde	- -	36 12% bde	1 1%	1 *	17 13% bde
10 - Very trustworthy	(10.0)	82 9%	35 11%	22 8%	24 9%	15 13% bd	- -	45 15% bdef	4 4%	10 6% b	8 6% b
SUM: Trustworthy		566 63%	211 64%	168 60%	187 66%	93 76% bde	36 43%	242 81% bdef	48 55% e	56 34%	91 68% bde
SUM: Untrustworthy		325 37%	118 36%	110 40%	97 34%	29 24%	48 57% acf	57 19%	40 45% acf	109 66% acdf	42 32% c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_1. Government figures - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	865	320	267	278	115	81	284	92	161	132
Total	891	330	277	284	121	85	299	88	165	133
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Trustworthy	27	28	21	31	53	-14	62	9	-32	36
		b		b	df		df			d
Base for stats	891	330	277	284	121	85	299	88	165	133
Mean Score	6.20	6.29	6.04	6.26	6.90	5.00	7.27	5.51	4.61	6.37
					bde		bdef	e		bde
Standard Deviation	2.474	2.468	2.522	2.436	2.238	1.820	2.098	2.306	2.529	2.394
Standard Error	.084	.138	.154	.146	.209	.202	.124	.240	.199	.208
Error variance	.01	.02	.02	.02	.04	.04	.02	.06	.04	.04

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_2. Local council - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		358	133	122	103	62	76	79	37	56	48
Total		363	132	126	105	61	79	83	35	59	47
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	15 4%	8 6%	4 3%	3 3%	1 1%	5 6%	1 2%	3 9%	3 6%	2 4%
2	(2.0)	3 1%	2 1%	2 1%	- -	2 3%	- -	1 1%	- -	- -	1 2%
3	(3.0)	13 4%	5 3%	5 4%	3 3%	3 4%	9 12% cef	- -	1 2%	- -	- -
4	(4.0)	25 7%	5 4%	12 9%	8 7%	5 8%	12 16% cef	4 5%	1 4%	3 4%	- -
5	(5.0)	45 12%	15 11%	15 12%	15 14%	4 6%	13 17%	7 9%	7 19% a	9 16%	5 11%
6	(6.0)	39 11%	15 11%	13 11%	10 10%	10 16% c	13 16% c	3 3%	4 12%	5 9%	4 9%
7	(7.0)	62 17%	22 17%	23 18%	16 16%	7 11%	20 25% ac	7 8%	7 20%	13 21% c	9 19%
8	(8.0)	69 19%	26 19%	27 22%	16 15%	11 19% b	2 3%	24 29% b	6 17% b	12 21% b	13 27% b
9	(9.0)	42 11%	15 11%	11 9%	16 15%	12 20% bde	4 5%	13 16% b	2 5%	3 6%	7 14%
10 - Very trustworthy	(10.0)	51 14%	20 15%	14 11%	18 17%	7 12% b	- -	23 28% ab	4 12% b	10 17% b	6 13% b
SUM: Trustworthy		262 72%	97 74%	89 71%	76 72%	48 78% b	39 50%	70 84% bd	23 66% b	43 74% b	39 83% b
SUM: Untrustworthy		101 28%	35 26%	37 29%	29 28%	13 22%	40 50% acef	13 16%	12 34% c	15 26%	8 17%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_2. Local council - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	358	133	122	103	62	76	79	37	56	48
Total	363	132	126	105	61	79	83	35	59	47
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Trustworthy	44	47	41	45	56 d	-1	69 de	32	48	67 d
Base for stats	363	132	126	105	61	79	83	35	59	47
Mean Score	6.85	6.83	6.71	7.04	7.07 b	5.33	7.96 abde	6.42 b	6.96 b	7.31 b
Standard Deviation	2.328	2.453	2.228	2.294	2.251	1.953	2.037	2.447	2.310	2.127
Standard Error	.123	.213	.202	.226	.286	.224	.229	.402	.309	.307
Error variance	.02	.05	.04	.05	.08	.05	.05	.16	.10	.09

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_3. NHS organisations - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		592	210	196	186	108	104	155	53	102	70
Total		597	213	195	189	109	100	161	52	104	71
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	3 1%	3 1%	- -	- -	- -	1 1%	- -	1 1%	1 1%	1 1%
2	(2.0)	3 1%	1 *	- -	2 1%	- -	- -	1 *	- -	3 2%	- -
3	(3.0)	4 1%	1 1%	2 1%	1 1%	- -	1 1%	1 *	2 3%	1 1%	- -
4	(4.0)	16 3%	7 3%	5 3%	3 2%	3 3%	10 10%	1 1%	- -	1 1%	- -
							acdef				
5	(5.0)	33 5%	9 4%	15 8%	9 5%	5 4%	19 19%	5 3%	1 2%	1 1%	2 3%
							acdef				
6	(6.0)	39 7%	15 7%	17 9%	7 3%	1 1%	21 21%	1 1%	4 7%	6 6%	6 9%
				c			acdef		ac	c	ac
7	(7.0)	64 11%	21 10%	22 12%	21 11%	19 17%	18 18%	7 5%	9 17%	8 8%	3 4%
						cef	cef		cf		
8	(8.0)	114 19%	37 18%	36 19%	40 21%	20 18%	13 13%	32 20%	12 22%	28 27%	10 14%
										b	
9	(9.0)	113 19%	35 17%	41 21%	37 20%	27 25%	12 12%	31 19%	10 19%	14 14%	20 28%
						be					be
10 - Very trustworthy	(10.0)	207 35%	83 39%	55 28%	69 37%	33 31%	5 5%	82 51%	15 29%	42 41%	29 41%
			b			b		abd	b	b	b
SUM: Trustworthy		537 90%	191 90%	172 89%	174 92%	101 93%	68 68%	153 95%	49 94%	99 95%	68 96%
						b		b	b	b	b
SUM: Untrustworthy		59 10%	21 10%	22 11%	16 8%	8 7%	32 32%	8 5%	3 6%	6 5%	3 4%
							acdef				

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_3. NHS organisations - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	592	210	196	186	108	104	155	53	102	70
Total	597	213	195	189	109	100	161	52	104	71
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Trustworthy	80	80	77	83	85 b	37	91 b	88 b	89 b	91 b
Base for stats	597	213	195	189	109	100	161	52	104	71
Mean Score	8.27	8.28	8.10	8.43	8.42 b	6.50	8.98 abde	8.18 b	8.47 b	8.71 b
Standard Deviation	1.852	1.998	1.780	1.746	1.557	1.840	1.422	1.823	1.876	1.593
Standard Error	.076	.138	.127	.128	.150	.180	.114	.250	.186	.190
Error variance	.01	.02	.02	.02	.02	.03	.01	.06	.03	.04

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_4. World Health Organisation - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		484	190	161	133	95	69	129	40	95	56
Total		480	189	159	133	95	63	133	37	97	55
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	10	3	5	2	1	2	1	1	3	2
		2%	2%	3%	1%	1%	4%	1%	3%	3%	3%
2	(2.0)	3	-	1	2	1	-	1	1	-	-
		1%	-	1%	1%	1%	-	1%	2%	-	-
3	(3.0)	7	7	-	1	2	1	1	1	1	1
		2%	4%	-	*	2%	2%	1%	3%	1%	2%
			b								
4	(4.0)	23	5	5	13	6	10	3	1	2	2
		5%	2%	3%	10%	6%	16%	2%	2%	2%	3%
					ab		cdef				
5	(5.0)	25	12	6	8	5	10	5	3	3	-
		5%	6%	3%	6%	5%	15%	4%	8%	3%	-
							acef		f		
6	(6.0)	48	14	20	14	10	15	5	6	9	5
		10%	8%	12%	11%	10%	23%	4%	16%	9%	8%
						c	acef		c		
7	(7.0)	60	19	21	20	7	9	12	8	13	11
		12%	10%	13%	15%	7%	14%	9%	23%	13%	19%
									ac		ac
8	(8.0)	111	46	43	22	26	10	39	7	15	13
		23%	24%	27%	16%	28%	16%	29%	19%	16%	23%
				c		e		be			
9	(9.0)	84	30	29	24	21	2	26	5	17	13
		17%	16%	18%	18%	22%	4%	20%	15%	17%	23%
						b		b	b	b	b
10 - Very trustworthy	(10.0)	109	52	29	28	16	4	41	4	35	10
		23%	28%	18%	21%	17%	6%	31%	10%	36%	18%
			b			b		abd		abdf	b
SUM: Trustworthy		412	162	142	108	80	40	122	30	89	51
		86%	86%	89%	81%	84%	63%	92%	82%	91%	92%
						b		b	b	b	b
SUM: Untrustworthy		68	27	17	25	15	23	10	7	9	4
		14%	14%	11%	19%	16%	37%	8%	18%	9%	8%
							acdef				

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_4. World Health Organisation - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	484	190	161	133	95	69	129	40	95	56
Total	480	189	159	133	95	63	133	37	97	55
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Trustworthy	72	72	79	63	68	27	84	63	82	85
			c		b		abd	b	abd	abd
Base for stats	480	189	159	133	95	63	133	37	97	55
Mean Score	7.70	7.87	7.67	7.49	7.63	6.10	8.33	6.96	8.15	7.82
					b		abd	b	bd	bd
Standard Deviation	2.094	2.102	2.015	2.169	2.046	2.023	1.735	2.179	2.100	1.955
Standard Error	.095	.152	.159	.188	.210	.243	.153	.344	.215	.261
Error variance	.01	.02	.03	.04	.04	.06	.02	.12	.05	.07

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_5. Universities or academics - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse	
		a	b	c	a	*b	*c	*d	*e	*f	
Significance Level: 95%		Total									
Unweighted Total		147	53	54	40	50	26	25	10	23	13
Total		142	56	51	35	50	26	22	11	22	11
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	1	-	-	1	-	-	-	-	-	1
		*	-	-	2%	-	-	-	-	-	5%
2	(2.0)	2	1	1	-	-	1	-	1	-	-
		1%	2%	2%	-	-	4%	-	7%	-	-
3	(3.0)	2	1	1	-	1	1	-	-	-	-
		1%	2%	2%	-	2%	4%	-	-	-	-
4	(4.0)	8	1	5	2	5	1	-	-	-	2
		5%	2%	10%	5%	11%	3%	-	-	-	15%
5	(5.0)	14	10	4	1	4	6	-	2	1	1
		10%	17%	7%	3%	8%	25%	-	15%	5%	11%
6	(6.0)	13	5	5	3	4	6	3	-	-	-
		9%	9%	10%	8%	9%	23%	12%	-	-	-
7	(7.0)	27	10	10	7	10	6	5	2	2	2
		19%	18%	20%	19%	21%	22%	23%	14%	10%	16%
8	(8.0)	32	9	15	8	11	3	3	6	7	1
		23%	16%	30%	23%	23%	13%	14%	54%	32%	13%
9	(9.0)	20	11	4	6	5	1	4	1	5	4
		14%	19%	8%	16%	10%	6%	19%	9%	23%	33%
10 - Very trustworthy	(10.0)	23	8	7	8	8	-	7	-	7	1
		16%	14%	13%	24%	17%	-	32%	-	30%	8%
SUM: Trustworthy		116	43	41	32	40	16	22	9	21	8
		81%	77%	80%	91%	79%	64%	100%	78%	95%	70%
SUM: Untrustworthy		27	13	10	3	10	9	-	3	1	3
		19%	23%	20%	9%	21%	36%	-	22%	5%	30%
NET: Trustworthy		63	53	60	81	59	28	100	56	90	39
					ab						
Base for stats		142	56	51	35	50	26	22	11	22	11
Mean Score		7.39	7.29	7.16	7.89	7.29	6.05	8.35	7.06	8.57	7.07
Standard Deviation		1.956	1.996	1.946	1.870	1.963	1.660	1.468	1.911	1.321	2.508
Standard Error		.161	.274	.265	.296	.278	.326	.294	.604	.275	.696
Error variance		.03	.08	.07	.09	.08	.11	.09	.37	.08	.48

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_6. Scientists - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		405	187	108	110	73	55	100	37	80	60
Total		424	195	115	114	75	53	109	40	86	61
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	5 1%	1 1%	2 2%	1 1%	1 1%	- -	1 1%	- -	3 3%	- -
2	(2.0)	2 1%	2 1%	- -	- -	- -	2 3%	- -	- -	1 1%	- -
3	(3.0)	5 1%	5 2%	1 1%	- -	2 2%	3 5%	- -	- -	1 1%	- -
4	(4.0)	7 2%	4 2%	2 2%	1 1%	2 3%	1 3%	2 2%	2 4%	- -	- -
5	(5.0)	33 8%	18 9%	10 8%	5 5%	10 14%	10 18%	2 2%	5 12%	3 3%	3 5%
6	(6.0)	32 8%	19 10%	9 8%	5 4%	7 10%	12 23%	2 2%	4 11%	1 1%	5 8%
7	(7.0)	52 12%	21 11%	19 17%	12 11%	13 17%	6 12%	8 7%	9 24%	10 12%	6 10%
8	(8.0)	100 24%	37 19%	25 22%	38 33%	17 22%	8 16%	18 17%	11 27%	20 24%	26 42%
9	(9.0)	86 20%	40 21%	20 18%	26 23%	9 12%	6 12%	34 31%	2 6%	21 24%	14 22%
10 - Very trustworthy	(10.0)	101 24%	48 25%	26 23%	26 23%	14 19%	4 8%	42 38%	6 16%	27 31%	8 12%
SUM: Trustworthy		372 88%	165 85%	100 87%	107 94%	60 80%	37 71%	104 95%	33 84%	79 92%	58 95%
SUM: Untrustworthy		52 12%	30 15%	15 13%	7 6%	15 20%	15 29%	5 5%	7 16%	7 8%	3 5%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_6. Scientists - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	405	187	108	110	73	55	100	37	80	60
Total	424	195	115	114	75	53	109	40	86	61
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Trustworthy	75	69	74	87	60	42	91	67	84	89
				ab	b		abd	b	abd	abd
Base for stats	424	195	115	114	75	53	109	40	86	61
Mean Score	7.93	7.81	7.82	8.25	7.43	6.61	8.76	7.39	8.31	8.04
					b		abdf		abd	abd
Standard Deviation	1.904	2.046	1.930	1.580	1.978	2.018	1.577	1.682	2.013	1.286
Standard Error	.095	.150	.186	.151	.232	.272	.158	.277	.225	.166
Error variance	.01	.02	.03	.02	.05	.07	.02	.08	.05	.03

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_7. Technology companies - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		103	32	34	37	41	32	6	7	8	9
Total		110	34	35	41	45	33	6	7	9	10
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	3	1	1	1	-	2	-	1	1	-
		3%	4%	4%	2%	-	6%	-	9%	8%	-
2	(2.0)	1	-	1	-	-	1	-	-	-	-
		1%	-	3%	-	-	3%	-	-	-	-
3	(3.0)	6	2	-	4	2	-	-	-	2	2
		5%	6%	-	9%	5%	-	-	-	20%	18%
4	(4.0)	10	2	4	4	1	9	-	-	-	-
		9%	7%	10%	10%	2%	27%	-	-	-	-
							a				
5	(5.0)	11	5	3	3	1	5	1	2	2	-
		10%	13%	9%	7%	1%	16%	21%	25%	21%	-
							a				
6	(6.0)	18	7	7	4	7	7	-	-	2	2
		17%	21%	20%	11%	16%	21%	-	-	20%	24%
7	(7.0)	18	5	9	3	8	3	2	2	-	3
		16%	15%	26%	8%	18%	11%	26%	23%	-	26%
				c							
8	(8.0)	17	7	4	6	9	3	2	1	-	2
		16%	19%	12%	16%	21%	9%	30%	15%	-	18%
9	(9.0)	11	2	1	8	5	3	1	1	2	-
		10%	7%	4%	19%	10%	8%	23%	19%	18%	-
10 - Very trustworthy	(10.0)	15	3	4	8	11	-	-	1	1	1
		13%	8%	13%	19%	26%	-	-	10%	13%	14%
						b					
SUM: Trustworthy		79	24	26	29	41	16	5	5	5	9
		72%	70%	74%	72%	92%	48%	79%	67%	50%	82%
						b					
SUM: Untrustworthy		31	10	9	11	4	17	1	2	5	2
		28%	30%	26%	28%	8%	52%	21%	33%	50%	18%
						a					
NET: Trustworthy		44	40	49	44	83	-3	58	33	1	64
Base for stats		110	34	35	41	45	33	6	7	9	10
Mean Score		6.70	6.43	6.53	7.07	7.73	5.41	7.33	6.82	5.81	6.63
						b					

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_7. Technology companies - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	*c	*d	*e	*f
Unweighted Total	103	32	34	37	41	32	6	7	8	9
Total	110	34	35	41	45	33	6	7	9	10
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Deviation	2.289	2.158	2.202	2.469	1.914	2.024	1.525	2.620	2.935	2.217
Standard Error	.226	.382	.378	.406	.299	.358	.623	.990	1.038	.739
Error variance	.05	.15	.14	.16	.09	.13	.39	.98	1.08	.55

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_8. News organisations - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		615	213	195	207	77	52	174	79	130	103
Total		620	219	203	198	85	49	178	75	132	102
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	16 3%	5 2%	6 3%	5 2%	2 3%	- -	3 2%	3 3%	8 6% cf	- -
2	(2.0)	8 1%	4 2% c	4 2% c	- -	- -	3 6% acf	1 1%	1 2%	2 2%	- -
3	(3.0)	23 4%	9 4%	10 5%	5 3%	2 2%	2 4%	5 3%	5 6%	8 6%	2 2%
4	(4.0)	34 5%	8 4%	11 5%	15 8%	5 6%	8 17% acdef	5 3%	4 5%	5 4%	6 6%
5	(5.0)	81 13%	24 11%	29 14%	28 14%	10 12%	10 20% c	17 10%	9 12%	25 19% c	10 10%
6	(6.0)	89 14%	34 15%	24 12%	32 16%	10 12%	10 20%	21 12%	12 16%	22 16%	15 14%
7	(7.0)	126 20%	49 22% c	49 24% c	27 14%	14 16%	11 23%	32 18%	25 34% ace	20 15%	23 23%
8	(8.0)	144 23%	50 23%	42 21%	52 26%	17 20% b	4 8%	59 33% abde	13 17%	26 19%	25 24% b
9	(9.0)	49 8%	19 9%	14 7%	16 8%	13 16% bde	- -	17 9% bd	1 1%	8 6%	10 10% bd
10 - Very trustworthy	(10.0)	51 8%	18 8%	15 7%	18 9%	11 13% bd	1 2%	18 10% d	2 2%	9 7%	10 10% d
SUM: Trustworthy		459 74%	169 77%	144 71%	145 73%	65 77% be	25 52%	146 82% bde	53 71% b	85 64%	84 82% be
SUM: Untrustworthy		162 26%	50 23%	59 29%	53 27%	19 23%	23 48% acdf	31 18%	22 29% c	48 36% acf	19 18%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_8. News organisations - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	615	213	195	207	77	52	174	79	130	103
Total	620	219	203	198	85	49	178	75	132	102
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Trustworthy	48	55	42	47	54	5	65	42	28	64
		b			be		bde	be	b	bde
Base for stats	620	219	203	198	85	49	178	75	132	102
Mean Score	6.70	6.78	6.54	6.78	7.12	5.55	7.18	6.15	6.19	7.15
					bde		bde			bde
Standard Deviation	2.045	2.026	2.100	2.009	2.127	1.707	1.880	1.890	2.289	1.713
Standard Error	.082	.139	.150	.140	.242	.237	.143	.213	.201	.169
Error variance	.01	.02	.02	.02	.06	.06	.02	.05	.04	.03

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_9. Healthcare professionals - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		404	148	132	124	76	73	98	31	70	56
Total		400	146	134	120	76	68	102	30	71	52
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	2	2	-	-	1	1	-	-	-	1
		1%	2%	-	-	1%	1%	-	-	-	1%
2	(2.0)	1	-	-	1	-	1	-	-	-	-
		*	-	-	*	-	1%	-	-	-	-
3	(3.0)	11	5	3	3	1	9	-	1	1	-
		3%	3%	2%	3%	1%	13%	-	2%	1%	-
							acef				
4	(4.0)	13	4	3	5	4	7	-	-	2	-
		3%	3%	3%	4%	5%	11%	-	-	2%	-
						c	cef				
5	(5.0)	21	7	10	4	3	15	-	1	1	1
		5%	5%	7%	3%	4%	22%	-	2%	1%	2%
							acdef				
6	(6.0)	30	10	12	8	4	10	2	7	5	3
		8%	7%	9%	7%	5%	15%	2%	22%	7%	5%
							ac		acef		
7	(7.0)	53	17	22	15	11	17	11	2	7	5
		13%	12%	16%	12%	15%	25%	11%	6%	10%	9%
							cdef				
8	(8.0)	85	28	26	30	21	5	18	9	23	9
		21%	19%	19%	25%	28%	7%	17%	29%	33%	18%
						b			b	bc	
9	(9.0)	64	26	21	16	10	1	21	5	13	13
		16%	18%	16%	13%	14%	1%	21%	17%	18%	25%
						b		b	b	b	b
10 - Very trustworthy	(10.0)	121	46	36	38	21	2	51	6	19	22
		30%	32%	27%	32%	27%	3%	50%	21%	27%	41%
						b		abde	b	b	b
SUM: Trustworthy		353	127	118	107	68	35	102	29	68	51
		88%	87%	88%	89%	89%	52%	100%	95%	95%	97%
						b		abde	b	b	b
SUM: Untrustworthy		48	19	16	13	8	33	-	1	4	1
		12%	13%	12%	11%	11%	48%	-	5%	5%	3%
						c	acdef		c	c	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_9. Healthcare professionals - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	404	148	132	124	76	73	98	31	70	56
Total	400	146	134	120	76	68	102	30	71	52
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Trustworthy	76	74	76	79	78 b	3	100 abdef	91 b	90 b	94 ab
Base for stats	400	146	134	120	76	68	102	30	71	52
Mean Score	8.00	8.01	7.92	8.09	7.98 b	5.62	9.06 abde	7.89 b	8.29 b	8.76 abd
Standard Deviation	1.960	2.106	1.853	1.904	1.917	1.808	1.123	1.688	1.542	1.532
Standard Error	.098	.173	.161	.171	.220	.212	.113	.303	.184	.205
Error variance	.01	.03	.03	.03	.05	.04	.01	.09	.03	.04

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_10. My employer or colleagues - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		242	81	89	72	58	47	47	26	37	27
Total		260	92	89	79	59	51	52	28	41	28
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	1 1%	- -	1 1%	- -	- -	- -	- -	1 5%	- -	- -
2	(2.0)	7 3%	3 3%	2 2%	2 2%	1 1%	6 11%	- -	- -	- -	- -
3	(3.0)	8 3%	1 1%	3 3%	4 5%	1 2%	1 2%	4 8%	1 5%	- -	- -
4	(4.0)	16 6%	5 5%	9 10%	3 3%	4 7%	6 12%	1 2%	1 5%	2 6%	1 2%
5	(5.0)	23 9%	8 9%	8 9%	7 9%	3 6%	11 22%	- -	2 8%	4 10%	2 7%
6	(6.0)	29 11%	11 12%	10 11%	8 10%	8 13%	7 13%	7 13%	- -	7 16%	1 4%
7	(7.0)	36 14%	13 14%	10 11%	13 16%	8 14%	10 20%	3 6%	9 31%	3 7%	3 11%
8	(8.0)	50 19%	19 21%	19 21%	12 15%	13 23%	6 12%	12 24%	6 20%	9 21%	4 14%
9	(9.0)	39 15%	10 11%	15 17%	14 18%	8 14%	3 6%	11 22%	3 10%	10 23%	5 17%
10 - Very trustworthy	(10.0)	51 20%	20 22%	13 15%	17 22%	12 20%	1 2%	14 26%	5 17%	7 17%	13 44%
SUM: Trustworthy		205 79%	74 81%	67 75%	64 81%	50 84%	27 52%	47 90%	22 77%	35 84%	26 90%
SUM: Untrustworthy		55 21%	18 19%	22 25%	15 19%	10 16%	24 48%	5 10%	6 23%	7 16%	3 10%
NET: Trustworthy		58	62	51	62	67	5	81	55	68	81

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_10. My employer or colleagues - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	c	d	e	f
Unweighted Total	242	81	89	72	58	47	47	26	37	27
Total	260	92	89	79	59	51	52	28	41	28
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base for stats	260	92	89	79	59	51	52	28	41	28
Mean Score	7.33	7.40	7.12	7.48	7.49	5.70	7.95	7.11	7.65	8.56
					b		b		b	
Standard Deviation	2.189	2.135	2.255	2.187	2.014	2.059	2.052	2.360	1.847	1.747
Standard Error	.141	.237	.239	.258	.264	.300	.299	.463	.304	.336
Error variance	.02	.06	.06	.07	.07	.09	.09	.21	.09	.11

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_11. Schools or teachers - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		123	37	46	40	44	38	11	5	12	13
Total		128	41	45	41	46	38	14	7	11	13
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	1 1%	- -	1 2%	- -	- -	1 2%	- -	- -	- -	- -
2	(2.0)	3 3%	1 1%	- -	3 7%	- -	1 2%	2 14%	- -	- -	1 7%
3	(3.0)	2 1%	- -	2 3%	- -	- -	2 4%	- -	- -	- -	- -
4	(4.0)	14 11%	5 12%	7 15%	2 4%	3 7%	6 16%	2 14%	- -	2 20%	- -
5	(5.0)	15 12%	5 12%	4 9%	6 15%	5 11%	8 22%	- -	2 24%	- -	1 5%
6	(6.0)	24 19%	12 29%	9 21%	3 6%	5 11%	12 33%	- -	1 16%	3 24%	3 21%
			c				a				
7	(7.0)	28 22%	9 23%	10 23%	9 21%	13 29%	5 12%	1 9%	4 60%	1 9%	4 33%
8	(8.0)	13 10%	1 3%	6 14%	6 15%	4 9%	3 7%	4 27%	- -	1 7%	2 18%
9	(9.0)	16 13%	6 14%	4 10%	6 15%	8 17%	- -	5 36%	- -	2 20%	1 9%
						b					
10 - Very trustworthy	(10.0)	11 9%	3 6%	2 4%	7 17%	7 16%	1 3%	- -	- -	2 21%	1 6%
SUM: Trustworthy		93 73%	31 75%	32 71%	30 73%	37 82%	20 54%	10 72%	5 76%	9 80%	11 88%
						b					
SUM: Untrustworthy		35 27%	11 25%	13 29%	11 27%	8 18%	17 46%	4 28%	2 24%	2 20%	2 12%
							a				
NET: Trustworthy		46	49	42	47	64 b	8	44	52	61	76
Base for stats		128	41	45	41	46	38	14	7	11	13
Mean Score		6.66	6.52	6.38	7.10	7.36 b	5.53	6.87	6.36	7.28	6.89

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_11. Schools or teachers - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	123	37	46	40	44	38	11	5	12	13
Total	128	41	45	41	46	38	14	7	11	13
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Deviation	2.005	1.787	1.914	2.268	1.828	1.633	2.647	.911	2.278	1.860
Standard Error	.181	.294	.282	.359	.276	.265	.798	.408	.657	.516
Error variance	.03	.09	.08	.13	.08	.07	.64	.17	.43	.27

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_12. Online influencers - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f		
Significance Level: 95%											
Unweighted Total		156	53	52	51	56	53	15	17	12	3
Total		150	49	48	54	55	48	16	15	13	2
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	4	1	1	1	-	2	-	-	1	-
		2%	3%	3%	2%	-	5%	-	-	10%	-
2	(2.0)	2	-	2	-	-	1	1	-	-	-
		1%	-	3%	-	-	1%	6%	-	-	-
3	(3.0)	17	5	6	6	5	7	2	1	2	-
		11%	11%	12%	11%	9%	15%	12%	5%	16%	-
4	(4.0)	16	7	4	6	6	5	1	1	3	-
		11%	14%	8%	11%	11%	11%	7%	5%	26%	-
5	(5.0)	37	14	9	14	9	14	6	4	4	-
		24%	28%	18%	27%	17%	29%	36%	29%	27%	-
6	(6.0)	15	6	5	4	3	8	1	2	1	-
		10%	12%	10%	8%	6%	16%	4%	12%	9%	-
7	(7.0)	20	2	12	5	7	8	2	1	-	2
		13%	5%	26%	9%	13%	17%	13%	5%	-	67%
				ac							
8	(8.0)	19	9	4	6	12	3	3	1	-	1
		13%	19%	7%	12%	22%	5%	16%	4%	-	33%
						b					
9	(9.0)	10	2	4	4	4	-	1	3	2	-
		6%	4%	9%	7%	8%	-	6%	19%	12%	-
						b					
10 - Very trustworthy	(10.0)	12	2	2	8	8	1	-	3	-	-
		8%	5%	4%	14%	15%	1%	-	20%	-	-
						b					
SUM: Trustworthy		75	21	27	27	35	19	6	9	3	2
		50%	44%	56%	50%	64%	39%	39%	61%	22%	100%
						b					
SUM: Untrustworthy		75	27	21	27	20	29	10	6	10	-
		50%	56%	44%	50%	36%	61%	61%	39%	78%	-
						a					
NET: Trustworthy		*	-12	11	*	28	-21	-23	21	-57	100
				c							
Base for stats		150	49	48	54	55	48	16	15	13	2

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_12. Online influencers - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	156	53	52	51	56	53	15	17	12	3
Total	150	49	48	54	55	48	16	15	13	2
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean Score	5.93	5.69	5.85	6.21	6.77	5.08	5.52	6.96	4.62	7.33
Standard Deviation	2.229	2.125	2.192	2.359	2.234	1.807	2.006	2.357	2.172	.631
Standard Error	.178	.292	.304	.330	.299	.248	.518	.572	.627	.364
Error variance	.03	.09	.09	.11	.09	.06	.27	.33	.39	.13

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_13. Close family or friends - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		334	117	119	98	77	64	58	36	56	43
Total		332	117	118	98	75	63	57	36	59	41
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	2	-	1	1	-	-	-	1	1	-
		*	-	1%	1%	-	-	-	3%	1%	-
2	(2.0)	3	1	2	1	-	-	2	1	-	-
		1%	1%	1%	1%	-	-	4%	2%	-	-
3	(3.0)	5	1	2	2	1	3	-	-	1	-
		2%	1%	2%	2%	1%	4%	-	-	2%	-
4	(4.0)	16	4	6	7	1	10	-	1	1	2
		5%	3%	5%	7%	2%	17%	-	4%	2%	4%
							acef				
5	(5.0)	51	13	17	21	8	15	8	4	11	5
		15%	11%	14%	21%	11%	24%	13%	12%	18%	11%
							a				
6	(6.0)	38	14	16	8	6	9	6	5	8	4
		11%	12%	14%	8%	8%	15%	10%	15%	13%	9%
7	(7.0)	48	16	18	14	14	15	4	4	7	4
		14%	14%	16%	14%	18%	23%	6%	11%	12%	11%
						c	c				
8	(8.0)	58	22	25	12	14	6	11	8	13	6
		17%	18%	21%	12%	19%	9%	20%	21%	22%	14%
										b	
9	(9.0)	40	17	11	11	15	-	11	2	4	8
		12%	15%	9%	11%	19%	-	19%	6%	7%	20%
						be		b		b	be
10 - Very trustworthy	(10.0)	72	29	21	23	16	5	16	10	13	13
		22%	25%	18%	23%	21%	8%	28%	27%	22%	30%
						b		b	b	b	b
SUM: Trustworthy		255	97	91	67	64	35	47	29	45	35
		77%	83%	77%	68%	86%	55%	83%	80%	76%	85%
			c			b		b	b	b	b
SUM: Untrustworthy		77	19	27	31	11	29	10	7	14	6
		23%	17%	23%	32%	14%	45%	17%	20%	24%	15%
					a		acdef				
NET: Trustworthy		54	67	54	37	71	9	65	59	53	69
			c	c		be		b	b	b	b

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_13. Close family or friends - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	334	117	119	98	77	64	58	36	56	43
Total	332	117	118	98	75	63	57	36	59	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Base for stats	332	117	118	98	75	63	57	36	59	41
Mean Score	7.36	7.70	7.18	7.17	7.80	6.01	7.85	7.37	7.31	8.01
		b			b		b	b	b	b
Standard Deviation	2.074	1.942	2.028	2.244	1.783	1.780	2.114	2.285	2.066	1.910
Standard Error	.113	.180	.186	.227	.203	.223	.278	.381	.276	.291
Error variance	.01	.03	.03	.05	.04	.05	.08	.15	.08	.08

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_14. People in my local community - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		160	52	62	46	46	34	24	13	27	16
Total		162	53	62	48	45	32	27	12	28	17
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	4	1	1	3	-	1	-	-	1	1
		3%	1%	1%	6%	-	5%	-	-	5%	9%
2	(2.0)	4	-	4	1	1	2	-	1	-	-
		3%	-	6%	2%	3%	6%	-	6%	-	-
3	(3.0)	4	1	-	3	2	-	-	-	1	1
		2%	2%	-	7%	5%	-	-	-	3%	6%
					b						
4	(4.0)	15	1	6	9	3	5	1	2	4	-
		10%	2%	9%	18%	7%	14%	5%	18%	15%	-
					a						
5	(5.0)	21	5	11	5	4	5	3	2	6	1
		13%	10%	18%	10%	8%	17%	12%	16%	20%	8%
6	(6.0)	19	7	7	5	6	3	3	3	4	1
		11%	13%	11%	10%	12%	8%	11%	24%	13%	6%
7	(7.0)	32	12	17	4	7	11	5	1	5	4
		20%	22%	27%	8%	15%	34%	17%	12%	16%	23%
					c		a				
8	(8.0)	32	13	8	10	8	3	6	3	6	6
		19%	25%	14%	20%	17%	10%	22%	24%	20%	37%
9	(9.0)	14	6	4	4	6	-	7	-	1	-
		9%	12%	6%	8%	13%	-	26%	-	3%	-
						b					
10 - Very trustworthy	(10.0)	16	7	4	5	9	2	2	-	1	2
		10%	13%	7%	11%	20%	6%	7%	-	4%	11%
SUM: Trustworthy		113	45	40	27	35	19	23	7	16	13
		70%	86%	65%	58%	77%	58%	83%	60%	57%	77%
			bc								
SUM: Untrustworthy		49	8	22	20	10	13	5	5	12	4
		30%	14%	35%	42%	23%	42%	17%	40%	43%	23%
				a	a						
NET: Trustworthy		39	71	30	15	55	17	65	20	13	55
			bc			b					
Base for stats		162	53	62	48	45	32	27	12	28	17

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_14. People in my local community - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%		a	b	c	a	b	*c	*d	*e	*f
Unweighted Total	160	52	62	46	46	34	24	13	27	16
Total	162	53	62	48	45	32	27	12	28	17
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean Score	6.62	7.36	6.34	6.15	7.21	5.87	7.45	5.83	5.97	6.73
		bc			b					
Standard Deviation	2.200	1.810	2.066	2.569	2.274	2.183	1.698	1.789	2.106	2.464
Standard Error	.174	.251	.262	.379	.335	.374	.347	.496	.405	.616
Error variance	.03	.06	.07	.14	.11	.14	.12	.25	.16	.38

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_15. People in my online network - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		146	42	61	43	56	35	15	11	20	9
Total		146	45	58	43	57	35	16	10	20	8
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	3	-	3	1	3	-	-	1	-	-
		2%	-	4%	2%	4%	-	-	8%	-	-
2	(2.0)	2	1	1	1	-	1	-	-	-	1
		2%	1%	1%	2%	-	4%	-	-	-	11%
3	(3.0)	12	5	6	1	3	5	2	1	1	1
		8%	10%	11%	2%	5%	13%	15%	10%	4%	8%
4	(4.0)	16	5	6	5	5	6	1	-	3	1
		11%	11%	10%	12%	8%	18%	6%	-	15%	12%
5	(5.0)	22	7	5	10	4	10	1	2	4	1
		15%	15%	9%	23%	6%	28%	5%	20%	21%	12%
6	(6.0)	18	7	6	6	8	3	2	1	4	-
		12%	15%	10%	13%	14%	8%	14%	12%	21%	-
7	(7.0)	30	9	13	8	13	7	4	-	4	3
		21%	21%	22%	19%	23%	21%	24%	-	18%	31%
8	(8.0)	13	2	7	4	4	2	3	1	3	-
		9%	4%	12%	9%	7%	6%	21%	6%	16%	-
9	(9.0)	8	4	3	1	5	1	-	1	1	-
		6%	9%	5%	3%	9%	3%	-	7%	6%	-
10 - Very trustworthy	(10.0)	22	6	9	6	13	-	2	4	-	2
		15%	14%	15%	15%	24%	-	16%	37%	-	25%
SUM: Trustworthy		91	28	37	25	44	13	12	6	12	5
		62%	63%	64%	59%	76%	37%	74%	62%	60%	57%
SUM: Untrustworthy		55	17	21	17	14	22	4	4	8	4
		38%	37%	36%	41%	24%	63%	26%	38%	40%	43%
NET: Trustworthy		25	25	29	19	53	-25	48	24	21	14
Base for stats		146	45	58	43	57	35	16	10	20	8
Mean Score		6.36	6.38	6.33	6.37	6.98	5.24	6.66	6.93	6.06	6.29
Standard Deviation		2.336	2.263	2.521	2.202	2.476	1.731	2.255	3.164	1.621	2.903
Standard Error		.193	.349	.323	.336	.331	.293	.582	.954	.362	.968

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_15. People in my online network - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	146	42	61	43	56	35	15	11	20	9
Total	146	45	58	43	57	35	16	10	20	8
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Error variance	.04	.12	.10	.11	.11	.09	.34	.91	.13	.94

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM11_95. Someone else - Thinking of the official guidance on COVID-19 that you've seen in the last 7 days from the people or bodies below, how trustworthy or not did you think the information was?

BASE: All respondents that have not seen official guidance for COVID-19 in the last 7 days

		Total						
		Wave			Segment			
		Total	W1	W2	W3	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident
			*a	*b	*c	*a	*b	*c
Significance Level: 95%								
Unweighted Total		11	3	6	2	3	3	5
Total		10	2	6	2	3	2	5
		100%	100%	100%	100%	100%	100%	100%
1 - Very untrustworthy	(1.0)	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
2	(2.0)	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
3	(3.0)	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
4	(4.0)	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
5	(5.0)	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
6	(6.0)	3	1	1	1	1	-	2
		28%	40%	12%	67%	43%	-	34%
7	(7.0)	3	1	1	1	1	1	1
		28%	60%	15%	33%	21%	53%	19%
8	(8.0)	-	-	-	-	-	-	-
		-	-	-	-	-	-	-
9	(9.0)	2	-	2	-	-	-	2
		23%	-	38%	-	-	-	48%
10 - Very trustworthy	(10.0)	2	-	2	-	1	1	-
		21%	-	35%	-	36%	47%	-
SUM: Trustworthy		10	2	6	2	3	2	5
		100%	100%	100%	100%	100%	100%	100%
SUM: Untrustworthy		-	-	-	-	-	-	-
		-	-	-	-	-	-	-
NET: Trustworthy		100	100	100	100	100	100	100
Base for stats		10	2	6	2	3	2	5
Mean Score		7.82	6.60	8.68	6.33	7.67	8.40	7.62
Standard Deviation		1.646	.661	1.524	.718	2.266	1.935	1.528
Standard Error		.496	.382	.622	.508	1.308	1.117	.683
Error variance		.25	.15	.39	.26	1.71	1.25	.47

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM12. Thinking about the different ways you might access the latest news and information about COVID-19, what are top three sources you trust the most?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
BBC News	697	236	221	240	63	72	208	108	139	107
	22%	23%	21%	24%	16%	12%	32%	18%	27%	28%
							abd	b	abd	abd
BBC (including specified channel e.g. BBC1,BBC2)	617	164	245	209	85	122	118	115	96	81
	20%	16%	23%	21%	22%	20%	18%	19%	19%	22%
			a	a						
NHS (unspec)	365	113	115	137	40	52	92	48	76	57
	12%	11%	11%	14%	10%	9%	14%	8%	15%	15%
							bd		abd	bd
Sky News	322	100	116	106	39	30	88	57	61	47
	10%	10%	11%	10%	10%	5%	14%	10%	12%	12%
					b		bd	b	b	b
TV (unspec)	296	102	97	97	46	62	62	67	27	31
	10%	10%	9%	10%	12%	10%	10%	11%	5%	8%
					e	e	e	e		
News/ The News/ TV news (unspec)	296	100	84	112	43	74	52	42	40	44
	10%	10%	8%	11%	11%	12%	8%	7%	8%	12%
				b	d	cde				cd
Government website/ Gov.UK/ Scottish/ Welsh Government website (including ONS)	283	87	95	101	33	37	81	42	38	52
	9%	8%	9%	10%	9%	6%	13%	7%	7%	14%
							abde			abde
Government/ Politicians (unspec)/ Scottish/ Welsh Government	280	100	91	89	39	36	93	49	35	28
	9%	10%	9%	9%	10%	6%	14%	8%	7%	7%
					b		abdef			
WHO/ World Health Organisation	269	85	103	81	24	30	74	37	74	29
	9%	8%	10%	8%	6%	5%	12%	6%	15%	8%
							abd		abdf	
Papers/ newspapers/ the press (unspec)	256	84	88	84	28	46	51	61	37	33
	8%	8%	8%	8%	7%	8%	8%	10%	7%	9%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM12. Thinking about the different ways you might access the latest news and information about COVID-19, what are top three sources you trust the most?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ITV News	220 7%	80 8%	68 6%	71 7%	11 3%	9 1%	72 11% abd	33 6% b	49 10% abd	46 12% abd
Radio/ Radio news (unspec)	190 6%	67 6%	61 6%	62 6%	36 9% bcef	34 6%	27 4%	44 7% c	29 6%	19 5%
ITV (including regional variations e.g. STV)	181 6%	50 5%	71 7%	60 6%	23 6%	28 5%	26 4%	44 7% bc	26 5%	33 9% bce
Internet/ online/ websites (unspec)	167 5%	48 5%	62 6%	57 6%	25 7%	41 7%	28 4%	28 5%	26 5%	19 5%
Scientists (unspec)	164 5%	51 5%	53 5%	60 6%	22 6% b	11 2%	43 7% bf	35 6% b	42 8% bf	12 3%
The Guardian/ Guardian online	130 4%	41 4%	47 4%	41 4%	9 2%	18 3%	19 3%	23 4%	49 10% abcdef	12 3%
Family (including specified mentions)	124 4%	31 3%	50 5% a	43 4%	10 3%	25 4%	17 3%	32 5% ac	22 4%	18 5%
Daily Mail/ Mail online/ Mail on Sunday	119 4%	52 5% c	36 3%	31 3%	11 3%	8 1%	54 8% abdef	22 4% be	8 2%	15 4% be
Sky/Sky TV	108 3%	33 3%	48 5% c	27 3%	23 6% cde	20 3%	17 3%	13 2%	16 3%	18 5% d
Facebook	107 3%	28 3%	38 4%	42 4%	23 6% cef	28 5% cf	13 2%	21 4%	15 3%	7 2%
BBC website/ BBC online/ BBC.co.uk/ BBC News website	102 3%	31 3%	36 3%	36 4%	3 1%	4 1%	30 5% ab	24 4% ab	20 4% ab	21 6% ab

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM12. Thinking about the different ways you might access the latest news and information about COVID-19, what are top three sources you trust the most?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Government updates/ briefings/ daily briefings/ Scottish/ Welsh Government briefings	90 3%	29 3%	28 3%	33 3%	5 1%	3 1%	38 6% abde	12 2% b	13 3% b	20 5% abde
Specified search engine e.g. Google, Yahoo	86 3%	28 3%	33 3%	25 2%	17 4% c	21 3% c	11 2%	13 2%	12 2%	13 3%
Twitter	80 3%	23 2%	21 2%	36 4% b	12 3%	22 4% cf	10 2%	13 2%	18 4% cf	5 1%
Doctors/ GP	78 3%	34 3%	23 2%	21 2%	13 3% b	9 1%	21 3% b	12 2%	19 4% bf	5 1%
Friends (including neighbours)	78 3%	33 3%	21 2%	24 2%	8 2%	26 4% cef	12 2%	18 3%	9 2%	5 1%
NHS website	78 3%	23 2%	22 2%	33 3%	11 3% b	6 1%	23 4% b	12 2%	14 3% b	11 3% b
Social Media (unspec)	75 2%	26 3%	30 3%	19 2%	17 4% cdef	26 4% cdef	12 2%	11 2%	5 1%	5 1%
All non UK TV news channel mentions e.g. Fox News, CNN, Al Jazeera	67 2%	24 2%	17 2%	27 3%	16 4% def	14 2%	15 2%	6 1%	9 2%	6 2%
The Times	64 2%	16 2%	23 2%	26 3%	6 2%	10 2%	13 2%	10 2%	13 2%	13 3%
Council/ local authority/ council website	64 2%	20 2%	24 2%	19 2%	4 1%	4 1%	26 4% abd	6 1%	14 3% bd	9 2% b

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM12. Thinking about the different ways you might access the latest news and information about COVID-19, what are top three sources you trust the most?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
All other specified broadsheet mentions e.g. Telegraph	60 2%	13 1%	13 1%	34 3% ab	4 1%	12 2%	17 3%	11 2%	13 2%	5 1%
Health Professionals/ Healthcare Professionals/ NHS Professionals (unspec)	59 2%	24 2%	14 1%	21 2%	2 1%	5 1%	23 4% abd	8 1%	15 3% ab	6 2%
Channel 4 (including More4)	54 2%	16 2%	17 2%	21 2%	7 2%	10 2%	6 1%	12 2%	13 3% c	5 1%
Channel 4 News	50 2%	19 2%	15 1%	17 2%	5 1%	3 *	8 1%	5 1%	19 4% abcd	12 3% bcd
Employer/ work/ colleagues	50 2%	18 2%	15 1%	16 2%	5 1%	9 1%	10 2%	9 2%	10 2%	7 2%
Online news/ news online/ news sites (unspec)	47 2%	1 *	19 2% a	26 3% a	8 2%	6 1%	10 2%	6 1%	4 1%	12 3% bde
YouTube (including specified channel)	42 1%	13 1%	18 2%	11 1%	15 4% bcdef	10 2% c	3 *	9 1%	3 1%	3 1%
The Sun	38 1%	12 1%	13 1%	13 1%	9 2% de	7 1%	11 2%	5 1%	3 1%	3 1%
All other NHS/ medical sources (e.g. Hospital, nurse, NHS Direct)	33 1%	21 2% bc	5 * c	7 1%	6 2% b	1 *	4 1%	6 1% b	8 2% b	7 2% b
Boris Johnson/ Prime Minister	29 1%	13 1% c	13 1% c	3 *	6 2% be	1 *	12 2% be	5 1%	1 *	4 1%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM12. Thinking about the different ways you might access the latest news and information about COVID-19, what are top three sources you trust the most?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
All other specified tabloid newspapers mentions e.g. Express	28 1%	9 1%	11 1%	8 1%	- -	6 1%	7 a	4 1%	7 a	4 1%
Government advisors e.g. Chief Medical Officer/ Chief Scientific advisor/ Chris Witty/ Patrick Vallance/ Gregor Smith	28 1%	9 1%	12 1%	8 1%	3 1%	1 *	13 2% bd	3 1%	4 1%	4 1%
All other specified politician mentions e.g. Nicola Sturgeon/ Scottish First Minister	23 1%	10 1%	9 1%	4 *	2 *	3 *	8 1%	3 *	3 1%	5 1%
Word of mouth	21 1%	7 1%	5 *	9 1%	- -	6 1% a	6 1%	5 1%	2 *	2 1%
Local newspaper (including specified mentions e.g. Liverpool Echo)	20 1%	5 1%	6 1%	9 1%	1 *	2 *	6 1%	4 1%	4 1%	3 1%
All other specified social media mentions e.g. Instagram	19 1%	2 *	5 *	11 1% a	8 2% cdf	4 1% c	- -	3 *	3 1% c	- -
The Mirror/ Daily Mirror	17 1%	4 *	7 1%	5 1%	- -	3 *	5 1%	2 *	6 1% a	2 *
Public Health England/ PHE	17 1%	- -	7 1% a	9 1% a	- -	2 *	4 1%	1 *	6 1% ad	4 1% a
Specified non news TV programme e.g. GMTV	16 1%	5 *	5 *	7 1%	1 *	4 1%	1 *	5 1%	3 1%	2 1%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

CM12. Thinking about the different ways you might access the latest news and information about COVID-19, what are top three sources you trust the most?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
All specified radio station mentions/ Radio station news mentions e.g. Radio 4/ Radio 4 news	100 3%	30 3%	42 4%	28 3%	6 1%	8 1%	31 5% ab	21 3% b	18 3% b	18 5% ab
All other specified local sources e.g. Local community, local news	37 1%	11 1%	9 1%	17 2%	2 *	7 1%	11 2%	6 1%	5 1%	7 2%
All other specified medium mentions (source not stated) e.g. phone, poster, email	68 2%	14 1%	18 2%	36 4% ab	14 4% cd	24 4% cd	6 1%	6 1%	10 2%	7 2%
Others	258 8%	78 8%	100 9%	79 8%	36 9%	48 8%	51 8%	51 9%	47 9%	25 7%
Don't know	90 3%	38 4%	30 3%	22 2%	18 5% cdef	49 8% acdef	3 * c	11 2% c	5 1%	4 1%
None/ no one/ no answer/ not stated	206 7%	88 8% bc	63 6%	54 5%	30 8% cef	85 14% acef	7 1%	62 10% cef	16 3% c	6 2%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

IF1. To what extent do you feel you have had too much or not enough information about COVID-19 from the government?

BASE: All respondents

		Total								
		Wave		Segment						
		Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	a	b	c	d	e	f
Significance Level: 95%										
Unweighted Total		2071	1057	1014	248	394	424	415	336	254
Total		2071	1057	1014	243	390	439	419	333	248
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Nowhere near enough	(1.0)	147 7%	71 7%	76 7%	22 9% bcd	10 3%	14 3%	18 4%	66 20% abcdf	15 6% b
2	(2.0)	24 1%	10 1%	14 1%	4 1%	2 *	5 1%	5 1%	6 2%	3 1%
3	(3.0)	98 5%	60 6% b	38 4%	8 3%	17 4% d	13 3%	5 1%	38 11% abcd	17 7% cd
4	(4.0)	169 8%	83 8%	86 8%	13 5%	33 8%	33 7%	25 6%	41 12% acd	24 10%
5	(5.0)	439 21%	218 21%	222 22%	23 9%	93 24% ad	136 31% abde	59 14%	68 20% ad	60 24% ad
6	(6.0)	383 18%	203 19%	180 18%	36 15% e	100 26% acef	84 19% e	90 21% ae	28 8%	43 18% e
7	(7.0)	310 15%	148 14%	161 16%	47 20% e	54 14%	74 17% e	69 17% e	31 9%	33 13%
8	(8.0)	202 10%	104 10%	97 10%	35 14% be	33 8% e	49 11% e	46 11% e	14 4%	24 10% e
9	(9.0)	64 3%	40 4%	24 2%	26 11% bcdef	5 1%	6 1%	14 3% b	4 1%	8 3%
10 - Far too much	(10.0)	138 7%	74 7%	65 6%	25 10% bcf	17 4%	11 2%	59 14% bcdf	19 6% c	8 3%
Don't know		98 5%	47 4%	52 5%	3 1%	26 7% ac	13 3%	27 6% ac	16 5% a	12 5% a
SUM: Not enough		877 42%	441 42%	435 43%	70 29%	155 40% ad	200 46% ad	113 27%	220 66% abcdf	119 48% abd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

IF1. To what extent do you feel you have had too much or not enough information about COVID-19 from the government?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Too much	1096	569	527	170	209	225	279	97	117
	53%	54%	52%	70%	54%	51%	67%	29%	47%
				bcef	e	e	bcef		e
Base for stats	1973	1010	962	239	364	426	392	316	236
Mean Score	5.78	5.82	5.73	6.40	5.82	5.78	6.52	4.51	5.54
				bcef	e	e	bcef		e
Standard Deviation	2.235	2.245	2.225	2.546	1.774	1.746	2.238	2.558	2.078
Standard Error	.050	.071	.072	.163	.092	.086	.114	.143	.133
Error variance	*	*	.01	.03	.01	.01	.01	.02	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

IF2. If you have any doubts or questions regarding information, guidelines or regulations on COVID-19, where would you turn for further information?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
GOV.UK website	1043 50%	535 51%	507 50%	123 51% bd	127 33%	316 72% abdef	160 38%	160 48% bd	157 63% abde
NHS website	1039 50%	507 48%	532 53% a	125 51% bd	125 32%	264 60% abd	166 40% b	188 56% bd	172 69% abcde
BBC News	754 36%	388 37%	366 36%	99 41% bd	122 31%	195 44% bdf	121 29%	130 39% bd	86 35%
Search online (e.g. Google)	466 23%	243 23%	223 22%	61 25% b	58 15%	103 23% b	92 22% b	94 28% bd	58 23% b
Friends or family	282 14%	145 14%	137 14%	57 23% bcdef	59 15% df	51 12%	43 10%	48 15%	24 10%
Local authority	252 12%	139 13%	113 11%	50 21% bcde	33 9%	61 14% bd	29 7%	40 12% d	39 16% bd
Online newspapers	238 11%	126 12%	112 11%	45 18% bcdf	40 10%	48 11%	38 9%	46 14% d	21 9%
Social media	201 10%	105 10%	96 10%	55 23% bcdef	54 14% cdef	30 7%	24 6%	26 8%	12 5%
Other	28 1%	18 2%	10 1%	1 * *	3 1%	5 1%	5 1%	10 3% ab	5 2%
Don't know	65 3%	31 3%	33 3%	2 1%	21 5% acf	8 2%	18 4% acf	13 4% af	2 1%
I would not turn anywhere for further information	130 6%	61 6%	69 7%	8 3%	37 9% acef	8 2%	61 14% abcef	12 4%	5 2%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

VA1. Should there be a government-approved COVID-19 vaccine, available free through the NHS, to what extent would you be keen or reluctant to receive this vaccine?

BASE: All respondents

		Total								
		Wave		Segment						
		Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	a	b	c	d	e	f
Significance Level: 95%										
Unweighted Total		2071	1057	1014	248	394	424	415	336	254
Total		2071	1057	1014	243	390	439	419	333	248
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Very reluctant	(1.0)	136 7%	65 6%	71 7%	18 7% cf	17 4% c	6 1%	60 14% abcef	30 9% bcf	4 2%
2	(2.0)	21 1%	9 1%	13 1%	1 * *	5 1%	2 *	4 1%	8 2% ac	2 1%
3	(3.0)	68 3%	39 4%	30 3%	8 3%	13 3%	13 3%	16 4%	12 4%	6 3%
4	(4.0)	50 2%	28 3%	23 2%	6 3% e	18 5% cef	8 2%	13 3% e	2 1%	4 1%
5	(5.0)	179 9%	109 10% b	70 7%	12 5%	83 21% acdef	21 5%	36 9% ce	13 4%	13 5%
6	(6.0)	163 8%	84 8%	80 8%	17 7%	74 19% acdef	20 4%	26 6%	14 4%	14 5%
7	(7.0)	194 9%	87 8%	107 11%	27 11% e	54 14% cef	34 8%	41 10%	20 6%	18 7%
8	(8.0)	246 12%	131 12%	115 11%	43 18% bcef	45 12%	44 10%	54 13%	32 10%	28 11%
9	(9.0)	175 8%	91 9%	84 8%	35 14% bcde	21 5%	37 8%	32 8%	27 8%	24 10% b
10 - Very keen	(10.0)	722 35%	362 34%	360 36%	72 30% b	33 8%	238 54% abd	96 23% b	161 48% abd	123 50% abd
Don't know		115 6%	53 5%	62 6%	4 2%	29 7% ac	17 4%	40 10% acef	14 4%	12 5% a
SUM: Reluctant		455 22%	249 24%	206 20%	46 19% cf	135 35% acef	50 11%	130 31% acef	65 20% cf	29 12%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

VA1. Should there be a government-approved COVID-19 vaccine, available free through the NHS, to what extent would you be keen or reluctant to receive this vaccine?

BASE: All respondents

	Total								
	Wave			Segment					
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	2071	1057	1014	248	394	424	415	336	254
Total	2071	1057	1014	243	390	439	419	333	248
	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Keen	1501	755	746	193	226	372	249	253	206
	72%	71%	74%	80%	58%	85%	59%	76%	83%
				bd		bde		bd	bde
NET: Keen	50	48	53	61	23	73	28	57	72
			a	bd		abde		bd	abde
Base for stats	1956	1004	952	239	361	422	379	318	236
Mean score	7.46	7.43	7.49	7.52	6.21	8.53	6.53	7.80	8.41
				bd		abde		bd	abde
Standard Deviation	2.761	2.739	2.784	2.660	2.173	2.178	3.162	3.045	2.228
Standard Error	.062	.087	.090	.170	.114	.108	.163	.171	.143
Error variance	*	.01	.01	.03	.01	.01	.03	.03	.02

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Life. On a scale of 1-10, where 1 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays?

BASE: All respondents

		Total									
		Wave			Segment						
		Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
			a	b	c	a	b	c	d	e	f
Significance Level: 95%											
Unweighted Total		3111	1040	1057	1014	384	613	632	592	509	381
Total		3111	1040	1057	1014	388	603	647	591	506	376
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Not at all satisfied	(1.0)	110	29	36	44	8	17	7	23	44	10
		4%	3%	3%	4%	2%	3%	1%	4%	9%	3%
							c		c	abcd	
2	(2.0)	57	15	20	22	8	7	6	8	22	6
		2%	1%	2%	2%	2%	1%	1%	1%	4%	2%
										bcdf	
3	(3.0)	147	43	44	59	14	18	13	27	50	25
		5%	4%	4%	6%	4%	3%	2%	5%	10%	7%
									c	abcd	bc
4	(4.0)	231	80	81	70	25	55	34	38	50	29
		7%	8%	8%	7%	6%	9%	5%	6%	10%	8%
							c			cd	
5	(5.0)	381	127	122	132	19	138	53	82	56	32
		12%	12%	12%	13%	5%	23%	8%	14%	11%	9%
							acdef		acf	a	a
6	(6.0)	489	148	175	165	51	144	82	94	71	47
		16%	14%	17%	16%	13%	24%	13%	16%	14%	13%
							acdef				
7	(7.0)	628	214	212	201	72	114	146	119	98	80
		20%	21%	20%	20%	19%	19%	23%	20%	19%	21%
8	(8.0)	596	220	209	167	87	73	164	110	71	92
		19%	21%	20%	16%	22%	12%	25%	19%	14%	24%
			c			be		bde	be		bde
9	(9.0)	234	76	79	80	35	18	83	50	21	26
		8%	7%	7%	8%	9%	3%	13%	9%	4%	7%
						be		bdef	be		b
10 - Completely satisfied	(10.0)	239	87	78	74	69	19	59	39	24	29
		8%	8%	7%	7%	18%	3%	9%	7%	5%	8%
						bcdef		be	b		b
SUM: Satisfied		2186	745	753	687	314	368	534	413	284	274
		70%	72%	71%	68%	81%	61%	83%	70%	56%	73%
						bdef		bdef	be		be
SUM: Unsatisfied		925	295	304	327	74	235	113	178	222	102
		30%	28%	29%	32%	19%	39%	17%	30%	44%	27%
							acdf		ac	acdf	ac

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Life. On a scale of 1-10, where 1 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NET: Satisfied	41	43	42	36	62	22	65	40	12	46
		c	c		bdef	e	bdef	be		be
Base for stats	3111	1040	1057	1014	388	603	647	591	506	376
Mean score	6.46	6.58	6.47	6.31	7.14	5.96	7.14	6.44	5.57	6.59
		c			bdef	e	bdef	be		be
Standard Deviation	2.165	2.110	2.141	2.237	2.217	1.794	1.856	2.146	2.446	2.149
Standard Error	.039	.065	.066	.070	.113	.072	.074	.088	.108	.110
Error variance	*	*	*	*	.01	.01	.01	.01	.01	.01

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Education. What is the highest educational level that you have achieved to date?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No formal education	29	12	10	7	3	9	2	7	3	6
	1%	1%	1%	1%	1%	1%	*	1%	1%	2%
										c
Primary school	23	5	11	7	2	5	4	4	3	5
	1%	*	1%	1%	*	1%	1%	1%	1%	1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1393	463	437	492	124	208	317	322	232	189
	45%	45%	41%	49%	32%	35%	49%	54%	46%	50%
				b			ab	abe	ab	ab
University degree or equivalent professional qualification, NVQ level 4, etc.	1079	370	377	332	142	213	217	175	200	132
	35%	36%	36%	33%	37%	35%	34%	30%	39%	35%
					d	d			cd	
Higher university degree, doctorate, MBA, NVQ level 5, etc.	474	149	179	146	93	114	101	69	58	38
	15%	14%	17%	14%	24%	19%	16%	12%	12%	10%
					cdef	def	def			
Still in full time education	52	20	22	11	17	20	5	2	6	2
	2%	2%	2%	1%	4%	3%	1%	*	1%	1%
					cdef	cdef				
Don't know	29	7	10	12	3	20	-	6	-	1
	1%	1%	1%	1%	1%	3%	-	1%	-	*
					ce	acdef		ce		
Prefer not to say	32	14	11	7	4	15	-	6	4	3
	1%	1%	1%	1%	1%	2%	-	1%	1%	1%
					c	cde		c	c	c

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

WorkStatus. Please indicate which of the following best describes your work status today considering any changes due to the impact of the COVID-19 pandemic?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Currently furloughed	262	101	80	82	32	46	48	44	57	36
	8%	10%	8%	8%	8%	8%	7%	7%	11%	10%
									bcd	
Reduced hours/employers imposed temporary leave of absence because of COVID-19	150	49	57	45	29	44	27	19	21	10
	5%	5%	5%	4%	7%	7%	4%	3%	4%	3%
					cdef	cdef				
Working full time- working 30 hours per week or more	1154	374	422	358	207	241	226	219	167	94
	37%	36%	40%	35%	53%	40%	35%	37%	33%	25%
			c		bcdef	ef	f	f	f	
Working part time- working between 8 and 29 hours per week	328	103	119	106	42	85	55	63	53	30
	11%	10%	11%	10%	11%	14%	9%	11%	11%	8%
						cf				
Self-employed- working 30 hours per week or more	102	30	36	37	8	31	21	21	13	9
	3%	3%	3%	4%	2%	5%	3%	4%	3%	2%
						aef				
Self-employed- working between 8 and 29 hours per week	106	31	34	41	8	23	25	20	16	14
	3%	3%	3%	4%	2%	4%	4%	3%	3%	4%
Not working but seeking work or temporarily unemployed or sick	150	53	45	52	19	33	16	28	42	13
	5%	5%	4%	5%	5%	5%	2%	5%	8%	3%
					c	c		c	acdf	
Student	75	35	21	19	20	24	12	5	10	4
	2%	3%	2%	2%	5%	4%	2%	1%	2%	1%
		bc			cdef	cdef				
Not working and not seeking work	223	85	44	94	8	45	43	56	30	42
	7%	8%	4%	9%	2%	7%	7%	9%	6%	11%
		b		b		a	a	ae	a	abce
Retired	560	179	199	182	16	32	174	116	98	125
	18%	17%	19%	18%	4%	5%	27%	20%	19%	33%
							abde	ab	ab	abcde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Ethnicity. What is your ethnic group?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
English/Welsh/Scottish/Northern Irish/British	2687 86%	890 86%	908 86%	889 88%	279 72%	470 78%	595 92%	539 91%	453 89%	350 93%
						a	ab	ab		ab
Irish	44 1%	14 1%	12 1%	17 2%	6 2% d	6 1%	7 1%	3 *	15 3%	6 2% d
Gypsy or Irish Traveller	3 *	2 *	1 *	- -	- -	2 *	- -	- -	1 *	- -
Any other White background, please describe	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
White and Black Caribbean	28 1%	7 1%	14 1%	7 1%	7 2% cf	14 2% cdef	1 *	3 *	3 1%	- -
White and Black African	9 *	1 *	6 1% a	2 *	5 1% cdef	3 1%	- -	- -	- -	- -
White and Asian	35 1%	12 1%	14 1%	9 1%	13 3% bcdef	5 1%	5 1%	7 1%	5 1%	1 *
Any other Mixed/Multiple ethnic background, please describe	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Indian	48 2%	15 1%	14 1%	18 2%	12 3% cde	17 3% cde	4 1%	6 1%	4 1%	5 1%
Pakistani	35 1%	11 1%	14 1%	9 1%	12 3% cdef	9 2% c	2 *	6 1%	4 1%	1 *
Bangladeshi	26 1%	12 1%	6 1%	9 1%	10 2% cef	8 1% c	1 *	5 1%	2 *	1 *
Chinese	23 1%	12 1%	5 *	6 1%	6 2% e	6 1%	6 1%	3 1%	2 *	1 *

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Ethnicity. What is your ethnic group?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Any other Asian background, please describe	-	-	-	-	-	-	-	-	-	-
African	51 2%	16 2%	17 2%	18 2%	14 4% cdef	19 3% cdef	8 1%	6 1%	3 1%	1 *
Caribbean	23 1%	7 1%	9 1%	7 1%	4 1%	12 2% cde	2 *	2 *	1 *	2 1%
Any other Black/African/Caribbean background, please describe	-	-	-	-	-	-	-	-	-	-
Arab	16 1%	6 1%	6 1%	4 *	4 1% d	8 1% cde	2 *	-	1 *	2 *
Any other ethnic group, please describe	-	-	-	-	-	-	-	-	-	-
Prefer not to say	84 3%	34 3% c	31 3%	18 2%	16 4% d	23 4%	15 2%	11 2%	11 2%	7 2%
SUM: White	2733 88%	906 87%	921 87%	906 89%	286 74%	478 79% a	602 93% ab	542 92% ab	469 93% ab	356 95% ab
SUM: Mixed	72 2%	20 2%	34 3%	19 2%	24 6% cdef	22 4% cdef	6 1%	10 2% f	9 2% f	1 *
SUM: Asian/Asian British	132 4%	51 5%	40 4%	42 4%	40 10% bcdef	40 7% cdef	12 2%	20 3%	12 2%	8 2%
SUM: Black/African/Caribbean/Black British	73 2%	23 2%	25 2%	25 2%	18 5% cdef	31 5% cdef	10 1%	7 1%	4 1%	3 1%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Ethnicity. What is your ethnic group?

BASE: All respondents

Significance Level: 95%

Unweighted Total

Total

SUM: Other

SUM: BAME

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SUM: Other	16	6	6	4	4	8	2	-	1	2
	1%	1%	1%	*	1%	1%	*	-	*	*
					d	cde				
SUM: BAME	294	100	105	89	86	102	30	38	26	13
	9%	10%	10%	9%	22%	17%	5%	6%	5%	3%
					bcdef	cdef		f		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Children. Are you a parent or guardian to a child or children aged 18 or under that live in your household?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	2104	707	694	703	185	363	494	410	380	272
	68%	68%	66%	69%	48%	60%	76%	69%	75%	72%
						a	abd	ab	abd	ab
Yes - child / children aged 0-4	327	117	119	91	70	110	36	57	30	24
	11%	11%	11%	9%	18%	18%	6%	10%	6%	6%
					cdef	cdef		ce		
Yes - child / children aged 5-10	429	137	157	135	100	105	58	74	58	34
	14%	13%	15%	13%	26%	17%	9%	13%	12%	9%
					bcdef	cdef		c		
Yes - child / children aged 11-16	426	148	149	129	88	72	77	86	53	50
	14%	14%	14%	13%	23%	12%	12%	14%	10%	13%
					bcdef			e		
Yes - child / children aged 17-18	133	41	36	55	18	21	24	24	18	27
	4%	4%	3%	5%	5%	4%	4%	4%	4%	7%
				b						bode
SUM: Yes	1007	333	363	311	203	240	152	181	127	104
	32%	32%	34%	31%	52%	40%	24%	31%	25%	28%
					bcdef	cdef		ce		

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Household. How many people live in your household, not including yourself?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Alone	455	138	173	144	27	97	96	120	90	25
	15%	13%	16%	14%	7%	16%	15%	20%	18%	7%
			a			af	af	acf	af	
1	436	144	142	150	34	59	119	77	79	67
	14%	14%	13%	15%	9%	10%	18%	13%	16%	18%
							abd	a	ab	abd
2	978	327	304	347	85	166	236	187	166	138
	31%	31%	29%	34%	22%	27%	36%	32%	33%	37%
			b			a	ab	a	a	ab
3	616	212	222	182	103	117	115	109	98	74
	20%	20%	21%	18%	27%	19%	18%	18%	19%	20%
					bcdef					
4+	626	220	216	191	138	164	80	98	73	72
	20%	21%	20%	19%	36%	27%	12%	17%	14%	19%
					bcdef	cdef		c		c
Base for stats	2656	902	884	870	361	506	551	471	417	351
Mean score	3.02	2.81	3.35	2.92	3.35	3.75	2.46	2.98	2.72	2.95
			ac		ce	cdef		c		c
Standard Deviation	3.656	1.745	4.923	3.589	2.168	4.442	2.404	4.319	3.356	4.371
Standard Error	.071	.058	.165	.122	.115	.196	.104	.199	.166	.232
Error variance	.01	*	.03	.01	.01	.04	.01	.04	.03	.05

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

RiskHousehold. Do you live with someone who is of high risk of severe illness from COVID-19 due to their health status or condition?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	693	254	235	203	111	117	65	24	68	309
	22%	24%	22%	20%	29%	19%	10%	4%	13%	82%
		c			bcde	cde	d		d	abcde
No	2315	745	794	776	266	448	570	554	420	58
	74%	72%	75%	77%	69%	74%	88%	94%	83%	15%
			a		f	af	abef	abcef	abf	
Don't know	103	41	27	35	11	38	12	13	19	10
	3%	4%	3%	3%	3%	6%	2%	2%	4%	3%
						acdf			c	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Disability. Do you have a physical or mental impairment, such as a long-term health condition, which has a substantial and long-term negative effect on your ability to do normal day-to-day activities

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	678 22%	227 22%	217 20%	234 23%	91 24% cd	121 20% cd	80 12%	90 15%	117 23% cd	178 47% abcde
No	2342 75%	774 74%	812 77%	756 75%	290 75% f	442 73% f	554 86% abef	492 83% abef	374 74% f	189 50%
Prefer not to say	91 3%	39 4%	28 3%	24 2%	6 2%	40 7% acdef	12 2%	9 2%	15 3%	8 2%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

RiskSelf. Which, if any, of the following apply to you?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am undergoing cancer treatment	40 1%	16 1%	12 1%	12 1%	7 2% b	3 *	5 1%	3 1%	3 1%	18 5% abcde
I have had an organ, bone marrow or stem cell transplant	43 1%	17 2%	17 2%	8 1%	13 3% cde	16 3% cde	3 *	- -	1 *	10 3% cde
I have a lung condition (e.g. asthma, COPD, cystic fibrosis, emphysema, bronchitis)	357 11%	123 12%	125 12%	109 11%	46 12% cd	77 13% cd	39 6%	32 5%	47 9% cd	117 31% abcde
I am at risk of infection (e.g. due to a condition like SCIF or sickle cell, from taking steroids or immunosuppressants)	95 3%	40 4%	27 3%	28 3%	16 4% cde	28 5% cde	8 1%	2 *	3 1%	37 10% abcde
I have a condition that affects my brain or nerves (e.g. Parkinson's, motor neurone disease, multiple sclerosis, cerebral palsy)	62 2%	18 2%	22 2%	22 2%	15 4% cde	19 3% de	10 2%	3 1%	3 1%	12 3% de
I have diabetes	264 8%	82 8%	97 9%	85 8%	22 6%	26 4%	54 8% bd	26 4%	35 7%	102 27% abcde
I have heart disease	94 3%	30 3%	30 3%	34 3%	4 1%	10 2%	25 4% abd	6 1%	13 3% d	36 9% abcde
I have liver disease (e.g. hepatitis)	18 1%	11 1% c	5 *	3 *	1 *	8 1% cde	1 *	- -	1 *	8 2% acde
I have chronic kidney disease	32 1%	11 1%	11 1%	11 1%	3 1%	5 1%	4 1%	4 1%	2 *	14 4% abcde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

RiskSelf. Which, if any, of the following apply to you?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I am pregnant	41 1%	14 1%	15 1%	12 1%	6 1%	20 3%	2 *	3 *	2 *	8 2%
					c	cde				cde
I have been medically diagnosed as obese	94 3%	35 3%	25 2%	34 3%	13 3%	18 3%	11 2%	4 1%	11 2%	36 10%
					d	d			d	abcde
Prefer not to say	89 3%	25 2%	35 3%	30 3%	17 4%	31 5%	11 2%	7 1%	19 4%	4 1%
					cdf	cdf			cdf	
None of the above	2152 69%	718 69%	721 68%	713 70%	264 68%	391 65%	505 78%	510 86%	381 75%	101 27%
					f	f	abf	abcef	abf	
SUM: Any	870 28%	296 28%	302 29%	271 27%	106 27%	181 30%	130 20%	74 12%	107 21%	271 72%
					cde	cde	d		d	abcde

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

MentalHealth. Are you diagnosed with any of these types of mental health conditions?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Anxiety (including general anxiety, panic attacks)	473 15%	146 14%	154 15%	173 17%	74 19% cd	99 16% c	48 7%	81 14% c	102 20% cd	69 18% c
Bipolar disorder	60 2%	13 1%	19 2%	28 3% a	15 4% cde	28 5% cdef	1 *	3 1%	7 1% c	6 2% c
Depression	547 18%	178 17%	178 17%	192 19%	89 23% cd	110 18% cd	65 10%	78 13%	108 21% cd	96 26% bcd
Obsessive-compulsive disorder (OCD)	85 3%	28 3%	33 3%	24 2%	21 5% cdef	28 5% cde	8 1%	8 1%	11 2%	9 2%
Schizophrenia	27 1%	11 1%	9 1%	7 1%	13 3% cdef	11 2% cdef	- -	2 *	1 *	1 *
Eating disorder (including anorexia, bulimia, binge eating)	76 2%	22 2%	28 3%	26 3%	18 5% cdf	28 5% cdf	4 1%	4 1%	14 3% cd	7 2%
Something else	52 2%	13 1%	12 1%	28 3% ab	5 1%	7 1%	8 1%	12 2%	8 2%	12 3% bc
Prefer not to say	68 2%	18 2%	25 2%	25 2%	5 1%	29 5% acdef	7 1%	13 2%	12 2%	3 1%
None of the above	2220 71%	764 73%	741 70%	714 70%	237 61%	376 62%	550 85% abdef	456 77% abef	345 68% ab	256 68% a
SUM: Any	823 26%	257 25%	291 28%	275 27%	146 38% cde	199 33% cd	89 14%	122 21% c	149 29% cd	117 31% cd

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

KeyWorker. Key workers can be classified as people whose jobs are vital to public health and safety during the Covid-19 pandemic. This includes NHS frontline staff, teachers, social workers, food chain workers, postal workers, criminal justice workers, broadcasters, local and national government, utility workers, public safety, national security and transport workers Do you classify as a key worker?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	786	241	298	248	143	195	137	132	109	71
	25%	23%	28%	24%	37%	32%	21%	22%	21%	19%
			a		cdef	cdef				
No	2224	760	730	733	230	368	506	441	380	298
	71%	73%	69%	72%	59%	61%	78%	75%	75%	79%
		b					ab	ab	ab	ab
Not sure	101	39	29	33	15	40	4	18	18	7
	3%	4%	3%	3%	4%	7%	1%	3%	4%	2%
					c	cdef		c	c	

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Political Leaning. Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. Where would you place yourself on the following scale?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very left wing	127 4%	41 4%	43 4%	43 4%	21 6% cd	21 3% c	9 1%	16 3%	45 9% bcdf	13 4% c
Fairly left wing	378 12%	134 13%	124 12%	120 12%	57 15% cdf	69 11%	56 9%	55 9%	111 22% abcd	30 8%
Slightly left of centre	391 13%	115 11%	160 15% ac	115 11%	48 12%	70 12%	62 10%	64 11%	88 17% abcd	58 15% cd
Centre	1496 48%	497 48%	488 46%	511 50%	187 48% ce	344 57% ace	265 41%	311 53% ce	197 39%	193 51% ce
Slightly right of centre	390 13%	145 14%	124 12%	121 12%	37 10%	52 9%	147 23% abdef	72 12% be	36 7%	46 12% e
Fairly right wing	236 8%	77 7%	79 8%	79 8%	22 6%	32 5%	84 13% abdef	50 8% be	18 4%	30 8% e
Very right wing	94 3%	32 3%	38 4%	24 2%	16 4%	16 3%	22 3%	23 4%	10 2%	7 2%
SUM: Left	895 29%	290 28%	328 31%	278 27%	126 32% bcd	160 26% c	128 20%	135 23%	245 48% abcd	101 27% c
SUM: Right	720 23%	254 24%	242 23%	225 22%	75 19% e	99 16%	254 39% abdef	145 24% be	65 13%	83 22% be

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

GE2019Vote. Thinking back to the General Election that took on the 12th December 2019, which of the following parties did you vote for, or did you vote for another party?

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I did not vote at the 2019 General Election	408	129	134	145	45	109	54	110	60	30
	13%	12%	13%	14%	12%	18% acef	8%	19% acef	12%	8%
Conservative	1085	372	388	324	115	141	353	230	100	145
	35%	36%	37% c	32%	30% be	23%	55% abdef	39% abe	20%	39% abe
Labour	878	301	296	280	141	195	106	130	216	90
	28%	29%	28%	28%	36% cdf	32% cdf	16%	22% c	43% bcdf	24% c
Liberal Democrat	261	74	90	97	39	37	51	33	56	45
	8%	7%	8%	10% a	10% bd	6%	8%	6%	11% bd	12% bcd
SNP	113	39	37	37	11	22	27	22	17	15
	4%	4%	4%	4%	3%	4%	4%	4%	3%	4%
Plaid Cymru	16	7	7	3	-	6	3	2	2	3
	1%	1%	1%	*	-	1%	*	*	*	1%
Another party	179	62	57	60	16	34	34	33	34	28
	6%	6%	5%	6%	4%	6%	5%	6%	7%	7%
Can't remember	90	24	27	39	8	30	7	19	11	14
	3%	2%	3%	4% a	2%	5% ace	1%	3% c	2%	4% c
Prefer not to say	80	31	20	29	11	29	12	11	11	6
	3%	3%	2%	3%	3%	5% cdef	2%	2%	2%	1%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

WFH1. Which of the following best describes your current working pattern before the COVID-19 pandemic?

BASE: All employed respondents

	Total								
	Wave		Segment						
	Total	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	1098	606	492	161	250	205	221	164	97
Total	1135	599	537	164	250	221	230	173	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working from home all the time	310 27%	154 26%	156 29%	46 28%	65 26%	51 23%	59 26%	52 30%	38 38% bcd
Mix of working from home and working at office/site	222 20%	127 21%	95 18%	36 22% d	66 27% de	47 21% d	25 11%	30 17%	19 19%
Working from office/site all the time	603 53%	317 53%	286 53%	83 50%	118 47%	123 56% f	146 64% abef	91 53%	42 43%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

WFH1. Which of the following best describes your current working pattern before the COVID-19 pandemic?

BASE: All employed respondents

		WFH2. Which of the following best describes your current working pattern now during the COVID-19 pandemic?		
		Working from home all the time	Mix of working from home and working at office/site	Working from office/site all the time
Total		a	b	c
Unweighted Total	1098	422	221	455
Total	1135	441	224	471
	100%	100%	100%	100%
Working from home all the time	310	250	32	27
	27%	57%	14%	6%
		bc	c	
Mix of working from home and working at office/site	222	67	112	44
	20%	15%	50%	9%
		c	ac	
Working from office/site all the time	603	124	79	400
	53%	28%	35%	85%
				ab

Significance Level: 95%

Unweighted Total

Total

Working from home all the time

Mix of working from home and working at office/site

Working from office/site all the time

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

WFH2. Which of the following best describes your current working pattern now during the COVID-19 pandemic?

BASE: All employed respondents

	Total								
	Wave		Segment						Total
	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse	
	a	b	a	b	c	d	e	f	
Significance Level: 95%									
Unweighted Total	1098	606	492	161	250	205	221	164	97
Total	1135	599	537	164	250	221	230	173	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Working from home all the time	441 39%	213 36%	227 42% a	63 38%	79 32%	88 40%	76 33%	83 48% bd	51 52% abcd
Mix of working from home and working at office/site	224 20%	130 22%	94 18%	40 25% d	58 23%	40 18%	38 16%	28 16%	19 19%
Working from office/site all the time	471 41%	256 43%	215 40%	61 37%	112 45% f	92 42% f	116 51% aef	61 36%	28 29%

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

WFH2. Which of the following best describes your current working pattern now during the COVID-19 pandemic?

BASE: All employed respondents

		WFH1. Which of the following best describes your current working pattern before the COVID-19 pandemic?		
		Working from home all the time	Mix of working from home and working at office/site	Working from office/site all the time
Total		a	b	c
Unweighted Total	1098	296	223	579
Total	1135	310	222	603
	100%	100%	100%	100%
Working from home all the time	441 39%	250 81% bc	67 30% c	124 20%
Mix of working from home and working at office/site	224 20%	32 10%	112 51% ac	79 13%
Working from office/site all the time	471 41%	27 9%	44 20% a	400 66% ab

Significance Level: 95%

Unweighted Total

Total

Working from home all the time

Mix of working from home and working at office/site

Working from office/site all the time

P003397 UNIVERSITY OF LEEDS COVID-19 STUDY - WoW

Segment

BASE: All respondents

	Total									
	Wave			Segment						
	Total	W1	W2	W3	Individualist risk-takers	Non-information-seeking sceptics	Information seeking rule followers	Complacently confident	Information seeking critics	Experientially risk-averse
	a	b	c	a	b	c	d	e	f	
Significance Level: 95%										
Unweighted Total	3111	1040	1057	1014	384	613	632	592	509	381
Total	3111	1040	1057	1014	388	603	647	591	506	376
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Individualist risk-takers	388 12%	145 14%	127 12%	115 11%	388 100% bcdef	- -	- -	- -	- -	- -
Non-information-seeking sceptics	603 19%	213 21% c	217 20% c	173 17%	- -	603 100% acdef	- -	- -	- -	- -
Information seeking rule followers	647 21%	208 20%	228 22%	211 21%	- -	- -	647 100% abdef	- -	- -	- -
Complacently confident	591 19%	172 17%	205 19%	214 21% a	- -	- -	- -	591 100% abcef	- -	- -
Information seeking critics	506 16%	174 17%	155 15%	177 17%	- -	- -	- -	- -	506 100% abcdf	- -
Experientially risk-averse	376 12%	128 12%	124 12%	124 12%	- -	- -	- -	- -	- -	376 100% abcde