

YouGov Survey Results

Sample Size: 1646 Adults in GB
Fieldwork: 3rd - 5th April 2020

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1646	558	408	148	611	652	800	846	179	686	397	384	938	708	198	553	357	397	142
Unweighted Sample	1646	603	443	169	721	682	708	938	120	679	397	450	991	655	158	577	359	399	153
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Since the start of the Government-imposed lockdown (23 March), have you visited/used the following more or less frequently than you normally would?

Supermarket

A lot more frequently	2	3	3	2	3	2	3	2	3	3	2	1	3	2	7	2	3	1	2
A bit more frequently	7	7	6	3	6	8	8	6	11	7	7	4	7	6	11	7	6	5	7
TOTAL MORE FREQUENTLY	9	10	9	5	9	10	11	8	14	10	9	5	10	8	18	9	9	6	9
No change	26	28	23	24	25	28	29	23	19	26	28	26	24	28	25	26	24	27	27
Less frequently	30	28	34	40	33	29	31	29	30	31	31	27	31	29	28	30	31	29	32
A lot less frequently	31	33	32	30	33	33	25	37	20	30	30	41	32	30	27	32	32	33	31
TOTAL LESS FREQUENTLY	61	61	66	70	66	62	56	66	50	61	61	68	63	59	55	62	63	62	63
Don't know	4	1	1	0	1	1	5	3	17	3	1	1	2	5	3	3	5	4	1

Corner shop

A lot more frequently	5	5	4	7	5	5	5	5	5	5	6	3	6	4	9	5	5	3	3
A bit more frequently	18	20	20	14	20	20	16	21	8	18	23	17	19	18	20	17	18	19	18
TOTAL MORE FREQUENTLY	23	25	24	21	25	25	21	26	13	23	29	20	25	22	29	22	23	22	21
No change	35	37	39	37	38	37	37	34	32	36	37	34	35	36	31	36	34	37	38
Less frequently	11	11	11	11	11	11	13	10	15	13	10	8	11	12	8	12	10	12	15
A lot less frequently	24	23	24	30	24	24	22	26	20	23	21	32	26	22	27	23	26	24	22
TOTAL LESS FREQUENTLY	35	34	35	41	35	35	35	36	35	36	31	40	37	34	35	35	36	36	37
Don't know	6	4	2	1	3	4	7	5	21	4	4	5	4	9	6	6	7	5	4

Speciality food shop (such as small shops specialising in Jamaican, Polish or Asian food products)

A lot more frequently	1	0	1	4	1	0	2	0	4	1	1	0	1	1	4	1	1	1	0
A bit more frequently	3	2	3	2	3	2	3	2	2	3	3	2	3	2	6	2	2	2	3
TOTAL MORE FREQUENTLY	4	2	4	6	4	2	5	2	6	4	4	2	4	3	10	3	3	3	3
No change	56	54	64	59	63	54	55	57	53	60	60	47	59	53	51	55	58	57	59
Less frequently	5	3	7	5	5	4	5	4	5	6	5	2	6	3	9	4	6	4	3
A lot less frequently	23	27	20	23	21	26	21	25	10	21	22	34	21	26	18	26	20	25	22
TOTAL LESS FREQUENTLY	28	30	27	28	26	30	26	29	15	27	27	36	27	29	27	30	26	29	25
Don't know	12	14	6	7	7	13	13	11	25	8	10	15	9	15	13	12	13	10	12

Butcher or fishmonger

A lot more frequently	1	3	1	1	1	2	1	1	1	2	2	1	2	1	2	1	2	1	1
A bit more frequently	4	6	4	5	5	5	4	5	4	5	3	5	5	3	4	6	3	4	6
TOTAL MORE FREQUENTLY	5	9	5	6	6	7	5	6	5	7	5	6	7	4	6	7	5	5	7
No change	55	52	64	59	62	53	55	54	47	60	60	43	57	51	49	53	56	57	58
Less frequently	7	7	7	7	6	9	8	7	8	7	7	9	7	7	6	8	7	7	9
A lot less frequently	24	24	21	25	22	25	22	26	15	21	23	35	23	25	30	23	24	24	19
TOTAL LESS FREQUENTLY	31	31	28	32	28	34	30	33	23	28	30	44	30	32	36	31	31	31	28
Don't know	8	8	4	3	5	6	10	7	26	6	6	7	6	12	9	9	9	6	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Food market																				
A lot more frequently	1	1	1	0	1	1	1	1	3	1	1	1	1	1	3	1	1	0	1	
A bit more frequently	3	2	1	2	1	2	4	2	12	2	2	2	3	3	13	2	2	1	2	
TOTAL MORE FREQUENTLY	4	3	2	2	2	3	5	3	15	3	3	3	4	4	16	3	3	1	3	
No change	49	50	56	49	54	51	51	48	41	54	52	43	52	45	37	51	49	51	56	
Less frequently	10	9	10	13	9	11	10	10	9	10	12	10	10	11	13	10	11	10	6	
A lot less frequently	28	31	27	31	28	29	24	32	14	27	29	37	27	30	24	29	27	31	27	
TOTAL LESS FREQUENTLY	38	40	37	44	37	40	34	42	23	37	41	47	37	41	37	39	38	41	33	
Don't know	8	7	4	5	6	7	9	7	22	7	5	8	6	11	11	8	9	7	8	
Online groceries delivery																				
A lot more frequently	5	7	5	10	7	5	5	5	1	5	4	9	7	4	6	6	6	5	4	
A bit more frequently	11	10	11	7	10	10	9	12	15	9	9	13	10	12	18	12	8	10	6	
TOTAL MORE FREQUENTLY	16	17	16	17	17	15	14	17	16	14	13	22	17	16	24	18	14	15	10	
No change	51	52	56	51	55	52	54	48	44	56	53	43	52	49	45	48	52	53	63	
Less frequently	6	4	7	8	7	4	5	7	7	7	7	3	6	6	8	7	5	5	4	
A lot less frequently	18	18	17	18	16	19	15	20	8	18	20	19	17	19	16	18	19	18	13	
TOTAL LESS FREQUENTLY	24	22	24	26	23	23	20	27	15	25	27	22	23	25	24	25	24	23	17	
Don't know	9	9	4	6	6	9	12	7	24	6	7	12	8	11	8	9	11	9	11	
Online alcohol delivery																				
A lot more frequently	1	2	1	0	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	
A bit more frequently	4	3	5	9	5	4	5	4	2	6	3	4	5	2	5	4	4	4	4	
TOTAL MORE FREQUENTLY	5	5	6	9	6	5	6	5	3	8	4	5	6	3	6	5	5	5	5	
No change	63	60	71	66	70	62	62	64	56	69	66	53	67	58	57	62	64	66	66	
Less frequently	3	3	1	3	1	3	3	3	6	2	3	3	2	4	6	3	3	1	3	
A lot less frequently	16	17	15	14	13	17	14	17	9	13	16	23	14	18	15	16	15	16	15	
TOTAL LESS FREQUENTLY	19	20	16	17	14	20	17	20	15	15	19	26	16	22	21	19	18	17	18	
Don't know	13	14	7	8	9	13	14	12	26	9	11	16	10	17	15	13	13	12	12	
Takeaway food service (such as Deliveroo, Uber Eats or ordering from local takeaway)																				
A lot more frequently	2	2	3	0	3	1	3	2	7	3	1	1	2	3	10	1	1	2	3	
A bit more frequently	7	4	10	9	8	5	8	6	15	10	4	2	8	6	14	6	6	6	6	
TOTAL MORE FREQUENTLY	9	6	13	9	11	6	11	8	22	13	5	3	10	9	24	7	7	8	9	
No change	42	44	45	42	45	45	43	41	25	40	51	43	43	40	26	44	41	47	43	
Less frequently	11	9	12	14	12	9	11	10	14	14	9	5	12	8	14	11	9	8	15	
A lot less frequently	29	32	26	29	27	30	25	33	18	28	31	33	28	31	25	29	31	30	28	
TOTAL LESS FREQUENTLY	40	41	38	43	39	39	36	43	32	42	40	38	40	39	39	40	40	38	43	
Don't know	9	9	4	6	5	9	10	8	21	5	4	15	6	12	12	9	11	7	5	

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How has your experience of ordering groceries or alcohol online since the lockdown started been in terms of the following? (If you have not shopped for groceries or alcohol online please answer N/A)

Availability of items

Very positive	3	3	2	4	2	3	2	3	3	3	3	2	3	2	5	3	3	1	2
Fairly positive	16	18	13	18	18	15	15	16	15	14	14	21	17	13	18	19	15	12	10
TOTAL POSITIVE	19	21	15	22	20	18	17	19	18	17	17	23	20	15	23	22	18	13	12
Fairly negative	13	11	15	18	16	12	13	12	8	16	11	11	13	12	17	13	11	13	9
Very negative	13	14	13	8	12	14	11	15	5	15	16	10	12	14	12	12	15	12	13
TOTAL NEGATIVE	26	25	28	26	28	26	24	27	13	31	27	21	25	26	29	25	26	25	22
NA – I have not shopped for groceries or alcohol online	53	53	56	49	50	54	55	51	64	49	54	53	52	54	48	48	51	60	63
Don't know	3	1	1	3	2	2	5	2	5	4	3	2	2	4	1	4	5	2	3

Speed of delivery

Very positive	6	6	5	5	6	5	6	6	11	5	3	7	7	4	9	8	5	4	2
Fairly positive	14	16	12	17	15	16	13	14	6	13	14	18	15	12	11	15	17	13	11
TOTAL POSITIVE	20	22	17	22	21	21	19	20	17	18	17	25	22	16	20	23	22	17	13
Fairly negative	8	7	10	10	10	6	8	8	5	10	8	4	9	7	11	8	6	8	4
Very negative	10	9	10	10	9	10	9	11	7	11	9	10	10	10	14	9	9	10	10
TOTAL NEGATIVE	18	16	20	20	19	16	17	19	12	21	17	14	19	17	25	17	15	18	14
NA – I have not shopped for groceries or alcohol online	58	58	60	51	56	59	59	56	67	54	60	59	56	60	53	54	57	62	70
Don't know	5	4	3	6	4	4	5	5	4	6	5	2	4	6	2	6	6	2	3

The measures the shop is taking to prevent the spread of coronavirus, esp. in relation to delivery

Very positive	12	14	10	14	12	13	9	14	5	11	13	15	12	11	13	15	10	9	7
Fairly positive	23	26	24	23	27	23	24	22	17	27	21	22	23	23	24	23	25	24	19
TOTAL POSITIVE	35	40	34	37	39	36	33	36	22	38	34	37	35	34	37	38	35	33	26
Fairly negative	4	1	5	4	4	2	5	3	10	5	2	1	4	4	7	4	4	3	4
Very negative	2	2	3	2	2	3	1	3	3	2	3	3	2	2	4	2	2	3	2
TOTAL NEGATIVE	6	3	8	6	6	5	6	6	13	7	5	4	6	6	11	6	6	6	6
NA – I have not shopped for groceries or alcohol online	53	52	55	48	50	54	54	51	62	48	55	54	52	54	49	48	50	58	63
Don't know	6	5	4	9	5	5	6	6	4	6	6	6	5	6	3	8	8	3	5

Time spent queuing

Very positive	4	6	3	6	4	4	4	5	1	5	4	5	5	3	4	4	5	4	3
Fairly positive	15	16	13	13	18	16	16	14	7	16	18	14	15	14	15	16	17	12	12
TOTAL POSITIVE	19	22	16	19	22	20	20	19	8	21	22	19	20	17	19	20	22	16	15
Fairly negative	11	11	11	13	11	10	12	10	13	12	9	10	11	11	16	11	9	11	8
Very negative	10	9	11	12	9	10	7	12	8	10	10	10	9	11	11	10	8	10	7
TOTAL NEGATIVE	21	20	22	25	20	20	19	22	21	22	19	20	20	22	27	21	17	21	15
NA – I have not shopped for groceries or alcohol online	54	54	57	49	52	55	55	53	64	50	55	57	54	55	50	51	51	59	65
Don't know	6	5	4	8	5	5	6	6	7	8	4	5	6	6	3	8	9	3	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How has your experience of shopping in a supermarket in the past seven days been in terms of the following? (If you have not shopped at a supermarket in the last seven days please answer N/A)

Availability of items

Very positive	6	5	5	7	5	7	7	6	10	7	6	5	7	5	11	6	7	5	4
Fairly positive	37	41	38	40	41	39	36	37	25	37	42	34	39	33	34	37	38	34	41
TOTAL POSITIVE	43	46	43	47	46	46	43	43	35	44	48	39	46	38	45	43	45	39	45
Fairly negative	20	16	25	17	20	17	22	18	25	23	20	14	20	20	22	18	16	23	28
Very negative	10	9	12	8	9	10	10	9	12	11	11	5	9	11	6	10	9	12	10
TOTAL NEGATIVE	30	25	37	25	29	27	32	27	37	34	31	19	29	31	28	28	25	35	38
NA – I have not shopped at a supermarket	25	27	20	26	23	26	21	28	20	19	20	42	23	27	26	26	25	26	15
Don't know	3	1	1	1	1	2	3	2	7	3	1	1	2	4	1	3	5	1	2

Other shoppers showing consideration and respecting rules about social distancing

Very positive	10	13	10	5	8	12	9	10	10	8	10	13	11	8	10	10	10	9	9
Fairly positive	36	35	40	40	41	35	39	34	28	38	45	28	38	34	36	37	36	33	41
TOTAL POSITIVE	46	48	50	45	49	47	48	44	38	46	55	41	49	42	46	47	46	42	50
Fairly negative	18	14	20	20	17	15	17	18	32	19	14	13	18	17	20	15	16	21	22
Very negative	9	9	9	7	8	9	11	7	5	13	9	3	8	10	7	10	9	9	8
TOTAL NEGATIVE	27	23	29	27	25	24	28	25	37	32	23	16	26	27	27	25	25	30	30
NA – I have not shopped at a supermarket	25	27	19	26	23	26	21	28	20	18	20	42	23	27	25	26	25	26	15
Don't know	3	2	1	1	2	2	3	3	5	3	1	2	2	4	2	3	4	1	4

The measures the shop is taking to prevent the spread of coronavirus

Very positive	23	29	24	17	23	27	22	24	17	23	24	24	25	21	22	23	25	21	25
Fairly positive	39	35	46	46	43	38	42	37	33	44	44	28	41	37	39	37	35	41	51
TOTAL POSITIVE	62	64	70	63	66	65	64	61	50	67	68	52	66	58	61	60	60	62	76
Fairly negative	7	4	7	6	6	6	9	6	16	8	7	3	8	7	9	9	9	5	4
Very negative	2	2	2	2	2	2	2	2	2	3	2	1	2	3	2	1	2	3	2
TOTAL NEGATIVE	9	6	9	8	8	8	11	8	18	11	9	4	10	10	11	10	11	8	6
NA – I have not shopped at a supermarket	25	28	20	27	23	26	21	28	20	19	21	42	23	27	26	26	25	26	15
Don't know	3	2	1	2	2	2	4	3	11	3	2	1	2	5	2	3	4	3	3

Time spent queuing

Very positive	12	14	11	7	11	14	11	14	10	13	13	12	14	10	8	13	13	11	18
Fairly positive	41	40	46	49	46	41	43	38	34	42	48	34	43	38	40	38	41	41	50
TOTAL POSITIVE	53	54	57	56	57	55	54	52	44	55	61	46	57	48	48	51	54	52	68
Fairly negative	12	10	15	11	13	12	14	11	19	16	10	6	13	12	17	12	11	14	9
Very negative	6	5	6	4	5	5	8	5	12	7	6	3	5	8	8	7	6	7	4
TOTAL NEGATIVE	18	15	21	15	18	17	22	16	31	23	16	9	18	20	25	19	17	21	13
NA – I have not shopped at a supermarket	25	29	20	26	24	27	22	29	20	19	21	43	23	28	27	26	26	26	16
Don't know	3	2	1	2	2	2	3	3	5	4	1	2	2	4	0	3	5	1	4