

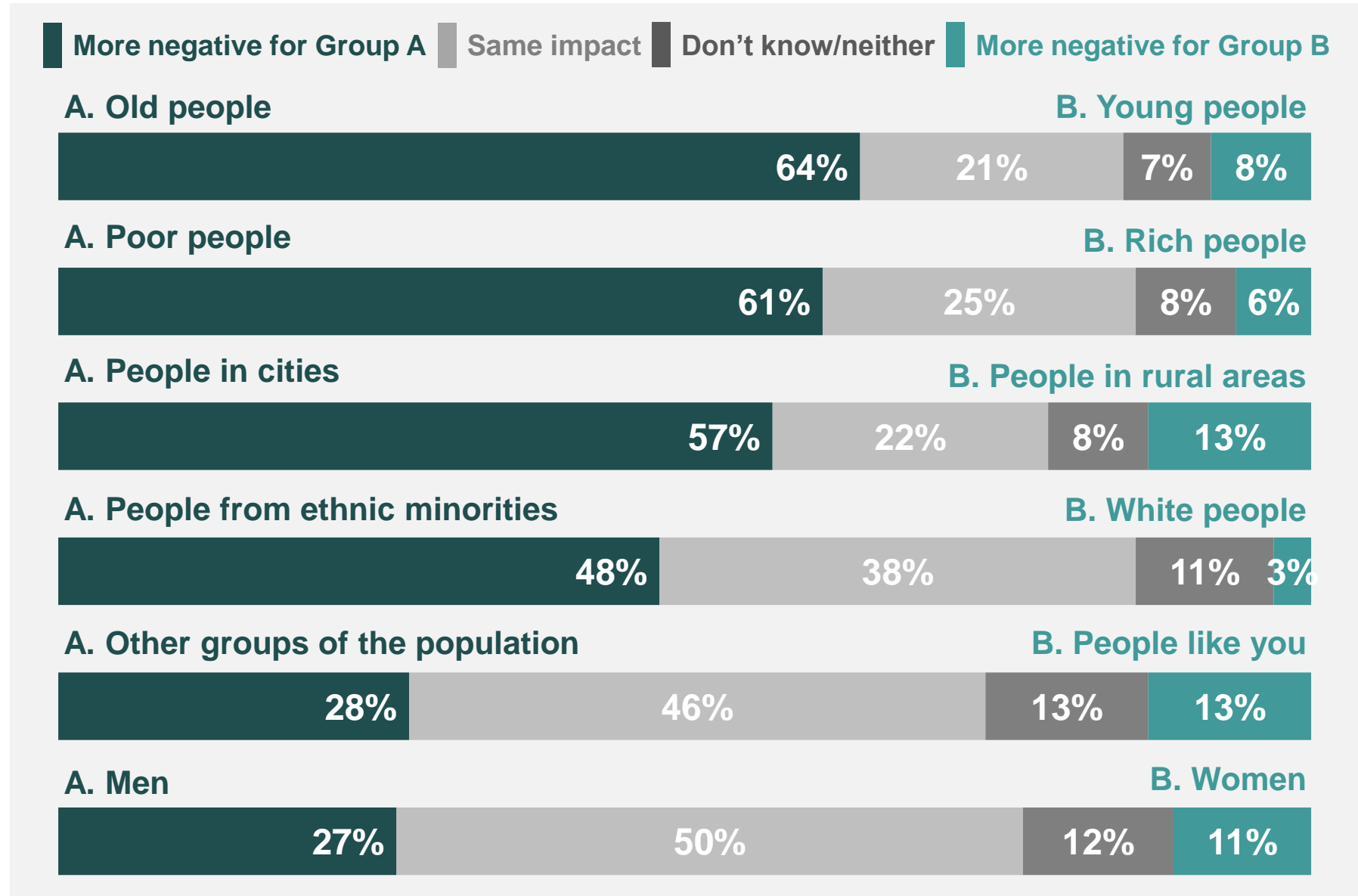
Gender differences in attitudes towards Coronavirus

20 May 2020

**Evidence shows
men are more
likely to contract
Covid-19 but
women are more
concerned than
men**

News stories about more men contracting CV-19 have cut through to some extent

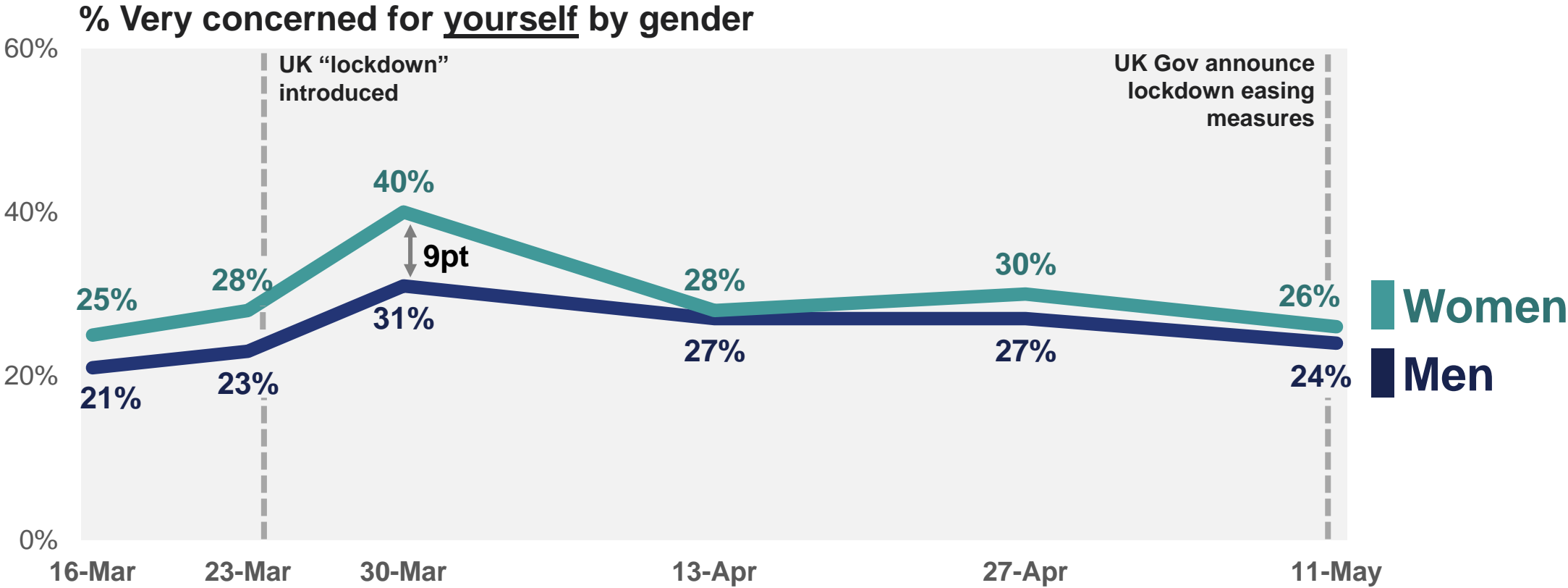
Taking all the potential effects into account (such as health, economic, and social impacts), do you think the Coronavirus will have a more negative impact on GROUP A or GROUP B, or will it have the same impact on both?



Base: 1,066 Online British adults 18-75, 24-27 April 2020

But this doesn't mean men are more worried for themselves, with similar proportions of men and women expressing concern

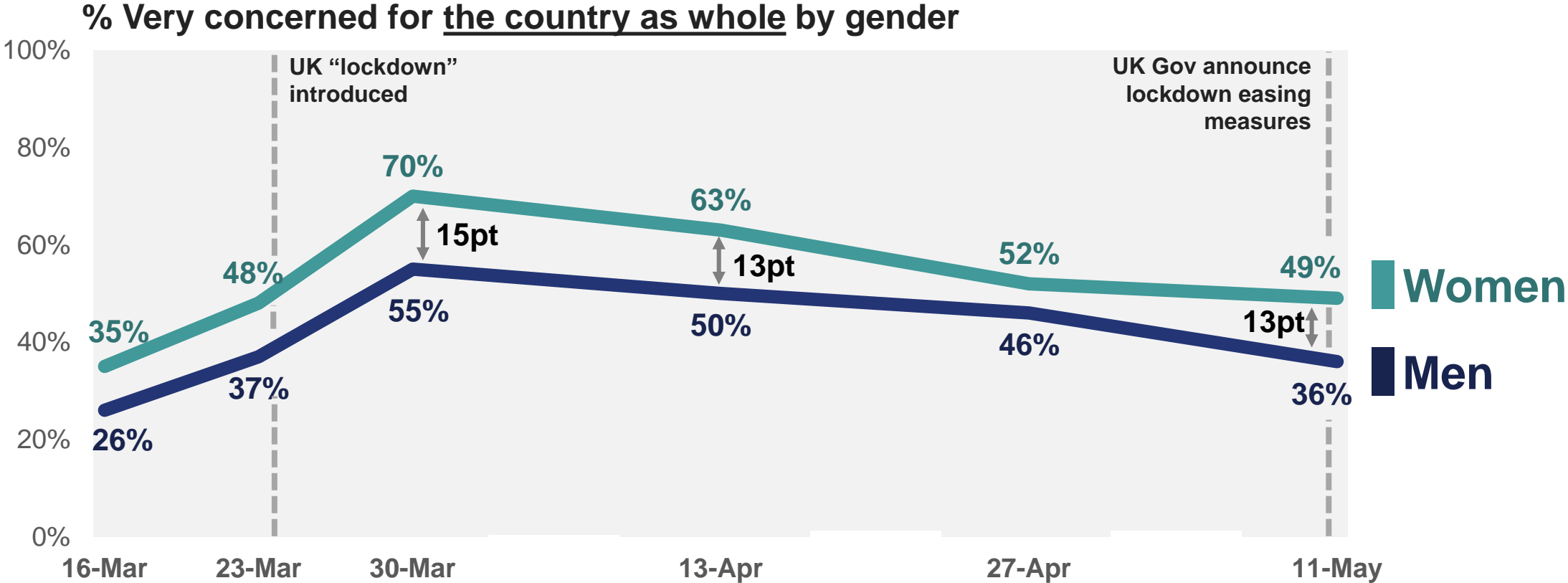
To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to yourself?



Base: c. 1,000 British adults online aged 18-75, Ipsos MORI Coronavirus Polling, March-May 2020

And women are notably more concerned for the country as a whole

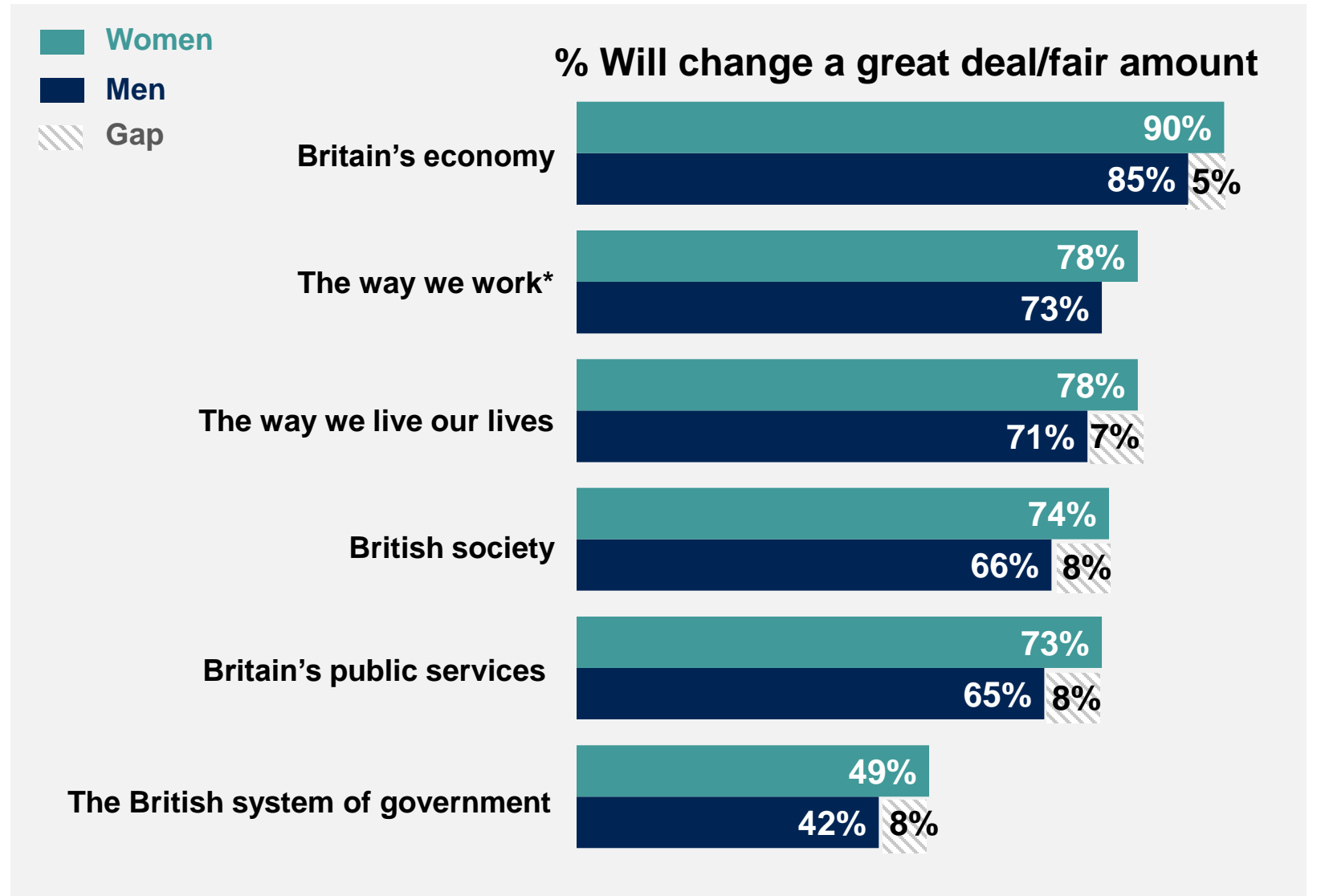
To what extent, if at all, would you say you are concerned about the risk Coronavirus poses to the country as a whole?



Base: c. 1,000 British adults online aged 18-75, Ipsos MORI Coronavirus Polling, March-May 2020

Women are also more likely to think CV-19 will have a bigger impact on many aspects of life

One year from now, how much, if at all, do you think each of the following will have changed as a result of the Coronavirus pandemic, compared with before the Coronavirus?



Base: 1,077 Online British adults 18-75, 1-4 May 2020.

* Based on all those in work

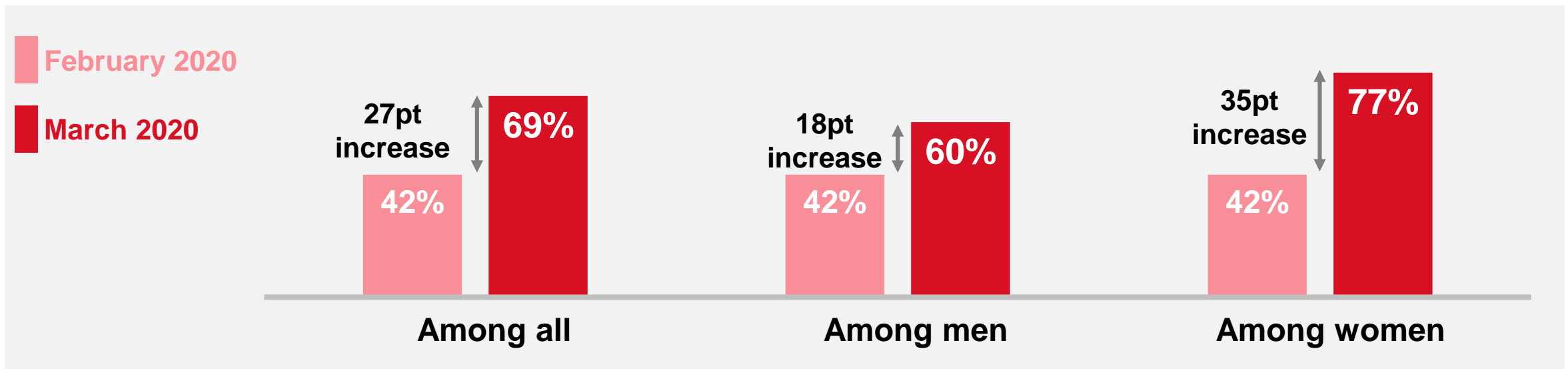
Source: Ipsos MORI

**And they have
reason to be more
concerned...**

At start of the crisis we measured a big drop in economic optimism to levels last seen in 2008 – but this was even starker amongst women

Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

% Get worse



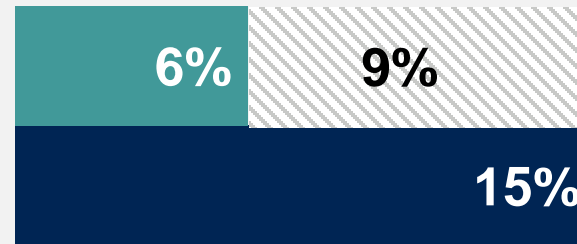
Base: c.1,000 British adults each month, Ipsos MORI Political Monitor, February-March 2020.

Men are more than twice as likely to say their workplace hasn't changed – while 1 in 3 women say theirs has been closed compared to 1 in 4 men

Which, if any, of the following statements apply to the way your workplace is responding to the Coronavirus outbreak?



% My workplace remains unchanged



% My workplace has been closed due to concerns about the Coronavirus



Base: 618 Online British adults currently employed 18-75, 17-20 April 2020.

Source: Ipsos MORI

While a similar proportion of both men and women are working from home, a recent survey before CV-19 found Britons think home working is four times more likely to damage a woman's career

Please say whether you think working from home regularly is more likely to damage the career of a woman who does this, more likely to damage the career of a man who does this, both equally, or neither?

“Working from home regularly”

More likely to damage the career of a man who does this

3%

12%

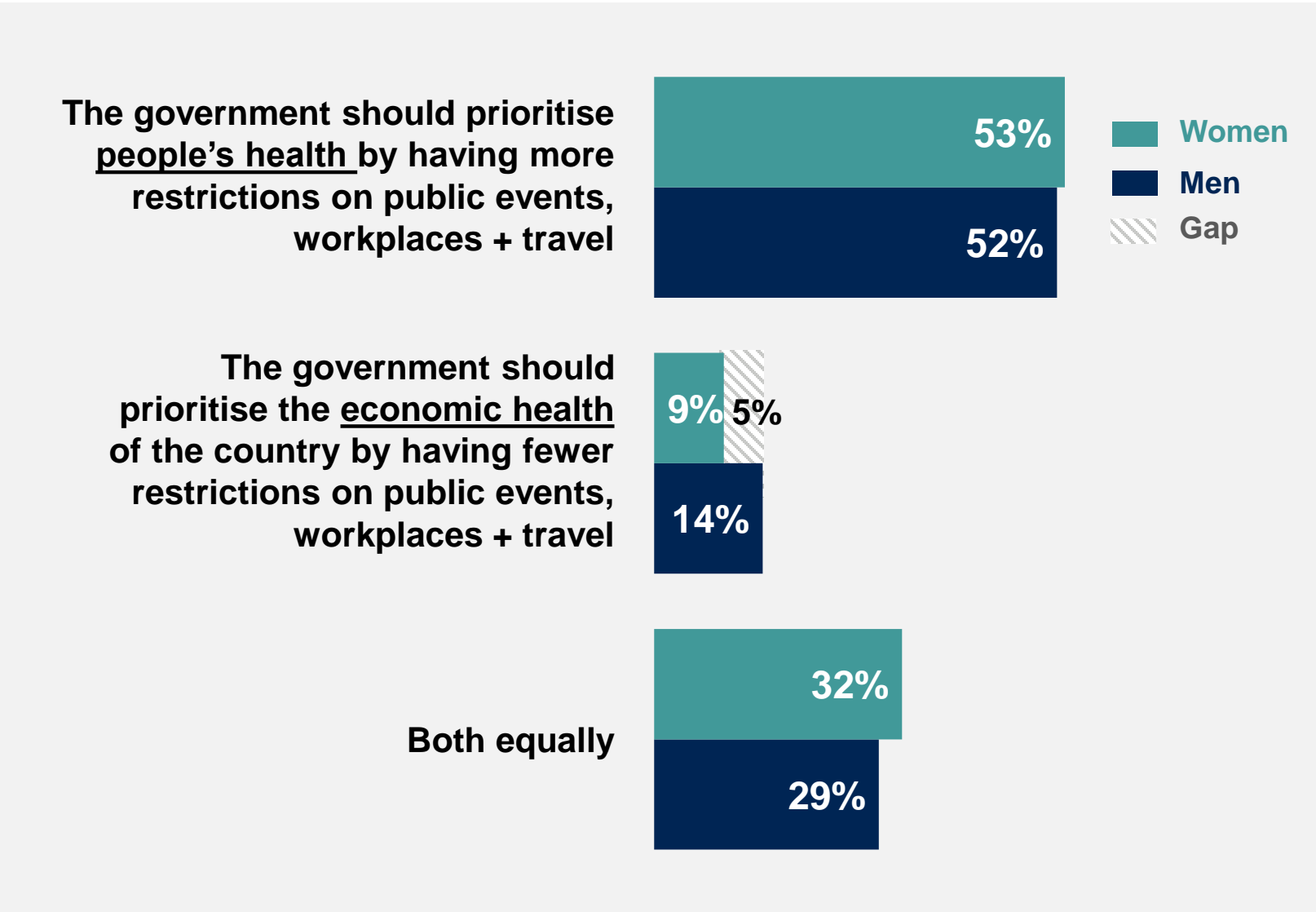
More likely to damage the career of a woman who does this

15%

Base: 1,001 British adults aged 18-74, Ipsos MORI International Women's Day, 24 January- 7 February 2020

Half believe people's health should be prioritised over economic health – and little difference between men and women

Please read the following pair of statements and then select the one which you agree with more strongly



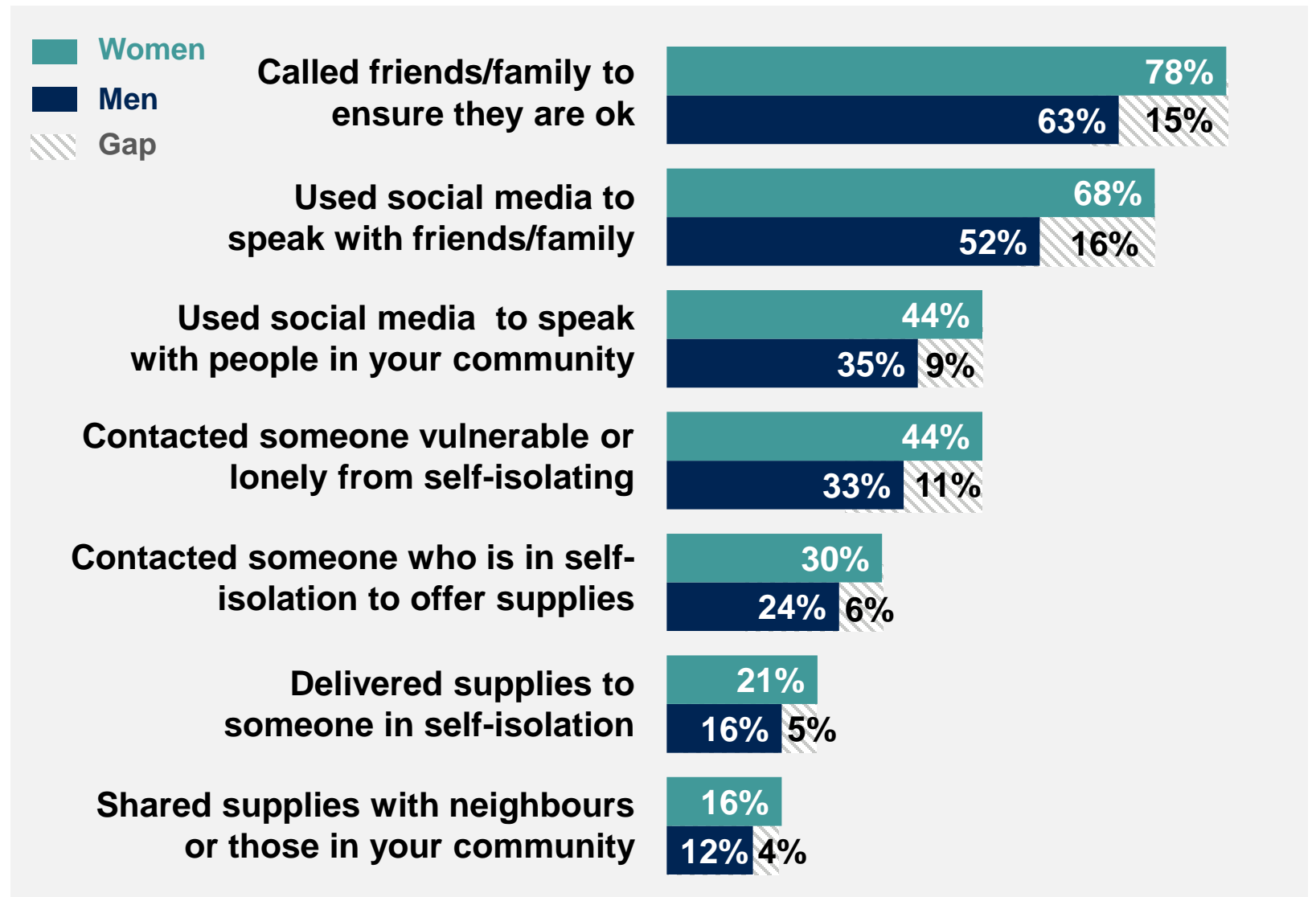
Base: 1069 Online British adults 18-75, 8-11 May 2020

Source: Ipsos MORI

Women have been busier than men during lockdown

Women are more likely than men to have reached out and helped others during lockdown

Which of the following, if any, have you personally done since the government started introducing social distancing measures due to the coronavirus outbreak?

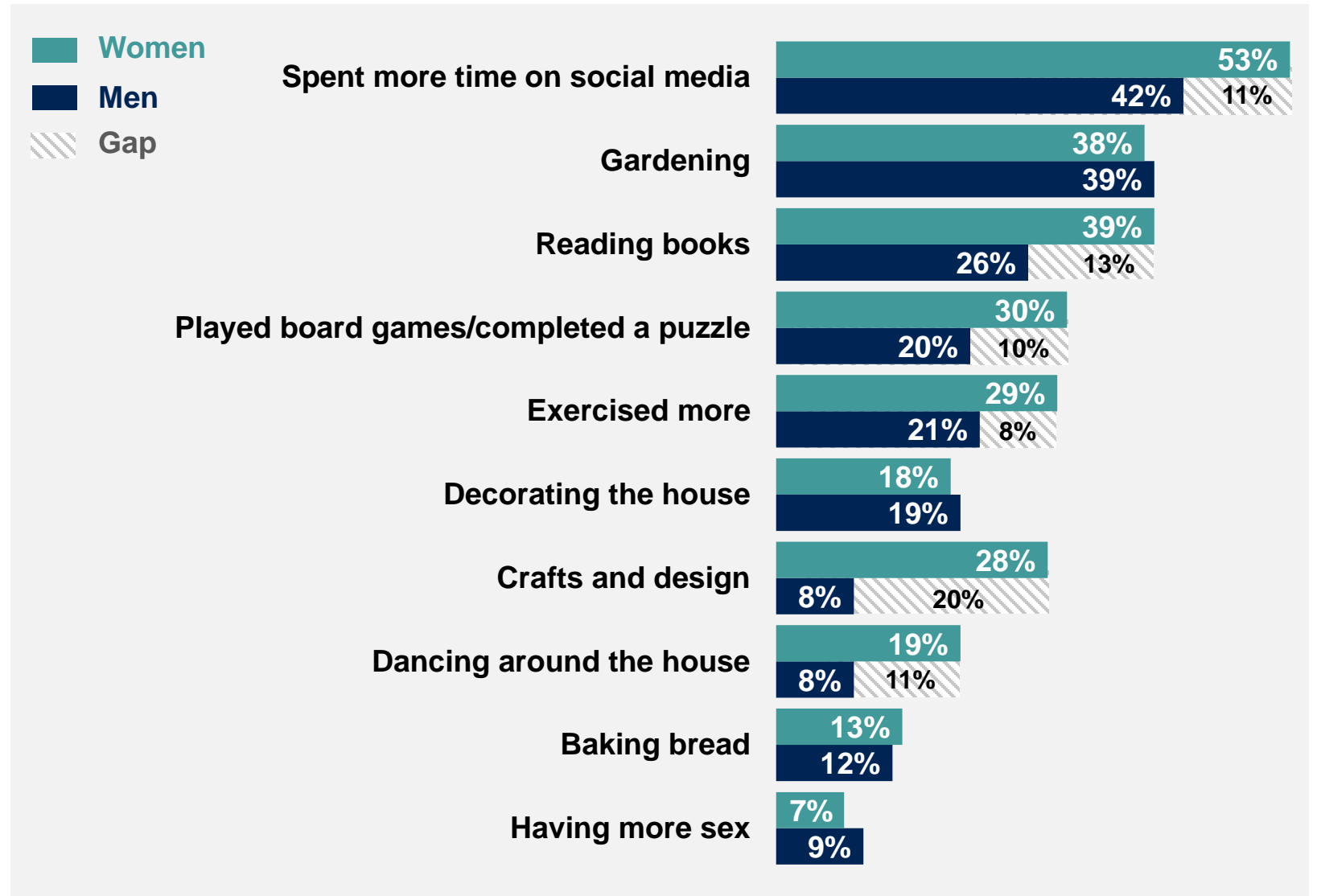


Base: 1072 Online British adults 18-75, 27-30 March 2020

Source: Ipsos MORI

And women are more likely to have been doing a range of activities

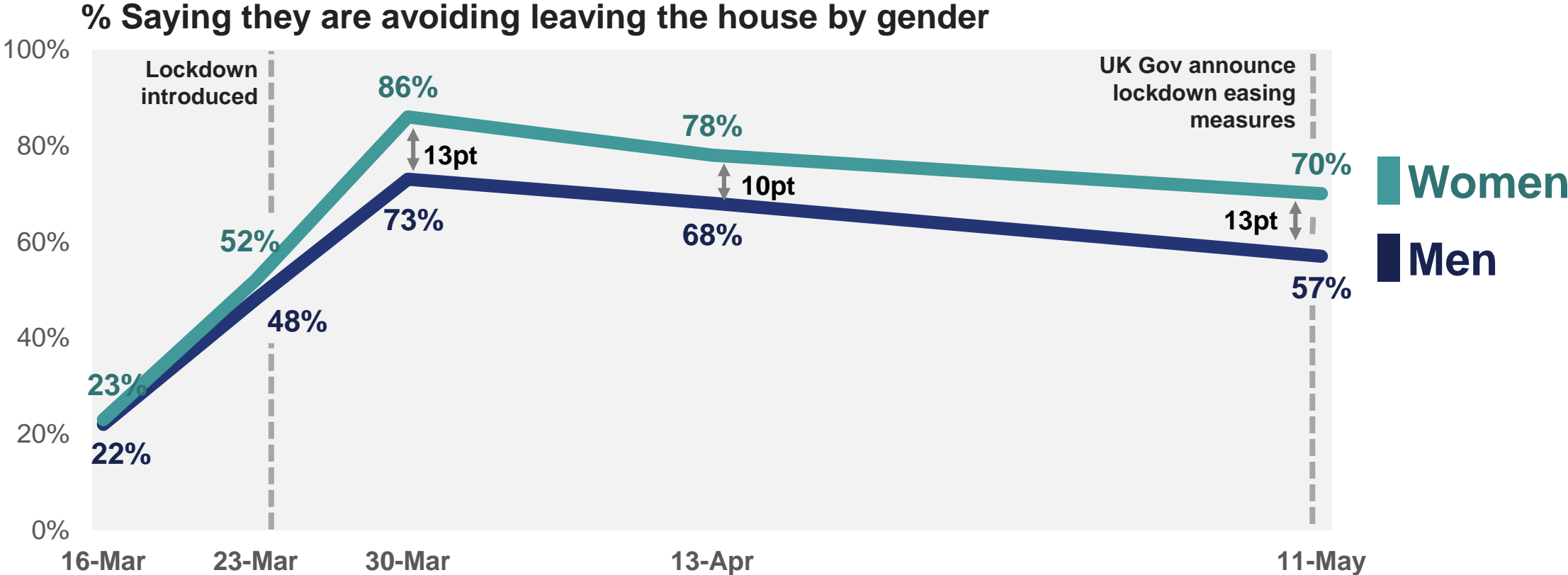
Which, if any, of the following have you done or started doing more often since the lockdown began on March 23rd?



Base: 1069 Online British adults 18-75, 10-13 April 2020

Women are also more likely to say they are following Govt. guidance to avoid leaving their homes during lockdown

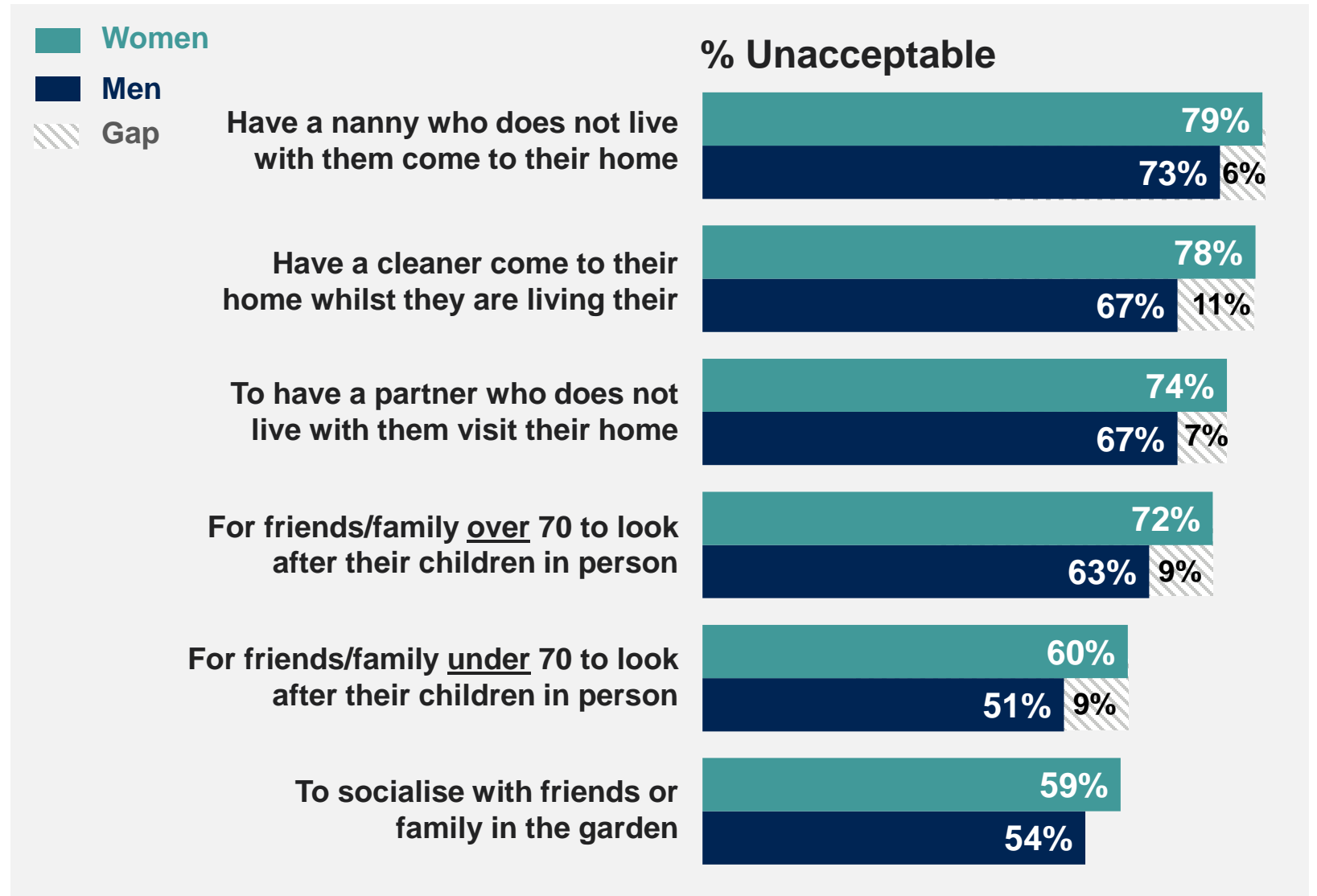
Which of the following actions, if any, have you done or started doing more often as a result of concerns about the coronavirus?



Base: c. 1,000 British adults online aged 18-75, Ipsos MORI Coronavirus Polling, March-May 2020

And have higher standards about what's acceptable during lockdown

Do you think it is acceptable or unacceptable for someone to do each of the following during the coronavirus lockdown period?

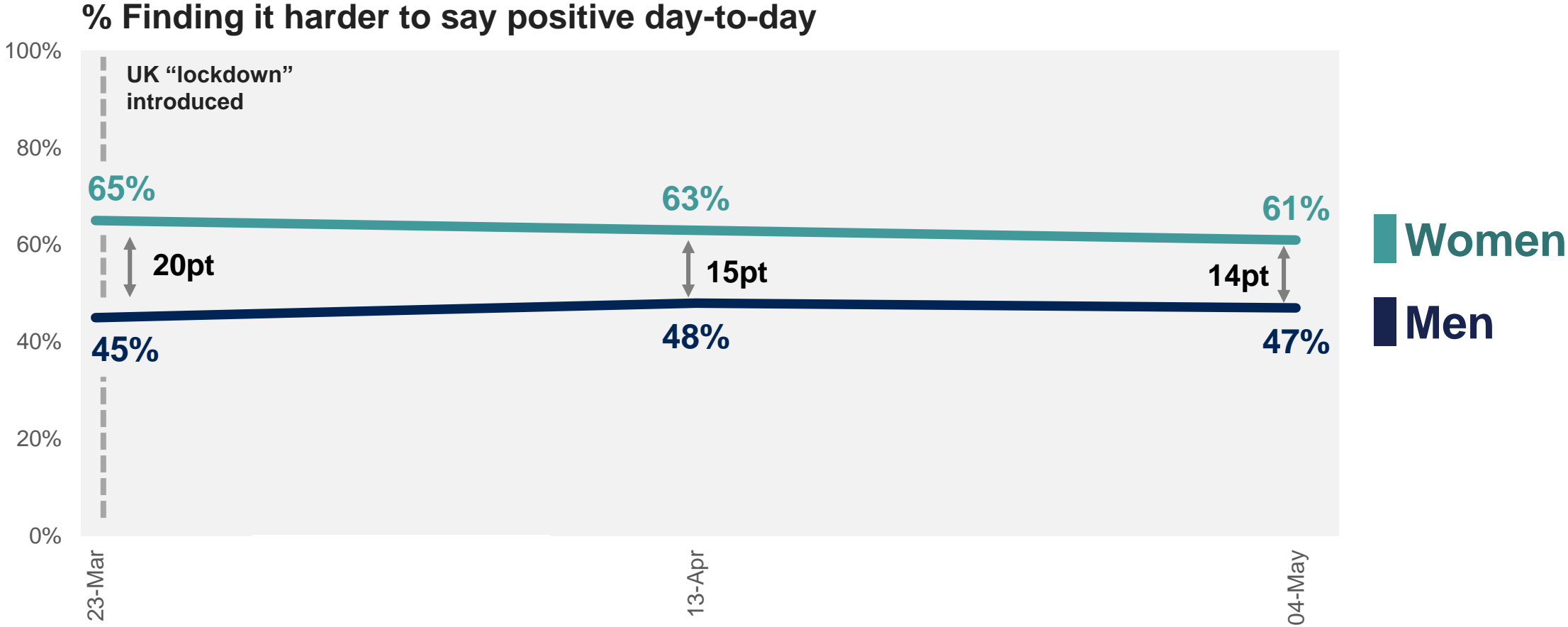


Base: 1069 Online British adults 18-75, 10-13 April 2020

**But that doesn't
mean lockdown
has been easier
for women**

Women are finding it harder to stay positive day-to-day

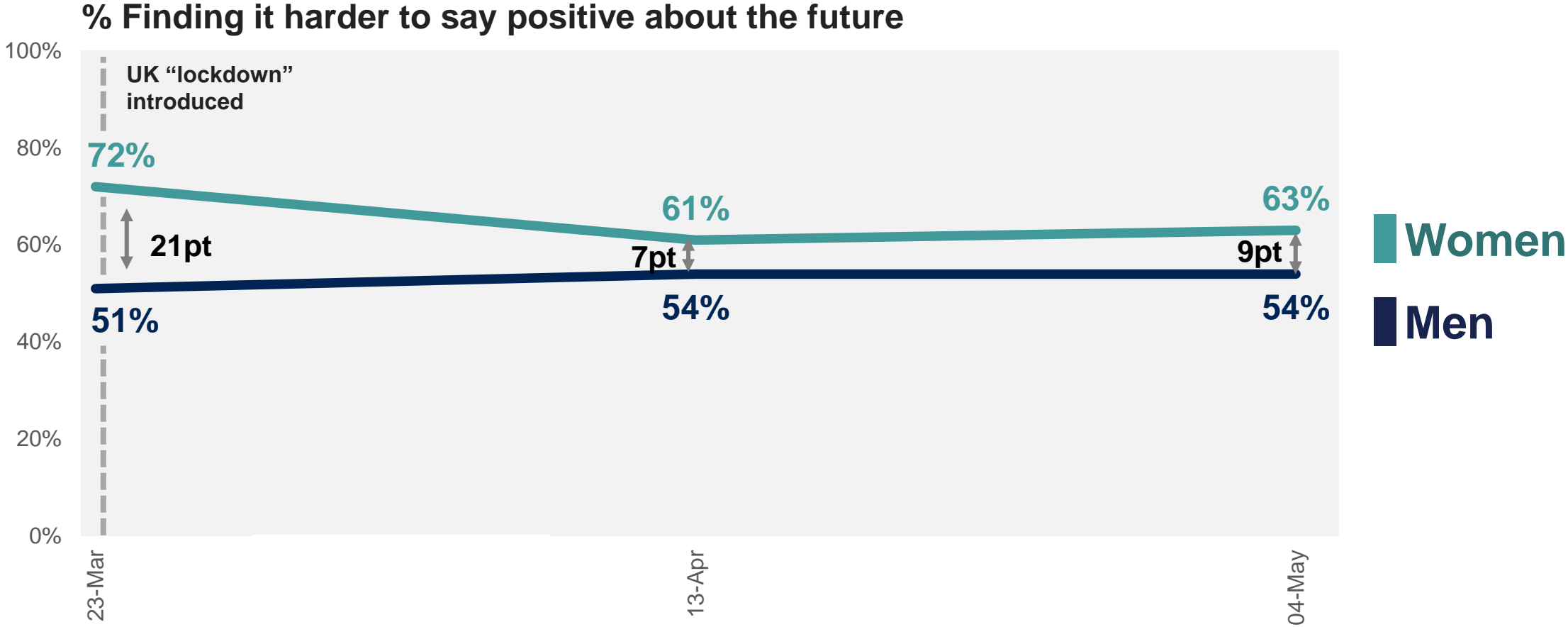
At the moment, are you finding each of the following easier, harder, or about the same compared with before the Coronavirus outbreak? Staying positive day-to-day



Base: c. 1,000 British adults online aged 18-75, Ipsos MORI Coronavirus Polling, March-May 2020

And to stay positive about the future – although the difference here has become less stark

At the moment, are you finding each of the following easier, harder, or about the same compared with before the Coronavirus outbreak? Staying positive about the future

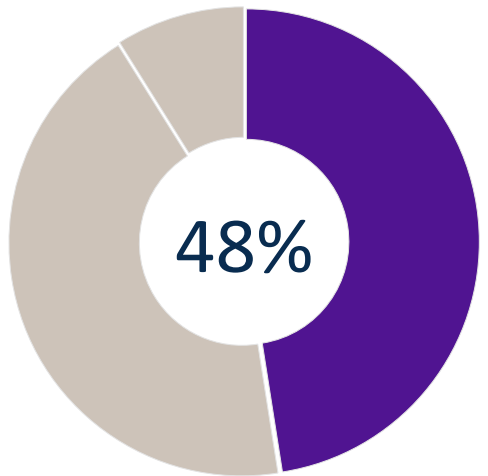


Base: c. 1,000 British adults online aged 18-75, Ipsos MORI Coronavirus Polling, March-May 2020

And this is borne out in further analysis done by King's College

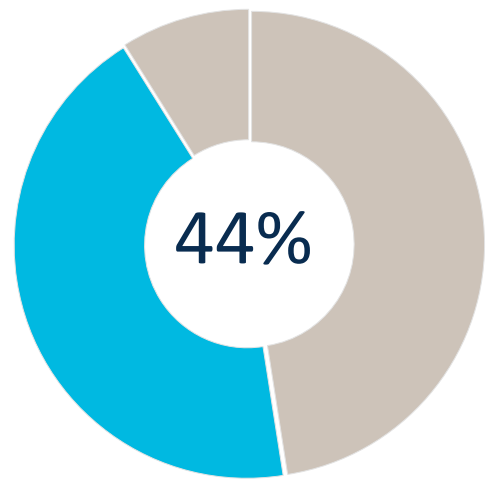
The "Suffering" segment is more likely to be made up of women

The Accepting



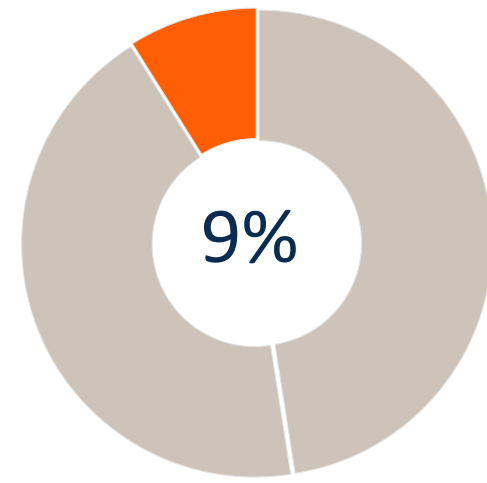
- Key features**
- 59% male
 - Mean age 50
 - Less likely to lose job/experience financial difficulty in lockdown
 - 73% trust govt handling of crisis

The Suffering



- Key features**
- 64% female
 - Mean age 44
 - High levels of anxiety/sleeping less well, strong adherence to rules
 - Less trusting than other groups of govt handling of crisis

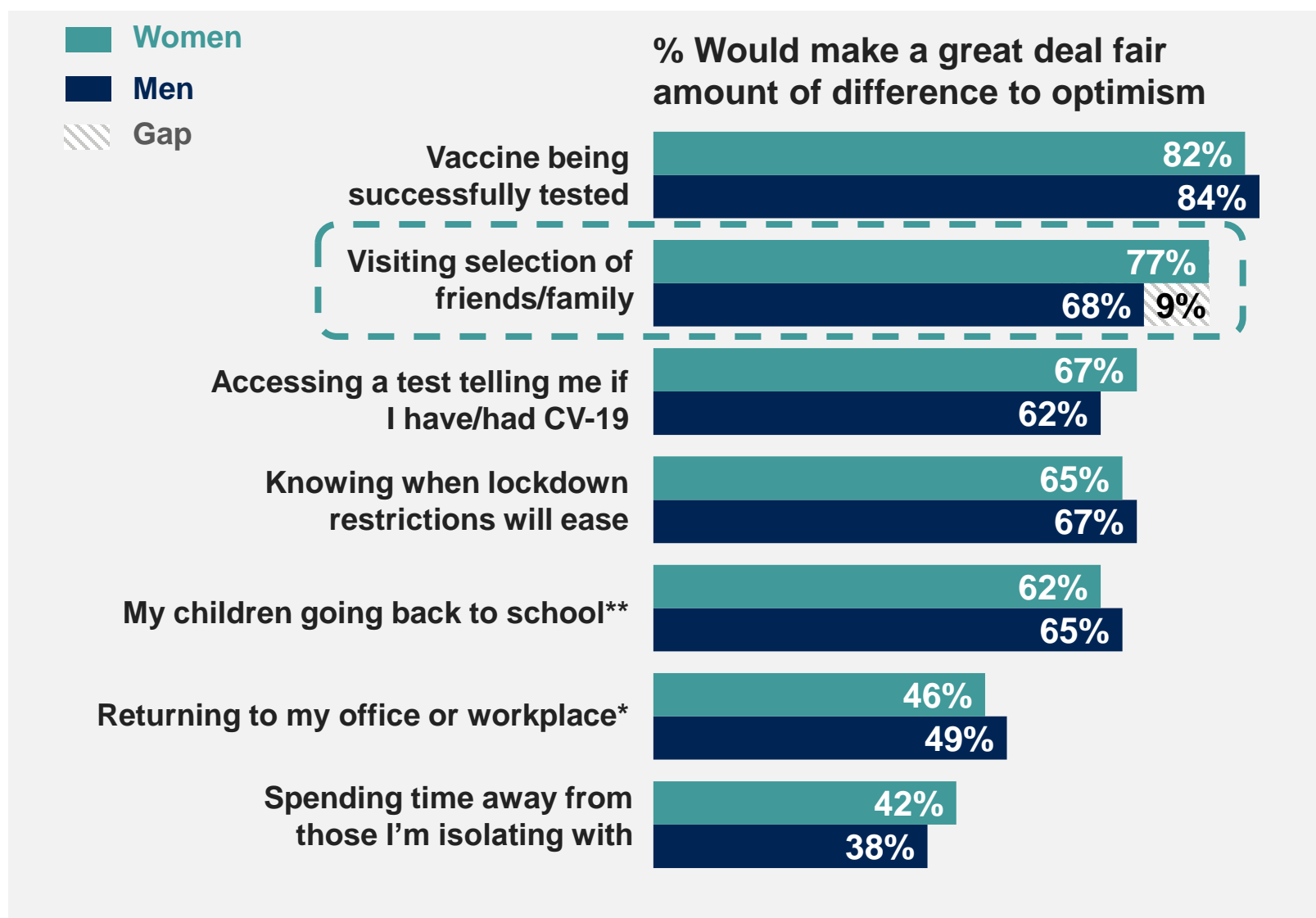
The Resisting



- Key features**
- 64% male
 - Mean age 29
 - Group least compliant with lockdown measures
 - Expect quick resolution to lockdown measures

Broad agreement about what might improve the situation – although women keener to visit family/friends

How much of a positive difference, if any, would each of the following have on how optimistic you feel? If the statement is not applicable to your current situation, please say so.



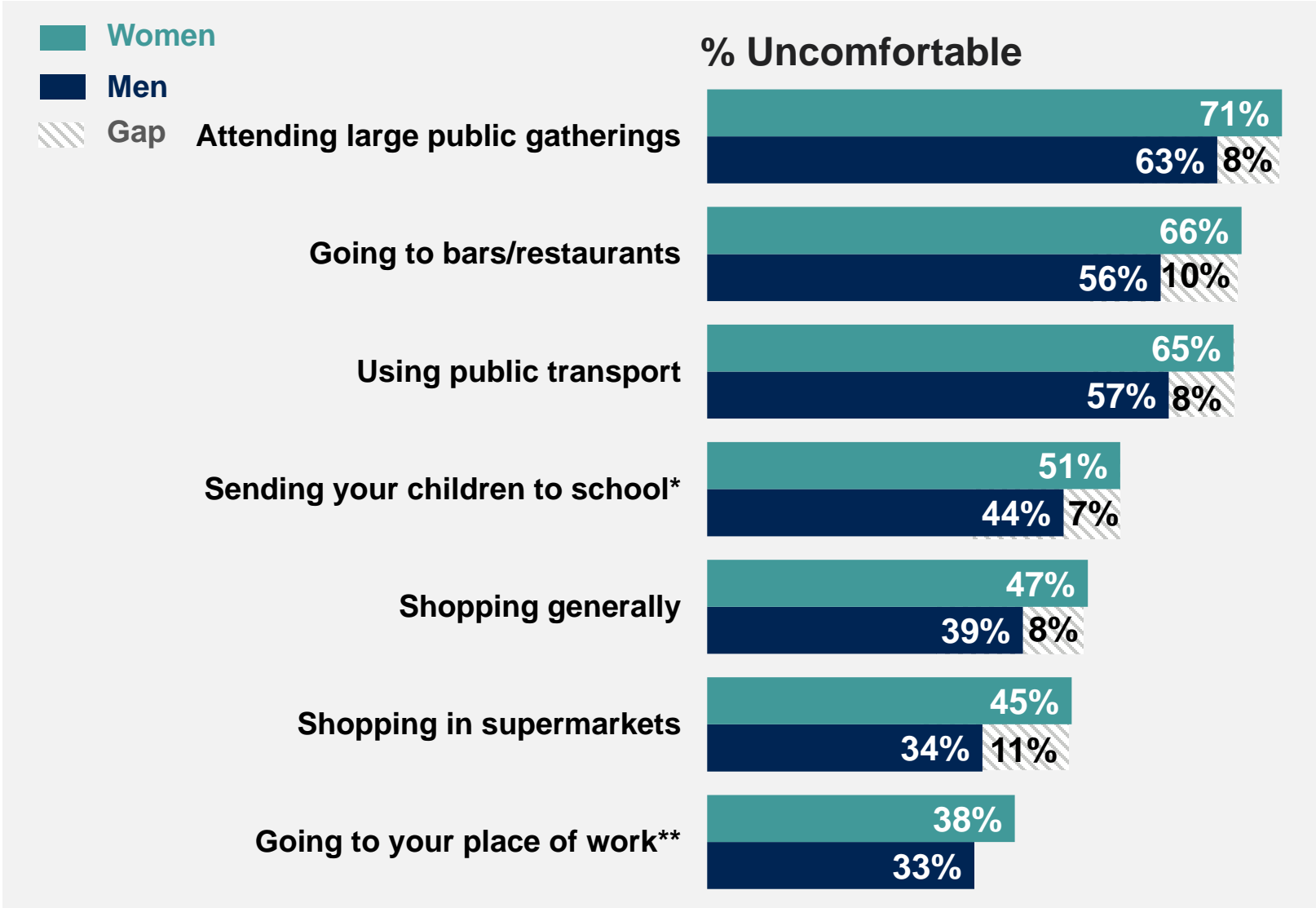
Base: 1,077 Online British adults 18-75, 1-4 May 2020. Note options included "not applicable" where appropriate.

* Only asked to those currently in work (655)

** Only asked to those living in a household with someone aged 17 or under (305)

But women are notably more uncomfortable about various aspects of returning to “normal”

Imagine if the lockdown measures end in the next month, how comfortable, if at all, do you think you will feel doing each of the following in the same way as you did before the coronavirus pandemic began?



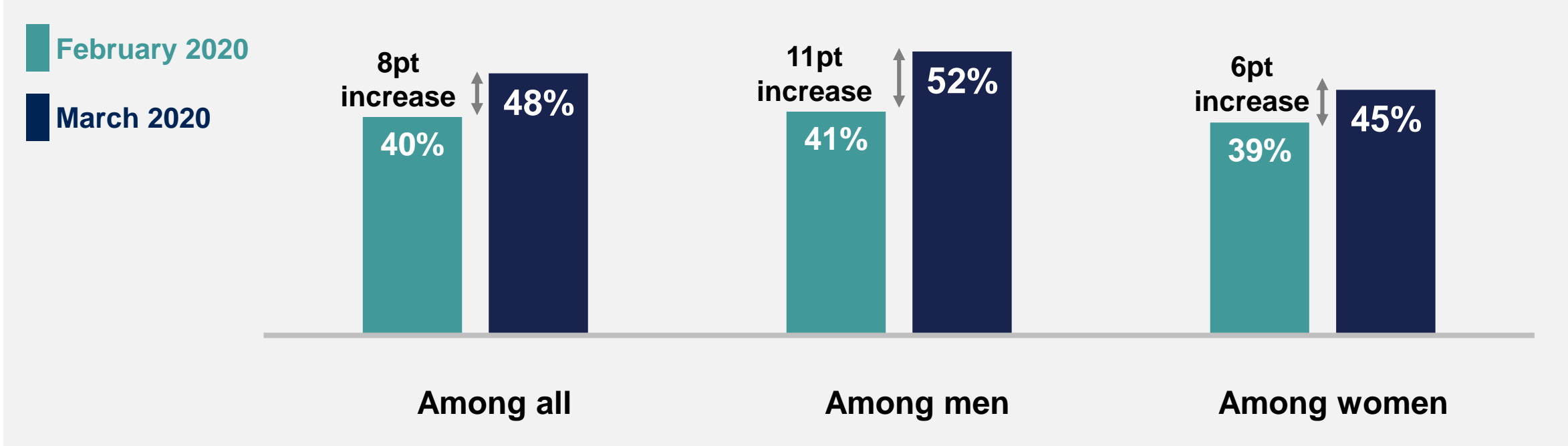
Base: 1,066 Online British adults 18-75, 24-27 April 2020. *Based on all those living with someone aged 17 or under ** Based on all of those saying they are currently employed

**What this means
for the future is
uncertain...**

Whilst the Government experienced a “rally around the flag” effect at the start of the crisis, this has been more lukewarm among women

Are you satisfied or dissatisfied with the way the Government is running the country?

% Satisfied



Base: c.1,000 British adults each month, Ipsos MORI Political Monitor, February-March 2020.

With nearing seven in ten women thinking the Government acted “too late” the future is uncertain

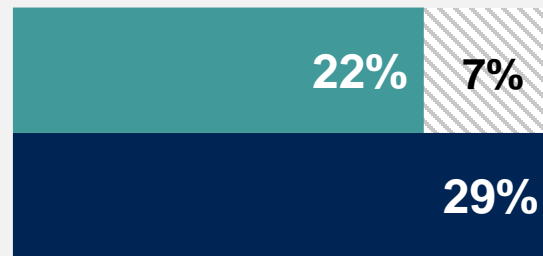
Do you think these measures by the Government were taken too soon, too late, or at the right time?



Government measures were taken too late



Government measures were taken at the right time



Base: 1065 Online British adults 18-75, 24-27 April 2020

Source: Ipsos MORI

Technical note

Survey data conducted online among GB adults aged 18-75 years between February and May 2020.

Data are weighted to reflect the population profile.

Percentage scores are shown out of 100%. Where figures do not add up to 100%, this is due to computer rounding. An asterisk indicates a score less than 0.5%, but greater than zero.

Ipsos MORI has been using its online omnibus to track attitudes and behaviour changes around the Coronavirus since March 2020.

Bookmark this webpage to keep up-to-date with our latest polling on the topic: <https://www.ipsos.com/ipsos-mori/en-uk/public-opinion-covid-19-coronavirus-pandemic>

Details are provided below for the specific charts included in this presentation. Visit the webpages for full data tables:

Slide 3: <https://www.ipsos.com/ipsos-mori/en-uk/britons-think-coronavirus-will-have-harder-impact-old-poor-believe-society-less-divided>

Slide 4/5: <https://www.ipsos.com/ipsos-mori/en-uk/spike-britons-thinking-government-acted-too-late-address-coronavirus-confidence-nhs-continues-grow>

Slide 6: <https://www.ipsos.com/ipsos-mori/en-uk/large-majority-britons-predict-coronavirus-will-lead-changes-our-lives-work-economy-and-society>

Slide 8/24: <https://www.ipsos.com/ipsos-mori/en-uk/political-monitor-archive>

Slide 9: <https://www.ipsos.com/ipsos-mori/en-uk/britons-spend-less-and-prepare-save-more-coronavirus-outbreak-affects-jobs-and-businesses>

Slide 10: <https://www.ipsos.com/ipsos-mori/en-uk/international-womens-day-2020-close-three-ten-men-say-sexual-jokes-or-stories-work-are-acceptable>

Slide 11: <https://www.ipsos.com/ipsos-mori/en-uk/majority-britons-continue-think-government-should-prioritise-health-over-economy-covid-19-response>

Slide 13: <https://www.ipsos.com/ipsos-mori/en-uk/covid-19-coronavirus-outbreak-crisis-polls-community-support-help-women-men>

Slide 14: <https://www.ipsos.com/ipsos-mori/en-uk/social-media-gardening-books-bread-and-having-sex-how-britons-are-whiling-away-coronavirus-lockdown>

Slide 15: <https://www.ipsos.com/ipsos-mori/en-uk/more-people-staying-home-concern-about-coronavirus-increases>

Slide 16: <https://www.ipsos.com/ipsos-mori/en-uk/ipsos-mori-poll-finds-having-nanny-or-cleaner-come-work-different-household-seen-unacceptable>

Slide 18-21: <https://www.ipsos.com/ipsos-mori/en-uk/6-10-britons-struggle-stay-positive-about-future-could-be-changed-vaccine>

Slide 22: <https://www.ipsos.com/ipsos-mori/en-uk/majority-britons-uncomfortable-sport-music-bars-coronavirus>

Slide 25: <https://www.ipsos.com/ipsos-mori/en-uk/spike-britons-thinking-government-acted-too-late-address-coronavirus-confidence-nhs-continues-grow>

Ipsos MORI

For more information

Kully Kaur-Ballagan
Research Director
kully.kaur-ballagan@ipsos.com

Cameron Garrett
Senior Research Executive
cameron.garrett@ipsos.com

Ipsos MORI

