

Social Activity Measure

June 28th-July 6th

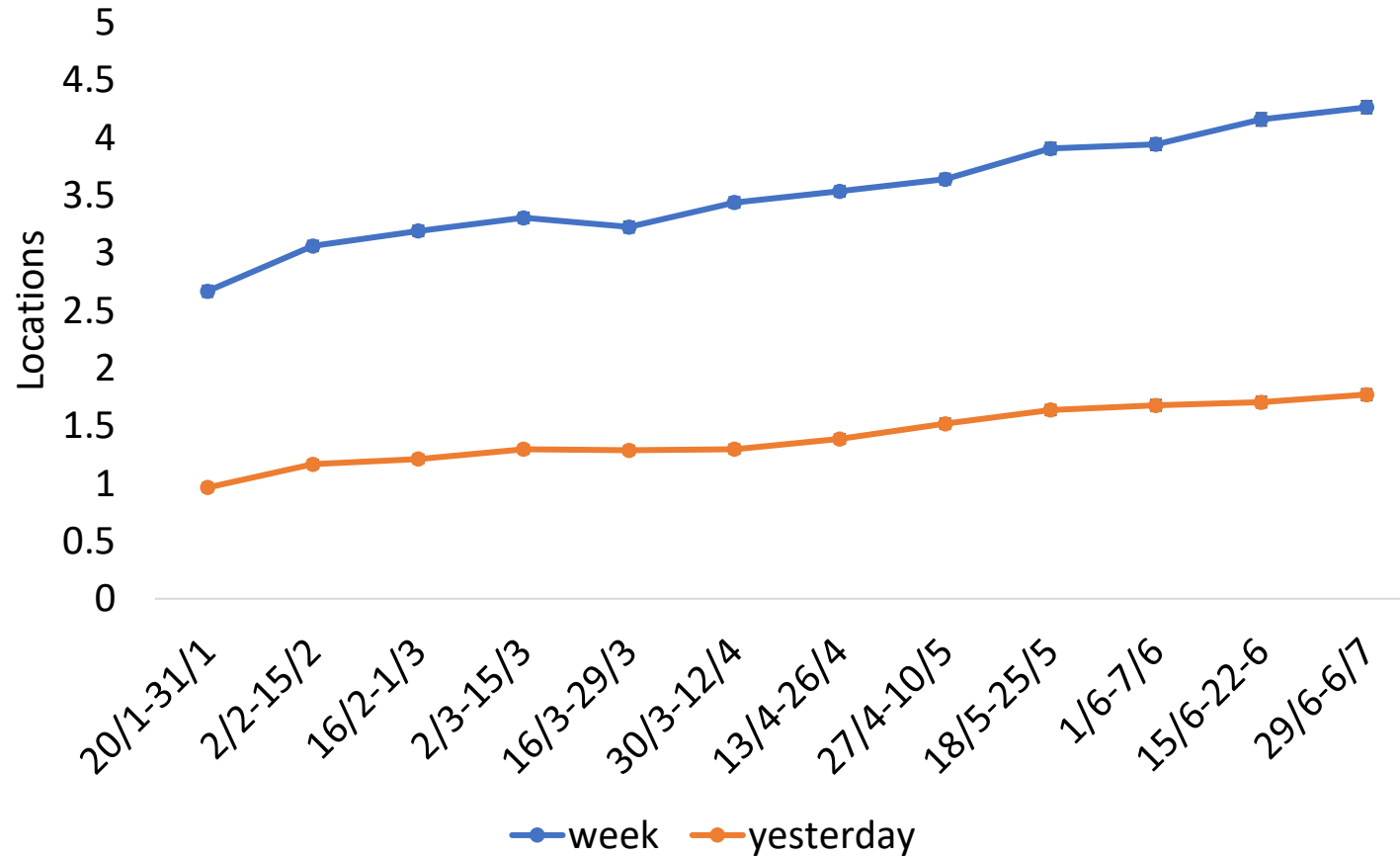
ABOUT THE RESEARCH

The Social Activity Measure (SAM) is a behavioural study that records the public response to the risk of COVID-19 infection over time. Designed by the ESRI's Behavioural Research Unit (BRU), SAM is an anonymous, interactive, online study that surveys people about their recent activity. The study offers insight into where and how risks of COVID-19 transmission arise. SAM aims to inform policy regarding the opening of parts of the economy and society, while keeping COVID-19 under control. The research was designed by the BRU in consultation with the Department of the Taoiseach, which funds the work. The survey is completely anonymous. Where comparisons between survey rounds are highlighted, they are statistically significant.

TIMING

This slide deck presents results from a nationally representative sample of 1,000 people aged 18 and over who participated in the study between June 29th and July 6th. There was no further easing of restrictions. Indoor dining in restaurants, which had been anticipated to open on 5th July was delayed and there was extensive media discussion about this. There was also discussion of travel and the EU vaccine passport, alongside growing reports of the Delta variant. Vaccine registration in pharmacies was announced for all in the 18-34 year age group on July 2nd.

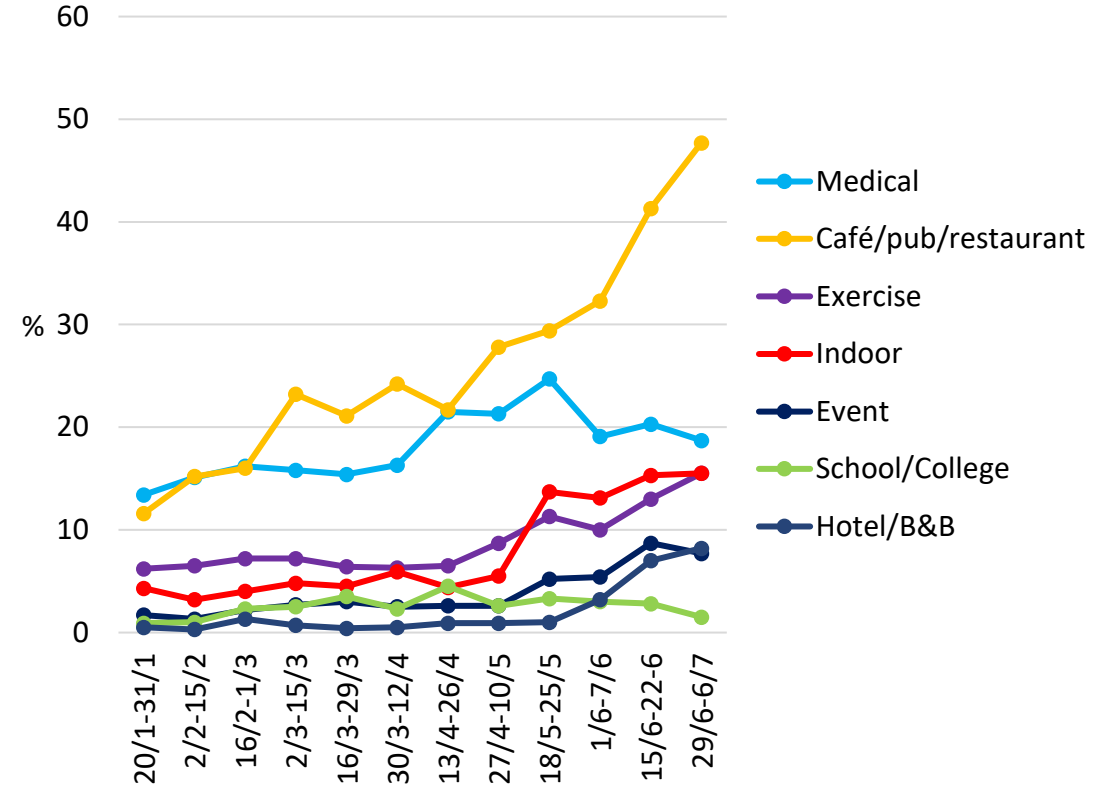
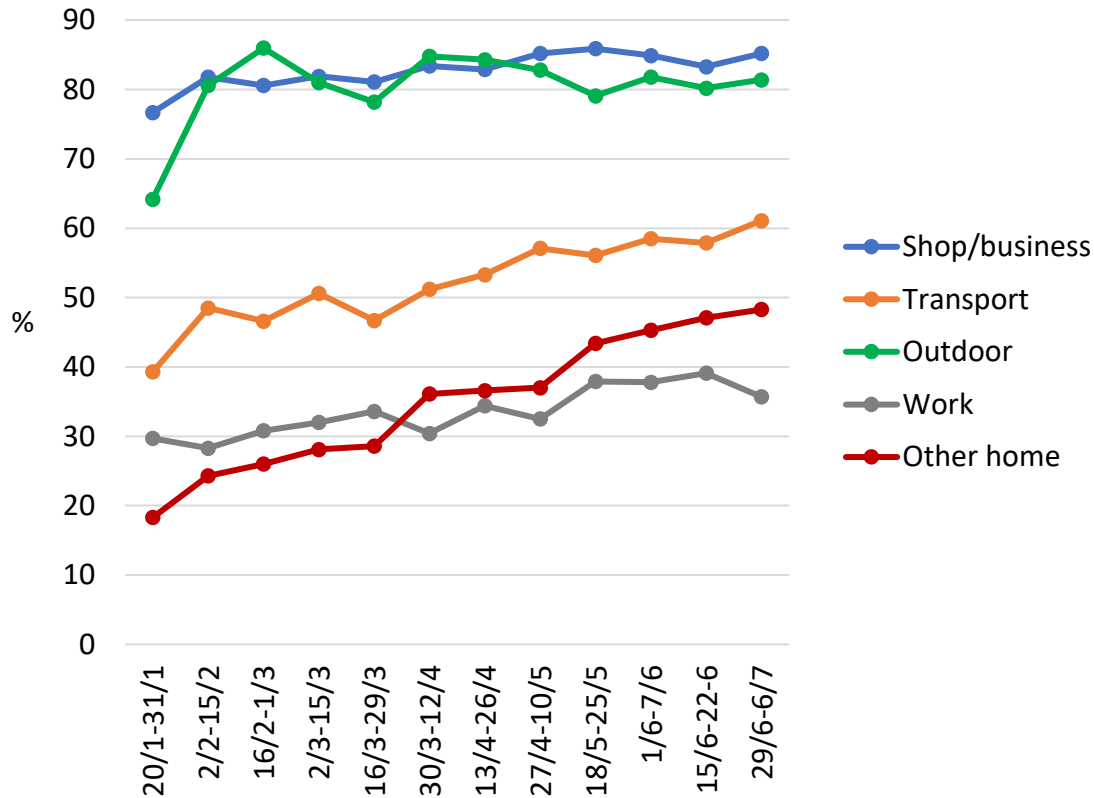
Total locations visited



The average number of locations visited has increased slowly and steadily since January.



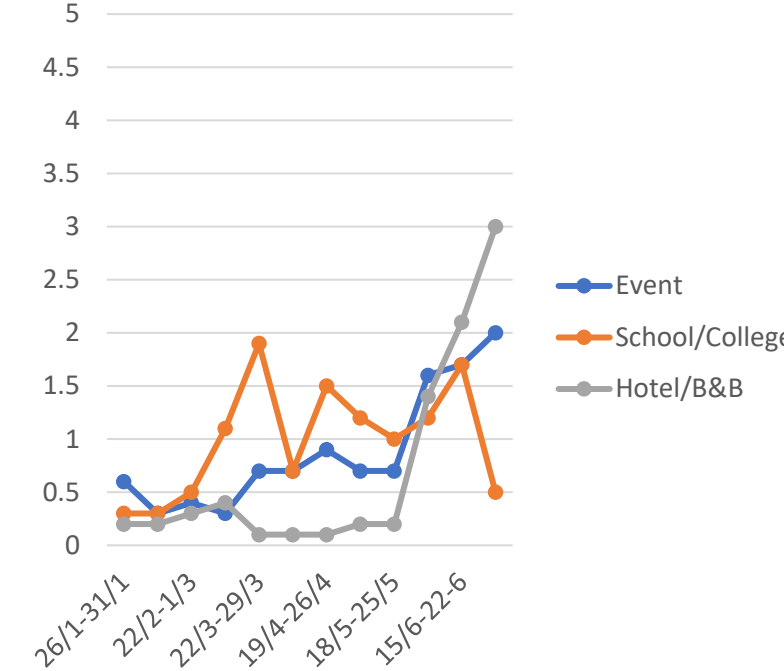
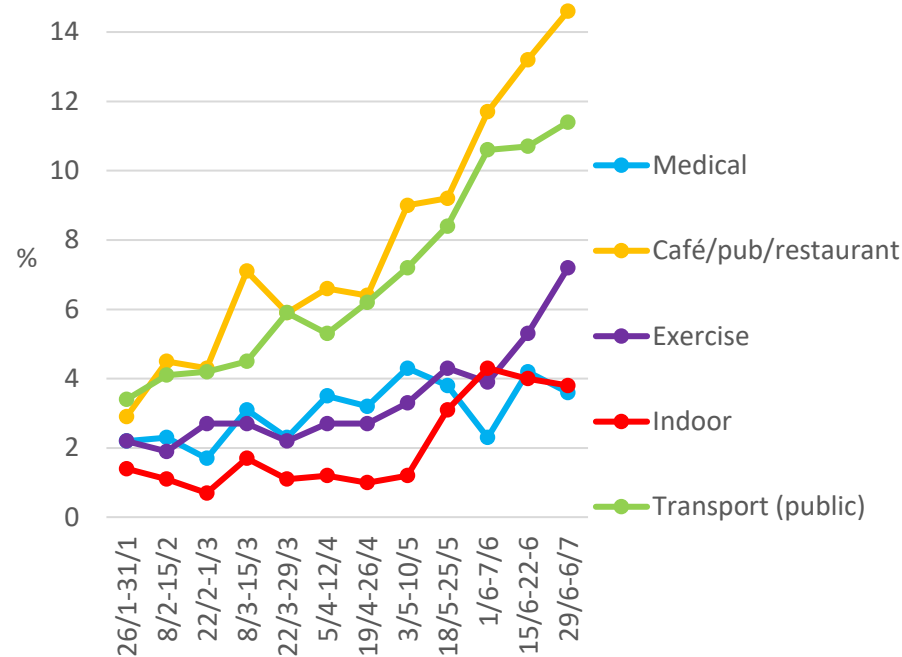
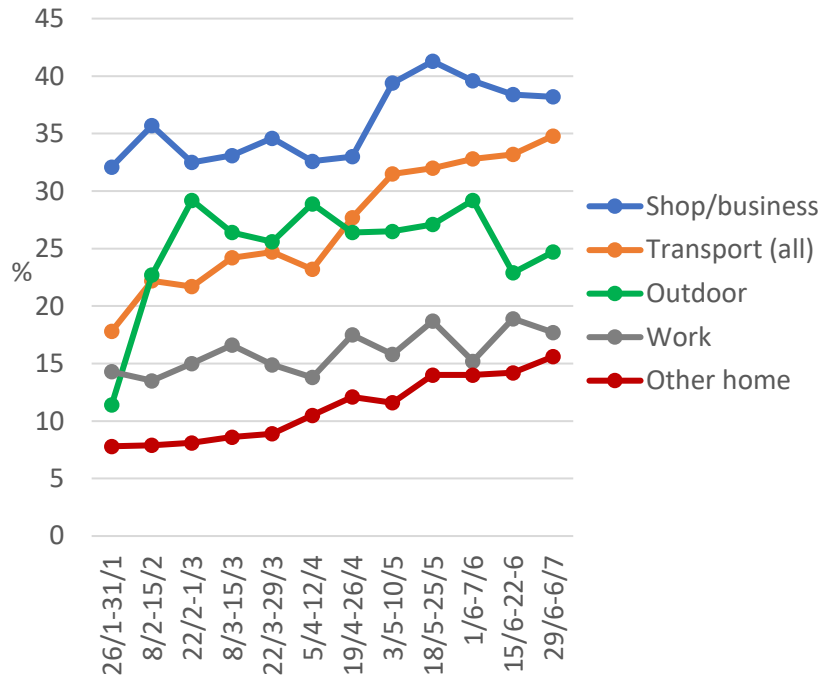
Locations visited (previous week)



The charts show the proportion of the population who had visited each location at some point during the previous week. Note the different scales on the vertical axis. There were increases in people visiting cafés, pubs and restaurants and a decrease in people visiting schools and colleges as summer holidays began.

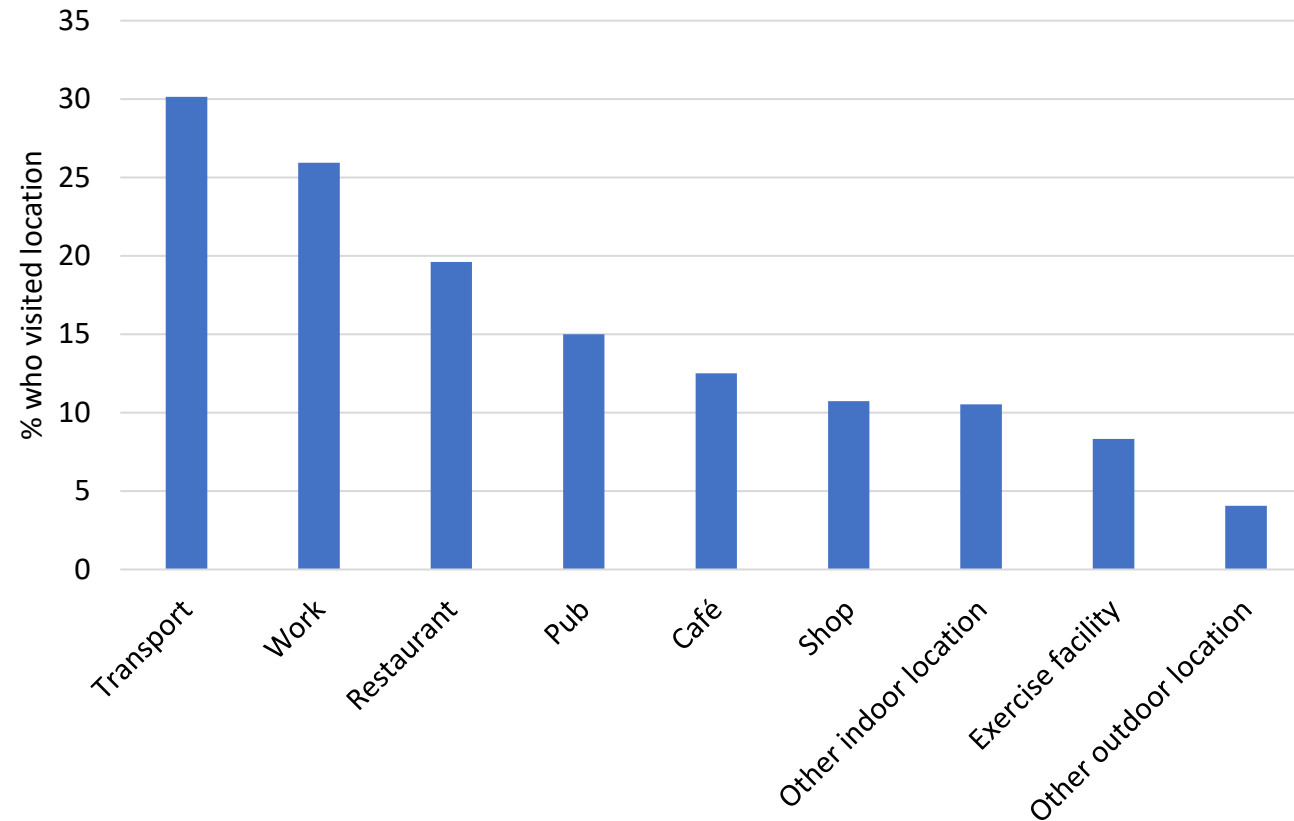


Locations visited (yesterday)



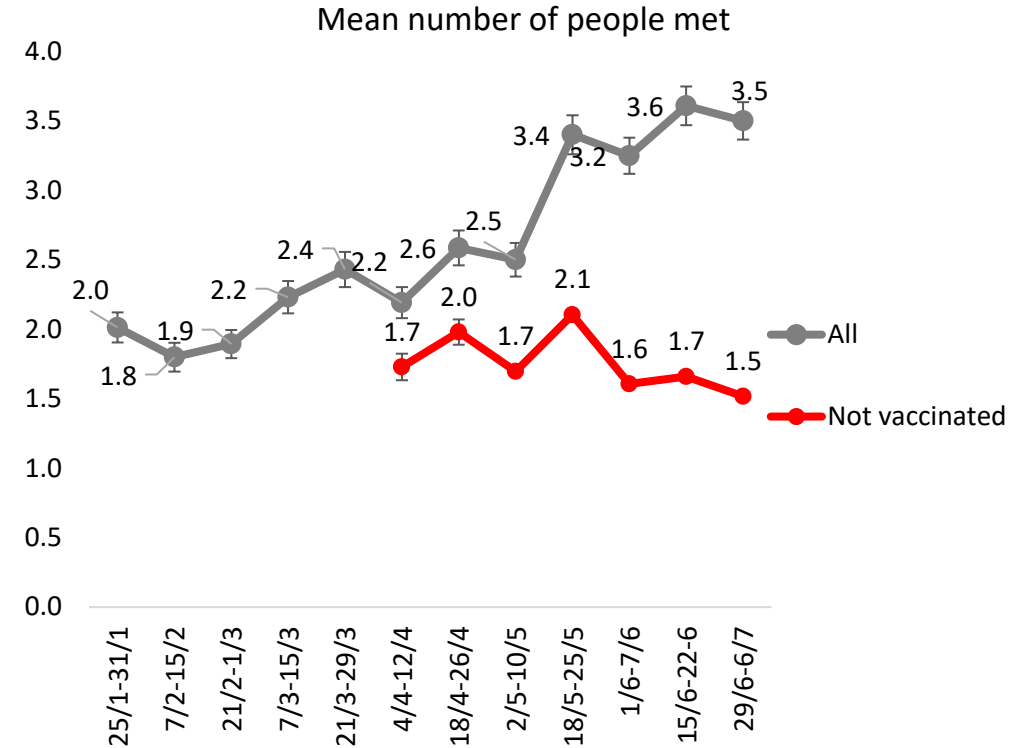
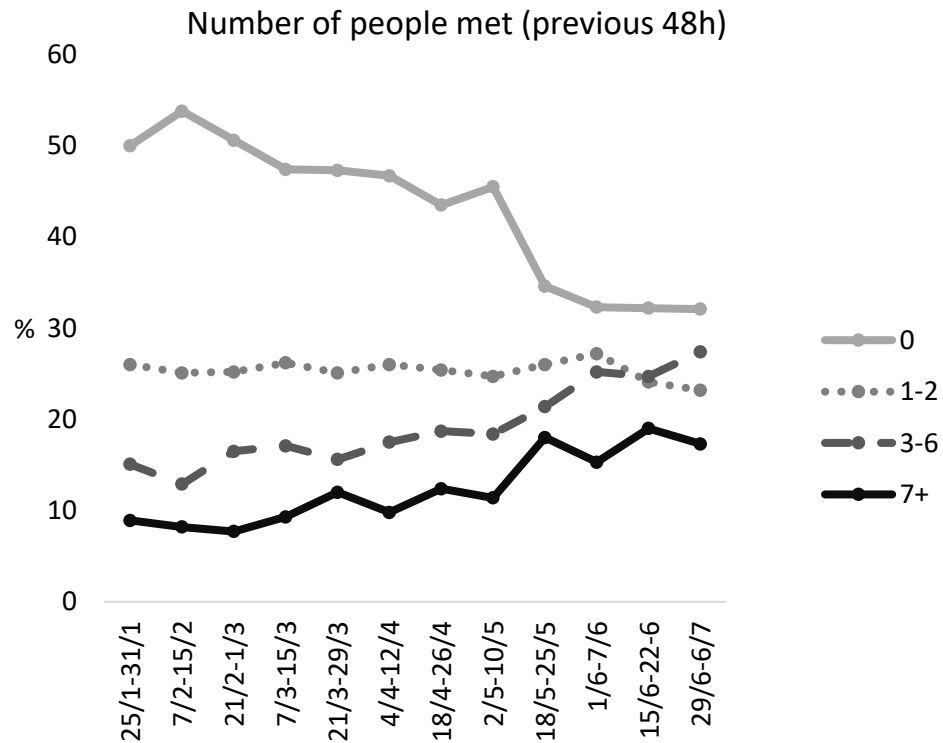
The charts show the proportion of the population who had visited each location at some point the previous day. Note the different scales on the vertical axis. Since the start of June, there have been increases in visits to exercise facilities, hotels and cafés/pubs/restaurants. This week, there was a decrease in attendance at schools and colleges due to summer holidays.

Ability to socially distance by location



This shows the percentage of people who visited each location, who said that it was difficult to keep a 2 metre distance from others while there.

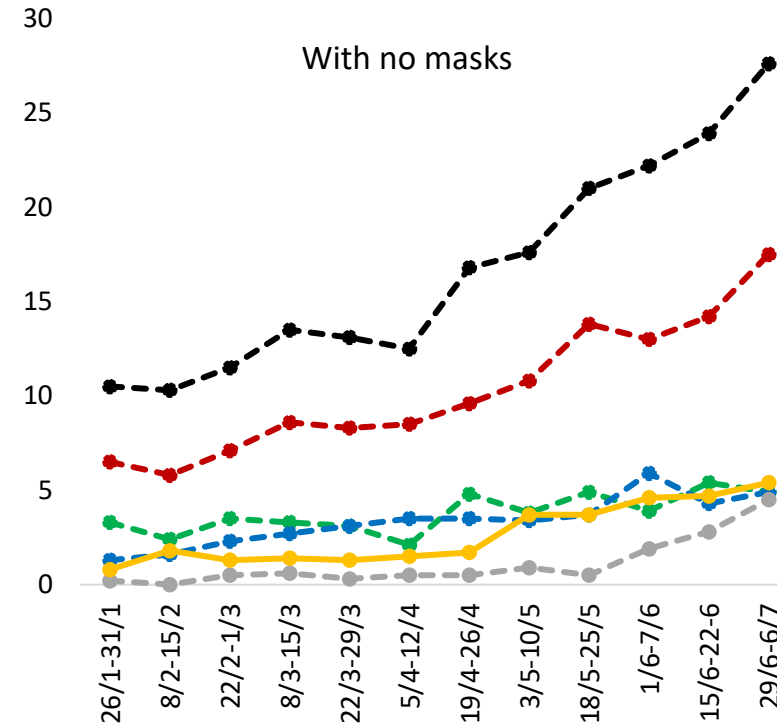
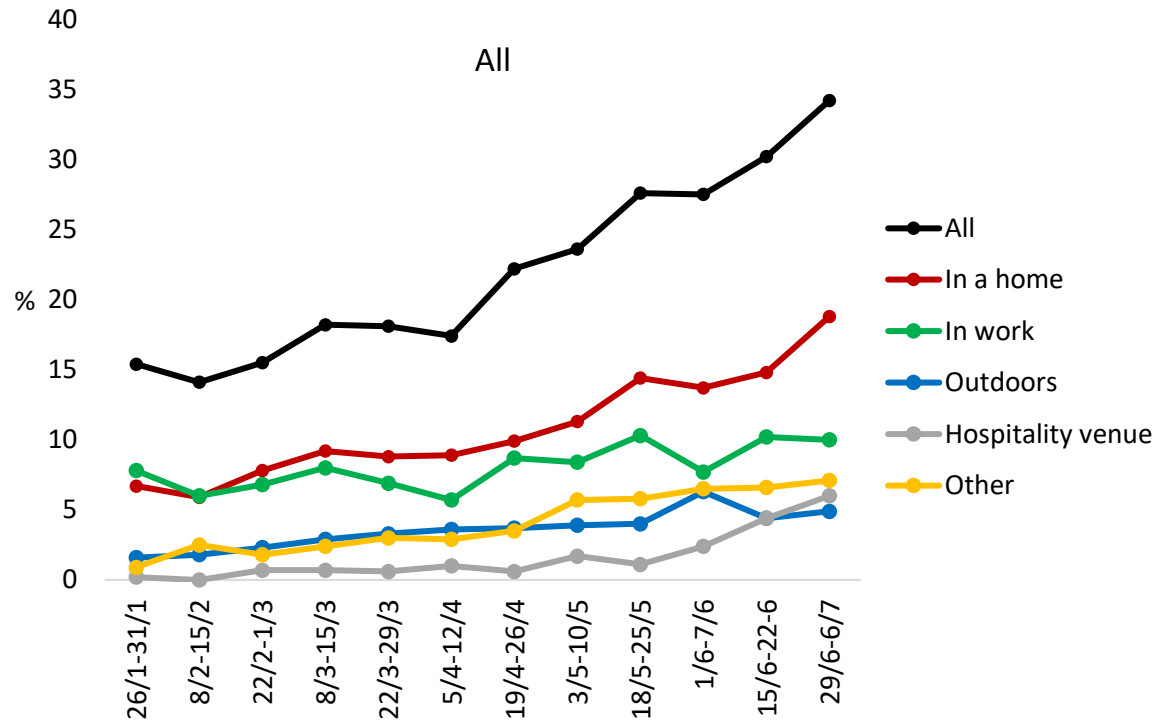
Meeting people outside the household



The number of people individuals met up with from other households remained the same overall. The number of vaccinated people met on average is higher than the number of unvaccinated people met.



Close contacts* (previous day)



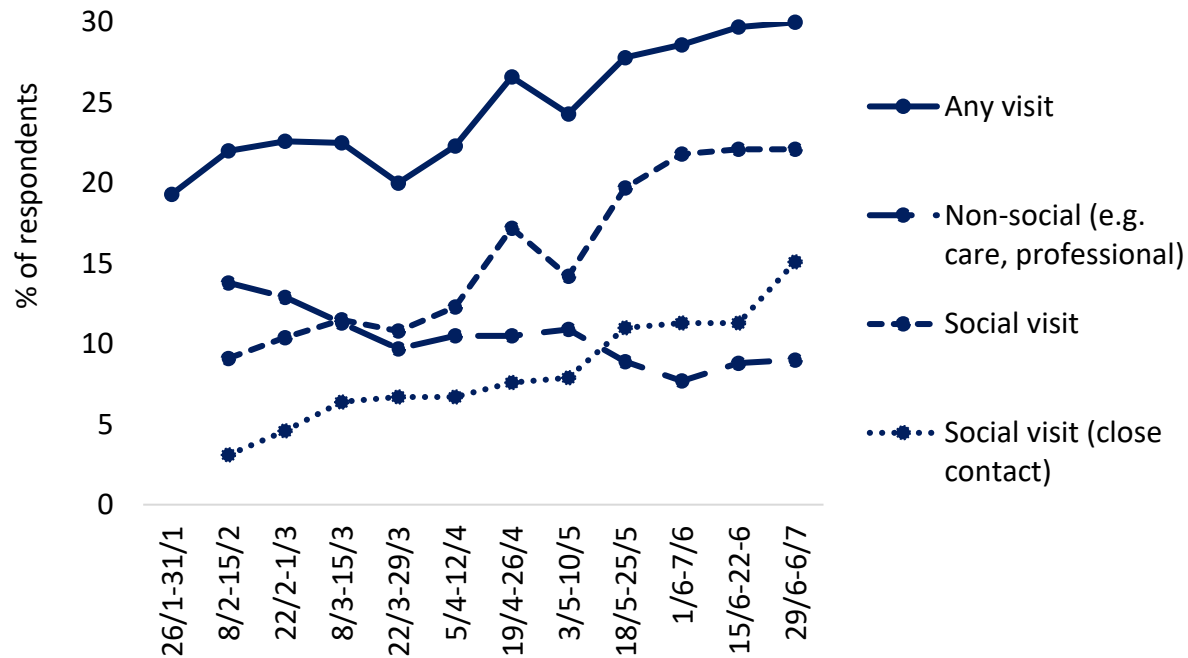
*Close contact interactions are defined as those that are likely to have lasted for longer than 15 minutes without a 2m distance being maintained at all times or that took place indoors for longer than 2 hours in a space that was not well ventilated (hse.ie).

Since early June, there has been an increase in the number of people who had a close contact interaction the day before doing the survey. The increases are mostly accounted for by increases in close contacts in private houses and in hospitality venues. These settings also account for the rise in close contact interactions where masks are not worn.

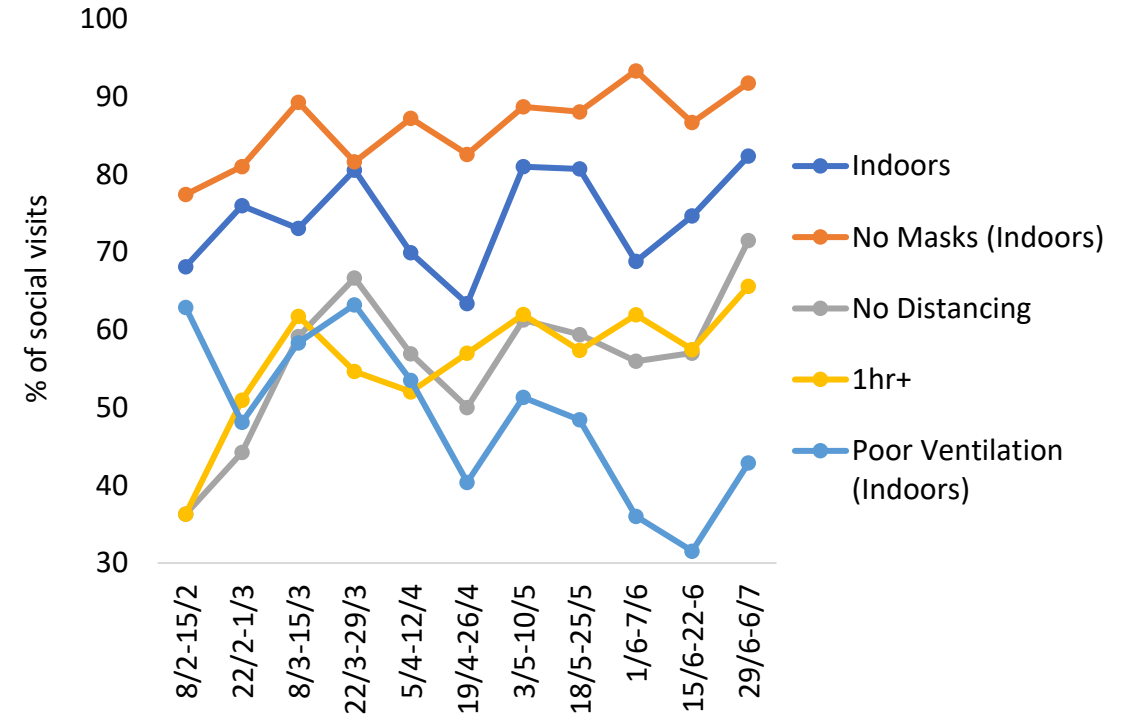
Visits to homes



Proportion who had visitors or visited another household (previous day)



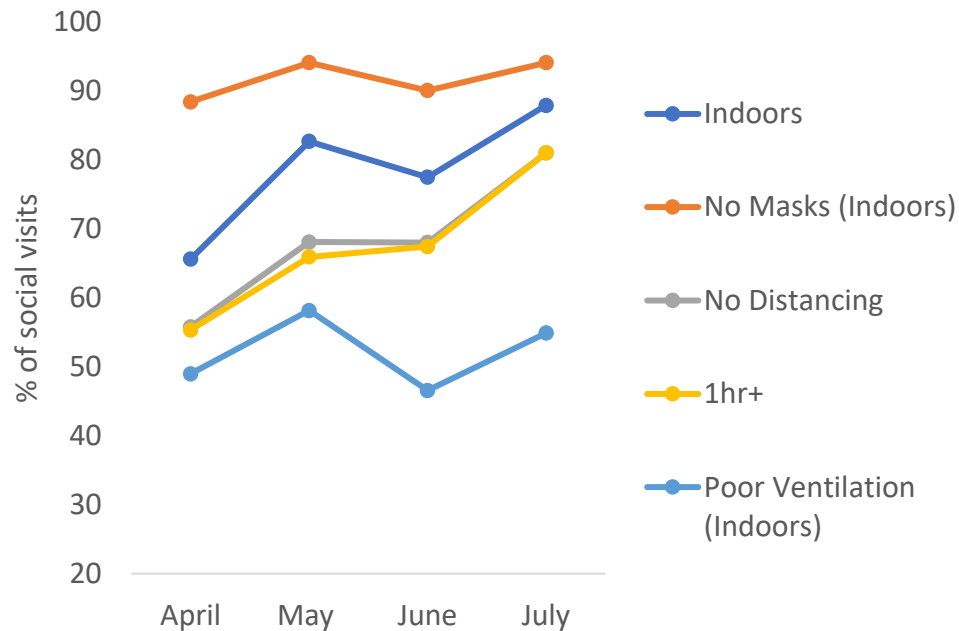
Risk factors during social visits



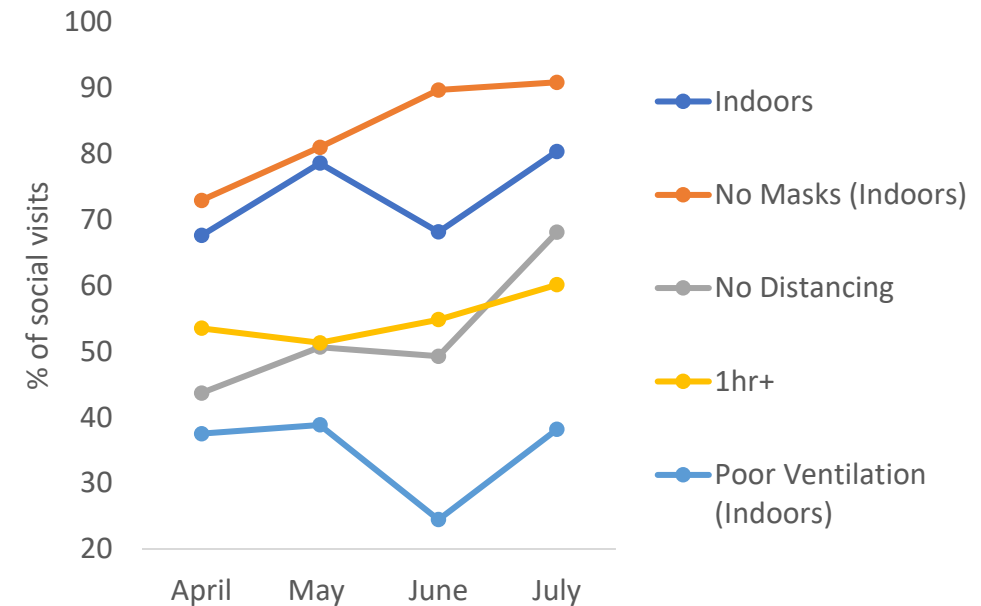
There was no significant increase in visits to homes but there was an increase in close contacts during social visits. This can also be seen in the rise in some of the risks taken during social visits.

Visits to homes by vaccination status

Risk factors during social visits by unvaccinated individuals

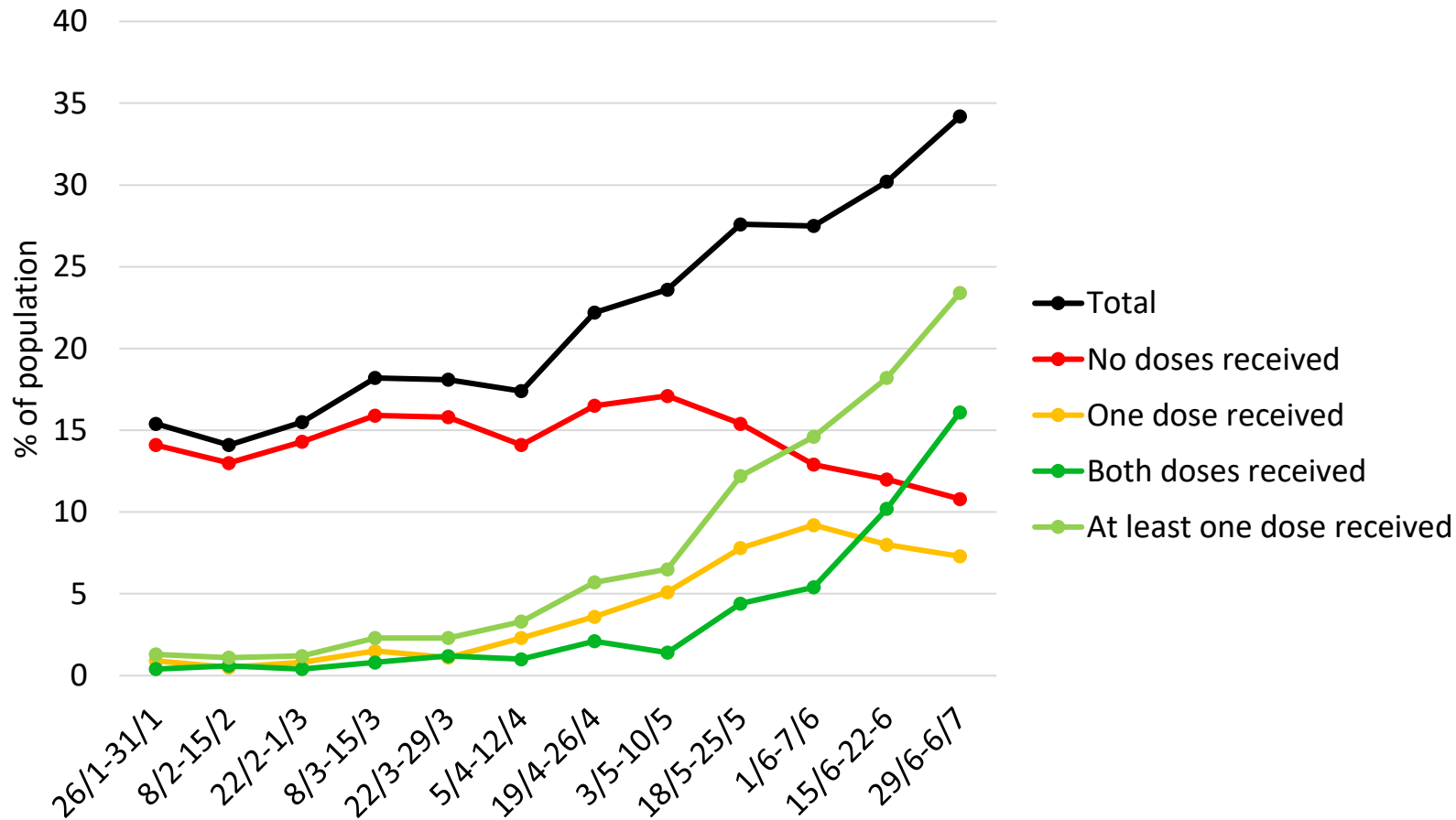


Risk factors during social visits by individuals with 1 or more vaccination doses



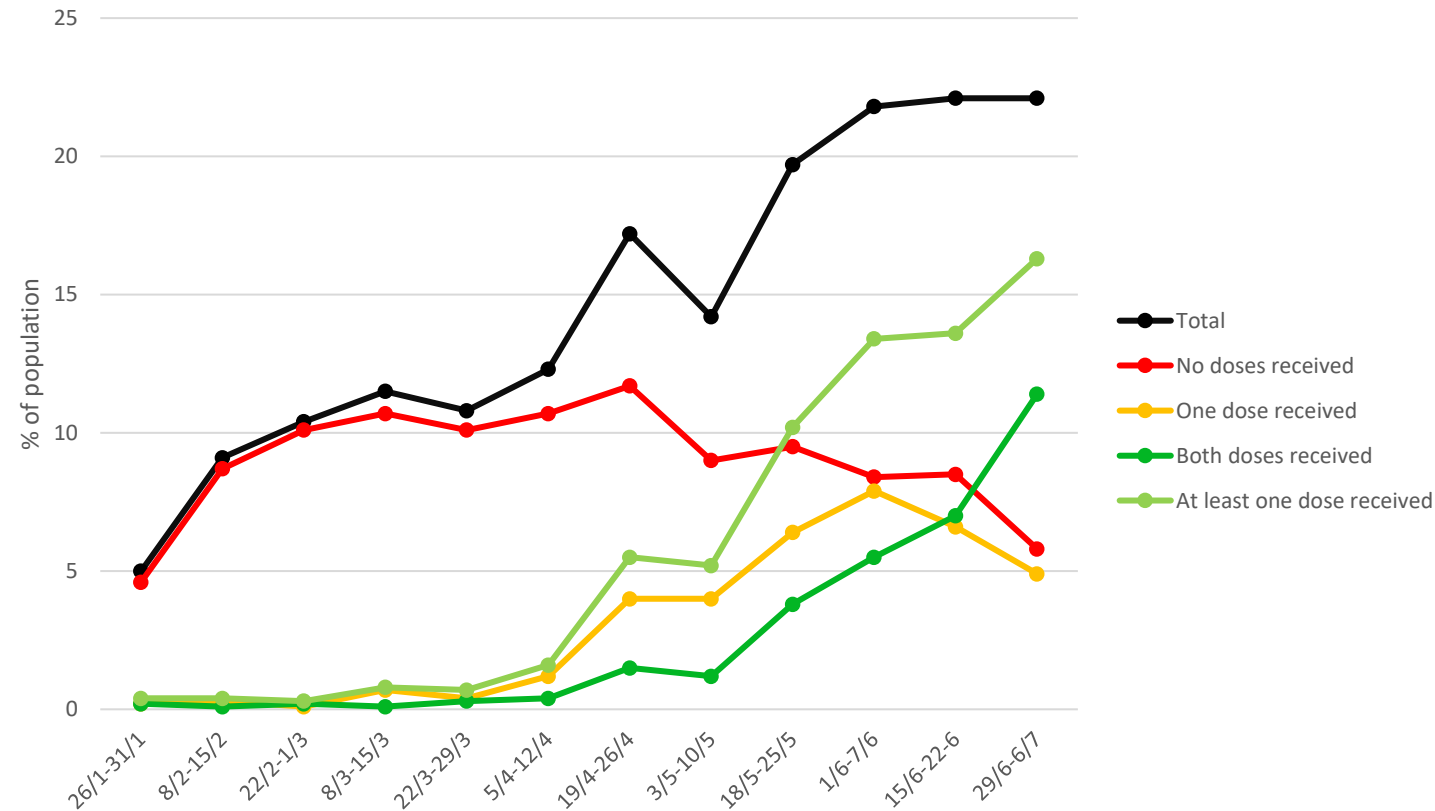
There were increases in some behaviours associated with close contact during social visits in both vaccinated and unvaccinated individuals. Unvaccinated individuals were less likely to socially distance and more likely to spend more than 1 hour in other people's homes compared to June. People who had at least one dose of a COVID-19 vaccine were more likely to be indoors, without ventilation and without distancing.

Close contacts by vaccine status



The increase in close contacts is accounted for primarily by those who have had at least one dose of the vaccine. More close contacts were had by those who were fully vaccinated than those who were unvaccinated.

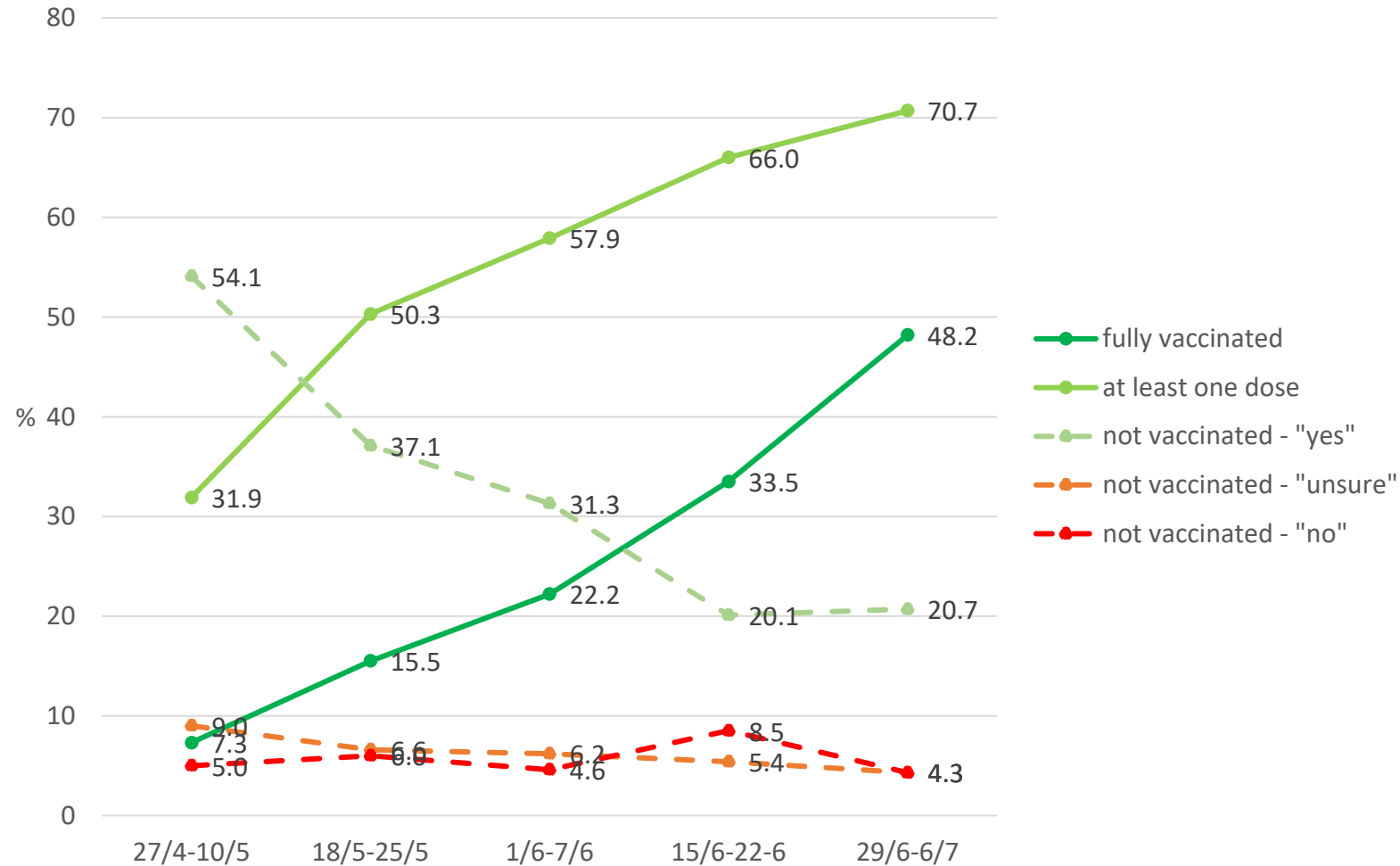
Visits to homes – vaccination status



More social visits are accounted for primarily by people who are fully vaccinated than by those who have only had one dose or who are unvaccinated.



Vaccine uptake and intention

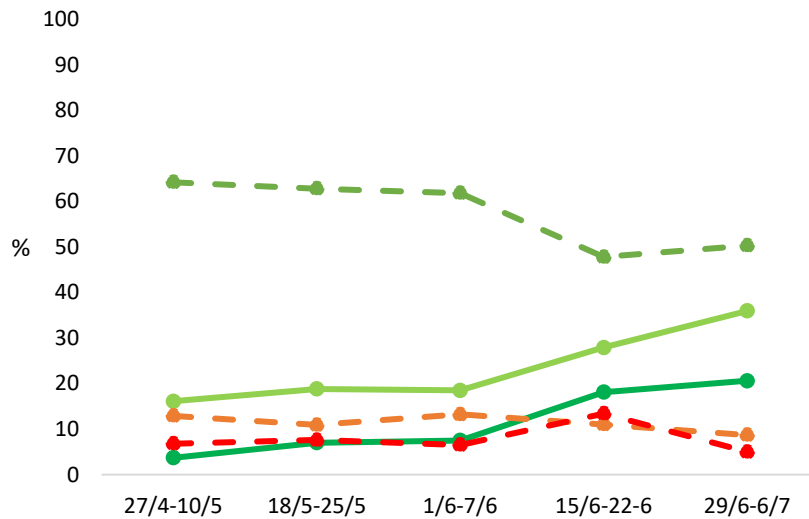


The chart on the left shows trends in vaccine status and intention over the last 10 weeks. The solid green lines show those who have been fully vaccinated or those who have received at least one dose. Dashed lines show the intention of those who have not yet received the vaccine. The previously observed increase in those who say they do not intend to take the vaccine has reduced again in this round of data collection and is now below 5%.

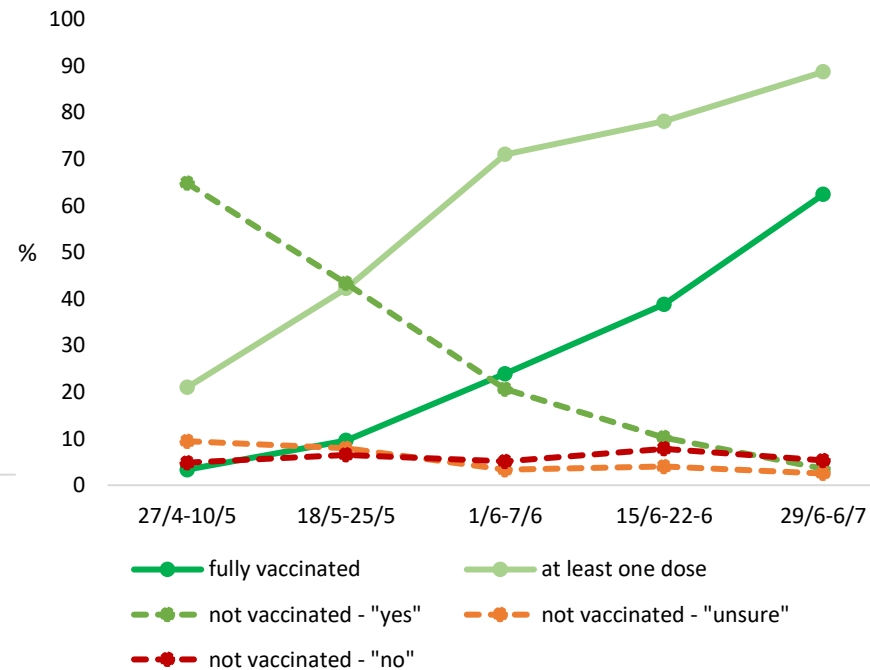


Uptake and intention by age group

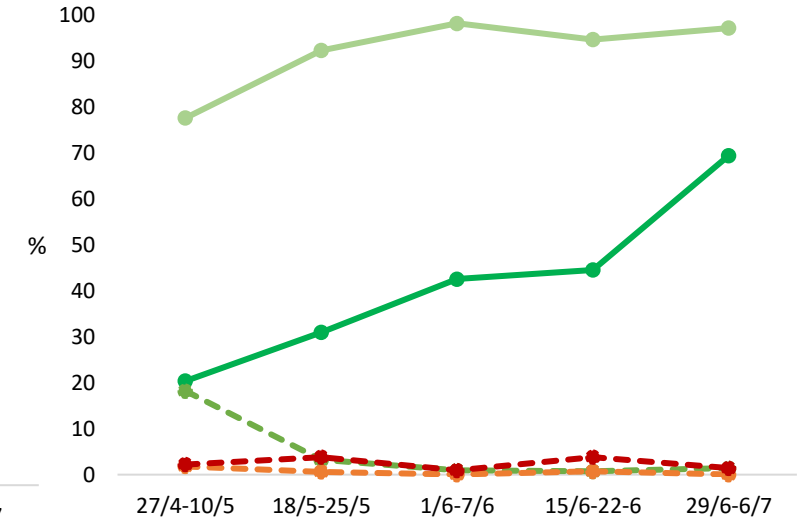
Under 40 years



40 - 59 years

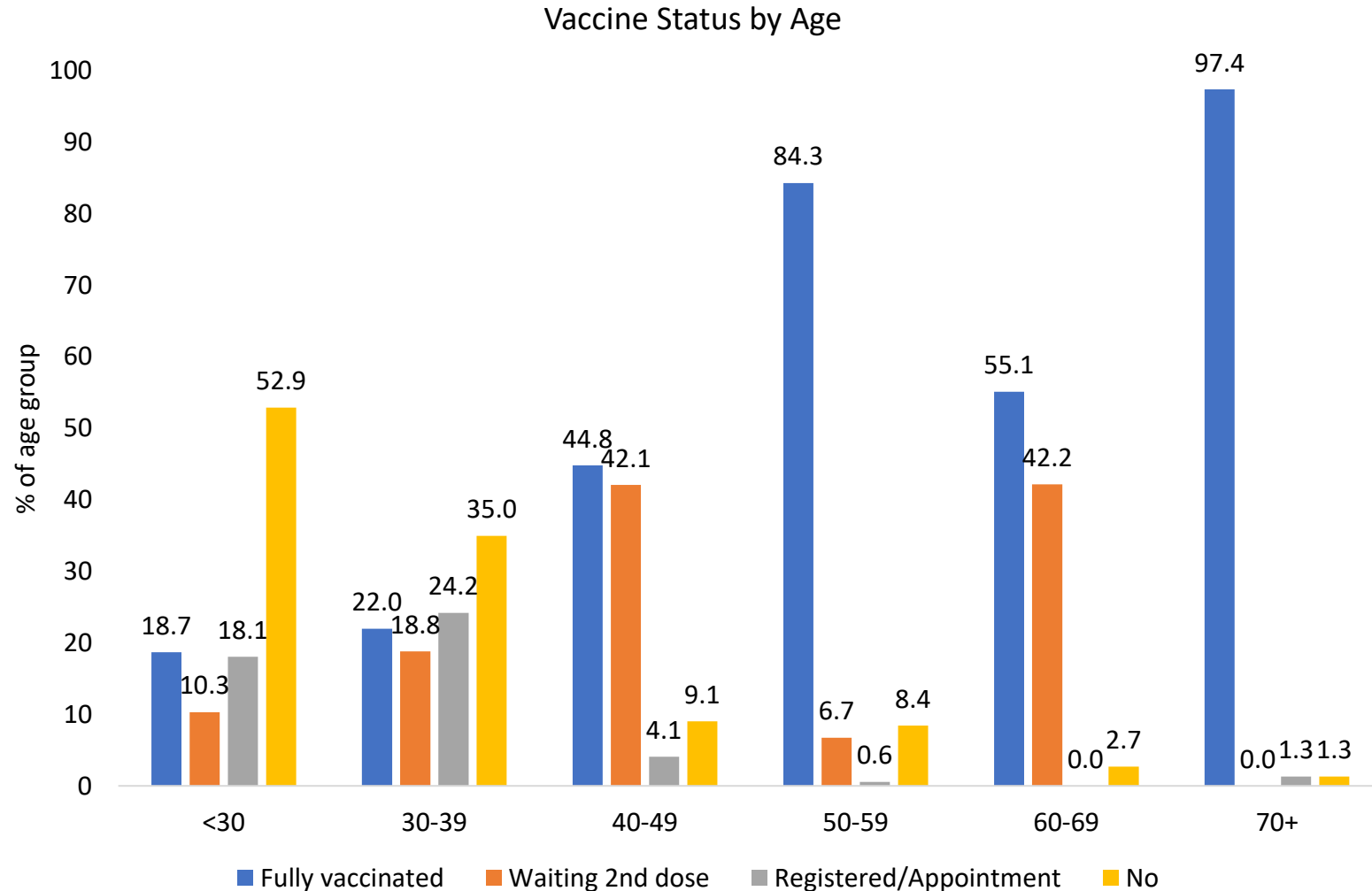


60+ years



This shows uptake of the vaccine and intention by age group. The observed increase in intention to refuse the vaccine in the younger age group was not maintained in this wave. There has been an increase in those who have at least one dose.

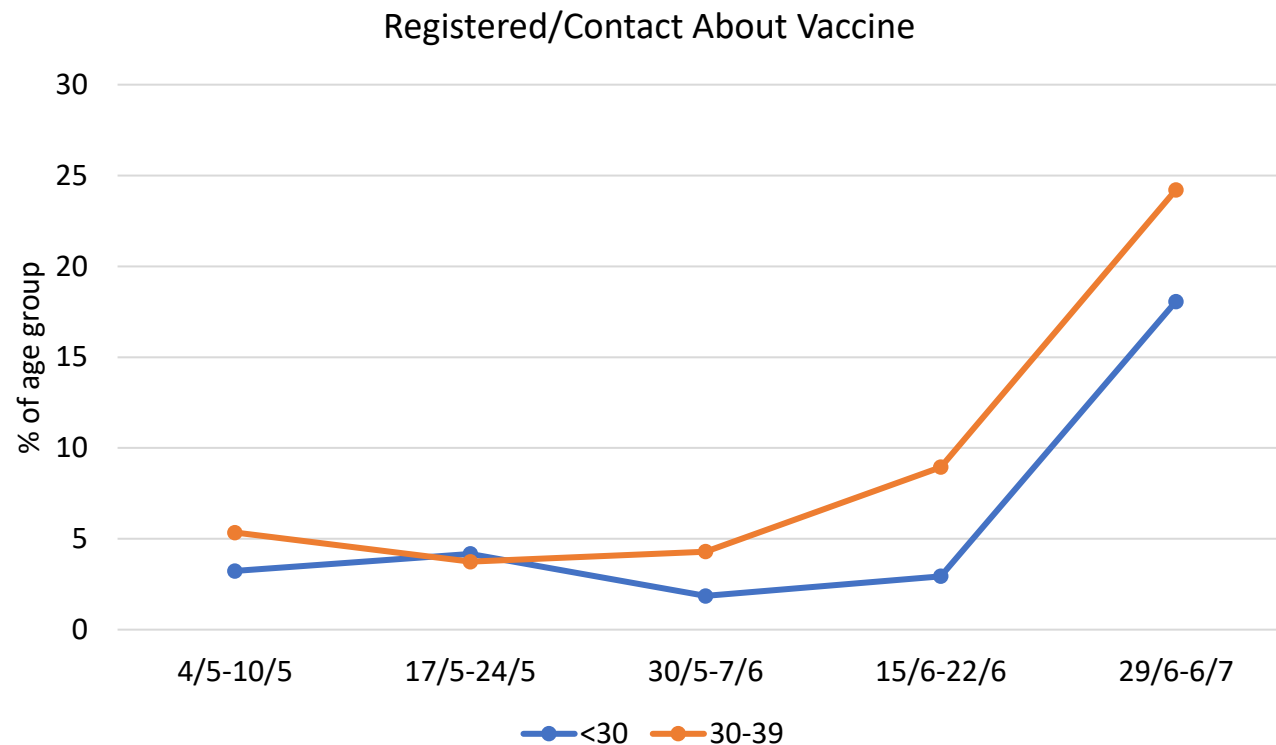
Vaccine Status by Age



Almost all over 70s report being fully vaccinated, alongside 84% of those aged 50-59. Just under half of 60-69 year olds and 40-49 year olds report waiting for their second dose. Nearly 1 in 5 under 30s have now registered for a vaccine even though registration for most is only available through pharmacies and was only announced on 2nd July.

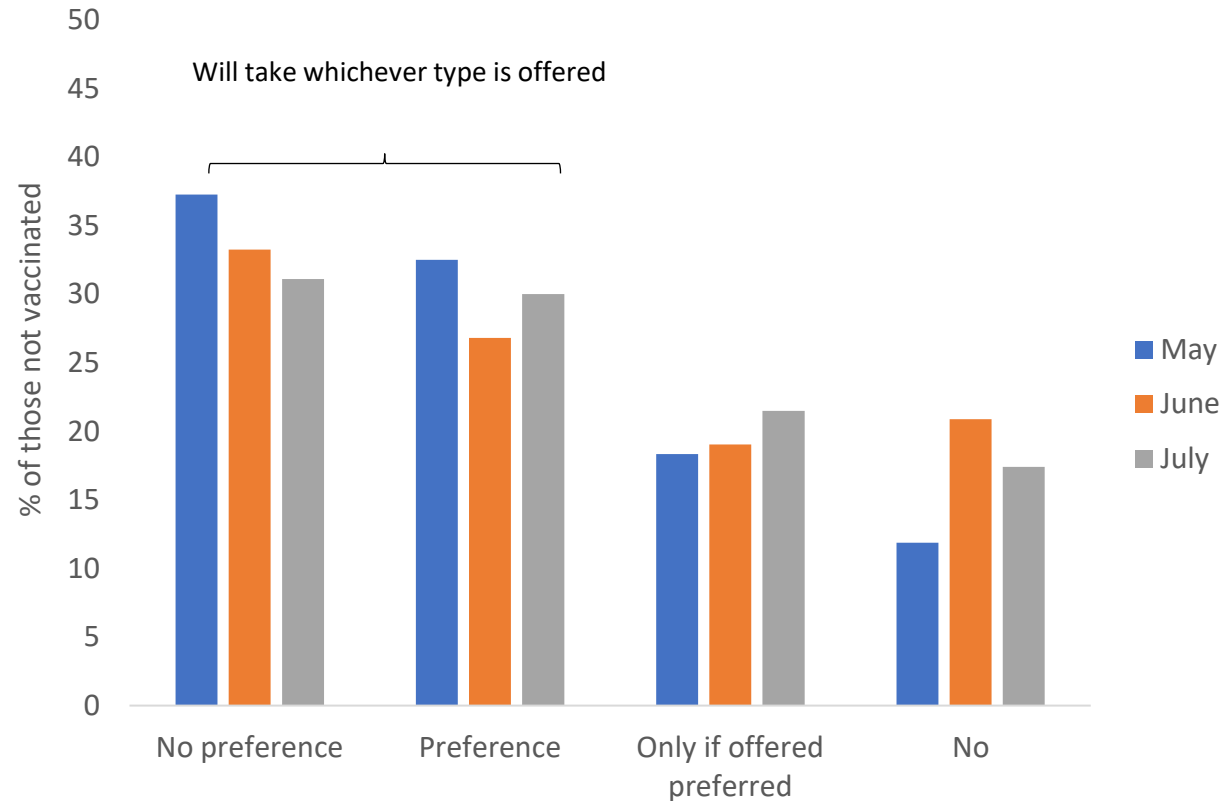


Registration for vaccine by age



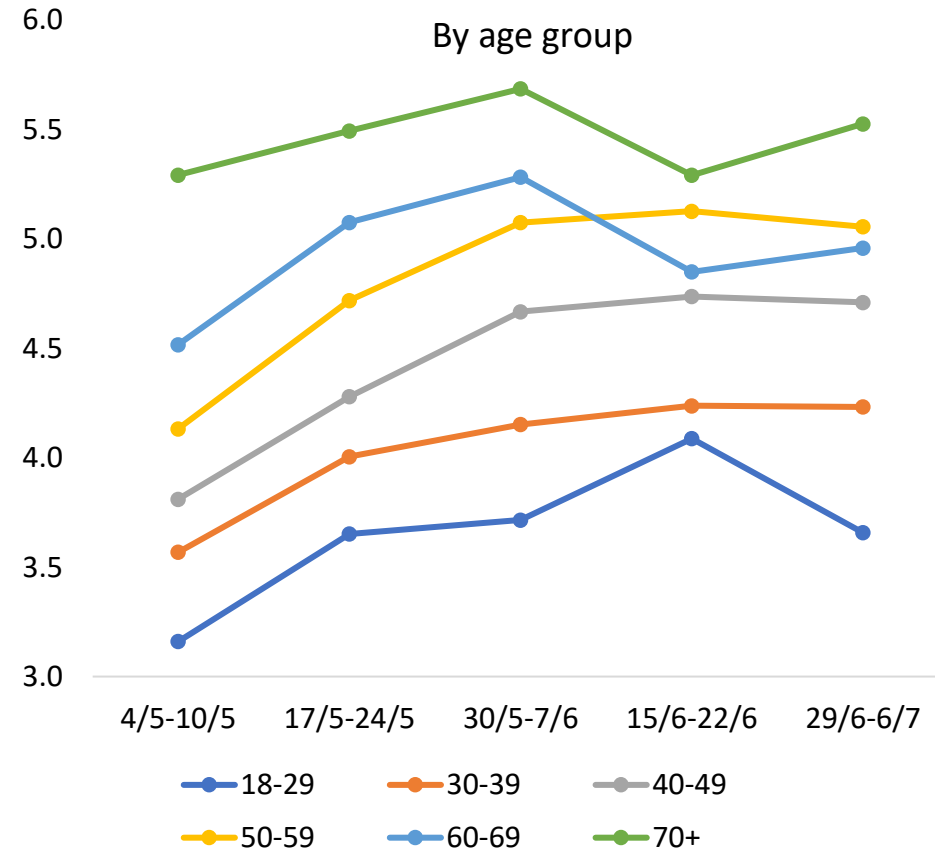
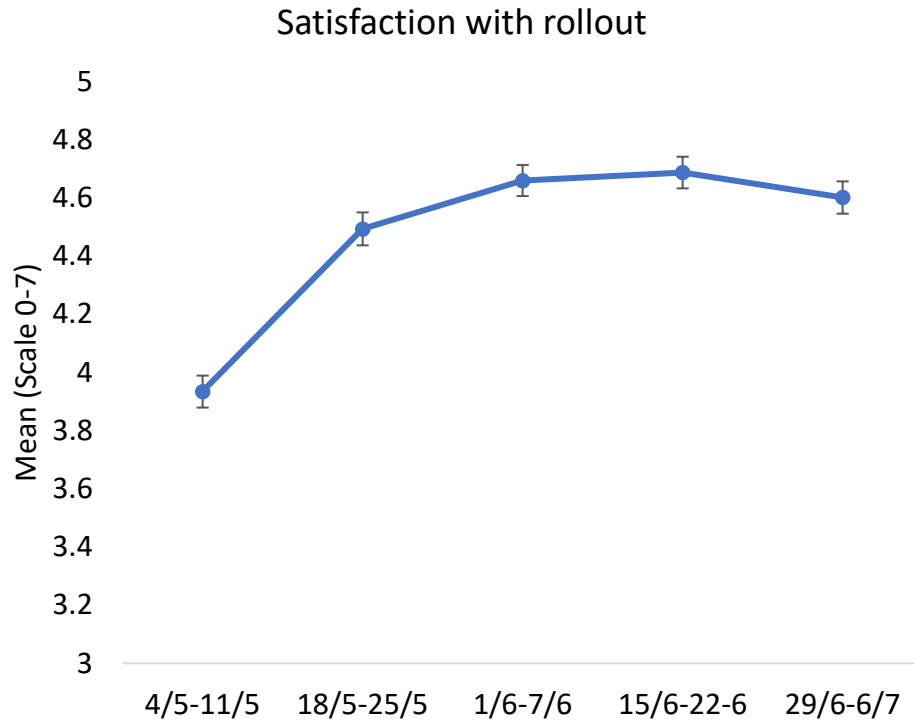
There has been a sharp increase in the percentage of the population under 40 who have now registered for a vaccine.

Vaccine Preference



Most people will take any vaccine offered to them, even though half of these have a preference. 1 in 5 say they will only take their preferred vaccine. Of those with a preference, the most preferred is the Pfizer vaccine and the least preferred is the AstraZeneca vaccine.

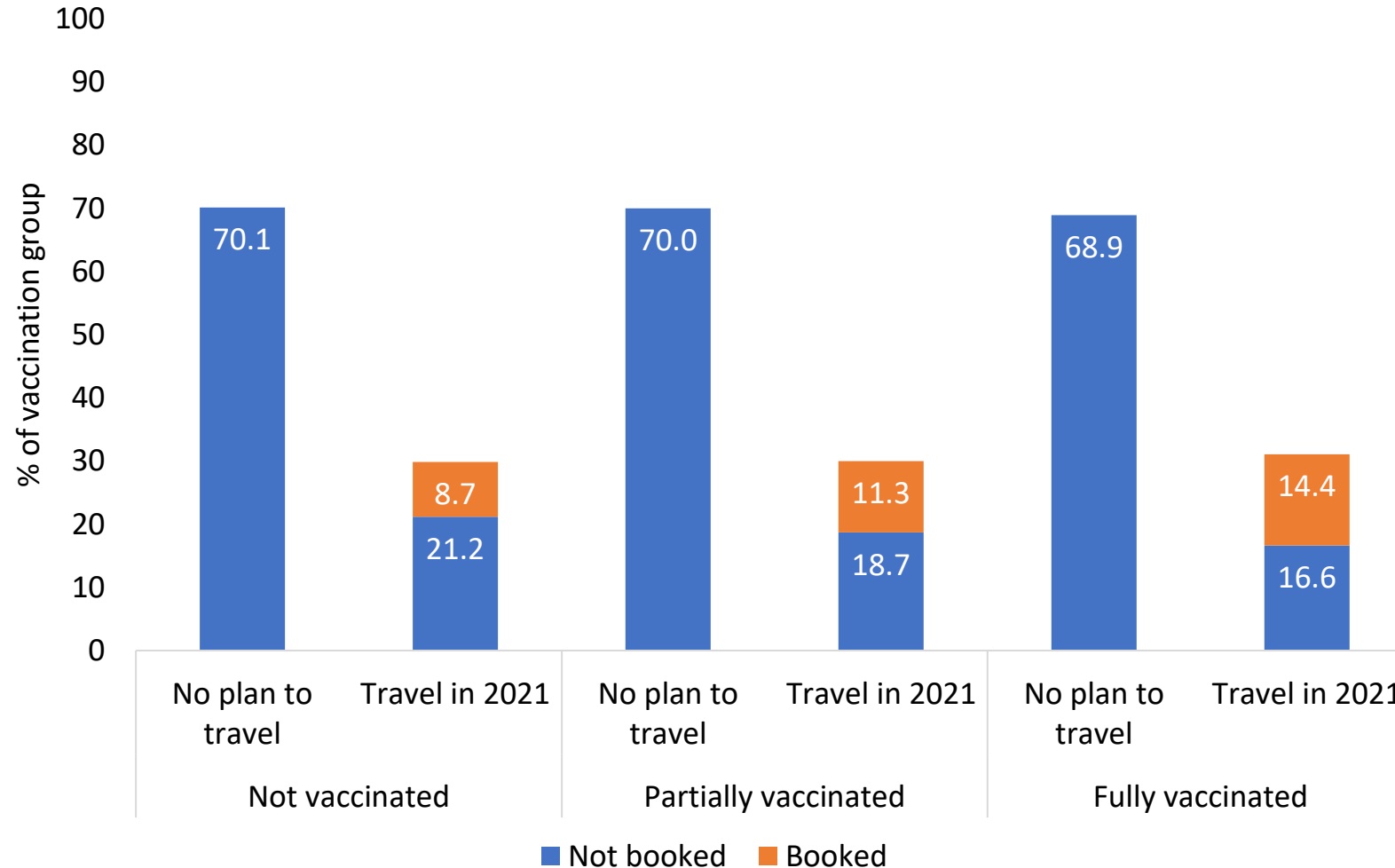
Vaccine rollout satisfaction



Satisfaction with the rollout has increased since early May but has not changed significantly in any age group this wave.

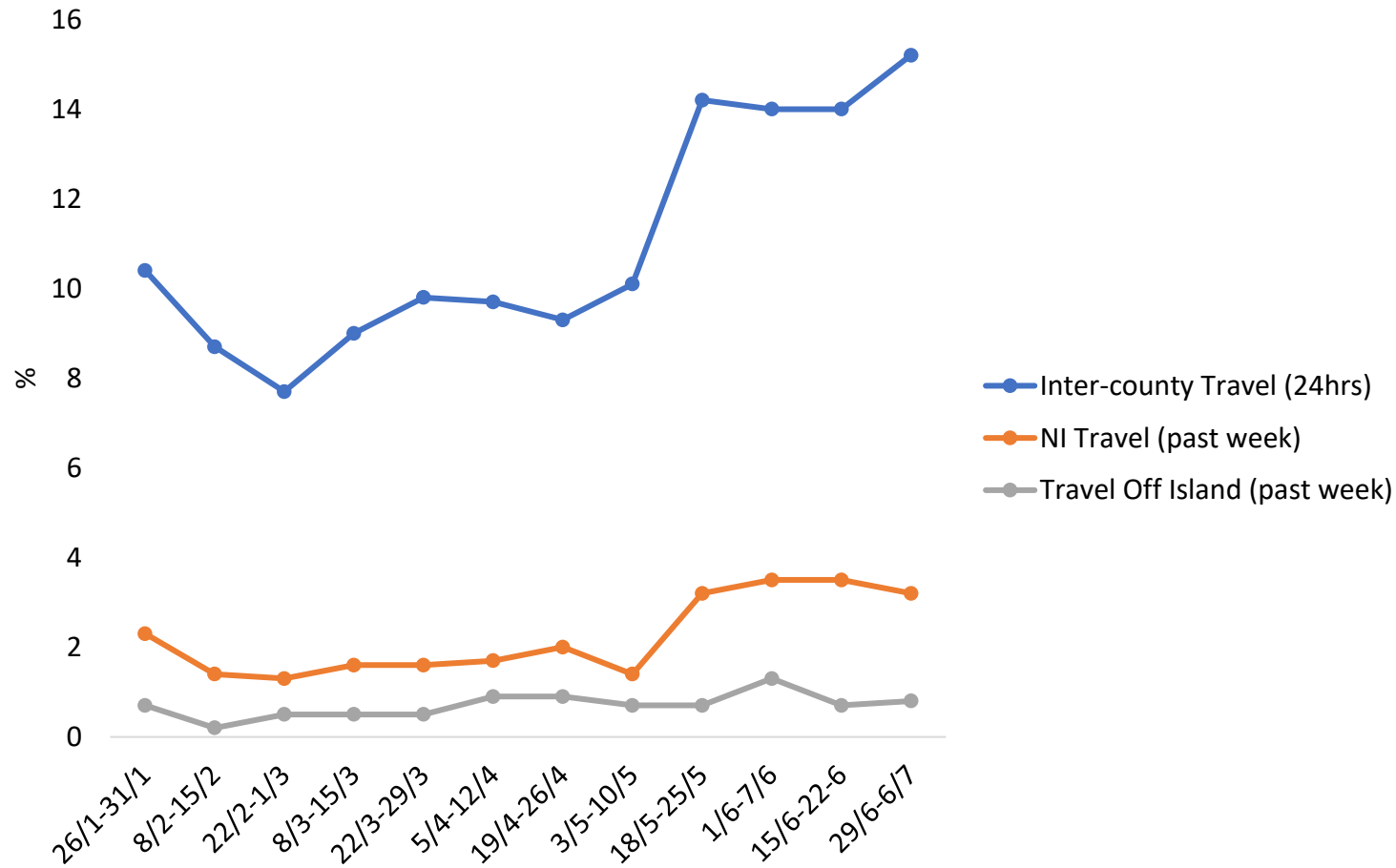


Travel by vaccination status



The majority of people (70%) do not intend to travel internationally in 2021. People who have been vaccinated are not more likely to intend to travel than those who are not vaccinated, but they are more likely to have booked if they intend to travel.

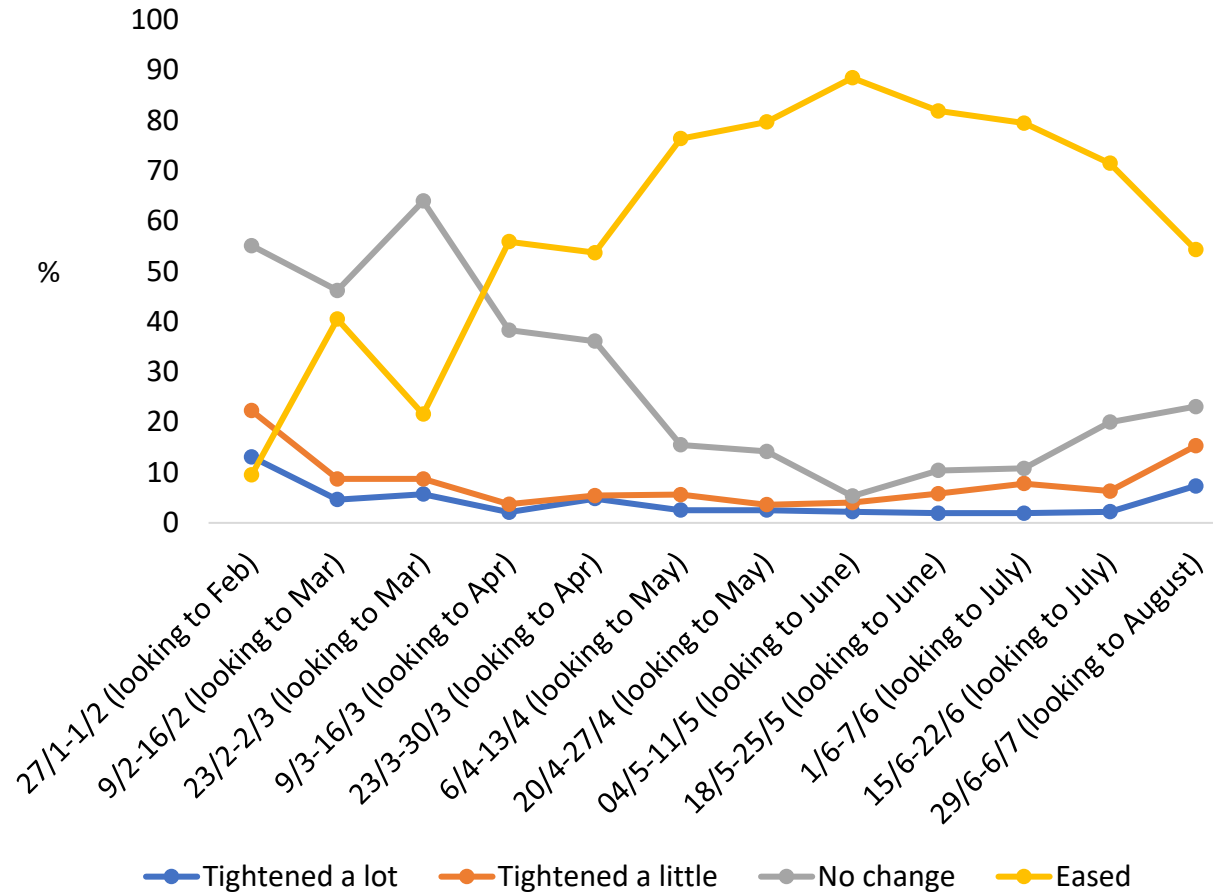
National and international travel



There has been a small, non-significant increase in the percentage of people travelling outside their county in the previous day but no change in the percentage travelling into Northern Ireland or outside the country in the previous week.

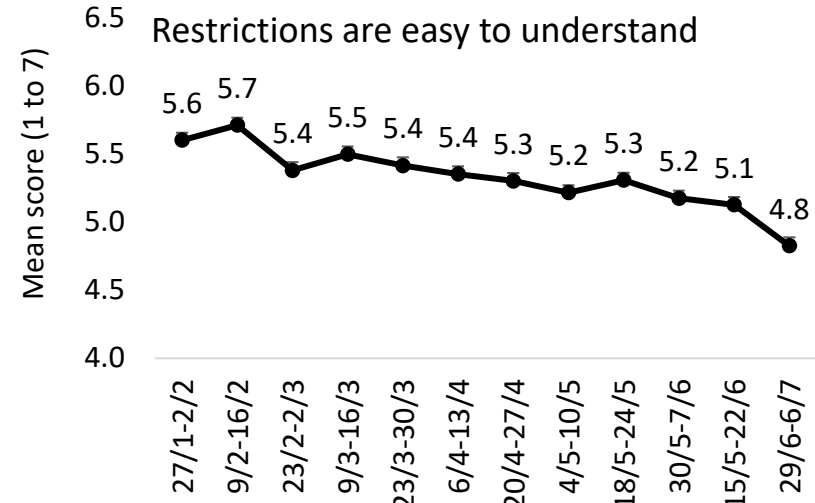
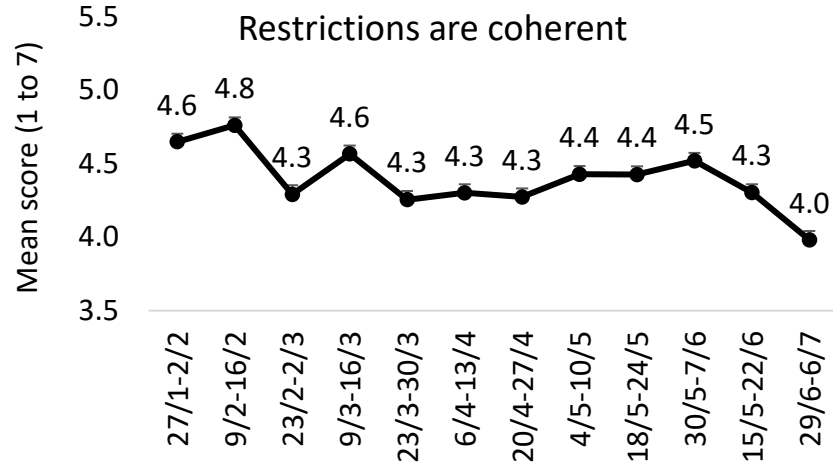


Expectations for easing restrictions (next month)

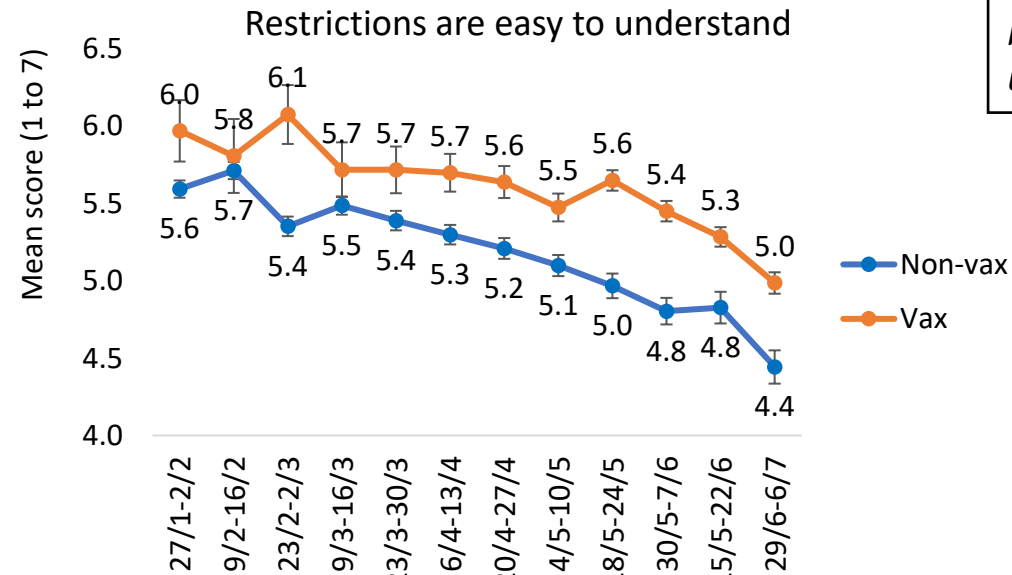
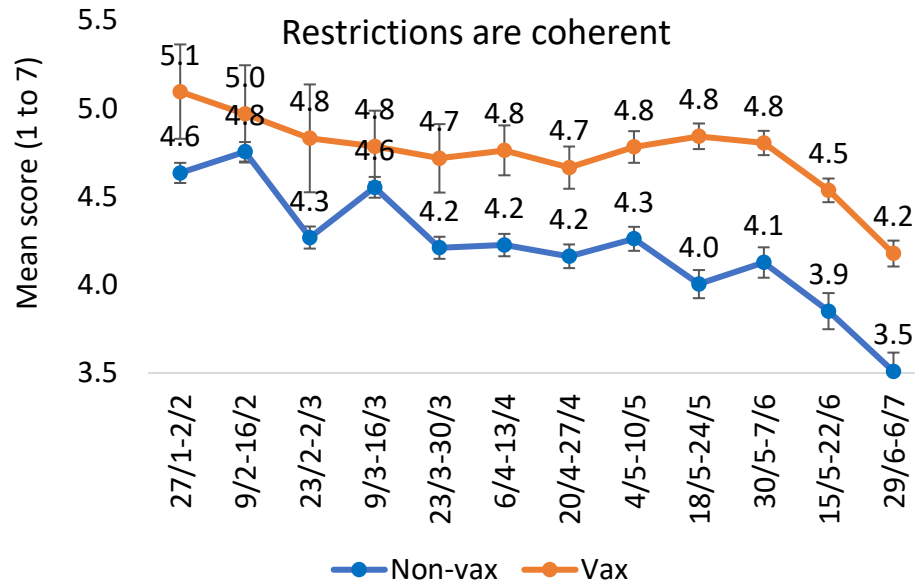


There has been an increase in the percentage of people expecting some tightening of restrictions next month, possibly in light of discussion about the Delta variant. Note that this data was collected after the announcement of the delay to allowing indoor dining and before the decision on indoor dining for vaccinated people was announced.

Key psychological variables



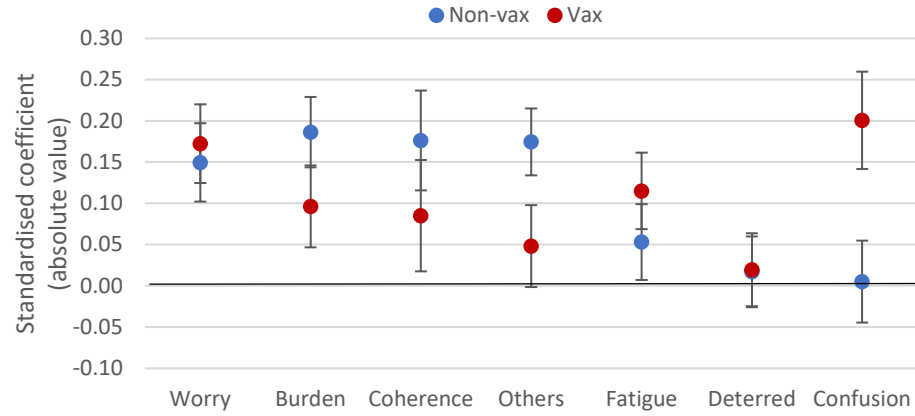
There has been a decline in the extent to which people find restrictions coherent and easy to understand. The decline has been in both vaccinated and unvaccinated individuals.



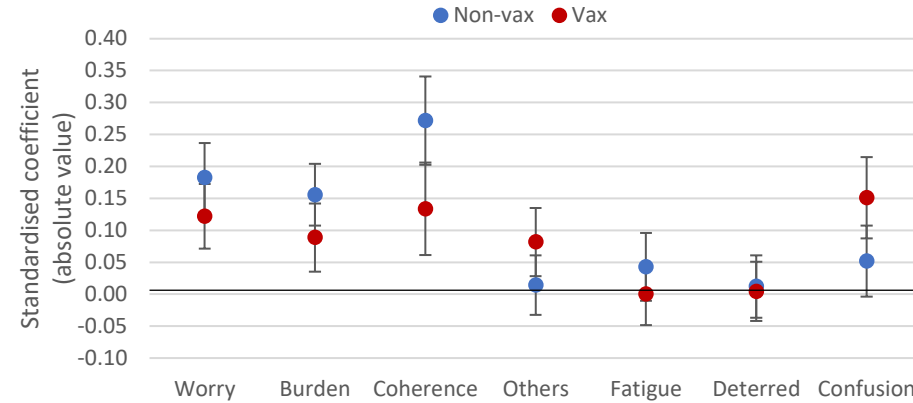
Predictors of behaviour



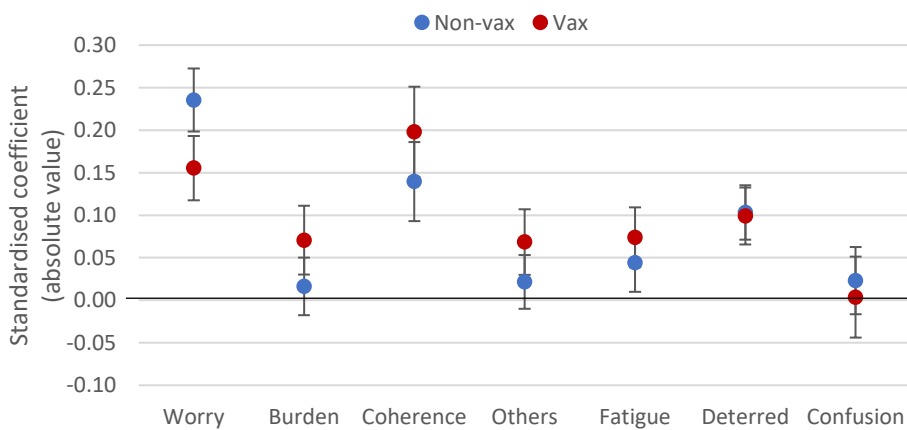
Likelihood of Close Contact
(all waves)



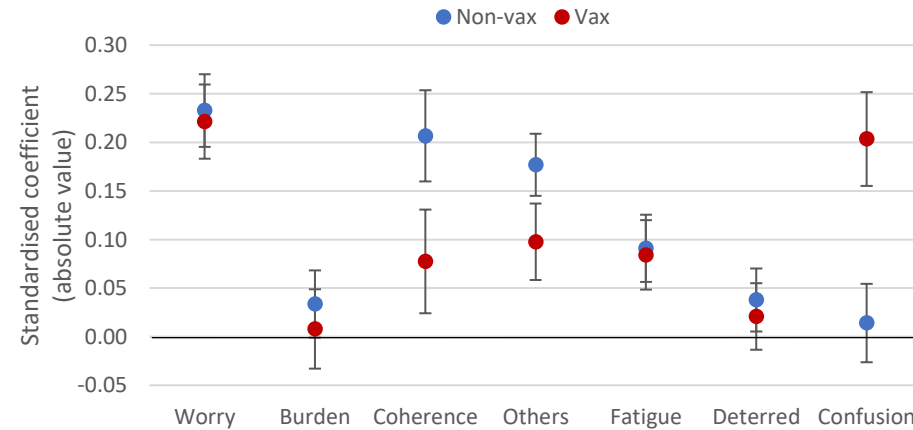
Likelihood of Social Visit
(all waves)



Likelihood of Meeting More People
(all waves)



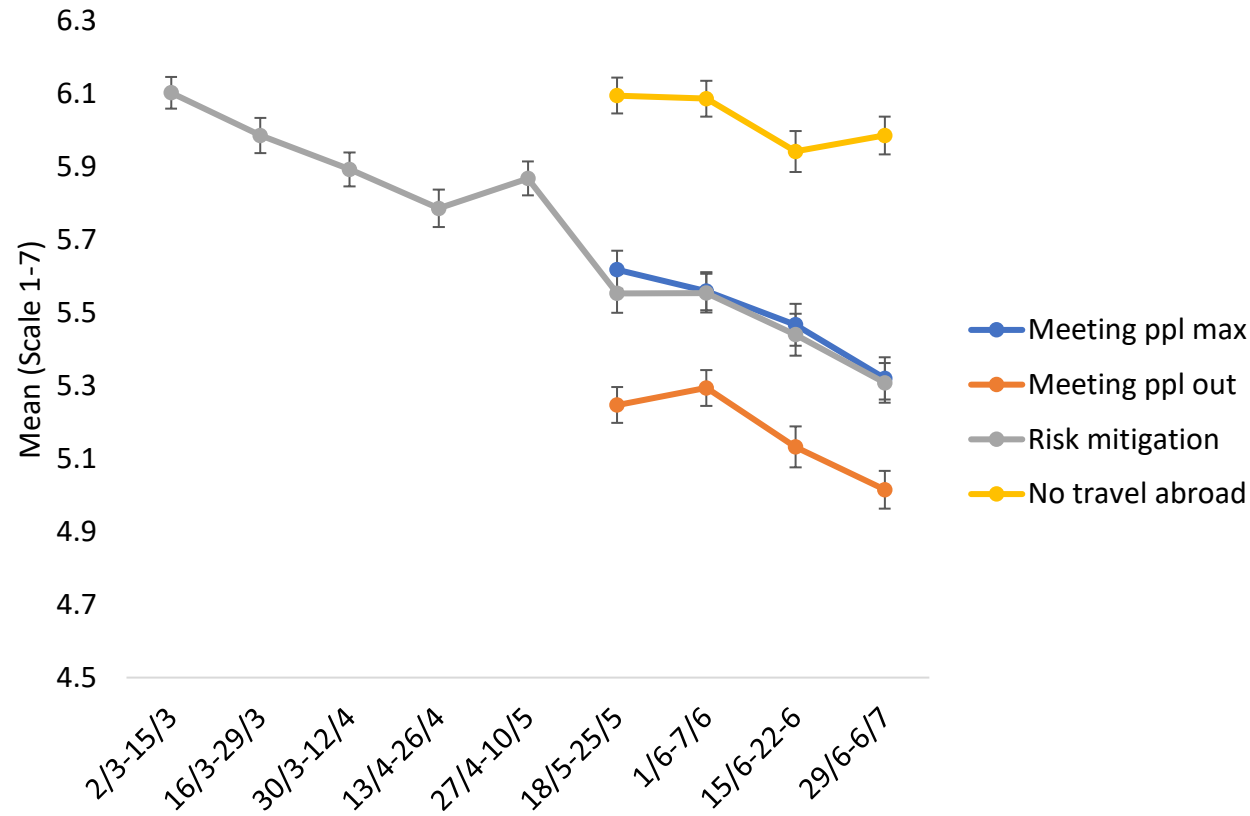
Caution
(all waves)



These charts show the psychological factors most strongly correlated with having a close contact, a social visit, meeting more people and taking more caution. Data are from the last 6 rounds (6th April-6th July). What influences the behaviour of people who have received at least one dose of the vaccine differs from what influences those who are not vaccinated. Worry and how coherent people find the guidance is associated with behaviour in both groups. The largest difference concerns how confusing people find the guidance, which substantially influenced the behaviour of people who have received at least one vaccine dose.



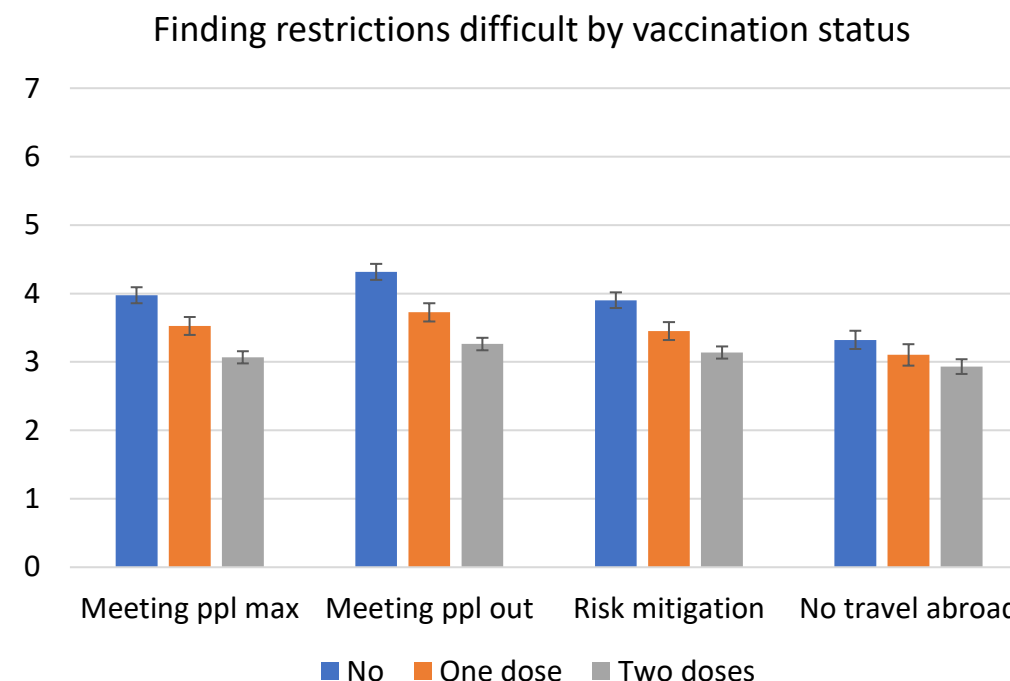
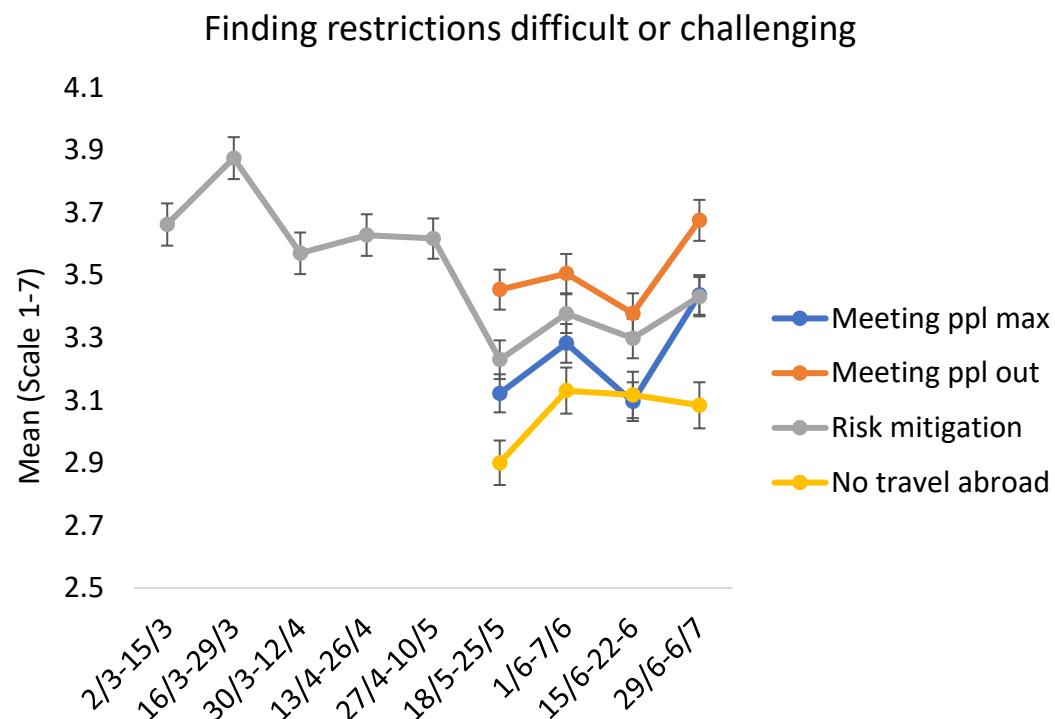
Commitment to restrictions



There has been a decline in how committed people say they are to following guidelines about the maximum number of people they can meet, about meeting outdoors and about mitigating risk when meeting. There has been no decline in the extent to which people say they are committed to avoiding non-essential travel abroad.

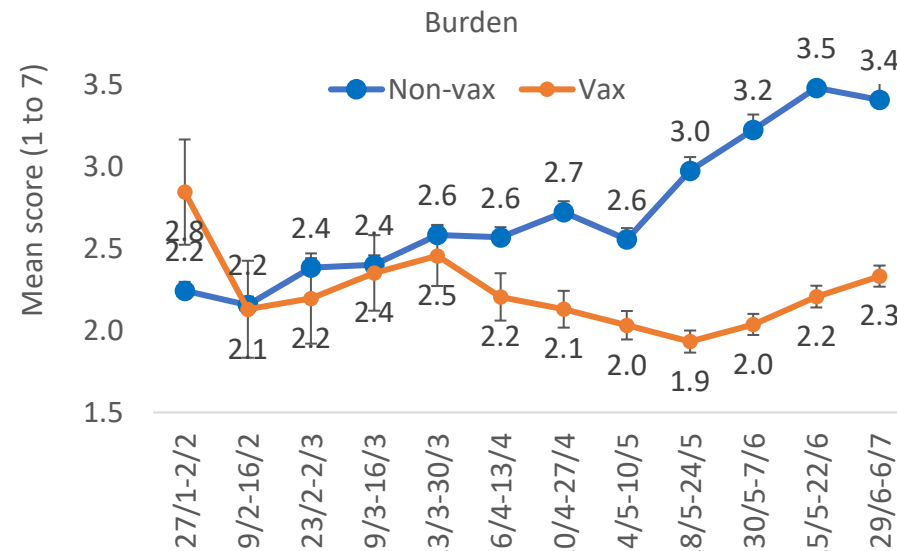
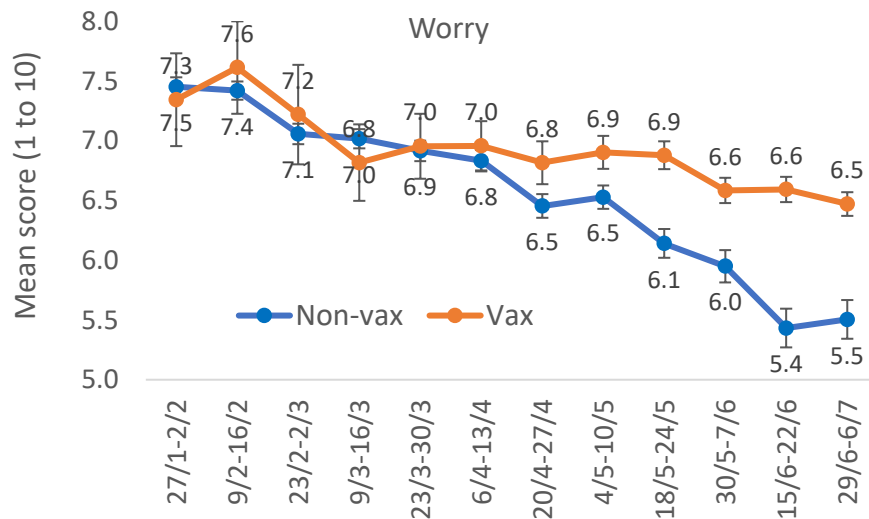
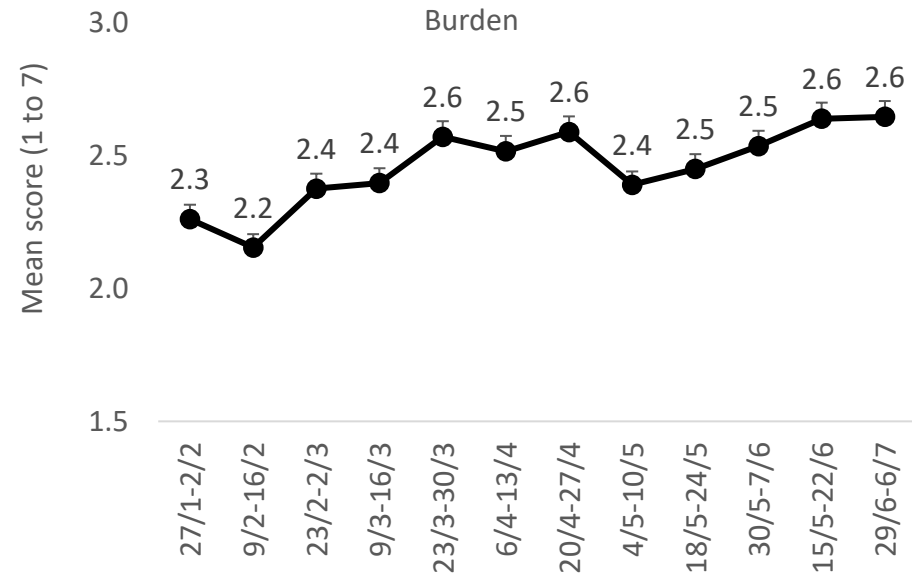
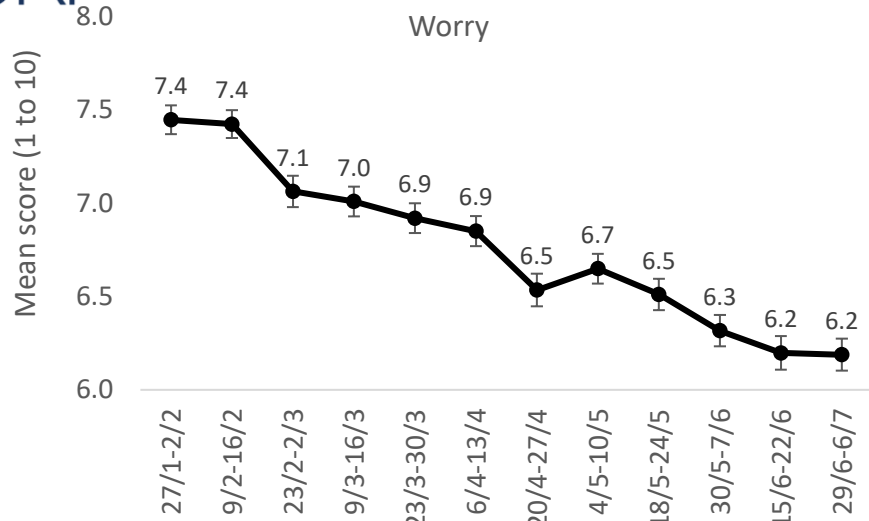


Perceived difficulty of following restrictions



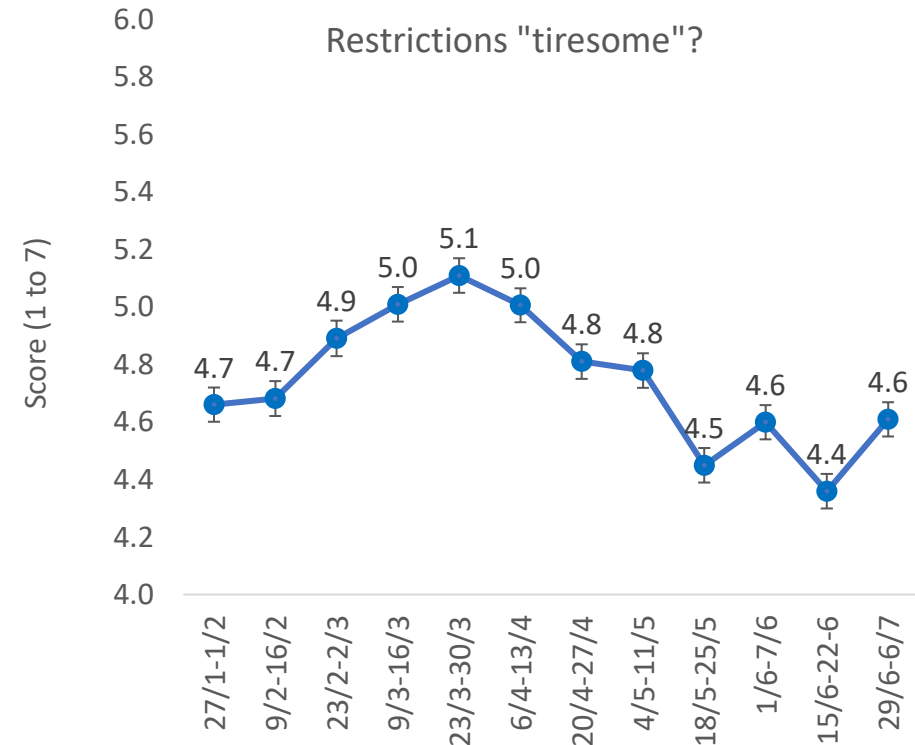
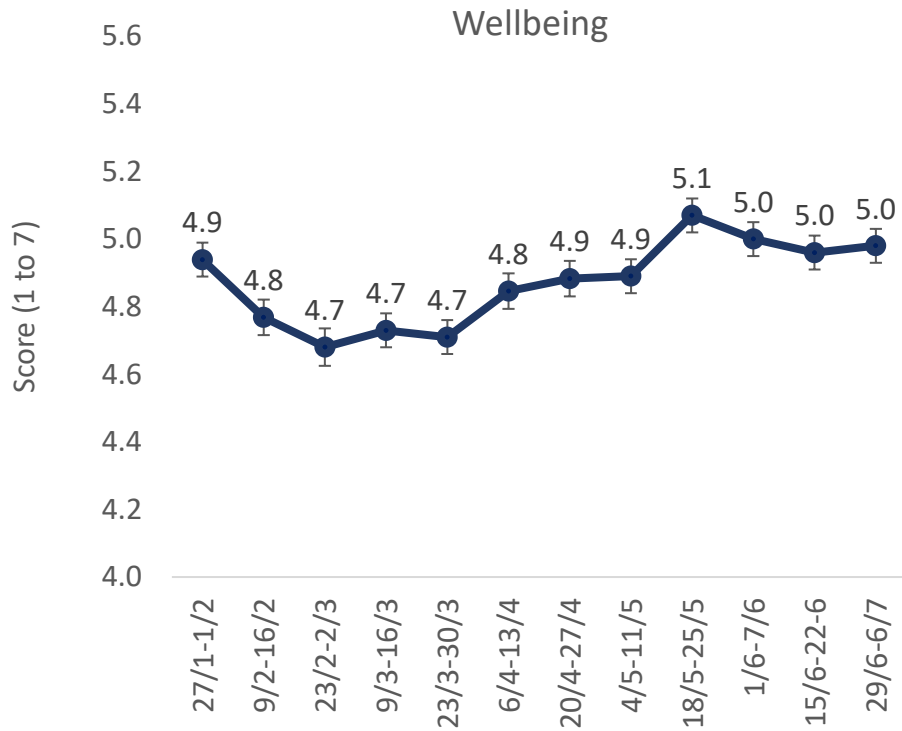
Since the last wave, people report finding it more difficult to follow guidelines on the maximum number of people one can meet and on meeting outdoors. Unvaccinated people find it more difficult than vaccinated people. Note that the guidelines differ for vaccinated and unvaccinated people.

Key psychological variables



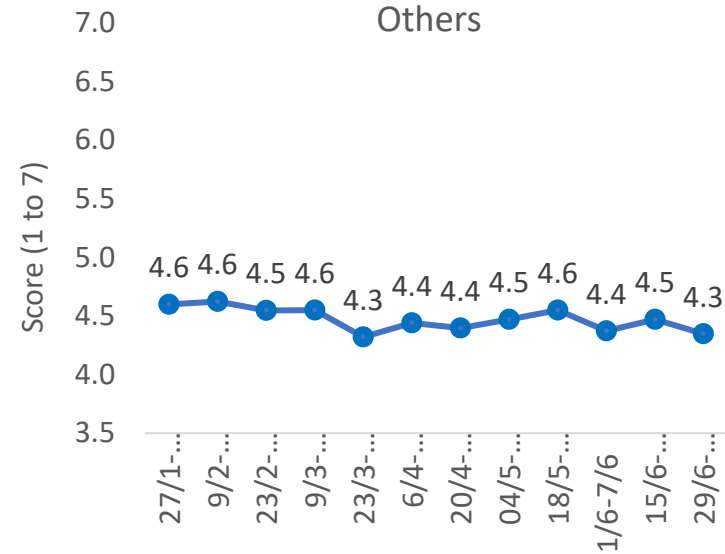
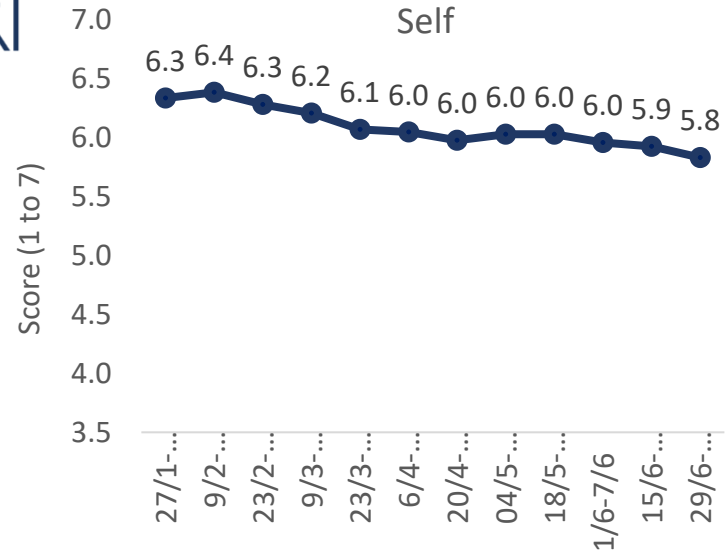
Worry has not changed since the last wave but has declined slowly since early May. This is matched by a slow increase in the extent to which people prioritise the burden of COVID-19 restrictions over preventing the spread of Covid-19.

Wellbeing and Fatigue



Wellbeing has remained stable since last month in all age groups. There has been a slight uptick this wave in how tiresome people find the restrictions.

Compliance



There has been a small decrease in the extent to which people report complying with the guidelines and how much they perceive others to be complying with the guidelines.

