



Rialtas na hÉireann  
Government of Ireland

# Social Activity Measure

## July 13<sup>th</sup>-20<sup>th</sup>



## ABOUT THE RESEARCH

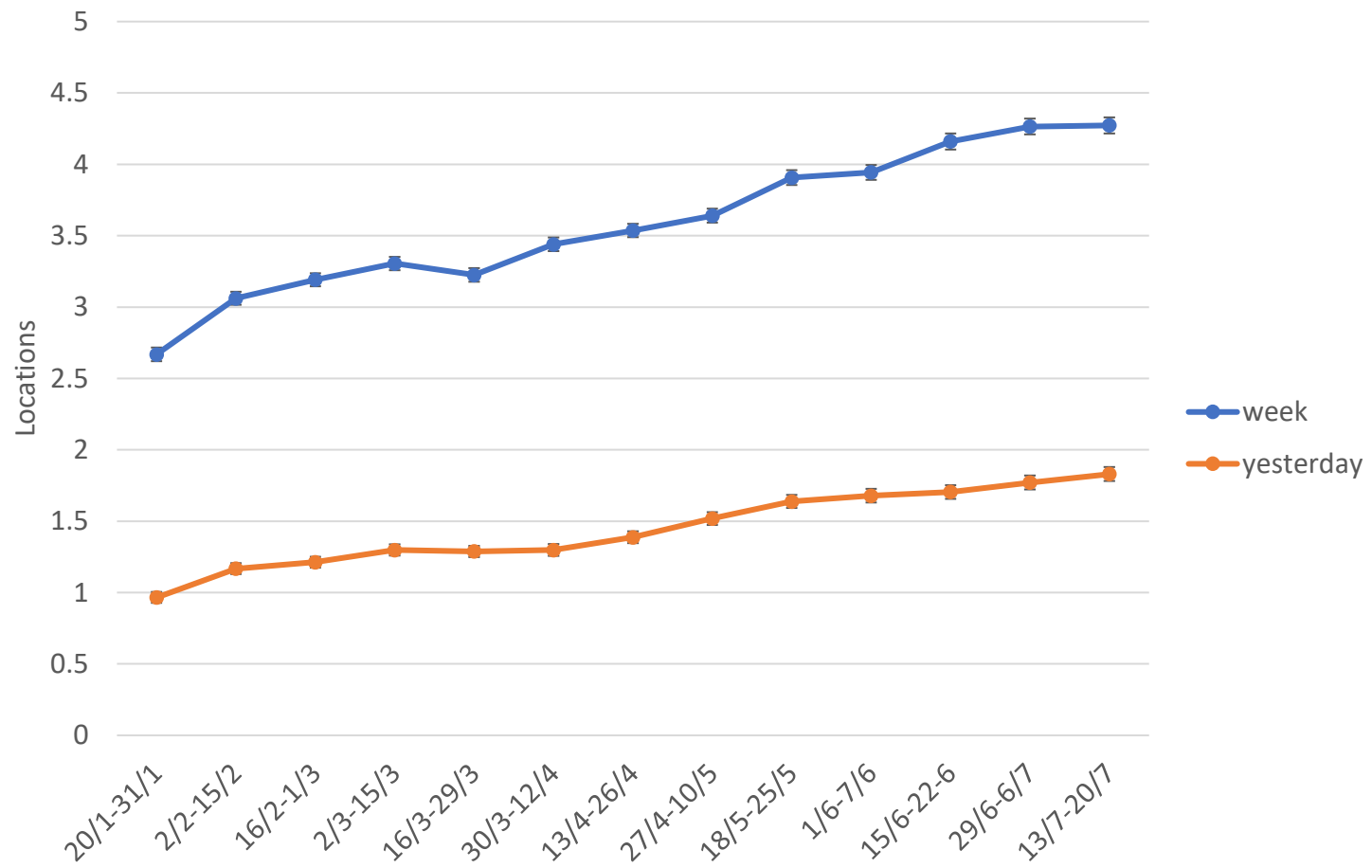
The Social Activity Measure (SAM) is a behavioural study that records the public response to the risk of covid-19 infection over time. Designed by the ESRI's Behavioural Research Unit (BRU), SAM is an anonymous, interactive, online study that surveys people about their recent activity. The study offers 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 July 13<sup>th</sup> and 20<sup>th</sup>. Indoor dining had been anticipated to open on 5<sup>th</sup> July was delayed and there was extensive media discussion about this. Non-essential international travel became possible from July 19<sup>th</sup>. Case numbers began to rise again due to the Delta variant. The mRNA vaccine portal had opened for the 30-34 age group prior to data collection (8<sup>th</sup> July) and opened during data collection for the 25-29 age group (16<sup>th</sup> July).



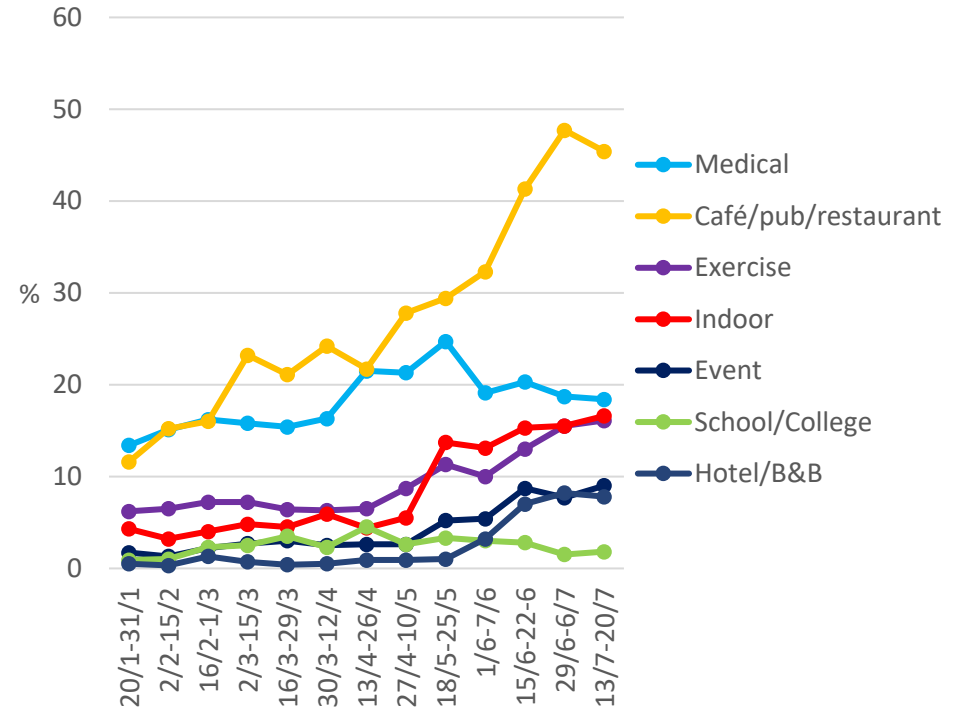
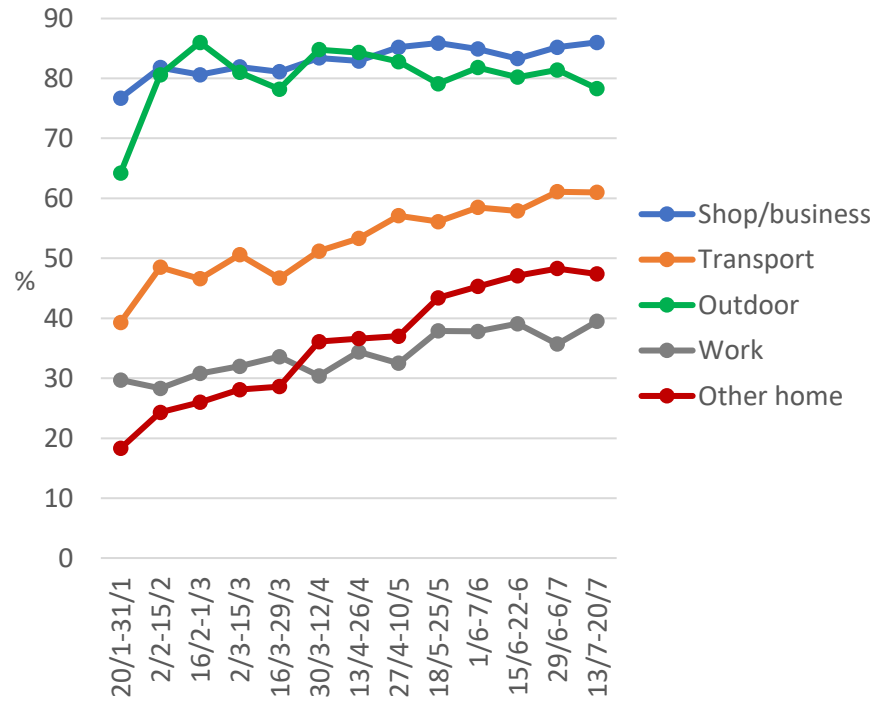
# Total locations visited



*The average number of locations visited outside the home during the previous week remained stable, but locations visited the previous day increased.*

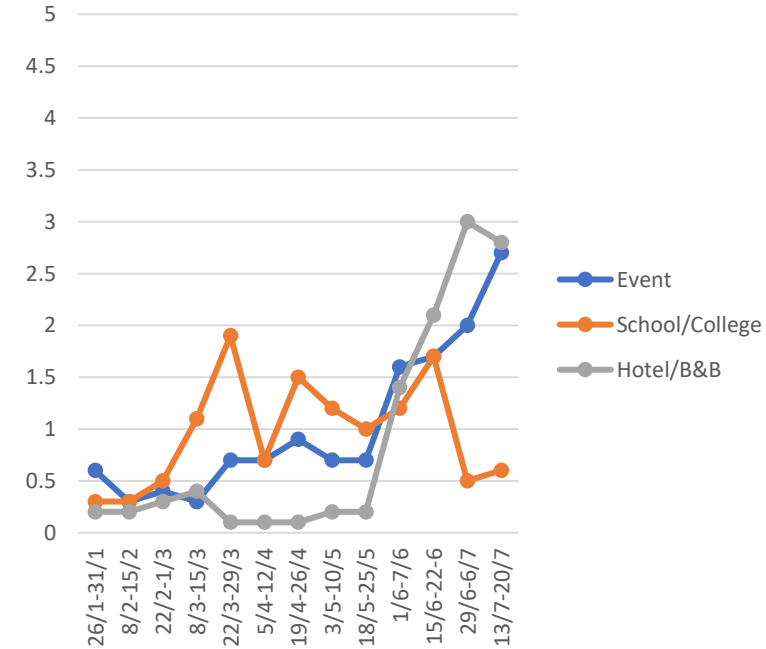
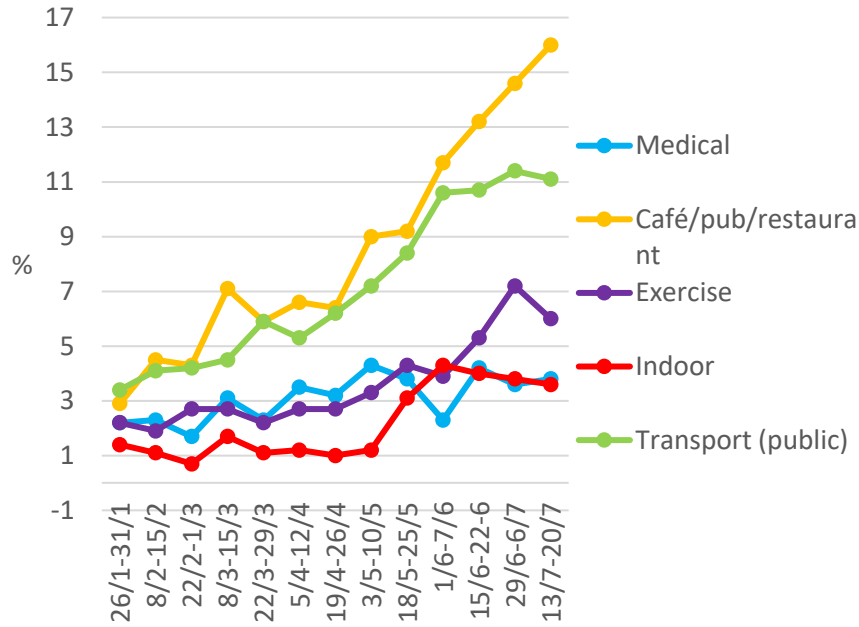
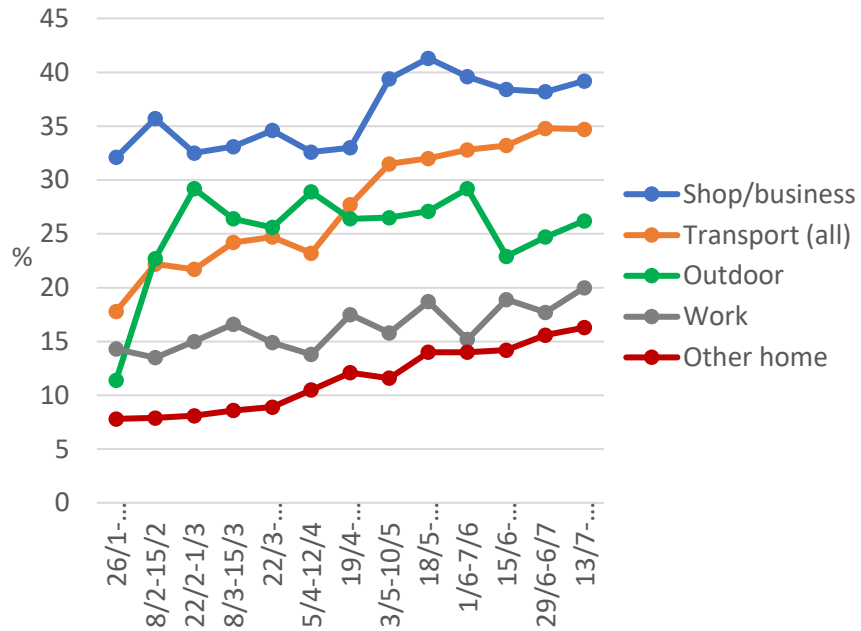


# Locations visited (previous week)



*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 was little change from the previous round.*

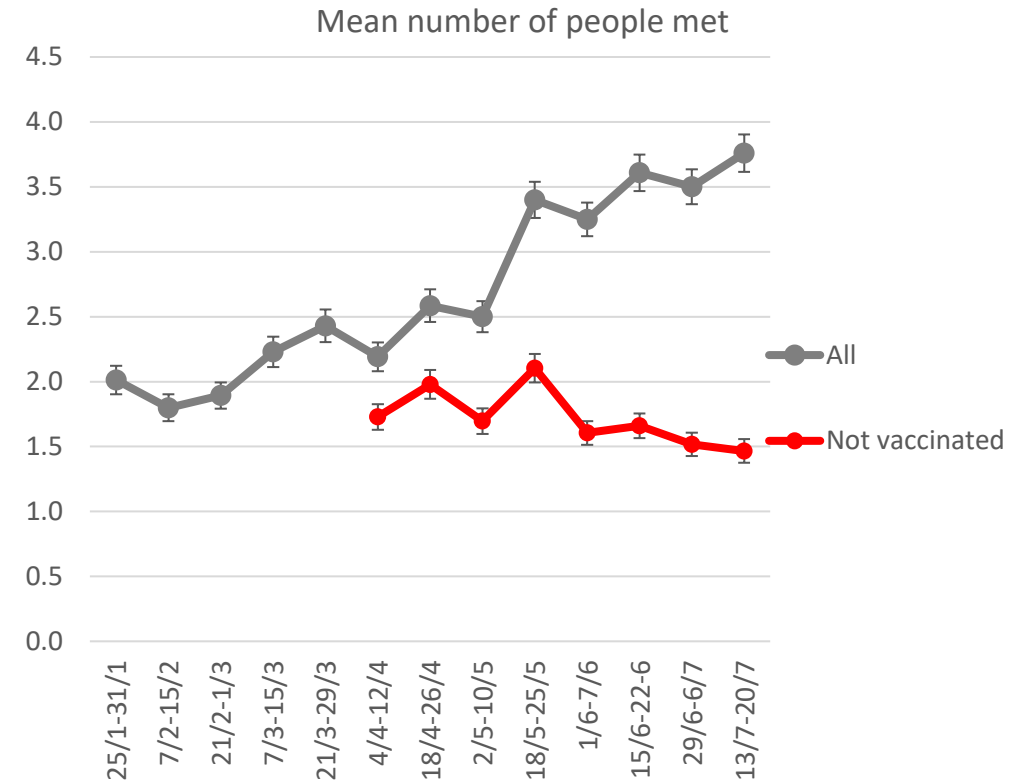
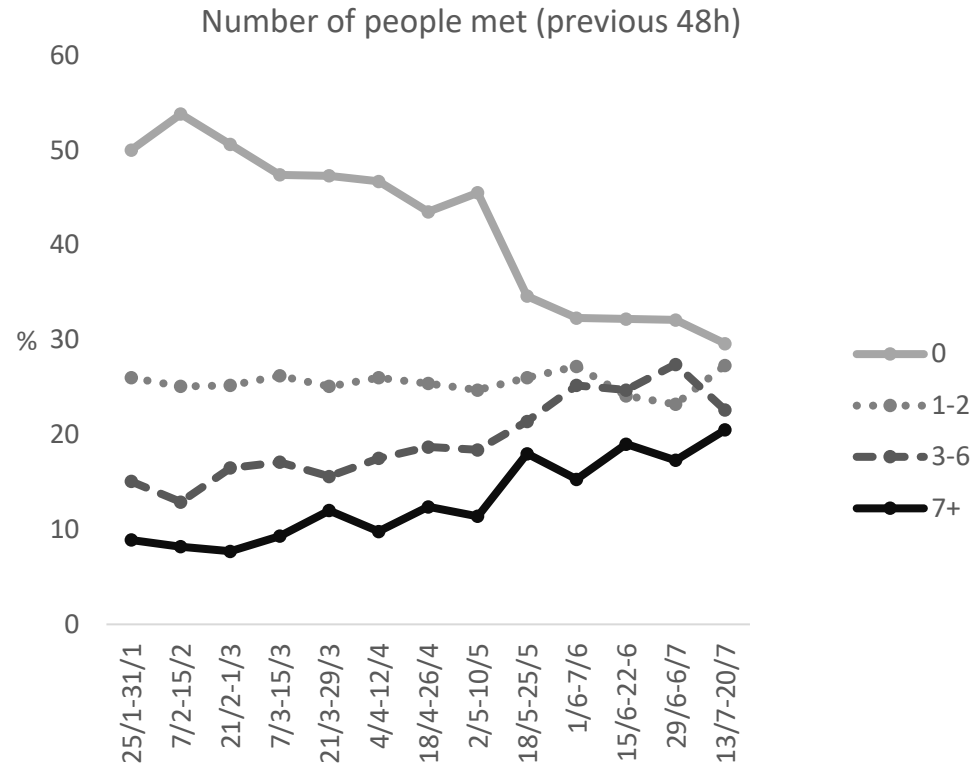
# Locations visited (yesterday)



*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. Changes in this round were not statistically significant, but recent rounds reveal upward trends in attendance at events and hospitality venues.*



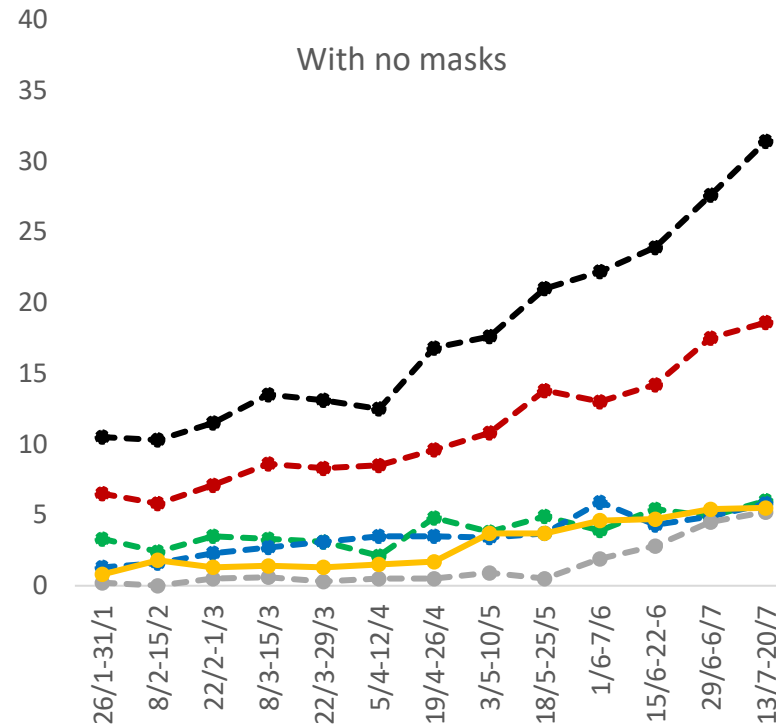
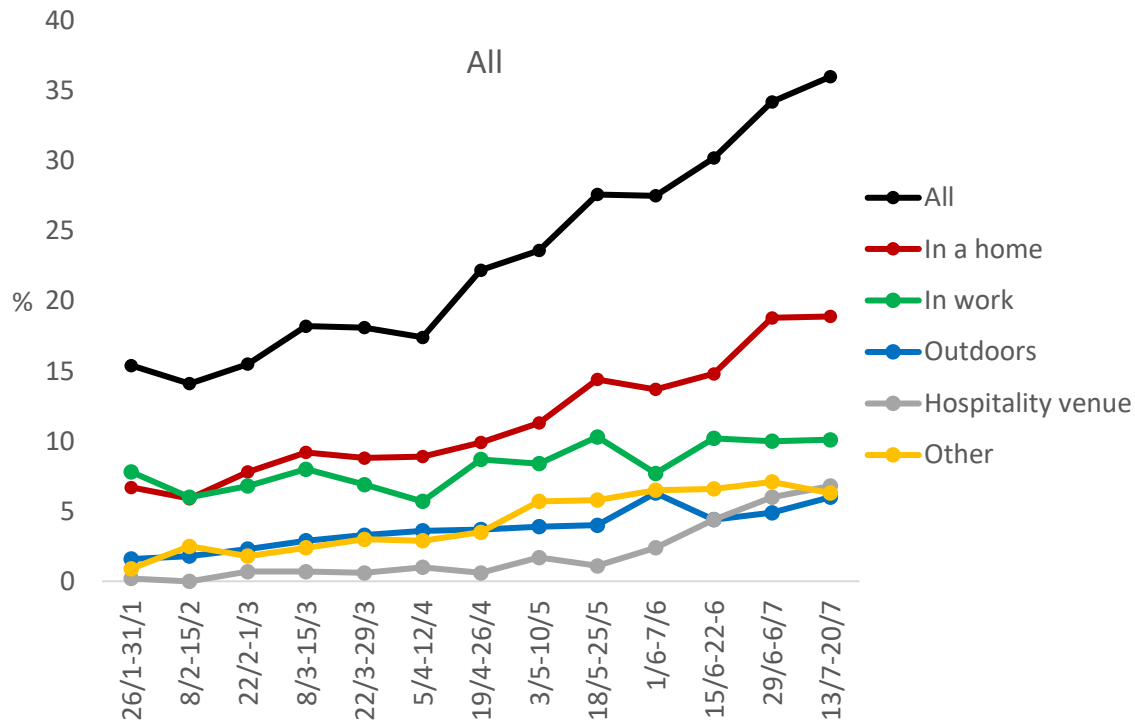
# Meeting people outside the household



*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.*



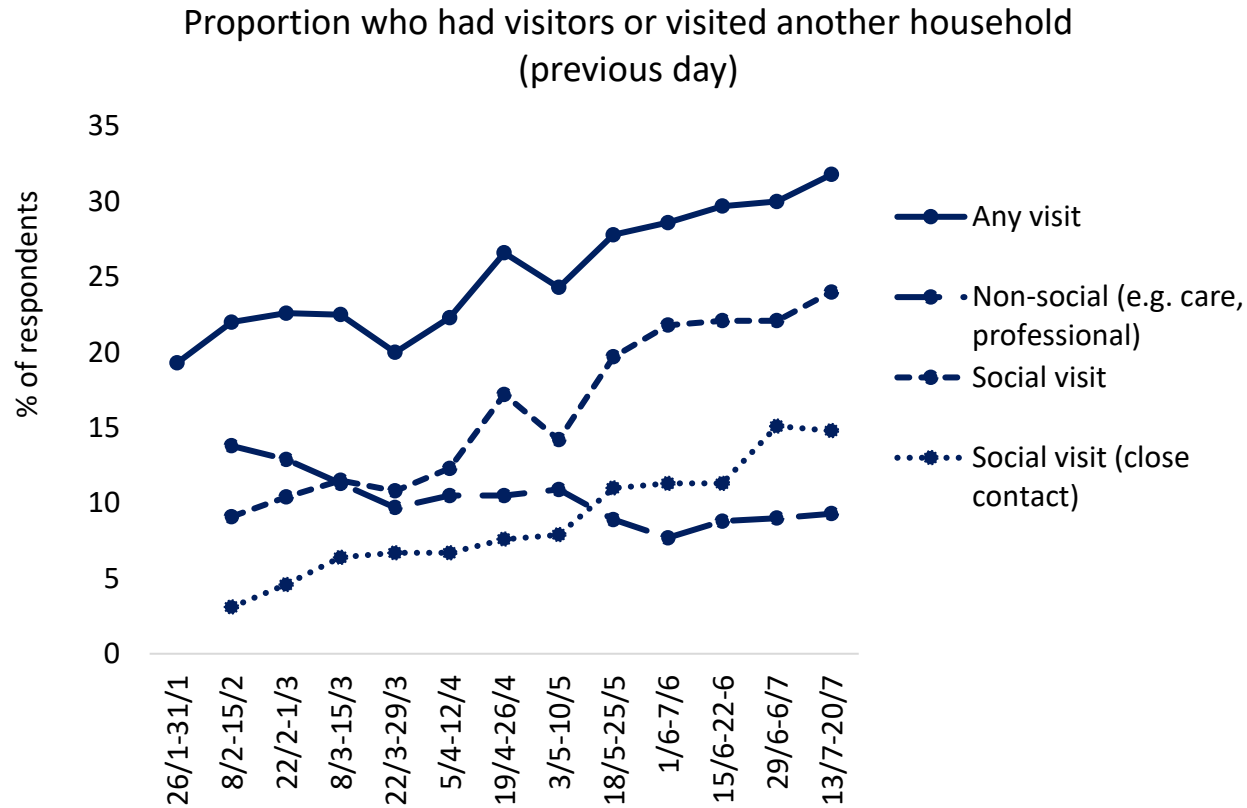
# Close contacts\* (previous day)



\*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, the proportion of people who had a close contact the day before doing the survey has increased. This is mostly accounted for by more close contacts in private houses and hospitality venues. These settings also accounted for the rise in close contacts where masks were not worn.*

# Visits to homes

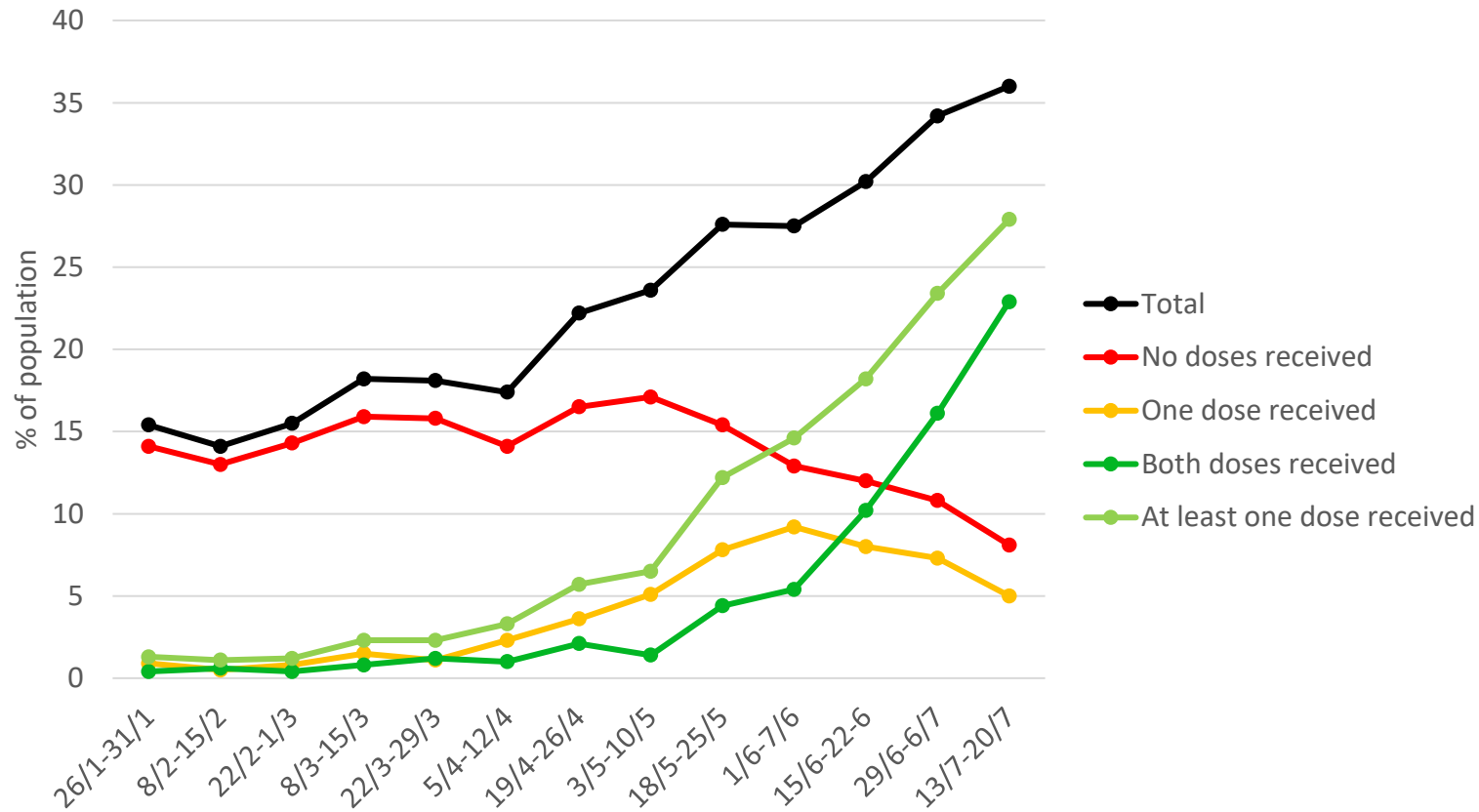


*The upward trend in social visits to other households continued. The higher level of social visits resulting in close contacts following a significant increase in early July was maintained.*





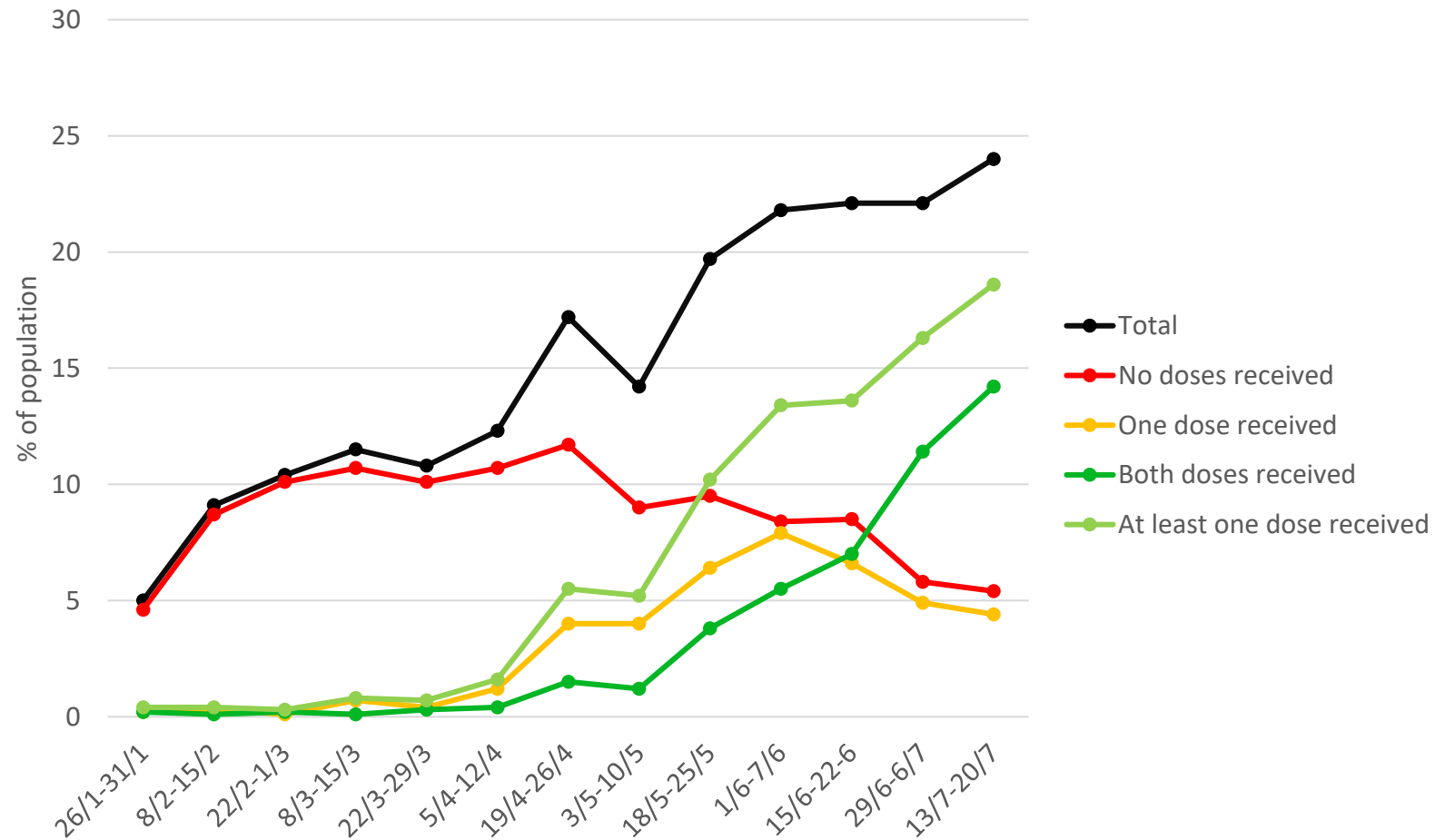
# Close contacts by vaccine status



*More than half of close contacts are now reported by individuals who are fully vaccinated. Because more people were vaccinated, the number of close contacts reported by unvaccinated people continued to fall.*

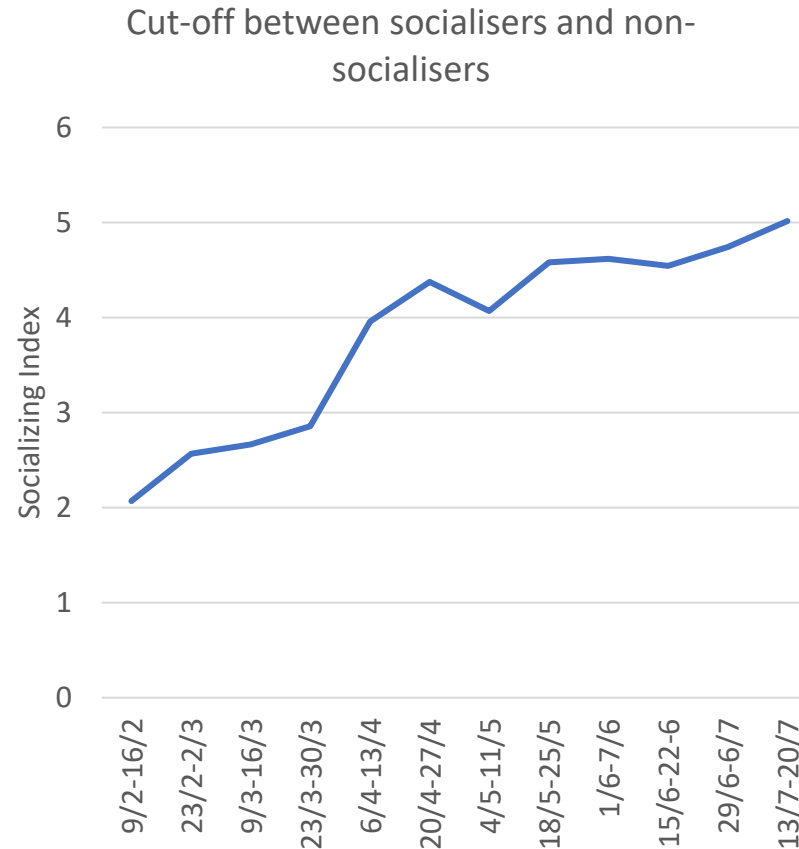
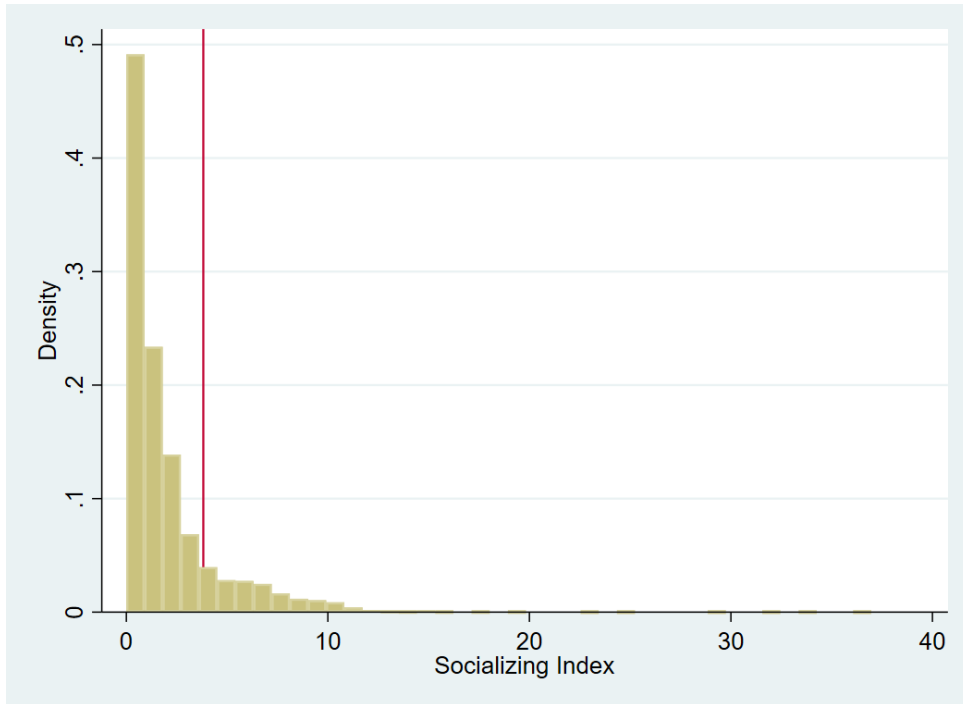


# Social visits to homes by vaccination status



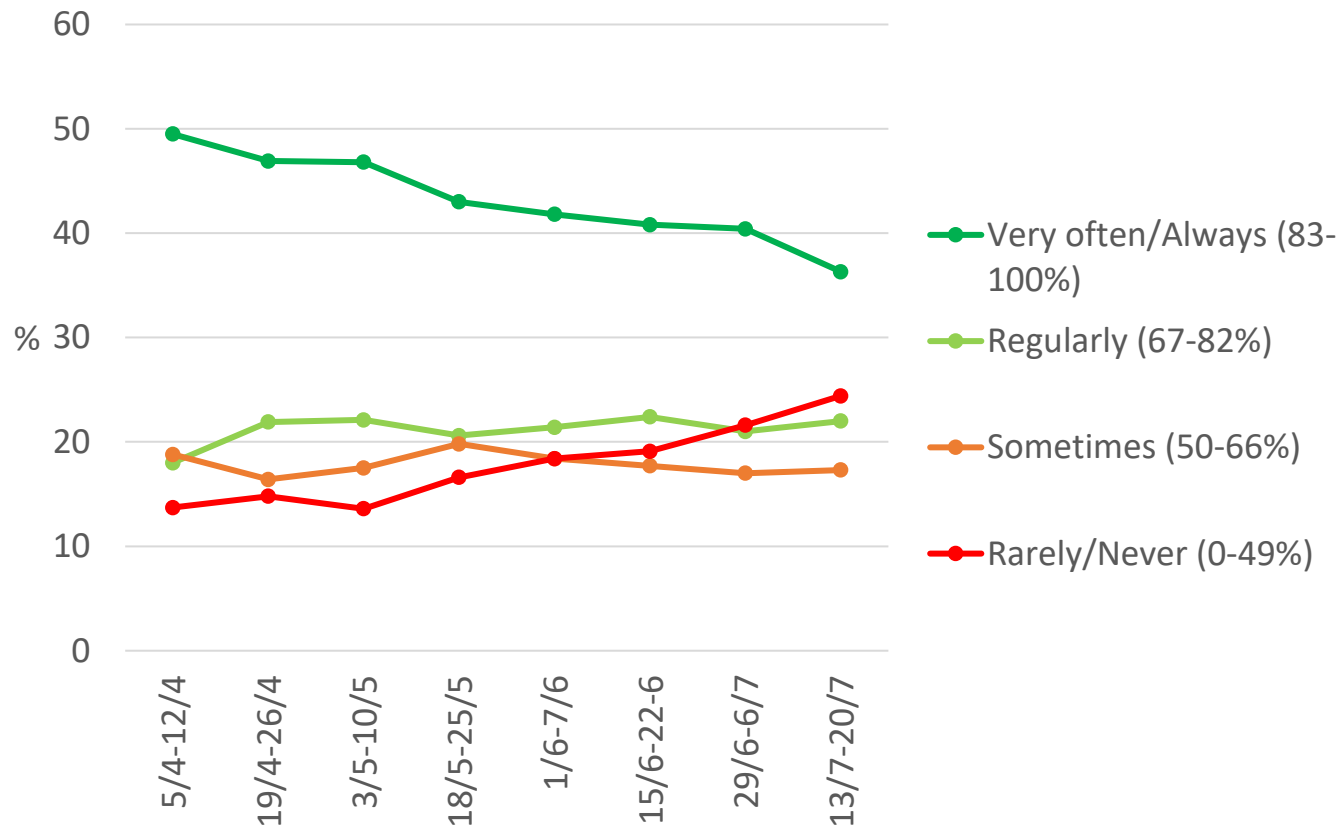
*Following further increases in vaccination, more than half of social visits to other people's homes were reported by individuals who are fully vaccinated.*

# “Socialisers” – those with highest overall social activity



*The chart shows a measure of how much people choose to socialise across different circumstances, taking account of the number of events people attend, the riskiness of these events and whether they choose to travel. The chart on the left shows how a minority of “socialisers” form the tail of the distribution of this measure (beyond the red line). Based on a consistent definition of where this tail begins, the amount of activity that defines socialisers has increased markedly as restrictions have eased.*

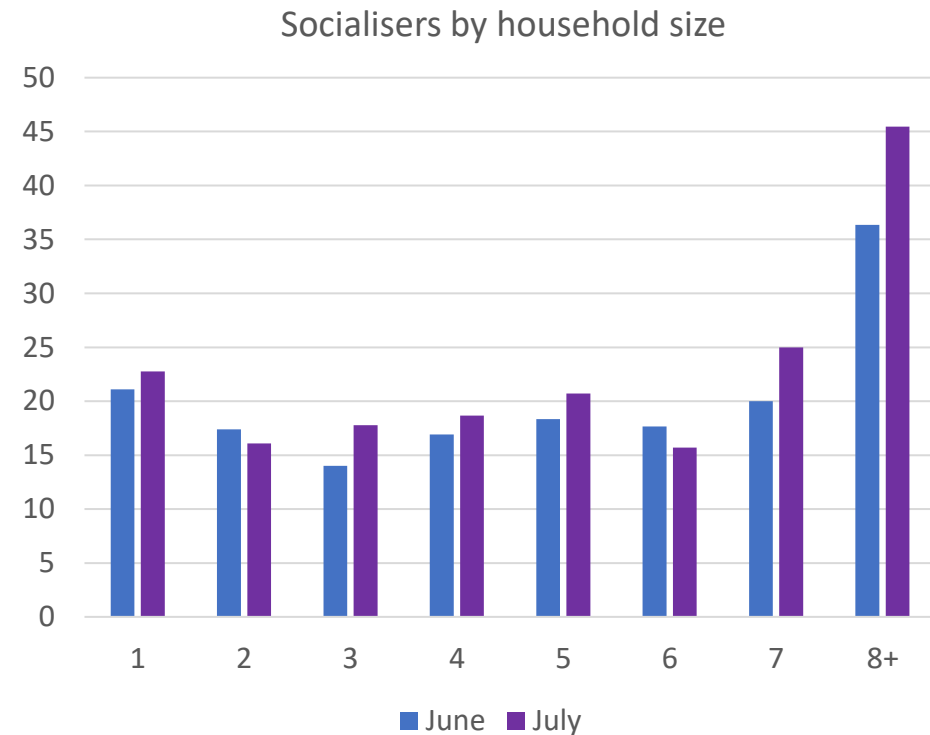
# “Mitigators” – those who are careful when out and about



*The chart shows a measure of how much people engage in risk mitigation when visiting locations outside their home. Four groups are defined based on whether they reported keeping 2m distance, wearing a mask, and cleaning their hands in each location visited. The share of the population being highly cautious has declined, while there has been a substantial increase in people who take these precautions less than half of the time. These “low mitigators” now account for almost one quarter of the population.*



# Who is likely to be a “socialiser”?

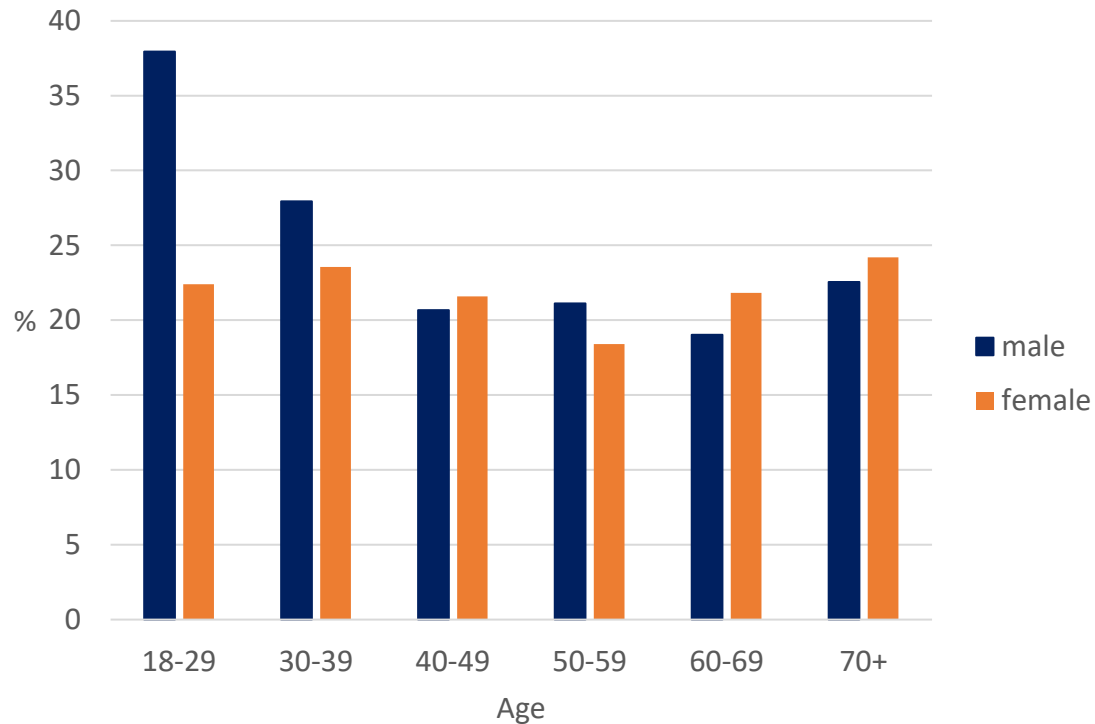


*Around 1-in-5 people are socialisers across groups defined by age and gender, but younger men and older women are more likely to be socialisers. People in single-person households or households with large occupancy are also more likely to be socialisers.*

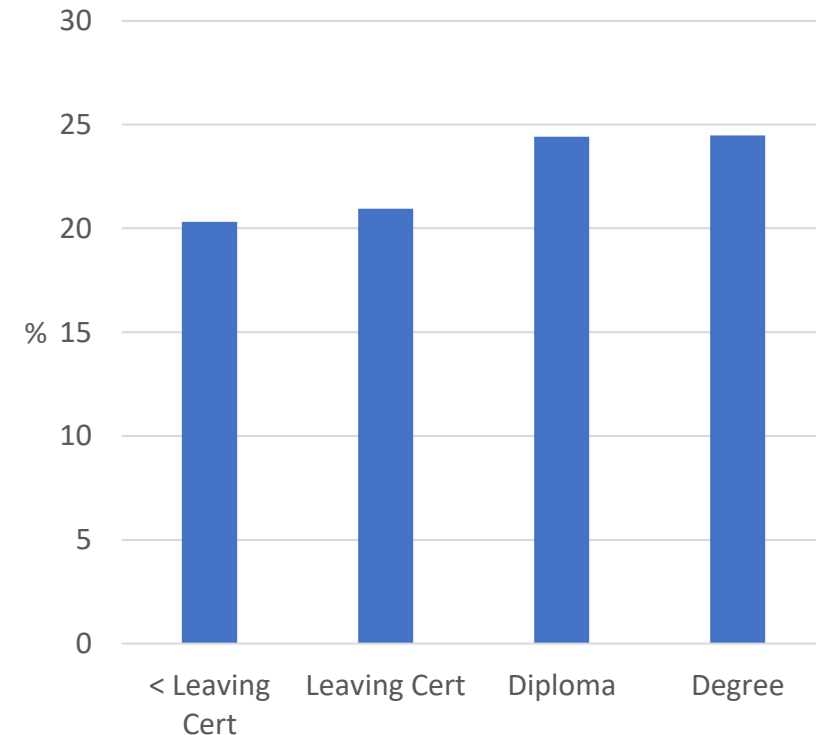


# Who is least likely to mitigate?

Low mitigation by age and gender



Low mitigation by educational attainment

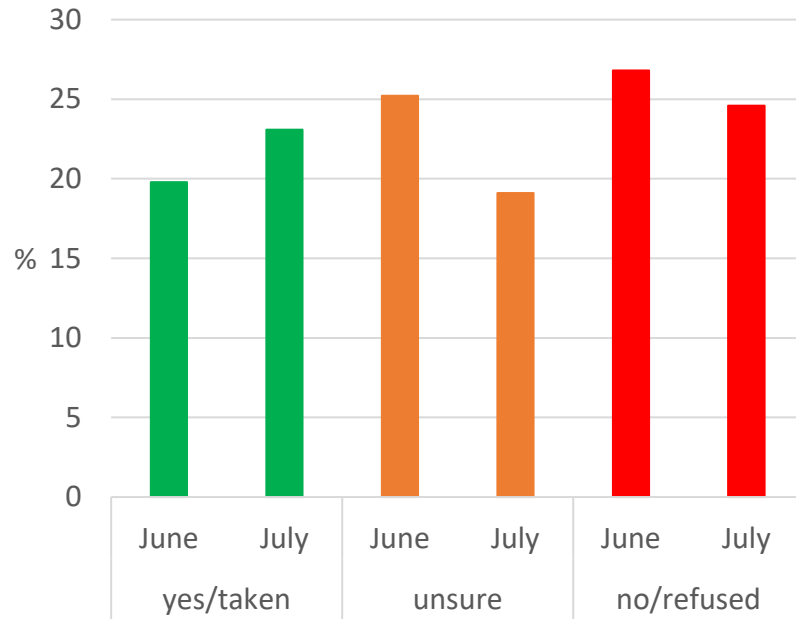


*Young men and people with higher educational attainment are more likely to be “low mitigators” (as defined in Slide 12 above), although low mitigators occur in all groups.*

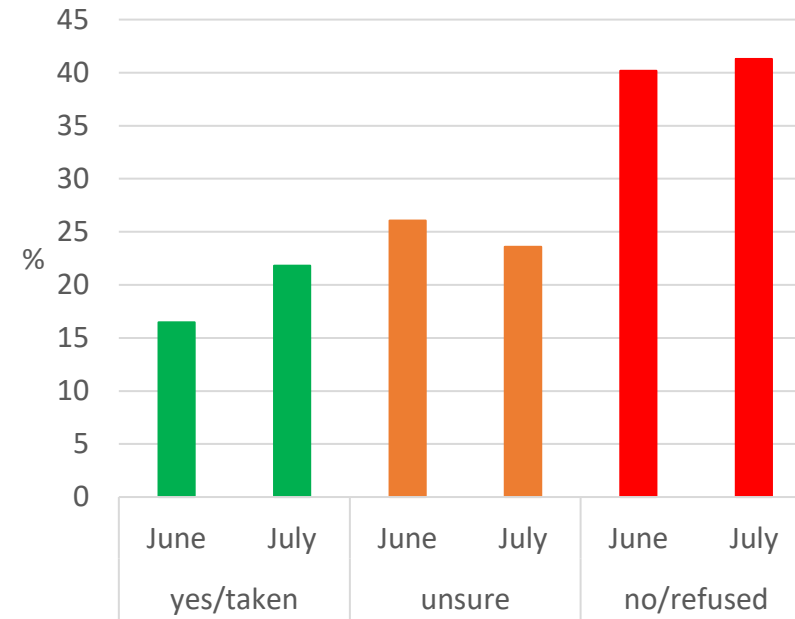


# Socialisers, low mitigators and vaccination

Socialisers by vaccine uptake/intention



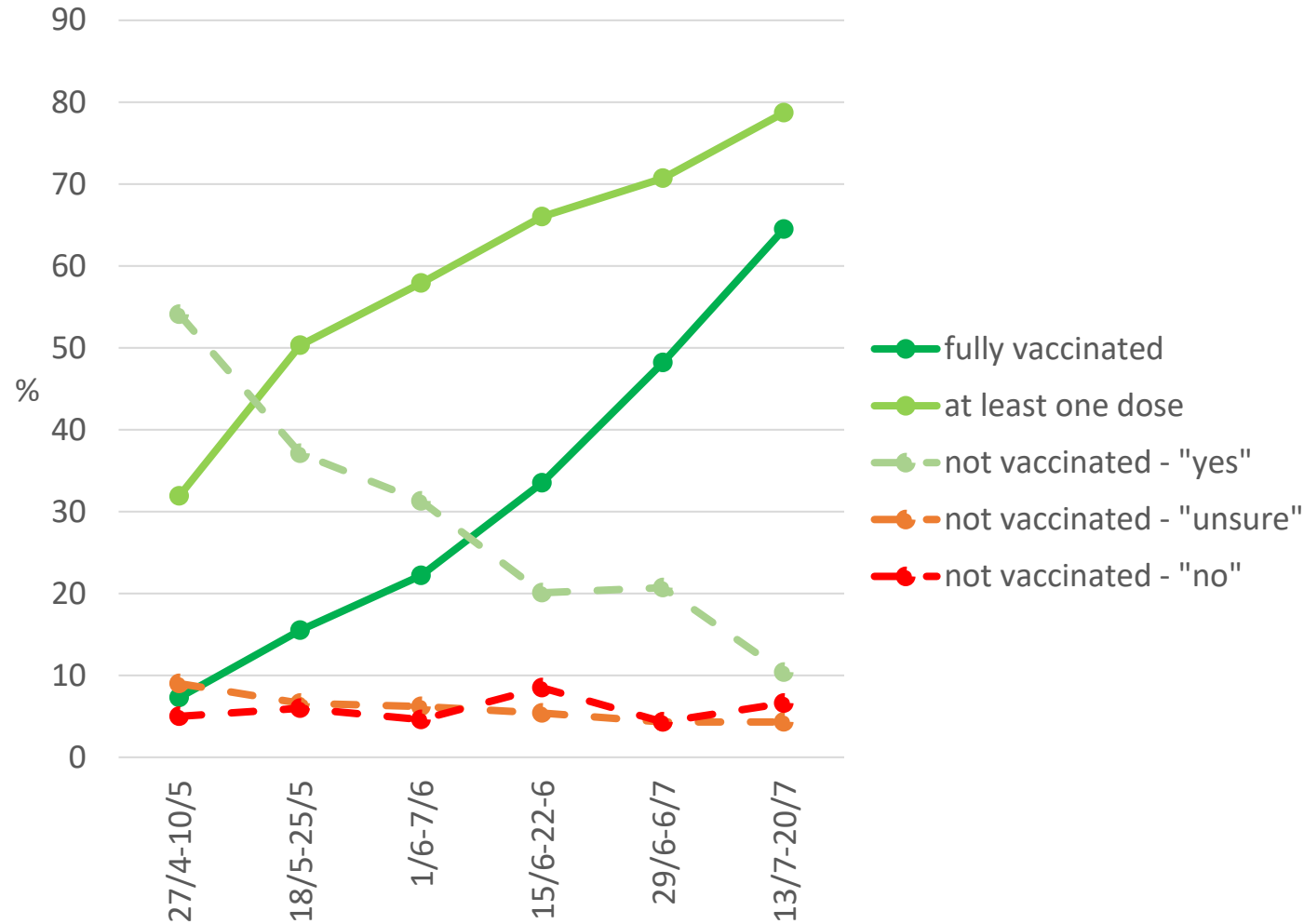
Low mitigation by vaccine uptake/intention



*People who have refused or say they will refuse the vaccine are more likely also to be low mitigators.*



# Vaccine uptake and intention

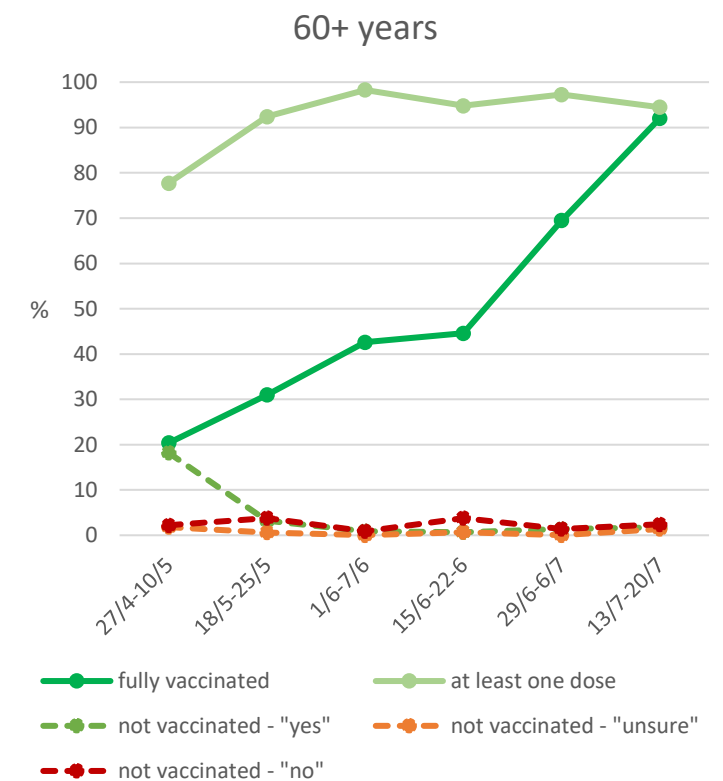
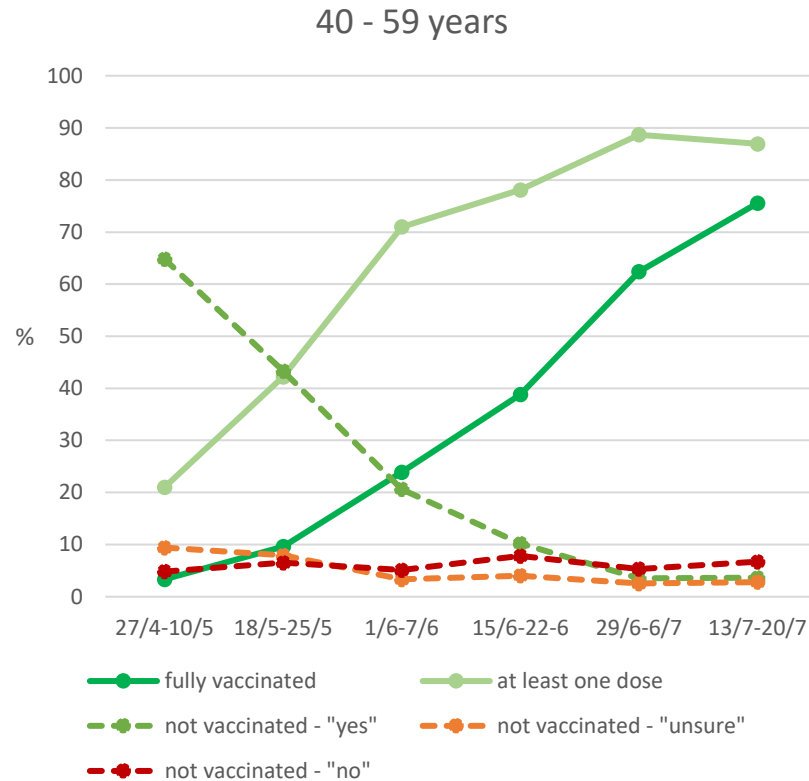
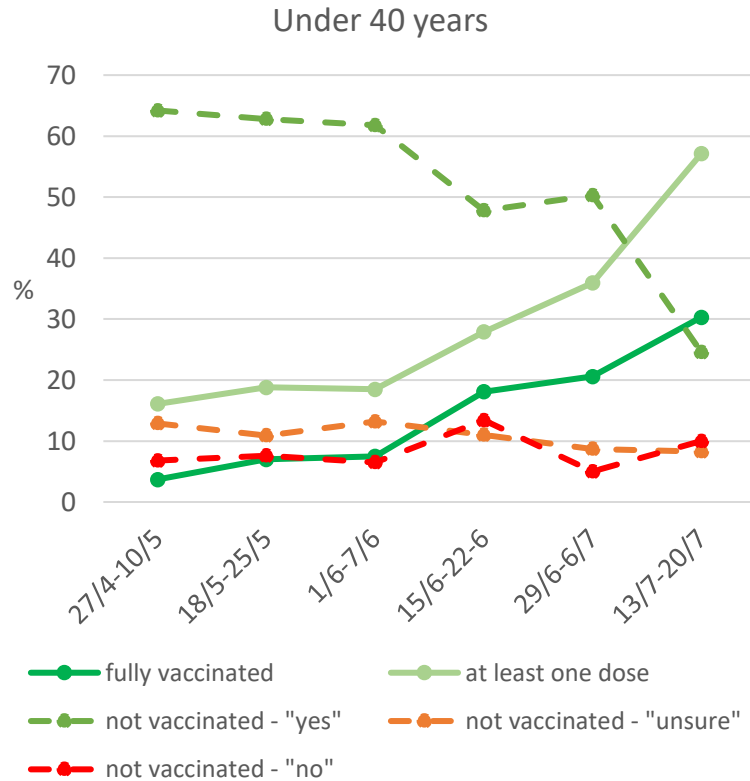


*The chart shows trends in vaccine status and intention over the last 12 weeks. The solid green lines show those who have been fully vaccinated or those who have received at least one dose. Dashed lines show the intention of those who have not yet received the vaccine.*





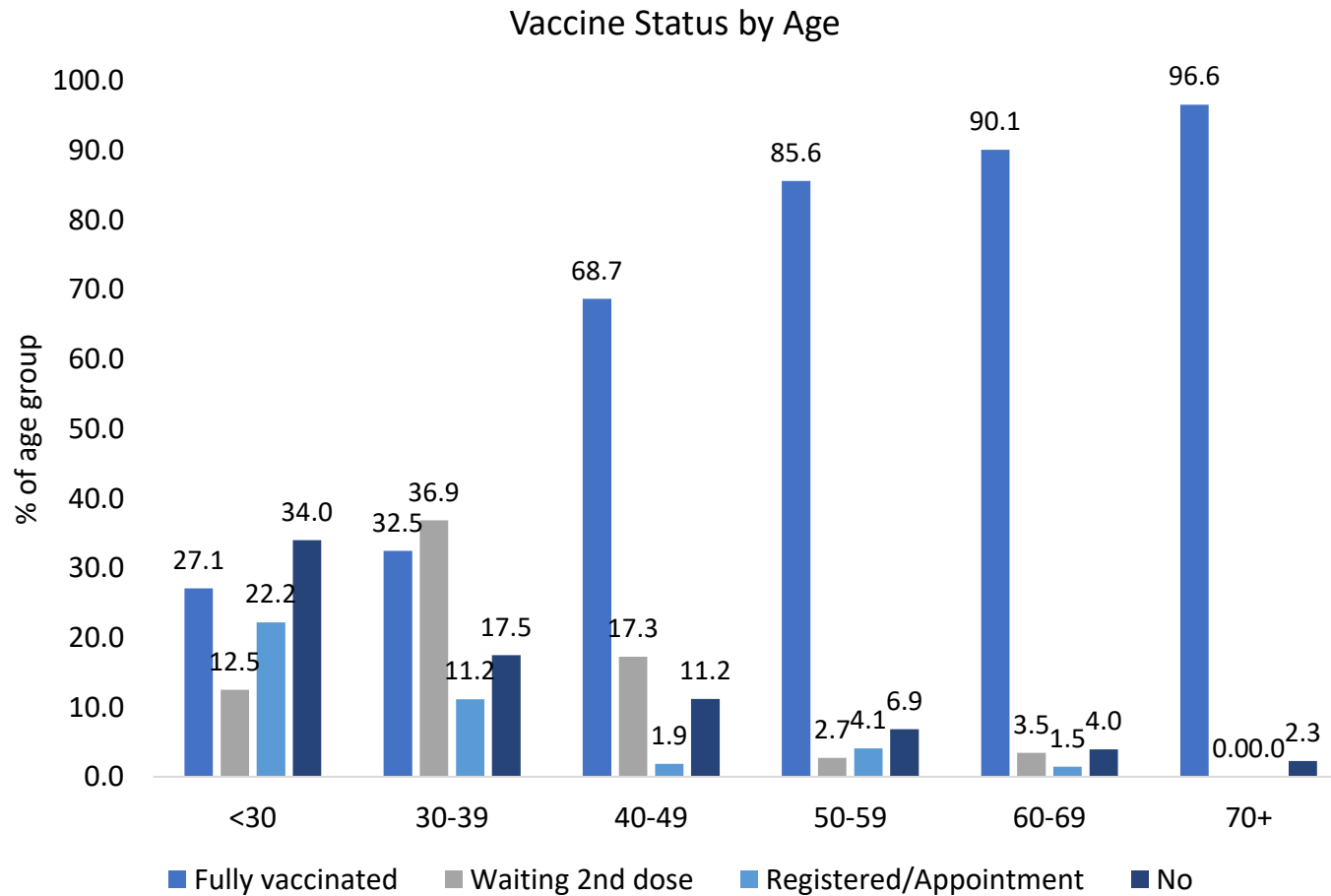
# Uptake and intention by age group



*The charts show uptake of the vaccine and intention by age group. Hesitancy remains greatest among the under 40s, but the large majority in all age groups are proceeding with vaccination.*



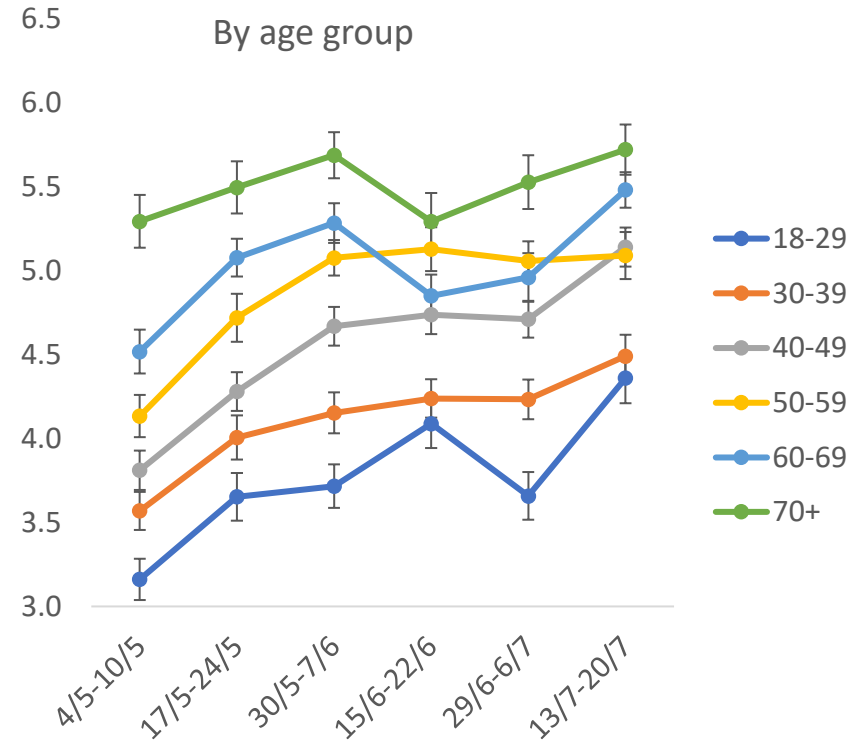
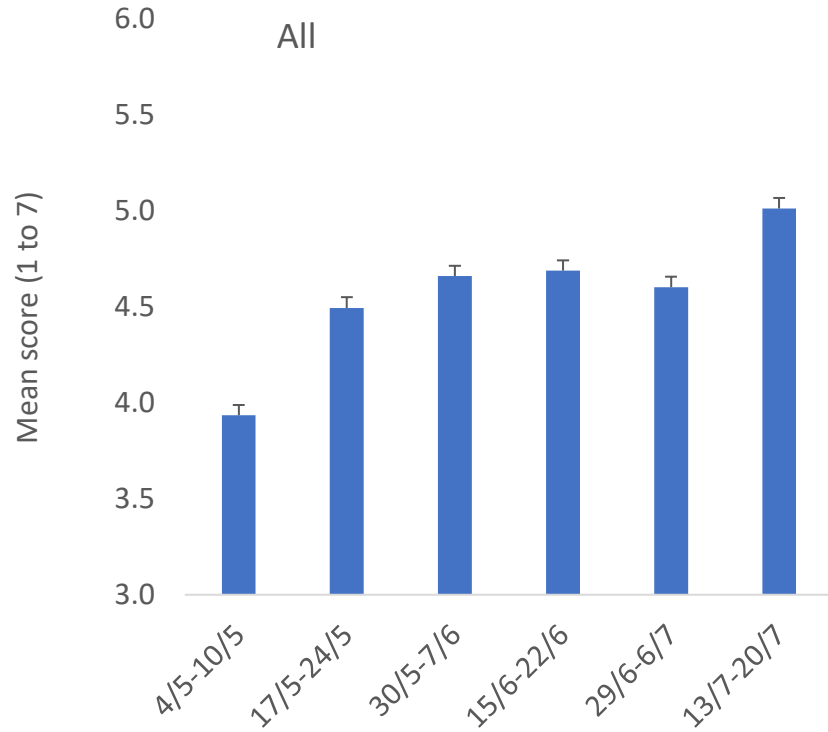
# Vaccine Status by Age



*Almost all over 70s report being fully vaccinated, alongside large majorities of all age groups over 40. A clear majority of all ages have now progressed as far as registering for the vaccine.*

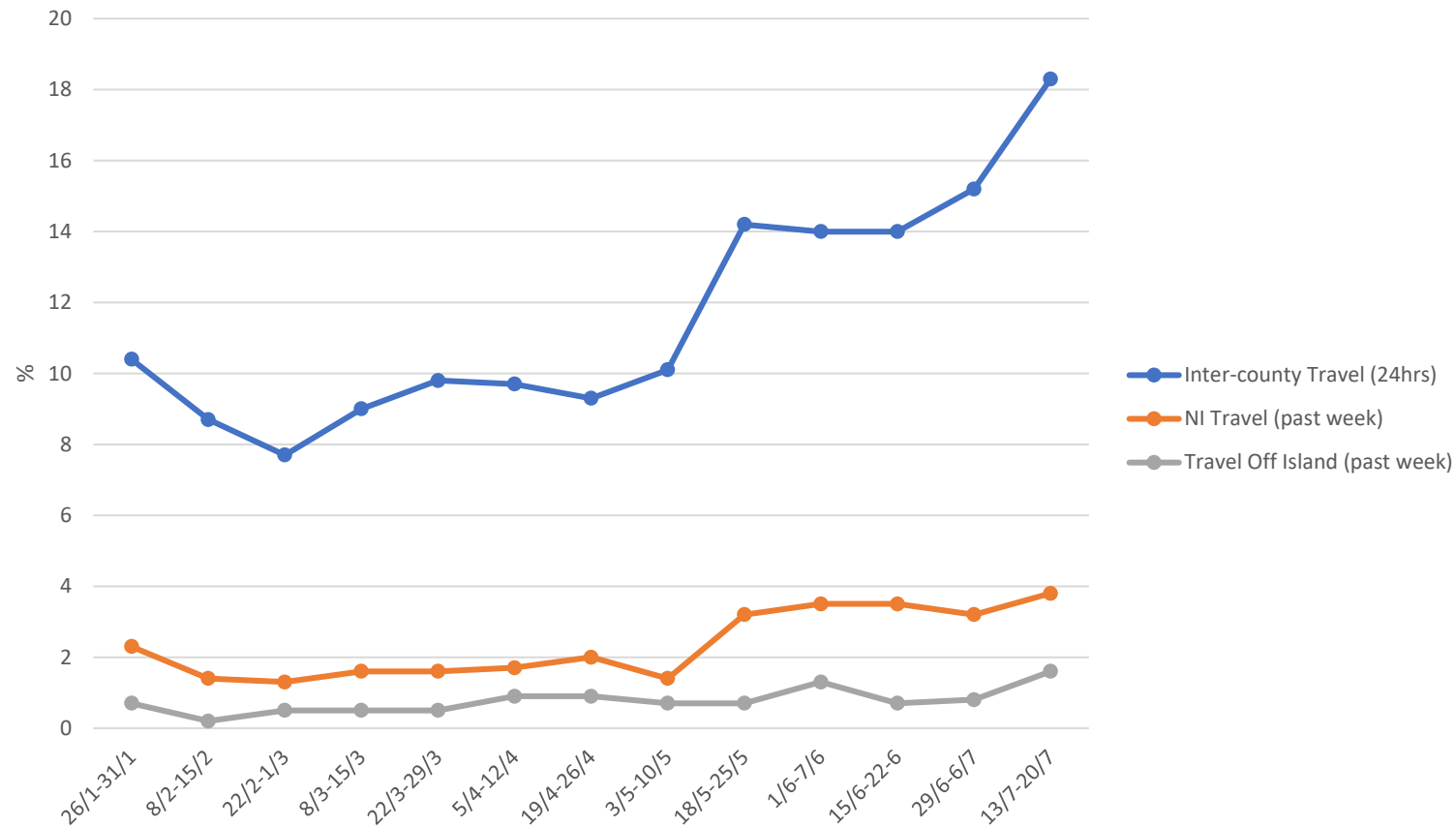


# Vaccine rollout satisfaction



*There has been a sharp increase in satisfaction with the vaccine roll-out. This increase was strongest among the youngest age group, to whom vaccination has recently been made available, but was also notable among 50-70 year-olds, many of whom recently received a second vaccine dose, following a longer wait than other age groups.*

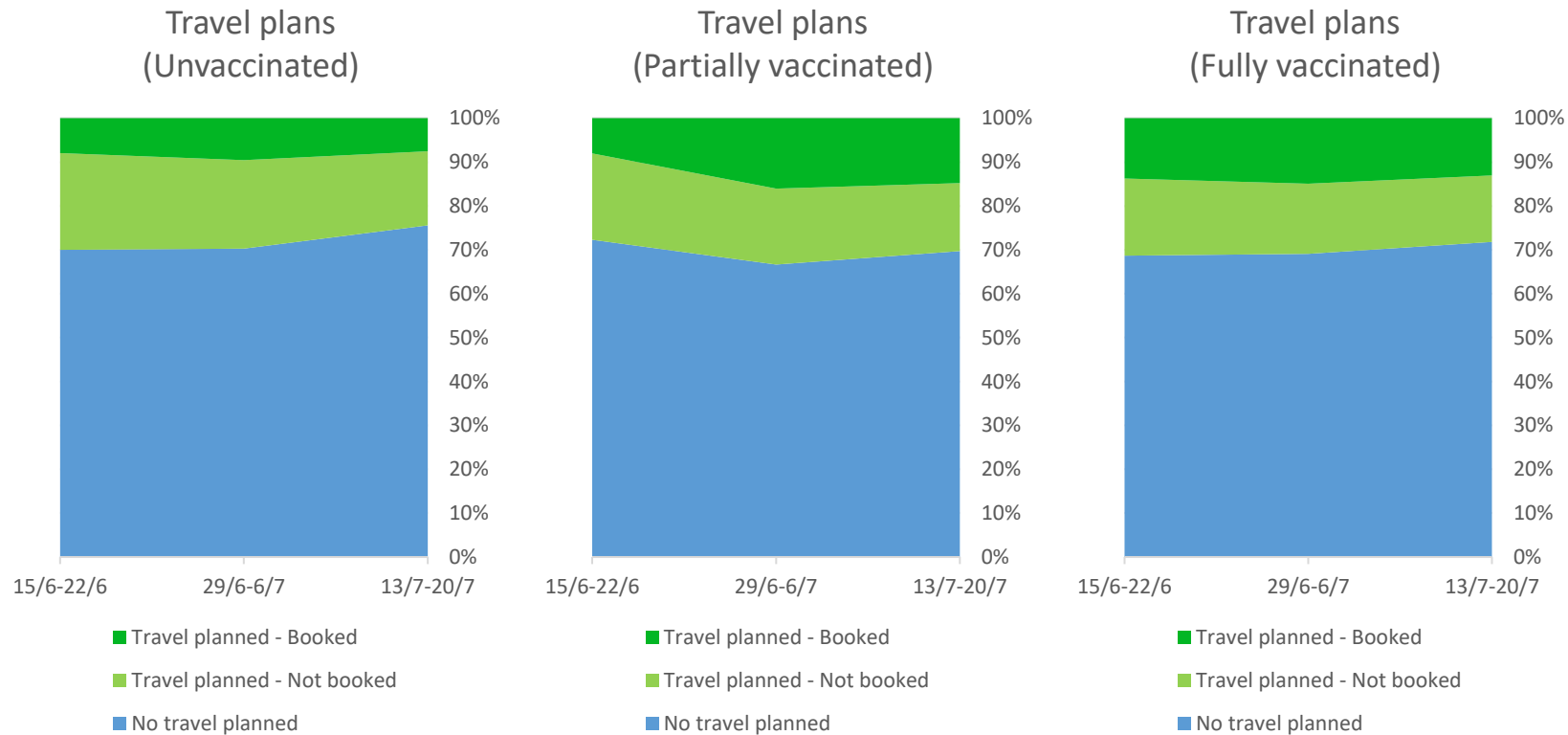
# National and international travel



*Travel to all destinations increased, although the increases in travel to Northern Ireland and overseas were short of statistical significance.*



# Travel by vaccination status

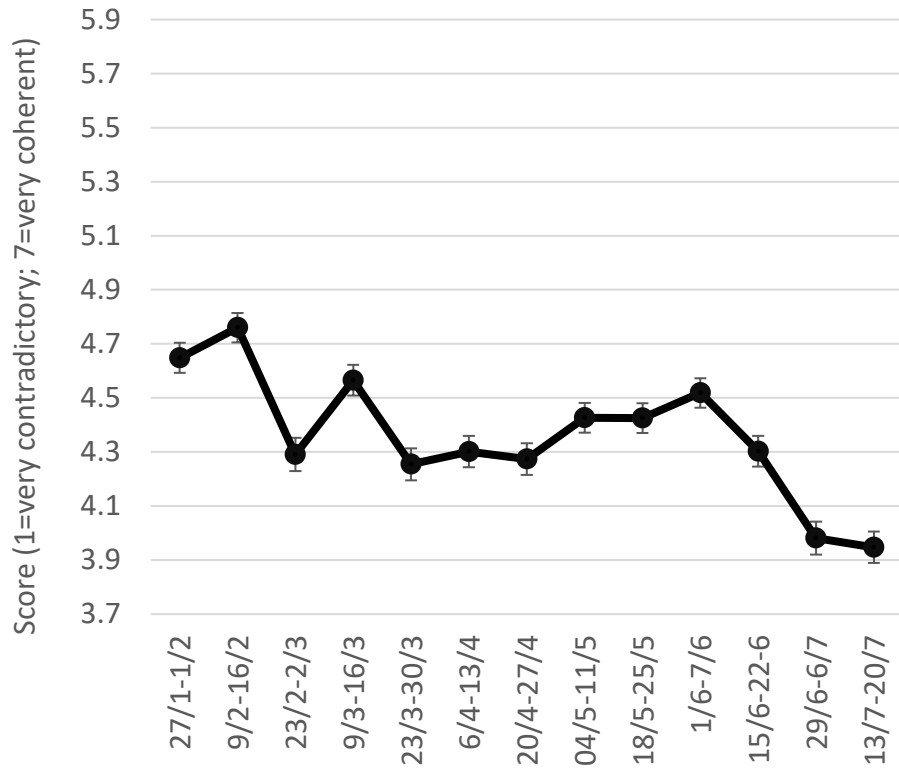


*There has been little change in the low proportion of people intending to travel abroad in 2021. There was a reduction in the percentage of unvaccinated people who intend to travel.*

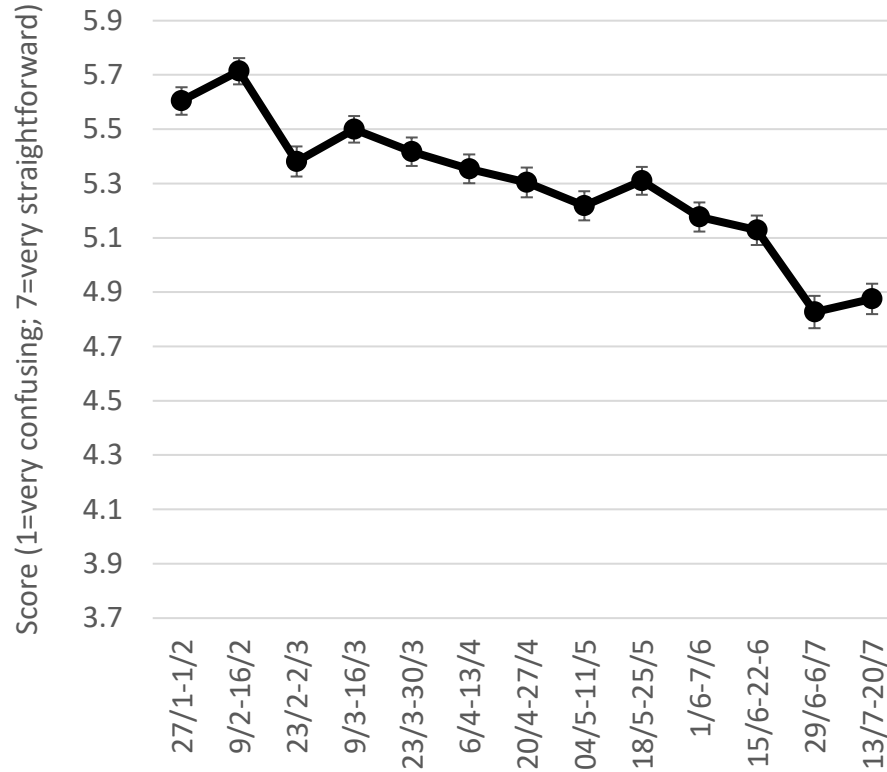
# Key psychological variables



Restrictions are coherent?



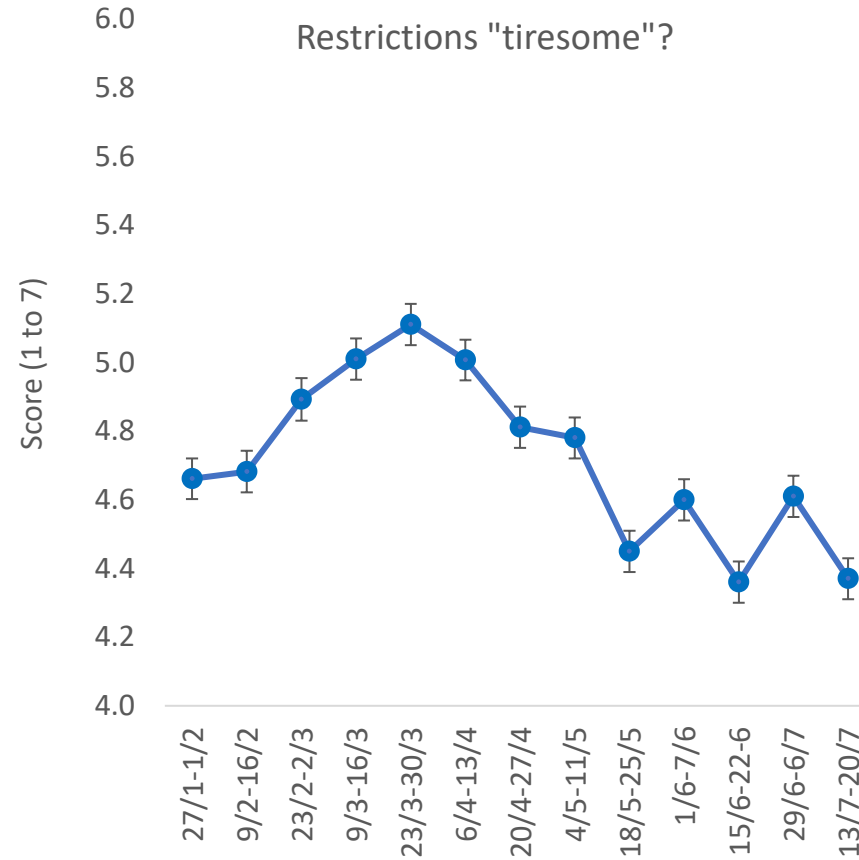
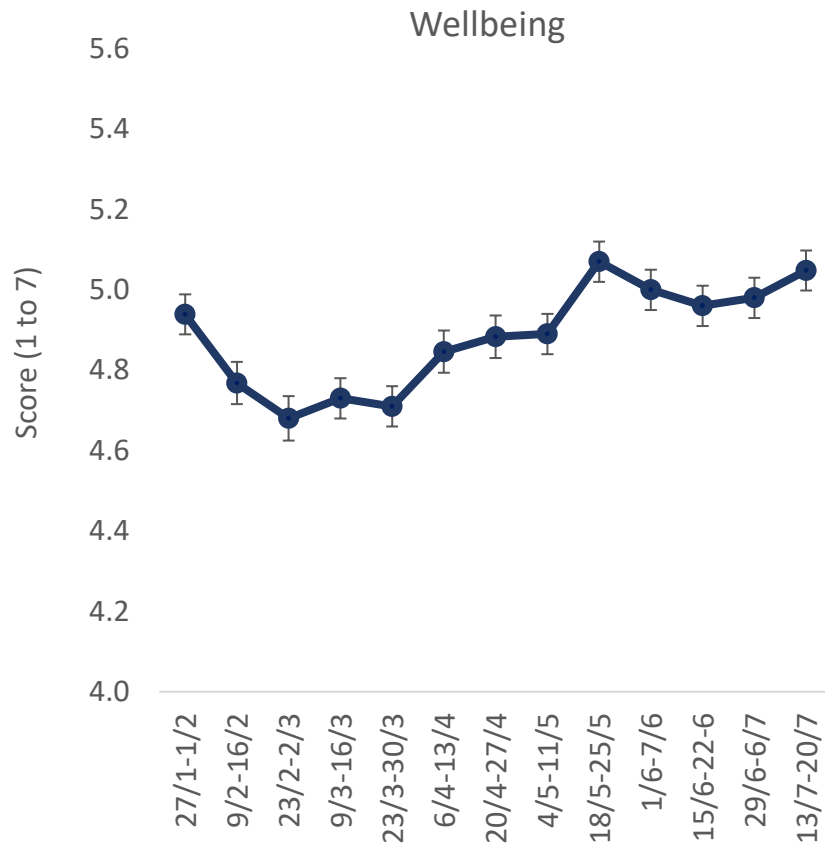
Restrictions are easy to understand?



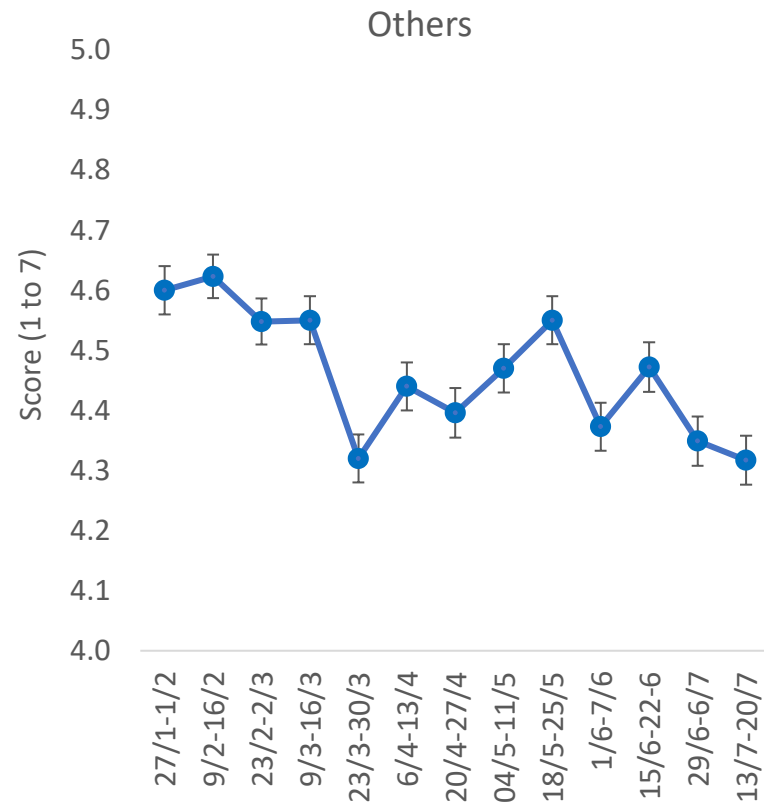
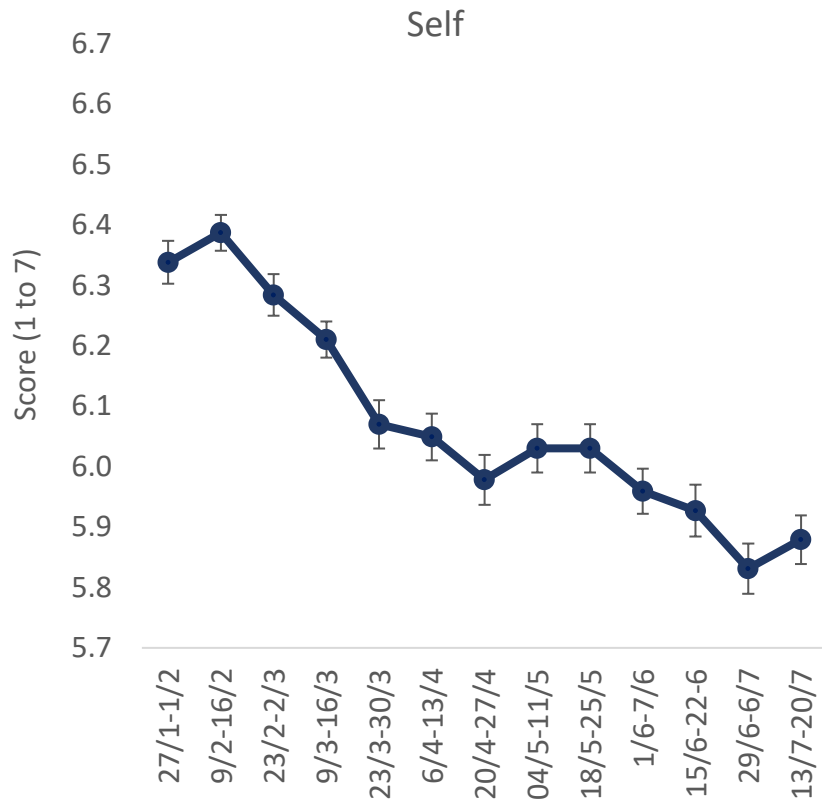
*Following a fall in the perceived coherence and simplicity of restrictions between June and early July, responses have stabilised.*



# Wellbeing and Fatigue



*Wellbeing and fatigue with restrictions show no clear trends in recent rounds after a clear improvement between March and May.*



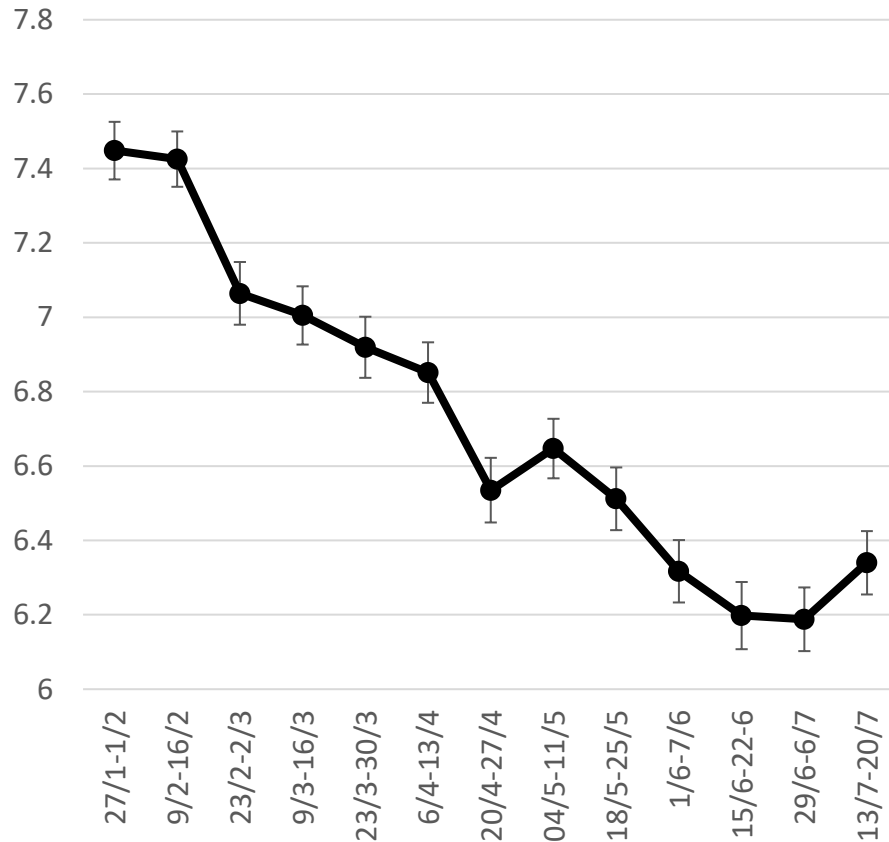
*Changes in reported compliance of self and others shows no significant change.*



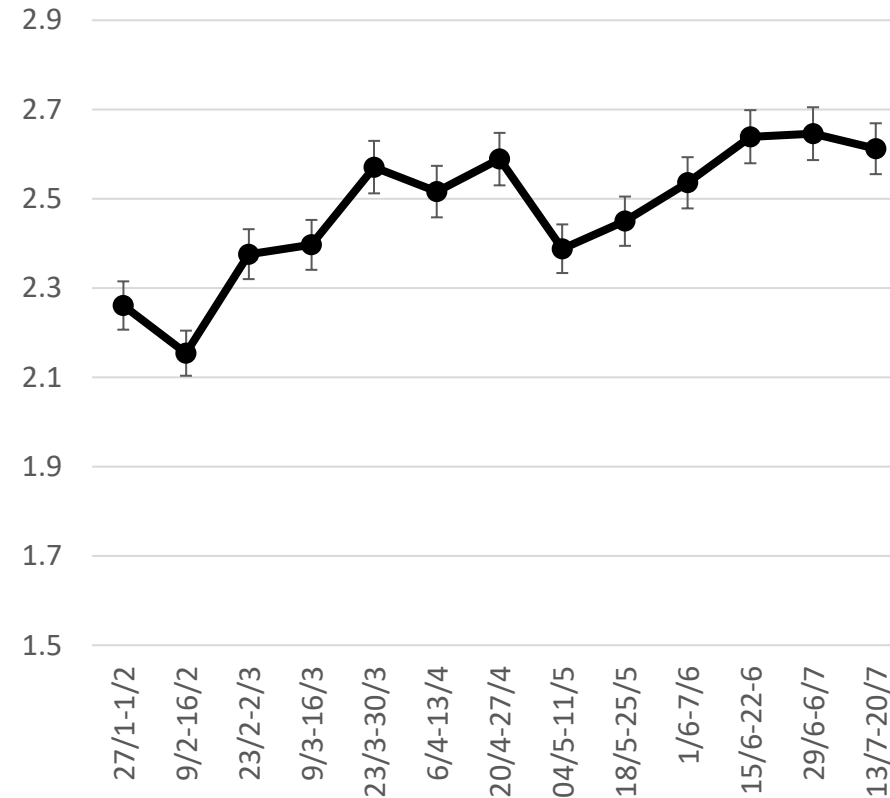
# Key psychological variables



Worry



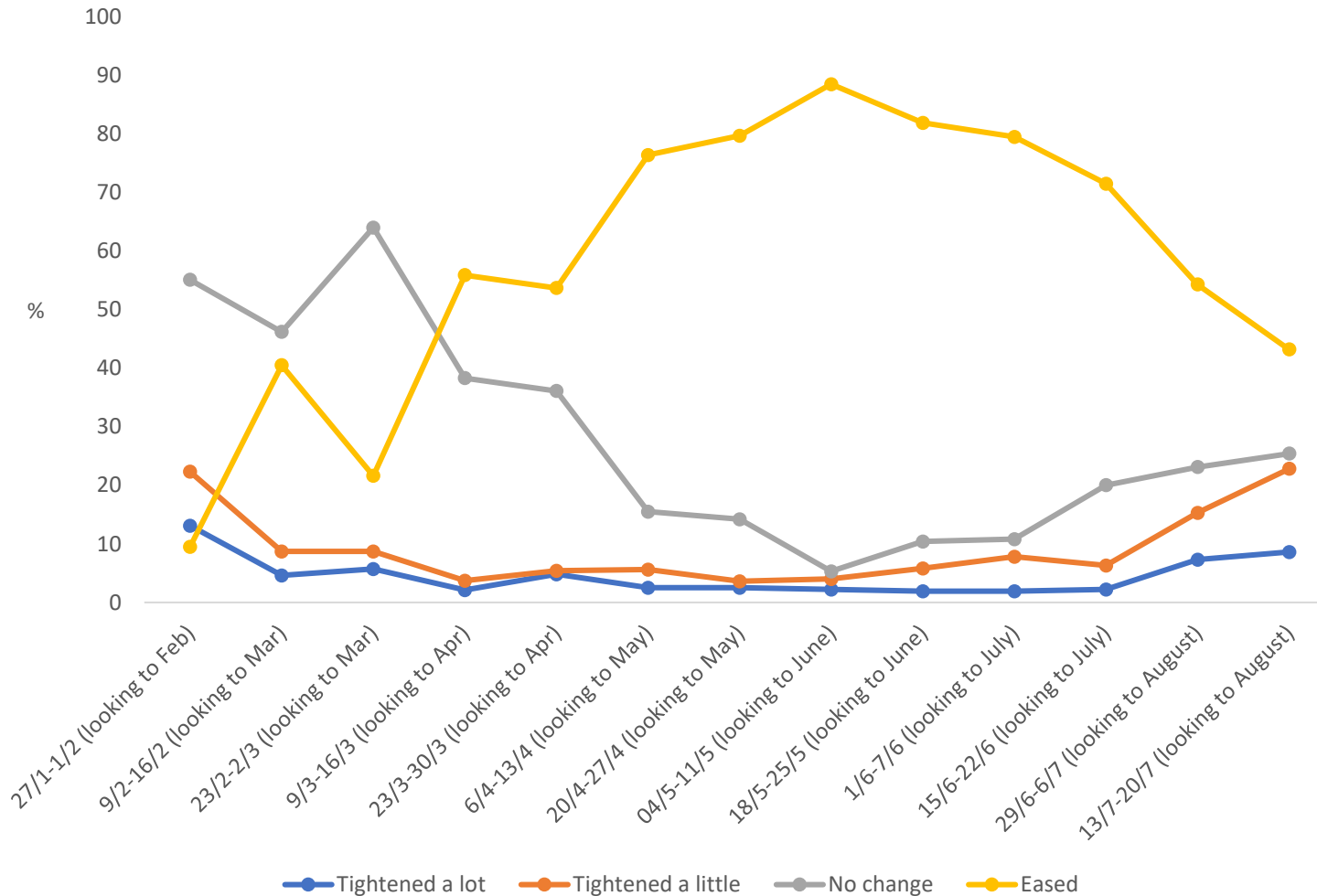
Burden



*Worry edged back up for the first time since April. The extent to which people prioritise the burden of covid-19 restrictions over preventing the spread of covid-19 did not change.*



# Expectations for easing restrictions (next month)



*Expectations that restrictions would be further eased next month continued to fall and is now below 50% for the first time since February.*