

Social Activity Measure

Nov 16th-23rd

ABOUT THE RESEARCH

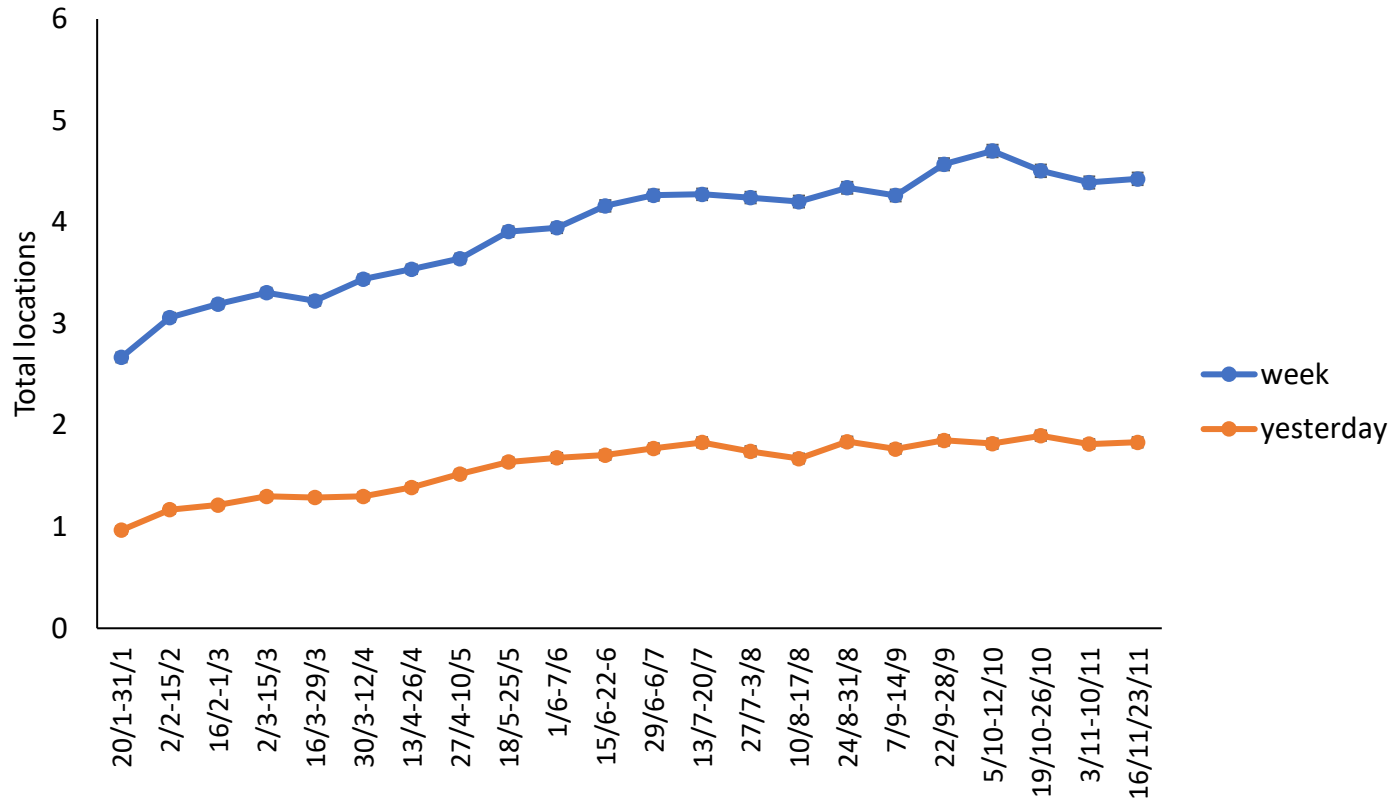
The Social Activity Measure (SAM) is a behavioural study that records the public response to the risk of COVID-19 infection over time. Designed by the ESRI's Behavioural Research Unit (BRU), SAM is an anonymous, interactive, online study that surveys people about their recent activity. The study offers 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 survey has been updated in this round to include more detailed information on behavioural changes and future plans in light of the widespread lifting of restrictions in September. 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 November 16th and 23rd. During data collection, cases increased and new restrictions were announced including midnight closure for hospitality venues and a return to working from home where possible.

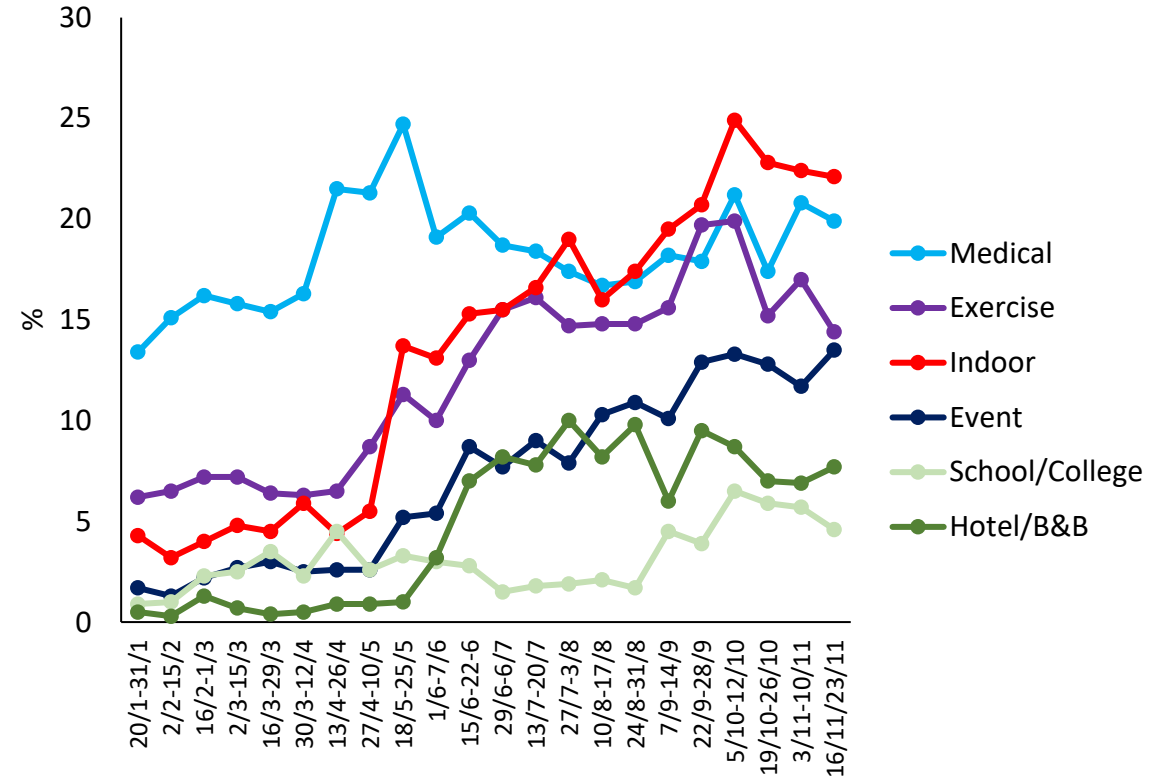
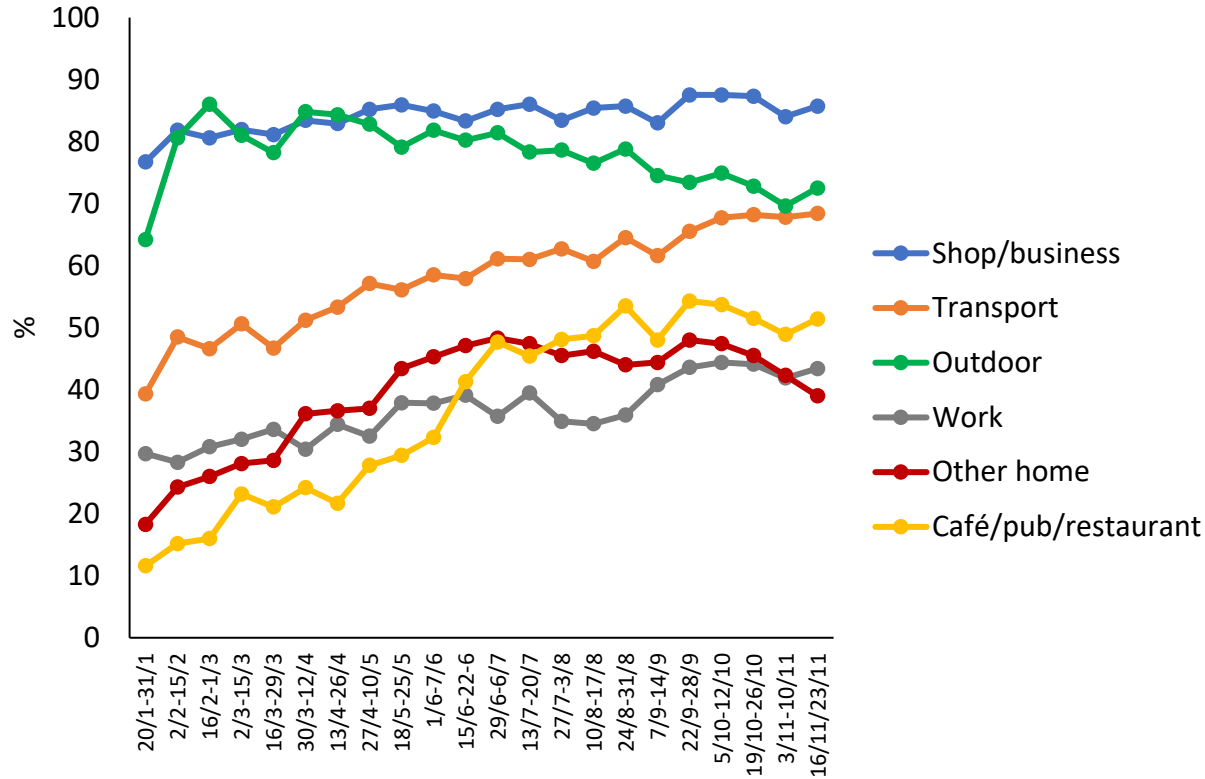


Total locations visited



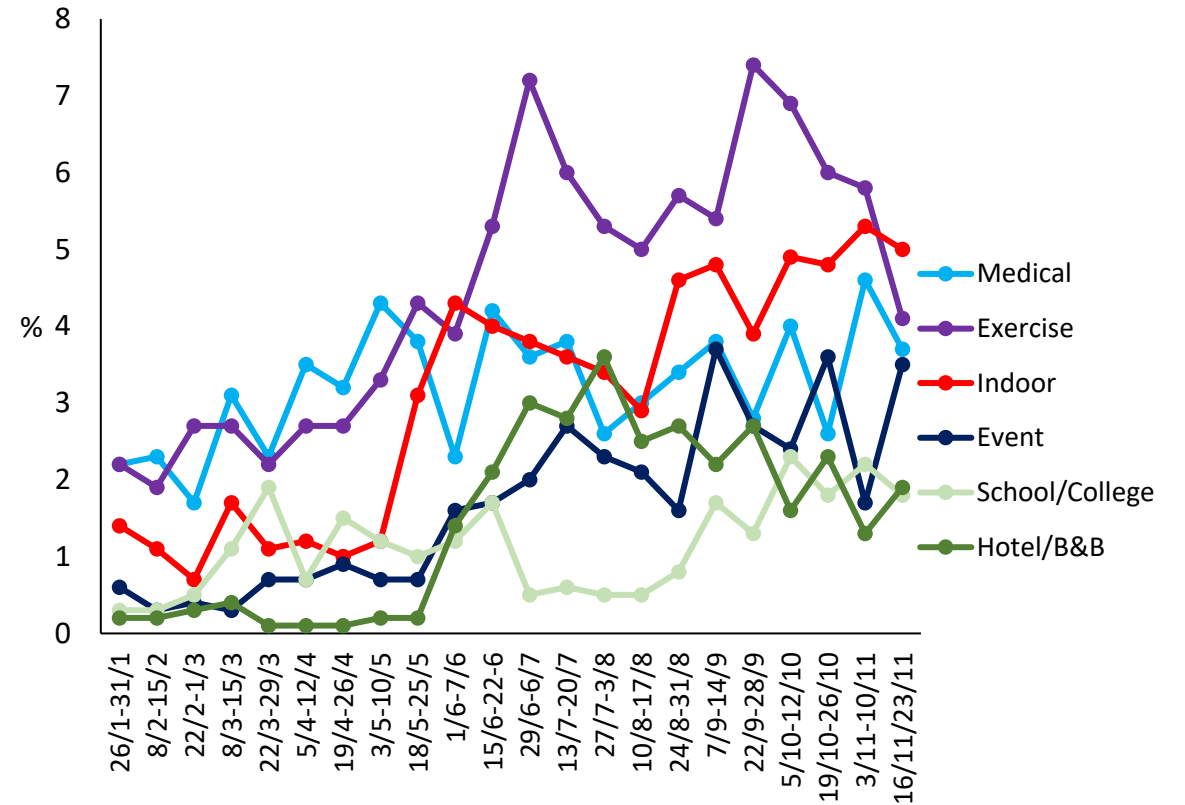
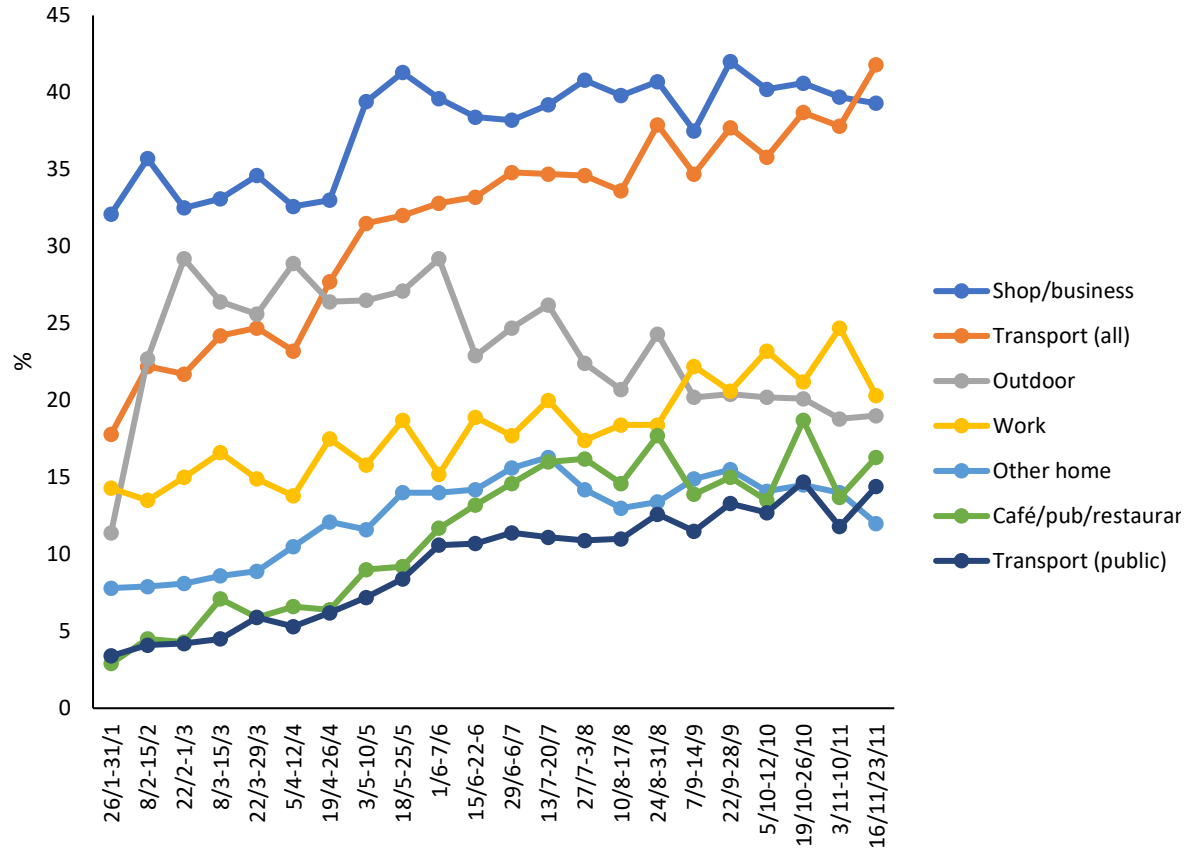
There was no change in the number of locations visited, either yesterday or over the week.

Locations visited (previous week)



There were no significant changes in locations visited over the previous week.

Locations visited (yesterday)

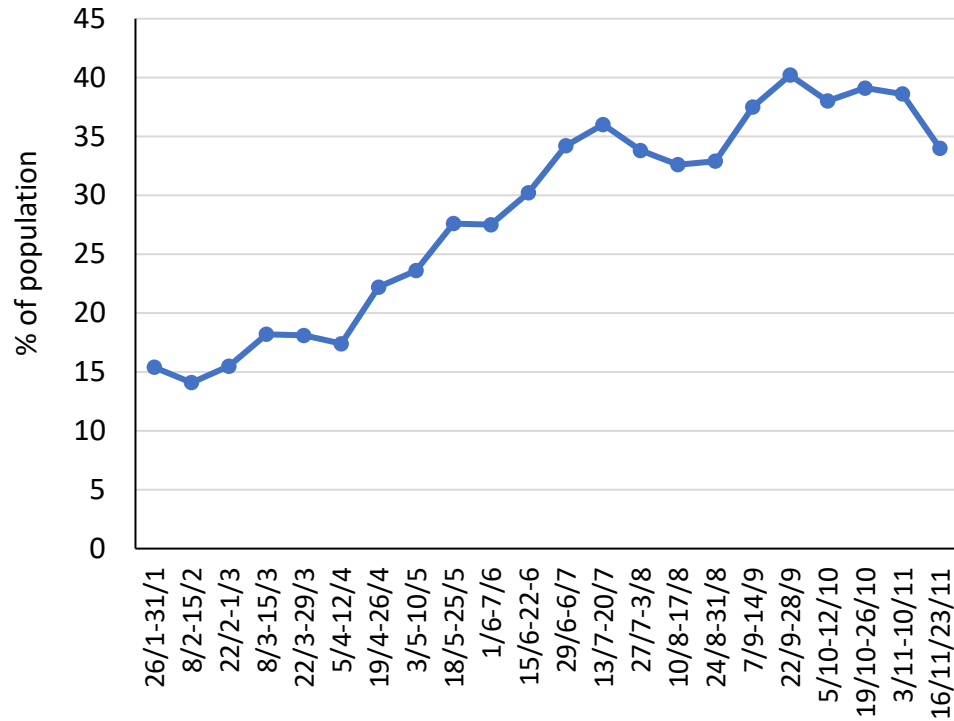


There were also no significant changes to locations visited yesterday compared to last month.

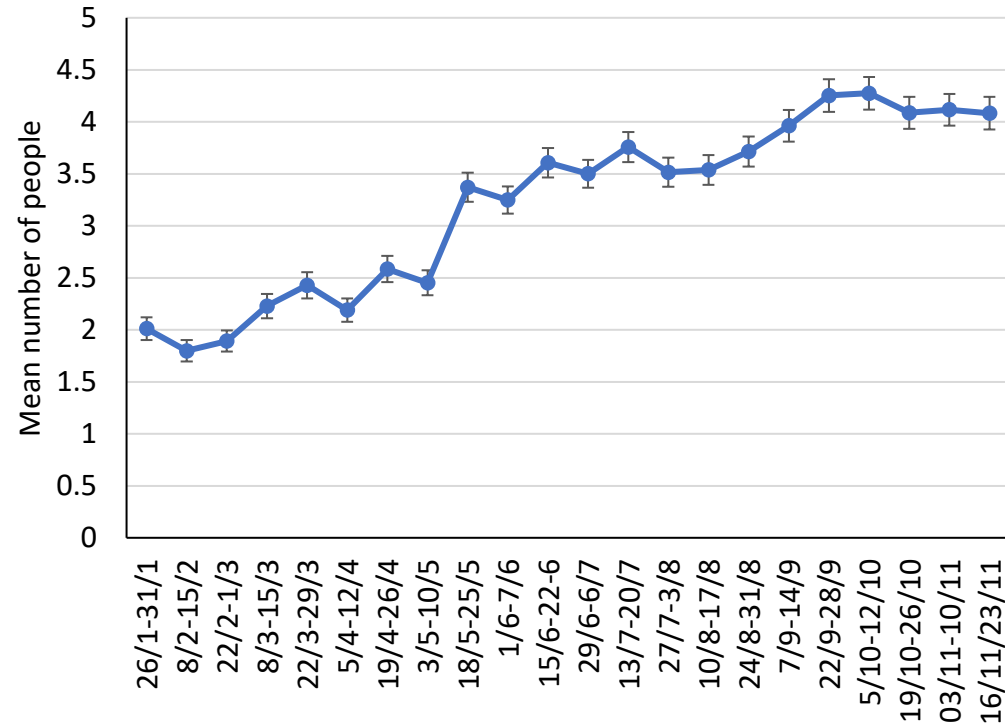
Number of people met and close contacts



Close contact in past 24 hours

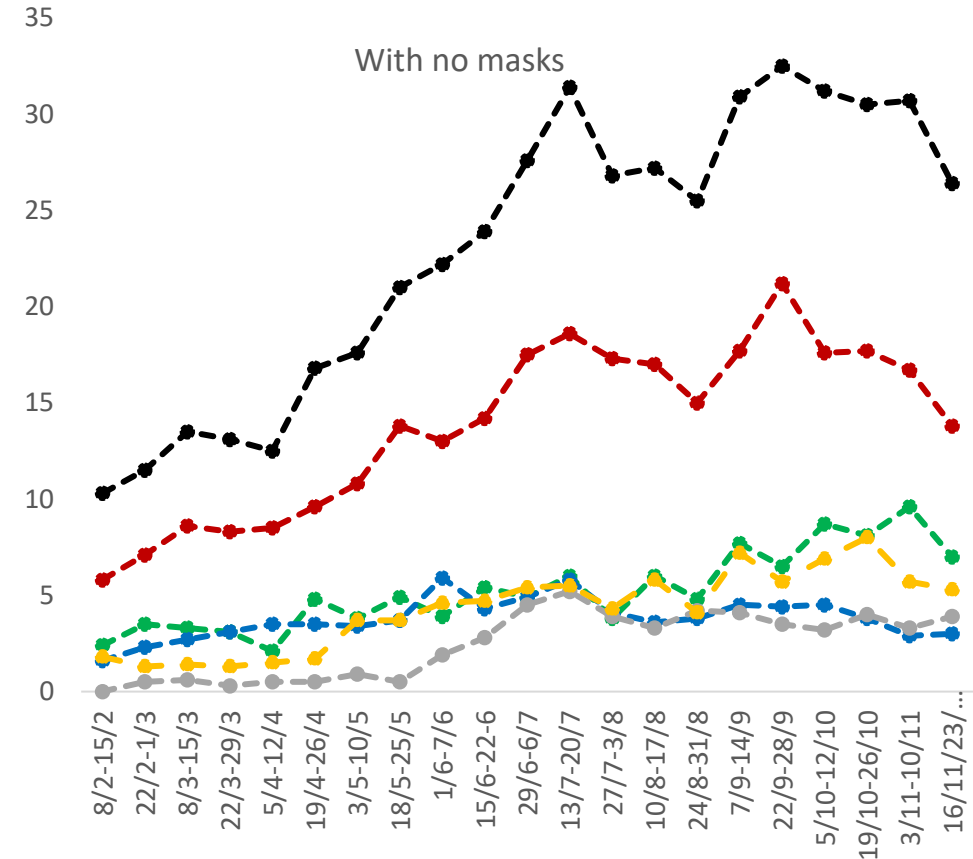
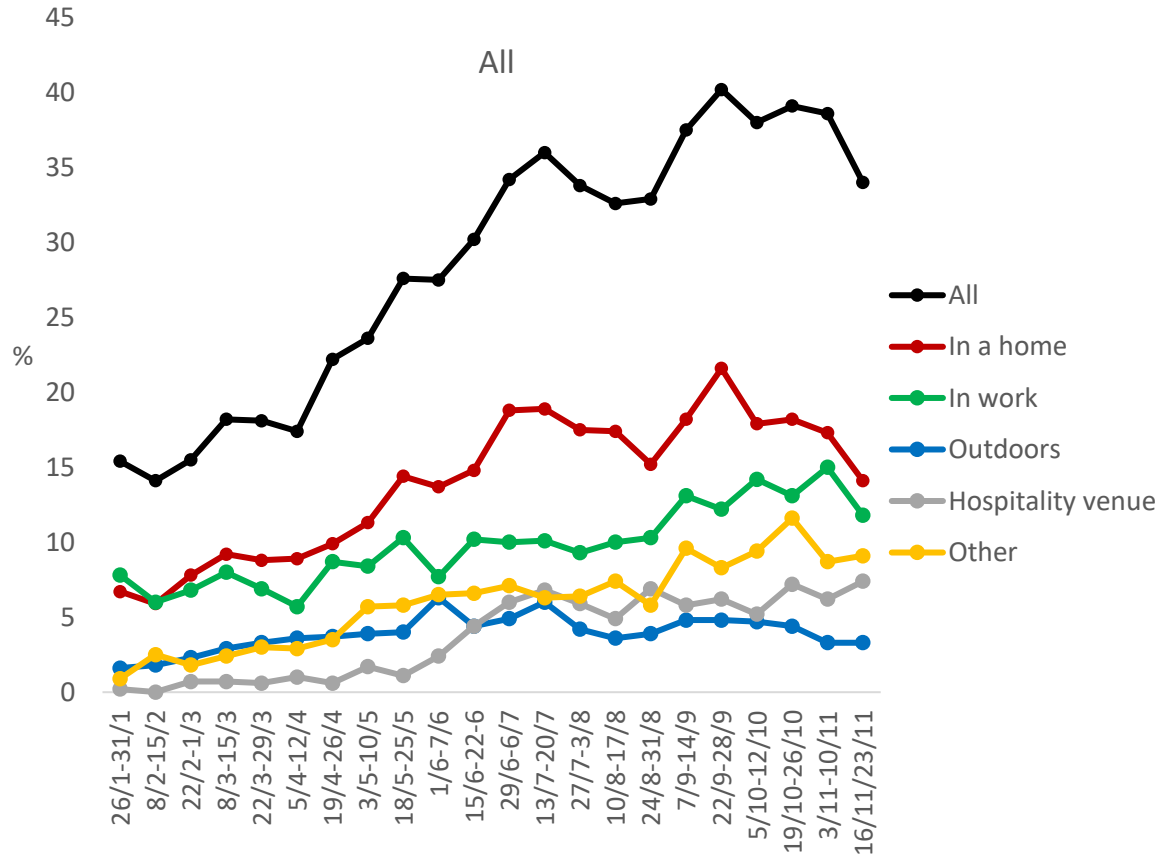


Mean number of people met in past 48hrs



There was a drop in the proportion of people who had a close contact but no change in the number of people met.

Close contacts - locations

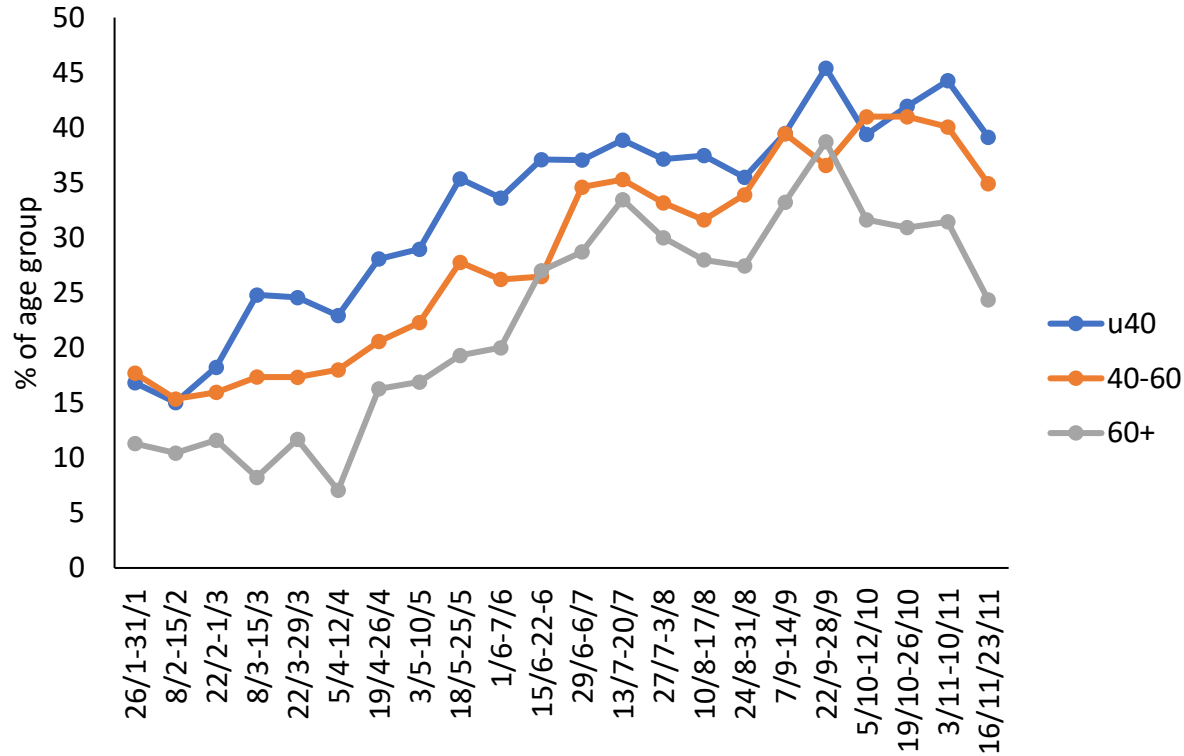


There was also a drop in close contacts where masks weren't worn. In both cases, the drop was driven by drops in close contacts in a home.

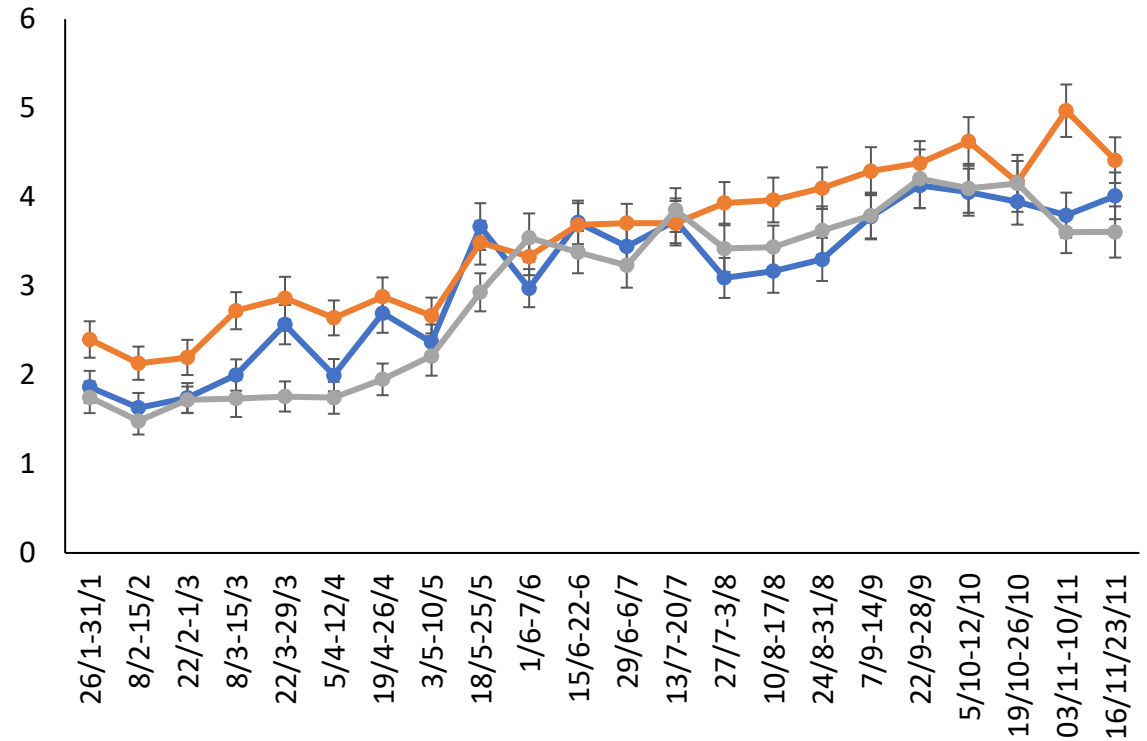
Number of people met and close contacts



Close Contacts

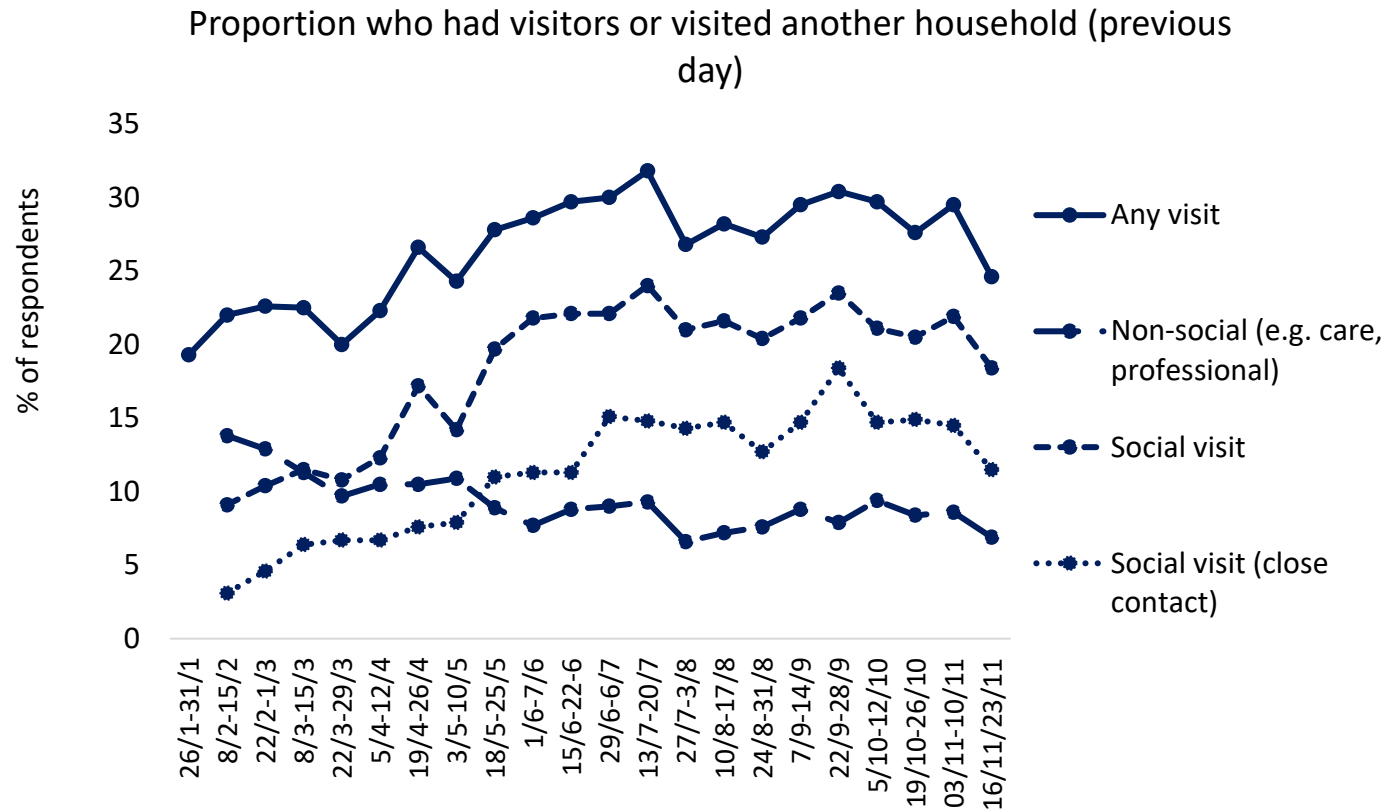


People Met by Age



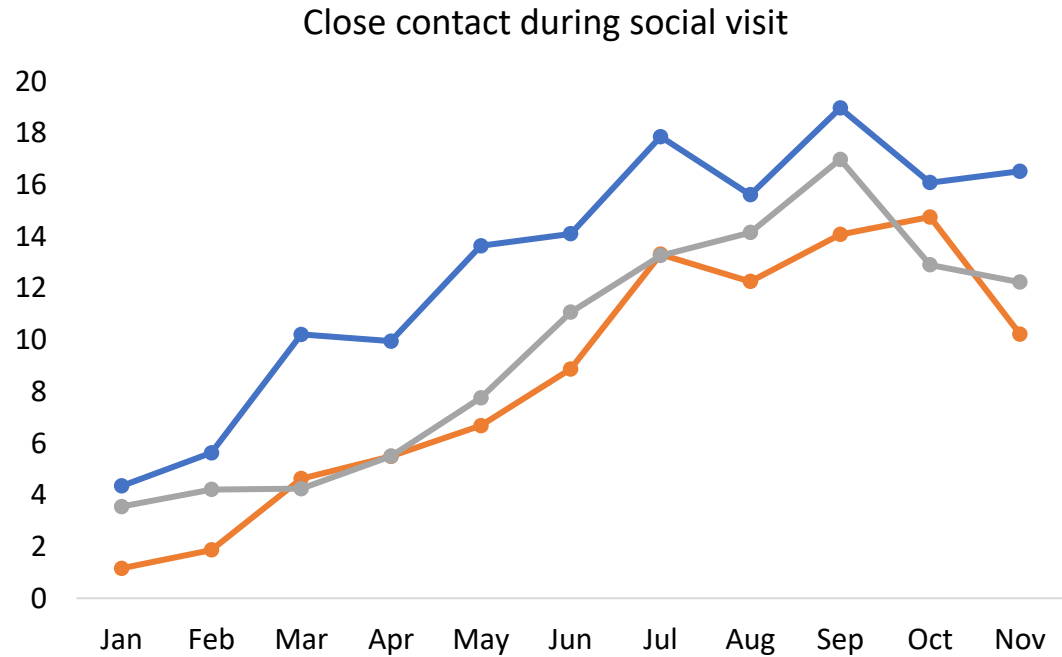
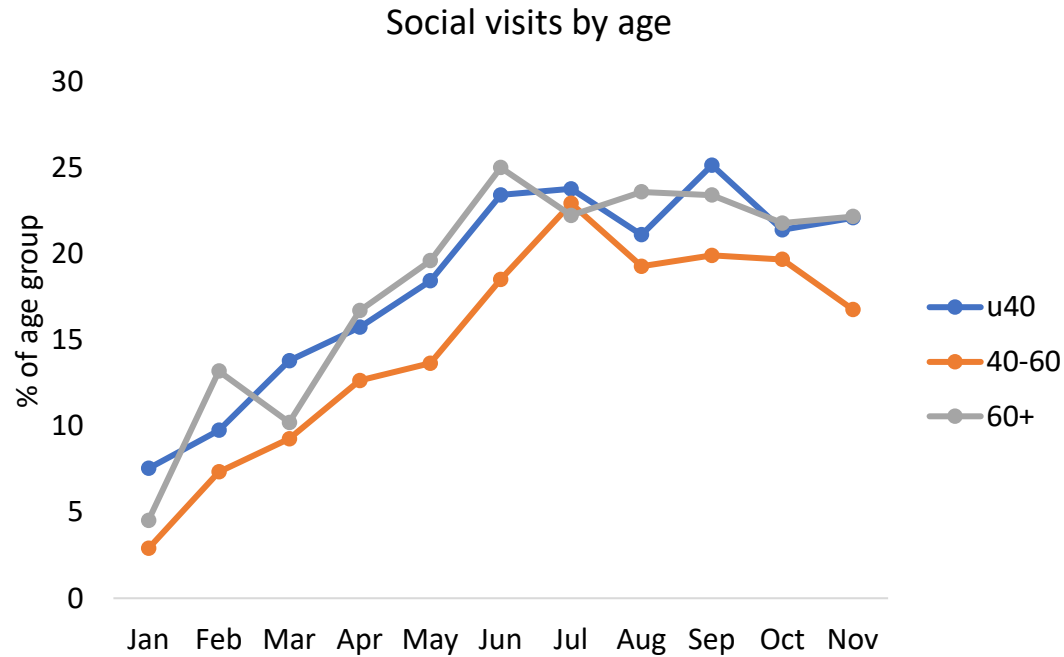
There was no change in the number of people met since October. The overall reduction in close contacts was not attributable to any one age group.

Home Visits



There was a drop in visits to homes across the board. This was significant in all cases except for non-social visits.

Social visits by age

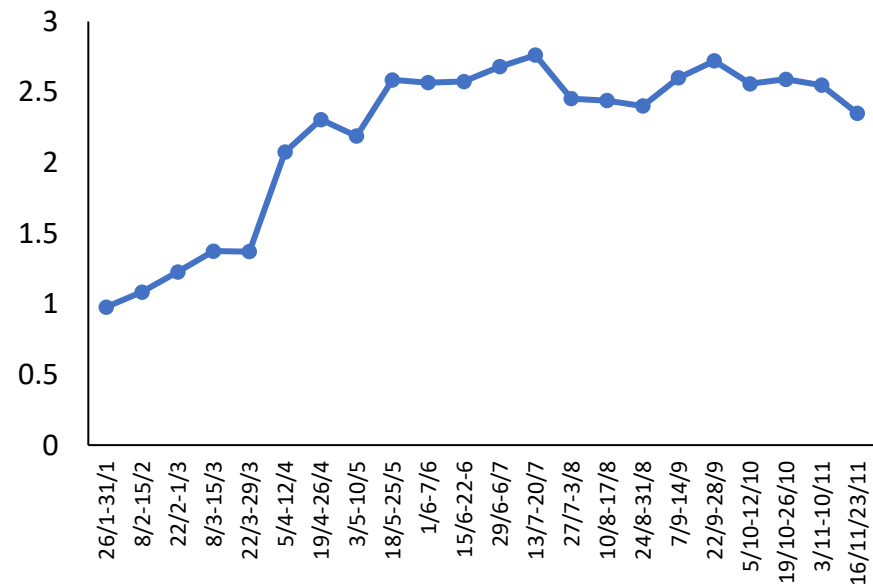


Social home visits reduced, but no one age group was responsible for the overall reduction. Close contacts during social visits reduced primarily in the 40-60 year old age group.

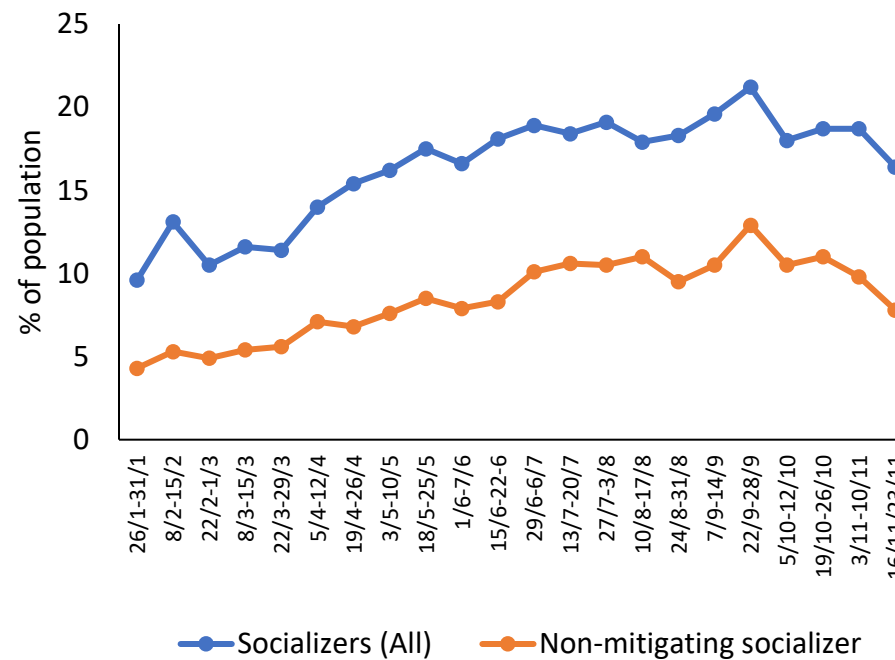
Social Activity



Index of overall activity



Socialisers

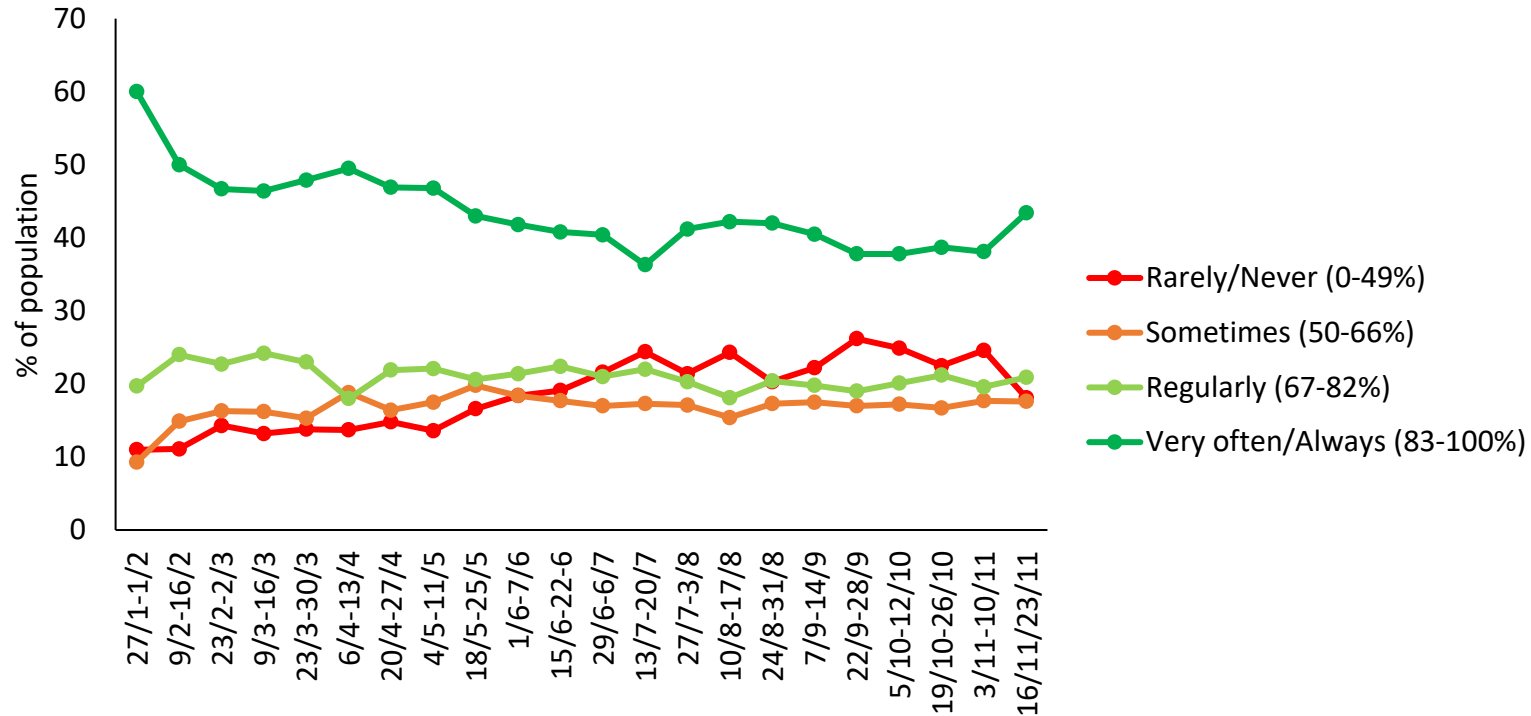


The left chart shows that overall social activity, measured by a combination of places visited and people met. Activity has stabilised and may be starting to come down. The right chart shows the percentage of people who engage in particularly high levels of social activity ('socialisers') and those who do so while taking few or no precaution, such as wearing a mask or maintaining 2m distance, ('non-mitigating socialisers'). The trend in increasing numbers of socialisers that had been apparent over a few months has stalled and the number of non-mitigating socialisers, the riskiest group, has declined significantly since October.

Mitigation



Caution when leaving home
(mitigative behaviours)

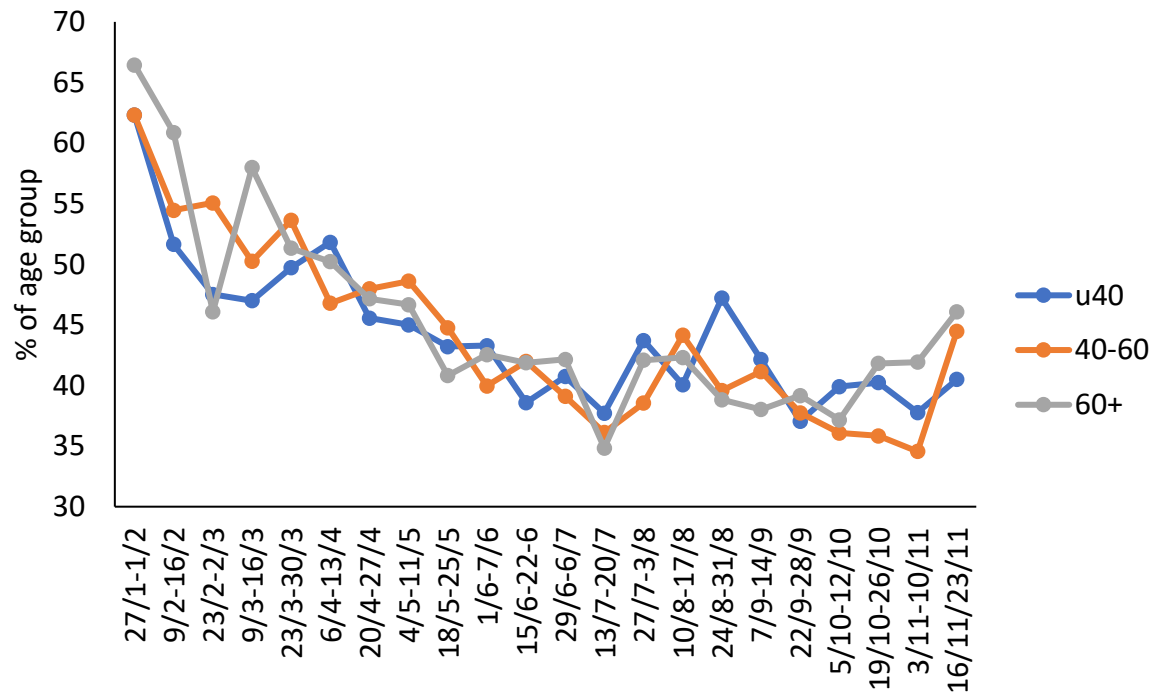


More people are now engaging in mitigative behaviours (keeping distance, washing hands, wearing masks) than in the last round of data collection. Having fallen steadily over a number of months, the percentage who report taking these precautions most of the time has returned to the highest level since May. There has been a decrease in the percentage who report rarely or never taking these precautions.

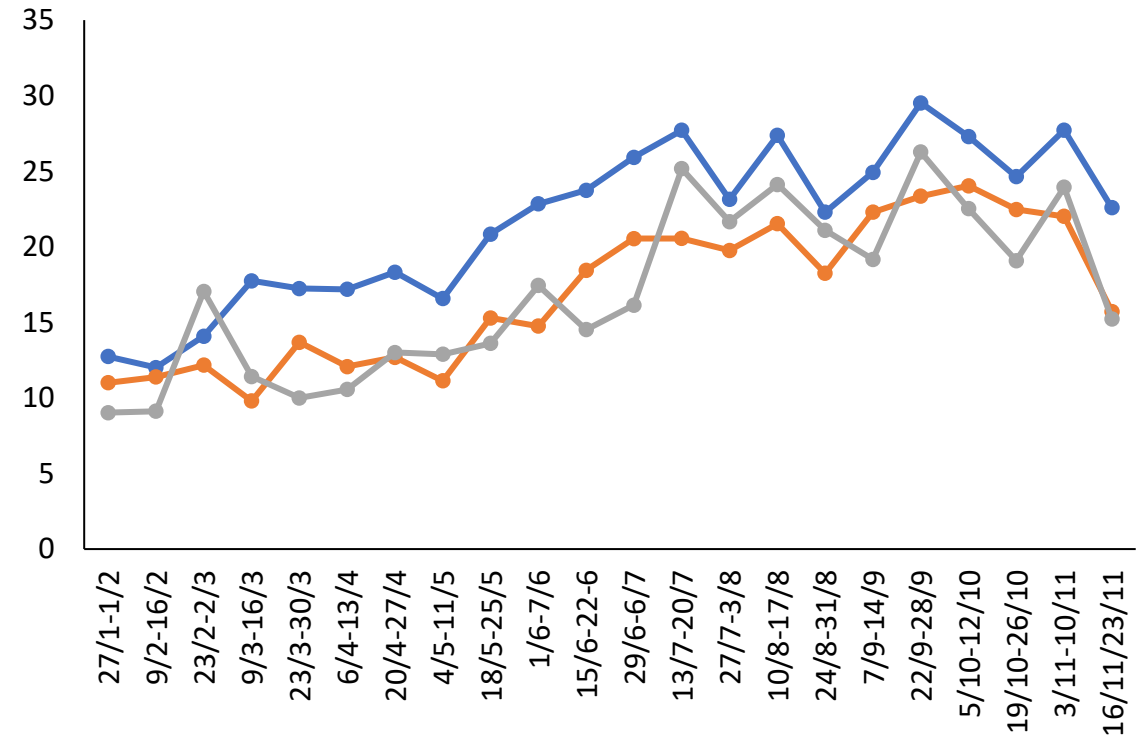
Mitigation by age



Very Often/Always Cautious

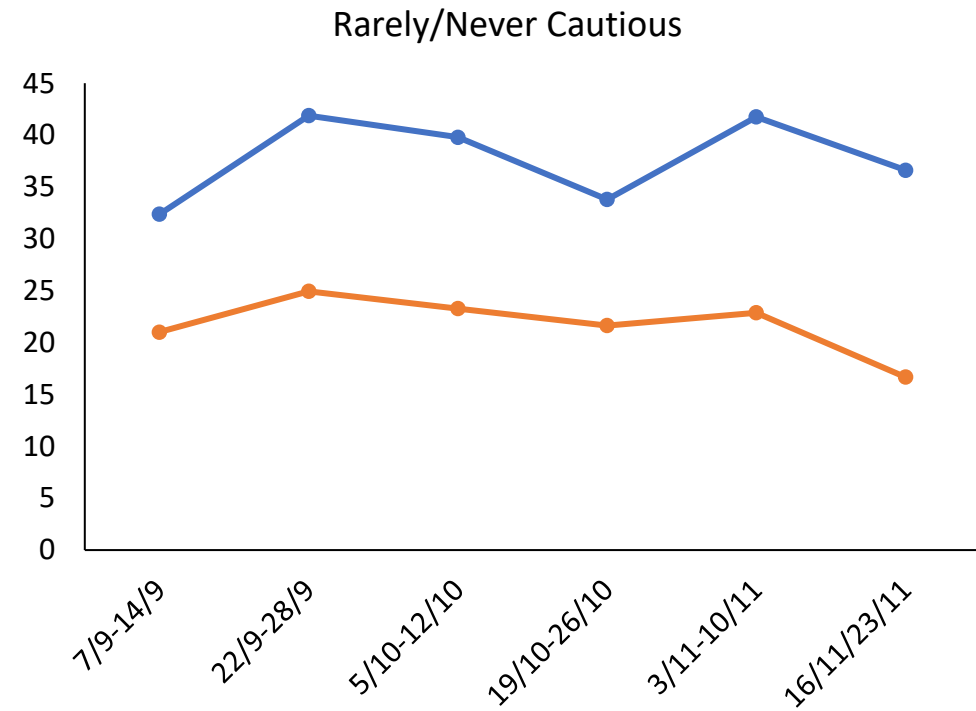
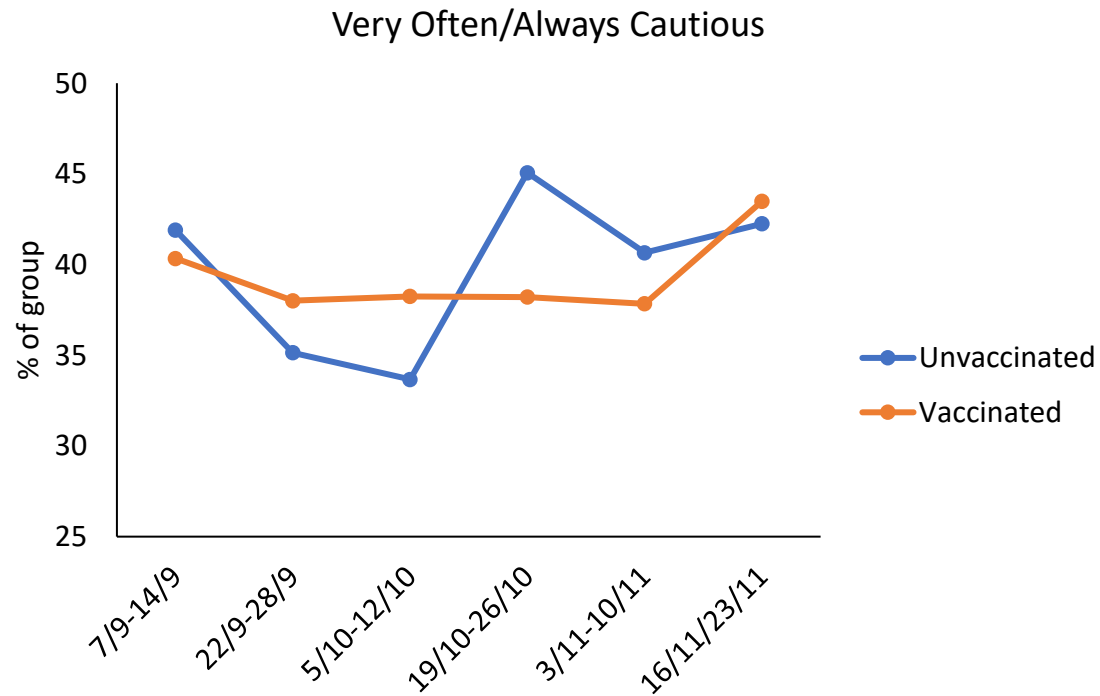


Rarely/Never Cautious



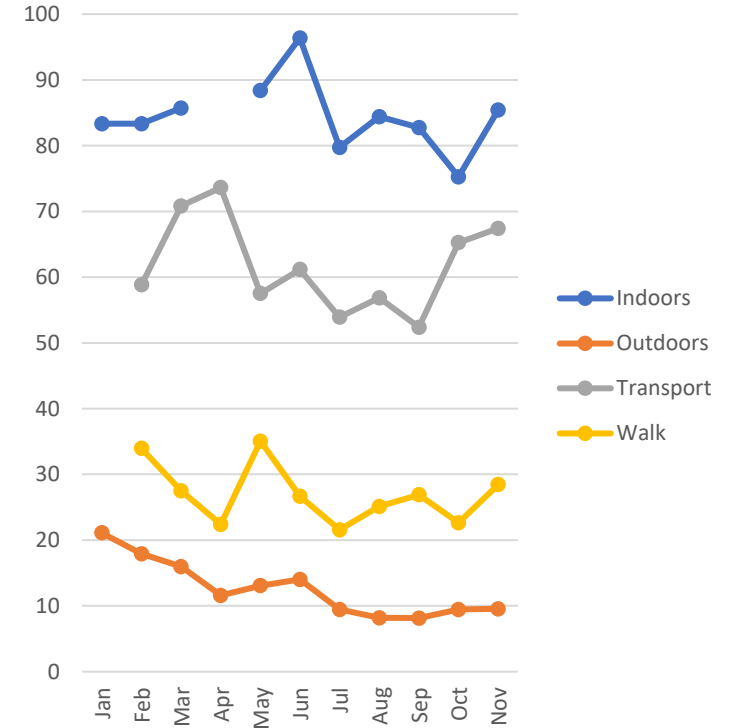
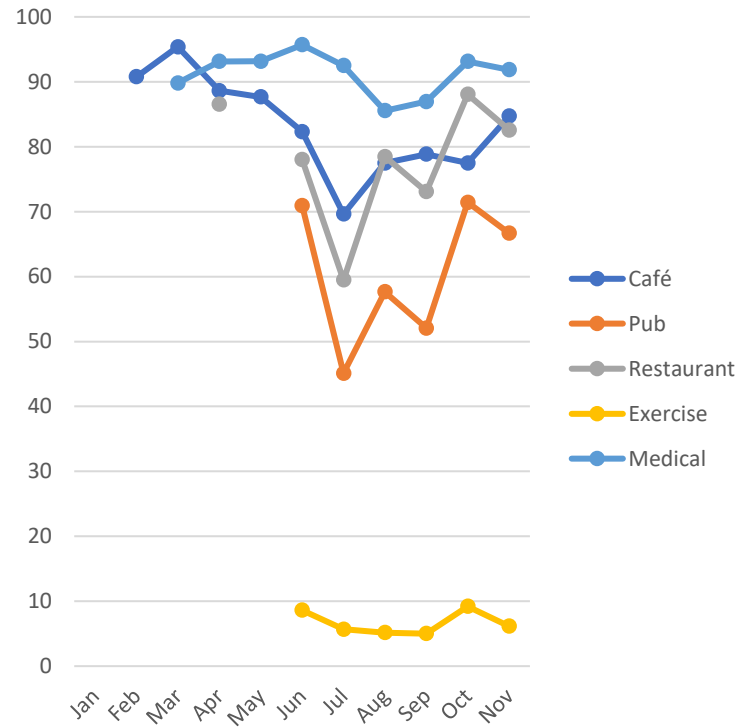
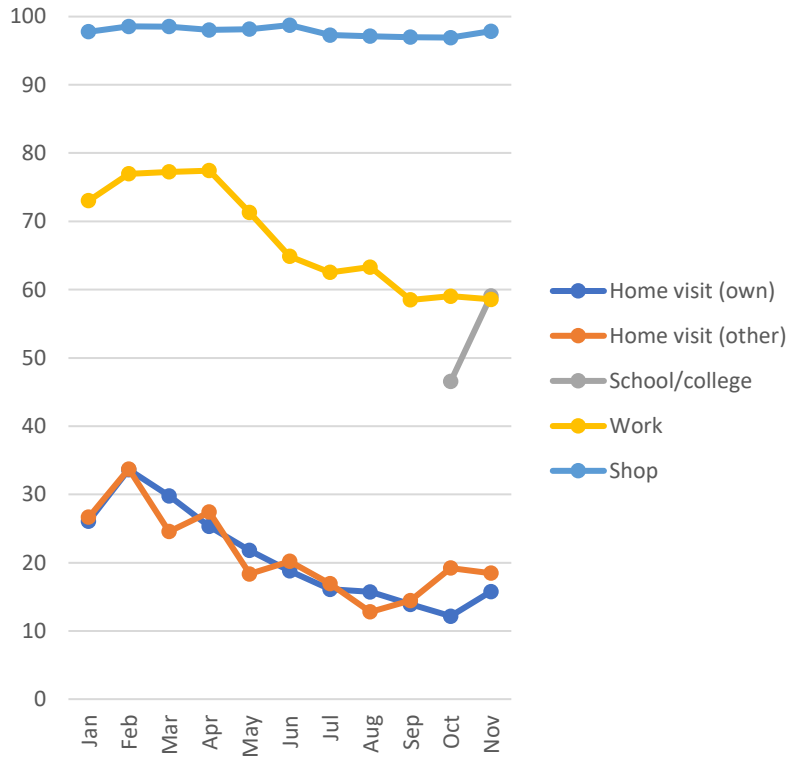
The change in the percentage of people engaging in mitigation behaviours has occurred across all age groups.

Mitigation by vaccine status



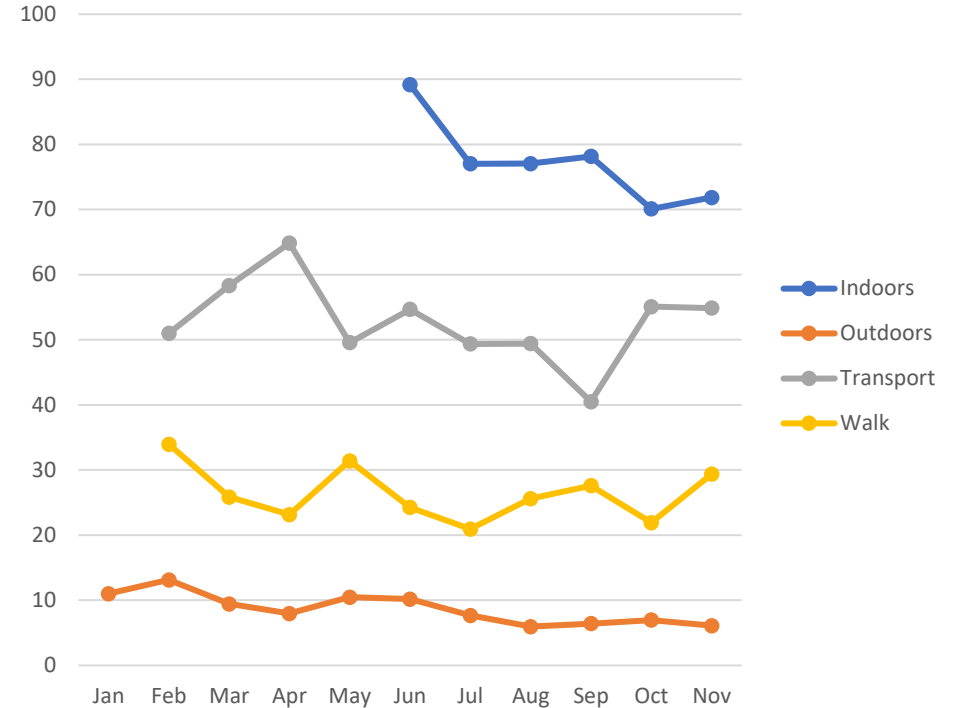
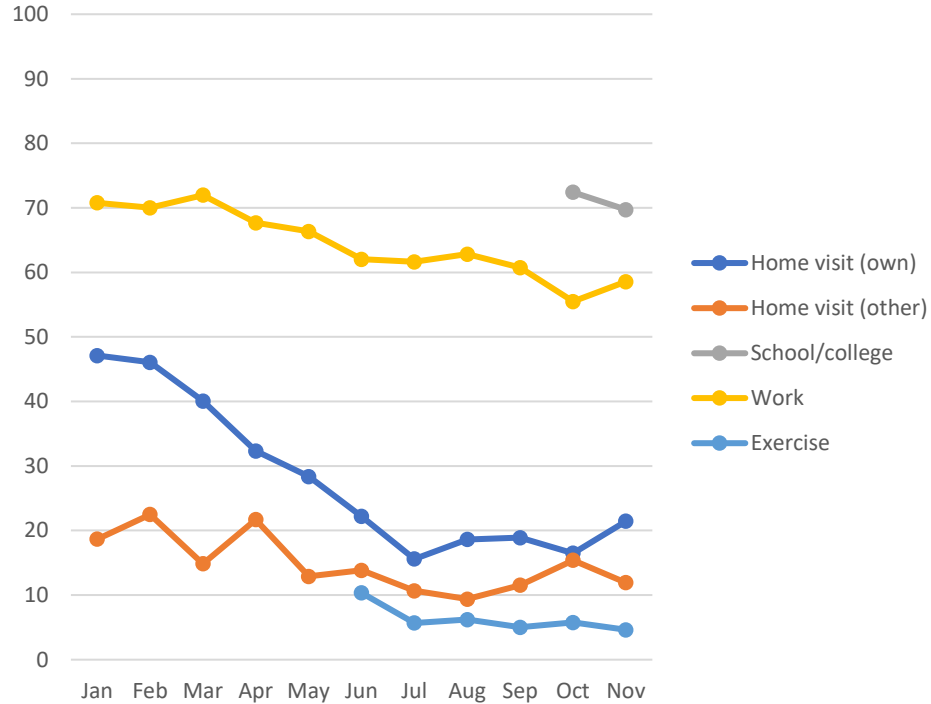
The proportion of vaccinated people who were rarely or never engaging in mitigative behaviours has dropped and the proportion who report very often or always engaging in these behaviours has increased.

Masks by Location



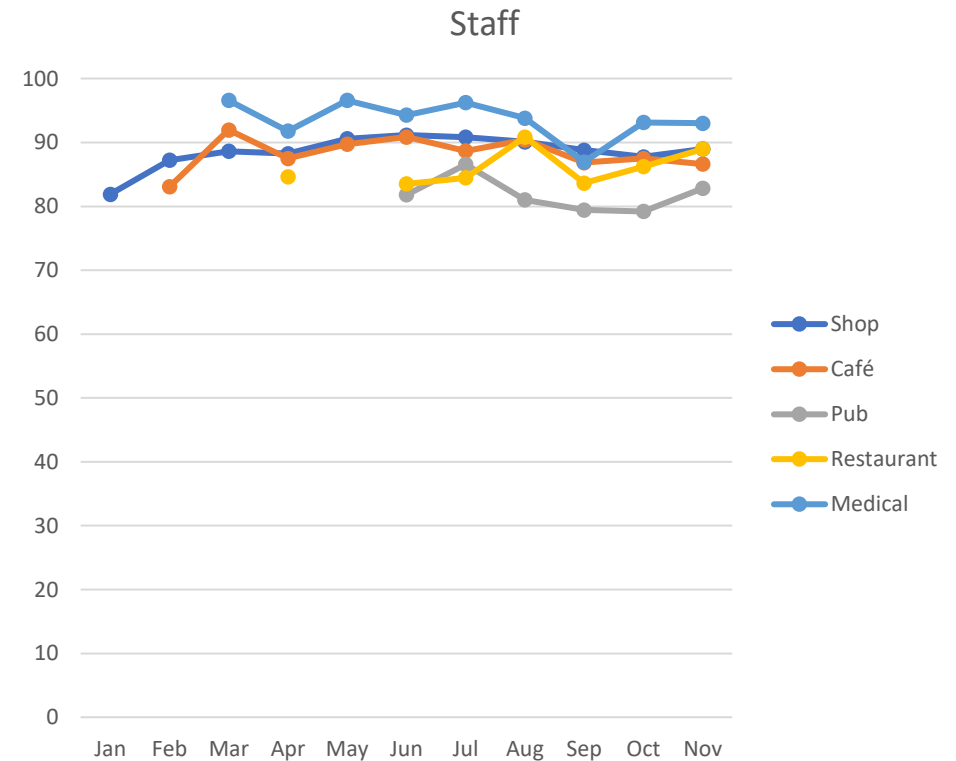
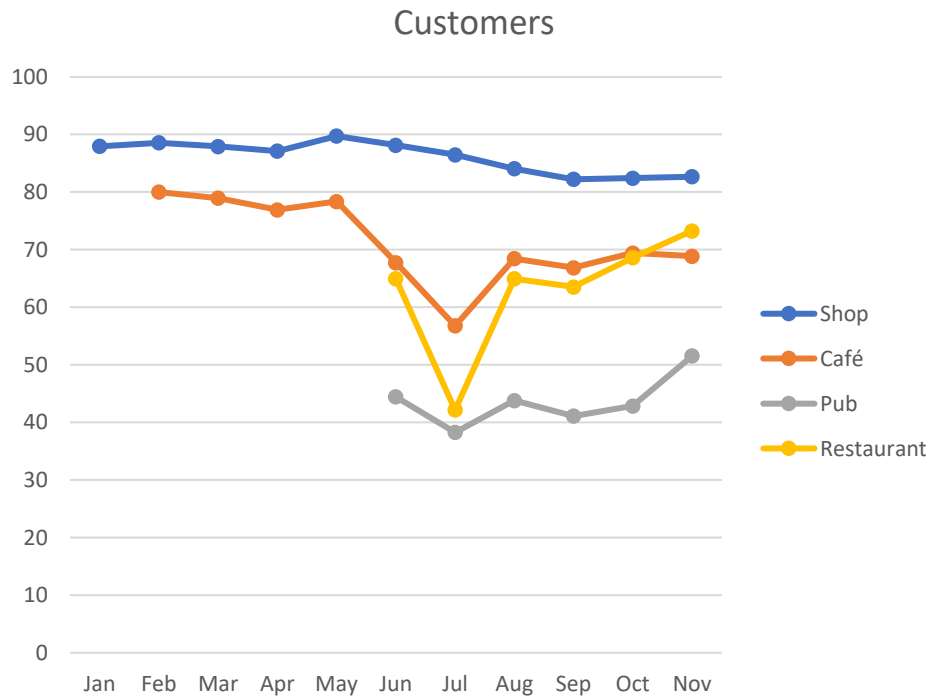
There has been an increase in mask use in pubs, restaurants and transport since September.

Masks (others) by Location



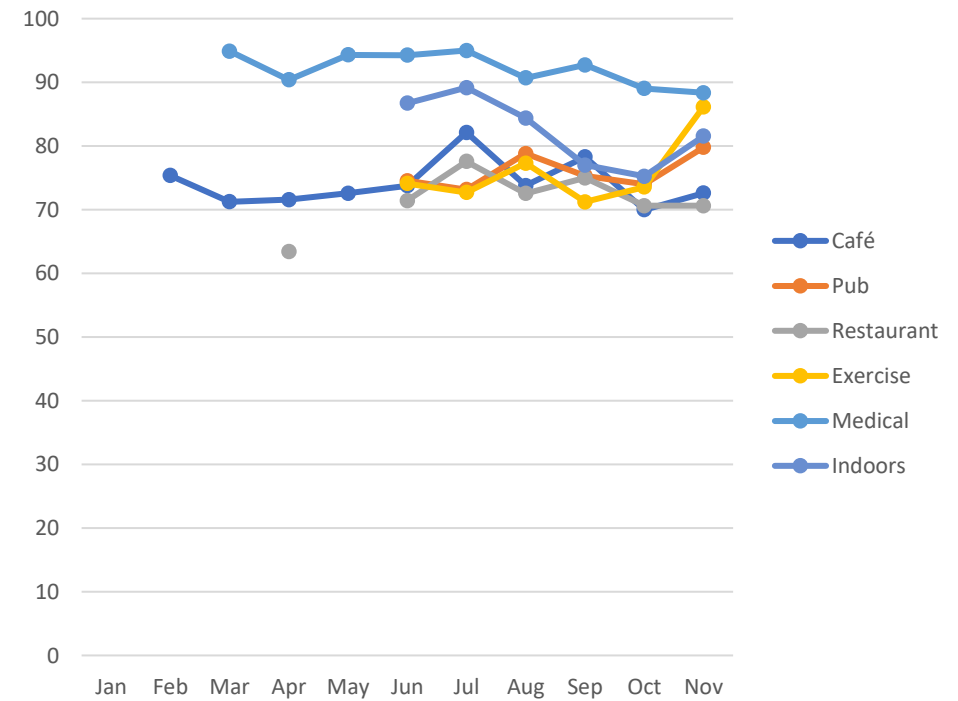
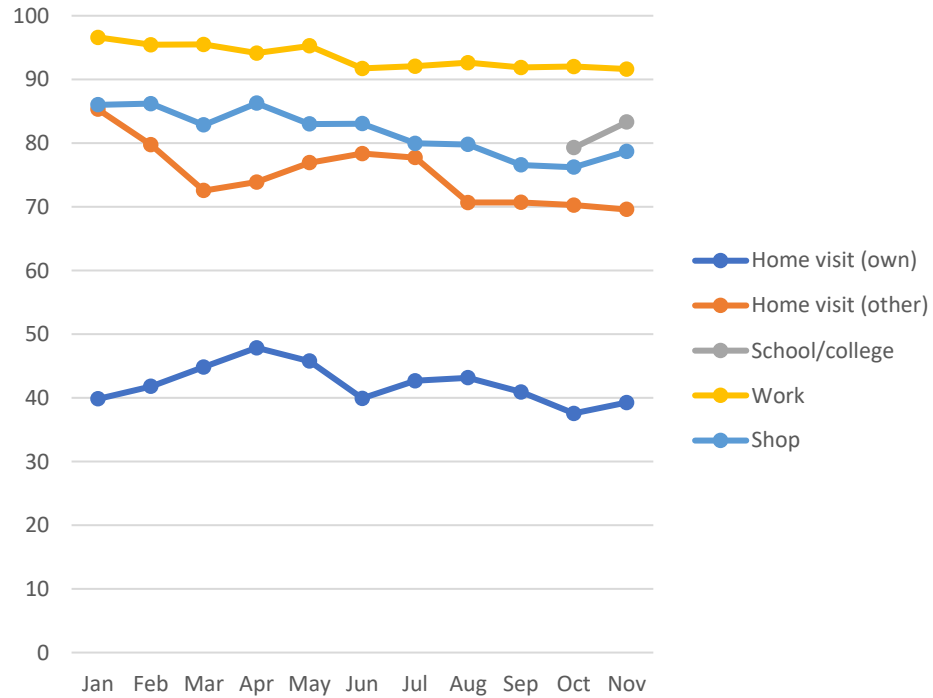
There has been an increase in reports that other people are wearing masks in transport since September.

Masks (customers & staff) by Location



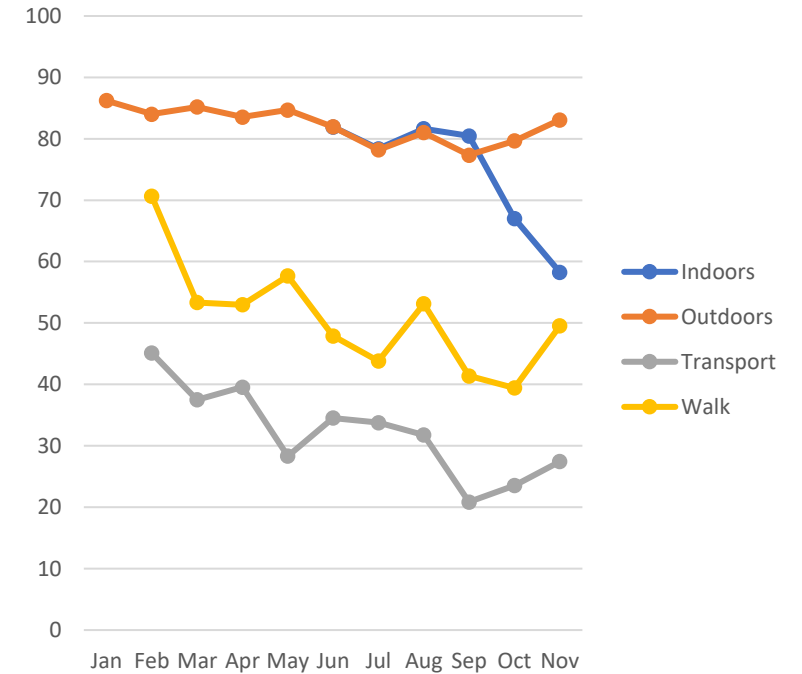
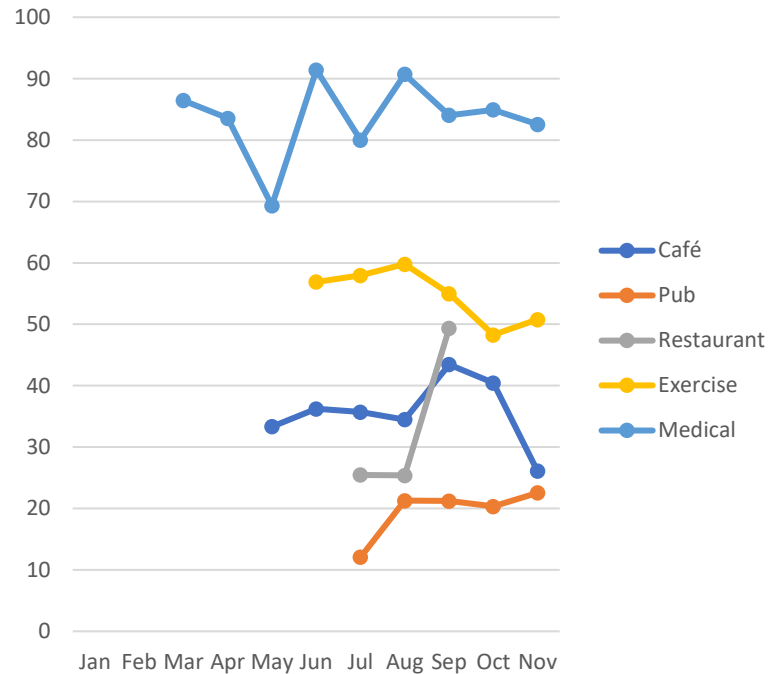
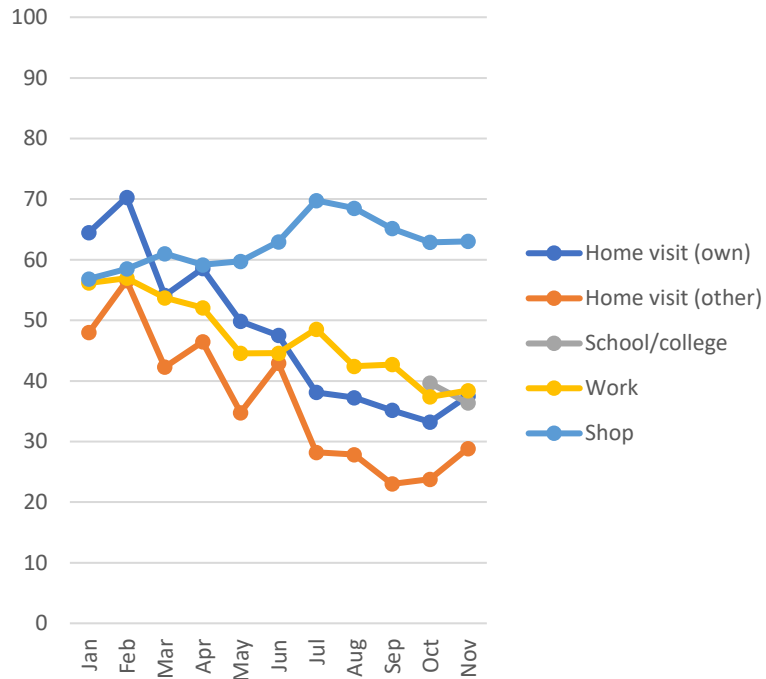
Mask wearing by other customers and staff has been stable across all locations. There was a slight increase in customers wearing masks in pub in November but this was not statistically significant.

Cleaned hands by Location



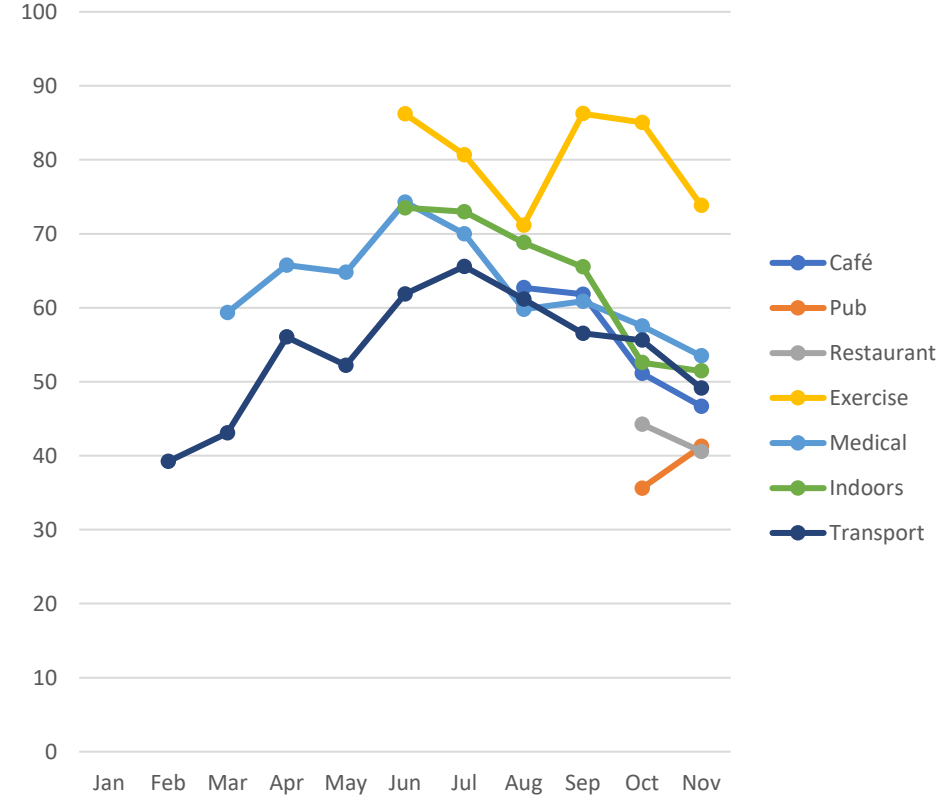
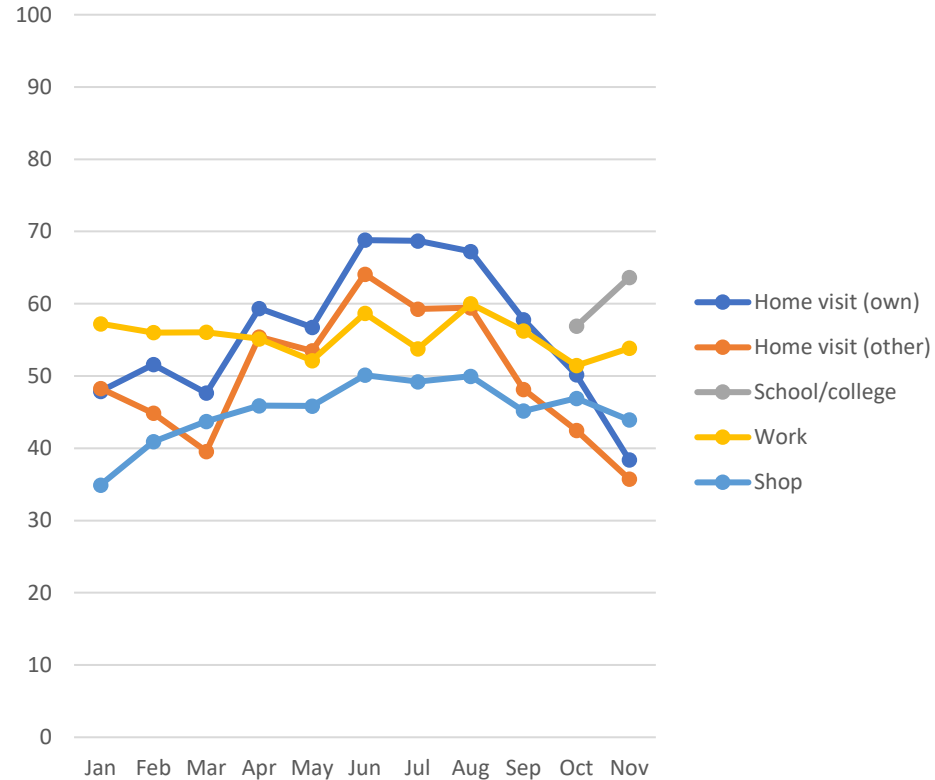
There has been greater use of hand sanitizer in exercise facilities in November compared with October.

Kept 2m by Location



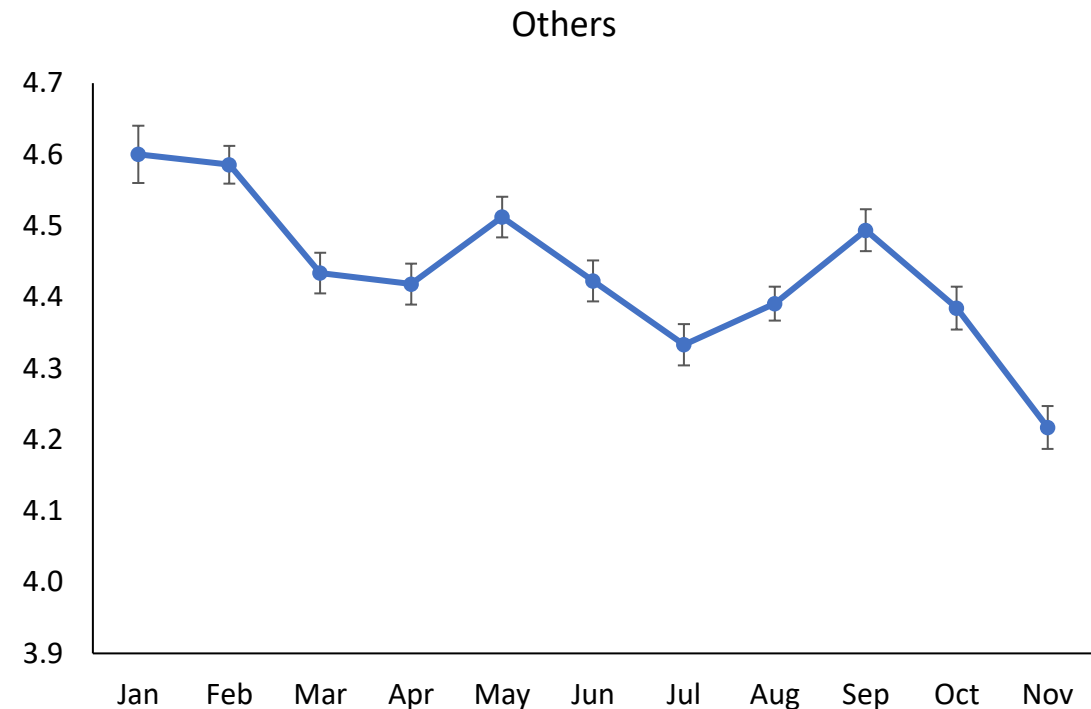
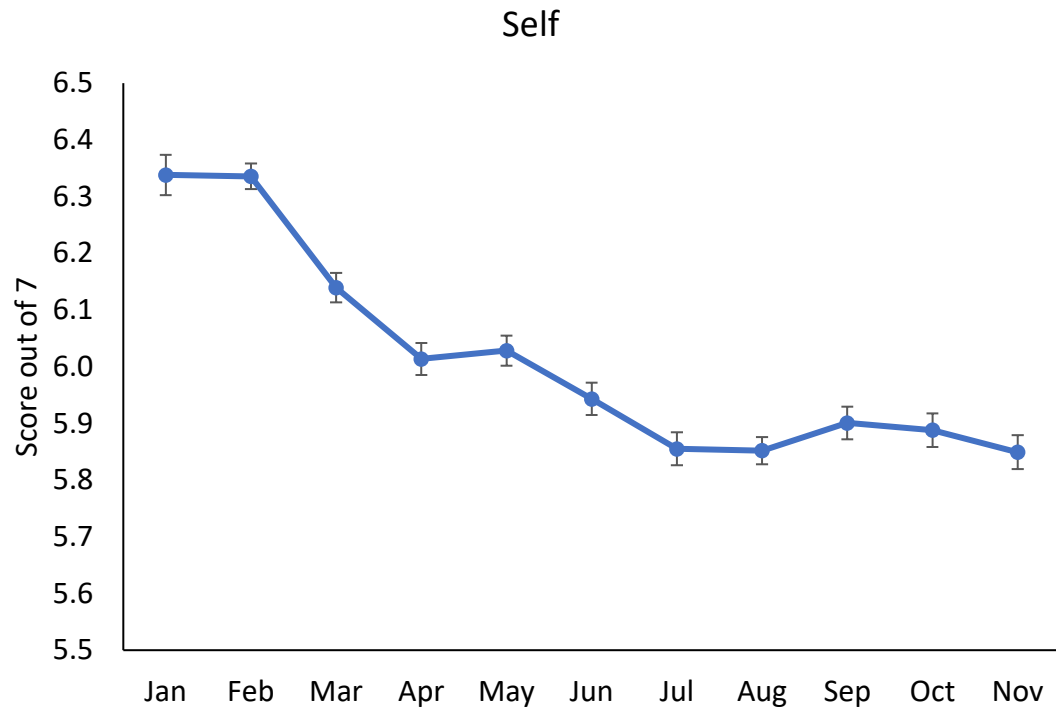
The proportion of people keeping 2m distance in cafés and indoor locations has dropped since September.

Ventilation by Location



There has been a decrease in ventilation in exercise facilities however it did not reach statistical significance. Overall across all locations ventilation has decreased since the summer.

Self-Reported Compliance

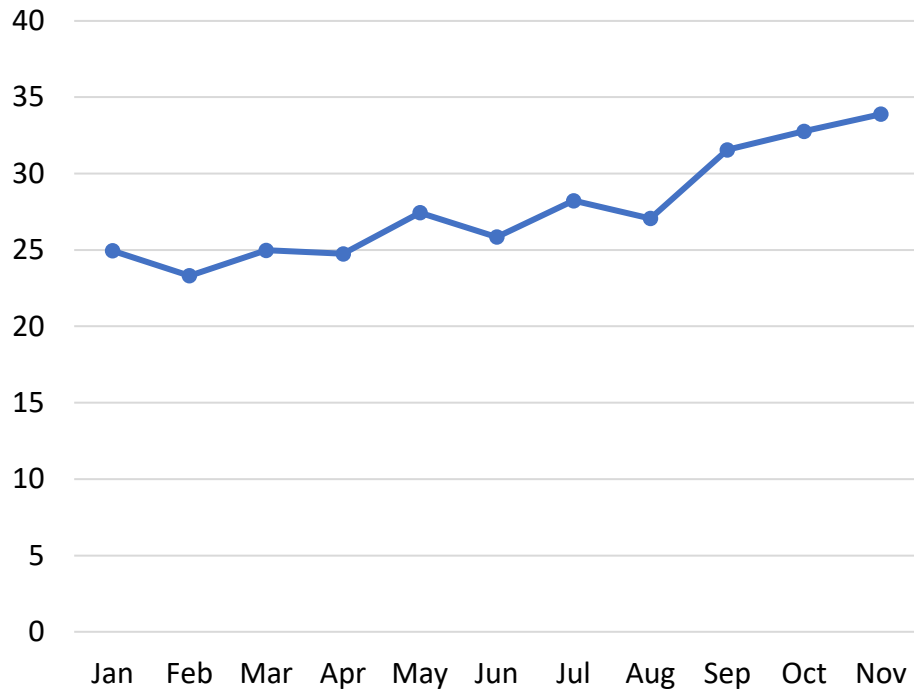


There were no changes in self-reported compliance with public health guidance but there was a change in reported compliance of others.

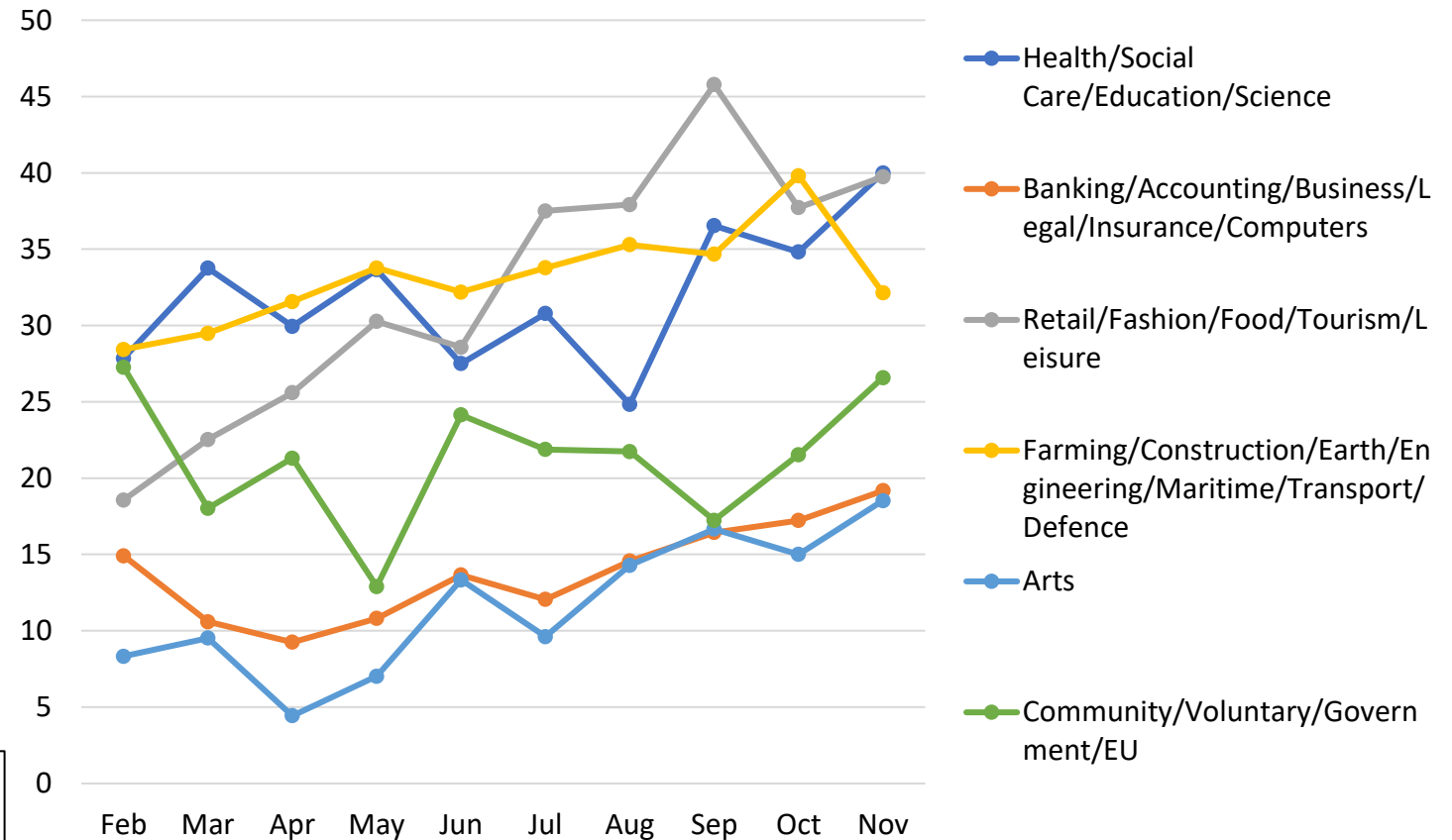
Workplace Attendance



Went to workplace yesterday

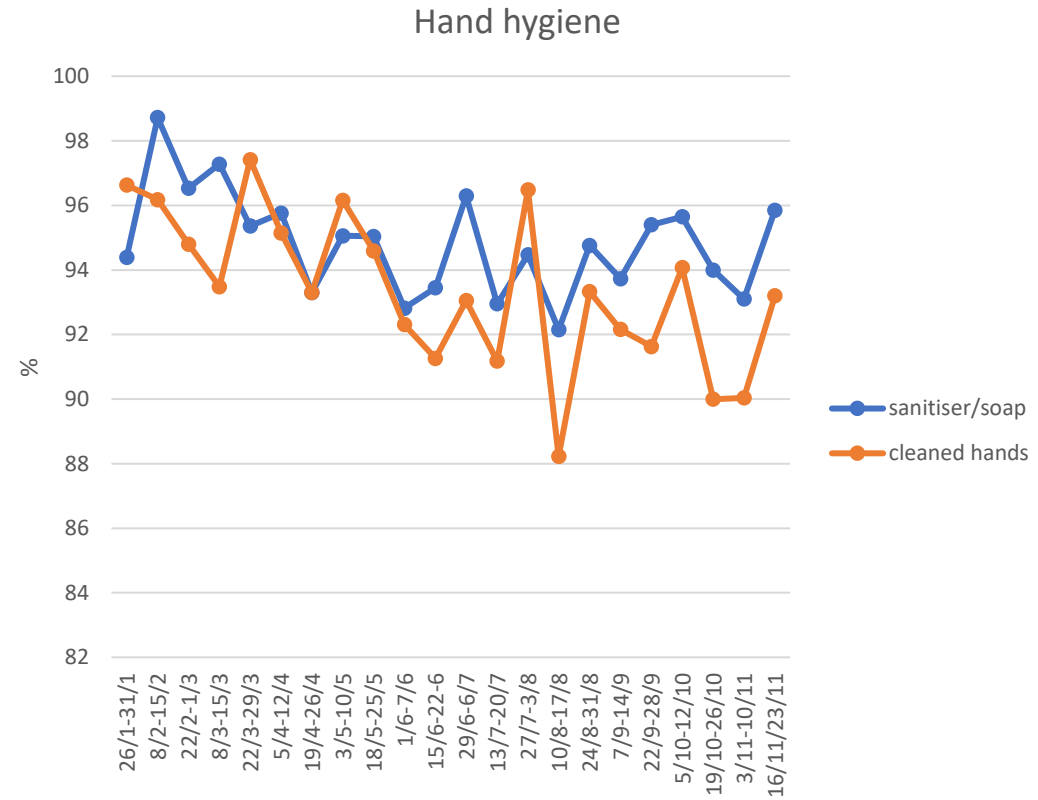
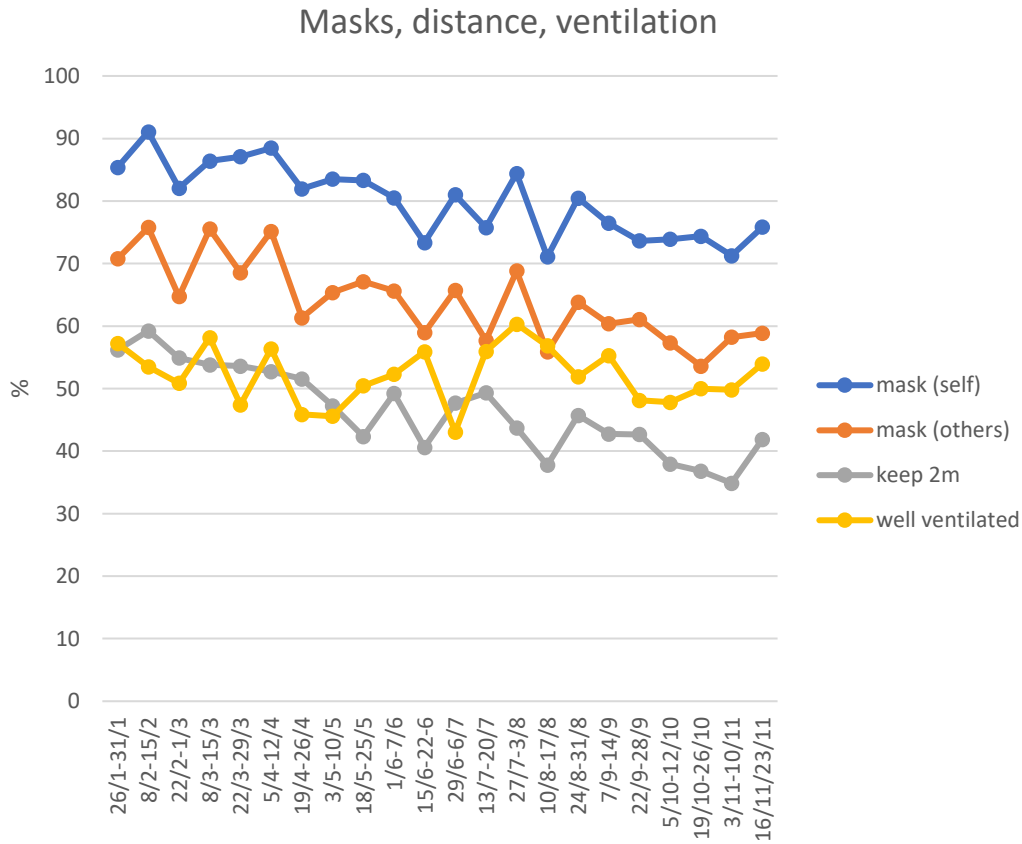


Went to workplace yesterday by sector



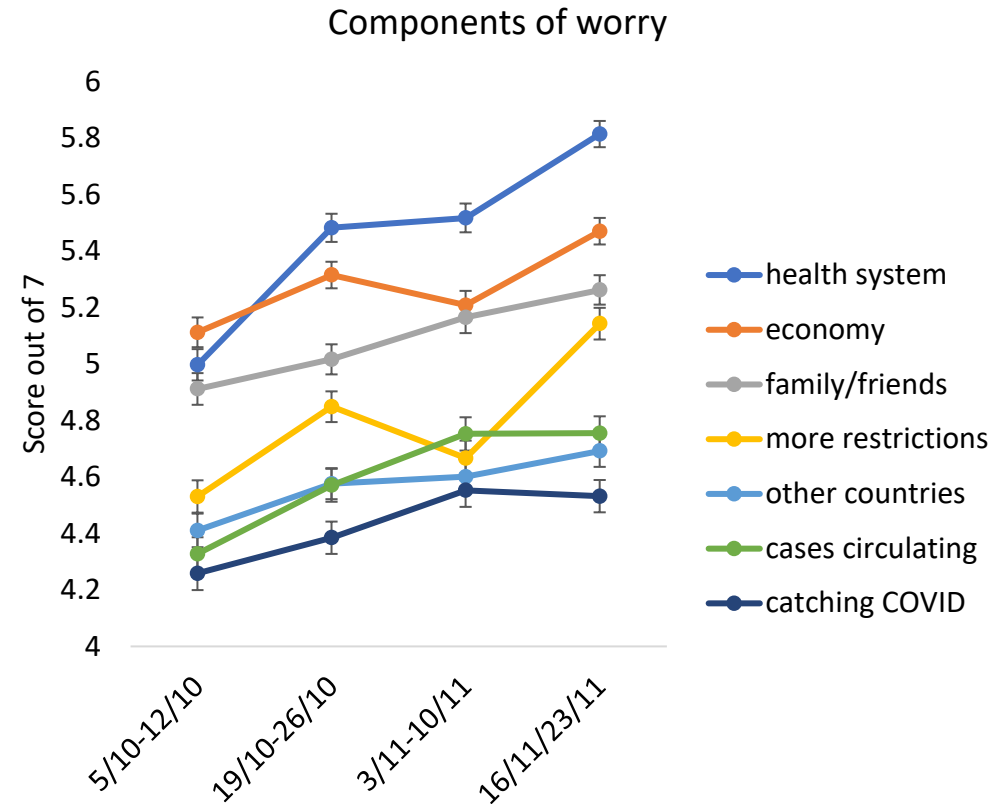
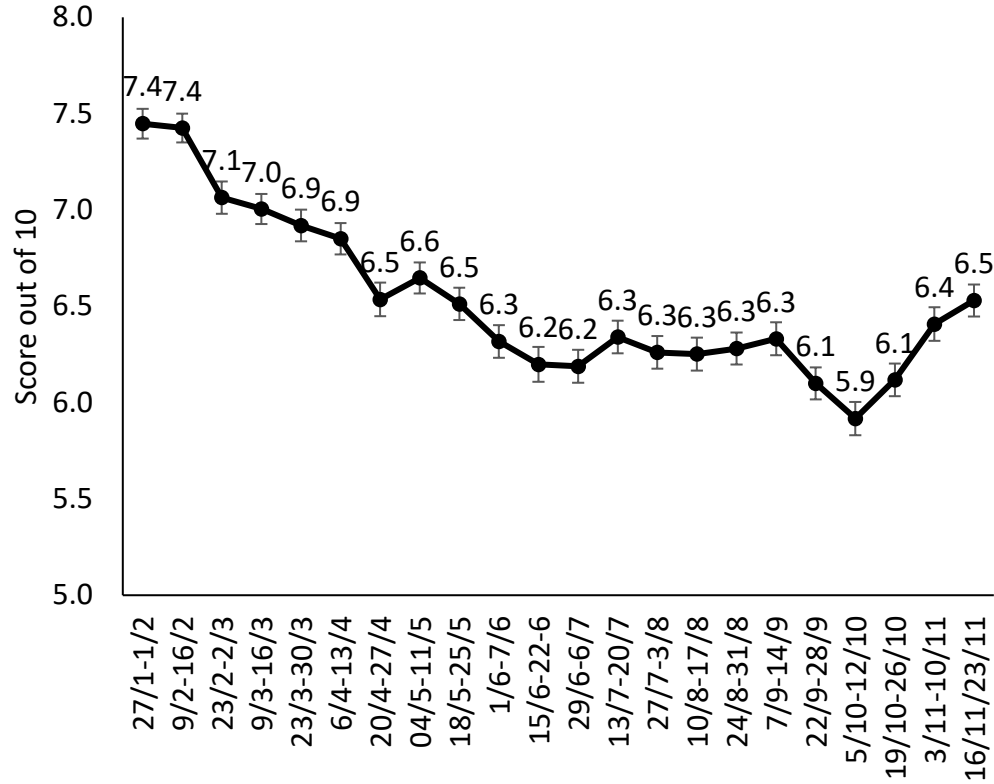
There has been no change in attendance at workplaces. Note that data collection only covered 2 working days in which the renewed call to work from home was in place.

Workplace - Mitigation



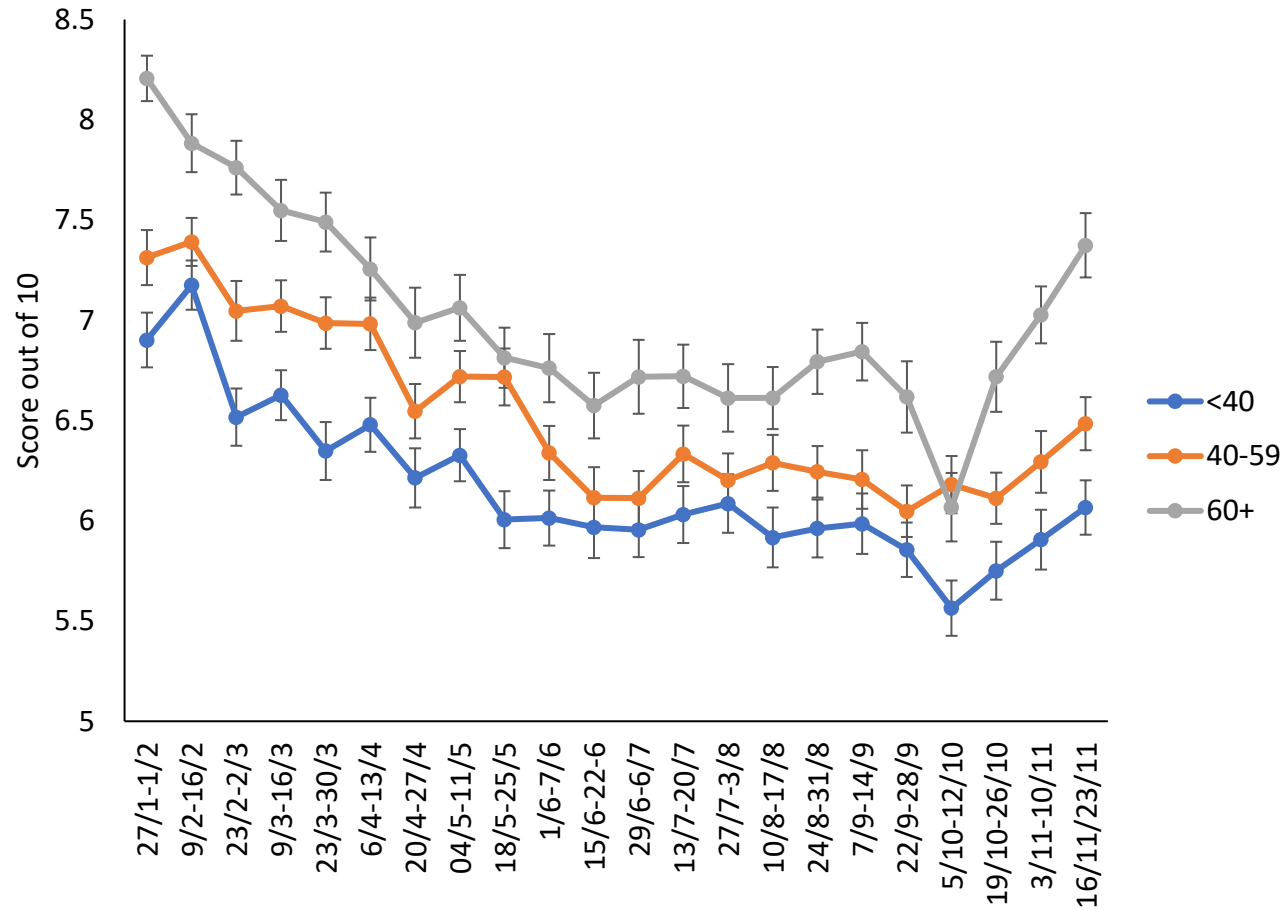
Mitigation practices in workplaces levelled off this wave with no significant changes.

Worry



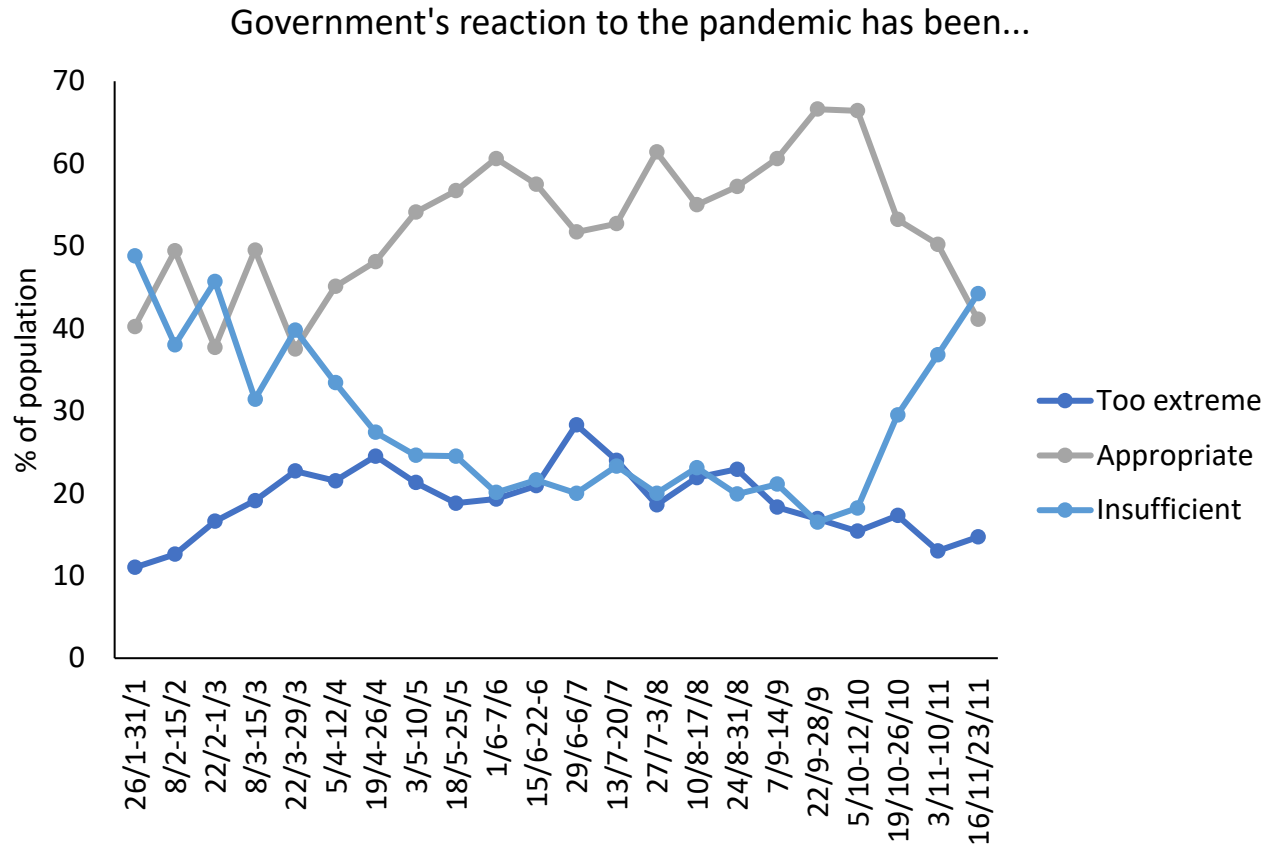
The overall level of worry about COVID-19 climbed to its highest level since May. Worry about the healthcare system, the economy and more restrictions have all risen since early November.

Worry by age



The level of overall worry about COVID-19 has risen in all age groups, but the increase is steeper among those aged over 60.

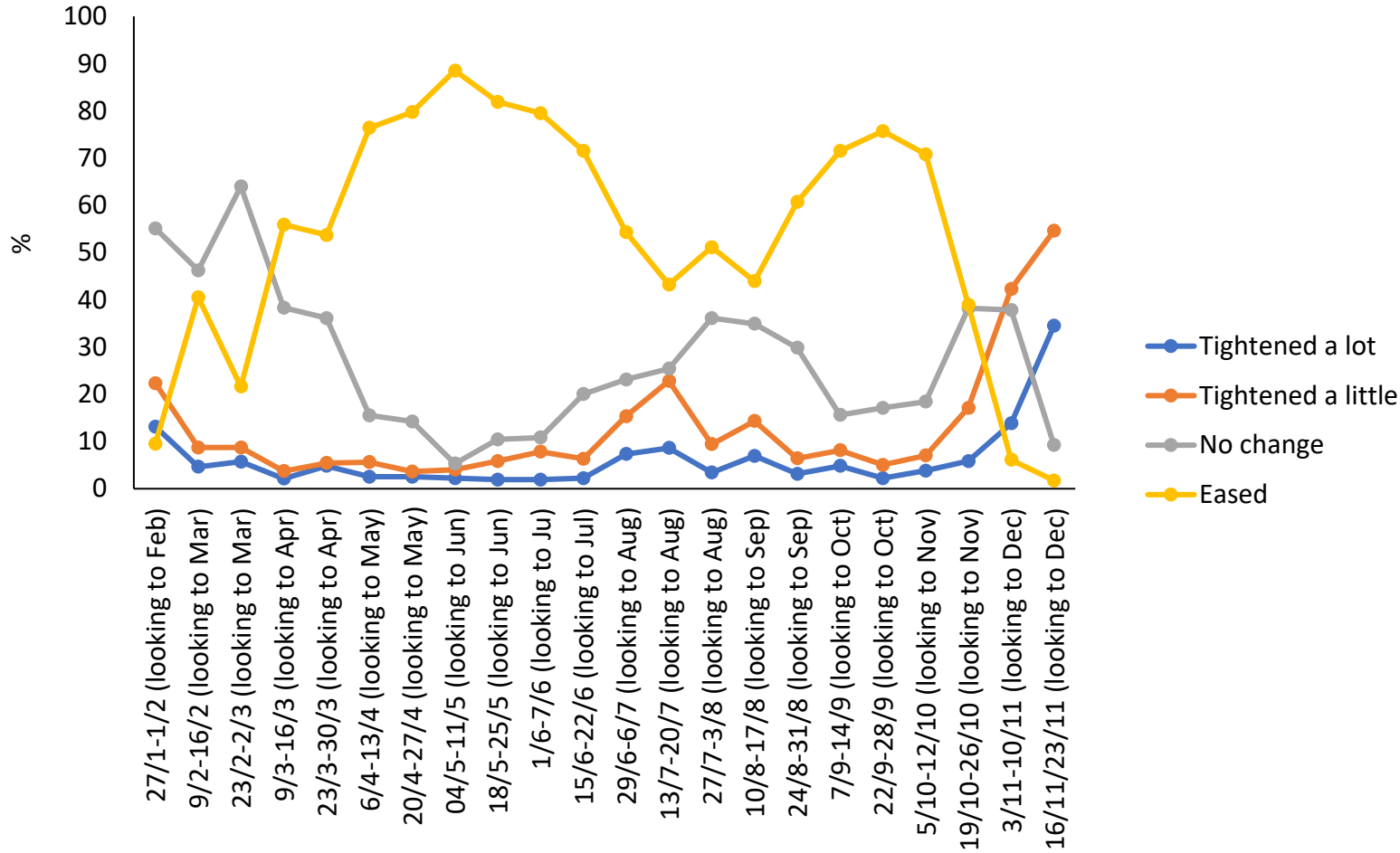
Government Response to the Pandemic



The proportion of people believing the response to pandemic is insufficient has increased again to the highest level seen since March.



Expectations for easing restrictions (next month)

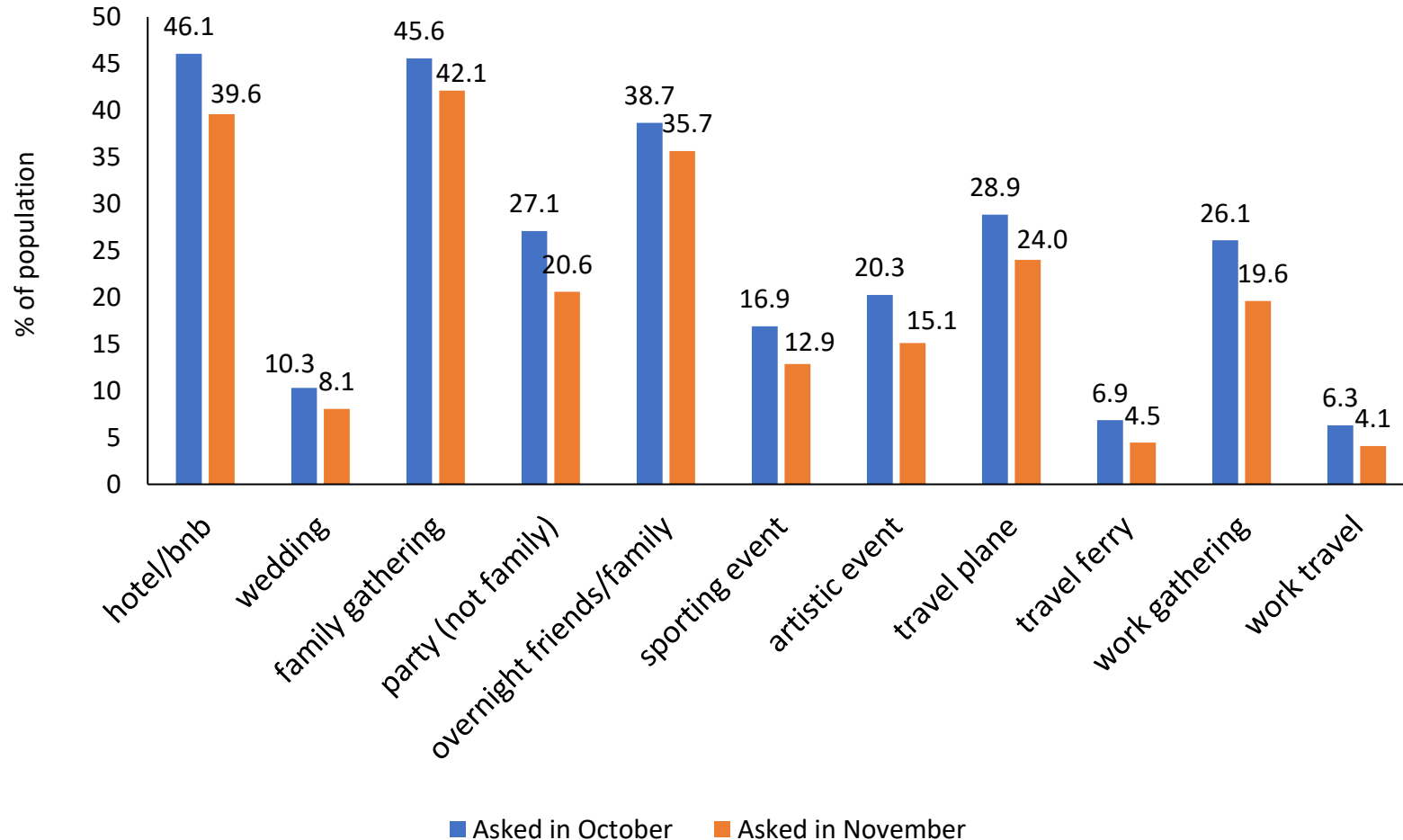


Less than 2% of people expect any easing of restrictions in December and 89% expect some tightening.

Plans

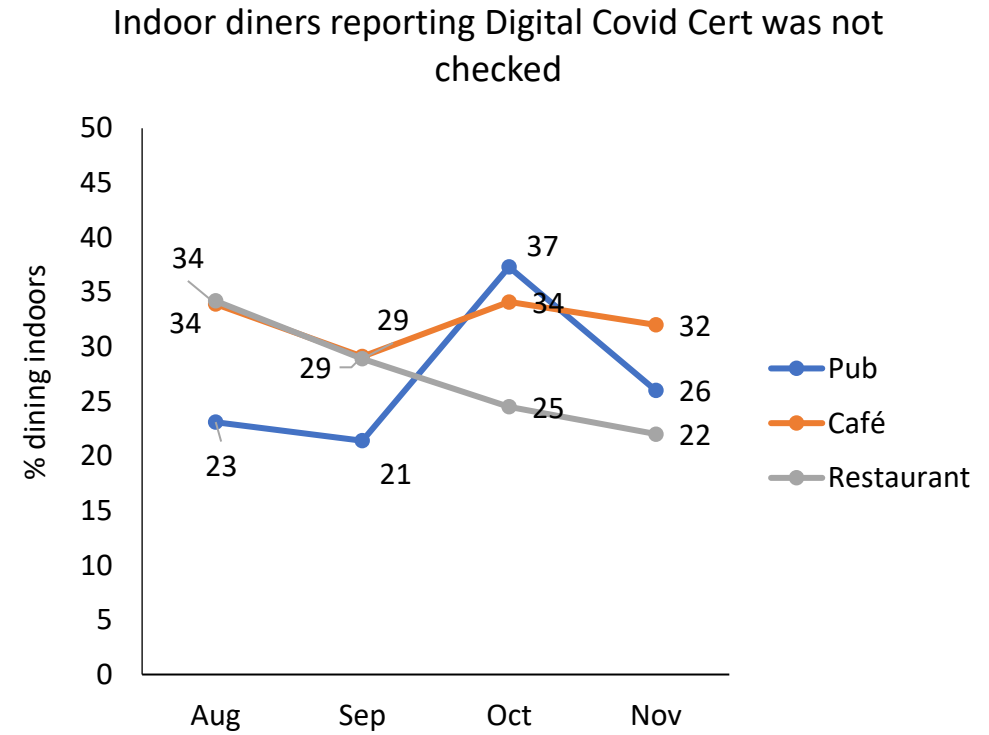
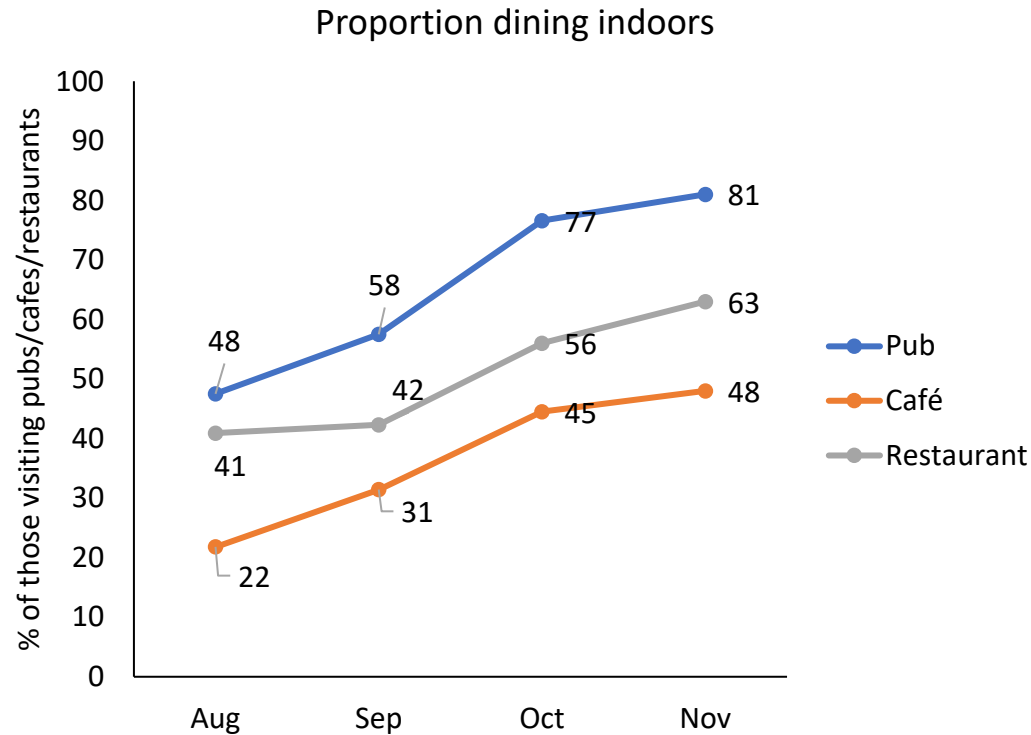


Plans over the next 3 months



This chart shows the percentage of the population who are planning to take part in any of these activities over the next 3 months. We ask people to only include activities for which they have a specific plan and date in mind. Although both periods cover Christmas, fewer people who were asked in November have plans compared to those who were asked in October.

Hospitality – Digital Covid Certs

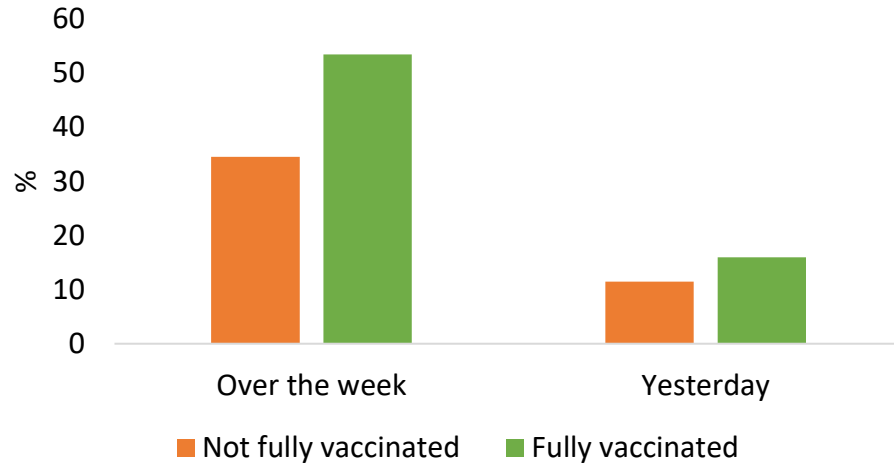


The majority of people who go to pubs and restaurants, dine indoors. There was no statistically significant change in the proportion of hospitality venues checking digital COVID certificates. Between 22-32% of those sitting indoors at pubs, restaurants and cafés reported that their COVID certificates were not checked.

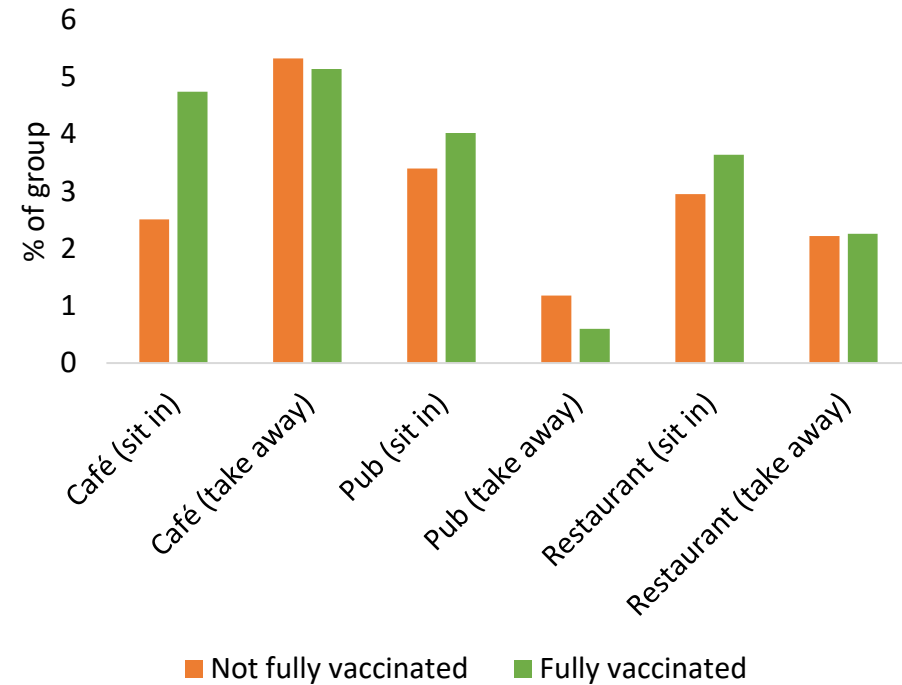


Hospitality by Vaccination Status

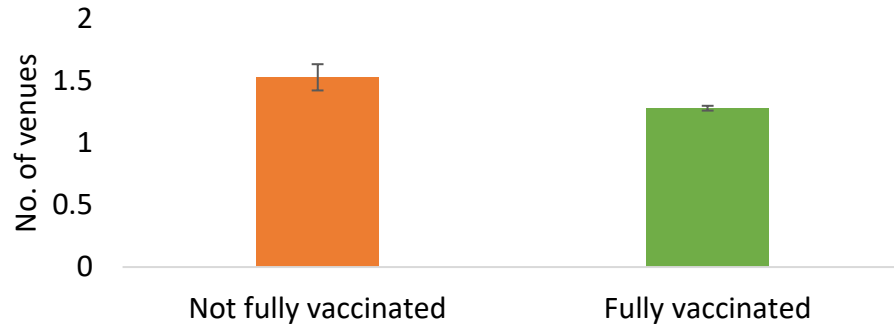
Went to a Cafe/Pub/Restaurant



Yesterday – Sit in / Take away

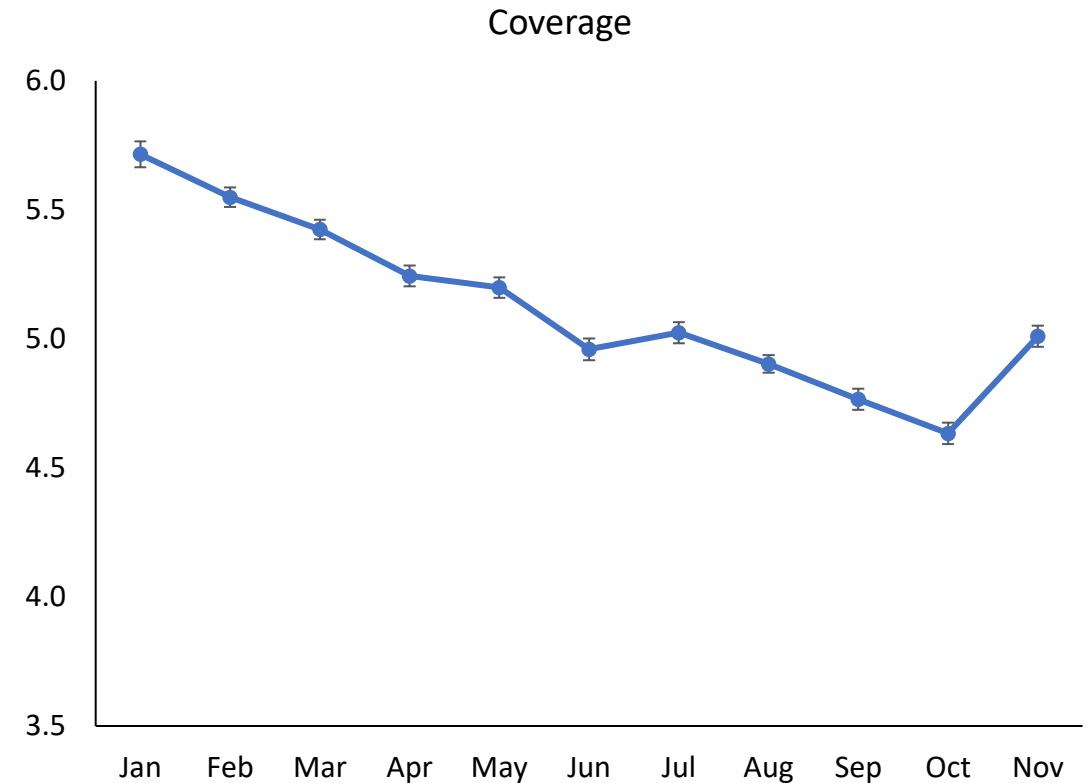
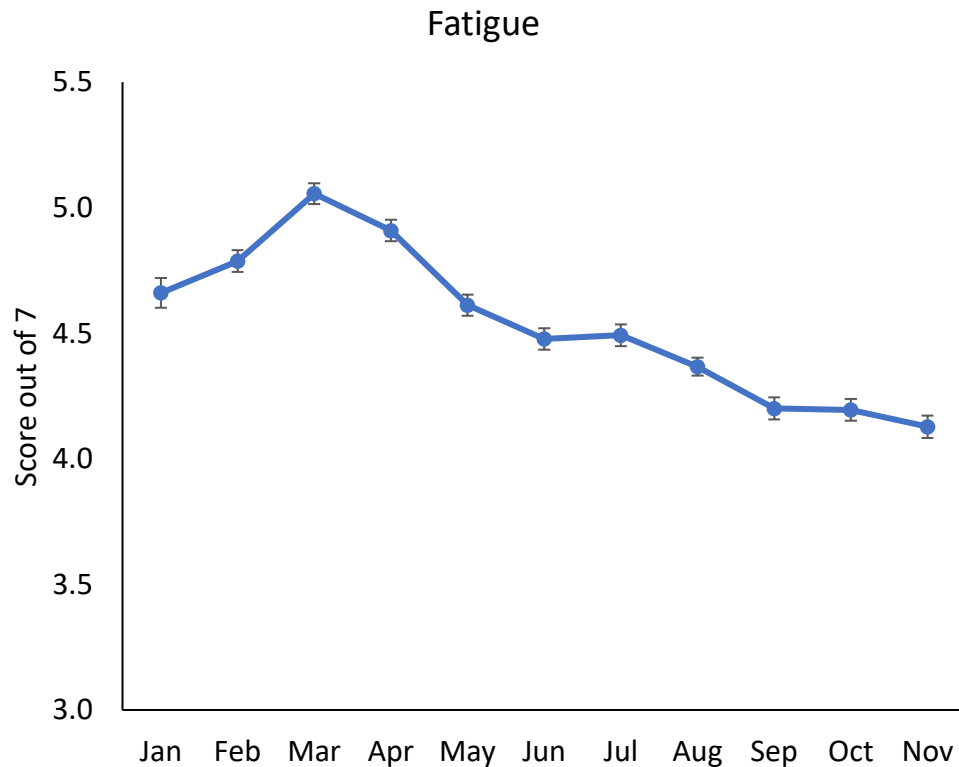


Number of hospitality venues visited yesterday



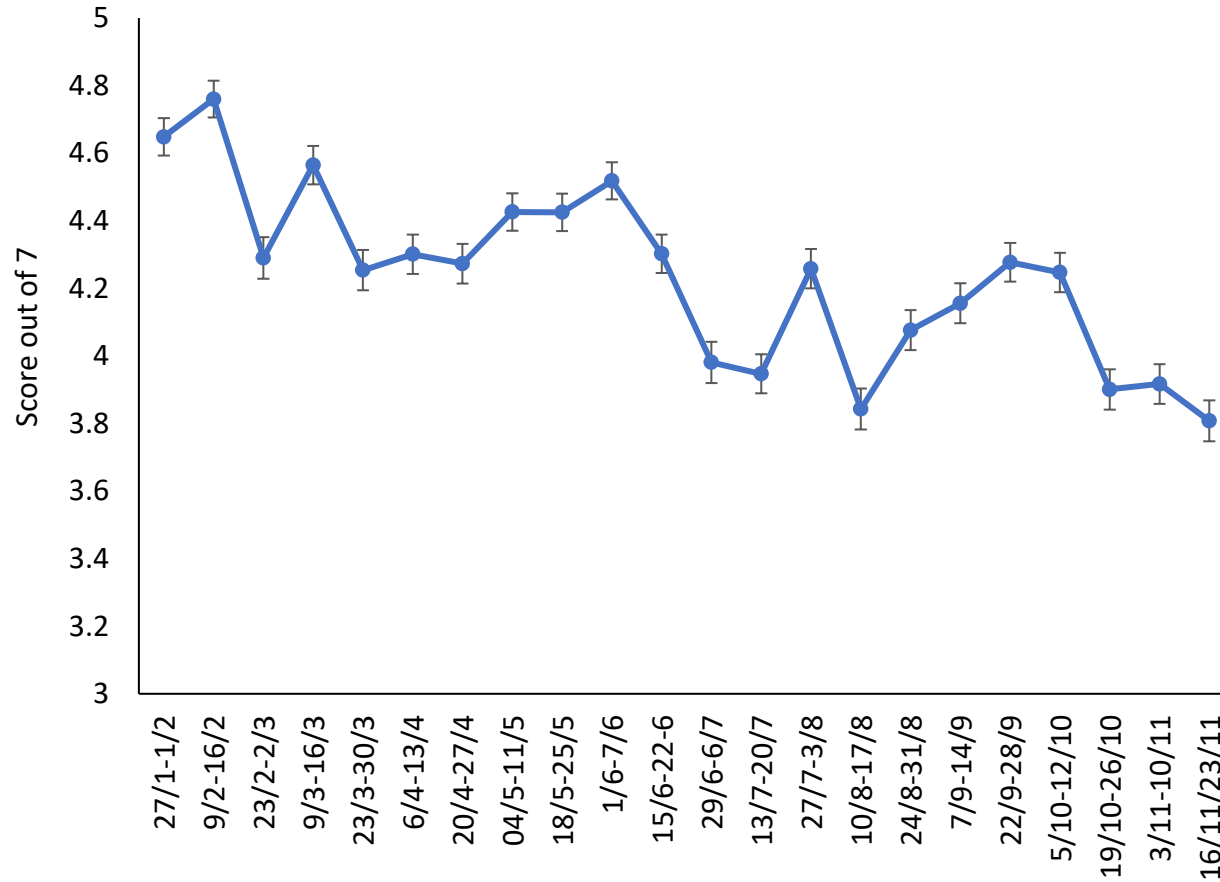
Equal numbers of vaccinated and unvaccinated people reported sitting indoors in pubs and restaurants. People who have been fully vaccinated were more likely to visit a café, pub or restaurant, but unvaccinated people who went to those venues tended to go to slightly more of them.

Psychological Drivers of Behaviour



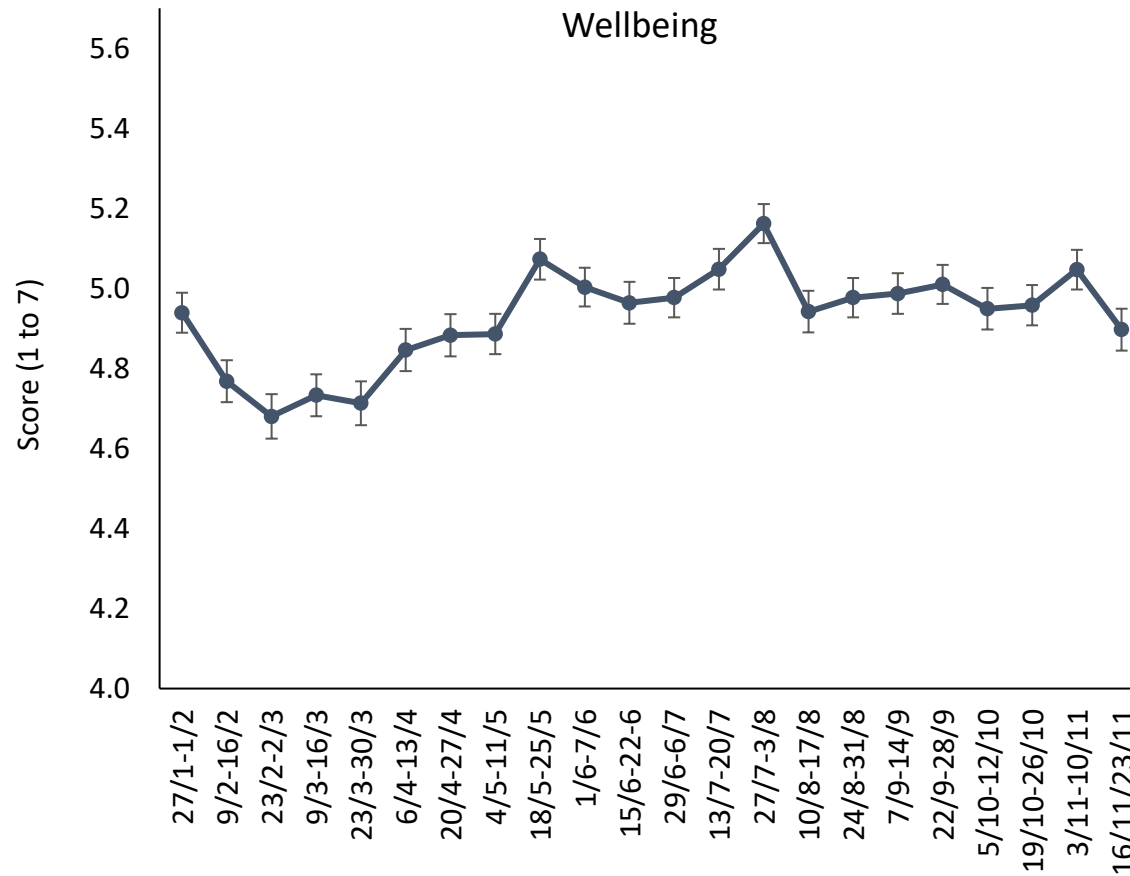
Fatigue with restrictions has not changed this month. There was a significant increase how closely people are following the news about COVID-19 in November compared to October.

Coherence of restrictions



Behaviour is more cautious among those who perceive public health restrictions to be coherent. Perceived coherence declined at the end of October and remained at the same level this wave.

Wellbeing

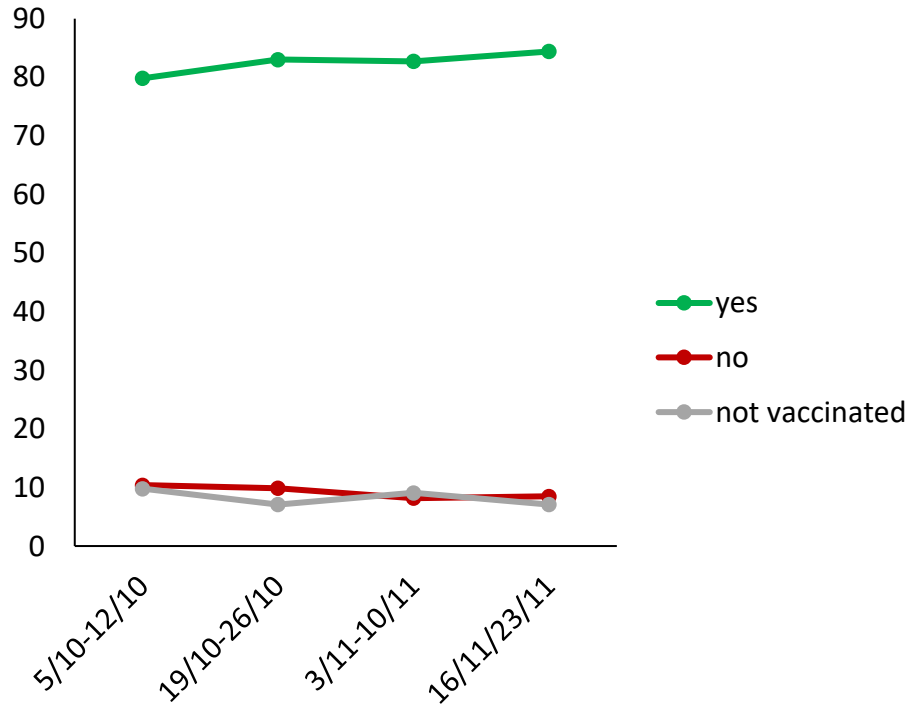


Overall wellbeing went down this round of data collection, but the difference was not statistically significant.

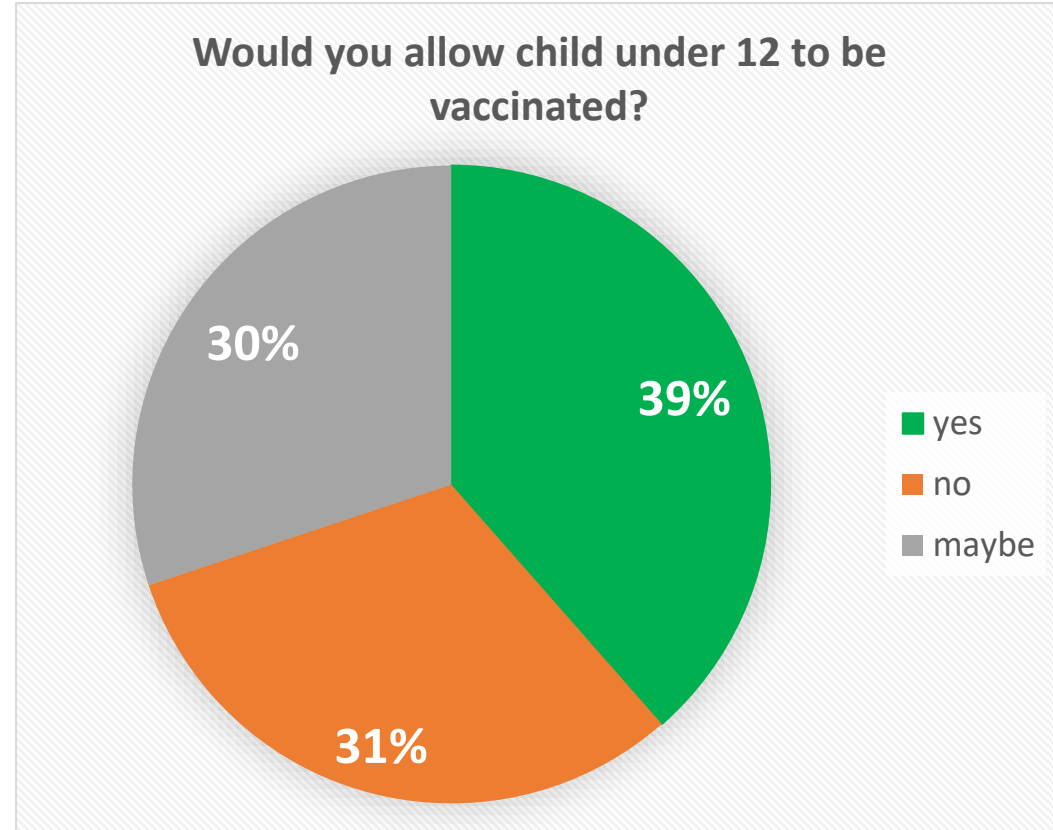


Vaccine Intentions

Take booster if recommended and offered?

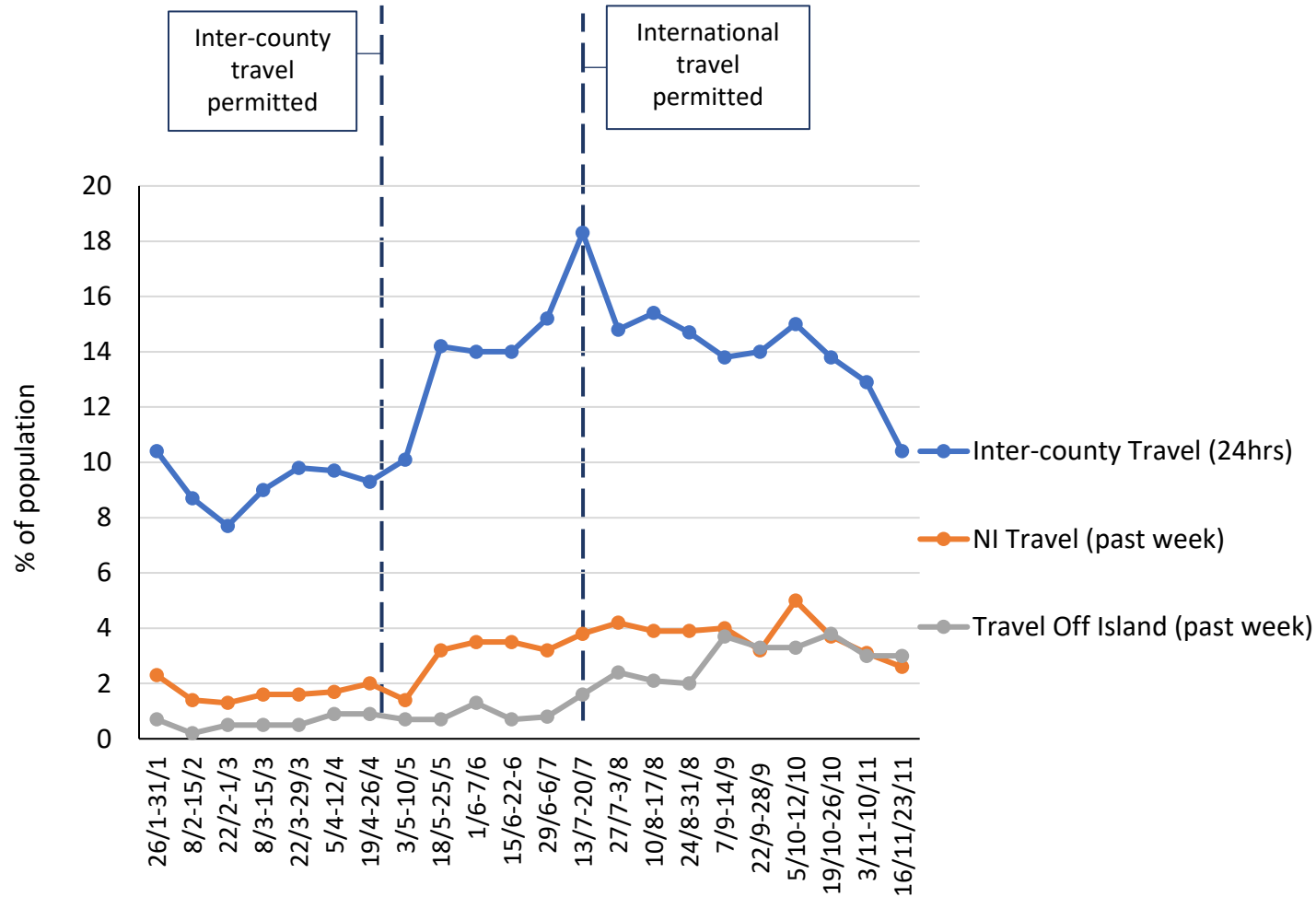


Would you allow child under 12 to be vaccinated?



More than 80% of the population and more than 90% of those who have already been vaccinated say they would take a booster vaccine if it was recommended and if offered one. Almost 40% of parents with children under 12 would allow their children to be vaccinated, but another 30% are unsure.

National and international travel



Inter-county travel and travel to Northern Ireland fell this wave.