



Rialtas na hÉireann
Government of Ireland

Social Activity Measure

May 31th – June 7th 2022

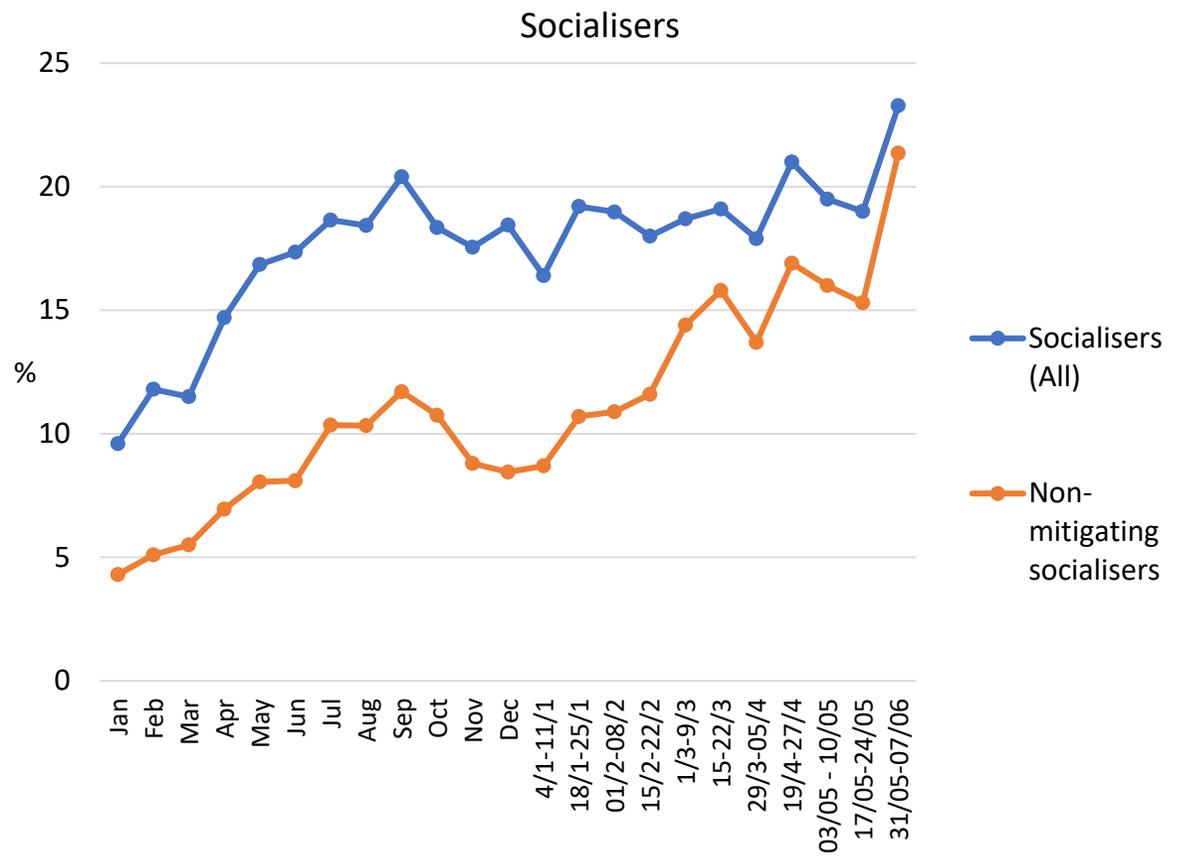
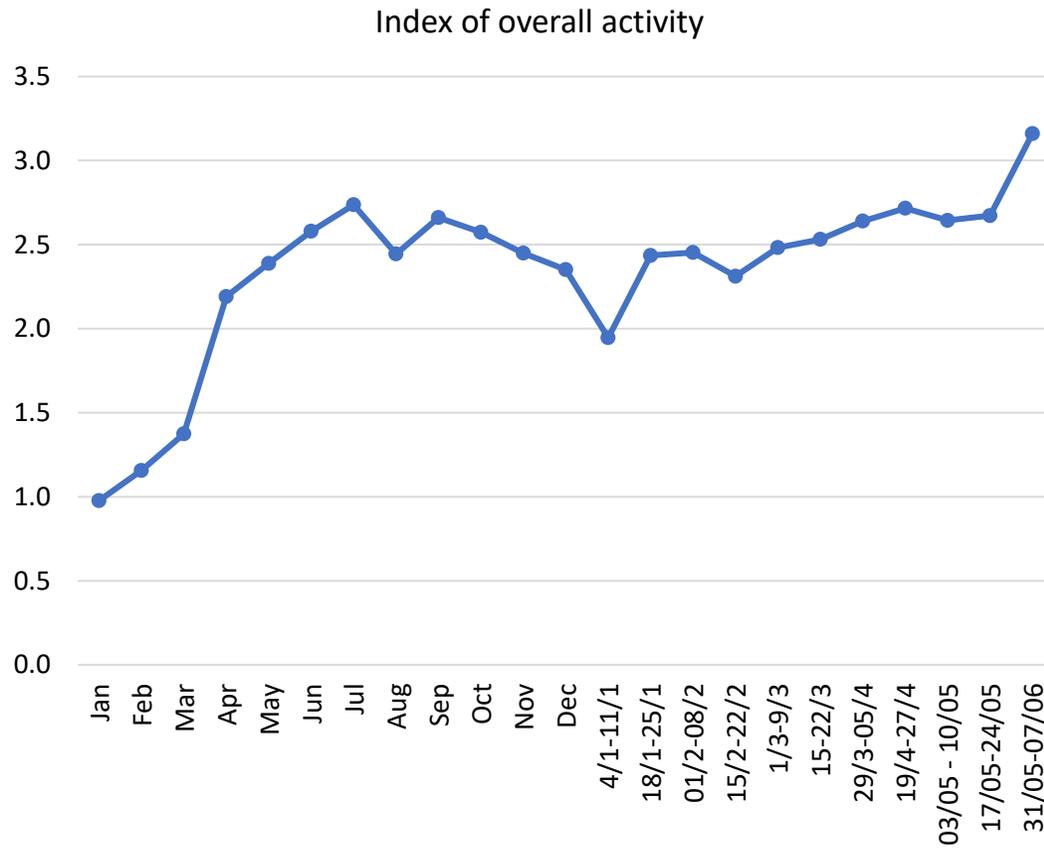
ABOUT THE RESEARCH

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 31st of May and 7th of June 2022. Hospitalisations continued to decrease. Data collection period included June Bank holiday.

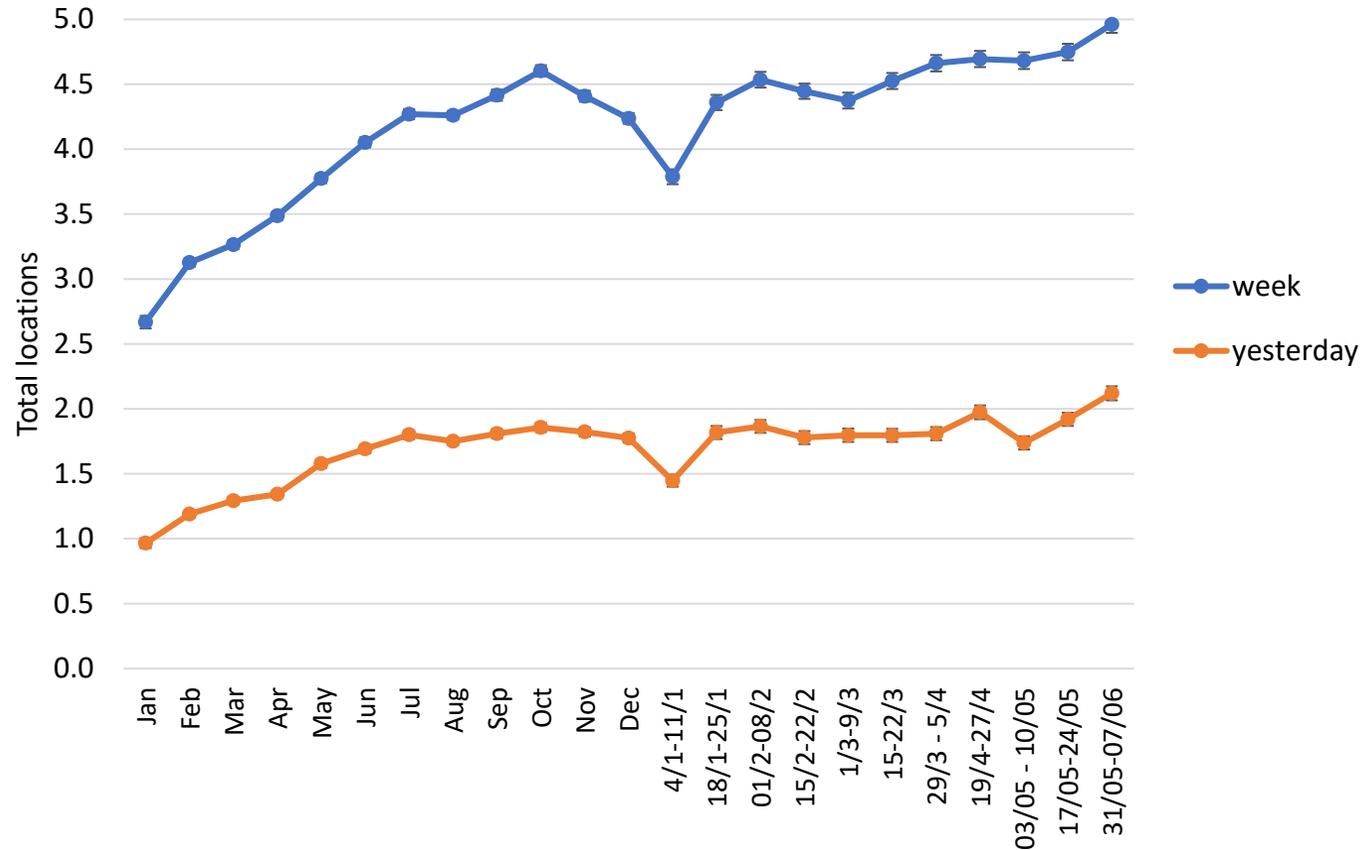
Overall activity



The current wave of SAM shows a significant increase in overall activity. People visited more locations, met with others and travelled more, and took fewer precautions.



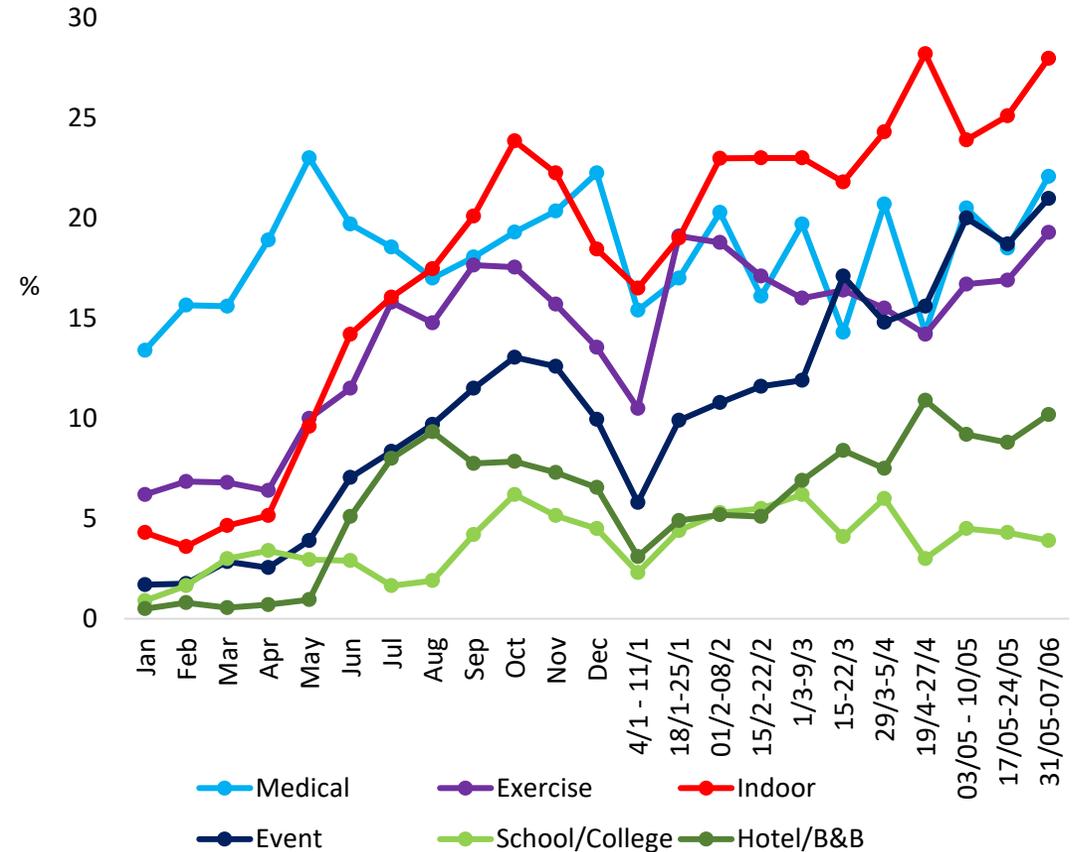
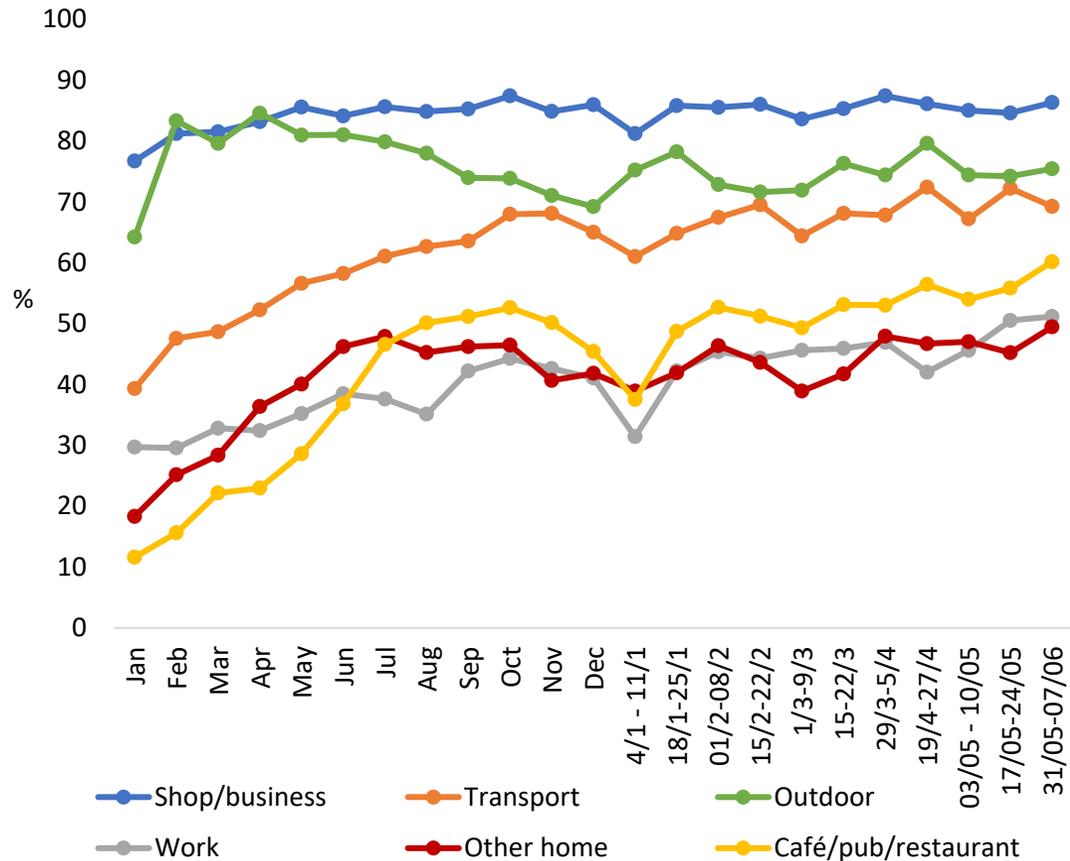
Total locations visited



There were significant increases in aggregate locations visited over the previous week and day. On average, people visited five locations over the past week and two locations yesterday. This change in activity is likely explained by the June bank holiday weekend that was covered by data collection period.



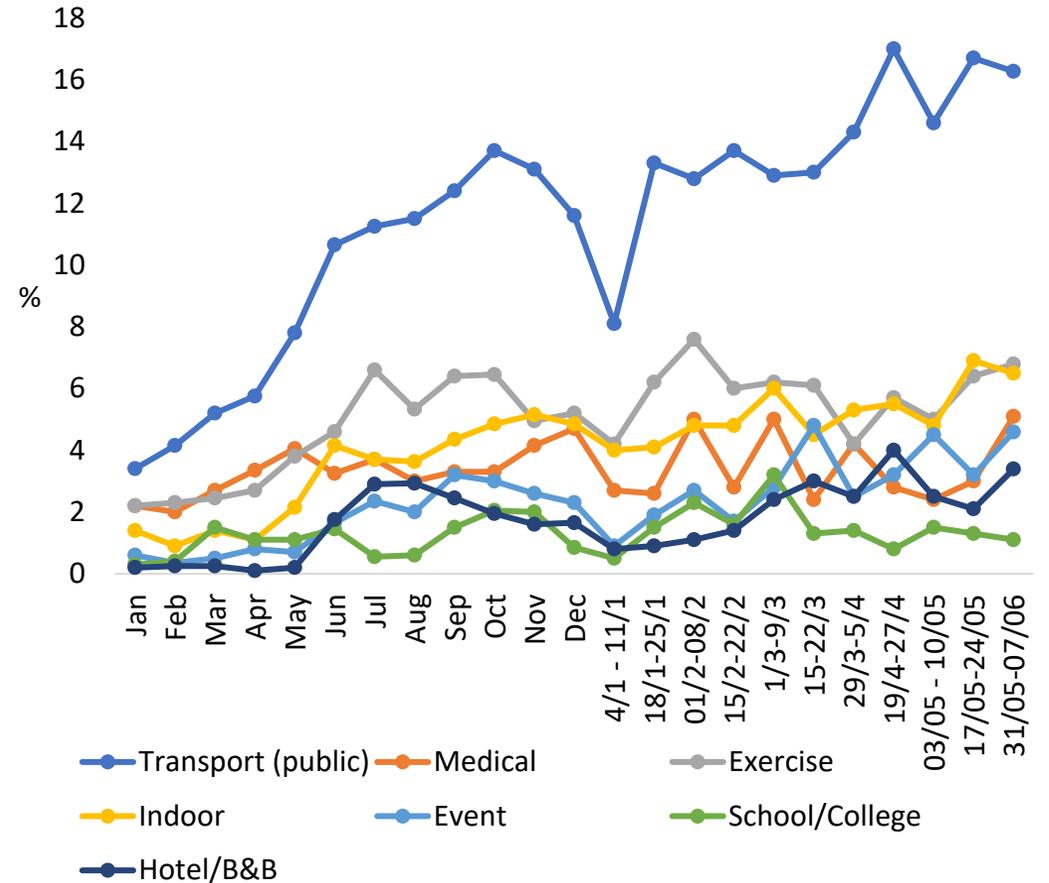
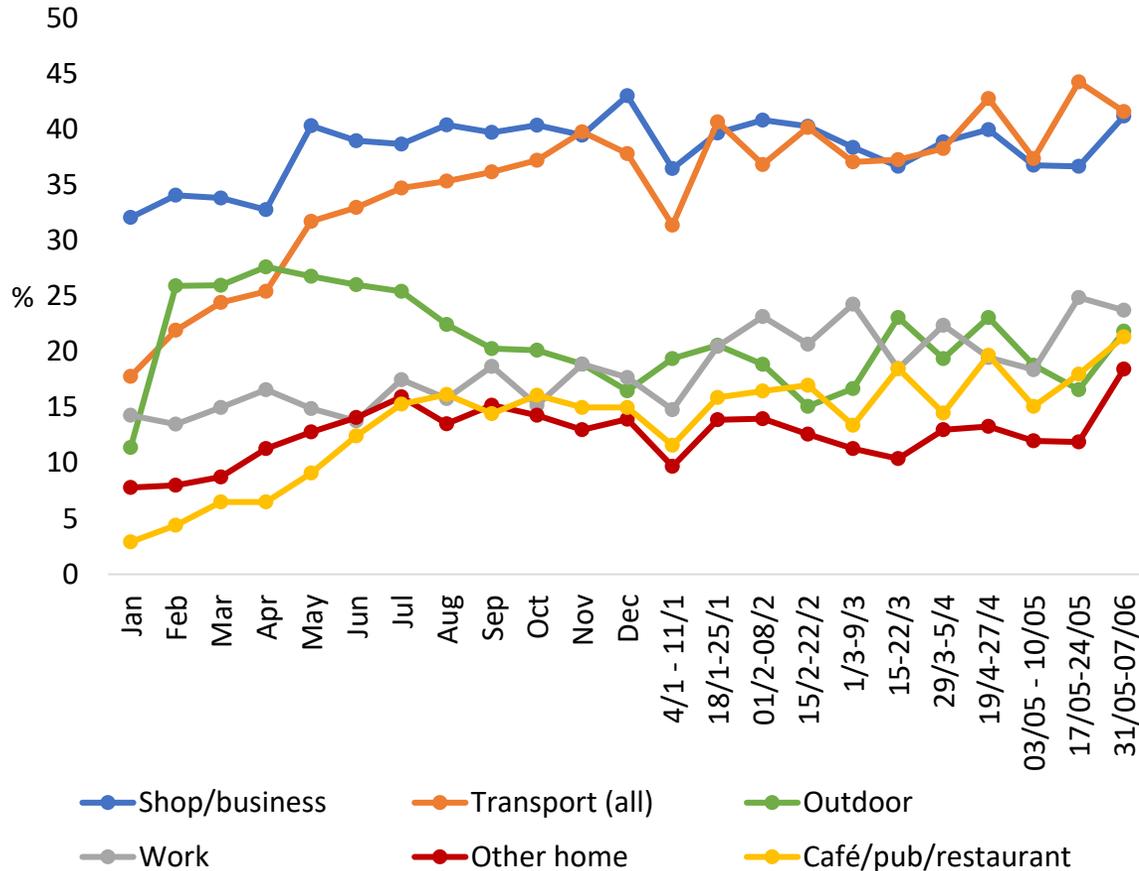
Locations visited (previous week)



The change in the number of locations visited over the last week was primarily driven by significant increases in visits to others' homes and hospitality venues.

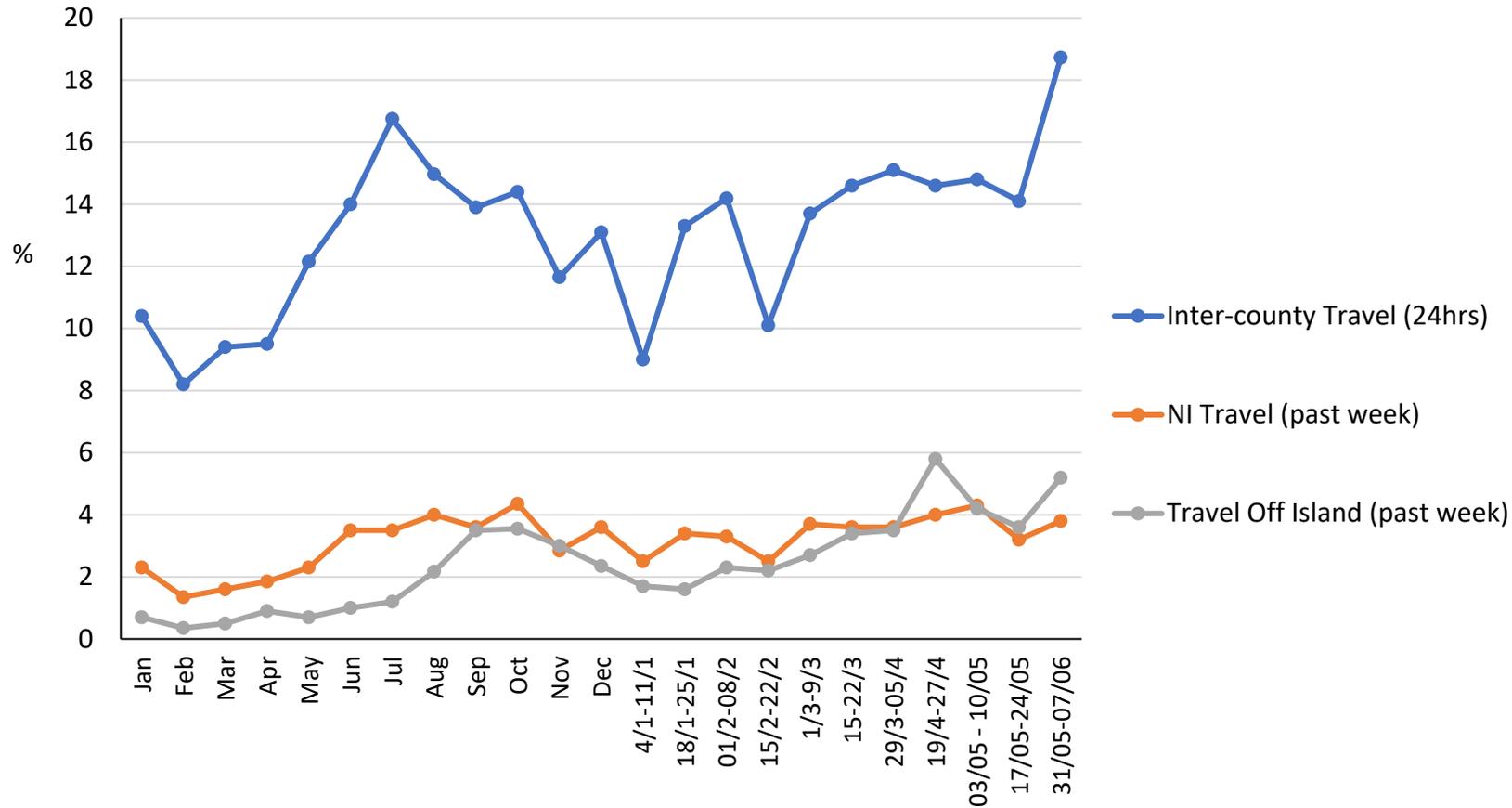


Locations visited (yesterday)



There were significant increases in visits to most locations, specifically in to shops, outdoor places, others' homes, hospitality venues, medical facilities and hotels.

National and international travel

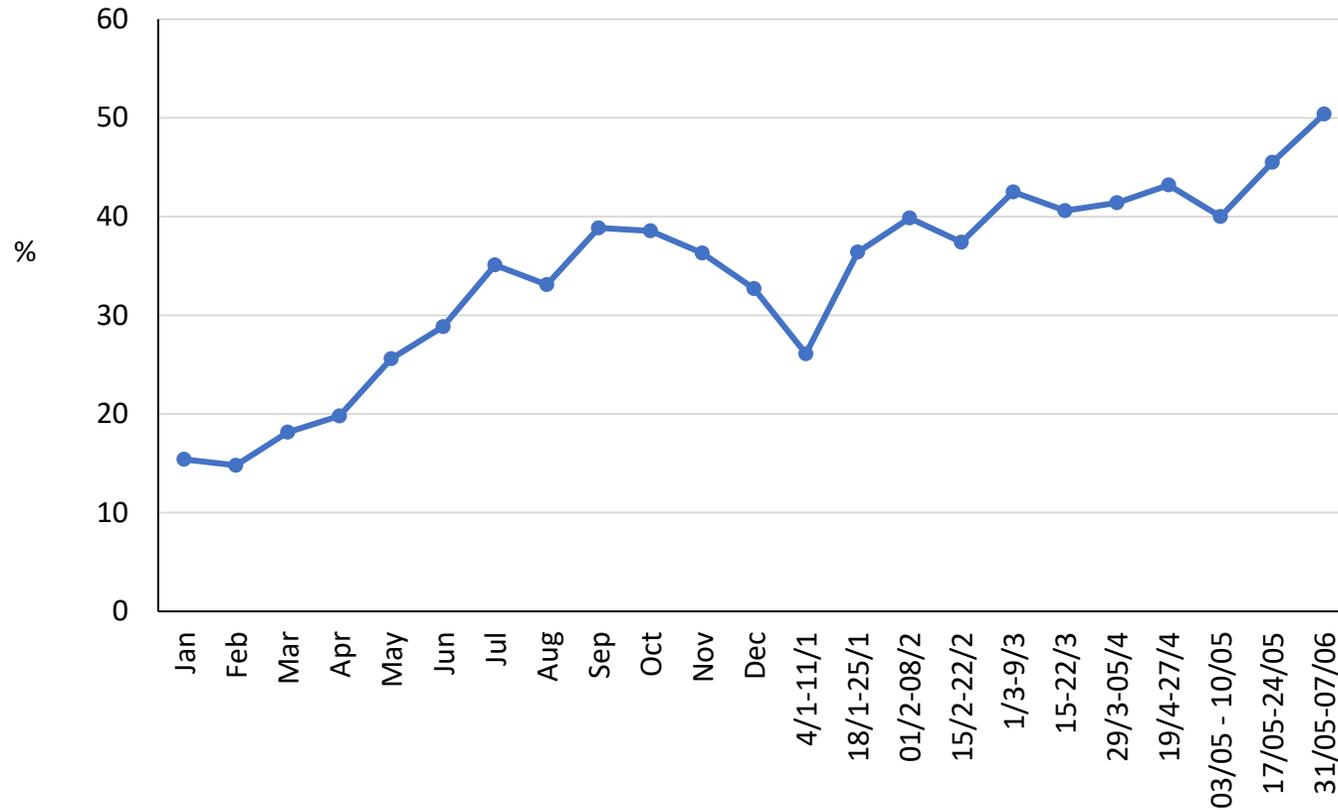


There was a sharp increase in intercounty travel that reached its highest point yet since the beginning of SAM: nearly one-fifth said they had travelled to another county. We also documented an increased in international travel, which almost reached the same level of Easter period. Travel to Northern Ireland did not change.

Close contacts



Close contact in past 24 hours

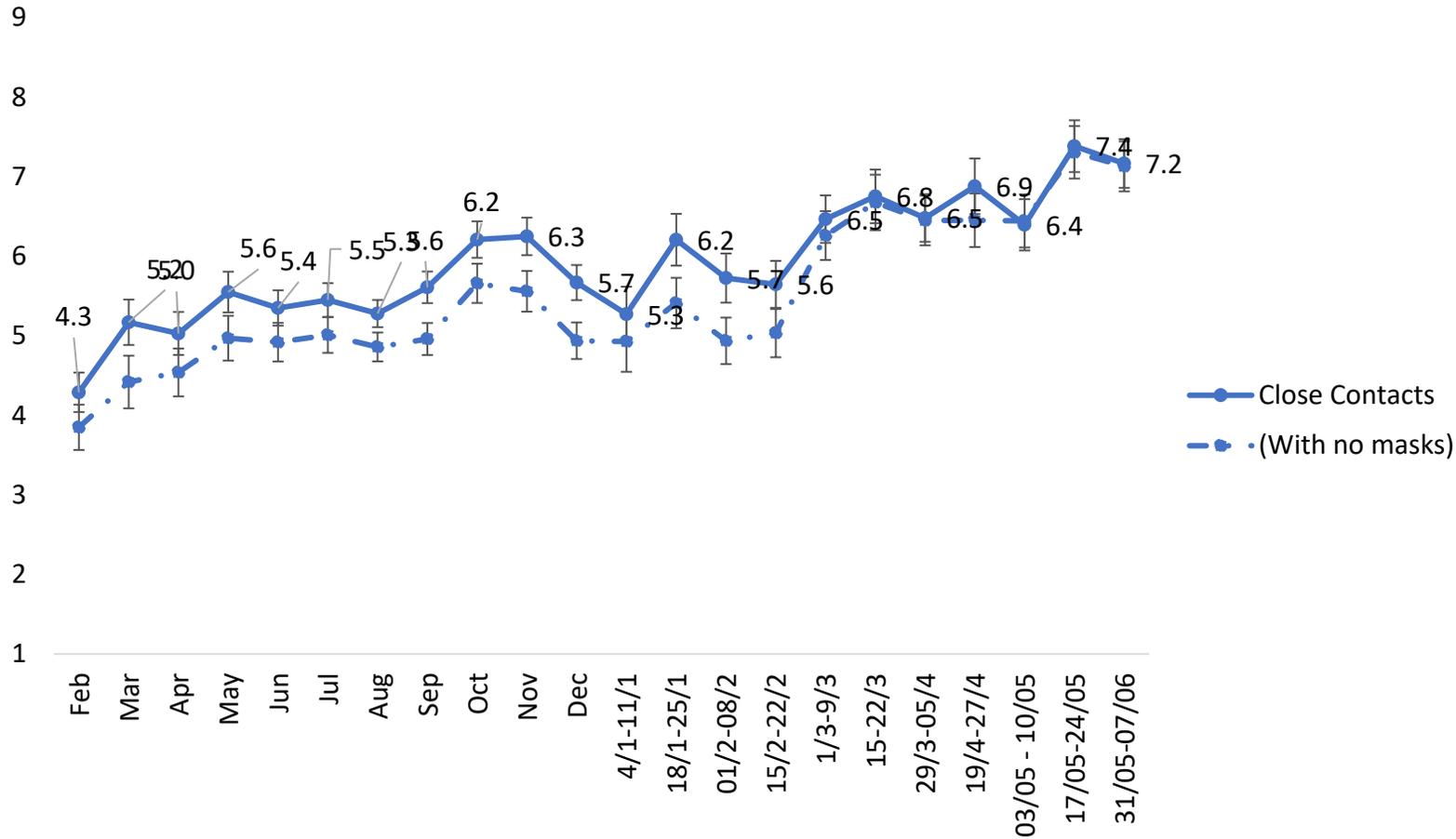


The proportion of people who had a close contact continued to increase and reached the new maximum. More than 50% said they had had a close contact.

Number of close contacts



Mean number of close contacts among those with at least one

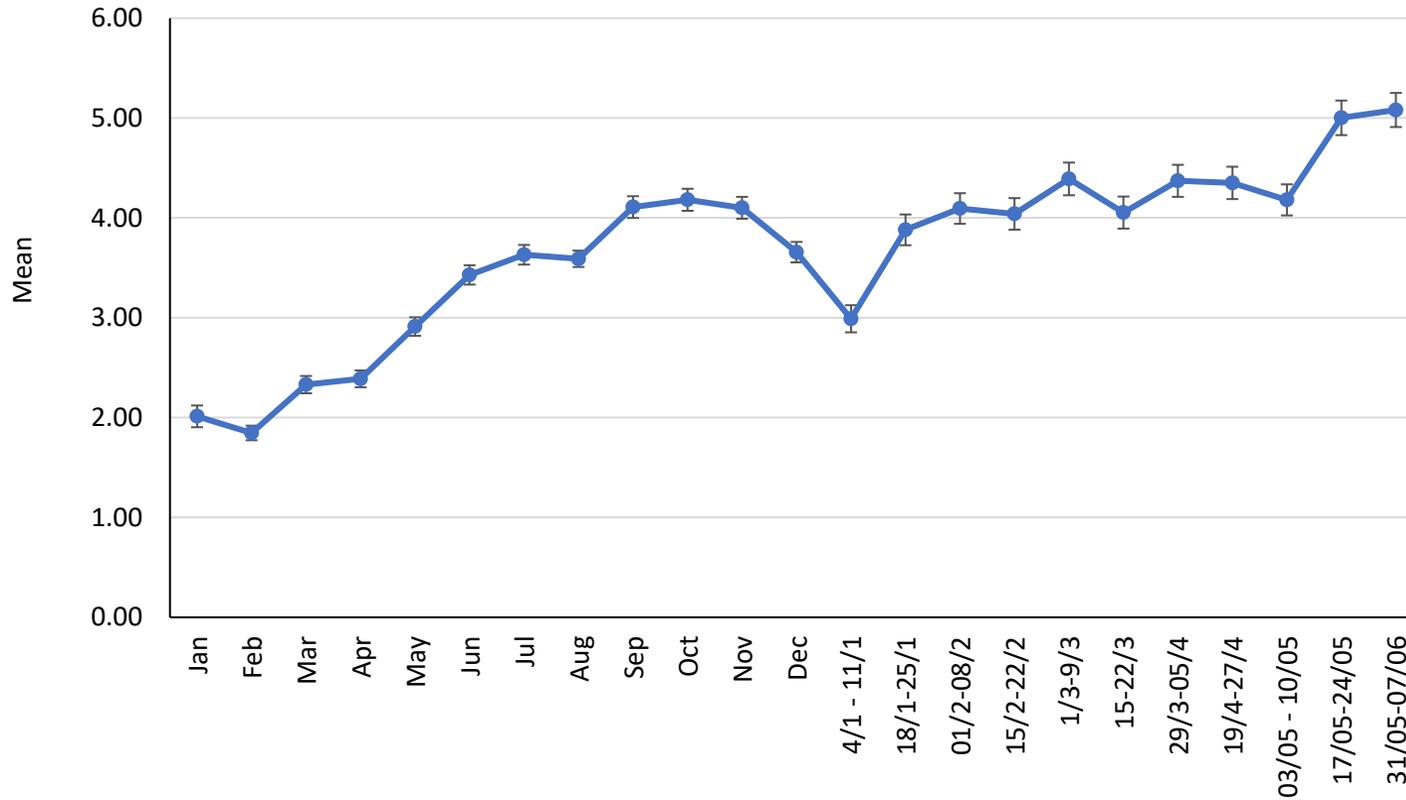


Among those who had a close contact the previous day, the mean number of close contacts with and without masks did not change.

Number of people met

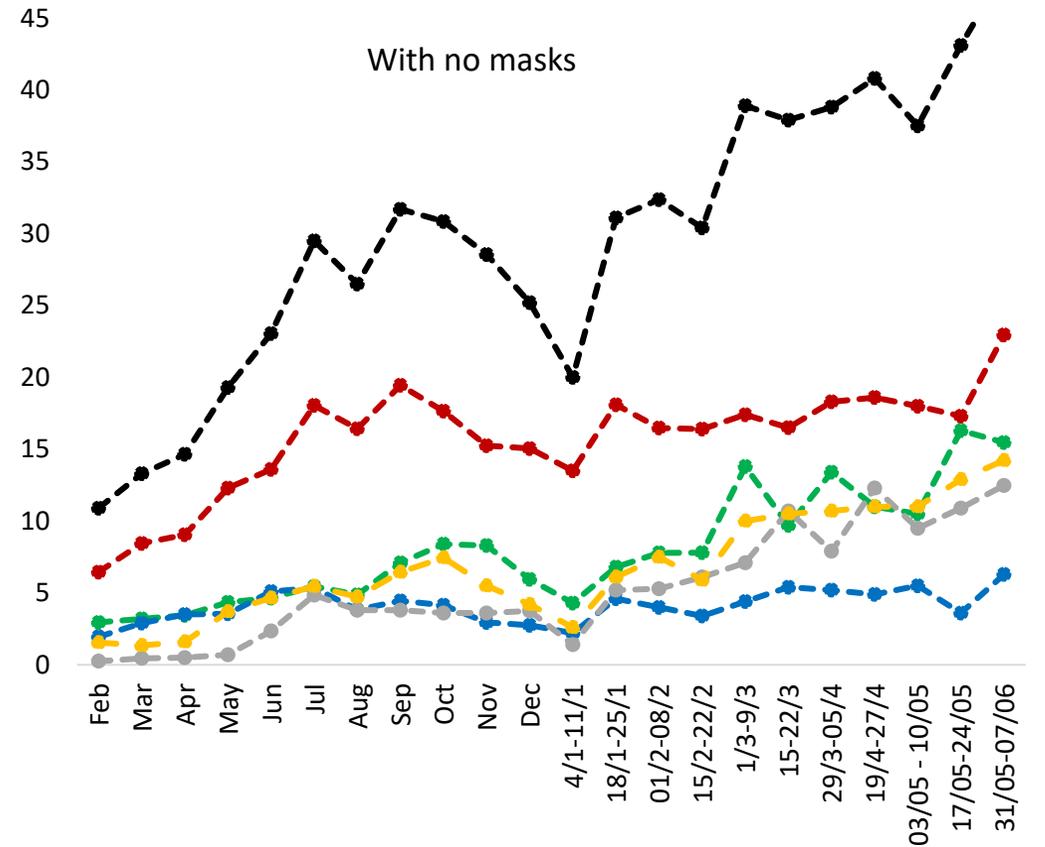
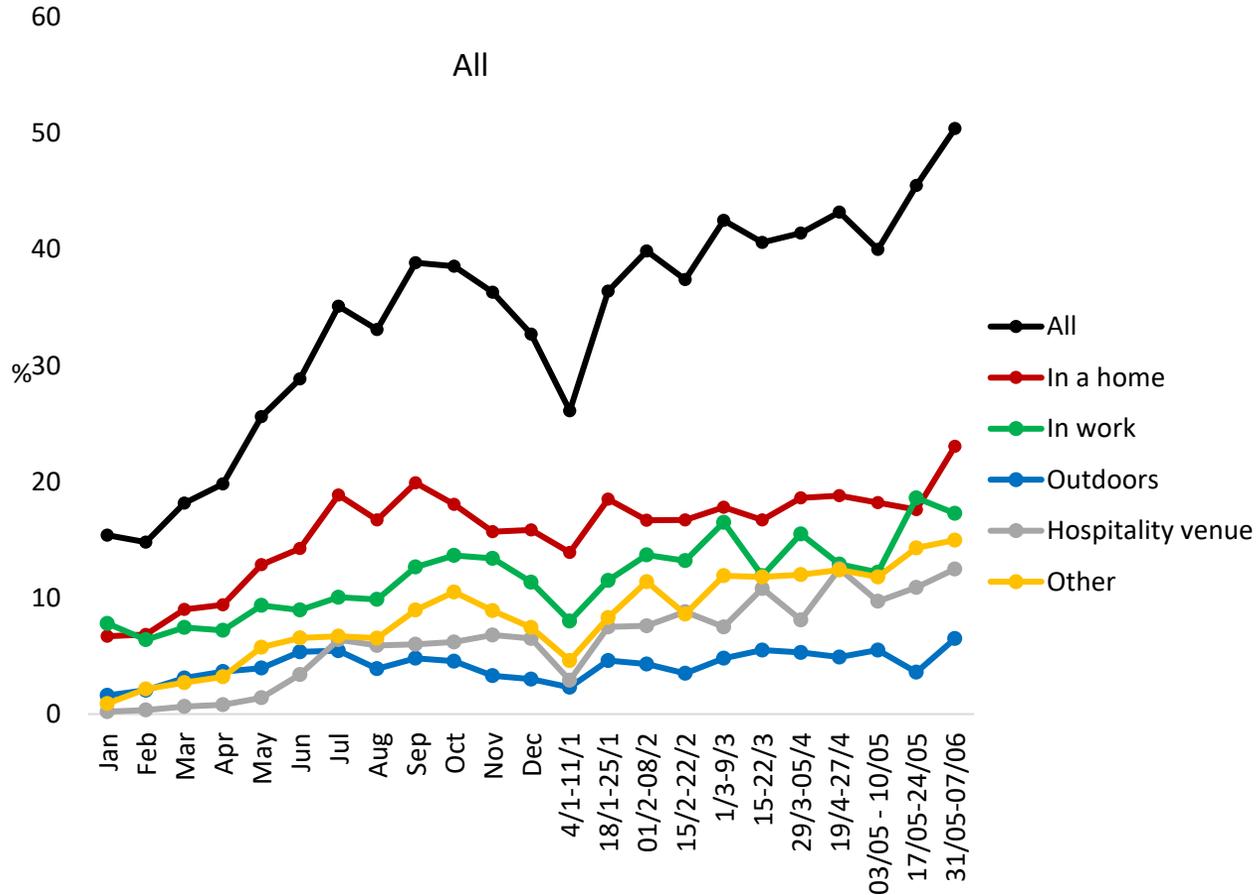


People from other households met in past 48hrs



After an increase in the previous wave, number of people met in the past two days remained unchanged.

Close contacts - locations

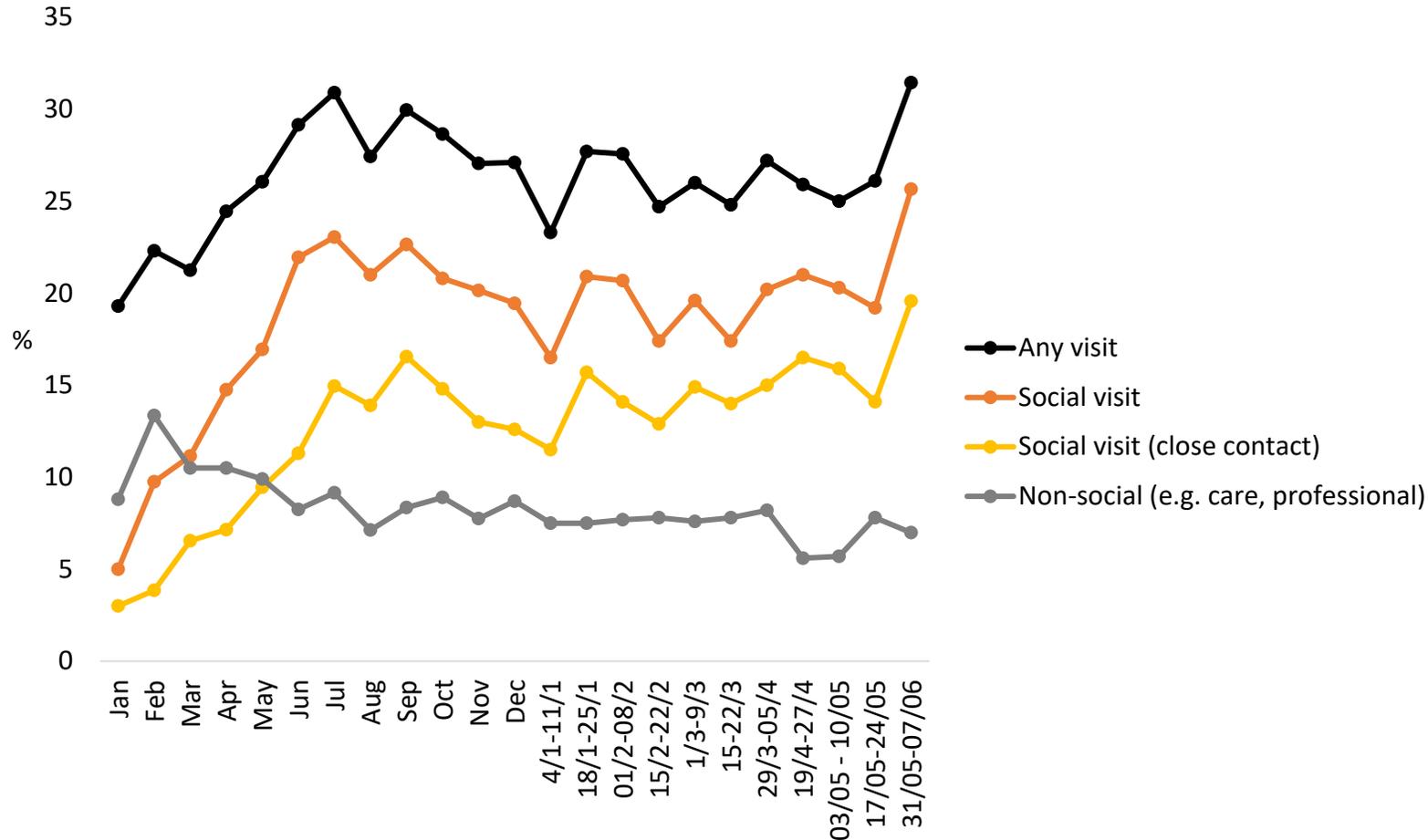


The increase in close contacts was mostly accounted for by an increase in close contacts at home. Close contacts outdoors have also increased significantly after a slight decrease in the previous wave of SAM.

Home visits



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

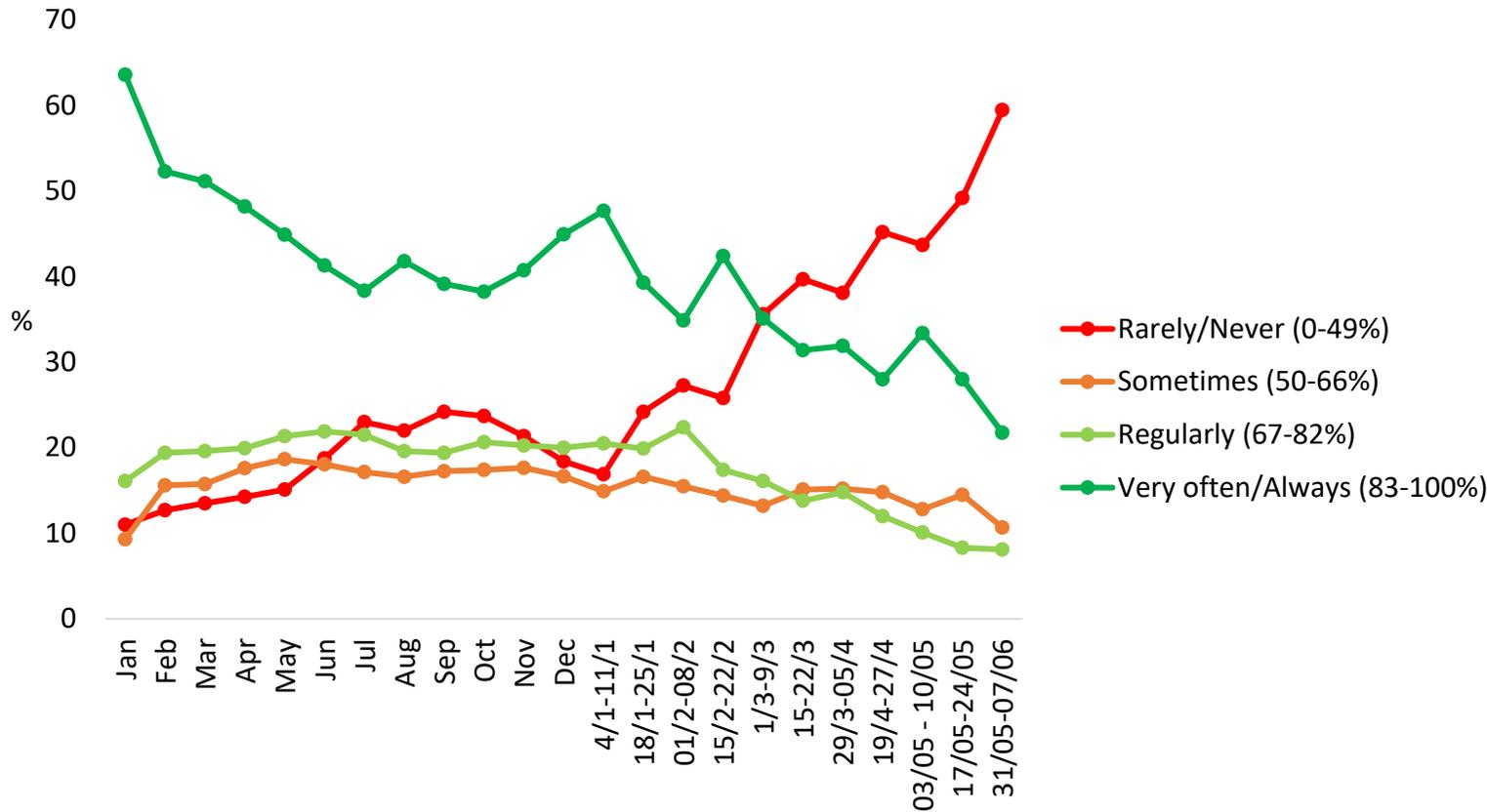


There was a sharp increase in home social visits. One-fifth said their visit included a close contact. Non-social visits have not changed.

Mitigation



Frequency of mitigative behaviours (wearing a mask, keeping 2m, sanitising hands) when outside the home

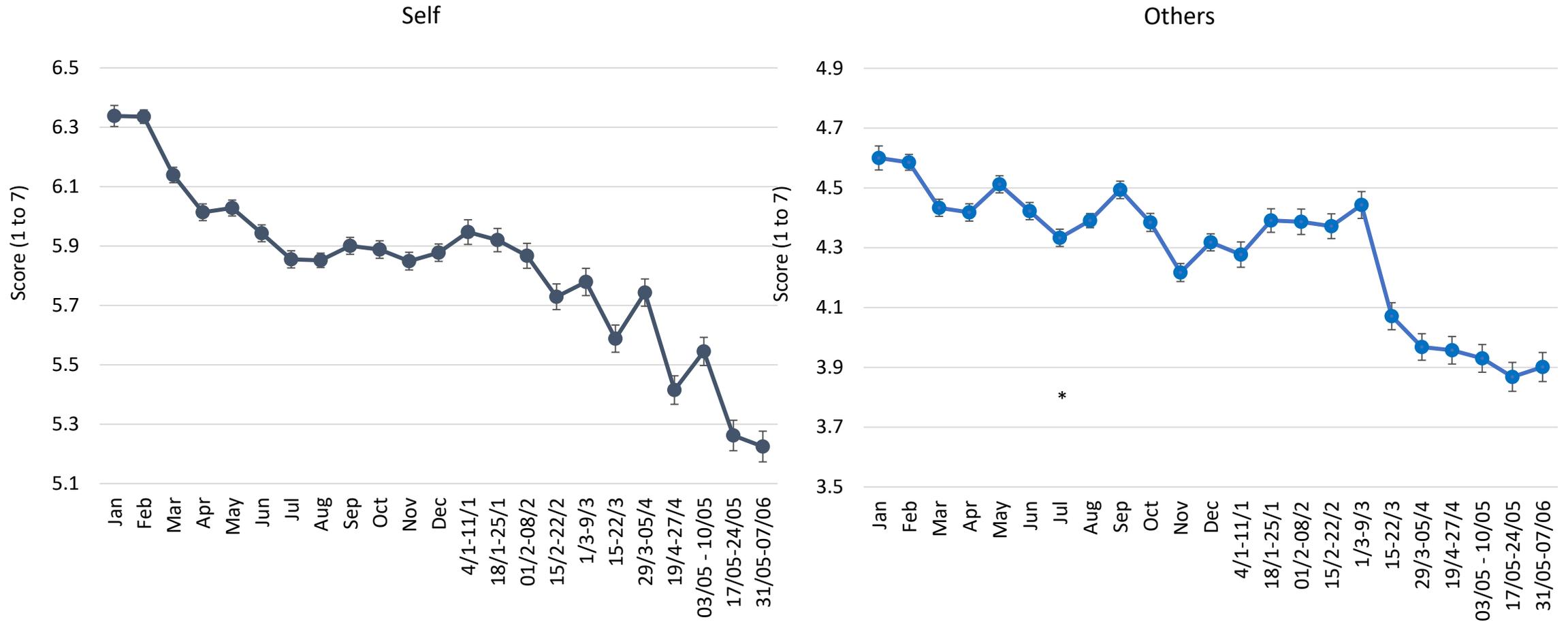


The proportion of people who rarely or never engage in mitigative behaviours continues to rise, to 60% of the adult population.

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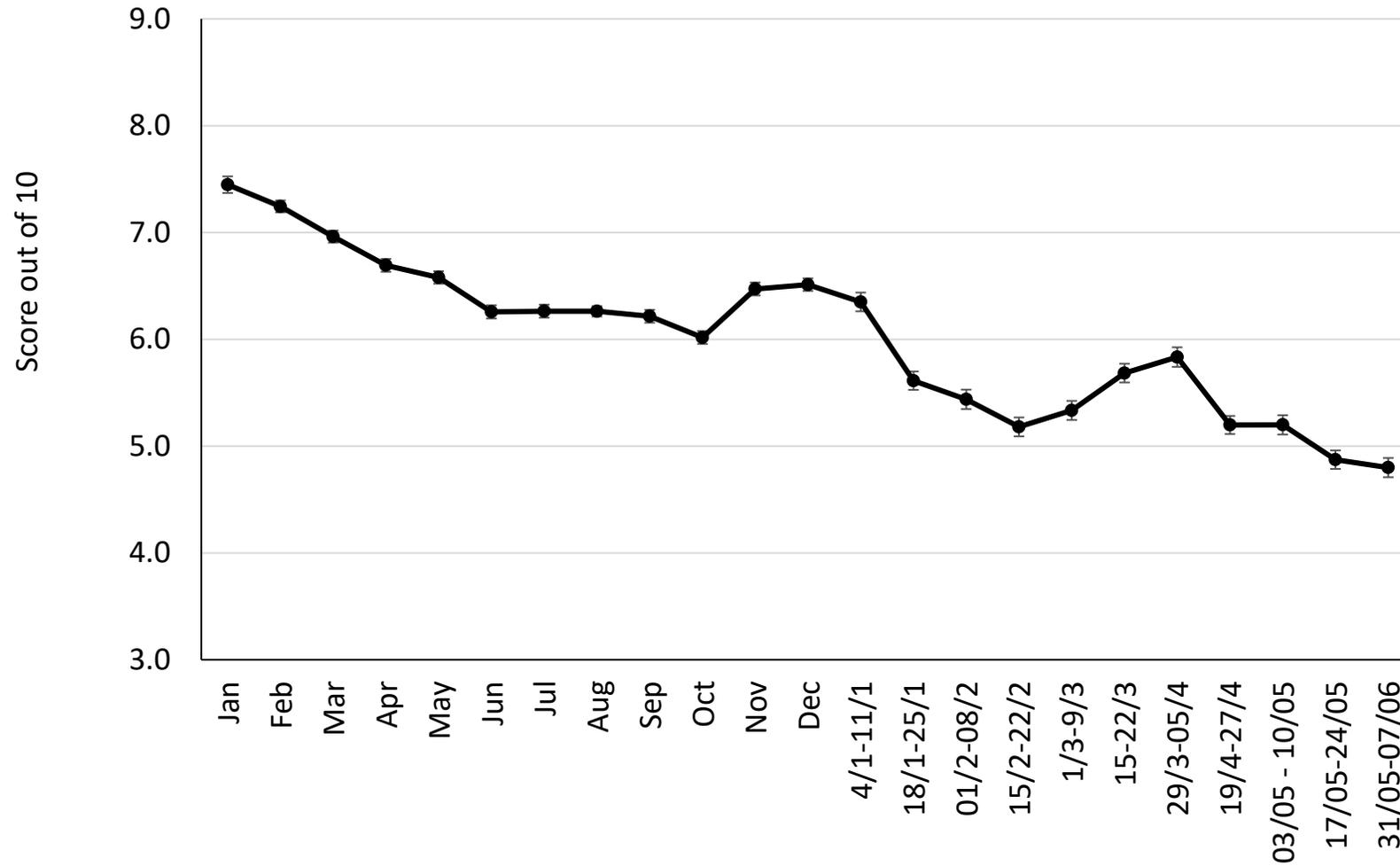
*included in this group are those who did not leave their home or have visitors the previous day.

Self-reported compliance



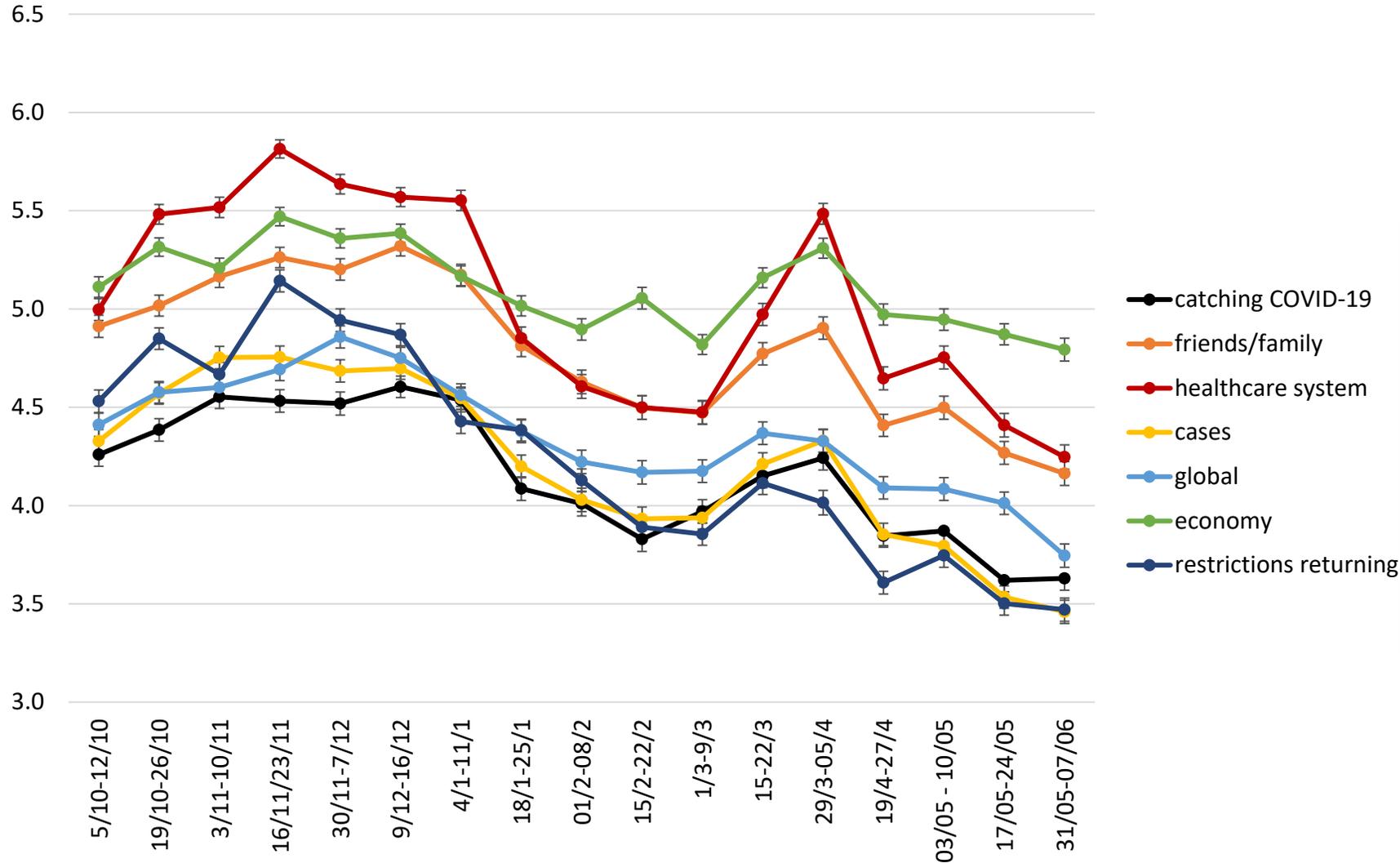
Despite the changes in activity levels and mitigation, self-reported compliance remained on the same level with the previous wave of SAM. Perceived compliance of others also did not change.

Worry



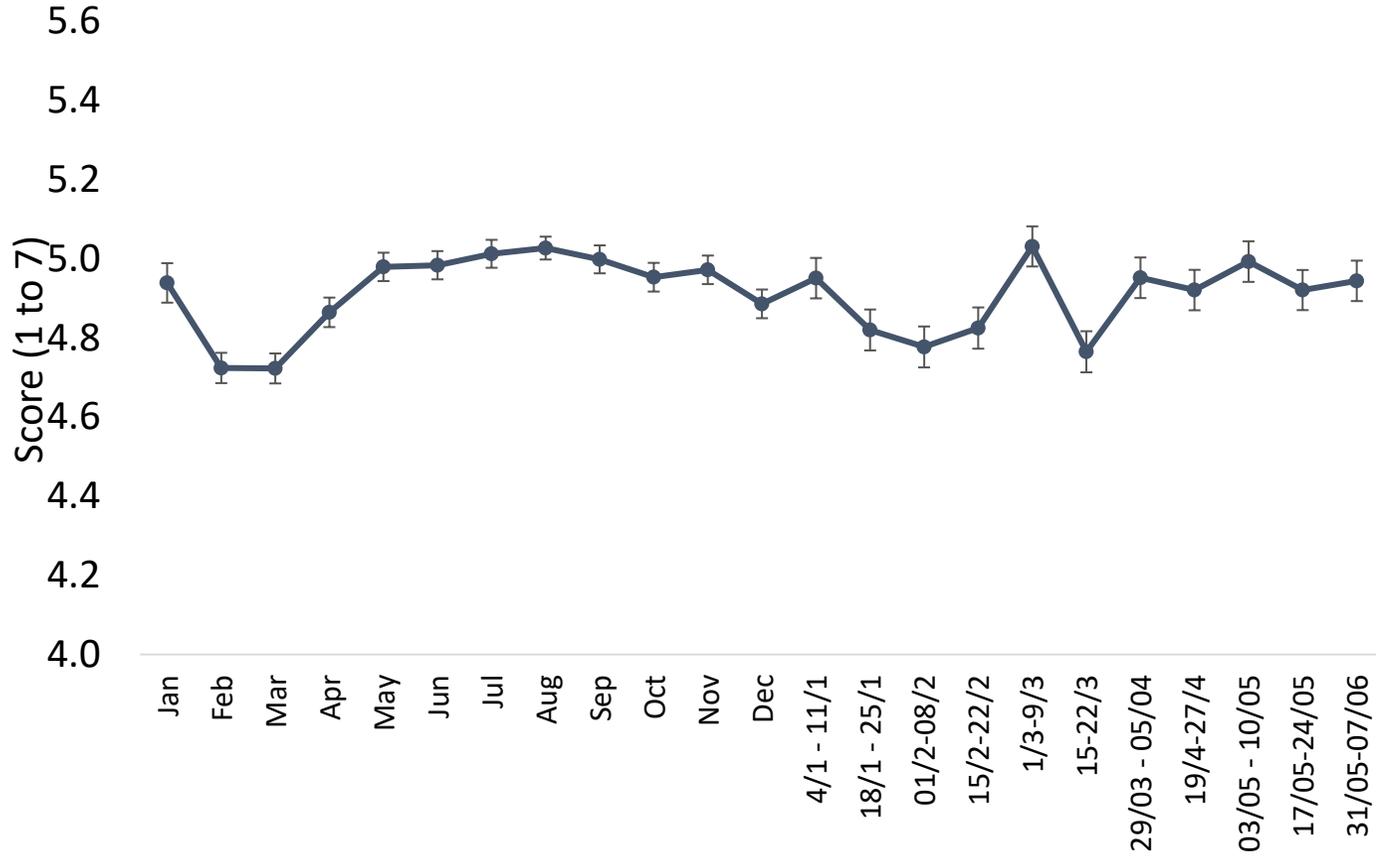
There was no change in worry.

Components of worry



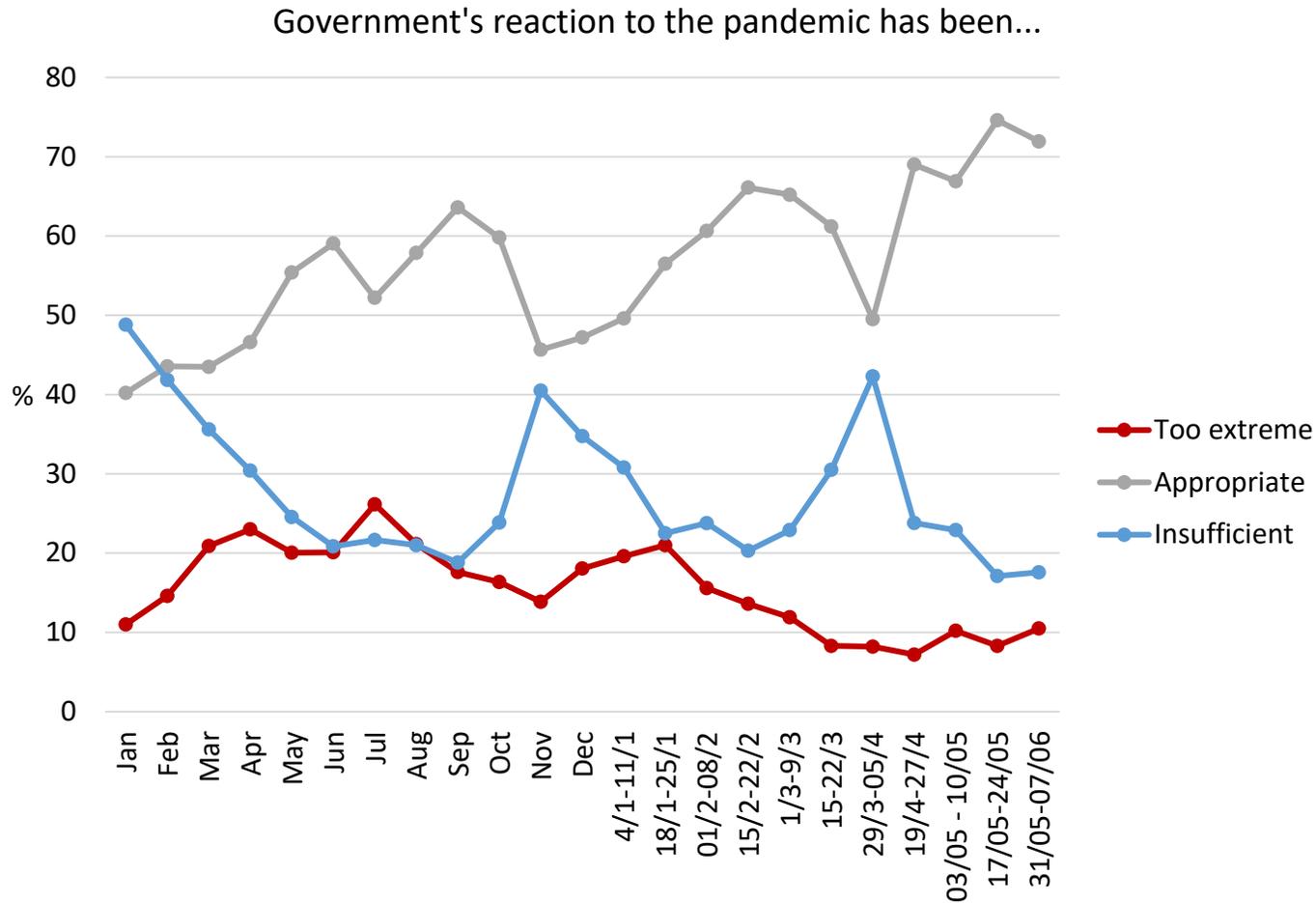
There was a significant decline in worry about the global COVID situation in this wave of SAM. Most of the other components of worry continued to decrease but the changes were non-significant compared to the previous wave.

Wellbeing



There was no change in wellbeing.

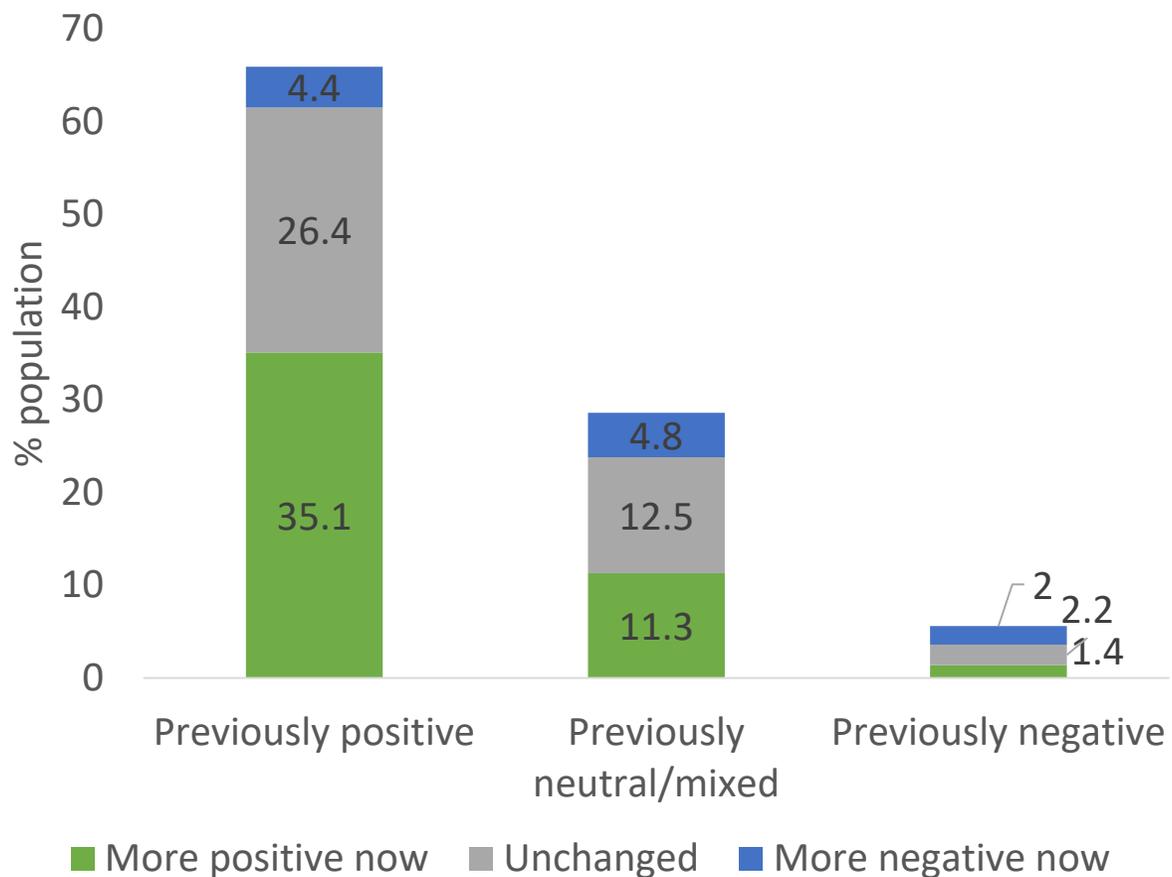
Government Response to the Pandemic



The number of people stating that the Government's response to the pandemic was appropriate did not change this wave.



Vaccine Attitudes Before Pandemic vs Now

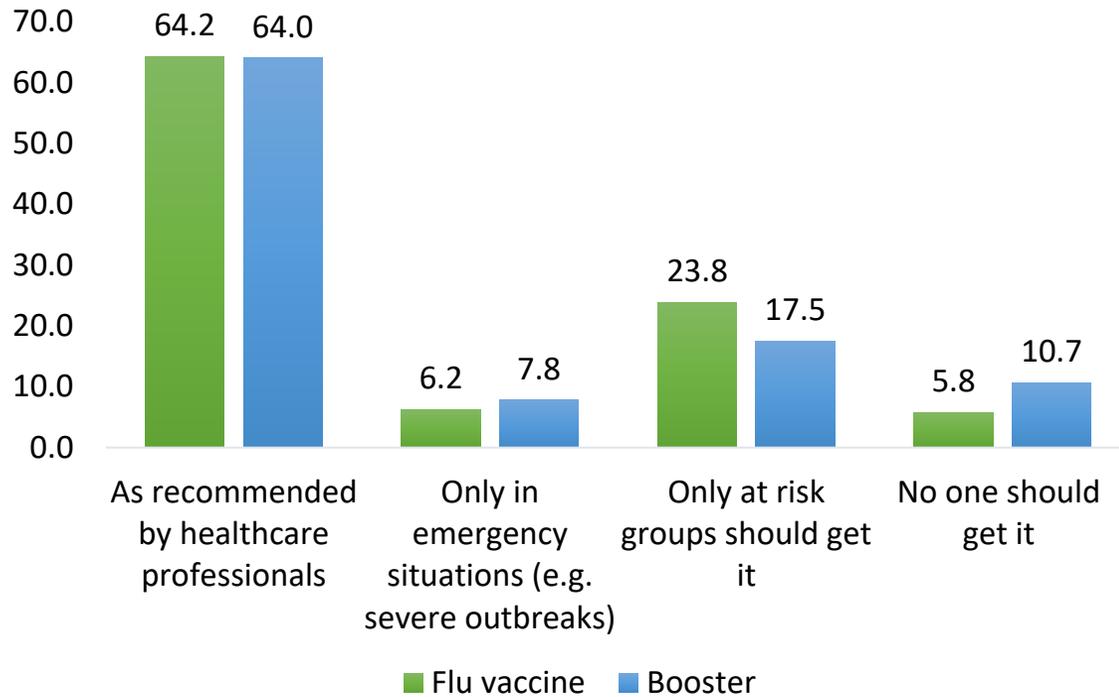


Almost half of people feel more positively about vaccines after the pandemic compared to before, with a further quarter holding positive attitudes as they did before the pandemic. About 10% feel more negative now compared to before the pandemic.

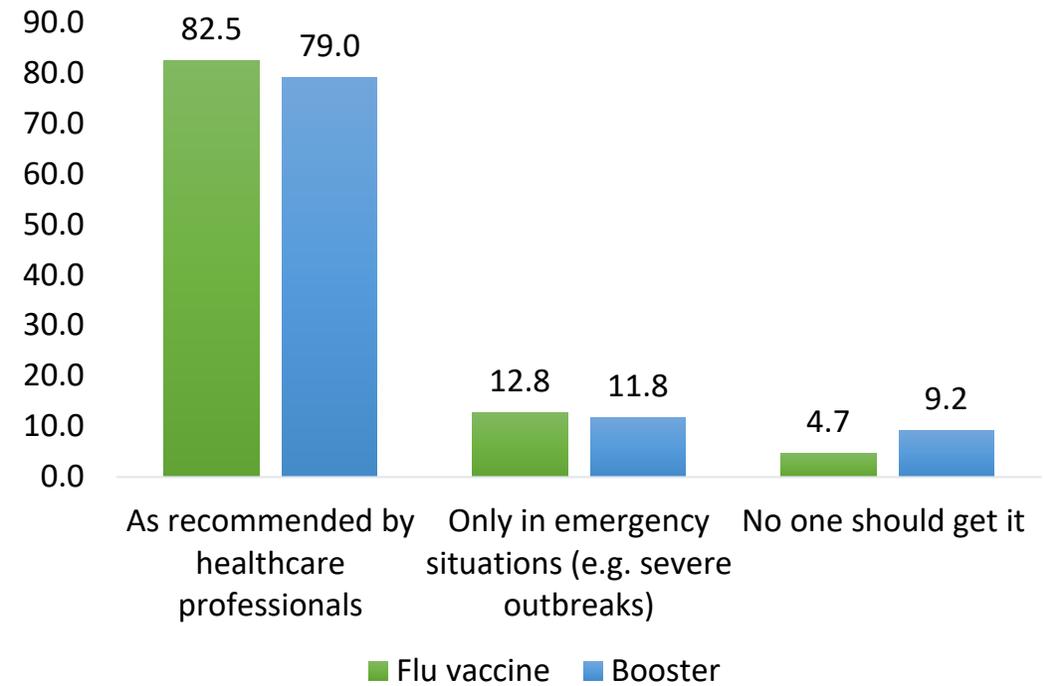
Flu vaccine v Booster



How frequently should people get vaccinated?



How frequently should at-risk groups get vaccinated?

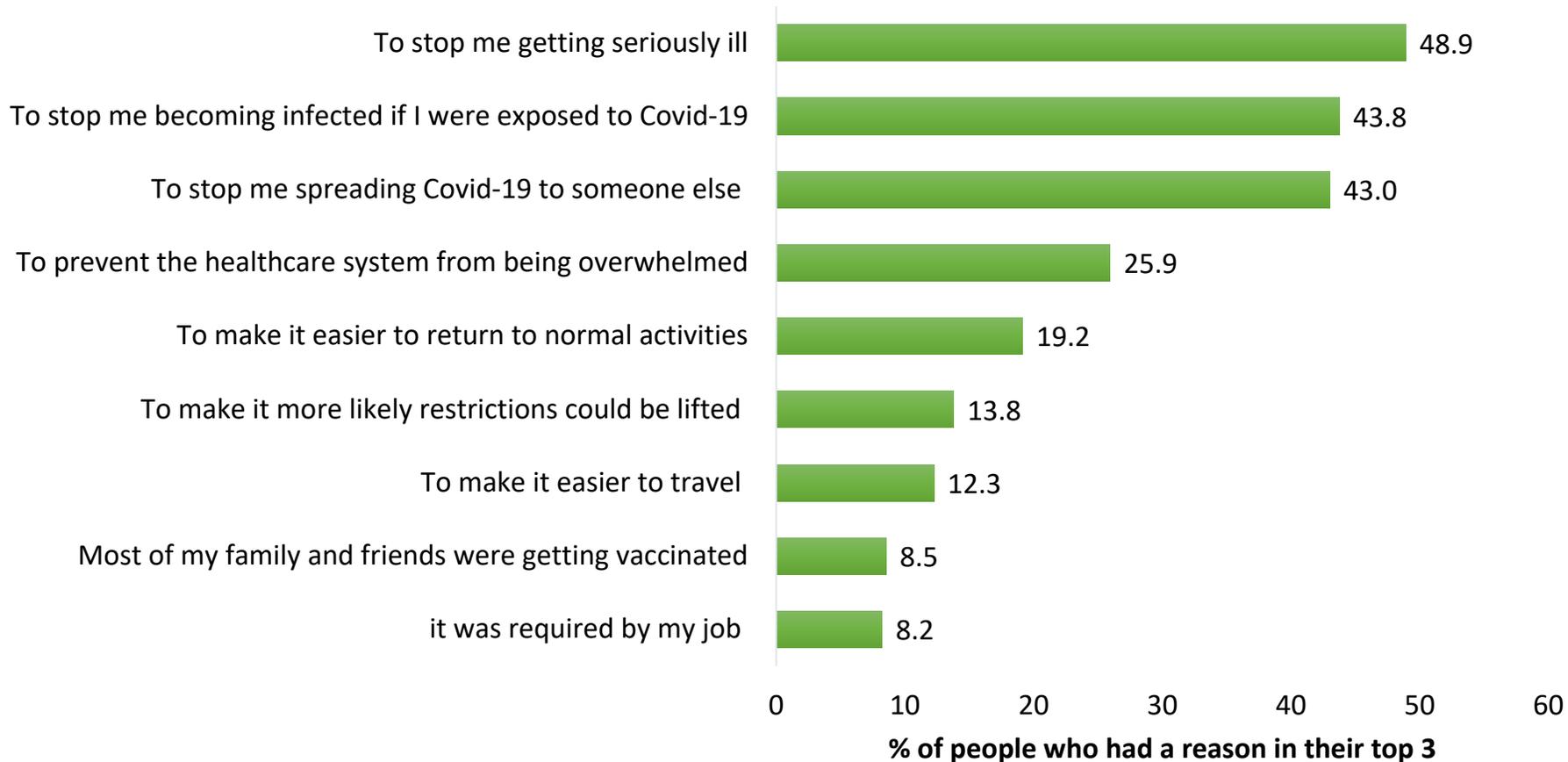


The majority believes that the frequency of vaccination both against Covid-19 and against flu should be decided by healthcare professional. Only about 11% think that no one should get vaccinated against Covid-19, even in emergency situations. This figure is significantly higher than those who are against flu vaccine.

Reasons to get vaccinated

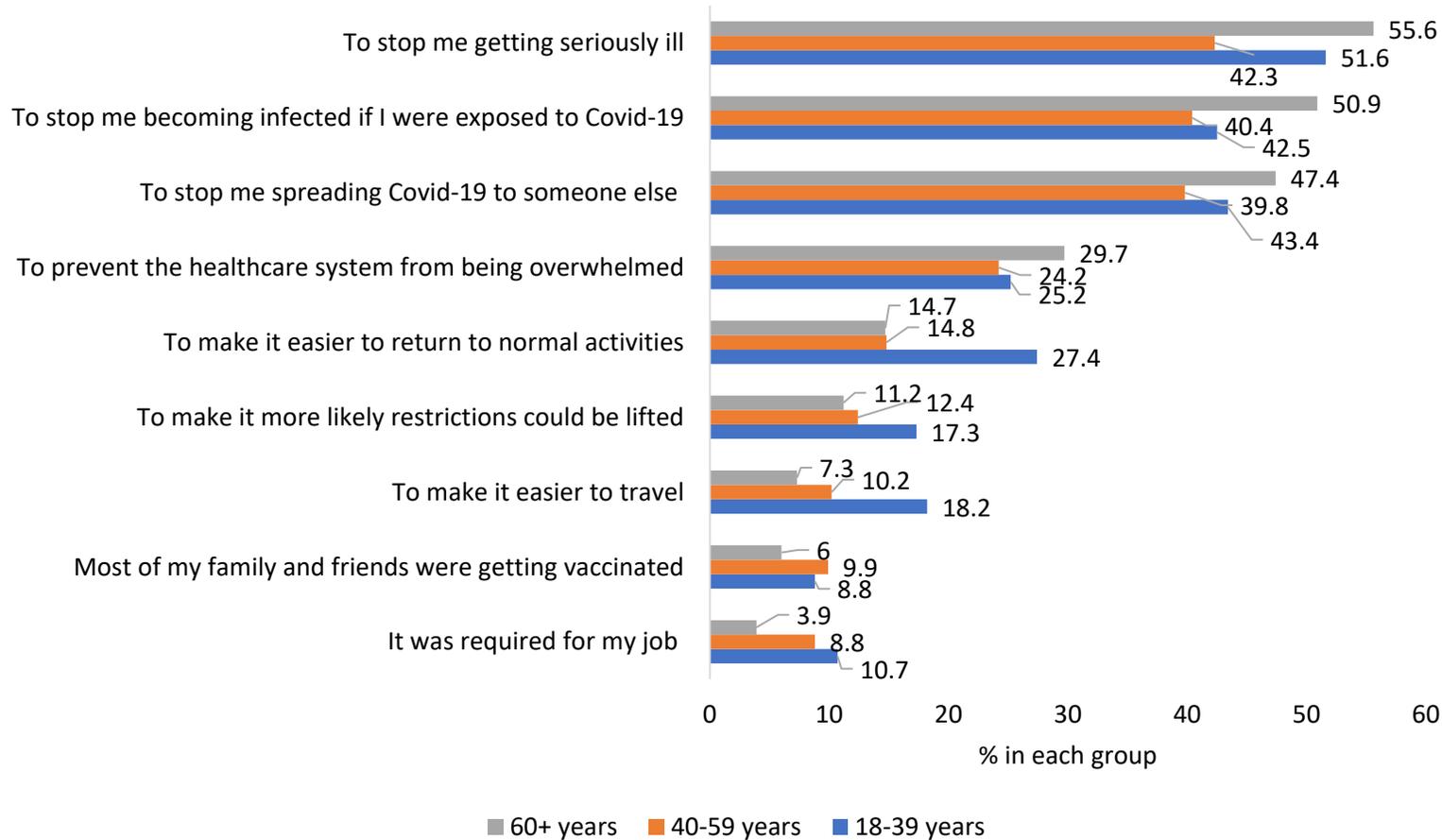


Reasons to get vaccinated



Leading reasons to have taken the vaccine were preventing serious illness or long Covid, preventing infection with Covid-19 and the spread of the virus to someone else. Reasons related to external pressures (such as job requirement or peer pressure) were a main reason for less than 20% of people.

Reasons by Age



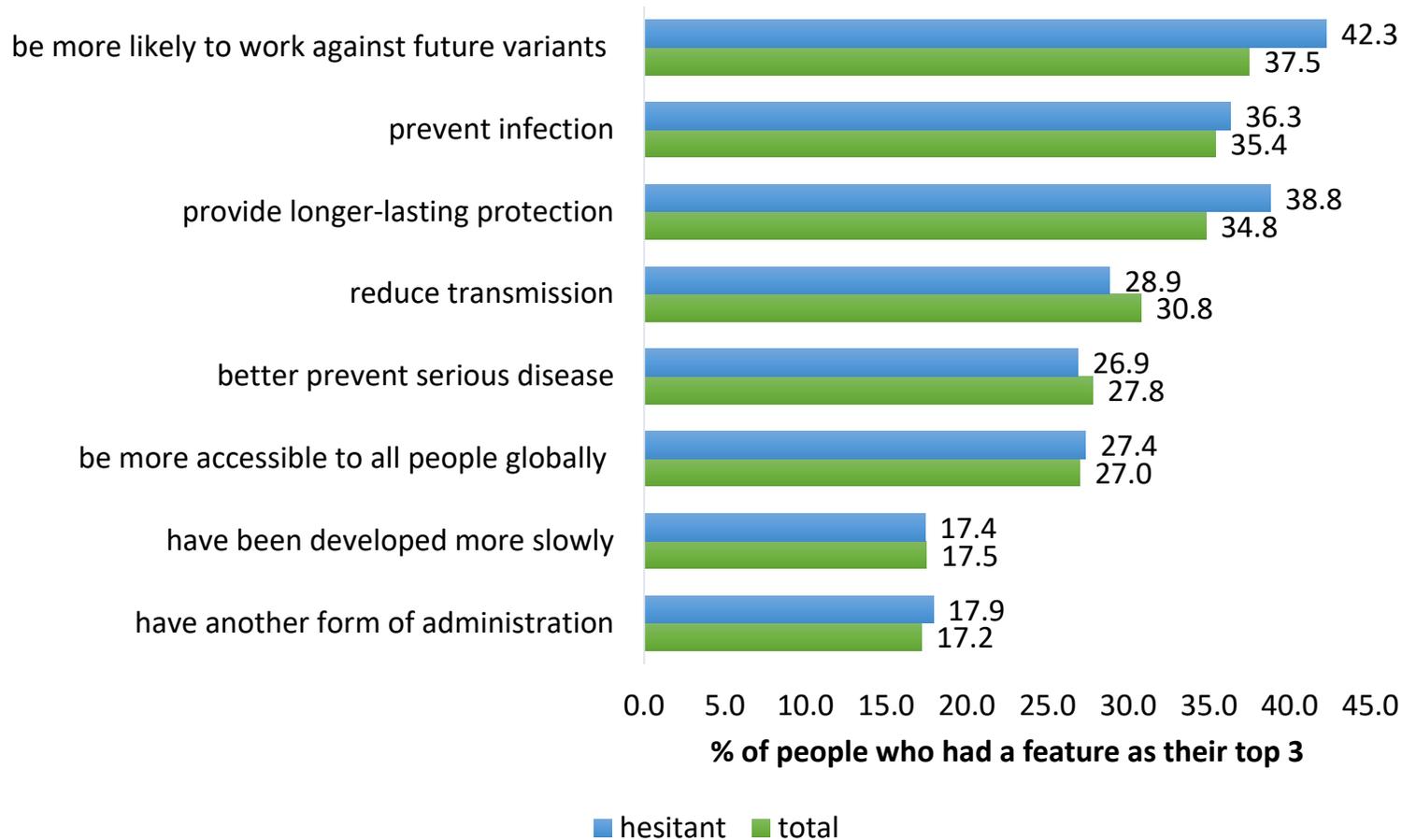
Statistical models predicting reasons for vaccination showed some differences between age groups. The youngest age group were more motivated to take the vaccine to make travel easier, to make it easier return to normal activities and to make it more likely restrictions could be lifted than older age groups. Those aged 40 to 59 were less motivated by protecting themselves for illness than the other age groups, although it was the most common reason for this group.

Note. Totals are different across groups because participants did not have to rank all reasons if it did not factor into their decision.

Characteristics of the future generation vaccines



Future generation vaccine should...



The leading feature that people would like to see in the next generation vaccine against Covid-19 is protection against future variants of the virus. It is particularly important to those who are in the “hesitant” group and haven’t yet decided whether they want to get Covid vaccine in the future.