ESRI

Rialtas na hÉireann
Government of Ireland

Social Activity Measure Wave 1

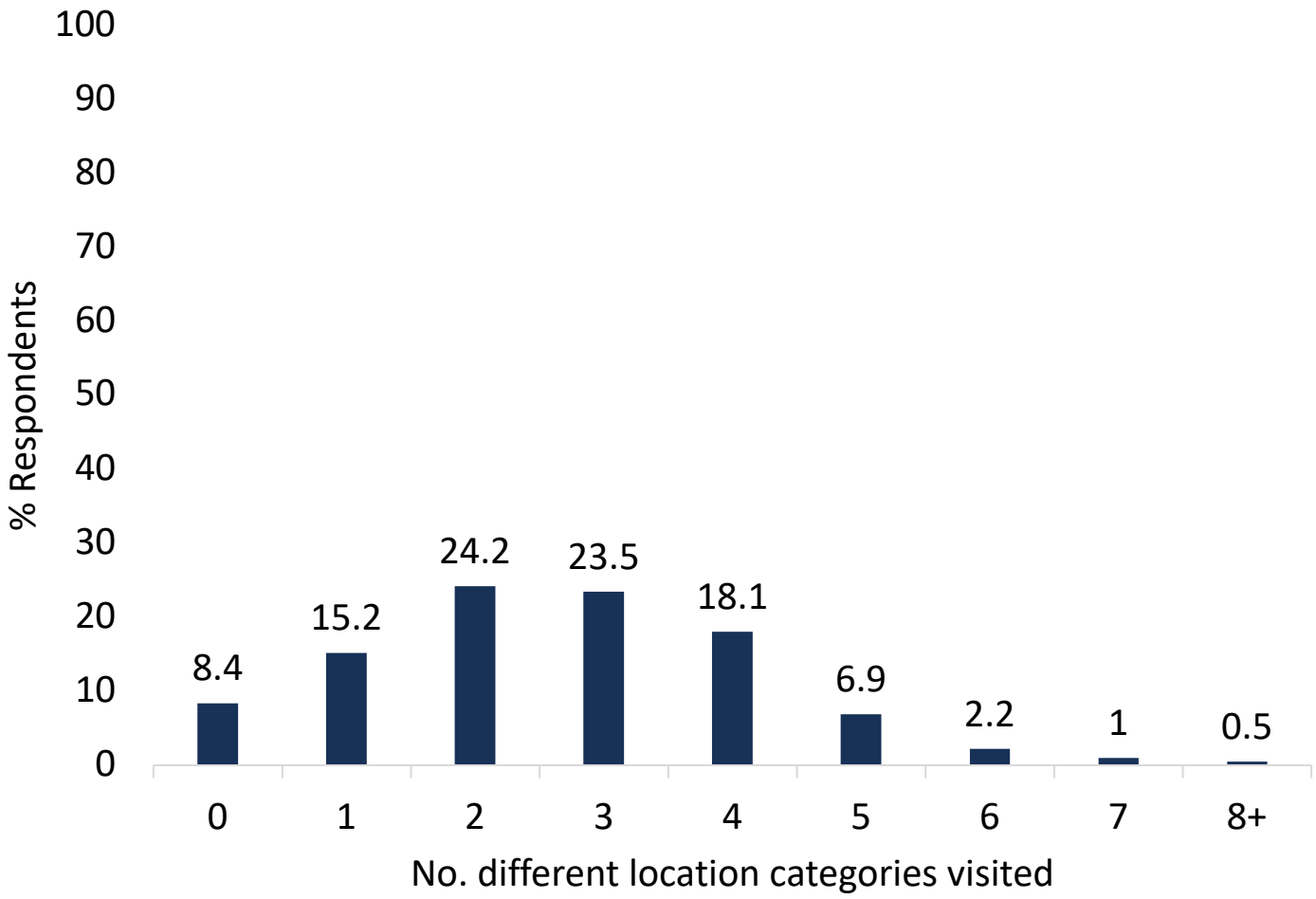
Period Covered: Week Beginning January 25th

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 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, and is funded by them/Government of Ireland.

This first wave of the study reports results from a nationally representative sample of 1,000 people aged 18 and over who participated in the study on the week beginning January 25th 2021.

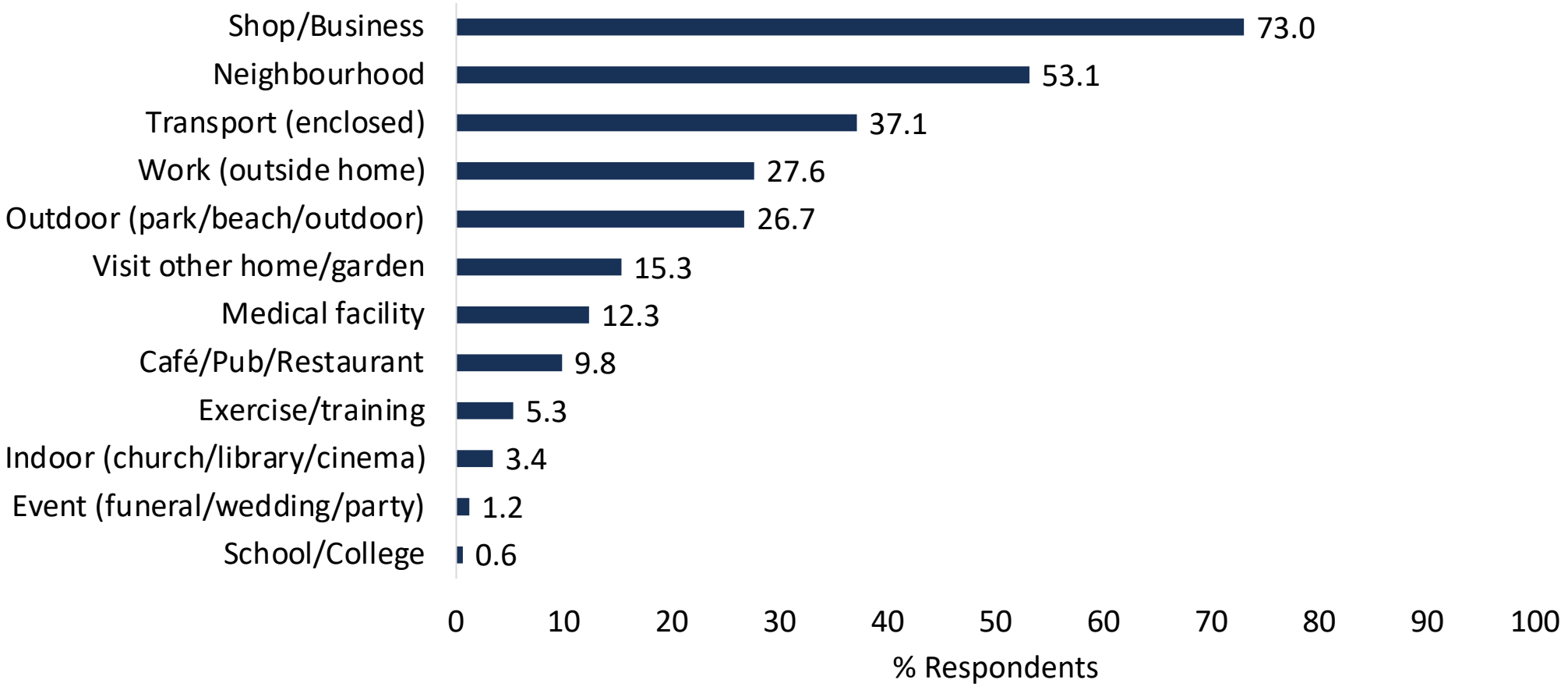
Locations visited (past week)



The chart shows the number of different locations visited by people over the previous week.

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

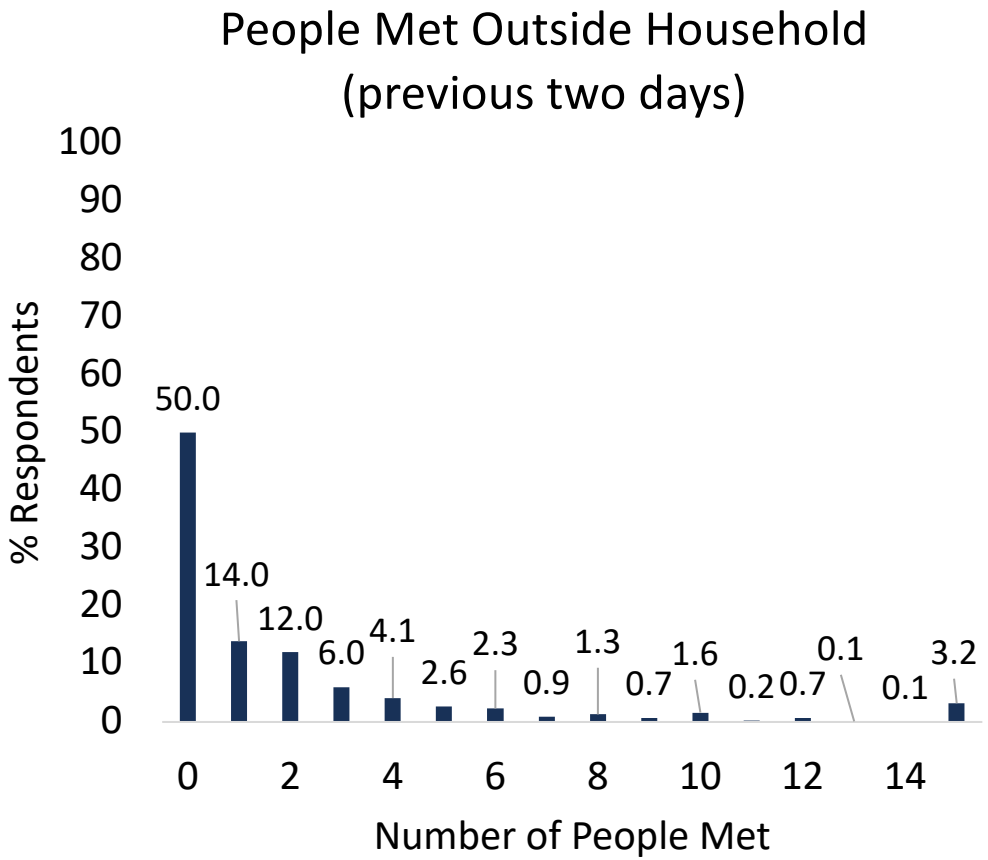
Locations visited (past week)

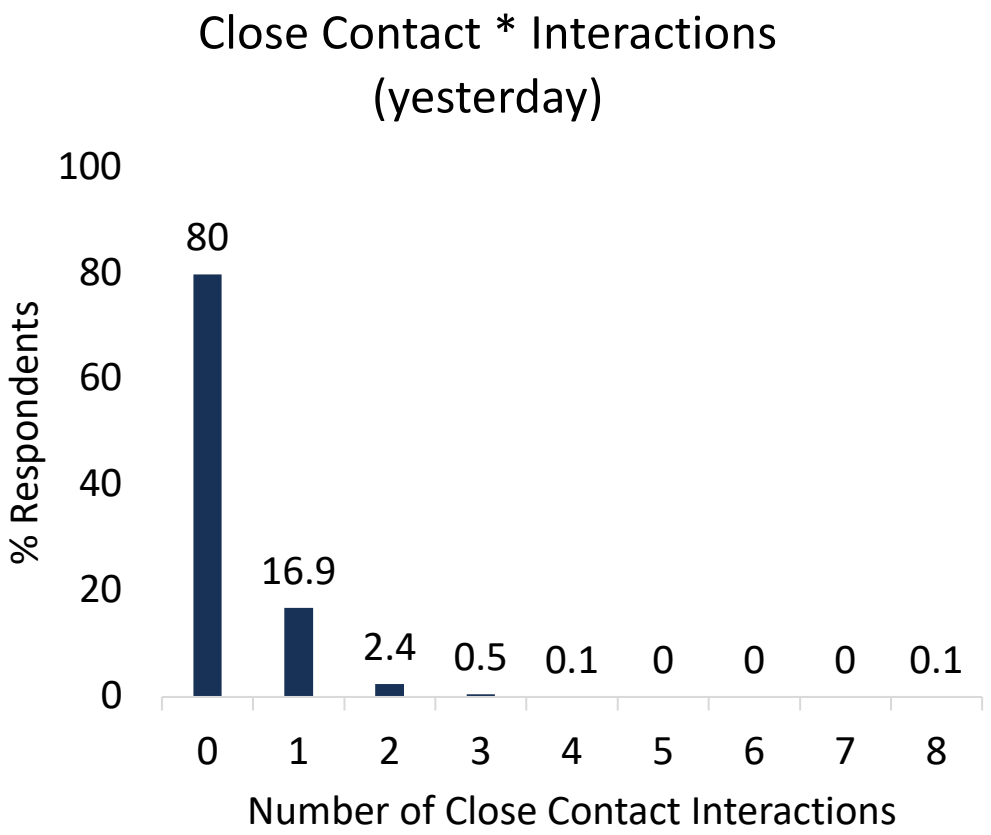


The chart shows the types of locations visited by people over the previous week.

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Interactions With Others

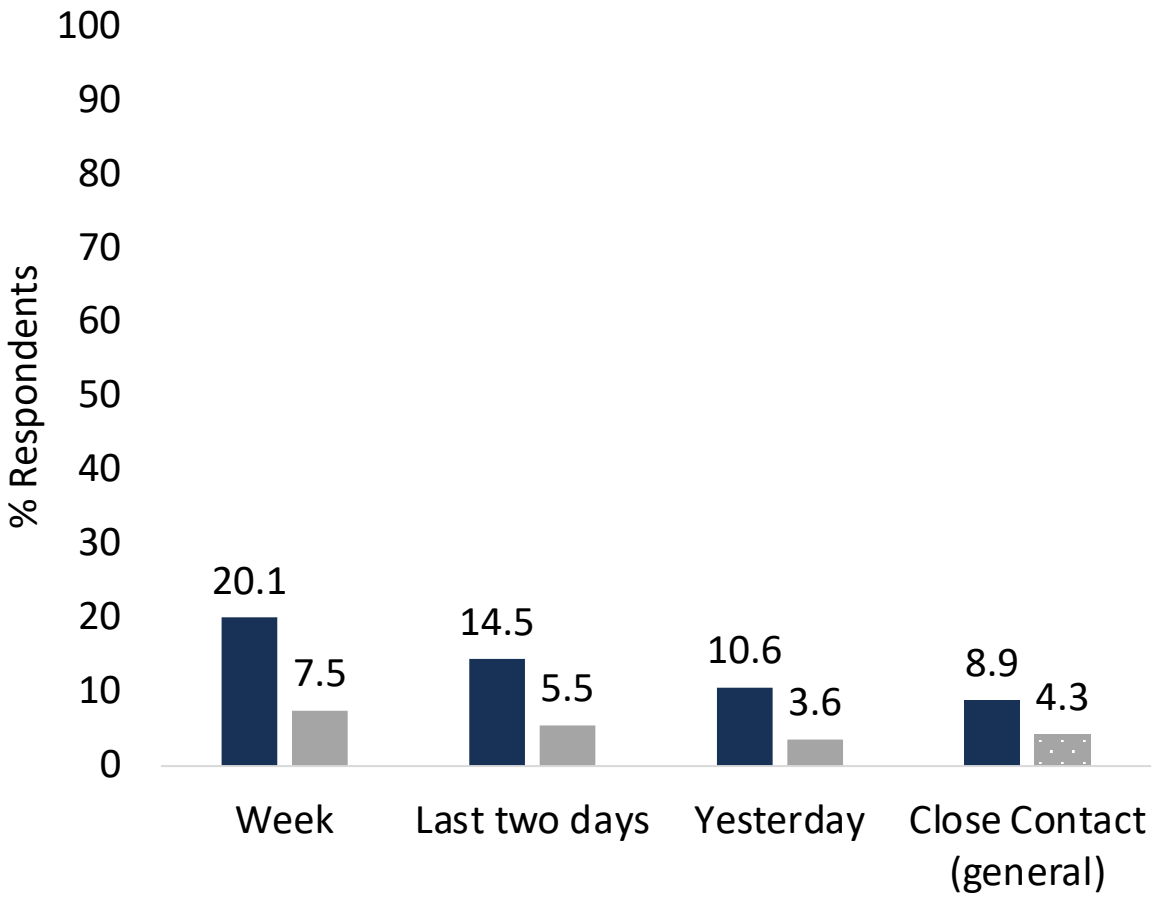




*Close contact interactions are defined as those that lasted for longer than 15 minutes in which 2m distance was not maintained at all times or that took place indoors for longer than 2 hours in a space that was not well ventilated (hse.ie)

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Working Outside the Home

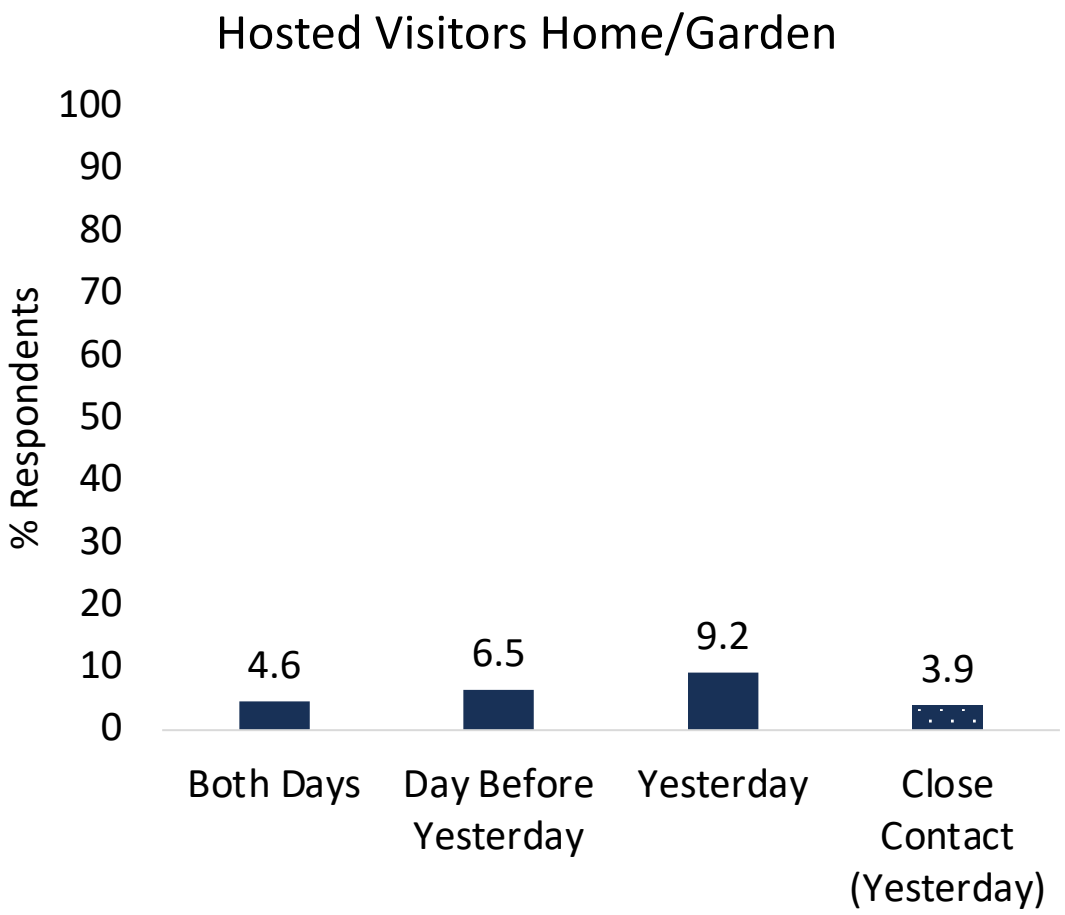


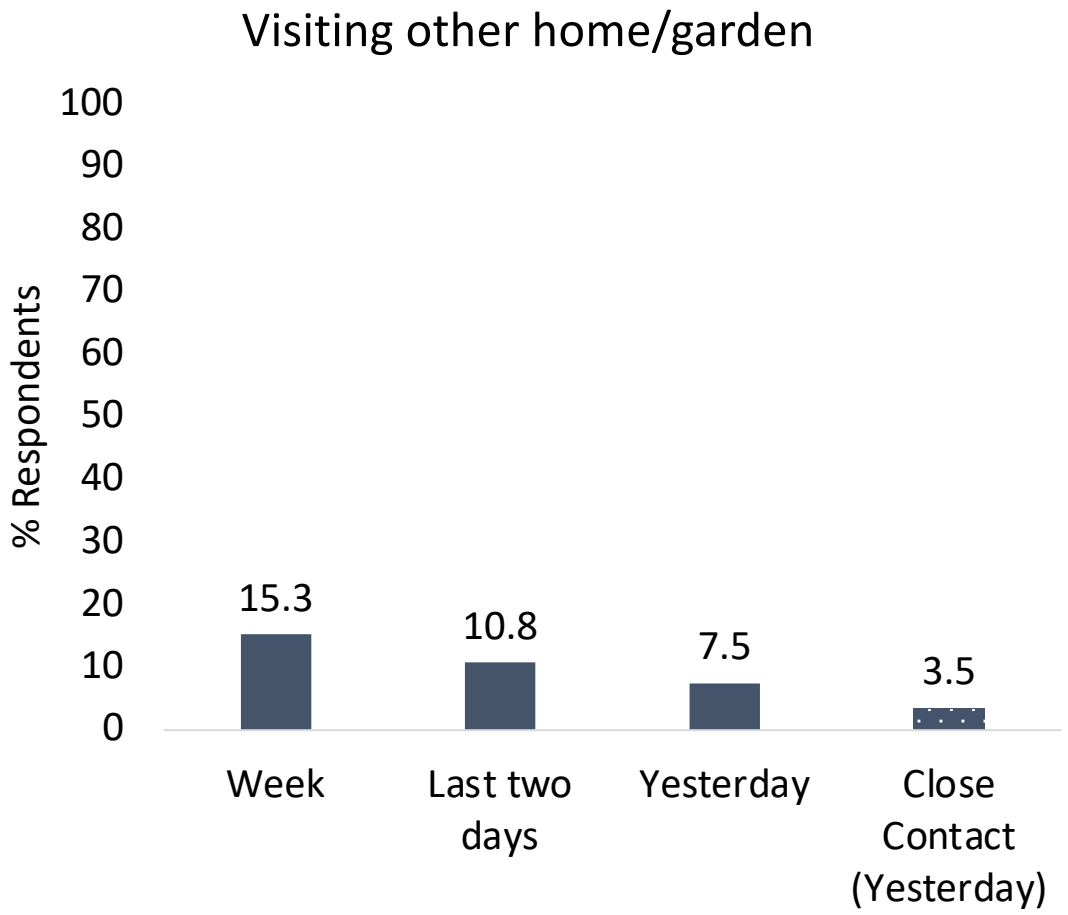
The chart shows the percentage of respondents who attended their place of work over the study period, with darker bars showing those who work in the provision of an essential service and lighter bars showing those who work in the provision of a non-essential service. The "Close Contact" bars show the percentage of essential and non-essential workers who worked in a close contact environment over the study period.

Workplaces were coded as Close Contact settings if they involved contact with others (i) for longer than 15 minutes without full social distancing or (ii) in indoors with poor ventilation

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

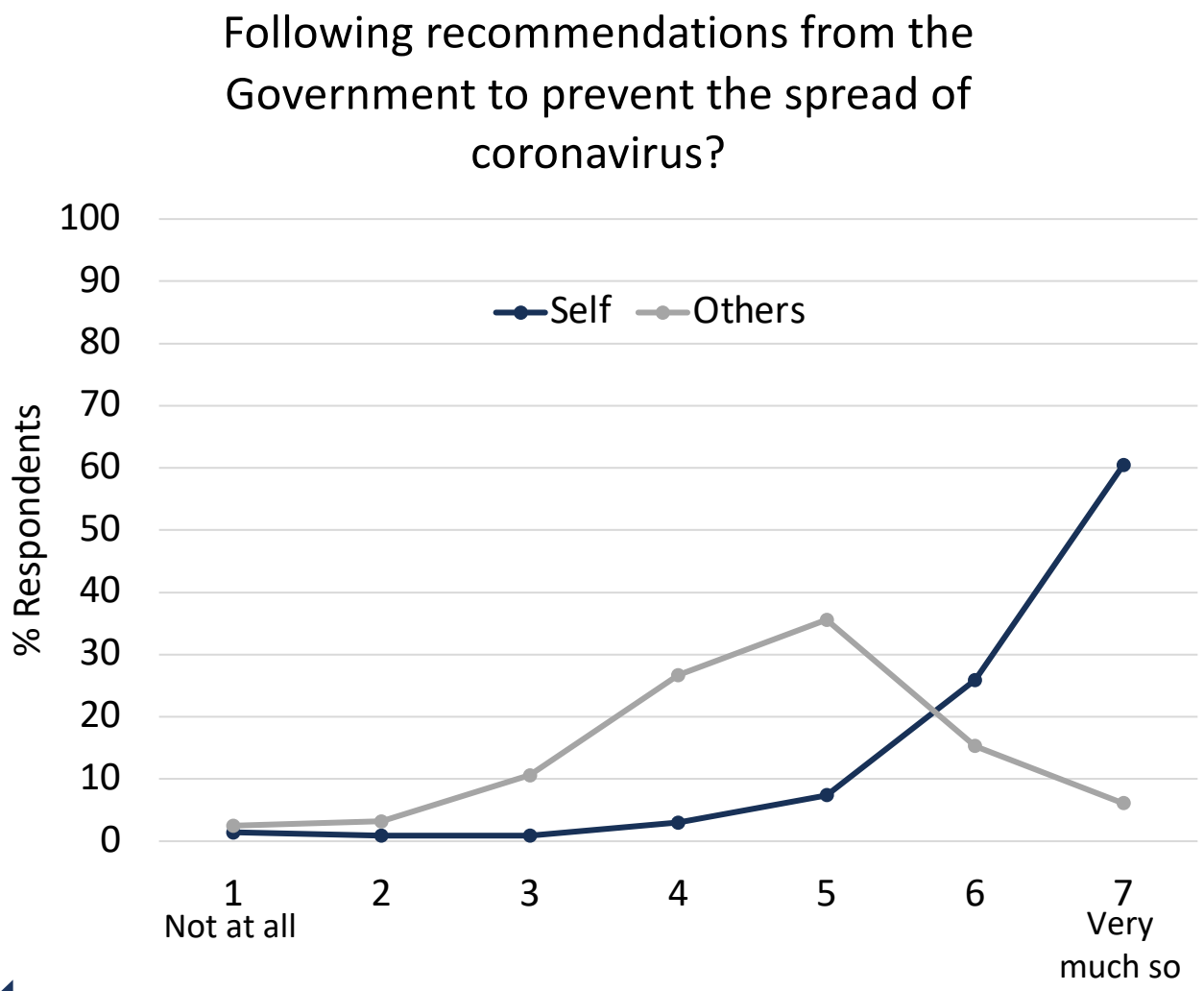
Household Visits

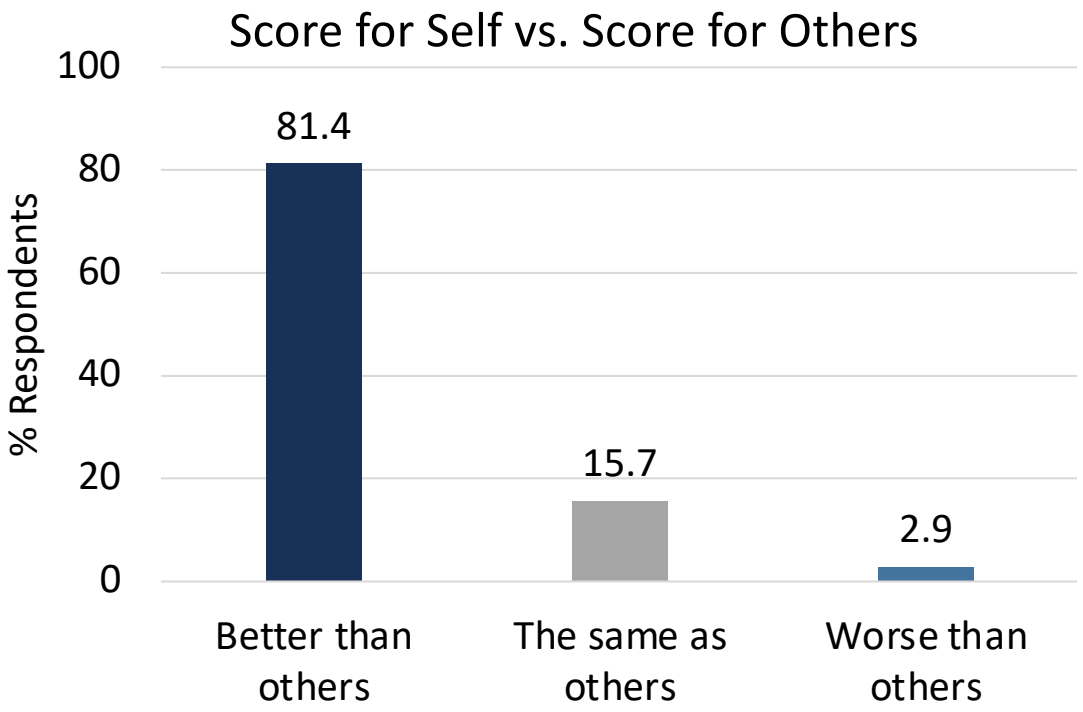




Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Perceptions of Self vs. Others

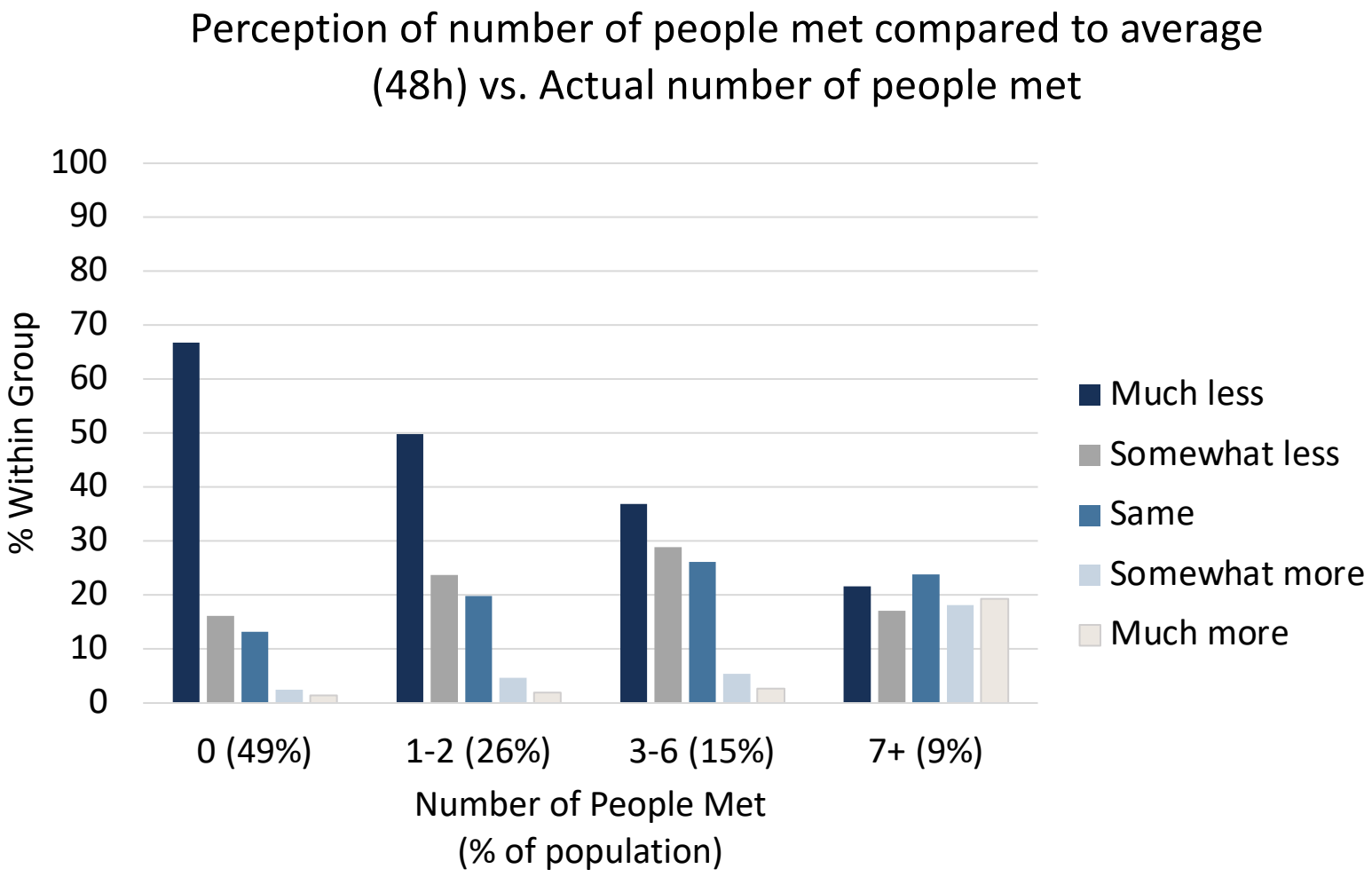




Better than others = score given to self is greater than score given to others
The same as others = score given to self is the same as score given to others
Worse than others = score given to self is less than score given to others

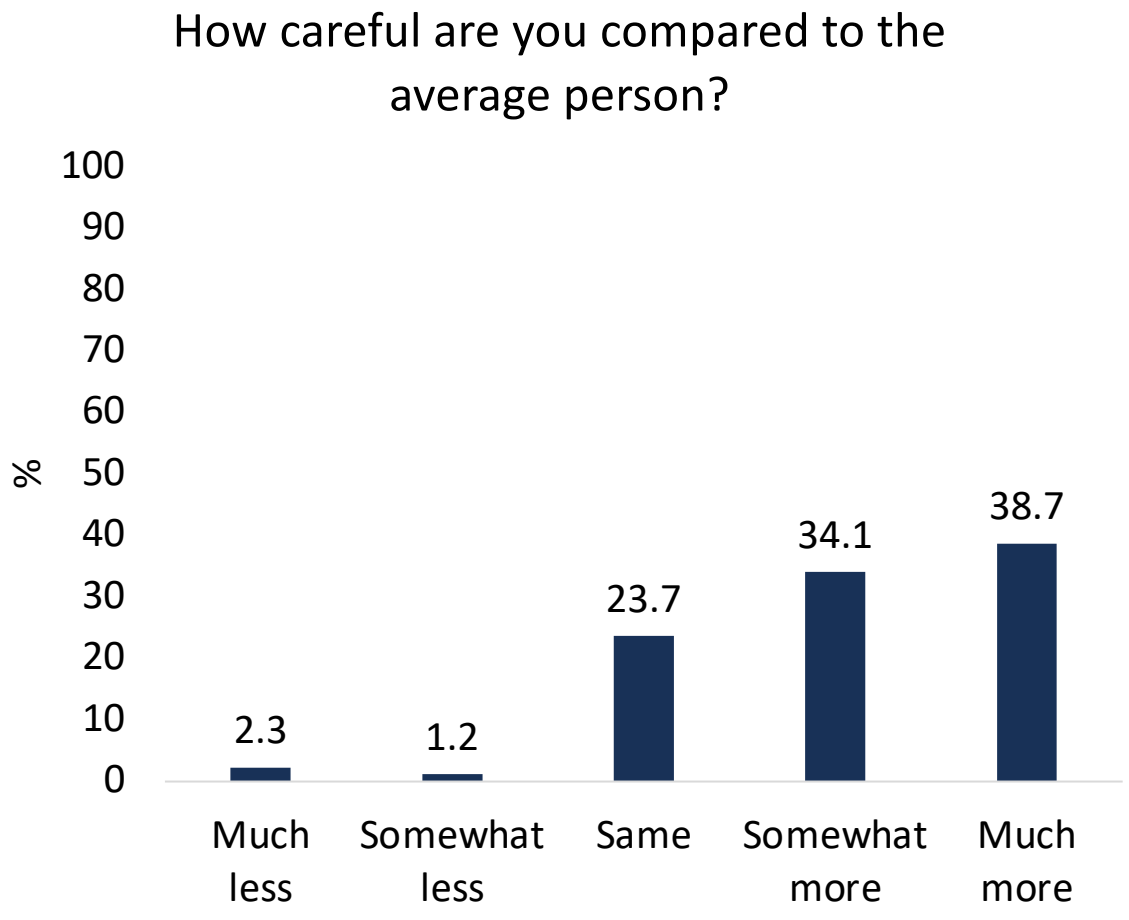
Source: ESRI's Social Activity Measure for the Department of the Taoiseach

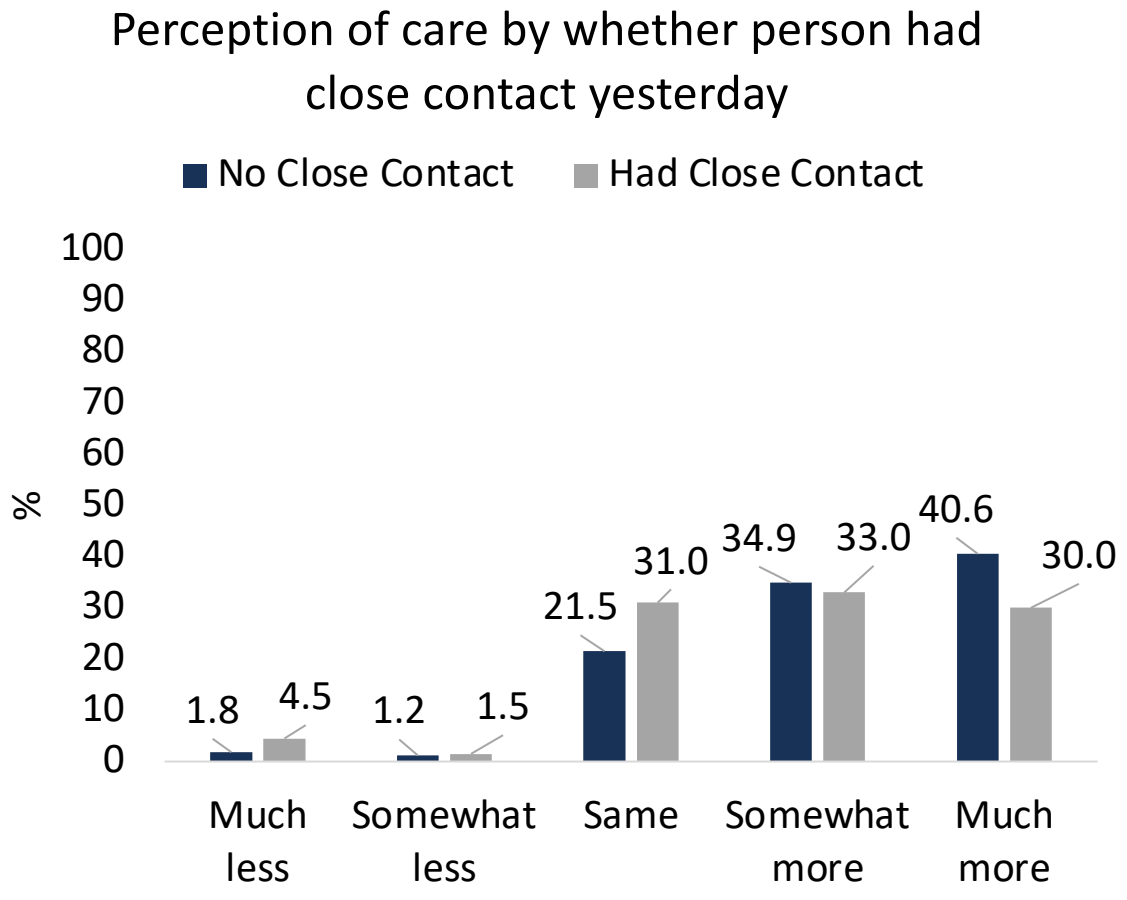
Perceptions of Self vs. Others



Source: ESRI's Social Activity Measure for the Department of the Taoiseach

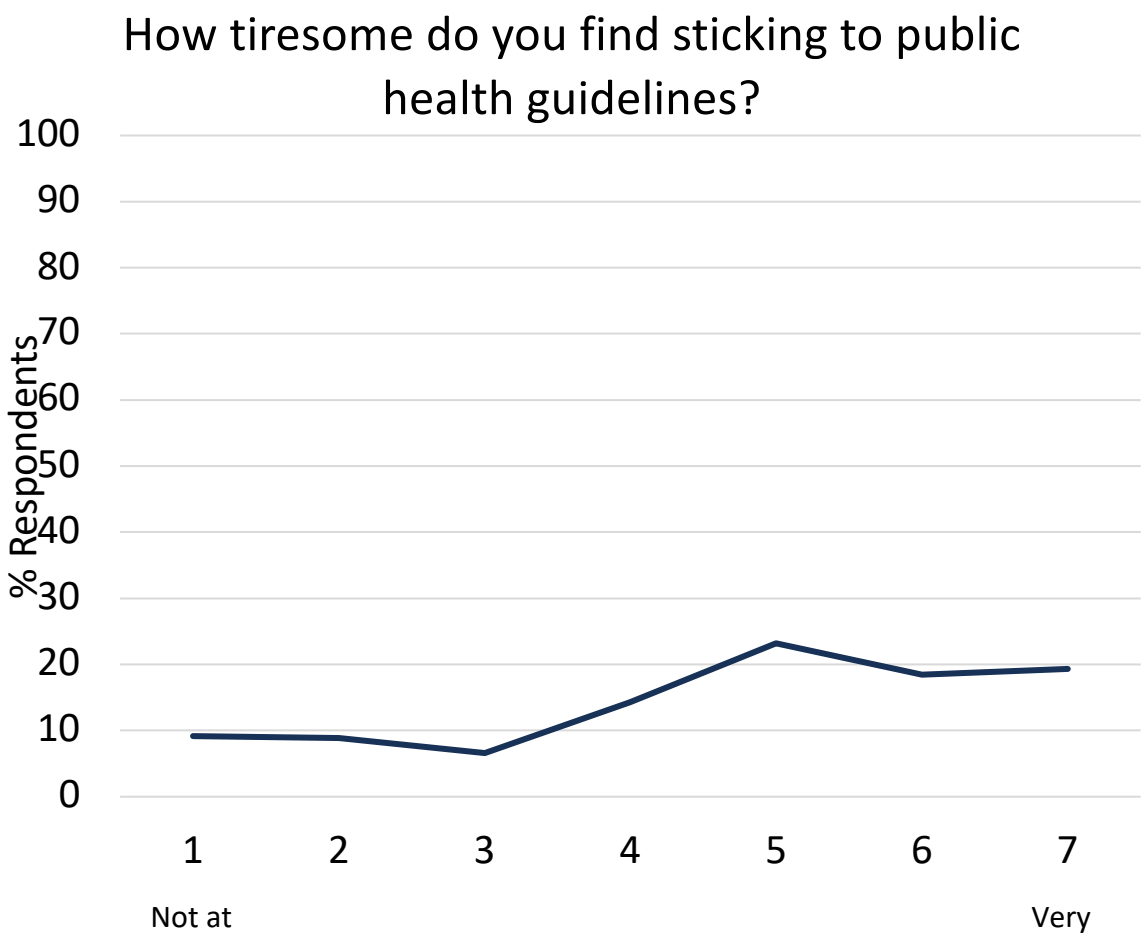
Perceptions of Self vs. Others

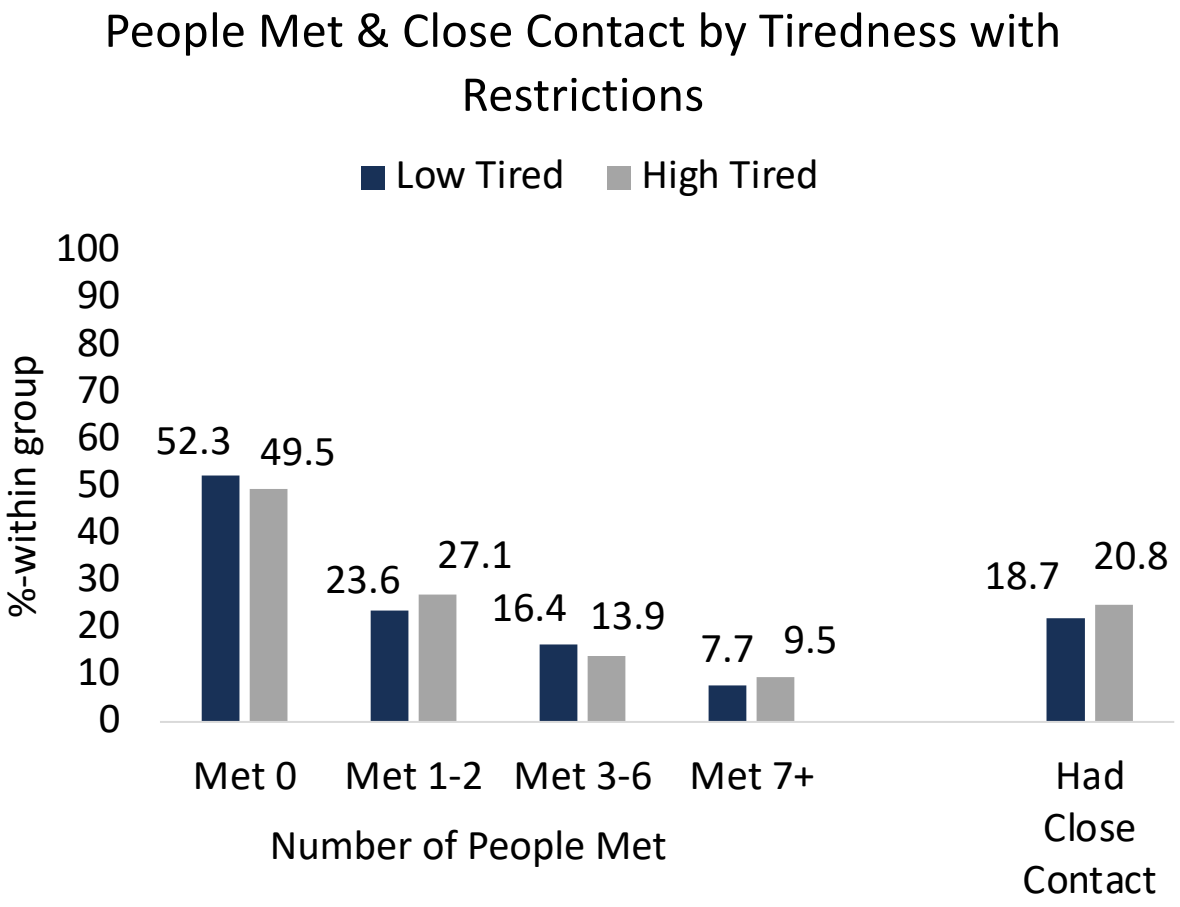




Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Psychological Variables

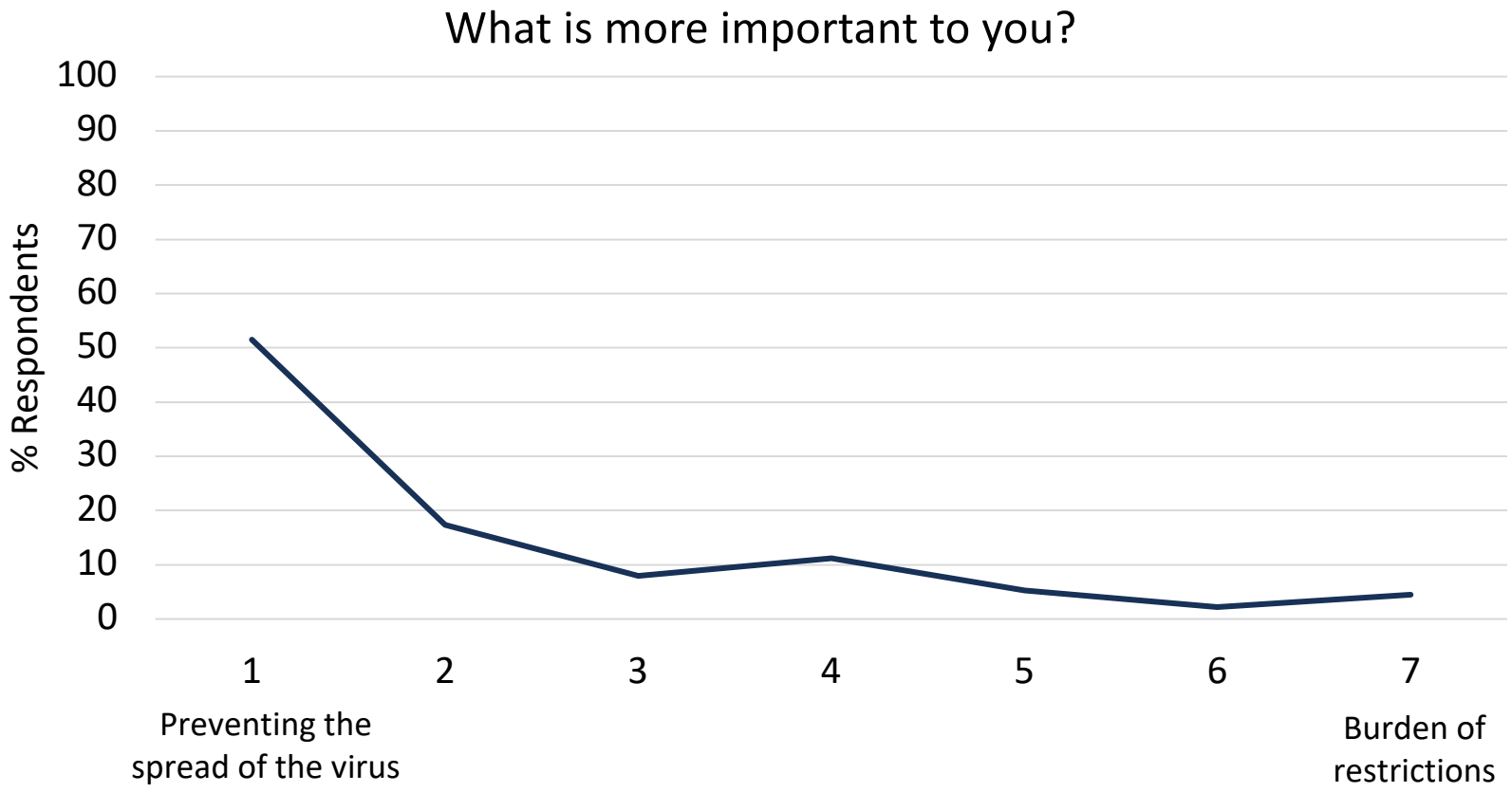




(High Tired is defined as a score greater than 4 on the scale.)

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

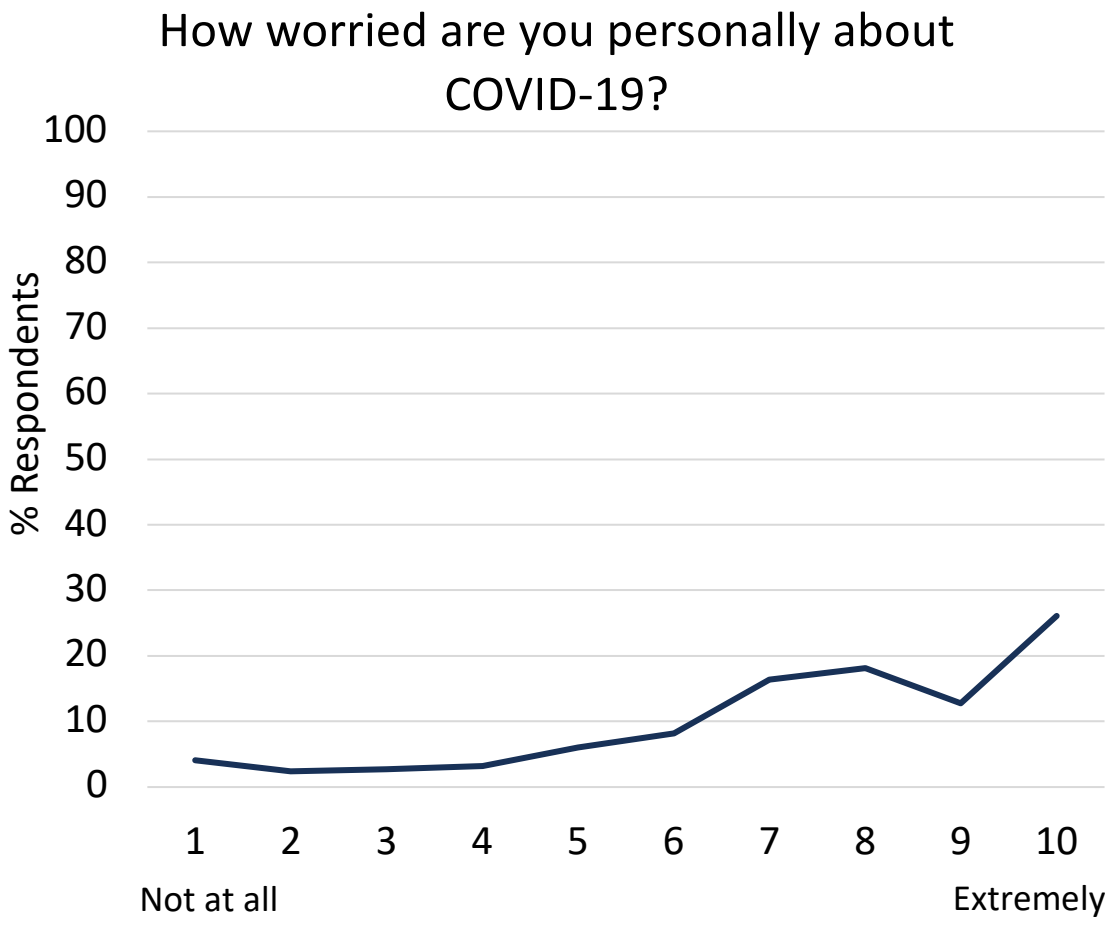
Psychological Variables

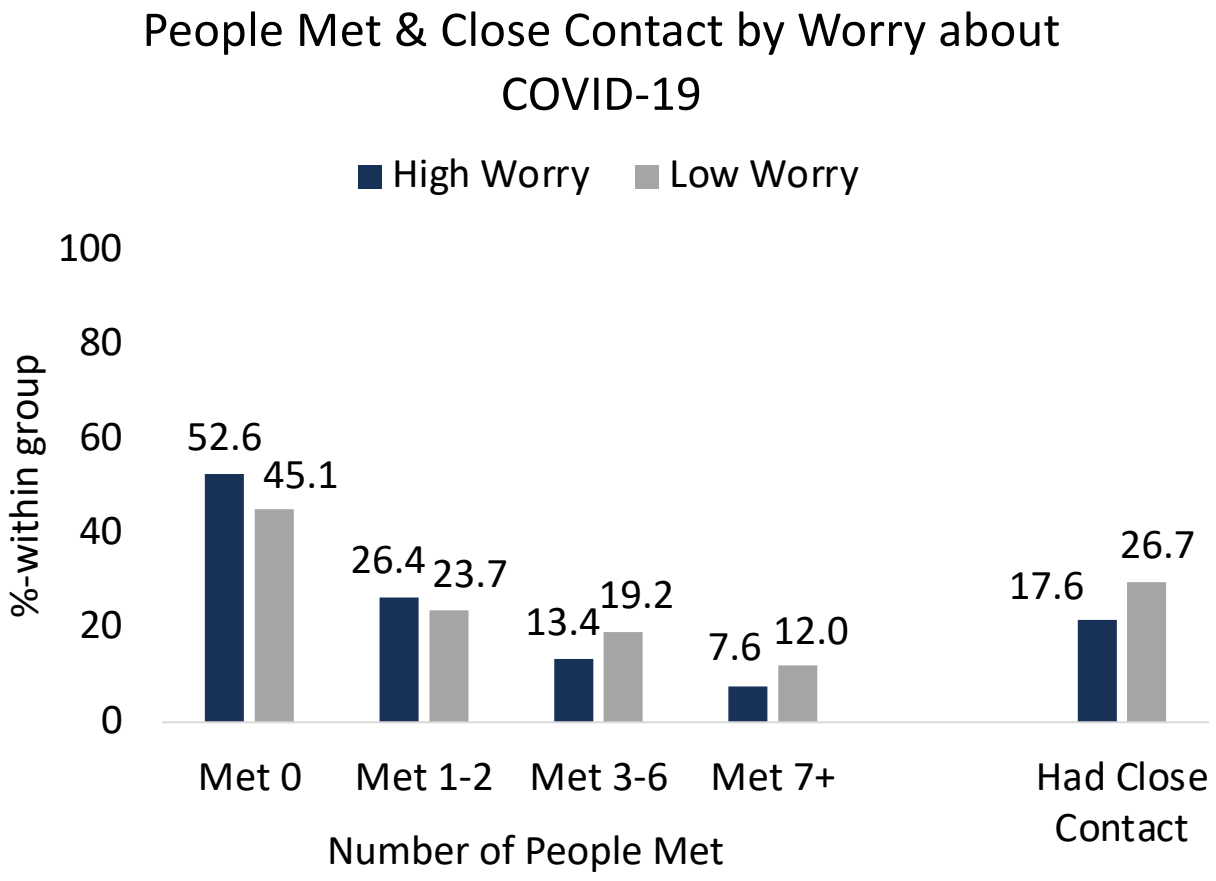


Slide Summary: Seventy-seven percent of the population judged preventing the spread of the virus to be more important than the burden of restrictions (a score of 1-3). Eleven percent judged both to be equally important (4) and the remainder (12%) judged the burden of restrictions to be more important than preventing the spread of the virus (5-7).

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Psychological Variables

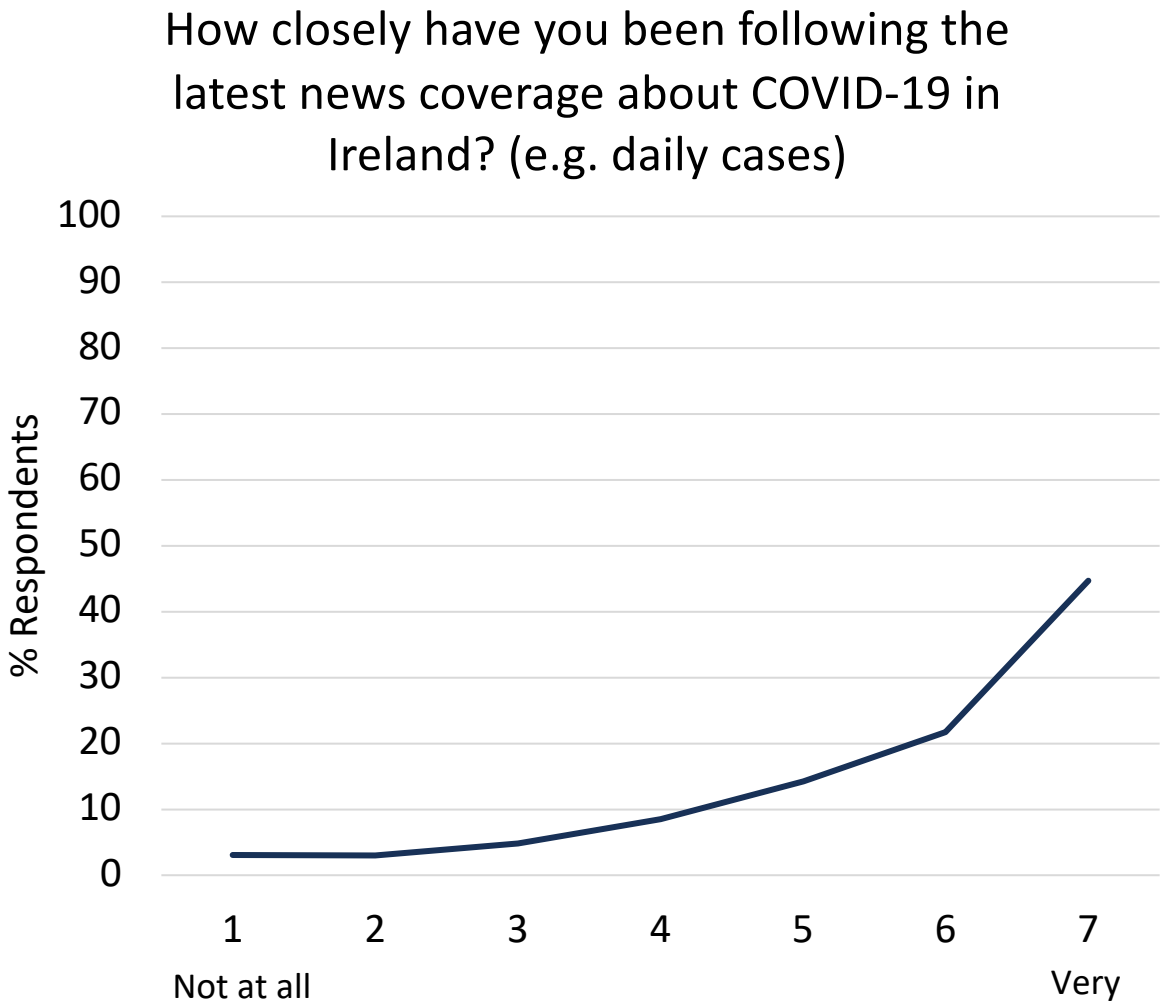


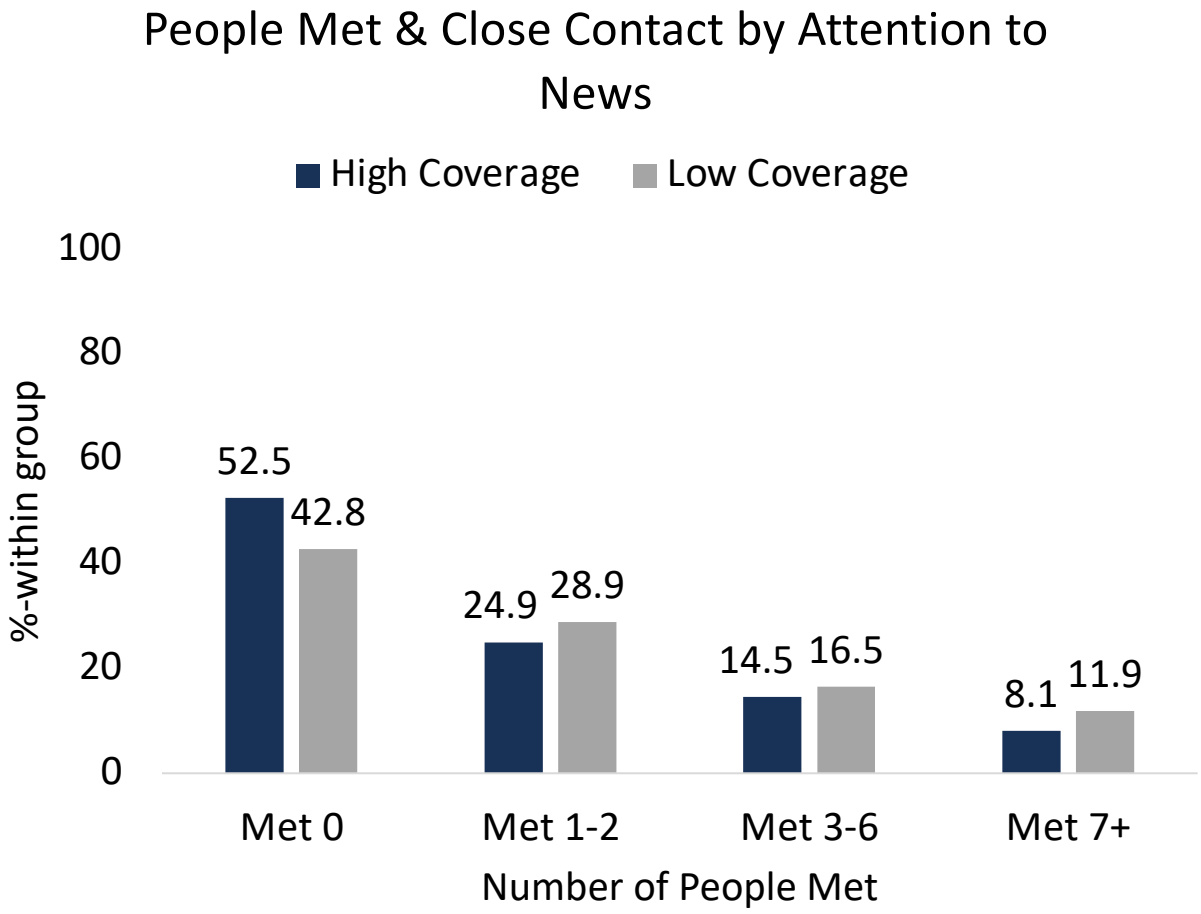


(Low Worry is defined as a score less than 7/10 on the scale.)

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Psychological Variables

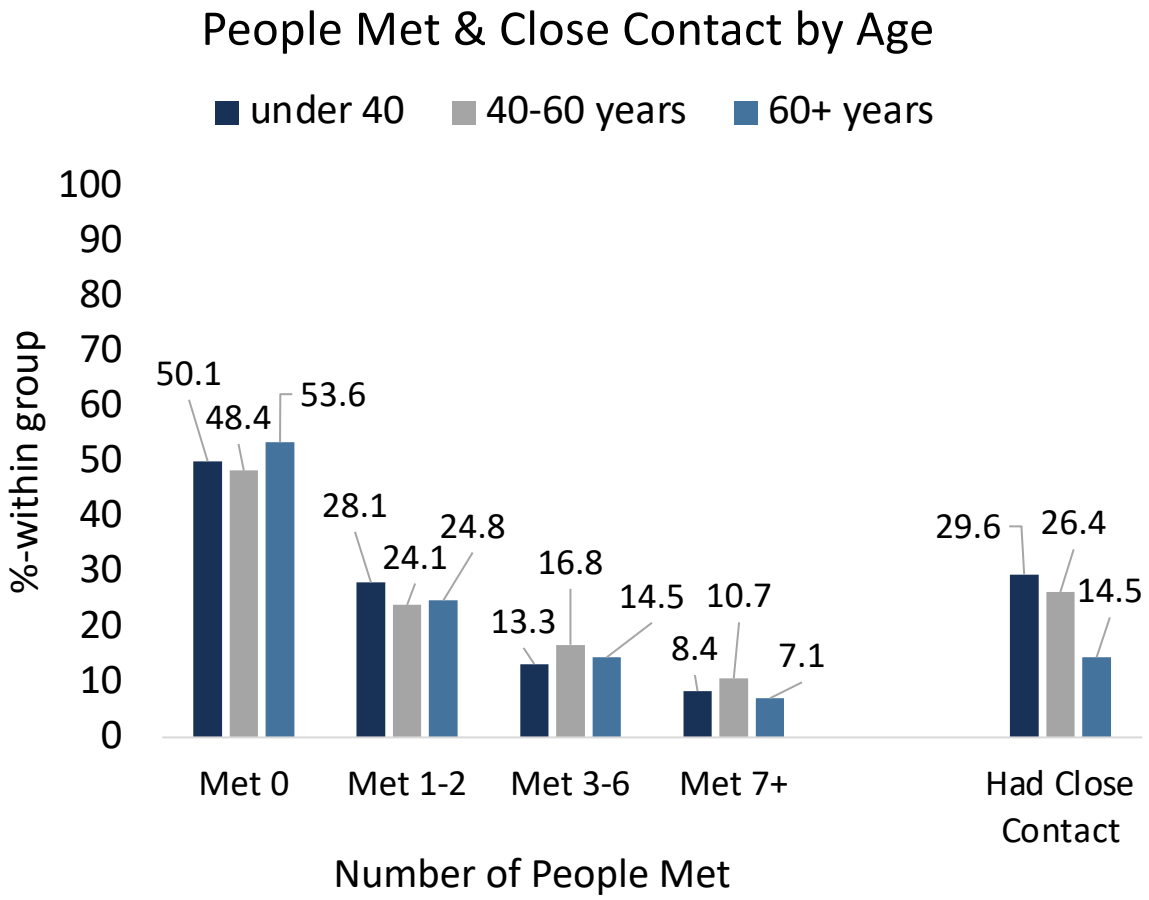


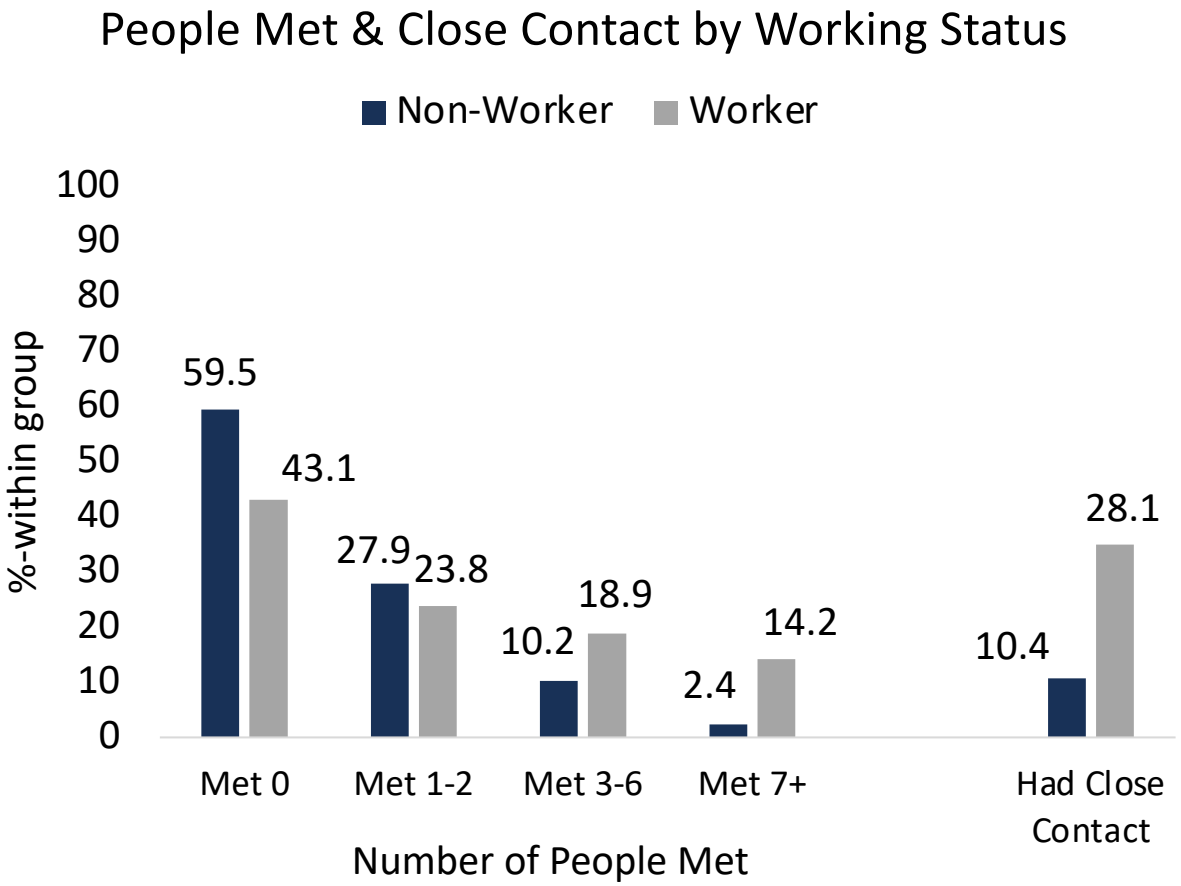


(Low Coverage is defined as a score less than 5 on the scale)

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

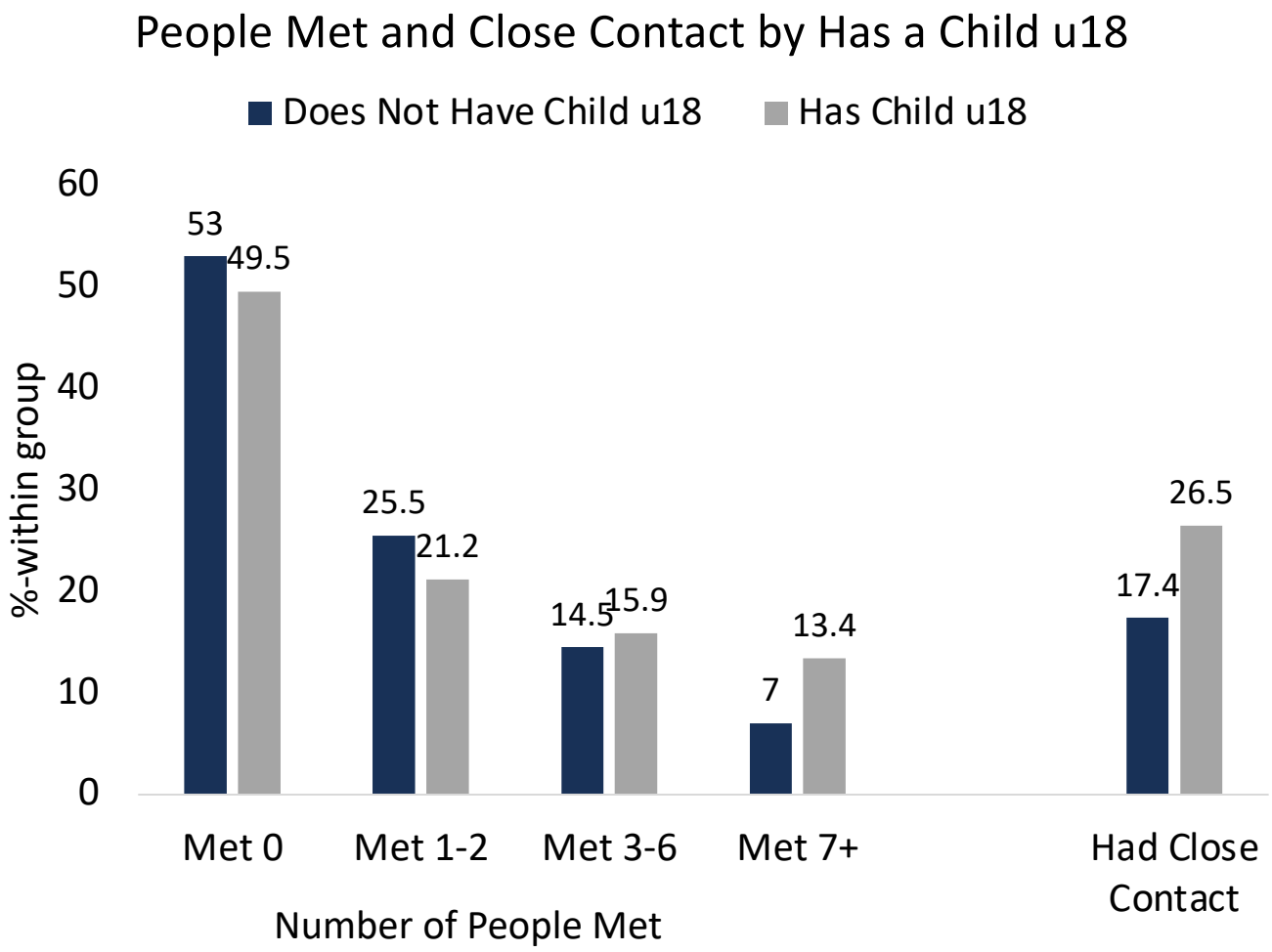
Socio-Demographic Variables





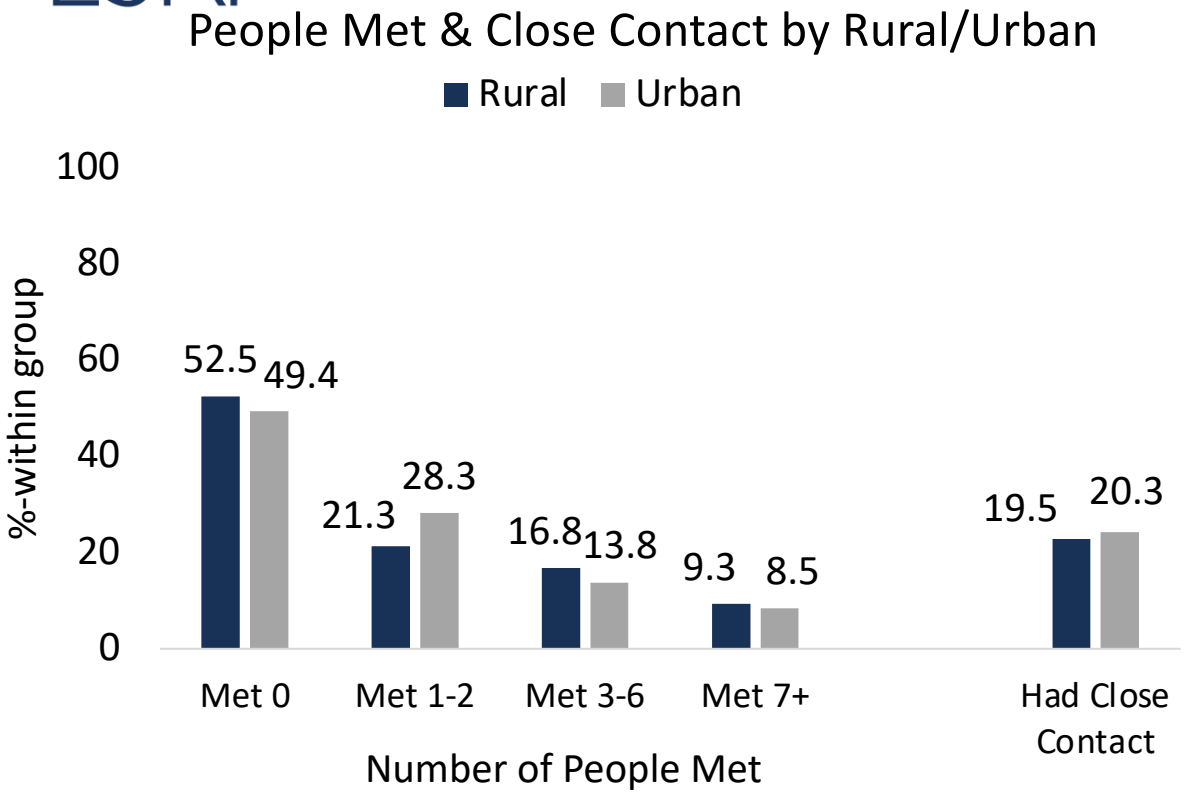
Source: ESRI's Social Activity Measure for the Department of the Taoiseach

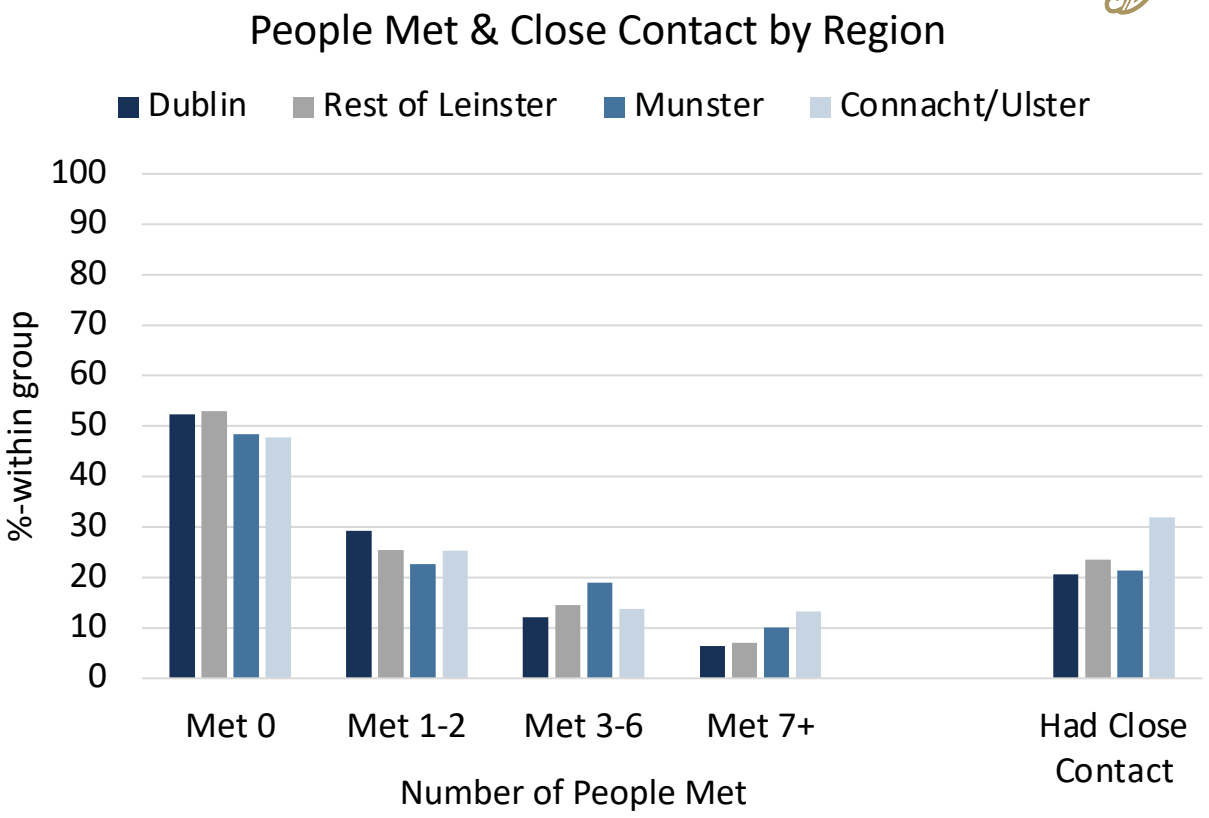
Socio-Demographic Variables



Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Socio-Demographic Variables

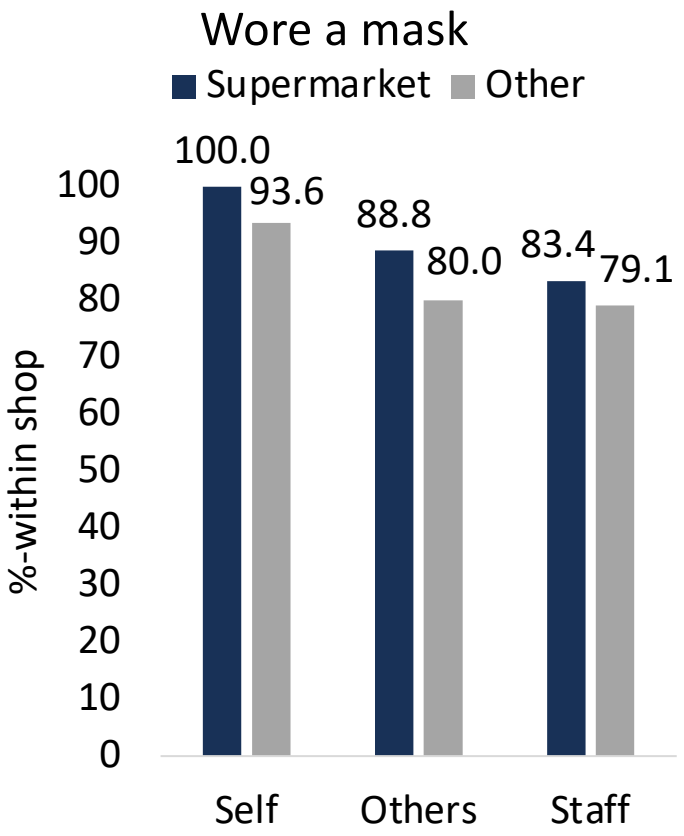


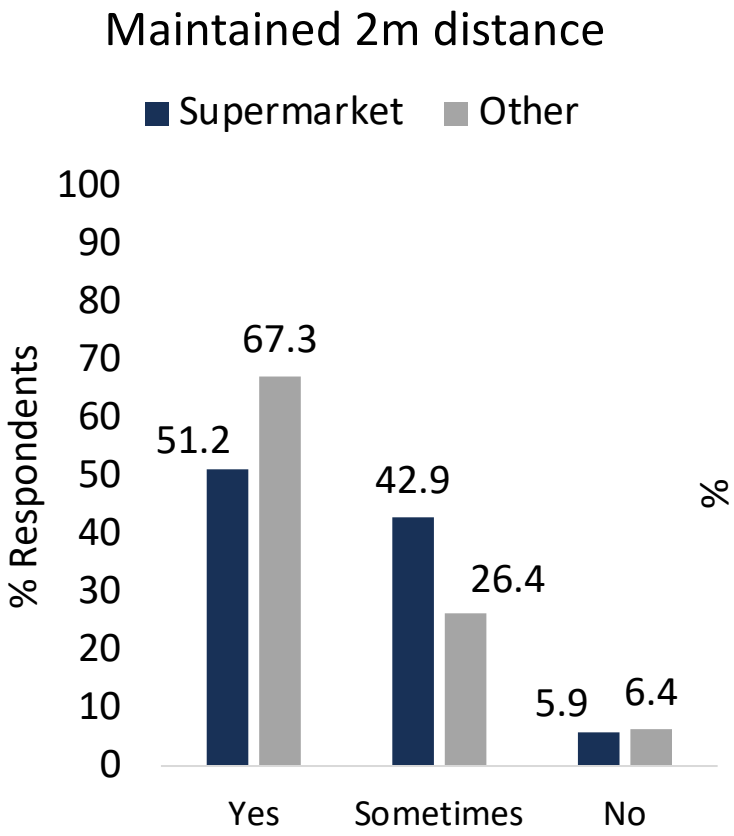


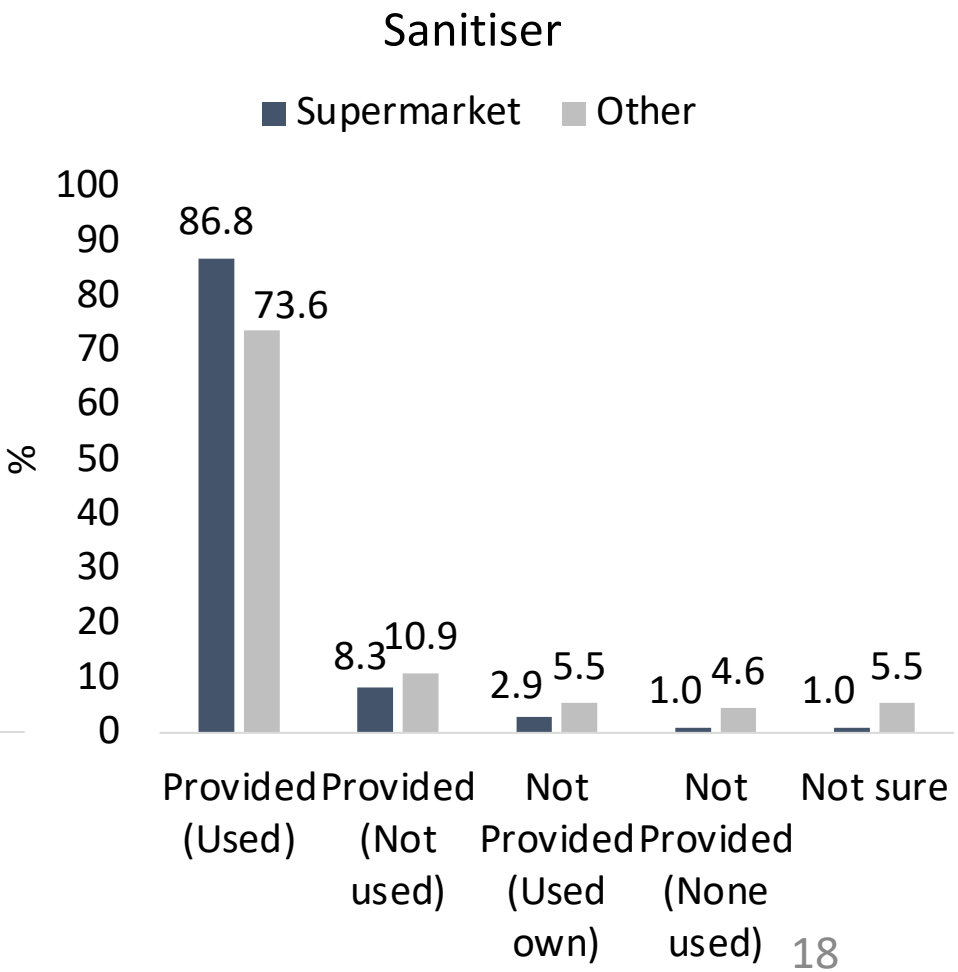
Slide Summary: Respondents living in Munster and Connacht/Ulster had met more people in the previous 24 hours than those in Dublin and the Rest of Leinster. Respondents in Connacht/Ulster were more likely to have had a close contact interaction than those in the other regions.

Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Shops and Businesses

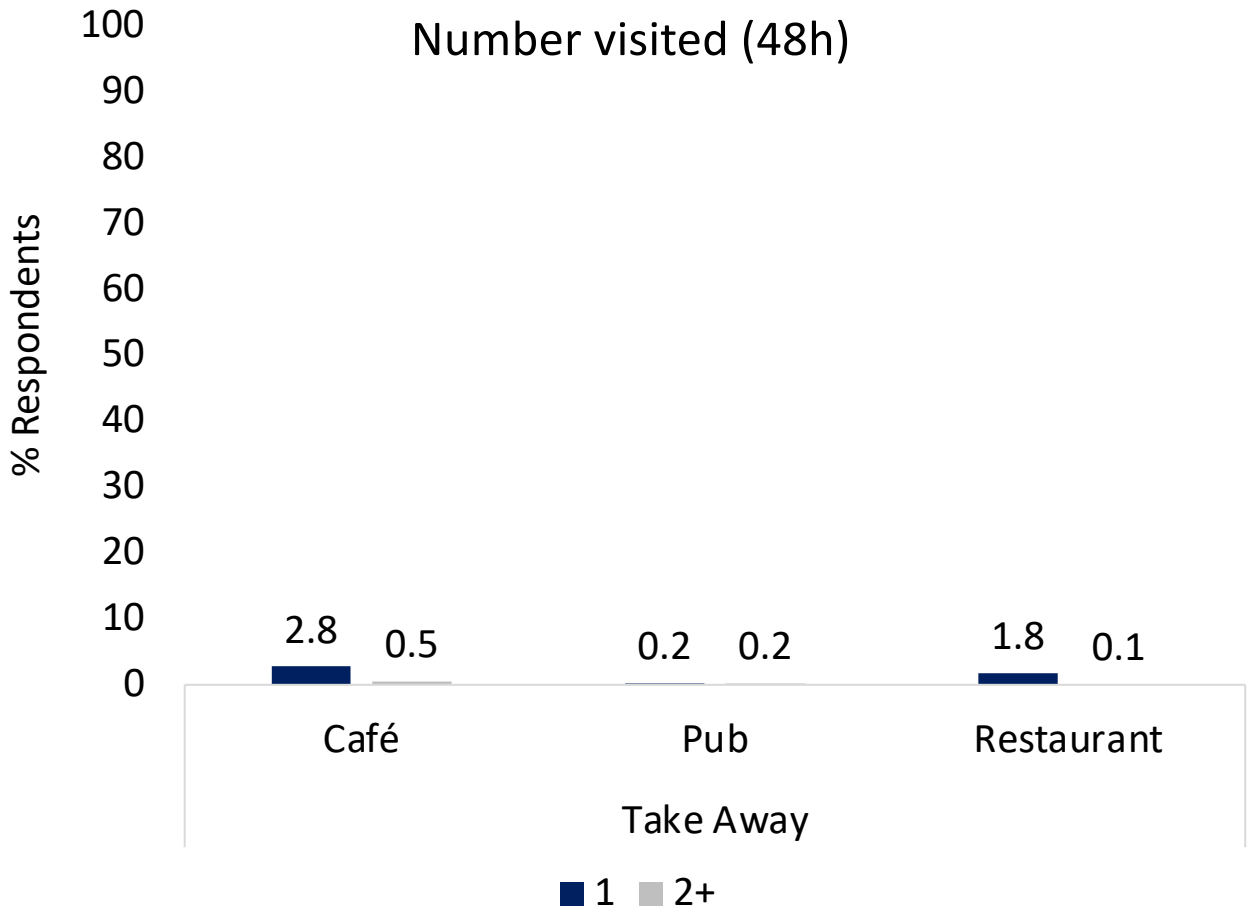






Source: ESRI's Social Activity Measure for the Department of the Taoiseach

Cafés, Pubs and Restaurants



Source: ESRI's Social Activity Measure for the Department of the Taoiseach