

Briefing note on compliance with social distancing measures (9 April 2020)

This briefing note includes data that can only be shared within Welsh Government or with the Technical Advisory Cell.

Summary

- There is strong support for the measures in Wales (and in the UK).
- Most people are reporting undertaking a number of behaviour changes such as avoiding essential travel and remaining at home.
- There are a range of sources available that show substantial reductions in movement patterns in Wales (as is the case in the UK):
 - Googles community mobility report shows large reductions in movement across Wales (and the UK).
 - One set of mobile phone analysis also shows large reductions in movement. The data shows that older people have reduced their movement more than other age groups.
- Evidence to date shows similar levels to the UK as a whole in reductions in movement and public attitudes.
- Further information will be available in the coming weeks which will add to the existing data that can be used.

Advice regarding estimating compliance

- The survey based information is the most suitable source to determine overall compliance. However the location based data (mobile phone etc) provides a useful baseline to see changes over time and we are likely to see changes sooner than in the survey data as some of it is now daily (weekdays).
- The IPSOS-MORI/KCL survey from 1-3 April shows that 60% of the public have reported complying with the guidelines all of the time, and only 5% have done so half of the time or less.
- *Importantly whilst some of the data doesn't directly translate into compliance, it will show change over time, which will be important to monitoring any relaxation of the measures or public fatigue with compliance.*
- As Wales has an older population it may benefit slightly from older people being more compliant with the measures, however that may be offset by Wales having a higher percentage of key workers.
- From the data available it would seem that many are choosing to comply with social distancing measures, it would seem to be at least 60 to 70% and some information suggests it could be higher.

Information currently available

IPSOS-MORI coronavirus survey

Background: This is a weekly survey of around 500 individuals in Wales. It asks questions on perceptions and attitudes. The data are comparable to the UK and a range of other countries (including Italy, USA, France and Japan).

The most recent data for the 26-28 March shows:

- Eight in ten (80%) reported being in **home quarantine or isolation**, up from 44% a week before (and pre 'lockdown')
- Eight in ten (80%) report **avoiding close contact with others** (up from 71% the previous week) and a similar proportion (83%) are **spending more time at home** (up from 77% the previous week).
- Around two in five (43%) report **working from home** but note 33% of the Welsh sample said they were key workers and are unlikely to be able to work from home.
- In terms of **other social distancing measures**, three in five (62%) were avoiding non-essential use public transport, and around seven in ten were avoiding non-essential journeys (71%), gatherings with family and friends (73%), keeping at least two metres apart (73%) and only leaving home for essential trips (71%).
- The vast majority support government measures, including the **closure of restaurants/social establishments** (89%) and **schools** (88%), **attending religious services** (89%) and **visiting family members** (85%).
- Support for restrictions remains high, four in five (81%) agreeing with **closing borders** until the virus is contained and a similar proportion (83%) supporting the **quarantine** of towns/cities as necessary to control the spread.

IPSOS-MORI coronavirus survey with Kings College London

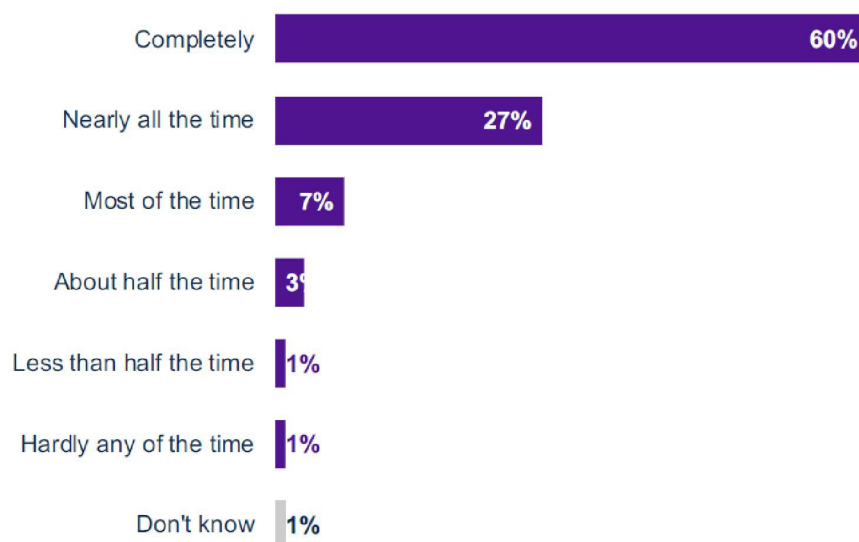
Background: This was a survey of around 2,250 individuals aged 16 to 75 in the UK between the 1st and 3rd of April. It asked questions on perceptions and attitudes. Importantly it also asked about compliance.

The key results show:

- 60% state they have completely followed the guidelines. A further 27% have followed them nearly all of the time and 7% most of the time. Only 5% have reported following them half of the time or less.
- There are high levels of adherence to much of the official guidance on how to stop the spread of coronavirus. For example, 94% say they are staying 2 metres away from people when they go out in public; 93% say they are avoiding places where people gather and 93% say they are washing their hands more often, and for longer.
- The 25% of the population who think coronavirus was probably created in a lab are over twice as likely to have met up with friends during lockdown, and to think too much fuss is being made about coronavirus. The 9% who think we'll have a vaccine within three months are nearly four times as likely to have met up with friends during the lockdown, and over twice as likely to think we're making too much fuss.

The measures announced by the Prime Minister on 23 March required everyone to follow some key rules, including staying at home unless you cannot work from home, you need to buy essential supplies, for one exercise session a day or to attend a medical appointment. The rules prevent social gatherings of more than two people who don't already live with you, in or outside your home.

To what extent, if at all, have you personally followed these rules?



Base: 2,250 UK residents aged 16-75, interviewed 1-3 April 2020

Google community mobility report

Background: These Community Mobility Reports aim to provide insights into what has changed in response to policies aimed at combating COVID-19. The analysis is split by retail & recreation, grocery & pharmacy, parks, transit stations, workplace and residential. The reports show changes in movements compared to the baseline for each area¹. The reports are available for 131 countries including the UK. The UK report is broken down by local authority. The data does not provide overall figures for Wales. Note that the data will not be representative of the whole population as it will include only those who have location services enabled who have a google account. The information does not show numbers of individuals/movements but percentage changes from the baseline.

For the period ending the 29th of March 2020, compared to the baseline period:

- Retail and recreation areas have seen the largest fall, down 85% in the UK.
- Transit stations have seen a 75% fall in the UK.
- Workplaces have seen a 55% fall in the UK.
- Residential places have seen a 15% increase in the UK.
- The pattern for the average of the local authorities in Wales is mostly similar to that of the UK.
- There are regional differences within Wales, as there are within the rest of the UK. However there doesn't appear to be any obvious pattern and it is not possible to determine from the data how reliable any differences may be. Further updates (which google suggest will happen) may allow us to identify differences.

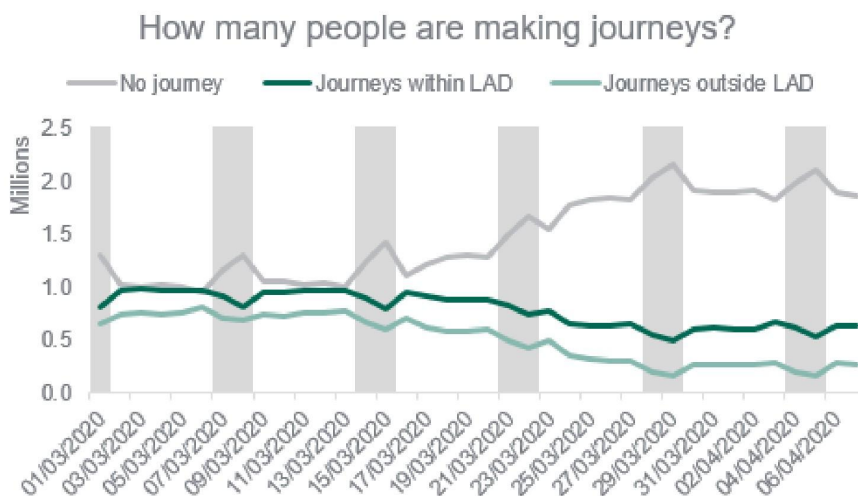
¹ The baseline is the median value, for the corresponding day of the week, during the 5-week period Jan 3–Feb 6, 2020.).

Department for Transport mobile telecoms analysis

Background: Data from a mobile network provider provided on a best efforts basis and has a lag of 1 day, with analysis incorporated a day after that i.e. data relating to a Monday is provided on Tuesday and appears in analysis packs on Wednesday). Whilst it is a near complete data set the rapid nature of this provision means there may be a few % points of error that would normally be adjusted should they be providing it in slower time. A 'Trip' is a move from one set of cells to another with a dwell time of >30m. Short trips of <1km in Urban and <5 km Rural, akin to walking to your local shops will not be visible in this data set.

For the 7th of April:

- The percentage of total trips compared to the first week in March is down around 62%-63% on weekdays and slightly more on weekends (65%-69%).
- The fall in the number of trips is generally greater in urban areas than rural areas (eg 70% in Cardiff compared to 53% in Powys).
- The average number of trips made is now around 1 on weekdays – down from over 2.5 in early March. This is a similar pattern to other parts of the UK. Fewer trips are also made on the weekend (on average now around 0.8 compared to over 2 in early March).
- The number of people² not making any journeys has increased by 86% since the first week in March. The chart below shows the changes.
- For those aged 65 or over, analysis shows around 75% made no trips compared to 55% or so for those under 65. In early March these figures were around 40% and 25% respectively. *Note that this is based on 30% of the data only.*



² The analysis is based on individual phone movement, one phone is assumed to be one person.

Cardiff Metropolitan University & Cardiff University Covid-19 Public Experience Study

Background: The study launched on March 13th, 2020. Baseline data collection will be completed on April 14th, 2020. Collection of follow-up data at 3-months and 12-months is being planned. The initial findings are based on over 9,000 adult respondents, including over 7,000 in Wales. Although the study is not a representative sample of the population, the socio-demographic profile of respondents is known and so it would be possible to look at results by sub-group and to see how closely the sample matches the overall population.

The initial findings show:

- Participants reported engaging in a range of health protective behaviours more often than they usually would. In particular, washing hands, avoiding crowds and avoiding physical contact. This is consistent with results from the Welsh boost to IPSOS Mori survey research on public attitudes/perceptions to Covid-19.
- The findings also show the sources of information accessed - television, official health agencies and social media platforms were those accessed by most, while NHS 111 service and health professionals were accessed least. Looking at which sources of information were viewed as reliable, health agencies and the government were viewed as more reliable. Social media, while being frequently accessed, was viewed as least reliable.

Opinions and Lifestyle Survey (Office for National Statistics)

Background: This monitors public understanding of COVID-19, behaviour change (including home-working, visiting of friends and relatives, changes of plans) and impact on finances. The first survey went into the field on 20 March 2020 and the first results were published on 9th April 2020. We expect a version of the survey will run every week for the foreseeable future.

Results for Great Britain show:

- Almost all the adults (99.8%) said they had washed hands with soap and water to avoid infection in the last seven days, with almost 9 in 10 (89.9%) saying they had increased the frequency of doing so since the coronavirus pandemic.
- Nearly 9 in 10 (89.2%) of all adults either cancelled or postponed plans because of the coronavirus or did not have plans in the past seven days.
- Just over half (50.6%) of all adults said someone had offered to organise or bring food and other essentials if they needed to self-isolate or became unwell; this rose to 83.3% for those aged 70 years and over.

YouGov - Coronavirus daily tracker

Background: This is a survey of around 2,000 individuals each day in the UK.

Results for the UK to the 8 April 2020 show:

- Around 40-50% did not leave their home at all, with only 10% leaving for more than 2 hours.
- Only 5% left their home to visit family or friends, whilst 74% left for exercise,
- 78% changed their behaviour to self isolate, with only 4% saying they were going out as much as ever.
- 93% describe themselves as 'I will probably follow the advice of the government even if I don't agree with it or find it pointless'.