

COVID-19 Research Report Wave 3

Prepared for The Executive Office

11th August 2021



Ipsos MORI



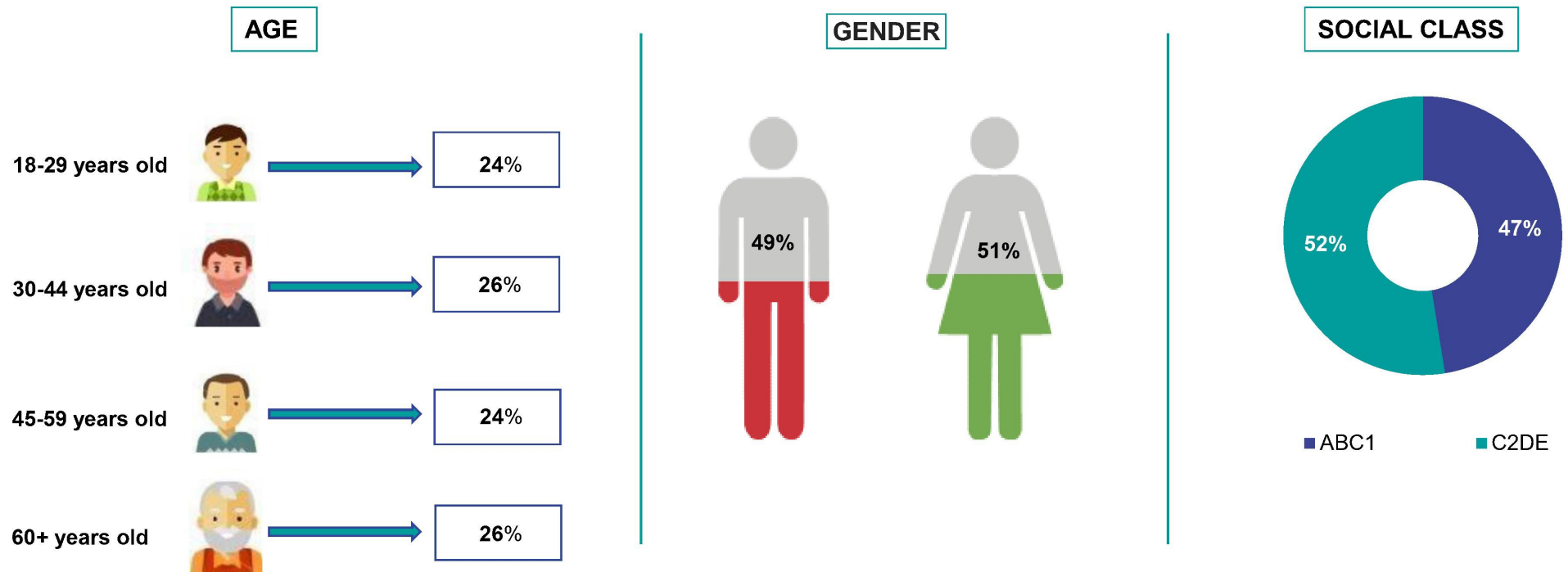
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Introduction & methodology

- In May 2021, The Executive Office of Northern Ireland commissioned Ipsos MORI to undertake a programme of research on attitudes and behaviours towards the COVID-19 virus. This research will be conducted over a number of waves to track attitudes and behaviours towards the virus and Government guidelines.
- A Computer Assisted Telephone Interviewing (CATI) approach has been adopted for the survey, as this was deemed the most effective method of reaching large proportion of the population over a number of waves of interviewing.
- A quota sampling approach has been implemented, with quotas applied to key variables such as age, gender and social class, region and community background i.e. Protestant or Catholic.
- 504 interviews have been achieved in Wave 3 with fieldwork conducted between Wednesday 14th July to Wednesday 28th July 2021.
- Interview length averaged 15 minutes for Wave 3.
- This report details the findings from Wave 3 of 6, with data tracked from waves 1 and 2.
- All research has been conducted in accordance with the Market Research Code of Conduct.

Demographic profile of sample

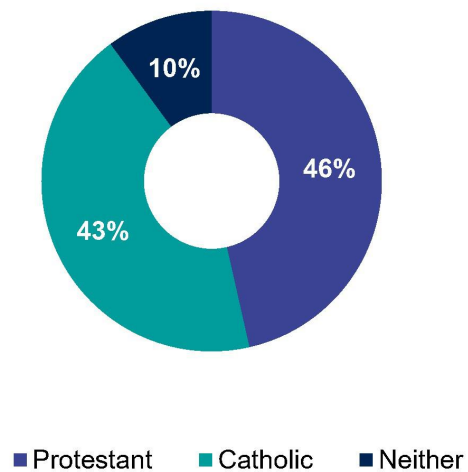
Demographic profile of wave 3 sample



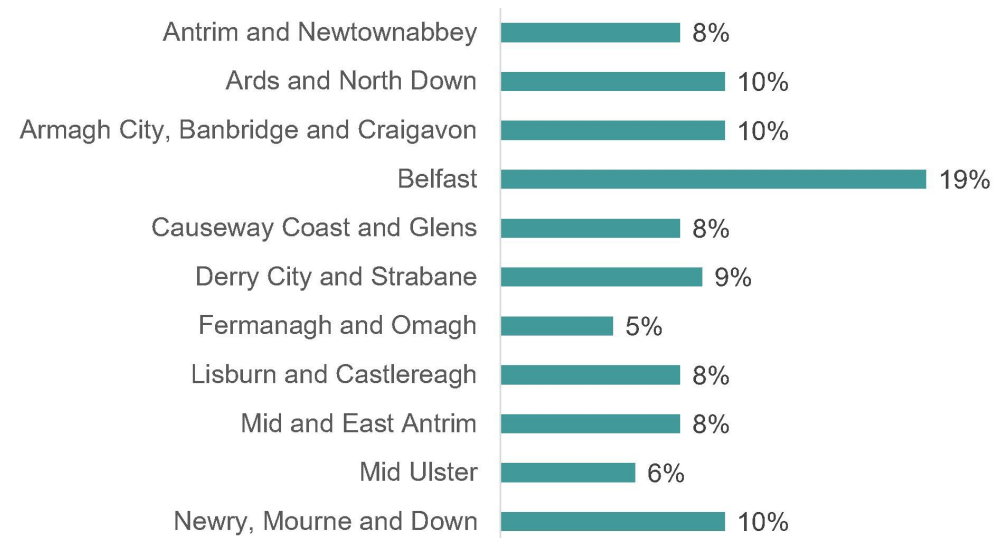
Base: 504 adults aged 18+ in Northern Ireland

Demographic profiles of wave 3 sample

COMMUNITY BACKGROUND

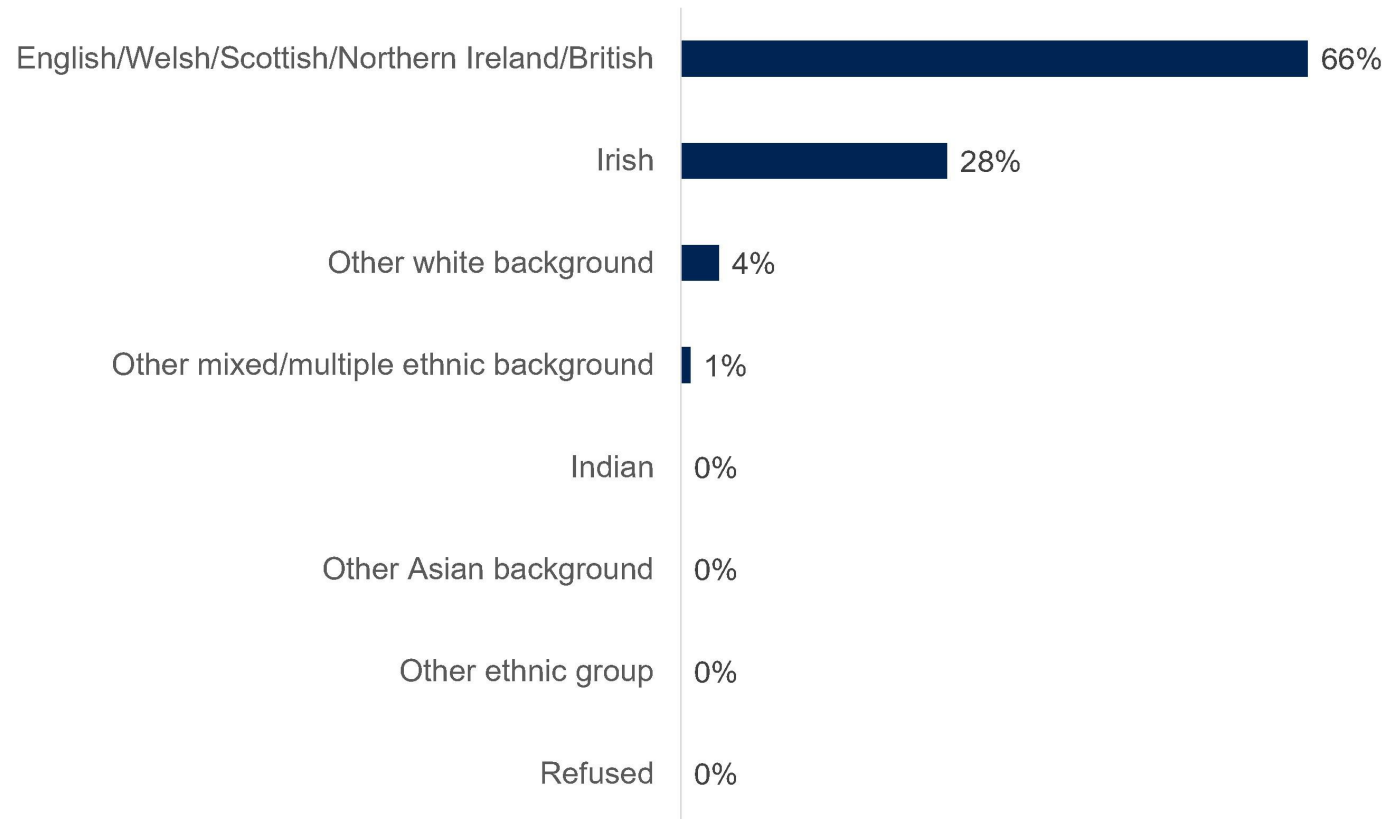


LOCAL COUNCIL AREA



Base: 504 adults aged 18+ in Northern Ireland

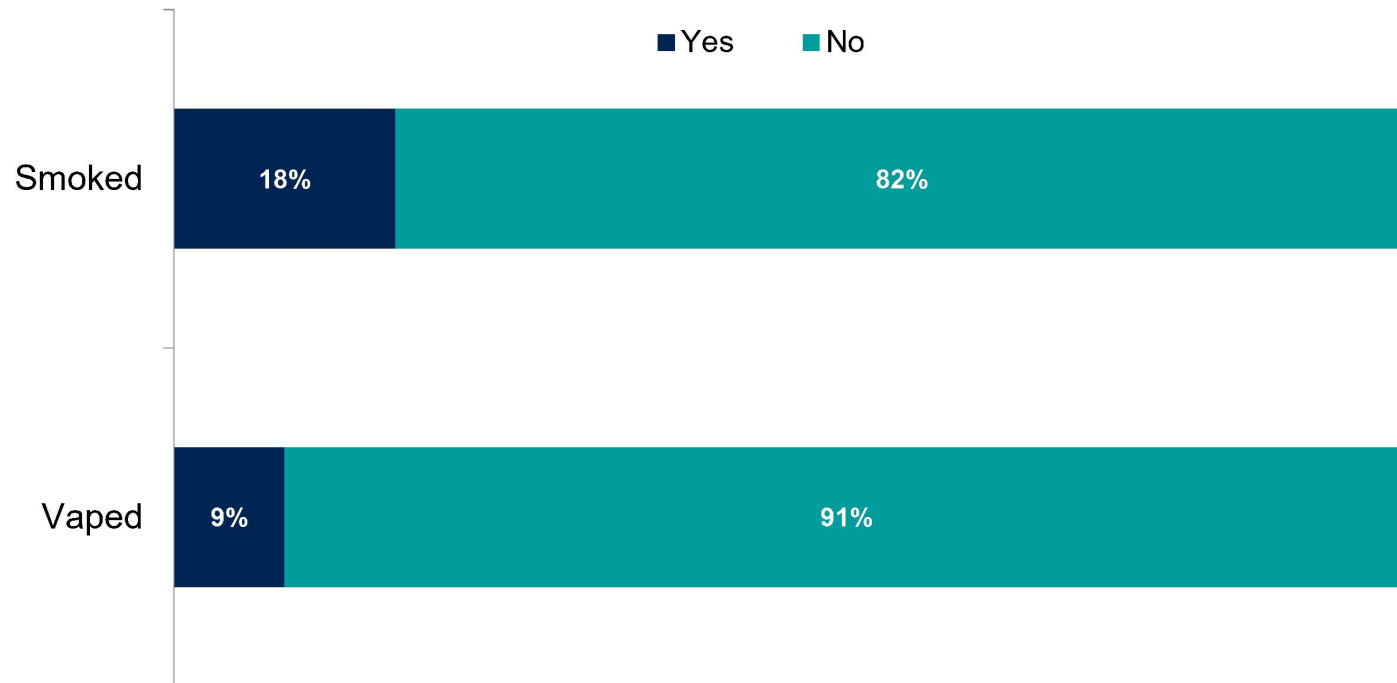
Ethnicity profile of wave 3 sample



Base: 504 adults aged 18+ in Northern Ireland

Smoking status

Have you smoked or vaped in the past 14 days?

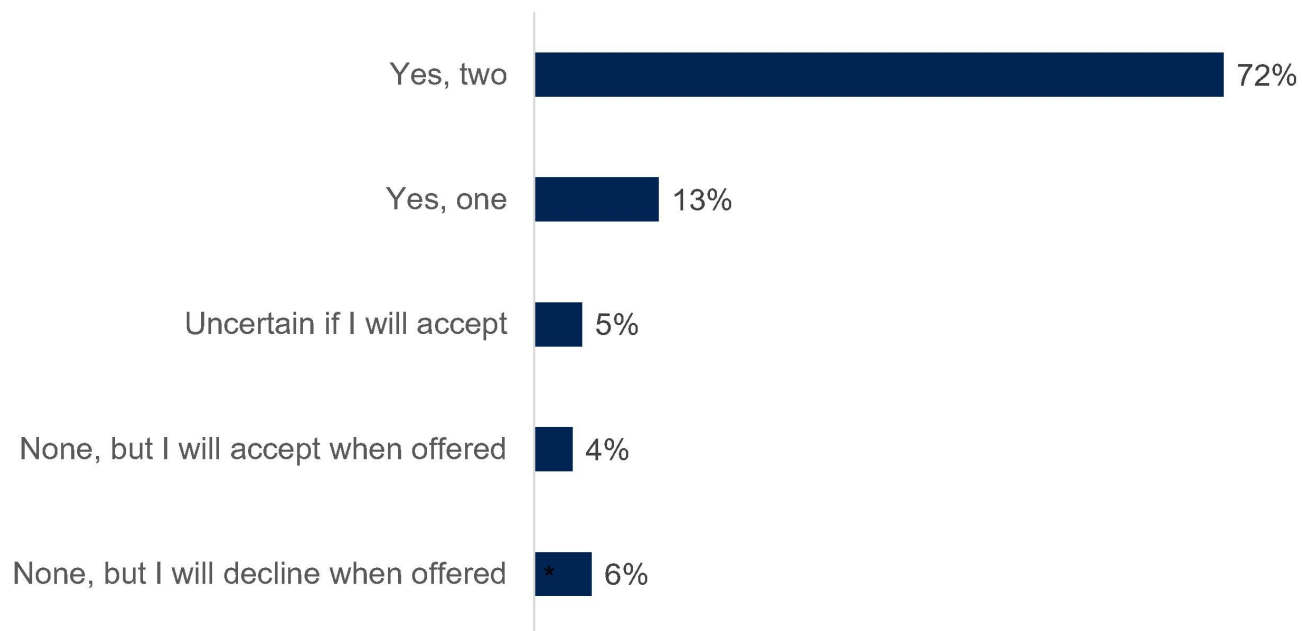


Base: 504 adults aged 18+ in Northern Ireland

COVID-19 and vaccine status

Overall vaccine status

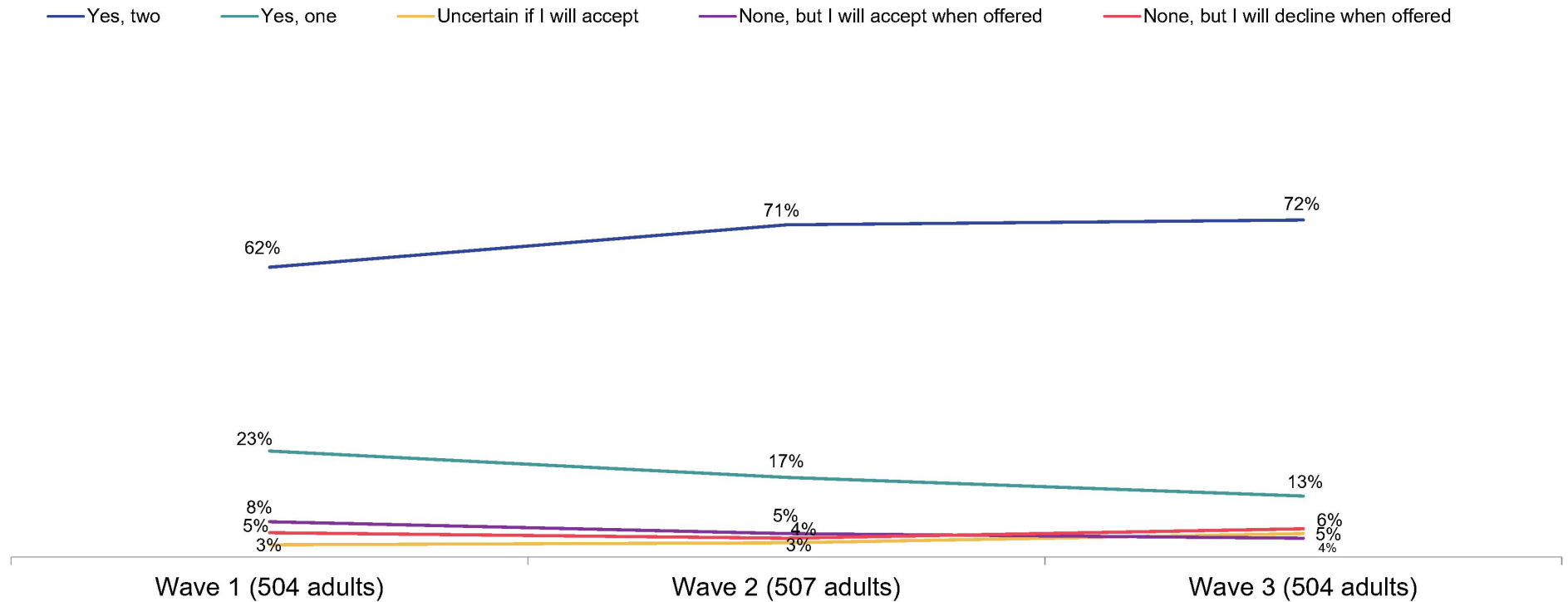
Have you had a vaccine for Covid-19?



Base: 504 adults aged 18+ in Northern Ireland

Overall vaccine status

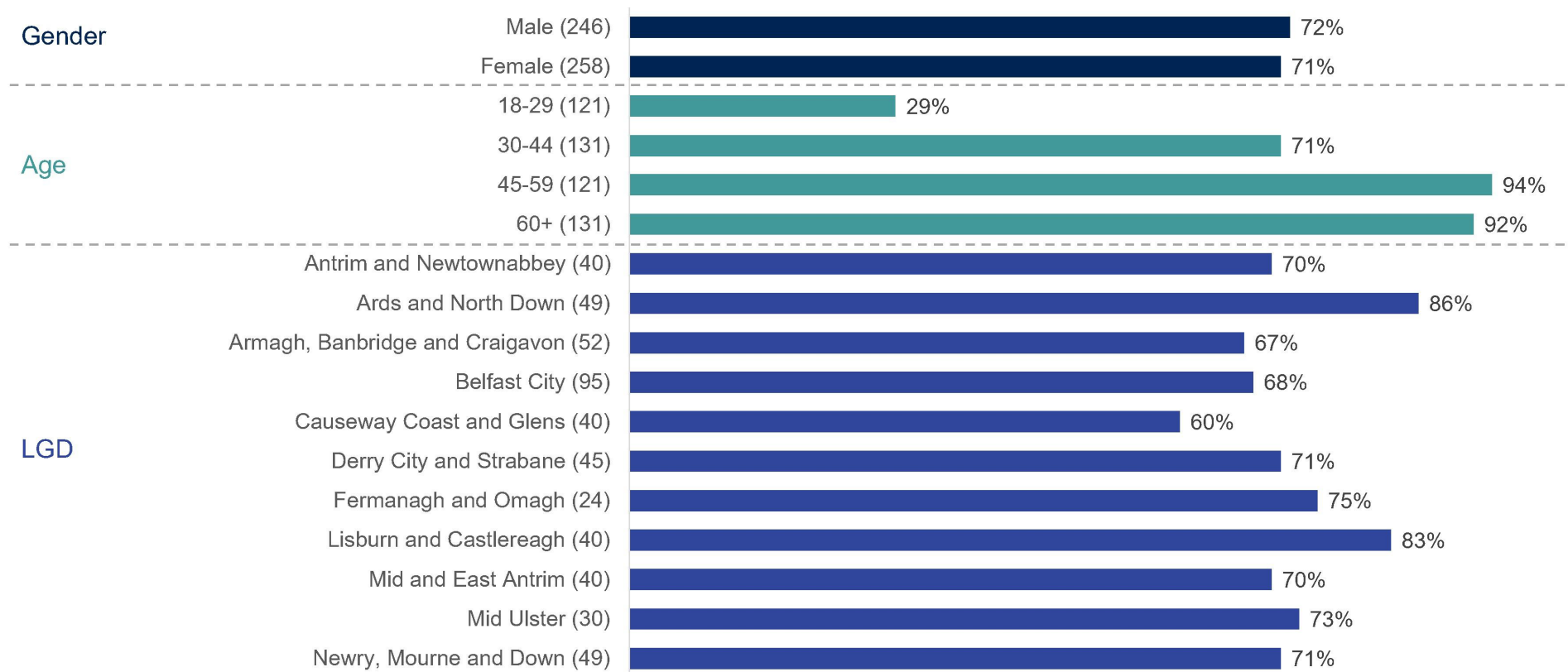
Have you had a vaccine for Covid-19?



Base: in brackets above

Vaccine status – had both vaccines

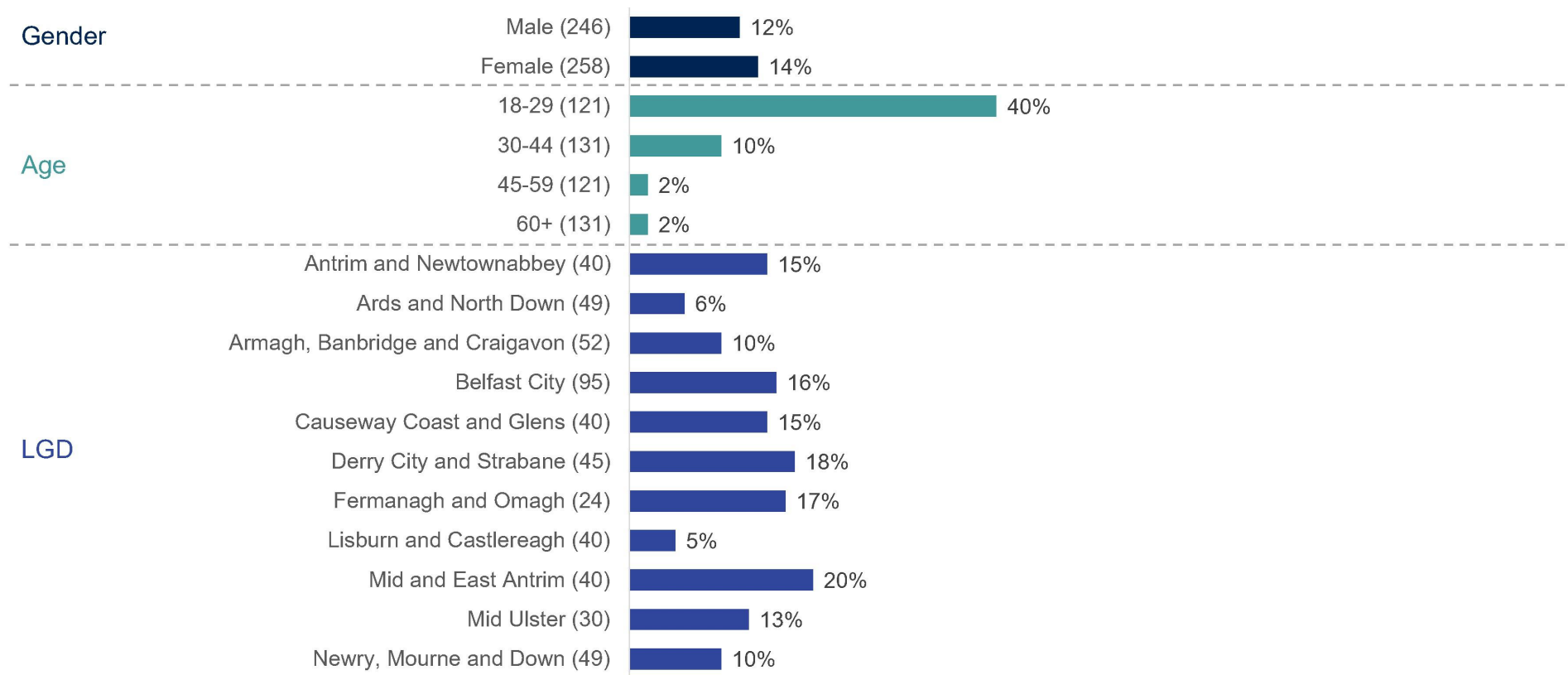
Have you had a vaccine for Covid-19?



Base: in brackets above

Vaccine status – had one vaccine

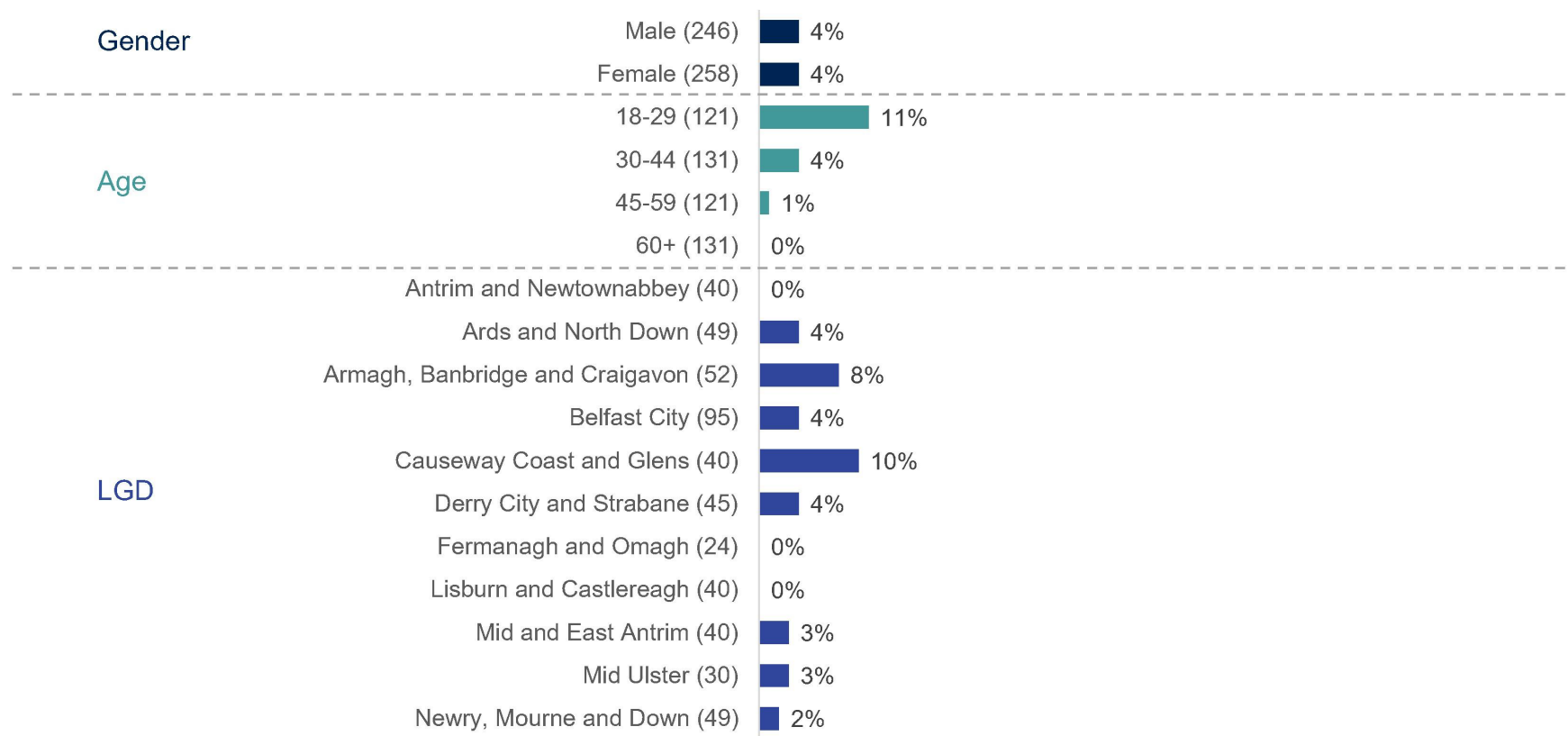
Have you had a vaccine for Covid-19?



Base: in brackets above

Vaccine status – had none but will accept

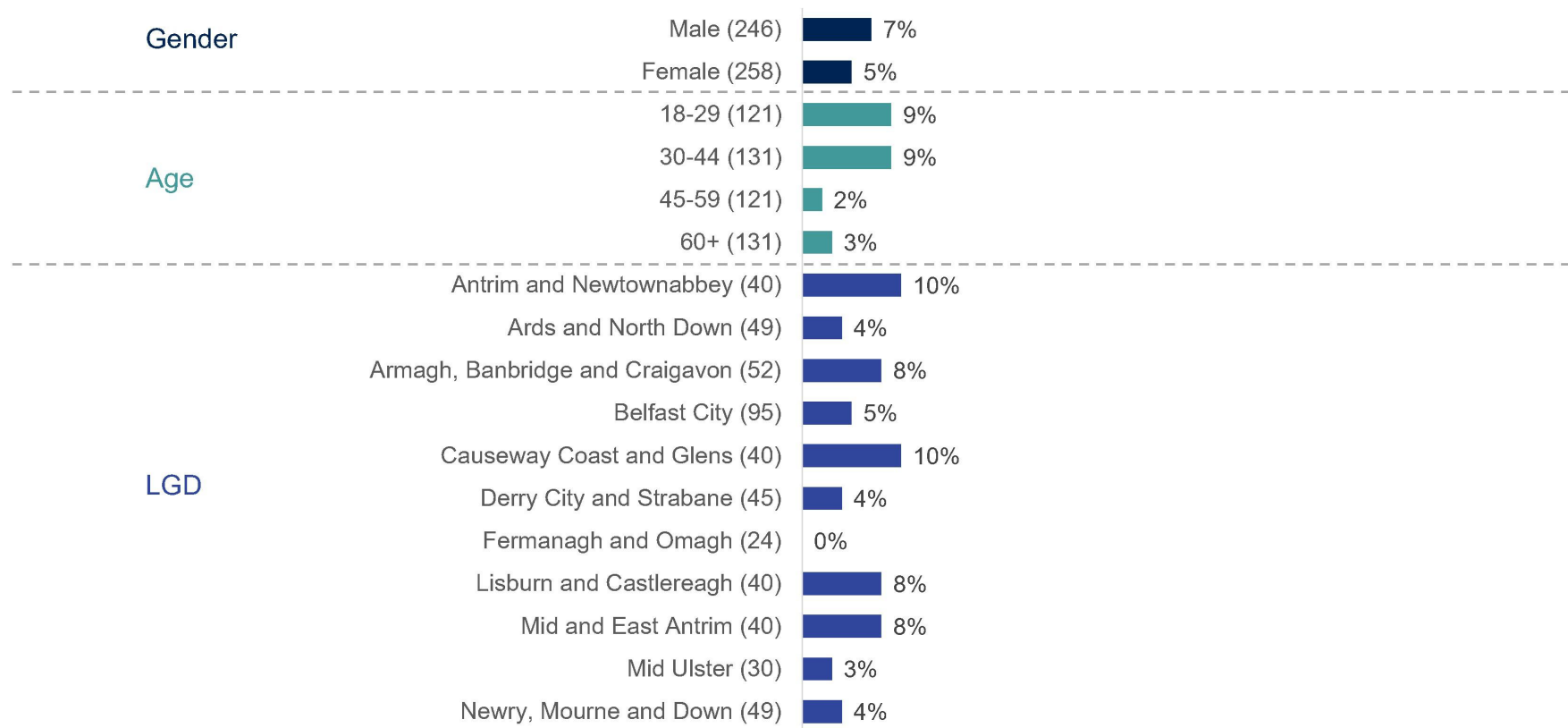
Have you had a vaccine for Covid-19?



Base: in brackets above

Vaccine status – had none but will decline

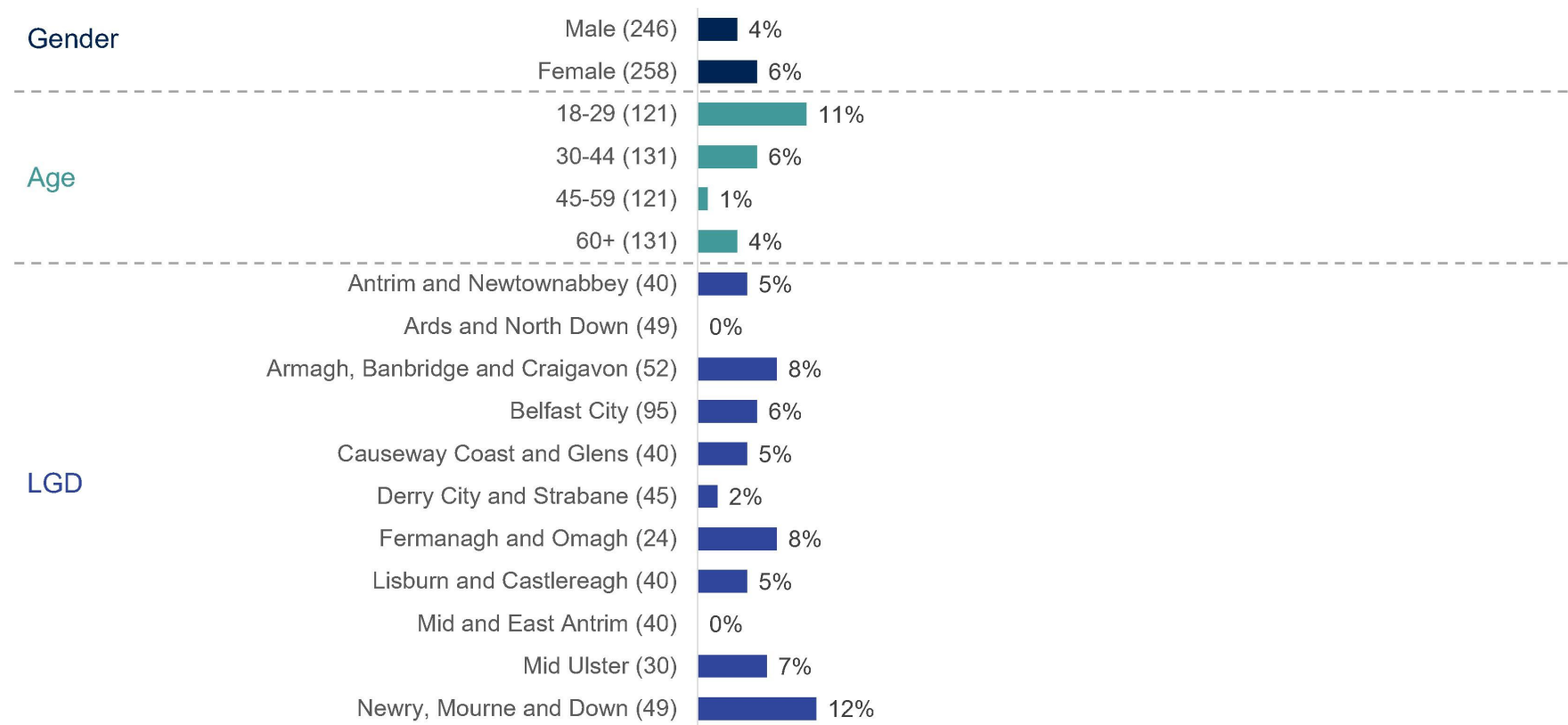
Have you had a vaccine for Covid-19?



Base: in brackets above

Vaccine status – had none and uncertain

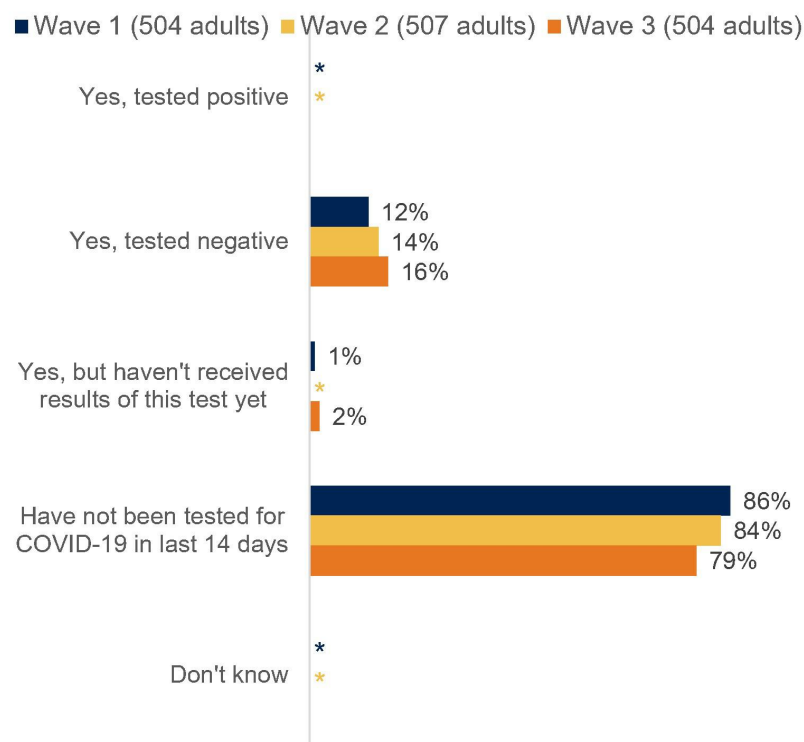
Have you had a vaccine for Covid-19?



Base: in brackets above

Tested for COVID-19

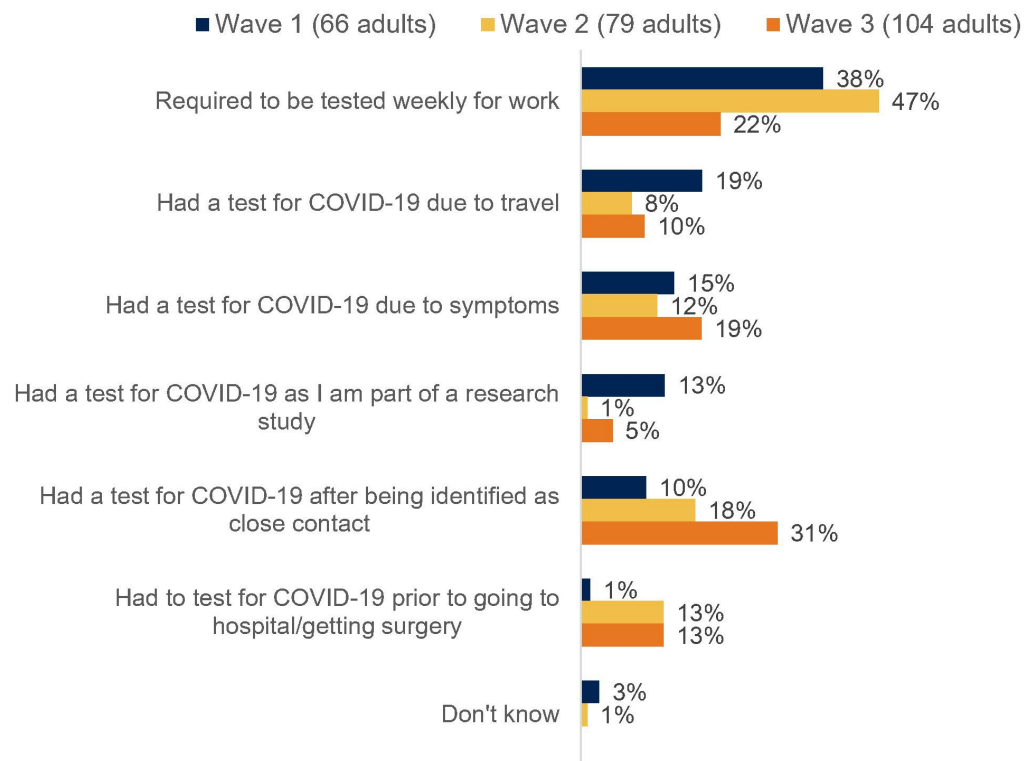
In the past 14 days have you been tested for Covid-19?



Base: (in brackets) adults aged 18+ in Northern Ireland

* Indicates a % less than 0.5%

Why did you take a test for Covid-19?



Base: (in brackets) adults in Northern Ireland who have taken a COVID test in the past 14 days

CAUTION: LOW BASE

Ipsos MORI



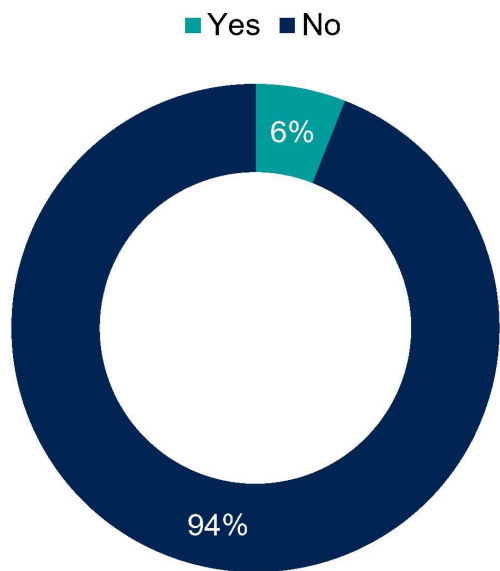
Section summary

- Mirroring the high level of uptake of the COVID-19 vaccination in the general public, the majority (85%) of those surveyed in wave 3 have had at least one vaccine; 72% have had both doses. There are no statistically significant shifts in vaccine uptake since wave 2.
- Similar proportions of males and females have had both doses of the vaccine. Similar to waves 1 and 2, those in older age ranges of 45-59 and 60+ are more likely to have had both doses of the vaccine, compared to those in younger age bands. However, those in the 18-29 age band are significantly more likely to have had one dose.
- Although base sizes are small, those in the Causeway Coast and Glens LGD appear to be a little behind in vaccination roll-out or uptake, with approximately three in five (60%) of those surveyed having both vaccines, considerably lower than in other LGDs, but a larger proportion of these residents have had one vaccine.
- Although there is no significant shift in the proportion of those surveyed who have been tested for COVID-19 in the past 14 days between waves 1 and 3, there is a general upward trend in the proportion of people who are requiring testing. This has moved from 12% being tested in wave 1 within the previous 14 days, to 14% in wave 2 and then to 16% this wave. In addition, the reasons for requiring testing have shifted this wave, with larger proportions needing tests in wave 3 because they either displayed COVID-19 symptoms or they were identified as a close contact with someone who had tested positive for the virus.

Attitudes towards self- isolation

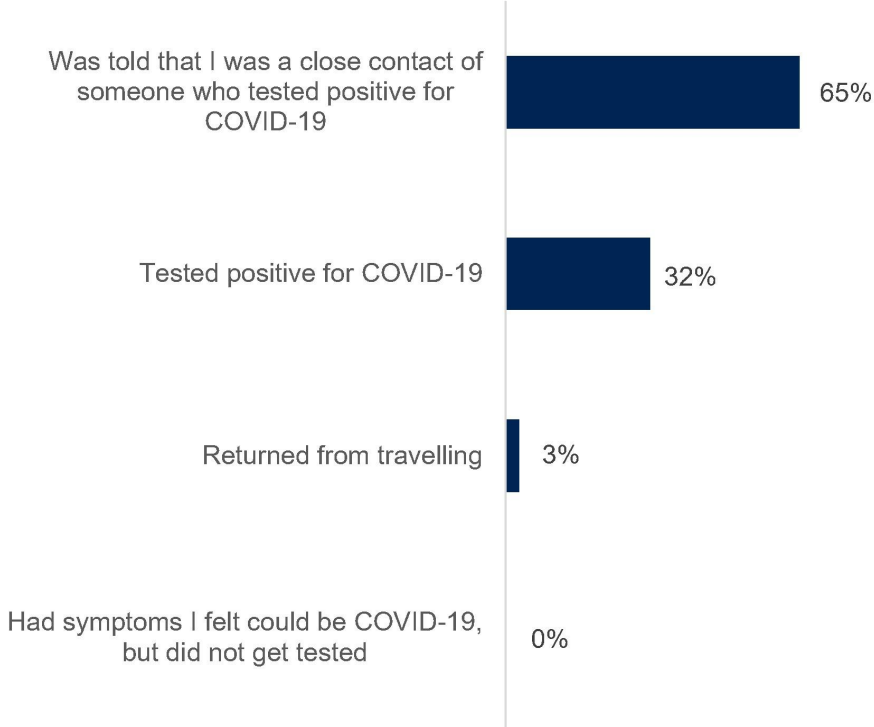
Extent of self-isolation

In the past 14 days, have you had to self-isolate as a result of COVID-19?



Base: 504 adults aged 18+ in Northern Ireland

What was the reason you were self-isolating?

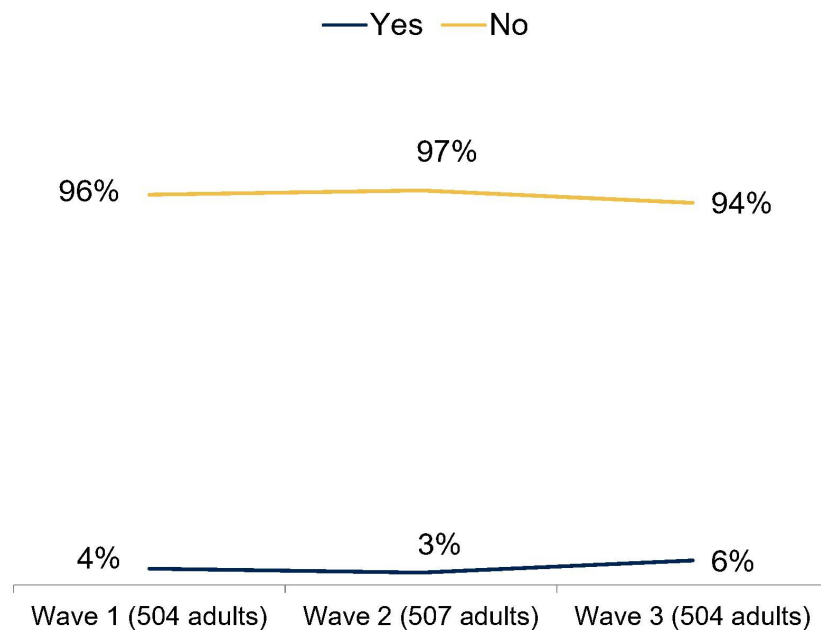


Base: 31 adults in Northern Ireland who had to self-isolate in the past 14 days

CAUTION: VERY LOW BASE

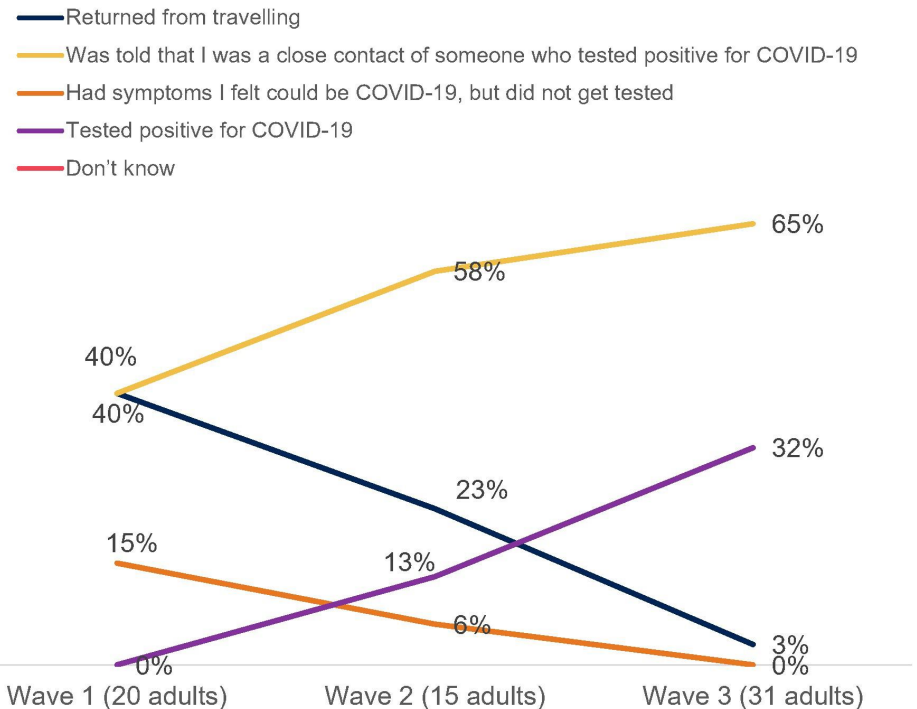
Extent of self-isolation

In the past 14 days, have you had to self-isolate as a result of COVID-19?



Base: in brackets above

What was the reason you were self-isolating?

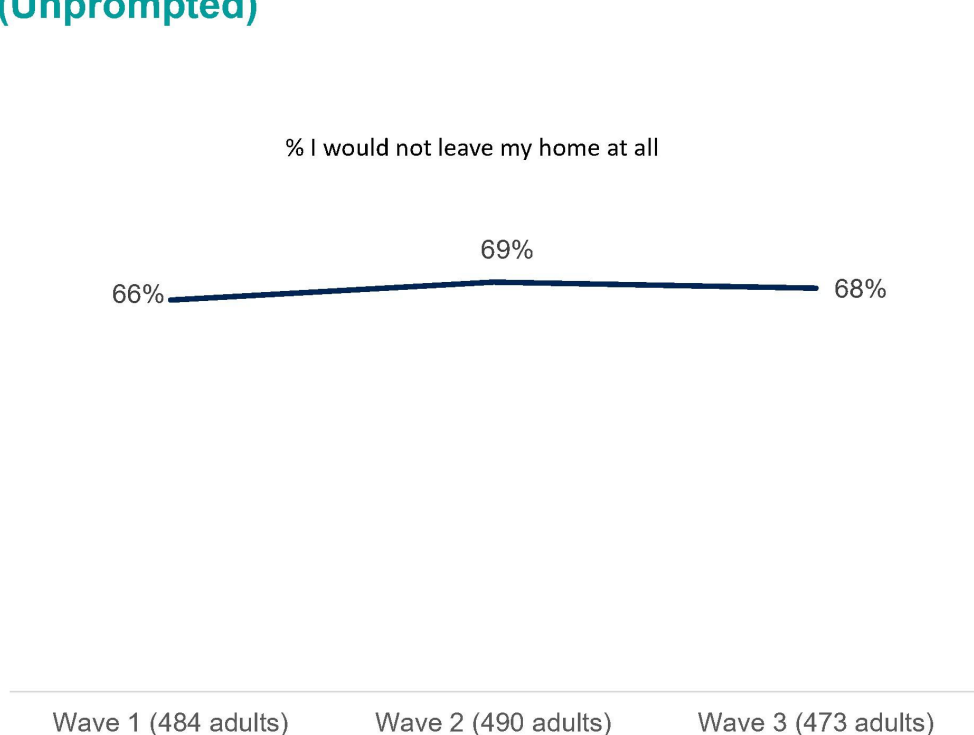


Base: (in brackets) adults in Northern Ireland who had to self-isolate in the past 14 days

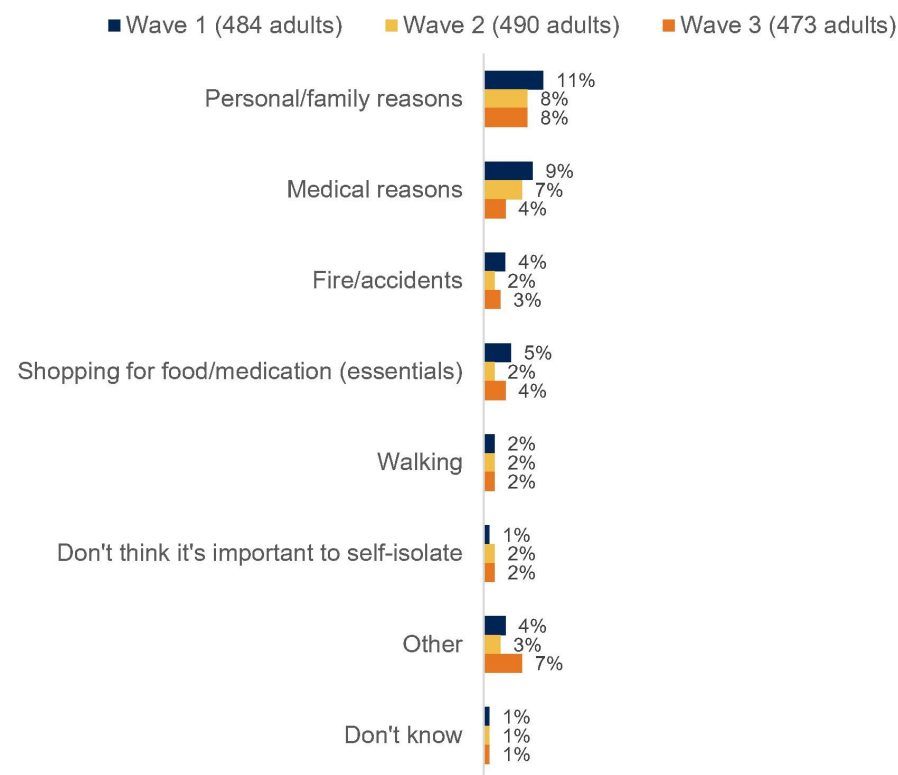
CAUTION: VERY LOW BASES

Willingness to self-isolate

Imagine you were notified today as being a close contact of someone who recently tested positive for COVID-19. What would cause you to leave your home during the 10-day isolation period?
(Unprompted)



Base: 490 adults in Northern Ireland who have not had to self-isolate in the past 14 days

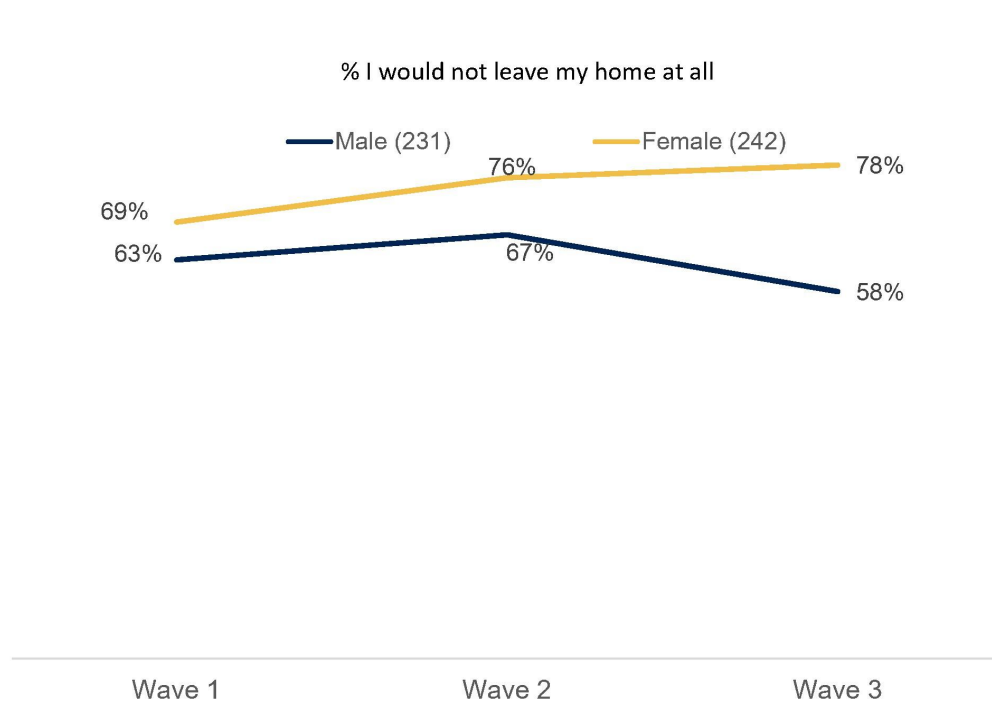


Other responses less than 2% not shown

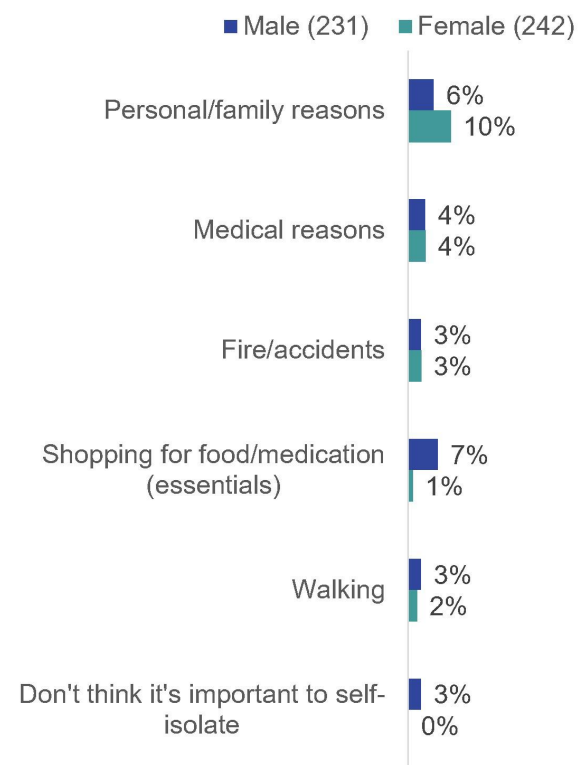
* Indicates a % less than 0.5%

Willingness to self-isolate by gender

What, if anything, would cause you to leave your home during the 10 days you were self-isolating because of being a close contact? (Unprompted)



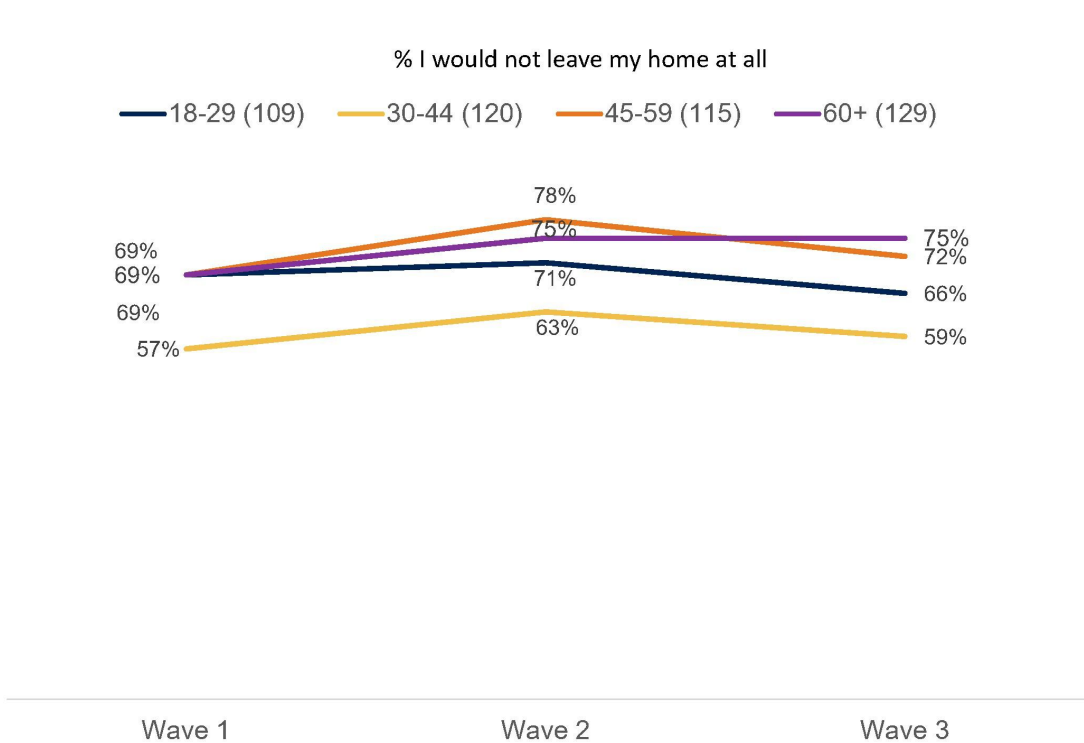
Base: (in brackets) in Northern Ireland who have not had to self-isolate in the past 14 days



Other responses less than 2% not shown

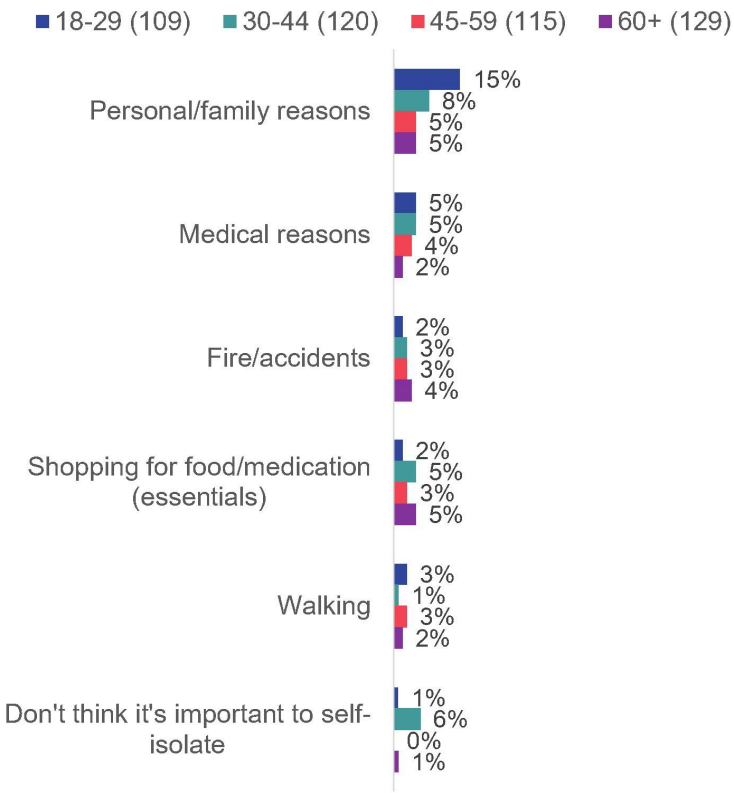
Willingness to self-isolate by age

What, if anything, would cause you to leave your home during the 10 days you were self-isolating because of being a close contact?



Base: in brackets above for wave 3

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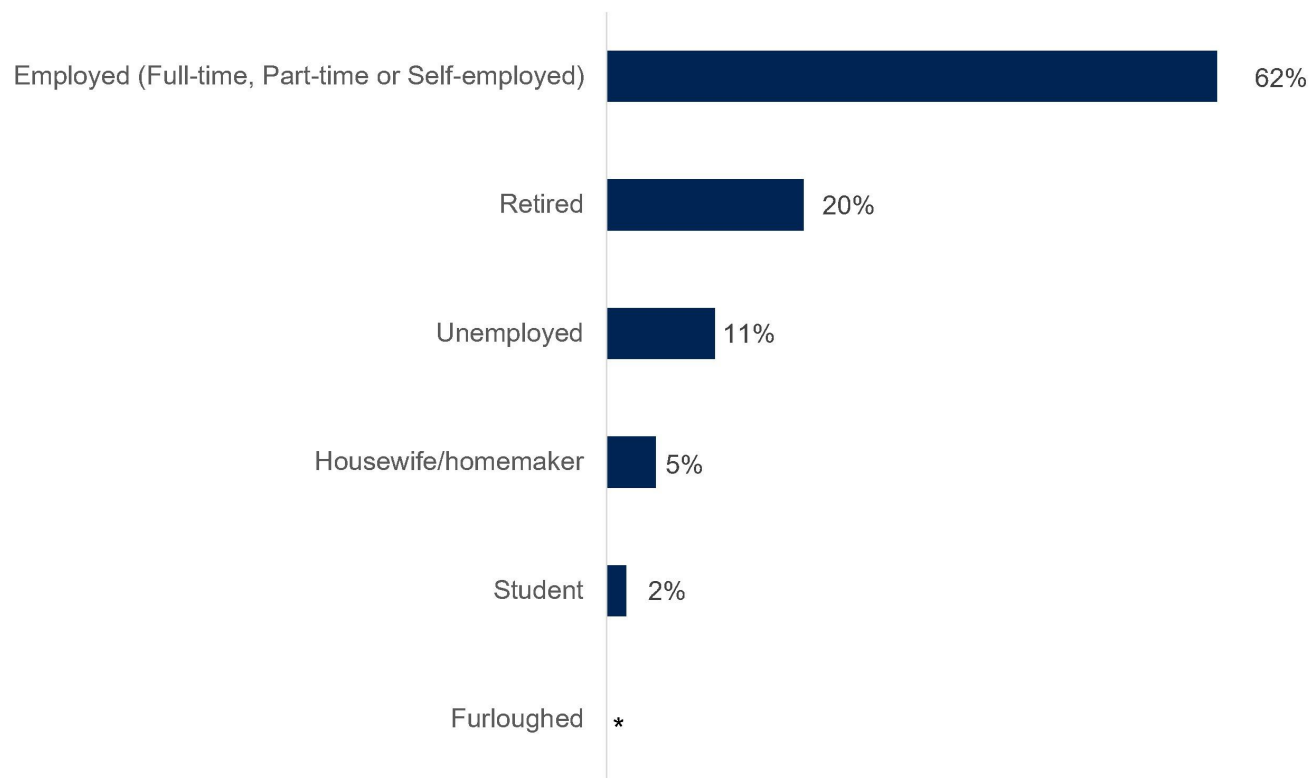
Section summary

- As in waves 1 and 2, the majority of those surveyed (94%) have not self-isolated as a result of COVID-19 in the past 14 days.
- In wave 3, the main reasons for self-isolation is due to participants coming into close contact with someone who has tested positive for COVID or testing positive for the virus themselves. Although it is a small proportion of people, these reasons have shifted from wave 2, where close contact and travel were the main reasons for isolating.
- Of the very small number who had to self-isolate as a result of COVID-19, the majority did not leave home during that period.
- Willingness to comply with self-isolation guidelines is consistently high in wave 3 among those who have not had to self-isolate in the last fortnight. Two thirds (68%) claim they would not leave home during their isolation period, with small proportions saying they would leave the house for family or personal reasons and/or medical reasons.
- In a shift from waves 1 and 2, a significantly lower proportion of males claim they would isolate at home if they were identified as a close contact compared to females. In a similar story to waves 1 and 2, individuals aged 30-44 continue to be more likely to leave their home at all during a period of self-isolation caused by COVID-19.

Working status

Current employment status

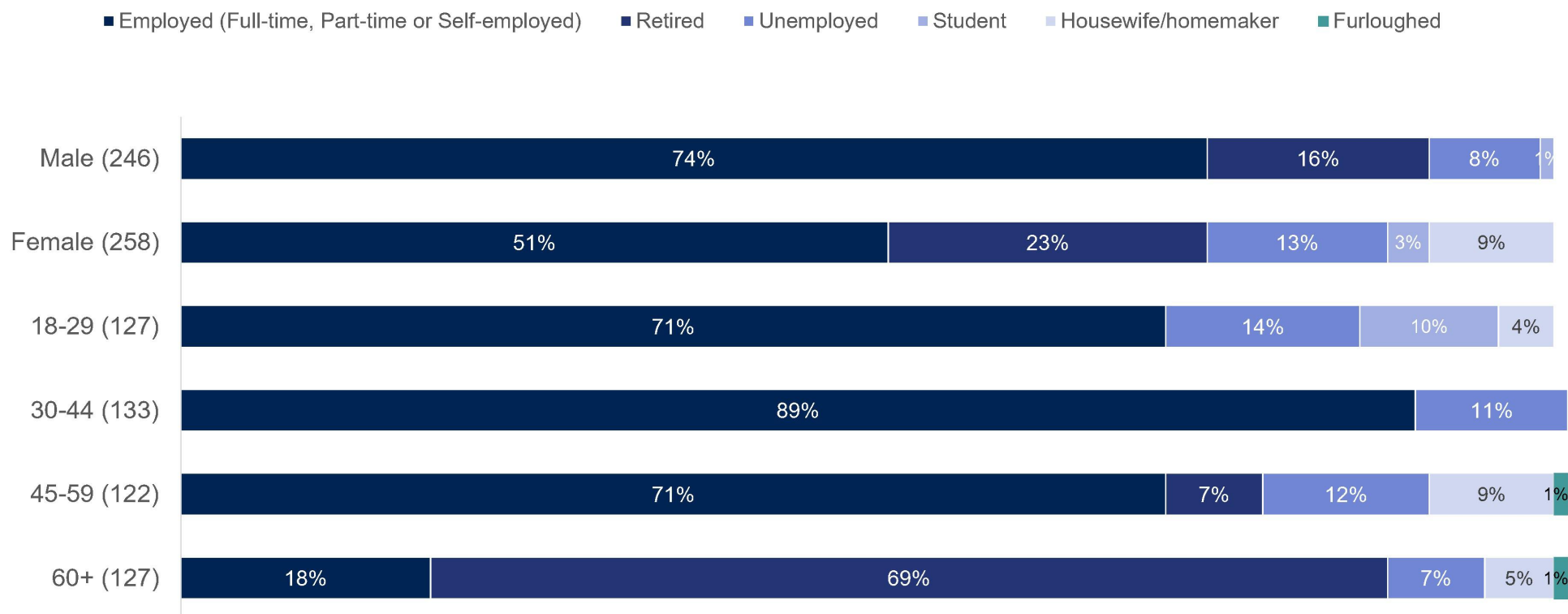
What is your current employment status?



Base: 504 adults aged 18+ in Northern Ireland

Current employment status by age and gender

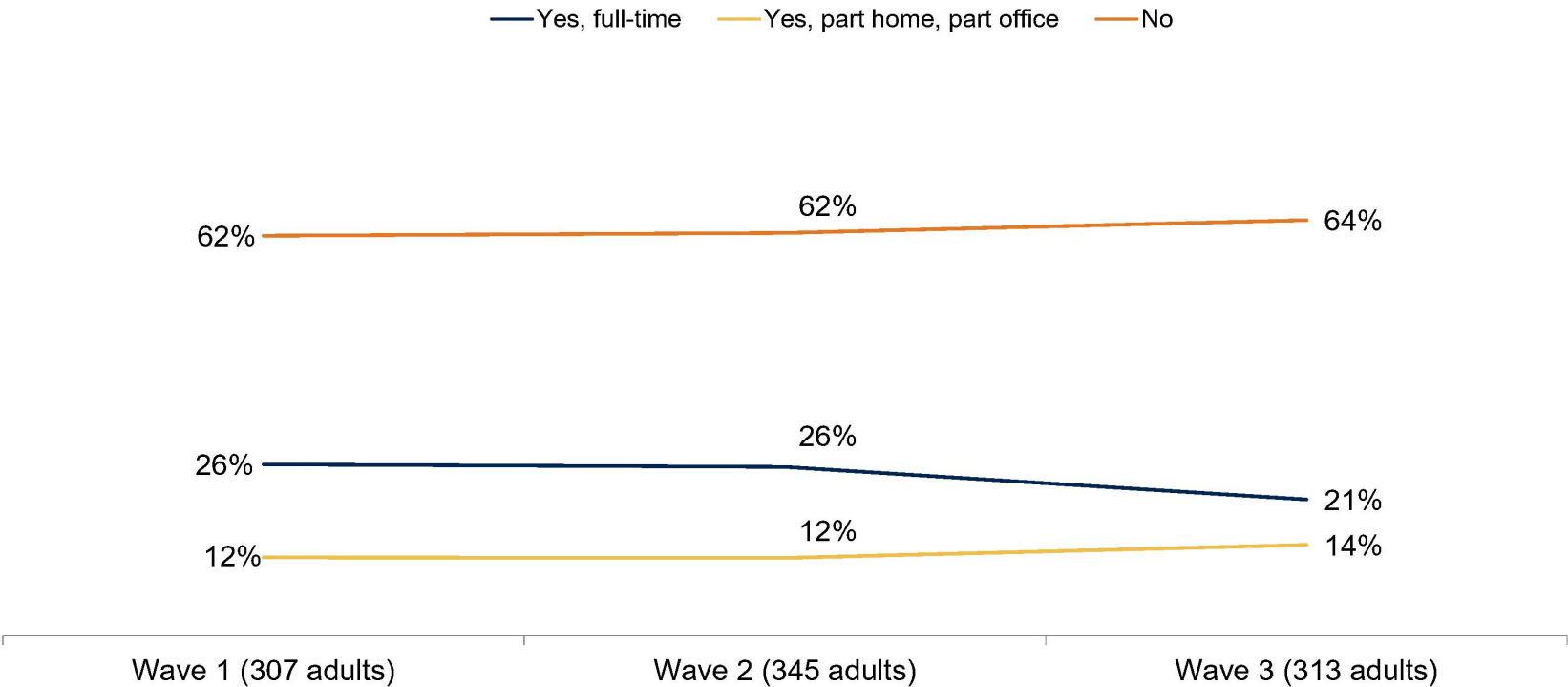
What is your current employment status?



Base: (in brackets) adults aged 18+ in Northern Ireland

Working from home

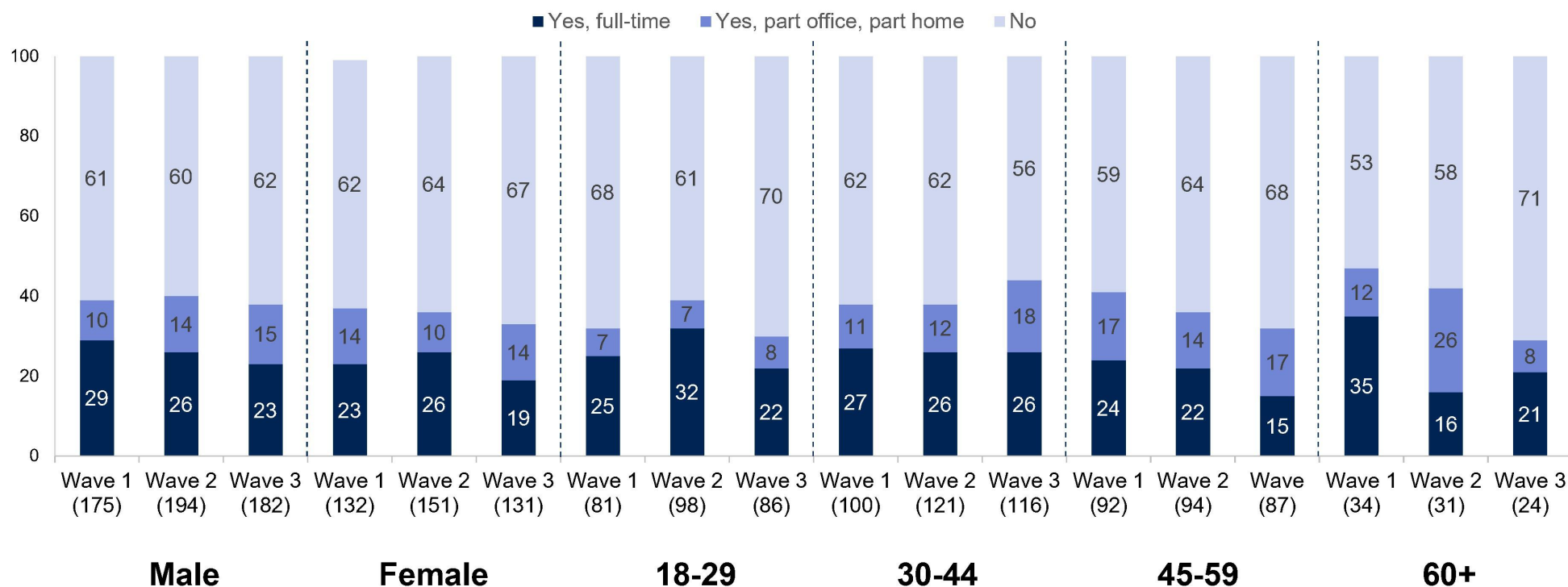
Are you currently working from home?



Base: (in brackets) adults who are in employment

Working from home

Are you currently working from home?

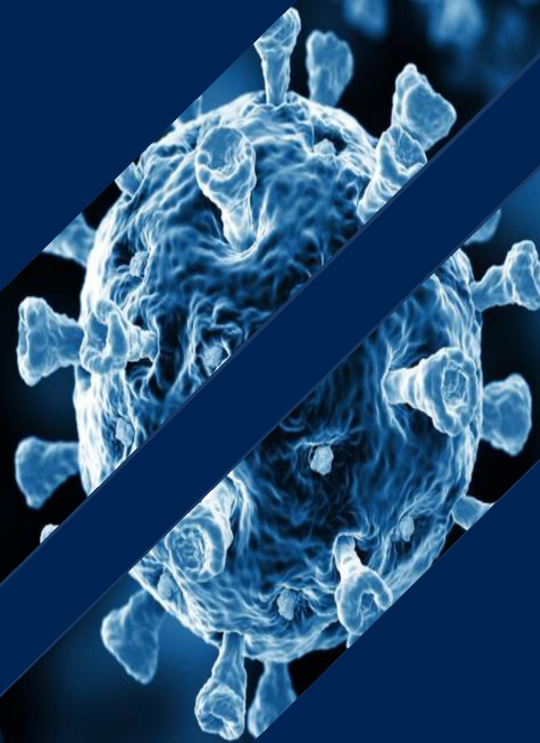


Base: (in brackets) adults aged 18+ in Northern Ireland

Section summary

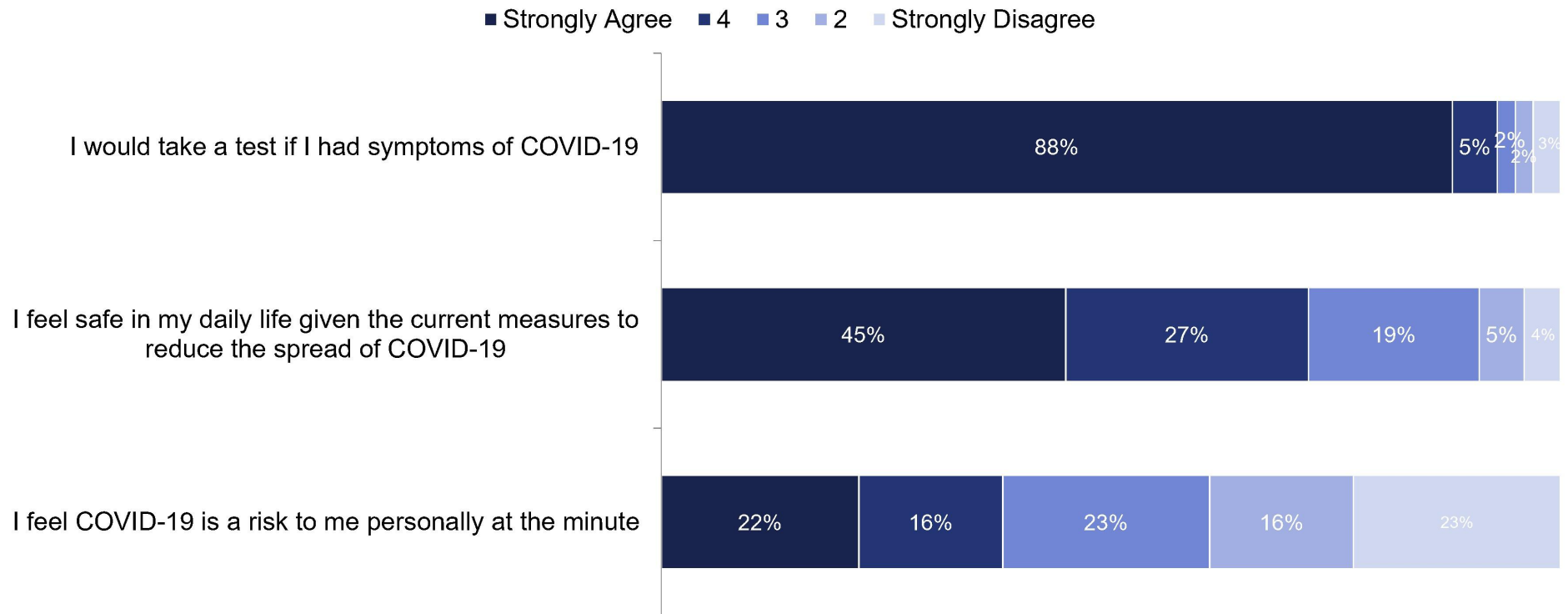
- In wave 3, over three in five (62%) are in some form of employment, whether that is full-time or part-time. A larger proportion of males are in employment (74%) compared to females (51%) and only a few are furloughed in wave 3.
- Although restrictions have been gradually lifting in Northern Ireland, there have been no significant shifts in home or blended working between since the tracking began in June 2021. 64% are not currently working from home, with one quarter (21%) of those surveyed continuing to work from home on a full-time basis.
- There are no statistically significant differences in home, blended or office working depending on gender, age or region.

COVID-19 risk perception



Risk perceptions towards COVID-19

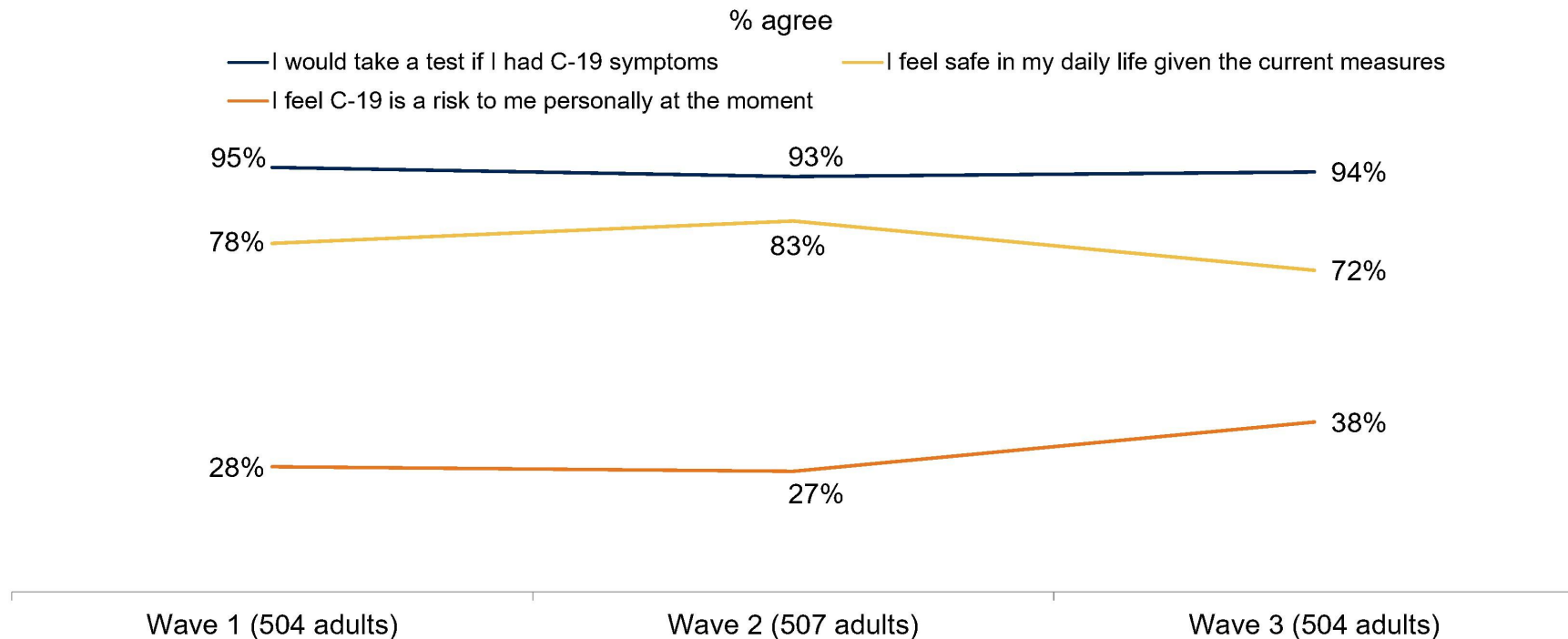
To what extent would you agree or disagree with these statements:



Base: 504 adults aged 18+ in Northern Ireland

Risk perceptions towards COVID-19

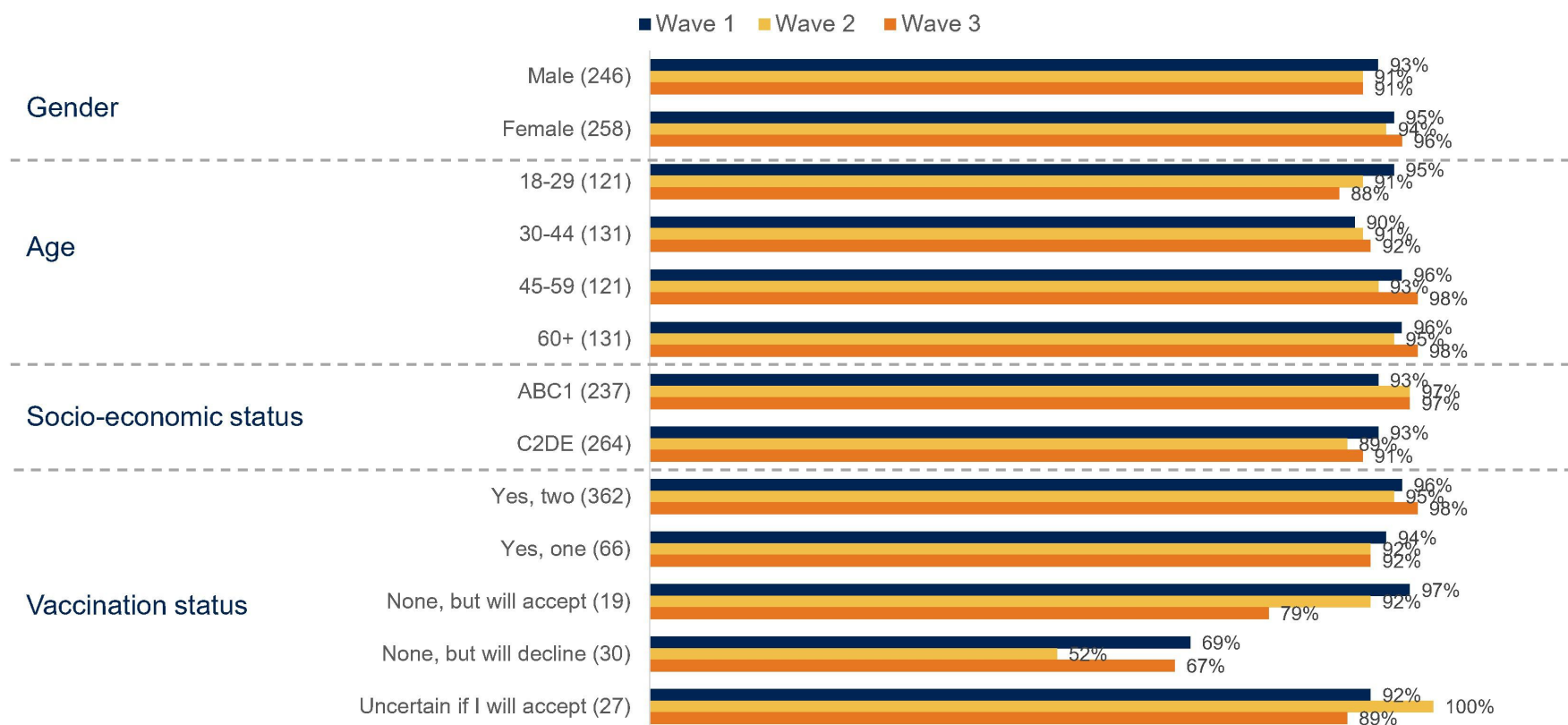
To what extent would you agree with these statements:



Base: (base in brackets) adults in Northern Ireland

Risk perceptions towards COVID-19

I would take a test if I had symptoms (% agree)

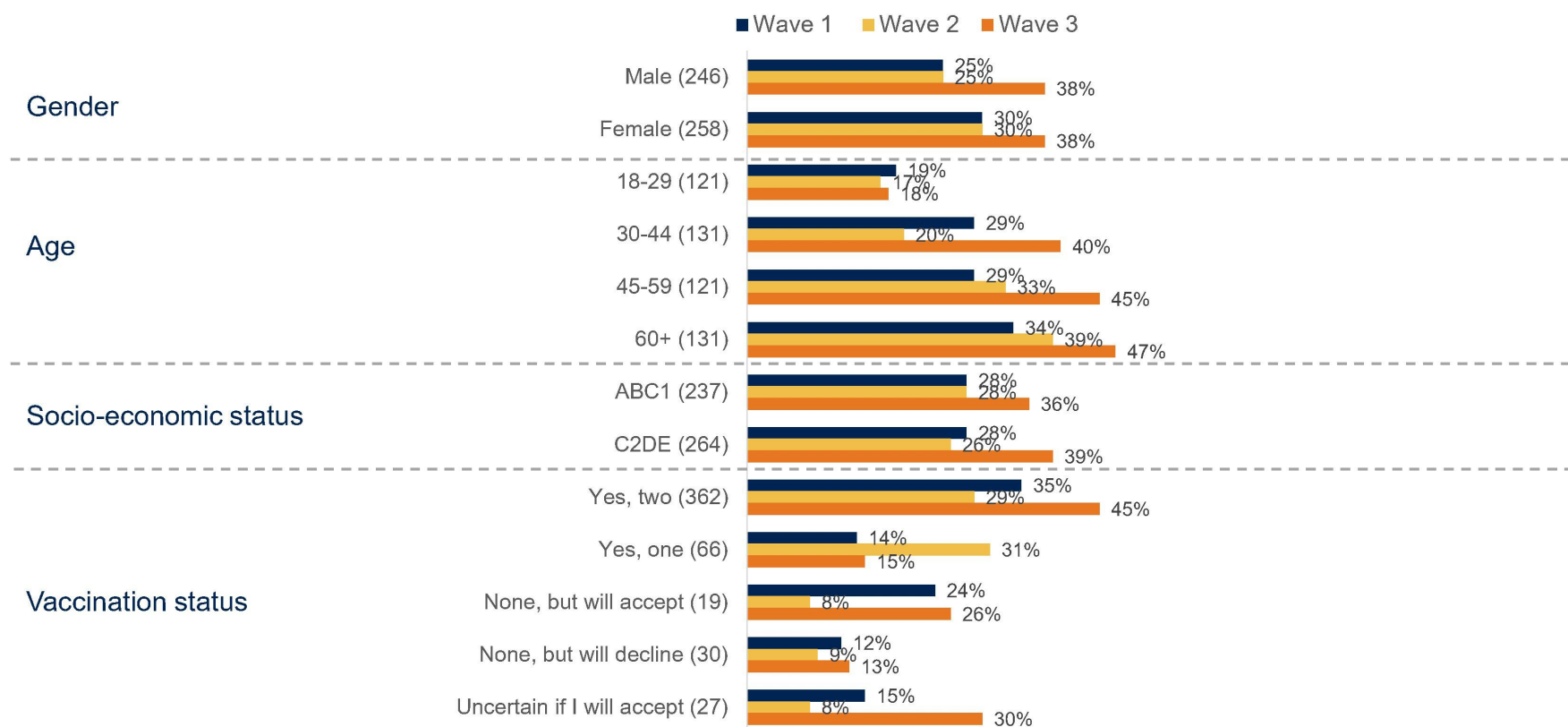


Base: (in brackets) adults aged 18+ in Northern Ireland

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Risk perceptions towards COVID-19

I feel C-19 is a risk to me personally (% agree)

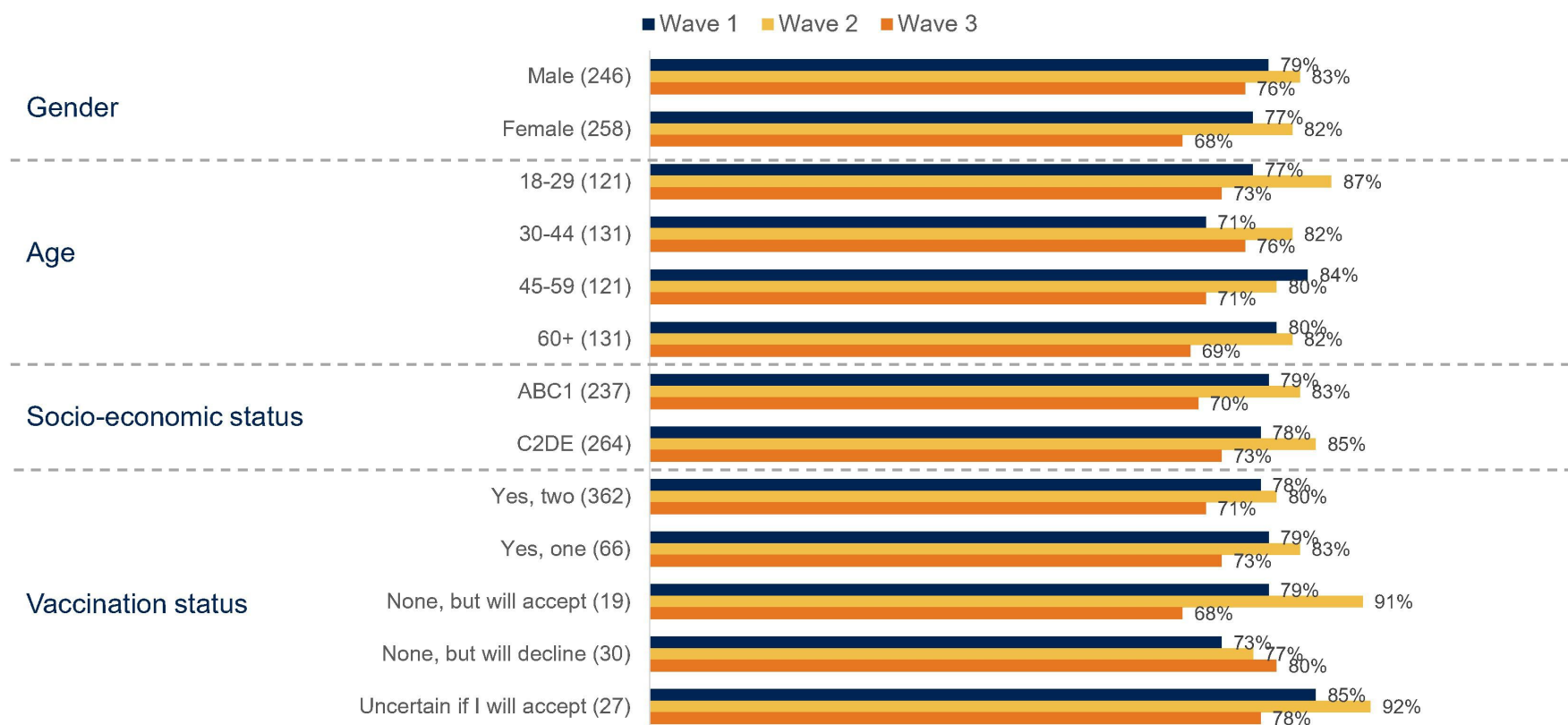


Base: (in brackets) adults aged 18+ in Northern Ireland

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Risk perceptions towards COVID-19

I feel safe in my daily life given the restrictions (% agree)

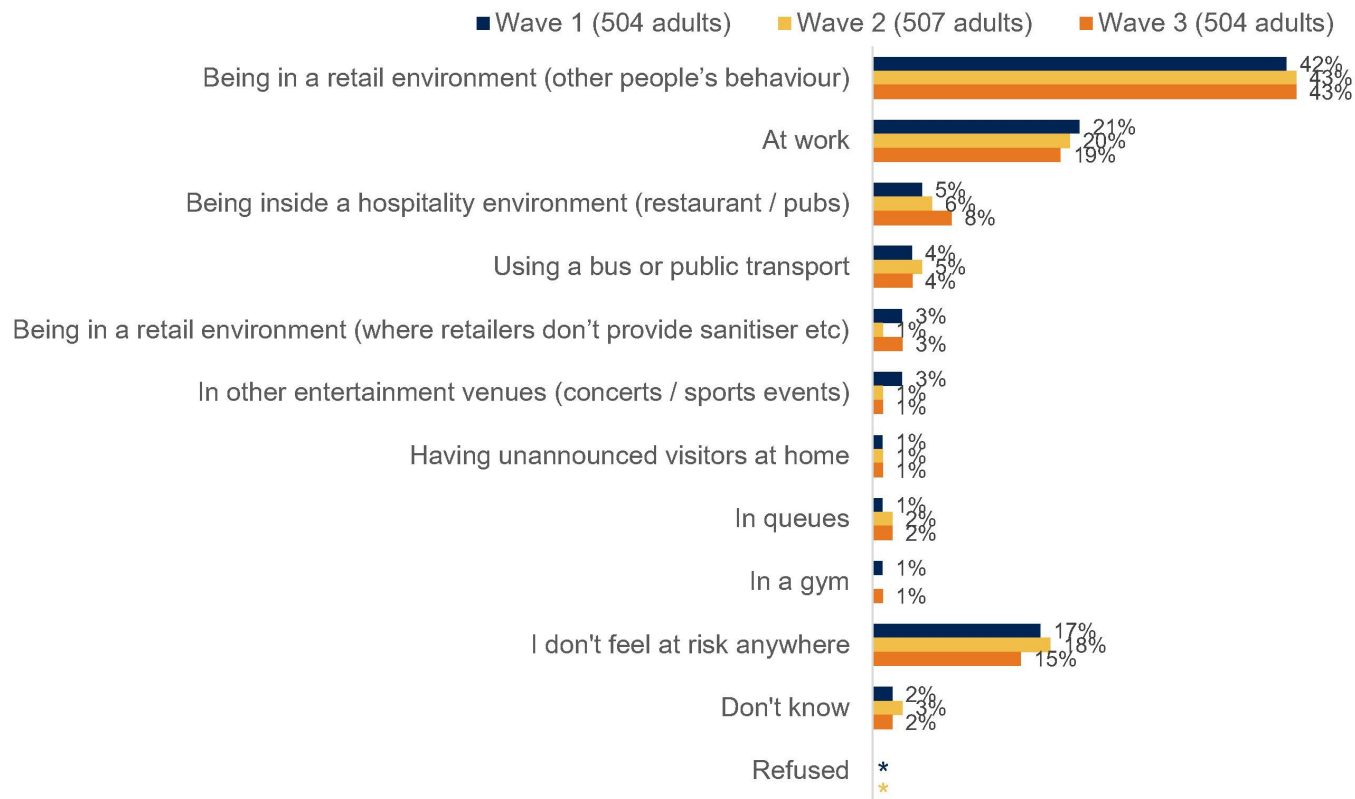


Base: (in brackets) adults aged 18+ in Northern Ireland

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Environments people feel most at risk

In your day to day life, where, if at all, do you feel most at risk of catching Covid-19?



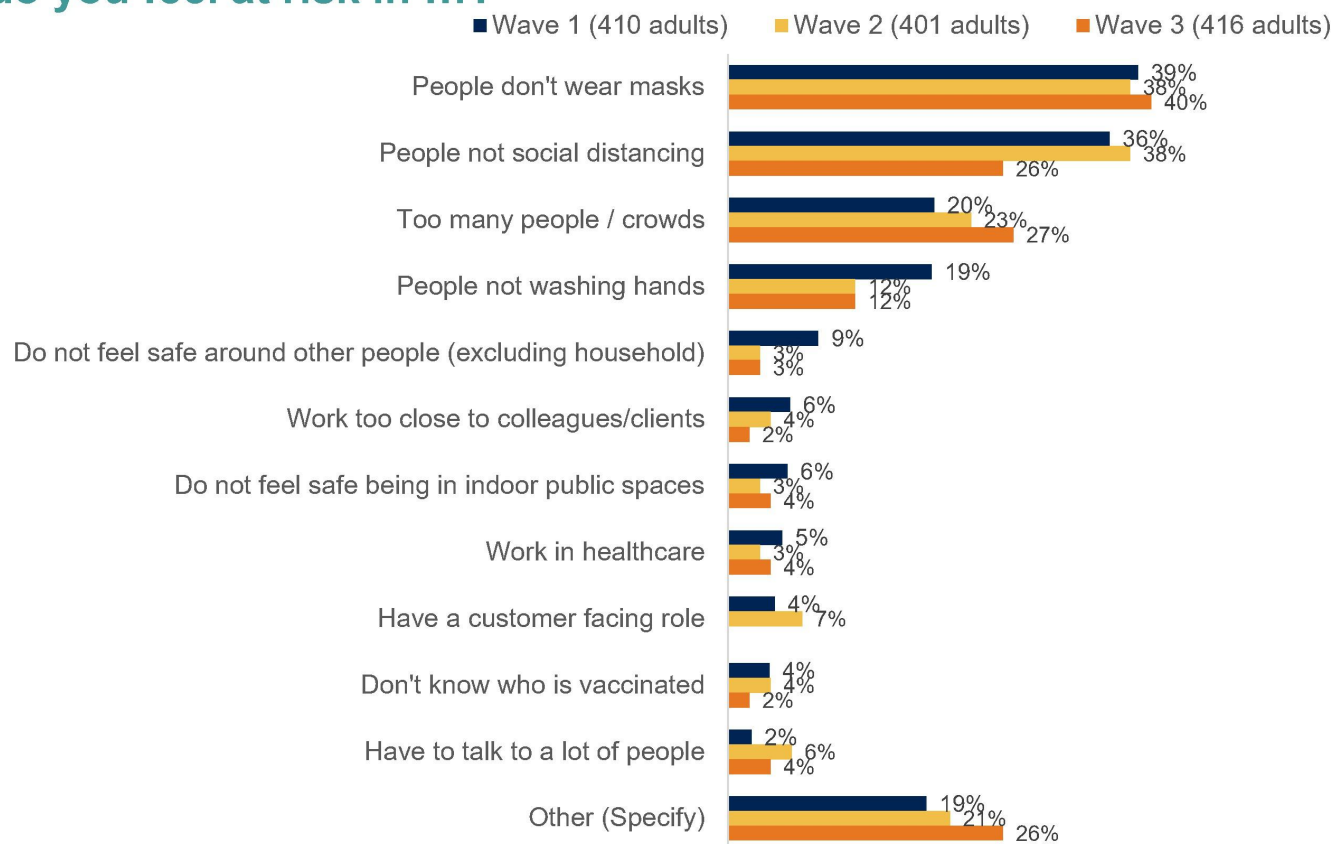
Base: (in brackets) adults aged 18+ in Northern Ireland

This question is unprompted

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Reasons people feel most at risk

Why do you feel at risk in ...?

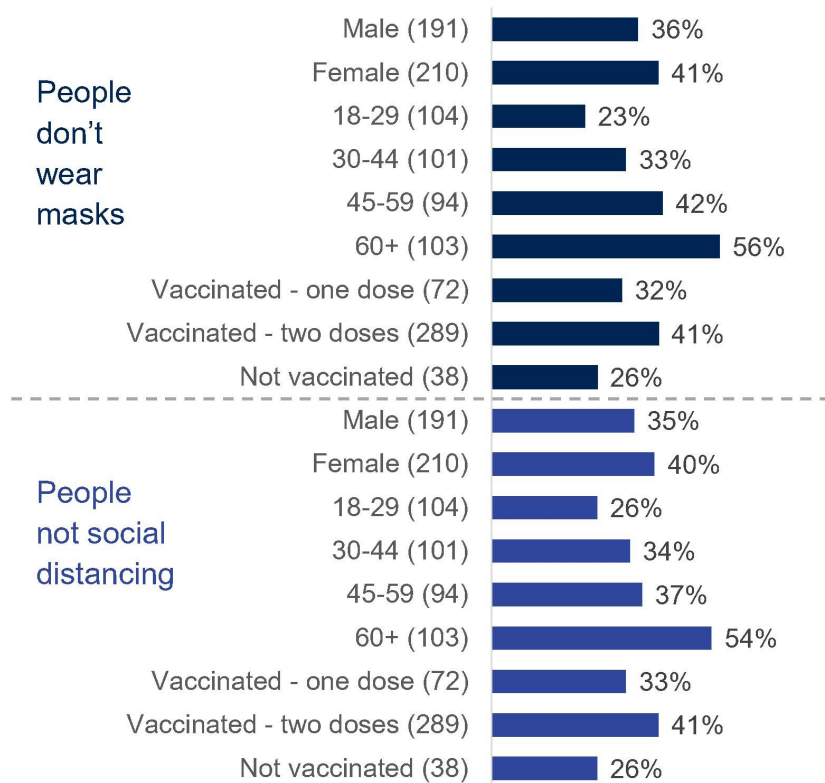


Base: (in brackets) adults aged 18+ in Northern Ireland who felt at risk of catching Covid-19 in their day to day life

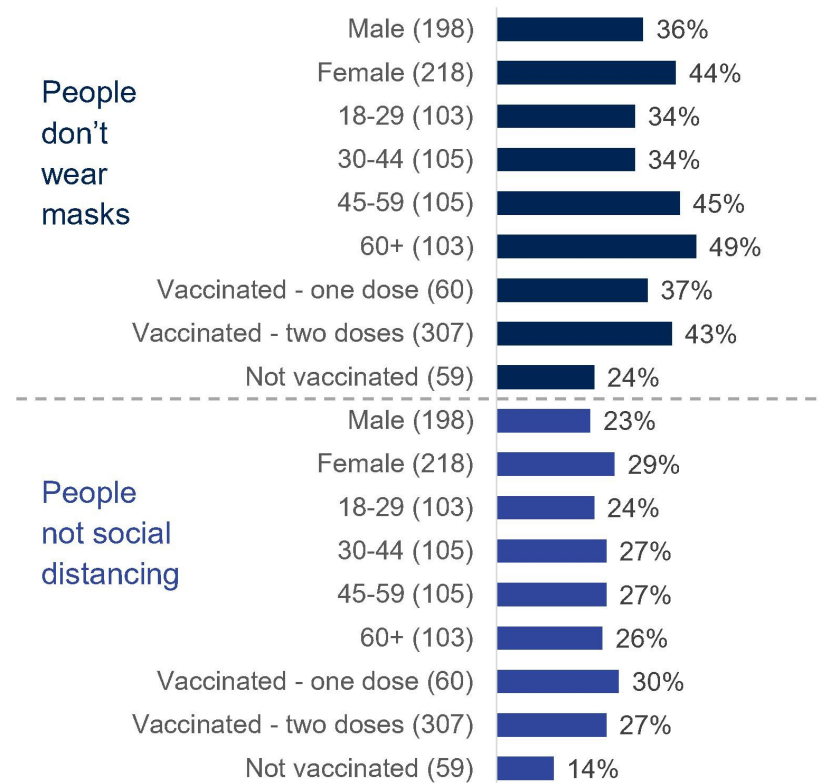
Reasons people feel most at risk

Why do you feel at risk in ...?

Wave 2



Wave 3



Base: (in brackets) those who felt at risk of catching Covid-19 in their day to day life

Section summary

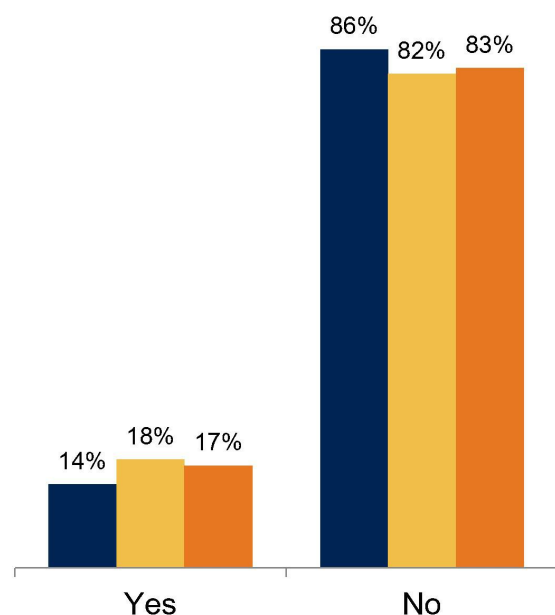
- In wave 3, there appears to be an increased level of concern related to the virus. Although the majority (72%) claim they feel safe in their daily life given the current measures, this has dropped from 83% in wave 2. Furthermore, more participants feel that COVID-19 is a risk to them personally compared to wave 2 (38% versus 27%). These figures are interesting given the high level of vaccination among those interviewed, and it is particularly those who have received both doses of the vaccination who express concerns about the level of personal risk COVID-19 poses to them. In addition, the older age groups also feel more personal risk compared to the 18-29 year olds.
- The timing of wave 3 fieldwork could have contributed to some of the concerns that have arisen, as it directly followed a key holiday period in Northern Ireland with many events and a period of warm weather with many local attractions experiencing high visitor numbers.
- In a similar picture to waves 1 and 2, the perceived threat of COVID-19 is highest in retail, workplaces and hospitality environments. Two in five (43%) feel most at risk of the virus in retail environment and this is predominantly related to the behaviour of the individuals they encounter in these spaces. The workplace is another area where those interviewed feel most at risk (19%). However, 15% of those interviewed say they do not feel at risk in any setting.
- Furthermore, the threat people feel from COVID-19 appears to be exacerbated by people not wearing face masks, not social distancing, too many people in one area, and not washing or sanitising hands properly. This is consistent with previous waves.

Recent travel behaviours

Recent travel outside of Northern Ireland

Have you travelled outside of Northern Ireland in the last 14 days?

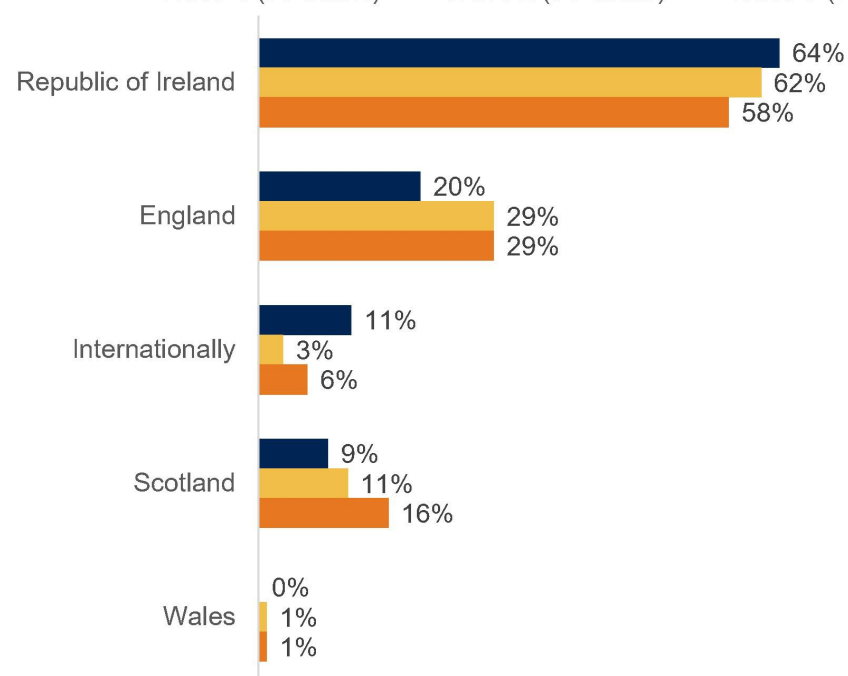
■ Wave 1 (504 adults) ■ Wave 2 (507 adults) ■ Wave 3 (504 adults)



Base: (in brackets) adults aged 18+ in Northern Ireland

Where have you travelled outside of Northern Ireland in the past 14 days?

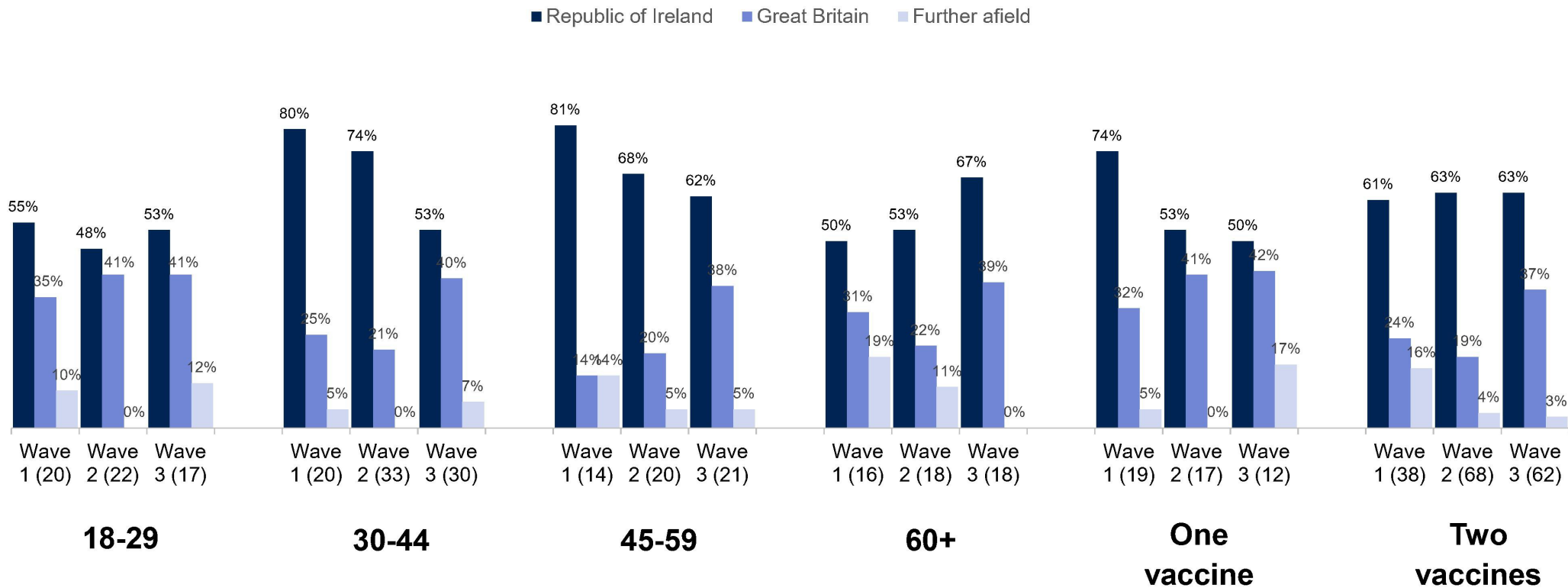
■ Wave 1 (70 adults) ■ Wave 2 (94 adults) ■ Wave 3 (86 adults)



Base: (in brackets) adults who travelled outside of Northern Ireland in the last 14 days

Recent travel outside of Northern Ireland

Have you travelled outside of Northern Ireland in the last 14 days?



Base: (in brackets) adults who intend to travel outside of Northern Ireland in the next 14 days

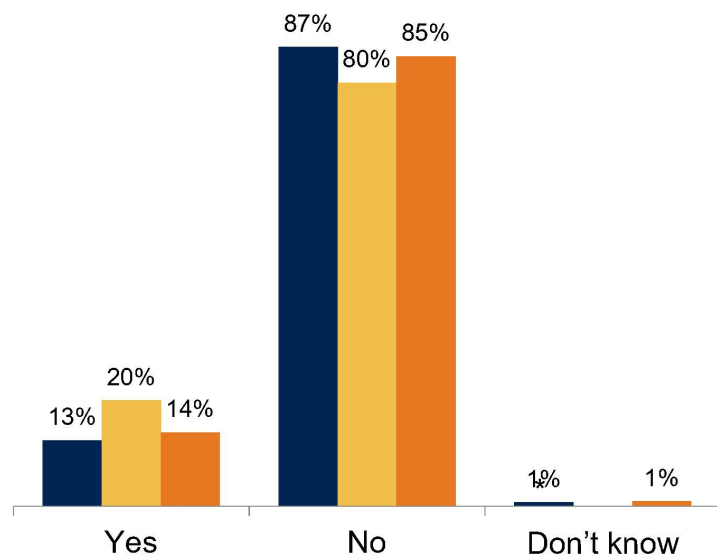
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CAUTION: VERY LOW BASES

Intended travel in the next 14 days

Are you planning on travelling in the next 14 days outside of Northern Ireland?

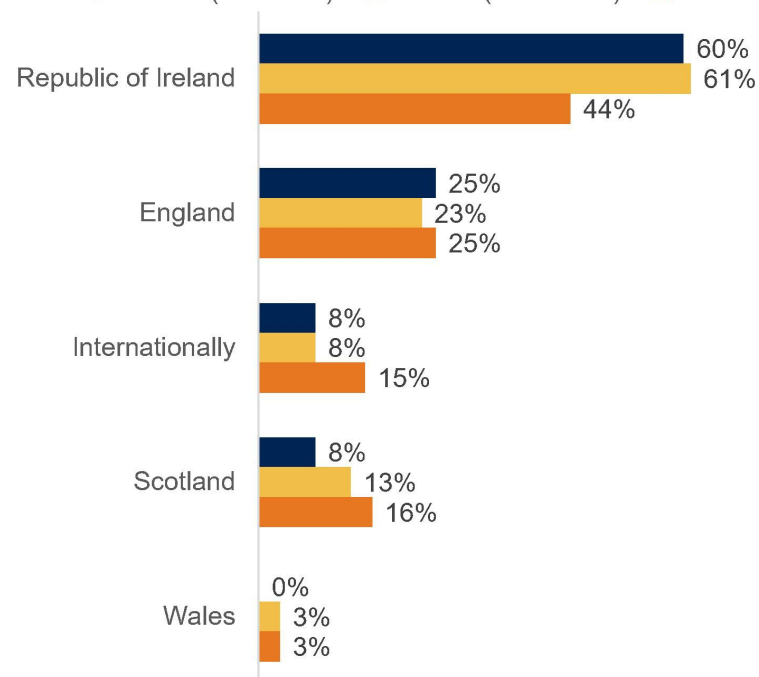
■ Wave 1 (504 adults) ■ Wave 2 (507 adults) ■ Wave 3 (504 adults)



Base: (in brackets) adults aged 18+ in Northern Ireland

Where are you planning to travel to outside of Northern Ireland in the next 14 days?

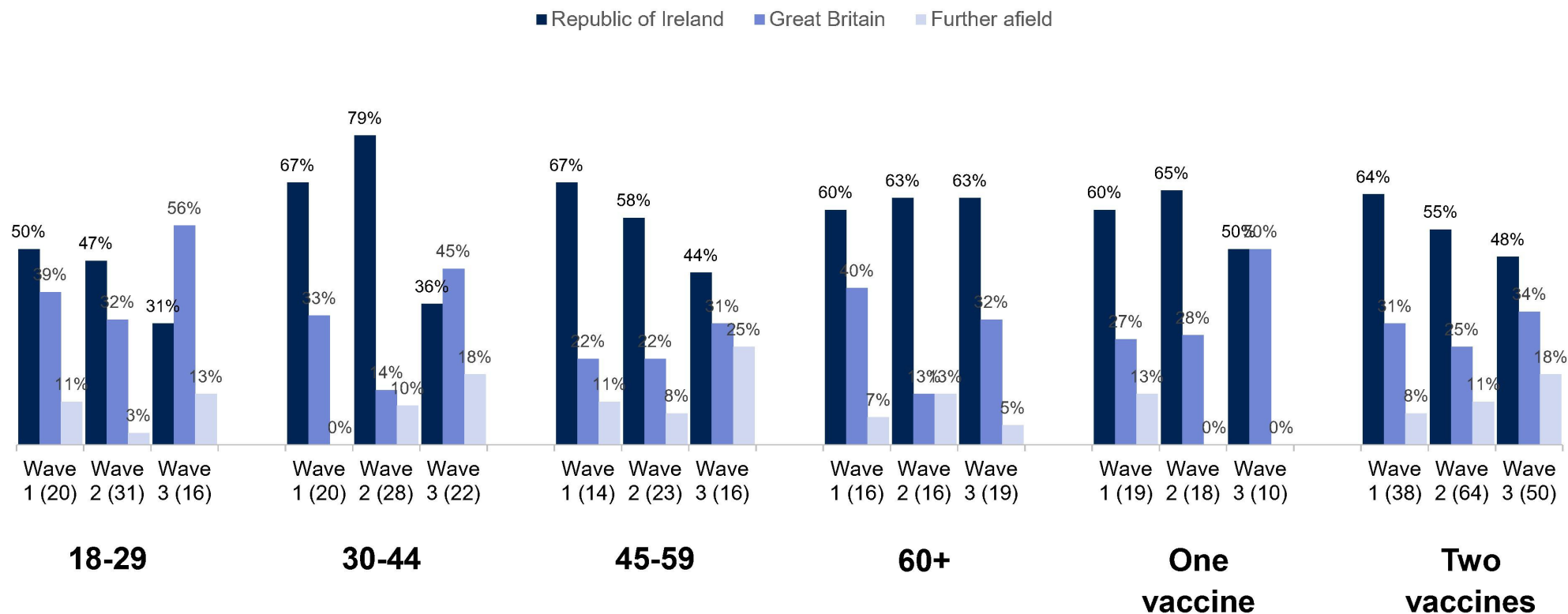
■ Wave 1 (63 adults) ■ Wave 2 (101 adults) ■ Wave 3 (73 adults)



Base: (in brackets) adults who intend to travel outside of Northern Ireland in the next 14 days

Intended travel in the next 14 days by demographics

Are you planning on travelling in the next 14 days outside of Northern Ireland?



Base: (in brackets) adults who intend to travel outside of Northern Ireland in the next 14 days

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CAUTION: VERY LOW BASES

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Section summary

- In wave 3, the majority (83%) of those surveyed have not left Northern Ireland in the previous 14 days. Just 17% have ventured outside of Northern Ireland, with trips to the USA, Portugal, Mallorca, the Isle of Man and the Czech Republic.
- Intention to travel outside of Northern Ireland in the next 14 days remains low this wave. Just 14% intend to leave Northern Ireland in the two weeks, with the Republic of Ireland the most popular destination, followed by England. Again, there is certain amount of international travel expected, with a few participants reporting that they will visit Spain, the USA, Romania, Crete and Portugal.

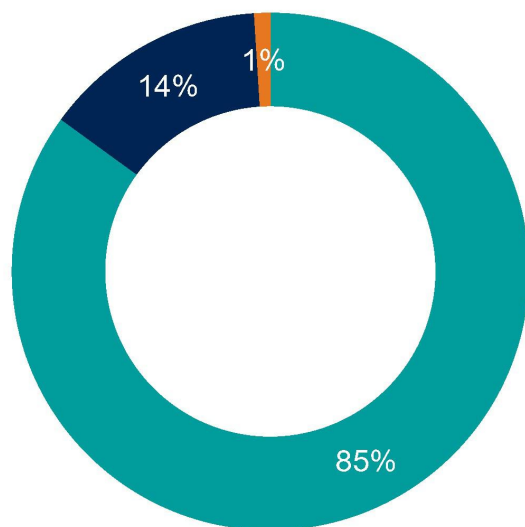
Household and social contacts

Close contacts - groups

Extent of group contacts

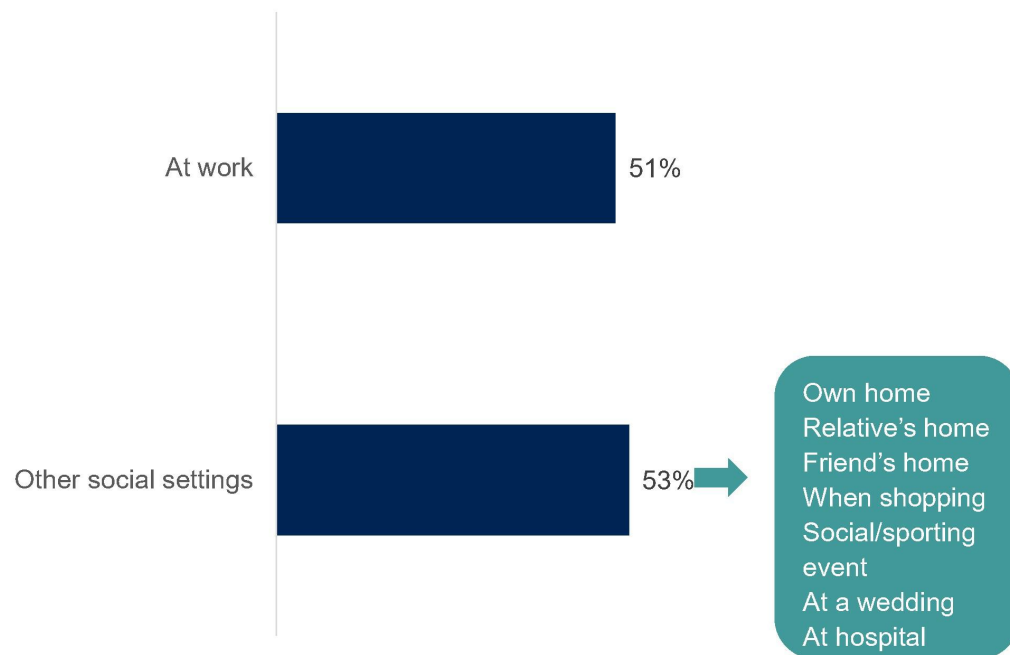
If you were unable to include every single contact (for instance, because you work in a shop and have a large number of contacts in a day), please could you indicate this?

- I included every person I had individual contact with
- I did not individually include every person I had contact with
- Refused



Base: 395 adults in Northern Ireland who have had contact with others in the past 24 hours

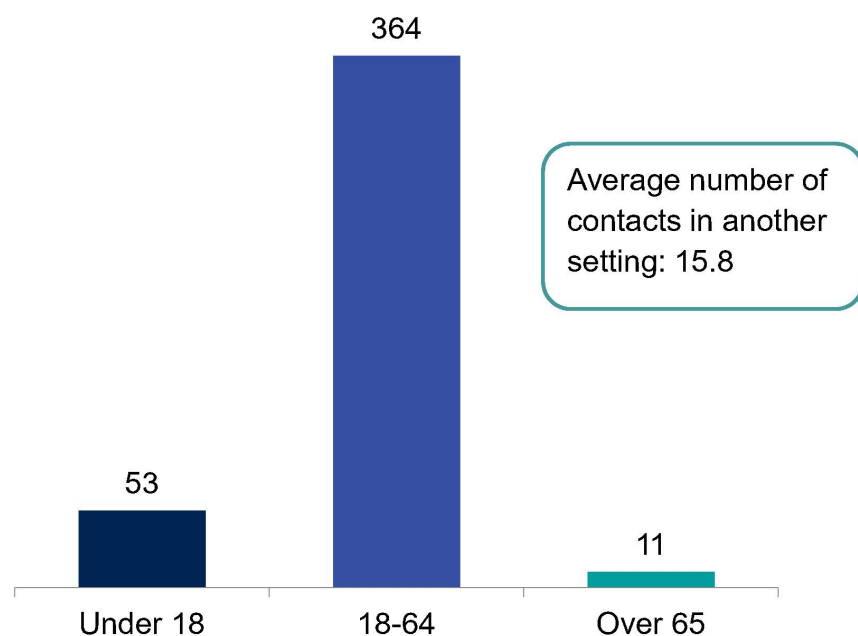
Where did you meet these people?



Base: 57 adults in Northern Ireland who had contact in a group in the past 24 hours

Contacts in other social settings

Approximately how many people did you have contact with in other social settings?

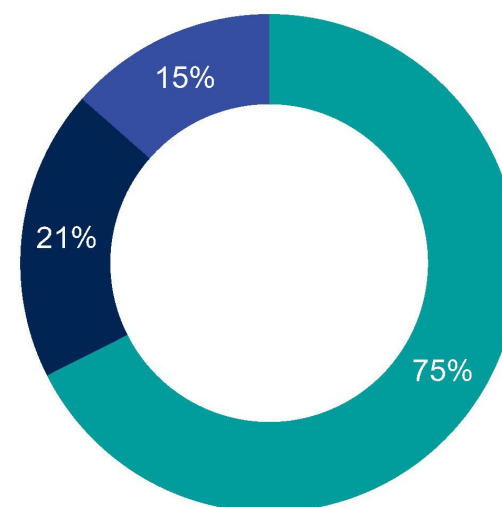


Base: 27 adults in Northern Ireland who had contact with groups of people in other settings

Chart is based on number of people instead of a percentage

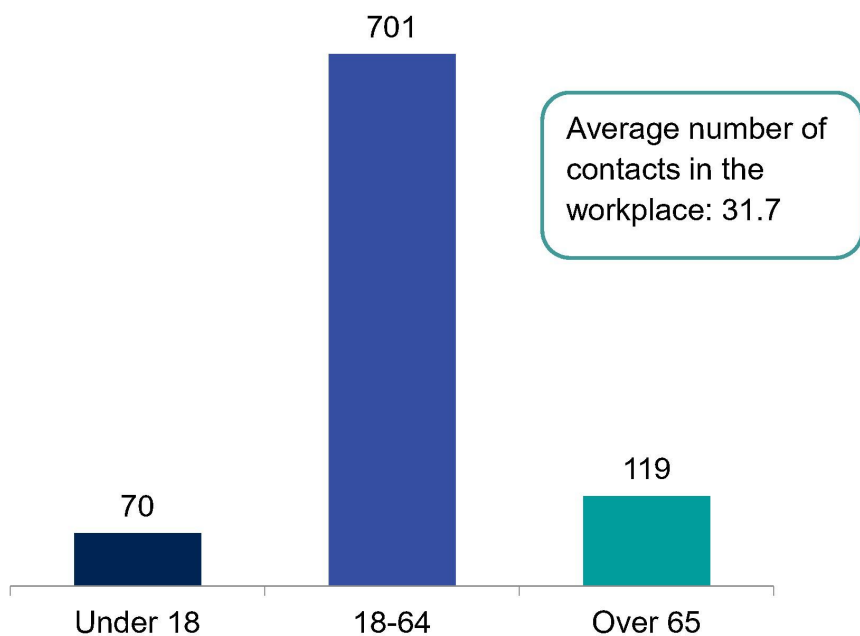
Were you able to take precautions with most of the people in other social settings to maintain a social distance?

■ Yes, always ■ Yes, sometimes ■ No, not at all



Contacts at work

Approximately how many people did you have contact with at work?

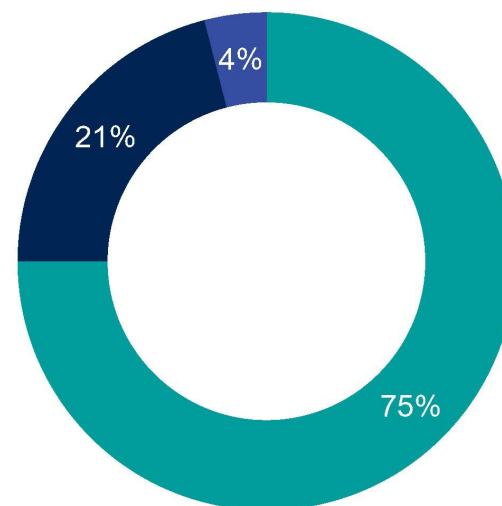


Base: 29 people who have had contact with groups of people in work

Chart is based on number of people instead of a percentage

Were you able to take precautions with most of the people at work to maintain a social distance?

■ Yes, always ■ Yes, sometimes ■ No, not at all



Ipsos MORI credentials

Ipsos MORI's Standards & Accreditations

Ipsos MORI's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



ISO 20252 – is the international market research specific standard that supersedes BS 7911 / MRQSA & incorporates IQCS (Interviewer Quality Control Scheme); it covers the 5 stages of a Market Research project. Ipsos MORI was the first company in the world to gain this accreditation.



MRS Company Partnership – By being an MRS Company Partner, Ipsos MORI endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001 – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001 – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos MORI was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA) – Ipsos MORI is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos MORI was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair Data – Ipsos MORI is signed up as a 'Fair Data' Company by agreeing to adhere to ten core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252

ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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GAME CHANGERS

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.

Ultimately, success comes down to a simple truth:

You act better when you are sure.

“Game Changers” – our tagline – summarises our ambition to help our clients to navigate more easily our deeply changing world.



Thank you.

Ipsos MORI



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