

COVID-19 Research Report Wave 1

Prepared for The Executive Office

02 July 2021



Ipsos MORI



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.
- 500 interviews are being conducted each wave, with each wave lasting two weeks.
- 504 interviews have been achieved in Wave 1 with fieldwork conducted between Wednesday 16th June to Tuesday 29 June 2021.
- Interview length averaged 15 minutes for Wave 1.
- This report details the findings from Wave 1 of 6.
- All research has been conducted in accordance with the Market Research Code of Conduct.

Household and social contacts

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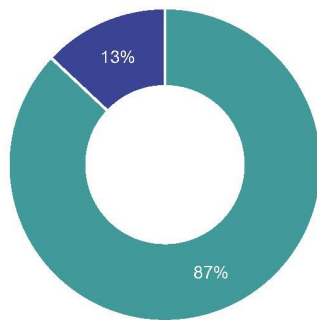
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Proportion of sample who have contact with others

■ Had contact with anyone ■ Have not had contact with anyone



Of the 504 participants surveyed:

- 439 (87%) have had **contact with any person** in the last 24 hours;
- The total number of contacts across the 439 individuals was 1,475 contacts; and,
- **The average number of contacts was 3.27.**

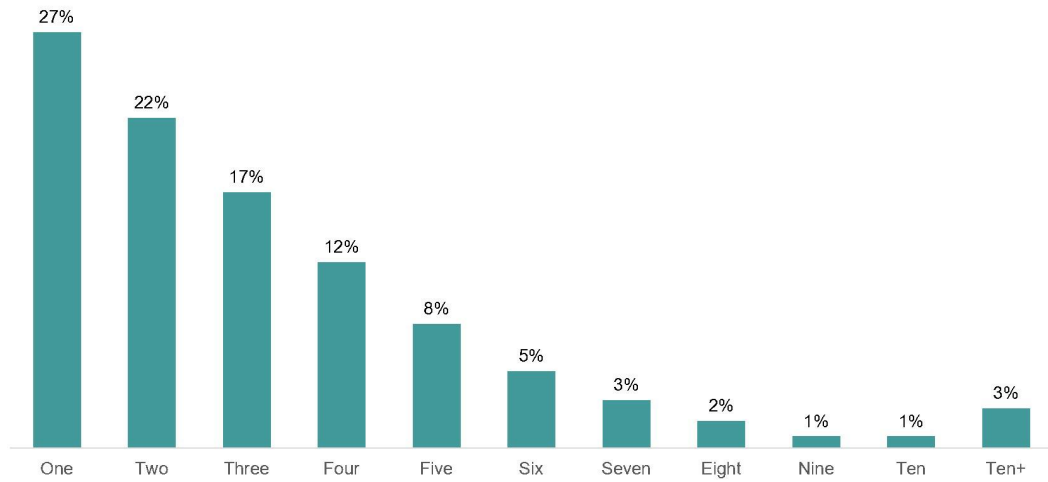
Base: 504 adults aged 18+ in Northern Ireland

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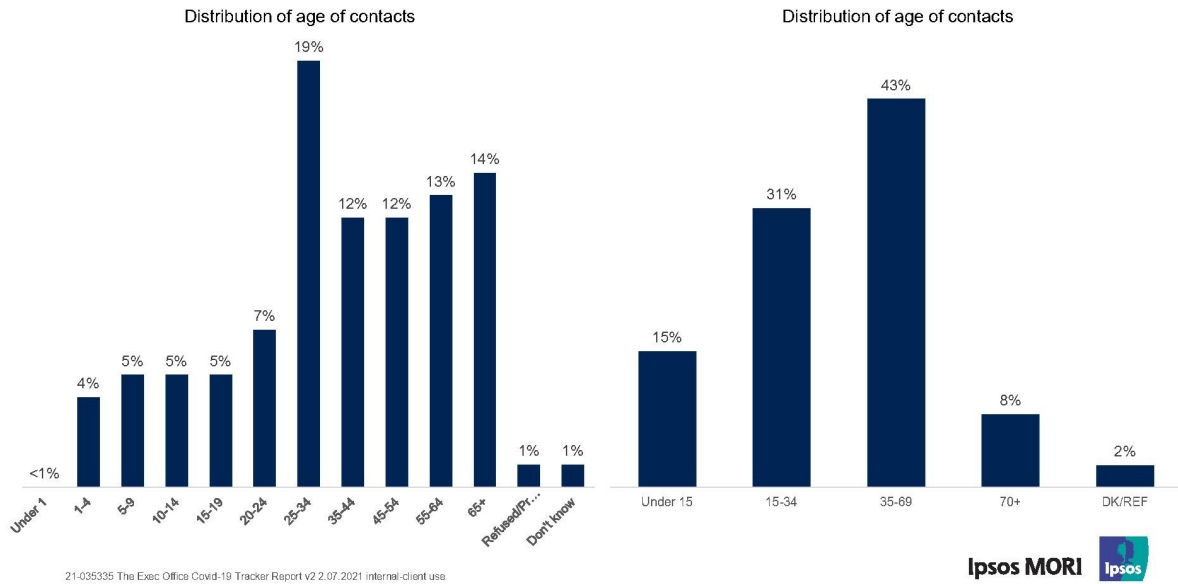
Distribution of number of contacts



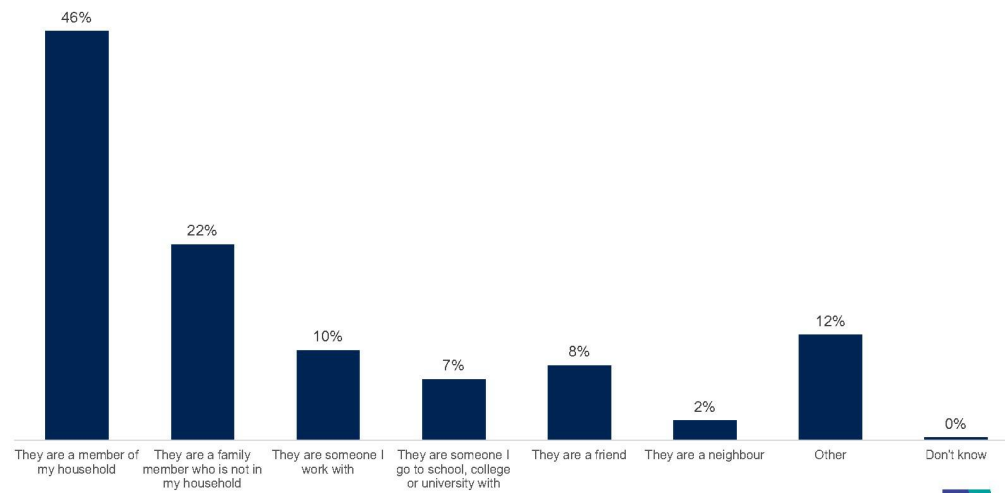
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Age of contacts



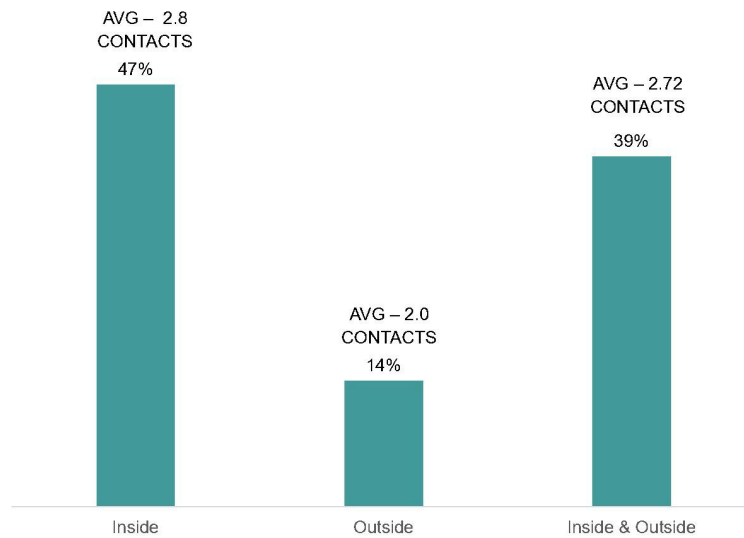
Relationship of contacts



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Where contacts have occurred



247 of the 439 people met somebody **inside**.

692 contacts in total

Avg of 2.8 household members and other

106 of the 439 people met somebody **outside**.

212 contacts in total

Avg of 2.0 household members and other

261 of the 439 people met somebody both **inside and outside**.

574 contacts in total

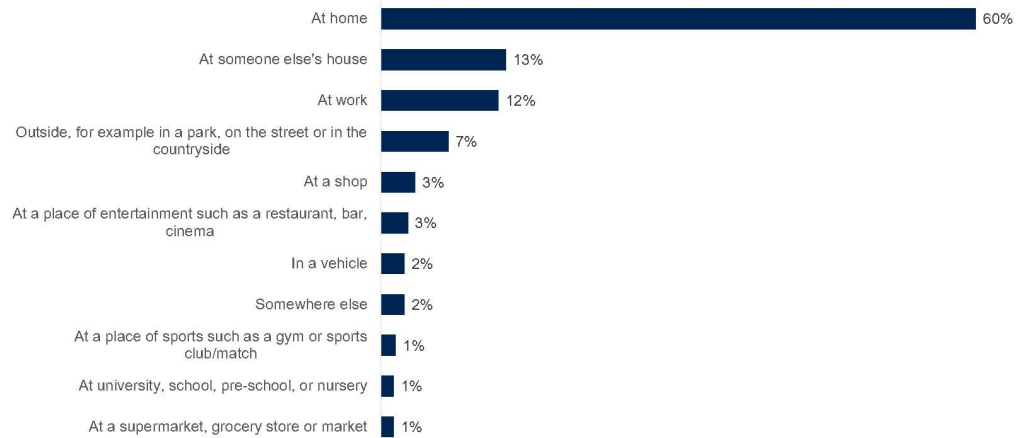
Avg of 2.2 household members and other

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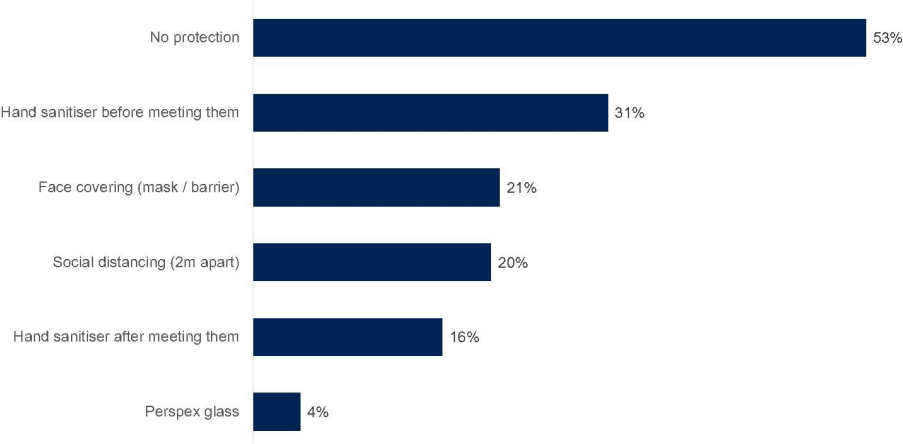


Location of contacts

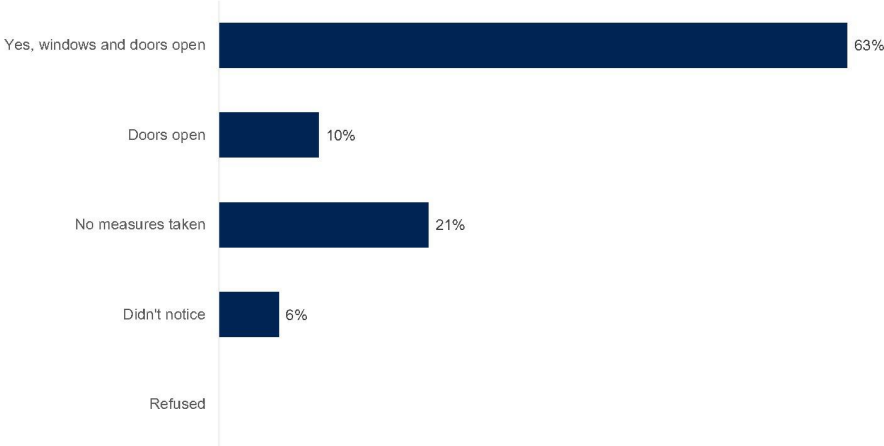


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Protection Used



Ventilation for inside contacts



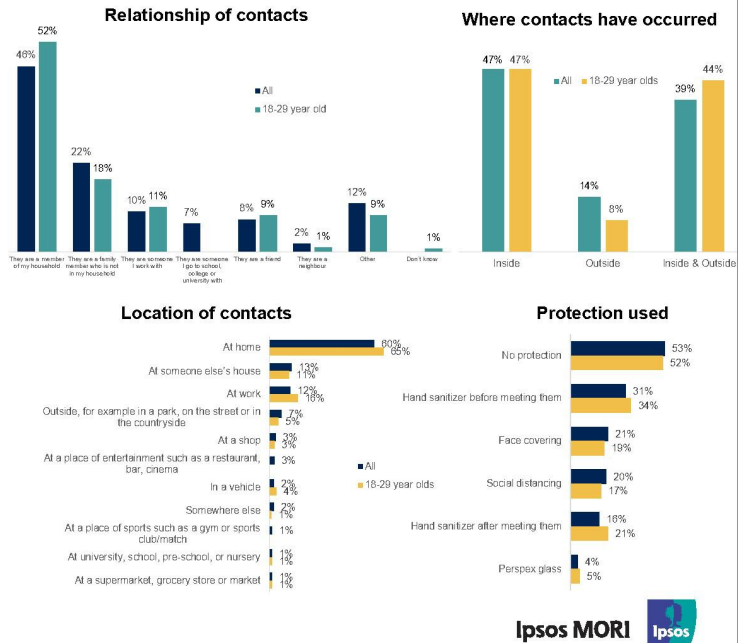
Aged 18-29 year olds

Picture of their contacts

- Overall, 25% of participants were aged 18-29
- They had 351 contacts and averaged 2.92 contacts (std. deviation 2.041). Minimum number of contacts was 1 and max was 11.
- Compared to all participants those 18-29 were more likely to have had contact with 15-34 years olds (40%) and slightly less likely to have contact with 35-69 year olds (39%).
- 18-29 year olds are more likely to have contact with family members (52%). Among 18-29 year olds 47% of contacts were inside, 8% were outside and 44% were both inside and outside.
- 65% of contacts were at home and 16% were at work. With 19% of contacts a mask was worn and with 34% of contacts hand sanitizer was used before meeting and 21% after meeting.

Base: Aged 18-29 years old (128)

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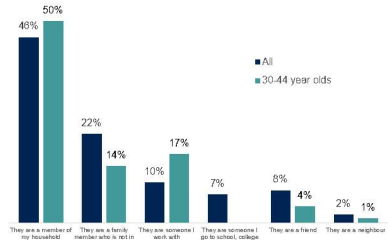


Aged 30-44 year olds

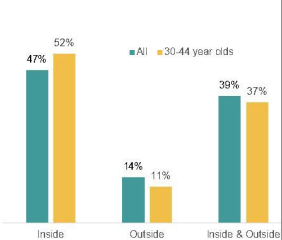
Picture of their contacts

- Overall, 22% of participants were aged 30-44
- They had 316 contacts and averaged 3.53 contacts (std. deviation 2.992). Minimum number of contacts was 1 and max was 20.
- Compared to all participants those 30-44 were more likely to have had contact with under 15s (24%) and less likely to have contact with 15-34 years olds (29%) and with 35-69 year olds (39%).
- 30-44 year olds are more likely to have contact with family members (50%) and people they work with (17%). Among 30-44 year olds 52% of contacts were inside, 11% were outside and 37% were both inside and outside.
- Among 30-44 year olds, 58% of contacts were at home and 17% were at work. With 25% of contacts a mask was worn and with 21% of contacts there was social distancing and with 28% of contacts hand sanitizer was used before meeting and 17% after meeting.

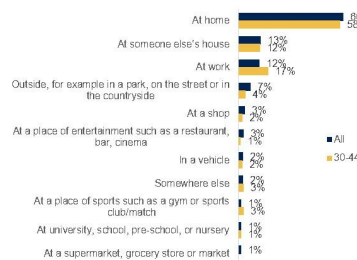
Relationship of contacts



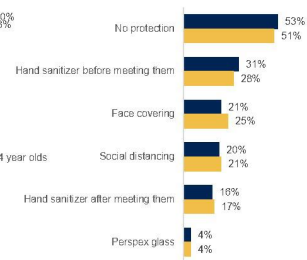
Where contacts have occurred



Location of contacts



Protection used



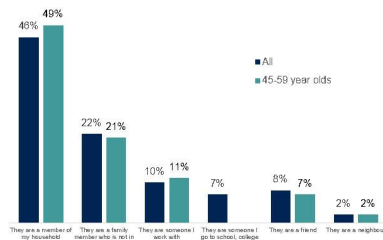
Aged 45-59 year olds

Picture of their contacts

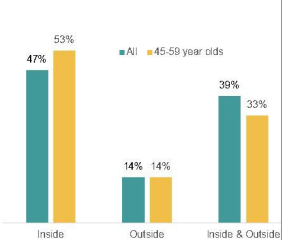
- Overall, 25% of participants were aged 45-59.
- They had 411 contacts and averaged 3.25 contacts (std. deviation 2.728). Minimum number of contacts was 1 and max was 20.
- Compared to all participants those 45-59 were less likely to have had contact with under 15s (11%) and more likely to have contact with 15-34 years olds (36%) and with 35-69 year olds (45%).
- 45-59 year olds are more likely to have contact with family members (49%) and as likely to contact people they work with (11%). Among 45-59 year olds 53% of contacts were inside, 14% were outside and 33% were both inside and outside.
- Among 45-59 year olds, 59% of contacts were at home and 13% were at work. With 20% of contacts a mask was worn and with 24% of contacts there was social distancing and with 31% of contacts hand sanitizer was used before meeting and 14% after meeting.

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Base: Aged 45-59 years old (128)

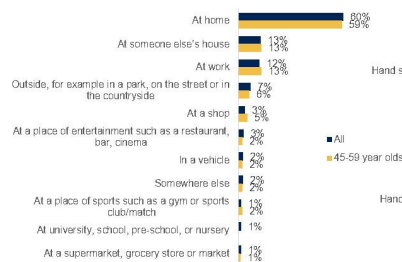
Relationship of contacts



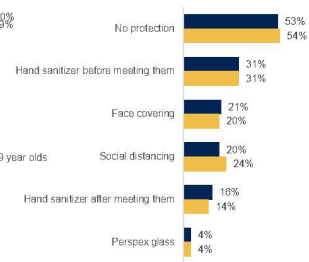
Where contacts have occurred



Location of contacts



Protection used



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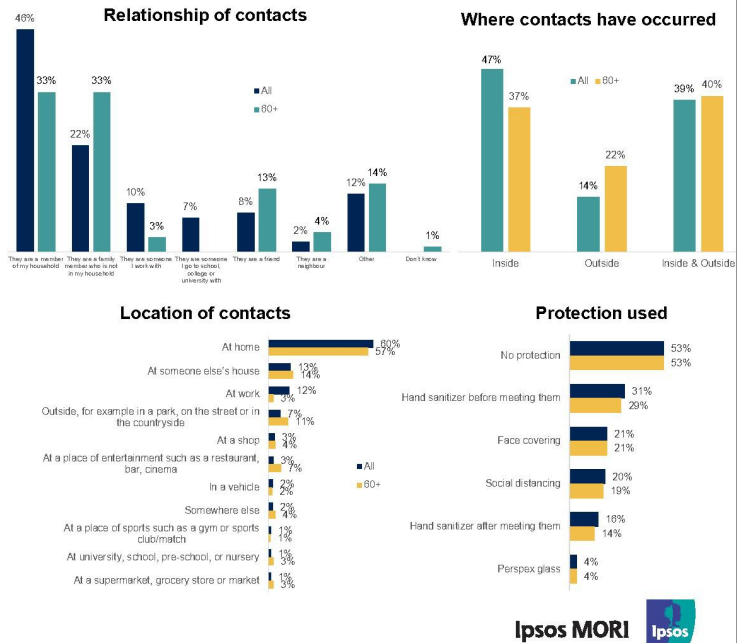


Aged 60+ year olds

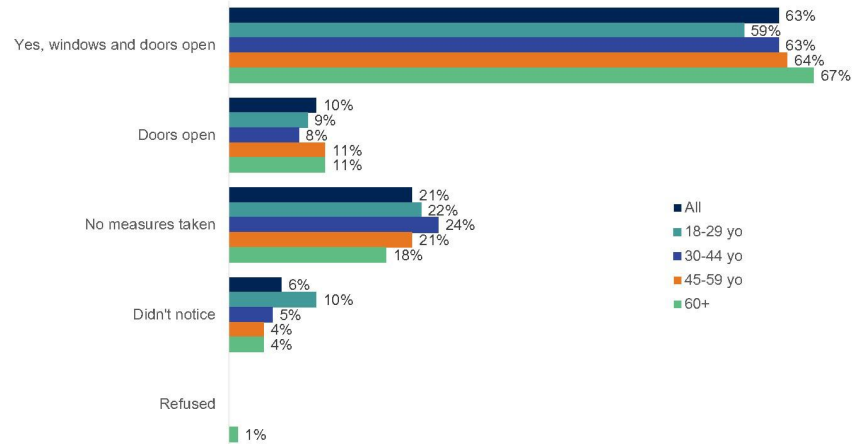
Picture of their contacts

- Overall, 25% of participants were aged 60+.
- They had 397 contacts and averaged 3.39 contacts (std. deviation 2.948). Minimum number of contacts was 1 and max was 20.
- Compared to all participants those 60+ were less likely to have had contact with under 15s (12%) and to have contact with 15-34 years olds (20%) and more likely to have contact with 35-69 year olds (48%) and over 70s (14%).
- 60+s are least likely to have contact with family members in their household (33%) and more likely to have contact with family members who are not in their household (33%). They are more likely to have contact with a friend (13%). Among 60+s, 37% of contacts were inside, 22% were outside and 40% were both inside and outside.
- Among 60+s, 57% of contacts were at home and 14% at someone else's house. With 21% of contacts a mask was worn and with 20% of contacts there was social distancing and with 29% of contacts hand sanitizer was used before meeting and 14% after meeting.

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Base: Aged 60+ years old (137)



Ventilation for inside contacts



Base: All participants (504), 18-29 year olds (128), 30-44 year olds (111), 45-59 year olds (128), 60+ years old (137)

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Close contacts - groups

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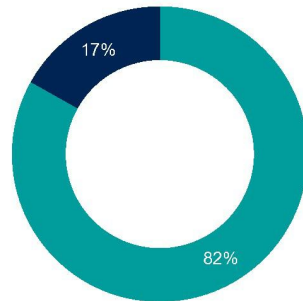
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Extent of group contacts

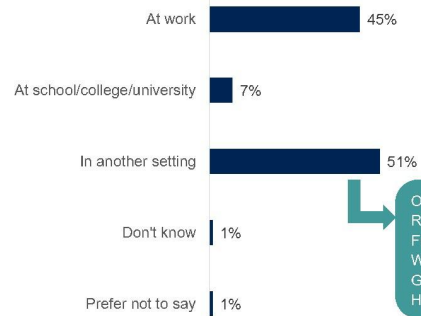
If you were unable to include every single contact (for instance, because you work in a shop and have a large number of contacts in a day), please could you indicate this?

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



Base: 439 adults in Northern Ireland who have had contact with others in the past 24 hours

Where did you meet these people?

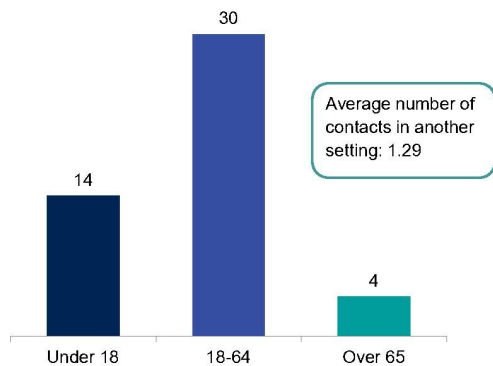


Own home
Relative's home
Friend's home
When shopping
Gym
Hairdresser

Base: 74 adults in Northern Ireland who had contact in a group in the past 24 hours

Contacts in other settings

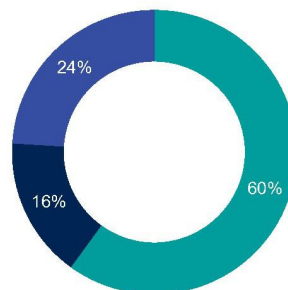
Approximately how many people did you have contact with in another setting?



Base: 37 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

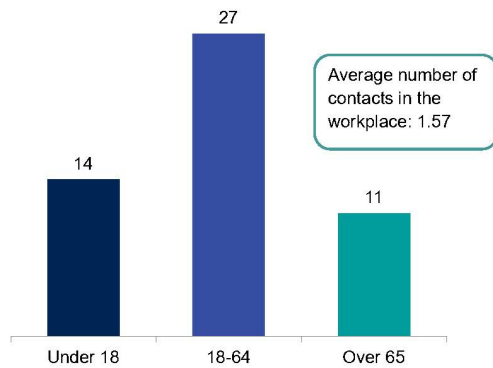
Were you able to take precautions with most of the people in another setting to maintain a social distance?

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



Contacts at work

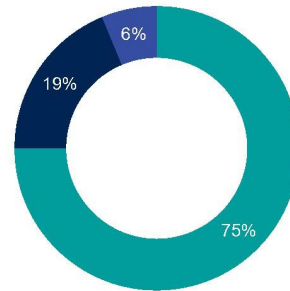
Approximately how many people did you have contact with work?



Base: 33 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



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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

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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.

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

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You act better when you are sure.

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**Thank
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