# Imperial College London

# Covid-19:
# Social Behaviors by age
# Global Report

◥ **Report**  May - June 2020

Insights and trends in people's behaviours related to COVID-19. Brought to you by a team of health and behavioural experts at the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov. These reports are created on a regular basis, following new survey results.

**Institute of
Global Health Innovation**

Covid
Data
Hub

Covid
Data
Hub

# How often are face masks worn by different age groups?

This graph shows the breakdown of face masks usage in different age groups

*Younger individuals (younger than 55 years old) are 1.5x more likely to always wear a face mask compared to respondents in the 70+ age group while the 70+ age group is 2.5x more likely to not wear a mask at all compared the younger individuals*

**Thinking about the last 7 days, how often have you worn a face mask outside your home to protect yourself or others from coronavirus (COVID-19)? (*%)**
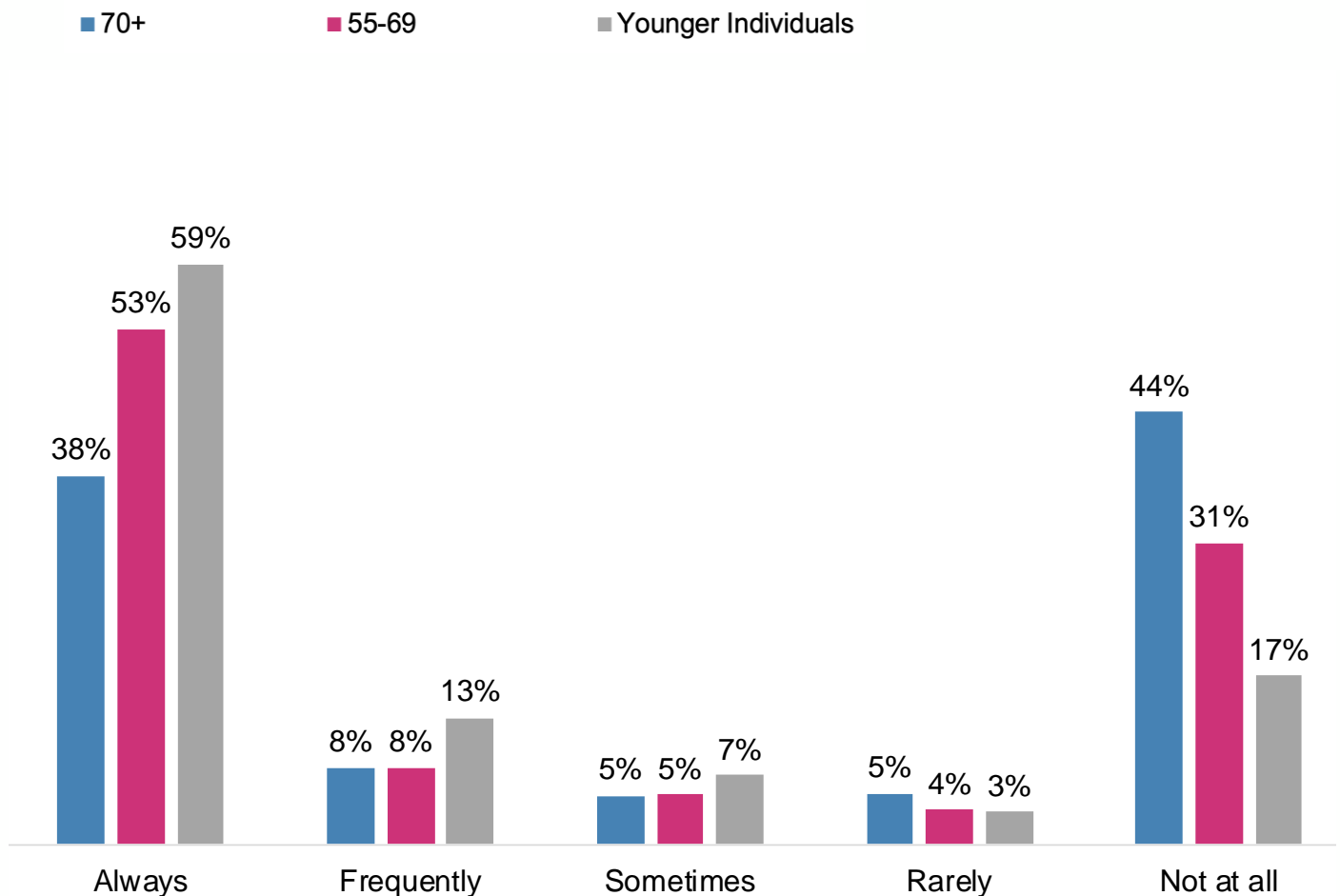
■ 70+          ■ 55-69          ■ Younger Individuals



Survey respondents %:
70+: 6%          55-69: 20%          Younger Individuals: 74%

* Bars of the same colour (representing an age group) add up to 100%

Compare your data with that of 23 other countries, areas or territories on [coviddatahub.com](coviddatahub.com)

Covid
Data
Hub

# What type of masks do different age groups wear?

This graph shows the breakdown of the type of face masks used in different age groups

*Medical masks that were purchased are the most used masks in all age groups, followed by cloth masks that were purchased*

**Which type(s) of face masks did you wear? (*%)**
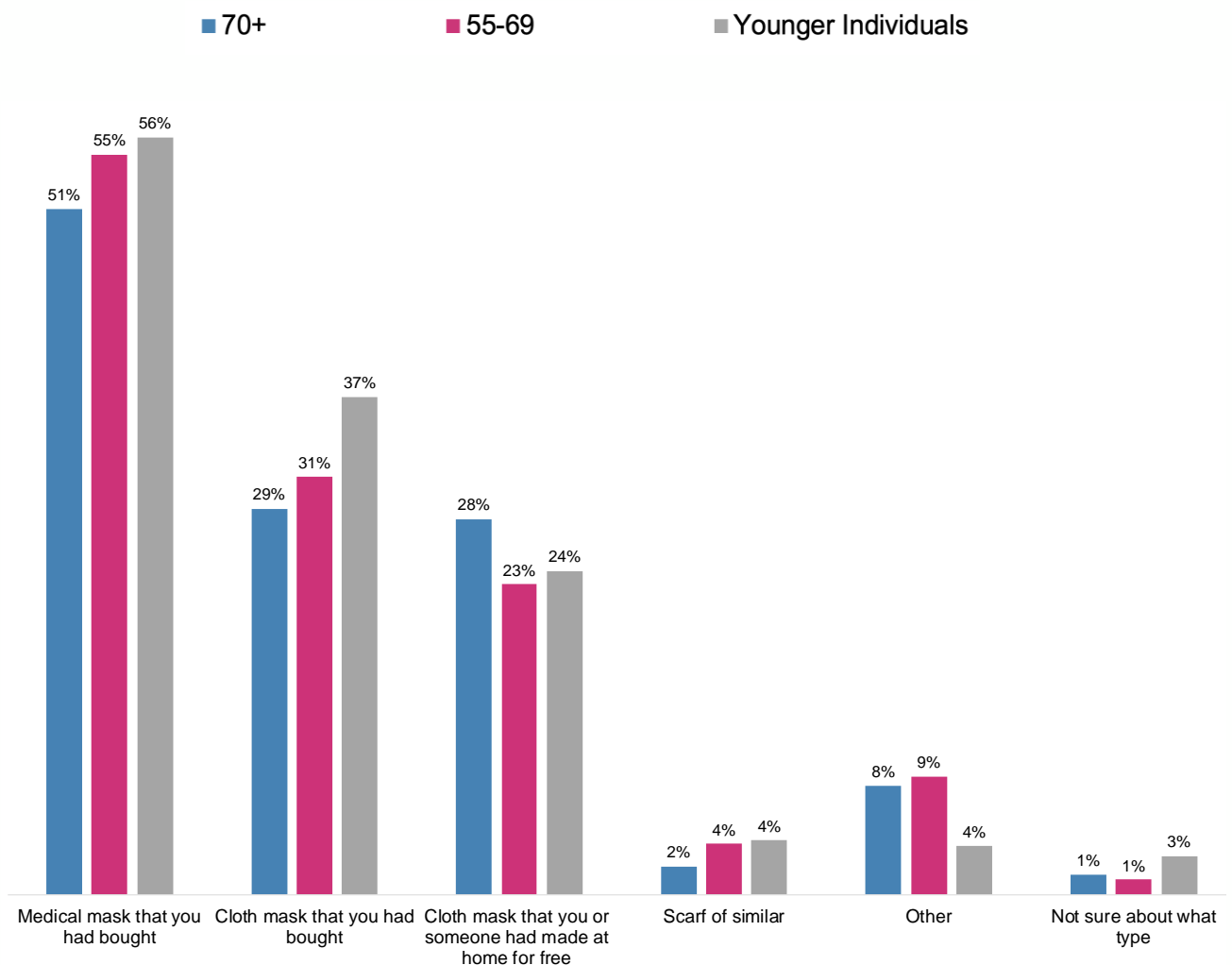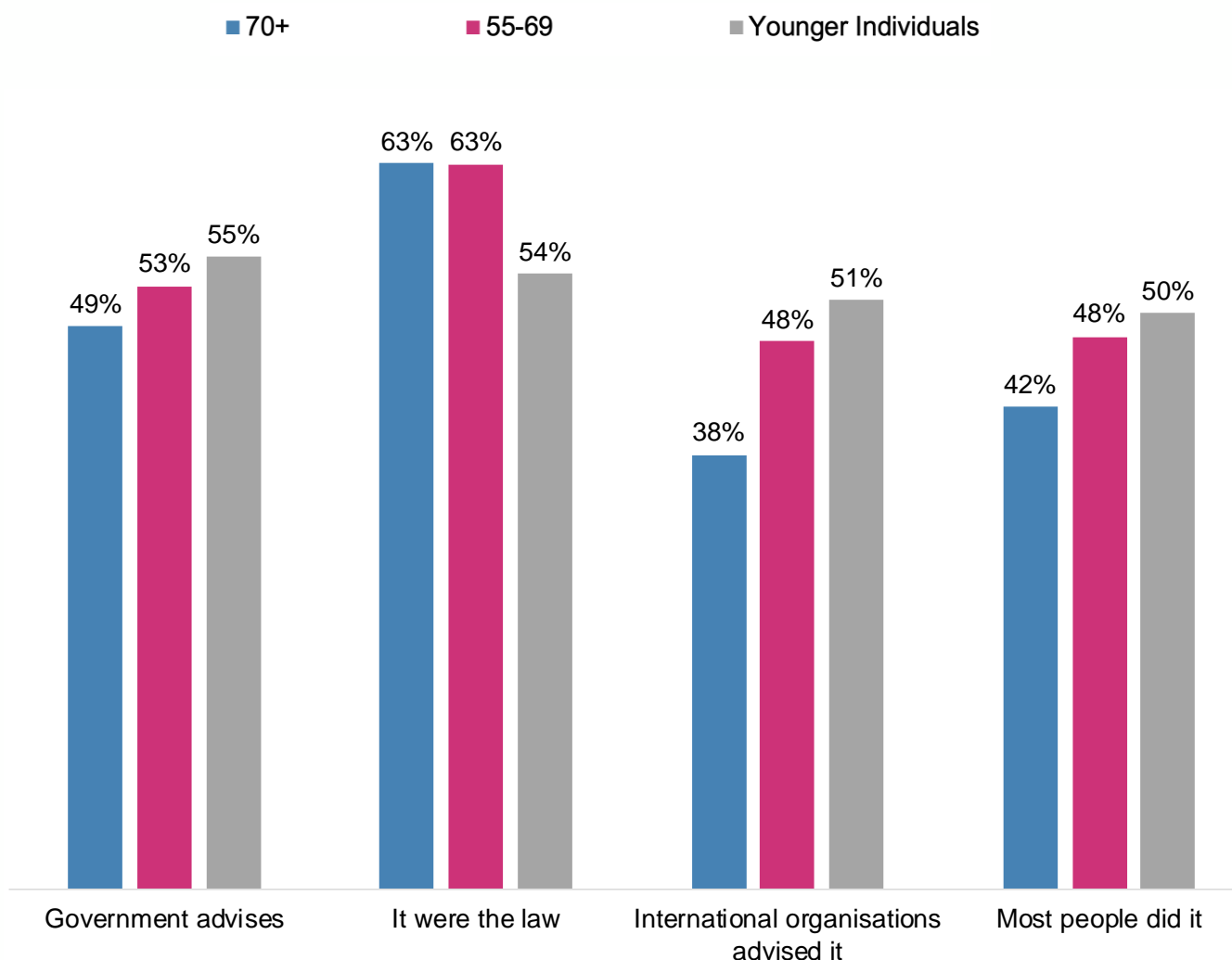
■ 70+          ■ 55-69          ■ Younger Individuals



| | 70+ | 55-69 | Younger Individuals |
|---|---|---|---|
| Medical mask that you had bought | 51% | 55% | 56% |
| Cloth mask that you had bought | 29% | 31% | 37% |
| Cloth mask that you or someone had made at home for free | 28% | 23% | 24% |
| Scarf of similar | 2% | 4% | 4% |
| Other | 8% | 9% | 4% |
| Not sure about what type | 1% | 1% | 3% |

Survey respondents %:
70+: 4%          55-69: 18%          Younger Individuals: 79%

* This is a multiple selection question therefore responses may add up to more than 100% for each age group

Compare your data with that of 23 other countries, areas or territories on    coviddatahub.com

Covid
Data
Hub

# What drives people's willingness to wear a face mask?

This graph shows the breakdown of the age groups that are very willing to wear a face masks

*Requirement by law is the most popular driver for mask wearing across all age groups. Advice by international organisations is the least popular driver among respondents in the 70+ age group*

**How willing or not are you to wear a face mask or covering in…? Very willing responses (*%)**

■ 70+    ■ 55-69    ■ Younger Individuals



| | Government advises | It were the law | International organisations advised it | Most people did it |
|---|---|---|---|---|
| 70+ | 49% | 63% | 38% | 42% |
| 55-69 | 53% | 63% | 48% | 48% |
| Younger Individuals | 55% | 54% | 51% | 50% |

Survey respondents %:
70+: 6%          55-69: 19%     Younger Individuals: 75%

* This is a multiple selection question therefore responses may add up to more than 100% for each age group

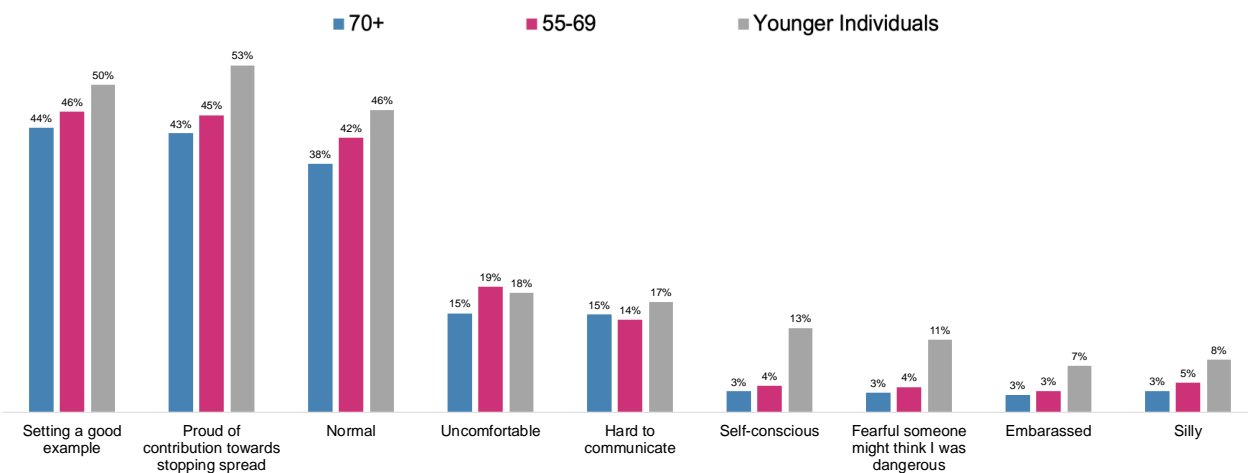Compare your data with that of 23 other countries, areas or territories on    coviddatahub.com

# What are the most common feelings and experiences associated with wearing a mask?
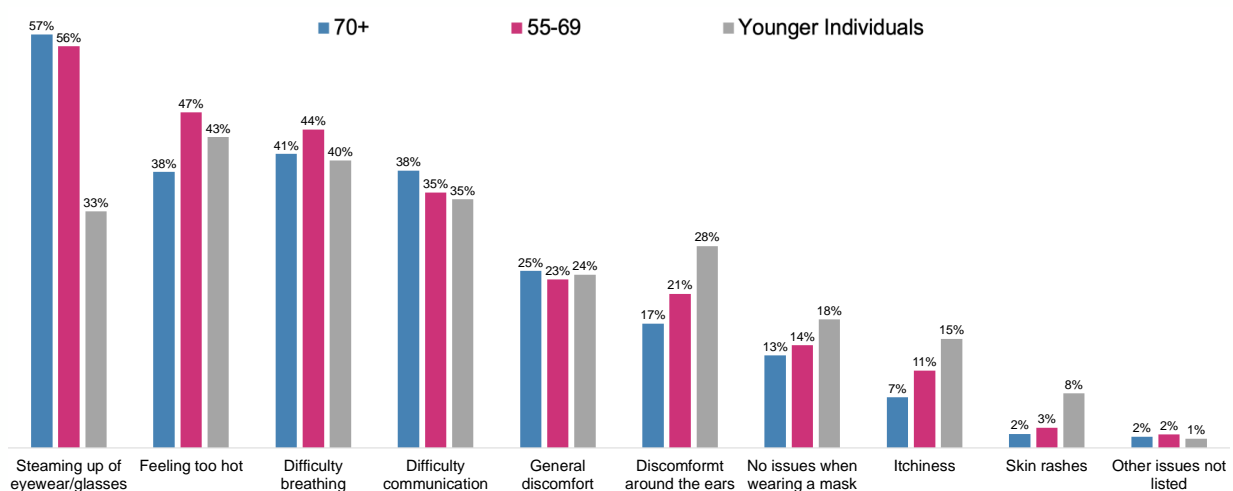
These graphs show experiences and feelings associated with wearing face masks broken down by age groups

*The most common feelings associated with wearing a mask in all age groups are setting a good example and pride, with embarrassment and silliness being the least common feelings. Steaming up of eyewear is the most common experience associated with face mask use in the older age groups while feeling too hot was the most common experience in the younger age group.*

**How did you feel when you wore a face mask? (*%)**



■ 70+    ■ 55-69    ■ Younger Individuals

| | 70+ | 55-69 | Younger Individuals |
|---|---|---|---|
| Setting a good example | 44% | 46% | 50% |
| Proud of contribution towards stopping spread | 43% | 45% | 53% |
| Normal | 38% | 42% | 46% |
| Uncomfortable | 15% | 19% | 18% |
| Hard to communicate | 15% | 14% | 17% |
| Self-conscious | 3% | 4% | 13% |
| Fearful someone might think I was dangerous | 3% | 4% | 11% |
| Embarassed | 3% | 3% | 7% |
| Silly | 3% | 5% | 8% |

**Which of the following, if any, did you experience when using a mask? (*%)**



■ 70+    ■ 55-69    ■ Younger Individuals

| | 70+ | 55-69 | Younger Individuals |
|---|---|---|---|
| Steaming up of eyewear/glasses | 57% | 56% | 33% |
| Feeling too hot | 38% | 47% | 43% |
| Difficulty breathing | 41% | 44% | 40% |
| Difficulty communication | 38% | 35% | 35% |
| General discomfort | 25% | 23% | 24% |
| Discomformt around the ears | 17% | 21% | 28% |
| No issues when wearing a mask | 13% | 14% | 18% |
| Itchiness | 7% | 11% | 15% |
| Skin rashes | 2% | 3% | 8% |
| Other issues not listed | 2% | 2% | 1% |

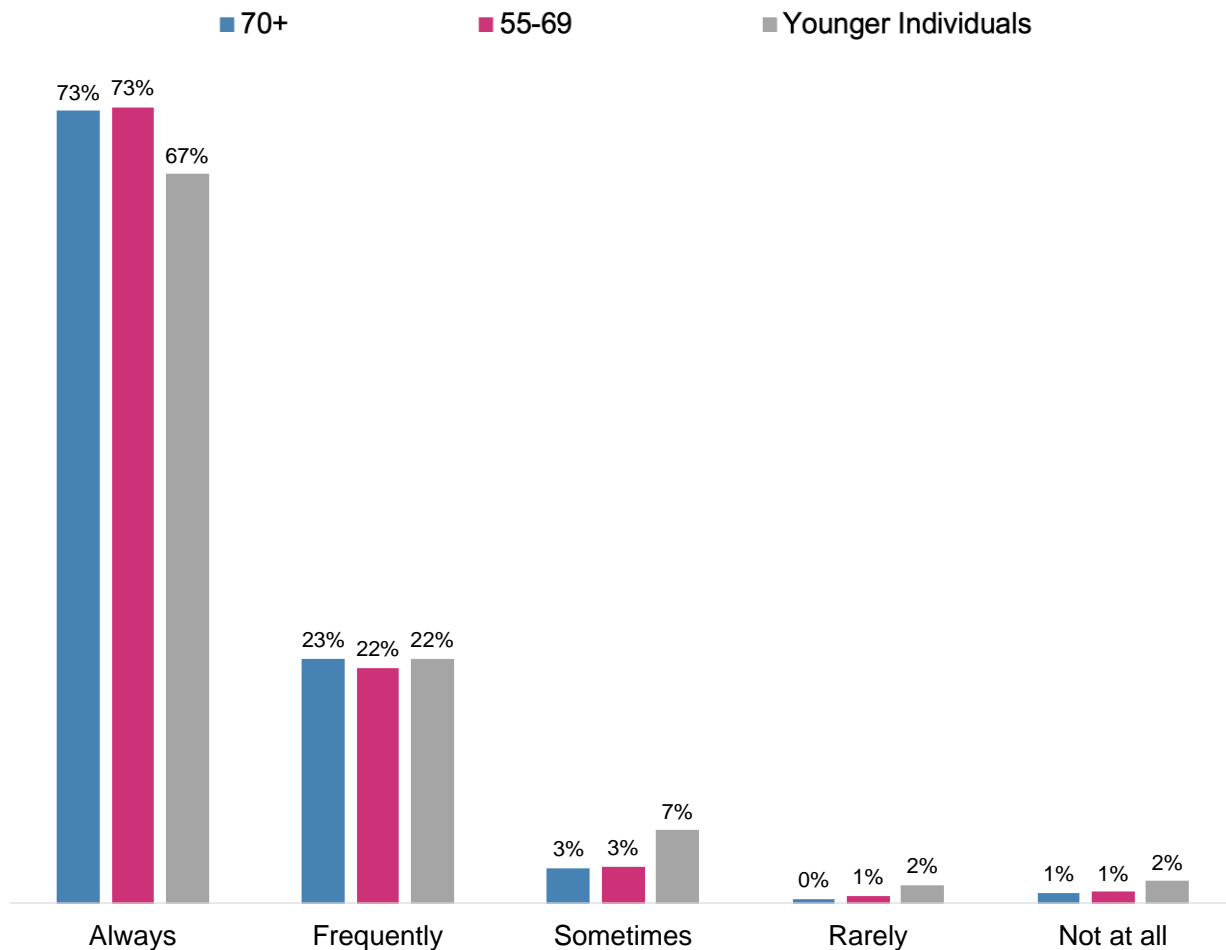Survey respondents %:
70+: 4%          55-69: 18%          Younger Individuals: 79%

* This is a multiple selection question therefore responses may add up to more than 100% for each age group

Compare your data with that of 23 other countries, areas or territories on **coviddatahub.com**

Covid
Data
Hub

# Which age group is more likely to wash their hands to protect themselves from COVID-19?

This graph shows the age group breakdown of responses to frequency of washing hands

*Respondents from older age groups have a slightly higher likelihood of washing their hands to protect themselves from COVID-19. Around 70% of people in all age groups always washed their hands with only 2% or fewer of the respondents in all three age groups reporting not at all washing their hands*

**Thinking about the last 7 days, how often have you washed hands with soap and water to protect yourself or others from coronavirus (COVID-19) (*%)?**

■ 70+          ■ 55-69          ■ Younger Individuals



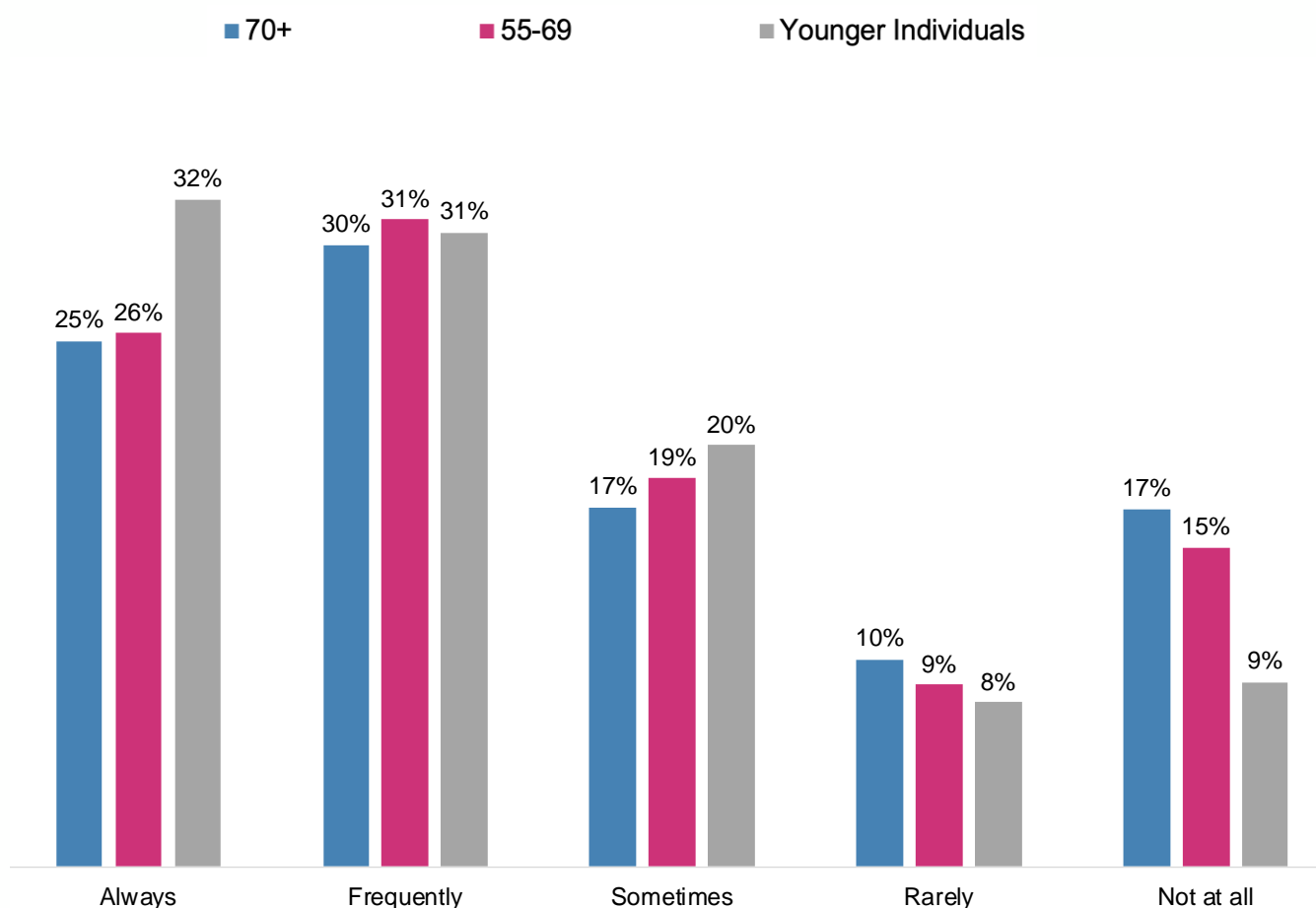| | Always | Frequently | Sometimes | Rarely | Not at all |
|---|---|---|---|---|---|
| 70+ | 73% | 23% | 3% | 0% | 1% |
| 55-69 | 73% | 22% | 3% | 1% | 1% |
| Younger Individuals | 67% | 22% | 7% | 2% | 2% |

Survey respondents %:
70+: 6%          55-69: 20%          Younger Individuals: 74%

* Bars of the same colour (representing an age group) add up to 100%

Compare your data with that of 23 other countries, areas or territories on      coviddatahub.com

Covid Data Hub

# How often do different age groups avoid going out in general?

This graph shows the age breakdown of responses to avoiding going out in general

*The likelihood of avoiding going out decreases with age, with the older age groups being the least likely to avoid it. They have the lowest share of respondents stating they always avoid going out (only 1 in 4) and the highest share of respondents stating they are not avoiding it at all (1 in 5).*

**Thinking about the last 7 days, how often have you avoided going out in general to protect yourself or others from corona virus (COVID-19)? (*%)**

Legend: ■ 70+    ■ 55-69    ■ Younger Individuals

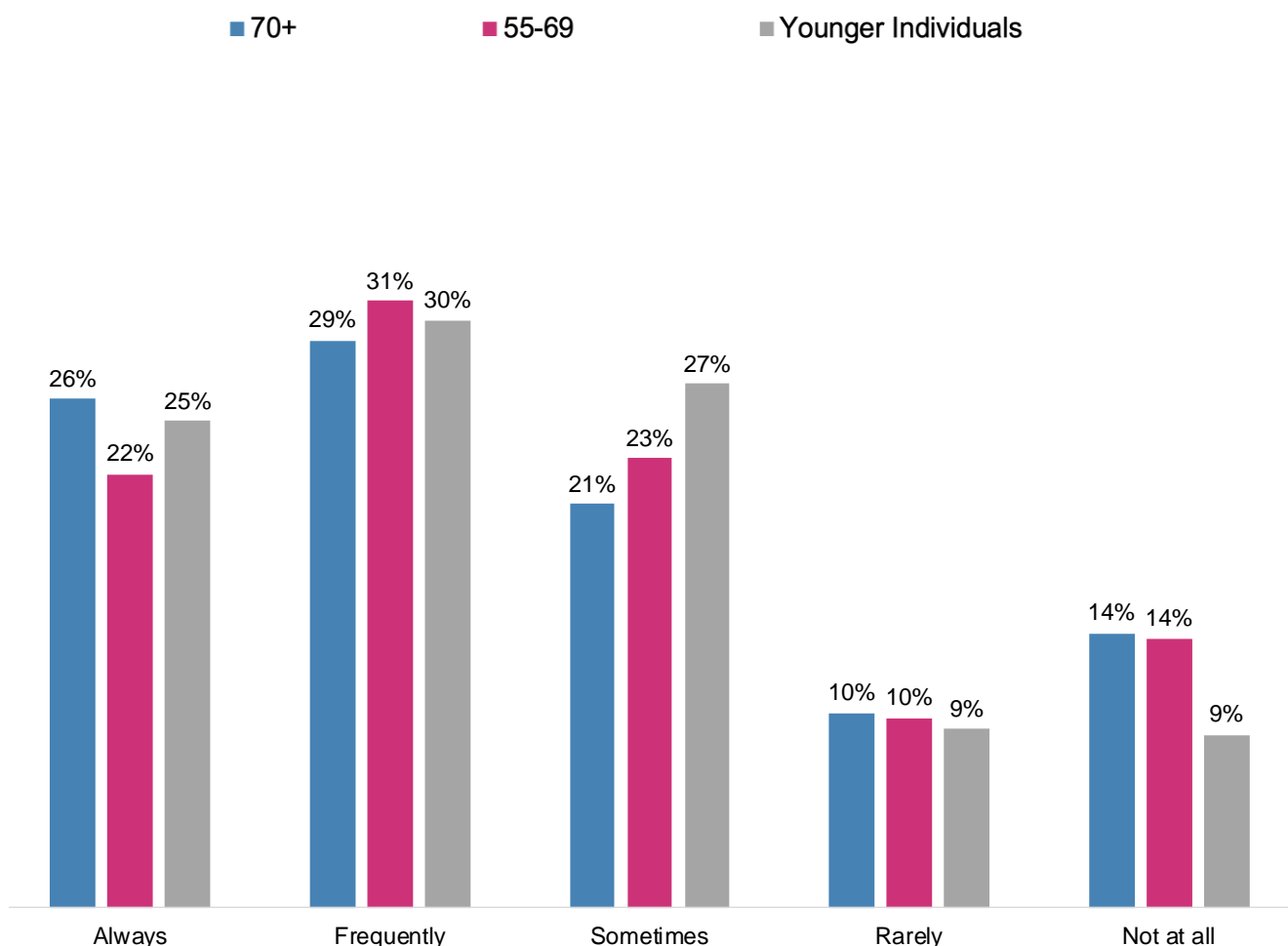| | Always | Frequently | Sometimes | Rarely | Not at all |
|---|---|---|---|---|---|
| 70+ | 25% | 30% | 17% | 10% | 17% |
| 55-69 | 26% | 31% | 19% | 9% | 15% |
| Younger Individuals | 32% | 31% | 20% | 8% | 9% |

Survey respondents %:
70+: 6%    55-69: 20%    Younger Individuals: 74%

* Bars of the same colour (representing an age group) add up to 100%

Compare your data with that of 23 other countries, areas or territories on [coviddatahub.com](coviddatahub.com)

Covid
Data
Hub

# How often do different age groups avoid going to shops?

This graph shows the age breakdown of responses to avoiding going to shops

*Overall, all age groups behave similarly in their avoidance of going to shops to protect themselves from COVID-19. Almost a third of respondents in all age groups reported frequently avoiding it.*

**Thinking about the last 7 days, how often have you avoided going to shops to protect yourself or others from coronavirus (COVID-19)? (*%)**

■ 70+      ■ 55-69      ■ Younger Individuals

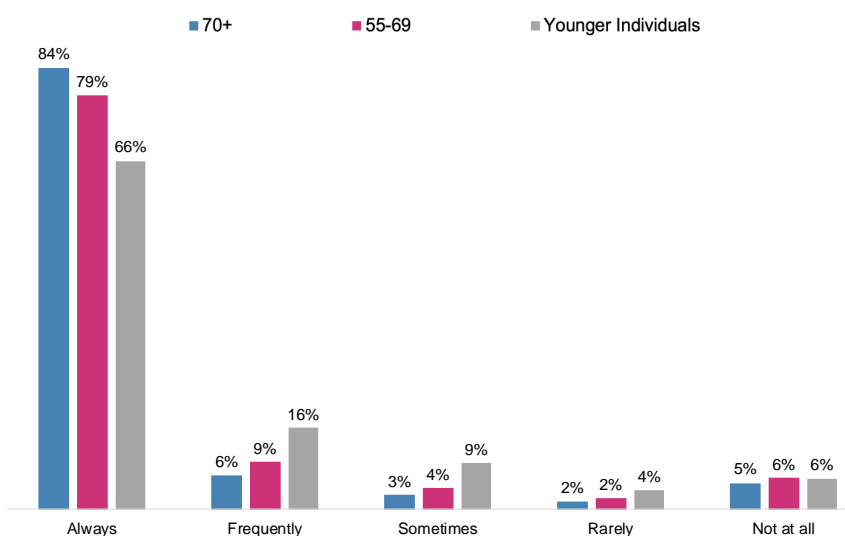| | Always | Frequently | Sometimes | Rarely | Not at all |
|---|---|---|---|---|---|
| 70+ | 26% | 29% | 21% | 10% | 14% |
| 55-69 | 22% | 31% | 23% | 10% | 14% |
| Younger Individuals | 25% | 30% | 27% | 9% | 9% |

Survey respondents %:
70+: 6%          55-69: 20%      Younger Individuals: 74%

* Bars of the same colour (representing an age group) add up to 100%

Compare your data with that of 23 other countries, areas or territories on    coviddatahub.com

**Covid Data Hub**

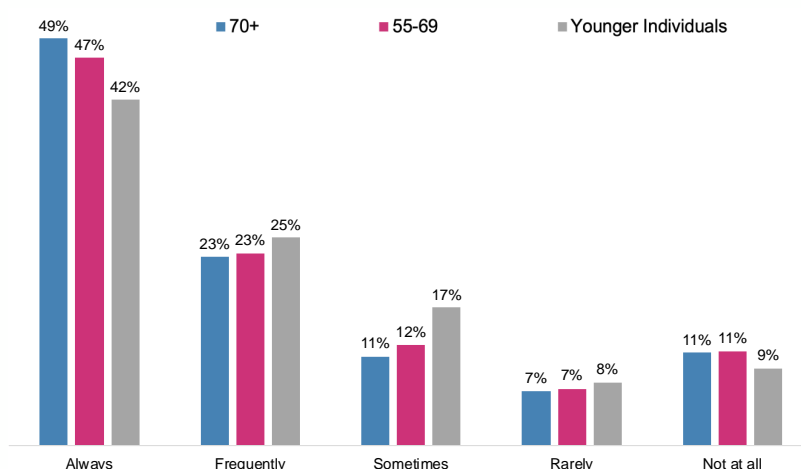# How often do people avoid social gatherings?

These graphs show the age breakdown of responses to avoiding large or small social gatherings

*Respondents from the older age groups are most likely to avoid both types of social gatherings. Larger social gatherings were avoided more than small social gatherings across all three age groups.*

**Thinking about the last 7 days, how often have you avoided large sized social gatherings (more than 10 people) to protect yourself or others from coronavirus (COVID-19)? (*%)**

■ 70+    ■ 55-69    ■ Younger Individuals

| | Always | Frequently | Sometimes | Rarely | Not at all |
|---|---|---|---|---|---|
| 70+ | 84% | 6% | 3% | 2% | 5% |
| 55-69 | 79% | 9% | 4% | 2% | 6% |
| Younger Individuals | 66% | 16% | 9% | 4% | 6% |

**Thinking about the last 7 days, how often have you avoided small social gatherings (not more than 2 people) to protect yourself or others from coronavirus (COVID19)? %**
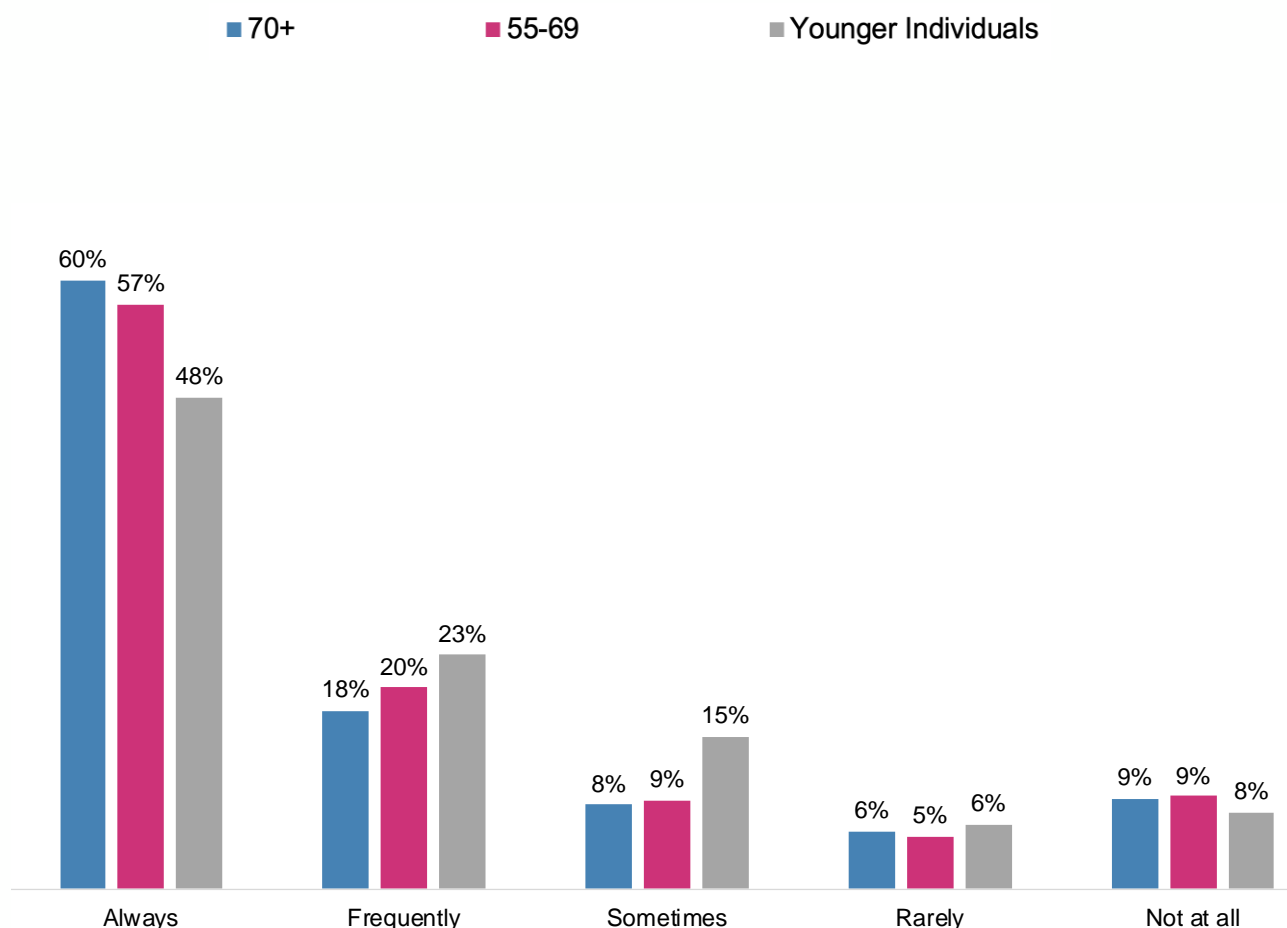
■ 70+    ■ 55-69    ■ Younger Individuals

| | Always | Frequently | Sometimes | Rarely | Not at all |
|---|---|---|---|---|---|
| 70+ | 49% | 23% | 11% | 7% | 11% |
| 55-69 | 47% | 23% | 12% | 7% | 11% |
| Younger Individuals | 42% | 25% | 17% | 8% | 9% |

Survey respondents %:
70+: 6%          55-69: 20%          Younger Individuals: 74%

* Bars of the same colour (representing an age group) add up to 100%

Compare your data with that of 23 other countries, areas or territories on **coviddatahub.com**

Covid
Data
Hub

# How often do different age groups avoid having guests in their homes?

This graph shows the age breakdown of responses to avoiding having guests at home

*Respondents ages 70+ were the most likely to avoid having guests in their home, with 3 in 5 stating they always avoided it. Less than 10% of all age groups reported not avoiding guests at all.*

**Thinking about the last 7 days, how often have you avoided having guests to your home to protect yourself or others from coronavirus (COVID-19)? (*%)**

■ 70+          ■ 55-69          ■ Younger Individuals

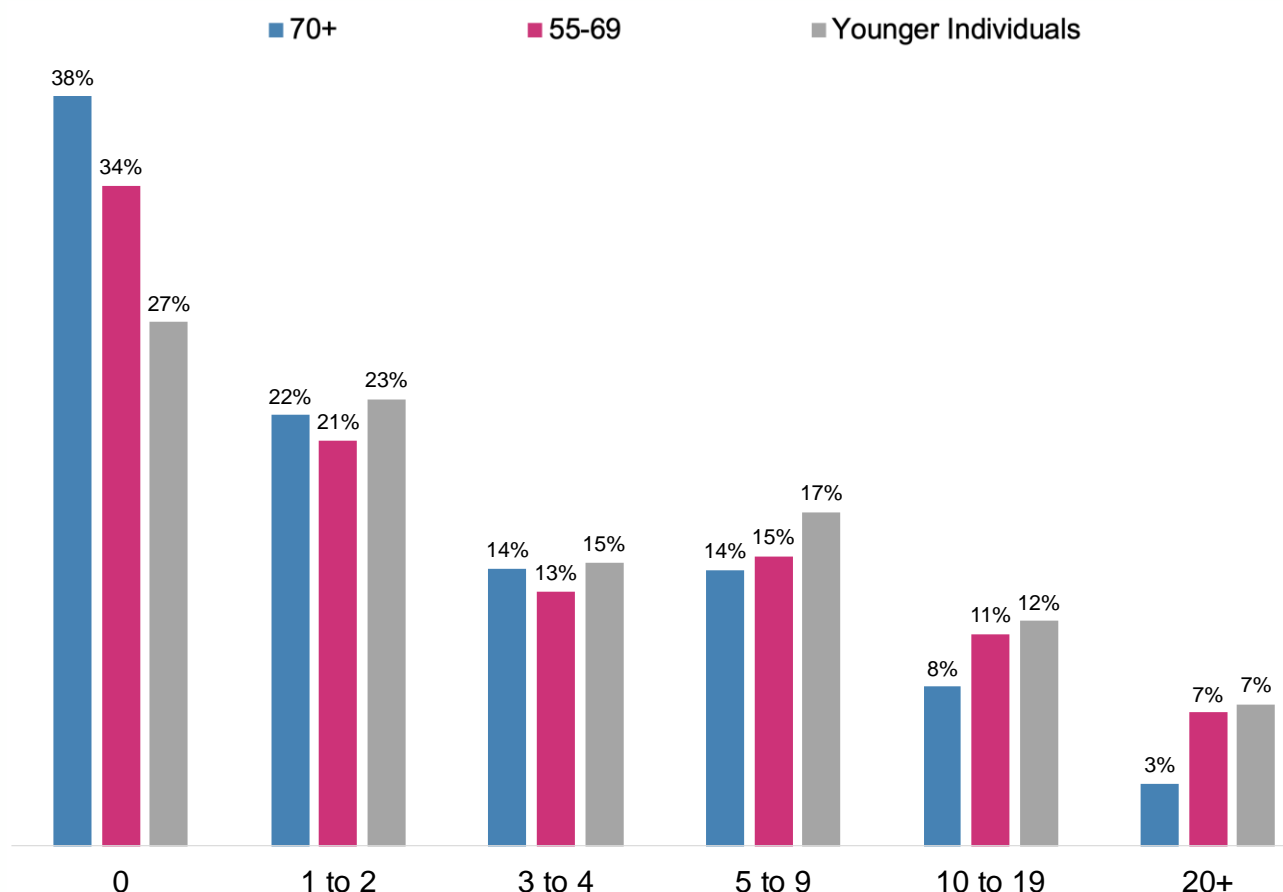| | Always | Frequently | Sometimes | Rarely | Not at all |
|---|---|---|---|---|---|
| 70+ | 60% | 18% | 8% | 6% | 9% |
| 55-69 | 57% | 20% | 9% | 5% | 9% |
| Younger Individuals | 48% | 23% | 15% | 6% | 8% |

Survey respondents %:
70+: 6%          55-69: 20%          Younger Individuals: 74%

* Bars of the same colour (representing an age group) add up to 100%

Compare your data with that of 23 other countries, areas or territories on          coviddatahub.com

Covid
Data
Hub

# How often have people of different age groups come into contact with people outside their household?

This graph shows the age breakdown of responses to the number of physical contacts

*Respondents in the 70+ age group are most likely to not come into contact with people outside of their household at all while respondents in the youngers age group are slightly more likely to do so.*

**Thinking about the last 7 days, how often have you come into physical contact with someone outside your household? (excluding those in your household) (\*%)**

■ 70+     ■ 55-69     ■ Younger Individuals

| | 0 | 1 to 2 | 3 to 4 | 5 to 9 | 10 to 19 | 20+ |
|---|---|---|---|---|---|---|
| 70+ | 38% | 22% | 14% | 14% | 8% | 3% |
| 55-69 | 34% | 21% | 13% | 15% | 11% | 7% |
| Younger Individuals | 27% | 23% | 15% | 17% | 12% | 7% |

Survey respondents %:
70+: 6%         55-69: 20%      Younger Individuals: 74%

\* Bars of the same colour (representing an age group) add up to 100%

Compare your data with that of 23 other countries, areas or territories on    coviddatahub.com

# Countries included in this report

This table shows the countries included in this report and the dates of the survey

*This report looks at globally aggregated data by age group. Three weeks of survey responses for each country were included in this report to increase the sample size of the older age group. All survey responses considered in this report included the week of June 08th-June 14th. The two previous survey results for each country were included. Not all countries had results for every week, hence the exact dates of each survey result varied.*

| Country | Apr 27 – May 03 | May 11 – May 17 | May 18 – May 24 | May 25 – May 31 | June 01 – Jun 07 | June 08 – Jun 14 |
|---|---|---|---|---|---|---|
| Australia | | o | | | o | o |
| Brazil | o | | o | | | o |
| Canada | | o | | | o | o |
| China | | o | | o | | o |
| Denmark | | o | | o | | o |
| Finland | | o | | o | | o |
| France | | o | | o | | o |
| Germany | | o | | o | | o |
| India | | o | | | o | o |
| Indonesia | | o | | o | | o |
| Italy | | o | | o | | o |
| Malaysia | | o | | o | | o |
| Mexico | | o | | o | | o |
| Norway | | o | | o | | o |
| Philippines | | o | | o | | o |
| Saudi Arabia | | o | | o | | o |
| Singapore | | o | | o | | o |
| Spain | | o | | o | | o |
| Sweden | | o | | o | | o |
| Thailand | | o | | o | | o |
| United Arab Emirates | | o | | o | | o |
| United Kingdom | | | | o | o | o |
| United States | | o | | o | | o |
| Vietnam | | o | | o | | o |

Compare your data with that of 23 other countries, areas or territories on [coviddatahub.com](coviddatahub.com)

# About this report

Led by Imperial College London's Institute of Global Health Innovation (IGHI) and YouGov

**Imperial College London**

**Institute of Global Health Innovation**

◤ Professor the Lord Ara Darzi of Denham
Co-Director, IGHI

◤ Melanie Leis
Director, Big Data and Analytical Unit (BDAU), IGHI

◤ Gianluca Fontana
Operations Director and Senior Policy Fellow, IGHI

◤ Dr Hutan Ashrafian
Scientific Advisor, IGHI

◤ Dr David Nabarro
Co-Director, IGHI
Special Envoy of WHO Director General on COVID-19

◤ Sarah P. Jones
Faculty of Medicine, Department of Surgery & Cancer Research Postgraduate

◤ Dr Roberto Fernandez Crespo
Analytics Fellow, BDAU

◤ Dr Manar Shafat
Contributor, BDAU

## Research contributors

**World Happiness Report**

**SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK**
A GLOBAL INITIATIVE FOR THE UNITED NATIONS

Professor John F. Helliwell
Co-editor, World Happiness Report

Vancouver School of Economics at the University of British Columbia, Research Associate of the NBER and Distinguished Fellow of the Canadian Institute for Advanced Research

Professor Jeffrey D. Sachs
Co-editor, World Happiness Report

Director of the Center for Sustainable Development at Columbia University
Director of the UN Sustainable Development Solutions Network and SDG Advocate under Secretary-General António Guterres

Professor the Lord Richard Layard
Co-editor, World Happiness Report

Founder-Director of the Centre for Economics Performance at the London School of Economics
Co-founder of Action for Happiness

Professor Jan-Emmanuel De Neve
Co-editor, World Happiness Report

Director of the Wellbeing Research Centre at University of Oxford
KSI Fellow and Vice-Principal of Harris Manchester College

## Realised by

MADE BY MANY

Contributors to the Imperial College London - YouGov survey include: Professor Helen Ward, Dr. Christina J. Atchinson, Dr. Benjamin C. Lambert, and Gavin Ellison

The Imperial College London - YouGov team wishes to express their grateful support to Stephan Shakespeare, Marcus Roberts, Alex MacIntosh, Chris Curtis, Eir Nolsoe, Sharon Paculor, Lenny Naar, Alice Blencowe, Steve Adams from Visual DJ Ltd. and volunteers from Made by Many: Rebecca Foy, Anna Pagan, Gareth Cozens, Callum Jefferies, Neethu Mathew, Micha Nicheva, Kristof Goossens

## Supporters

**EDELMAN INTELLIGENCE**

Question for the research team? Get in touch here
Press enquiry? Contact Dr. Justine Alford at j.alford@imperial.ac.uk

# Imperial College London

# For more behavioural data on a global level, visit coviddatahub.com to explore our interactive charts

The CovidDataHub.com project is a joint collaboration between the Institute of Global Health Innovation (IGHI) at Imperial College London and YouGov Plc to gather global insights on people's behaviors and life satisfaction in response to COVID-19. The research covers 29 countries, areas or territories and surveys are conducted on a regular basis since the first week of April.

This report is designed to provide insights on how different populations are responding to the pandemic, helping public health bodies in their efforts to limit the impact of the disease. Anonymized respondent level data is generously made available for all public health and academic institutions globally by YouGov Plc at our GitHub site.

In collaboration with

**Institute of Global Health Innovation**

**YouGov**

**WHR** World Happiness Report