Imperial College London

Covid-19:
Social behaviors by age
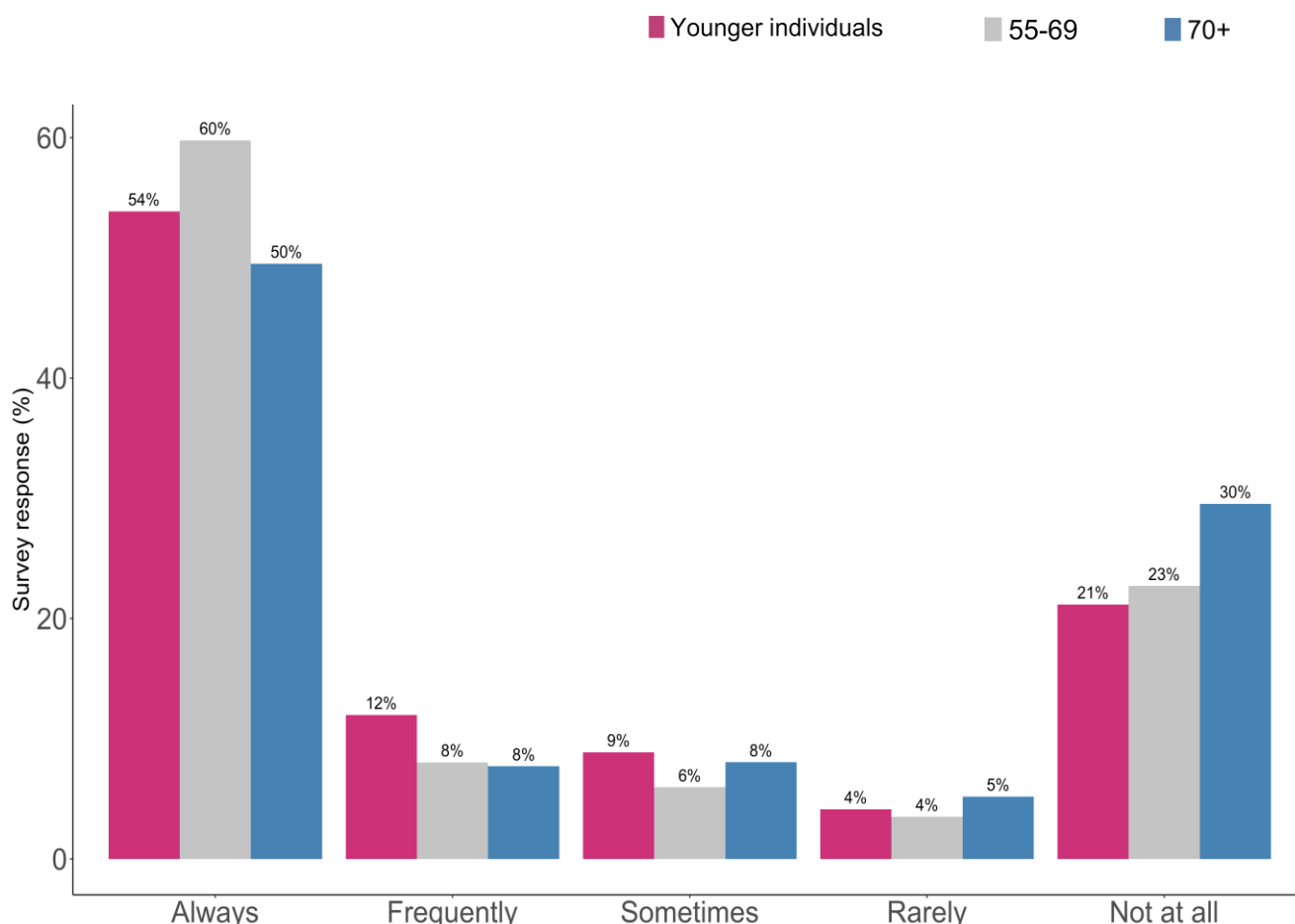# Global Report

◤ **Report** September-October 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.

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How often are face masks worn by different age groups?

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

Individuals between the ages of 55 and 69 are the most likely to always wear a face mask outside their home. Respondents 70-years old and above are the most likely not to wear a mask outside at all.

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)? (*%)

■ Younger individuals   ▨ 55-69   ■ 70+

Survey response (%)

	Always	Frequently	Sometimes	Rarely	Not at all
Younger individuals	54%	12%	9%	4%	21%
55-69	60%	8%	6%	4%	23%
70+	50%	8%	8%	5%	30%

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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

Compare your data with that of 15 other countries, areas or territories on   coviddatahub.com
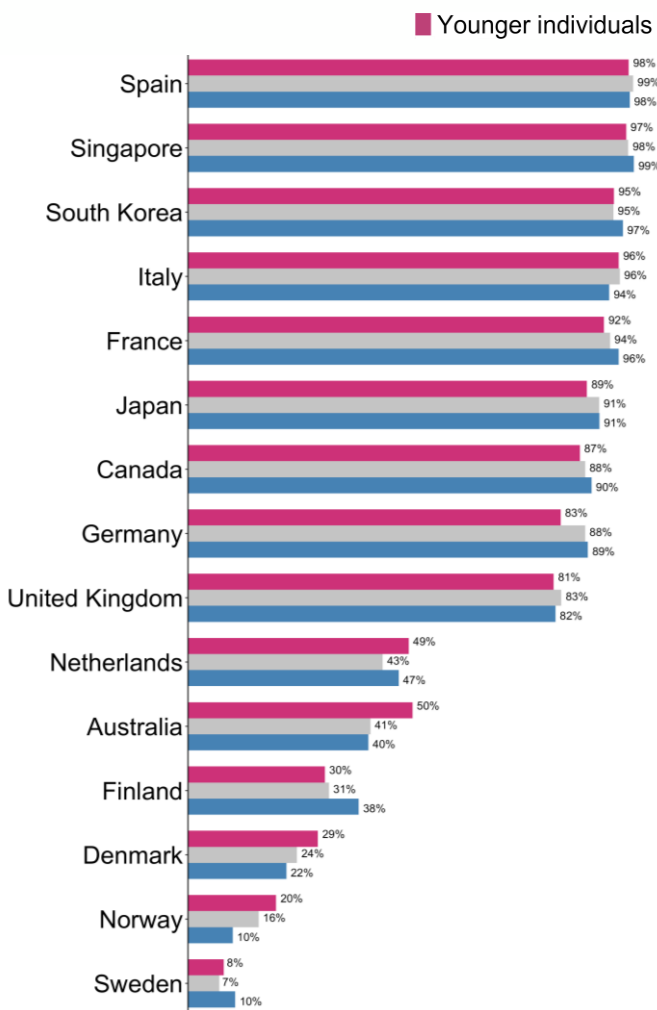
How often do respondents of different age groups and countries wear face masks?

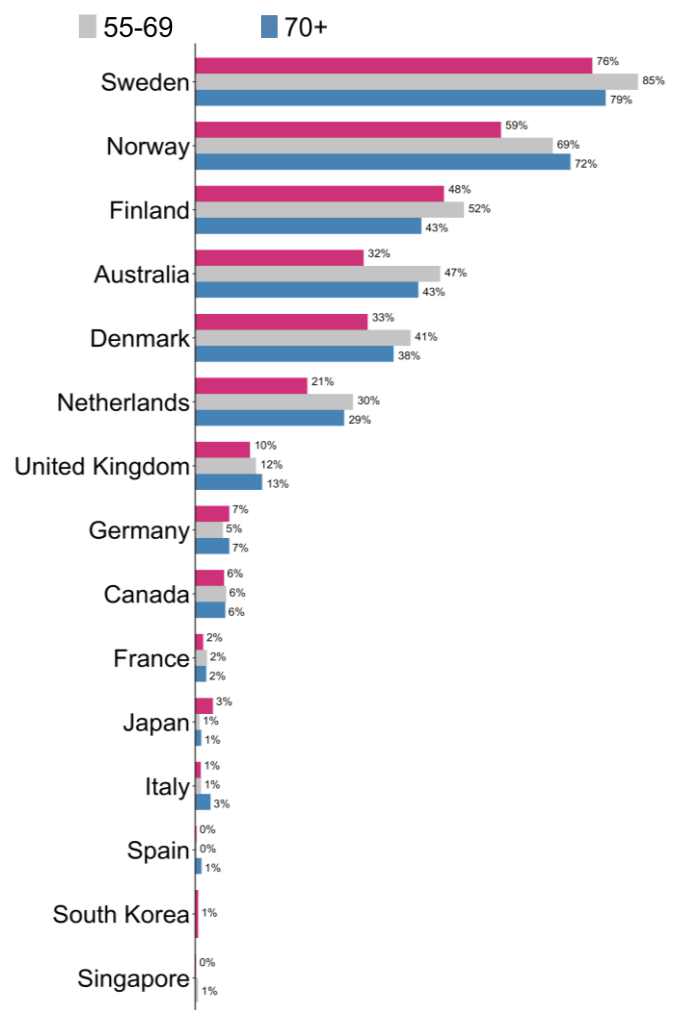These graph show the country and age breakdown of face mask usage

There are two groups of countries: those where more than 80% of the respondents of all age groups 'always' or 'frequently' wear face masks (9 countries), and those where 50% or less of respondents do (6 countries). Within each country, variations by age groups are not large. Spain has the greatest number of respondents who always wear face masks, while Sweden has the least.

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

Country breakdown of respondents who answered 'Always' or 'Frequently' (%)

**Country breakdown of respondents who answered 'Rarely' or 'Nota at all' (%)**

■ Younger individuals   ■ 55-69   ■ 70+

Left chart — 'Always' or 'Frequently' (%):

Country	Younger individuals	55-69	70+
Spain	98%	99%	98%
Singapore	97%	98%	99%
South Korea	95%	95%	97%
Italy	96%	96%	94%
France	92%	94%	96%
Japan	89%	91%	91%
Canada	87%	88%	90%
Germany	83%	88%	89%
United Kingdom	81%	83%	82%
Netherlands	49%	43%	47%
Australia	50%	41%	40%
Finland	30%	31%	38%
Denmark	29%	24%	22%
Norway	20%	16%	10%
Sweden	8%	7%	10%

Right chart — 'Rarely' or 'Nota at all' (%):

Country	Younger individuals	55-69	70+
Sweden	76%	85%	79%
Norway	59%	69%	72%
Finland	48%	52%	43%
Australia	32%	47%	43%
Denmark	33%	41%	38%
Netherlands	21%	30%	29%
United Kingdom	10%	12%	13%
Germany	7%	5%	7%
Canada	6%	6%	6%
France	2%	2%	2%
Japan	3%	1%	1%
Italy	1%	1%	3%
Spain	0%	0%	1%
South Korea		1%	
Singapore		0%	1%

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

Compare your data with that of 15 other countries, areas or territories on coviddatahub.com

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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. Over 60% of people in all age groups always washed their hands with only 3% 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) (*%)?
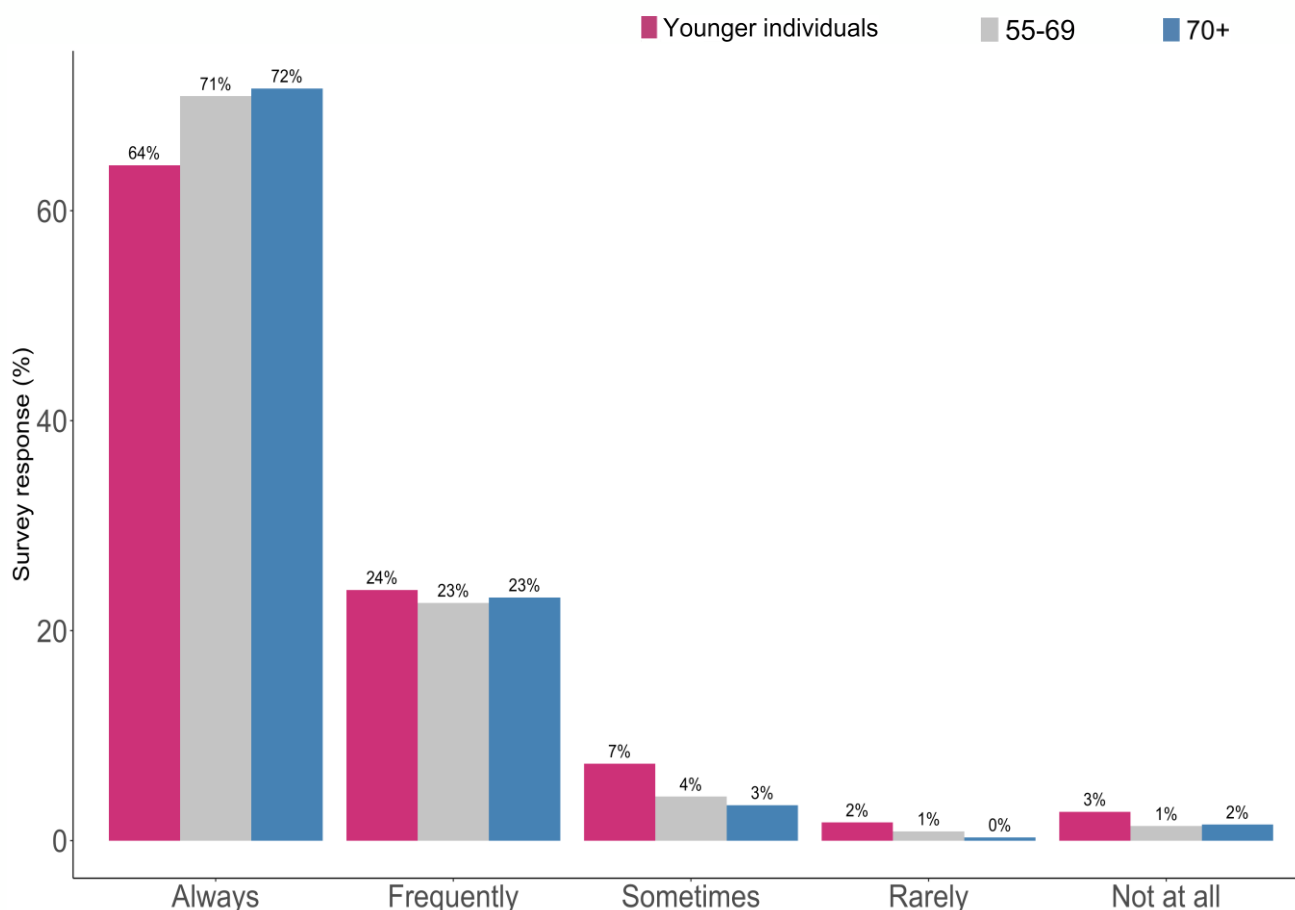
■ Younger individuals   ▨ 55-69   ■ 70+

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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

Compare your data with that of 15 other countries, areas or territories on   coviddatahub.com

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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 is relatively constant among all ages, with 13-14% of all respondents saying they always avoid going out and 23-28% responding they do not avoid going out at all . Individuals aged 70+ are the most likely to not at all avoid going out.

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)? (*%)

■ Younger individuals   ■ 55-69   ■ 70+

Survey response (%)

	Always	Frequently	Sometimes	Rarely	Not at all
Younger individuals	13%	23%	26%	15%	23%
55-69	14%	24%	23%	13%	26%
70+	14%	25%	21%	14%	28%

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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

Compare your data with that of 15 other countries, areas or territories on **coviddatahub.com**
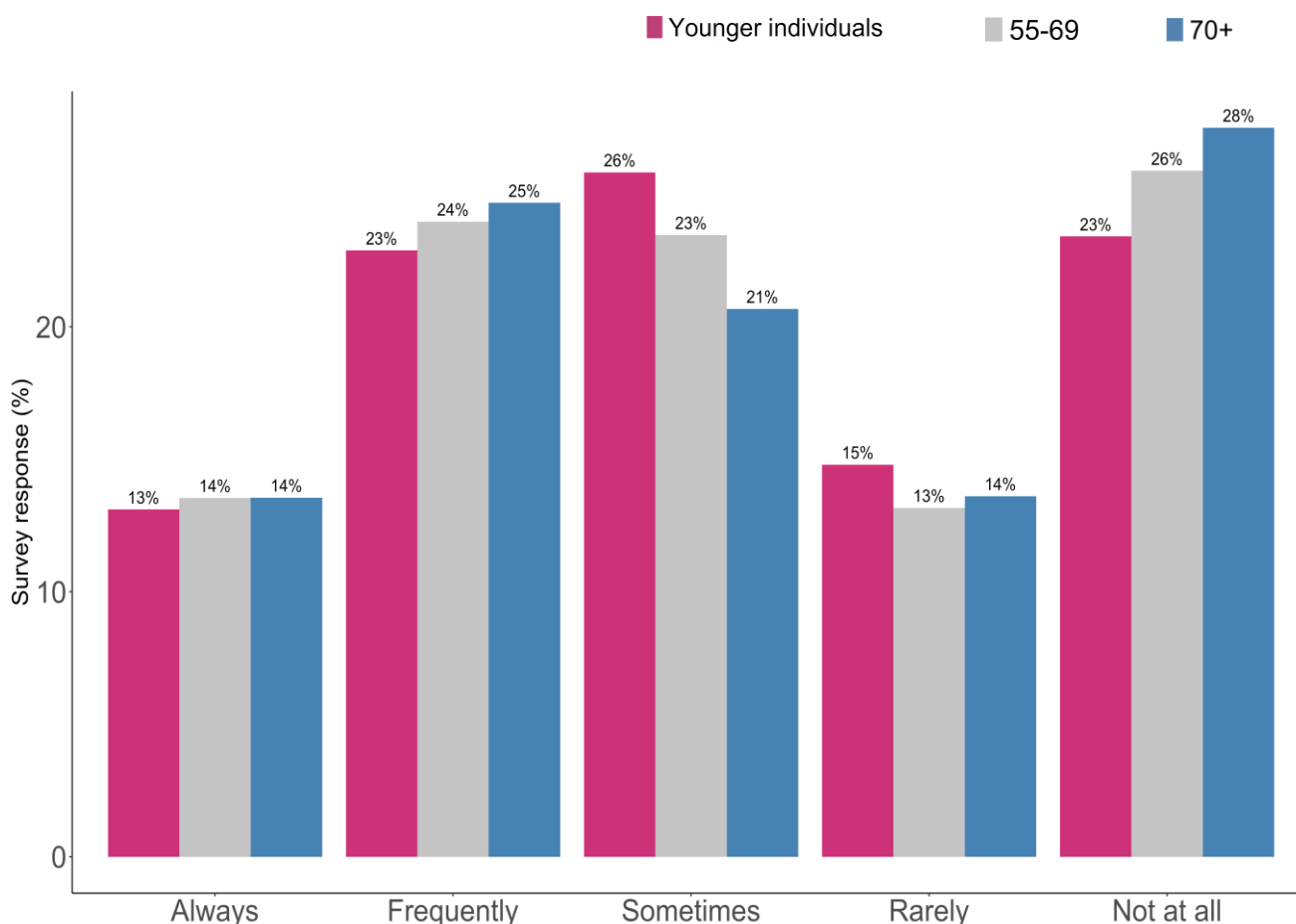
How often do respondents of different age groups and countries avoid going out in general?
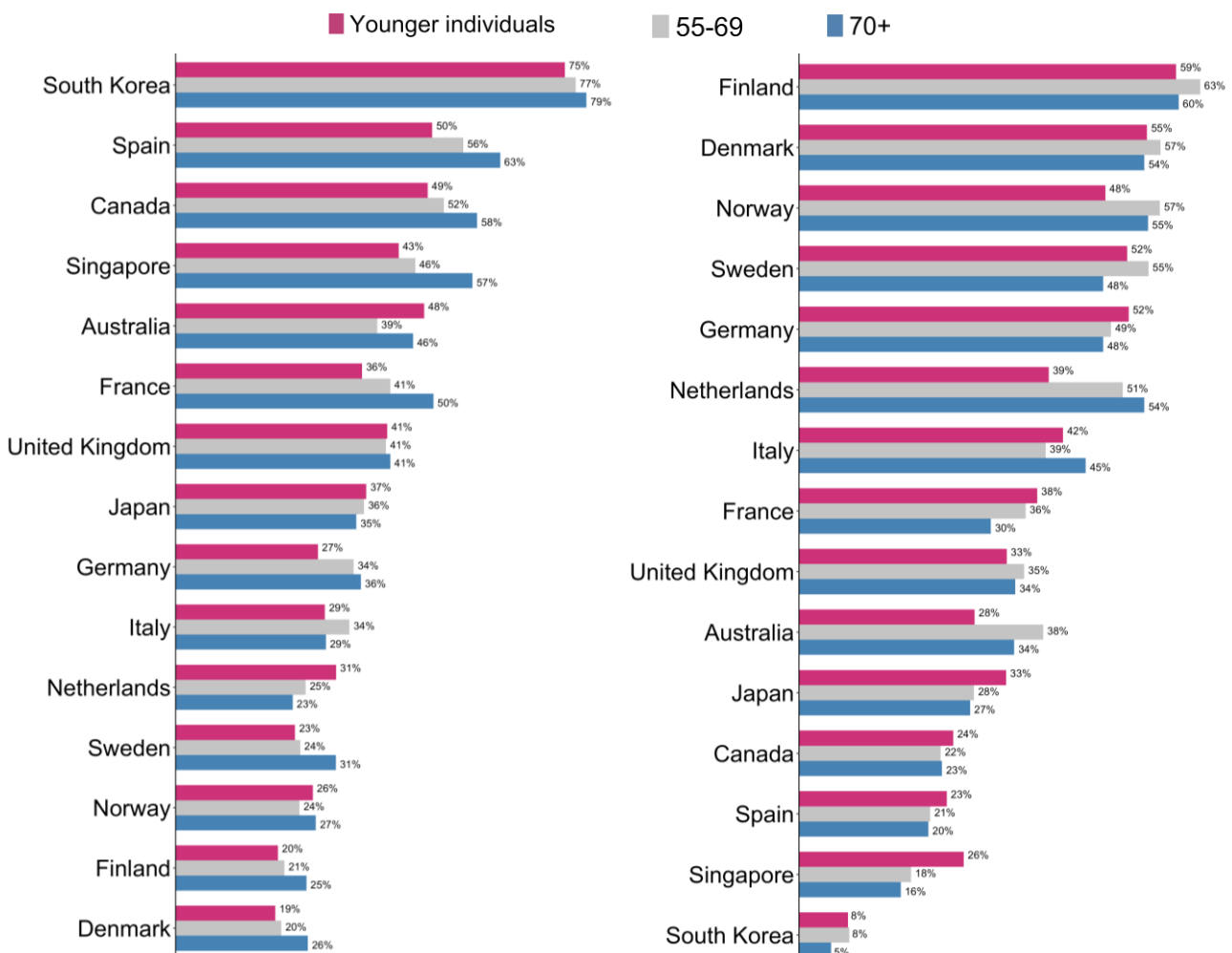
These graphs show the country and age breakdown of responses to avoiding going out in general

In most countries, the 70+ age group are more likely to always or frequently avoid going out in general compared to the other age groups. Finland has the highest share of respondents of all age groups who reported rarely or not at all avoiding going out in general.

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)? (%)

Country breakdown of respondents who answered 'Always' or 'Frequently' (%)

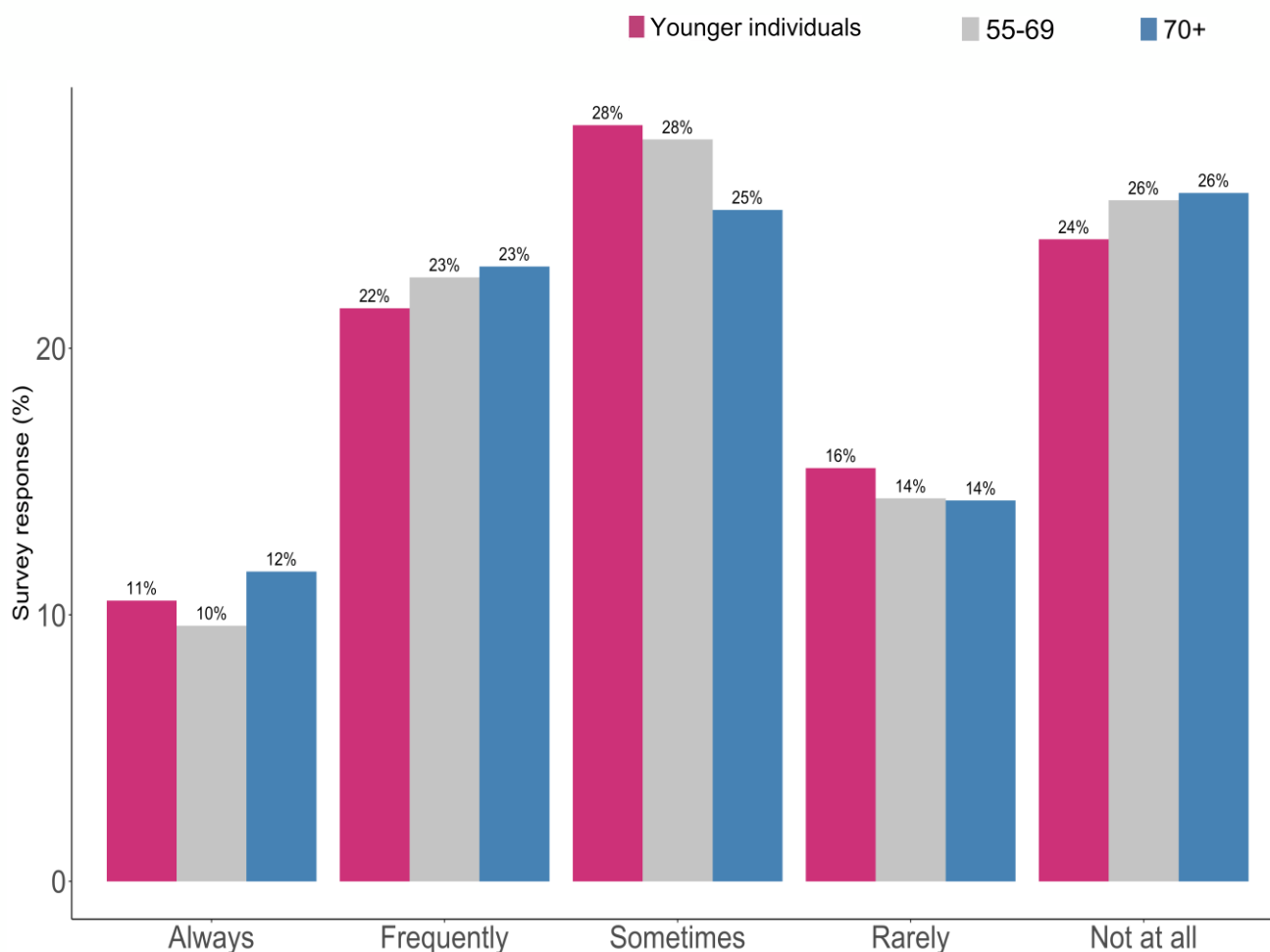**Country breakdown of respondents who answered 'Rarely' or 'Nota at all' (%)**

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

Left chart:
- South Korea: 75%, 77%, 79%
- Spain: 50%, 56%, 63%
- Canada: 49%, 52%, 58%
- Singapore: 43%, 46%, 57%
- Australia: 48%, 39%, 46%
- France: 36%, 41%, 50%
- United Kingdom: 41%, 41%, 41%
- Japan: 37%, 36%, 35%
- Germany: 27%, 34%, 36%
- Italy: 29%, 34%, 29%
- Netherlands: 31%, 25%, 23%
- Sweden: 23%, 24%, 31%
- Norway: 26%, 24%, 27%
- Finland: 20%, 21%, 25%
- Denmark: 19%, 20%, 26%

Right chart:
- Finland: 59%, 63%, 60%
- Denmark: 55%, 57%, 54%
- Norway: 48%, 57%, 55%
- Sweden: 52%, 55%, 48%
- Germany: 52%, 49%, 48%
- Netherlands: 39%, 51%, 54%
- Italy: 42%, 39%, 45%
- France: 38%, 36%, 30%
- United Kingdom: 33%, 35%, 34%
- Australia: 28%, 38%, 34%
- Japan: 33%, 28%, 27%
- Canada: 24%, 22%, 23%
- Spain: 23%, 21%, 20%
- Singapore: 26%, 18%, 16%
- South Korea: 8%, 8%, 5%

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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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. About a quarter of respondents in all age groups reported not at all avoiding it, while around 10% reported always 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)? (*%)

■ Younger individuals ■ 55-69 ■ 70+

	Always	Frequently	Sometimes	Rarely	Not at all
Younger individuals	11%	22%	28%	16%	24%
55-69	10%	23%	28%	14%	26%
70+	12%	23%	25%	14%	26%

Survey response (%)

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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

Compare your data with that of 15 other countries, areas or territories on   coviddatahub.com

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# 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)? (*%)

■ Younger individuals   ▨ 55-69   ■ 70+
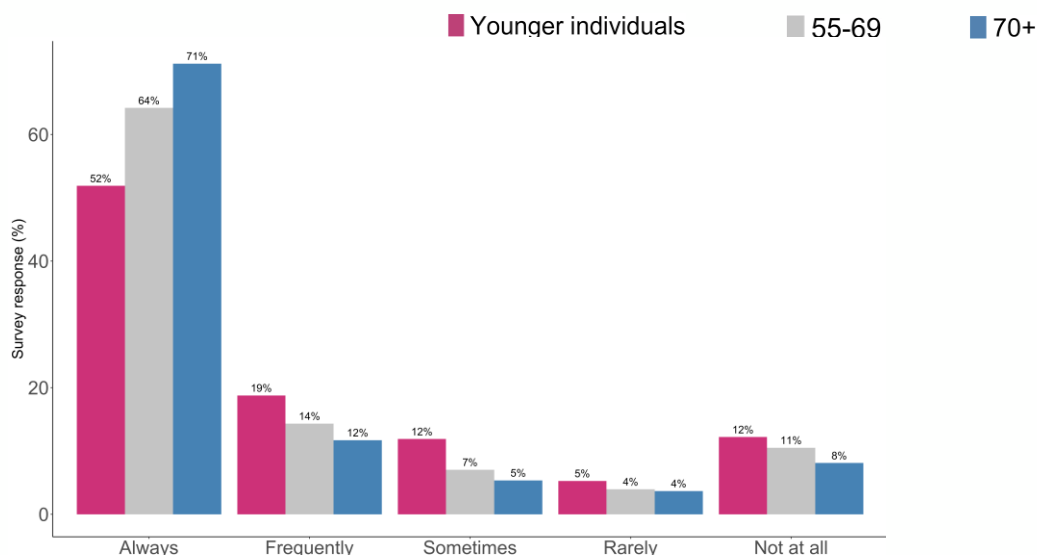
Thinking about the last 7 days, how often have you avoided small social gatherings (not more than 2 people) to protect yourself or others from coronavirus (COVID-19)? (*%)
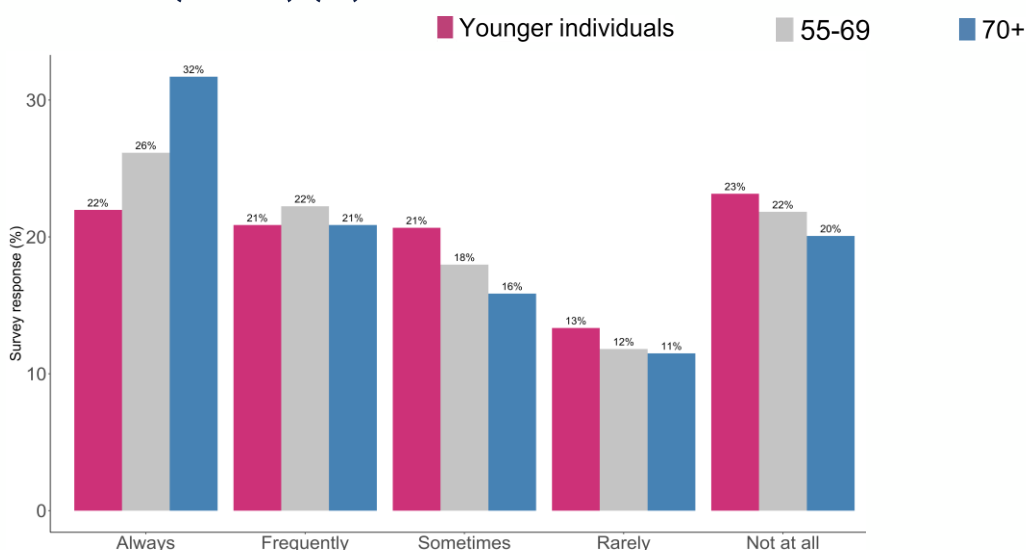
■ Younger individuals   ▨ 55-69   ■ 70+

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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

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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 1 in 3 stating they always avoided it. 17-18% 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)? (*%)
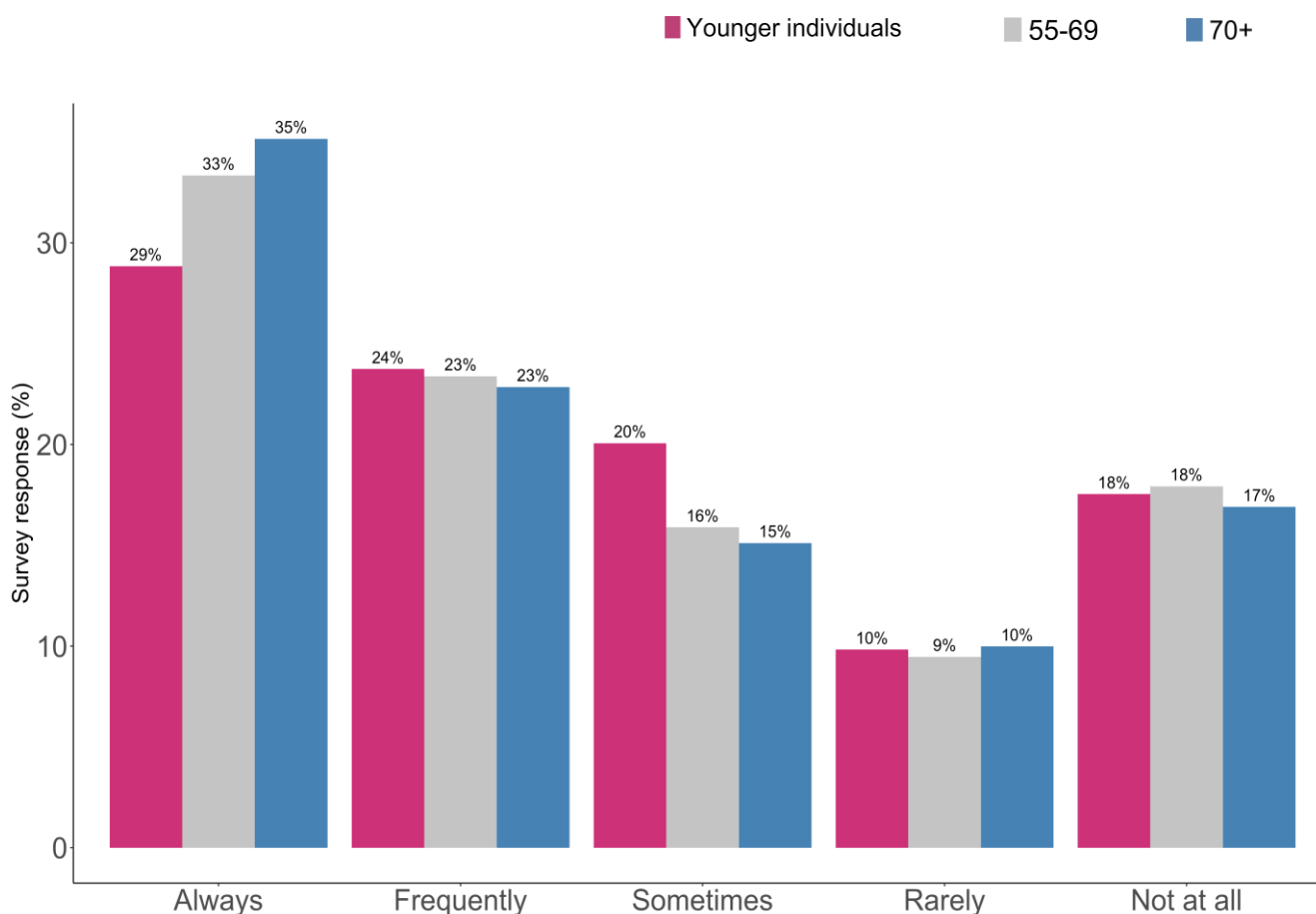
■ Younger individuals ■ 55-69 ■ 70+

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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

Compare your data with that of 15 other countries, areas or territories on **coviddatahub.com**

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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) (*%)

■ Younger individuals ☐ 55-69 ■ 70+

Survey respondents %:
Younger Individuals: 61.7%   55-69: 29.2%   70+: 9.1%

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

Compare your data with that of 15 other countries, areas or territories on coviddatahub.com
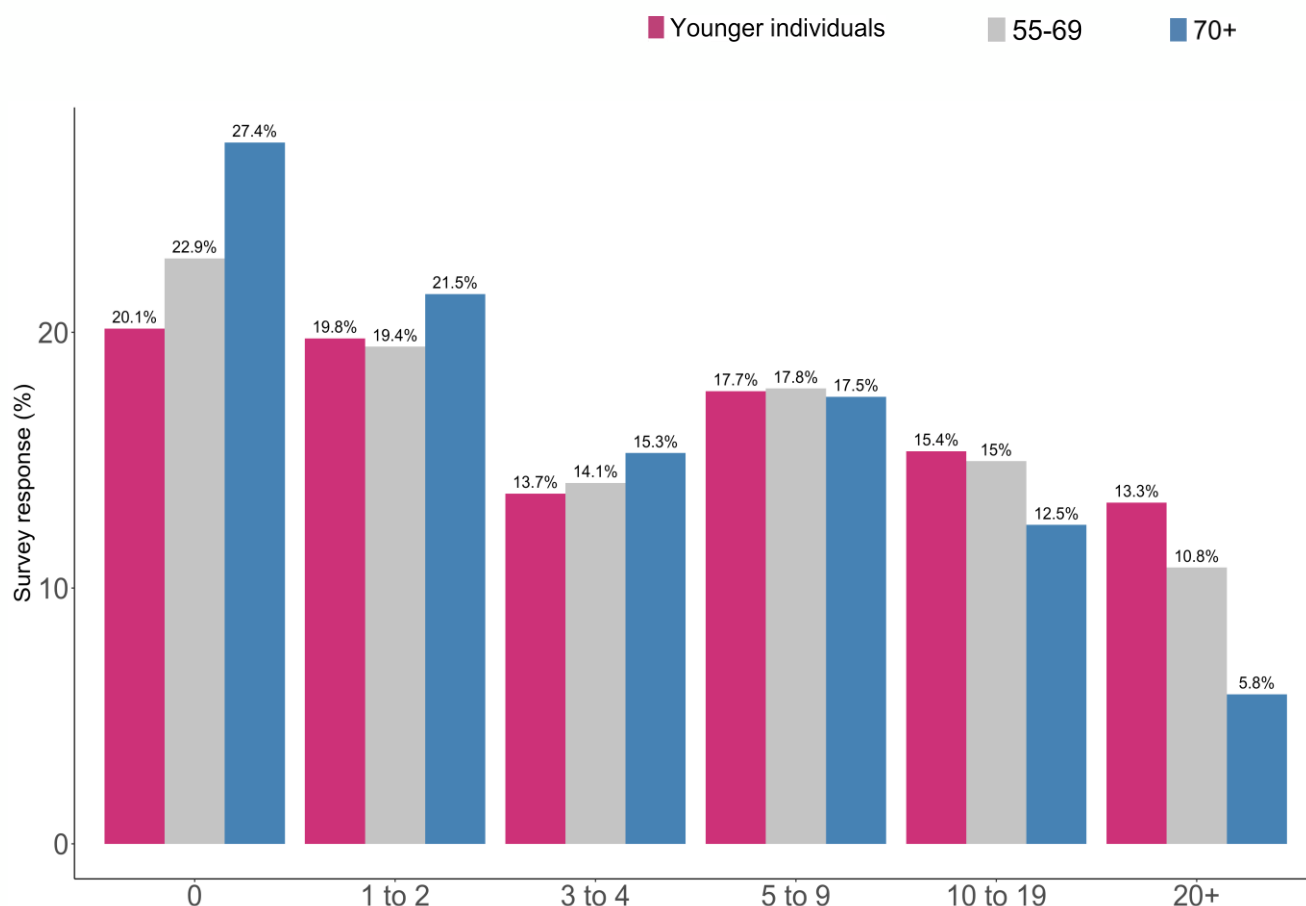
Countries included in this report

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 second half of September and first half of October. Not all countries had results for every week, hence the exact dates of each survey result varied.

Country	Survey dates	Number of Participants
Australia	September 16 - September 26 October 2 - October 12 October 14 - October 19	1001 1000 1006
Canada	September 18 - October 1 October 2 - October 11 October 14 - October 27	965 1002 1000
Denmark	September 18 - September 27 October 2 - October 11 October 14 - October 20	1004 1010 1010
Finland	September 18 - September 24 October 2 - October 9 October 14 - October 22	1000 1002 1001
France	September 18 - September 22 October 2 - October 6 October 14 - October 19	1002 1005 1054
Germany	September 18 - September 25 October 2 - October 7 October 14 - October 27	1009 1010 1046
Italy	September 18 - September 23 October 2 - October 5 October 14 - October 16	1005 1009 1003
Japan	September 22 - September 29 October 2 - October 7 October 15 - October 22	498 499 501
Netherlands	September 22 - September 30 October 2 - October 7 October 15 - October 22	502 503 499
Norway	September 18 - September 27 October 2 - October 10 October 14 - October 27	1004 1000 1006
Singapore	September 16 - September 25 October 2 - October 10 October 14 - October 20	1005 1006 1000
South Korea	Sept 22 - October 1 October 2 - October 14 October 15 - October 27	458 499 498
Spain	September 9 - September 24 October 2 - October 6 October 14 - October 19	1003 1001 1027
Sweden	September 21 - September 27 October 2 - October 12 October 14 - October 21	1011 1014 1001
United Kingdom	September 23 - September 26 October 2 - October 6 October 14 - October 19	1001 1071 1003

Compare your data with that of 15 other countries, areas or territories on coviddatahub.com

About this report

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

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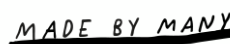
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Question for the research team? Get in touch [here](#)
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Imperial College London

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.

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