Imperial College
London

Covid-19:
Global perceptions and
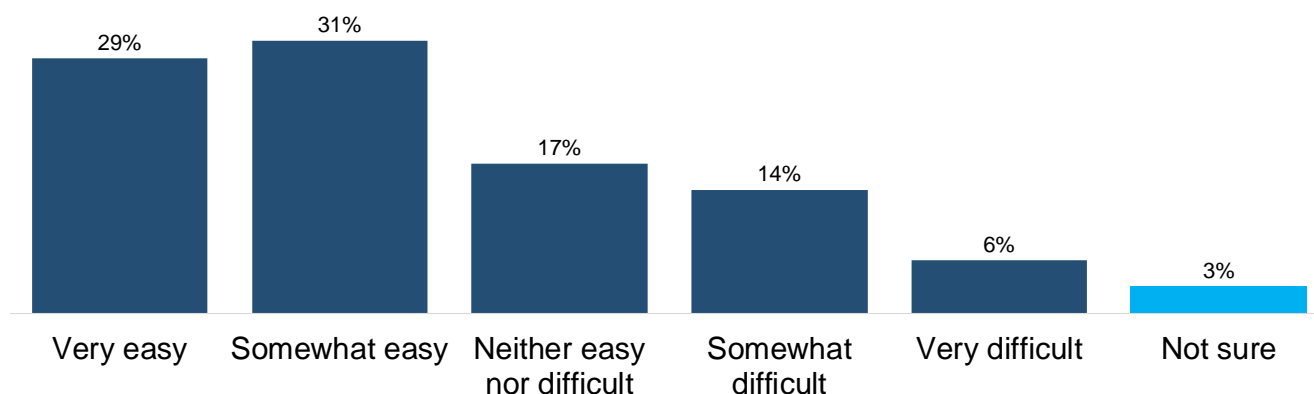behaviours around self-
isolation

◣ Report   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.

Institute of
Global Health Innovation

Covid
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Covid Data Hub

How <u>able</u> are people to self-isolate if advised to do so?
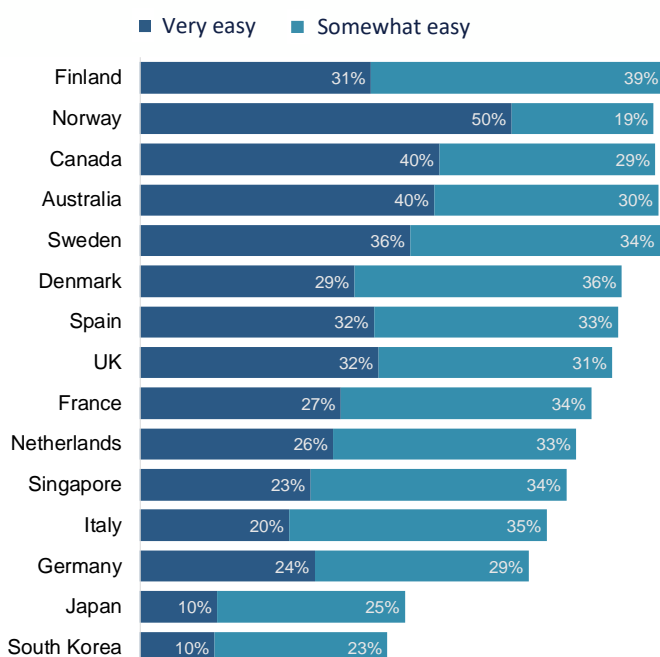
These graphs show people's ability to to self-isolate if advised to do so by a healthcare professional and country breakdown of responses

60% of survey respondents reported that it would be very or somewhat easy to self-isolate if advised to do so by a healthcare professional or public health authority. Finland had the greatest percentage of survey participants who answered very or somewhat easy, while South Korea and Japan had the greatest percentage of those who answered that it would be very or somewhat difficult to self-isolate in such a situation.
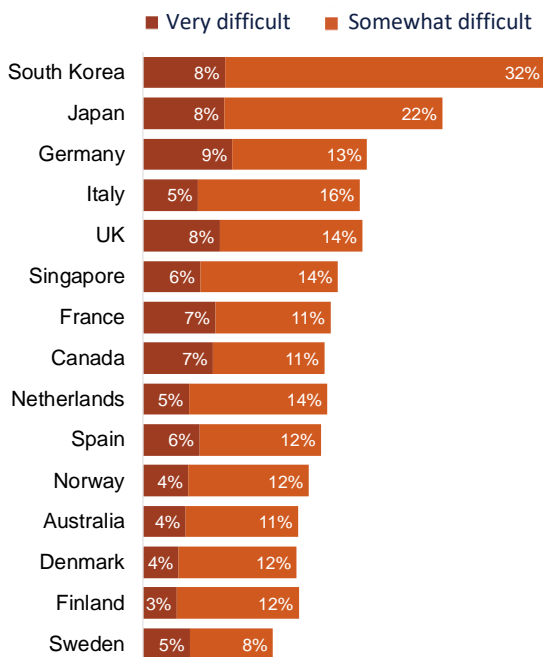
Thinking about the next 7 days... If you were advised to do so by a healthcare professional or public health authority, how easy or difficult would it be for you to self-isolate for 7 days?

Very easy	Somewhat easy	Neither easy nor difficult	Somewhat difficult	Very difficult	Not sure
29%	31%	17%	14%	6%	3%

Country breakdown of respondents who answered very or somewhat <u>easy</u> (%).

■ Very easy ■ Somewhat easy

Country	Very easy	Somewhat easy
Finland	31%	39%
Norway	50%	19%
Canada	40%	29%
Australia	40%	30%
Sweden	36%	34%
Denmark	29%	36%
Spain	32%	33%
UK	32%	31%
France	27%	34%
Netherlands	26%	33%
Singapore	23%	34%
Italy	20%	35%
Germany	24%	29%
Japan	10%	25%
South Korea	10%	23%

Country breakdown of respondents who answered very or somewhat <u>difficult</u> (%).

■ Very difficult ■ Somewhat difficult

Country	Very difficult	Somewhat difficult
South Korea	8%	32%
Japan	8%	22%
Germany	9%	13%
Italy	5%	16%
UK	8%	14%
Singapore	6%	14%
France	7%	11%
Canada	7%	11%
Netherlands	5%	14%
Spain	6%	12%
Norway	4%	12%
Australia	4%	11%
Denmark	4%	12%
Finland	3%	12%
Sweden	5%	8%

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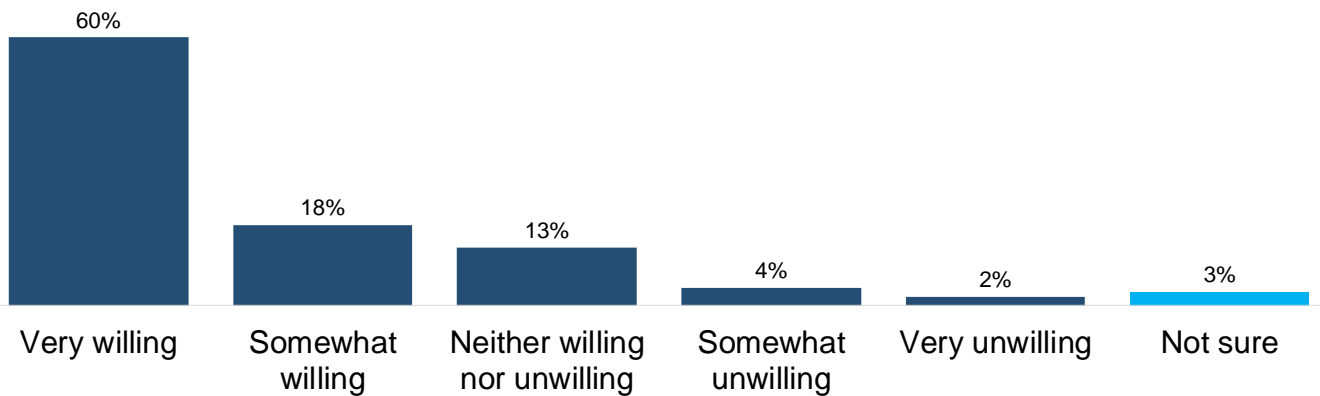
Covid Data Hub

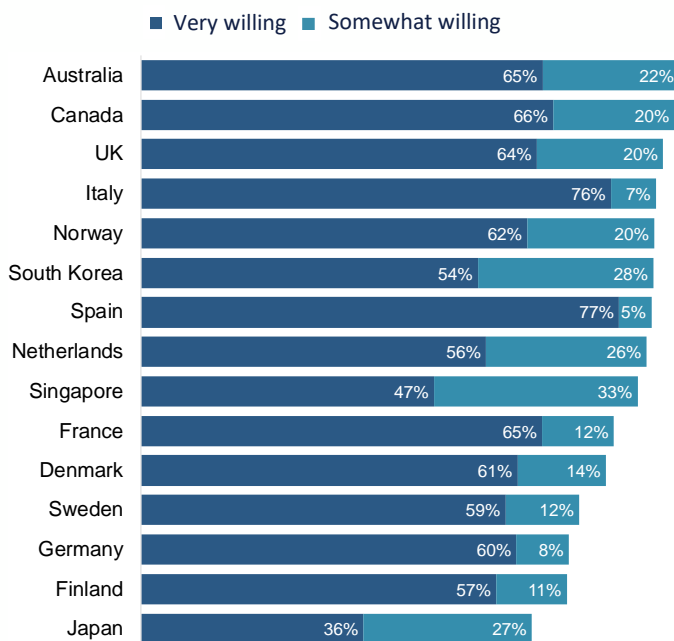# How <u>willing</u> are people to isolate if advised to do so?

These graphs show people's willingness to to self-isolate if advised to do so by a healthcare professional and country breakdown of responses

78% of survey respondents reported that they would be very or somewhat willing to self-isolate if advised to do so by a healthcare professional or public health authority. Australia and Canada had the greatest percentage of survey participants answer very or somewhat willing, while Japan and Germany had the greatest percentage of those who answered they would be very or somewhat unwilling to self-isolate in such a situation.
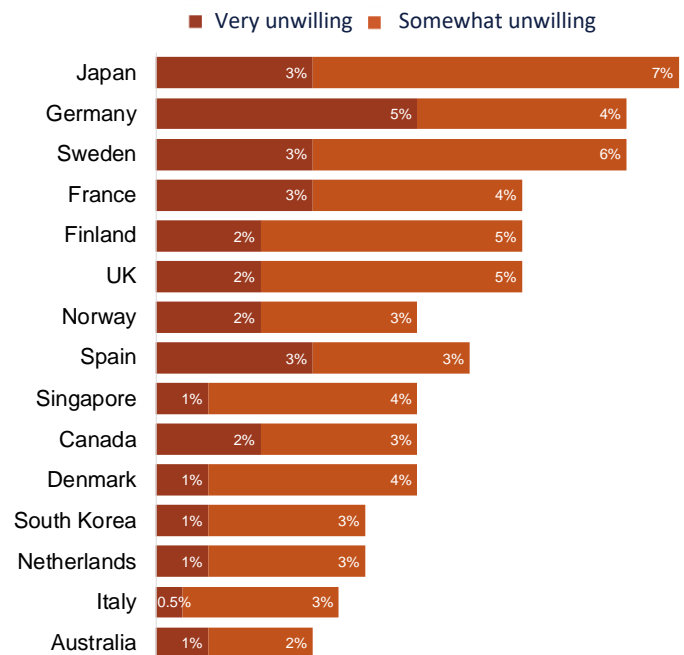
Thinking about the next 7 days... If you were advised to do so by a healthcare professional or public health authority to what extent are you willing or not to self-isolate for 7 days?

Very willing	Somewhat willing	Neither willing nor unwilling	Somewhat unwilling	Very unwilling	Not sure
60%	18%	13%	4%	2%	3%

Country breakdown of respondents who answered very or somewhat <u>willing</u> (%).

Legend: Very willing, Somewhat willing

Country	Very willing	Somewhat willing
Australia	65%	22%
Canada	66%	20%
UK	64%	20%
Italy	76%	7%
Norway	62%	20%
South Korea	54%	28%
Spain	77%	5%
Netherlands	56%	26%
Singapore	47%	33%
France	65%	12%
Denmark	61%	14%
Sweden	59%	12%
Germany	60%	8%
Finland	57%	11%
Japan	36%	27%

Country breakdown of respondents who answered very or somewhat <u>unwilling</u> (%).

Legend: Very unwilling, Somewhat unwilling

Country	Very unwilling	Somewhat unwilling
Japan	3%	7%
Germany	5%	4%
Sweden	3%	6%
France	3%	4%
Finland	2%	5%
UK	2%	5%
Norway	2%	3%
Spain	3%	3%
Singapore	1%	4%
Canada	2%	3%
Denmark	1%	4%
South Korea	1%	3%
Netherlands	1%	3%
Italy	0.5%	3%
Australia	1%	2%

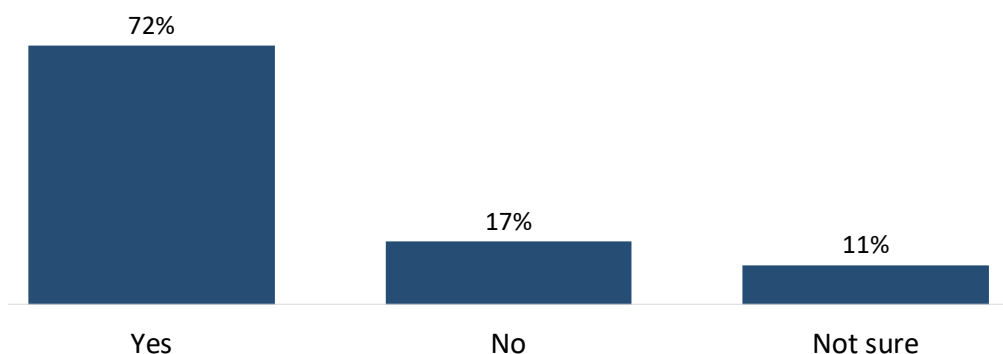Compare your data with that of 29 other countries, areas or territories on coviddatahub.com

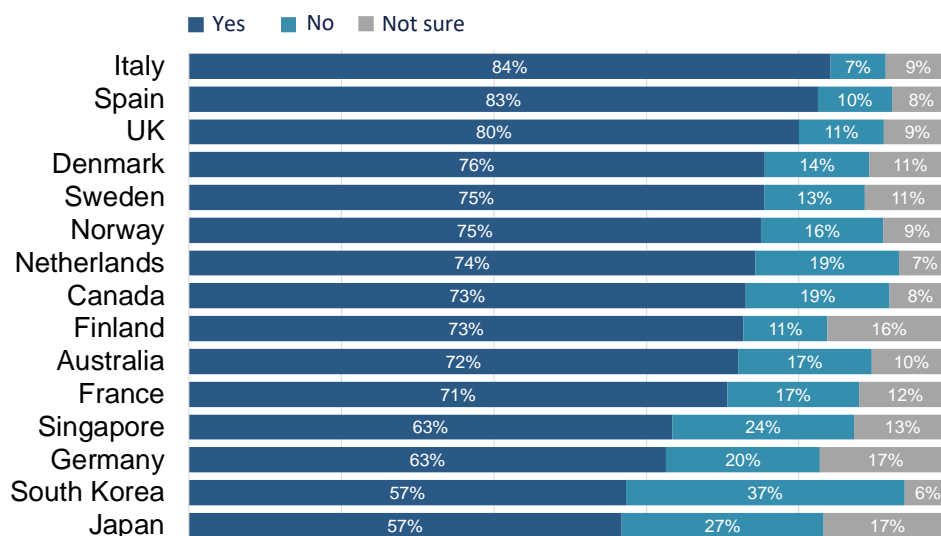# How willing are people to isolate if they develop symptoms of COVID-19?

These graphs show people's willingness to to self-isolate if they develop COVID-19 symptoms and country breakdown of responses

72% of survey participants reported they would isolate themselves after feeling unwell or displaying symptoms of COVID-19. Italy and Spain had the greatest percentage of respondents who answered they would self-isolate after developing symptoms of COVID-19 with 84% and 83% respectively. South Korea had the greatest percentage of respondents (37%) who answered they would not self-isolate.

Thinking about the next 7 days… would you isolate yourself after feeling unwell or having any of the following new symptoms: a dry cough, fever, loss of sense of smell, loss of sense of taste, shortness of breath or difficulty breathing?

	72%	17%	11%
	Yes	No	Not sure

Country breakdown of respondents (%).

■ Yes ■ No ■ Not sure

Country	Yes	No	Not sure
Italy	84%	7%	9%
Spain	83%	10%	8%
UK	80%	11%	9%
Denmark	76%	14%	11%
Sweden	75%	13%	11%
Norway	75%	16%	9%
Netherlands	74%	19%	7%
Canada	73%	19%	8%
Finland	73%	11%	16%
Australia	72%	17%	10%
France	71%	17%	12%
Singapore	63%	24%	13%
Germany	63%	20%	17%
South Korea	57%	37%	6%
Japan	57%	27%	17%

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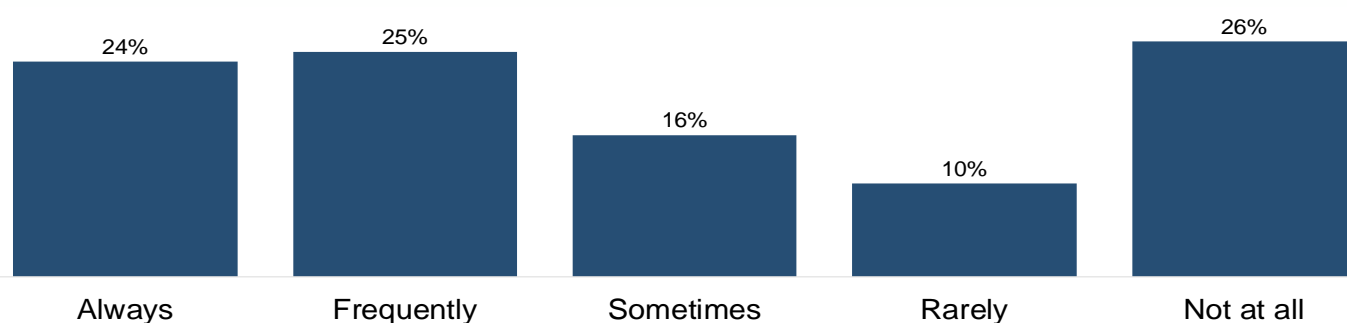
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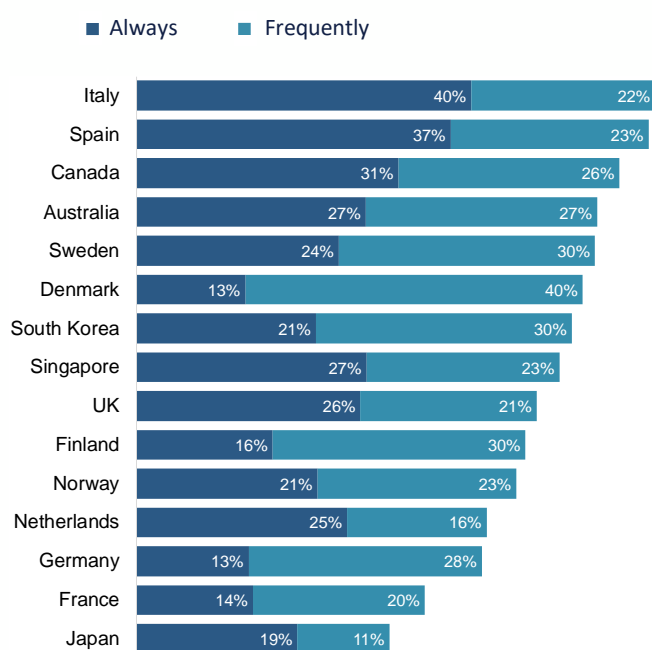# How likely to self-isolate are people with symptoms of COVID-19?

These graphs show the likelihood to self-isolate after developing COVID-19 symptoms and country breakdown of responses

49% of survey participants reported always or frequently self-isolating after developing symptoms of COVID-19, while 26% of survey participants reported not at all self-isolating. Italy and Spain had the greatest percentage of respondents who answered they always or frequently self-isolate after developing symptoms of COVID-19, with 62% and 60% respectively. Japan and France had the greatest percentage of respondents who answered they rarely or not at all self-isolate after displaying symptoms, with 50% and 43% respectively.

Since developing symptoms... To what extent have you self-isolated yourself on each of the following 7 days?

Always	Frequently	Sometimes	Rarely	Not at all
24%	25%	16%	10%	26%

Country breakdown of respondents who answered always or frequently (%).

■ Always   ■ Frequently

Country	Always	Frequently
Italy	40%	22%
Spain	37%	23%
Canada	31%	26%
Australia	27%	27%
Sweden	24%	30%
Denmark	13%	40%
South Korea	21%	30%
Singapore	27%	23%
UK	26%	21%
Finland	16%	30%
Norway	21%	23%
Netherlands	25%	16%
Germany	13%	28%
France	14%	20%
Japan	19%	11%

Country breakdown of respondents who answered rarely or not at all (%).

■ Rarely   ■ Not at all

Country	Rarely	Not at all
Japan	15%	35%
France	13%	34%
Germany	6%	38%
UK	9%	34%
Denmark	10%	32%
Finland	16%	24%
Singapore	16%	24%
South Korea	9%	25%
Australia	12%	22%
Canada	13%	18%
Italy	6%	24%
Spain	8%	22%
Sweden	5%	22%
Norway	10%	16%
Netherlands	5%	18%

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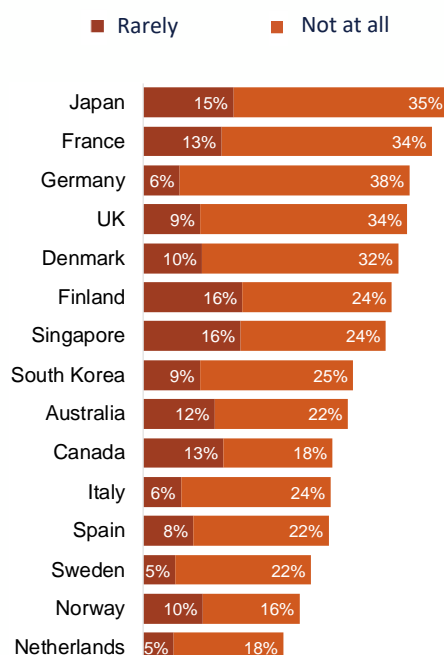
How do government responses compare between countries surveyed?

This map highlights the government stringency score across all countries surveyed

As of October 22nd, the United Kingdom had the most stringent government, while Norway had the least stringent. The University of Oxford's Government Stringency Index is a measure of the number and severity of measures put in place by the governments to address the COVID-19 pandemic.


United Kingdom	Australia	Netherlands	Canada	Spain
66	65	64	61	55

South Korea	Singapore	Italy	France	Germany
55	50	50	50	47

Denmark	Sweden	Finland	Japan	Norway
38	37	32	31	29

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How does life satisfaction vary across countries surveyed?

This graph shows the life satisfaction score across all countries surveyed

The Cantril ladder serves as a proxy for life satisfaction. Life satisfaction is a powerful measure of the quality of people's lives. The annual World Happiness Report attributes the differences over time and between countries to good health, income and the quality of social environment. These factors are changing under COVID-19, often in ways we have never experienced before. The YouGov life satisfaction data, collected regularly as the pandemic evolves in each surveyed country, provide a valuable barometer reading of life under COVID-19, reflecting each country's institutions and policies.

Please imagine a ladder with steps numbered from zero at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom represents the worst possible life for you. On which step of the ladder would you position yourself in? (%)
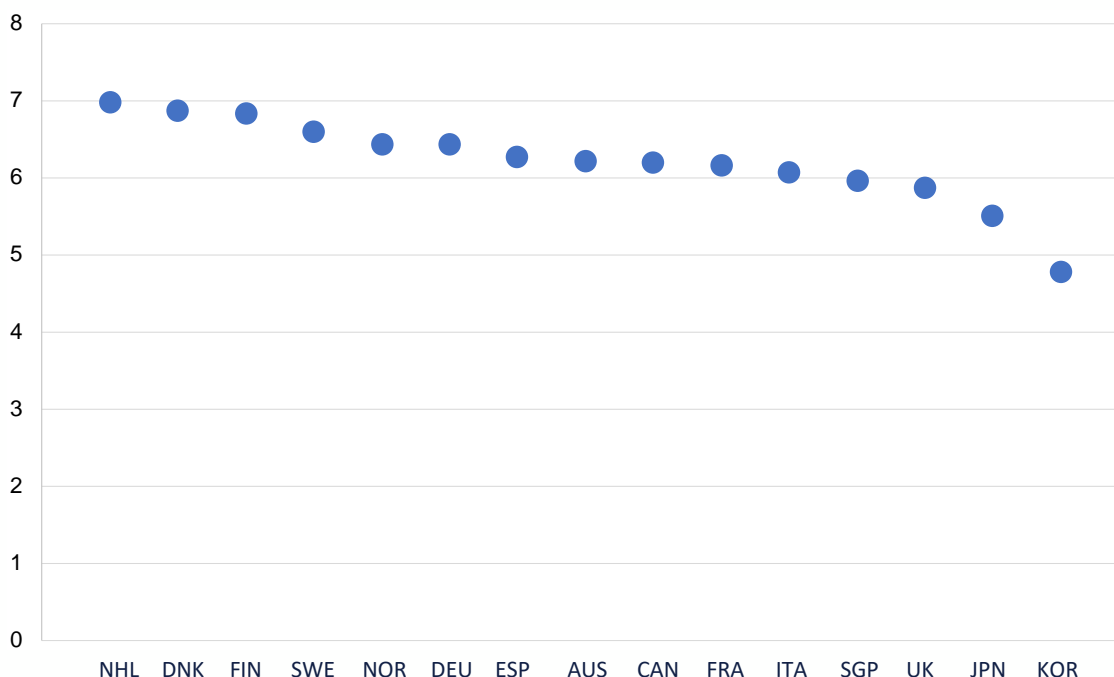
Average Cantril ladder scores reported during the first half of October 2020 show the Netherlands, Denmark and Finland reported the highest life satisfaction, while the United Kingdom, Japan, and South Korea reported the lowest.

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Countries included in this report

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

This report looks at all countries surveyed during the first half of October 2020. The table below indicates the survey dates and the number of respondents per country.

Country	Survey date	Number of participants	Percent of participants who stated they developed symptoms of COVID-19
Australia	14th October – 19th October	1006	6.3%
Canada	2nd October – 11th October	1002	8.4%
Denmark	14th October – 20th October	1010	10.3%
Finland	2nd October – 9th October	1002	9.8%
France	14th October – 19th October	1054	10.0%
Germany	2nd October – 7th October	1010	6.6%
Italy	14th October – 16th October	1003	5.0%
Japan	2nd October – 7th October	499	4.0%
Netherlands	2nd October – 7th October	503	15.7%
Norway	2nd October – 10th October	1000	10.0%
Singapore	14th October – 20th October	1000	5.7%
South Korea	2nd October – 14th October	499	12.6%
Spain	14th October – 19th October	1037	7.3%
Sweden	2nd October – 12th October	1014	13.3%
United Kingdom	14th October – 19th October	1003	5.3%

*China is representative of the 'online population'. **India is representative of the 'urban online population'. All other countries, areas or territories are representative of the national population

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About this report

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

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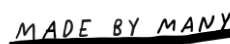
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listening contribution

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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 behaviours 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.