

Covid-19: Social behaviours across Asia

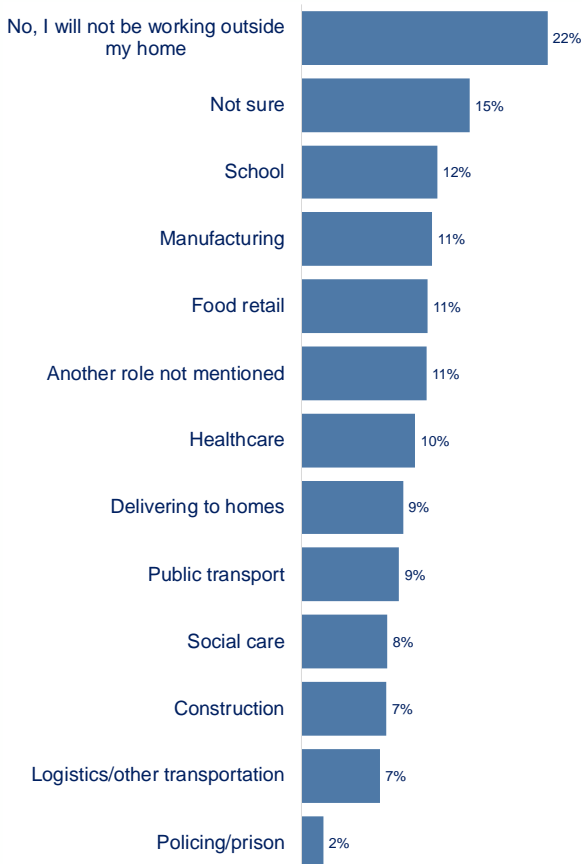
► **Report** September 2020

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.

Are people returning to work in Asia?

These graphs show the Asian response to working from home and the differences across Asian countries surveyed

Thinking about the next 7 days... will you be working outside your home in one of the following roles? Mark all that apply (% across all Asian countries surveyed)



22% of all Asian respondents surveyed stated they will not be working outside the home the following week, but there is significant variation across countries.

10%



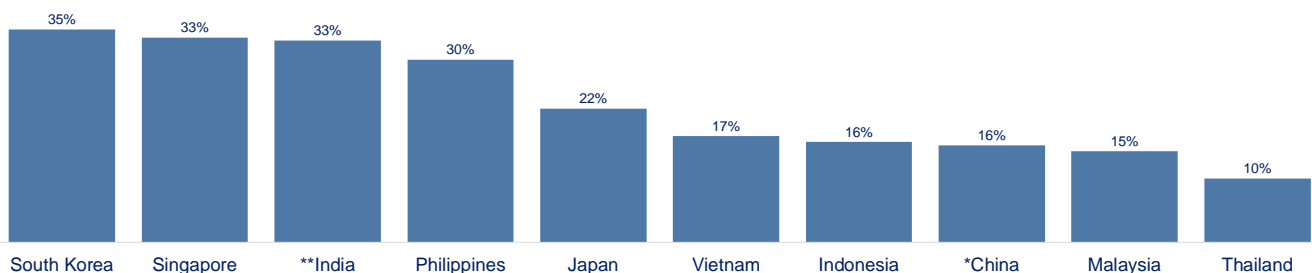
of respondents in Thailand will not be working outside their homes the following week.

35%



of respondents in South Korea will not be working outside their homes the following week.

Share of respondents who answered, "No, I will not be working outside my home" in each Asian country surveyed (%)



*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

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



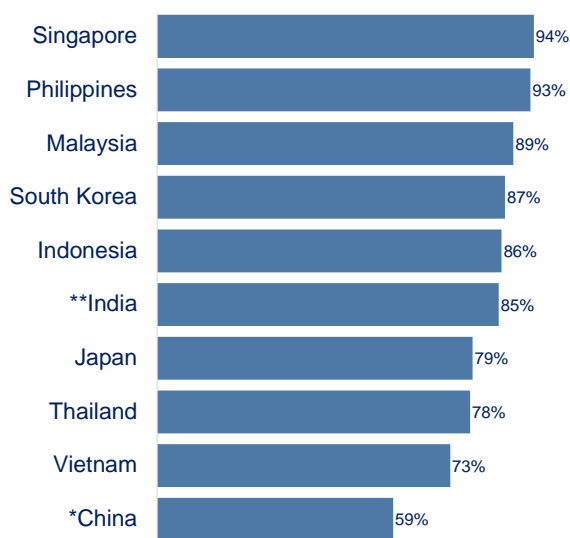
What are Asian countries' behaviours towards wearing face masks and having contacts outside the home?

These graphs show the differences in face mask wearing and avoiding contact with people outside the home between Asian countries surveyed

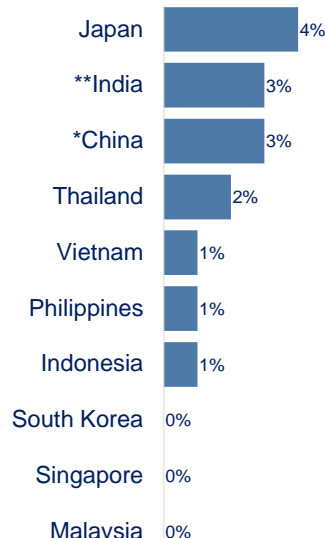
Across all countries, less than 5% of respondents reported not wearing a face mask at all outside the home the week before. Respondents from South Korea, Singapore and Malaysia reported not leaving their homes at all without a mask. India has the highest share of respondents who reported 2 or fewer contacts outside the home (59%) while Vietnam has the lowest share of these respondents (19%).

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)? (%)

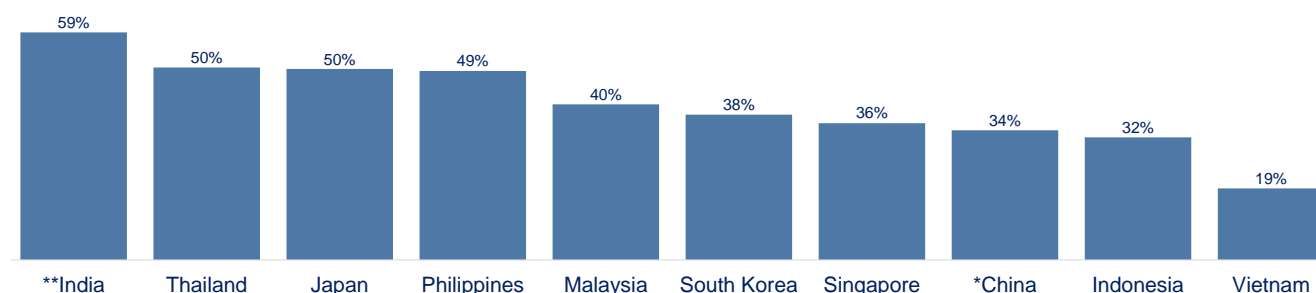
Respondents who answered 'Always' (%)



Respondents who answered 'Not at all' (%)



Percentage of people that reported 2 or fewer contacts outside the household in the past week (%)



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How do Asian countries differ in other preventative behaviours?

This graph shows differences in adherence to preventative behaviours across Asian countries surveyed

Except for China and India, the preventative measure that was adhered to the most (excluding face mask use) was washing hands with soap and water. There is large variation in avoiding letting children go to school/university and avoiding taking public transport. 76% of respondents in India reported avoiding letting their children go to school/university, compared to only 11% in Japan. 68% of respondents in India avoided taking public transport, compared to only 19% in Singapore.

Thinking about the last 7 days how often have you... ? (% of respondents who reported "Always" following each measure)

	PHL	IND**	MYS	VNM	IDN	JPN	KOR	SGP	THA	CHN*
Washed hands with soap and water	84	76	69	59	68	64	69	60	56	33
Avoided crowded areas	78	78	61	51	48	47	47	43	43	42
Used hand sanitiser	77	73	59	49	50	20	44	44	49	35
Avoided letting my children go to school/university	75	76	22	29	46	11	23	14	25	21
Avoided going to hospitals or other healthcare settings	73	54	39	38	46	27	38	39	31	34
Avoided going out in general	57	57	33	31	32	18	29	22	23	21
Avoided taking public transport	55	68	52	51	50	34	34	19	39	27
Avoided having guests to my home	54	47	34	29	17	28	56	40	23	29
Avoided going to shops	48	35	17	27	14	14	21	17	17	17

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How does life satisfaction vary across Asia?

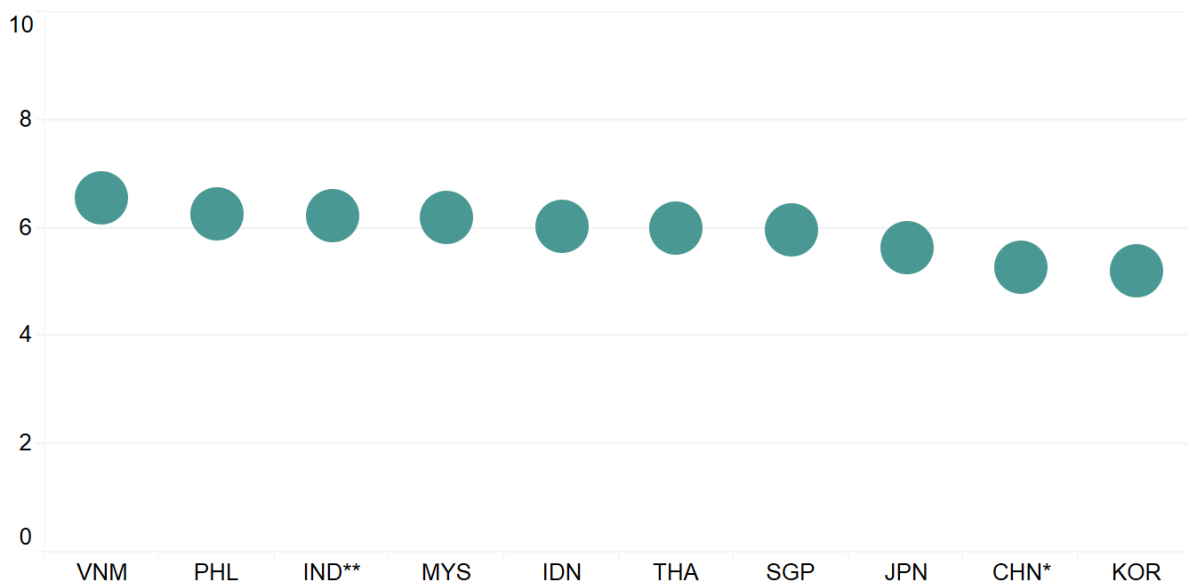
This graph shows the life satisfaction score across Asian countries surveyed

Vietnam has the highest reported life satisfaction of Asian countries surveyed. South Korea has the lowest.

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 score



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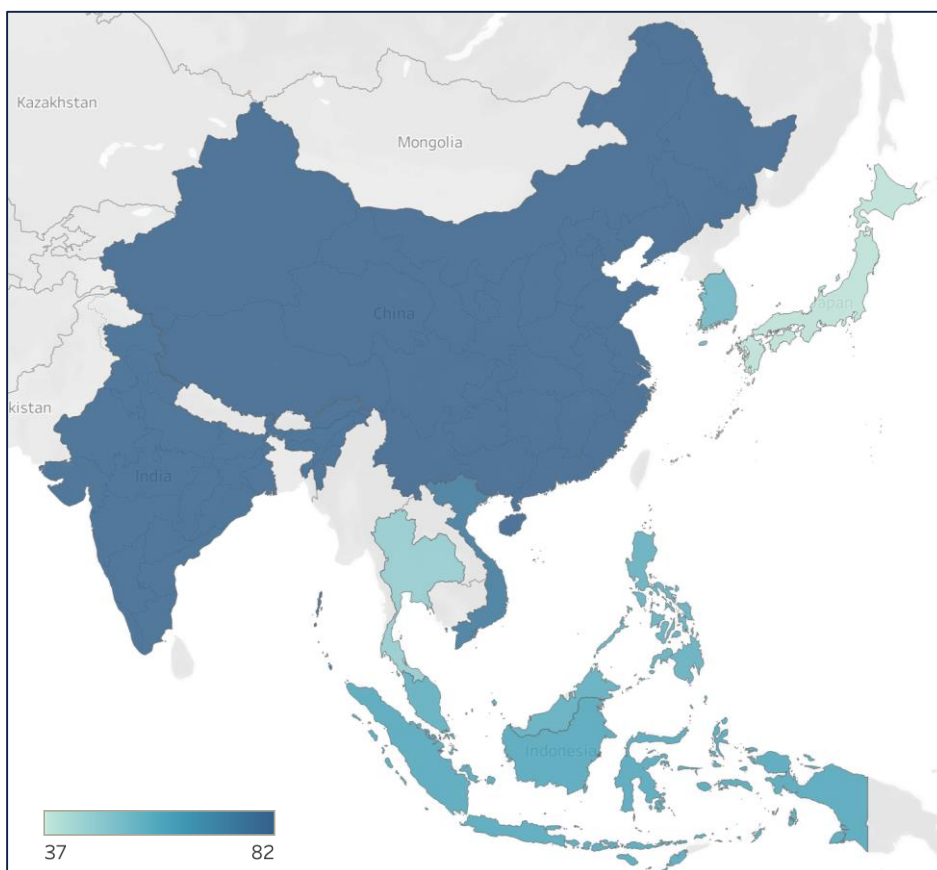
Compare your data with that of 29 other countries, areas or territories on

coviddatahub.com

How does government stringency vary across Asian countries?

This maps highlights the varying stringencies of Asian governments using the University of Oxford's Government Stringency Index

The University of Oxford's Government Stringency Index is a measure of the number and severity of measures put in place by governments to address the pandemic. Using the latest Government Stringency Index available for each country, China (as of August 27th) had the most stringent government and Japan (as of September 10th) had the least stringent.



<i>China</i>	<i>India</i>	<i>Vietnam</i>	<i>Indonesia</i>	<i>Malaysia</i>
82	81	75	60	57
<i>Philippines</i>	<i>South Korea</i>	<i>Singapore</i>	<i>Thailand</i>	<i>Japan</i>
57	54	52	46	37

Policy measures and dates are provided by University of Oxford <https://bit.ly/34DPZzB>

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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 Asian countries surveyed during the first half of September, 2020. The table below indicates the survey dates and the number of respondents per country.

Country	Survey date	Number of Participants
China*	2 nd September – 7 th September	983
India**	2 nd September – 6 th September	1011
Indonesia	2 nd September – 6 th September	1011
Japan	2 nd September – 10 th September	472
Malaysia	2 nd September – 7 th September	1017
Philippines	2 nd September – 7 th September	1011
Singapore	2 nd September – 7 th September	1005
South Korea	2 nd September – 10 th September	394
Thailand	2 nd September – 7 th September	992
Vietnam	2 nd September – 7 th September	1020

Survey results from China are representative of the 'online population'. Survey results from India are representative of the 'urban online population'. For all other countries, survey results are nationally representative.

About this report

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

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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



This research is made possible by generous
support for the public good
from YouGov Plc.

The Imperial College London - YouGov team
gratefully acknowledges the kind support of
Edelman Intelligence for their global social
listening contribution

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

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

The [CovidDataHub.com](https://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](#).

In collaboration with