vulnerable populations, Wave 6 - 2nd - 5th March 2020 (n=2011)

*9th March 2020*

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Recommendations

* While older people (aged 65+) believe that coronavirus would be more severe for them than the rest of the population, they rated their risk of catching coronavirus and the likelihood of catching coronavirus as *lower* than the rest of the population. Possibly, this reflects an increased intention to cocoon, although there is no indication in the data yet of greater social distancing occurring in the over 65s.
* More older adults reported seeing more advice on how to protect themselves; the “catch it, bin it, kill it campaign”; and advice on handwashing compared to the rest of the population. The large proportion of older adults (98%) naming mainstream media as one of their key sources of information makes this a good target for communications with them.

At risk populations

AGE

* Compared to younger participants (16 to 64 years), older participants (65+):
  + Were *less* worried than younger participants (16% of 65+ year olds very or extremely worried vs 28% of 16-64 year olds very or extremely worried);
  + perceived a *lower* risk of coronavirus to people in the UK (31% of 65+ year olds perceive a major or significant risk vs 37% of 16-64 year olds perceive a major or significant risk);
  + a *lower* perceived likelihood of catching coronavirus (14% of 65+ year olds agree or strongly agree that they are likely to catch coronavirus vs 22% of 16-64 year olds agree or strongly agree that they are likely to catch coronavirus);
  + *fewer* named official sources as a key source of information (18% of 65+ year olds vs 42% 16-64 year olds);
  + *fewer* named unofficial sources (social media, search engines, friends/family) as a key source of information (23% of 65+ year olds vs 37% 16-64 year olds).
* Compared to younger participants (16 to 64 years), older participants (65+):
  + perceived a *higher* severity of coronavirus to themselves (66% of 65+ year olds agree or strongly agree that coronavirus would be severe for themselves vs 48% of 16-64 year olds agree or strongly agree that coronavirus would be severe for themselves);
  + had greater knowledge about coronavirus (mean score for age 65+ years = 21.1, mean score for age 16-64 years = 19.7);
  + had heard more about coronavirus (71% of 65+ year olds had seen/heard “a lot” about coronavirus vs 65% of 16-64 year olds had seen/heard “a lot” about coronavirus);
  + more named mainstream media as a key source of information (98% of 65+ year olds vs 85% 16-64 year olds);
  + more had seen advice on how to protect themselves and others (91% of 65+ year olds vs 87% 16-64 year olds);
  + more had seen the “catch it, bin it, kill it” campaign (83% of 65+ year olds vs 77% 16-64 year olds) (no difference in Wave 5);
  + more had seen advice on hand washing (99% of 65+ year olds vs 94% 16-64 year olds) (not measured in Wave 5);
  + were more satisfied with the government response.
* No association with: perceived risk to oneself

CHRONIC ILLNESS

* Compared to those without a chronic illness, those with a chronic illness:
  + perceived a greater risk of coronavirus to themselves (35% of those with a chronic illness perceive a major or significant risk vs 17% of those without a chronic illness perceive a major or significant risk);
  + a greater perceived severity of coronavirus (79% of those with a chronic illness agree or strongly agree that coronavirus would be severe for themselves vs 39% of those without a chronic illness agree or strongly agree that coronavirus would be severe for themselves);
  + greater likelihood of catching coronavirus (23% of those with a chronic illness agree or strongly agree that that they are likely to catch coronavirus vs 19% of those without a chronic illness agree or strongly agree that they are likely to catch coronavirus);
  + had greater knowledge about coronavirus (mean score for those with chronic illness = 20.5, mean score for those without chronic illness = 19.9);
  + *more* named mainstream media as a key source of information (91% of those with chronic illness vs 87% of those without a chronic illness);
  + *fewer* named unofficial sources (social media, search engines, friends/family) as a key source of information (35% of those with chronic illness vs 45% of those without a chronic illness);
  + perceived the credibility of the government to be *lower.*
* No association with: worry; perceived risk for people in the UK; amount of information heard; naming official sources as a key source of information; having seen advice on how to protect yourself and others; having seen “catch it, bin it, kill it campaign”; having seen advice on handwashing (not included in wave 5); satisfaction with government; perceived credibility of the government.

Methods

* We examined associations with: age (split: 16-64 years, 65+ years); chronic illness (none, present)

*Please note that this work has been conducted rapidly and has not been peer reviewed or subject to normal quality control measures.*

Datasets used:

* Department of Health and Social Care weekly tracker
  + Tracking DHSC marketing, coronavirus attitudes, beliefs, knowledge, reported behaviour, satisfaction with Government response, credibility of Government.
  + Data collected weekly (Monday to Wednesday) since late January.
  + N~2000 per wave.
  + Market research company commissioned: BMG Research.
  + *This survey is not designed to collect the views of NHS workers and respondents in this sample working in the NHS are not representative of the wider NHS workers in general. In particular, the sample in the survey is of NHS staff who have time to participate in on-line polls. In the context of a major public health crisis this poses very substantial limitations.*

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