**Ventilation**

*25 November 2020*

Summary

* 74% agree that opening windows to improve ventilation is an effective way to prevent the spread of COVID-19.
* Despite high perceived self-efficacy for opening windows to improve ventilation, as the weather gets colder, people may be more reluctant to do so.

We asked people how often in the last seven days they had “opened windows to improve ventilation in [their] home”, to what extent they agreed that opening windows regularly to improve ventilation in indoor spaces was an effective way to prevent the spread of COVID-19, and to what extent they agreed that they were confident they could open windows regularly to improve ventilation in their home and other indoor spaces.

* 58% of people reported opening windows in their home to improve ventilation in the last seven days (Table 1).
* 74% agreed that opening windows regularly to improve ventilation in indoor spaces was an effective way to prevent the spread of COVID-19 (Table 1).
* 85% agreed that they were confident that if they wanted to, they could open windows regularly to improve ventilation in their home and other indoor space (perceived self-efficacy) (Table 1).

Table 1. Numbers (n) and percentages (%) of people who reported opening their windows in the last seven days, and perceived effectiveness of, and self-efficacy for opening windows to improve ventilation.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Behaviour in last seven days  n=2021, n (%) |  | Perceived effectiveness n=2001, n (%) | Perceived self-efficacy  n=2019, n (%) |
| Very frequently | 603 (30) | Strongly agree | 709 (35) | 906 (45) |
| Frequently | 572 (28) | Agree | 784 (39) | 810 (40) |
| Occasionally | 481 (24) | Neither | 376 (19) | 213 (11) |
| Rarely | 227 (11) | Disagree | 84 (4) | 60 (3) |
| Never | 138 (7) | Strongly disagree | 48 (2) | 30 (1) |

Percentages that do not sum to 100% are due to rounding errors. Those with missing data have been excluded.

As the weather gets colder, it is likely that fewer people will want to open windows in their home. While we have not formally analysed associations with behaviour (opening windows), perceived effectiveness, or self-efficacy, behaviour may be linked to socio-economic status and being able to afford the increased cost of heating that opening windows in cold weather may incur. Other possible reasons we speculate that could influence not wanting to open windows include concern about: the environmental impact of heating after leaving windows open in cold weather; other health consequences of leaving windows open; security; safety of children or pets. Another practical consideration may be the use of air conditioning, which tends to be used with windows that are shut.

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 26 to 28 October 2020, n=2043.
  + Market research company commissioned: BMG Research.

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

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