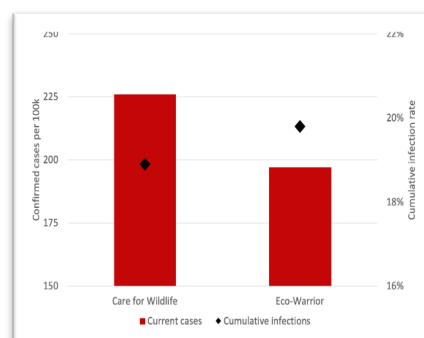
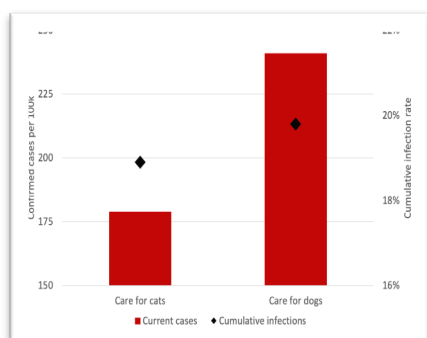


Do our interests and attitudes increase our COVID infection risk?

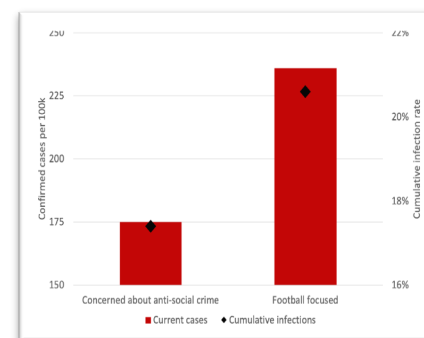
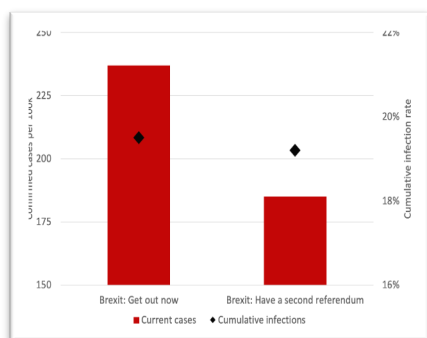
Are dog walkers putting themselves at risk from Covid-19 whilst their cat loving friends look to keep their infection risk down? Does your love of football encourage you to take greater risks in order to keep the passion strong? Are right of centre voters less inclined to follow the guidelines and restrictions?

The answer might just be.... possibly!

But, with one big caveat. This is by no means a scientific study. It's a reasonable assumption to make that our actions and behaviours will impact our risk of catching COVID-19. After all, it's a disease that thrives on social contact, so the more people we see the greater the potential risk. It's what we've all been told for many months.



A short analysis by More Metrics (see the full table below) where we cross referenced infection rates from our COVID-19 datasets with our GeoSociety data poses a few interesting questions. Can both our behaviours and perhaps even our underlying beliefs and interests, the things that really matter to us, also be a factor in determining the risk we face of becoming infected.



It's an interesting question to ponder rather than a detailed statistical hypothesis but the role of data is to inform and contribute to our discussions and decision making by possibly unearthing some useful insight in unexpected places!

For more information**More Metrics GeoSociety datasets**

GeoSociety provides a rich set of attitudinal data. It is open-sourced, non-personalised and free from GDPR restrictions. It is geographically based, with over a 99.7% match rate from postcode. GeoSociety uses UK Government petition data which are collected within 17 themes to provide an insight into 60 key topics, as raised by the public. It provides values for the public interest in each topic, plus a percentile score and a comparison of the ranking of each topic; all accessed by postcode.

More Metrics COVID-19 datasets

Since April 2020, More Metrics has made available datasets that estimates COVID-19 risk factors and infection rates across the UK at a neighbourhood level. These datasets contain 20 different measures of risk at a range of local geographies. Where appropriate the risk measures have been updated each week to provide time-series estimates.

Free to use data has been made available at Ward, Parliamentary Constituency, Local Authority and Clinical Commission Group level. This data is aggregated from our more detailed COVID-19 datasets available at Output Area (OA) and Lower Super Output Area (LSOA) that provides risk estimates for 230k and 43k neighbourhood locations respectively across all parts of the UK.

Infection risk and attitudes/interests

Cumulative infections as at 01/11/2020	Cumulative Infection rate	Current confirmed cases per 100k
Confirmed cases as at 25/10/2020		
Care for cats	18.9%	179
vs		
Care for dogs	19.8%	241
Care for Wildlife	18.9%	226
vs		
Eco-Warrior	19.8%	197
Brexit: Get out now	19.5%	237
vs		
Brexit: Have a second referendum	19.2%	185
Concerned about anti-social crime	17.4%	175
vs		
Football focused	20.6%	236
Support strong UK borders	18.6%	226
vs		
Support Open UK Borders	20.1%	196
Support Religious Diversity	21.8%	247
vs		
Interest in Gender Issues	16.9%	175
Politics: Left of centre consensus	19.2%	193
vs		
Politics: Right of centre consensus	19.5%	229
Support Better Benefits and Low Pay	18.9%	238
vs		
Support Self Employed & Higher Earners	19.7%	188
Support Better State Pensions	17.3%	177
vs		
Support Young Mums	20.6%	232

Get access to our data

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