

The logo graphic consists of a vertical bar on the left side, divided into several colored segments: red, blue, green, purple, cyan, and yellow. To the right of this bar, the word 'TAM' is written in a large, bold, dark grey sans-serif font, followed by 'ireland' in a smaller, lighter grey sans-serif font.

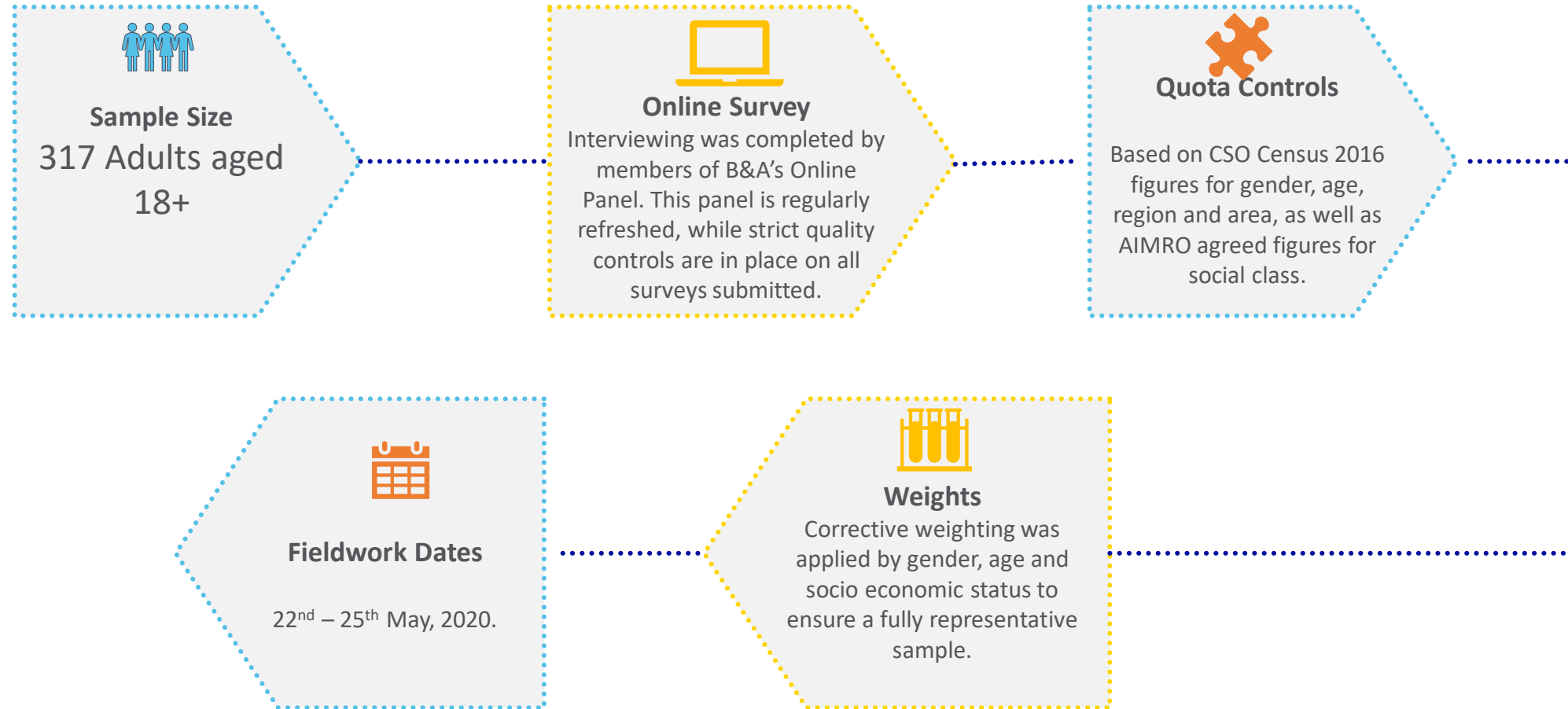
# TAMireland

Television Audience Measurement Ireland

Tracker Study: Re-Opening Ireland

PHASE 1

A nationally representative online survey of 371 adults aged 18+



# Summary of Findings

Significant increases in the number of individuals working from home, furloughed and made unemployed are evident since the onset of Covid-19.

Full-time working from home is most evident amongst those aged 18-49 years and from an ABC1 socio-economic background. Those aged under 35 years are more likely than the average individual to have been made unemployed due to Covid-19, while working part-time from home is significantly more prevalent amongst females than males.

Half of all Irish adults actually report that their personal finances have remained the same since the beginning of the Covid 19 crisis, a third report their personal finances have disimproved, with one in six (presumably those on Government support) actually reporting an improvement in their personal finances.

Six in ten have managed to build up cash reserves by way of saving money since the beginning of the crisis – a positive indication of a potential spending boost once restrictions are lifted.

Twice as many individuals expect to spend more money as businesses reopen as expect to spend less – another positive indicator of the likely economic boost when things begin to return to a 'new normal'.

Given the onset of the crisis during the typical holiday booking season, it is perhaps not surprising that six in ten of all adults had to cancel an overseas holiday as a direct result.

Of the 60% of adults who had to cancel any type of holiday because of the crisis, 44% expect to spend the money they saved on other products and services in Ireland instead.

Key purchases being planned for the next six months include household furnishings/goods and home improvements, purchasing (re-purchasing?) car insurance, and buying health insurance.

Younger people in particular are planning to treat themselves once all or most of the Covid 19 restrictions are lifted, with significant retail therapy also in the offing. 1 in 6 of us are also planning on shedding a few lbs. as we emerged from hibernation.

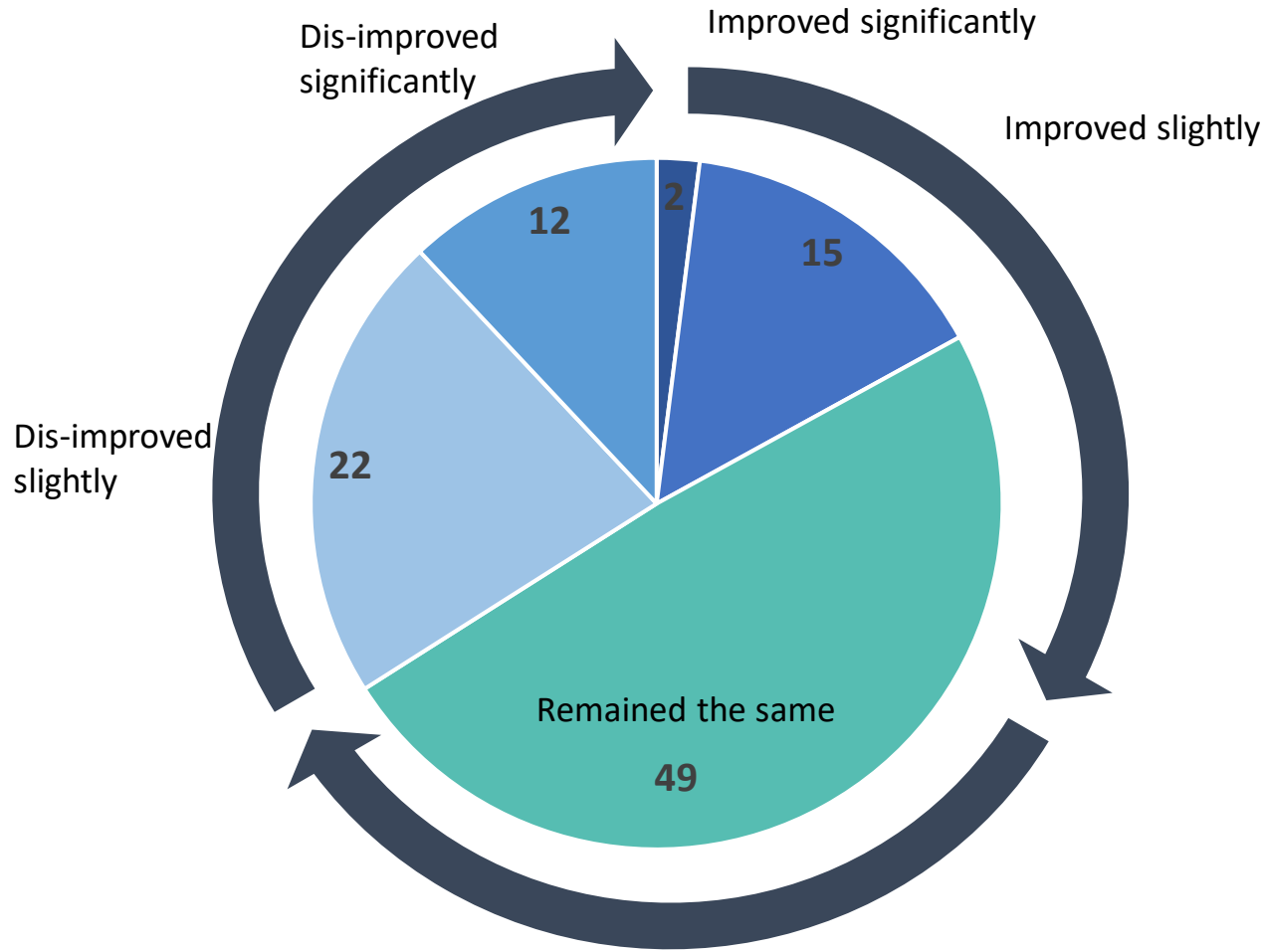
TV has been by far the single most important source of news and information during the Covid-19 crisis.

The power of TV as a reliable and trusted source of information and entertainment remains strong across all demographic groupings.

TV has been by far the most trusted source of advertising during the Covid 19 crisis, followed at some remove by radio.

# 2/3 of people report that their personal finances have remained the same or improved since the onset of the Covid-19 crisis

Base: All Adults 18+ N - 317



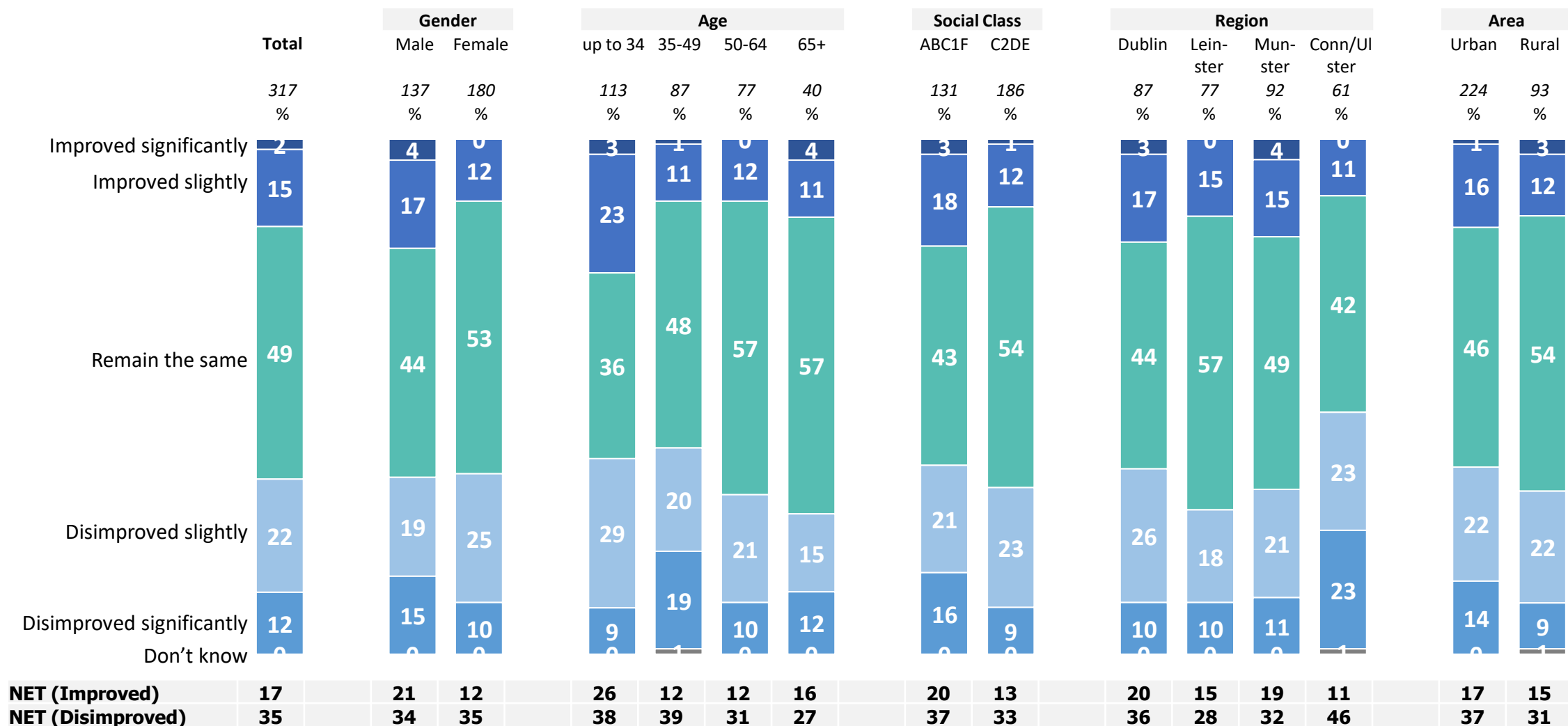
Half of all Irish adults actually report that their personal finances have remained the same since the beginning of the Covid 19 crisis, a third report their personal finances have disimproved, with one in six actually reporting an improvement in their personal finances.



Q.3 To what extent have your personal finances improved, disimproved or remained the same since the beginning of the COVID 19 crisis?

# Extent to which personal finances have been impacted by Covid-19

Base: All Adults 18+ N - 317



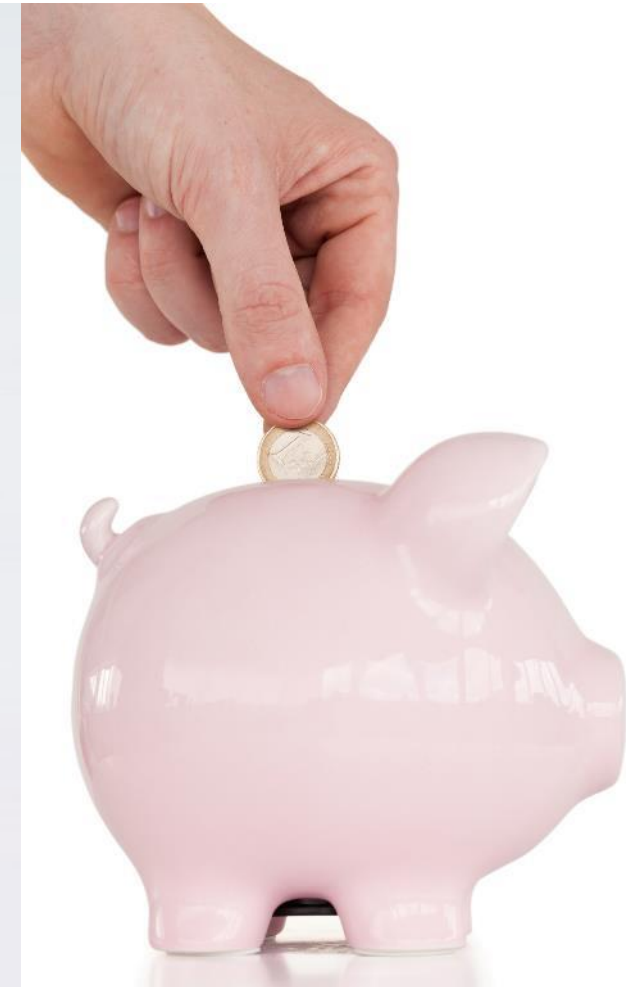
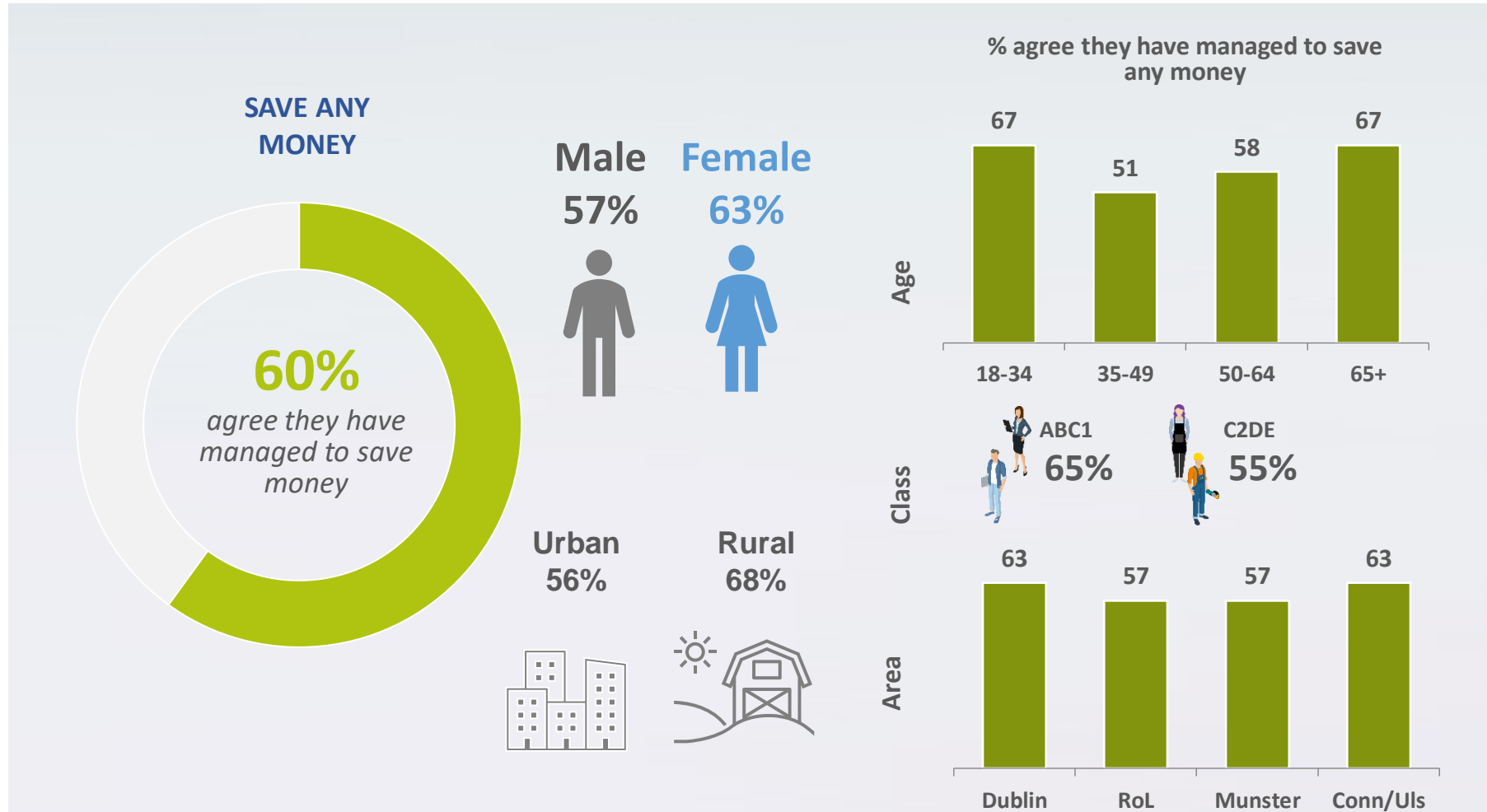
Males, and those aged 18-34 years, are significantly more likely than the average individual to report improved personal finances.



Q.3 To what extent have your personal finances improved, disimproved or remained the same since the beginning of the COVID 19 crisis?

# 60% of people have saved money during the crisis

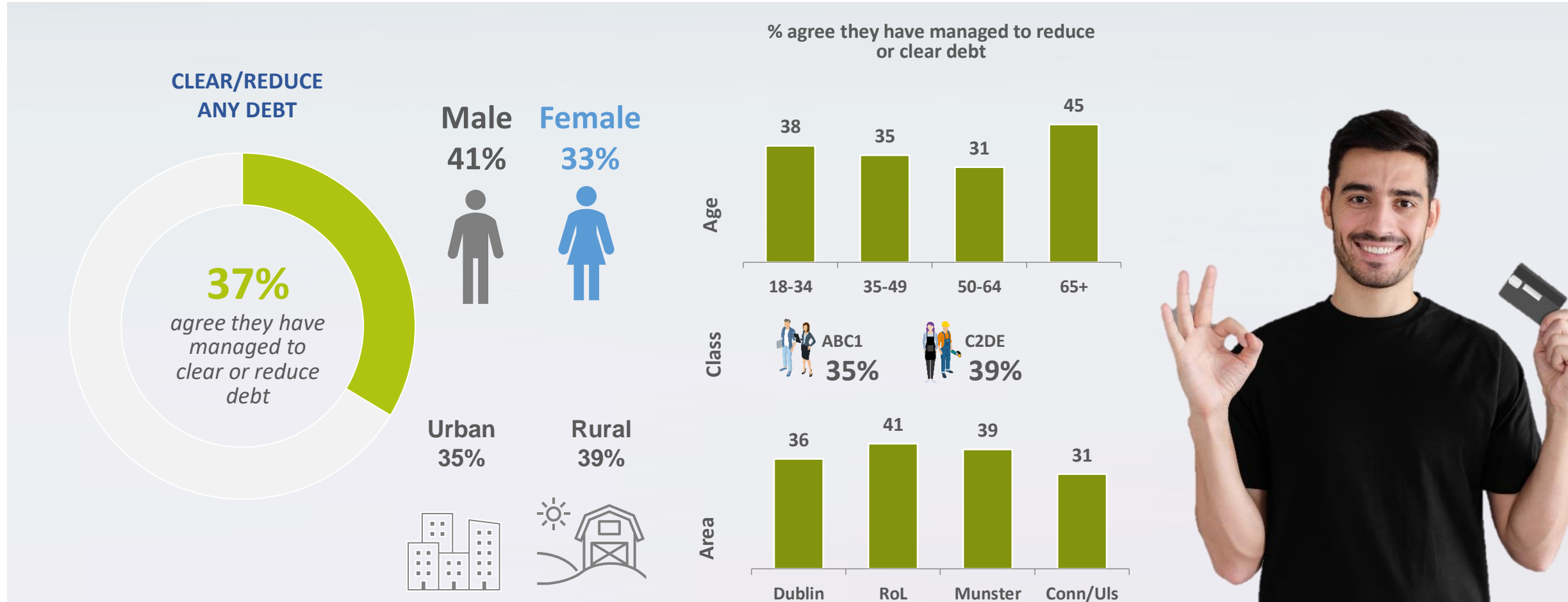
Base: All Adults 18+ N - 317



Six in ten have managed to build up cash reserves by way of saving money since the beginning of the crisis – a positive indication of a potential spending boost once restrictions are lifted.

# And 37% have managed to clear or reduce debt

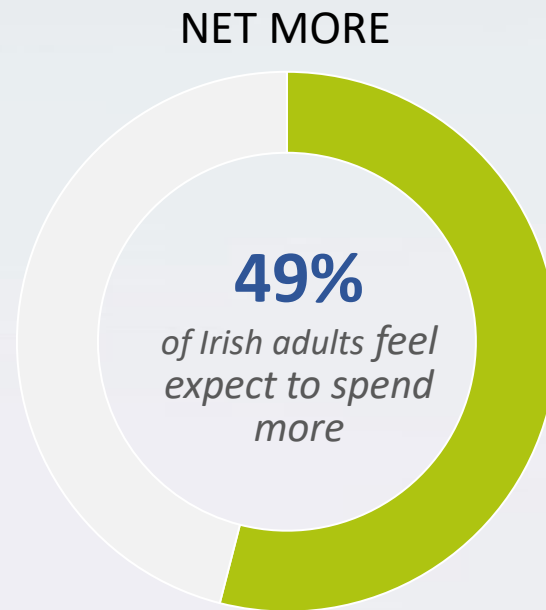
Base: All Adults 18+ N - 317



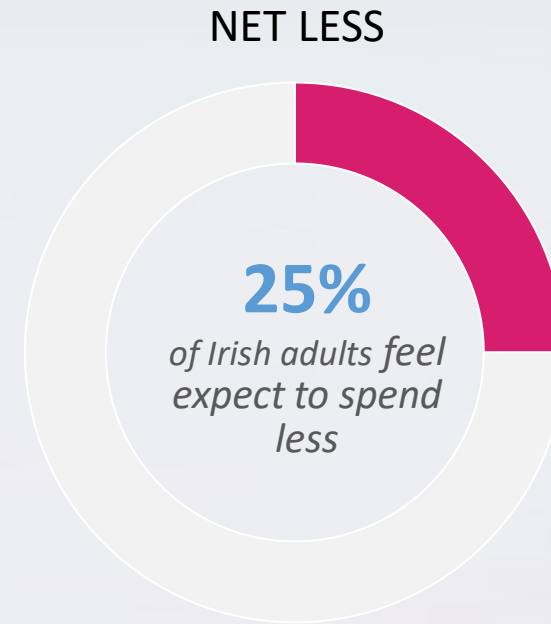
In addition to increased savings, 37% report having managed to clear or reduce debt since the beginning of the crisis.

# Expected expenditure when business reopens

Base: All Adults 18+ N - 317



**5%** Considerably more/  
**45%** a little more



**18%** a little less/  
**7%** considerably less

**25%**  
*Expect to spend about the same amount as during the full COVID 19 lockdown*

Twice as many individuals expect to spend more money as businesses reopen as expect to spend less – another positive indicator of the likely economic boost when things begin to return to a ‘new normal’.

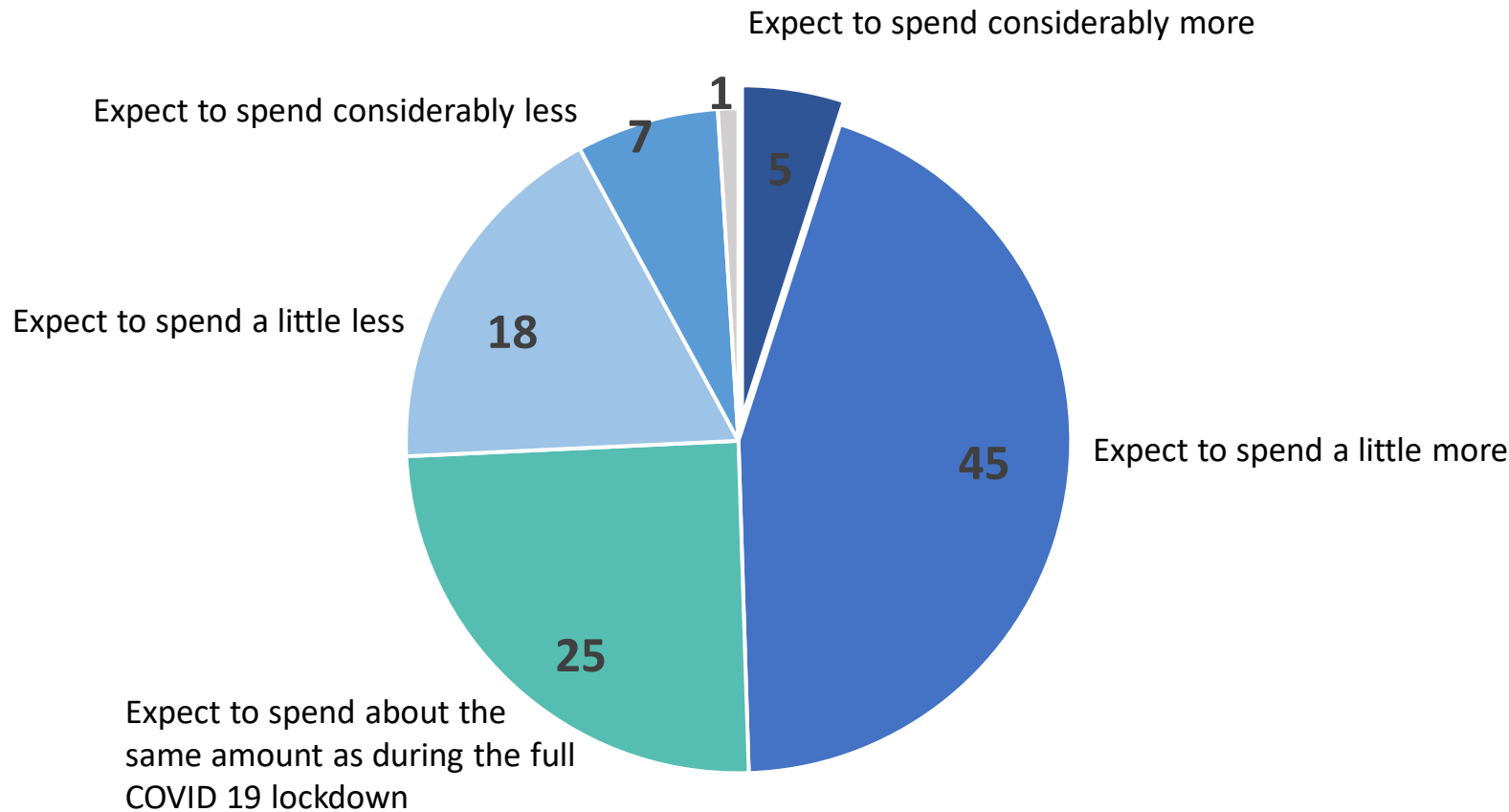
Q.6 As businesses continue to re-open, do you expect you will be spending more money, less money, or about the same amount of money each week compared to what you were spending when most businesses were closed?





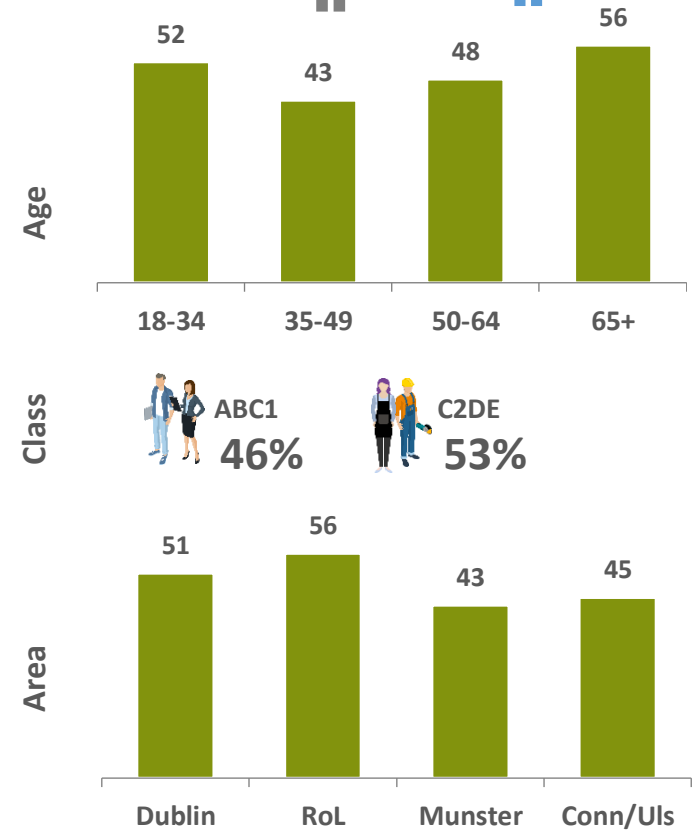
# Expected expenditure when business reopens

Base: All Adults 18+ N - 317



% agree they will spend more when businesses reopen

Male 51% Female 48%



The propensity to spend more when businesses reopen over-indexes among those living in the Greater Dublin Area, as well as those in the youngest (18-34 years) and oldest (65 years+) age categories.

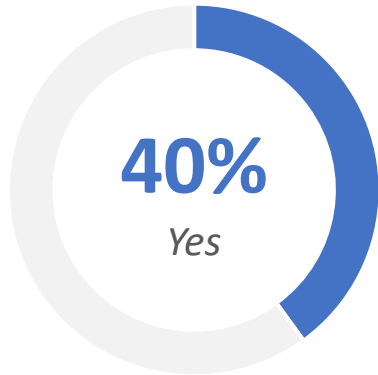
Q.6 As businesses continue to re-open, do you expect you will be spending more money, less money, or about the same amount of money each week compared to what you were spending when most businesses were closed?



# Incidence of having to cancel a holiday

Base: All Adults 18+ N - 317

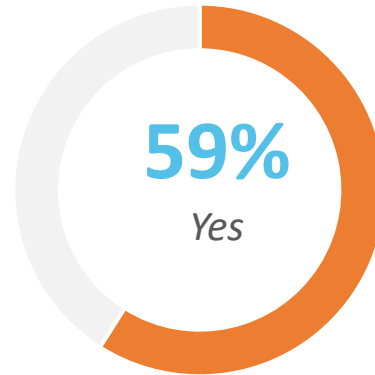
Cancelled a holiday in Ireland



Higher among:

65+	48%
Working full time	45%
Student	54%

Cancelled a holiday overseas



Higher among:

Female	63%
50-64	64%
Dublin	64%
Working full-time	67%
Those with adult children age 20+ in h/hold	71%

Given the onset of the crisis during the typical holiday booking season, it is perhaps not surprising that six in ten of all adults had to cancel an overseas holiday as a direct result.

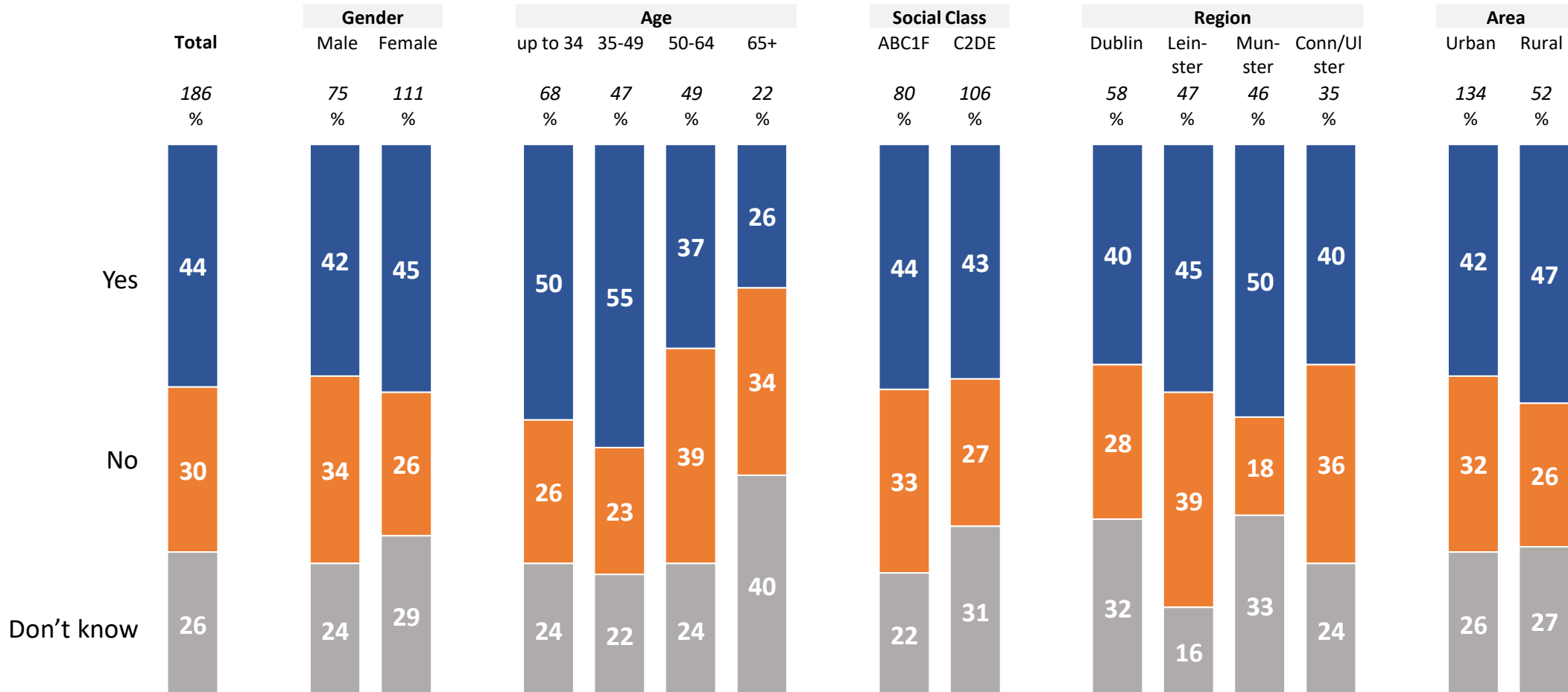


Q.7 Have you had to cancel a holiday in Ireland due to the COVID 19 crisis?  
Q.8 Have you had to cancel a holiday overseas due to the COVID 19 crisis?



# Over four in ten expect to spend the money they have saved on holidays on other products and services in Ireland

Base: All Adults who had to cancel holiday 18+ N - 186



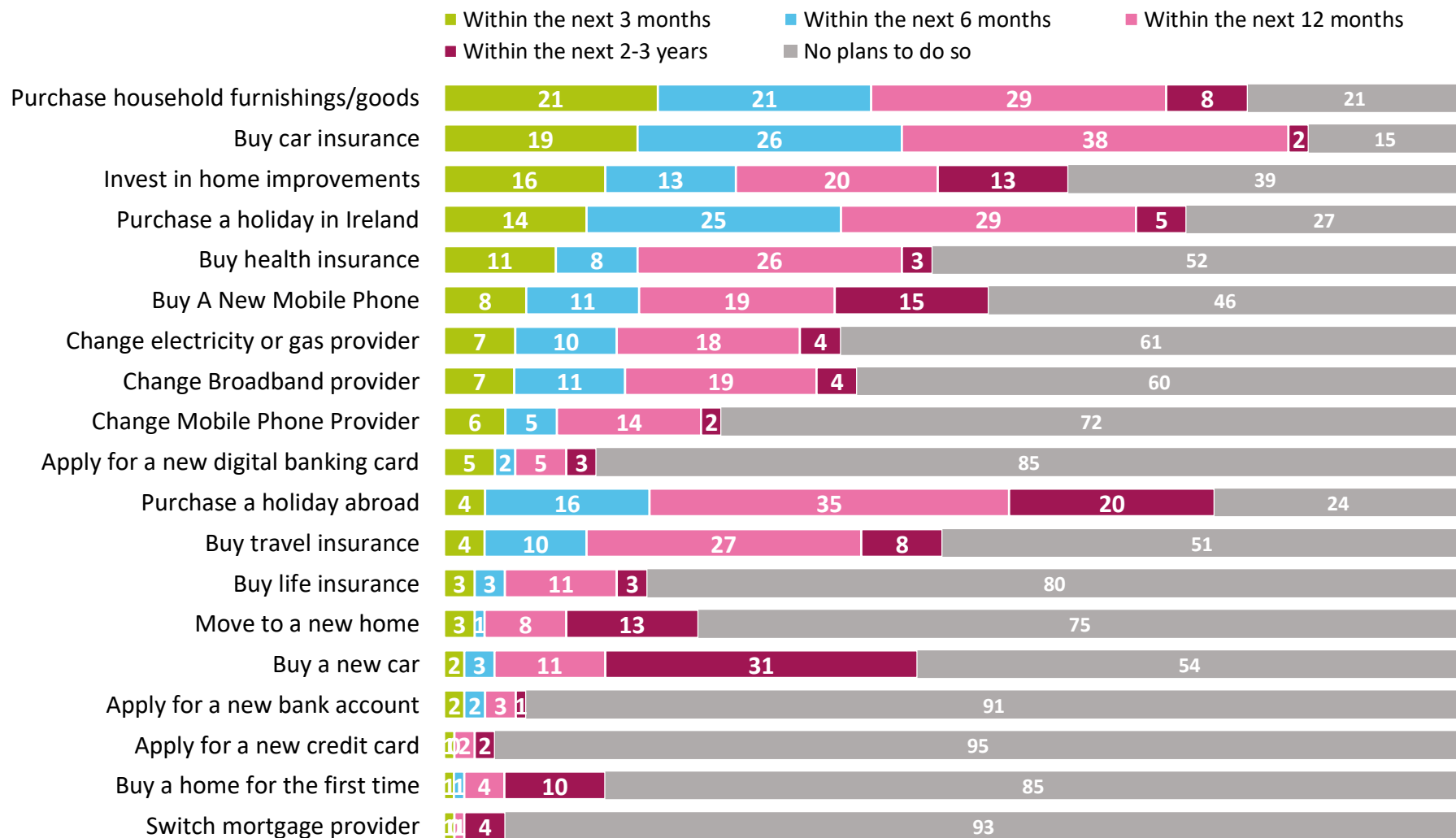
Of the 60% of adults who had to cancel any type of holiday because of the crisis, 44% expect to spend the money they saved on other products and services in Ireland instead, with a further 26% still uncertain as to what they will do with the money. Those aged 18-49 years are most likely of all to spend their holiday 'savings' on other products and services in Ireland.



Q.9 And will you be spending any of the money that you have saved from that/those holidays on other products and services in Ireland instead?

# Summary purchase plans post Covid

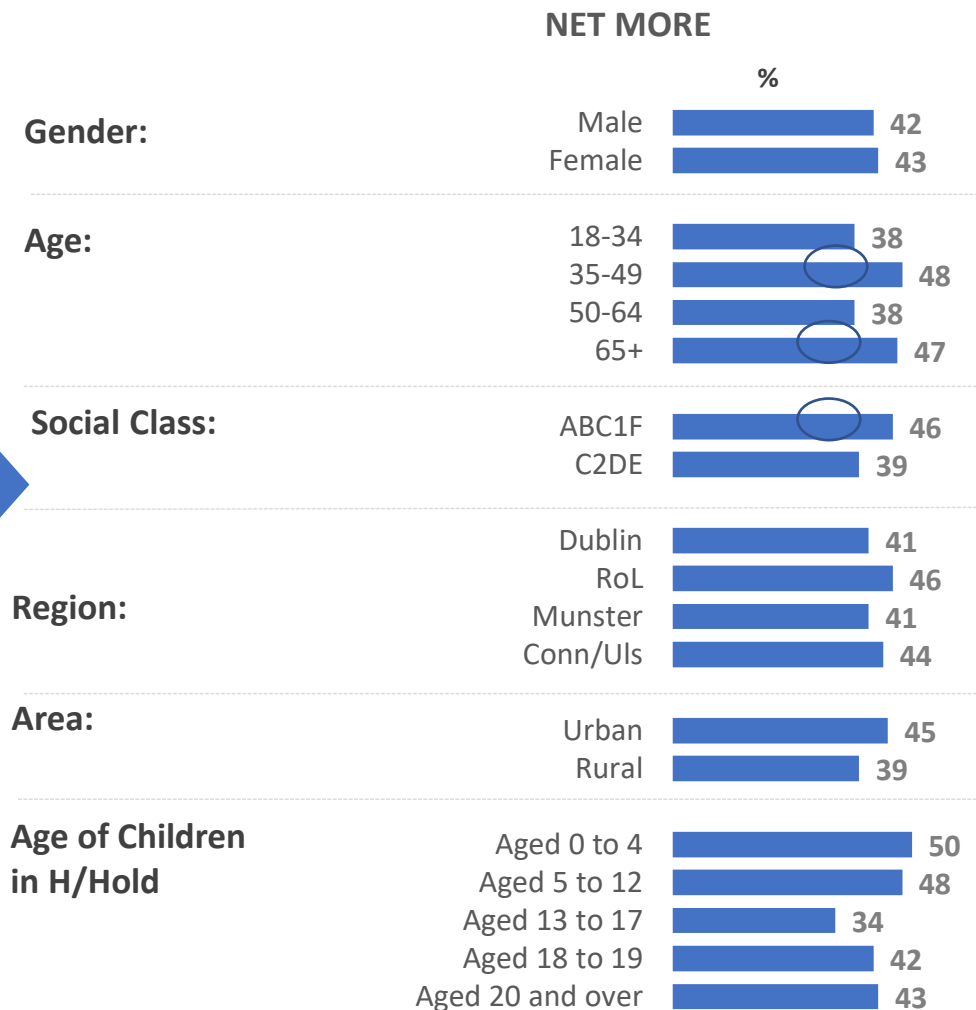
Base: All Adults 18+ N - 317



Key purchases being planned for the next six months include household furnishings/goods and home improvements, purchasing (re-purchasing?) car insurance, and buying health insurance.

# Frequency of Purchasing Irish brands from smaller local shops and suppliers since the onset of Covid-19 crisis

Base: All Adults 18+ N - 317

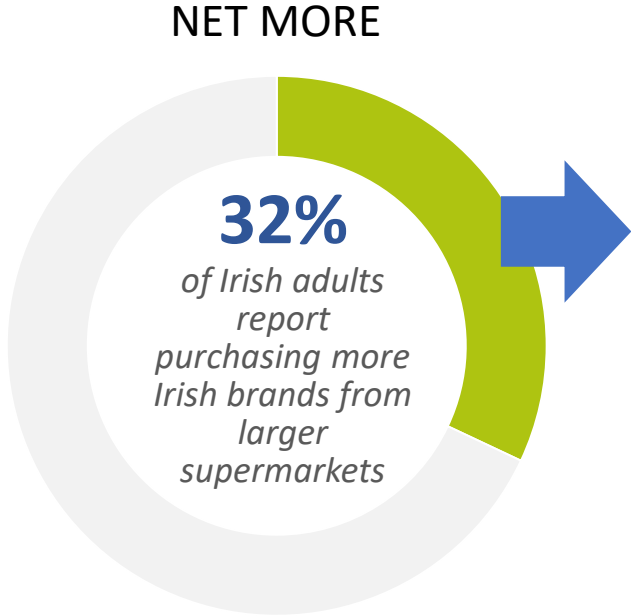


**ABC1s are significantly more likely to have been purchasing more Irish brands from local shops than have their C2DE counterparts.**

Q.12 To what extent have you been doing more, less, or about the same amount of each of the following, since the onset of the COVID 19 crisis?

# Frequency of Purchasing Irish brands from larger supermarkets since the onset of Covid 19 crisis

Base: All Adults 18+ N - 317



		NET MORE
		%
<b>Gender:</b>	Male	34
	Female	30
<b>Age:</b>	18-34	34
	35-49	30
	50-64	28
	65+	38
<b>Social Class:</b>	ABC1F	37
	C2DE	27
<b>Region:</b>	Dublin	38
	RoL	29
	Munster	28
	Conn/Uls	32
<b>Area:</b>	Urban	36
	Rural	24
<b>Age of Children in H/Hold</b>	Aged 0 to 4	36
	Aged 5 to 12	34
	Aged 13 to 17	21
	Aged 18 to 19	30
	Aged 20 and over	32

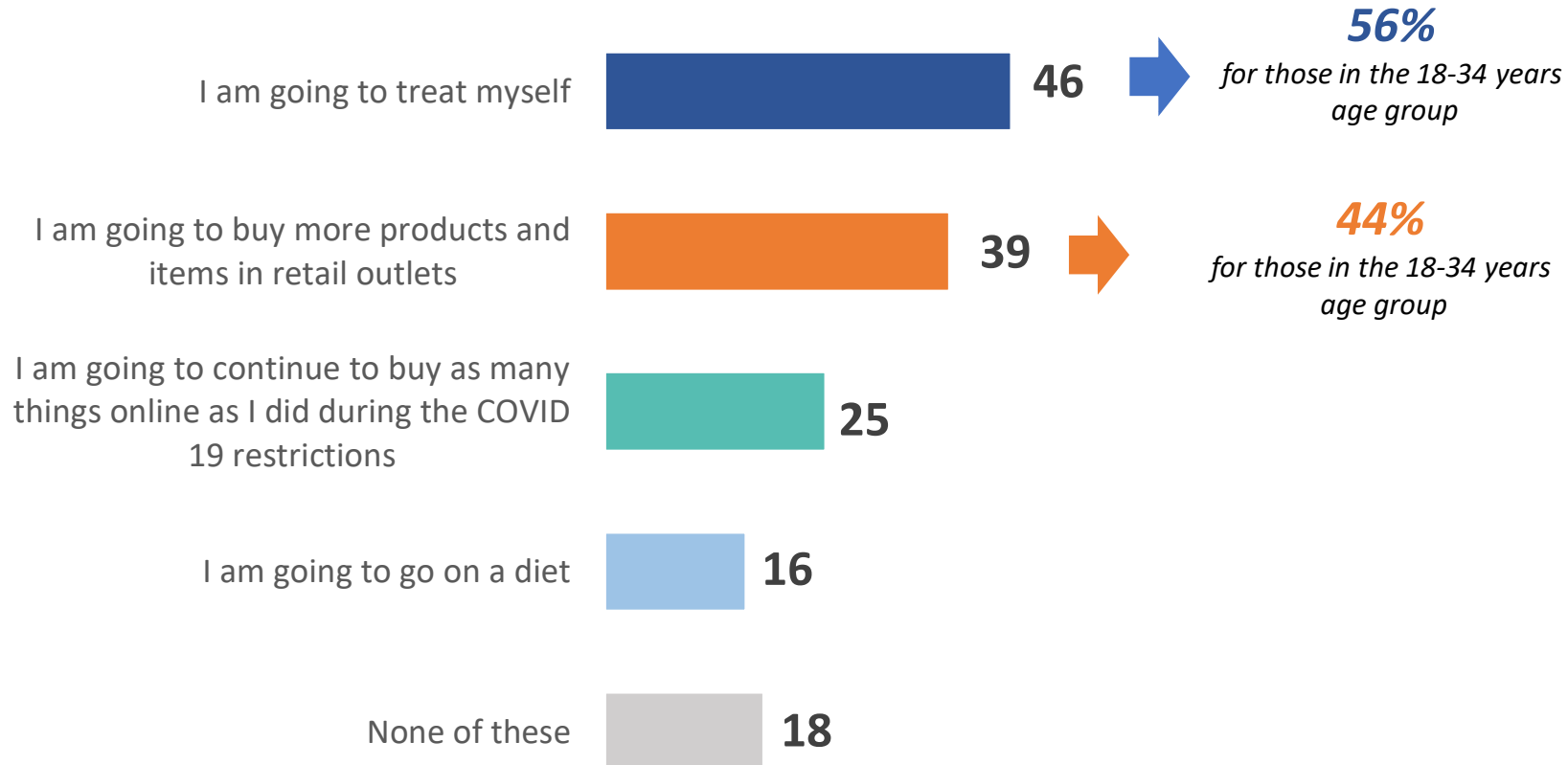
**Increased purchasing of Irish brands from larger supermarkets peaks in the Dublin area.**

Q.12 To what extent have you been doing more, less, or about the same amount of each of the following, since the onset of the COVID 19 crisis?



# Intentions once Covid 19 restrictions lifted

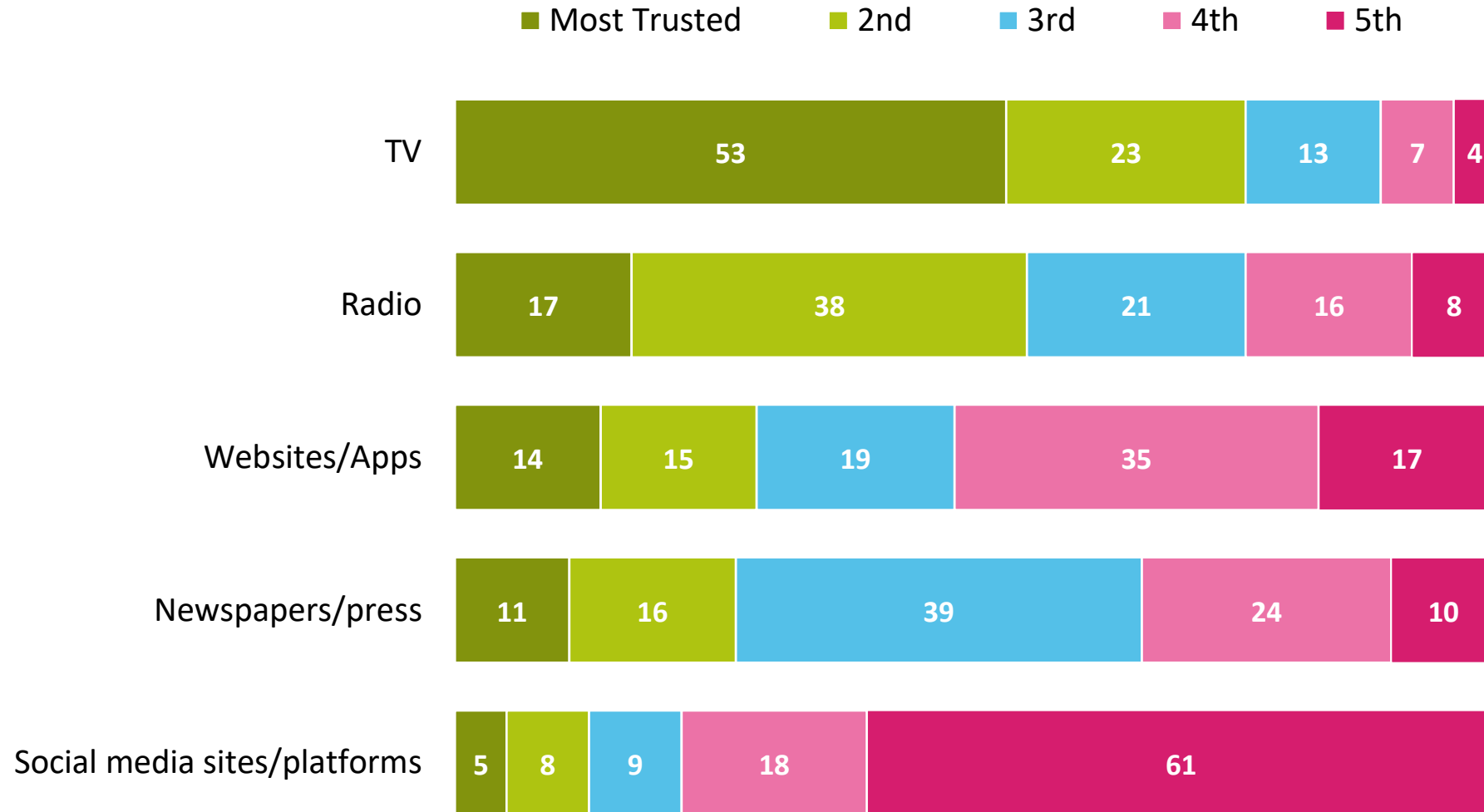
Base: All Adults 18+ N - 317



Younger people in particular are planning to treat themselves once all or most of the Covid 19 restrictions are lifted, with significant retail therapy also in the offing. 1 in 6 of us are also planning on shedding a few lbs. as we emerged from hibernation.

# Most trusted source

Base: All Adults 18+ N - 317



**Social media has been by far the least trusted source of news and information during the Covid 19 crisis.**

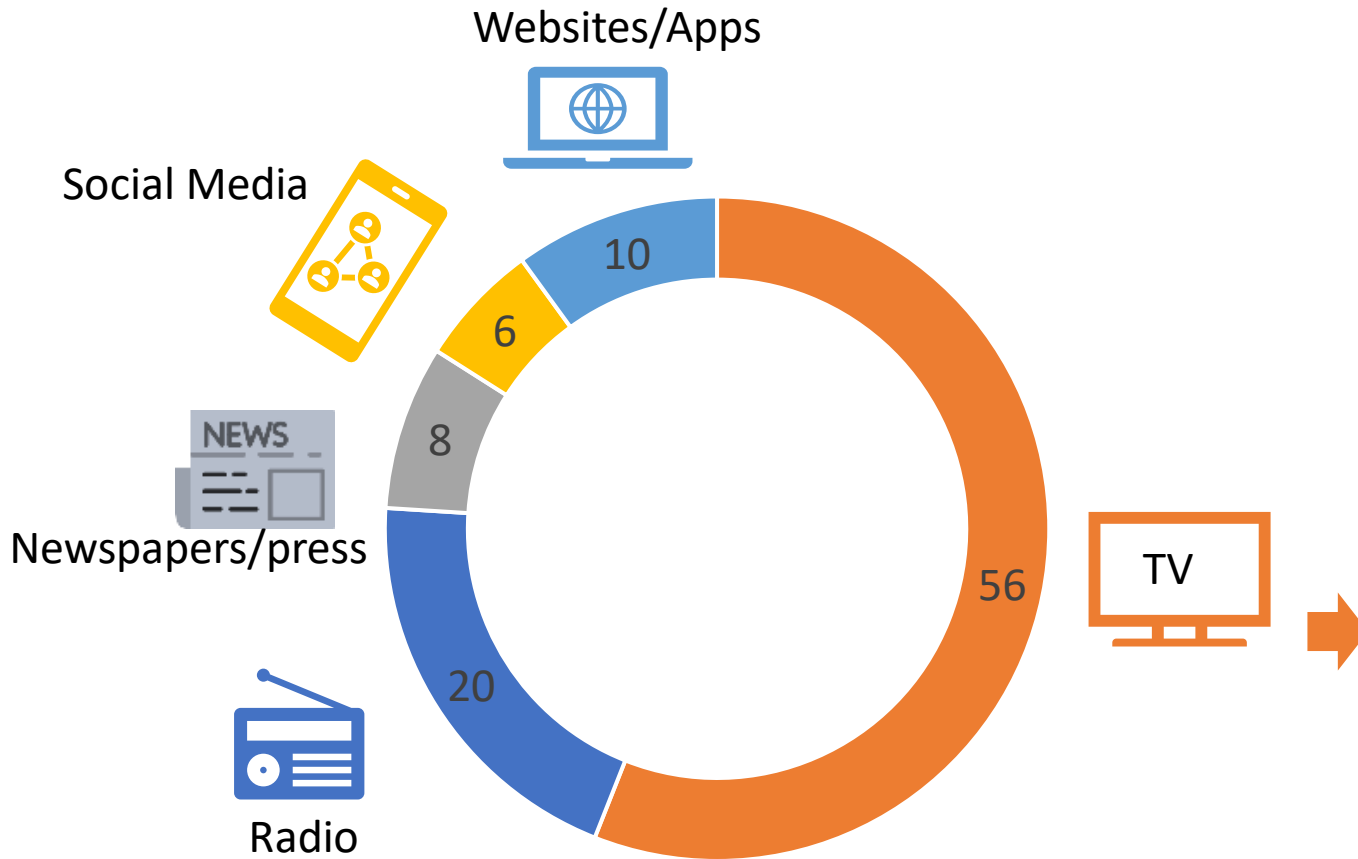


Q.17 And please rank each of these sources from 1 to 5, where 1 is the source of news and information that you have trusted most during the COVID 19 crisis, and 5 is the source that you have trusted least?

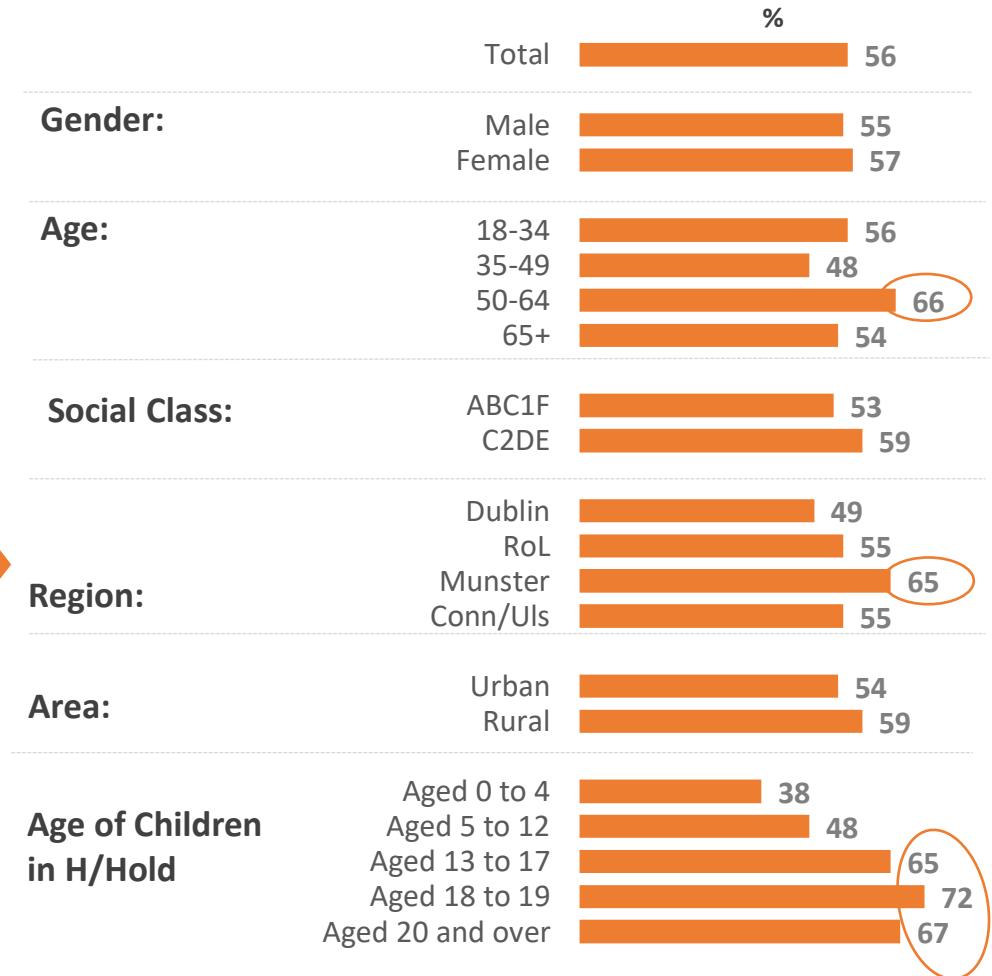


# Most trusted source of Advertising communication

Base: All Adults 18+ N - 317



## TRUST TV MOST

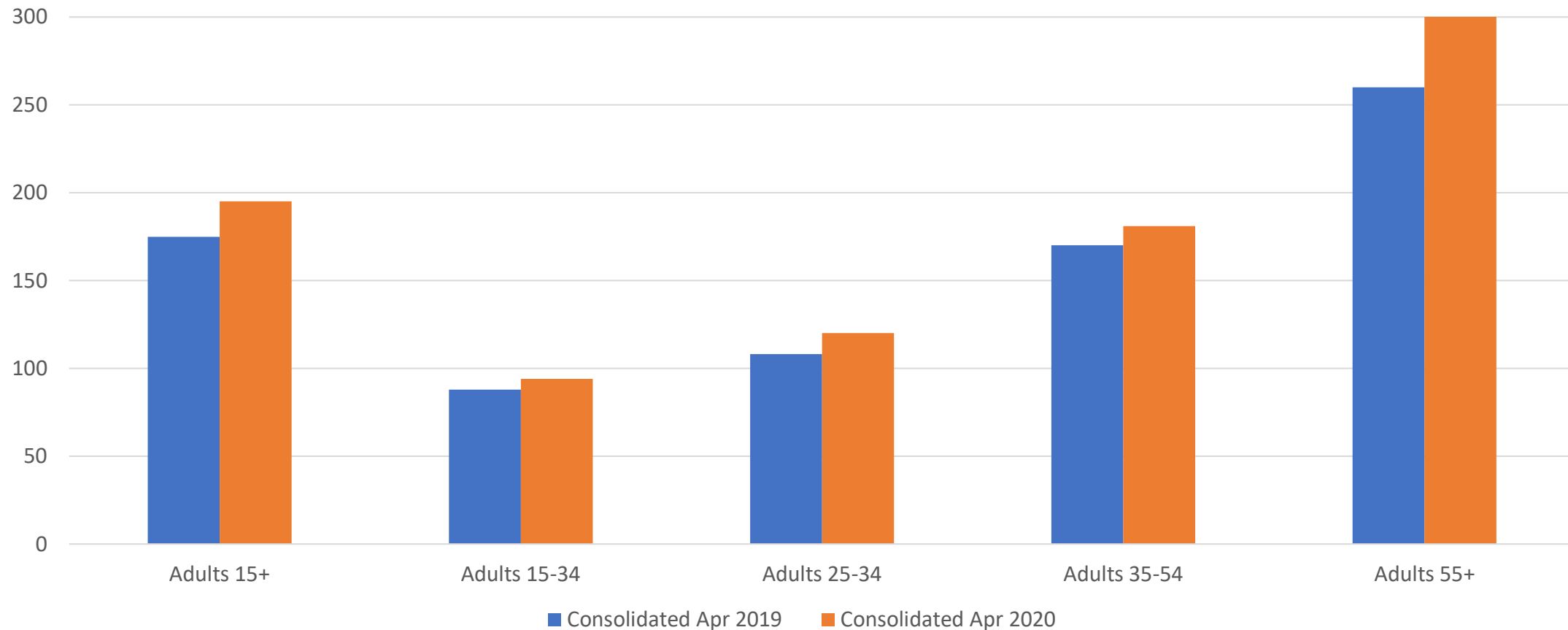


TV has been by far the most trusted source of advertising during the Covid 19 crisis, followed at some remove by radio.

Q.24 Please rank each of these sources from 1 to 5, where 1 is the source of Advertising that you have trusted most during the Covid 19 crisis, and 5 is the source that you have trusted least?

# Television Viewing: Consolidated Minutes viewed **daily**

April 2020 V April 2019



**TV viewing in April was strong across demographic groupings.**



Source: TAM Ireland Ltd / Nielsen TAM / Av mins Pn, Total TV, Consolidated, National