



Sunday Times and Behaviour & Attitudes

December Opinion Poll 2021

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RESEARCH
& INSIGHT





Technical Appendix

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Sample Size

The results of this opinion poll are based upon a representative sample of 933 eligible Irish voters aged 18 years+.



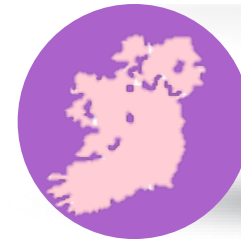
Fieldwork

As such, the results can be deemed to be accurate to within plus or minus 3.3 percentage points at the 95% confidence level. Fieldwork was conducted on an in-home, face-to-face basis over the period Thursday 25th November to Wednesday 8th December, 2021.



Location

The sample was stratified across all constituencies at 125 locations in the country with individuals selected for interview by way of Demographic Quotas (age, gender, socio-economic status) in line with Central Statistics Office (CSO) and market research industry population estimates.



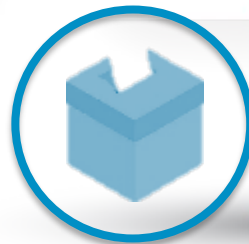
Weighting

The subsequent survey results are weighted to reflect the known demographic profile of Irish adults, utilising the most recently published census population estimates from the Central Statistics Office (CSO).



Party Support

Party support levels are subsequently realigned in accordance with a technical adjustment factor, designed to smooth the effects of extreme highs and lows in support levels for individual parties as measured at a single point in time, and taking variable election day turnout levels into account.



Guidelines

All aspects of the survey, including the Party Support adjustment factor, are implemented in accordance with the technical and ethical guidelines set down by the Association of Irish Market Research Organisations (AIMRO) and the European Society of Opinion & Market Research (ESOMAR).

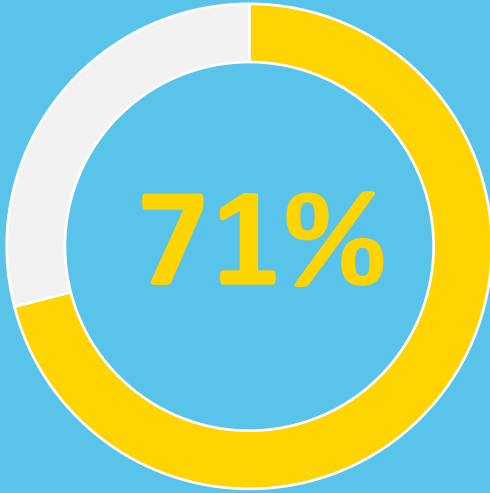




Sleep Patterns

Over seven in ten feel they are getting enough sleep

Base: All Irish voters - 933



However, women and those in the 35 to 54 age group are less likely to agree ...

Male



76%

Female



65%

35-54 yrs



64%



Sufficient Sleep x Demographics





Base: All Irish voters - 933

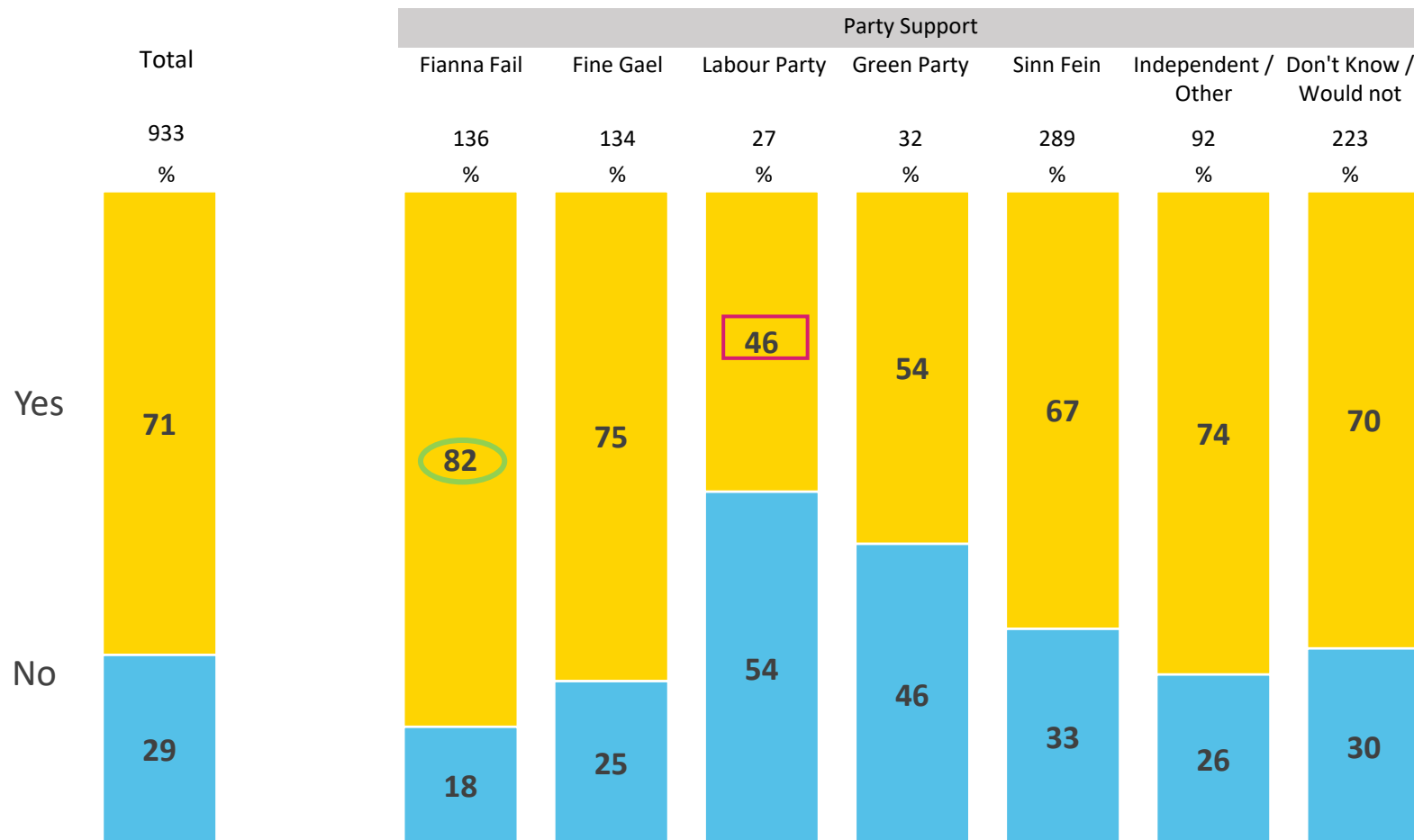
 Statistically higher
 Statistically lower



Sufficient Sleep x Party Support

Base: All Irish voters - 933

 Statistically higher
 Statistically lower





Sleeping patterns compared to pre Covid



Q.9b Are you sleeping more, less or the same amount, compared to before Covid hit?

Sleep Patterns Compared to Pre Covid x Demographics



Base: All Irish voters - 917



 Statistically higher
 Statistically lower

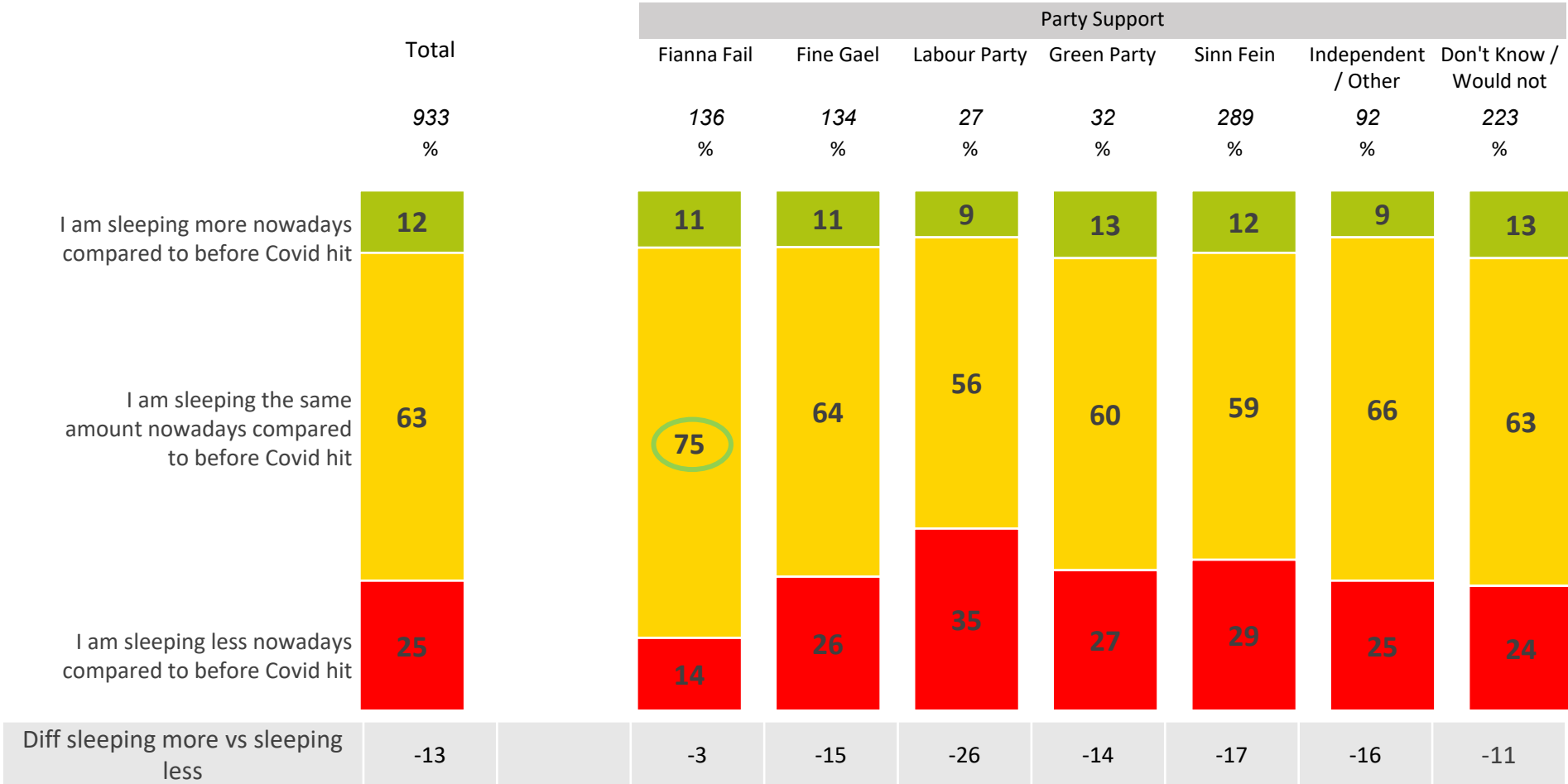


Sleep Patterns Compared to Pre Covid x Demographics



Base: All Irish voters - 917

 Statistically higher
 Statistically lower





Commentary

Attitudes to Sleep

Seven in ten of us feel we get sufficient sleep, however a clear gender divide exists with females (76% male; 65% female) and those in the 35 to 54 years age cohort significantly less likely to agree that they get enough sleep most likely due to the challenge of juggling home, work and childcare.

About one quarter of people feel they are sleeping less compared to before Covid hit and this is especially true of females (30% of females are sleeping less, compared to 19% of males).