

COVID-19 Ireland (apart) Together - week 2

Consumer attitude
and sentiment report.

Compiled by **core™** Research

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Executive Summary

Key findings

Public continue to be vigilant and concerned about Covid-19, with three-quarters of the population saying they are concerned

Optimism levels have declined slightly from 67% of adults being optimistic in the first weekend, to 63% in the second weekend.

There is, understandably a slight increase in the level of people who are uncertain – rising from 24% of population to 31%

There remains to be a low level (7%) who are not optimistic.

In terms of public approval of various stakeholders within society:

- Across the board, there is a higher approval this weekend for all stakeholders.
- 86% of people approve of how local shops and businesses and handled the outbreak (+3pts since last weekend)
- 81% approve of the Governments' actions (+1pt)
- 69% approve of how other citizens have handled the outbreak (+6pts)
- 65% approve of how large companies have responded (+6pts)
- 56% approve of how their employer or workplace has handled the situation (+4pts)

People are seeking ways for companies to **do something** to help the national effort, communities or households needs.

Methodology

This report is designed to provide a perspective on consumers' reactions to Coronavirus (COVID-19) in Ireland.

Based on Irish interviews from **Friday 27th March**, when the Irish Government instructed the public to "Stay at Home."

This report is based on the **fourth wave in a series of research** in relation to the outbreak of Covid-19 in Ireland.

The previous report provided the first understanding of consumer sentiment following the Government request to the public to stay at home. [This report can be read at onecore.ie](https://www.onecore.ie).

These "**weekend 1**" results (from Friday 27th March to Monday 30th March) will be compared with the survey results from "**weekend 2**" (from Friday 3rd April to Monday 6th April).

Both surveys were of 1,000 adult participants, representative of the population of the Republic of Ireland.

Research was conducted online.

This report focuses on a number of key areas:

- **Public concern** about COVID-19 in their country
- **Public sentiment** (optimistic or pessimistic) towards the ability to overcome the outbreak.
- **Public approval** of actions taken (or not) by:
 - Local business
 - The Government
 - Citizens
 - Large corporations
 - Airlines
 - Employers
 - Banks/financial institutions
 - Social Media companies
- **Public rating** of the actions of brand categories.

CONSISTENT CONCERN

75% of adults say they are very concerned or extremely concerned about the COVID-19 situation in Ireland.

This is consistent with 74% of the population the previous week.

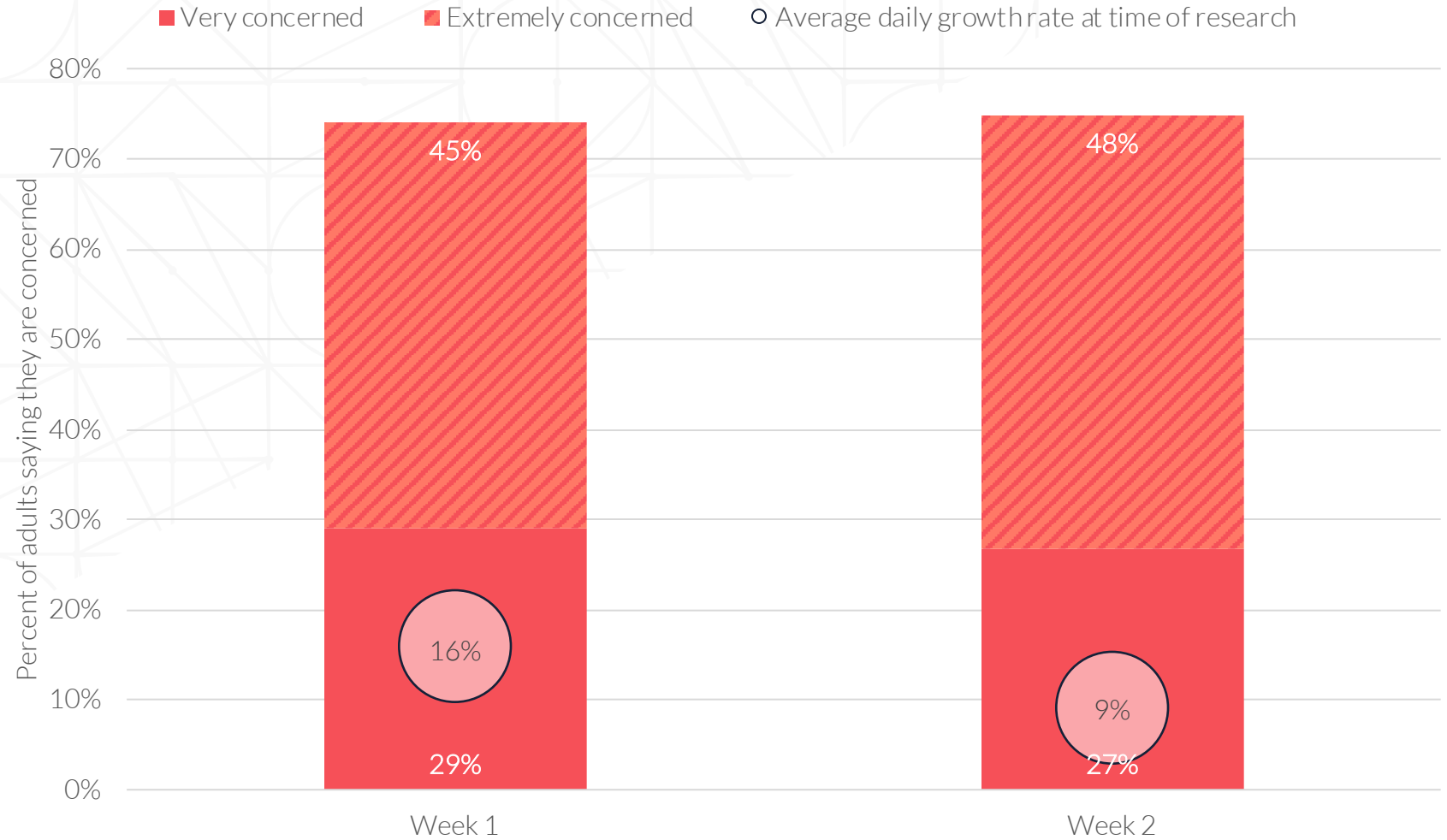
Citizens remain vigilant

Ireland taking crisis seriously

The only slight change in a week of "Stay at Home" measures is the continued concern people are expressing, with slightly more people saying they are extremely concerned.

This concern has translated into a strong adherence to the measures implemented by authorities in the first weekend.

How concerned are you about the Coronavirus / COVID-19 situation in your own country?



Source: Source: 1,000 adults surveyed online between Friday 27th March and Monday 30th March, and Friday 3rd April to Monday 6th April, representative of the adult population in Ireland.

OPTIMISM REMAINS

Despite a slight decline in those feeling optimistic compared to the first weekend, from 67% of people to 63%, there remains to be a high level of optimism that Ireland will overcome the COVID-19 outbreak.

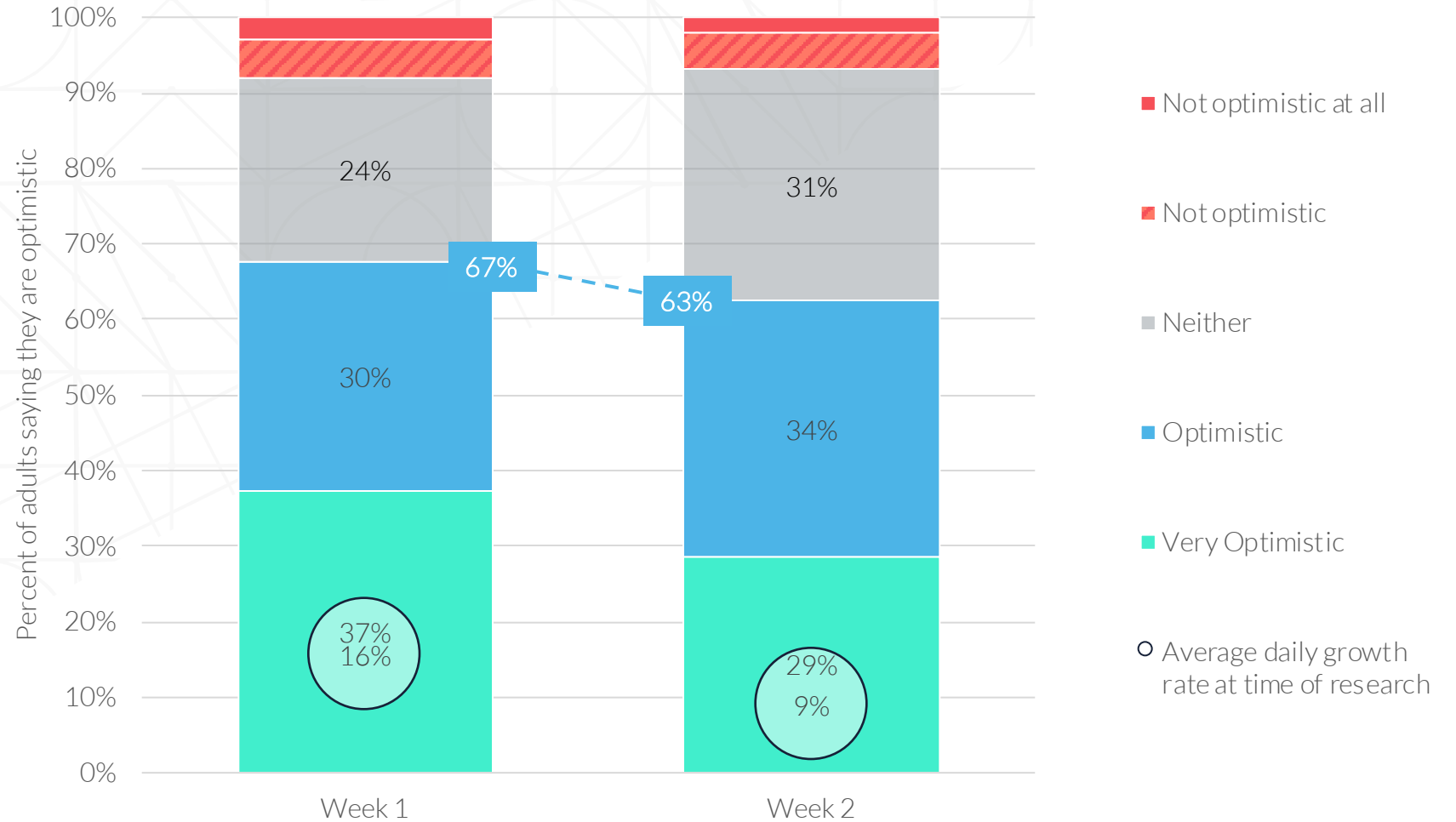
Source: Source: 1,000 adults surveyed online between Friday 27th March and Monday 30th March, and Friday 3rd April to Monday 6th April, representative of the adult population in Ireland.

63% of the population is optimistic that we will overcome.

There is a slight decline in optimism levels among the general population, however, this has not converted into strong pessimism, but an increase in uncertainty from 24% of the population to 31%.

This increase is understandable as there has uncertainty about whether the "Stay at Home" measures will be extended beyond Sunday 12th April.

How optimistic are you that your country will overcome the coronavirus / COVID-19 outbreak?



Source: Source: 1,000 adults surveyed online between Friday 27th March and Monday 30th March, and Friday 3rd April to Monday 6th April, representative of the adult population in Ireland.

STAKEHOLDER SUPPORT RISES

Public approval rises for the local businesses, the Government, citizens and large companies.

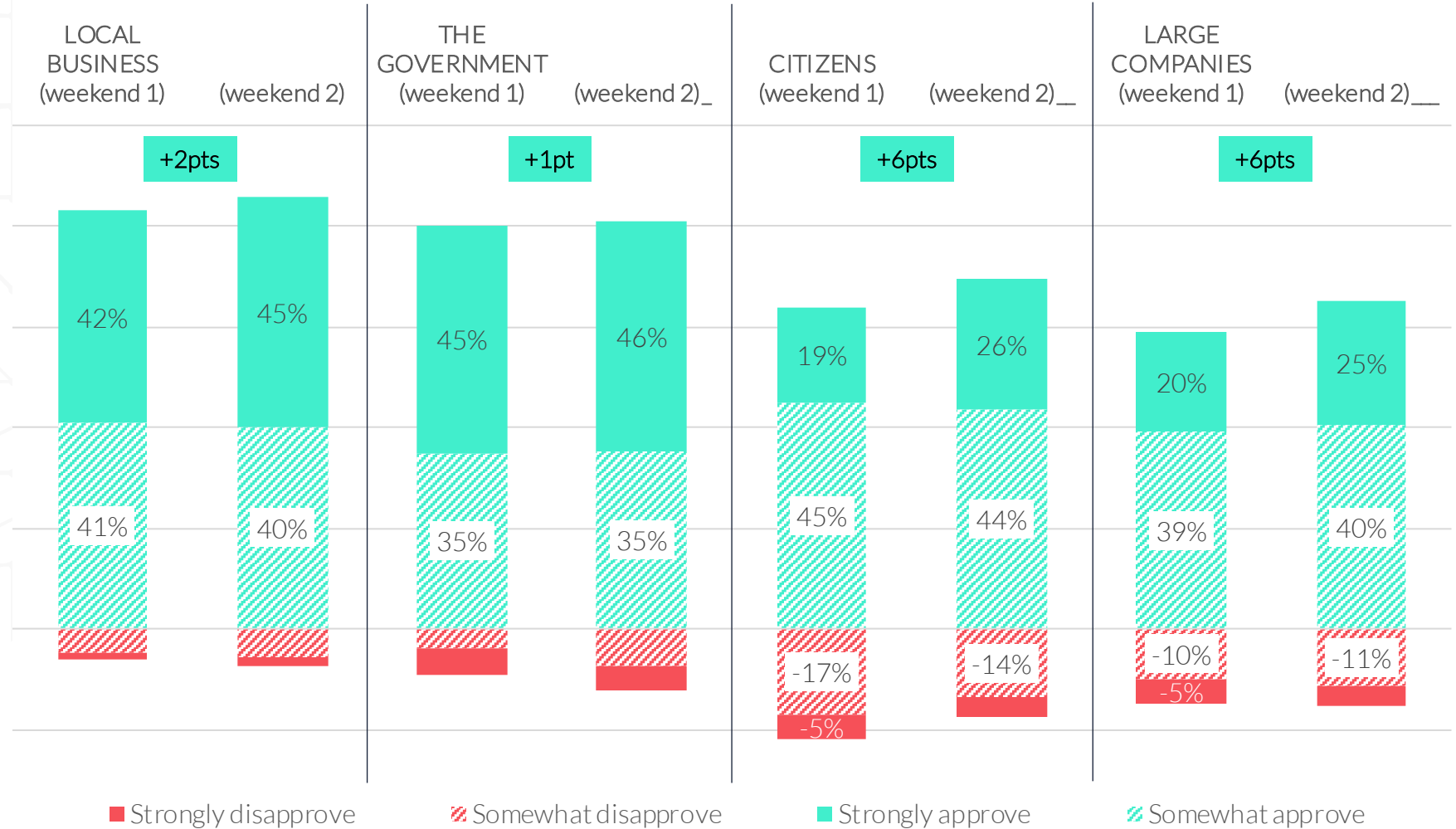
How much do you approve / disapprove of how the following have handled the coronavirus / COVID-19 outbreak so far? *Chart excludes those who are unaware*

Week 2: Approval of citizens and companies increases.

Local shops and business and the Government sustains the public approval week on week.

More significantly, approval of the general public (citizens) has increased by 6pts to 70% of people approving of how Irish people are responding to the outbreak.

There has also been a 6pts increase in how companies have handled the outbreak, with 65% approving of various efforts by companies to support.



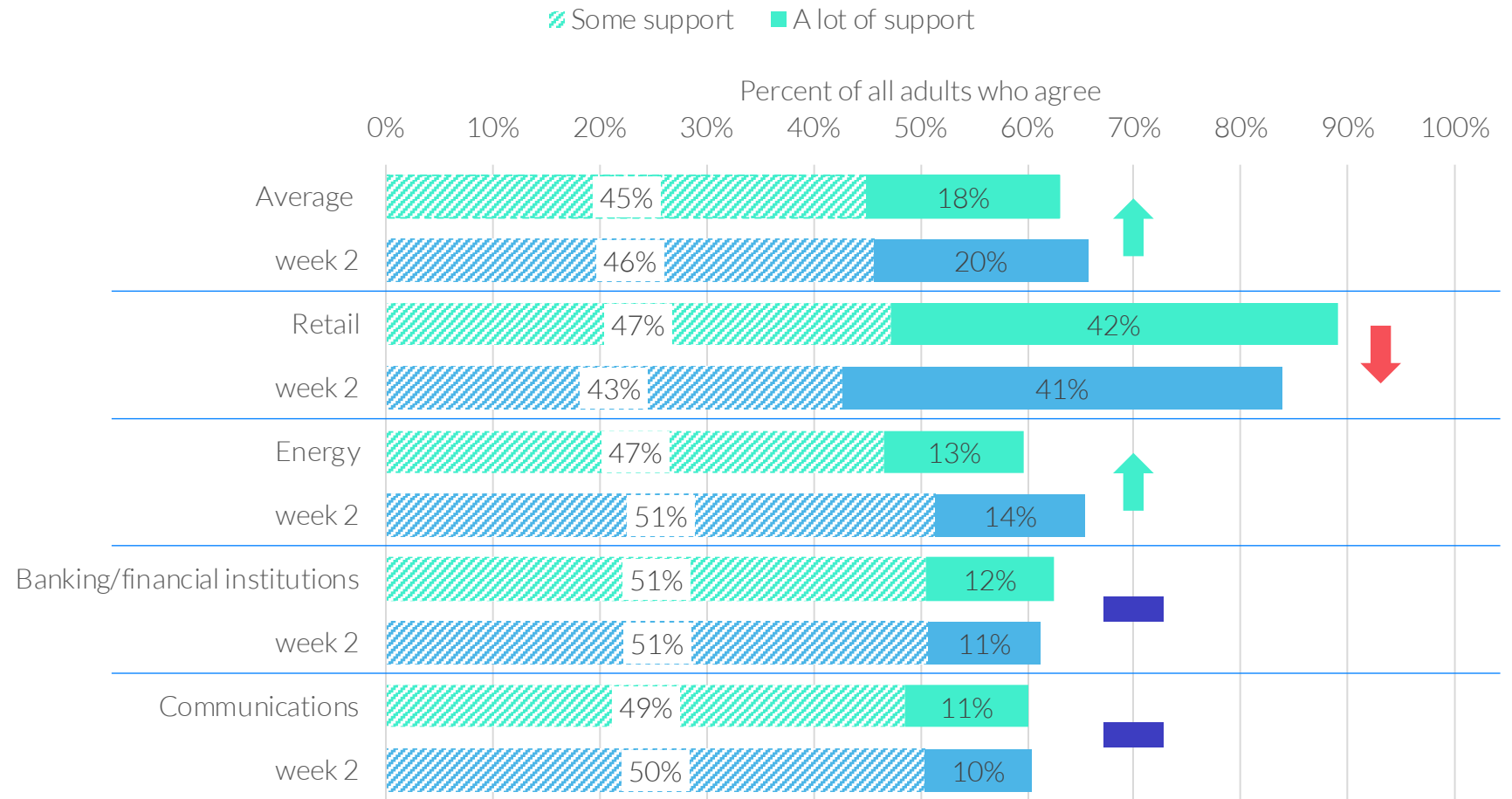
Source: Source: 1,000 adults surveyed online between Friday 27th March and Monday 30th March, and Friday 3rd April to Monday 6th April, representative of the adult population in Ireland.

Retail category continued to view as key supporter.

There is an increase in the number of people who are saying energy providers are providing support.

Across other categories (e.g. banking and communications), there is some movement in support scores of specific brands, which can be provided upon request to Core Research.

How much support do they feel the following brands are giving to the public during the Covid-19 pandemic? (Average for brands within category)



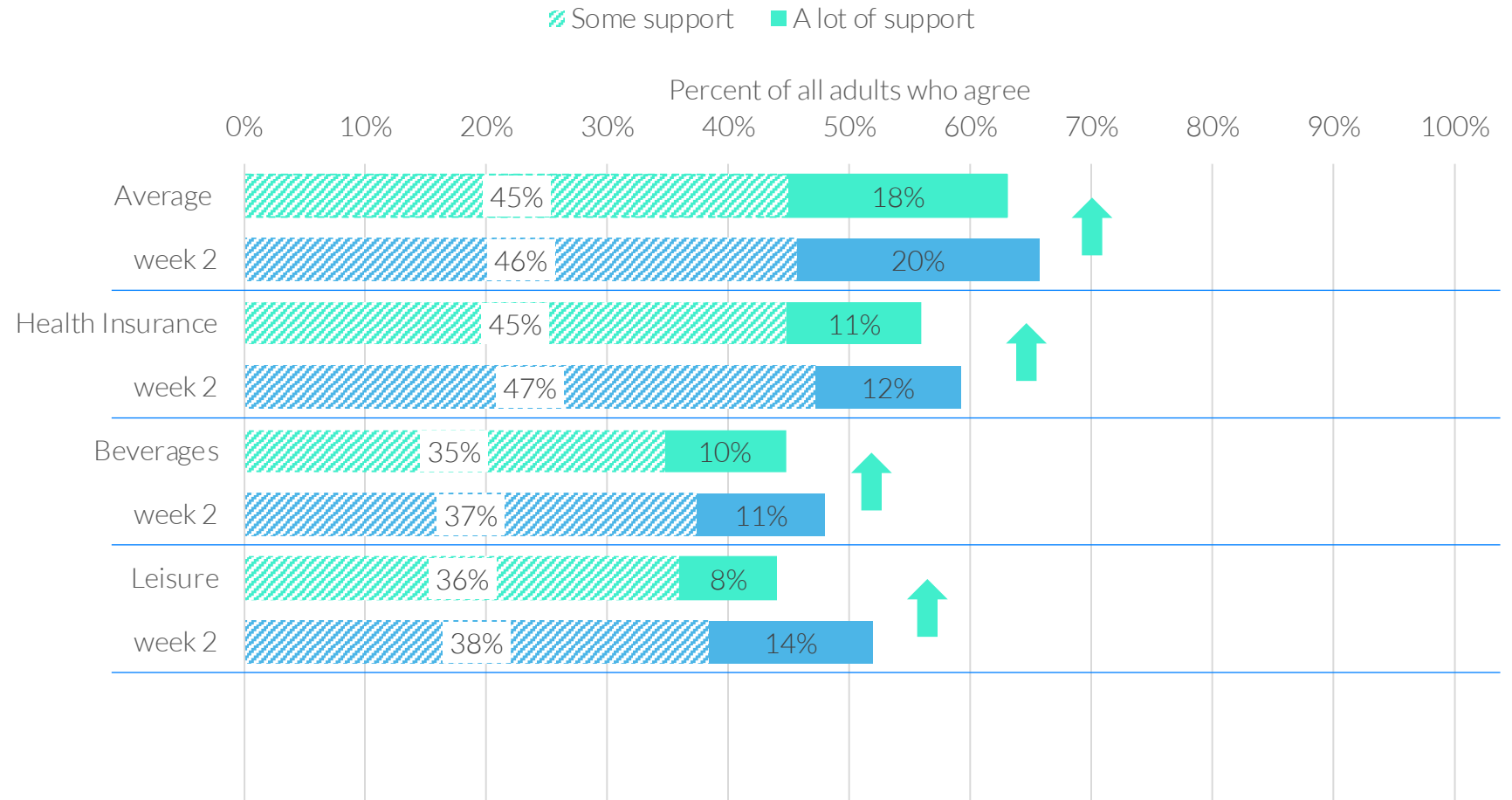
Source: Source: 1,000 adults surveyed online between Friday 27th March and Monday 30th March, and Friday 3rd April to Monday 6th April, representative of the adult population in Ireland.

Support increases across brand categories

There is an increase in the number of people who are saying energy providers, Health Insurance providers and leisure brands are providing support.

Across other categories (e.g. banking and communications), there is some movement in support scores of specific brands, which can be provided upon request to Core Research.

How much support do they feel the following brands are giving to the public during the Covid-19 pandemic? (Average for brands within category)



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WHO CAN WE HELP?

In conclusion, it is our time to ask, who can we help?

The public is ready to learn about appropriate and sensitive supports from companies and brands.

[DOWNLOAD FULL REPORT](#)

Developing a New Strategy

The spread of COVID-19 has resulted in a health and humanitarian emergency across the globe. Our health systems and frontline workers are making extreme efforts to combat this challenge. In Ireland, the general public is also adapting and reacting to this on-going crisis, changing behaviours, making new decisions and possibly shaping attitudes which will bring about a *new* norm.

On the 27th March, the Government introduced restrictions on people leaving their homes, in order to slow down and stop the spread of COVID-19. Measures introduced before this have had a significant impact on every aspect of our daily life.

It has been necessary for commerce and brands to respond to these changing consumer habits and this period of uncertainty needs a plan to work from. While this crisis will be a struggle, with much pain, this crisis will pass and the country will recover. Understanding the three phases to recovery will be critical for organisations, companies and brands.

Core has developed the COVID-19 planning framework which is divided across three distinct phases:

- **Adaptation:** how people and organisations are adapting to measures and restrictions introduced by authorities.
- **Reaction:** the changing behaviours and decisions people and organisations will need to make, as measures remain in place.
- **Recovery:** how business can prepare themselves for *new* consumer norms when measures are lifted.

At Core, planning for this transition will be led by Core Strategy, with collaboration across all Practices. This is in recognition that managing the crisis as a whole is exceptionally demanding on clients and their agency partners.

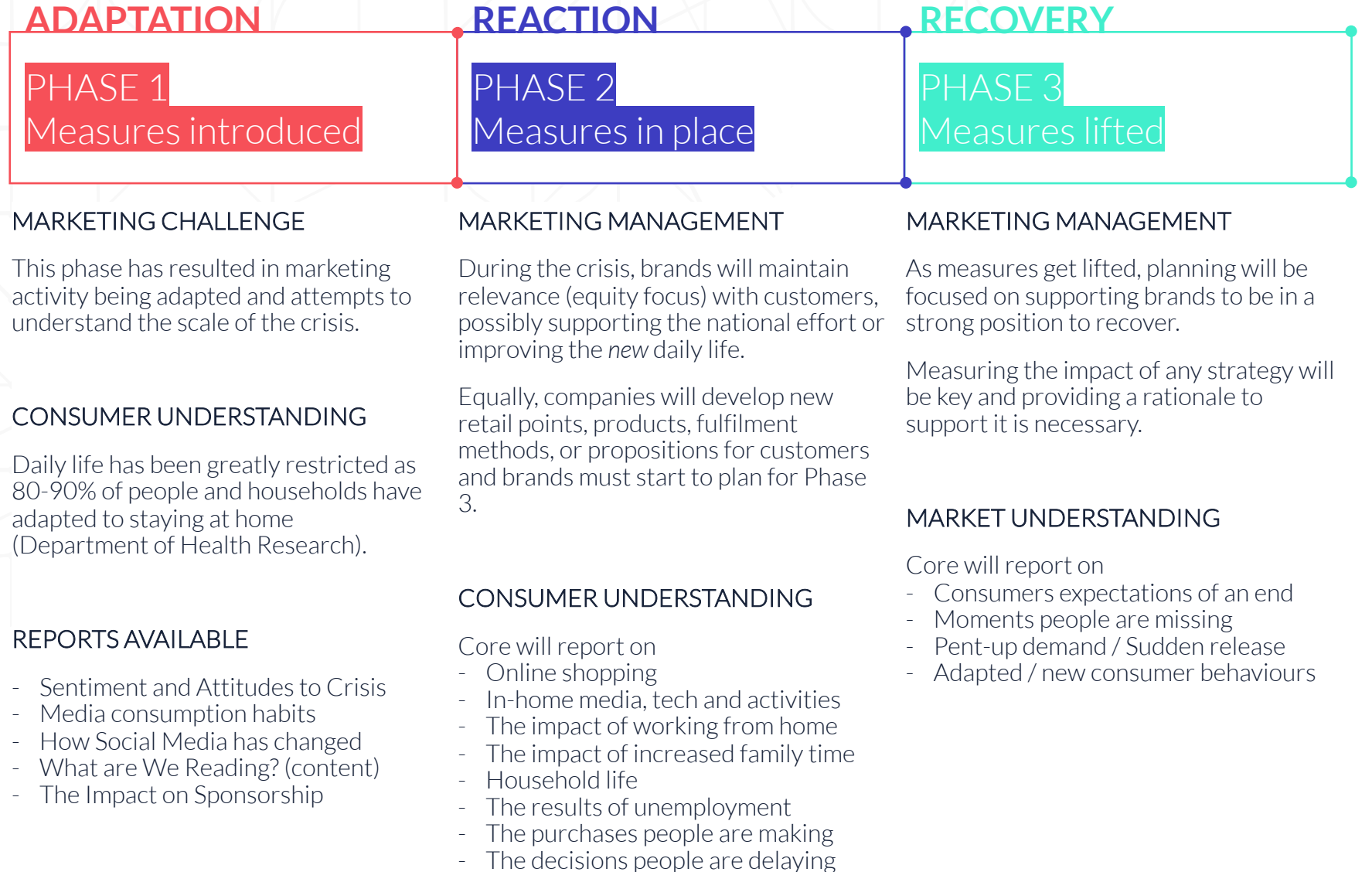
Adapt-React-Recover planning will be informed by evidence curated by an Intelligence & Solutions group, focused on gathering the relevant research from the consumer market.

We believe that plans should be informed by robust intelligence, and we are committing to develop reports across different sectors and areas including consumer sentiment and behaviour, changing media habits, impact on sponsorship, creative ideas and working life.

COVID-19 Planning Framework

To advise on marketing decisions during the spread of COVID-19, this framework focuses on three key phases.

We will populate each phase with relevant intelligence that we gather and primary research we conduct, designed to better inform decision-making during this uncertain time.



About **Core Research**

There is a lot of noise in every market. We exist to navigate this noise. We believe business action should be driven by insight and contextual intelligence.

We work directly and independently with clients across every category and market focusing on business impact.

About **Core**

Core Research is part of Core, Ireland's largest marketing communications company, collaborating across 9 practices, providing services in sponsorship, strategy, research, investment, media, creative, learning, data and recruitment.

- For more information

onecore.ie/research
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