Public Opinion Tracking Research: 16/11/20
ABOUT THE RESEARCH

The research findings in this report are based on surveys by Amárach Research on behalf of the Department of Health.

The polls are conducted and reported on the same day using Amarách’s SmartPoll panel and weighted to the demographics of the 18+ adult population.

Sample size (16/11/20): n=1,600
Module: Christmas II
Christmas Shopping

Would you prefer if shops (currently closed for Level 5) could open early in December and trade normal hours, or open later in December and trade 24 hours a day (if they wanted), if opening later in December meant lower restrictions for

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Plans

Have you already made plans for Christmas this year, e.g.: who you will meet, where you will spend Christmas day etc.?

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Plans - Family
Have you discussed plans for Christmas with other family members?

- All: 72% Yes, 28% No
- Male: 68% Yes, 32% No
- Female: 76% Yes, 24% No
- <35: 78% Yes, 22% No
- 35-44: 71% Yes, 29% No
- 45-54: 70% Yes, 30% No
- 55+: 69% Yes, 31% No
- Dublin: 69% Yes, 31% No

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Plans - Children

If you have young children at home (under 10), have you talked about how Christmas will be different this year? Base: have children under 10 at home (27% of adults)

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Shopping - Online

Have you shopped online for Christmas presents etc in order to avoid shopping in stores and other retail outlets when they re-open before Christmas?

- All: 68% Yes, 32% No
- Male: 61% Yes, 39% No
- Female: 75% Yes, 25% No
- <35: 79% Yes, 21% No
- 35-44: 80% Yes, 20% No
- 45-54: 68% Yes, 32% No
- 55+: 50% Yes, 50% No
- Dublin: 68% Yes, 32% No

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Shopping – Stocking Up

Have you started stocking up for Christmas (e.g.: non-perishable foods, alcoholic drinks, presents etc)?

- Yes
- No

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Shopping - Expenditure
Do you expect to spend more on Christmas presents and gifts this year, less or the same as last year?

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Dinner
Do you expect to have fewer people at your Christmas dinner this year, the same number as usual, or more than last time?

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Visits
Will you visit other households this Christmas (for meals, meeting relations, giving gifts etc)?

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Visits - Numbers

How many households do you think you will visit? Base: intend visiting (27% of adults)

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Importance

Will Christmas this year be more important to you and your family, less important or no different to before?

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – I
I’m happy to have a much quieter Christmas than usual this year

Disagree
Agree

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – II
It would be better to let everyone enjoy Christmas and New Years Eve even if we have to go back to Level 5 in January

Disagree Strongly | Disagree Slightly | Neither/nor | Agree Slightly | Agree Strongly

37% | 19% | 13% | 18% | 10%

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – III

I support the suggestion by some people that Christmas should be postponed this year.

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – IV
I’ll avoid some meetings with friends and family this year even if others go ahead and meet

Christmas Prospects – IV
Demographics: % Disagree/Agree

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – V
It would be better to have a shorter build up to Christmas in terms of opening shops, pubs, restaurants etc

<table>
<thead>
<tr>
<th>Disagree Strongly</th>
<th>Disagree Slightly</th>
<th>Neither/nor</th>
<th>Agree Slightly</th>
<th>Agree Strongly</th>
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</thead>
<tbody>
<tr>
<td>12%</td>
<td>14%</td>
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<td>23%</td>
<td>29%</td>
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Christmas Prospects – V
Demographics: % Disagree/Agree

<table>
<thead>
<tr>
<th>Group</th>
<th>All</th>
<th>Male</th>
<th>Female</th>
<th>&lt;35</th>
<th>35-44</th>
<th>45-54</th>
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<tbody>
<tr>
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<tr>
<td>Agree</td>
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Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – VI
Choirs should be allowed to sing at carol services for Christmas

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – VII
I will attend a carol service this Christmas if they are allowed

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – VIII
I will go to a Christmas service in my local church if it is open on Christmas Eve or Christmas Day

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – IX
People should be allowed to visit relatives and friends anywhere in Ireland at Christmas

Disagree Strongly | Disagree Slightly | Neither/nor | Agree Slightly | Agree Strongly
---|---|---|---|---
18% | 16% | 12% | 25% | 24%

Christmas Prospects – IX
Demographics: % Disagree/Agree

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – X
We should keep Level 5 restrictions in place longer than the start of December if it means fewer restrictions for Christmas and New Year

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Prospects – XI

I expect there will be disagreements in my family about how to handle covid risks when making Christmas arrangements.

Disagree Strongly | Disagree Slightly | Neither/nor | Agree Slightly | Agree Strongly
---|---|---|---|---
20% | 15% | 16% | 15%

Christmas Prospects – XI
Demographics: % Disagree/Agree

Disagree | Agree
---|---
All | Male | Female | <35 | 35-44 | 45-54 | 55+ | Dublin
---|---|---|---|---|---|---|---
35% | 43% | 33% | 38% | 41% | 32% | 31% | 40% | 40% | 35% | 37% | 37% | 40% | 40% | 42% | 43% | 44% | 41% | 49% | 47% | 40% | 37% | 35% | 42%

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Travel – Abroad

Have any of your family members or friends made arrangements to return to Ireland from abroad this Christmas?

- **85%** Yes
- **10%** No

By Age and Gender:

- **All**
  - Male: 86%
  - Female: 84%
  - <35: 83%
  - 35-44: 86%
  - 45-54: 86%
  - 55+: 86%
  - Dublin: 84%

- **<35**
  - Male: 12%
  - Female: 11%
  - Yes: 7%
  - No: 8%

- **55+**
  - Male: 9%
  - Female: 9%
  - Yes: 8%
  - No: 9%

Source: Amárach Public Opinion Tracker for Department of Health
Christmas Travel – Cancellation
If someone has already arranged to come back to Ireland for Christmas, should they cancel their trip?

Source: Amárach Public Opinion Tracker for Department of Health
After Christmas
When do you think life will get back to normal in Ireland, i.e.:
after the coronavirus pandemic has finished?

Source: Amárach Public Opinion Tracker for Department of Health