

Your Dublin, Your Voice COVID-19 May 2020

Executive Report



Survey reference period: May 2020

Report by  **Delve Research**
Survey Research & Analysis

www.delve-research.com

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Employment

- Before the COVID-19 emergency 72% of respondents had been in employment (full-time or part-time). At the time of the survey (May 2020) this stood at 60% actively employed.
- Pre-COVID 56% of those in employment never worked from home. During the pandemic 76% of those working worked from home on a daily basis.

Cocooning

- 18% of respondents were cocooning at the time of the survey.
- 93% of these indicated that they had family or friends who could look after them if they became ill.

Digital Infrastructure

- Almost all homes have at least one smartphone (99.8%)
- 55% of homes do not have a desktop computer, but 98% have at least one laptop computer.
- 92% of households access the internet using fixed line broadband, and 52% used their mobile network to access the internet
- 75% rated their fixed line broadband as good or very good, and 80% of mobile network users rated that connection good or very good.

Education at Home

- 94% of students responding to the survey (aged over 18) were receiving classes / lectures remotely and completing assignments.
- The most common resources they were using were college digital library resources, recorded online material (e.g. YouTube) and journals / e-books sourced from commercial providers.

Keeping in Touch

- 90% of respondents were keeping in touch with family / friends by phone. 89% were keeping in touch through social media, and 84% were keeping in touch by video call.
- Keeping in touch by social media was a daily / almost daily activity for 81% of respondents.
- Keeping in touch by video call was more likely to be a weekly activity.

Community Call

- 56% of respondents had heard of the Community Call initiative. 32% knew what the initiative entails.
- Among those who were aware of what the Community Call initiative entails, 16% had been involved with the initiative in some form.

Local Deliveries and Other Purchases

- 58% of respondents had ordered something for local home delivery (e.g. prepared meals, grocery, pharmacy) since the beginning of COVID-19 restrictions. These purchases tended to be once or twice weekly or less often.
- The majority of those ordering off-licence drink, pharmacy products and groceries for home delivery were doing so more often now than before the restrictions.
- Since the beginning of the restrictions 36% of respondents had purchased books, 32% had purchased gardening supplies, and 24% had purchased material for DIY.

Learning and Cultural

- 73% of respondents had engaged in some form of online learning, networking or cultural activity online since the restrictions began
 - Online learning – 42%. Languages and professional skills were popular areas of online learning.
 - Viewing new performances by musicians – 42%. Glen Hansard and Andrea Bocelli were the most commonly mentioned artists.
 - Virtual tours of institutions – 17%. The National Gallery of Ireland was by far the most commonly mentioned virtual tour.
 - Business networking – 17%. LinkedIn, Zoom calls and Microsoft Teams calls were the common modes of business networking
 - Performances by actors, theatre groups – 15%. Performances from the Abbey Theatre were the most commonly mentioned examples.
 - Online quizzes were the most common example of “Other” cultural / learning activities pursued online.

Entertainment at Home

- Using streamed TV / Movie services (80%), interacting on social media (77%), reading physical books (71%) and cooking/ baking (69%) were the most popular activities engaged in for entertainment / pleasure at home.
- The activity with the biggest increase in frequency was cooking / baking for pleasure – 75% of those engaging in this activity. were doing this more often than before the implementation of COVID-19 measures.

COVID-19 Sentiment

- On a scale of 1 to 10, the average level of worry about the coronavirus among respondents was 6.1 - Among the general public during the comparable period the average level of worry was 6.0 out of 10. (Dept. of Health).
- Worry was highest among females at 6.5 out of 10 and lowest among 18 to 34 year-olds at 5.8 out of 10

COVID-19 Sentiment (cont.)

- “Health of family and friends” was a source of worry for 63% of respondents, followed by the economy which was a source of worry for 60%.
- 48% of respondents anticipated that the strict “stay at home” COVID-19 restrictions would remain in place until June / July.
- Respondents reported experiencing a wide range of feelings – happiness, enjoyment, frustration and worry were the most commonly reported.
- 18 to 34 year-olds were more likely than older respondents to report feelings of boredom, anxiety, stress, sadness, loneliness and anger.

Exercise

- 58% of respondents indicated that they exercised at least 4 to 6 times a week. 18 to 34 year-olds were least likely to exercise daily, while over 65s were most likely to exercise daily.
- 39% reported that they were exercising more since the COVID-19 measures began.
- 25% reported that the quality of their exercise was of better quality than before. 45% felt that it was of poorer quality now.
- Outdoor areas (60%) and public parks (57%) within 2km were used by the majority of respondents to walk / run / jog.

Sleep

- 41% of respondents rated the quality of their sleep as good or very good.
- 38% reported that the quality of their sleep has deteriorated during the pandemic.

News and Information

- The most popular source of news and information was from online sources (78%). This was followed by TV (66% of respondents) and national radio (50%). TV, radio and newspapers were more popular sources among older respondents. Online sources and social media were more popular among younger respondents.
- State and local government were the most trusted sources of news and information.
- Social media were the least trusted sources of news and information.

State and Local Government Response

- 82% of respondents felt reassured by the national government's response to COVID-19.
- 62% of respondents felt reassured by their local authority's response to COVID-19 – 28% were “neutral” about the local government response, suggests a lack of visibility or understanding of what that response entails.

Positives as a Result of COVID-19

- “Appreciating life before the pandemic hit” was the most commonly experienced positive as a result of COVID-19, reported by 65% of respondents. This was followed by “Getting DIY or home / garden improvements done” (44%), “Spending more time with family / friends at home” (43%), “Spending more time by myself” (41%) and “Reconnecting with family / friends who I do not speak to regularly” (40%).
- 78% of respondents were hopeful that people would take better care of the planet and have greater respect for healthcare professionals as a result of COVID-19. 20% believed that people really would take better care of the planet. 48% believed that people would really have greater respect for healthcare professionals.

Positives as a Result of COVID-19 (contd.)

- When asked for examples of any positive community efforts that had inspired them or given them hope during the current public health emergency, 21% of the positives described referred to the work of “Community volunteer groups / networks / Community Call” as a positive. 15% referred to “Neighbours / locals looking out for each other and vulnerable groups”.

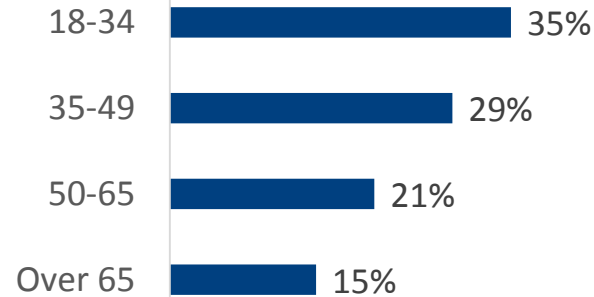
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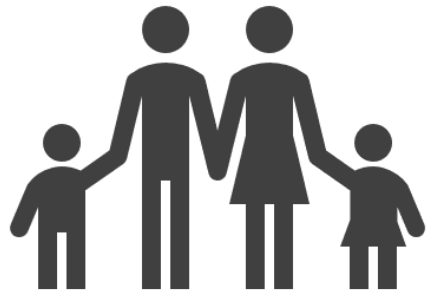
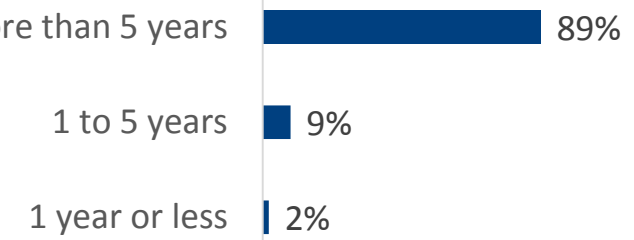
- Online survey, 28th April – 8th May 2020
- 1,110 respondents, from “Your Dublin, Your Voice” opinion panel
- 23% response rate
- Global margin of error = +/- 2.9%
- Robust panel in existence since 2010, recruitment through various channels



Age Group



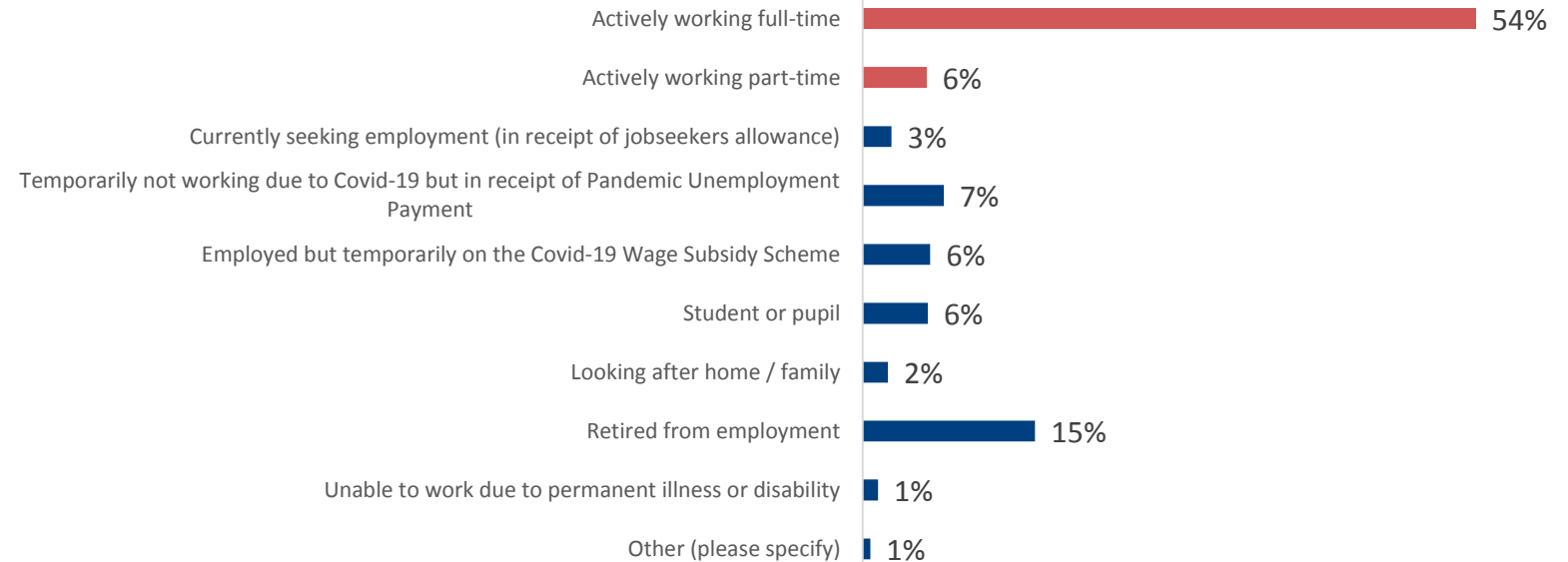
Time Living in Dublin



23% with dependent children in household

2.8 persons per household

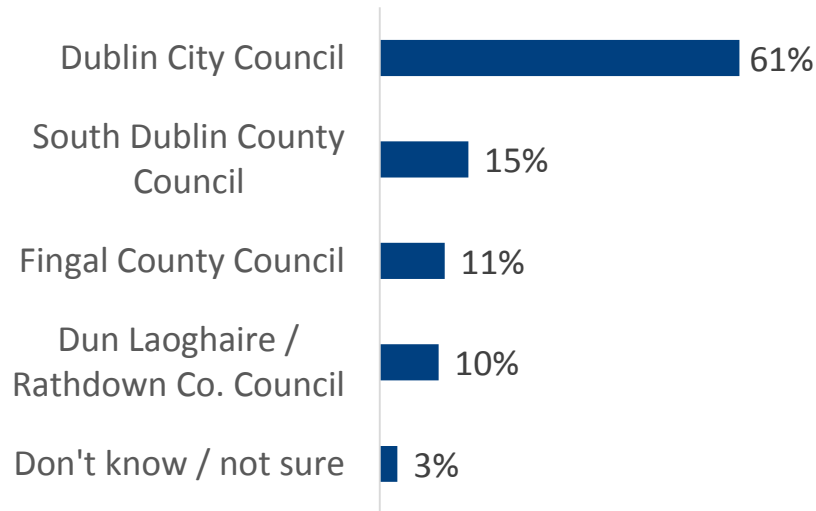
Employment Status



35 nationalities represented on this survey
90% Irish

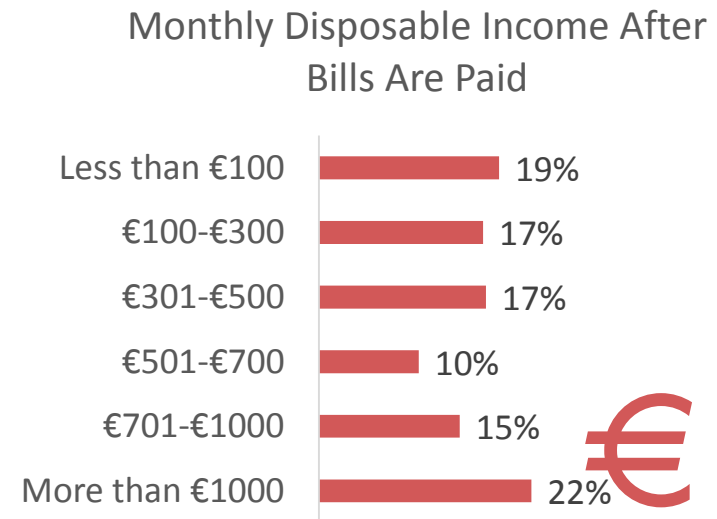
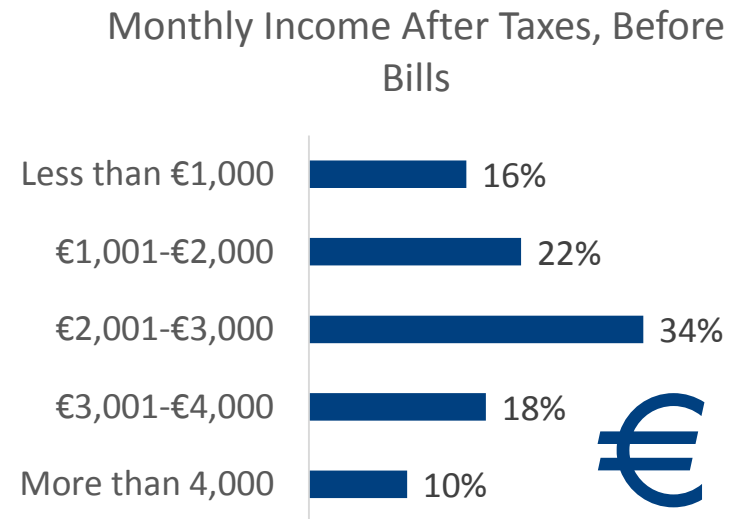


Local Authority



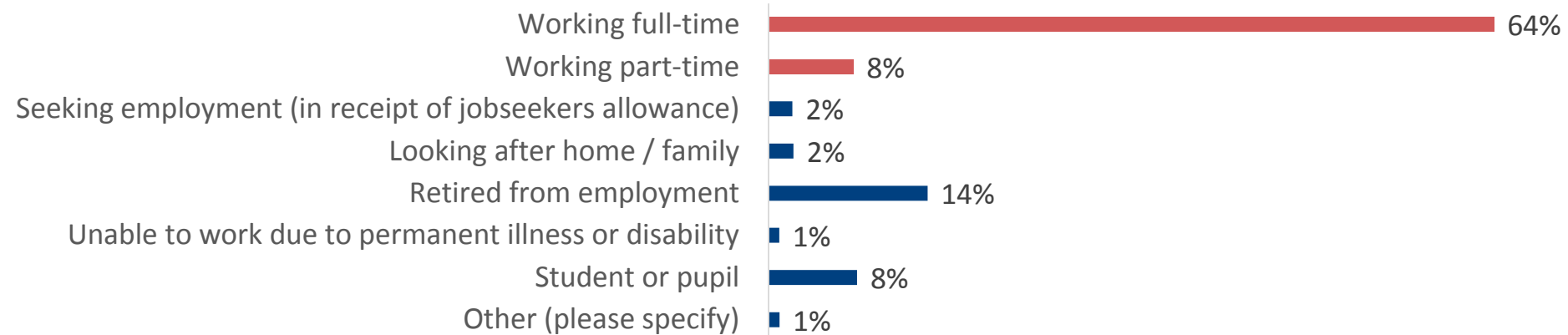
Current Area of Residence

Area	%
Dublin 1	2%
Dublin 2	2%
Dublin 3	5%
Dublin 4	4%
Dublin 5	5%
Dublin 6	5%
Dublin 6W	3%
Dublin 7	8%
Dublin 8	9%
Dublin 9	6%
Dublin 10	1%
Dublin 11	4%
Dublin 12	6%
Dublin 13	4%
Dublin 14	4%
Dublin 15	3%
Dublin 16	3%
Dublin 17	0%
Dublin 18	2%
Dublin 20	1%
Dublin 22	2%
Dublin 24	3%
County Dublin	12%
Outside County Dublin	7%

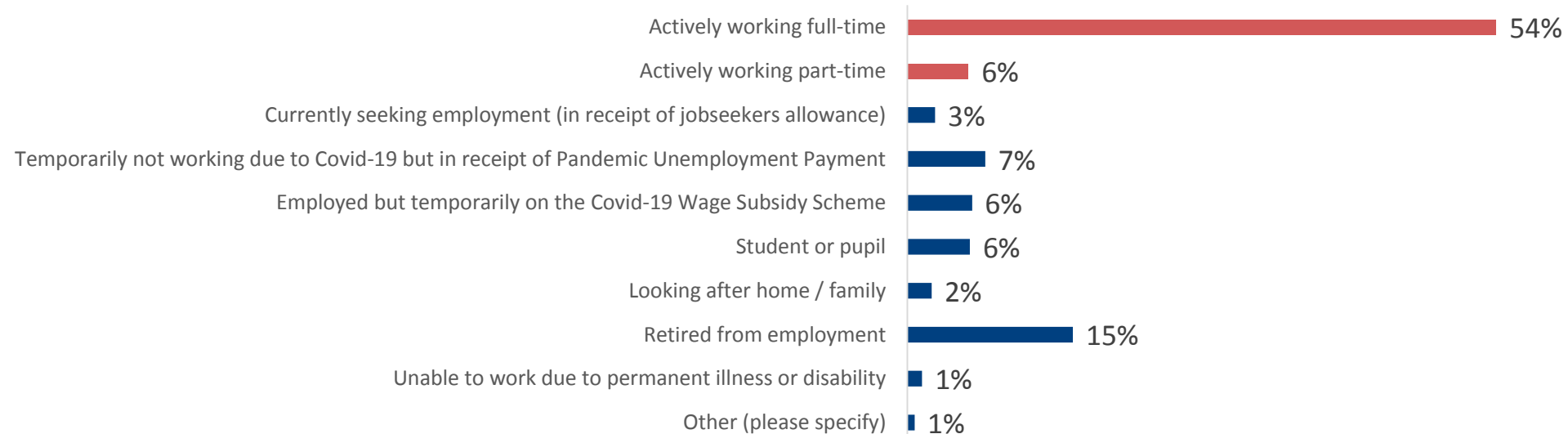


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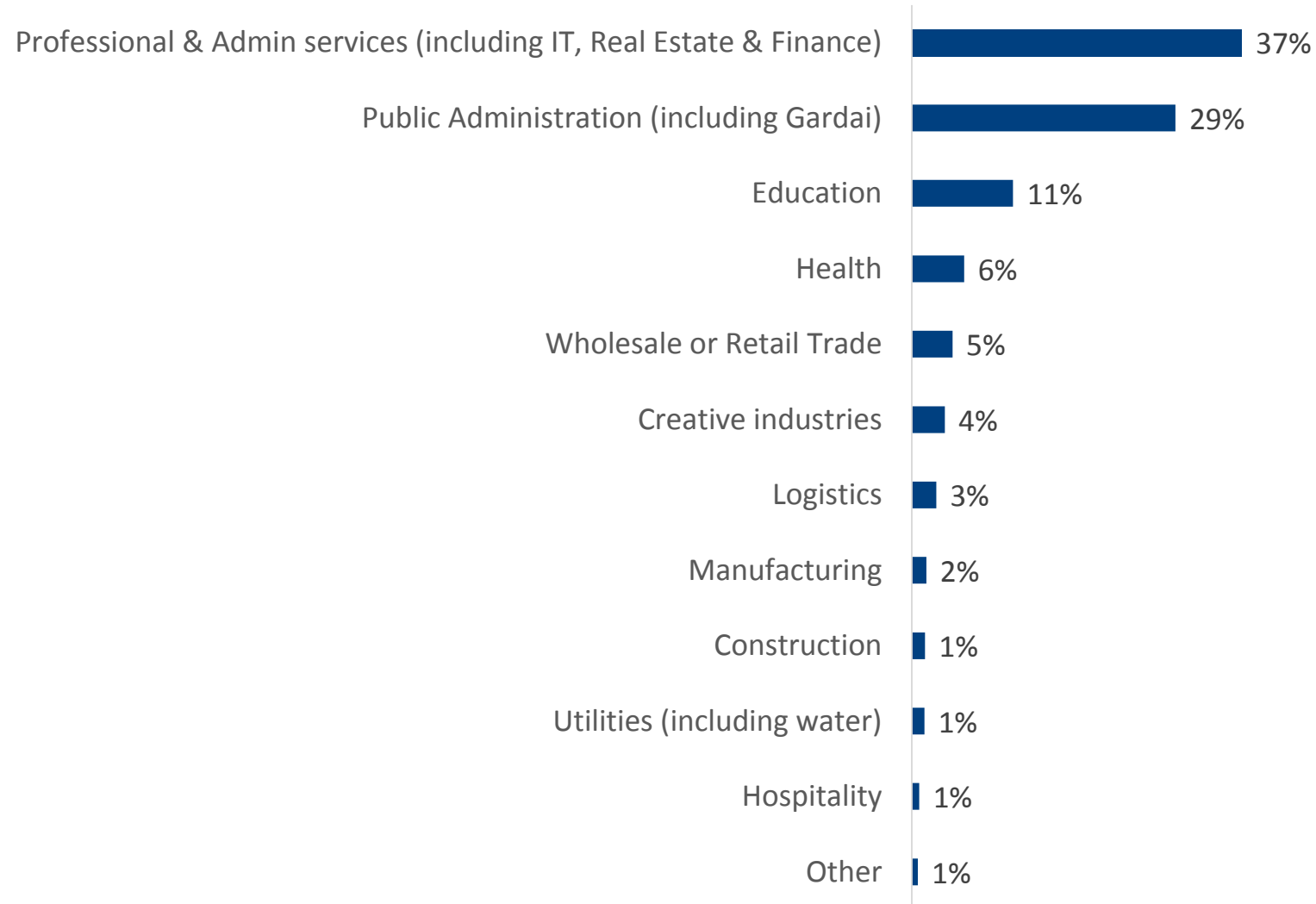
Employment Status before the COVID-19 Emergency



Employment Status Now



Which sector do you work in?



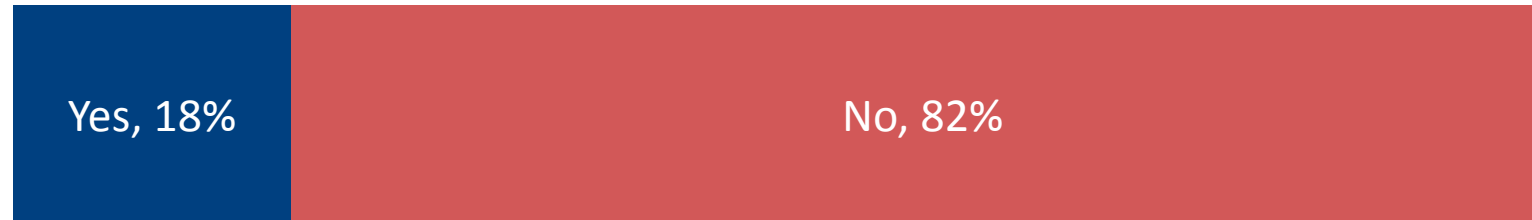
How frequently did you work from home before the outbreak of COVID-19?



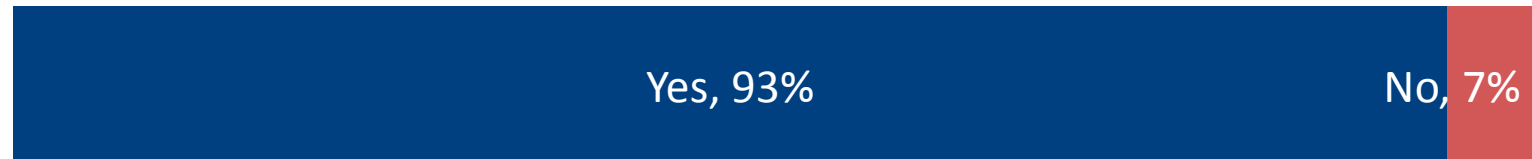
How frequently do you currently work from home?



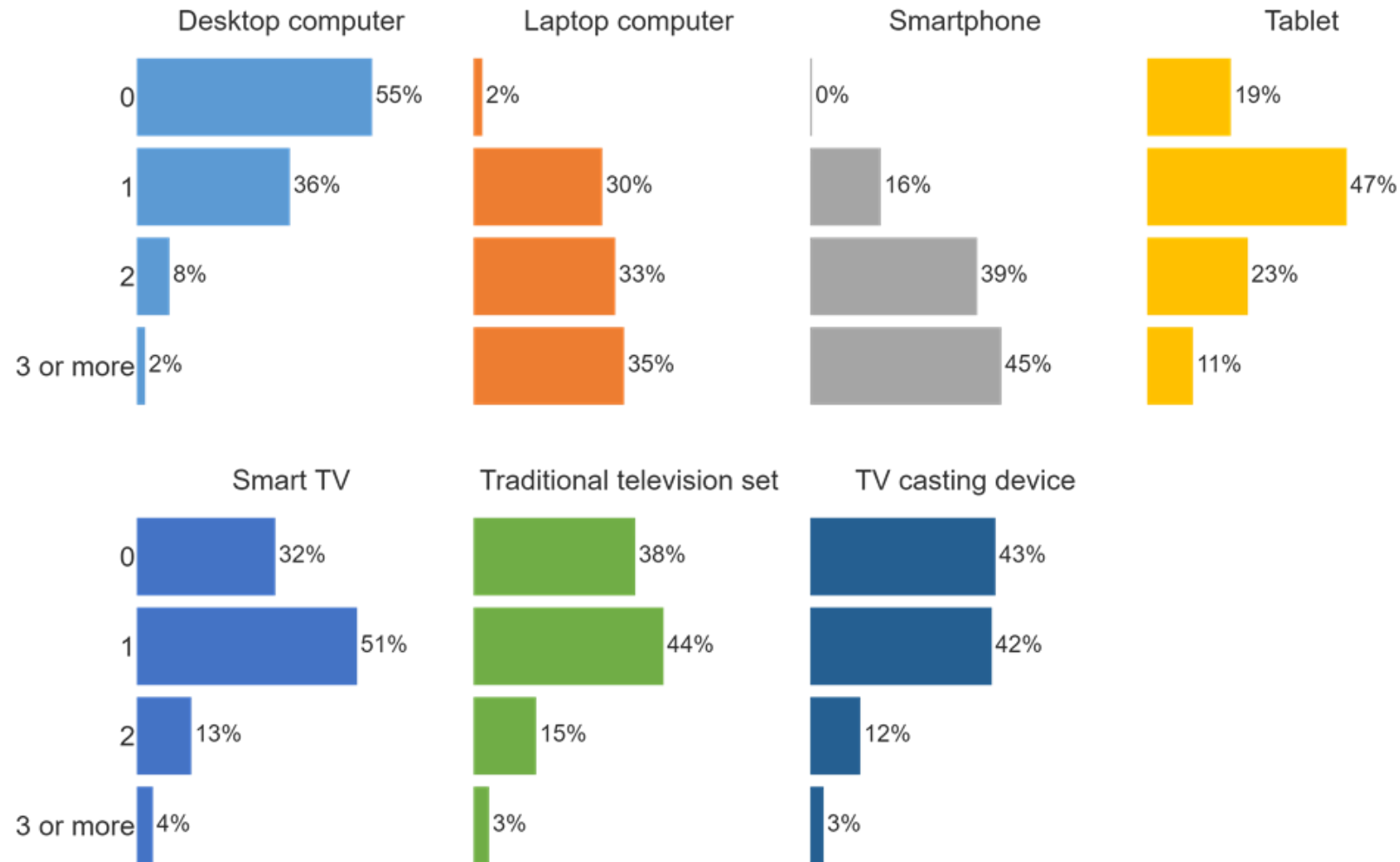
Are you currently "cocooning"?



If you became ill with the Coronavirus and had to stay at home until you recovered, do you have family or friends who could look after you, bring you food and other supplies?

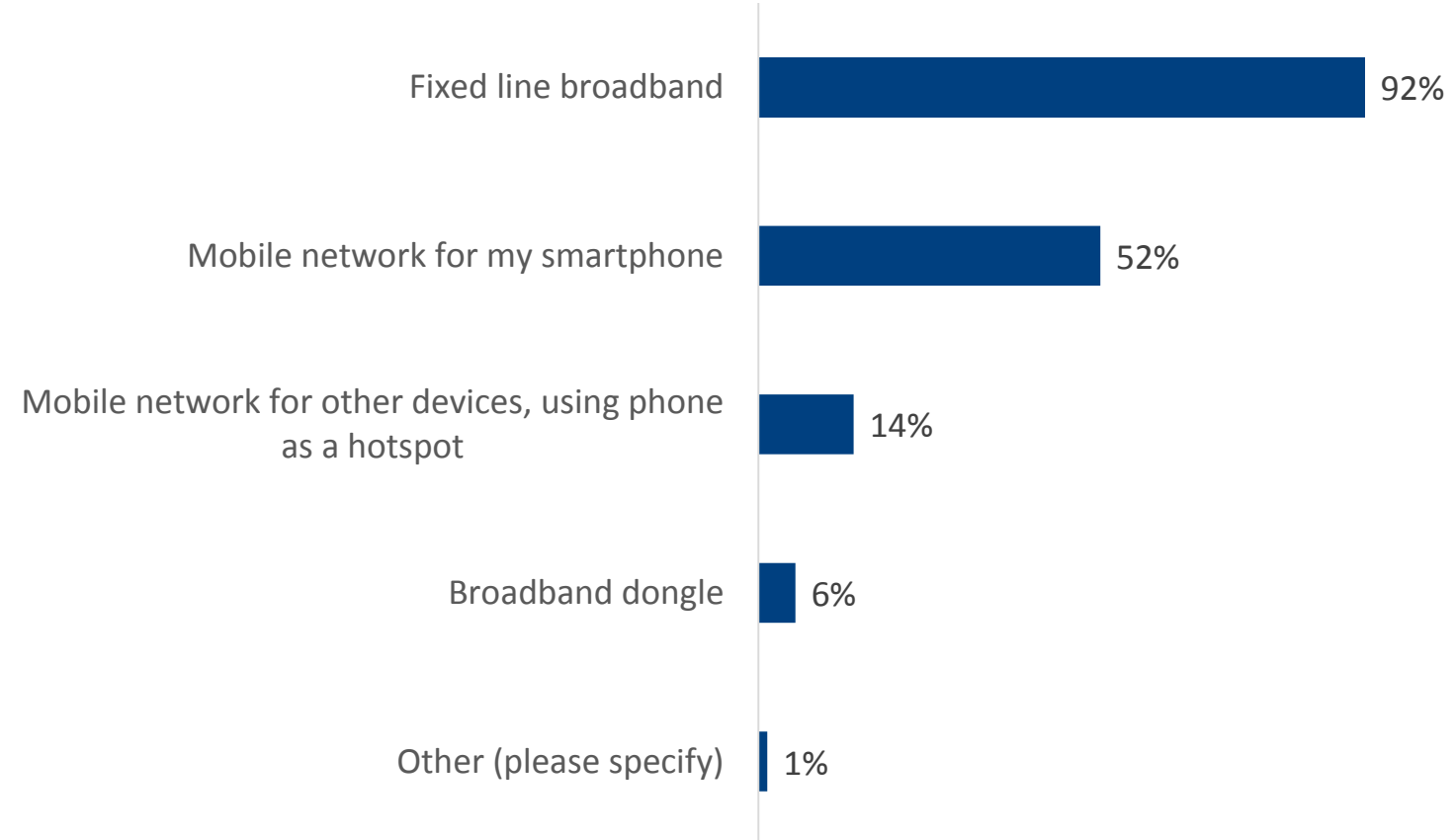


How many of each of the following devices are present in your home?



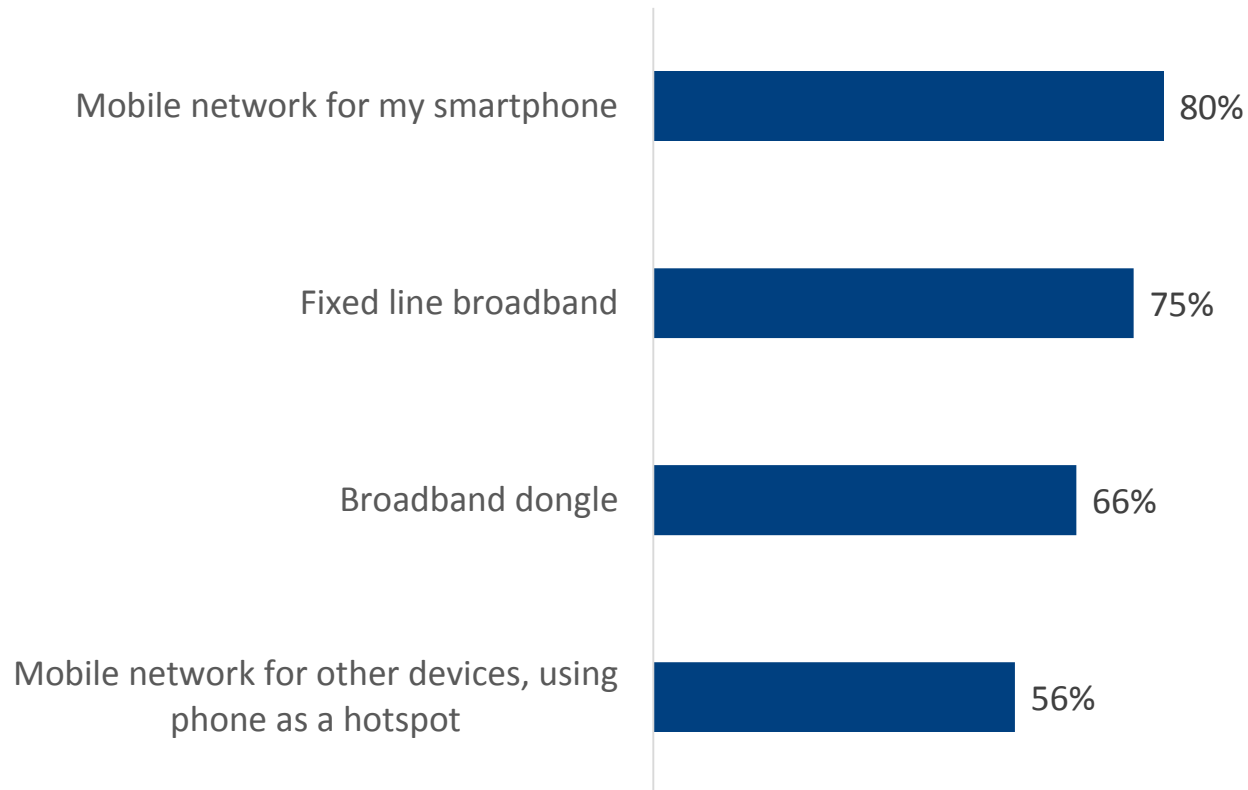
- Almost all homes have at least one smartphone (99.8%)
- 55% of homes do not have a desktop computer, but 98% have at least one laptop computer

Which of the following ways do you access the internet at home?



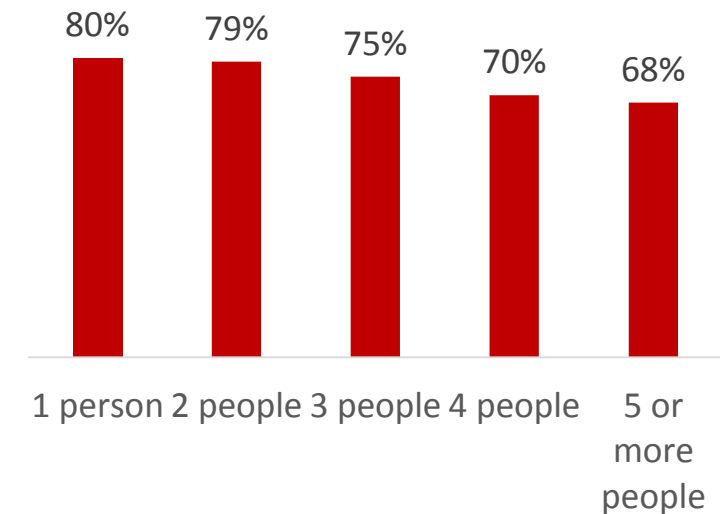
How would you rate the the quality of your internet connection?

% rating good or very good



Based on those respondents using each of these types of connection

Fixed Line Broadband
% rating good or very good
By number of people in household



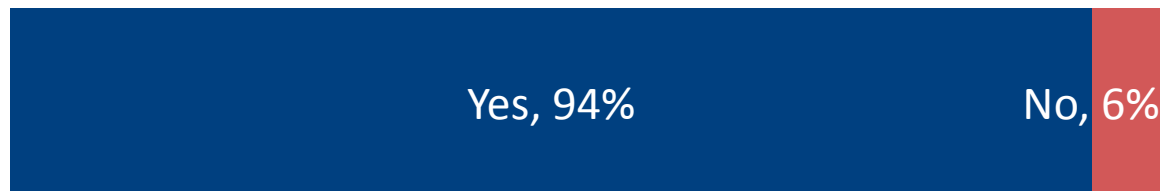
- Rating of fixed line broadband decreased among larger households

Are you currently receiving lectures / lessons / tutorials remotely?

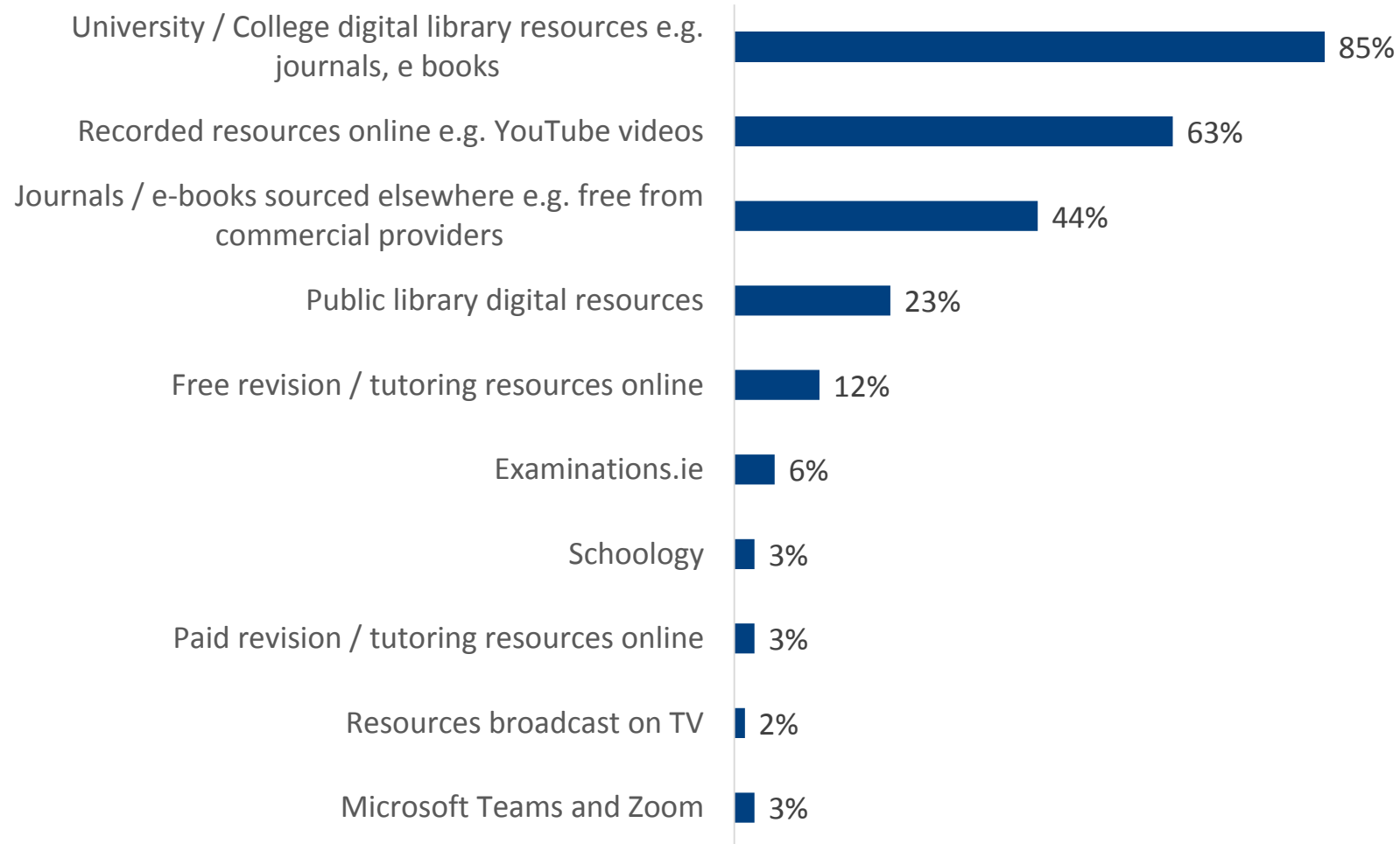


Base = 36 Students

Are you currently completing assignments as part of your school / college work?

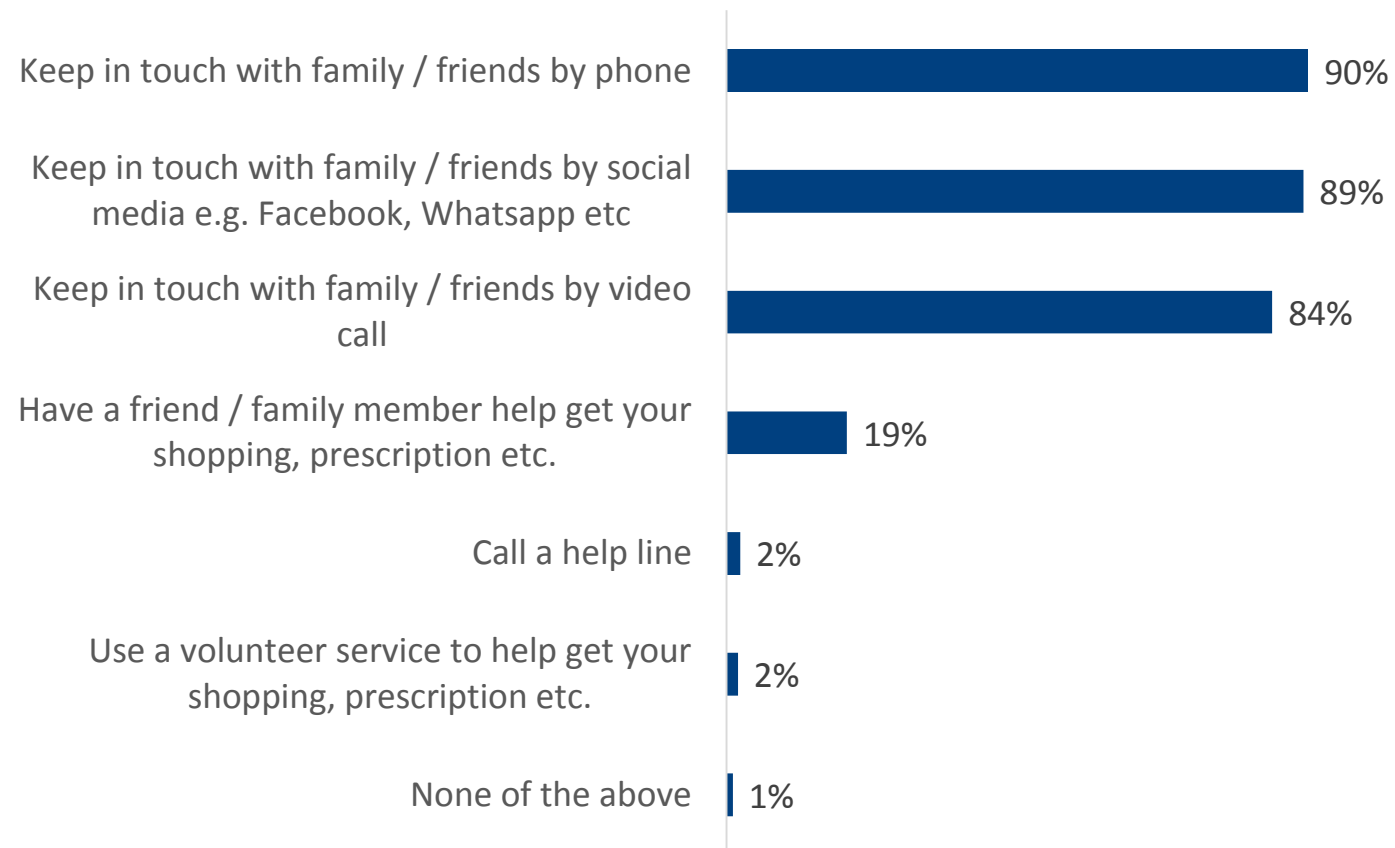


What (if any) resources are you using to help you with your school / college work?



Base = 36 Students

Since the beginning of the COVID-19 social restrictions, have you done any of the following?
% engaging in activity

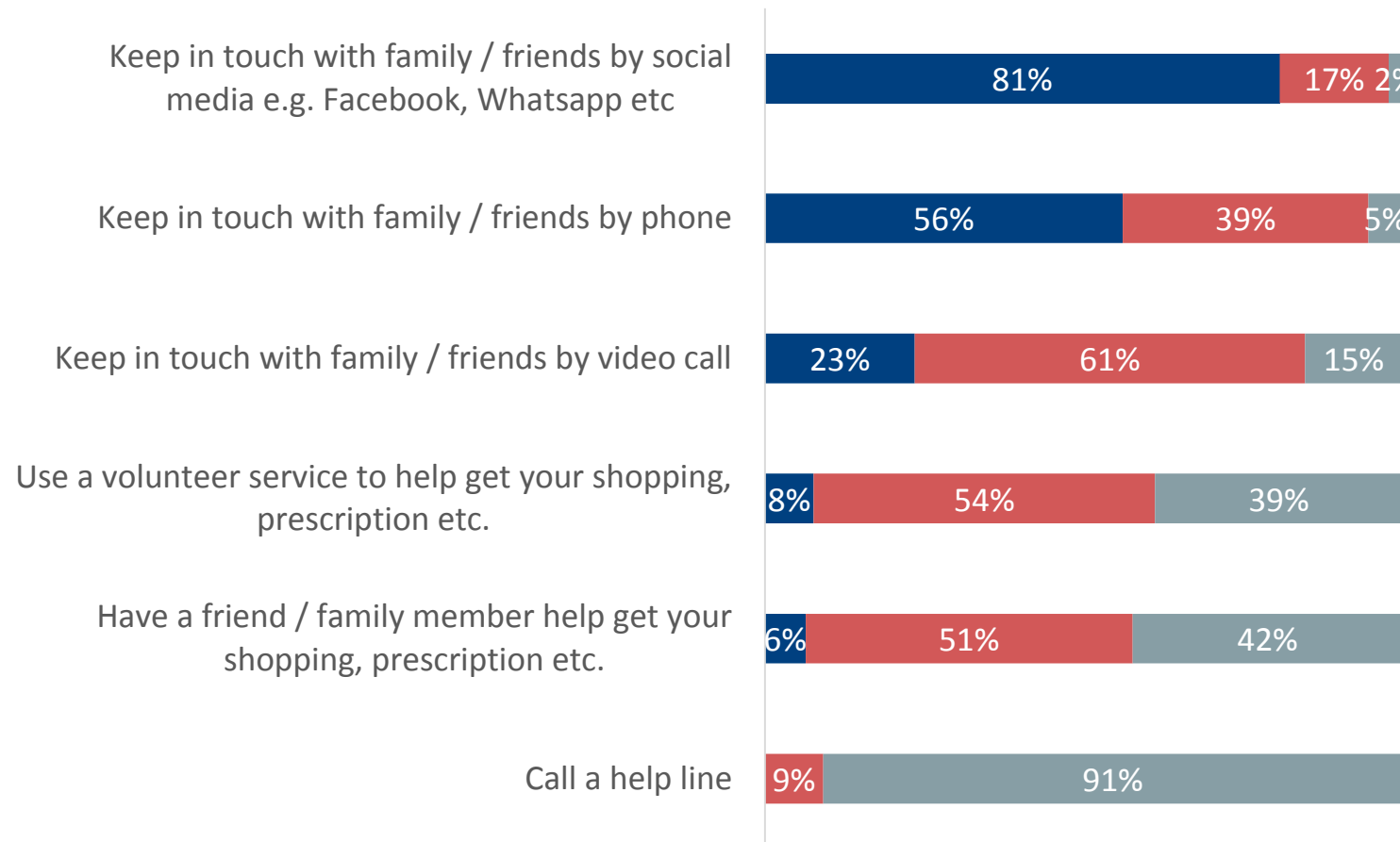


- Keeping in touch using social media was highest among 18 to 34 year olds (95%) and lowest among over 65s (74%)
- Video calling was highest among under 50s (91%) and lowest among over 65s (69%)
- Having a friend or family member help with shopping was highest among over 65s (59%) as was using a volunteer service (8%)
- Keeping in touch by video call was higher among those in employment at 88% than among those not in employment (78%)
- Keeping in touch by video call tended to increase with education level, from 75% of those with up to secondary education to 90% of those with a postgraduate degree

N=1,110

How often do you do each of the following?

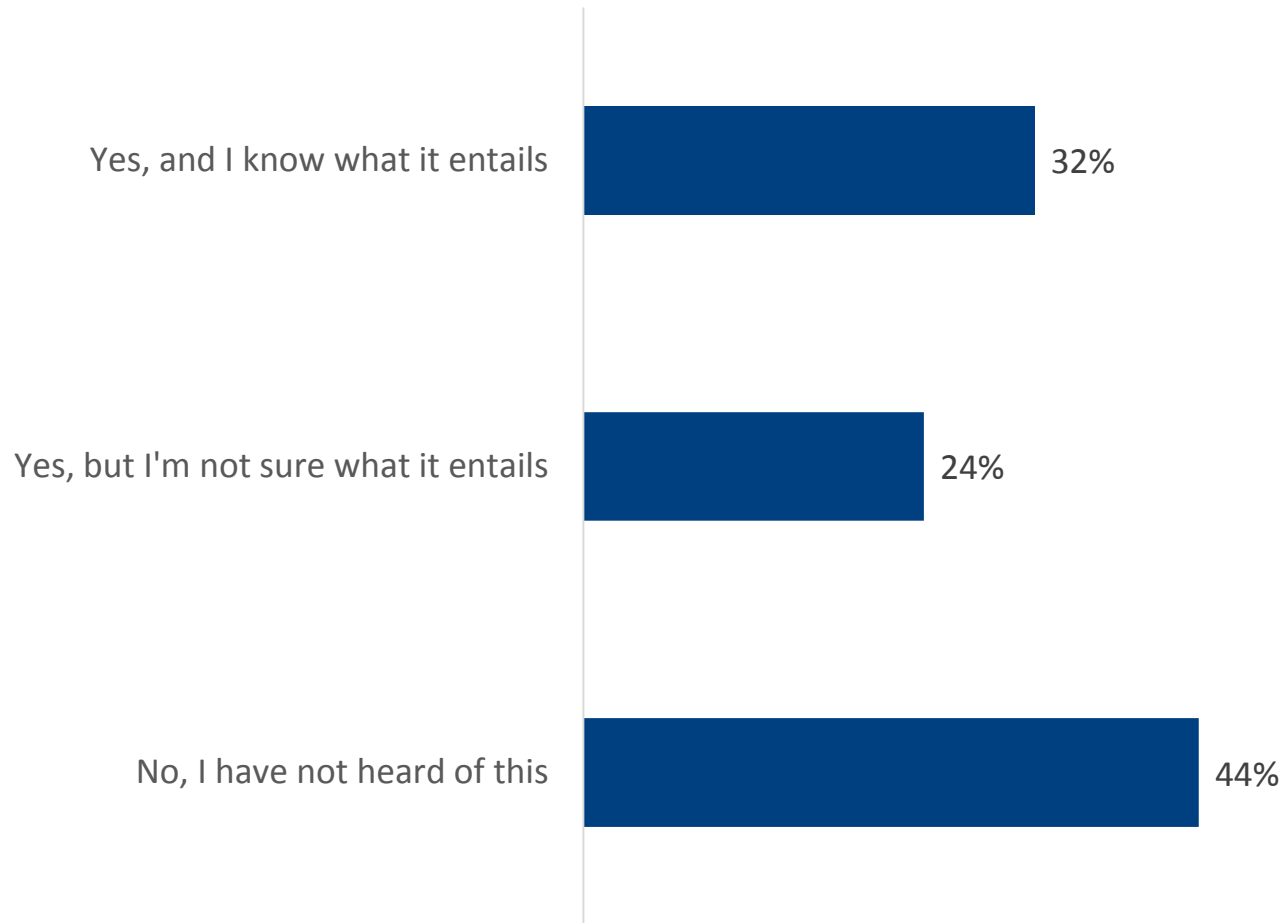
■ Daily or almost daily ■ Once or twice a week ■ Less often



- Keeping in touch by social media is a daily / almost daily activity for 81% of respondents
- Keeping in touch by video call is more likely to be a weekly activity

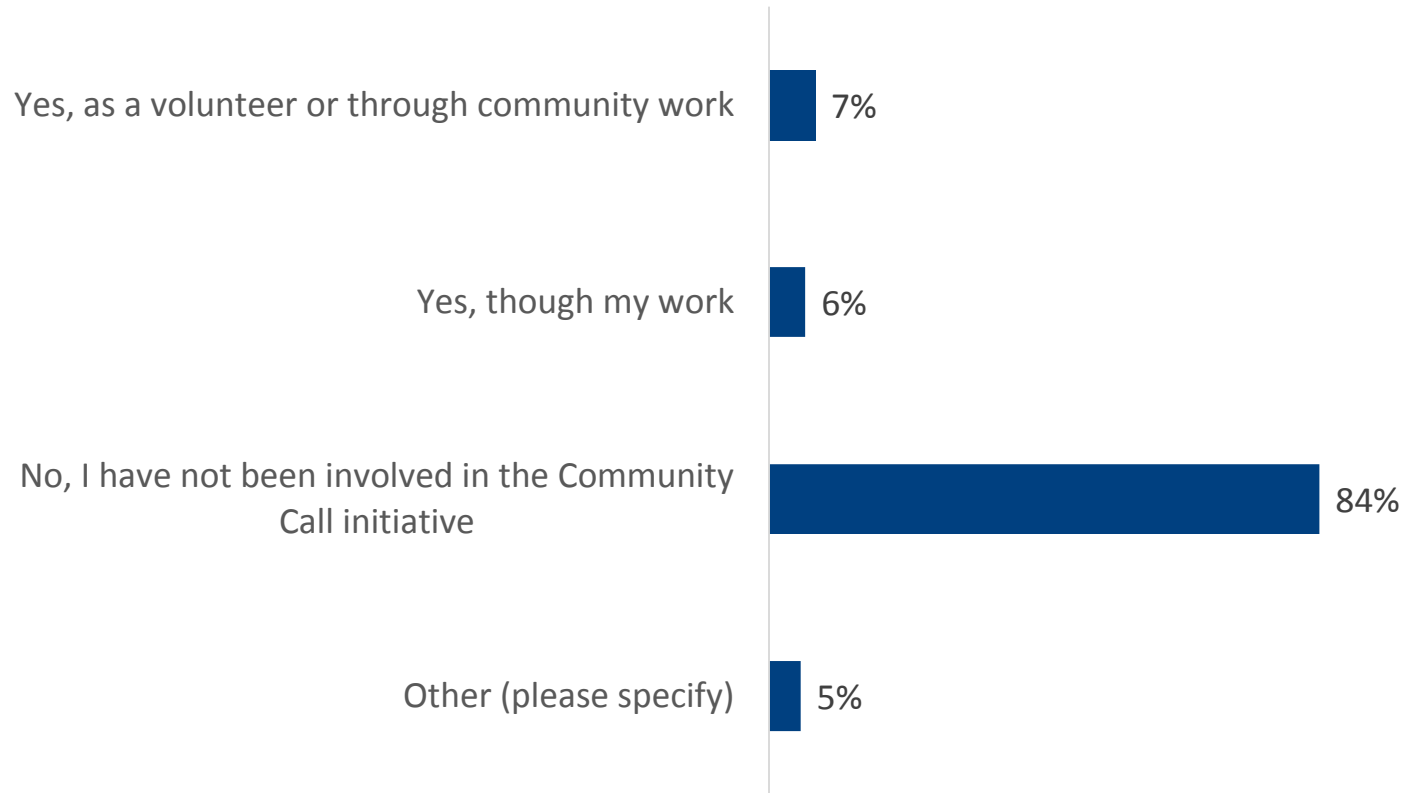
N=17 to 1,001

Have you heard of the Community Call initiative?



N=1,110

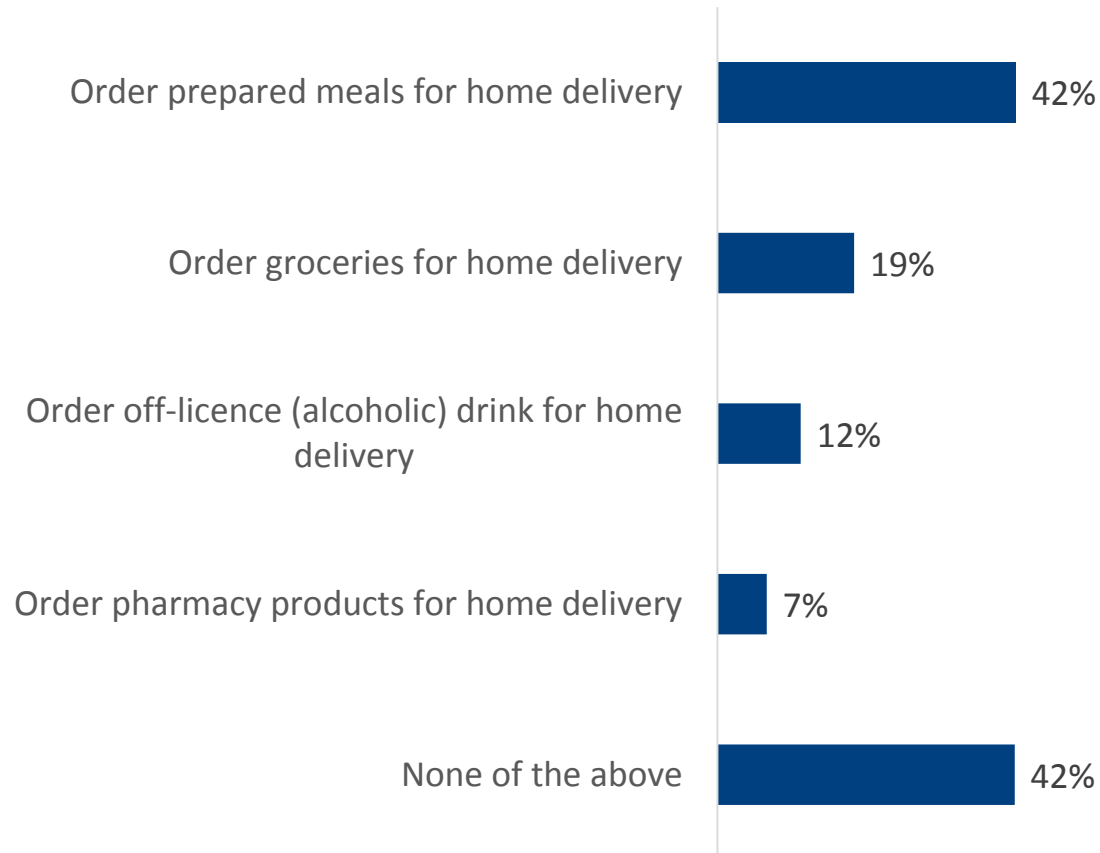
Have you been involved with the Community Call initiative?
base = those aware of what Community Call entails



- “Other” were largely descriptions of other types of community volunteerism

N=370

Since the beginning of the COVID-19 social restrictions, have you done any of the following?

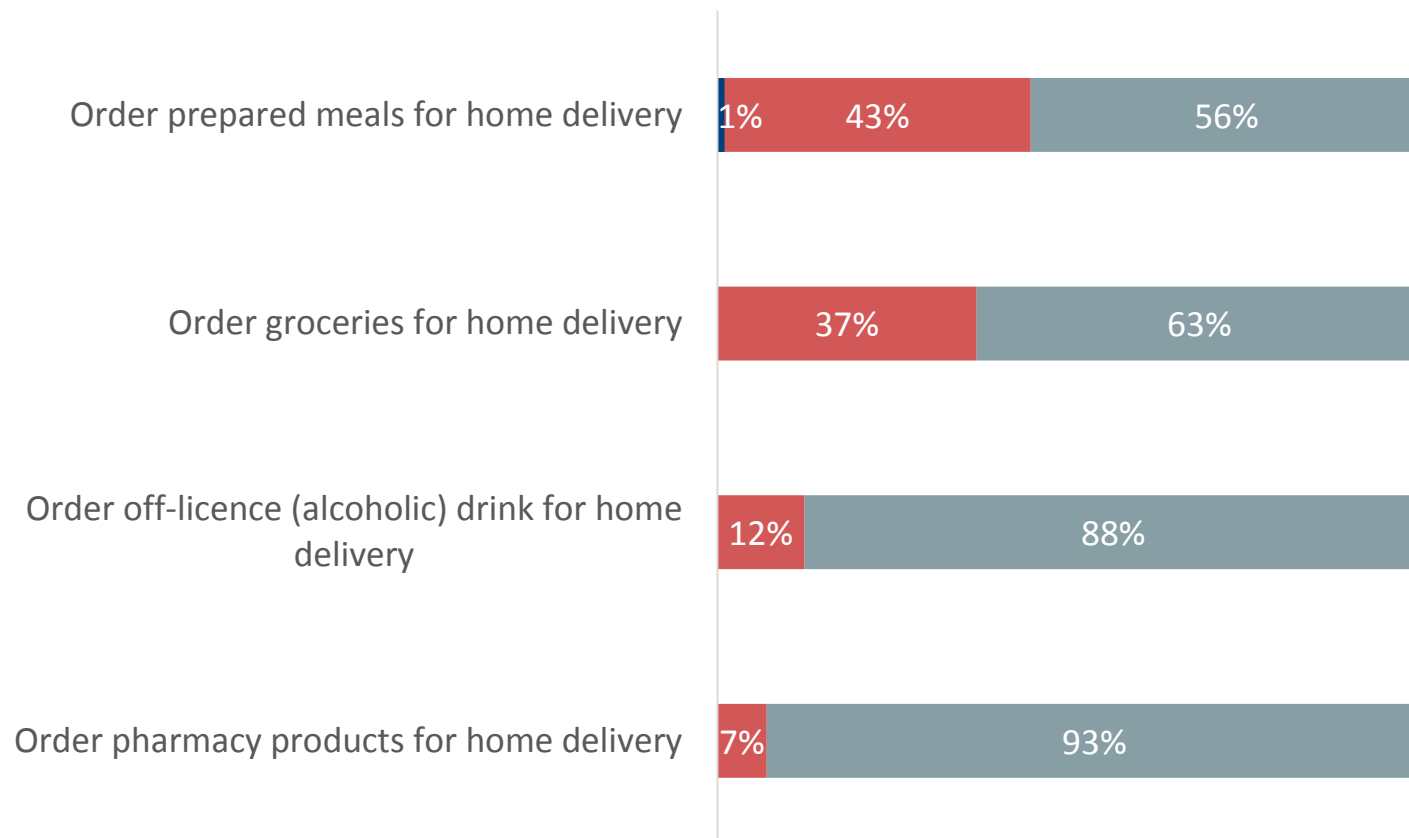


- 58% of respondents had ordered at least one of these items for home delivery
- Younger respondents were more likely to order prepared meals, over 65s were more likely to order pharmacy products
- Those with dependent children in the household were more likely to order prepared meals

N=1,110

How often do you do each of the following?

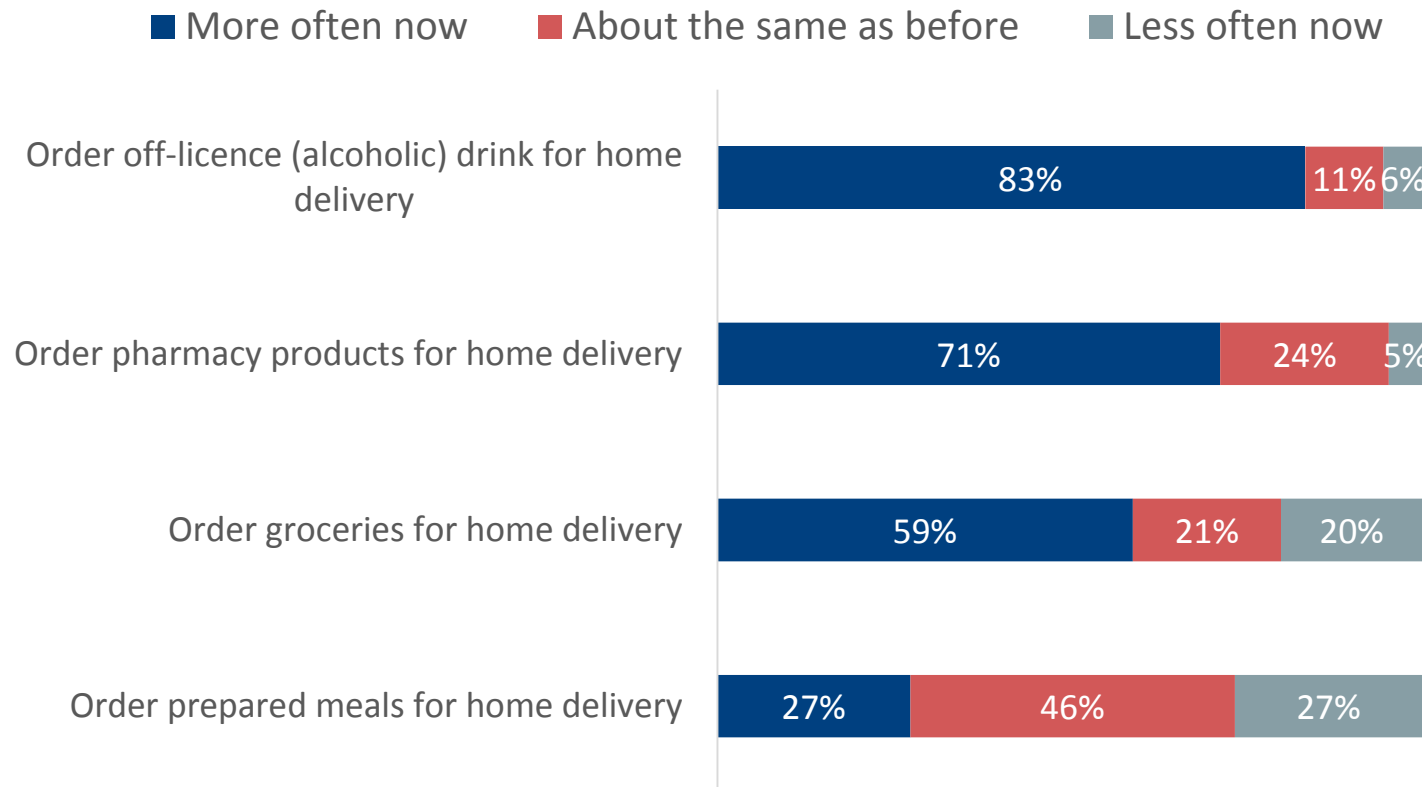
■ Daily or almost daily ■ Once or twice a week ■ Less often



- These purchases tend to be once or twice weekly or less often

N=76 to 466 engaging in each activity

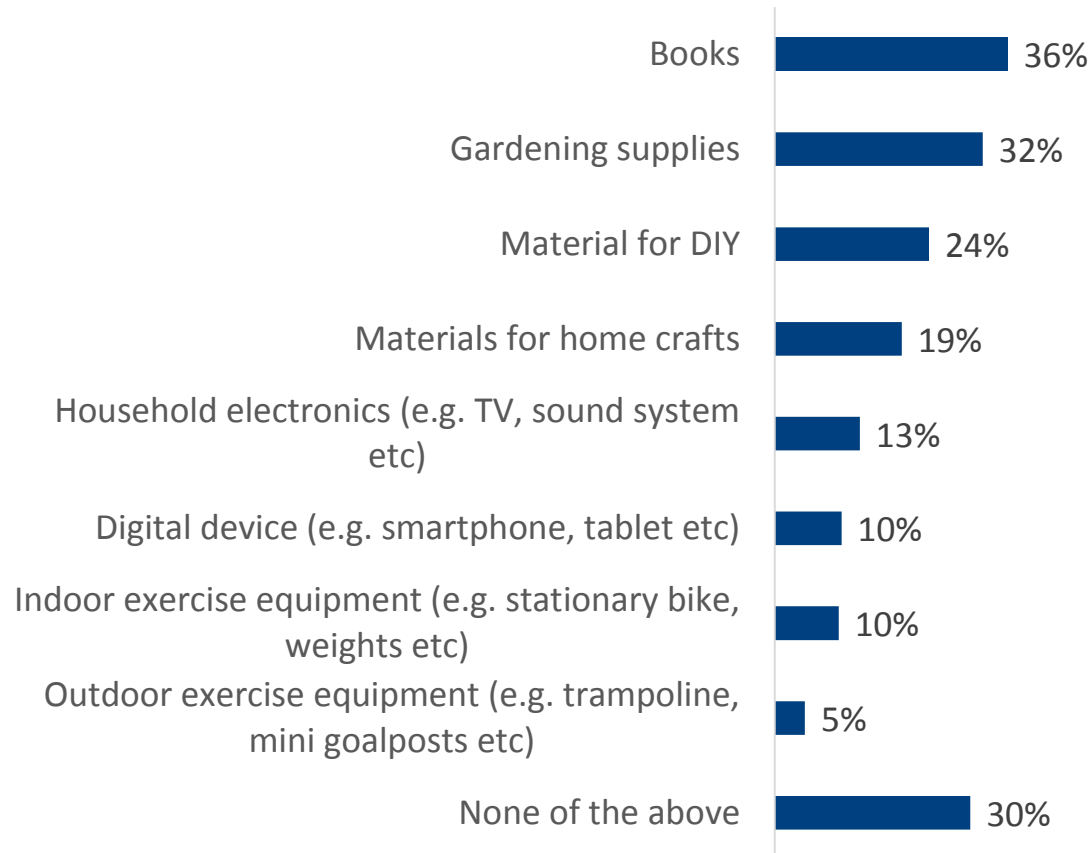
Compared to before the implementation of COVID-19 measures, are you getting deliveries more often, less often, or about the same as before?



- The majority of those ordering off-licence drink, pharmacy products and groceries for home delivery were doing so more often now than before

N=76 to 466 engaging in each activity

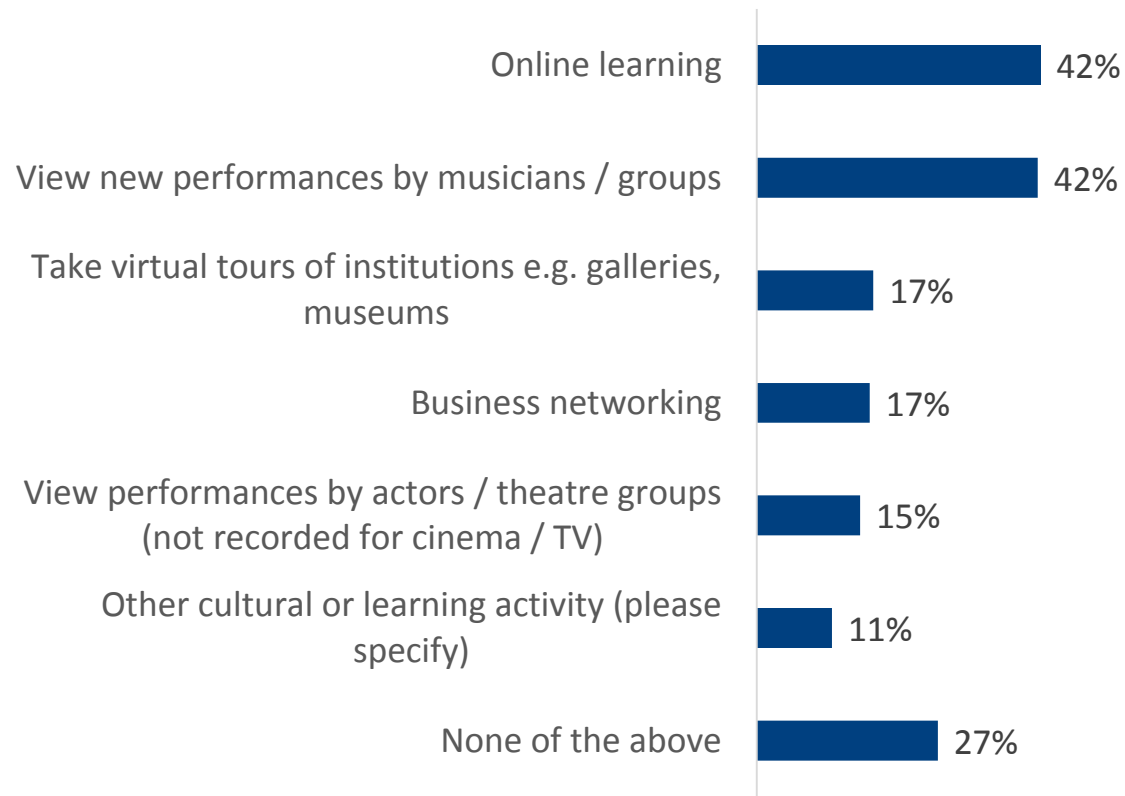
Since the beginning of the COVID-19 social restrictions, have you purchased any of the following?



- 35-49 year olds were more likely to purchase in most categories.
- Over 65s were least likely, except for gardening supplies where their purchase levels are near the overall average
- Most types of purchases are also more likely among those with dependent children in the household

N=1,110

Since the beginning of the COVID-19 social restrictions, have you engaged in any of the following activities online?



- Online learning was highest among 18 to 34 year-olds at 60%
- Viewing new performances by musicians was highest among 18 to 34 year-olds at 51%
- Taking virtual tours was highest among 50 to 65 year-olds at 25%
- Over 65s were least likely to engage in any online activity

N=1,110

Online Learning

Specific mentions

- Duolingo x 20
- Udemy x 15
- Futurelearn x 8
- Skillshare x 7
- YouTube x 7
- Zoom x 7

New Performances by Musicians

Specific mentions

- YouTube x 48
- Facebook x 33
- Instagram x 30
- Andrea Bocelli x 11
- Glen Hansard x 10
- The Mary Wallopers x 6
- Lady Gaga x 6

Virtual Tours

Specific mentions

- National Gallery x 45
- Louvre x 12
- Dublin Zoo x 6
- MOMA x 6
- British Museum x 5
- Hugh Lane x 5
- Tate x 5

Business Networking

Specific mentions

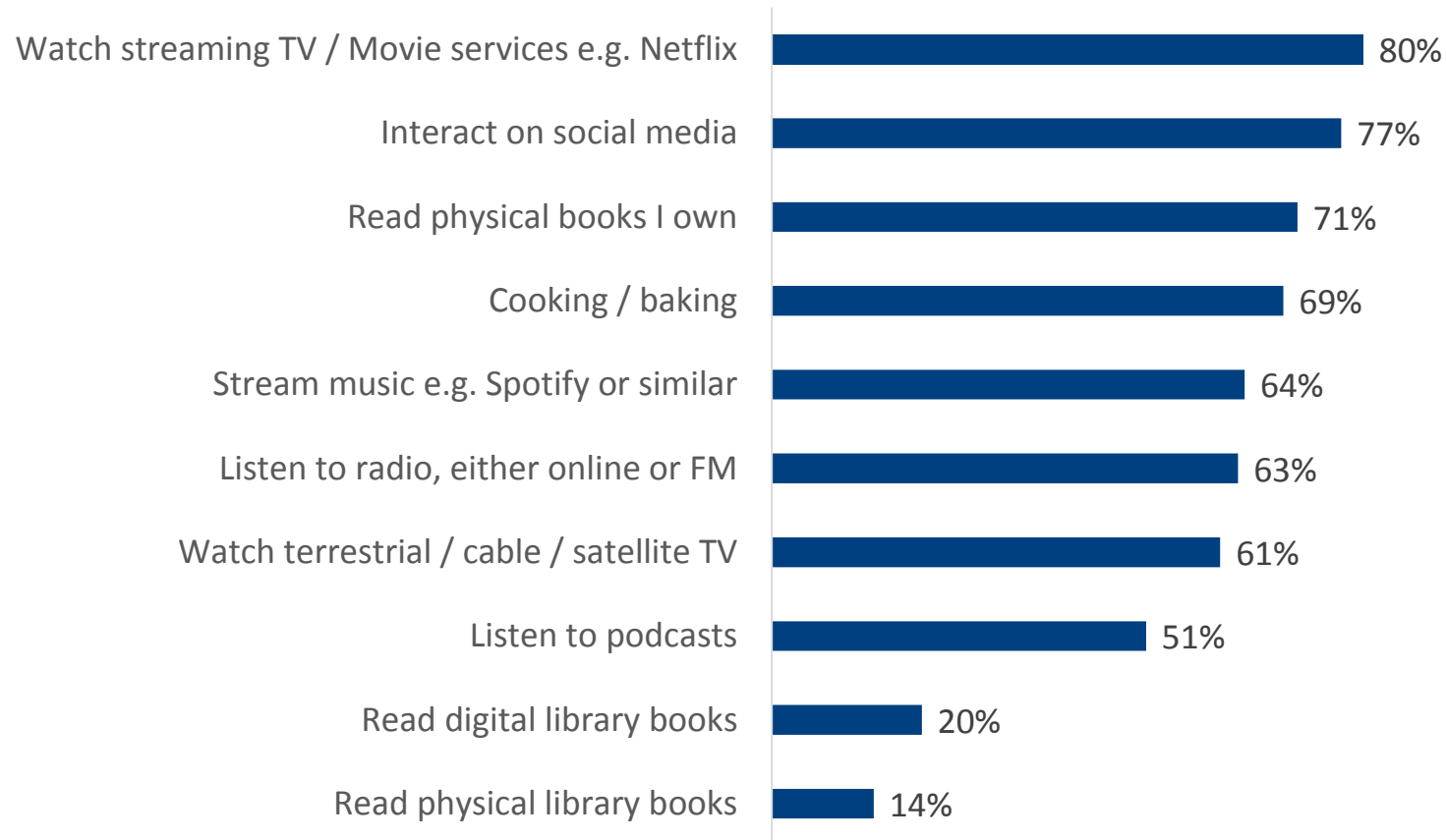
- Zoom x 40
- LinkedIn x 35
- Microsoft Teams x 21

Performances by Actors / Theatre Groups

Specific mentions

- Abbey Theatre x 32
- UK National Theatre x 19

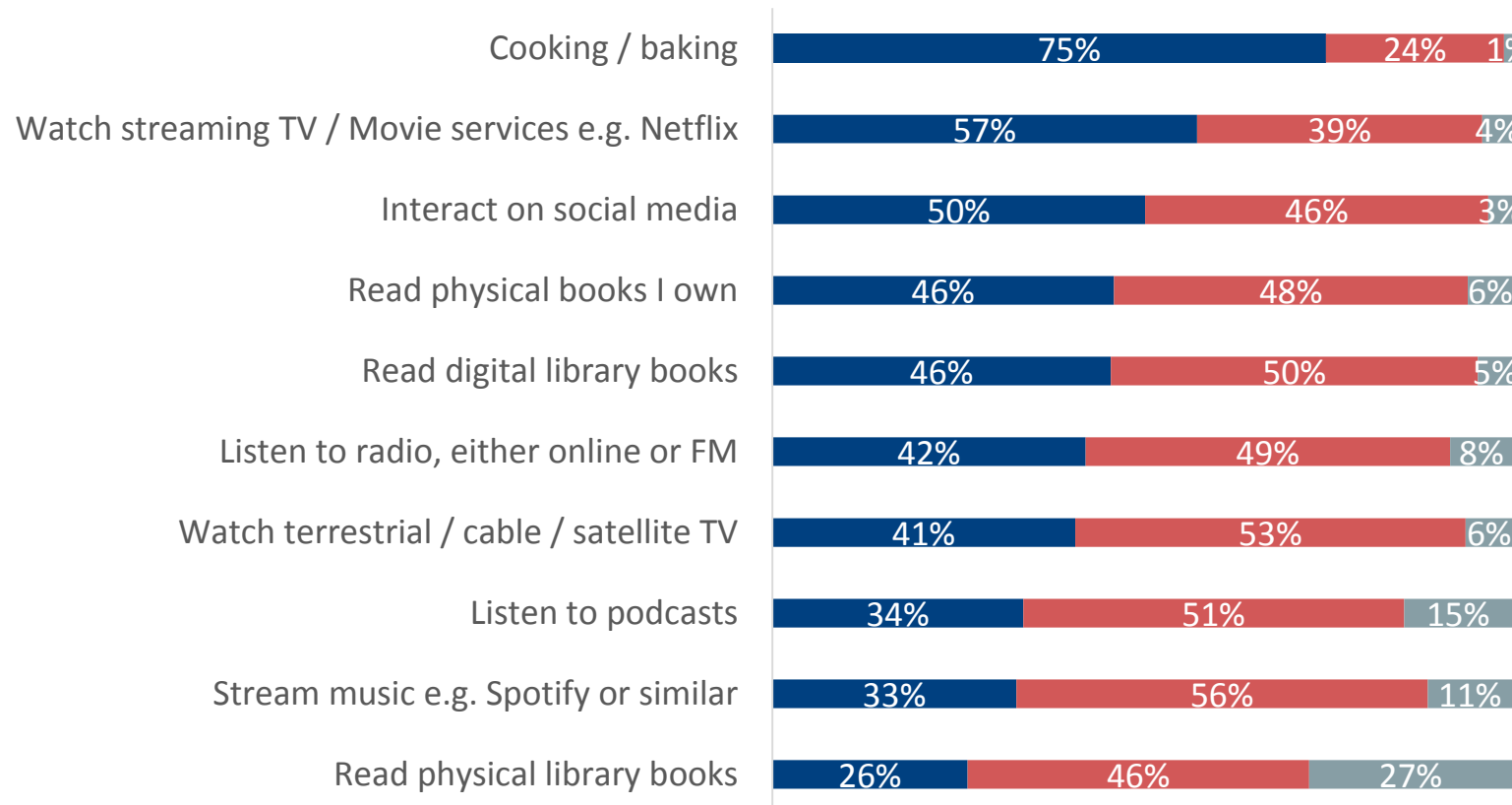
Which of the following activities do you currently engage in for entertainment / pleasure at home?



- Streaming TV, streaming music, using social media, listening to podcasts and cooking / baking for pleasure were more popular among younger respondents than among older respondents
- Older respondents were more likely to listen to radio and watch terrestrial / cable / satellite TV than younger respondents
- Female respondents were more likely to read physical books and cook / bake for pleasure than male respondents

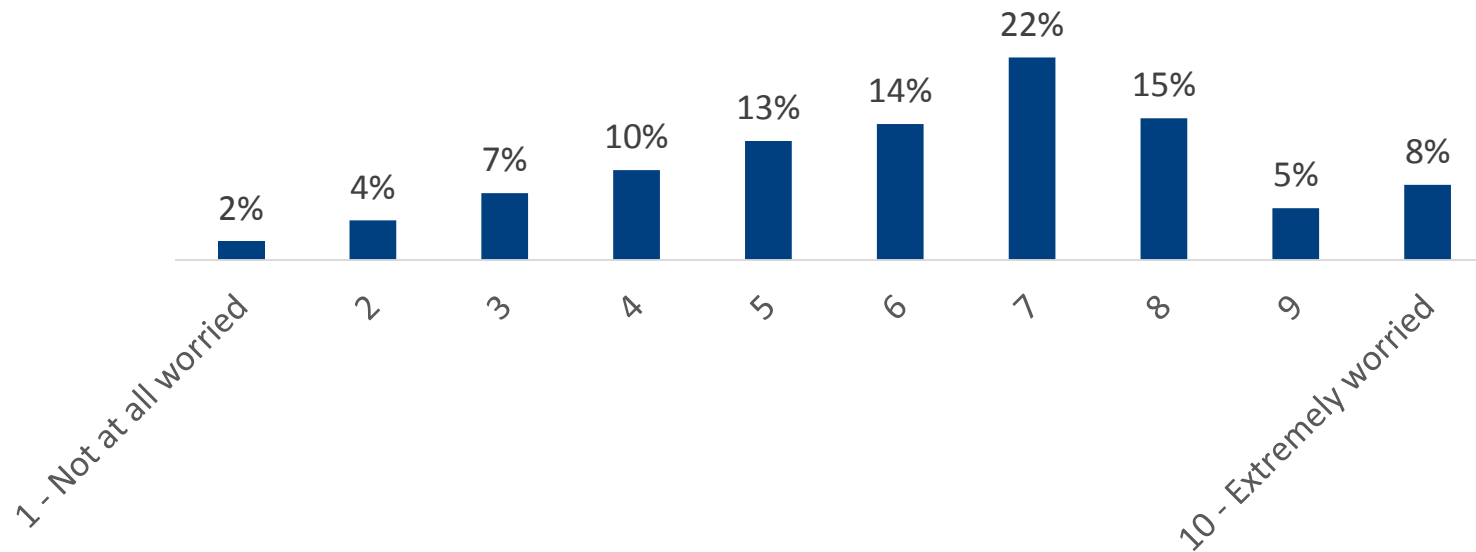
Compared to before the implementation of COVID-19 measures, are you doing these more often, less often, or about the same as before?

■ More often now ■ About the same as before ■ Less often now



- The activity with the biggest increase in frequency was cooking / baking for pleasure – 75% of those engaging in this activity were doing this more often than before the implementation of COVID-19 measures.

On a scale of 1 to 10, how worried are you personally about the Coronavirus?



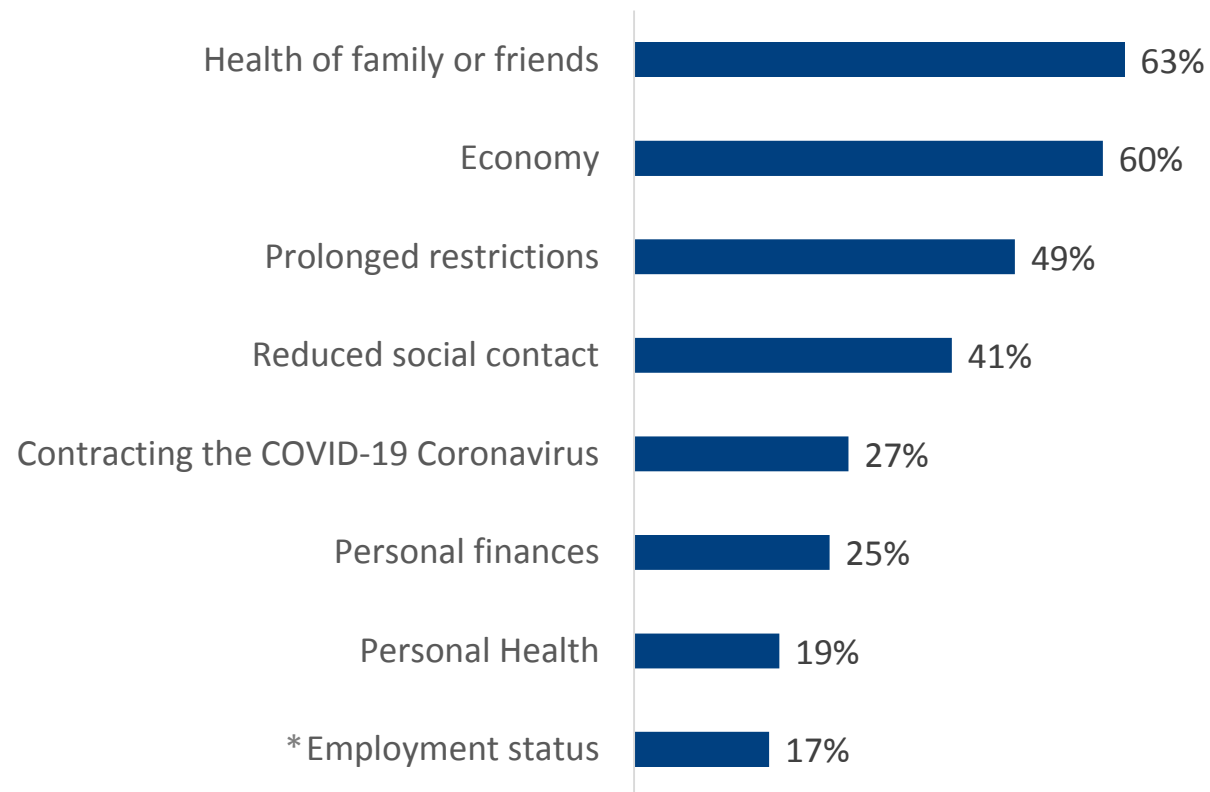
Average worry on the scale of 1 to 10

6.1

Worry was highest among females at 6.5 out of 10 and lowest among 18 to 34 year-olds at 5.8 out of 10

Among the general public during the comparable period the average level of worry was 6.0 out of 10. (Dept. of Health¹)

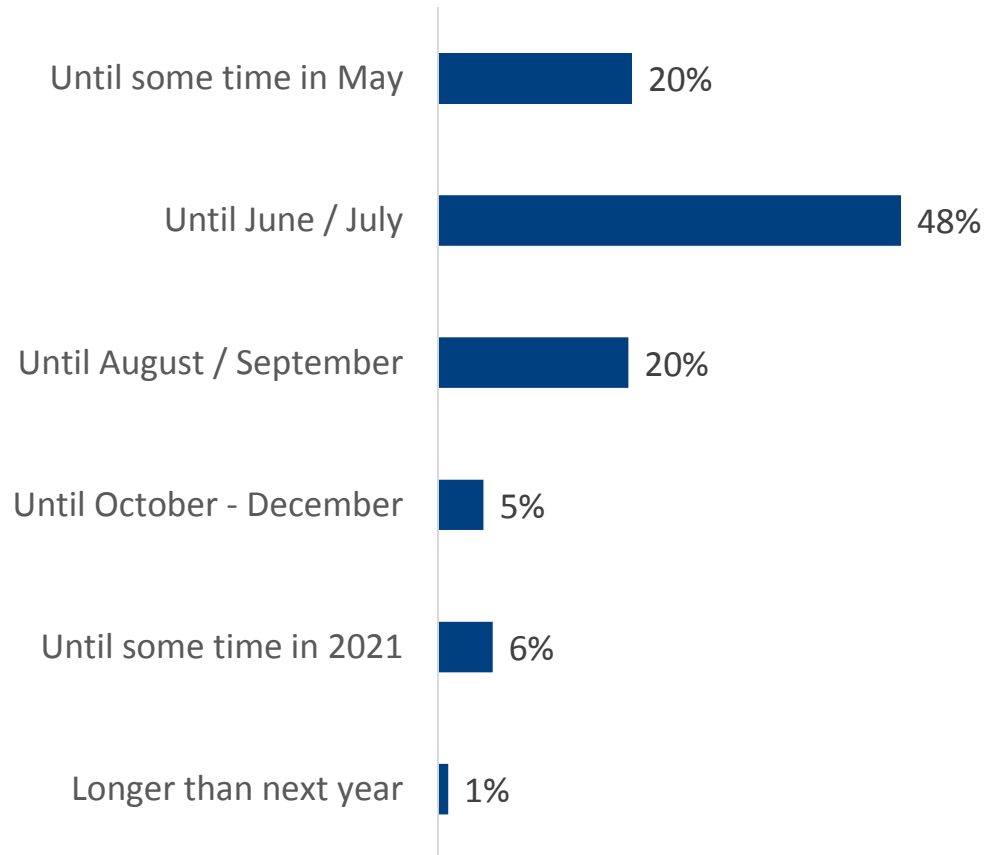
Please indicate the extent to which any of the following is a source of worry:
% quite a lot or a great deal



- “Prolonged restrictions” and “Reduced social contact” were more likely to be a source of worry among females than among males.
- “Health of family and friends” was a worry 70% of 18 to 34 year olds. Contracting was a worry for 15% within this age rose to 44% among over 65s.
- Those in employment were more likely to about the health of family and friends, likely than those not in employment to reduced social contact and personal

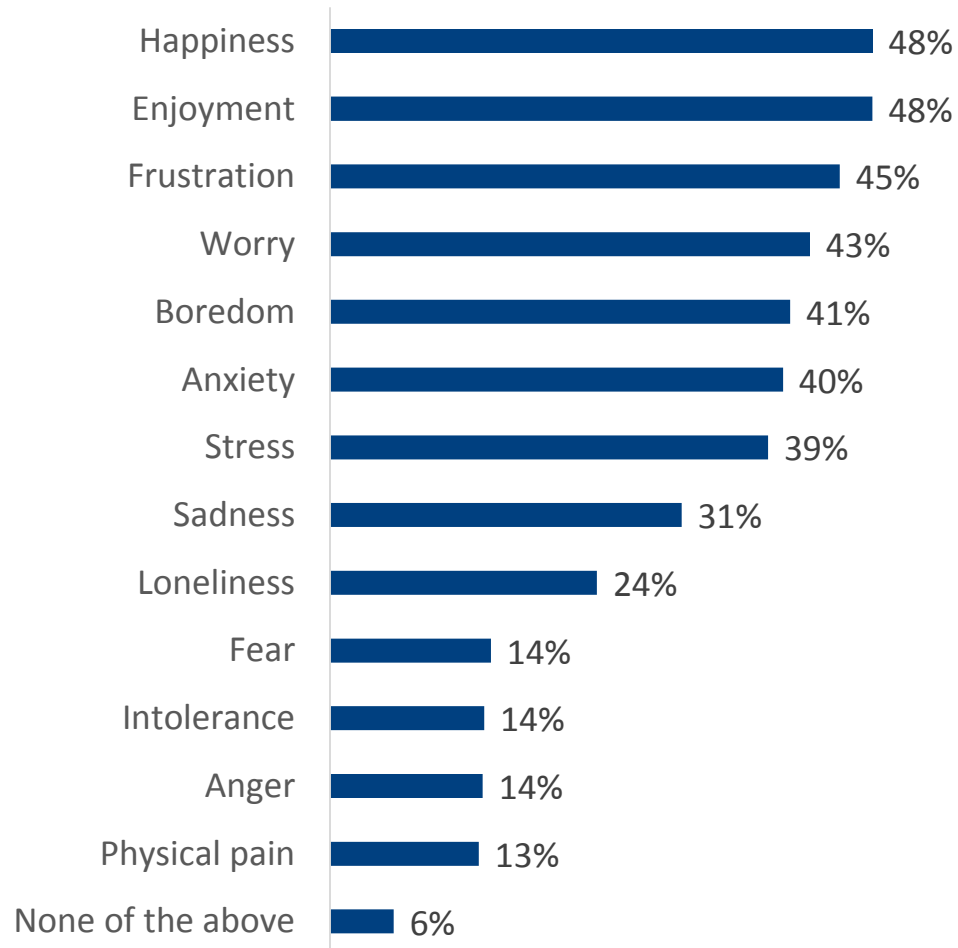
*Base = 729 those in employment or on wage subsidy scheme

How long do you expect the range of strict "stay at home" COVID-19 restrictions will last?



- There was little variation in predicted duration of strict restrictions when analysed by demographic variables.

Did you experience any of these feelings a lot of the day yesterday? Please select all that apply.



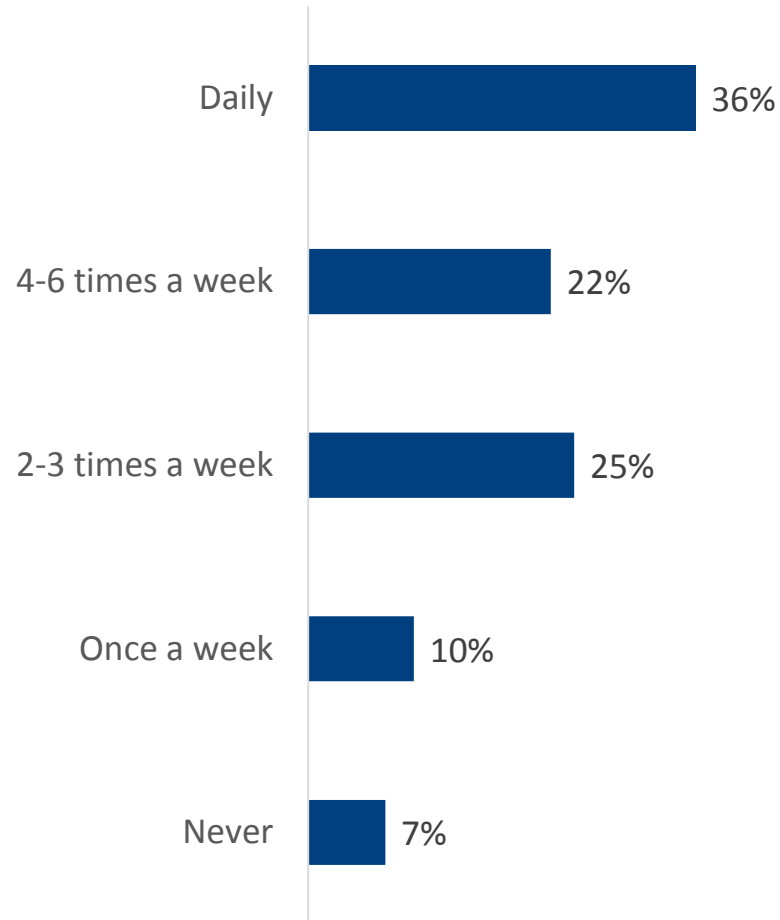
Overall, respondents experienced a wide range of emotions.

18 to 34 year-olds were more likely than respondents to report feelings of:

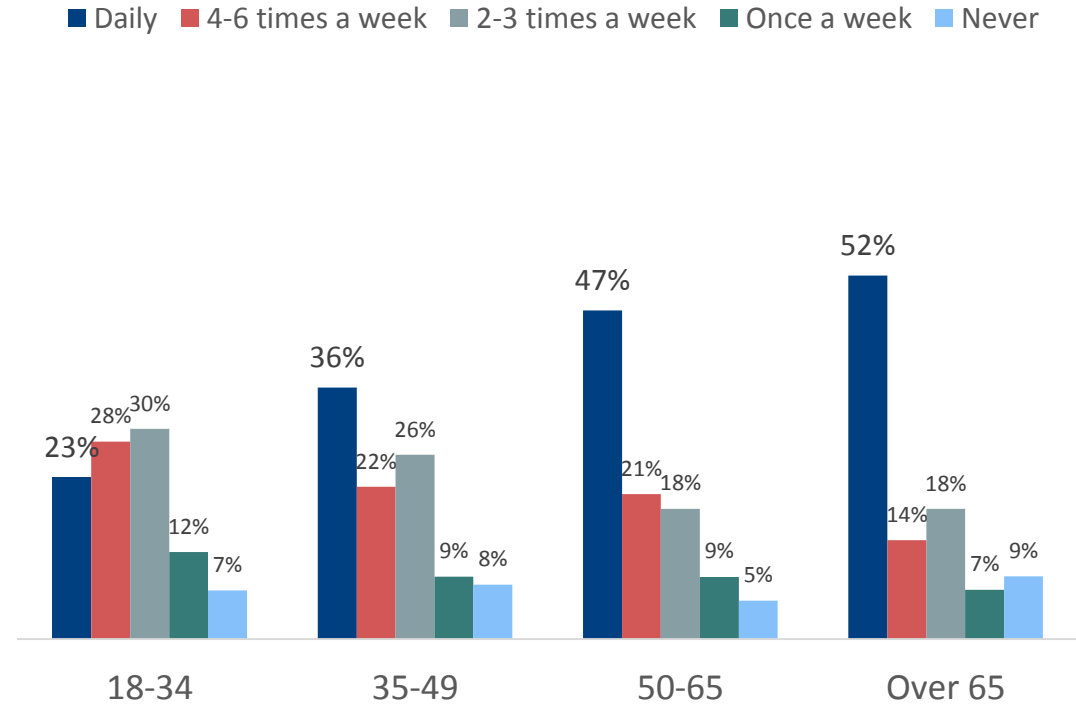
- Boredom – 58%
- Anxiety – 52%
- Stress – 49%
- Sadness – 39%
- Loneliness – 38%
- Anger – 19%

Conversely, over 50s were less likely to experiencing most of the emotions

Do you exercise...

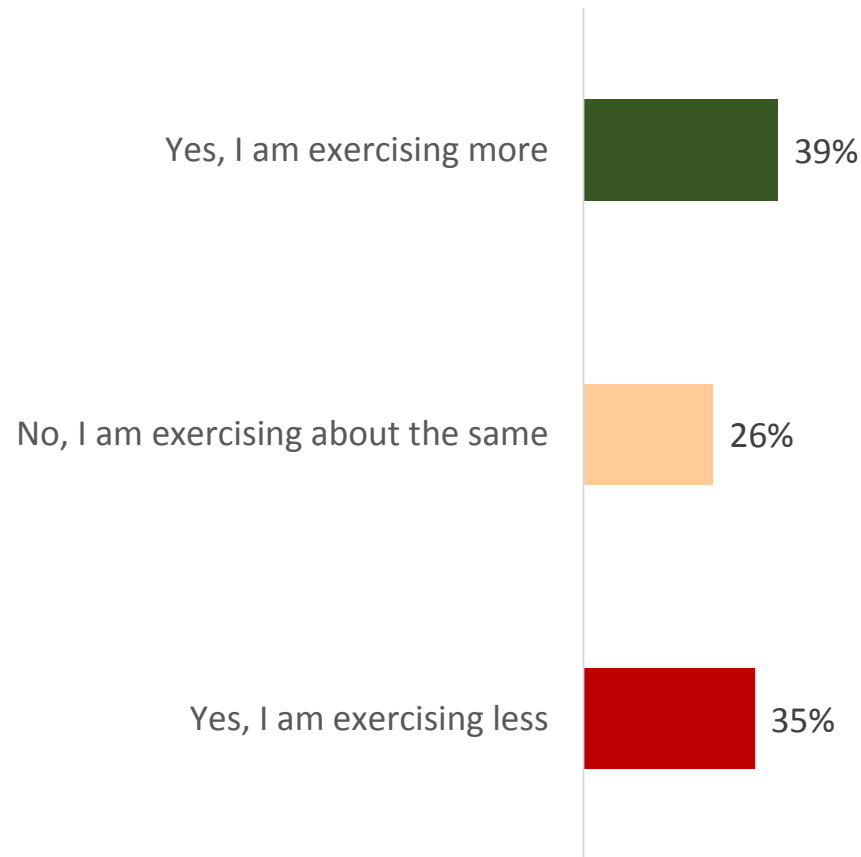


Do you exercise...

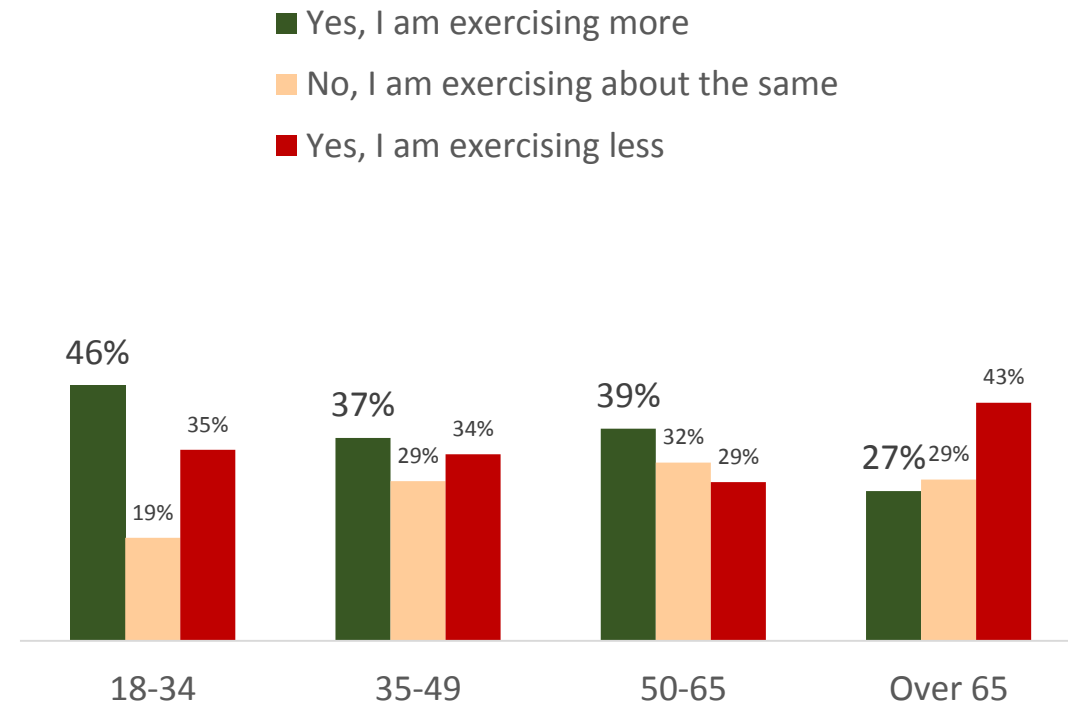


18 to 34 year-olds were least likely to exercise daily – 23% doing so
Over 65s were most likely to exercise daily – 52% doing so

Has your exercise pattern changed since the COVID-19 measures began?

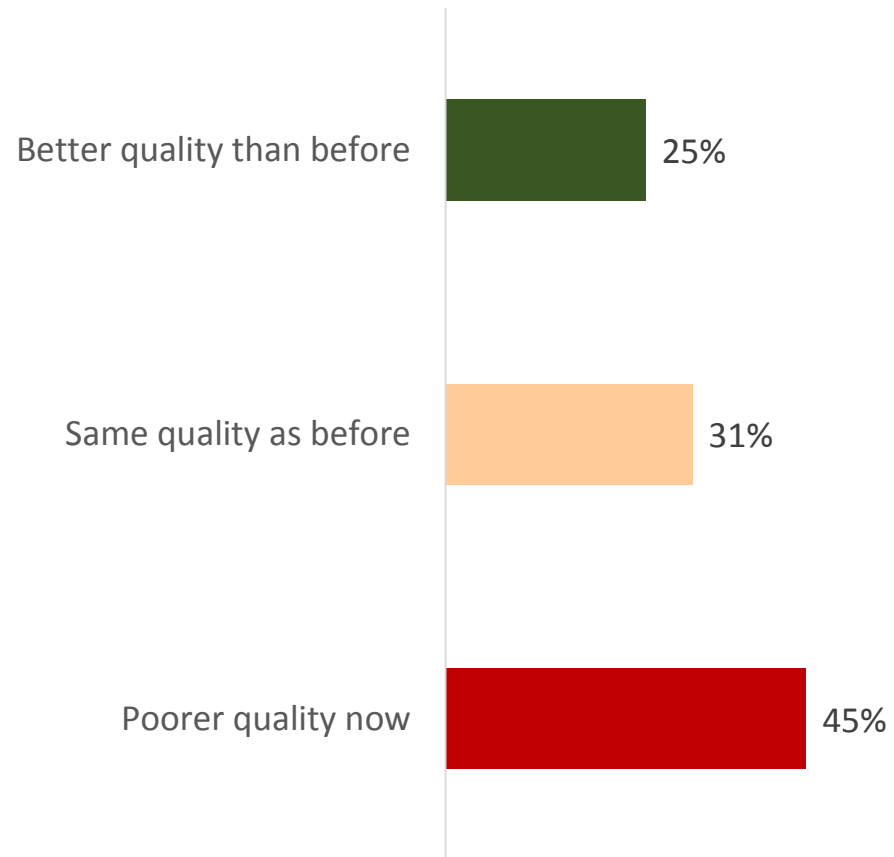


by age group



18 to 34 year-olds were most likely to report that they were exercising more
Over 65s were most likely to report that they were exercising less

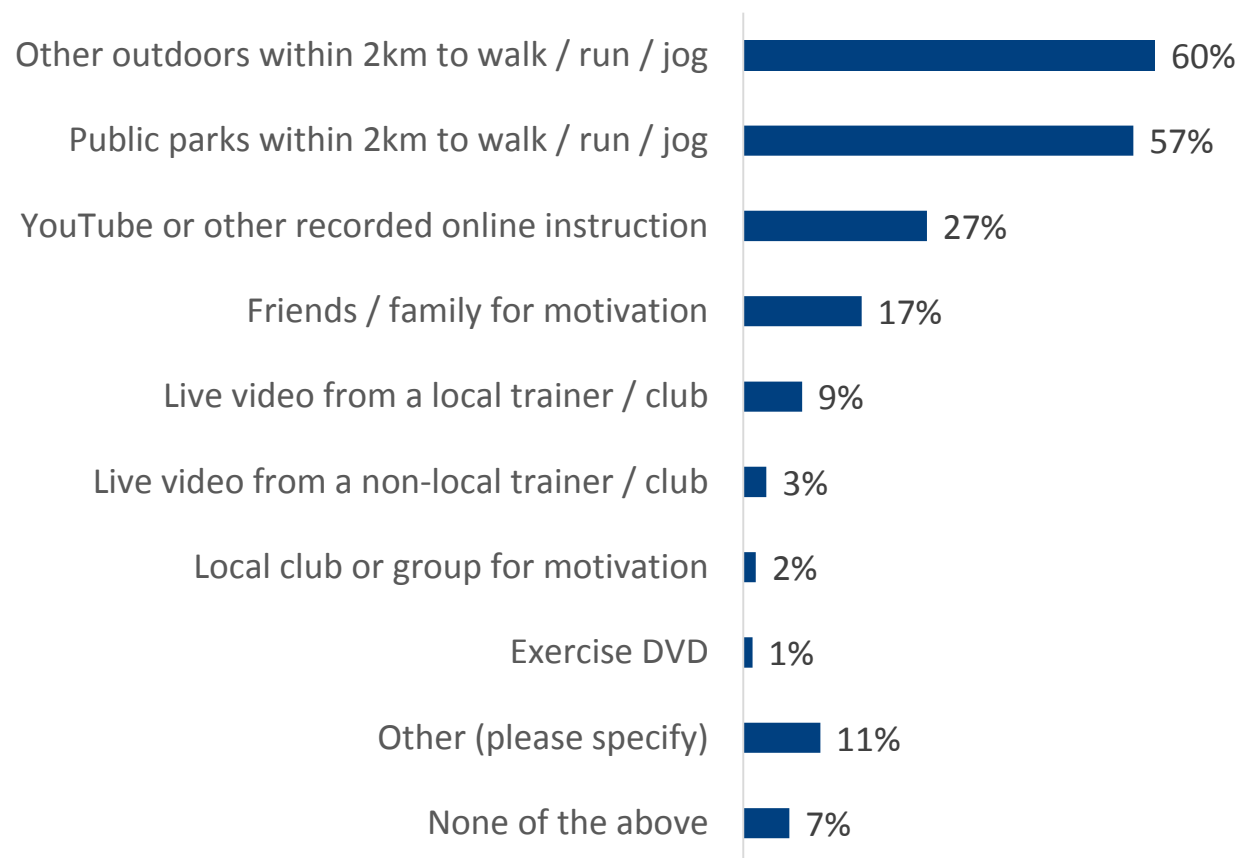
Has the quality of your exercise changed since the COVID-19 measures began?



Change in exercise quality did not vary significantly when analysed by demographic variables.

Those exercising 4 to 6 times a week were more likely improvement in quality of exercise.

Do you use any of the following resources / aids to help with your exercise?



- Outdoor areas and public parks within 2km were used by the majority of respondents to walk / run / jog.
- Female respondents (38%) and those aged 18 to 34 more likely to use YouTube resources.
- Those working or on wage subsidy were more likely to jog outdoors.
- Respondents living in the Dublin City Council local were more likely to use public parks (64%)
- “Other” resources included cycling, indoor exercise (e.g. treadmill) and yoga

How would you rate your quality of night-time sleep at the moment?



41% rate the quality of their sleep as good or very good

■ Very poor ■ Poor ■ Just okay ■ Good ■ Very good

Has your quality of night-time sleep changed during the current COVID-19 situation?

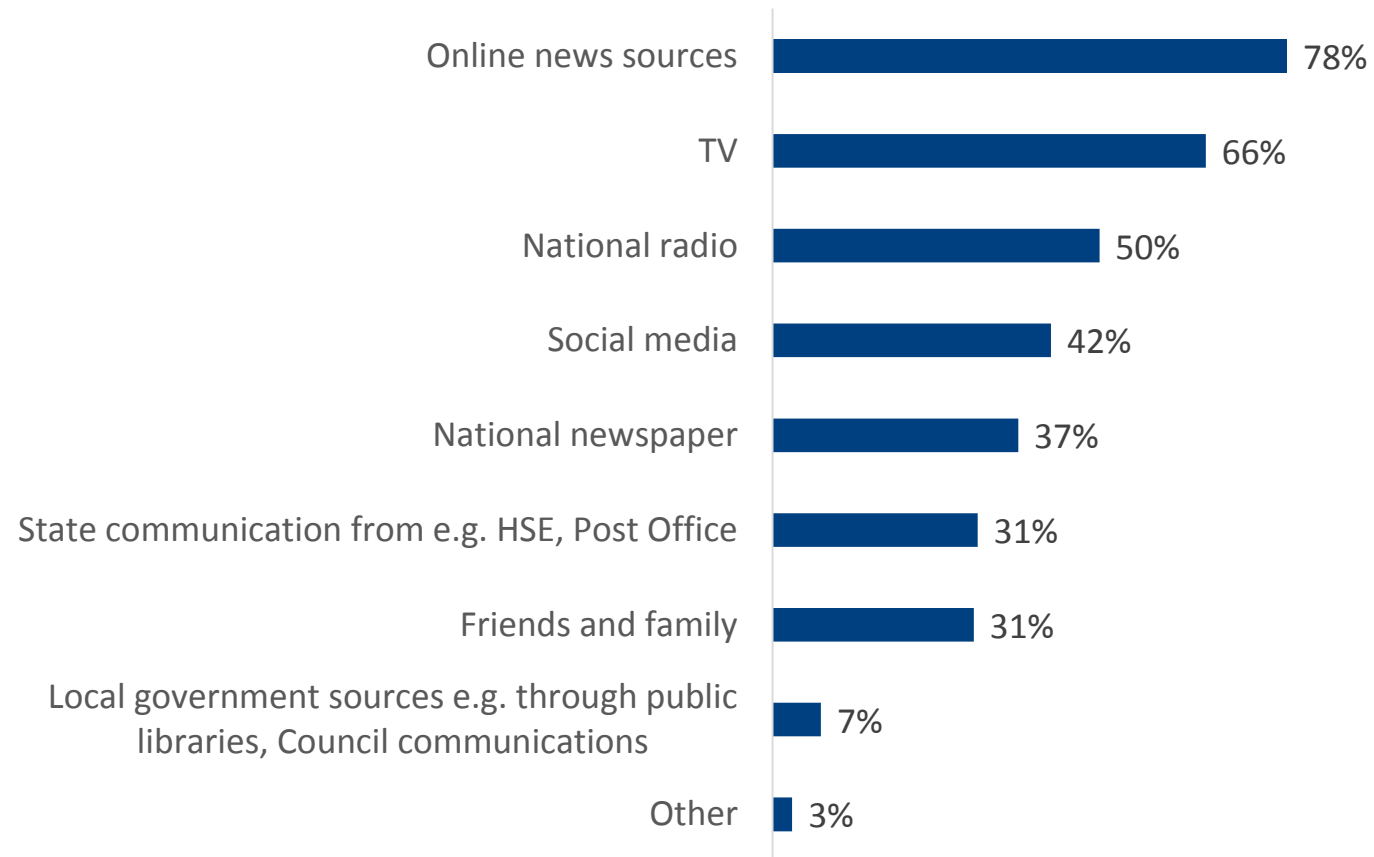


■ Has gotten worse ■ Stayed the same ■ Has improved

38% reported that the quality of their sleep has deteriorated during the pandemic

- “Has gotten worse” was higher among females (42%) and among 18 to 34 year-olds (46%)
- “Has gotten worse” was lower among over 65s (22%)
- “Has gotten worse” was higher among those who had a member of the household who was due to sit college or third level exams this summer (50%)

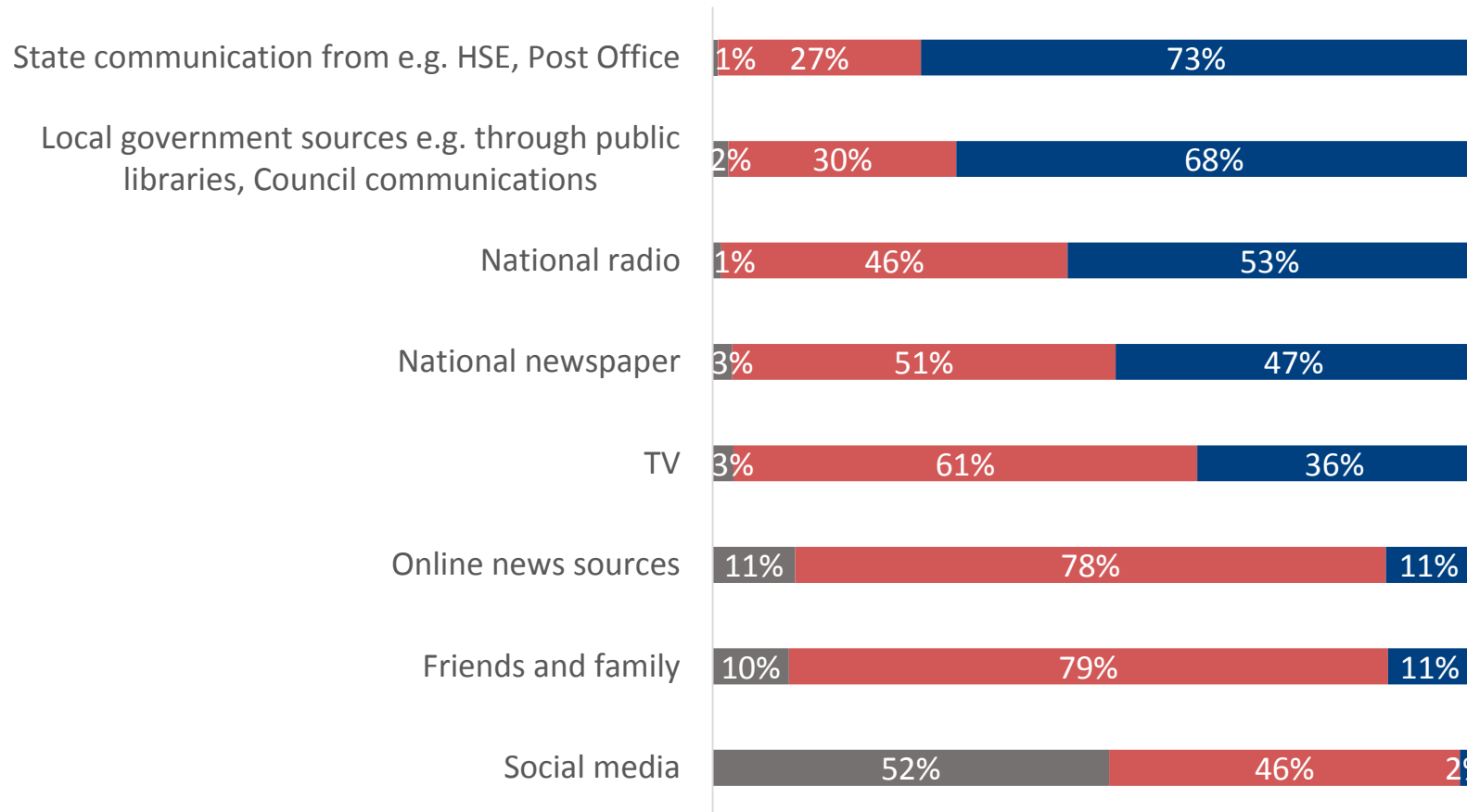
Where do you usually get news and information from? Please select as many as apply



- 78% got news and information from online news sources, and 66% from TV.
- TV, radio and newspapers were more popular sources among older respondents
- Online sources and social media were more popular among younger respondents

How trustworthy are each of these sources of news and information?

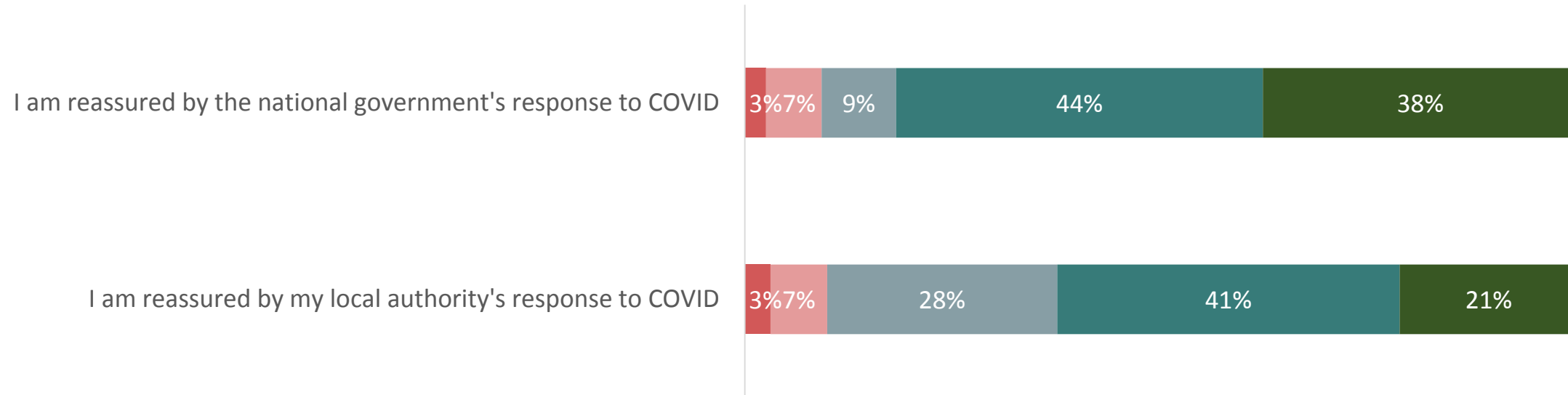
■ Not at all trustworthy ■ Fairly trustworthy ■ Very trustworthy



- State and local government were the most trusted sources of news and information.
- Social media were the least trusted sources of news and information.

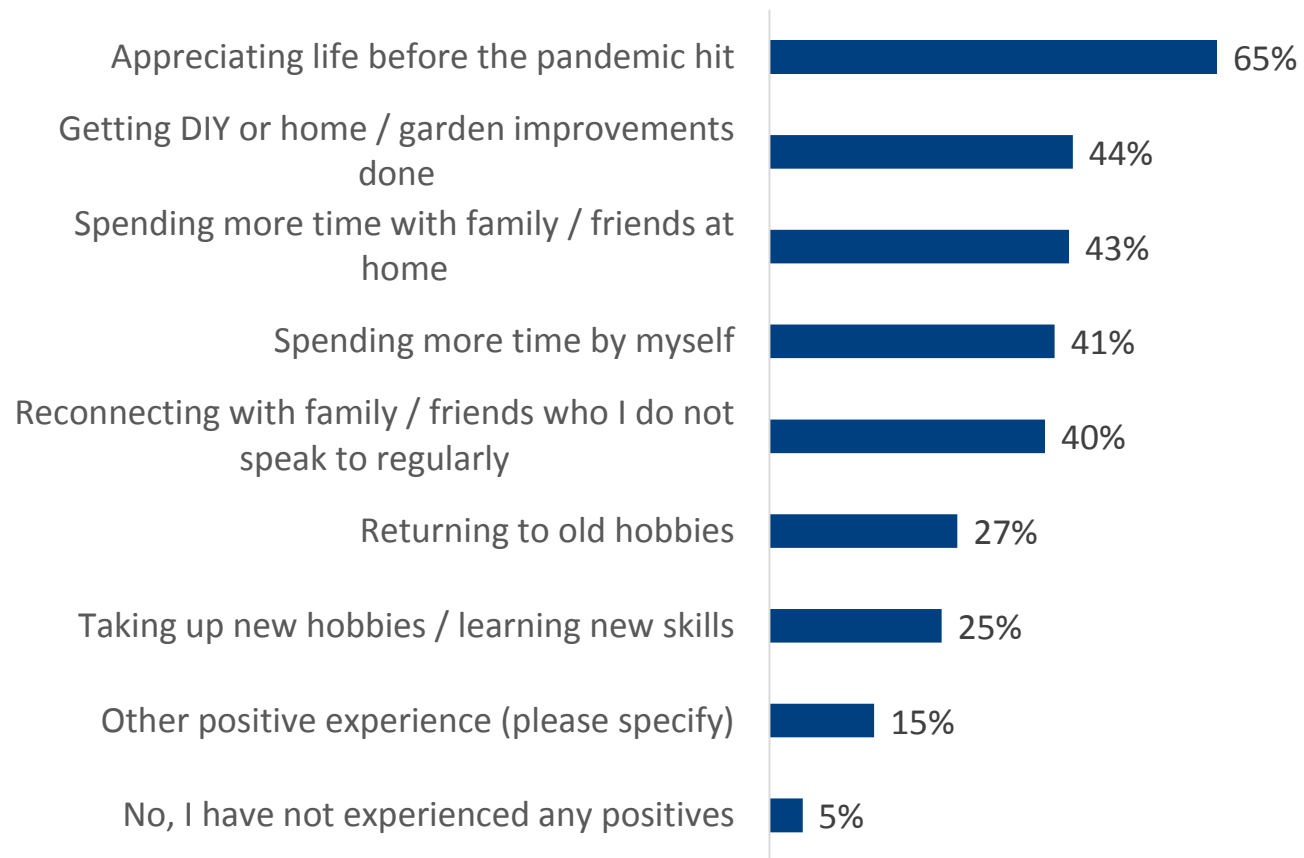
Thinking about the government response in Ireland, please indicate your agreement with each of the following statements:

■ Strongly disagree ■ Disagree ■ Neutral ■ Agree ■ Strongly agree



High level of “neutral” selections for the local authority response suggests a lack of visibility or understanding of what that response entails.

Have you experienced any of the following positives as a result of COVID-19?

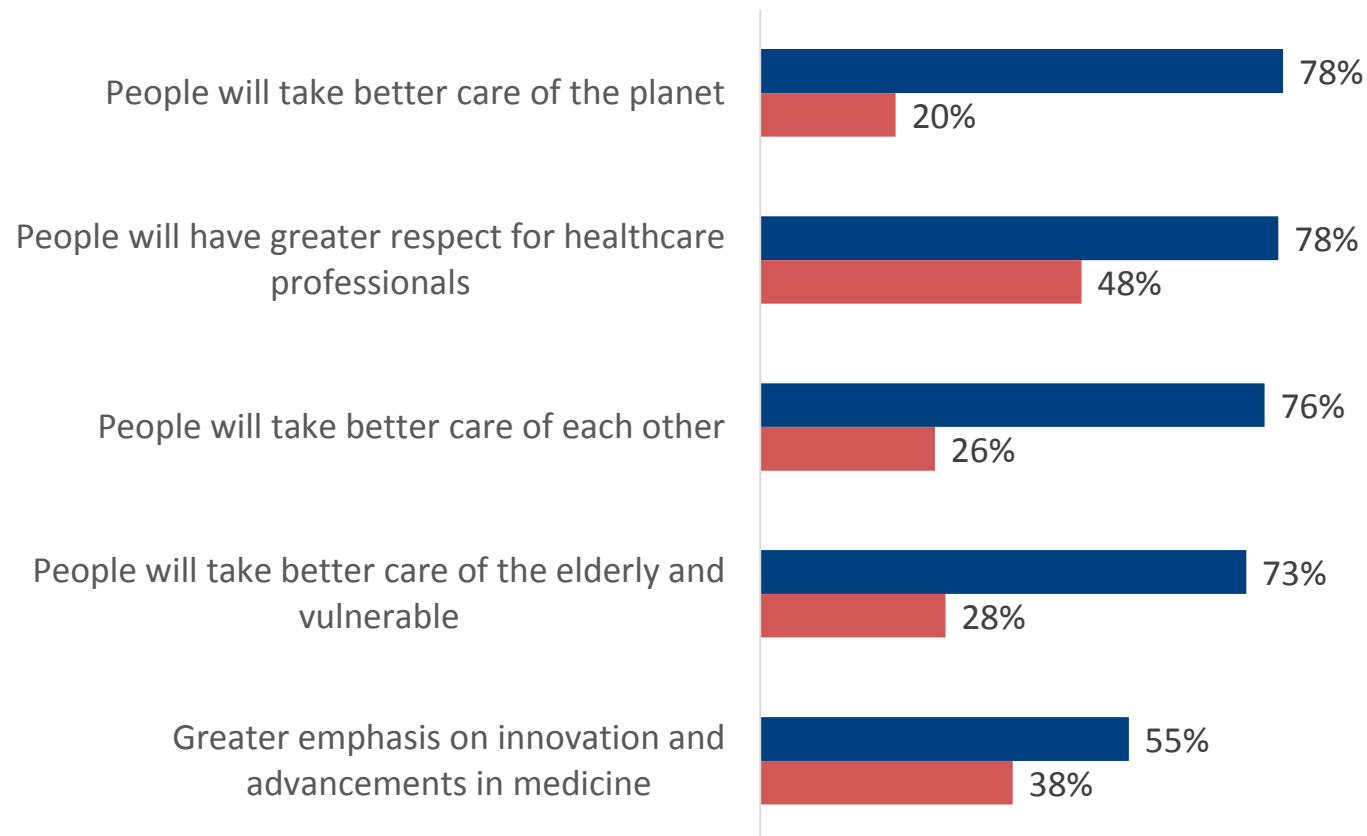


- 18 to 34 year-olds were more likely to report :
“Appreciating life before the pandemic hit”
“Spending more time by myself”
“Returning to old hobbies”
“Taking up new hobbies”
- 35 to 49 year-olds, those working or on subsidy, and those with dependent more likely to report “Spending more time family / friends at home”
- “Other” positives related to more time, / enjoying things more, less pressure /

- As a result of COVID-19, how do you hope the world will change for the better?
- In reality, how do you imagine the world will actually change?

Hope vs Real Expectations of Change

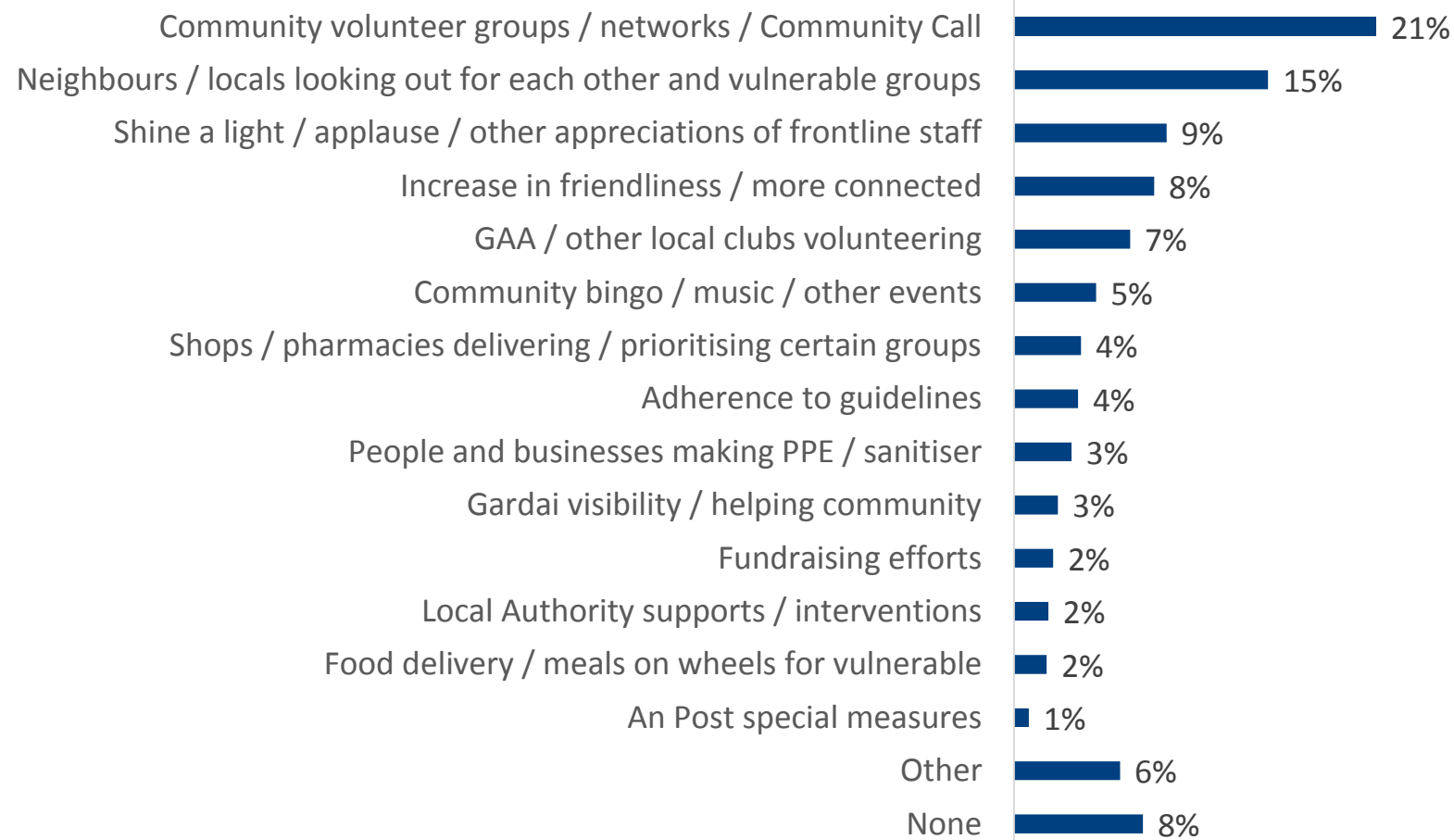
■ Hope ■ Expectation



- The smallest gap between hope and expectation of change as a result of COVID-19 was for “Greater emphasis on innovation and advancements in medicine” followed by “People will have greater respect for healthcare professionals”

Please give examples of any positive community efforts that have inspired you or given you hope during the current public health emergency.

Examples of Positive Community Efforts



END

For further information please contact:

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