

REDC



WIN World Survey *Post Coronavirus Times*

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WIN World Survey – Post Coronavirus Times – Key Findings



Vast majority (71%) are likely to get the COVID-19 vaccine when available

Globally, the vast majority (71%) are likely to get the COVID-19 vaccine when available, with Ireland in line with this global average.

However, this view varies across demographic groups in Ireland and is most widely held amongst men, older ages, and those in higher social grades, which suggests challenges lie ahead in rolling out the vaccine to the wider population in Ireland.

Asian countries including Vietnam, India and China appear most likely to get the vaccine, while Denmark has the highest likely uptake in Europe.



Majority in Ireland give the government a positive rating for its handling of the pandemic crisis

Following some of the most stringent restrictions in Europe, the majority in Ireland (63%) give the government a 'very well/pretty good' rating for its handling of the pandemic crisis despite the majority (54%) rating the capacity of the health system poorly. 18-34's and lower social grades, groups who were disproportionately affected by the economic downturn, tend to be more critical in this regard.

Irish people rank their performance higher than most other countries' populations rank their governments' performance, although they are at the same time more likely to regard the capacity of their health system more poorly.



Likelihood of travelling outside of Ireland for business or holidays in 2021 is low

Likelihood to travel outside of Ireland in 2021 is low, particularly for business travel (7%), while likelihood to travel on holidays is higher (38%).

There is evidence that 18-34 year olds, who are considered less at-risk from the effects of the virus, are more up for travelling.

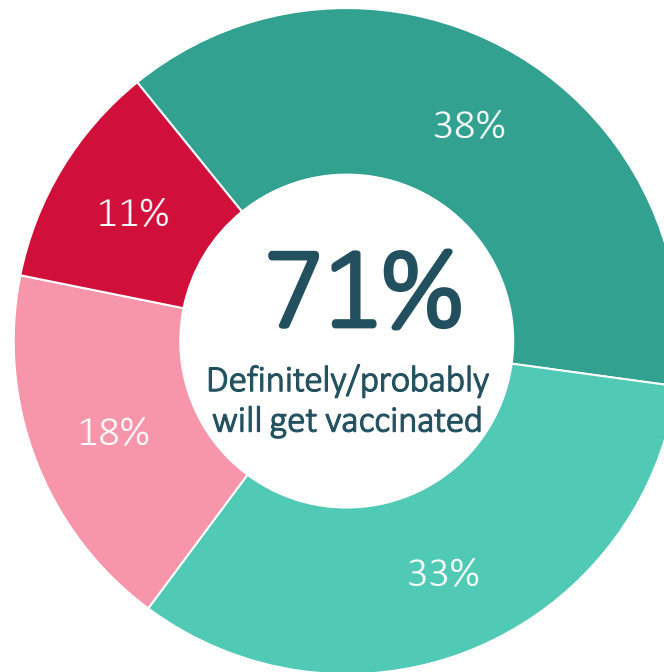
Compared to other countries, Irish people are less likely than average to plan business travel for 2021, but more likely to plan a foreign holiday.

7 in 10 Irish people are likely to get the COVID-19 Vaccine

Significant differences exist within gender, age, and social grade, with men, 55+ ages, and higher social grades claiming they are more likely to get vaccinated.

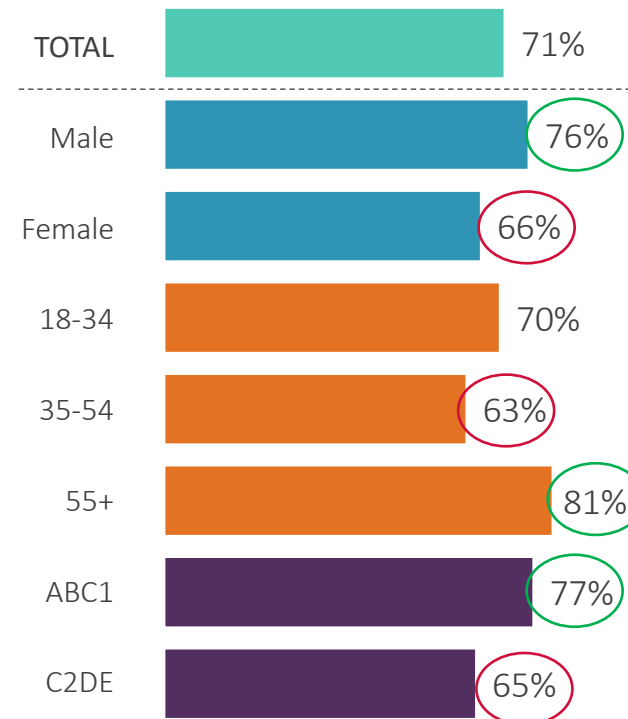
This highlights the long term challenges of rolling out the vaccine to the rest of the population once at risk groups receive their vaccinations.

% Likelihood of getting vaccinated for COVID-19



- Definitely will
- Probably will
- Probably won't
- Definitely won't

% Will get vaccinated



○ ○ Indicates significant difference vs. Total

Base: All adults in ROI aged 18+, n=1,001

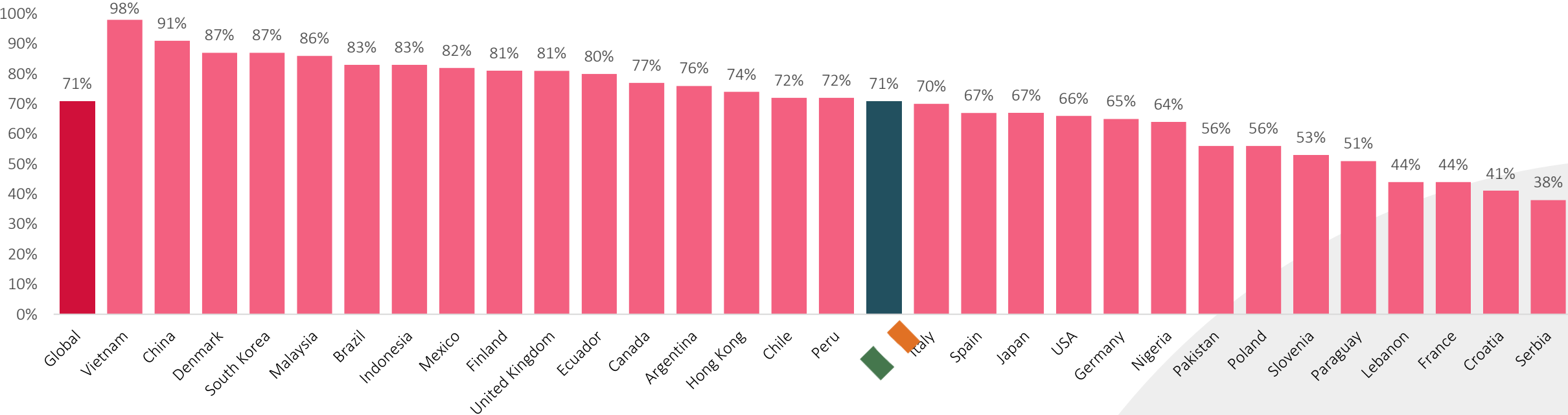
Q.8 – When a vaccine for the coronavirus becomes available, how likely or not are you to get vaccinated?

Irish intentions to get vaccinated are on par for the global average



With 7 in 10 people saying they will probably or definitely get the vaccine, Ireland is on par for the global average across the 32 countries surveyed, while Vietnam, and China lead in this regard.

% Will get vaccinated once the COVID-19 vaccine is available



Base: All adults across X countries worldwide – n=26,757

Q.7 – When a vaccine for the coronavirus becomes available, how likely or not are you to get vaccinated?

Gov't handling of crisis rated higher than capacity of health system

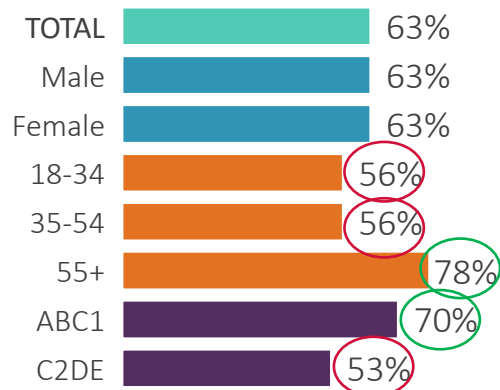
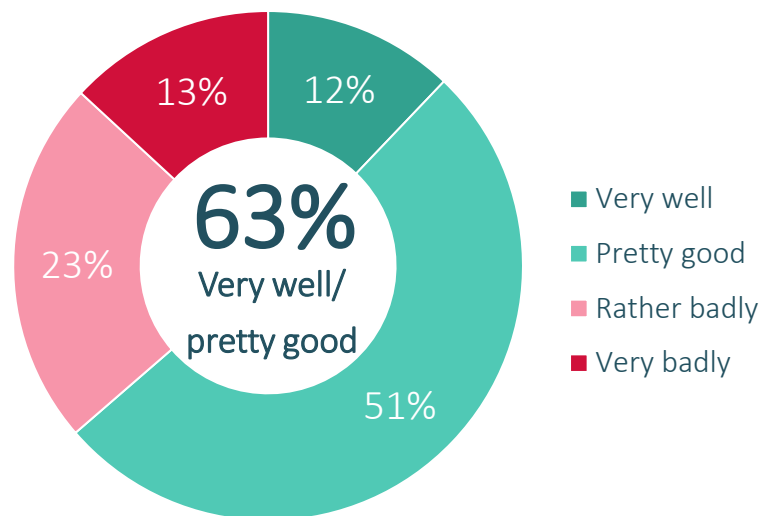
Over 6 in 10 think the government has done well, but more than half rate the capacity of the Irish health system badly.

Groups disproportionately affected by the 2020 economic downturn, such as 18-34 year olds and lower social grades, tend to be more critical of both the government's handling and also the capacity of the health system in Ireland.

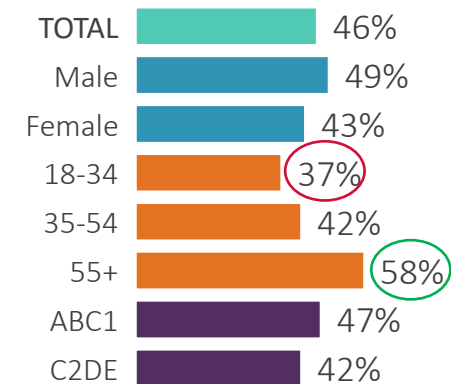
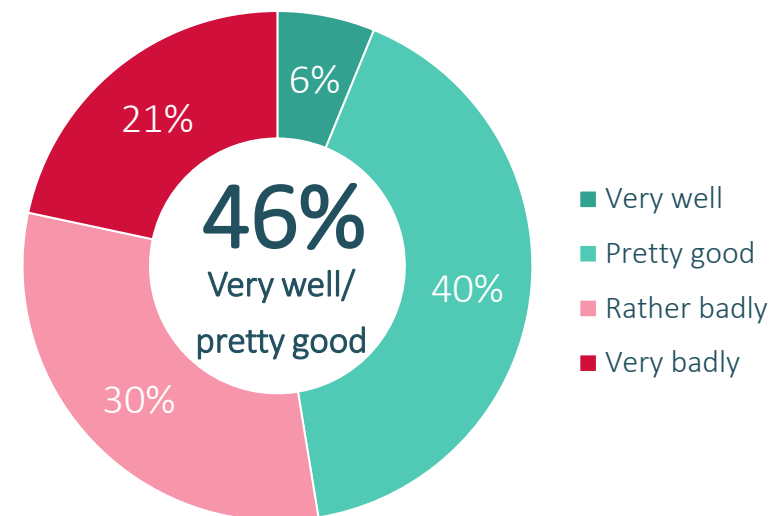
Base: All adults in ROI aged 18+, n=1,001

Q.8 – How would you rate each of the following, with regard to the coronavirus pandemic?

Rating of...
Irish Government's handling of COVID-19 crisis



Rating of...
Capacity of health system in Ireland



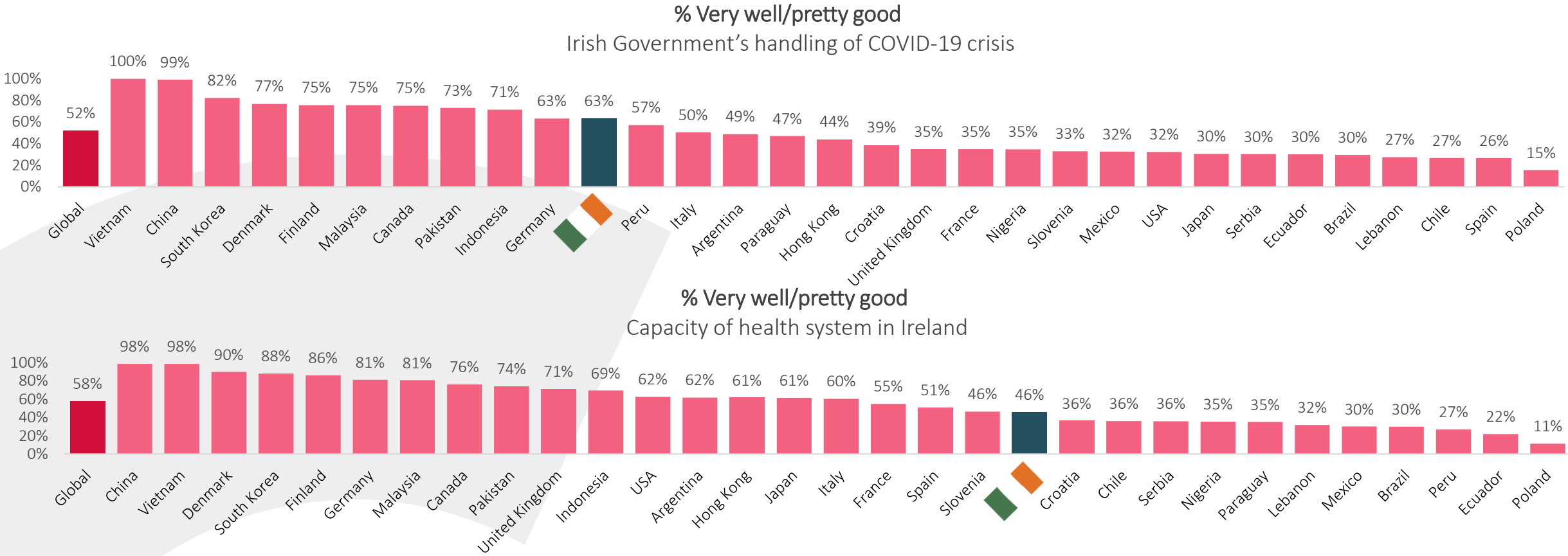
○ ○ Indicates significant difference vs. Total

Irish government's handling of crisis is above global average



Over 6 in 10 Irish people were satisfied with the government's response to the crisis – well above the global average. However, Irish people were less happy than most other countries with the capacity of our health system.

Rating of Irish Gov't and health system on COVID-19 crisis



Base: All adults across X countries worldwide – n=26,763
 Q.8 – How would you rate each of the following, with regard to the coronavirus pandemic?

Most don't see themselves travelling outside Ireland in 2021

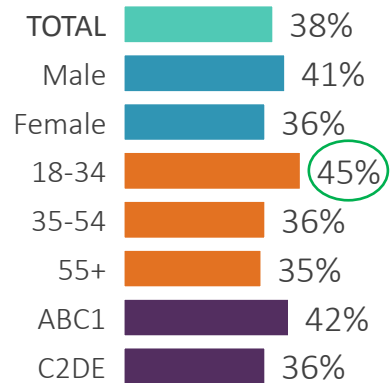
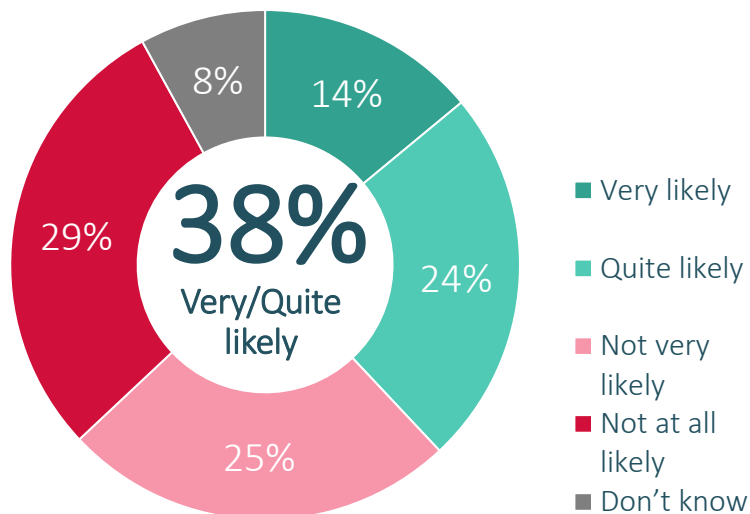
Less than 4 in 10 say they are likely to go on a foreign holiday in 2021, while less than 1 in 10 think they will go abroad for business reasons.

This reluctance to travel is less prevalent among 18-34 year olds, who are not considered to be as at-risk from COVID-19 as those in older age groups.

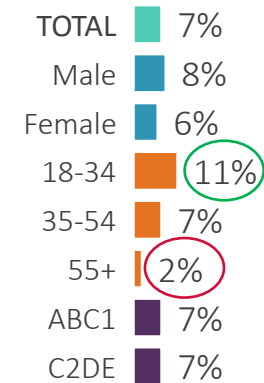
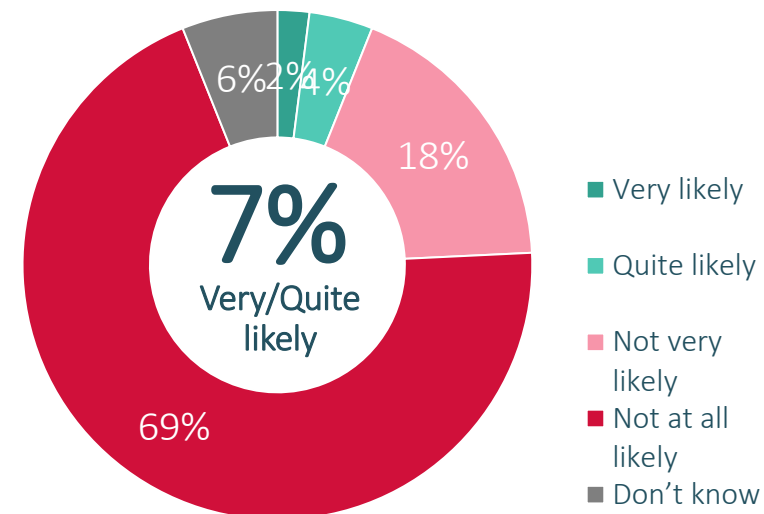
Base: All adults in ROI aged 18+, n=1,001

Q.9 – How likely do you think it is that you will travel outside of Ireland in 2021?

% Likelihood of travelling outside of Ireland in 2021... on HOLIDAY



% Likelihood of travelling outside of Ireland in 2021... on BUSINESS



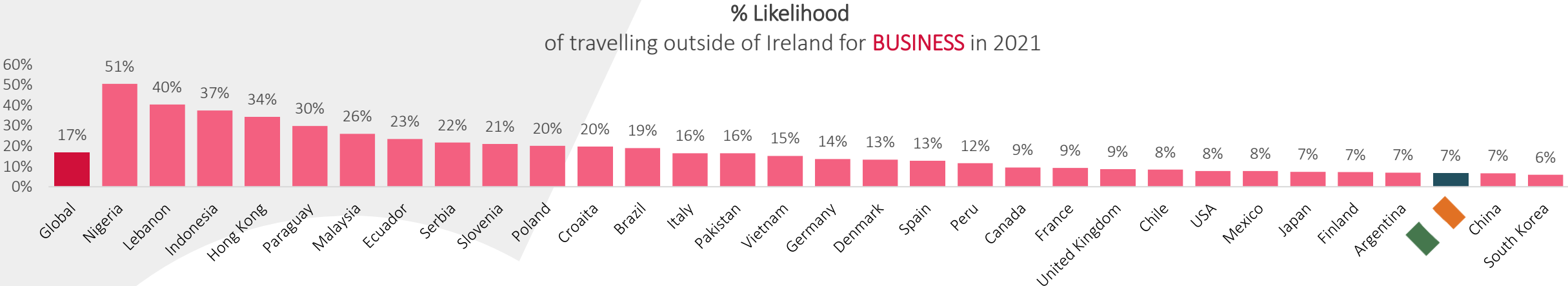
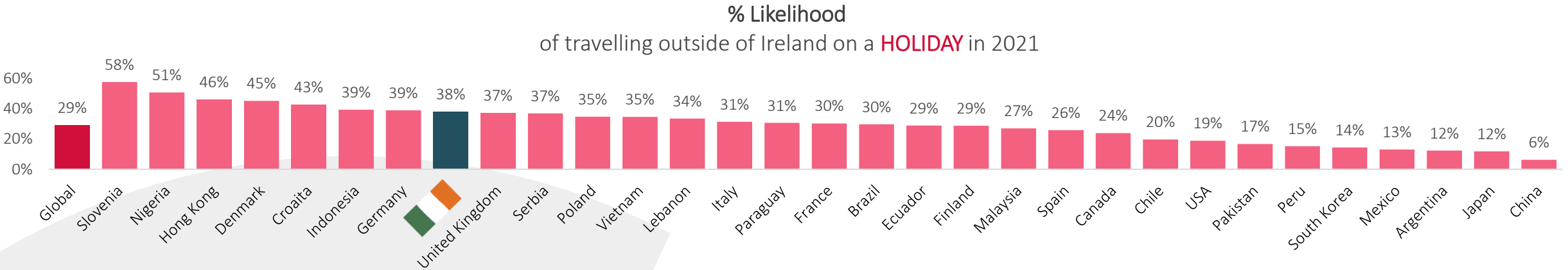
○ ○ Indicates significant difference vs. Total

Irish more likely than others to holiday, but business will wait



Almost 4 in ten Irish people intend to go on a foreign holiday in 2021, considerably above the average for the 32 countries surveyed. However, with only 17% planning a foreign trip in 2021, Ireland is far below the global norm.

Likelihood of travel in 2021



Base: All adults across X countries worldwide – n=26,763
 Q.9 – How likely do you think it is that you will travel outside of Ireland in 2021 for...?

Sample and Methodology



Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

Sample Size and Mode of Field Work:

A total of 26,763 people were interviewed globally. See below for sample details. The fieldwork was conducted during October 2020 – December 2020. The margin of error for the survey is between 2.4 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

Questionnaire – Post Coronavirus Times



7. When a vaccine for the coronavirus becomes available, how likely or not are you to get vaccinated?

(SHOW CARD) (new) (SPSS-Q8)

1. Definitely will get vaccinated
2. Probably will get vaccinated
3. Probably won't get vaccinated
4. Definitely won't get vaccinated

8. How would you rate each of the following, with regard to the coronavirus pandemic? (SHOW CARD)

(new)

	Very well	Pretty good	Rather badly	Very badly	Do not know	
The way the Irish government handled the crisis	1	2	3	4	9	SPSS-Q9_1
The capacity of the health care system in Ireland	1	2	3	4	9	SPSS-Q9_2

9. How likely do you think it is that you will travel abroad outside of Ireland in 2021? (SHOW CARD) (new)

	Very likely	Quite likely	Not very likely	Not at all likely	Do not know	
On Holiday	1	2	3	4	9	SPSS-Q10_1
On business	1	2	3	4	9	SPSS-Q10_2

About the WIN Survey



Media enquiries (worldwide data)

Elena Crosilla, WIN Coordinator

+39 335.62.07.347

E-mail: coordinator@winmr.com

Local Media Enquires (Irish data)

Richard Colwell, CEO RED C

+35316930201

info@redcresearch.ie

About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailormade global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.



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