A large, stylized eye graphic is positioned on the right side of the slide. The eye is composed of a white iris with a dark blue pupil, set against a white sclera. The entire eye is framed by a large, light blue circle. The background of the slide is dark blue, and the top right corner features a magenta semi-circle.

## The Continuing Impact of the Covid Pandemic on Attitudes & Behaviours

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*September 2020*

*Final*

## Methodology & Sample

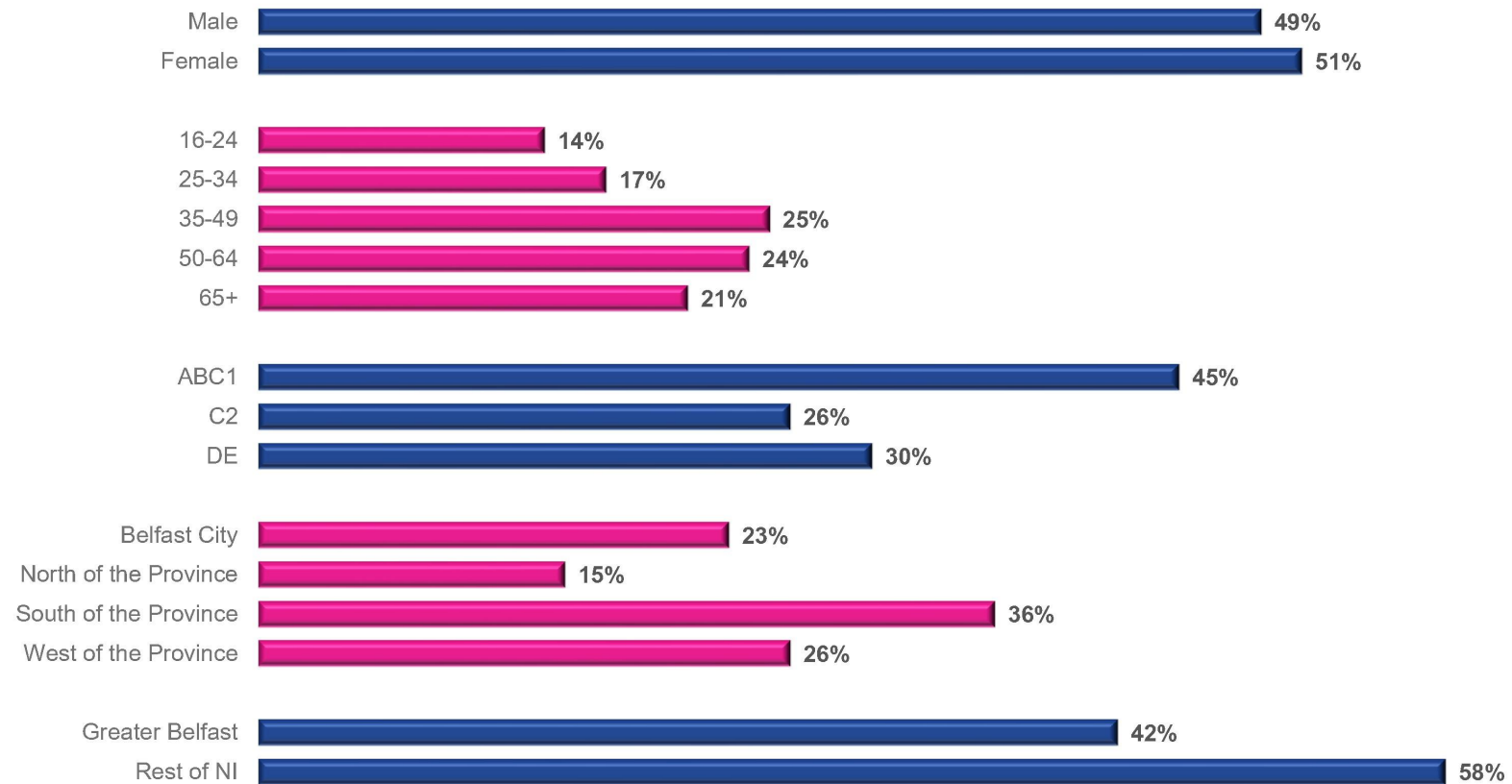


- Objectives of the survey were to understand behavioural and attitudinal trends within the Northern Ireland population during the pandemic – *Wave 4*
- Survey conducted as part of the Cognisense Northern Ireland Omnibus Survey.
- Fieldwork conducted via an online methodology between 11<sup>th</sup> – 25<sup>st</sup> September 2020.
- Total sample of  $n=1,000$  respondents.
  - Sample representative of the Northern Ireland adult (16+) population in terms of age, sex, socio-economic grouping and area.
  - Figures in charts are %s of the full base unless otherwise stated
- All research conducted in accordance with the Market Research Society ethical Code of Conduct.



## Demographic Profile

Base: All respondents – n=1,000)



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## *HIGHLIGHTS*


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# HIGHLIGHTS



- Vast majority (85%) of people in Northern Ireland concerned about the rising number of coronavirus cases.
- Almost 4 in 5 (78%) concerned that people are getting too relaxed about adhering to guidelines and restrictions.
- Over a fifth (21%) admit they have become less cautious about social distancing and more relaxed about hand washing over recent weeks.
- Over two thirds (69%) would like to see the PSNI deal with Covid breaches more firmly.
- Two thirds (66%) are worried how the pandemic is going to affect Christmas celebrations with family and friends.
- Half of us (50%) plan to spend less on Christmas this year as a result of the pandemic.
- 65% of consumers likely to do more online Christmas shopping this year due to Covid's impact on in-store shopping.
- Over 3 in 5 (63%) NI adults would be prepared to get a vaccine for Coronavirus if one became available, with a further 21% currently undecided.
- Just under 2 in 5 (39%) claimed if they arrived at a shop to do a quick message but had forgotten a mask, they would take the risk and enter without it.

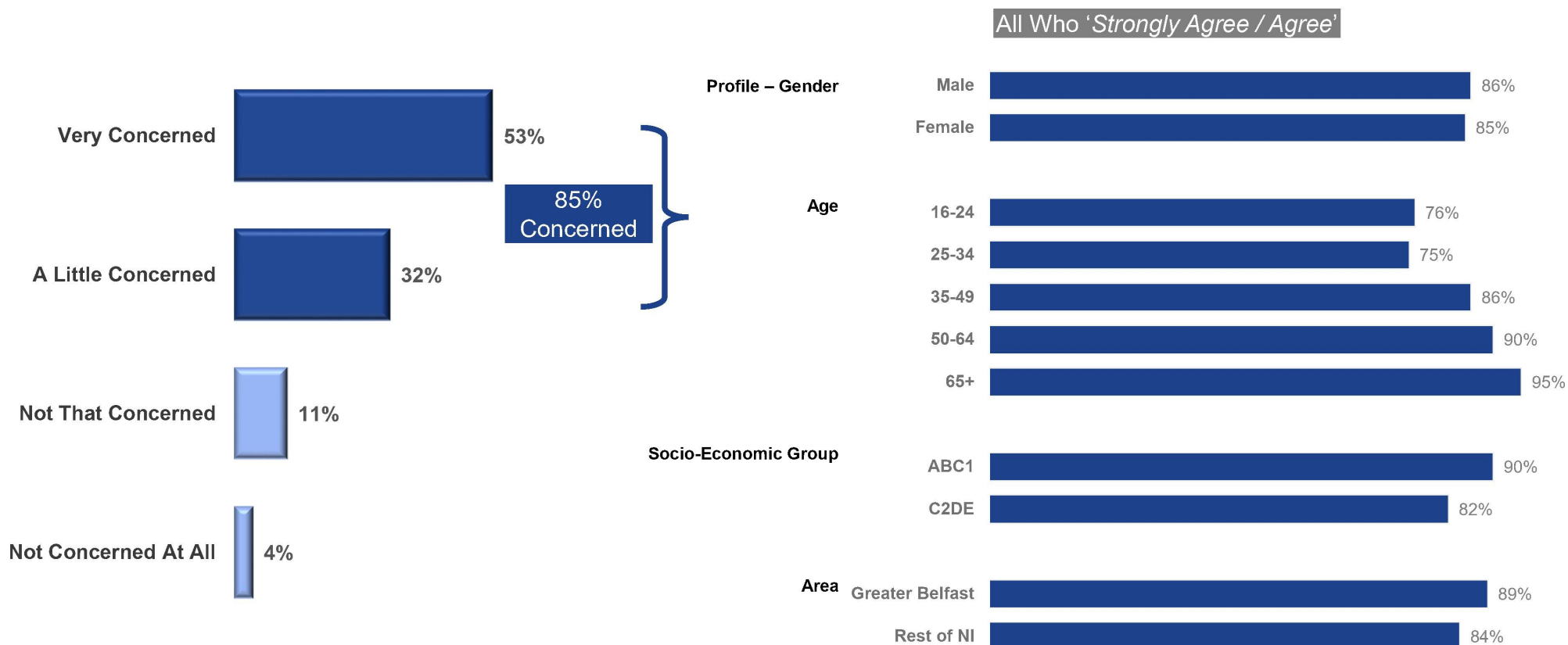


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## *ATTITUDES & BEHAVIOURS*

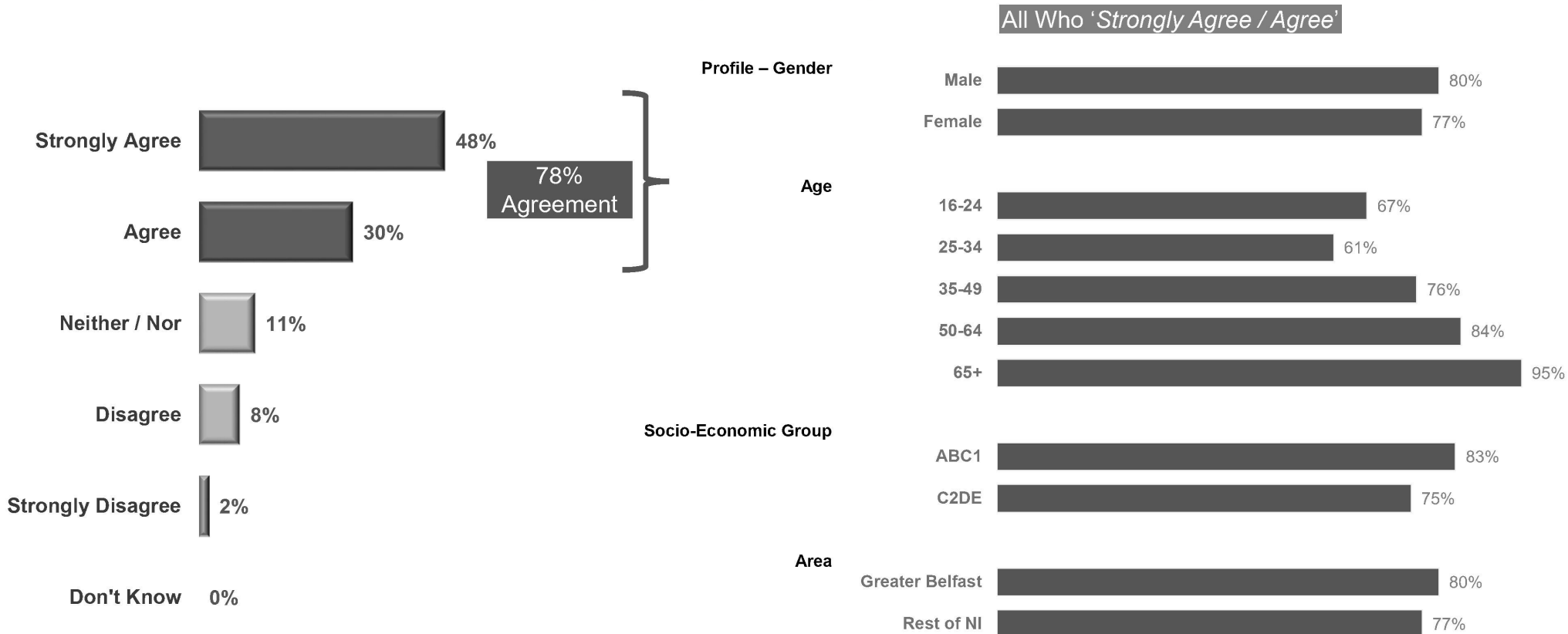
## Concern at the degree of rising coronavirus cases in Northern Ireland'

(Base: All respondents – n=1,000)



## Agreement - 'I am concerned that people are getting too relaxed about adhering to coronavirus guidelines and restrictions'

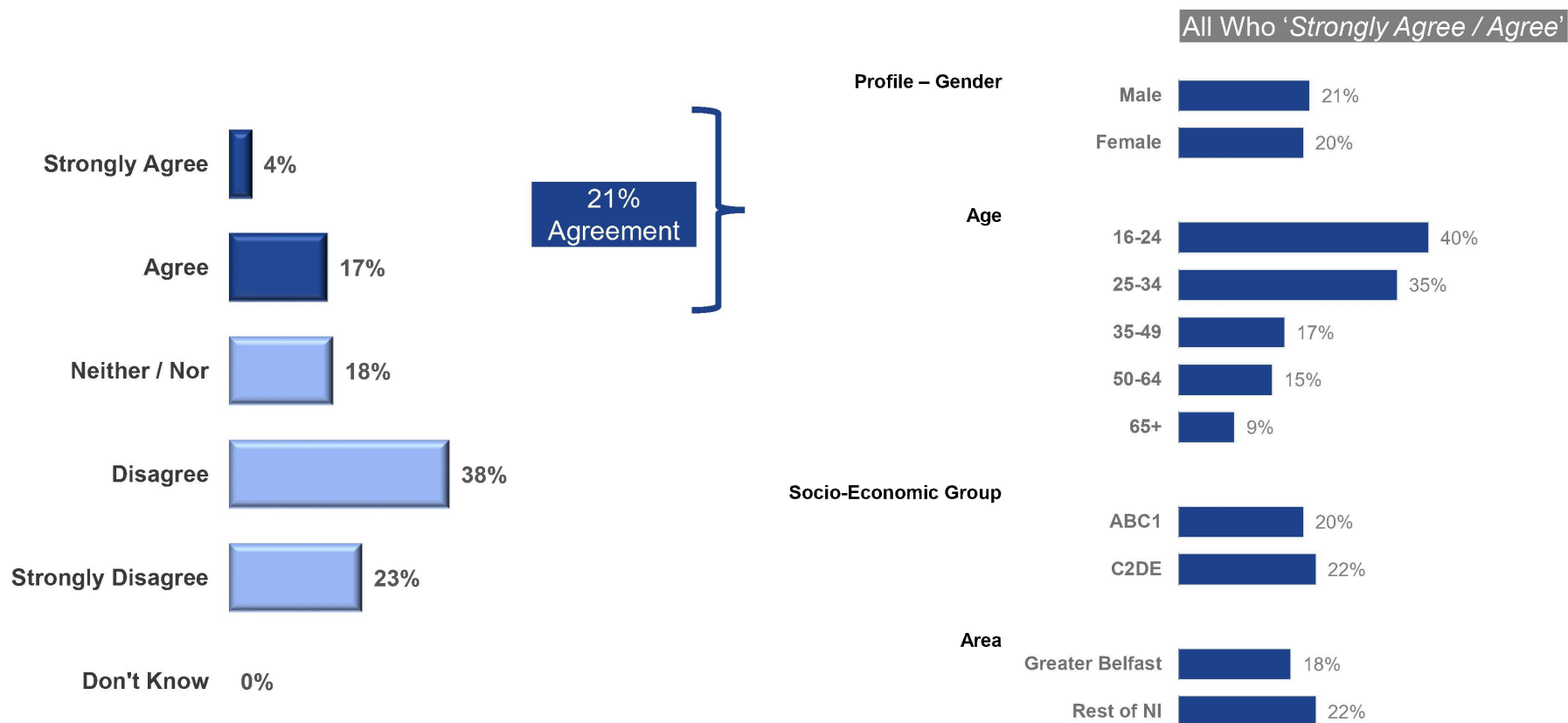
(Base: All respondents – n=1,000)





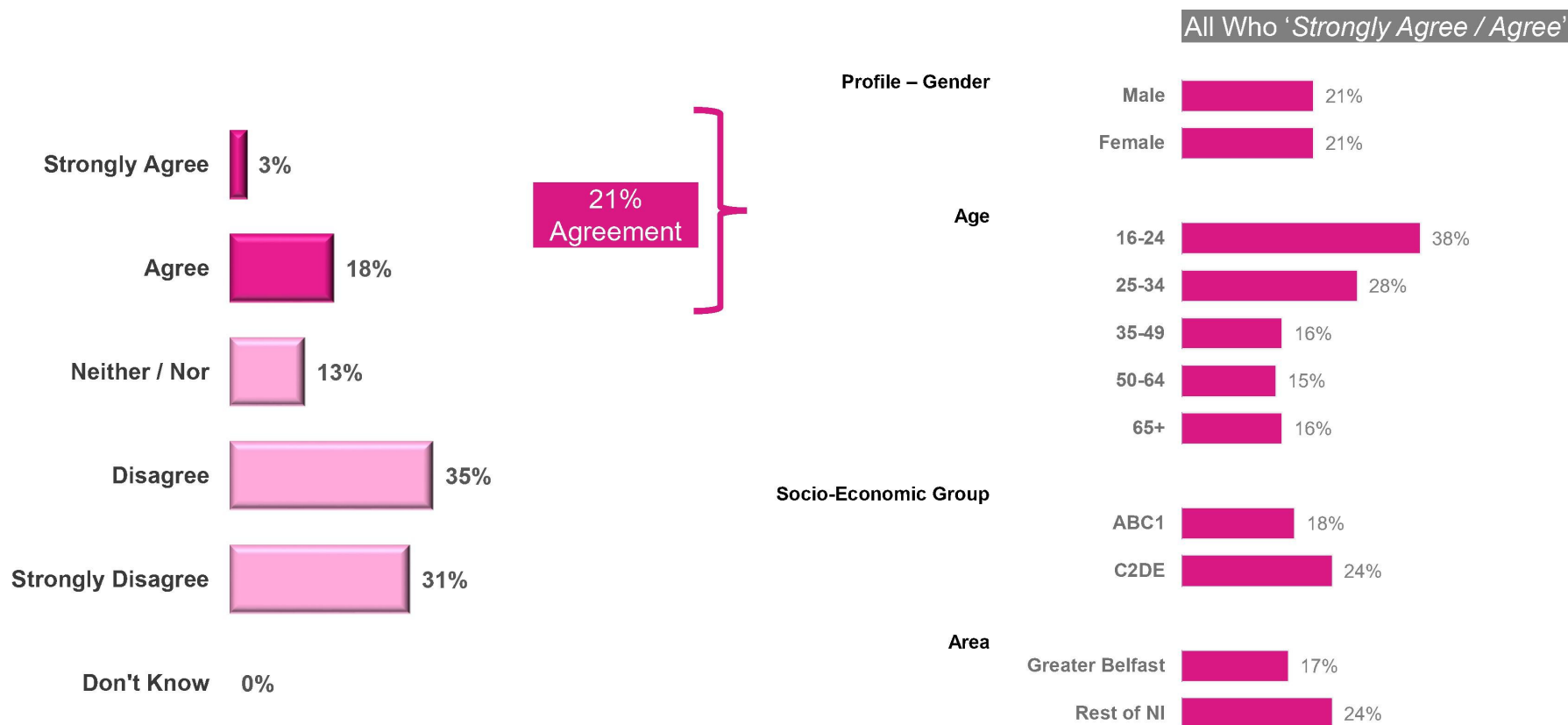
## Agreement - 'Over the past few weeks I have become less cautious about social distancing'

(Base: All respondents – n=1,000)



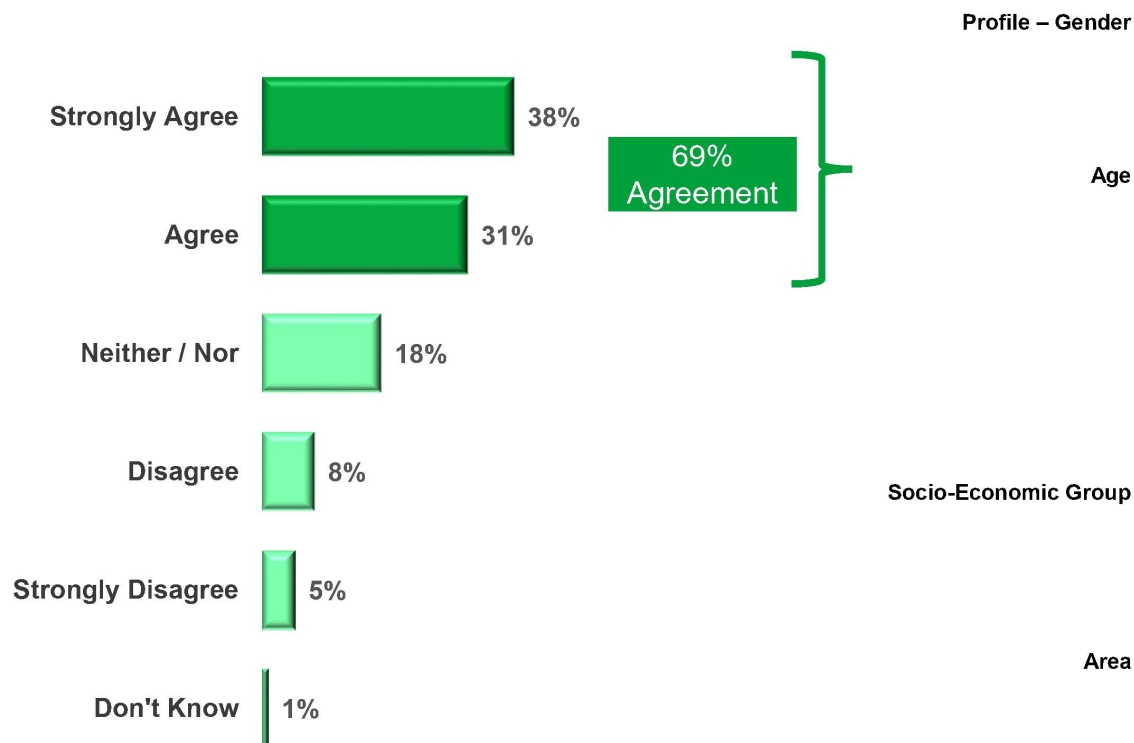
## Agreement - 'Over the past few weeks, I have become more relaxed about hand washing'

(Base: All respondents – n=1,000)

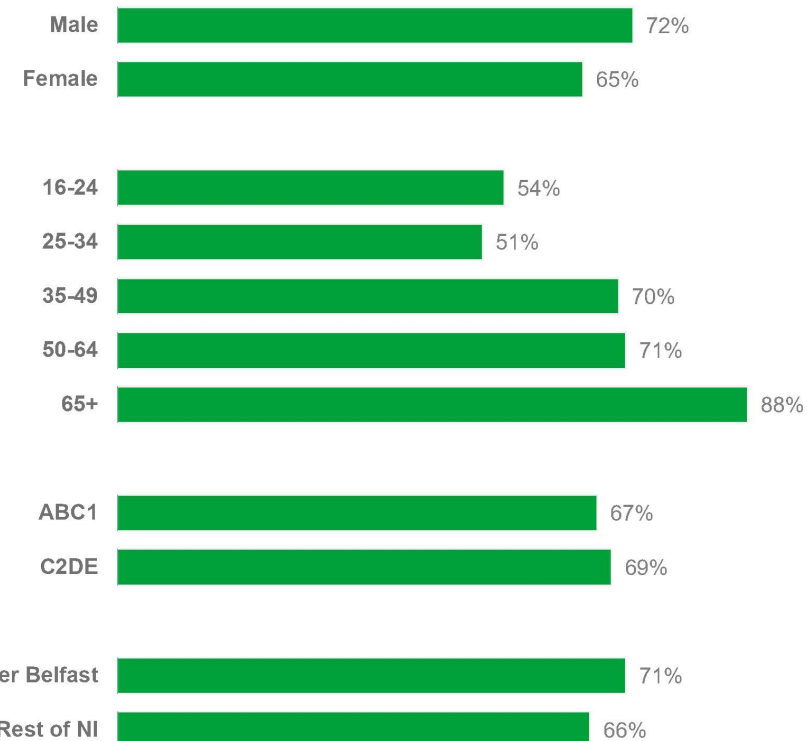


## Agreement - 'I would like to see the PSNI deal with Covid breaches more firmly'

(Base: All respondents – n=1,000)



### All Who 'Strongly Agree / Agree'

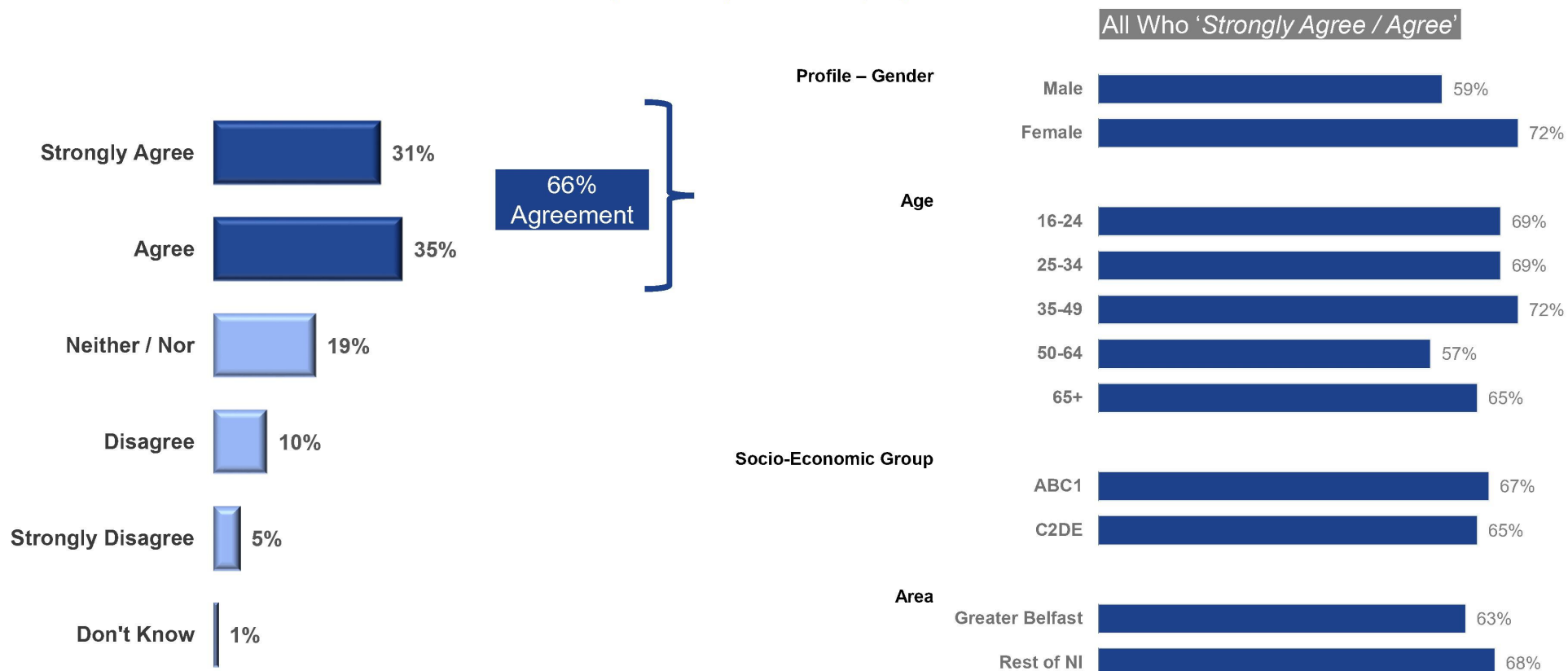


A large, stylized eye graphic is positioned on the right side of the slide. The eye is white with a dark blue iris and pupil. It is set against a background of two overlapping circles: a pink one at the top and a blue one at the bottom. The blue circle contains the text "IMPACT ON CHRISTMAS".

# *IMPACT ON CHRISTRMAS*

## Agreement - 'I am worried about how the coronavirus pandemic is going to affect my Christmas celebrations with family and friends'

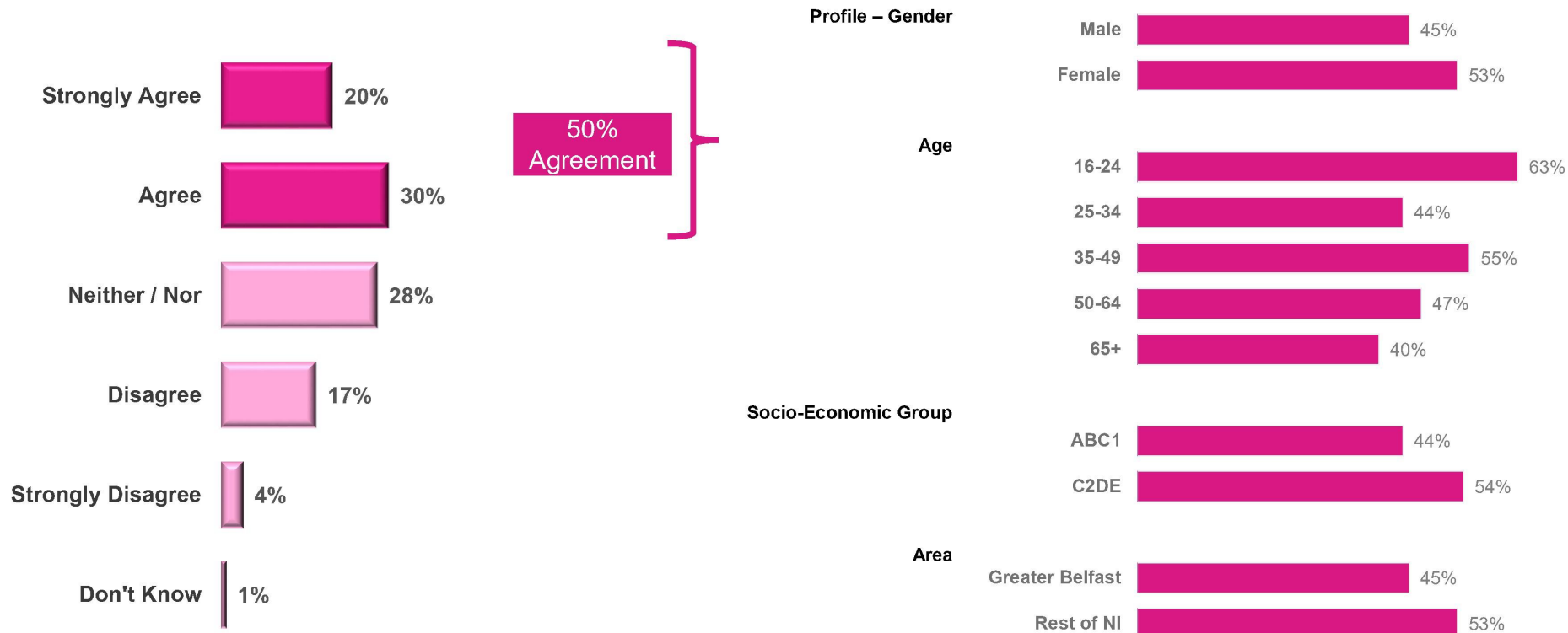
(Base: All respondents – n=1,000)





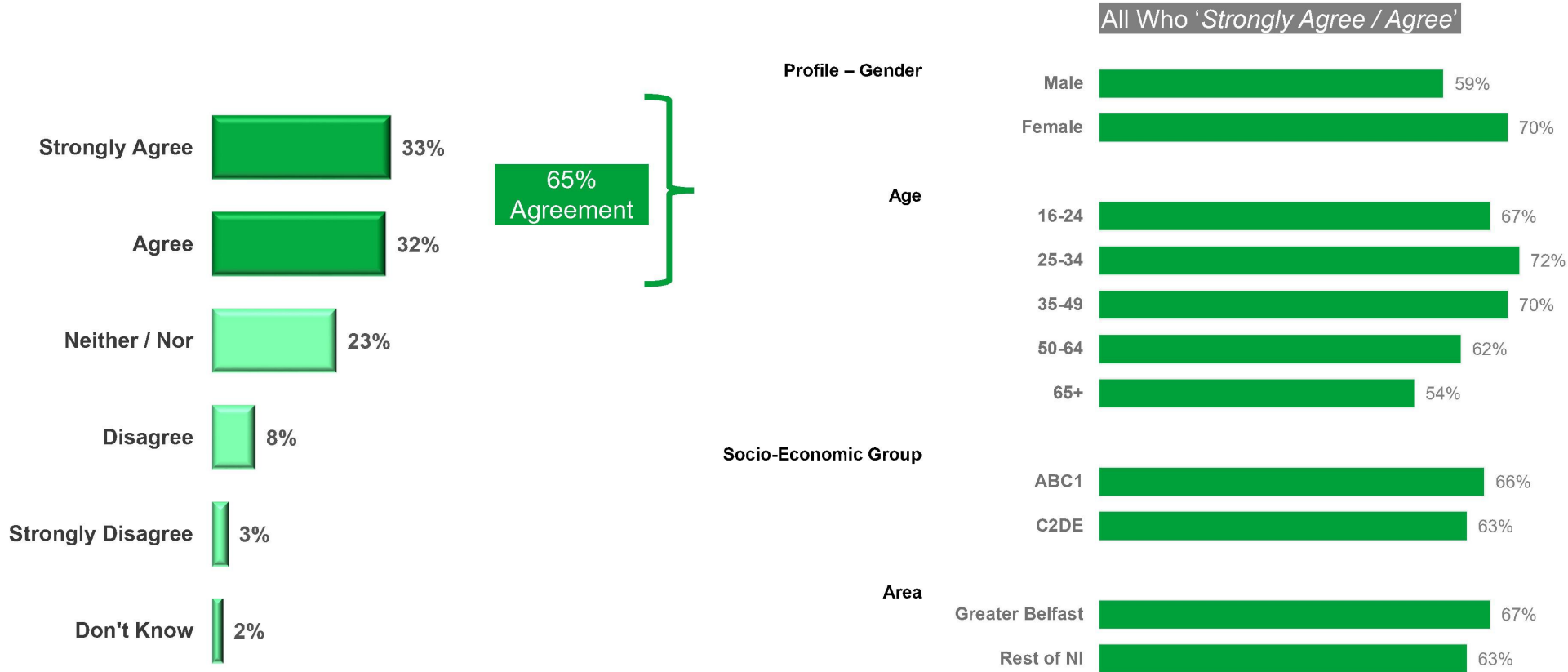
## Agreement - 'I plan to cut back on the amount of money I spend on Christmas this year as a result of the pandemic'

(Base: All respondents – n=1,000)



Agreement - 'I am likely to do more online Christmas shopping this year compared to last because of Covid-19's impact on shopping in-store'

(Base: All respondents – n=1,000)

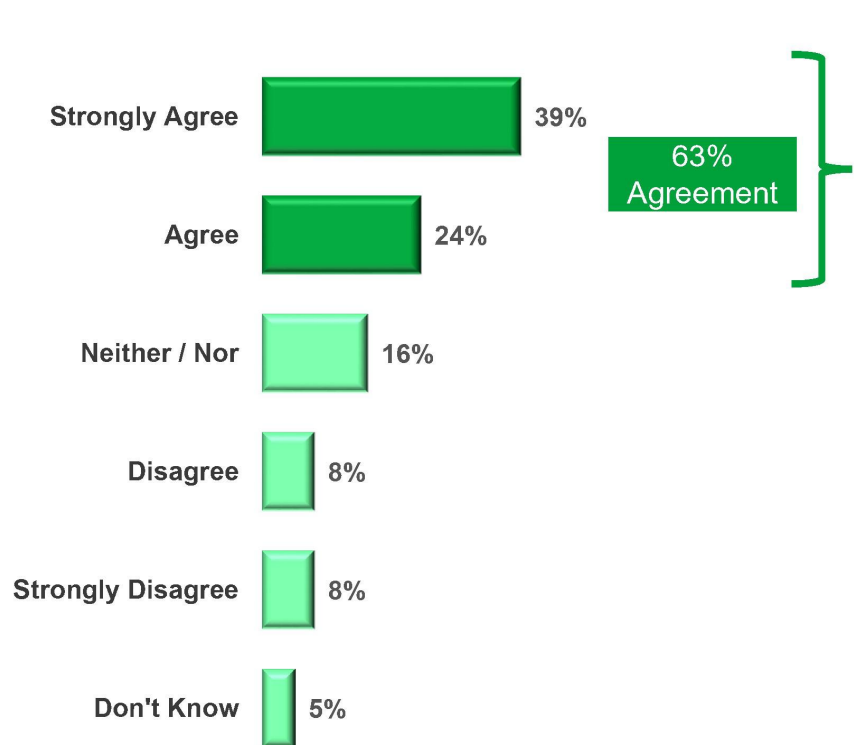


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## *VACCINES & MASKS*

## Agreement - 'I would be prepared to get a vaccine for Covid 19 if one became available'

(Base: All respondents – n=1,000)



### Profile – Gender

### All Who 'Strongly Agree / Agree'



### Age



### Socio-Economic Group



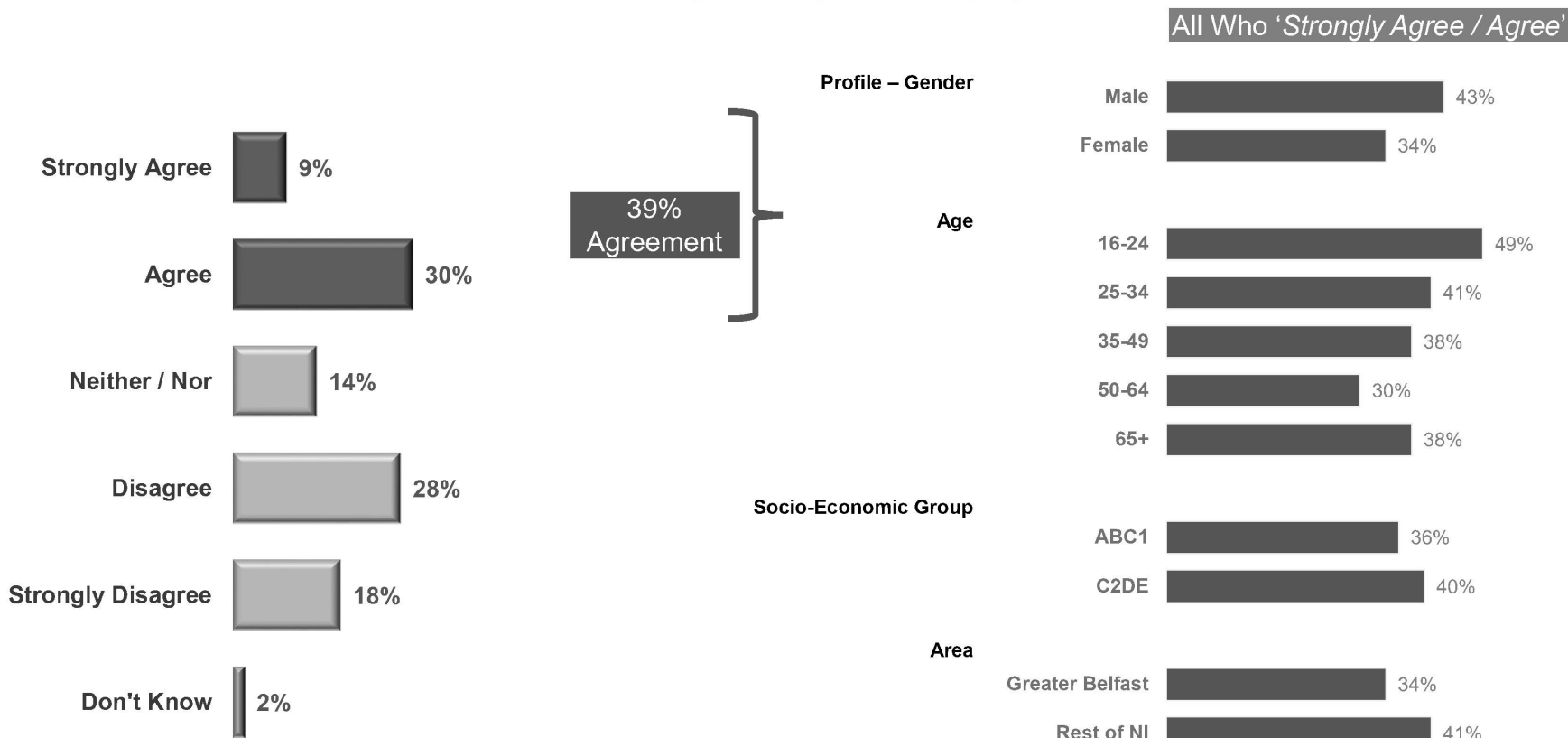
### Area





## Agreement - 'If I arrived at a shop to do a quick message and realised I had forgotten a mask, I would take the risk and go in without it'

(Base: All respondents – n=1,000)





# Cognisense

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Irrelevant & Sensitive