

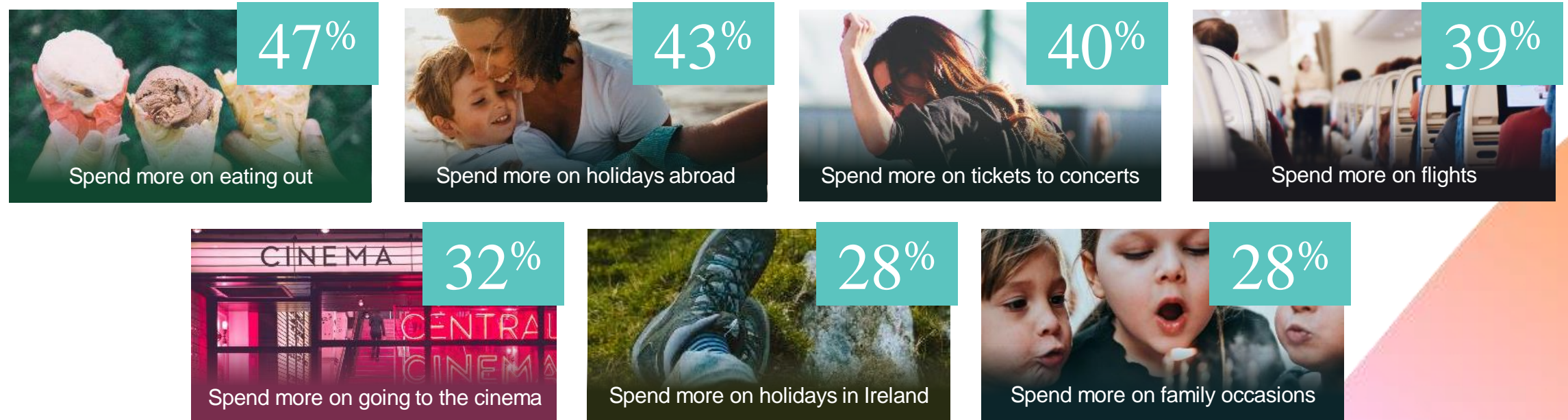
New

ways of working
and connecting



Spending habits

As pandemic restrictions are lifted, Irish consumers are getting ready to spend more on eating out, holidays and concerts



Now that restrictions have been lifted, will you spend more, the same or less in each of the following categories this year?

Base: All adults

One in

adults are still working
from home some
or all of the time

4

Did you or do you still work from home
because of the Covid-19 pandemic?

Base: All adults

9%

Yes -
did before
but not anymore

26%

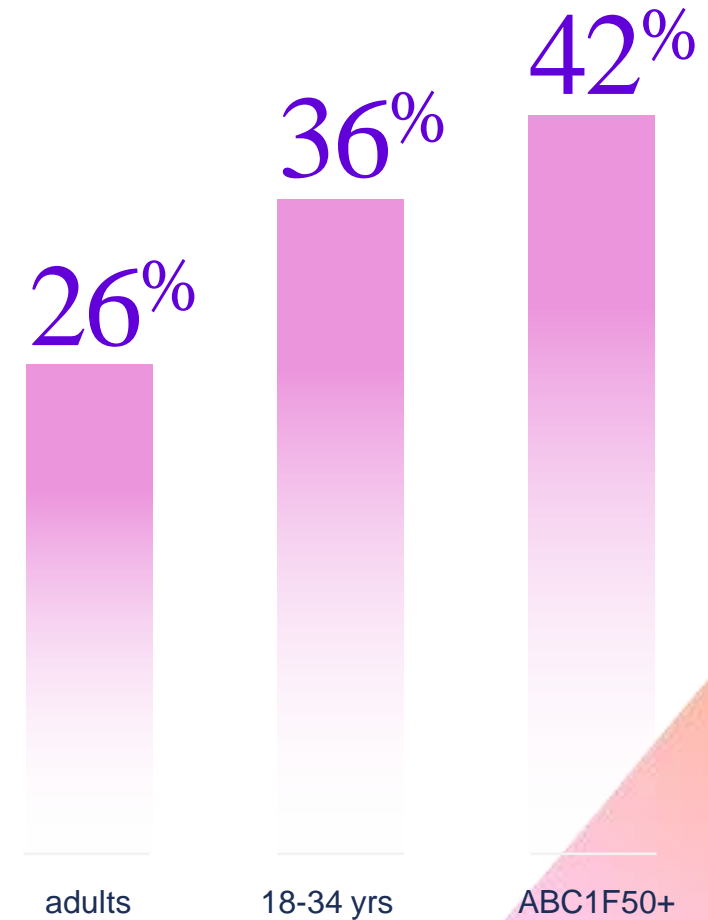
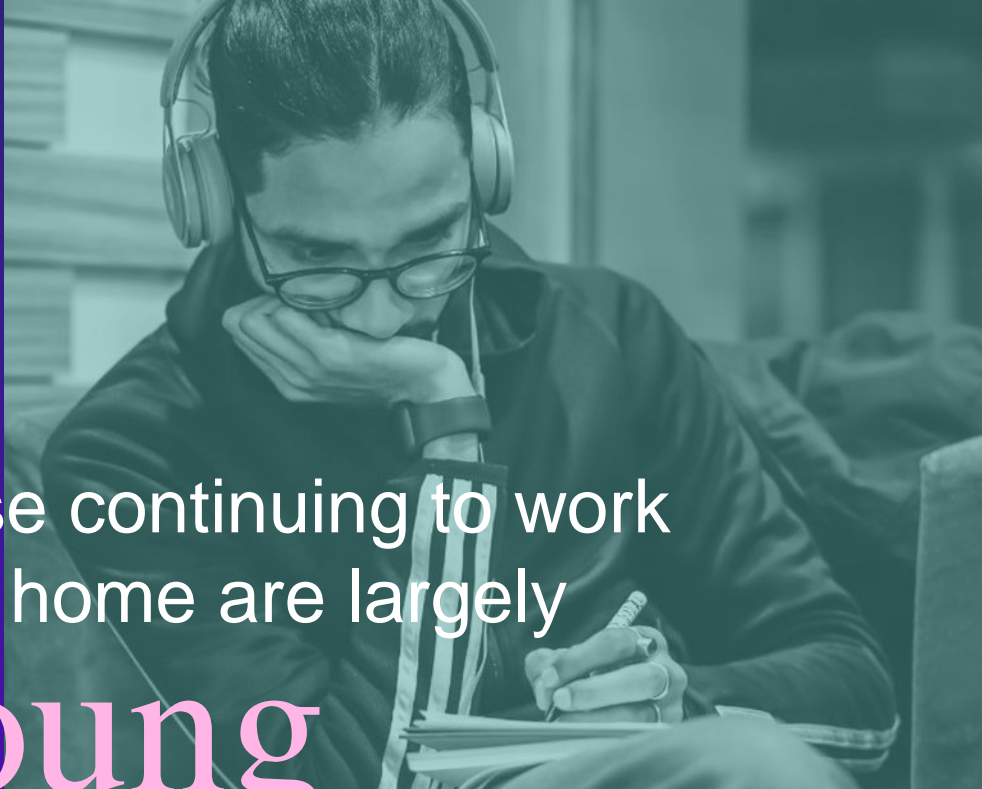
Yes -
still working from home
some or all of the time

31%

No -
did not work from home
because of the pandemic

Those continuing to work from home are largely

young professionals



Did you or do you still work from home because of the Covid-19 pandemic?

Base: All adults

35%



of people who are currently working from home want to continue to do so

5%

Work in the office full time

56%

Work from home 2-3 days a week and other days in the office

35%

Continue working from home full time

Continue working from home full time

31%

Male

40%

Female

32%

18-34

39%

35-44

33%

45-54

38%

55+

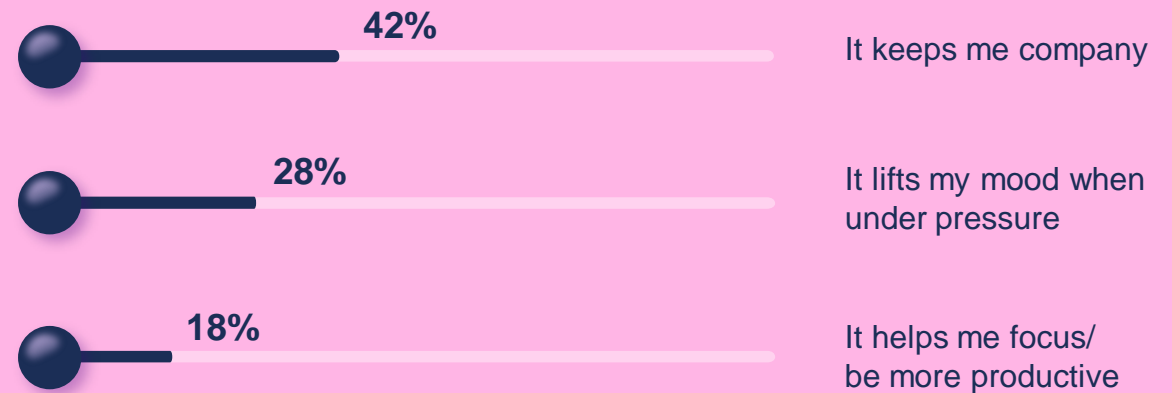
Which working arrangement would you prefer when you can work in the office again?

Base: All still working from home



Working from home

For people working from home, radio keeps them company



What role does the radio play when you are working from home?

Base: All still working from home

Radio audience

remains huge with

9

out of
people
listening
every day

1

0

Do you listen to the radio - whether at home, at work, in the car, via apps etc

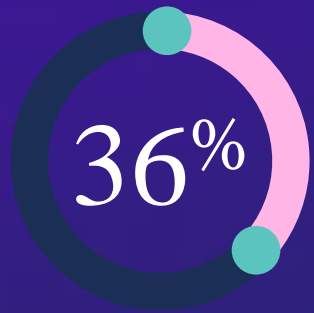
Base: All Adults



As working habits changed during the pandemic, so did listening habits

Have your radio listening habits changed because of the Covid-19 pandemic?

Base: All radio listeners



adults changed their listening habits



18-34 yrs changed their listening habits



People listened more and explored

New options

41%



Listen to the radio more during the daytime

29%



Listen to different stations than before

28%



Listen on different devices than before (e.g. apps on mobile phone)

24%



Listen to different types of programmes on the radio

In what ways have your radio listening habits changed?

Base: All Radio Listeners whose habits changed during Covid-19 pandemic

While people were listening
to lots of live radio,

66% of
podcast listeners

also listened to more podcasts



Are you listening to podcasts more, the same or less because of the Covid-19 pandemic?

Base: All Who Listen to Podcasts

50% of all adults now listen to podcasts

Do you listen to podcasts?

Base: All adults

61%
50+ yrs

76%
18-34 yrs



People will continue to explore,
listen to different programmes
at different times of the day
after the pandemic

21%

I will listen to different
types of programmes
than I do now

31%

I will listen to the radio
at different times of
the day than I do now

Which of the following changes are likely?

Base: All Radio Listeners whose habits changed during Covid-19 pandemic and expect more change when it is over

Background

RadioCentre Ireland commissioned a short survey by Amárach with a focus on the impact of Covid-19 and its aftermath on listening habits as well as future intentions, including:

- › How radio listening habits changed as a result of Covid-19
- › How they might change in future
- › Spending habits and intentions in the post-Covid era

Methodology

The Amárach survey comprised a nationally representative sample 1,000 adults aged 18+ throughout the Republic of Ireland. The results are quota-controlled to reflect the gender and age profile of the population in line with AIMRO standards.

The survey was conducted in February 2022.



Research carried out by **amárach** 
research