



National Election & Democracy Study General Election 2024

JN. 707524



Project Objectives

This data is part of An Coimisiún Toghcháin's **National Election and Democracy Study (NEDS)** for Ireland.

A core objective of the NEDS project is to **build a democratic databank to measure over time the views, attitudes and experiences of the Irish public of electoral events and democracy and the factors that influence these.**

The data will inform An Coimisiún delivery of its functions including its Research Programme. It **provides interested stakeholders with high quality information about the state of Ireland's democracy.** The research builds upon NEDS data collected for the referendums on care and family, and the local, European and Limerick mayoral elections of 2024.

As well as these summary slides the full datasets and codebooks are also publicly available by contacting research@electoralcommission.ie

The requirement was for RED C to conduct a comprehensive nationally representative survey following the November 2024 general election. There are two parts to the study.

The first covers questions which are of interest to An Coimisiún Toghcháin in providing information to support it in delivering its functions covering topics like voter experience, voter knowledge and voter engagement.

The second part covers questions selected by the experts on the NEDS Management Board informed by existing academic electoral research studies. These support the development of quality electoral research for Ireland and brings Ireland into line with data collected for other countries, thereby allowing participation in international and comparative studies.

There was also a focus on gauging opinions and attitudes among those eligible to vote who did not vote on this occasion, whether registered or not registered to inform potential measures to increase voter participation

Topics included in this deck are as follows:

1. Voter behaviour, engagement and experience in the general election
2. Experience of voting on the day, using the polling station and registering to vote
3. Satisfaction with and perceptions of Ireland's democracy and political system
4. Views on political parties in Ireland
5. Attitudes towards, beliefs around and knowledge of a range of political issues

Research Methodology



1. The survey was conducted face to face with fieldwork taking place between 1st December 2024 and 28th February 2025.
2. Research was conducted in n=287 electoral districts in the Republic of Ireland which was representative of the country in terms of geographic location, urban/rural setting, and using Pobal’s HP deprivation index.
3. A total of n=1426 took part in the study, consisting of n=1101 voters in the 2024 General Election and n=324 non-voters. Non-voters are broken out by both registered non-voters (n=214) and eligible non-registered (n=110). An additional n=1 eligible respondent refused to disclose their voter status.
4. A random probability sampling model was used whereby random addresses were sourced from an external provider in addition to a randomly selected individual within each selected household based on next birthday. A warm-up letter was sent to these households in advance of the interviewer arriving to conduct the interview.
5. An allowance of substitute addresses (31%) was identified using random directional routing and utilised in areas of high refusal or in the case of non-eligible addresses.
6. The data set was then weighted across gender, age, region, working status, social class, homeownership status and 2024 voter share so as to ensure a nationally representative sample based on latest CSO projections.
7. Note that in some cases total scores and NETs may sum to 99%/101% due to rounding

Total Addresses Issued	3404	
Not eligible		
Property out of scope (e.g. derelict, non-residential address)	151	4%
No one in house eligible to vote in the general election	83	2%
Eligible Addresses		
Completed Interviews	1426	45%
Non-interviews (excluding out of scope, no one eligible)	1744	55%
Non-Interviews		
Non-Contact	797	46%
Candidate Refusal	884	51%
Other unproductive (screened at later stage, misc.)	63	4%
Source of Interview		
Addresses sourced from random database of eircodes	981	69%
Substitute address used via random directional Routing	445	31%

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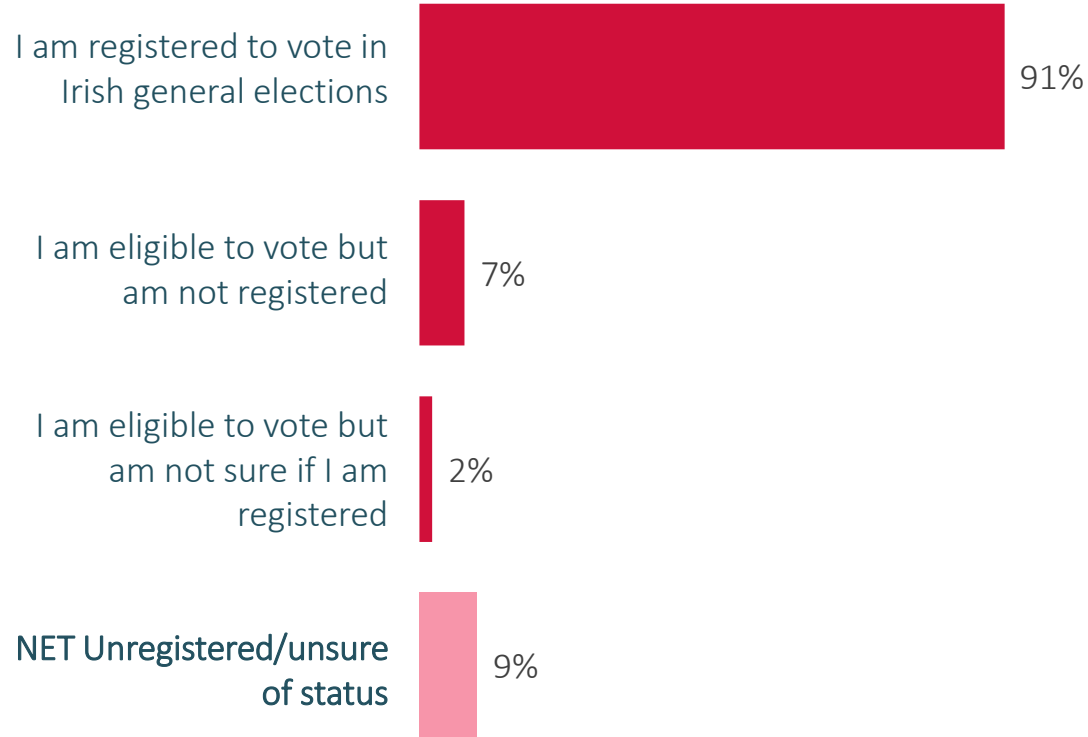


01

Voter Engagement



Voter Registration Status



Note: 23% of our sample consisted of eligible non-voters, those who were registered but did not vote. Through-out the deck we will be comparing this group alongside voters in GE24 and those who were unregistered but eligible to do so.

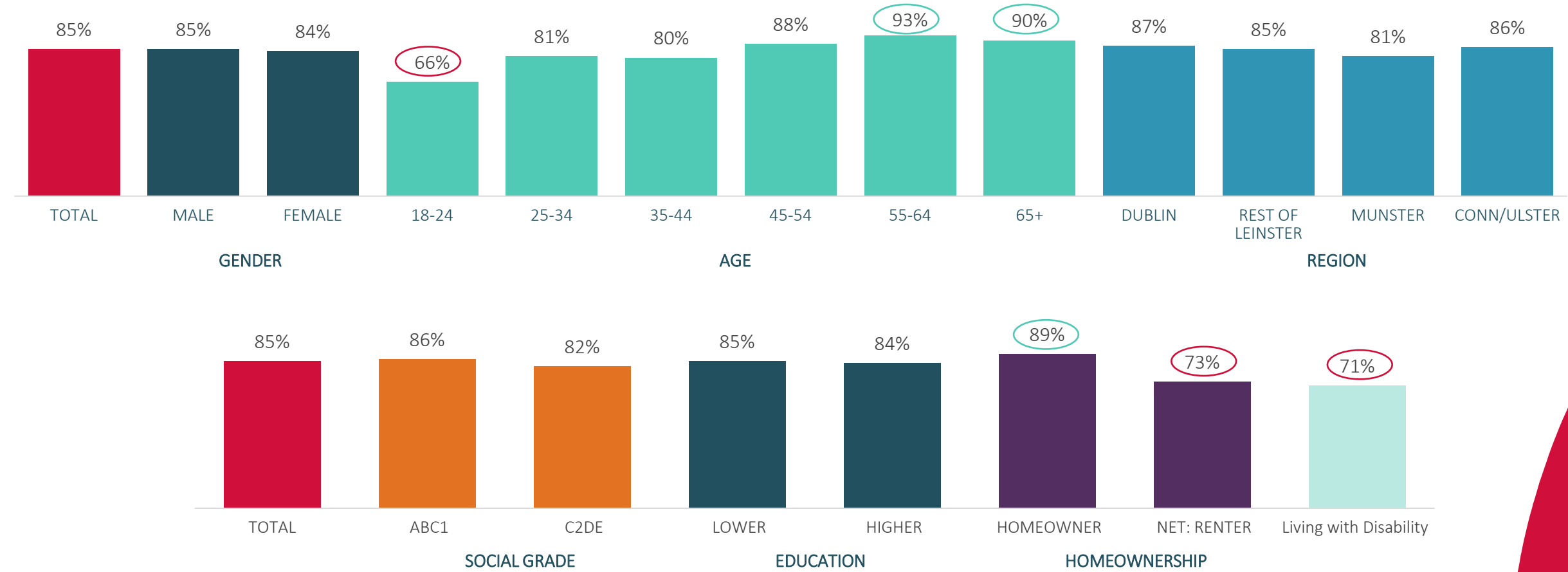


Respondents Who Reported Voting x Demographics (Achieved Sample)



Significantly higher/lower at 95% confidence

General election 2024

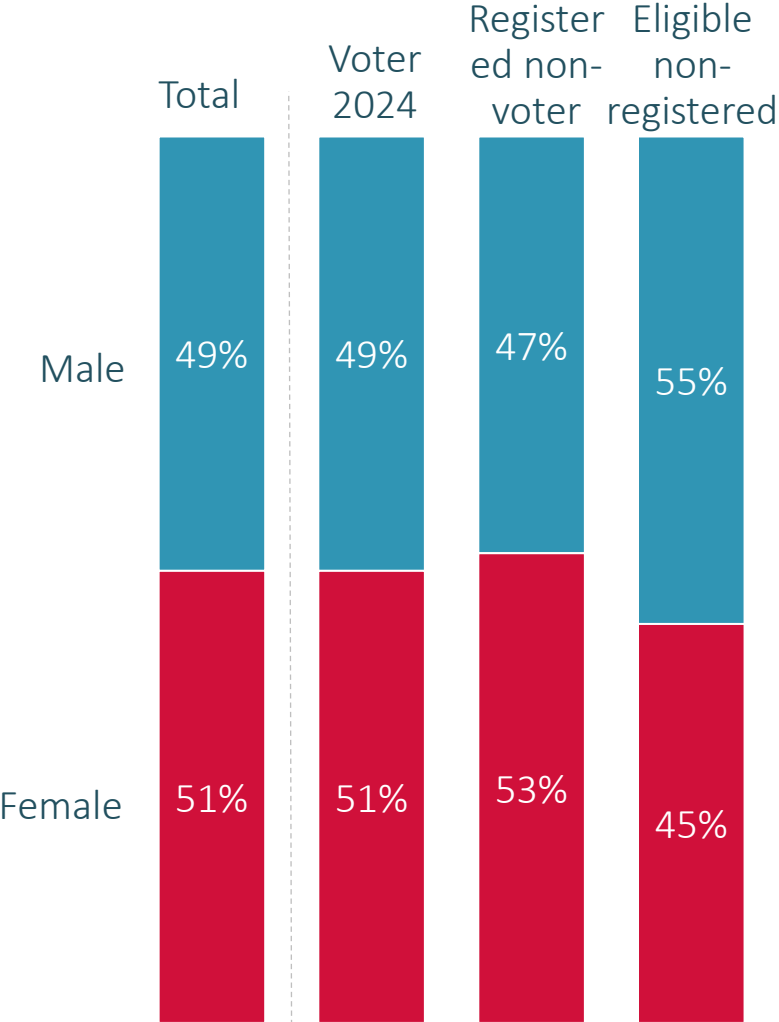


A1 Claimed Voter Turnout

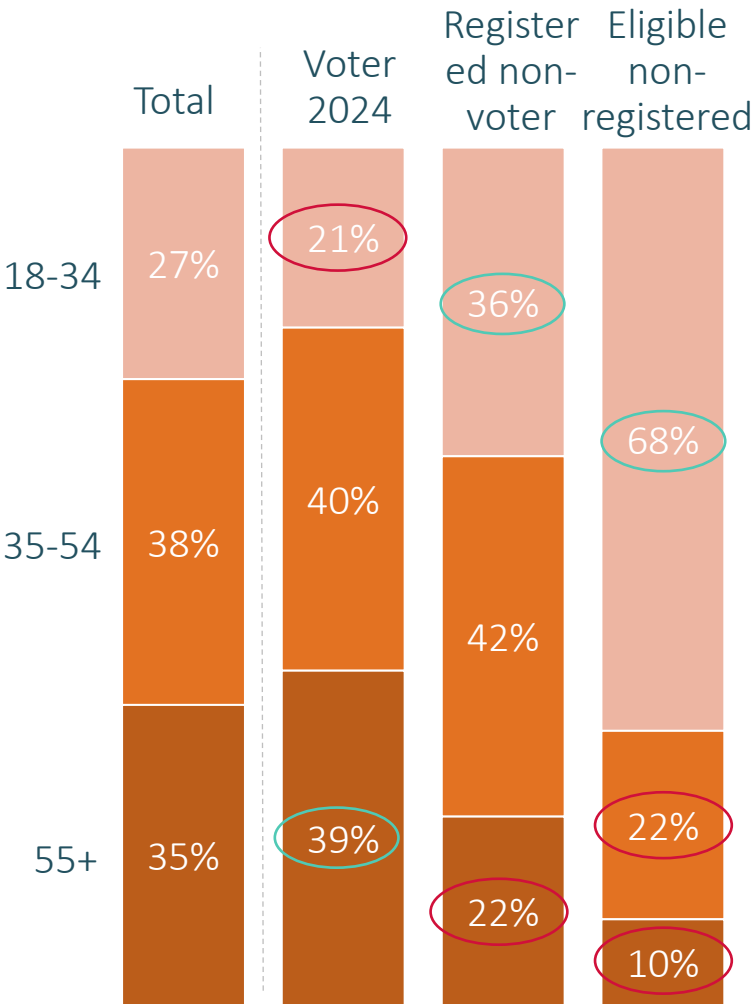
Base: All registered voters, n=1,101
Note: Reported turnout in the sample is significantly higher than official turnout, reported at 59.7%. As with different research methodologies, nonresponse bias is likely the leading cause of this due to non-engaged voters or unregistered being less likely to engage with researchers. Results shown to highlight relative differences between demographics.

Profile of Voters and Non-Voters in General Election 2024 I

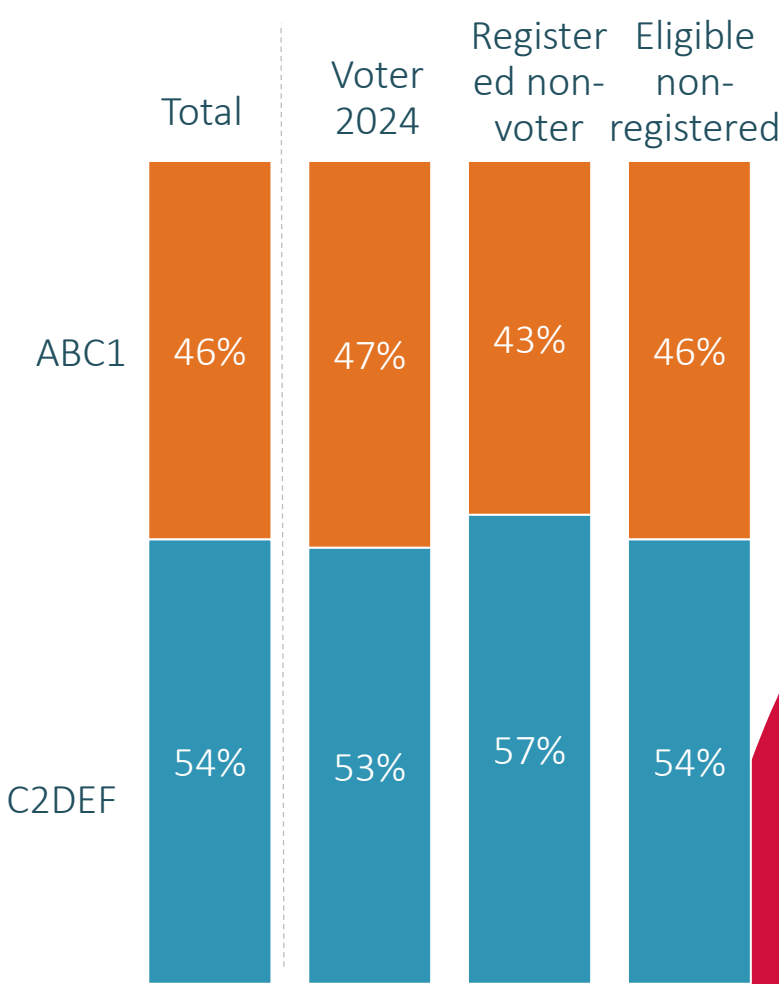
Gender



Age

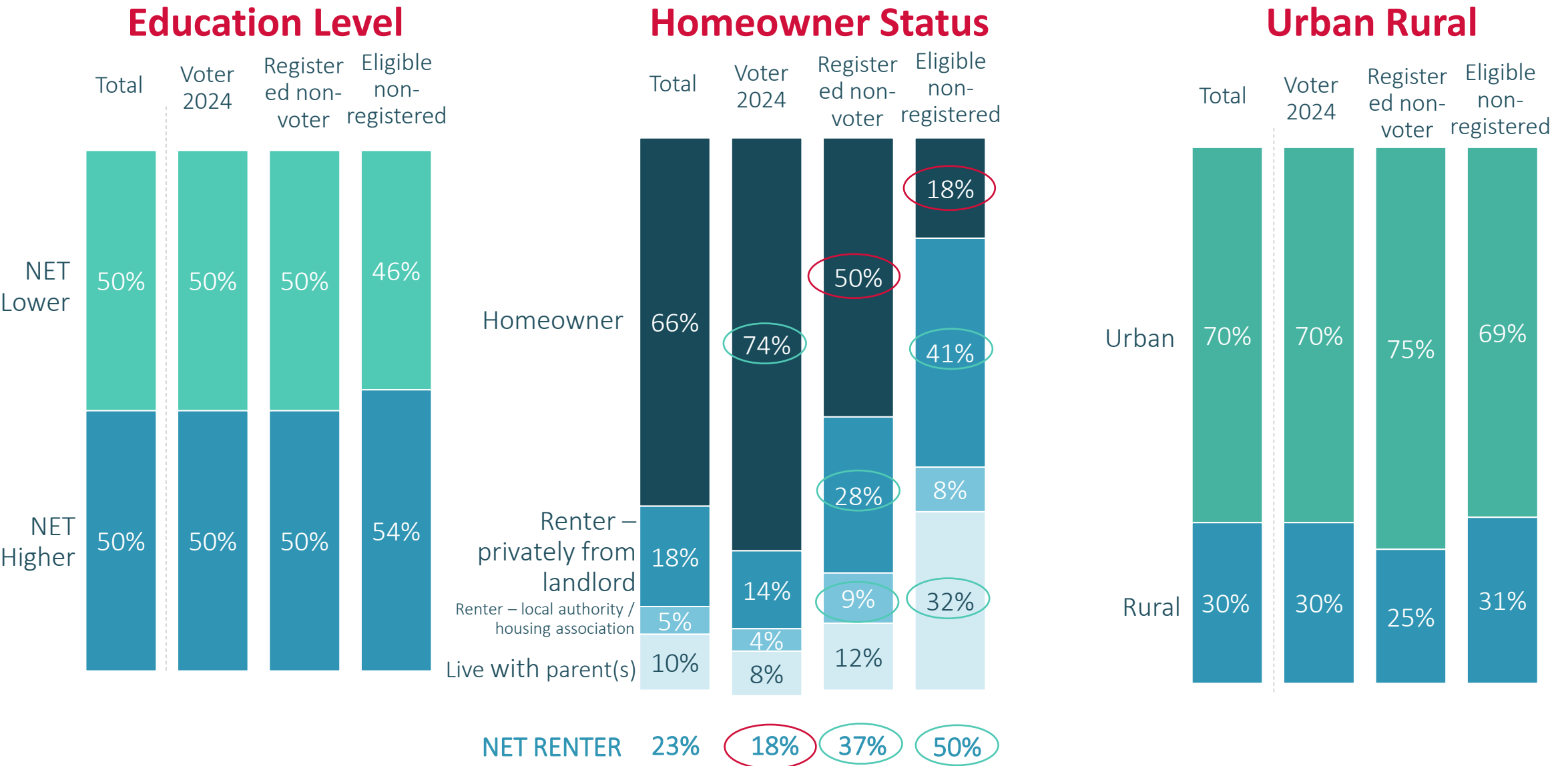


Social Grade



Significantly higher/lower at 95% confidence

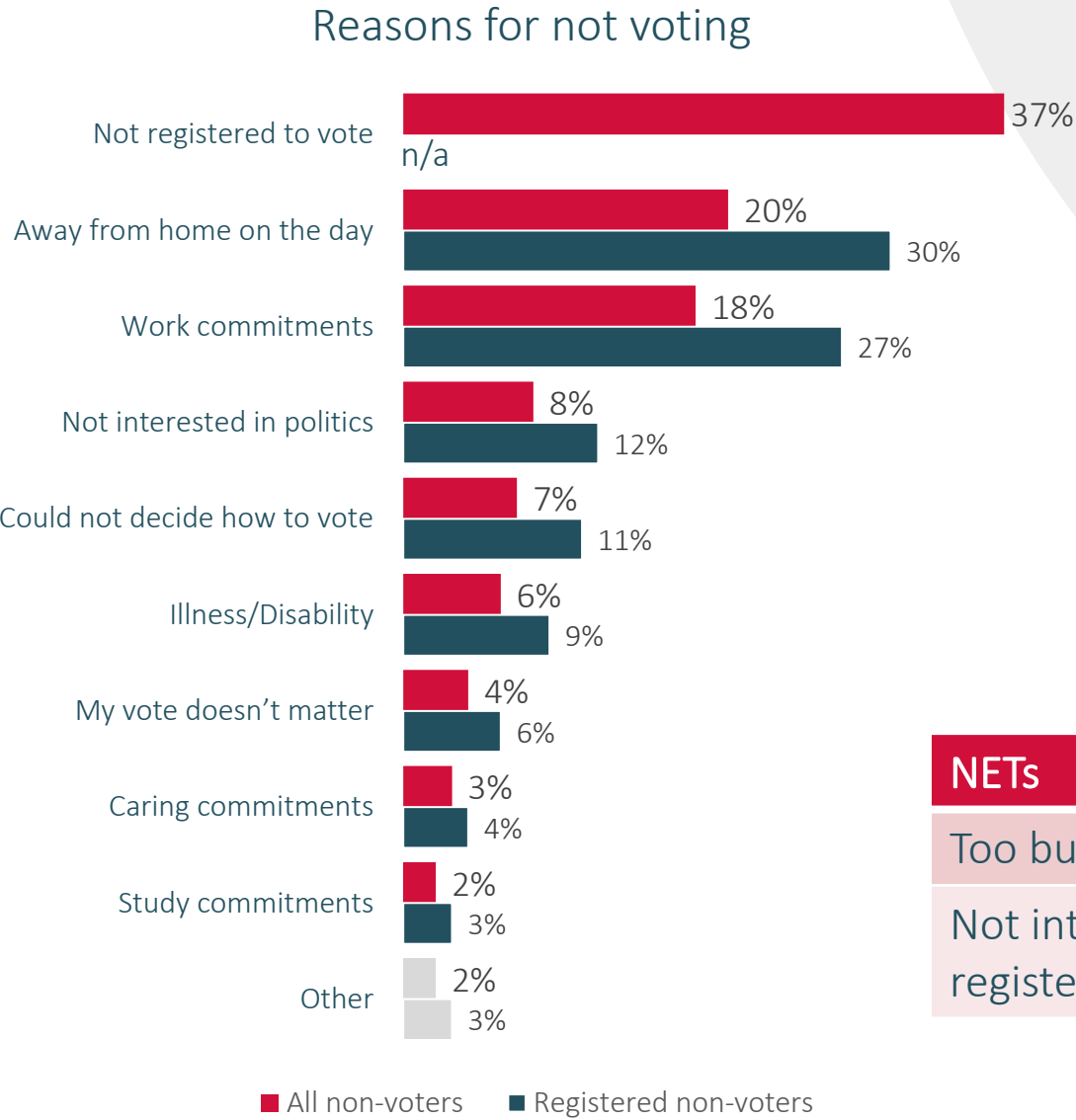
Profile of Voters and Non-Voters in General Election 2024 II



Base: All Irish Adults 18+, n=1,426, Voter 2024 n=1,101, Registered non-voter n=214, Eligible non-registered n=110

Significantly higher/lower at 95% confidence

Reasons given for those who did not vote



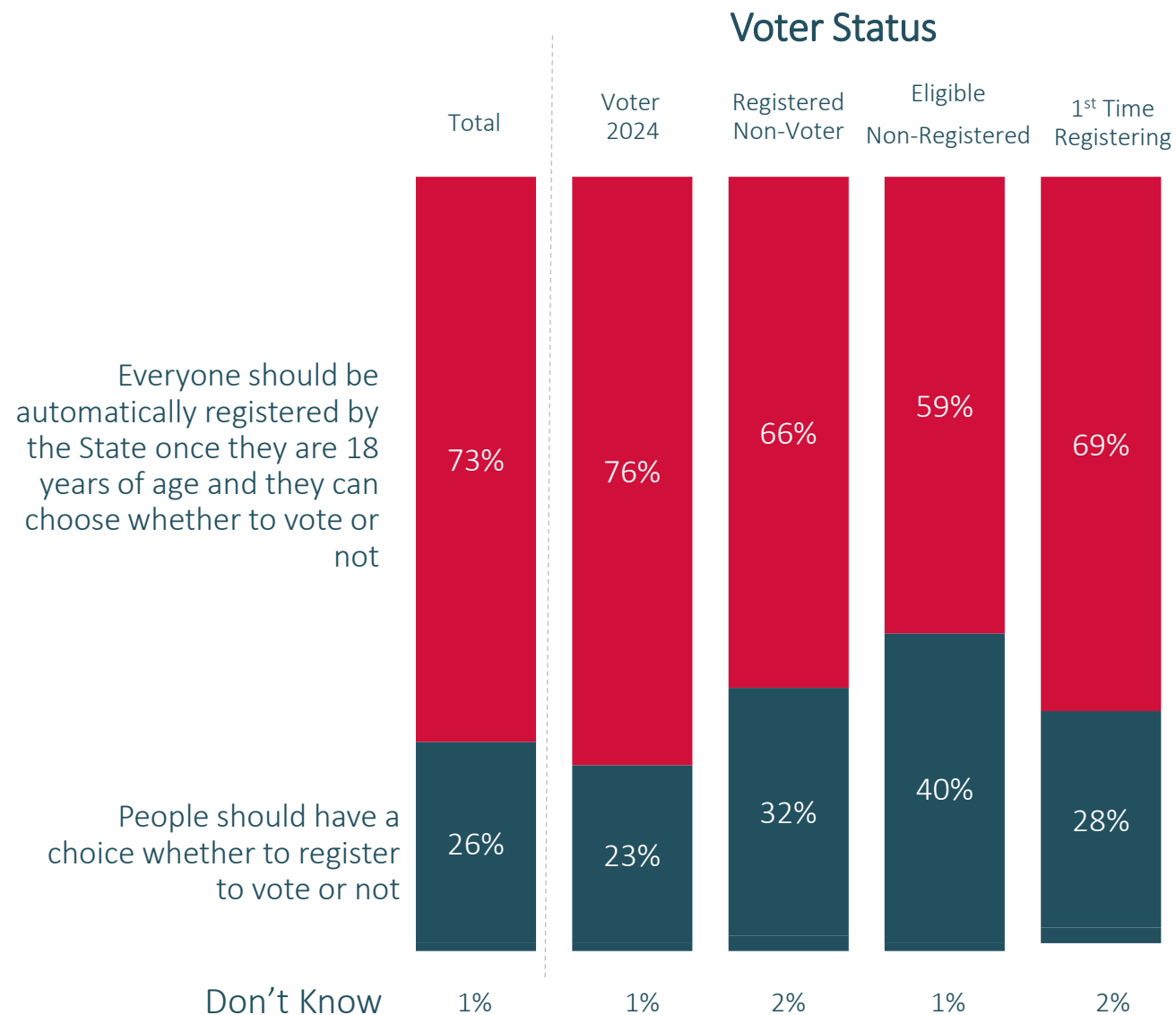
NETs	
Too busy/away	38%
Not interested/not registered/apathy	49%

02

New Voter Registrations



Support For Auto-Registration

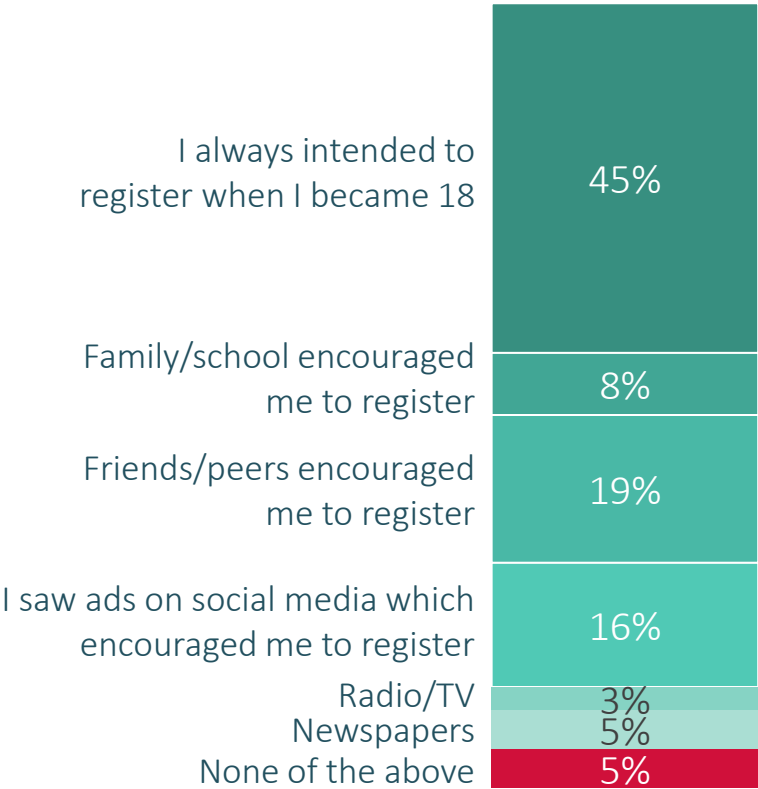


New Voter Registration

4%
Of voters
voted for the
first time in
the past year

Age of Newly Registered Voters	
18-34	84%
35-54	11%
55+	6%

Influences on decision to register



NET advertising: 24%



R1. Did you register to vote for the first time in the past year?
R2. Please pick the statement which most applies to you with regard to your decision to register to vote in the past year?
Base: All who definitely voted; n=1,196
Base: All who registered to vote for first time in last year; n=42

Path to Registration and Perceived Difficulty

How new voters got on the register

86%

checktheregister.ie

3% other/don't know

11%

Sent registration form to my Local Authority



Experience of registration

NET Easy

99%

Very Easy (straightforward, with no problems - a positive experience)

68%

Quite easy (some issues, but broadly positive experience)

31%

Quite difficult (some issues - a generally negative experience)

1%

Very difficult (numerous issues - a very negative experience)

-

NET Difficult

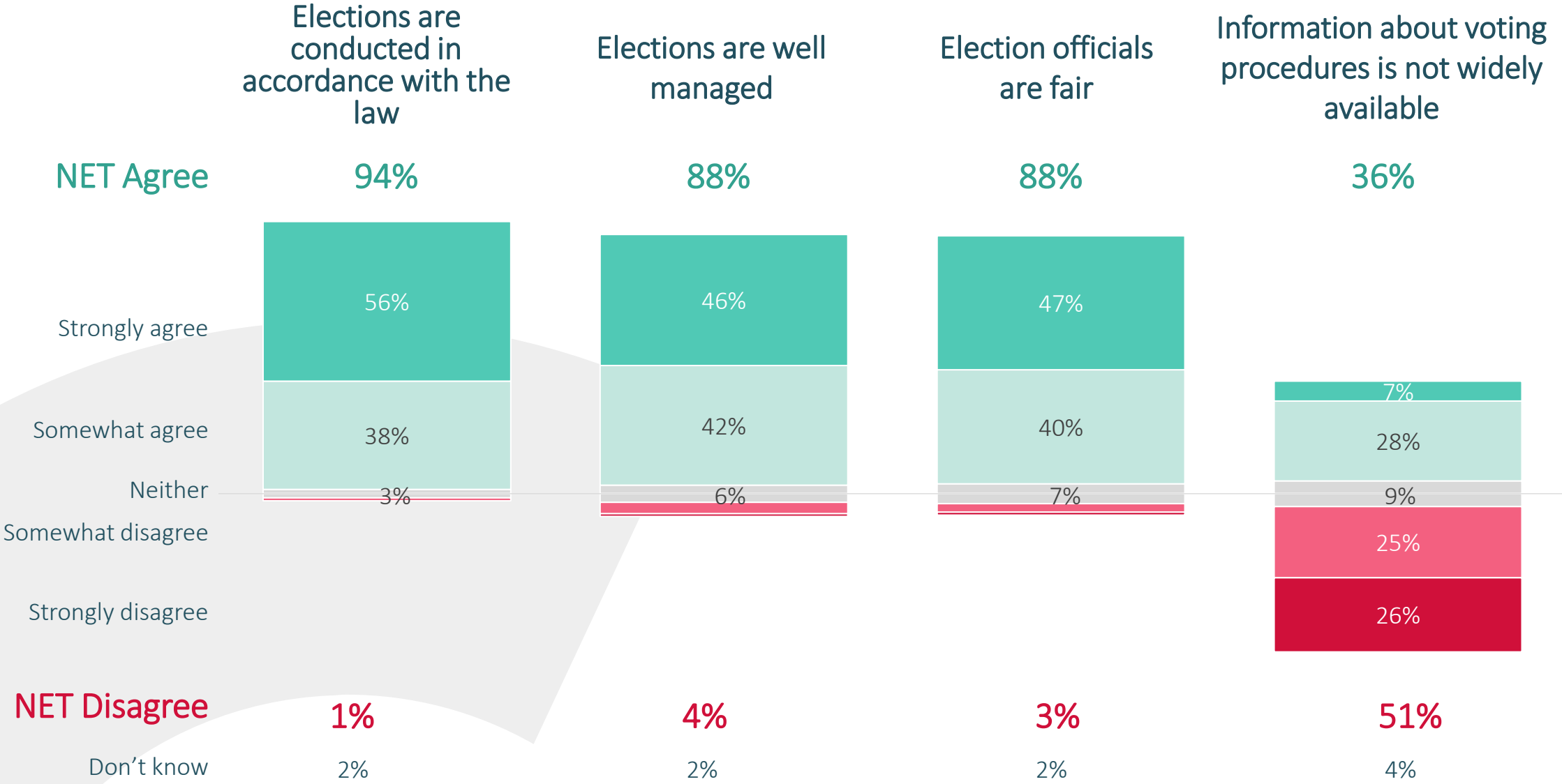
1%

03

Voter Experience & Knowledge



Electoral Procedures – Attitudinal Statements



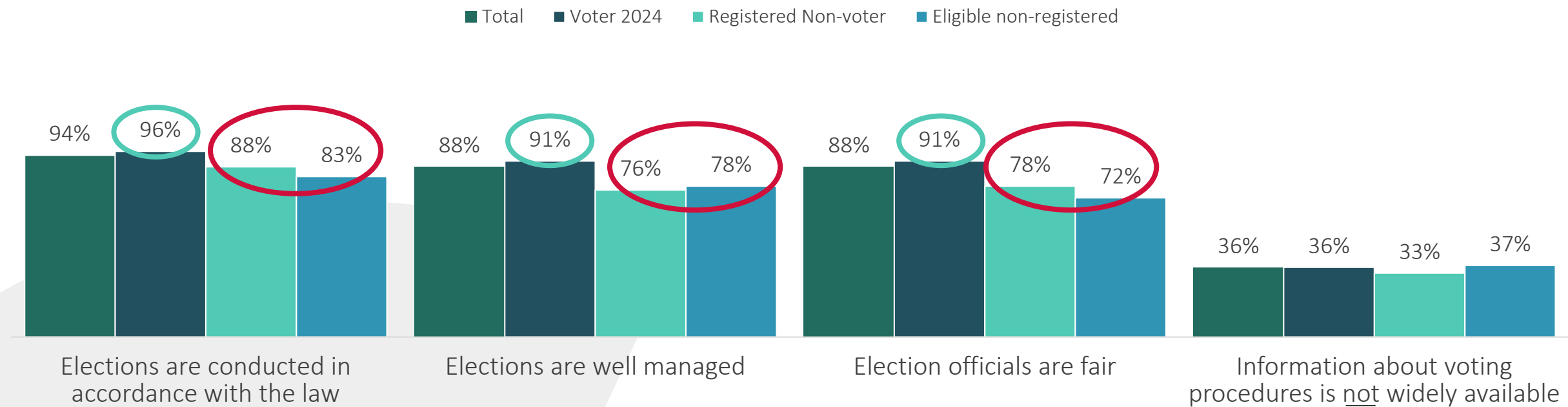
V4. Thinking more about electoral procedures in Ireland. Do you agree or disagree with the following statements. Please give your answer on a scale of 1-5 where 1 is strongly agree, and 5 is strongly disagree

Base: All Irish Adults 18+; n=1,426

Electoral Procedures – Attitudinal Statements x Voter Status



% Agree summary data



V4. Thinking more about electoral procedures in Ireland. Do you agree or disagree with the following statements. Please give your answer on a scale of 1-5 where 1 is strongly agree, and 5 is strongly disagree

Base: All Irish adults 18+, n=1,426; Voter 2024, n=1,101, Registered non-voter n=214, Eligible non-registered n=88

Significantly higher/lower at 95% confidence



Voting Process Knowledge – Agree summary



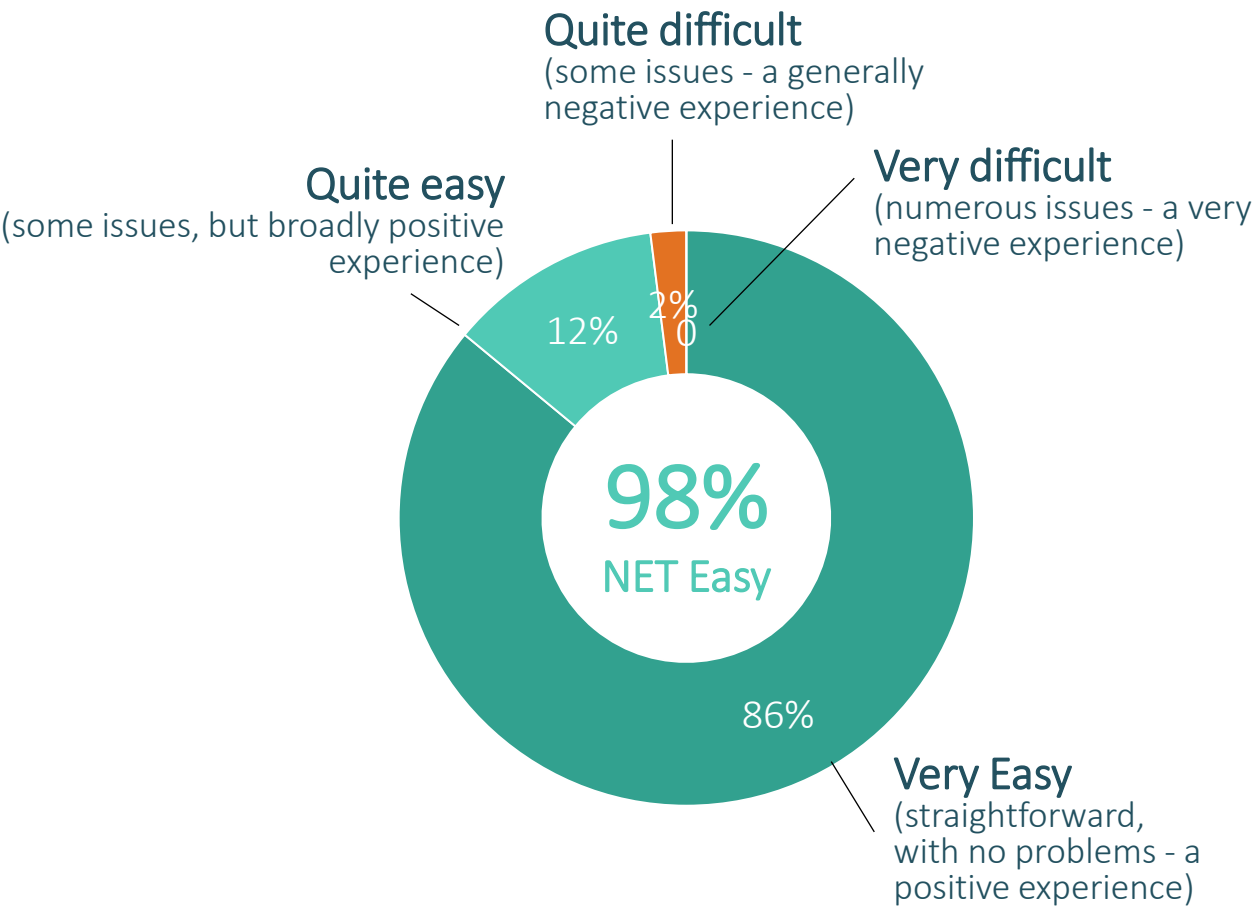
  Sig higher/lower at 95% confidence

% - NET Agree		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DEF	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Base	(n=1,426)	(n=704)	(n=722)	(n=311)	(n=524)	(n=591)	(n=629)	(n=759)	(n=452)	(n=368)	(n=361)	(n=245)
Elections are conducted in accordance with the law	94%	94%	93%	89%	94%	97%	96%	91%	95%	96%	91%	93%
Elections are well managed	88%	90%	86%	82%	88%	93%	89%	85%	86%	88%	86%	93%
Election officials are fair	88%	89%	86%	81%	88%	92%	89%	85%	86%	92%	83%	91%
Information about voting procedures is not widely available	36%	34%	37%	36%	36%	36%	30%	41%	39%	38%	32%	33%

V4. Thinking more about electoral procedures in Ireland. Do you agree or disagree with the following statements. Please give your answer on a scale of 1-5 where 1 is strongly agree, and 5 is strongly disagree

Base: All Irish Adults 18+; n=1,426

Difficulty of Voting on the Day



V1. How was your experience with voting?
Base: All respondents who voted; n=1,101
Note scores consistent across demographics

Voter Experience – Agree summary

All voters in 2024 election

  Sig higher/lower at 95% confidence

NET Agree		Gender		Age			Social Class		Region	
TOTAL		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Outside Dublin
(n=1,101)		(n=558)	(n=543)	(n=176)	(n=416)	(n=509)	(n=509)	(n=559)	(n=376)	(n=725)
I was confident that I understood how to cast my vote	99%	99%	98%	99%	98%	99%	99%	98%	100%	98%
I am confident my ballot papers are secret once I have put them in the ballot box	96%	97%	96%	95%	96%	98%	96%	95%	94%	97%
The layout of the ballot paper was difficult to follow	26%	26%	25%	32%	18%	30%	20%	28%	19%	29%
I did not get the assistance I needed from the polling station staff	11%	11%	11%	9%	13%	11%	10%	13%	10%	12%

V2 How much do you agree or disagree with the following statements based on your recent voter experience?

Base: All who voted; n=1,101

Election Process Knowledge

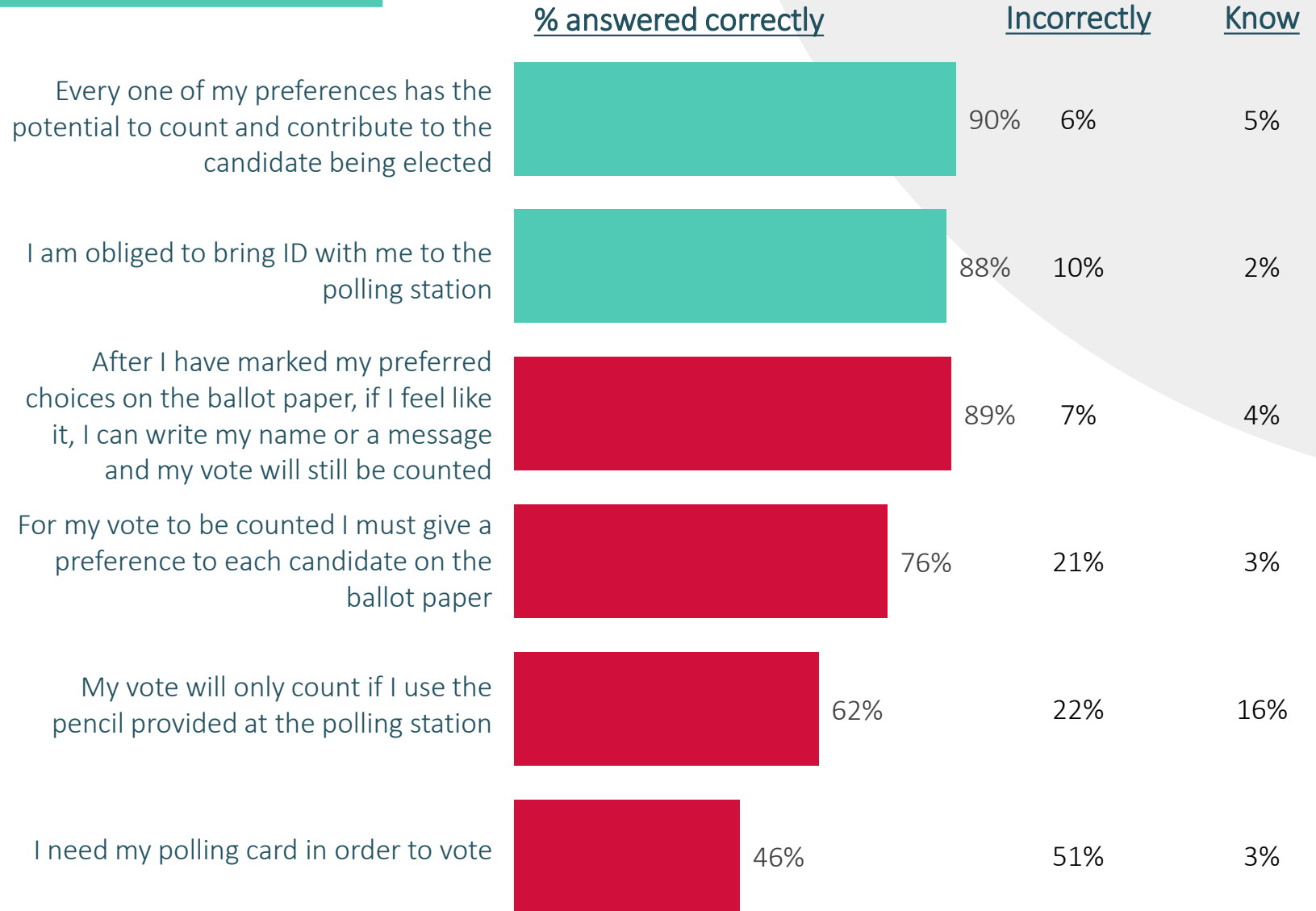
Respondents were shown six statements pertaining to the voting process in Ireland and asked if they believed each one was true or false.

We measured how many statements each respondent correctly answered.

For instance, the first statement is true, and 90% correctly answered that it is true.

False statements

True statements



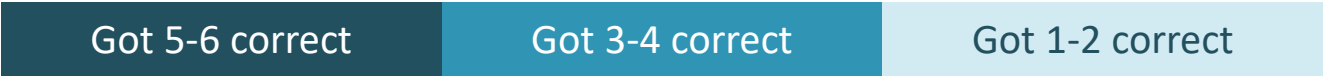
V3. Please select whether you think each of the following statements are true or false.

Base: All Adults 18+, n=1,426

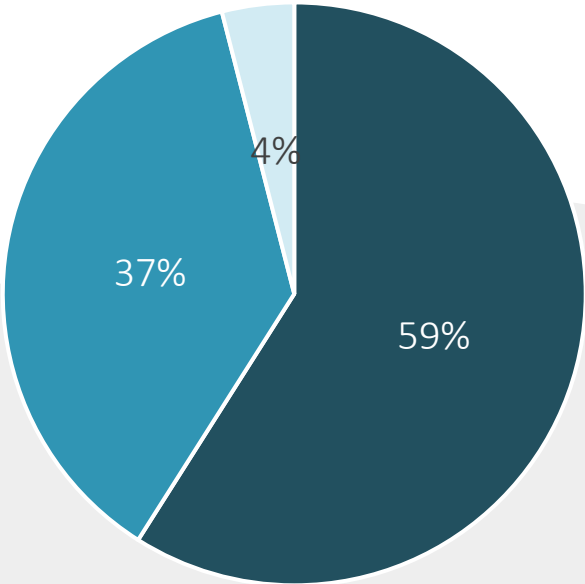
Election Process Knowledge x Voter Status



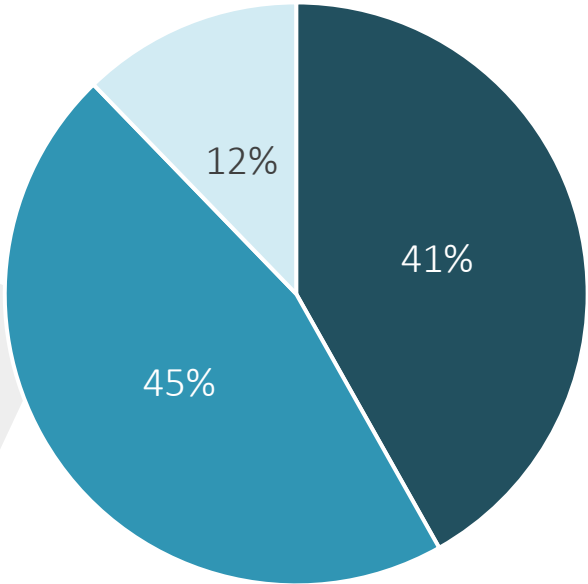
% answered correctly across the statements



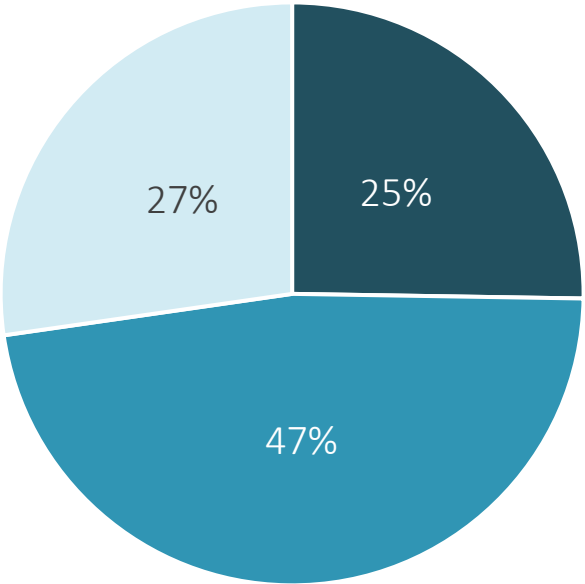
Voter 2024



Registered Non-Voter



Eligible Non-Registered



Statements Asked

- TRUE** Every one of my preferences has the potential to count and contribute to the candidate being elected
- TRUE** I am obliged to bring ID with me to the polling station
- FALSE** After I have marked my preferred choices on the ballot paper, if I feel like it, I can write my name or a message and my vote will still be counted
- FALSE** For my vote to be counted I must give a preference to each candidate on the ballot paper
- FALSE** My vote will only count if I use the pencil provided at the polling station
- FALSE** I need my polling card in order to vote

V3. Please select whether you think each of the following statements are true or false.
Base: Voter 2024, n=1,101, Registered non-voter n=214, Eligible non-registered n=88

Election Process Knowledge x Demographics



% answered correctly across the statements

  Sig higher/lower at 95% confidence

Demographics												
	Gender			Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DEF	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Base	(n=1,426)	(n=704)	(n=722)	(n=311)	(n=524)	(n=591)	(n=629)	(n=759)	(n=452)	(n=368)	(n=361)	(n=245)
1-2 CORRECT	7%	8%	6%	12%	6%	3%	5%	9%	5%	10%	6%	5%
3-4 CORRECT	40%	36%	42%	47%	34%	40%	38%	41%	37%	40%	38%	46%
5-6 CORRECT	53%	56%	51%	41%	58%	57%	56%	49%	57%	49%	56%	49%

Statements Asked

- TRUE

Every one of my preferences has the potential to count and contribute to the candidate being elected
- TRUE

I am obliged to bring ID with me to the polling station
- FALSE

After I have marked my preferred choices on the ballot paper, if I feel like it, I can write my name or a message and my vote will still be counted
- FALSE

For my vote to be counted I must give a preference to each candidate on the ballot paper
- FALSE

My vote will only count if I use the pencil provided at the polling station
- FALSE

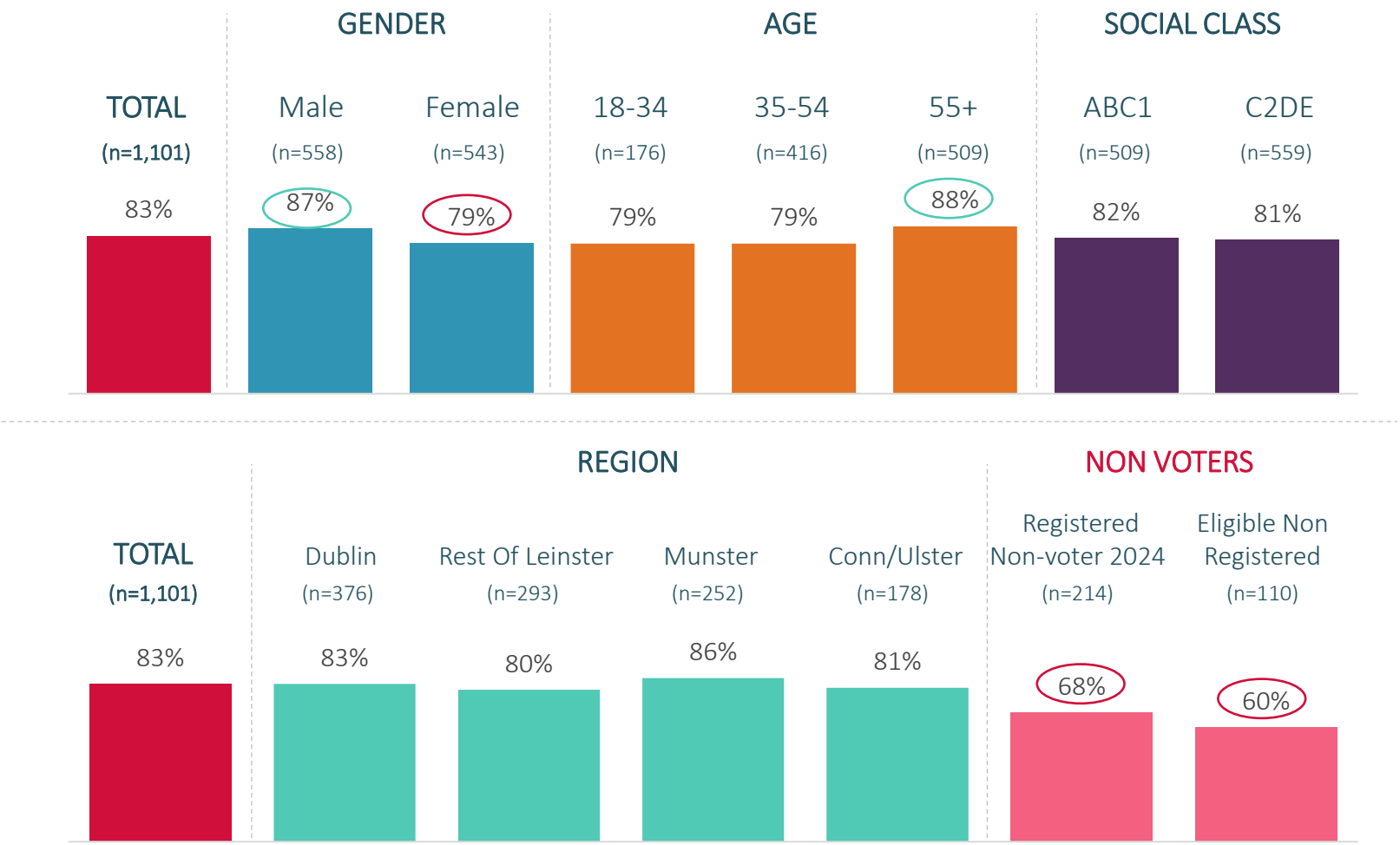
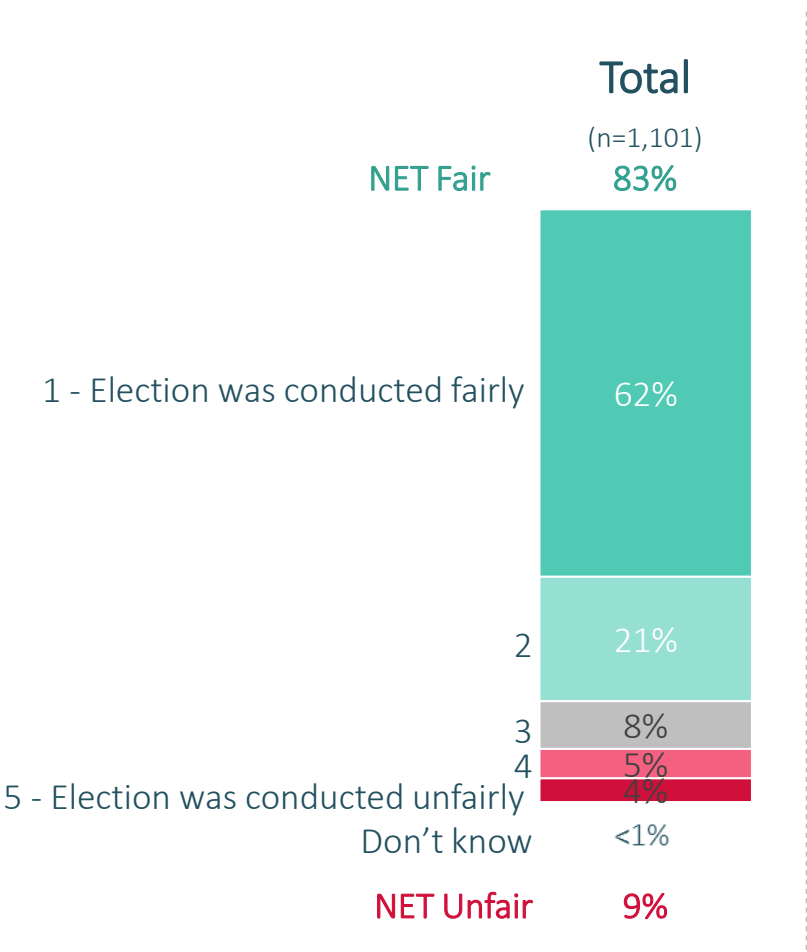
I need my polling card in order to vote

Perceived Fairness of General Election 2024 in Ireland

- Voters 2024 shown by demographics, and Non-voters



% think Irish GE 2024 was Fair



D1. In some countries, people believe that the elections are conducted fairly. In other countries, people believe that elections are conducted unfairly. Thinking of the election that just occurred in Ireland, where would you place it on a scale of one to five where ONE means that the election was conducted fairly and FIVE means that the election was conducted unfairly?Base: All Voters in 2024 election.
Base: Showing all voters in 2024 election crossed by demos, registered non-voter and eligible non-registered

Significantly higher/lower at 95% confidence

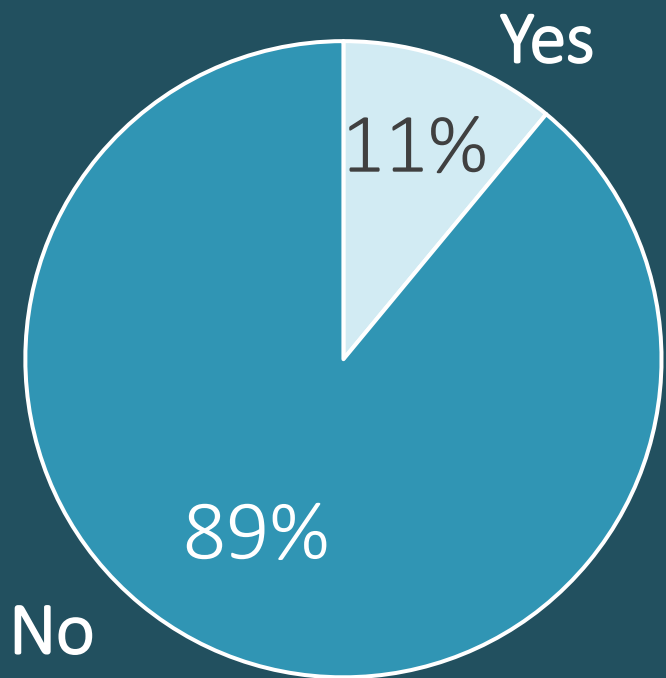
04

Voter Experience Of Those Living with Disability

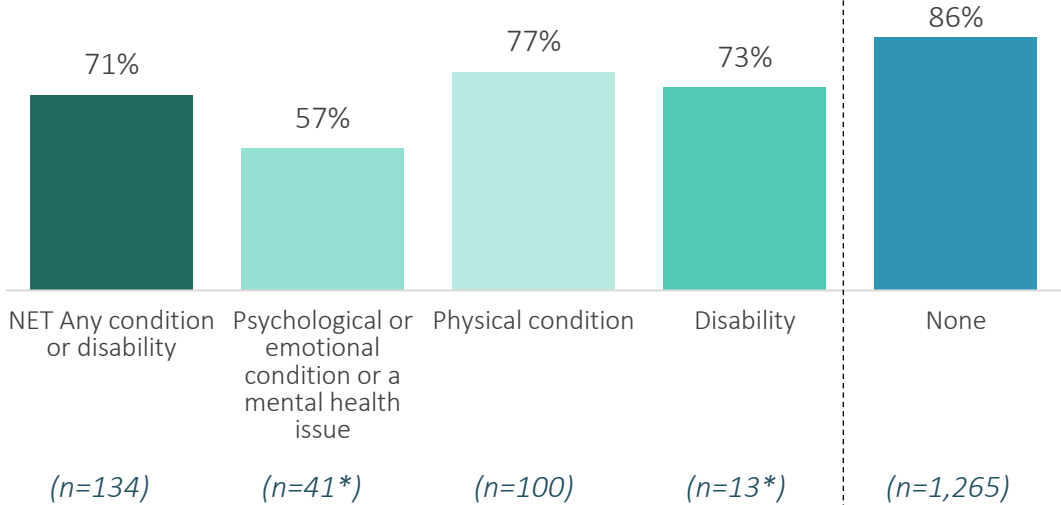




Incidence of Having Longstanding Disability



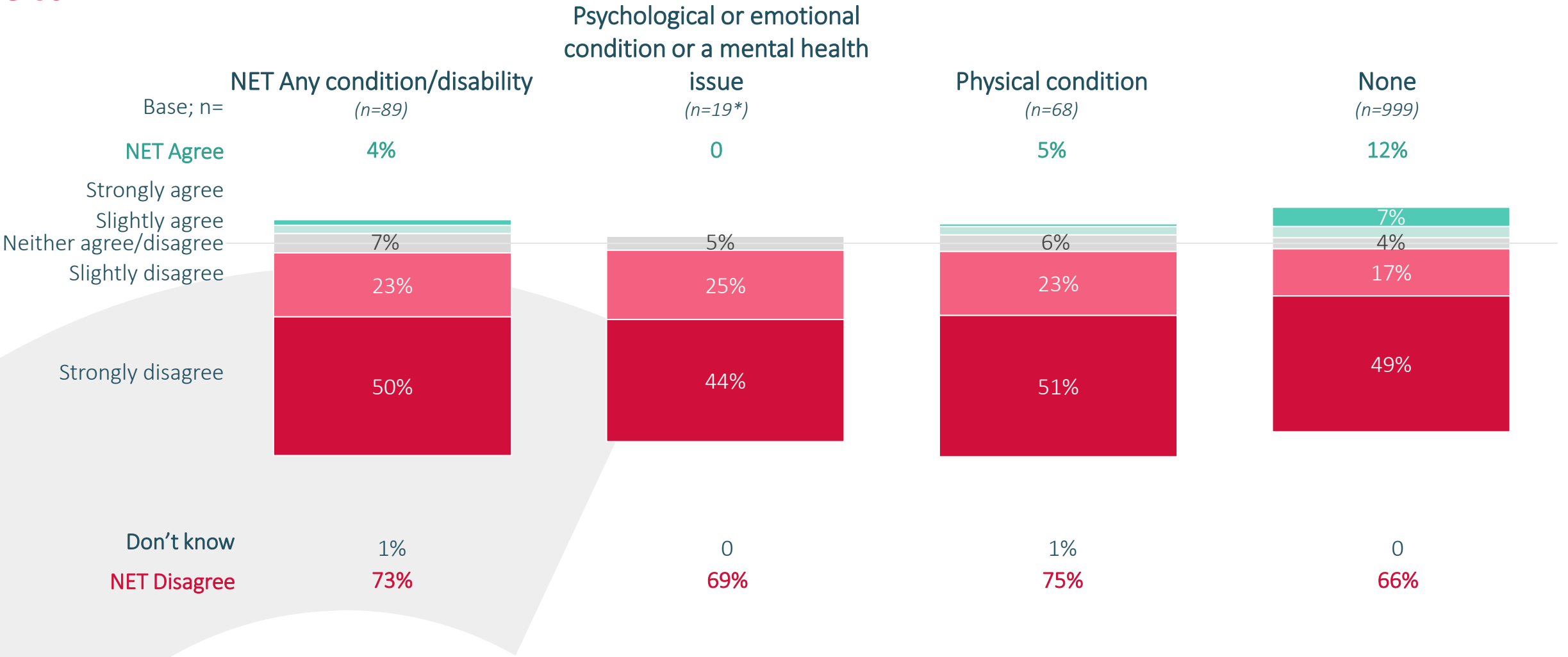
Type of condition/disability	
Physical condition	7%
Psychological or emotional condition or a mental health issue	3%
Disability	1%



Base: All Adults 18+, n=1,426
C.11 Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?
Note: Claimed turnout weighted back to reported results at an all-adult level.

*Low base size: Indicative only

I Did Not Get The Assistance I Needed From The Polling Station Staff



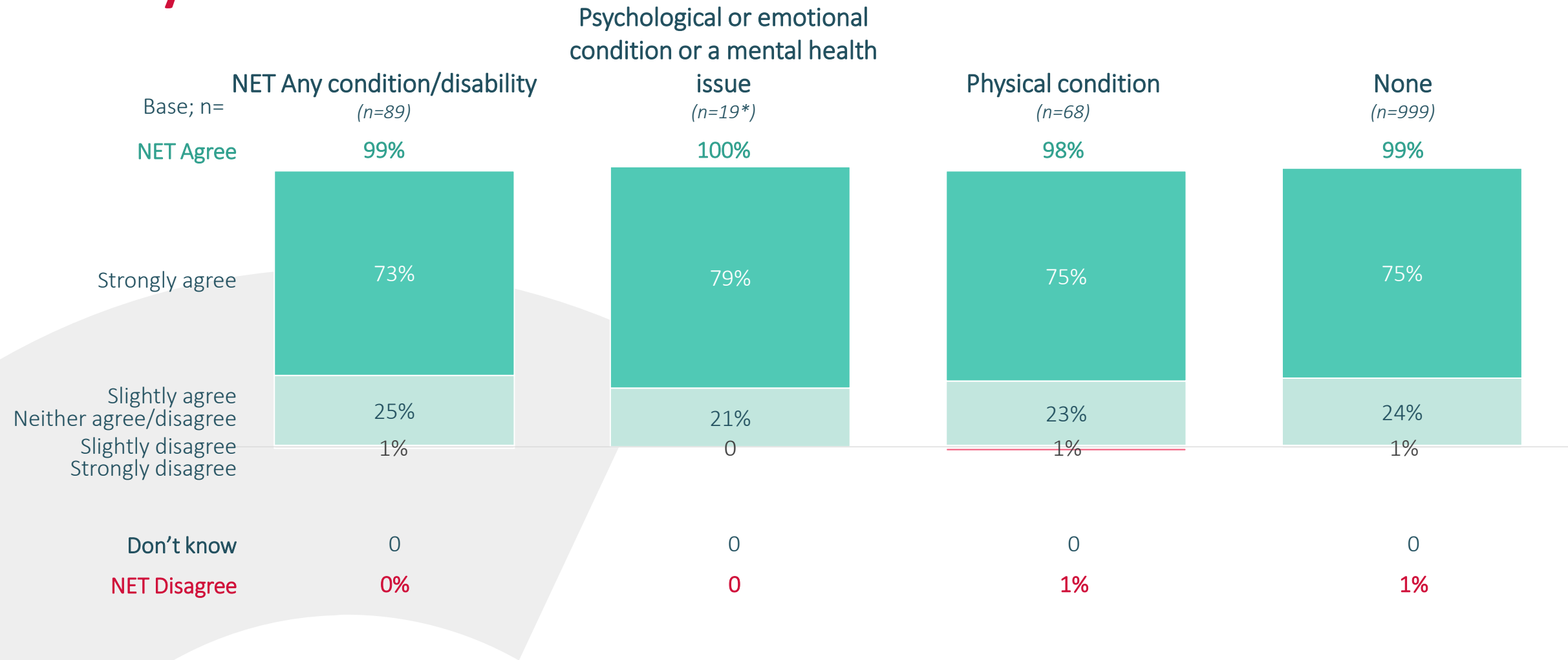
Warning: Very low base sizes, indicative only

V1 How much do you agree or disagree with the following statements based on your recent voter experience?

Base: All who voted, n=1,101

*Low base size: Indicative only

I Was Confident That I Understood The Ballot Papers And How To Cast My Vote



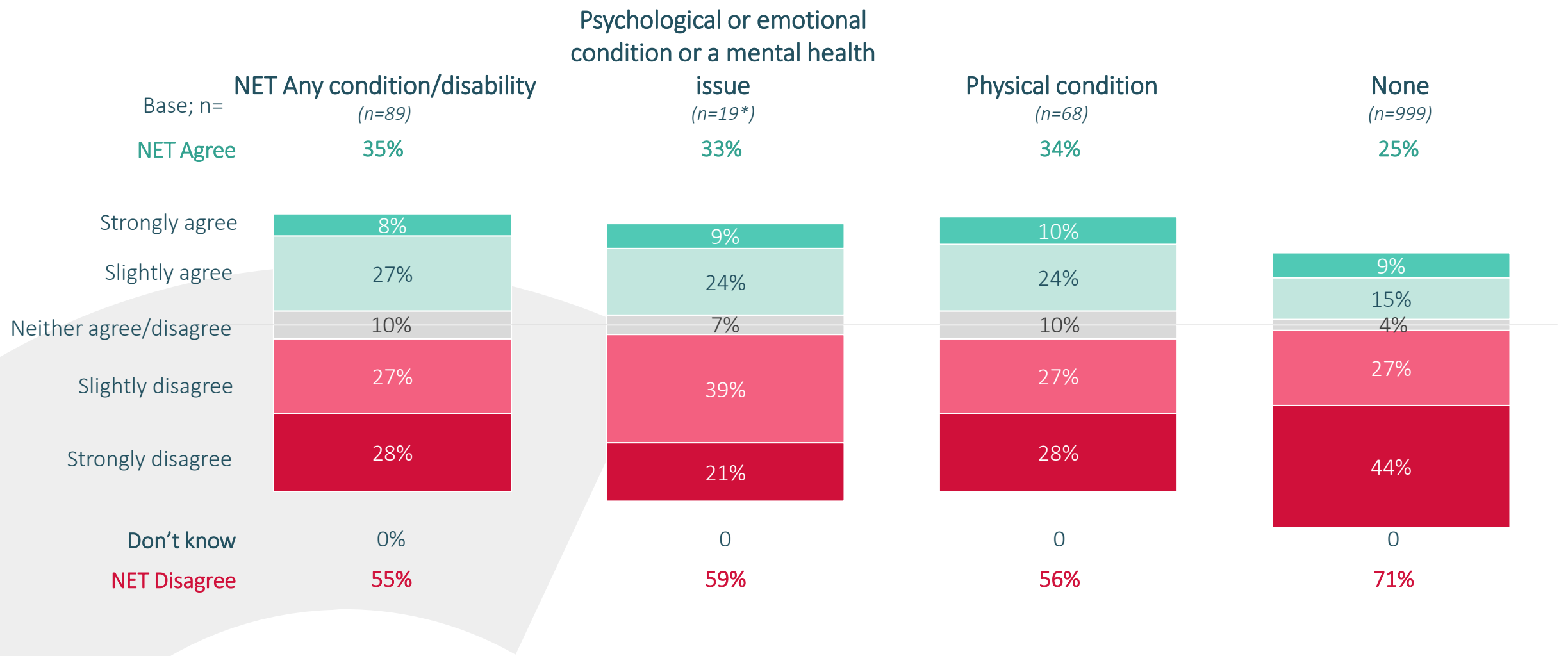
Warning: Very low base sizes, indicative only

V1 How much do you agree or disagree with the following statements based on your recent voter experience?

Base: All who voted, n=1,101

*Low base size: Indicative only

The Layout Of The Ballot Paper Was Difficult To Follow



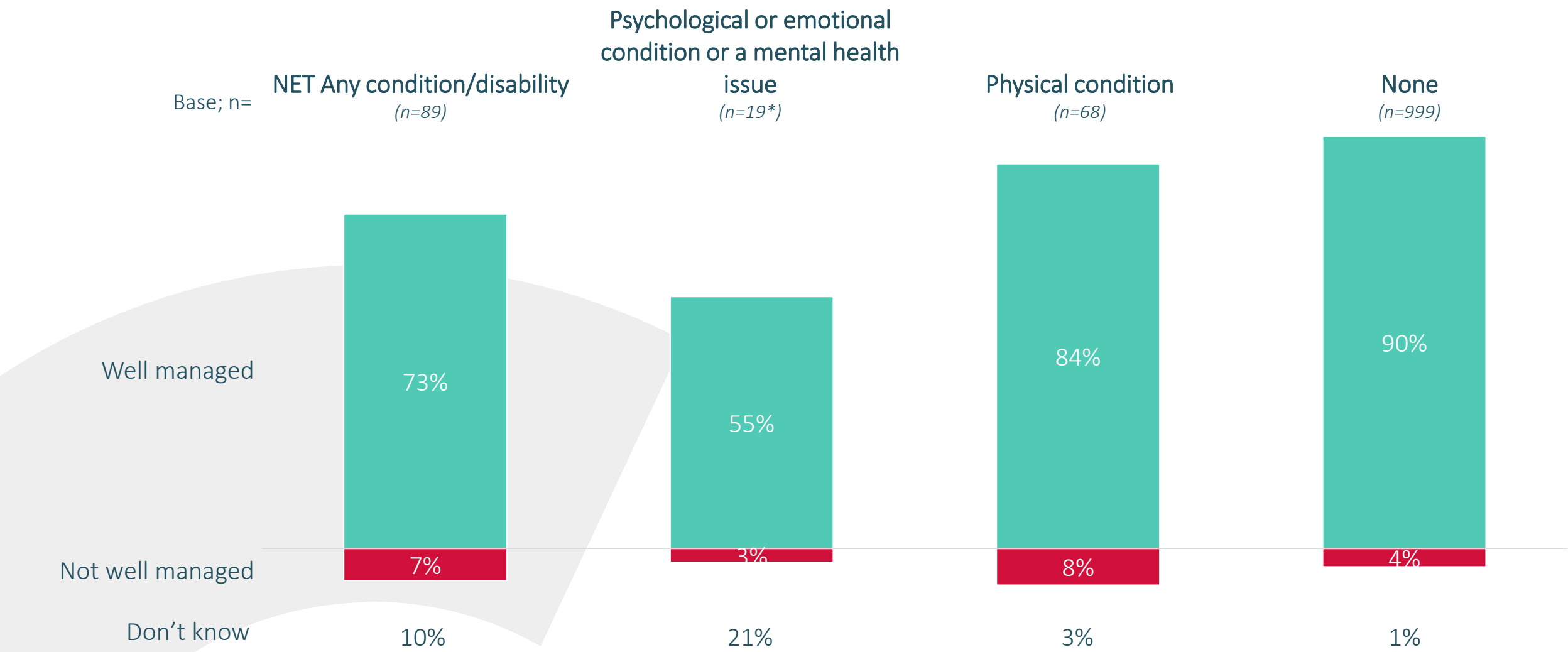
Warning: Very low base sizes, indicative only

V1 How much do you agree or disagree with the following statements based on your recent voter experience?

Base: All who voted, n=1,101

*Low base size: Indicative only

Are Elections In Ireland Well Managed?



Warning: Very low base sizes, indicative only
V4. Would you say that elections in Ireland are well managed or not well managed?
Base: All adults 18+; n=1,426
*Low base size: Indicative only

05

Attitudes to Voting & Democracy



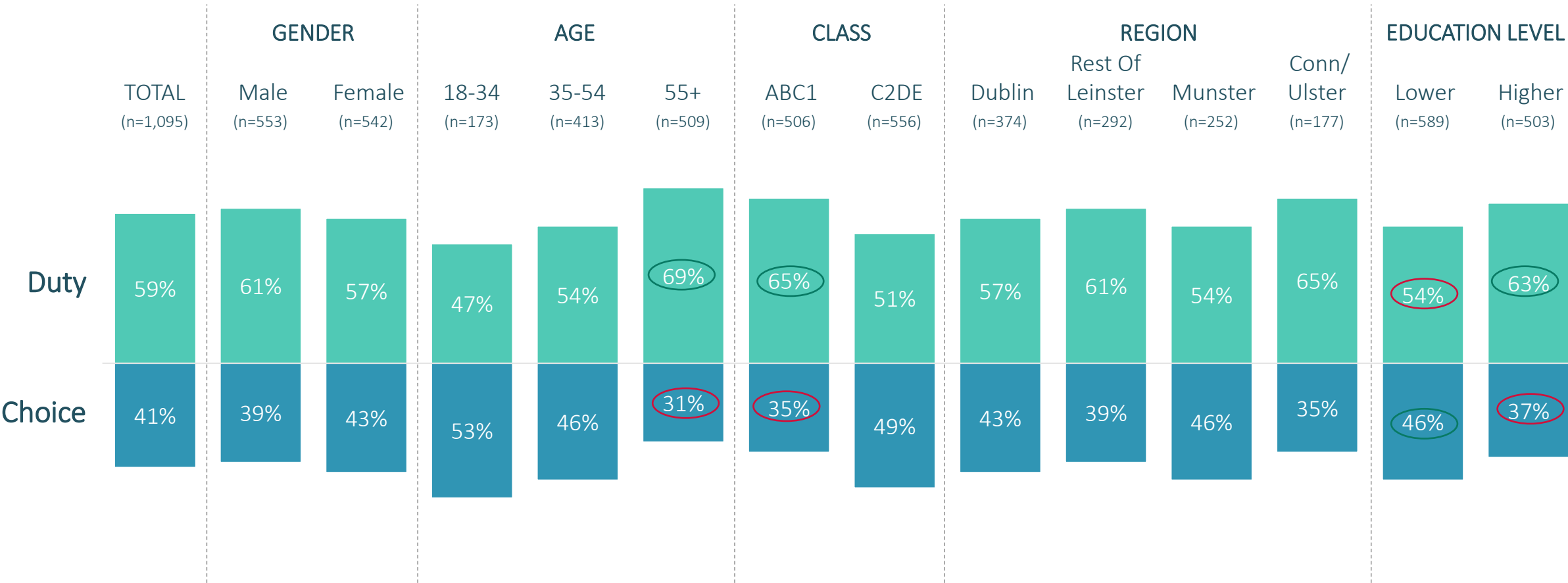
Note: The following sections (5-11) contains questions on a range of topics and issues that are relevant to international national election studies.

The purpose is to establish a baseline of data on the Irish electorate that can be built upon and studied over time. It will also enable Ireland to participate in comparative academic research. The questions have been drawn from, or adapted from, existing academic research studies and political science literature, and were selected by the academic members of the NEDS Management Board.

Do Irish People See Voting as a Duty or a Choice?



All voters in 2024 election



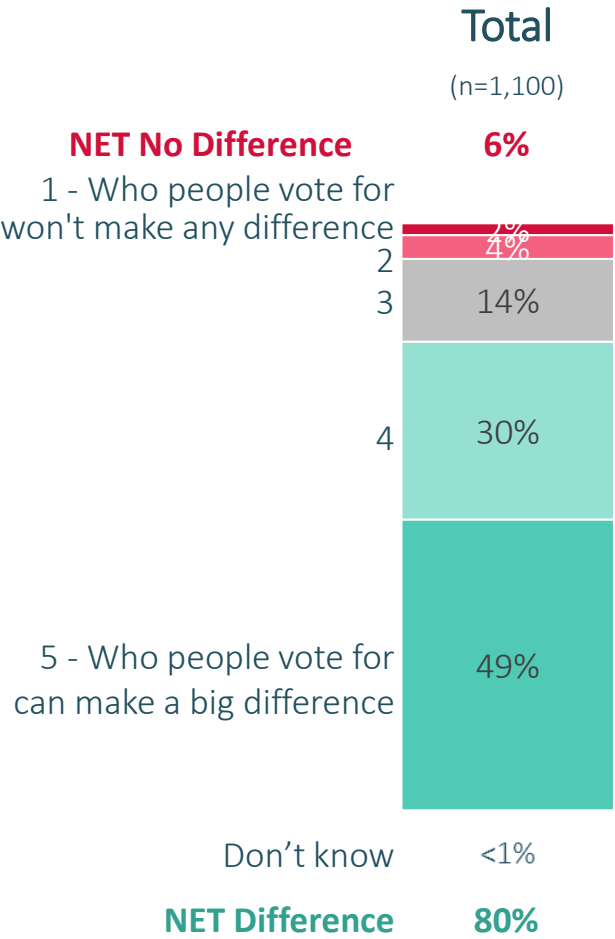
D3.For you personally, is voting a duty or a choice?
Base: All Voters in 2024 election. Excluding Refused/Don't know.

Significantly higher/lower
at 95% confidence

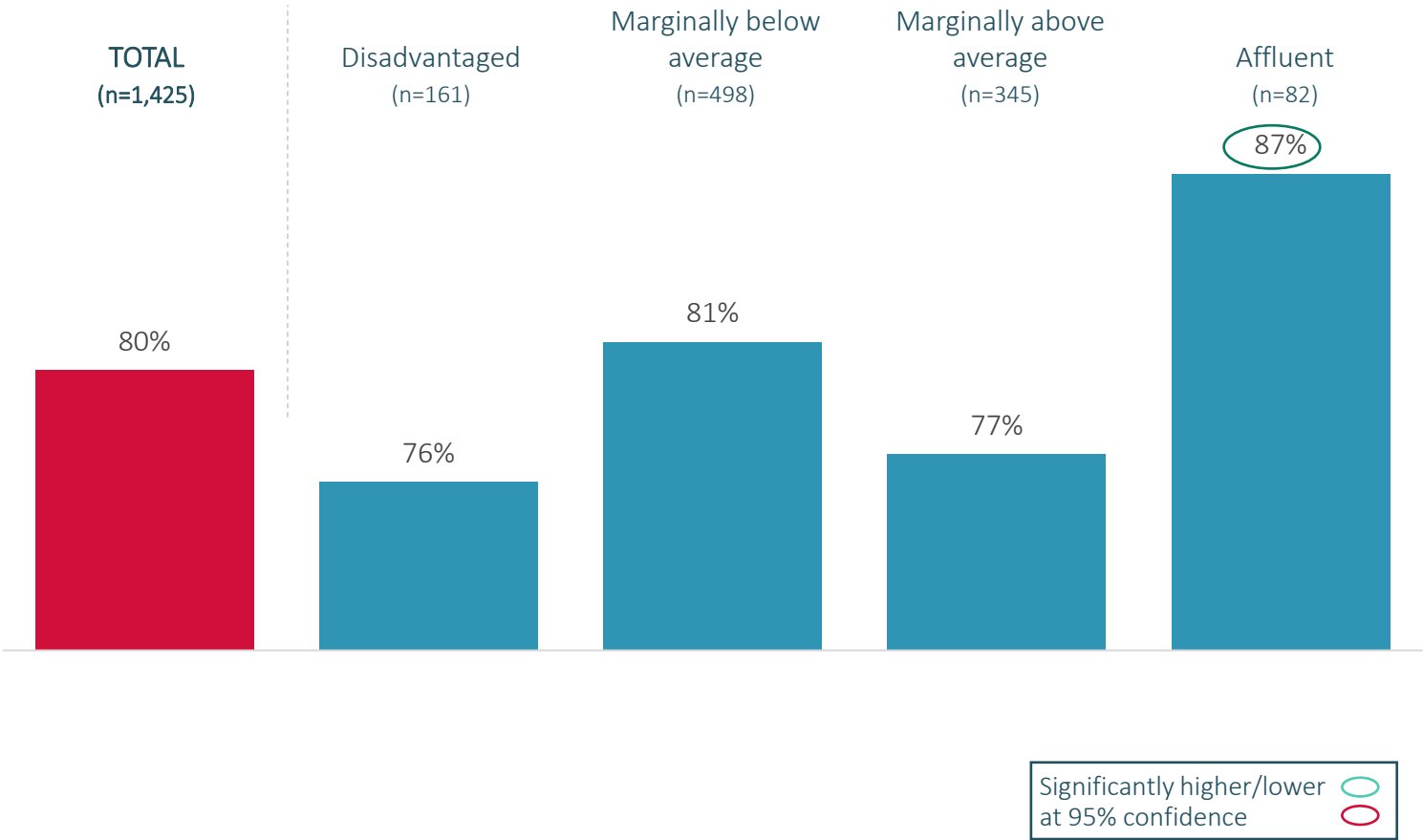
Voter Efficacy – Belief that your vote makes a difference



All voters in 2024 election



% - Net: People who vote can make a big difference

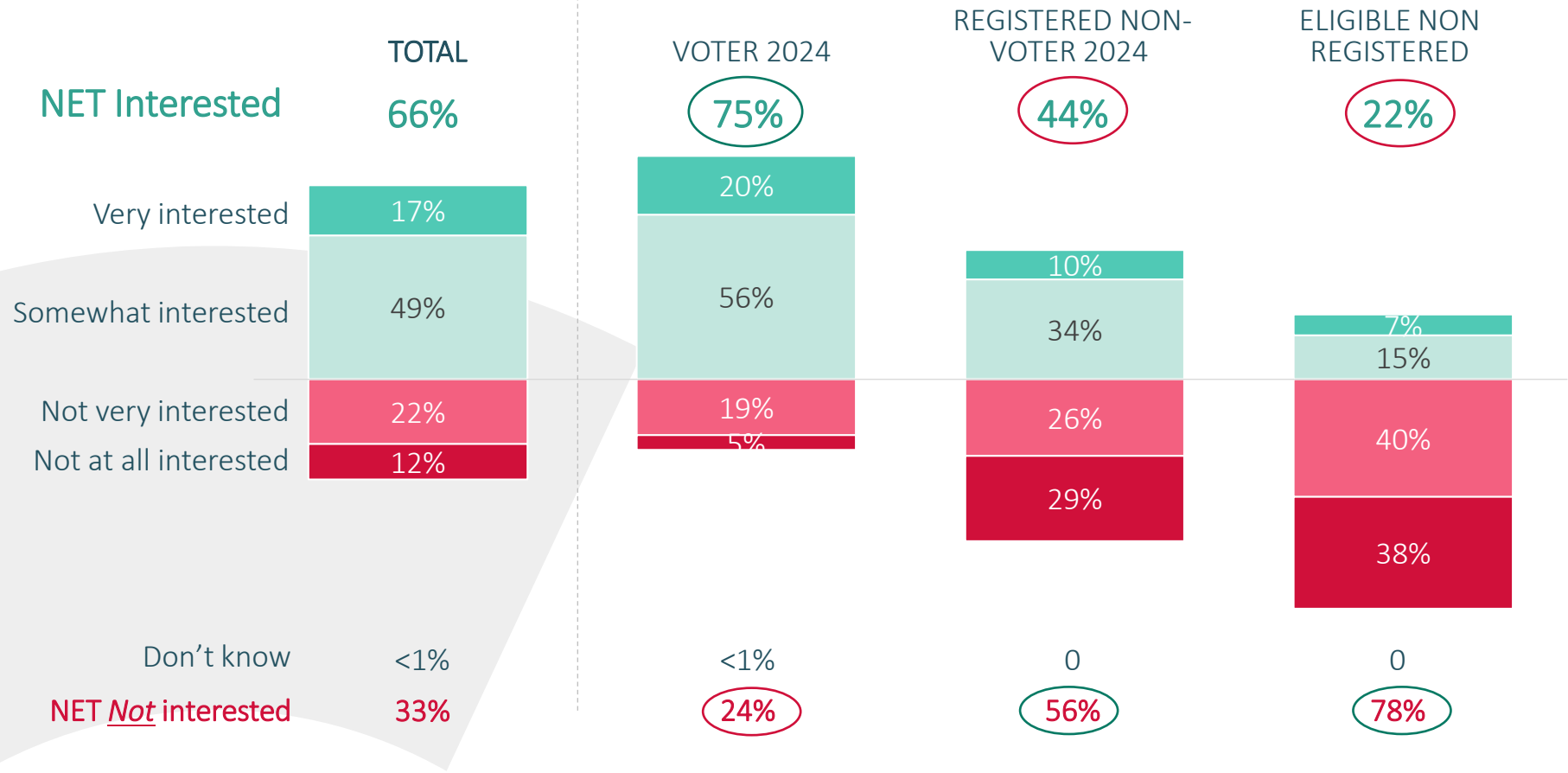


D5. Some people say that no matter who people vote for, it won't make any difference to what happens. Others say that who people vote for can make a big difference to what happens. Using the scale of 1 to 5 where 1 means it won't make any difference, and 5 means it can make a big difference, where would you place your own view?
Base: All Voters in 2024 election

Interest in Politics X Voter Status



Significantly higher/lower
at 95% confidence



E1. How interested would you say you are in politics?

Base: All Adults 18+; n=1,426, Voter 2024, n=1,101, Registered non-voter n=214, Unregistered non-voter, n=110.

Interest in Politics X Demographics

- Voters 2024 shown by demographics, and Non-voters



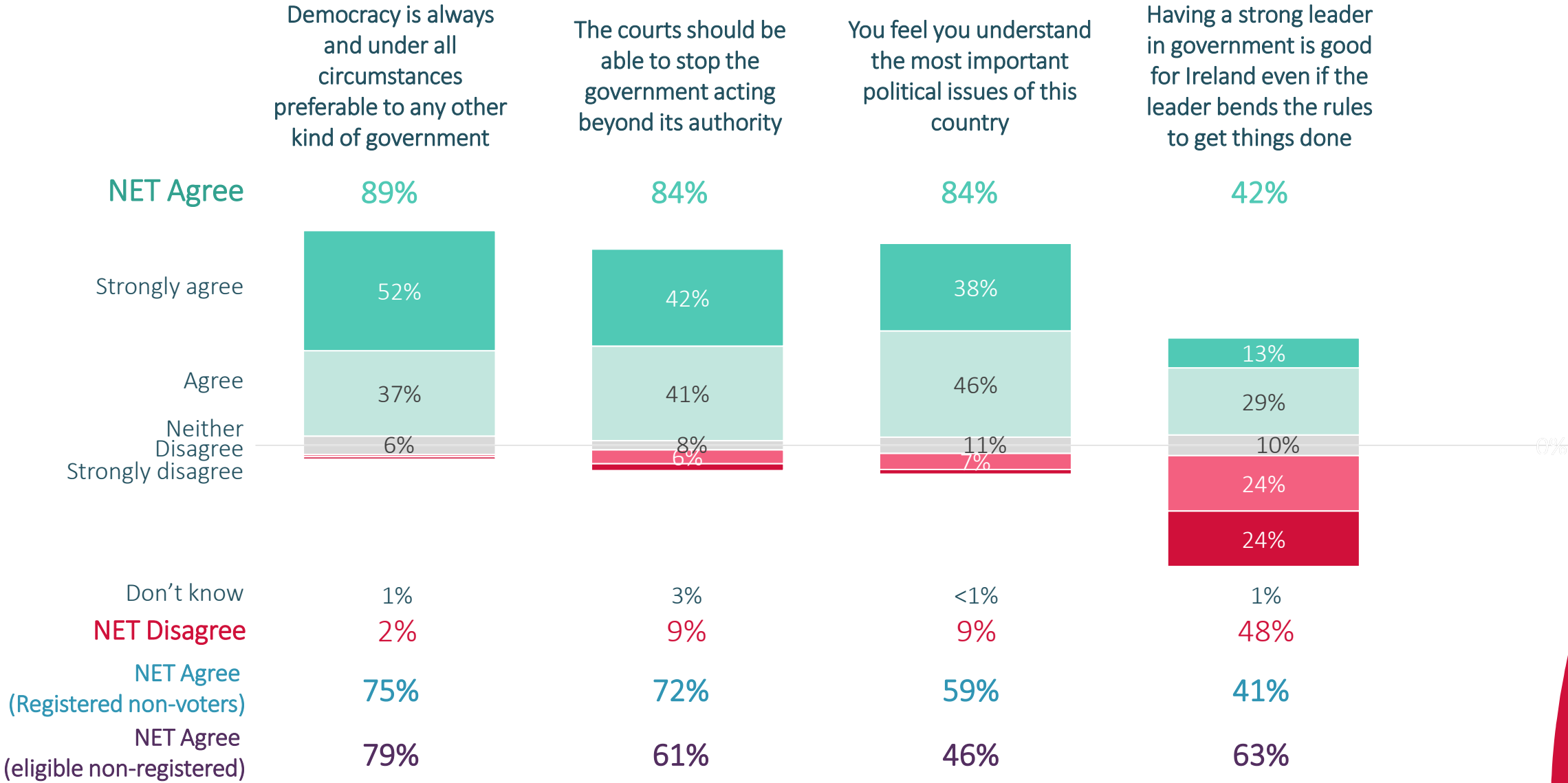
  Sig higher/lower at 95% confidence

		GENDER		AGE			SOCIAL CLASS		EDUCATION LEVEL		NON-VOTERS	
TOTAL		Male	Female	18-34	35-54	55+	ABC1	C2DE	Lower	Higher	REGISTERED NON-VOTER	ELIGIBLE NON-REGISTERED
Base	(n=1,101)	(n=558)	(n=543)	(n=176)	(n=416)	(n=509)	(n=509)	(n=559)	(n=592)	(n=506)	(n=214)	(n=110)
NET INTERESTED	75%	81%	70%	64%	77%	80%	80%	71%	70%	81%	44%	22%

Attitudes towards Democracy



All voters in 2024 election



Attitudes towards Democracy x Demographics (Voters)



Voters 2024 shown by demographics, and Non-voters

  Sig higher/lower at 95% confidence

NET Agree %		GENDER		AGE			SOCIAL CLASS		REGION		EDUCATION LEVEL	
	TOTAL	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Outside Dublin	Lower	Higher
Base	(n=1,101)	(n=558)	(n=543)	(n=176)	(n=416)	(n=509)	(n=509)	(n=559)	(n=376)	(n=725)	(n=592)	(n=506)
Democracy is always and under all circumstances preferable to any other kind of government	89%	90%	89%	82%	90%	93%	93%	84%	85%	91%	89%	90%
The courts should be able to stop the government acting beyond its authority	84%	86%	82%	86%	85%	81%	86%	83%	88%	82%	81%	86%
You feel you understand the most important political issues of this country	84%	87%	81%	70%	87%	88%	85%	82%	85%	83%	80%	88%
Having a strong leader in government is good for Ireland even if the leader bends the rules to get things done	42%	45%	39%	44%	42%	41%	40%	42%	30%	47%	45%	39%

Attitudes towards Democracy x Demographics (Non-voters)



2024 non-voters

  Sig higher/lower at 95% confidence

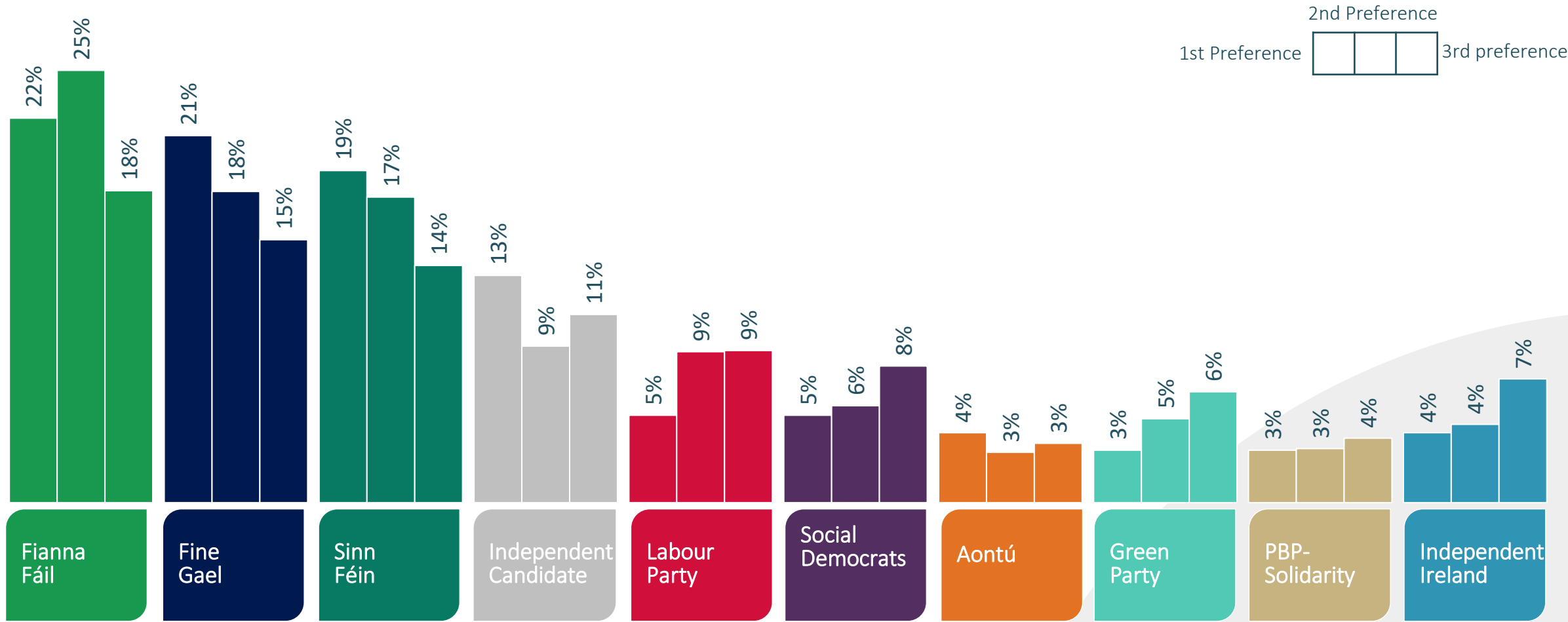
NET Agree %		NON-VOTER	
	Voters 2024	Registered Non-voter	Eligible non-registered
Base	(n=1,101)	2024 (n=214)	(n=110)
Democracy is always and under all circumstances preferable to any other kind of government	89%	75%	79%
The courts should be able to stop the government acting beyond its authority	84%	72%	61%
You feel you understand the most important political issues of this country	84%	59%	46%
Having a strong leader in government is good for Ireland even if the leader bends the rules to get things done	42%	41%	63%

06

How Ireland Voted



Party Share of 1st, 2nd, and 3rd preferences



(Base: All adults 18+ 2024 voters, share of 2nd/3rd preference excludes did not give 2nd/3rd preference and can't remember. Other not shown. 1st pref n=1058, 2nd pref n=938, 3rd pref n=678).



2nd Preference X 1st preference

All voters in 2024 election

		1st preference					
2nd preference							
	Total	Fianna Fáil	Fine Gael	Sinn Féin	NET	NET Centre Left	
	(n=988)	(n=315)	(n=186)	(n=232)	Independents/ IL	Leaning	
					(n=82)	(n=123)	
	Fianna Fáil	23%	36%	45%	7%	18%	10%
	Fine Gael	17%	36%	22%	5%	9%	11%
	Sinn Féin	17%	6%	2%	42%	10%	23%
	An independent candidate	9%	3%	6%	6%	27%	3%
	Labour	8%	8%	11%	5%	6%	15%
	Social Democrats	5%	1%	3%	6%	8%	9%
	Aontú	3%	<1%	<1%	5%	3%	2%
	The Green Party	5%	3%	3%	3%	2%	12%
	People Before Profit-Solidarity	3%	0	1%	8%	<1%	7%
Independent Ireland	4%	3%	1%	5%	9%	3%	
Can't remember	4%	2%	5%	6%	2%	3%	
Prefer not to say	1%	1%	1%	0	3%	0	
NET Other	1%	1%	0	1%	1%	1%	

'Centre left leaning' consists of Labour, Social Democrats and Green Party voters as base is too low to show individually.

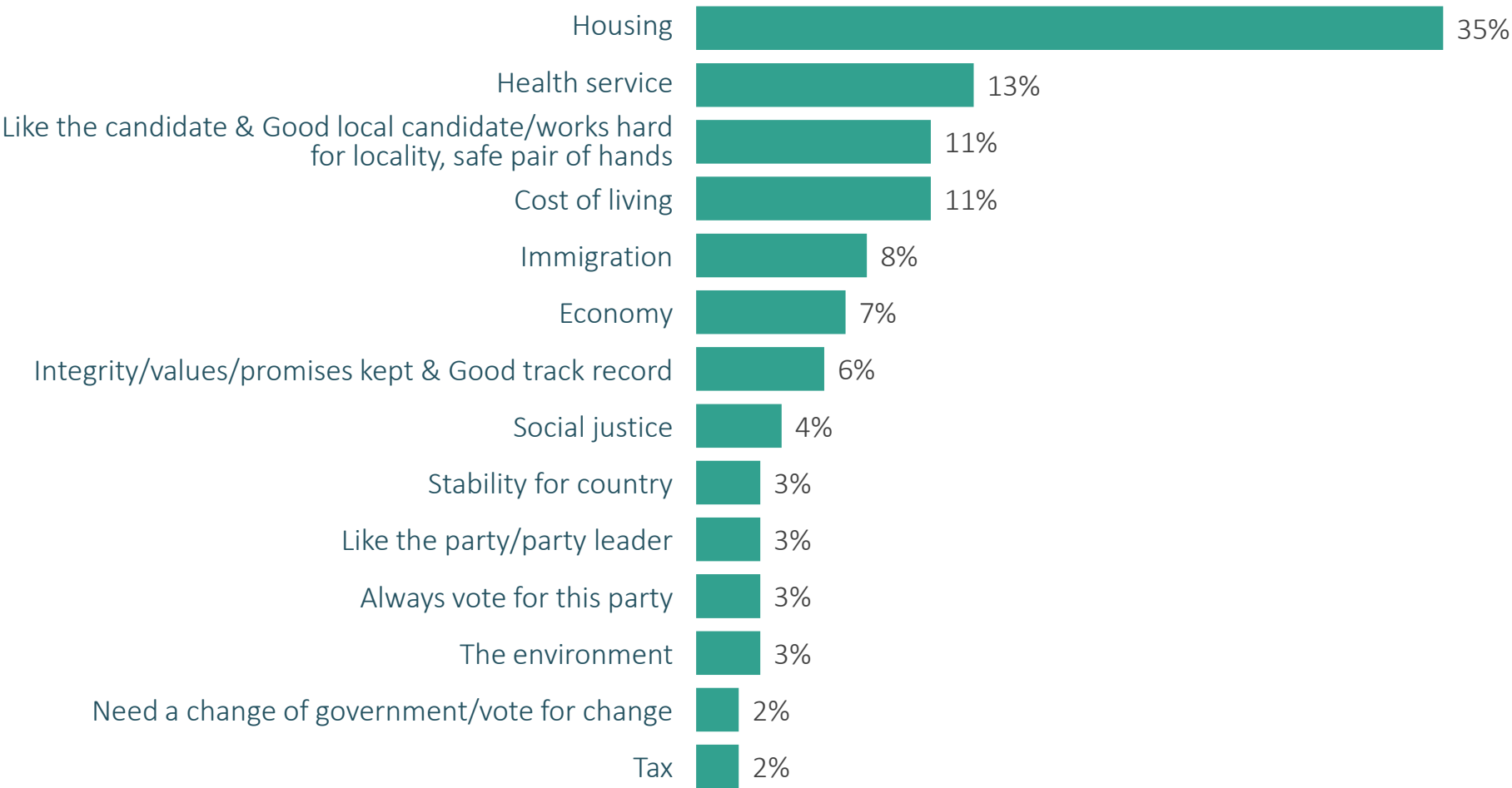
Excluding those who did not give a second preference.

  Sig higher/lower at 95% confidence

Most Important Issues that Influenced the Vote in GE 2024



All voters in 2024 election



P1. Thinking about the issues that influenced your decision about which party or political candidate you cast your vote for in the latest general election. What would you say was the most important issue?
(Base: All Voters in GE 2024, n=1,101, not showing <2%)

Most Important Issues that Influenced the Vote in GE 2024

All voters in 2024 election x demographics

  Sig higher/lower at 95% confidence

	TOTAL	GENDER		AGE			CLASS		REGION	
		Male	Female	18-34	35-54	55+	ABC1	C2DE	DUBLIN	OUTSIDE DUBLIN
Base	(n=1,101)	(n=558)	(n=543)	(n=176)	(n=416)	(n=509)	(n=509)	(n=559)	(n=376)	(n=725)
Housing	35%	31%	38%	45%	35%	29%	39%	35%	45%	30%
Health service	13%	10%	15%	9%	14%	12%	13%	13%	8%	15%
Like the candidate & Good local candidate/ works hard for locality, safe pair of hands	11%	12%	11%	12%	12%	11%	7%	15%	4%	15%
Cost of living	11%	10%	11%	13%	13%	7%	10%	12%	15%	9%
Immigration	8%	8%	7%	9%	10%	5%	4%	12%	11%	6%
Economy	7%	10%	4%	7%	8%	7%	11%	4%	7%	7%
Integrity/values/promises kept & Good track record	6%	4%	8%	5%	3%	10%	5%	7%	4%	8%
Social justice	4%	4%	4%	4%	3%	4%	4%	3%	4%	3%
Stability for country	3%	4%	3%	2%	4%	4%	4%	3%	3%	3%
Like the party/party leader	3%	3%	3%	3%	4%	2%	3%	3%	1%	4%
Always vote for this party	3%	3%	3%	1%	1%	6%	1%	2%	1%	4%
The environment	3%	3%	3%	3%	2%	3%	4%	1%	6%	1%
Need a change of government/vote for change	2%	3%	1%	4%	2%	2%	1%	3%	1%	3%
Tax	2%	2%	2%	1%	3%	1%	3%	1%	3%	2%

P1. Thinking about the issues that influenced your decision about which party or political candidate you cast your vote for in the latest general election. What would you say was the most important issue?
(Base: All Voters in GE 2024, n=1,101, not showing <2%)

Most Important Issues that Influenced the Vote in GE 2024

All voters in 2024 election x demographics

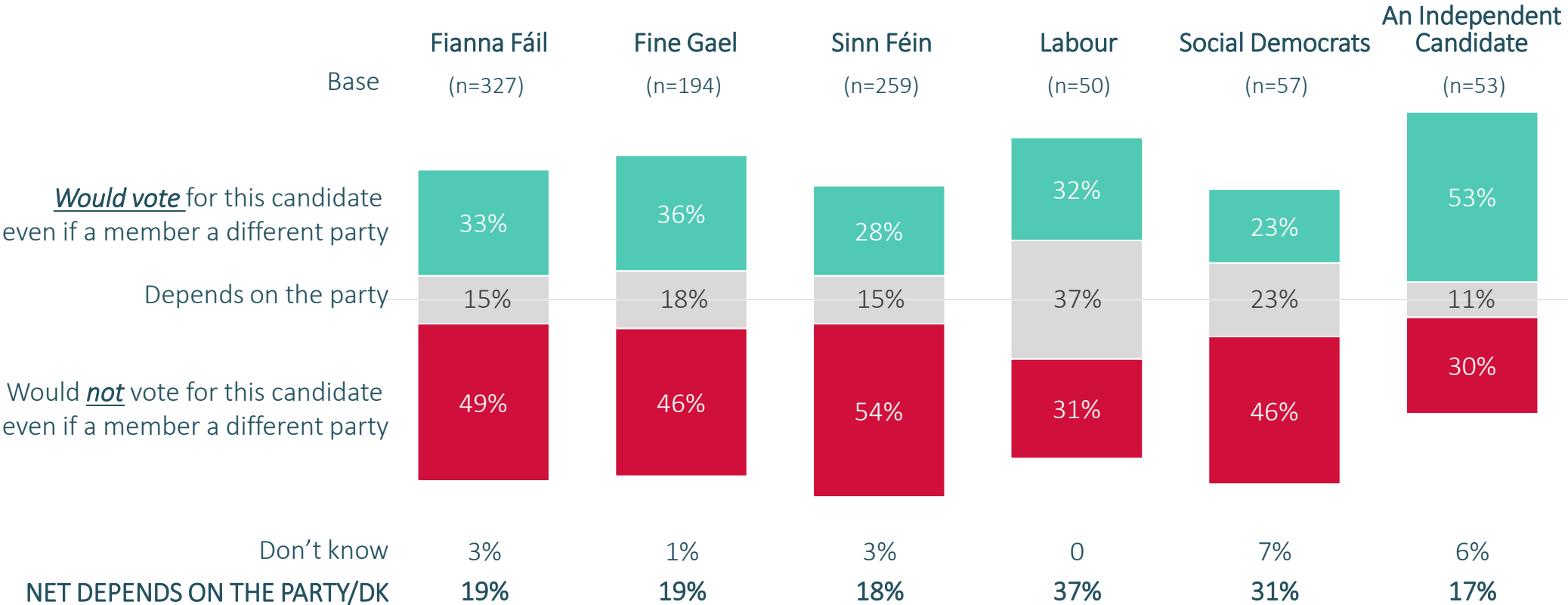
		EDUCATION LEVEL		HOME OWNERSHIP			1ST PREFERENCE 2024				
	TOTAL	Lower	Higher	Homeowner	NET Renter	NET Renter, Living With Parents	FIANNA FÁIL	FINE GAEL	SINN FÉIN	NET Independents/IL	NET Centre Left Leaning
Base	(n=1,101)	(n=592)	(n=506)	(n=845)	(n=176)	(n=252)	(n=327)	(n=194)	(n=259)	(n=92)	(n=130)
Housing	35%	28%	41%	31%	51%	46%	30%	28%	40%	29%	43%
Health service	13%	14%	11%	13%	12%	12%	17%	9%	13%	13%	8%
Like the candidate & Good local candidate/works hard for locality, safe pair of hands	11%	13%	9%	11%	14%	13%	9%	10%	10%	26%	11%
Cost of living	11%	12%	9%	10%	13%	12%	12%	10%	11%	6%	6%
Immigration	8%	8%	8%	8%	7%	6%	6%	3%	12%	10%	2%
Economy	7%	5%	9%	7%	5%	8%	10%	13%	3%	6%	3%
Integrity/values/promises kept & Good track record	6%	6%	7%	7%	4%	3%	7%	10%	3%	6%	10%
Social justice	4%	3%	4%	3%	7%	6%	2%	2%	5%	2%	7%
Stability for country	3%	4%	3%	4%	2%	1%	4%	8%	2%	1%	1%
Like the party/party leader	3%	3%	3%	3%	1%	3%	2%	1%	7%	0	7%
Always vote for this party	3%	4%	2%	3%	1%	1%	7%	5%	2%	0	0
The environment	3%	2%	3%	3%	1%	2%	1%	2%	0	<1%	11%
Need a change of government/vote for change	2%	3%	1%	1%	4%	5%	0	0	9%	2%	0
Tax	2%	1%	3%	3%	<1%	1%	3%	3%	2%	1%	2%

P1. Thinking about the issues that influenced your decision about which party or political candidate you cast your vote for in the latest general election. What would you say was the most important issue?
(Base: Base: All Voters in GE 2024, n=1,101, not showing <2%) 'Centre left leaning' consists of Labour, Social Democrats and Green Party voters as base is too low to show individually.

Willingness to Vote for Candidate if Running for Different Party



All voters in 2024 election



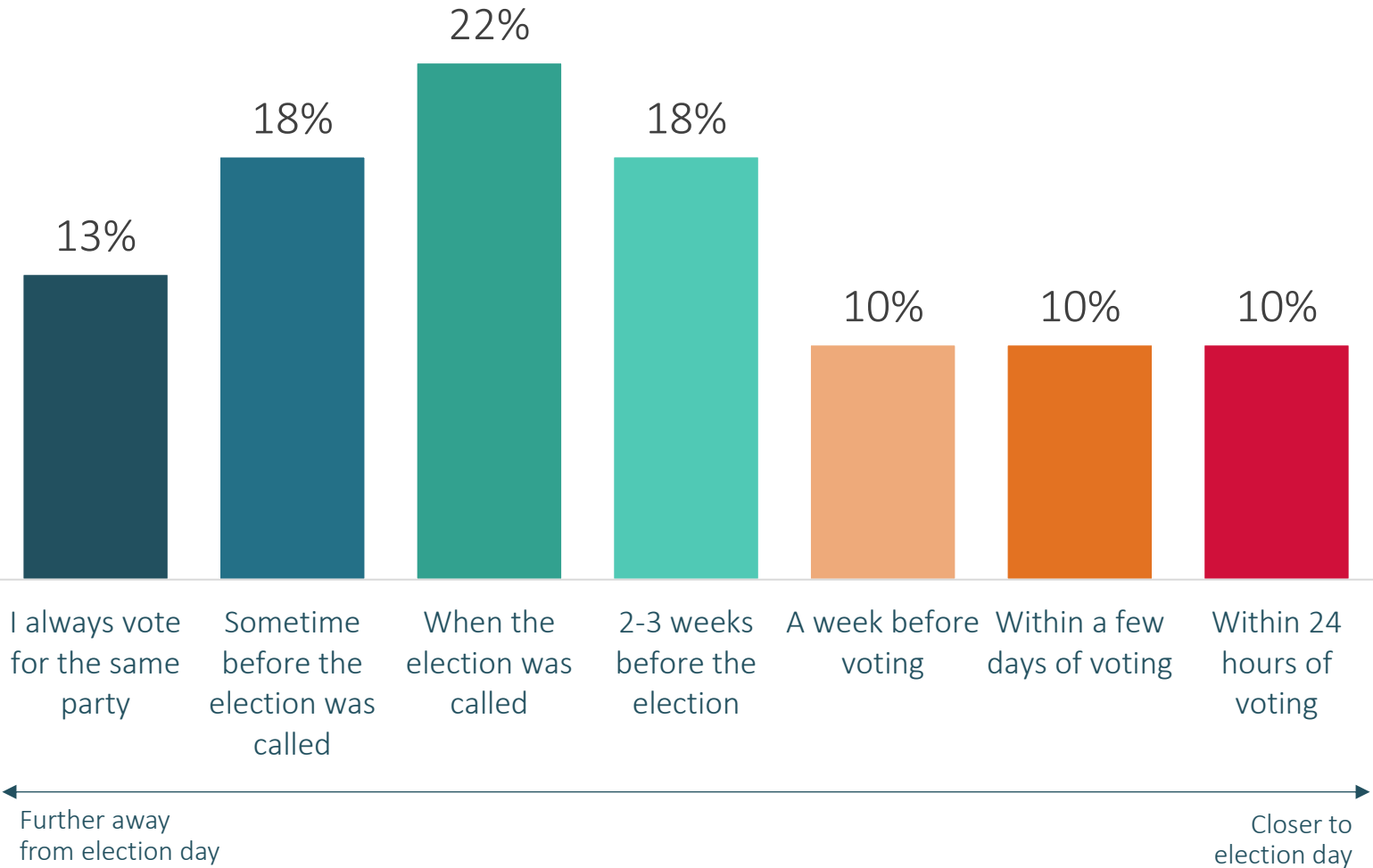
A6. If your first preference candidate had been running for [If party - “any of the other parties” / IF Independent “a political party”], would you still have given a first preference to him/her?

(Base: All Voters in GE 2024, n=1,101) Not showing parties where sample size <n=50.

When Did People Make Up Their Mind On How to Vote?



All voters in 2024 election



NET IN CLOSING DAYS	20%
NET WITHIN A WEEK	29%
NET EARLY STAGE OF ELECTION CAMPAIGN	39%

When Made Up Mind on How To Vote x Demographics



All voters in 2024 election

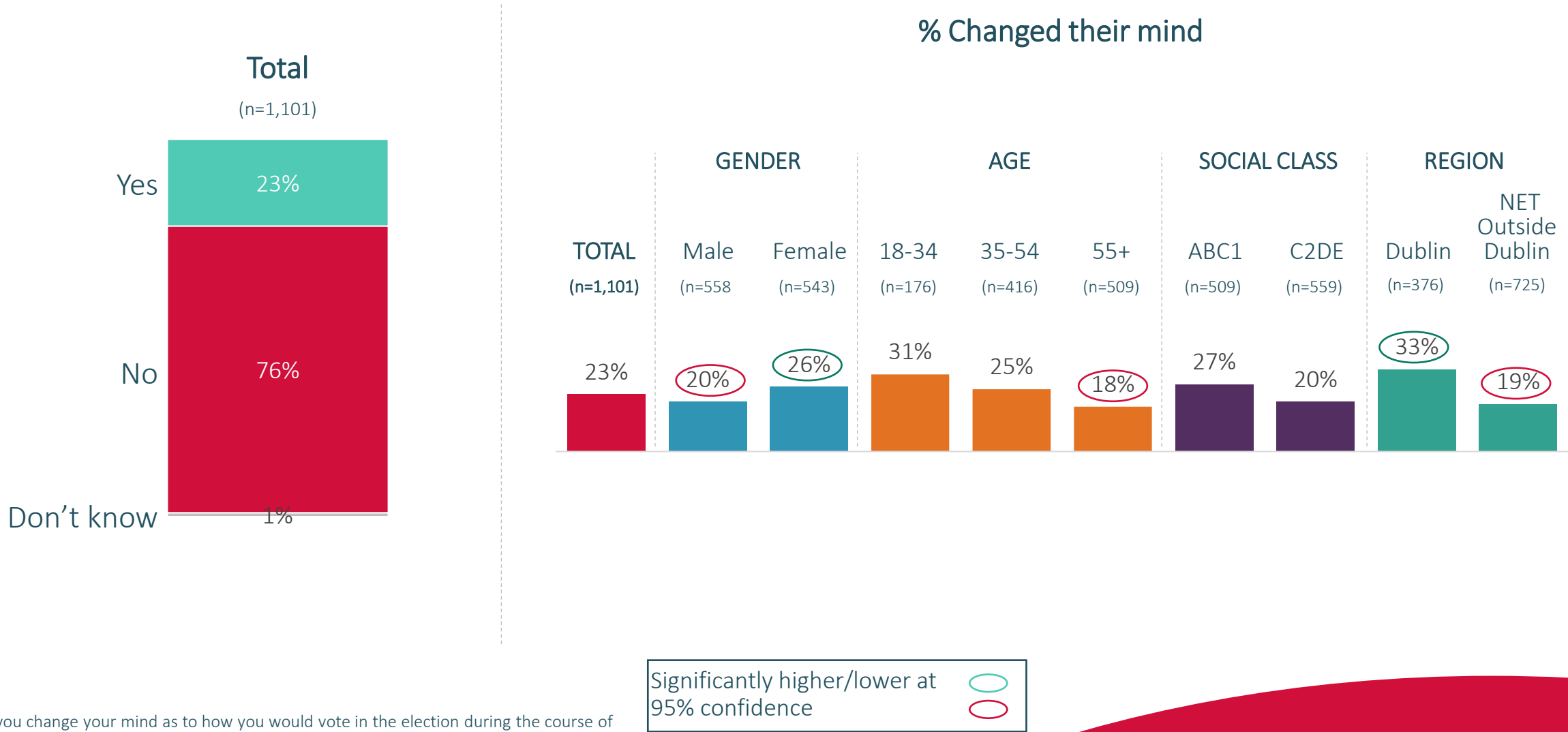
  Sig higher/lower at 95% confidence

		Gender		Age			Region		Social Class		Education Level	
	Total	Male	Female	18-34	35-54	55+	Dublin	Outside Dublin	ABC1	C2DE	Lower	Higher
	Base (n=1,101)	(n=558)	(n=543)	(n=176)	(n=416)	(n=509)	(n=376)	(n=725)	(n=509)	(n=559)	(n=592)	(n=506)
Within 24 hours of voting	10%	9%	11%	15%	9%	9%	15%	8%	14%	7%	7%	13%
Within a few days of voting	10%	8%	11%	13%	10%	8%	13%	8%	13%	6%	8%	11%
A week before voting	10%	10%	10%	13%	12%	6%	11%	9%	11%	9%	10%	10%
2-3 weeks before the election	18%	18%	17%	14%	17%	20%	18%	17%	17%	18%	19%	16%
When the election was called	22%	22%	21%	18%	20%	25%	12%	26%	20%	21%	27%	16%
Sometime before the election was called	18%	18%	19%	16%	20%	17%	18%	18%	14%	22%	18%	18%
I always vote for the same party	13%	15%	11%	10%	12%	15%	13%	13%	10%	16%	11%	15%
NET WITHIN A WEEK	29%	27%	32%	41%	30%	23%	38%	25%	39%	23%	25%	34%

Incidence of Changing Decision Through Course of Campaign I



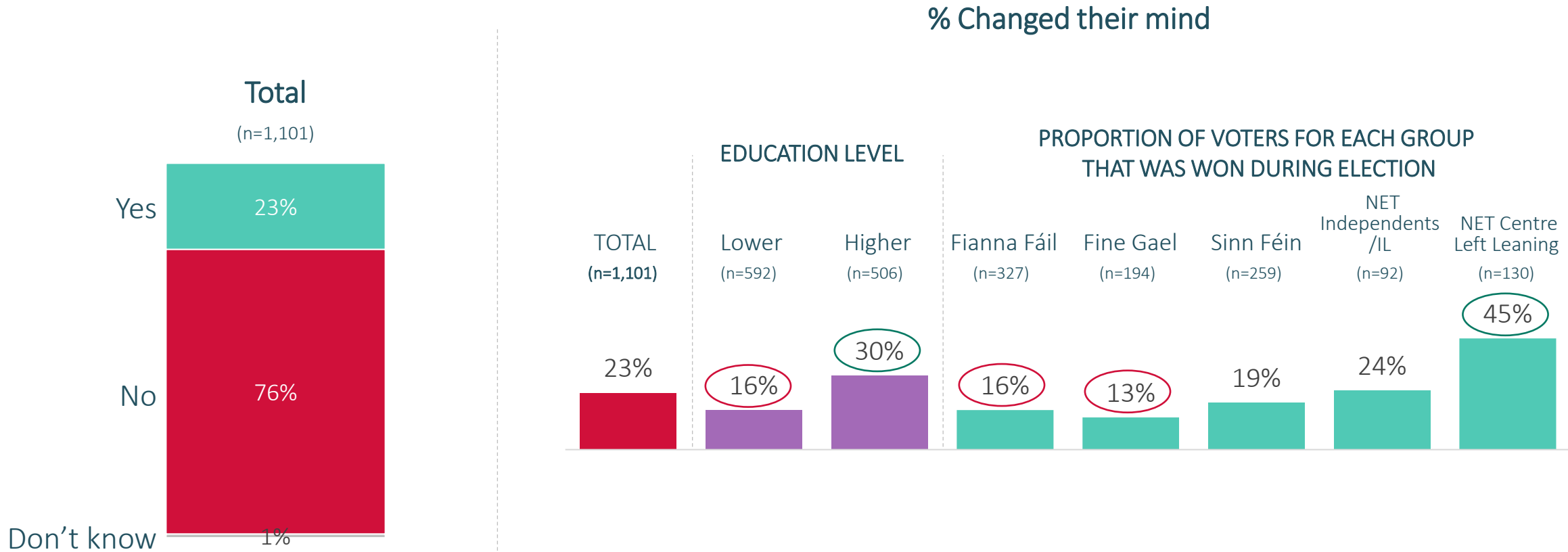
All voters in 2024 election



Incidence of Changing Decision Over Course of Campaign II



All voters in 2024 election who change their mind during the election



P6. Did you change your mind as to how you would vote in the election during the course of the campaign?

‘Centre left leaning’ consists of Labour, Social Democrats and Green Party voters as base is too low to show individually.

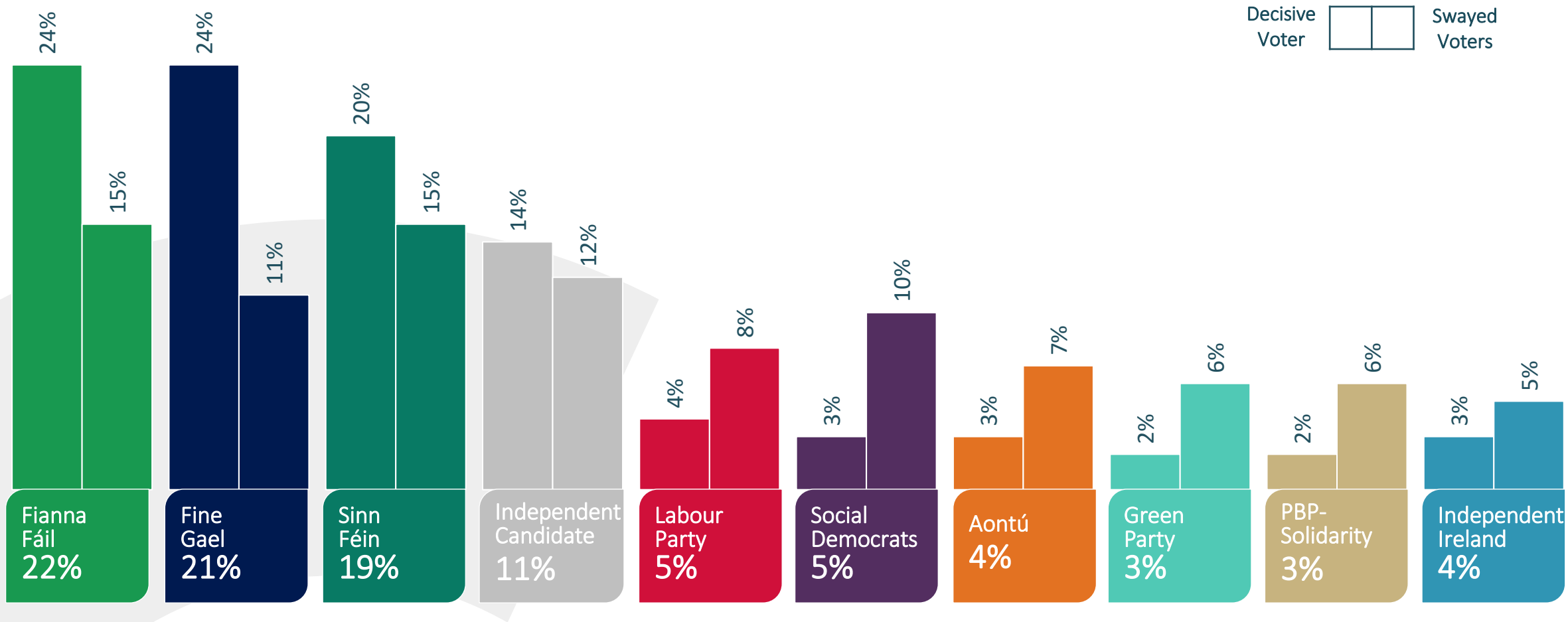
Base: All Voters in 2024 election

Significantly higher/lower at 95% confidence



Party Share of Decisive vs Swayed Voters

% of first preference votes made up of decisive and swayed voters



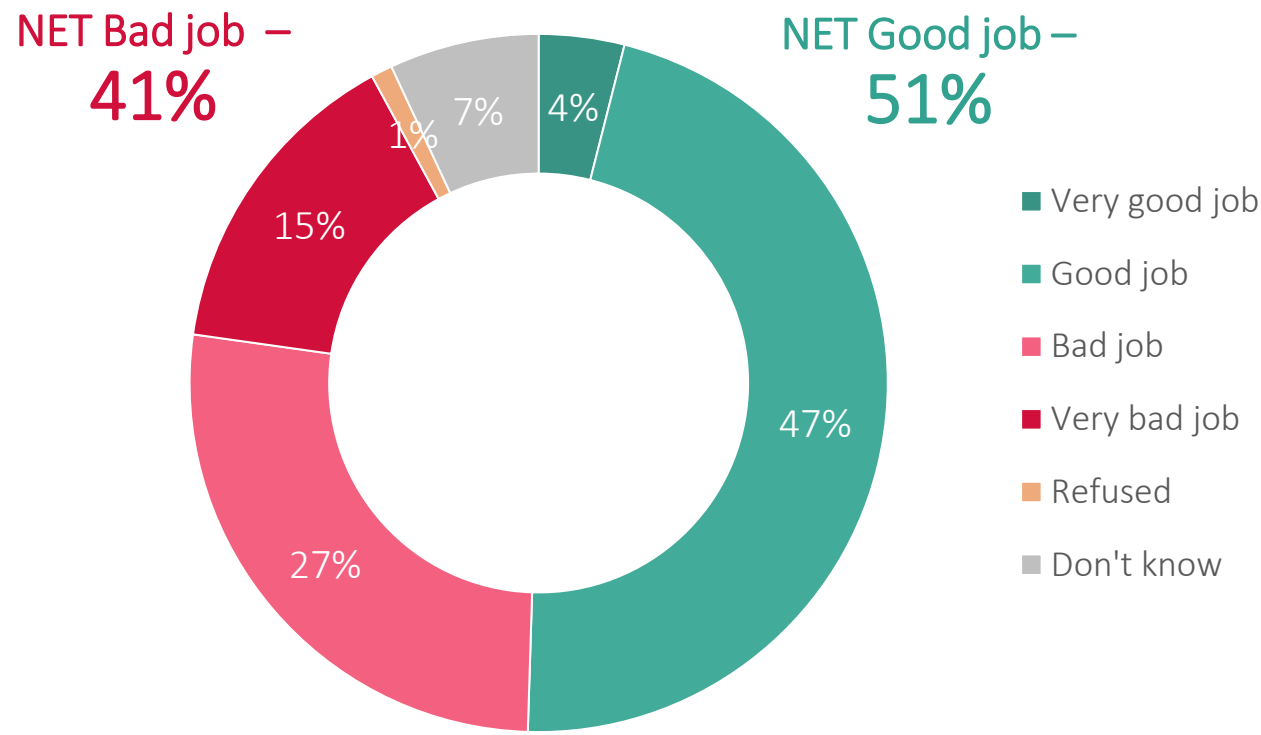
A.4A. I would now like you to think back, to the most recent general election in 2024. Please select the party or independent candidate, if any, you actually gave your first preference to in the polling station at that election?
P6. Did you change your mind as to how you would vote in the election during the course of the campaign?
Base: All Voters in 2024 election

07

Attitudes Towards Political Parties & Leaders



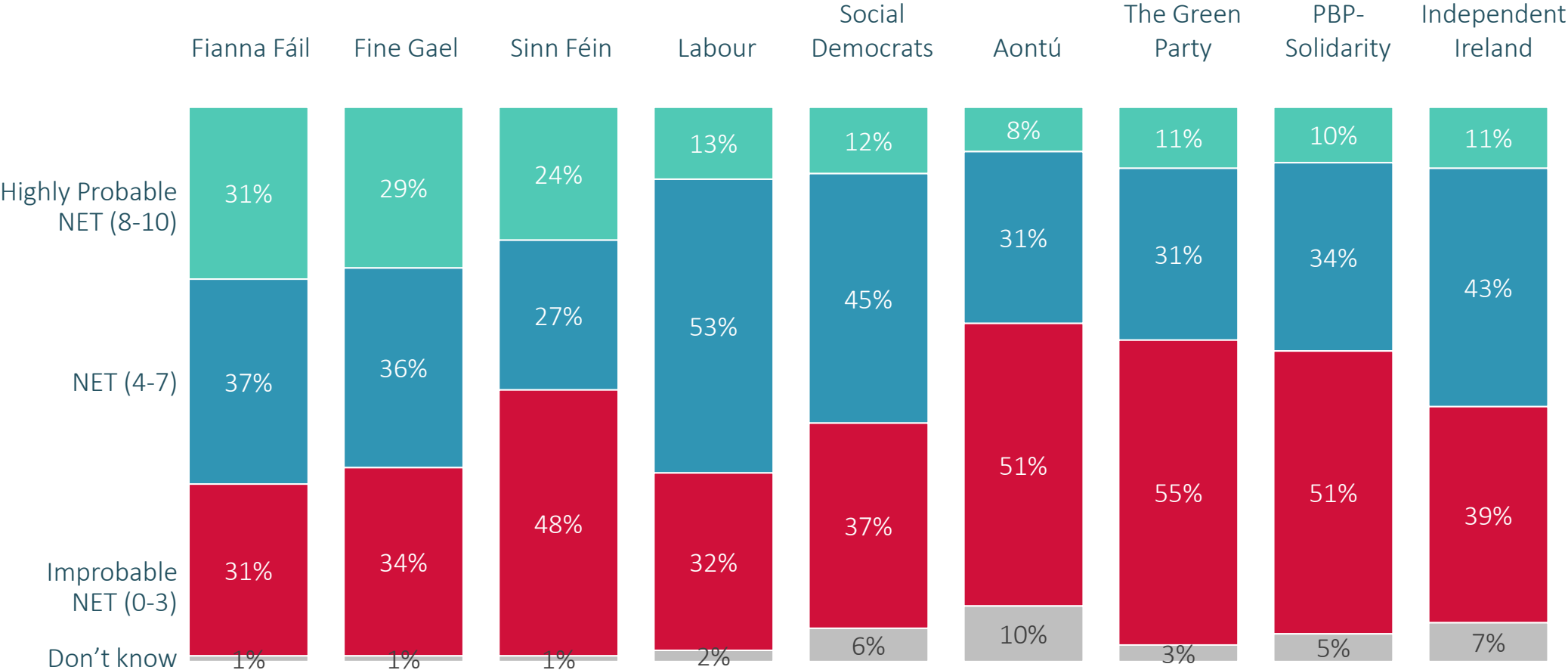
Performance of Irish Government



P2. Now thinking about the performance of the Irish government in general, how good or bad a job do you think the government has done over the past five years since its election in 2020? Has it done a very good job, A good job, A bad job or A very bad job?
Base: All Irish Adults 18+, n=1426



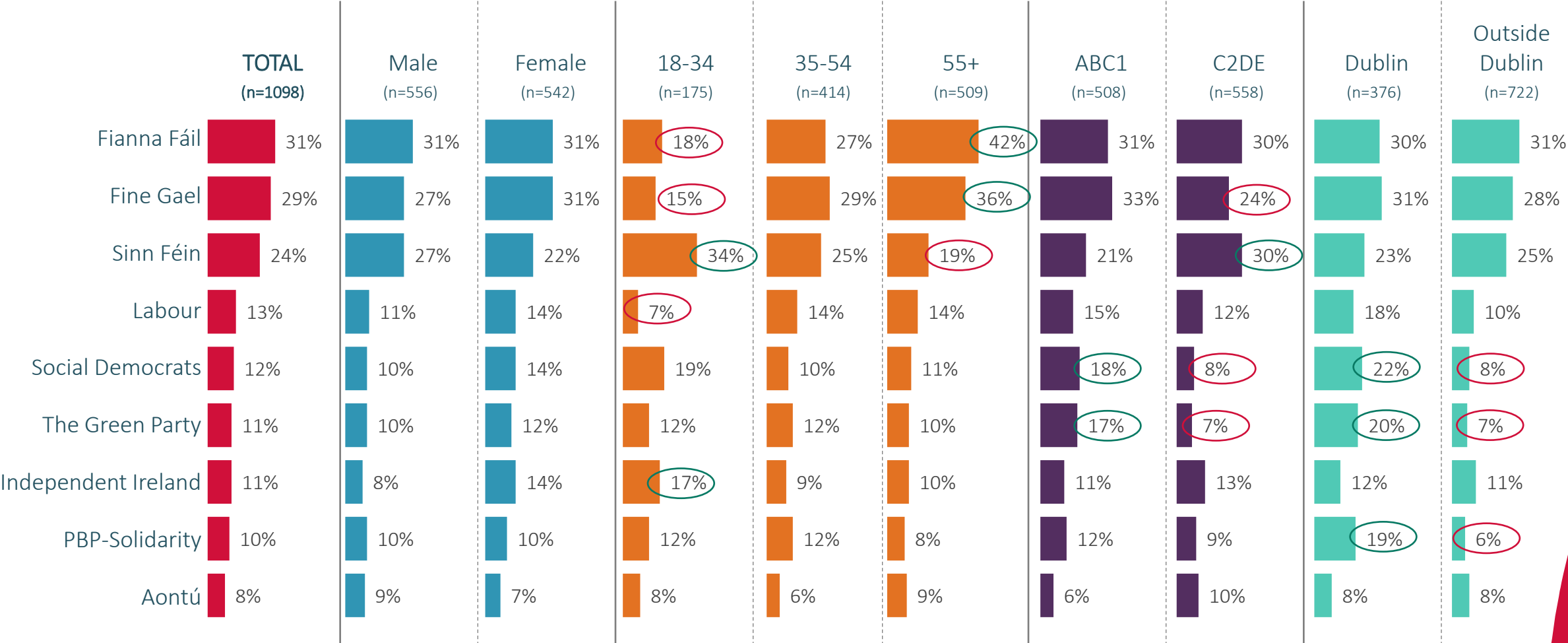
Probability of Voting for Various Parties in the Future



P3. We have a number of parties in Ireland each of which would like to get your vote. How probable is it that you will ever vote for the following parties? Please answer on a scale where 0 means "not at all probable" and 10 means "very probable".
Base: All Voters in 2024 election, excluding those who refused to answer for each party n=approx. 1,100.

Probability of Voting For Parties in the Future x Demographics

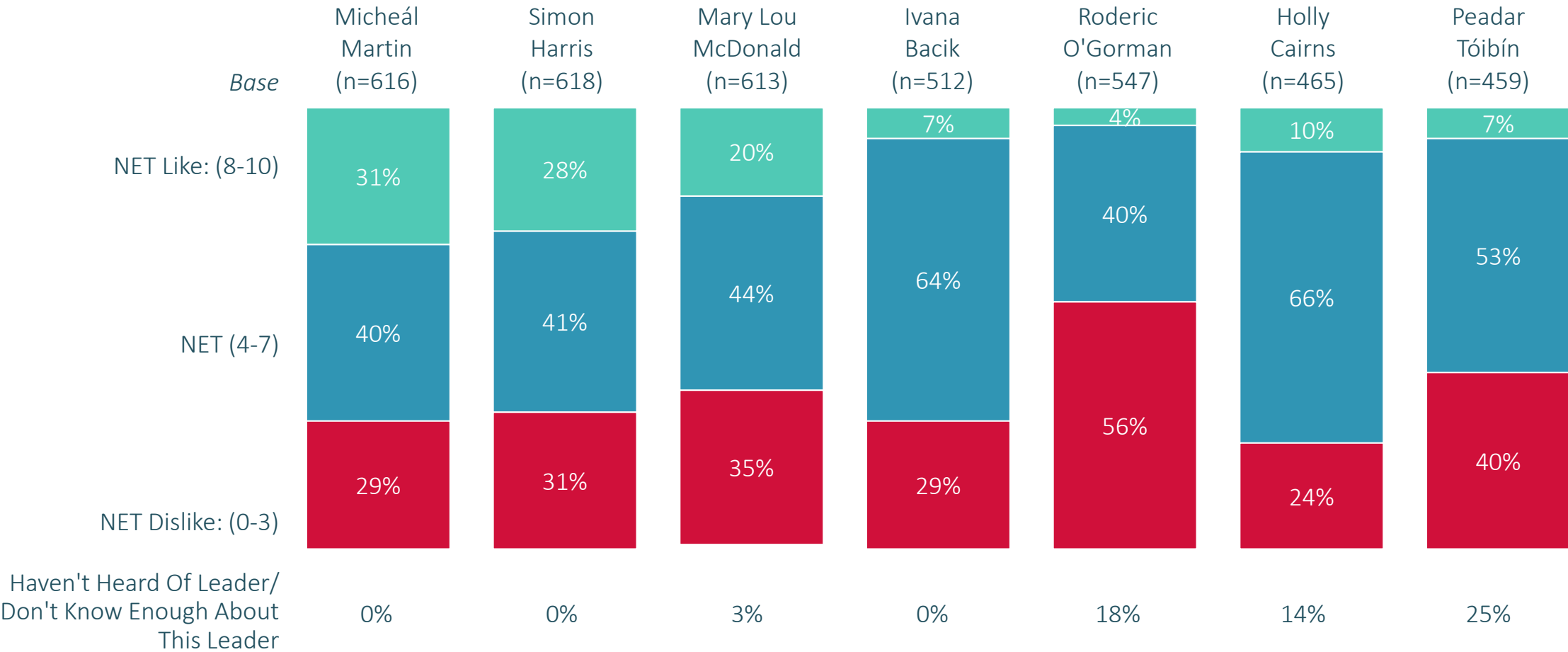
Showing NET 8-10 Likely



Significantly higher/lower
at 95% confidence

P3. We have a number of parties in Ireland each of which would like to get your vote. How probable is it that you will ever vote for the following parties? Please answer on a scale where 0 means "not at all probable" and 10 means "very probable".
Base: All Voters in 2024 election, excluding refused for each party n=approx. 1,100.

Likability of Party Leaders (Among those familiar with each)



P3. And what do you think of the party leaders? After I read the name of a party leader, please rate them on a scale from 0 to 10, where 0 means you strongly dislike that candidate and 10 means that you strongly like that candidate. If I come to a party leader you haven't heard of or you feel you do not know enough about, just say so.

Base: All Voters in 2024 election, excluding refused or unaware of leader

Likability of Party Leaders (Among those familiar with them)



  Sig higher/lower at 95% confidence

		Gender		Age			Social Class		Region	
% NET Like	TOTAL	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Outside Dublin
Micheál Martin	31%	27%	34%	18%	26%	42%	31%	29%	31%	31%
Simon Harris	28%	28%	28%	15%	23%	40%	31%	24%	30%	27%
Mary Lou McDonald	20%	20%	21%	24%	21%	17%	17%	25%	20%	20%
Ivana Bacik	7%	6%	7%	10%	6%	5%	10%	5%	11%	4%
Roderic O'Gorman	4%	2%	5%	2%	3%	5%	4%	4%	7%	2%
Holly Cairns	10%	7%	13%	10%	10%	10%	13%	8%	20%	4%
Peadar Tóibín	7%	7%	6%	9%	6%	7%	5%	8%	4%	8%

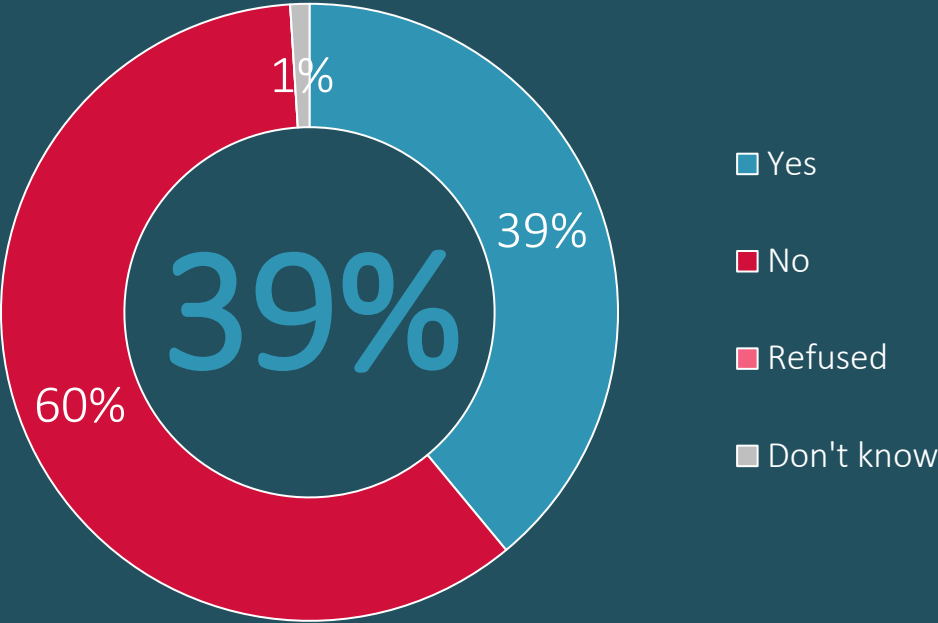
P3. And what do you think of the party leaders? After I read the name of a party leader, please rate them on a scale from 0 to 10, where 0 means you strongly dislike that candidate and 10 means that you strongly like that candidate. If I come to a party leader you haven't heard of or you feel you do not know enough about, just say so.

Base: All Voters in 2024 election, excluding refused or unaware of leader. Base varies by leader.

Closeness to Political Parties



Incidence of feeling close to a party

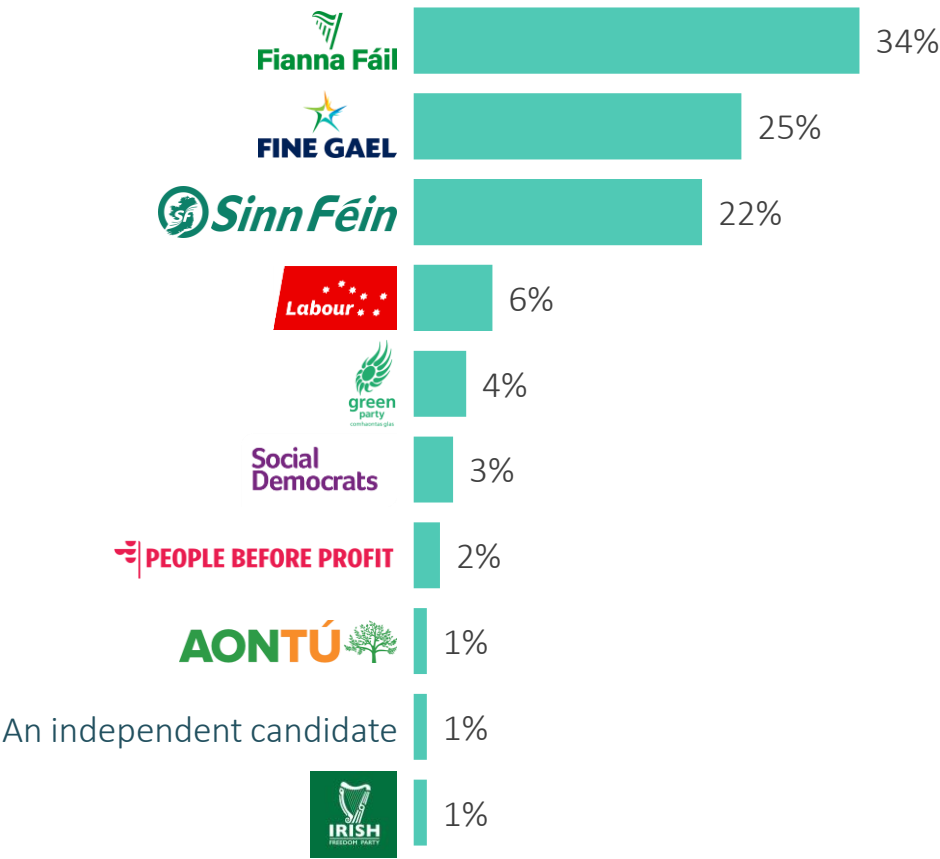


P5a Do you usually think of yourself as close to any particular party?

P5b. Which party do you feel closest to?

Base: All voters in 2024 election, n=1,101

Those who feel close to a party



Base : All Who Feel Close To A Party; n=457

08

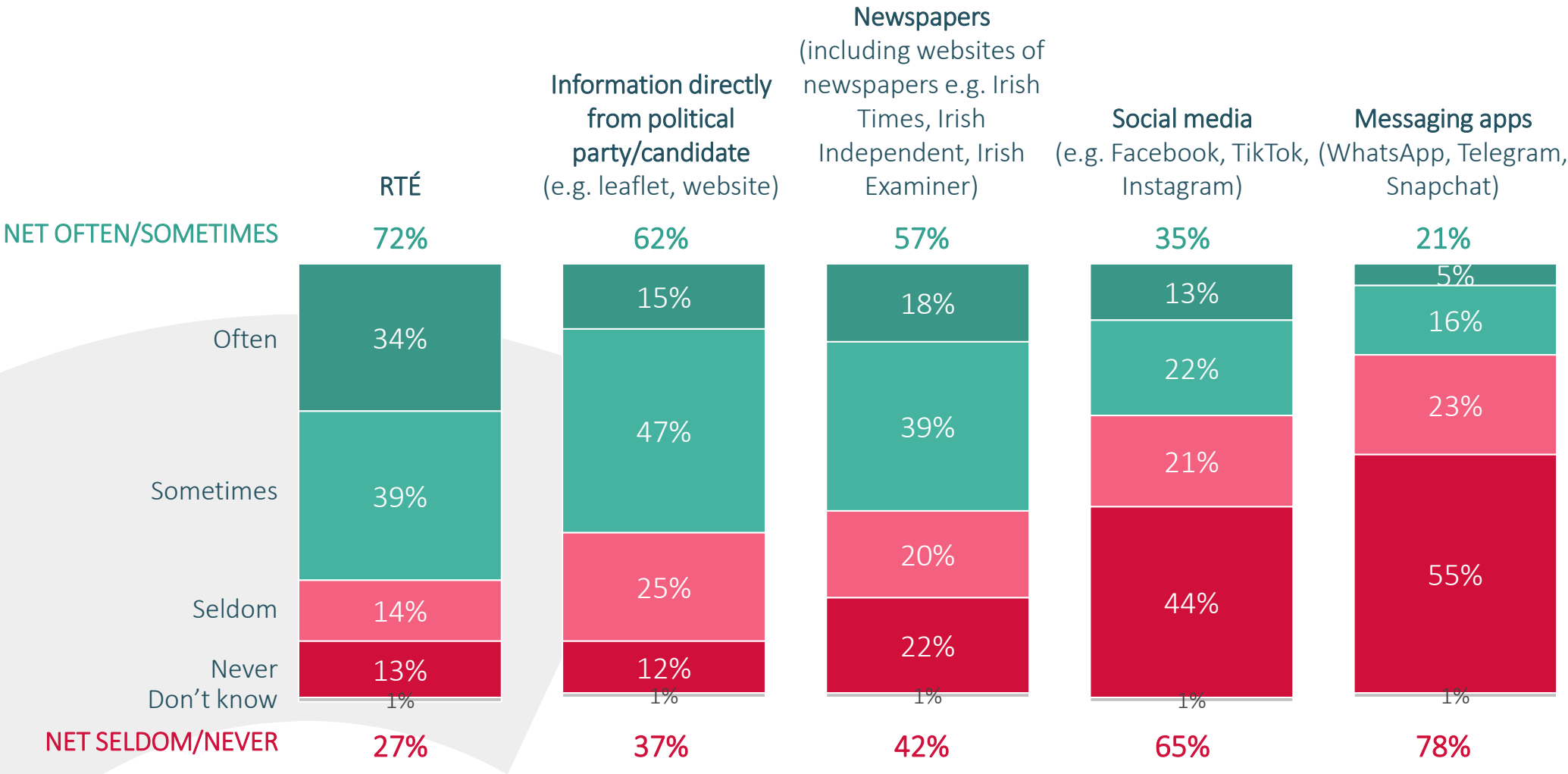
Media Usage & Trust



Frequency of Using Sources of Information to Form Opinion



All who are registered to vote



M1. How often, if at all, do you use the following sources of information to form an opinion before voting? – Summary

Base: All who are registered to vote, n=1,316

Frequency of Using Sources of Information x Demographics

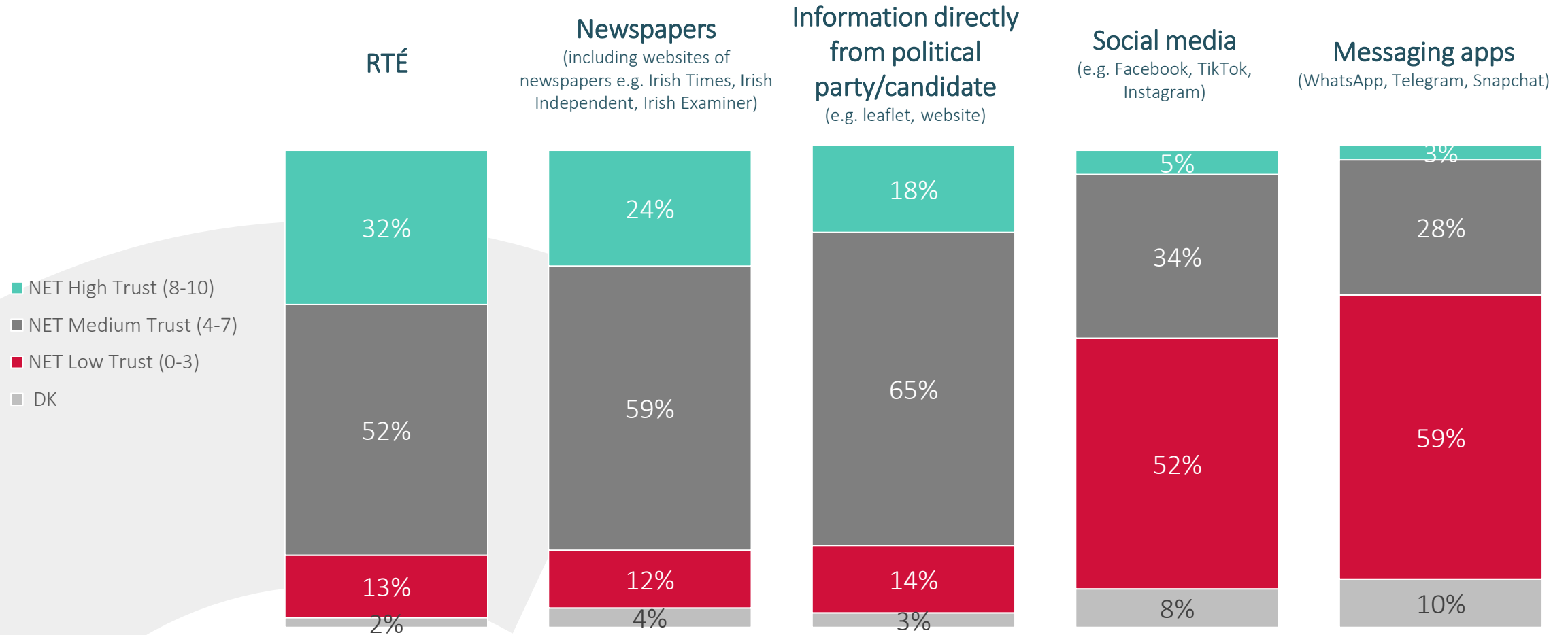
All who are registered to vote

Sig higher/lower at 95% confidence

NET Often/Sometimes		Gender		Age			Social Class		Region	
	TOTAL	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Outside Dublin
Base	(n=1,426)	(n=704)	(n=722)	(n=311)	(n=524)	(n=591)	(n=629)	(n=759)	(n=452)	(n=974)
RTÉ	72%	71%	73%	55%	74%	81%	74%	68%	69%	74%
Information directly from political party/candidate	62%	62%	63%	51%	63%	68%	63%	61%	67%	60%
Newspapers	57%	60%	55%	44%	59%	64%	60%	54%	64%	54%
Social media	35%	31%	38%	54%	38%	19%	36%	34%	37%	34%
Messaging apps	21%	19%	22%	32%	22%	12%	21%	22%	24%	19%

Trust in Information Sources

All who are registered to vote



M2. To what extent, if at all, do you trust the following sources of information to form an opinion before voting? – Summary

Base: All who are registered to vote, n=1316

Trust in Information Sources x Demographics



All who are registered to vote

■ ■ Sig higher/lower at 95% confidence

NET High Trust (8-10)		Gender		Age			Social Class		Region	
	TOTAL	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Outside Dublin
Base	(n=1,426)	(n=704)	(n=722)	(n=311)	(n=524)	(n=591)	(n=629)	(n=759)	(n=452)	(n=974)
RTÉ	32%	32%	33%	21%	31%	41%	35%	31%	30%	33%
Newspapers	24%	25%	23%	18%	24%	29%	29%	19%	28%	23%
Information directly from political party/candidate	18%	17%	19%	15%	16%	23%	21%	16%	17%	19%
Social media	5%	4%	6%	6%	6%	5%	6%	5%	3%	6%
Messaging apps	3%	3%	3%	4%	3%	3%	5%	3%	3%	4%

M2. To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All who are registered to vote, n=1316

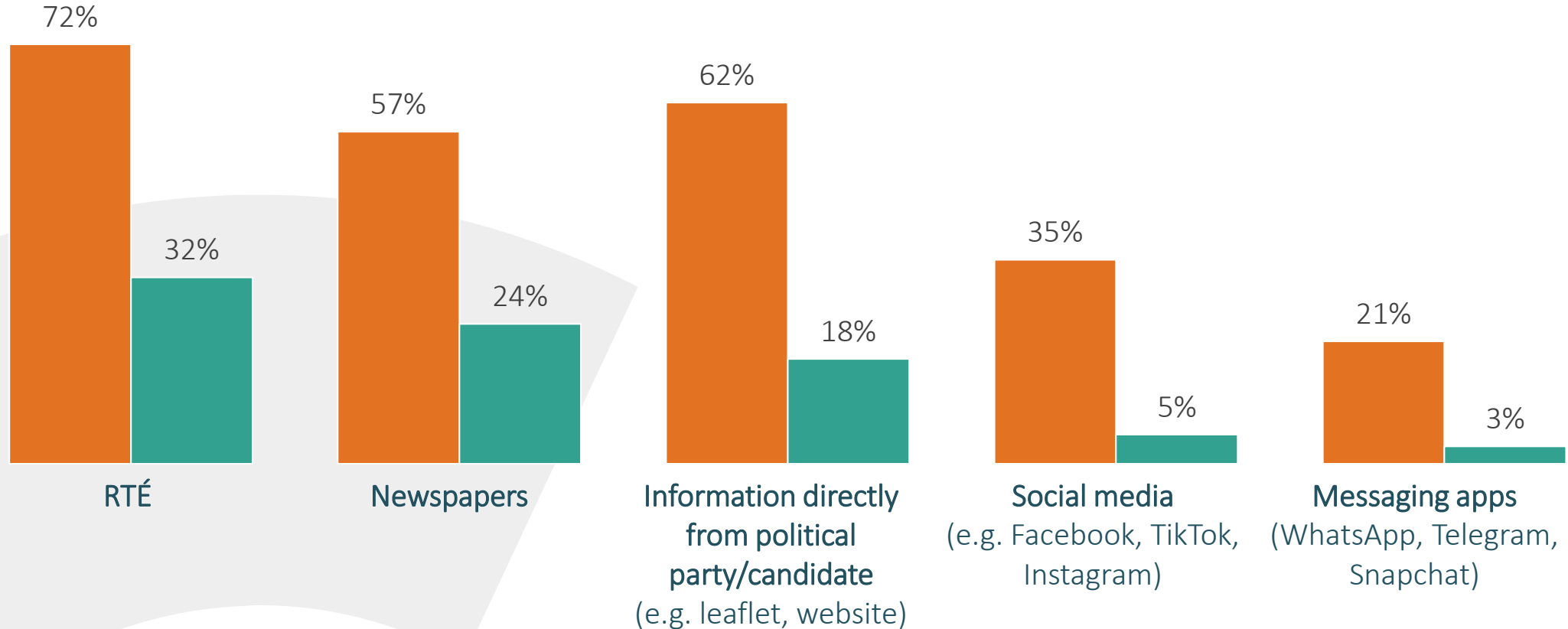
Use of, and Trust in, Information Sources to Form Opinion



All who are registered to vote

Use Often/Sometimes

High Trust (8-10)



M1. How often, if at all, do you use the following sources of information to form an opinion before voting? – Summary

M2. To what extent, if at all, do you trust the following sources of information to form an opinion before voting? - Summary

Base: All who are registered to vote, n=1316

Trust in Information Sources to Form Opinion x Media Usage



All who are registered to vote

  Sig higher/lower at 95% confidence

NET High Trust (8-10)		NET Often/Seldom Usage for Informing Voting					Predominant Usage*	
	TOTAL	Newspapers	RTÉ	Social Media	Messaging Apps	Info directly from candidate	Traditional Media	Online Media
Base	(n=1,316)	(n=758)	(n=963)	(n=426)	(n=250)	(n=801)	(n=454)	(n=50)
RTÉ	32%	38%	42%	30%	29%	36%	42%	7%
Newspapers	24%	33%	29%	25%	23%	28%	33%	10%
Information directly from political party/candidate	18%	20%	21%	21%	20%	24%	18%	7%
Social media	5%	5%	4%	14%	14%	6%	<1%	21%
Messaging apps	3%	3%	3%	8%	11%	4%	1%	19%

NET Low Trust (0-3)		NET Often/Seldom Usage for Informing Voting					Predominant Usage*	
	TOTAL	Newspapers	RTÉ	Social Media	Messaging Apps	Info directly from candidate	Traditional Media	Online Media
Base	(n=1,316)	(n=758)	(n=963)	(n=426)	(n=250)	(n=801)	(n=454)	(n=50)
RTÉ	13%	8%	5%	20%	19%	12%	4%	58%
Newspapers	12%	6%	8%	20%	19%	12%	3%	42%
Information directly from political party/candidate	14%	12%	13%	18%	15%	8%	9%	19%
Social media	52%	58%	56%	24%	31%	55%	75%	23%
Messaging apps	59%	64%	62%	42%	30%	62%	77%	23%

M2. To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All who are registered to vote, n=1316

*Predominant Usage (M1) defined by those who often/sometimes use one medium (traditional/online), but seldom/never use the other (traditional/online)

Attitudes to Politics x Media Usage



All who are registered to vote

  Sig higher/lower at 95% confidence

		NET Often/Seldom Usage for Informing Voting					Predominant Usage*	
TOTAL		Newspapers	RTÉ	Social Media	Messaging Apps	Info directly from candidate	Traditional Media	Online Media
Base (n=1,316)		(n=758)	(n=963)	(n=426)	(n=250)	(n=801)	(n=454)	(n=50)
Government Job Performance								
NET Good	51%	58%	59%	39%	35%	55%	69%	20%
Attitudes to Politics (NET: Agree)								
The level of aggression towards politicians is unacceptable in these times	79%	85%	85%	72%	73%	80%	90%	61%
The TDs in my area are generally competent and hard working	70%	77%	77%	71%	65%	77%	80%	53%
I find the things that happen directly in my local area more interesting than news about national and international developments	42%	43%	43%	48%	48%	46%	41%	53%
Following politicians and recording videos of them to post on social media is acceptable	19%	16%	15%	32%	29%	18%	12%	52%
Protesting outside of politicians' houses is sometimes acceptable	14%	10%	10%	19%	19%	14%	7%	31%

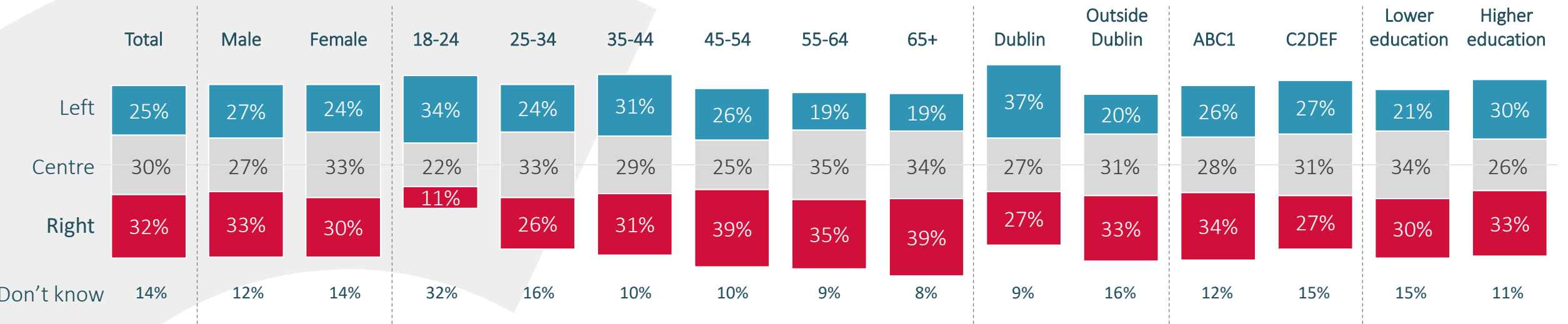
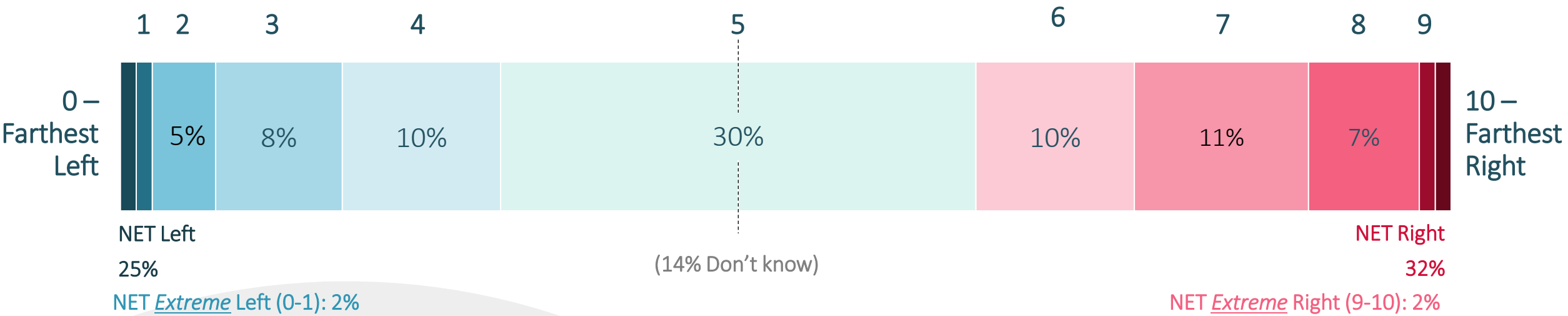
M2. To what extent, if at all, do you trust the following sources of information to form an opinion before voting?
Base: All who are registered to vote; n=1,316
*Predominant Usage (M1) defined by those who often/sometimes use one medium (traditional/online), but seldom/never use the other (traditional/online)

09

Left-Right Identification



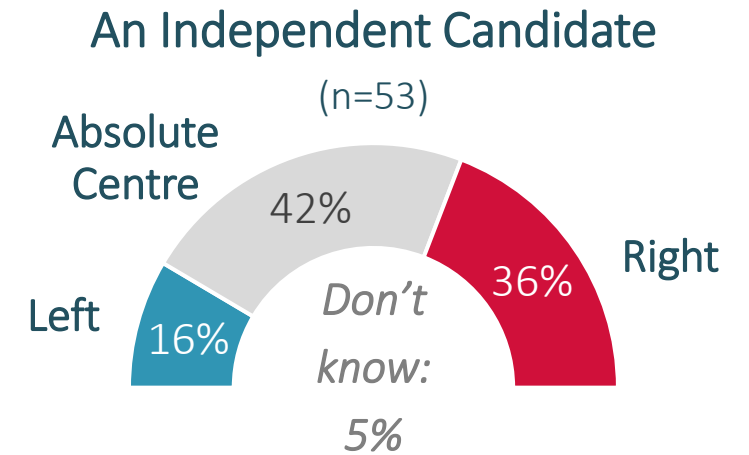
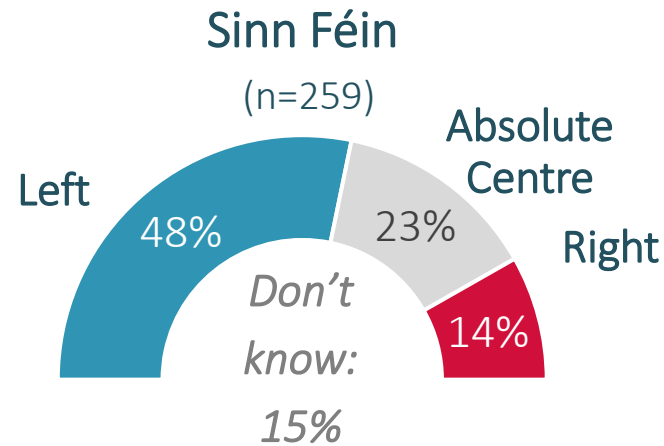
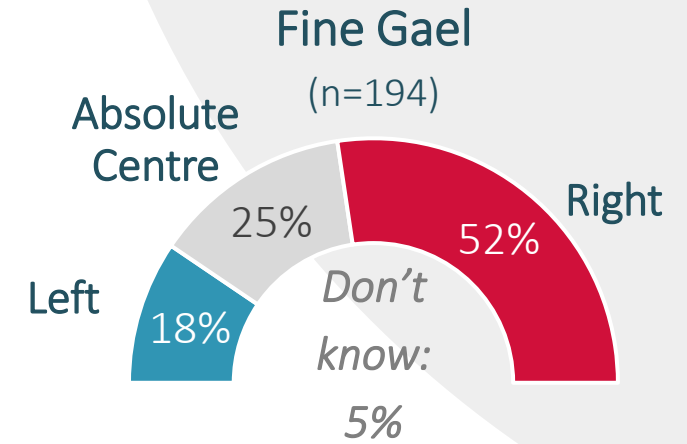
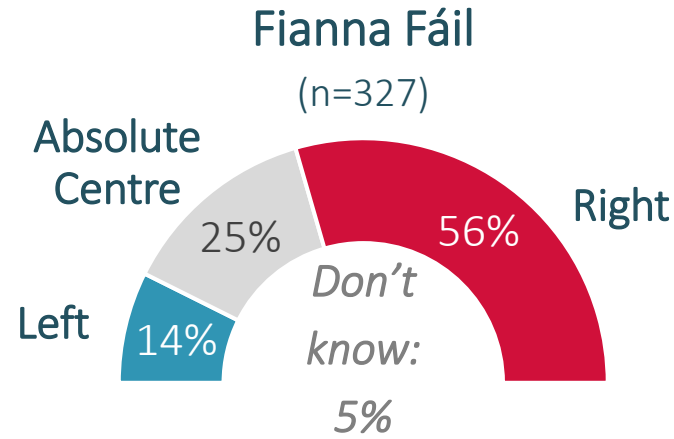
Left-Right Ideological Scale in Ireland



E5. In politics, people sometimes talk about the 'left' and the 'right'. Where would you place your own views using a 0 to 10 scale where 0 means the furthest left, and 10 means the furthest right?
Base: All Irish Adults 18+; n=1,426

Profile of Voters x by 1st preference Vote (GE 2024)

Self left-right identification X 1st Preference Vote

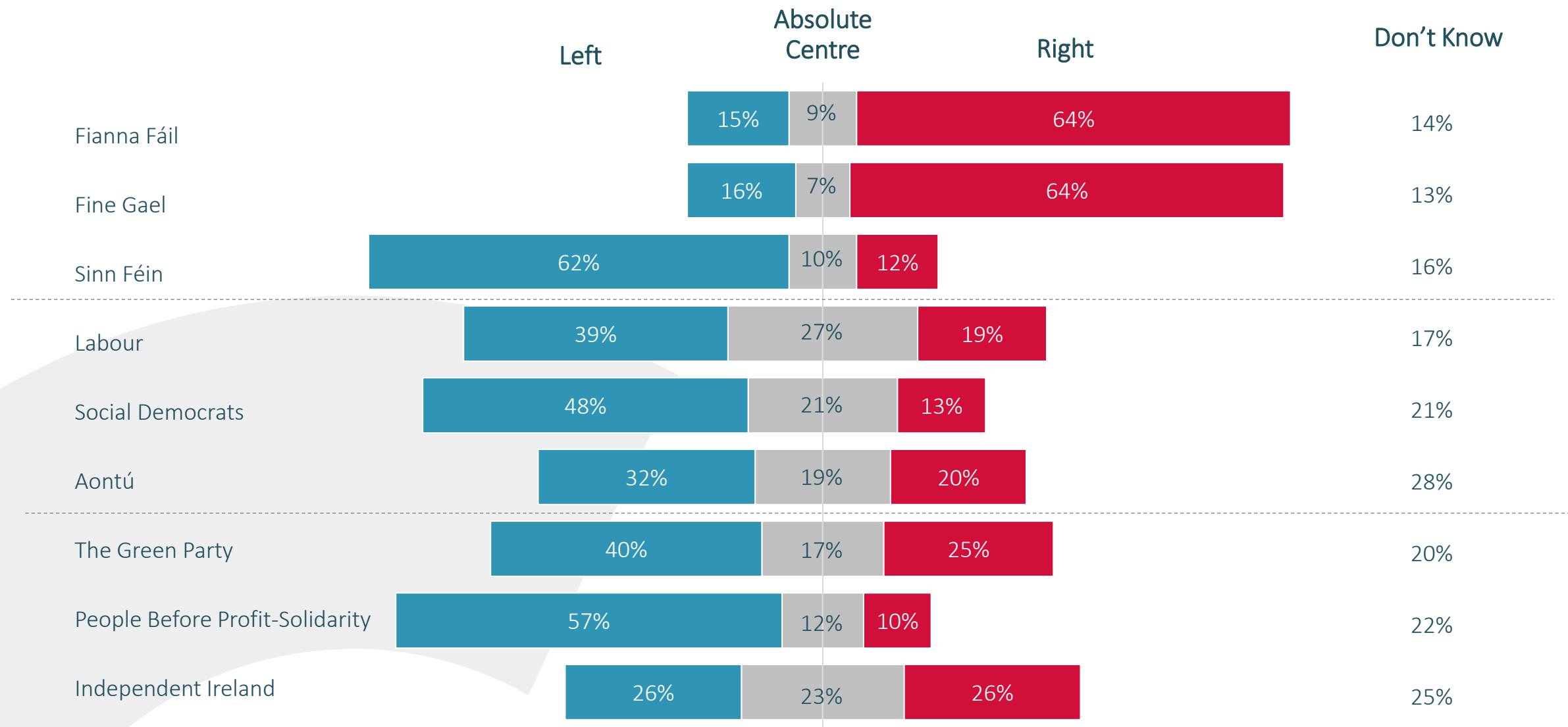


E5. In politics, people sometimes talk about the 'left' and the 'right'. Where would you place your own views using a 0 to 10 scale where 0 means the furthest left, and 10 means the furthest right?

Base: All Irish Adults 18+; n=1,426

Left: 0-4, Absolute Center 5, Right 6-10

Perceived left-right placement of political parties



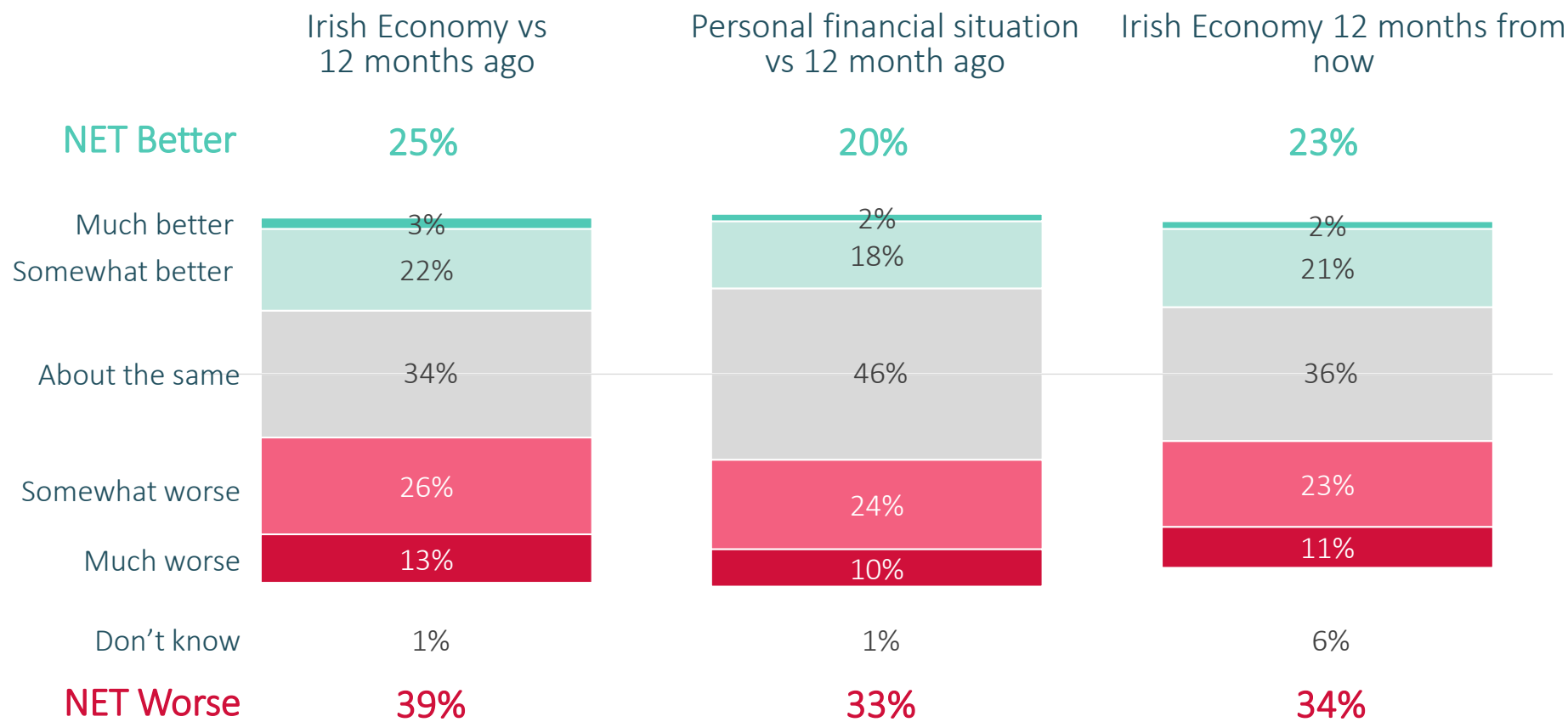
E4. In politics people sometimes talk of left and right. Where would you place [PARTY A] on a scale from 0 to 10 where 0 means the left and 10 means the right?
Base: All Irish Adults 18+; n=1,426

10

Perceptions on Economy and Own Finances



Perceptions of the National Economy & Own Personal Situation



E7. Would you say that over the past twelve months, the state of the economy in Ireland has gotten much better, gotten somewhat better, stayed about the same, gotten somewhat worse, or gotten much worse?
E8. And if you compare your economic situation with what it was 12 months ago, has it improved, stayed the same or has it gotten worse?
E8ii And over the next twelve months, how do you think the general economic situation in Ireland will be? Do you think it will get much better, get somewhat better, stay the same, get somewhat worse, get a lot worse?

(All Irish Adults 18+, n=1,426)

Perceptions on Economy & Personal Financial Outlook I



Sig higher/lower at 95% confidence

		Gender		Age			Region		Social Class		Home Ownership	
	Total	Male	Female	18-34	35-54	55+	Dublin	Outside Dublin	ABC1	C2DE	Home Owner	NET Renter
Base	(n=1,426)	(n=704)	(n=722)	(n=311)	(n=524)	(n=591)	(n=452)	(n=974)	(n=629)	(n=759)	(n=983)	(n=294)
State of the Economy vs 12 months ago												
NET Better	25%	28%	22%	14%	22%	36%	23%	25%	27%	21%	30%	16%
NET Worse	39%	35%	43%	45%	43%	30%	41%	38%	34%	46%	35%	49%
Personal Economic Situation vs 12 months ago												
NET Better	20%	21%	19%	15%	18%	25%	20%	19%	23%	15%	23%	13%
NET Worse	33%	31%	36%	38%	38%	24%	34%	33%	25%	43%	30%	42%
State of Economy vs 12 months from now												
NET Better	23%	22%	23%	20%	20%	28%	21%	24%	24%	20%	24%	20%
NET Worse	34%	35%	33%	36%	38%	29%	36%	34%	29%	41%	33%	38%

E7. Would you say that over the past twelve months, the state of the economy in Ireland has gotten much better, gotten somewhat better, stayed about the same, gotten somewhat worse, or gotten much worse?

E8. And if you compare your economic situation with what it was 12 months ago, has it improved, stayed the same or has it gotten worse?

E8ii And over the next twelve months, how do you think the general economic situation in Ireland will be? Do you think it will get much better, get somewhat better, stay the same, get somewhat worse, get a lot worse?

Perceptions on Economy & Personal Financial Outlook II



  Sig higher/lower at 95% confidence

Voter Status					1 st Preference				
	Total	Voter 2024	Registered Non-voter 2024	Eligible Non Registered	Fianna Fail	Fine Gael	Sinn Féin	NET IND/IND Ireland	NET Centre Left leaning
Base	(n=1,426)	(n=1,101)	(n=214)	(n=110)	(n=327)	(n=194)	(n=259)	(n=92)	(n=130)
State of the Economy vs 12 months ago									
NET Better	25%	27%	14%	24%	33%	44%	8%	29%	27%
NET Worse	39%	38%	48%	34%	25%	22%	63%	39%	33%
Personal Economic Situation vs 12 month ago									
NET Better	20%	21%	11%	22%	22%	34%	9%	20%	19%
NET Worse	33%	32%	41%	32%	23%	18%	53%	37%	24%
State of Economy vs 12 month from now									
NET Better	23%	22%	20%	39%	34%	34%	8%	10%	21%
NET Worse	34%	35%	40%	18%	22%	23%	49%	46%	33%

E7. Would you say that over the past twelve months, the state of the economy in Ireland has gotten much better, gotten somewhat better, stayed about the same, gotten somewhat worse, or gotten much worse?

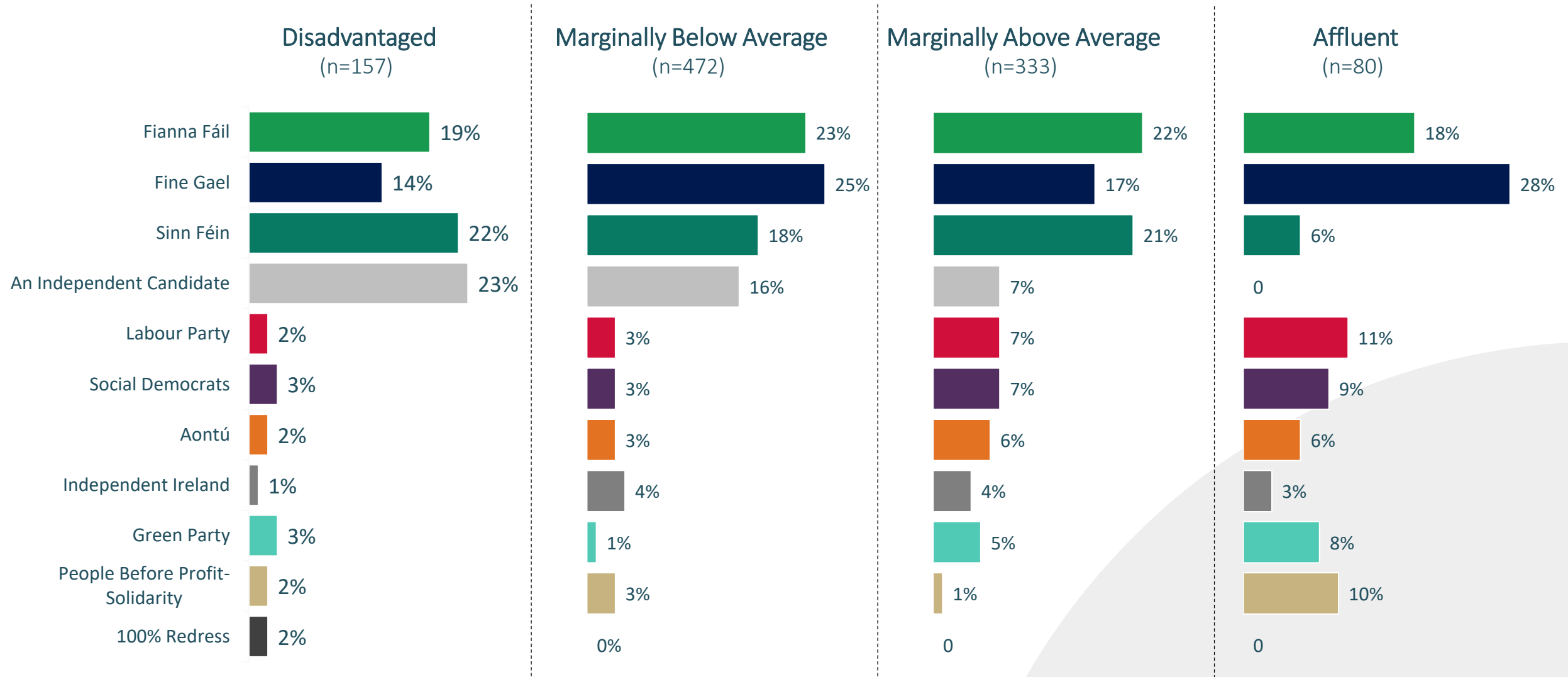
E8. And if you compare your economic situation with what it was 12 months ago, has it improved, stayed the same or has it gotten worse?

E8ii And over the next twelve months, how do you think the general economic situation in Ireland will be? Do you think it will get much better, get somewhat better, stay the same, get somewhat worse, get a lot worse?

‘Centre left leaning’ consists of Labour, Social democrats and Green Party voters as base is too low to show individually.

Base: All Irish Adults 18+

Party Share x POBAL Deprivation Area



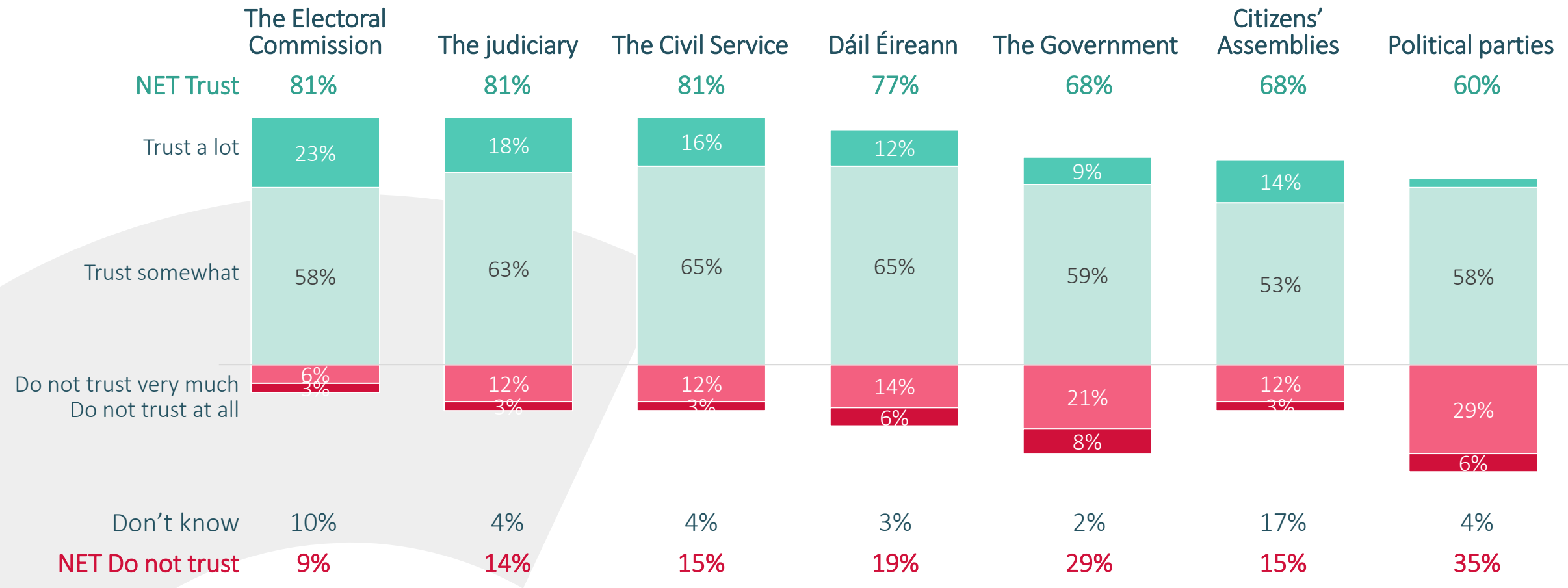
(Base: All voters 2024, excluding Can't remember/Prefer not to say)

11

Voter Attitudes, Values & Beliefs



Trust in Organisations - Summary



E3. We would now like to ask you a question about how much trust you have in certain institutions and groups. For each of the following institutions, please tell me if you trust it a lot, trust it somewhat, do not trust it very much, or do not trust it at all?

Base: All Adults 18+, n=1,426

NET: Trust in Organisations x Demographics



		Gender		Age			Social Class		Region	
	TOTAL	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Outside Dublin
Base	(n=1,426)	(n=704)	(n=722)	(n=311)	(n=524)	(n=591)	(n=629)	(n=759)	(n=452)	(n=974)
The Electoral Commission	81%	82%	80%	78%	81%	82%	86%	76%	87%	78%
The judiciary	81%	81%	81%	77%	80%	86%	84%	78%	86%	79%
The civil service	81%	79%	83%	81%	79%	84%	83%	79%	83%	80%
Dáil Éireann	77%	76%	78%	67%	77%	85%	78%	73%	78%	77%
The government	68%	69%	67%	59%	68%	76%	72%	61%	69%	68%
Citizens' Assemblies	68%	67%	68%	65%	70%	68%	70%	66%	76%	64%
Political parties	60%	61%	59%	53%	59%	68%	60%	59%	67%	57%

E3. We would now like to ask you a question about how much trust you have in certain institutions and groups. For each of the following institutions, please tell me if you trust it a lot, trust it somewhat, do not trust it very much, or do not trust it at all?

Net: Trust consists of 'Trust a lot' and 'Trust somewhat'

Base: All Adults 18+, n=1,426

Trust in Organisations x 1st Preference Vote



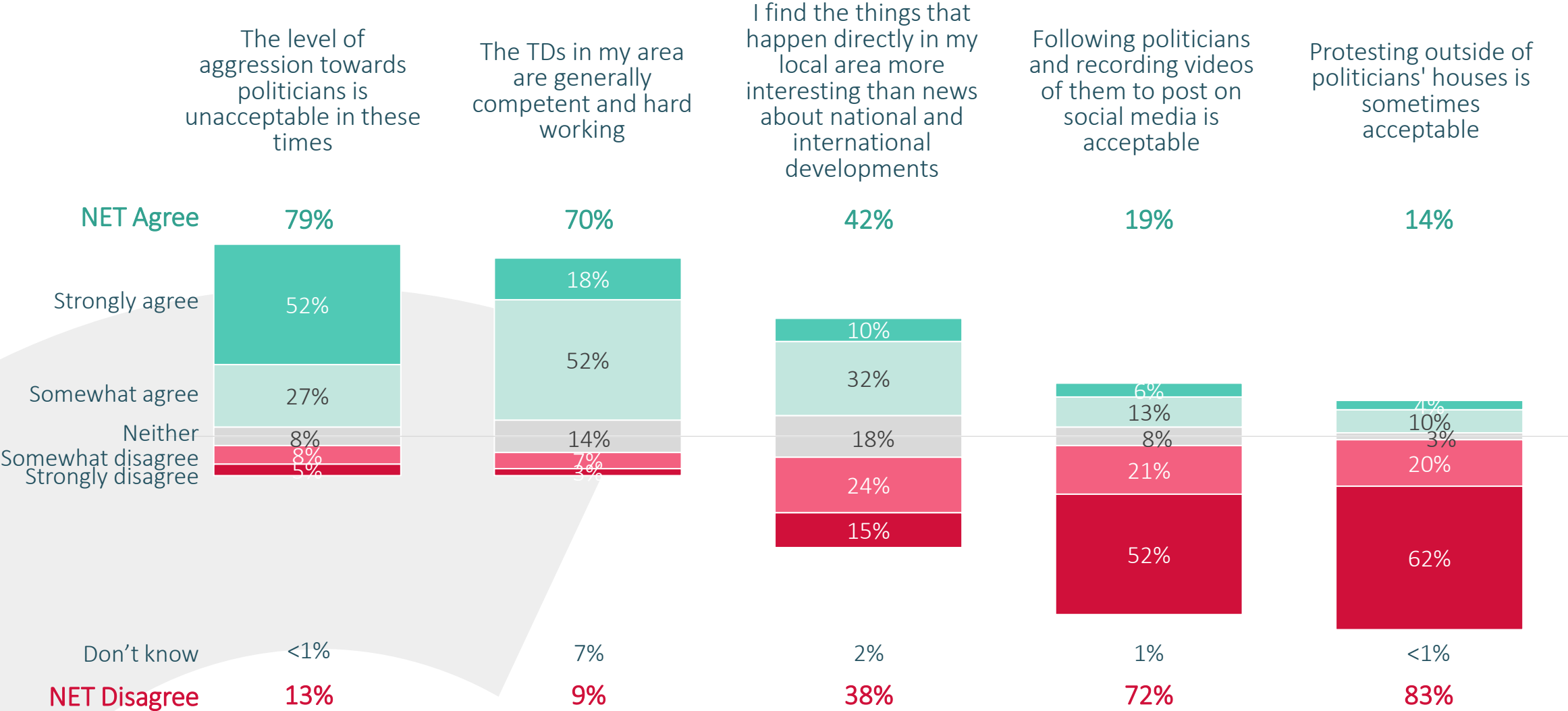
  Sig higher/lower at 95% confidence

		1 st Preference Vote					
	TOTAL	Fianna Fáil	Fine Gael	Sinn Féin	An Independent Candidate	Labour	Social Democrats
Base	(n=1,426)	(n=327)	(n=194)	(n=259)	(n=53)	(n=50)	(n=57)
The Electoral Commission	81%	86%	90%	74%	84%	84%	79%
The judiciary	81%	89%	90%	76%	79%	72%	83%
The civil service	81%	92%	91%	73%	73%	93%	80%
Dáil Éireann	77%	91%	92%	66%	77%	79%	80%
The government	68%	89%	91%	45%	68%	65%	70%
Citizens' Assemblies	68%	76%	75%	63%	55%	68%	77%
Political parties	60%	82%	76%	51%	50%	50%	58%

E3. We would now like to ask you a question about how much trust you have in certain institutions and groups. For each of the following institutions, please tell me if you trust it a lot, trust it somewhat, do not trust it very much, or do not trust it at all?

Base: All Adults 18+, n=1,426

Attitudes Towards Politicians - Summary



E6. Please tell us how much you agree or disagree with the following statements.
Base: All Adults 18+, n=1,426

Attitudes Towards Politicians x Demographics



		Gender		Age			Social Class		Region	
	TOTAL	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Outside Dublin
Base	(n=1,426)	(n=704)	(n=722)	(n=311)	(n=524)	(n=591)	(n=629)	(n=759)	(n=452)	(n=974)
The level of aggression towards politicians is unacceptable in these times	79%	79%	79%	69%	77%	89%	80%	76%	78%	80%
The TDs in my area are generally competent and hard working	70%	69%	72%	59%	69%	80%	70%	68%	66%	72%
I find the things that happen directly in my local area more interesting than news about national and international developments	42%	41%	43%	38%	44%	43%	39%	45%	36%	44%
Following politicians and recording videos of them to post on social media is acceptable	19%	21%	18%	28%	18%	13%	19%	21%	23%	17%
Protesting outside of politicians' houses is sometimes acceptable	14%	14%	13%	23%	13%	7%	13%	15%	19%	12%

E6. Please tell us how much you agree or disagree with the following statements.

Base: All Adults 18+, n=1,426

Views on Politicians x 1st Preference Vote

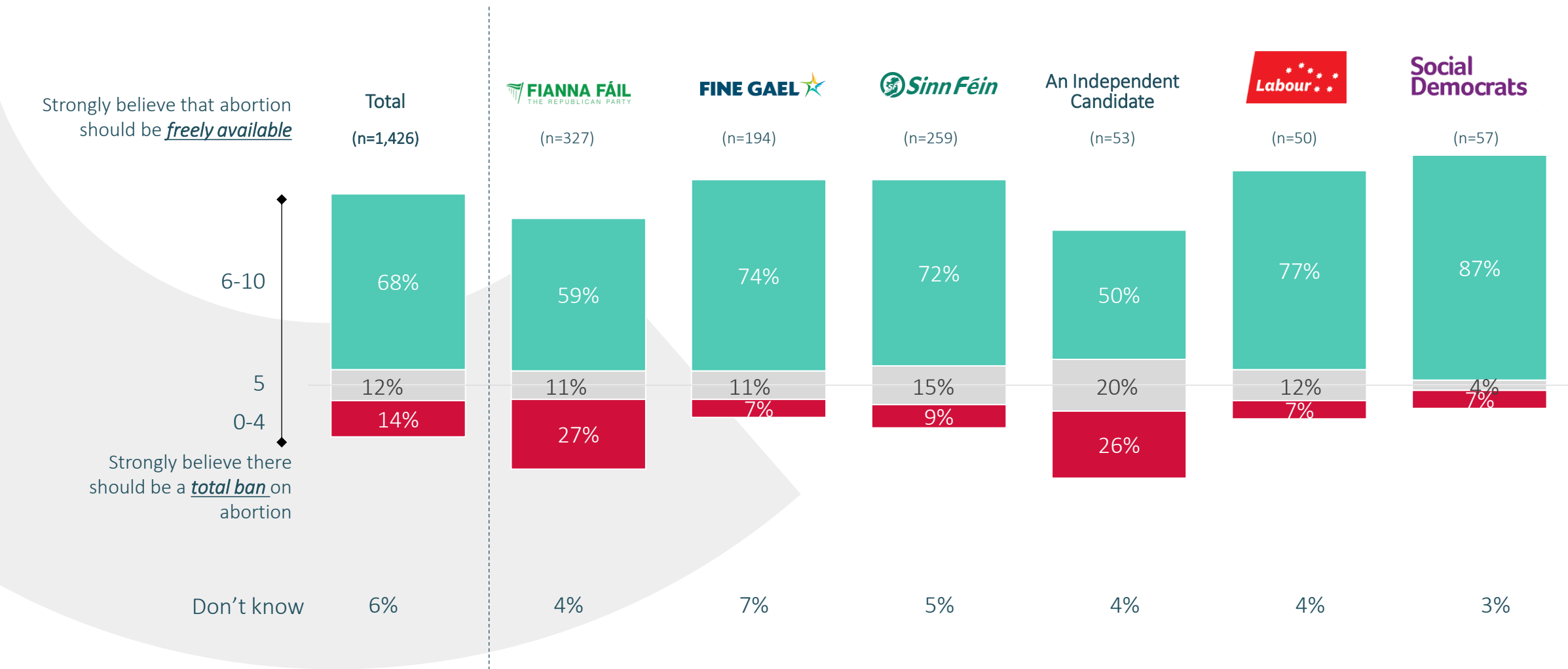


	TOTAL (n=1,426)	Party					
		Fianna Fáil (n=327)	Fine Gael (n=194)	Sinn Féin (n=259)	An Independent Candidate (n=53)	Labour (n=50)	Social Democrats (n=57)
The level of aggression towards politicians is unacceptable in these times	79%	86%	91%	73%	83%	75%	81%
The TDs in my area are generally competent and hard working	70%	85%	88%	66%	86%	81%	69%
I find the things that happen directly in my local area more interesting than news about national and international developments	42%	42%	36%	53%	41%	46%	25%
Following politicians and recording videos of them to post on social media is acceptable	19%	11%	7%	28%	16%	36%	24%
Protesting outside of politicians' houses is sometimes acceptable	14%	6%	7%	20%	16%	20%	11%

E6. Please tell us how much you agree or disagree with the following statements.

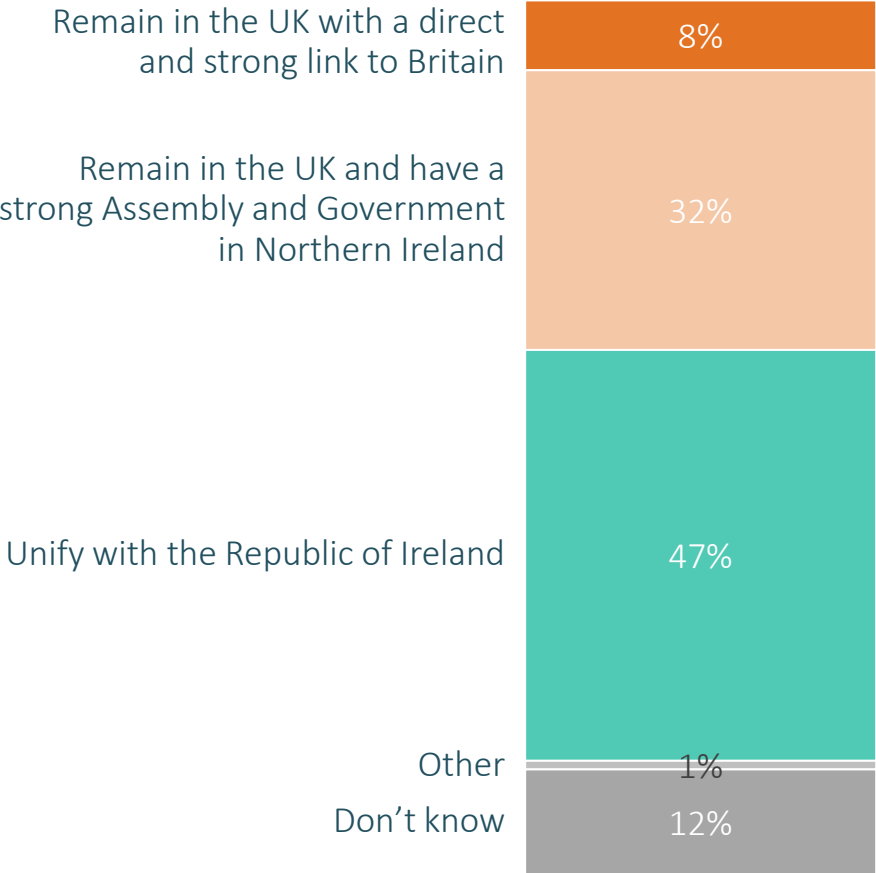
Base: All Adults 18+, n=1,426

Attitudes Towards Abortion x 1st Preference Vote



E9. On a scale of 0 to 10 where 0 means you strongly believe there should be a total ban on abortion, and 10 means that you strongly believe that abortion should be freely available in Ireland to any woman who wants to have one, where would you place your view??
Not showing parties with base size <n-50

Views on Northern Ireland - Summary



NET Northern Ireland to remain in the UK 40%

Northern Ireland to unify with ROI 47%

E10. In terms of the long-term future of Northern Ireland, which would you prefer?
Base: All Adults 18+, n=1,426



Views on Northern Ireland x Demographics



		Gender		Age			Social Class		Region	
	TOTAL (n=1,426)	Male (n=704)	Female (n=722)	18-34 (n=311)	35-54 (n=524)	55+ (n=591)	ABC1 (n=629)	C2DE (n=759)	Dublin (n=452)	Outside Dublin (n=974)
Base										
Remain in the UK with a direct and strong link to Britain	8%	7%	9%	10%	8%	8%	8%	10%	13%	7%
Remain in the UK and have a strong Assembly and Government in Northern Ireland	32%	31%	32%	26%	33%	35%	35%	27%	30%	32%
Unify with the Republic of Ireland	47%	51%	42%	50%	44%	48%	46%	48%	43%	48%
Other	1%	1%	1%	1%	2%	1%	1%	2%	4%	0%
Don't know	12%	8%	15%	14%	13%	9%	10%	14%	10%	12%
NET Remain in the UK	40%	39%	41%	35%	41%	42%	43%	36%	43%	39%

E10. In terms of the long-term future of Northern Ireland, which would you prefer?

Base: All Adults 18+, n=1,426

Views on Northern Ireland x 1st Preference Vote



		1 st Preference Vote					
	TOTAL (n=1,426)	Fianna Fáil (n=327)	Fine Gael (n=194)	Sinn Féin (n=259)	An Independent Candidate (n=53)	Labour (n=50)	Social Democrats (n=57)
Remain in the UK with a direct and strong link to Britain	8%	11%	12%	3%	5%	15%	6%
Remain in the UK and have a strong Assembly and Government in Northern Ireland	32%	35%	46%	17%	43%	38%	27%
Unify with the Republic of Ireland	47%	47%	34%	72%	42%	36%	37%
Other	1%	0	1%	0	0	7%	6%
Don't know	12%	8%	7%	7%	10%	4%	24%
NET Remain in the UK	40%	45%	58%	20%	48%	53%	33%

E10. In terms of the long-term future of Northern Ireland, which would you prefer?

Base: All Adults 18+, n=1,426

12

Conspiracy Theories & Populist Political Beliefs

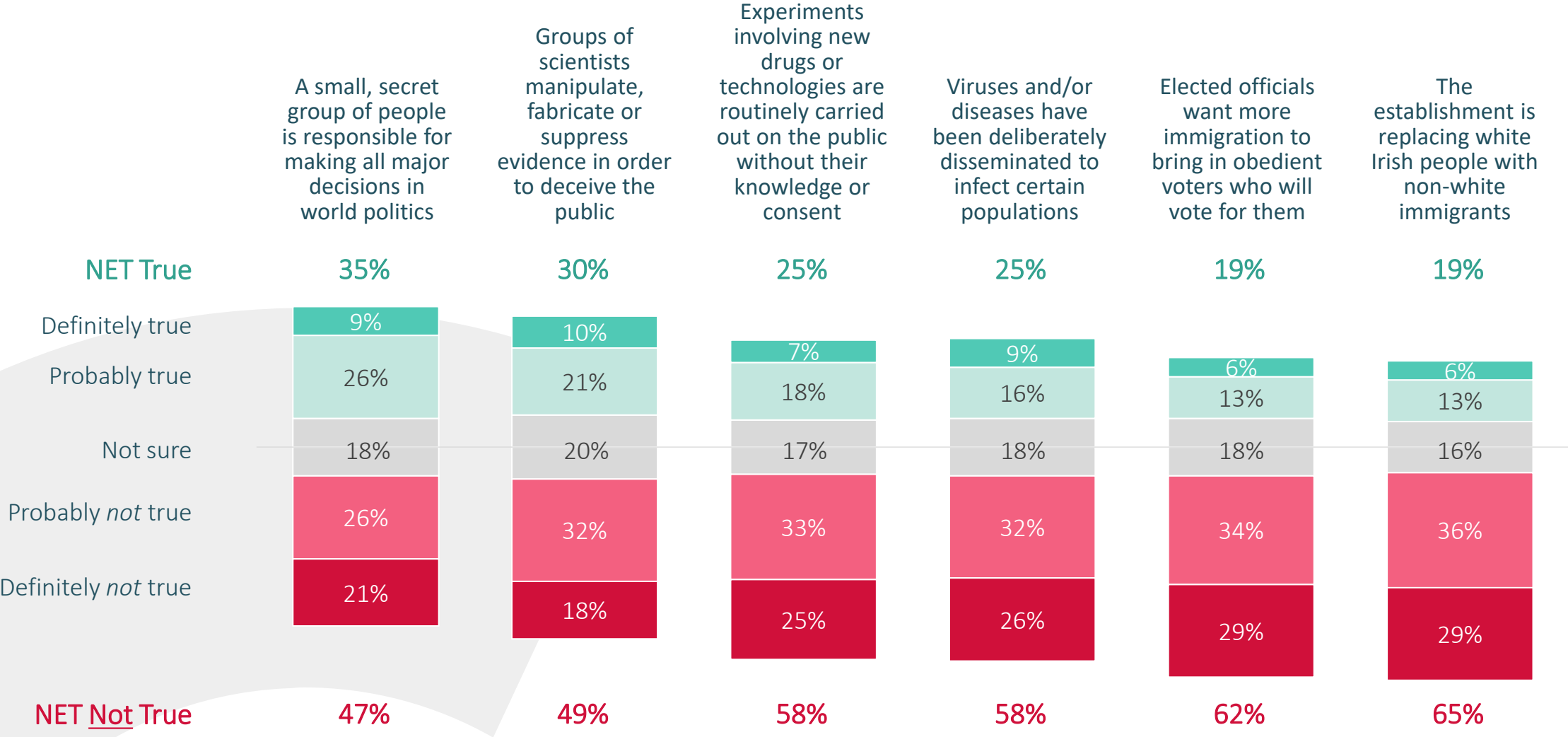


Note on definition of 'Conspiracy Theory' used for research.

Stockemer and Bordeleau (2025) argue that “any conspiracy theory incorporates three essential elements: an explanation of a specific event, the involvement of a powerful group, and an element of secrecy .

“A conspiracy is a “secret plot by two or more powerful actors” (Keeley 2019; Pigden2019), which refers to “a real, actual event,” while conspiracy theories “refer to an accusatory perception which may or may not be true” (Uscinski 2018: 235).

Conspiracy Theory Battery - Summary



E13. Please indicate the degree to which you believe each statement is likely to be true using the following scale.

Base: All Adults 18+, n=1,426

Conspiracy Theory x Media Usage

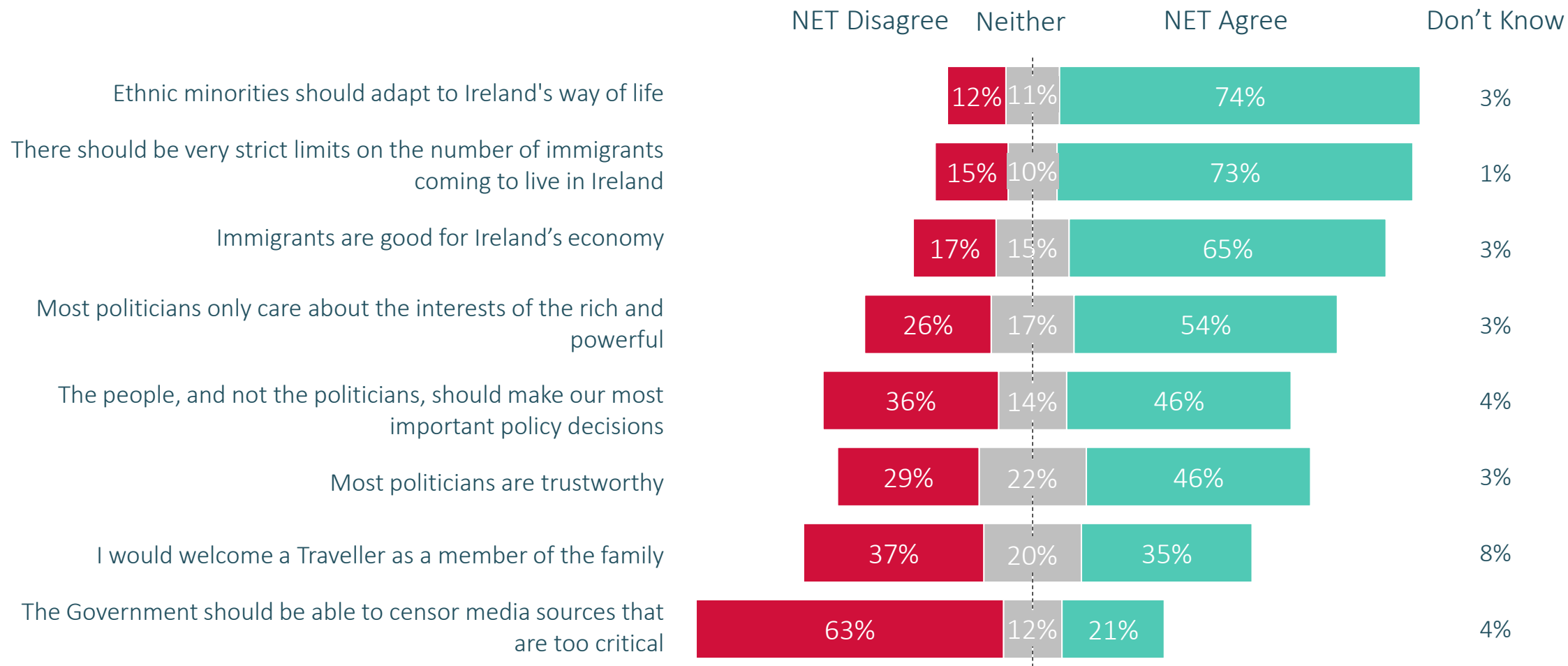


  Sig higher/lower at 95% confidence

NET Probably True		NET Often/Seldom Usage for Informing Voting					Predominant Usage*	
	TOTAL	Newspapers	RTÉ	Social Media	Messaging Apps	Info directly from candidate	Traditional Media	Online Media
Base	(n=1,426)	(n=758)	(n=963)	(n=426)	(n=250)	(n=801)	(n=454)	(n=50)
A small, secret group of people is responsible for making all major decisions in world politics	35%	27%	28%	39%	38%	30%	23%	58%
Groups of scientists manipulate, fabricate or suppress evidence in order to deceive the public	30%	20%	24%	36%	35%	26%	16%	51%
Experiments involving new drugs or technologies are routinely carried out on the public without their knowledge or consent	25%	18%	20%	30%	31%	22%	14%	31%
Viruses and/or diseases have been deliberately disseminated to infect certain populations	25%	16%	19%	28%	30%	20%	12%	38%
Elected officials want more immigration to bring in obedient voters who will vote for them	19%	11%	12%	25%	20%	16%	8%	37%
The establishment is replacing white Irish people with non-white immigrants	19%	11%	13%	23%	23%	16%	10%	39%

E13. Please indicate the degree to which you believe each statement is likely to be true using the following scale.
Base: All Adults 18+, n=1,426
*Predominant Usage (M1) defined by those who often/sometimes use one medium (traditional/online), but seldom/never use the other (traditional/online)

Political Attitudes – Summary



E14. To which extent you agree or disagree with each? – Summary

Base: All Adults 18+, n=1,426

Political Attitudes x Demographics



Sig higher/lower at 95% confidence

NET Agree		Gender		Age			Social Class		Region	
	TOTAL (n=1,426)	Male (n=704)	Female (n=722)	18-34 (n=311)	35-54 (n=524)	55+ (n=591)	ABC1 (n=629)	C2DE (n=759)	Dublin (n=452)	Outside Dublin (n=974)
Ethnic minorities should adapt to Ireland's way of life	74%	75%	72%	68%	74%	78%	68%	78%	55%	81%
There should be very strict limits on the number of immigrants coming to live in Ireland	73%	73%	73%	70%	73%	76%	68%	77%	62%	78%
Immigrants are good for Ireland's economy	65%	65%	65%	57%	67%	69%	74%	57%	71%	63%
Most politicians only care about the interests of the rich and powerful	54%	54%	53%	57%	57%	48%	52%	59%	57%	53%
The people, and not the politicians, should make our most important policy decisions	46%	46%	46%	56%	47%	37%	48%	47%	44%	47%
Most politicians are trustworthy	46%	46%	46%	39%	42%	56%	47%	43%	39%	48%
I would welcome a Traveller as a member of the family	35%	34%	36%	41%	37%	28%	41%	32%	40%	33%
The Government should be able to censor media sources that are too critical	21%	19%	23%	23%	15%	25%	21%	19%	17%	22%

Political Attitudes x Media Usage



  Sig higher/lower at 95% confidence

NET Agree		NET Often/Seldom Usage for Informing Voting					Predominant Usage*	
	TOTAL	Newspapers	RTÉ	Social Media	Messaging Apps	Info directly from candidate	Traditional Media	Online Media
Base	(n=1,426)	(n=758)	(n=963)	(n=426)	(n=250)	(n=801)	(n=454)	(n=50)
Ethnic minorities should adapt to Ireland's way of life	74%	73%	74%	68%	69%	74%	77%	70%
There should be very strict limits on the number of immigrants coming to live in Ireland	73%	71%	71%	74%	73%	74%	71%	84%
Immigrants are good for Ireland's economy	65%	73%	71%	60%	56%	68%	73%	25%
Most politicians only care about the interests of the rich and powerful	54%	51%	49%	59%	66%	54%	44%	81%
The people, and not the politicians, should make our most important policy decisions	46%	40%	43%	56%	56%	43%	32%	52%
Most politicians are trustworthy	46%	54%	53%	42%	41%	49%	58%	15%
I would welcome a Traveller as a member of the family	35%	29%	32%	40%	38%	34%	24%	47%
The Government should be able to censor media sources that are too critical	21%	20%	21%	18%	22%	19%	21%	15%

E14. To which extent you agree or disagree with each? – Summary

Base: All Adults 18+, n=1,426

*Predominant Usage (M1) defined by those who often/sometimes use one medium (traditional/online), but seldom/never use the other (traditional/online)

13

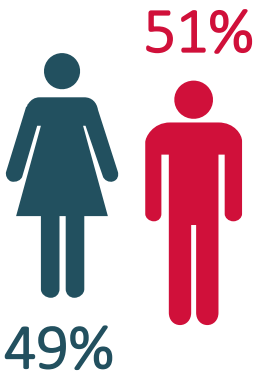
Analysis of Sample



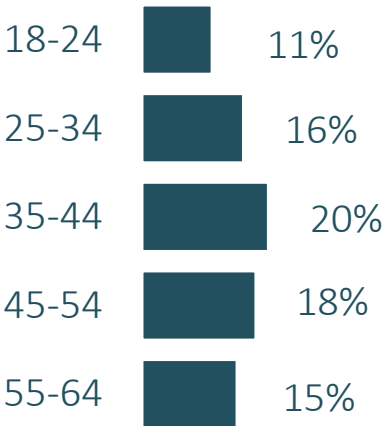
Demographics - Personal Characteristics I



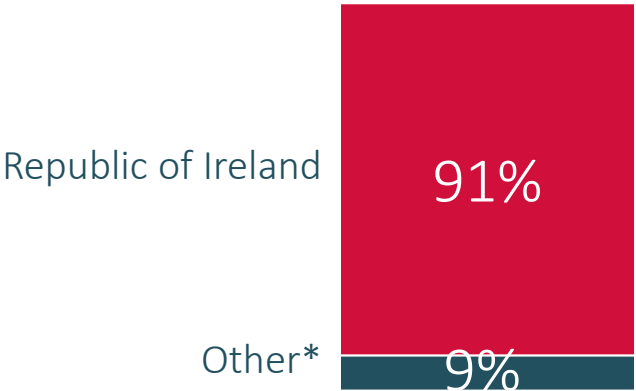
Gender



Age

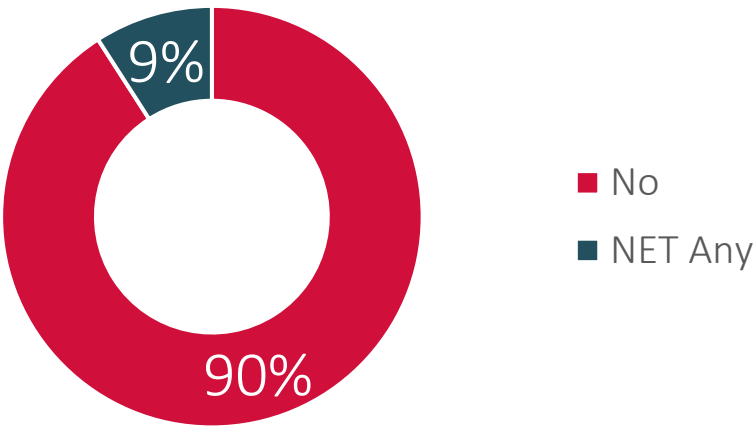


Country of Birth



*Northern Ireland – 1%
Great Britain – 3%
Outside of UK/Ireland – 5%

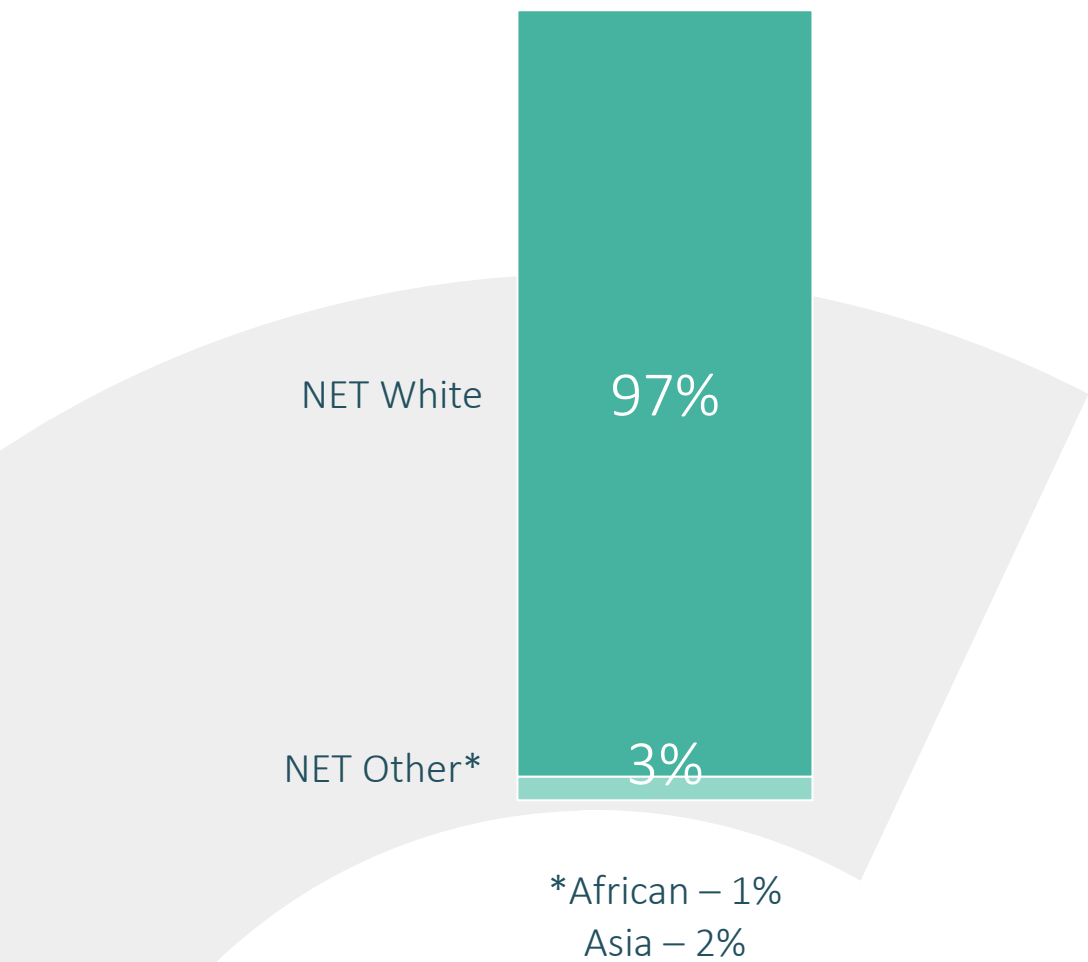
Living with a Disability



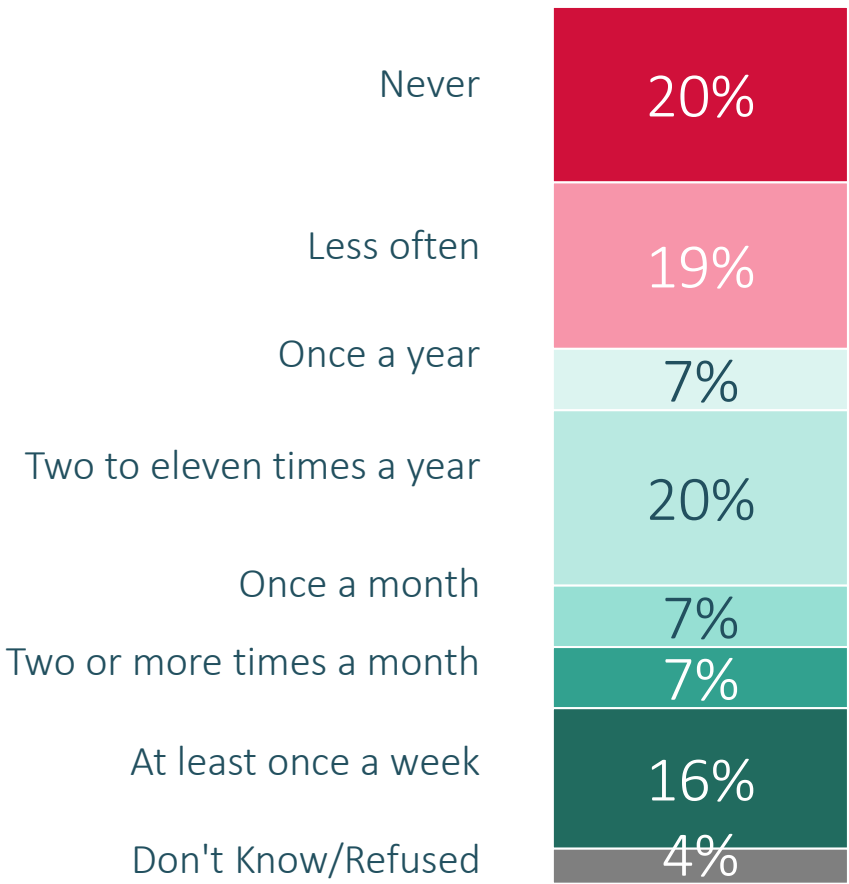
Demographics - Personal Characteristics II



Ethnicity



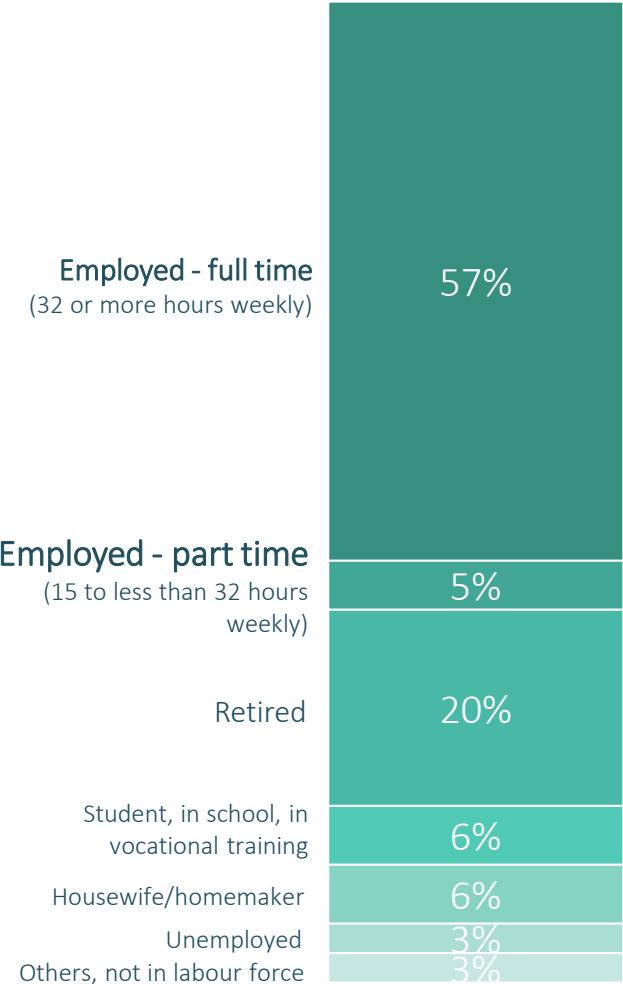
Frequency of Attending Church



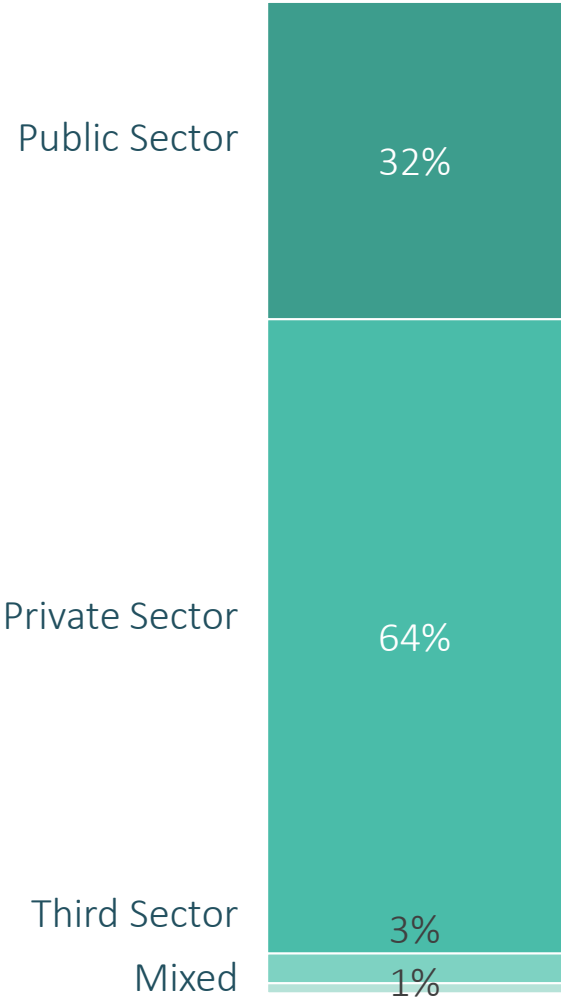
Demographics – Socio-Economic Factors I



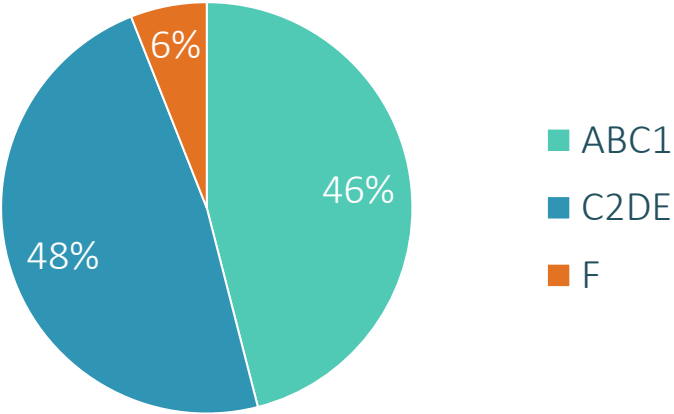
Employment Status



Sector Work In



Social Class



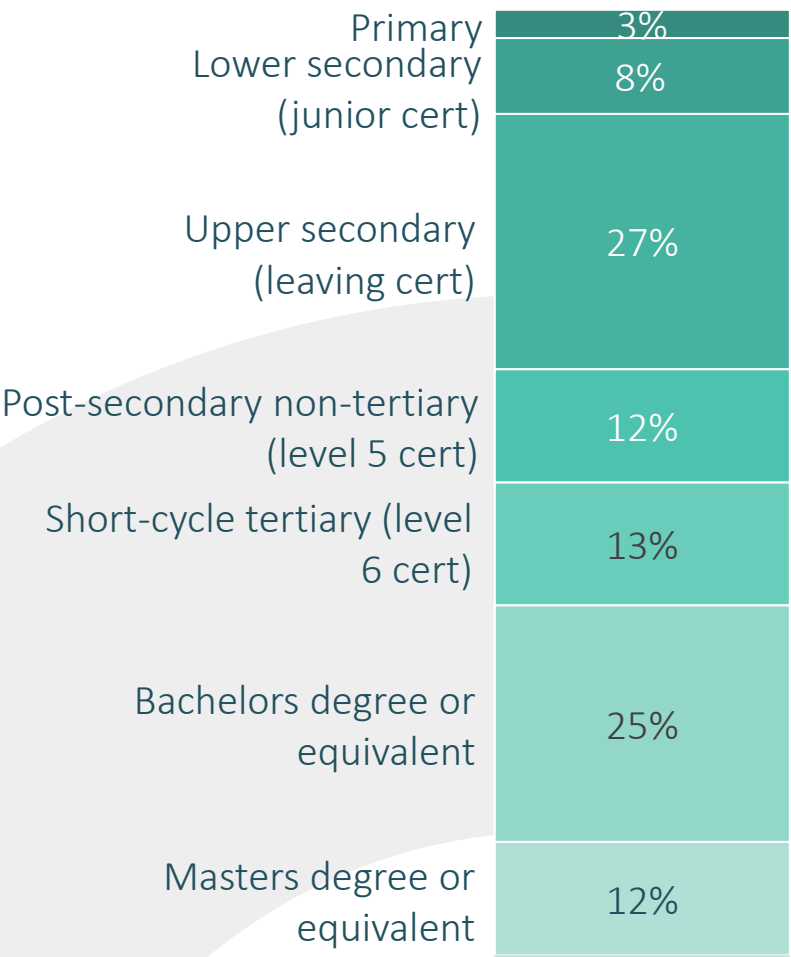
- ABC1
- C2DE
- F

Unemployed

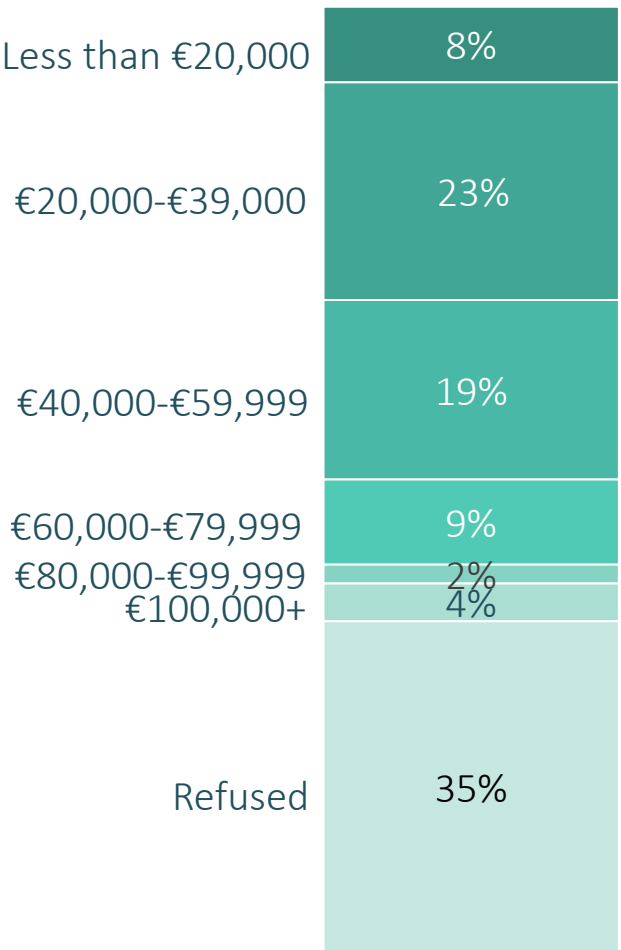
Demographics – Socio-Economic Factors II



Education Level



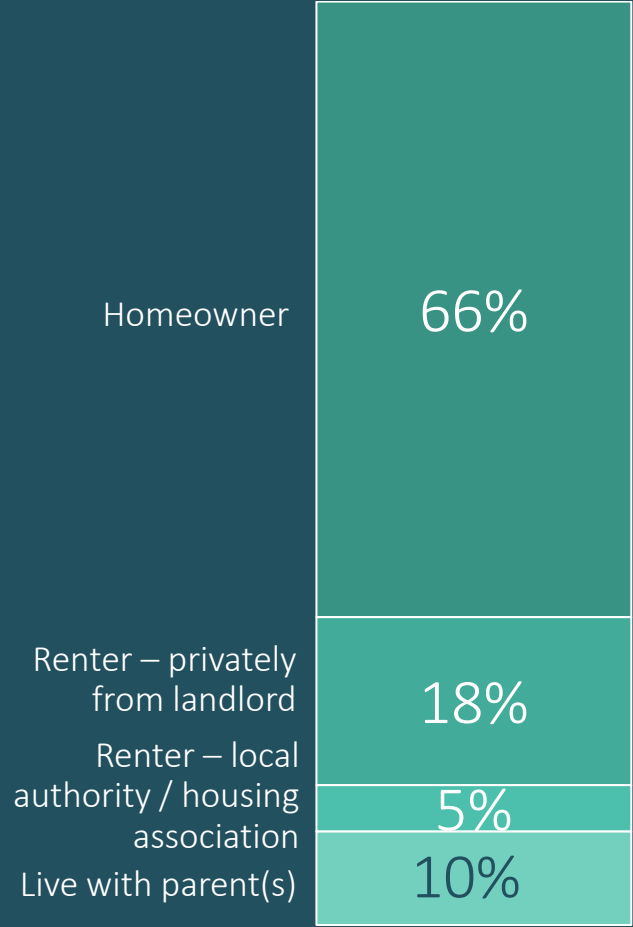
Household Income



Demographics – Living Conditions

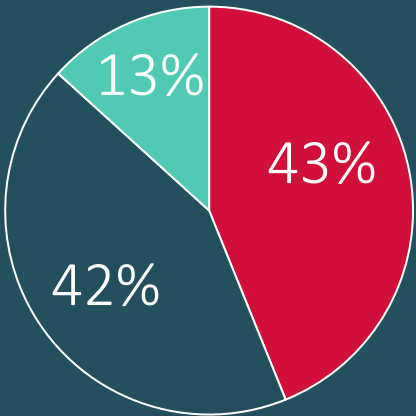


Homeowner Status



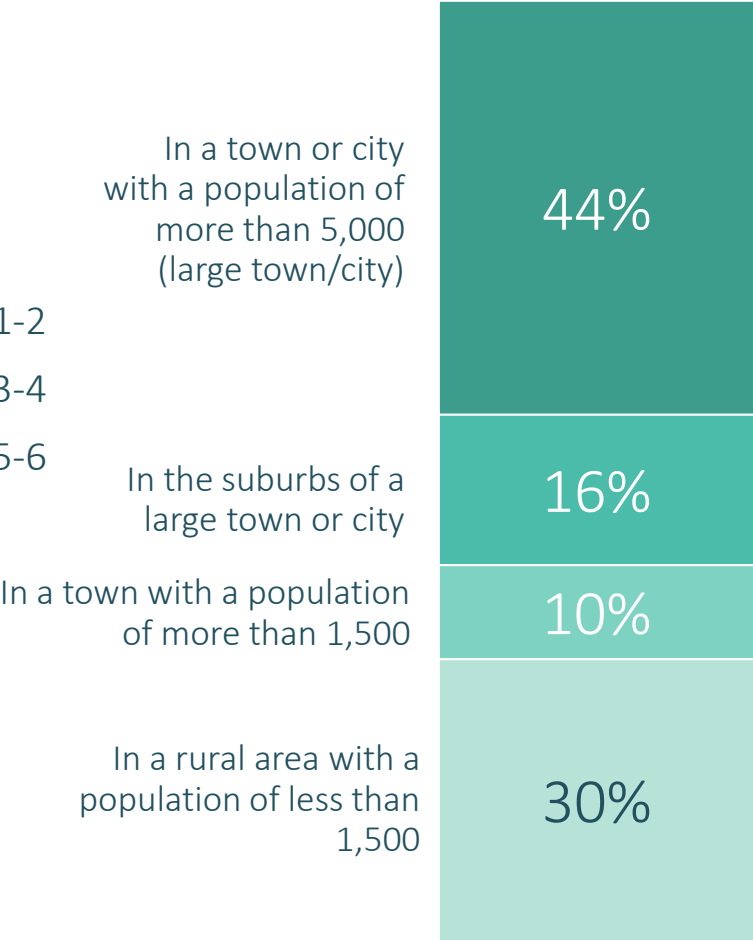
NET Renter 23%

Number in Household



- NET 1-2
- NET 3-4
- NET 5-6

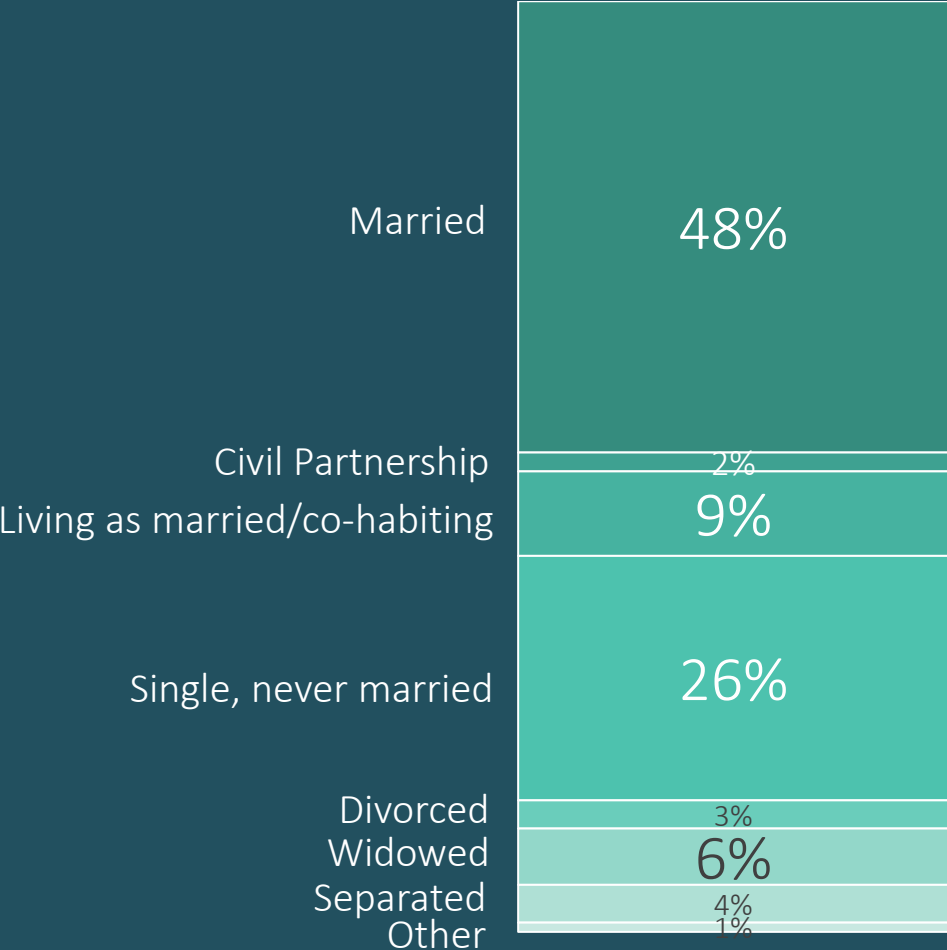
Urban / Rural



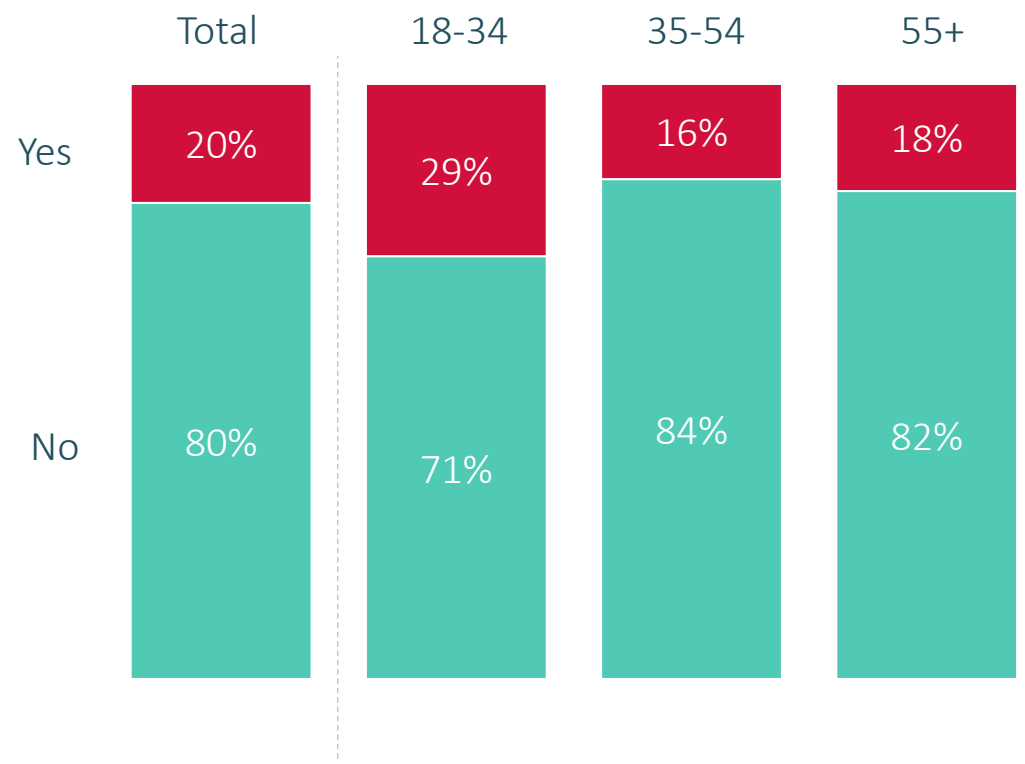
Demographics – Relationship & Family



Marital Status



Second Generation Immigration





RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC