



Care and Family Pre-Referendum Data Report 2024

JN. 707524



Project Objectives

The objective of An Coimisiún was to develop an ambitious **National Election and Democracy Study (NEDS)** for Ireland, with **high quality polling** to inform across other research strands, but also to provide the academic community, stakeholders, the public, the media and the political system with **high quality information**.

To begin this process, An Coimisiún conducted **pilot research surveys** in the runup to the two referendums, the first dealing with the constitutional definition of the **family**; while the second dealt with the issue of **care**, which took place on the 8th March 2024.

The requirement was for RED C to conduct the completion of **two standalone surveys** conducted in the weeks before the referendum. The parameters of the surveys were as follows:

1. Each survey was designed to be **representative of all adults** in Ireland who are eligible to vote.
2. One survey was conducted by **telephone**, while the second was conducted **online**.
3. Each survey was conducted **1-2 weeks prior** to the referendum date

The survey covered a range of topics as shown below:

1. Public opinion regarding the referendums and the issues which they aim to address;
2. Satisfaction with and perceptions of Ireland's democracy and political system;
3. Awareness of An Coimisiún Toghcháin and its work;
4. Attitudes, beliefs and knowledge on a range of issues drawing on best practice in election studies to facilitate comparative research.

Methodology

- RED C carried out:
 - 1,041 interviews online between 26th February and 7th March 2024
 - 1,001 interviews on the telephone between 19th February and 7th March 2024
- A mixed methods approach was used, with half the sample coming from our bespoke online panel RED C Live and the other half contacted by phone through our call centre
- Interviews were conducted across the country and the results weighted to the profile of all adults in line with the latest CSO projections
- Panellists were chosen at random to complete the poll, with quotas set and weights allocated on age, gender, class, region, education level & working status to ensure a nationally representative sample.
- A further past vote quota and weight is included that looks at how people on our panel voted at the last election (gathered at the time) and controls on this. Vote intention data is also weighted to take account of claimed likely turnout on the day of an election.
- A small ad hoc omnibus than ran following the referendum was used to capture time of decision making and reasons for non turnout. This ran between 14th – 21st March on a nationally representative sample of n 1,000 Irish adults.



Contents

01	Voter Turnout	06	How to people form their political opinions in Ireland?
02	Understanding of Issues & Results	07	How to people form their political opinions in Ireland?
03	Has Ireland shift politically?	08	Political knowledge and Interest
04	Reason for Vote Intention - Family	09	Election Studies
05	Reason for Vote Intention - Care	10	An Coimisiún Toghcháin

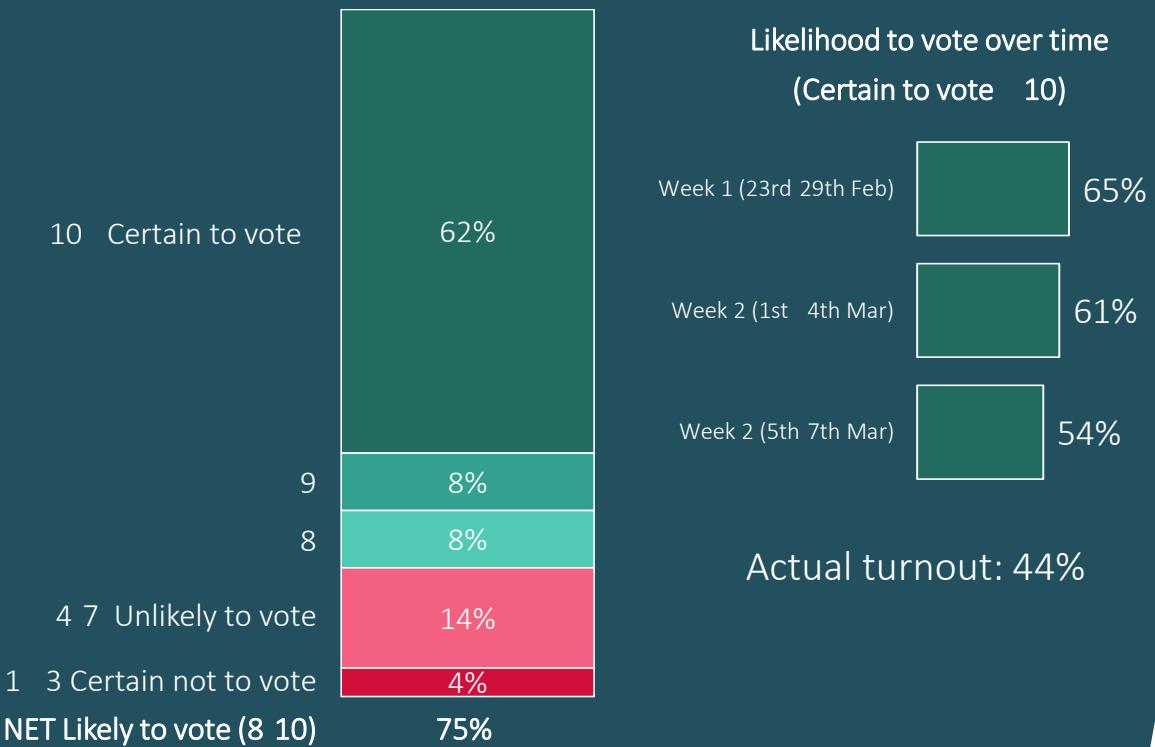


01

Voter Turnout



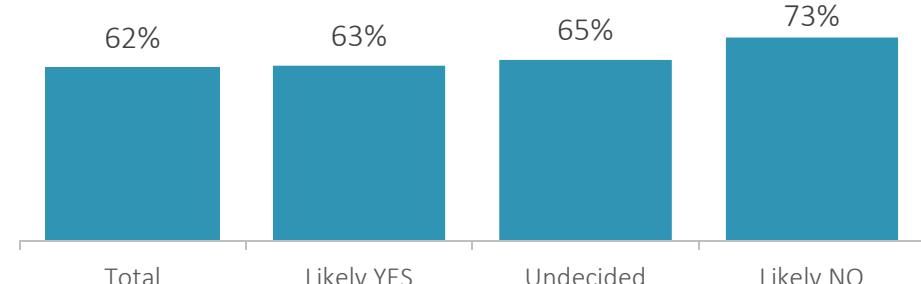
Claimed Likelihood to vote in the Referendums



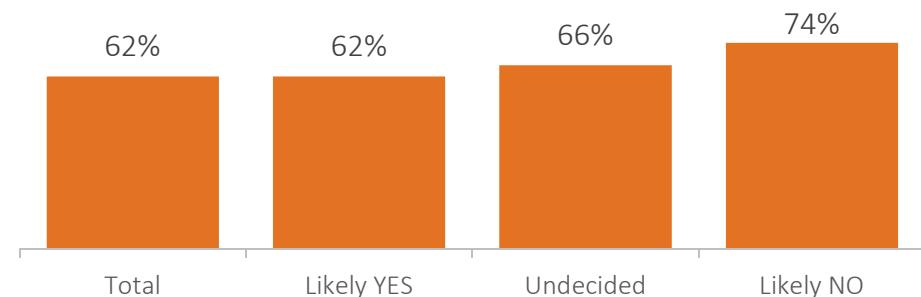
Likelihood to vote x vote intention



Family Vote Intention (Certain to vote = 10)



Care Vote Intention (Certain to vote = 10)

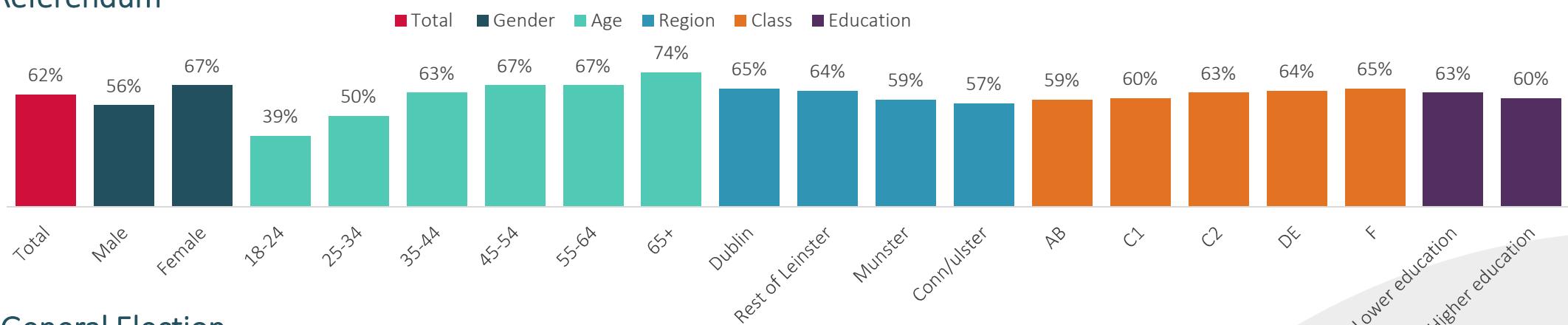


Q1a. Base: All Adults 18+ (n 2042), Week 1 (n 1104) Week 2 (1st 4th) (n 567), Week 2 (5th 7th) (n 371), Family Referendum: (n 966), No (n 644), Undecided (n 362), Care Referendum: Yes (n 906), No (n 666), Undecided (n 399)

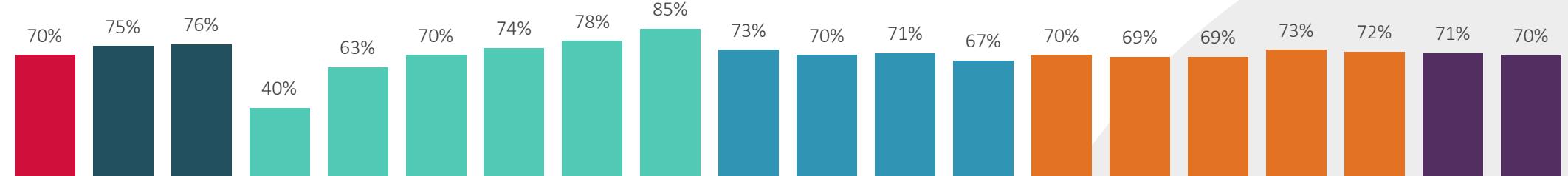
Those certain to vote x Demographics



Referendum



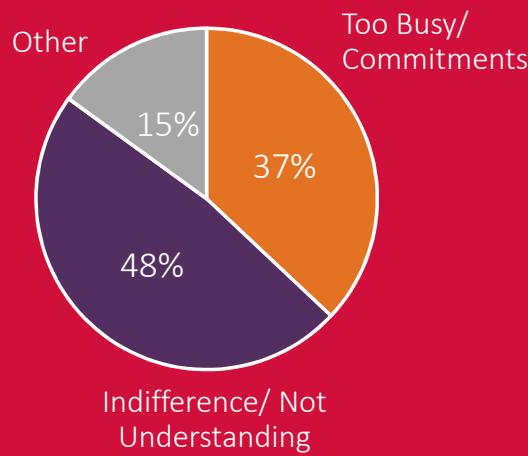
General Election



Q1a Ref vote intention.

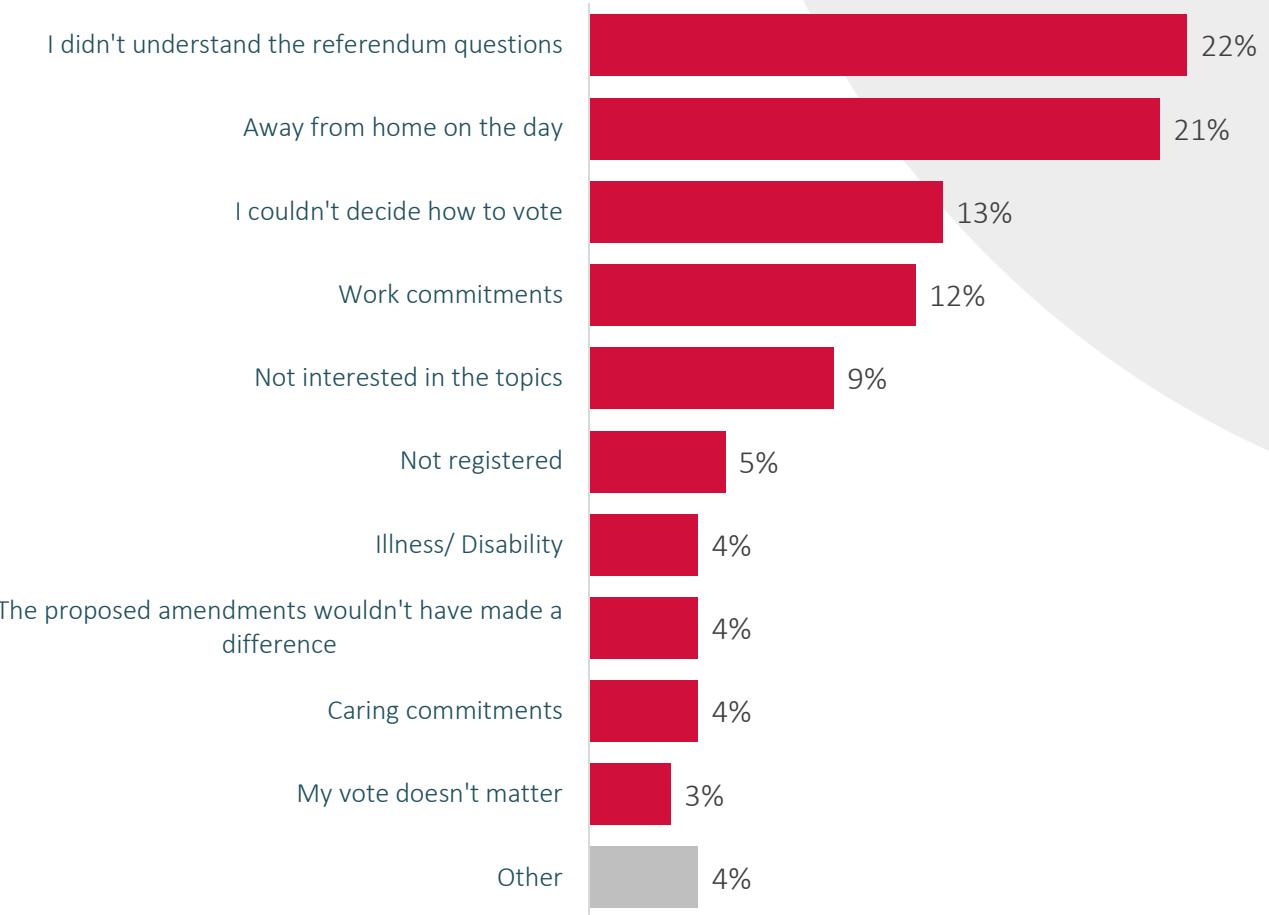
VOTE. Base: All Adults 18+ (n=2042)

Reasons for not voting at referendum (Post Referendum)



Post Referendum figures taken from RED C Omnibus (14th – 21st March n = 227)

Reasons for not voting at referendum (Post Referendum)

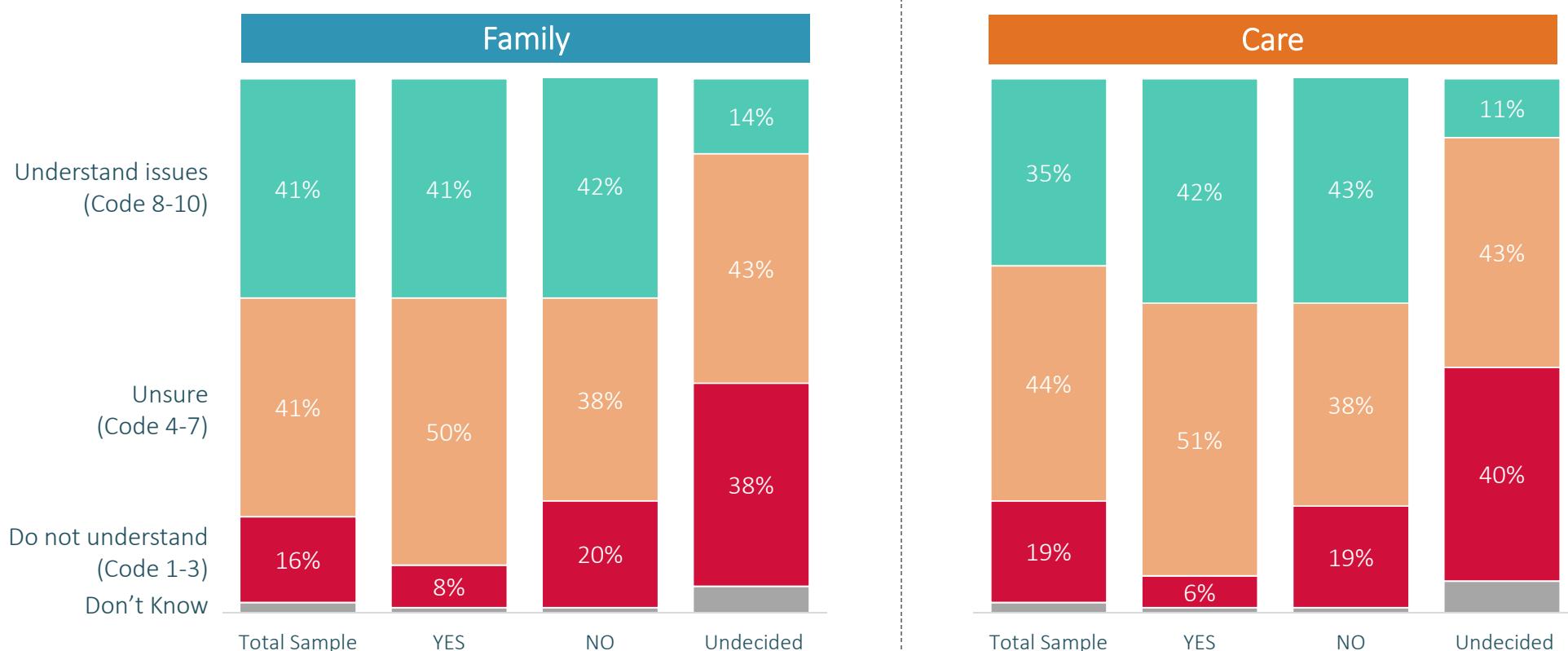


02

Understanding of Issues & Results



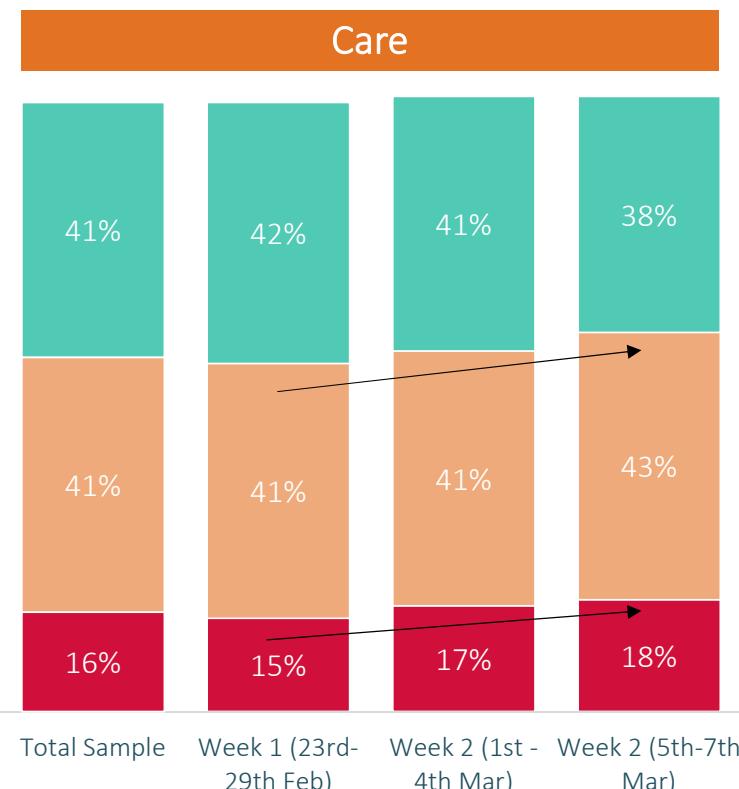
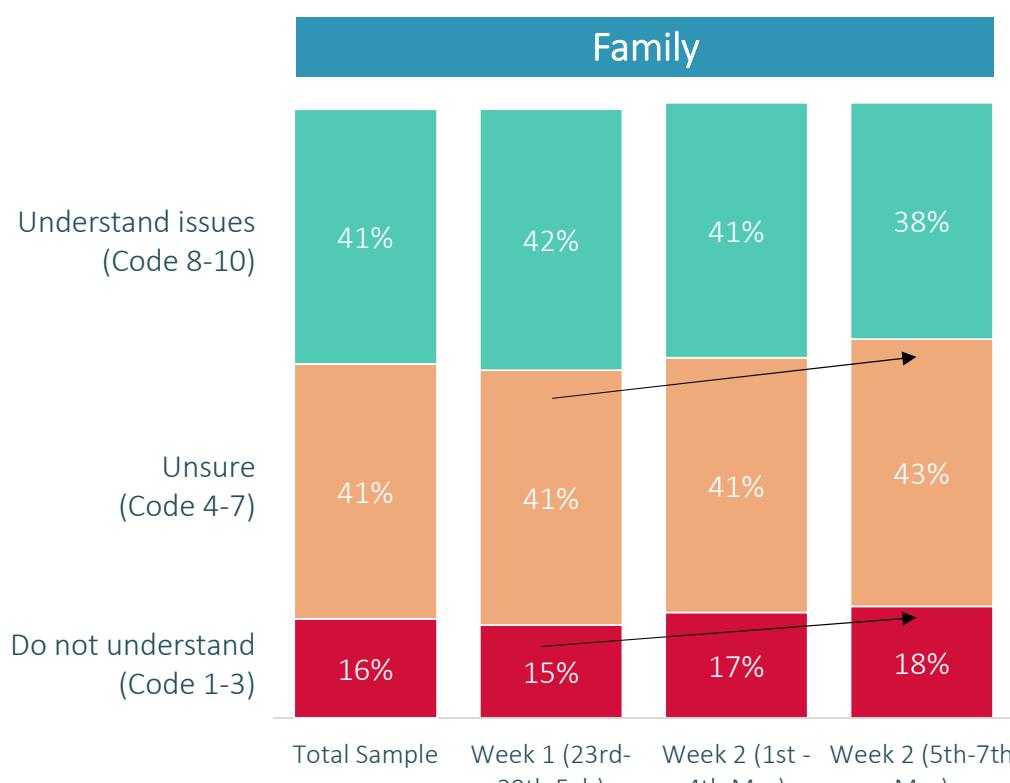
Understanding of the Issues



Q.5 On a scale of 0 to 10, where 0 means 'do not understand at all' and 10 means 'fully understand', how would you describe your understanding of the issues involved in these referendums?

Base: All Adults 18+ (n=2042), Family Referendum: (n=966), No (n=644), Undecided (n=362), Care Referendum: Yes (n=906), No (n=666), Undecided (n=399)

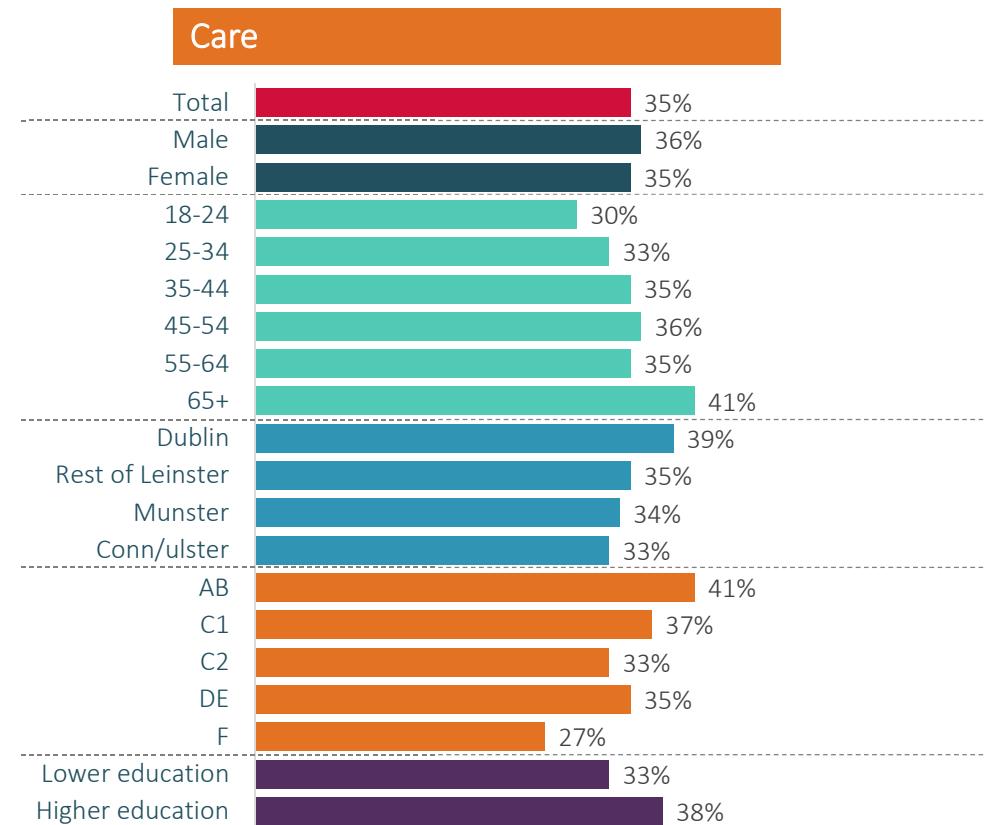
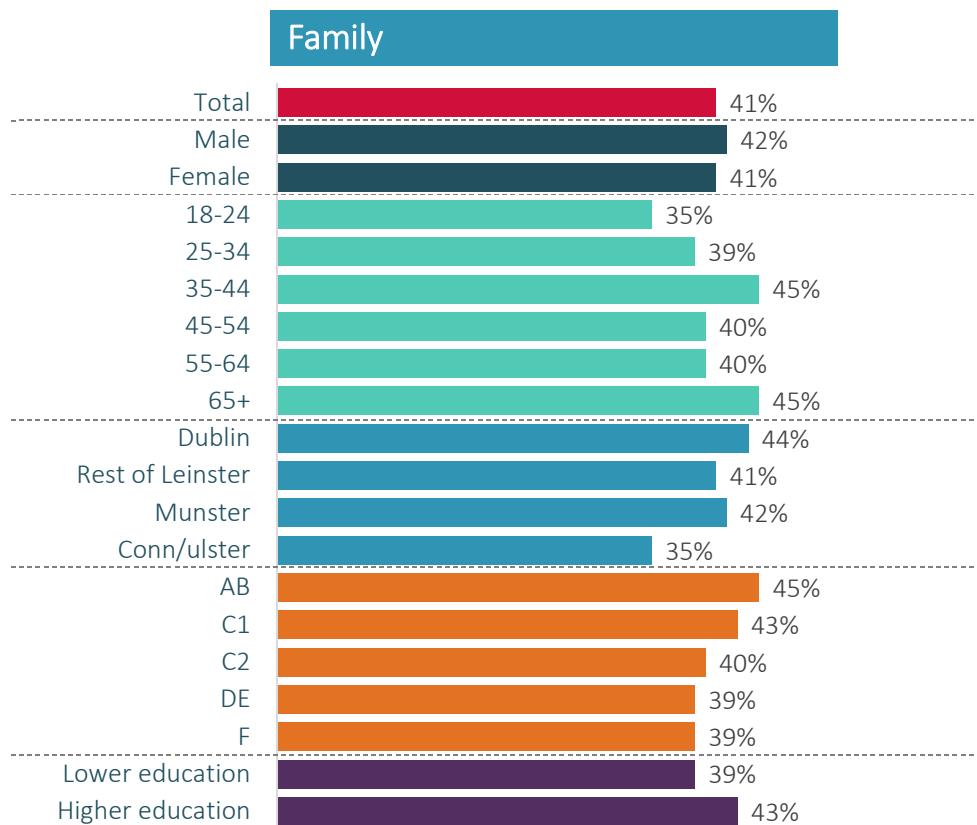
Understanding of the Issues over time



Q.5 On a scale of 0 to 10, where 0 means 'do not understand at all' and 10 means 'fully understand', how would you describe your understanding of the issues involved in these referendums?

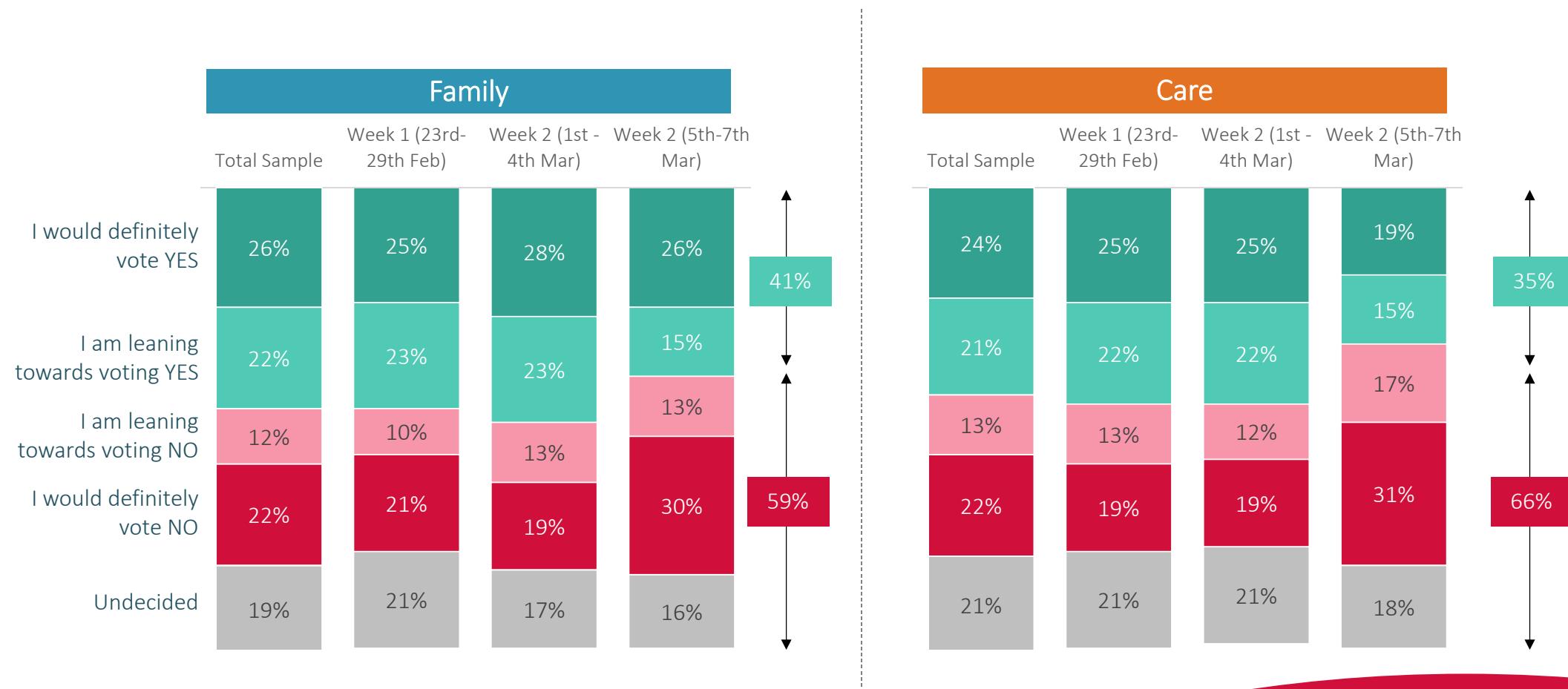
Base: All Adults 18+ (n=2042), Week 1 (n=1104) Week 2 (1st-4th) (n=567), Week 2 (5th-7th) (n=371).

Understanding of issues – all those saying 8-10



Q.5 On a scale of 0 to 10, where 0 means 'do not understand at all' and 10 means 'fully understand', how would you describe your understanding of the issues involved in these referendums?

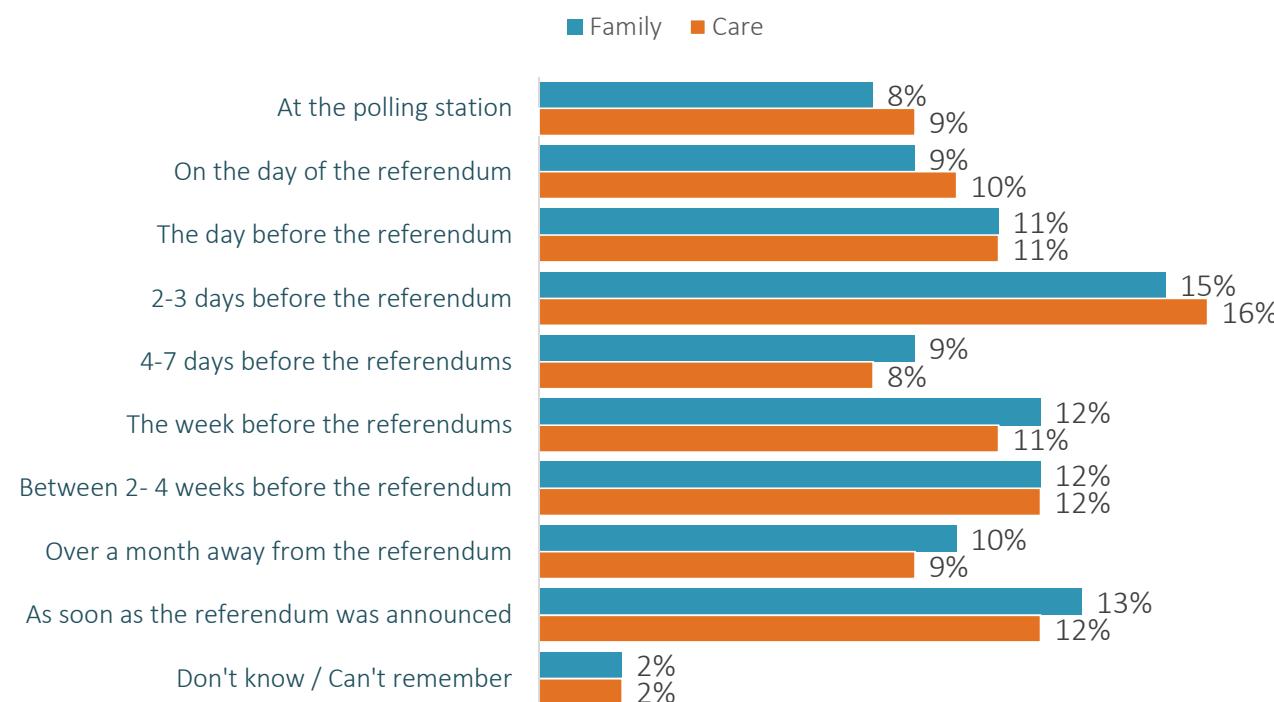
Referendum Vote intention



Q.3. To what extent are you decided on whether you will vote yes to support or no to oppose the proposed changes to the constitution in each case?

Base: All Adults 18+ (n=2042), Week 1 (n=1104) Week 2 (1st-4th) (n=567), Week 2 (5th-7th) (n=371).

When did people decide how to cast their vote?



NETS	Family	Care
On polling day	17%	19%
Within three days of polling day	43%	46%
The week before polling day	52%	54%

All who voted in the referendums

Post Referendum figures taken from RED C Omnibus (14th – 21st March)

Social Media Analysis

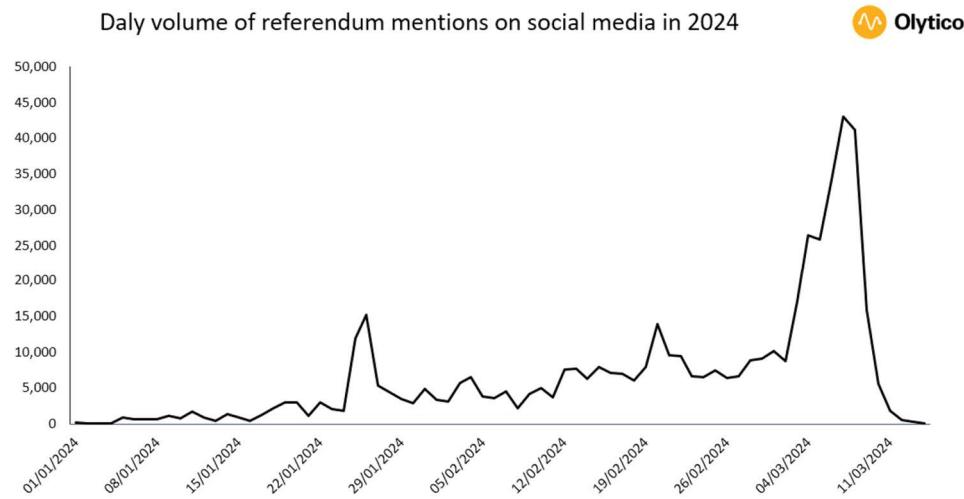


Olytico used social media analysis to highlight the last-minute engagement of voters in the Marriage and Care Referendums.

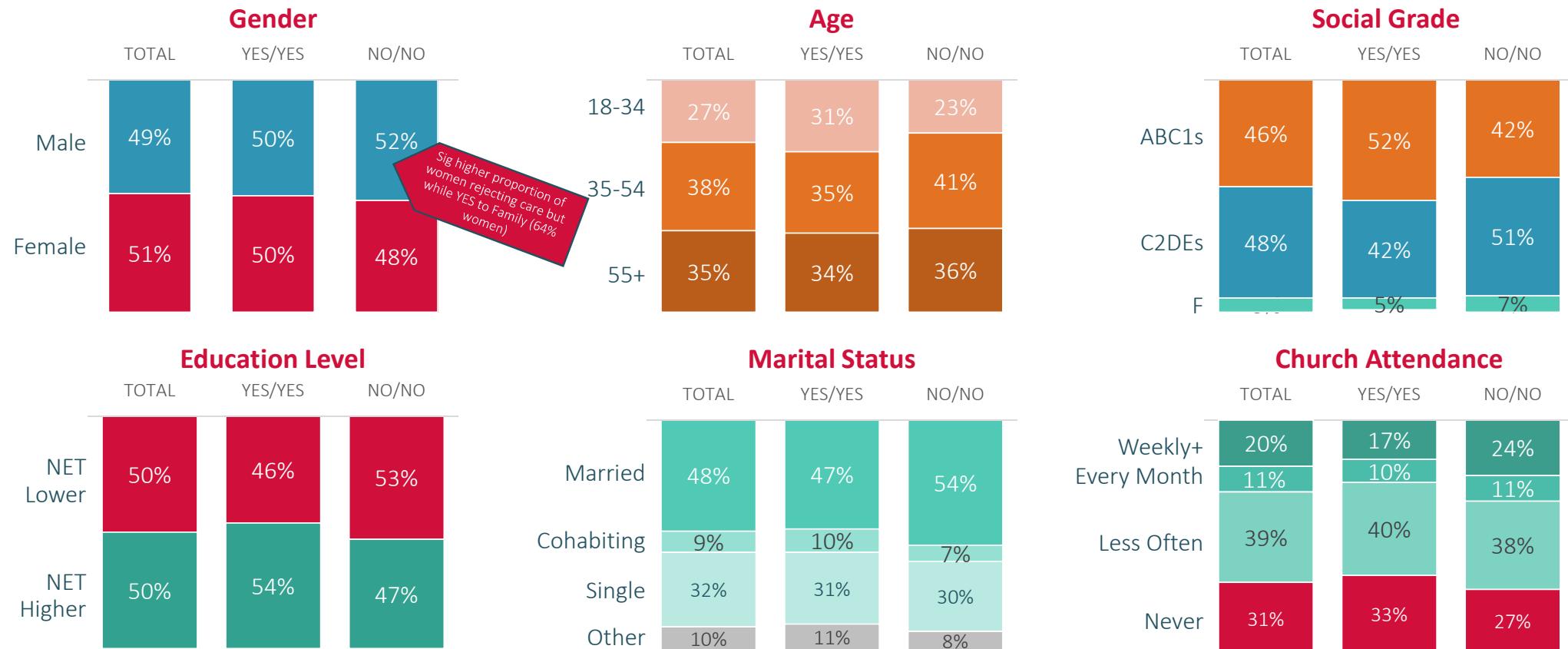
#	No. of Mentions on X
#VoteNoNo	200,000
#VoteNoRef24	95,000
#VoteNoNoRef24	30,000
#VoteYesYes	17,000
#VoteYesNo	16,900



22% of voters claimed they often (46% sometimes/often) used social media to form an opinion on voting between 5-7 of March. A significant increase (14%, 35% S/O) from those polled the week before the Referendum



Profile of Voters in Care/Family Referendum



Note: No significant difference on vote intention by urban/rural, dep kids, working status, region.

Q3. To what extent are you decided on whether you will vote yes to support or no to oppose the proposed changes to the constitution in each case?

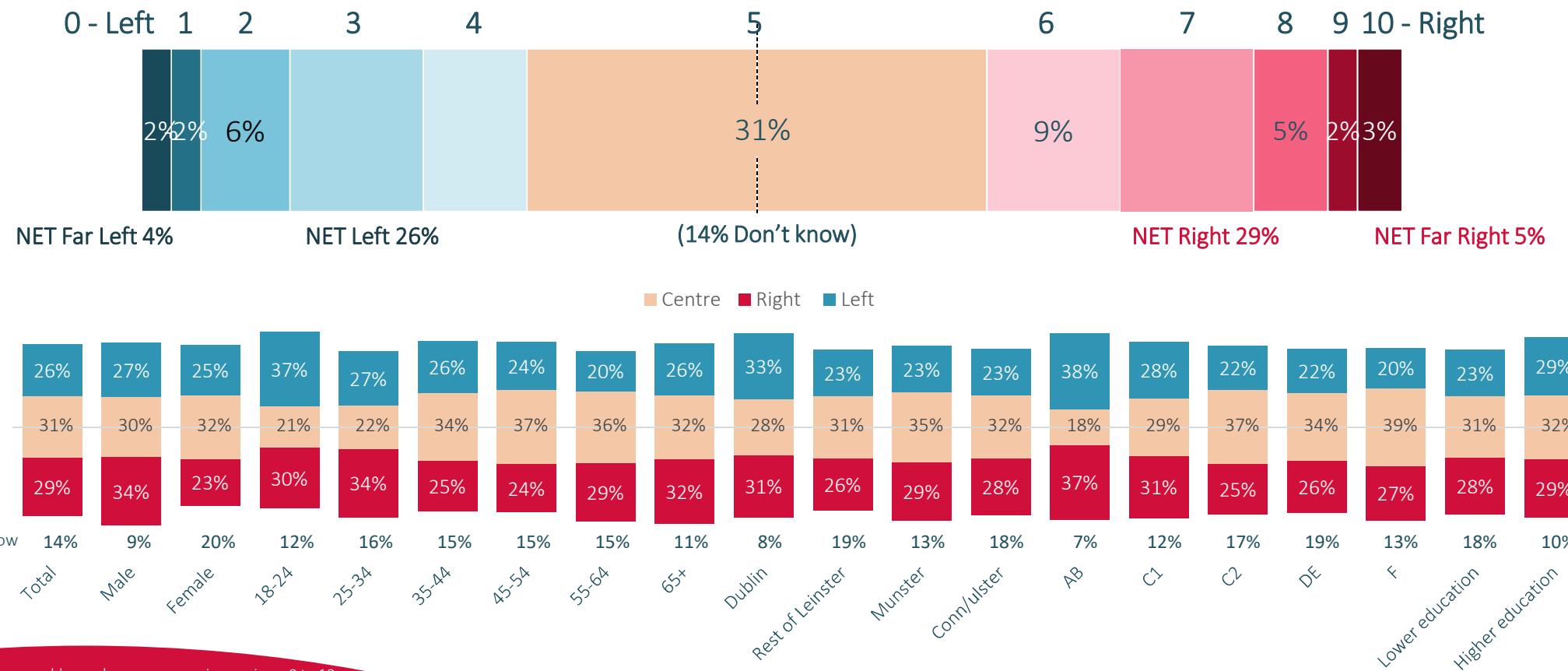
Base: All adults 18+ n=1513, Yes/Yes n=604, No/No n=430.

03

Has Ireland politically shifted?



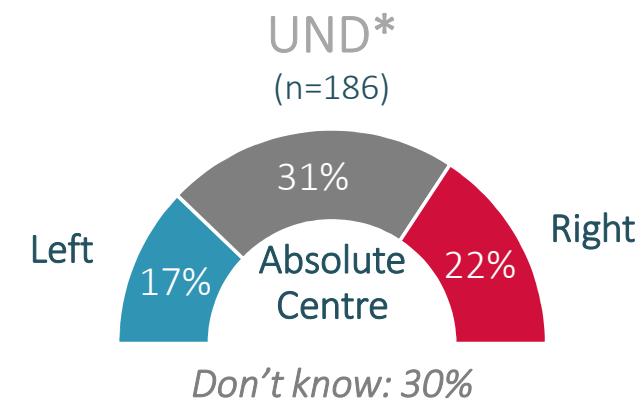
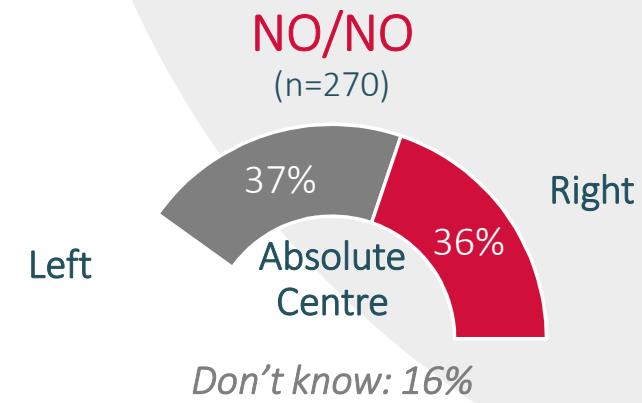
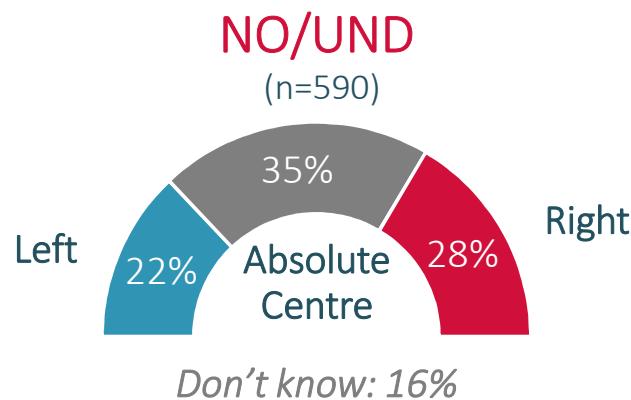
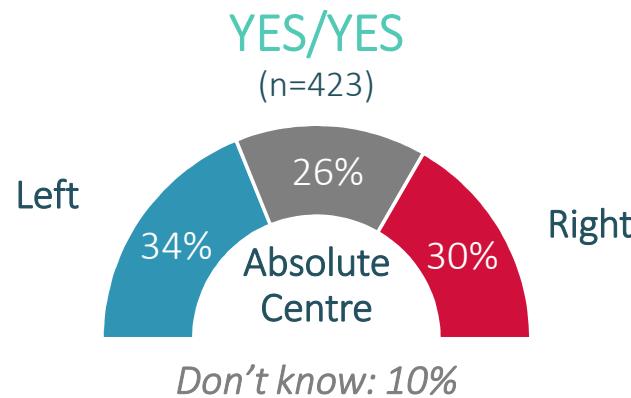
Political leanings in Ireland



Q21: 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 voters expressing a preference, n 1041. (Online only)

Profile of voters x by political leaning

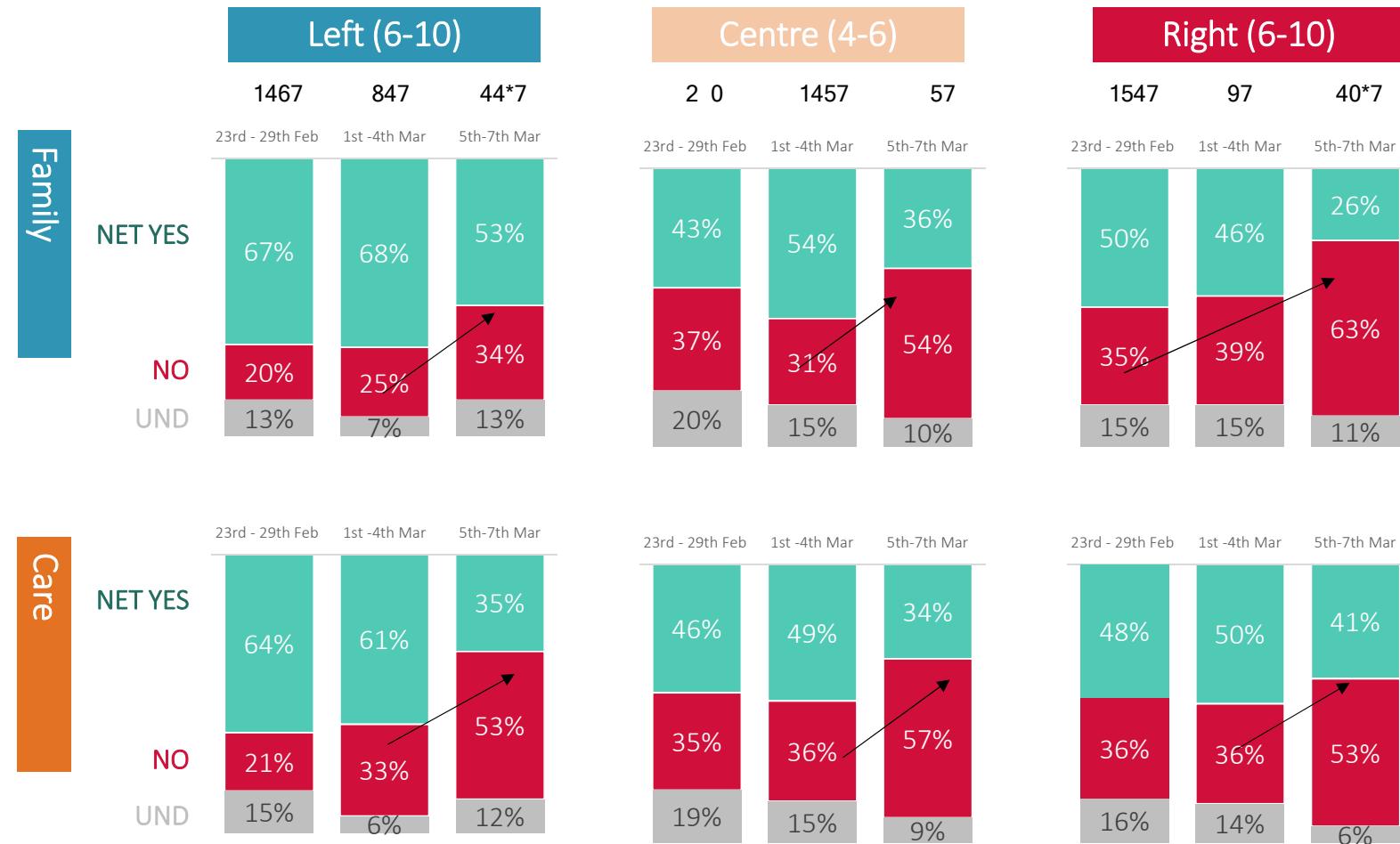
Profile of voters x by political leaning



Q21: 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 Voters expressing a preference, n 1041.

Shift in Opinion x Political Leaning



*NOTE: Very low base. Results shown for indicative purposes.

04

Reason for vote intention – Family Referendum



Reason for Voting – Those Definitely/Leaning No



Definitely/Leaning No

Lack of Trust for the Government

A number of people that voted no for the Family Referendum chose to do so as they distrust the government and **will vote no as a form of protest / boycott to any proposed change** that doesn't inherently affect them.

There is also a sense that having **voted yes** would give rise to more immigration into Ireland.

Weak Wording

The **proposed wording** gave rise to concern and especially around the term "**durable relationship**". This term was left **open to interpretation**, and some noted that it was **more problematic than the word "family"** as it could raise **significant issues down the line**, particularly in the courts.

Hold Traditional Views

More traditionalistic views feel that the **sanctity of marriage is being attacked** and should be kept between a man and a woman and that anyone considered a single parents is assumed to already be recognised as a family. They feel that the **Constitution should stick with the status quo**.

Not Enough Information in General and on Future Outcomes

Due to a lack of clarity on the matter at hand, concern was raised over the potential of possible ramifications resulting from a yes vote. Many felt that this would **result in a number of cases going to the courts**, when clearly defined implications are much more preferable.

Q4ap1o: What is the main reason influencing you as you consider how to vote in the Family Referendum?



I don't have enough clarity, I have listened to the pros and cons on both radio and television, and the yes vote isn't convincing me, the no voters are raising questions, and if I haven't made a decision by 8th March, I will vote No. But I'm open to persuasion.

(Female, 55-64, Leaning No)



The inclusion of the phrase "durable relationship" and the degree of uncertainty this will introduce. No one can be sure how this will be interpreted by the courts or how it will be incorporated into legislation.

(Male, 55-64, Leaning No)



I do not trust our current government at all, and I also believe voting yes will lead to more families of immigrants coming over.

(Male, 35-44, Definitely No)



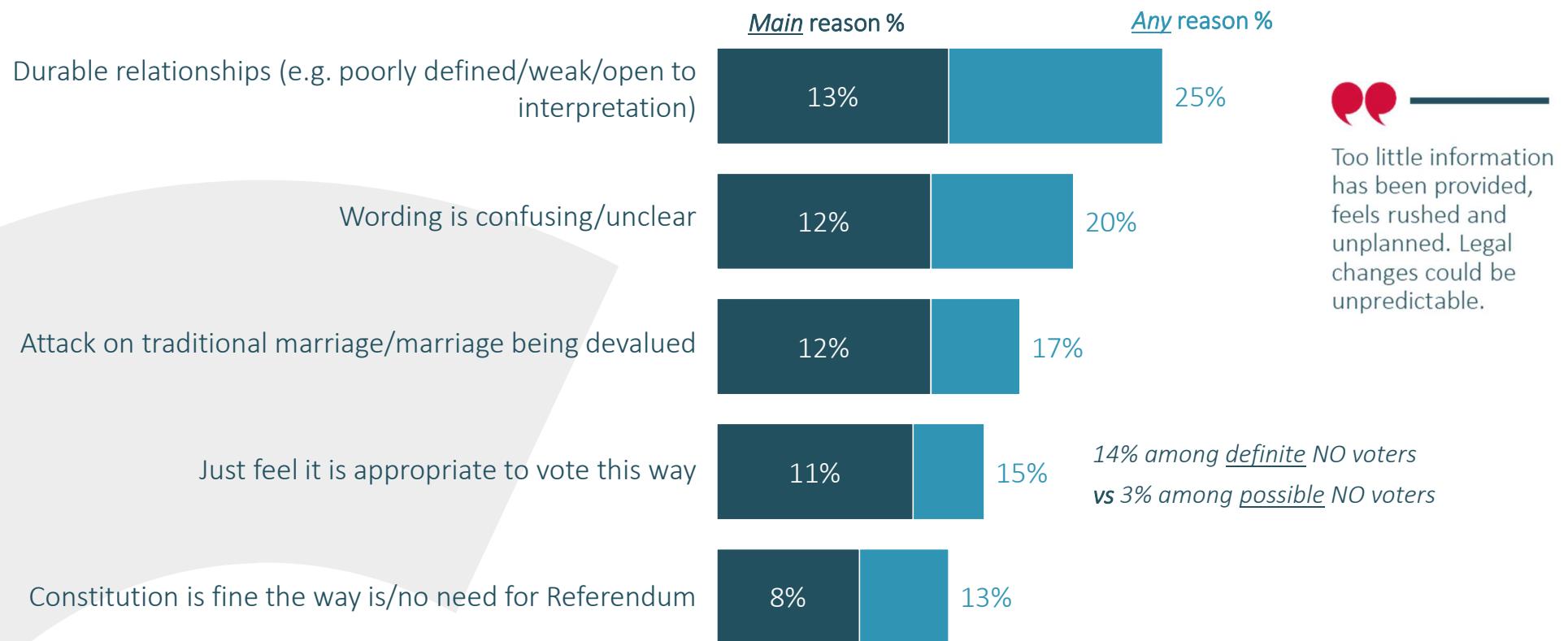
I feel it will diminish the meaning and importance of marriage.

(Female, 35-44, Definitely No)

Reasons for voting NO to Family Referendum – Top 5 reasons (Phone)



Reasons for voting NO to Family Referendum – Top 5 reasons (Phone)



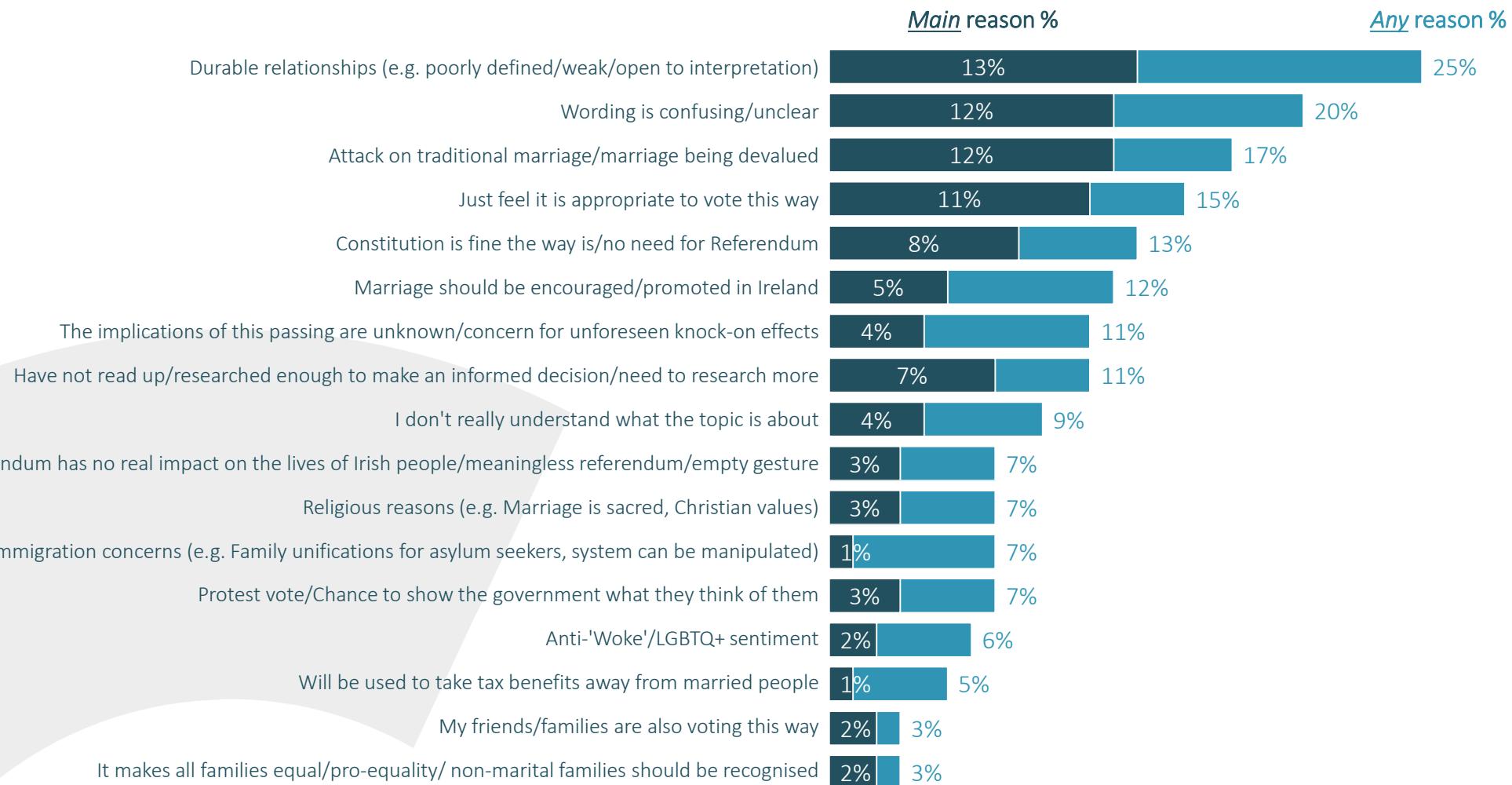
Q4a. What are the main reason influencing you as you consider how to vote in the Family Referendum?

Q4b. What are the main reason influencing you as you consider how to vote in the Care Referendum?

Base: All Adults 18+ who plan to vote NO to Family Referendum; n=326 (Phone respondents)

Reasons for voting NO to Family Referendum (Phone) - Full List

C



Q4a. What are the main reason influencing you as you consider how to vote in the Family Referendum?

Q4b. What are the main reason influencing you as you consider how to vote in the Care Referendum?

Base: All Adults 18+ who plan to vote NO to Family Referendum; n=326 (Phone respondents)

Reasons for being Undecided



Undecided



Further Information Needed

The main factor that was holding people back on deciding how to vote was the overall **lack of information available detailing what the proposed changes would entail** and any results that may have followed.



Lack of Clarity

The proposed change in wording lead to confusion for many as to how they should vote, with the term "**durable relationship**" being the **roadblock** for many – an ambiguous term left open to interpretation.



Conversations with Others

Some people relied on conversations with friends / family before deciding on how they voted. There was also desire to **watch debates to hear what professionals were saying** on the matter.



I don't understand either Referendum very well and need to listen to both sides of the argument, as it stands I don't know if I'll even vote.

(Male, 35-44, Undecided)

Lack of clarity / information on the Family Referendum has led to people becoming disengaged and lacking confidence on how to vote. These voters likely shifted to NO.



I don't know what is meant by "durable relationships". I can't make a decision until it is properly defined. There is very little information available on either Referendum and I may not even vote in this particular one unless more information suddenly becomes available!

(Male, 25-34, Undecided)



I don't think there is enough information around the topics to vote on. It tells us what it's for but doesn't tell us by voting yes or no what the result will entail.

(Female, 25-34, Undecided)

Reason for Voting – Those Definitely/Leaning Yes

C

Definitely/Leaning Yes



Family Dynamics have Changed

The current climate of Ireland has changed tremendously in recent years in relation to civil rights, allowing the **dynamics of families to shift and evolve** overtime. The change to the Constitution would **help underpin these Families as concrete and be recognised by the government**.



Re-word to Reflect a Modern Ireland

Among those who voted yes, many felt that the **current language** used in the Constitution is **out-dated** and does not accurately reflect a modern-day Ireland and would like to see **greater equality and progressiveness** in Ireland.



Aligning with Personal Views / Right Thing to do

Many feel that the decision to vote yes was due to the **alignment of their own personal views, what they have heard from friends/ family/ online/ political parties** and can even go as far as wanting to vote the opposite of those backing the no vote.

There were a number of people that stated that they aren't exactly sure of the proposed changes, but felt like **voting yes was the right thing to do**.

Q4ap1o: What is the main reason influencing you as you consider how to vote in the Family Referendum?



Well there's just too many people I know in the position of being a young family with 1 or more children and are simply not married because they haven't been able to afford it while also saving for a home.

(Male, 35-44, Definitely Yes)



I believe it important to keep up to date with the changing world and update wording to reflect this.

(Male, 35-44, Definitely Yes)



People I typically align with in terms of views are in support of a yes vote.

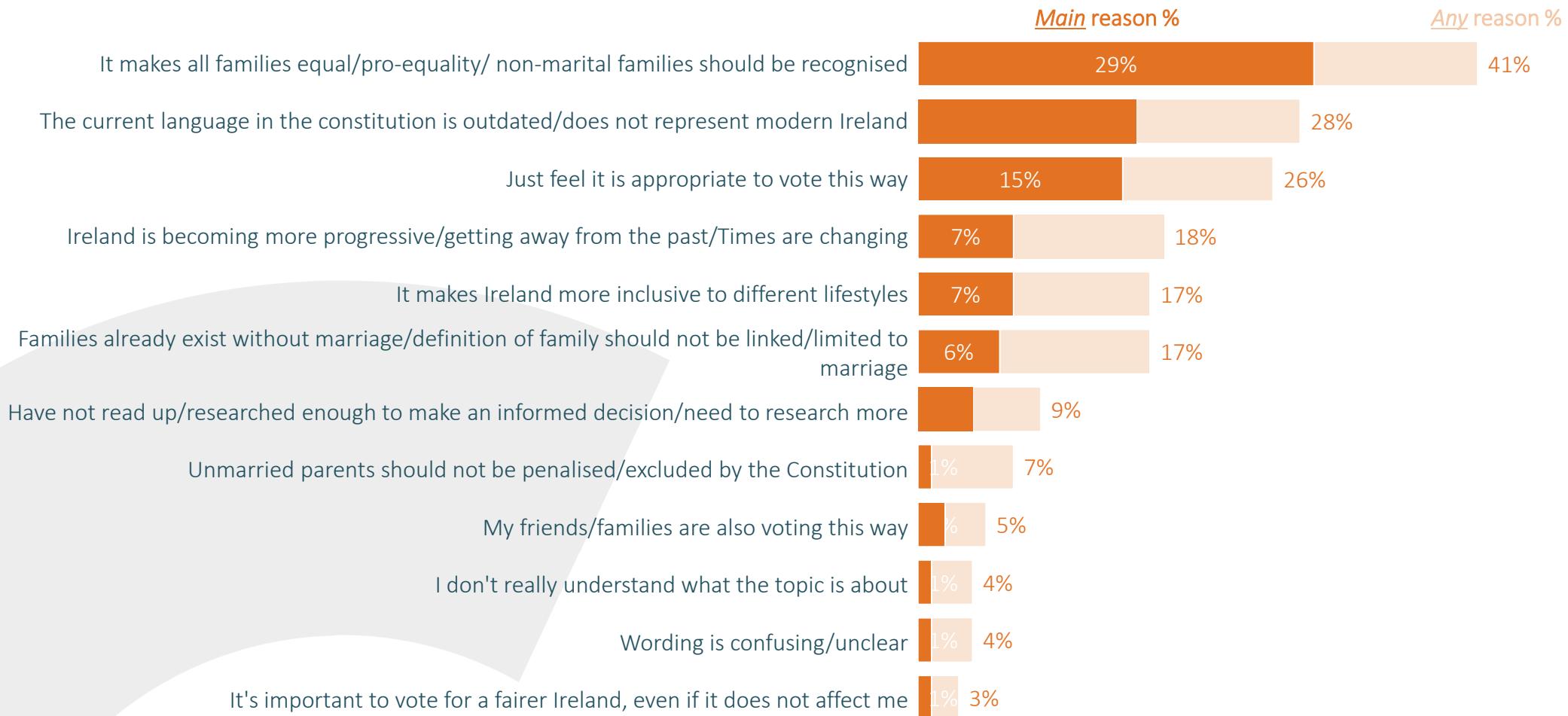
(Female, 35-44, Leaning Yes)



Having listened to discussions on radio and TV and read information leaflets I feel for me it the right thing to do.

(Female, 55-64, Leaning Yes)

Reasons for voting YES to Family Referendum (Phone)



Q4a. What are the main reason influencing you as you consider how to vote in the Family Referendum?

Q4b. What are the main reason influencing you as you consider how to vote in the Care Referendum?

Base: All Adults 18+ who plan to vote NO to Family Referendum; n=456 (Phone respondents)

Sample verbatims for the Family Referendum – Pre-Polling



The following sample of verbatims provides an overview of the main reasons influencing the Irish public on how they intend on voting, whether this be definitely/leaning yes, undecided, or definitely/leaning no.

SUPPORT

Definitely Yes

I have listened to many discussions on this issue. I have read some articles also and think that the changes will add to the overall understanding of family, relationships and responsibilities of both the population and the elected government.
(Female, 65+, Definitely Yes)

Conversations with people in my life, reading literature on the matter, my personal beliefs of what constitutes a family.
(Non-binary, 25-34, Definitely Yes)

I am bias as my youngest son is gay, therefore if he got married to his partner, and adopted children, the state at the moment would not recognise them as a family.
(Male, 65+, Definitely Yes)

Leaning Yes

I feel it provides a broader legal foundation to define a family, allowing non-traditional family structures to be recognised and supported by the state. However, I would like to see further clarification on what qualifies as a durable relationship.
(Male, 18-24, Leaning Yes)

I know many people who have lived in long-term relationships who were not married, and I believe that their families should have an equal status to my own
(Male, 55-64, Leaning Yes)

I just believe it's outdated what is at the minute I am still waiting on more information to confirm what I feel is right to vote yes.
(Male, 45-54, Leaning Yes)

UNDECIDED

I don't know what is meant by "durable relationships". I can't make a decision until it is properly defined. There is very little information available on either Referendum and I may not even vote in this particular one unless more information suddenly becomes available!
(Male, 25-34, Undecided)

I am confused as to how to vote. The information out there is not very clear and not very helpful.
(Female, 55-64, Undecided)

I don't think there is enough information around the topics to vote on. It tells us what it's for but doesn't tell us by voting yes or no what the result will entail.
(Female, 25-34, Undecided)

OPPOSED

Definitely No

Durable relationship isn't defined, it is left completely open to interpretation, that's not the kind of language you should be putting into the Constitution, it makes the government look incompetent.
(Male, 35-44, Definitely No)

I would like a more defined "durable relationship". I think it is far more open to interpretation than family.
(Male, 35-44, Definitely No)

I'm so confused I've had to refer to several different websites and am so unsure.
(Female, 45-54, Definitely No)

Leaning No

I don't have enough clarity, I have listened to the pros and cons on both radio and television, and the yes vote isn't convincing me, the no voters are raising questions, and if I haven't made a decision by 8th March, I will vote No.
(Female, 55-64, Leaning No)

Can see a lot of legal challenges following YES vote, think it's not well explained in literature.
(Male, 55-64, Leaning No)

Proposed change doesn't go far enough. Wording is very subjective. Would support a change if wording was changed.
(Male, 18-24, Leaning No)

05

Reason for vote intention – Care Referendum



Reason for Voting – Those Definitely/Leaning No

Definitely/Leaning No

Frustration with the Government

General distrust in the government on a total level seeps through as a **reason people voted no** in the Care Referendum

Others who aren't as sceptical felt that the government would be in a position to leave the **onus of care on the families, absconding them from any responsibility**.

Insubstantial Wording

The **proposed change to the wording** of the Care Referendum was viewed as **weak and lacked clarity**, especially on the word **“strive”** – the people of Ireland wanted a **stronger more defined commitment from the government** to ensure that they will still support the provision of care.

Legal Ramifications

Overall lack of information and clarity on the matter left people **unsure of any potential legal ramifications** that may have resulted from a yes vote. There was **worry what this would mean for current carers in Ireland** and if they would be **supported or not**.



Due to a lack of information and clarity on the situation, many turned to media, both traditional (tv and radio) and social media, to help them decide on how they should vote. Hearing the opinions of family/friends or professionals debating helped solidify the decision to vote no. Names such as Michael McDowell featured throughout as a source of influence.

Q4ap10: What is the main reason influencing you as you consider how to vote in the Family Referendum?



I'm being influenced by those who have concerns that the State will wash their hands of care and it make it solely the responsibility of the family.

(Female, 55 64, Leaning No)



Again, the information provided does not fully explain the consequences of voting yes, so I would be very reluctant to change.

(Female, 45 54, Leaning No)



Again, the interview with Michael McDowell and the points he put forward for a no vote decided a no vote for me.

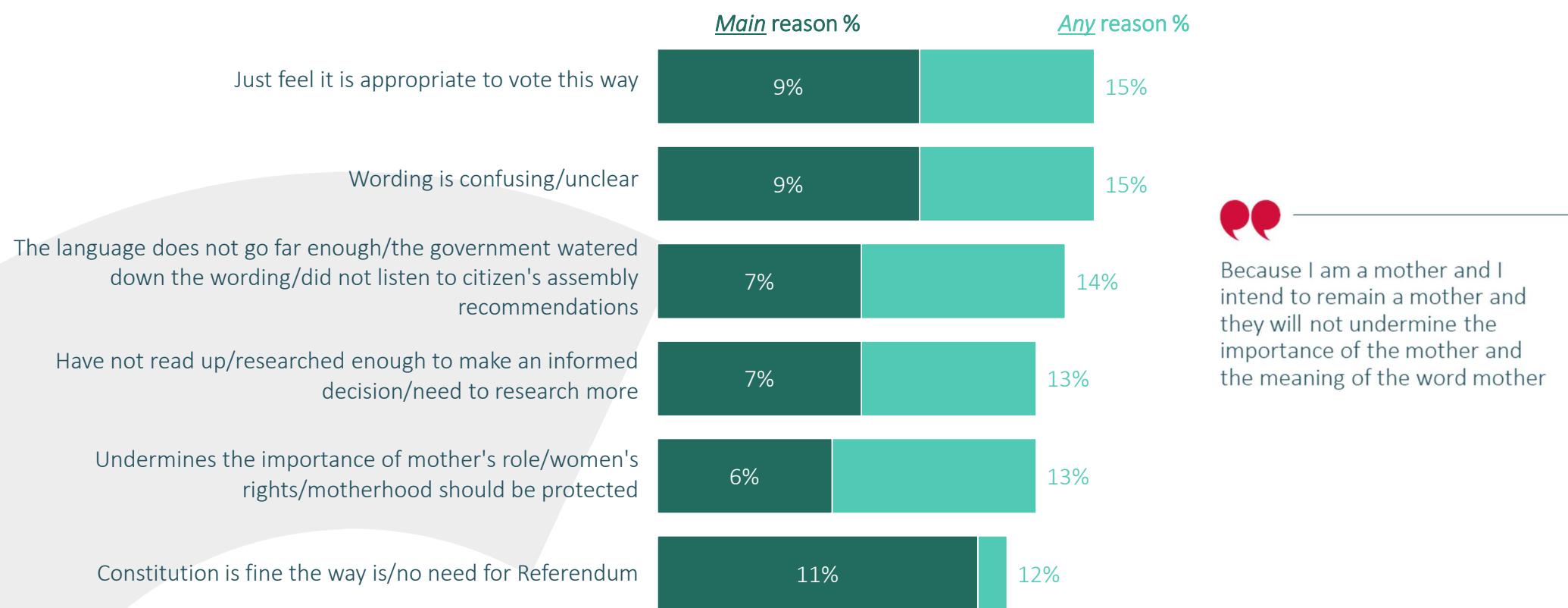
(Female, 65+, Definitely No)



Wishy washy wording. Yes women in the home is outdated but the wording proposed will cause legal difficulties.

(Male, 65+, Definitely No)

Reasons for voting NO to Care Referendum – Top 6 reasons (Phone) C



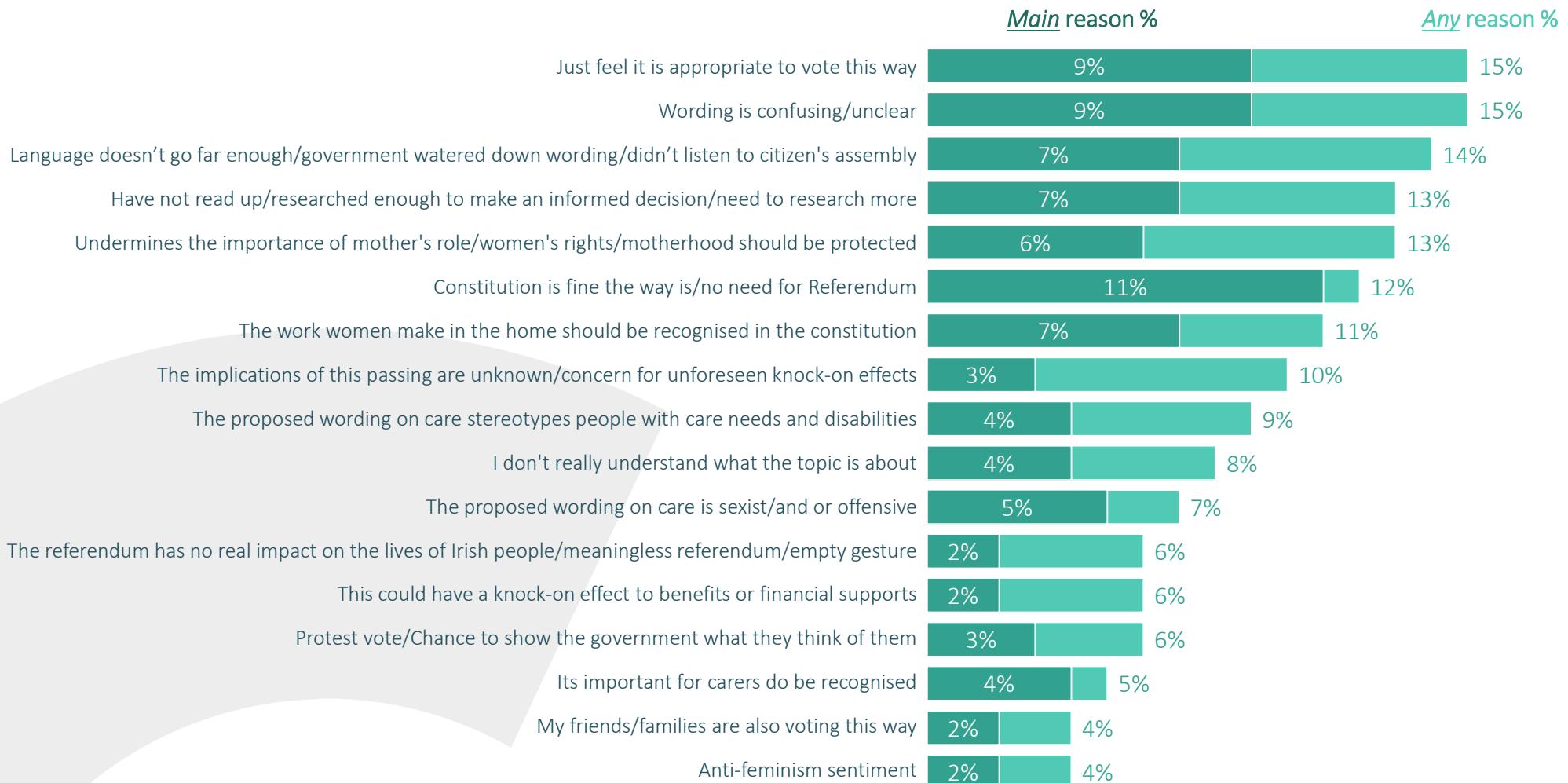
Q4a. What are the main reason influencing you as you consider how to vote in the Family Referendum?

Q4b. What are the main reason influencing you as you consider how to vote in the Care Referendum?

Base: All Adults 18+ who plan to vote NO to Care Referendum; n=331 (Phone respondents)

Reasons for voting NO to careReferendum (Phone)

C



Q4a. What are the main reason influencing you as you consider how to vote in the Family Referendum?

Q4b. What are the main reason influencing you as you consider how to vote in the Care Referendum?

Base: All Adults 18+ who plan to vote NO to Care Referendum; n=331 (Phone respondents)

Reasons for being Undecided

Undecided

GENERAL CONFUSION / LACK OF CLARITY

The majority of those that were undecided on how to cast their vote in the Care Referendum came down to the general confusion experienced over what exactly these changes would entail to the people of Ireland. There was little to no clarity for those on the fence on voting.

Proposed wording lacks substance

Research the proposed amendment further

Implications as a result of a yes vote



The future outcome how it will impact all of us.

(Male, 45-54, Undecided)



I have to study it more to make my mind up. Not decided yet on what the issues could result in.

(Female, 65+, Undecided)



Need to research the implications to people's lives.

(Female, 65+, Undecided)



The word strive is problematic.

(Male, 55-64, Undecided)

Reason for Voting – Those Definitely/Leaning Yes

C

Definitely/Leaning Yes

The people of Ireland also wanted to see recognition for carers and the work they do providing for others.



Wording to Reflect Current-Day Ireland

The majority of people in Ireland who voted YES for the change proposed in the Care Referendum as they felt that the **current language in the Constitution is outdated** and does not reflect the climate of carers today.

Similar Roles in the Home

Care within the home has changed significantly in recent years, whereby the responsibility of **caregiving can be appointed to anyone in the household and not just a woman** and the people of Ireland want the Constitution to reflect this as such.

Right Thing to do for Carers

The updated wording to the Constitution would give **recognition to those that currently provide care for others**. Even though some may not fully understand the changes, they **felt it was the right thing to do**.

Even for those who voted yes, many remained confused to the proposed change, but felt it necessary to vote for change.



I am still struggling to understand what the outcome would be but because they want to change it, I have to believe it's for a good reason.

(Female, 25-34, Definitely Yes)



Having spent some years as a house husband myself any care giver in the home deserves recognition in our constitution.

(Male, 65+, Definitely Yes)



I'm undecided about this. I do feel, however, that the existing wording is a little outdated.

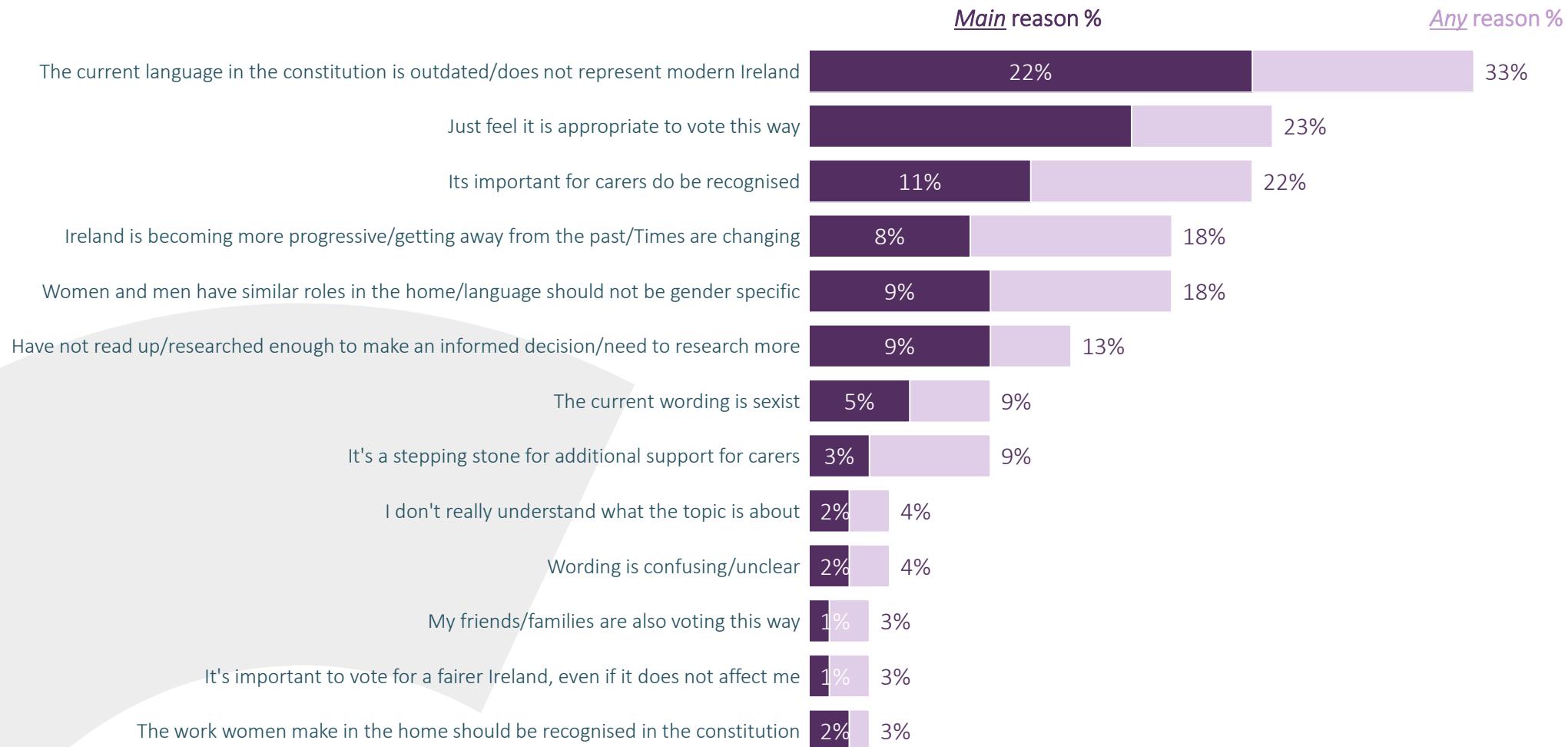
(Male, 55-64, Leaning Yes)



Women are not the only carers in the home these days and the specific references to women needs to be removed.

(Female, 35-44, Leaning Yes)

Reasons for voting YES to areReferendum (Phone)



Q4a. What are the main reason influencing you as you consider how to vote in the Family Referendum?

Q4b. What are the main reason influencing you as you consider how to vote in the Care Referendum?

Base: All Adults 18+ who plan to vote NO to Care Referendum; n=416 (Phone respondents)

Sample Verbatims for the Care Referendum – Pre-Polling



The following sample of verbatims provides an overview of the main reasons influencing the Irish public on how they intend to vote, whether this be definitely/leaning yes, undecided, or definitely/leaning no.

SUPPORT

Definitely Yes



I think it should be clear that the person in the home who is giving care should be supported in every way possible, whether that person is male or female.

(Male, 65+, Definitely Yes)



Although I worry as to whether the change of language will lead to government aid becoming much harder to procure, I do think that it is a step in the right direction, and I worry that voting no will halt further discussions of change.

(Female, 18-24, Definitely Yes)



Acknowledges the fact and offers rights to those who carry out duties in the home who are not women.

(Male, 18-24, Definitely Yes)

Leaning Yes



Having listened to several debates and read differing opinions and views I feel for me it's the right thing to do.
(Female, 55-64, Leaning Yes)



It seems a little more vague than the previous version. Can the State "wiggle out" of supporting people through social welfare payments if this change comes in? At the same time, I lean towards Yes because it's more equal.

(Male, 35-44, Leaning Yes)



I believe the language is outdated and while it doesn't quite go far enough it is better than what is currently in the Constitution.

(Male, 18-24, Leaning Yes)

UNDECIDED



I need to do more research on the care Referendum because it is very confusing and there isn't enough clear information out there.
(Female, 25-34, Undecided)



As of now I am still undecided on how I am going to vote as I don't feel I've gathered enough information on the matter yet.
(Female, 35-44, Undecided)



I can see both side of the argument and will read more about it and decide closer to voting time.
(Male, 55-64, Undecided)

OPPOSED

Definitely No



... the wording is vague and non-specific and if anything leaves us in a worse position than we currently are.

(Female, 45-54, Definitely No)



I think that people in care should be looked after by the state and not left to family to care for them. Better recognition for carers i.e. family member who look after them.

(Female, 45-54, Definitely No)



The government uses the phrase strive to help carers as opposed to guaranteeing it.
(Female, 18-24, Definitely No)

Leaning No



Having listened to the arguments I feel the wording does not give support to people and lessens the states support to the family but its only changing the wording to update the language used.
(Male, 45-54, Leaning No)



Debates on Radio and Television, I am leaning towards a No vote.
(Male, 55-64, Leaning No)



I appreciate the need to update this area but upon reading into it I'm not sure it is the CORRECT amendment.
(Male, 35-44, Leaning No)

★ = Verbatims of interest

Q4bP10: What is the main reason influencing you as you consider how to vote in the Family Referendum?

06

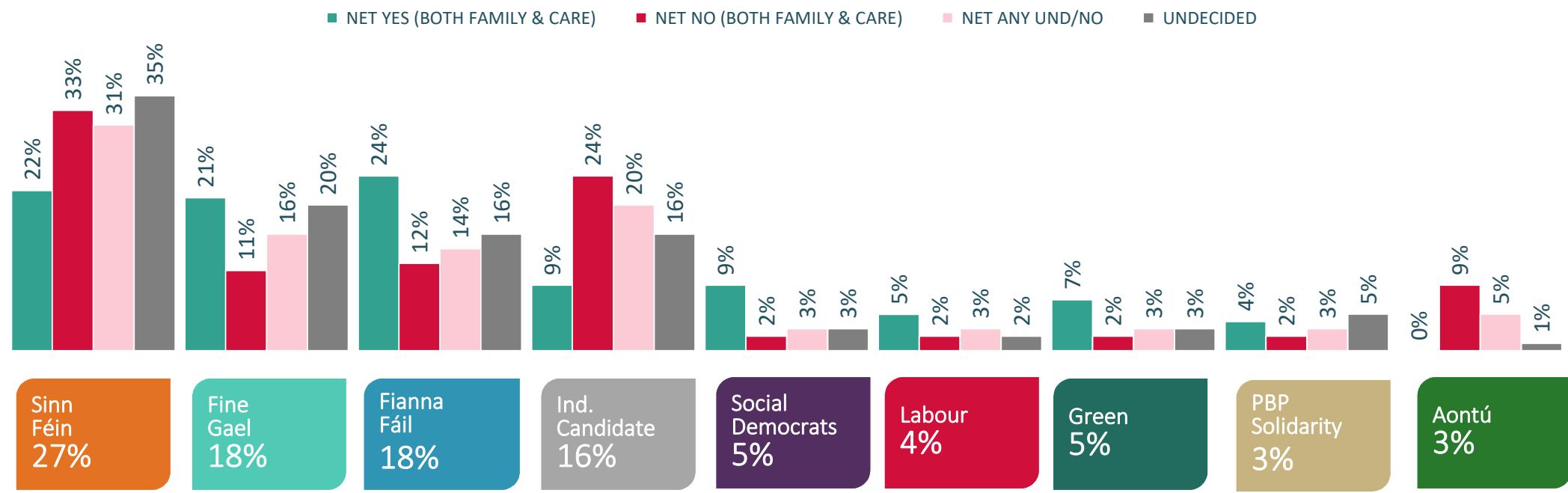
Party Preference X Vote Intention



Party Preference Profile of Referendum Vote Intention



Party Preference Profile of Referendum Vote Intention

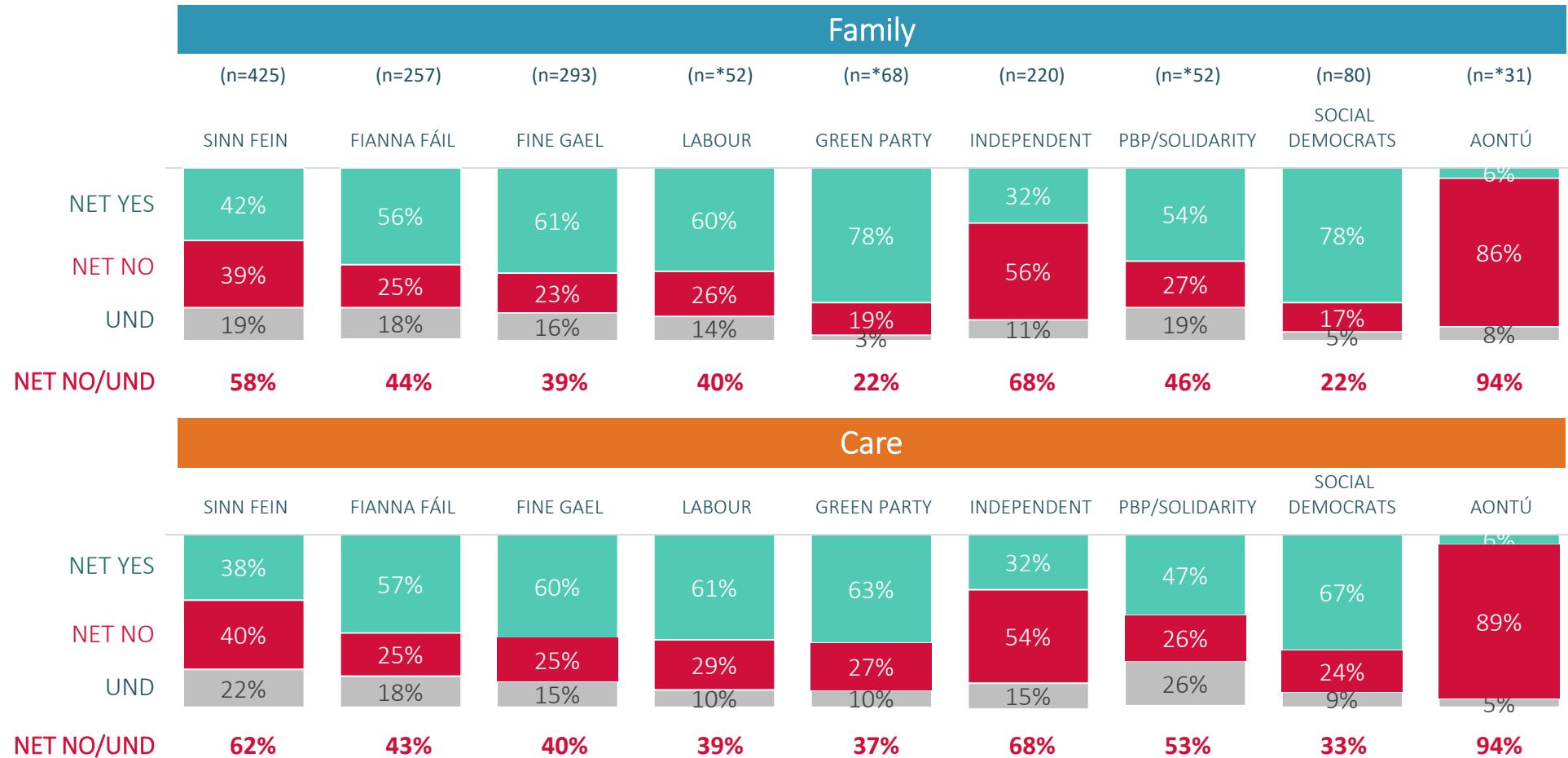


Q3 To what extent are you decided on whether you will vote yes to support or no to oppose the proposed changes to the constitution in each case?
 q2a/b if the general election were tomorrow, to which parties, groupings or independent candidates do you think you would give your first preference vote?

All adults 18+ n=1513, Yes/yes n=604, no/no n=430, No/UND n=882, UND*, n=220

*UND for both Care and Family to do not different significantly

Referendum Vote Intention x Party

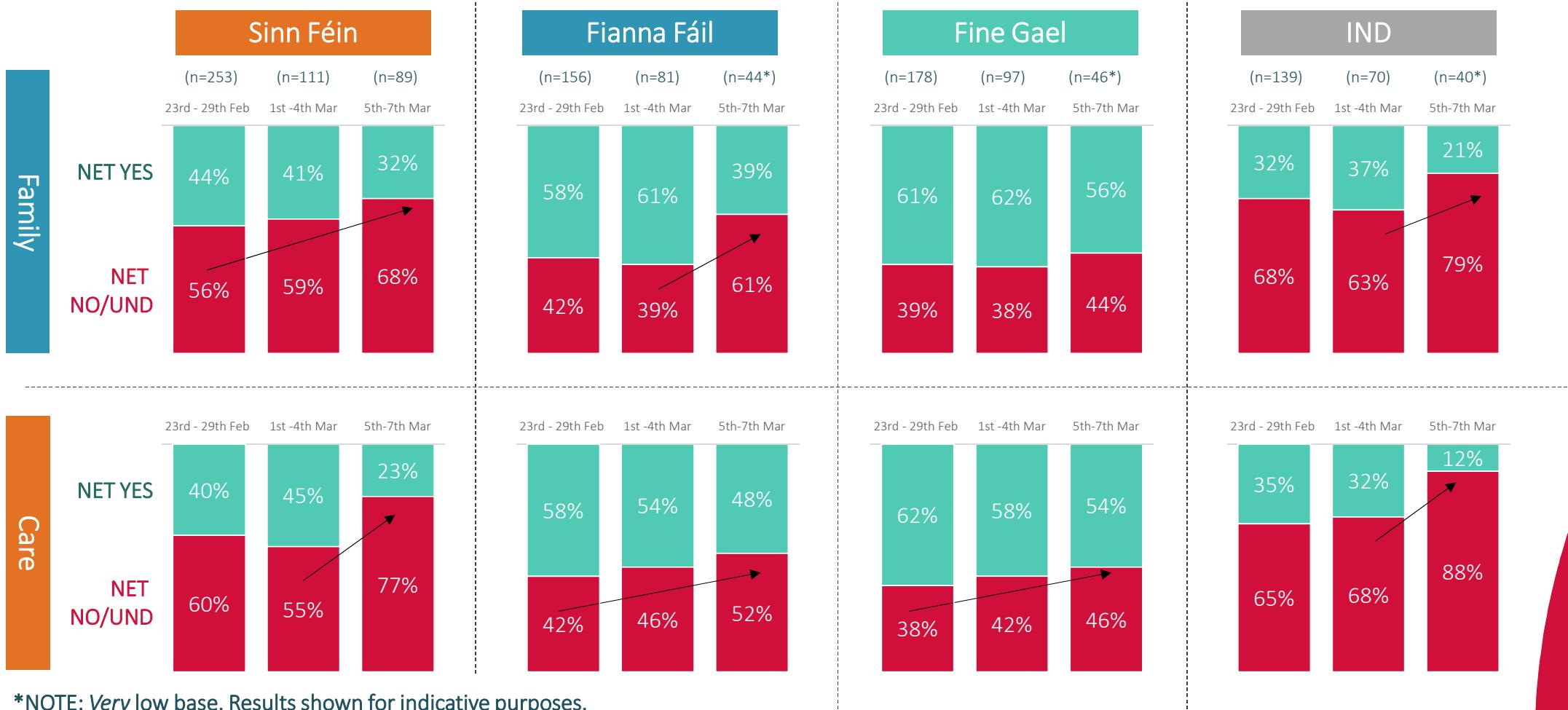


Note: Data shown as per two-week window ahead of polling. Shift in opinion occurs in final three days.

Q3 To what extent are you decided on whether you will vote yes to support or no to oppose the proposed changes to the Constitution in each case?

Q2a/b If the general election were tomorrow, to which parties, groupings or independent candidates do you think you would give your first preference vote?

Change in Referendum Vote Intention in Closing days

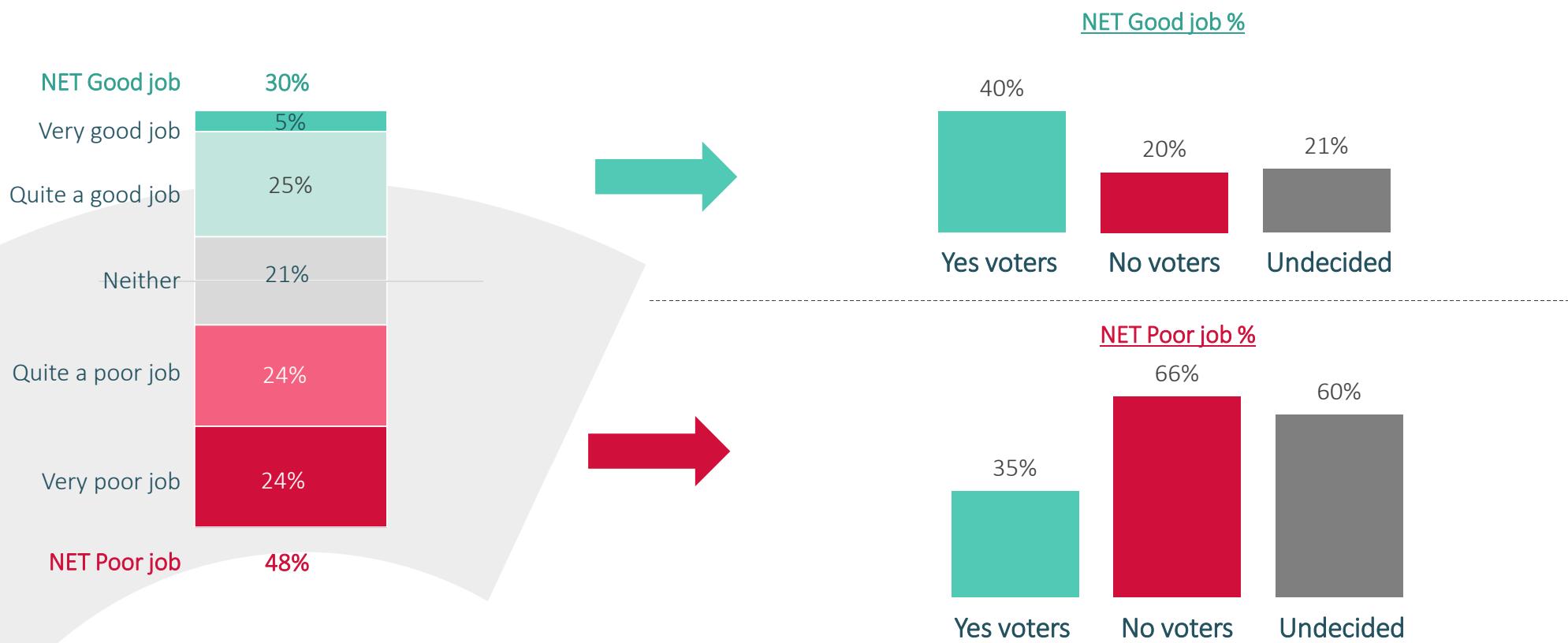


*NOTE: Very low base. Results shown for indicative purposes.

Q3 To what extent are you decided on whether you will vote yes to support or no to oppose the proposed changes to the constitution in each case?

Q2a/b If the general election were tomorrow, to which parties, groupings or independent candidates do you think you would give your first preference vote?

Government performance X Care Referendum vote intention

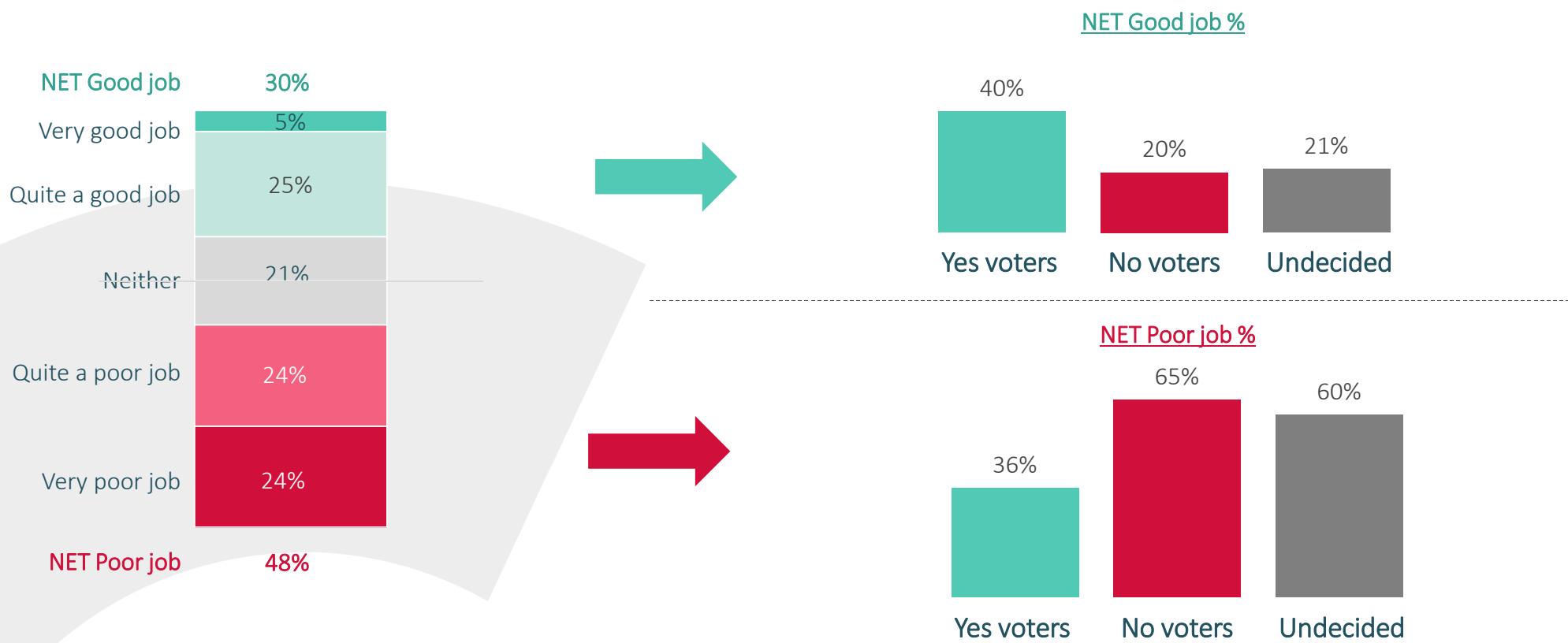


Q.19 Thinking about the performance of the government in general, how good or poor a job do you think the government has done over the past four years?

Base: All Adults 18+, n=1,041 (Online only)

Note: Similar proportion seen for Family Referendum

Government performance X Family Referendum vote intention



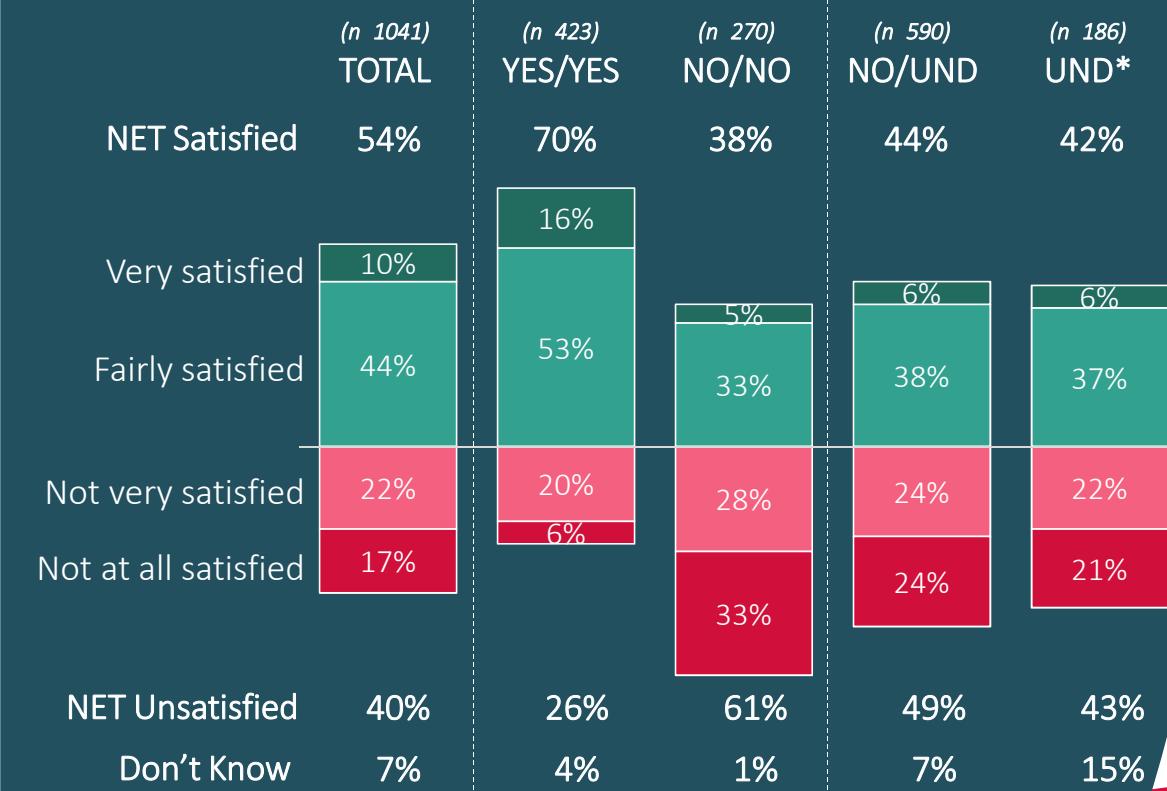
Q.19 Thinking about the performance of the government in general, how good or poor a job do you think the government has done over the past four years?

Base: All Adults 18+, n=1,041 (Online only)

Note: Similar proportion seen for Care Referendum

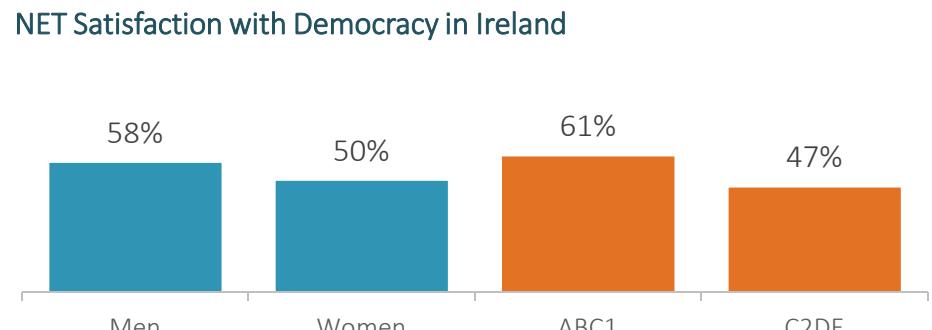
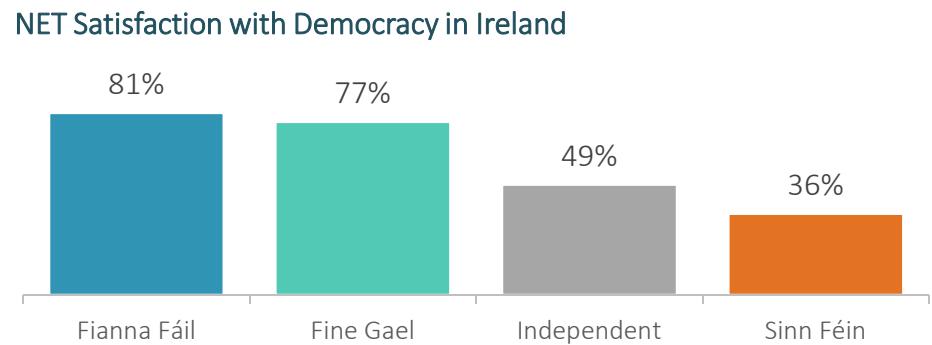
42

Satisfaction with Democracy in Ireland x Vote Intention



Q15: On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the way democracy works in Ireland?
significantly

NET Satisfaction with Democracy x Demos



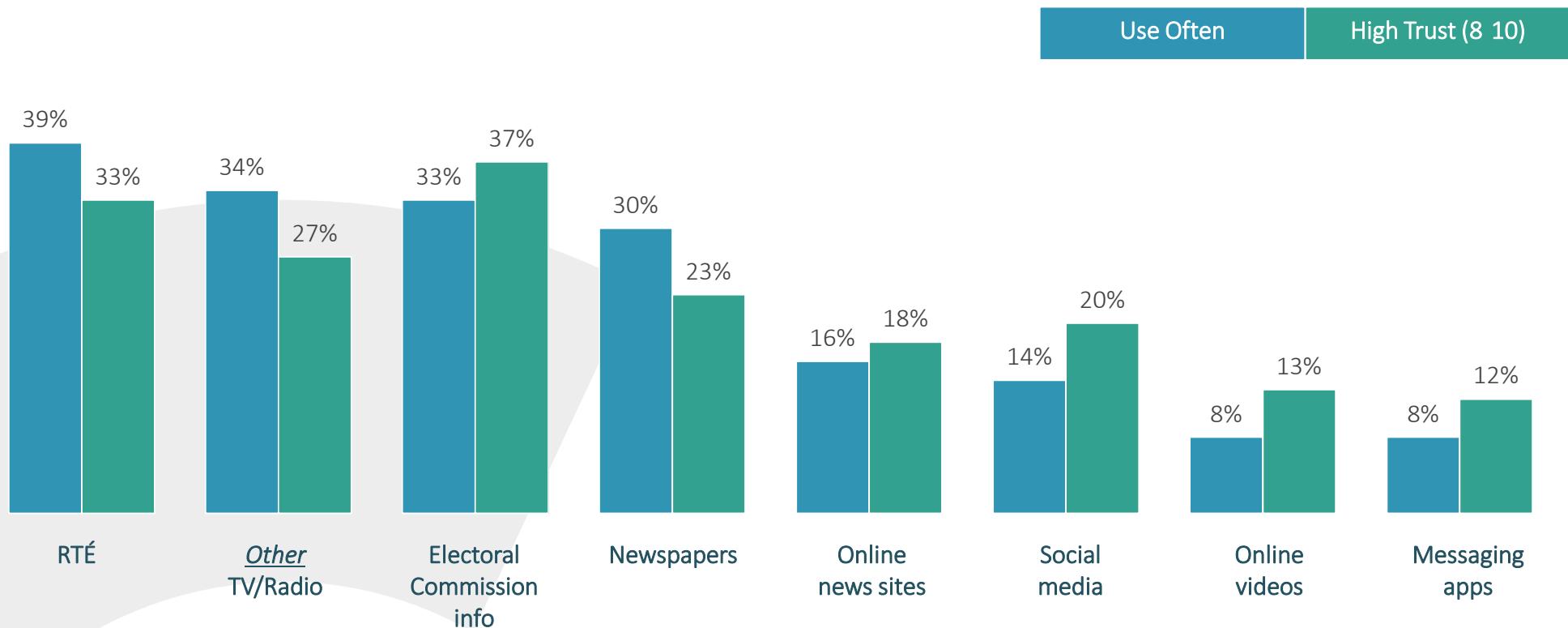
*Showing UND for Care, UND for Care and Family to do not differ

07

How to people form their political opinions in Ireland?



Use of and trust in information sources



Q.6 How often, if at all, do you use the following sources of information to form an opinion before voting?

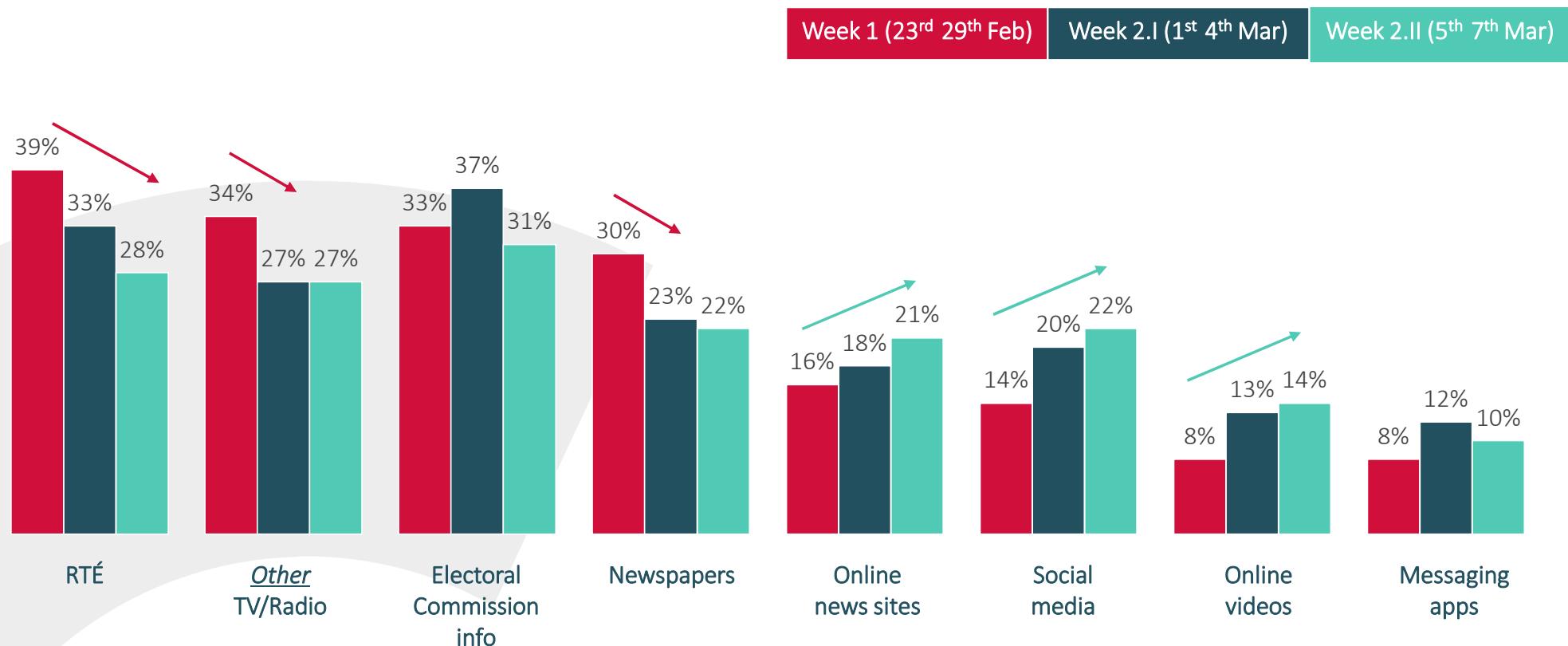
Q.7 To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All Adults 18+; n=2,042

Sources used to form opinion on voting – Often X Week



Sources used to form opinion on voting – Often X Week

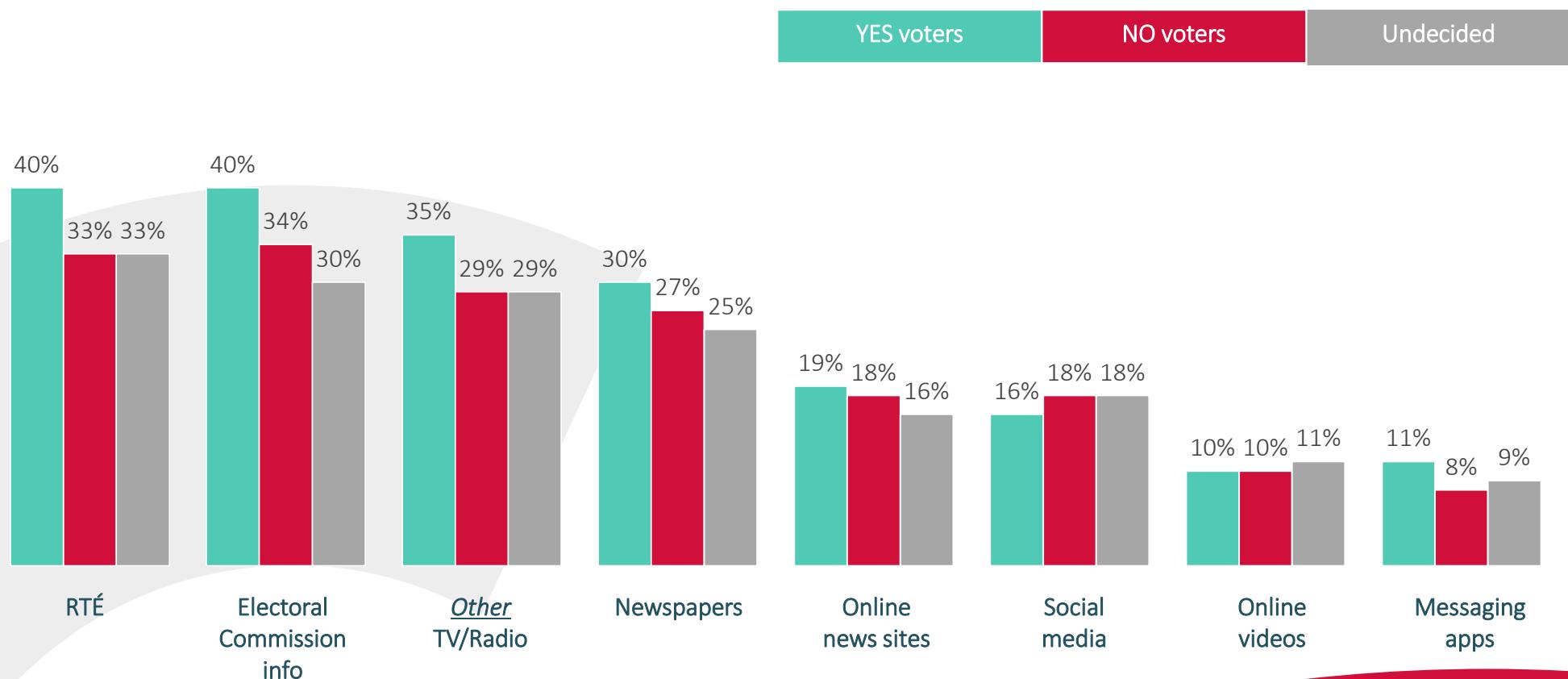


Q.6 How often, if at all, do you use the following sources of information to form an opinion before voting?

Base: All Adults 18+; n=2,042

Sources used to form opinion on voting – Often X Care Referendum C

Sources used to form opinion on voting – Often X Care Referendum vote intention

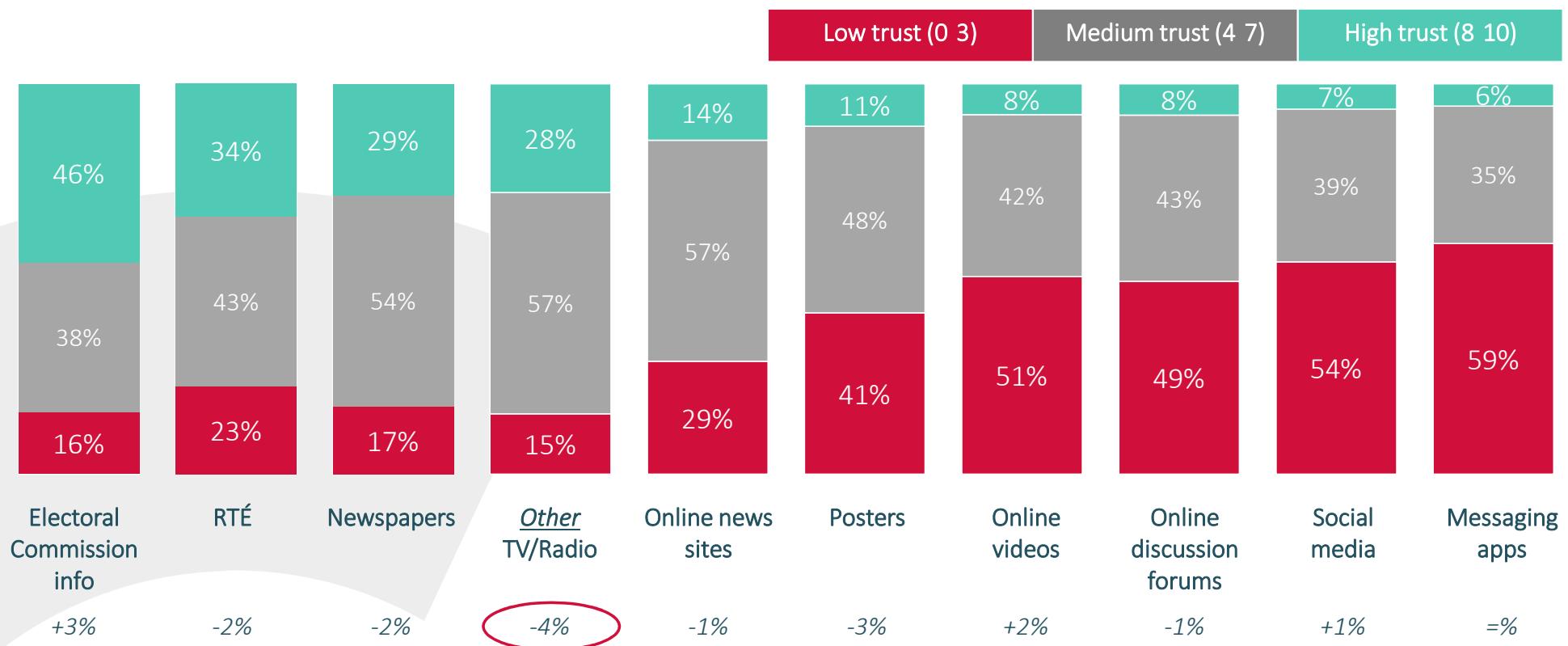


Q.6 How often, if at all, do you use the following sources of information to form an opinion before voting?

Base: All Adults 18+ (n=2042), Care Referendum: Yes (n=906), No (n=666), Undecided (n=399)

Note: Showing for Care Referendum. Similar proportion seen for Family Referendum.

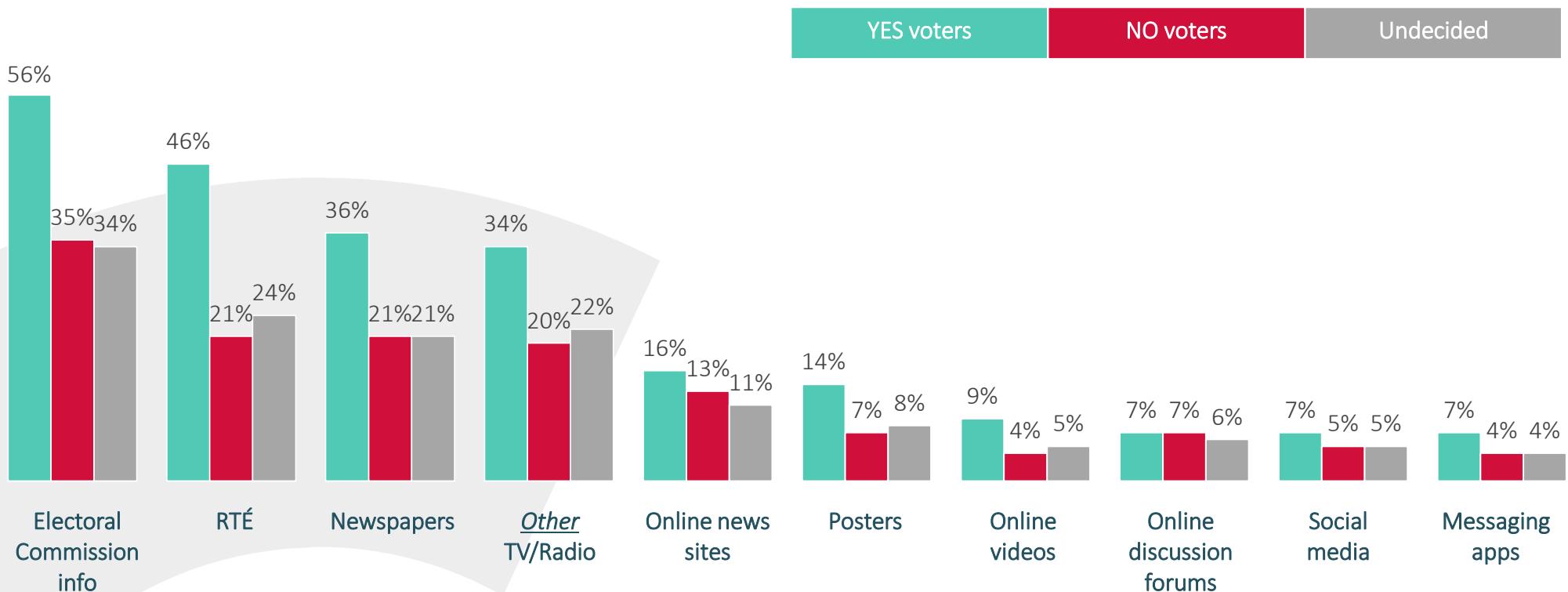
Trust in information sources (Excluding don't know)



Trust in information sources X Care Referendum vote intention

C

Trust in information sources (High trust 8-10) X Care Referendum vote intention



Q.7 To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All Adults 18+, n=2,042

Note: Showing for Care Referendum. Similar proportion seen for Family Referendum.

08

Political knowledge and interest



Respondents were shown ten statements pertaining to Irish politics and asked if they believed each one was true or false.

We measured how many statements each respondent correctly answered.

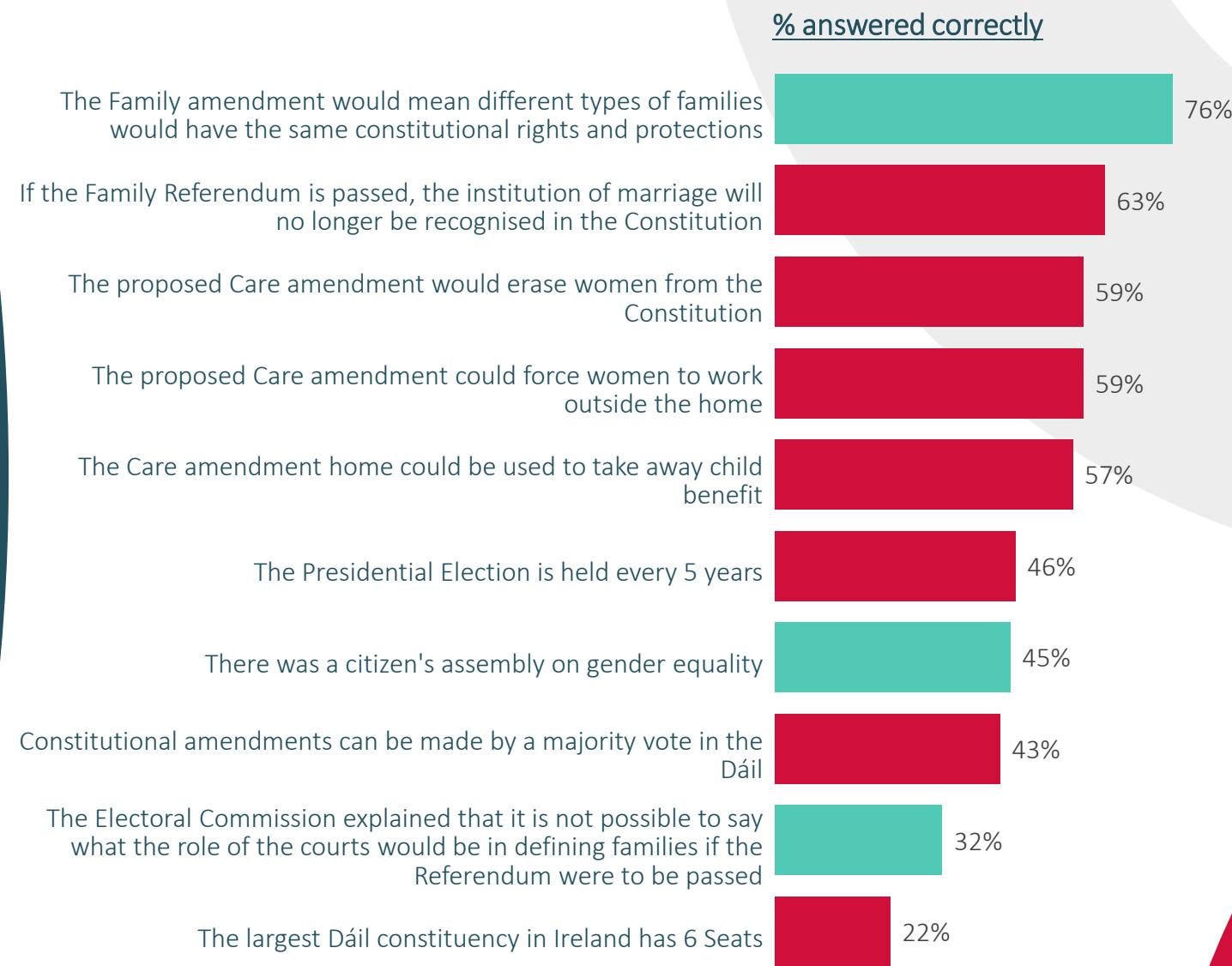
For instance, the first statement to the left is true, and 76% correctly answered that it is true.

False statements

True statements

Q.16 Please select whether you think each of the following statements, as they relate to the upcoming referendums, are true or false.

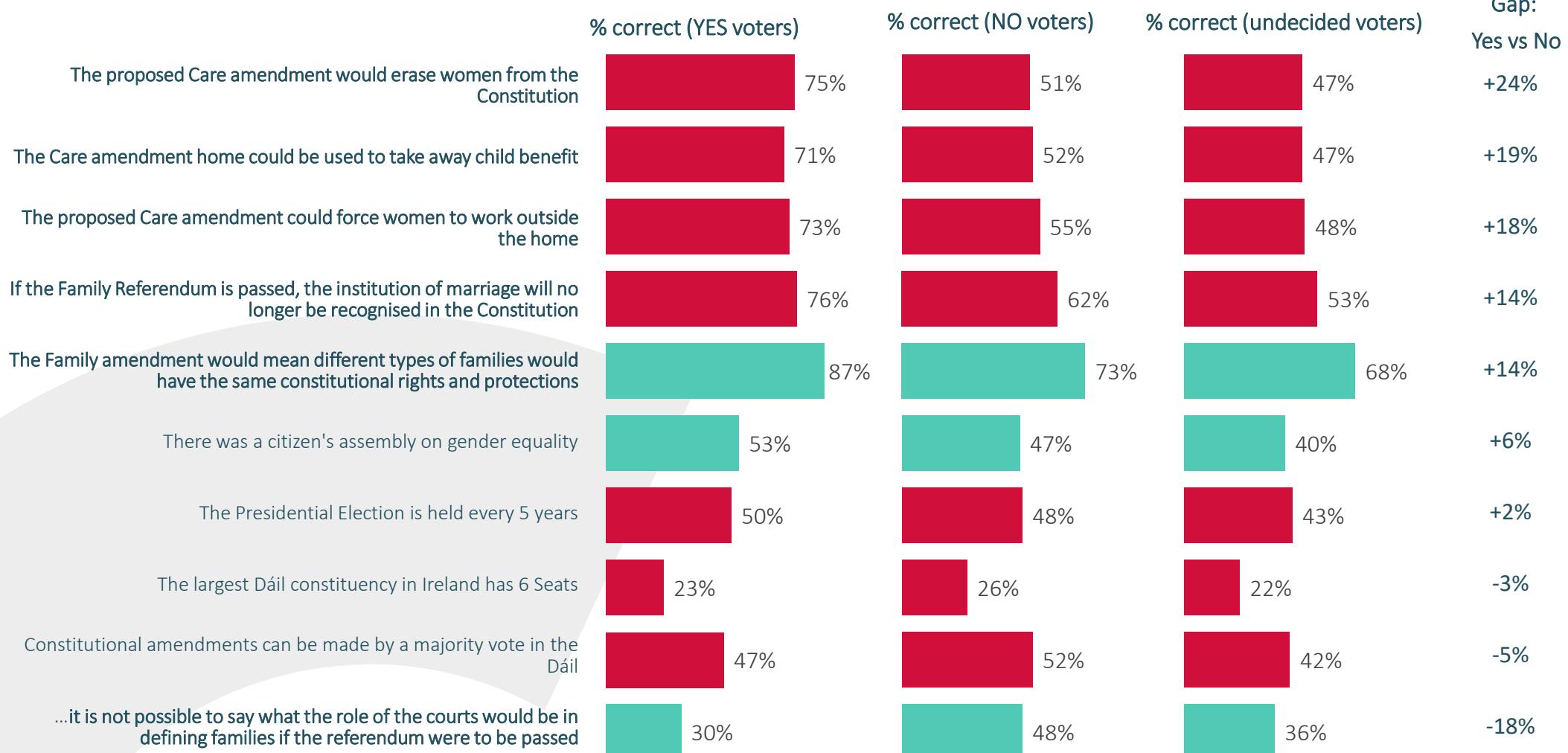
Base: All Adults 18+, n 1,041 (Online only)



% answered correctly x Care Referendum Vote Intention



Gap:
Yes vs No
+24%



Q.16 Please select whether you think each of the following statements, as they relate to the upcoming Referendums, are true or false.

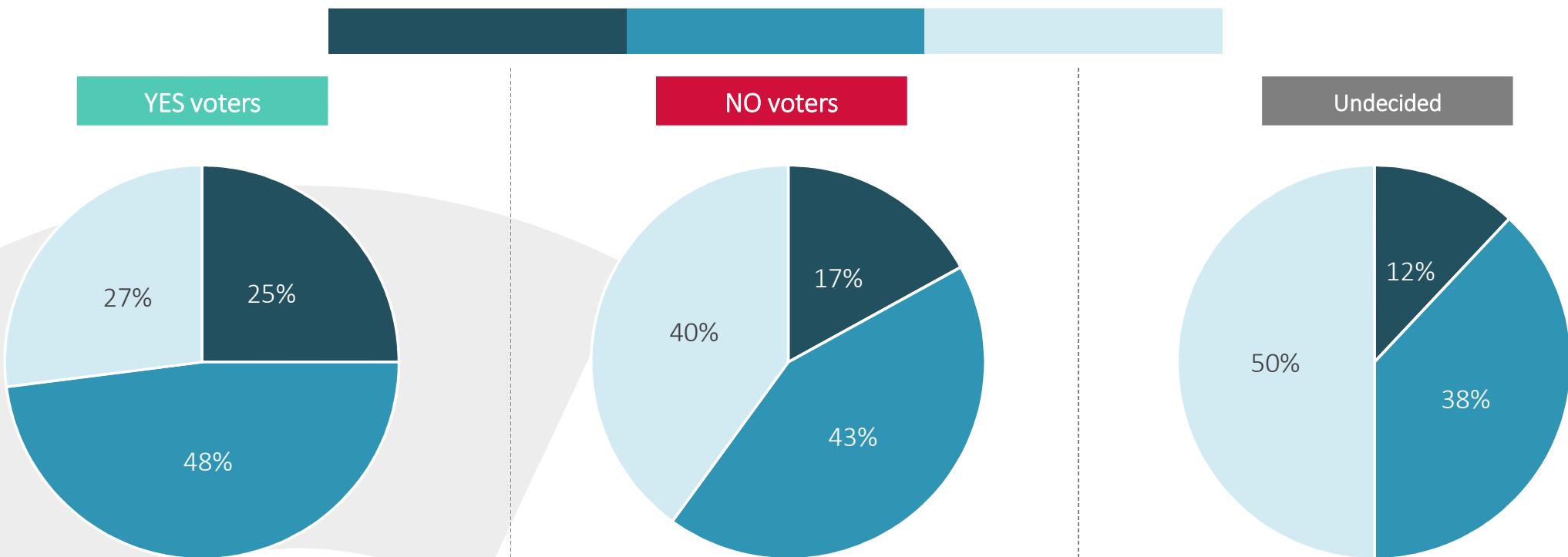
Base: All Adults 18+, n=1,041 (Online only) Yes/Yes (n=423), No/No (n=270), Undecided on Care* (n=186).

Note: Showing for Care Referendum. Similar proportion seen for Family Referendum.

Political knowledge - % correct X Care Referendum vote intention

C

Political knowledge - % correct X Care Referendum vote intention (Online only)



NOTE: Respondents were shown ten statements pertaining to Irish politics and asked if they believed each one was true or false.

We measured how many statements each respondent correctly answered. YES voters on average answered more statements correctly.

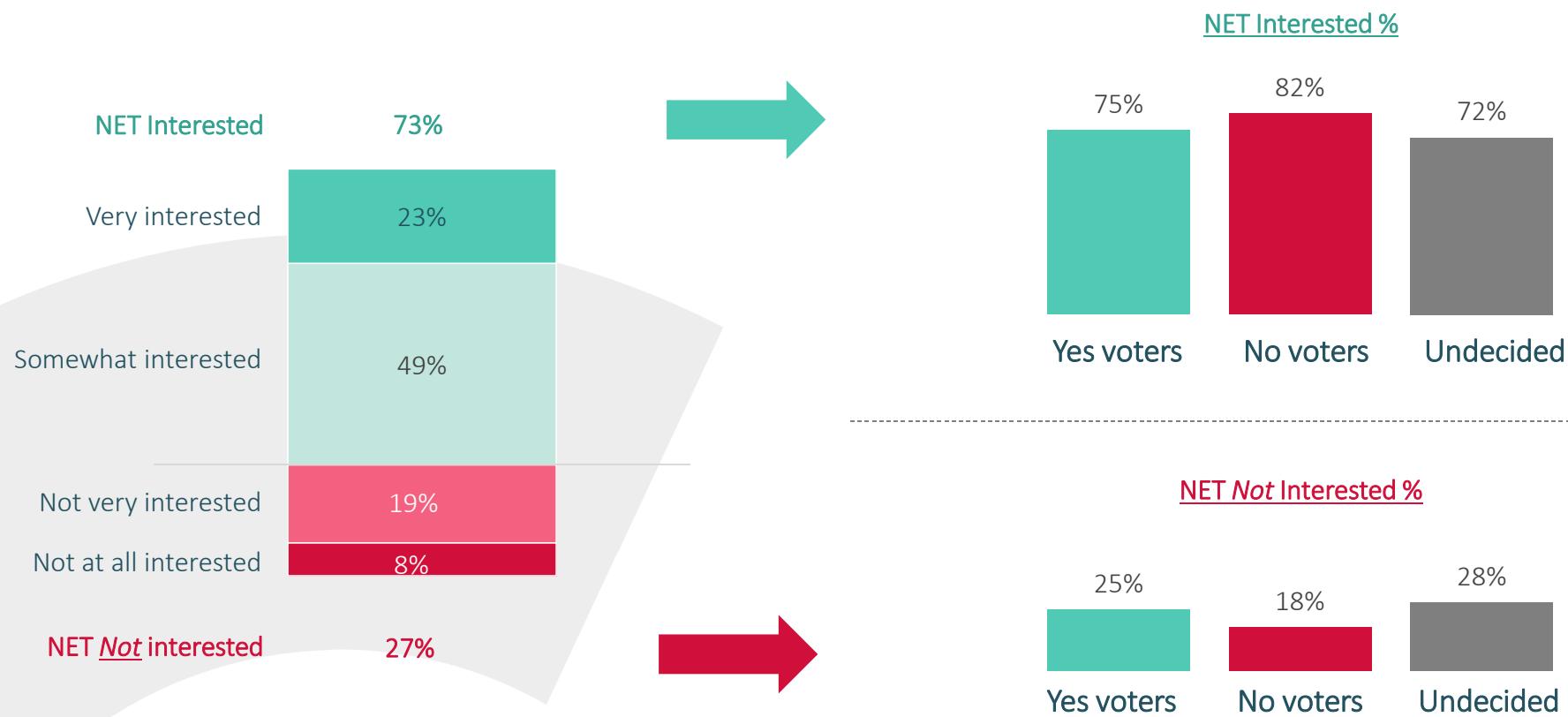
Q.16 Please select whether you think each of the following statements, as they relate to the upcoming referendums, are true or false.

Base: All Adults 18+, n=1,041 (Online only) Yes/Yes (n=423), No/No (n=270), Undecided on Care* (n=186).

Note: Showing for Care Referendum. Similar proportion seen for Family Referendum.

53

Interest in politics X Care Referendum vote intention



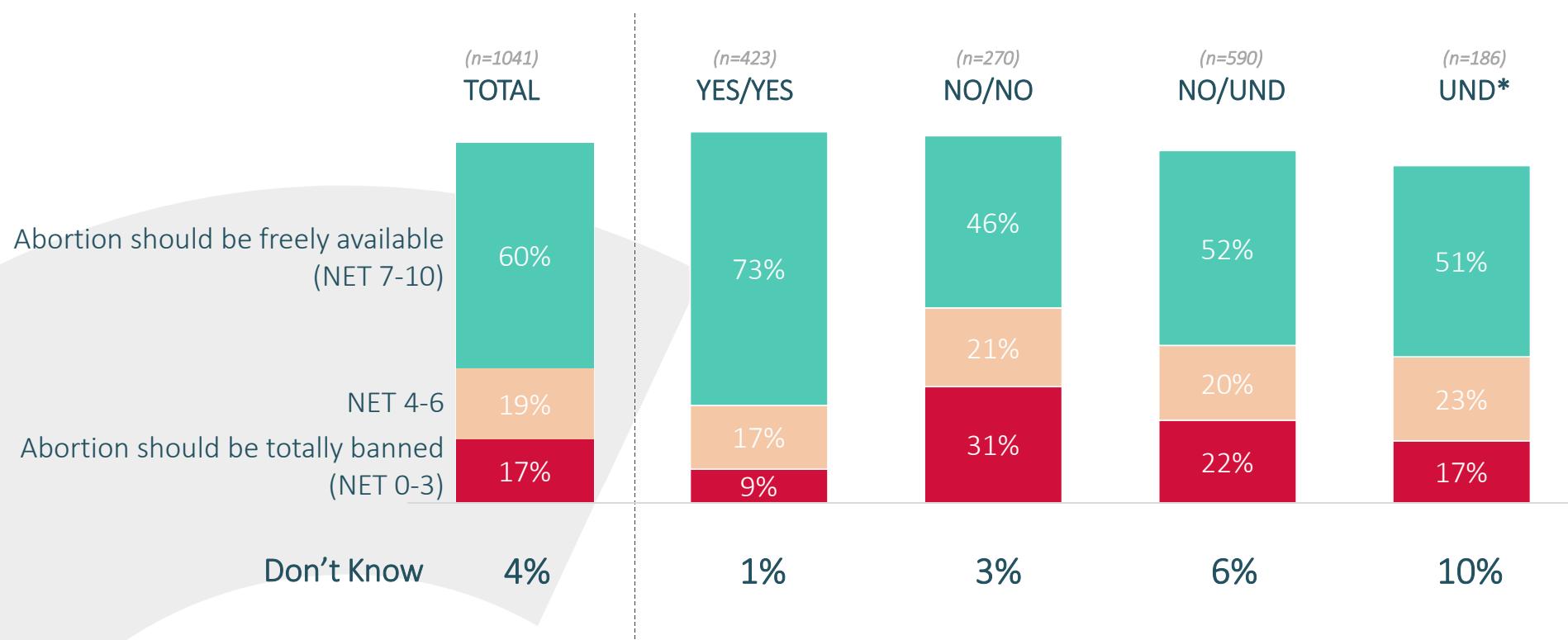
Q.14 How interested would you say you are in politics?

Base: All Adults 18+, n=1,041 (Online only) Yes/Yes (n=423), No/No (n=270), Undecided on Care* (n=186).

Note: Showing for Care Referendum. Similar proportion seen for Family Referendum.

Attitudes towards Abortion x Vote Intention

C



Q.20: On a scale from 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? Base: All Adults 18+ (n=1,041)

Note: Showing for Care Referendum. Similar proportion seen for Family Referendum.

09

Election Studies

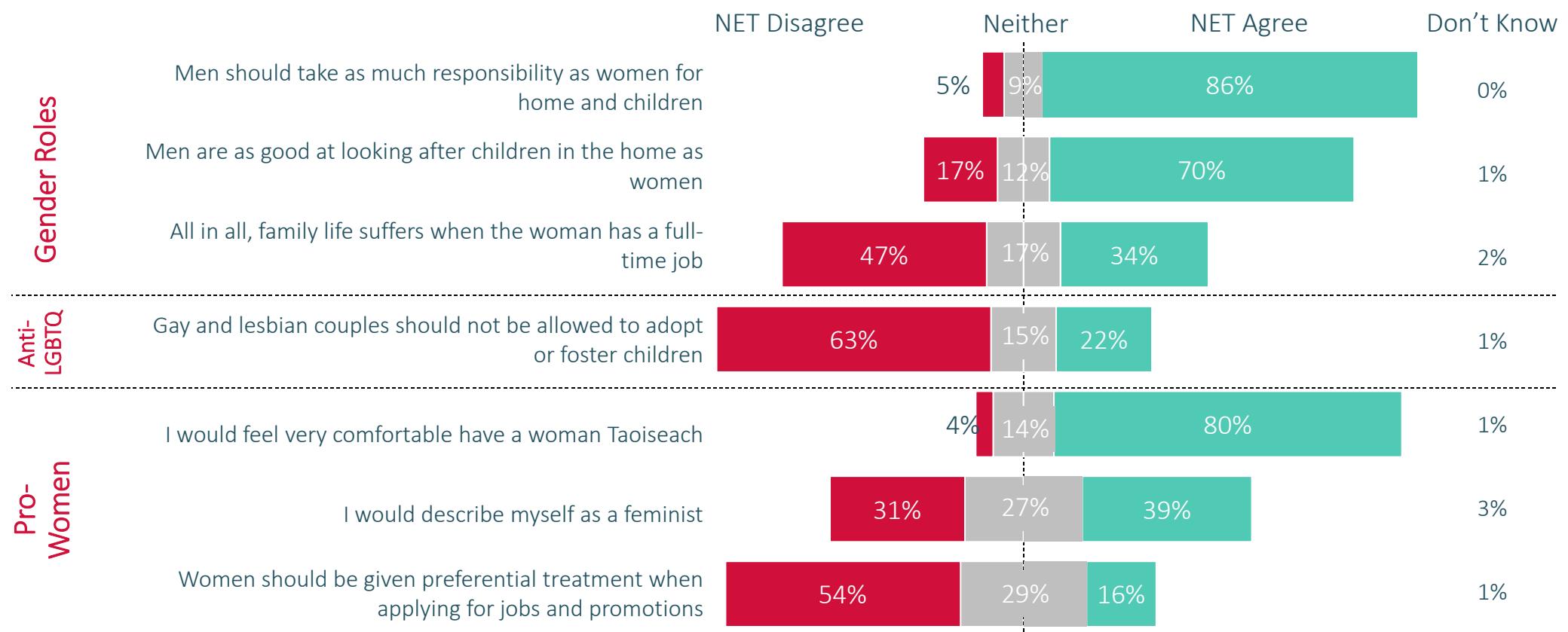
- Populism Battery
- Gender Battery
- Happiness Index
- Conspiracy Theories



Gender Attitudes Statement Battery



Gender Battery



Q18: Please tell me to what extent you agree or disagree with each statement. Base: All Adults 18+, n=1,041 (Online only)

Gender Attitudes Statement Battery x Vote Intention



Gender Battery – NET Agree

		Total	YES/YES	NO/NO	NO/UND	UND Care	UND Family
Gender Roles	Men should take as much responsibility as women for home and children	86%	90%	81%	83%	80%	81%
	Men are as good at looking after children in the home as women	70%	76%	63%	66%	69%	67%
	All in all, family life suffers when the woman has a full-time job	34%	29%	47%	38%	32%	31%
Anti-LGBTQ	Gay and lesbian couples should not be allowed to adopt or foster children	22%	19%	31%	24%	19%	16%
Pro-Women	I would feel very comfortable have a woman Taoiseach	80%	86%	78%	77%	71%	72%
	I would describe myself as a feminist	39%	50%	31%	33%	31%	34%
	Women should be given preferential treatment when applying for jobs and promotions	16%	23%	7%	12%	19%	20%

Q18: Please tell me to what extent you agree or disagree with each statement. Base: All Adults 18+, n=1,041 (Online only) Yes/Yes (n=423), No/No (n=270), No/Undecided (n=590), Undecided on Care (n=186).

*Showing UND for Care. UND for Care and Family to do not differ significantly

Gender Statement Battery X Demographics

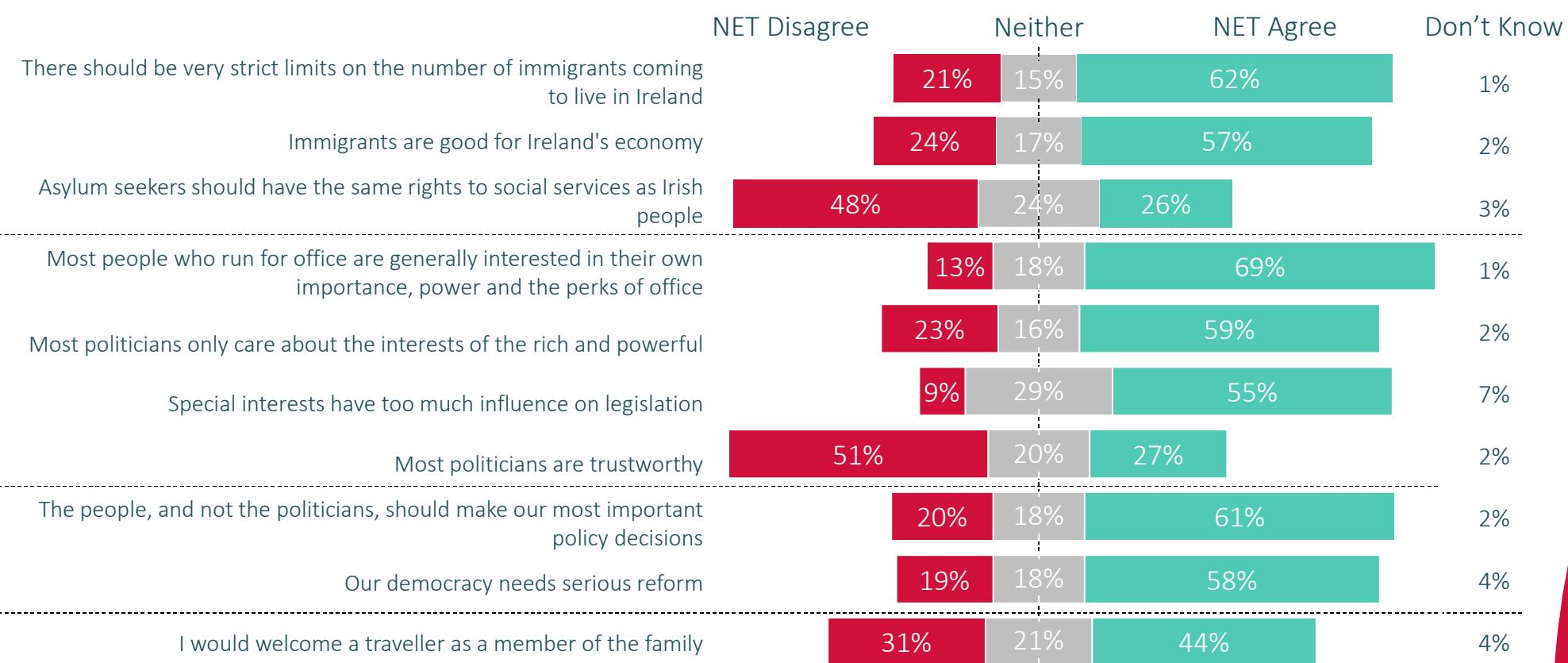


Gender Battery X Demographics

		Gender		Age			Social Class		Region				
		Total (n=1009)	Male (n=475)	Female (n=532)	18-34 (n=273)	35-54 (n=409)	55+ (n=327)	ABC1 (n=479)	C2DE (n=499)	Dublin (n=252)	ROL (n=279)	Munster (n=295)	Conn/ Ulster (n=183)
Base													
Gender Roles	Men should take as much responsibility as women for home and children	86%	84%	87%	82%	84%	91%	88%	86%	87%	89%	83%	82%
	Men are as good at looking after children in the home as women	70%	66%	73%	72%	70%	68%	70%	70%	70%	73%	71%	64%
	All in all, family life suffers when the woman has a full-time job	34%	33%	36%	29%	37%	35%	33%	35%	34%	31%	38%	34%
Anti-LGBTQ	Gay and lesbian couples should not be allowed to adopt or foster children	22%	26%	18%	23%	17%	25%	20%	21%	23%	21%	20%	21%
Pro-Women	I would feel very comfortable have a woman Taoiseach	80%	77%	83%	75%	79%	86%	86%	76%	79%	81%	84%	76%
	I would describe myself as a feminist	39%	32%	46%	48%	35%	36%	44%	35%	46%	40%	36%	30%
	Women should be given preferential treatment when applying for jobs and promotions	16%	15%	18%	23%	16%	11%	14%	20%	14%	16%	18%	17%

Q18: Please tell me to what extent you agree or disagree with each statement. Base: All Adults 18+, n=1,041 (Online only).

Populism Messaging Battery



Q13: Please tell me to what extent you agree or disagree with each statement. Base: All Adults 18+, n=1,041 (Online only).

Populism Messaging Battery x Vote Intention

		Total	YES/YES	NO/NO	NO/UND	UND Care	UND Family
Immigration	There should be very strict limits on the number of immigrants coming to live in Ireland	62%	52%	81%	68%	61%	59%
	Immigrants are good for Ireland's economy	57%	70%	44%	50%	48%	50%
	Asylum seekers should have the same rights to social services as Irish people	26%	37%	12%	19%	20%	16%
Politicians	Most people who run for office are generally interested in their own importance, power and the perks of office	69%	62%	78%	72%	66%	66%
	Most politicians only care about the interests of the rich and powerful	59%	51%	70%	64%	59%	61%
	Special interests have too much influence on legislation	55%	51%	72%	58%	39%	40%
	Most politicians are trustworthy	27%	35%	19%	23%	24%	25%
Reform	The people, and not the politicians, should make our most important policy decisions	61%	59%	68%	62%	58%	58%
	Our democracy needs serious reform	58%	52%	69%	62%	57%	56%
Racism	I would welcome a traveller as a member of the family	44%	49%	39%	40%	38%	39%

Q13: Please tell me to what extent you agree or disagree with each statement. Base: All Adults 18+, n=1,041 (Online only), Yes/Yes (n=423), No/No (n=270), No/Undecided (n=590), Undecided on Care (n=186).

*Showing UND for Care. UND for Care and Family to do not differ significantly

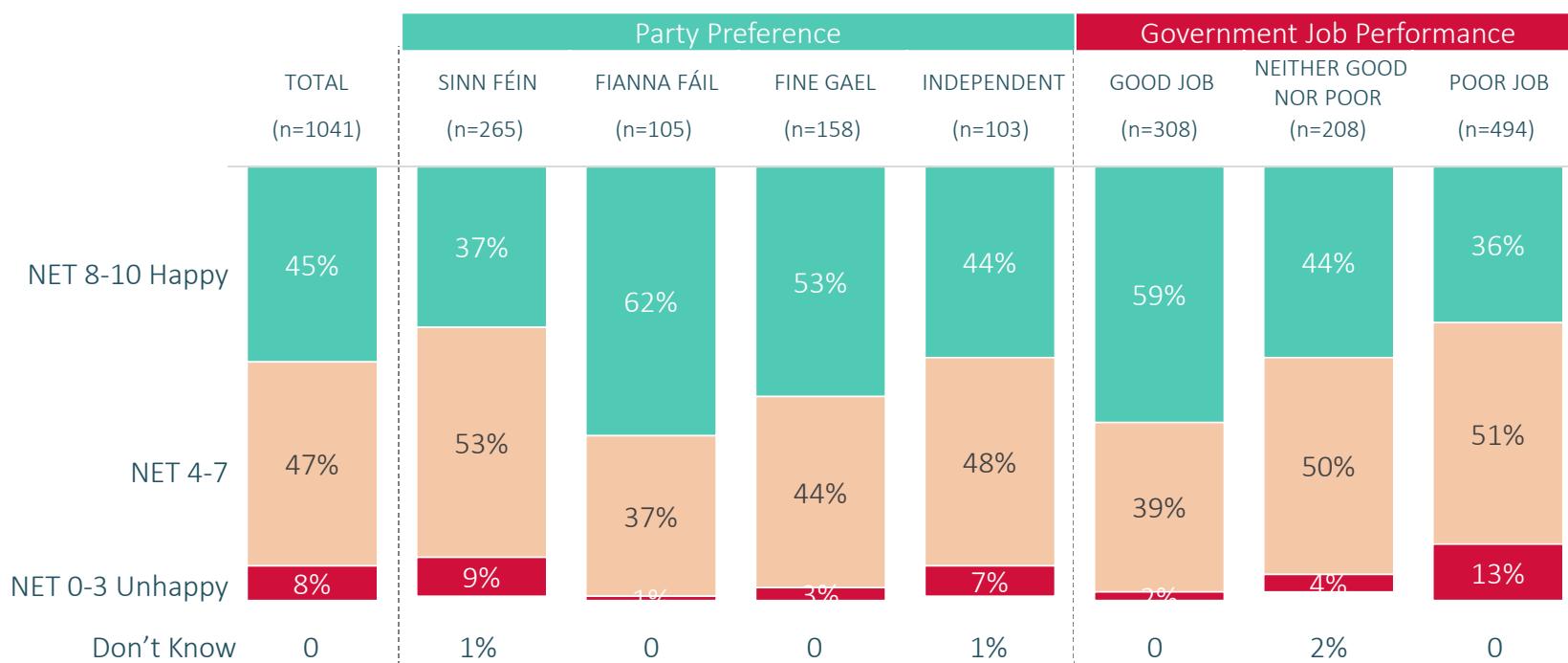
Populism Battery X Demographics



				Gender		Age			Social Class		Region		
		Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/Ulster
Immigration	There should be very strict limits on the number of immigrants coming to live in Ireland	62%	62%	63%	56%	65%	64%	58%	66%	58%	63%	64%	65%
	Immigrants are good for Ireland's economy	57%	59%	55%	57%	54%	60%	64%	50%	63%	55%	58%	47%
	Asylum seekers should have the same rights to social services as Irish people	26%	27%	24%	37%	22%	21%	30%	22%	32%	22%	28%	18%
Politicians	Most people who run for office are generally interested in their own importance, power and the perks of office	69%	69%	68%	73%	70%	64%	64%	72%	66%	69%	66%	76%
	Most politicians only care about the interests of the rich and powerful	59%	59%	59%	69%	61%	50%	56%	62%	59%	59%	57%	62%
	Special interests have too much influence on legislation	55%	63%	47%	52%	52%	60%	55%	56%	61%	49%	53%	55%
	Most politicians are trustworthy	27%	30%	24%	19%	24%	37%	28%	27%	27%	29%	27%	25%
Reform	The people, and not the politicians, should make our most important policy decisions	61%	60%	61%	68%	58%	58%	58%	64%	61%	58%	62%	62%
	Our democracy needs serious reform	58%	57%	59%	60%	58%	56%	54%	63%	56%	58%	58%	61%
Racism	I would welcome a traveller as a member of the family	44%	42%	46%	55%	44%	34%	46%	43%	45%	48%	42%	39%

Q13: Please tell me to what extent you agree or disagree with each statement. Base: All Adults 18+, n=1,041 (Online only)

Happiness Index (Feelings of Happiness Yesterday)



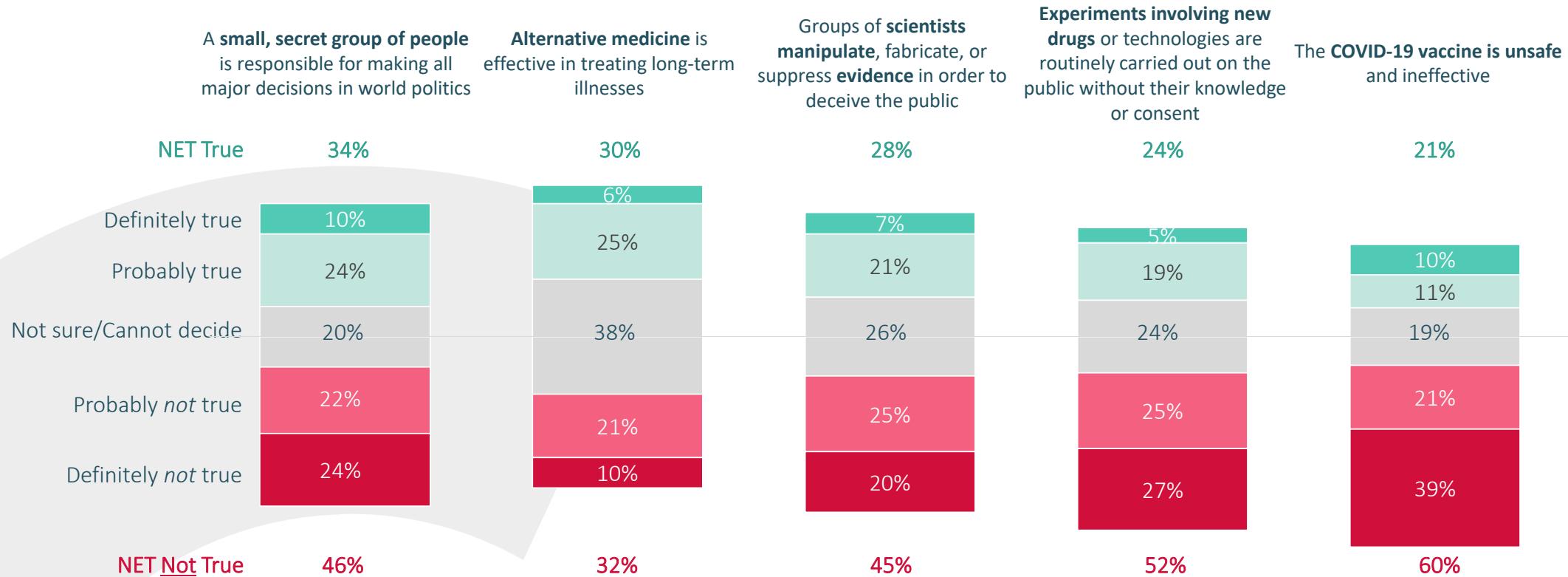
Note: No significant difference in happiness levels on vote intention for Referendums

Q.23 On a scale of 0 to 10 where 0 means very unhappy, and 10 means very happy, how happy would you say you were yesterday? Base: All Adults 18+, n=1,041 (Online only)

Belief in conspiracy theories - Summary



Belief in conspiracy theories (Online only) - Summary



Q.24 There is often debate about whether the public is told the whole truth about various important issues. Please indicate the degree to which you believe each statement is likely to be true on the following scale.

Base: All Adults 18+, n=1,041 (Online only)

Conspiracy Theories - NET Probably True x NET Probably True

C

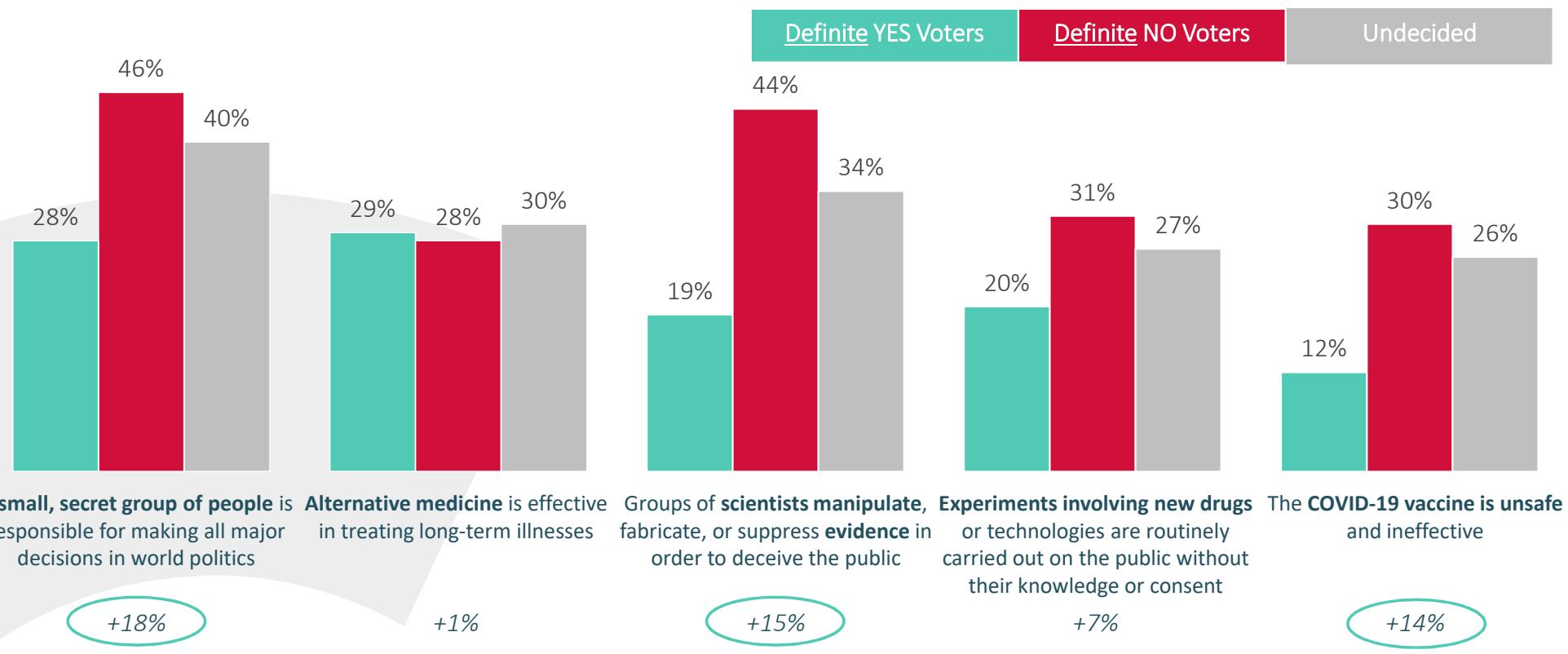
NET Probably True x NET Probably True

	TOTAL	A small, secret group of people is responsible for making all major decisions in world politics	Groups of scientists manipulate, fabricate, or suppress evidence in order to deceive the public	Experiments involving new drugs or technologies are routinely carried out on the public without their knowledge or consent	The COVID 19 vaccine is unsafe and ineffective	Alternative medicine is effective in treating long term illnesses
Groups of scientists manipulate, fabricate, or suppress evidence in order to deceive the public	28%	56%	-	72%	65%	70%
	21%	44%	51%	54%	-	35%

Q.24 There is often debate about whether the public is told the whole truth about various important issues. please indicate the degree to which you believe each statement is likely to be true on the following scale.

Base: All Adults 18+, n=1,041 (Online only)

Belief in conspiracy theories (NET True) X Care Referendum vote intention



Q.24 There is often debate about whether the public is told the whole truth about various important issues. please indicate the degree to which you believe each statement is likely to be true on the following scale.

Base: All Adults 18+, n=1,041 (Online only) Definitely Yes (n=269), Definitely No (n=192).

Note: Showing for Care Referendum. Similar proportion seen for Family Referendum.

10

An Coimisiún Toghcháin

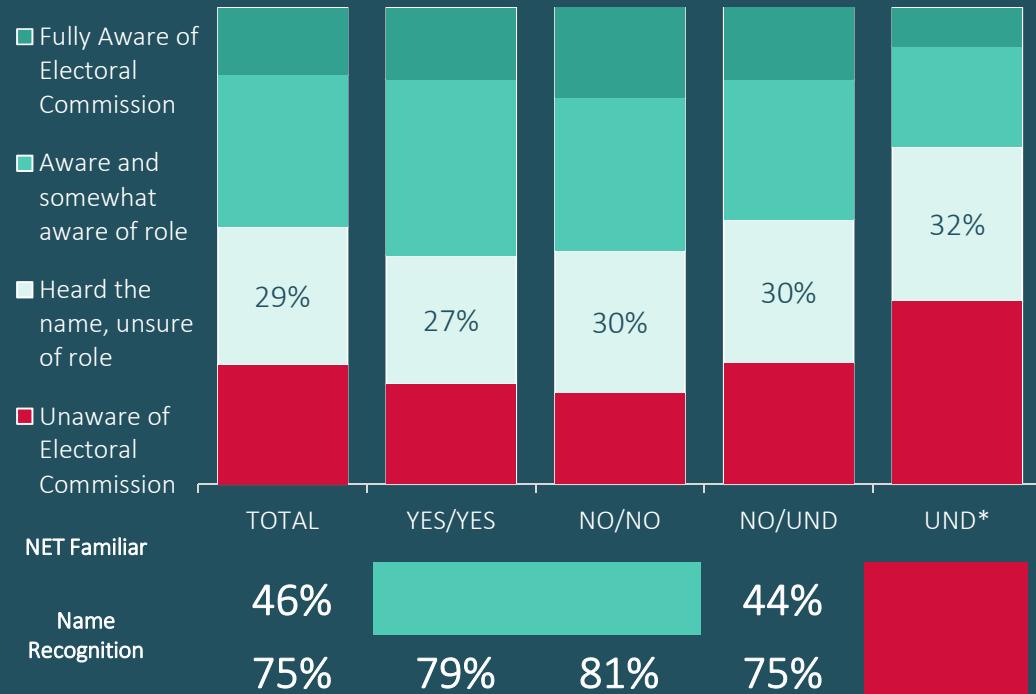


Awareness of Electoral Commission

NET: Familiar with Electoral Commission

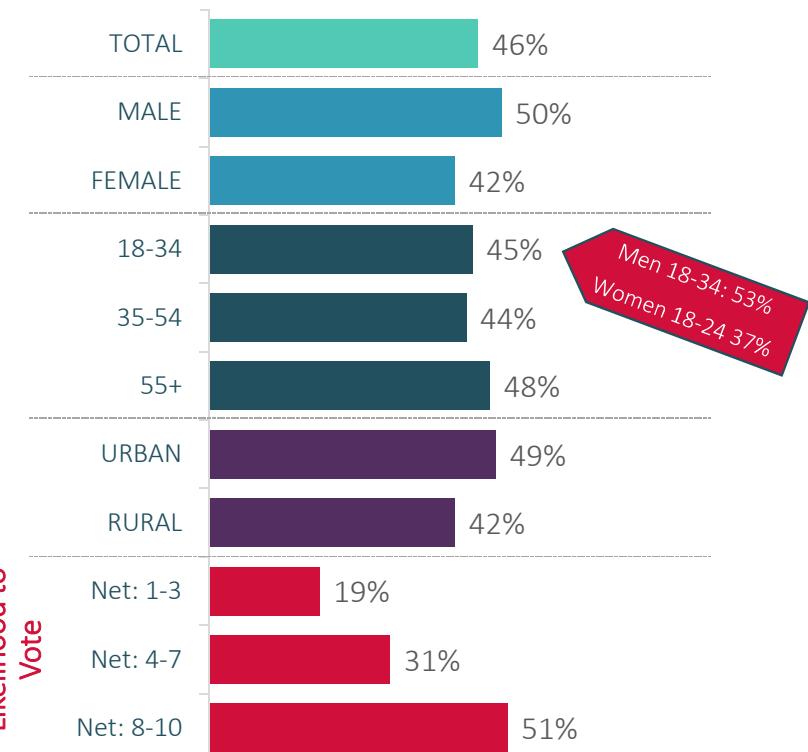


Awareness of Electoral Commission



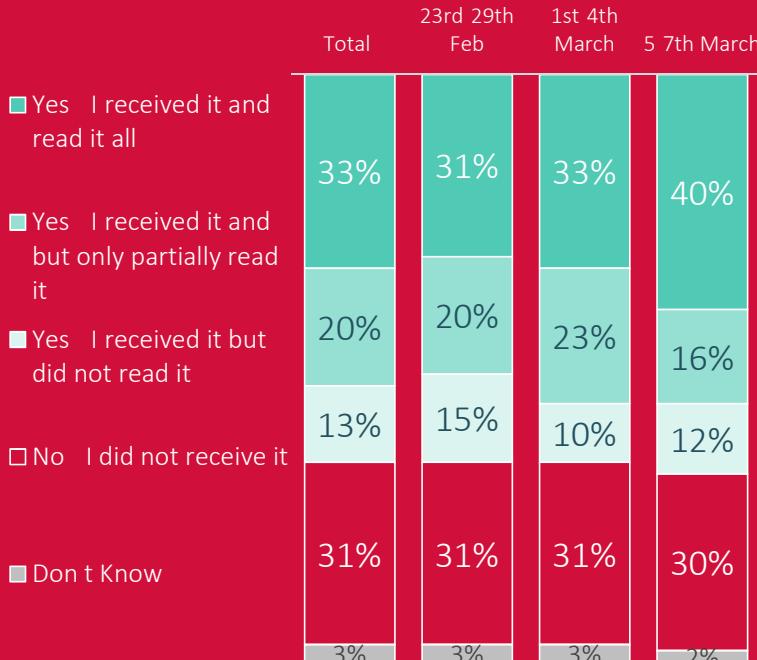
Q8: Before today, how familiar were you of the organisation an Coimisiún Toghcháin the Electoral Commission?

Base: All Adults 18+, n 2,042 Yes/Yes (n 770), No/No (n 529), No/Undecided (n 1204), Undecided on Care (n 399).

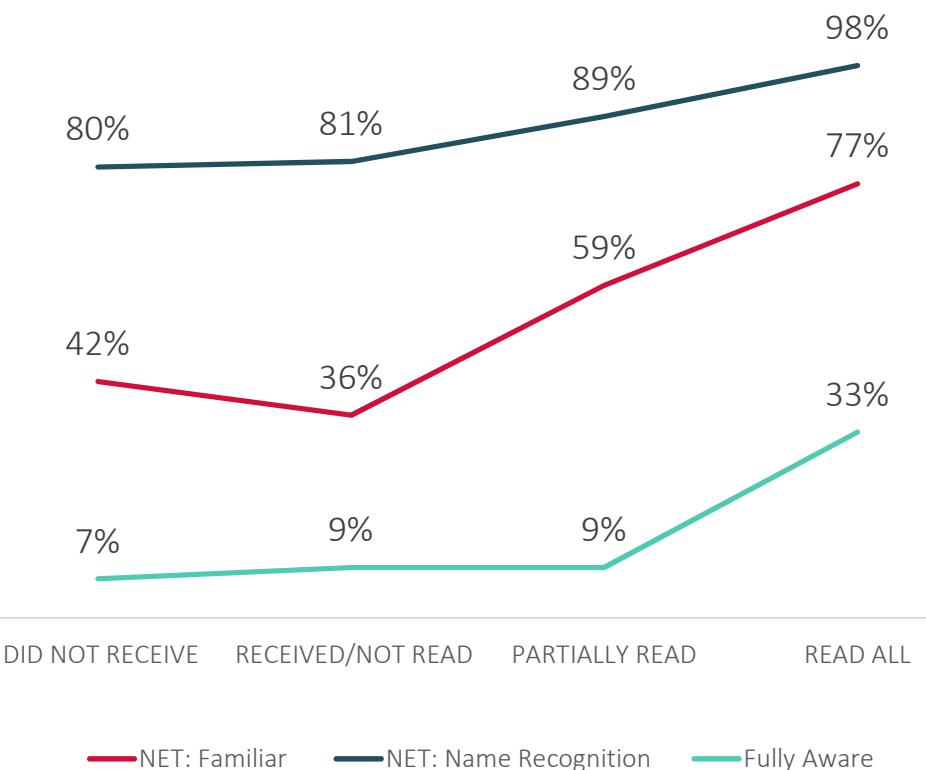


*Showing UND for Care. UND for Care and Family to do not differ significantly

Awareness of Referendum Information booklet



Awareness x Familiarity with Electoral Commission

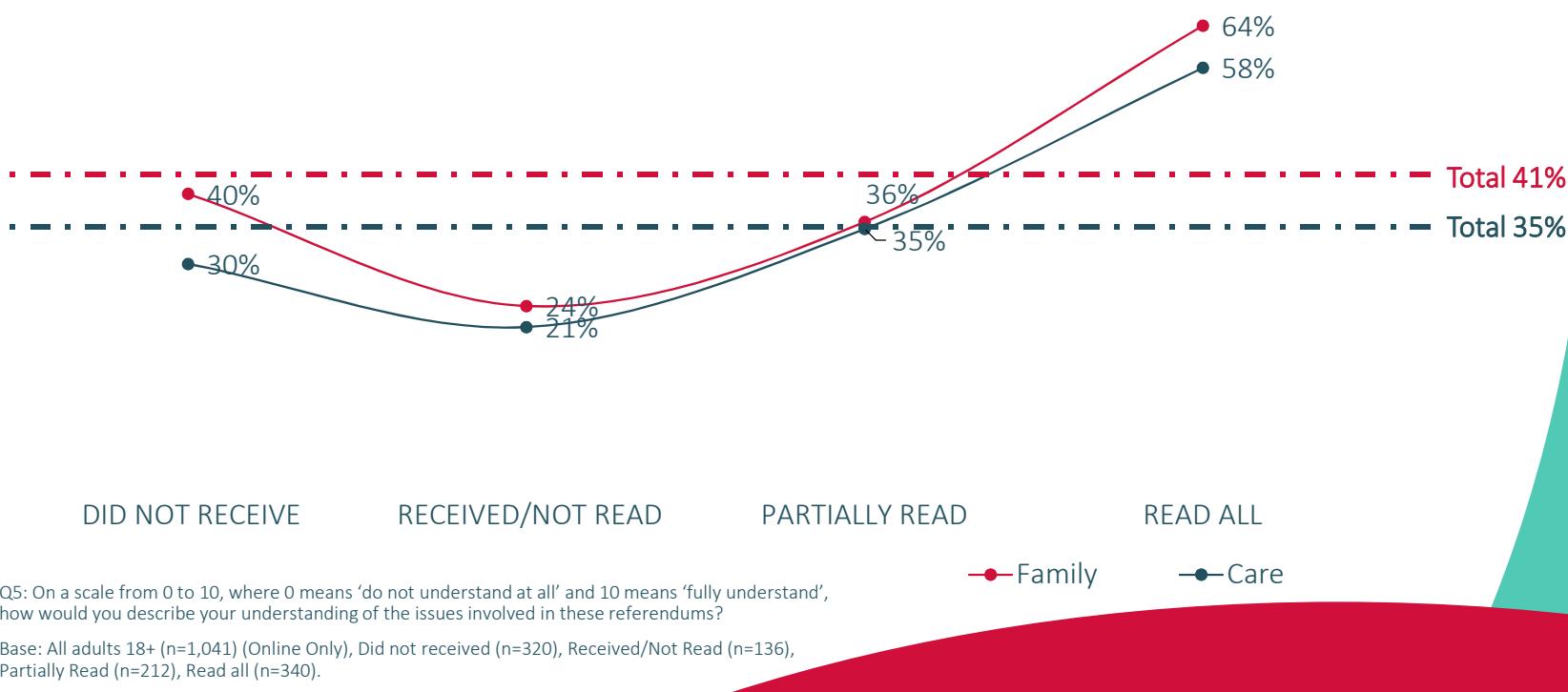


Q8: Before today, how familiar were you of the organisation an Coimisiún Toghcháin – the electoral commission?

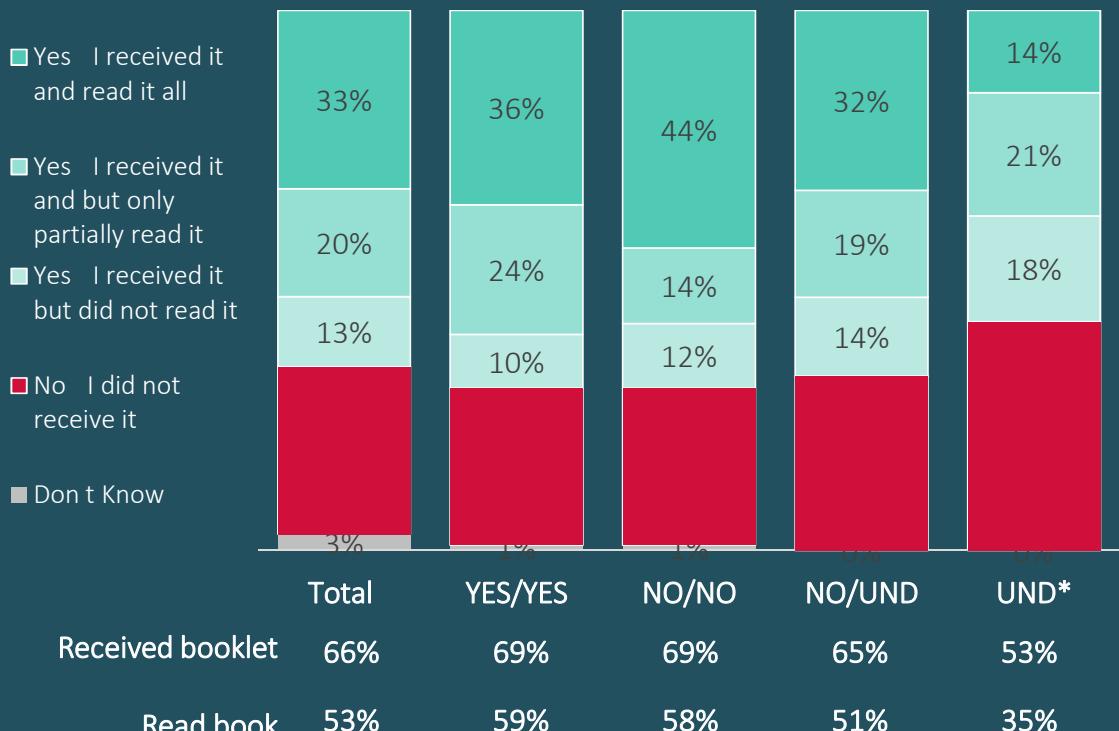
Q9: Did you receive a printed information booklet on the upcoming referendums from an Coimisiún Toghcháin (the electoral commission)?

Base: All Adults 18+ (n 1,041) (Online Only), 23rd 29th (n 571), 1st 4th (n 323), 5th 7th (n 147), NET Familiar (n 583), NET Name Recognition (n 901), Fully Aware (n 168).

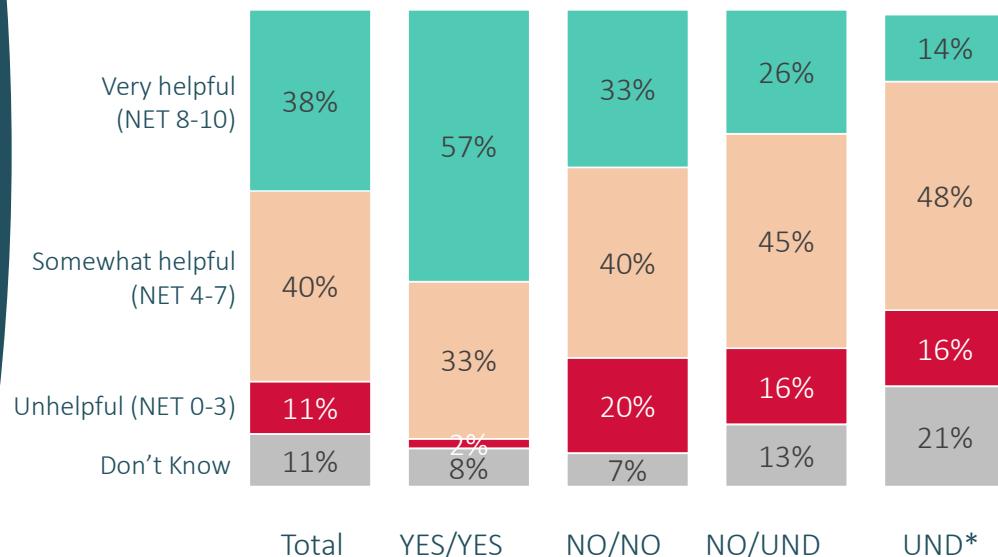
Impact of leaflet on Understanding of Topics (NET 8-10 understanding)



Exposure the Leaflet x Vote Intention



Perceived helpfulness of booklet x C vote intention



Q.10 How helpful was this information booklet in informing your voting decisions on the referendums? Base: All Adults 18+ (n 1,041) (Online Only), Yes/Yes (n 423), No/No (n 270), No/Undecided (n 590), Undecided on Care (n 186).

*Showing UND for Care. UND for Care and Family to do not differ significantly

Trust in information sources, and impact of trust on vote intention

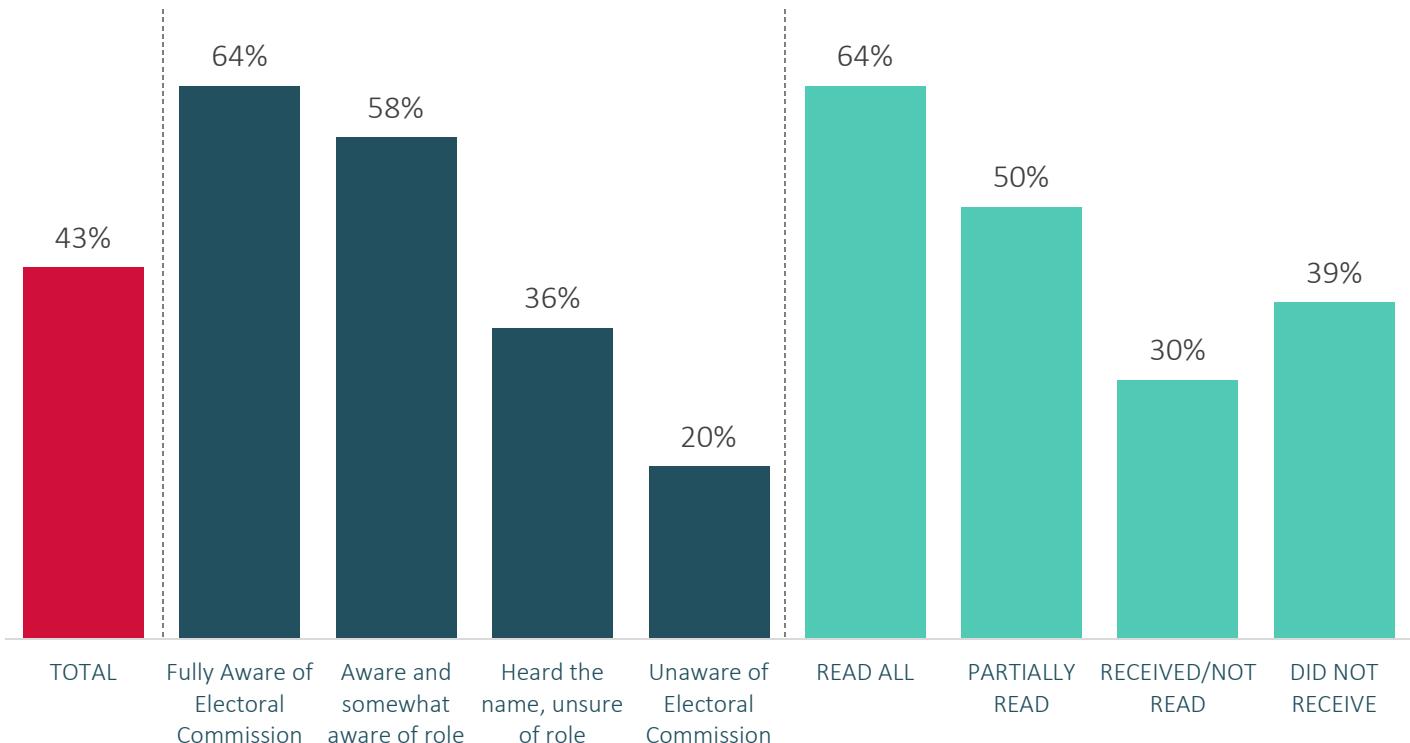
Q.7 To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All Adults 18+, n 2,042

NOTE: Indexed scores



Trust in An Coimisiún as a source of information (NET 8-10)



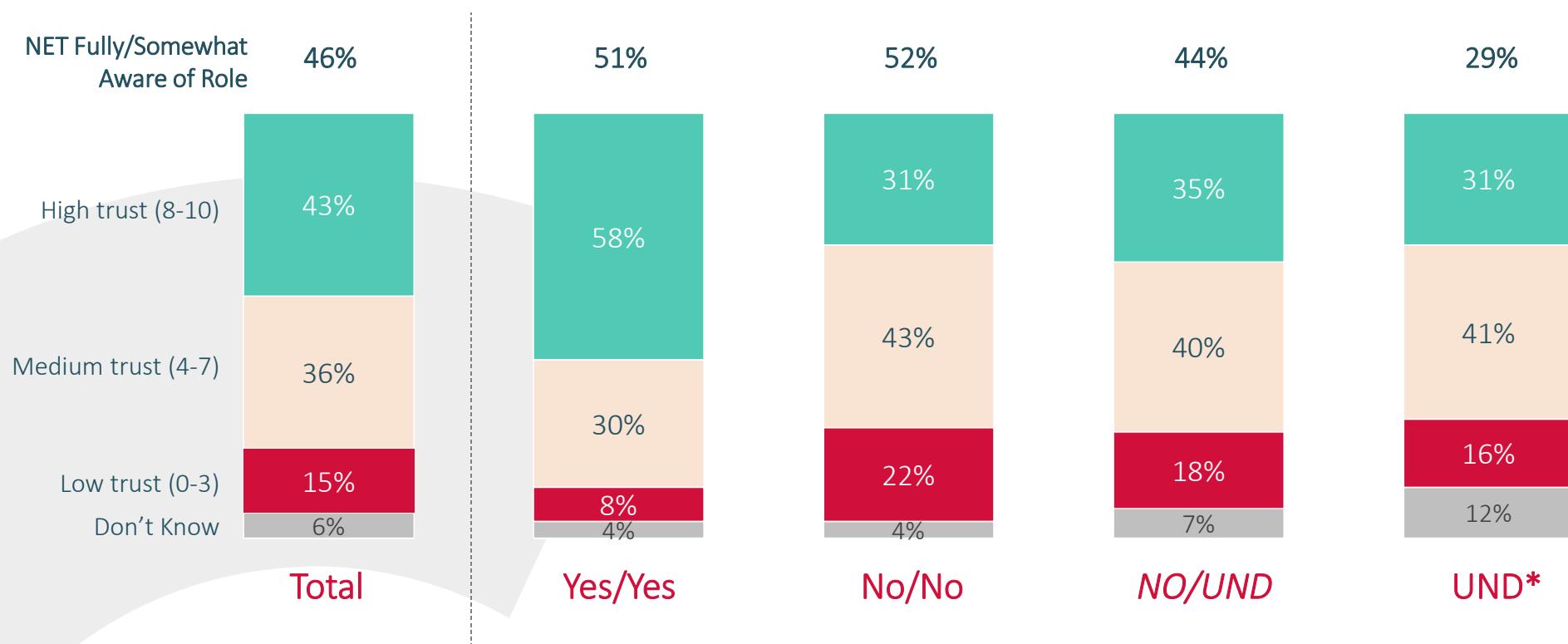
Q.7 To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All Adults 18+, n = 2,042, Fully aware of Electoral Commission (n = 307), Aware and somewhat aware of role (n = 652), Heard the name (n = 582), Unaware of Electoral Commission (n = 501), Read all (n = 340), Partially read (n = 209), Received/not read (n = 137), Did not receive (n = 320).

Trust in An Coimisiún as a source of information x Vote Intention

C

Trust in An Coimisiún as a source of information to use to form opinion before voting



Q.7 To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All Adults 18+, n=2,042 Yes/Yes (n=770), No/No (n=529), No/Undecided (n=1204), Undecided on Care (n=399).

*Showing UND for Care. UND for Care and Family to do not differ significantly

74

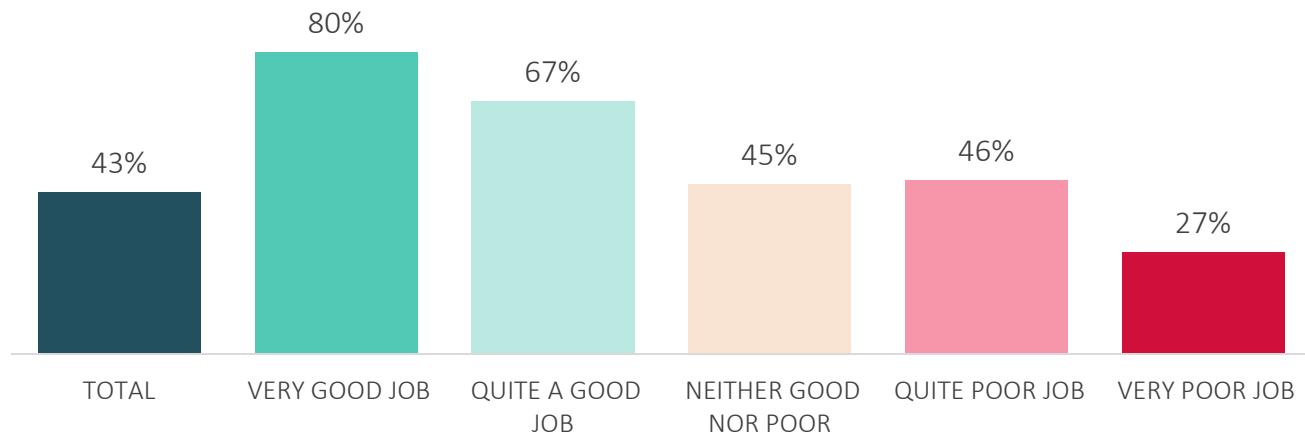
Trust in An Coimisiún Toghcháin



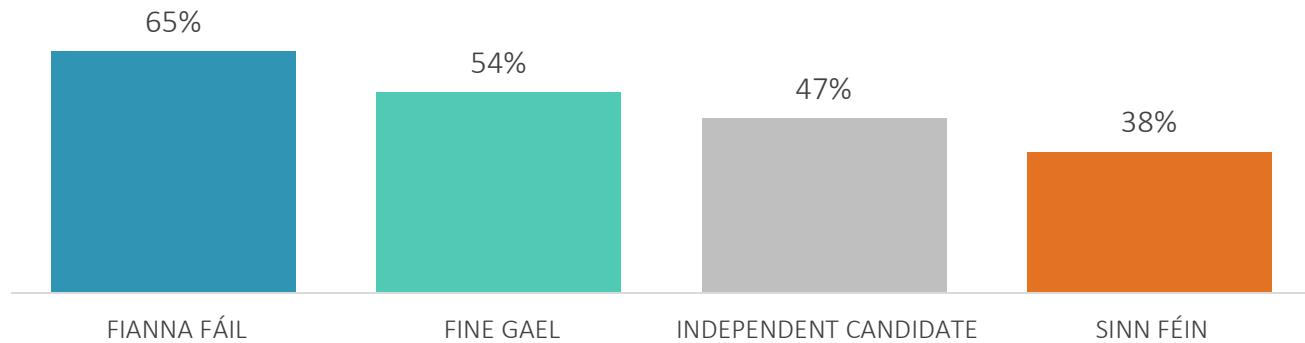
Q.7 To what extent, if at all, do you trust the following sources of information to form an opinion before voting?

Base: All Adults 18+, n 2,042, Very good job (n 49), quite a good job (n 260), Neither good nor poor (n 217), Quite poor job (n 249), Very poor job (n 260), Fianna Fáil (n 289), Fine Gael (n 327), Independent Candidate (n 252), Sinn Féin (n 462).

Trust in An Coimisiún Toghcháin (8-10) X government job satisfaction



Trust in An Coimisiún Toghcháin (8-10) X Party Preference



RESEARCH EVALUATION DIRECTION CLARITY

See More, Clearly

REDC

