

SNAPSHOT

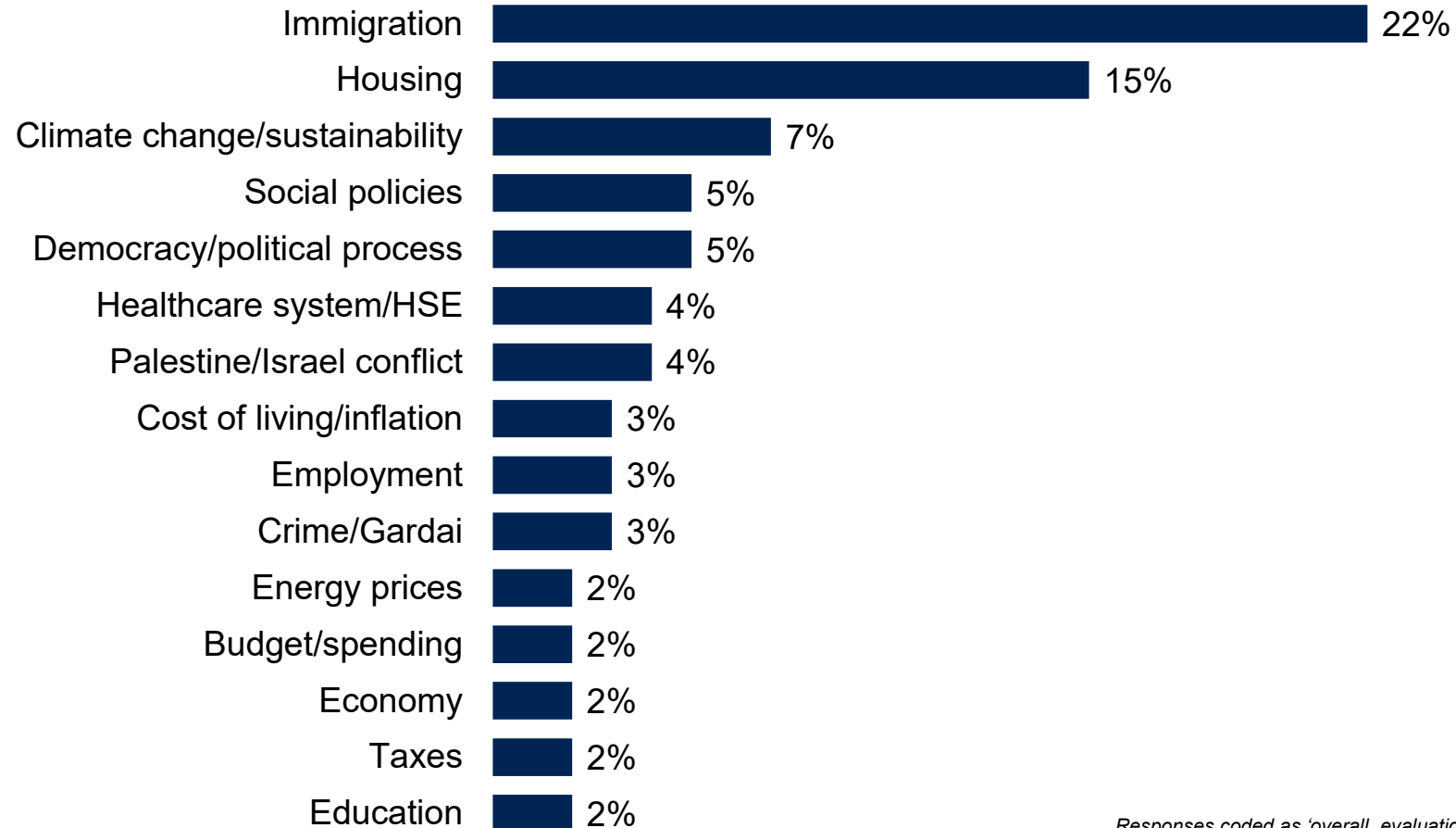
February 2024

Methodology

- The question asked was “What have you come across in what the Government has said or done recently, that has made you think the country is going in the right or wrong direction?”
- The data was collected using Omnipoll, Ipsos’ telephone omnibus survey which interviews a fresh, nationally representative sample of 1,000 adults aged 15+ every two weeks. The sample used is RDD (random digit dialling) and includes both mobile and landline phone numbers. At analysis stage, the data is weighted in line with the known profile of the population according to the latest CSO estimates.
- Note that the results presented here exclude those who said ‘don’t know/nothing/no opinion’ to the question.
- Fieldwork dates:
 - July 2023 Wave: 3rd to 15th
 - August 2023 Wave: 1st to 14th
 - September 2023 Wave: 1st to 14th
 - October 2023 Wave: 1st to 16th
 - November 2023 Wave: 1st to 14th
 - December 2023 Wave: 30th November to 14th December
 - January 2024 Wave: 10th to 18th
 - February 2024 Wave: 2nd to 15th

What is getting voters' attention – key themes

February Wave



*Responses coded as 'overall evaluation of the government' are not shown
Others less than 2%*

*Q. What have you come across in what the Government has said or done recently, that has made you think the country is going in the right or wrong direction?
Base: All respondents aged 15+ excluding those who said don't know/nothing/no opinion: February 2024 (829)*

What is getting voters' attention – key themes

	July 23'	August 23'	September 23'	October 23'	November 23'	December 23'	January 24'	February 24'	Evolution of trend
	(805)	(771)	(773)	(829)	(857)	(807)	(791)	(829)	
	%	%	%	%	%	%	%	%	
Housing	19	26	21	18	18	16	19	15	↘
RTE	13	1	*	*	*	*	-	*	↗
Cost of living/inflation	8	10	17	9	6	4	3	3	=
Immigration	6	5	7	7	10	15	24	22	↘
Climate change/sustainability	5	6	5	4	3	3	3	7	↗
Social policies	5	4	4	6	8	5	4	5	↗
Healthcare system/ HSE	5	5	4	5	3	3	2	4	↗
Budget/spending	4	3	2	11	8	2	3	2	↘
Taxes	3	2	3	4	3	2	4	2	↘
Education	2	3	3	5	4	2	2	2	=
Crime/Gardai	1	4	2	1	*	16	3	3	=
Employment	1	3	3	3	4	1	3	3	=
Palestine/Israel conflict	-	-	-	1	6	4	3	4	↗
Democracy/political process	2	2	2	2	1	3	2	5	↗

Evolution of trend is based on the previous wave

* Less than 1%

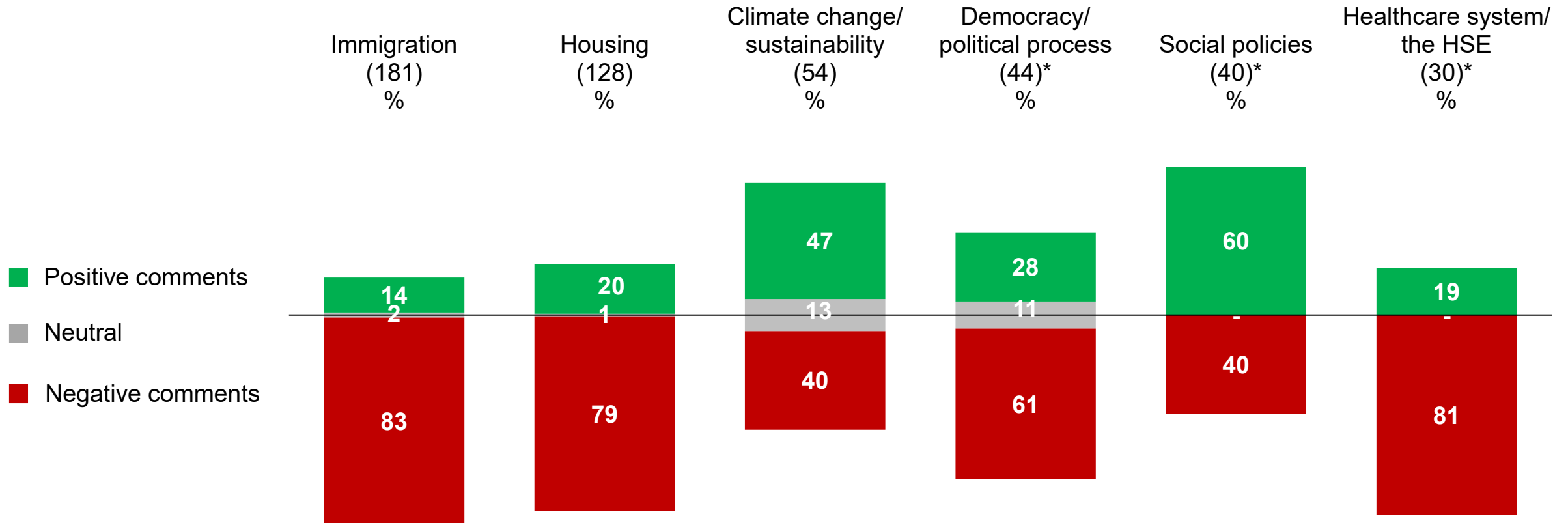
What is getting voters' attention – key themes

February wave

		GENDER		AGE						SOCIAL CLASS			REGION			
	Total	Male	Female	15-24	25-34	35-44	45-54	55-64	65+	ABC1	C2DE	F	Dublin	ROL	Munster	Conn/ Ulster
Immigration	22%	24%	19%	19%	16%	30%	23%	20%	22%	16%	26%	36%	19%	22%	21%	26%
Housing	15%	17%	13%	17%	25%	13%	14%	15%	10%	18%	13%	20%	12%	17%	18%	14%
Climate change/sustainability	7%	5%	8%	8%	4%	5%	7%	11%	6%	8%	6%	3%	8%	6%	8%	3%
Social policies	5%	2%	8%	-	5%	6%	5%	6%	7%	3%	7%	4%	3%	4%	7%	7%
Democracy/political process	5%	6%	5%	7%	6%	6%	3%	4%	5%	6%	5%	4%	8%	6%	5%	2%
Healthcare system/HSE	4%	4%	4%	3%	4%	3%	2%	5%	4%	5%	2%	-	3%	3%	5%	4%
Palestine/Israel conflict	4%	3%	6%	3%	4%	2%	6%	7%	3%	6%	2%	3%	5%	4%	3%	5%
Cost of living/inflation	3%	3%	3%	-	4%	4%	4%	2%	4%	3%	4%	-	2%	4%	2%	4%
Employment	3%	4%	2%	4%	3%	4%	3%	2%	3%	5%	2%	-	5%	2%	2%	4%
Crime/Gardai	3%	4%	2%	4%	4%	3%	5%	1%	2%	2%	4%	-	5%	3%	1%	4%

What is getting voters' attention – key themes

February wave - Positive/neutral/negative of key themes



**Small base size*

