



The  
Marketing Society  
of Ireland

THE IRISH TIMES

**SNAPSHOT**

**Tell Me What You Really Think**



*What has the Government said or done recently that has made you think the country is going in the right or wrong direction?*

# Lots Of Answers



wrong direction • spending too much money on wrong areas • Open Immigration policies system is not fit to control the border • Extra payments for children right direction • its going in the right direction • Keeping ireland open good • High Rent -bad • Working from home is a good thing • not happy with budget at the moment • childrens allows taken away from 19 yer olds so nohing for full time education or for self employed • Change of leadership and finances going in right direction • In general he thinks we are going in the right direction. • Nothing specific the government has said or done • the equal distribution for all the people is very good. • the government is doing good for all the people. • the cost of living is too much. • they are allowing too many unveted immigrants • good job at the moment, but our business is hard to run at the moment, crippling us at the moment, finding it hard to keep going. • Housing but the wrong not to hold on professionals • Going right because of these policies. • Right direction: Childcare fees, the government have started to implement a better system started, ie. The National Childcare Scheme. • Wrong Direction: Housing is worrying, young people are leaving and no wonder. I was lucky to buy my house ca. 2 years ago and we were lucky to get it. • right direction • health is not very good. education is good • Housing policies are pushing us in the wrong direction • bad spending of money ..hospitals and bike shed • personl gym in linster house • poor prices for farmers ..high out goings and low incomes • hopeful things will get better, cost of living and housing crisis is issue • Going generally right, Need to sort childrens hospital because it is needed • creating more housing which is positive • Stance on gaza and opposition to genocide in Gaza and opposition to far right and doing good on housing so right direction. • wrong way • cost of living • cost of living- giving some back to older people • hospital situation is bad • wrong direction • Changed it's mind on the freedom of speech legislation that is a good thing • Building too many modular homes could be put into social housing. Excessive money to Ukranians • Budget. • Bike shed • Its going in the wrong direction. • immigration isnt good • Ambivalent • going in right direction ..its prospering • The way the have handled imigration issue and the country has gotten worse • I think its going in the wrong direction.// • • You would like to see a National health services for all • i have not heard anything that makes me think we are going in the right direction. • they are in the business to balance the books, what they get in the should spend. • wrong direction • governments attitude towards data centres • general infrastructure in trying to attract foreign investments • The renting crisis: I feel that the Government are not doing enough about this issue at the moment. Overall, I'd say the direction of the country is leaning in the wrong direction at the minute, just due to everything going on in the world and our Government not able to keep up with them. • Financial position is great this year. • Going right plenty money in the pot. • concerned about budget, start more inflation. public services, groceries etc. house pricing, slightly wrong. • its going in the right direction. • nothing to say on that... not

direction as a country, but with a lot of problems. personally I think housing is the biggest issue. • 20 soraldeclair for Irish leaving cert and used to be 10 so deeply personal to me now and very upset about it • the childrens hospital is not on the right path. • Main problem is broadband • Major issue with taxing the car NCT • Driving Licence • wrong direction because infrastructure development needs to be improved healthcare needs to be more accessible and fundamental need for any economy for human resources and infrastructure needed and then making it affordable is necessary • housing crisis handled badly, wrong direction. incident with refugees and how its handled. bike shed, all wrong. • current housing crisis is disaster, need to do better. immigration is disaster • stable economically and politically • right direction • IMMIGRATION AND THE MOOD THE GROUND NOT DOING WHAT THEY SHOULD BE DOING OBVIOUS TO PEOPLES FEELING • The increase of special needs assistants in education and free books up to senior cycle and children under 9 will have free transport • right direction • Wrong, money wasted on bike sheds, security building. • I have to say, it's changes to school education for children over 12 including self-education

enough infrastructure to support immigrants losing our young people through lack of infrastructure and housing. it. • not doing a lot at the moment • its going in the wrong direction. • housing, special needs and the self employed rong direction. • Going to right direction doing great job • Over spend on bike shed and security hut. • Mis- from direction Housing big problem, personally on housing list for ten years, too many benefits for immigrants. • ion • Wrong every thing their doing is going in the wrong direction • bringing in people with no housing • people crises • Something that directly affects my profession would be recent prohibition of merchants selling anti-parasitics light decision in that anti-parasitic resistance is an issue that needs to be controlled in animals. Overall country tion and mismanagement decisions not made for the country no sovereignty • budget wrong direction • dont think ill • Wrong, uncontrolled emigration. • signed up to agreement with eu to take in immigrants, serious animosity, ssivevide. lower working class and upper middle class, lower everything dumped on them. numbers dont add up, ts gone palat until now, wrong direction • Its going in the wrong direction. • Not enough of housing. • Wrong direction find generation and the amount of money that one would earn from suppliers is poor. • Right, Happy with ince of immigration • wrong direction. minimum wage • could effect business • Just on the Budget today, I thought I thing. I also know they increased the social welfare payments, also a positive. Generally we're heading in the right

think children that age will know which subjects they need to know themselves at all, crazy. Overall, I think country is heading E in terms of education and allocating the right money towards everything. • the bike shed and the guard hut are things going f RTE crisis was badly handled • not alot really ..budget a bit of a give away andd thats about it • housing and homeless • extra child care package • there are a lot of promises being made, sport is under funded. • there is an election coming up so dont deliver. • basic facilities should be made available to smaller towns for sports. • wrong direction housing crisis • Right d but the rent is very high • Impressed with Simon Harris as Teoche. More needs to be done about immigration. Lack of out immigration housing locally • the country is going in the right direction and I think that Simon Harris is fantastic, I was get. The government could do more for sick children and carers. • good well off country.. going in right direction • health and ting better • The childrens hospital is going in the wrong direction and they are acknowledging their mistakes • right estine. Good benefits system. • wrong direction: Not enough emphasis on environmental issues. housing crisis and the state school system, there should be more support for alternative forms of education. • Overall wrong • wrong direction hough • • right direction education • Transport plan is right direction • Government are doing ok. • Increasing the rent

subsidy as the fact that transport system in Cork has improved as well as the energy subsidy for households, all are positive. Housing and the price of rent are some things that need dealing with and a sign of the country going in the wrong direction. • Budget increase • Housing issues • Public spending • the budget was family friendly which is good for me. • right direction not doing too bad a tall govt is doing well considering everything • they haven't done much about the housing situation and pushing us in the wrong direction and subsidising rent only helos the landlords. They are subsidising first time buyers and that only helps builders • I guess wrong direction would be infrastructure: I think that there is a strategy to improve the economy via population growth but we are lacking in the requisite upgrades of infrastructure to handle that. Generally I do feel we have made a lot of progress as a country but struggle to maintain. • bike shed is pretty bad not putting money in the right areas • 14 BILLION CAN FOCUS MORE ON INFRASTRUCTURE WITH IT, good direction • right direction: education system, no homeworks on fridays. • Overall right direction. • i dont have an opinion on it • The government has never gone in right direction. What ever money you make they take it off you. • Budget was good for lots of people. • Their doing the best they can • The country is going the right direction



# Lots Of Honesty



*Housing is going in the wrong direction. I live in Dun Laoghaire, there's no way I'll be ever able to live in the area [where] I was born, same with all my friends. Three of my best friends left for Canada this morning. Emigration of young people is sad, and never actually addressed by the Government.*



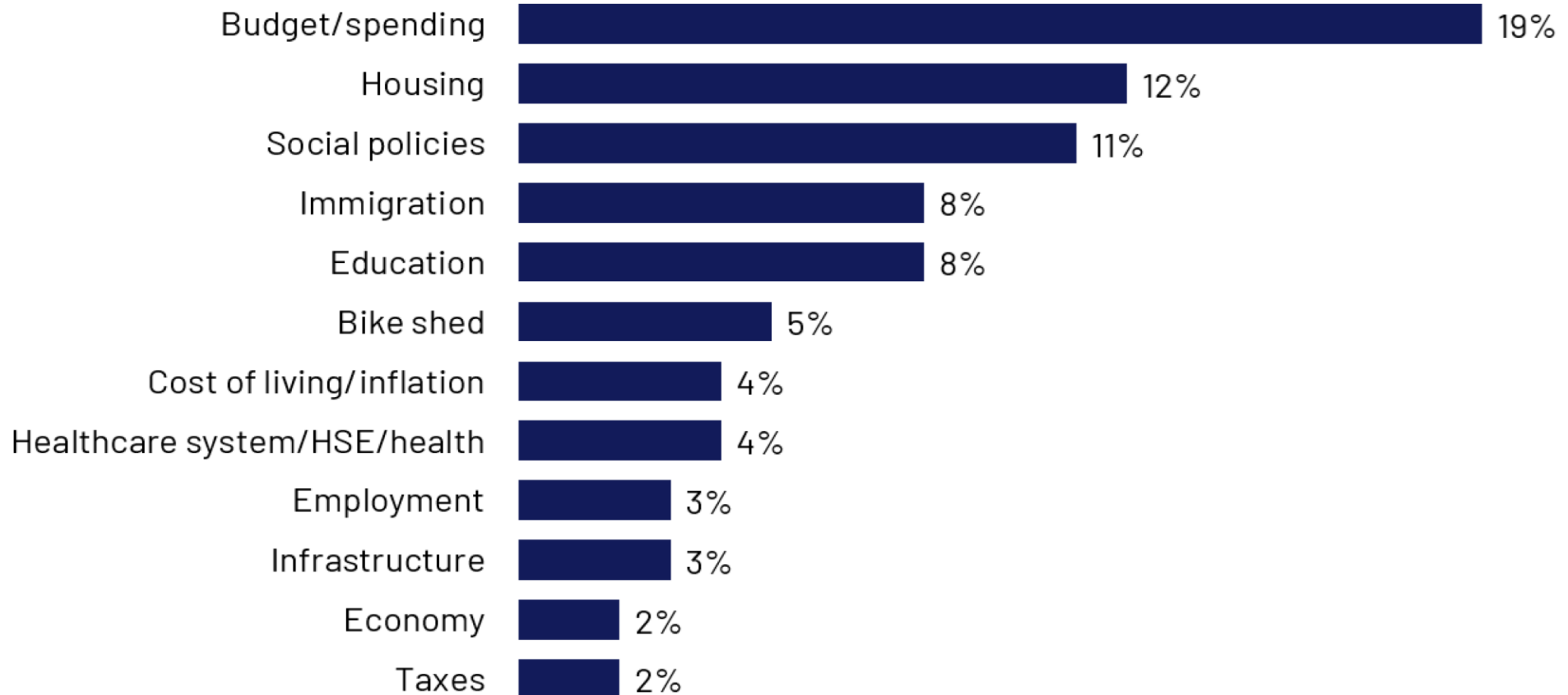
*The main thing would be immigration. I think that the Government didn't do enough before the Election. The fact that they encouraged people without putting in proper support for those people. I've no issue but the fact they were just brought in and left to sit in a tent. But generally going in the right direction.*



*They have got the whole infrastructure wrong. A lot of road space is being given to bicycle lanes and no one is using them. And this is causing traffic jams. The whole green thing is going too far too fast.*

# From The Bottom Up

## October 2024



Concerns about  
the scale and pace  
of immigration

Concerns  
immigration is  
disadvantaging  
Irish people

Perceived lack of  
vetting and control  
over immigration

Positive views -  
helping refugees  
is the right  
thing to do

# Trending

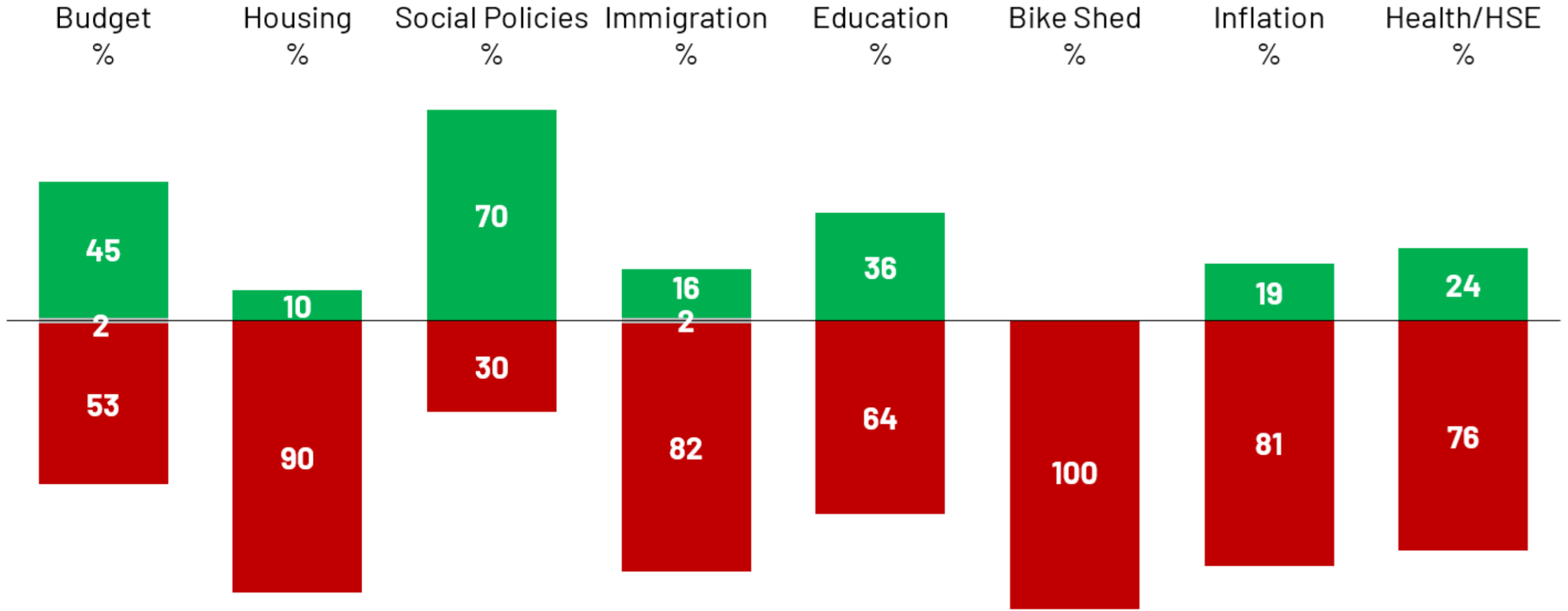
	Oct 23'	Nov 23'	Dec 23'	Jan 24'	Feb 24'	Mar 24'	Apr 24'	May 24'	June 24'	July 24'	Aug 24'	Sep '24	Oct '24
	%	%	%	%	%	%	%	%	%	%	%	%	%
Budget/Spending	11	8	2	3	2	2	1	2	1	3	3	4	<b>19</b>
Housing	18	18	16	19	15	16	<b>21</b>	19	21	20	19	18	12
Social Policies	6	8	5	4	5	3	3	3	3	3	5	5	11
Immigration	7	10	15	24	22	14	12	<b>29</b>	26	16	21	12	8
Education	5	4	2	2	2	1	4	2	2	2	3	3	8
Bike Shed	-	-	-	-	-	-	-	-	-	-	-	<b>12</b>	5
Inflation	9	6	4	3	3	4	6	3	3	5	3	3	4
HSE/Health	5	3	3	2	4	3	3	4	4	5	4	5	4
Employment	3	4	1	3	3	2	2	1	3	3	2	3	3
Infrastructure	1	1	*	*	*	1	1	*	2	1	1	1	3
Taxes	4	3	2	4	2	1	2	1	1	3	2	3	2
Palestine/Israel conflict	1	6	4	3	4	2	2	2	7	2	2	2	2
Climate Change/Sustainability	4	3	3	3	7	5	2	3	3	5	2	3	1
Democracy/Political Process	2	1	3	2	5	3	3	2	3	3	2	3	1
Crime/Gardai	1	*	<b>16</b>	3	3	1	1	2	2	3	3	1	1
Change of Leadership	-	-	-	-	-	-	7	3	2	3	1	2	*
Referendums	-	-	-	-	-	<b>23</b>	9	3	1	1	1	1	-

- » The '**anchor**' issue – housing is the perfect example of a policy area that will weight a Government down: a subject that is omnipresent, intractable, hugely emotional for citizens and burdened by negative sentiment. Distraction is the only strategy in the short term.
- » The '**sleeper**' – something like crime/Gardai can bump along the bottom of Snapshot until a riot breaks out in north inner-city Dublin and all of a sudden it is problem for Government. In time, anxiety levels revert to the mean.
- » The '**creeper**' – despite extremely high levels of immigration into Ireland over the past two and a half decades, immigration was never a national concern, until now. The Government can successfully address creeper issues: they are manageable with the right communications and actions.
- » The '**side swipe**' – who saw the bike shed controversy coming? Every so often, something taps into the zeitgeist and sends Government scrambling for answers. If the underlying reason why the issue caught fire is not addressed, it will reappear in a different guise. Side swipe issues have a short lifespan.



- » for **youth** it's all about education, and spending money on pouches to store mobile phones during the school day was not well received
- » **young adults** have their eyes on housing and rent, and did not like what they saw
- » **young families** are family focused and grateful for any assistance with childcare
- » **older families** are squeezed – cost of living challenges, young kids in school, older kids looking to buy a home
- » **older** are anxious, resistant to change, concerned about immigration and worried about healthcare
- » pensions and social policy issues are a key focus for the **elderly**

# Strategising





*Leinster House is a bubble, and what we see and hear is far from objective. Independent journalism is at the heart of what the Irish Times seeks to offer, which is why we have invested in political polling for more than 40 years. We have been searching for a long time for some way to add the 'why' to the 'what'. Snapshot gives us the 'why' and has benefitted enormously the quality of our political reporting and our understanding of public opinion in Ireland."*

- Pat Leahy, Political Editor, The Irish Times



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