LIMERICK VOTER SURVEY

Contents

1 **INTRODUCTION**

- **Background & Objectives**
- **Research Methodology**
- **Sample Profile**

2 **VOTING EXPERIENCE**

- **Voting Experience & Perceptions of Election Management**

3 **ELECTION STUDY QUESTIONS**

- **Voter Choice and Influences**
- **Role of Mayor**
- **Political Attitudes**

INTRODUCTION

01

Background

An Coimisiún Toghcháin has established a new longitudinal National Election and Democracy Study (NEDS) for Ireland as a key element of its Research Programme. This is similar to the National Election Studies which have been in place in other countries for many years but NEDS also includes a particular focus on certain areas related to the role of An Coimisiún.

The purpose of this survey was to gather data in relation to Ireland's first ever Mayoral Election in Limerick including voting experience, voters' electoral knowledge and information sources used. As is the norm with National Election Studies, questions were also included around how and why voters voted as they did in the Mayoral, Local and European Elections on 7th June 2024 and their attitudes to particular political topics.

Specific areas covered are:

➢ perceptions of the voting experience, voter registration process and management of elections in Ireland;

➢ what sources of information were used to inform the voting decision;

➢ overall understanding and perceived priorities for the incoming Mayor;

➢ how people voted in in each election, and various factors that may have informed their Mayoral vote;

➢ attitudes, beliefs and knowledge on a range of social issues and perceptions of government performance drawing on best practice and questions used in international election studies to facilitate future comparative research.
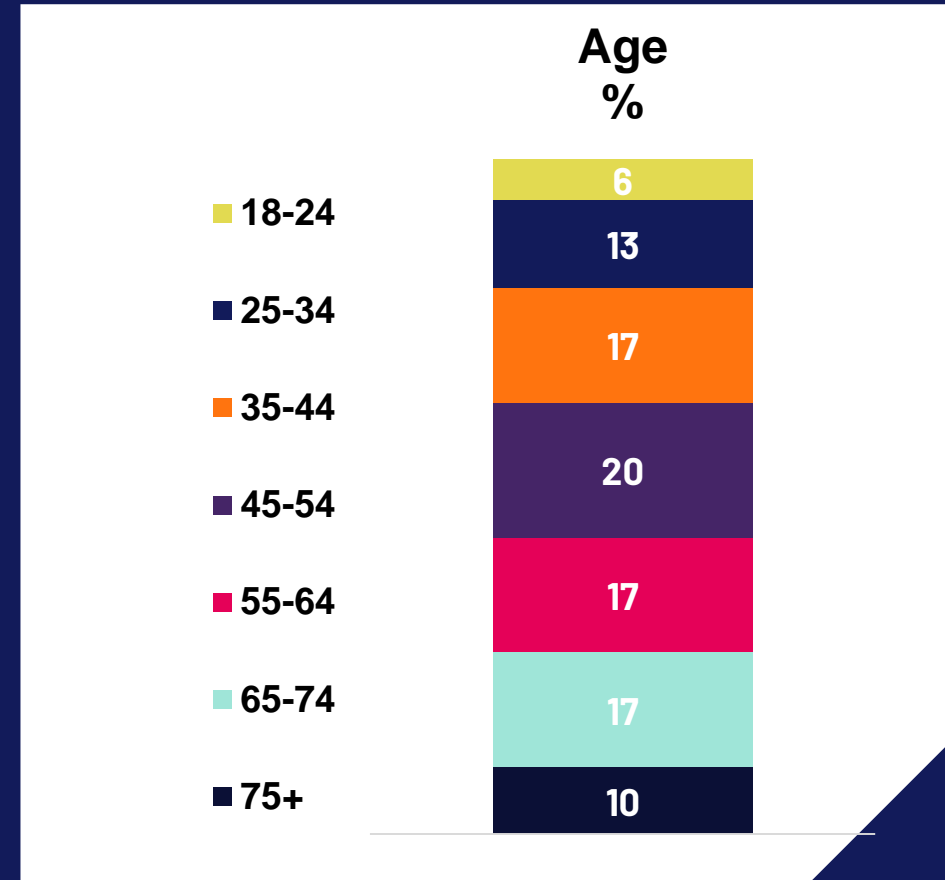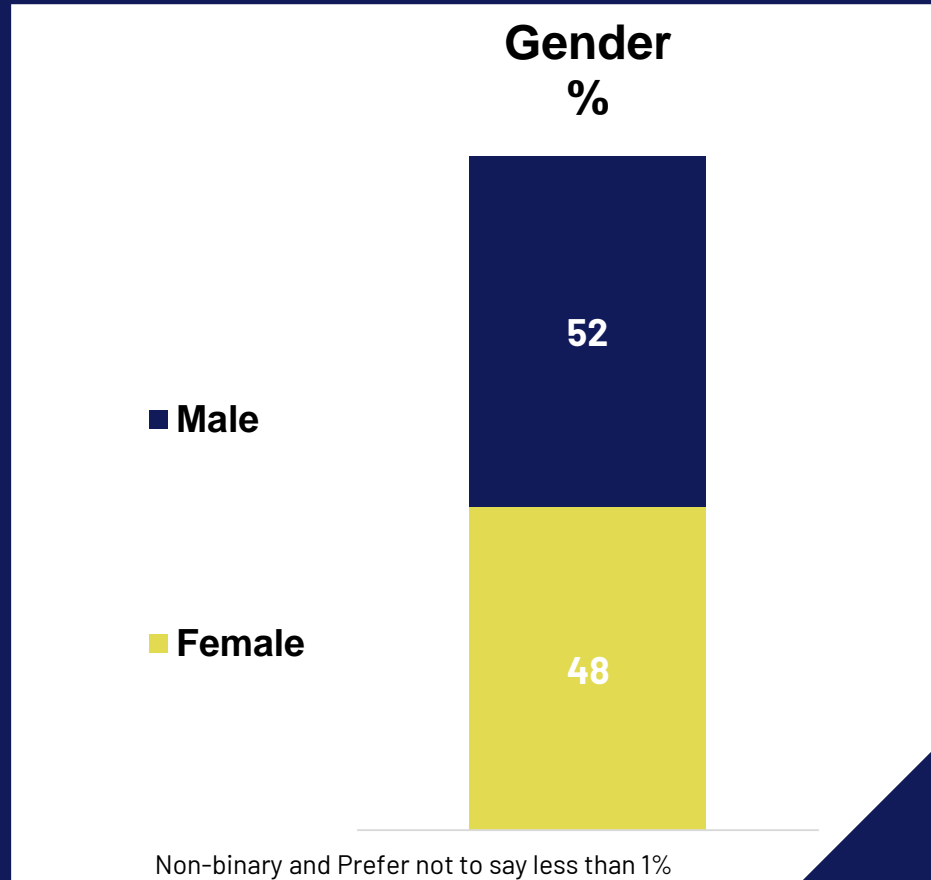
Methodology

➢ In total, 894 interviews were conducted among voters exiting polling stations, after casting their ballots in the 7th June 2024 Limerick Mayoral, European and Council elections.

➢ 52 polling stations were randomly sampled throughout Limerick City and County, with the sample of stations stratified by size of polling station. Some adjustments were made to ensure that the selected polling stations were spread evenly across constituency.

➢ Each selected polling station was assigned a 3 or 4 hour interviewing shift, with interviewing shifts spread throughout the day.

➢ At each polling station, the Ipsos B&A interviewer positioned themselves near the exit and randomly selected voters to participate in the survey using a 'very next person' technique.

➢ Approximately 20 interviews were conducted at each polling station.

➢ Each voter selected to participate completed a survey of approx. 6 minutes in length, administered by the Ipsos B&A interviewer via a CAPI (computer aided personal interviewing) device.

➢ The resulting data was subsequently weighted to adjust for the estimated flow of voters throughout the day. Further weights were included to account for lower numbers of interviews being achieved at certain types of polling stations.

➢ **The statistical margin for error is approximately 3% for results to questions asked of all respondents.**

SAMPLE PROFILE

Sample Profile
– Demographics

Gender %

- **Male** 52
- **Female** 48

Non-binary and Prefer not to say less than 1%

Age %

- 18-24: 6
- 25-34: 13
- 35-44: 17
- 45-54: 20
- 55-64: 17
- 65-74: 17
- 75+: 10

Base: All Respondents: 894

Ipsos B&A

Sample Profile
– Demographics

Education Level %

Category	%
Primary school	4
Inter/Junior Certificate	10
Leaving Certificate	29
Third Level	56
Prefer not to say	1
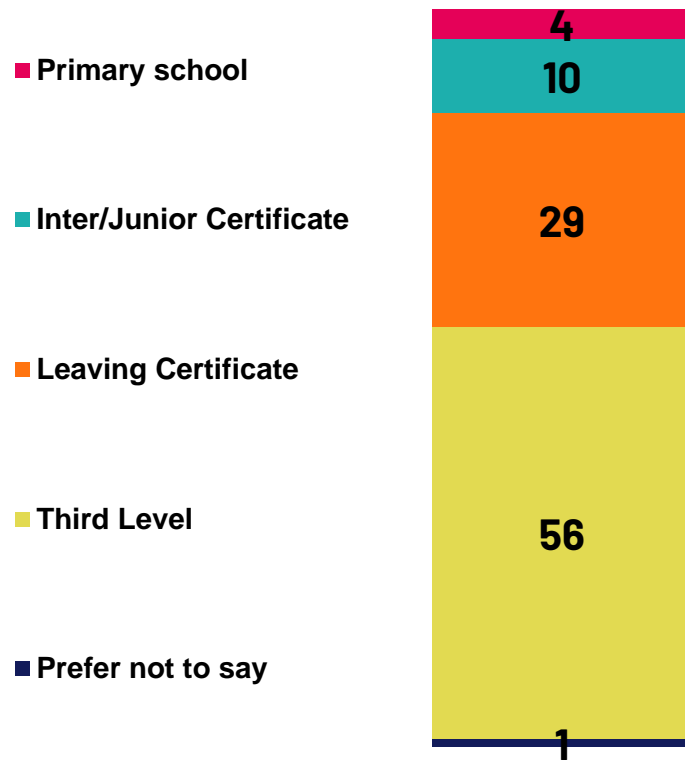
Current Employment Situation %

Category	%
Employee	55
Self-employed	9
Unemployed/seeking work	2
Retired	26
Homemaker	3
Student	4
Not working due to sickness/disability	1

Prefer not to say less than 1%

Base: All Respondents: 894

Ipsos B&A

Sample Profile
– Demographics

Housing
Status
%

- ■ Homeowner
- ■ Renter - private
- ■ Renter - local authority
- ■ Live with parents
- ■ Prefer not to say

75

8

5

11

1

Don't know less than 1%
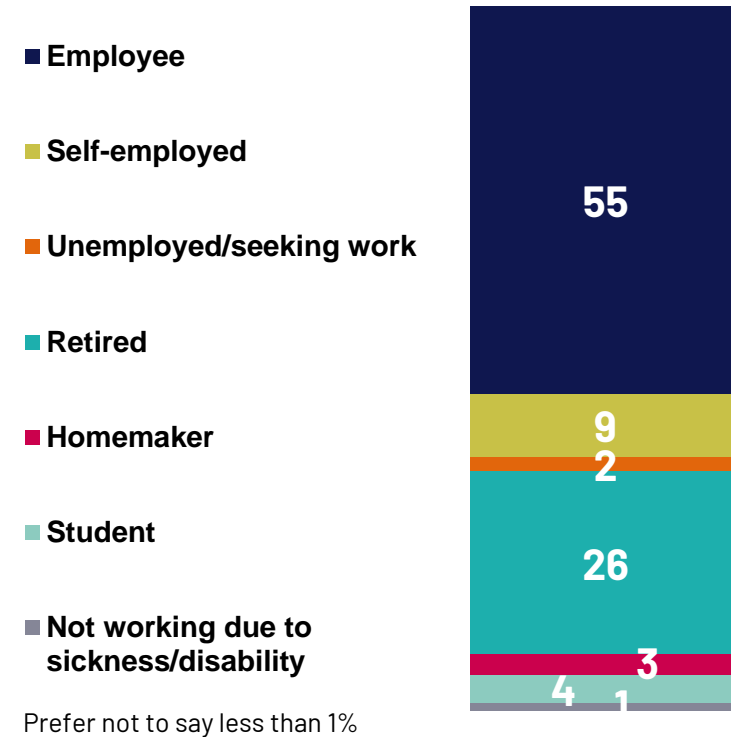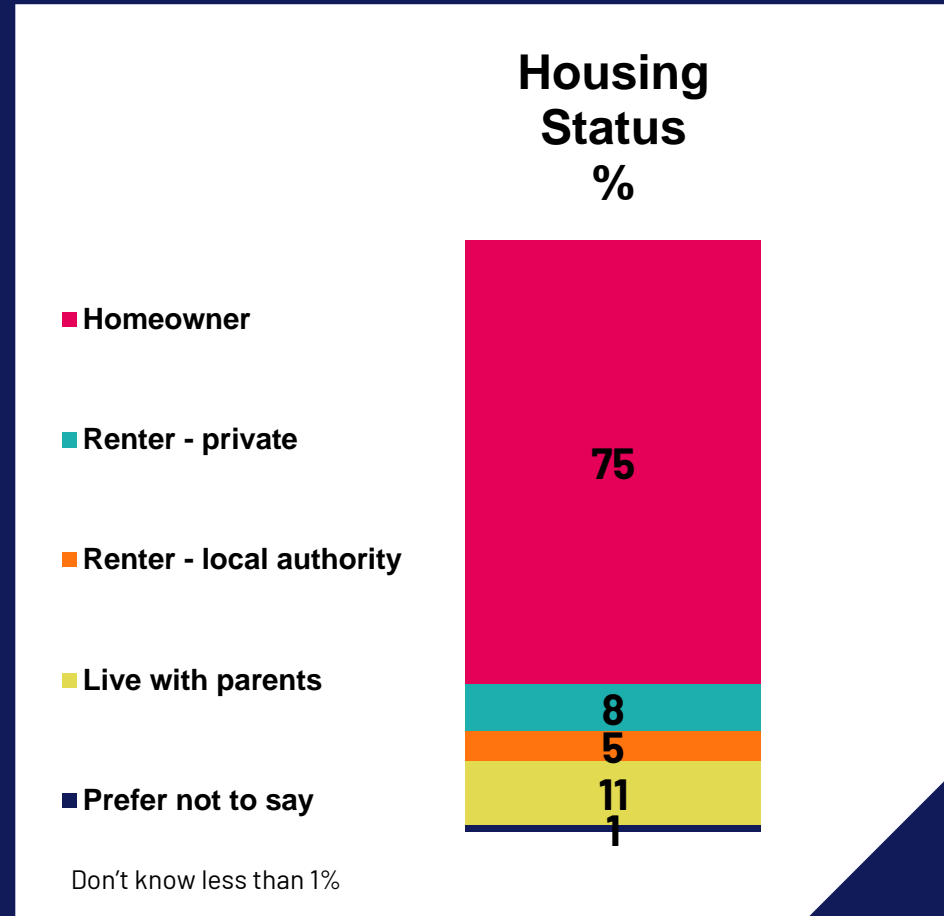
Base: All Respondents: 894

SECTION 2: VOTING EXPERIENCE

Ease of accessing polling station

Was it easy or not easy to access the polling station?

Not easy
1%

Easy
99%

Was it easy or not easy to find where in the building you needed to go to vote?
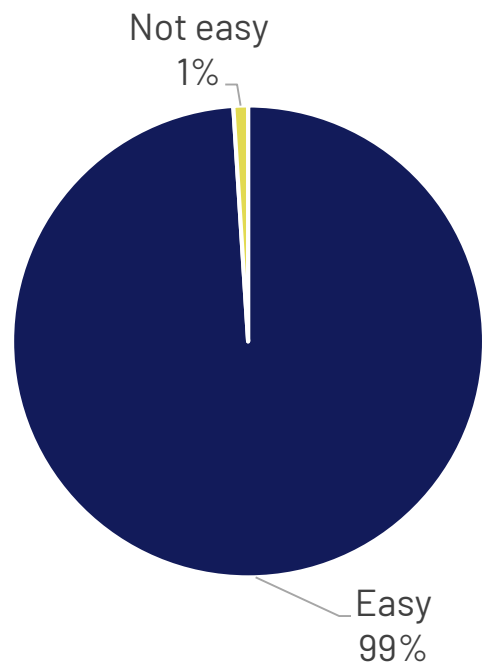
Not easy
1%

Easy
99%

Q.12   Thinking of when you got here today to cast your vote. Was it easy or not easy to access the polling station?
Base: All respondents: 894
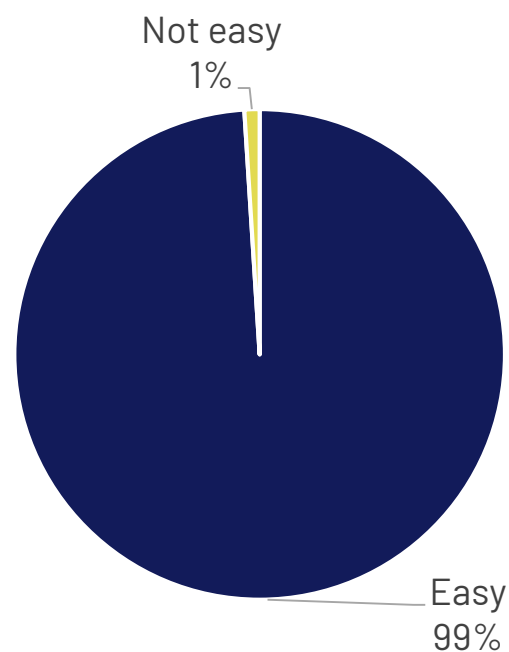
Q.13   Was it easy or not easy to find where in the building you needed to go to vote?
Base: All respondents: 894

Assistance from polling station staff

Did you require any additional assistance from any of the staff working here?
All respondents (894)

Yes
5%

No
95%

Don't know less than 1%
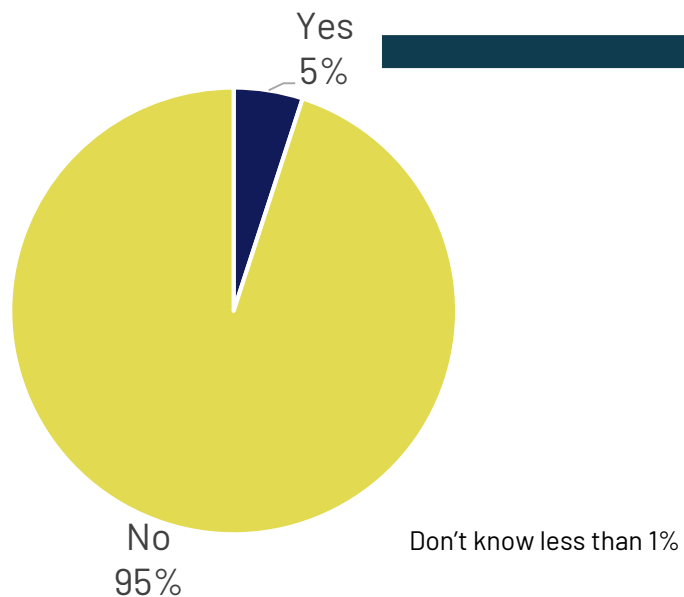
Were you satisfied or dissatisfied with the assistance you received?
All who required assistance (41)*

Dissatisfied
6%
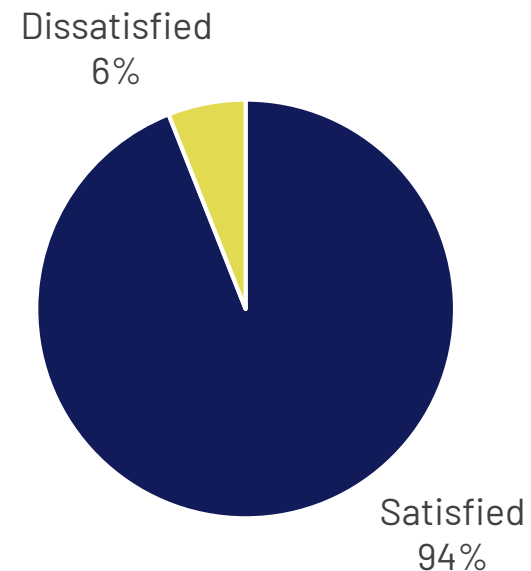
Satisfied
94%

Q.14   Did you require any additional assistance from any of the staff working here?
Base: All respondents: 894

Q.15   Were you satisfied or dissatisfied with the assistance you received?
Base: All respondents: 41*

© Ipsos B&A | 24-038380-Electoral Commission Limerick Voter Survey | June 2024

*Small base size

Ipsos B&A

Ease of understanding ballot papers

Ballot papers easy to understand or not easy to understand

All respondents (894)

Not easy to understand 4%

Don't Know 1%

Easy to understand 96%
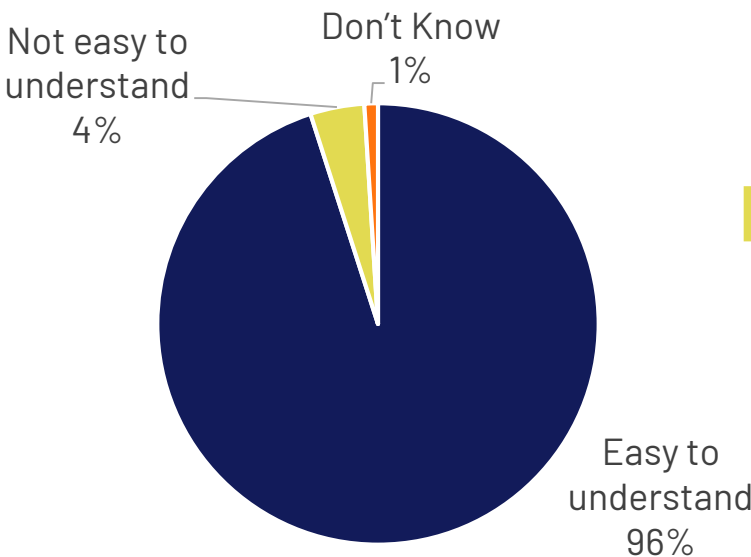
Reasons for difficulty understanding the ballot papers

All who said that the ballot papers were not easy to understand (32)*

Reason	%
Ballot papers were too long	61%
Too many ballot papers/couldn't identify which one was which	60%
Couldn't find the candidate I wanted to vote for	13%
Writing was too small/difficult to understand	8%
Something else	8%
Was unclear where on the ballot paper I needed to mark my vote	6%
Was unsure how to vote	3%
Don't know	2%
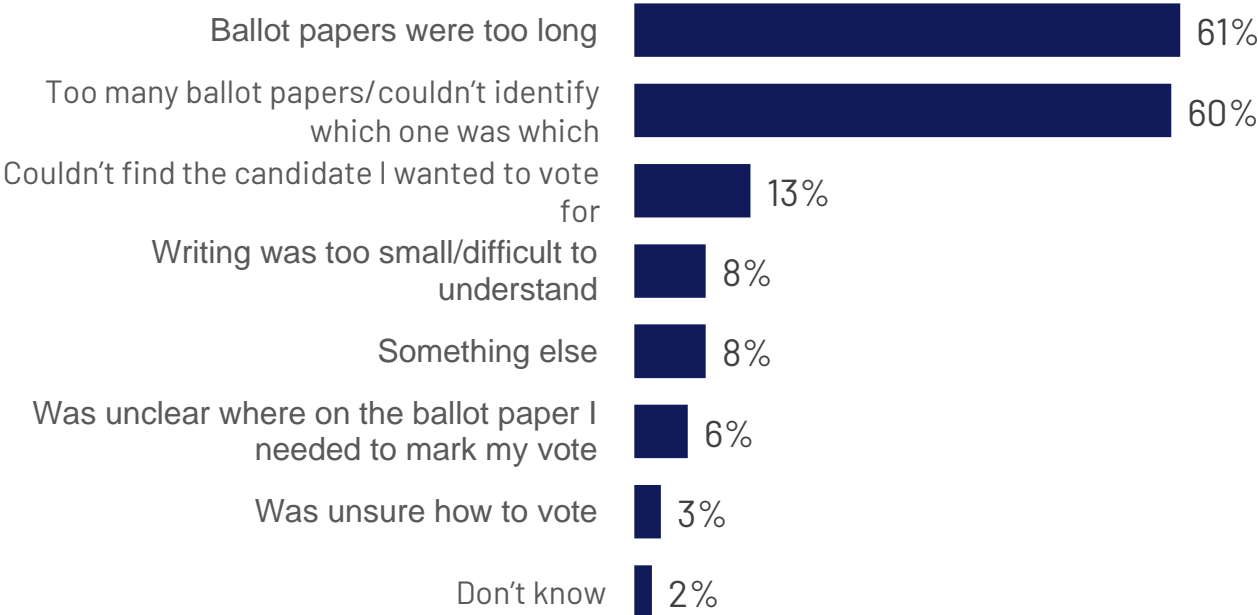
Q.16a   Were the ballot papers easy to understand or not easy to understand?
Base: All respondents: 894

Q.16b   For what reasons would you say it was not easy to understand the ballot papers?
Base: All who said that the ballot papers were not easy to understand: 32*

13

*Small base size

Voter registration

Did you register to vote online or by completing a paper form?
All who registered to vote within the past year (43)*

Paper form
8%
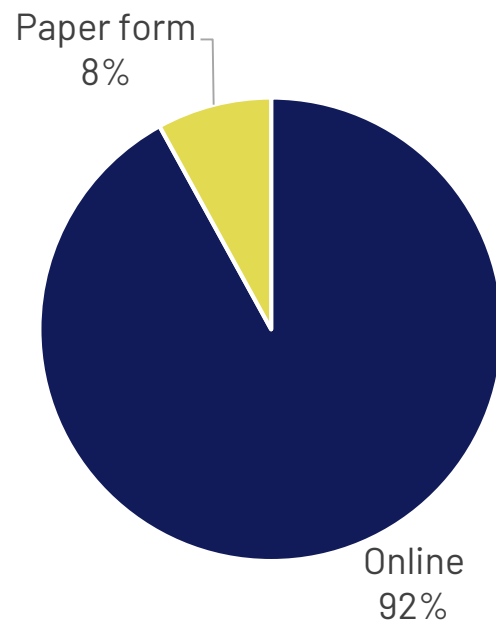
Online
92%

And were you satisfied or dissatisfied with the process of registering to vote?
All who registered to vote within the past year (43)*

Don't Know
1%

Dissatisfied
4%
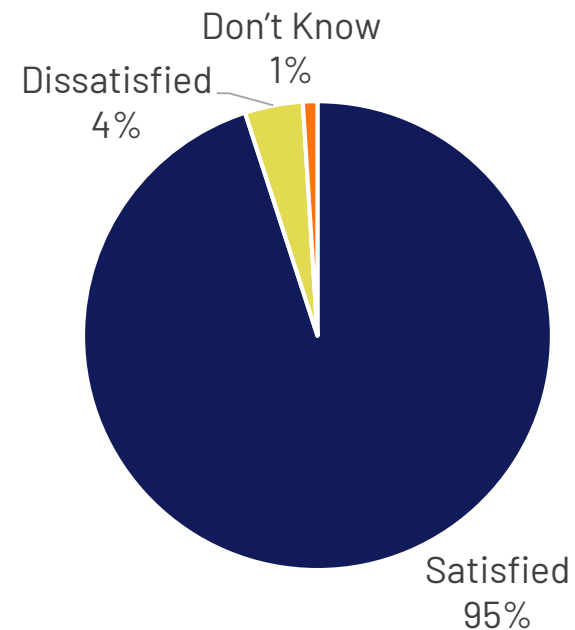
Satisfied
95%

Q.19   Did you register to vote online or by completing a paper form?
Q.20   And were you satisfied or dissatisfied with the process of registering to vote?
Base: All who registered to vote within the past year: 43*

*Small base size

Perception of management of elections

Would you say that elections in Ireland are well managed or not well managed?

Don't Know
3%

Not well managed
5%
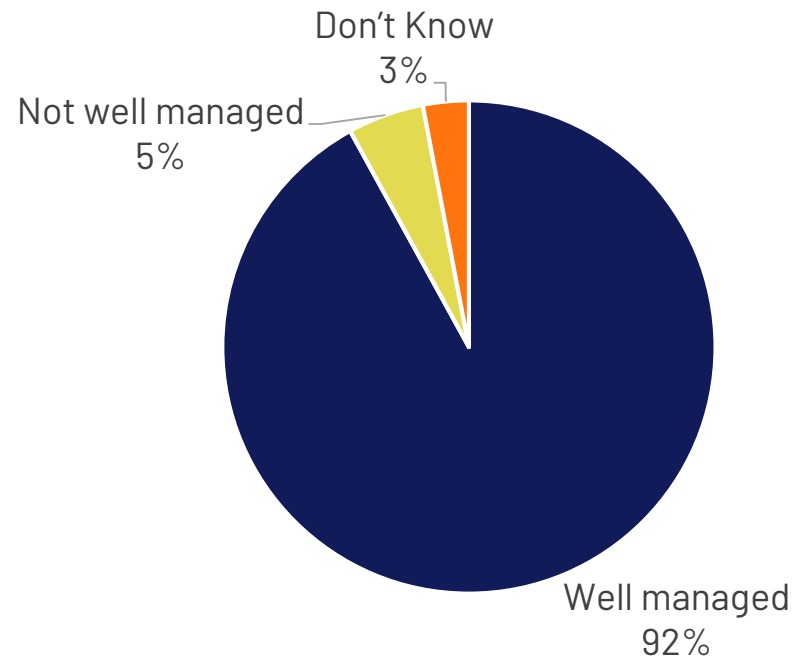
Well managed
92%

Q.17   Would you say that elections in Ireland are well managed or not well managed?
Base: All respondents: 894

Section 3: Election Studies

- Voter Choice and Influences
- Role of Mayor
- Political Attitudes

Note: The following section comprises questions about various topics and issues which are of interest/ relevance in the context of international National Election Studies.

The purpose of this section is to establish a base of data of the Irish electorate that can be built upon and studied over time as well as allow Ireland participate in comparative academic research studies. The questions asked are drawn from or adapted from existing academic research studies and political science and were selected by the academic members of the NEDS Management Board.

VOTER CHOICE AND INFLUENCES

Mayoral vote – 1st and 2nd preference vote

Candidate	1st preference vote	2nd preference vote
MORAN John (Non Party)		7%
RYAN Dee (Fianna Fáil)		9%
O'DONNELL Helen (Non Party)		9%
BUTLER Daniel (Fine Gael)		8%
QUINLIVAN Maurice (Sinn Féin)		6%
DALY Frankie (Non Party)	%	4%
SHEEHAN Conor (Labour Party)	4%	4%
BEASLEY Sarah (Aontú)	3%	2%
O'DONOVAN Elisa (Social Democrats)	3%	4%
KEYES Laura	3%	2%
LEDDIN Brian (Green Party)	2%	5%
FAHY Ruairi (People Before Profit)	1%	1%
NÍ CHATHÁIN Caitríona (Socialist Party)	1%	1%
UUNK Gerben (Party for Animal Welfare)	1%	1%
Ó MÓRÁIN Colm	1%	1%
No second preference vote		36%

■ 1st preference vote
■ 2nd preference vote

Mayoral candidate – Survey results versus election result

Candidate	Survey result	Election result
MORAN John (Non Party)	21%	23%
RYAN Dee (Fianna Fáil)	17%	15%
O'DONNELL Helen (Non Party)	16%	16%
BUTLER Daniel (Fine Gael)	12%	13%
QUINLIVAN Maurice (Sinn Féin)	11%	10%
DALY Frankie (Non Party)	5%	6%
SHEEHAN Conor (Labour Party)	4%	2%
BEASLEY Sarah (Aontú)	3%	3%
O'DONOVAN Elisa (Social Democrats)	3%	3%
KEYES Laura	3%	1%
LEDDIN Brian (Green Party)	2%	3%
FAHY Ruairi (People Before Profit)	1%	1%
NÍ CHATHÁIN Caitríona (Socialist Party)	1%	1%
UUNK Gerben (Party for Animal Welfare)	1%	1%
Ó MÓRÁIN Colm	1%	1%

Q.1   The candidates that stood for mayor are listed on this ballot paper. Please indicate to which candidate you gave your first preference vote, and which candidate you gave your second preference vote.
Base: All respondents: 894
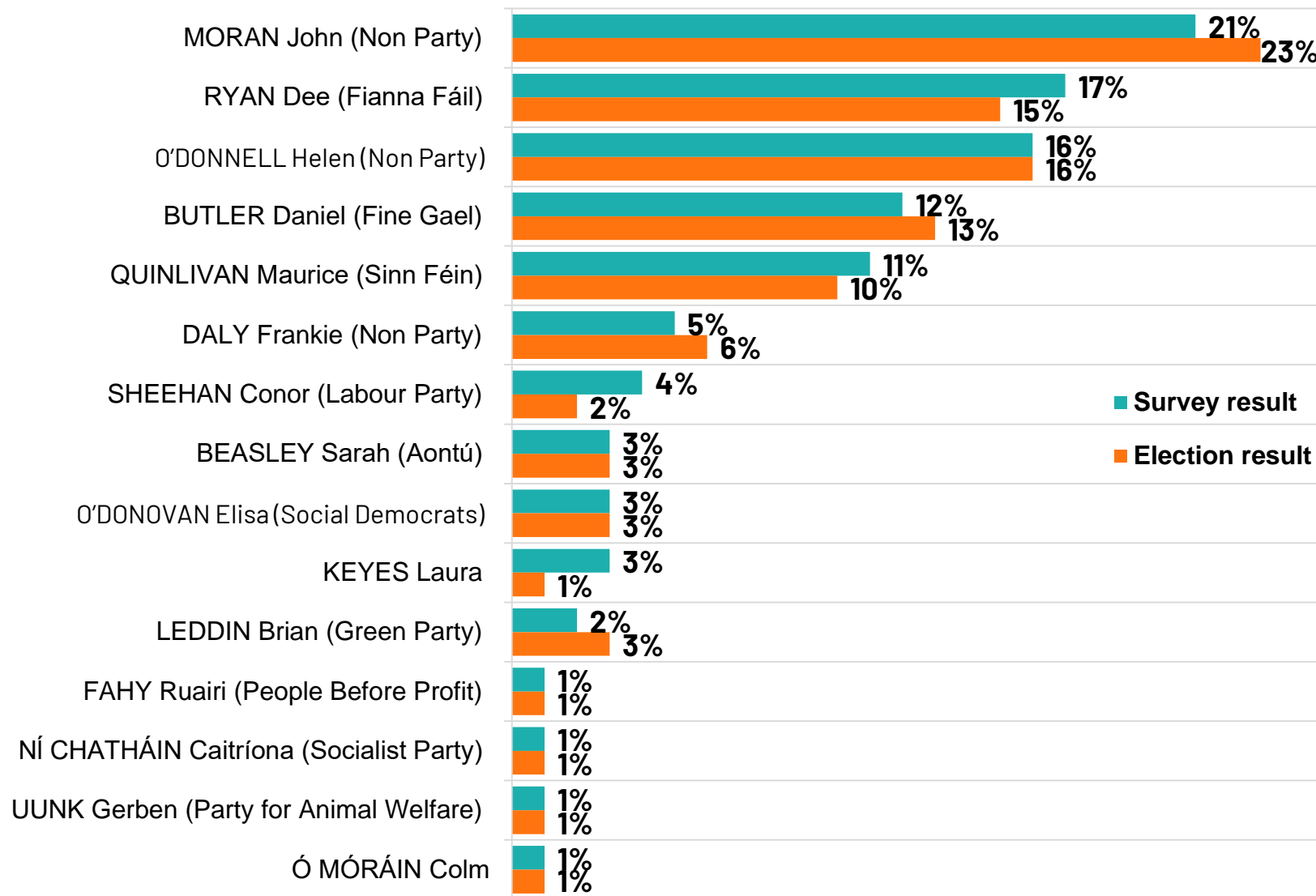
Loyalty to party/candidate

If your 1st preference candidate had been running for any of the other parties/a political party, would you still have given a 1st preference vote to him/her?

Don't Know
5%

No
26%

Yes
68%
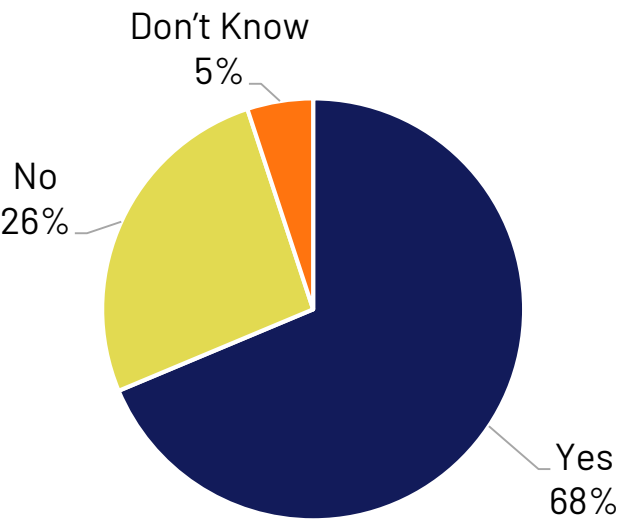
% Yes by candidate voted for	
John Moran (Non Party)	65%
Dee Ryan (Fianna Fáil)	74%
Helen O'Connell (Non Party)	76%
Daniel Butler (Fine Gael)	73%
Maurice Quinlivan (Sinn Féin)	60%

Q.2   If your first preference candidate had been running for [IF PARTY - any of the other parties / IF NON PARTY - a political party], would you still have given a first preference vote to him/her?
Base: All respondents: 894

© Ipsos B&A | 24-038380-Electoral Commission Limerick Voter Survey | June 2024

21

Meeting candidates during campaign

Did you meet any of the candidates during the campaign?

Yes
37%

No
62%

Don't know less than 1%
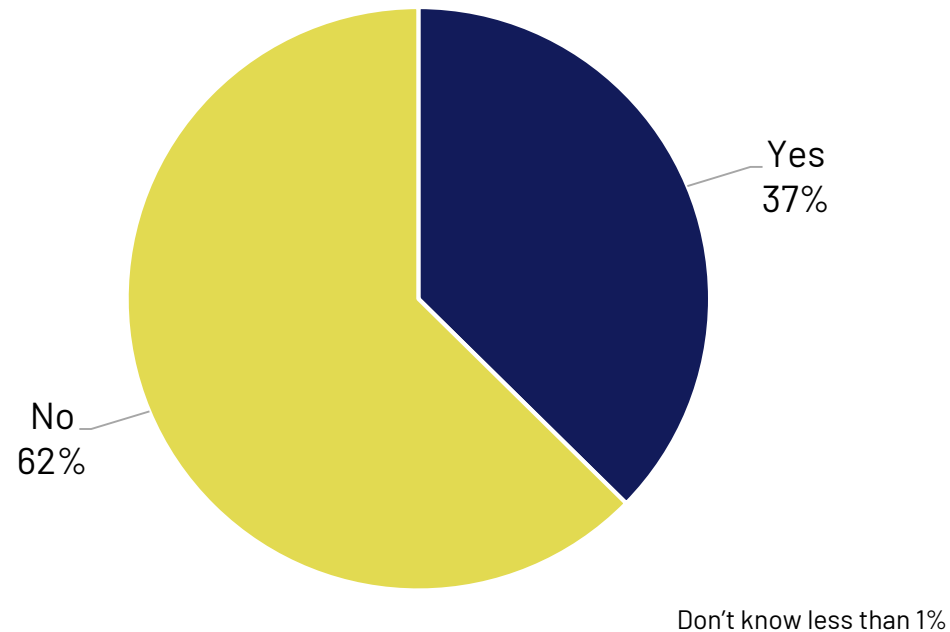
Q.3   Did you meet any of the candidates during the campaign?
Base: All respondents: 894

Candidates met during campaign

Candidates met - % of all respondents

Candidate	%
RYAN Dee (Fianna Fáil)	8%
BUTLER Daniel (Fine Gael)	7%
QUINLIVAN Maurice (Sinn Féin)	7%
MORAN John (Non Party)	7%
DALY Frankie (Non Party)	5%
SHEEHAN Conor (Labour Party)	5%
O'DONNELL Helen (Non Party)	4%
LEDDIN Brian (Green Party)	3%
O'DONOVAN Elisa (Social Democrats)	3%
BEASLEY Sarah (Aontú)	3%
FAHY Ruairi (People Before Profit)	2%
NÍ CHATHÁIN Caitríona (Socialist Party)	2%
KEYES Laura	2%
Ó MÓRÁIN Colm	1%
UUNK Gerben (Party for Animal Welfare)	*

% of respondents who met the candidate they voted for

Base	%
Base: 152	22%
Base: 105	24%
Base: 97	34%
Base: 184	20%
Base: 141	11%

Q.4   Which candidates did you meet?
Base: All respondents: 894
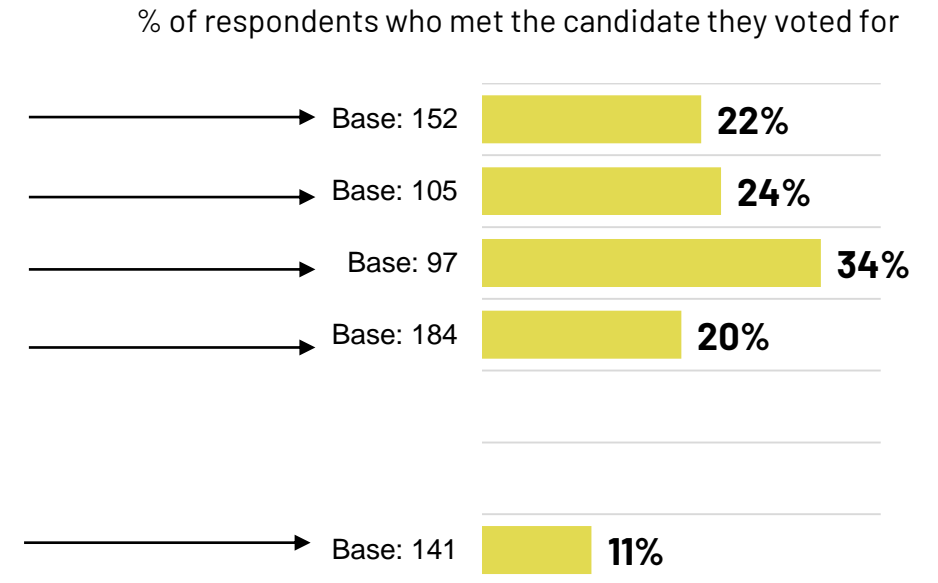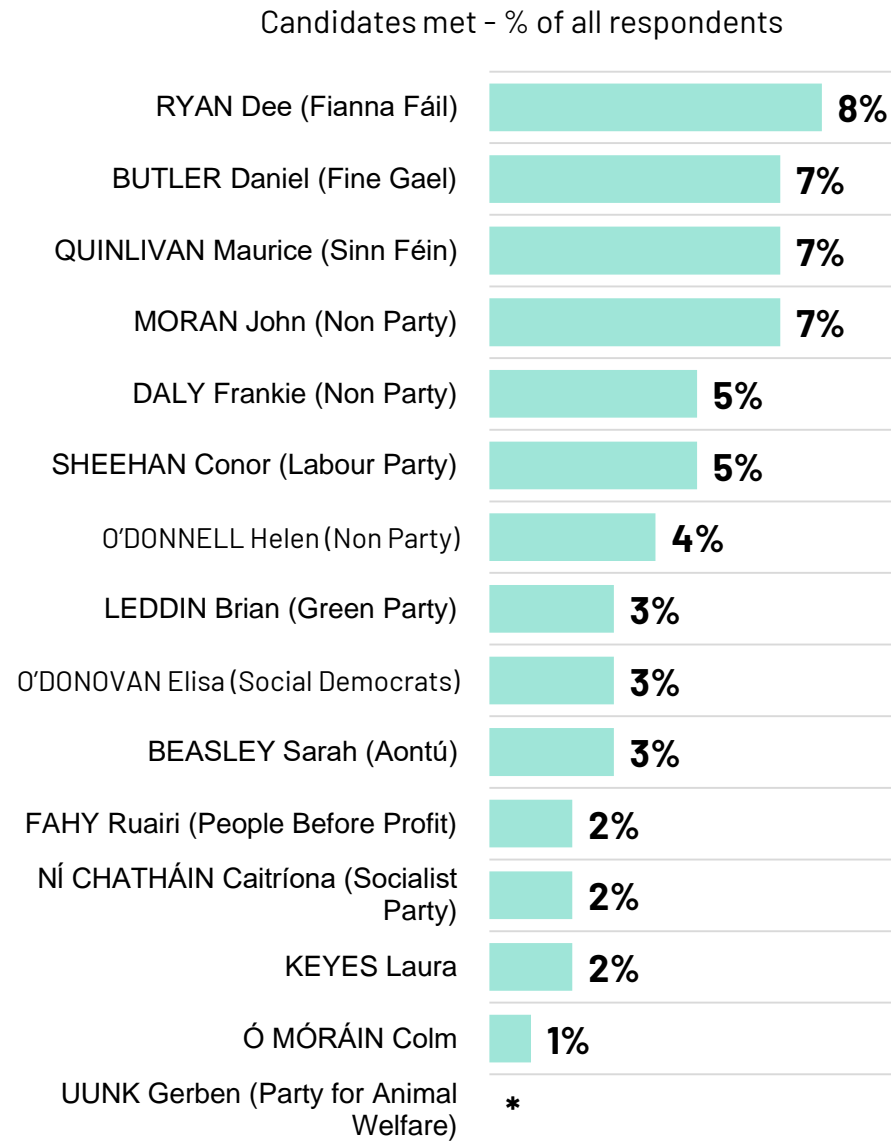
Ipsos B&A

Sources of information used to form opinion before voting

% used a lot/a little

Source	A lot	A little	Not at all	Don't know	% used a lot/a little
National radio and television	33	30	36	1	63%
Local radio	30	31	38	1	61%
Social media	37	23	39	1	60%
Local newspapers	25	31	43	1	56%
Posters	19	34	46	1	53%
Online news and information sources	29	21	48	2	50%
National newspapers	17	25	56	2	42%
Electoral Commission materials/website	13	18	67	2	31%

Q.5   For each of the following sources of information, please tell me if you used them a lot, a little or not at all to help you form an opinion before voting in the Mayoral election?
Base: All respondents: 894

Sources of information used to form opinion before voting – by age

	Total	18–34	35–44	45–54	55–64	65+
	(894)	(172)	(156)	(175)	(148)	(243)
	%	%	%	%	%	%
National radio and television	**63**	52	64	67	61	66
Local radio	**61**	52	62	65	55	68
Social media	**60**	81	76	66	58	31
Local newspapers	**56**	44	59	53	50	69
Posters	**53**	59	57	53	46	51
Online news and information sources	**50**	66	59	60	50	26
National newspapers	**42**	32	40	40	42	52
Electoral Commission materials/website	**31**	35	33	35	30	26

Q.5   For each of the following sources of information, please tell me if you used them a lot, a little or not at all to help you form an opinion before voting in the Mayoral election?
Base: All respondents: 894

European Parliament Election – 1st Preference Vote

Candidate	%
KELLY Seán (Fine Gael)	24%
KELLEHER Billy (Fianna Fáil)	14%
MCNAMARA Michael (Non Party)	10%
GAVAN Paul (Sinn Féin)	6%
HOURIGAN Niamh (Labour Party)	6%
FUNCHION Kathleen (Sinn Féin)	4%
WALLACE Mick (Independents 4 Change)	4%
MULLINS John (Fine Gael)	3%
O'SULLIVAN Grace (Green Party)	3%
PUNCH Eddie (Independent Ireland)	3%
BLIGHE Derek (Ireland First)	2%
BOGUE Lorna	2%
DOYLE Susan (Social Democrats)	2%
LEAHY Michael (Irish Freedom Party)	2%
NÍ MHURCHÚ Cynthia (Fianna Fáil)	2%
PRENDIVILLE Cian (People Before Profit - Solidarity)	2%
MURPHY Patrick (Aontú)	1%
FITZGIBBON Mary (Non Party)	1%
O'RIORDAN Ciaran (Non Party)	1%
MCGURK Una	1%
DE BARRA Graham	*
DOYLE Christopher (Non Party)	*
LAHIVE Ross (The Irish People)	*
Did not vote/Not eligible to vote/Spoiled vote	4%
Refused	1%

Q.6   In relation to the European Parliament election, to which party or independent candidate did you give your first preference vote?
Base: All respondents: 894

Ipsos B&A
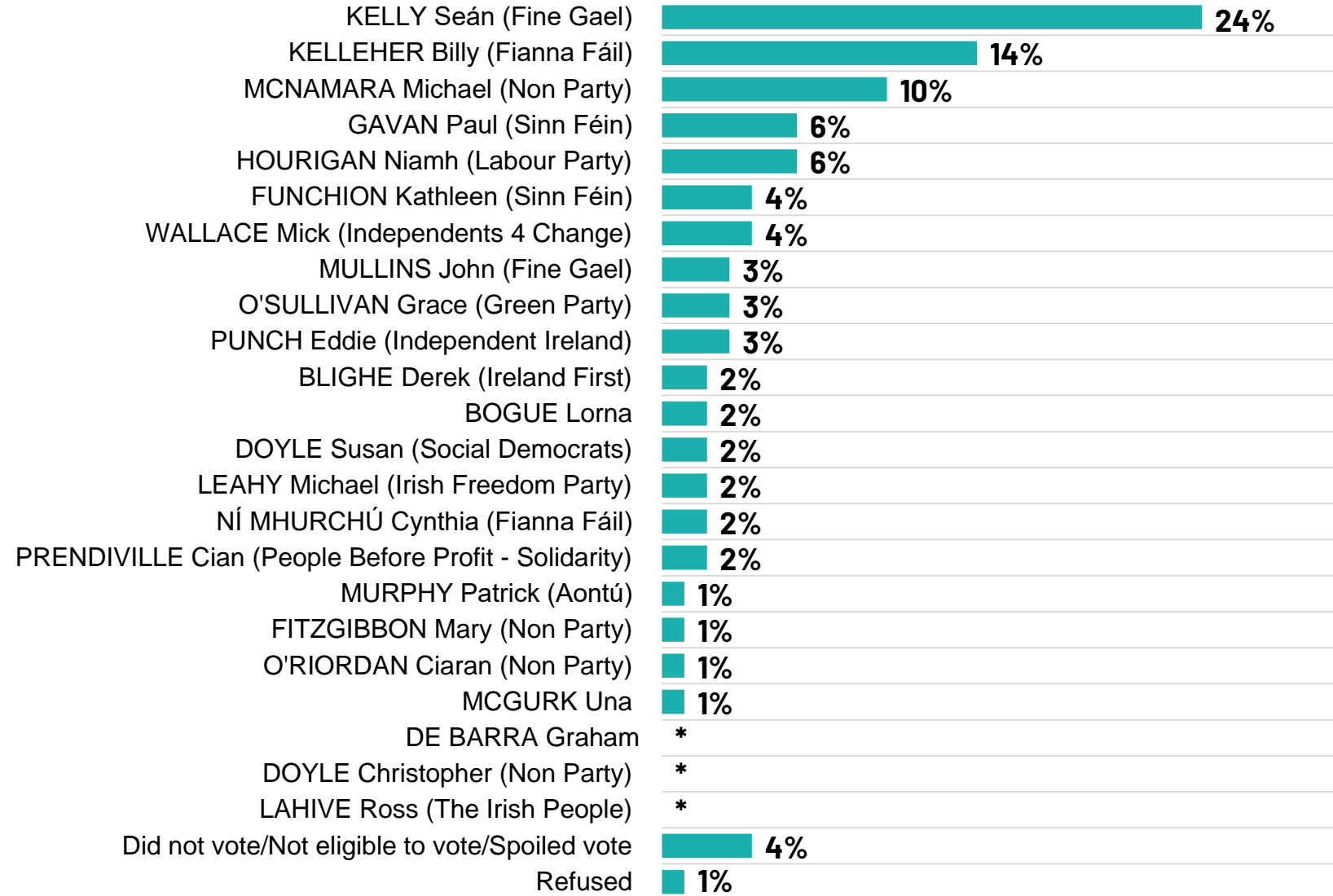
Local Council Elections – 1ˢᵗ Preference vote

Party	%
Fine Gael	27%
An Independent Candidate	21%
Fianna Fáil	21%
Sinn Féin	10%
Independent Ireland	5%
Labour Party	4%
Green Party	3%
Social Democrats	3%
Aontú	2%
People Before Profit - Solidarity	1%
Did not vote/Not eligible/Spoiled	1%
Don't know	1%
Refused	*
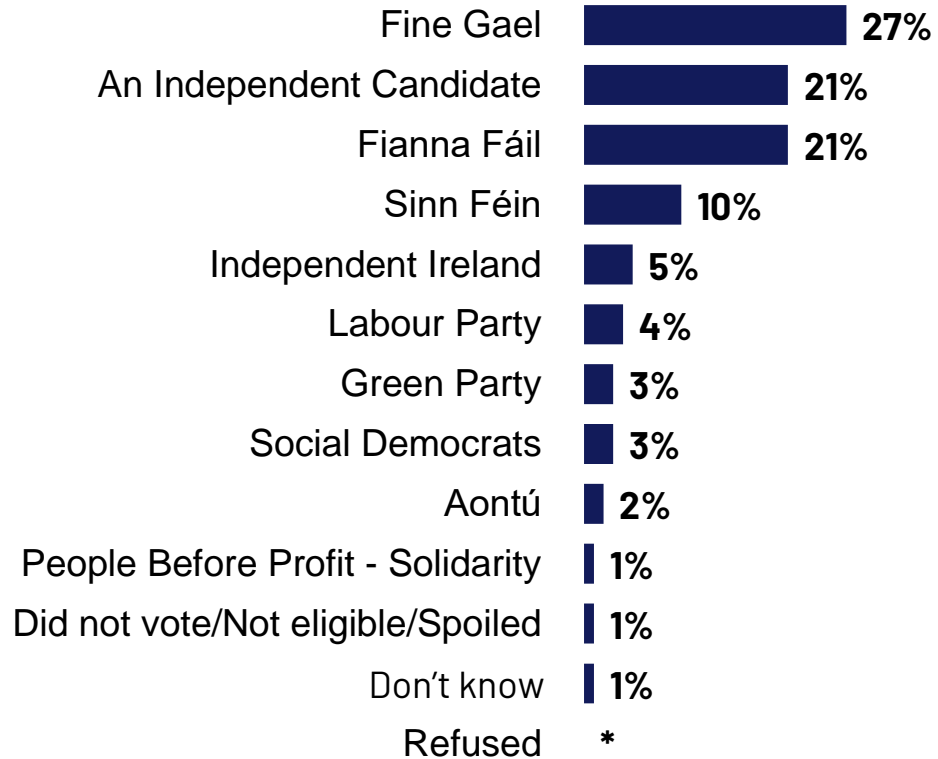
Q.7 In relation to the local council elections, to which party or independent candidate did you give your first preference vote?
Base: All respondents: 894

ROLE OF MAYOR

Importance of various roles of the Mayor
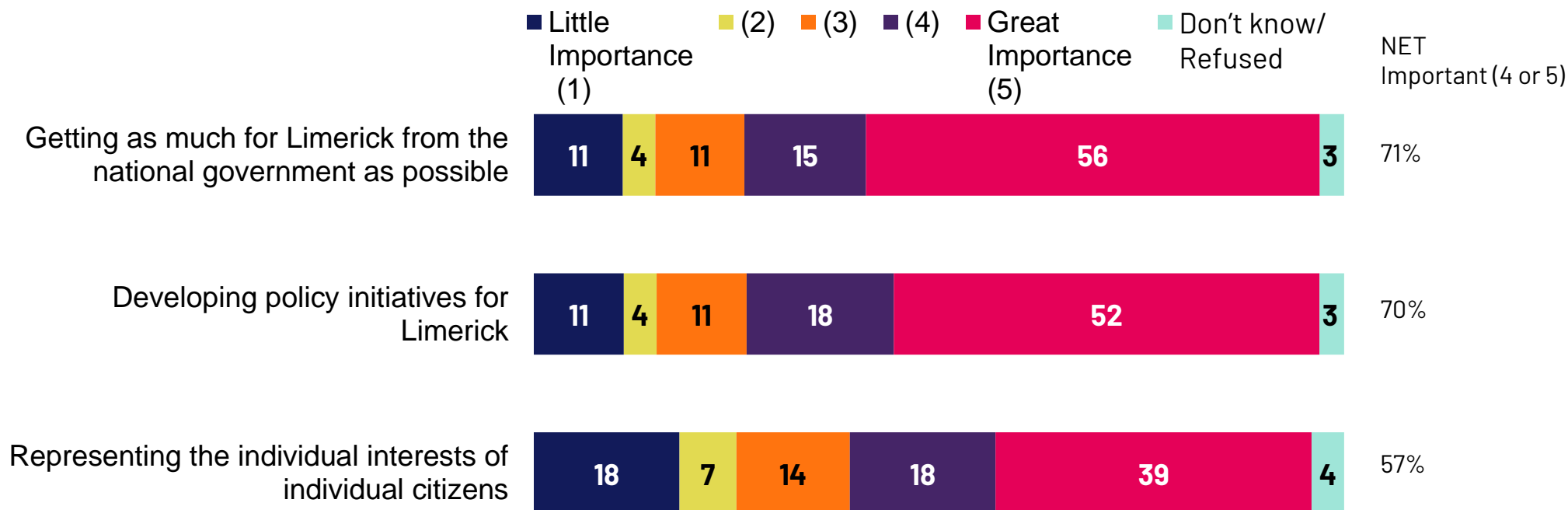
	Little Importance (1)	(2)	(3)	(4)	Great Importance (5)	Don't know/ Refused	NET Important (4 or 5)
Getting as much for Limerick from the national government as possible	11	4	11	15	56	3	71%
Developing policy initiatives for Limerick	11	4	11	18	52	3	70%
Representing the individual interests of individual citizens	18	7	14	18	39	4	57%

Q.8 When thinking about the role of mayor, how important or not are the following aspects of the role? Please answer on a scale of 1 to 5 where 1 is of little importance and 5 is of great importance.
Base: All respondents: 894

Ipsos B&A

Importance of various roles of the Mayor – by candidate voted for

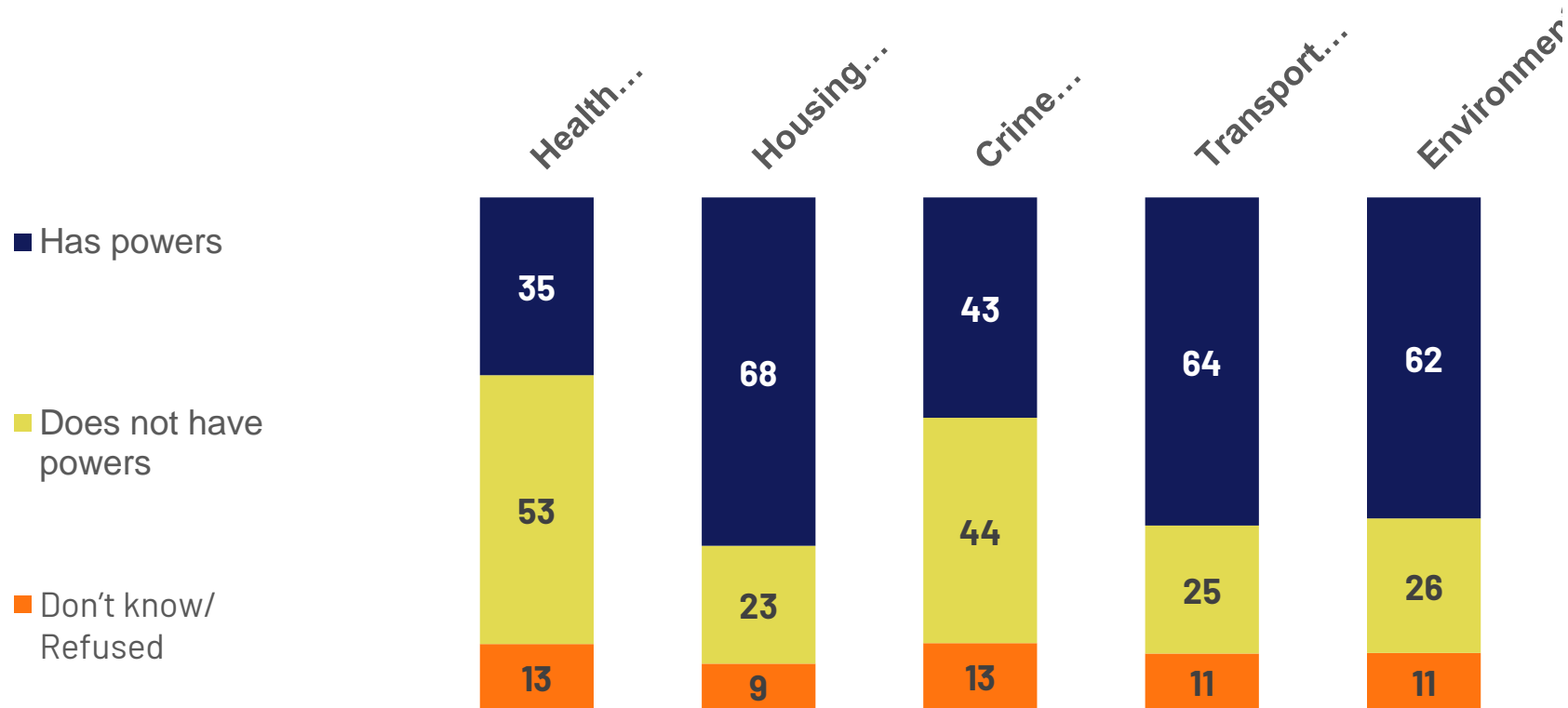| 1st preference vote/NET important (4/5)	Total	John Moran (Non-Party)	Dee Ryan (Fianna Fáil)	Helen O'Connell (Non-Party)	Daniel Butler (Fine Gael)	Maurice Quinlivan (Sinn Féin)
	(894)	(184)	(152)	(141)	(105)	(97)
Getting as much for Limerick from the national government as possible	71%	77%	72%	65%	65%	77%
Developing policy initiatives for Limerick	70%	78%	66%	69%	60%	71%
Representing the individual interests of individual citizens	57%	56%	54%	56%	56%	58%

Q.8   When thinking about the role of mayor, how important or not are the following aspects of the role?
Please answer on a scale of 1 to 5 where 1 is of little importance and 5 is of great importance.

Ipsos B&A

Policy areas where the mayor has powers

Legend:
- Has powers (dark blue)
- Does not have powers (yellow)
- Don't know/ Refused (orange)

	Health...	Housing...	Crime...	Transport...	Environment
Has powers	35	68	43	64	62
Does not have powers	53	23	44	25	26
Don't know/ Refused	13	9	13	11	11

Q.9   We would now like to ask you about your understanding of the role of the directly elected mayor. In which of the following policy areas do you think the Mayor has powers?
Base: All respondents: 894

POLITICAL ATTITUDES

© Ipsos B&A | 24-038380-Electoral Commission Limerick Voter Survey | June 2024

Government satisfaction

Satisfaction with national government

- ■ Very Dissatisfied (1)
- ■ (2)
- ■ (3)
- ■ (4)
- ■ Very Satisfied (5)
- ■ Don't know

| 22 | 18 | 33 | 17 | 10 | * |

NET dissatisfied
40%

NET satisfied
27%

Government satisfaction by candidate/party voted for

	Very dissatisfied (1) %	(2) %	(3) %	(4) %	Very satisfied (5) %	Don't know %		% Dissatisfied (1/2)	% Satisfied (4/5)
Mayoral									
MORAN John (Non Party)	16	14	40	23	7	0		30	30
RYAN Dee (Fianna Fáil)	13	14	36	18	19	0		27	37
O'DONNELL Helen (Non Party)	11	13	34	27	16	0		23	43
BUTLER Daniel (Fine Gael)	8	13	44	17	17	1		21	34
QUINLIVAN Maurice (Sinn Féin)	54	22	15	7	1	0		76	9
European									
KELLY Seán (Fine Gael)	7	12	43	23	15	0		19	38
KELLEHER Billy (Fianna Fáil)	6	13	30	25	26	0		19	51
MCNAMARA Michael (Non Party)	18	12	39	22	6	3		30	28
Local									
Fine Gael	8	11	44	23	14	0		19	37
Independent	29	18	29	15	8	1		47	23
Fianna Fáil	14	16	35	18	16	0		30	34
Sinn Féin	44	34	19	2	1	0		78	3

Only those candidates/parties with a sample size of 85 or greater are shown.

Q.10   Thinking about the performance of the national government in general how satisfied or dissatisfied are you with how the government is running the country? Please answer on a scale of 1 to 5 where 1 is very dissatisfied and 5 is very satisfied..
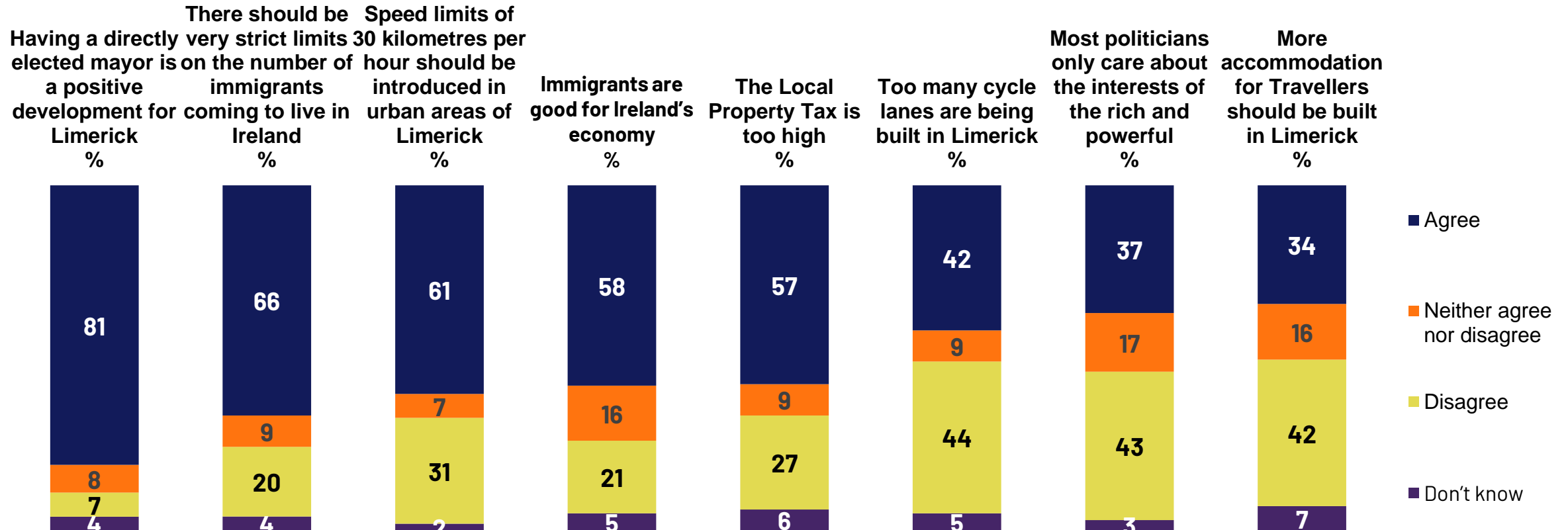Base: All respondents 894

Societal/political attitudes

Having a directly elected mayor is a positive development for Limerick %
- Agree: 81
- Neither agree nor disagree: 8
- Disagree: 7
- Don't know: 4

There should be very strict limits on the number of immigrants coming to live in Ireland %
- Agree: 66
- Neither agree nor disagree: 9
- Disagree: 20
- Don't know: 4

Speed limits of 30 kilometres per hour should be introduced in urban areas of Limerick %
- Agree: 61
- Neither agree nor disagree: 7
- Disagree: 31
- Don't know: 2

Immigrants are good for Ireland's economy %
- Agree: 58
- Neither agree nor disagree: 16
- Disagree: 21
- Don't know: 5

The Local Property Tax is too high %
- Agree: 57
- Neither agree nor disagree: 9
- Disagree: 27
- Don't know: 6

Too many cycle lanes are being built in Limerick %
- Agree: 42
- Neither agree nor disagree: 9
- Disagree: 44
- Don't know: 5

Most politicians only care about the interests of the rich and powerful %
- Agree: 37
- Neither agree nor disagree: 17
- Disagree: 43
- Don't know: 3

More accommodation for Travellers should be built in Limerick %
- Agree: 34
- Neither agree nor disagree: 16
- Disagree: 42
- Don't know: 7

Legend:
- Agree
- Neither agree nor disagree
- Disagree
- Don't know

Q.11   Please tell me whether you agree, disagree or neither agree nor agree with each of the following statements?
Base: All respondents: 894

LIMERICK VOTER SURVEY