

# LIMERICK VOTER SURVEY

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# INTRODUCTION

# 01

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 7<sup>th</sup> 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.

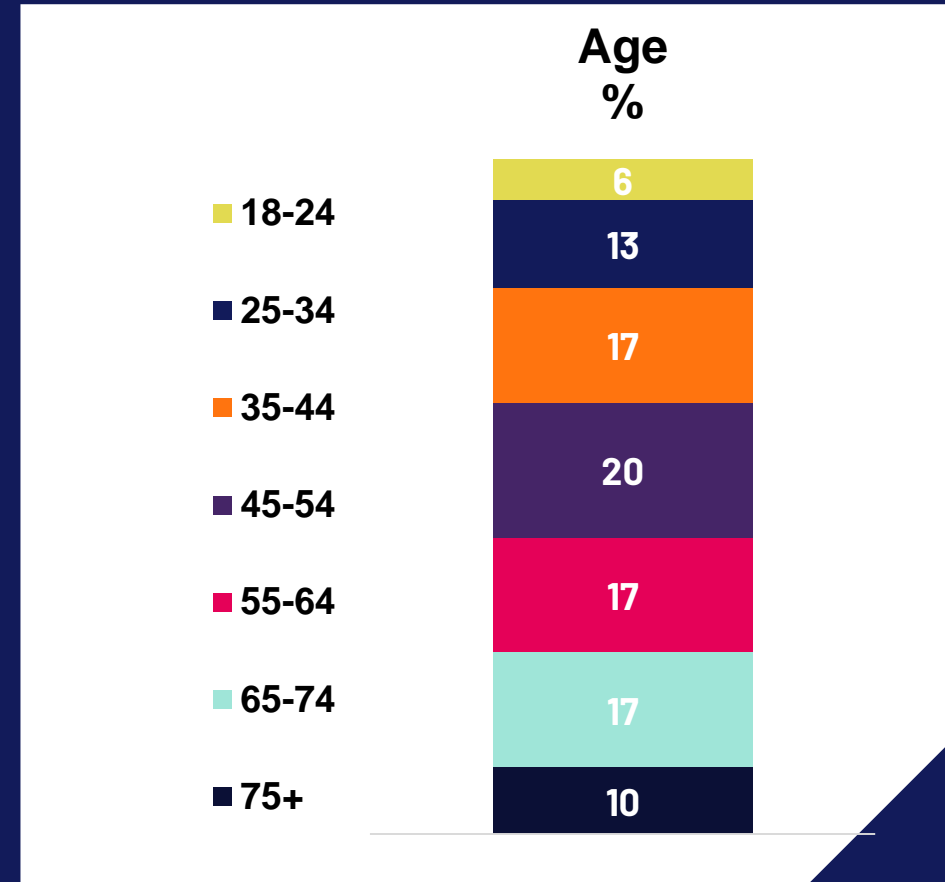
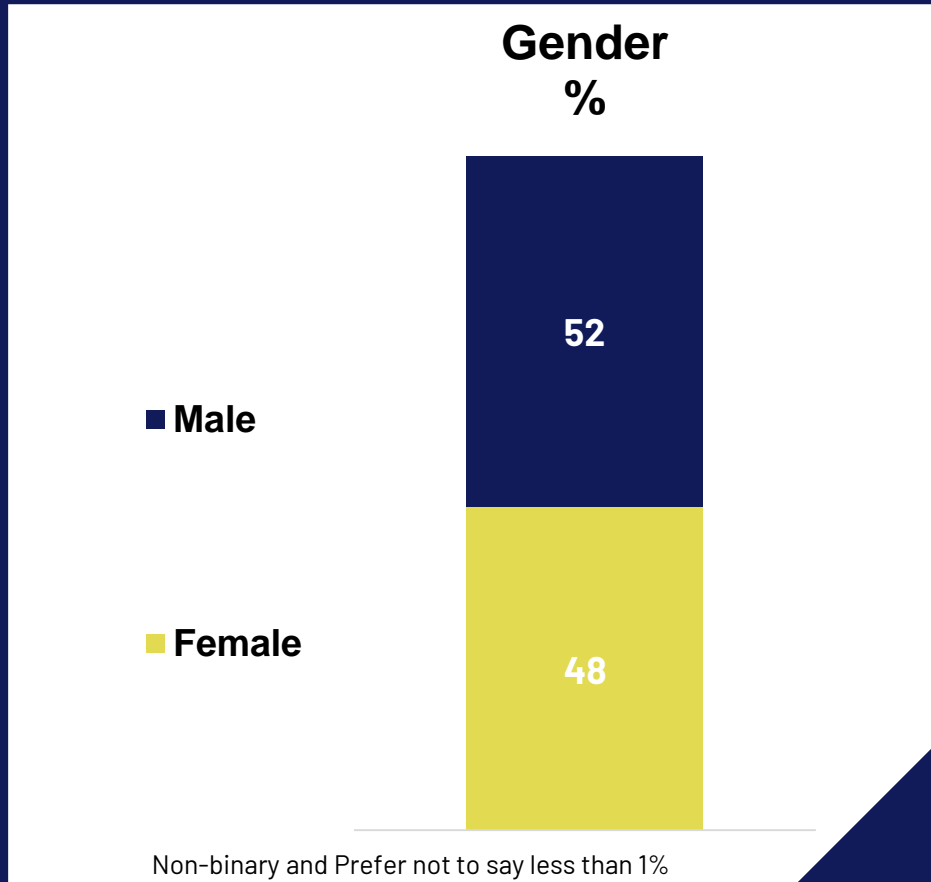
- In total, 894 interviews were conducted among voters exiting polling stations, after casting their ballots in the 7<sup>th</sup> June 2024 Limerick Mayoral, European and Council elections.
- 52 polling stations were randomly sampled throughout Limerick City and County, with the sample of stations stratified 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

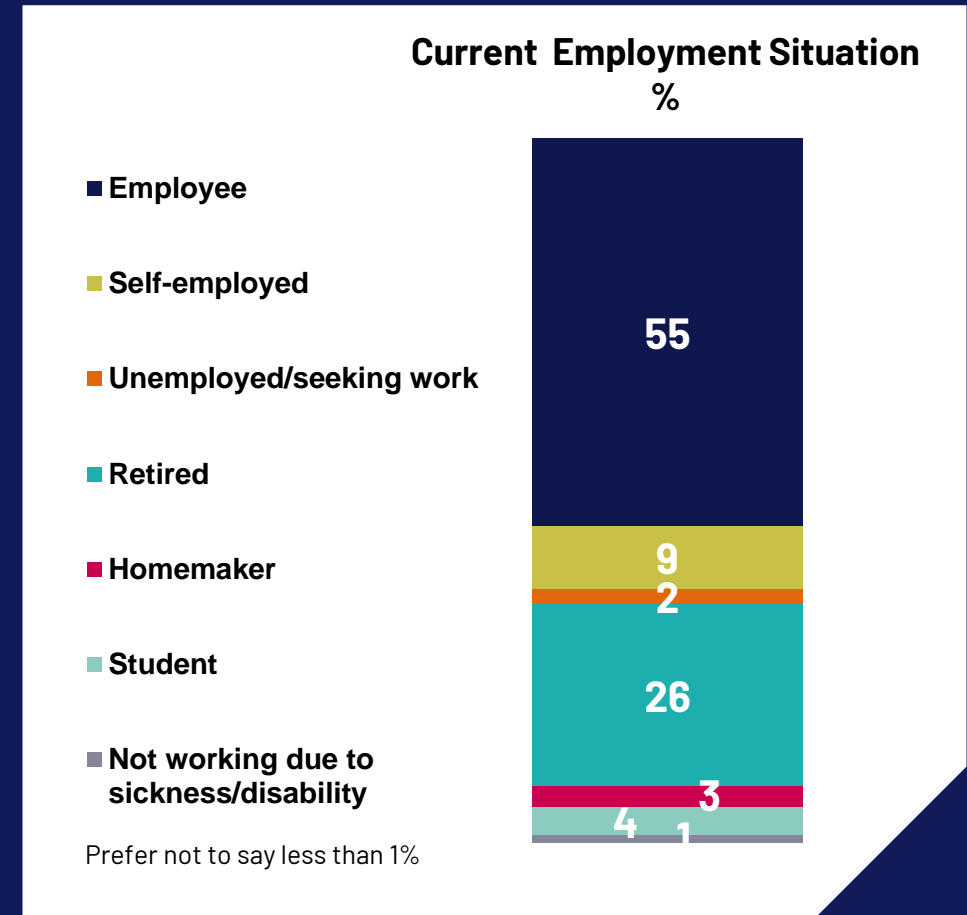
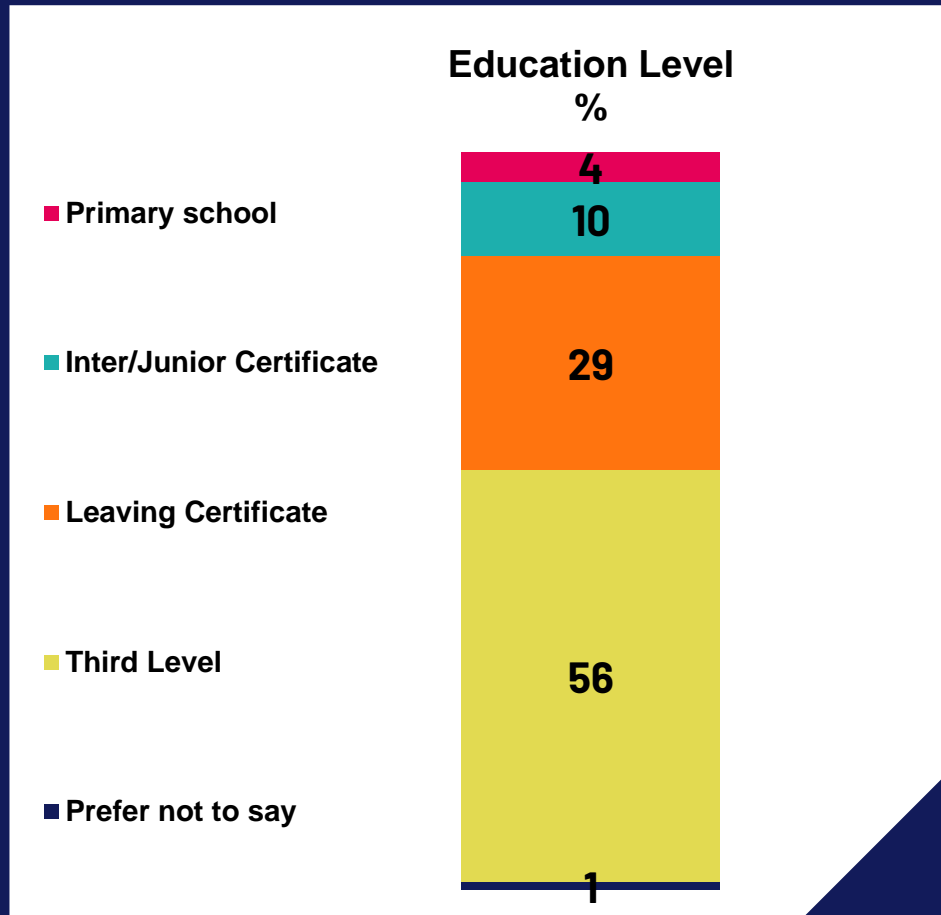
## - Demographics



Base: All Respondents: 894

# Sample Profile

## - Demographics

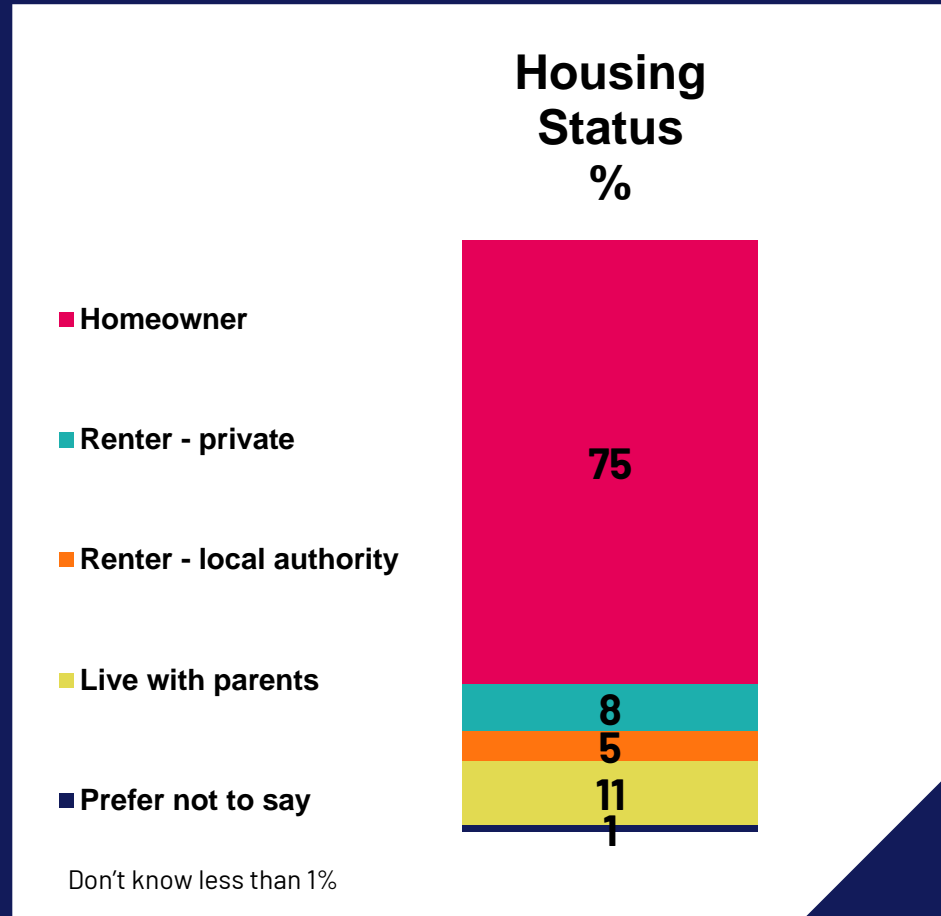


Base: All Respondents: 894



# Sample Profile

## - Demographics

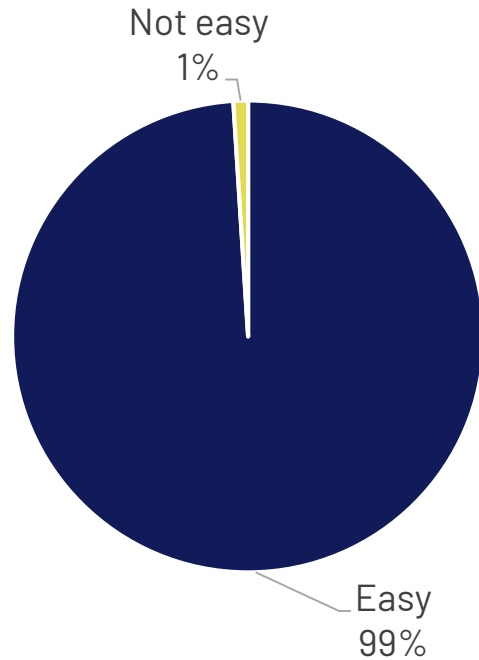


Base: All Respondents: 894

# SECTION 2: VOTING EXPERIENCE

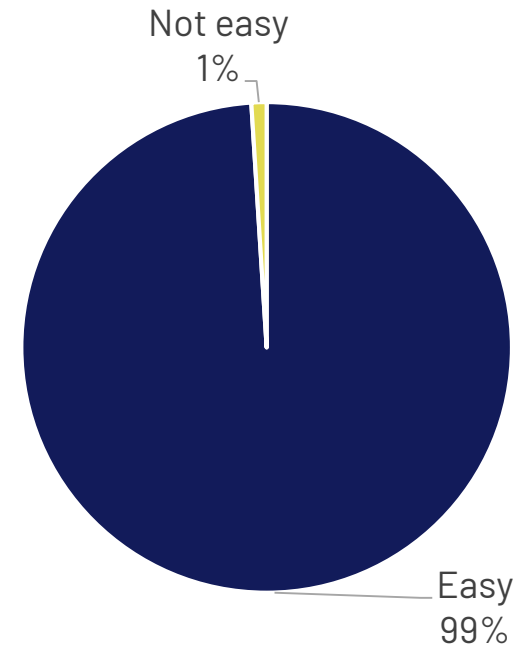
# Ease of accessing polling station

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



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

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

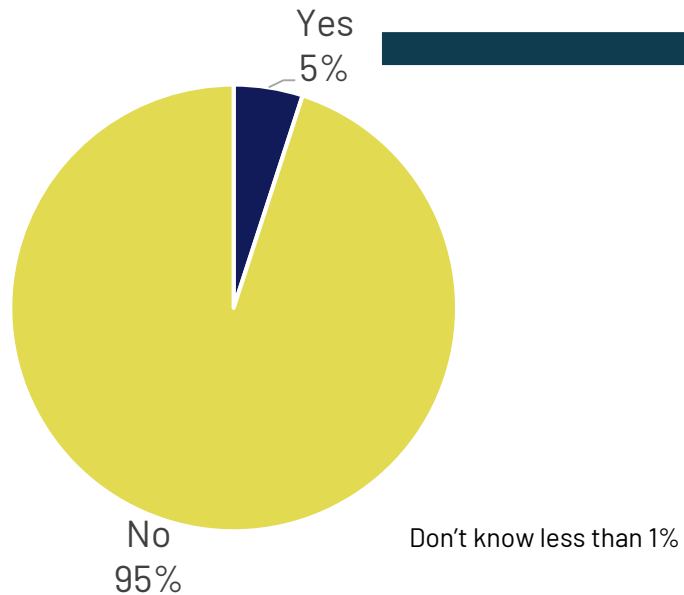


Q.13 Was it easy or not easy to find where in the building you needed to go to vote?  
Base: All respondents: 894

# Assistance from polling station staff

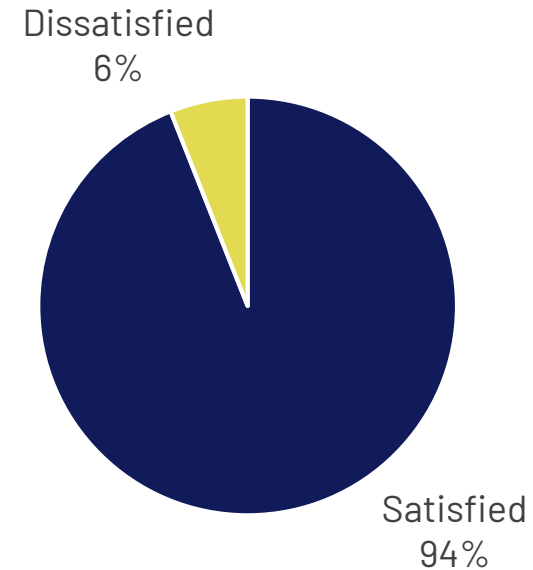
Did you require any additional assistance from any of the staff working here?

All respondents (894)



Were you satisfied or dissatisfied with the assistance you received?

All who required assistance (41)\*



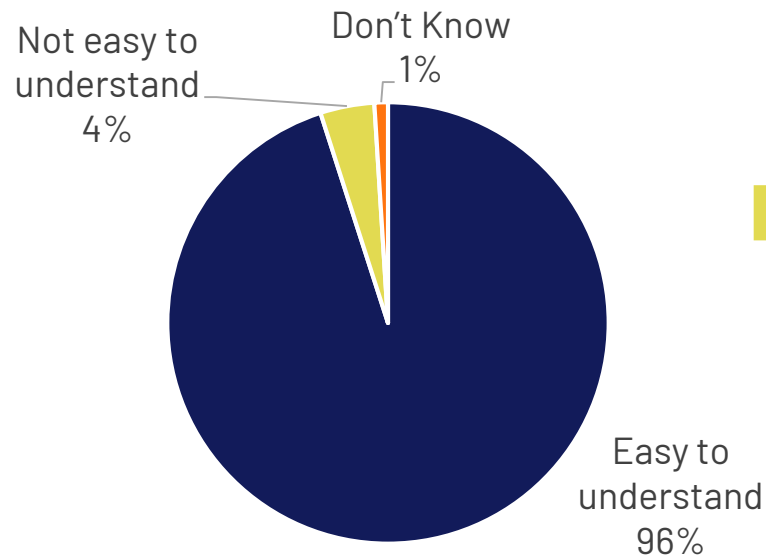
Q.14 Did you require any additional assistance from any of the staff working here?  
Base: All respondents: 894

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

# Ease of understanding ballot papers

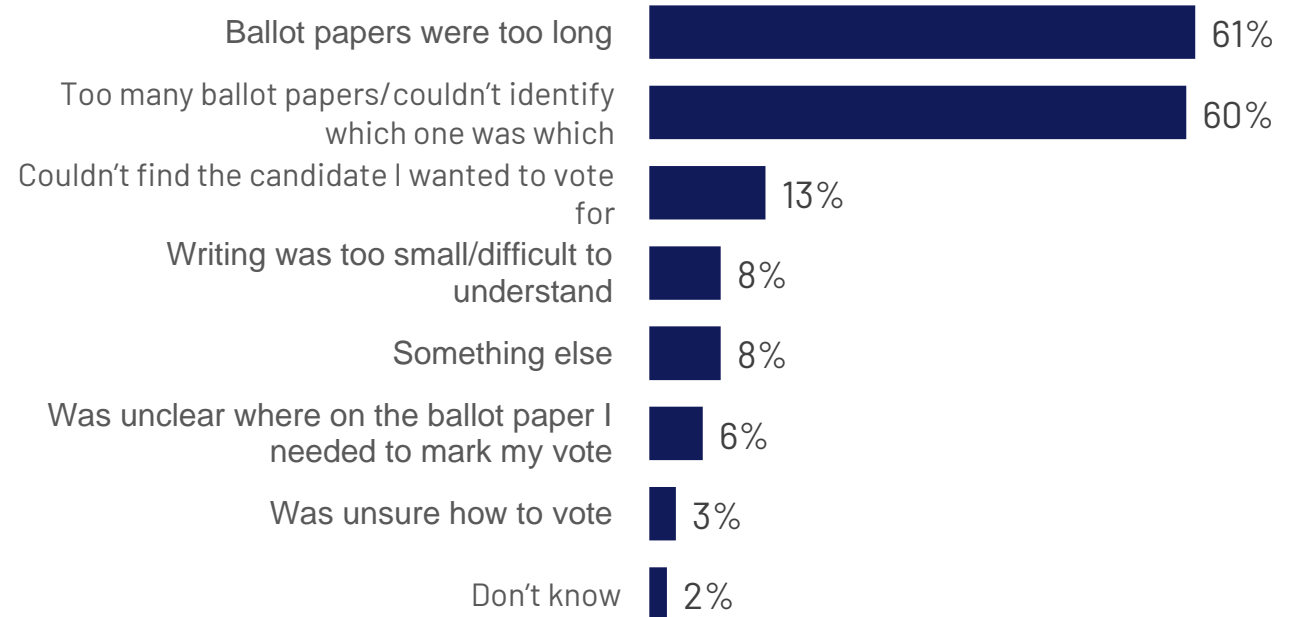
## Ballot papers easy to understand or not easy to understand

All respondents (894)



## Reasons for difficulty understanding the ballot papers

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



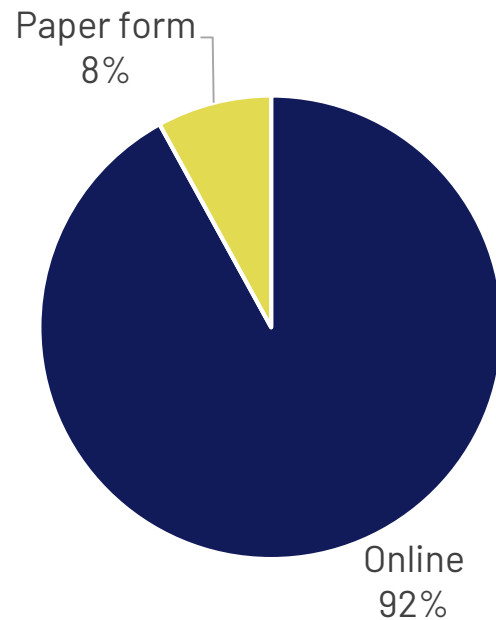
Q.16a Were the ballot papers easy to understand or not easy to understand?  
Base: All respondents: 894

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\*

# Voter registration

## Did you register to vote online or by completing a paper form?

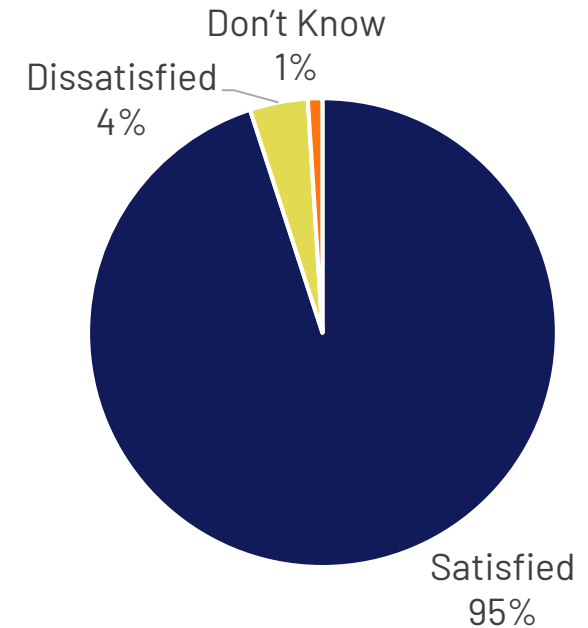
All who registered to vote within the past year (43)\*



5% registered to vote in the past year

## And were you satisfied or dissatisfied with the process of registering to vote?

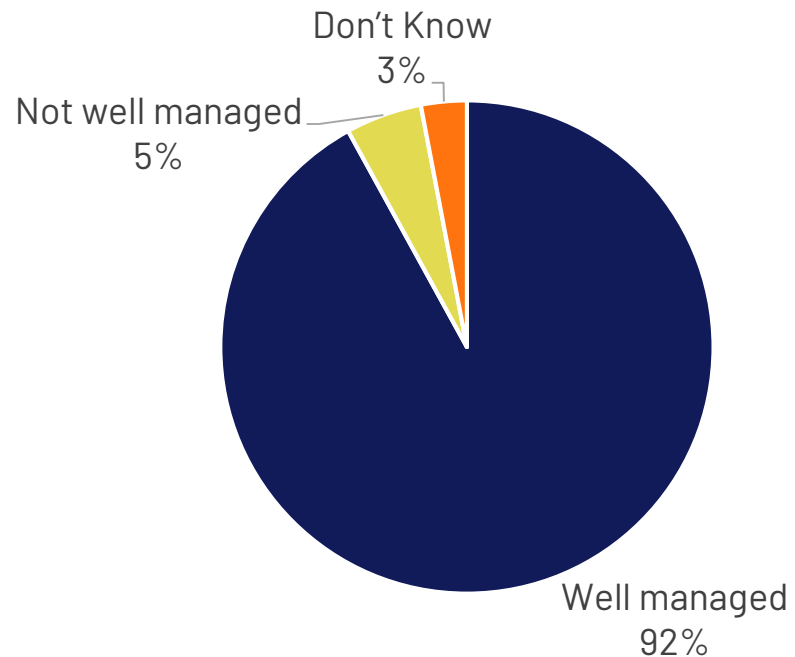
All who registered to vote within the past year (43)\*



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\*

# Perception of management of elections

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



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.

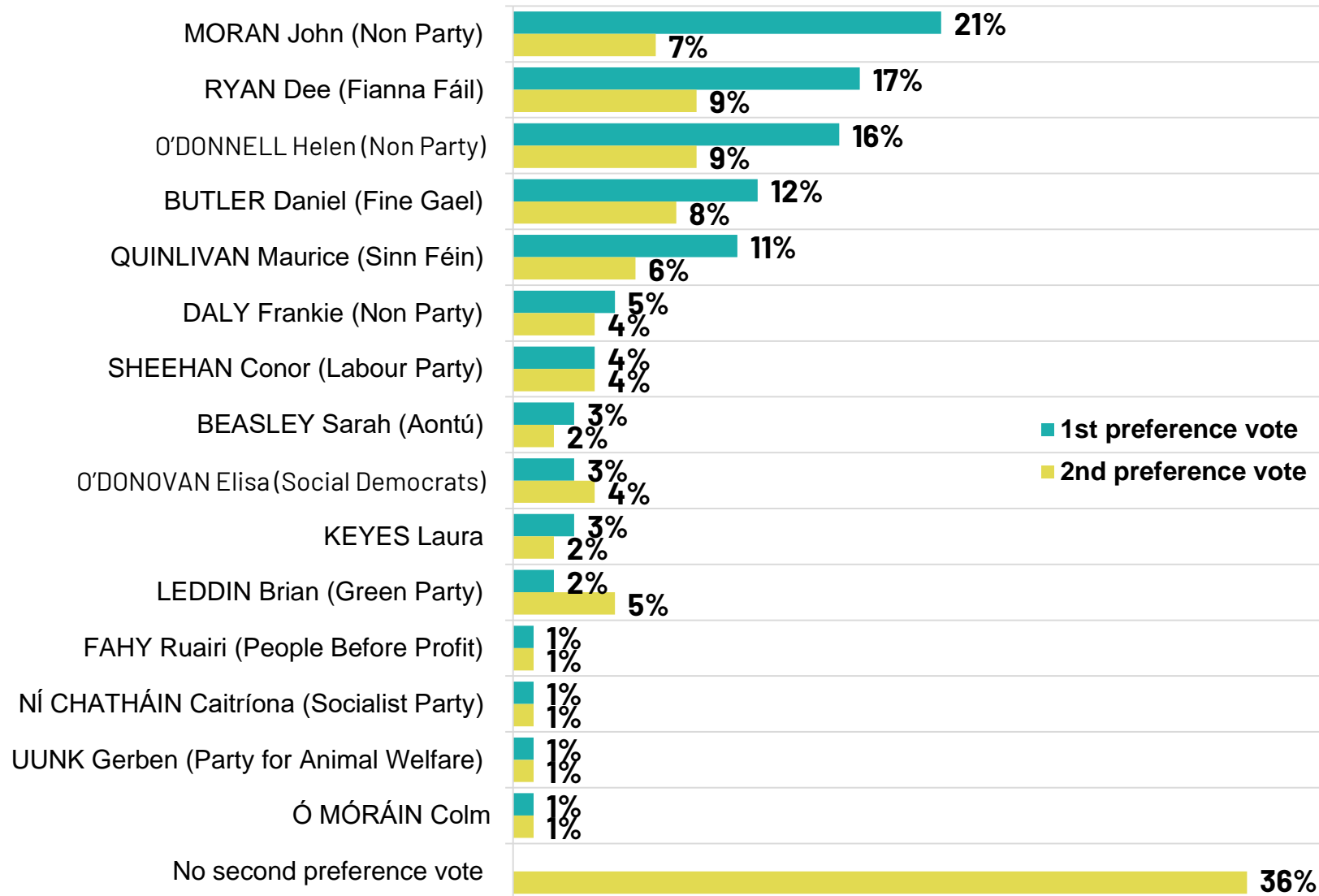
The purpose of this section is to establish a base of data of the Irish electorate that can be built upon and studied over time as well as allow Ireland participate in comparative academic research studies. The questions asked are drawn from or adapted from existing academic research studies and political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

# VOTER CHOICE AND INFLUENCES

# Mayoral vote – 1<sup>st</sup> and 2<sup>nd</sup> preference vote

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.

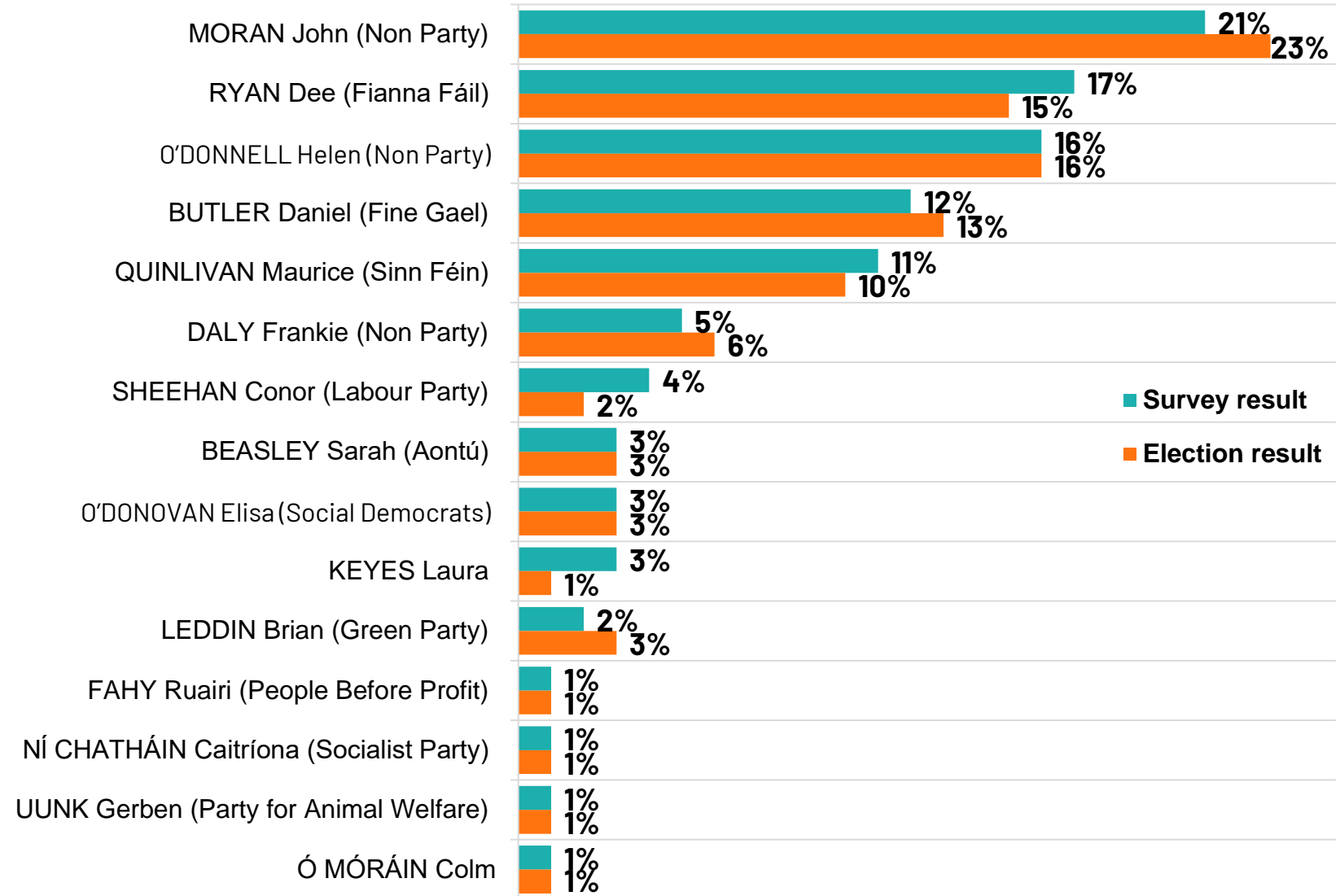
Base: All respondents: 894



# Mayoral candidate – Survey results versus election result

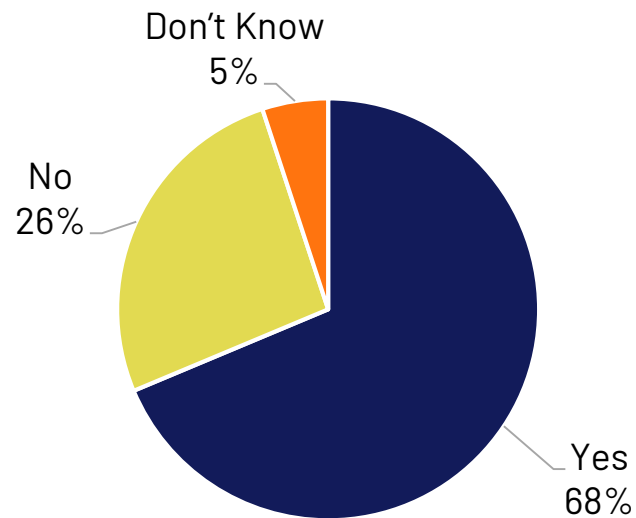
Q.1 The candidates that stood for mayor are listed on this ballot paper. Please indicate to which candidate you gave your first preference vote, and which candidate you gave your second preference vote.

Base: All respondents: 894



# Loyalty to party/candidate

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

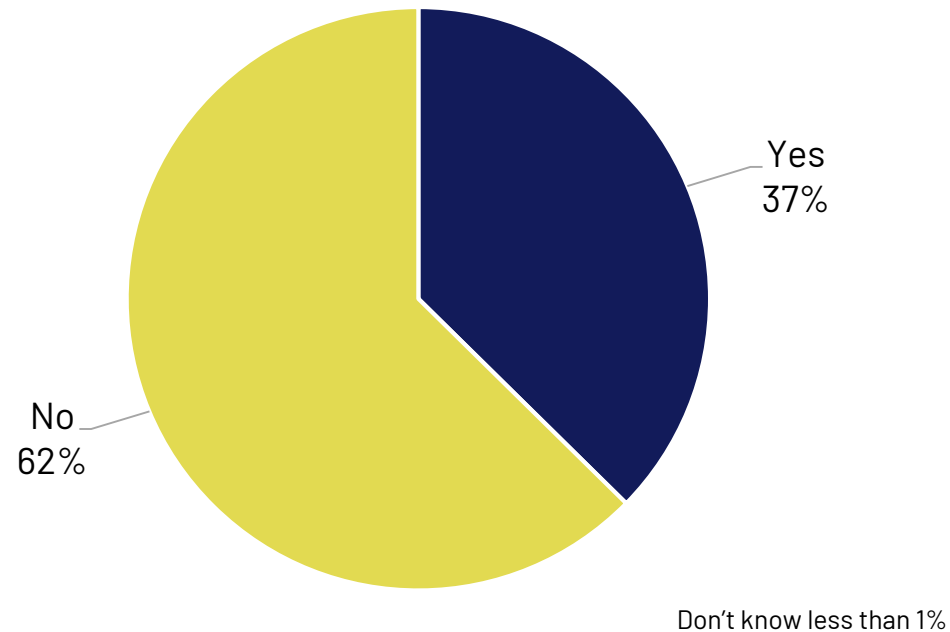


% Yes by candidate voted for	
John Moran (Non Party)	65%
Dee Ryan (Fianna Fáil)	74%
Helen O'Connell (Non Party)	76%
Daniel Butler (Fine Gael)	73%
Maurice Quinlivan (Sinn Féin)	60%

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

# Meeting candidates during campaign

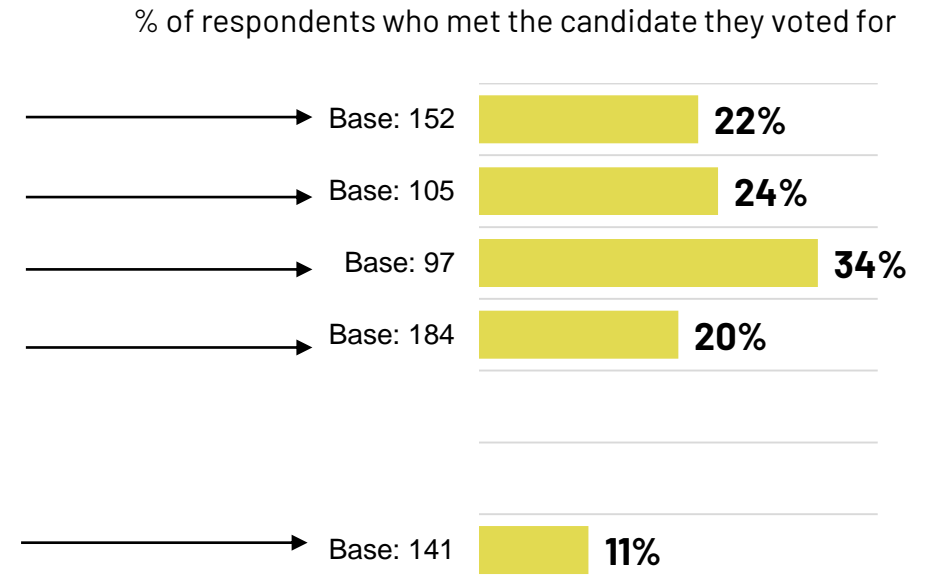
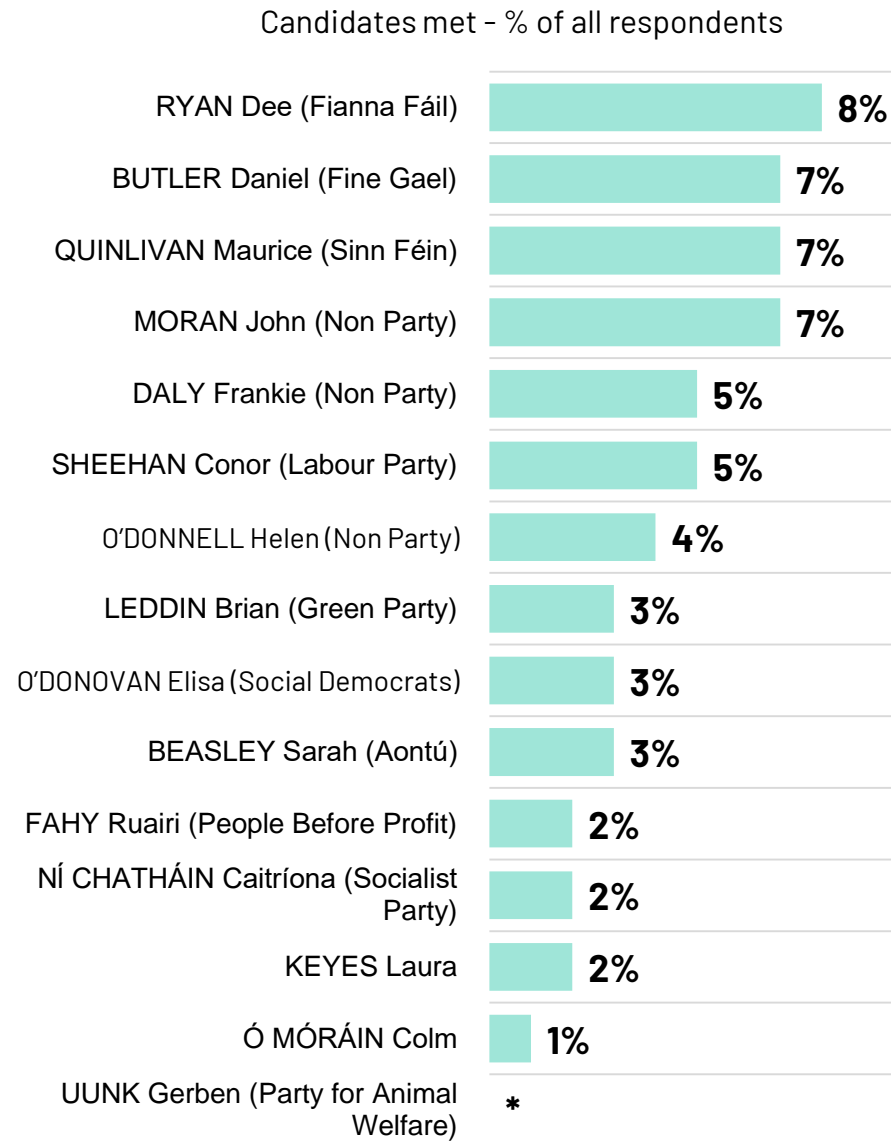
Did you meet any of the candidates during the campaign?



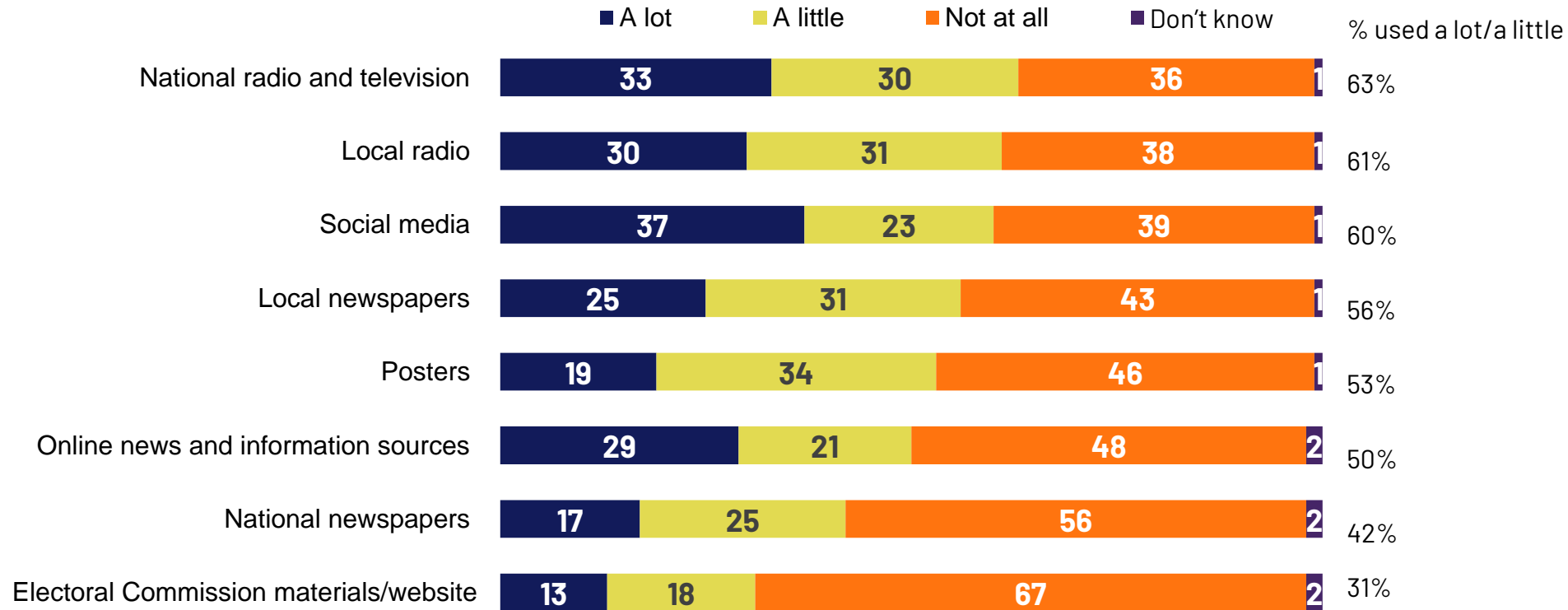
Q.3 Did you meet any of the candidates during the campaign?  
Base: All respondents: 894

# Candidates met during campaign

Q.4 Which candidates did you meet?  
Base: All respondents: 894



# Sources of information used to form opinion before voting



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

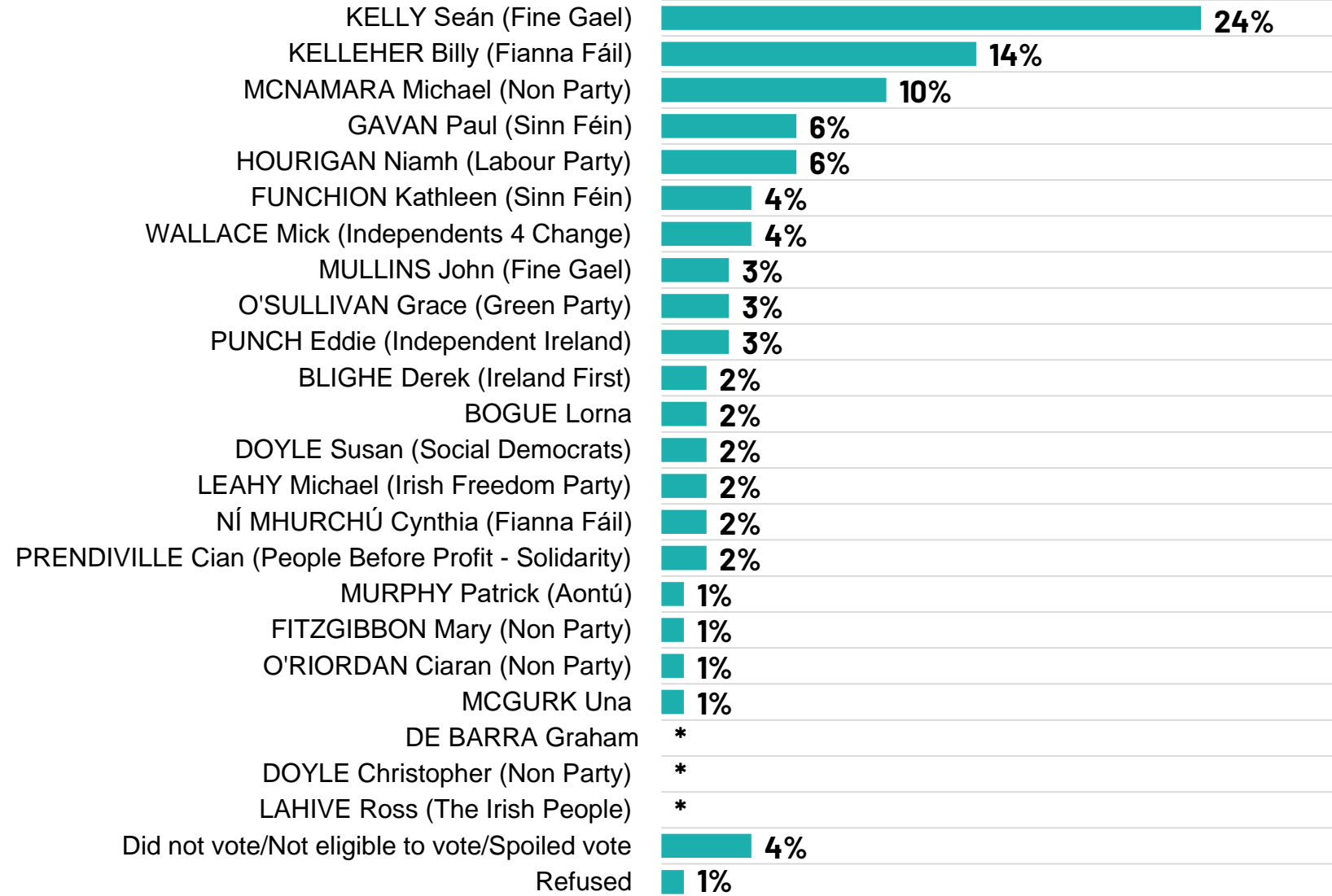
	Total	18-34	35-44	45-54	55-64	65+
	<b>(894)</b>	(172)	(156)	(175)	(148)	(243)
	%	%	%	%	%	%
National radio and television	<b>63</b>	52	64	67	61	66
Local radio	<b>61</b>	52	62	65	55	68
Social media	<b>60</b>	81	76	66	58	31
Local newspapers	<b>56</b>	44	59	53	50	69
Posters	<b>53</b>	59	57	53	46	51
Online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

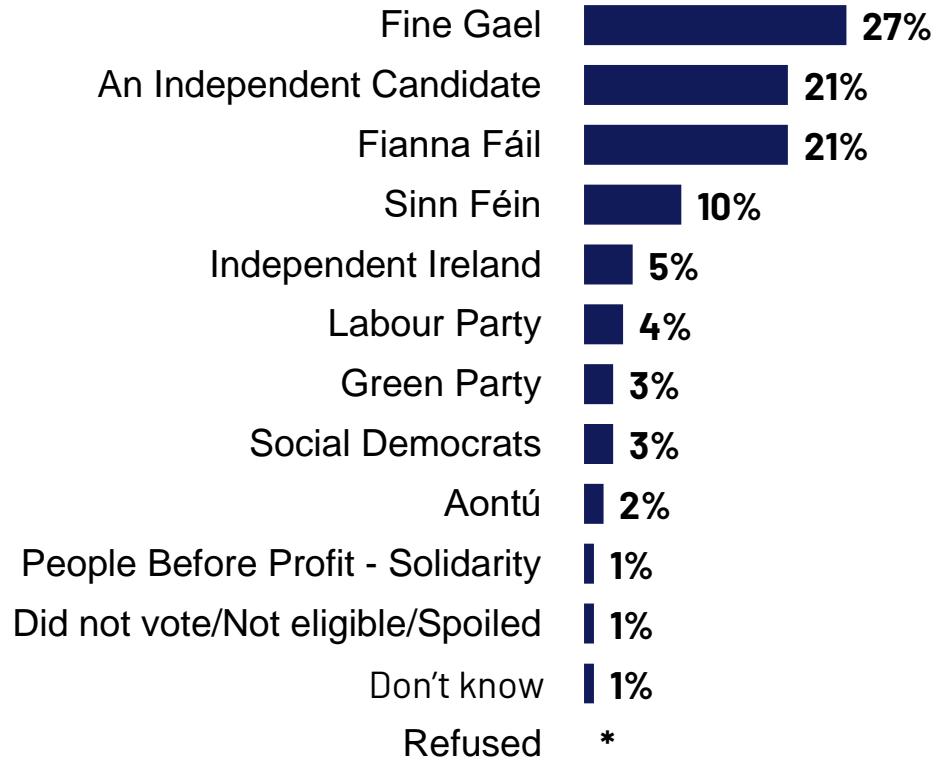
# European Parliament Election - 1st Preference Vote

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



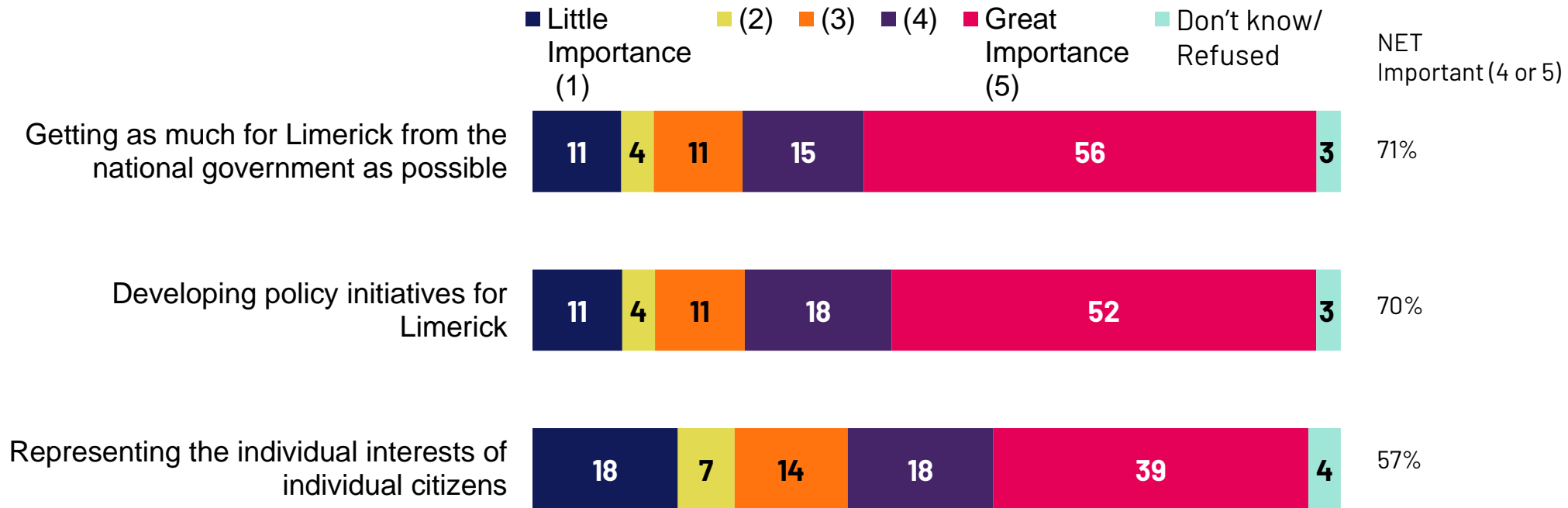
# Local Council Elections – 1<sup>st</sup> Preference vote



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



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.

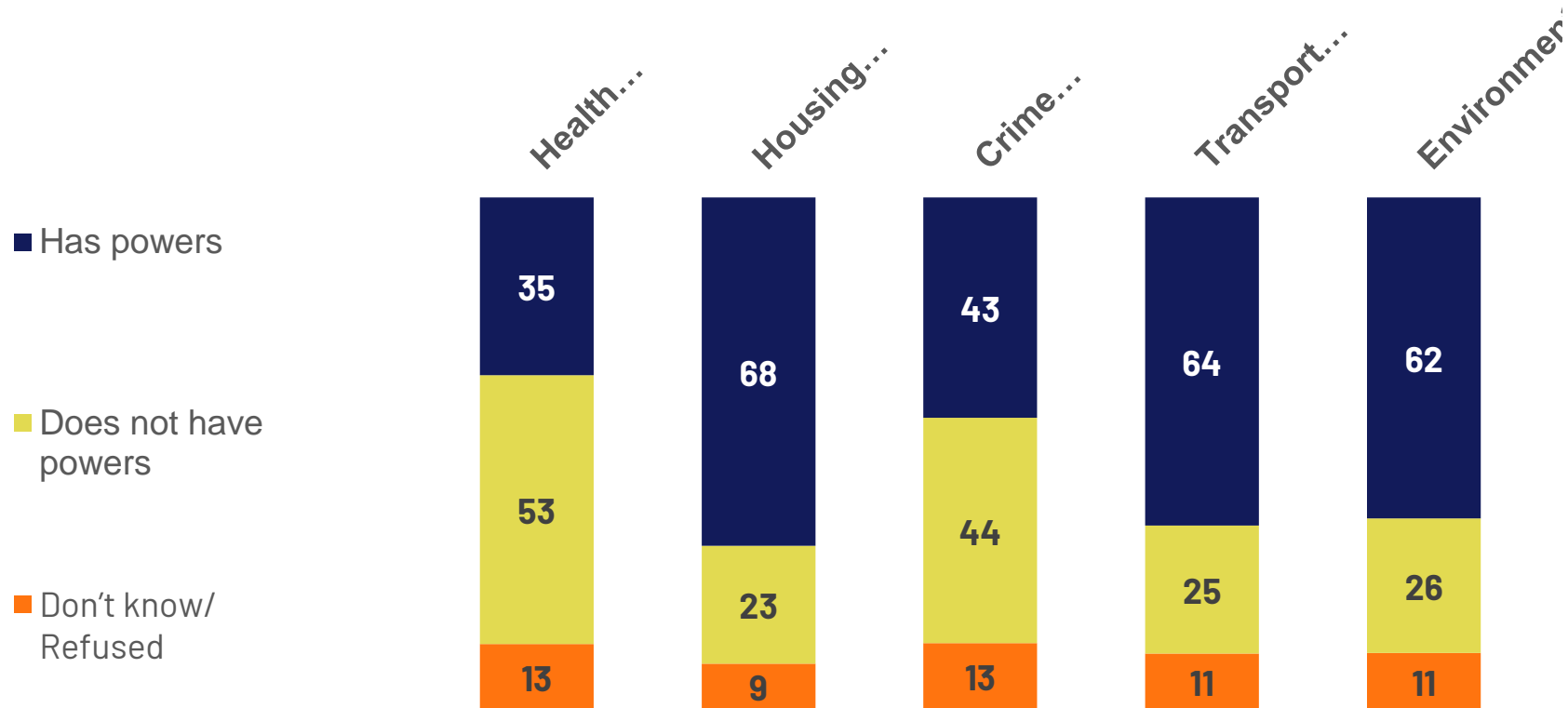
Base: All respondents: 894

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

1 <sup>st</sup> 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.

# Policy areas where the mayor has powers



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

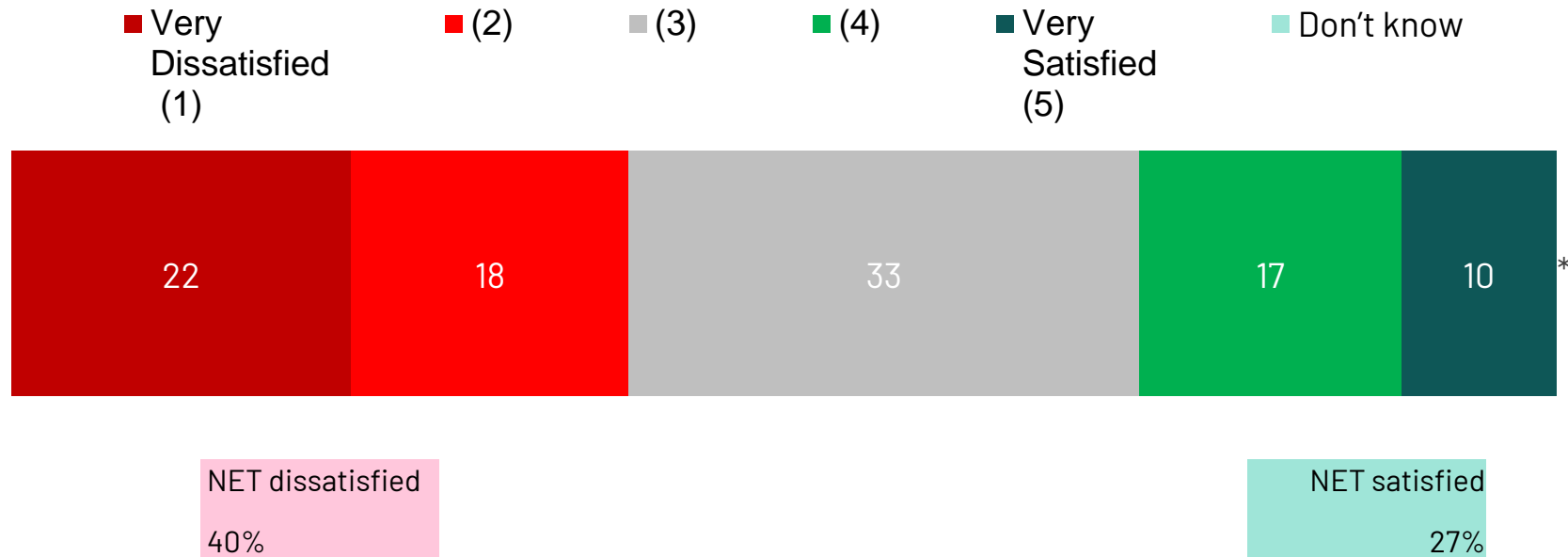
# POLITICAL ATTITUDES





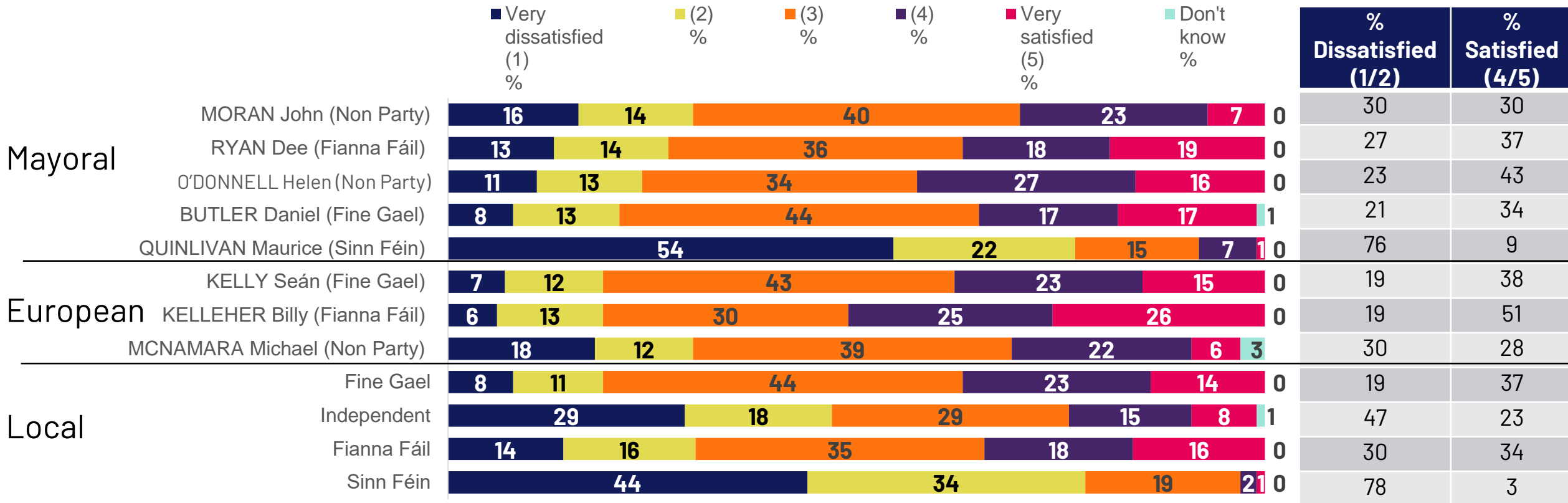
# Government satisfaction

## Satisfaction with national government



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

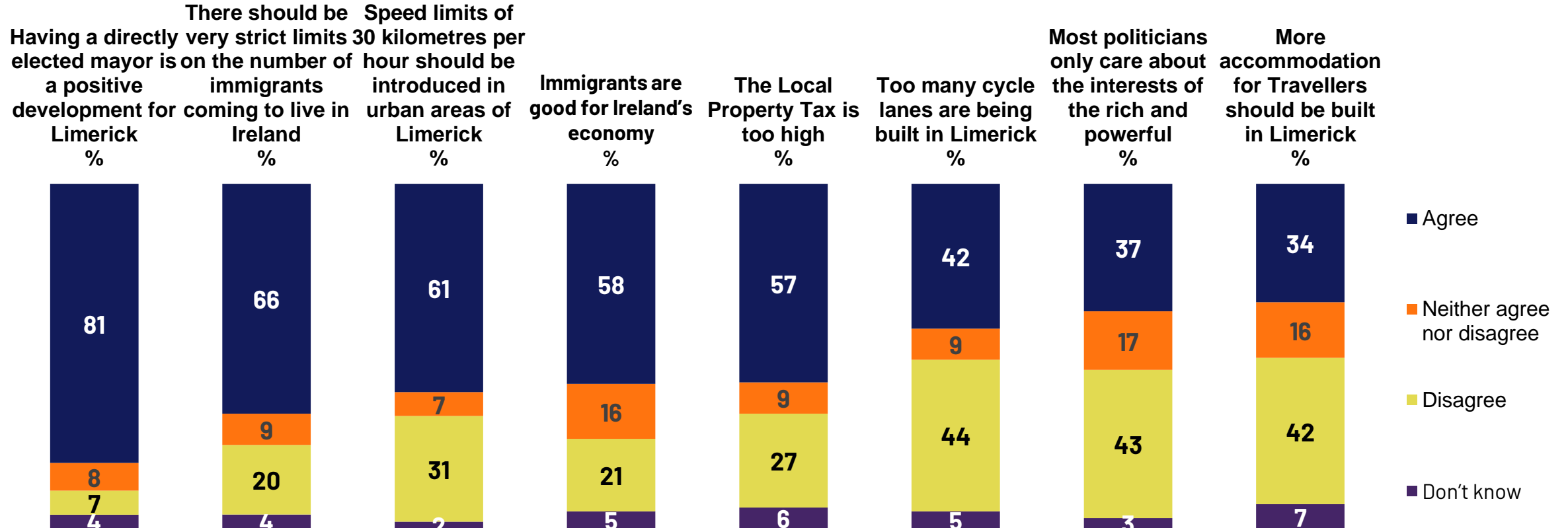
# Government satisfaction by candidate/party voted for



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



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