



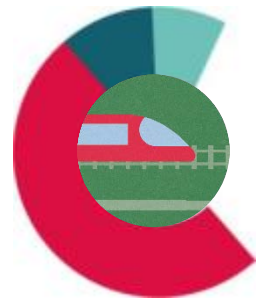
# Newstalk Economy Poll

February 2016  
Job Number: 137015



**REDC**

# Research Objectives & Methodology



- / In the lead up to the 2016 General Election, Newstalk are interested in learning more about the issues of concern for the Irish population.
- / ***The results detailed in this report are in reference to questions asked on the Irish Economy***
- / Based on these objectives, the study required a nationally representative view and as such our telephone omnibus was the research methodology used.
- / The RED Express is our high speed telephone omnibus survey which is representative of all Irish adults aged 18+.
- / A sample of 1,008 adults aged 18+ were interviewed.
- / Fieldwork took place between 8<sup>th</sup>-11<sup>th</sup> February 2016.
- / Respondents were reached using a mix RDD (Random Digital Dial) landline and mobile phone sample. This ensures we reach 98% of population including mobile phone only households, landline only households and dual phone households.
- / Quotas were set and data weighted to know profiles on age, gender, class and region to ensure that the sample is representative of the total Irish adult population.
- / Throughout the deck the following notations apply:



Higher



Lower

REDC

# To Be Included in Press Release

## Method

RED C interviewed a random representative sample of 1,008 adults aged 18+ by phone between the 8<sup>th</sup> and 11<sup>th</sup> February 2016.

- » A random digit dial (RDD) method of mobile and landline numbers was utilized in order to ensure a random selection of households to be included – this ensures all adults were eligible for selection including mobile only households and ex-directory households.
- » Interviews were conducted across the country and the results weighted to the profile of all adults.

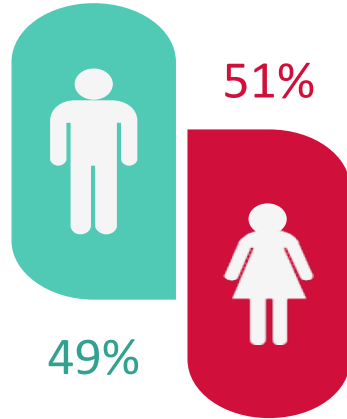


**Who We  
Spoke To?**

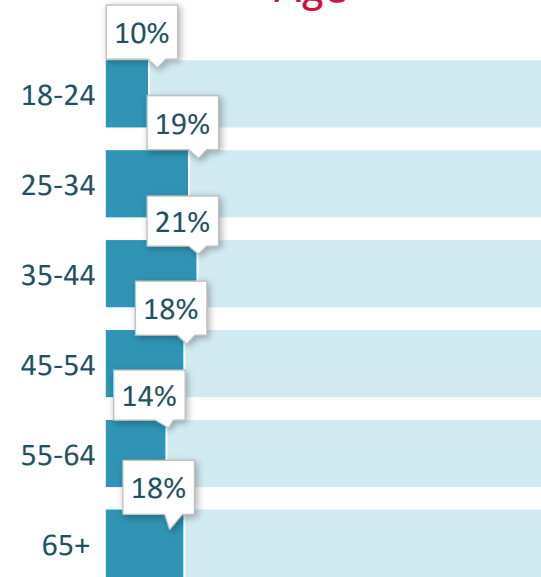
# Nationally Representative Sample Profile

(Base: All Adults 18+; n=1,008)

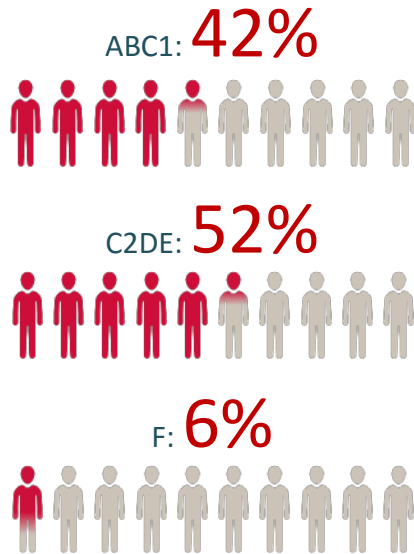
## Gender



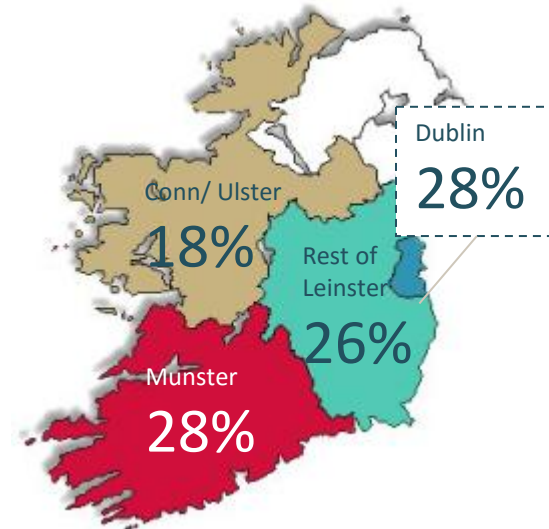
## Age



## Social Class



## Region



Targets were set and data weighted to ensure a nationally representative sample was surveyed.



# Key Findings & Summary

- / Public attitudes as to where the government should focus from a budgetary point of view are quite polarised.
- / In total over half of all adults claim to be in favour of investment in both expenditure on public service (36%) and reducing the national debt (20%), while the rest are more in favour of reducing the tax burden either through abolishing the Universal Social Charge (33%) or further Tax Cuts (10%).
- / Those in Dublin, from more professional and clerical backgrounds, and older age groups are most in favour of investment, while cuts are more favoured by those in the middle 35-54 year olds aged groups.
- / Just over 2 in 5 claim that they have actually felt the benefit of the recovery, primarily coming from more professional and clerical households, those in younger 18-34 year old age groups and those living in Dublin.
- / It is no surprise as a result that most adults (79%) believe that any economic recovery has been on a two tier bases, particularly among those living in Connaught and Ulster regions of the country.
- / While the perception among many (61%) is that the economic recovery is here to stay for at least the next 5 years, there is some uncertainty around this figure; with only 22% very sure in their belief that it will last the next 5 years.
- / When asked opinions about various possible tax changes or incentives, there is universal agreement that businesses should be incentivised for creating jobs in Rural Ireland – this is the case across all demographics.
- / Measures to promote long term rental agreements are also favourably viewed with 86% believe they should be promoted particularly among those aged 25-34, arguably key renting age groups.
- / While tax relief on childcare costs are also favoured by a significant proportion of all adults (83%), which rises to 87% among those with dependent children.
- / The majority (77%) agree that mortgage regulations need to be reviewed to make it easier to get on the property ladder or trade up – this is especially significant among this core audience of those aged 18-34 and lower social grades.
- / While, extending social housing to 20% of all new developments should also be restored, according to 3 in 4 of all adults, especially those from more working class background and those living in Dublin.
- / There is however much less agreement (36%) with the notion that returning emigrants might receiving a preferential tax rate. However agreement is higher among those potentially more affected, aged 18-24.



# Focus For Government Going Forward

# Government Focus From a Budget Point of View

(Base: All Adults 18+; n=1,008)

Q.3 Which one of the following, if any, do you think the government should focus on most from a budgetary point of view?



36%

Focus expenditure on **public service**

20%

Focus on reducing the **national debt**

33%

Abolish the **Universal Social Charge**

10%

Further **tax cuts**

1% DK

Opinions are split as 1 in 3 believe that form a budgetary point of view, the Government should focus expenditure on public services, while 1 in 3 believe it should focus on abolishing the USC.

REDC

(Q 1)



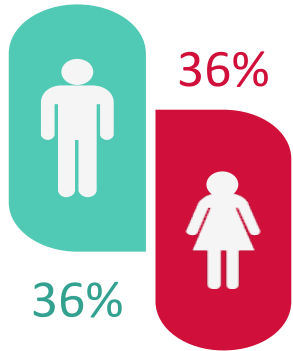
# Who Thinks This Way?

(Base: All Adults 18+; n=1,008)

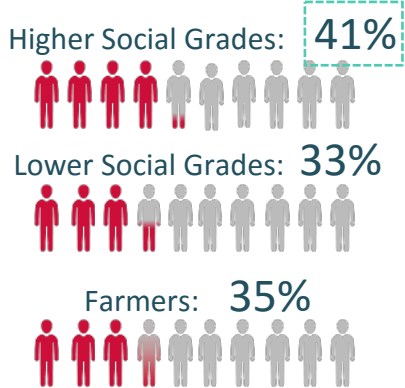
# 36%

## Believe The Government Should Focus Expenditure On **Public Services** From A Budgetary Point Of View

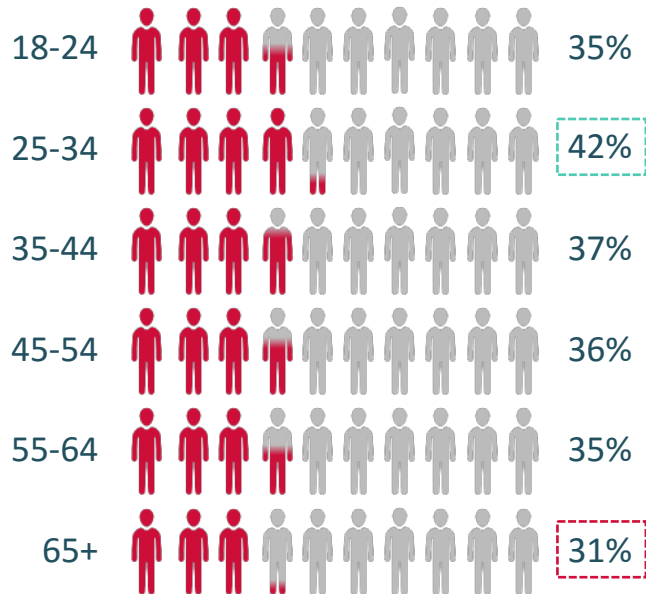
### Gender



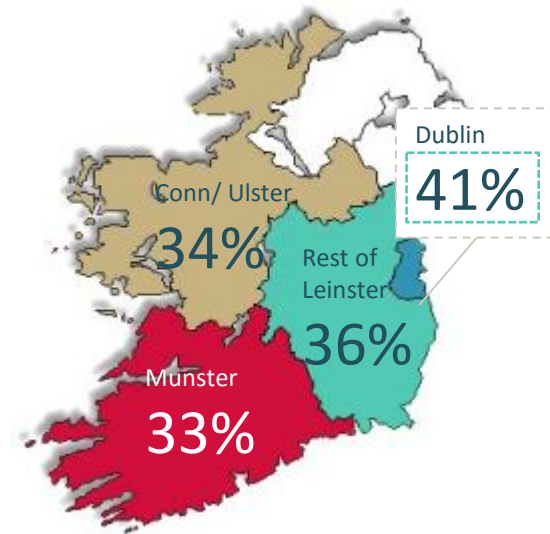
### Social Grade



### Age



### Region



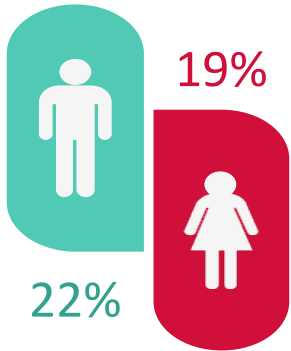
# Who Thinks This Way?

(Base: All Adults 18+; n=1,005)

# 20%

## Believe The Government Should Focus On Reducing The **National Debt** From A Budgetary Point Of View

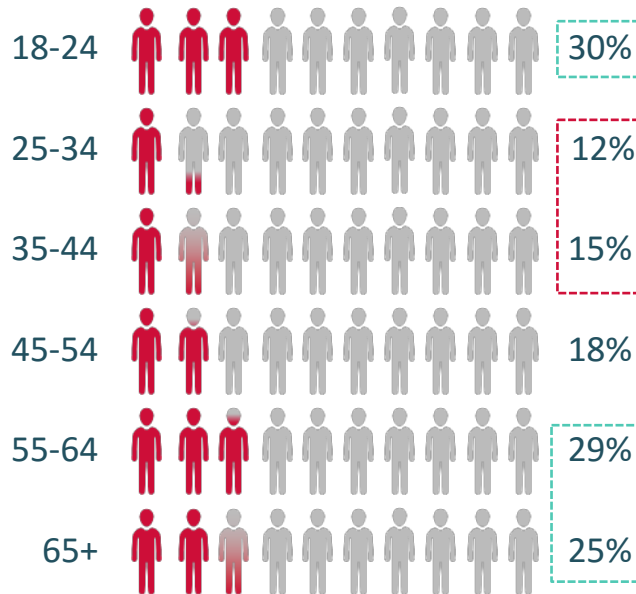
### Gender



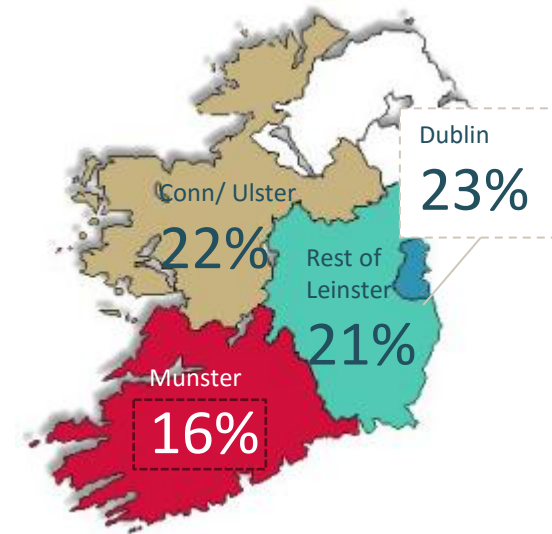
### Social Grade



### Age



### Region



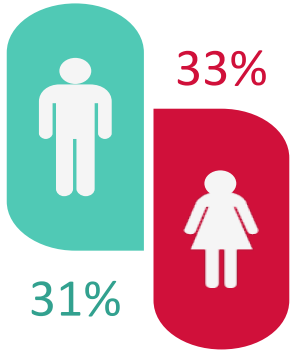
# Who Thinks This Way?

(Base: All Adults 18+; n=1,005)

# 33%

## Believe The Government Should Abolish The Universal Social Charge From A Budgetary Point Of View

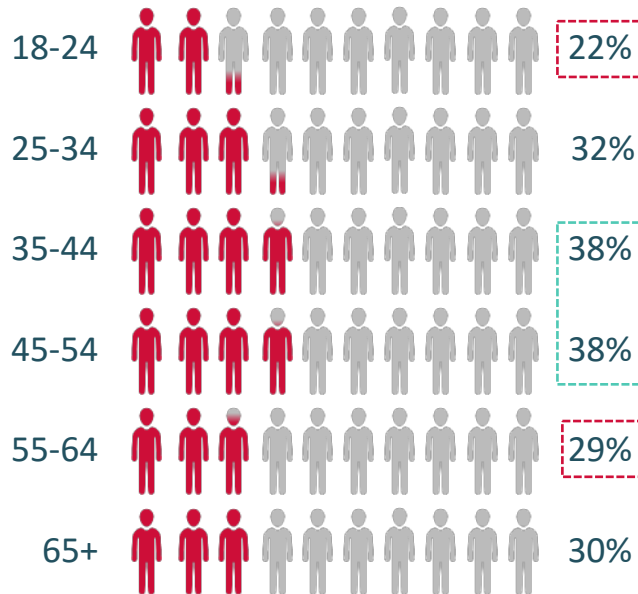
### Gender



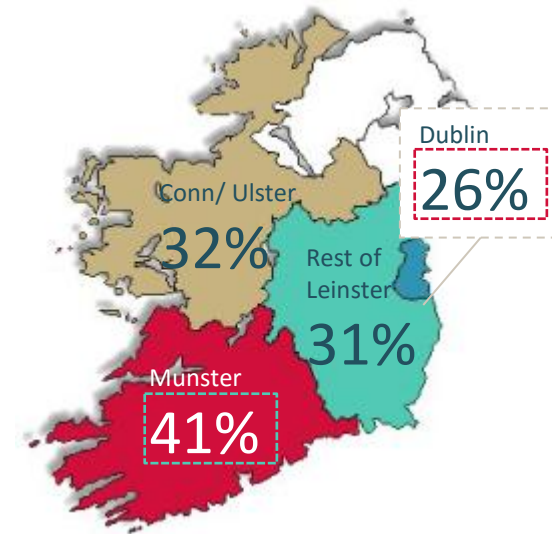
### Social Grade



### Age



### Region



# Who Thinks This Way?

(Base: All Adults 18+; n=1,005)

# 10%

## Believe The Government Should Focus On Further Tax Cuts From A Budgetary Point Of View

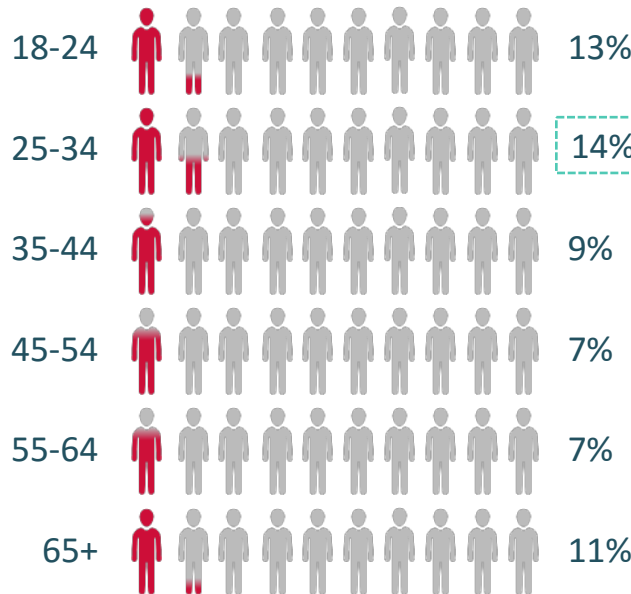
### Gender



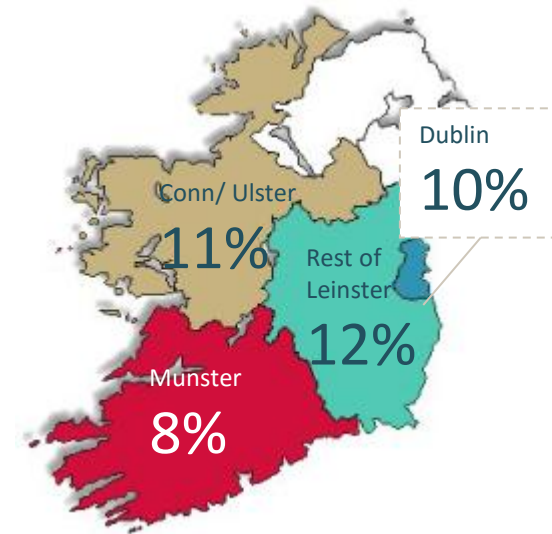
### Social Grade



### Age



### Region



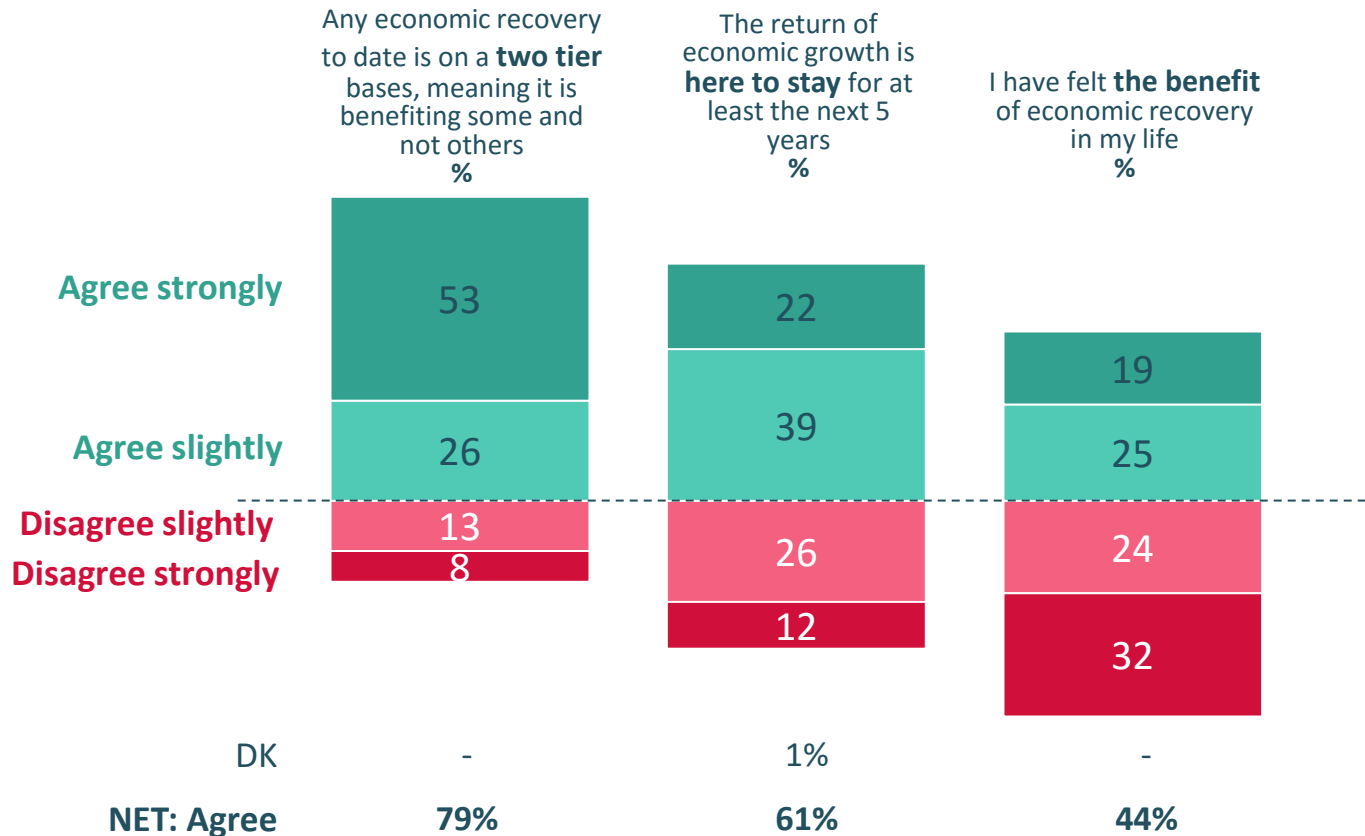


# Attitudes Towards The Irish Economy

# Impact of Improving Economy

(Base: All Adults 18+; n=1,008)

**Q.1** I am going to read out a number of statements which other people have made in relation to a number of different topics regarding the economy in Ireland. For each, please tell me on a scale of 1-4 how much you agree or disagree with each statement where 1 is strongly disagree and 4 is strongly agree



There is clearly a belief that any recovery to date has been on a two tier bases, among almost 4 in 5. Positive news is that 3 in 5 believe that any return of economic growth is here to stay for at least 5 years – while less positive is that just over 2 in 4 claim to have felt the economic recovery personally.



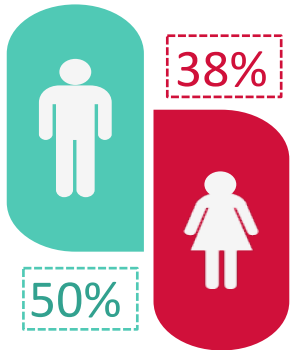
# Who Agrees With This?

(Base: All Adults 18+; n=1,005)

# 44%

## Agree That They Have Felt The Benefit Of Economic Recovery In Their Lives

### Gender



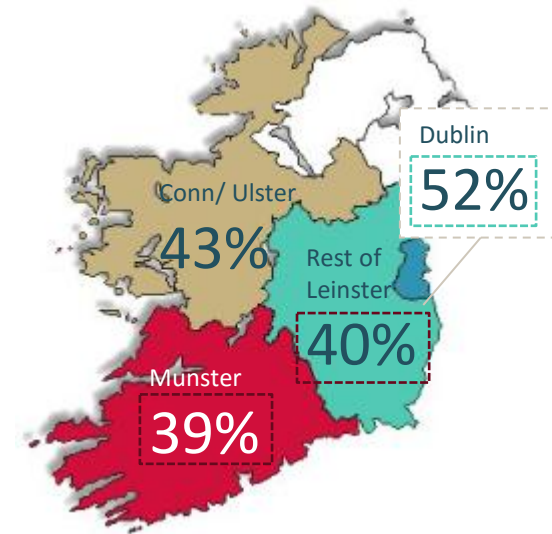
### Social Grade



### Age



### Region



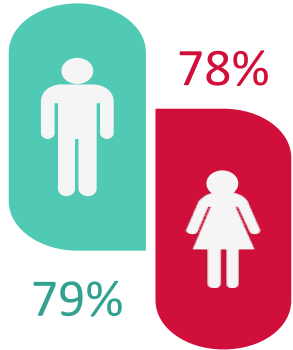
# Who Agrees With This?

(Base: All Adults 18+; n=1,005)

# 79%

## Agree That Any Economic Recovery To Date Is On A **Two Tier** Basis, Meaning It Is Benefiting Some And Not Others

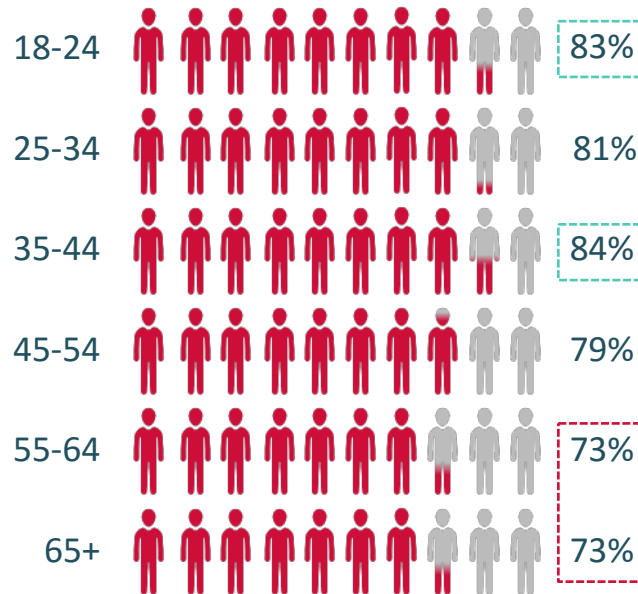
### Gender



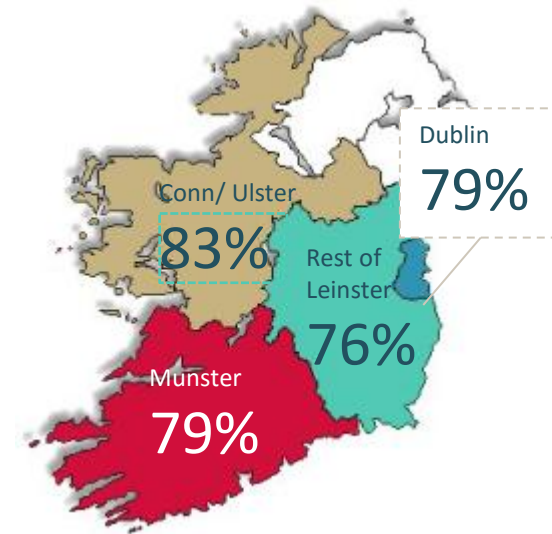
### Social Grade



### Age



### Region





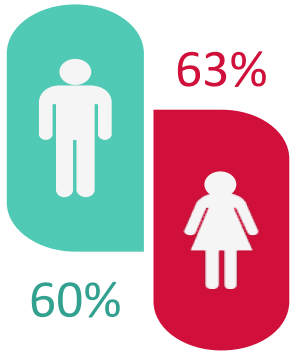
# Who Agrees With This?

(Base: All Adults 18+; n=1,005)

# 61%

## Agree That The Return Of Economic Growth Is Here To Stay For At Least The Next 5 Years

### Gender



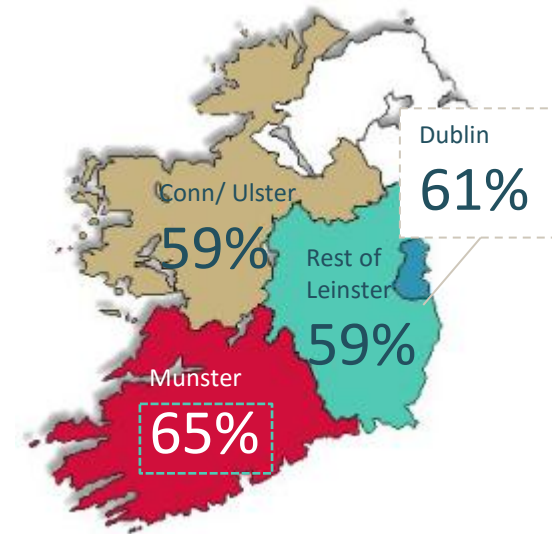
### Social Grade



### Age



### Region



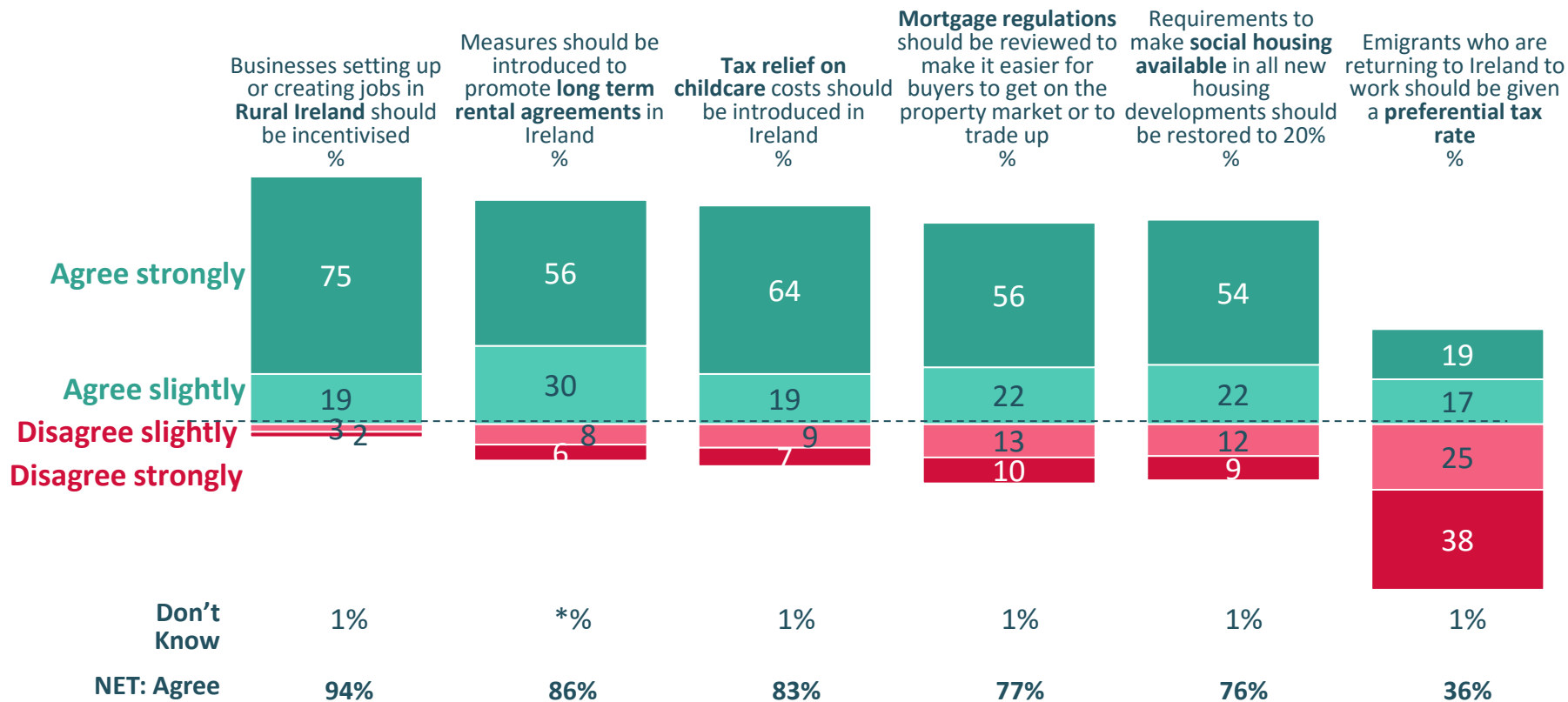


# Attitudes to Tax in Ireland

# Attitudes Towards Tax In Ireland

(Base: All Adults 18+; n=1,008)

**Q.2** I am now going to read out a number of statements which other people have made in relation to tax in Ireland. For each, please tell me on a scale of 1-4 how much you agree or disagree with each statement where 1 is strongly disagree and 4 is strongly agree.



Clear agreement that businesses should be incentivised for setting up jobs in rural Ireland. Promoting rental agreements, and tax relief on childcare are also favourably met. A small proportion, 1 in 3, believe that emigrants returning home should be given a preferential tax rate.



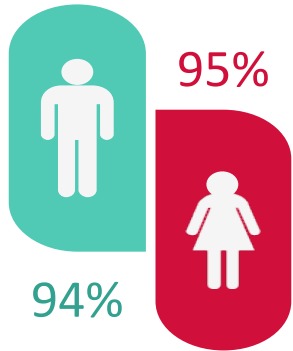
# Who Agrees With This?

(Base: All Adults 18+; n=1,008)

# 94%

## Agree That Businesses Setting Up Or Creating Jobs In Rural Ireland Should Be Incentivised

### Gender



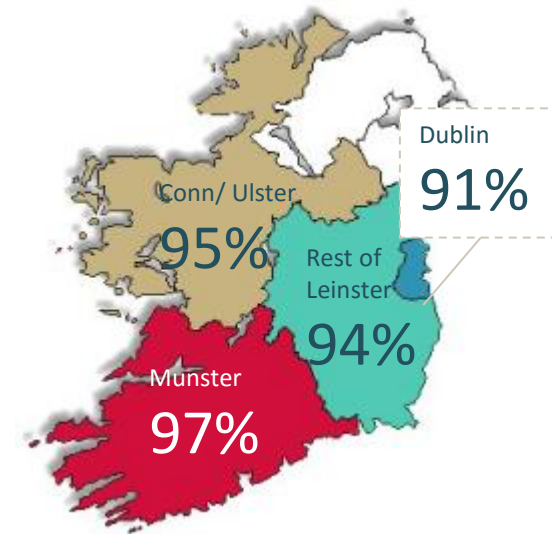
### Social Grade



### Age



### Region



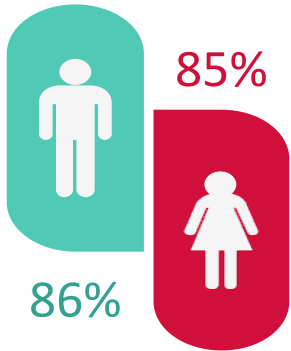
# Who Agrees With This?

(Base: All Adults 18+; n=1,008)

# 86%

## Agree That Measures Should Be Introduced To Promote Long Term Rental Agreements In Ireland

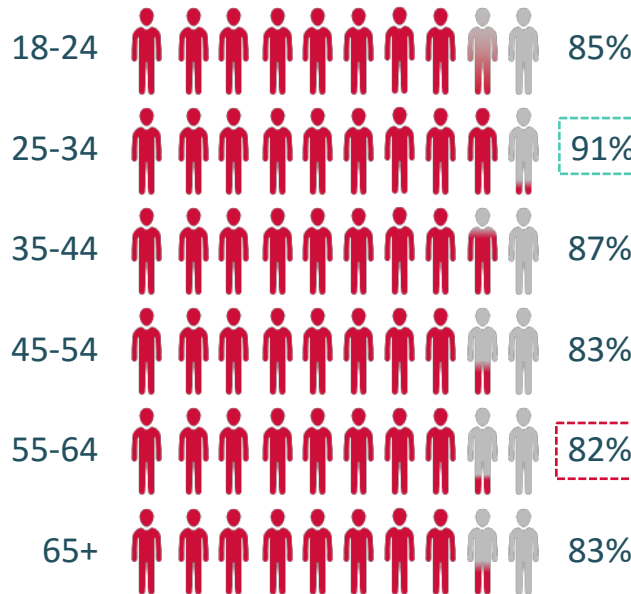
### Gender



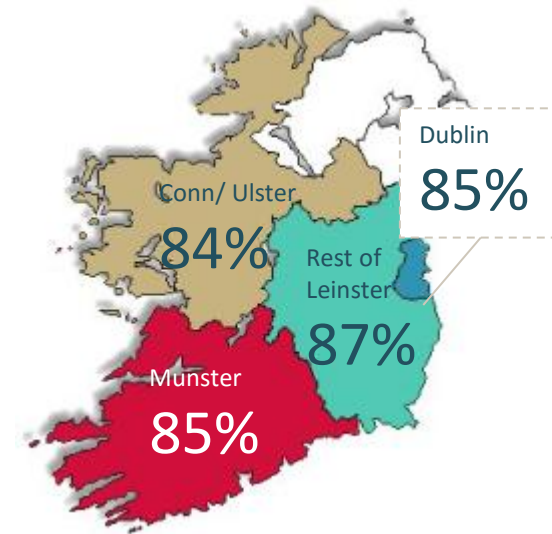
### Social Grade



### Age



### Region



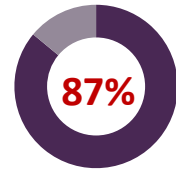
# Who Agrees With This?

(Base: All Adults 18+; n=1,008)

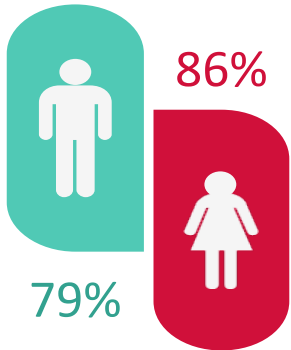
# 83%

## Agree That Tax Relief On Childcare Costs Should Be Introduced In Ireland

Dependent Children



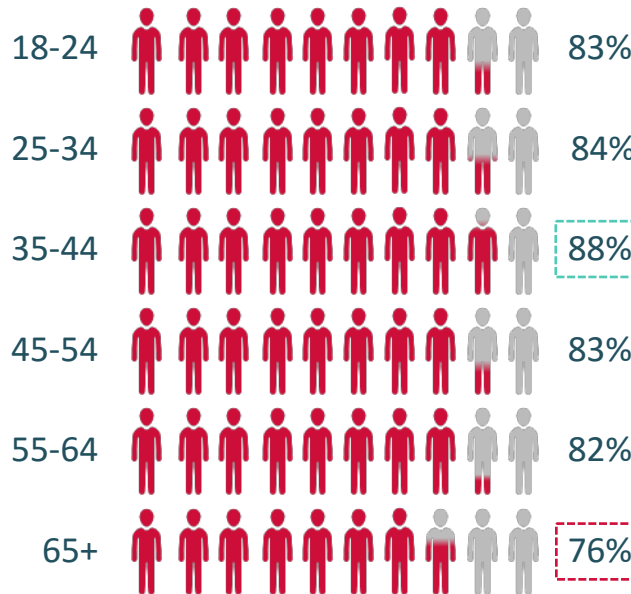
### Gender



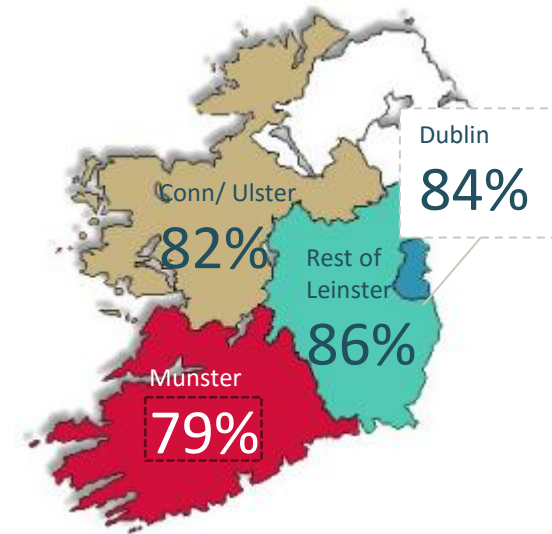
### Social Grade



### Age



### Region



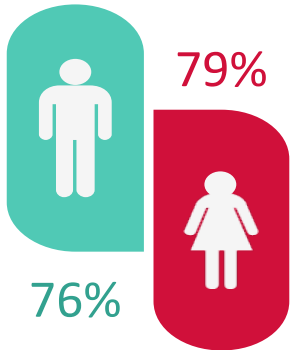
# Who Agrees With This?

(Base: All Adults 18+; n=1,008)

# 77%

## Agree That Mortgage Regulations Should Be Reviewed To Make It Easier For Buyers To Get On The Property Market Or To Trade Up

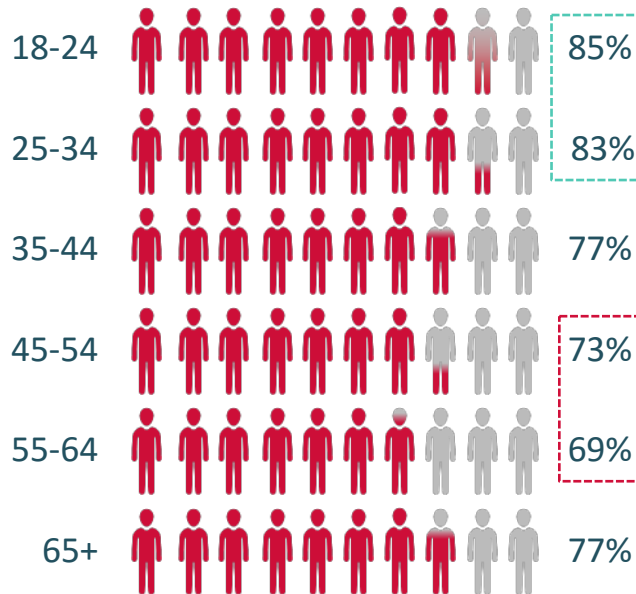
### Gender



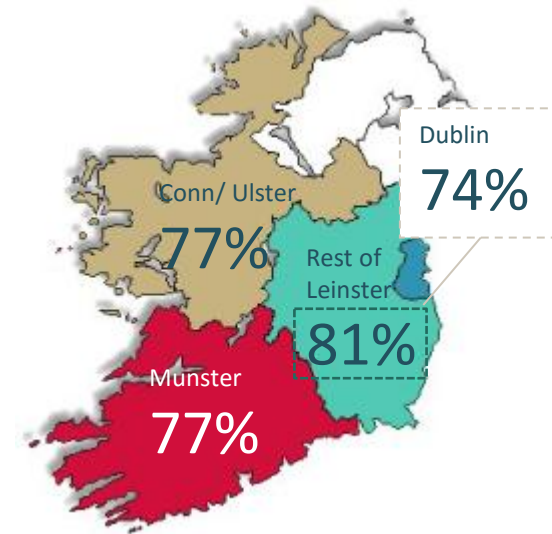
### Social Grade



### Age



### Region



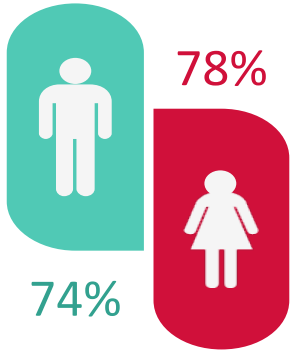
# Who Agrees With This?

(Base: All Adults 18+; n=1,008)

# 76%

## Agree That Requirements To Make Social Housing Available In All New Housing Developments Should Be Restored To 20%

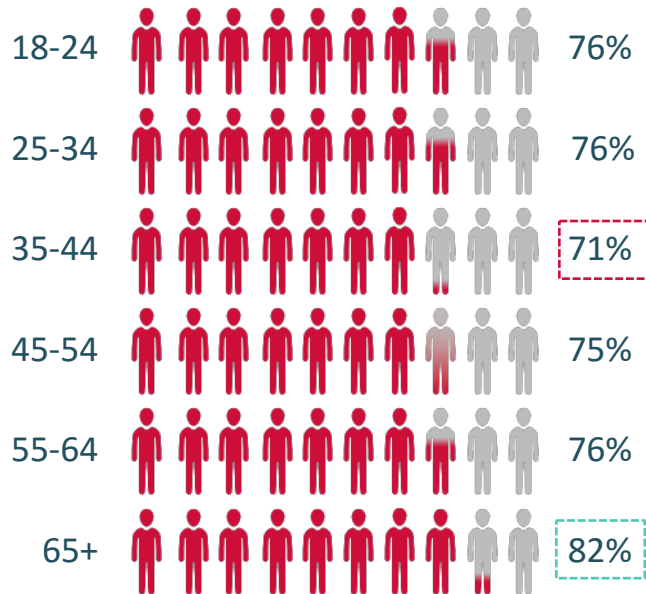
### Gender



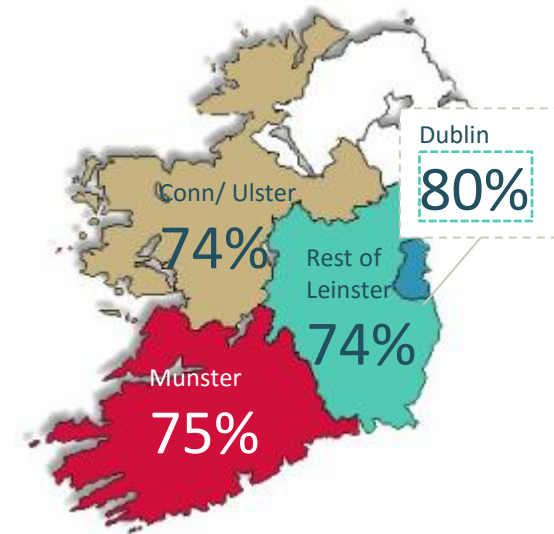
### Social Grade



### Age



### Region





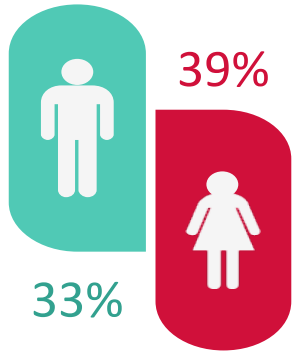
# Who Agrees With This?

(Base: All Adults 18+; n=1,008)

# 36%

## Agree That Emigrants Who Are Returning To Ireland To Work Should Be Given A Preferential Tax Rate

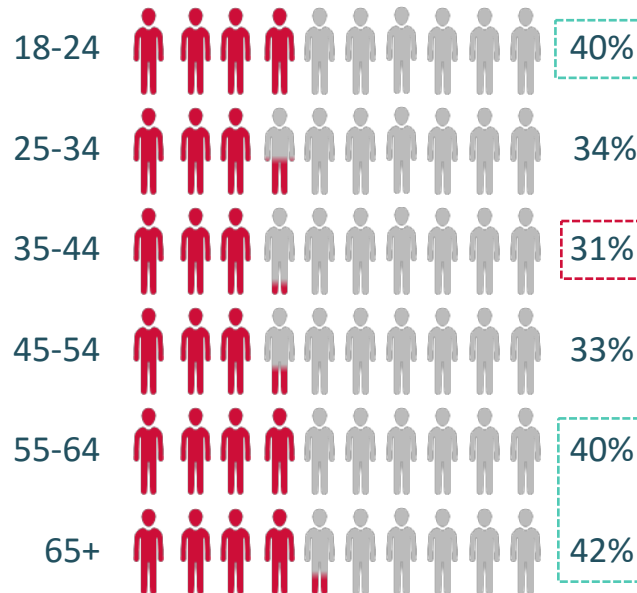
### Gender



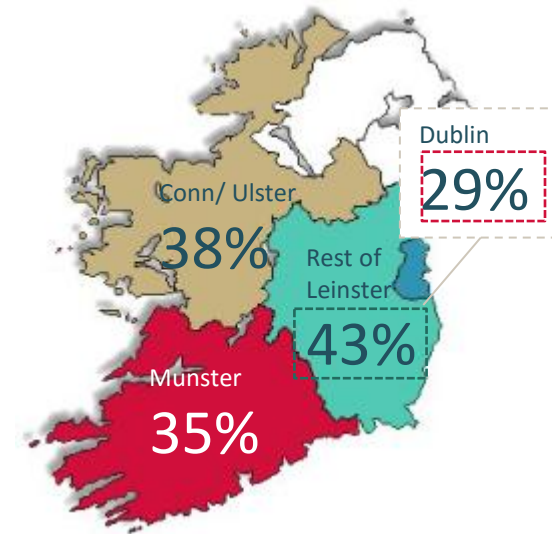
### Social Grade



### Age



### Region



**RESEARCH  
EVALUATION  
DIRECTION  
CLARITY**

**REDC**