

**REDC**



**WIN** Worldwide  
Independent Network  
Of Market Research

# WIN World Survey

## *Safety & War*

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# WIN Safety & War Survey – Headlines Ireland



1

An overwhelming majority (89%) in Ireland think that Russia is responsible for the war/hostilities in Ukraine, with blame on Russia much stronger in Ireland than other countries, even more so than the European average. Likewise, Russia is largely seen as not doing enough to help stop the war.

2

Over a third of citizens (38%) in Ireland do not think the EU/European countries are doing enough to stop the war. This coupled with close to half of citizens also feeling NATO and the US are not be doing enough, suggests more needs to be done to show what these organisations are doing.

3

Just over a third of Irish citizens (35%) suggest they would be willing to fight for Ireland if there was a war involved. Despite this being low vs. other countries around the world, the Irish have one of the highest 'willing to fight' scores in all of Europe, significantly higher than former European Axis powers Germany and Italy.

4

Only 35% of all adults in Ireland believe the war will finish by the end of 2022, with 31% thinking it will drag on beyond that and as many as 1 in 3 claiming they don't know. Higher social grades are more likely to think the war will draw to a quicker end, with Ireland's views fairly consistent with the global average.

5

Confidence with regard to media & public authorities for the information provided about the war is strong in Ireland, with this confidence especially prevalent amongst men, higher social grades, and those living in Dublin. This level of confidence is also far higher than most other countries globally.

6

With regard to both the economic situation of Ireland and also of one's own household, confidence is very low and especially so amongst lower social grades and 35-54 year olds, which suggests working class and younger families are under increased financial pressure due to rising inflation which is related to the war. Irish household confidence is lower than global average.

01

What are Irish perceptions on the military hostilities/war in Ukraine?



# 89%

Believe that Russia  
is responsible for  
the military  
hostilities/ war in  
Ukraine

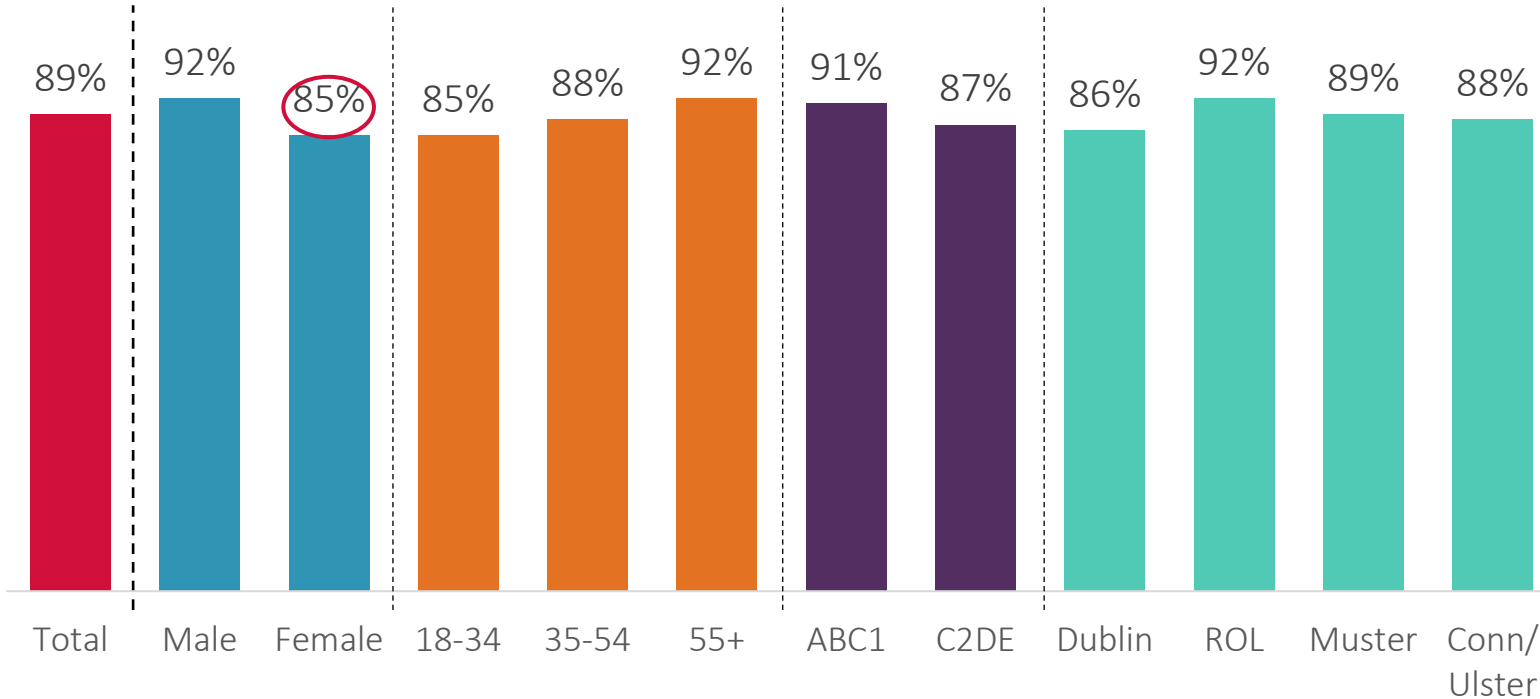


# Most blame Russia for the hostilities/war in Ukraine

We see this attitude increase with age, with older ages more likely to blame Russia.



% who think that  
Russia is responsible for the military hostilities/war in Ukraine



○ Indicates significant difference vs. Total

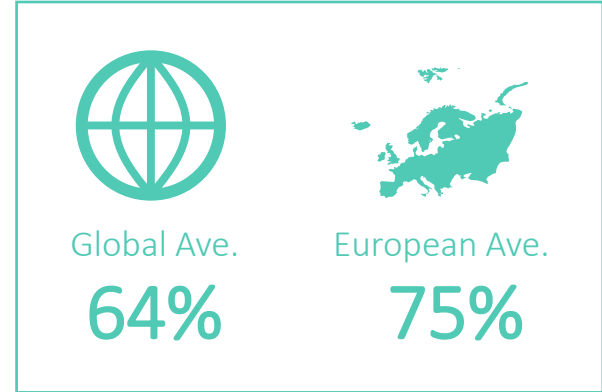
(Base: All Adults Ireland n=1,015)

# The Irish hold one of the highest levels of blame toward Russia

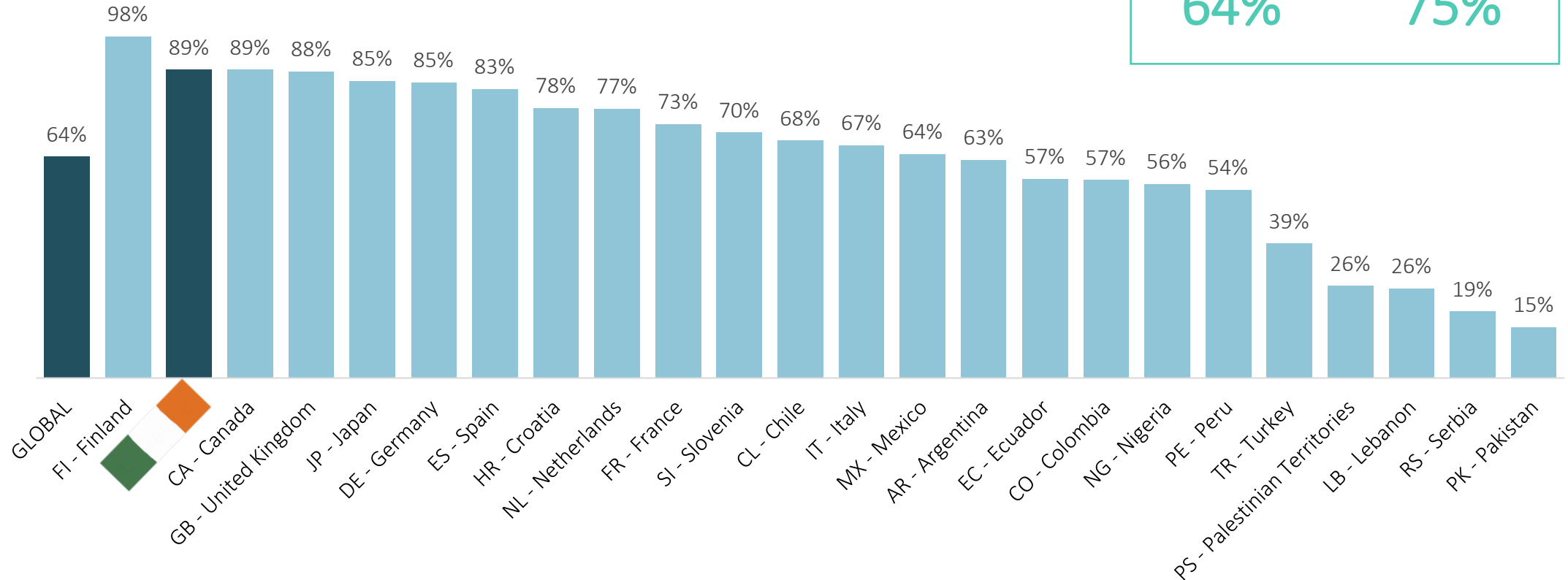


Blame in Ireland toward Russia is even higher than the European average.

% who think that



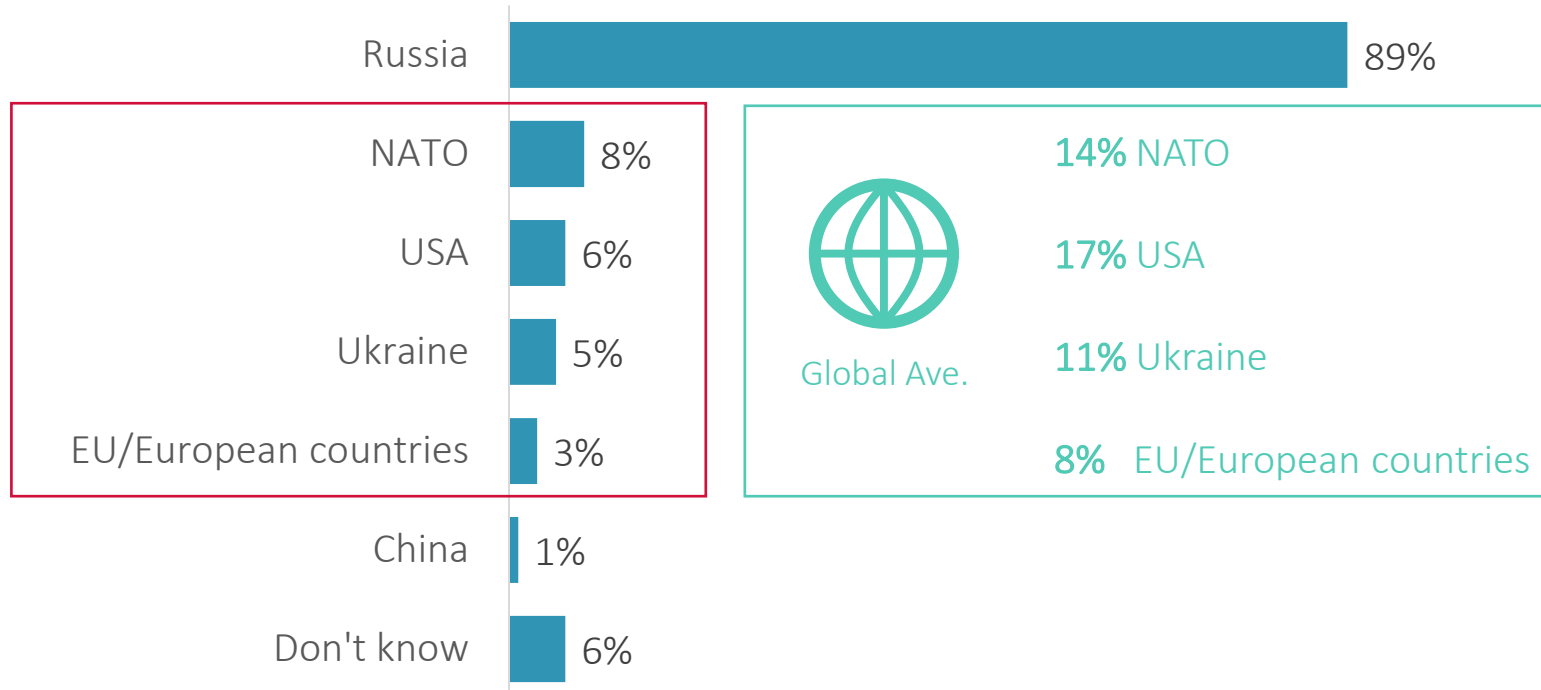
Russia is responsible for the military hostilities/war in Ukraine



# There are some who do blame the west and Ukraine for the war

However, this belief is significantly weaker compared to the global average.

## Who is responsible for the military hostilities in Ukraine?



38%

think that the EU is  
NOT doing enough  
to help stop the war

#STAND  
WITH  
UKRAINE



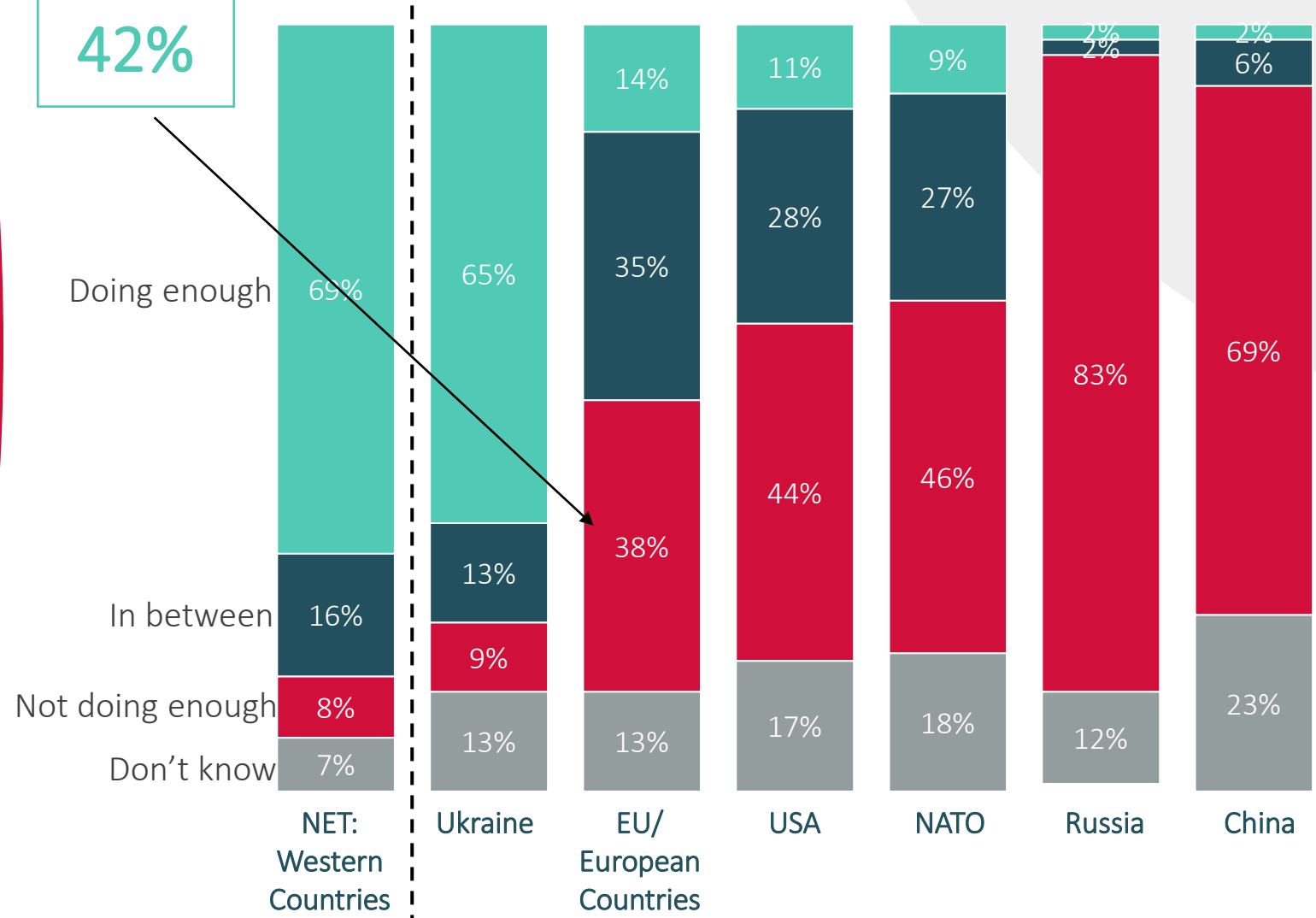


# Over a third of Irish citizens do not believe that the EU is doing enough to help stop the war

With many also believing that the USA (44%) and NATO (46%) are not doing enough.

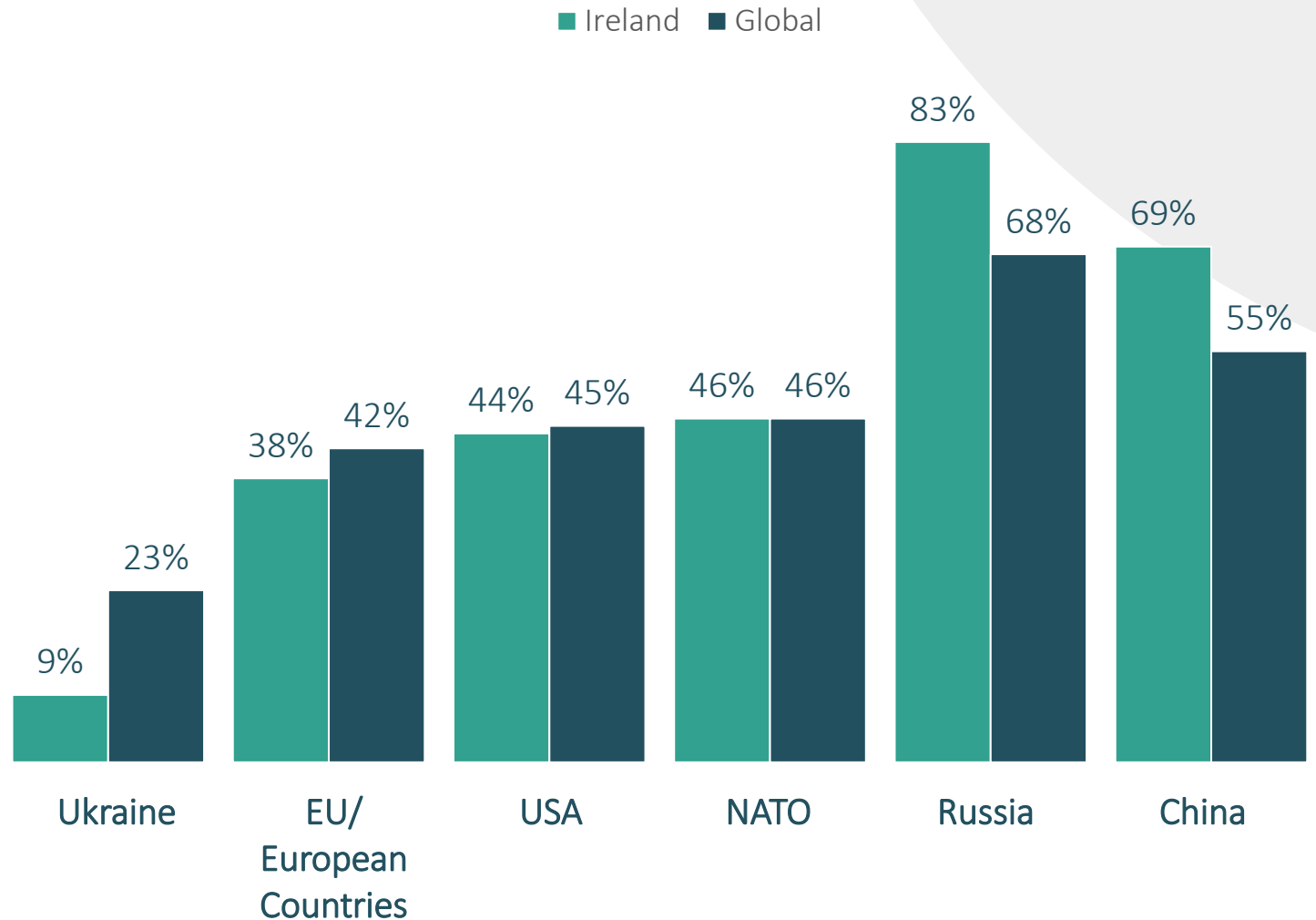


Do you think each of the following are doing enough or not doing enough to help stop the war?



**Ireland tends to be more supportive of Ukraine and less supportive of Russia than the Global average**

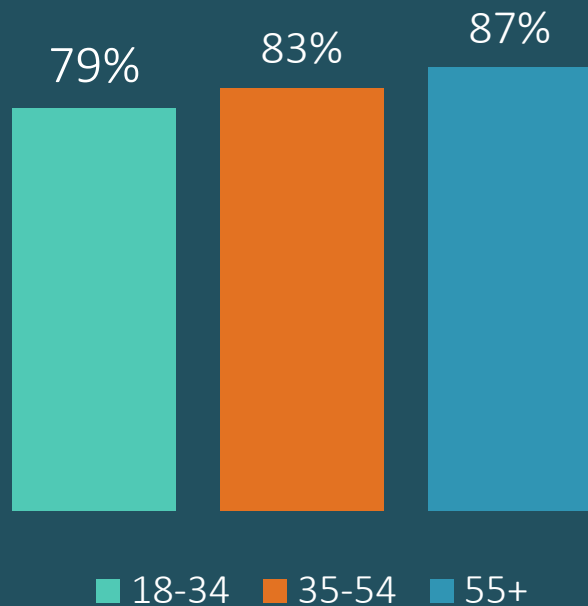
Those who think the following are NOT doing enough to help stop the war?



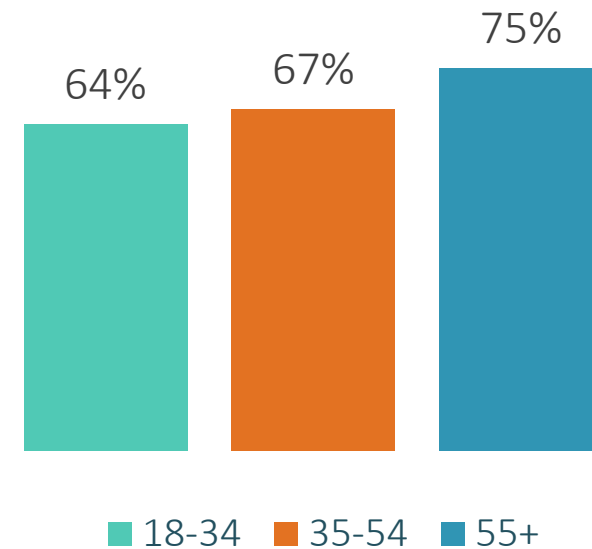
# Blame toward Russia and China tends to increase with age

This is especially the case with regard to China

RUSSIA not doing enough to help stop the war



CHINA not doing enough to help stop the war

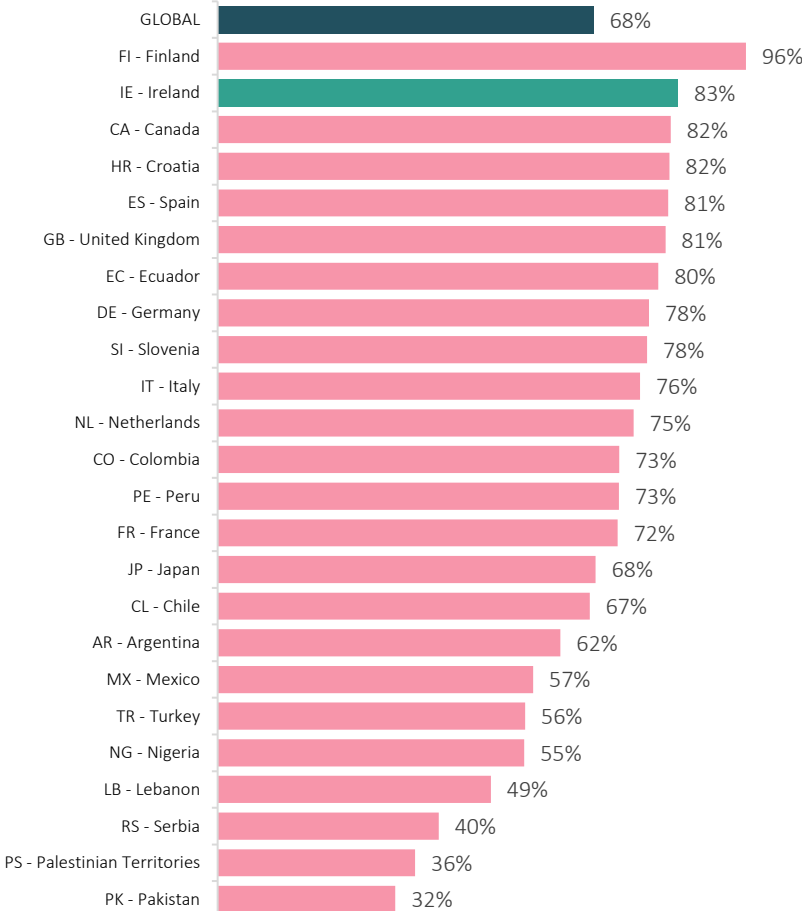


# Irish perception stronger on Russia & China not doing enough

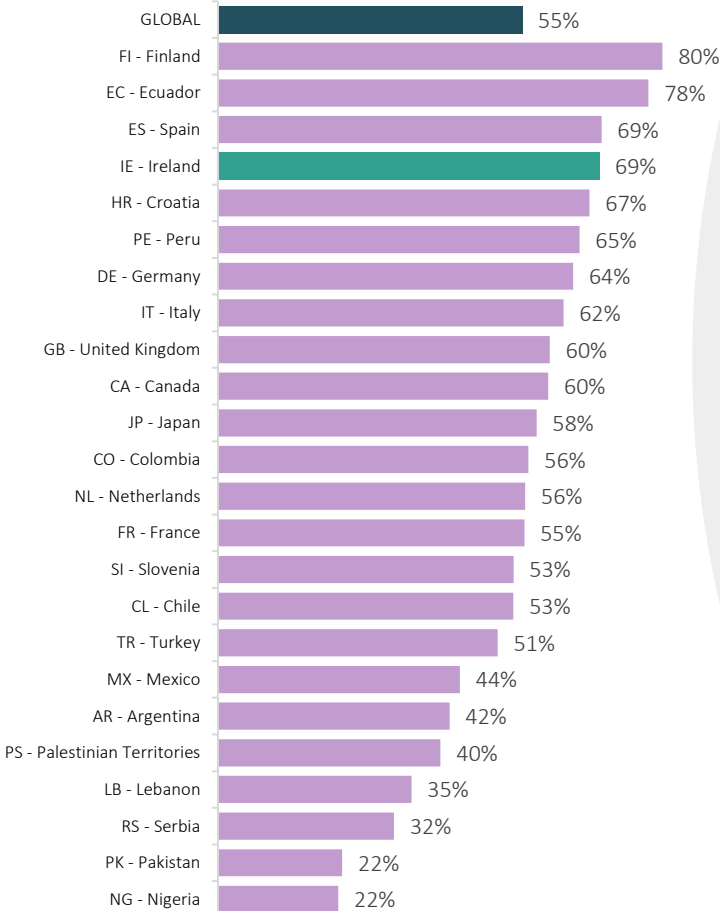


Are not doing enough to help stopping the war

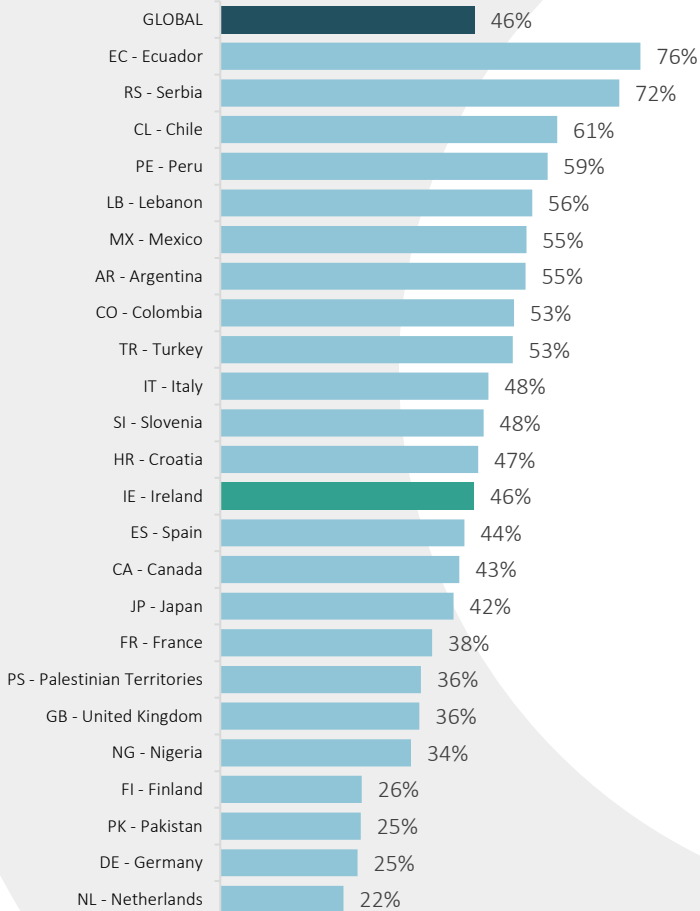
## Russia



## China



## NATO



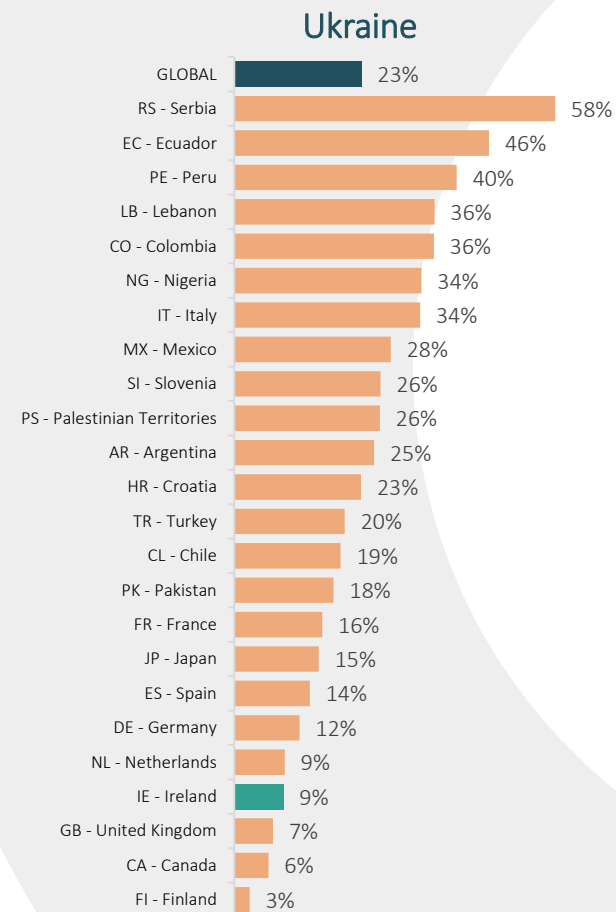
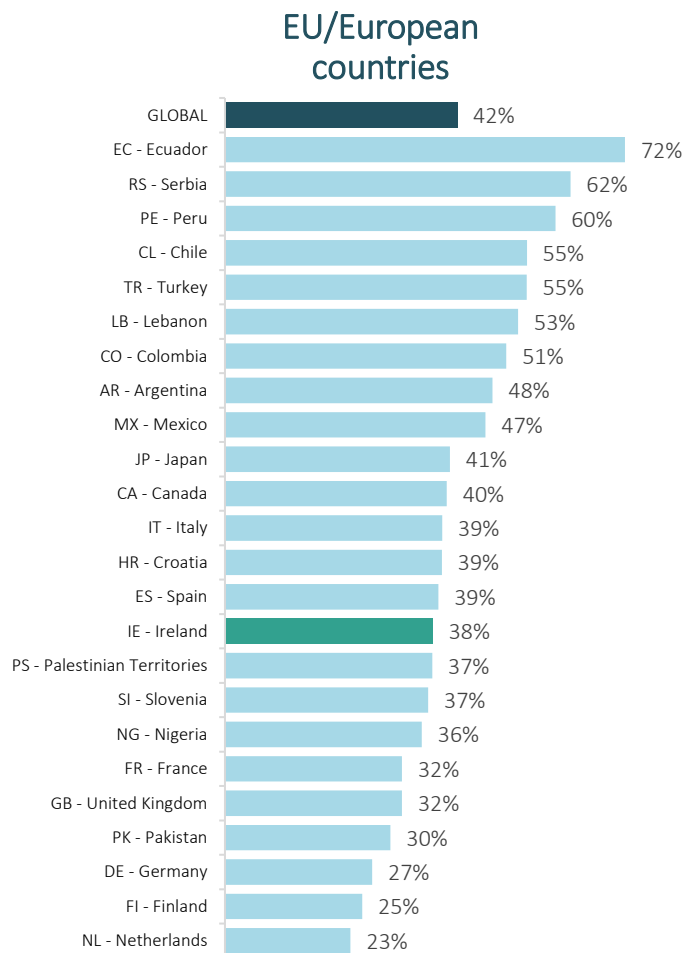
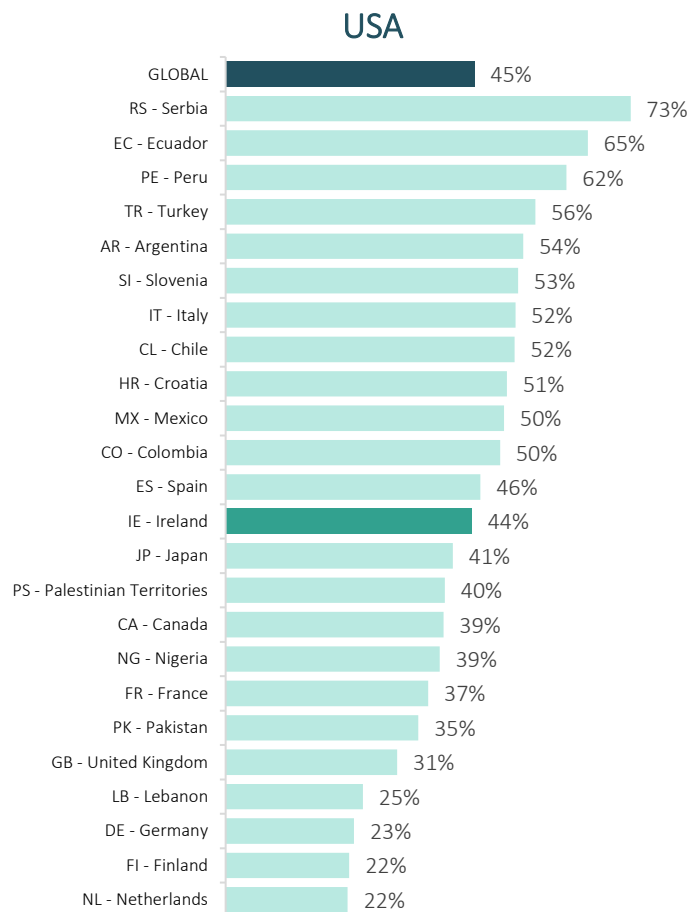
Base: All adults across 24 countries worldwide; n = 19,422

# Irish believe that Ukraine is doing their part to stop war



Globally, just below half perceive that USA & EU/ European countries not doing enough. Ireland is on par with this level of perception.

## Are not doing enough to help stopping the war



# 35%

Would be willing to  
fight for their  
country if there  
were a war that  
involved Ireland

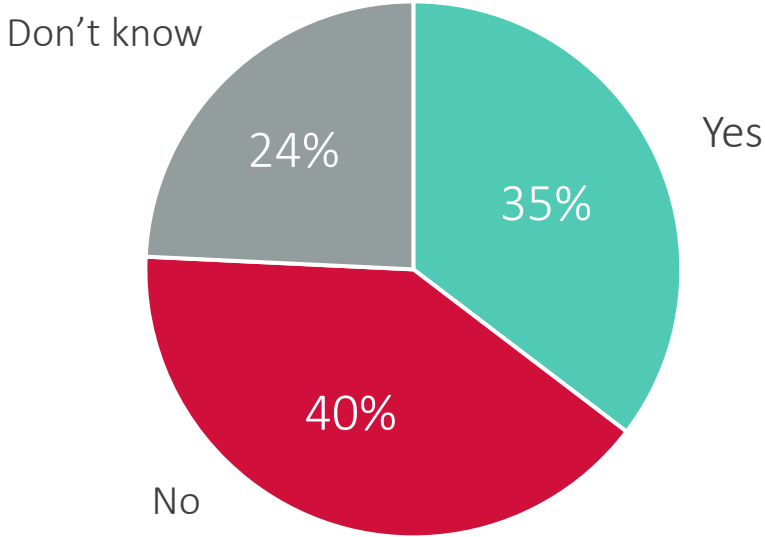


# Slightly over 1 in 3 in Ireland are willing to fight if there were a war

This is especially driven by men, amongst whom nearly 1 in 2 would be willing to fight versus 1 in 4 women who would be willing to fight.



If there were a war that involved Ireland, would you be willing to fight for your country?






Global Ave.

45% - YES would be willing to fight for one's country

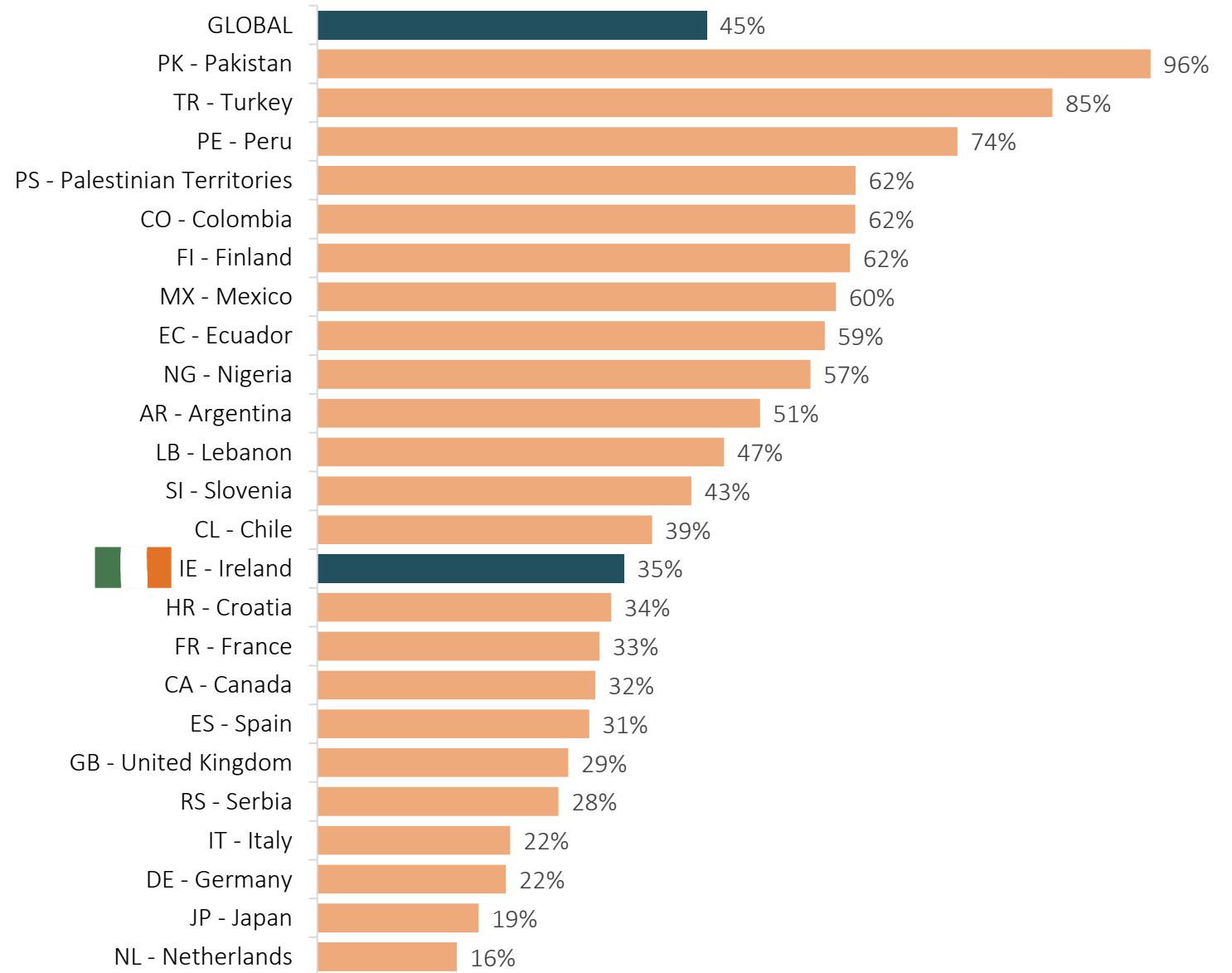
	Yes	No	Don't know
<b>Total</b>	35%	40%	24%
<b>Gender</b>			
Male	47%	35%	18%
Female	25%	45%	30%
<b>Age</b>			
18-34	37%	45%	18%
35-54	38%	37%	25%
55+	31%	41%	28%
<b>Social Class</b>			
ABC1	37%	41%	22%
C2DE	35%	39%	26%
<b>Region</b>			
Dublin	36%	46%	18%
ROL	35%	38%	27%
Munster	40%	37%	23%
Conn/Ulster	28%	41%	31%

 Indicates significant difference vs. Total  
 (Base: All Adults Ireland n=1,015)



On average, the Irish are less willing to fight in a war involving their homeland, although they do have one of the highest of any European country.

% that would fight for their country





# 35%

think the Russian-Ukraine military hostilities/war will come to an end in 2022



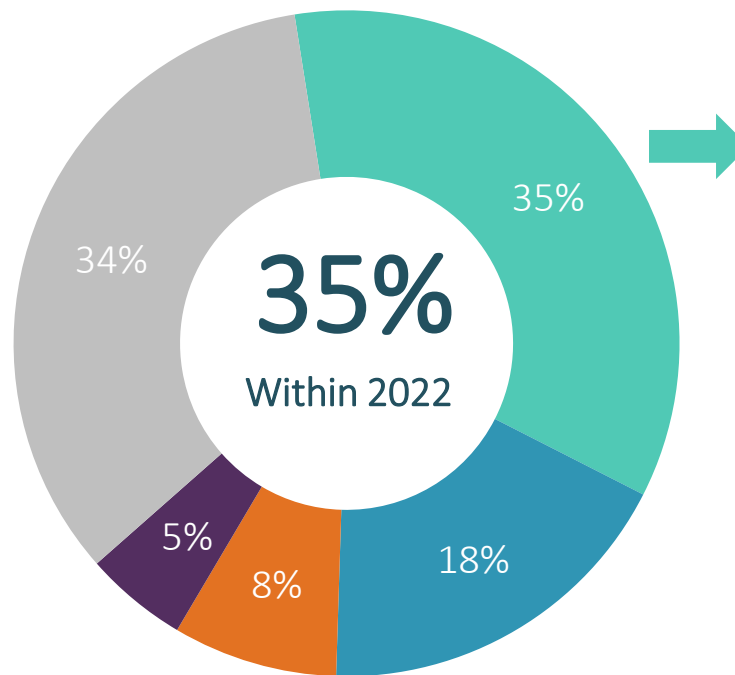
# Only 1 in 3 think that the Russia-Ukraine war will end in 2022, with many unsure when it will end

Higher social grades have a more optimistic approach on the war ending earlier.

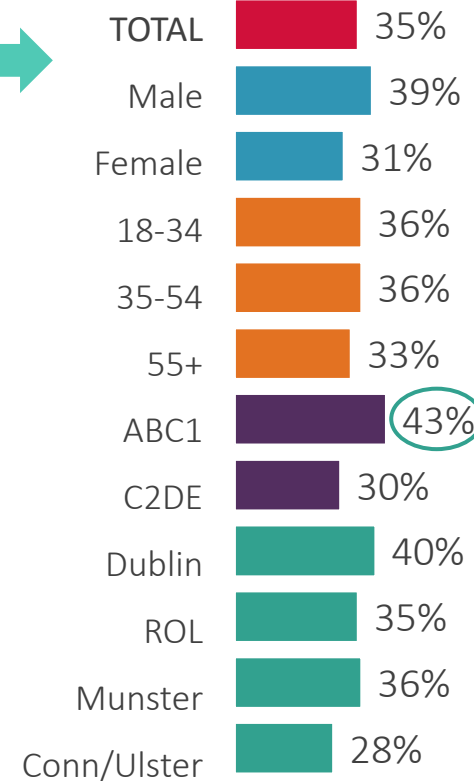
(Base: All Adults Ireland n=1,015)



When do you think the Russian-Ukraine military hostilities/war will come to an end?



% Within 2022

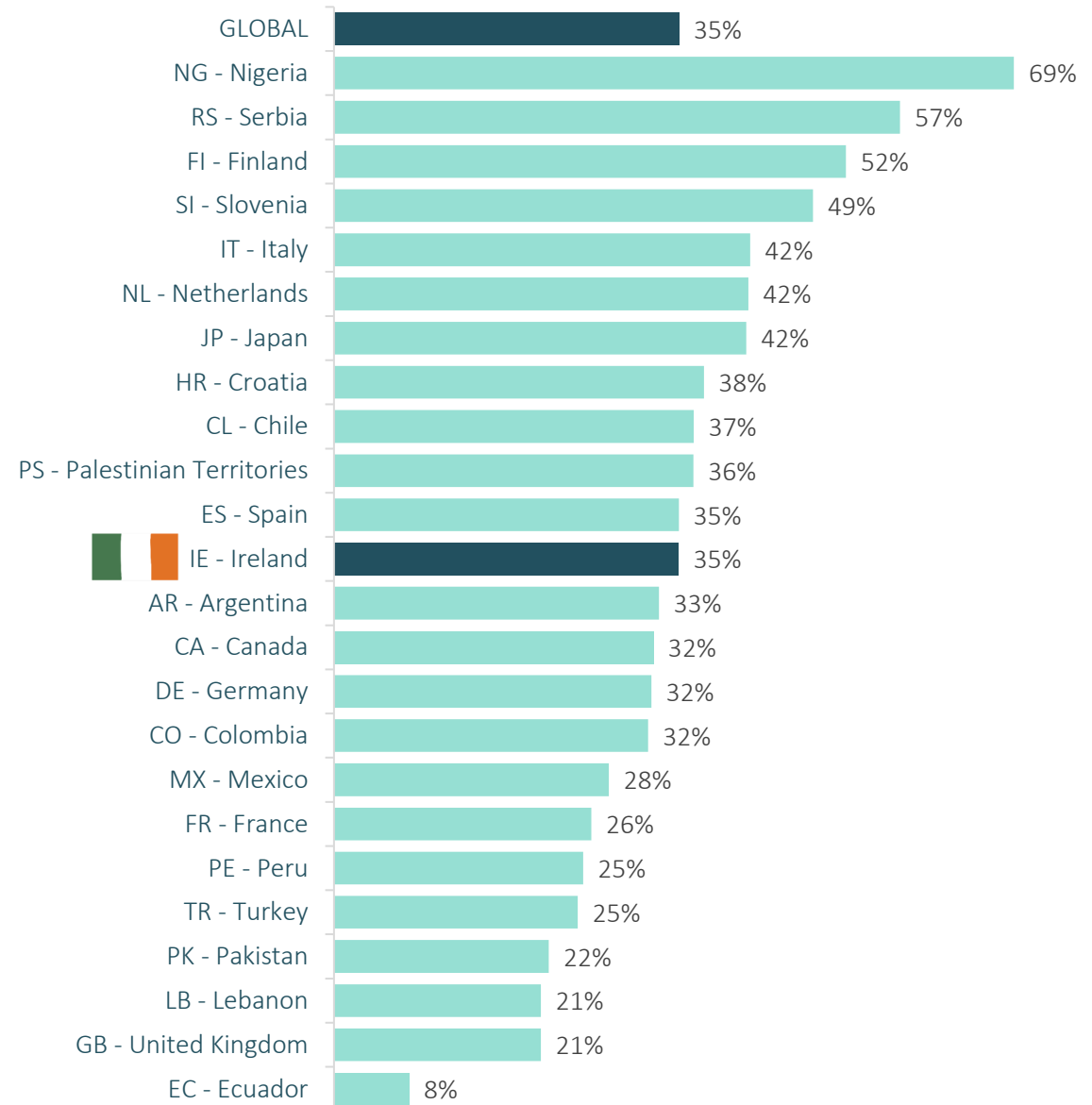


○ ○ Indicates significant difference vs. Total



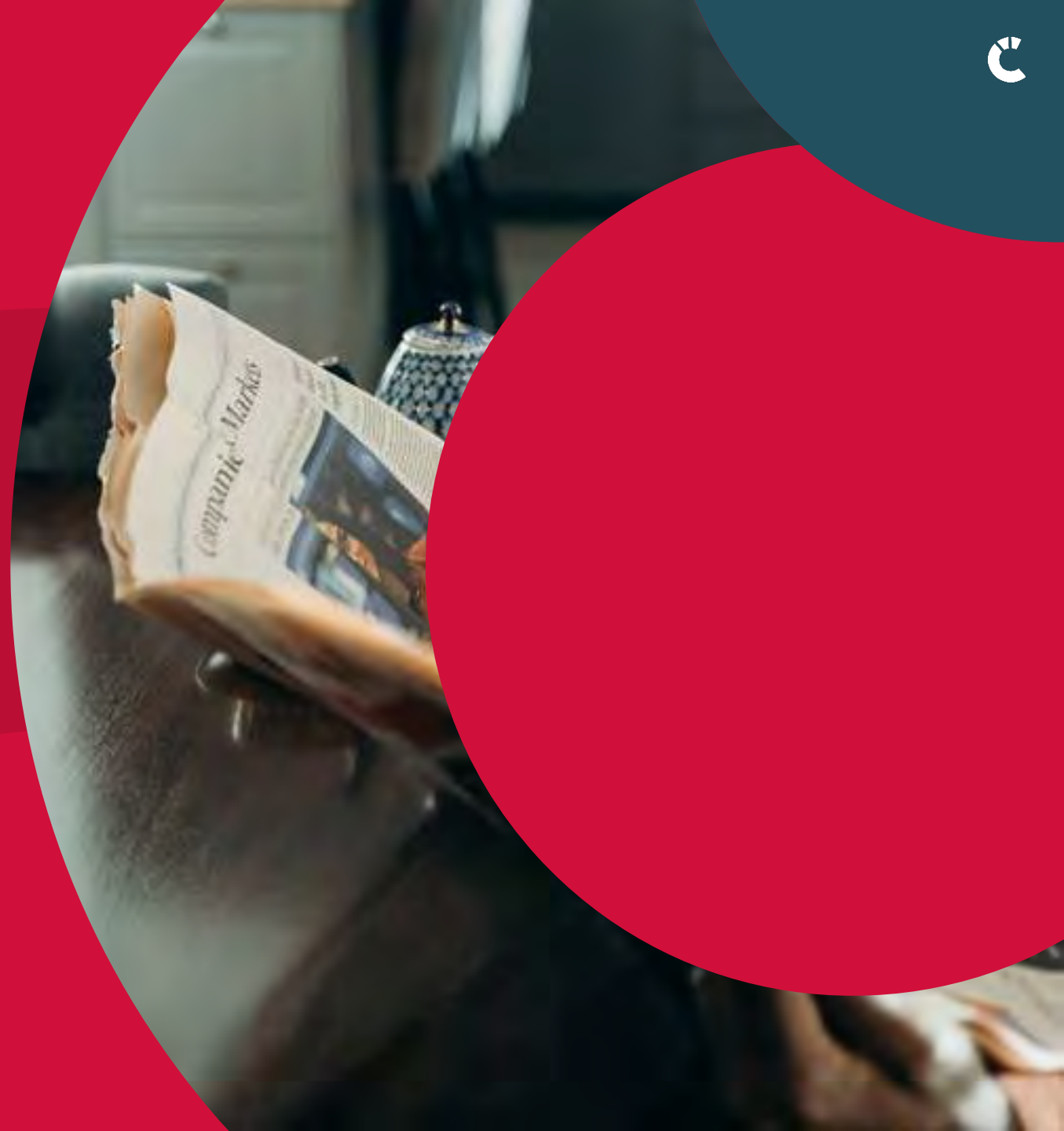
Irish perception similar to the global average, optimistic about war ending within this year

% who think that war would end within 2022



Base: All adults across 24 countries worldwide; n = 19,422

Confidence in media and government with regard to the quality of information provided about the Russian-Ukraine hostilities/war is much higher than in other countries

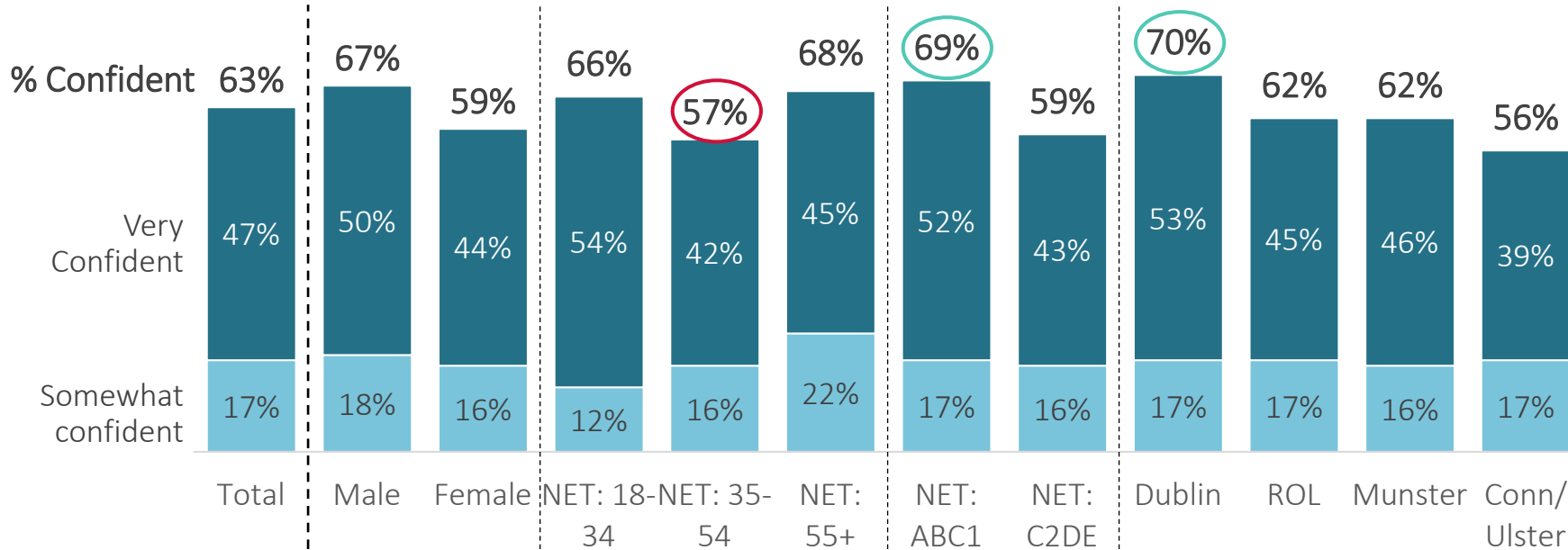


# Most confident about information provided by media

Higher social grades & those in Dublin have higher confidence on the credibility of the information on Irish media

% Confident

The quality of information you find about the Russian-Ukraine hostilities/war in the media in Ireland



Global Ave. 44% Somewhat/very confident

○ Indicates significant difference vs. Total

(Base: All Adults Ireland n=1,015)

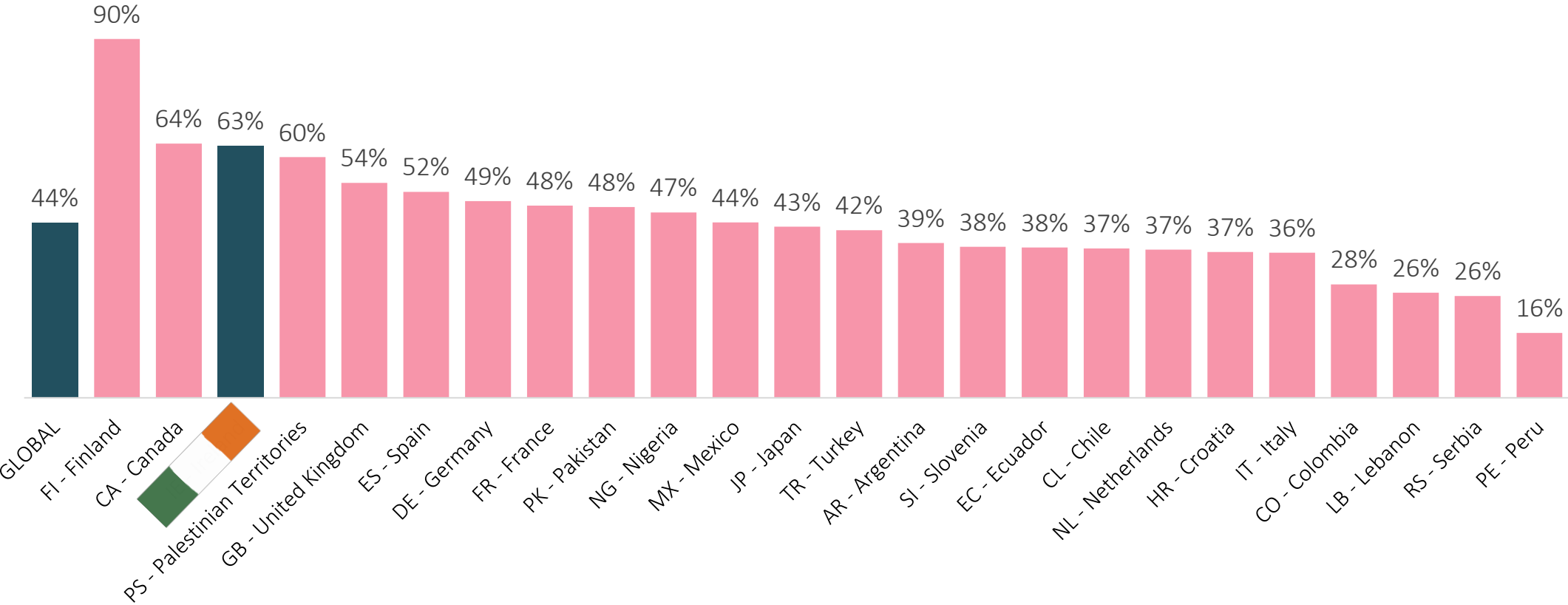


# Ireland is perceived to have better quality information in media



% Very/somewhat confident of

The quality of information you find about the Russian-Ukraine hostilities/war in the media in their country



Base: All adults across 24 countries worldwide; n = 19,422

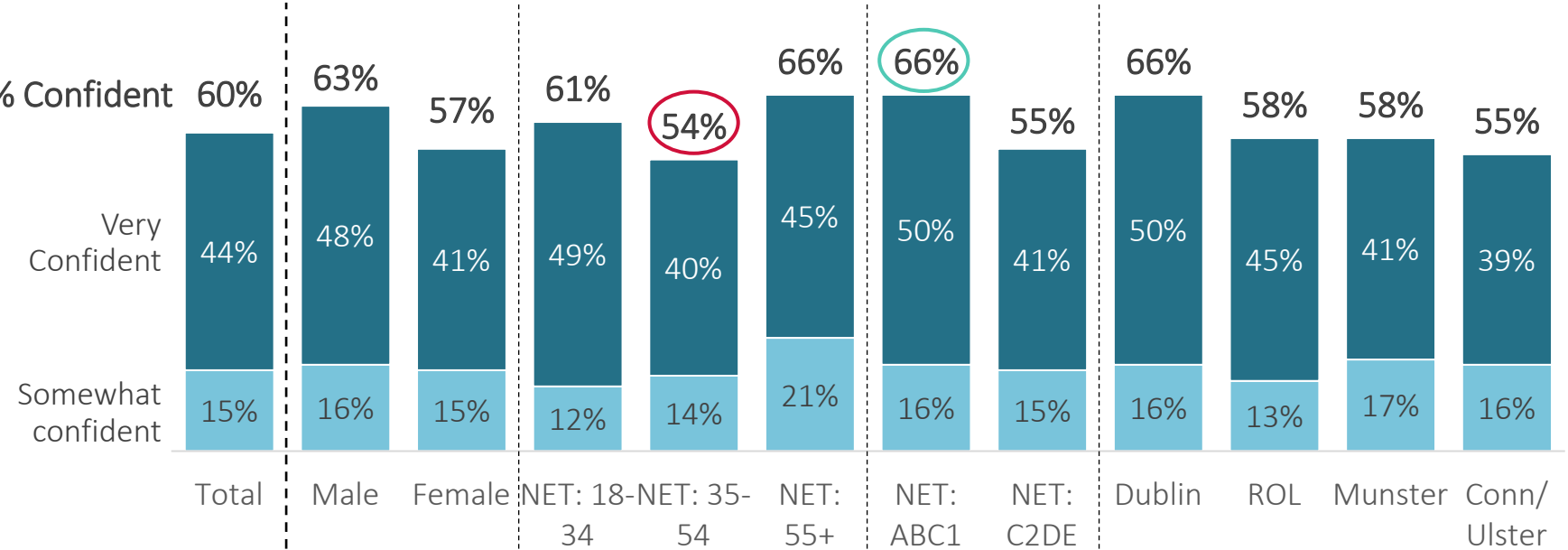
# 6 in 10 confident about information by public authority

Again, confidence is stronger among those who belong to upper social class. The confidence is weaker among those aged 35-54.

## % Confident



The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in Ireland



**41%**  
 Somewhat/very  
 confident

Global Ave.

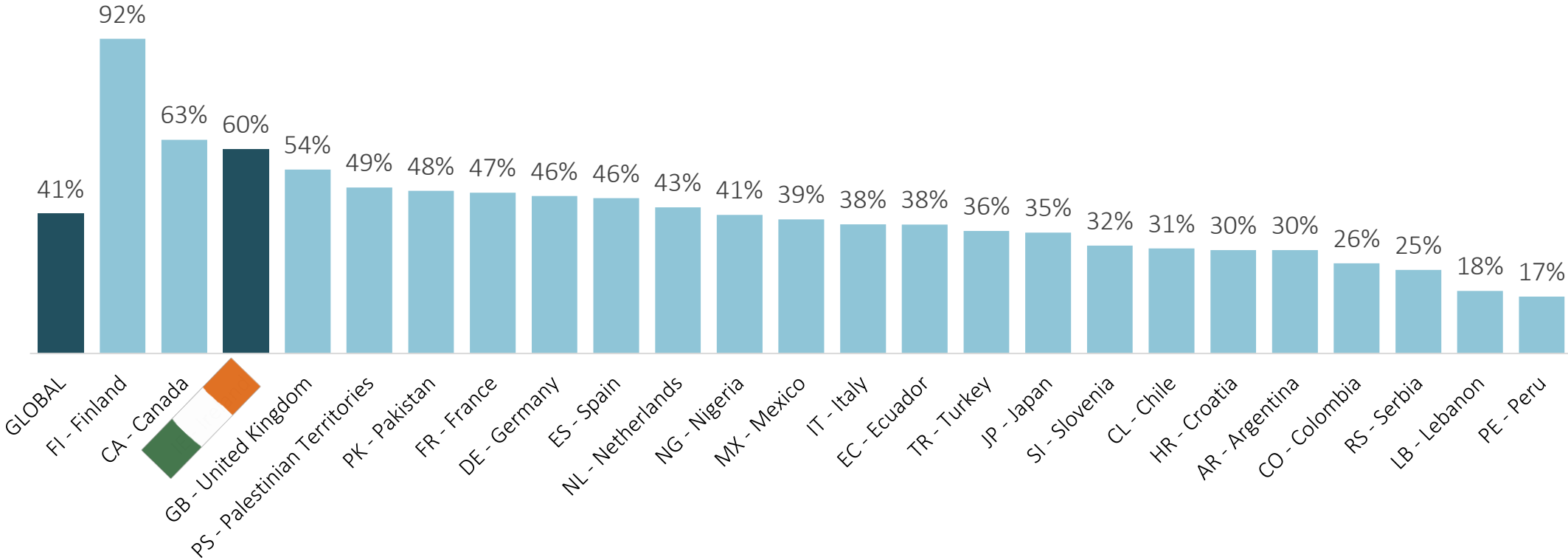
○ Indicates significant difference vs. Total

(Base: All Adults Ireland n=1,015)

# Even the confidence on information from the authority is better than other countries in Ireland

% Very/somewhat confident of

The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in their country



Base: All adults across 24 countries worldwide; n = 19,422



Confidence in the economy is low but above the global average in Ireland, whereas the confidence of people's own financial situation at home is lower than the global average in Ireland



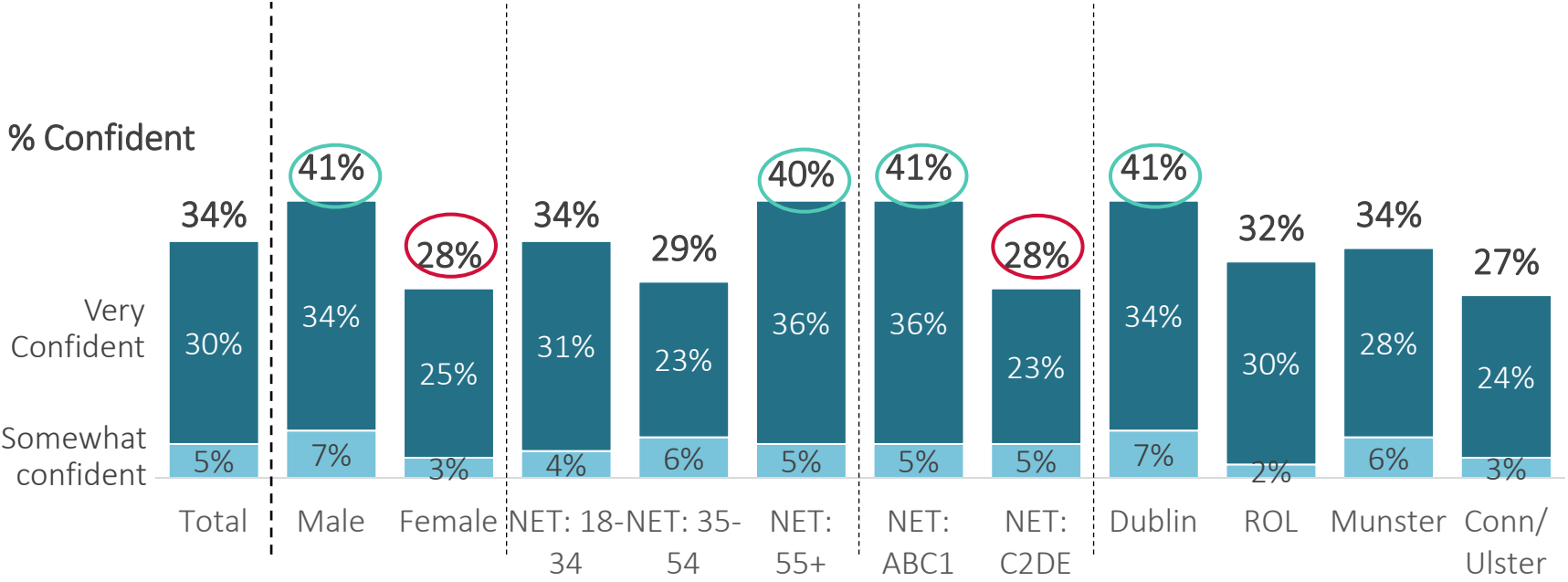
# Confidence on Irish economic situation is poor

Only a minority of 1 in 3 feel confident about the economic situation of the country. The confidence is even worse among females & those from weaker social class

% Confident



The economic situation in Ireland



Global Ave. 41% Somewhat/very confident

○ Indicates significant difference vs. Total

(Base: All Adults Ireland n=1,015)

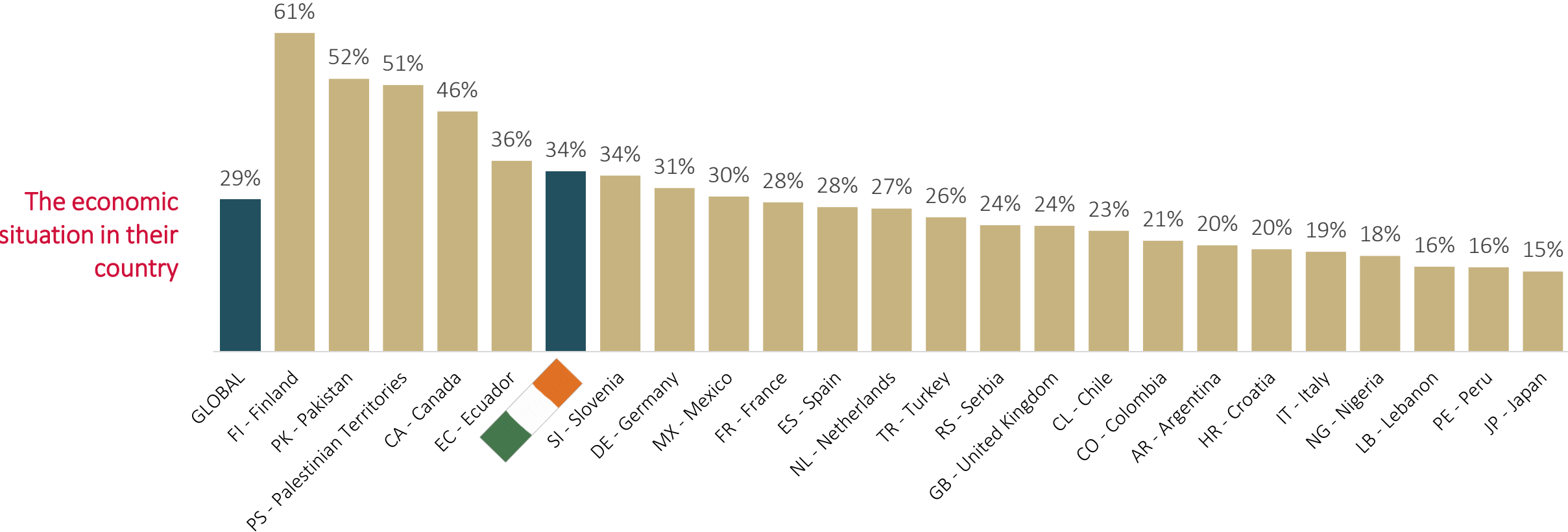


# Confidence on economic situation is weak across the globe



Confidence in the Irish economy is also weak, but does remain above the global average

% Very/somewhat confident of



Base: All adults across 24 countries worldwide; n = 19,422

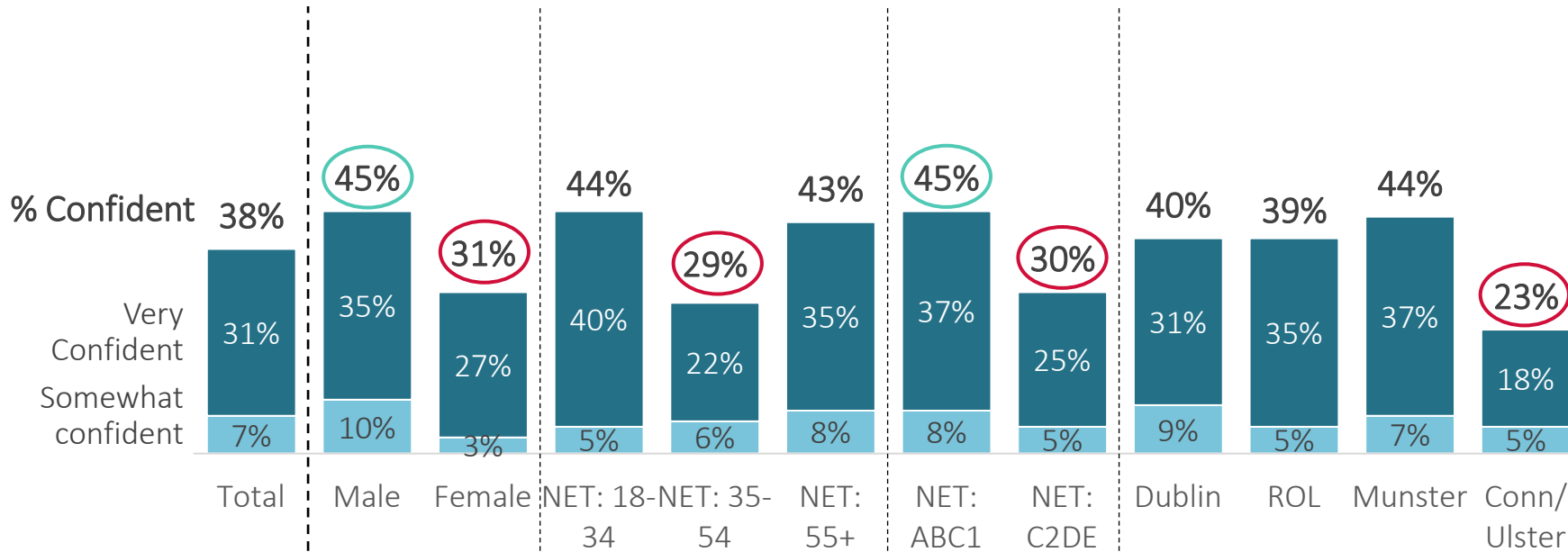
# Clear difference in social grades for situation at home

Confidence about the economic situation of your household in the coming months is weak among women, those aged 35-54 & from Conn/Ulster region



% Confident

The economic situation of your household in the coming months



Global Ave. 44% Somewhat/very confident

○ Indicates significant difference vs. Total

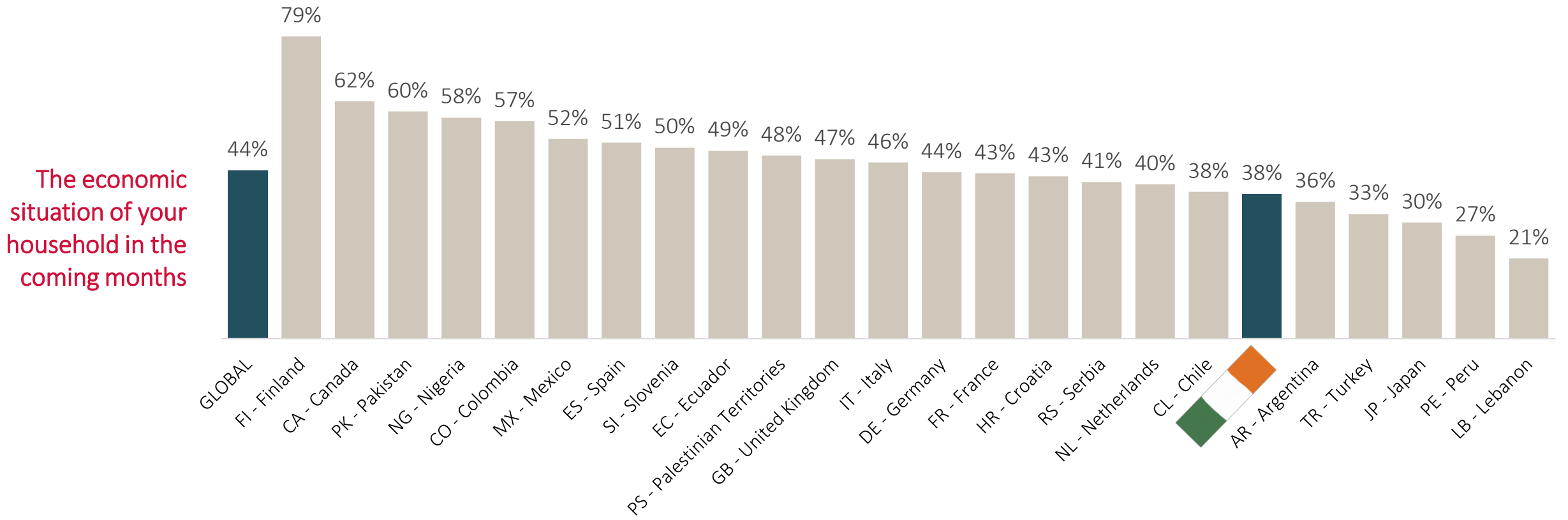
(Base: All Adults Ireland n=1,015)



# Irish have poorer confidence on economic situation at home than global average



% Very/somewhat confident of



# Sample and Methodology



## Methodology:

The WWS (WIN Worldwide Survey) is a study conducted every year with the purpose to measure people's thoughts, expectations, worries and perceptions related to relevant topics for society and business.

## Sample Size and Mode of Field Work:

A total of 19,422 people were interviewed globally. See below for sample details. The fieldwork was conducted during April 2022. The margin of error for the survey is between 2.5 and 4.4 at 95% confidence level.

The global average has been computed according to the share of the covered adult population of the surveyed countries.

# Questionnaire – War & Safety



Q2a. Who is responsible for the military hostilities/war in Ukraine? <MORE THAN ONE ANSWER POSSIBLE>

1. Ukraine
2. Russia
3. EU/European countries
4. NATO
5. USA
6. China
- 97 Other (specify): .....
99. Don't know

Q2b. When do you think the Russian-Ukraine military hostilities/war will come to an end?

1. In April 2022
2. Before July
3. In 2022
4. In 2023
5. 2024 or later
6. Never
100. Don't know

Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?  
<ONE ANSWER FOR EACH ITEM>

	Doing enough	In between	Not doing enough	Don't know
Ukraine	1	2	3	9
Russia	1	2	3	9
EU/European countries	1	2	3	9
NATO	1	2	3	9
USA	1	2	3	9
China	1	2	3	9

Q4. If there were a war that involved <insert your COUNTRY>, would you be willing to fight for your country?

1. Yes
2. No
9. Don't know/No answer

Q5. Would you say you are very confident, somewhat confident, not very confident, not at all confident about?

	Very confident	Somewhat confident	Not very confident	Not at all confident	Don't know
The quality of information you find about the Russian-Ukraine hostilities/war in the media in <insert your COUNTRY>?	1	2	3	4	9
The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in <insert your COUNTRY>?	1	2	3	4	9
The economic situation in <insert your COUNTRY>?	1	2	3	4	9
The economic situation of your household in the coming months?	1	2	3	4	9

# About the WIN Survey



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## About the WIN Survey

The Worldwide Independent Network of Market Research (WIN) is a global network conducting market research and opinion polls in every continent.

RED C Research are the Irish members of the WIN network

Our assets are:

- Thought leadership: access to a group of the most prominent experts and business entrepreneurs in Market Research, Polling and Consultancy
- Flexibility: tailormade global and local solutions to meet clients' needs
- Innovation: access to the latest strategic consultancy, tool development and branded solutions
- Local experts: access to a network of experts that truly understand the local culture, market and business needs
- Trust: highest quality of talented members in all countries covered

In the years, WIN has demonstrated wide competences and ability to conduct multi-country surveys following the highest standards requested by the market. The accumulated expertise of the Association is formidable: Third World issues, advertising and media research as well as retail, economics, and corporate research.



RESEARCH  
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