



National Opinion Poll January 2009

By

LANSDOWNE

Interviewing was conducted between 12 - 23 of January 2009 amongst a nationally representative sample of 1000 aged 15+ via telephone. Quotas were placed on gender, age, social class and region. The estimated margin of error is +/- 3.2% at 50% with 95% confidence.

The Key Insights

- To celebrate 30 years since Lansdowne's founding, we conducted a national opinion poll to gauge public sentiment as we enter the most challenging year in living memory.
- The seismic change in attitudes is very stark and evident in the public's view on the Government's current handling of the economic situation.
- In September 2008, when the crisis had started to unfold, 37% rated the Government's handling of the economic situation as very poor. This has now risen to 48%, with nearly 3 in 4 (74%) rating the Government's handling as very or fairly poor.
- Those aged over 50 are most critical of the Government. Younger citizens are only marginally more forgiving.
- The lower socio economic groups in society (DE), who are potentially most vulnerable, are also the most critical.
- What is no doubt impacting on national sentiment is that nearly half of the population believe that the current recession will last 3 years or more, with only 1 in 4 seeing the economy rebounding in 1-2 years time.

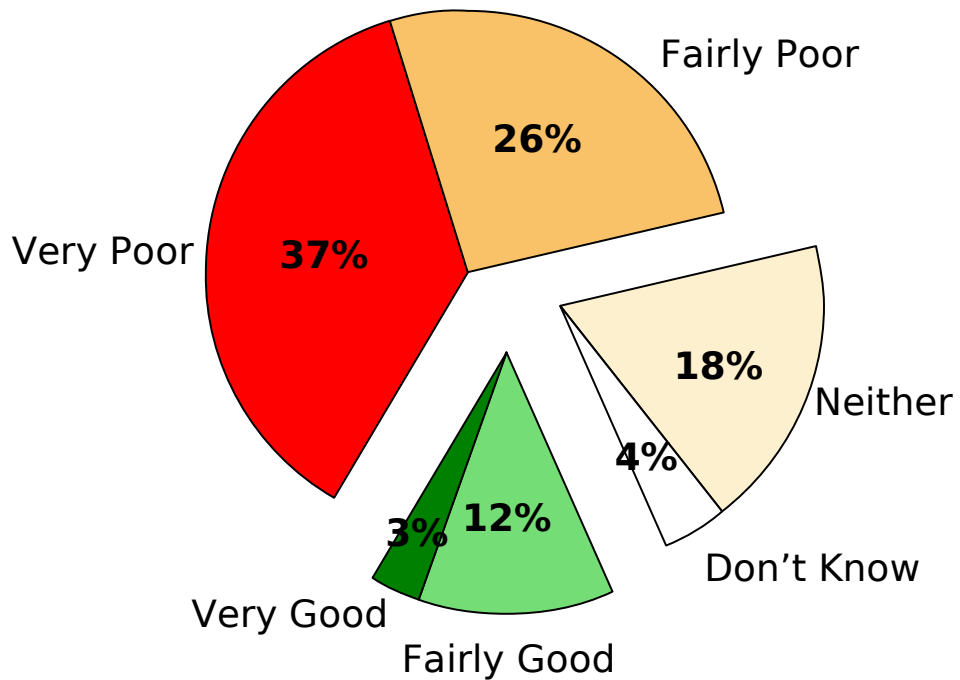
The Key Insights - I

- The depth of the current mood is most evident when we look at how it has changed since before the Celtic Tiger.
- In 1992, optimism about the future was very evident with less than 1 in 10 believing they would be worse off in 12 months time. This optimism started to evaporate last September. Now nearly half of the population believe they will be worse off this time next year, with a similar proportion feeling already worse off compared to 12 months ago.
- The current recession appears to have put Europe and our position within the EU in a different light. Well over half of the public are concerned about Ireland losing its status in Europe, with over half also believing that a re-run of the Lisbon referendum would see the referendum passed.
- Closer to home, there is considerable concern over significant tax increases in the next budget, with nearly 3 in 4 believing there maybe a mid-year budget and as many anticipating a forced general election.

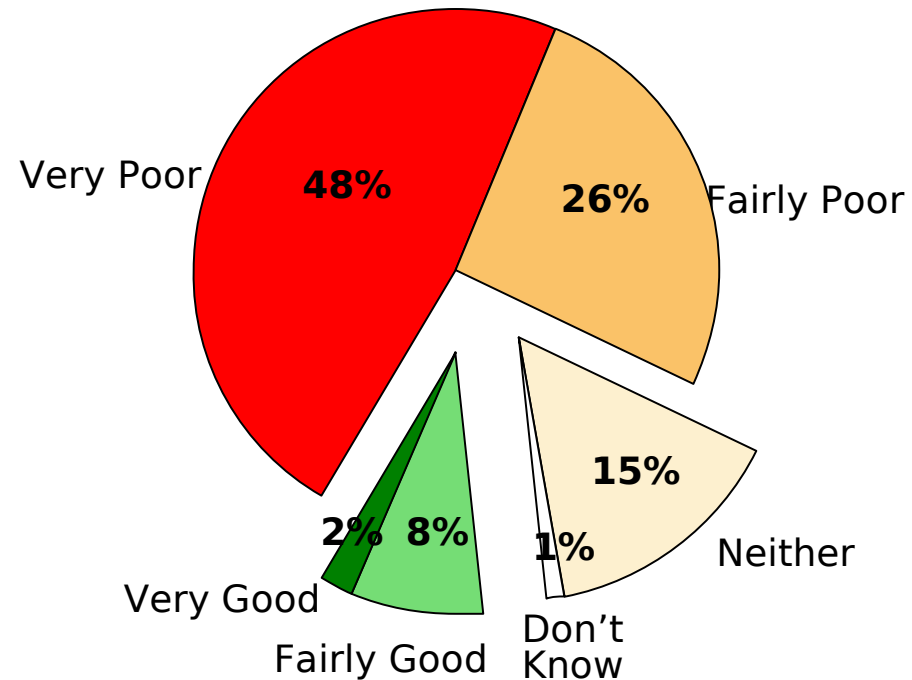
How is the Government Handling of the Economic Situation?

(Base: All Aged 15+)

September 08



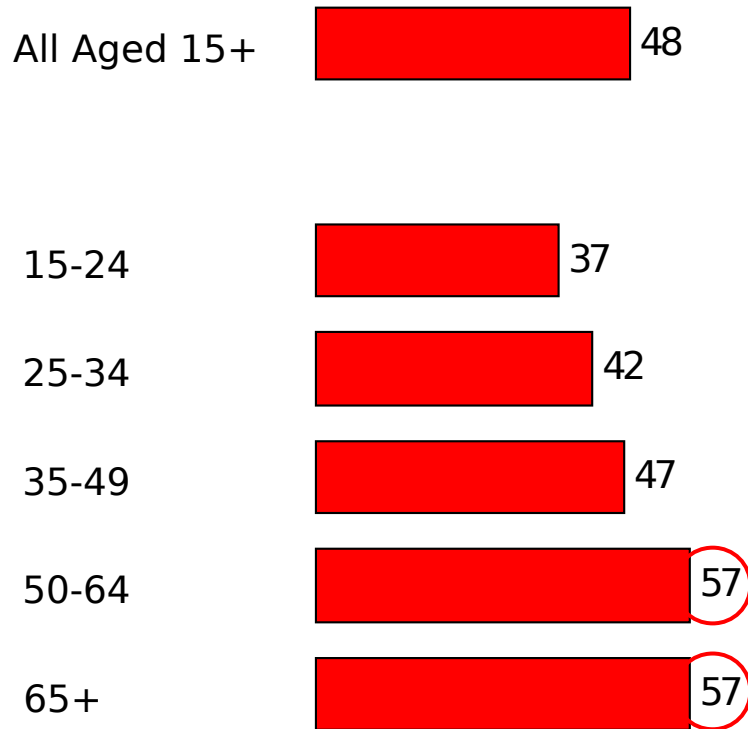
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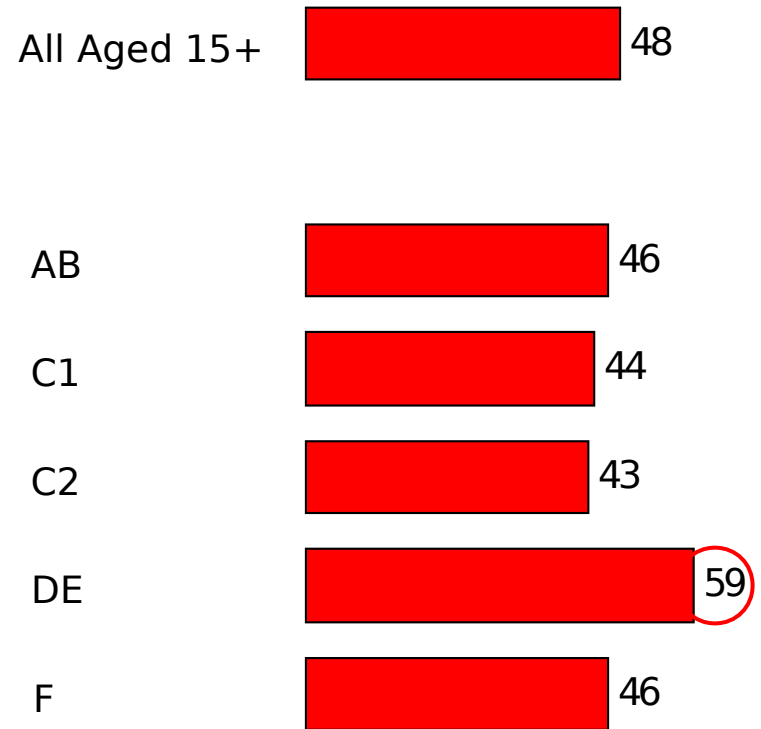
Government's Performance Rated 'Very Poor'

(Base: All Aged 15+)

Age %

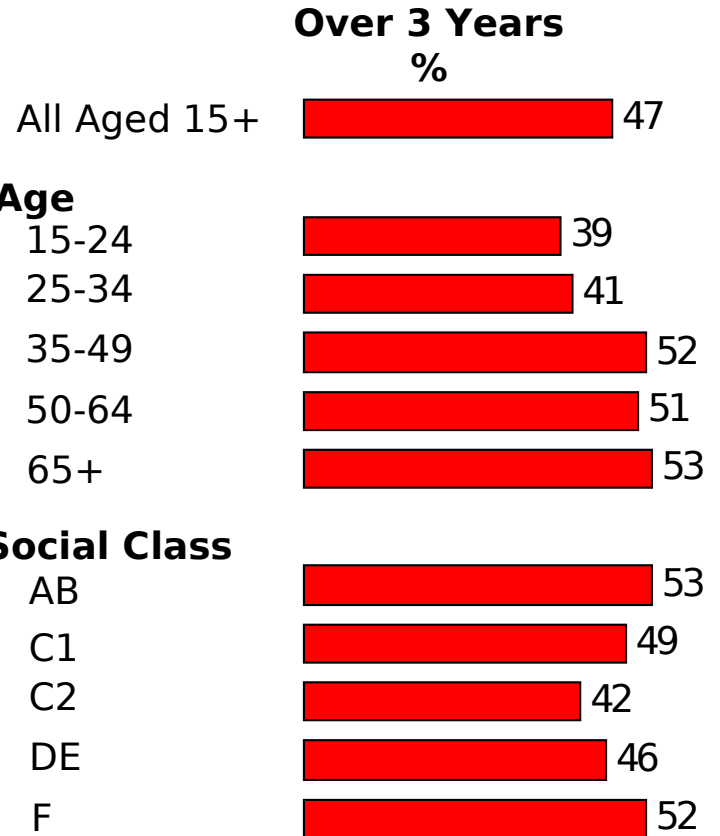
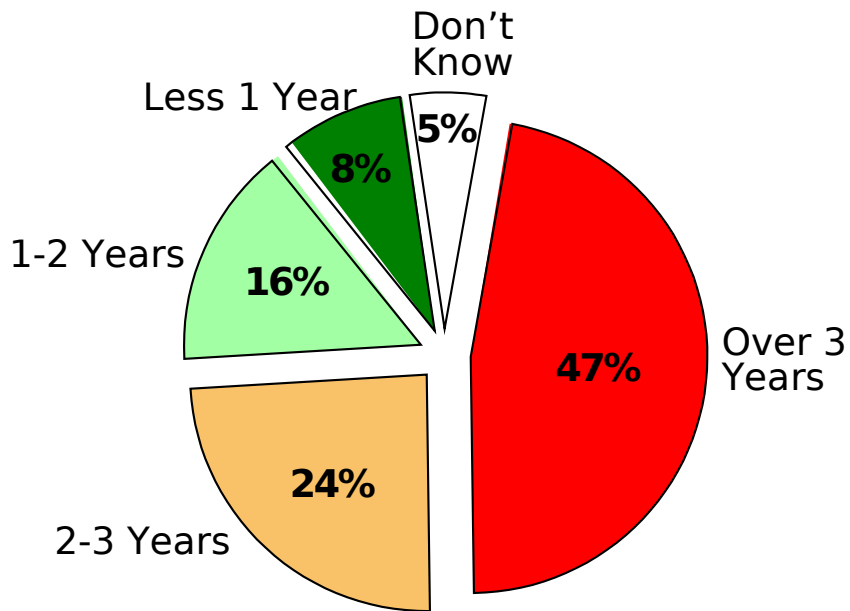


Social Class %



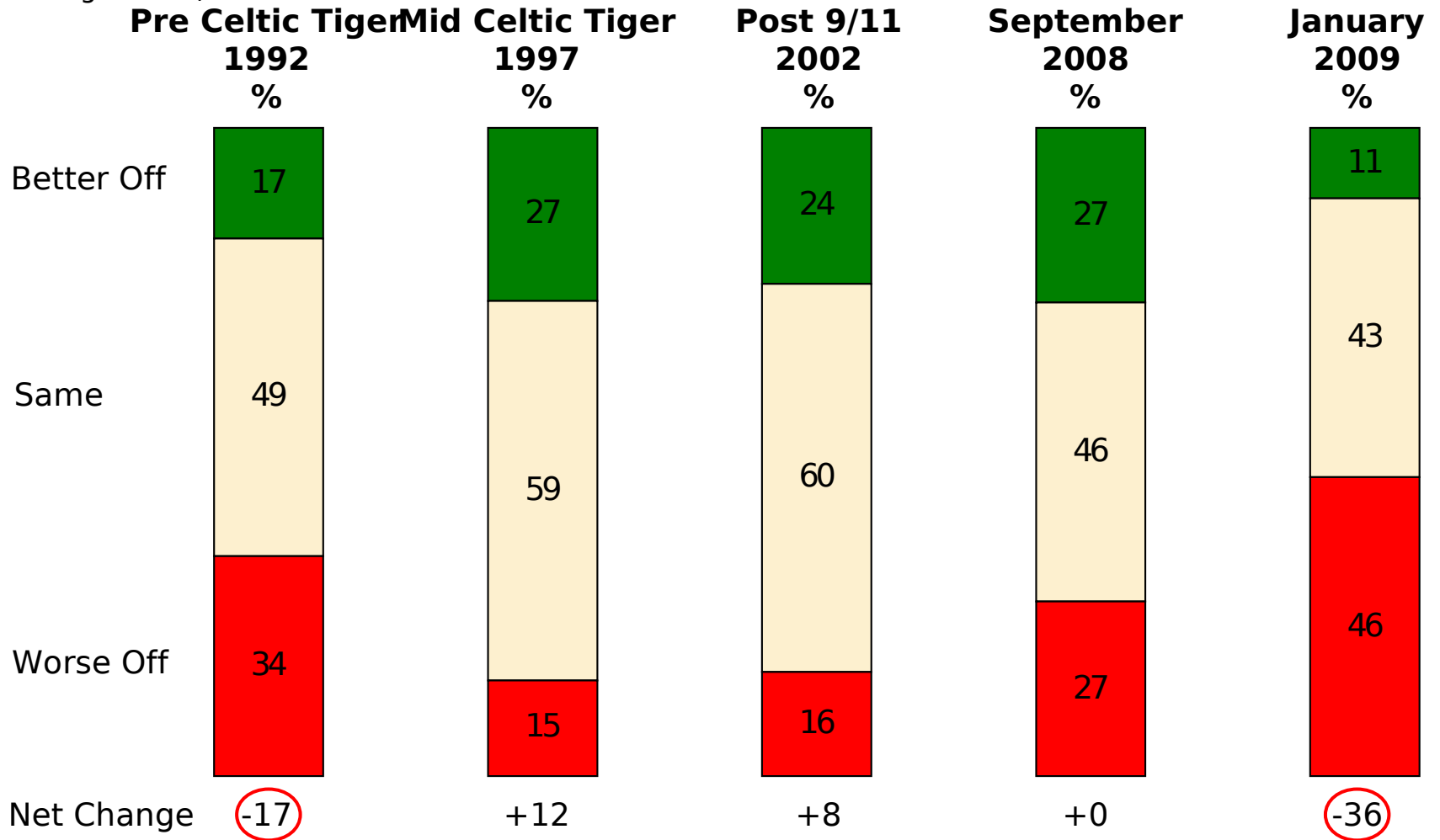
How Long Will The Recession Last?

(Base: All Aged 15+)



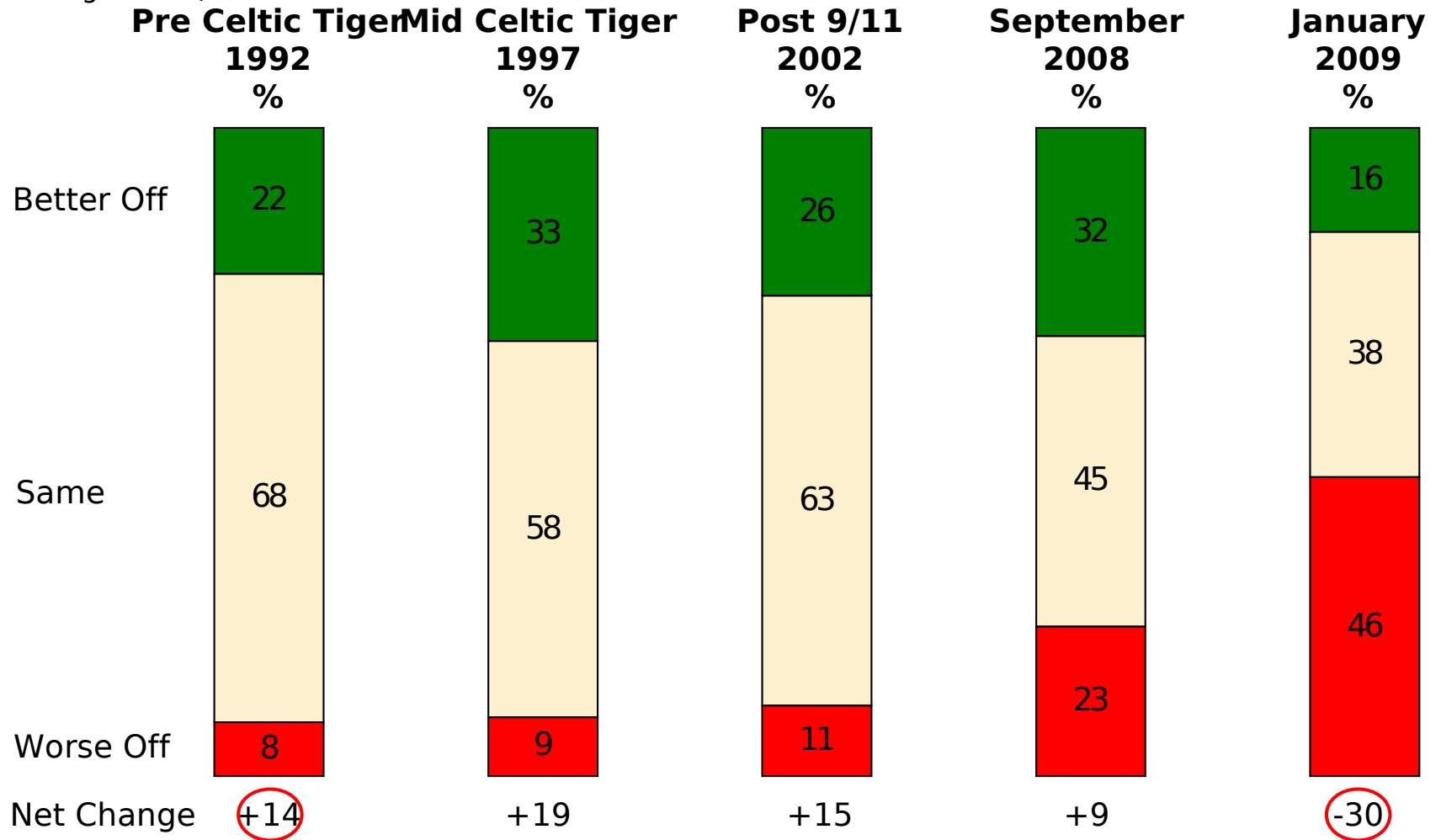
How is Your Personal Situation Compared to This Time Last Year

(Base: All Aged 15+)



How do You Think Your Personal Situation Will be This Time Next Year

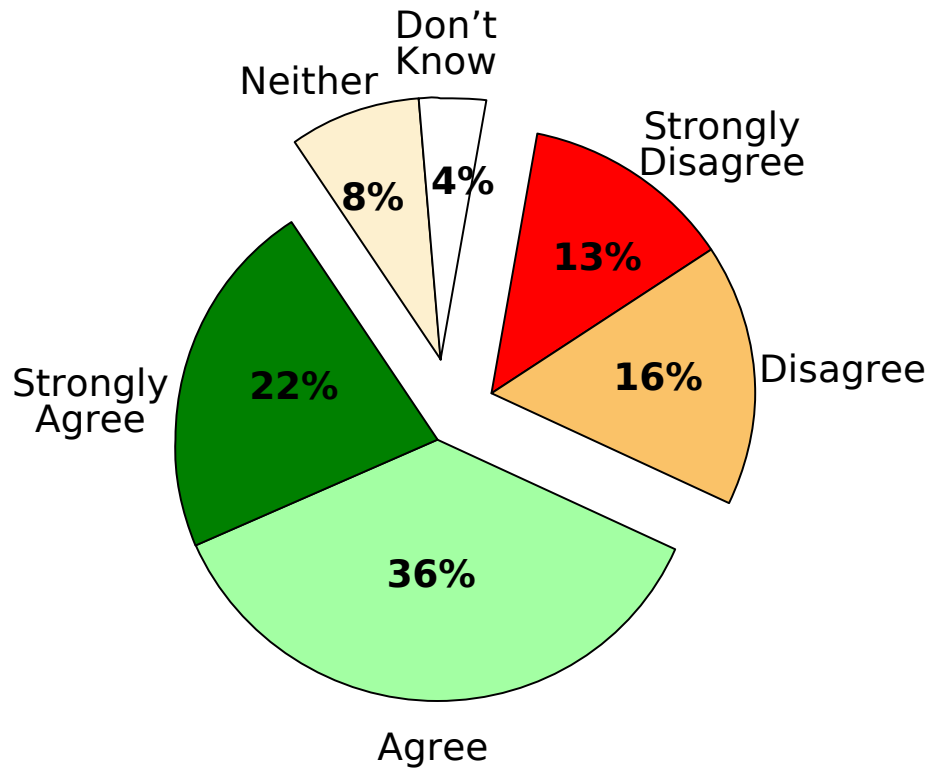
(Base: All Aged 15+)



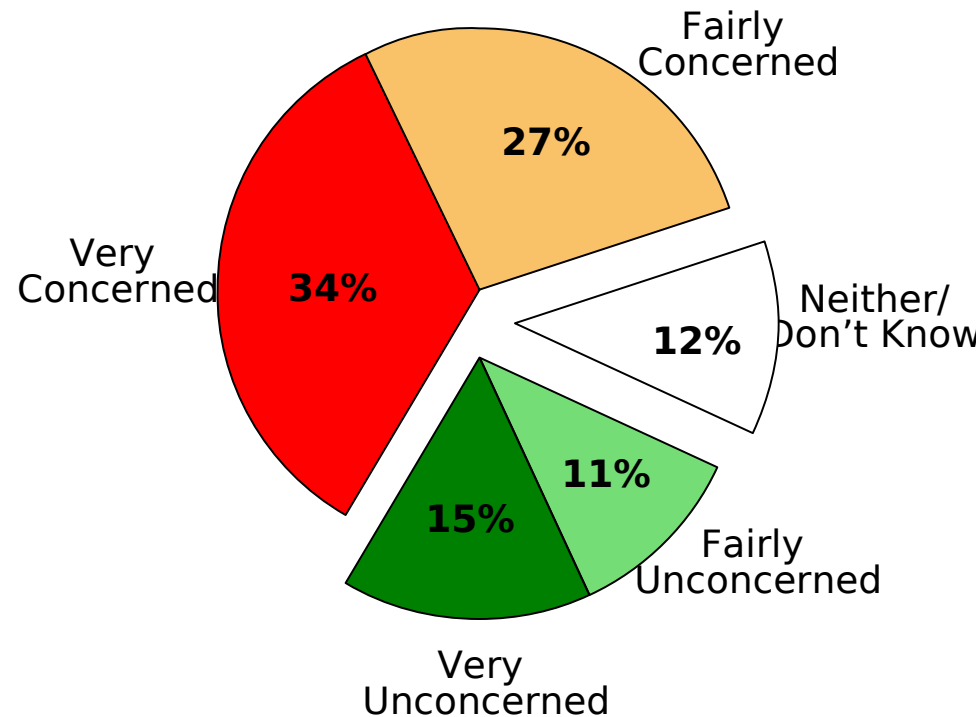
Major Concerns - Ireland in Europe

(Base: All Aged 15+)

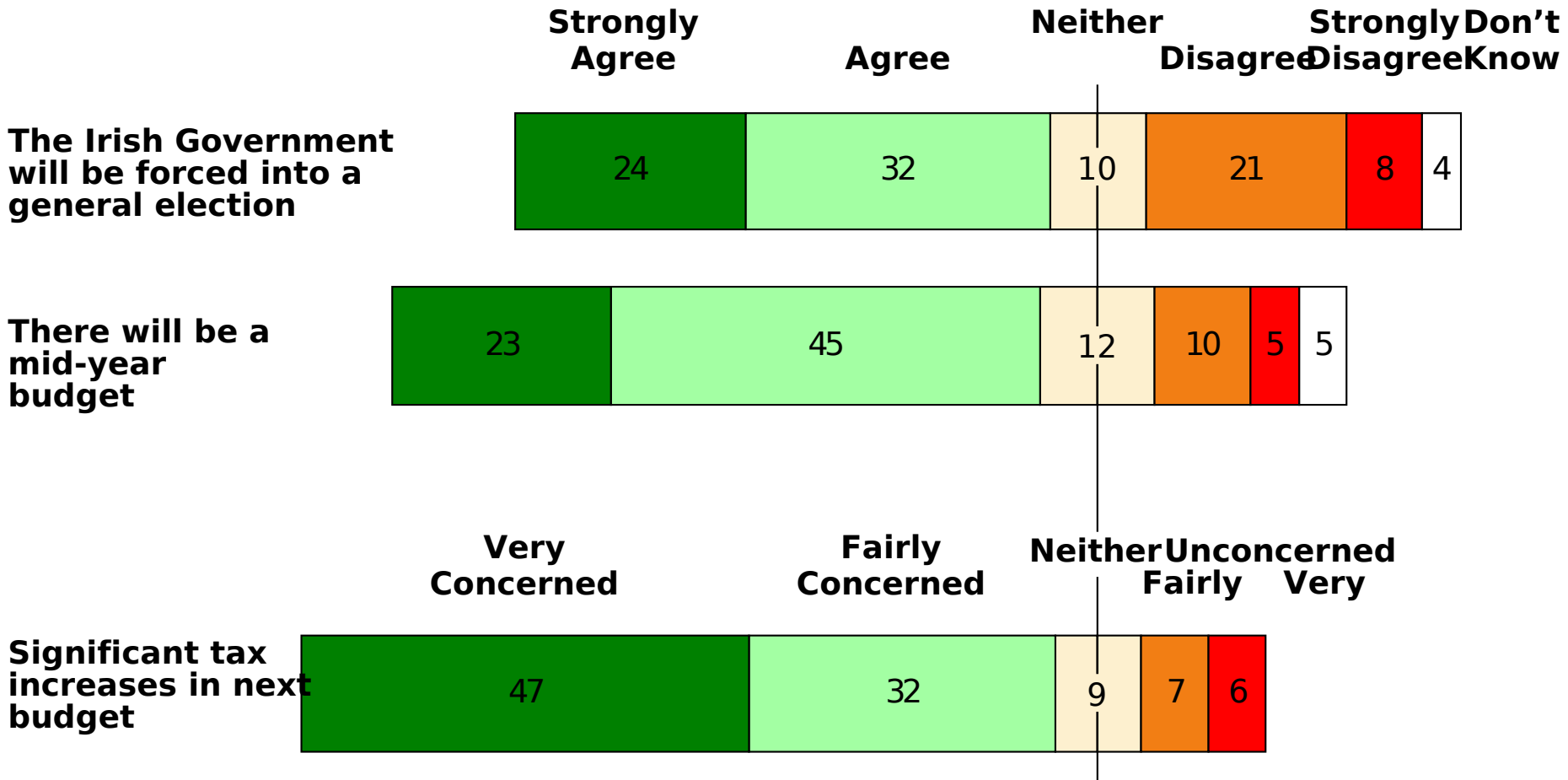
Ireland will pass the Lisbon Treaty in a second referendum



Ireland Losing its status in Europe



Key Events Expected in 2009





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