

Public Sentiment - September 2010
'A Double Dip in confidence'



Survey details

Interviewing was conducted between
13th - 16th September 2010

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.

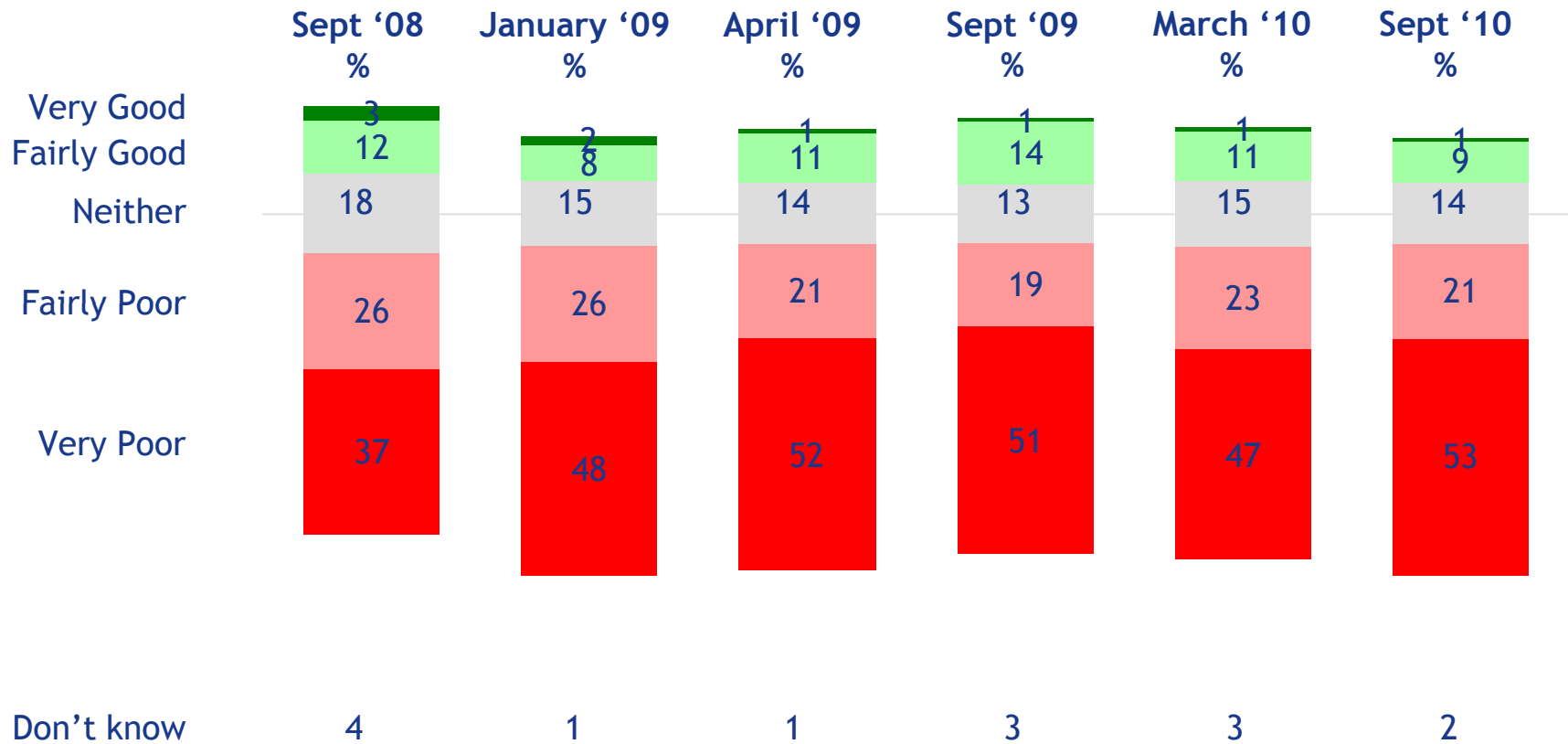
Note: 800 of the 1000 interviews took place following Brian Cowen's RTE interview on 14th September 2010

Key Findings

- In the first half of 2010, there was a definite sense that the public were being less critical of the Government, although not exactly praising them either.
- This reduced criticism was mostly likely a result of consumer sentiment beginning to improve on the low of 2009 and one would have certainly hoped that this strengthening optimism about the year ahead would have continued.
- However, the opposite has occurred with the numbers believing they will now be worse off this time next year increasing from 34% in March to 40% now.
- Most striking is amongst those aged 35-64 where the majority (52%) now believe their personal situation will get worse over the next year.
- In the week of Brian Cowen's interview horribilis the public's confidence in the Government's performance has experienced a double dip, recording the lowest level of confidence in their performance since January 2009.
- Over half of the population (53%) rated the Government handling of the economy as very poor which is a deterioration since March.
- All demographics in the population (young and old, urban and rural), have been equally critical of the Governments performance.
- This comment on the Government is also reflected in a deteriorating view of the direction the country is going in, with 3 out of every 4 people now believing that the country is going in the wrong direction.
- At a time when most would hope that Ireland should be pulling out of the worst depths of its economic troubles, the Government's performance does not appear to be meeting expectations.

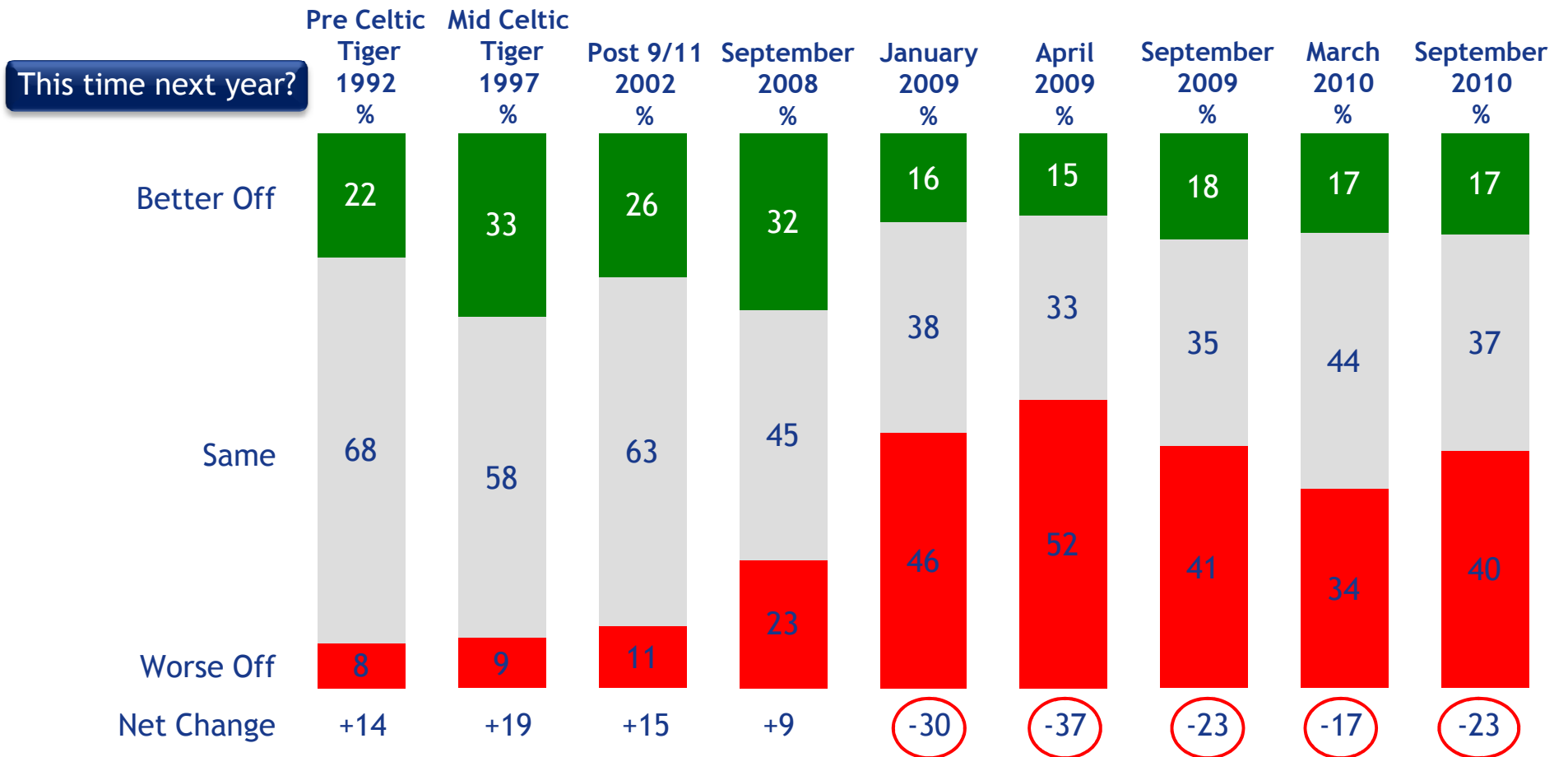
Government's handling of the economy back to lowest level recorded in January 2009

(Base: All Aged 15+)



Fear of the future is back to the September 2009 level

(Base: All Aged 15+)



Country on wrong track again

(Base: All Aged 15+)



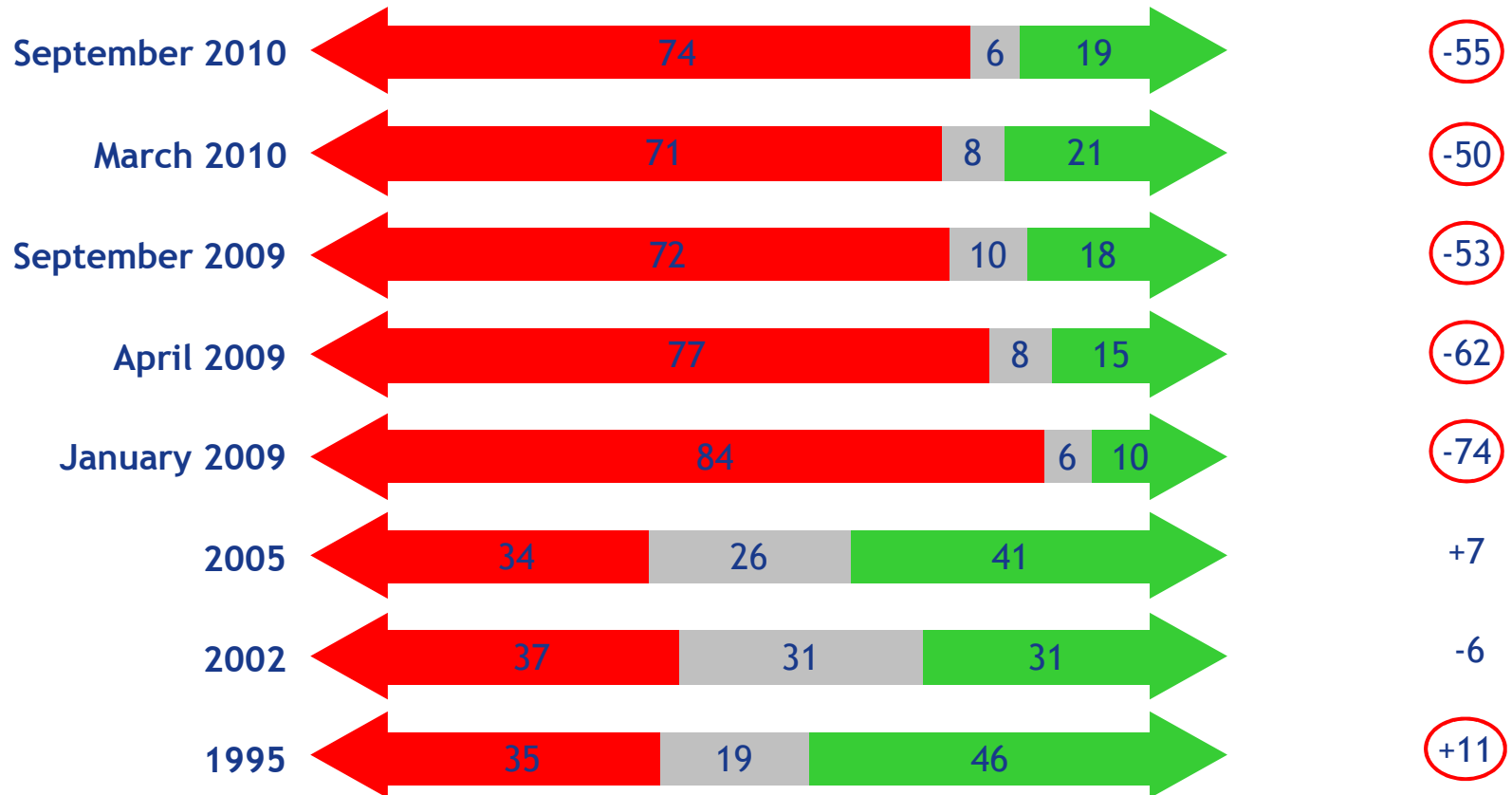
This country is on the ...?



Wrong Track

Right Direction

NET



⁶ Q. Do you feel things in this country are generally going in the right direction today, or do you feel that things have gone on the wrong track?

Still very pessimistic but coming up from rock-bottom (April 2009)

(Base: All Aged 15+)

