

REDC

CHILDREN'S
RIGHTS
ALLIANCE

Children's Rights Alliance Research

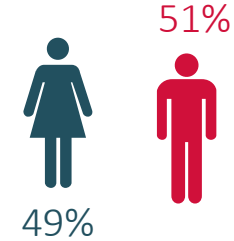
August 2024



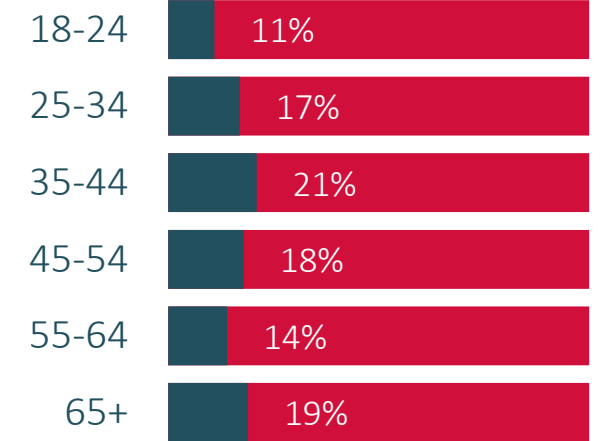
RED Line Methodology

- Research was conducted using RED C's online omnibus, the RED Line.
- Through an online panel of over 45,000 members, RED Line allows us to reach a representative sample of the adult population 18+ across Ireland in a cost effective and timely manner.
- Quota controls are used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile.
- Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections.
- A nationally representative sample of n=1,006 adults aged 18+ was completed.
- Fieldwork took place from the 16th – 21st August 2024

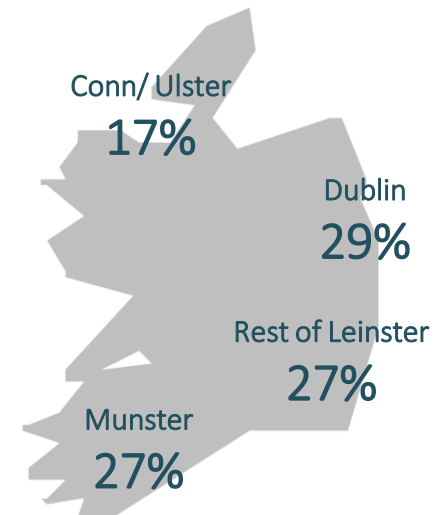
Gender



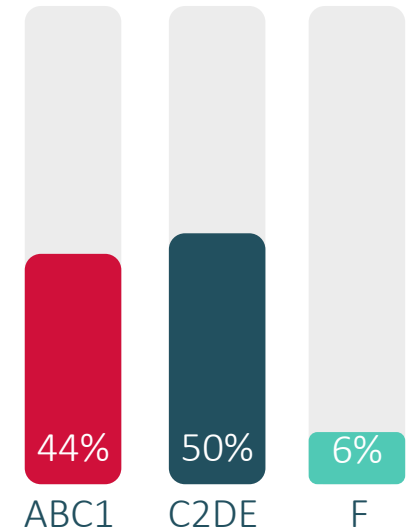
Age



Region



Social Class





The government hot school meals programme and free books scheme for primary school students are widely known and well received by most of the Irish population

There is also an appetite among the electorate to expand on the current programmes to encompass secondary school students, and low-income families outside of school terms. A strong majority are also of the sentiment that supports for those with pre-school aged children in disadvantaged areas should be afforded within Budget 2025.

Irish people largely welcoming of expansion of school meals programme

7 in 10 Irish adults are aware of hot school meals being provided to primary school children, rising to 84% amongst parents of children aged 3-12.

The programme shows high levels of popularity, with 89% of the population agreeing that children should have access to a hot-meal throughout the day.

Expansion would likely be popular with 85% believing that secondary aged school kids should have the same accessibility.

7 in 10 believe the programme should be extended to holidays for low-income families as a way of tackling 'holiday hunger'.

School book scheme for primary school shows similar levels of support

3 in 4 Irish adults are aware of the free books scheme for primary school children, though almost all (91%) parents of primary school children are familiar with the scheme.

The scheme is widely recognised as an effective way of alleviating pressure for back-to-school costs for parents (94% agreement).

Almost 9 in 10 (88%) believe that this programme should be extended to secondary school students.

Most in favour of supports for low-income families in upcoming budget

Over 4 in 5 Irish people believe that Budget 2025 should include additional investment in pre-school services for low-income families.

A similar proportion (76%) of the population believe the government should increase social welfare supports for children in low-income families.

01

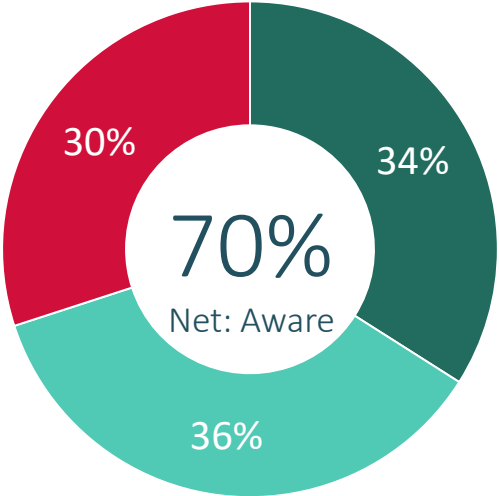
School Meals



Most are aware of government initiative providing hot school meals

This is naturally stronger amongst parents, particular with those at children at primary school level.

Awareness of Government Initiative (Hot School Meals)



Awareness Highest Amongst:

- C2DE: 74%
- Parents: 79%
- Parents with kids aged 3-12 :84%

All primary school pupils in Ireland are now entitled to free hot school meals

- Fully Aware
- I have heard of this
- Unaware



Q1. Which of the following government initiatives, if any, were you aware of before today?

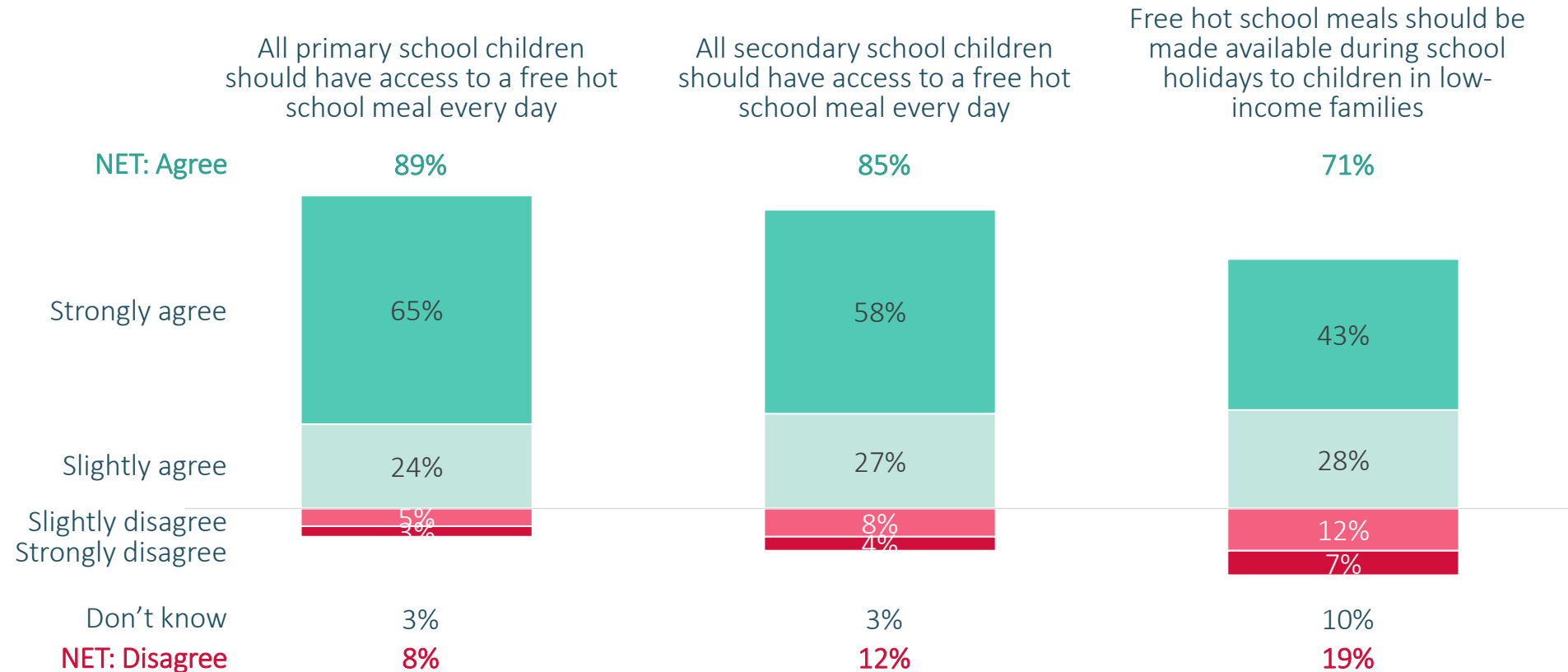
Base: All Adults 18+ (n=1006)

Strong support for extending the current government scheme



Most show similar levels of agreement that both primary and secondary pupils should be afforded a free meal. While showing some resistance, most feel these supports should continue out of term for kids from disadvantaged backgrounds.

Views on free hot school meals - Summary



Q2 Looking at the below statements which have been made by others, please let us know to what extent you agree or disagree with each statement.

(Base: All Adults; n=1,006)

Parents show higher levels of support for free school meals



Views on free hot school meals x demographics (NET Agree)

	Total (n=1006)	Gender		Age			Dependant children		Social Grade		Area	
		Male (n=469)	Female (n=534)	18-34 (n=256)	35-54 (n=390)	55+ (n=360)	None (n=648)	Any (n=352)	ABC1 (n=483)	C2DE (n=499)	Urban (n=737)	Rural (n=268)
All primary school children should have access to a free hot school meal every day	89%	87%	90%	87%	90%	88%	87%	93%	90%	90%	89%	89%
All secondary school children should have access to a free hot school meal every day	85%	82%	87%	83%	88%	82%	81%	92%	83%	88%	84%	85%
Free hot school meals should be made available during school holidays to children in low-income families	71%	70%	73%	81%	73%	62%	69%	75%	73%	70%	72%	69%

Q2 Looking at the below statements which have been made by others, please let us know to what extent you agree or disagree with each statement.

(Base: All Adults; n=1,006)

02

School Books

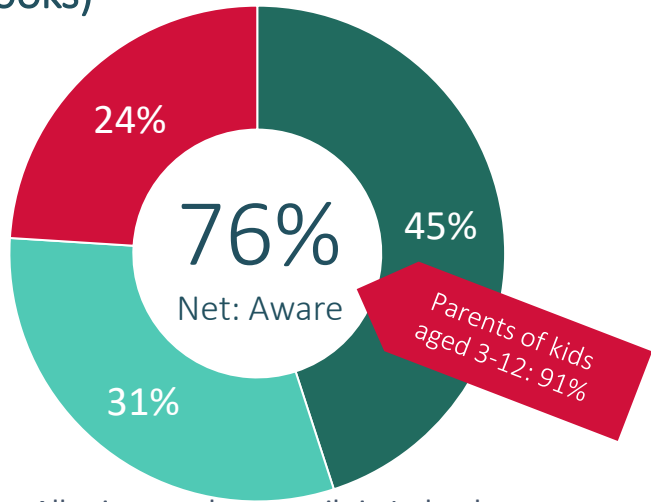




High awareness for the government scheme for primary school books, particularly among parents

Most believe this should be extended to all secondary school students, and that the initiative is impactful at reducing back-to-school costs

Awareness of Government Initiative (Books)

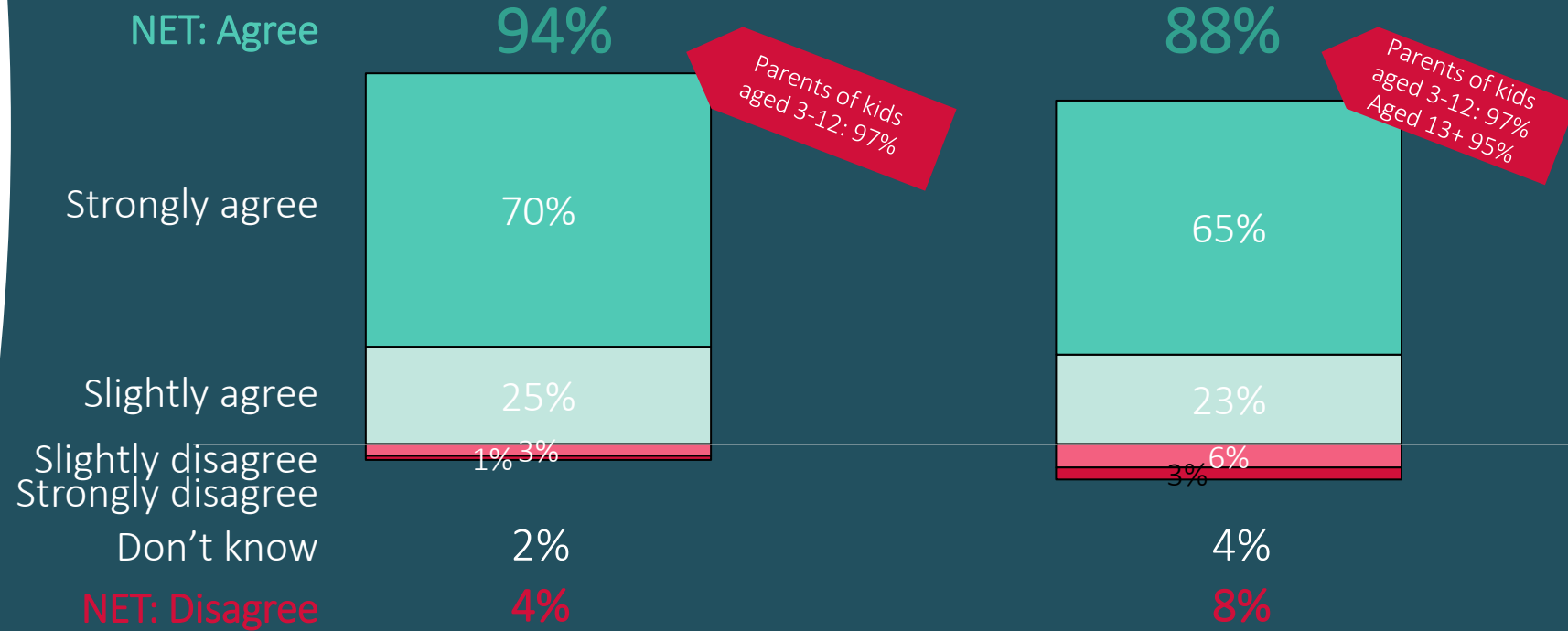


All primary school pupils in Ireland are now entitled to free schoolbooks

■ Fully Aware ■ I have heard of this ■ Unaware

Providing free schoolbooks is an effective way of alleviating the pressure of back-to-school costs for families

School books should be free for all secondary school students



Note: Agreement consistently high across demographics

Support for free schoolbooks is consistently high across all demos.

Views on free schoolbooks x demographics (NET Agree)

	Total (n=1006)	Gender		Age			Dependant children		Social Grade		Area	
		Male (n=469)	Female (n=534)	18-34 (n=256)	35-54 (n=390)	55+ (n=360)	None (n=648)	Any (n=352)	ABC1 (n=483)	C2DE (n=499)	Urban (n=737)	Rural (n=268)
Providing free schoolbooks is an effective way of alleviating the pressure of back-to-school costs for families	94%	92%	96%	90%	96%	96%	94%	96%	95%	95%	95%	93%
School books should be free for all secondary school students	88%	84%	91%	87%	91%	85%	85%	94%	89%	88%	88%	87%

Q2 Looking at the below statements which have been made by others, please let us know to what extent you agree or disagree with each statement.

(Base: All Adults; n=1,006)

03

Budget 2025 Supports

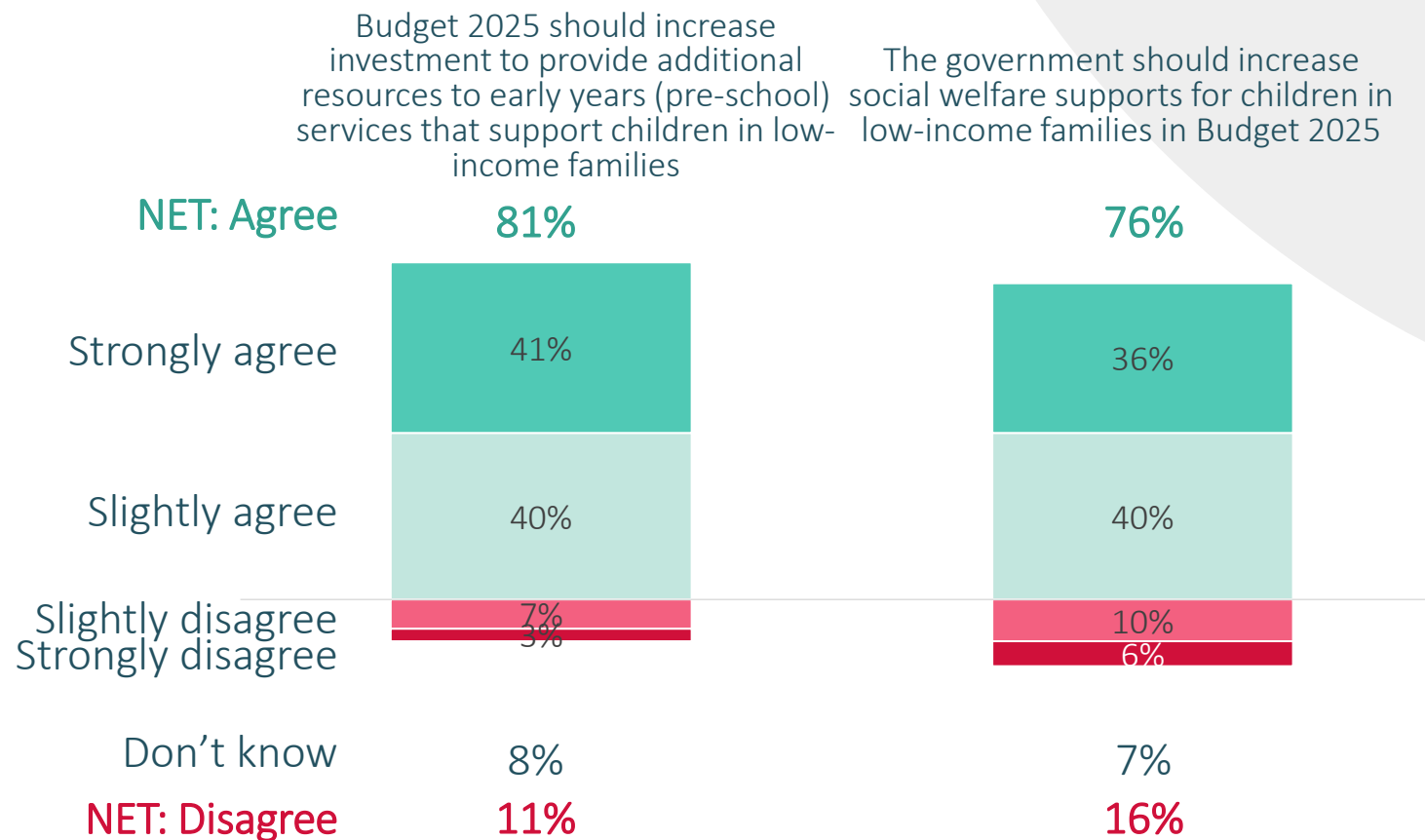


Strong agreement that additional supports should be provided to low-income families in the upcoming budget

Majority are in favour of additional resources for pre-school aged children, and that social welfare supports for low-income families should be increased.



Attitudes Towards Budget 2025 I



Q3 Please let us know to what extent you agree or disagree with the following statements which others have made

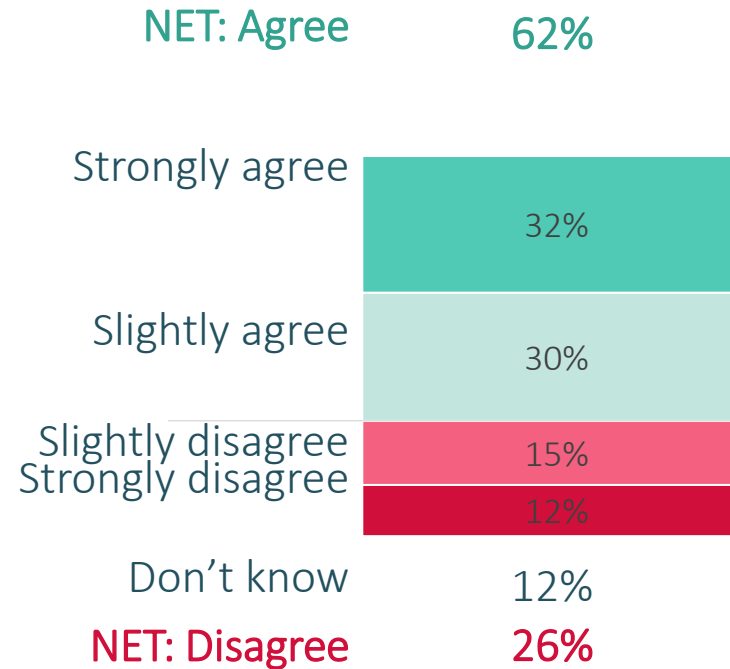
(Base: All Adults; n=1,006)



Most favour increasing support for low-income families over increasing universal child benefit payment

Attitudes Towards Budget 2025 II

The government should increase social welfare support to children in low-income families instead of increasing the universal child benefit payment



Q3 Please let us know to what extent you agree or disagree with the following statements which others have made

(Base: All Adults; n=1,006)

Most demos see additional resources for low-income families as favourable



Views on budget and social welfare spending x demographics (NET Agree)

	Total (n=1006)	Age			Dependant children	
		18-34 (n=256)	35-54 (n=390)	55+ (n=360)	None (n=648)	Any (n=352)
Budget 2025 should increase investment to provide additional resources to early years (pre-school) services that support children in low-income families	81%	84%	76%	85%	82%	80%
The government should increase social welfare supports for children in low-income families in Budget 2025	76%	80%	71%	79%	78%	73%

Q3 Please let us know to what extent you agree or disagree with the following statements which others have made

Note no significant difference on other demographics

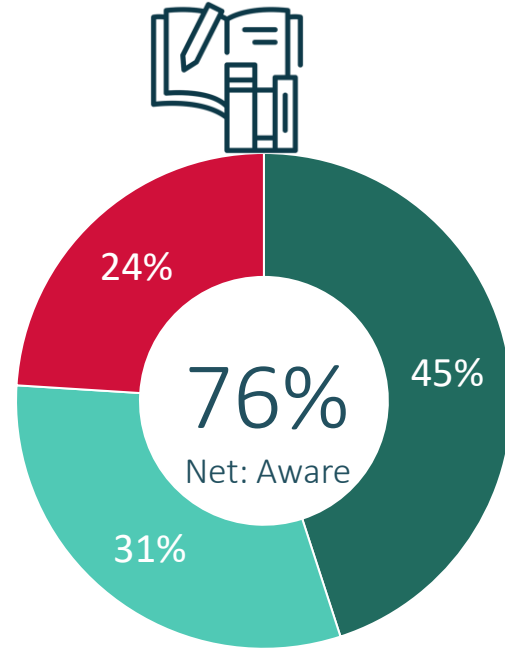
(Base: All Adults; n=1,006)



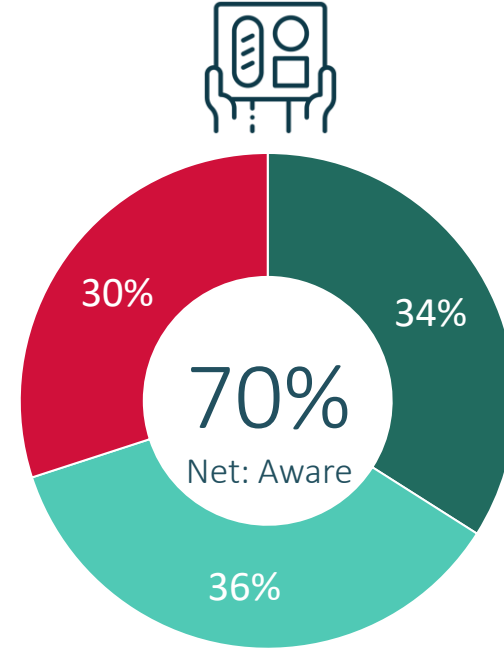
04

Appendix

Awareness of government initiatives around young children



All primary school pupils in Ireland are now entitled to free schoolbooks



All primary school pupils in Ireland are now entitled to free hot school meals

■ Fully Aware ■ I have heard of this ■ Unaware

Q1. Which of the following government initiatives, if any, were you aware of before today?

Base: All Adults 18+ (n=1006)

Awareness of government initiatives around young children



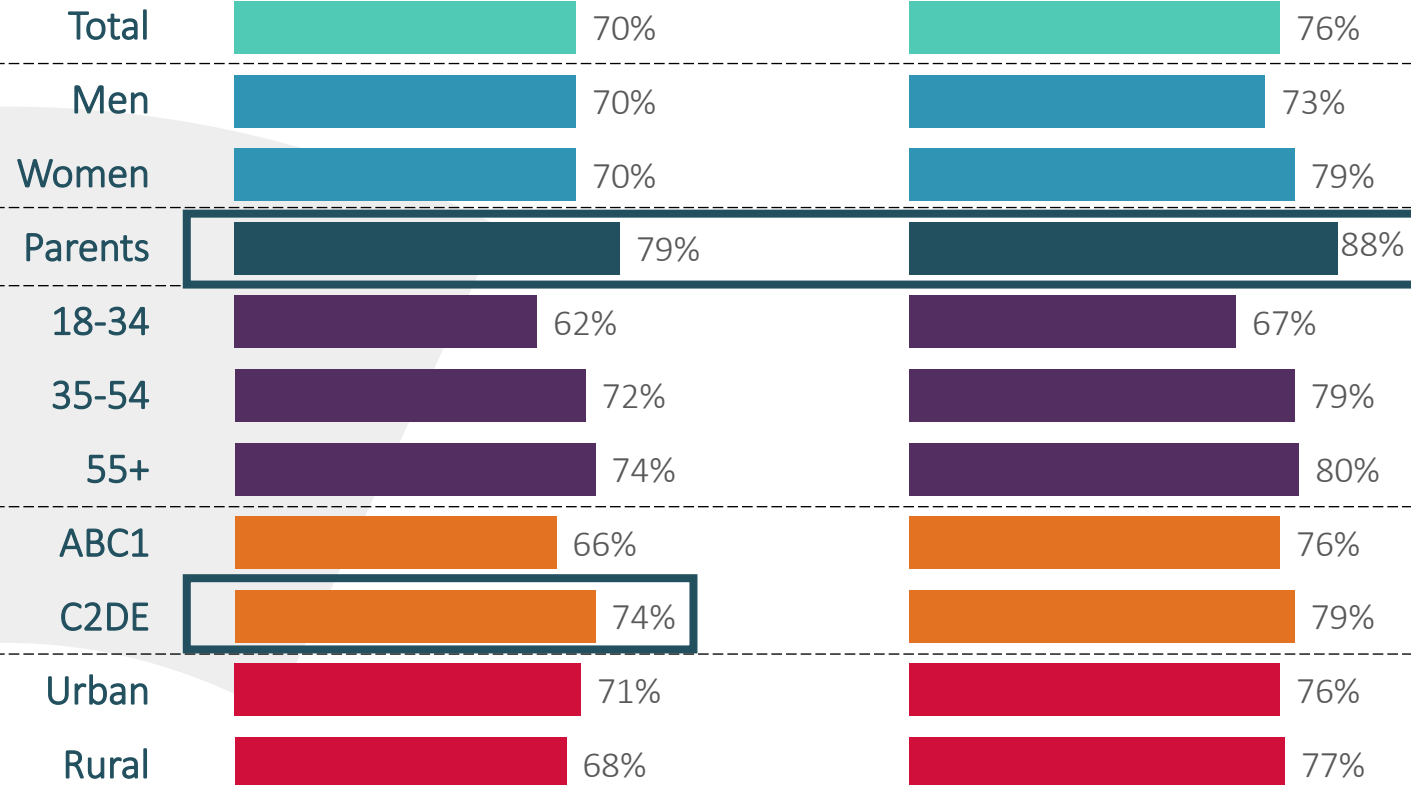
Awareness of Government Initiatives around young children (Net: Aware)



All primary school pupils in Ireland are now entitled to free hot school meals



All primary school pupils in Ireland are now entitled to free schoolbooks



Q1. Which of the following government initiatives, if any, were you aware of before today?

Base: All Adults 18+ (n=1006)



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