



The Business Post

General Election Opinion Poll

May 2020



Methodology and Weighting

- / RED C interviewed a random sample of 1019 adults aged 18+ online between Thursday 23rd and Wednesday 29th April.
- / A online approach was used, among our bespoke online panel RED C Live.
- / Interviews are conducted across the country and the results weighted to the profile of all adults.
- / Panellists were chosen at random to complete the poll, with quotas set and weights allocated on age, gender, class and region to ensure a nationally representative sample.
- / A further past vote weighting is included that weights to first preference votes stated support for parties among panellists to the actual results of General Election 2020.
- / In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

REDC LIVE

RED C have the highest online research quality standards in the industry

Sample is drawn by RED C's own online panel, RED C Live, that consists of **over 40,000 participants**, recruited from online and offline means.

RED C are proud to have such a high quality resource in the market place

- ✓ Unlike most generic panels, our panellist are given **fair reward** for their time helping to ensure the highest levels of engagement and quality of response across our surveys.
- ✓ The RED C Live panel is **fully owned** by RED C. This ensures that panel members are not over-interviewed, enabling us to provide the highest quality standards to our clients.
- ✓ RED C Live has proven to hold **higher numbers of difficult to reach** sample profiles including those aged 65+ and 17-24 year olds vs. leading panel providers.



Pre-Screening

All respondents are pre-screened and invited to take part in the survey based on the information held on them in the panel.



Invites

Panelists are recruited for surveys a maximum of 3 times per month for ad hoc projects and once every 3 months for tracker surveys.



Fair Reward

We pay respondents €1 for every 5 minutes of survey completion, much higher than the market rate



Logic Traps

We have inbuilt logic questions and failures at these questions are rejected.



Time Delays

All surveys have in-built time delays from the appearance of questions to the presentation of response options.

The Move to Online Polling

RED C were delighted with the accuracy of our polling for the Business Post at the recent General Election 2020. The accuracy of our polls underlines the quality of our offering.

During the campaign we actually conducted 4 polls in total, two that were run on our telephone omnibus and published in the Business Post on the 26th January and the 2nd February, while we also conducted two further polls online using our RED Line omnibus service.

The online polls were run in order to for us to test how accurately we could predict the result of the Election using an online approach, which is very commonly used in other countries such as the UK.

The results of these online polling tests were also highly successful, with an average error of 0.80%, at a similar level to the exit poll which had 5000 interviews conducted on the day.

These results back up the quality credentials both of the RED C Live online panel generally, and also of the RED C sampling and quality control team tasked with ensuring we reach a representative sample through that panel.

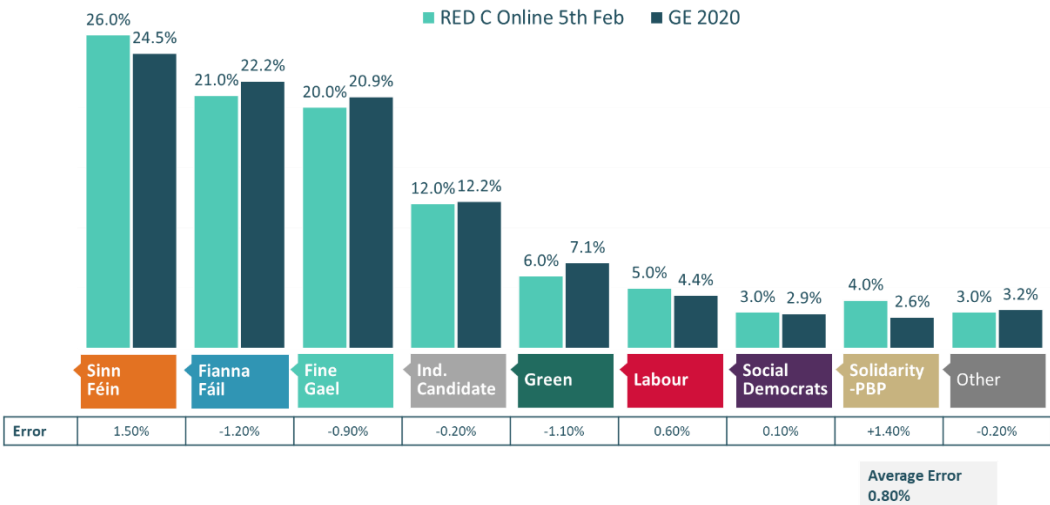
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

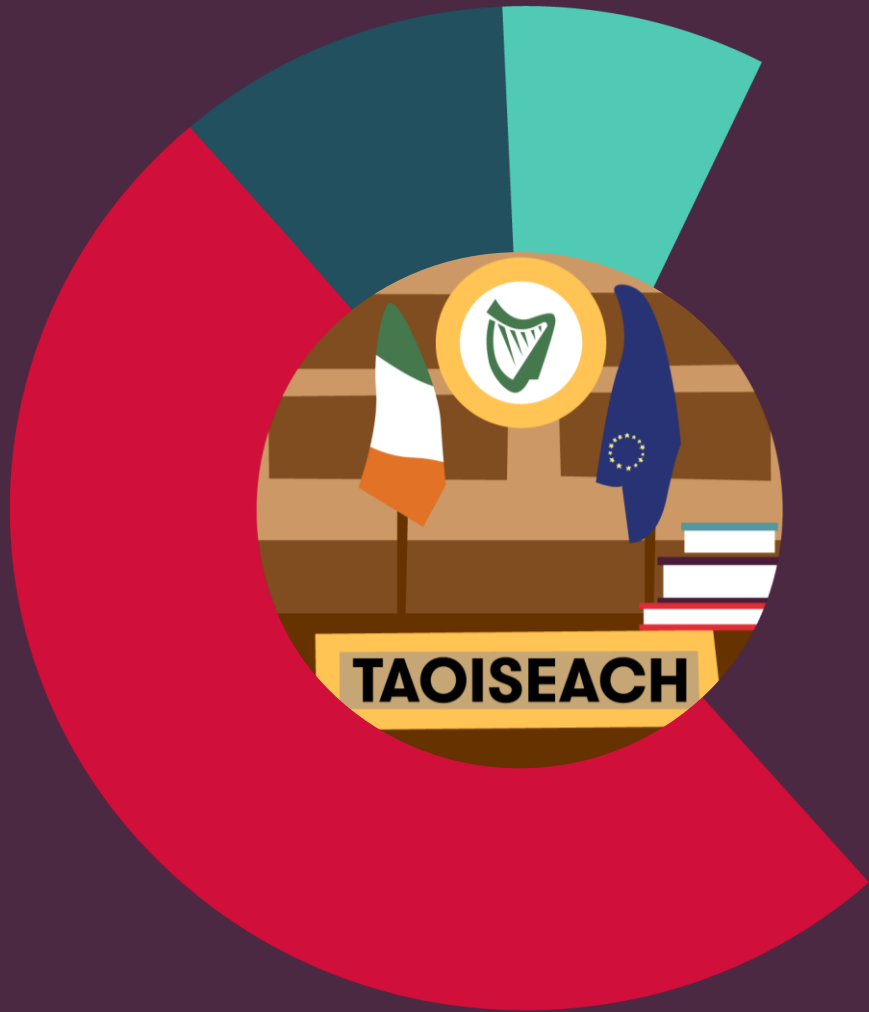
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.

Final Online Poll Test During GE 2020

First Preference Vote Intention – RED C 5th Feb vs. Result

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)
(Base: All adults 18+ who will vote)



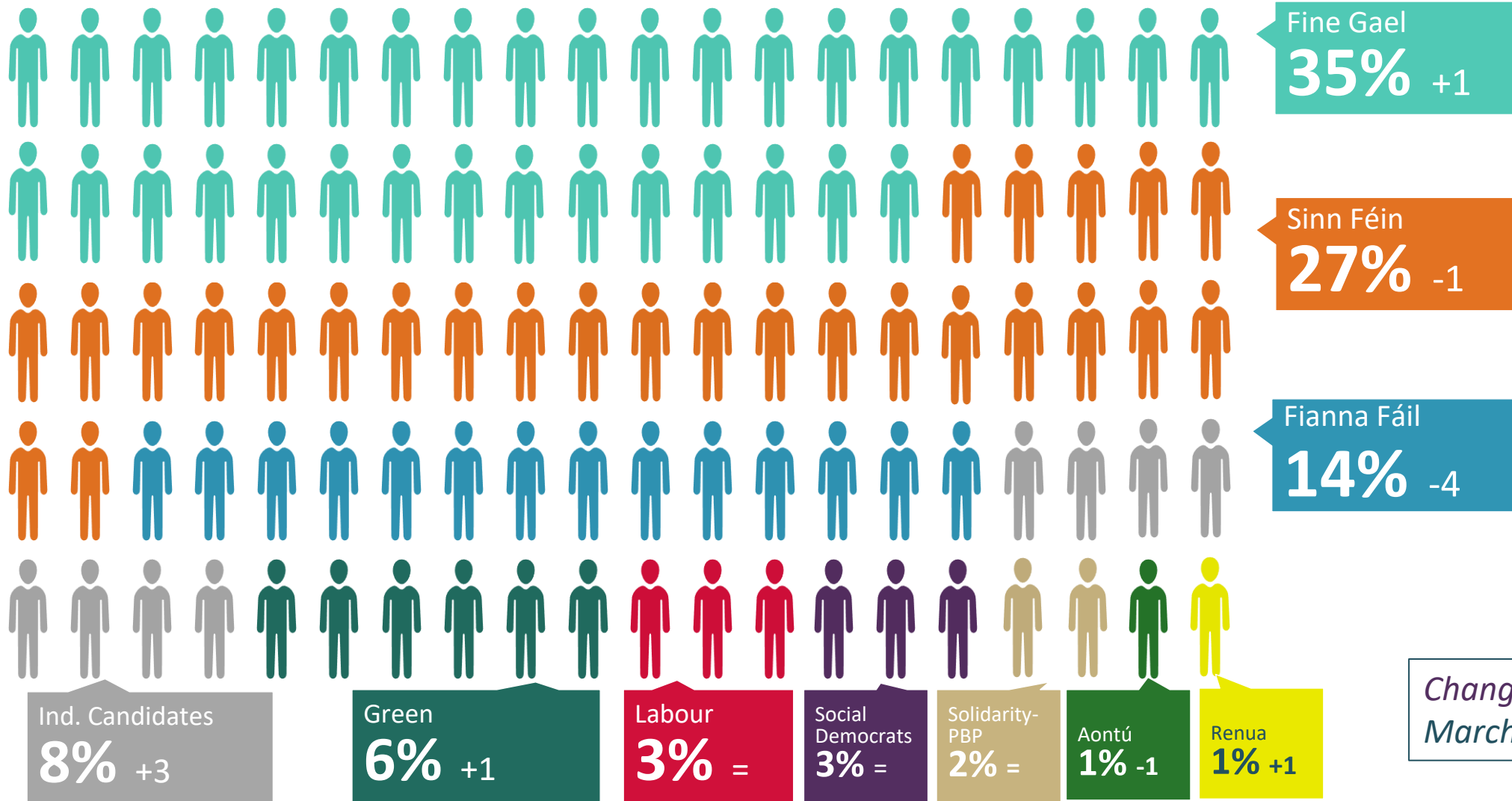


General Election

First Preference Vote Intention – 3rd May 2020

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)



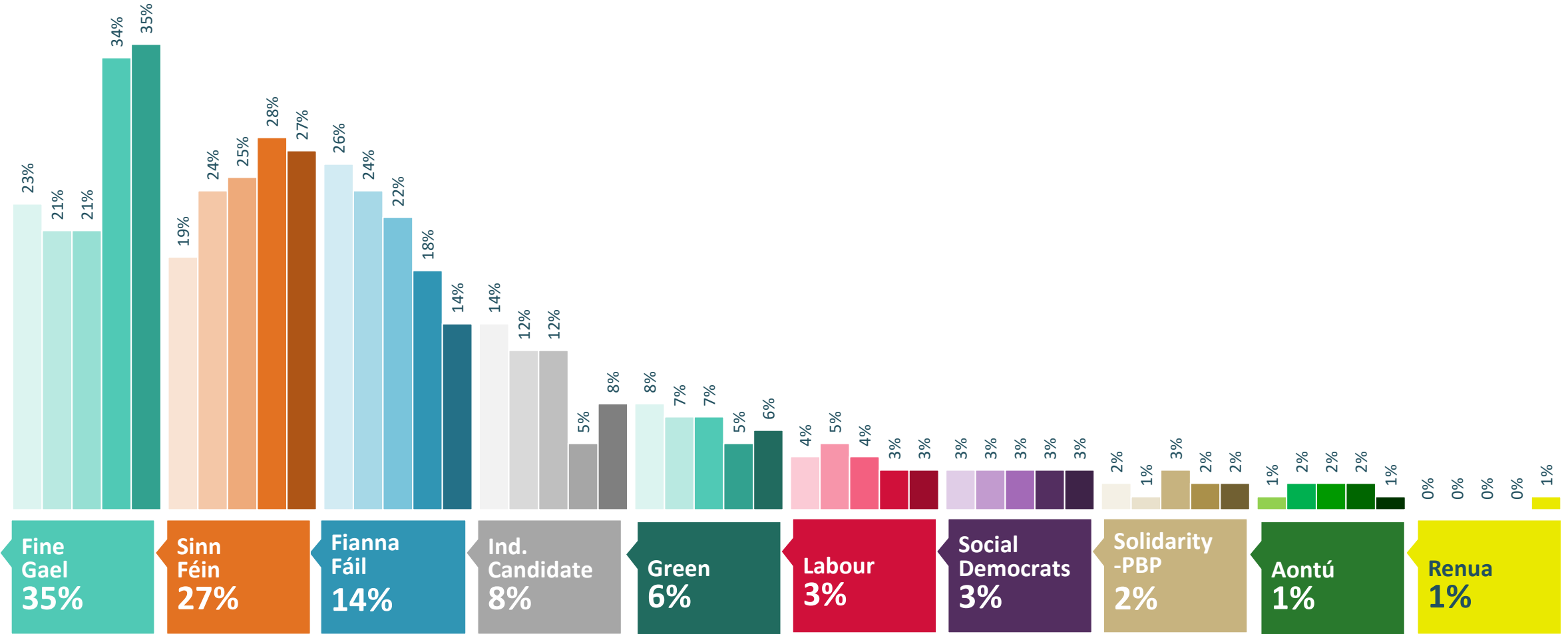
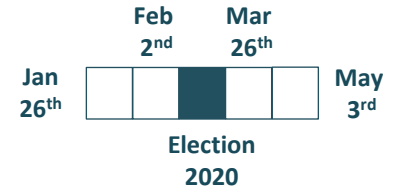
Undecided Voters
12%

Change since
March 2020

First Preference Vote Intention – 3rd May 2020

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)



Undecided Voters
12%

Other Parties
0%

Party 1st Preference Vote Intention X Demographics

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

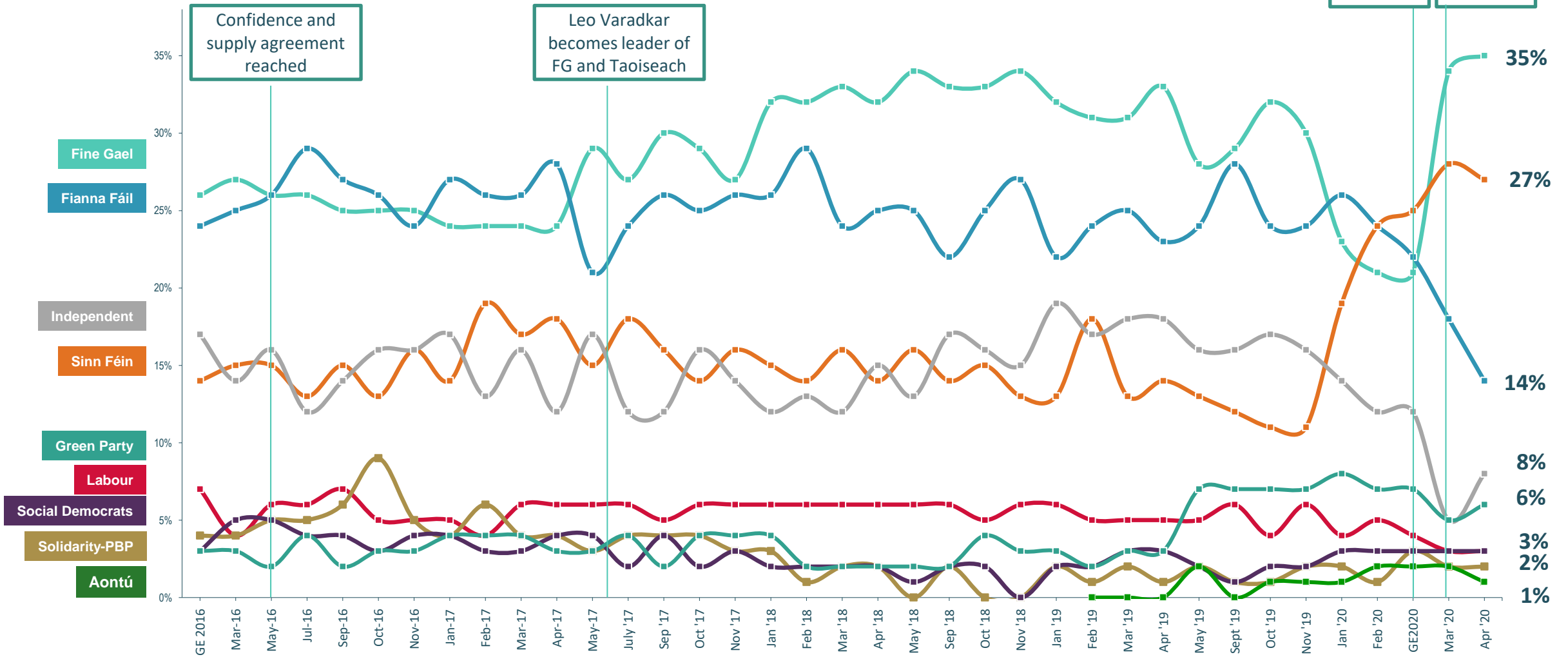
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

May 2020	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fine Gael	35%	33%	36%	31%	33%	40%	41%	25%	40%	33%	27%	42%
Sinn Féin	27%	26%	29%	28%	34%	20%	18%	40%	25%	31%	26%	27%
Fianna Fáil	14%	15%	14%	12%	11%	18%	13%	14%	8%	17%	19%	11%
Independents	8%	8%	8%	7%	8%	9%	5%	11%	7%	6%	11%	10%
The Green Party	6%	6%	6%	10%	5%	4%	9%	2%	9%	2%	7%	3%
Labour	3%	4%	1%	3%	3%	3%	4%	3%	4%	4%	3%	-
Social Democrats	3%	3%	3%	6%	3%	2%	5%	2%	2%	5%	2%	4%
Solidarity - People Before Profit	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	3%	1%
Aontú	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%
Renua	1%	1%	-	-	1%	1%	1%	-	2%	-	1%	-

First Preference Vote Intention – Since GE 2016

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

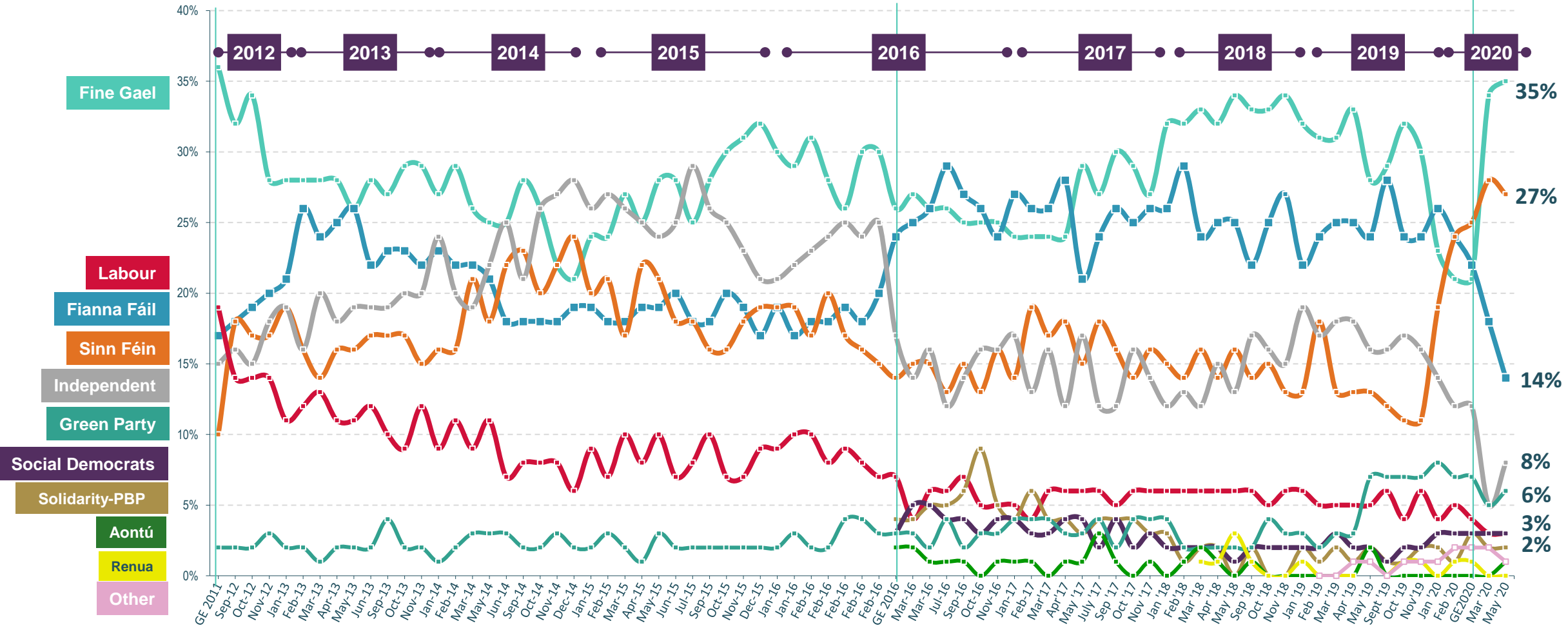
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2012-2020

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

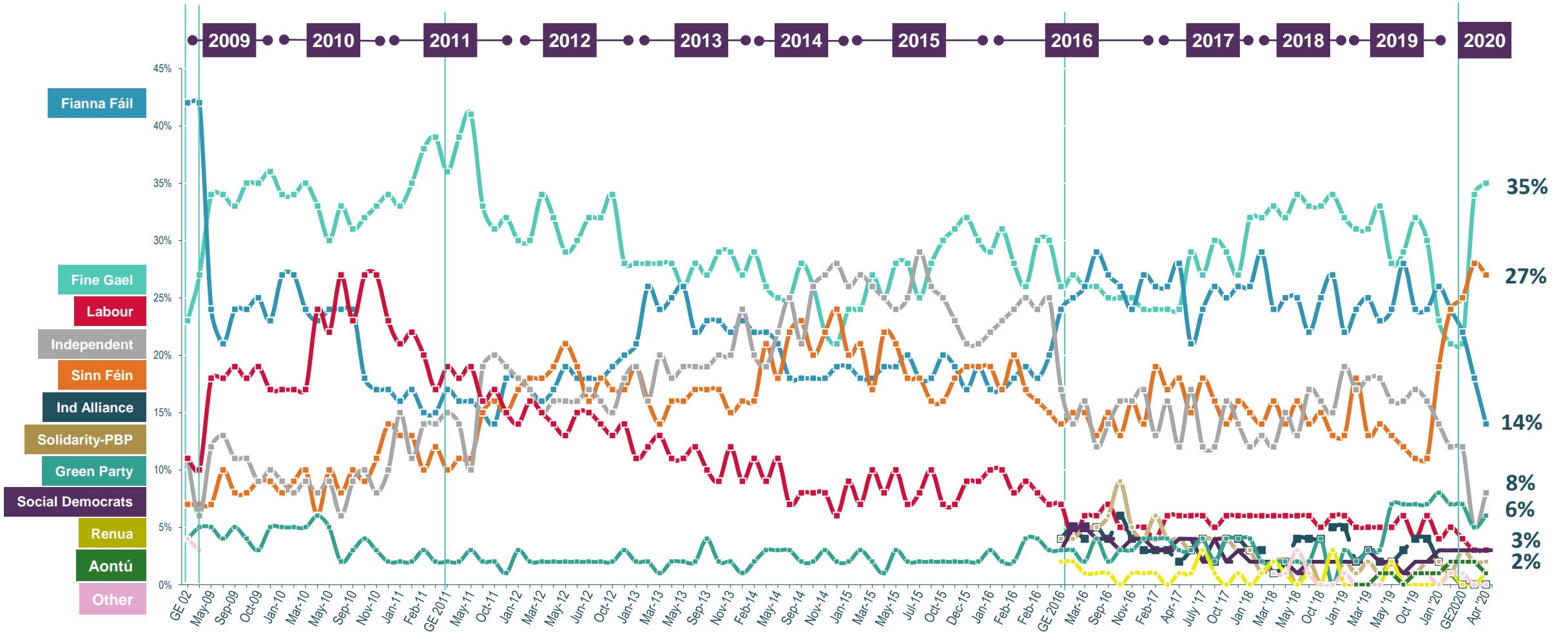


Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

First Preference Vote Intention – 2009 to 2020

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)



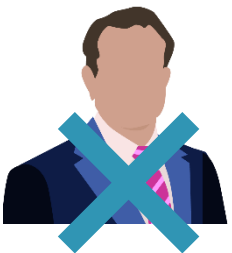
Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately



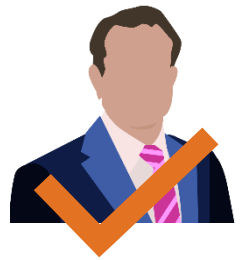
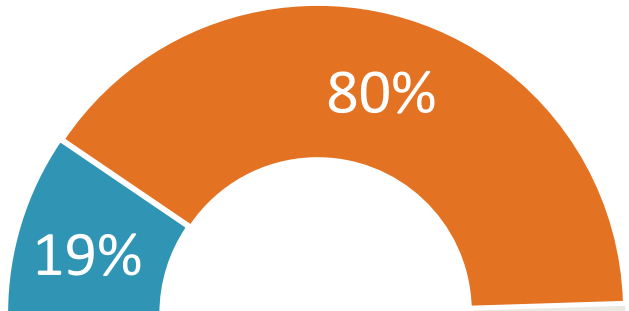
Covid-19

Attitudes Towards Covid-19 Situations

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Corona Virus outbreak and of possible government formations. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?



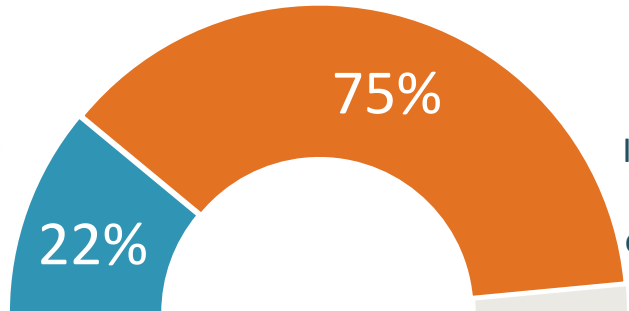
The government has done a **bad job** handling the Covid 19 crisis



The government has done a **good job** handling the Covid 19 crisis



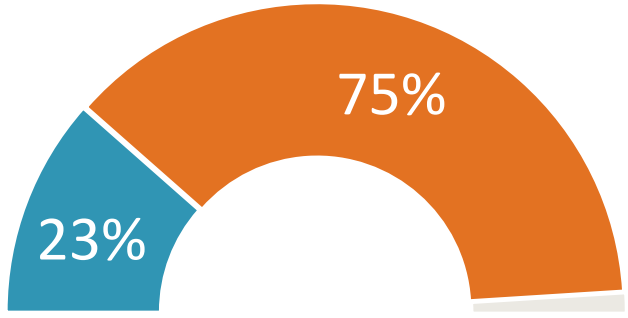
I want to see the lockdown **lifted** now



I would be happy a **further extension** of the lockdown to be safe



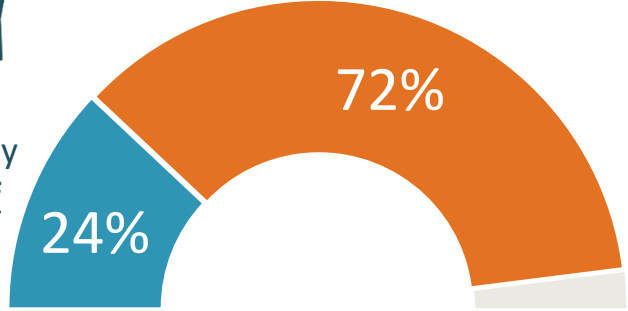
The **economic impact** of the lockdown is more important now than health concerns



Health concerns are more important than the economic impact of the lockdown



Most people I know have already started **easing off** social distancing restrictions



Most people I know are **strictly abiding** by social distancing

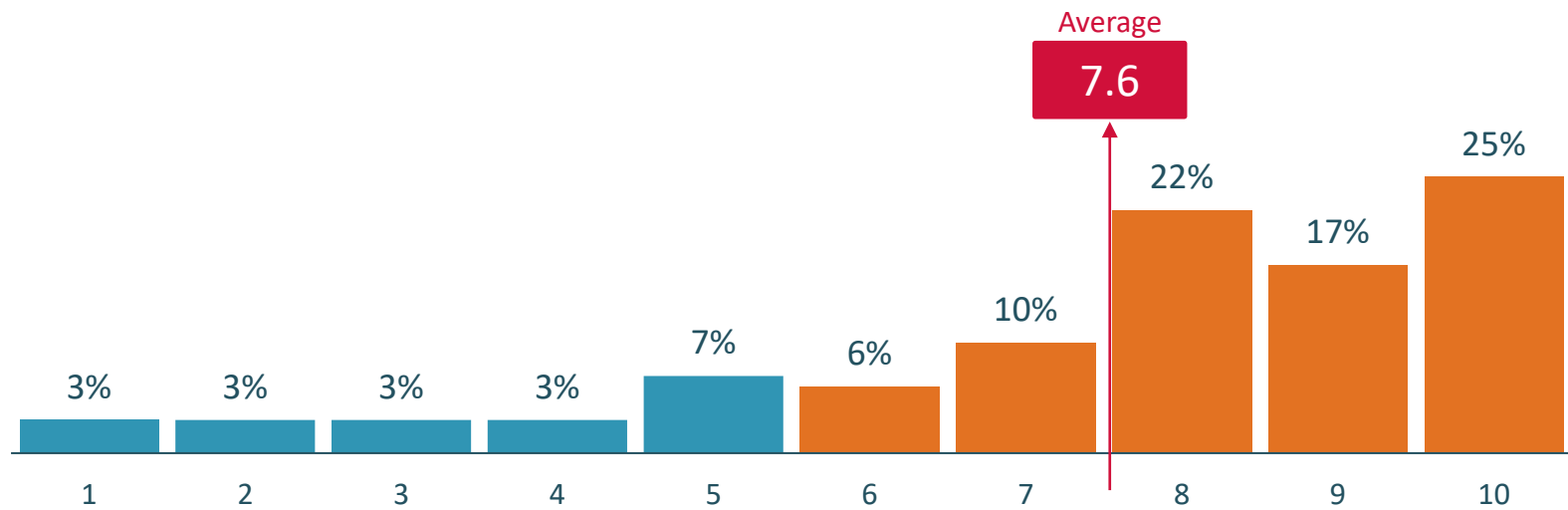
Attitude towards Governments handling of Covid 19 Crisis

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Corona Virus outbreak and of possible government formations. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

19%

The government has done a **bad job** handling the Covid 19 crisis

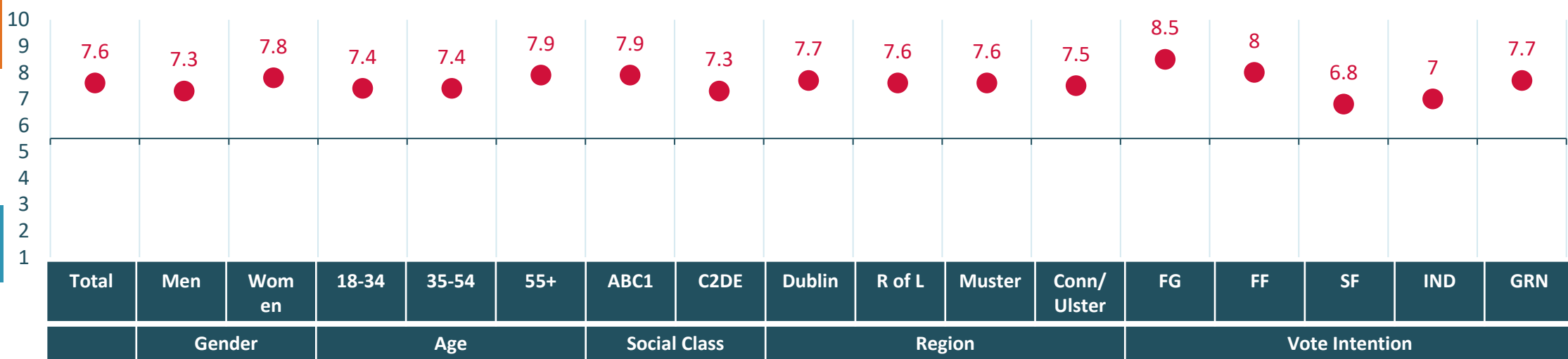


80%

The government has done a **good job** handling the Covid 19 crisis

Further Extension

Lockdown Lifted



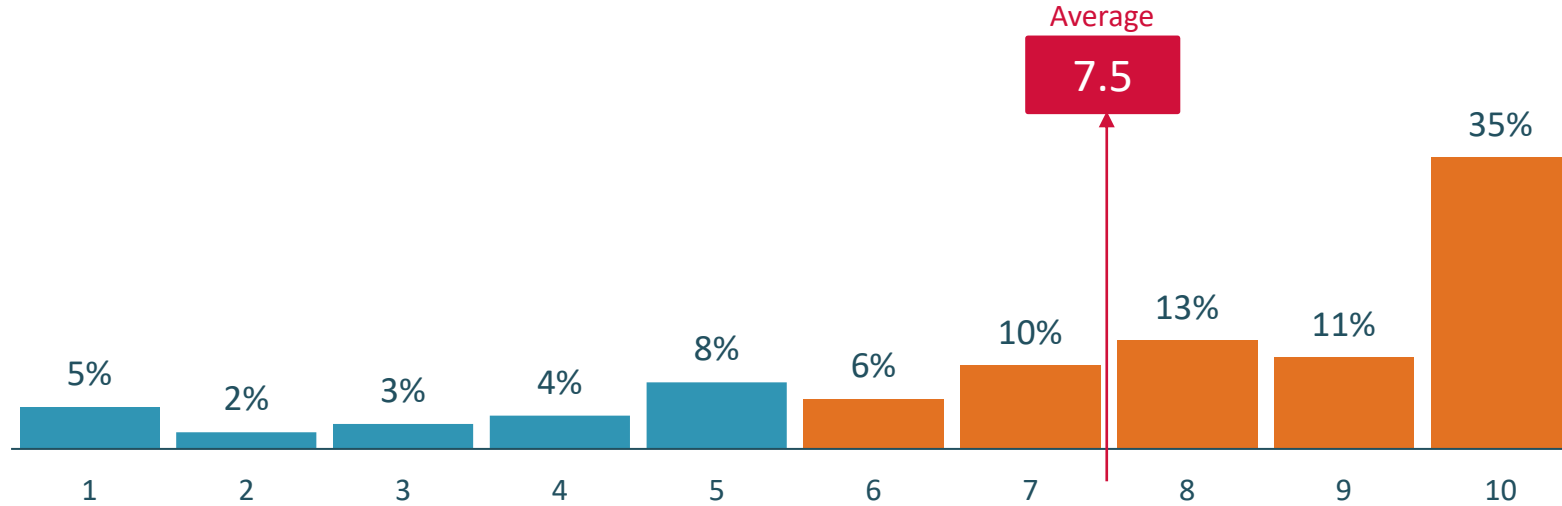
Attitude Towards Lockdown Restrictions being Lifted

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Corona Virus outbreak and of possible government formations. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

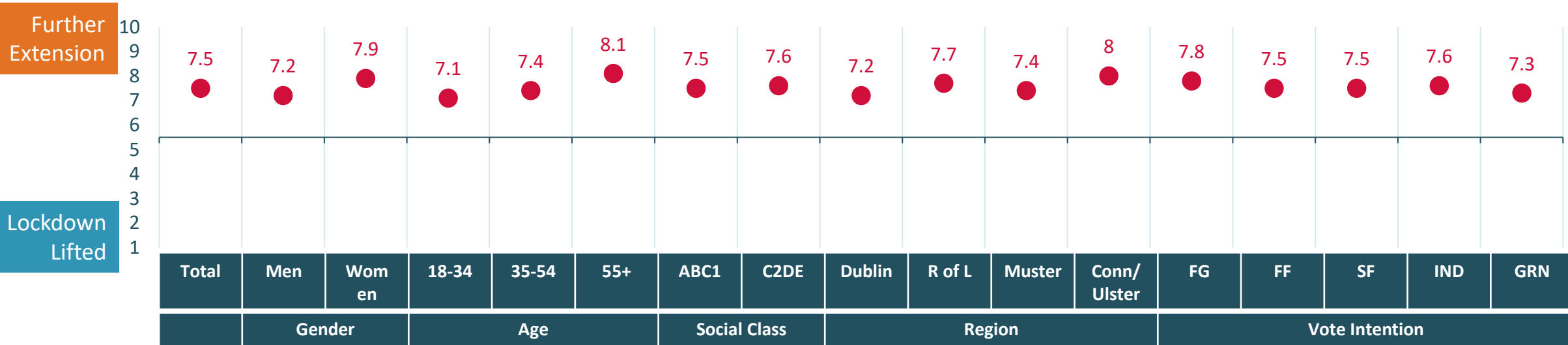
22%

I want to see the lockdown **lifted** now



75%

I would be happy a **further extension** of the lockdown to be safe



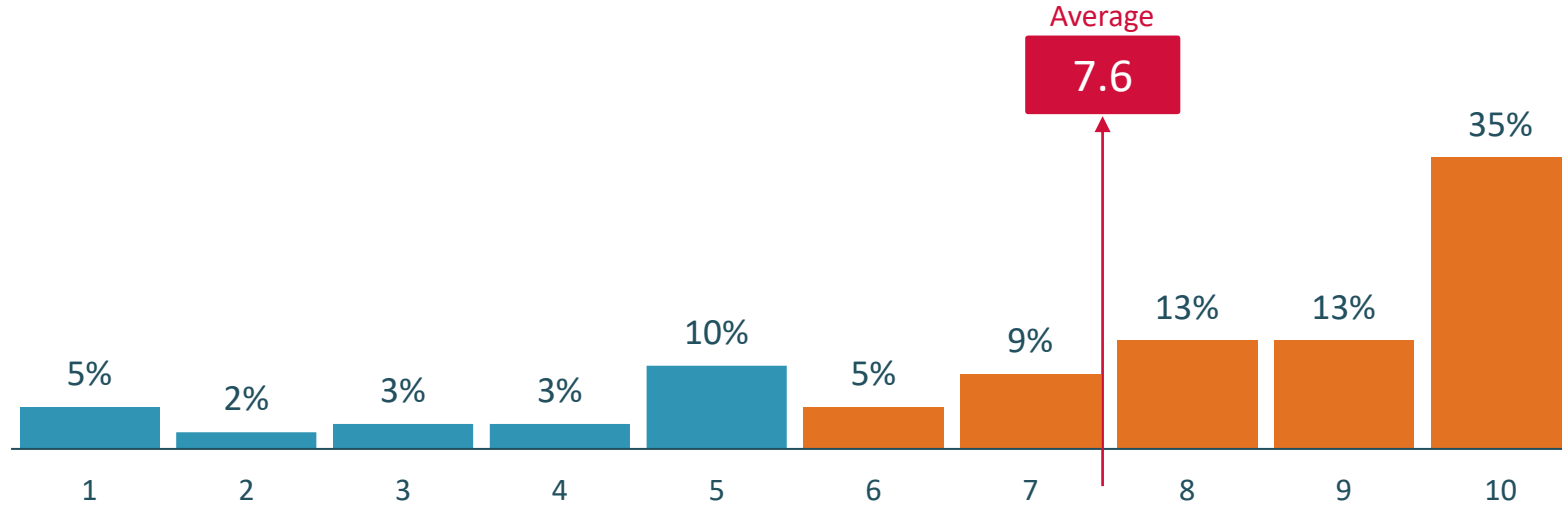
Attitude Towards Priority being Economic Impact vs. Health Concerns

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Corona Virus outbreak and of possible government formations. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

23%

The **economic impact** of the lockdown is more important now than health concerns

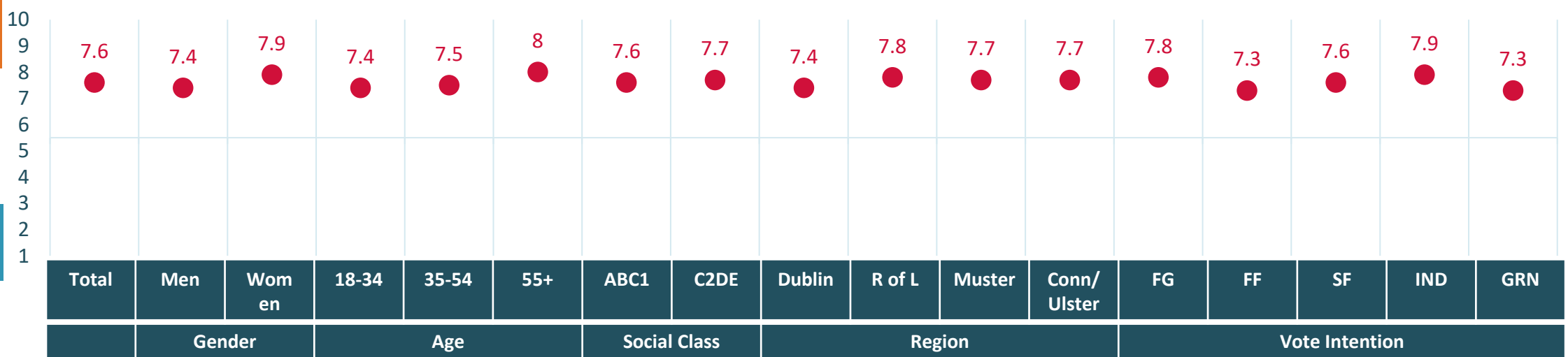


75%

Health concerns are more important than the economic impact of the lockdown

Further Extension

Lockdown Lifted

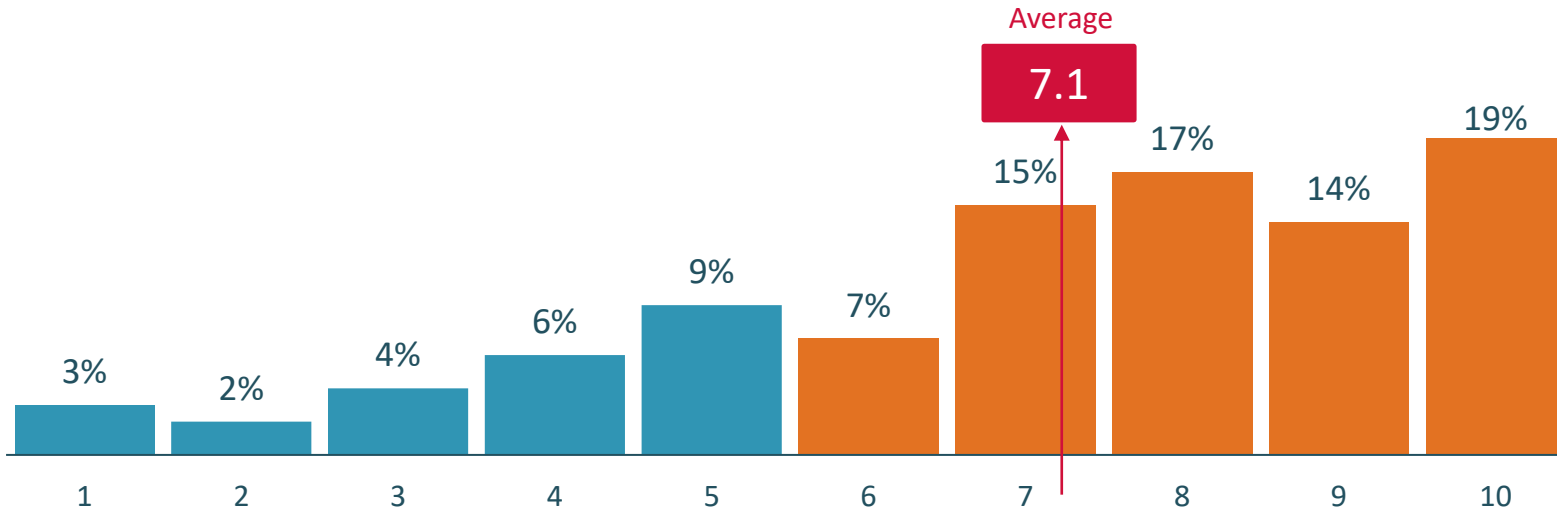


Abiding By or Flouting Restrictions at the Present Time

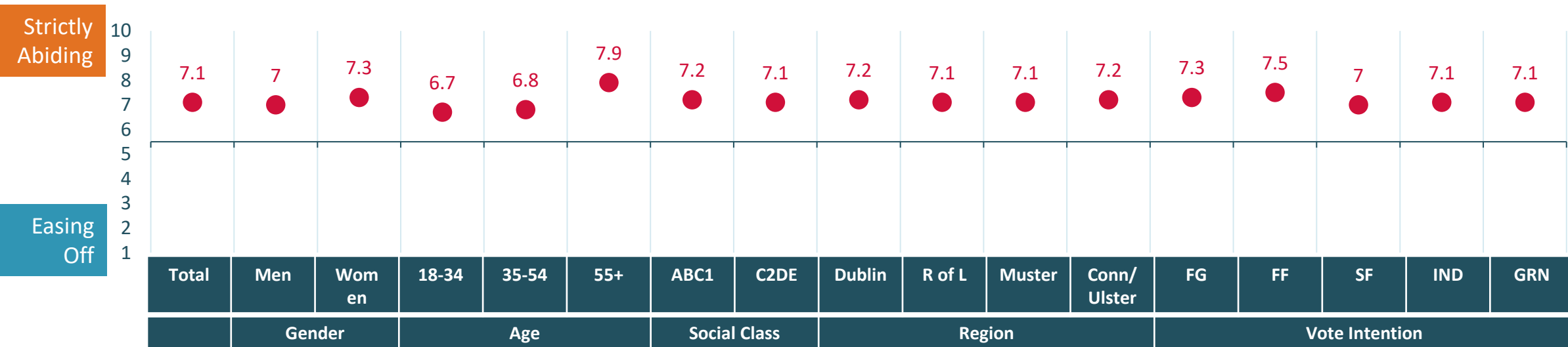
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(Base: All adults 18+)

24%
Most people I know have already started **easing off** social distancing restrictions



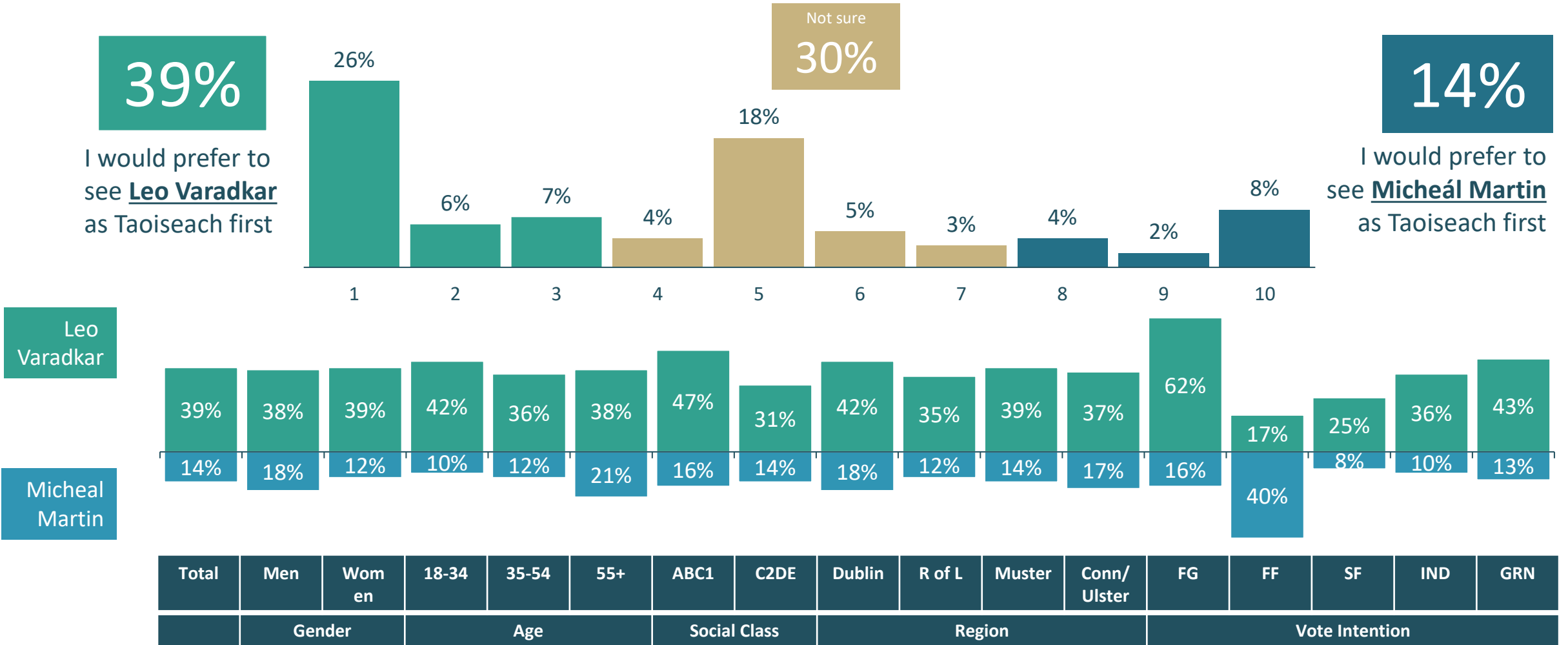
72%
Most people I know are **strictly abiding** by social distancing



Preferred First Taoiseach in a Government Formed By FF and FG

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Corona Virus outbreak and of possible government formations. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)



**THANK
YOU**

REDC