Opinion Poll Report
January 2021

JN. 493621

Methodology and Weighting

- RED C interviewed a random sample of **1000** adults aged 18+ online between Thursday 21st and Thursday 28th January

- 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, region, education level & working status to ensure a nationally representative sample.

- A further past vote quota and weight is included that looks at how people on our panel voted at the last election (gathered at the time) and controls this to ensure it matches the actual results.

- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

REDC LIVE

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 uses a number of quota controls outside of age, gender and class, to ensure accuracy – including past vote behaviour, working status, & education.

The highest online research quality standards in the industry

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
Testing during Election 2020 shows accuracy

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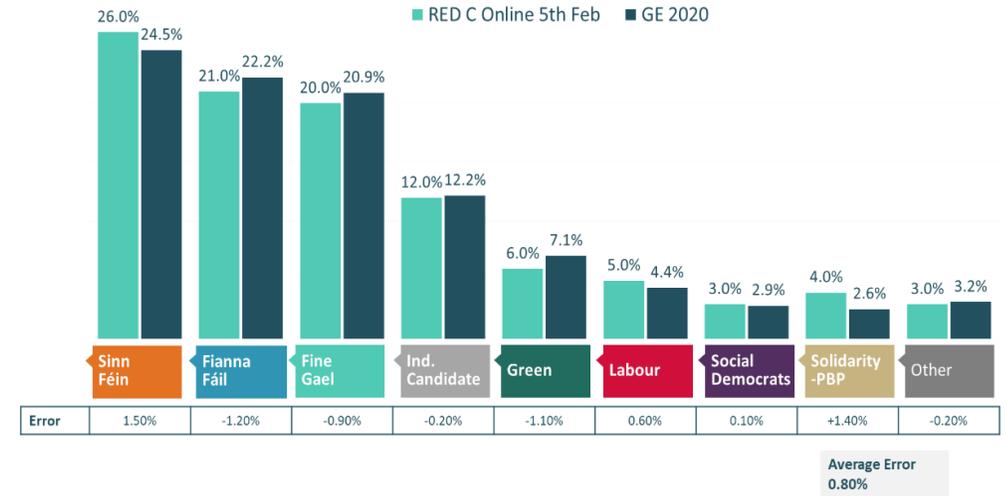
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.

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)
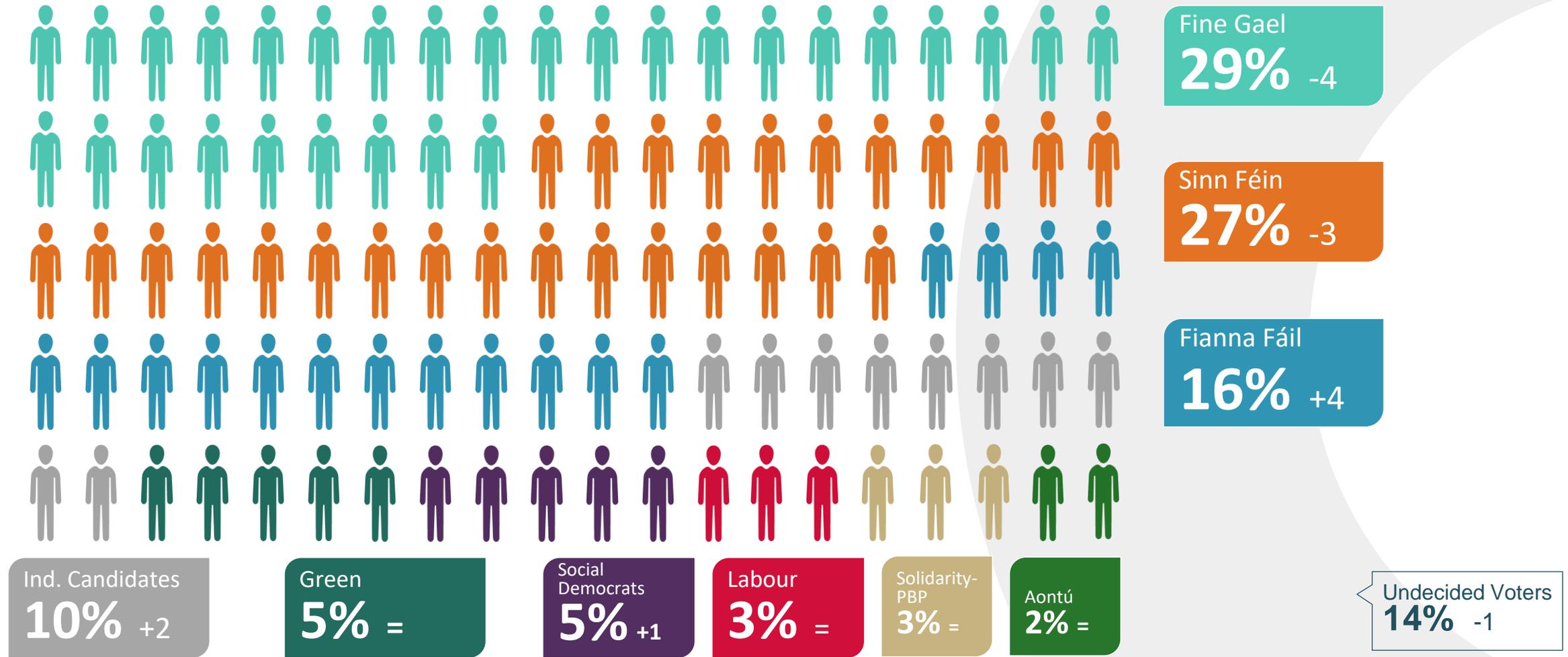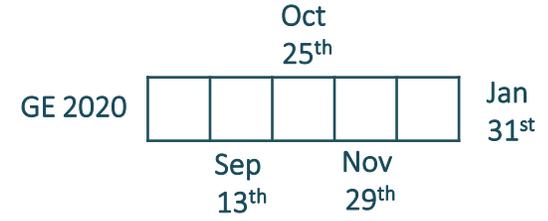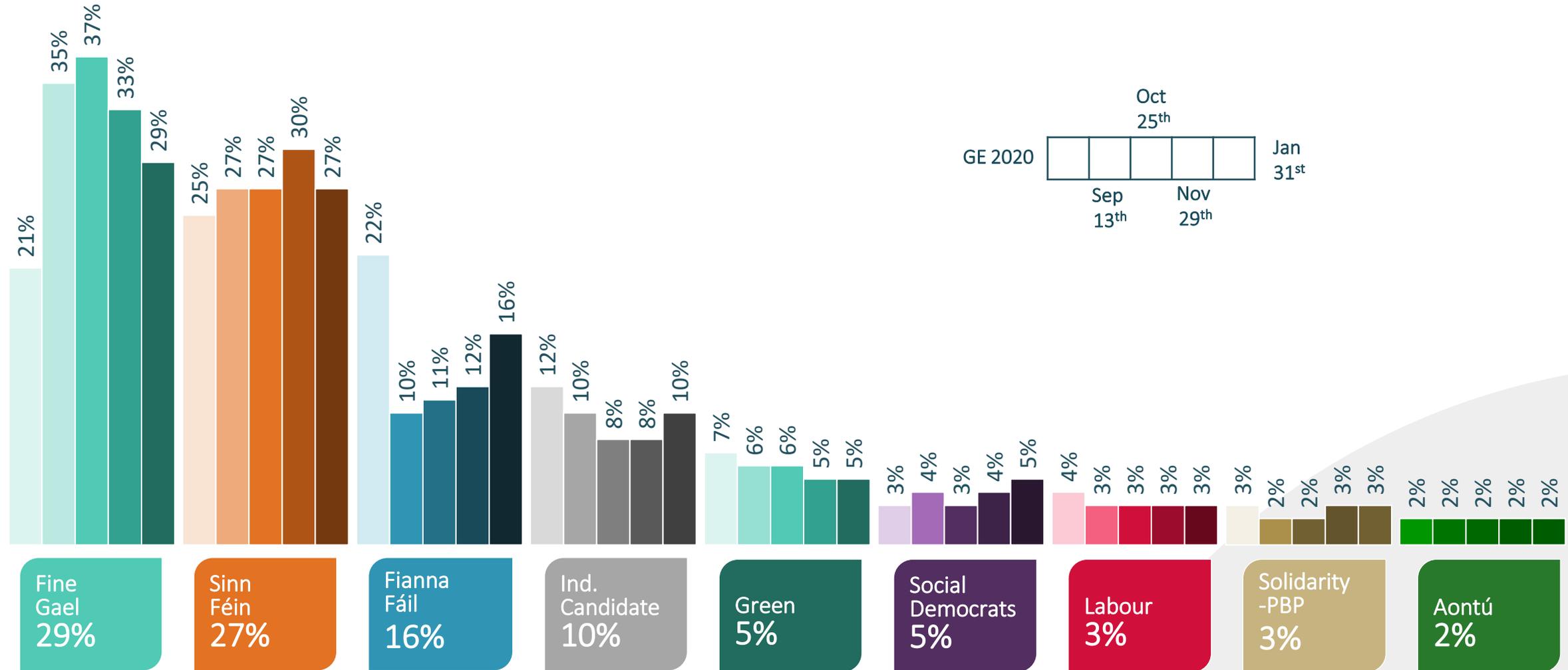*(Base: All adults 18+ who will vote)*

RED C Online 5th Feb | GE 2020

	Sinn Féin	Fianna Fáil	Fine Gael	Ind. Candidate	Green	Labour	Social Democrats	Solidarity -PBP	Other
RED C Online 5th Feb	26.0%	21.0%	20.0%	12.0%	6.0%	5.0%	3.0%	4.0%	3.0%
GE 2020	24.5%	22.2%	20.9%	12.2%	7.1%	4.4%	2.9%	2.6%	3.2%
Error	1.50%	-1.20%	-0.90%	-0.20%	-1.10%	0.60%	0.10%	+1.40%	-0.20%

Average Error 0.80%

01

Vote Intention @ General Election

First preference vote intention – 31ˢᵗ January 2021

With change vs. last poll – Nov 2020

Fine Gael
29% -4

Sinn Féin
27% -3

Fianna Fáil
16% +4

Ind. Candidates
10% +2

Green
5% =

Social Democrats
5% +1

Labour
3% =

Solidarity-PBP
3% =

Aontú
2% =

Undecided Voters
14% -1

Q. 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)

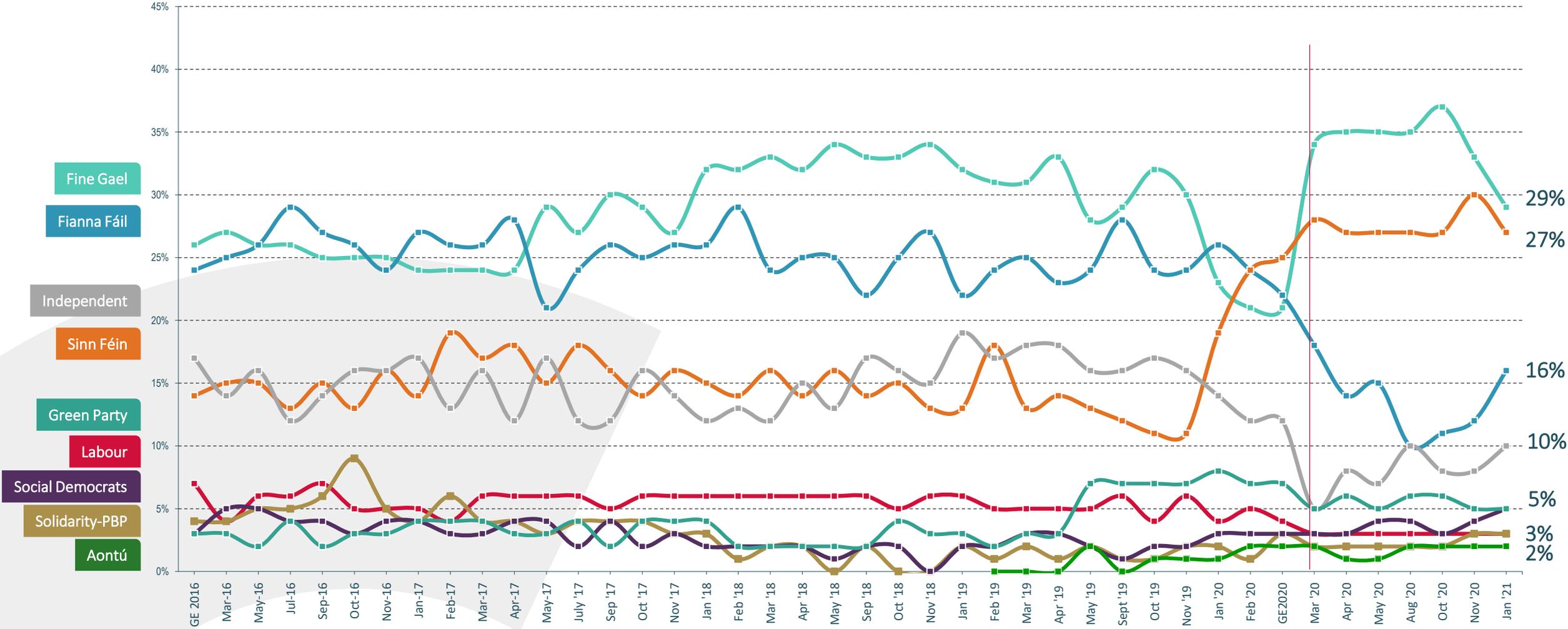(Base: All adults 18+ who will vote)

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First preference vote intention

Shown over time and vs. last General Election Results

Fine Gael 29%: 21%, 35%, 37%, 33%, 29%

Sinn Féin 27%: 25%, 27%, 27%, 30%, 27%

Fianna Fáil 16%: 22%, 10%, 11%, 12%, 16%

Ind. Candidate 10%: 12%, 10%, 8%, 8%, 10%

Green 5%: 7%, 6%, 6%, 5%, 5%

Social Democrats 5%: 3%, 4%, 3%, 4%, 5%

Labour 3%: 4%, 3%, 3%, 3%, 3%

Solidarity-PBP 3%: 3%, 2%, 2%, 3%, 3%

Aontú 2%: 2%, 2%, 2%, 2%, 2%

Legend timeline: GE 2020 — Sep 13th — Oct 25th — Nov 29th — Jan 31st

Q. 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)
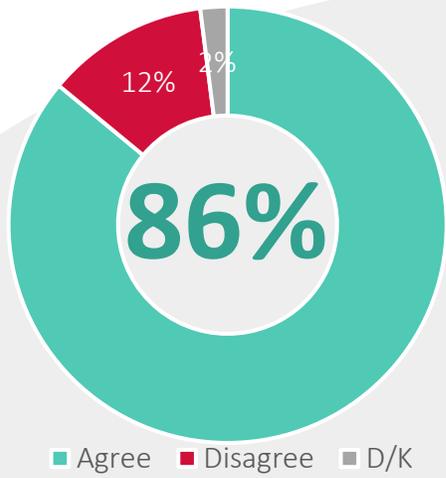
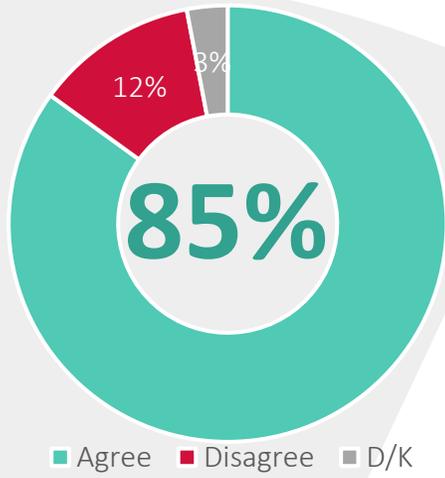# First preference vote intention x demographics

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

29th November 2020	Total	Gender		Age			Social Class		Region			
		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fine Gael	29%	30%	29%	23%	25%	38%	34%	23%	29%	37%	19%	34%
Sinn Féin	27%	25%	28%	31%	32%	19%	22%	34%	23%	23%	31%	31%
Fianna Fáil	16%	17%	14%	15%	12%	20%	16%	14%	15%	17%	18%	12%
An Independent Candidate	10%	8%	13%	6%	14%	10%	7%	13%	9%	6%	14%	12%
Green Party	5%	6%	5%	7%	6%	3%	6%	4%	7%	4%	6%	3%
Social Democrats	5%	5%	5%	10%	4%	2%	7%	4%	6%	5%	4%	4%
Labour Party	3%	3%	2%	1%	3%	4%	2%	4%	4%	3%	3%	0
Solidarity/ People Before Profit (including Rise)	3%	3%	2%	5%	2%	2%	3%	3%	4%	3%	2%	2%
Aontú	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	3%	2%

(Base: All adults 18+ who will vote)

Q. 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)

First preference vote intention – since GE 2016

Fine Gael
Fianna Fáil

Independent

Sinn Féin

Green Party
Labour
Social Democrats
Solidarity-PBP
Aontú

29%
27%

16%

10%

5%
3%
2%

Q. 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)

8

First preference vote intention – 2005 to 2020

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

Q. 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)

02

Voter Attitudes

Voter Attitudes Towards Vaccines for COVID-19
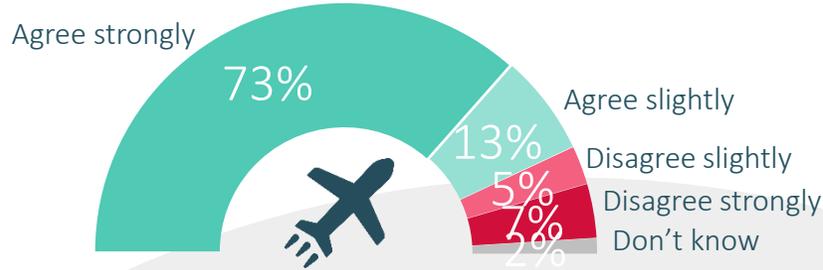
People travelling to Ireland should have to quarantine in a hotel at their own expense for 14 days (as happens in Australia) to reduce the risk of Covid-transmission

86%

12% · 2%

■ Agree ■ Disagree ■ D/K

I would take the current and new Covid vaccines, if they are shown to be safe and effective

85%

12% · 3%

■ Agree ■ Disagree ■ D/K

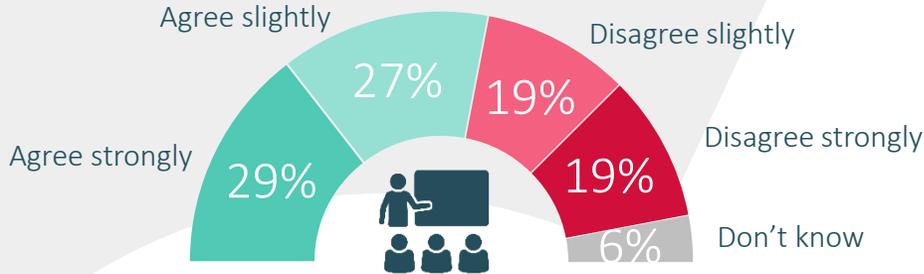Pubs and restaurants should not be re-opened until most of the population have been vaccinated

70%

26% · 4%

■ Agree ■ Disagree ■ D/K

Schools should re-open in February if cases continue to decline at the current rates

56%

38% · 6%

■ Agree ■ Disagree ■ D/K

The government is doing a good job at rolling out vaccines as quickly as possible

46%

47% · 7%

■ Agree ■ Disagree ■ D/K
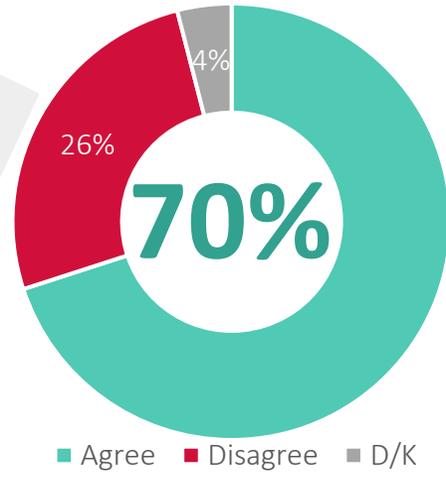
(Base: All adults 18+ who will vote)

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news

Voter Attitudes Towards Vaccines and Rules

Measured on a 5 point scale.

People travelling to Ireland should have to quarantine in a hotel at their own expense for 14 days (as happens in Australia) to reduce the risk of Covid-transmission

NET AGREE **86%**

NET DISAGREE **12%**

Agree strongly

73%

Agree slightly
13%

Disagree slightly
5%

Disagree strongly
7%

Don't know
2%

I would take the current and new Covid vaccines, if they are shown to be safe and effective

NET AGREE **85%**

NET DISAGREE **12%**
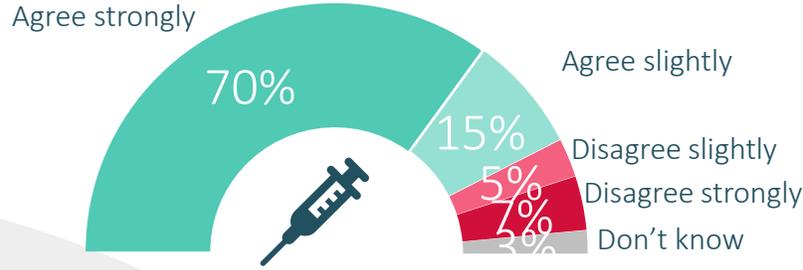
Agree strongly

70%

Agree slightly
15%

Disagree slightly
5%

Disagree strongly
3%

Don't know
3%

Pubs and restaurants should not be re-opened until most of the population have been vaccinated

NET AGREE **70%**

NET DISAGREE **26%**

Agree strongly

43%

Agree slightly
27%

Disagree slightly
14%

Disagree strongly
12%

Don't know
4%
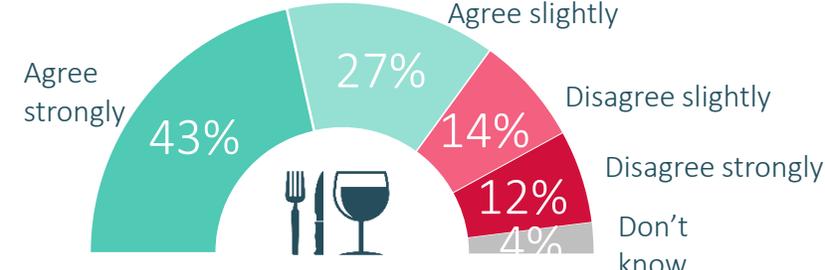
Schools should re-open in February if cases continue to decline at the current rates

NET AGREE **56%**

NET DISAGREE **38%**

Agree slightly
27%

Agree strongly
29%

Disagree slightly
19%

Disagree strongly
19%

Don't know
6%

The government is doing a good job at rolling out vaccines as quickly as possible

NET AGREE **46%**

NET DISAGREE **47%**
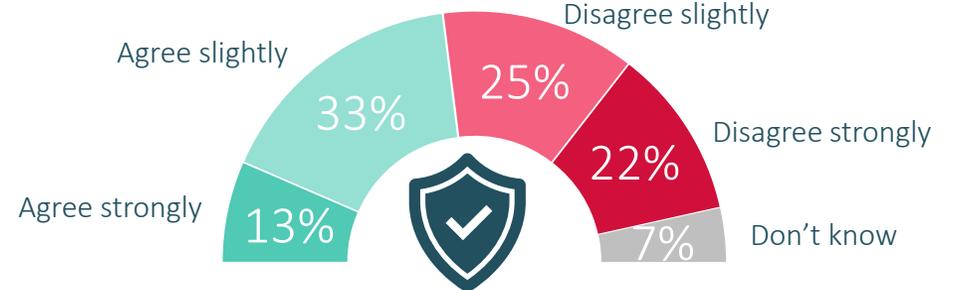
Agree slightly
33%

Agree strongly
13%

Disagree slightly
25%

Disagree strongly
22%

Don't know
7%

(Base: All adults 18+ who will vote)

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news

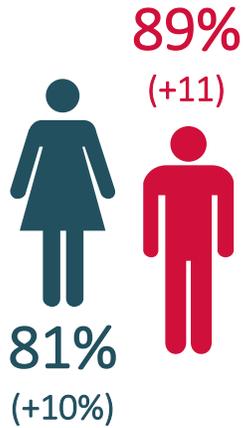# Would you take a COVID vaccine if proven effective and safe?

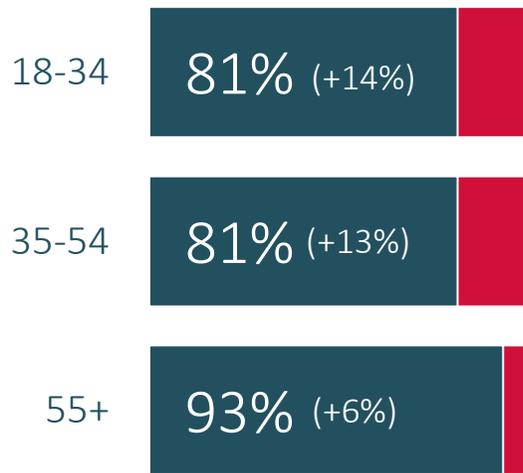*% who agree that they would take a COVID vaccine proven effective and safe in trials*
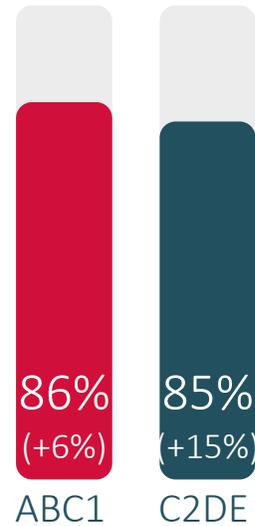
85% (+11%) All Adults

Gender

89% (+11) (male)

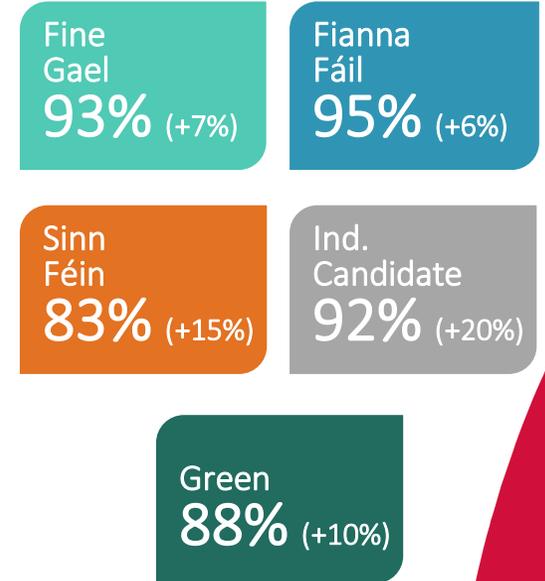81% (+10%) (female)

Age

18-34: 81% (+14%)

35-54: 81% (+13%)

55+: 93% (+6%)

Social Class

ABC1: 86% (+6%)

C2DE: 85% (+15%)

Region

Conn/ Ulster 82% (+10%)

Dublin 88% (+13%)

Rest of Leinster 83% (+6%)

Munster 85% (+12%)

Party Support

Fine Gael 93% (+7%)

Fianna Fáil 95% (+6%)

Sinn Féin 83% (+15%)

Ind. Candidate 92% (+20%)

Green 88% (+10%)
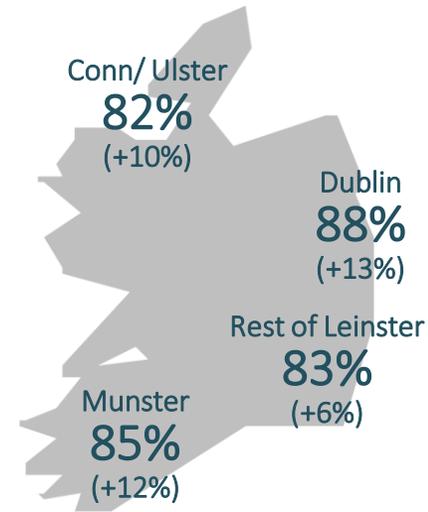
( ) = Figures in brackets relate to last wave

(Base: All adults 18+ who will vote)

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news.

13

Would you take a COVID vaccine if proven effective and safe?

% who agree that they would take a COVID vaccine proven effective and safe in trials

REDC

Legend: ■ Total ■ Age ■ Gender ■ Social Class ■ Dep. Kids ■ Region ■ Party Voter

Category	Value	Last wave
Total	85%	(+11%)
Male	89%	(+11%)
Female	81%	(+10%)
NET: 18-34	81%	(+14%)
NET: 35-54	81%	(+13%)
NET: 55+	93%	(+6%)
ABC1	86%	(+6%)
C2DE	85%	(+15%)
No Kids	88%	
Dep. Kids	80%	
Dublin	88%	(+13%)
ROL	83%	(+6%)
Munster	85%	(+12%)
Conn/ Ulster	82%	(+10%)
Fianna Fáil	95%	(+6%)
Fine Gael	93%	(+7%)
Sinn Féin	83%	(+15%)
Independent	92%	(+20%)
Green	88%	(+10%)

(Base: All adults 18+ who will vote)

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news.

( ) = Figures in brackets relate to last wave

14

Mandatory Quarantine for International Travelers

% people travelling to Ireland should have to quarantine in a hotel at their own expense for 14 days (as happens in Australia) to reduce the risk of Covid-transmission
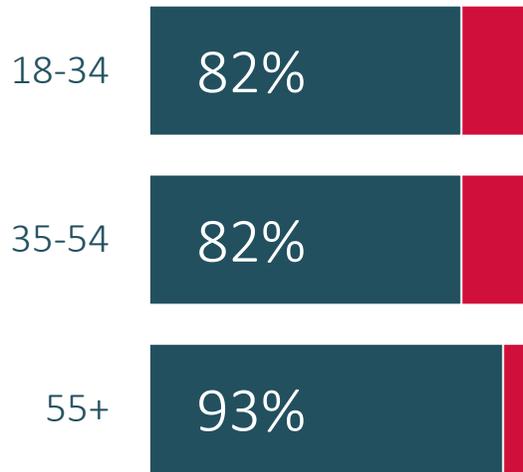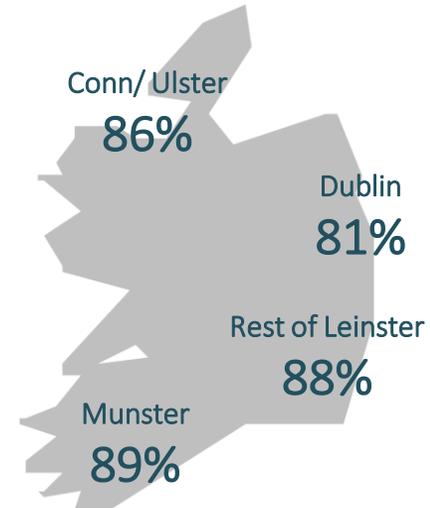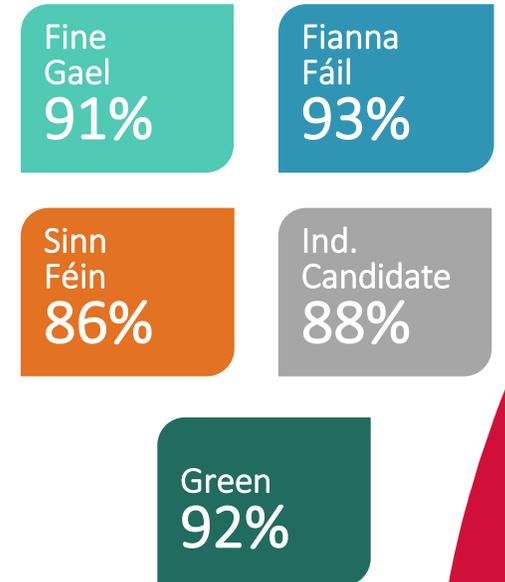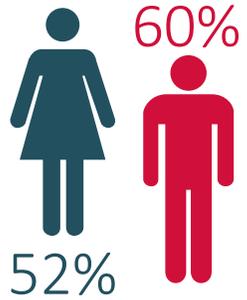
86% All Adults

Gender
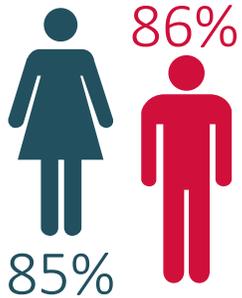
86%
85%

Age

18-34	82%
35-54	82%
55+	93%

Social Class

86% ABC1
86% C2DE

Region

Conn/ Ulster
86%

Dublin
81%

Rest of Leinster
88%

Munster
89%

Party Support

Fine Gael
91%

Fianna Fáil
93%

Sinn Féin
86%

Ind. Candidate
88%

Green
92%

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news.

Should Schools reopen

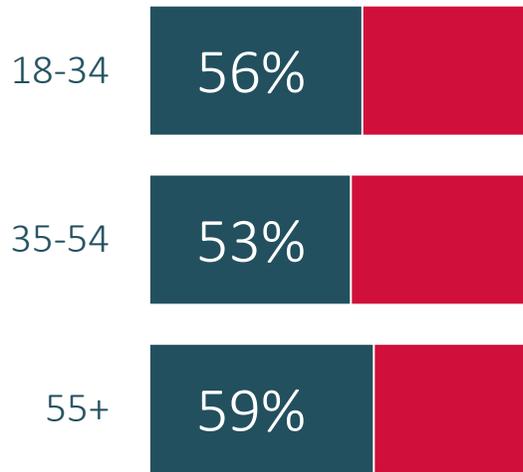*% schools should re-open in February if cases continue to decline at the current rates*
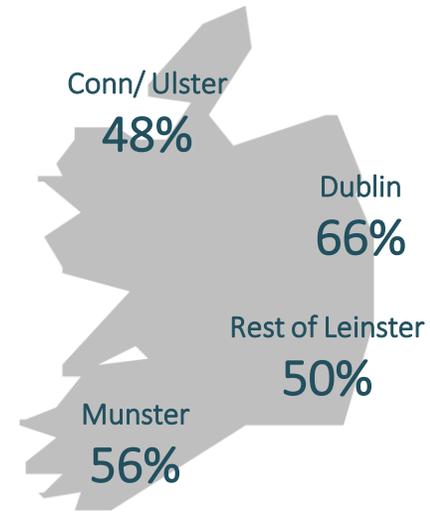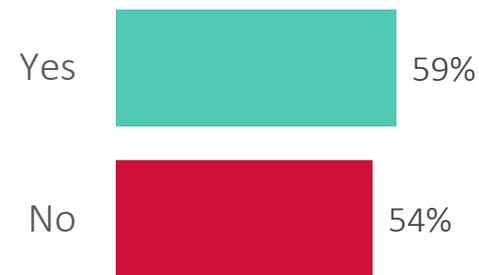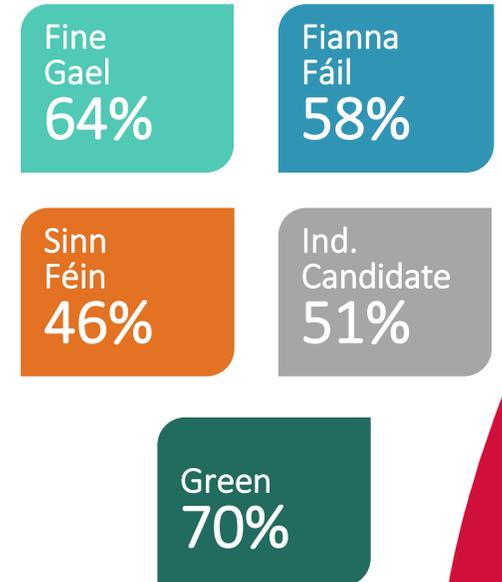
56% All Adults

Gender

60%

52%

Age

18-34 **56%**

35-54 **53%**

55+ **59%**

Social Class

61% ABC1

53% C2DE

Region

Conn/ Ulster **48%**

Dublin **66%**

Rest of Leinster **50%**

Munster **56%**

Have Dep. Children

Yes 59%

No 54%

Party Support

Fine Gael **64%**

Fianna Fáil **58%**

Sinn Féin **46%**

Ind. Candidate **51%**

Green **70%**

(Base: All adults 18+ who will vote)

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news.
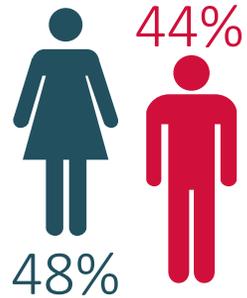
16

Vaccine Roll Out Job Approval

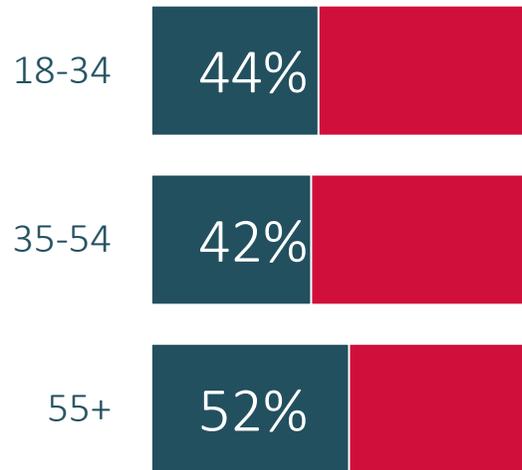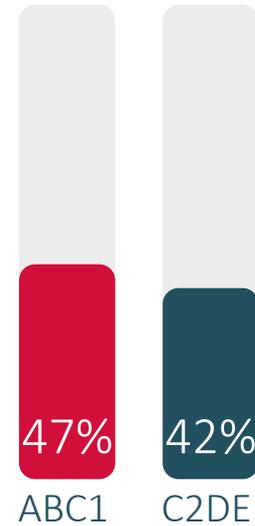*% the government is doing a good job at rolling out vaccines as quickly as possible*
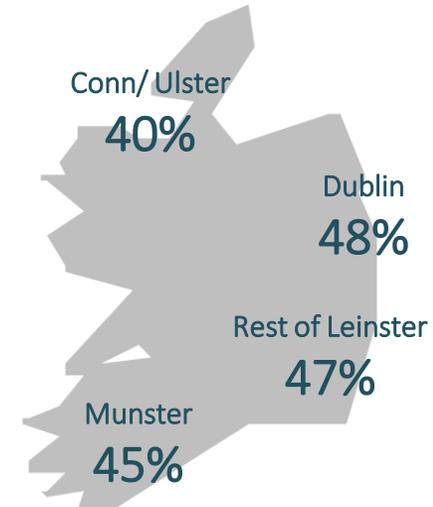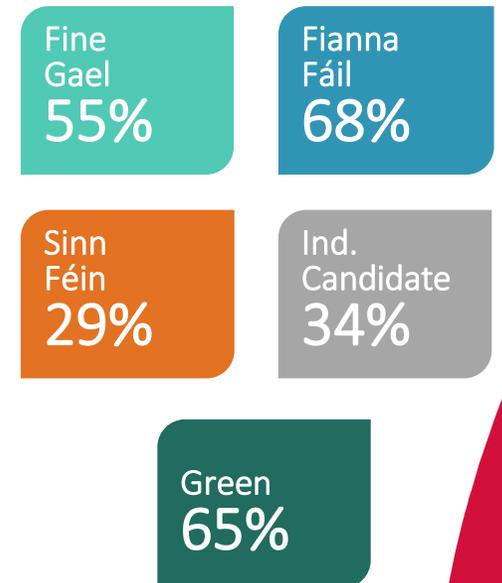
46% All Adults

Gender

48%
44%

Age

18-34	44%
35-54	42%
55+	52%

Social Class

ABC1 **47%**
C2DE **42%**

Region

Conn/ Ulster **40%**

Dublin **48%**

Rest of Leinster **47%**

Munster **45%**

Party Support

Fine Gael **55%**

Fianna Fáil **68%**

Sinn Féin **29%**

Ind. Candidate **34%**

Green **65%**

(Base: All adults 18+ who will vote)

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news.
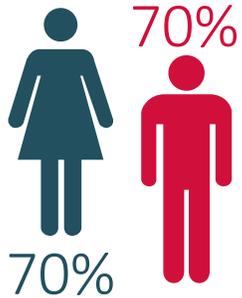
Reopening Pubs and Restaurants

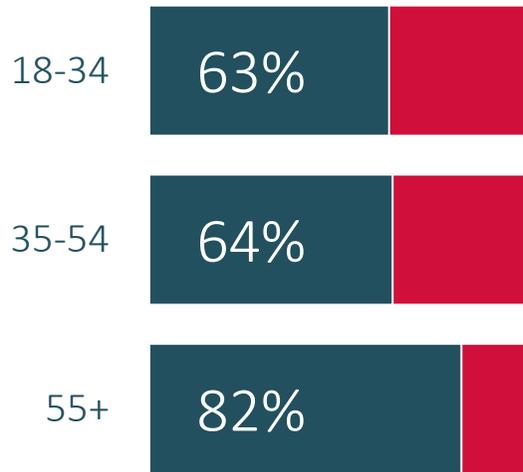*% pubs and restaurants should not be re-opened until most of the population have been vaccinated*
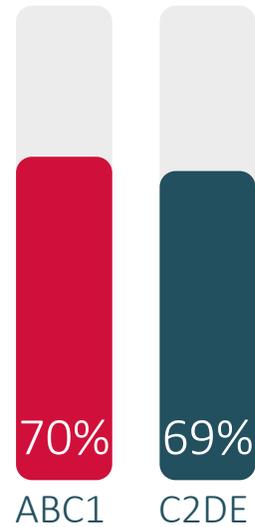
70% All Adults

Gender

70%

70%

Age

18-34	63%
35-54	64%
55+	82%

Social Class

ABC1 70%

C2DE 69%

Region

Conn/ Ulster 72%

Dublin 66%

Rest of Leinster 74%

Munster 69%

Party Support

Fine Gael 78%

Fianna Fáil 84%

Sinn Féin 65%

Ind. Candidate 71%
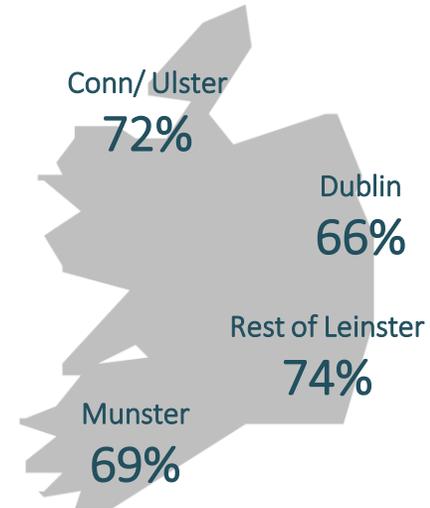
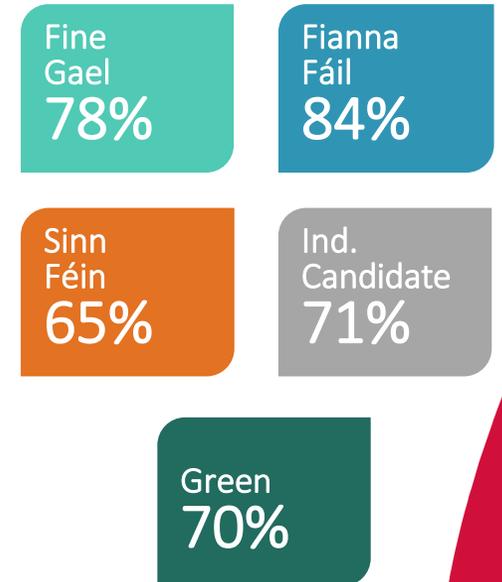Green 70%

(Base: All adults 18+ who will vote)

Now please let us know to what extent you agree or disagree with each of the following statements about topics that have recently been in the news.

03

About RED C

Who are we?

With offices in **Dublin**, **Dundalk** and **London** RED C are one of Ireland and the UK's premier providers of research-based consultancy services.

Founded in Dublin in 2003, we have been providing **high quality** research based consultancy services to both blue chip and up and coming businesses both **nationally and internationally** for many years.

Now **50 highly experienced and skilled** staff, look after the insight needs of companies **worldwide**.

We deliver

CLARITY

to business by truly understanding how humans behave, feel and act

Helping you **See More Clearly,** by better understanding business opportunities, plus growth, retention and change strategies

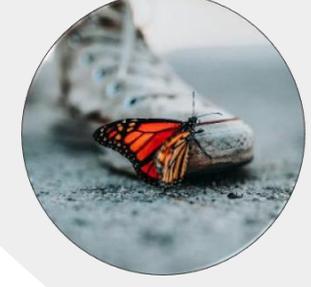| Opportunity	Growth	Retention	Change
Understanding people, behaviour, markets, society and technology in order to uncover opportunities.	Uncovering choices, preferences and decisions that enable business to design brands, products and services that beat the competition.	Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.	Accelerating how products and services are adopted and marketed.

Underpinned by understanding of real human behaviour, and using a set of specially designed products
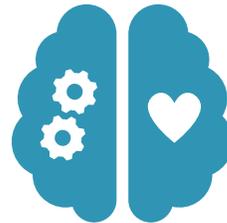
System 1

RED Star

Conducted in over 30 markets across the world in the past year

Using a variety of techniques to uncover & understand

Surveying

Face to Face In Person
150 interviewers nationwide
In Home, Exit, Location

Telephone
30 Station Outbound Telephone
Centre in Dundalk

Online
Bespoke RED C Live Online
Panel of 40,000+

Listening

Group Discussions
Online, WhatsApp or
Face to Face

Depth Interviews
One of one or paired in
depth discussions

Online Communities
30-100 people in
ongoing discussions

Monitoring

Social Media
Monitoring, Listening &
Understanding

Biometric Testing
Eye Tracking, Facial Coding
Blood Pressure, Sweat

Passive Monitoring
In person movements, online
journey, media consumption

RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC