Opinion Poll Report
April 2021

JN. 493621

Methodology and Weighting

- RED C interviewed a random sample of **1025** adults aged 18+ online between Friday 16th and Thursday 22th April 2021.

- 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%
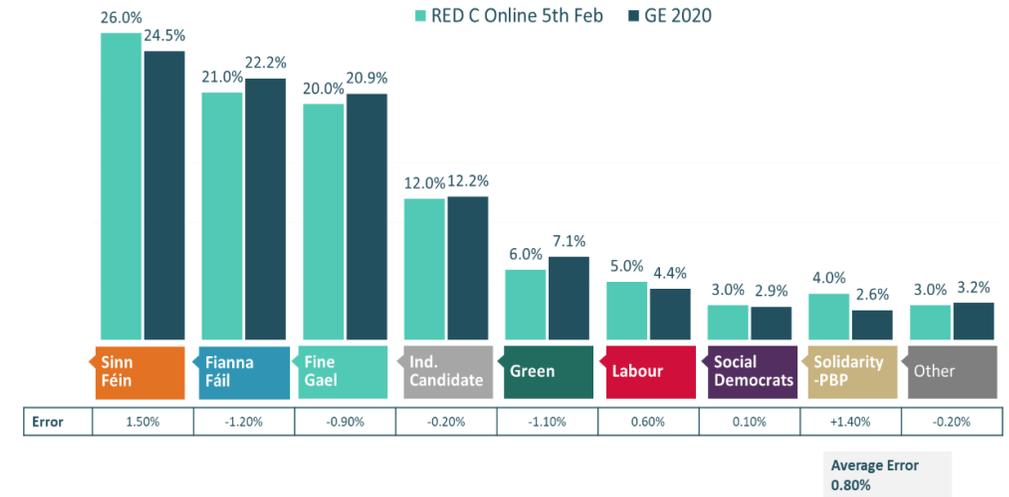
01

Vote Intention @ General Election

First preference vote intention – 25th April 2021

With change vs. last poll – Mar 2021

Fine Gael
30% =

Sinn Féin
27% -2

Fianna Fáil
13% +2

Other Party
1% +1

Ind. Candidates
11% =

Green
4% -1

Social Democrats
5% =

Labour
5% +1

Solidarity-PBP
2% =

Aontú
2% =

Undecided Voters
10% -3

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

Shown over time and vs. last General Election Results
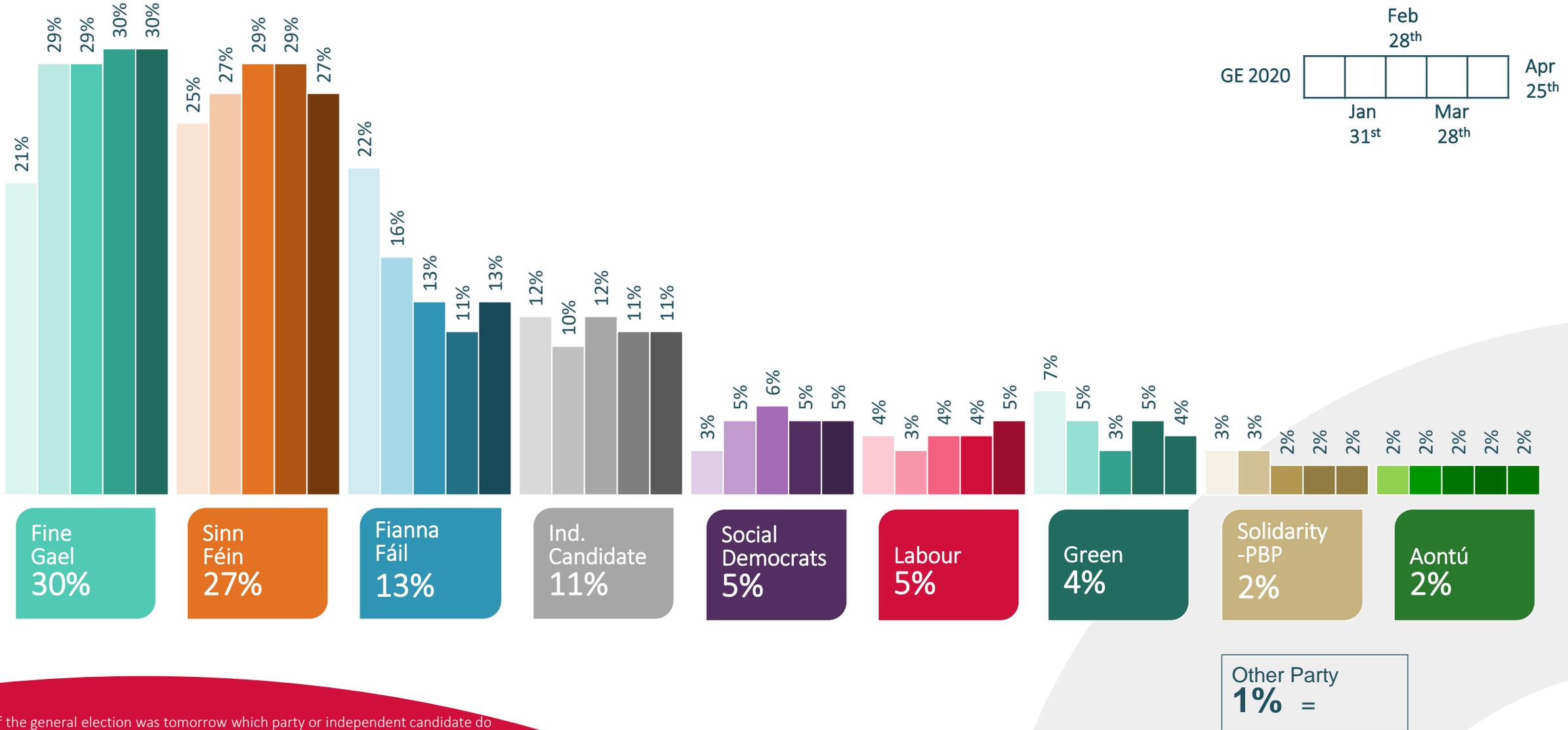
Fine Gael 30%: 21%, 29%, 29%, 30%, 30%

Sinn Féin 27%: 25%, 27%, 29%, 29%, 27%

Fianna Fáil 13%: 22%, 16%, 13%, 11%, 13%

Ind. Candidate 11%: 12%, 10%, 12%, 11%, 11%

Social Democrats 5%: 3%, 5%, 6%, 5%, 5%

Labour 5%: 4%, 3%, 4%, 4%, 5%

Green 4%: 7%, 5%, 3%, 5%, 4%

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

Aontú 2%: 2%, 2%, 2%, 2%, 2%

Timeline: GE 2020, Jan 31st, Feb 28th, Mar 28th, Apr 25th

Other Party **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)

First preference vote intention x demographics

25th April 2021	Total	Gender		Age			Social Class		Region			
		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	**27%**	24%	31%	32%	32%	20%	16%	39%	23%	28%	30%	29%
Fianna Fáil	**13%**	13%	13%	12%	10%	17%	13%	12%	10%	18%	14%	10%
Fine Gael	**30%**	32%	28%	22%	28%	38%	37%	22%	35%	28%	27%	29%
An Independent Candidate	**11%**	11%	11%	6%	13%	11%	11%	11%	7%	8%	14%	16%
Green Party	**4%**	3%	4%	6%	3%	3%	6%	3%	6%	3%	4%	2%
Labour Party	**5%**	6%	5%	6%	4%	6%	6%	5%	8%	5%	5%	2%
Social Democrats	**5%**	6%	5%	10%	4%	2%	6%	3%	6%	6%	3%	6%
Solidarity/ People Before Profit (including Rise)	**2%**	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%
Aontú	**2%**	2%	1%	4%	1%	1%	2%	1%	1%	2%	1%	4%

Not Showing Other Party: <1%

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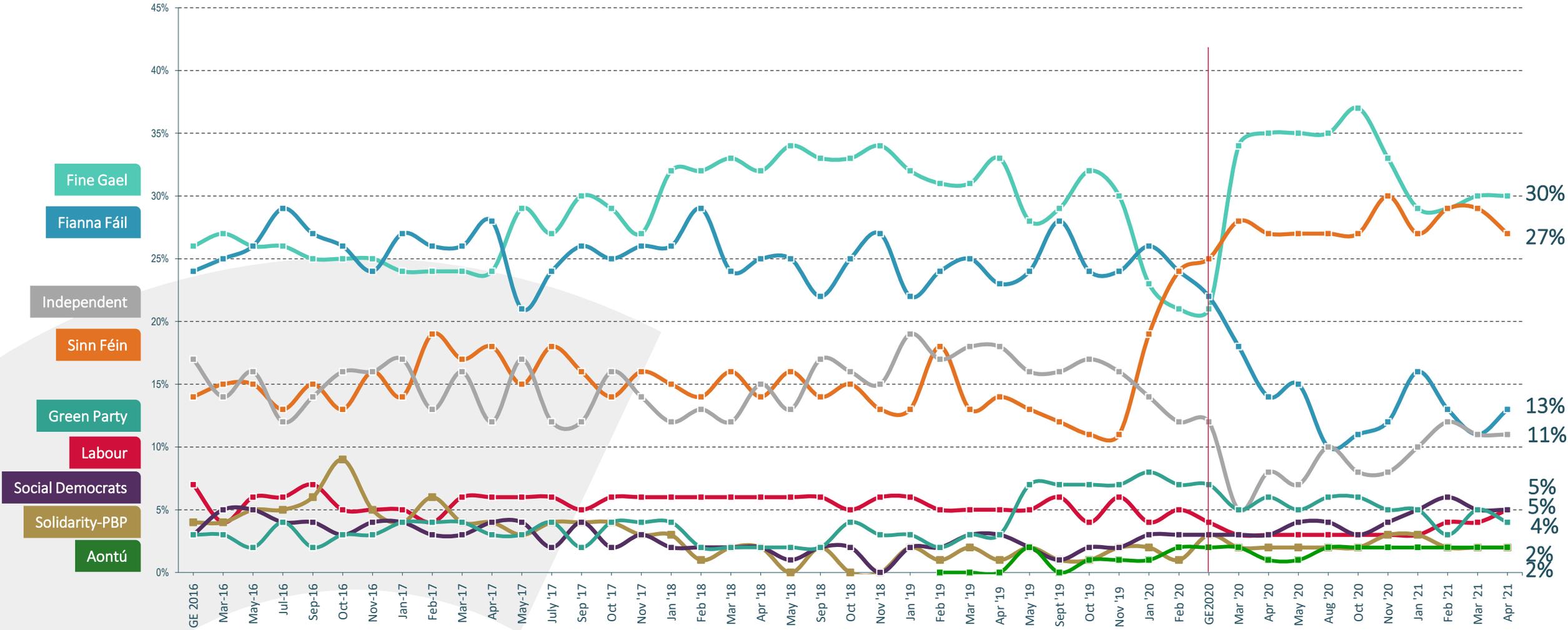
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

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First preference vote intention – 2005 to 2021

Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats, Aontu, Renua separately
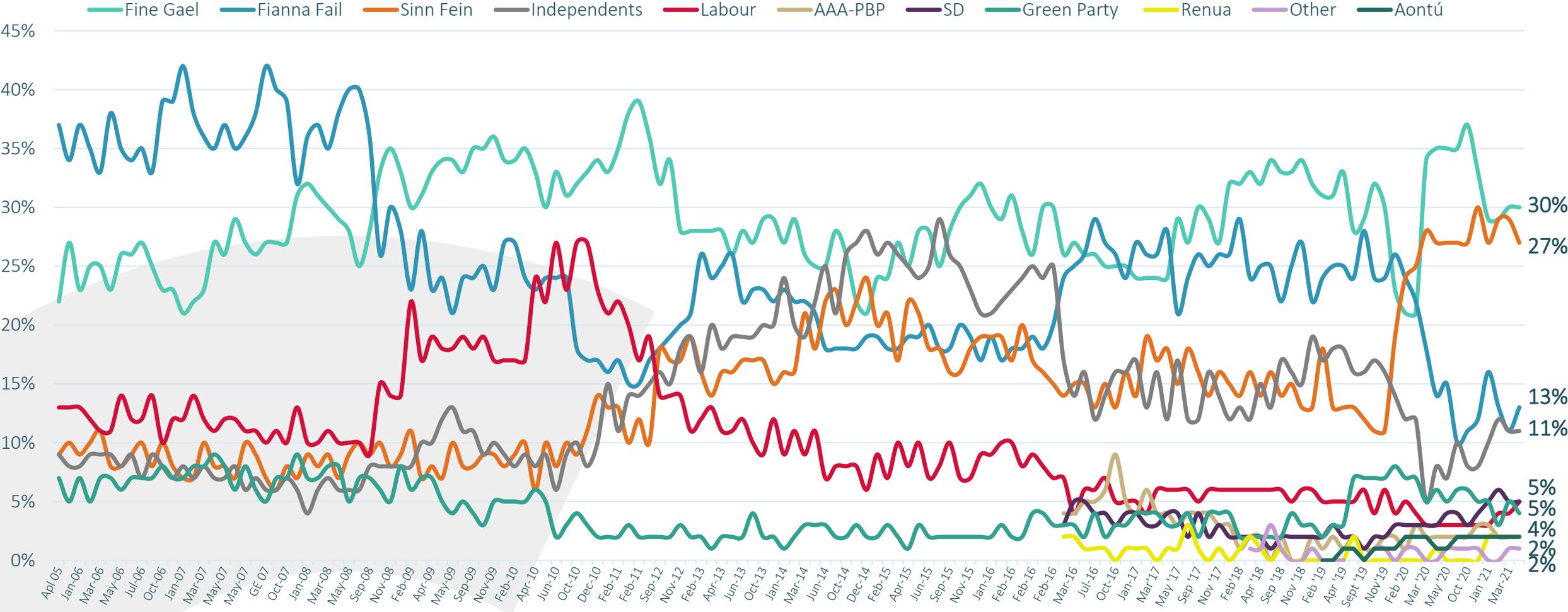
Legend: Fine Gael — Fianna Fail — Sinn Fein — Independents — Labour — AAA-PBP — SD — Green Party — Renua — Other — Aontú

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)

9

02

Voter Attitudes

Voter Attitudes Towards Vaccines for COVID-19

I would be happy to take the AstraZeneca vaccine if it was offered to me
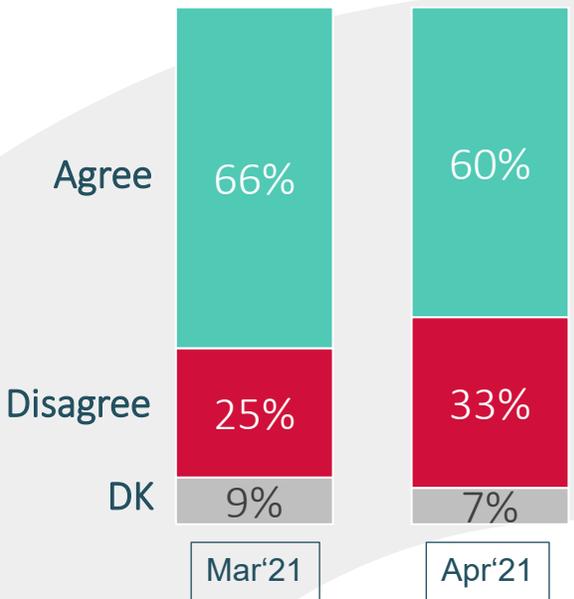
	Mar'21	Apr'21
Agree	66%	60%
Disagree	25%	33%
DK	9%	7%

I would support the introduction of vaccine passports to allow travel abroad and to gain entry to pubs, restaurants, sporting events, and concerts

68%

- Agree
- 27% Disagree
- 5% D/K

■ Agree ■ Disagree ■ D/K

The government is being too slow to lift restrictions as cases fall

46%

- 51% Disagree
- 3% D/K

■ Agree ■ Disagree ■ D/K
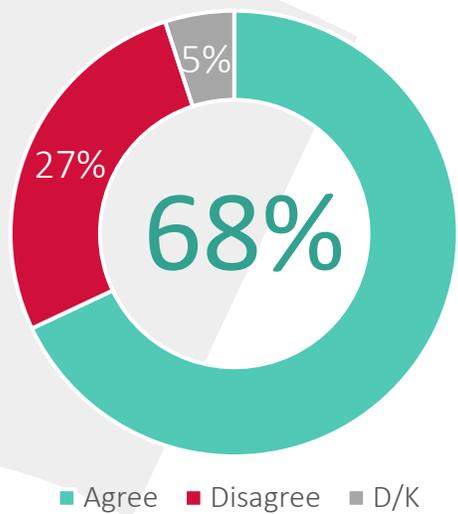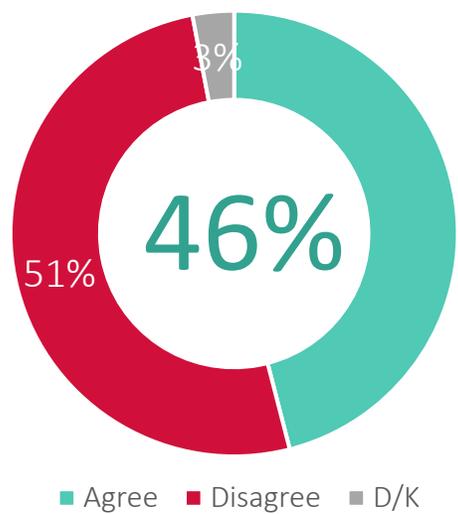
The government is doing a good job rolling out the vaccines
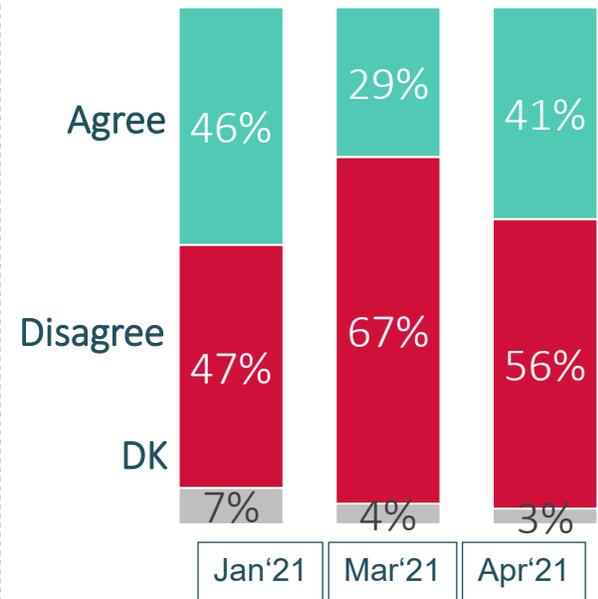
	Jan'21	Mar'21	Apr'21
Agree	46%	29%	41%
Disagree	47%	67%	56%
DK	7%	4%	3%

(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 that other people have made regarding Covid 19 pandemic and other items in the news recently?

Voter Attitudes Towards bond scandal and corporate wrong doing

The Central Bank should have insisted on the publication of the names of all 16 former Davy stockbroker executives involved in the bond scandal

77%

18%

5%

- Agree
- Disagree
- D/K

The repercussions for corporate wrongdoing in Ireland are not severe enough

87%

9%

4%
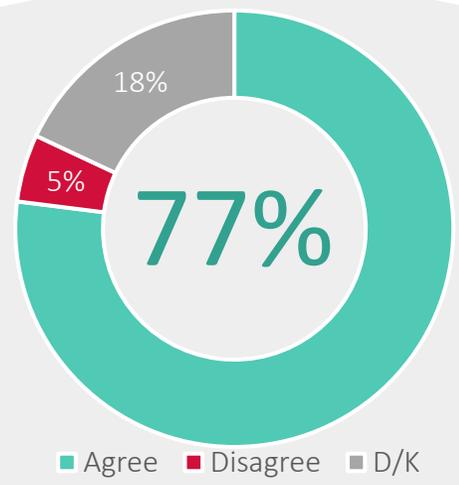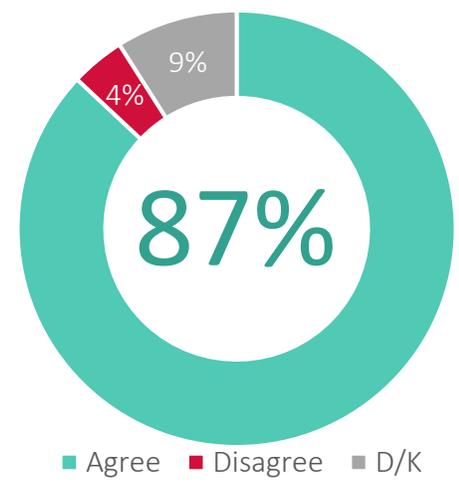
- Agree
- Disagree
- D/K

(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 that other people have made regarding Covid 19 pandemic and other items in the news recently?

Voter Attitudes Summary

Measured on a 5 point scale.

NET AGREE 60% | I would be happy to take the AstraZeneca vaccine if it was offered to me | **NET DISAGREE** 33%

- Agree slightly
- Agree strongly 39%
- 21%
- 10% Disagree slightly
- 23% Disagree strongly
- 7% Don't know

NET AGREE 68% | I would support the introduction of vaccine passports to allow travel abroad and to gain entry to pubs, restaurants, sporting events, and concerts | **NET DISAGREE** 27%

- Agree slightly
- Agree strongly 46%
- 22%
- 9% Disagree slightly
- 19% Disagree strongly
- 5% Don't know

NET AGREE 46% | The government is being too slow to lift restrictions as cases fall | **NET DISAGREE** 51%

- Agree slightly
- 27%
- 27% Disagree slightly
- Agree strongly 19%
- 24% Disagree strongly
- 3% Don't know

NET AGREE 41% | The government is doing a good job at rolling out vaccines | **NET DISAGREE** 56%

- Disagree slightly
- Agree slightly 28%
- 26%
- 30% Disagree strongly
- Agree strongly 12%
- 3% Don't know

NET AGREE 77% | The Central Bank should have insisted on the publication of the names of all 16 former Davy stockbroker executives involved in the bond scandal | **NET DISAGREE** 5%

- Agree slightly
- Agree strongly 56%
- 21%
- 4% Disagree slightly
- 2% Disagree strongly
- 18% Don't know

NET AGREE 87% | The repercussions for corporate wrongdoing in Ireland are not severe enough | **NET DISAGREE** 4%

- Agree strongly 67%
- 20% Agree slightly
- 3% Disagree slightly
- 1% Disagree strongly
- 9% Don't know

(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 that other people have made regarding Covid 19 pandemic and other items in the news recently?

13

Government performance on vaccine roll-out

% People who don't think the government is doing a good job

56%

Gender
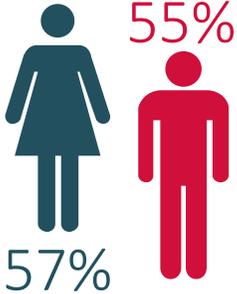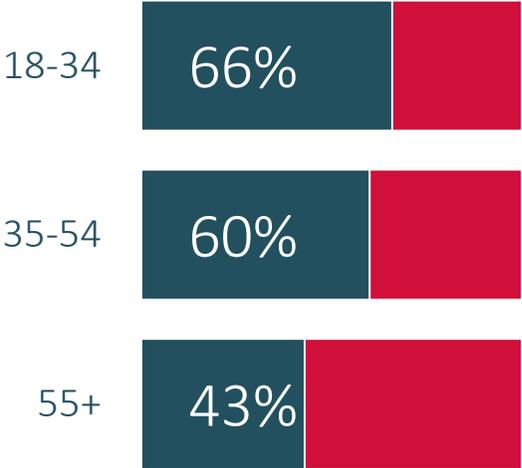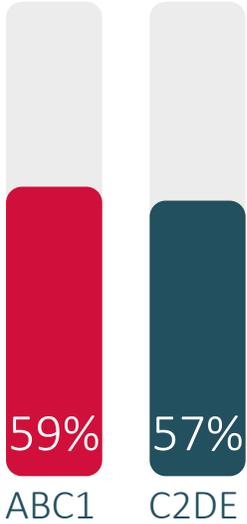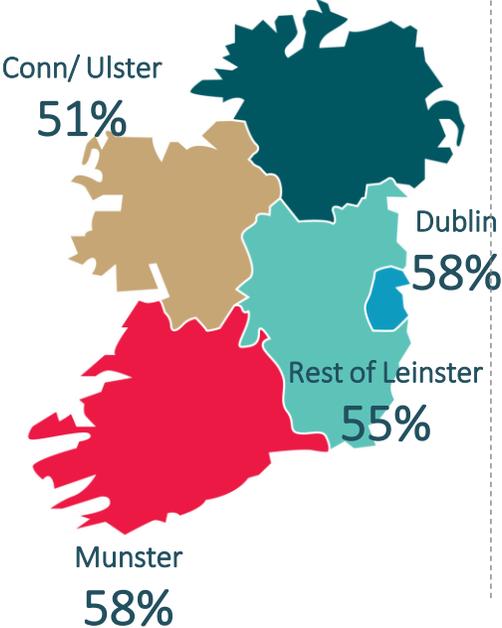
55%

57%

Age

18-34	66%
35-54	60%
55+	43%

Social Class

ABC1	C2DE
59%	57%

Region

Conn/ Ulster
51%

Dublin
58%

Rest of Leinster
55%

Munster
58%

Party Support

Fine Gael **39%**	Fianna Fáil **30%**
Sinn Féin **78%**	Ind. Candidate **65%**
Green **57%**	

Satisfaction for the vaccine roll out is improving

However most remain dissatisfied with the government's performance. Retired and over 55+ record the largest drop in dissatisfaction, in addition to both Fine Gael and Fianna Fáil voters.

% People who <u>don't</u> think the government is doing a good job
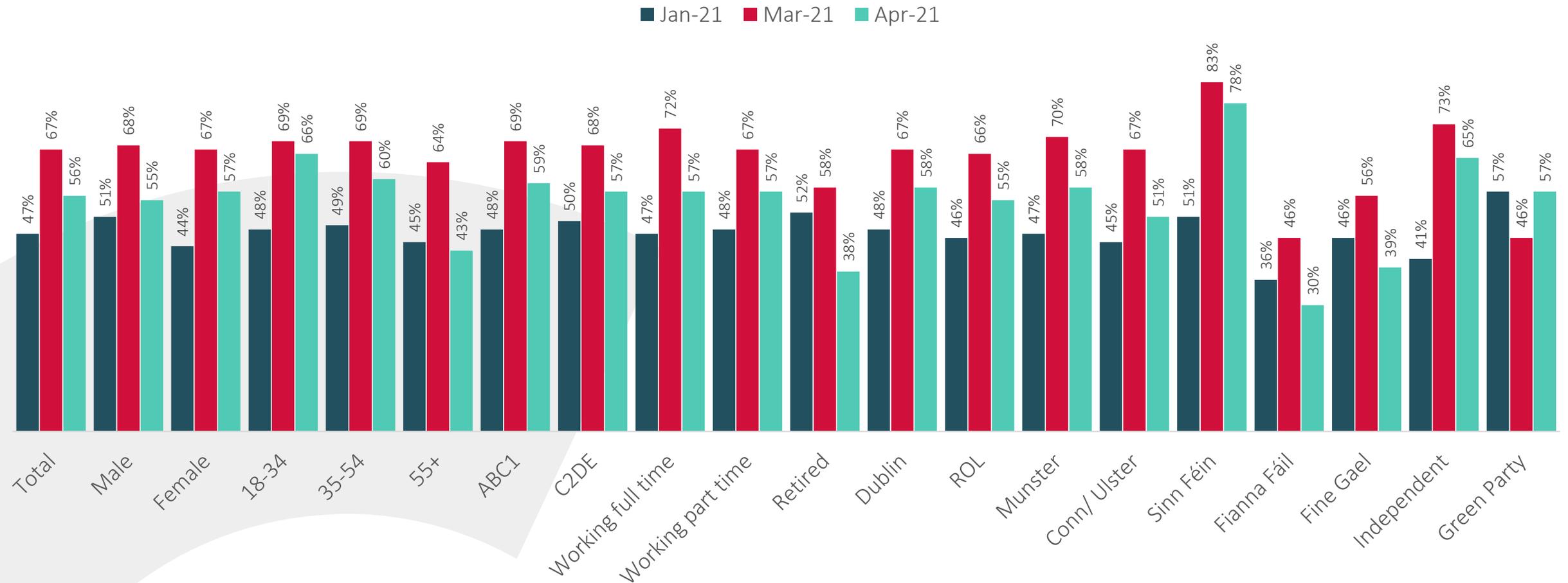
■ Jan-21 ■ Mar-21 ■ Apr-21

Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding Covid 19 pandemic and other items in the news recently?

Willingness to take AstraZeneca vaccine

% people who <u>would be</u> happy to take the AstraZeneca vaccine if it was offered to them

60%

Gender
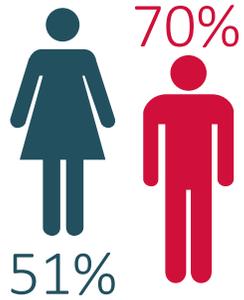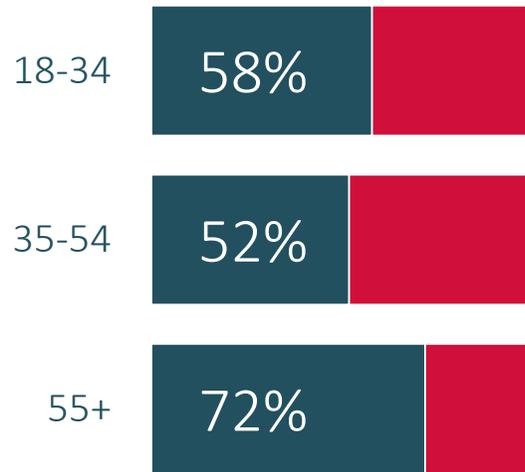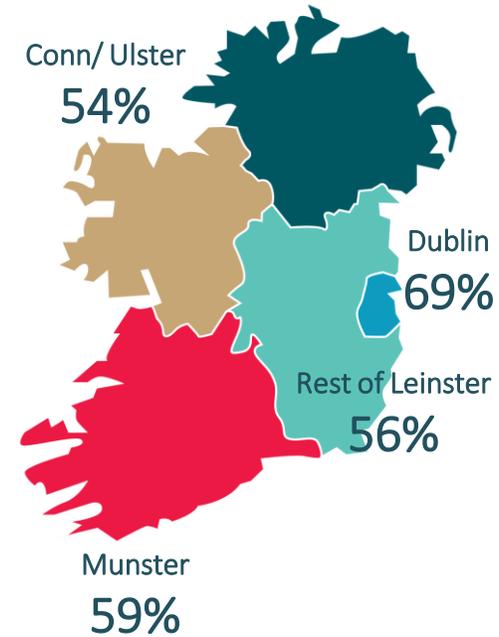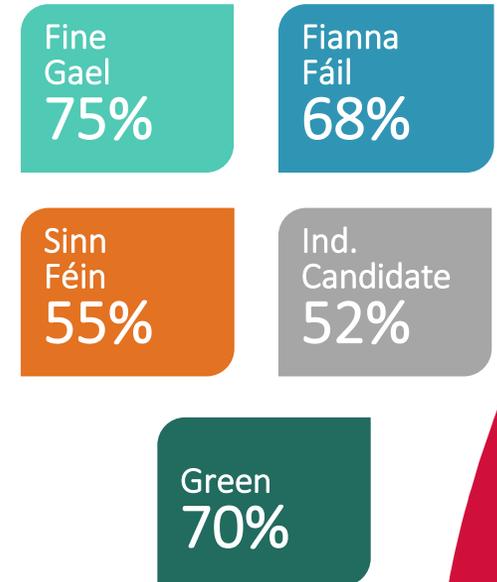
70%

51%

Age

18-34	58%
35-54	52%
55+	72%

Social Class

66% ABC1

56% C2DE

Region

Conn/ Ulster
54%

Dublin
69%

Rest of Leinster
56%

Munster
59%

Party Support

Fine Gael
75%

Fianna Fáil
68%

Sinn Féin
55%

Ind. Candidate
52%

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 that other people have made regarding Covid 19 pandemic and other items in the news recently?

Only minor decrease seen in those happy to take AstraZeneca

Greatest decline seen among women, those in Connaught/Ulster, & Sinn Fein & Independent voters

% people who <u>would be</u> happy to take the AstraZeneca vaccine if it was offered to them

■ Mar-21 ■ Apr-21

	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/Ulster	Sinn Féin	Fianna Fáil	Fine Gael	Ind.	Green Party
Mar-21	66%	72%	61%	63%	62%	75%	72%	62%	69%	65%	65%	66%	65%	71%	77%	64%	73%
Apr-21	60%	70%	51%	58%	52%	72%	66%	56%	69%	56%	59%	54%	55%	68%	75%	52%	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 that other people have made regarding Covid 19 pandemic and other items in the news recently?

Support for Vaccine Passport

% Support vaccine passports to allow travel abroad and to gain entry to pubs, restaurants, sporting events, and concerts

68%

Gender
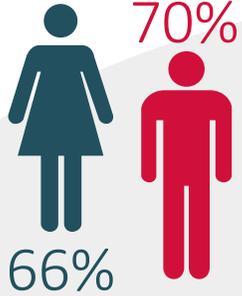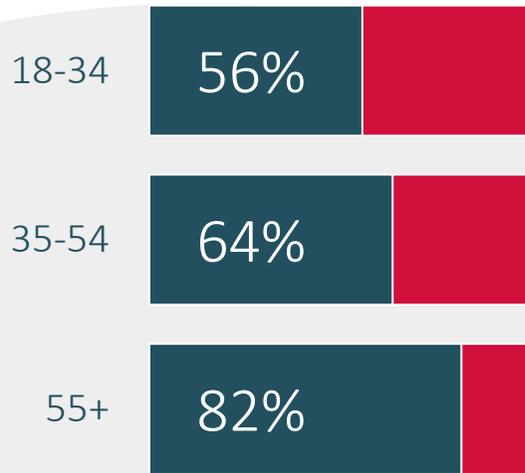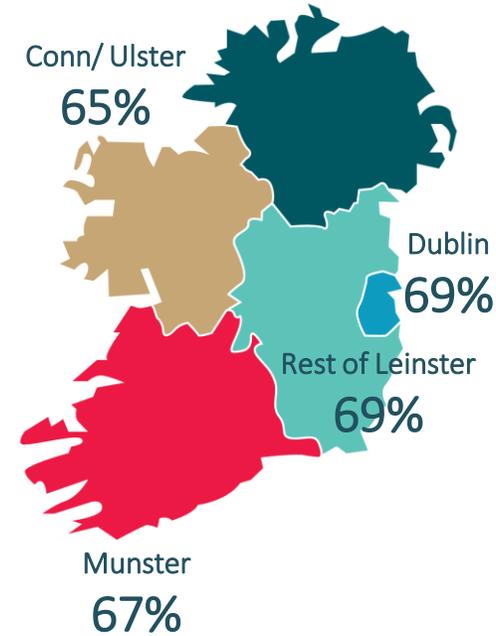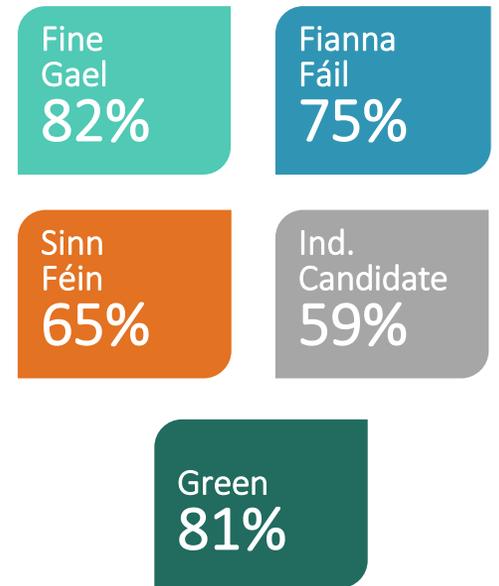
70%

66%

Age

18-34	56%
35-54	64%
55+	82%

Social Class

71% ABC1

65% C2DE

Region

Conn/ Ulster
65%

Dublin
69%

Rest of Leinster
69%

Munster
67%

Party Support

Fine Gael **82%**

Fianna Fáil **75%**

Sinn Féin **65%**

Ind. Candidate **59%**

Green **81%**

(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 that other people have made regarding Covid 19 pandemic and other items in the news recently?

18

Satisfaction with Government Plan for Restrictions

% Believe government is being too slow to lift restrictions as cases fall

46%

Gender
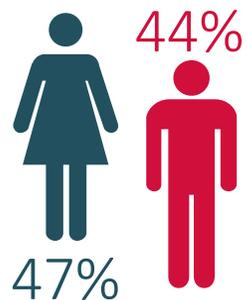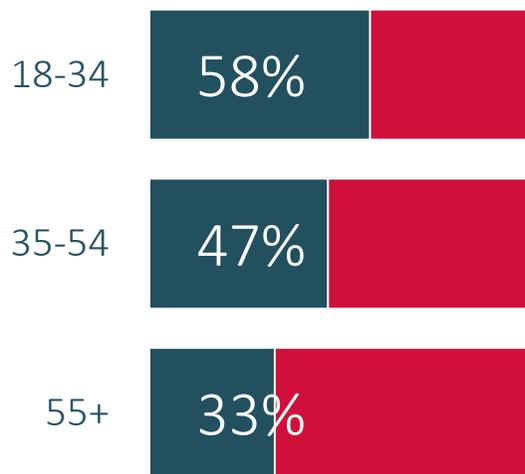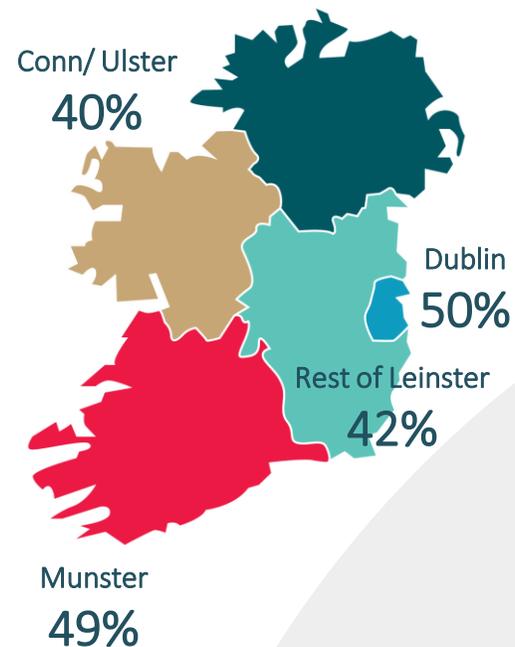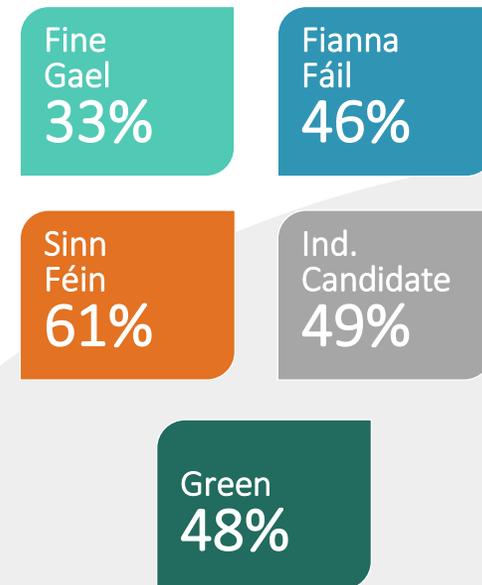
Female 47%
Male 44%

Age

18-34	58%
35-54	47%
55+	33%

Social Class

ABC1	C2DE
45%	48%

Region

Conn/ Ulster 40%

Dublin 50%

Rest of Leinster 42%

Munster 49%

Party Support

Fine Gael 33%	Fianna Fáil 46%
Sinn Féin 61%	Ind. Candidate 49%
Green 48%	

Davy Stockbroker Bond Scandal

% - believe the Central Bank should have insisted on the publication of the names of all 16 former Davy stockbroker executives involved in the bond scandal

77%

Gender
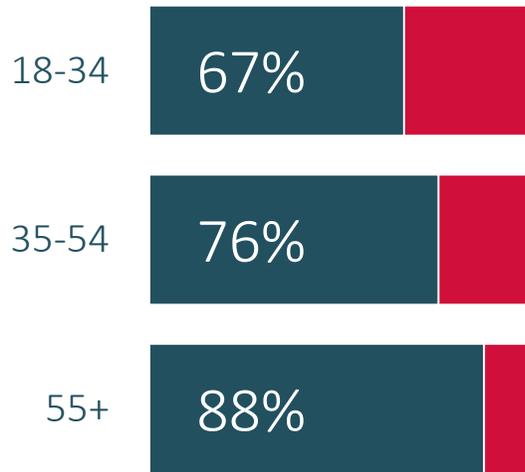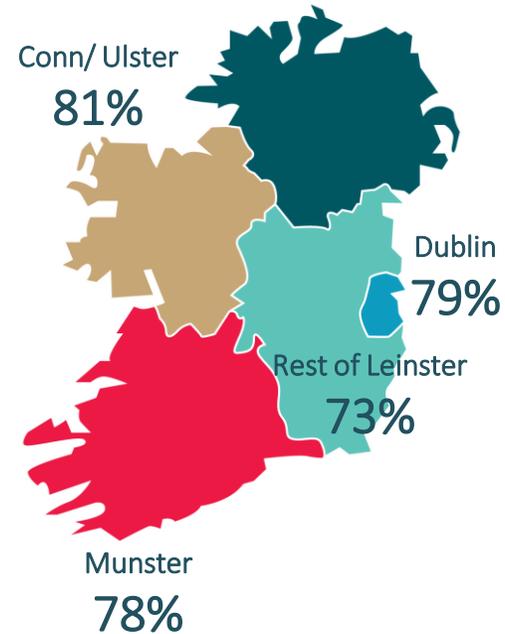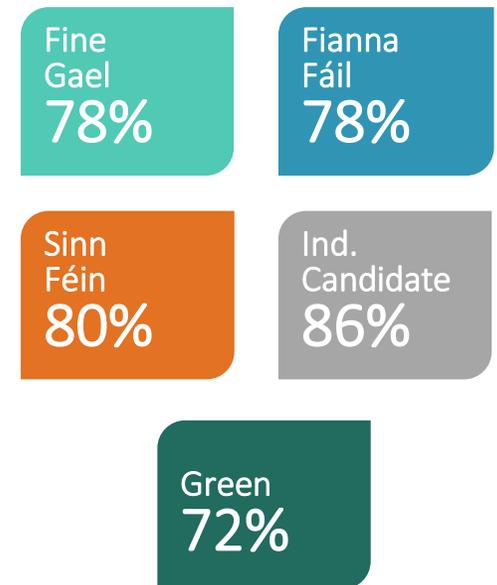
81%

74%

Age

18-34	67%
35-54	76%
55+	88%

Social Class

ABC1	C2DE
78%	77%

Region

Conn/ Ulster
81%

Dublin
79%

Rest of Leinster
73%

Munster
78%

Party Support

Fine Gael 78%	Fianna Fáil 78%
Sinn Féin 80%	Ind. Candidate 86%
Green 72%	

Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding Covid 19 pandemic and other items in the news recently?

Corporate Wrong Doing in Ireland

% believe repercussions for corporate wrongdoing in Ireland are not severe enough

87% All Adults Agree

Gender
90%
84%
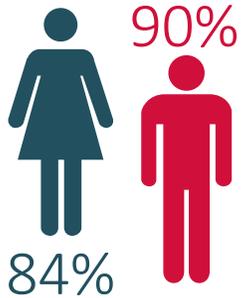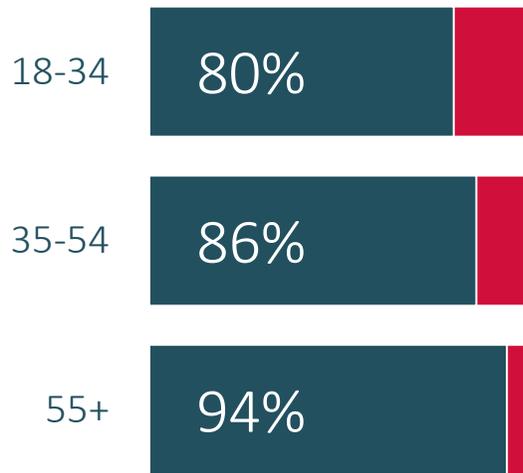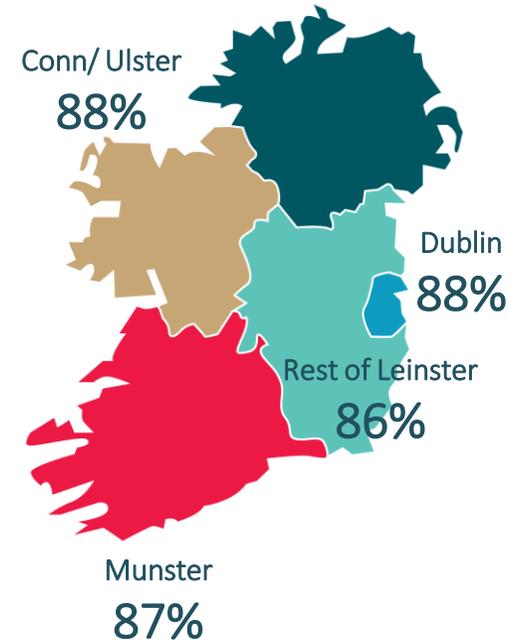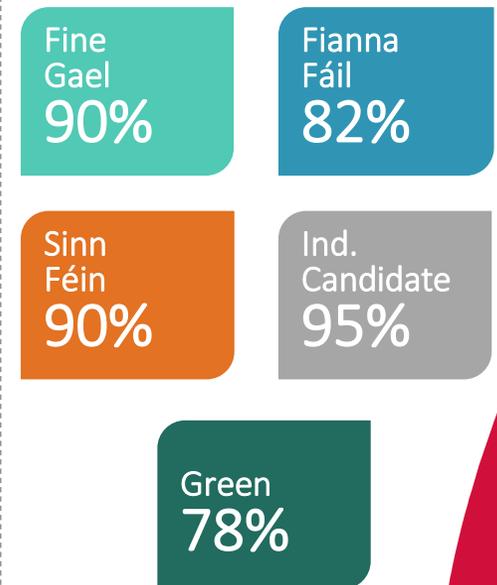
Age
- 18-34: 80%
- 35-54: 86%
- 55+: 94%

Social Class
- ABC1: 90%
- C2DE: 85%

Region
- Conn/ Ulster 88%
- Dublin 88%
- Rest of Leinster 86%
- Munster 87%

Party Support
- Fine Gael 90%
- Fianna Fáil 82%
- Sinn Féin 90%
- Ind. Candidate 95%
- Green 78%

(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 that other people have made regarding Covid 19 pandemic and other items in the news recently?

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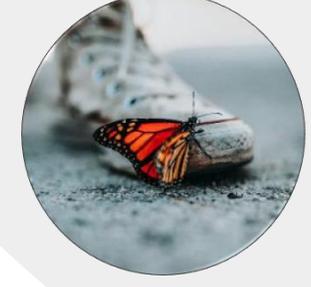
Underpinned by understanding of real human behaviour, and using a set of specially designed products
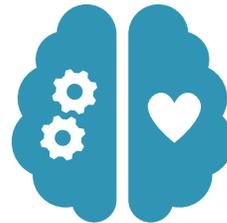
System 1

RED Star

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

Using a variety of techniques to uncover & understand

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

Group Discussions
Online, WhatsApp or
Face to Face

Depth Interviews
One of one or paired in
depth discussions

Social Media
Monitoring, Listening &
Understanding

Surveying

Listening

Monitoring

Telephone
30 Station Outbound Telephone
Centre in Dundalk

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

Online Communities
30-100 people in
ongoing discussions

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