

REDC

**Business
Post**

Opinion Poll Report May 2021

JN. 493621



Methodology and Weighting

- RED C interviewed a random sample of **1034** adults aged 18+ online between Friday 21st and Thursday 27th May 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 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.

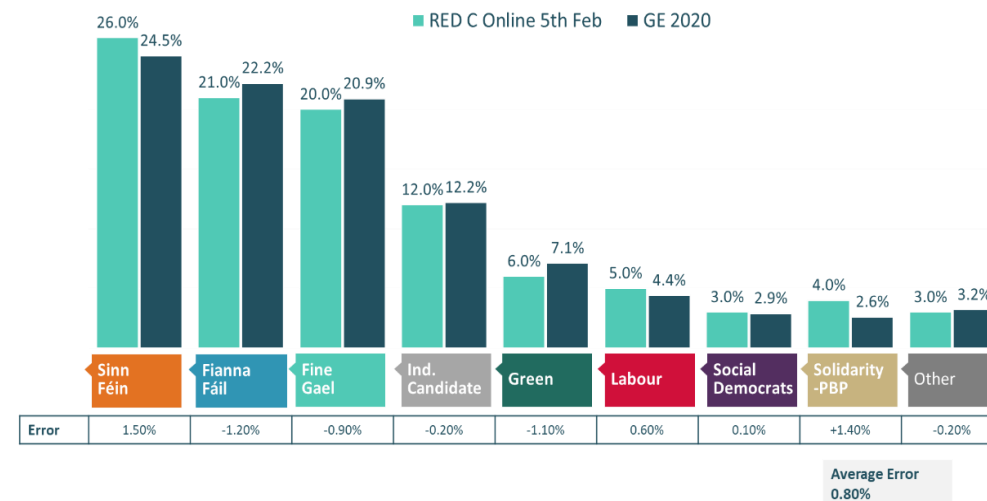
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



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 LIVE

01

Vote Intention @ General Election

First preference vote intention – 30th May 2021

With change vs. last poll – Apr 2021

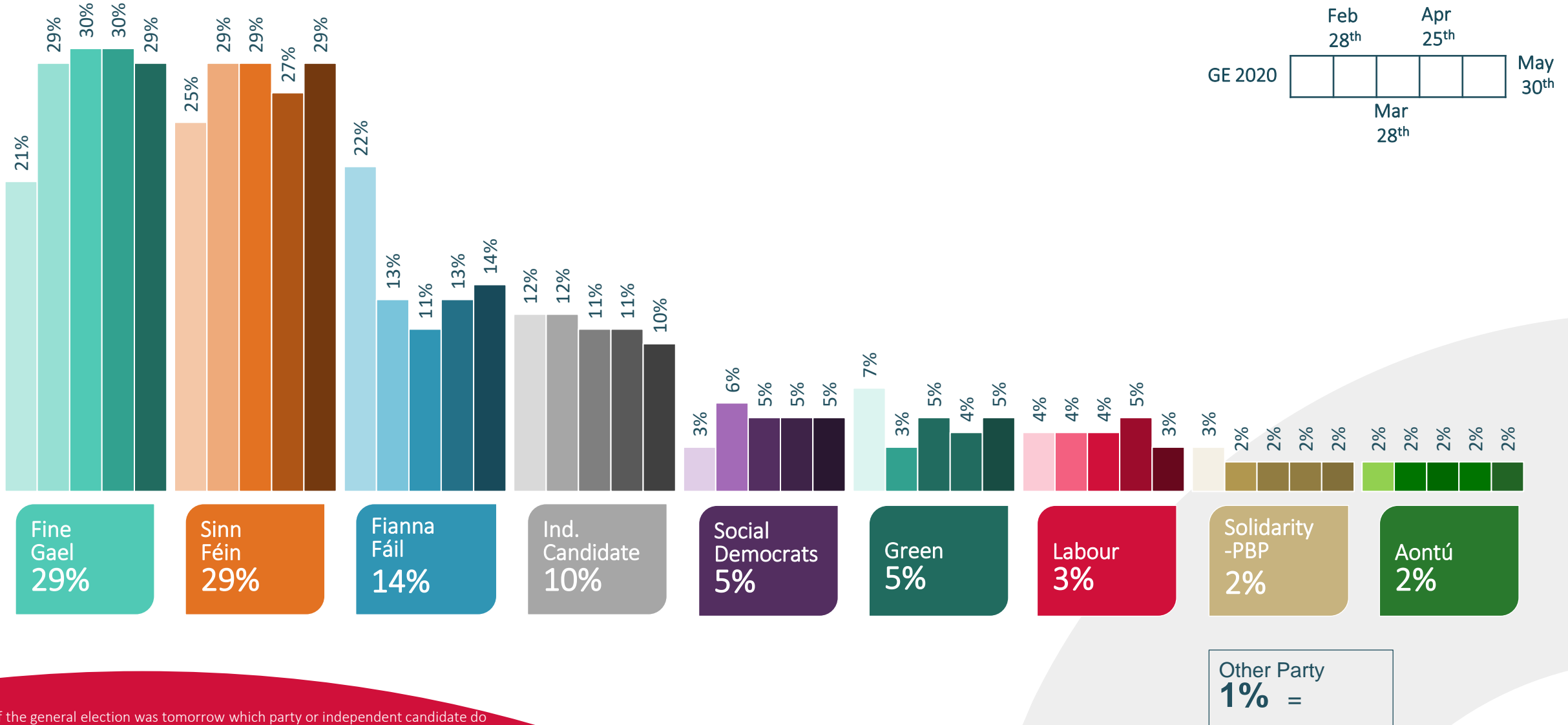


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention

Shown over time and vs. last General Election Results



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)
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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

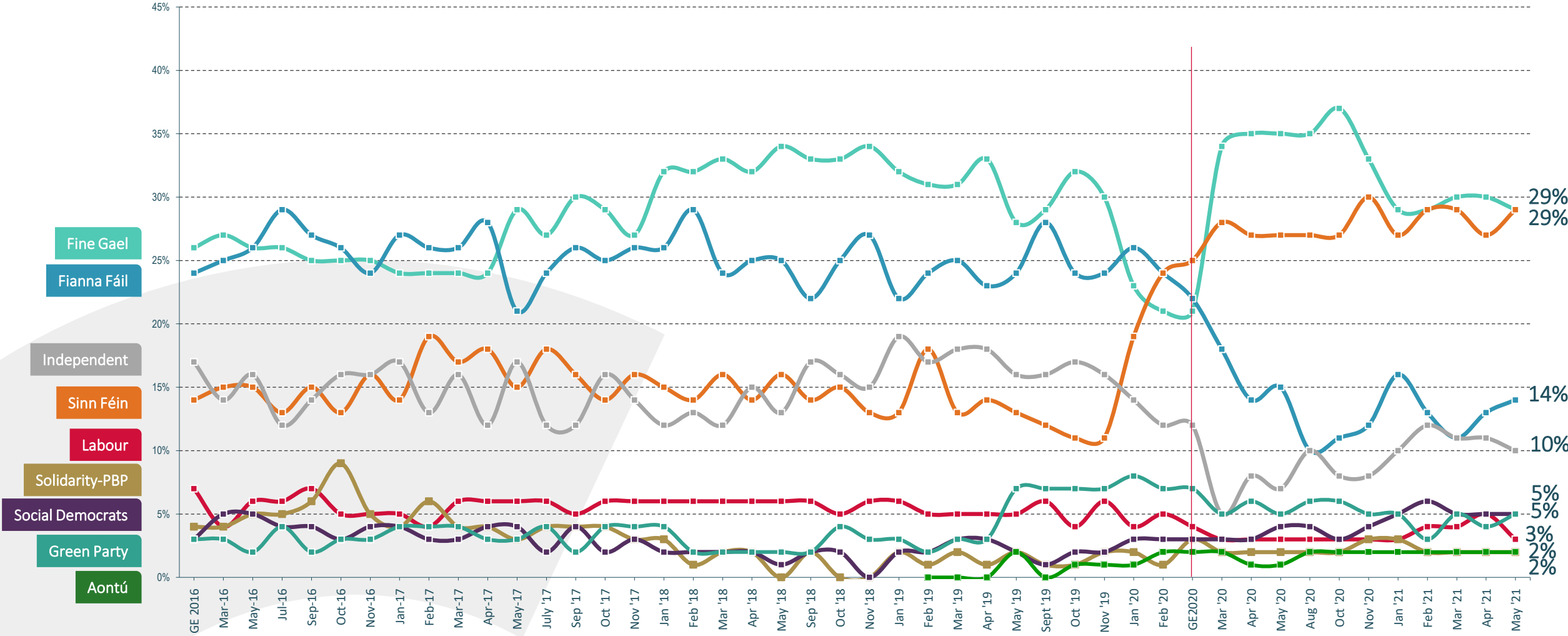
30 th May 2021	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fine Gael	29%	27%	32%	22%	25%	39%	35%	22%	31%	30%	26%	32%
Sinn Féin	29%	31%	25%	31%	36%	18%	20%	39%	26%	23%	33%	34%
Fianna Fáil	14%	14%	14%	16%	7%	19%	13%	13%	10%	17%	14%	15%
An Independent Candidate	10%	10%	11%	4%	13%	11%	9%	12%	9%	8%	12%	11%
Green Party	5%	5%	5%	9%	5%	3%	7%	4%	9%	6%	3%	1%
Labour Party	3%	4%	2%	4%	3%	3%	4%	3%	2%	4%	4%	2%
Social Democrats	5%	3%	7%	7%	6%	3%	7%	3%	8%	7%	3%	1%
Solidarity/ People Before Profit (including Rise)	3%	2%	2%	4%	3%	1%	2%	3%	3%	2%	3%	1%
Aontú	2%	2%	2%	1%	1%	3%	2%	1%	2%	2%	1%	3%

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



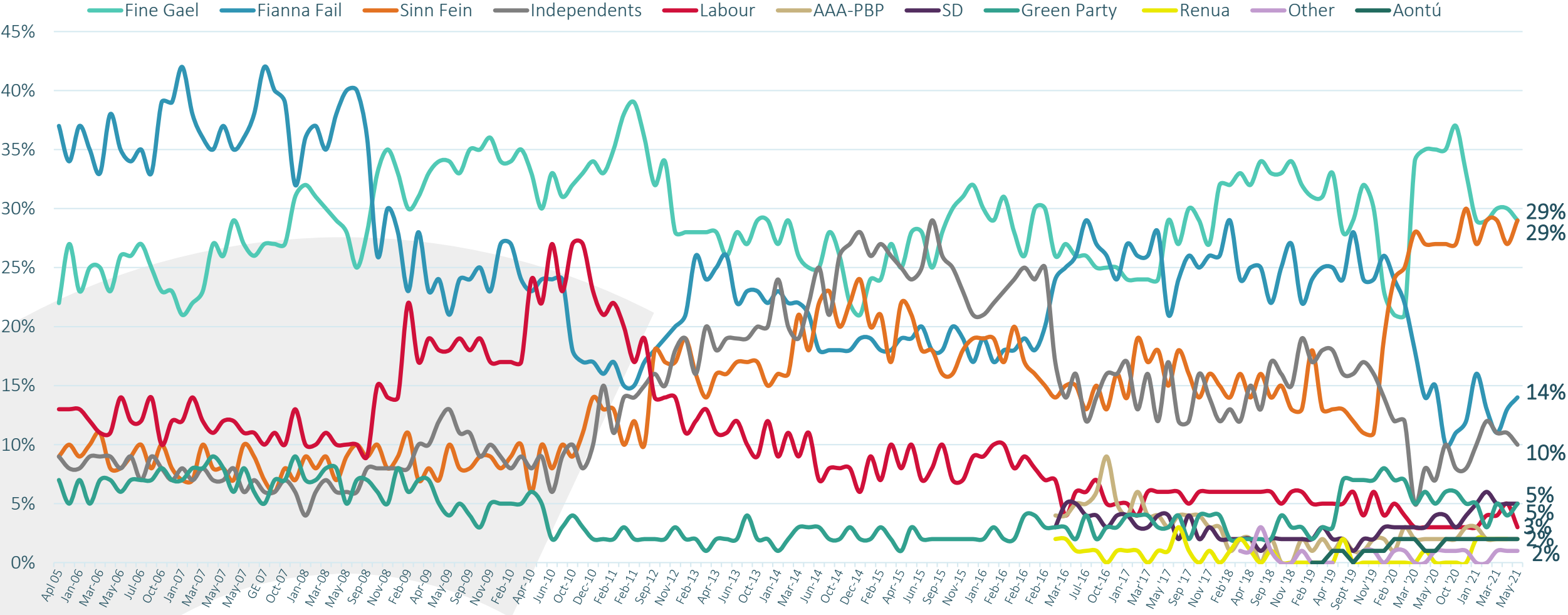
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(Base: All adults 18+ who will vote)

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



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)

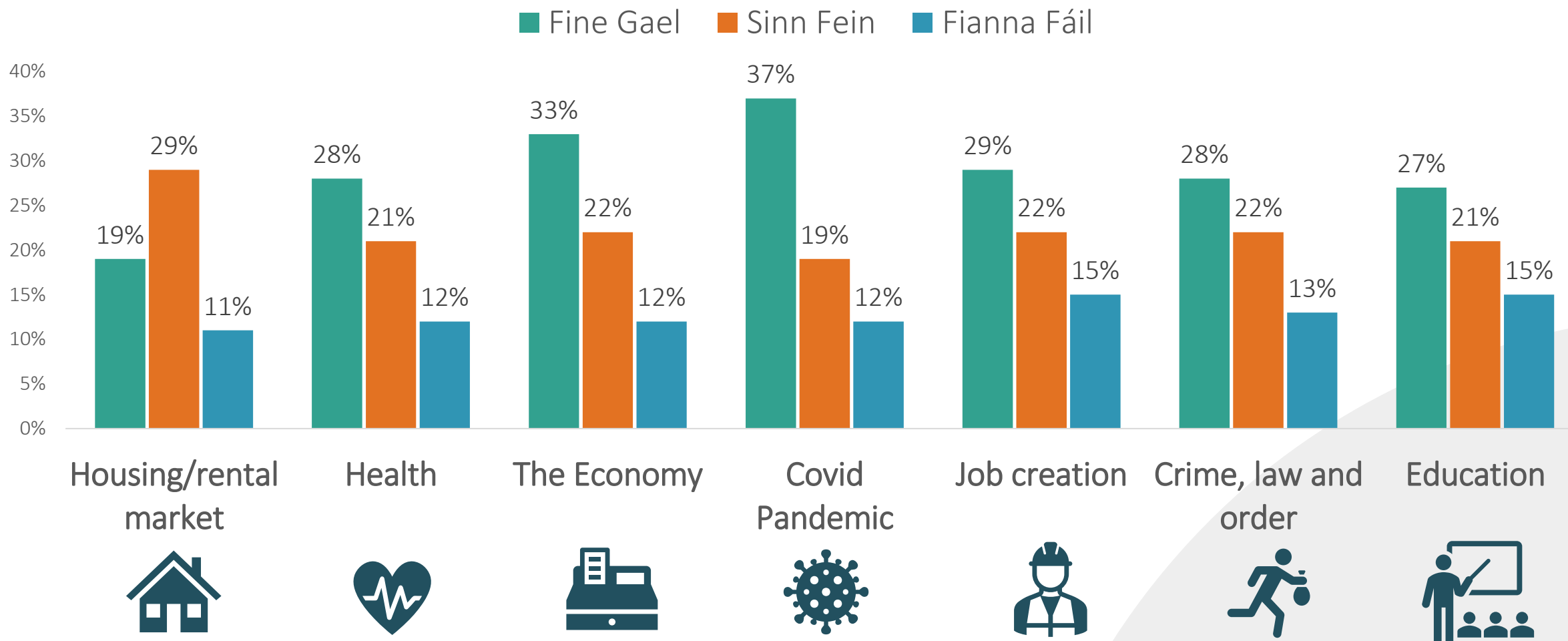
(Base: All adults 18+ who will vote)

02

Voter Attitudes

Which of largest parties are trusted in key policy areas

Which party do the public trust most on...

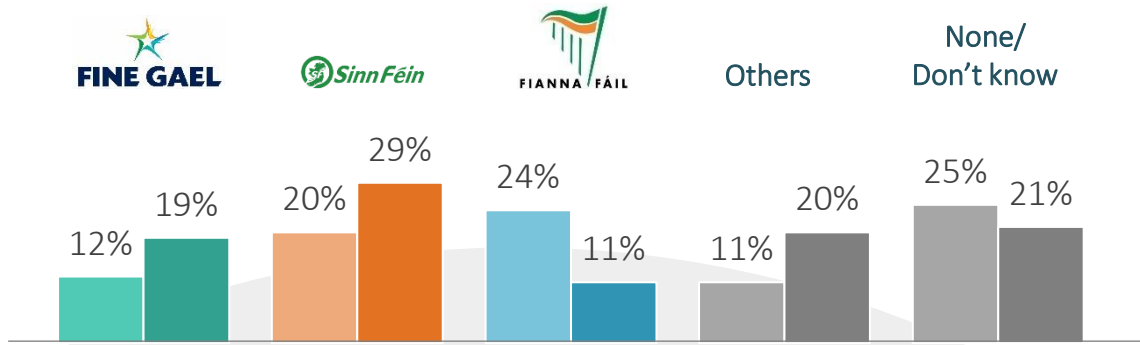


Which parties are trusted in the key policy areas

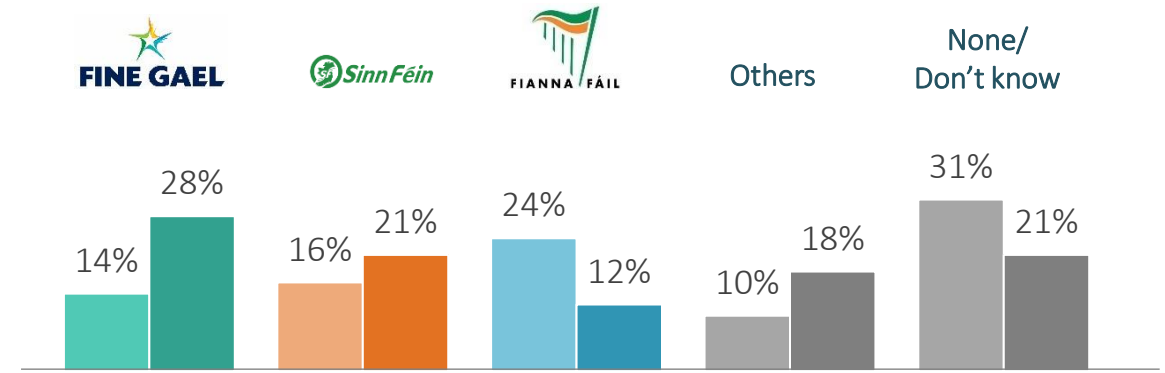
Change since January 2020

Jan 2020 May 2021

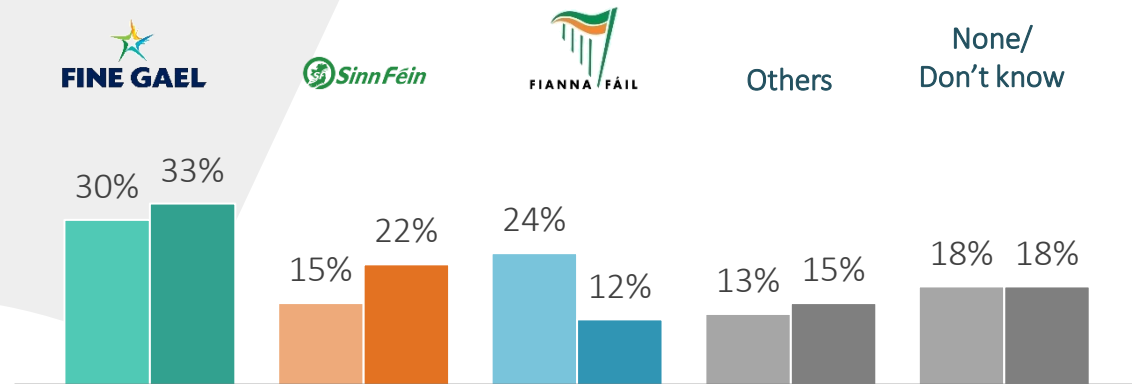
Housing/Rental Market



Health



The Economy



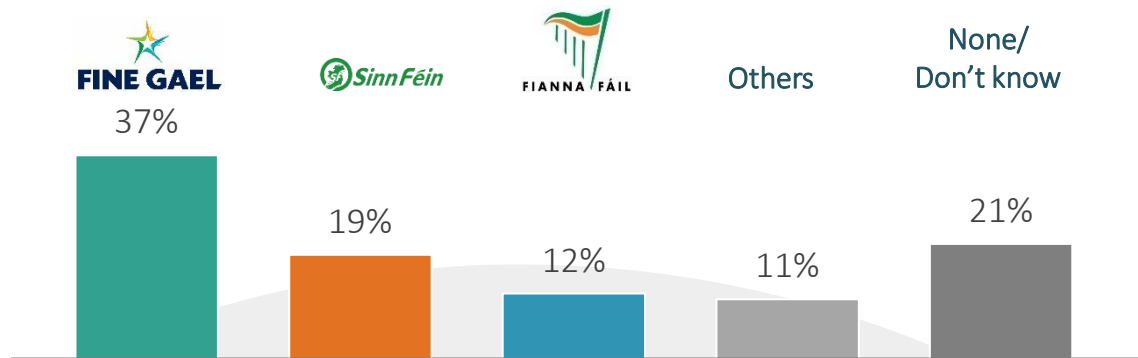
Q. Regardless of whom you would give your first preference vote to, which party, if any, do you think is best equipped to manage the following areas over the next 5 years?

(Base: All Irish Adults aged 18+ - 1034)

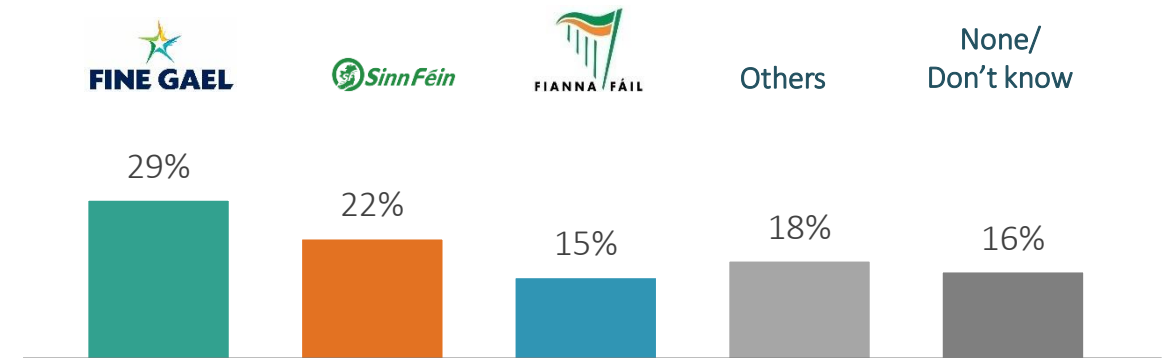
Which Parties Are Trusted in The Key Policy Areas

Which party do the public trust most on...

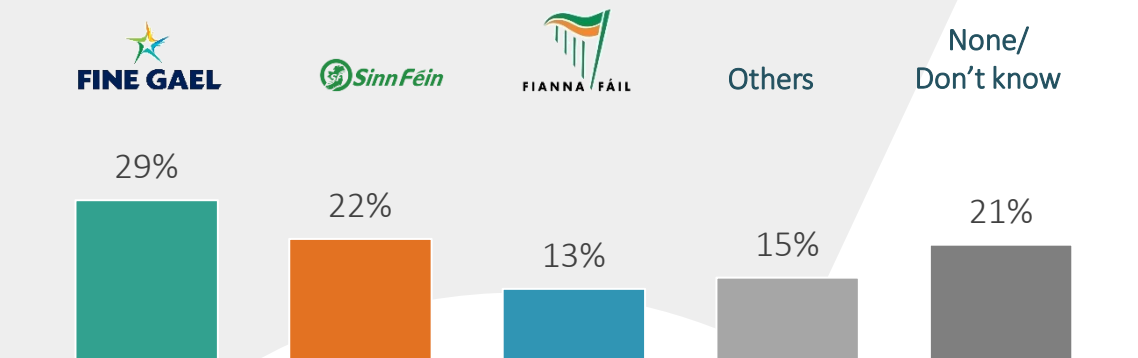
Covid Pandemic



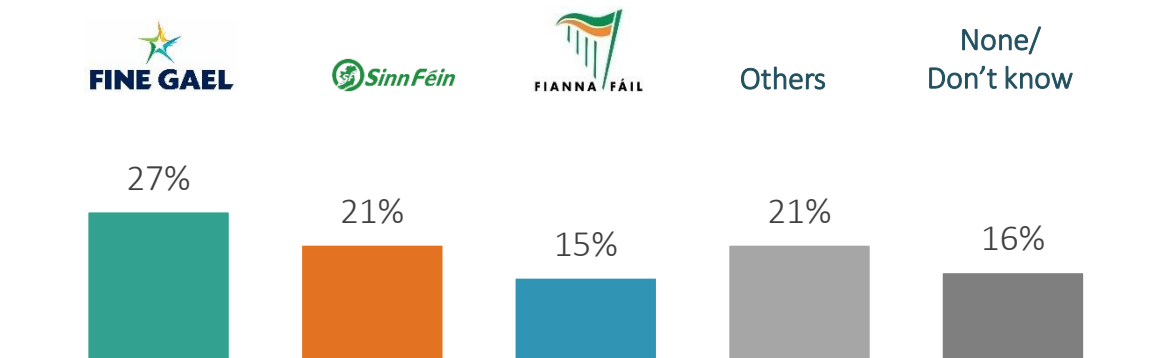
Job creation



Crime, law and order



Education



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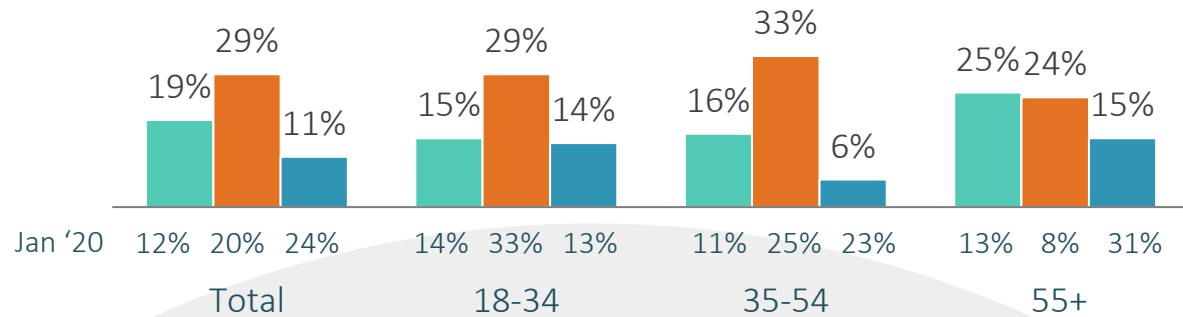
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Which Parties Are Trusted in The Key Policy Areas – By Age

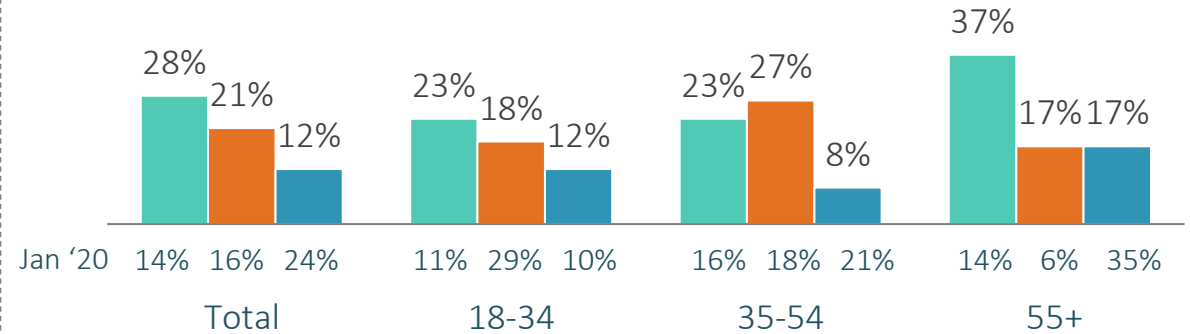


Which party do the public trust most on...

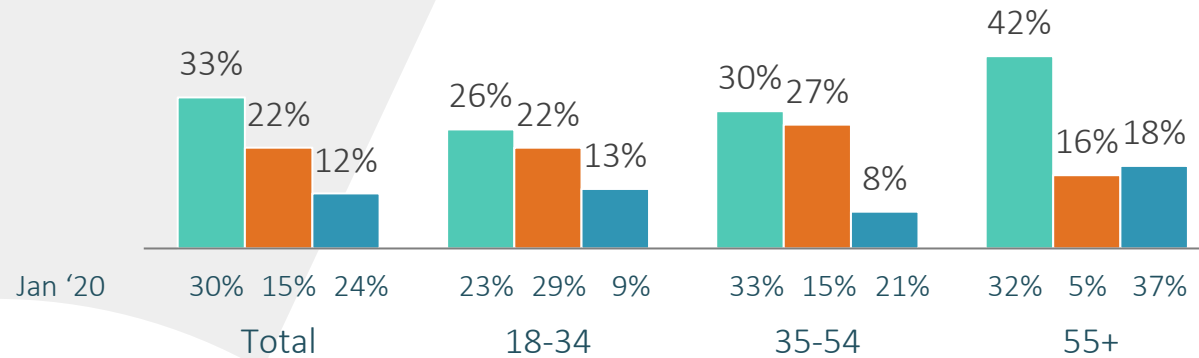
Housing/Rental Market



Health



The Economy



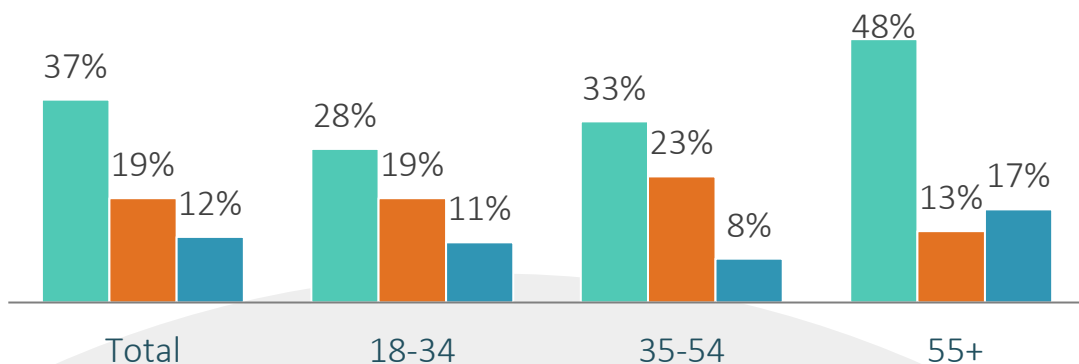
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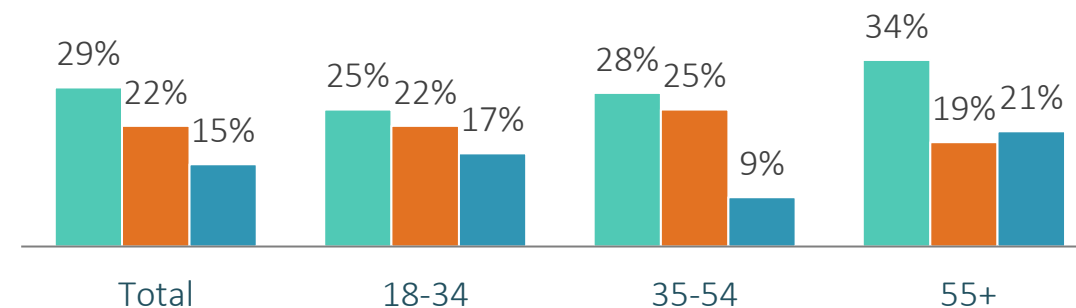
Which Parties Are Trusted in The Key Policy Areas – By Age

Which party do the public trust most on...

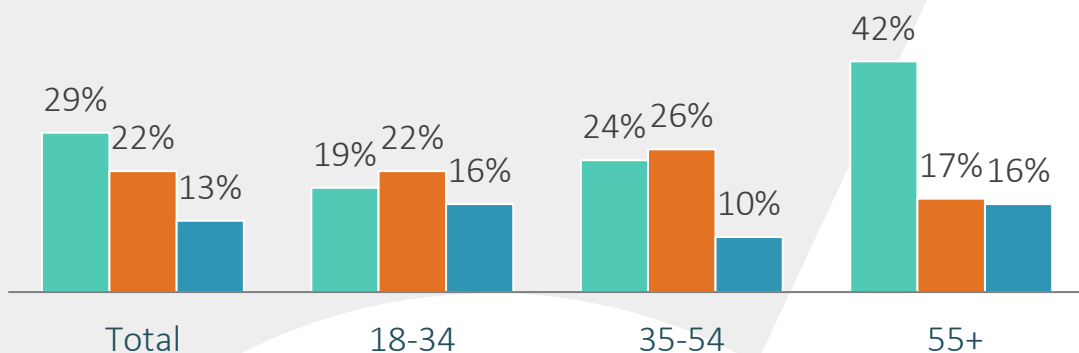
Covid Pandemic



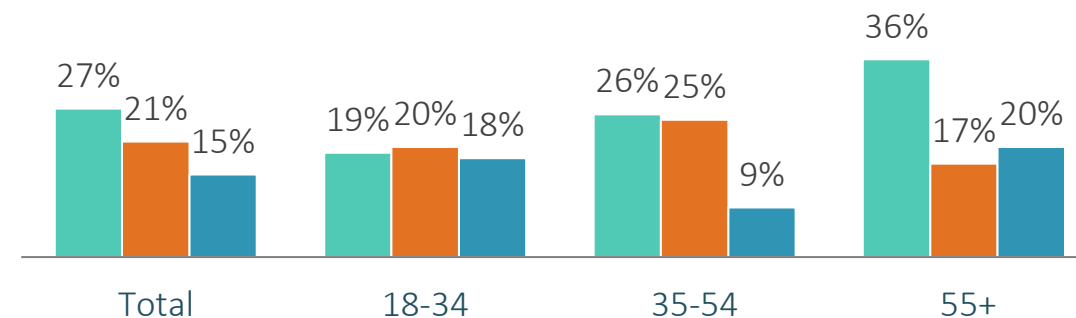
Job creation



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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**.





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

We deliver

CLARITY

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

Opportunity



Understanding people, behaviour, markets, society and technology in order to uncover opportunities.

Growth



Uncovering choices, preferences and decisions that enable business to design brands, products and services that beat the competition.

Retention



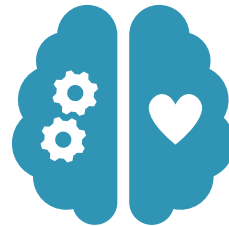
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

Change



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



RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

