

REDC

**Business
Post**

Opinion Poll Report June 2021

JN. 493621



Methodology and Weighting

- RED C interviewed a random sample of **1020** adults aged 18+ online between Friday 18th and Thursday 24th June 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.

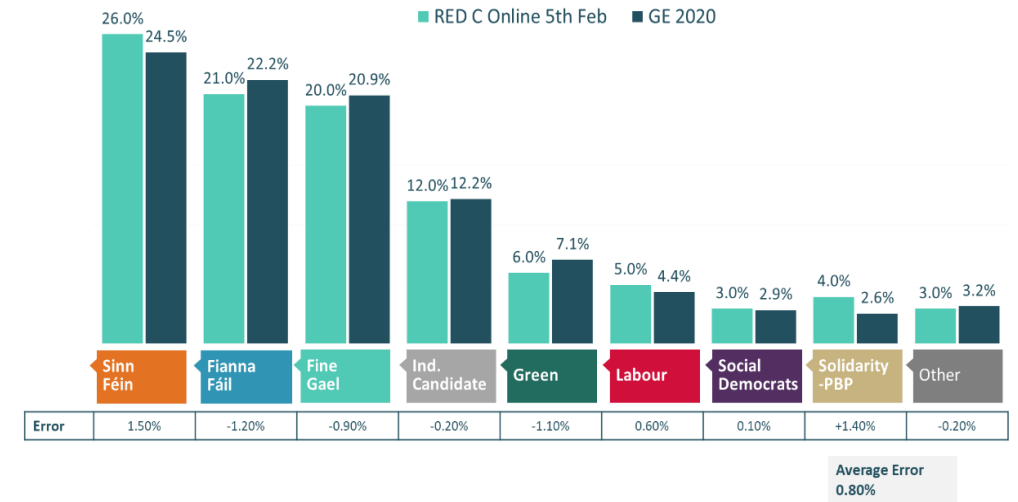
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



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)

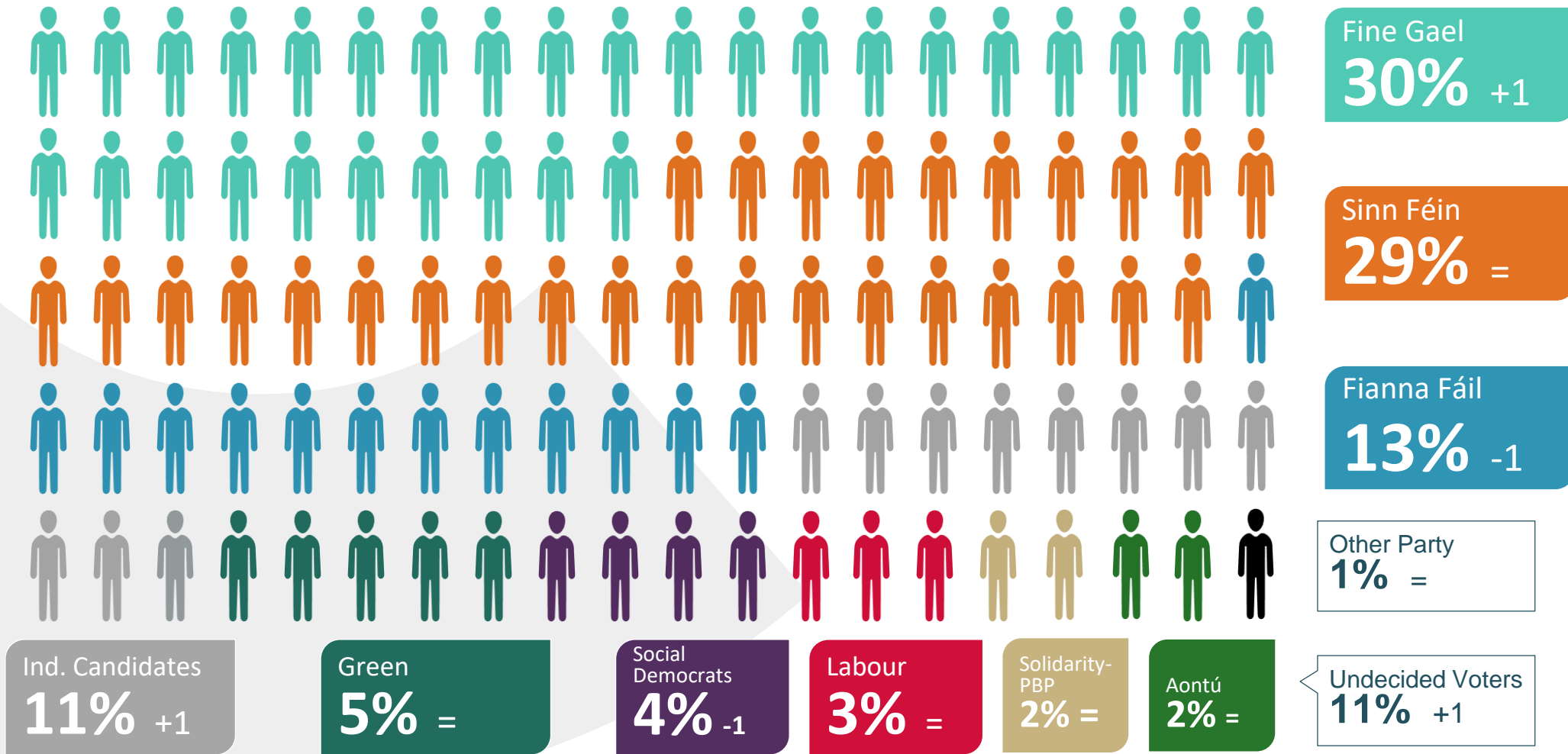


01

Vote Intention @ General Election

First preference vote intention – 27th June 2021

With change vs. last poll – May 2021

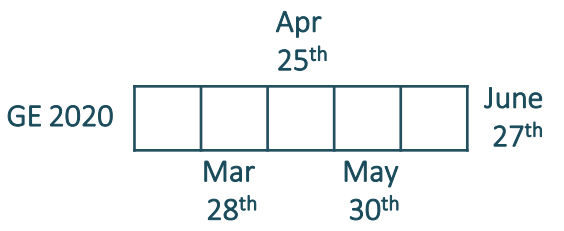
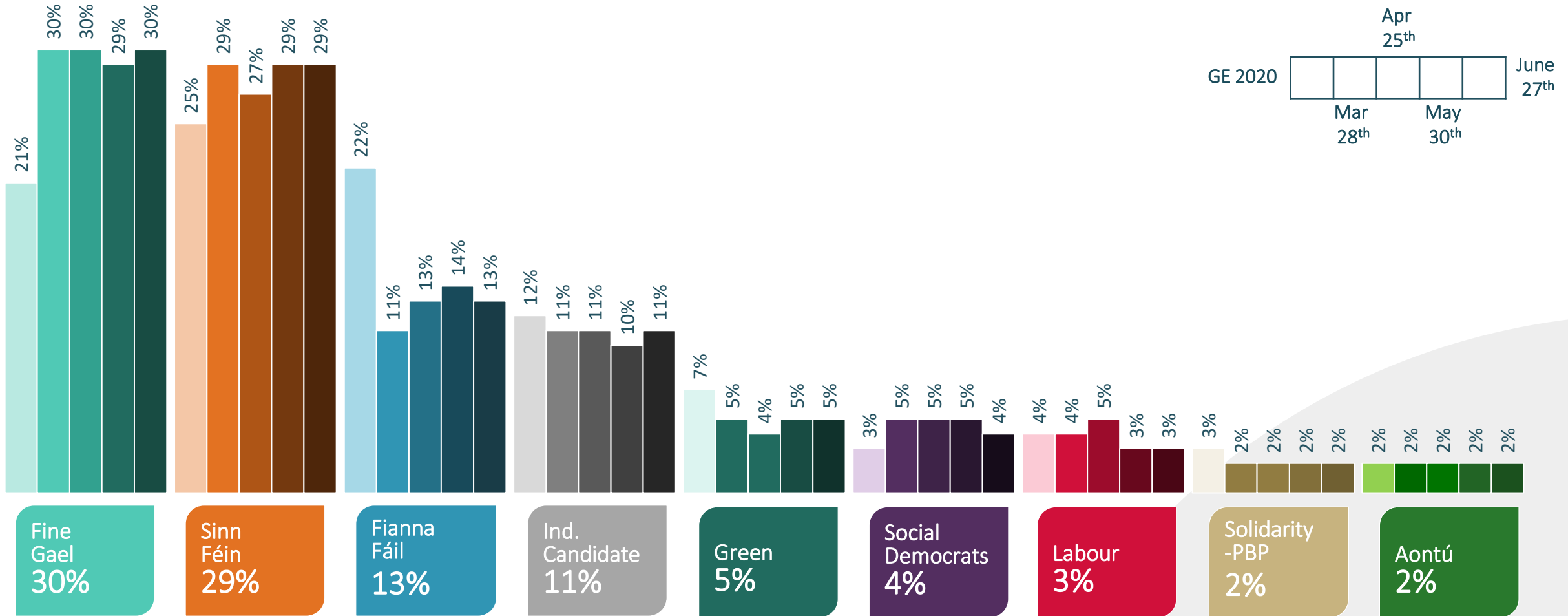


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention

Shown over time and vs. last General Election Results



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

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

27 th June 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	30%	28%	31%	16%	26%	41%	34%	22%	33%	33%	22%	29%
Sinn Féin	29%	29%	28%	44%	28%	19%	18%	40%	25%	29%	31%	31%
Fianna Fáil	13%	14%	12%	10%	15%	13%	20%	8%	12%	14%	15%	10%
An Independent Candidate	11%	11%	11%	7%	14%	11%	8%	14%	7%	7%	18%	14%
Green Party	5%	4%	6%	9%	3%	4%	7%	4%	8%	4%	4%	3%
Social Democrats	4%	5%	3%	5%	5%	4%	5%	3%	4%	4%	4%	4%
Labour Party	3%	3%	4%	3%	3%	4%	4%	3%	5%	4%	2%	2%
Solidarity/ People Before Profit (including Rise)	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%
Aontú	2%	2%	2%	4%	2%	2%	1%	2%	2%	2%	2%	3%

Not Showing Other Party: <1%

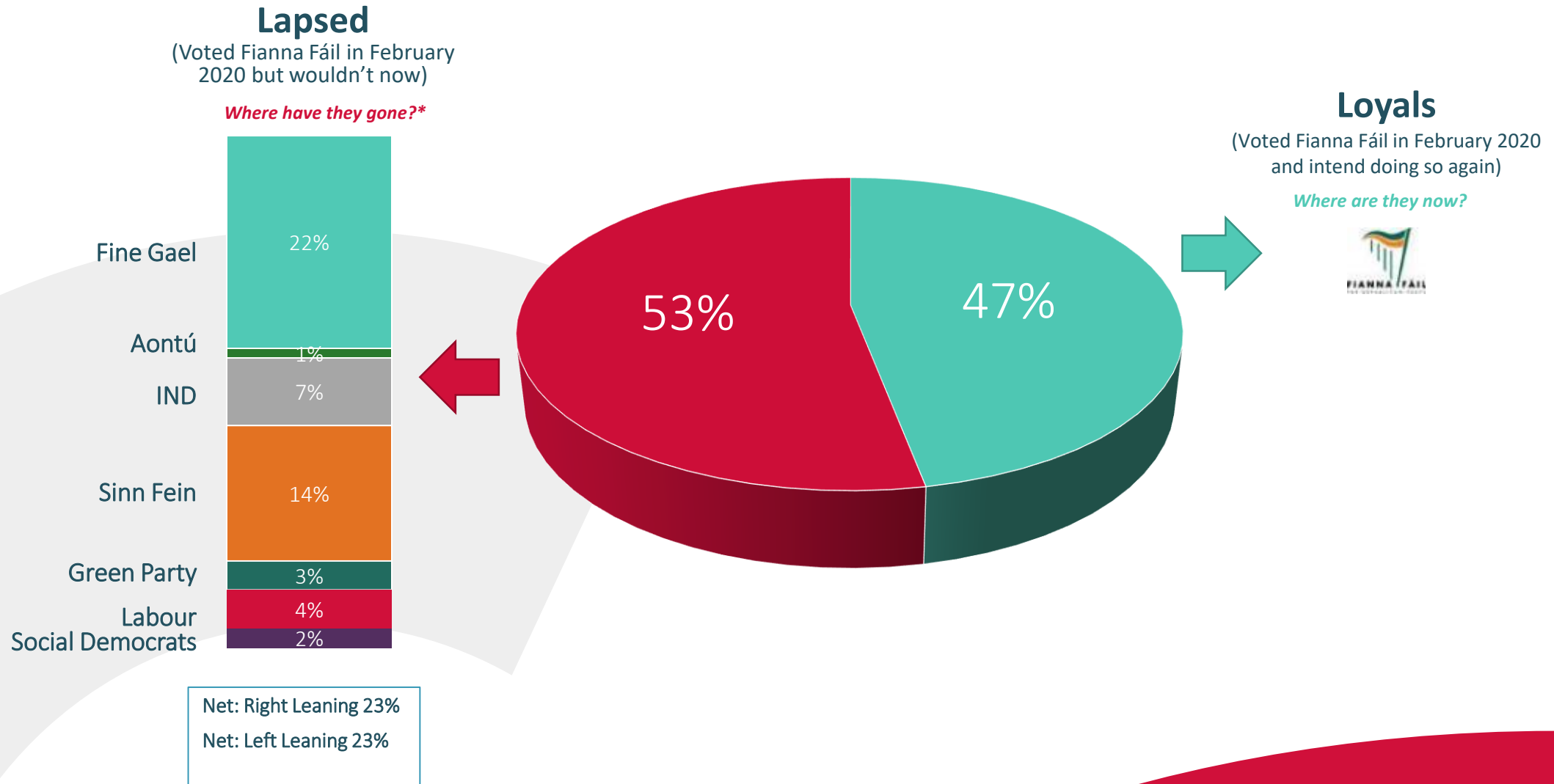
(Base: All adults 18+ who will vote)

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)

Where has the Fianna Fáil vote gone?

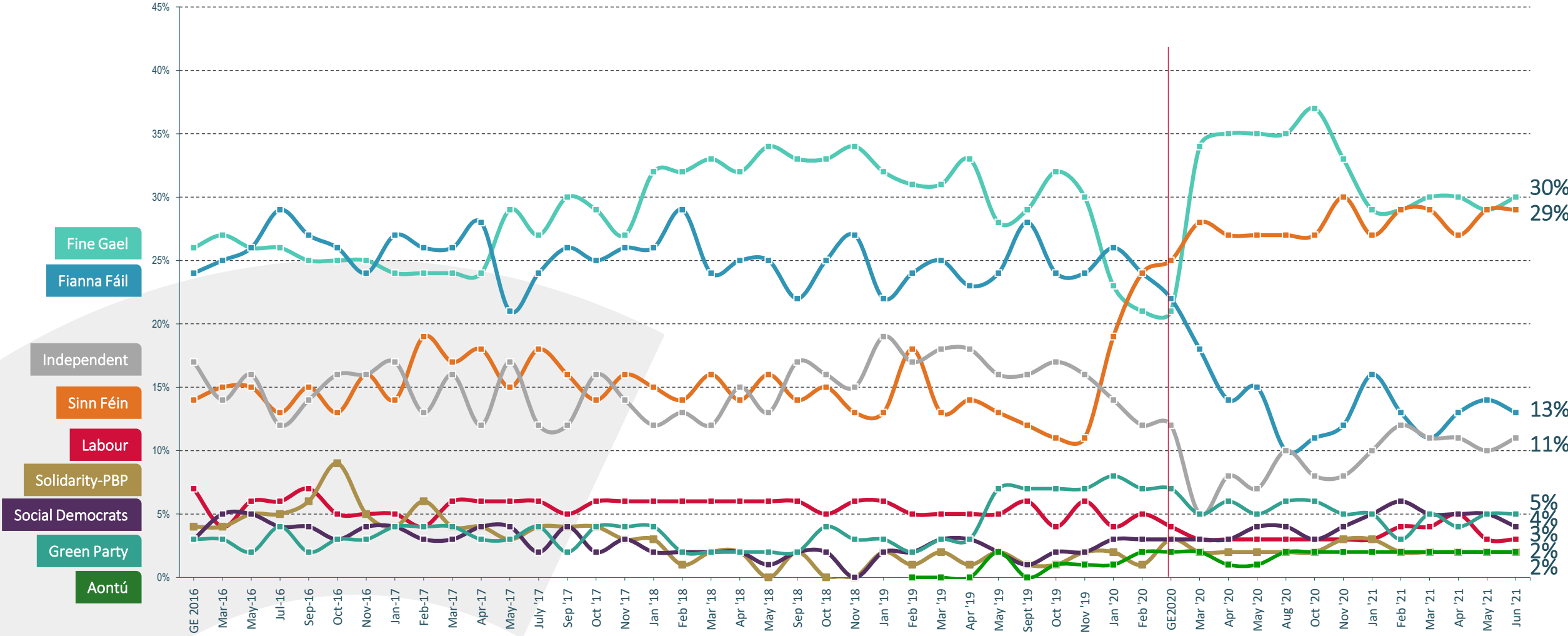


Distribution of 1st Preference Votes of Those who Voted for Fianna Fáil in Feb 2020 suggests movement to both the left and the right, with Fine Gael and Sinn Fein gaining the lions share



*Excluding 6% Undecided

First preference vote intention – since GE 2016



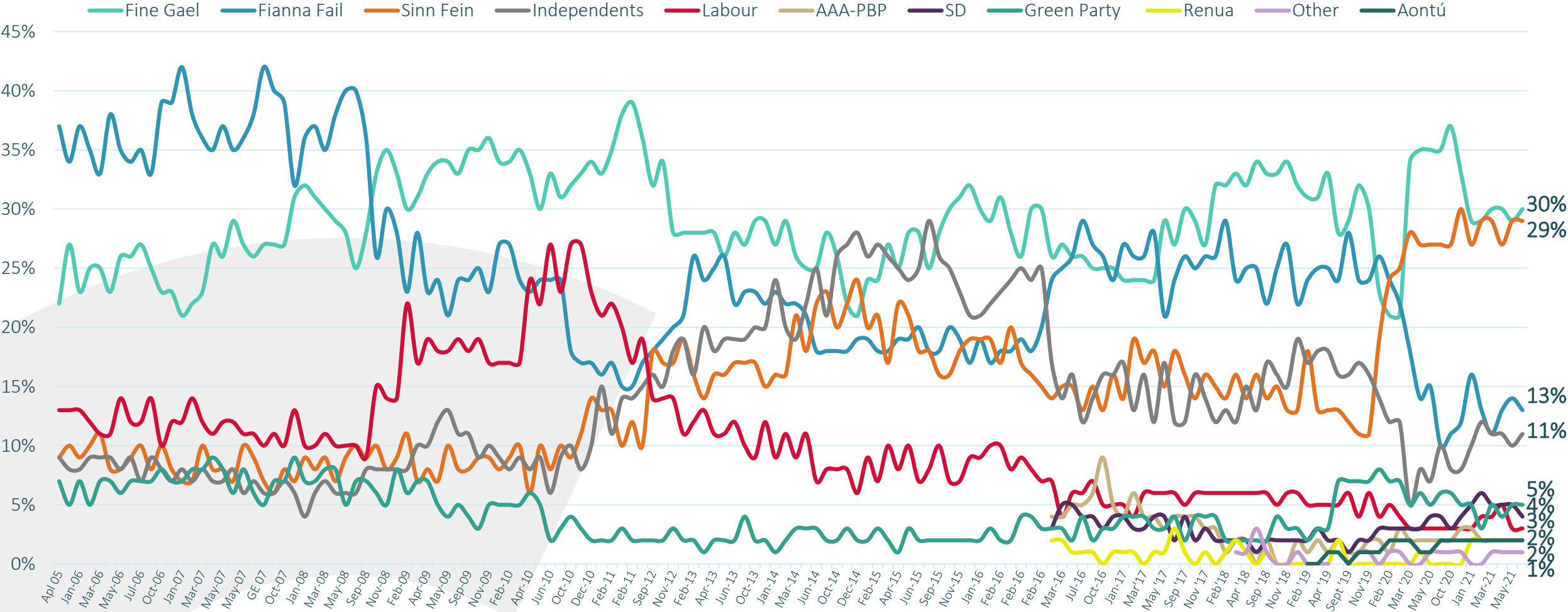
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

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)



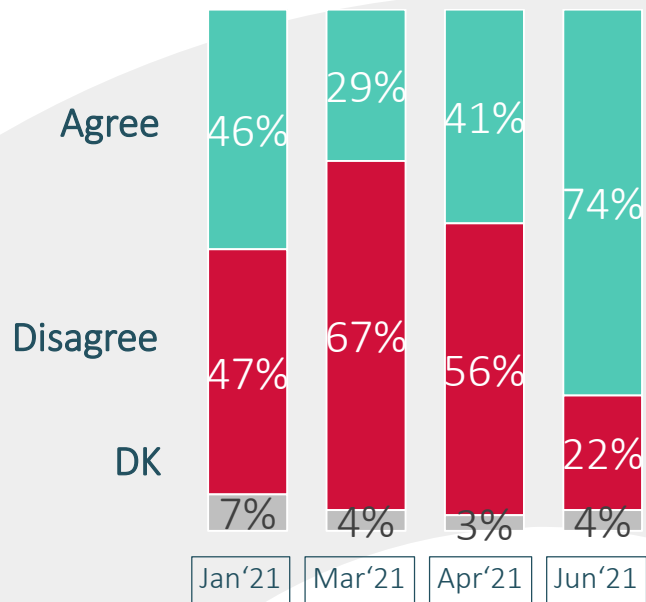
02

Voter Attitudes

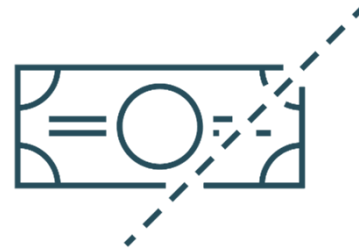
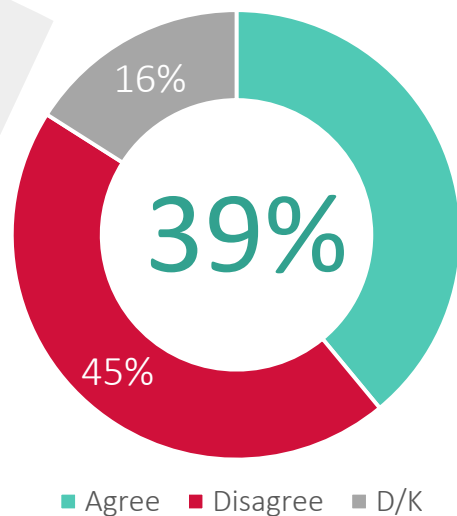
Voter Attitudes Overview - I



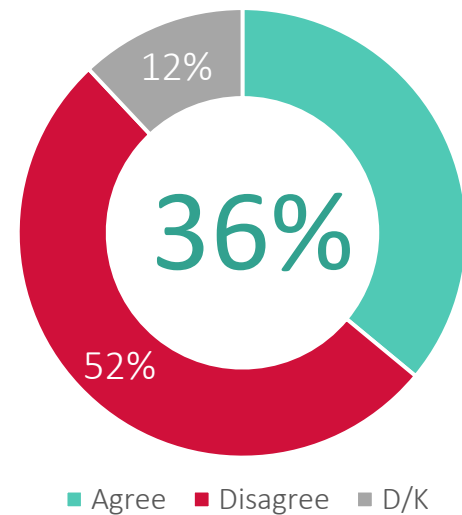
The government is doing a good job rolling out the vaccines



I believe there will be a united Ireland in my lifetime



I support tax cuts in the next budget, even if it means reduced investment in public services



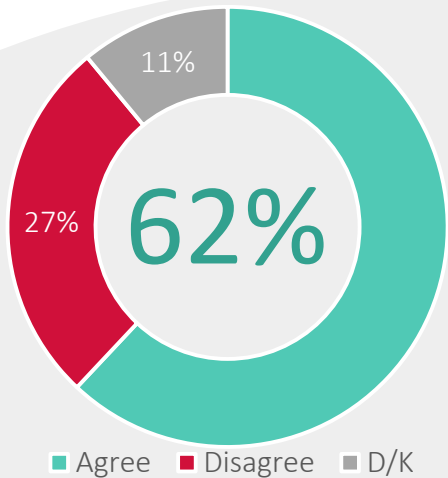
(Base: All adults 18+ who will vote)

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?

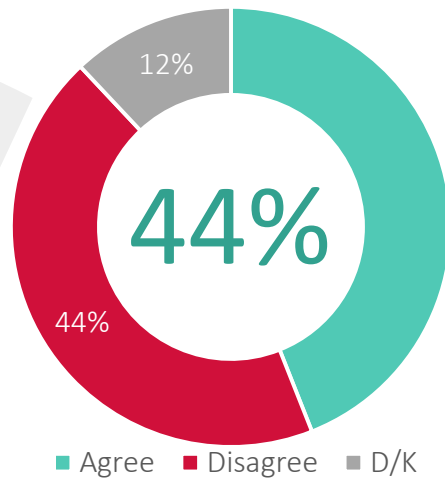
Voter Attitudes Overview - II



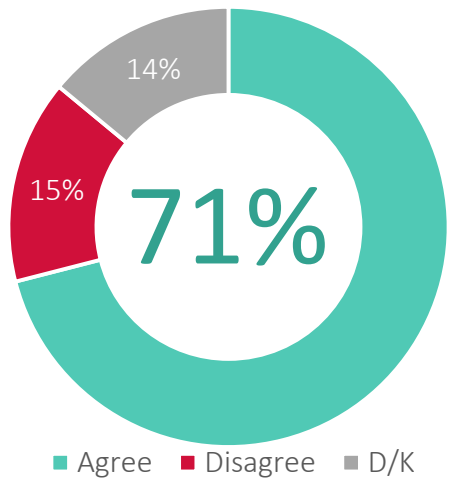
Homes that are vacant for more than 12 months should have to pay higher property tax



I believe there should be an inquiry into the handling of Covid-19 by the state and NPHT



The government should provide a redress scheme to cover 100% of the costs (or 'all costs') for those whose homes were impacted by the mica block controversy

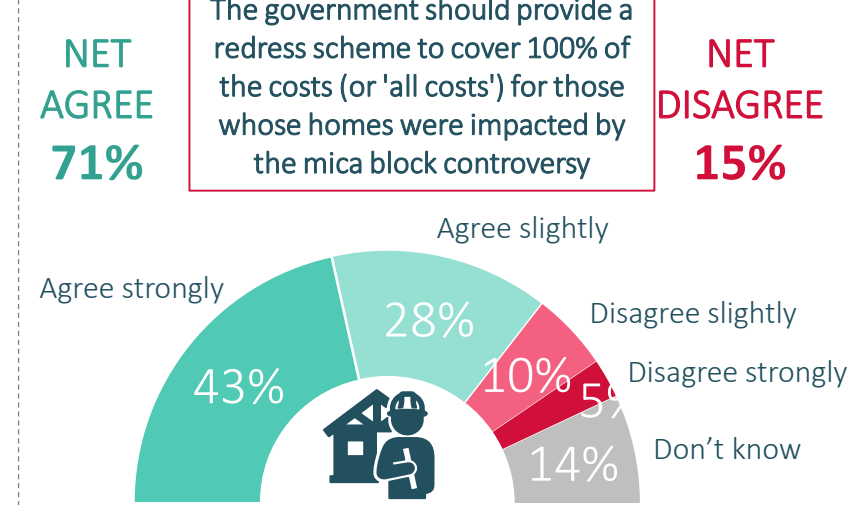
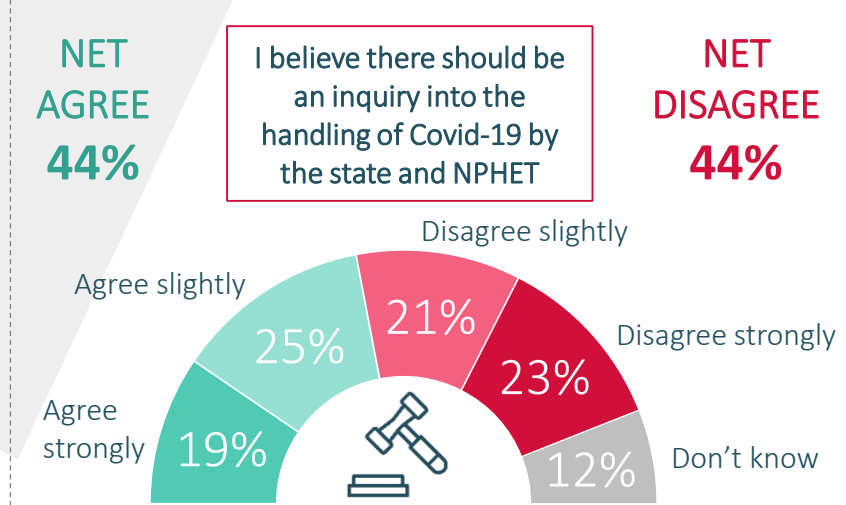
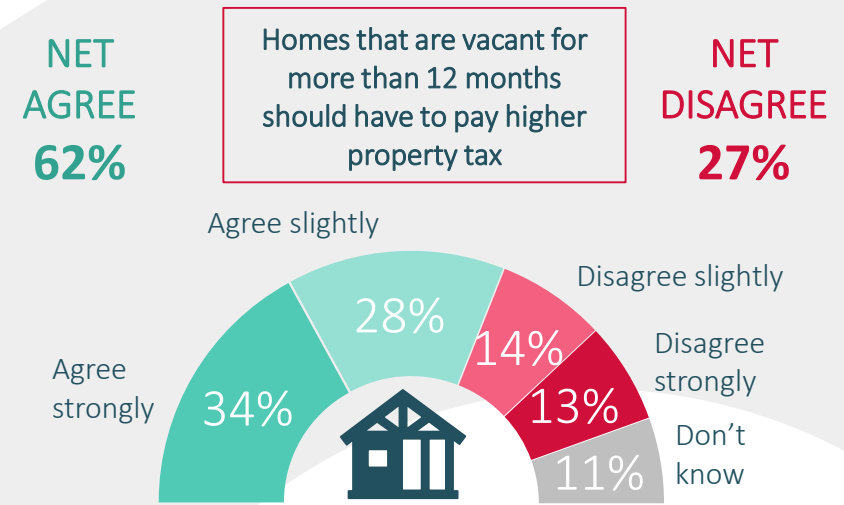
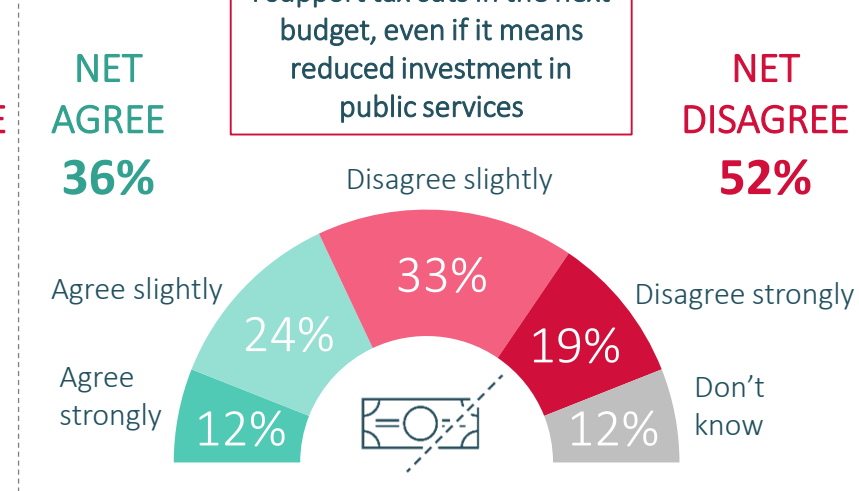
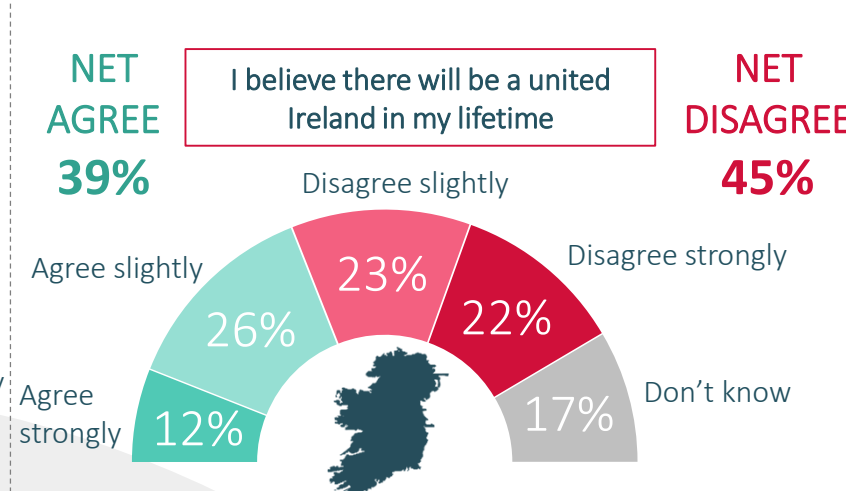
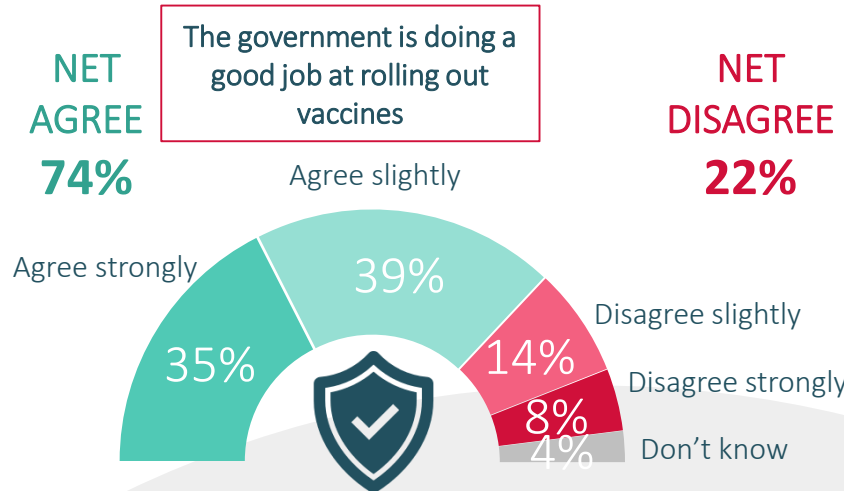


(Base: All adults 18+ who will vote)

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.



(Base: All adults 18+ who will vote)

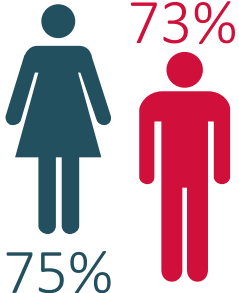
Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding Covid 19 pandemic and other items in the news recently?

Government performance on vaccine roll-out

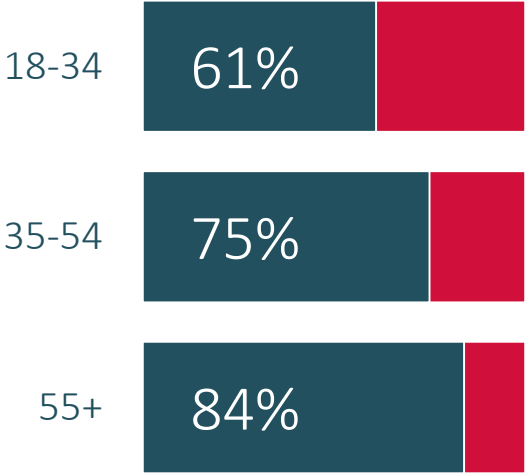
% People who think the government is doing a good job

74%

Gender



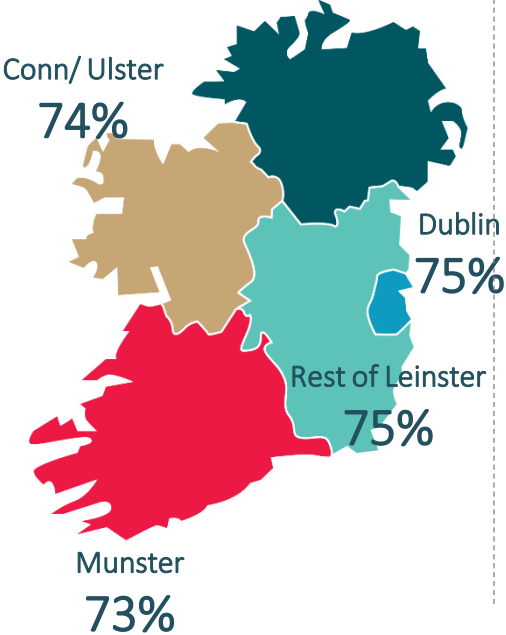
Age



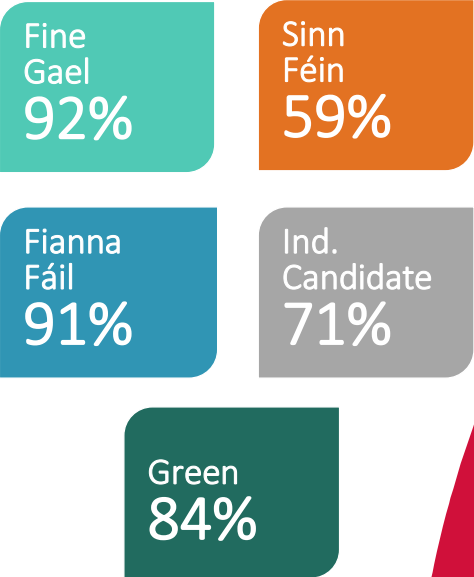
Social Class



Region



Party Support



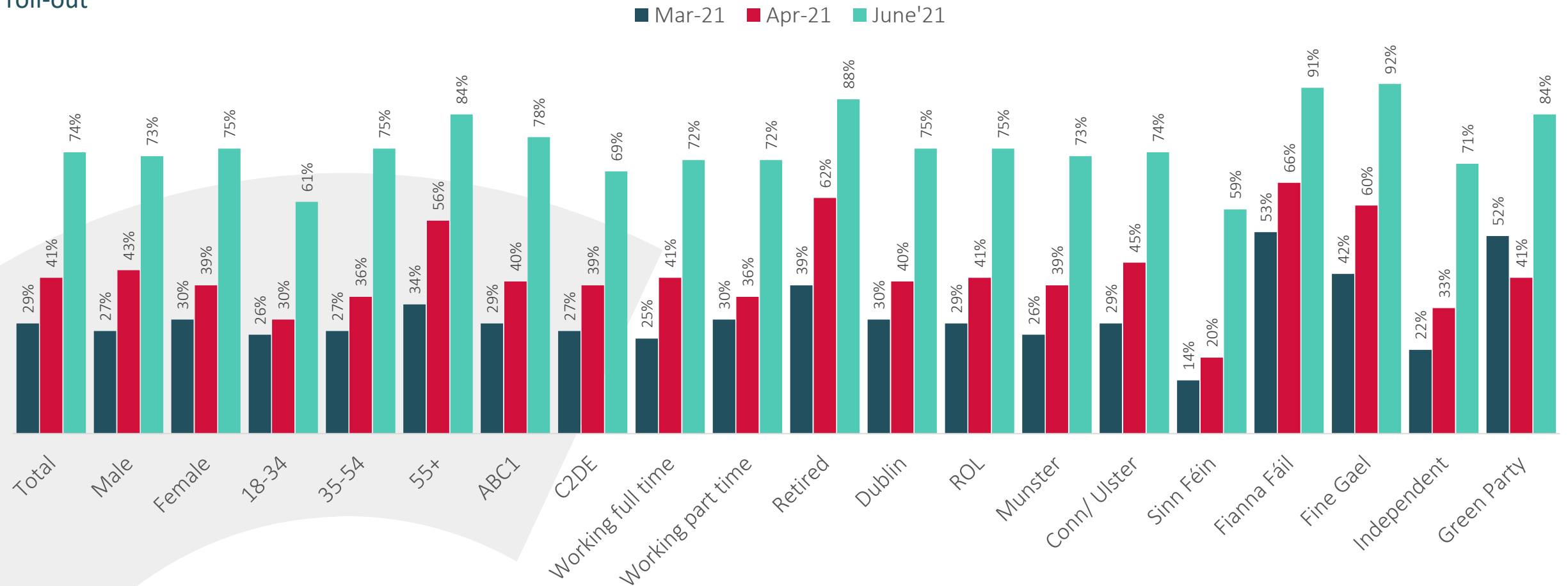
(Base: All adults 18+ who will vote)

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?

Satisfaction with vaccine roll-out has risen sharply

There is almost universal approval for the governments role in rolling out the vaccine across all demographics, with Fianna Gael and Fianna Fail voters the most satisfied.

% People who think the government is doing a good job on vaccine roll-out



(Base: All adults 18+ who will vote)

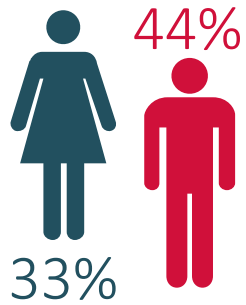
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Support for a United Ireland

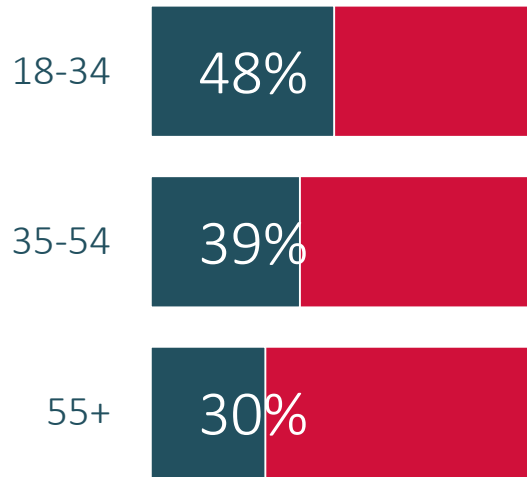
% Who believe there will be a united Ireland in their lifetime

39%

Gender



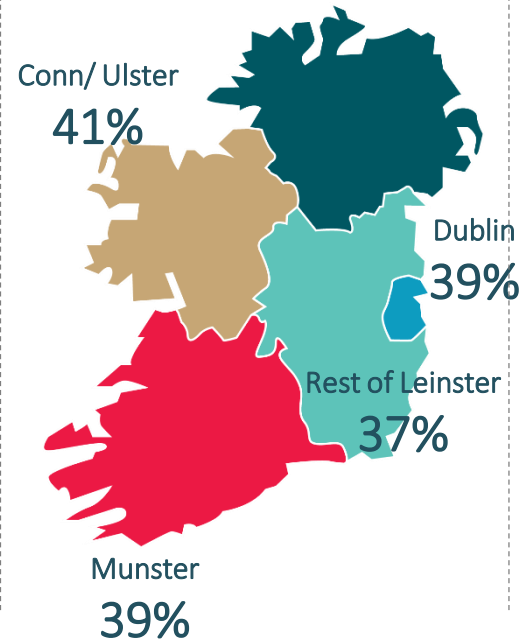
Age



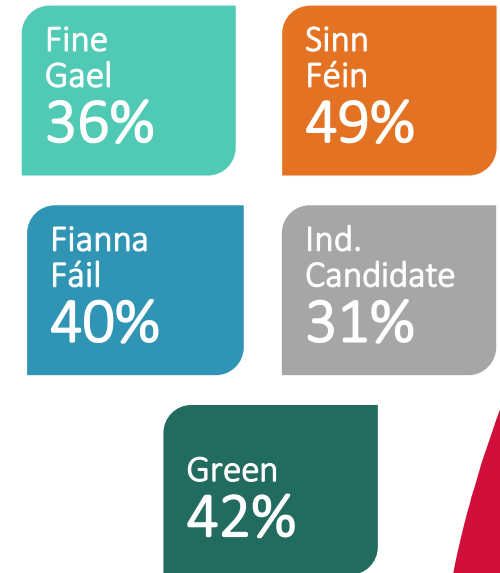
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

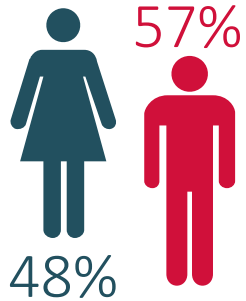
Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding Covid 19 pandemic and other items in the news recently?

Proposed tax cuts in the next budget

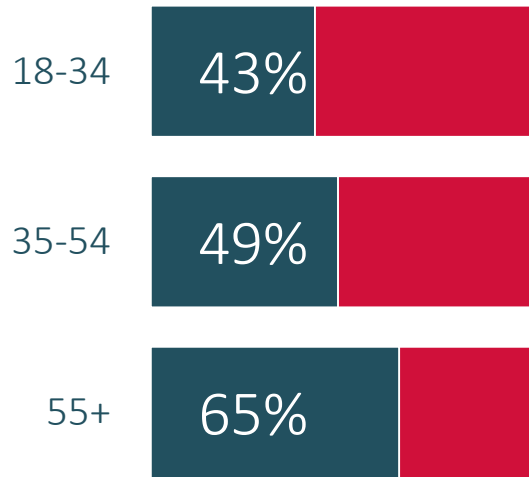
% Who don't support tax cuts in the next budget, even if it means reduced investment in public services

52%

Gender



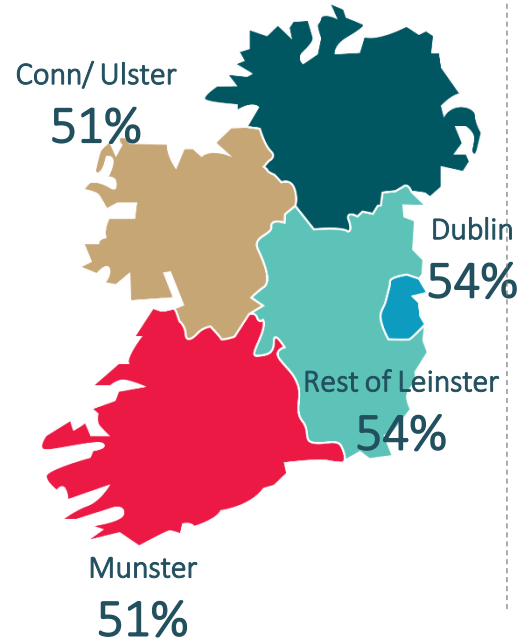
Age



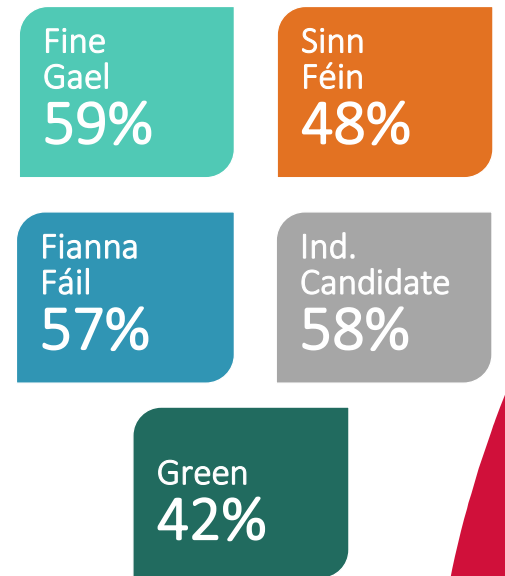
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

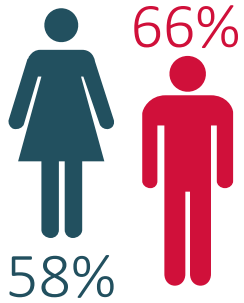
Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding Covid 19 pandemic and other items in the news recently?

Higher property tax for vacant homes

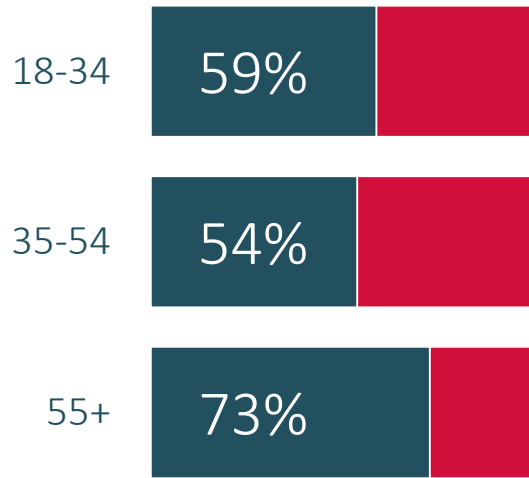
% Who believe homes that are vacant for more than 12 months should have to pay higher property tax

62%

Gender



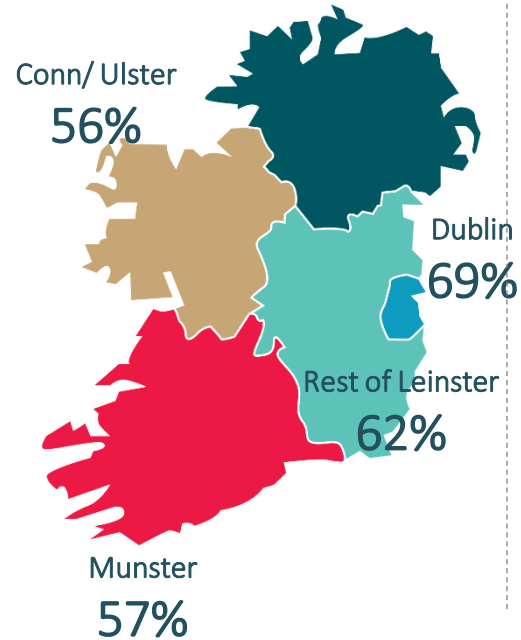
Age



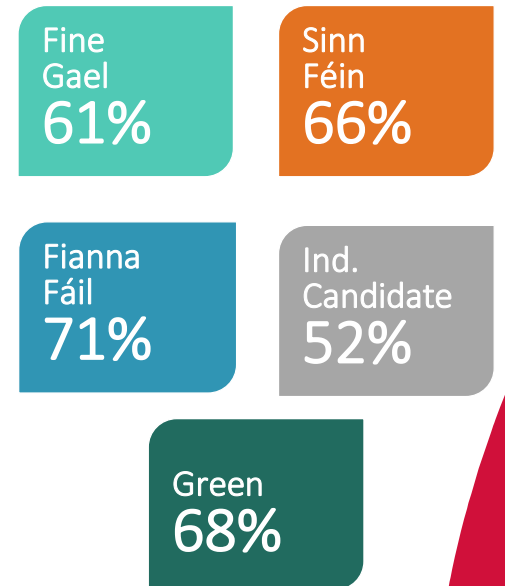
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

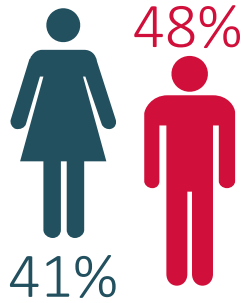
Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding Covid 19 pandemic and other items in the news recently?

Inquiry into how Covid-19 was handled

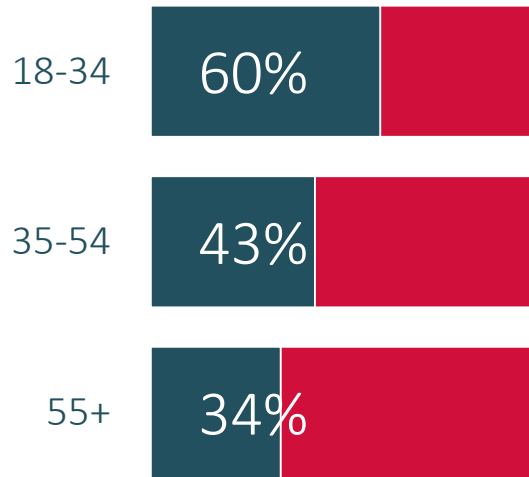
% Who believe there should be an inquiry into the handling of Covid-19 by the state and NPHEA

44%

Gender



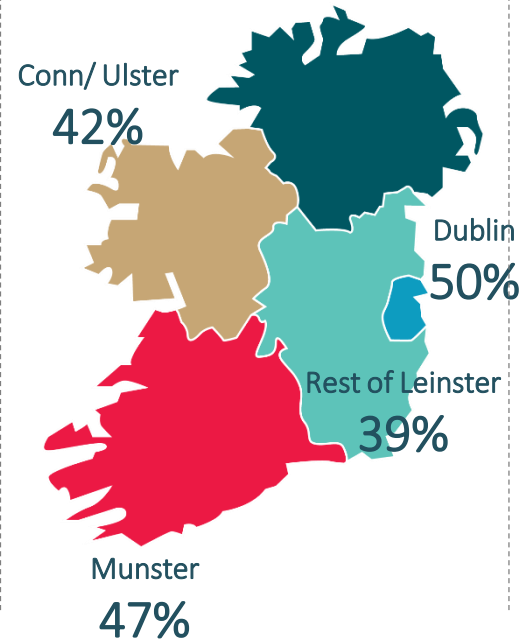
Age



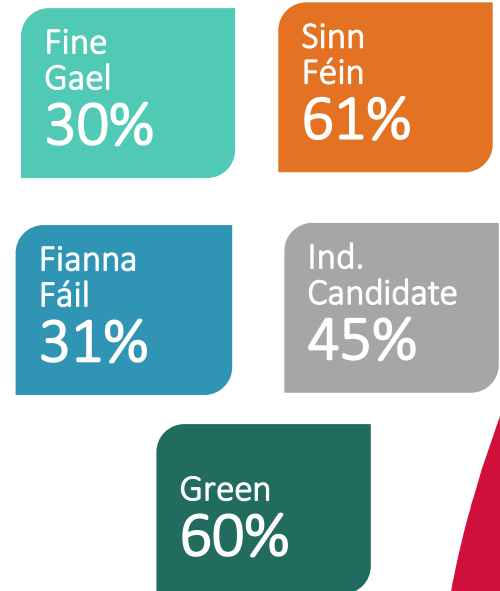
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

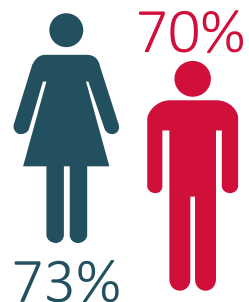
Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding Covid 19 pandemic and other items in the news recently?

Redress scheme for mica block controversy

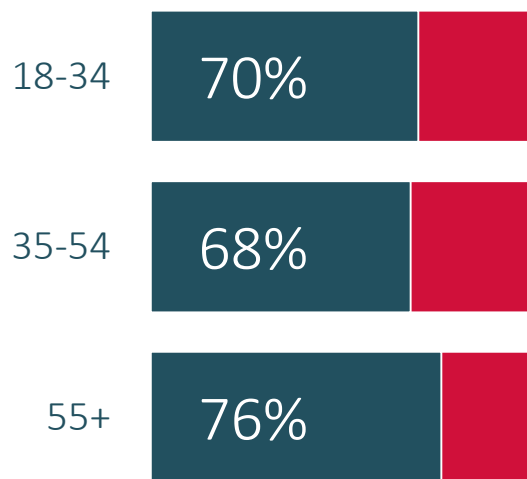
% Who believe the government should provide a redress scheme to cover 100% of the costs (or 'all costs') for those whose homes were impacted by the mica block controversy

71%

Gender



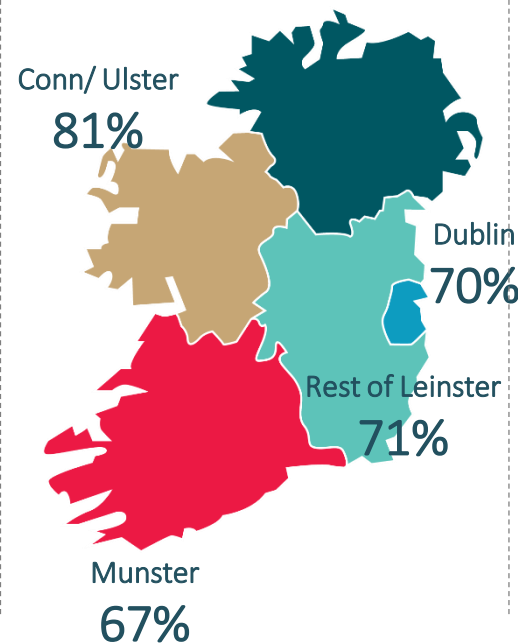
Age



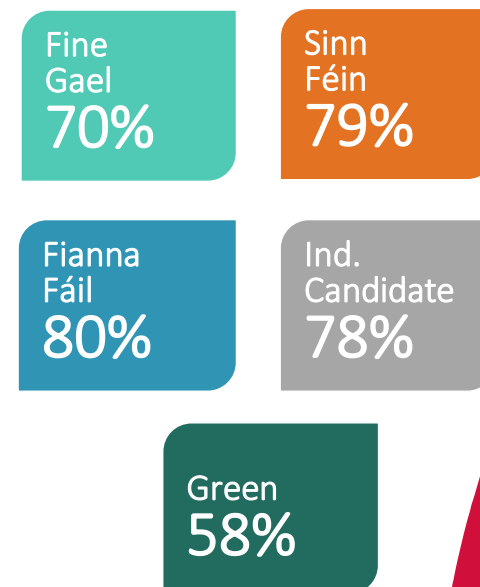
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

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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

