

**REDC**

**Business  
Post**

# Opinion Poll Report October 2021

JN. 493621



# Methodology and Weighting

- RED C interviewed a random sample of **1031** adults aged 18+ online between Friday 15<sup>th</sup> and Thursday 21<sup>st</sup> October 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 26<sup>th</sup> January and the 2<sup>nd</sup> 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.

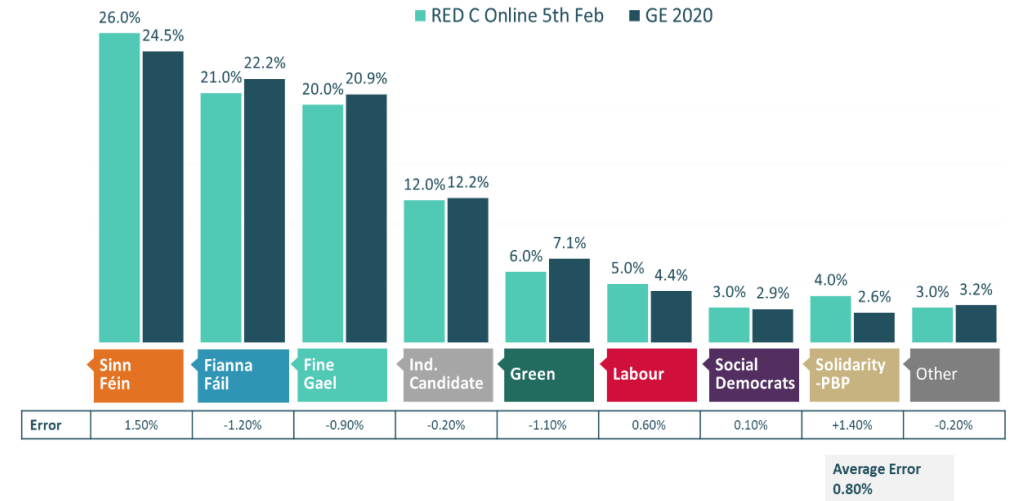
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



## 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 – 24<sup>th</sup> October 2021

With change vs. last poll – September 2021



Sinn Féin  
**33%** +4

Fine Gael  
**25%** -3

Fianna Fáil  
**12%** -1

Ind. Candidates  
**9%** -1

Other Party  
**1%** =

Undecided Voters  
**9%** -2

Green  
**4%** =

Social Democrats  
**6%** +1

Labour  
**5%** =

Solidarity-PBP  
**3%** =

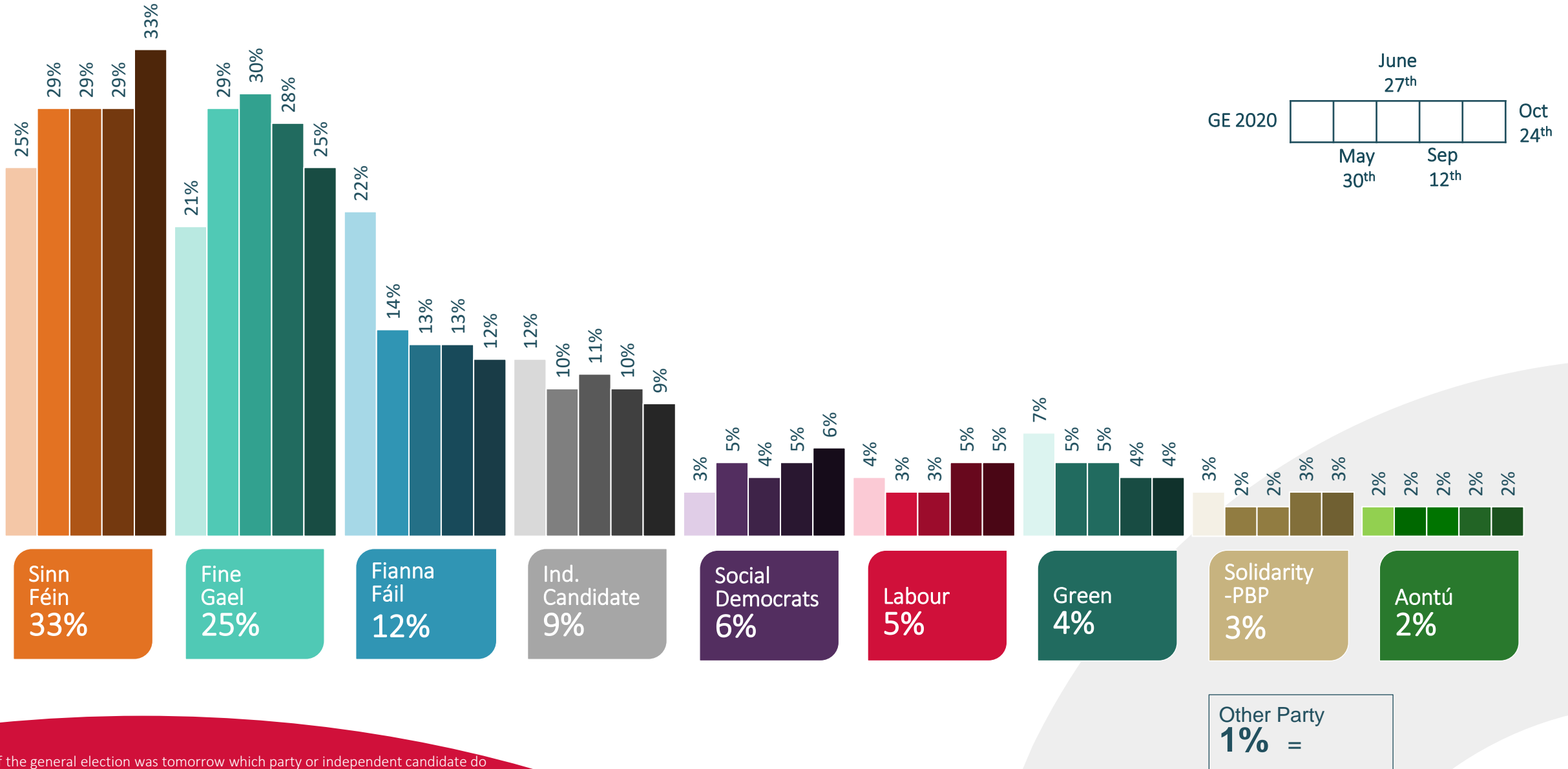
Aontú  
**2%** =

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)

# 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)  
(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

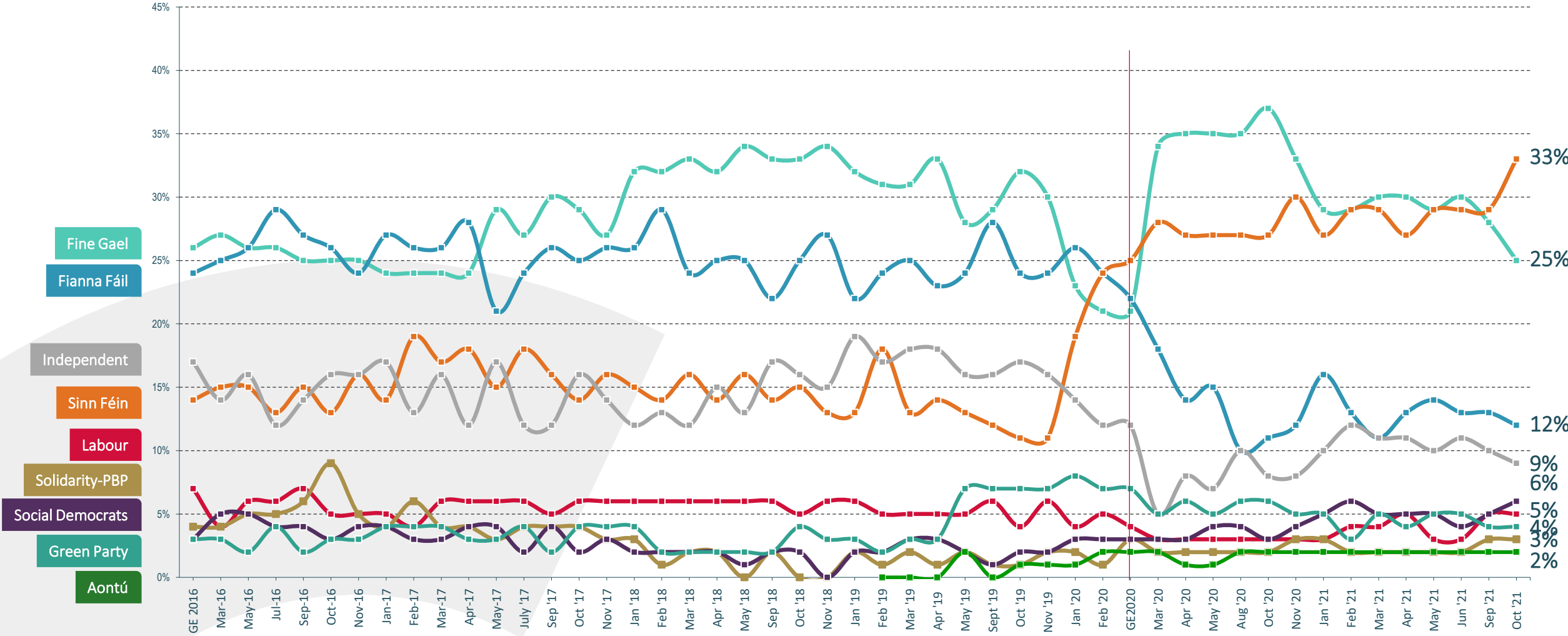
24 <sup>th</sup> October 2021	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	33%	32%	35%	34%	42%	25%	20%	48%	25%	34%	38%	39%
Fine Gael	25%	23%	27%	14%	25%	34%	29%	19%	27%	25%	23%	25%
Fianna Fáil	12%	11%	13%	13%	7%	16%	15%	9%	12%	12%	13%	9%
An Independent Candidate	9%	10%	8%	7%	10%	9%	7%	11%	7%	6%	10%	15%
Social Democrats	6%	6%	5%	8%	5%	4%	9%	2%	7%	6%	5%	3%
Labour Party	5%	7%	3%	6%	4%	5%	6%	5%	7%	7%	4%	2%
Green Party	4%	5%	3%	9%	3%	2%	7%	2%	5%	5%	4%	2%
Solidarity/ People Before Profit (including Rise)	3%	3%	3%	5%	2%	2%	3%	3%	6%	2%	1%	2%
Aontú	2%	2%	2%	3%	1%	3%	3%	1%	3%	2%	1%	2%

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)

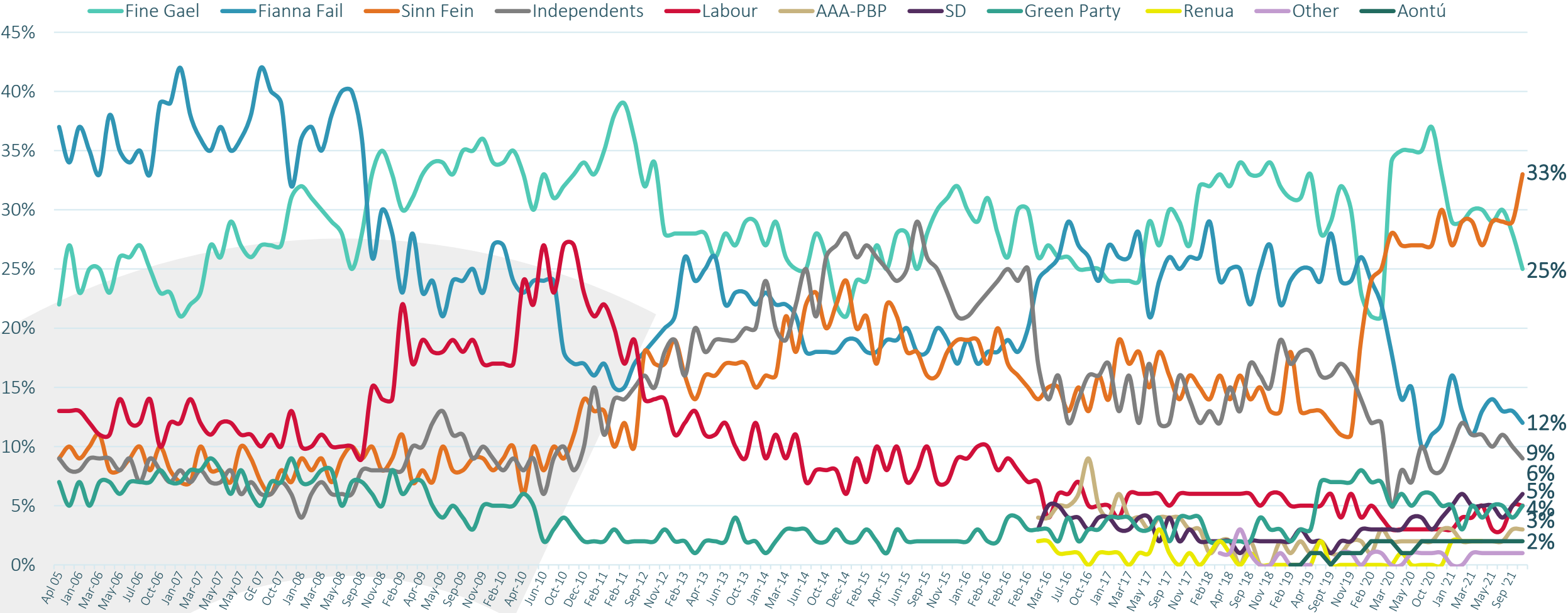
(Base: All adults 18+ who will vote)



# 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)

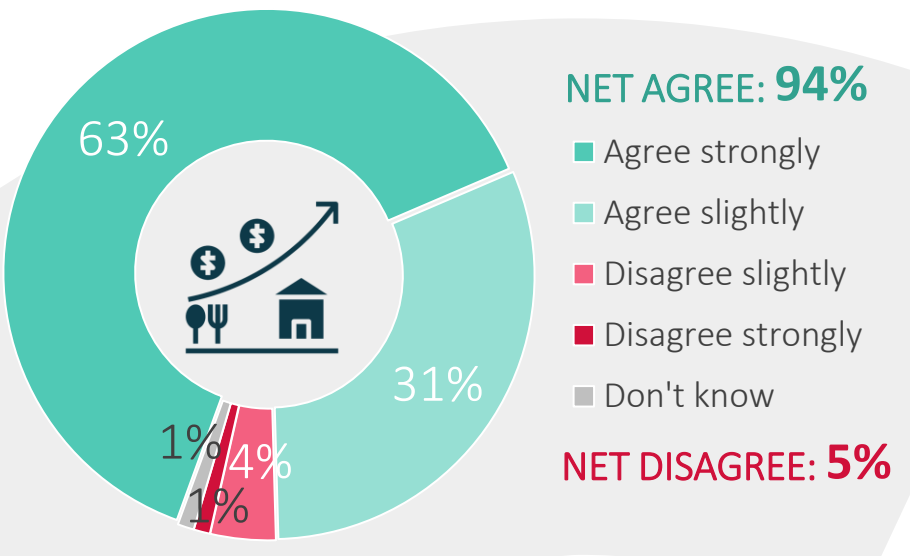
02

# Voter Attitudes

# I am worried about the rising cost of living - %Agree



## Voter Attitudes Summary



### Gender



### Age



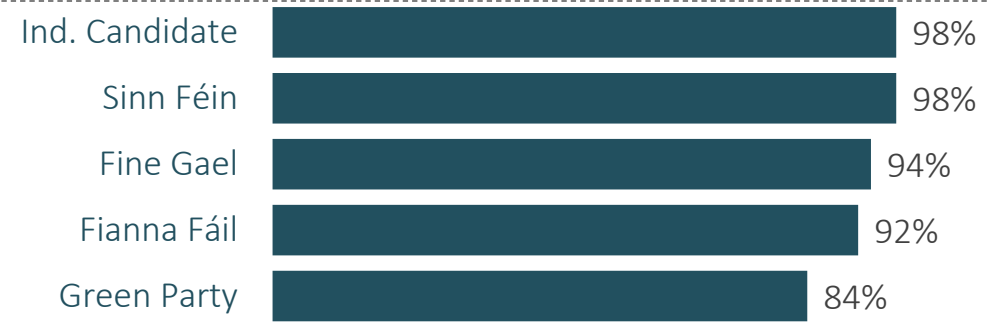
### Social Class



### Region



### Party Support



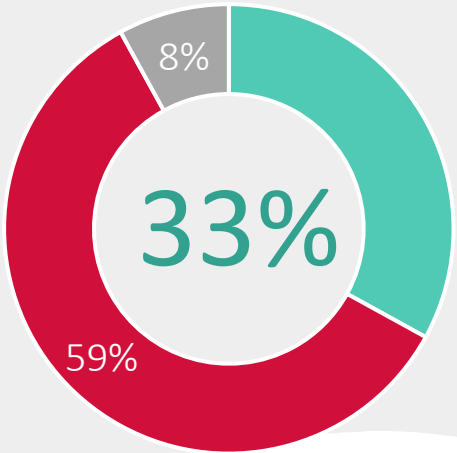
(Base: All adults 18+ who will vote)

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

# Voter Attitudes Overview - I



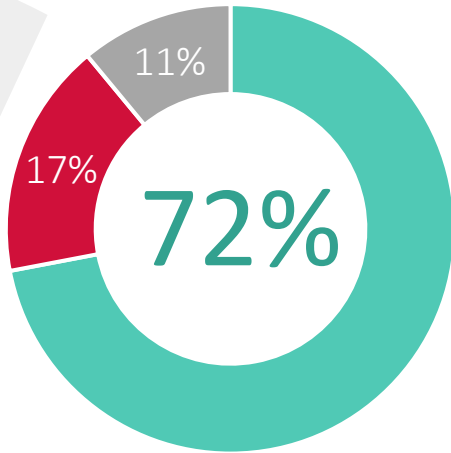
I support the latest €7.50 hike in carbon tax in the Budget, even though fuel costs are rising



■ Agree ■ Disagree ■ D/K



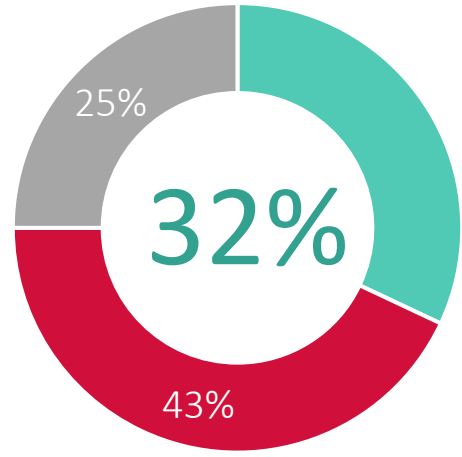
The government was right to have introduced some income tax cuts in the Budget



■ Agree ■ Disagree ■ D/K



The budget did enough to help with childcare costs



■ Agree ■ Disagree ■ D/K

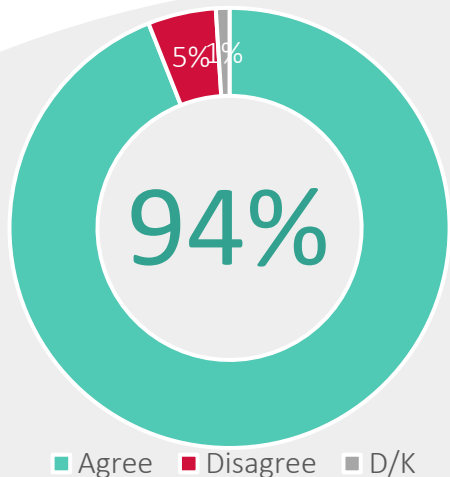
(Base: All adults 18+ who will vote)

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

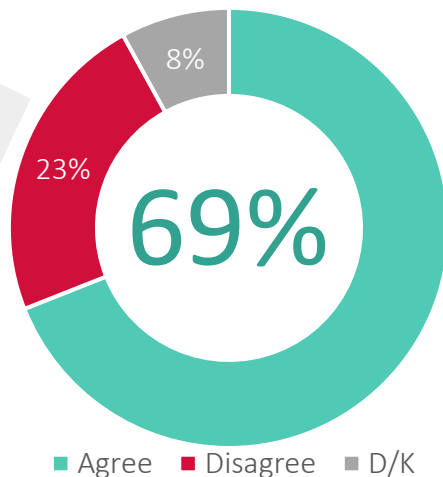
# Voter Attitudes Overview - II



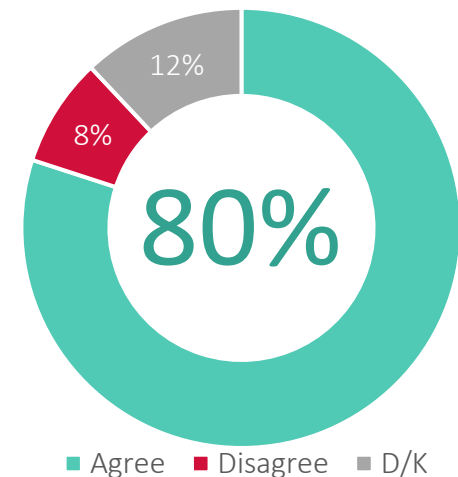
I am worried about the rising cost of living



The government should delay the increase in the state pension age from 66 to 67 until 2028, as recommended by the Commission on Pensions



The state has been too slow to set up a powerful online regulator to protect children and adults from online abuse and harmful content

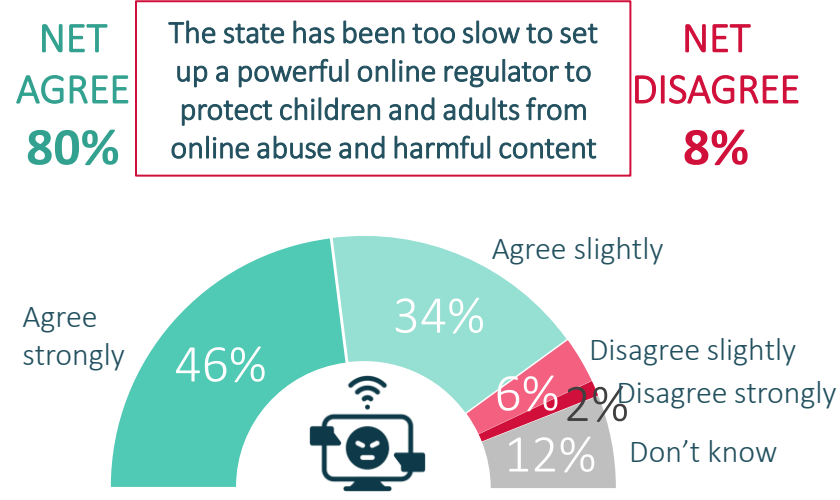
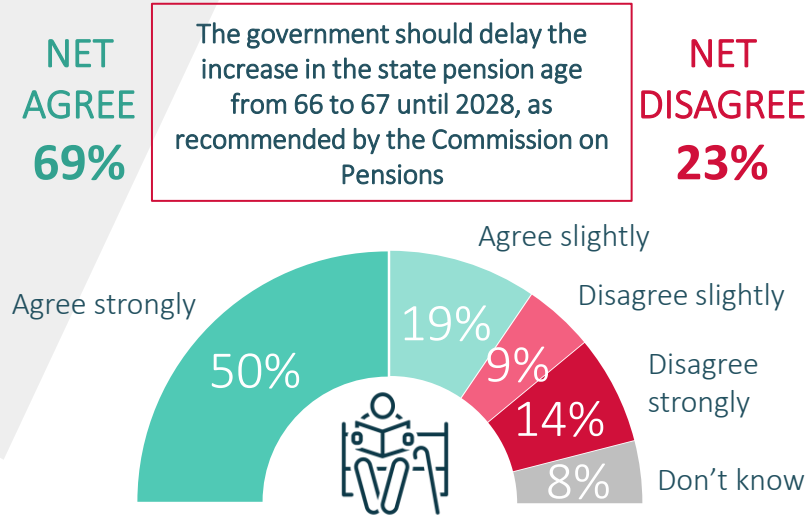
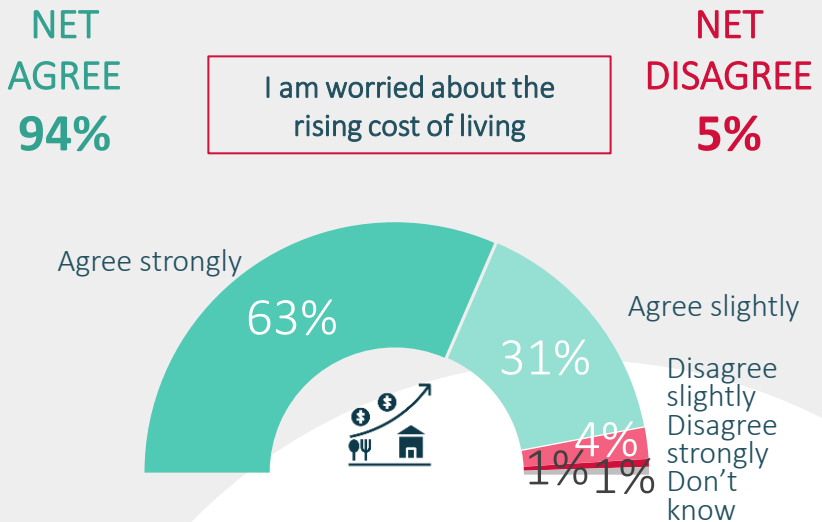
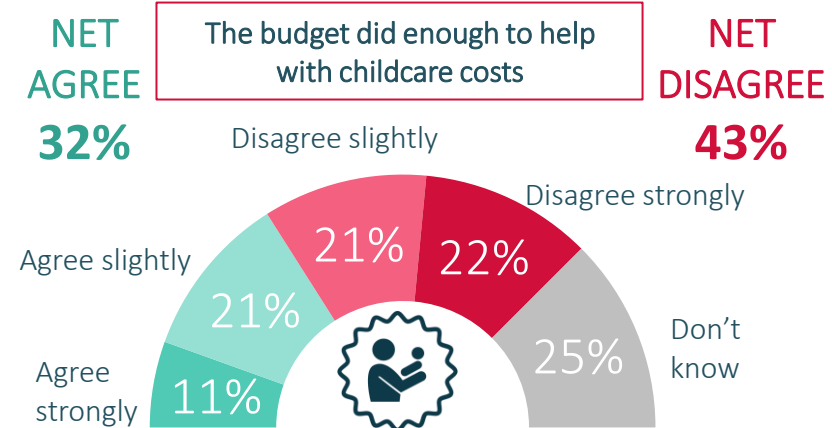
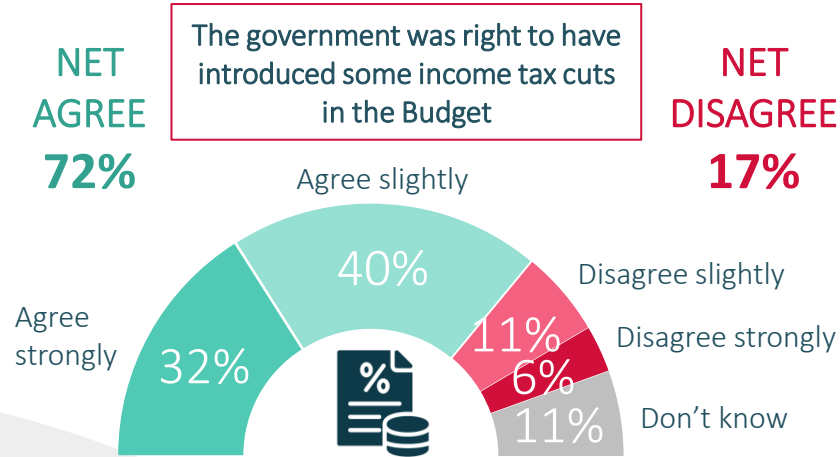
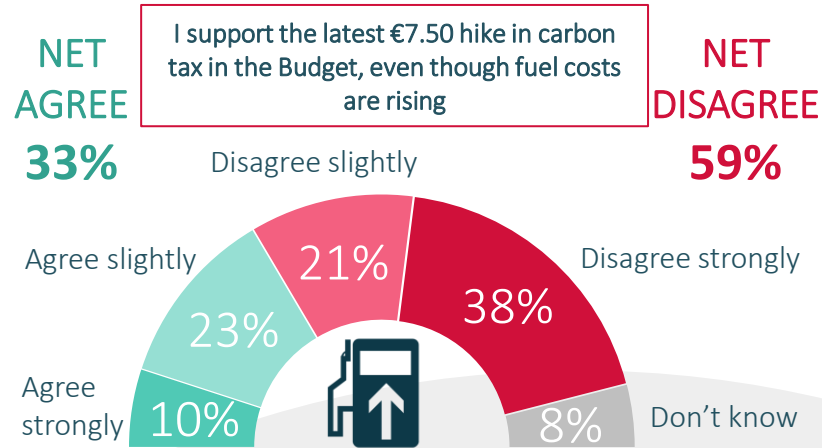


(Base: All adults 18+ who will vote)

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

# Voter Attitudes Summary

Measured on a 5 point scale.



(Base: All adults 18+ who will vote)

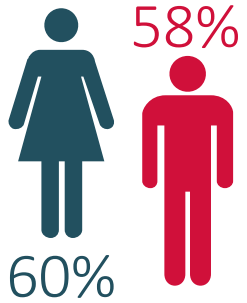
Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding the recent Budget and other items in the news recently?

# Opposition to carbon tax hike

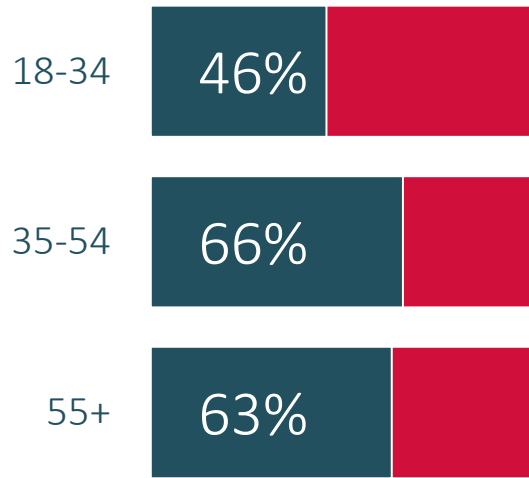
% Against the latest €7.50 hike in carbon tax in the Budget, even though fuel costs are rising

59%

## Gender



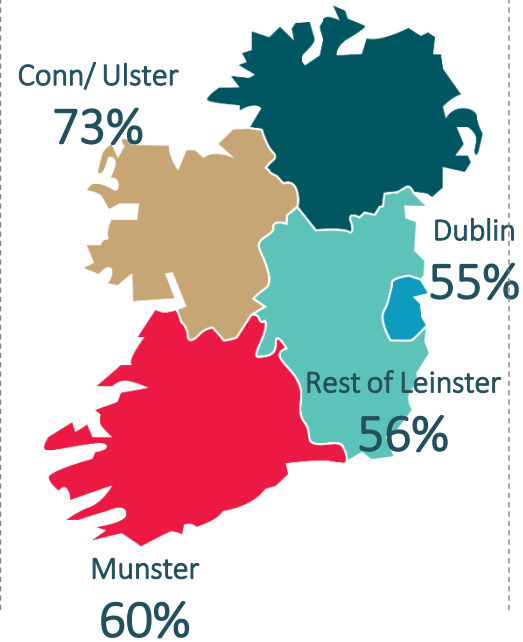
## Age



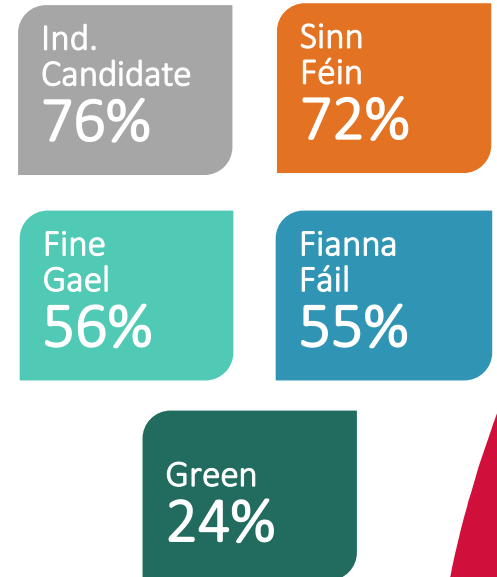
## Social Class



## 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 the recent Budget and other items in the news recently?

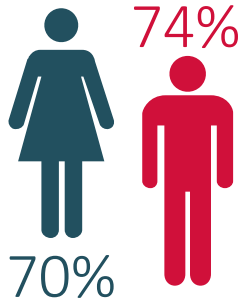
I support the latest €7.50 hike in carbon tax in the Budget, even though fuel costs are rising

# Should tax cuts have been introduced in the budget?

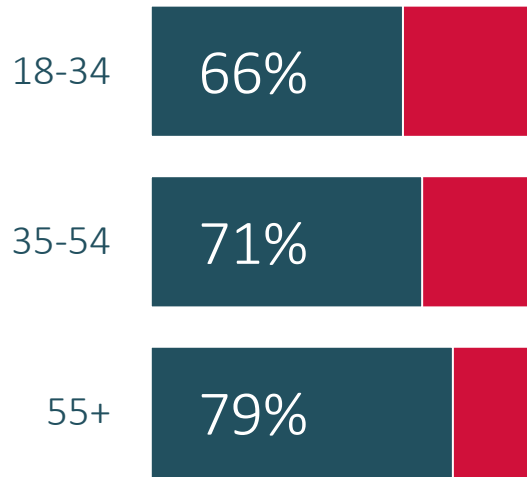
% Believe the government was right to have introduced some income tax cuts in the Budget

72%

## Gender



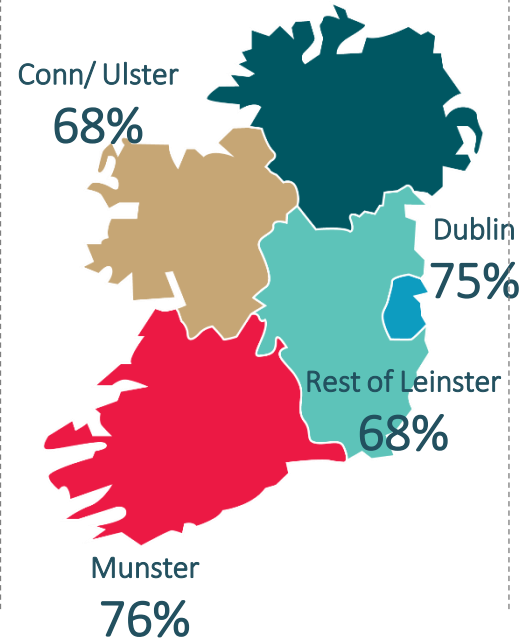
## Age



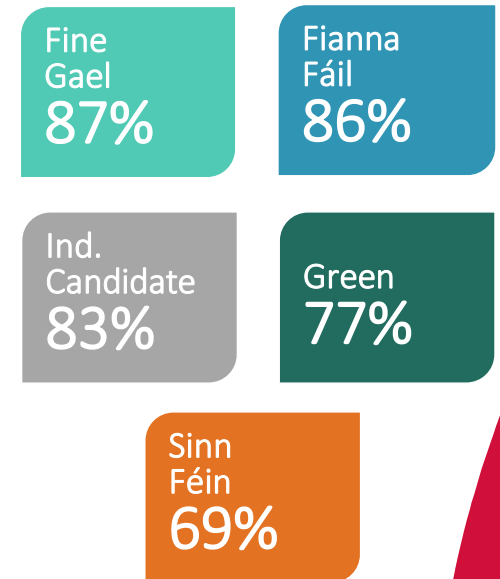
## Social Class



## 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 the recent Budget and other items in the news recently?

The government was right to have introduced some income tax cuts in the Budget

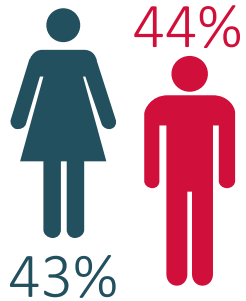


# Did the budget go far enough on childcare costs?

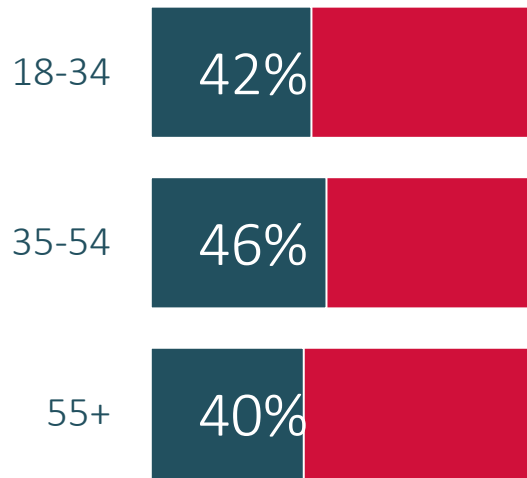
% who believe the government did not do enough to help with childcare

43%

## Gender



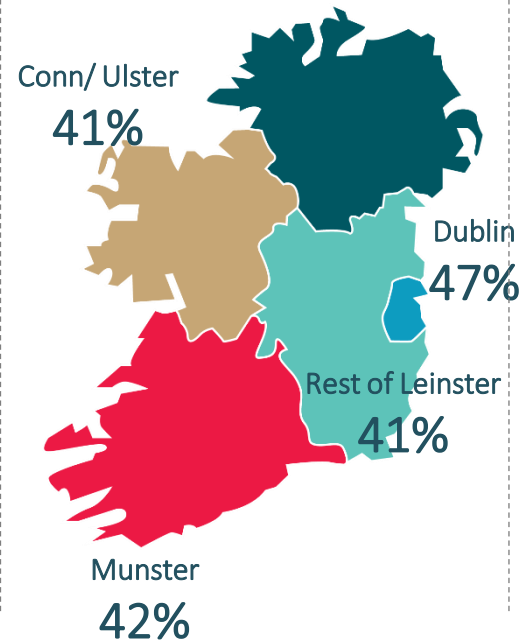
## Age



## Social Class



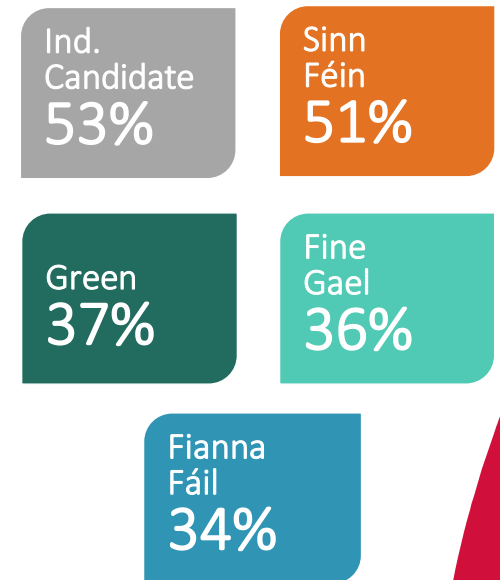
## Region



Those with Children

53%

## 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 the recent Budget and other items in the news recently?

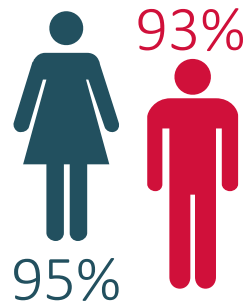
The budget did enough to help with childcare costs

# Rising living costs

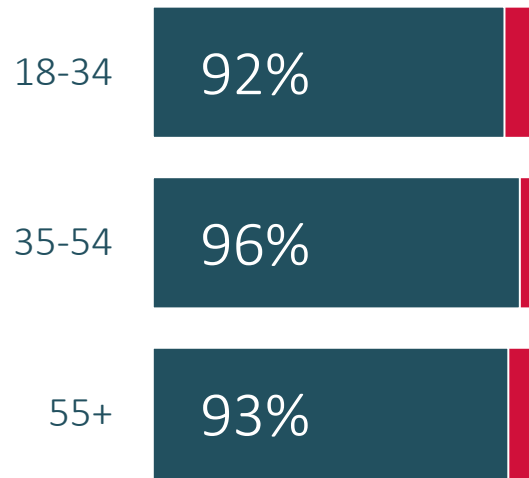
% I am worried about the rising cost of living

94%

## Gender



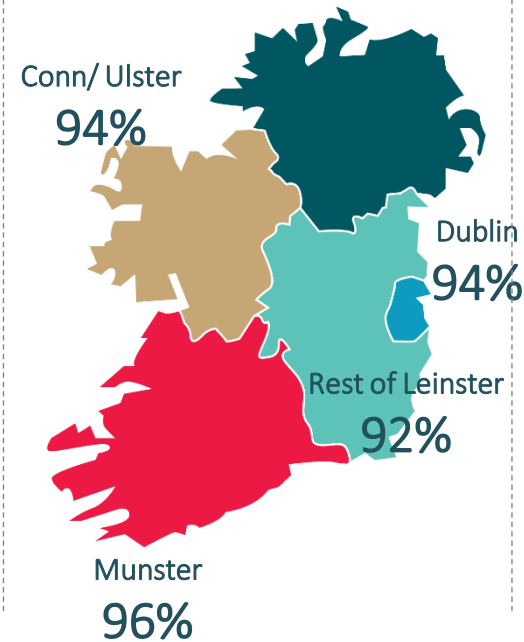
## Age



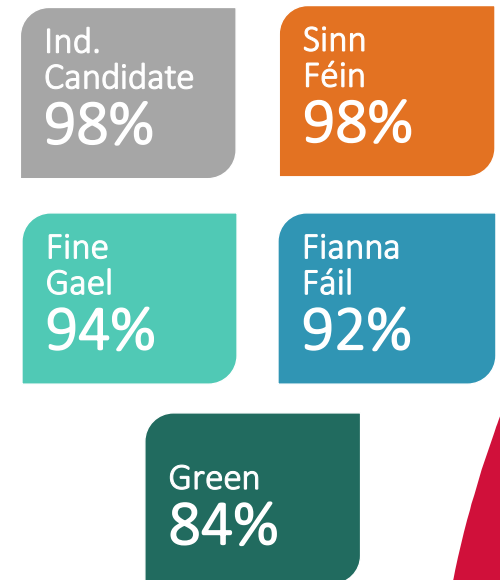
## Social Class



## 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 the recent Budget and other items in the news recently?

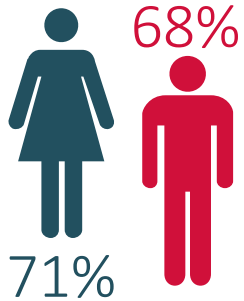
I am worried about the rising cost of living

# Should the pension age increase be delayed?

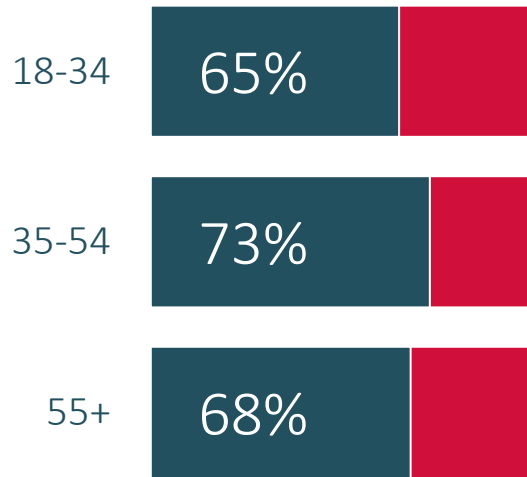
% believe the government should delay the increase in the state pension age from 66 to 67 until 2028, as recommended by the Commission on Pensions

69%

## Gender



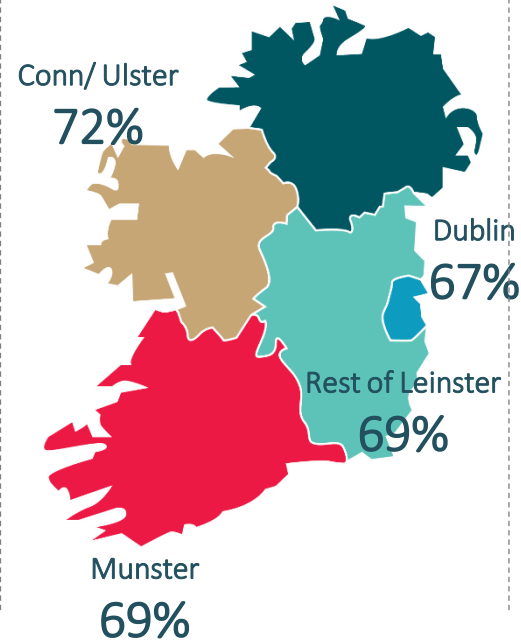
## Age



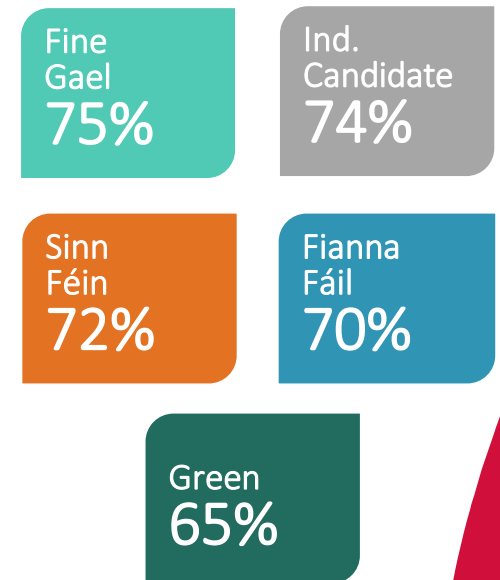
## Social Class



## Region



## Party Support



(Base: All adults 18+ who will vote)

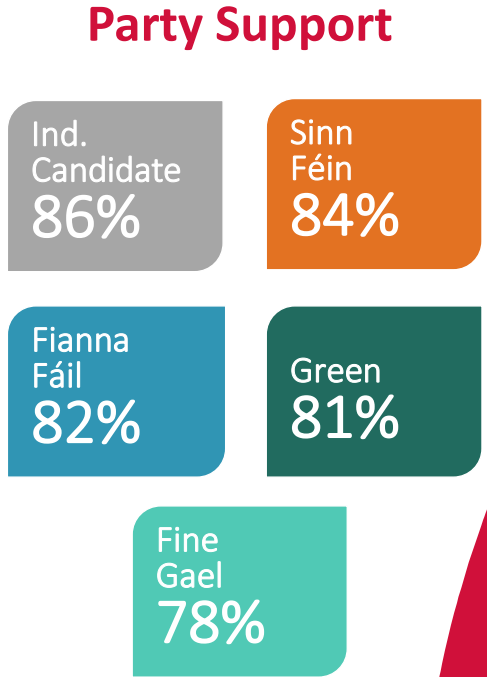
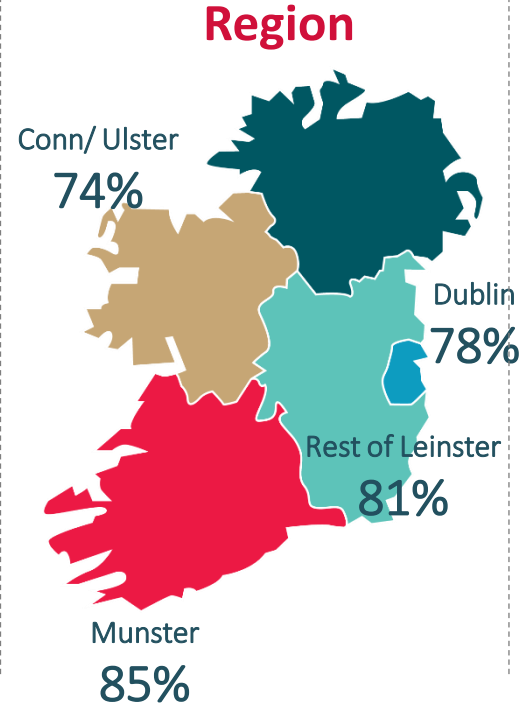
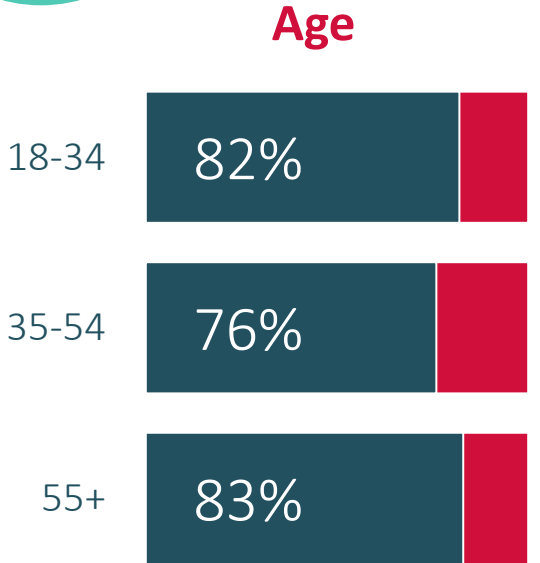
Now please let us know to what extent you agree or disagree with each of the following statements that other people have made regarding the recent Budget and other items in the news recently?

I believe the government should delay the increase in the state pension age from 66 to 67 until 2028, as recommended by the Commission on Pensions

# Has the state been too slow to act on harmful online content? REDC

% believe the state has been too slow to set up a powerful online regulator to protect children and adults from online abuse and harmful content

80%



(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 the recent Budget and other items in the news recently?

The state has been too slow to set up a powerful online regulator to protect children and adults from online abuse and harmful content



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



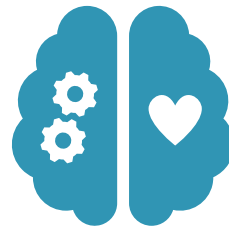
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

### 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**

