

REDC

**Business
Post**

Opinion Poll Report November 2021

JN. 493621



Methodology and Weighting

- RED C interviewed a random sample of **1001** adults aged 18+ online between Friday 19th and Thursday 25th November 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.

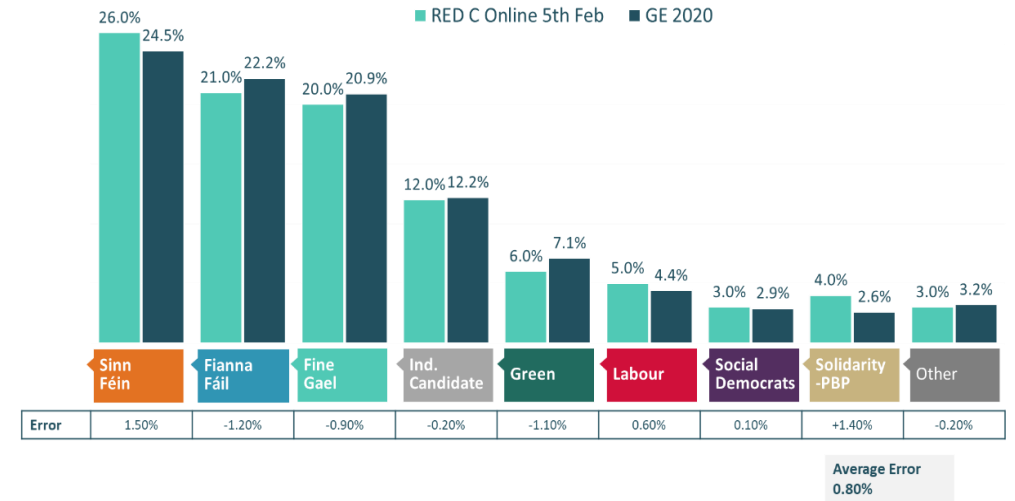
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



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)



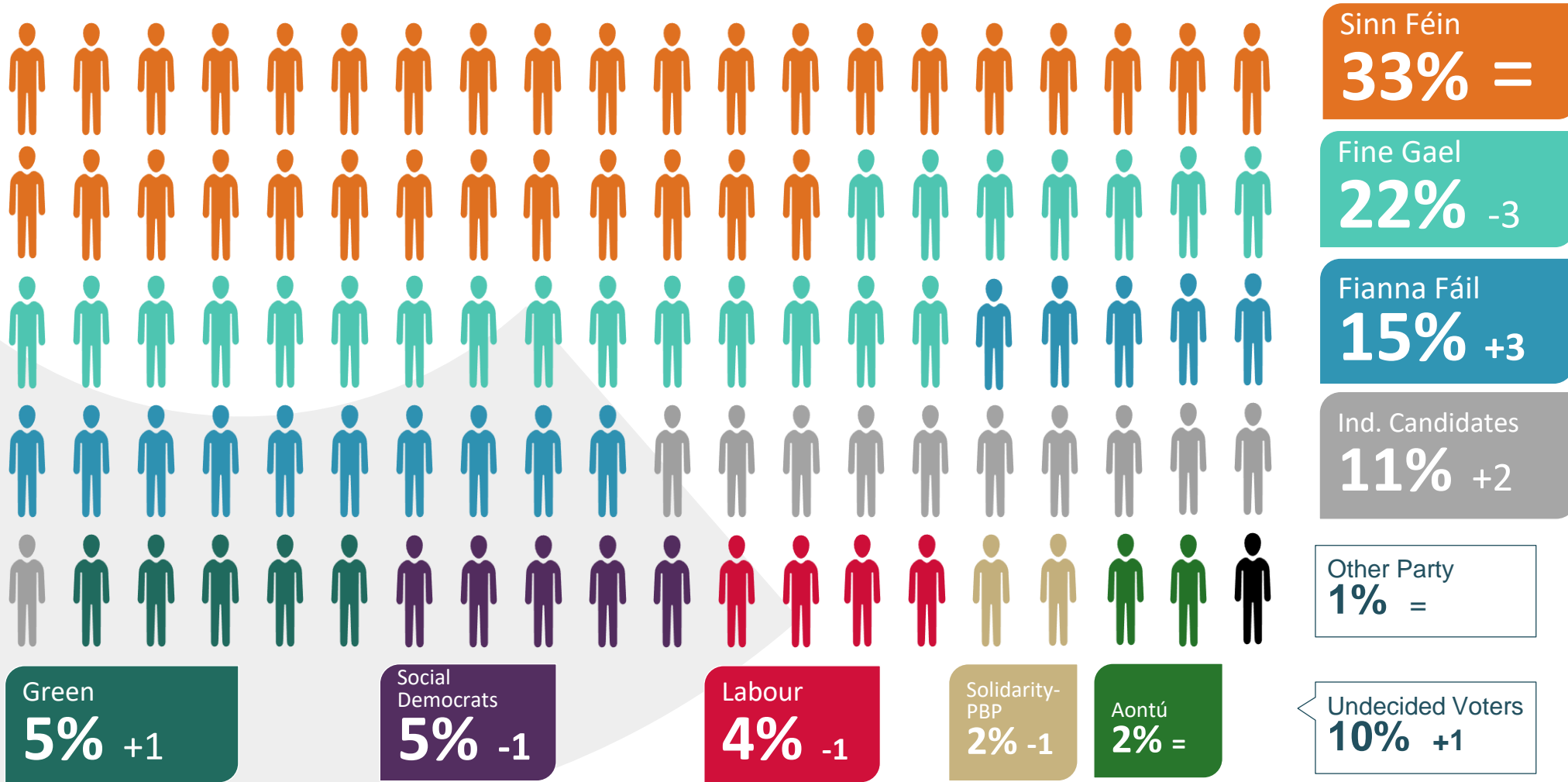
RED C LIVE

01

Vote Intention @ General Election

First preference vote intention – 28th November 2021

With change vs. last poll – October 2021

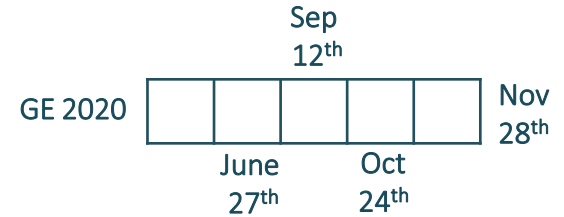
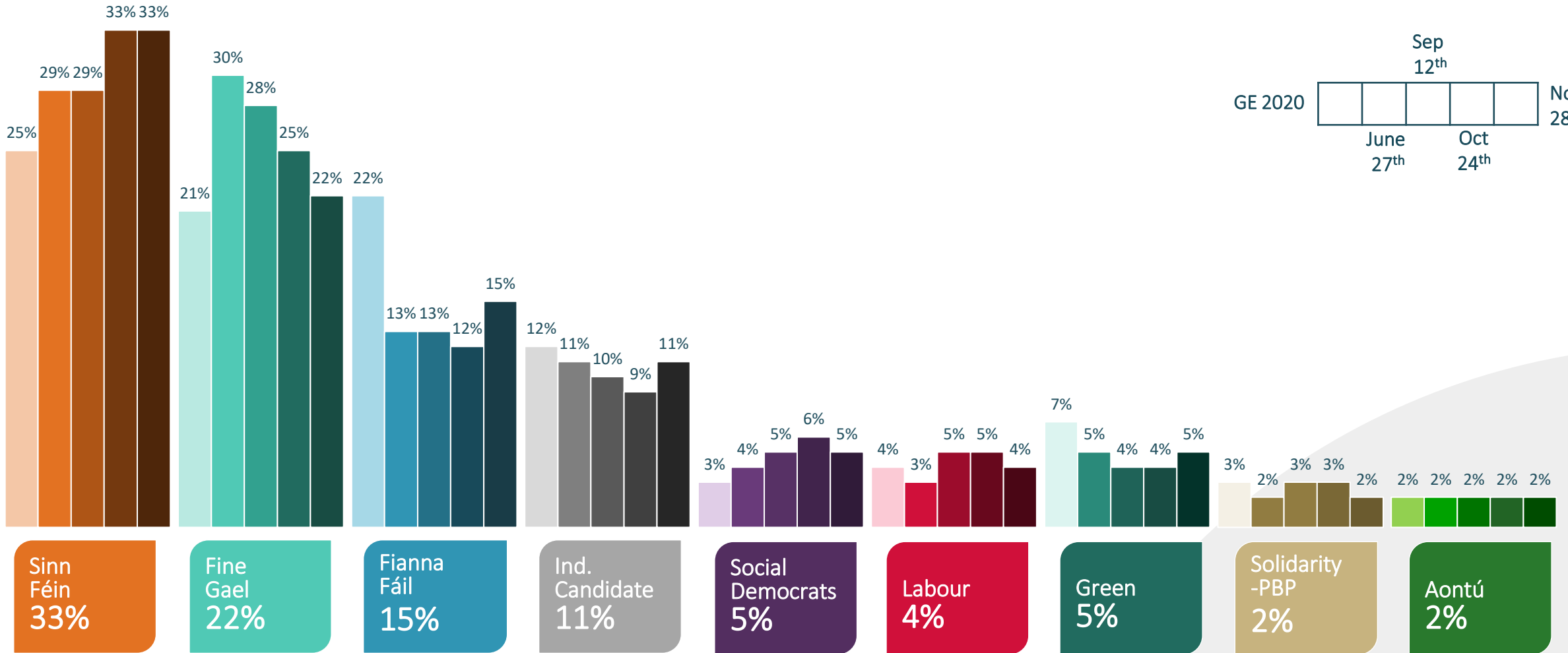


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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

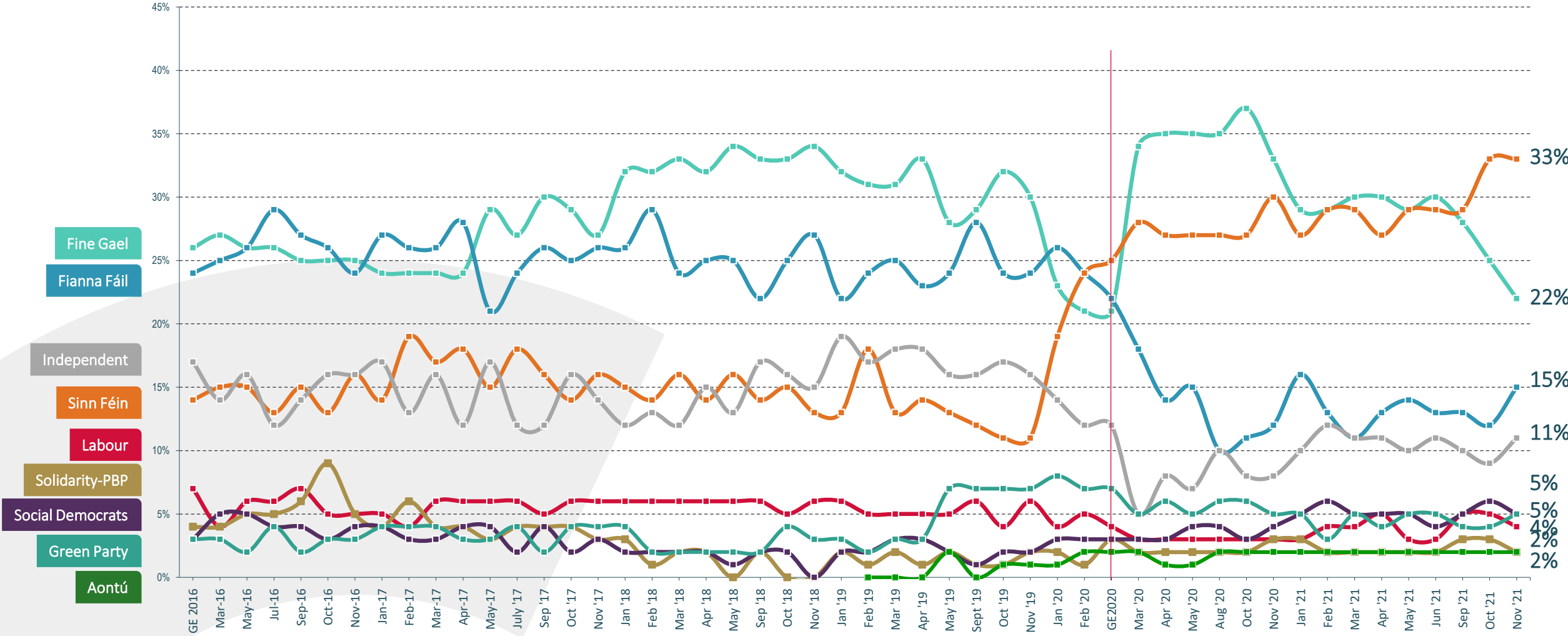
28 th November 2021	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	33%	33%	33%	36%	40%	24%	24%	44%	29%	34%	32%	40%
Fine Gael	22%	21%	22%	15%	19%	28%	24%	17%	23%	19%	22%	21%
Fianna Fáil	15%	15%	15%	12%	15%	18%	20%	10%	13%	17%	17%	12%
An Independent Candidate	11%	11%	11%	10%	11%	12%	10%	11%	7%	10%	14%	14%
Green Party	5%	5%	6%	9%	3%	5%	5%	5%	8%	7%	3%	2%
Social Democrats	5%	4%	6%	8%	4%	5%	7%	3%	8%	6%	3%	2%
Labour Party	4%	5%	4%	4%	4%	5%	4%	5%	6%	5%	5%	2%
Solidarity/ People Before Profit (including Rise)	2%	3%	1%	4%	2%	1%	3%	2%	4%	1%	2%	2%
Aontú	2%	1%	2%	1%	1%	2%	1%	2%	1%	1%	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



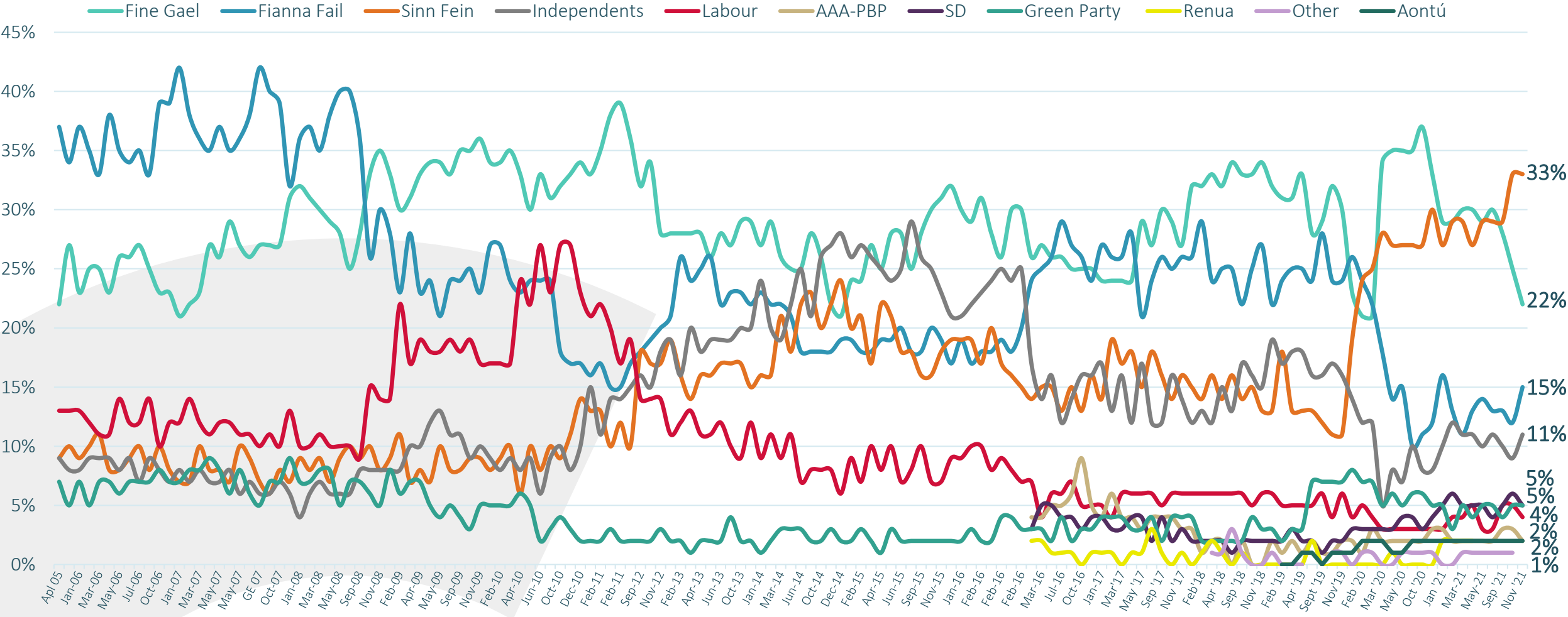
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



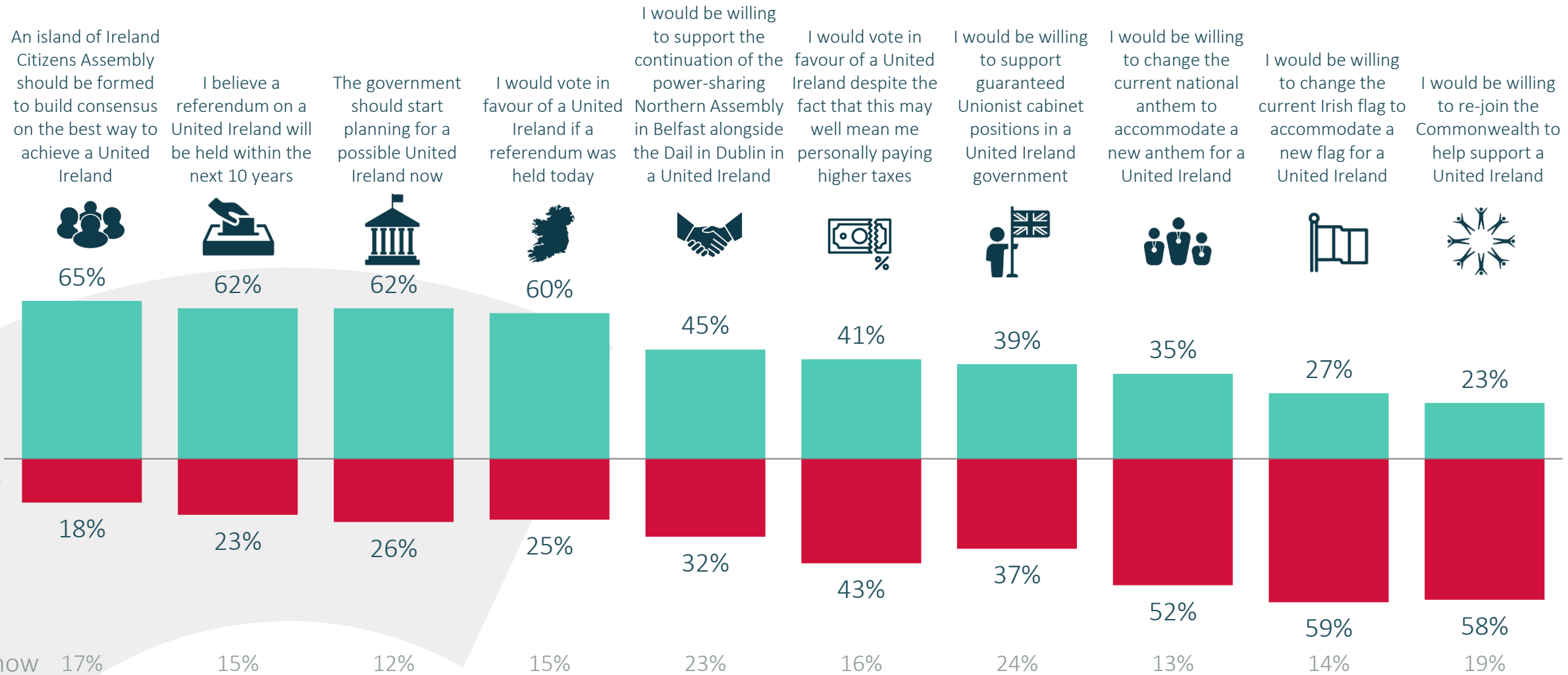
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

02

Voter Attitudes

Attitudes Towards a United Ireland Overview - I

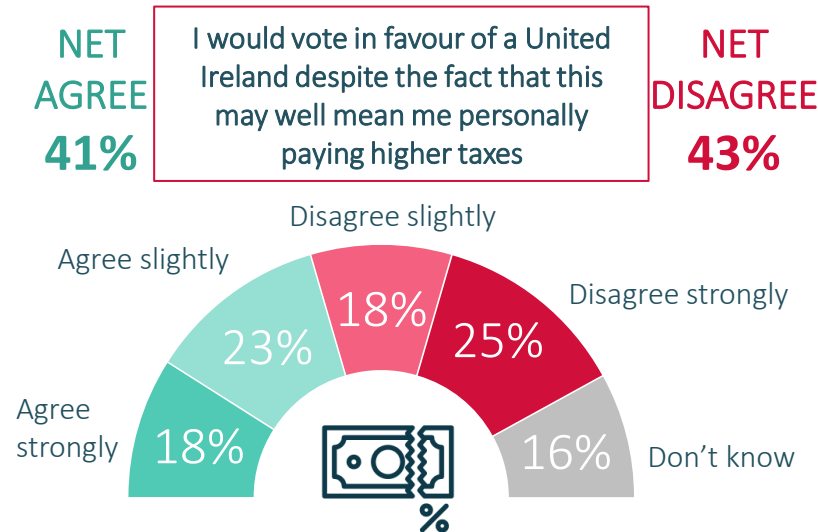
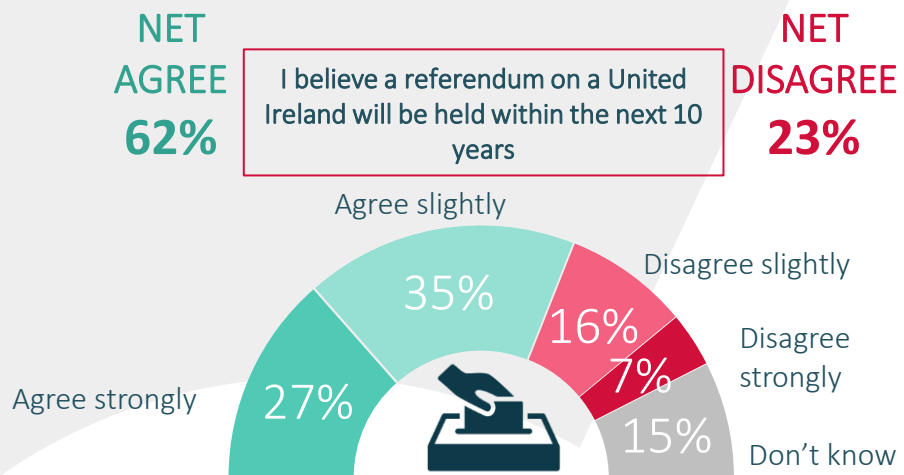
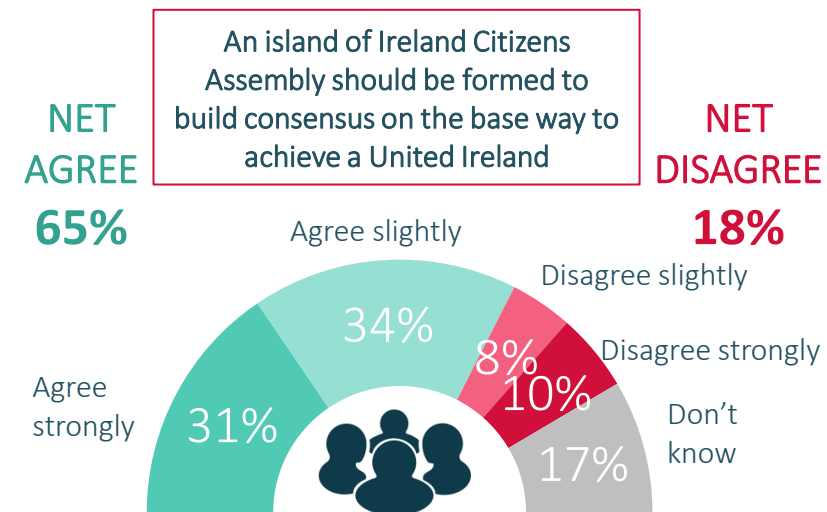
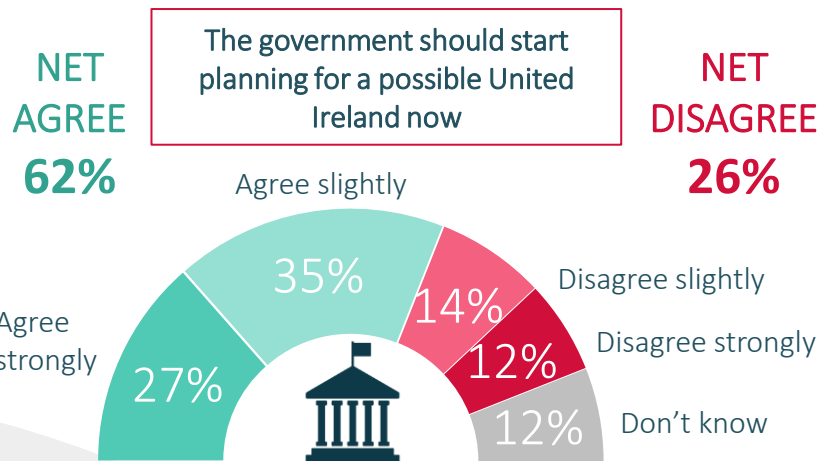
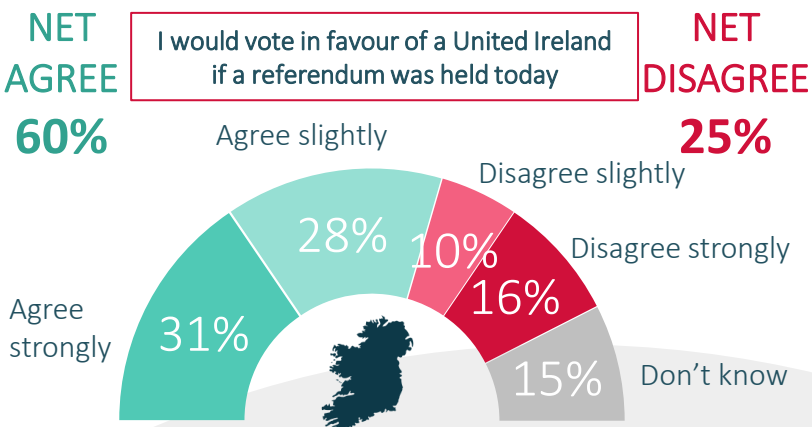


(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

Attitudes Towards a United Ireland Overview Summary

Measured on a 5 point scale.

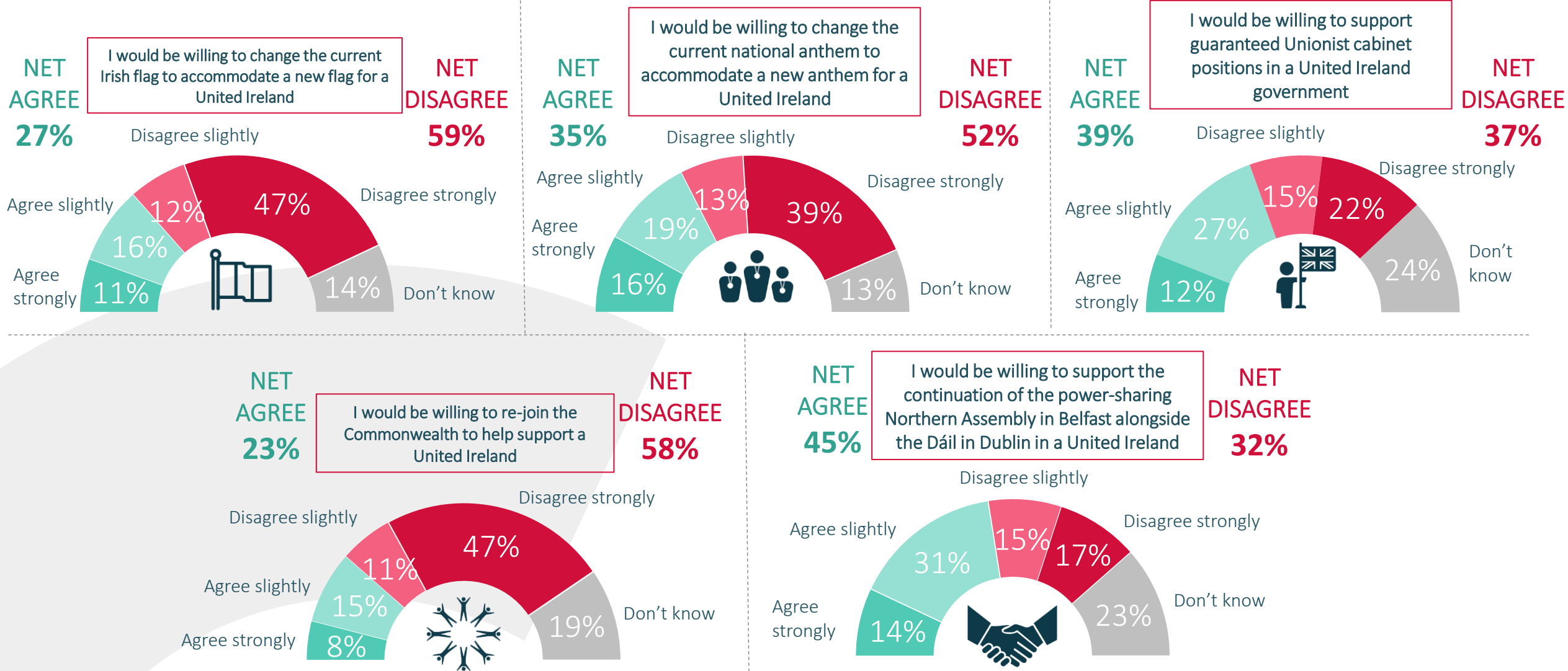


(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

Attitudes Towards a United Ireland Overview Summary

Measured on a 5 point scale.



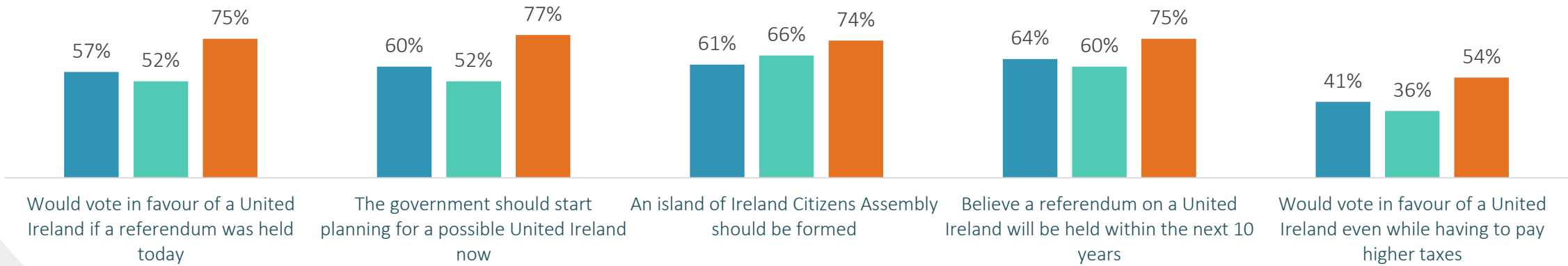
(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

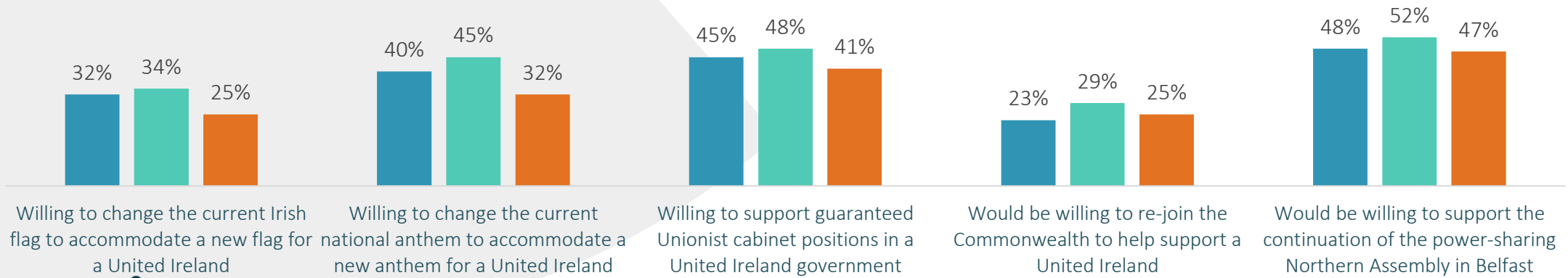
Attitudes Towards a United Ireland- % Agree by Party Support



■ Fianna Fáil ■ Fine Gael ■ Sinn Féin



■ Fianna Fáil ■ Fine Gael ■ Sinn Féin



(Base: All adults 18+ who will vote)

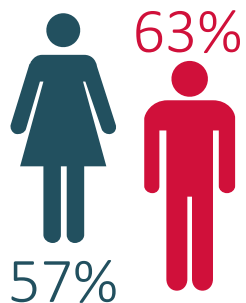
We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

Support for a United Ireland

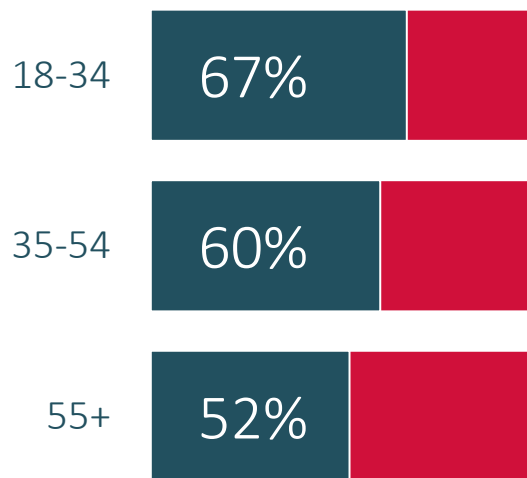
% In favour of a referendum on a United Ireland if it was held today

60%

Gender



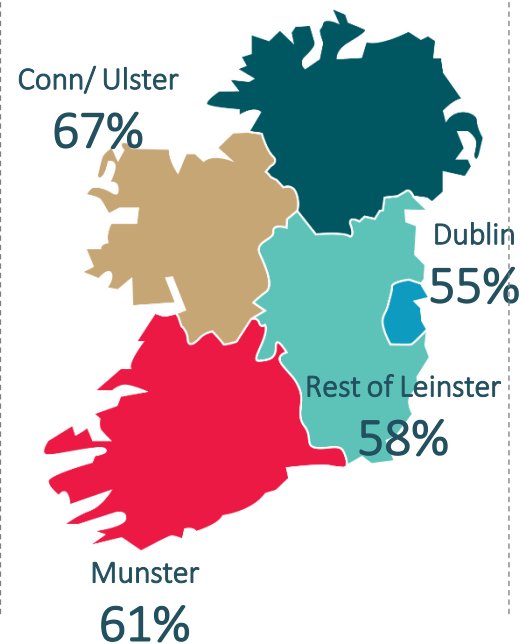
Age



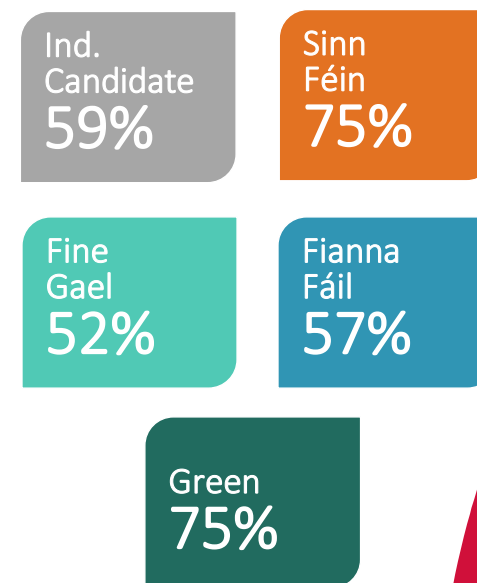
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

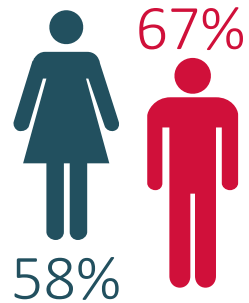
I would vote in favour of a United Ireland if a referendum was held today

Should the government be planning for a United Ireland?

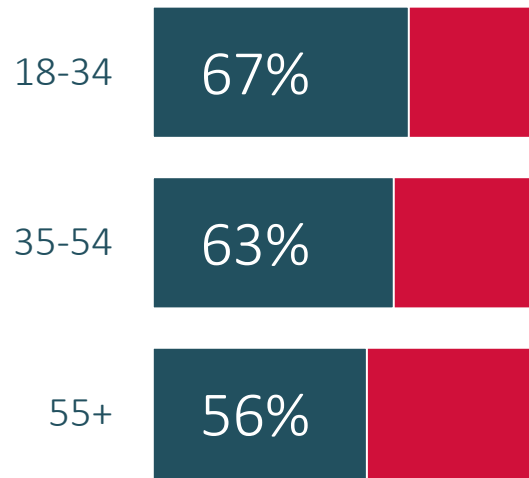
% Believe the government should start planning for a possible United Ireland now

62%

Gender



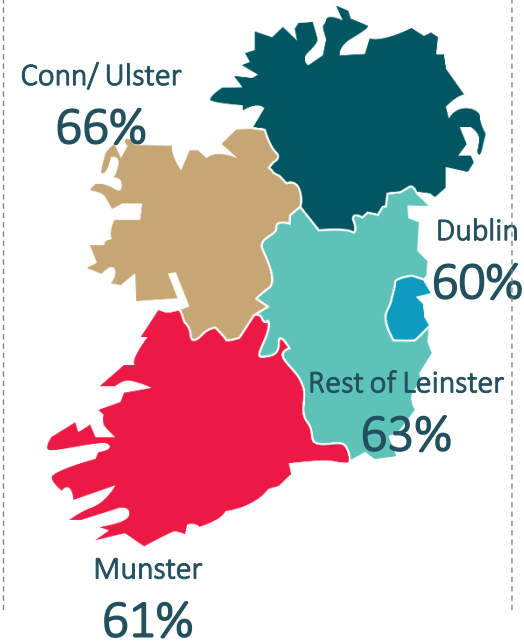
Age



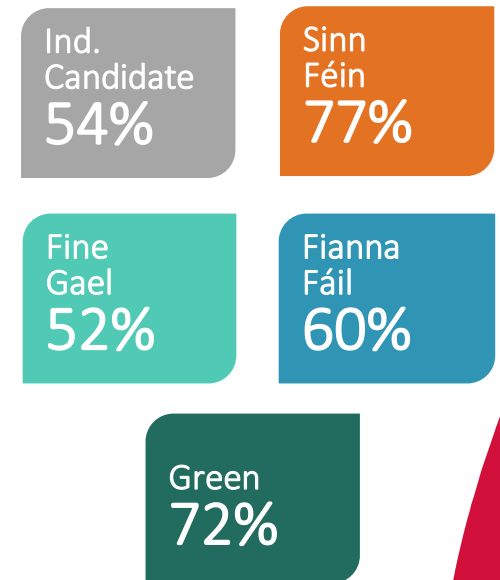
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

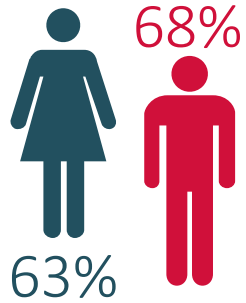
The government should start planning for a possible United Ireland now

Should an island of Ireland Citizens Assembly be formed?

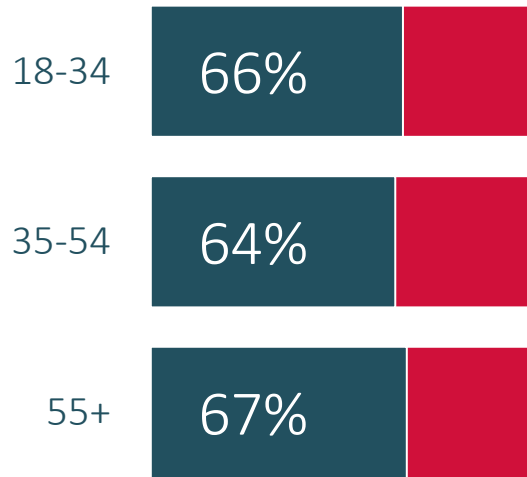
% Believe an island of Ireland Citizens Assembly should be formed to build consensus on the base way to achieve a United Ireland

65%

Gender



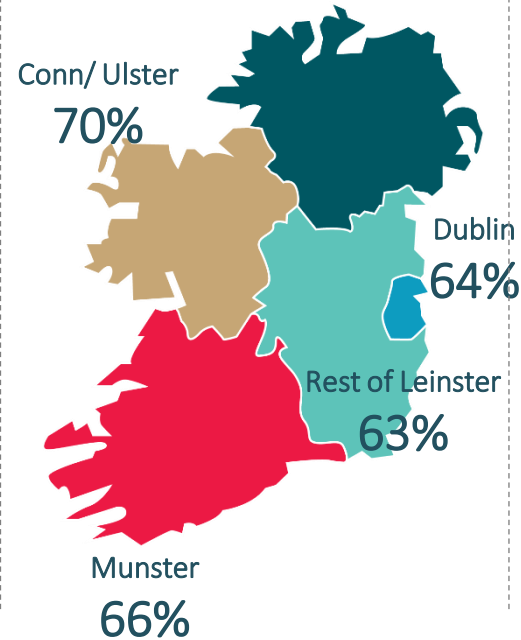
Age



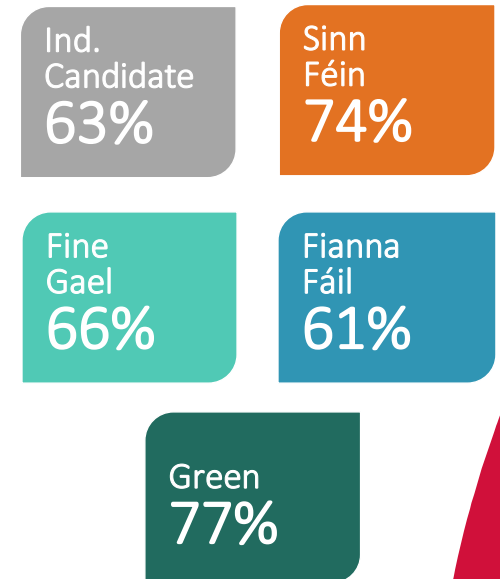
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

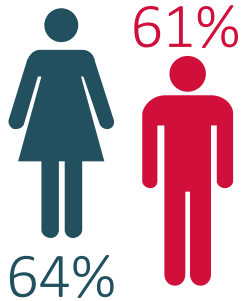
An island of Ireland Citizens Assembly should be formed to build consensus on the best way to achieve a United Ireland

Will a referendum take place in the next 10 years?

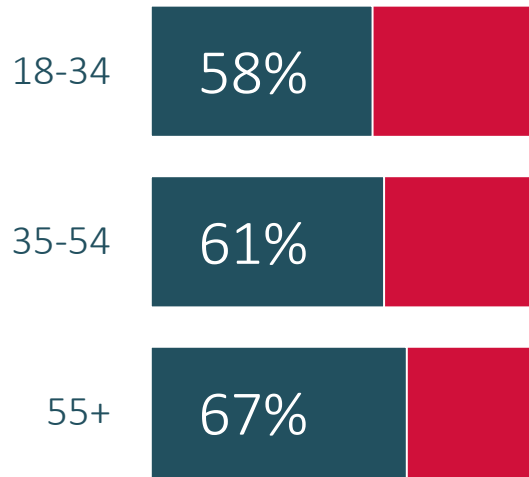
% Believe a referendum on a United Ireland will be held within the next 10 years

62%

Gender



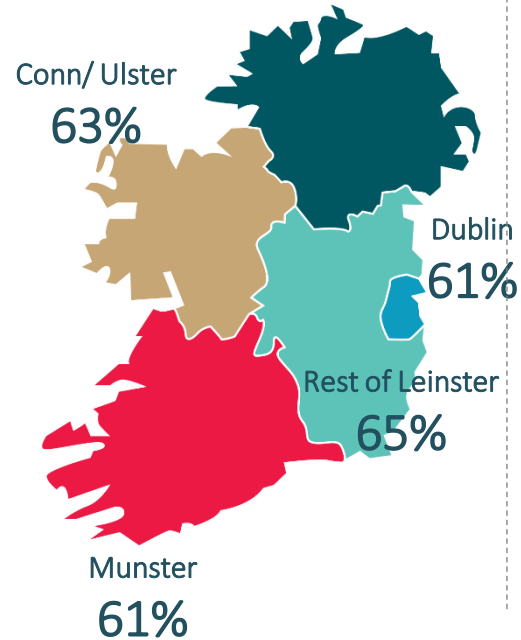
Age



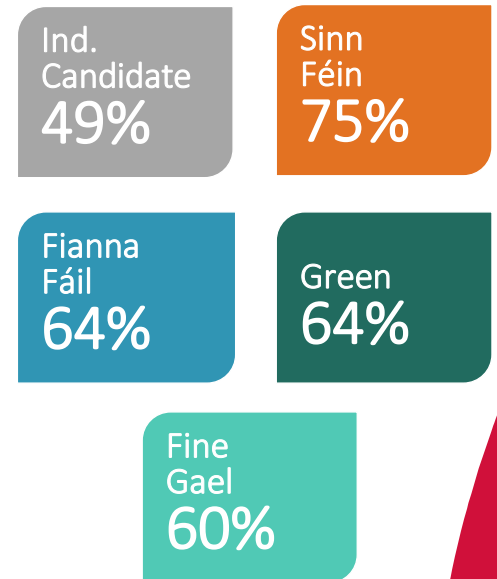
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

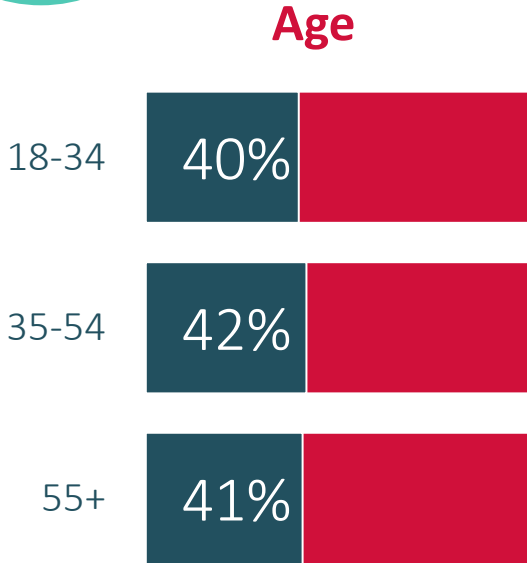
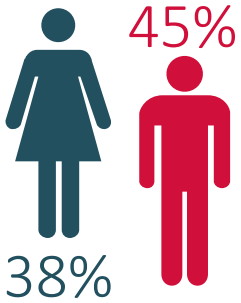
I believe a referendum on a United Ireland will be held within the next 10 years

Support for United Ireland despite higher taxes?

% Willing to have a United Ireland despite the fact that this may well mean paying higher taxes

41%

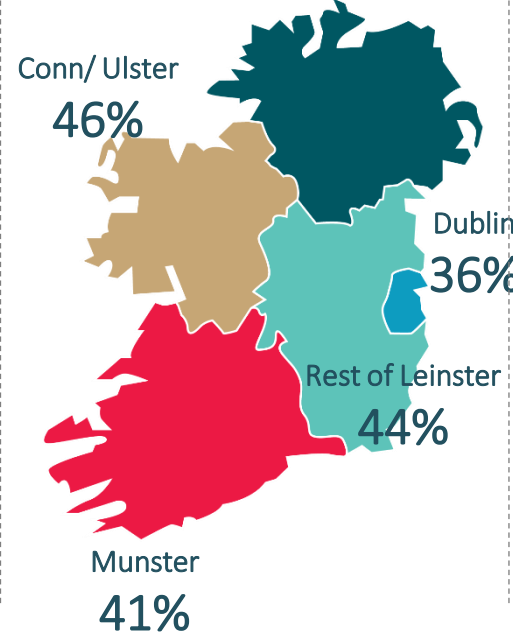
Gender



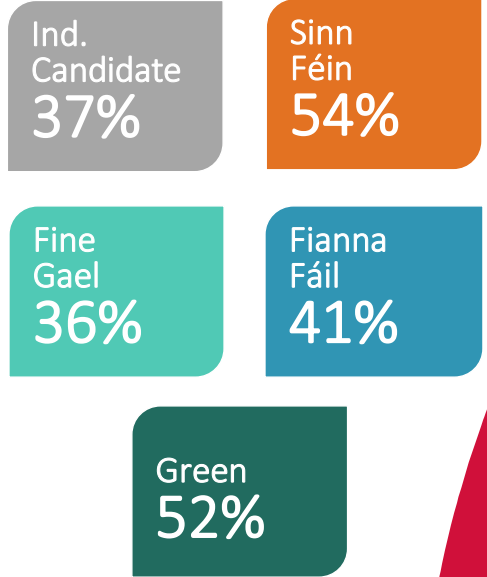
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

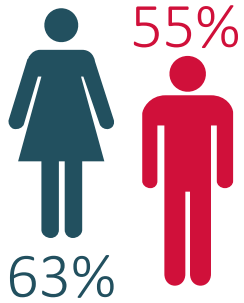
I would vote in favour of a United Ireland despite the fact that this may well mean me personally paying higher taxes

Should a United Ireland have a new flag?

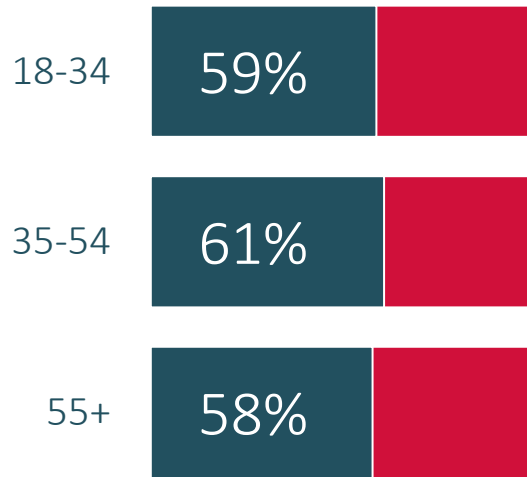
% Against changing the current Irish flag to accommodate a new flag for a United Ireland

59%

Gender



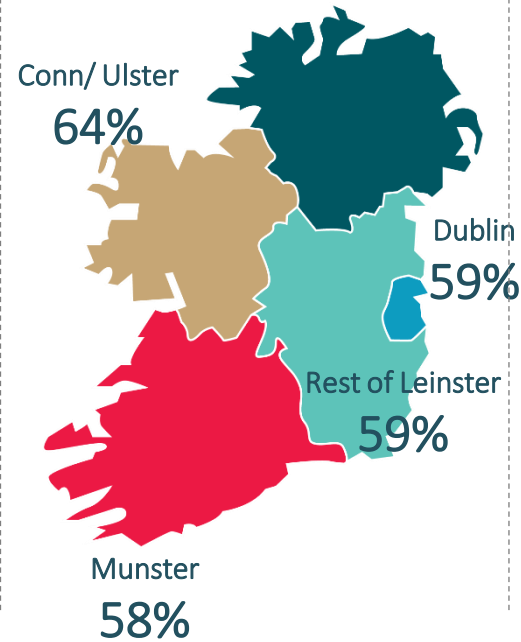
Age



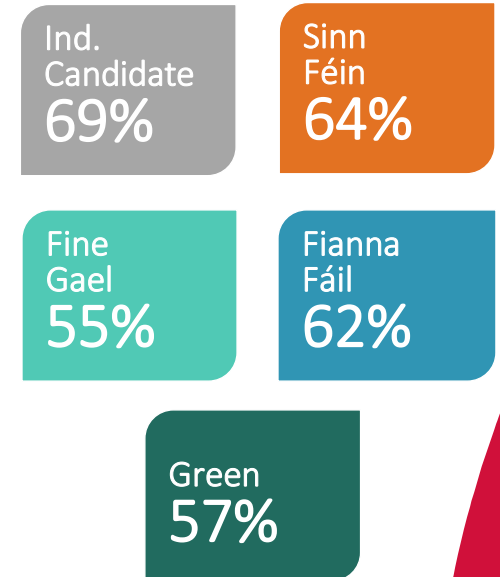
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

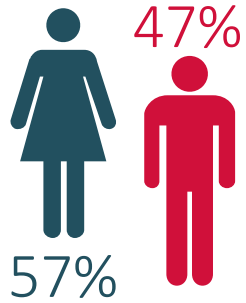
I would be willing to change the current Irish flag to accommodate a new flag for a United Ireland

Should a United Ireland have a new national anthem?

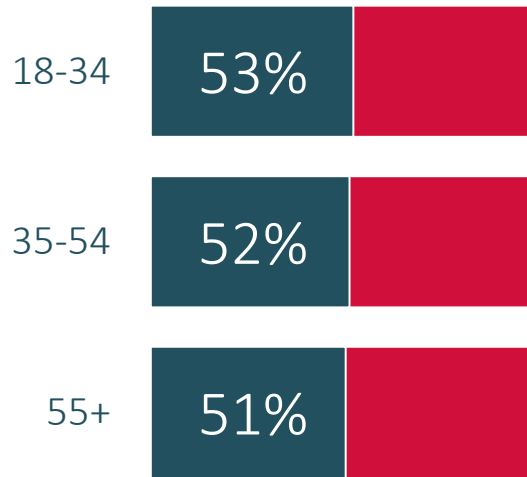
% Against changing the current national anthem to accommodate a new anthem for a United Ireland

52%

Gender



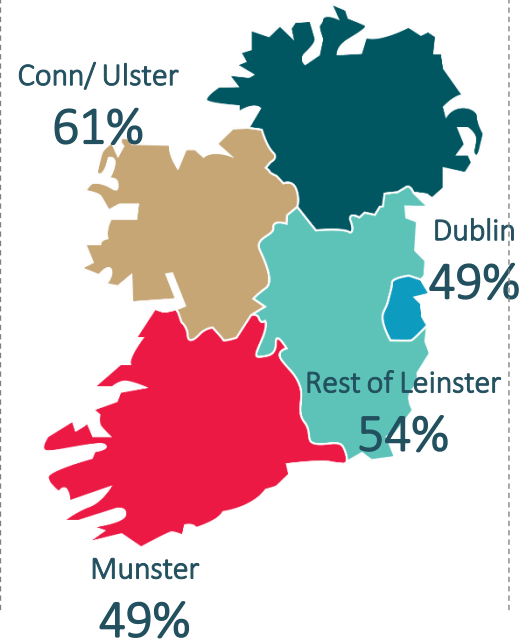
Age



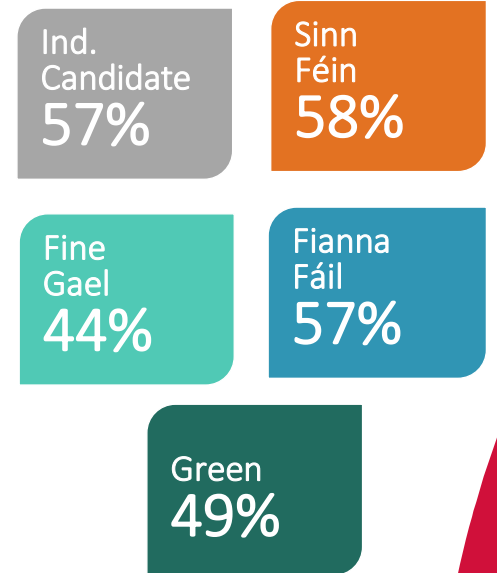
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

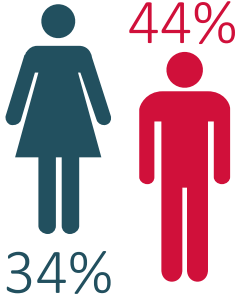
I would be willing to change the current national anthem to accommodate a new anthem for a United Ireland

Guaranteed unionist cabinet positions in government?

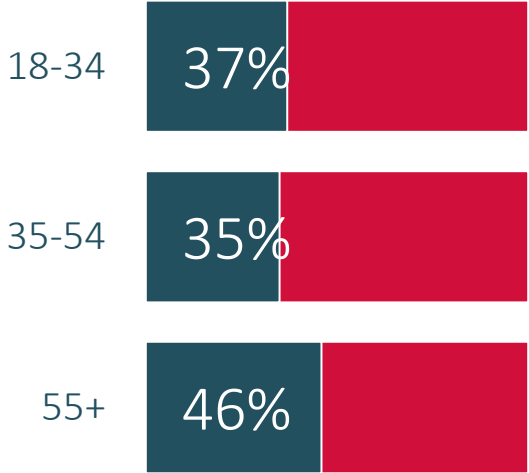
% In support of a guaranteed unionist cabinet positions in a United Ireland government

39%

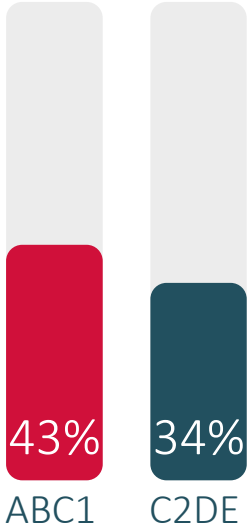
Gender



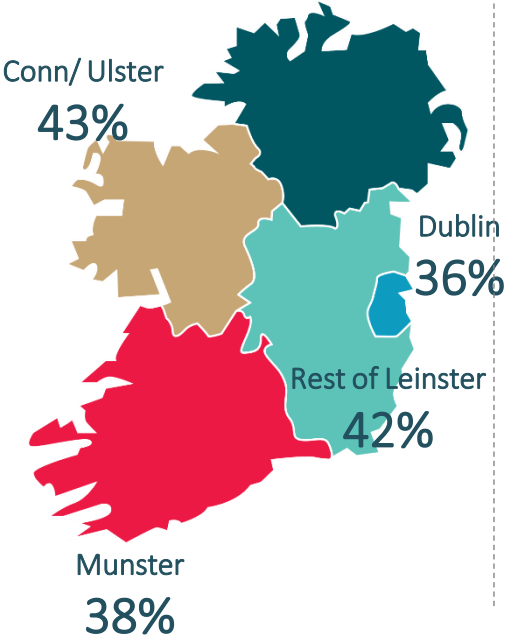
Age



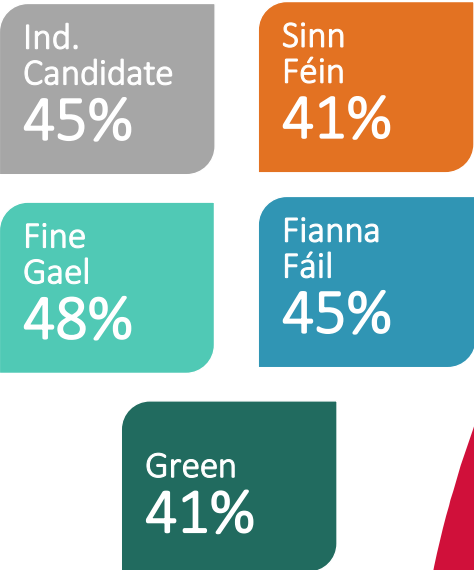
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

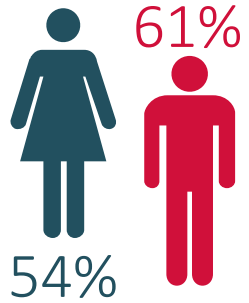
I would be willing to support guaranteed Unionist cabinet positions in a United Ireland government

Willingness to re-join the Commonwealth?

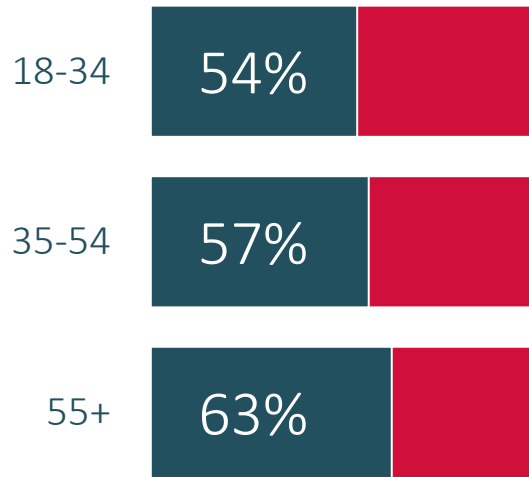
% Against re-joining the Commonwealth to help support a United Ireland

58%

Gender



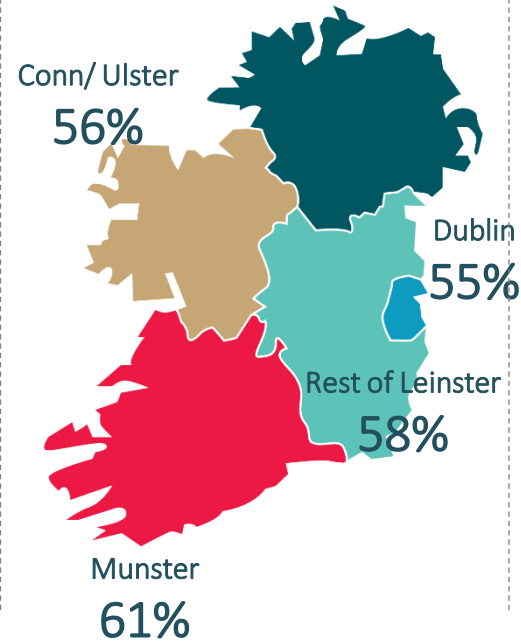
Age



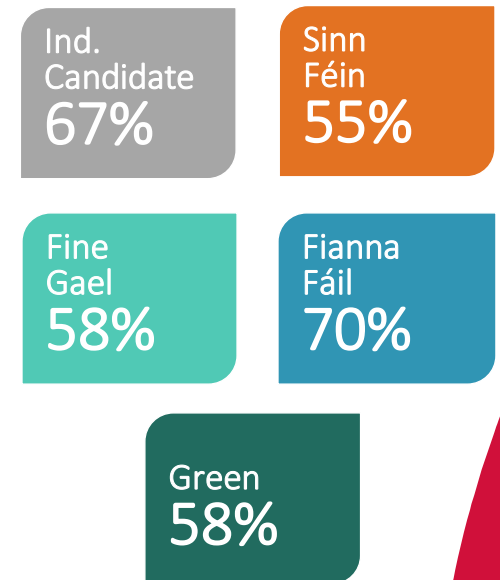
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

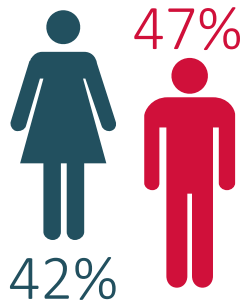
I would be willing to re-join the Commonwealth to help support a United Ireland

Should the power-sharing assembly continue in Dublin?

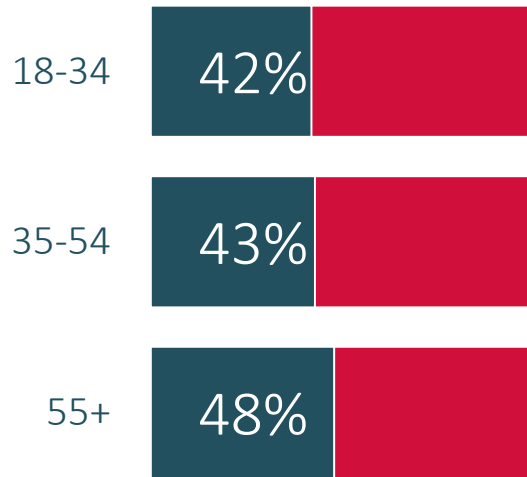
% In support of the continuation of the power-sharing Northern Assembly in Belfast alongside the Dáil in Dublin in a United Ireland

45%

Gender



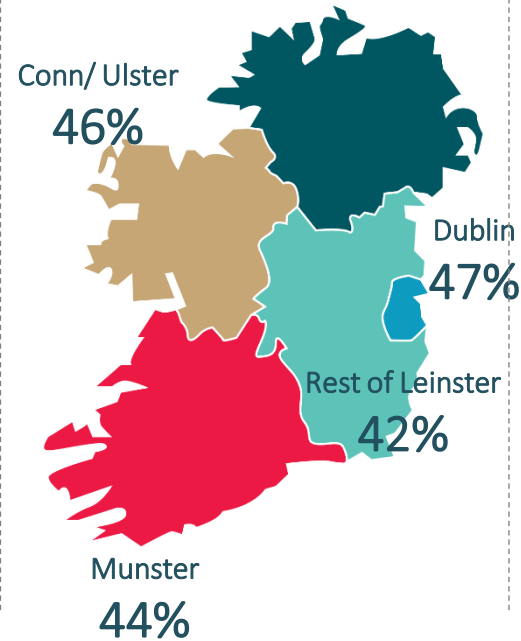
Age



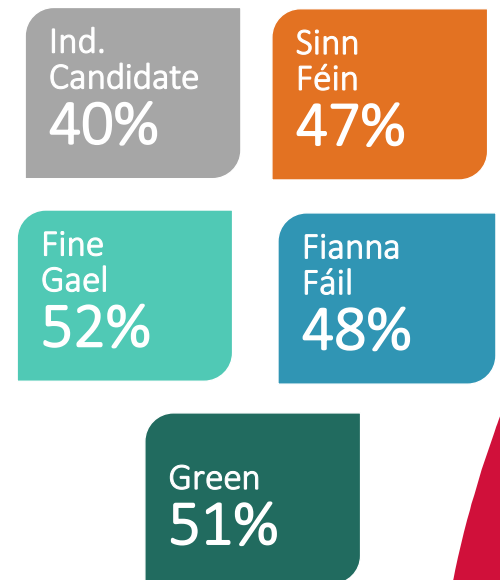
Social Class



Region



Party Support



(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

I would be willing to support the continuation of the power-sharing Northern Assembly in Belfast alongside the Dail in Dublin in a United Ireland.



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



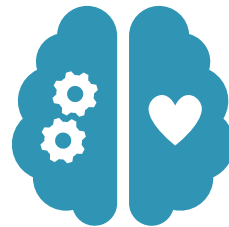
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

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



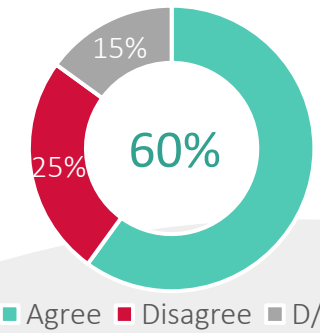


Appendix

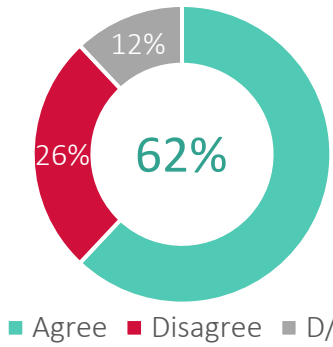
Attitudes Towards a United Ireland Overview - II



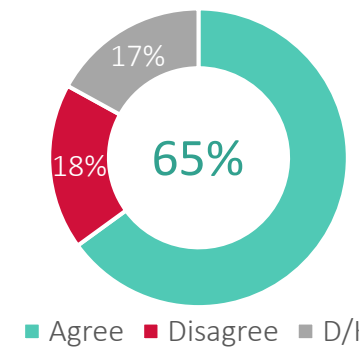
I would vote in favour of a United Ireland if a referendum was held today



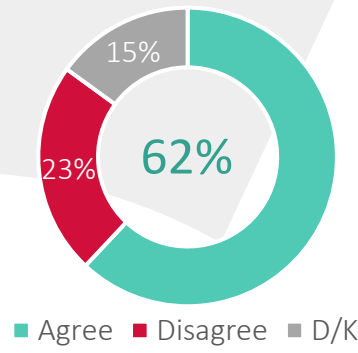
The government should start planning for a possible United Ireland now



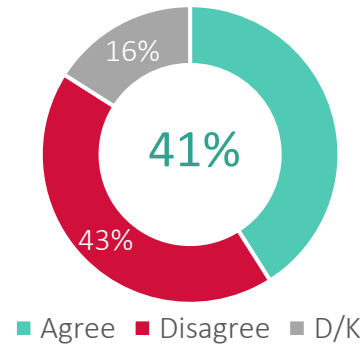
An island of Ireland Citizens Assembly should be formed to build consensus on the base way to achieve a United Ireland



I believe a referendum on a United Ireland will be held within the next 10 years



I would vote in favour of a United Ireland despite the fact that this may well mean me personally paying higher taxes



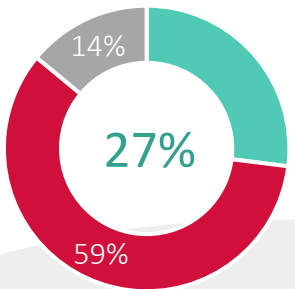
(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

Attitudes Towards a United Ireland Overview - III



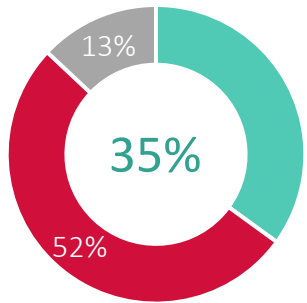
I would be willing to change the current Irish flag to accommodate a new flag for a United Ireland



■ Agree ■ Disagree ■ D/K



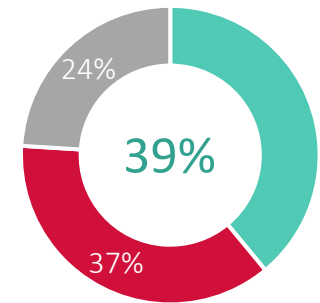
I would be willing to change the current national anthem to accommodate a new anthem for a United Ireland



■ Agree ■ Disagree ■ D/K



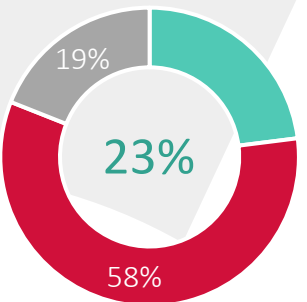
I would be willing to support guaranteed Unionist cabinet positions in a United Ireland government



■ Agree ■ Disagree ■ D/K



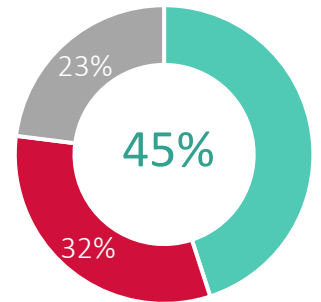
I would be willing to re-join the Commonwealth to help support a United Ireland



■ Agree ■ Disagree ■ D/K



I would be willing to support the continuation of the power-sharing Northern Assembly in Belfast alongside the Dáil in Dublin in a United Ireland



■ Agree ■ Disagree ■ D/K

(Base: All adults 18+ who will vote)

We are now going to ask you about your views on the future possibility of a United Ireland. Please let us know to what extent you agree or disagree with each of the following statements that other people have made about this topic?

RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

