

REDC

**Business
Post**

Opinion Poll Report April 2022

JN. 568622



Methodology and Weighting

- RED C interviewed a random sample of **1,014** adults aged 18+ online between Friday 22nd and Wednesday 27th April 2022.
- An 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 panellists 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.

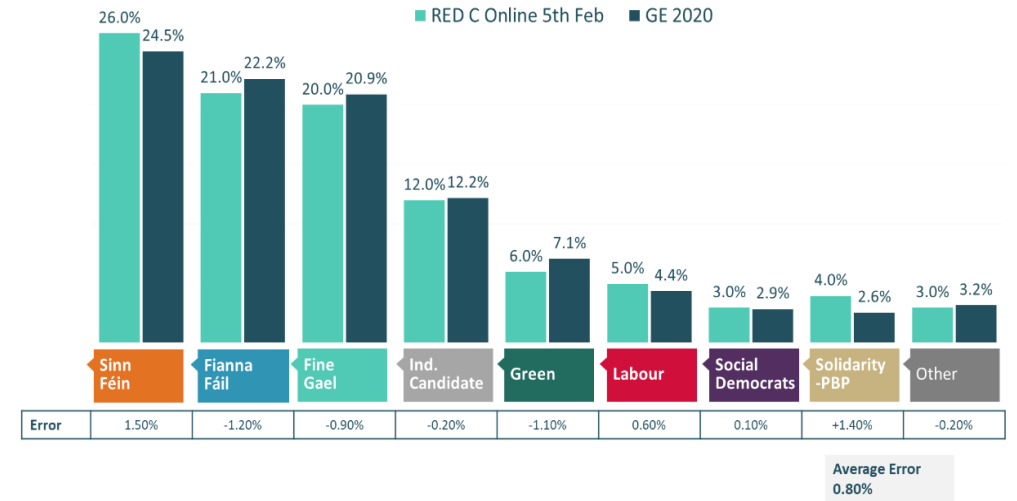
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

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)

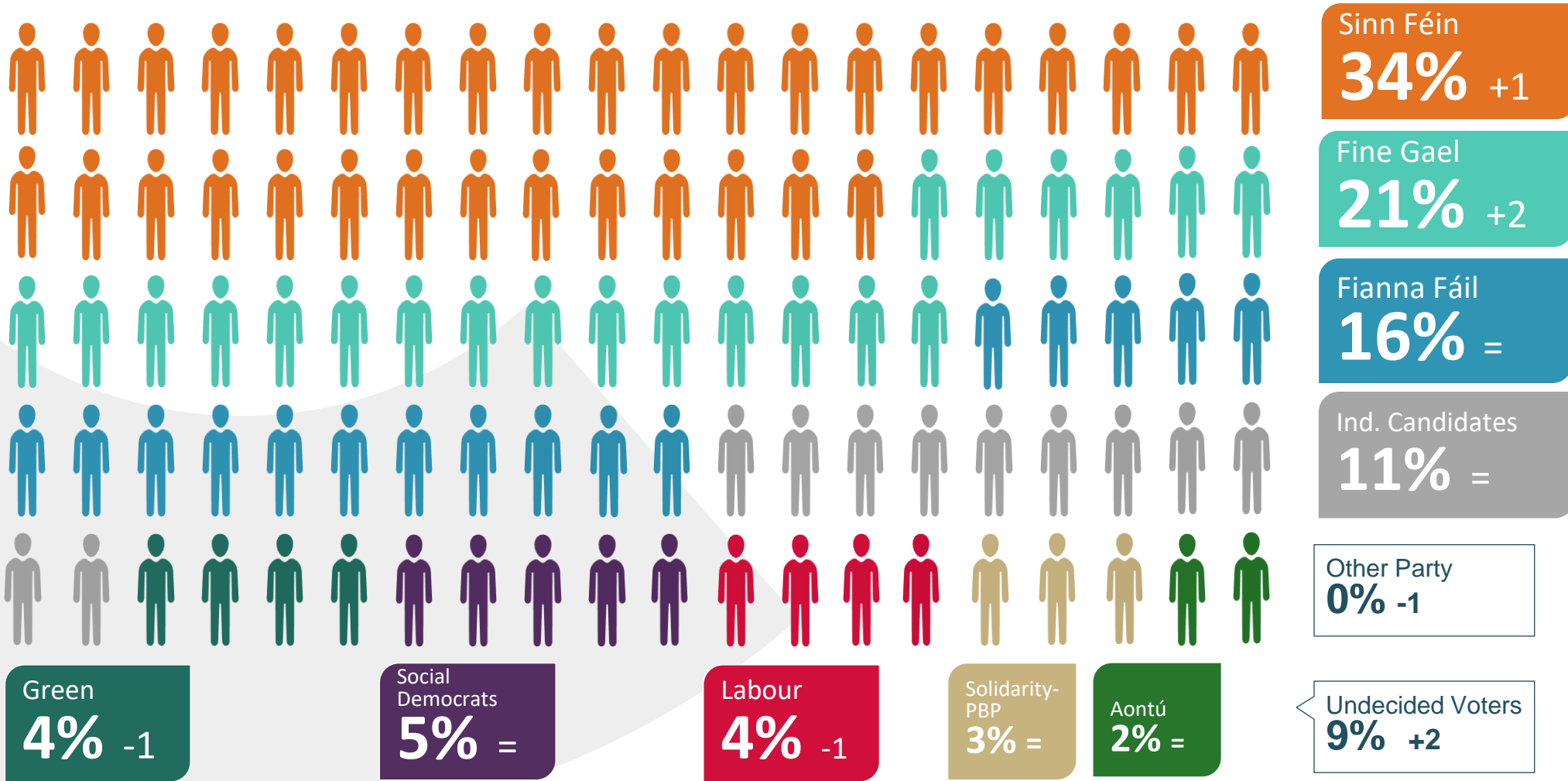


01

Vote Intention @ General Election

First preference vote intention – 1st May 2022

With change vs. last poll – March 2022

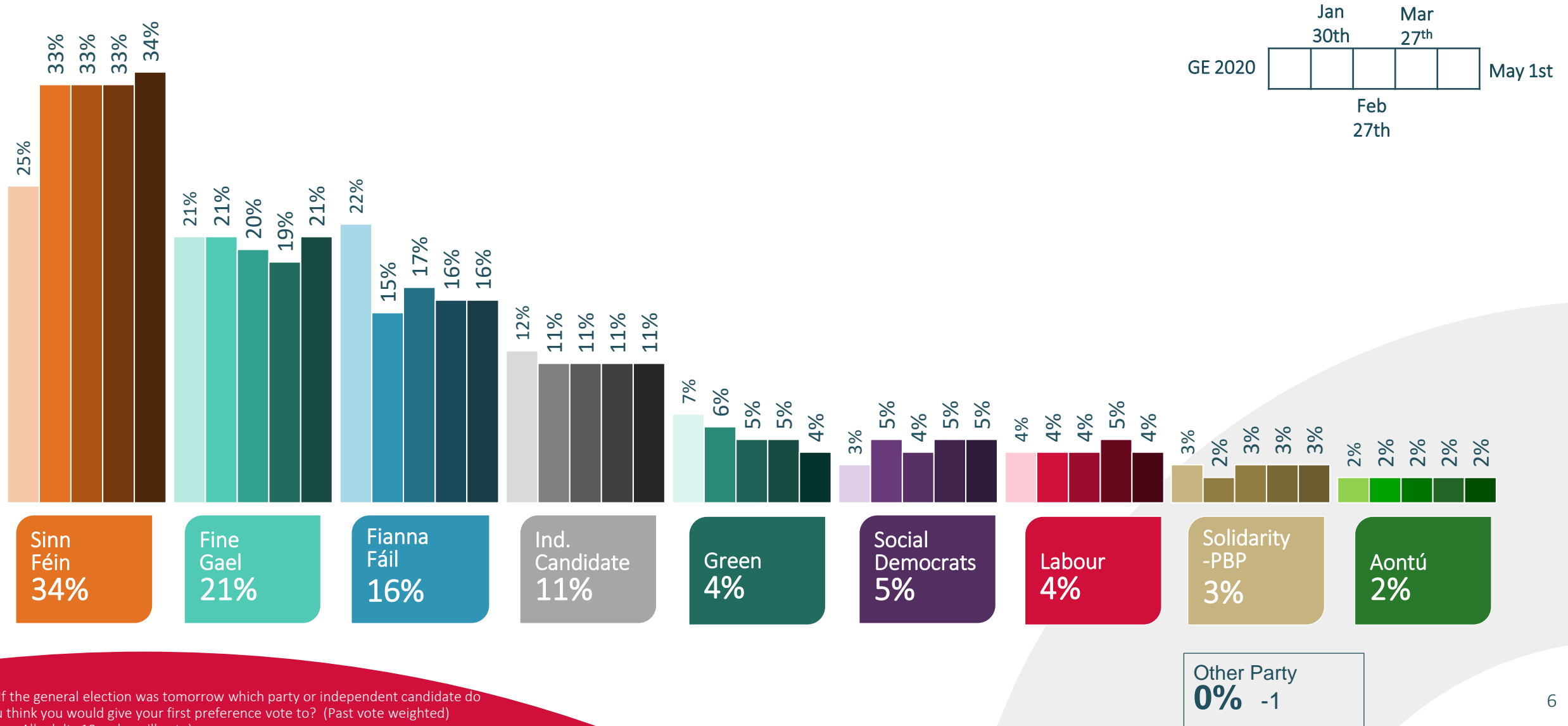


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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

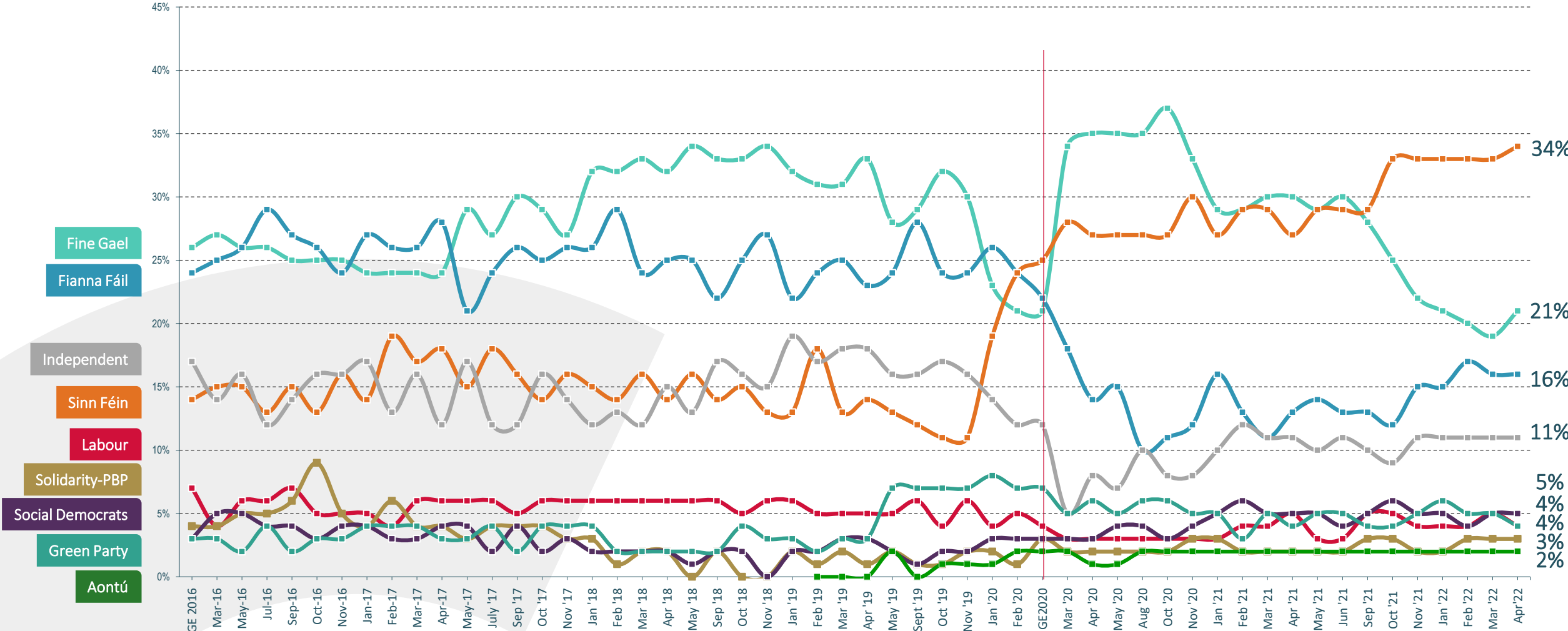
1 st May 2022	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	34%	36%	32%	36%	42%	22%	22%	46%	29%	34%	36%	36%
Fine Gael	21%	20%	23%	17%	15%	29%	27%	15%	25%	21%	17%	20%
Fianna Fáil	16%	16%	15%	12%	13%	21%	19%	12%	13%	19%	18%	12%
An Independent Candidate	11%	10%	12%	8%	13%	11%	9%	11%	6%	7%	14%	20%
Green Party	4%	4%	4%	7%	3%	4%	6%	3%	6%	5%	3%	2%
Social Democrats	5%	6%	5%	10%	6%	2%	8%	3%	9%	5%	4%	3%
Labour Party	4%	4%	3%	4%	3%	5%	4%	4%	6%	5%	3%	1%
Solidarity/ People Before Profit (including Rise)	3%	2%	3%	4%	2%	3%	3%	3%	4%	2%	3%	1%
Aontú	2%	2%	3%	2%	3%	3%	2%	3%	2%	2%	2%	5%

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

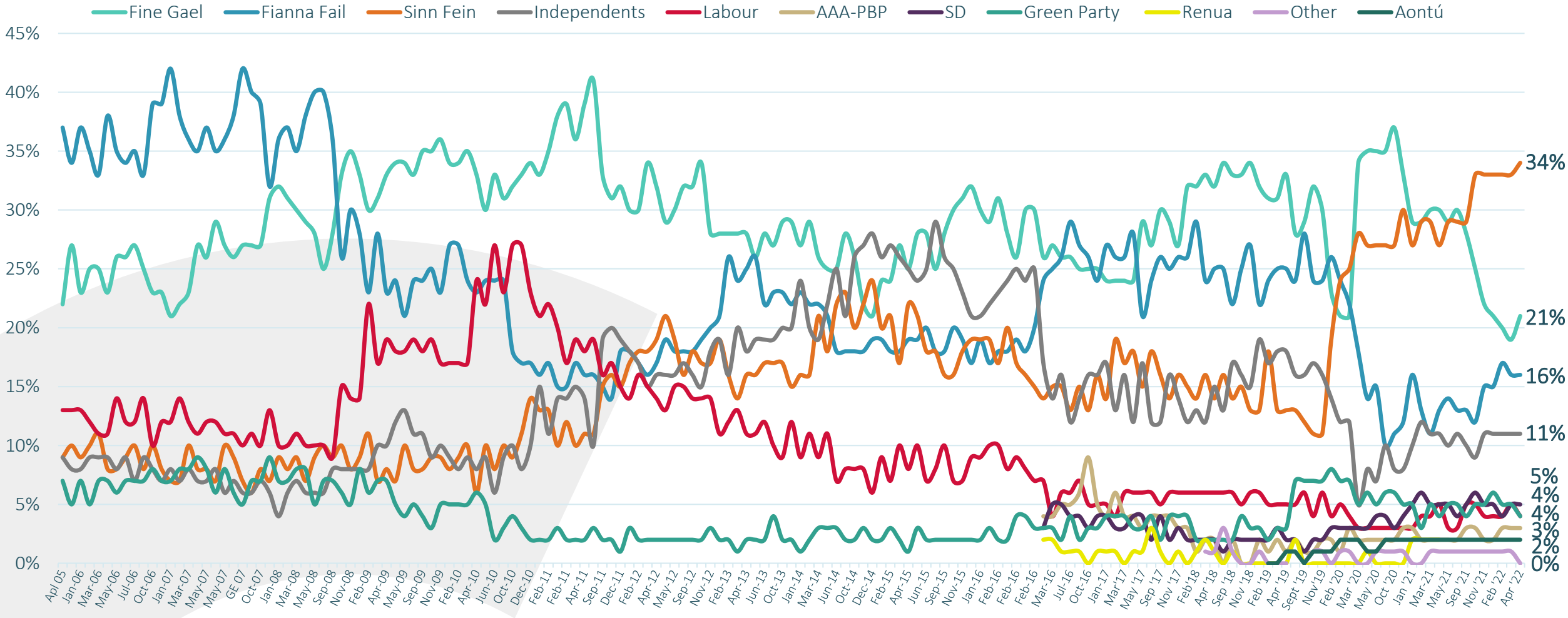


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 2005 to 2022

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

Impact of increased cost of living among voters in Ireland



85%

Less confident about the future



68%

Quality of life has reduced



63%

Have little to no disposable income at present



73%

Have started buying cheaper food stuff to reduce my weekly shopping bill



50%

Are using savings or credit to pay for ordinary everyday expenses



50%

Believe the government's package to reduce fuel and electricity costs is an appropriate response

(Base: All adults 18+)

The increased cost of living in Ireland is impacting people in different ways. Please select the extent to which you agree or disagree with the following statements that others have made about the impact of recent rises in the cost of living.

Attitudes towards increased cost of living in Ireland

The government's package to reduce fuel and electricity costs is an appropriate response to the rise in the cost of living

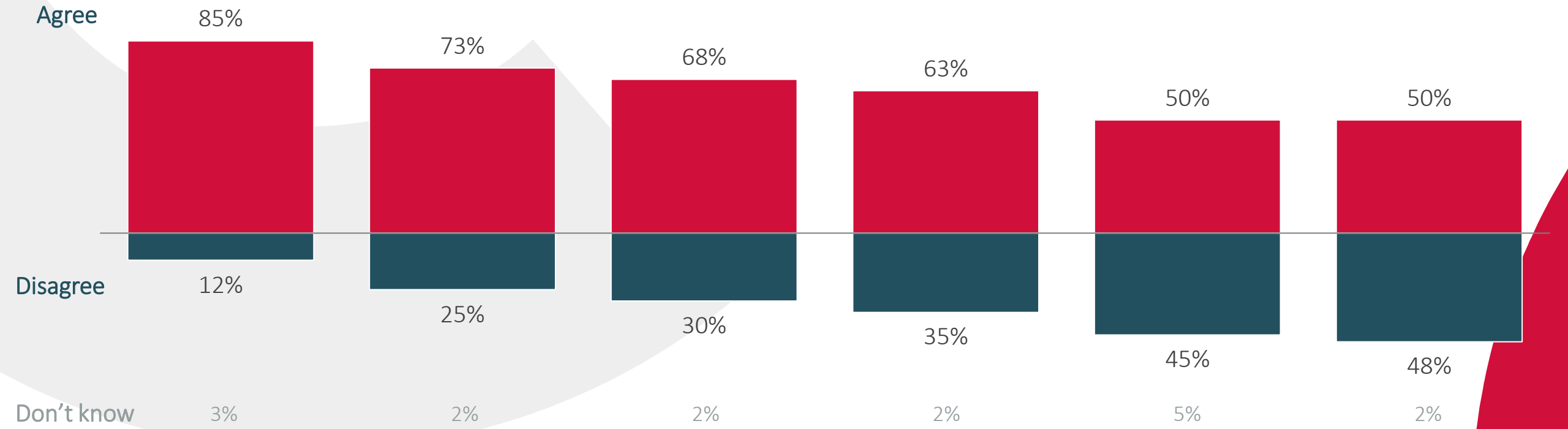
I am having to use savings or credit to pay for ordinary everyday expenses

I am less confident about the future due to the higher cost of living

I have started buying cheaper food stuff to reduce my weekly shopping bill

My quality of life has been reduced due to the higher cost of living

I have little to no disposable income at present as I struggle to pay rising costs



(Base: All adults 18+)

The increased cost of living in Ireland is impacting people in different ways. Please select the extent to which you agree or disagree with the following statements that others have made about the impact of recent rises in the cost of living.

Sinn Fein voters most impacted by cost of living increases



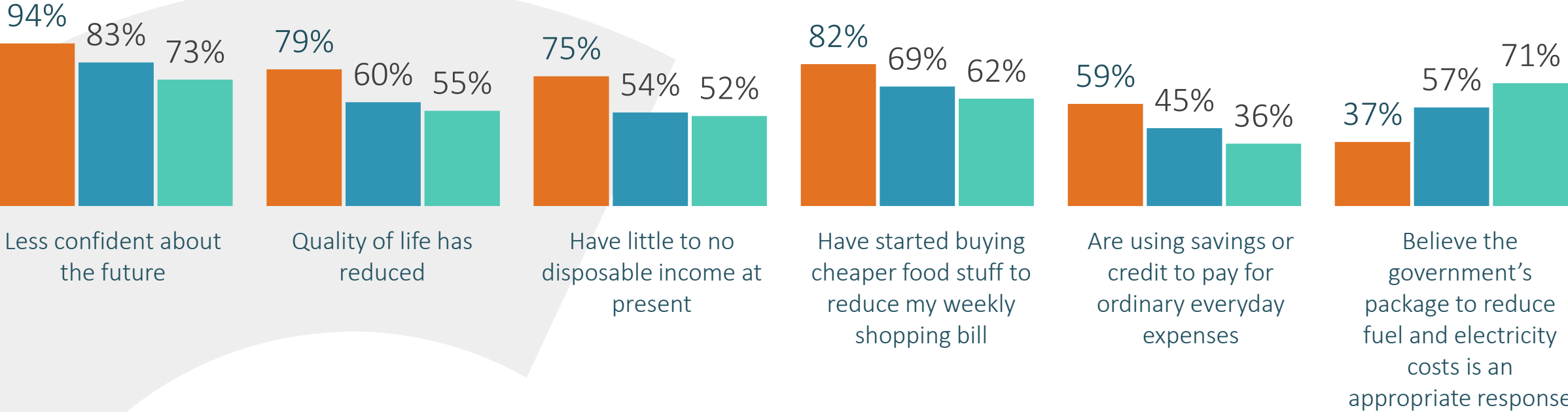
Fine Gael voters appear least impacted, and most likely to feel the government response is appropriate.

% agree to impact of cost of living



Current Vote Intention

■ Sinn Fein ■ Fianna Fail ■ Fine Gael



(Base: All adults 18+)

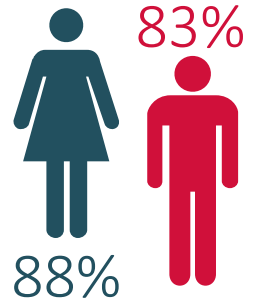
The increased cost of living in Ireland is impacting people in different ways. Please select the extent to which you agree or disagree with the following statements that others have made about the impact of recent rises in the cost of living.

Almost all less confident about the future due to cost of living REDC

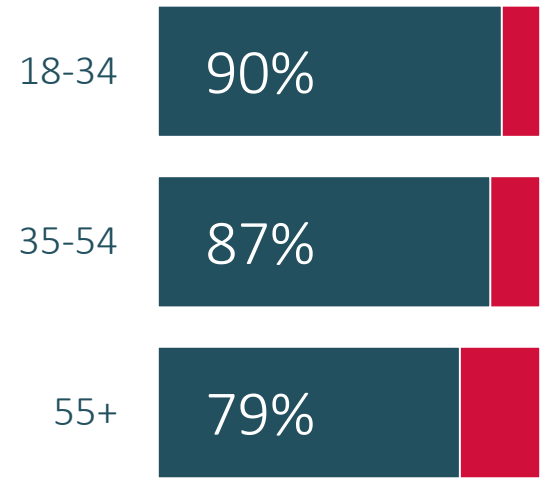
% are less confident about the future due to the higher cost of living

85%

Gender



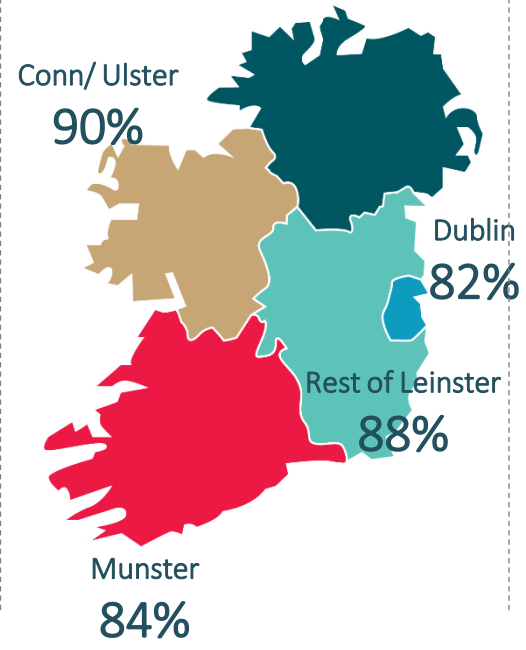
Age



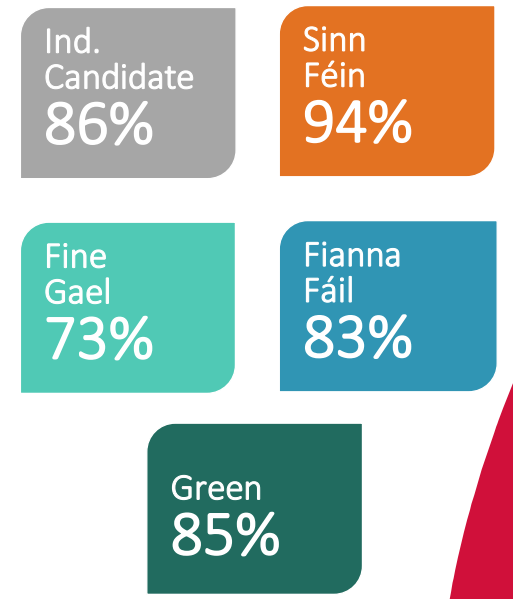
Social Class



Region



Party Support



(Base: All adults 18+)

Q5. The increased cost of living in Ireland is impacting people in different ways. Please select the extent to which you agree or disagree with the following statements that others have made about the impact of recent rises in the cost of living.

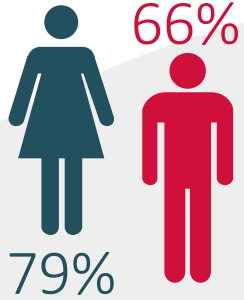
I am less confident about the future due to the higher cost of living

Majority are buying cheaper food to reduce weekly bill

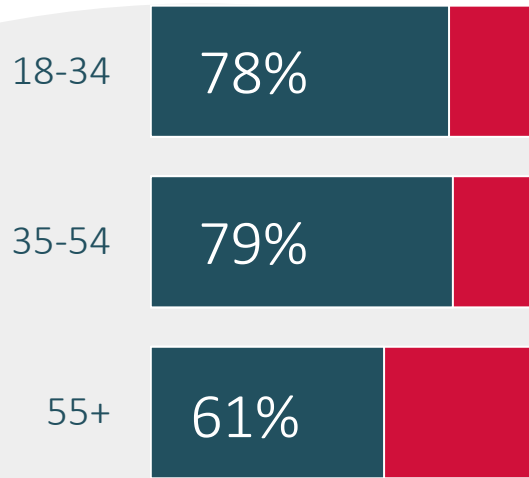
% have started buying cheaper food stuff to reduce their weekly shopping bill

73%

Gender



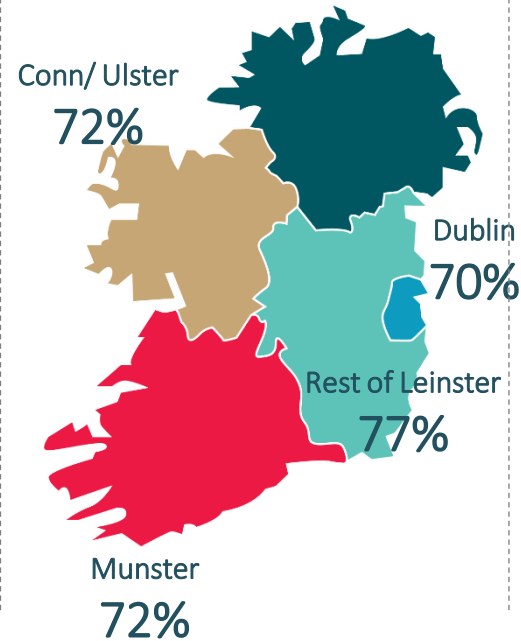
Age



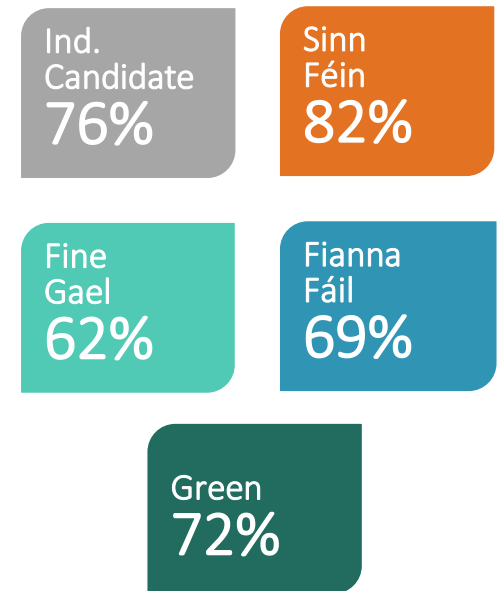
Social Class



Region



Party Support



(Base: All adults 18+)

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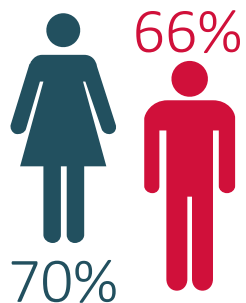
I have started buying cheaper food stuff to reduce my weekly shopping bill

Two thirds say their quality of life has been reduced

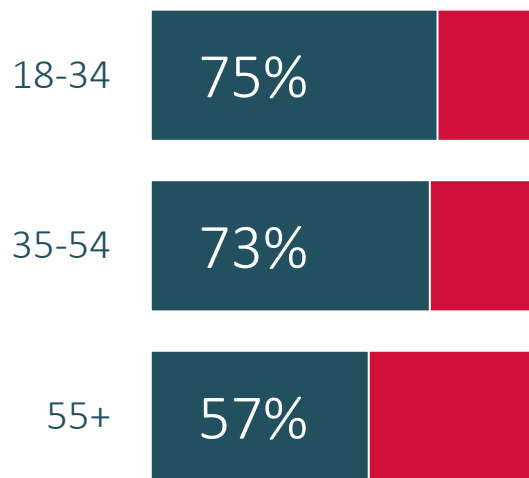
% say their quality of life has reduced due to the higher cost of living

68%

Gender



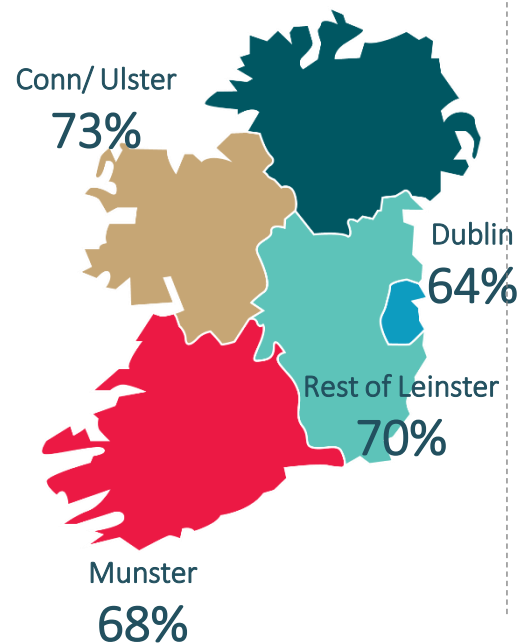
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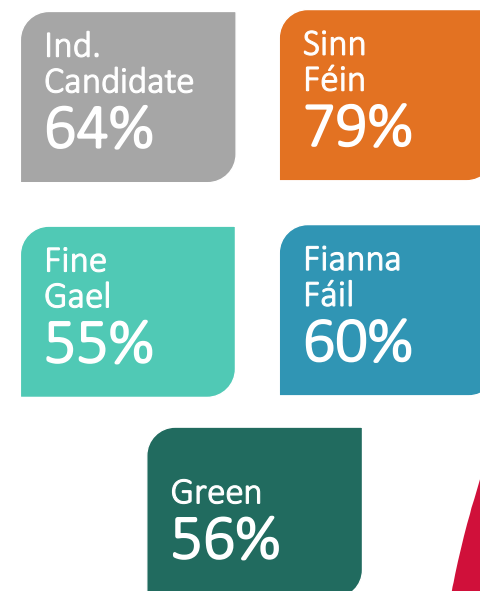
Social Class



Region



Party Support



(Base: All adults 18+)

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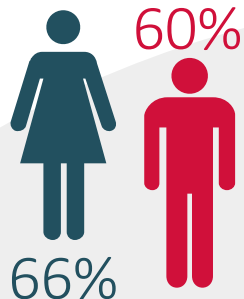
My quality of life has reduced due to the higher cost of living

Majority have little to no disposable income at present

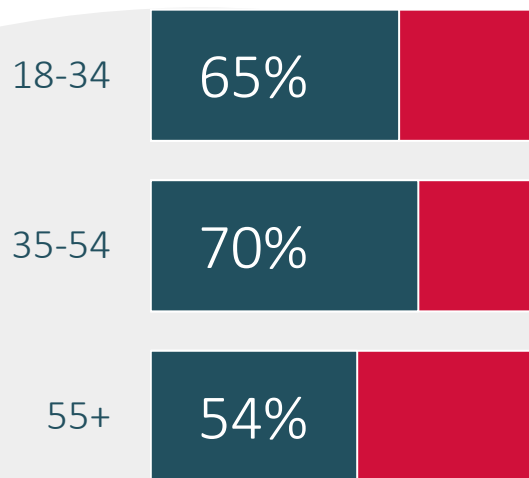
% have little to no disposable income due to rising costs

63%

Gender



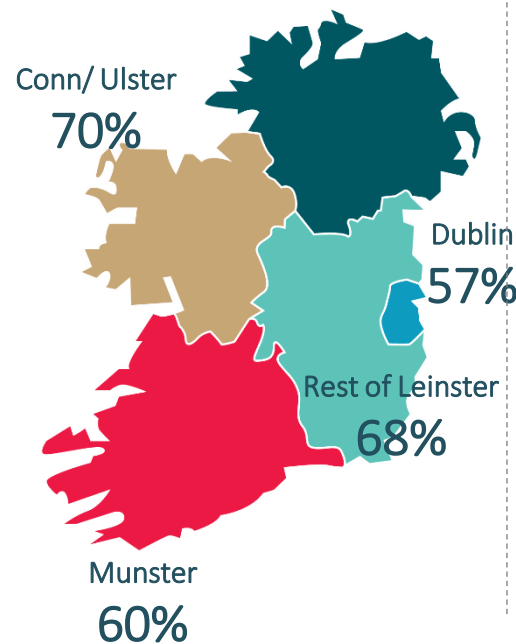
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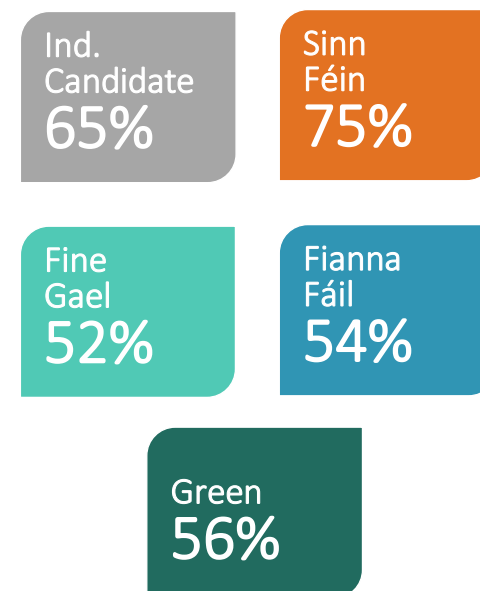
Social Class



Region



Party Support



(Base: All adults 18+)

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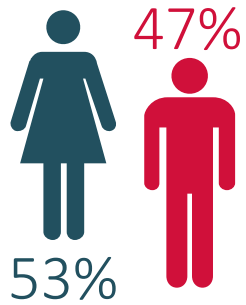
I have little to no disposable income at present as I struggle to pay rising costs

Only half approve of the government's energy costs package

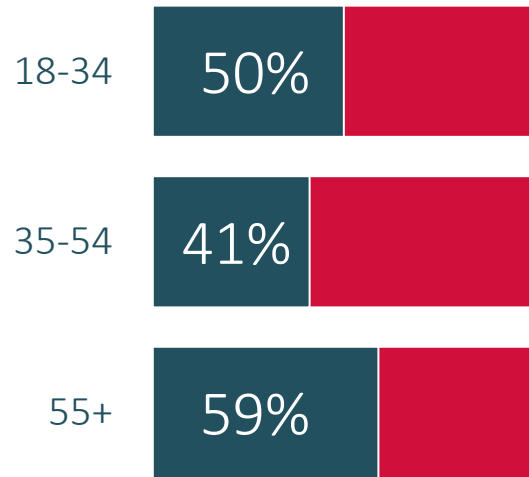
% Support the government's package to reduce fuel and electricity costs

50%

Gender



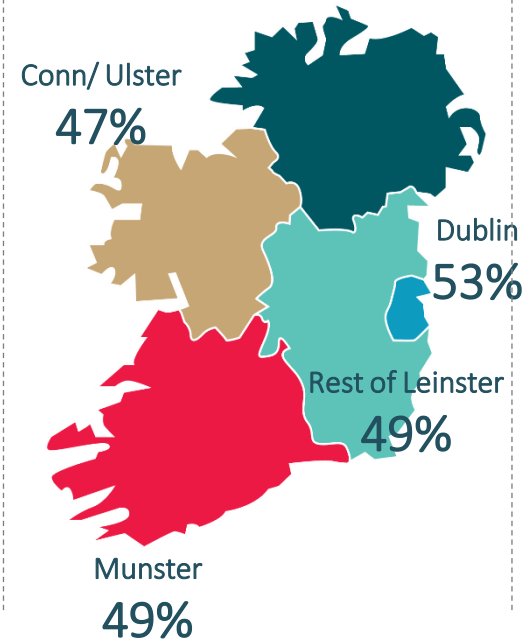
Age



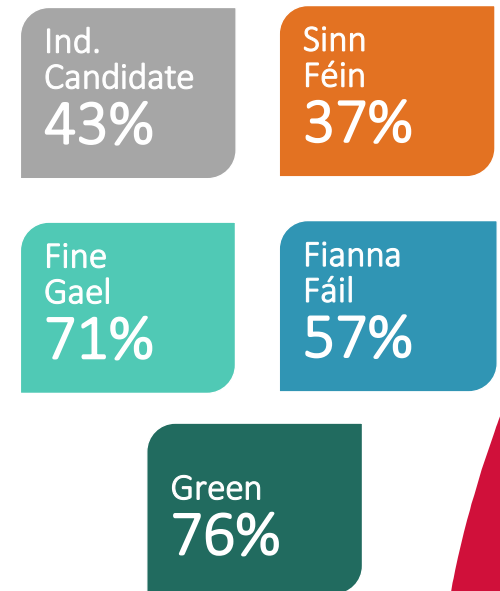
Social Class



Region



Party Support



(Base: All adults 18+)

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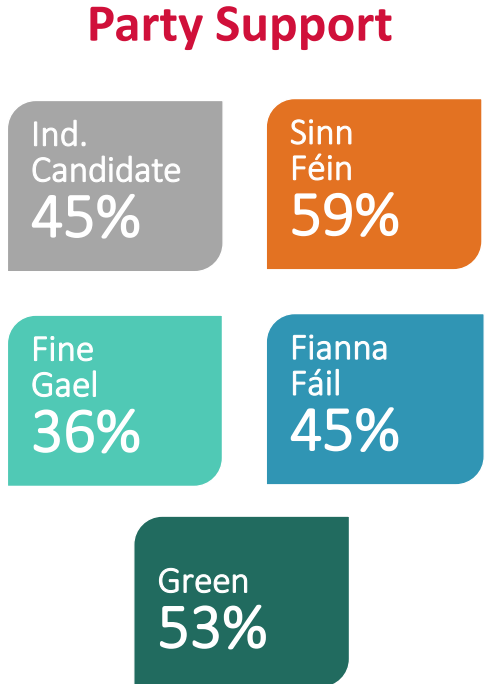
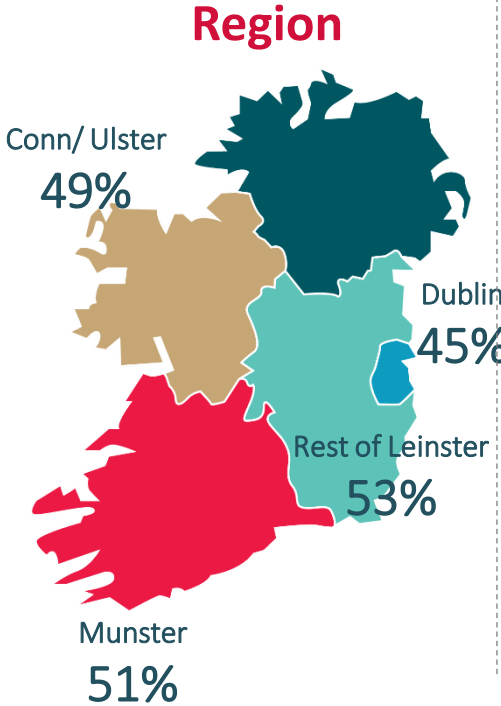
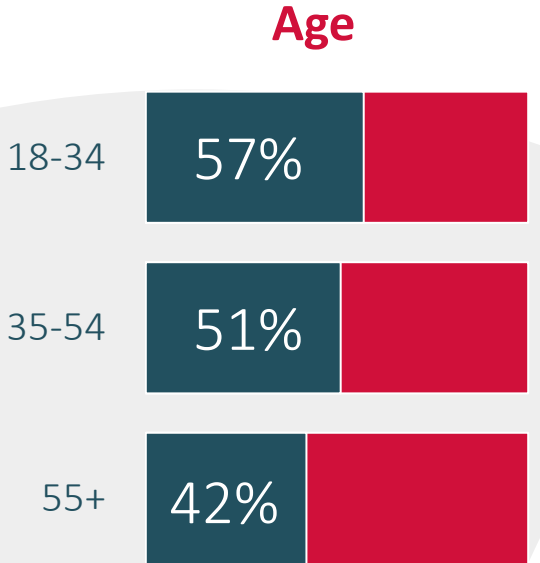
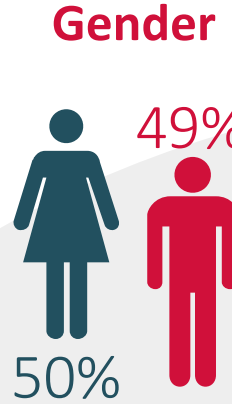
The government's package to reduce fuel and electricity costs is an appropriate response to the rise in the cost of living

Half are using savings or credit to pay for everyday expenses



% are having to use savings or credit to pay for ordinary everyday living expenses

50%



(Base: All adults 18+)

Q5. The increased cost of living in Ireland is impacting people in different ways. Please select the extent to which you agree or disagree with the following statements that others have made about the impact of recent rises in the cost of living.

I am having to use savings or credit to pay for ordinary everyday living expenses



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



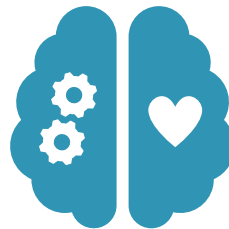
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

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

