

**REDC**

**Business  
Post**

# Opinion Poll Report May 2022

JN. 568622



# Methodology and Weighting

- RED C interviewed a random sample of **1,002** adults aged 18+ online between Friday 20<sup>th</sup> and Wednesday 25<sup>th</sup> May 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.
- Vote intention data is also weighted to take account of claimed likely turnout on the day of an election.
- 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 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.

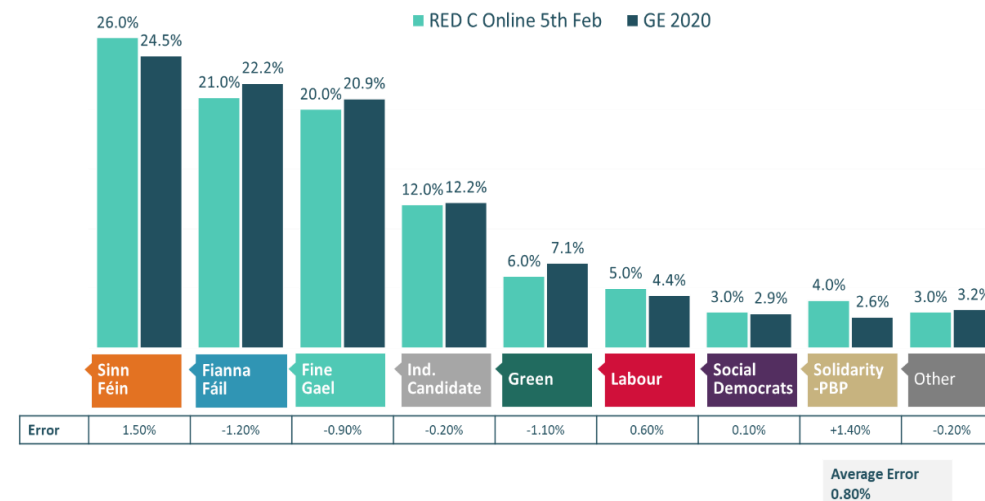
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

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)

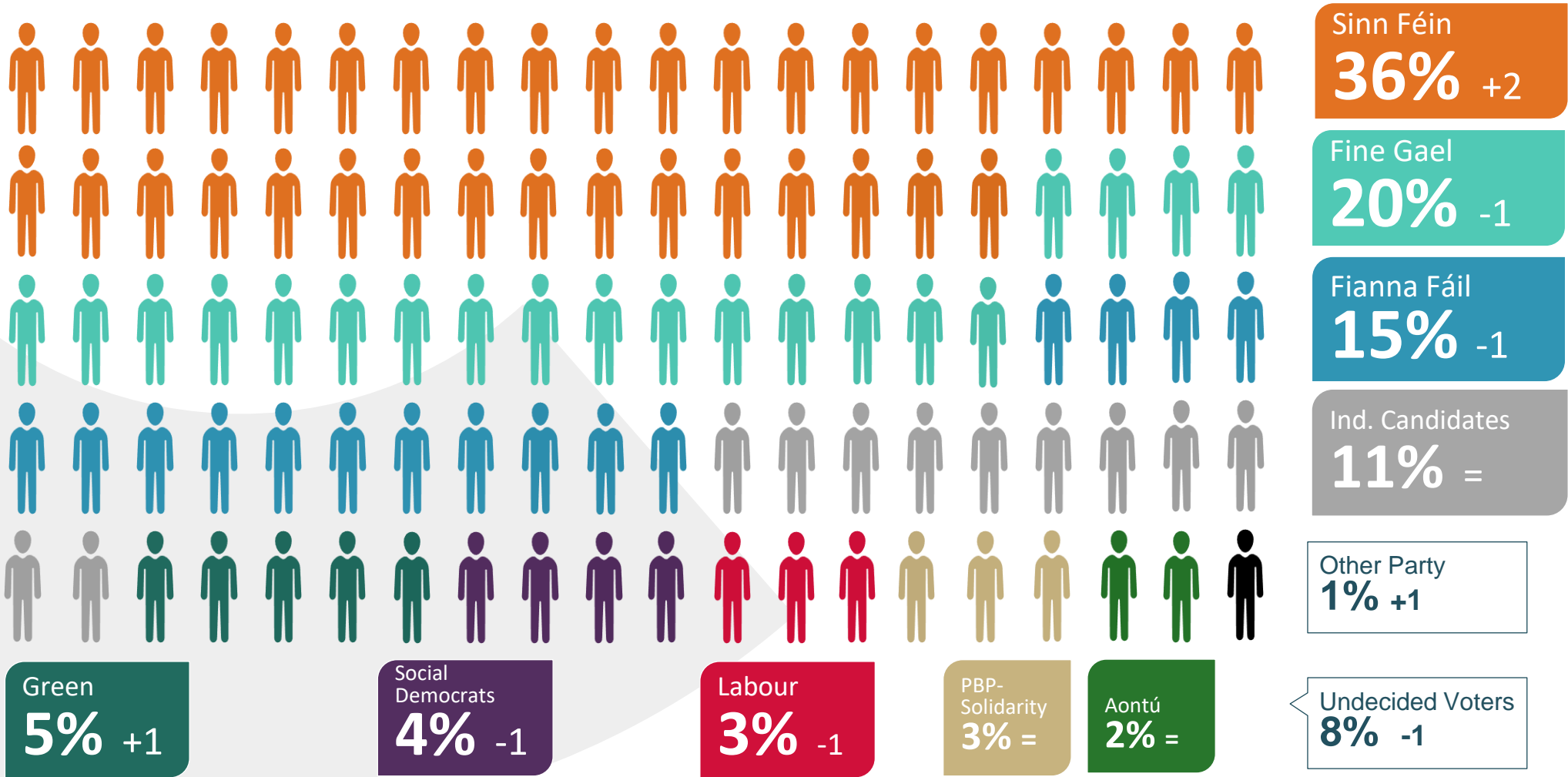


# 01

## Vote Intention @ General Election

# First preference vote intention – 29<sup>th</sup> May 2022

With change vs. last poll – April 2022

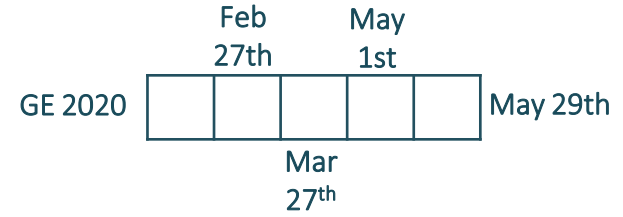
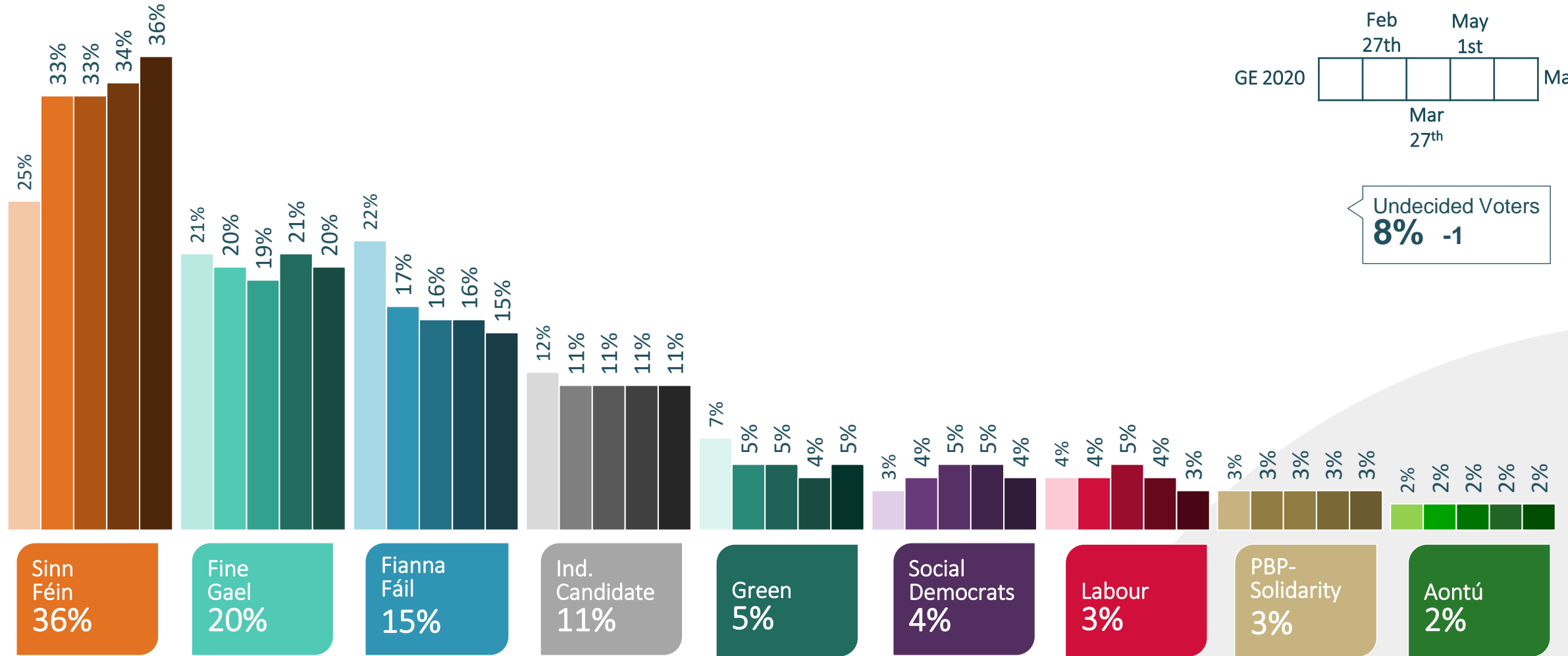


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention

Shown over time and vs. last General Election Results



Undecided Voters  
**8% -1**

Other Party  
**1% +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)



# Core vote intention to Turnout weighted data process



29 <sup>th</sup> May 2022	Core data	Core data with prompt for most likely party <sup>(1)</sup>	Undecided/ Non Voters Removed <sup>(2)</sup>	Turnout Weighted <sup>(3)</sup>
Sinn Féin	31%	32%	37%	36%
Fine Gael	16%	17%	20%	20%
Fianna Fáil	11%	12%	14%	15%
An Independent Candidate	9%	10%	11%	11%
Green Party	4%	5%	6%	5%
Social Democrats	3%	3%	4%	4%
Labour Party	3%	3%	3%	3%
People Before Profit-Solidarity	2%	2%	3%	3%
Aontú	2%	2%	2%	2%
Other Party	1%	1%	1%	1%
Would not vote	4%	4%		
Undecided	13%	8%		

## Notes

1. For those that initially suggest they are undecided, we prompt with an extra question to ask which party they are most likely to vote for at this moment in time.
2. After this prompt we remove those that still say they are undecided, or would not vote, and re-proportion on those expressing a preference.
3. Turnout weighting is added based on a algorithm that combines data on how likely someone is to say they plan to vote at the next GE on a 10 point scale, and whether they actually voted at the last election (if they were eligible to do so).

# 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

29 <sup>th</sup> 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	36%	41%	31%	40%	43%	26%	27%	44%	32%	39%	35%	39%
Fine Gael	20%	18%	24%	13%	16%	30%	26%	13%	22%	22%	17%	22%
Fianna Fáil	15%	15%	15%	14%	12%	18%	14%	14%	11%	16%	19%	11%
An Independent Candidate	11%	10%	12%	8%	13%	12%	10%	13%	9%	8%	14%	15%
Green Party	5%	3%	6%	10%	3%	3%	7%	3%	7%	3%	5%	2%
Social Democrats	4%	3%	4%	5%	4%	2%	5%	3%	4%	5%	3%	2%
Labour Party	3%	3%	3%	4%	3%	3%	4%	3%	4%	4%	3%	1%
People Before Profit-Solidarity	3%	2%	3%	3%	3%	2%	2%	3%	4%	1%	3%	2%
Aontú	2%	2%	2%	2%	2%	3%	3%	2%	3%	2%	1%	5%

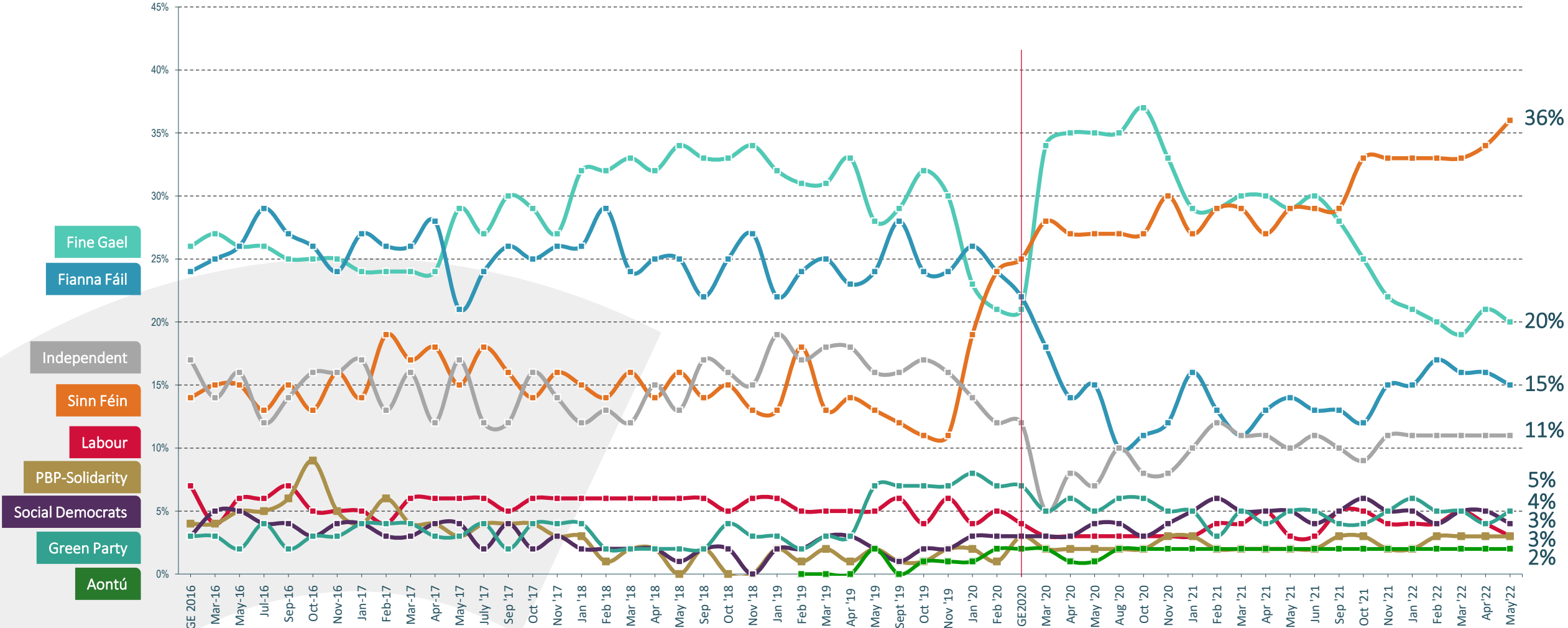
Not Showing Other Party: 1%

(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

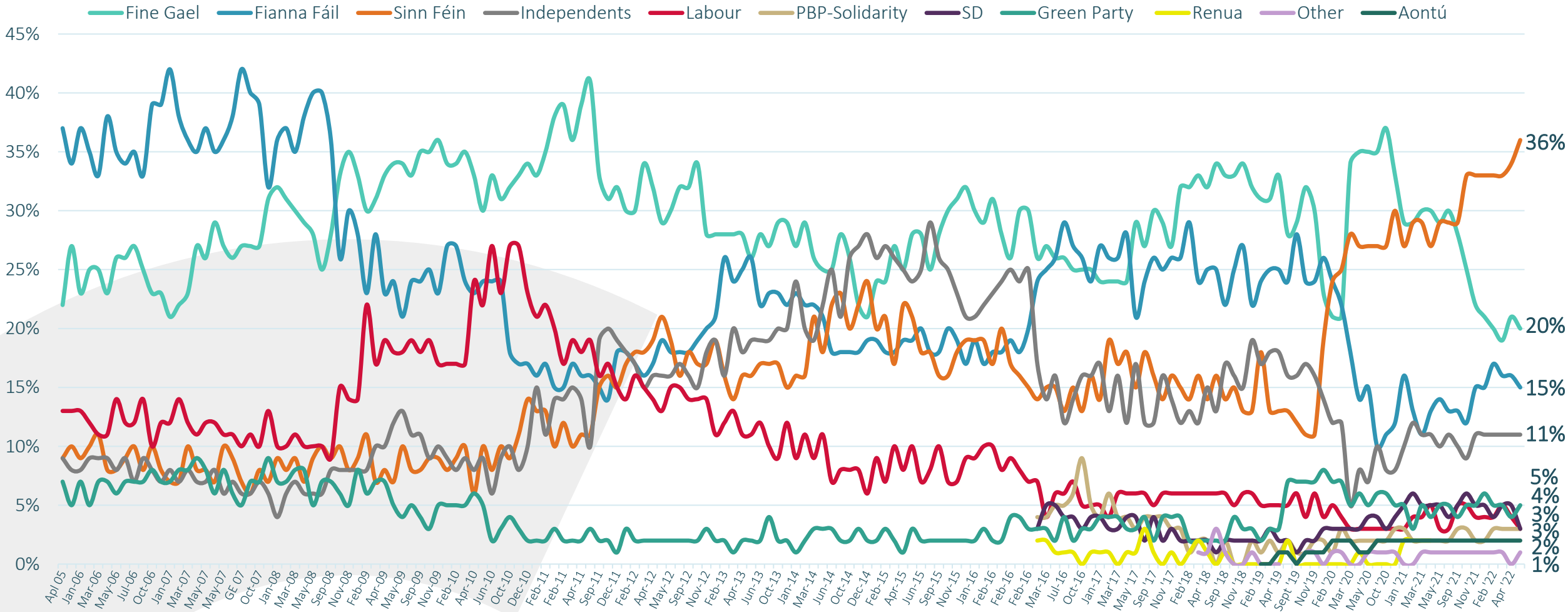


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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 PBP-Solidarity, Social Democrats, Aontú, 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 affordability of buying a home in Ireland



85%

Reduce size of deposit for first time buyers if they can prove ability to make payments



85%

Want to see house prices decline



82%

Allow first time buyers to borrow more than 3.5 times salary if they can show history of higher rental payments



77%

Introduce a vacant homes tax ASAP



76%

Small landlords be given more favourable tax treatment on rental income properties in exchange for complying with a rent cap



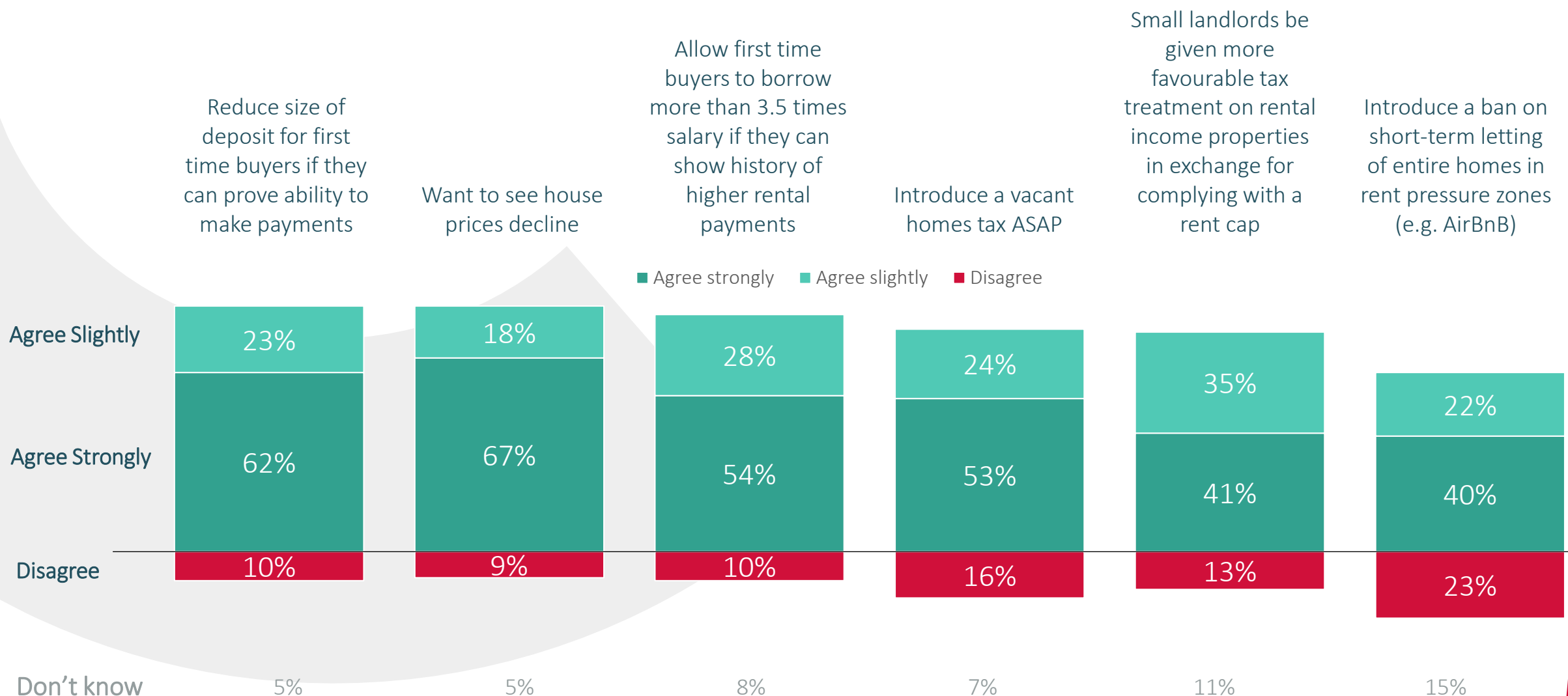
62%

Introduce a ban on short-term letting of entire homes in rent pressure zones (e.g. AirBnB)

(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 affordability of buying a home in Ireland



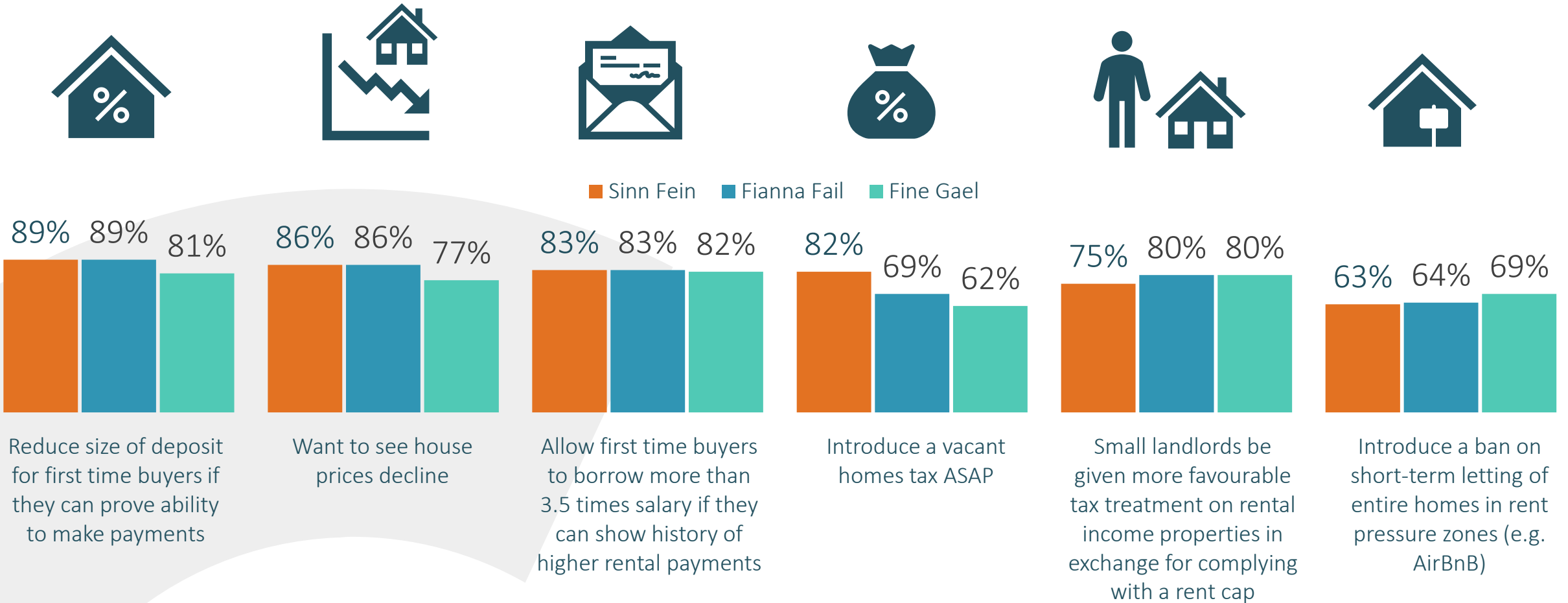
(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the affordability of buying a home in Ireland

# Cross party support for all housing measures

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

% agree to impact of cost of living



(Base: All adults 18+)

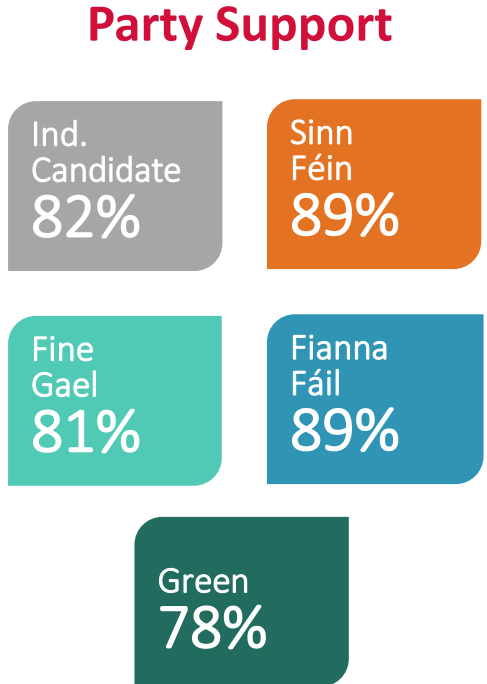
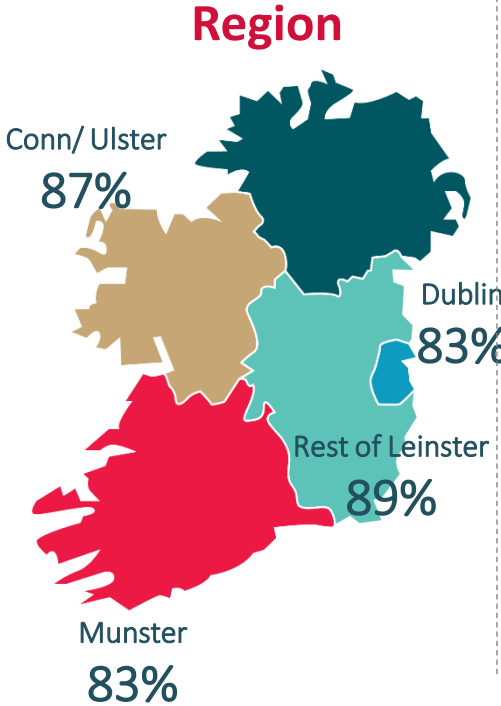
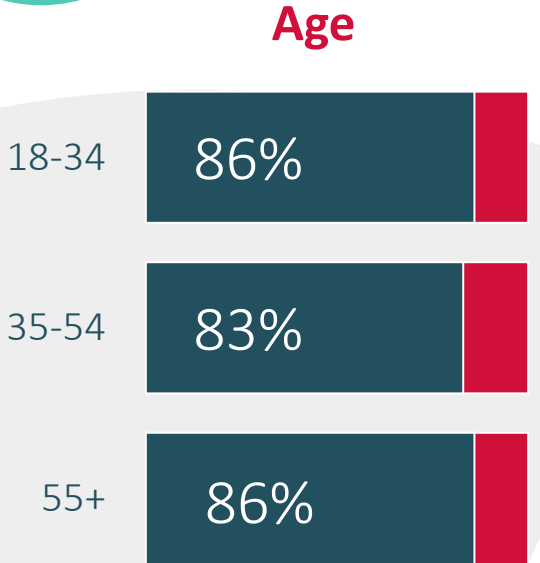
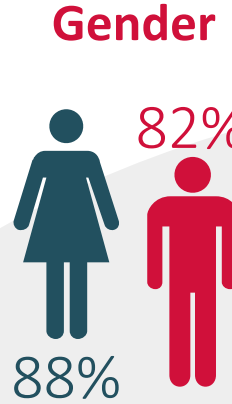
The increased cost of living in Ireland is impacting people in different ways. Please select the extent to which you agree or disagree with the following statements that others have made about the impact of recent rises in the cost of living.



# Cross-party support for smaller deposits for first-time buyers **REDC**

% believe first time buyers should be able to reduce the size of their deposit if they can prove they could meet the monthly repayments

85%



(Base: All adults 18+)

Q5. Please select the extent to which you agree or disagree with the following statements that others have made about the affordability of buying a home in Ireland

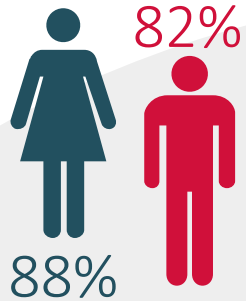
First time buyers should be allowed to reduce the size of their deposit (currently 10 per cent of the home value) to make it easier for them to buy a home if they can prove they could afford the monthly repayments

# Vast majority of 18-34s would like to see cheaper houses

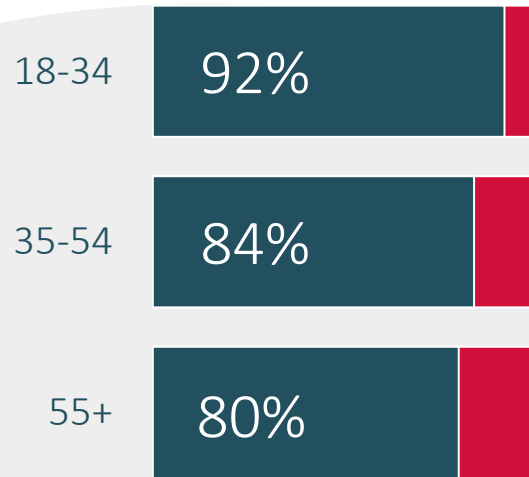
% would like to see house prices in Ireland decline

85%

## Gender



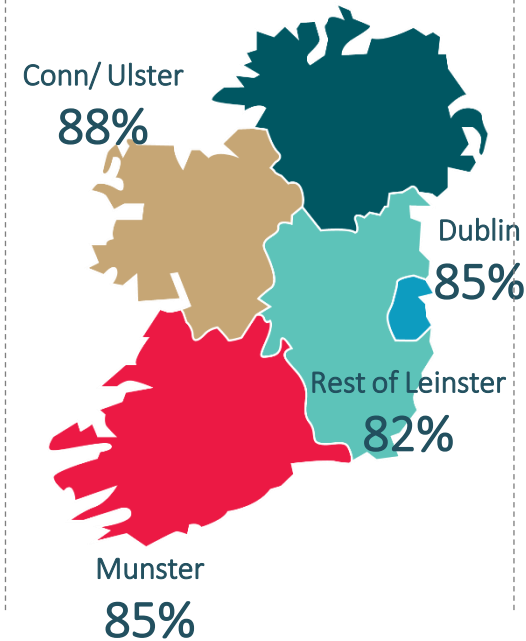
## Age



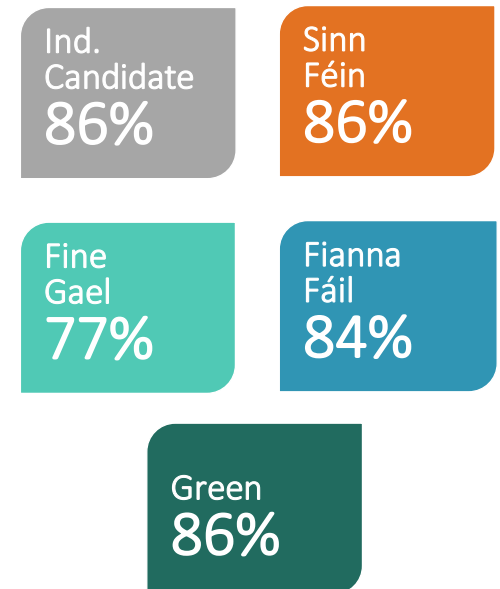
## Social Class



## Region



## Party Support



(Base: All adults 18+)

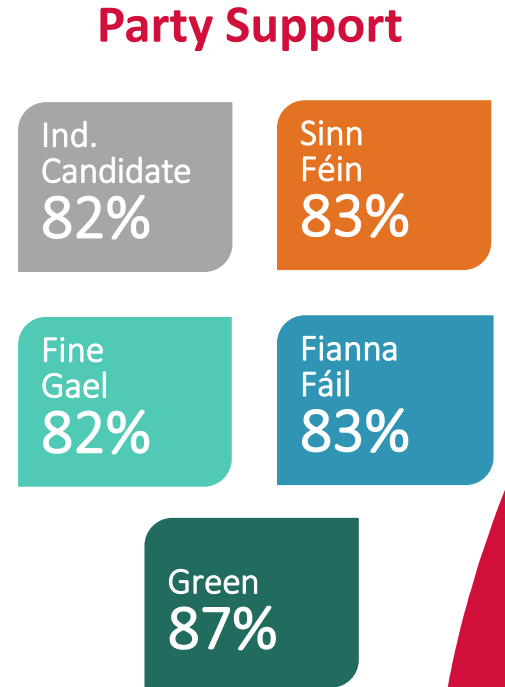
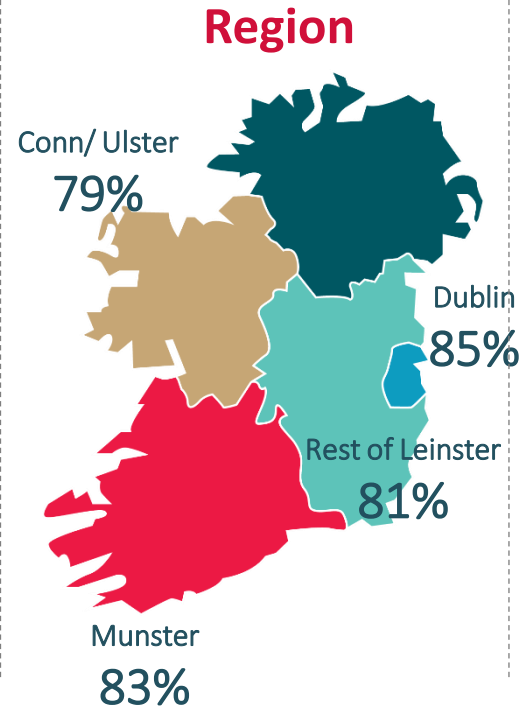
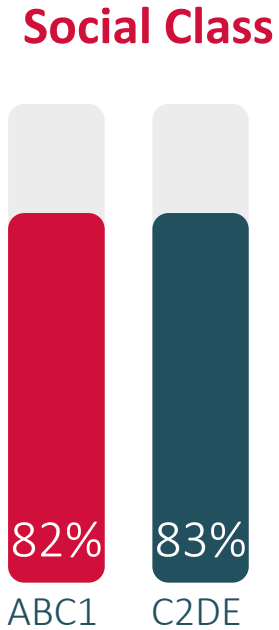
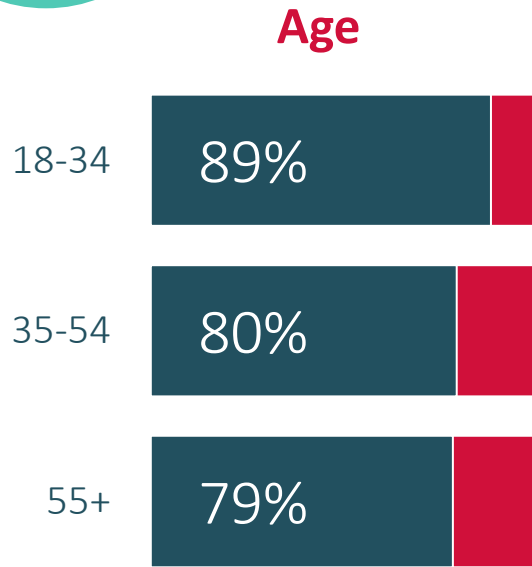
Q5. Please select the extent to which you agree or disagree with the following statements that others have made about the affordability of buying a home in Ireland

I would like to see house prices in Ireland decline

# Substantial appetite in all groups for more flexible lending

% say first time buyers should be allowed to borrow more than 3.5 times their income if they show a history of rental payments that would be higher than the mortgage repayments

82%



(Base: All adults 18+)

Q5. Please select the extent to which you agree or disagree with the following statements that others have made about the affordability of buying a home in Ireland

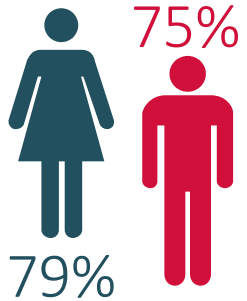
First time buyers should be allowed to borrow more than the current cap of 3.5 times income for a mortgage if they can show a history of rental payments that would be higher than the mortgage repayments

# Significant support for a vacant homes tax across the board

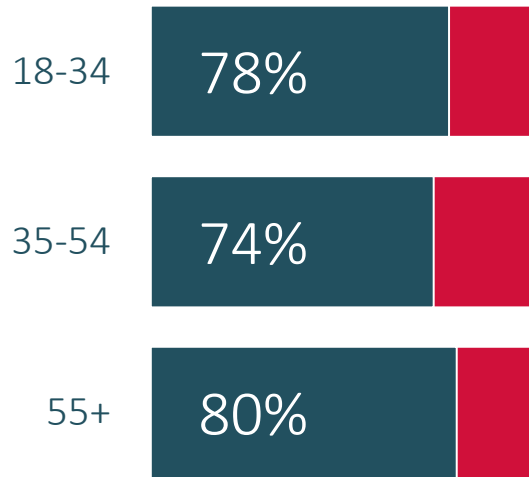
% agree that the government should introduce a vacant homes tax

77%

## Gender



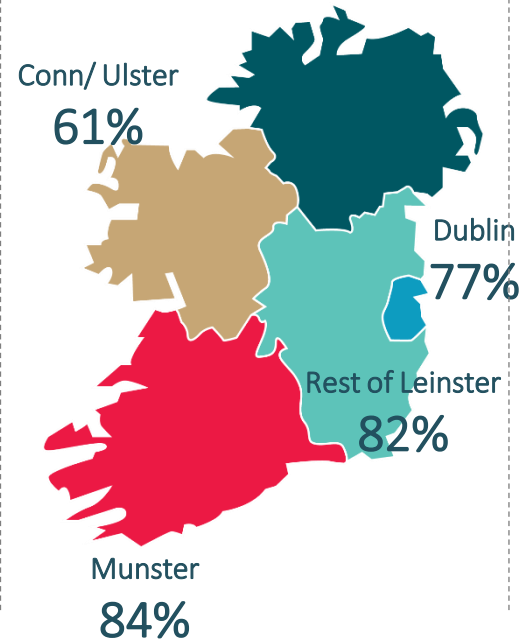
## Age



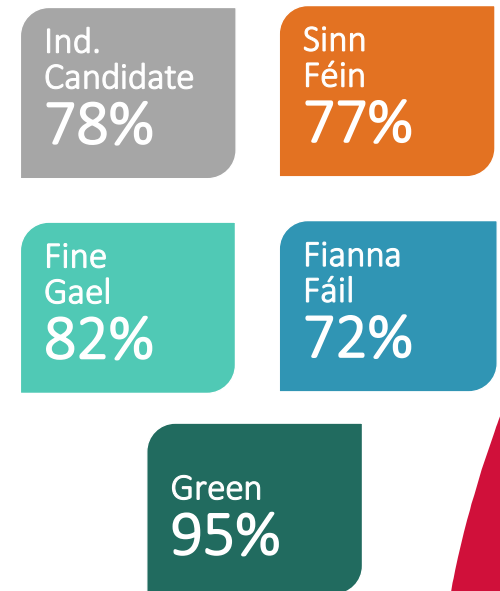
## Social Class



## Region



## Party Support

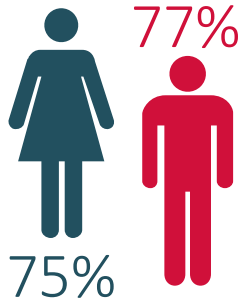


# Inter-party support for favourably treating small landlords

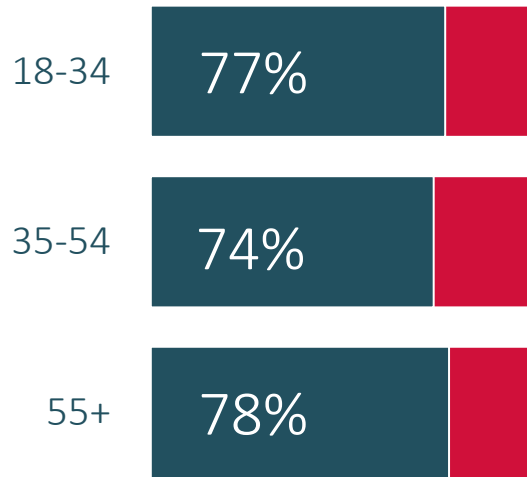
% believe small landlords should be given more favourable tax treatment in exchange for complying with a rent cap

76%

## Gender



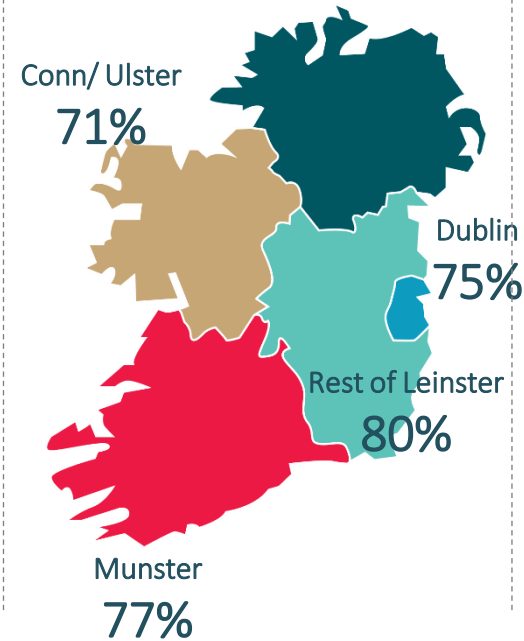
## Age



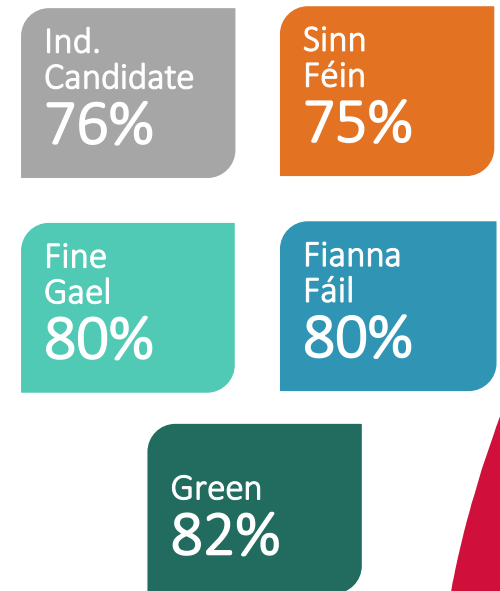
## Social Class



## Region



## Party Support



(Base: All adults 18+)

Q5. Please select the extent to which you agree or disagree with the following statements that others have made about the affordability of buying a home in Ireland

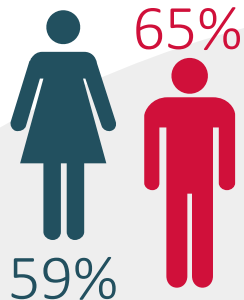
Small landlords should be given more favourable tax treatment on rental income properties in exchange for complying with a rent cap

# Support across the board to tackle short-term letting

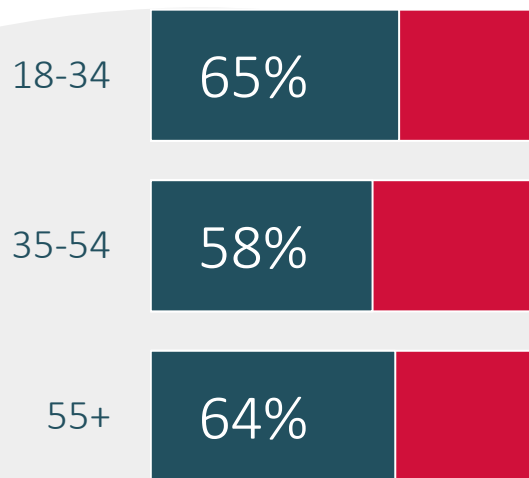
% think the government should ban short-term letting of entire homes in rent pressure zones

62%

## Gender



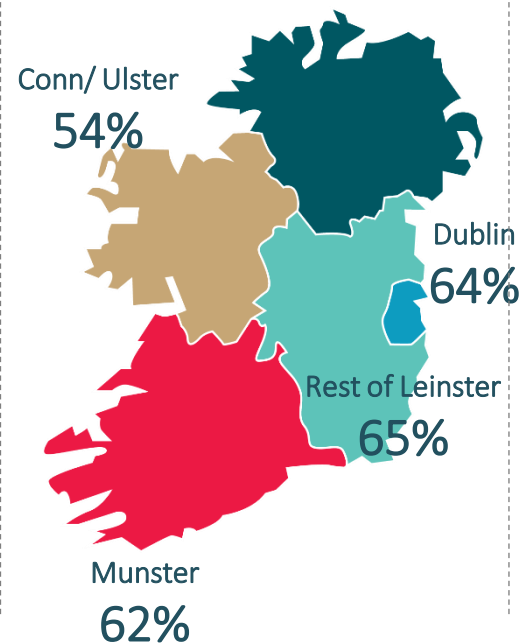
## Age



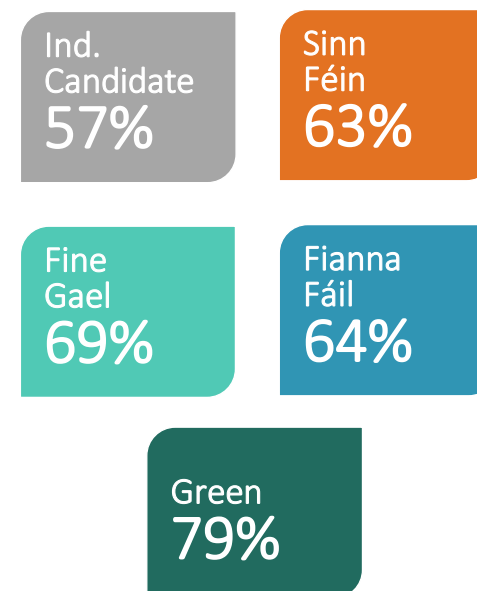
## Social Class



## Region



## Party Support



(Base: All adults 18+)

Q5. Please select the extent to which you agree or disagree with the following statements that others have made about the affordability of buying a home in Ireland

The government should introduce a ban on short-term letting of entire homes in rent pressures zones (e.g. renting on Airbnb)





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**.





We deliver

# CLARITY

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

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

### 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



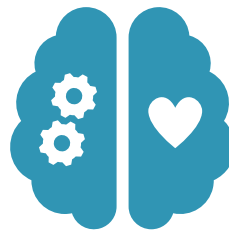
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

### 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

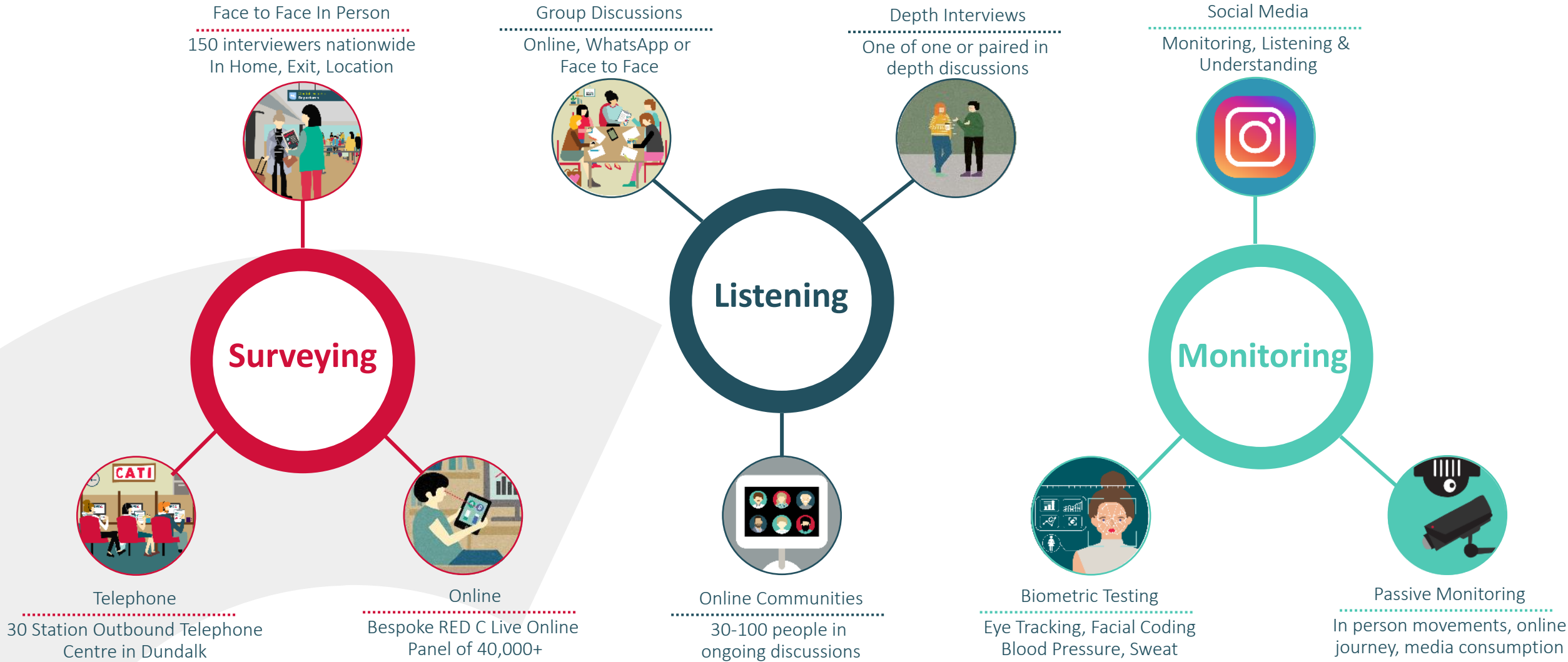


RED Star

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**

