

REDC

**Business
Post**

Opinion Poll Report June 2022

JN. 568622



Methodology and Weighting

- RED C interviewed a random sample of **1004** adults aged 18+ online between Friday 17th and Wednesday 22nd June 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 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.

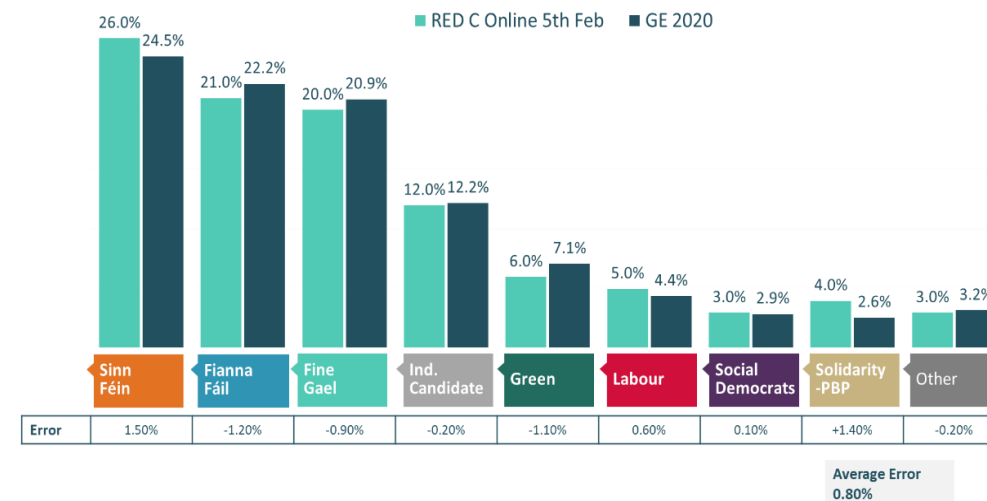
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

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)

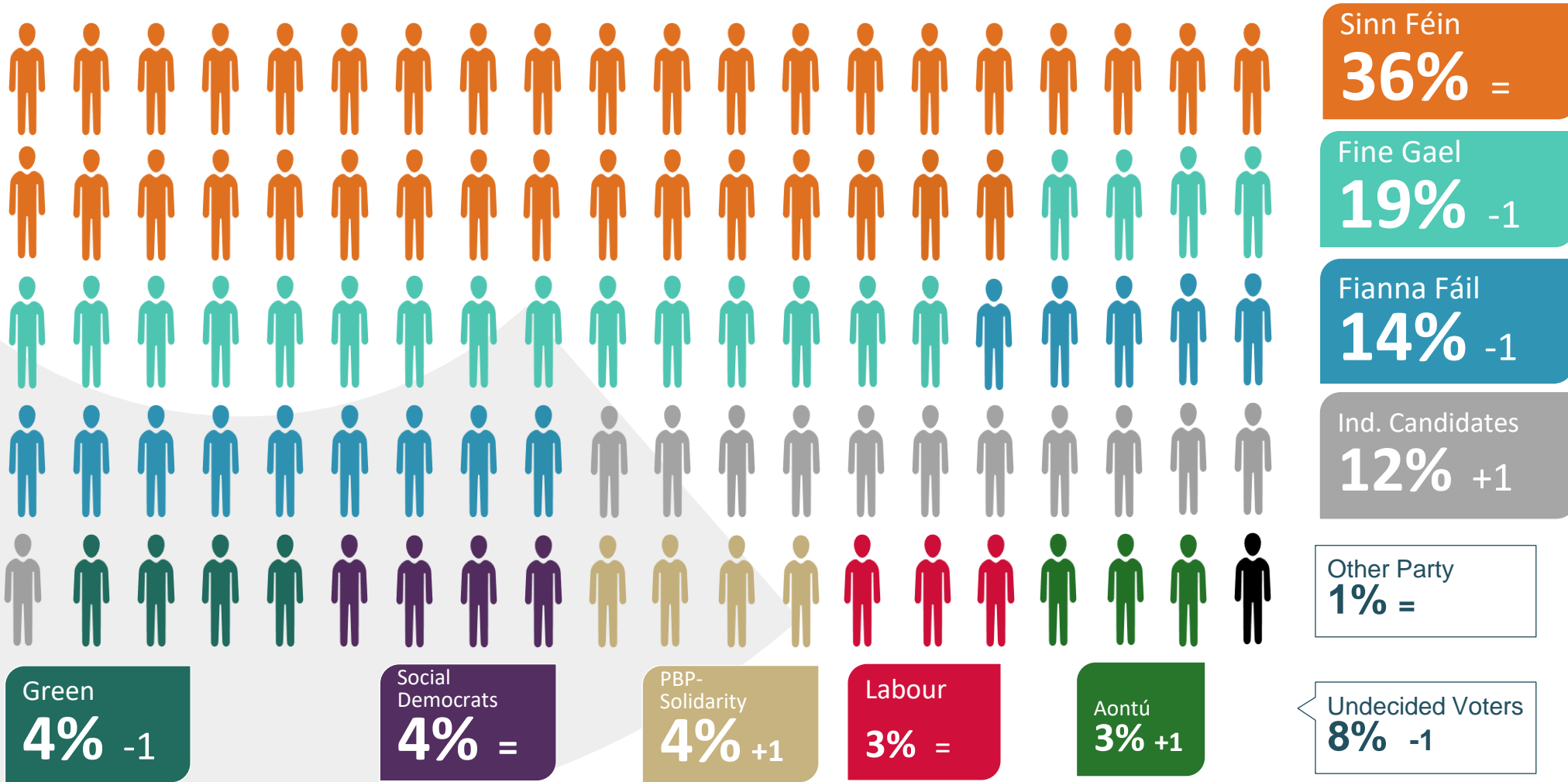


01

Vote Intention @ General Election

First preference vote intention – 26th June 2022

With change vs. last poll – May 2022

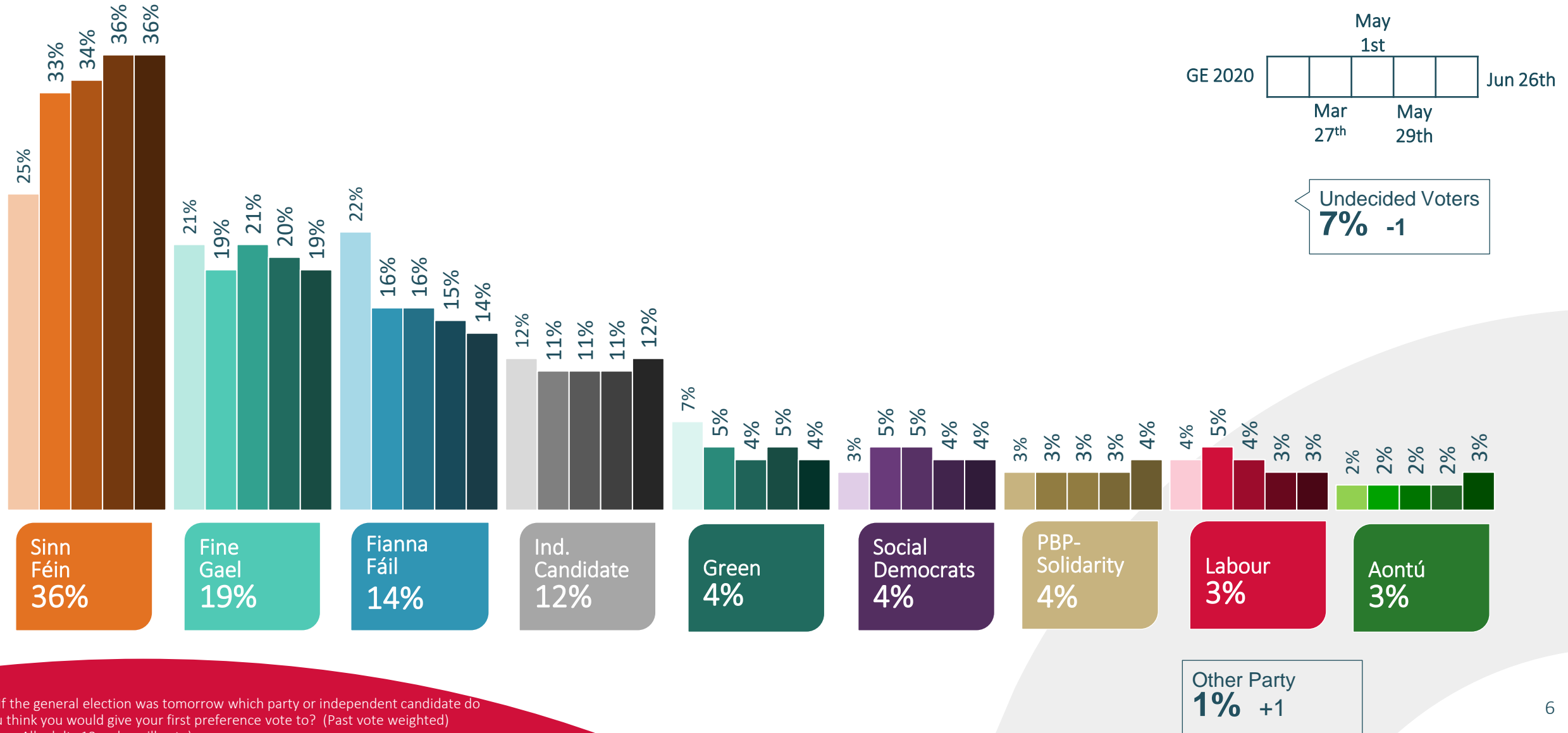


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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)

Core vote intention to Turnout weighted data process

26 th June 2022	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	30%	32%	36%	36%
Fine Gael	14%	16%	19%	19%
Fianna Fáil	11%	12%	13%	14%
An Independent Candidate	9%	11%	12%	12%
Green Party	4%	4%	5%	4%
Social Democrats	3%	3%	4%	4%
Labour Party	3%	3%	3%	3%
People Before Profit-Solidarity	3%	4%	4%	4%
Aontú	2%	2%	3%	3%
Other Party	1%	1%	1%	1%
Would not vote	5%	5%		
Undecided	15%	7%		

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

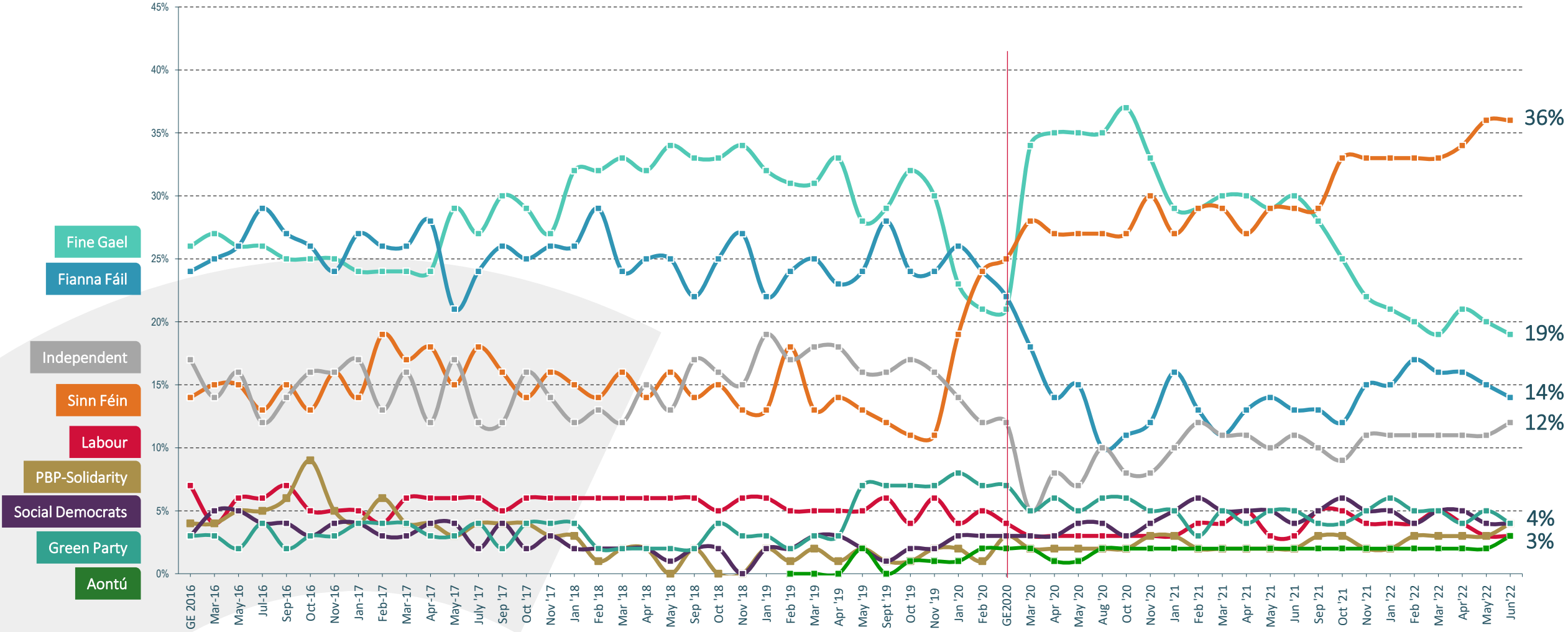
26 th June 2022	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	36%	37%	35%	36%	47%	24%	29%	44%	30%	40%	36%	42%
Fine Gael	19%	20%	19%	15%	15%	27%	25%	14%	22%	21%	17%	17%
Fianna Fáil	14%	13%	15%	15%	10%	17%	14%	12%	11%	16%	17%	11%
Independent	12%	10%	14%	9%	13%	13%	12%	13%	10%	9%	14%	18%
Green Party	4%	5%	4%	7%	3%	4%	7%	2%	7%	3%	5%	2%
Social Democrats	4%	3%	4%	7%	3%	2%	5%	3%	7%	2%	2%	2%
People Before Profit - Solidarity	4%	4%	4%	7%	3%	2%	4%	4%	6%	4%	2%	1%
Labour Party	3%	4%	3%	1%	3%	5%	2%	4%	5%	3%	3%	-
Aontú	3%	3%	2%	2%	1%	5%	2%	3%	3%	2%	2%	6%

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

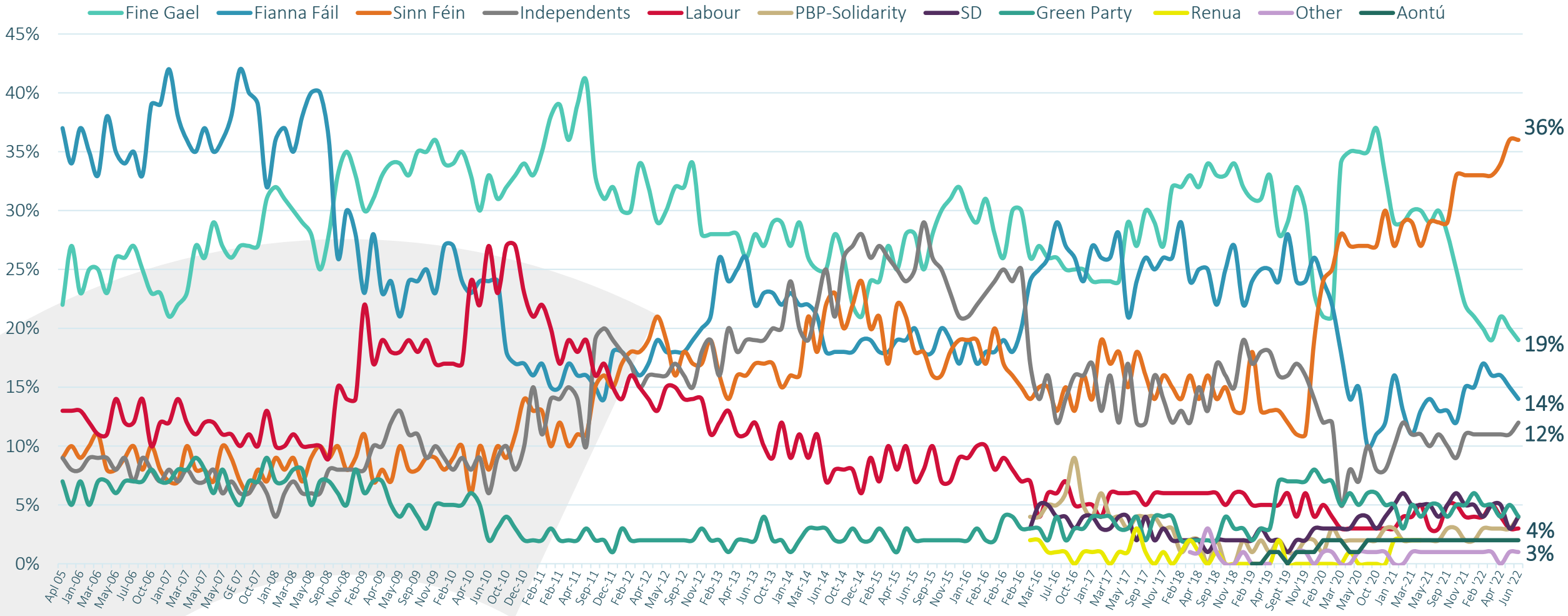


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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 around the Northern Ireland protocol



69%

The EU should impose trade sanctions on Britain if the British government overrides the protocol



38%

The EU should reopen negotiations with the UK



73%

The row over the protocol shouldn't prevent the formation of a new power-sharing government



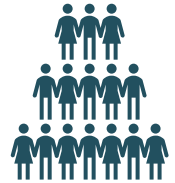
32%

The EU is being too rigid and should make concessions on checks of goods coming into Northern Ireland from Britain



74%

The British government is being dishonest in its approach to the Northern Ireland protocol



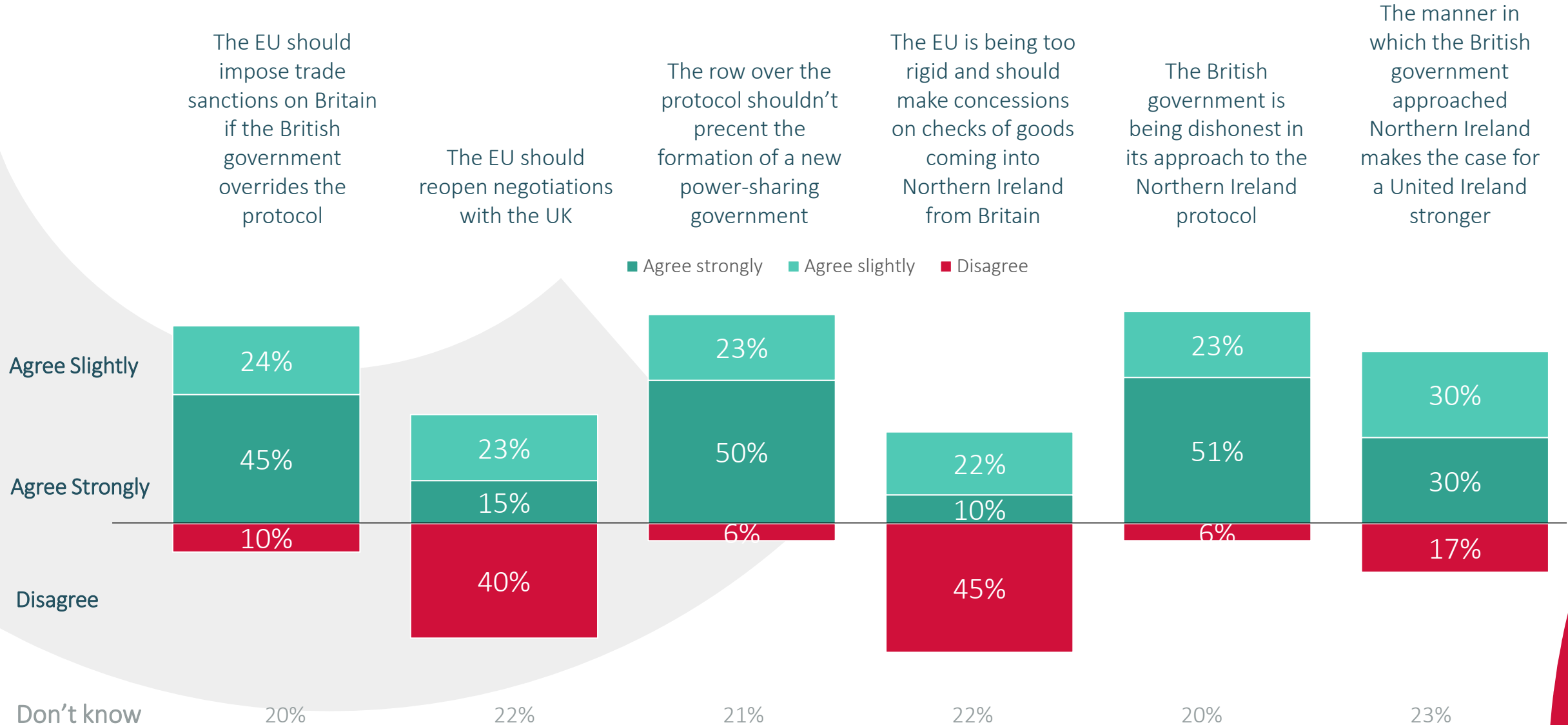
60%

The manner in which the British government approached Northern Ireland makes the case for a United Ireland stronger

(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the Northern Ireland protocol

Attitudes around the Northern Ireland protocol

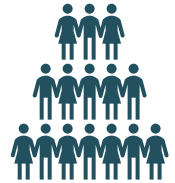


(Base: All adults 18+)

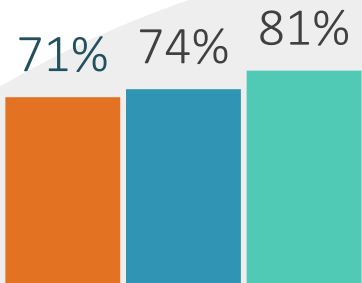
Please select the extent to which you agree or disagree with the following statements that others have made about the Northern Ireland protocol

Fine Gael voters most likely to support sanctions

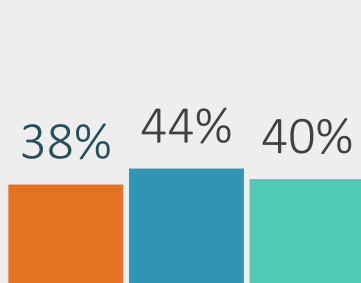
They are also more likely to feel the British Govt is being dishonest. Sinn Fein voters More likely to feel the issues over the protocol makes the case for United Ireland stronger
% agree



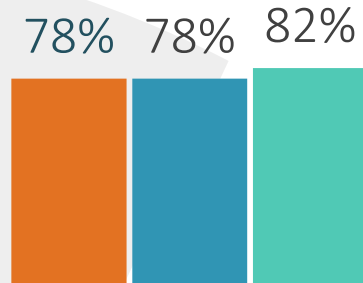
■ Sinn Fein ■ Fianna Fail ■ Fine Gael



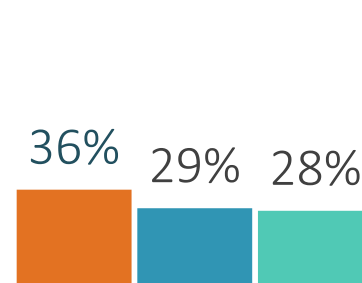
The EU should impose trade sanctions on Britain if the British government overrides the protocol



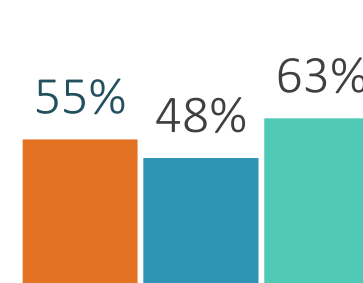
The EU should reopen negotiations with the UK



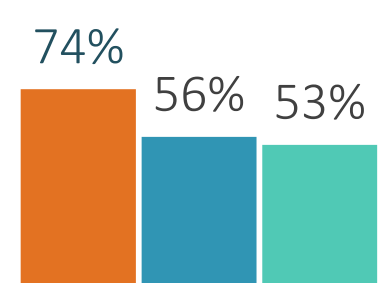
The row over the protocol shouldn't prevent the formation of a new power-sharing government



The EU is being too rigid and should make concessions on checks of goods coming into Northern Ireland from Britain



The British government is being dishonest in its approach to the Northern Ireland protocol



The manner in which the British government approached Northern Ireland makes the case for a United Ireland stronger

(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the Northern Ireland protocol

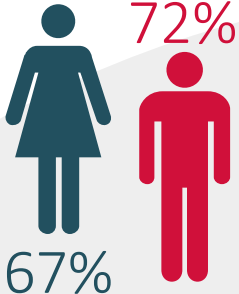
Older & more upmarket voters most in favour of sanctions



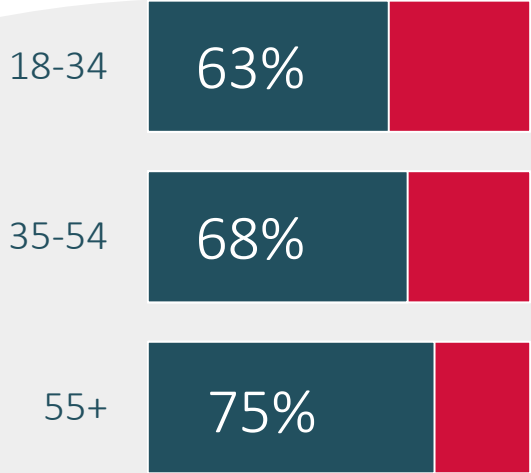
% believe the EU should impose trade sanctions on Britain if they override the Northern Ireland protocol

69%

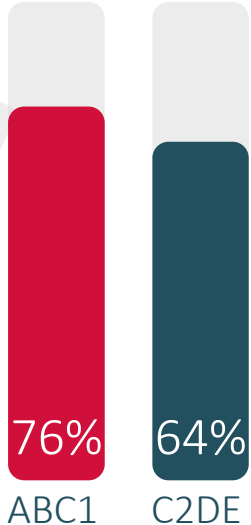
Gender



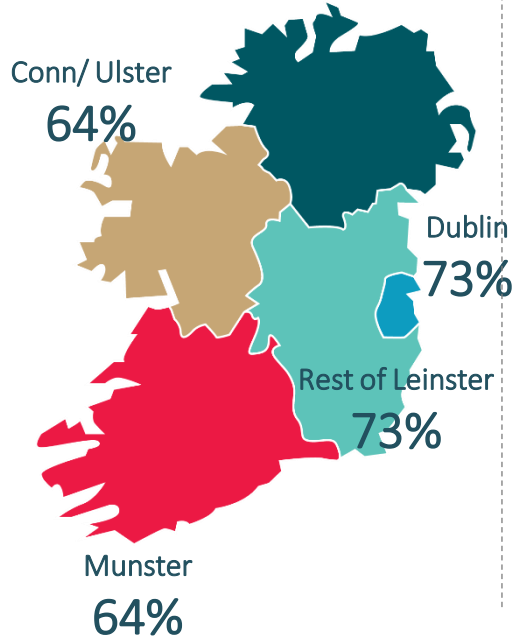
Age



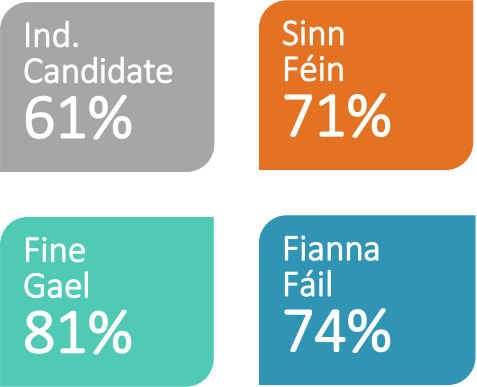
Social Class



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 Northern Ireland protocol

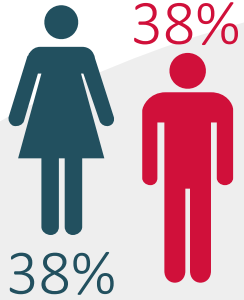
The EU should impose trade sanctions on Britain if the British government implements its legislation to override the Northern Ireland protocol

Low levels of support for re-opening negotiations

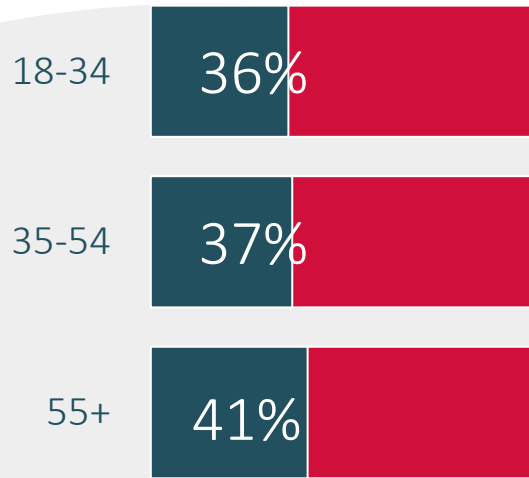
% think the EU should reopen negotiations on the Northern Ireland protocol

38%

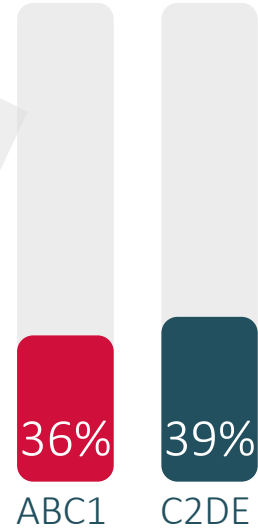
Gender



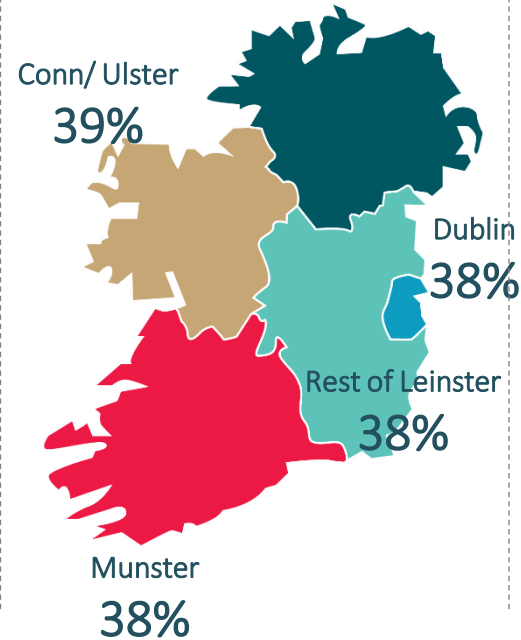
Age



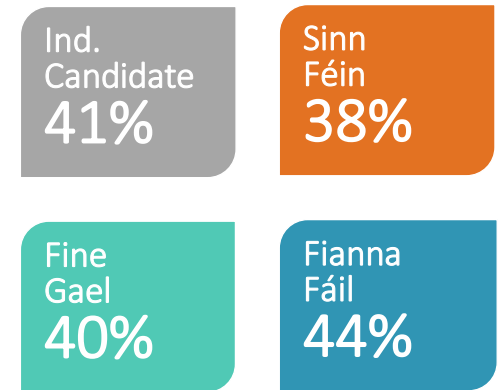
Social Class



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 Northern Ireland protocol

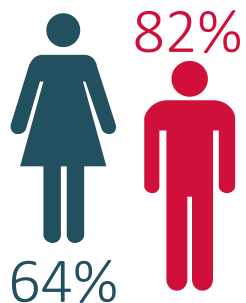
The EU should reopen negotiations on the Northern Ireland protocol, as sought by the British government

Younger less likely to feel power sharing should proceed

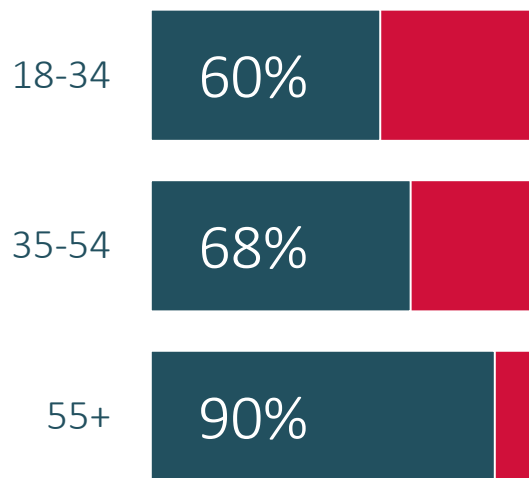
% say the row over the protocol shouldn't prevent the formation of a new power-sharing government

73%

Gender



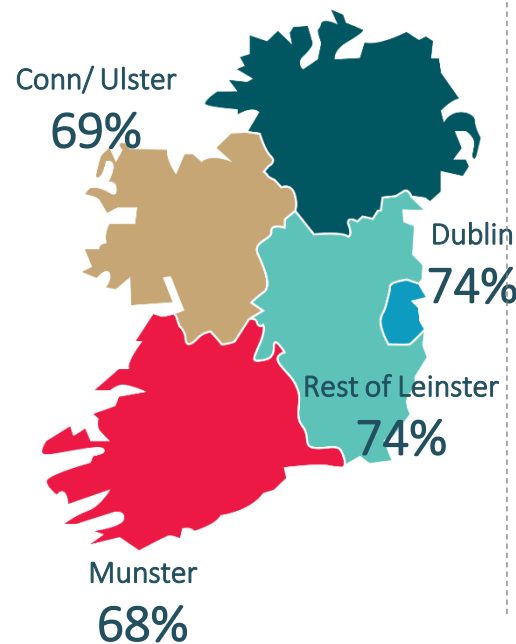
Age



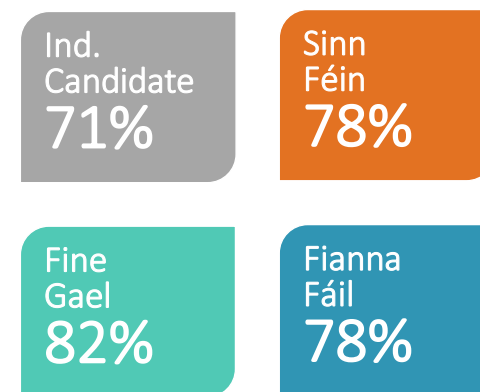
Social Class



Region



Party Support



(Base: All adults 18+)

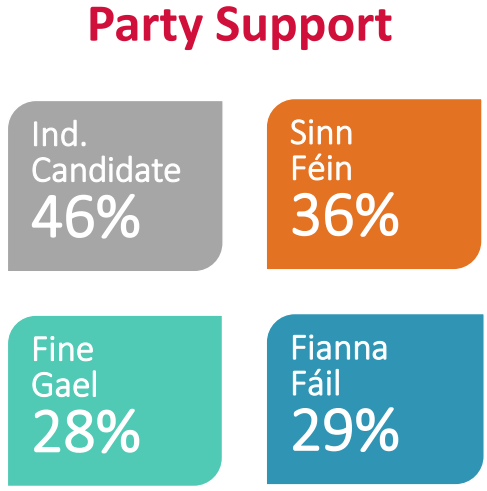
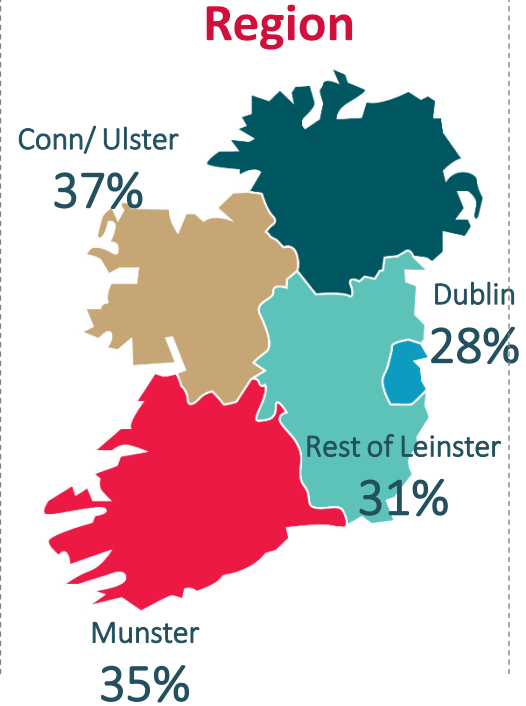
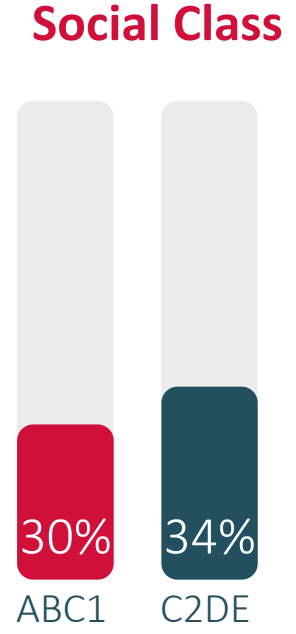
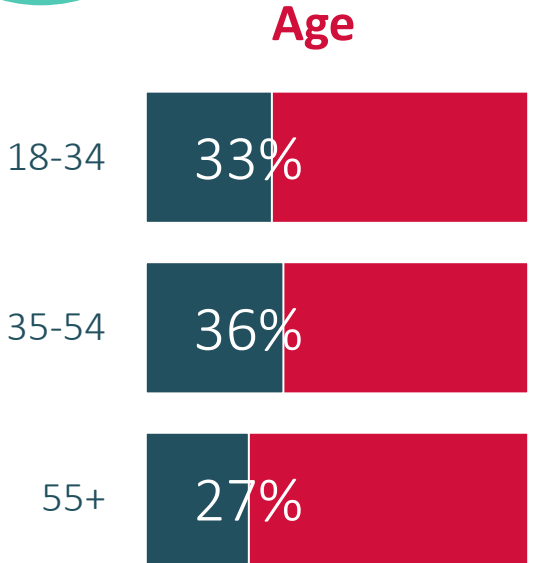
Q5. Please select the extent to which you agree or disagree with the following statements that others have made about the Northern Ireland protocol

The row over the Northern Ireland protocol should not prevent the formation of a new power-sharing government in Northern Ireland

Woman, younger & Ind. voters more likely to feel EU too rigid **REDC**

% agree the EU is being too rigid and should make concessions on the checks of goods coming in from Britain

32%



81
(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 Northern Ireland protocol
The EU is being too rigid and should make concessions on the checks of goods coming into Northern Ireland from Britain to resolve the row over the Northern Ireland protocol

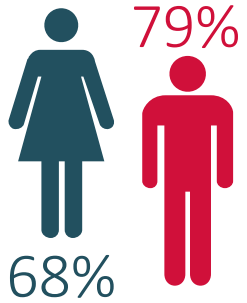


Older voters more likely to feel British Gov. being dishonest

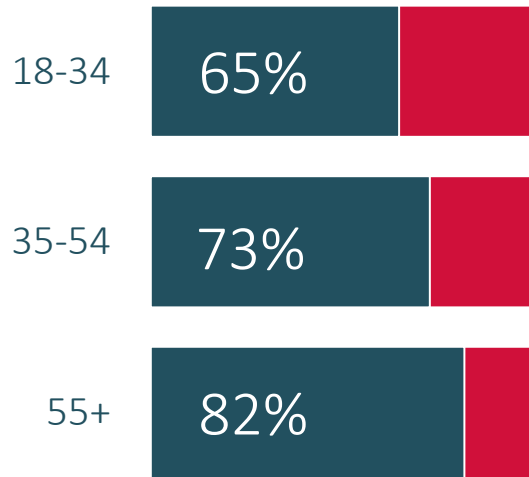
% believe the British government is being dishonest in its approach to the Northern Ireland protocol

74%

Gender



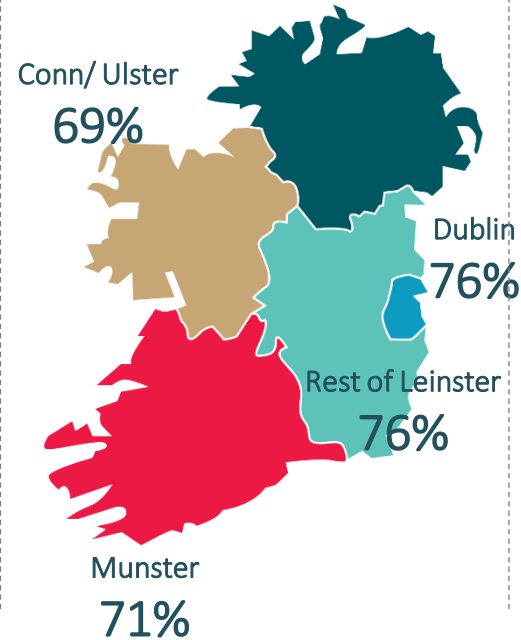
Age



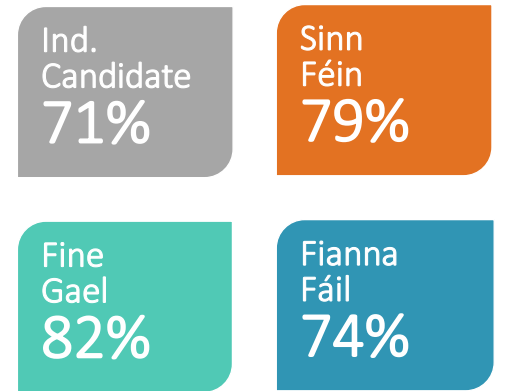
Social Class



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 Northern Ireland protocol

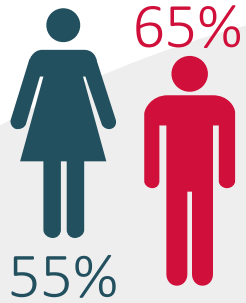
The British government is being dishonest in its approach to the Northern Ireland protocol and can no longer be trusted

Men & those closer to border feels this make UI more likely

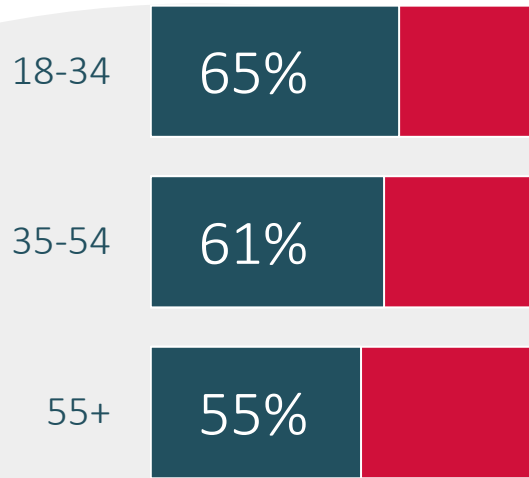
% believe the manner in which the British government approaches Northern Ireland makes a United Ireland more likely

60%

Gender



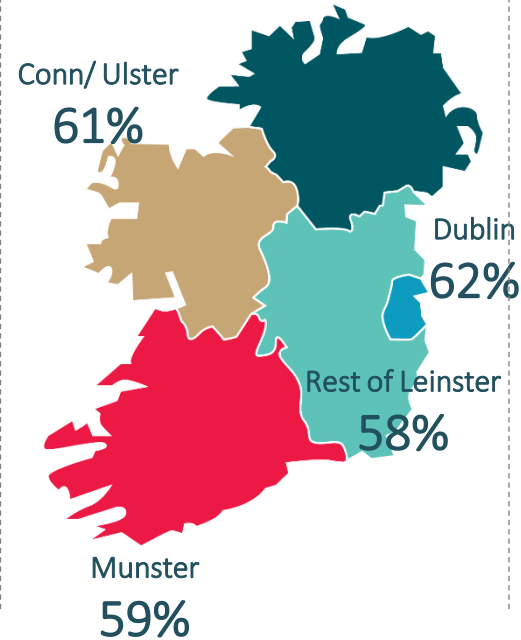
Age



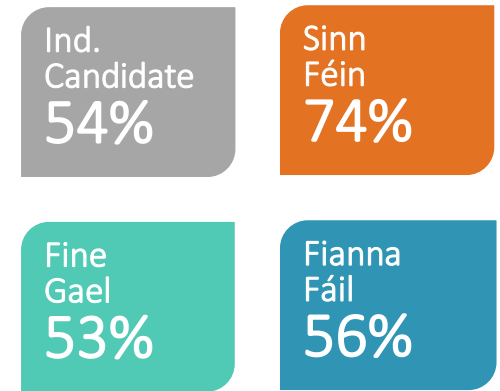
Social Class



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 Northern Ireland protocol

The manner in which the British government approaches Northern Ireland issues makes the case for a united Ireland stronger



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



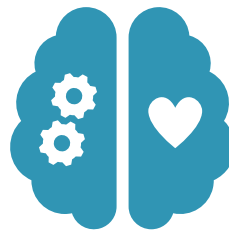
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

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

