

REDC

**Business
Post**

Opinion Poll Report September 2022

JN. 568622



Methodology and Weighting

- RED C interviewed a random sample of **1004** adults aged 18+ online between Thursday 1st and Tuesday 6th September 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

Panellists 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.

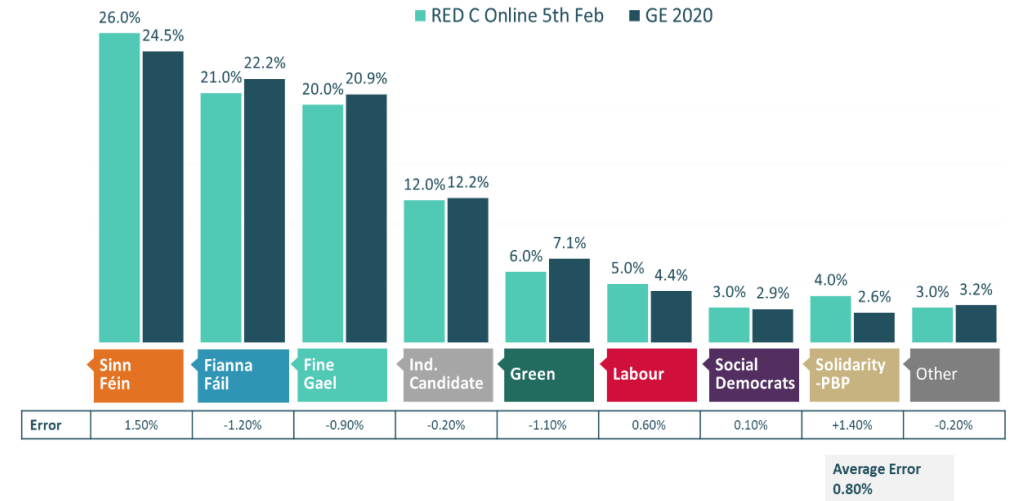
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

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)

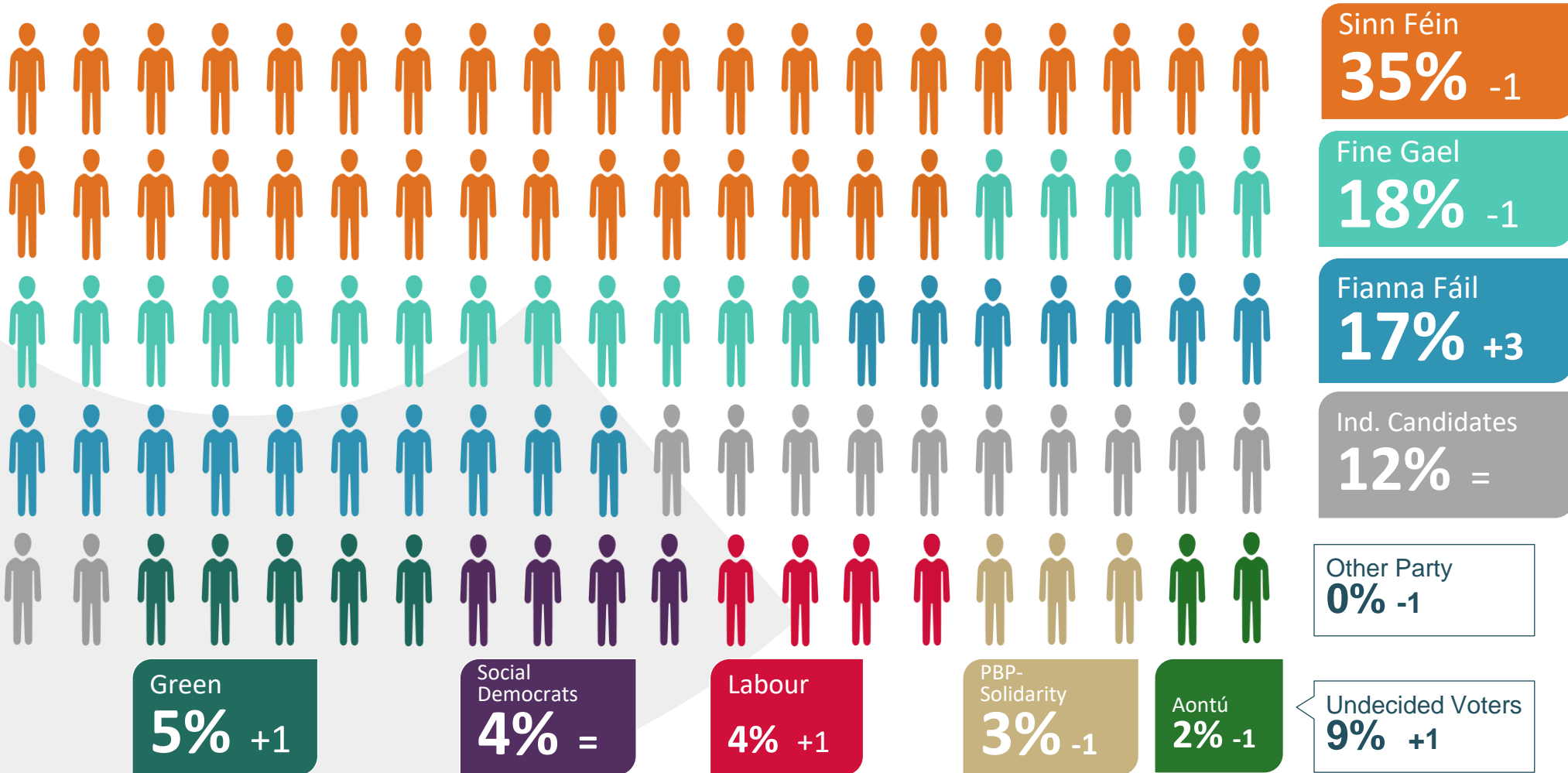


01

Vote Intention @ General Election

First preference vote intention – 11th September 2022

With change vs. last poll – June 2022

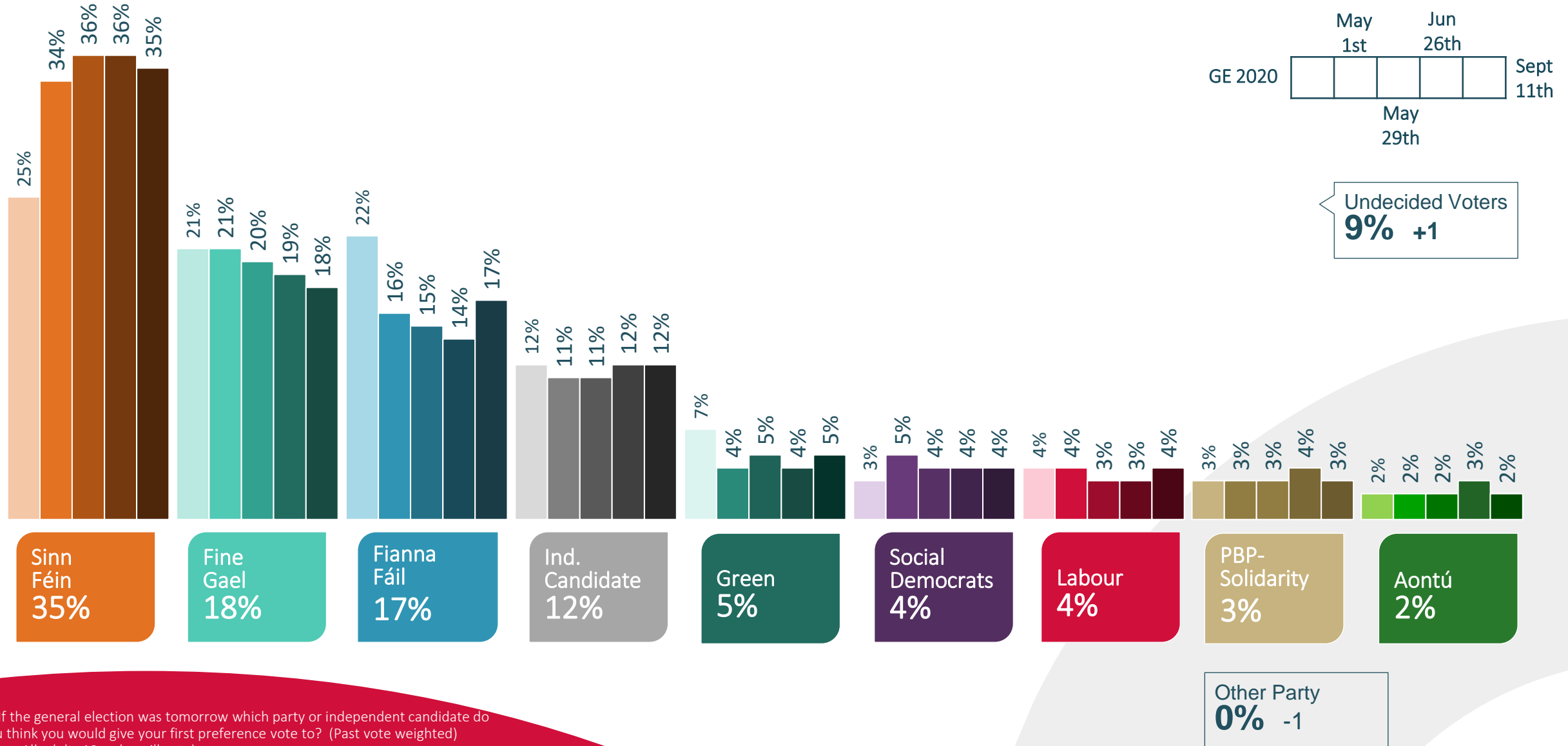


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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

11 th September 2022	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	30%	31%	36%	35%
Fine Gael	14%	15%	17%	18%
Fianna Fáil	12%	14%	16%	17%
An Independent Candidate	9%	11%	12%	12%
Green Party	4%	4%	5%	5%
Social Democrats	3%	3%	4%	4%
Labour Party	3%	3%	4%	4%
People Before Profit-Solidarity	3%	3%	3%	3%
Aontú	2%	2%	2%	2%
Other Party	0%	1%	1%	0%
Would not vote	4%	4%		
Undecided	16%	9%		

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

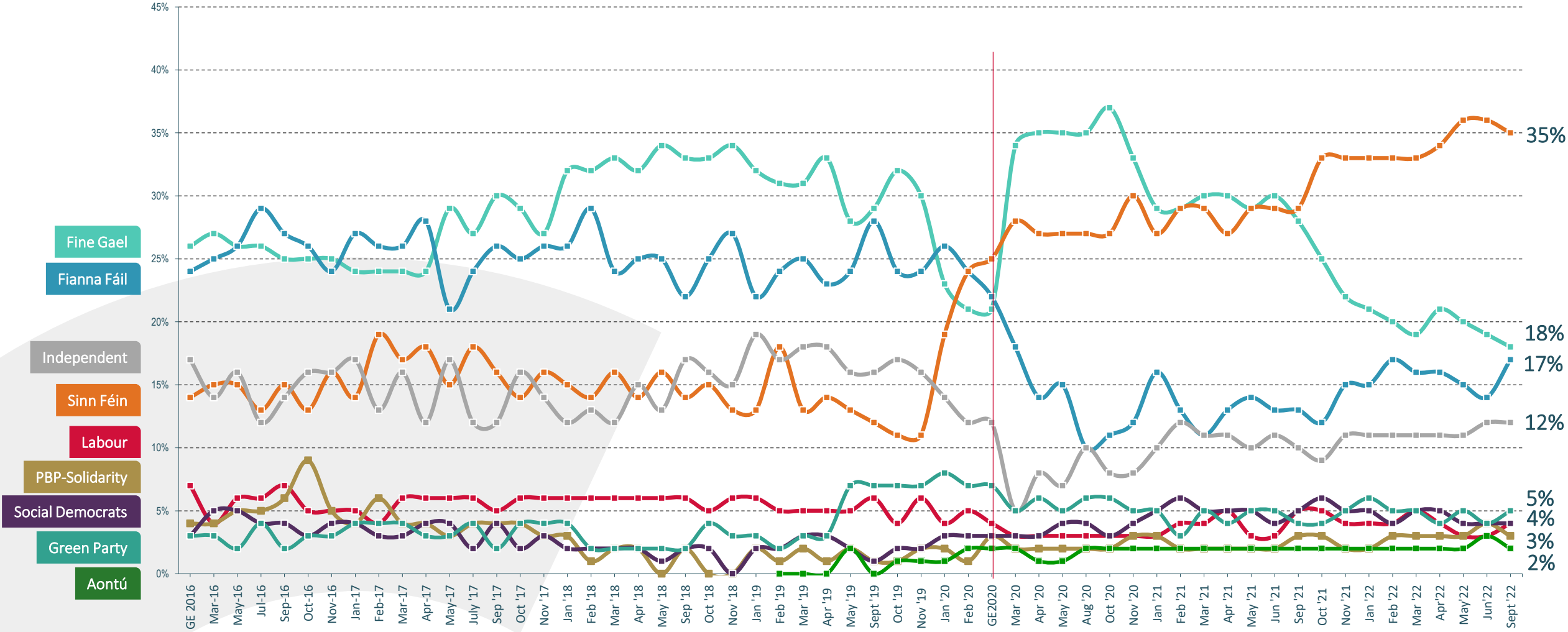
11 th September 2022	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	35%	34%	38%	35%	42%	27%	29%	42%	31%	34%	35%	42%
Fine Gael	18%	18%	17%	14%	15%	23%	21%	13%	18%	18%	14%	25%
Fianna Fáil	17%	18%	16%	16%	13%	22%	19%	14%	16%	21%	20%	7%
Independent	12%	11%	13%	7%	15%	13%	9%	16%	9%	12%	15%	12%
Green Party	5%	5%	4%	8%	5%	3%	8%	2%	10%	1%	5%	3%
Social Democrats	4%	5%	3%	7%	4%	2%	6%	2%	6%	3%	4%	3%
Labour Party	4%	4%	4%	6%	2%	5%	4%	4%	4%	6%	4%	1%
People Before Profit - Solidarity	3%	3%	3%	5%	3%	2%	2%	4%	5%	2%	3%	2%
Aontú	2%	2%	2%	2%	1%	3%	2%	3%	1%	3%	0	5%

Not Showing Other Party: 0%

(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

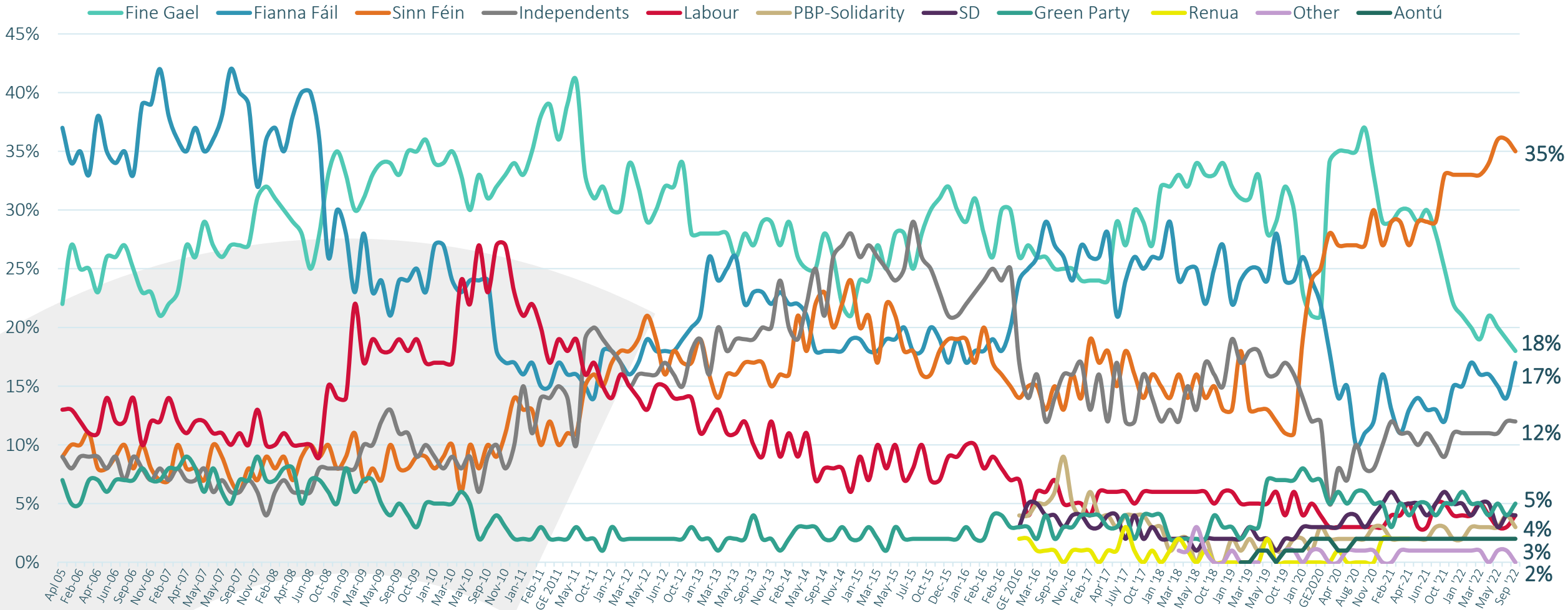


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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 upcoming budget - % Agree

Struggling



70%

I am struggling to make ends meet due to the rising cost of living

Cost of living actions



88%

All households should receive another electricity credit to reduce the cost of energy this winter



79%

The government should introduce a windfall tax on energy company profits



73%

Reducing childcare costs should be a key measure in the budget

Public services. vs Tax Cuts



59%

The government should use any additional resources on better funding public services rather than cutting taxes



55%

The budget should prioritise tax cuts ahead of social welfare increases

Govt. Action



26%

I think the government is doing all it can to address the cost of living crisis

(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the upcoming budget and the rising cost of living in Ireland

Attitudes around the upcoming budget

All households should receive another electricity credit to reduce the cost of energy this winter

The government should introduce a windfall tax on energy company profits

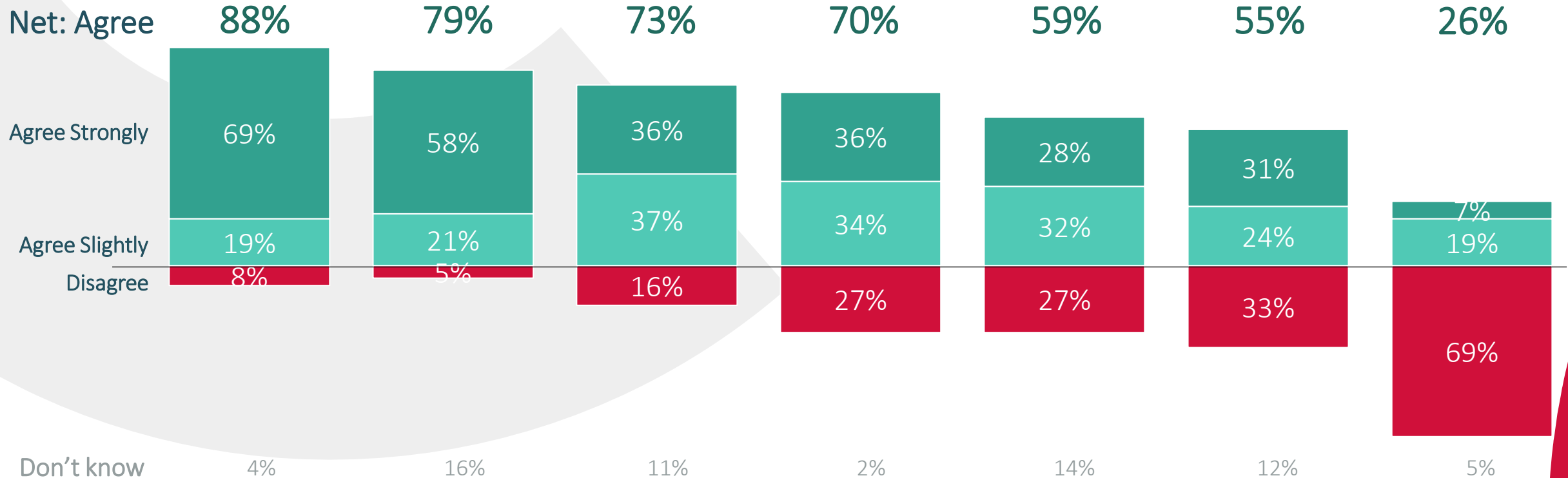
Reducing childcare costs should be a key measure in the budget

I am struggling to make ends meet due to the rising cost of living

The government should use any additional resources on better funding public services rather than cutting taxes

The budget should prioritise tax cuts ahead of social welfare increases

I think the government is doing all it can to address the cost of living crisis



(Base: All adults 18+)

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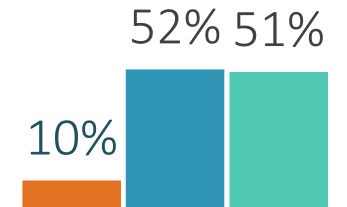
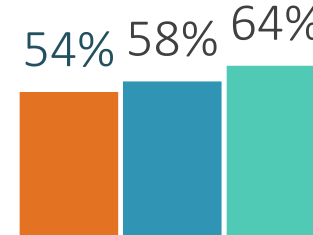
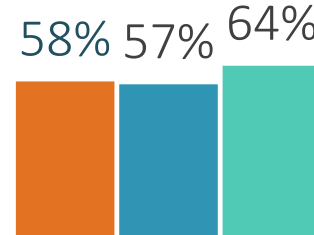
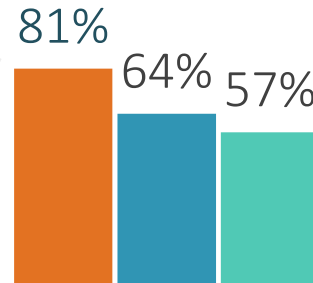
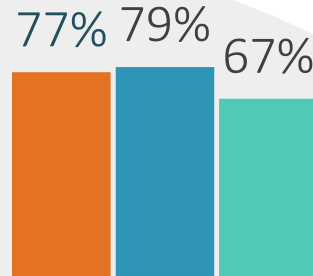
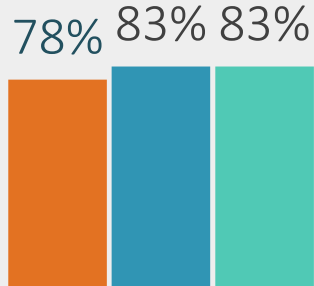
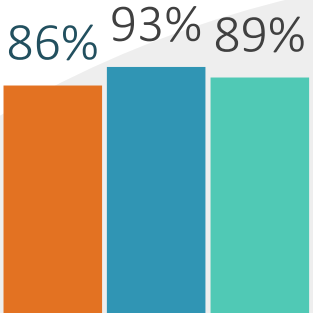
Sinn Féin voters most likely to say they are struggling

Fine Gael supporters are most likely to favour tax cuts followed by Fianna Fáil. Roughly half of FF/FG voters think the government is doing all it can.

% agree



■ Sinn Fein ■ Fianna Fail ■ Fine Gael



All households should receive another electricity credit to reduce the cost of energy this winter

The government should introduce a windfall tax on energy company profits

Reducing childcare costs should be a key measure in the budget

I am struggling to make ends meet due to the rising cost of living

The government should use any additional resources on better funding public services rather than cutting taxes

The budget should prioritise tax cuts ahead of social welfare increases

I think the government is doing all it can to address the cost of living crisis

(Base: All adults 18+)

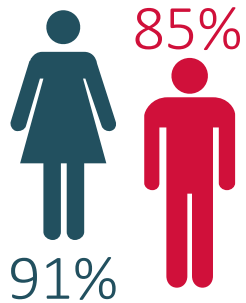
Please select the extent to which you agree or disagree with the following statements that others have made about the upcoming budget and the rising cost of living in Ireland

FF voters most in favour of additional electricity credit

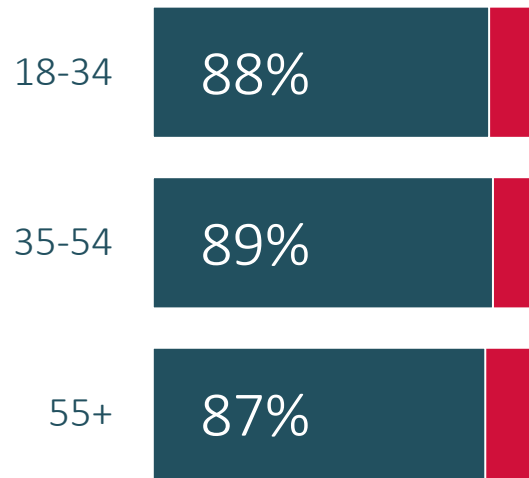
% say all households should receive another electricity credit to reduce the cost of energy this winter

88%

Gender



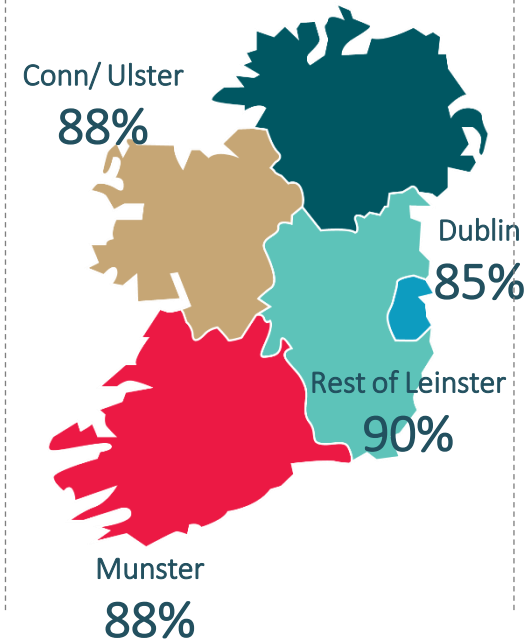
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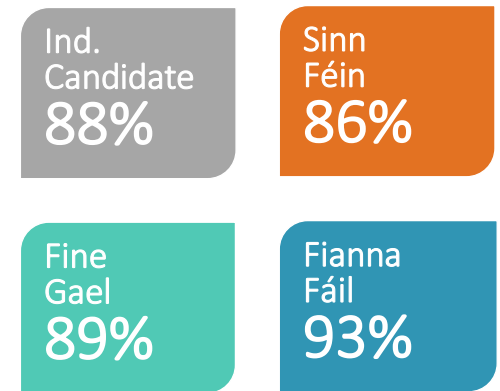
Social Class



Region



Party Support



(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the upcoming budget and the rising cost of living in Ireland

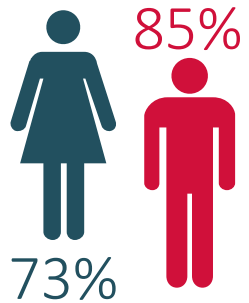
All households should receive another electricity credit to reduce the cost of energy this winter

Over 55s most in favour of windfall tax on energy companies

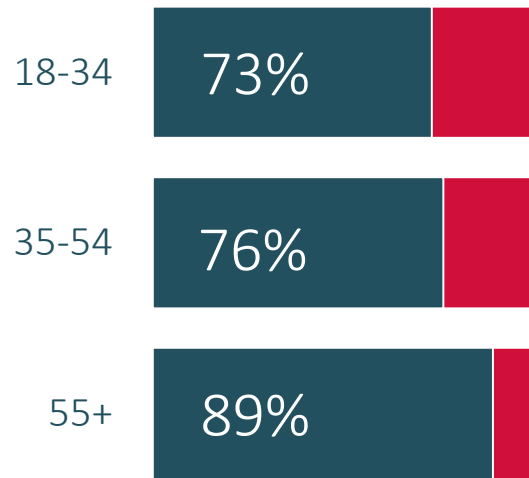
% believe the government should introduce a windfall tax on energy company profits

79%

Gender



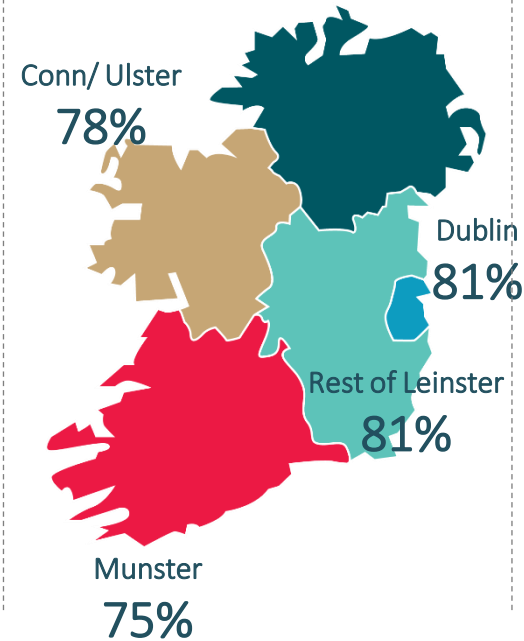
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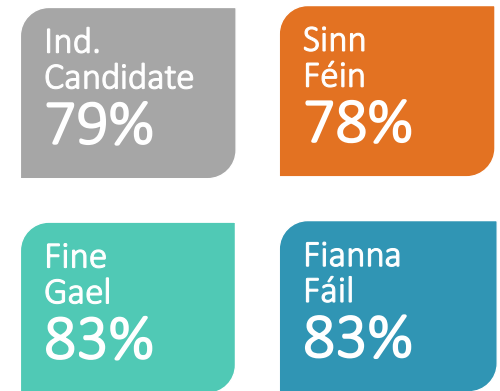
Social Class



Region



Party Support



(Base: All adults 18+)

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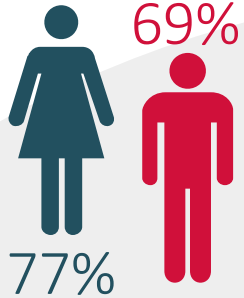
The government should introduce a windfall tax on energy company profits

FG supporters the least in favour of reducing childcare costs

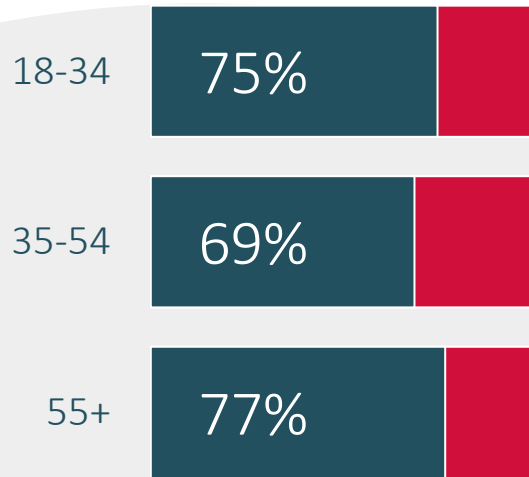
% believe reducing childcare costs should be a key measure in the budget

73%

Gender



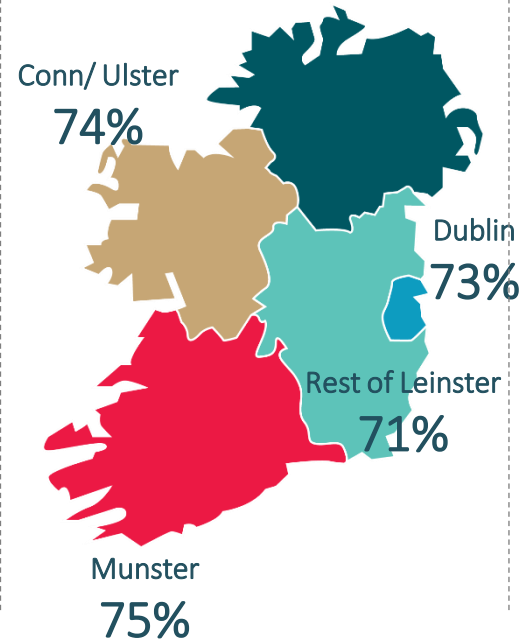
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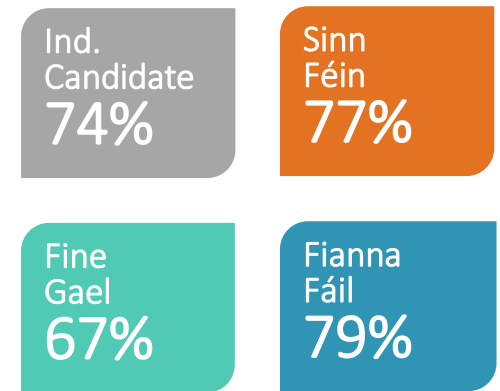
Social Class



Region



Party Support



(Base: All adults 18+)

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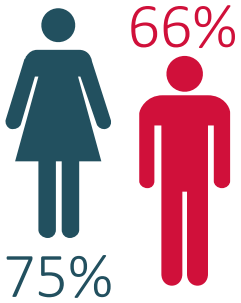
Reducing childcare costs should be a key measure in the budget

C2DEs, under 54s and those in Conn/Ulster struggling most

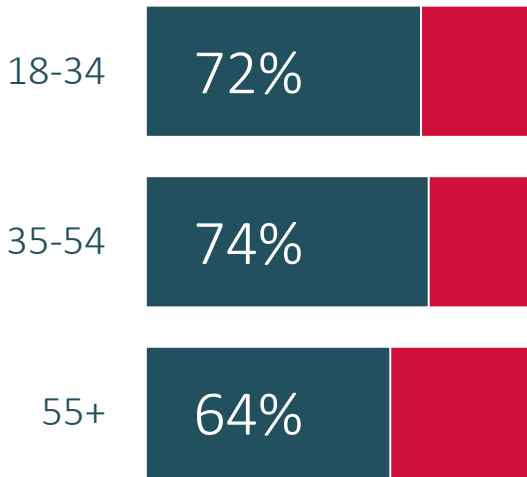
% say they are struggling to make ends meet due to the rising cost of living

70%

Gender



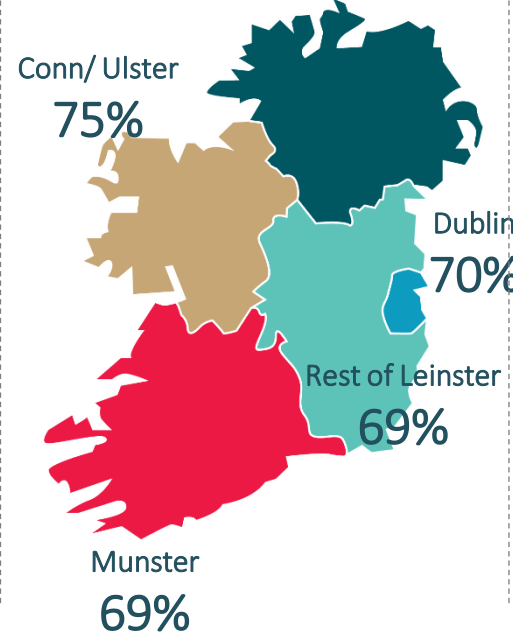
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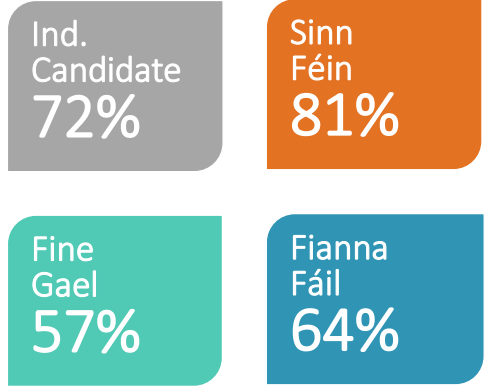
Social Class



Region



Party Support



(Base: All adults 18+)

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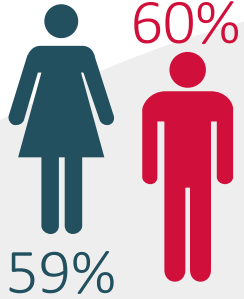
I am struggling to make ends meet due to the rising cost of living

Focusing on public services most supports by older cohorts

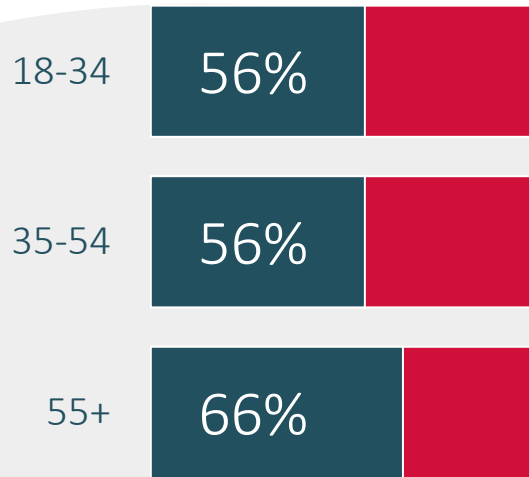
% believe the government should use any additional resources on better funding public services rather than cutting taxes

59%

Gender



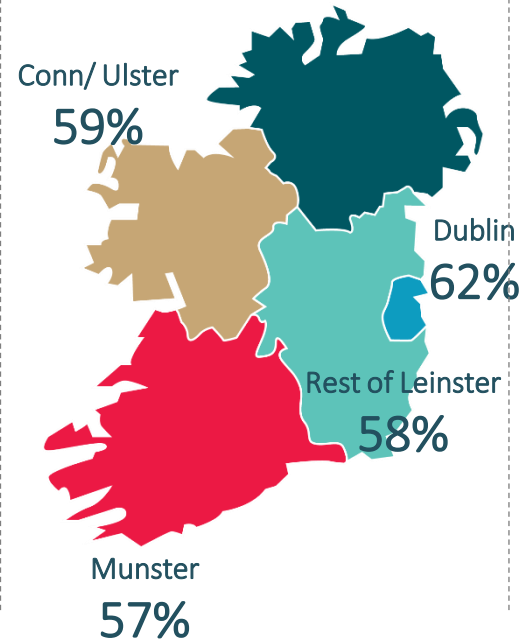
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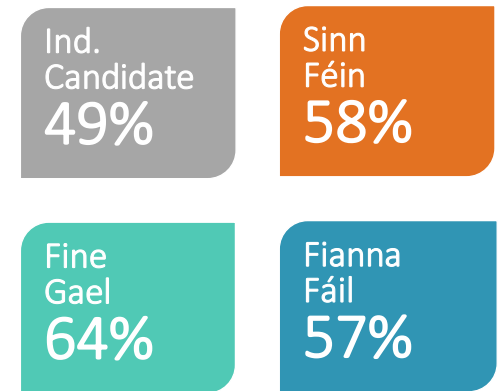
Social Class



Region



Party Support



(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the upcoming budget and the rising cost of living in Ireland

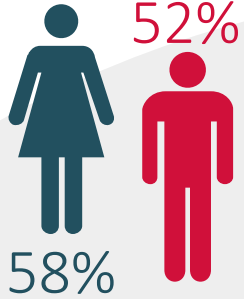
The government should use any additional resources on better funding public services, rather than cutting taxes

Older cohorts less in favour of prioritising tax cuts

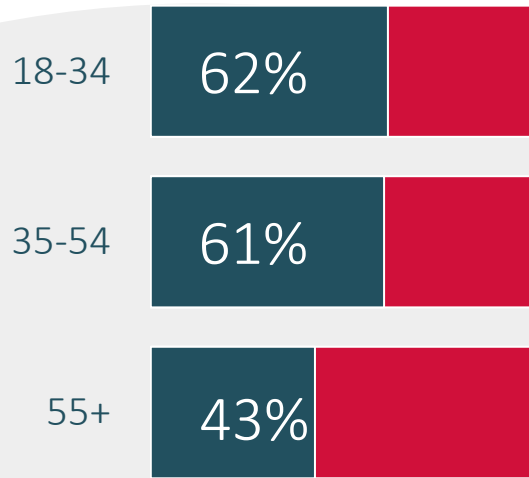
% think the budget should prioritise tax cuts ahead of social welfare increases

55%

Gender



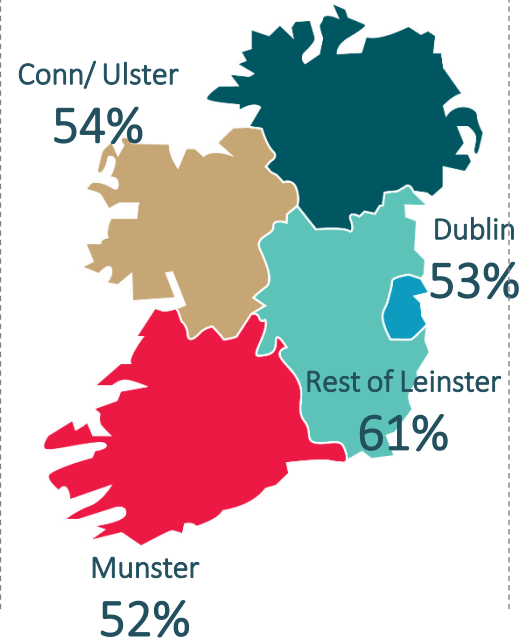
Age



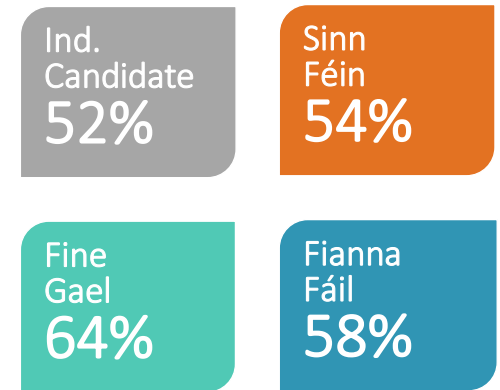
Social Class



Region



Party Support



(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the upcoming budget and the rising cost of living in Ireland

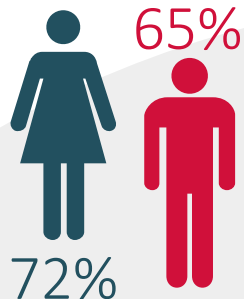
The budget should prioritise tax cuts ahead of social welfare increases

Women & U54s most disagree government is going all it can

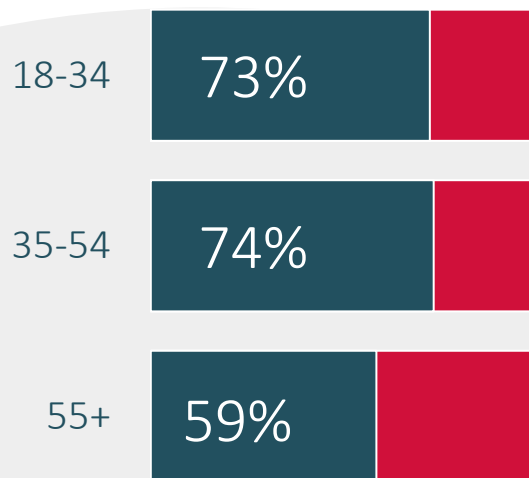
% do **not** believe the government is doing all it can to address the cost of living crisis

69%

Gender



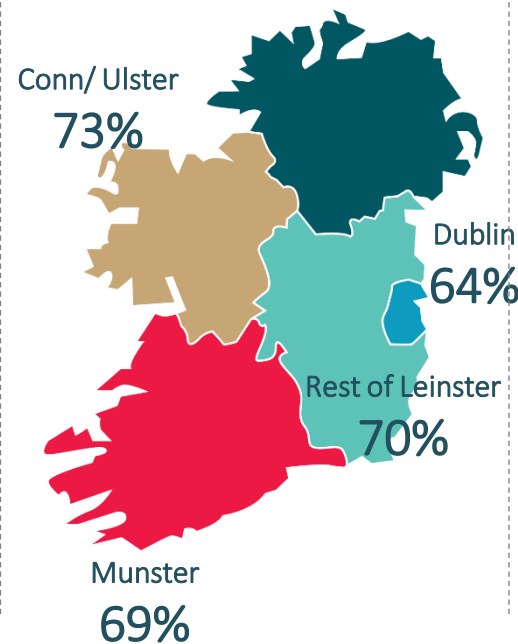
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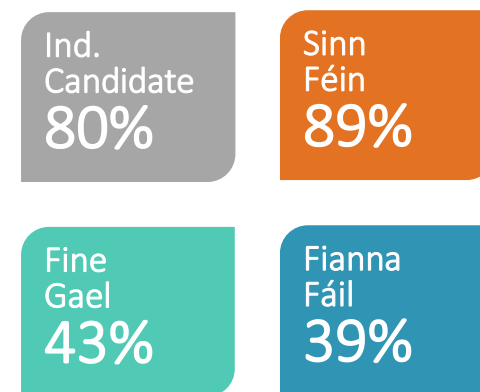
Social Class



Region



Party Support



(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the upcoming budget and the rising cost of living in Ireland

I think the government is doing all it can to address the cost of living crisis



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



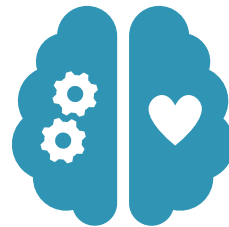
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

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

