

REDC

**Business
Post**

Opinion Poll Report November 2022

JN. 568522



Methodology and Weighting

- RED C interviewed a random sample of **1004** adults aged 18+ online between Friday 18th and Wednesday 23rd November 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.

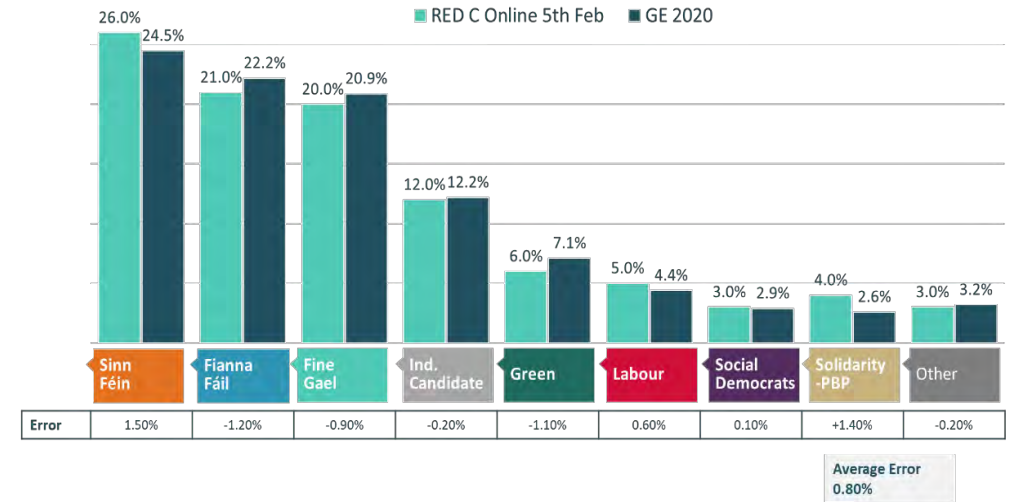
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

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)



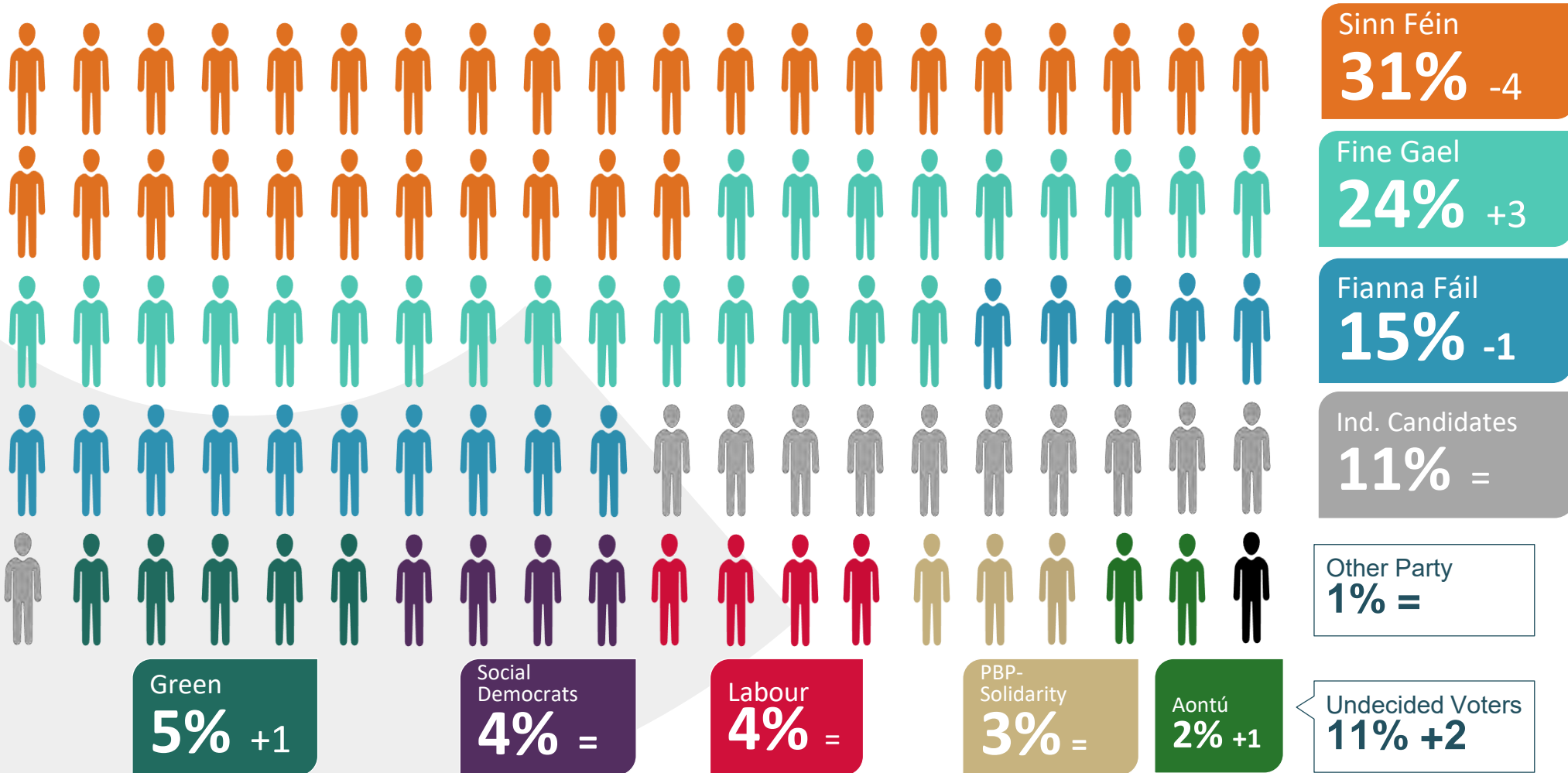


01

Vote Intention @ General Election

First preference vote intention – 27th November 2022

With change vs. last poll – October 2022

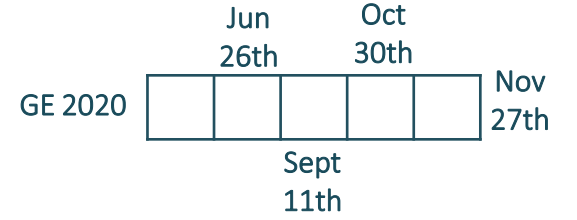
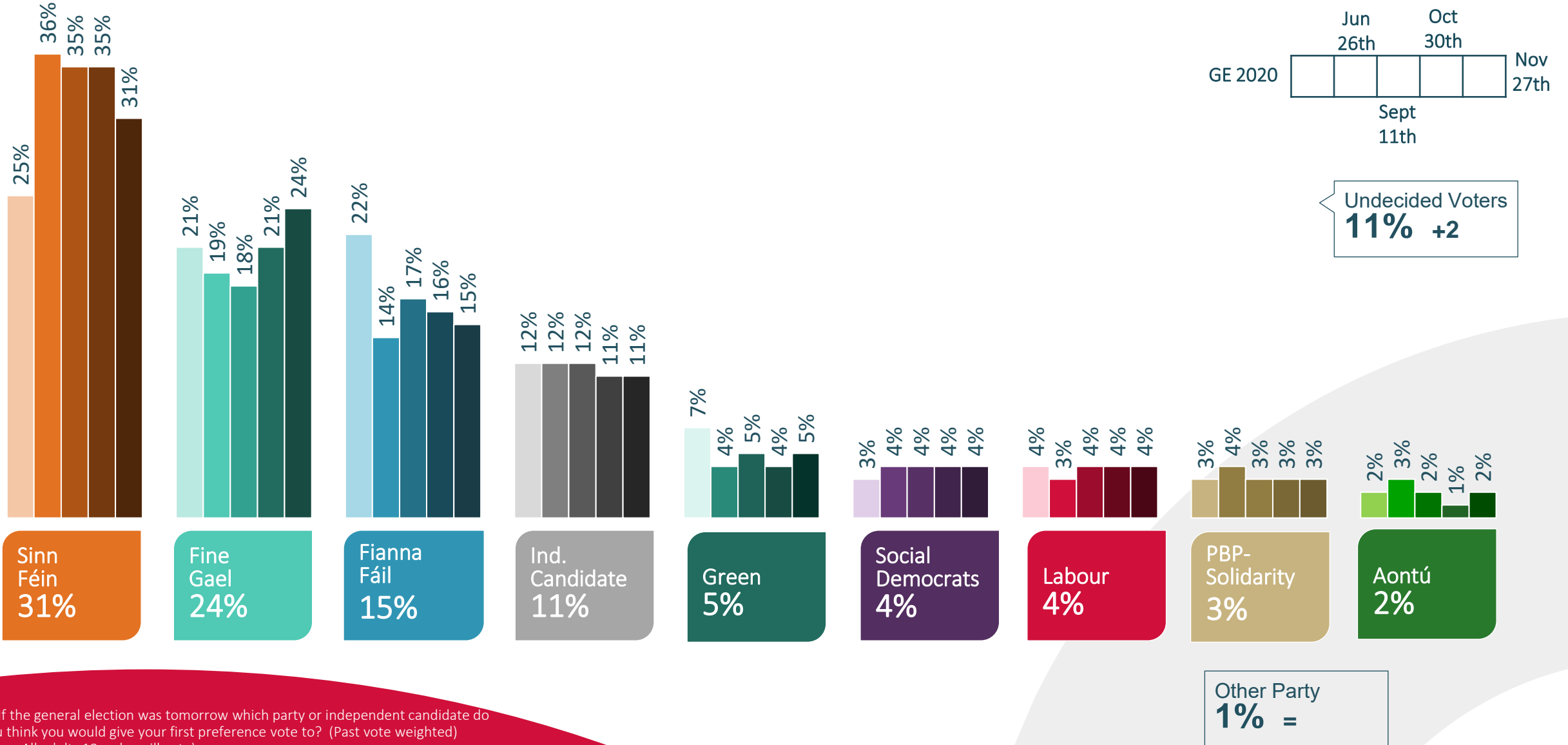


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention

Shown over time and vs. last General Election Results



Undecided Voters
11% +2

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)

Core vote intention to Turnout weighted data process

27 th November 2022	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	25%	26%	31%	31%
Fine Gael	17%	19%	23%	24%
Fianna Fáil	12%	13%	15%	15%
An Independent Candidate	8%	10%	11%	11%
Green Party	4%	5%	6%	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%	0%	1%	1%
Would not vote	5%	5%		
Undecided/Refused	18%	11%		

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

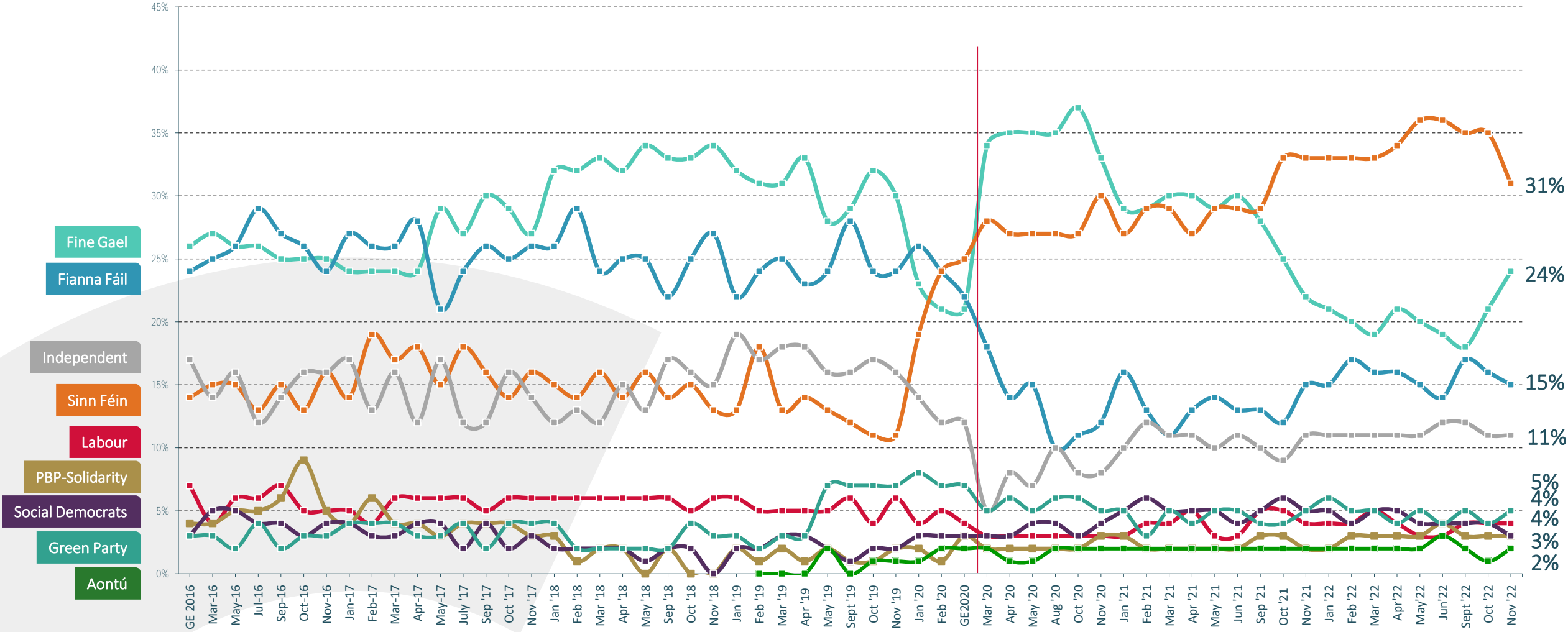
27 th November 2022	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	31%	31%	31%	37%	35%	23%	25%	40%	32%	27%	30%	38%
Fine Gael	24%	20%	28%	16%	22%	30%	29%	16%	25%	30%	21%	16%
Fianna Fáil	15%	20%	11%	12%	11%	22%	16%	14%	12%	19%	17%	11%
Independent	11%	10%	13%	10%	15%	9%	9%	13%	8%	9%	14%	17%
Green Party	5%	5%	4%	9%	2%	4%	8%	2%	6%	4%	5%	3%
Social Democrats	4%	4%	4%	4%	6%	2%	5%	3%	5%	3%	4%	2%
Labour Party	4%	5%	3%	4%	4%	5%	4%	5%	4%	5%	6%	1%
People Before Profit - Solidarity	3%	3%	3%	5%	3%	2%	2%	4%	6%	1%	3%	1%
Aontú	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	7%

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

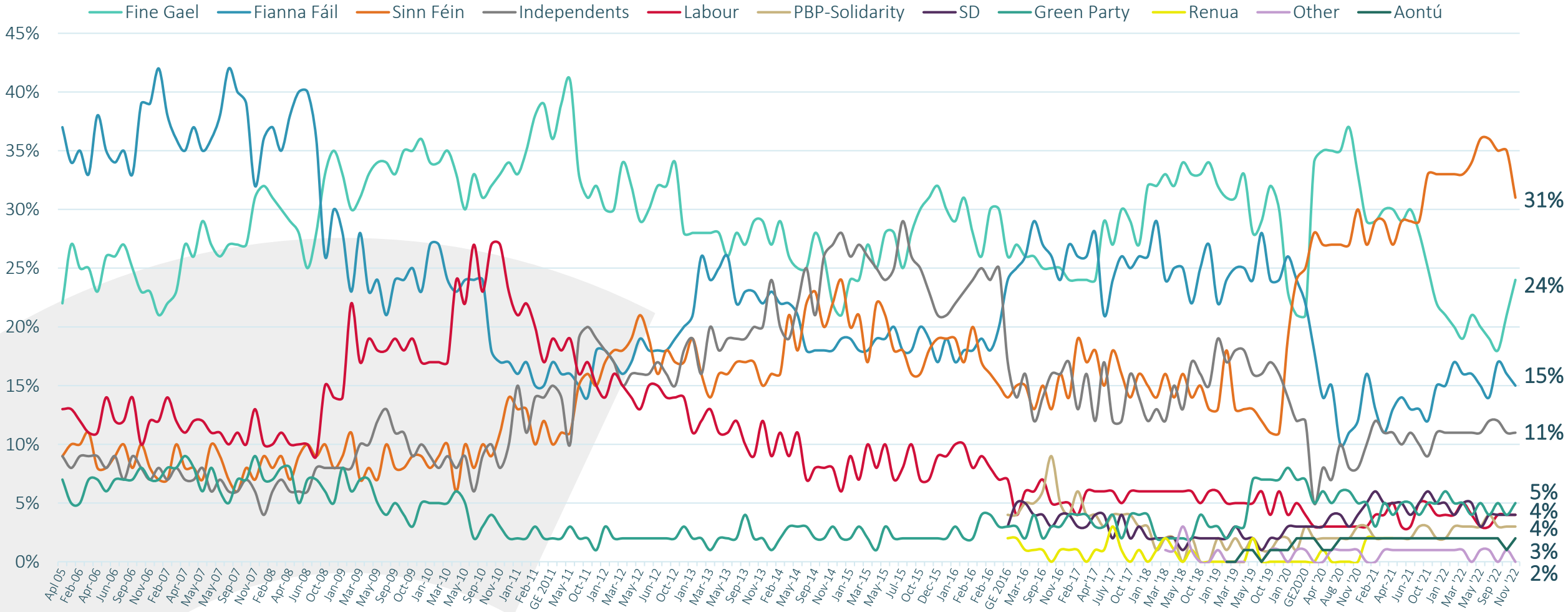


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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)

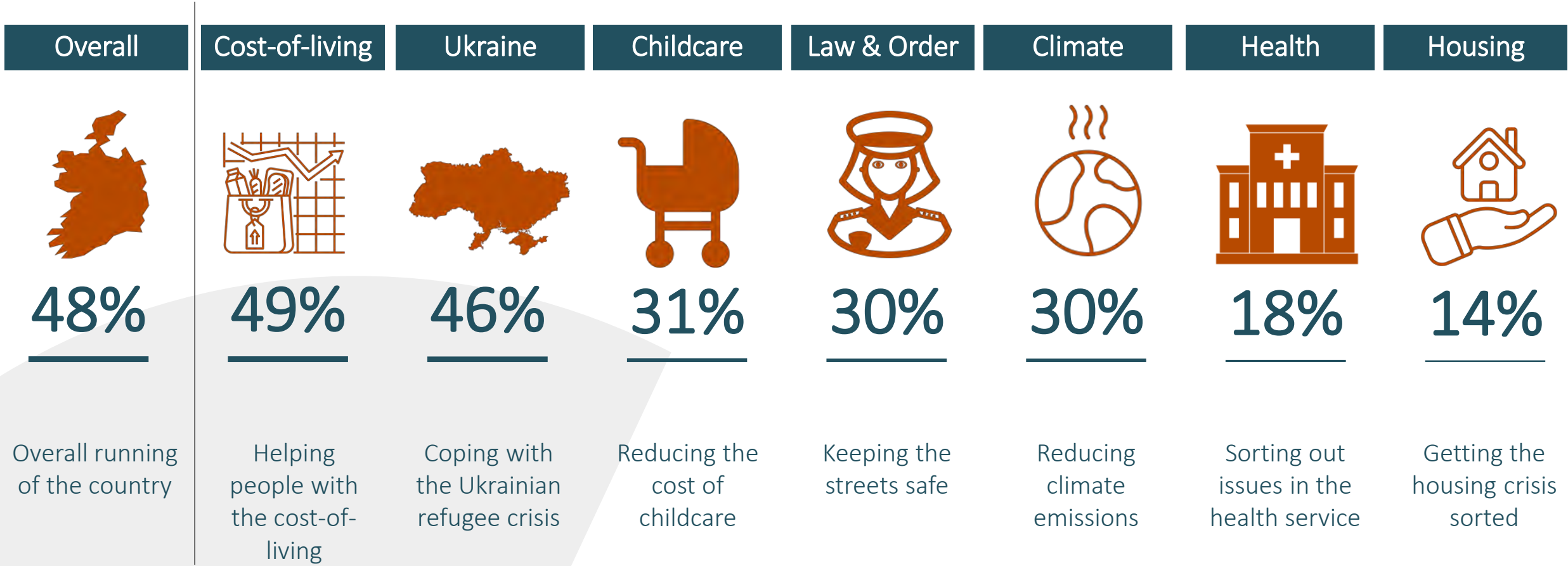
(Base: All adults 18+ who will vote)



02

Voter Attitudes

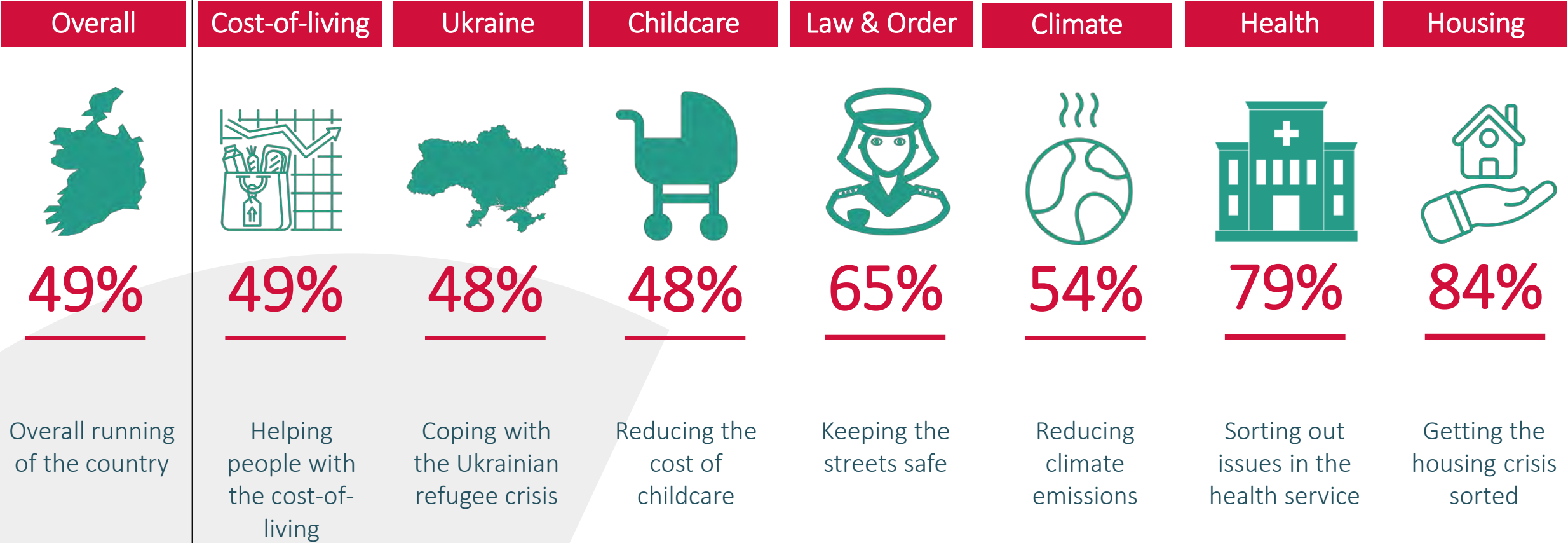
Government performance on key issues - % Handling Well



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

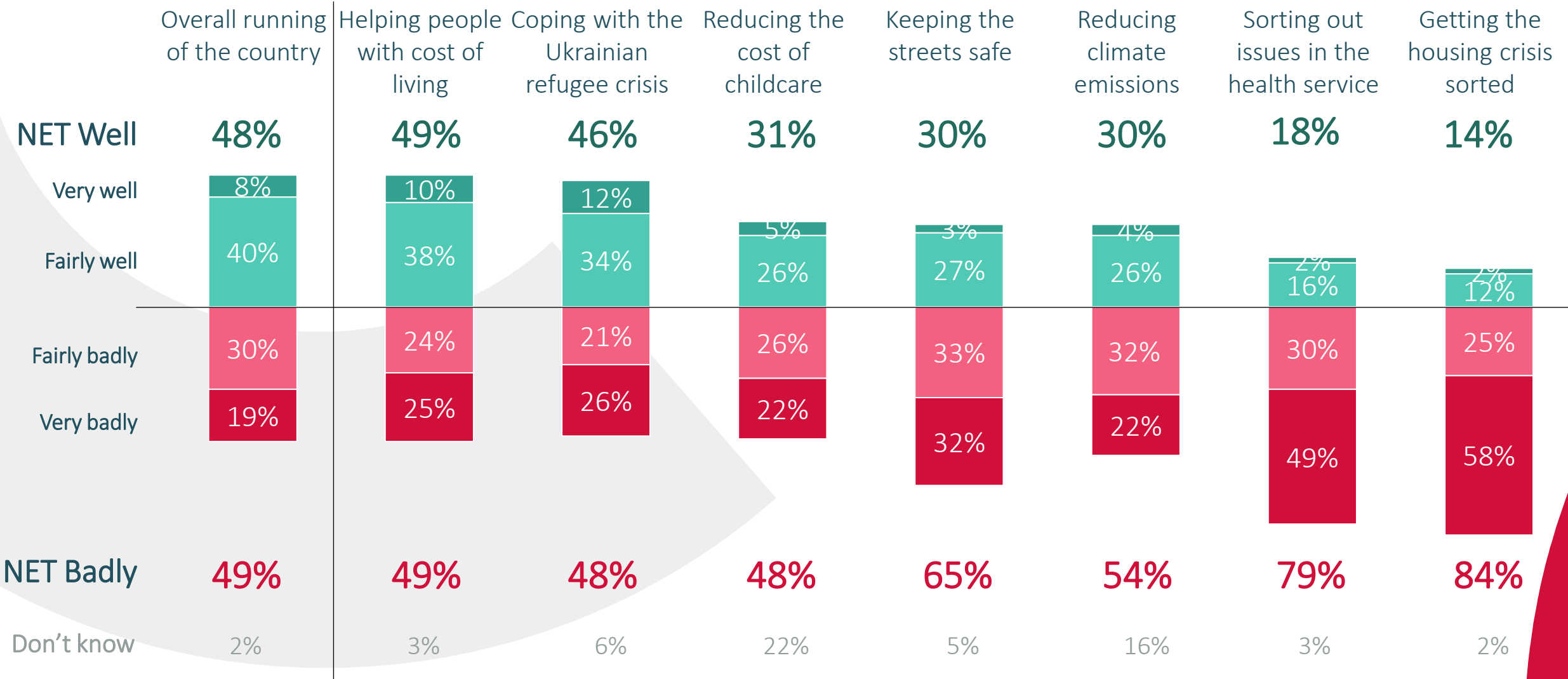
Government performance on key issues - % Handling Badly



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Government performance on key issues



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Government supporters express divergent views on issues

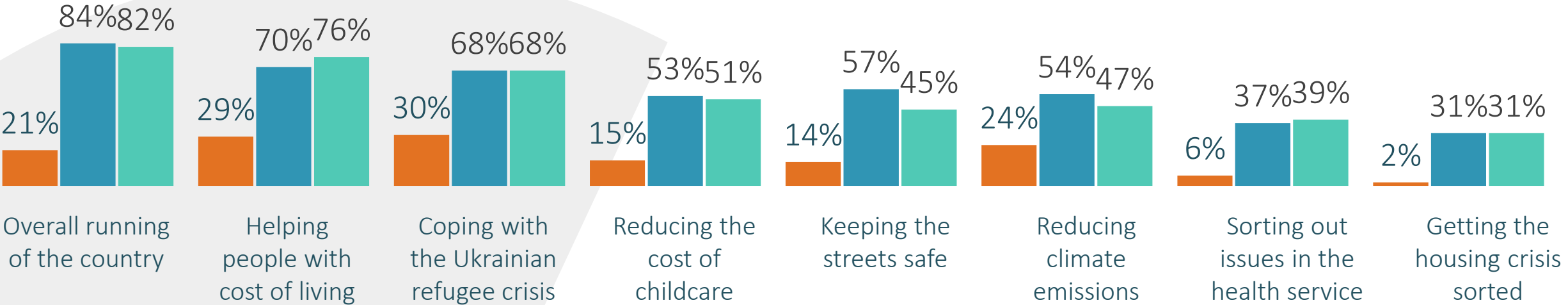


4 in 5 Fine Gael and Fianna Fáil voters are happy with the overall running of the country, but are less impressed by action taken by the government on housing and healthcare.

% handling well



■ Sinn Fein ■ Fianna Fail ■ Fine Gael



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

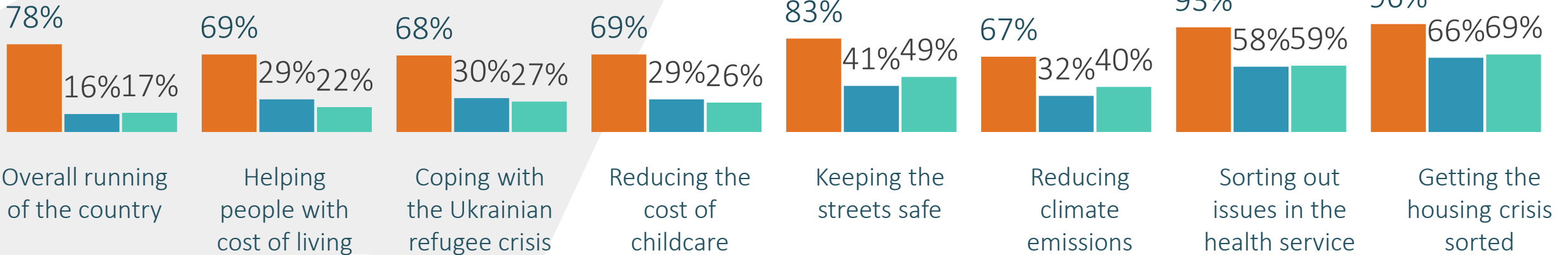
Unanimity among SF voters on handling of housing crisis

Virtually all Sinn Féin voters think the government is handling the housing crisis poorly, but the same is true of two thirds of Fine Gael and Fianna Fáil voters.

% handling badly



■ Sinn Fein ■ Fianna Fail ■ Fine Gael



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

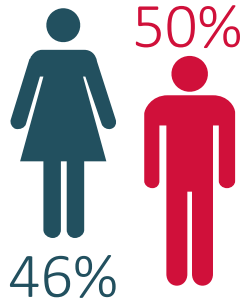
Endorsement for running country highest among older voters **REDC**

% say the overall running of the country is being handled well

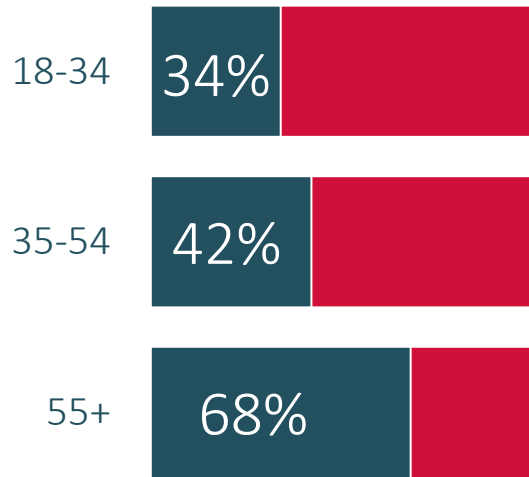


48%

Gender



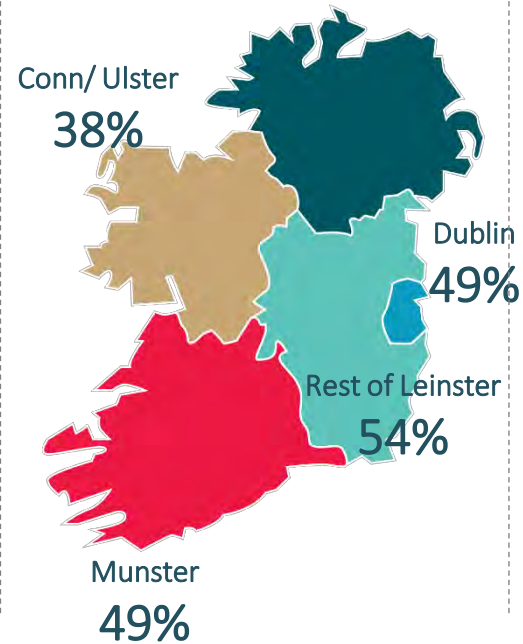
Age



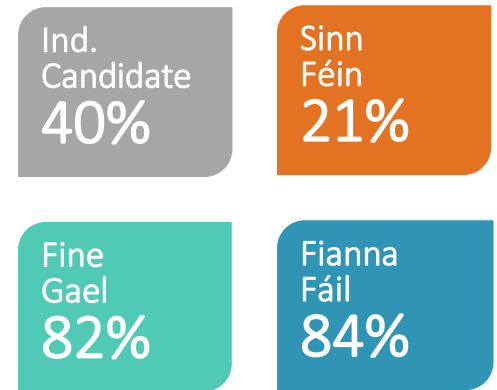
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Overall running of the country

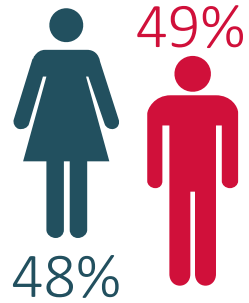
Older voters endorse most on helping with cost-of-living

% think the government is doing a good job of helping with cost-of-living

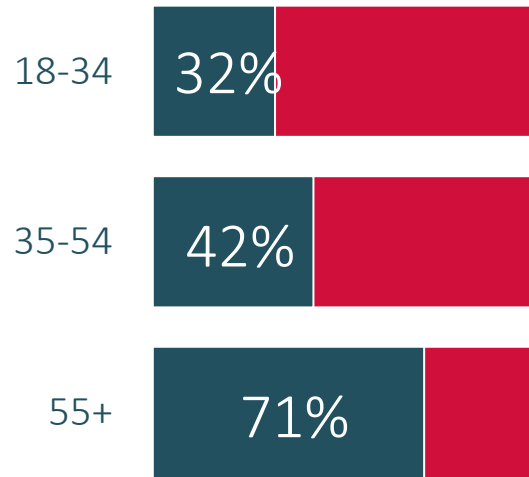


49%

Gender



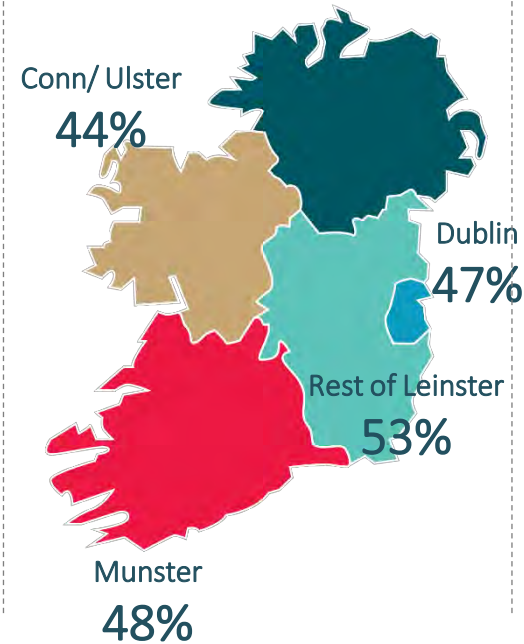
Age



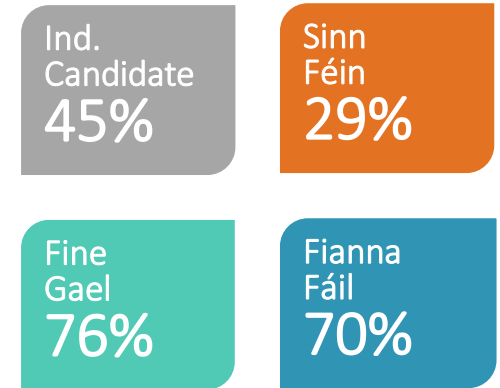
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Helping people with cost-of-living

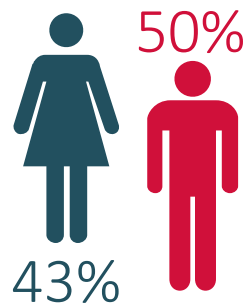


Over 55s endorse more strongly on refugee crisis

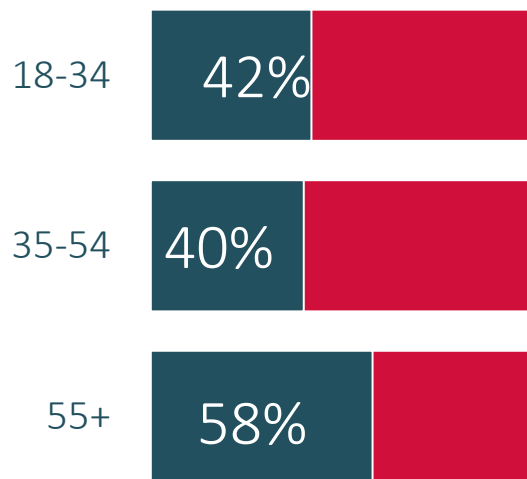
% say the government is coping well with the Ukrainian refugee crisis

46%

Gender



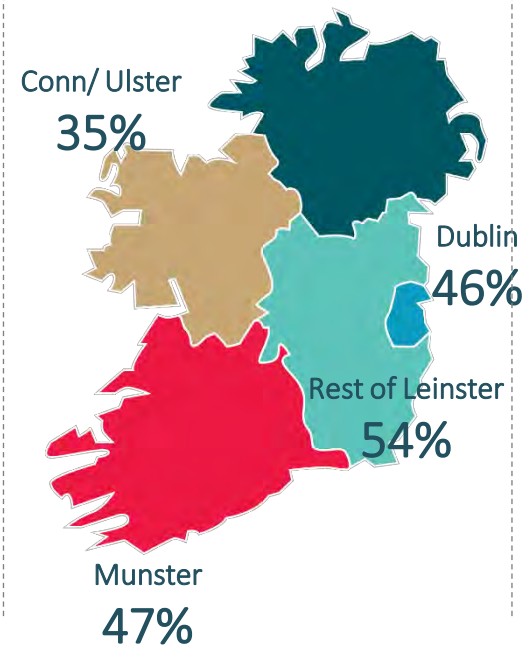
Age



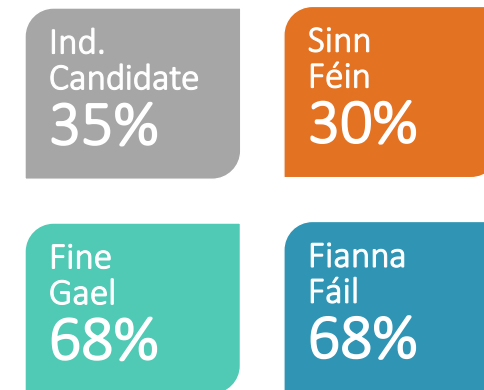
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Coping with the Ukrainian refugee crisis

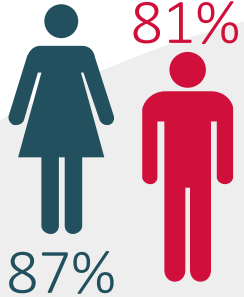
Majority across the board say housing dealt with badly

% believe the government is handling the housing crisis badly

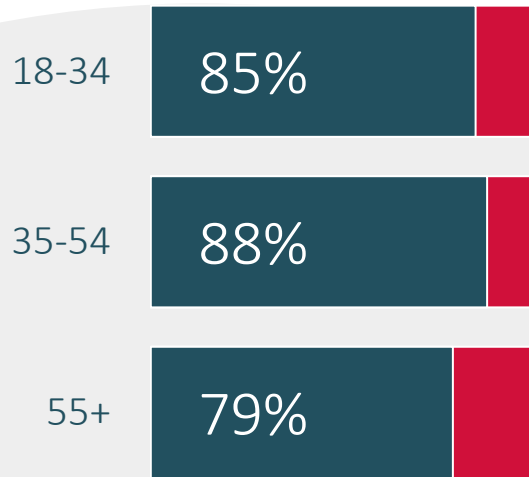


84%

Gender



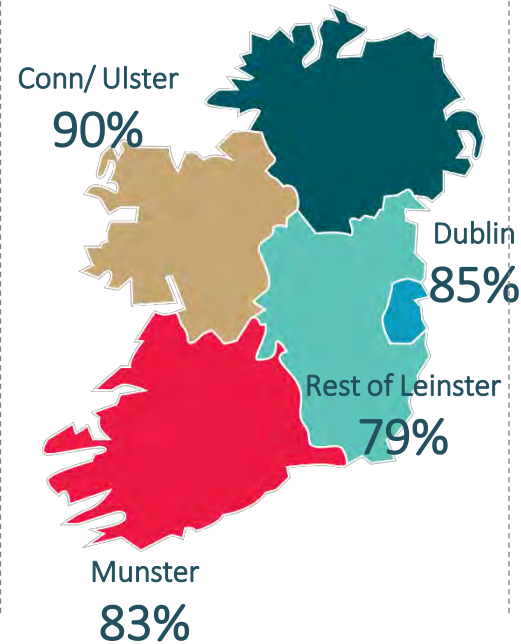
Age



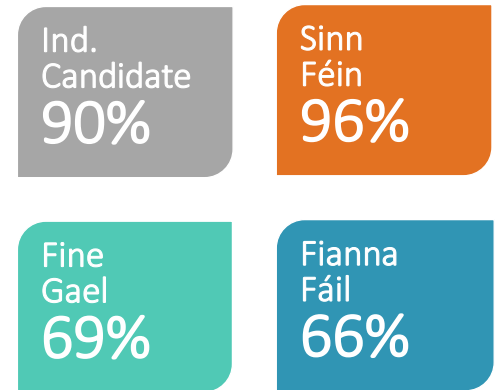
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Getting the housing crisis sorted

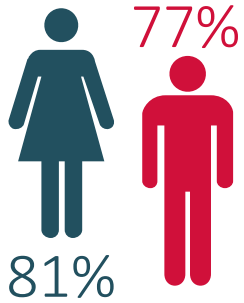
Almost 3 in 5 FF/FG voters say health issues dealt with badly **REDC**

% say that issues in the health service are being dealt with badly

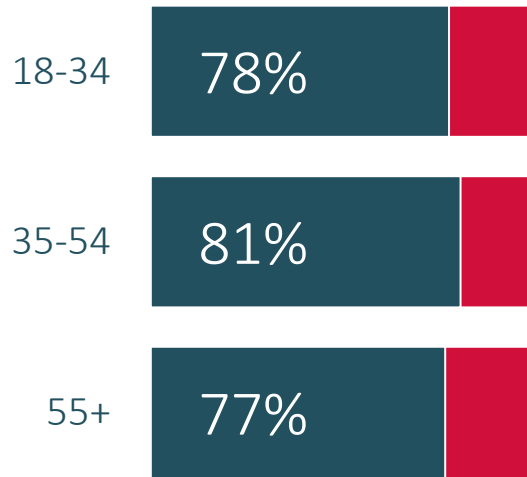


79%

Gender



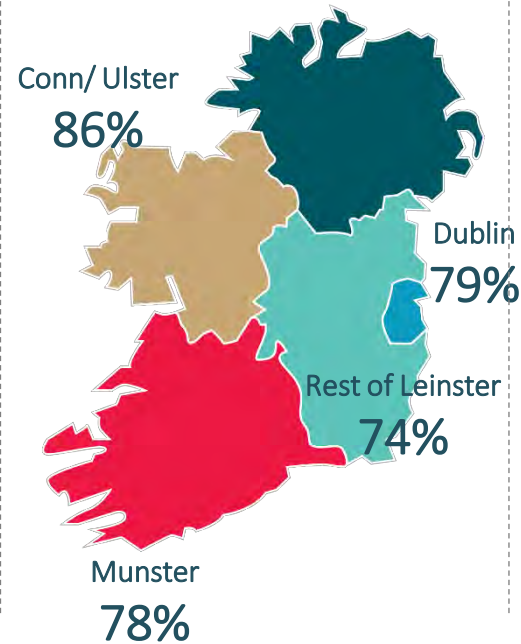
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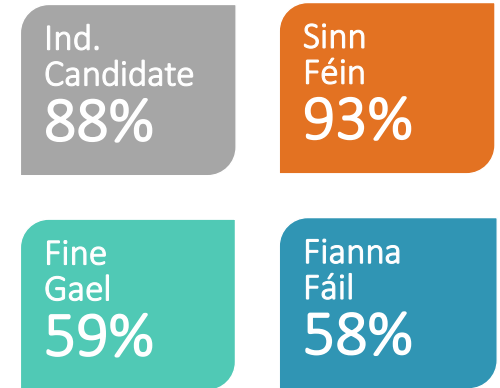
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Sorting out issues in the health service

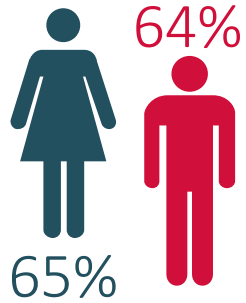
FF voters most approve of handling safety of our streets

% think that the government is doing a bad job of keeping the streets safe

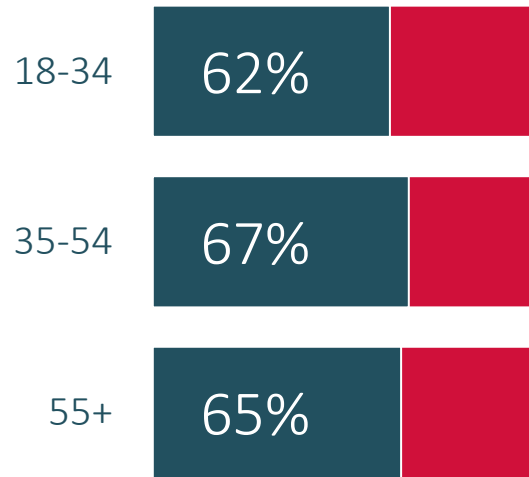


65%

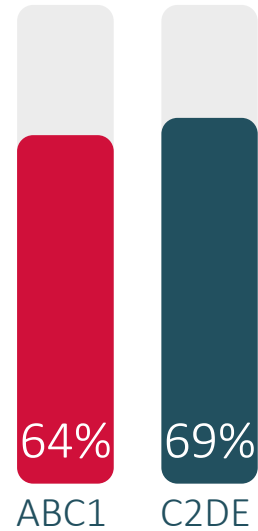
Gender



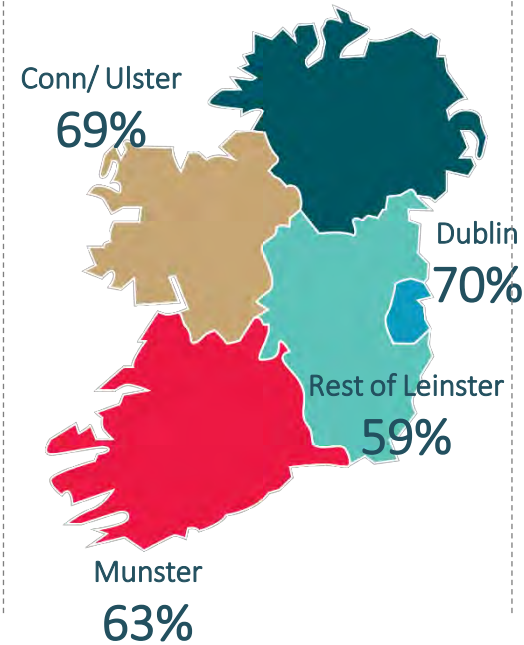
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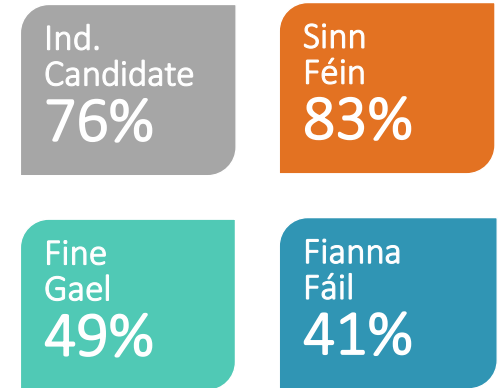
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Keeping the streets safe

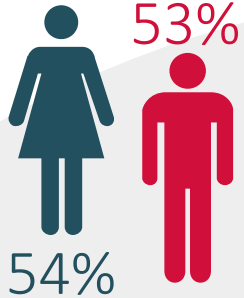
FF voters most likely to endorse handling of emissions

% believe the government is doing a bad job of reducing climate emissions

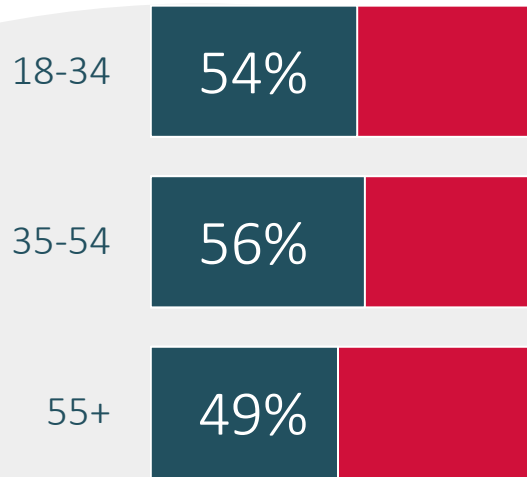


54%

Gender



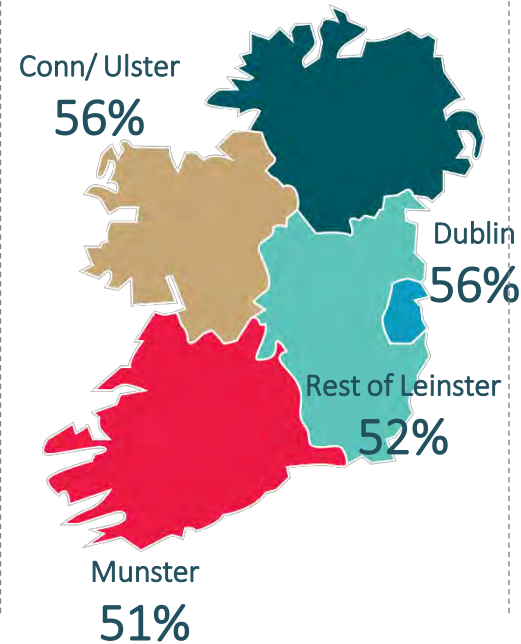
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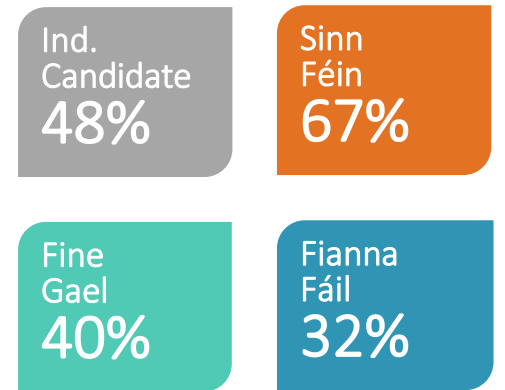
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Reducing climate emissions

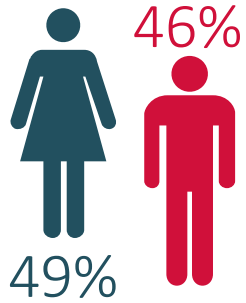


Criticism around childcare lower among over 55s

% believe the government is badly handling reducing the cost of childcare

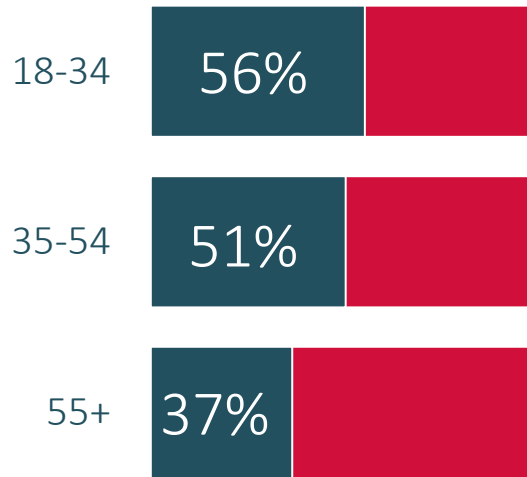
48%

Gender



Parents:
52%

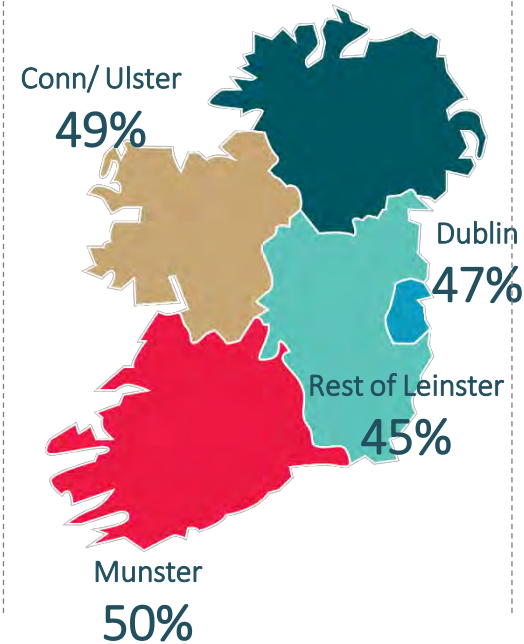
Age



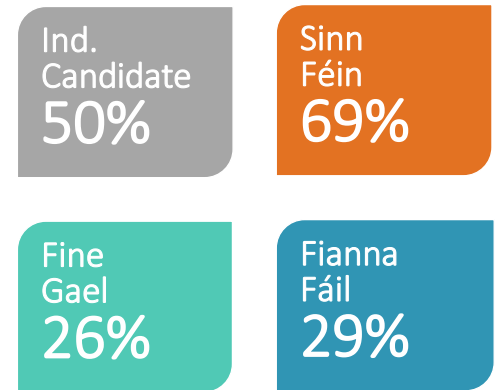
Social Class



Region



Party Support



(Base: All adults 18+)

How well or badly do you think the government is handling the following issues?

Reducing the cost of childcare



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



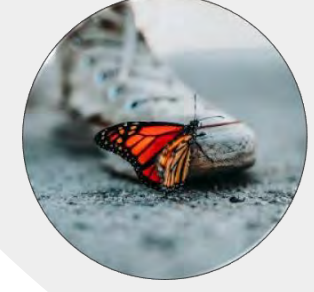
Uncovering choices, preferences and decisions that enable business to design brands, products and services that beat the competition.

Retention



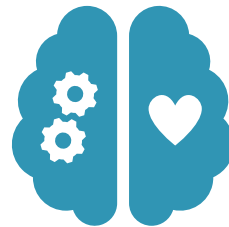
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

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

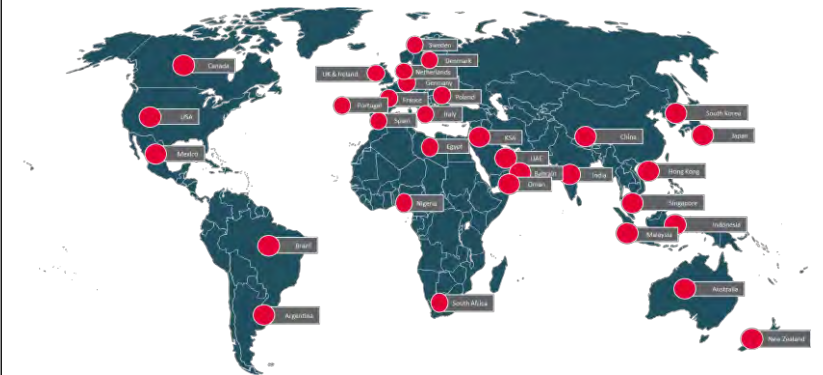


System 1

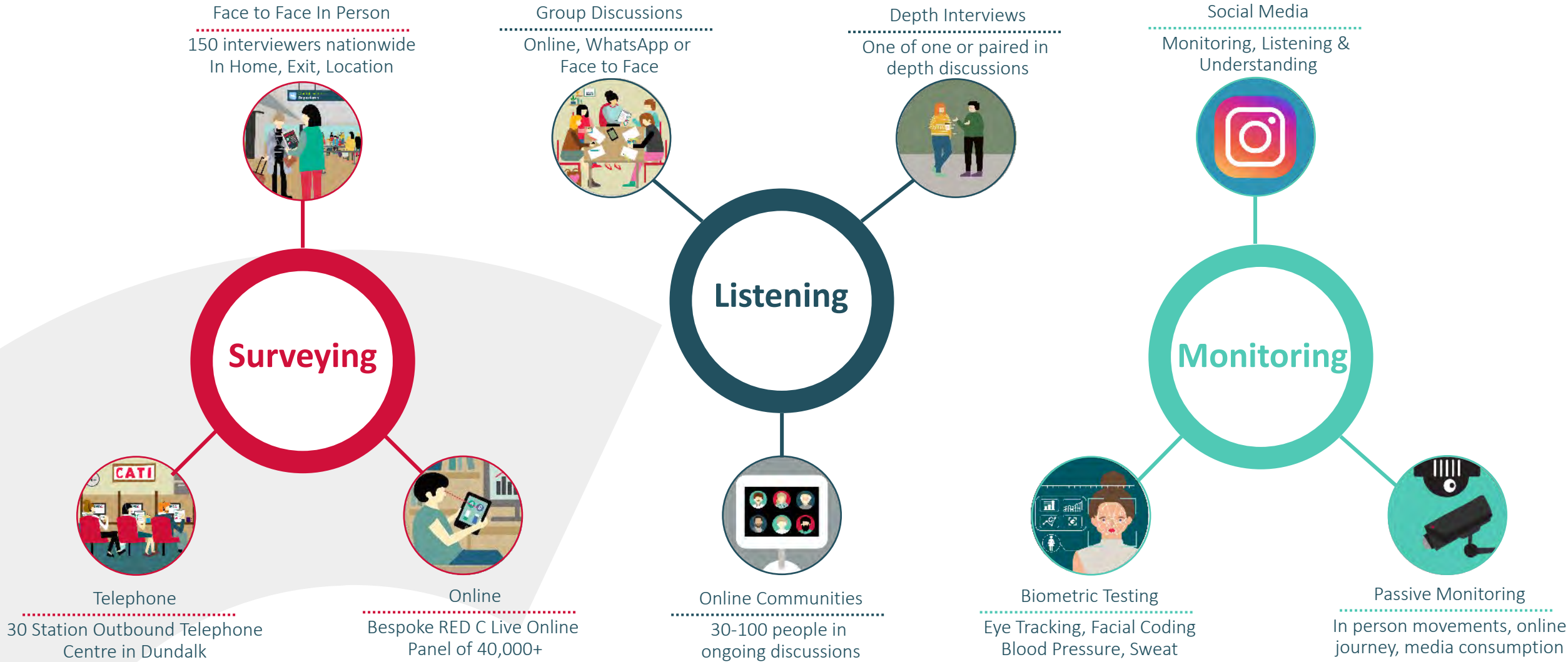


RED Star

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

