

REDC

**Business
Post**

Opinion Poll Report October 2022

JN. 568622



Methodology and Weighting

- RED C interviewed a random sample of **1004** adults aged 18+ online between Friday 21st and Thursday 27th October 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.

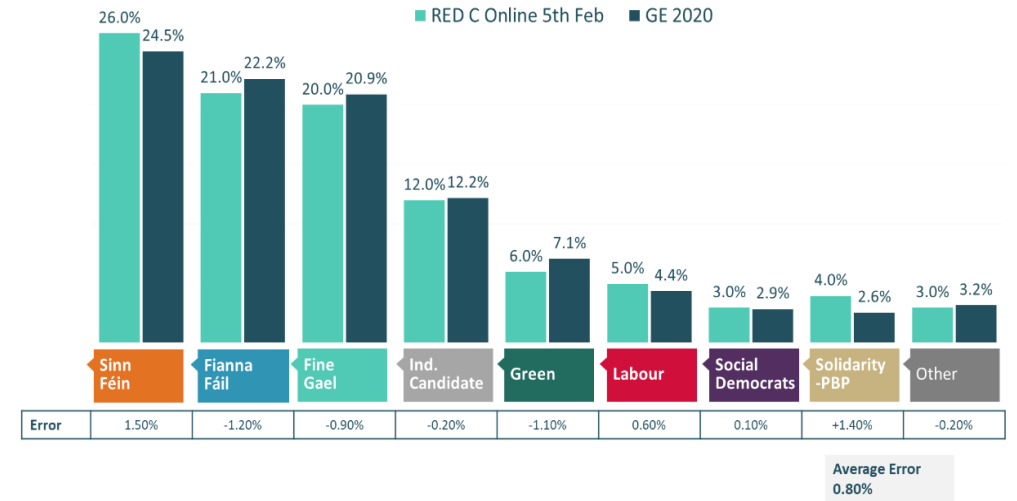
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

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 – 30th October 2022

With change vs. last poll – September 2022



Sinn Féin
35% =

Fine Gael
21% +3

Fianna Fáil
16% -1

Ind. Candidates
11% -1

Other Party
1% +1

Undecided Voters
9% =

Green
4% -1

Social Democrats
4% =

Labour
4% =

PBP-Solidarity
3% =

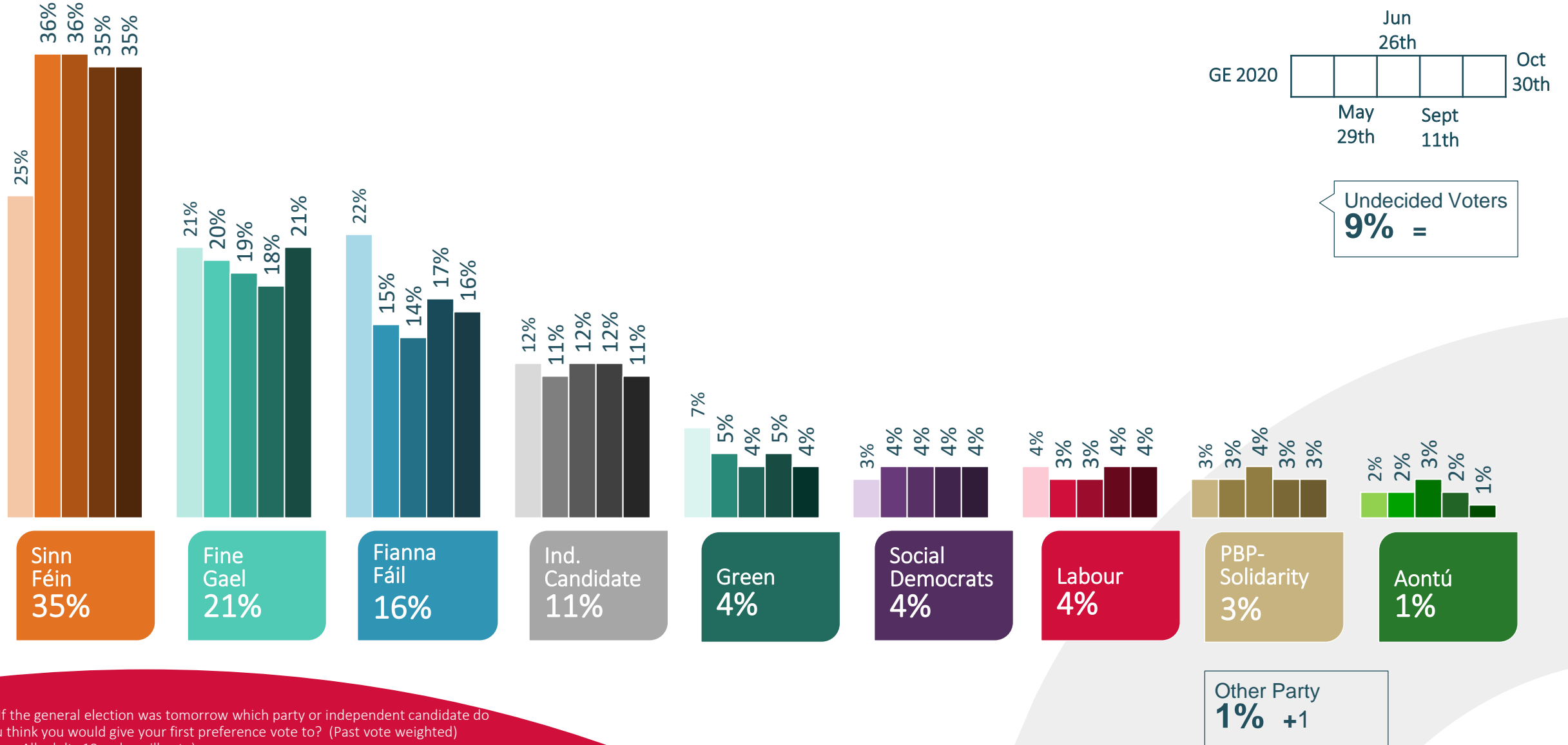
Aontú
1% -1

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)

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

30 th October 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	17%	18%	20%	21%
Fianna Fáil	12%	13%	15%	16%
An Independent Candidate	8%	9%	11%	11%
Green Party	3%	4%	4%	4%
Social Democrats	3%	3%	4%	4%
Labour Party	3%	4%	4%	4%
People Before Profit-Solidarity	2%	2%	3%	3%
Aontú	1%	1%	2%	1%
Other Party	2%	2%	1%	1%
Would not vote	4%	4%		
Undecided/Refused	15%	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

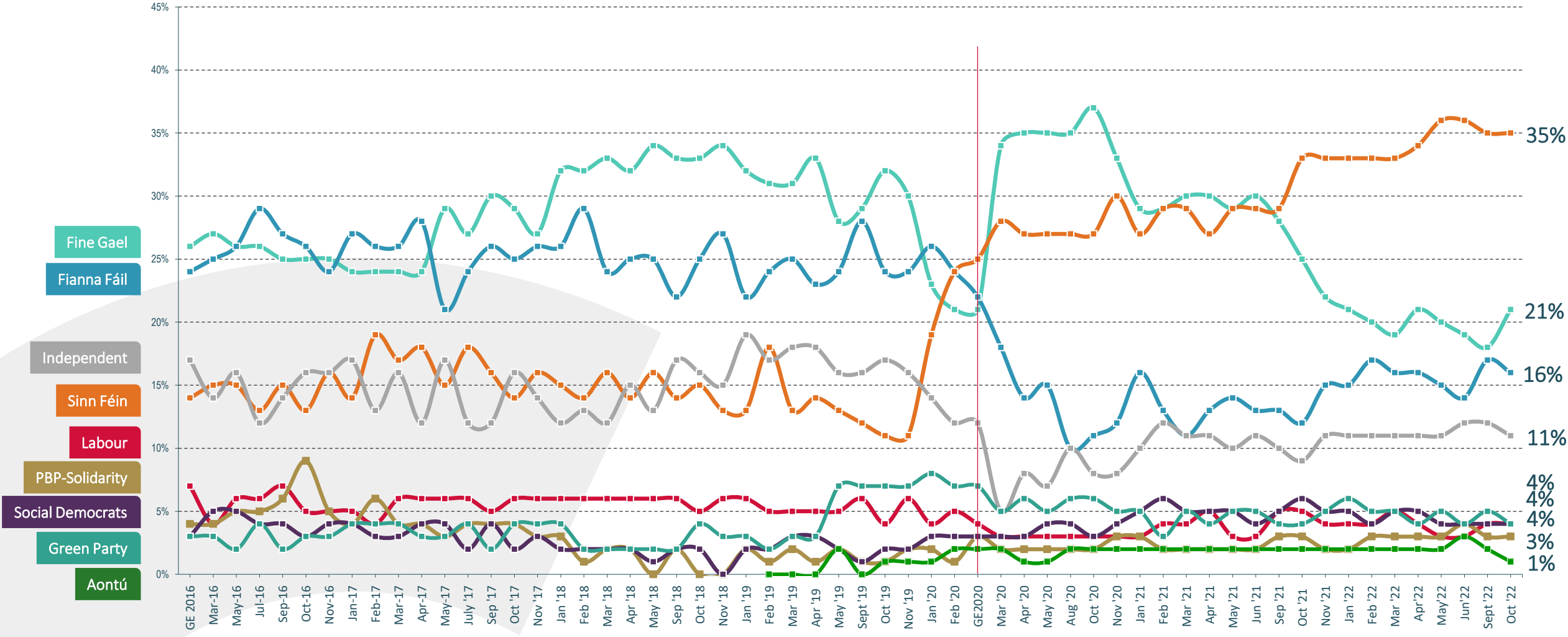
30 th October 2022	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	35%	35%	35%	44%	38%	27%	28%	44%	33%	38%	32%	40%
Fine Gael	21%	21%	21%	16%	18%	28%	23%	17%	21%	20%	20%	27%
Fianna Fáil	16%	14%	17%	12%	12%	22%	18%	14%	13%	20%	18%	12%
Independent	11%	11%	11%	4%	16%	10%	9%	12%	6%	8%	18%	14%
Green Party	4%	5%	3%	9%	2%	2%	6%	2%	7%	2%	3%	2%
Social Democrats	4%	4%	4%	5%	6%	2%	6%	2%	5%	4%	3%	2%
Labour Party	4%	5%	3%	5%	3%	5%	5%	4%	6%	5%	2%	2%
People Before Profit - Solidarity	3%	1%	4%	3%	3%	2%	2%	4%	6%	1%	2%	0
Aontú	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	1%	1%

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



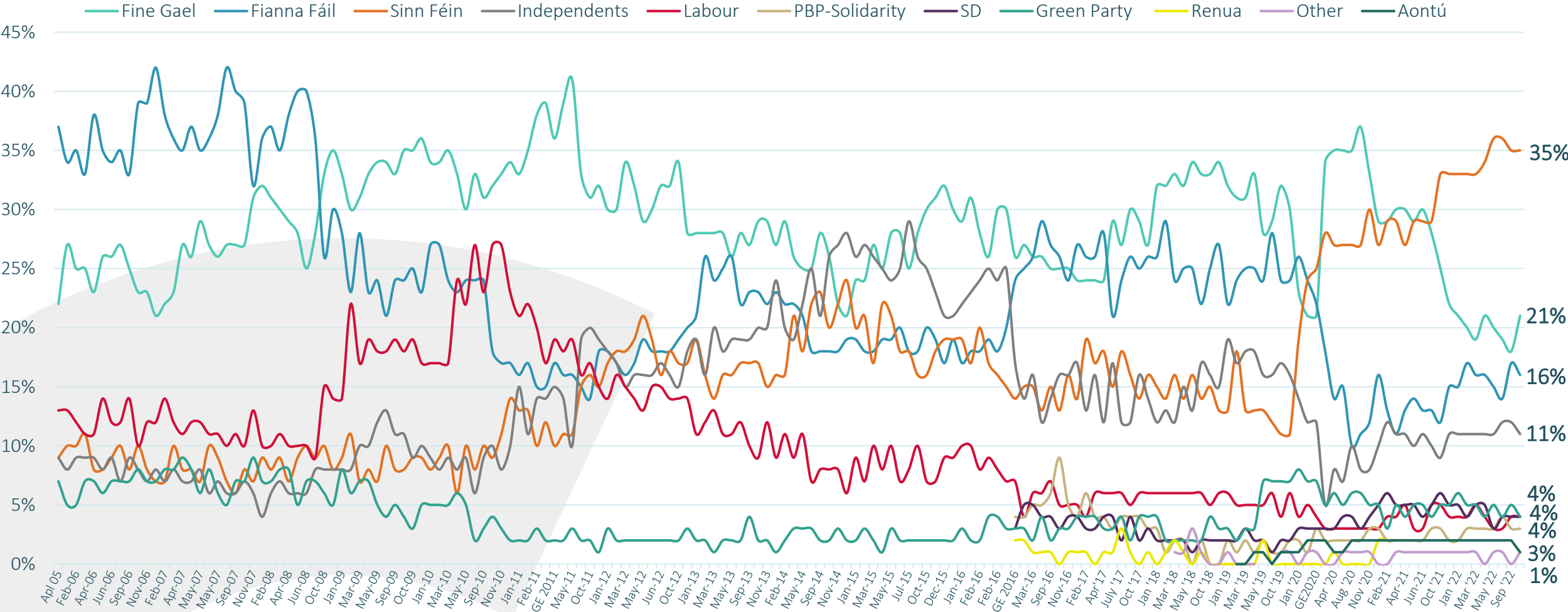
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



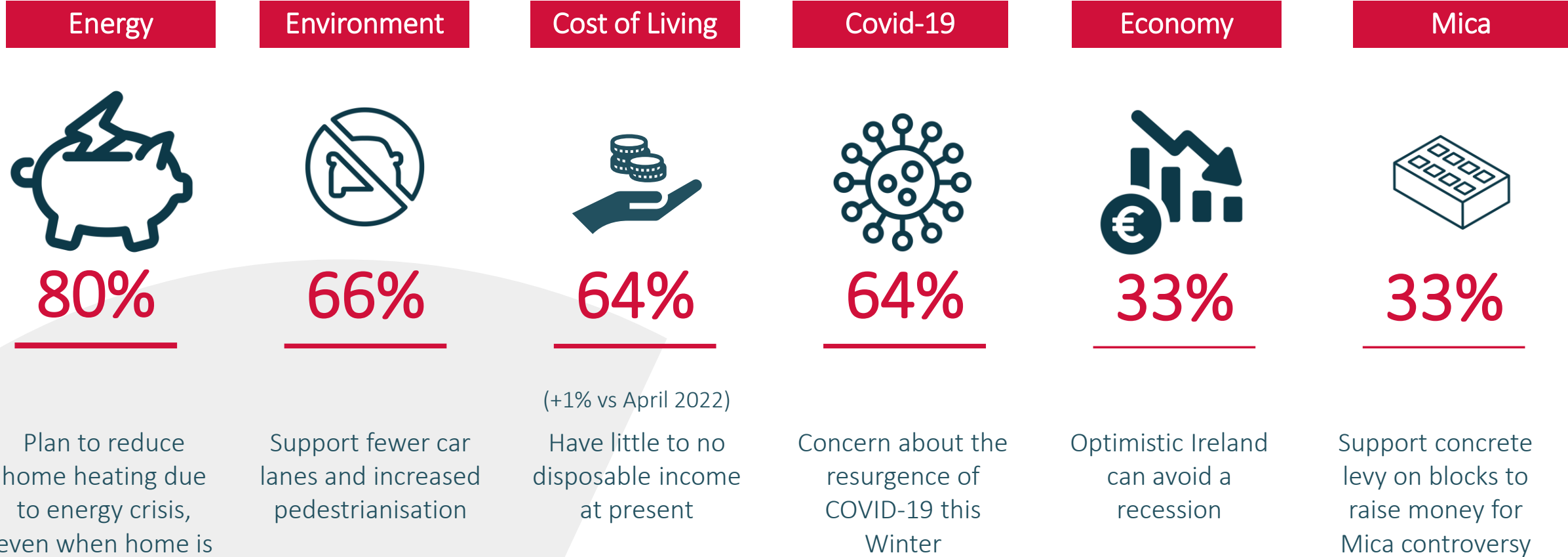
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

02

Voter Attitudes

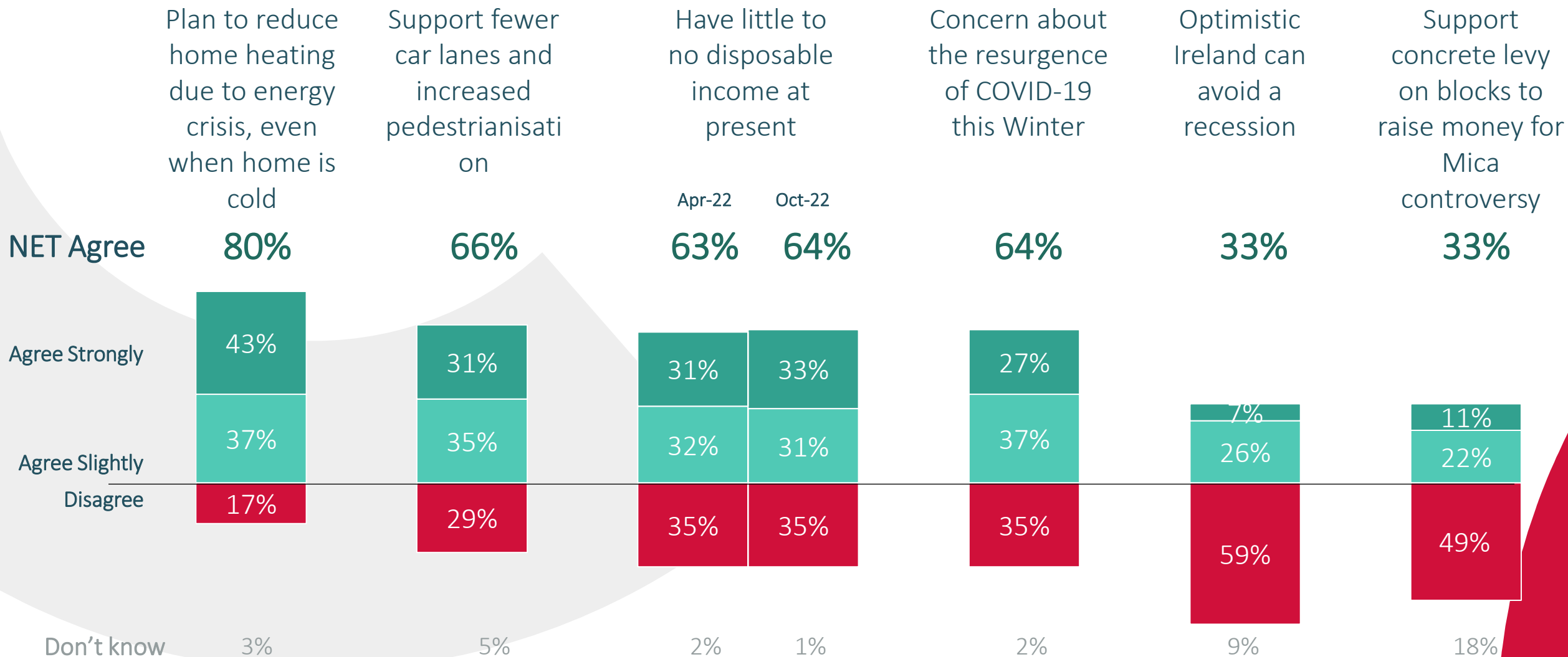
Attitudes around cost-of-living and other issues - % Agree



(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the rising cost-of-living and other events

Attitudes around cost-of-living and other issues



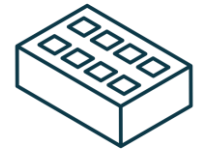
(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the rising cost-of-living and other events

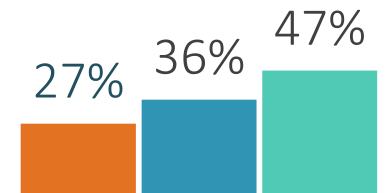
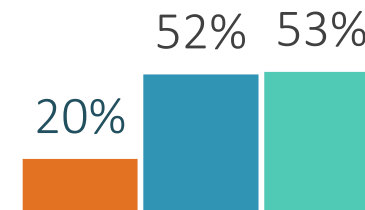
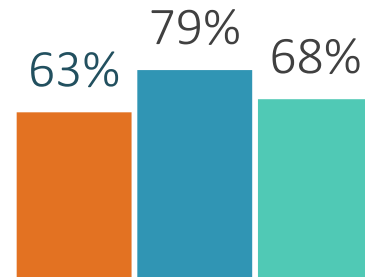
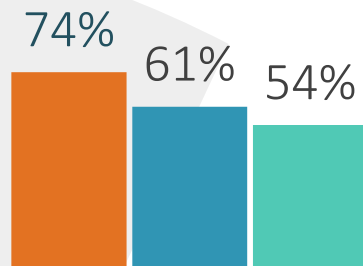
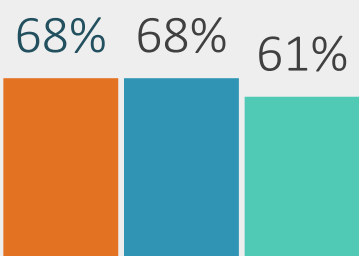
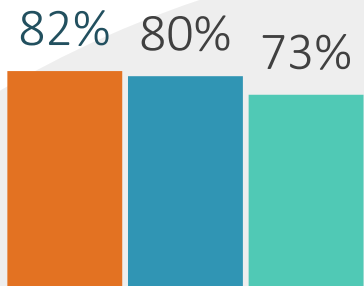
Sinn Féin supporters more worried about recession

Sinn Féin voters are more likely to say they have little to no disposable income; far less likely to be optimistic about Ireland avoiding a recession; and less likely to support the concrete block levy.

% agree



■ Sinn Fein ■ Fianna Fail ■ Fine Gael



Plan to reduce home heating due to energy crisis, even when home is cold

Support fewer car lanes and increased pedestrianisation

Have little to no disposable income at present

Concern about the resurgence of COVID-19 this Winter

Optimistic Ireland can avoid a recession

Support concrete levy on blocks to raise money for Mica controversy

(Base: All adults 18+)

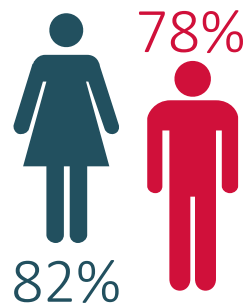
Please select the extent to which you agree or disagree with the following statements that others have made about the rising cost-of-living and other events

People all across the country keeping their heating off

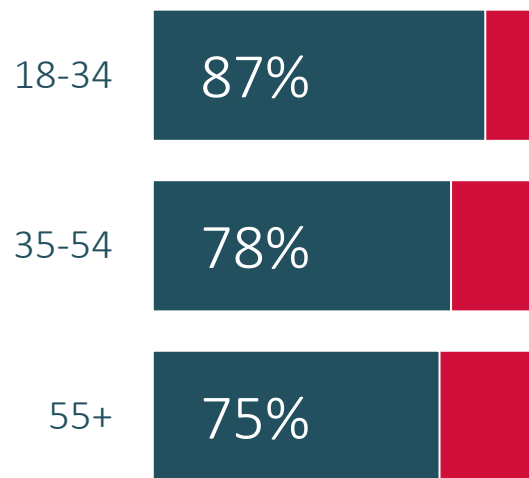
% have already, or plan to, keep their home heating off sometimes, even when their home is cold

80%

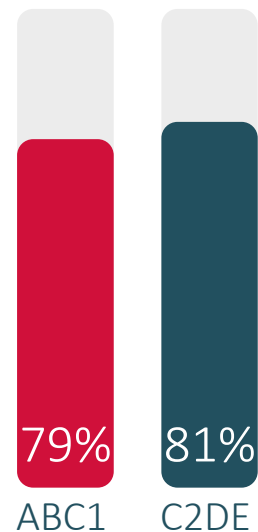
Gender



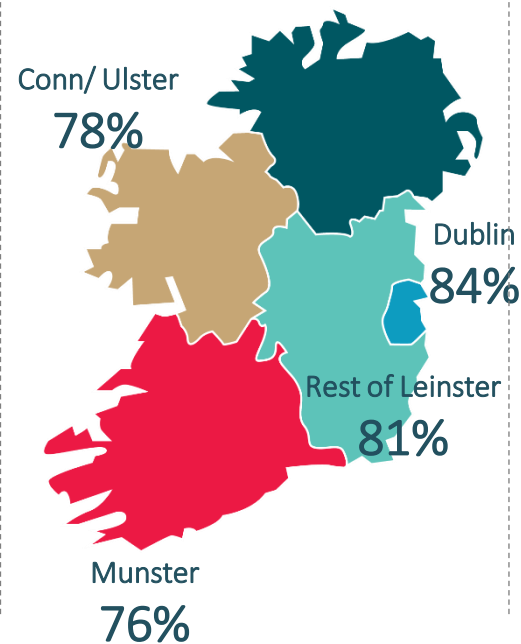
Age



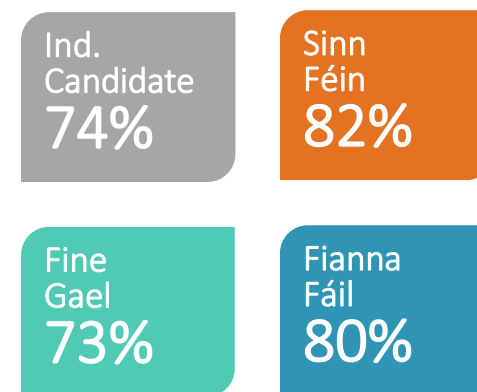
Social Class



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 rising cost-of-living and other events

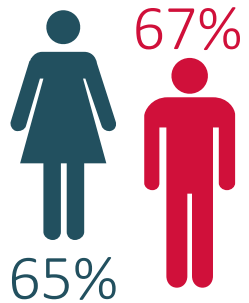
I have already, or plan to, keep my home heating off sometimes, even when my home is cold, due to the energy crisis

Under 34s show greatest support for pedestrianisation

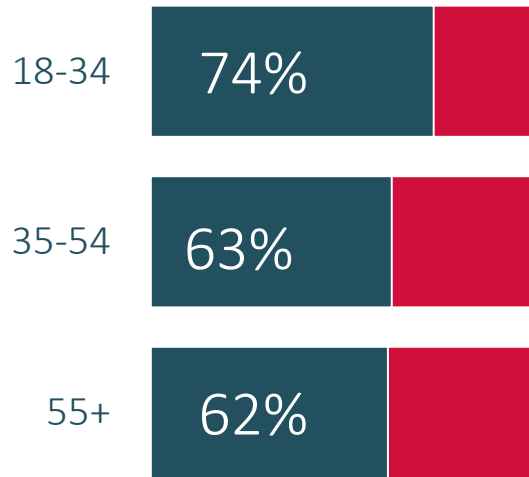
% support the pedestrianisation of streets and fewer car lanes to reduce car usages in cities and towns

66%

Gender



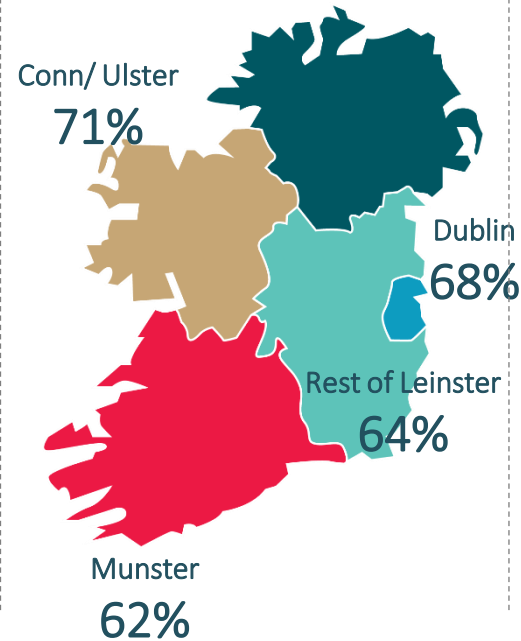
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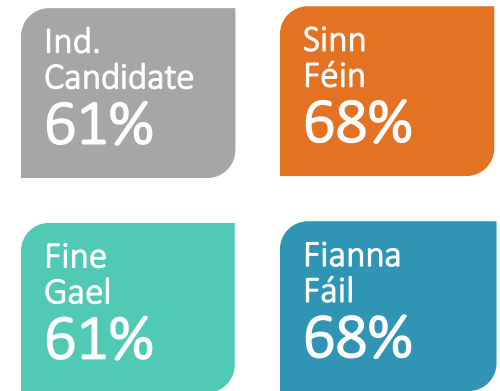
Social Class



Region



Party Support



Urban: 68%
Rural: 62%

(Base: All adults 18+)

Please select the extent to which you agree or disagree with the following statements that others have made about the rising cost-of-living and other events

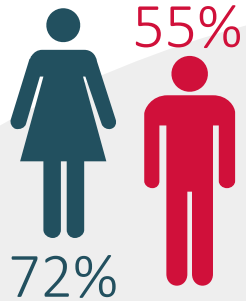
I support the introduction of measures such as pedestrianisation of streets and fewer car lanes to reduce car usage in cities and town centres

Women, U54s, C2DEs report having little disposable income

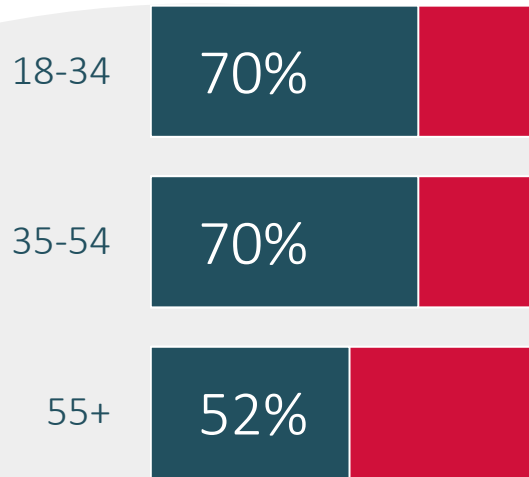
% say they have little to no disposable income at present

64%

Gender



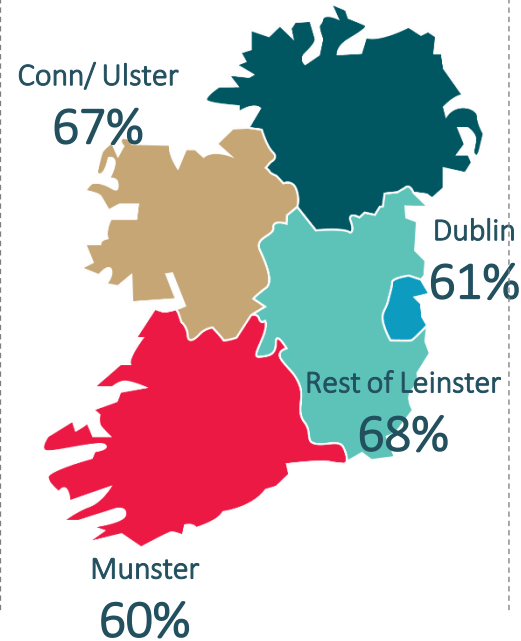
Age



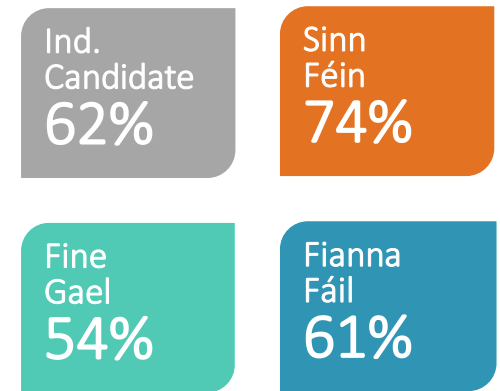
Social Class



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 rising cost-of-living and other events

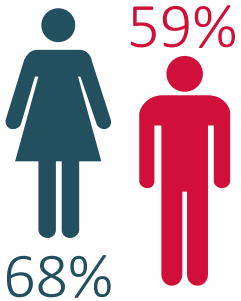
I have little to no disposable income at present as I struggle to pay rising costs

Women and over 55s most concerned about COVID-19

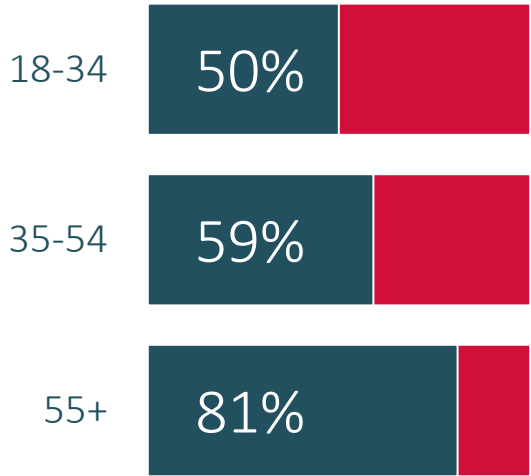
% are concerned about the resurgence of COVID-19 this winter

64%

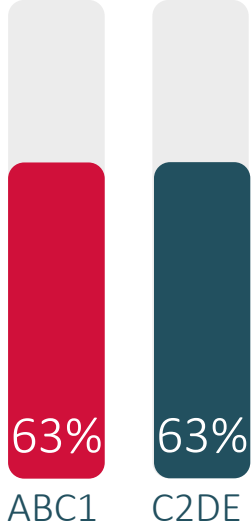
Gender



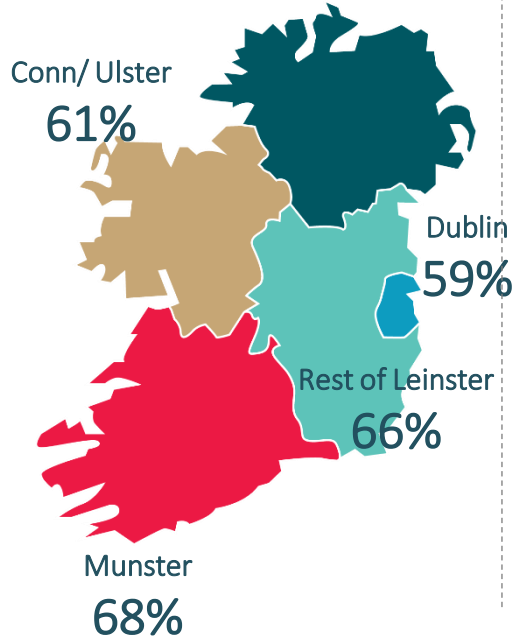
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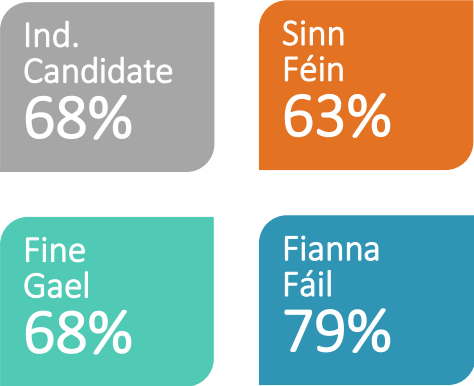
Social Class



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 rising cost-of-living and other events

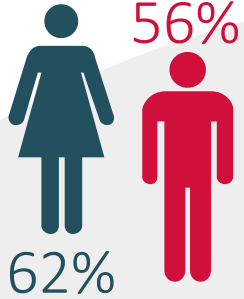
I am concerned about the resurgence of COVID-19 this winter

Majority across the board concerned about a recession

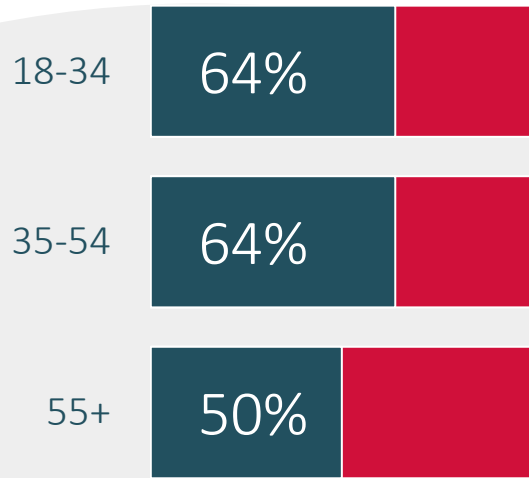
% are not optimistic that Ireland can manage to avoid a recession over the next year

59%

Gender



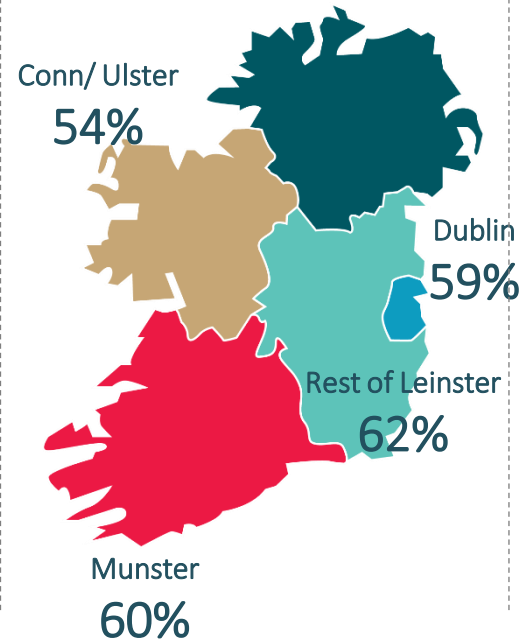
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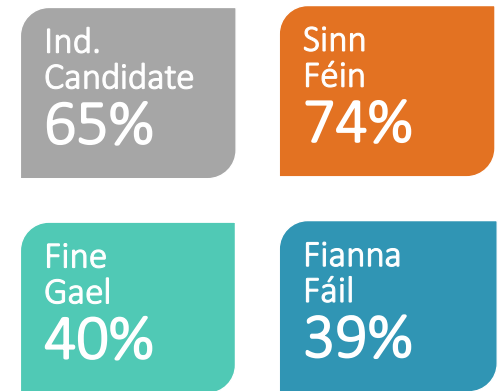
Social Class



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 rising cost-of-living and other events

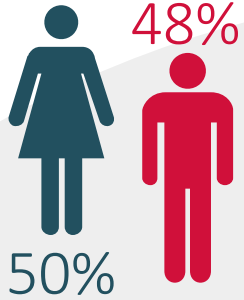
I am optimistic that Ireland can manage to avoid a recession over the next 12 months

Majority in most parties opposed to the concrete block levy

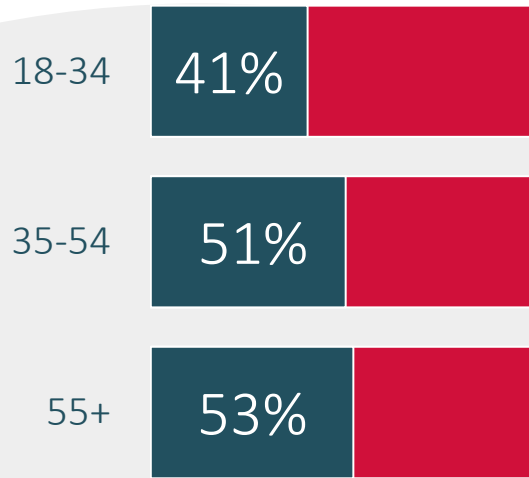
% do not support the introduction of the levy on concrete blocks

49%

Gender



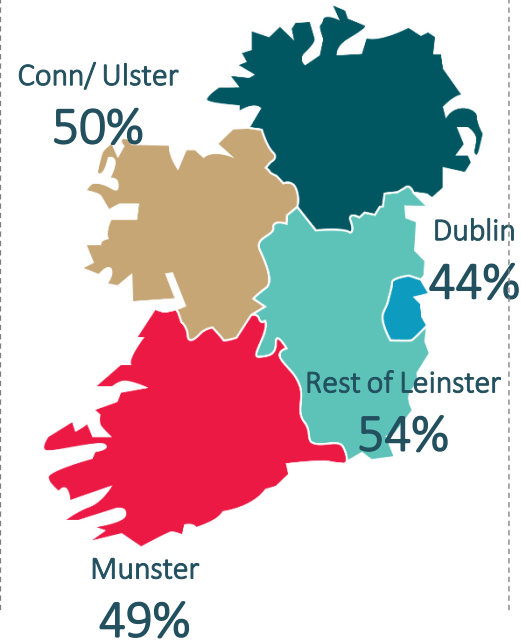
Age



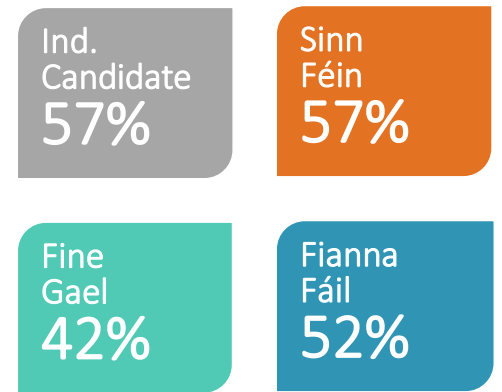
Social Class



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 rising cost-of-living and other events

I support the introduction of the levy on concrete blocks to raise money for those affected by the Mica controversy



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



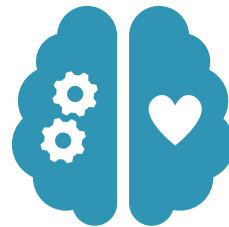
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

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

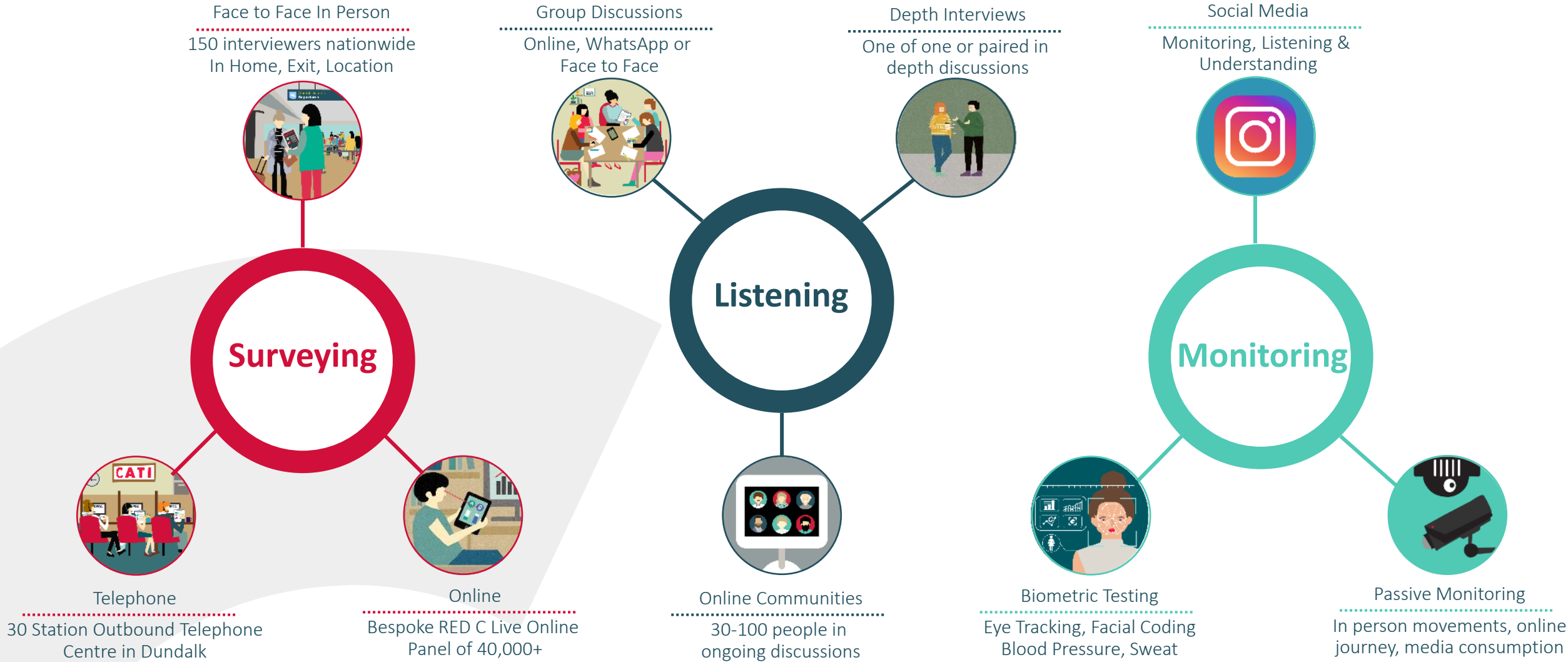


RED Star

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

