

**REDC**

**Business  
Post**

# Opinion Poll Report February 2023

JN. 634523



# Methodology and Weighting

- RED C interviewed a random sample of **998** adults aged 18+ online between Friday 17<sup>th</sup> and Wednesday 22<sup>nd</sup> February 2023.
- 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 26<sup>th</sup> January and the 2<sup>nd</sup> February, while we also conducted two further polls online using our RED Line omnibus service.

The online polls were run in order for us to test how accurately we could predict the result of the Election using an online approach, which is very commonly used in other countries such as the UK.

The results of these online polling tests were also highly successful, with an average error of 0.80%, at a similar level to the exit poll which had 5000 interviews conducted on the day.

These results back up the quality credentials both of the RED C Live online panel generally, and also of the RED C sampling and quality control team tasked with ensuring we reach a representative sample through that panel.

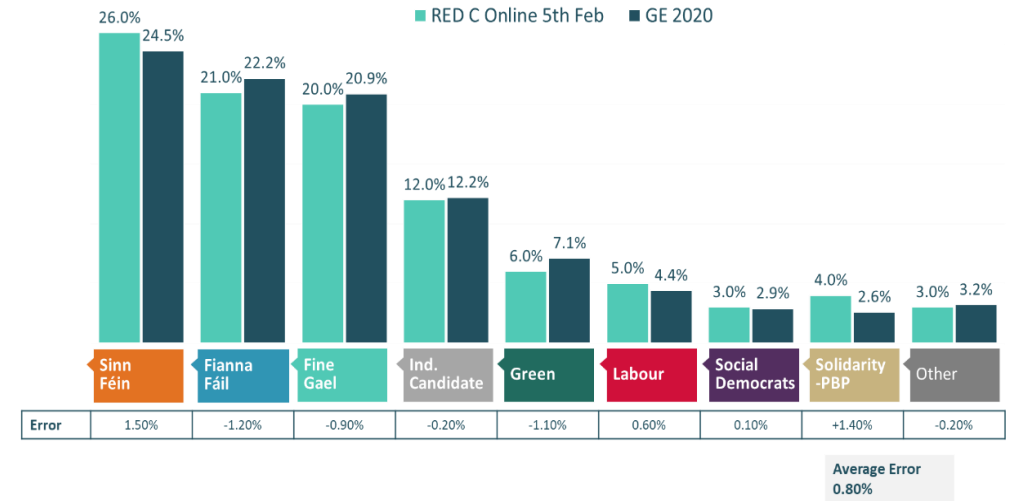
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.

## Final Online Poll Test During GE 2020

### First Preference Vote Intention – RED C 5th Feb vs. Result

*If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)*  
(Base: All adults 18+ who will vote)

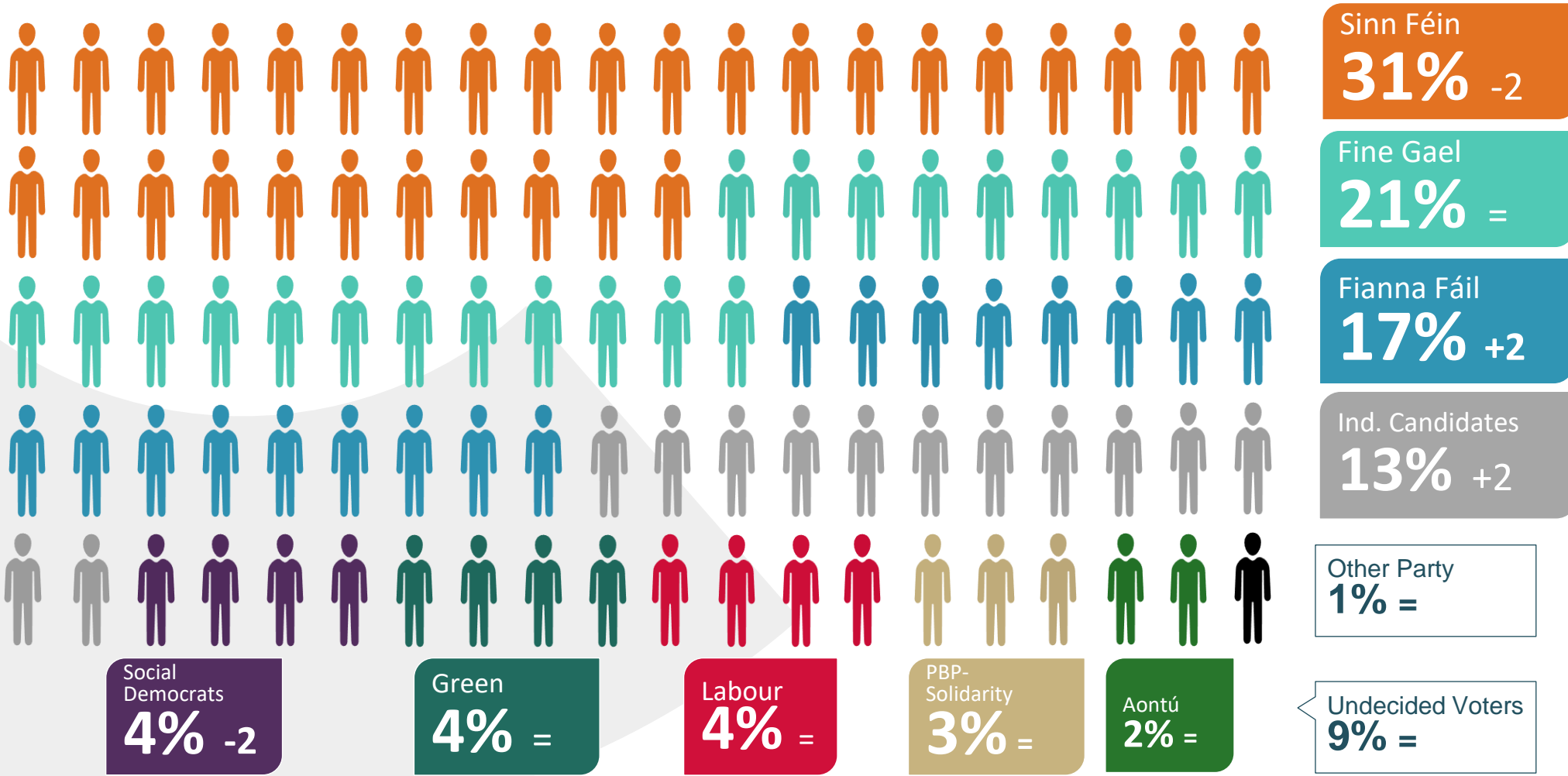


# 01

## Vote Intention @ General Election

# First preference vote intention – 26<sup>th</sup> February 2023

With change vs. last poll – January 2023

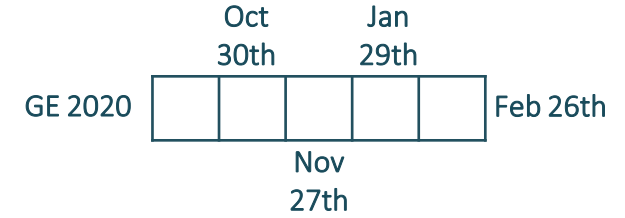
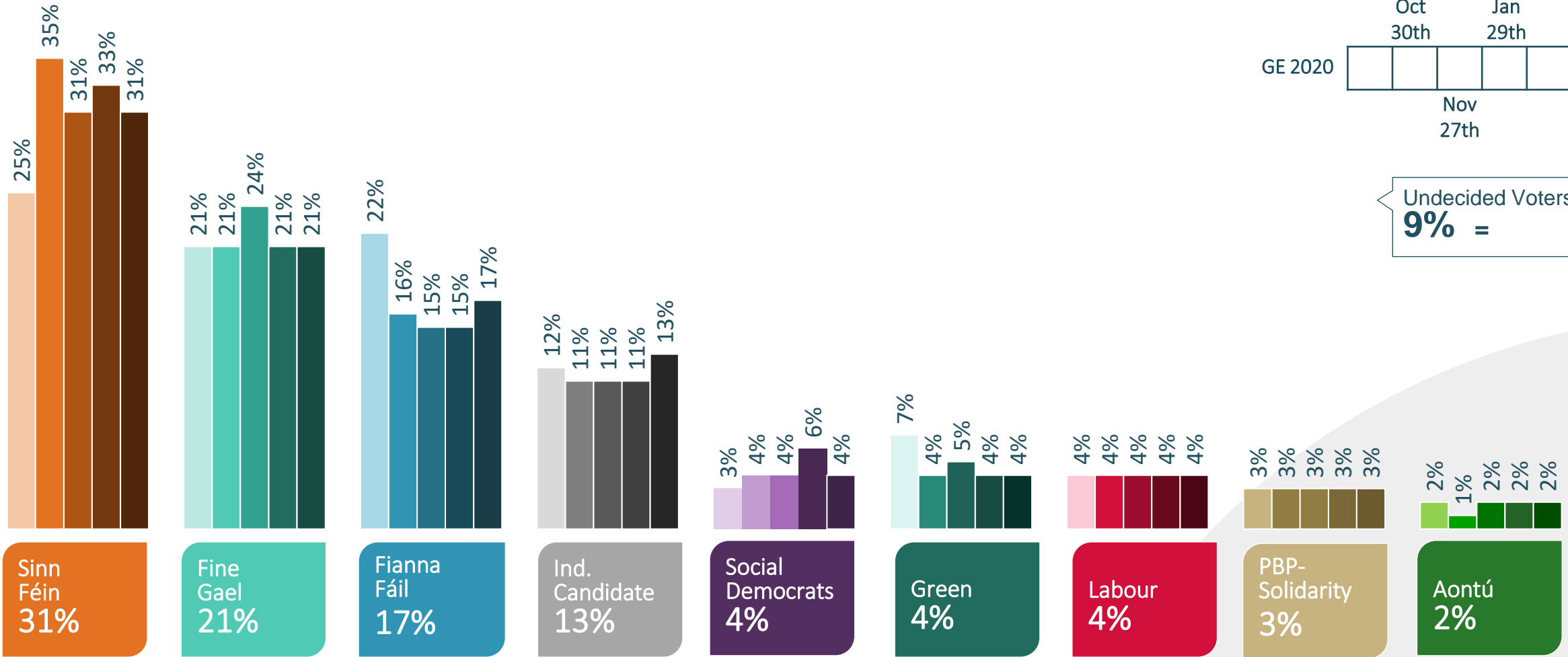


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention

Shown over time and vs. last General Election Results



Undecided Voters  
**9% =**

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

26 <sup>th</sup> February 2023	Core data	Core data with prompt for most likely party <sup>(1)</sup>	Undecided/ Non Voters Removed <sup>(2)</sup>	Turnout Weighted <sup>(3)</sup>
Sinn Féin	26%	27%	32%	31%
Fine Gael	17%	18%	21%	21%
Fianna Fáil	13%	14%	16%	17%
An Independent Candidate	9%	12%	14%	13%
Social Democrats	3%	3%	3%	4%
Green Party	4%	4%	4%	4%
Labour Party	3%	3%	4%	4%
People Before Profit-Solidarity	3%	3%	3%	3%
Aontú	1%	2%	2%	2%
Other Party	1%	1%	1%	1%
Would not vote	4%	4%		
Undecided/Refused	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

26 <sup>th</sup> February 2023	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%	28%	33%	35%	37%	22%	22%	41%	31%	25%	34%	35%
Fine Gael	21%	20%	23%	13%	18%	30%	29%	13%	22%	28%	15%	20%
Fianna Fáil	17%	20%	14%	19%	11%	21%	15%	15%	11%	21%	20%	14%
Independent	13%	13%	14%	9%	18%	12%	12%	17%	12%	10%	15%	19%
Social Democrats	4%	4%	4%	4%	5%	2%	5%	2%	5%	4%	4%	1%
Green Party	4%	4%	4%	6%	4%	3%	7%	2%	5%	4%	4%	3%
Labour Party	4%	4%	4%	6%	2%	4%	4%	4%	4%	5%	3%	1%
People Before Profit - Solidarity	3%	3%	3%	5%	3%	2%	2%	4%	7%	1%	3%	1%
Aontú	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	5%

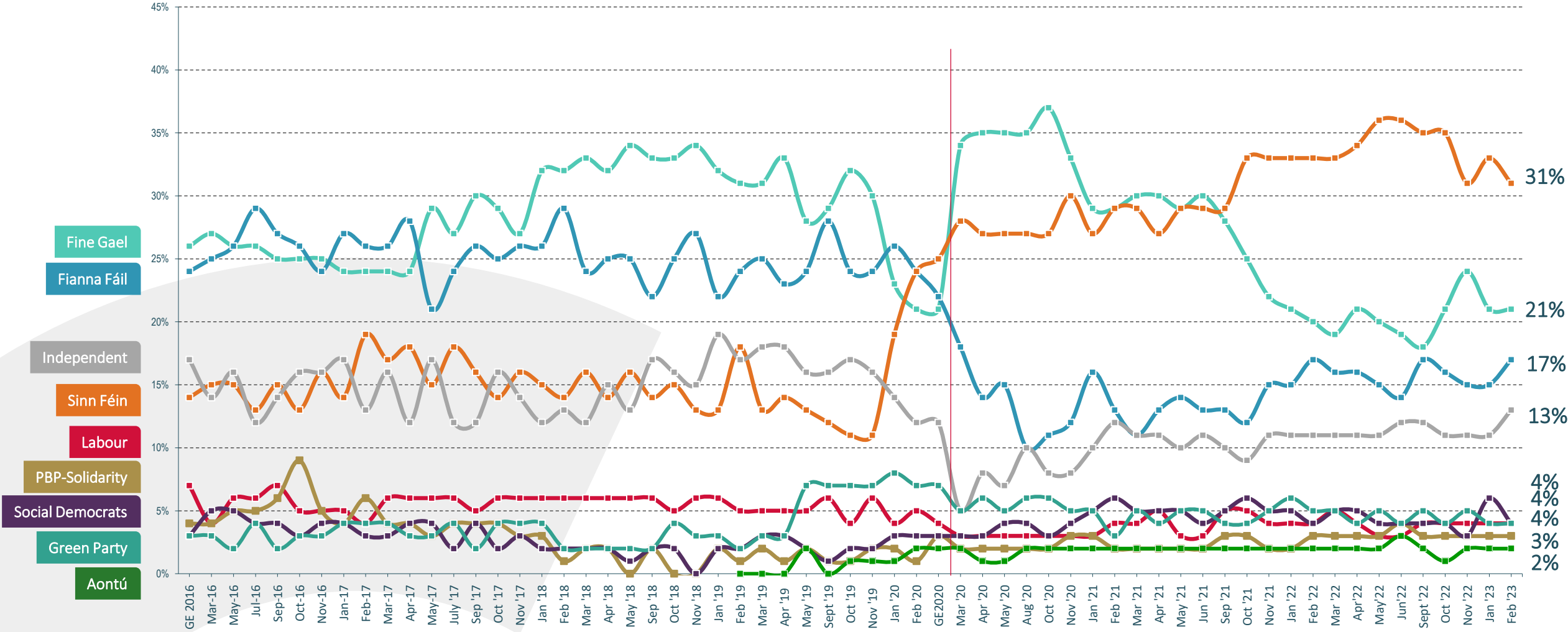
Not Showing Other Party: 1%

(Base: All adults 18+ who will vote)

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



# First preference vote intention – since GE 2016

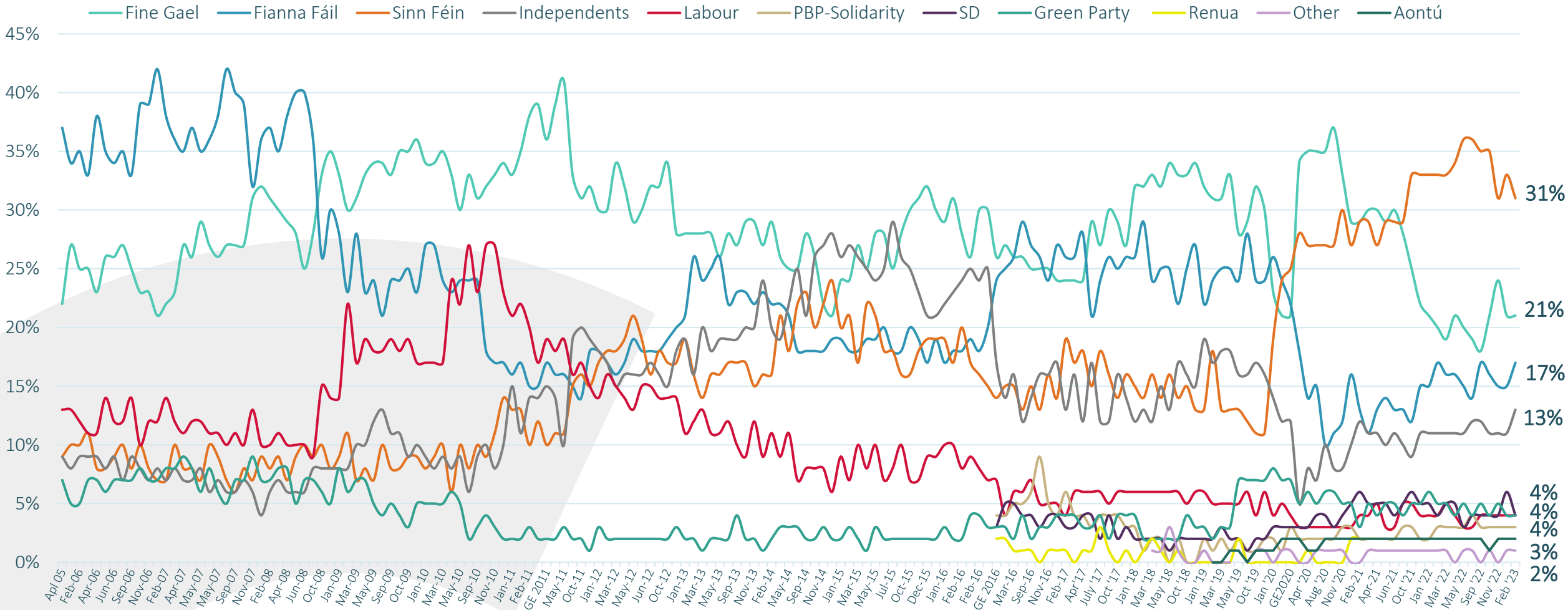


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 2005 to 2022

Note; From GE 2016 Onwards, 'Independents/Others' split out to show PBP-Solidarity, Social Democrats, Aontú, Renua separately



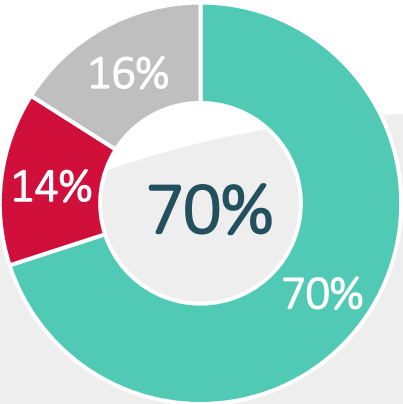
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# 02

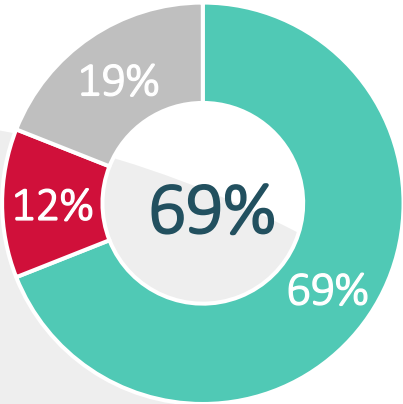
## Attitudes Towards Drug Use in Ireland

# Attitudes around drugs use - Summary



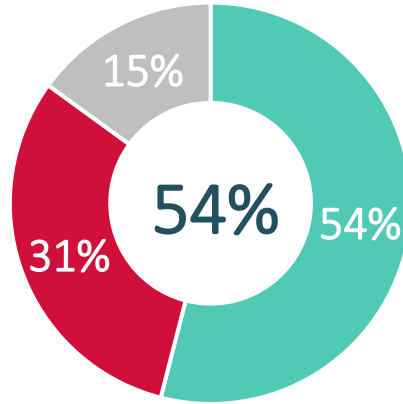
■ Support ■ Oppose ■ Don't Know

Greater availability of currently **illegal drugs** but only for **therapeutic or medicinal use**



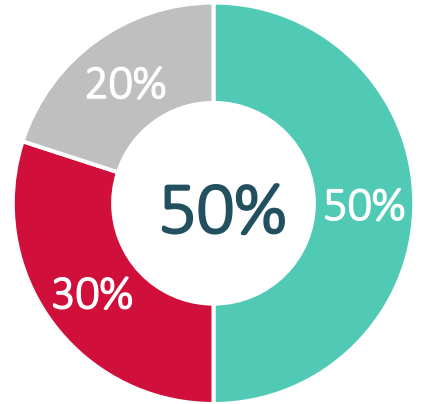
■ Support ■ Oppose ■ Don't Know

Greater investment in services that reduce the health and social harms of problem drug use, such as supervised injection centres



■ Support ■ Oppose ■ Don't Know

The legalisation and **regulated sale of cannabis** for recreational purposes



■ Support ■ Oppose ■ Don't Know

The **decriminalisation of drugs** for personal use

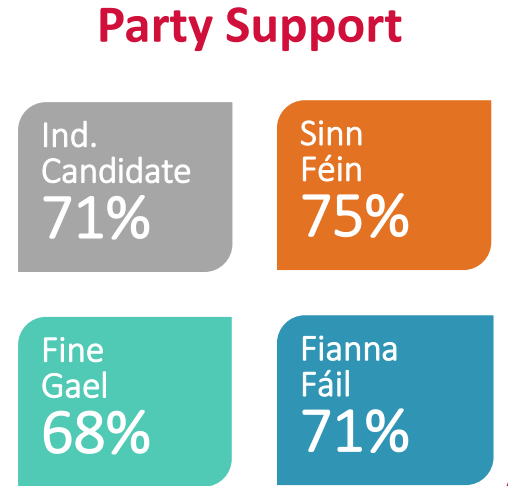
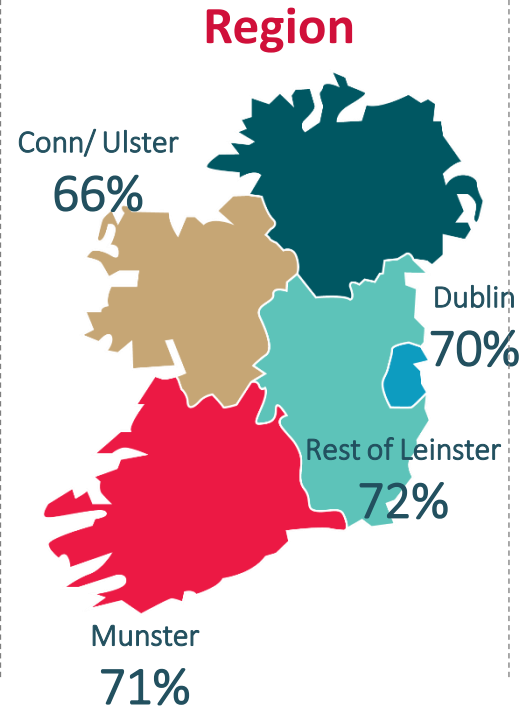
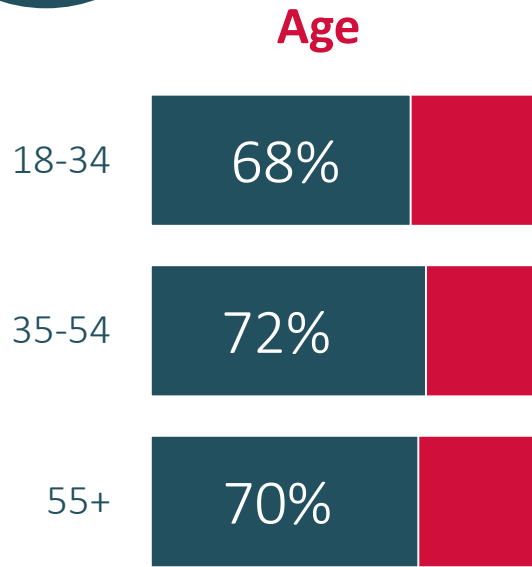
(Base: All adults 18+)

The government has approved the formation of a Citizens' Assembly on Drugs Use in Ireland. The assembly will be asked to consider the legislative, policy and operational changes the State could make to significantly reduce the harmful impacts of illegal drugs on individuals, families, communities and wider society. In light of this, would you support or oppose the following with regard to drug usage and legislation in Ireland?

# Strong support across the board for drugs for medicinal use



70%



(Base: All adults 18+)

Would you support or oppose the following with regard to drug usage and legislation in Ireland?

Greater availability of currently illegal drugs but only for therapeutic or medicinal use

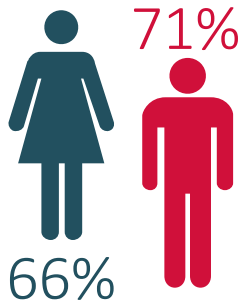
# Younger and older cohorts most support social investment

% would support greater investment in services that reduce social harms e.g. injection centres

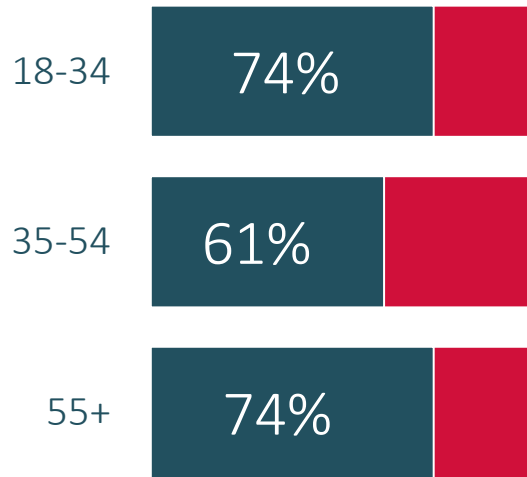


69%

## Gender



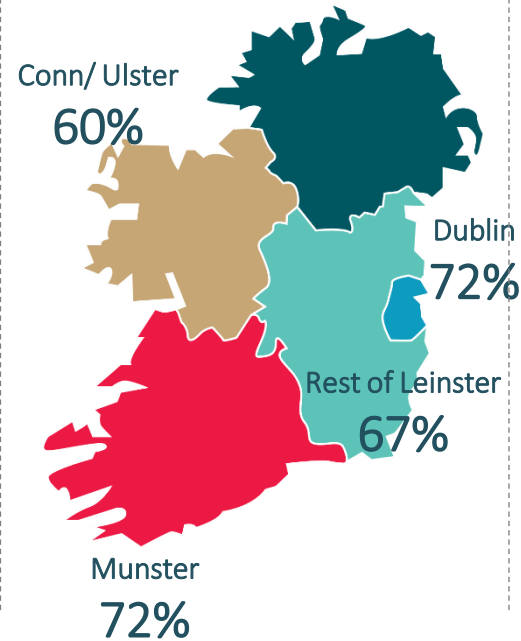
## Age



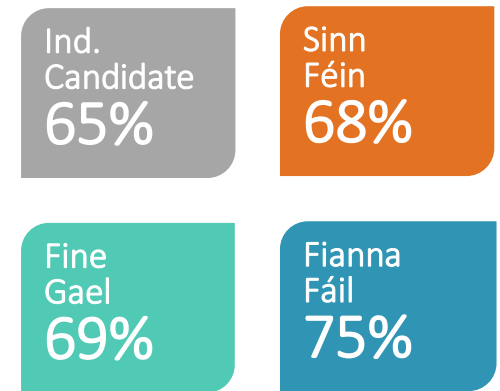
## Social Class



## Region



## Party Support



(Base: All adults 18+)

Would you support or oppose the following with regard to drug usage and legislation in Ireland?

Greater investment in services that reduce the health and social harms of problem drug use, such as supervised injection centres

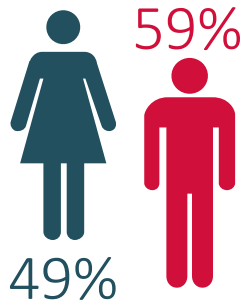
# Two thirds of under 34s support the legalisation of cannabis

% would support the legalisation and regulated sale of cannabis in Ireland

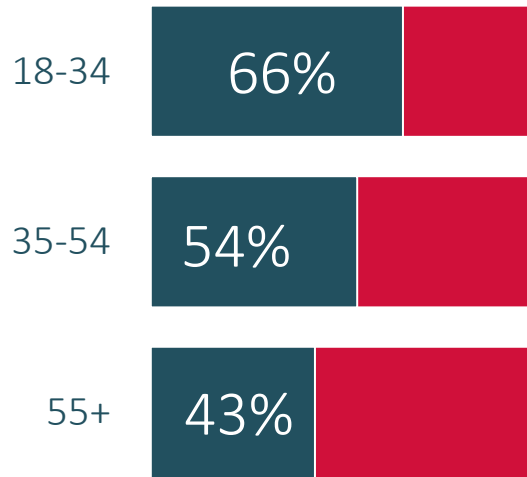


54%

## Gender



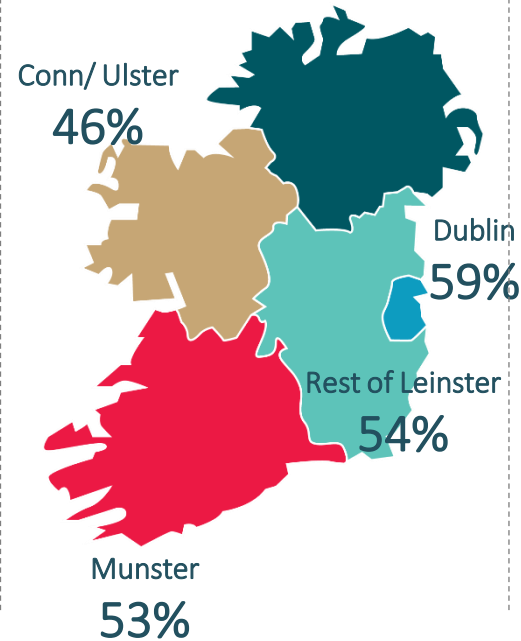
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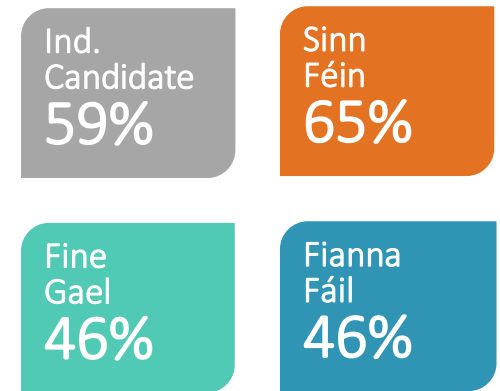
## Social Class



## Region



## Party Support



(Base: All adults 18+)

Would you support or oppose the following with regard to drug usage and legislation in Ireland?

The legalisation and regulated sale of cannabis for recreational purposes

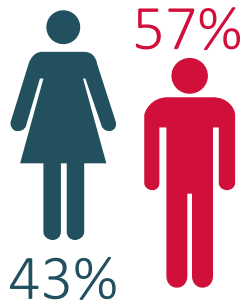
# Men, younger cohorts & SF voters support decriminalisation



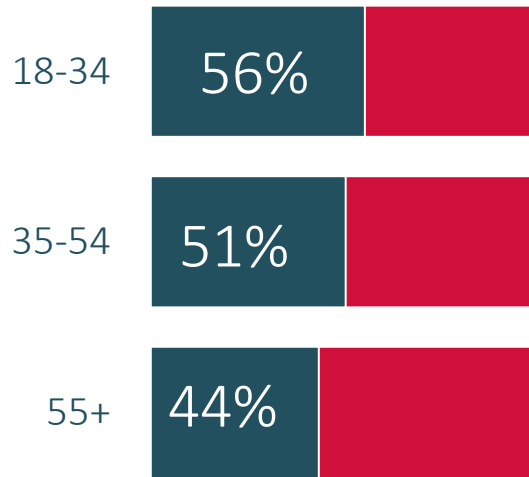
% support decriminalisation of drugs for personal use

50%

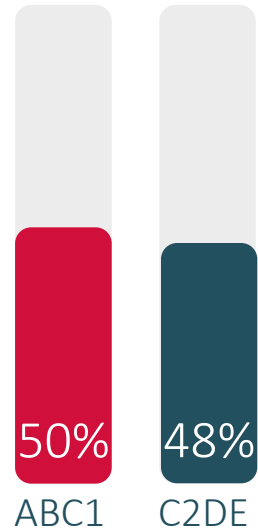
## Gender



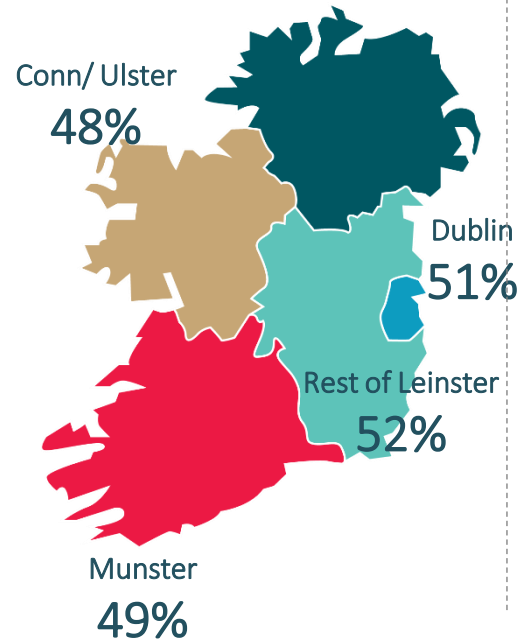
## Age



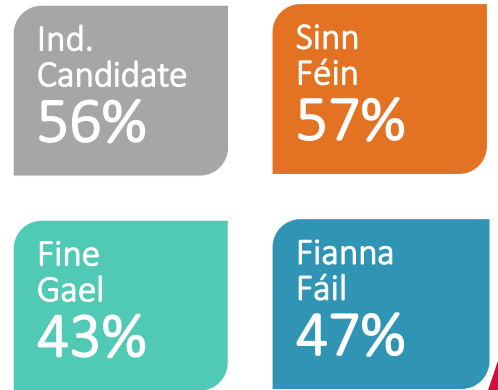
## Social Class



## Region



## Party Support



(Base: All adults 18+)

Would you support or oppose the following with regard to drug usage and legislation in Ireland?

The decriminalisation of drugs for personal use (under decriminalisation, drugs and drug use remain illegal, but the consequences of being caught in possession of small amounts of drugs for personal use are not criminal.)





# 03

## Gerry vs. Bertie – Mock Presidential election

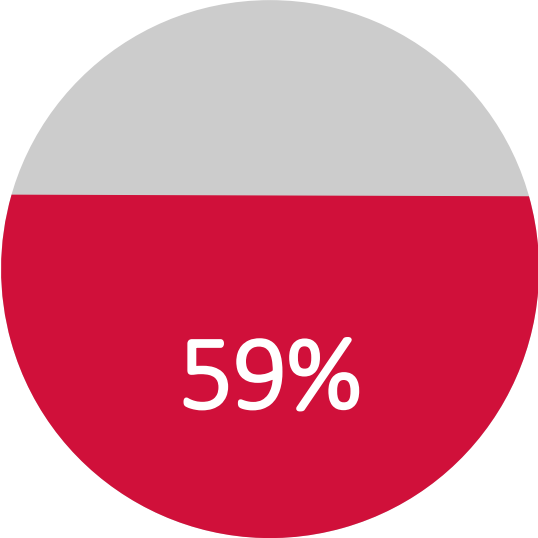
# Preference for 2025 presidential election



BERTIE AHERN



GERRY ADAMS



NEITHER

(Base: All adults 18+)

There is due to be a Presidential Election held in Ireland in 2025. While no candidates have officially said they will be running yet, some names have come to light recently as possible candidates including Bertie Ahern and Gerry Adams. Who would you vote for if there was a two-way run off for the presidential election between Gerry Adams and Bertie Ahern?

# Adams stronger among U34s while Ahern ahead among 55+

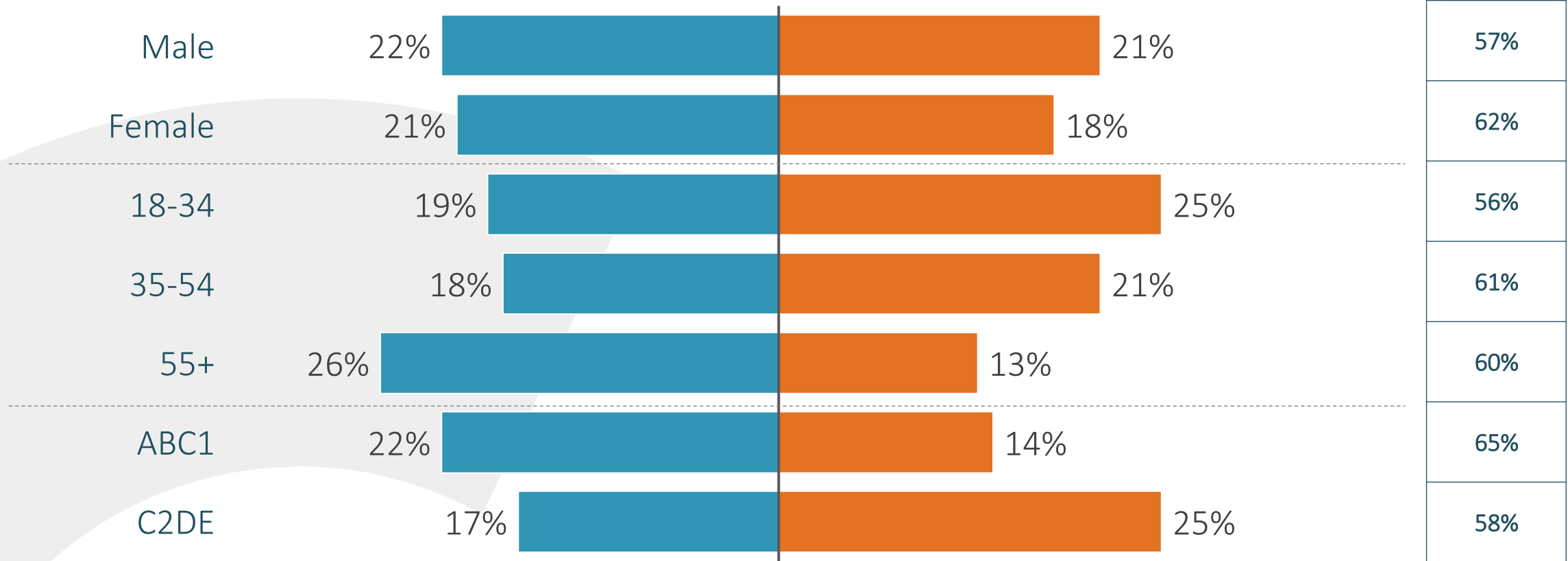
Presidential election



Bertie Ahern



Gerry Adams



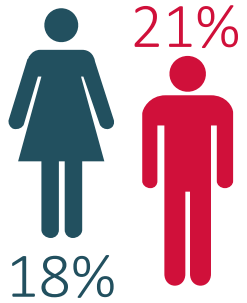
# More support for Adams among young/lower social grades

% would support Gerry Adams

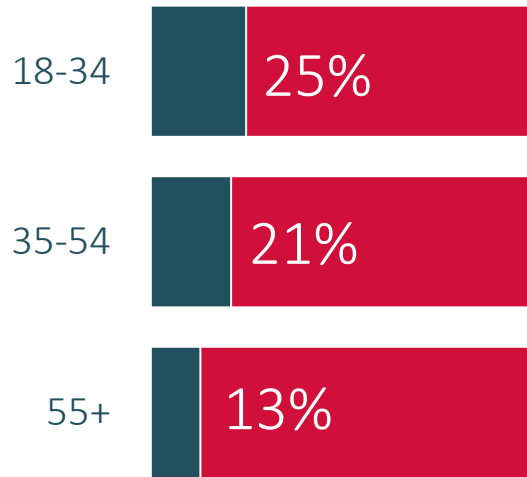


19%

## Gender



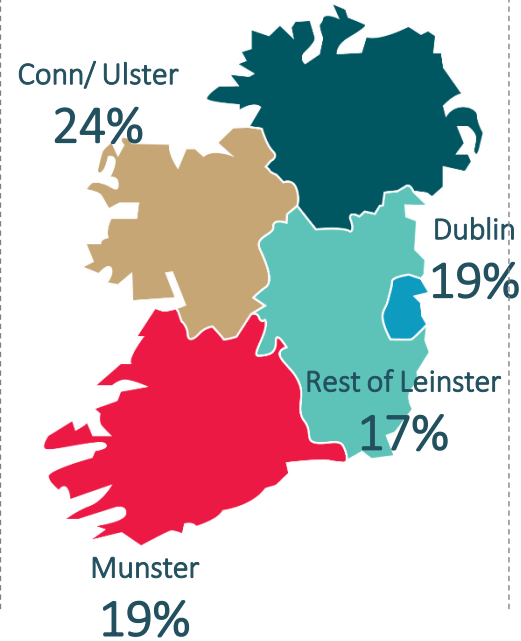
## Age



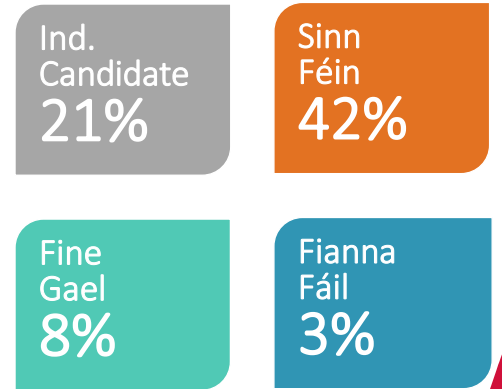
## Social Class



## Region



## Party Support



(Base: All adults 18+)

There is due to be a Presidential Election held in Ireland in 2025. While no candidates have officially said they will be running yet, some names have come to light recently as possible candidates including Bertie Ahern and Gerry Adams. Who would you vote for if there was a two-way run off for the presidential election between Gerry Adams and Bertie Ahern?

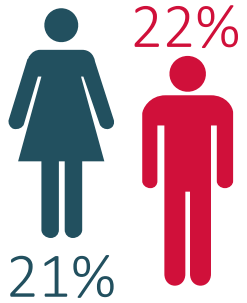
# Ahern stronger among over 55s

% would support Bertie Ahern

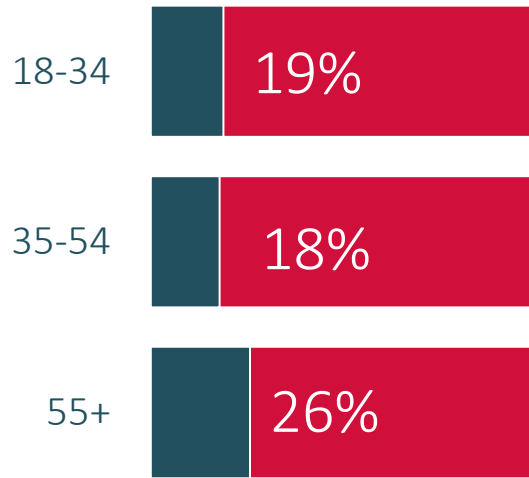


21%

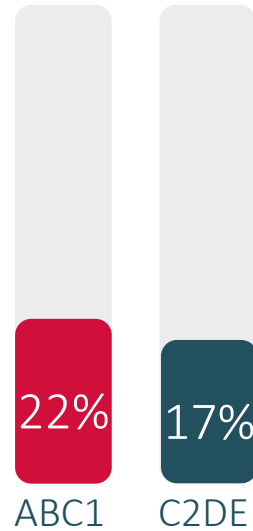
## Gender



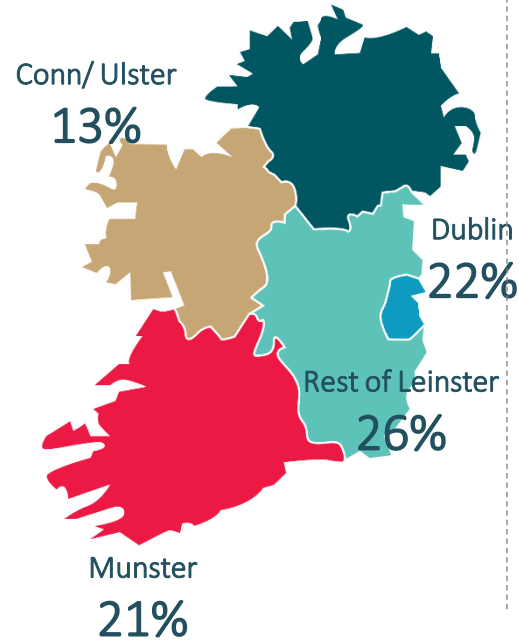
## Age



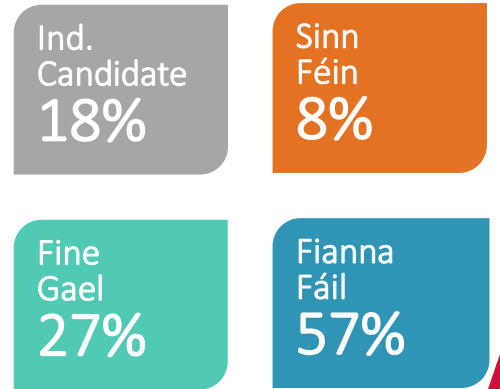
## Social Class



## Region



## Party Support



(Base: All adults 18+)

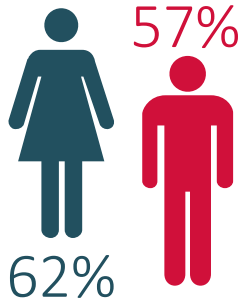
There is due to be a Presidential Election held in Ireland in 2025. While no candidates have officially said they will be running yet, some names have come to light recently as possible candidates including Bertie Ahern and Gerry Adams. Who would you vote for if there was a two-way run off for the presidential election between Gerry Adams and Bertie Ahern?

# 2 in 5 FF voters and half of SF voters wouldn't vote for either

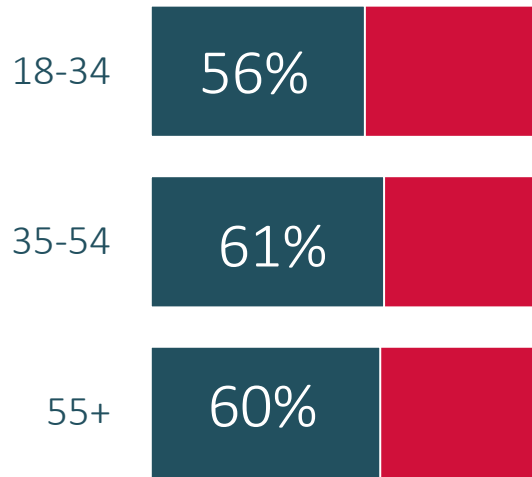
% would support neither

59%

## Gender



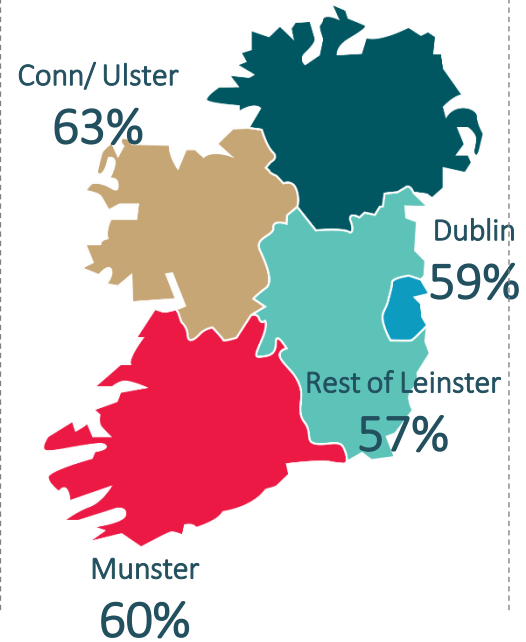
## Age



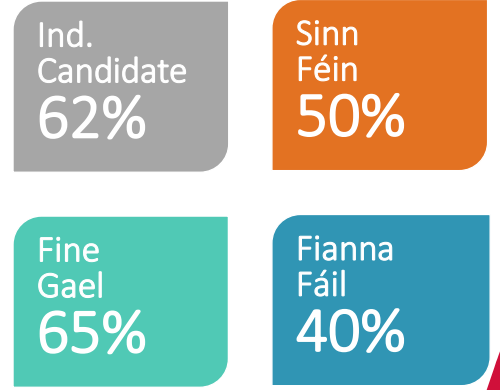
## Social Class



## Region



## Party Support



(Base: All adults 18+)

There is due to be a Presidential Election held in Ireland in 2025. While no candidates have officially said they will be running yet, some names have come to light recently as possible candidates including Bertie Ahern and Gerry Adams. Who would you vote for if there was a two-way run off for the presidential election between Gerry Adams and Bertie Ahern?



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



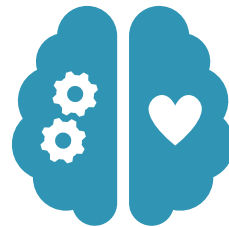
Mapping and delivering easy and enjoyable customer journey's and experiences to maximize purchase and retention.

### 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**

