

REDC

**Business
Post**

Opinion Poll Report March 2023

JN. 634523



Methodology and Weighting

- RED C interviewed a random sample of **1,005** adults aged 18+ online between Friday 17th and Wednesday 22nd March 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 26th January and the 2nd February, while we also conducted two further polls online using our RED Line omnibus service.

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

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

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

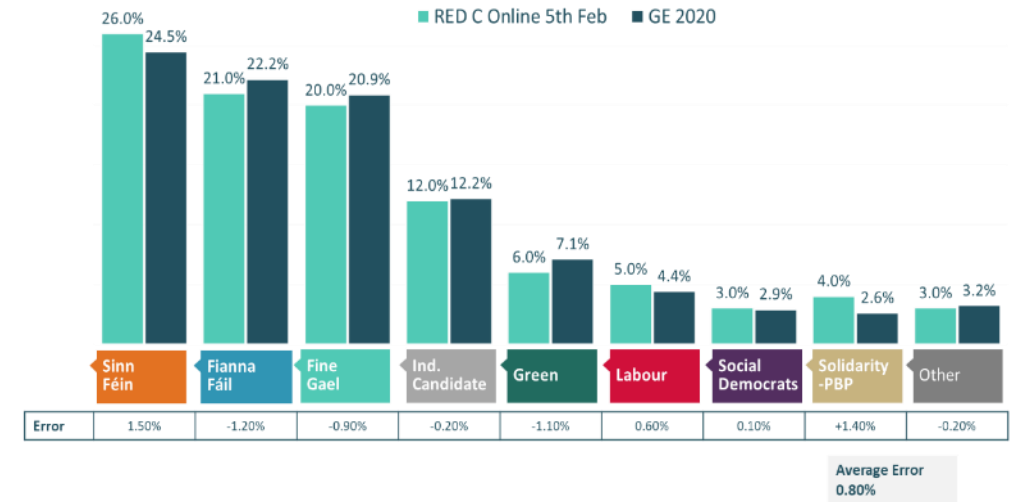
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

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

Final Online Poll Test During GE 2020

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

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

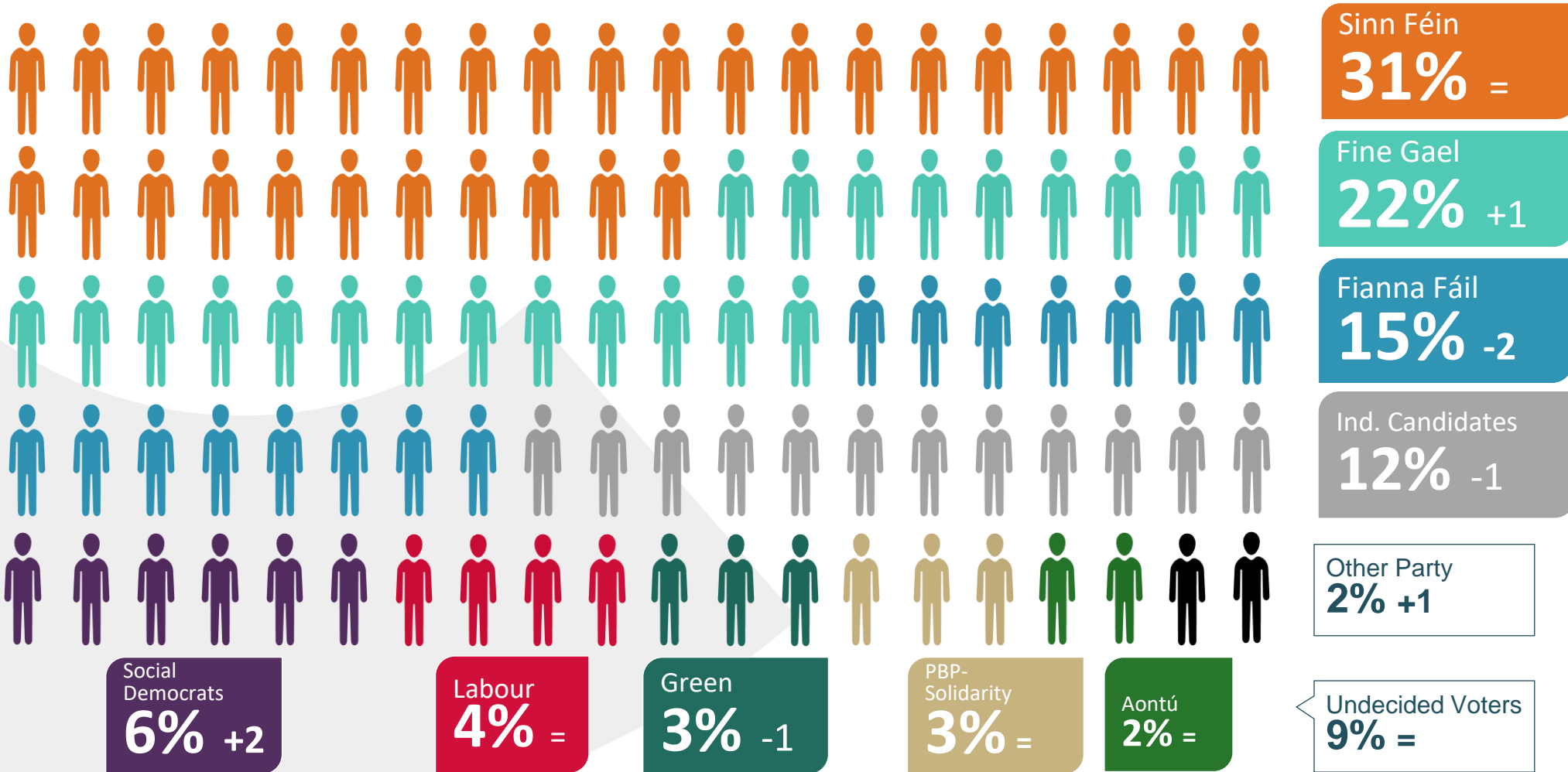


01

Vote Intention @ General Election

First preference vote intention – 26th March 2023

With change vs. last poll – March 2023

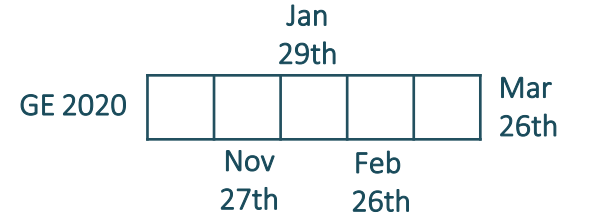
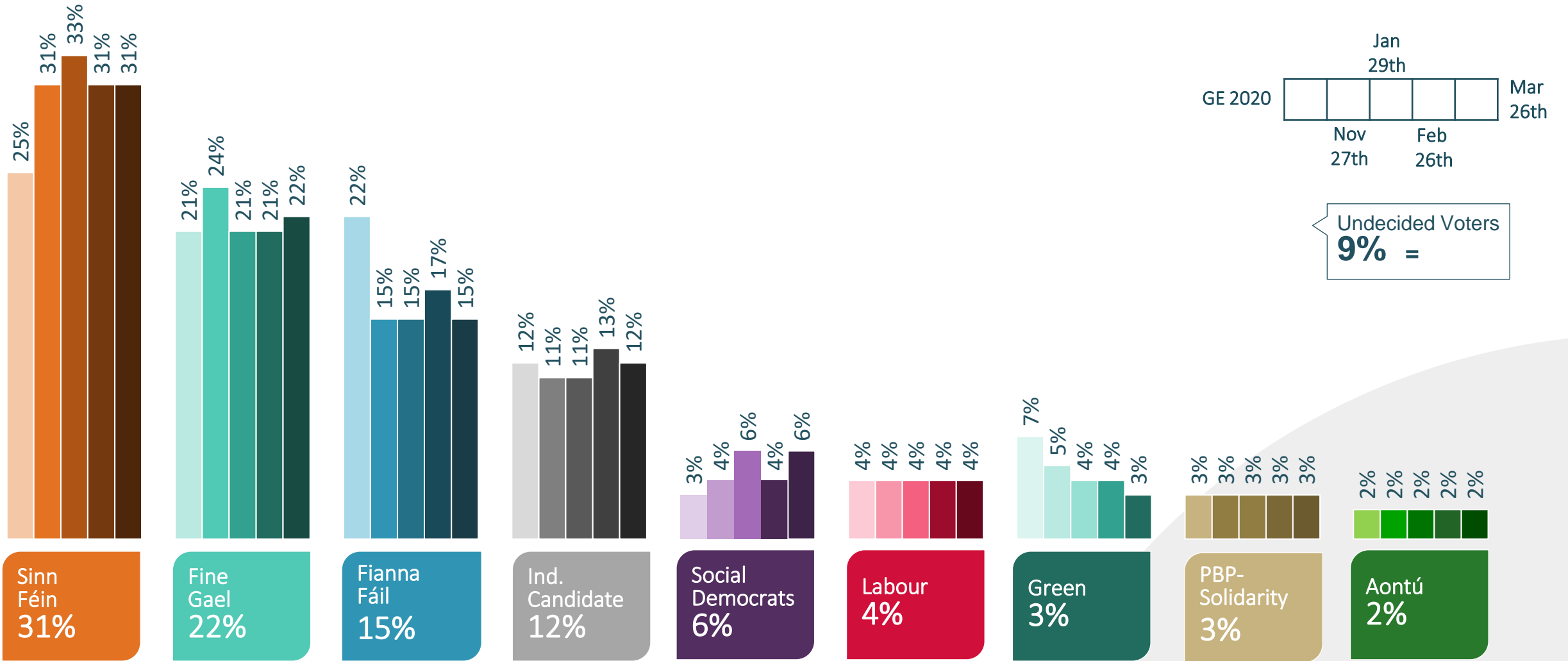


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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
2% +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 th March 2023	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	26%	28%	32%	31%
Fine Gael	18%	19%	22%	22%
Fianna Fáil	11%	12%	14%	15%
An Independent Candidate	9%	11%	12%	12%
Social Democrats	5%	5%	6%	6%
Labour Party	3%	4%	4%	4%
Green Party	2%	3%	3%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Aontú	2%	2%	2%	2%
Other Party	1%	1%	2%	2%
Would not vote	4%	4%		
Undecided/Refused	16%	8%		

Notes

1. For those that initially suggest they are undecided, we prompt with an extra question to ask which party they are most likely to vote for at this moment in time.
2. After this prompt we remove those that still say they are undecided, or would not vote, and re-proportion on those expressing a preference.
3. Turnout weighting is added based on a algorithm that combines data on how likely someone is to say they plan to vote at the next GE on a 10 point scale, and whether they actually voted at the last election (if they were eligible to do so).

First preference vote intention x demographics

Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

26 th March 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%	32%	31%	34%	36%	24%	25%	39%	26%	35%	26%	40%
Fine Gael	22%	24%	20%	14%	18%	32%	25%	17%	25%	20%	20%	25%
Fianna Fáil	15%	13%	16%	14%	13%	16%	17%	11%	13%	16%	16%	10%
An Independent Candidate	12%	11%	14%	13%	13%	12%	10%	14%	6%	12%	20%	13%
Social Democrats	6%	7%	5%	9%	5%	5%	8%	5%	8%	4%	8%	3%
Labour Party	4%	5%	3%	2%	5%	4%	4%	3%	5%	5%	4%	-
Green Party	3%	2%	4%	4%	2%	3%	4%	2%	5%	1%	3%	2%
People Before Profit-Solidarity (including Rise)	3%	2%	4%	5%	4%	1%	3%	4%	6%	4%	1%	2%
Aontú	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%	1%	3%

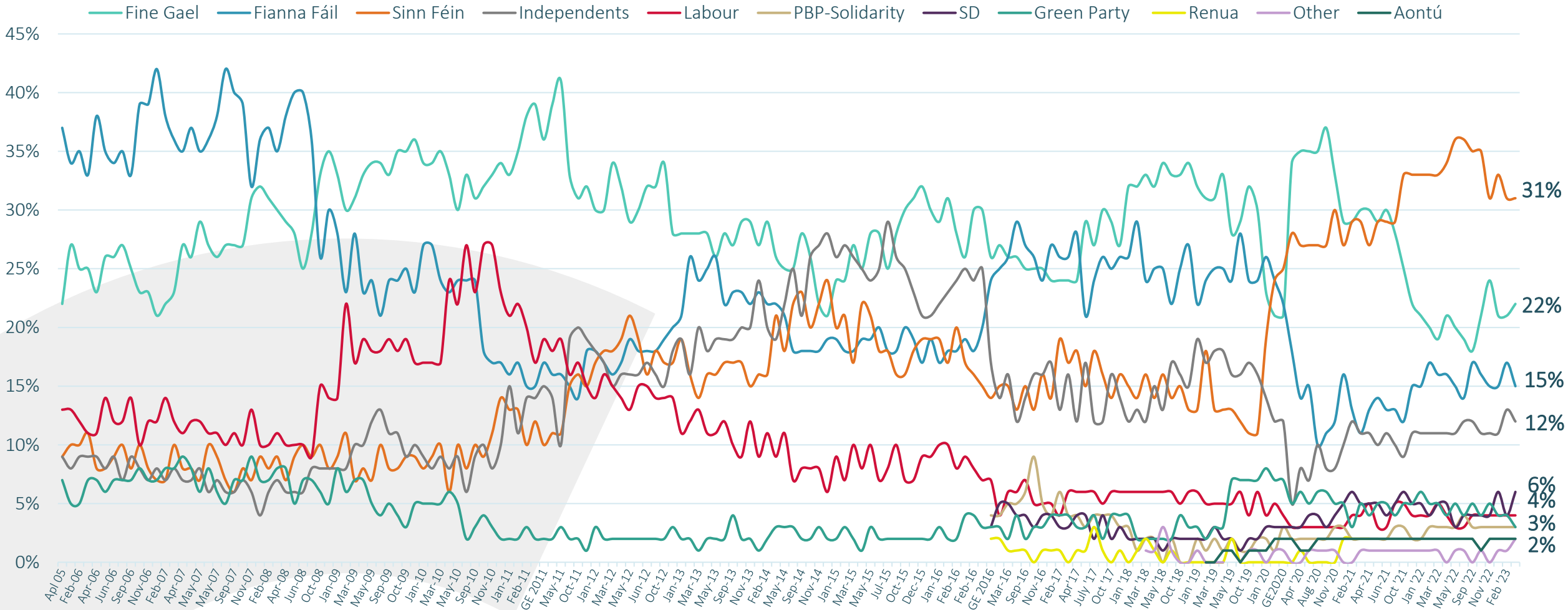
Not Showing Other Party: 2%

(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 – 2005 to 2022

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



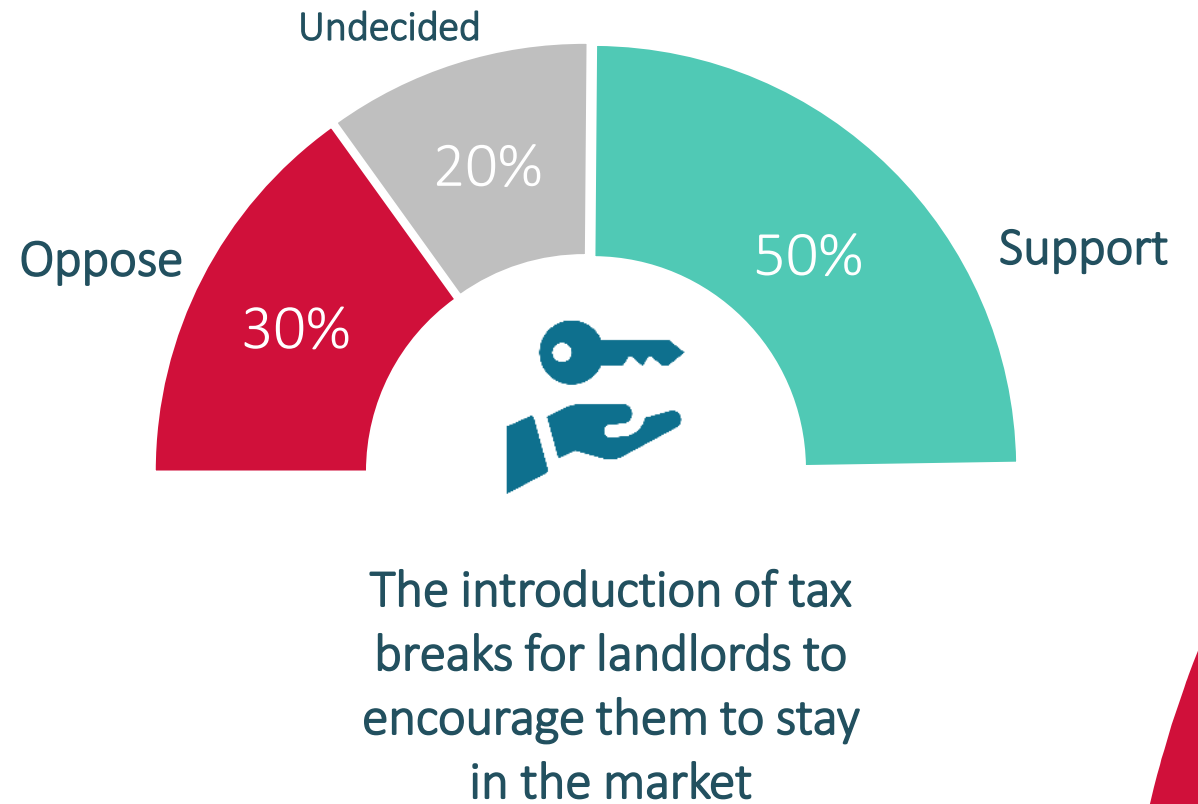
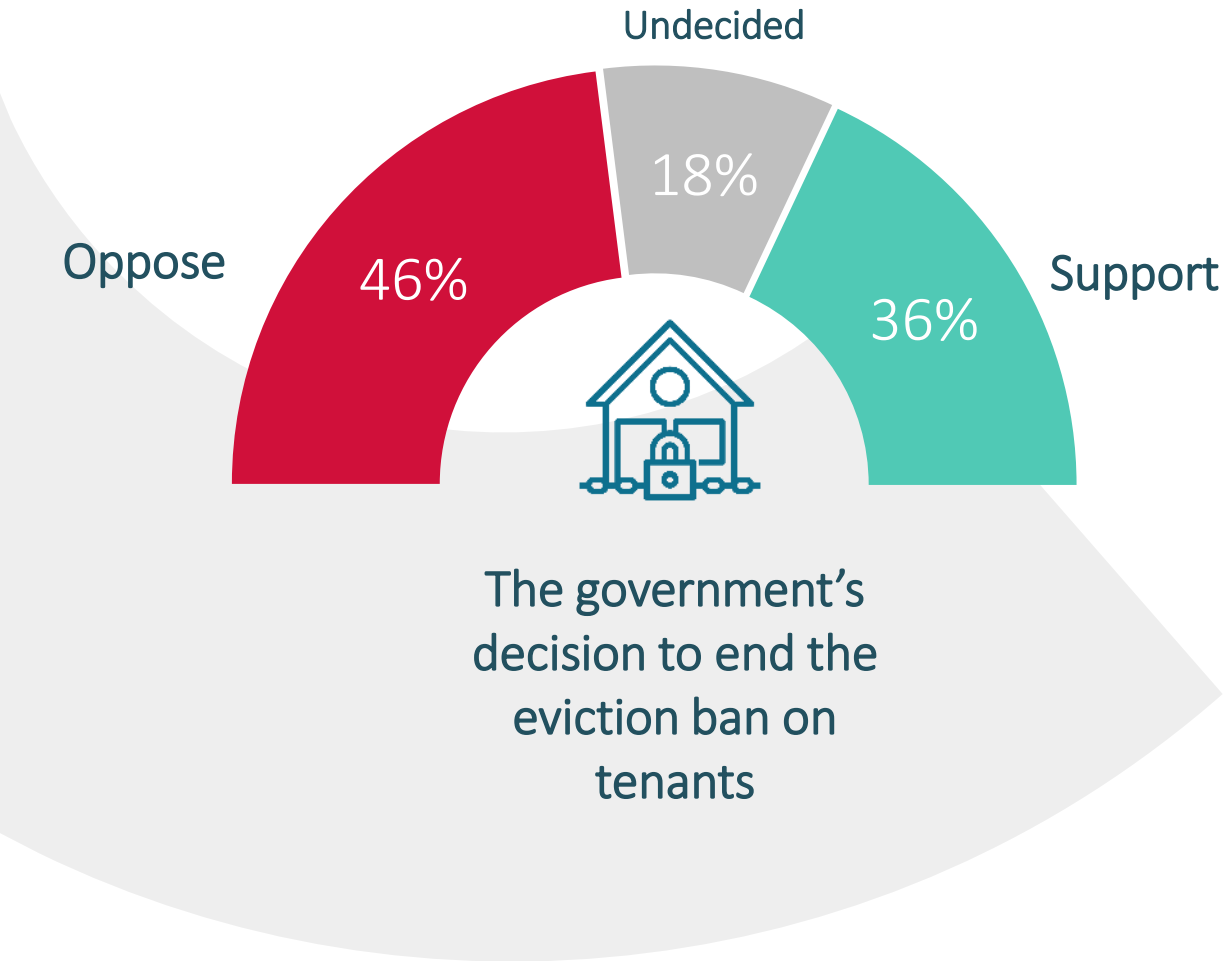
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

02

Support/ Opposition
towards ending the
Eviction Ban and Tax
breaks for landlords

Public support/opposition to government actions on housing **REDC**



(Base: All adults 18+)

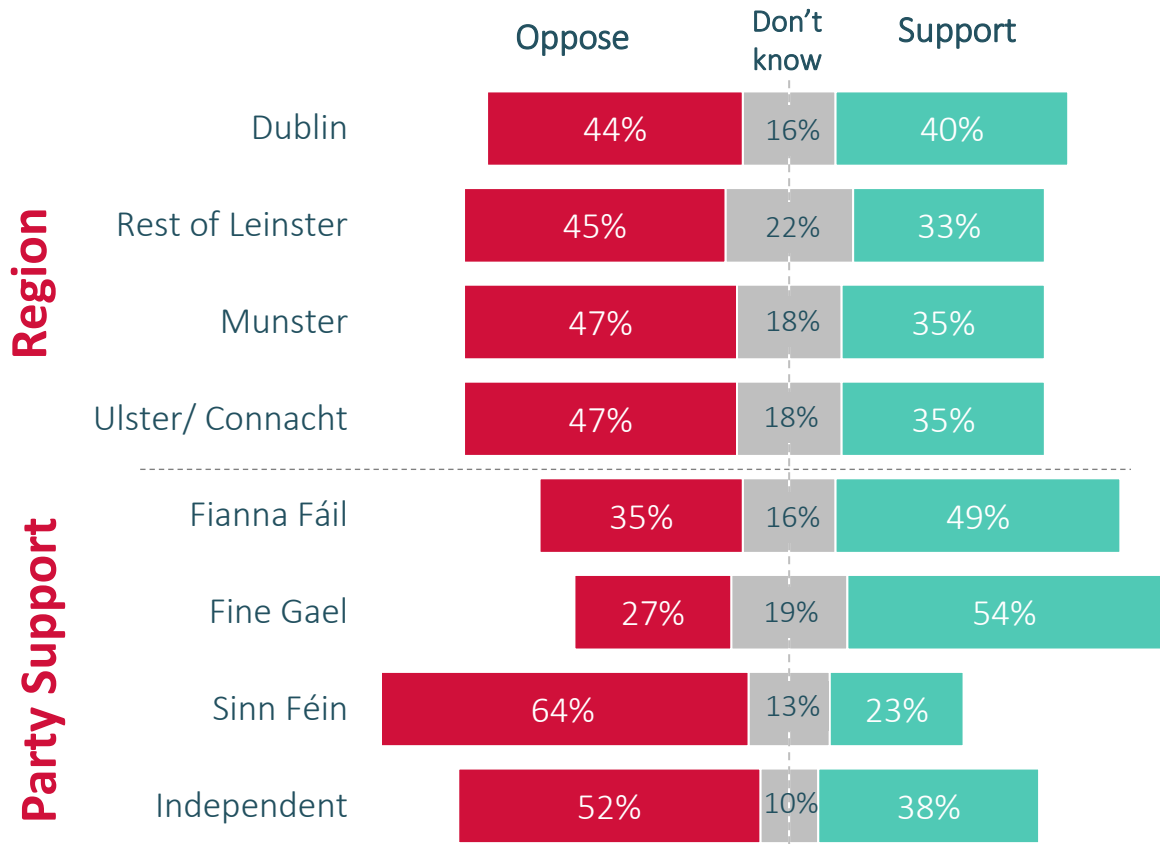
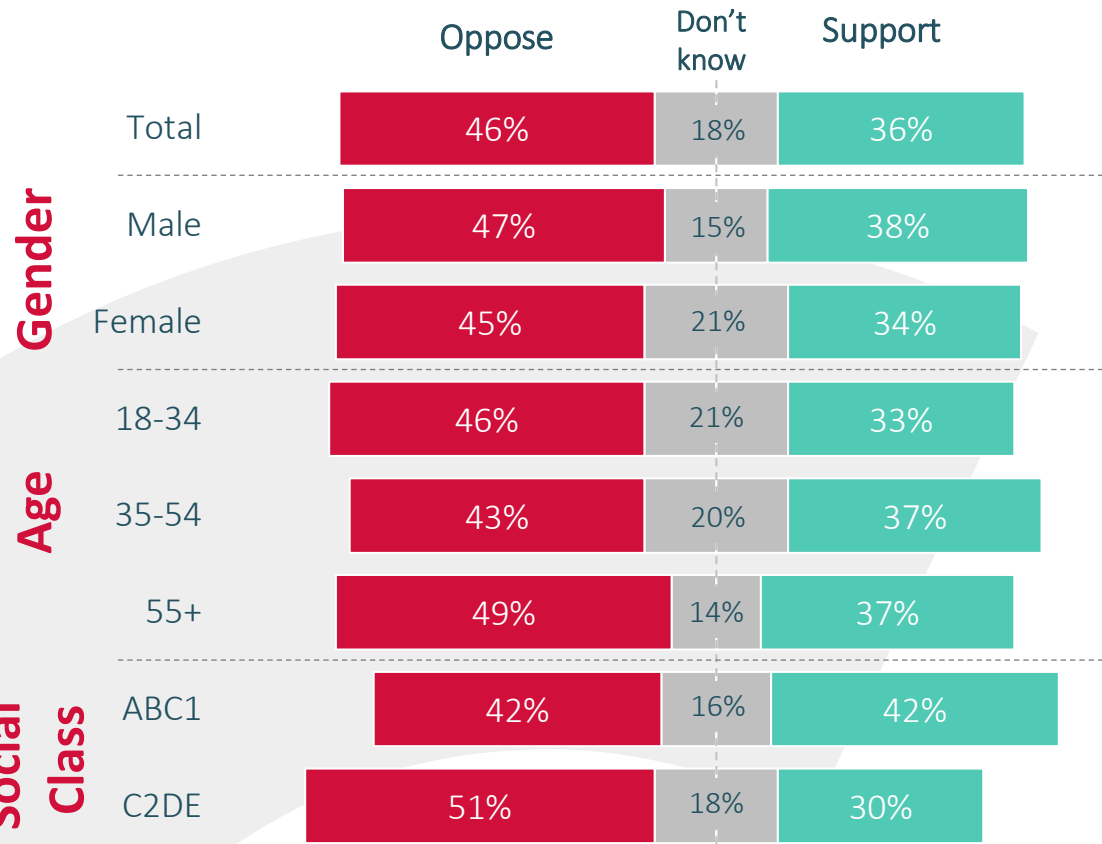
Q. Looking at the below proposals which have been made by others in relation to some current political issues, please let us know whether you would support or oppose each proposal.

Division on government decision to end eviction ban



Opposition to the decision outweighs support among all demographics except those who intend to voter for government parties

Support/Opposition to the government's decision to end the eviction ban on tenants



(Base: All adults 18+)

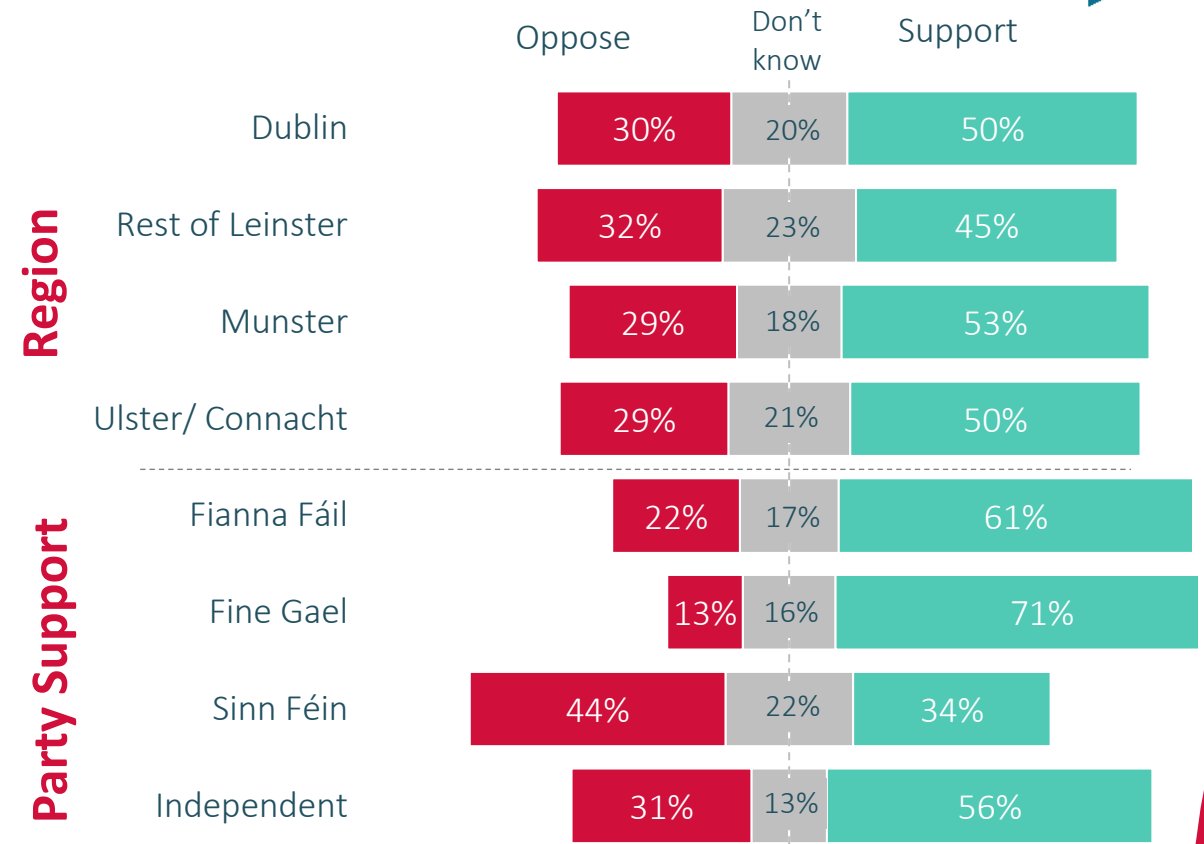
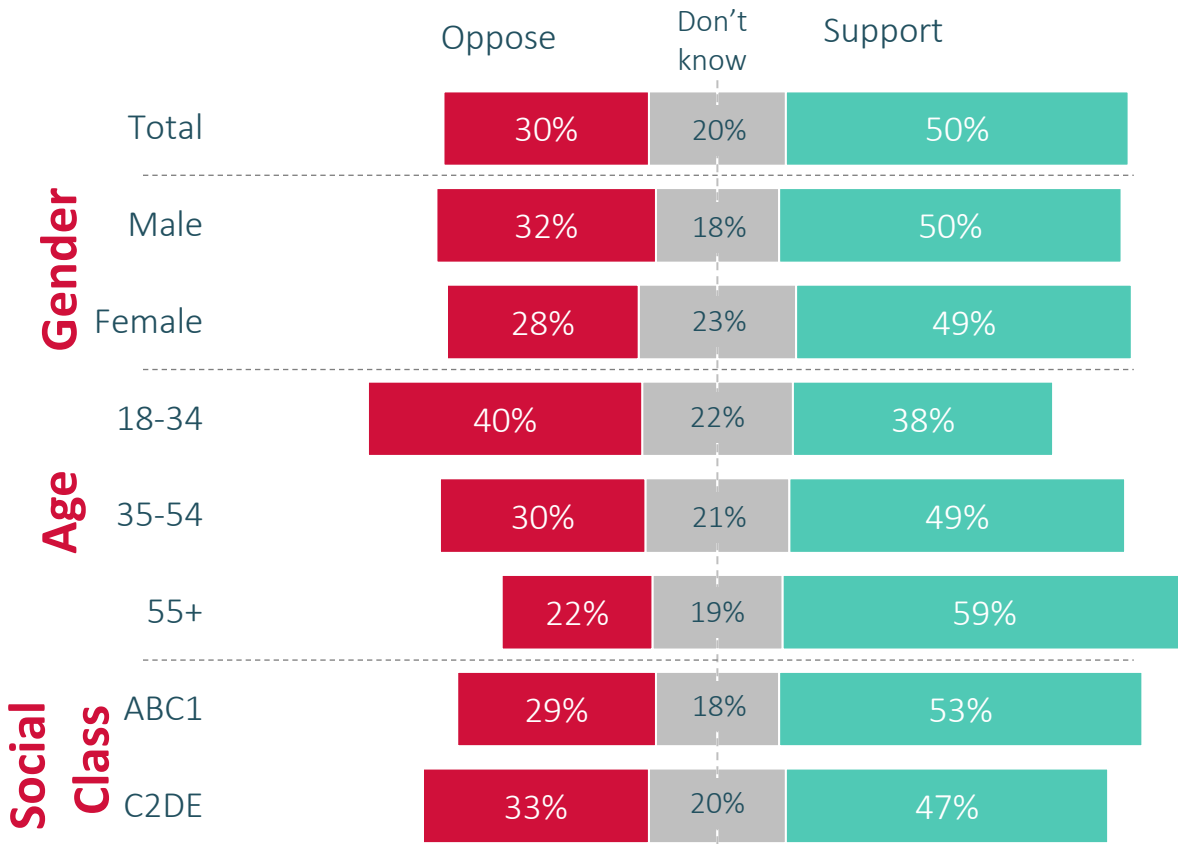
Q. Looking at the below proposals which have been made by others in relation to some current political issues, please let us know whether you would support or oppose each proposal. Do you support or oppose the government's decision to end the eviction ban of tenants?

Support for tax breaks for landlords outweighs opposition

Those in older and more upmarket groups, and government voters are much more likely to support the introduction of tax breaks



Support/Opposition to the introduction of tax breaks for landlords designed to encourage them to stay in the market



(Base: All adults 18+)

Q. Looking at the below proposals which have been made by others in relation to some current political issues, please let us know whether you would support or oppose each proposal.

Do you support or oppose the introduction of tax breaks for landlords designed to encourage them to stay in the market?

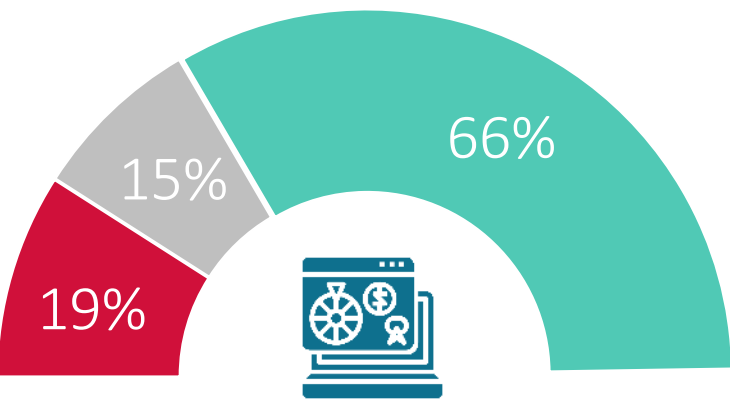
03

Support/ Opposition
towards banning gambling
ads, removal of “women in
home” language from
constitution, and
congestion charges

Support/opposition to various political positions

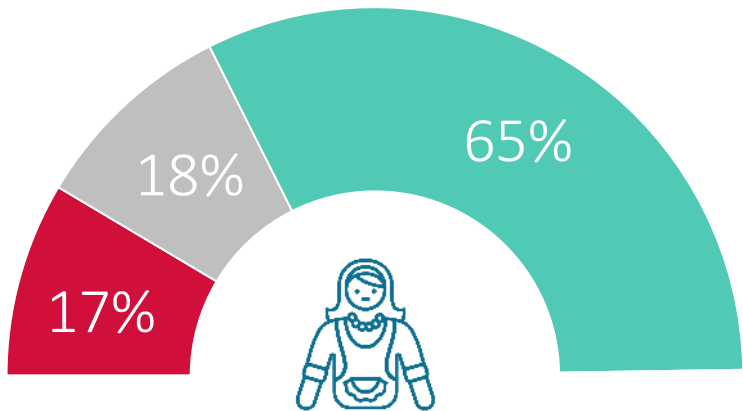
■ Oppose ■ Undecided ■ Support

Gambling Advertising Ban



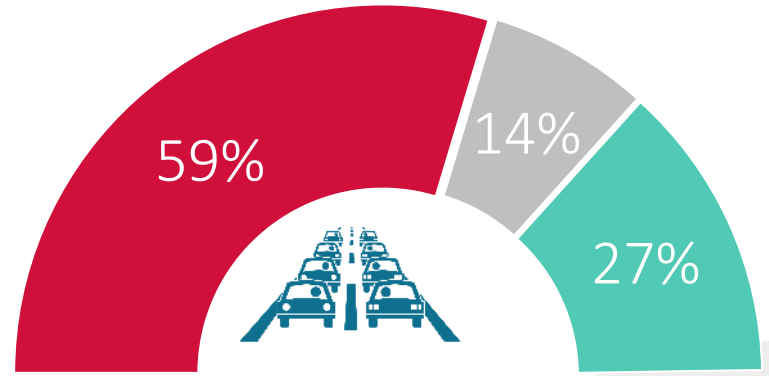
Following Belgium's lead this year and introducing a ban on all gambling adverts in Ireland

Women's Duties in Constitution



The removal of language in the Irish constitution referring to women's duties in the home

Congestion Charge



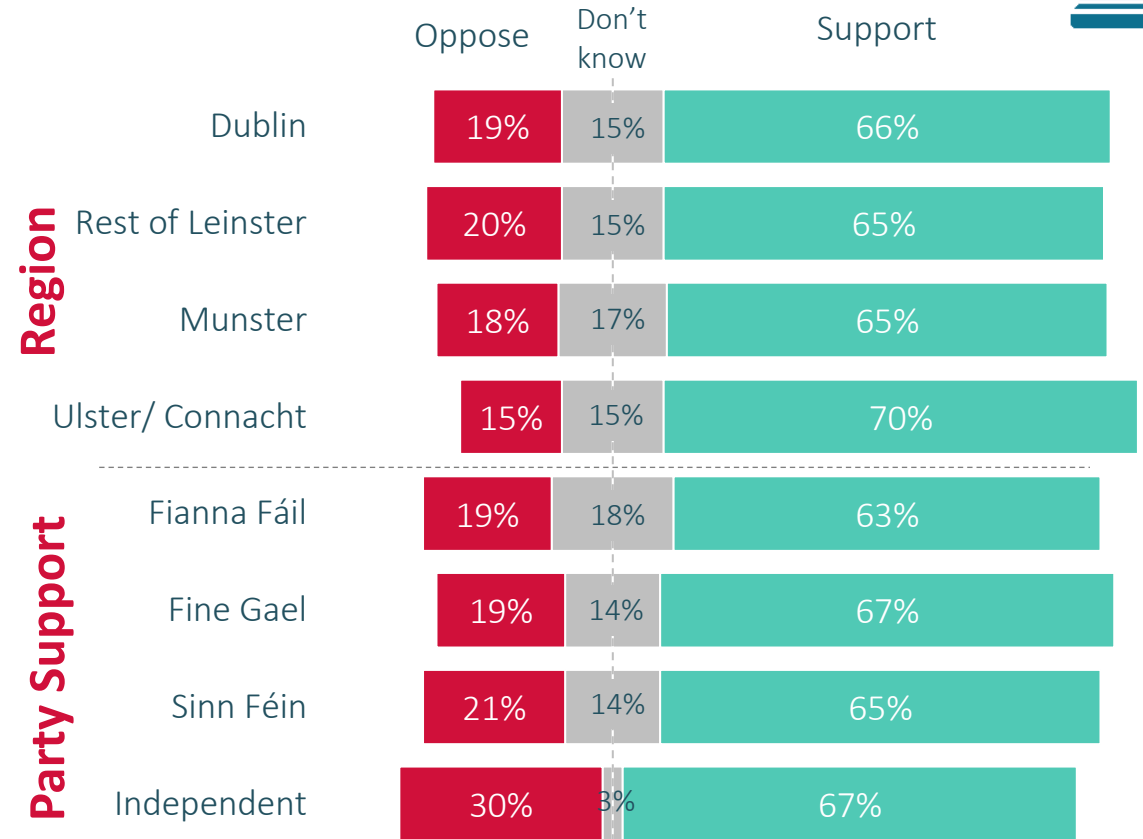
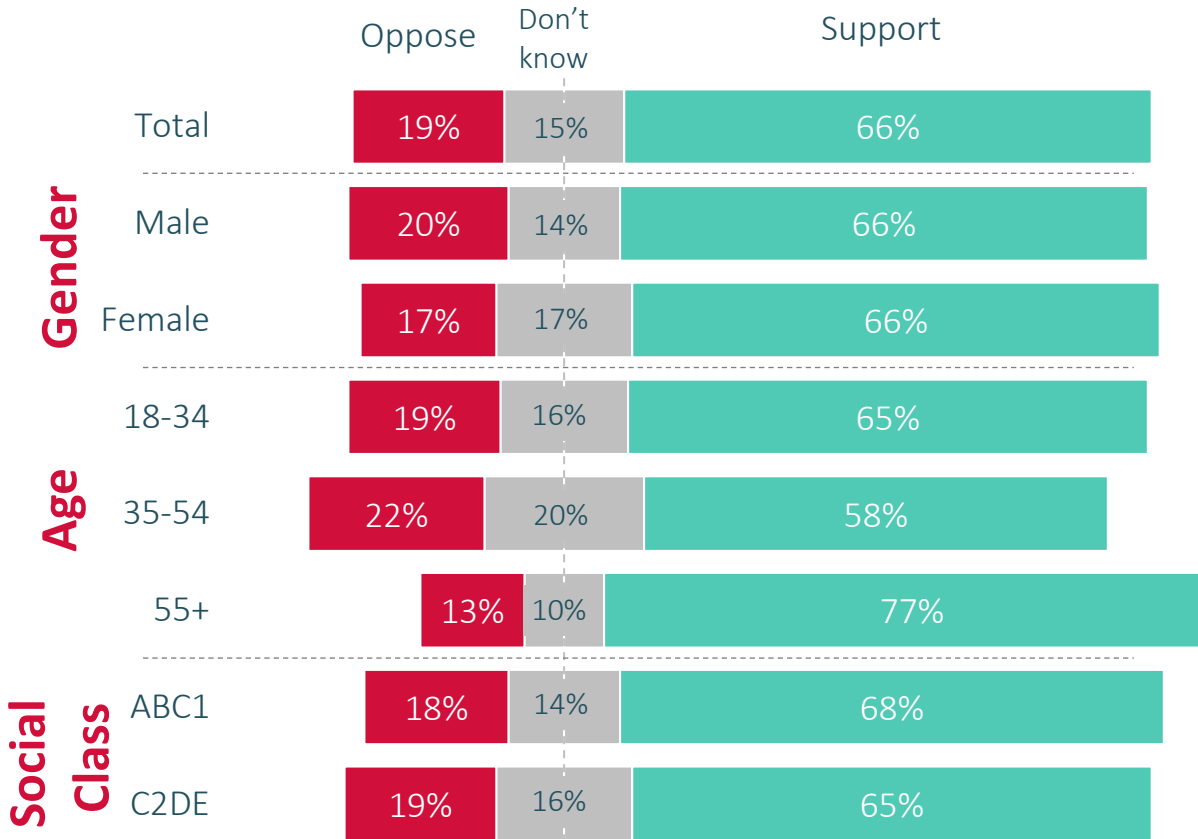
A congestion charge of €10 per day being introduced in the country's five major cities designed to reduce car usage in the city centres

Majority support ban gambling advertising in Ireland

Over 55s particularly likely to support a ban on gambling advertising



Support/Opposition to following Belgium's lead this year and introducing a ban on all gambling adverts in Ireland



(Base: All adults 18+)

Q. Looking at the below proposals which have been made by others in relation to some current political issues, please let us know whether you would support or oppose each proposal.

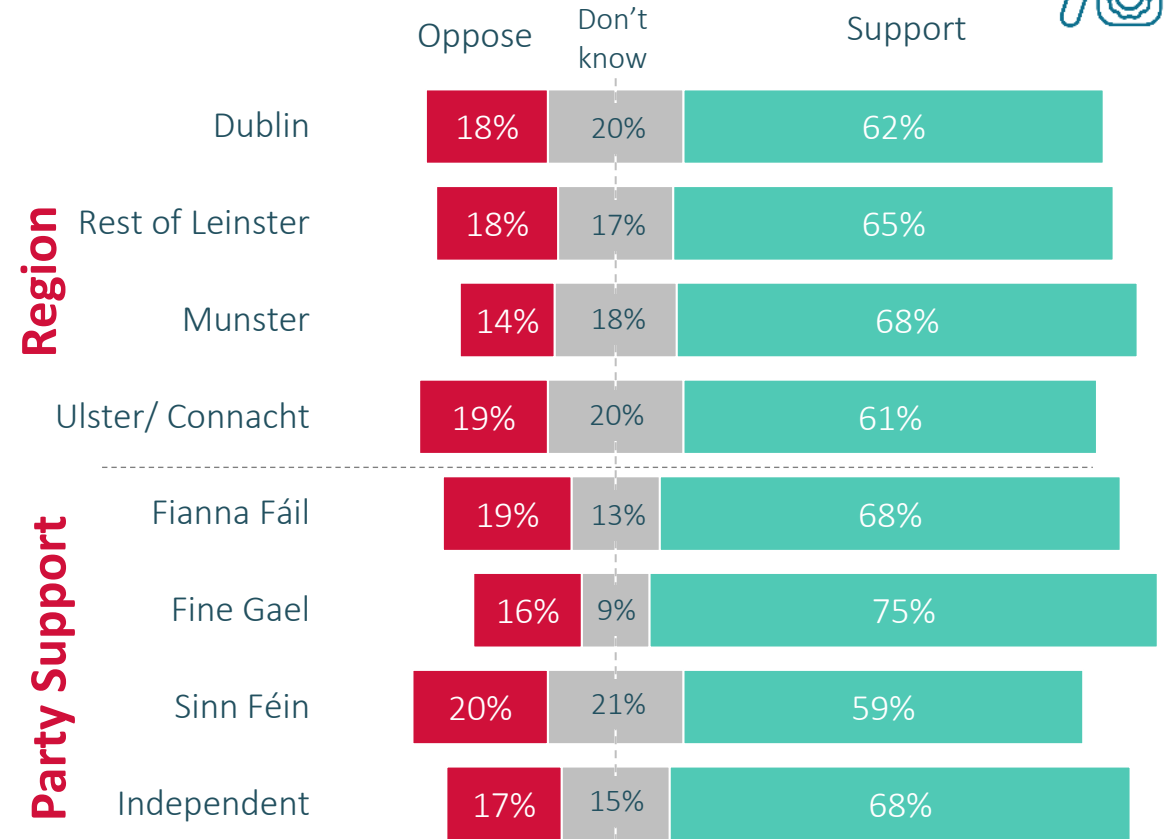
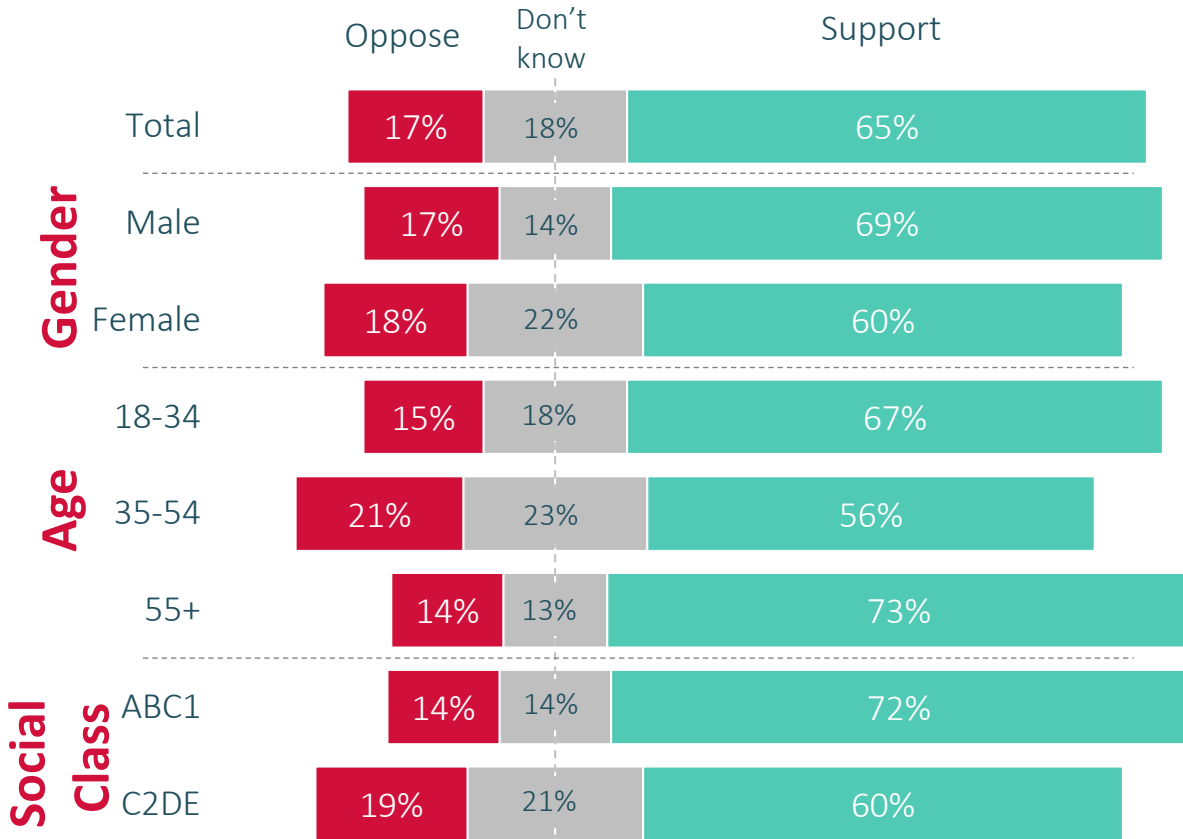
Do you support or oppose following Belgium's lead this year and introducing a ban on all gambling adverts in Ireland?

Majority support removing women in the home reference

Women, lower social grades, and 35-54 year olds have higher levels of uncertainty



Support/Opposition to the removal of language in the Irish constitution referring to women's duties in the home



(Base: All adults 18+)

Q. Looking at the below proposals which have been made by others in relation to some current political issues, please let us know whether you would support or oppose each proposal.

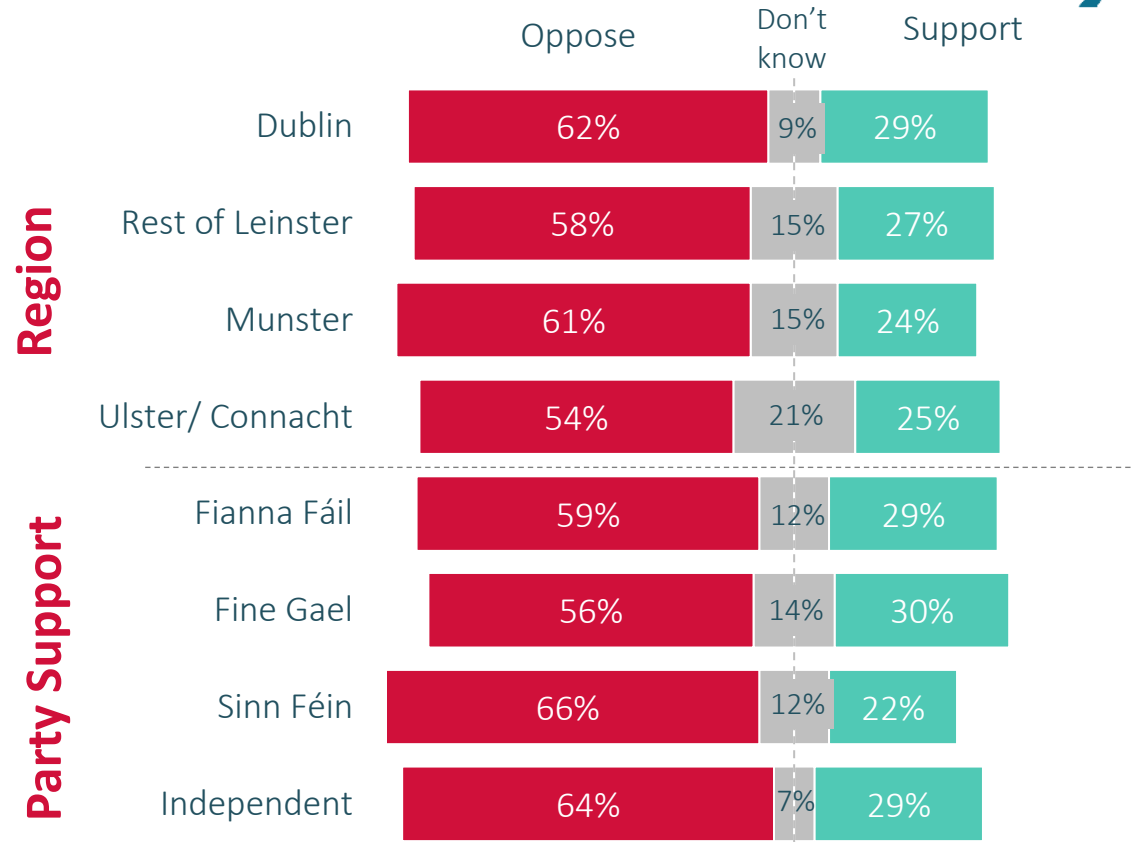
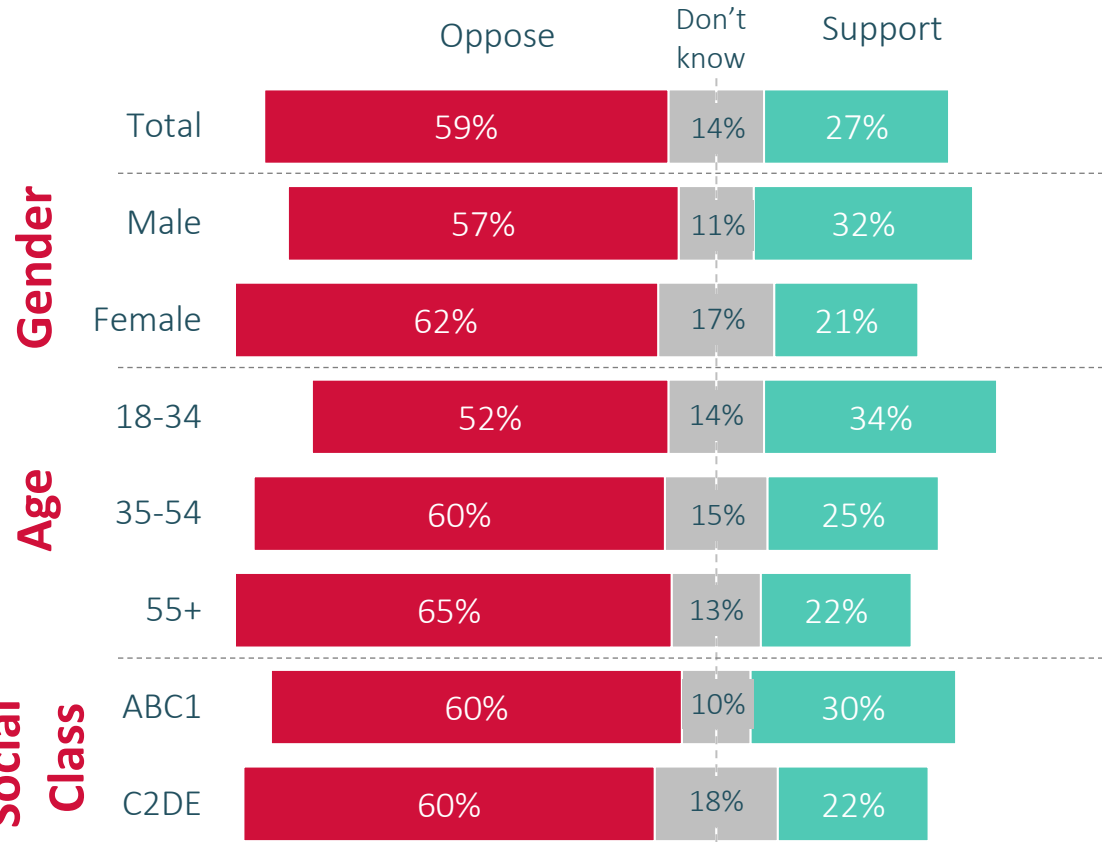
Do you support or oppose the removal of language in the Irish constitution referring to women's duties in the home?

Clear majority oppose congestion charges

Younger cohorts and those in more upmarket social groups are more likely to support congestion charges



Support/Opposition to the introduction of a congestion charge of €10 per day being introduced in Ireland's main cities



(Base: All adults 18+)

Q. Looking at the below proposals which have been made by others in relation to some current political issues, please let us know whether you would support or oppose each proposal.

Do you support or oppose the introduction of a congestion charge of €10 per day being introduced in the country's five major cities designed to reduce car usage in the city centres



03

About RED C

RED C are premier providers of research-based consultancy



RED C Ireland

Our founding agency is the largest independent market research agency in the Republic of Ireland with a staff of close to 50



RED C UK

Our fast-growing UK agency Directors all have over 20 years experience in research across multiple markets



(Worldwide Independent Network of Market Research)

Partner agencies in 41 markets across the globe help us design international projects with local market insights

We help brands grow by clearly understanding human needs and behaviour



Understanding Behaviour

We measure behaviour, needs, and attitudes to better understand opportunities and target the market



Building Brands

We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



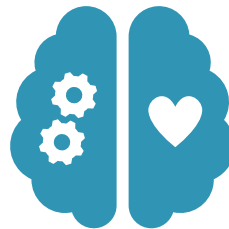
Improving Experiences

We map customer journeys, understand pain points, and monitor moments of truth to help you delight and retain customers.

Underpinned by understanding of real human behaviour, and using a set of specially designed products

In markets across the world

RESEARCH
EVALUATION
DIRECTION
CLARITY



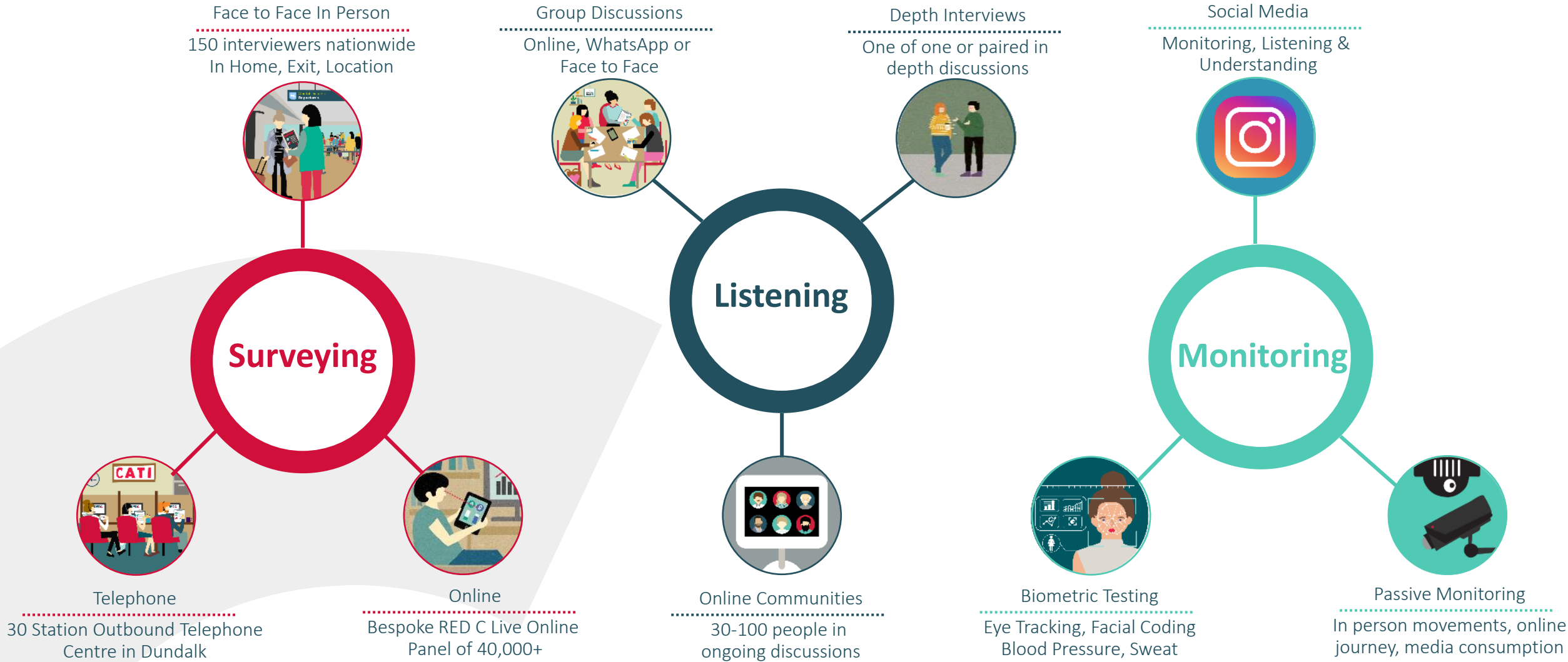
System 1



RED Star



Using a variety of techniques to uncover & understand



RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

