Opinion Poll Report
April 2023

JN. 634523

Methodology and Weighting

- RED C interviewed a random sample of **1,016** adults aged 18+ online between Friday 21st and Wednesday 26th April 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 to 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)

Legend: ■ RED C Online 5th Feb ■ GE 2020

	Sinn Féin	Fianna Fáil	Fine Gael	Ind. Candidate	Green	Labour	Social Democrats	Solidarity -PBP	Other
RED C Online 5th Feb	26.0%	21.0%	20.0%	12.0%	6.0%	5.0%	3.0%	4.0%	3.0%
GE 2020	24.5%	22.2%	20.9%	12.2%	7.1%	4.4%	2.9%	2.6%	3.2%
Error	1.50%	-1.20%	-0.90%	-0.20%	-1.10%	0.60%	0.10%	+1.40%	-0.20%

Average Error 0.80%
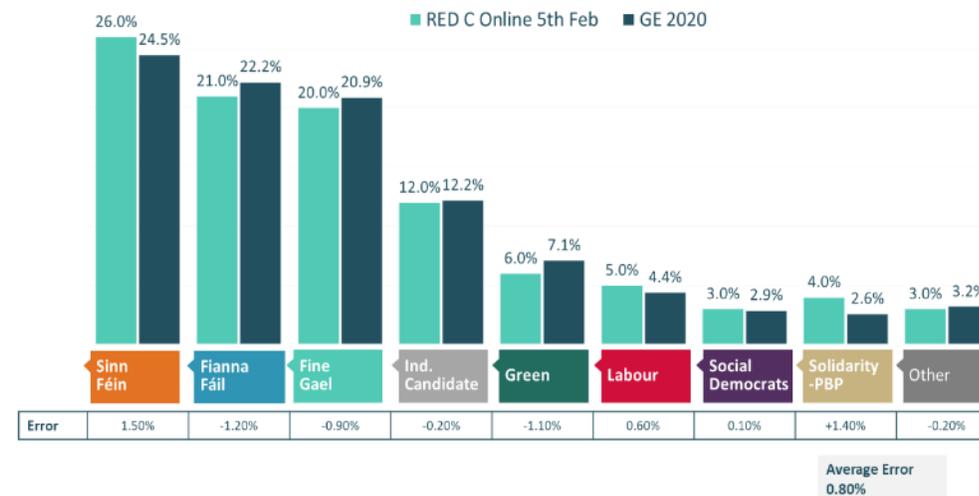
01

Vote Intention @ General Election

First preference vote intention – 30th April 2023

With change vs. last poll – March 2023
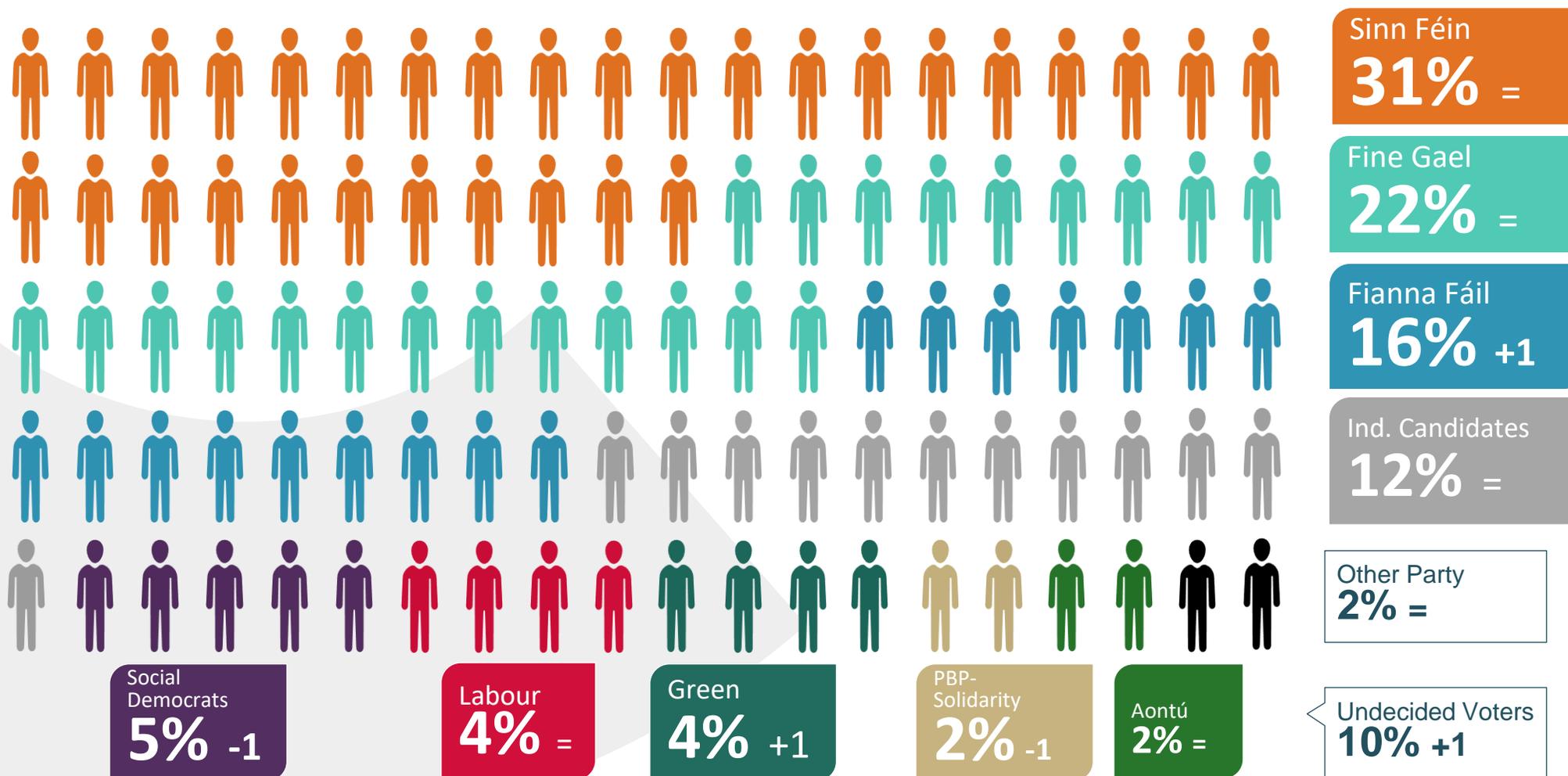
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Sinn Féin
31% =

Fine Gael
22% =

Fianna Fáil
16% +1

Ind. Candidates
12% =

Other Party
2% =

Social Democrats
5% -1

Labour
4% =

Green
4% +1

PBP-Solidarity
**2%** -1

Aontú
2% =

Undecided Voters
10% +1
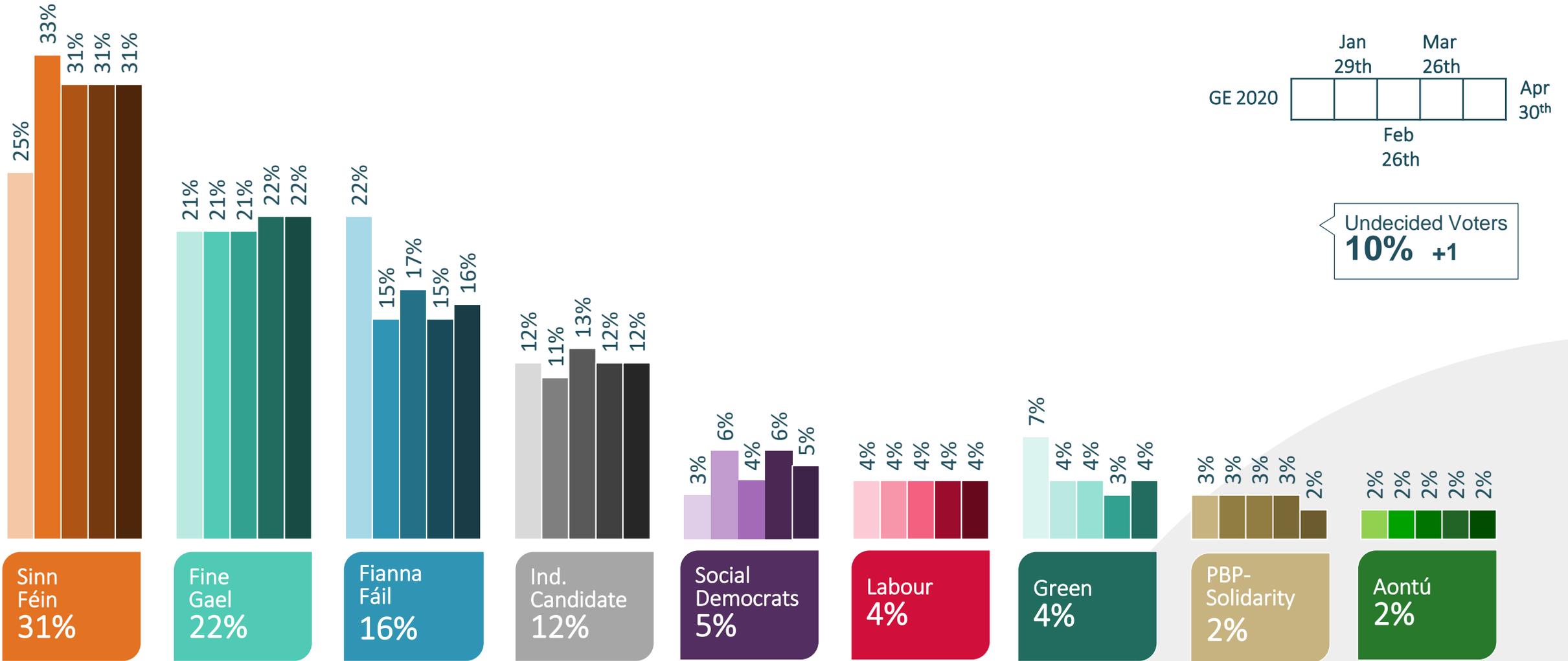
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

Core vote intention to Turnout weighted data process

RED**C**

30th April 2023	Core data	Core data with prompt for most likely party [1]	Undecided/ Non Voters Removed [2]	Turnout Weighted [3]
Sinn Féin	26%	27%	32%	31%
Fine Gael	17%	18%	21%	22%
Fianna Fáil	12%	13%	15%	16%
An Independent Candidate	9%	10%	12%	12%
Social Democrats	4%	4%	5%	5%
Labour Party	3%	4%	4%	4%
Green Party	4%	4%	4%	4%
People Before Profit-Solidarity	2%	2%	3%	2%
Aontú	2%	2%	2%	2%
Other Party	1%	2%	2%	2%
Would not vote	4%	4%		
Undecided/Refused	16%	10%		

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

30th April 2023	Total	Gender		Age			Social Class		Region			
		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	31%	31%	31%	33%	38%	22%	22%	42%	31%	34%	27%	33%
Fine Gael	22%	21%	23%	13%	17%	32%	25%	16%	23%	23%	21%	19%
Fianna Fáil	16%	17%	14%	16%	11%	20%	17%	13%	14%	16%	17%	17%
An Independent Candidate	12%	11%	13%	11%	15%	10%	10%	14%	6%	12%	15%	17%
Social Democrats	5%	4%	6%	8%	6%	2%	8%	2%	8%	4%	4%	2%
Labour Party	4%	3%	4%	3%	2%	5%	3%	4%	4%	5%	3%	1%
Green Party	4%	5%	4%	8%	3%	4%	7%	3%	7%	3%	3%	4%
People Before Profit-Solidarity (including Rise)	2%	1%	3%	5%	2%	1%	3%	3%	4%	1%	3%	0
Aontú	2%	3%	1%	1%	3%	2%	2%	2%	1%	1%	3%	3%

Not Showing Other Party: 2-4%

(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

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Legend:
- Fine Gael
- Fianna Fáil
- Independent
- Sinn Féin
- Labour
- PBP-Solidarity
- Social Democrats
- Green Party
- Aontú

Final values (right side):
- 31%
- 22%
- 16%
- 12%
- 5%
- 4%
- 4%
- 2%
- 2%

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)

9

First preference vote intention – 2005 to 2023

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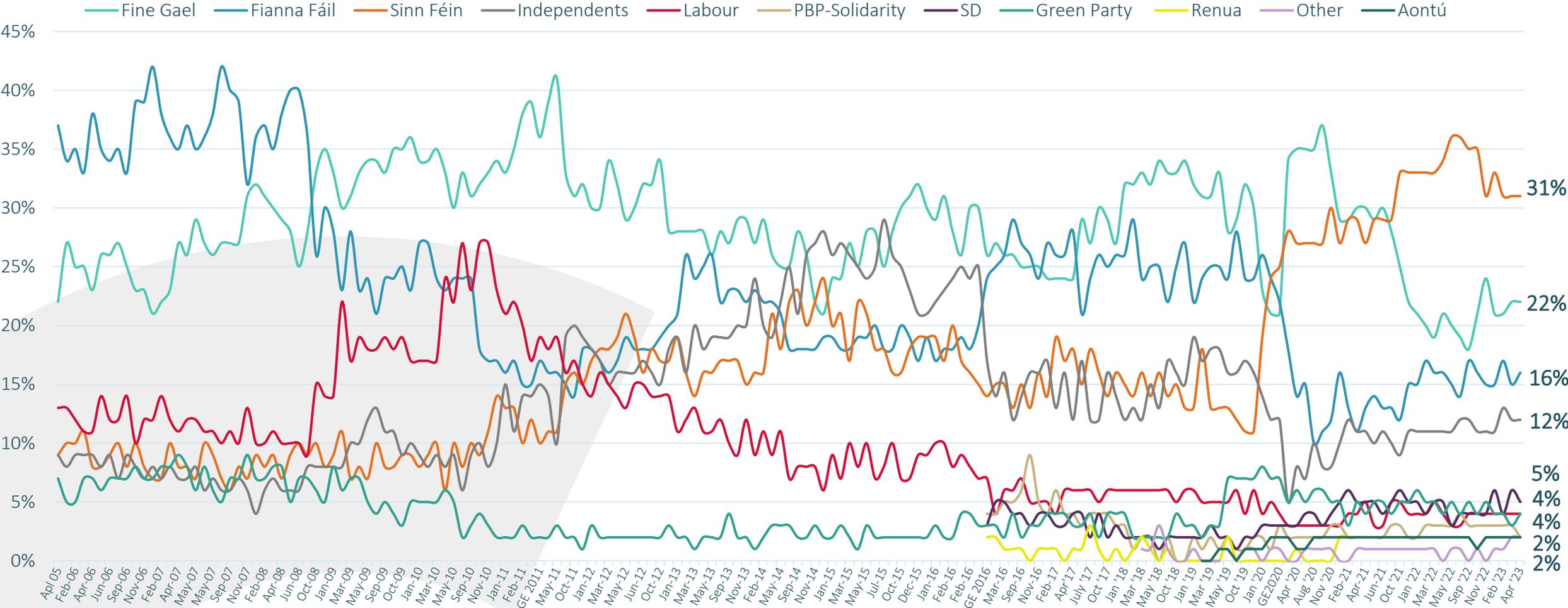
REDC

Legend: — Fine Gael — Fianna Fáil — Sinn Féin — Independents — Labour — PBP-Solidarity — SD — Green Party — Renua — Other — Aontú

End values shown on right: 31%, 22%, 16%, 12%, 5%, 4%, 4%, 2%, 2%

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)

10

02

Attitudes around a potential Sinn Féin led government

Attitudes around Sinn Féin in government - Summary
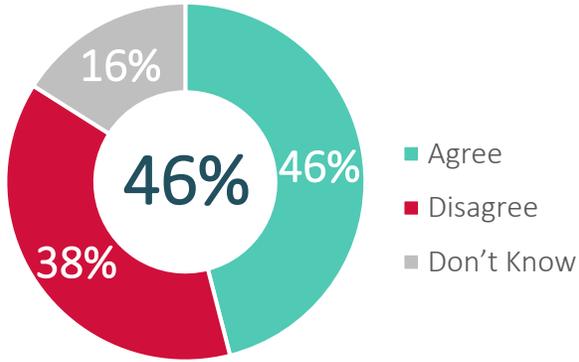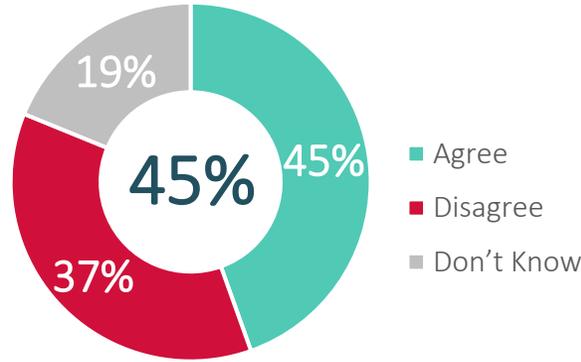
46% | 46% Agree | 38% Disagree | 16% Don't Know

Mary Lou McDonald would make a good **Taoiseach**

45% | 45% Agree | 37% Disagree | 19% Don't Know

I believe Mary Lou McDonald's statement that she **would not have allowed Jonathan Dowdall** to be a Sinn Féin councillor or member if she knew he was involved in criminality
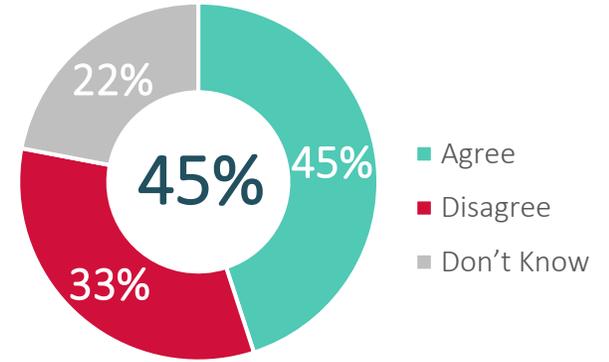
45% | 45% Agree | 33% Disagree | 22% Don't Know

I am concerned that **foreign direct investment** would reduce if Sinn Féin got into power*

42% | 42% Agree | 39% Disagree | 19% Don't Know
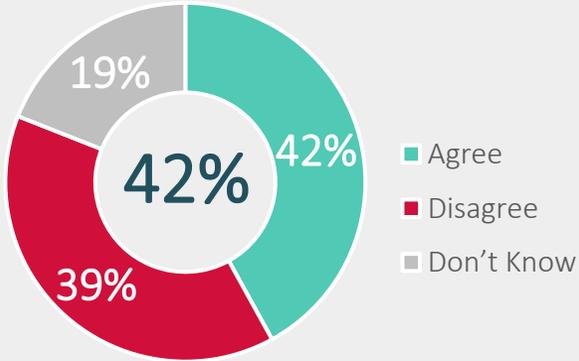
Sinn Féin in government can do a better job at fixing the problems in the **health service** than the current government
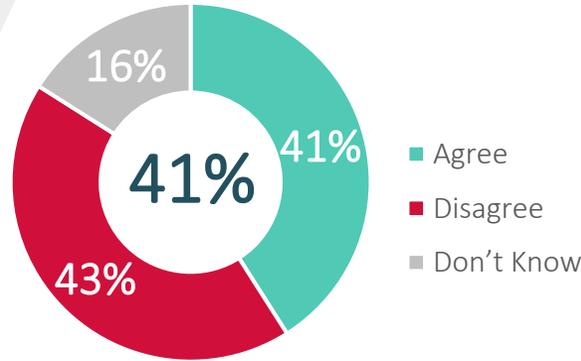
41% | 41% Agree | 43% Disagree | 16% Don't Know

I would trust a Sinn Féin justice minister to tackle **gangland crime** and subversive activity

36% | 36% Agree | 46% Disagree | 17% Don't Know
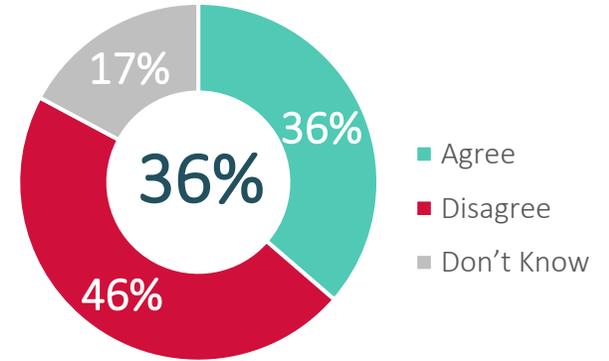
Sinn Féin in government can solve the **housing crisis**

(Base: All adults 18+)

A number of polls suggest that Sinn Féin is the most supported party in Ireland, and in good position to become part of the next Government of Ireland. Please select the extent to which you agree or disagree with the following statements that others have made about Sinn Féin being in the government of Ireland

*Note: explanation provided to respondents (foreign direct investment is when companies from outside of Ireland invest in businesses here, and pay taxes here in Ireland)

12

Almost half believe McDonald would be a good Taoiseach

McDonald's favourability in this regard is higher among under 54s and lower social grades

REDC

May Lou McDonald would make a good Taoiseach
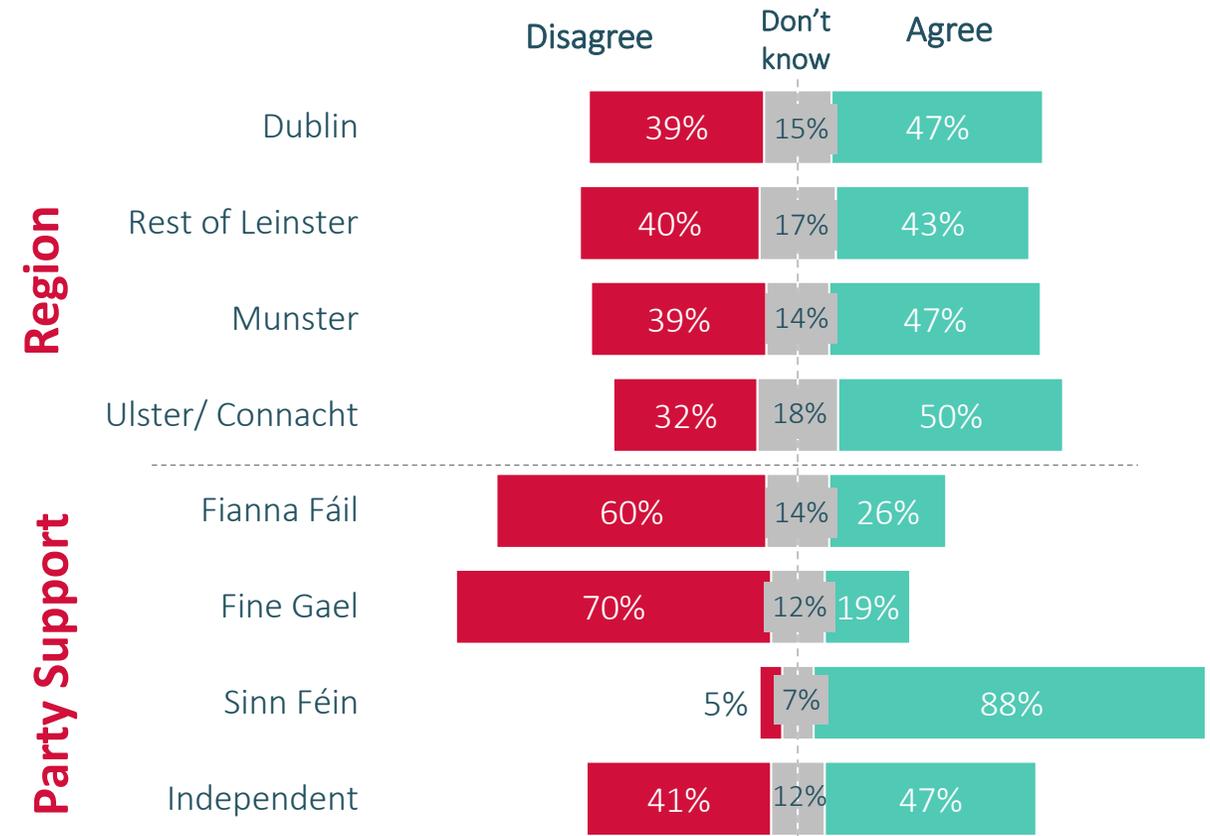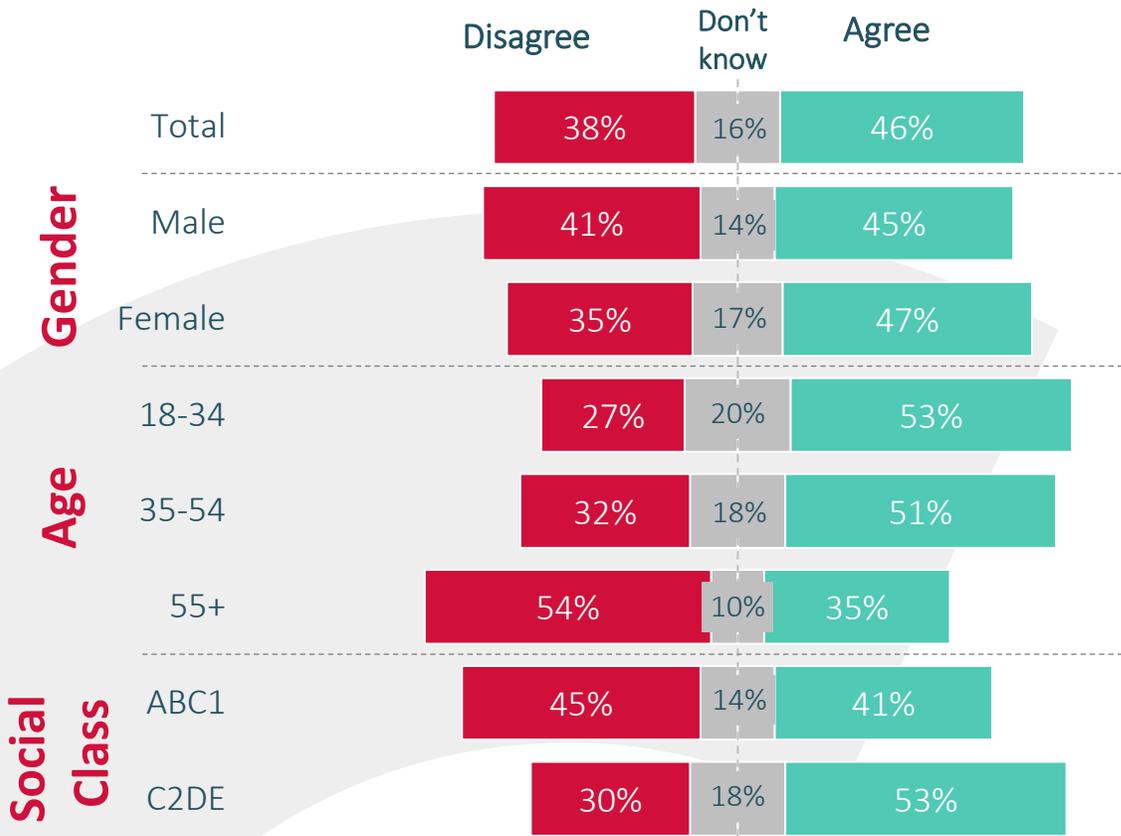
	Disagree	Don't know	Agree
Total	38%	16%	46%
Gender			
Male	41%	14%	45%
Female	35%	17%	47%
Age			
18-34	27%	20%	53%
35-54	32%	18%	51%
55+	54%	10%	35%
Social Class			
ABC1	45%	14%	41%
C2DE	30%	18%	53%

|	Disagree	Don't know	Agree
Region			
Dublin	39%	15%	47%
Rest of Leinster	40%	17%	43%
Munster	39%	14%	47%
Ulster/ Connacht	32%	18%	50%
Party Support			
Fianna Fáil	60%	14%	26%
Fine Gael	70%	12%	19%
Sinn Féin	5%	7%	88%
Independent	41%	12%	47%

(Base: All adults 18+)

A number of polls suggest that Sinn Féin is the most supported party in Ireland, and in good position to become part of the next Government of Ireland. Please select the extent to which you agree or disagree with the following statements that others have made about Sinn Féin being in the government of Ireland: Mary Lou McDonald would make a good Taoiseach

Almost half of voters trust McDonald in relation to Dowdall

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4 in 5 Sinn Féin voters trust McDonald while just over 1 in 5 Fine Gael voters do. Trust is also higher among younger cohorts and lower social grades.

Level of trust that McDonald didn't know Dowdall was involved in criminality
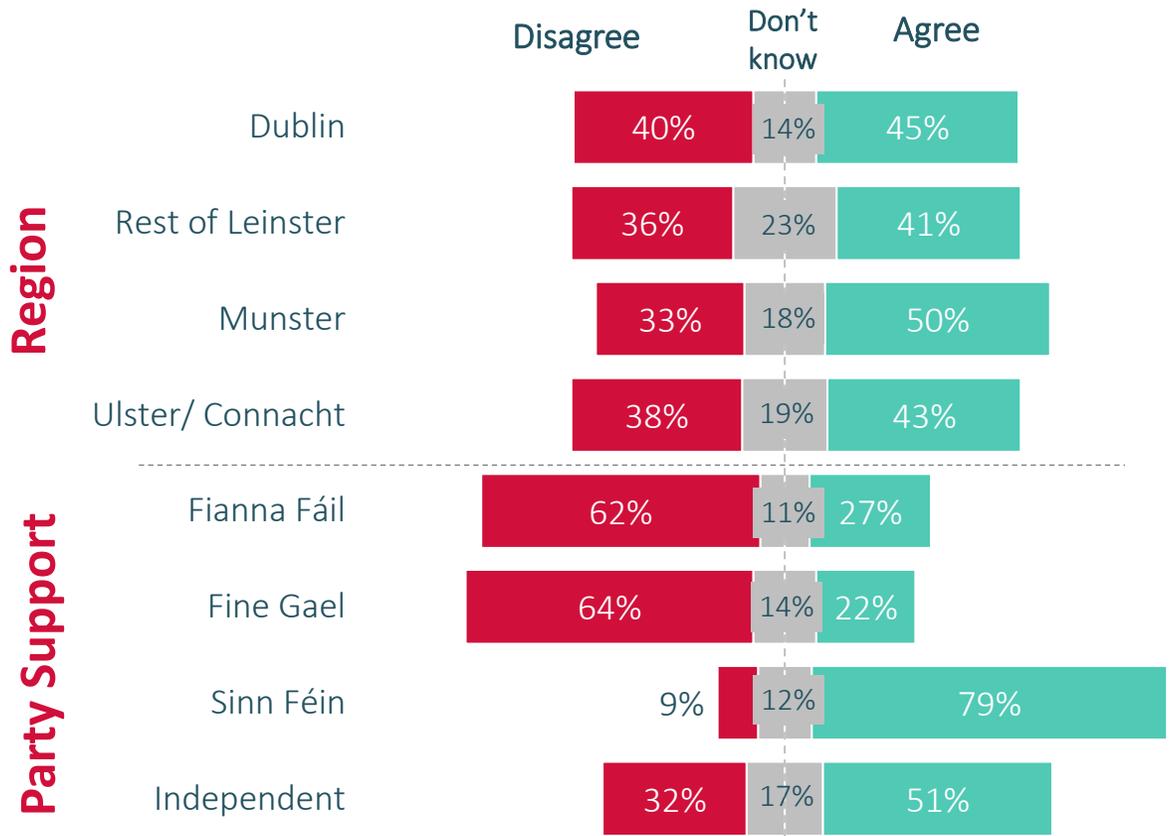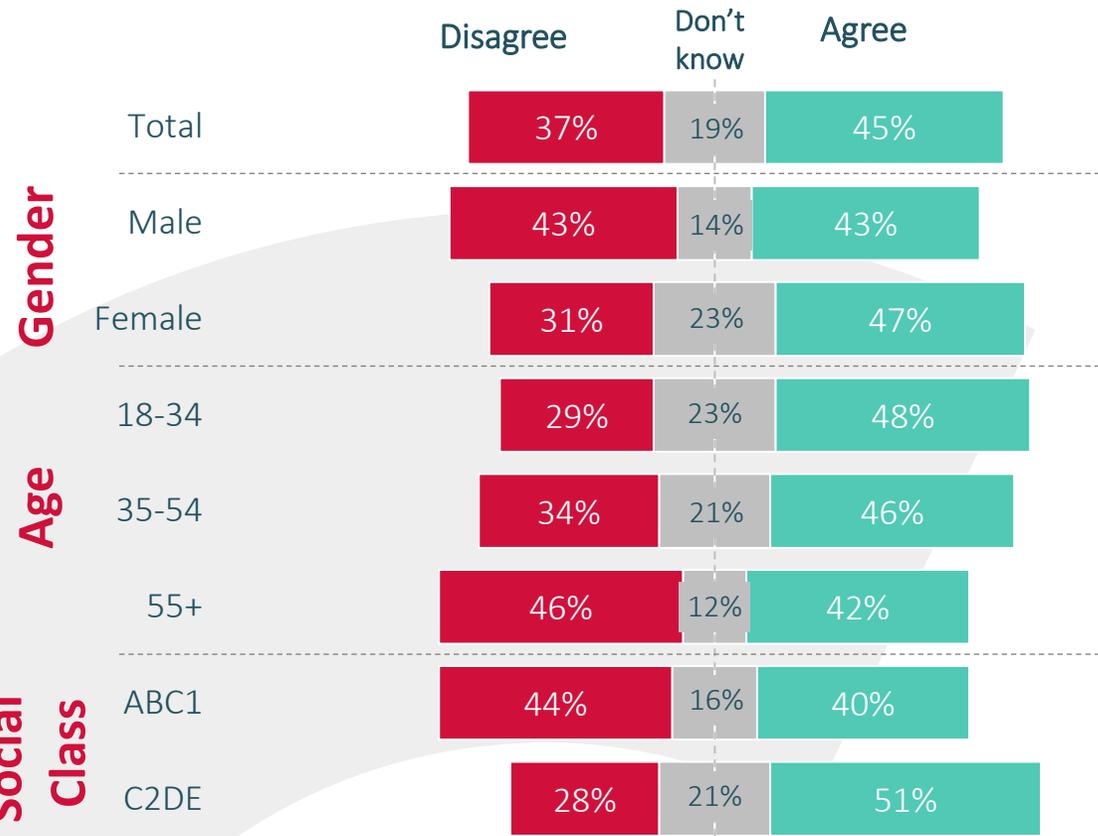
	Disagree	Don't know	Agree
Total	37%	19%	45%
Gender			
Male	43%	14%	43%
Female	31%	23%	47%
Age			
18-34	29%	23%	48%
35-54	34%	21%	46%
55+	46%	12%	42%
Social Class			
ABC1	44%	16%	40%
C2DE	28%	21%	51%

|	Disagree	Don't know	Agree
Region			
Dublin	40%	14%	45%
Rest of Leinster	36%	23%	41%
Munster	33%	18%	50%
Ulster/ Connacht	38%	19%	43%
Party Support			
Fianna Fáil	62%	11%	27%
Fine Gael	64%	14%	22%
Sinn Féin	9%	12%	79%
Independent	32%	17%	51%

(Base: All adults 18+)

A number of polls suggest that Sinn Féin is the most supported party in Ireland, and in good position to become part of the next Government of Ireland. Please select the extent to which you agree or disagree with the following statements that others have made about Sinn Féin being in the government of Ireland: I believe Mary Lou McDonald's statement that she would not have allowed Jonathan Dowdall to be a Sinn Féin councillor or member is she knew he was involved in criminality

45% concerned about FDI reducing with Sinn Féin in power

Men, over 55s, higher social grades and government voters are particularly likely to be concerned

RED**C**

I am concerned that FDI would reduce if Sinn Féin got into power
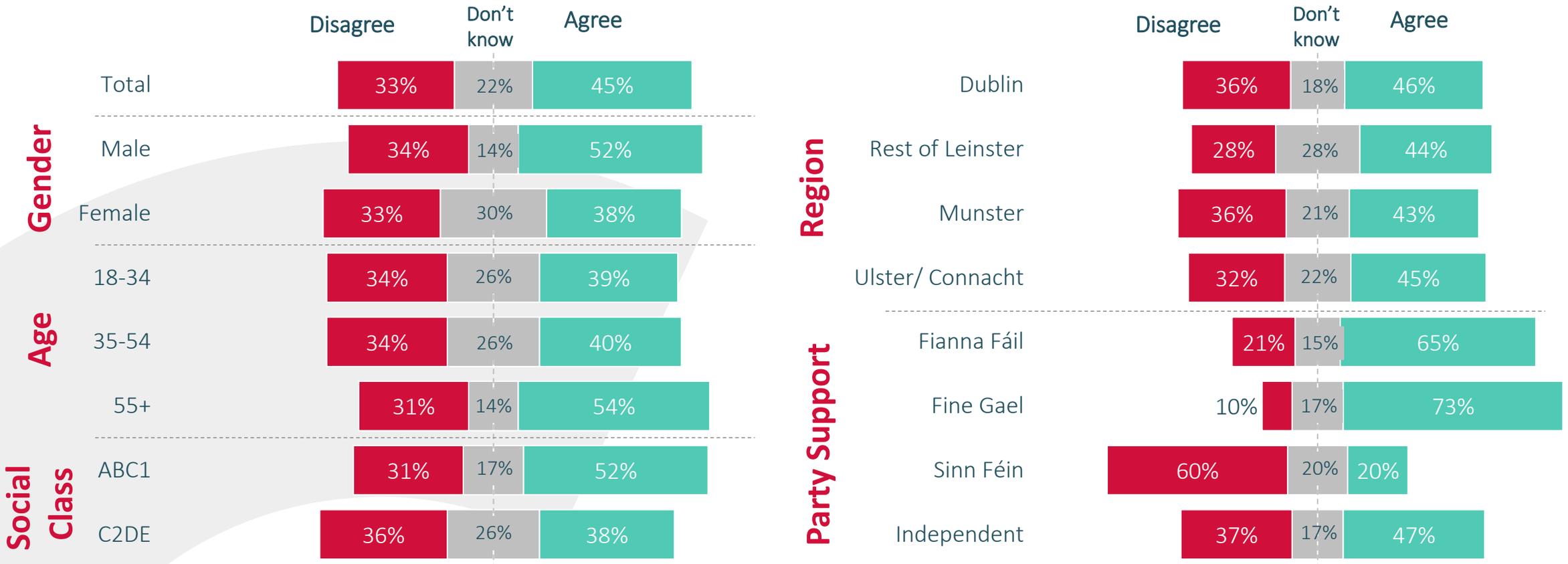
	Disagree	Don't know	Agree
Total	33%	22%	45%
Gender			
Male	34%	14%	52%
Female	33%	30%	38%
Age			
18-34	34%	26%	39%
35-54	34%	26%	40%
55+	31%	14%	54%
Social Class			
ABC1	31%	17%	52%
C2DE	36%	26%	38%

|	Disagree	Don't know	Agree
Region			
Dublin	36%	18%	46%
Rest of Leinster	28%	28%	44%
Munster	36%	21%	43%
Ulster/ Connacht	32%	22%	45%
Party Support			
Fianna Fáil	21%	15%	65%
Fine Gael	10%	17%	73%
Sinn Féin	60%	20%	20%
Independent	37%	17%	47%

(Base: All adults 18+)

A number of polls suggest that Sinn Féin is the most supported party in Ireland, and in good position to become part of the next Government of Ireland. Please select the extent to which you agree or disagree with the following statements that others have made about Sinn Féin being in the government of Ireland: **I am concerned that foreign direct investment would reduce if Sinn Féin got into power**

2 in 5 think Sinn Féin would be better able to fix health

A similar level agree Sinn Féin would be better able to fix problems in health than the government as disagree. Agreement is higher among younger cohorts and lower social grades.

Sinn Féin's ability to do a better job at fixing problems in the health service

	Disagree	Don't know	Agree
Total	39%	19%	42%
Gender			
Male	41%	18%	41%
Female	38%	20%	42%
Age			
18-34	27%	23%	50%
35-54	32%	22%	45%
55+	58%	11%	31%
Social Class			
ABC1	48%	16%	37%
C2DE	30%	21%	49%

	Disagree	Don't know	Agree
Region			
Dublin	42%	18%	40%
Rest of Leinster	39%	20%	41%
Munster	39%	20%	41%
Ulster/ Connacht	35%	18%	47%
Party Support			
Fianna Fáil	70%	16%	14%
Fine Gael	81%	10%	9%
Sinn Féin	4%	9%	88%
Independent	42%	18%	40%

Uncertainty on whether Sinn Féin can be trusted on crime

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Level of trust in Sinn Féin to tackle gangland crime

	Disagree	Don't know	Agree
Total	43%	16%	41%
Gender			
Male	46%	13%	41%
Female	40%	19%	41%
Age			
18-34	34%	19%	47%
35-54	39%	19%	42%
55+	56%	9%	34%
Social Class			
ABC1	50%	15%	35%
C2DE	35%	18%	47%

|	Disagree	Don't know	Agree
Region			
Dublin	43%	13%	44%
Rest of Leinster	43%	19%	38%
Munster	45%	14%	41%
Ulster/ Connacht	40%	19%	41%
Party Support			
Fianna Fáil	69%	9%	22%
Fine Gael	74%	14%	12%
Sinn Féin	7%	8%	85%
Independent	48%	17%	35%

(Base: All adults 18+)

A number of polls suggest that Sinn Féin is the most supported party in Ireland, and in good position to become part of the next Government of Ireland. Please select the extent to which you agree or disagree with the following statements that others have made about Sinn Féin being in the government of Ireland: **I would trust a Sinn Féin justice minister to tackle gangland crime and subversive activity**

Only a third believe Sinn Féin can solve the housing crisis

Sinn Féin's ability to solve housing crisis
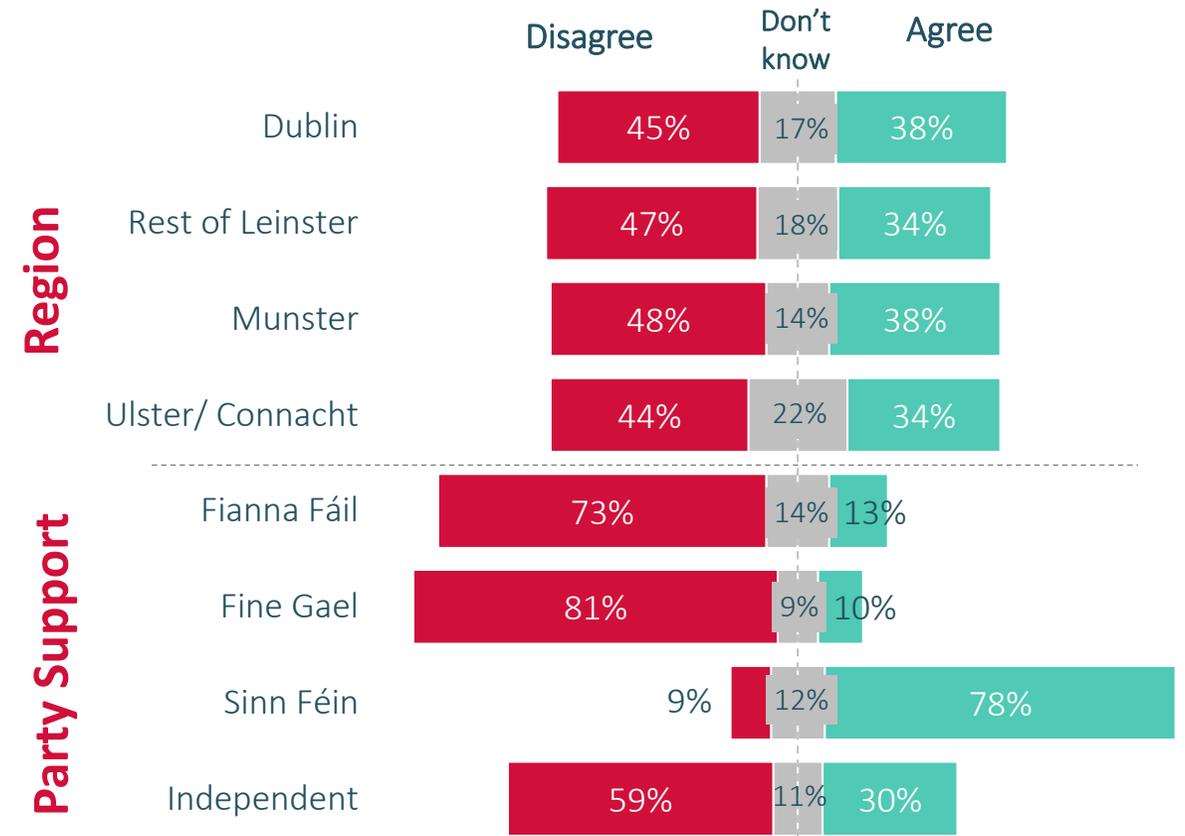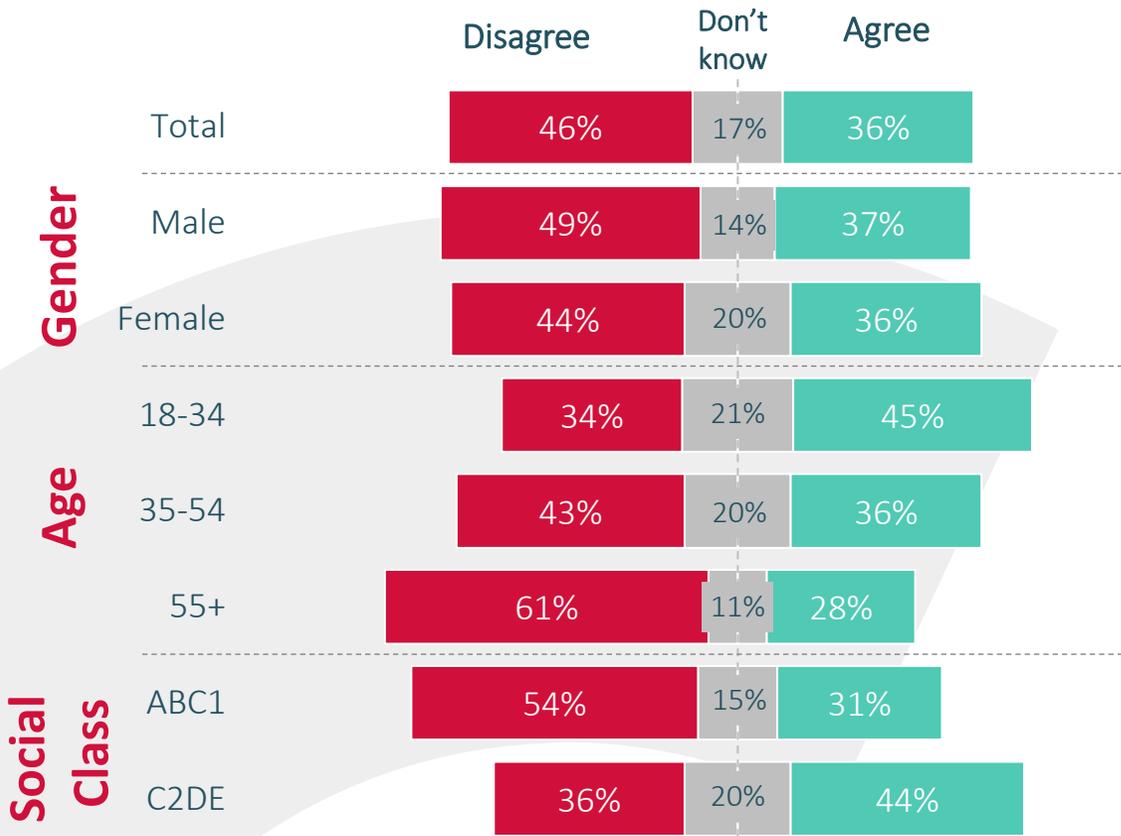
	Disagree	Don't know	Agree
Total	46%	17%	36%
Gender			
Male	49%	14%	37%
Female	44%	20%	36%
Age			
18-34	34%	21%	45%
35-54	43%	20%	36%
55+	61%	11%	28%
Social Class			
ABC1	54%	15%	31%
C2DE	36%	20%	44%

|	Disagree	Don't know	Agree
Region			
Dublin	45%	17%	38%
Rest of Leinster	47%	18%	34%
Munster	48%	14%	38%
Ulster/ Connacht	44%	22%	34%
Party Support			
Fianna Fáil	73%	14%	13%
Fine Gael	81%	9%	10%
Sinn Féin	9%	12%	78%
Independent	59%	11%	30%

(Base: All adults 18+)

A number of polls suggest that Sinn Féin is the most supported party in Ireland, and in good position to become part of the next Government of Ireland. Please select the extent to which you agree or disagree with the following statements that others have made about Sinn Féin being in the government of Ireland: **Sinn Féin in government can solve the housing crisis**

19

03

Favourability ratings of government ministers

Job Performance of Ministers –NET: Top Three

The below chart shows the % of people who believe this minister is within the top three performers in their role.

Ranked Top 3

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Minister		%
Micheál Martin — Tánaiste & Foreign Affairs		28%
Simon Harris — Further and Higher Education & Justice		25%
Paschal Donohoe — Public Expenditure, National Development Plan Delivery & Reform		24%
Michael McGrath — Finance		23%
Simon Coveney — Enterprise, Trade and Employment		22%
Leo Varadkar — Taoiseach		21%
Heather Humphreys — Social Protection; and Rural and Community Development		13%
Catherine Martin — Tourism, Culture, Arts, Gaeltacht, Sport and Media		10%
Norma Foley — Education		9%
Roderic O'Gorman — Children, Equality, Disability, Integration and Youth		8%
Eamon Ryan — Environment, Climate and Communications; and Transport		7%
Stephen Donnelly — Health		7%
Charlie McConalogue — Agriculture, Food and the Marine		6%
Darragh O'Brien — Housing, Local Government & Heritage		4%

Legend:
- Fine Gael
- Fianna Fáil
- Green Party

None — 20%

Don't Know — 11%

(Base: All adults 18+)

Q. Putting your own party preference aside, which of the following government ministers do you think is doing the best job in government? Please rank your top three in order

Government minister favourability x Gender

The below charts shows the % of people who believe this minister is within the top three performers in their role.

REDC

Legend:
- Fine Gael
- Fianna Fáil
- Green Party

Gender

Men
- Micheál Martin — 29%
- Paschal Donohoe — 28%
- Michael McGrath — 28%

Women
- Simon Harris — 28%
- Micheál Martin — 27%
- Paschal Donohoe — 20%
- Simon Coveney — 20%
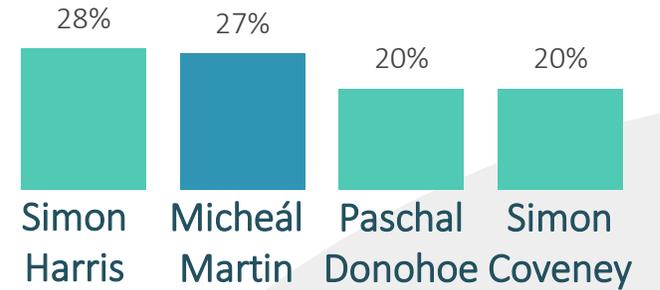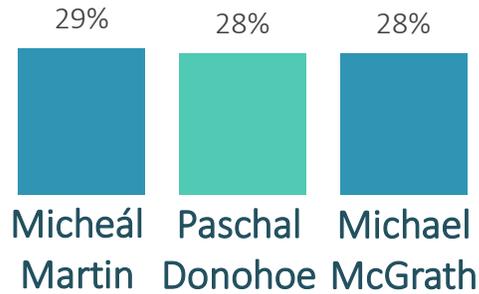
Government minister favourability x Age

The below charts shows the % of people who believe this minister is within the top three performers in their role.

REDC

Legend:
- Fine Gael
- Fianna Fáil
- Green Party

18-34

Simon Harris	Micheál Martin	Simon Coveney
23%	19%	18%

35-54

Simon Harris	Micheál Martin	Simon Coveney
27%	25%	24%

55+

Micheál Martin	Michael McGrath	Simon Coveney
39%	38%	36%
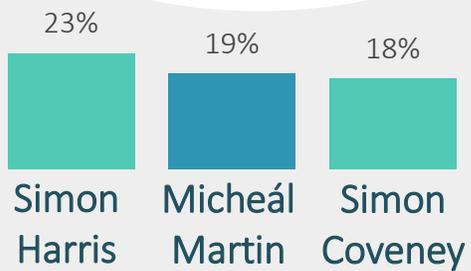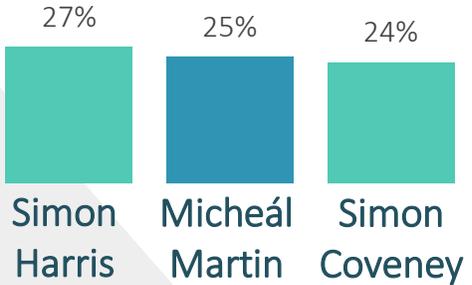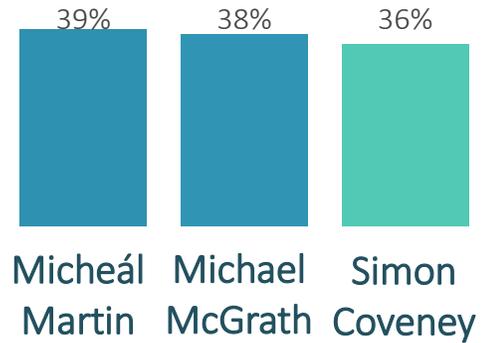
Note: Showing NET 1st to 3rd rating

23

Government minister favourability x Region

The below charts shows the % of people who believe this minister is within the top three performers in their role.

REDC

Legend:
- Fine Gael
- Fianna Fáil
- Green Party

Region

Dublin

Micheál Martin	Simon Harris	Michael McGrath	Simon Coveney
29%	24%	24%	24%

Rest of Leinster

Simon Harris	Micheál Martin	Paschal Donohoe
28%	27%	24%

Munster

Michael McGrath	Micheál Martin	Paschal Donohoe
28%	27%	27%

Conn./Ulster

| Micheál Martin	Simon Harris	Paschal Donohoe
29%	24%	23%
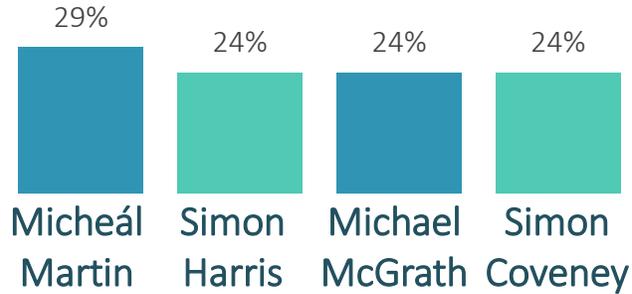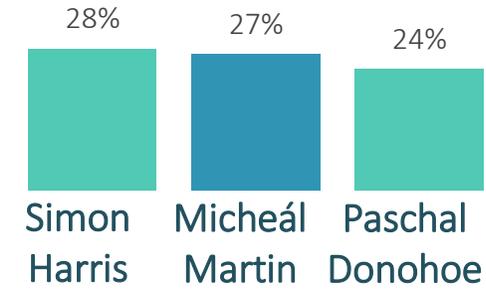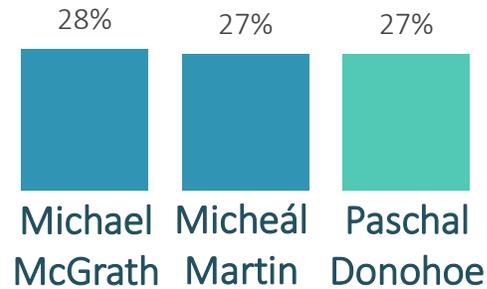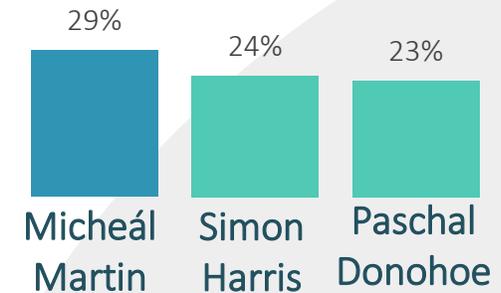
Government minister favourability x Party Preference

The below charts shows the % of people who believe this minister is within the top three performers in their role.

REDC

Party Support

Sinn Féin

Simon Harris	Simon Coveney	Catherine Martin
22%	19%	16%

FINE GAEL

Legend:
- Fine Gael
- Fianna Fáil
- Green Party

Leo Varadkar	Micheál Martin	Paschal Donohoe
55%	45%	38%

FIANNA FÁIL

Micheál Martin	Michael McGrath	Paschal Donohoe
56%	44%	40%

Independent

Michael McGrath	Simon Coveney	Paschal Donohoe	Simon Harris
27%	26%	21%	21%
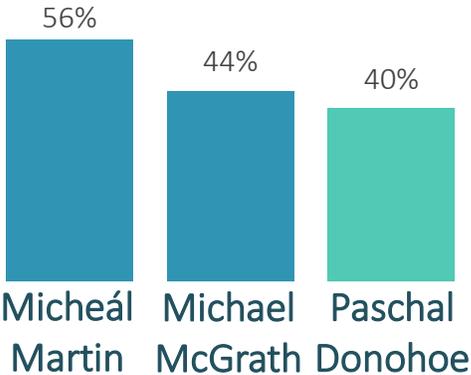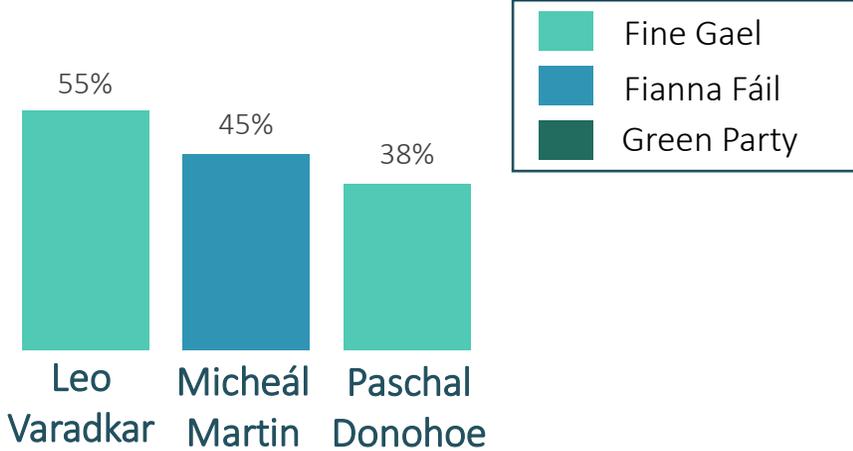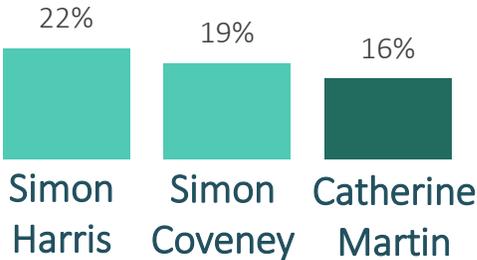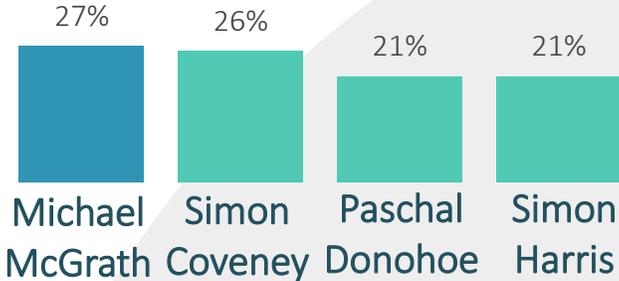
03

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

RESEARCH
EVALUATION
DIRECTION
CLARITY

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
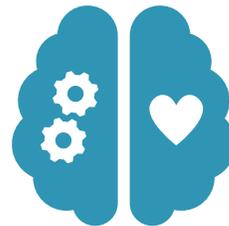
System 1

RED Star

In markets across the world

Using a variety of techniques to uncover & understand

Face to Face In Person
150 interviewers nationwide
In Home, Exit, Location

Group Discussions
Online, WhatsApp or
Face to Face

Depth Interviews
One of one or paired in
depth discussions

Social Media
Monitoring, Listening &
Understanding

Surveying

Listening

Monitoring

Telephone
30 Station Outbound Telephone
Centre in Dundalk

Online
Bespoke RED C Live Online
Panel of 40,000+

Online Communities
30-100 people in
ongoing discussions

Biometric Testing
Eye Tracking, Facial Coding
Blood Pressure, Sweat

Passive Monitoring
In person movements, online
journey, media consumption

RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC