Opinion Poll Report
May 2023

JN. 634523

Methodology and Weighting

- RED C interviewed a random sample of 1,011 adults aged 18+ online between Friday 19th and Wednesday 24th May 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.

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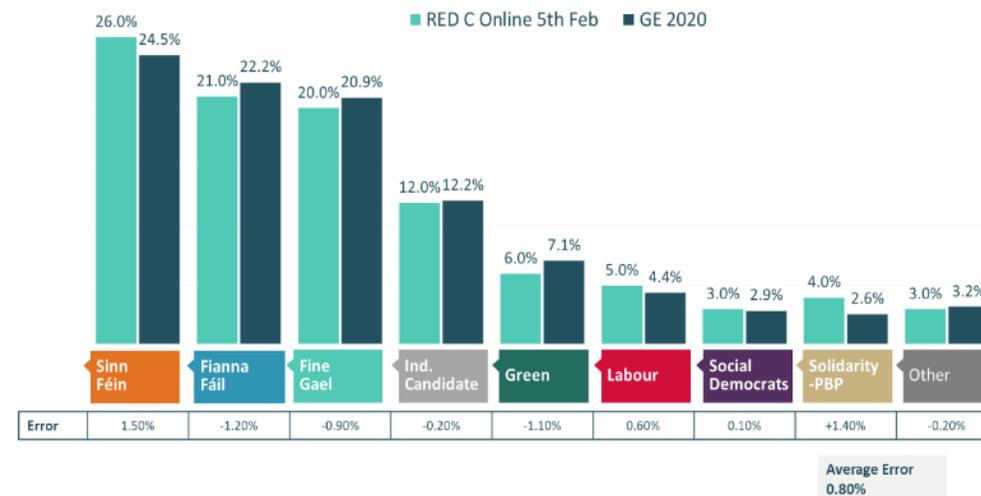
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.

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)

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 – 28th May 2023

With change vs. last poll – April 2023

REDC

Sinn Féin
34% +3

Fine Gael
20% -2

Fianna Fáil
15% -1

Ind. Candidates
11% -1

Other Party
2% =

Social Democrats
6% +1

Labour
4% =

Green
4% =

PBP-Solidarity
3% +1

Aontú
1% -1

Undecided Voters
10% =

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)
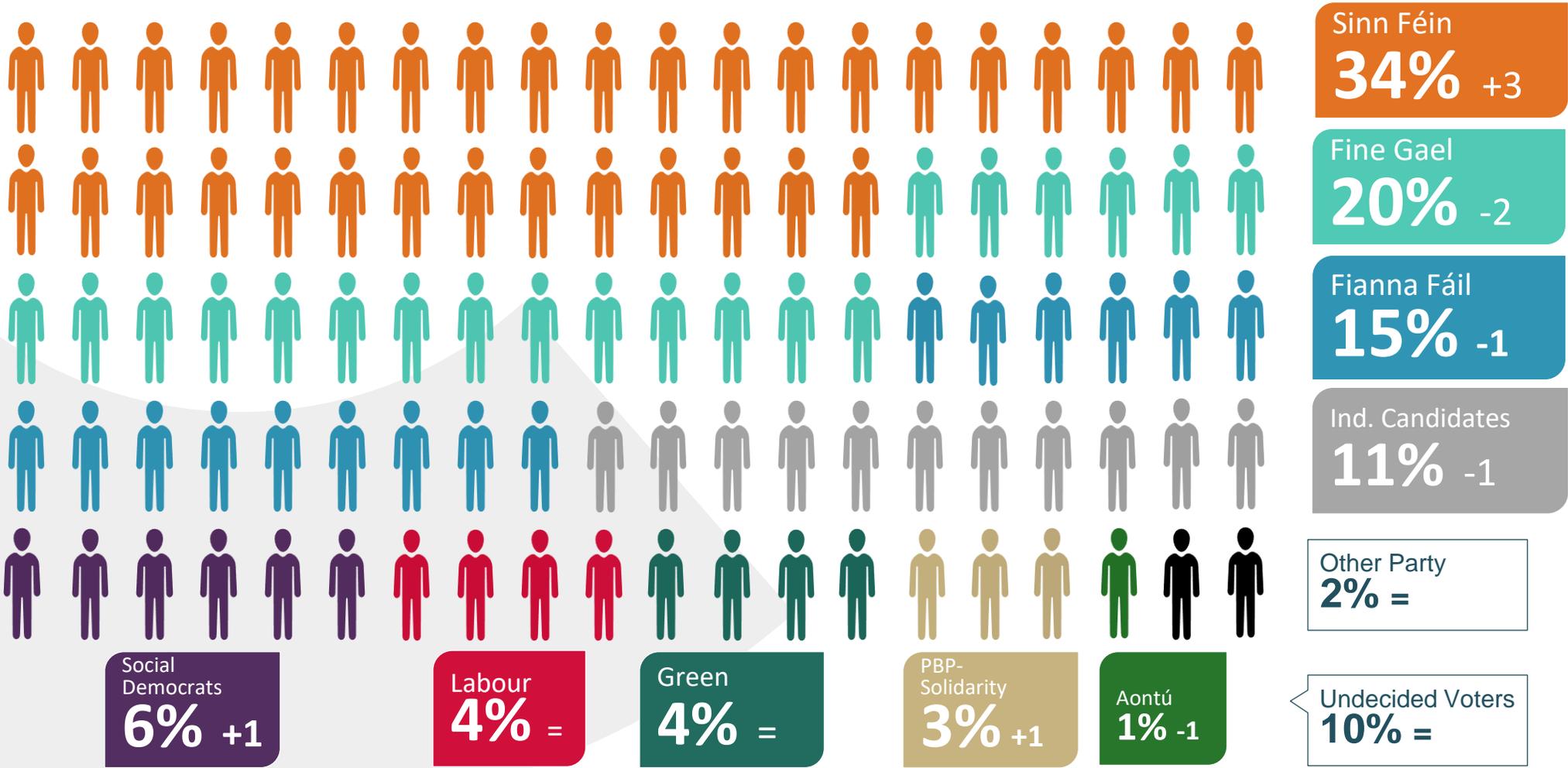
(Base: All adults 18+ who will vote)

First preference vote intention

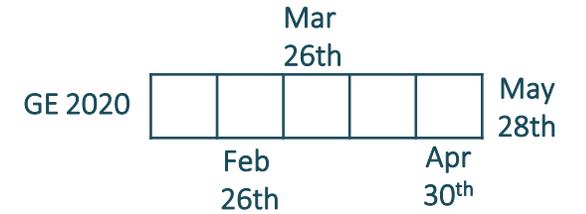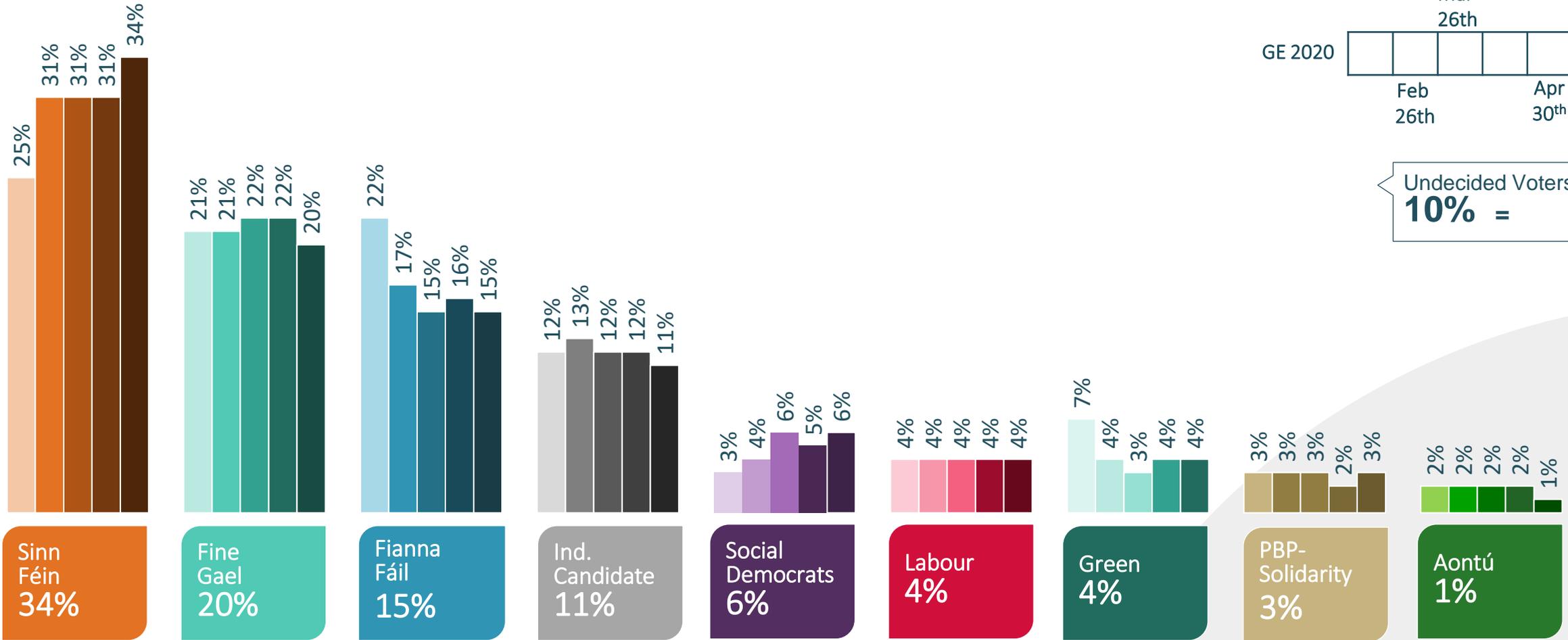Shown over time and vs. last General Election Results

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

28th May 2023	Core data	Core data with prompt for most likely party [1]	Undecided/ Non Voters Removed [2]	Turnout Weighted [3]
Sinn Féin	27%	29%	34%	34%
Fine Gael	16%	17%	20%	20%
Fianna Fáil	12%	13%	15%	15%
An Independent Candidate	8%	10%	11%	11%
Social Democrats	4%	5%	6%	6%
Labour Party	3%	3%	4%	4%
Green Party	3%	4%	4%	4%
People Before Profit-Solidarity	2%	3%	3%	3%
Aontú	1%	1%	1%	1%
Other Party	2%	2%	2%	2%
Would not vote	4%	4%		
Undecided/Refused	18%	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

REDC

28th May 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	34%	36%	31%	40%	40%	23%	25%	43%	30%	36%	35%	37%
Fine Gael	20%	19%	22%	11%	20%	26%	24%	15%	20%	23%	18%	20%
Fianna Fáil	15%	16%	14%	9%	11%	23%	17%	12%	13%	17%	14%	17%
An Independent Candidate	11%	10%	13%	11%	13%	10%	10%	13%	8%	8%	16%	16%
Social Democrats	6%	5%	8%	8%	6%	5%	8%	4%	9%	4%	6%	3%
Labour Party	4%	5%	3%	5%	2%	5%	5%	3%	5%	5%	3%	0%
Green Party	4%	3%	4%	8%	2%	2%	5%	3%	6%	3%	3%	1%
People Before Profit-Solidarity (including Rise)	3%	3%	3%	4%	2%	3%	3%	3%	6%	3%	1%	0
Aontú	1%	2%	1%	0%	1%	3%	2%	1%	1%	0%	2%	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

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 2023

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

Legend: Fine Gael — Fianna Fáil — Sinn Féin — Independents — Labour — PBP-Solidarity — SD — Green Party — Renua — Other — Aontú
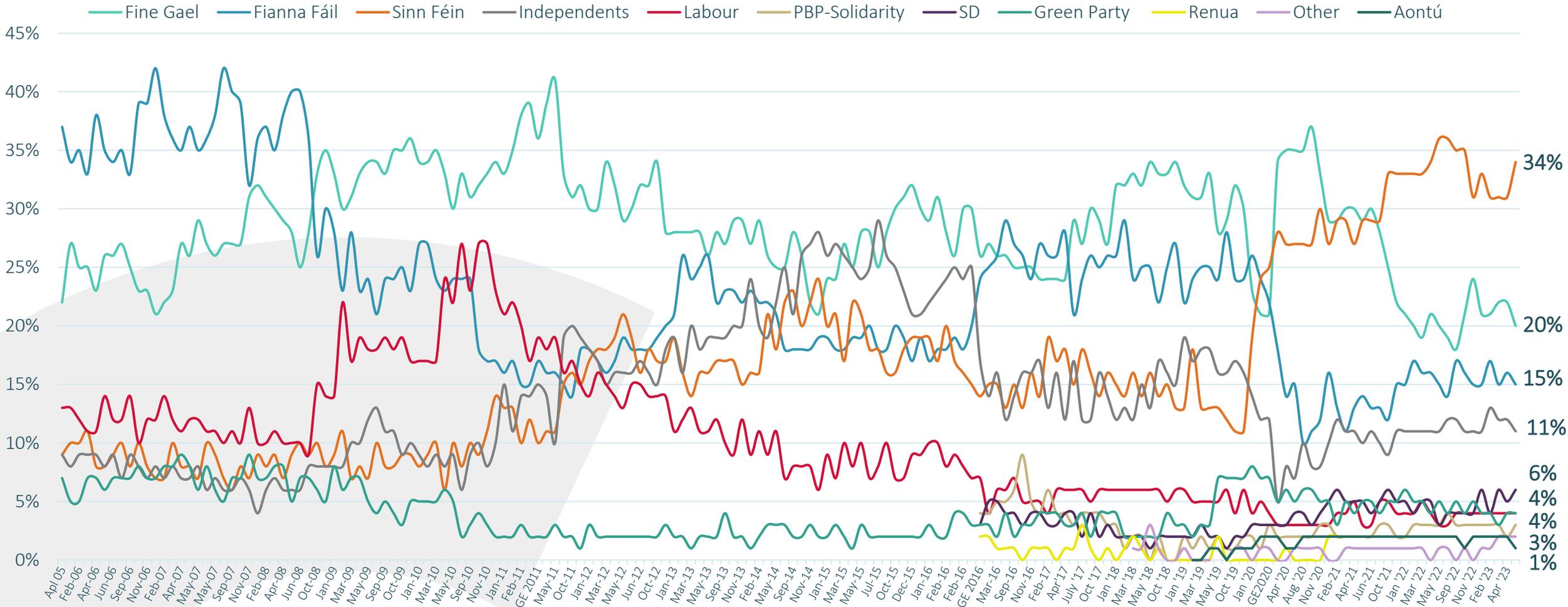
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

02

Attitudes around refugees and asylum seekers

Concern around housing of refugees and asylum seekers - I

Business Post - May 2023

I think the number of refugees Ireland is taking in is now too many

75%

- 6% Don't Know
- 19% Disagree
- 75% Agree
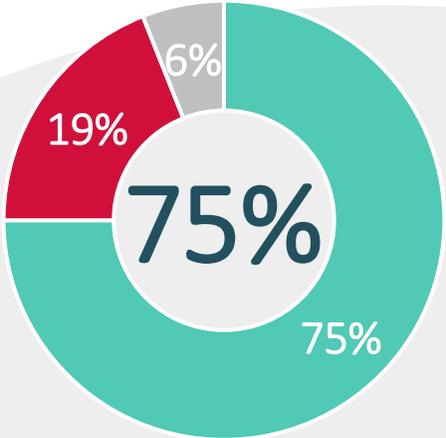
Agree ■ Disagree ■ Don't Know

I can appreciate some of the anger people feel about asylum seekers being moved into their local area

76%

- 3% Don't Know
- 21% Disagree
- 76% Agree
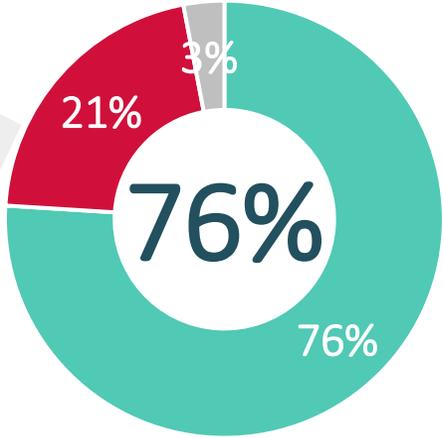
Agree ■ Disagree ■ Don't Know

I would be concerned about asylum seekers being relocated to my local area
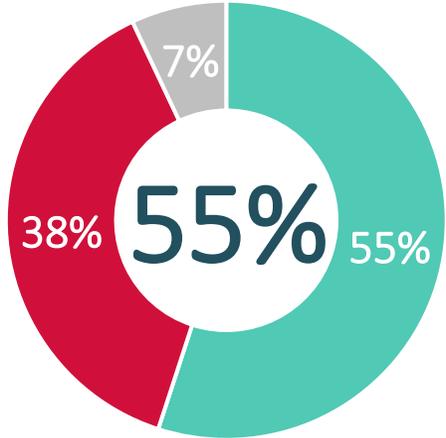
55%

- 7% Don't Know
- 38% Disagree
- 55% Agree

Agree ■ Disagree ■ Don't Know

(Base: All adults 18+)

Looking at the following statements which others have made in relation to asylum seekers in Ireland and other topical issues, please state the extent to which you agree or disagree with each statement.

Concern around housing of refugees and asylum seekers - II

Business Post - May 2023

The system for processing international protection applications is too slow
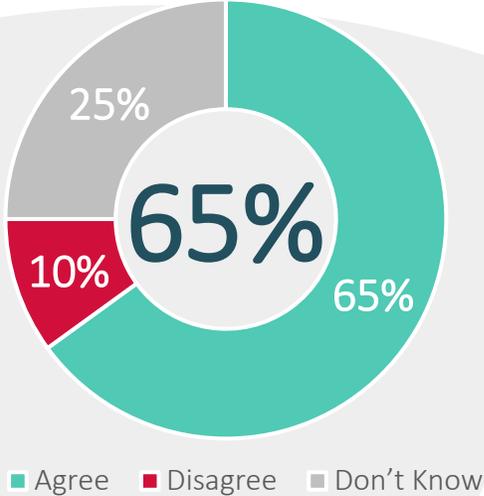
65%

- 65% (Agree)
- 25% (Don't Know)
- 10% (Disagree)

■ Agree ■ Disagree ■ Don't Know

I am not happy about the state's failure to provide accommodation for all asylum seekers who arrive here

49%

- 49% (Agree)
- 41% (Disagree)
- 10% (Don't Know)

■ Agree ■ Disagree ■ Don't Know
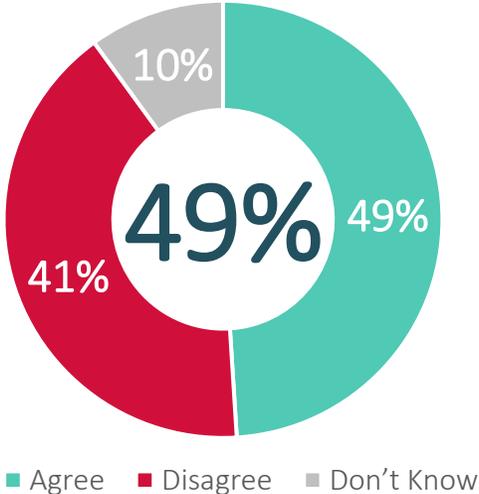
(Base: All adults 18+)

Looking at the following statements which others have made in relation to asylum seekers in Ireland and other topical issues, please state the extent to which you agree or disagree with each statement.

Three quarters believe Ireland taking in too many refugees

Older age cohorts, lower social grades and Sinn Féin and independent voters are more likely to believe Ireland is taking in too many refugees, although agreement is high among all demographics.

The number of refugees being taken is too many

	Disagree	Don't know	Agree			Disagree	Don't know	Agree
Total	19%	6%	75%		Dublin	24%	5%	71%
Gender				**Region**				
Male	22%	6%	72%		Rest of Leinster	20%	4%	76%
Female	16%	6%	78%		Munster	17%	8%	75%
Age					Ulster/ Connacht	13%	6%	81%
18-34	25%	8%	67%					
35-54	15%	8%	78%	**Party Support**	Fianna Fáil	22%	4%	74%
55+	19%	3%	78%		Fine Gael	24%	6%	70%
Social Class					Sinn Féin	14%	3%	83%
ABC1	26%	5%	69%		Independent	10%	2%	88%
C2DE	13%	7%	80%					

(Base: All adults 18+)

Looking at the following statements which others have made in relation to asylum seekers in Ireland and other topical issues, please state the extent to which you agree or disagree with each statement. **I think the number of refugees Ireland is taking in is now too many**

Widespread appreciation of current level of anger

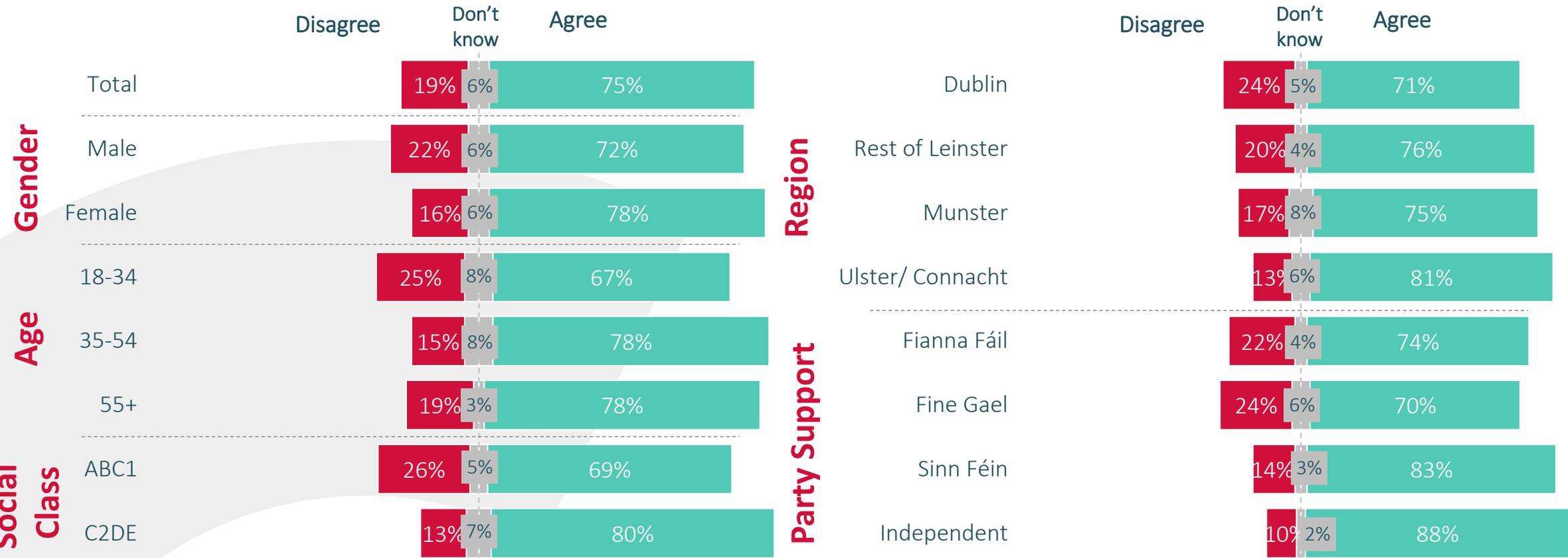Women, those over 35, those in Ulster/Connaught, and Sinn Féin and independent voters are more likely to say they can appreciate the anger felt over refugees being moved into local areas.

Can appreciate anger felt about asylum seekers being moved into local areas

	Disagree	Don't know	Agree
Total	21%	3%	76%
Gender			
Male	24%	3%	73%
Female	18%	4%	78%
Age			
18-34	27%	5%	68%
35-54	18%	3%	79%
55+	19%	3%	78%
Social Class			
ABC1	25%	3%	72%
C2DE	19%	4%	77%

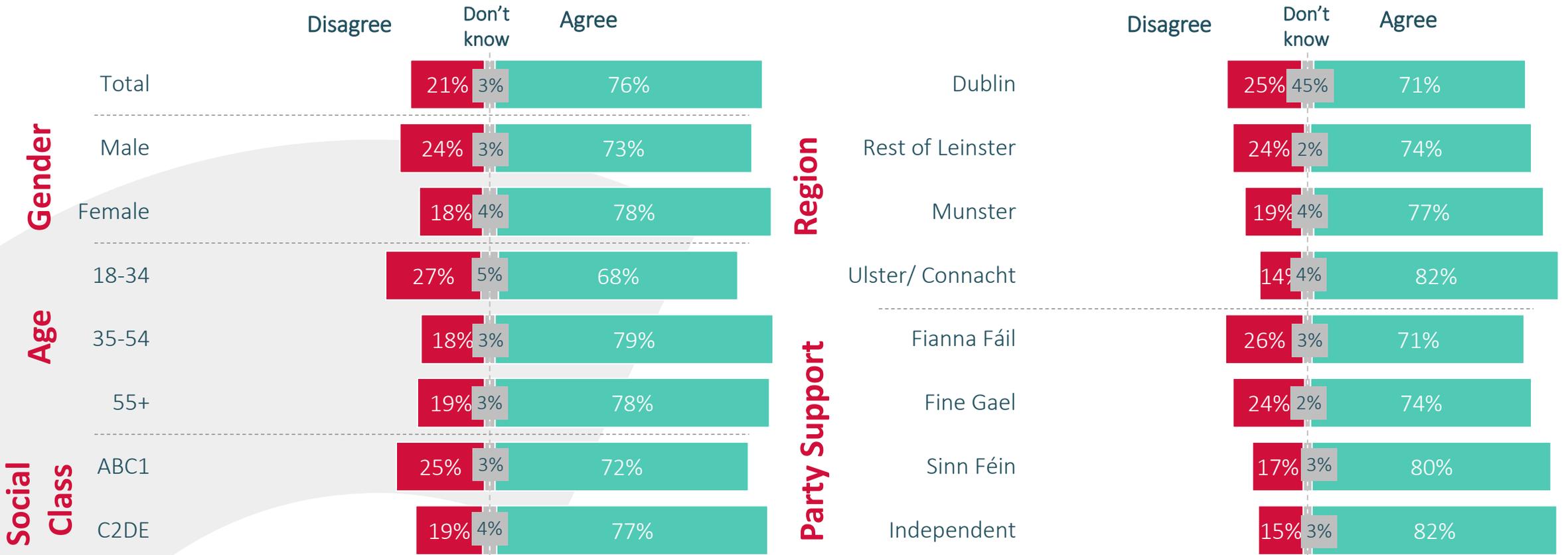|	Disagree	Don't know	Agree
Region			
Dublin	25%	45%	71%
Rest of Leinster	24%	2%	74%
Munster	19%	4%	77%
Ulster/ Connacht	14%	4%	82%
Party Support			
Fianna Fáil	26%	3%	71%
Fine Gael	24%	2%	74%
Sinn Féin	17%	3%	80%
Independent	15%	3%	82%

(Base: All adults 18+)

Looking at the following statements which others have made in relation to asylum seekers in Ireland and other topical issues, please state the extent to which you agree or disagree with each statement. **I can appreciate some of the anger people feel about asylum seekers being moved into their local area**

16

Most would be concerned about asylum seekers in their area REDC

Fewer than 2 in 5 would not be concerned about asylum seekers being relocated to their area. Concern is higher among younger cohorts, lower social grades and among Sinn Féin and independent voters.

I would be concerned about asylum seekers being relocated to my local area

	Disagree	Don't know	Agree
Total	38%	7%	55%
Gender			
Male	42%	6%	52%
Female	35%	7%	58%
Age			
18-34	36%	8%	56%
35-54	36%	6%	58%
55+	43%	7%	50%
Social Class			
ABC1	48%	4%	48%
C2DE	31%	9%	60%

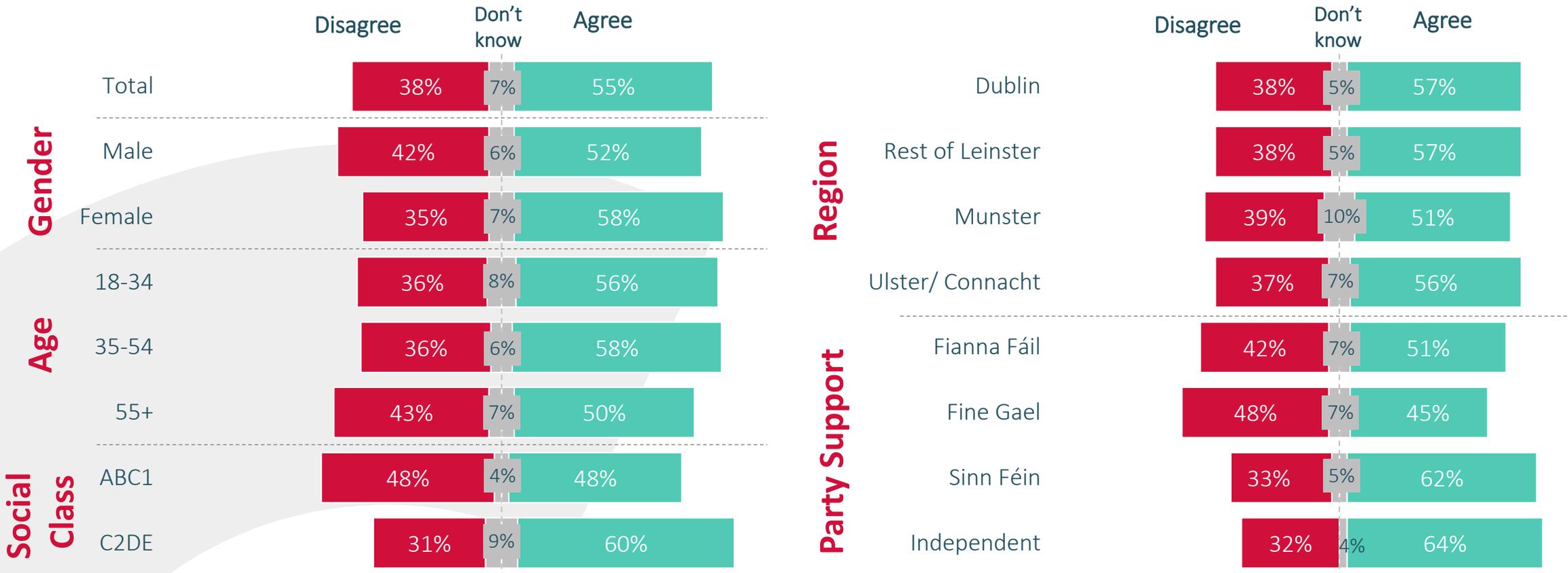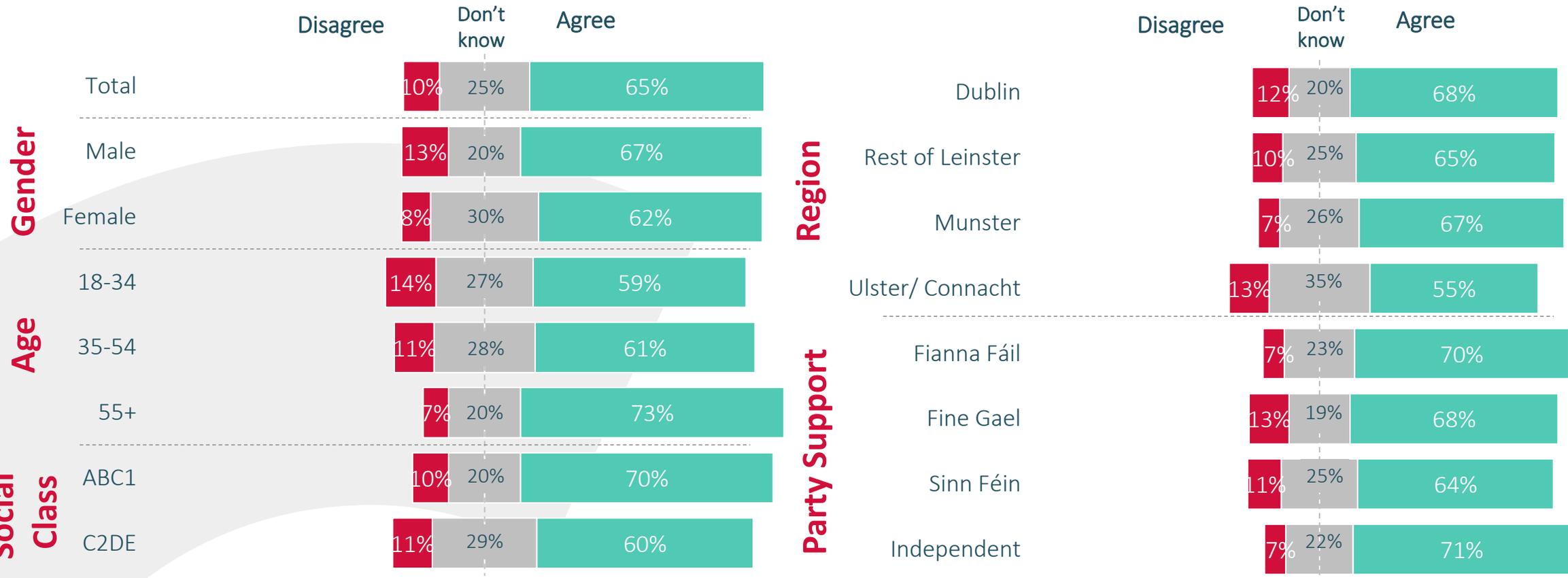|	Disagree	Don't know	Agree
Region			
Dublin	38%	5%	57%
Rest of Leinster	38%	5%	57%
Munster	39%	10%	51%
Ulster/ Connacht	37%	7%	56%
Party Support			
Fianna Fáil	42%	7%	51%
Fine Gael	48%	7%	45%
Sinn Féin	33%	5%	62%
Independent	32%	4%	64%

(Base: All adults 18+)

Looking at the following statements which others have made in relation to asylum seekers in Ireland and other topical issues, please state the extent to which you agree or disagree with each statement. **I would be concerned about asylum seekers being relocated to my local area**

Most believe the current system is too slow

Almost two thirds believe the system for processing international protection applications is too slow with a further quarter not knowing enough about the topic

The system for processing international protection applications is too slow

	Disagree	Don't know	Agree
Total	10%	25%	65%
Gender			
Male	13%	20%	67%
Female	8%	30%	62%
Age			
18-34	14%	27%	59%
35-54	11%	28%	61%
55+	7%	20%	73%
Social Class			
ABC1	10%	20%	70%
C2DE	11%	29%	60%

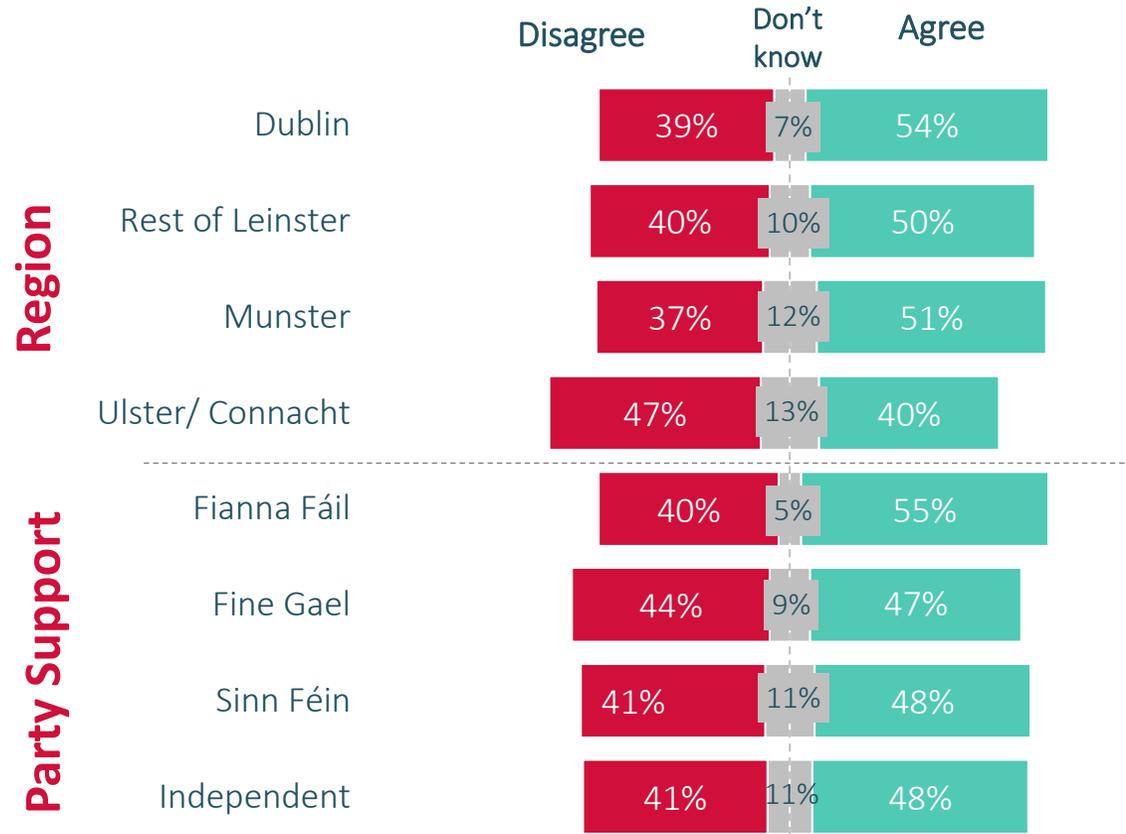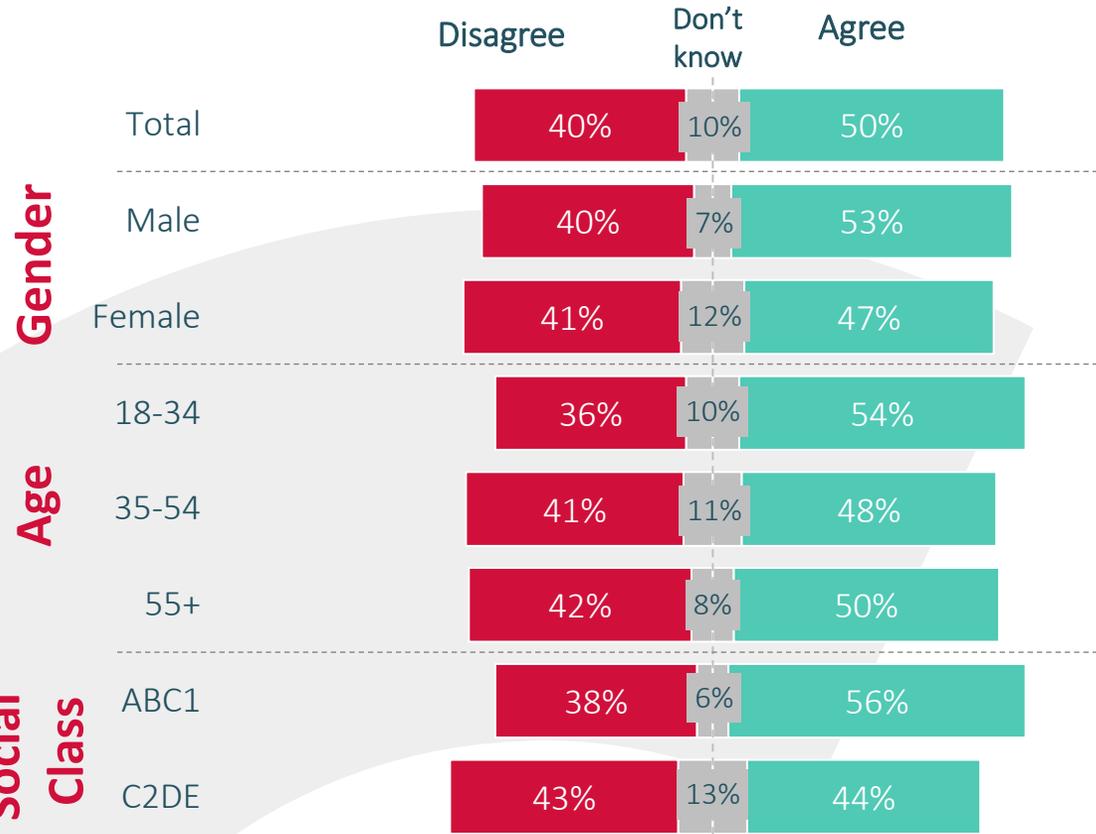|	Disagree	Don't know	Agree
Region			
Dublin	12%	20%	68%
Rest of Leinster	10%	25%	65%
Munster	7%	26%	67%
Ulster/ Connacht	13%	35%	55%
Party Support			
Fianna Fáil	7%	23%	70%
Fine Gael	13%	19%	68%
Sinn Féin	11%	25%	64%
Independent	7%	22%	71%

(Base: All adults 18+)

Looking at the following statements which others have made in relation to asylum seekers in Ireland and other topical issues, please state the extent to which you agree or disagree with each statement. **The system for processing international protection applications is too slow**

Half are unhappy with state's failure on asylum seekers

Half are unhappy with the state's failure to provide accommodation for all asylum seekers while 2 in 5 are not unhappy. Younger cohorts and higher social grades are more likely to be unhappy.

Not happy about state's failure to provide accommodation for all asylum seekers

	Disagree	Don't know	Agree
Total	40%	10%	50%
Gender			
Male	40%	7%	53%
Female	41%	12%	47%
Age			
18-34	36%	10%	54%
35-54	41%	11%	48%
55+	42%	8%	50%
Social Class			
ABC1	38%	6%	56%
C2DE	43%	13%	44%

	Disagree	Don't know	Agree
Region			
Dublin	39%	7%	54%
Rest of Leinster	40%	10%	50%
Munster	37%	12%	51%
Ulster/ Connacht	47%	13%	40%
Party Support			
Fianna Fáil	40%	5%	55%
Fine Gael	44%	9%	47%
Sinn Féin	41%	11%	48%
Independent	41%	11%	48%

(Base: All adults 18+)

Looking at the following statements which others have made in relation to asylum seekers in Ireland and other topical issues, please state the extent to which you agree or disagree with each statement. **I am not happy about the state's failure to provide accommodation for all asylum seekers who arrive here**

03

About RED C

RED C are premier providers of research-based consultancy

REDC

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
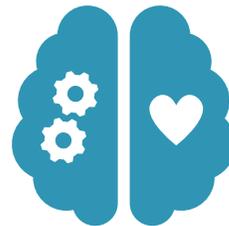
Building Brands

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
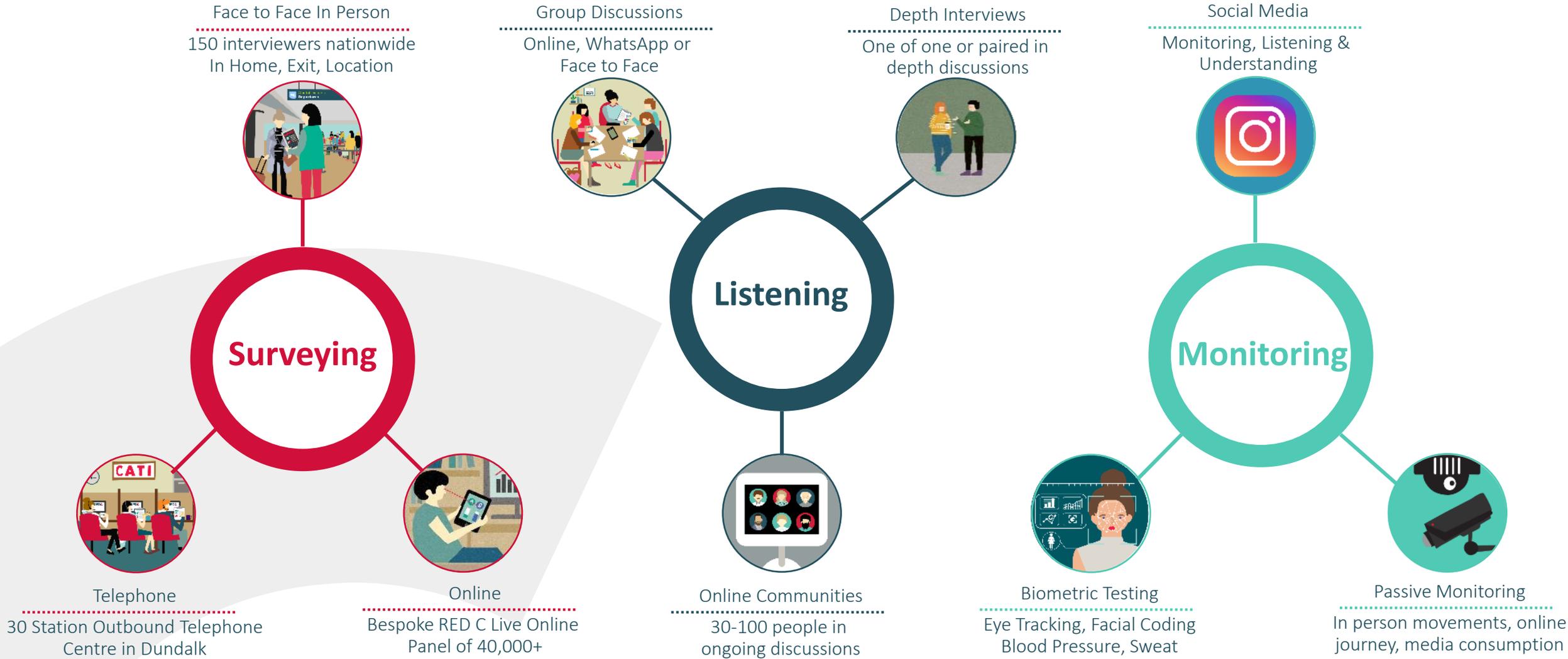
System 1

RED Star

In markets across the world

Using a variety of techniques to uncover & understand

REDC

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

23

RESEARCH EVALUATION DIRECTION CLARITY

See More, Clearly

REDC