Opinion Poll Report
June 2023

JN. 634523

Methodology and Weighting

- RED C interviewed a random sample of **1,011** adults aged 18+ online between Friday 16th to Wednesday 21st June

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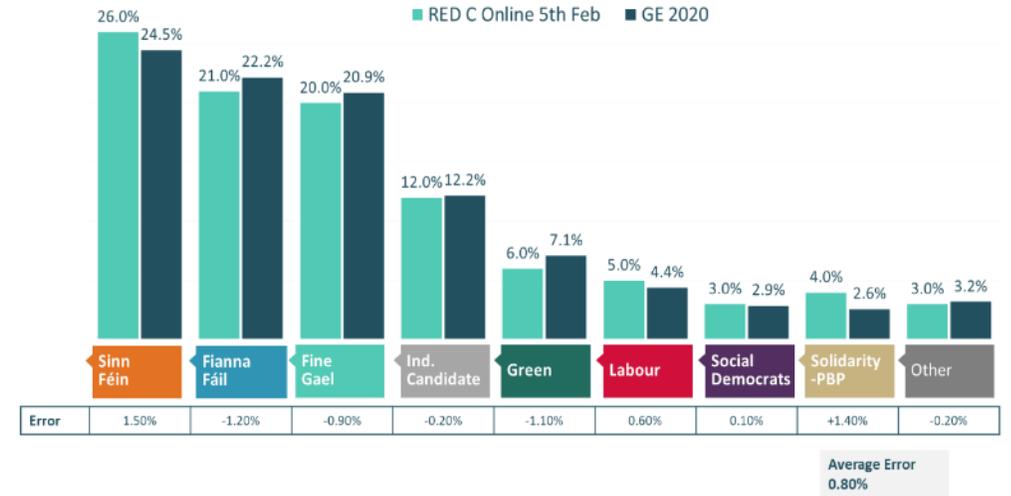
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.

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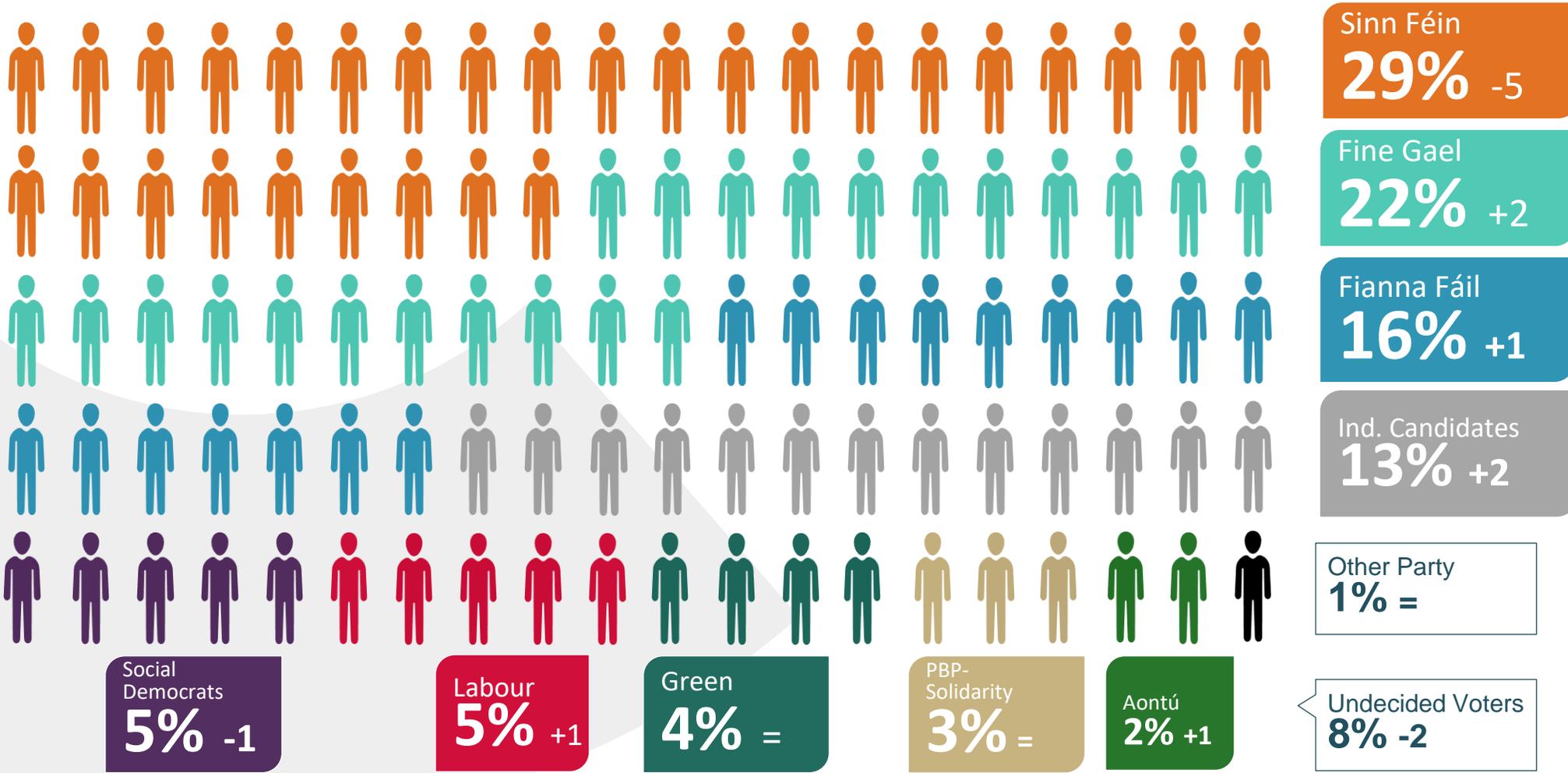*(Base: All adults 18+ who will vote)*

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 – 25th June 2023

With change vs. last poll – May 2023

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Sinn Féin 29% -5

Fine Gael 22% +2

Fianna Fáil 16% +1

Ind. Candidates 13% +2

Other Party 1% =

Social Democrats 5% -1

Labour 5% +1

Green 4% =

PBP-Solidarity 3% =
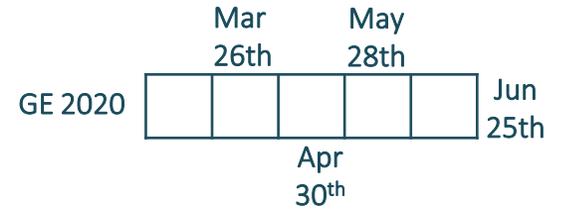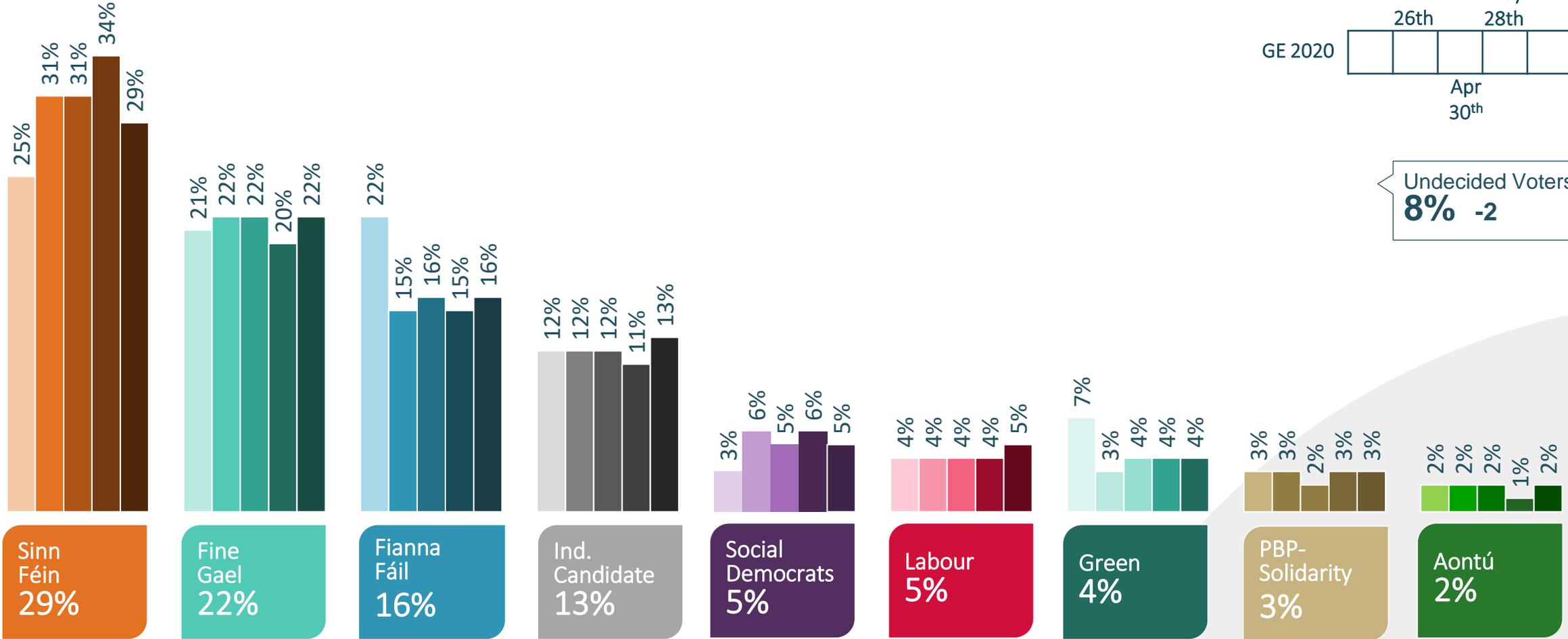
Aontú 2% +1

Undecided Voters 8% -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)

Core vote intention to Turnout weighted data process

25th June 2023	Core data	Core data with prompt for most likely party [1]	Undecided/ Non Voters Removed [2]	Turnout Weighted [3]
Sinn Féin	25%	27%	30%	29%
Fine Gael	17%	19%	21%	22%
Fianna Fáil	13%	14%	15%	16%
An Independent Candidate	11%	12%	13%	13%
Social Democrats	4%	4%	5%	5%
Labour Party	4%	4%	5%	5%
Green Party	3%	4%	4%	4%
People Before Profit-Solidarity	2%	3%	3%	3%
Aontú	2%	2%	2%	2%
Other Party	1%	2%	2%	1%
Would not vote	2%	2%		
Undecided/Refused	16%	7%		

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

25th June 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	29%	29%	29%	36%	32%	20%	20%	39%	26%	30%	26%	37%
Fine Gael	22%	24%	19%	20%	19%	25%	27%	15%	22%	21%	19%	25%
Fianna Fáil	16%	16%	16%	10%	14%	22%	22%	11%	18%	16%	16%	13%
An Independent Candidate	13%	12%	15%	9%	13%	16%	9%	15%	8%	13%	17%	17%
Social Democrats	5%	6%	5%	6%	7%	3%	7%	3%	9%	5%	5%	1%
Labour Party	5%	5%	5%	5%	5%	5%	4%	6%	5%	9%	3%	0
Green Party	4%	3%	5%	6%	3%	4%	5%	3%	6%	1%	5%	2%
People Before Profit-Solidarity (including Rise)	3%	2%	3%	4%	3%	1%	2%	4%	4%	3%	3%	1%
Aontú	2%	2%	2%	2%	2%	2%	1%	2%	0	2%	2%	3%

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)

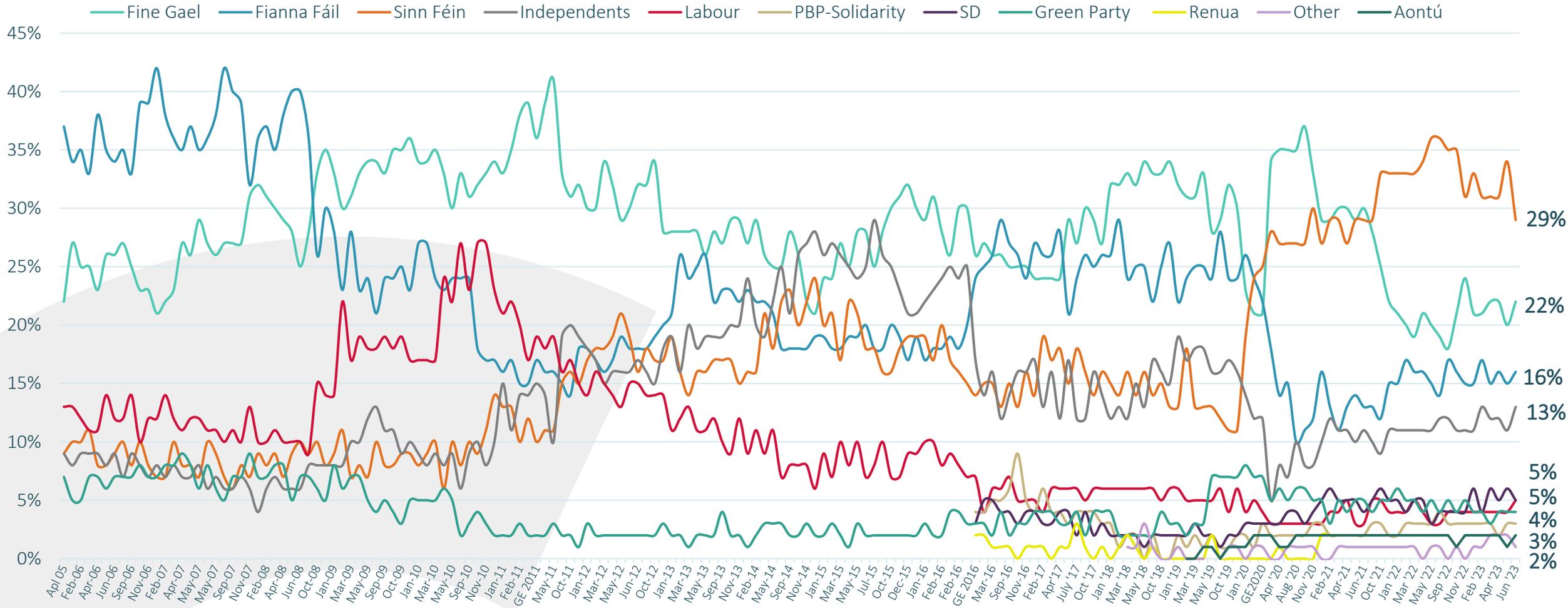# First preference vote intention – since GE 2016
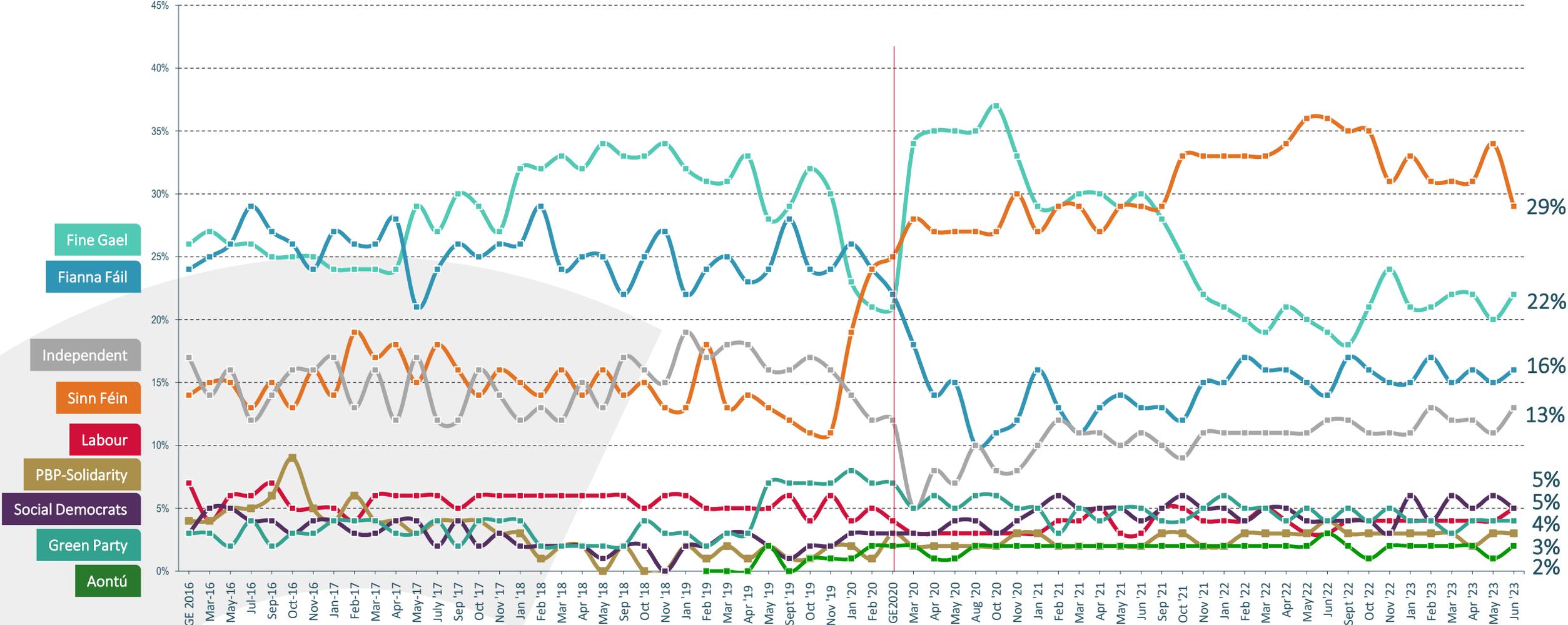
Q. If the general election was tomorrow which party or independent candidate do you think
you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

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

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

End values: 29%, 22%, 16%, 13%, 5%, 5%, 4%, 3%, 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)
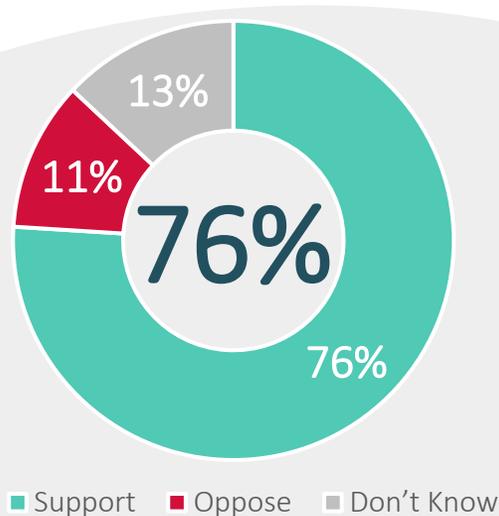
(Base: All adults 18+ who will vote)

02

Attitudes around assisted dying

Attitudes around assisted dying in Ireland

Business Post - June 2023

Do you support or oppose the introduction of legislation to allow for assisted dying for **terminally ill** people?

13%

11%

76%

76%

■ Support ■ Oppose ■ Don't Know

Do you support or oppose the introduction of legislation to allow for assisted dying for people who are experiencing **unbearable suffering with no prospect of improvement**, but are **not** terminally ill?

20%

16%

64%

64%
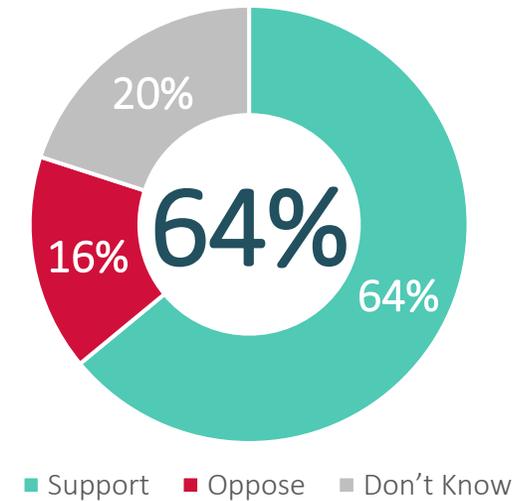
■ Support ■ Oppose ■ Don't Know

(Base: All adults 18+)

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 oppose each proposal
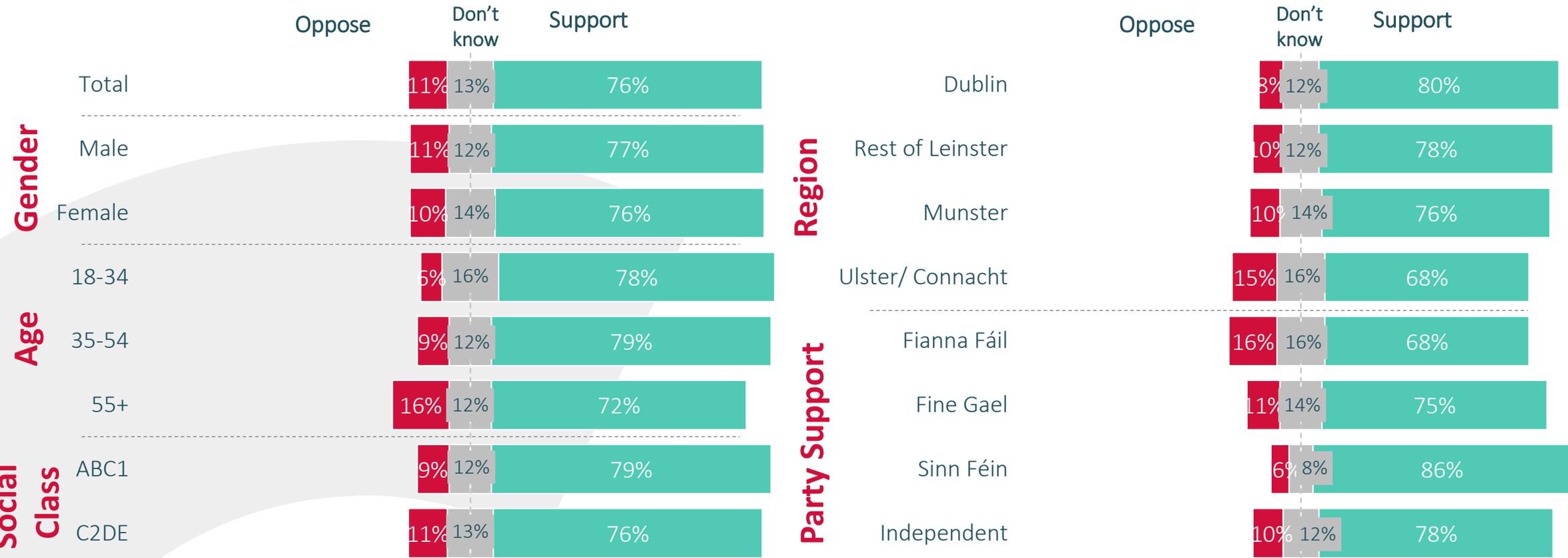
Strong support for assisted dying for terminally ill people

Across demographics, a clear majority support assisted dying for terminally ill people

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Assisted dying for terminally ill people

	Oppose	Don't know	Support
Total	11%	13%	76%
Gender			
Male	11%	12%	77%
Female	10%	14%	76%
Age			
18-34	6%	16%	78%
35-54	9%	12%	79%
55+	16%	12%	72%
Social Class			
ABC1	9%	12%	79%
C2DE	11%	13%	76%

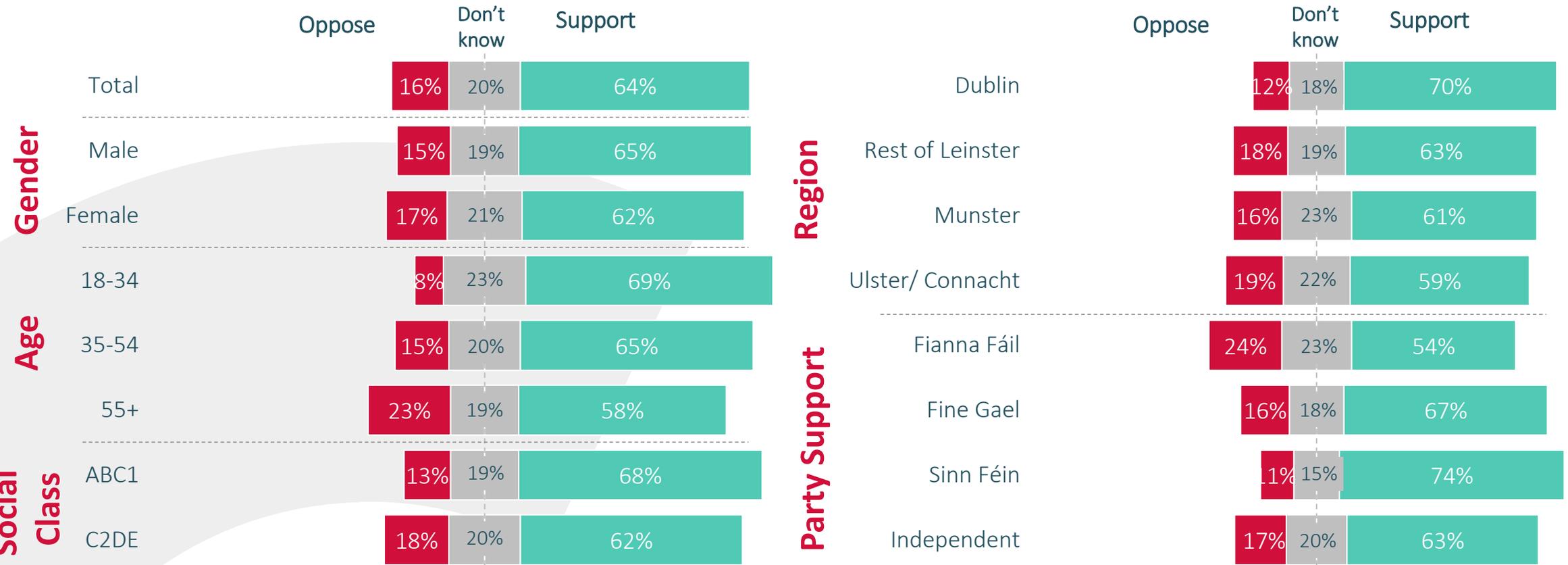|	Oppose	Don't know	Support
Region			
Dublin	8%	12%	80%
Rest of Leinster	10%	12%	78%
Munster	10%	14%	76%
Ulster/ Connacht	15%	16%	68%
Party Support			
Fianna Fáil	16%	16%	68%
Fine Gael	11%	14%	75%
Sinn Féin	6%	8%	86%
Independent	10%	12%	78%

(Base: All adults 18+)

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 oppose each proposal: **Introduction of legislation to allow for assisted dying for terminally ill people?**

13

Two thirds support assisted dying for non terminally ill

Support particularly strong among under 34s, among higher social grades, and in Dublin

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Assisted dying for people with unbearable suffering, but who are <u>not</u> terminally ill

		Oppose	Don't know	Support
	Total	16%	20%	64%
Gender	Male	15%	19%	65%
	Female	17%	21%	62%
Age	18-34	8%	23%	69%
	35-54	15%	20%	65%
	55+	23%	19%	58%
Social Class	ABC1	13%	19%	68%
	C2DE	18%	20%	62%

		Oppose	Don't know	Support
Region	Dublin	12%	18%	70%
	Rest of Leinster	18%	19%	63%
	Munster	16%	23%	61%
	Ulster/ Connacht	19%	22%	59%
Party Support	Fianna Fáil	24%	23%	54%
	Fine Gael	16%	18%	67%
	Sinn Féin	11%	15%	74%
	Independent	17%	20%	63%

(Base: All adults 18+)

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 oppose each proposal: Introduction of legislation to allow for assisted dying for people who are experiencing unbearable suffering, but who are <u>not</u> terminally ill
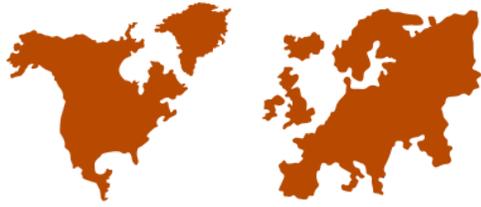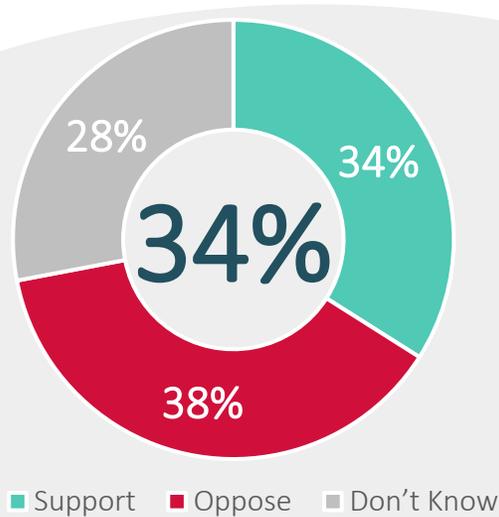
03

Attitudes around Irish neutrality
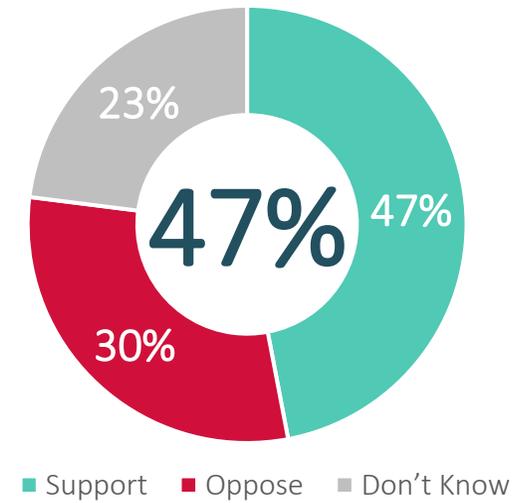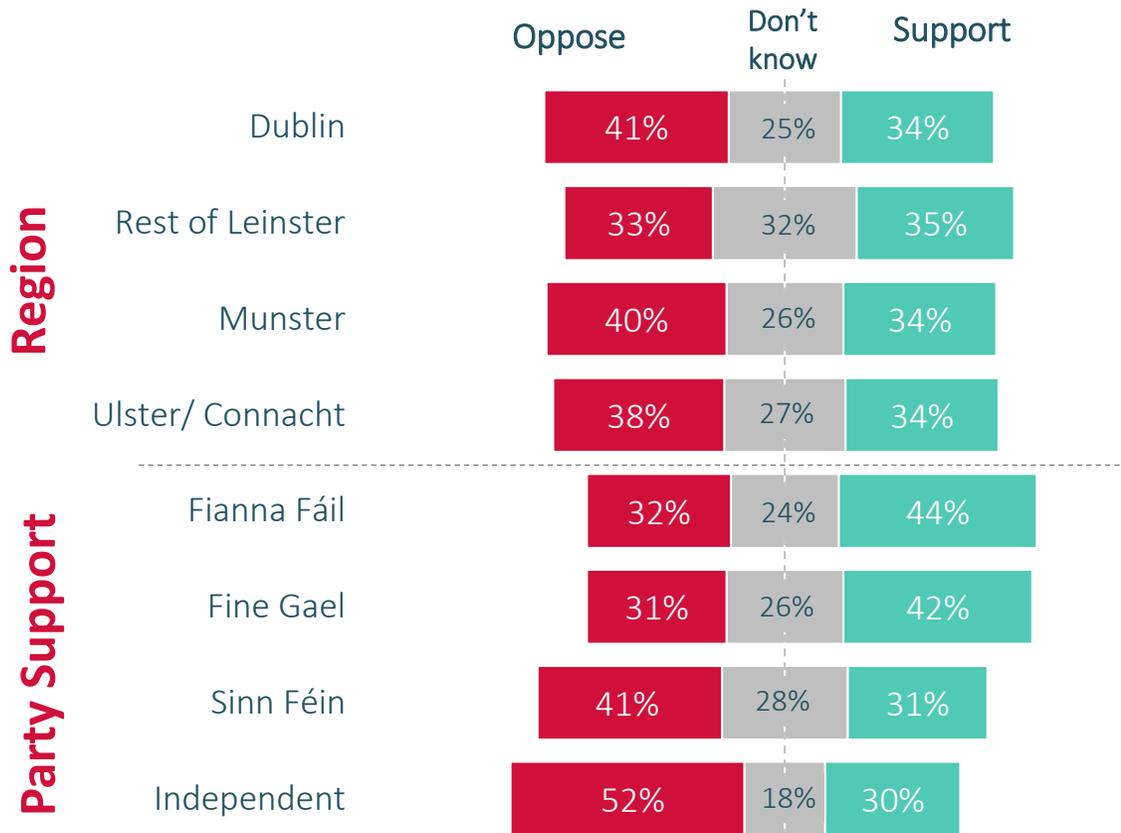
Attitudes around Irish neutrality

Business Post - June 2023

Do you support or oppose Ireland joining NATO?

34%

- 34% Support
- 38% Oppose
- 28% Don't Know

■ Support ■ Oppose ■ Don't Know

Do you support or oppose relying on Britain to help police/patrol our seas from foreign actors?

47%

- 47% Support
- 30% Oppose
- 23% Don't Know

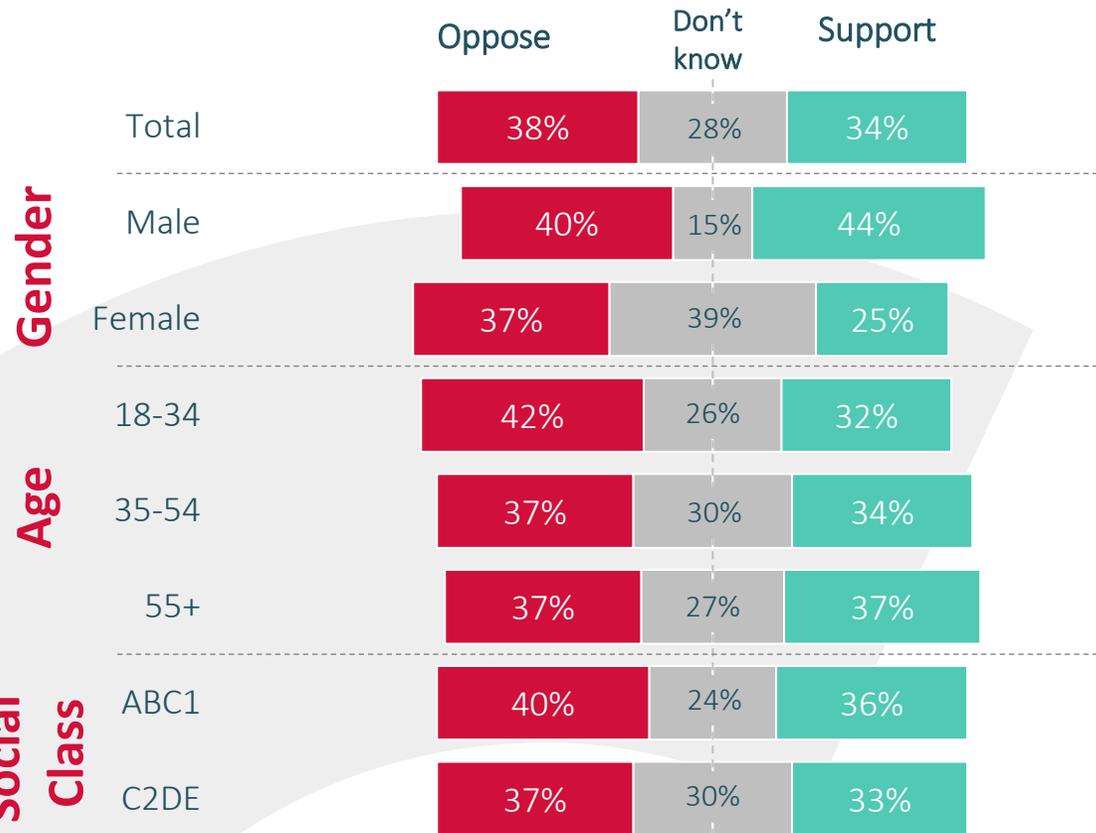■ Support ■ Oppose ■ Don't Know

(Base: All adults 18+)

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 oppose each proposal

Little consensus on Ireland joining NATO

A third would support joining NATO while just over this would oppose. Over a quarter have yet to make up their mind. Support is stronger among men and among government party voters.
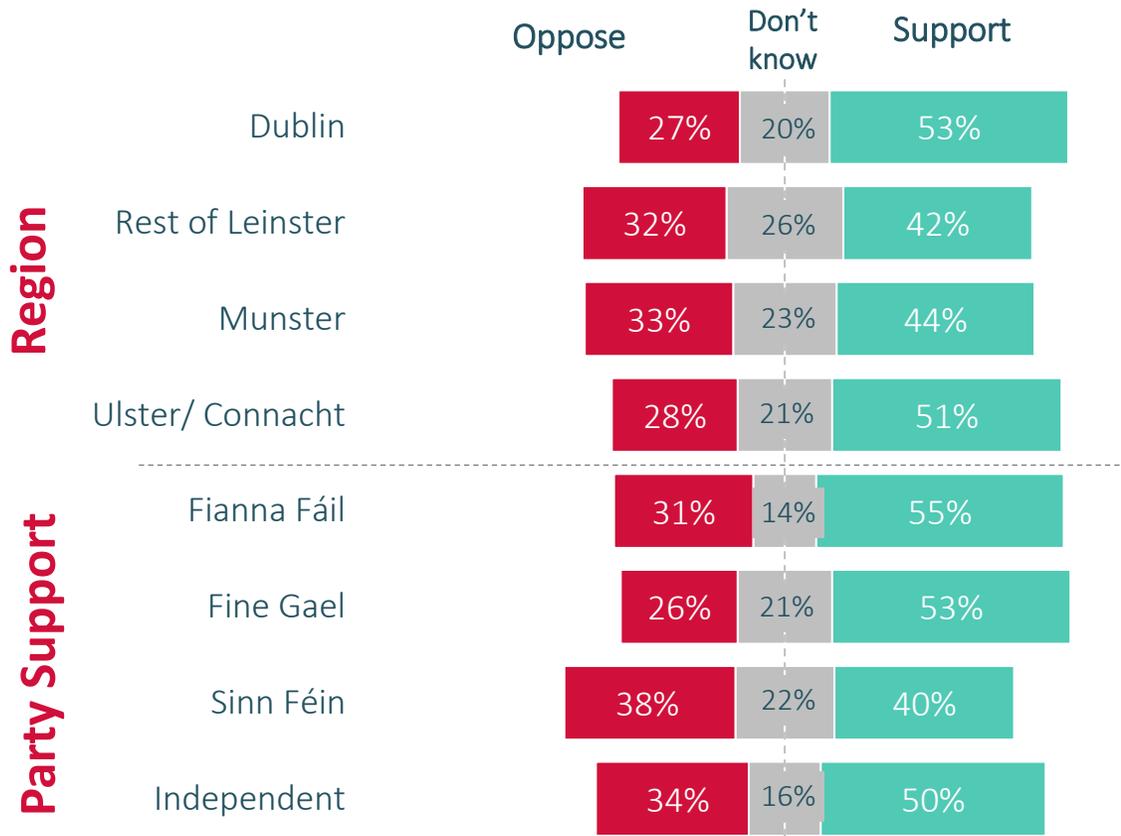
Ireland joining NATO

	Oppose	Don't know	Support
Total	38%	28%	34%
Gender			
Male	40%	15%	44%
Female	37%	39%	25%
Age			
18-34	42%	26%	32%
35-54	37%	30%	34%
55+	37%	27%	37%
Social Class			
ABC1	40%	24%	36%
C2DE	37%	30%	33%

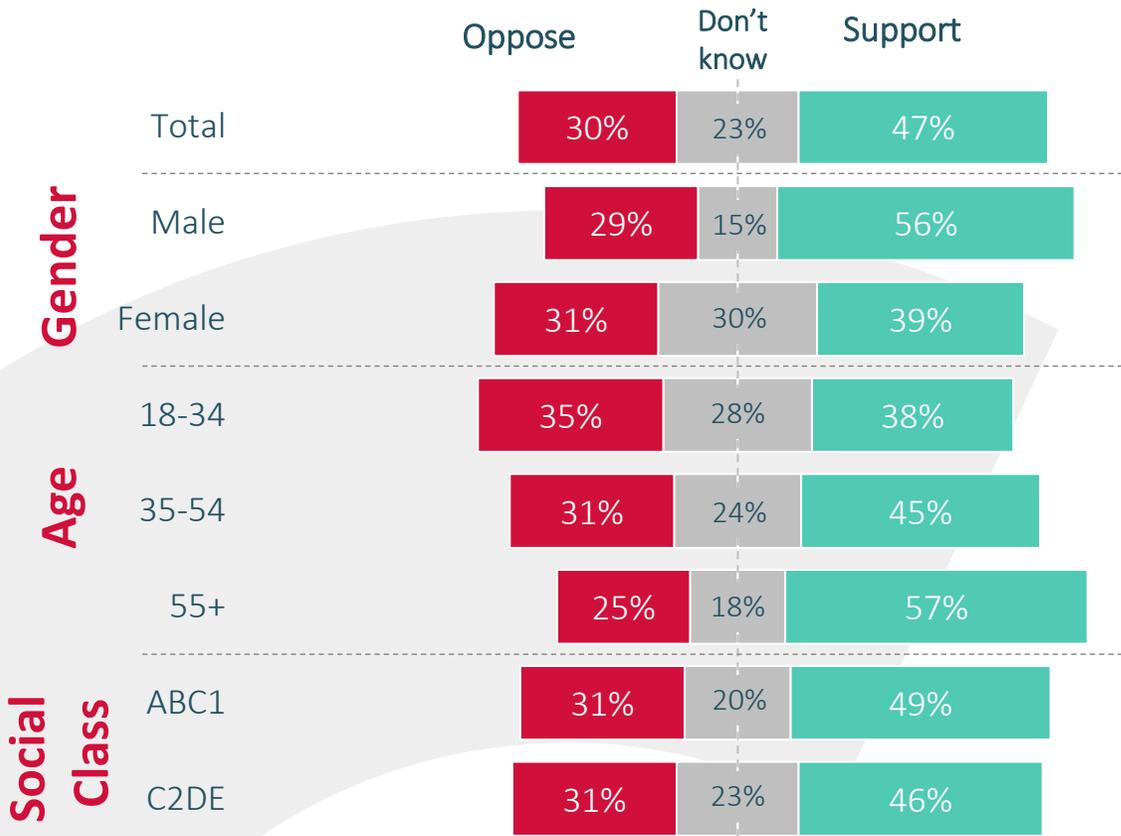|	Oppose	Don't know	Support
Region			
Dublin	41%	25%	34%
Rest of Leinster	33%	32%	35%
Munster	40%	26%	34%
Ulster/ Connacht	38%	27%	34%
Party Support			
Fianna Fáil	32%	24%	44%
Fine Gael	31%	26%	42%
Sinn Féin	41%	28%	31%
Independent	52%	18%	30%

(Base: All adults 18+)

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 oppose each proposal: Ireland joining NATO

More support than oppose Britain helping police our skies
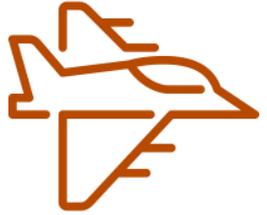
Just under a half support Britain helping us police our seas and skies, while just under a quarter side neither way. Support is stronger among men and older age cohorts.

Britain helping police/patrol Irish seas and skies

	Oppose	Don't know	Support
Total	30%	23%	47%
Gender Male	29%	15%	56%
Female	31%	30%	39%
Age 18-34	35%	28%	38%
35-54	31%	24%	45%
55+	25%	18%	57%
Social Class ABC1	31%	20%	49%
C2DE	31%	23%	46%

	Oppose	Don't know	Support
Region Dublin	27%	20%	53%
Rest of Leinster	32%	26%	42%
Munster	33%	23%	44%
Ulster/ Connacht	28%	21%	51%
Party Support Fianna Fáil	31%	14%	55%
Fine Gael	26%	21%	53%
Sinn Féin	38%	22%	40%
Independent	34%	16%	50%

(Base: All adults 18+)

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 oppose each proposal: **Ireland relying on Britain to help police/patrol our seas and skies from foreign actors**
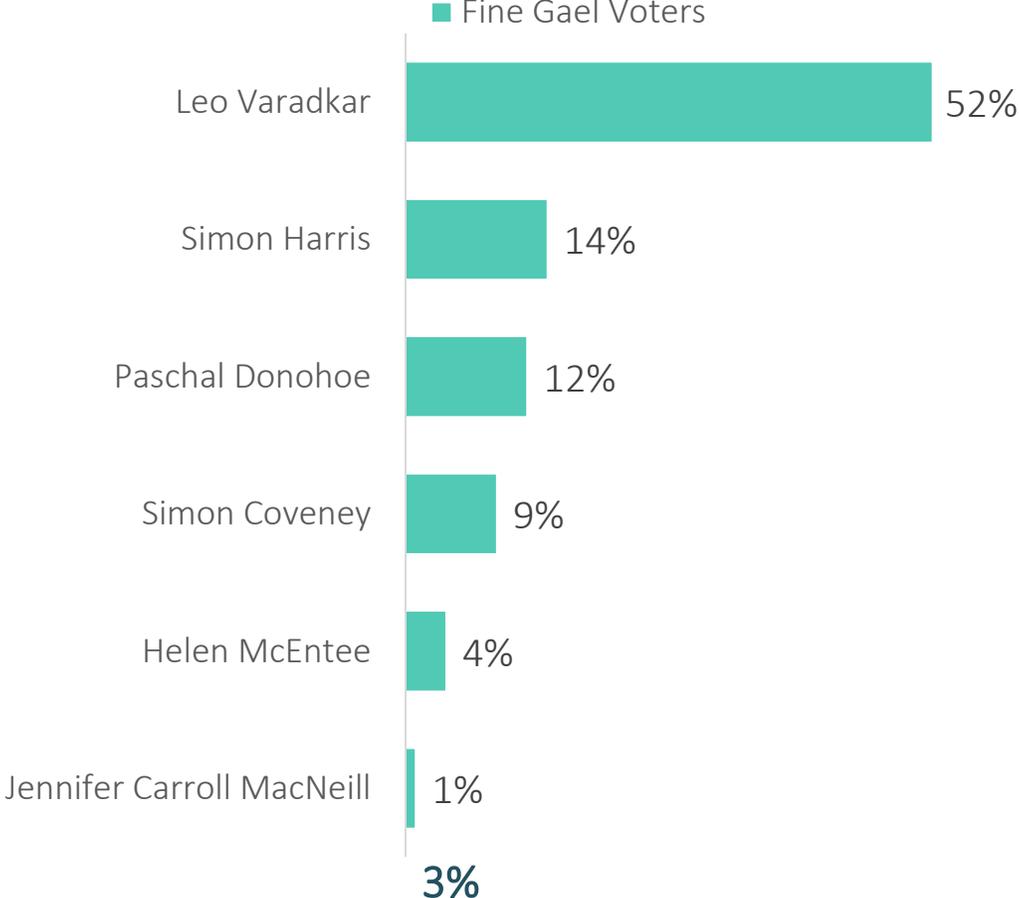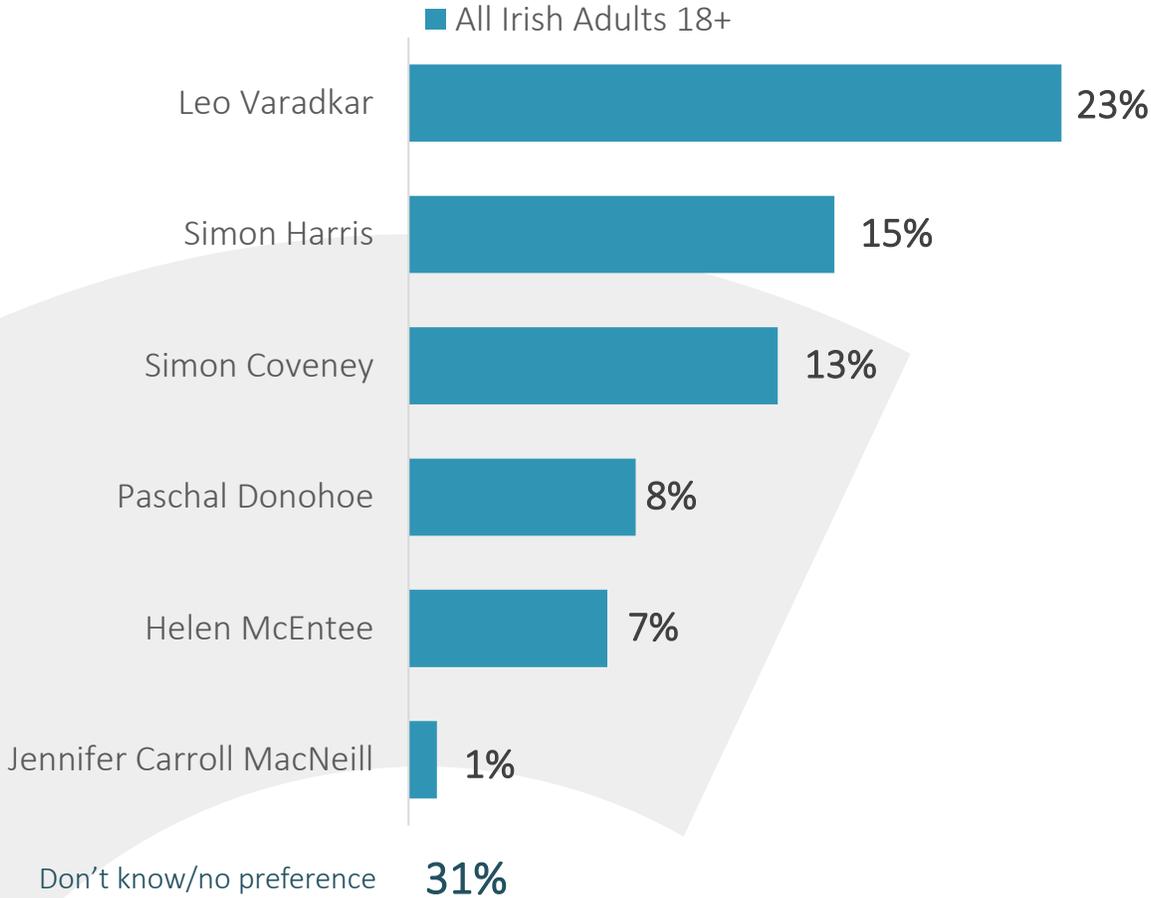
04

Who should lead Fine Gael into the next election?

Leo remains most popular option to lead FG into next election

There is a clear preference for Leo amongst Fine Geal voters, with Simon Harris the second most popular option.

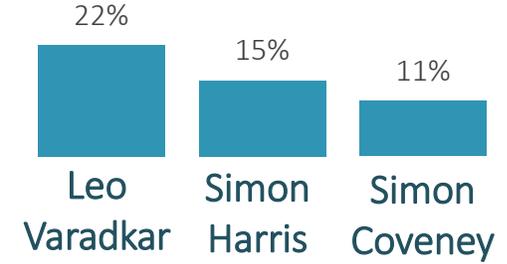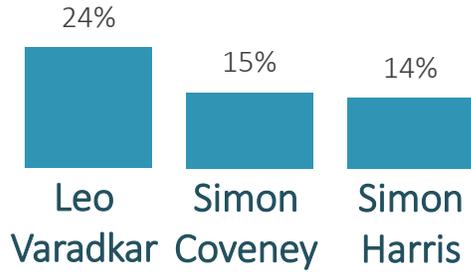Who should lead Fine Gael into the next election?

All Irish Adults 18+

Leo Varadkar	23%
Simon Harris	15%
Simon Coveney	13%
Paschal Donohoe	8%
Helen McEntee	7%
Jennifer Carroll MacNeill	1%
Don't know/no preference	31%

Fine Gael Voters

Leo Varadkar	52%
Simon Harris	14%
Paschal Donohoe	12%
Simon Coveney	9%
Helen McEntee	4%
Jennifer Carroll MacNeill	1%
	3%

Leo is the most preferable option across age and gender

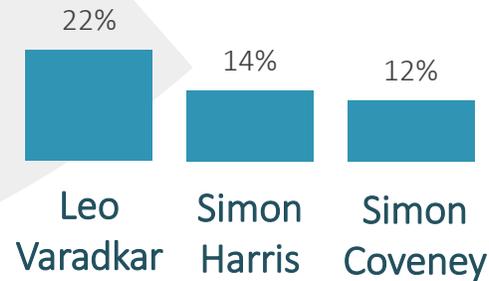Harris and Coveney share both 2nd and 3rd, both within margin of error
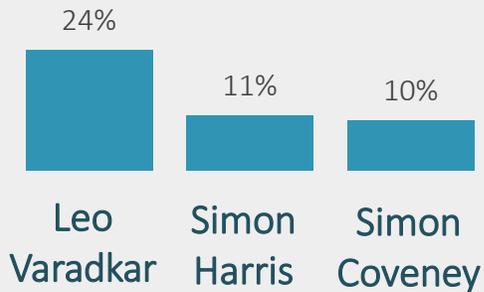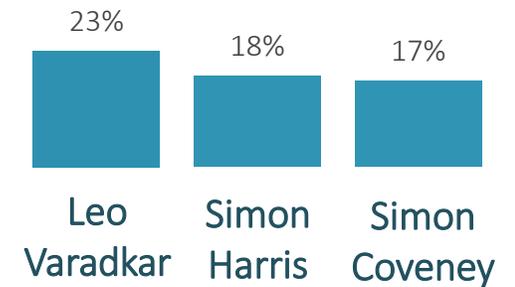
REDC

Gender

Leo Varadkar 24%
Simon Coveney 15%
Simon Harris 14%

Leo Varadkar 22%
Simon Harris 15%
Simon Coveney 11%

Age

18-34
Leo Varadkar 24%
Simon Harris 11%
Simon Coveney 10%

35-54
Leo Varadkar 22%
Simon Harris 14%
Simon Coveney 12%

55+
Leo Varadkar 23%
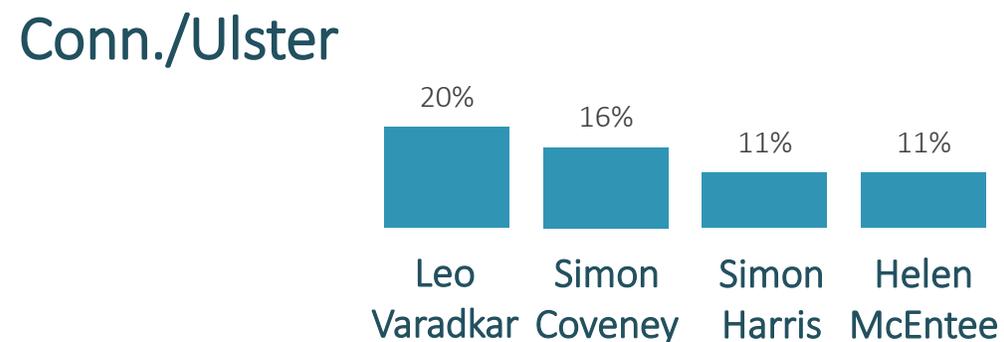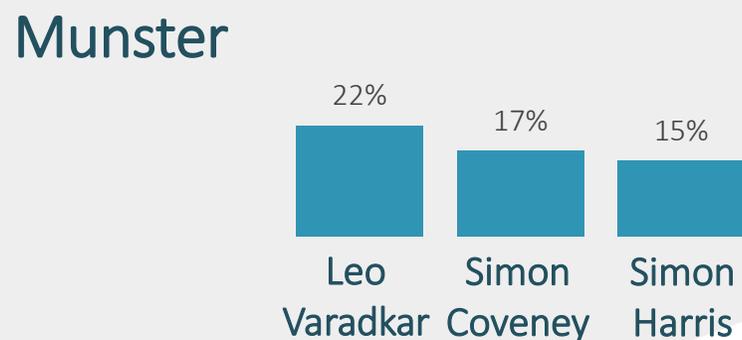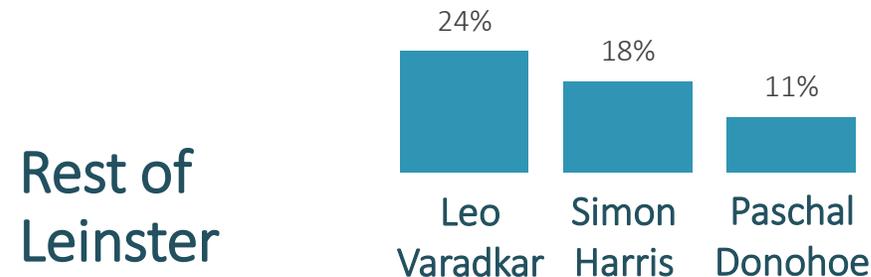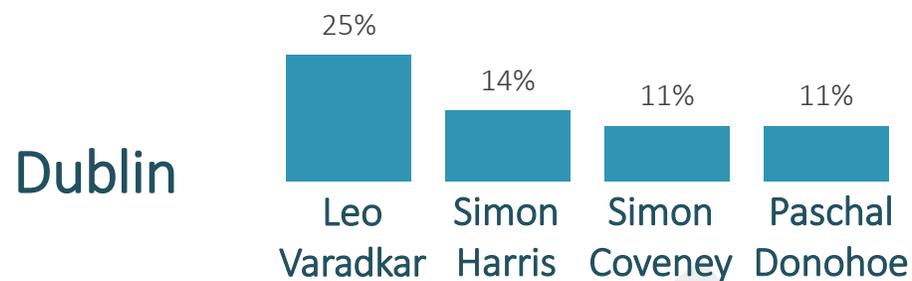Simon Harris 18%
Simon Coveney 17%

(Base: All adults 18+)

Q.6 Putting aside your own party preference, who do you think should lead Fine Gael into the next general election?

The Taoiseach also leads across all regions as pref. FG leader

ROL and Dublin show a slightly higher preference for Harris over Coveney, while Munster and Conn/Ulster prefer Coveney over Harris.

Region

Dublin

Leo Varadkar	Simon Harris	Simon Coveney	Paschal Donohoe
25%	14%	11%	11%

Rest of Leinster

Leo Varadkar	Simon Harris	Paschal Donohoe
24%	18%	11%

Munster

Leo Varadkar	Simon Coveney	Simon Harris
22%	17%	15%

Conn./Ulster

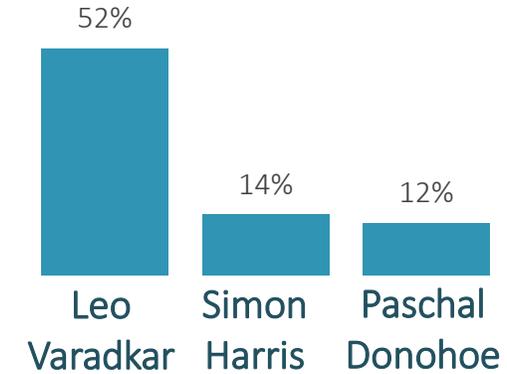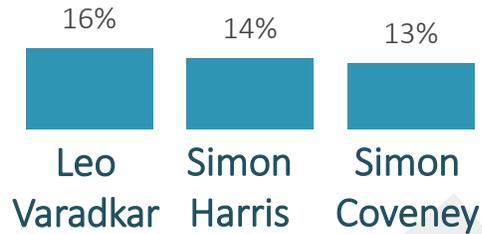| Leo Varadkar	Simon Coveney	Simon Harris	Helen McEntee
20%	16%	11%	11%

(Base: All adults 18+)

Q.6 Putting aside your own party preference, who do you think should lead Fine Gael into the next general election?
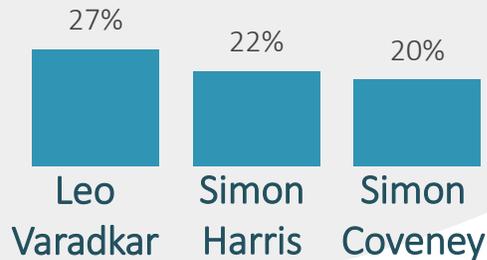
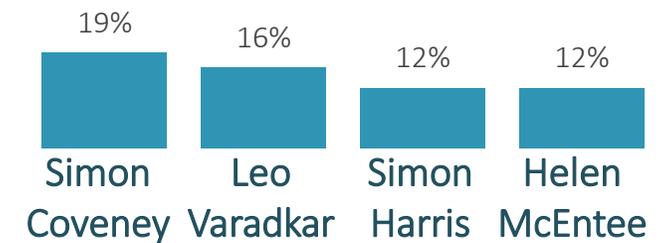# Leo commands a comfortable lead amongst his own party voters

Voters of other parties and independents are less likely to favour Leo as the leader running into the next election.

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Party Support

Sinn Féin

Leo Varadkar	Simon Harris	Simon Coveney
16%	14%	13%

FINE GAEL

Leo Varadkar	Simon Harris	Paschal Donohoe
52%	14%	12%

FIANNA FÁIL

Leo Varadkar	Simon Harris	Simon Coveney
27%	22%	20%

Independent

Simon Coveney	Leo Varadkar	Simon Harris	Helen McEntee
19%	16%	12%	12%

(Base: All adults 18+)

Q.6 Putting aside your own party preference, who do you think should lead Fine Gael into the next general election?

05

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.
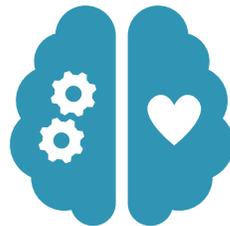
Improving Experiences

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
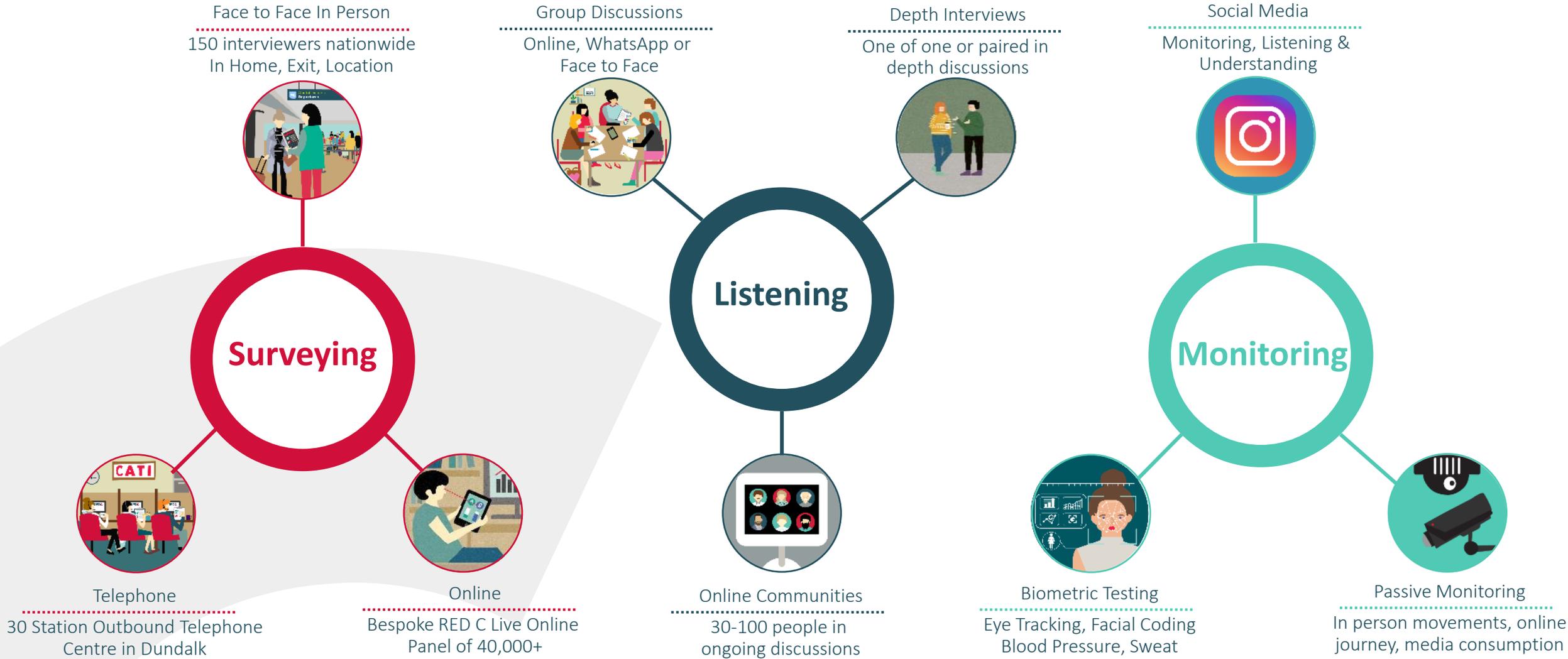
System 1

RED Star

In markets across the world

Using a variety of techniques to uncover & understand

REDC

Surveying

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

Telephone
30 Station Outbound Telephone
Centre in Dundalk

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

Listening

Group Discussions
Online, WhatsApp or
Face to Face

Depth Interviews
One of one or paired in
depth discussions

Online Communities
30-100 people in
ongoing discussions

Monitoring

Social Media
Monitoring, Listening &
Understanding

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