

REDC

**Business
Post**

Opinion Poll Report September 2023

JN. 634523



Methodology and Weighting

- RED C interviewed a random sample of **1,019** adults aged 18+ online between Thursday 7th – Tuesday 12th September 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.

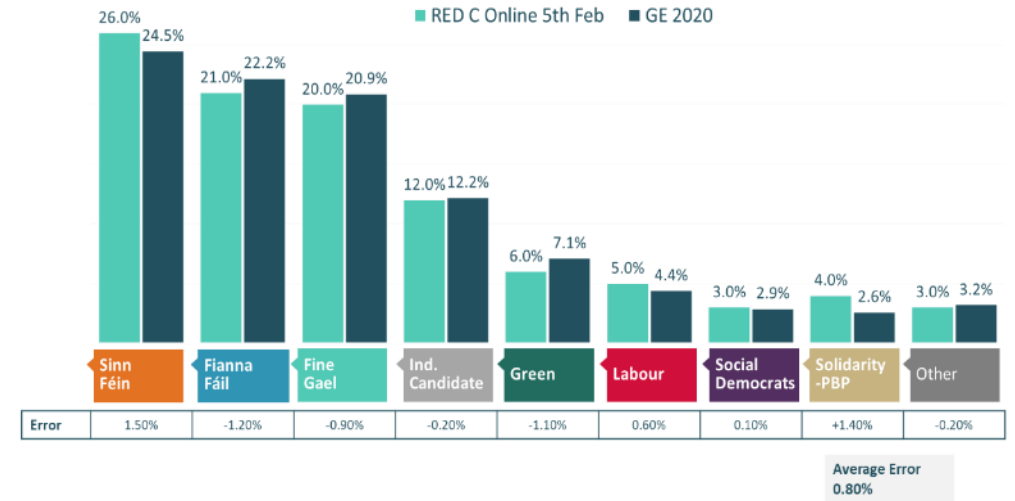
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



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]



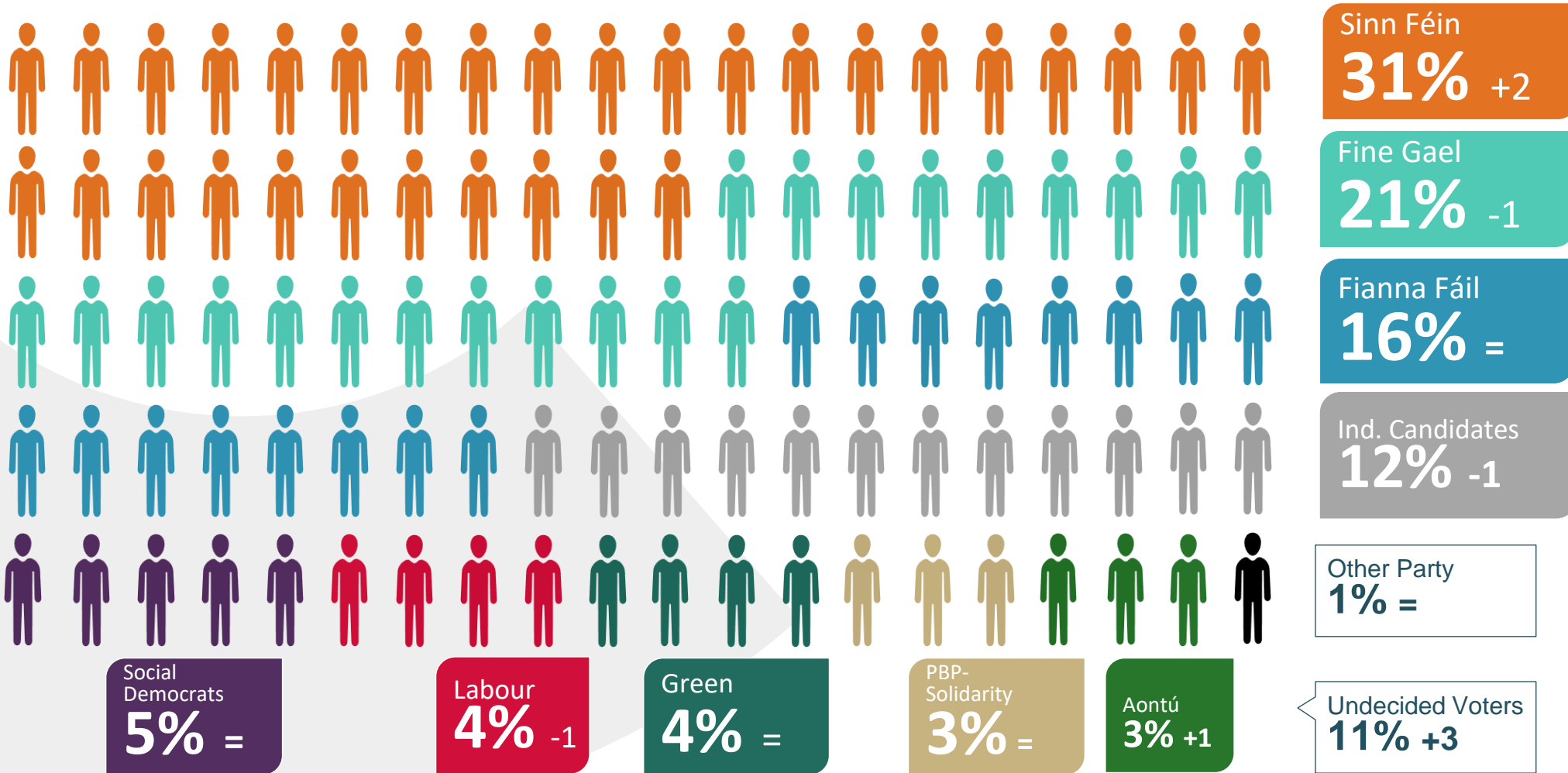
RED C LIVE

01

Vote Intention @ General Election

First preference vote intention – 17th September 2023

With change vs. last poll – June 2023

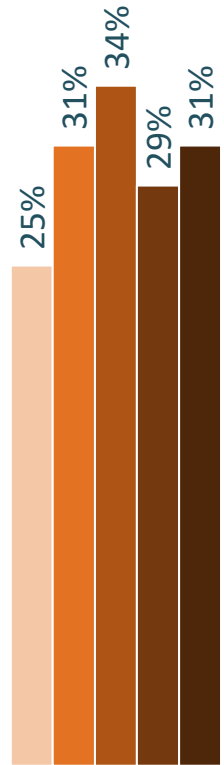


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

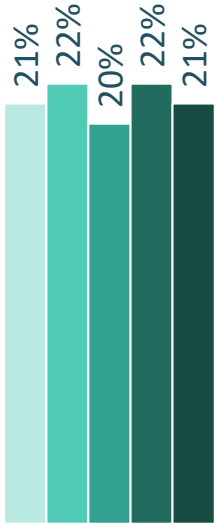
(Base: All adults 18+ who will vote)

First preference vote intention

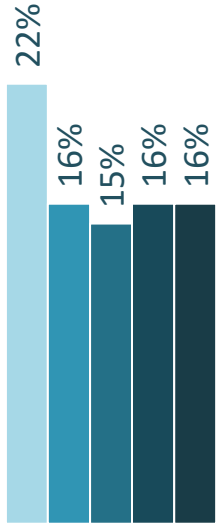
Shown over time and vs. last General Election Results



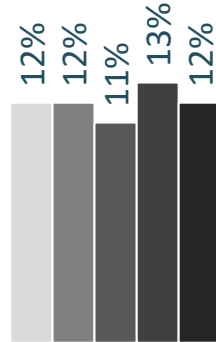
Sinn Féin
31%



Fine Gael
21%



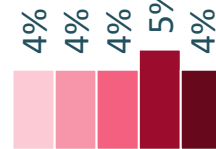
Fianna Fáil
16%



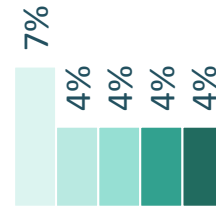
Ind. Candidate
12%



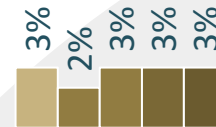
Social Democrats
5%



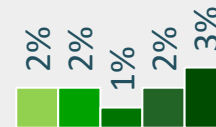
Labour
4%



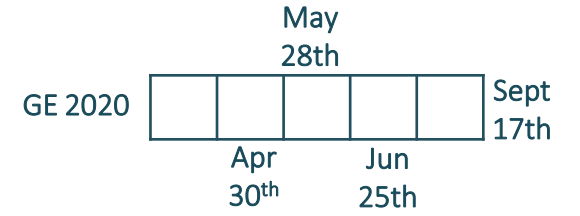
Green
4%



PBP-Solidarity
3%



Aontú
3%



Undecided Voters
11% +3

Other Party
1% =

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

Core vote intention to turnout weighted data process



17 th September 2023	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	27%	28%	33%	31%
Fine Gael	16%	17%	20%	21%
Fianna Fáil	11%	12%	15%	16%
An Independent Candidate	9%	10%	12%	12%
Social Democrats	4%	4%	5%	5%
Labour Party	3%	3%	4%	4%
Green Party	3%	4%	4%	4%
People Before Profit-Solidarity	2%	3%	3%	3%
Aontú	2%	2%	2%	3%
Other Party	2%	1%	2%	1%
Would not vote	4%	4%		
Undecided/Refused	17%	12%		

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

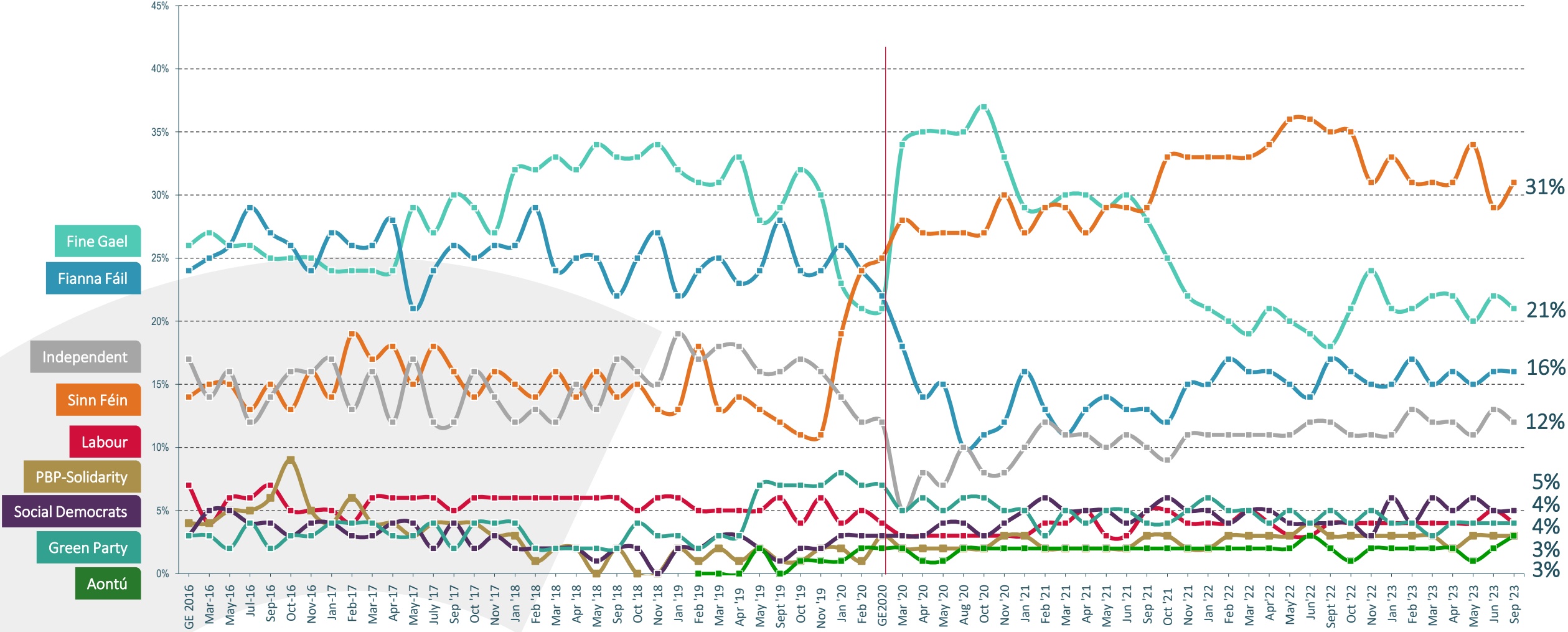
17 th September 2023	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	31%	30%	32%	34%	37%	24%	22%	43%	24%	38%	32%	33%
Fine Gael	21%	20%	22%	15%	16%	29%	24%	17%	24%	18%	19%	22%
Fianna Fáil	16%	15%	16%	12%	14%	19%	21%	10%	15%	19%	16%	11%
An Independent Candidate	12%	12%	12%	9%	17%	9%	9%	14%	9%	8%	16%	15%
Social Democrats	5%	6%	4%	9%	4%	5%	8%	2%	7%	4%	5%	3%
Labour Party	4%	4%	3%	6%	2%	4%	4%	3%	5%	4%	2%	2%
Green Party	4%	4%	4%	8%	1%	4%	5%	3%	6%	3%	2%	3%
People Before Profit-Solidarity (including Rise)	3%	2%	4%	5%	2%	2%	3%	3%	4%	1%	3%	1%
Aontú	3%	3%	2%	2%	3%	3%	2%	3%	1%	2%	3%	6%

Not Showing Other Party: 1%-3%

(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

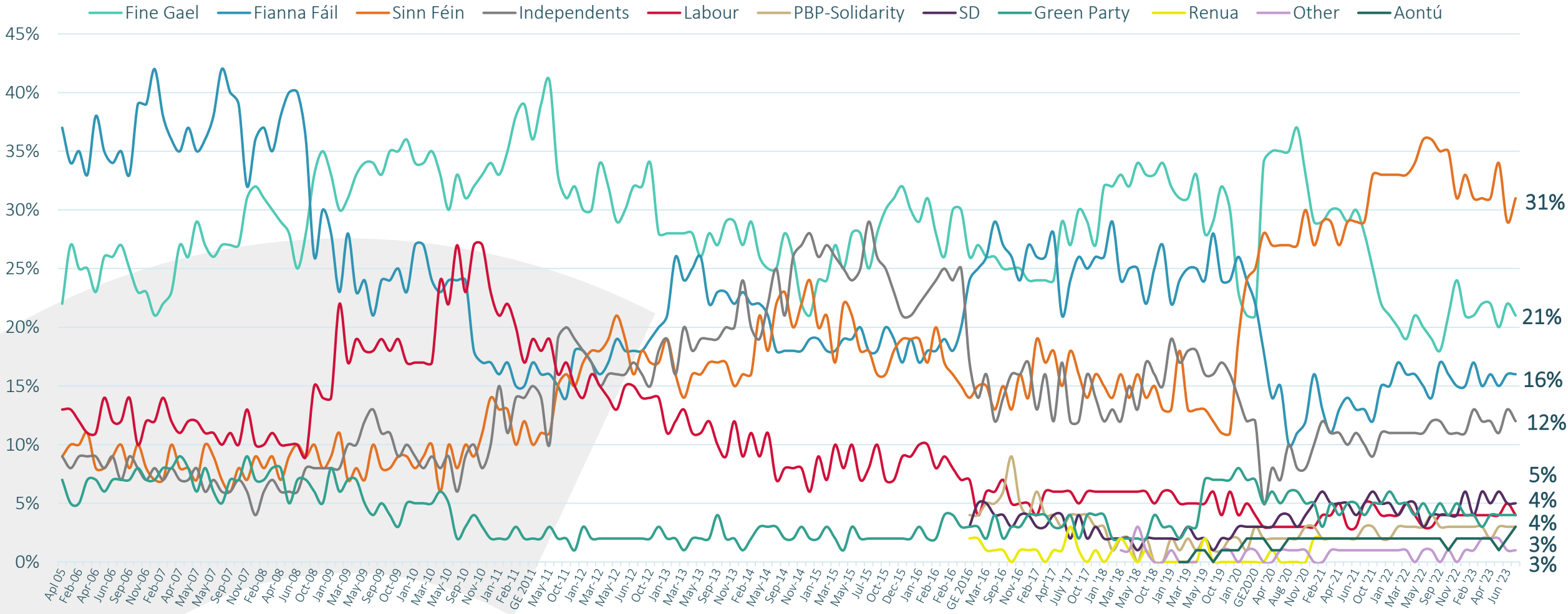


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



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)

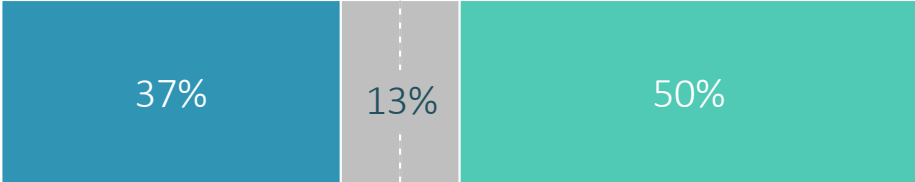
02

Attitudes around the budget and topical political issues

Views on Budget 2024

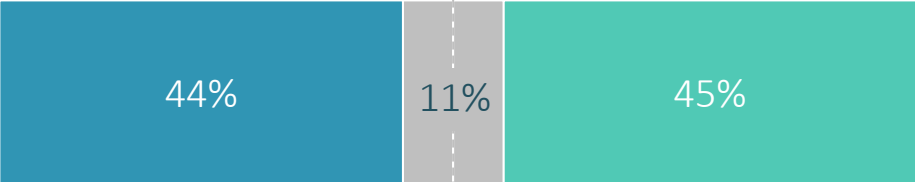
Don't know

The government should follow the advice of the Irish Fiscal Advisory Council and **keep the next budget spending tight**



The government should use the extra funds we have to **spend more at the budget**

I believe the government should **spend more of available funds on tax cuts** vs spending more on public services in the upcoming budget



I believe the government **should spend more available funds on increasing public services** vs tax cuts in the upcoming budget

I **don't** have high expectations that I will **personally benefit** from any **tax cuts** in the budget



I will be **disappointed** if I **don't personally benefit** from **cuts in tax** in the budget

I would **support** the **abolition** of the **USC** within the lifetime of the current government



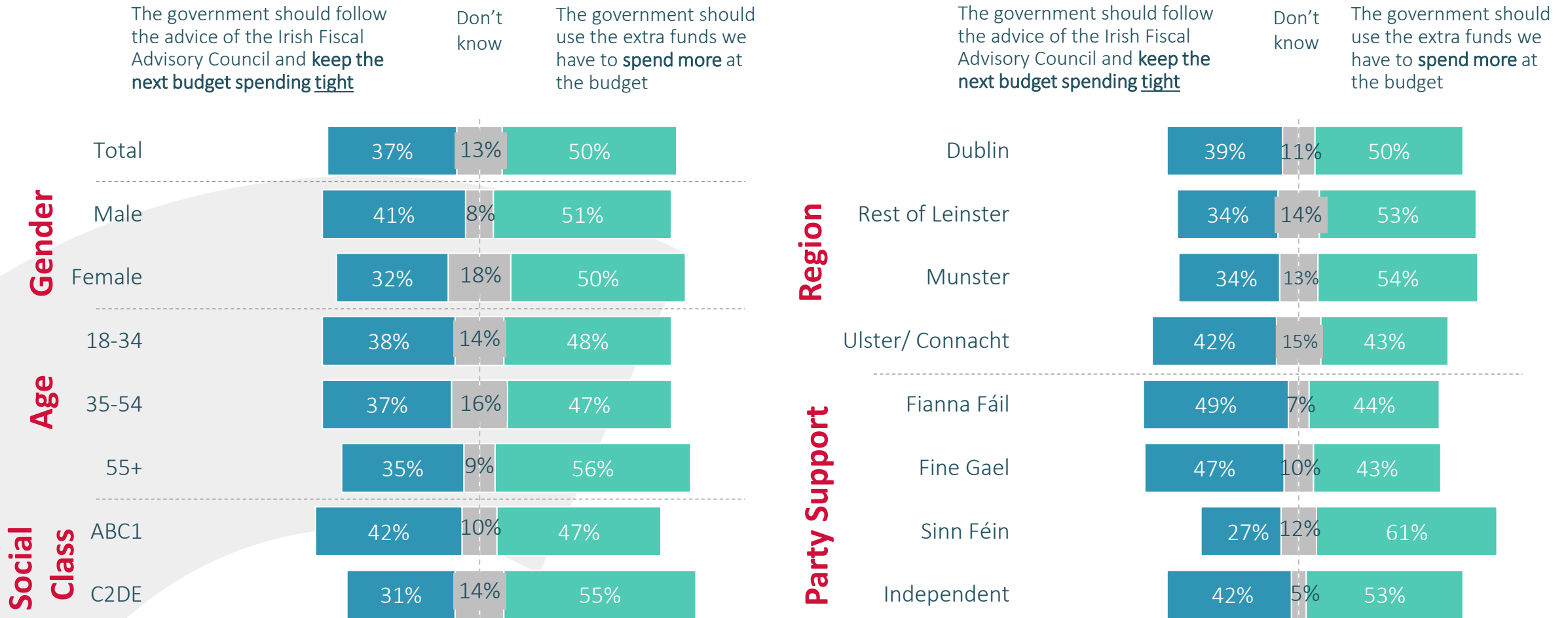
I am **opposed** to the **abolition** of the **USC** within the lifetime of the current government

(Base: All adults 18+)

Now please let us know your views on a number of topics. For each topic, we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale.

Keeping spending tight vs spending more at the budget

Greater support for spending more at the budget rather than keeping spending tight, particularly among older age cohorts, lower social grades and Sinn Féin supporters

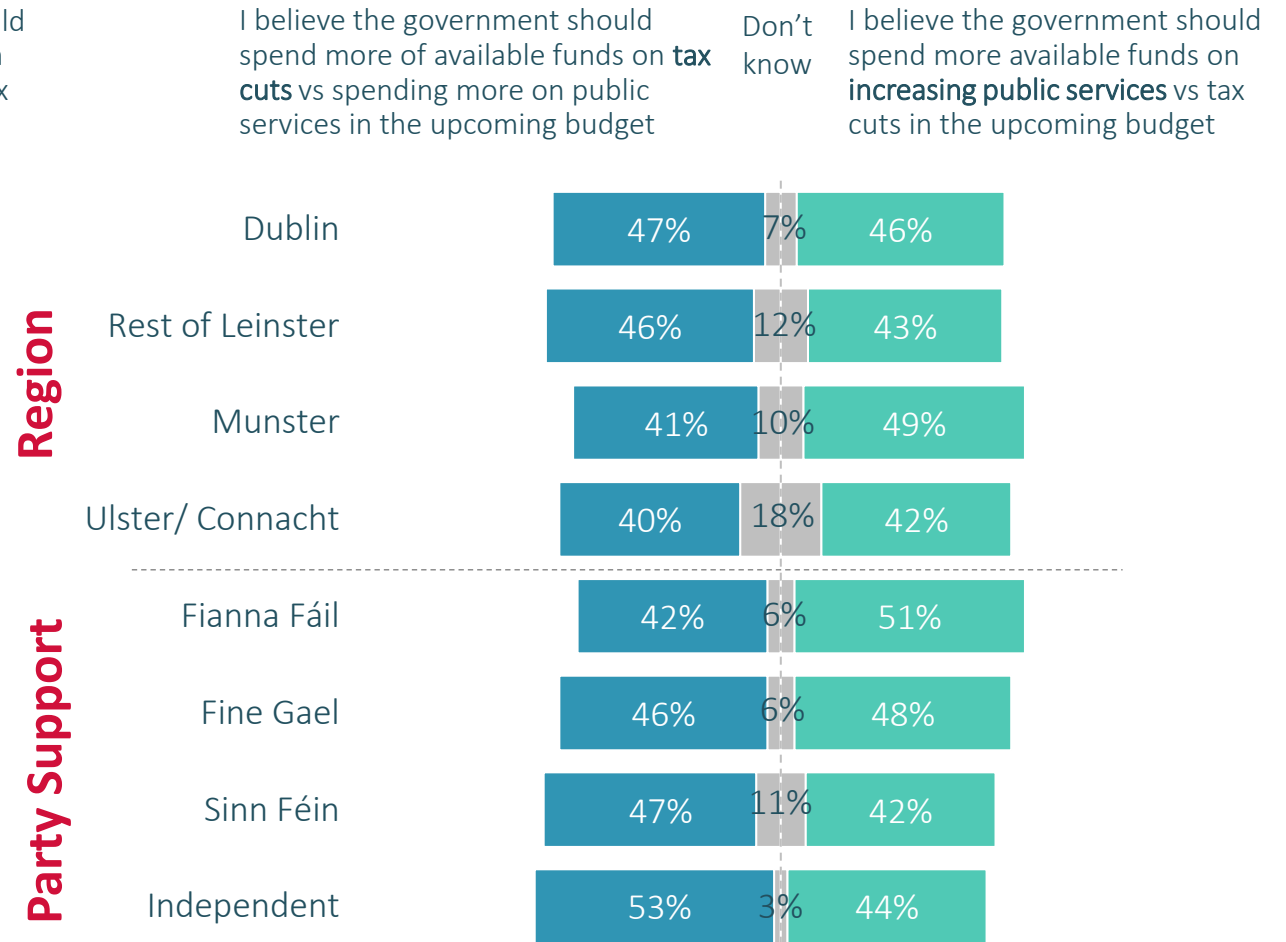
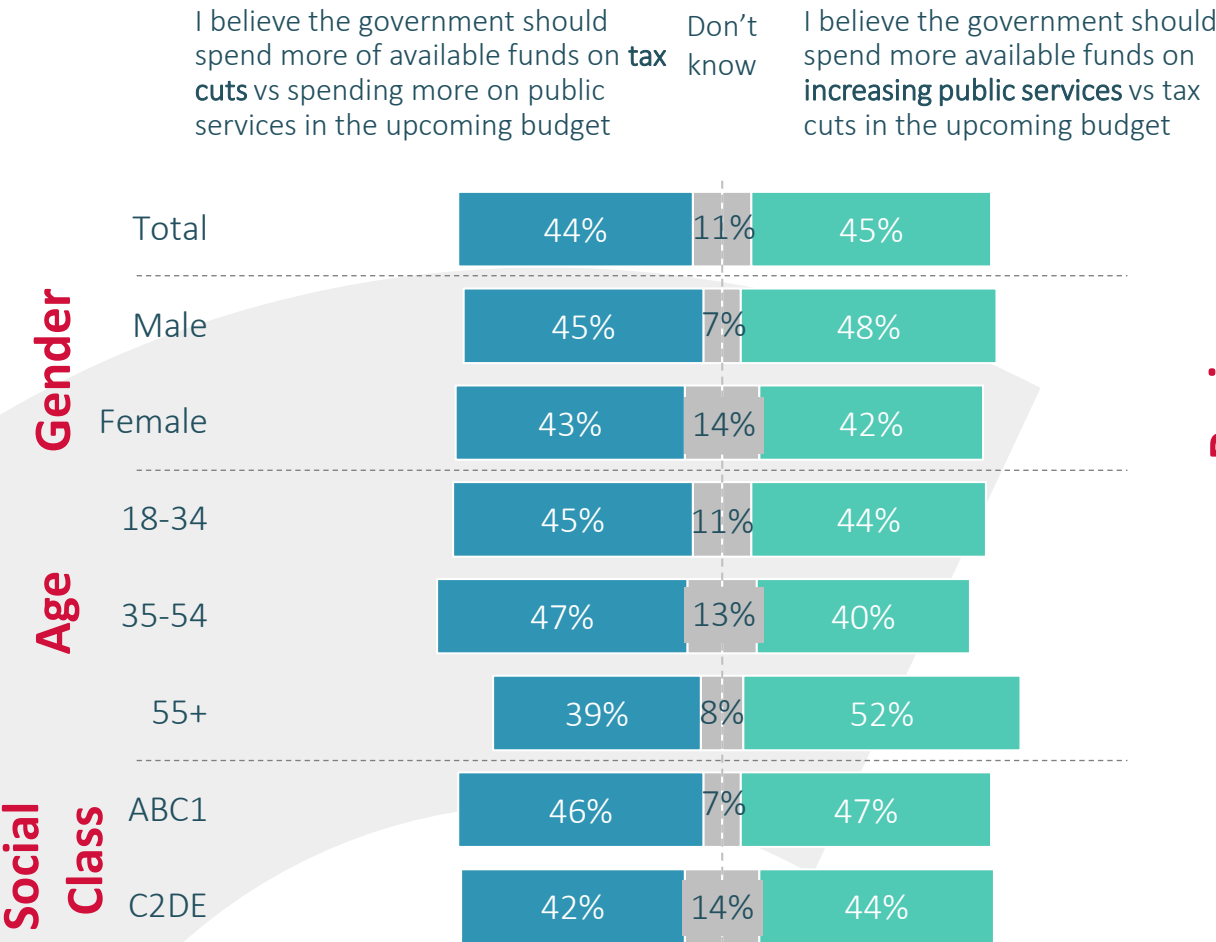


(Base: All adults 18+)

Now please let us know your views on a number of topics. For each topic, we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale.

Tax cuts vs increasing public services

No clear preference between tax cuts and great public services spending. Older age cohorts and Fianna Fáil supporters are more likely to favour greater public spending.



(Base: All adults 18+)

Now please let us know your views on a number of topics. For each topic, we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale.

Expectations to personally benefit from tax cuts

Most don't expect to personally benefit from tax cuts in the budget. Fine Gael voters, higher social grades and under 34s are more likely to say they'll be disappointed if they don't benefit personally.

I **don't** have high expectations that I will **personally benefit** from any **tax cuts** in the budget

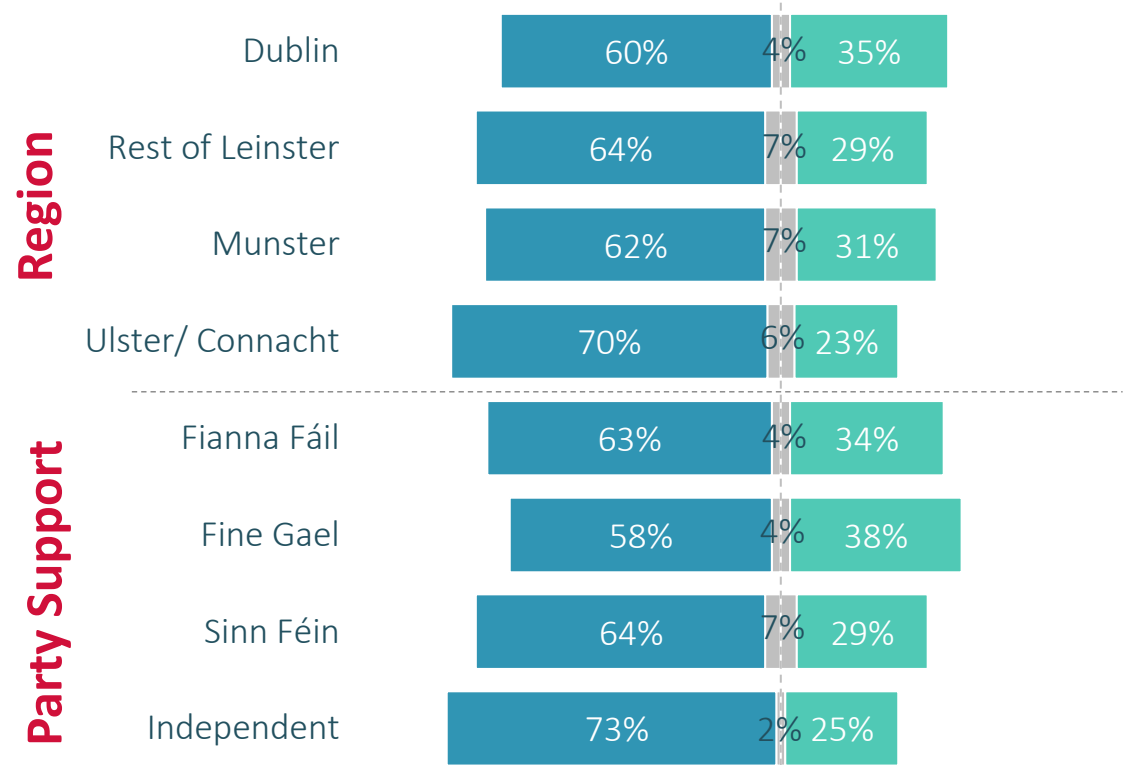
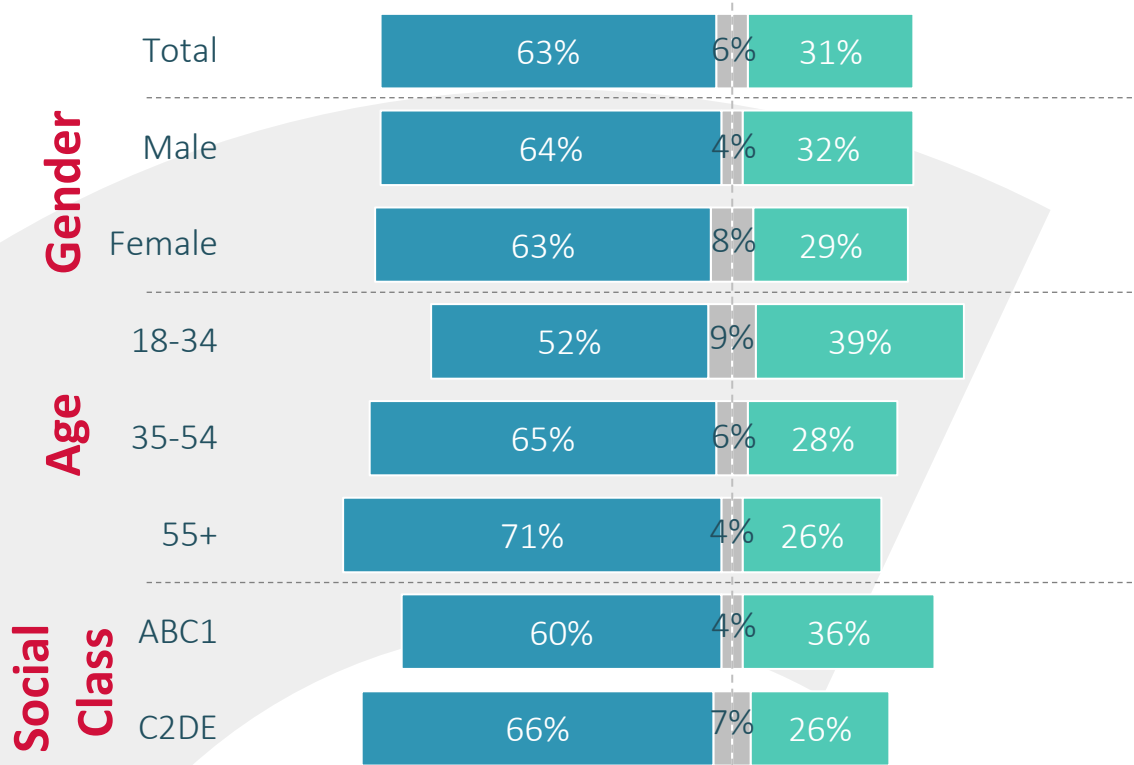
Don't know

I will be **disappointed** if I don't personally **benefit from cuts in tax** in the budget

I **don't** have high expectations that I will **personally benefit** from any tax cuts in the budget

Don't know

I will be **disappointed** if I don't personally **benefit from cuts in tax** in the budget



(Base: All adults 18+)

Now please let us know your views on a number of topics. For each topic, we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale.

Proposed abolition of the USC

Widespread support for the abolition of the USC across all cohorts

I would **support** the **abolition of the USC** within the lifetime of the current government

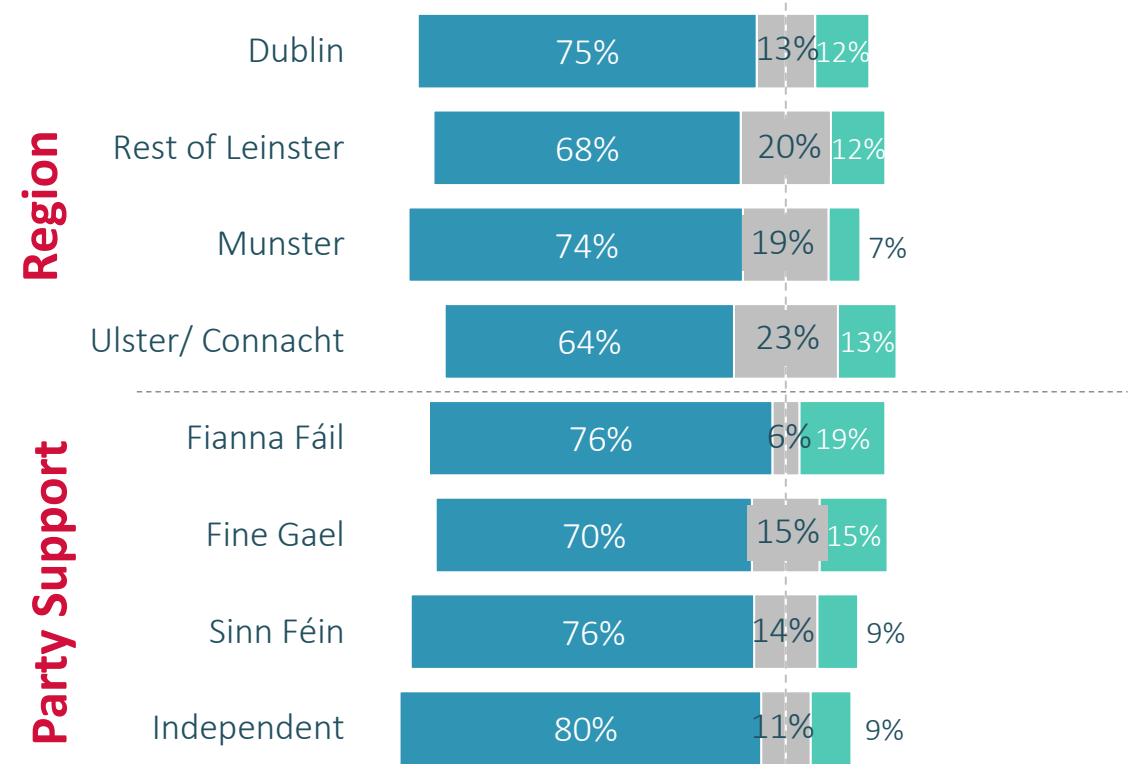
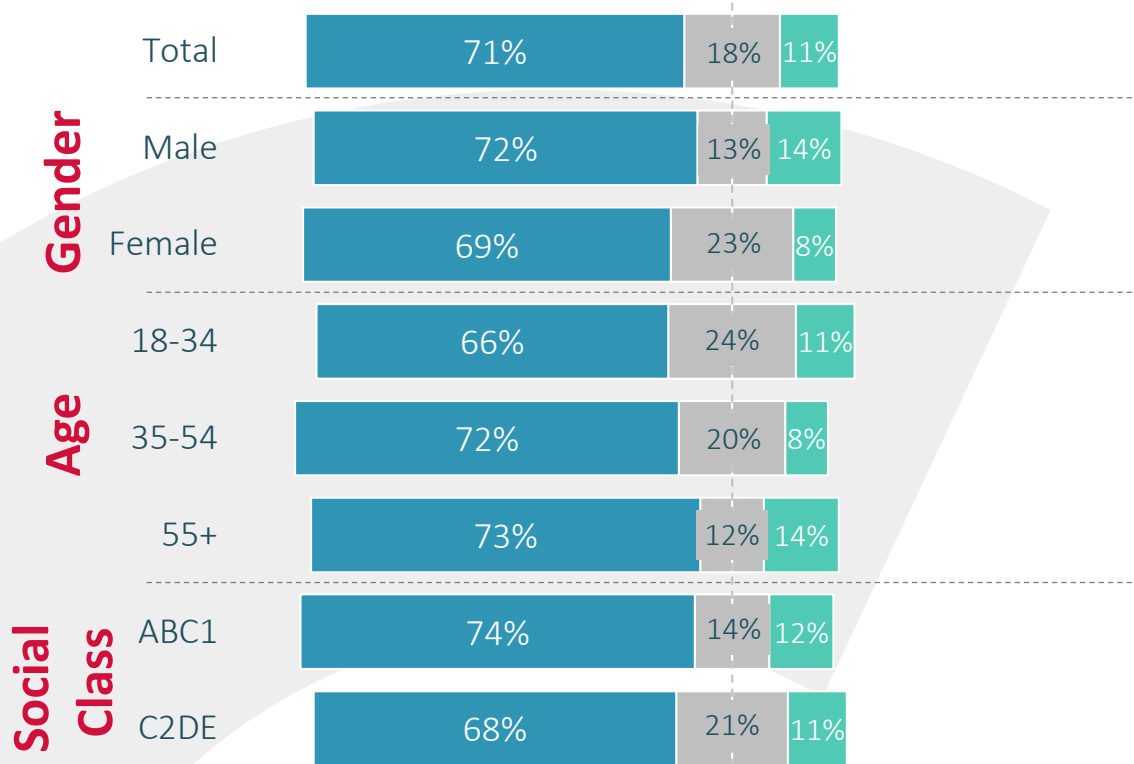
Don't know

I am **opposed** to the **abolition of the USC** within the lifetime of the current government

I would **support** the **abolition of the USC** within the lifetime of the current government

Don't know

I am **opposed** to the **abolition of the USC** within the lifetime of the current government



(Base: All adults 18+)

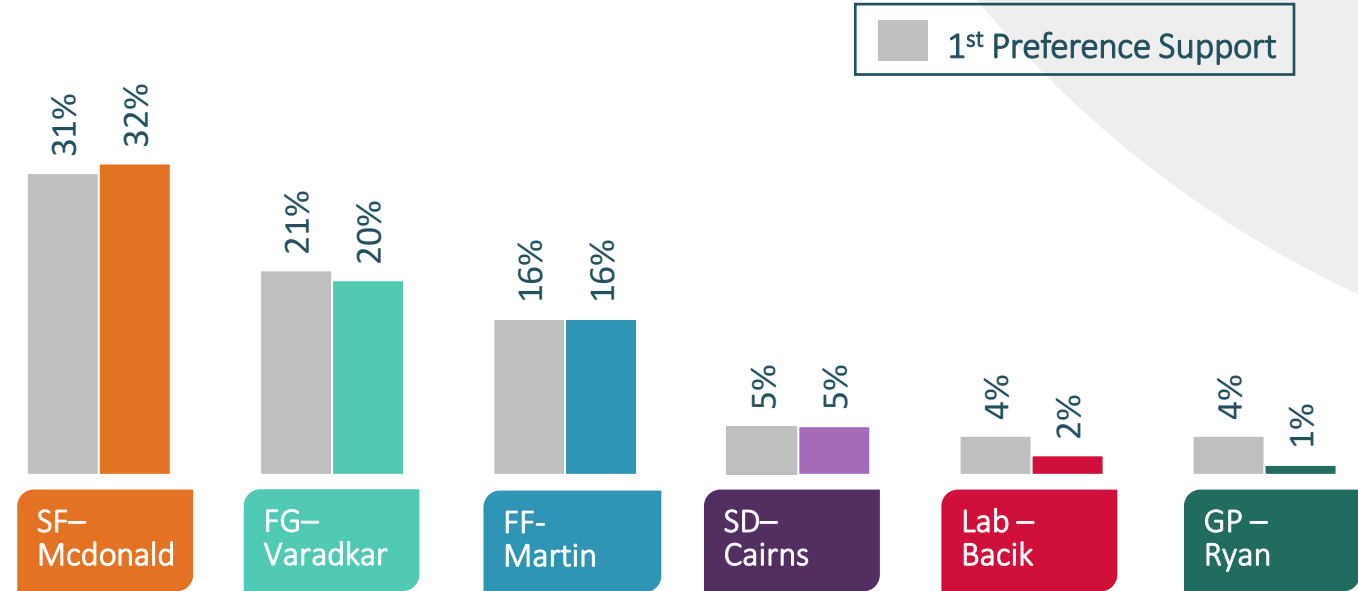
Now please let us know your views on a number of topics. For each topic, we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale.

03

Views on party leaders

Little differentiation between party preference and belief in who would make the best Taoiseach

Would be the best option to be the next Taoiseach



(Base: All adults 18+)

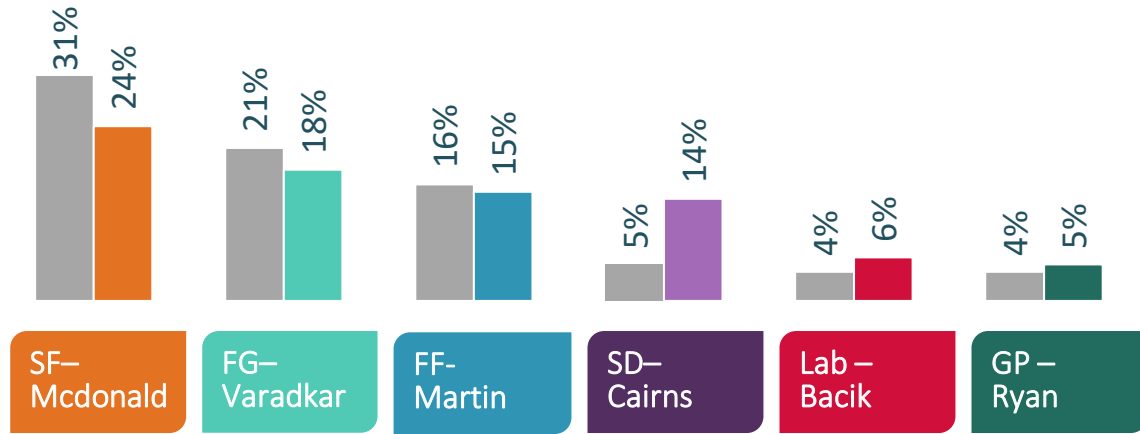
Q.6 Putting aside your own party preference, which of the following politicians would you associate with each of the following?

Views on party leaders

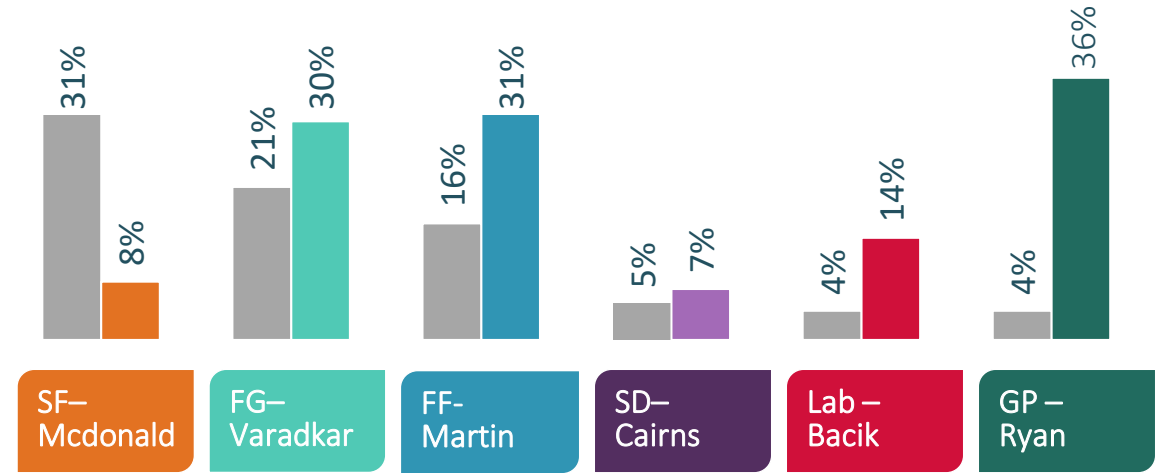
1st Preference Support



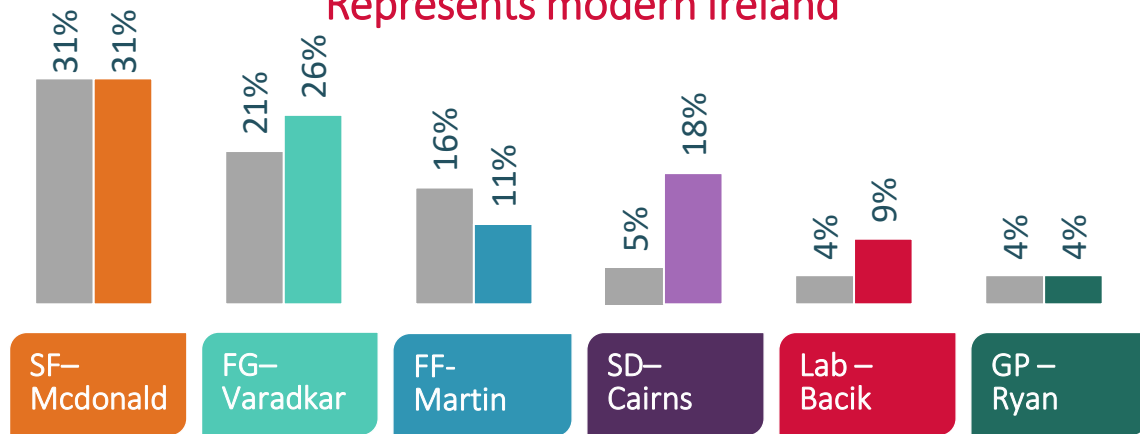
Is someone I would invite to a dinner party



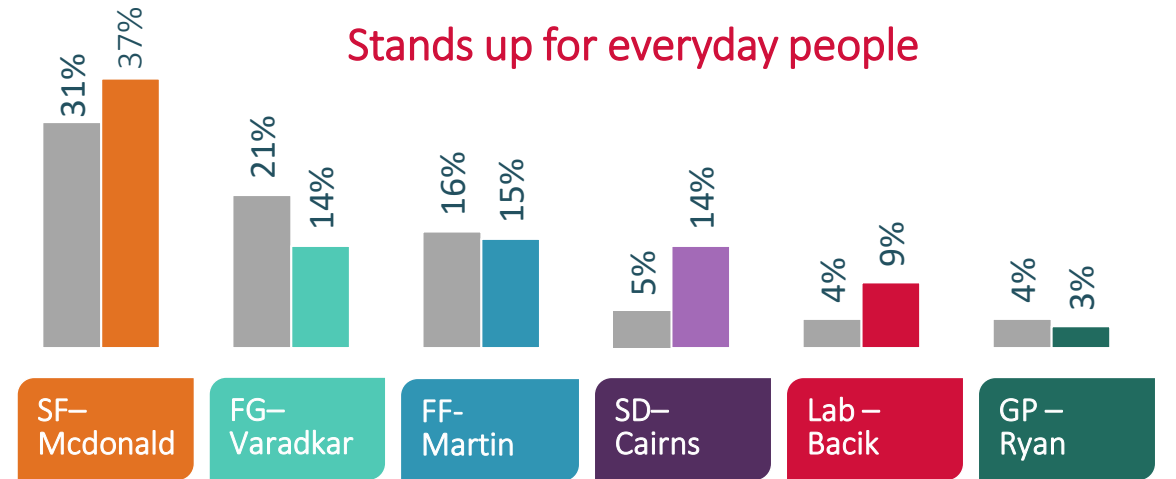
Is unlikely to lead their party after the next election



Represents modern Ireland



Stands up for everyday people



(Base: All adults 18+)

Q.6 Putting aside your own party preference, which of the following politicians would you associate with each of the following?

Would be the best option to be the next Taoiseach

	Gender			Age			Social Class		Region			Conn/ Ulster
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	
Base	1019	488	527	277	398	344	467	514	269	278	284	188
Mary Lou McDonald	32%	30%	34%	32%	36%	28%	25%	41%	28%	34%	32%	37%
Leo Varadkar	20%	20%	20%	16%	18%	25%	20%	19%	23%	18%	17%	21%
Micheál Martin	16%	17%	15%	10%	14%	23%	20%	10%	16%	17%	17%	13%
Holly Cairns	5%	6%	4%	10%	5%	3%	7%	4%	5%	4%	9%	3%
Ivana Bacik	2%	2%	2%	3%	0	3%	3%	1%	3%	2%	1%	1%
Eamon Ryan	1%	1%	1%	2%	1%	0	2%	0	3%	0	-	1%
None of these	24%	23%	25%	27%	27%	19%	24%	25%	23%	24%	25%	24%

	Total	Sinn Féin	Fianna Fáil	Fine Gael
Base	1019	279	115	158
Mary Lou McDonald	32%	79%	8%	6%
Leo Varadkar	20%	4%	16%	66%
Micheál Martin	16%	4%	60%	17%
Holly Cairns	5%	3%	3%	2%
Ivana Bacik	2%	-	-	1%
Eamon Ryan	1%	1%	1%	1%
None of these	24%	9%	13%	7%

Base too low to show for smaller political parties

Is someone I would invite to a dinner party

	Gender			Age			Social Class			Region		
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
Base	1019	488	527	277	398	344	467	514	269	278	284	188
Mary Lou McDonald	24%	23%	26%	24%	28%	21%	21%	31%	25%	23%	28%	22%
Leo Varadkar	18%	18%	18%	15%	15%	23%	18%	16%	22%	17%	15%	16%
Micheál Martin	15%	17%	13%	11%	12%	20%	17%	11%	12%	14%	18%	14%
Holly Cairns	14%	19%	9%	15%	12%	15%	15%	13%	13%	12%	18%	13%
Ivana Bacik	6%	7%	5%	7%	4%	8%	7%	6%	7%	6%	8%	2%
Eamon Ryan	5%	5%	5%	8%	2%	5%	8%	3%	8%	5%	2%	3%
None of these	41%	39%	42%	42%	43%	37%	41%	41%	38%	42%	38%	49%

	Total	Sinn Féin	Fianna Fáil	Fine Gael
Base	1019	279	115	158
Mary Lou McDonald	24%	54%	10%	6%
Leo Varadkar	18%	9%	20%	46%
Micheál Martin	15%	5%	44%	24%
Holly Cairns	14%	13%	16%	12%
Ivana Bacik	6%	5%	8%	6%
Eamon Ryan	5%	4%	8%	4%
None of these	41%	31%	27%	32%

Base too low to show for smaller political parties

Is unlikely to lead their party after the next election

	Gender			Age			Social Class			Region		
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
Base	1019	488	527	277	398	344	467	514	269	278	284	188
Eamon Ryan	36%	44%	29%	24%	38%	45%	41%	31%	36%	35%	38%	36%
Leo Varadkar	31%	37%	25%	33%	32%	29%	31%	32%	34%	28%	32%	29%
Micheál Martin	30%	35%	25%	27%	29%	33%	29%	31%	31%	29%	29%	30%
Ivana Bacik	14%	20%	8%	10%	13%	18%	15%	13%	17%	11%	16%	11%
Mary Lou McDonald	8%	6%	9%	10%	7%	7%	6%	9%	7%	7%	8%	10%
Holly Cairns	7%	8%	7%	7%	6%	8%	9%	5%	8%	7%	6%	7%
None of these	20%	15%	25%	27%	22%	13%	19%	21%	18%	22%	18%	24%

	Total	Sinn Féin	Fianna Fáil	Fine Gael
Base	1019	279	115	158
Eamon Ryan	36%	36%	52%	38%
Leo Varadkar	31%	42%	20%	15%
Micheál Martin	30%	36%	17%	24%
Ivana Bacik	14%	9%	22%	20%
Mary Lou McDonald	8%	8%	12%	8%
Holly Cairns	7%	4%	13%	8%
None of these	20%	10%	13%	18%

Base too low to show for smaller political parties

Represents modern Ireland

	Gender			Age			Social Class		Region			Conn/ Ulster
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	
Base	1019	488	527	277	398	344	467	514	269	278	284	188
Mary Lou McDonald	31%	31%	30%	29%	34%	28%	25%	38%	26%	30%	35%	32%
Leo Varadkar	26%	27%	25%	22%	24%	31%	29%	22%	28%	25%	24%	27%
Holly Cairns	18%	24%	13%	20%	17%	19%	23%	15%	19%	17%	23%	13%
Micheál Martin	11%	13%	10%	10%	7%	17%	14%	9%	13%	10%	13%	10%
Ivana Bacik	9%	10%	7%	7%	6%	13%	10%	7%	9%	8%	10%	6%
Eamon Ryan	4%	5%	3%	5%	3%	5%	6%	3%	6%	4%	3%	2%
None of these	26%	26%	27%	29%	29%	21%	25%	27%	25%	27%	24%	32%

	Total	Sinn Féin	Fianna Fáil	Fine Gael
Base	1019	279	115	158
Mary Lou McDonald	31%	71%	9%	9%
Leo Varadkar	26%	9%	29%	68%
Holly Cairns	18%	15%	19%	10%
Micheál Martin	11%	3%	42%	14%
Ivana Bacik	9%	5%	10%	11%
Eamon Ryan	4%	3%	4%	5%
None of these	26%	14%	19%	15%

Base too low to show for smaller political parties

Stands up for everyday people



	Gender			Age			Social Class			Region		
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
Base	1019	488	527	277	398	344	467	514	269	278	284	188
Mary Lou McDonald	37%	36%	39%	37%	40%	35%	33%	43%	33%	38%	41%	37%
Micheál Martin	15%	17%	14%	10%	13%	22%	19%	12%	17%	14%	16%	14%
Holly Cairns	14%	19%	10%	22%	11%	12%	18%	11%	17%	10%	21%	7%
Leo Varadkar	14%	16%	13%	13%	13%	16%	17%	12%	19%	13%	12%	11%
Ivana Bacik	9%	11%	7%	6%	6%	14%	12%	7%	11%	9%	10%	3%
Eamon Ryan	3%	4%	3%	5%	3%	3%	5%	2%	4%	4%	2%	3%
None of these	30%	31%	29%	29%	32%	29%	29%	30%	28%	33%	25%	39%

	Total	Sinn Féin	Fianna Fáil	Fine Gael
Base	1019	279	115	158
Mary Lou McDonald	37%	78%	15%	13%
Micheál Martin	15%	4%	57%	24%
Holly Cairns	14%	12%	16%	8%
Leo Varadkar	14%	3%	15%	45%
Ivana Bacik	9%	3%	8%	12%
Eamon Ryan	3%	2%	5%	5%
None of these	30%	15%	20%	28%

Base too low to show for smaller political parties



05

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

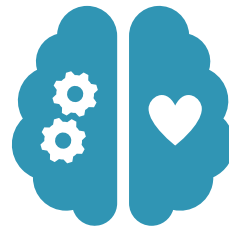
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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



System 1



RED Star

In markets across the world



RESEARCH
EVALUATION
DIRECTION
CLARITY

Using a variety of techniques to uncover & understand



RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

