REDC

Business Post

Opinion Poll Report January 2024

JN. 704824

Methodology and Weighting

- RED C interviewed a random sample of **1,003** adults aged 18+ online between Friday 19th – Wednesday 24th January 2024
- 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.

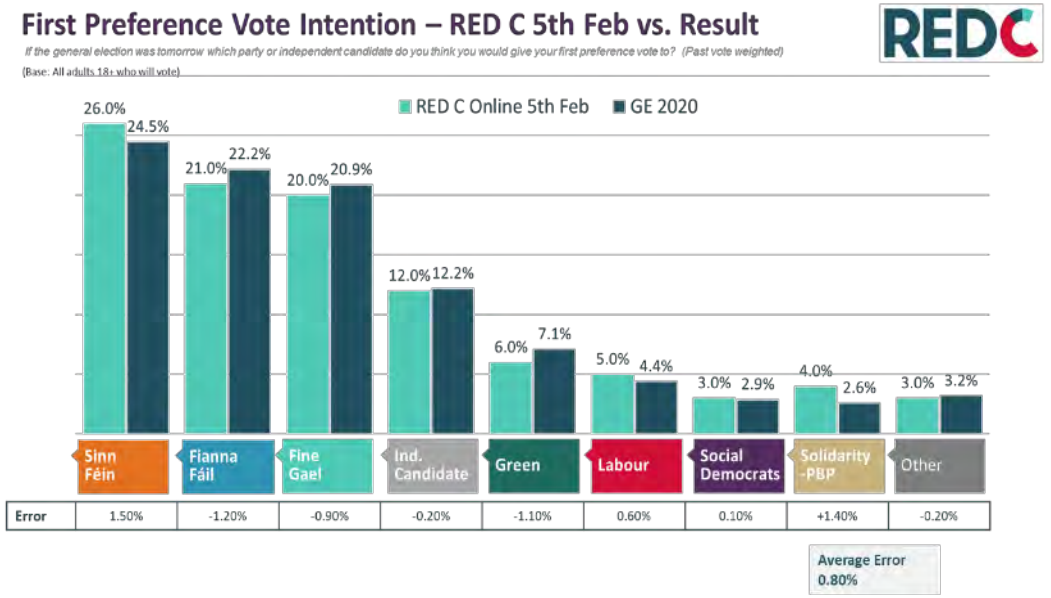
The results of these online polling tests were also highly successful, with an average error of 0.80%, at a similar level to the exit poll which had 5000 interviews conducted on the day.

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



REDC LIVE

01

Vote Intention @ General Election

First preference vote intention – 28th January 2024

With change vs. last poll in November 2023

Sinn Féin **25%** -4

Fine Gael **20%** =

Fianna Fáil **17%** +1

Ind. Candidates **15%** +2

Other Party **3%** =

Undecided Voters **10%** =

Social Democrats **6%** =

Labour **4%** =

Green **4%** =

PBP-Solidarity **3%** =

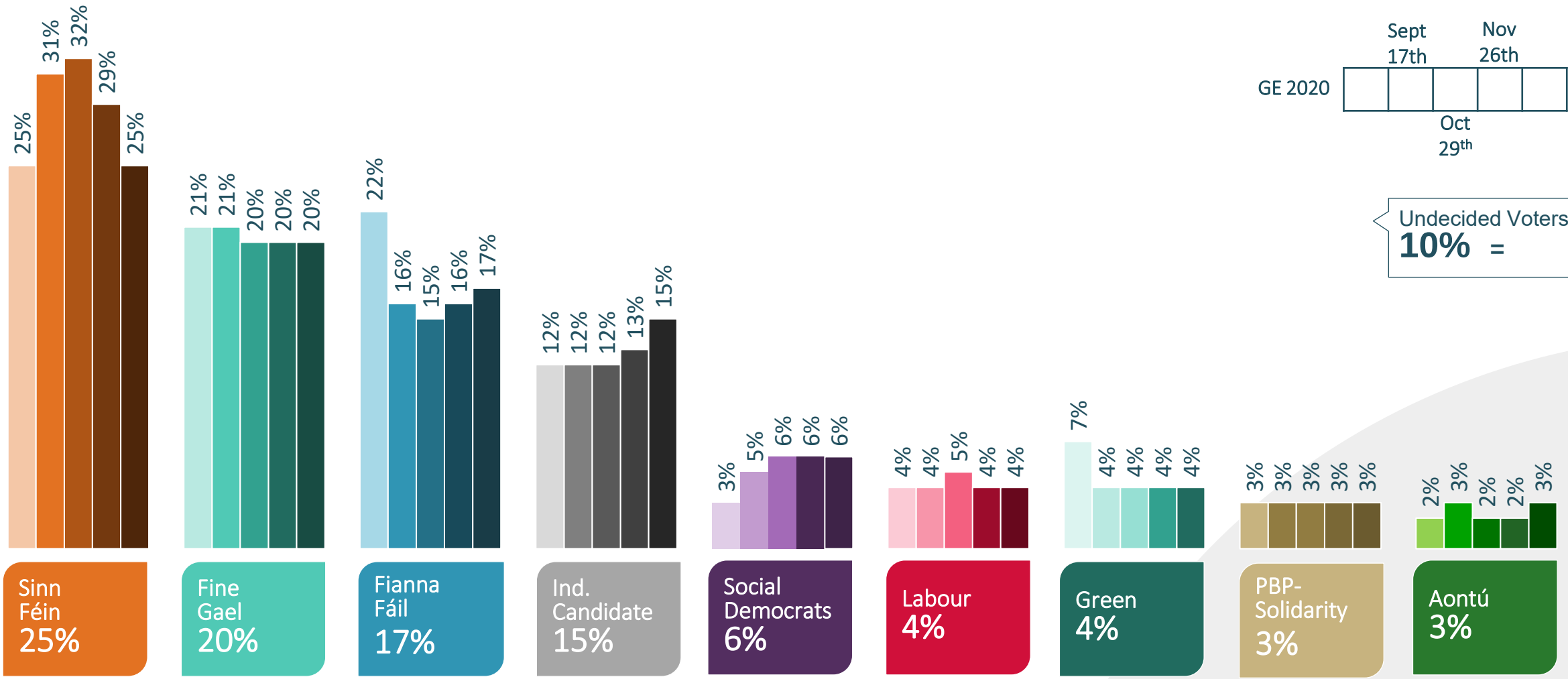
Aontú **3%** +1

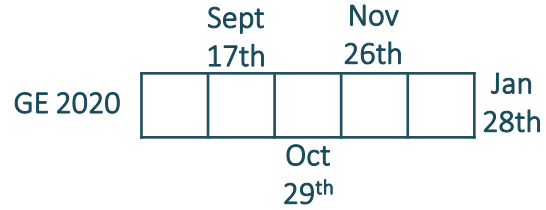
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention

Shown over time and vs. last General Election Results





Undecided Voters
10% =

Other Party
3% =

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 January 2024	Core data	Core data with prompt for most likely party (1)	Undecided/ Non Voters Removed (2)	Turnout Weighted (3)
Sinn Féin	21%	23%	26%	25%
Fine Gael	16%	17%	20%	20%
Fianna Fáil	11%	13%	15%	17%
An Independent Candidate	12%	13%	15%	15%
Social Democrats	5%	5%	6%	6%
Labour Party	3%	3%	4%	4%
Green Party	4%	4%	5%	4%
People Before Profit-Solidarity	3%	3%	4%	3%
Aontú	2%	2%	2%	3%
Other Party	3%	3%	3%	3%
Would not vote	3%	3%		
Undecided/Refused	17%	11%		

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

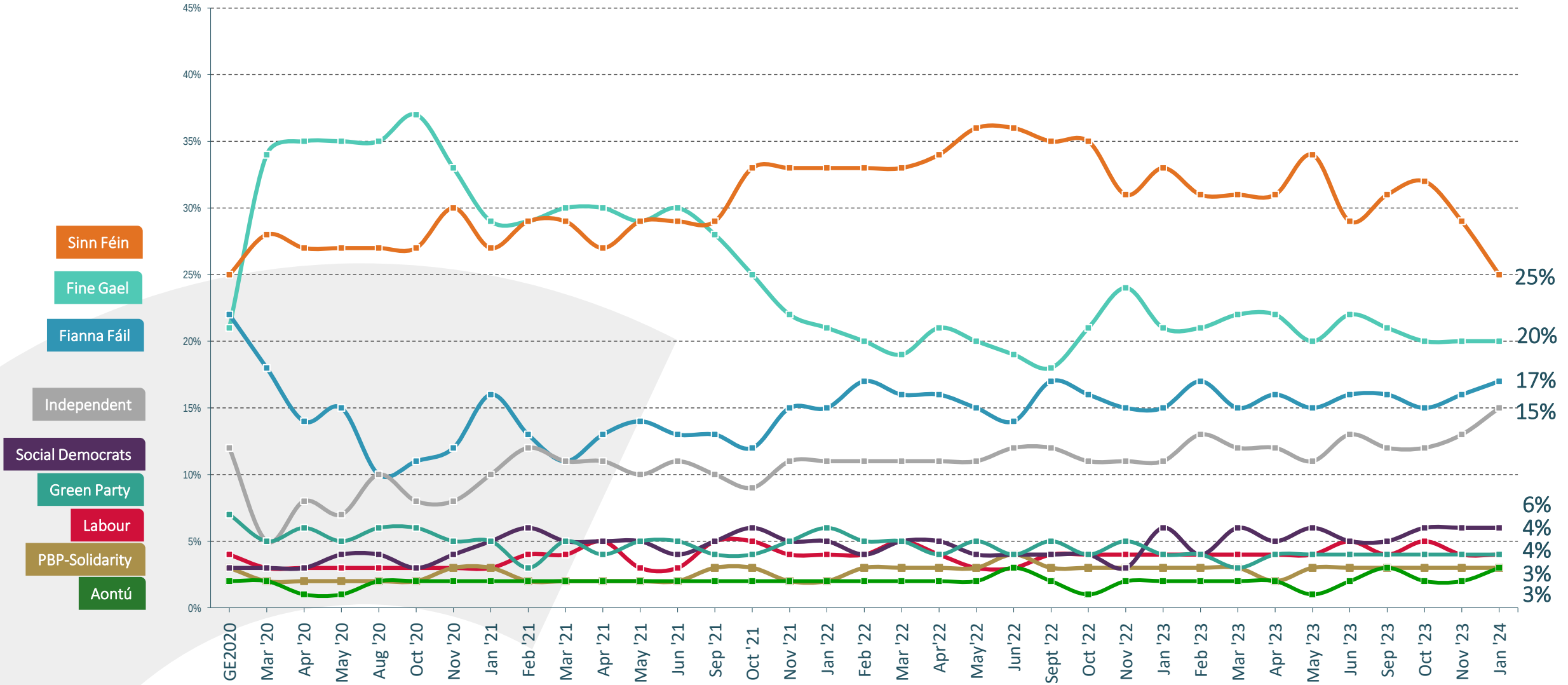
28th January 2024		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	25%	24%	27%	27%	29%	21%	16%	36%	18%	29%	25%	31%
Fine Gael	20%	19%	21%	15%	17%	27%	25%	15%	24%	19%	17%	22%
Fianna Fáil	17%	18%	14%	14%	15%	19%	17%	14%	12%	20%	15%	19%
An Independent Candidate	15%	13%	18%	11%	20%	14%	12%	18%	12%	11%	22%	16%
Social Democrats	6%	8%	5%	13%	6%	3%	9%	4%	10%	5%	6%	1%
Labour Party	4%	3%	4%	5%	3%	4%	5%	3%	5%	3%	4%	2%
Green Party	4%	4%	4%	5%	3%	4%	7%	2%	5%	4%	4%	3%
People Before Profit-Solidarity (including Rise)	3%	3%	4%	6%	3%	2%	4%	3%	5%	5%	2%	1%
Aontú	3%	3%	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%

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)

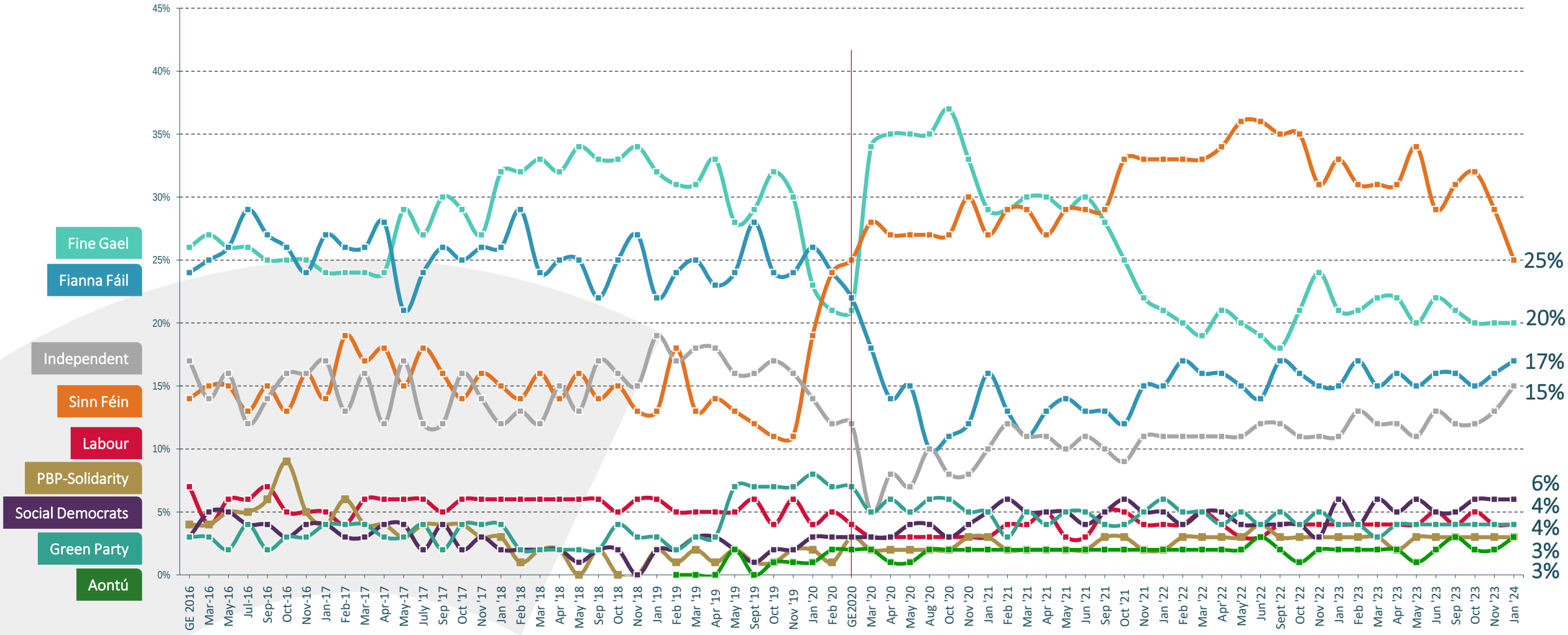
First preference vote intention – since GE 2020



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 – since GE 2016

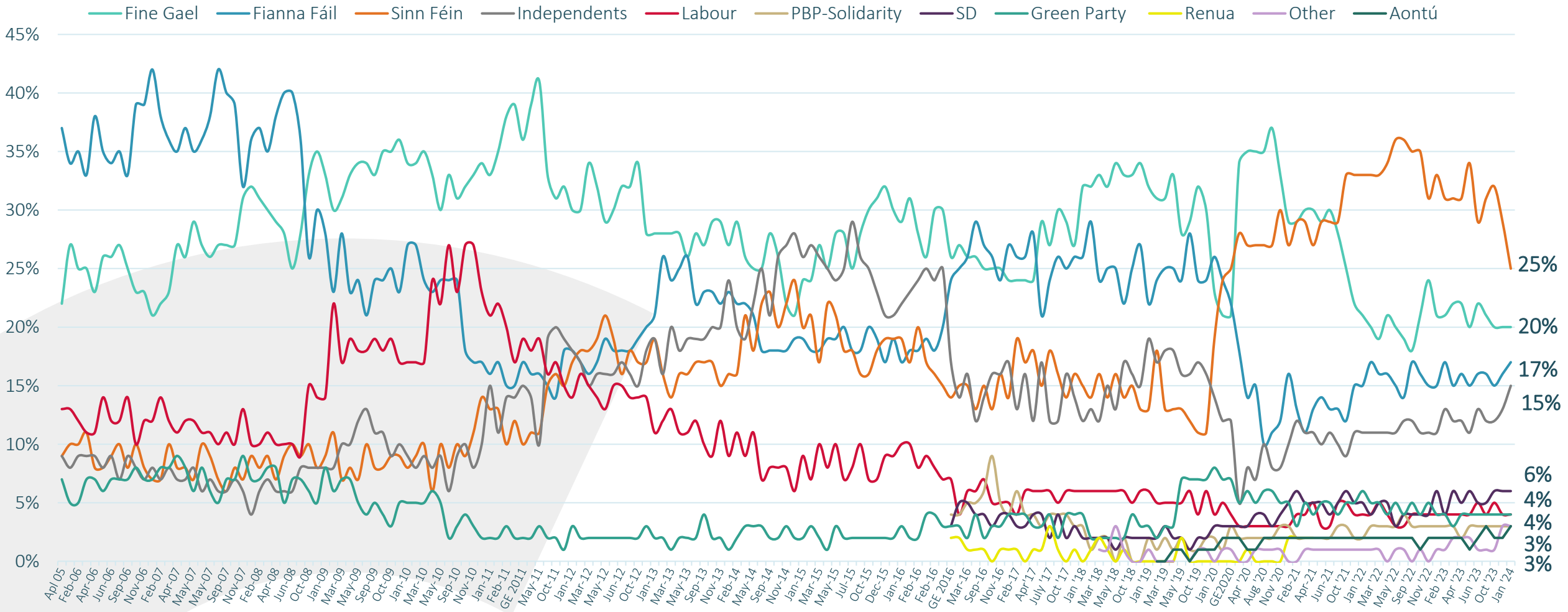


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



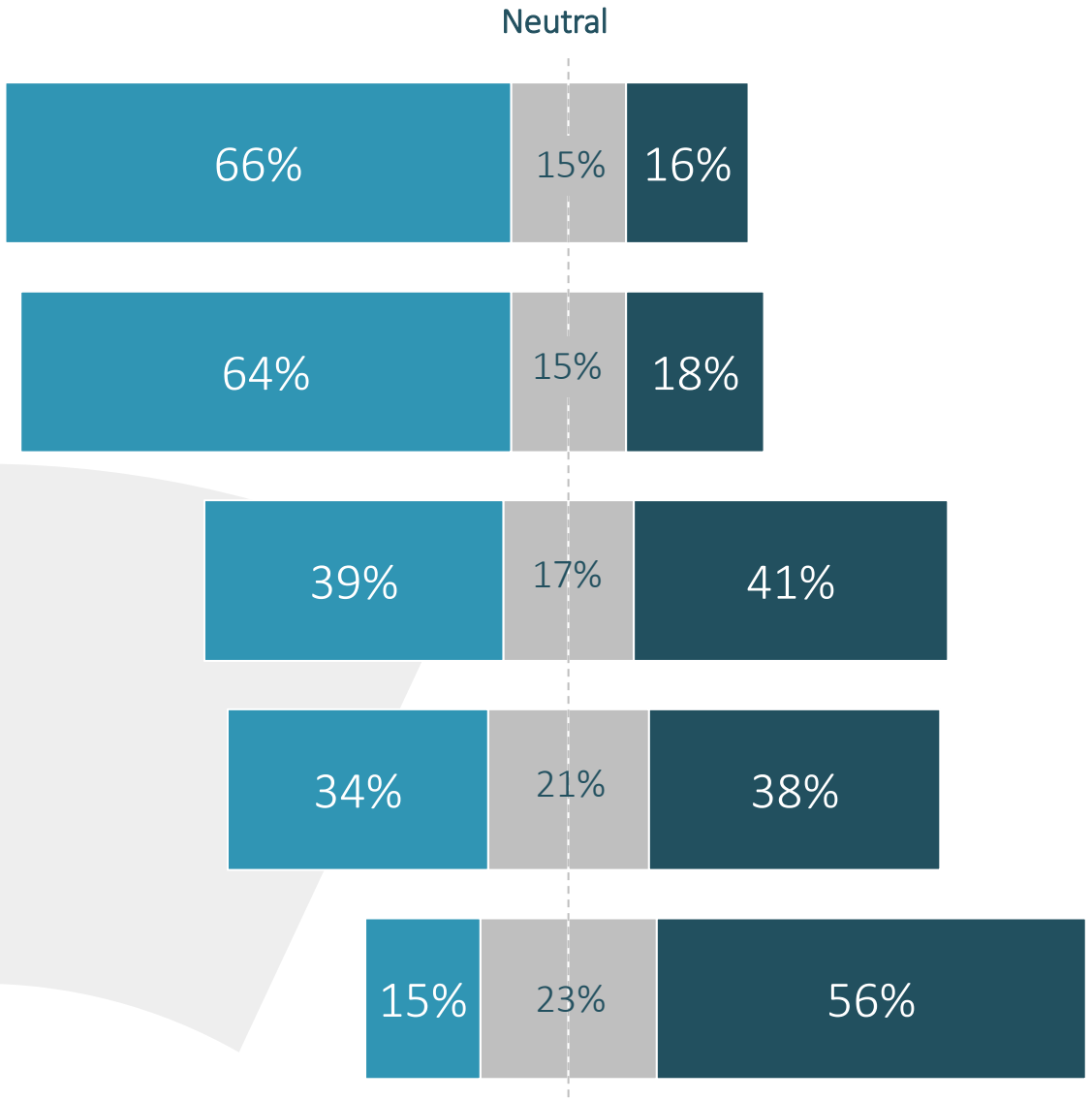
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

02

Attitudes around topical political issues

Views on topical political issues



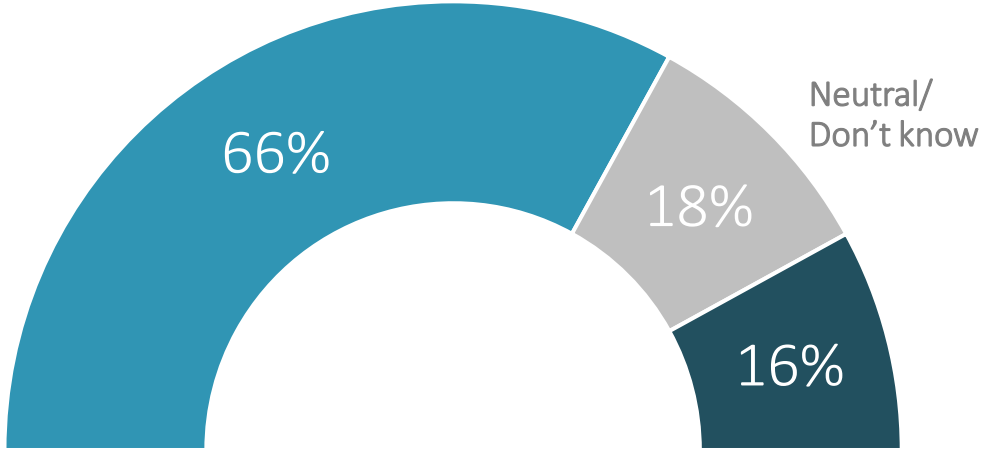
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Two thirds believe that we have taken in too many refugees

But voters are divided on how we should house refugees, with a large proportion unsure how we should deal with refugee housing in Ireland going forward

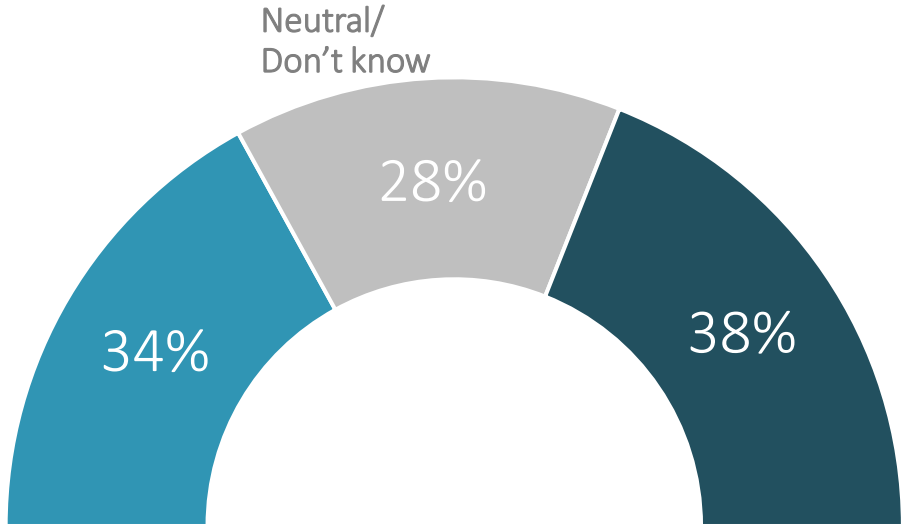
Views on the number of refugees Ireland has taken in



Ireland has taken in **too many refugees**

Ireland has ***not*** taken in **too many refugees**

Views on the housing of refugees in Ireland



The system of direct provision should be maintained and expanded to house refugees from Ukraine in large dedicated centres, as opposed to in local communities

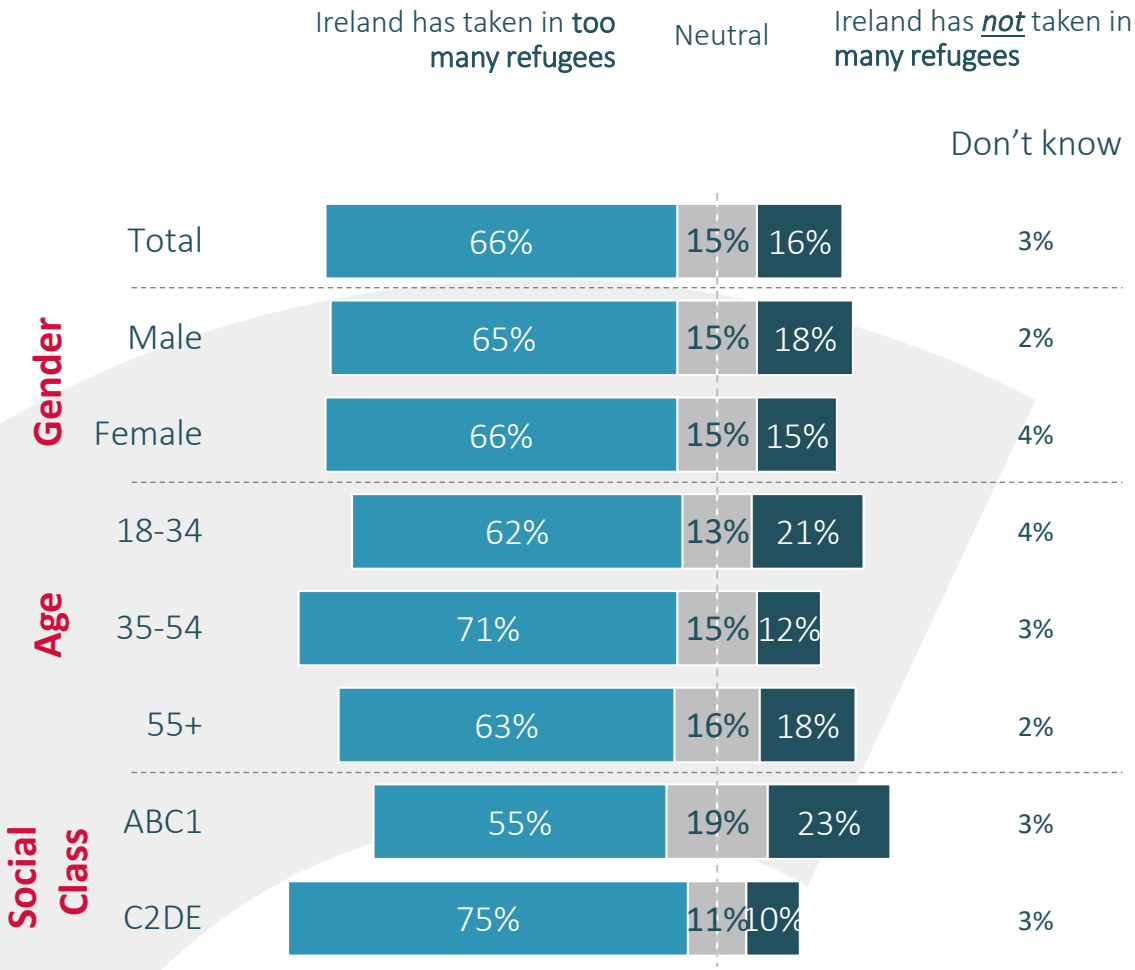
Ireland should look to locate refugees from Ukraine in local communities across the country, as opposed to in large dedicated centres

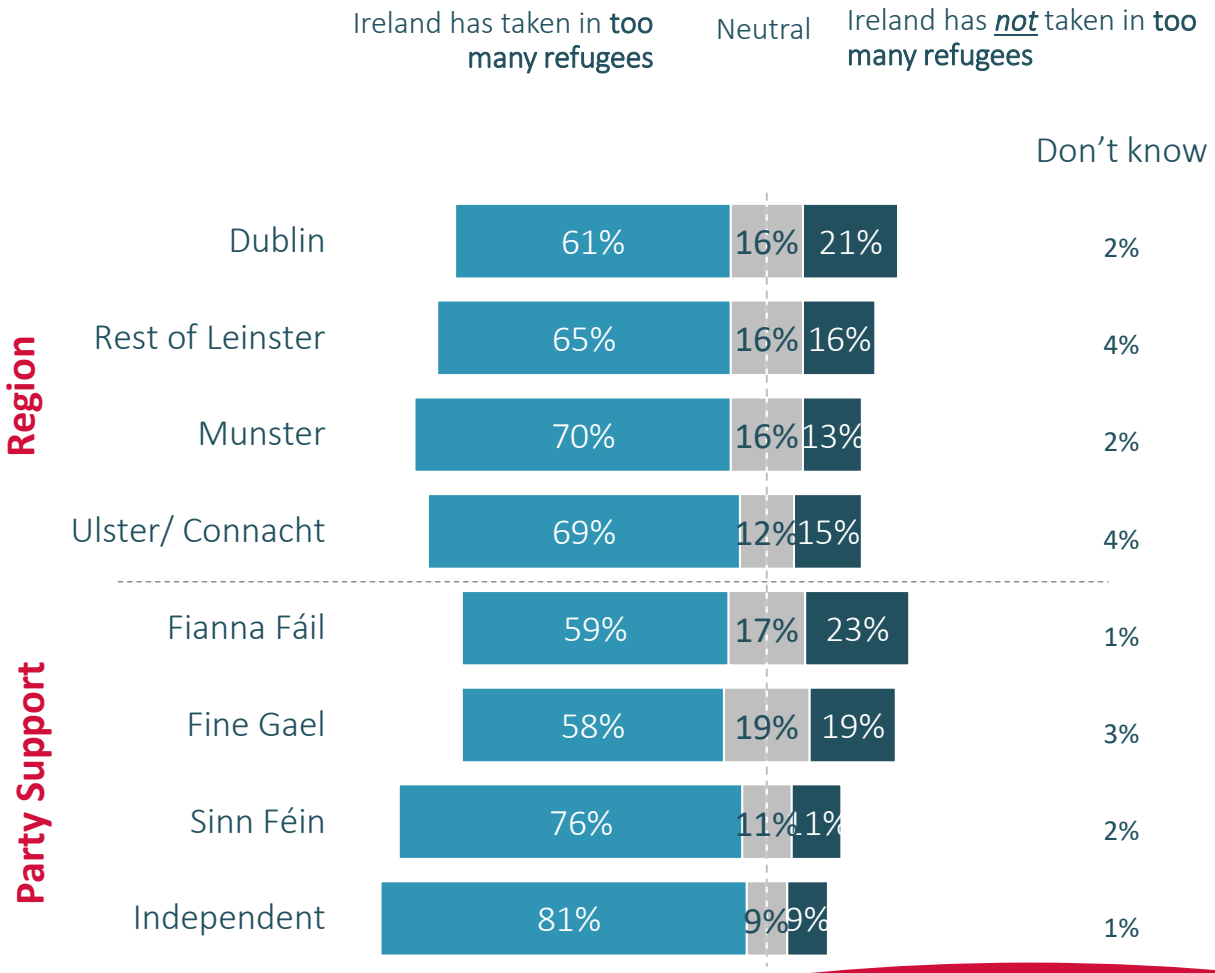
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Level of class divide on issue of number of refugees taken in

Lower social classes and independent voters are more likely to believe we have taken in too many refugees



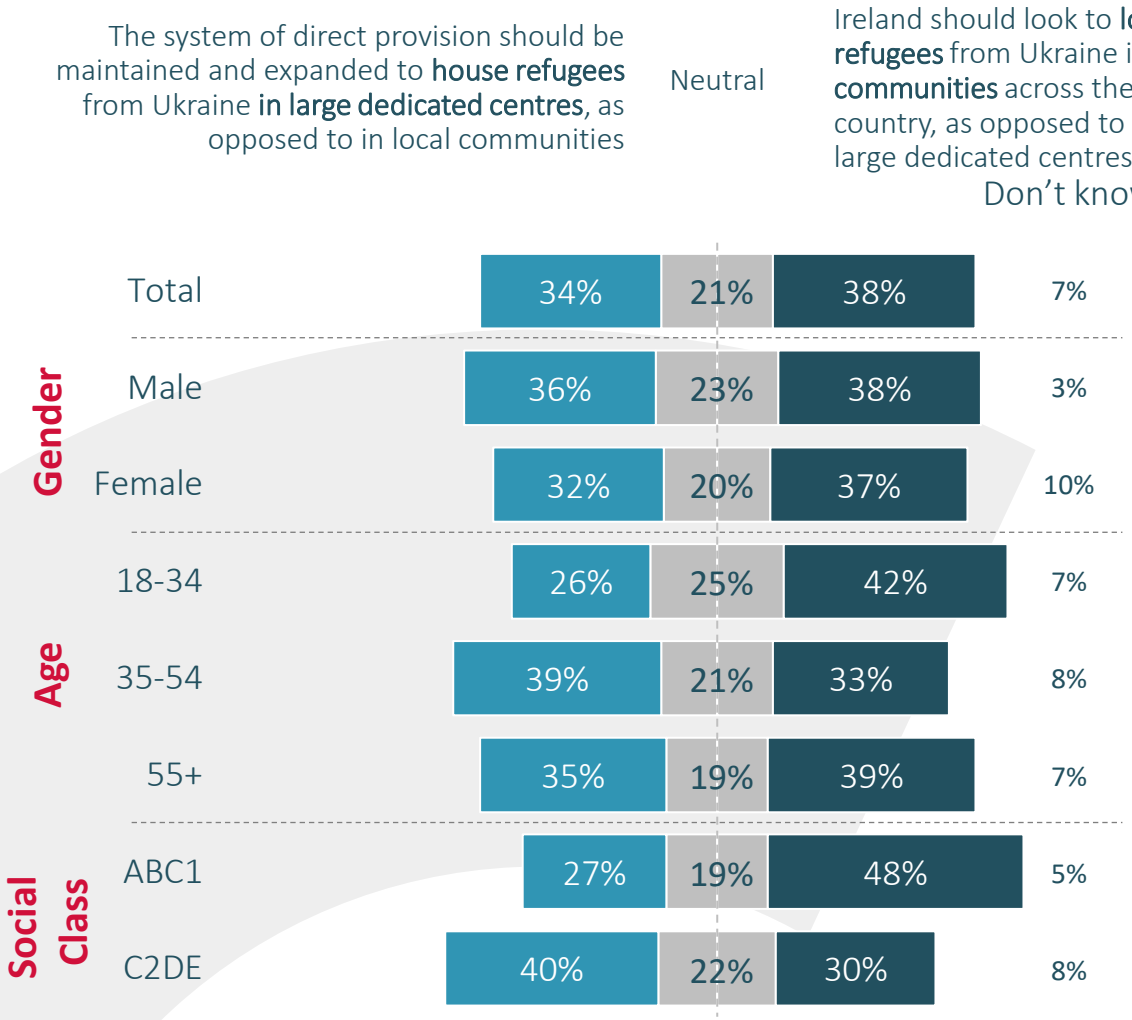


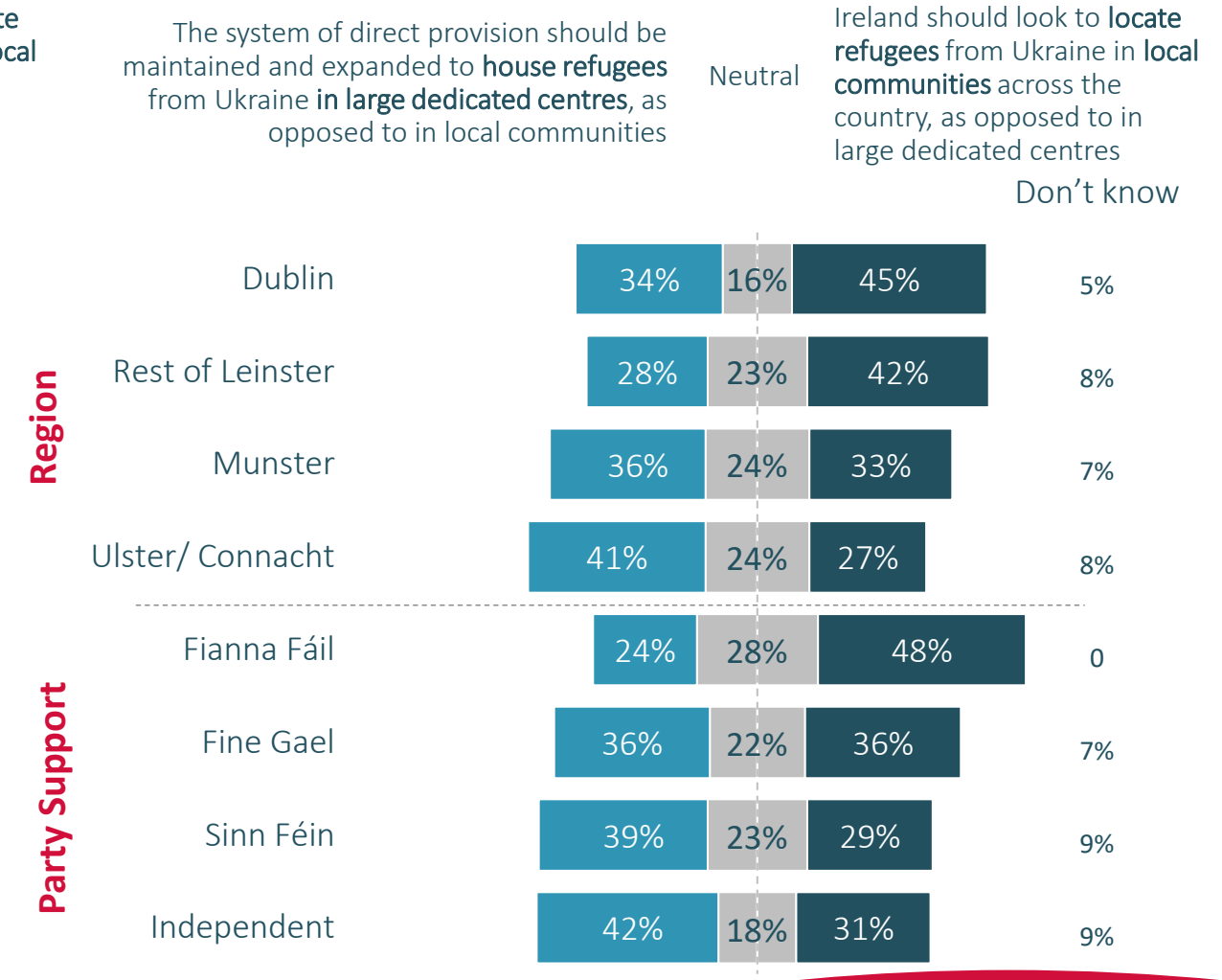
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Strong division on issue of housing refugees

35-54 year olds, lower social grades, and those in Connaught/Ulster are more likely to favour dedicated centres, while higher social grades and Fianna Fáil voters are more likely to favour housing in communities





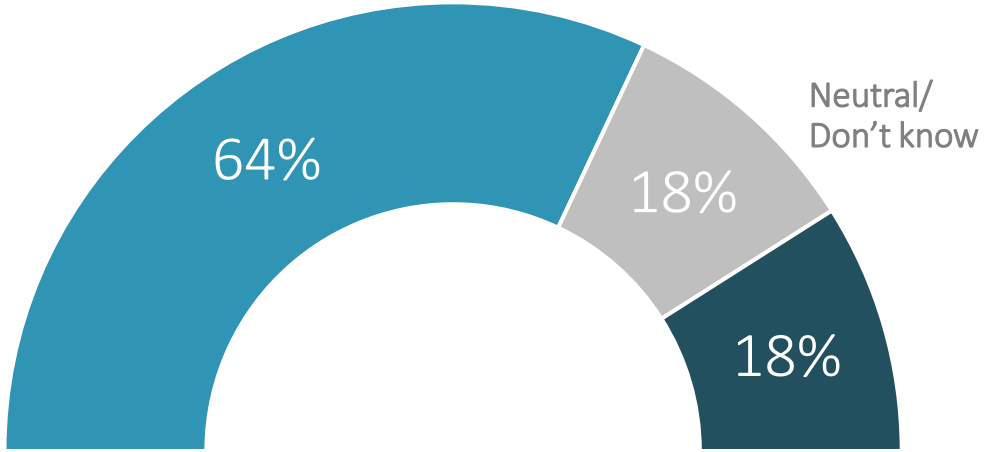
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Majority believe lower VAT should have been maintained

But voters are divided on whether the government should focus on lower taxes or greater investment in public services

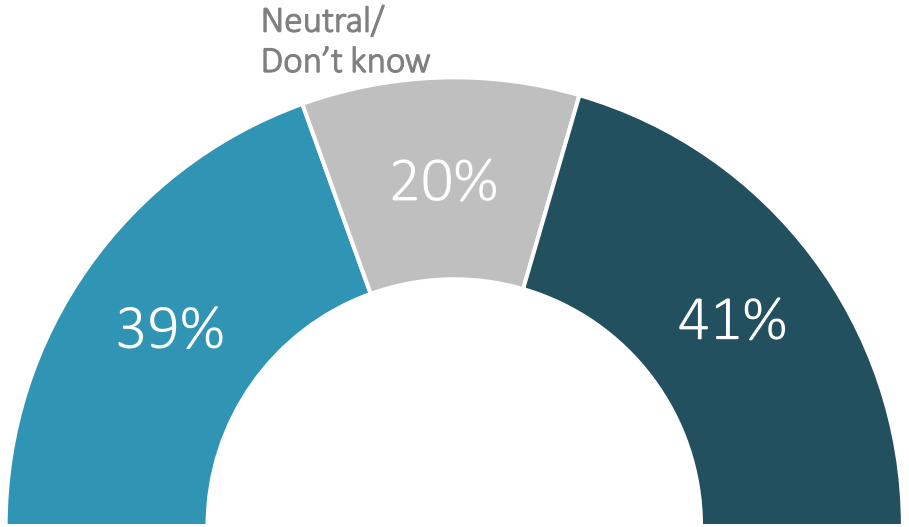
Views on rate of VAT for restaurants and cafés



The government should have retained the lower rate of VAT (9%) for restaurants and cafés

The government was right to re-introduce the higher rate of VAT (13.5%) for restaurants and cafés

Views on lower taxes vs. greater spending on services



I think **lower taxes** should be the main budget priority heading into the next general election

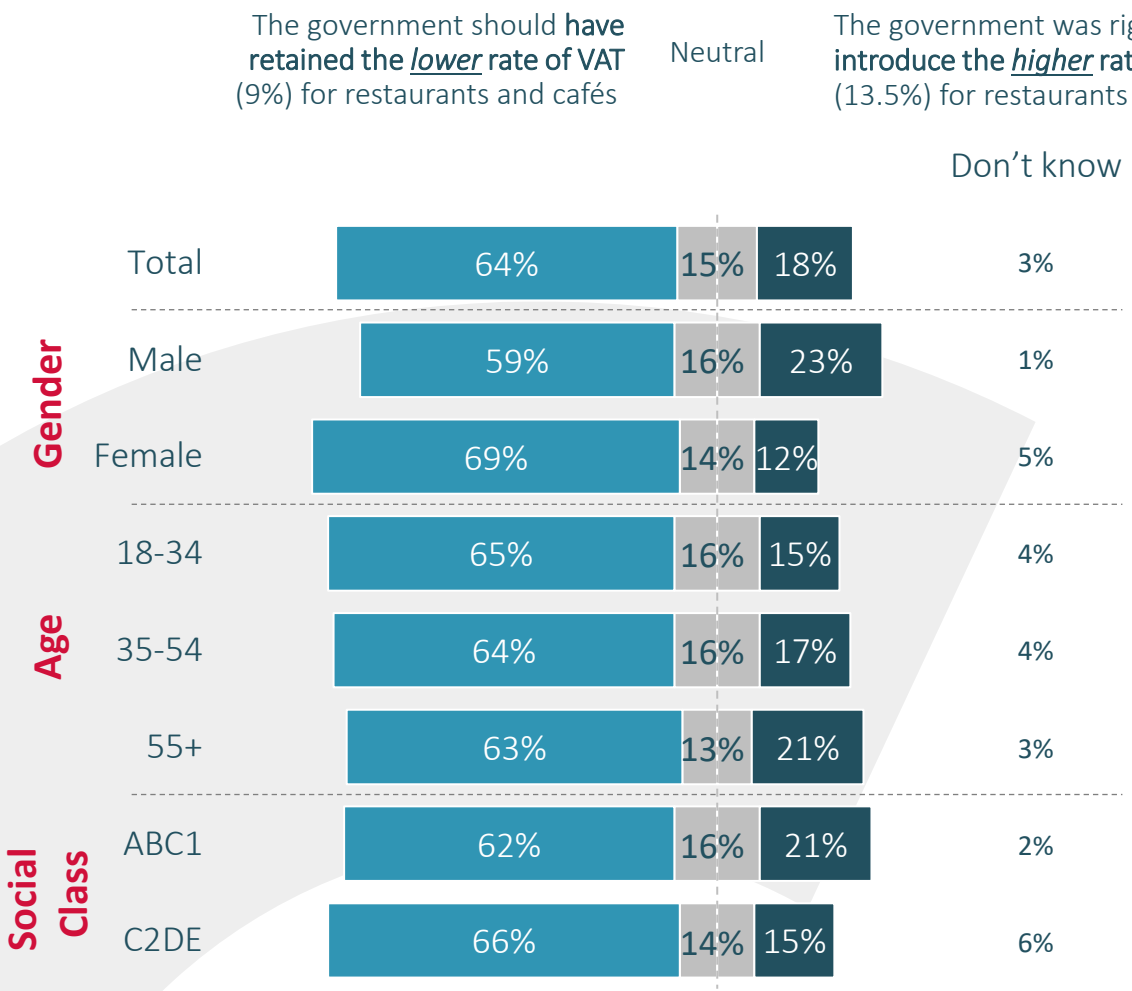
I think **greater investment in services** should be the main budget priority heading into the next general election

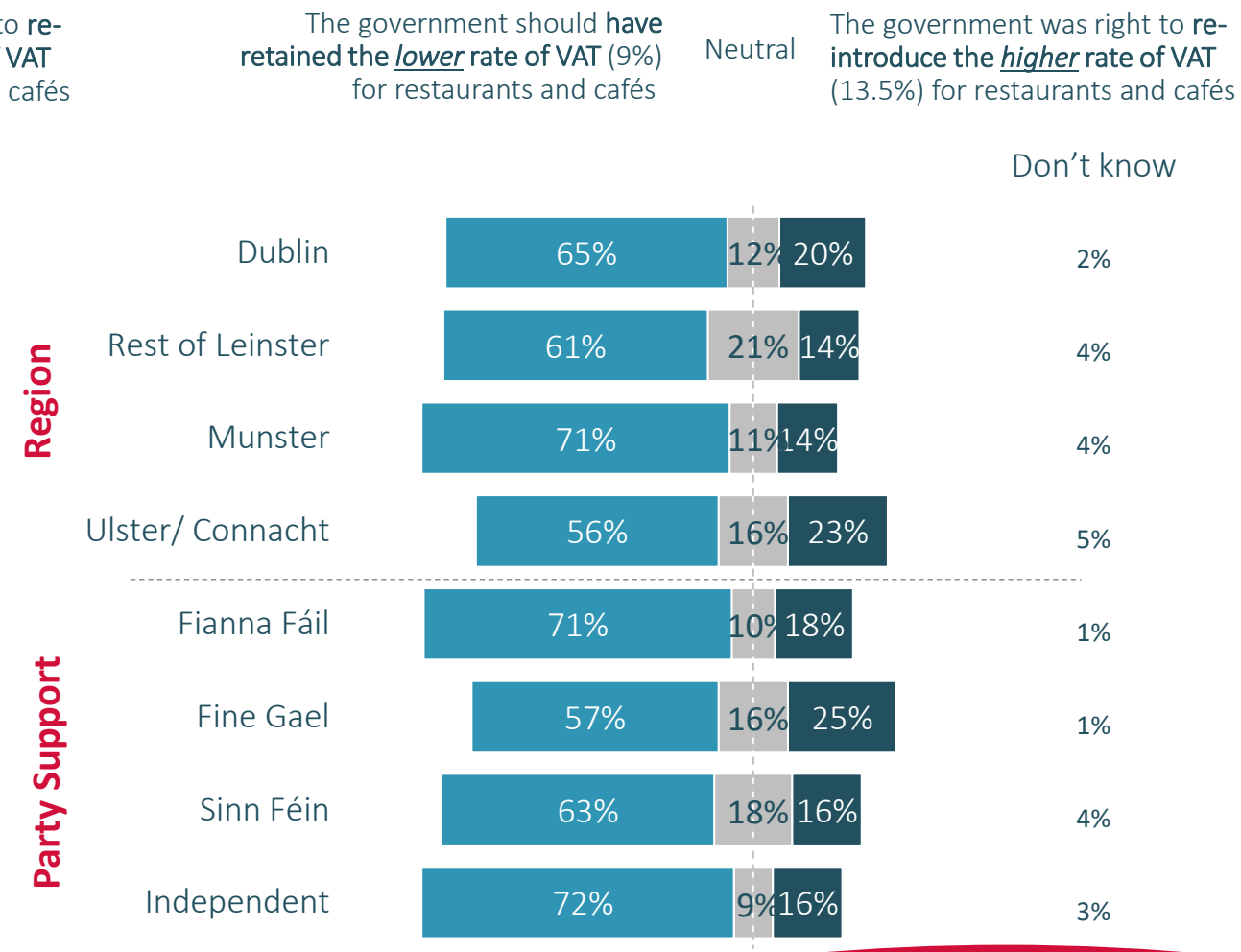
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

All cohorts say lower VAT should have been retained

Men, over 55s and Fine Gael voters are marginally more likely to say the government was right to re-introduce the higher rate of VAT



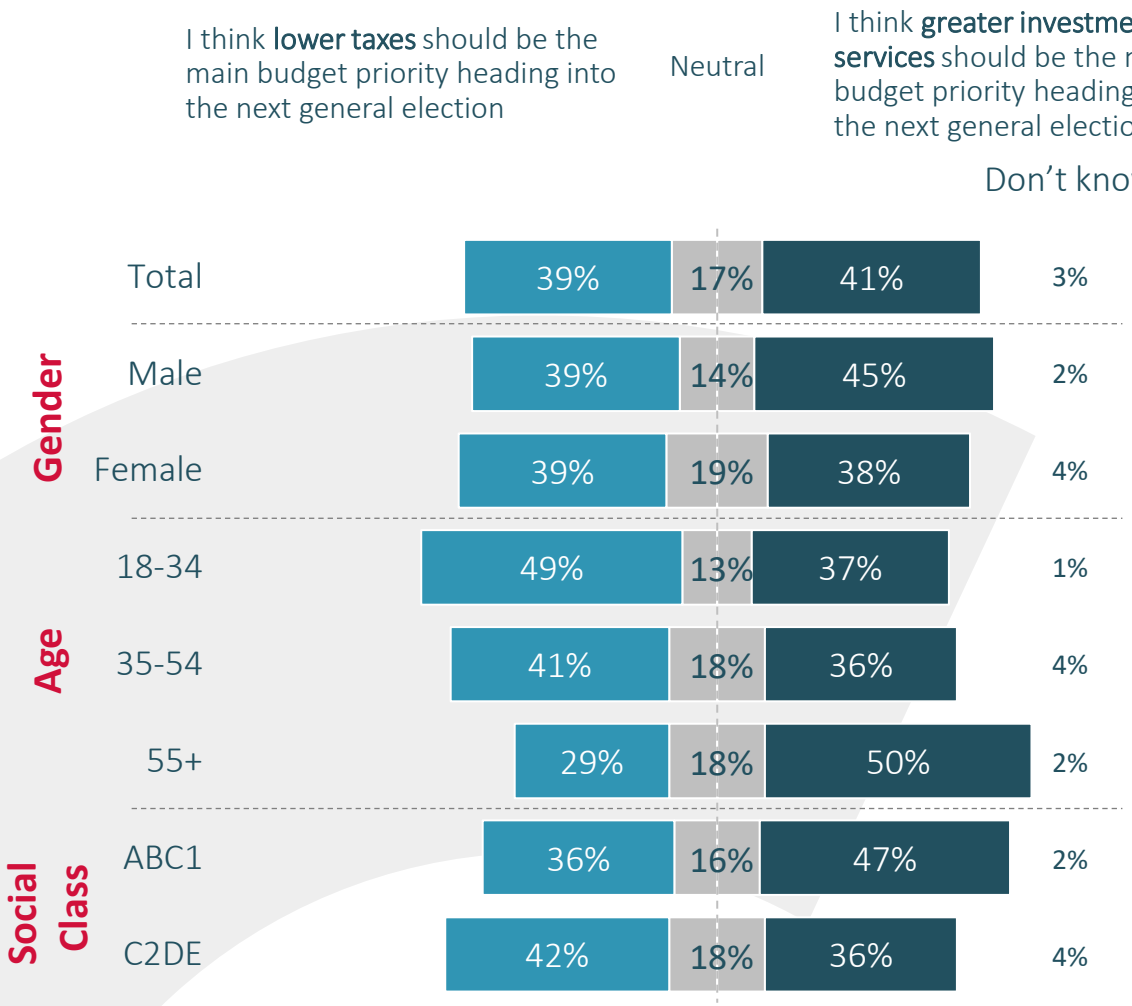


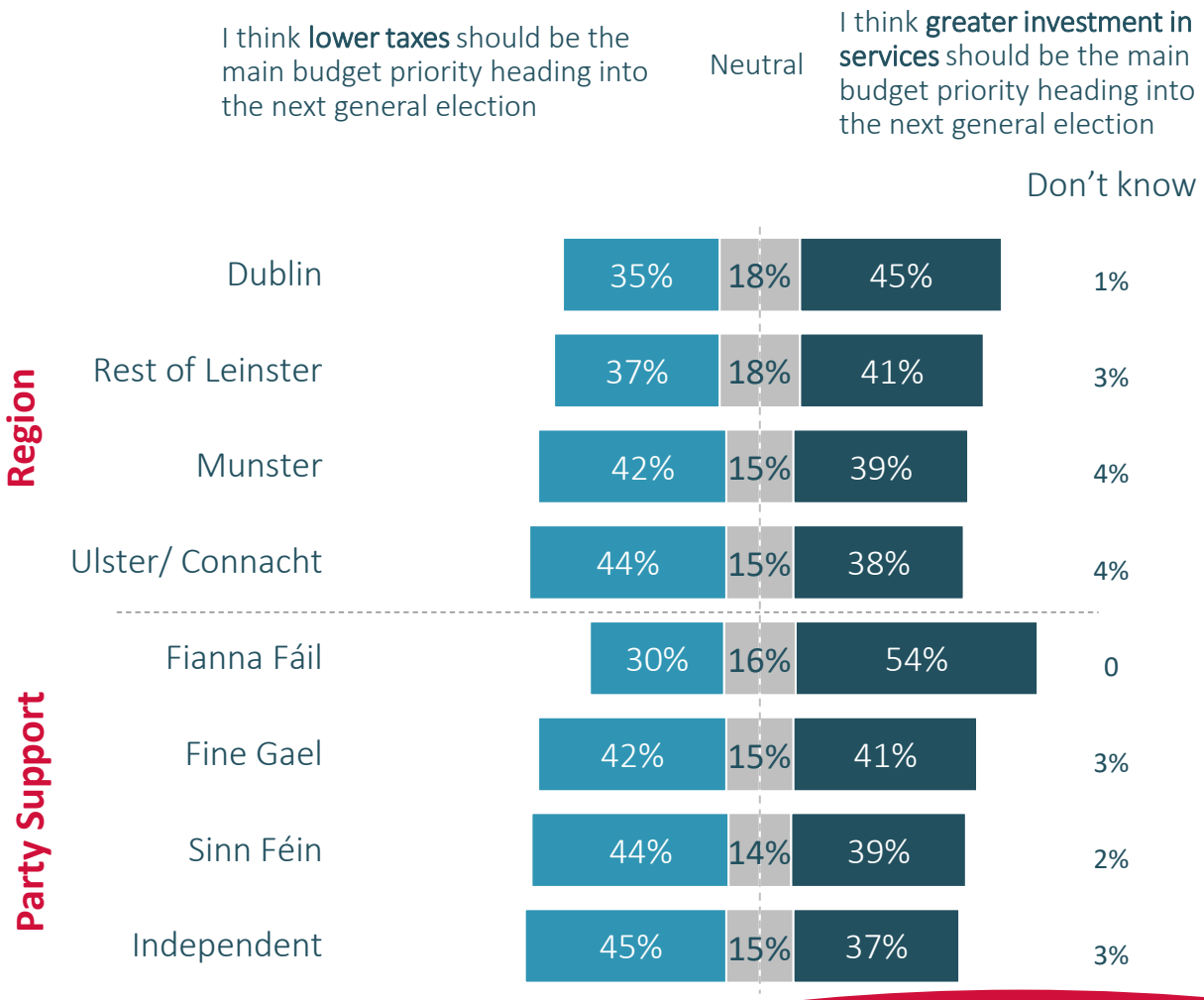
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Lower taxes favoured by younger cohorts

Older age cohorts, men, higher social grades, and Fianna Fáil voters are more likely to favour greater investment in services over lower taxes





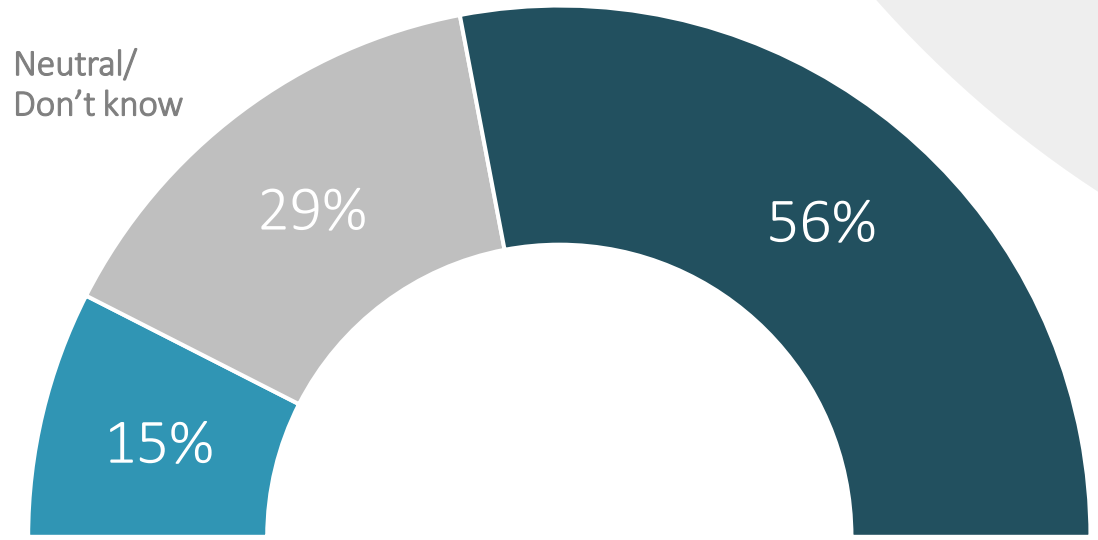
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Little support among the public for GAA re-naming historic stadiums

Over half do not support the GAA's move to rename historic stadiums. Only 15% support the GAA doing this while almost 3 in 10 don't know or are neutral.

Views on GAA re-naming historic stadiums



I **support** the GAA's move to rename historic stadiums with commercial sponsorship titles

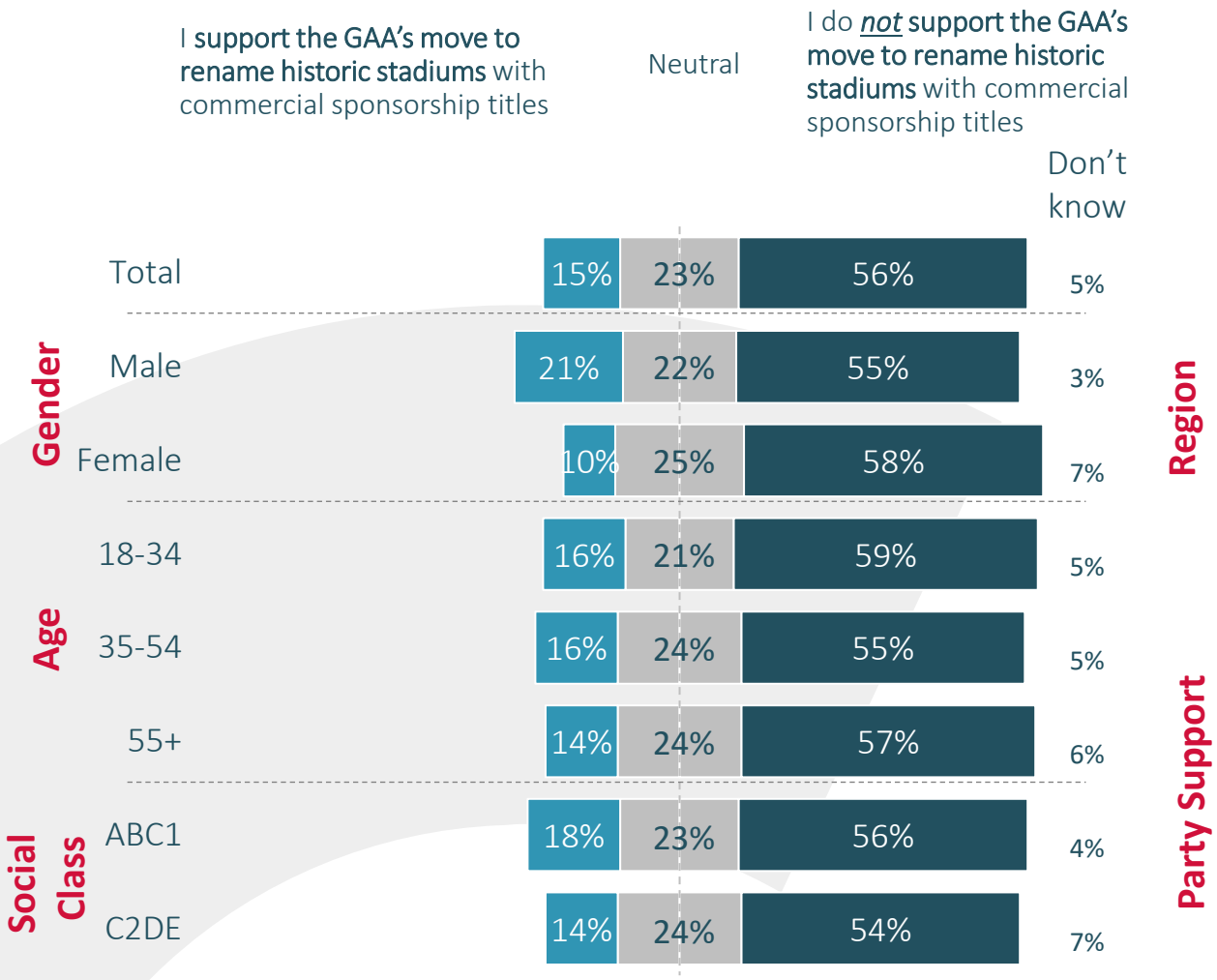
I **do not support** the GAA's move to rename historic stadiums with commercial sponsorship titles

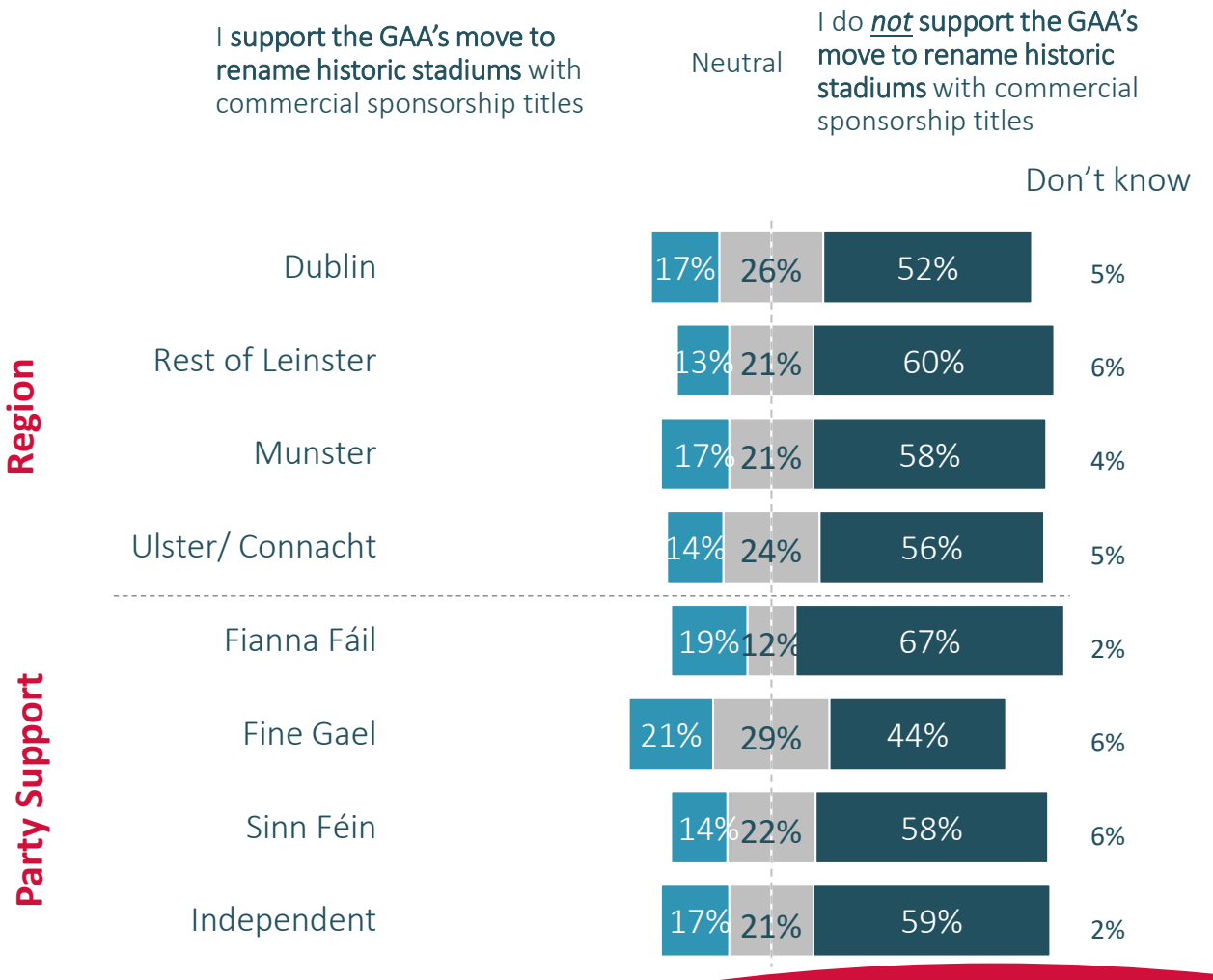
(Base: All adults 18+)

Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Little support across the board for renaming stadiums

All cohorts are generally set against the GAA's move to rename historic stadiums





(Base: All adults 18+)

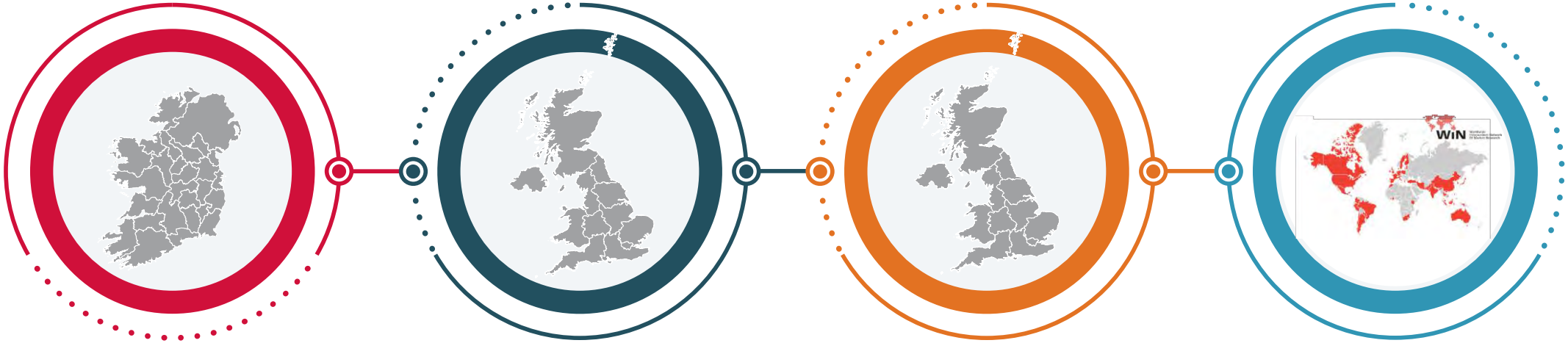
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

03

About RED C

RED C Group conduct research worldwide from Dublin & London

The RED C Research Group is made up of the RED C and Relish brands, with support from our partners in WIN.



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, that specialises in international qualitative and quantitative research in the media, sports and kids industries

Relish Research

Our newly acquired UK based research business, that specialises in understanding customers and helping subscription based business in the UK market

Worldwide Independent Network

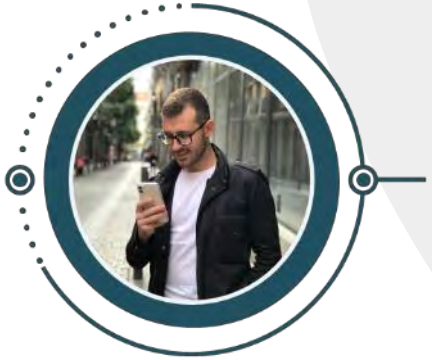
Partner agencies in 35 markets across the globe help us design international projects with local market insights

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

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