

REDC

**Business
Post**

Opinion Poll Report February 2024

JN. 704824



Methodology and Weighting

- RED C interviewed a random sample of **1,009** adults aged 18+ online between Friday 16th – Wednesday 21st February 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.

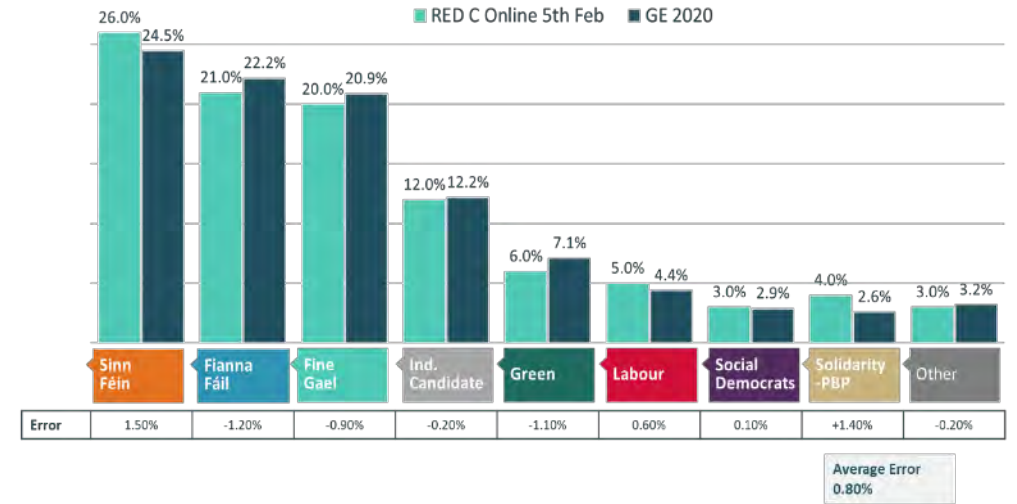
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



Final Online Poll Test During GE 2020

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? (Fast vote weighted)
(Base: All adults 18+ who will vote)

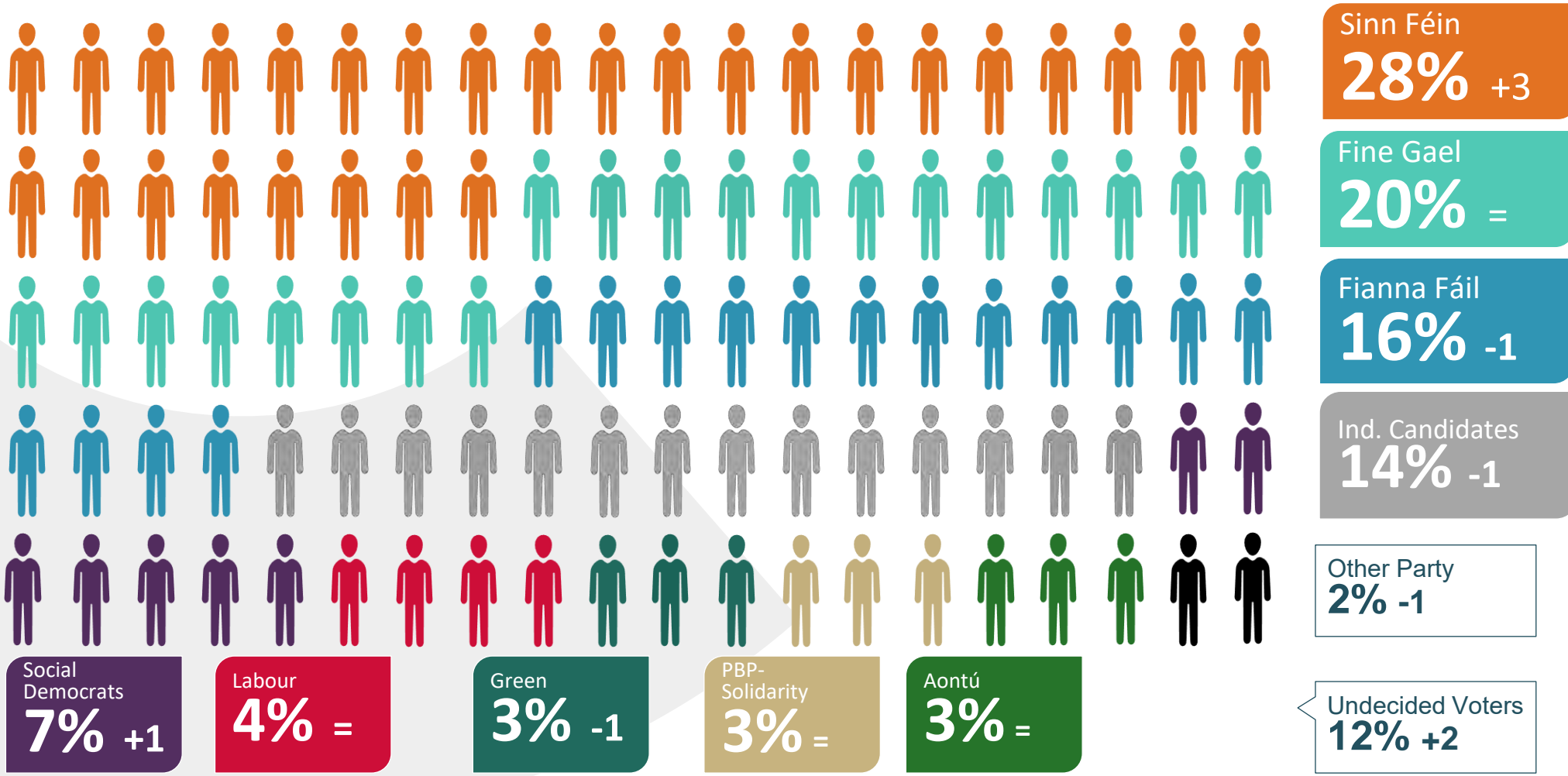


01

Vote Intention @ General Election

First preference vote intention – 25th February 2024

With change vs. last poll in January 2024

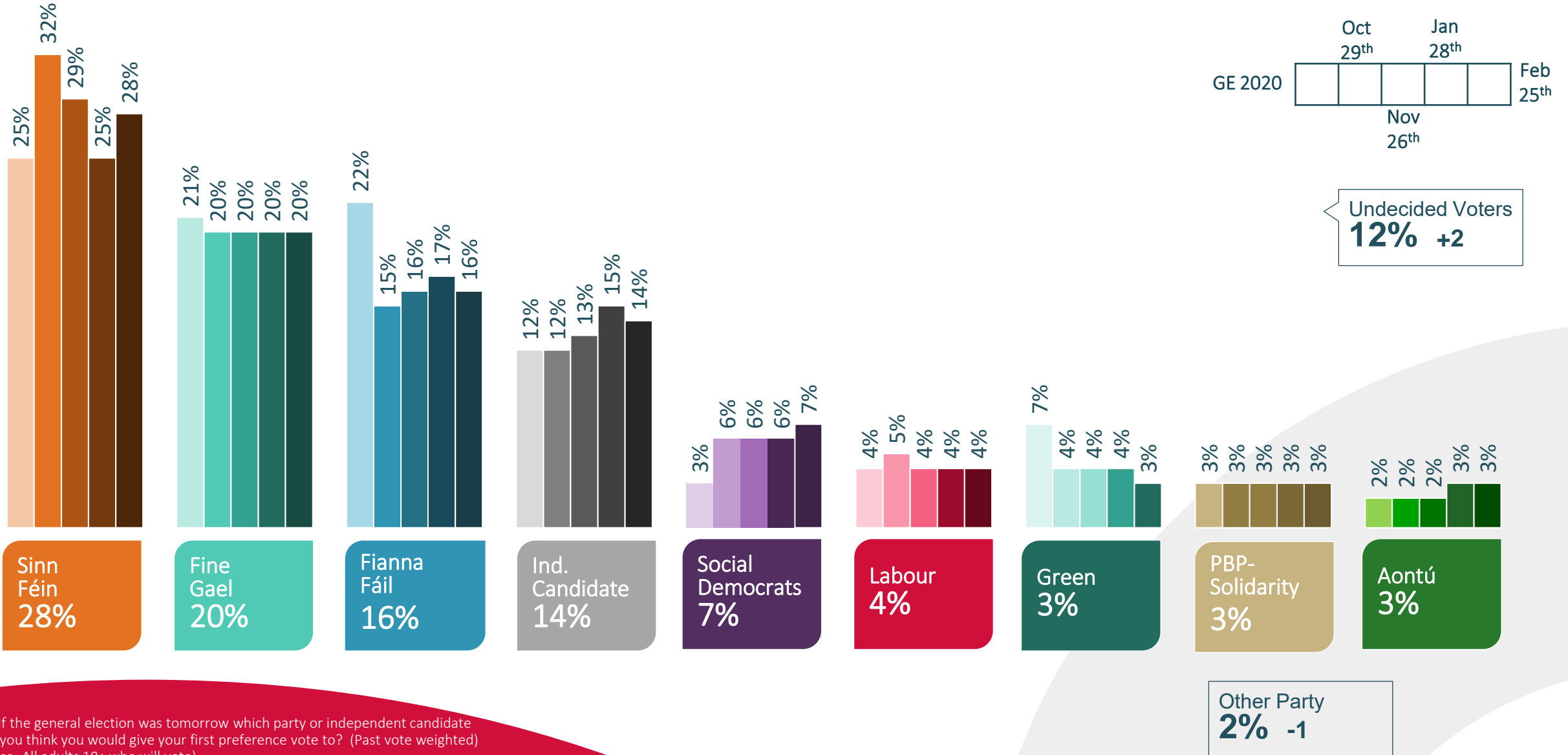


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



25 th February 2024	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	24%	25%	28%	28%
Fine Gael	15%	16%	19%	20%
Fianna Fáil	13%	14%	16%	16%
An Independent Candidate	11%	12%	14%	14%
Social Democrats	5%	6%	7%	7%
Labour Party	3%	4%	4%	4%
Green Party	3%	3%	3%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Aontú	2%	2%	3%	3%
Other Party	1%	1%	2%	2%
Would not vote	4%	4%		
Undecided/Refused	16%	10%		

Notes

1. For those that initially suggest they are undecided, we prompt with an extra question to ask which party they are most likely to vote for at this moment in time.
2. After this prompt we remove those that still say they are undecided, or would not vote, and re-proportion on those expressing a preference.
3. Turnout weighting is added based on a algorithm that combines data on how likely someone is to say they plan to vote at the next GE on a 10 point scale, and whether they actually voted at the last election (if they were eligible to do so).

First preference vote intention x demographics

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

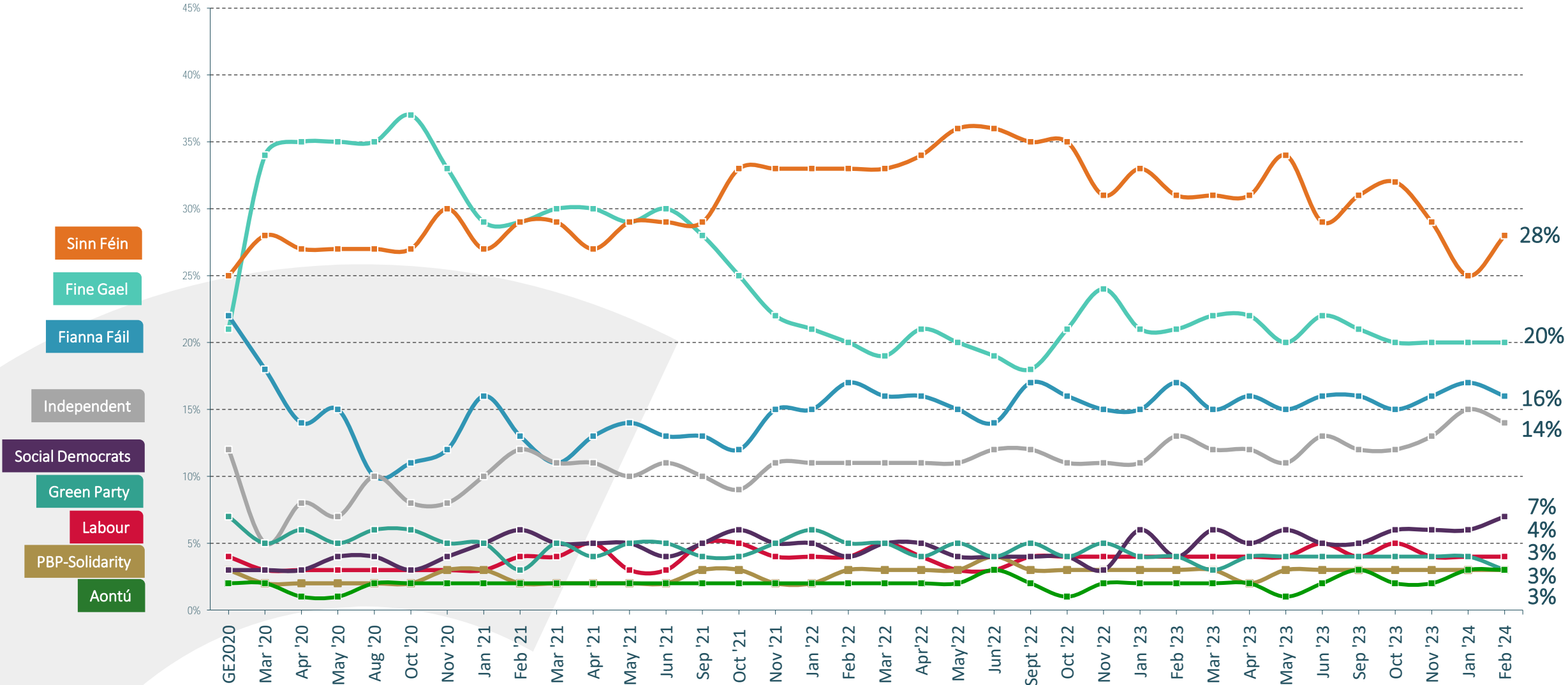
25 th February 2024		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	28%	29%	27%	34%	33%	20%	24%	36%	28%	28%	27%	32%
Fine Gael	20%	21%	18%	11%	18%	26%	20%	17%	19%	23%	16%	21%
Fianna Fáil	16%	16%	16%	11%	12%	23%	19%	12%	13%	19%	16%	15%
An Independent Candidate	14%	12%	16%	7%	17%	15%	11%	16%	9%	10%	22%	16%
Social Democrats	7%	7%	7%	12%	7%	4%	8%	6%	13%	3%	6%	4%
Labour Party	4%	3%	5%	5%	4%	4%	4%	4%	3%	9%	2%	1%
Green Party	3%	5%	2%	7%	2%	3%	5%	2%	5%	3%	4%	1%
People Before Profit-Solidarity (including Rise)	3%	2%	4%	6%	3%	2%	4%	3%	5%	2%	3%	3%
Aontú	3%	3%	3%	4%	2%	3%	3%	3%	3%	2%	2%	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)

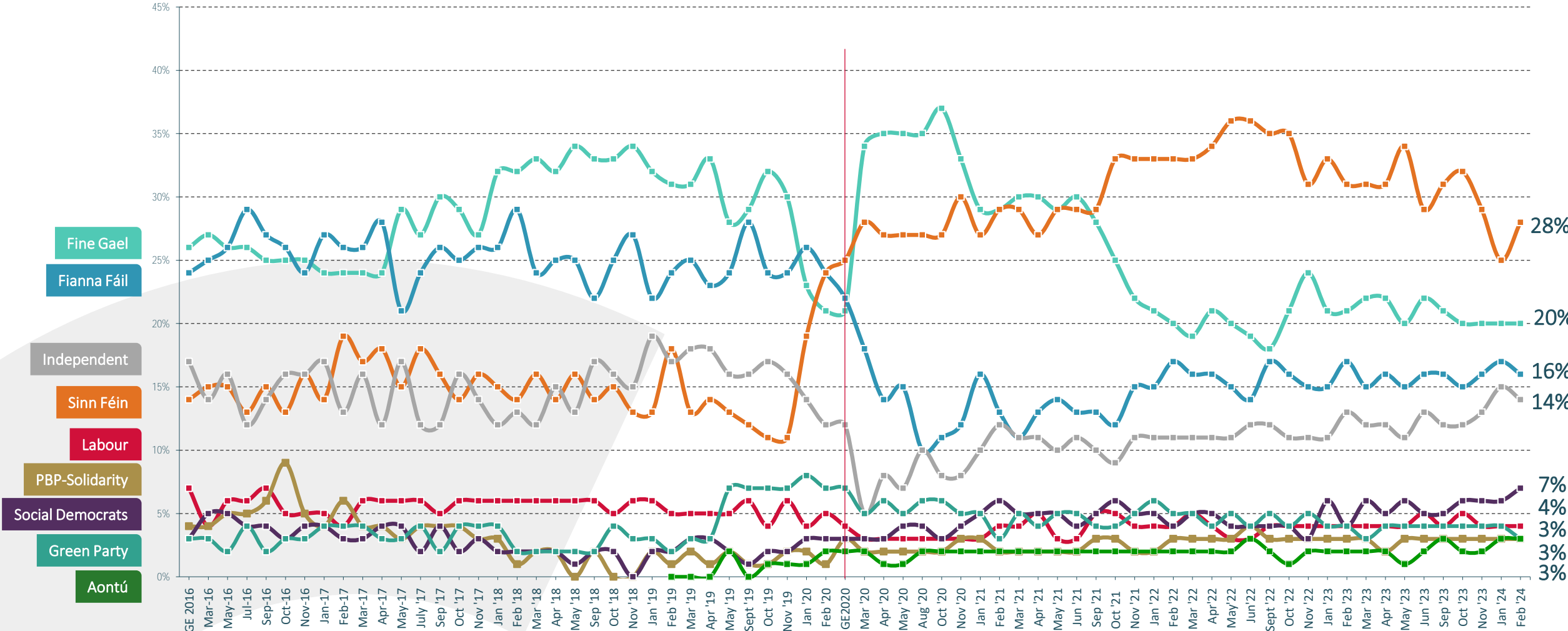
First preference vote intention – since GE 2020



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

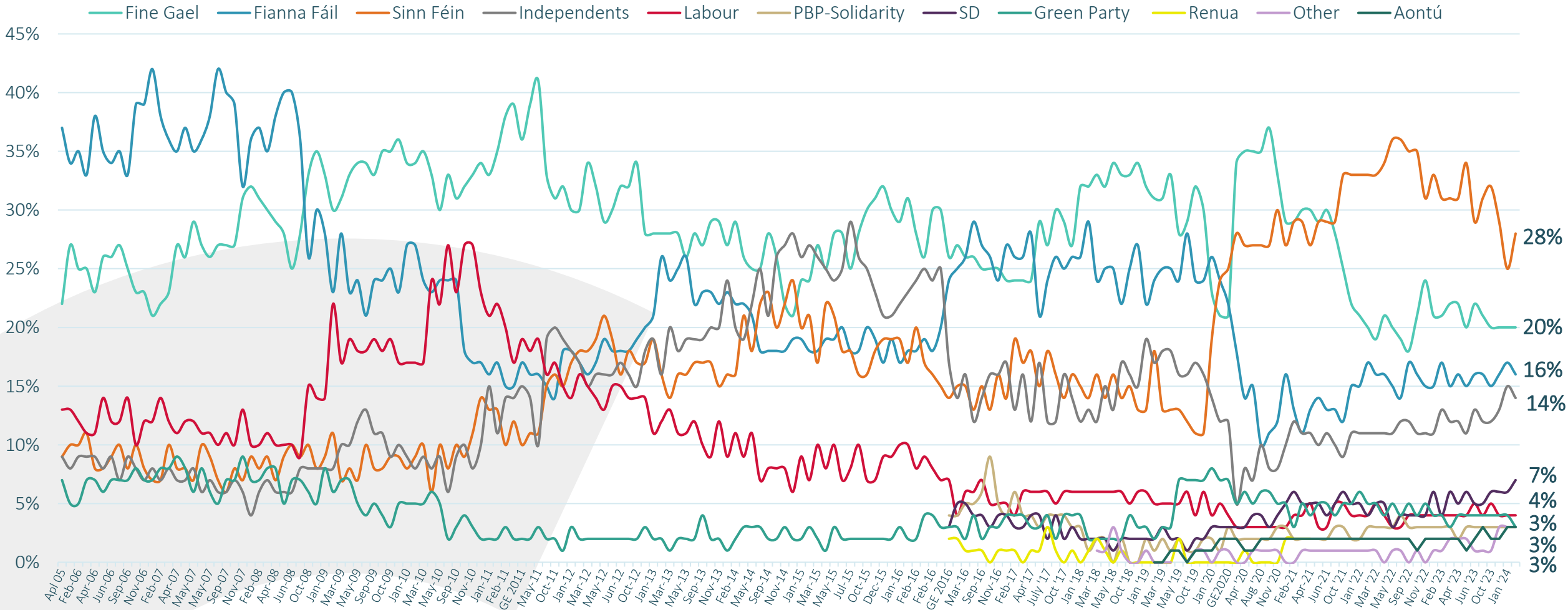


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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)

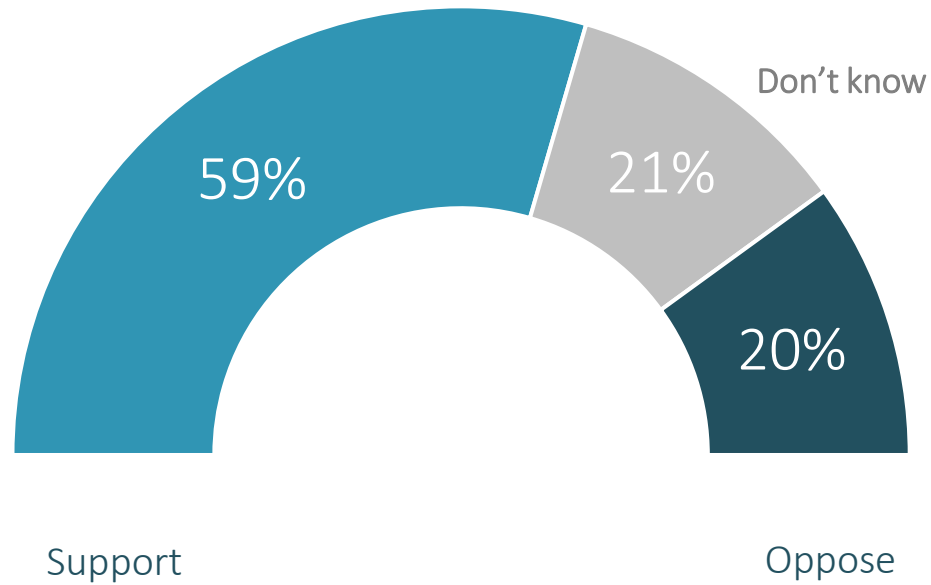
02

Vote intention and attitudes around referendums

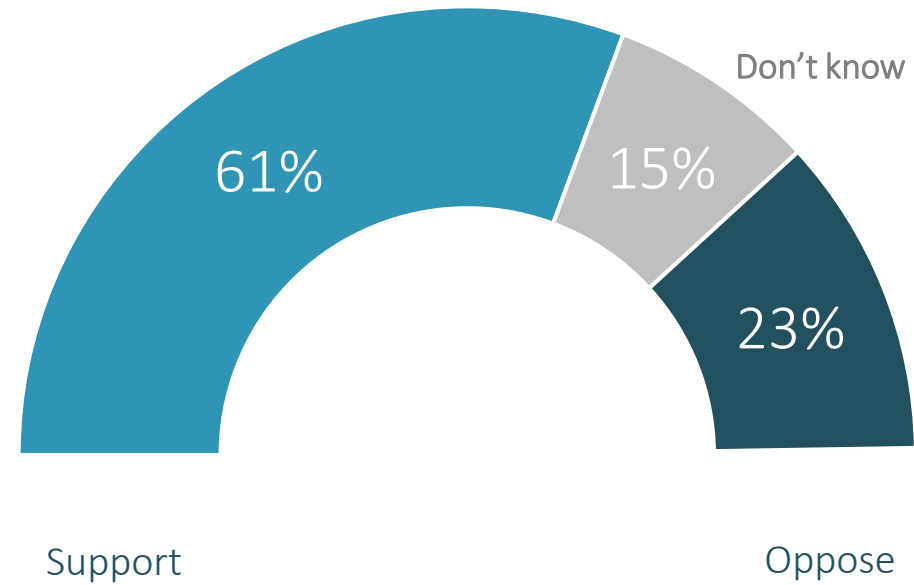
Women/carers referendum

Among both all voters, and likely referendum voters, a majority of 3 in 5 intent to vote yes in support of the women/carers referendum

All eligible to vote



All who are likely to vote



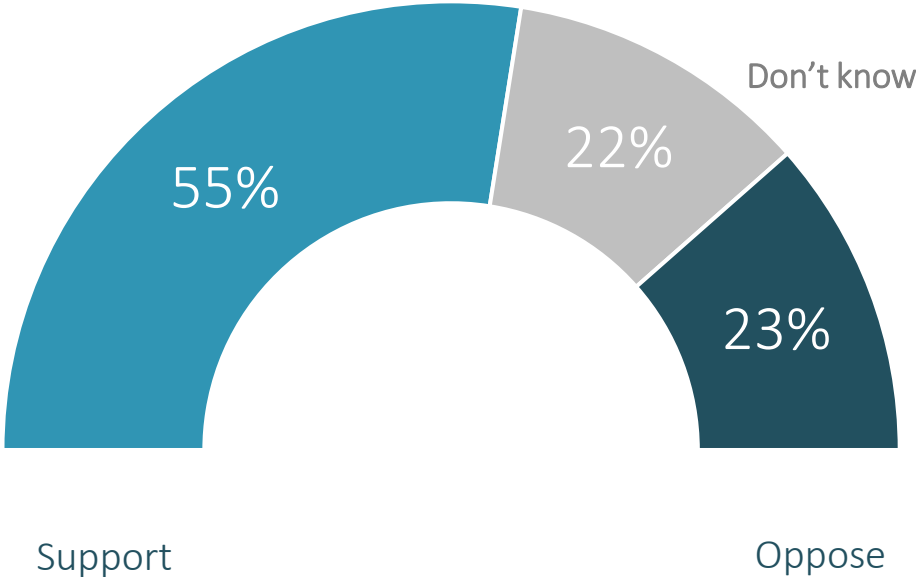
(Base: All adults 18+)

Will you vote to support or oppose the proposed changes to the Constitution in each of the following referendums to be held on March 8th?

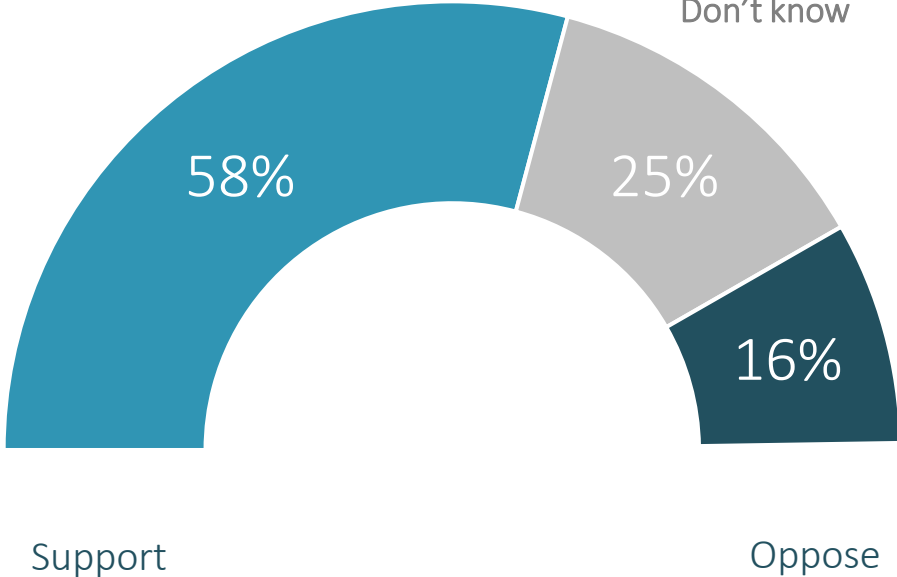
Non-marital families referendum

55% are in support of the non-marital families referendum, rising slightly to 58% among likely voters

All eligible to vote



All who are likely to vote



(Base: All adults 18+ Not showing refused 1-2%)

Will you vote to support or oppose the proposed changes to the Constitution in each of the following referendums to be held on March 8th?

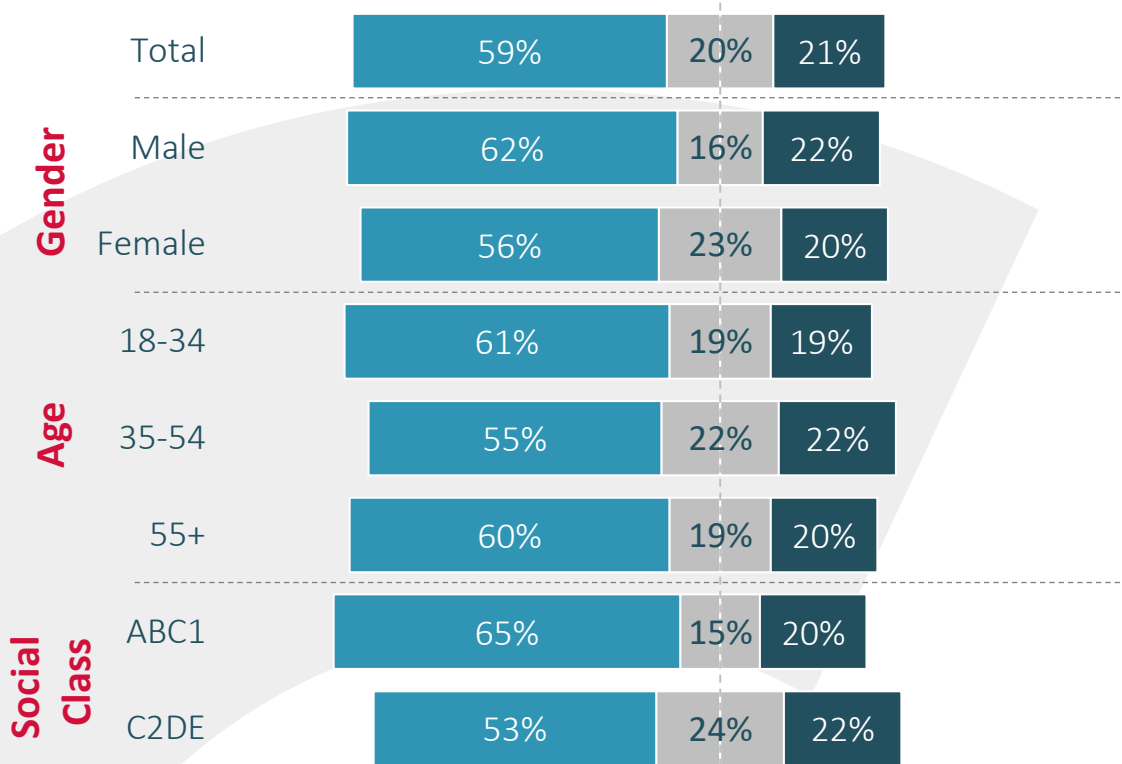
Majority support across all demographics

A majority among all demographics intent to vote yes in support of the women/carers referendum. Support is lowest among lower social grades, in Connaught/Ulster, and among independent voters.

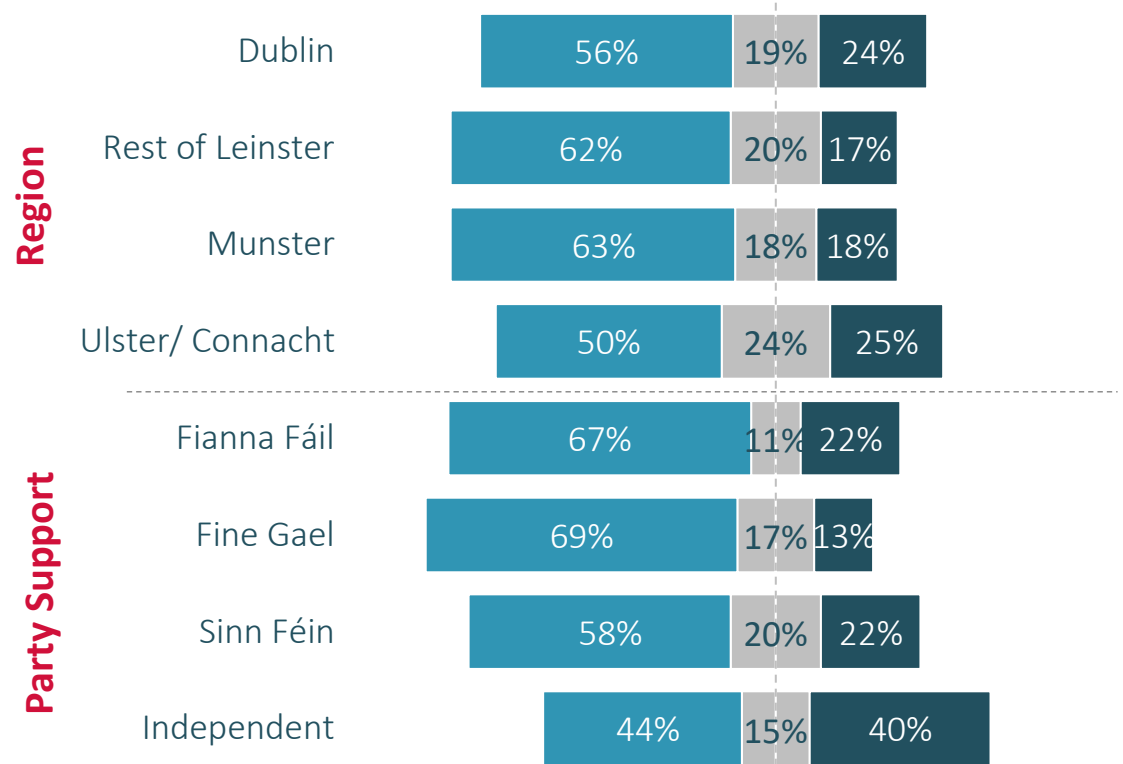
All eligible voters

Women/Carers Referendum

Support Don't know Oppose



Support Don't know Oppose



(Base: All adults 18+ Not showing refused 1-2%)

Will you vote to support or oppose the proposed changes to the Constitution in each of the following referendums to be held on March 8th?

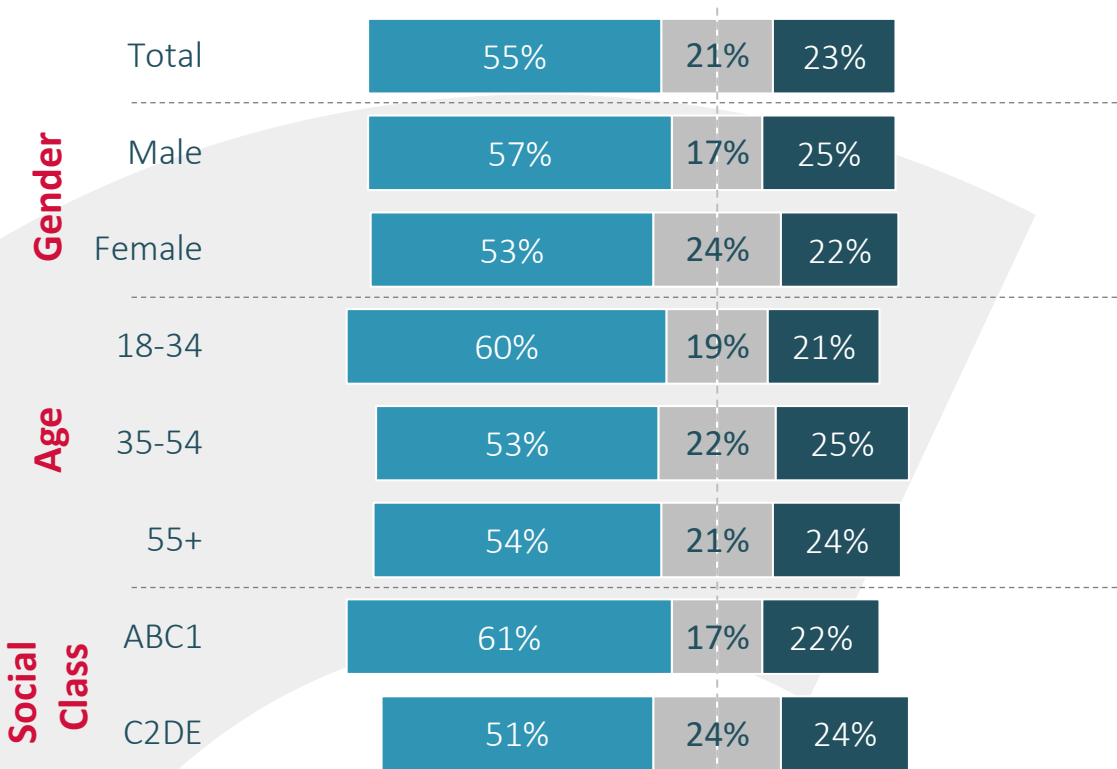
Strong support across the board for non-marital families

Support for non-marital families is higher than opposition across the board except among independent voters. Support is lower among lower social grades, and in Connaught/Ulster.

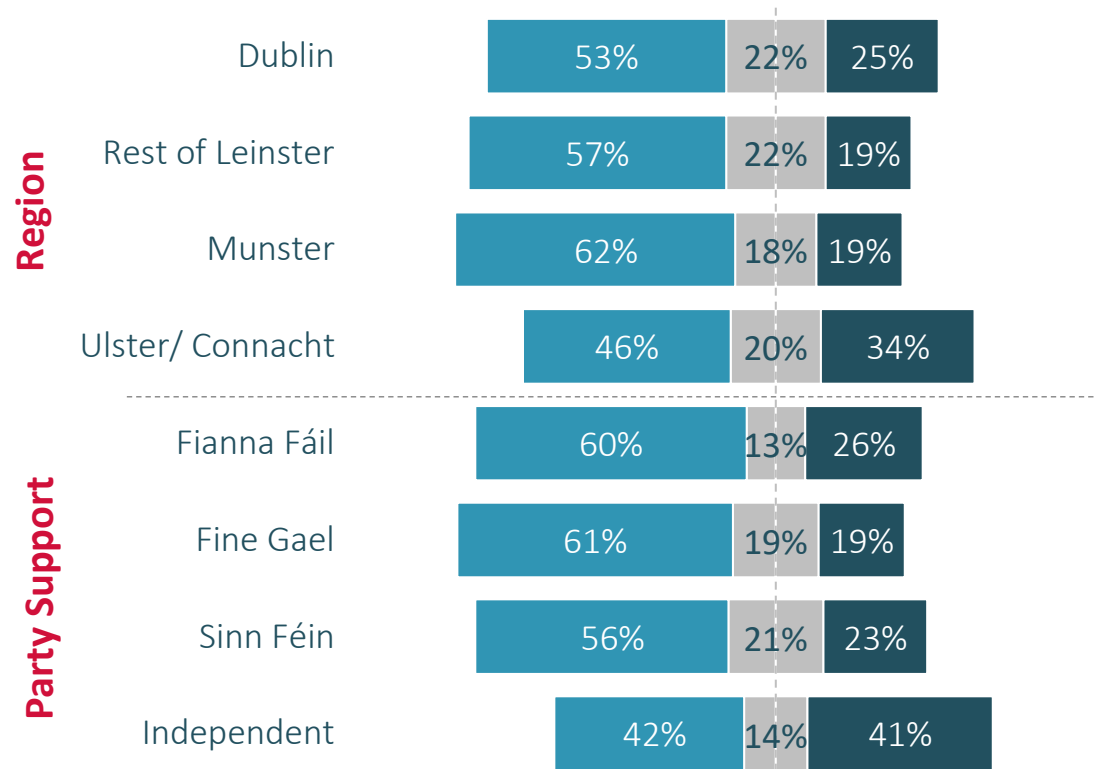
All eligible voters

Non-Marital Families Referendum

Support Don't know Oppose



Support Don't know Oppose



(Base: All adults 18+ Not showing refused 1-2%)

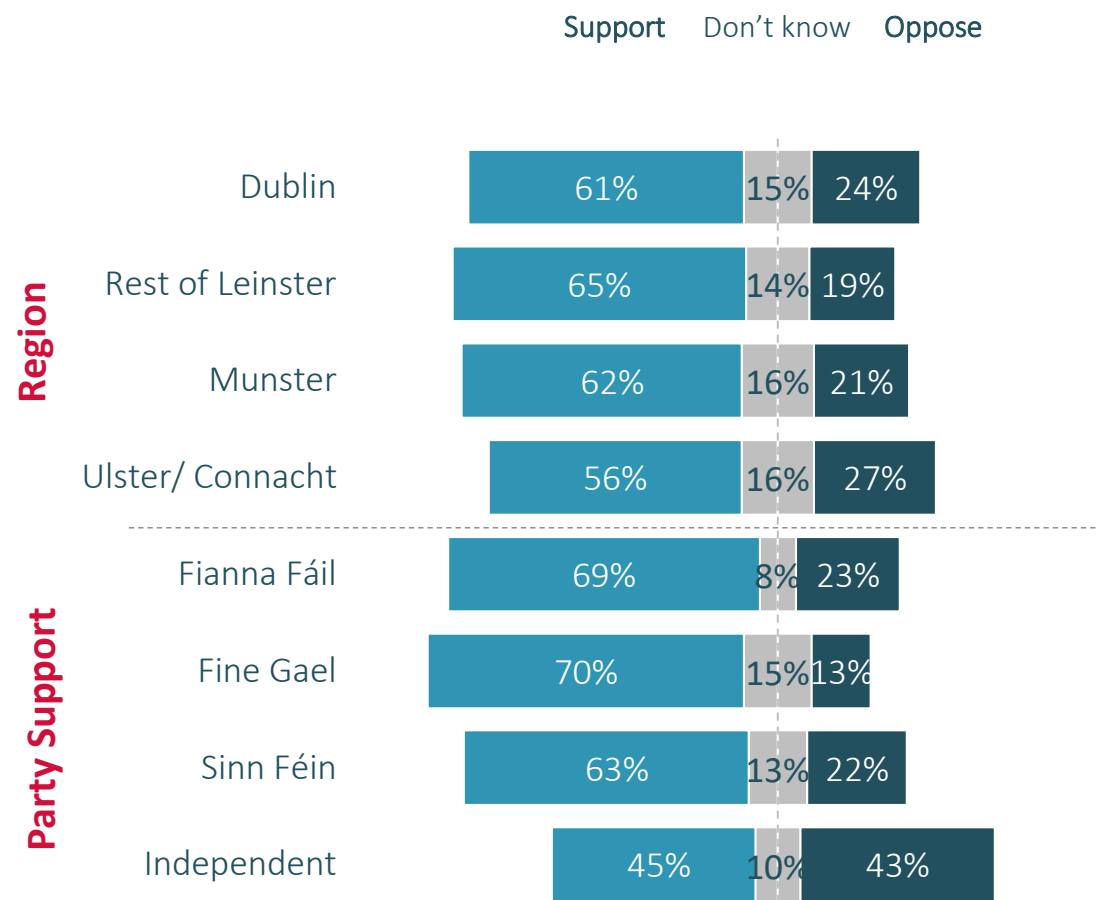
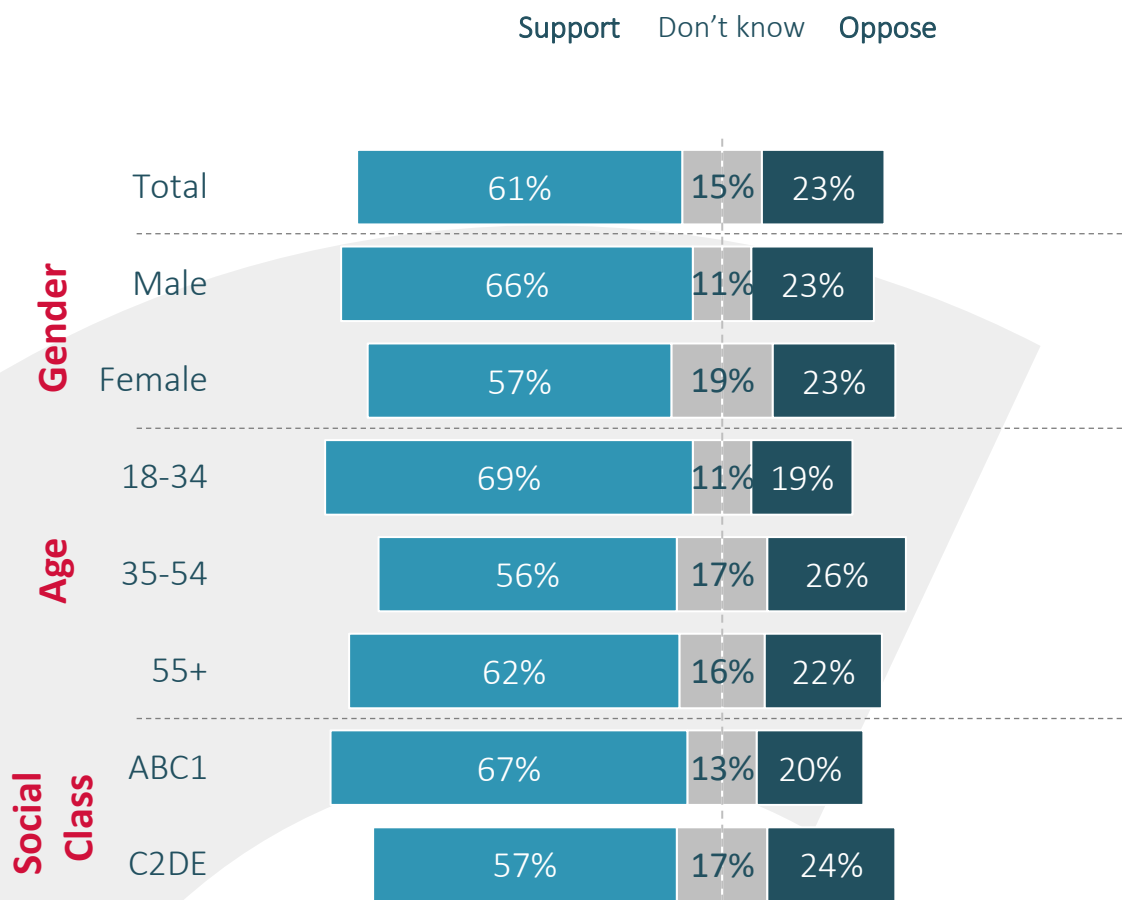
Will you vote to support or oppose the proposed changes to the Constitution in each of the following referendums to be held on March 8th?

Government voters more likely to support referendum

Support is somewhat lower among Sinn Féin voters than government voters, and markedly lower among independent voters. It is also lower among women, 35-54 year olds, and lower social grades.

All likely voters

Women/Carers Referendum



(Base: All adults 18+ Not showing refused 1-2%)

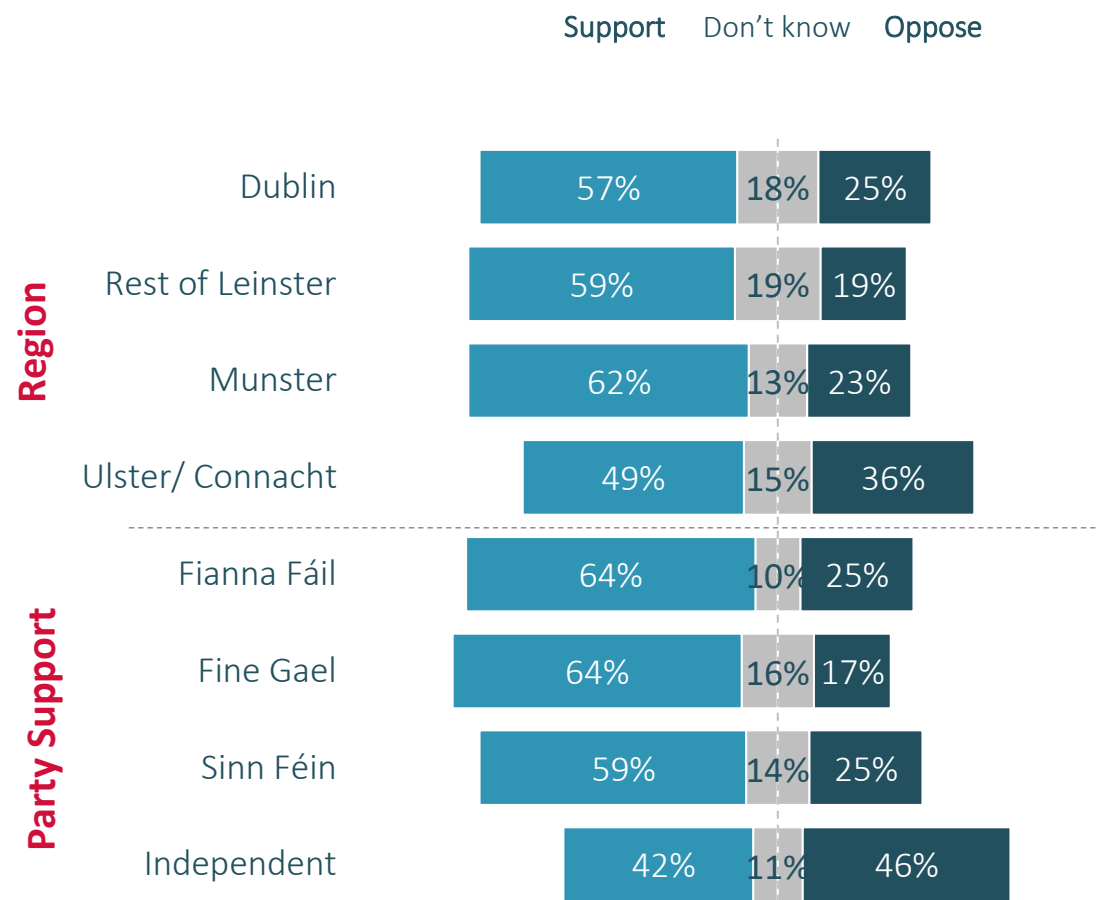
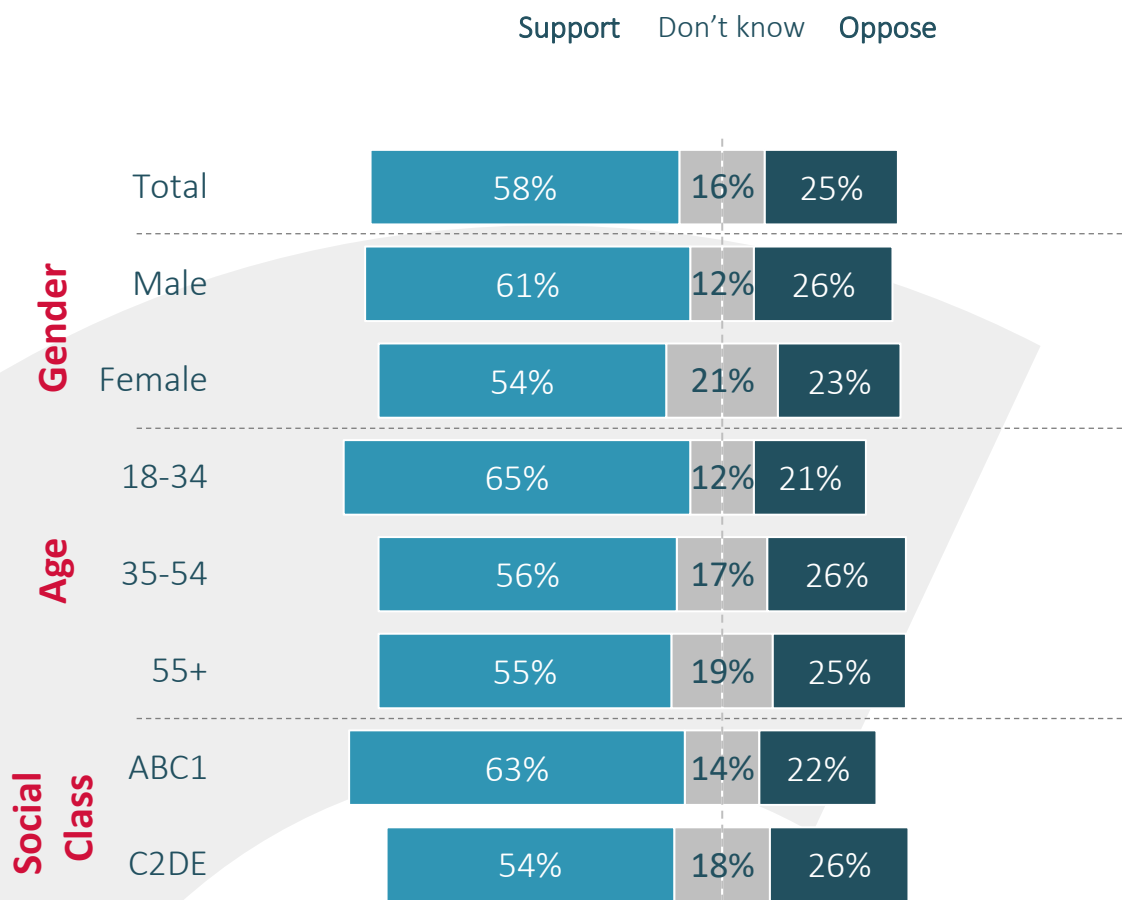
Will you vote to support or oppose the proposed changes to the Constitution in each of the following referendums to be held on March 8th?

Strongest support among higher social grades

Support for the non-marital families referendum is higher among 18-34 year olds, higher social grades, and voters of Fine Gael and Fianna Fáil. Independent voters are more likely to oppose than support.

All likely voters

Non-Marital Families Referendum



(Base: All adults 18+ Not showing refused 1-2%)

Will you vote to support or oppose the proposed changes to the Constitution in each of the following referendums to be held on March 8th?

Views on topical political issues – All eligible voters

Don't know

I think these referendums are important for me to vote in



I think these referendums are not at all important for me to vote in

7%

I believe that the referendum on non-marital families *enhances* the definition of a family and does *not* weaken traditional marriage



I believe that the referendum on non-marital families *weakens* traditional marriage

10%

The current language on women's role in the home in the constitution is *outdated* and undermines Irish women's role in our society



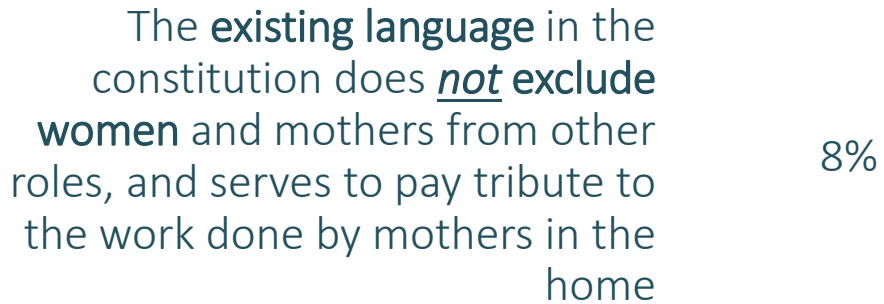
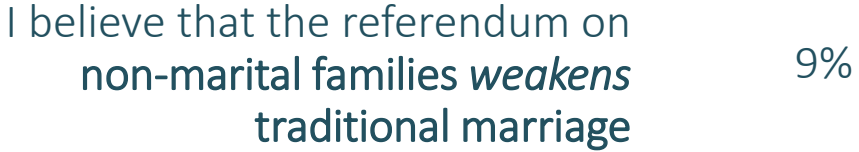
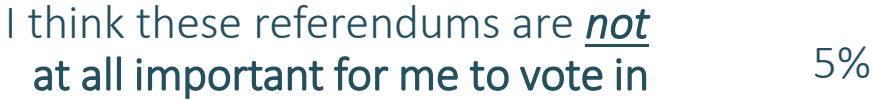
The existing language in the constitution does *not* exclude women and mothers from other roles, and serves to pay tribute to the work done by mothers in the home

11%

(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

Views on topical political issues – All likely voters



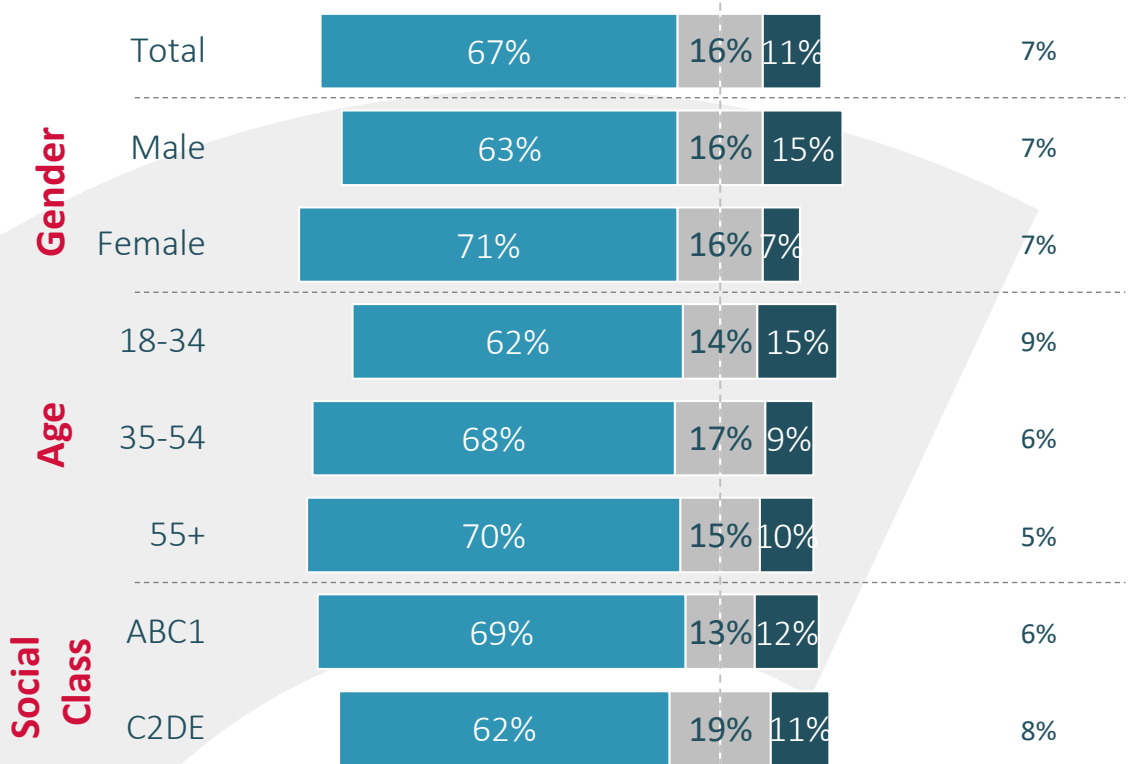
(Base: All adults 18+)

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

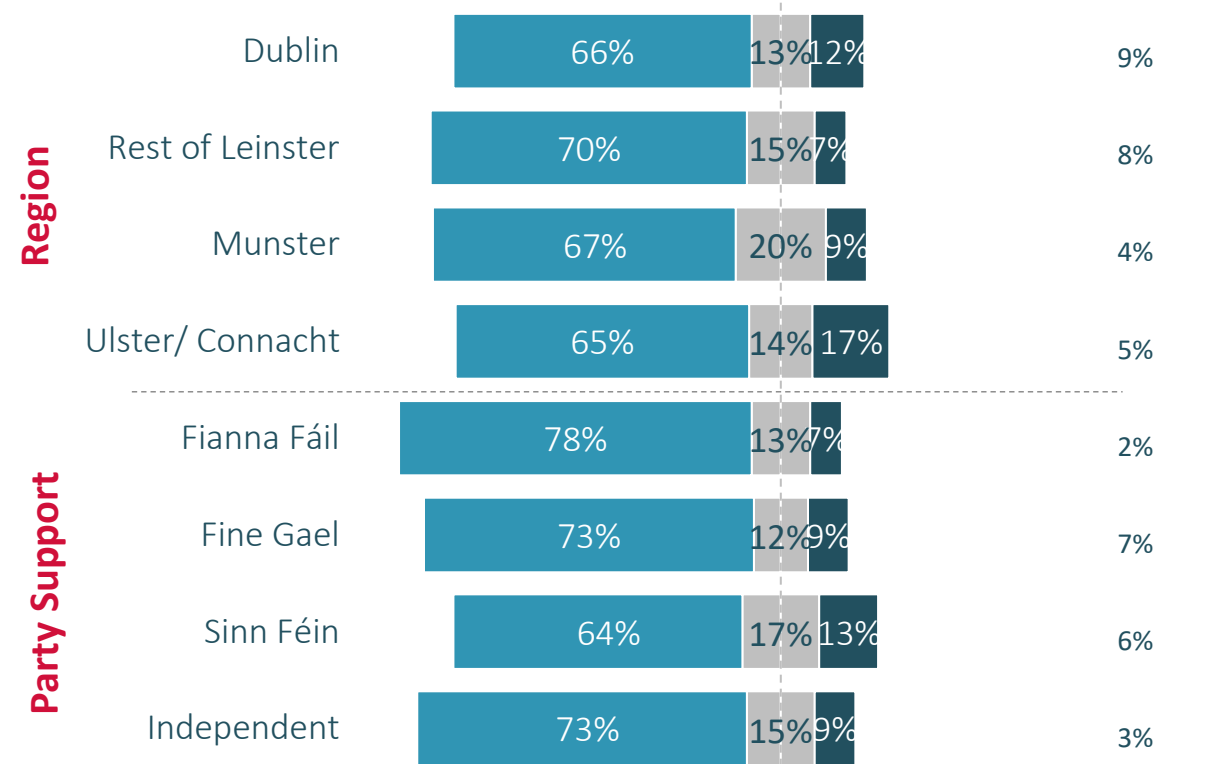
Majority across the board believe voting is important

Two thirds believe it is important to vote in these referendums, with this belief highest among women, older age cohorts, and higher social grades

I think these referendums are important for me to vote in Neutral I think these referendums are not at all important for me to vote in Don't know



I think these referendums are important for me to vote in Neutral I think these referendums are not at all important for me to vote in Don't know



(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

Narrow majority say language *enhances* definition of family



Roughly half say the proposal enhances the definition of a family, higher among under 34s, higher social grades, and Fianna Fáil voters. This belief outweighs the contrary among all groups bar independent voters.

I believe that the referendum on **non-marital families** *enhances* the definition of a family and does *not* weaken traditional marriage

Neutral

I believe that the referendum on **non-marital families** *weakens* traditional marriage

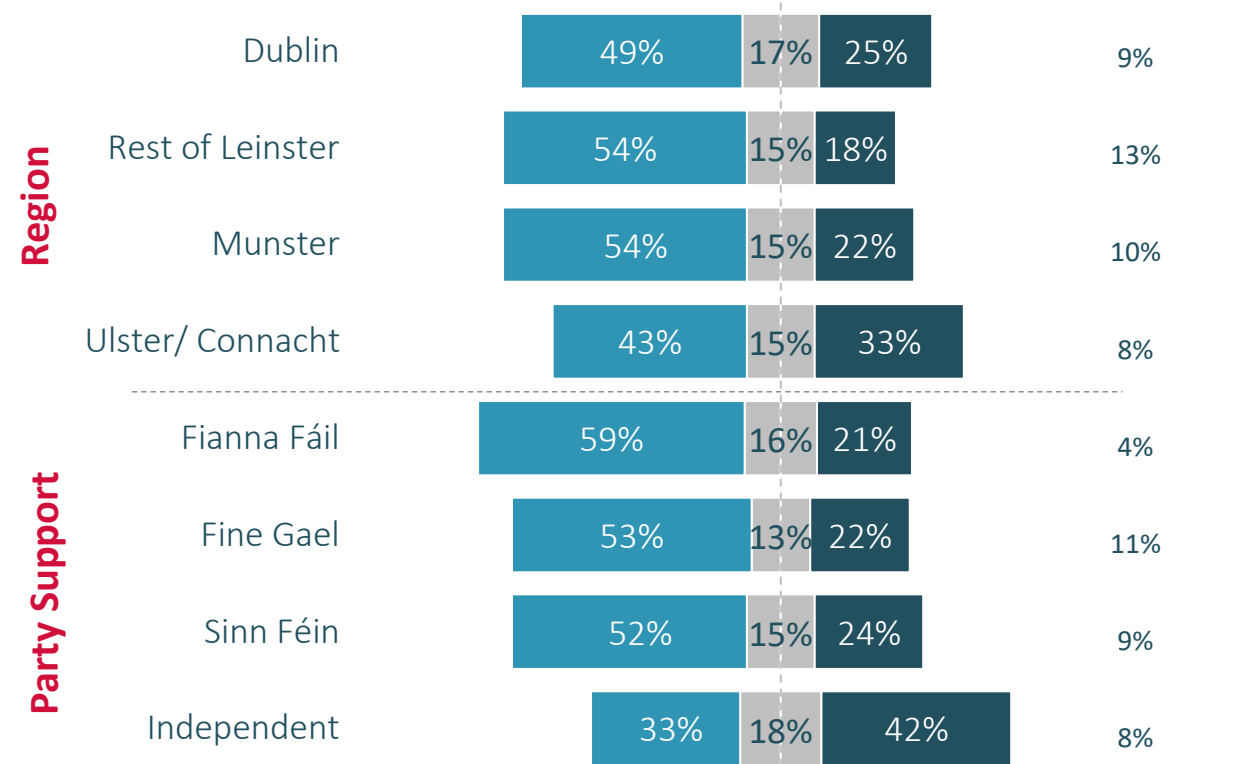
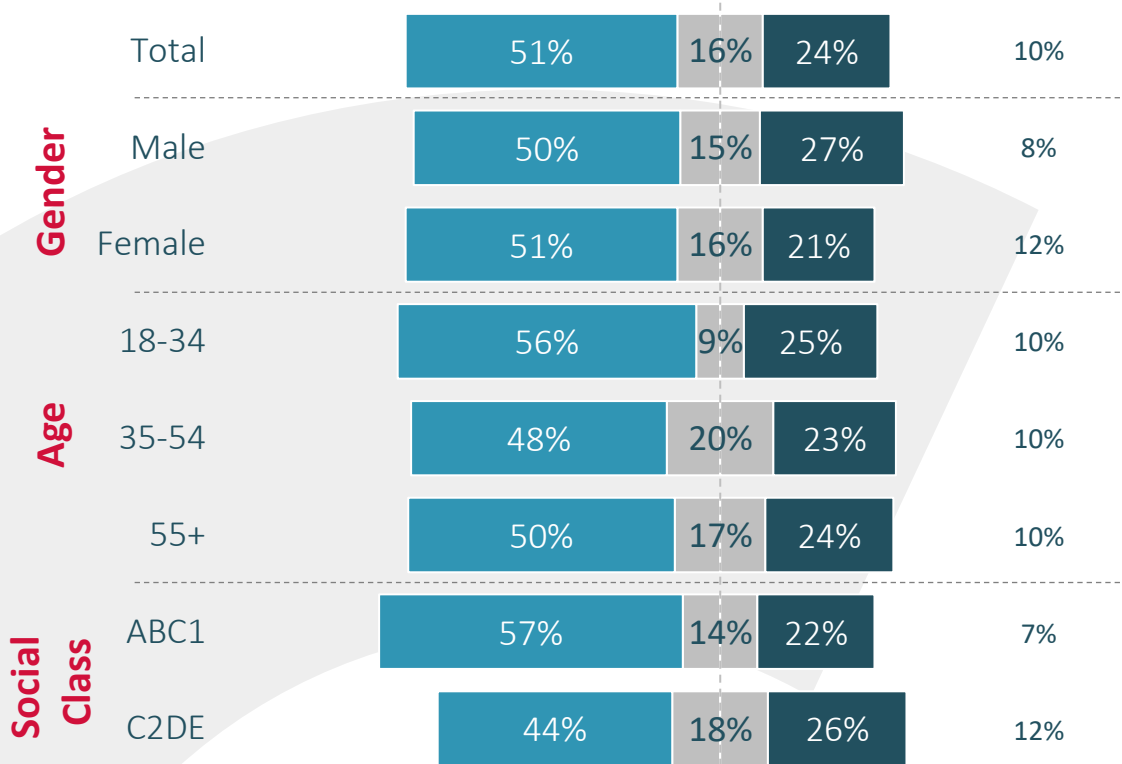
Don't know

I believe that the referendum on **non-marital families** *enhances* the definition of a family and does *not* weaken traditional marriage

Neutral

I believe that the referendum on **non-marital families** *weakens* traditional marriage

Don't know



(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

Roughly half say current language on women is outdated

Almost twice as many believe the language is outdated as believe it does not exclude women, but many are uncertain or come down on neither side

The **current language on women's role** in the home in the constitution is **outdated** and undermines Irish women's role in our society

Neutral

The **existing language** in the constitution does **not exclude women** and mothers from other roles, and serves to pay tribute to the work done by mothers in the home

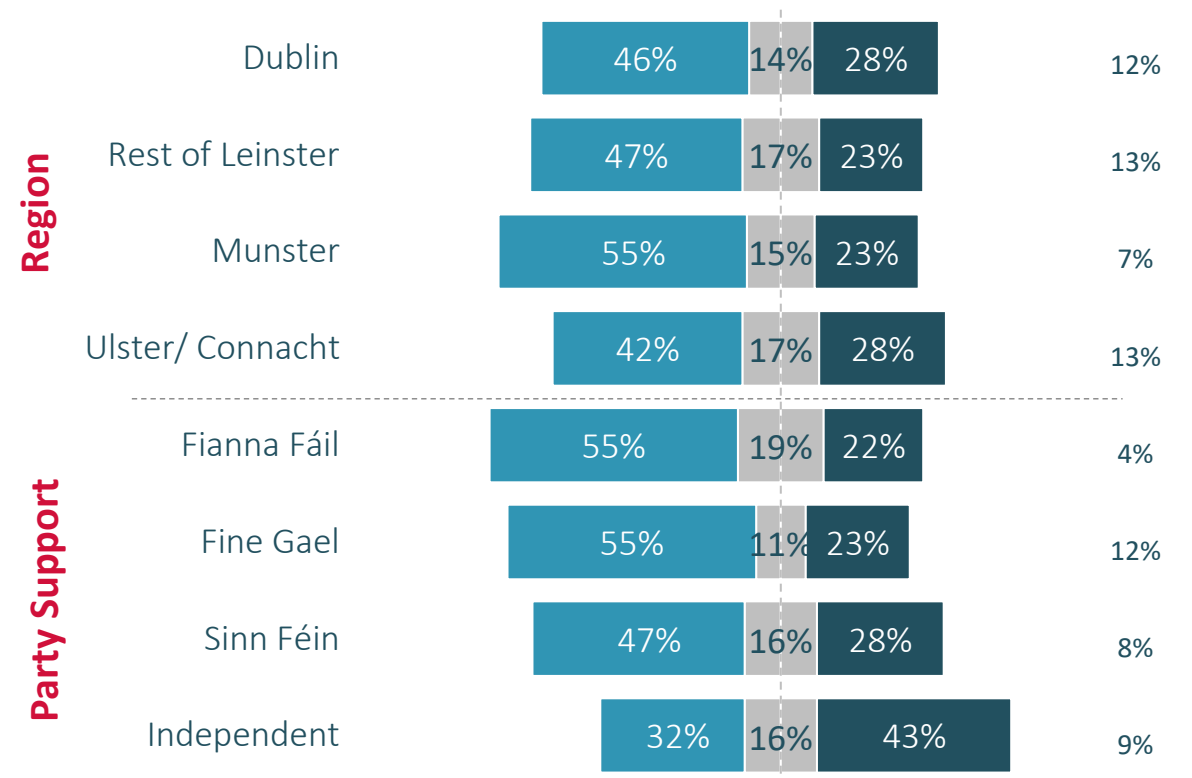
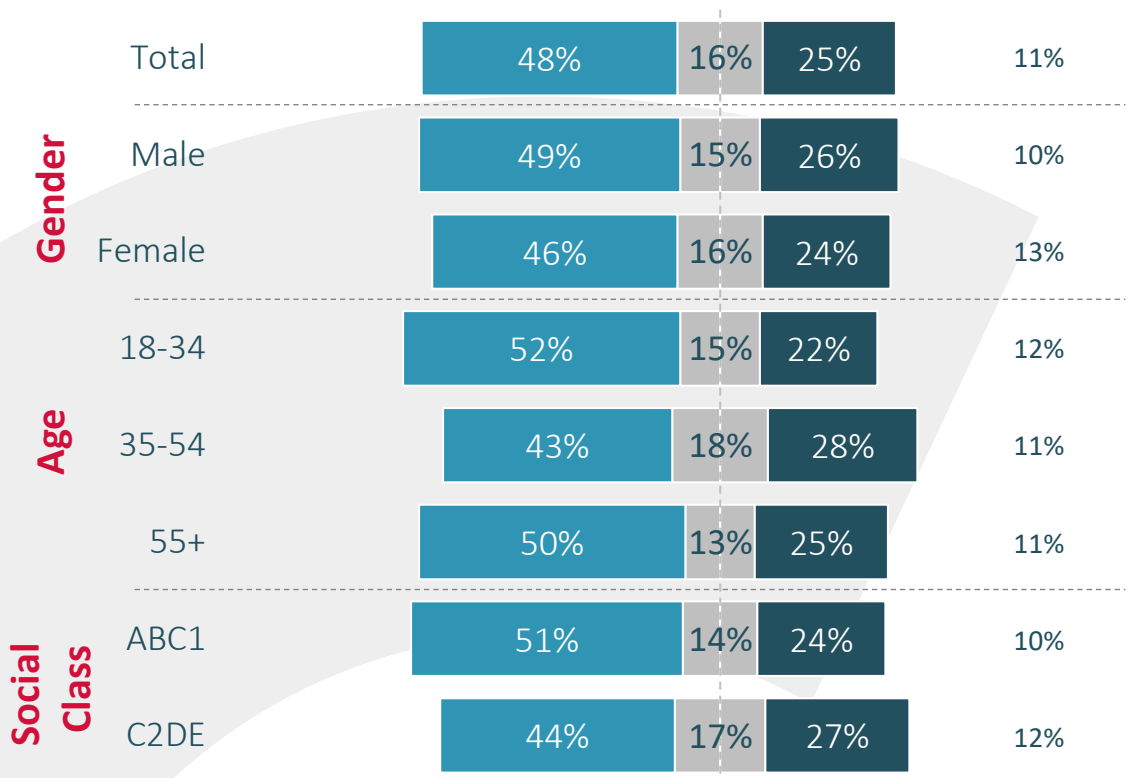
Don't know

The **current language on women's role** in the home in the constitution is **outdated** and undermines Irish women's role in our society

Neutral

The **existing language** in the constitution does **not exclude women** and mothers from other roles, and serves to pay tribute to the work done by mothers in the home

Don't know



(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

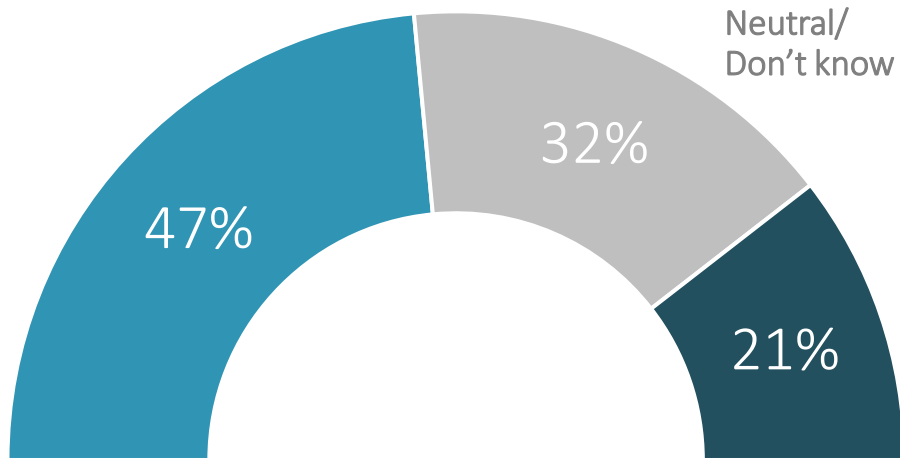
03

Attitudes around other topical political issues

Relatively strong support for increasing passenger cap

Far more support than oppose increasing the passenger cap in Dublin Airport, although a third have no strong opinion. No consensus emerges on the topic of banning cars from Dublin city centre.

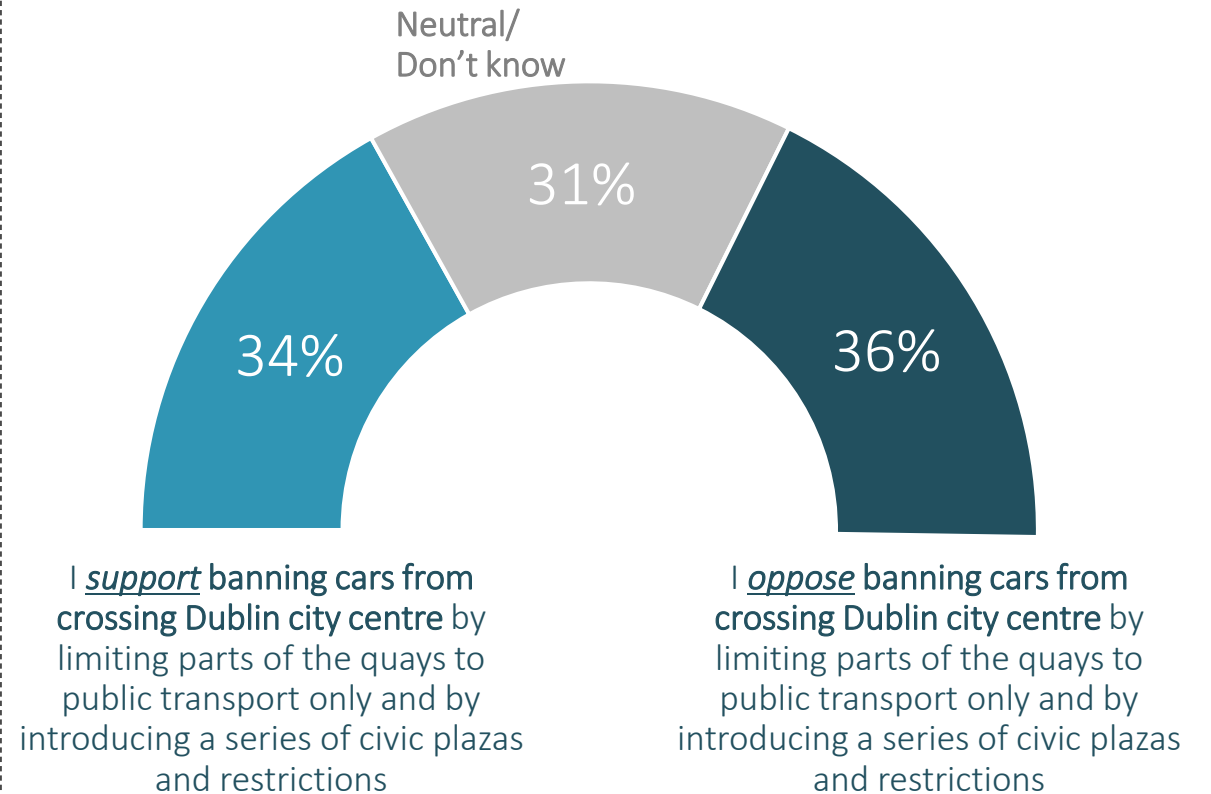
Views on Dublin Airport passenger cap



Dublin Airport *should* be allowed to **increase the current cap** on passengers

Dublin Airport should *not* be allowed to **increase the current cap** on passengers

Views on banning cars from Dublin city centre



I *support* banning cars from crossing Dublin city centre by limiting parts of the quays to public transport only and by introducing a series of civic plazas and restrictions

I *oppose* banning cars from crossing Dublin city centre by limiting parts of the quays to public transport only and by introducing a series of civic plazas and restrictions

(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

Almost half support increasing airport passenger cap

While only 1 in 5 oppose, many are undecided or have no strong opinion. Support is higher among men, those over 34 years old, higher social grades, and Fianna Fáil voters, and Fine Gael to a lesser extent.

Dublin Airport *should* be allowed to **increase the current cap** on passengers

Neutral

Dublin Airport *should not* be allowed to **increase the current cap** on passengers

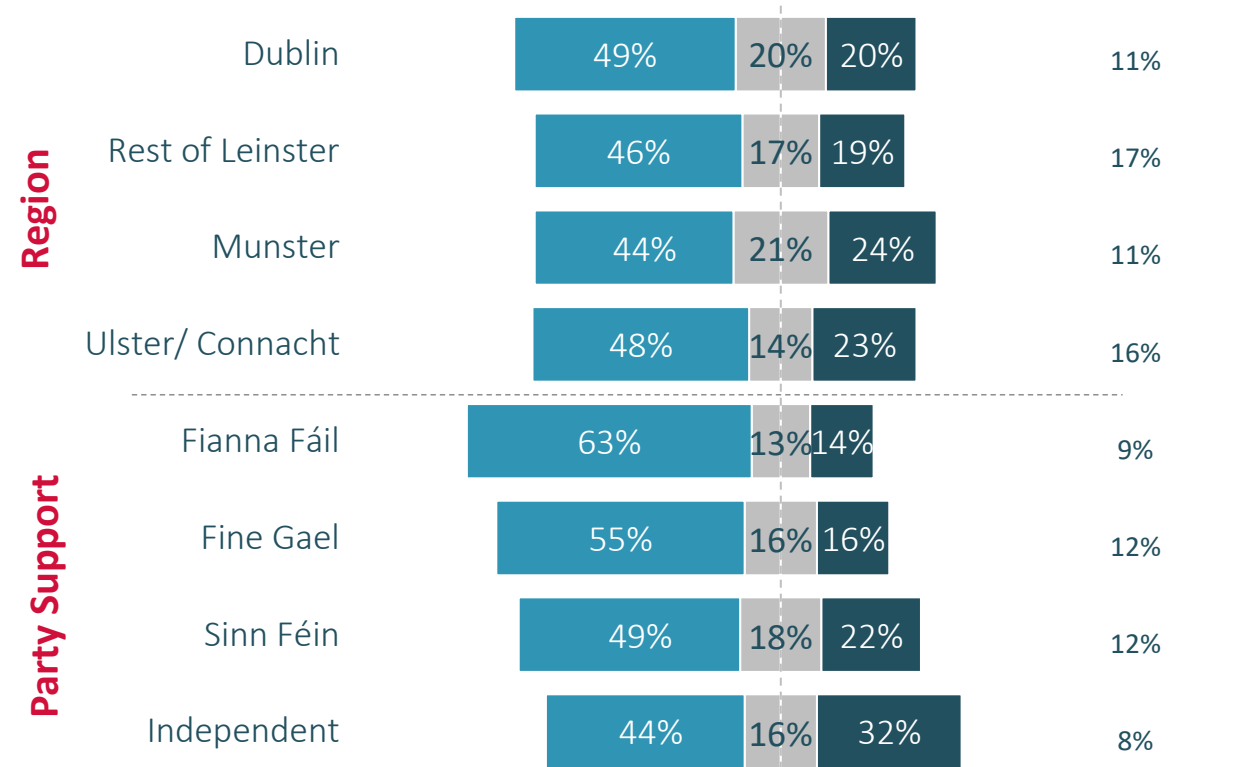
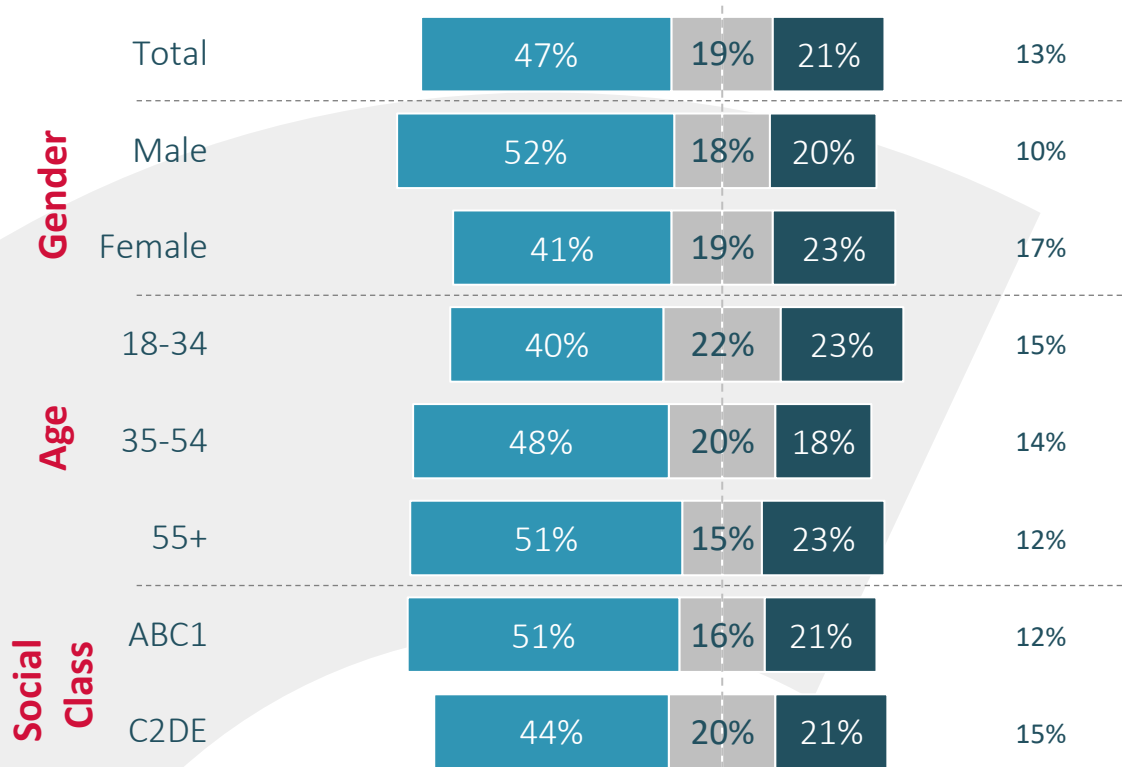
Don't know

Dublin Airport *should* be allowed to **increase the current cap** on passengers

Neutral

Dublin Airport *should not* be allowed to **increase the current cap** on passengers

Don't know



(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

Contention on issue of banning cars from Dublin city centre

Roughly one third support, one third oppose, and one third are undecided or have no opinion. In Dublin, 41% oppose, marginally higher than those two support. Support higher among under 34s and higher social grades.

I **support** banning cars from crossing Dublin city centre by limiting parts of the quays to public transport only and by introducing a series of civic plazas and restrictions

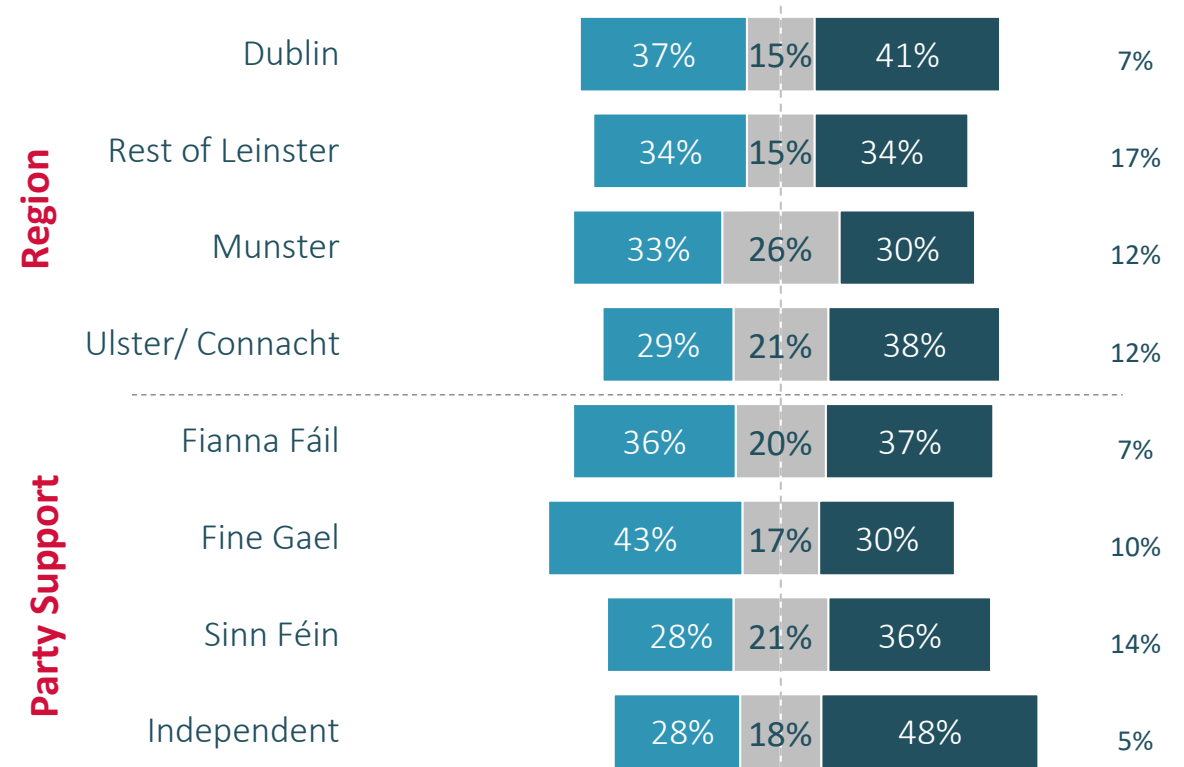
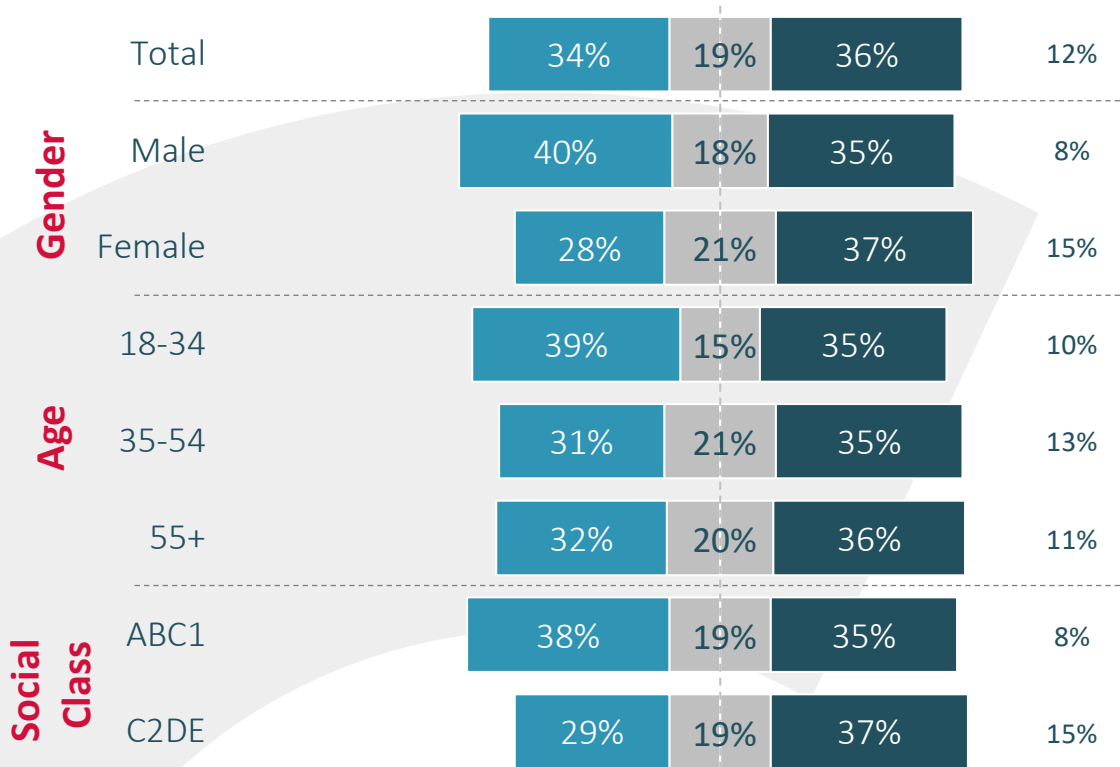
Neutral

I **oppose** banning cars from crossing Dublin city centre by limiting parts of the quays to public transport only and by introducing a series of civic plazas and restrictions
Don't know

I **support** banning cars from crossing Dublin city centre by limiting parts of the quays to public transport only and by introducing a series of civic plazas and restrictions

Neutral

I **oppose** banning cars from crossing Dublin city centre by limiting parts of the quays to public transport only and by introducing a series of civic plazas and restrictions
Don't know



(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



04

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



Understanding Behaviour

We measure behaviour, needs, and attitudes to better understand opportunities and target the market



Building Brands

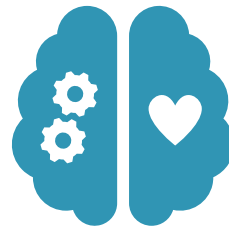
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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



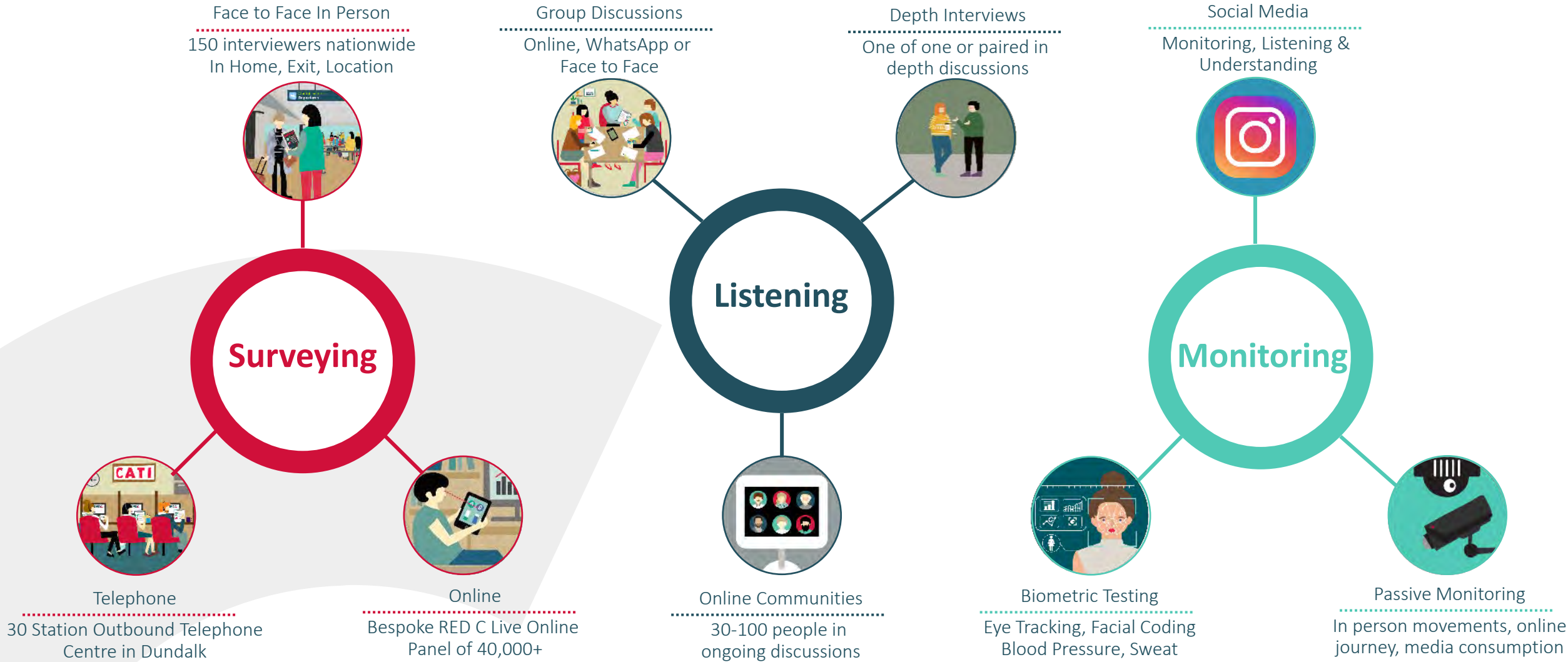
RED Star

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

