

**REDC**

**Business  
Post**

# Opinion Poll Report March 2024

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JN. 704824



# Methodology and Weighting

- RED C interviewed a random sample of **1,027** adults aged 18+ online between Friday 15<sup>th</sup> – Wednesday 20<sup>th</sup> March 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 26<sup>th</sup> January and the 2<sup>nd</sup> 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.

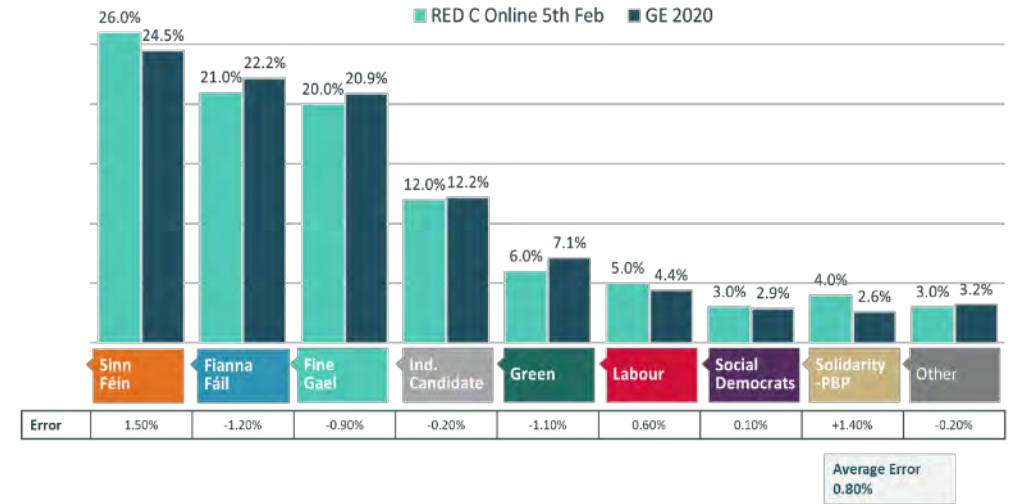
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



## 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)





# 01

## Vote Intention @ General Election

# First preference vote intention – 24<sup>th</sup> March 2024

With change vs. last poll in February 2024



Sinn Féin  
**25%** -3

Fine Gael  
**19%** -1

Ind. Candidates  
**17%** +3

Fianna Fáil  
**16%** =

Other Party  
**2%** =

Undecided Voters  
**12%** =

Social Democrats  
**6%** -1

Aontú  
**5%** +2

Green  
**4%** +1

Labour  
**3%** -1

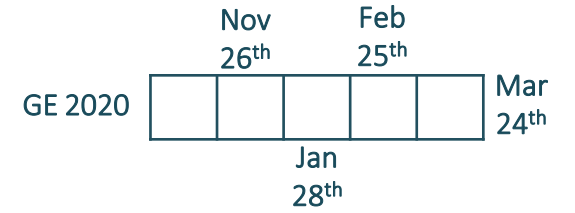
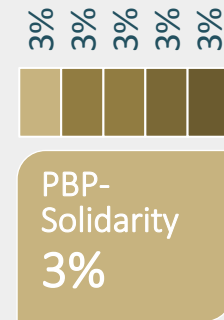
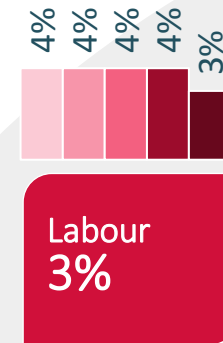
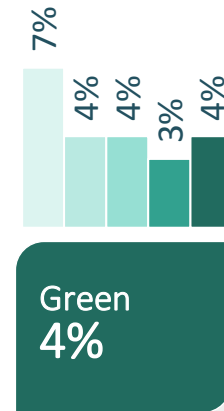
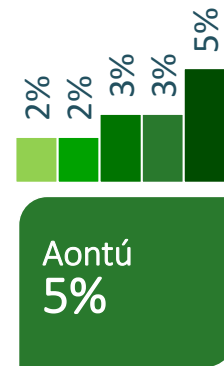
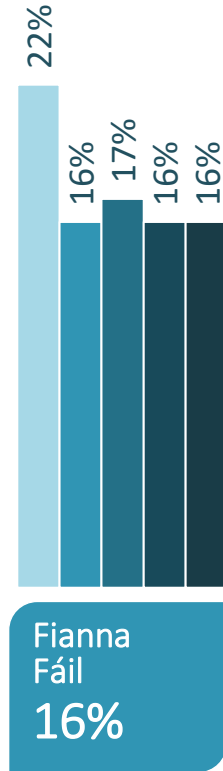
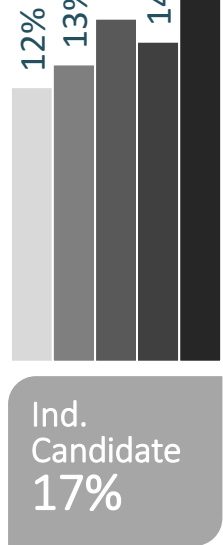
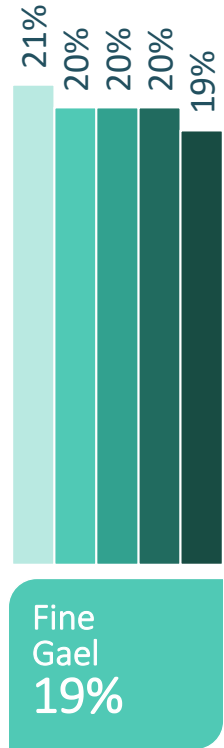
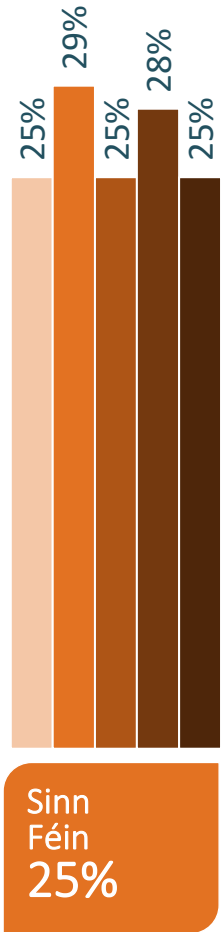
PBP-Solidarity  
**3%** =

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)

# First preference vote intention

Shown over time and vs. last General Election Results



Undecided Voters  
**12% =**

Other Party  
**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



| 24 <sup>th</sup> March 2024     | Core data | Core data with prompt for most likely party <sup>(1)</sup> | Undecided/ Non Voters Removed <sup>(2)</sup> | Turnout Weighted <sup>(3)</sup> |
|---------------------------------|-----------|--|--|---------------------------------|
| Sinn Féin                       | 21%       | 22%  | 26%  | 25%                             |
| Fine Gael                       | 15%       | 16%  | 19%  | 19%                             |
| An Independent Candidate        | 12%       | 14%  | 16%  | 17%                             |
| Fianna Fáil                     | 12%       | 13%  | 15%  | 16%                             |
| Social Democrats                | 5%        | 5%   | 5%   | 6%                              |
| Aontú                           | 4%        | 4%   | 5%   | 5%                              |
| Green Party                     | 4%        | 4%   | 5%   | 4%                              |
| Labour Party                    | 3%        | 3%   | 4%   | 3%                              |
| People Before Profit-Solidarity | 3%        | 3%   | 3%   | 3%                              |
| Other Party                     | 0         | 1%   | 1%   | 2%                              |
| Would not vote                  | 4%        | 3%   |  |                                 |
| 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

| 14 <sup>th</sup> March 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%   | 26%    | 25%    | 32%   | 27%   | 20% | 19%          | 33%  | 26%    | 26%              | 24%     | 26%          |
| Fine Gael                       | 19%   | 18%    | 20%    | 13%   | 16%   | 25% | 22%          | 15%  | 20%    | 18%              | 17%     | 21%          |
| An Independent Candidate        | 17%   | 15%    | 19%    | 14%   | 21%   | 13% | 12%          | 21%  | 12%    | 13%              | 21%     | 22%          |
| Fianna Fáil                     | 16%   | 17%    | 15%    | 10%   | 15%   | 20% | 19%          | 12%  | 16%    | 21%              | 14%     | 11%          |
| Social Democrats                | 6%    | 6%     | 5%     | 8%    | 6%    | 4%  | 7%           | 4%   | 4%     | 7%               | 8%      | 2%           |
| Aontú                           | 5%    | 5%     | 5%     | 5%    | 5%    | 5%  | 5%           | 5%   | 6%     | 4%               | 5%      | 7%           |
| Green Party                     | 4%    | 5%     | 3%     | 7%    | 2%    | 4%  | 6%           | 2%   | 5%     | 3%               | 4%      | 3%           |
| Labour Party                    | 3%    | 4%     | 3%     | 5%    | 3%    | 3%  | 3%           | 4%   | 4%     | 5%               | 3%      | 1%           |
| People Before Profit-Solidarity | 3%    | 3%     | 4%     | 5%    | 3%    | 3%  | 5%           | 2%   | 5%     | 2%               | 4%      | 4%           |

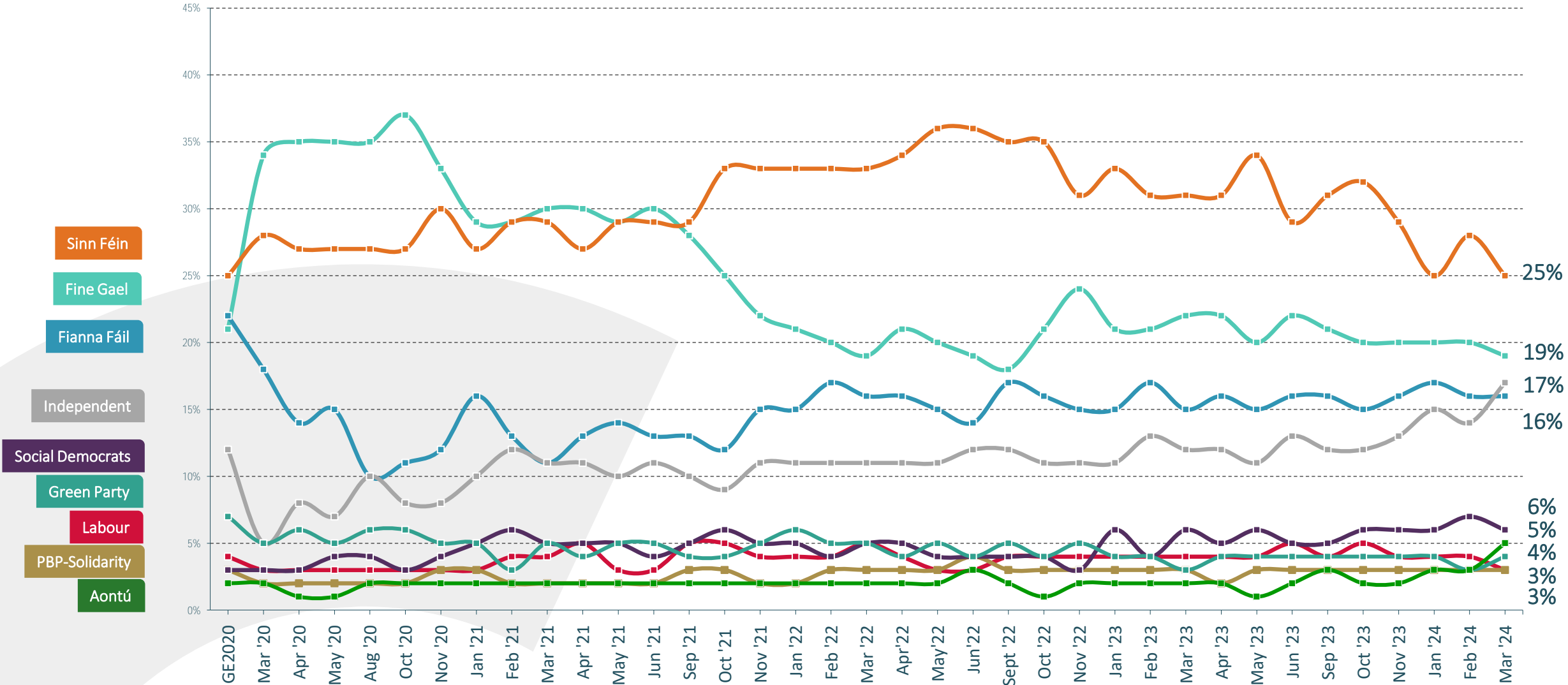
Not Showing Other Party: 0-3%

(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)



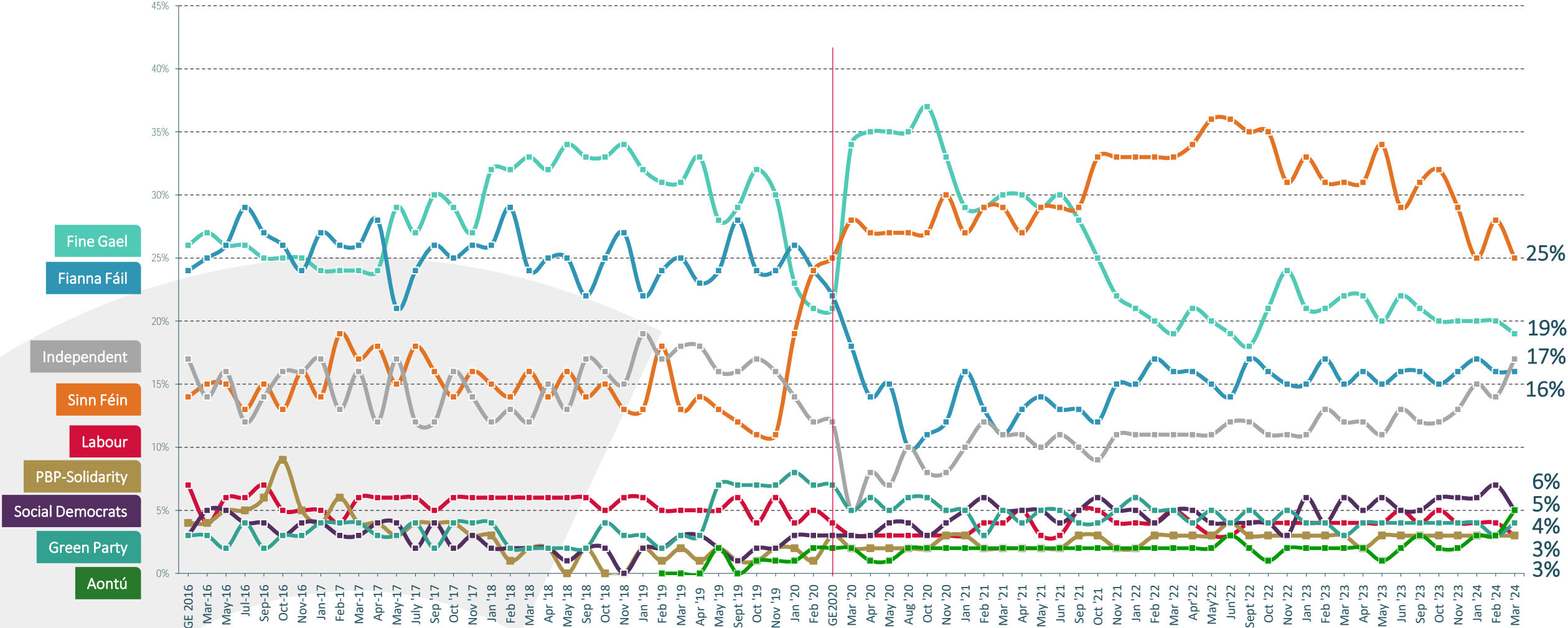
# First preference vote intention – since GE 2020



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

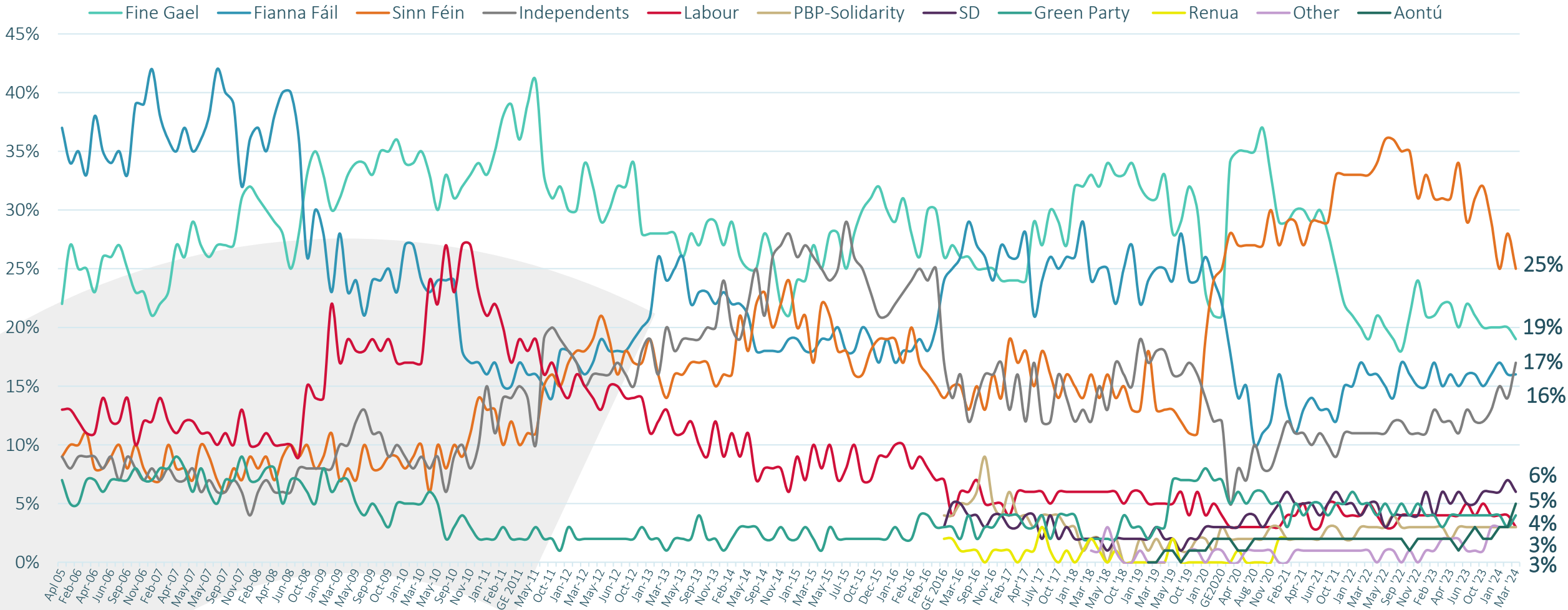


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention – 2005 to 2024

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

## Confidence in party leaders

# Confidence in party leaders



Confident

42%

42%

36%

27%

23%

22%

16%

*Somewhat* confident

28%

30%

27%

20%

17%

18%

13%

*Very* confident

14%

12%

9%

6%

7%

4%

3%

**Micheál  
MARTIN**  
*Fianna Fáil*

**Mary Lou  
MCDONALD**  
*Sinn Féin*

**Leo  
VARADKAR**  
*Fine Gael*

**Holly  
CAIRNS**  
*Social Democrats*

**Peadar  
TÓIBÍN**  
*Aontú*

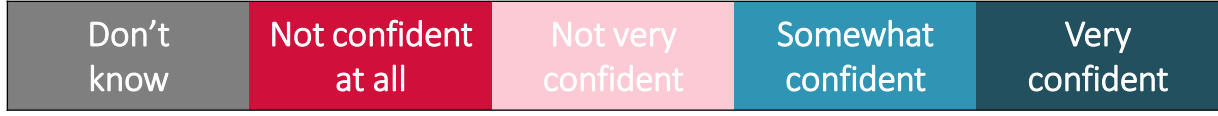
**Ivana  
BACIK**  
*Labour*

**Eamon  
RYAN**  
*Green Party*

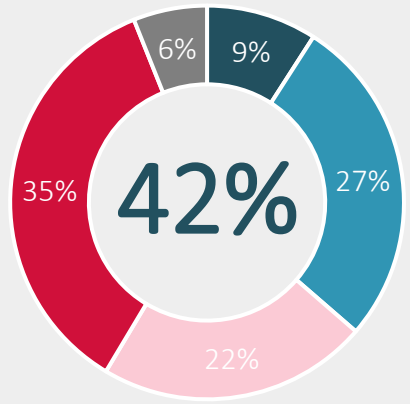
(Base: All adults 18+)

Putting aside your own party preference, how confident are you currently in each of the following party leaders?

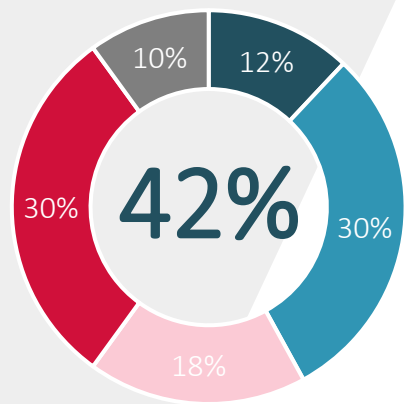
# Confidence in party leaders I



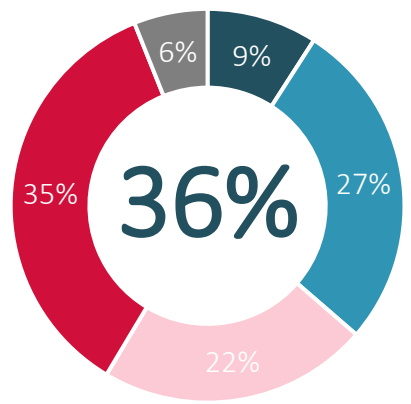
**Micheál MARTIN**  
*Fianna Fáil*



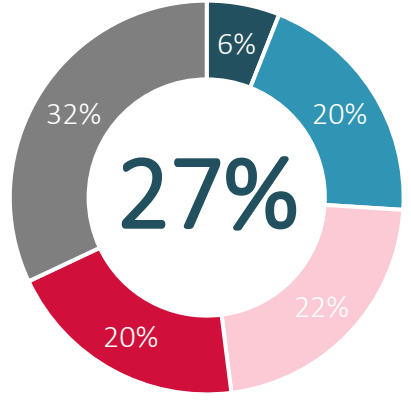
**Mary Lou MCDONALD**  
*Sinn Féin*



**Leo VARADKAR**  
*Fine Gael*



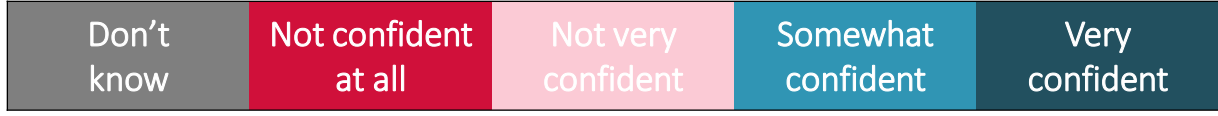
**Holly CAIRNS**  
*Social Democrats*



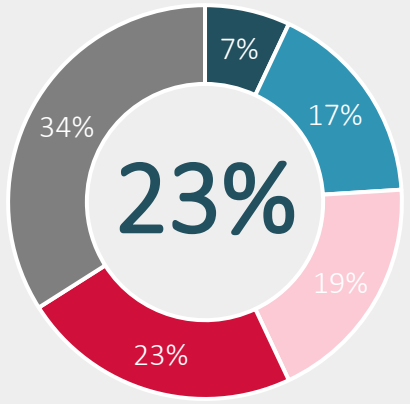
(Base: All adults 18+)

Putting aside your own party preference, how confident are you currently in each of the following party leaders?

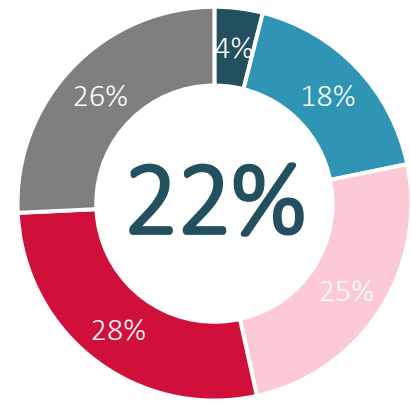
# Confidence in party leaders II



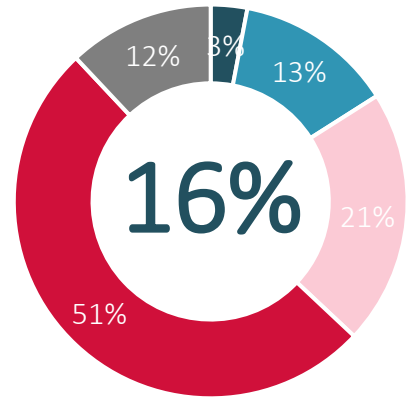
**Peadar TÓIBÍN**  
*Aontú*



**Ivana BACIK**  
*Labour*



**Eamon RYAN**  
*Green Party*

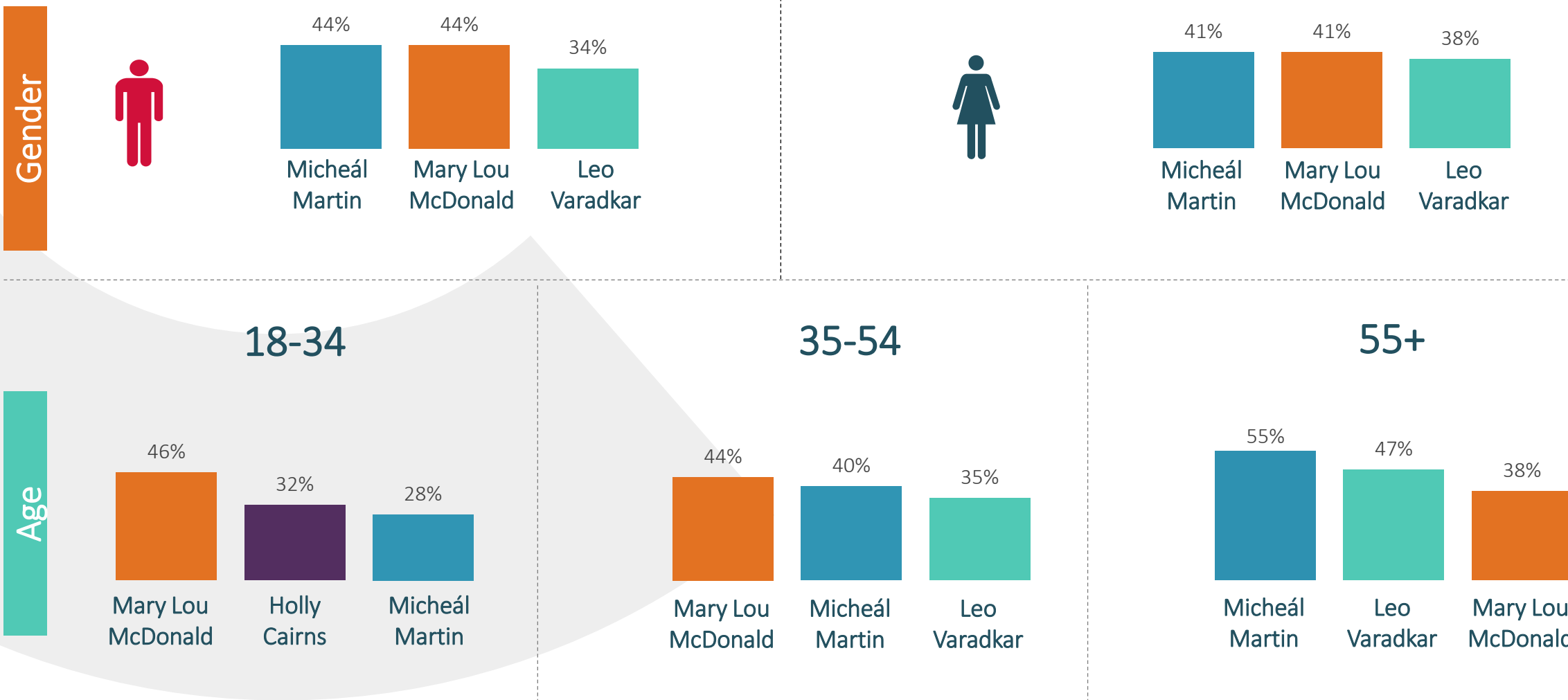


(Base: All adults 18+)

Putting aside your own party preference, how confident are you currently in each of the following party leaders?

# Older age cohorts favour Micheál Martin

Over 55s have most confidence in Micheál Martin, while under 54s do in Mary Lou McDonald



(Base: All adults 18+)

Putting aside your own party preference, how confident are you currently in each of the following party leaders?



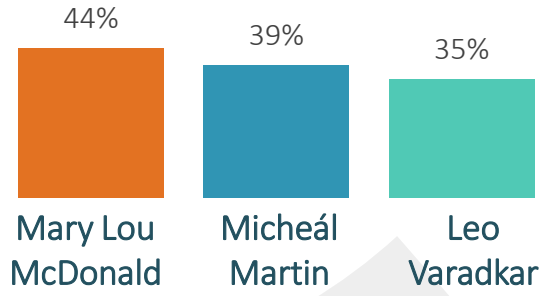
# Dublin, Munster & Conn/Ulster more confident in McDonald



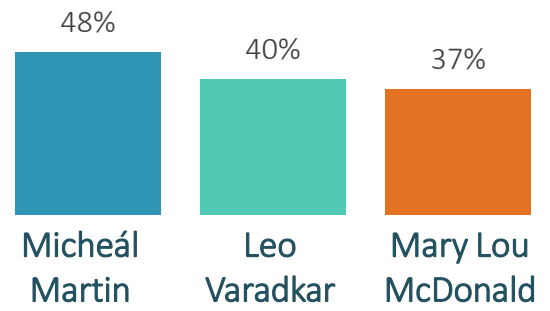
Rest of Leinster see the highest confidence in Martin. Cairns sees relatively high confidence in Munster.

Region

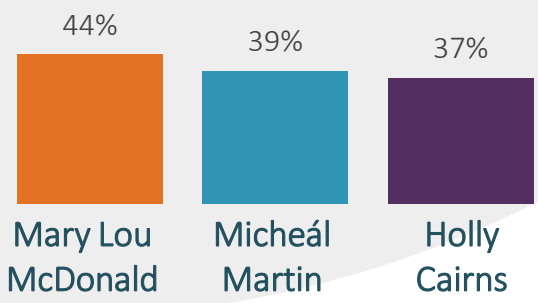
## Dublin



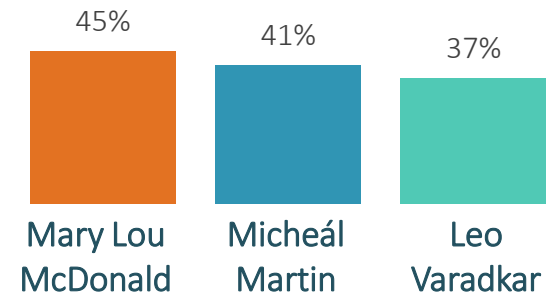
## Rest of Leinster



## Munster



## Conn/Ulster



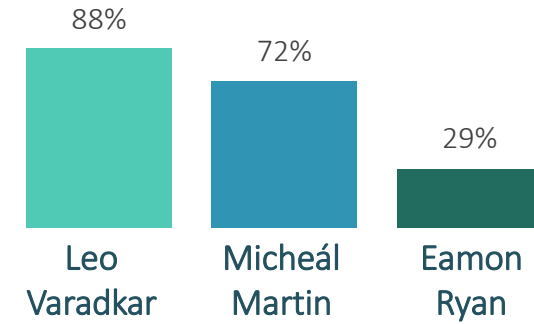
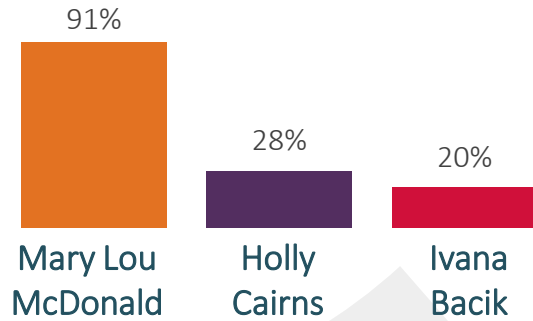
(Base: All adults 18+)

Putting aside your own party preference, how confident are you currently in each of the following party leaders?

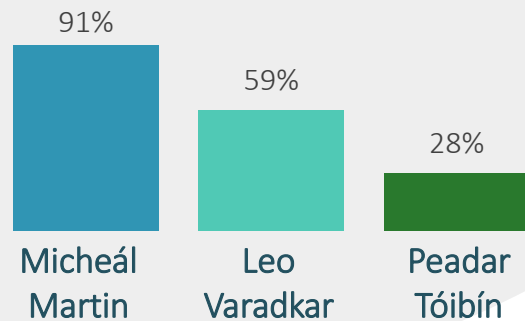
# Vast majority of voters of main parties confident in party leader



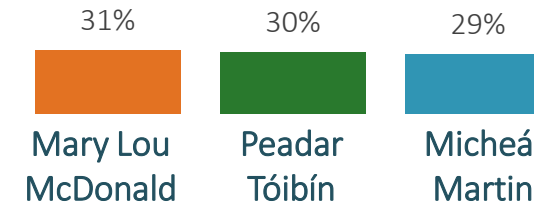
Sinn Féin voters are the most confident in Cairns after only McDonald. Most Fine Gael voters are confident in Martin.



Party Support



## Independent



(Base: All adults 18+)

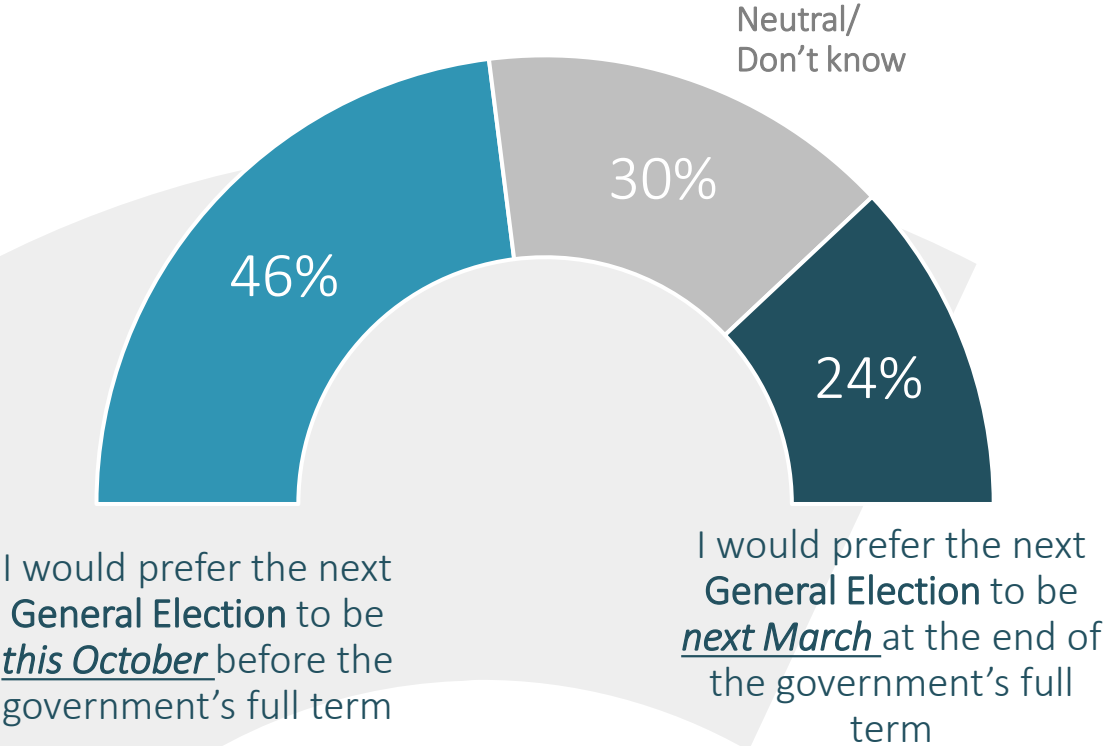
Putting aside your own party preference, how confident are you currently in each of the following party leaders?

# 03

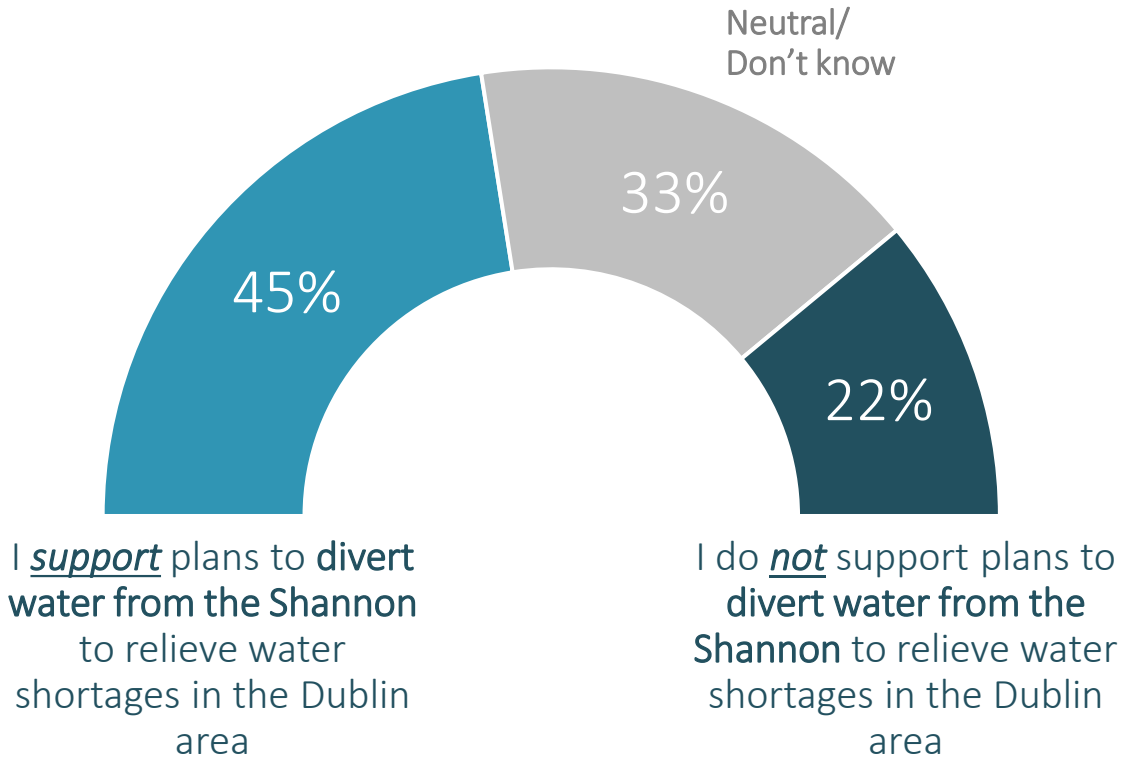
## Attitudes around other topical political issues

# Views on topical political issues

## General Election



## Divert water from Shannon

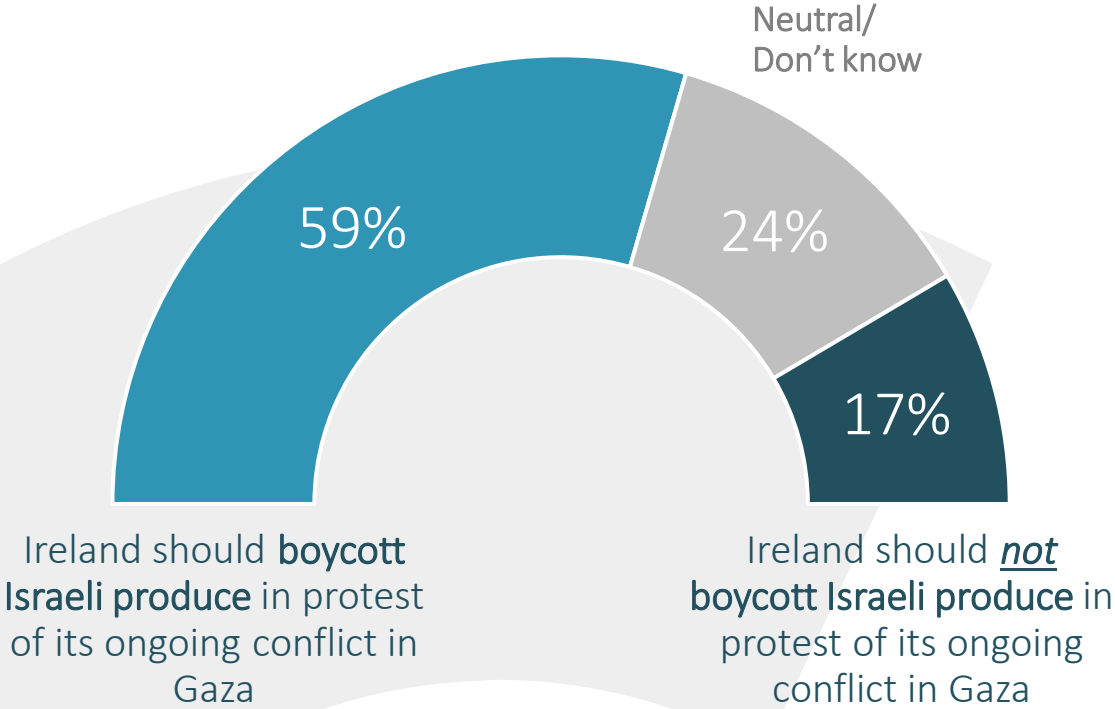


(Base: All adults 18+)

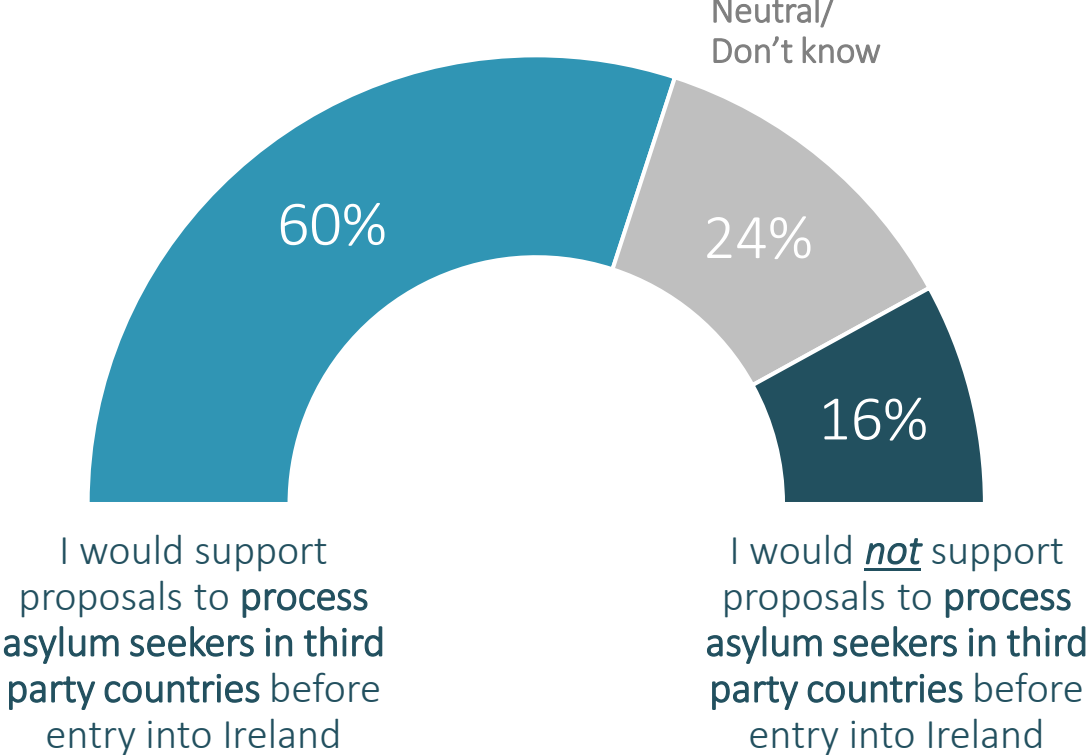
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

# Views on topical political issues

## Boycott Israeli Protest



## Process asylum seekers in third party countries

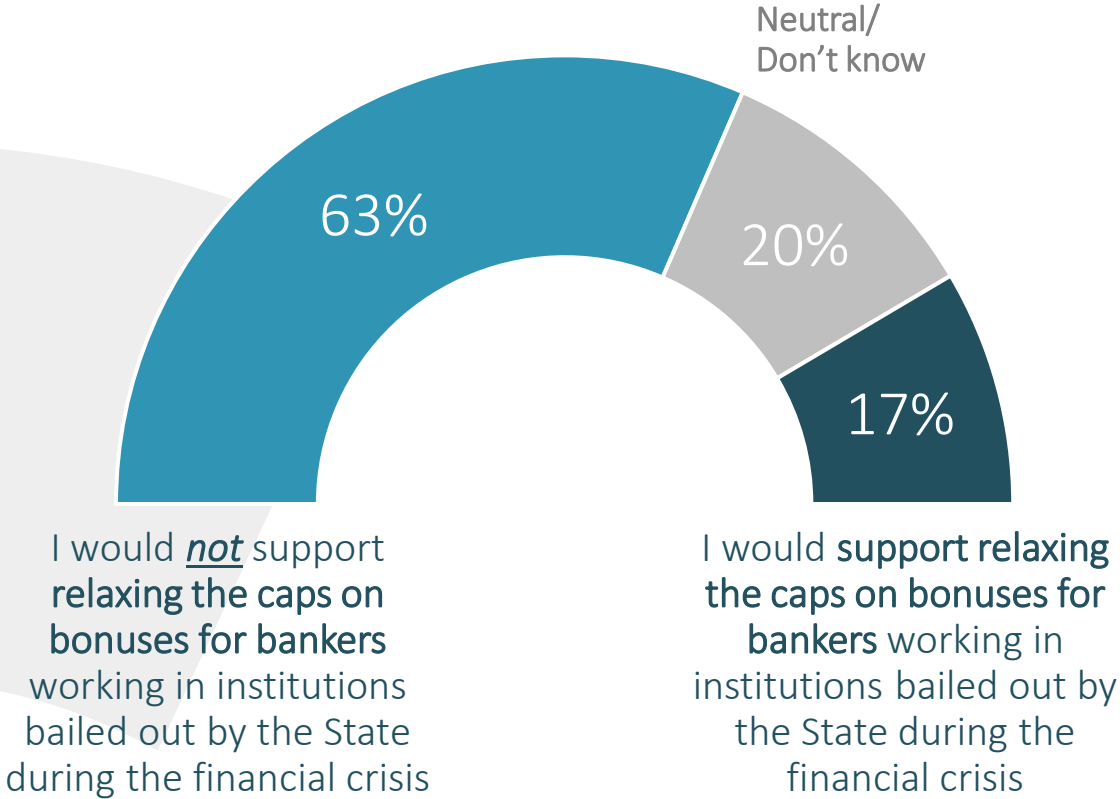


(Base: All adults 18+)

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

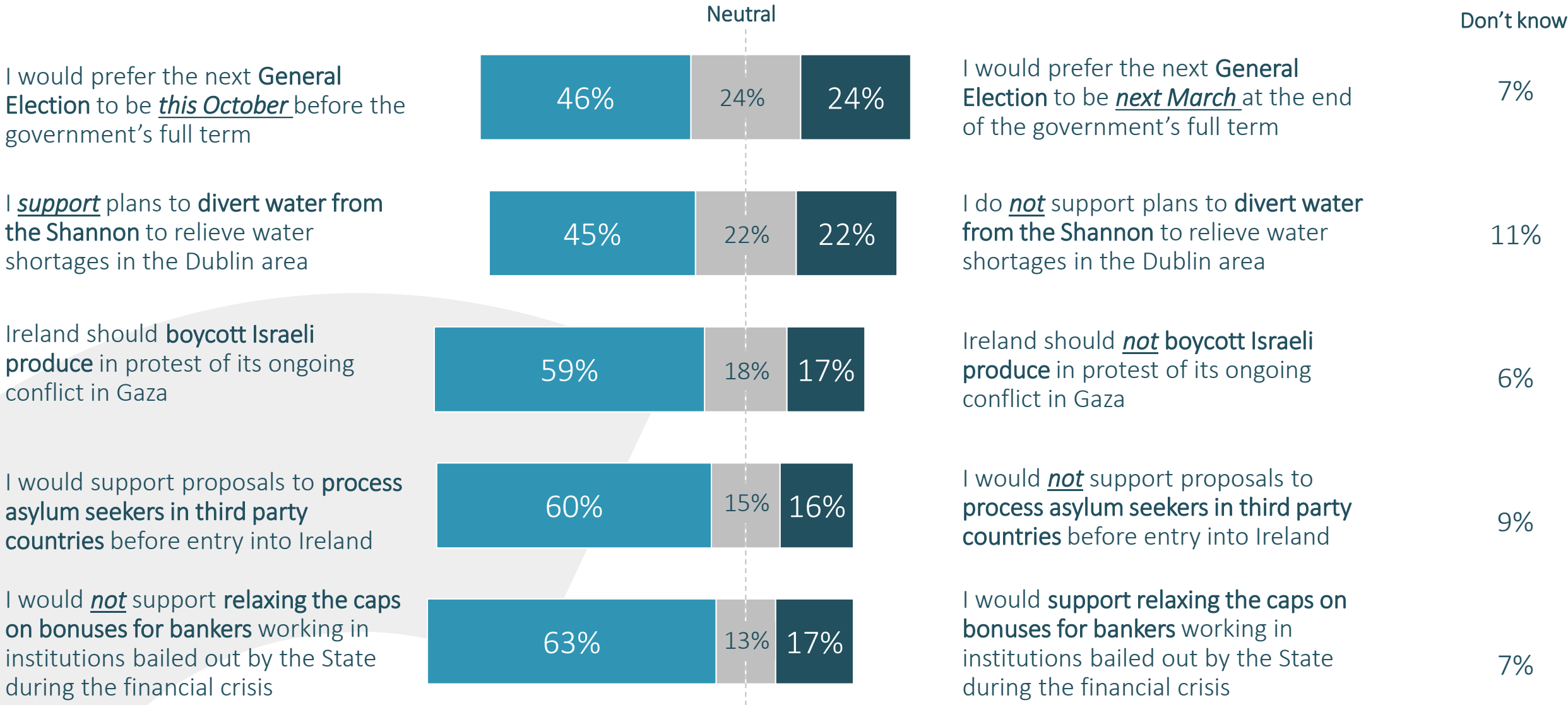
## Relaxing the caps on bonuses for bankers



(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



(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

# Stronger preference for October election than March

Under 54s, lower social grades, Sinn Féin and independent voters are more likely to favour an early election

I would prefer the next General Election to be this October before the government's full term

Neutral

I would prefer the next General Election to be next March at the end of the government's full term

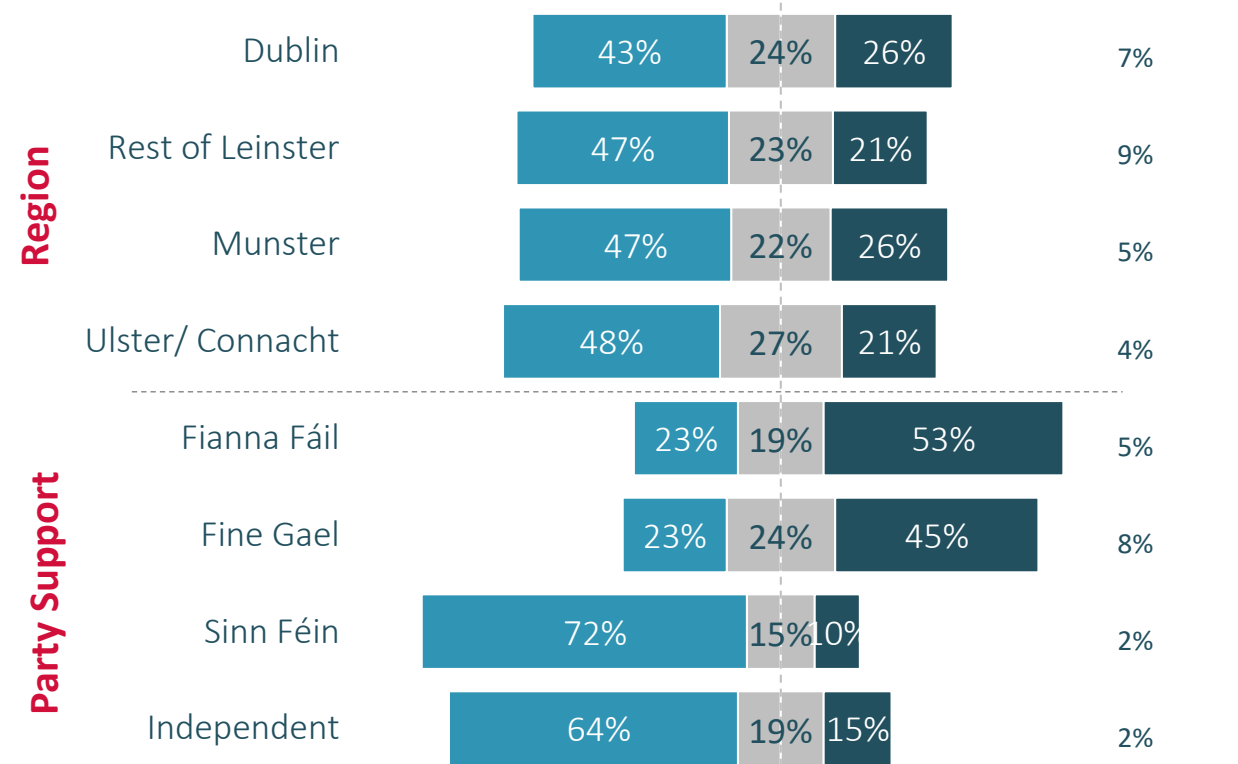
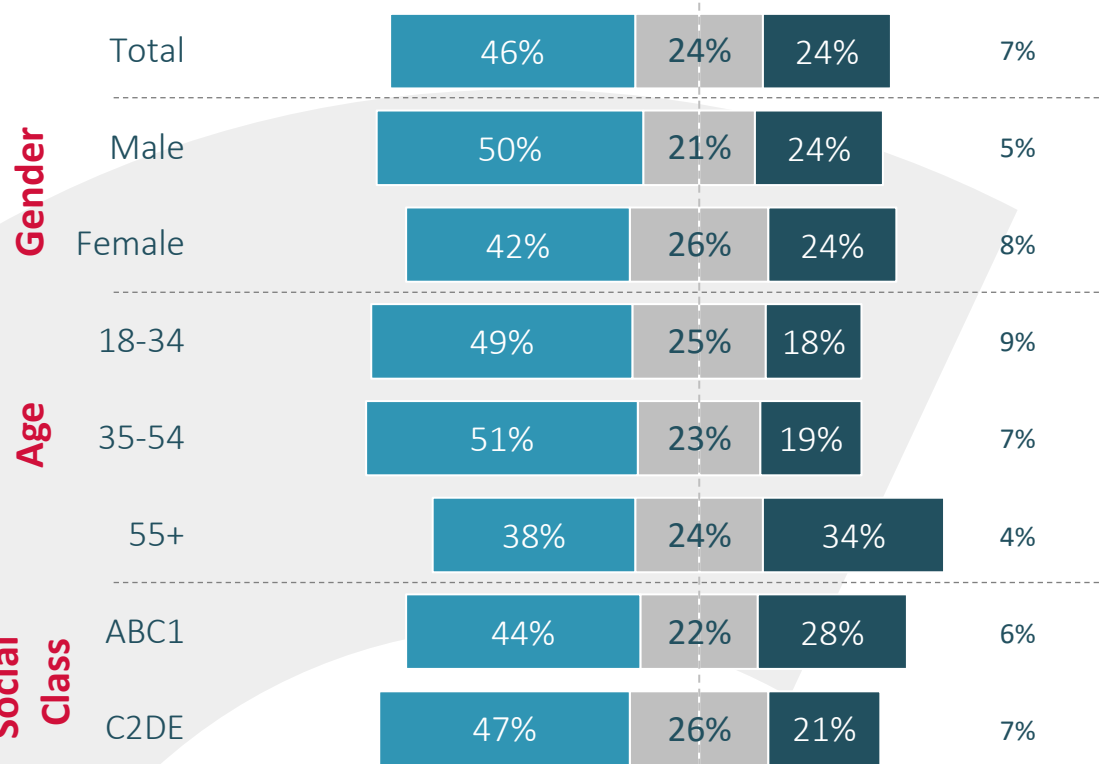
Don't know

I would prefer the next General Election to be this October before the government's full term

Neutral

I would prefer the next General Election to be next March at the end of the government's full term

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



# Stronger support for plans to relieve water shortages in Dublin



Two thirds in Dublin support the proposals, compared to less than one third in Munster. Independent voters are also less likely to support. A third overall don't know or have no strong opinion.

I **support** plans to divert water from the Shannon to relieve water shortages in the Dublin area

Neutral

I do **not** support plans to divert water from the Shannon to relieve water shortages in the Dublin area

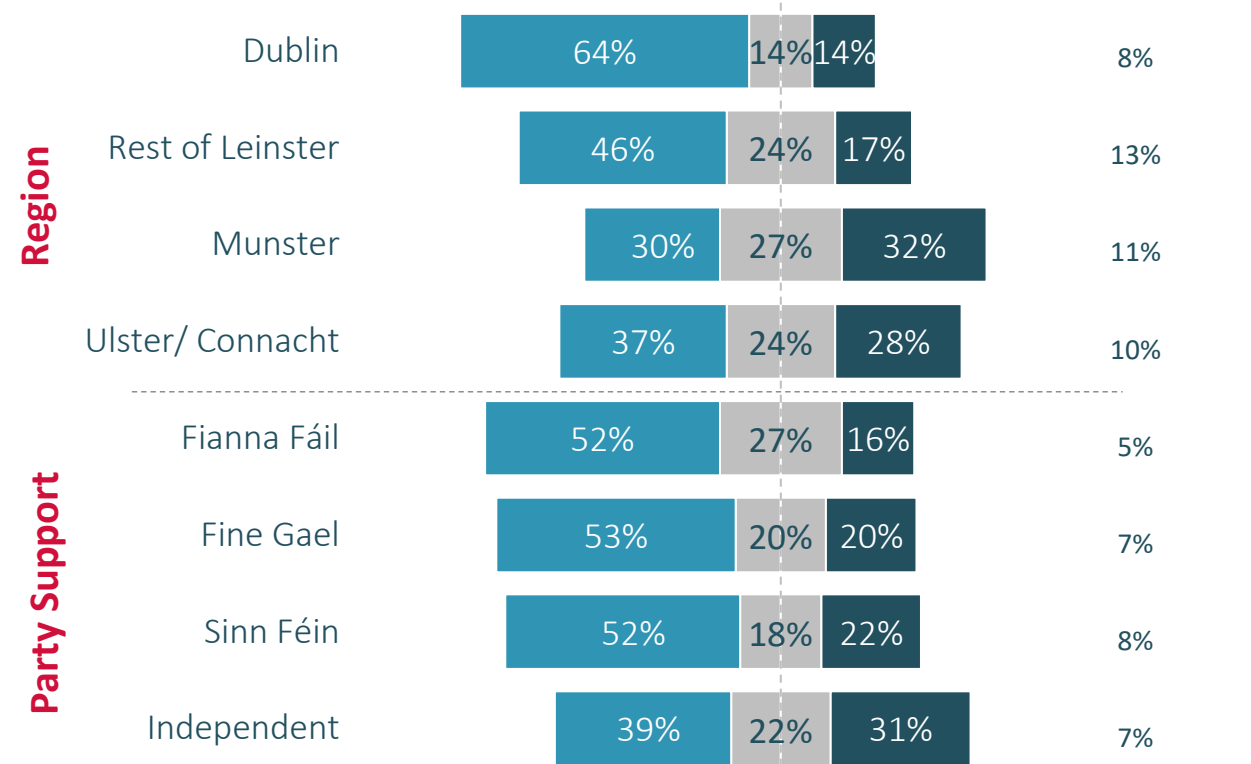
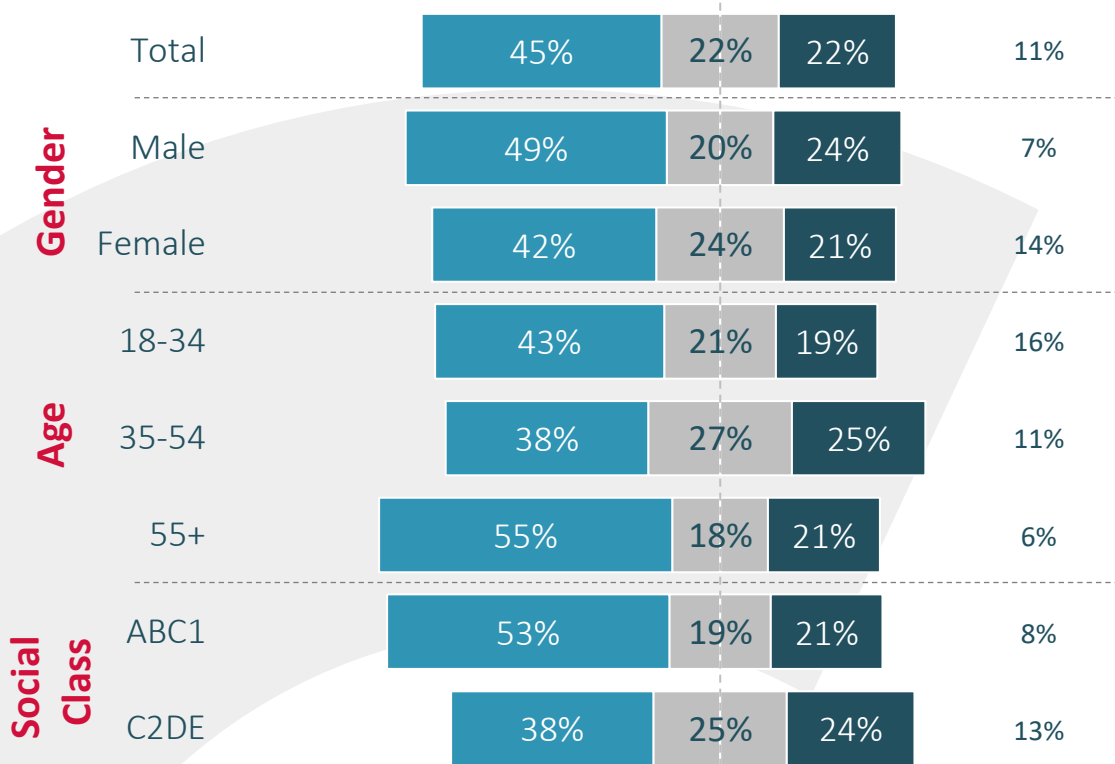
Don't know

I **support** plans to divert water from the Shannon to relieve water shortages in the Dublin area

Neutral

I do **not** support plans to divert water from the Shannon to relieve water shortages in the Dublin area

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

# Majority support protest boycott of Israeli produce

Under 34s and Sinn Féin voters are most likely to support a boycott

Ireland should **boycott Israeli produce** in protest of its ongoing conflict in Gaza

Neutral

Ireland should **not boycott Israeli produce** in protest of its ongoing conflict in Gaza

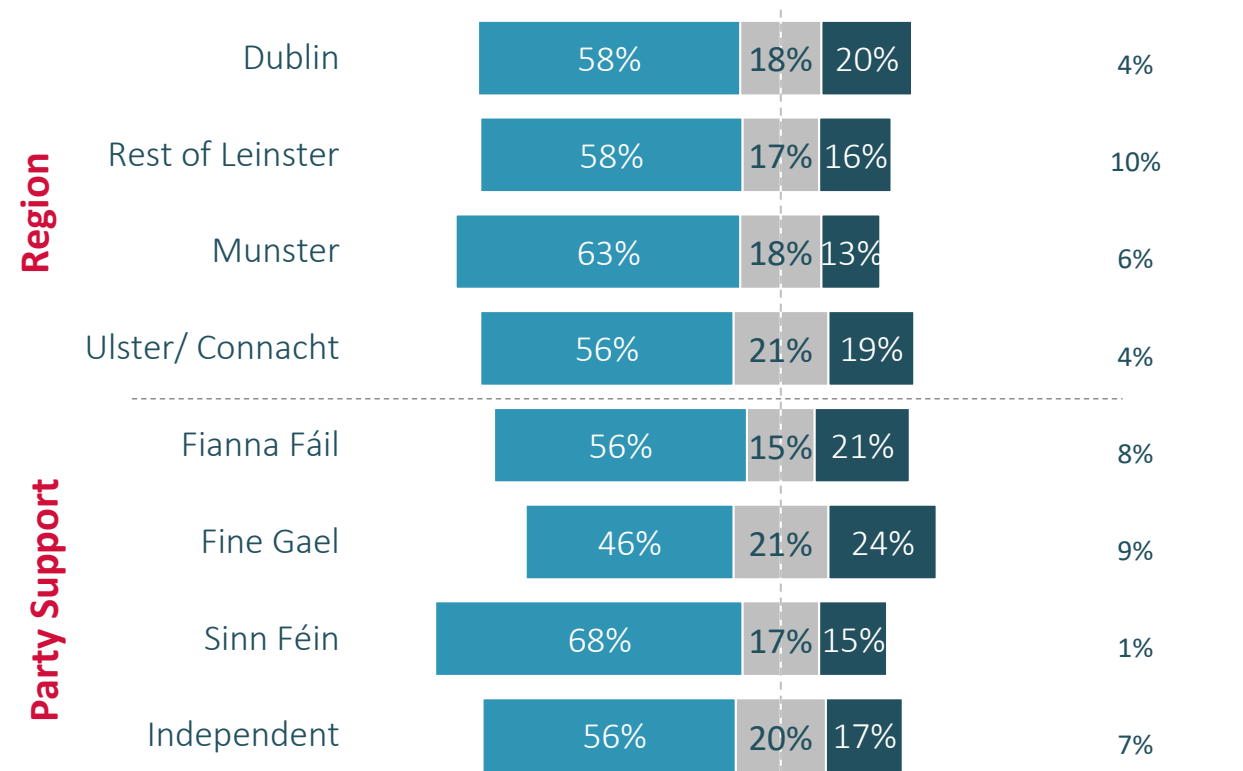
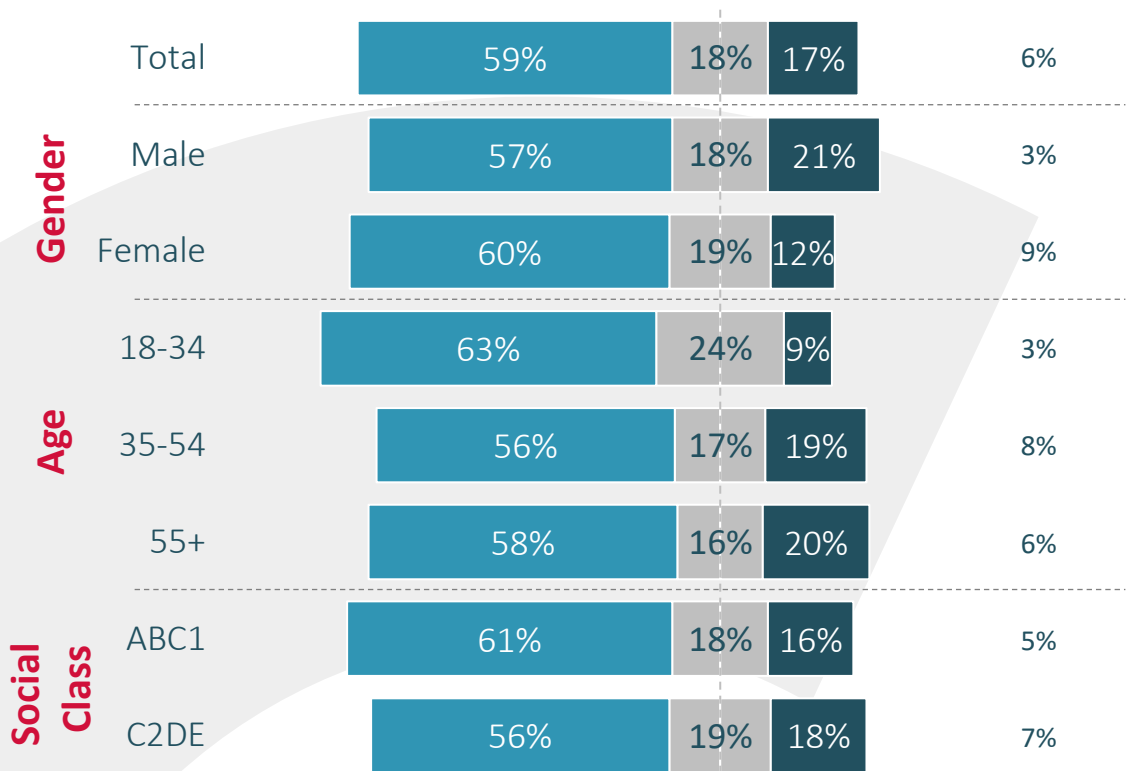
Don't know

Ireland should **boycott Israeli produce** in protest of its ongoing conflict in Gaza

Neutral

Ireland should **not boycott Israeli produce** in protest of its ongoing conflict in Gaza

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

# 3 in 5 support European proposals on asylum seekers

Majority support is seen across all demographics and across voters of each party

I would support European proposals to process asylum seekers in third party countries before entry into Ireland

Neutral

I would **not** support European proposals to process asylum seekers in third party countries before entry into Ireland

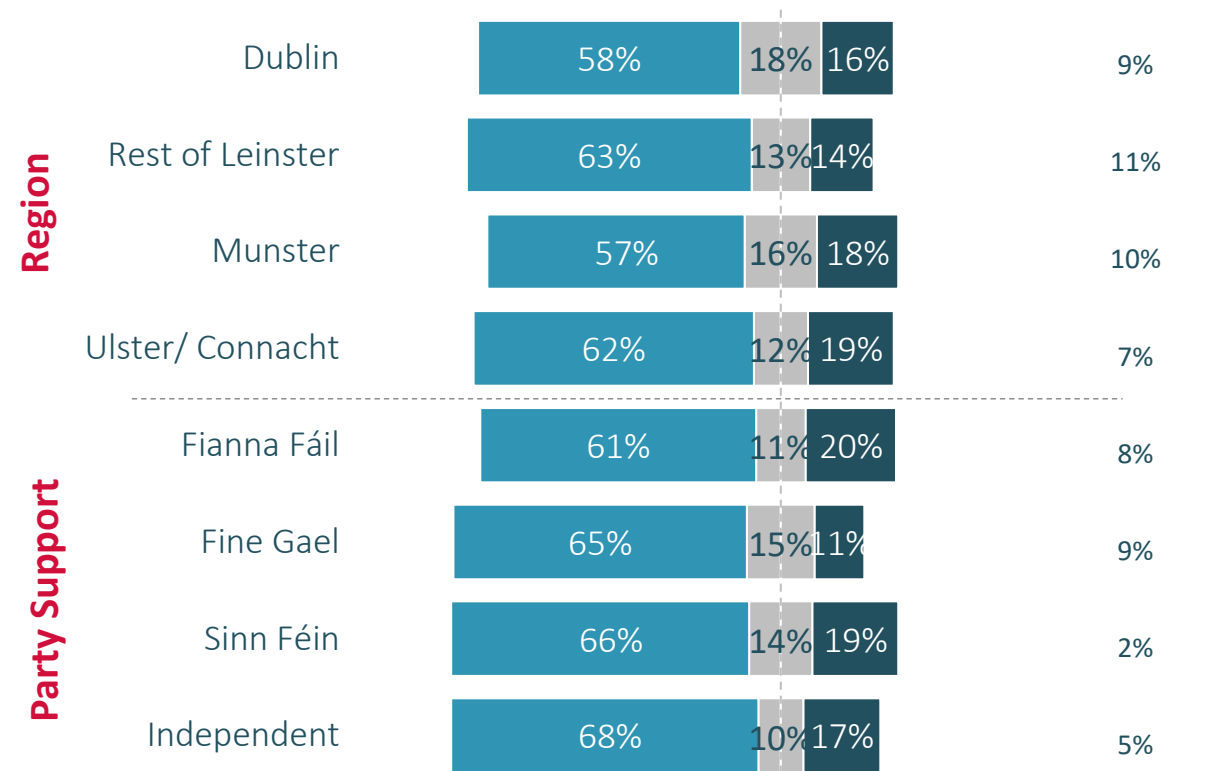
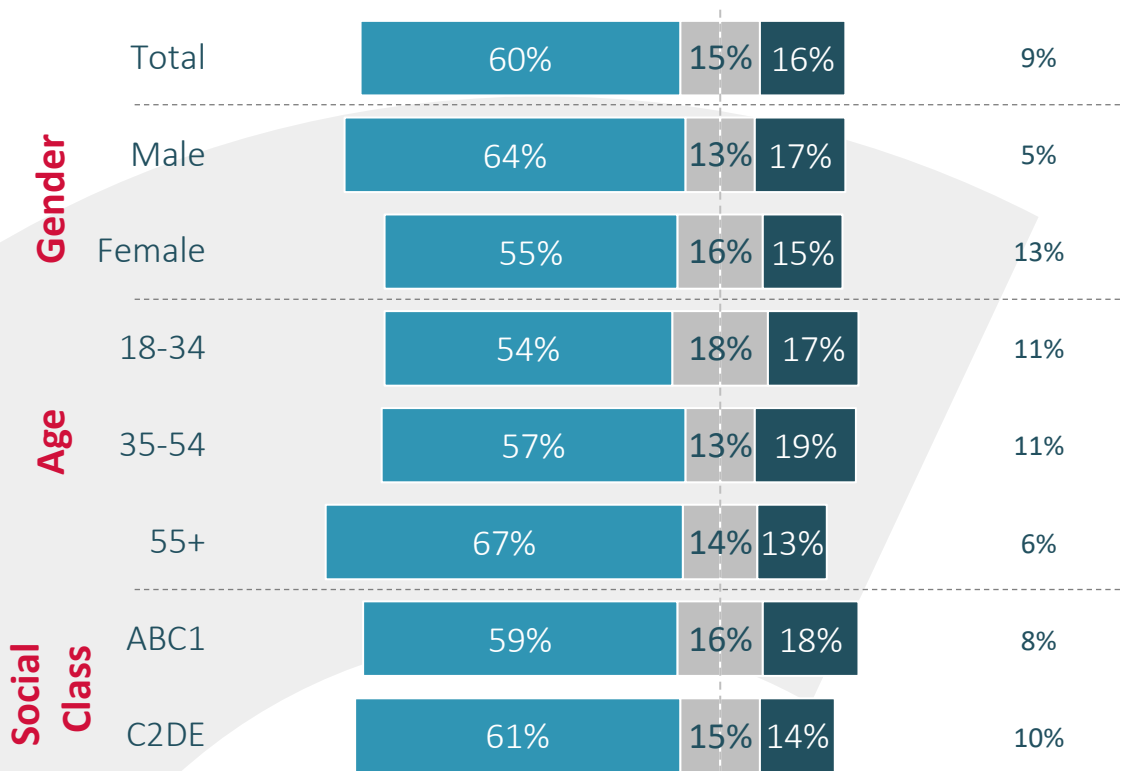
Don't know

I would support European proposals to process asylum seekers in third party countries before entry into Ireland

Neutral

I would **not** support European proposals to process asylum seekers in third party countries before entry into Ireland

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

# Strong opposition against relaxing caps on bank bonuses

Almost two thirds would oppose relaxing caps on bonuses for bankers. Opposition is particularly strong among older cohorts, and among independent voters.

I would *not* support relaxing the caps on bonuses for bankers working in institutions bailed out by the State during the financial crisis

Neutral

I would support relaxing the caps on bonuses for bankers working in institutions bailed out by the State during the financial crisis

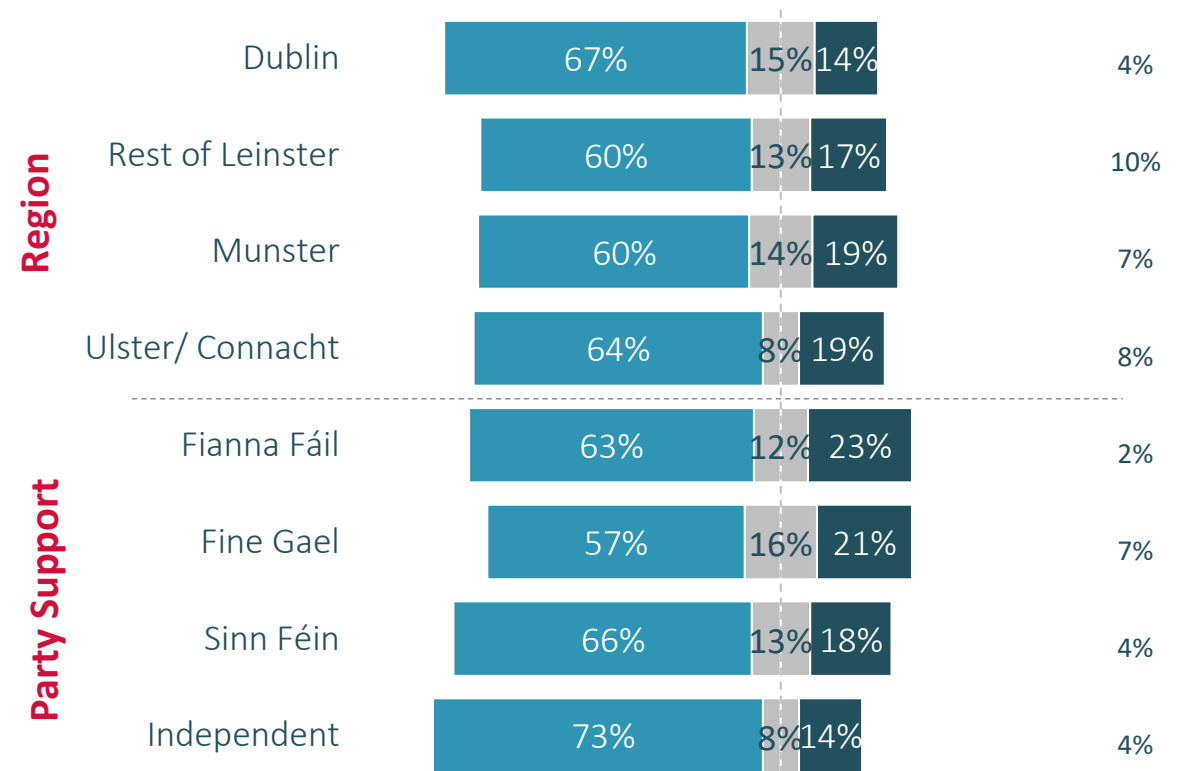
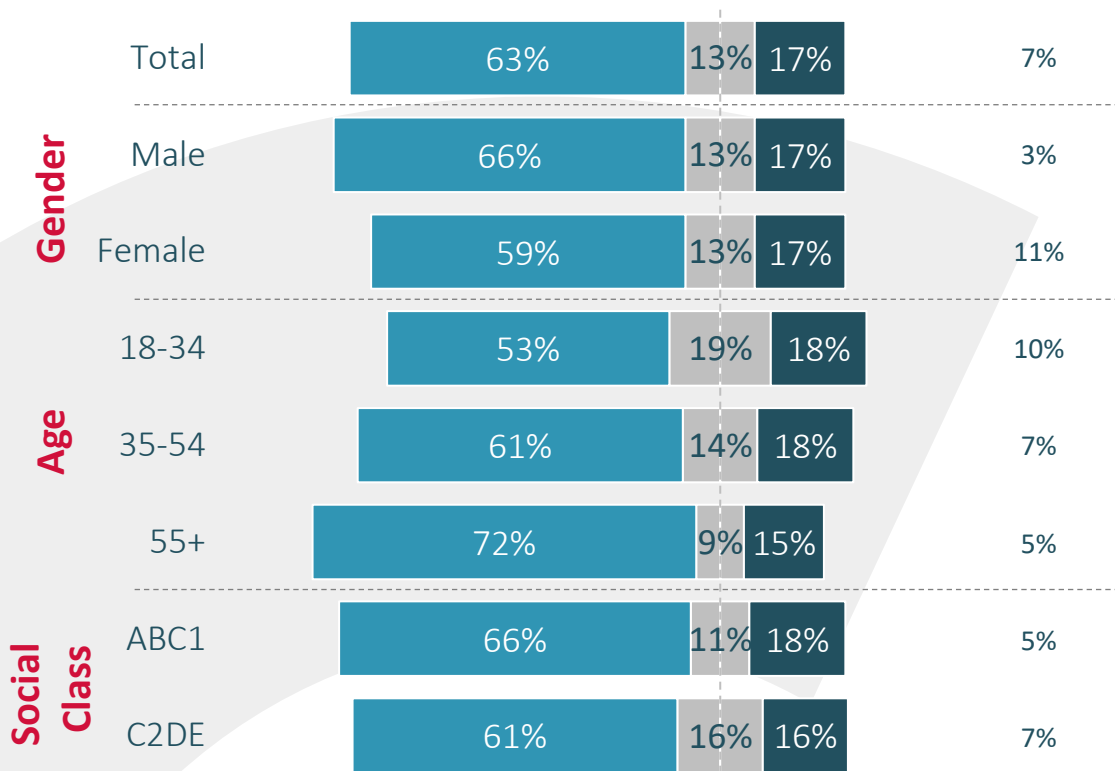
Don't know

I would *not* support relaxing the caps on bonuses for bankers working in institutions bailed out by the State during the financial crisis

Neutral

I would support relaxing the caps on bonuses for bankers working in institutions bailed out by the State during the financial crisis

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



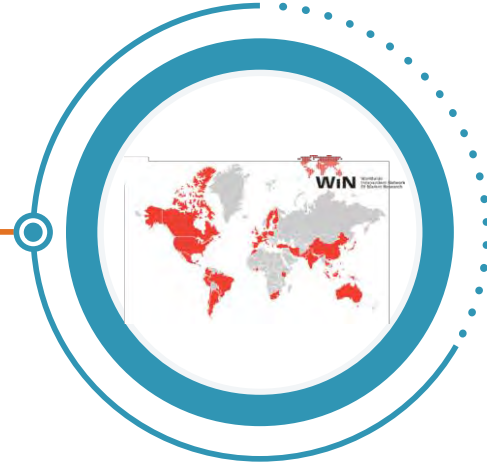
## RED C UK

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

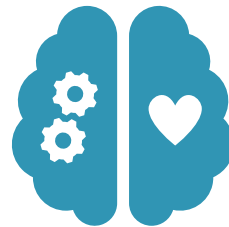
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



## 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



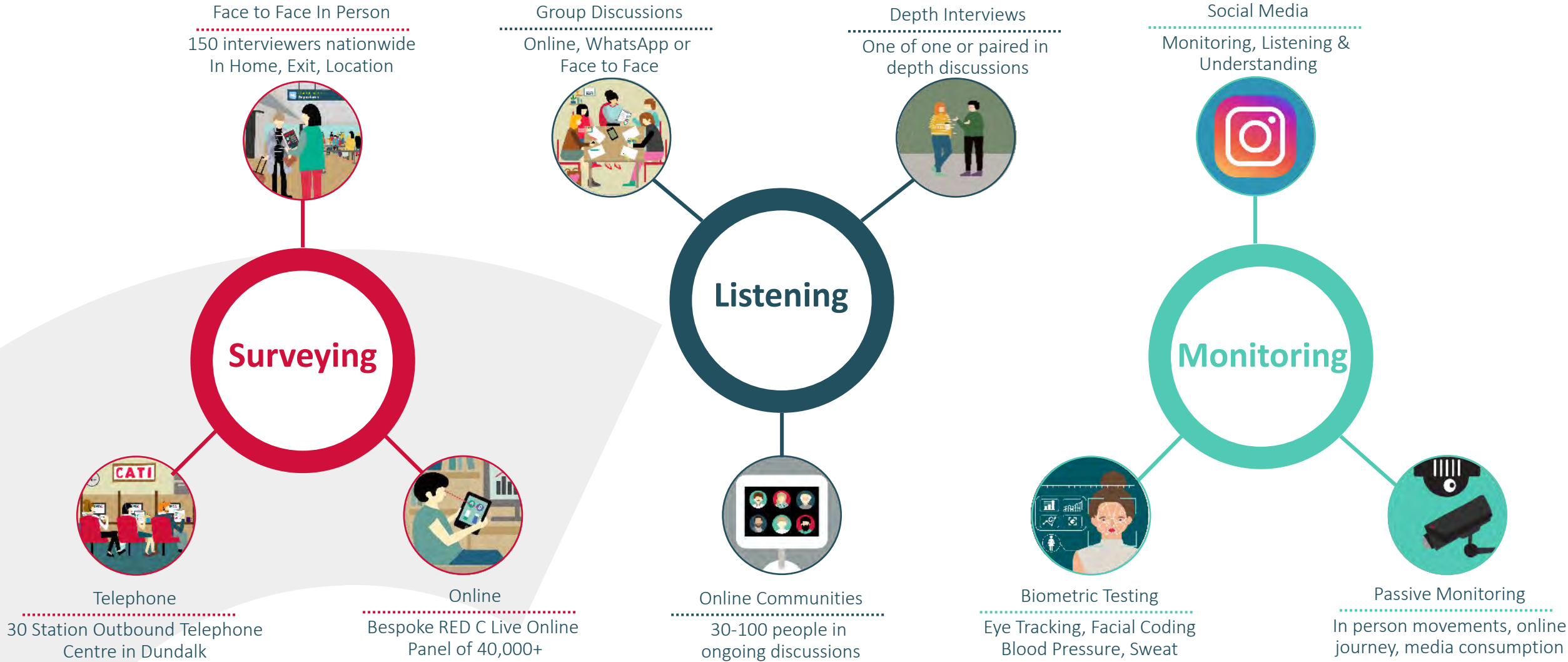
RED Star

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**

