

**REDC**

**Business  
Post**

# Opinion Poll Report May 2024

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JN. 704824



# Methodology and Weighting

- RED C interviewed a random sample of **1,021** adults aged 18+ online between 17<sup>th</sup> – 22<sup>nd</sup> May 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.

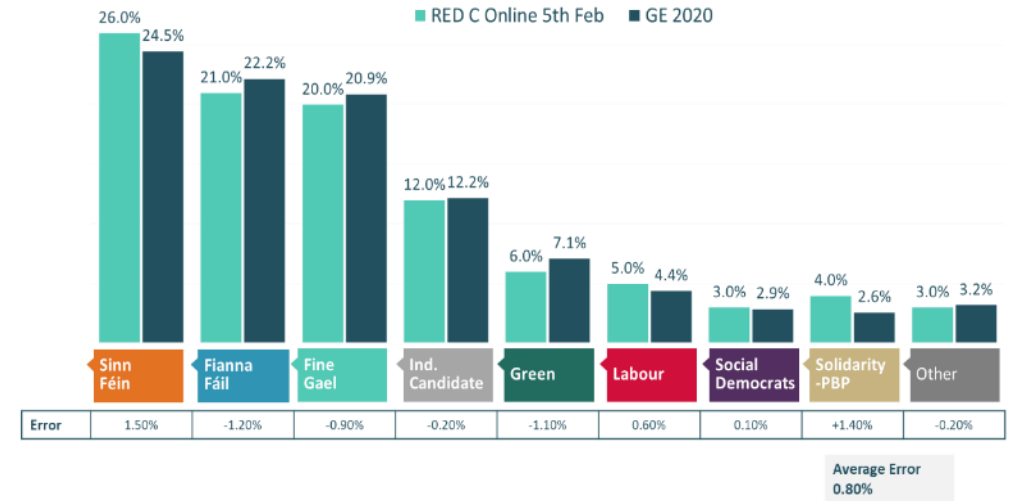
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.



## 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]



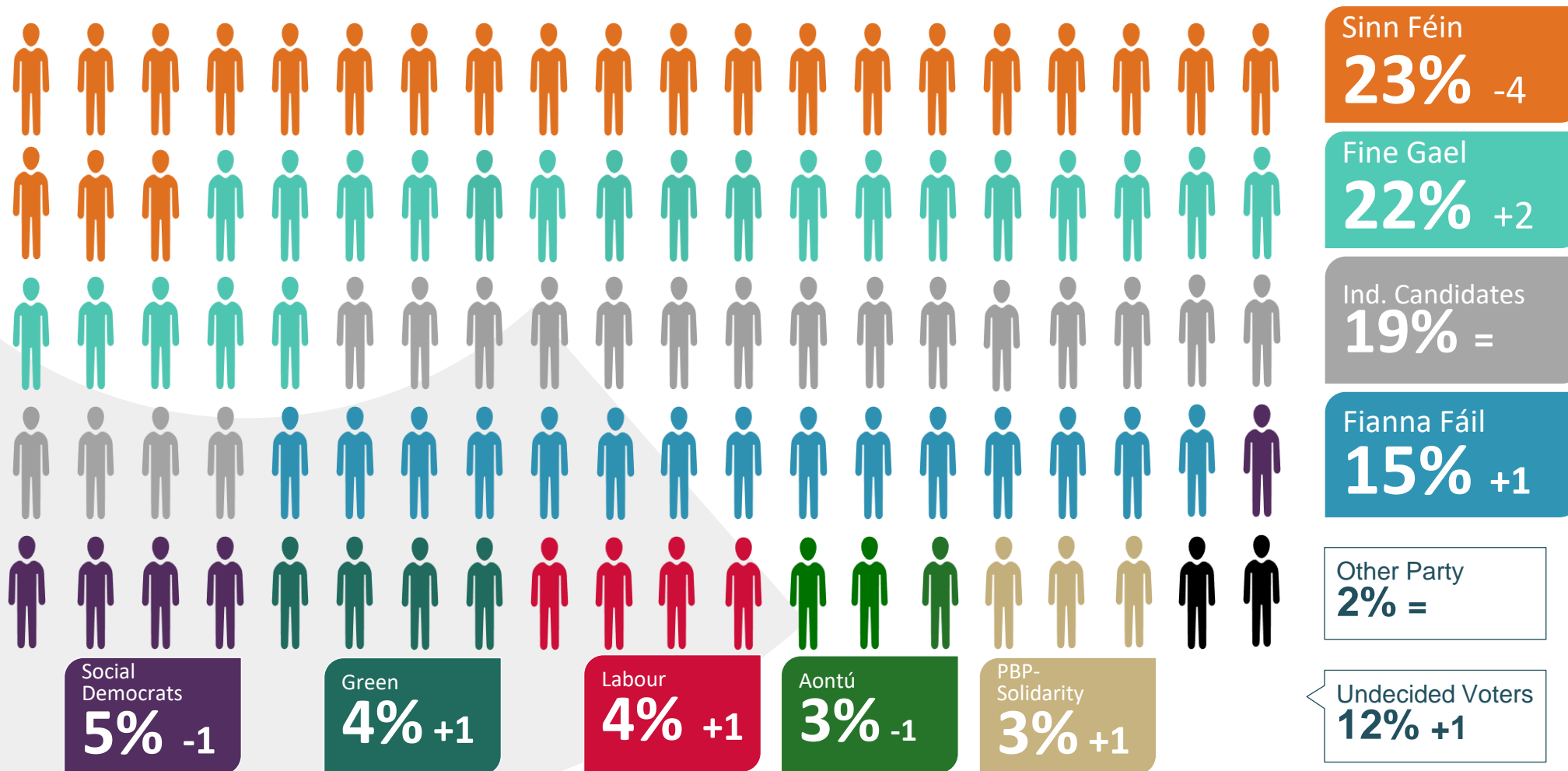
# RED C LIVE

# 01

## Vote Intention @ General Election

# First preference vote intention – 26<sup>th</sup> May 2024

With change vs. last poll in April 2024

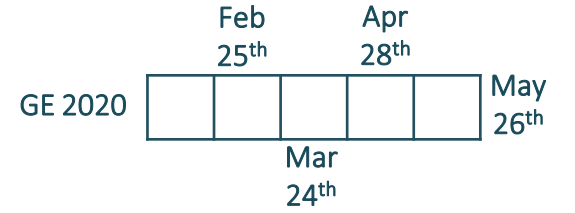
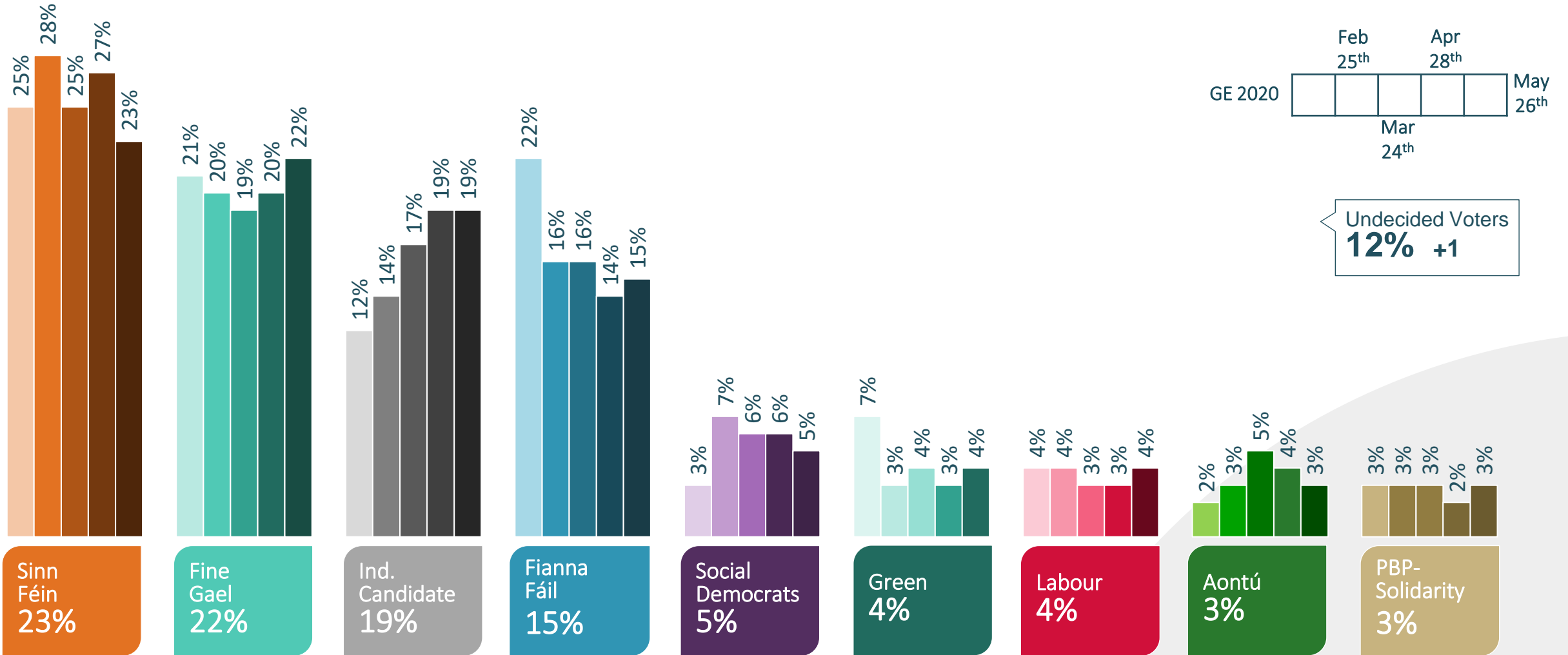


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

# First preference vote intention

Shown over time and vs. last General Election Results



Undecided Voters  
**12% +1**

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



26 <sup>th</sup> May 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	20%	21%	24%	23%
Fine Gael	17%	18%	21%	22%
An Independent Candidate	14%	16%	19%	19%
Fianna Fáil	11%	12%	14%	15%
Social Democrats	4%	4%	5%	5%
Green Party	3%	3%	4%	4%
Labour Party	3%	3%	4%	4%
People Before Profit-Solidarity	3%	3%	4%	3%
Aontú	2%	2%	3%	3%
Other Party	2%	2%	3%	2%
Would not vote	3%	3%		
Undecided/Refused	18%	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

26 <sup>th</sup> May 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	23%	23%	23%	27%	23%	20%	20%	27%	19%	26%	23%	24%
Fine Gael	22%	25%	19%	16%	18%	30%	21%	20%	22%	24%	20%	23%
An Independent Candidate	15%	23%	12%	25%	17%	14%	25%	13%	17%	26%	21%	15%
Fianna Fáil	14%	15%	14%	13%	16%	16%	10%	11%	18%	14%	16%	14%
Social Democrats	5%	6%	4%	10%	3%	4%	8%	3%	8%	4%	5%	4%
Green Party	4%	4%	4%	7%	2%	4%	6%	2%	6%	1%	4%	4%
Labour Party	4%	4%	3%	3%	4%	4%	5%	3%	6%	4%	3%	0
People Before Profit-Solidarity	3%	3%	3%	5%	4%	2%	5%	2%	8%	2%	1%	1%
Aontú	3%	3%	3%	2%	4%	3%	4%	2%	3%	5%	2%	3%

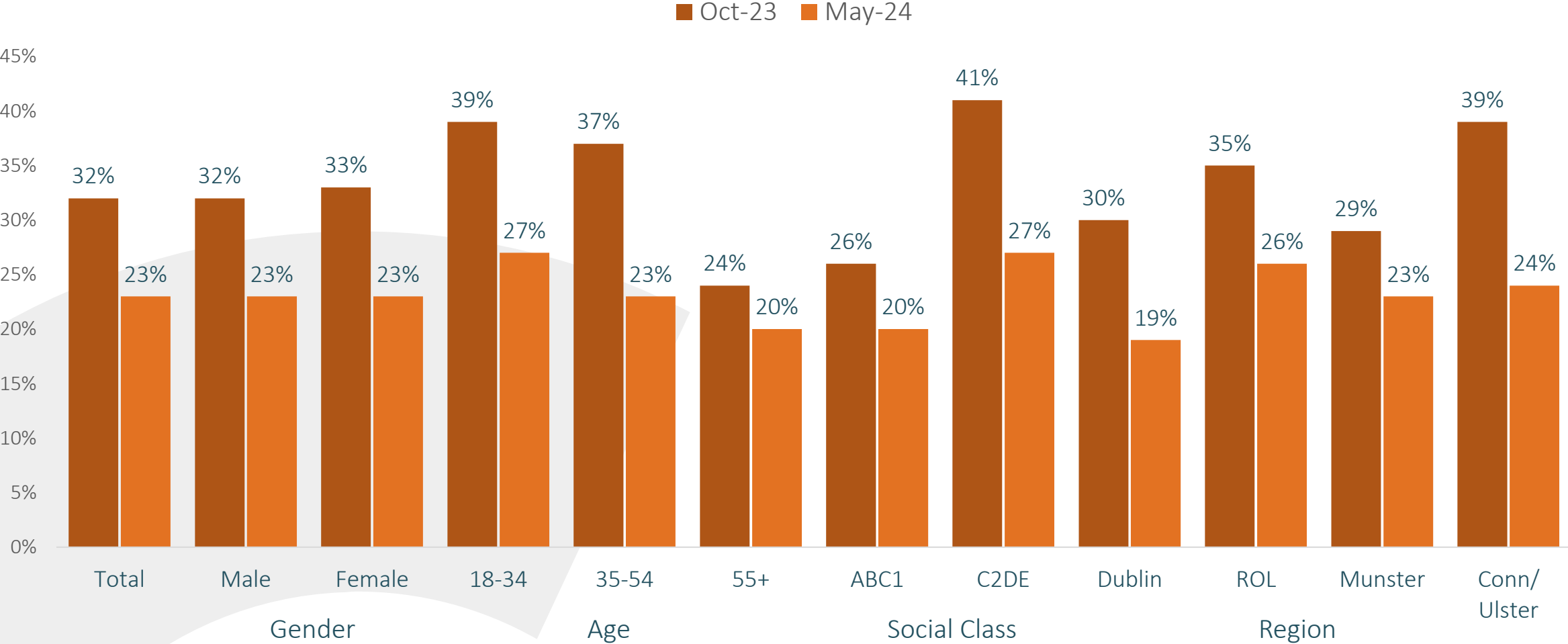
Not Showing Other Party: xx-xx%

(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)



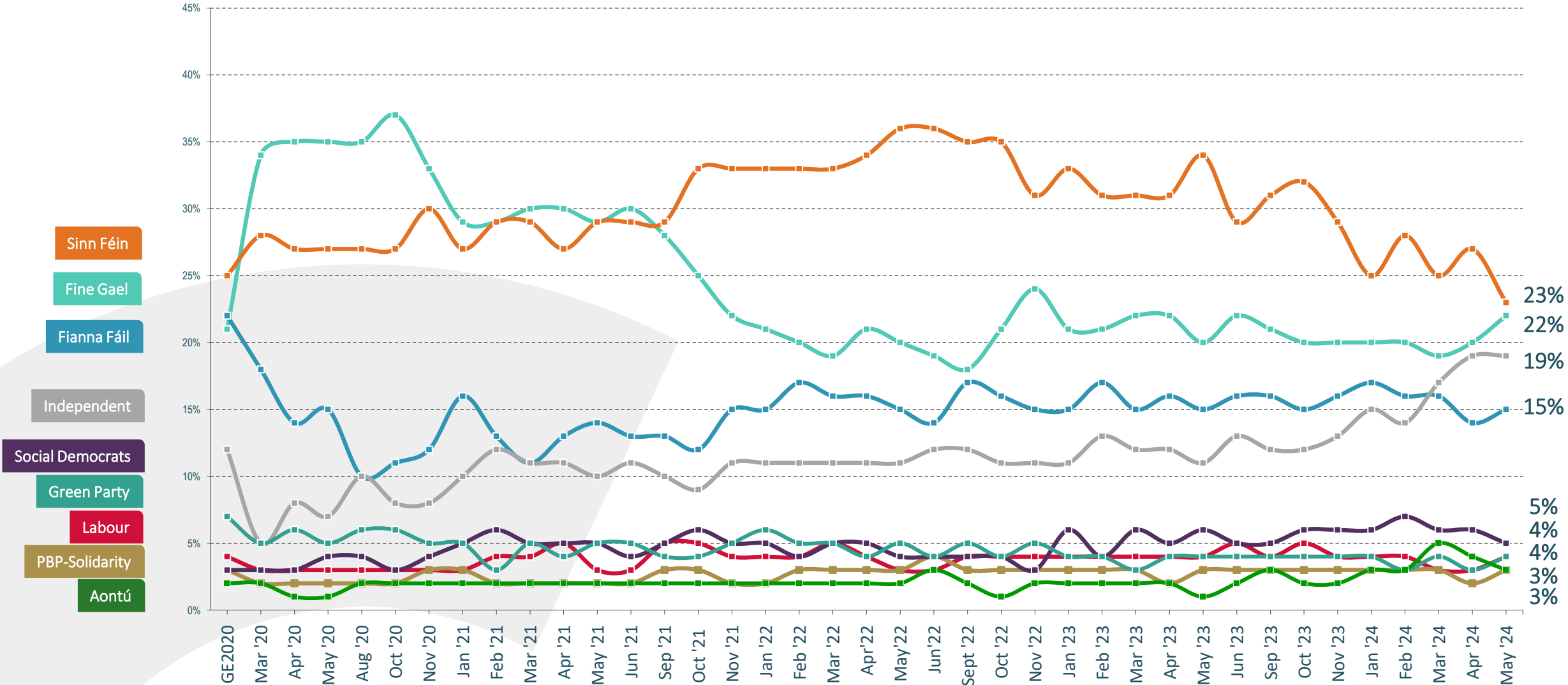
# First preference vote intention for Sinn Fein over time



(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)

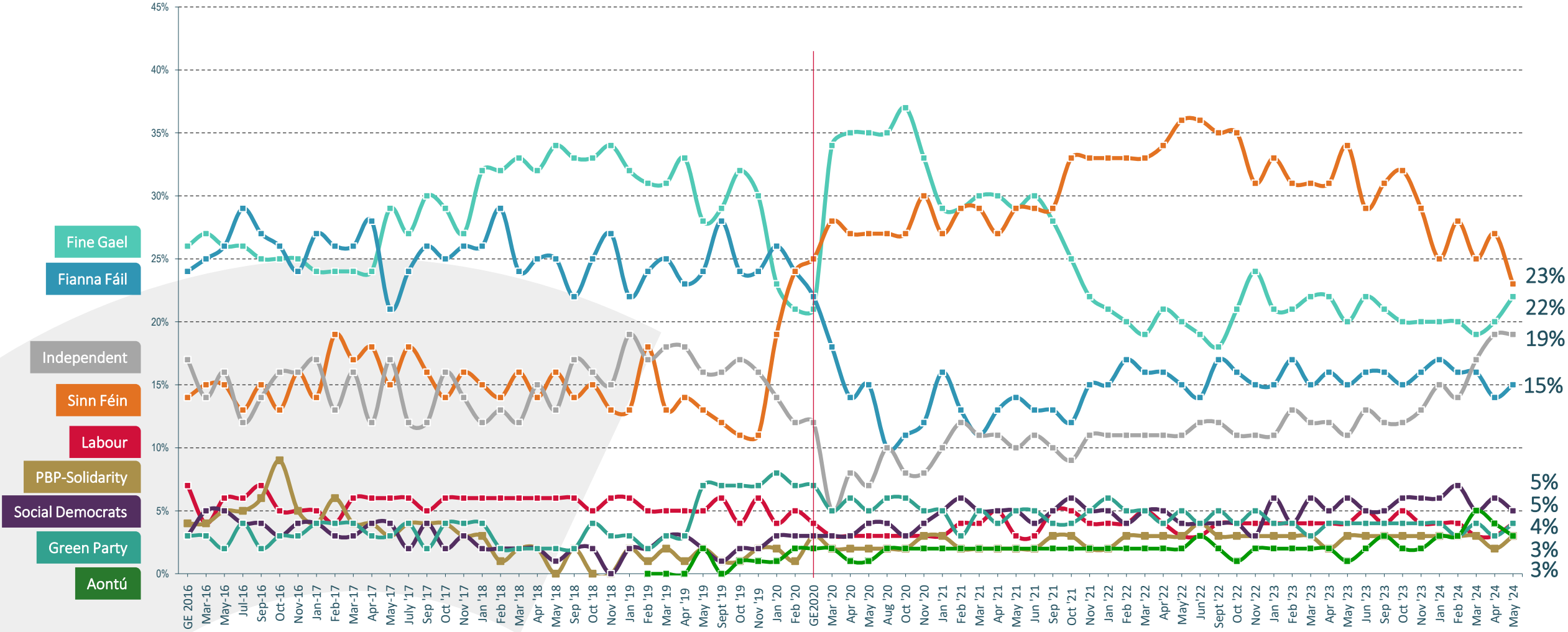
# First preference vote intention – since GE 2020



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

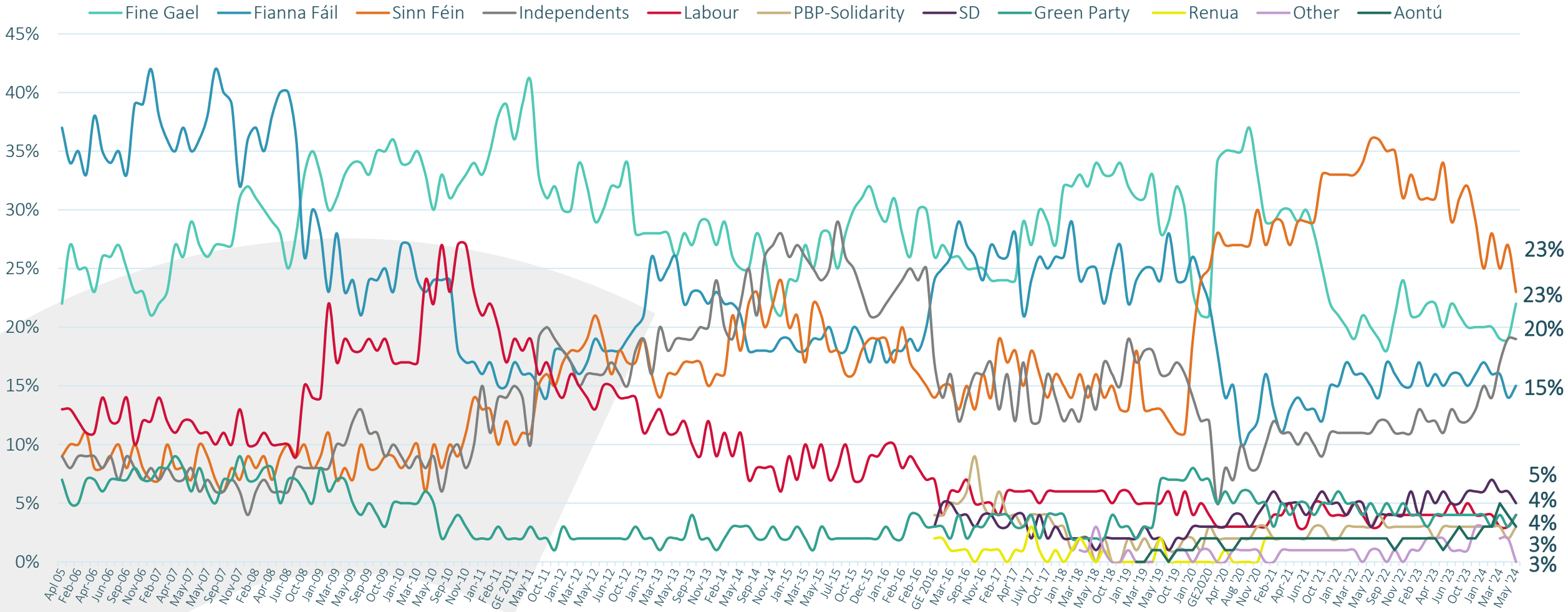


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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)

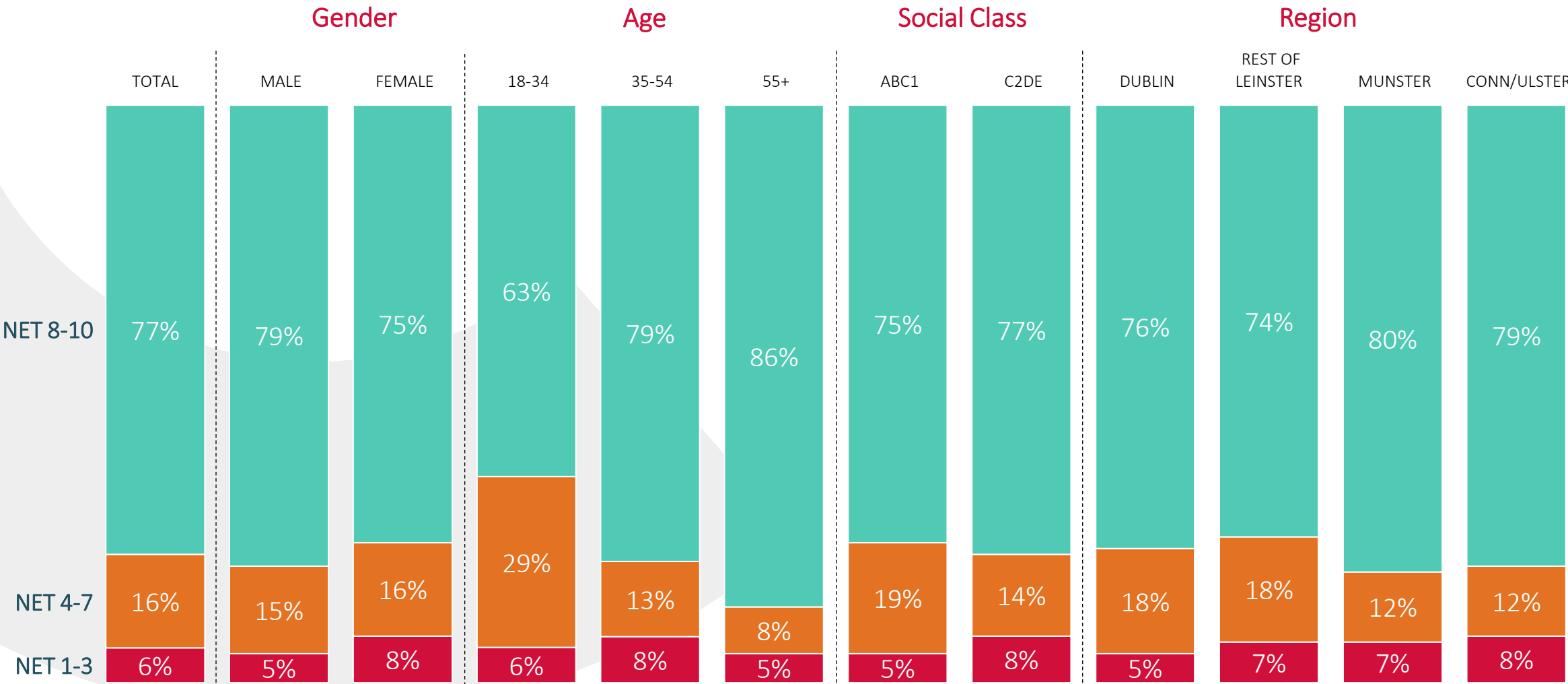
(Base: All adults 18+ who will vote)



# 02

## Local & European Elections

# Likelihood to vote in European Elections



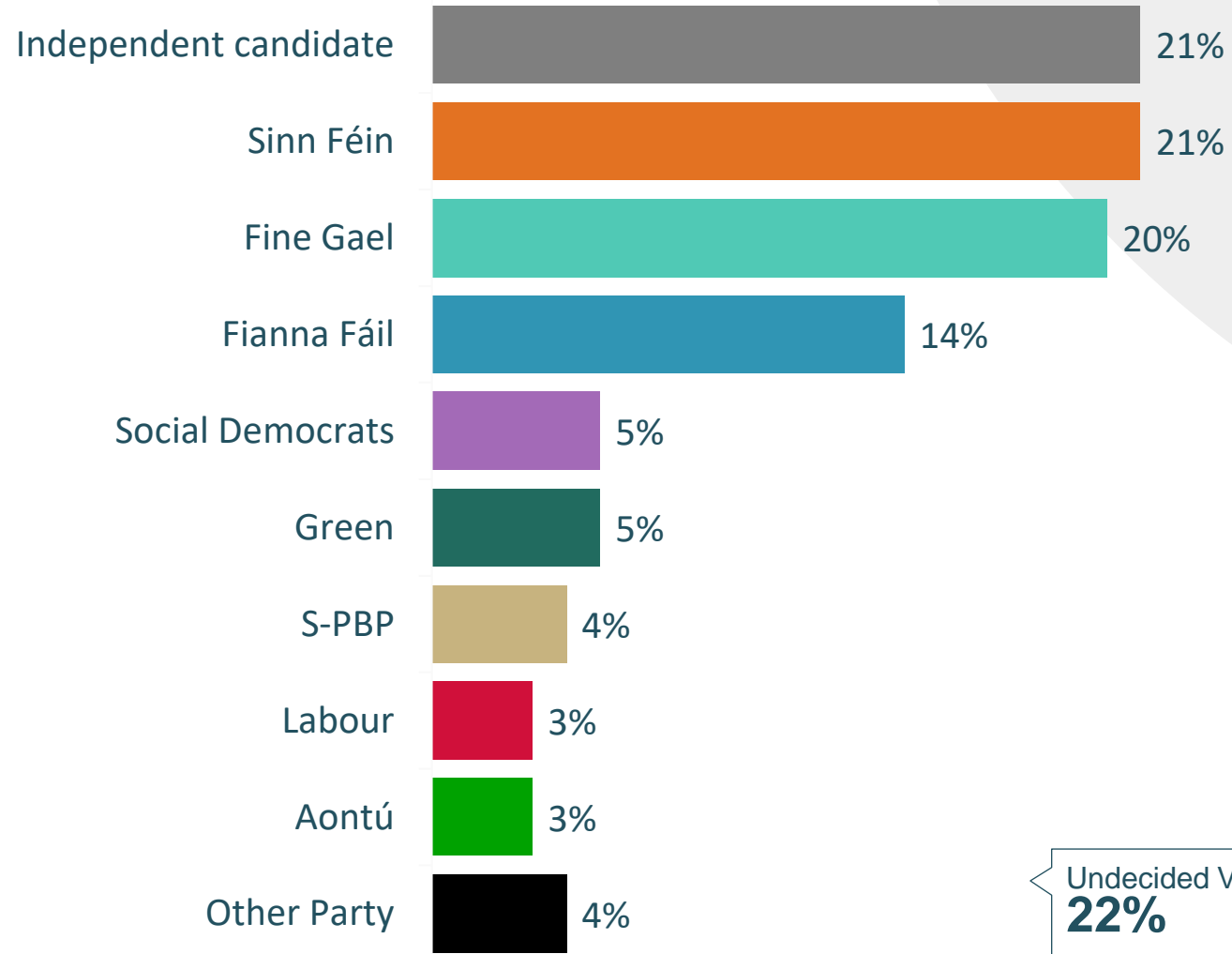
Q. 1. I would like you to think about how likely you would be to vote if elections were to be held in the near future. Some people will go and vote, while others for many different reasons will not manage to vote. Please mark on the scale below how likely you think it is that you would actually go and vote using a ten point scale in the European elections in June

(Base: All adults 18+)

# First preference vote intention in European Elections



## European Election



Q. Which of these parties, groupings or independent candidates do you think you would give your first preference vote in the European elections due to be held at the start of June? (Base: All adults 18+ who will vote)



# European 1<sup>st</sup> 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

26 <sup>th</sup> May 2024		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
An Independent Candidate	21%	19%	22%	11%	27%	20%	17%	25%	17%	19%	26%	22%
Sinn Féin	21%	21%	20%	29%	21%	15%	18%	25%	19%	23%	19%	23%
Fine Gael	20%	22%	19%	15%	18%	26%	21%	18%	20%	23%	20%	19%
Fianna Fáil	14%	14%	15%	13%	12%	17%	16%	11%	12%	14%	15%	18%
Green Party	5%	5%	6%	8%	3%	7%	8%	3%	6%	5%	6%	5%
Social Democrats	5%	5%	4%	8%	3%	4%	7%	3%	6%	5%	4%	3%
People Before Profit-Solidarity	4%	3%	5%	3%	5%	3%	6%	2%	10%	2%	2%	0
Labour Party	3%	3%	3%	6%	3%	2%	3%	4%	4%	4%	3%	0
Aontú	3%	3%	4%	1%	3%	4%	4%	3%	3%	3%	3%	4%

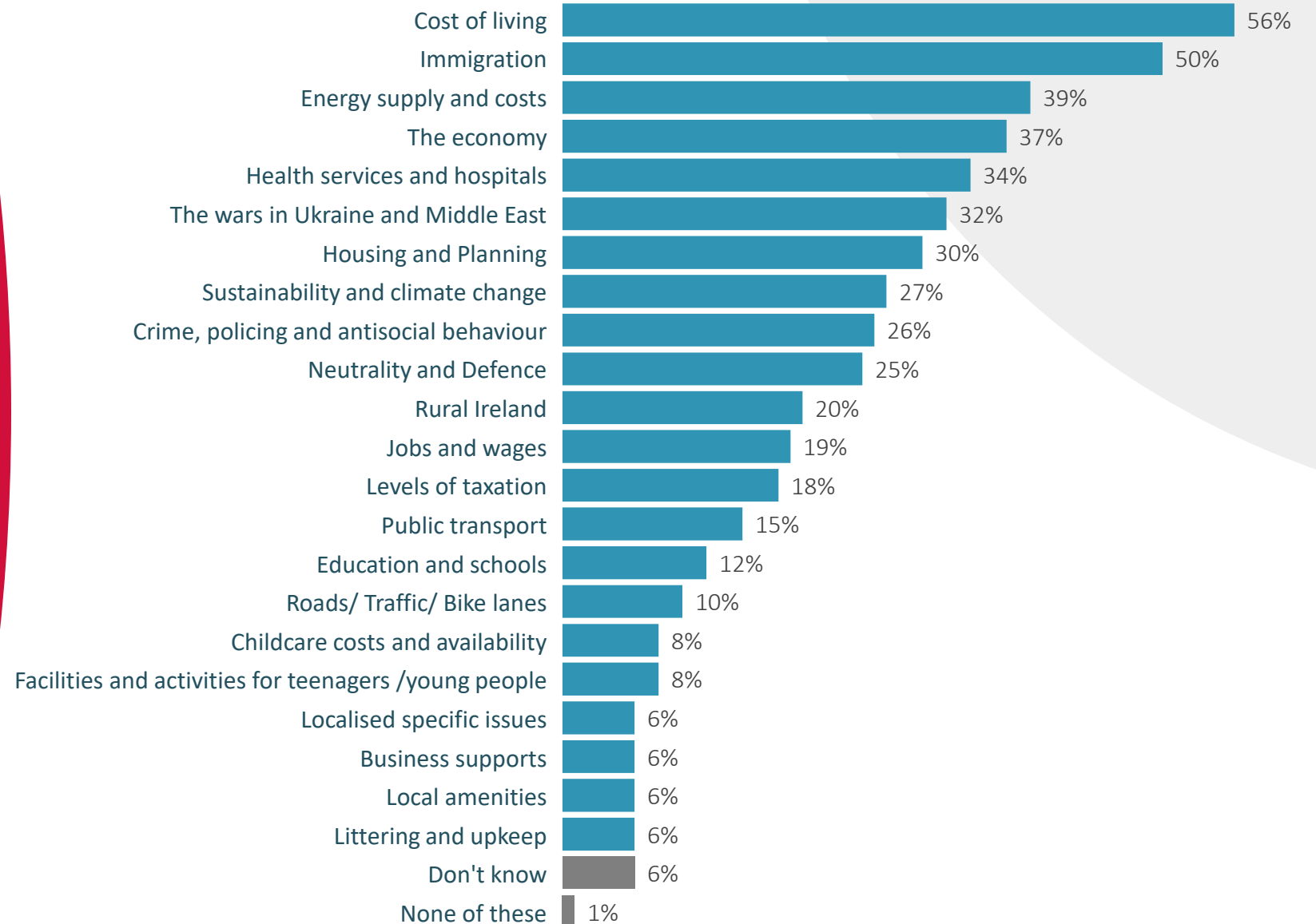
Not Showing Other Party: 0-6%

Q. Which of these parties, groupings or independent candidates do you think you would give your first preference vote to the in the European elections to be held at the start of June?

(Base: All adults 18+ who will vote)



# Top 10 Very important issues for voters in the European Elections



(Base: All adults 18+ who will vote)

Q. Which of the following will be *very* important to you in how you vote in the European elections in June?

# Very important issues in European Elections x demographics



	Gender		Age			Social Class		Region				European vote intention				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster	Sinn Féin	Fianna Fáil	Fine Gael	Independe nt
Cost of living	56%	54%	57%	57%	59%	50%	52%	58%	56%	56%	53%	57%	71%	54%	50%	60%
Immigration	50%	52%	49%	38%	52%	58%	51%	51%	54%	51%	47%	48%	45%	48%	56%	64%
Energy supply and costs	39%	38%	39%	25%	41%	47%	40%	37%	37%	38%	42%	37%	33%	36%	49%	43%
The economy	37%	37%	38%	32%	36%	43%	37%	38%	38%	35%	40%	36%	32%	48%	42%	39%
Health services and hospitals	34%	26%	41%	23%	35%	40%	33%	34%	34%	32%	35%	33%	35%	30%	36%	38%
The wars in Ukraine and Middle East	32%	33%	31%	28%	26%	41%	38%	28%	37%	28%	37%	21%	22%	36%	38%	28%
Housing and Planning	30%	25%	36%	34%	29%	29%	33%	30%	39%	23%	29%	30%	37%	33%	26%	36%

Top three priorities for each demographic

(Base: All adults 18+ who will vote)

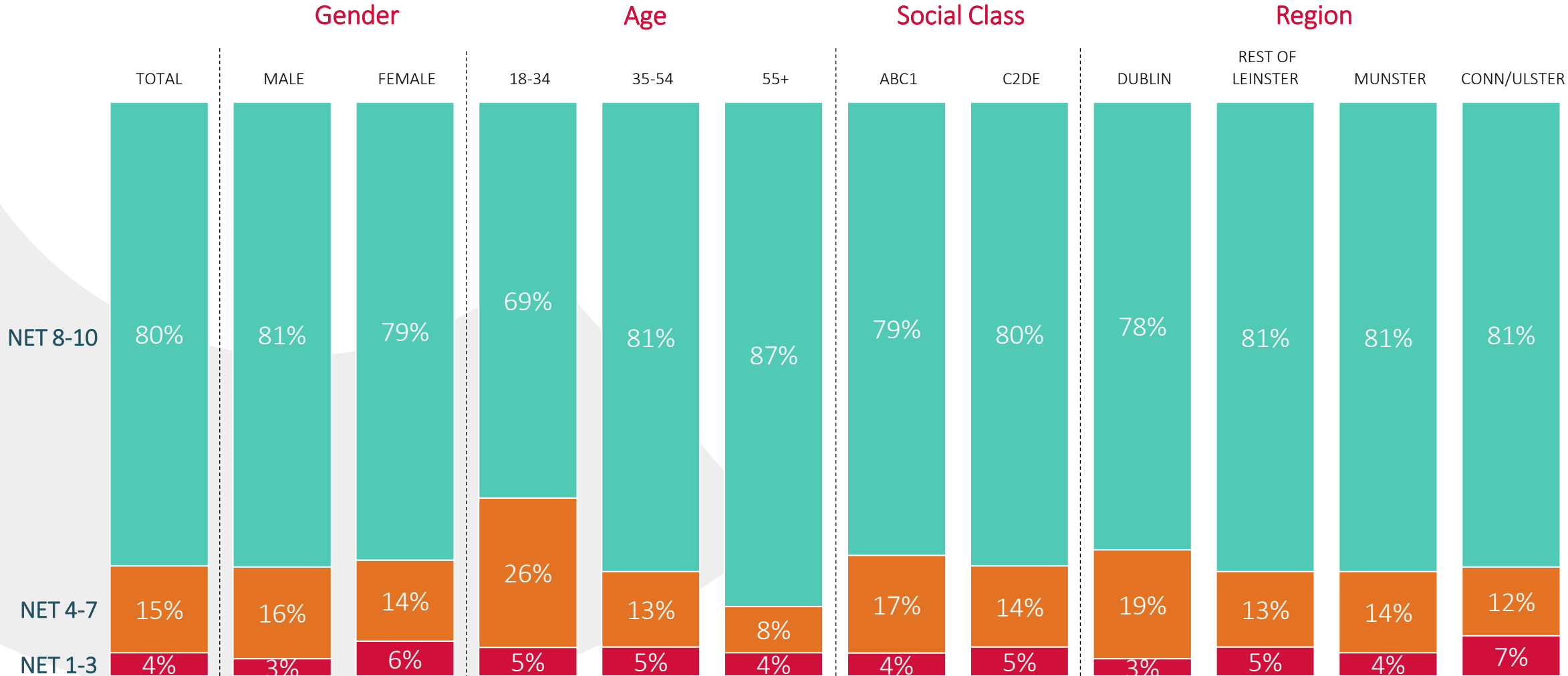
Q. Which of the following will be very important to you in how you vote in the European elections in June?



03

# Local Elections

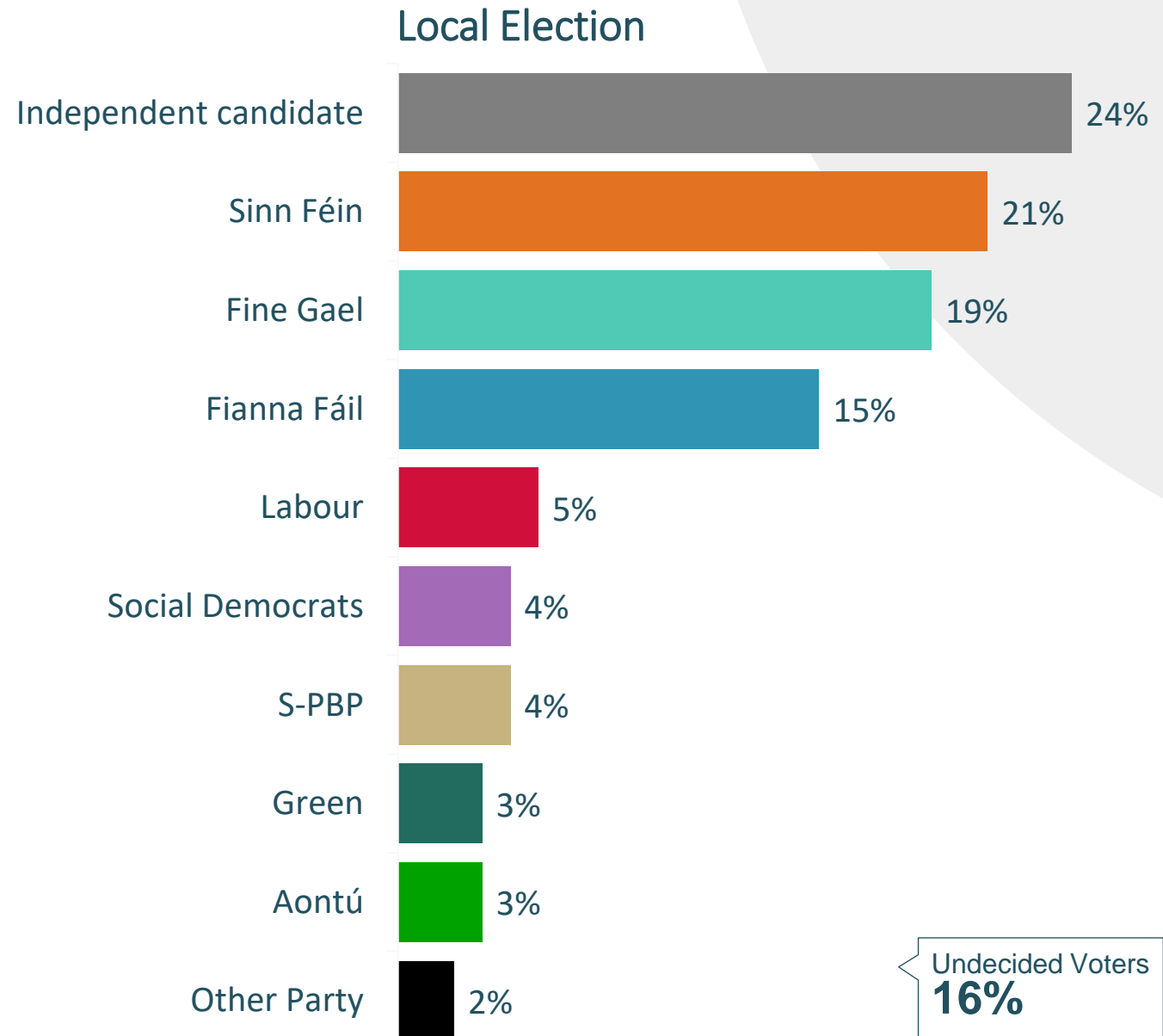
# Likelihood to vote in Local Elections



Q. 1. I would like you to think about how likely you would be to vote if elections were to be held in the near future. Some people will go and vote, while others for many different reasons will not manage to vote. Please mark on the scale below how likely you think it is that you would actually go and vote using a ten point scale in the European elections in June

(Base: All adults 18+)

# First preference vote intention in local elections



Q. Which of these parties, groupings or independent candidates do you think you would give your first preference vote in the local elections due to be held at the start of June? (Base: All adults 18+ who will vote)

# Local Elections 1<sup>st</sup> 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

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Sinn Féin	21%	21%	20%	27%	22%	16%	18%	24%	20%	23%	20%	19%
Fine Gael	19%	19%	18%	13%	17%	24%	18%	17%	20%	18%	18%	18%
Fianna Fáil	15%	13%	16%	13%	13%	17%	17%	10%	8%	17%	17%	17%
Labour Party	5%	5%	5%	5%	4%	5%	5%	5%	6%	5%	5%	2%
Social Democrats	4%	6%	3%	10%	3%	2%	7%	3%	7%	4%	3%	2%
People Before Profit-Solidarity	4%	4%	4%	6%	5%	2%	6%	3%	10%	1%	1%	3%
Green Party	3%	3%	4%	7%	2%	3%	6%	2%	5%	2%	3%	3%
Aontú	3%	3%	3%	2%	3%	3%	3%	2%	3%	4%	2%	3%

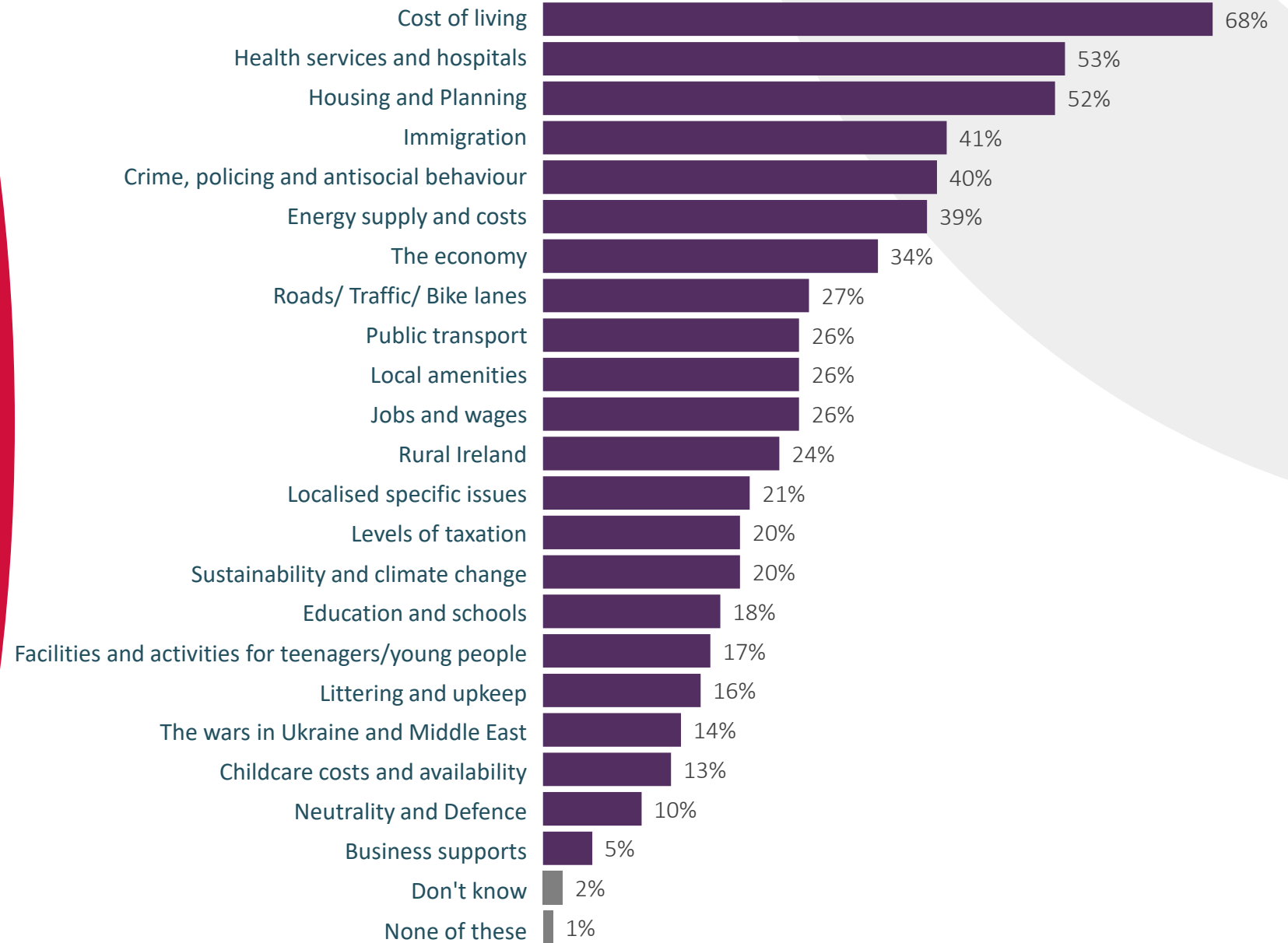
Not Showing Other Party: 0-6%

Q. Which of these parties, groupings or independent candidates do you think you would give your first preference vote to the in the European elections to be held at the start of June?

(Base: All adults 18+ who will vote)



# Very important issues in Local Elections



(Base: All adults 18+ who will vote)

Q. Which of the following will be very important to you in how you vote in the European elections in June?

# Very important issues in Local Elections x demographics



	Gender		Age			Social Class			Region			Local vote intention				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster	Sinn Féin	Fianna Fáil	Fine Gael	Indepen dent
Cost of living	68%	65%	69%	71%	73%	59%	63%	71%	69%	66%	67%	68%	80%	64%	60%	72%
Health services and hospitals	53%	47%	59%	33%	53%	69%	55%	54%	54%	51%	56%	50%	51%	57%	53%	64%
Housing and Planning	52%	51%	53%	54%	47%	55%	58%	51%	64%	42%	52%	45%	55%	50%	44%	57%
Jobs and wages	26%	24%	28%	35%	30%	14%	26%	27%	29%	25%	26%	23%	36%	20%	18%	20%

Top three priorities for each demographic

(Base: All adults 18+ who will vote)

Q. Which of the following will be very important to you in how you vote in the European elections in June?



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

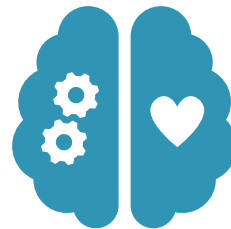
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



## 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



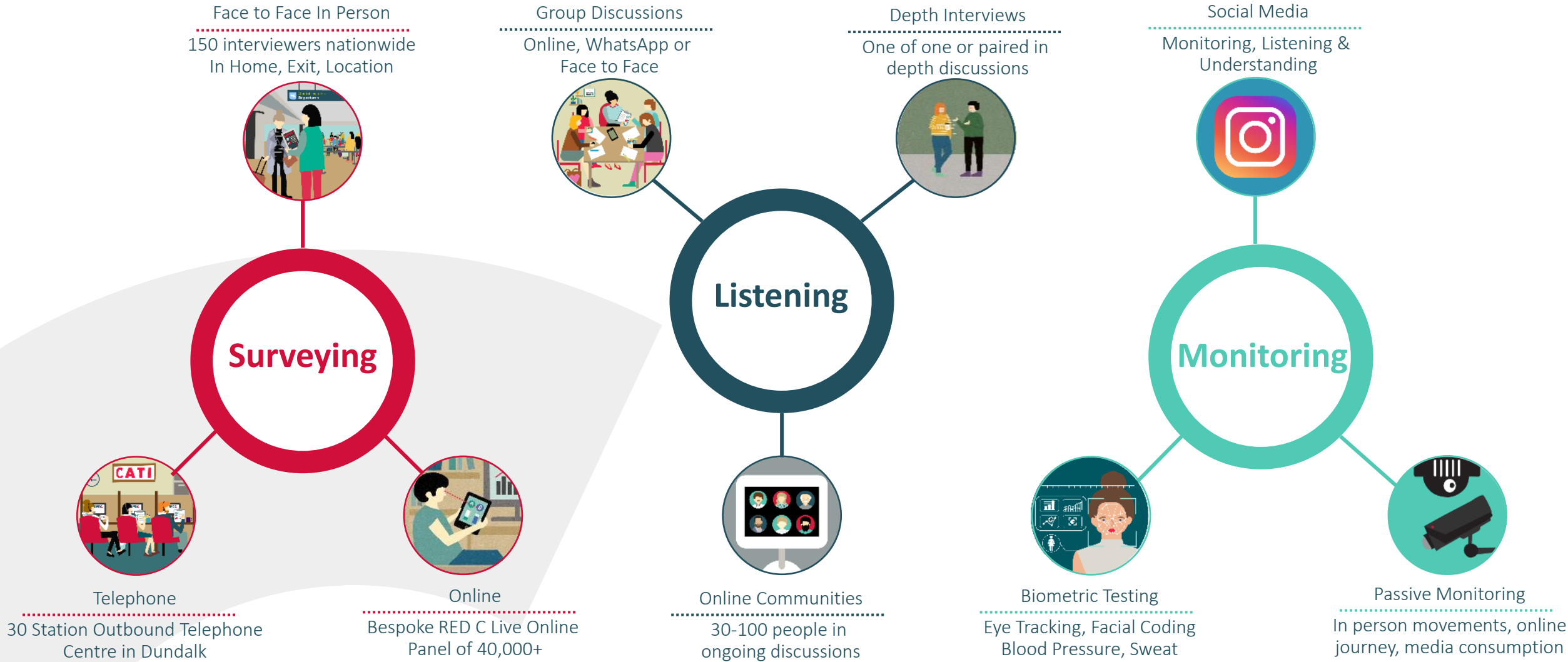
RED Star

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**

