

REDC

**Business
Post**

Opinion Poll Report September 2024

JN. 704824



Methodology and Weighting

- RED C interviewed a random sample of **1,004** adults aged 18+ online between 5th – 10th September 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 is included that looks at how people on our panel voted at the last general election and controls this to ensure it is close to the actual results.
- An additional past vote weight based on how people voted in both the last local and general elections is also applied
- 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 opinion polling guidelines set out by both ESOMAR & 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 results of these online polling tests were 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, weighting 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 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.

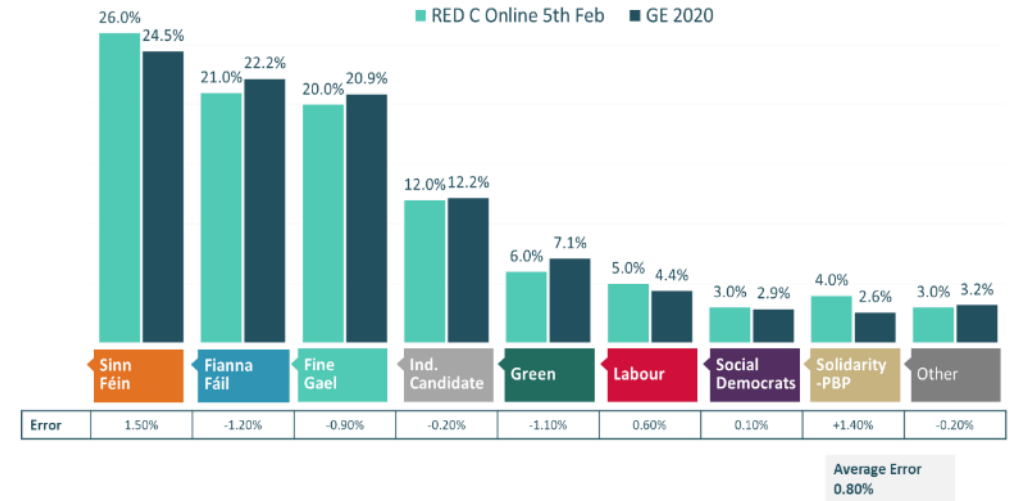
Polling is conducted on general election vote intention, and should not be compared with other second tier elections.



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]



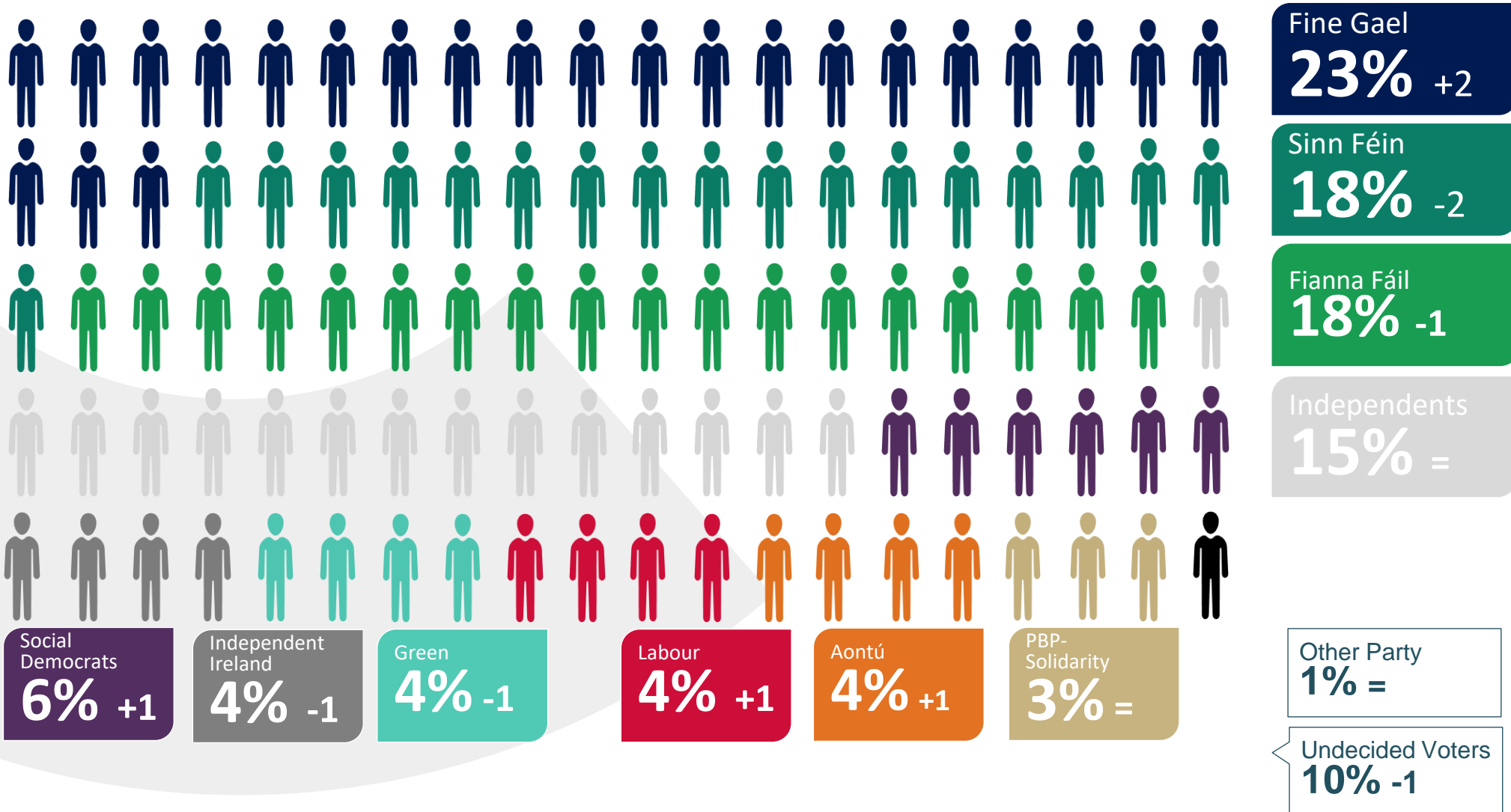


01

Vote Intention @ General Election

First preference vote intention – 15th September 2024

With change vs. last poll in June 2024

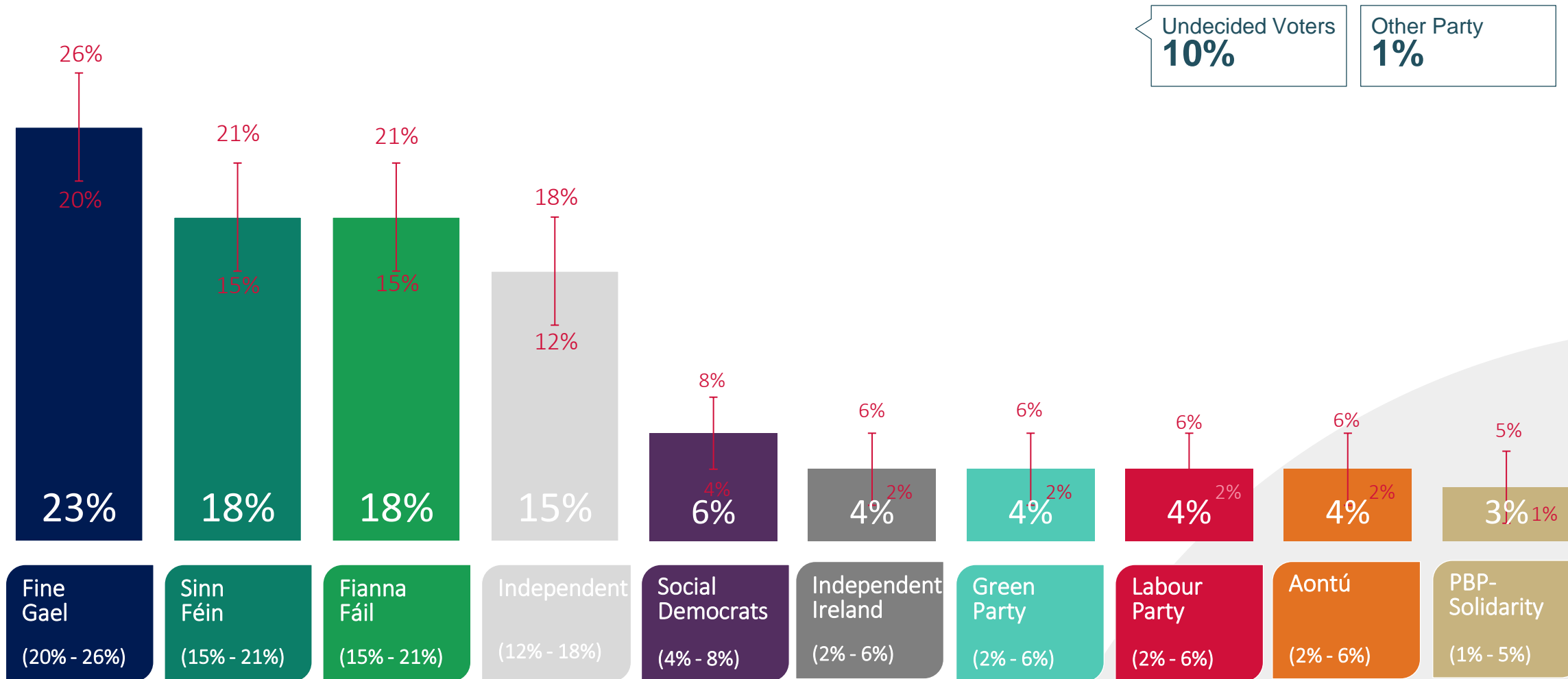


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 15th September 2024

The chart below shows the current claimed first preference party support, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



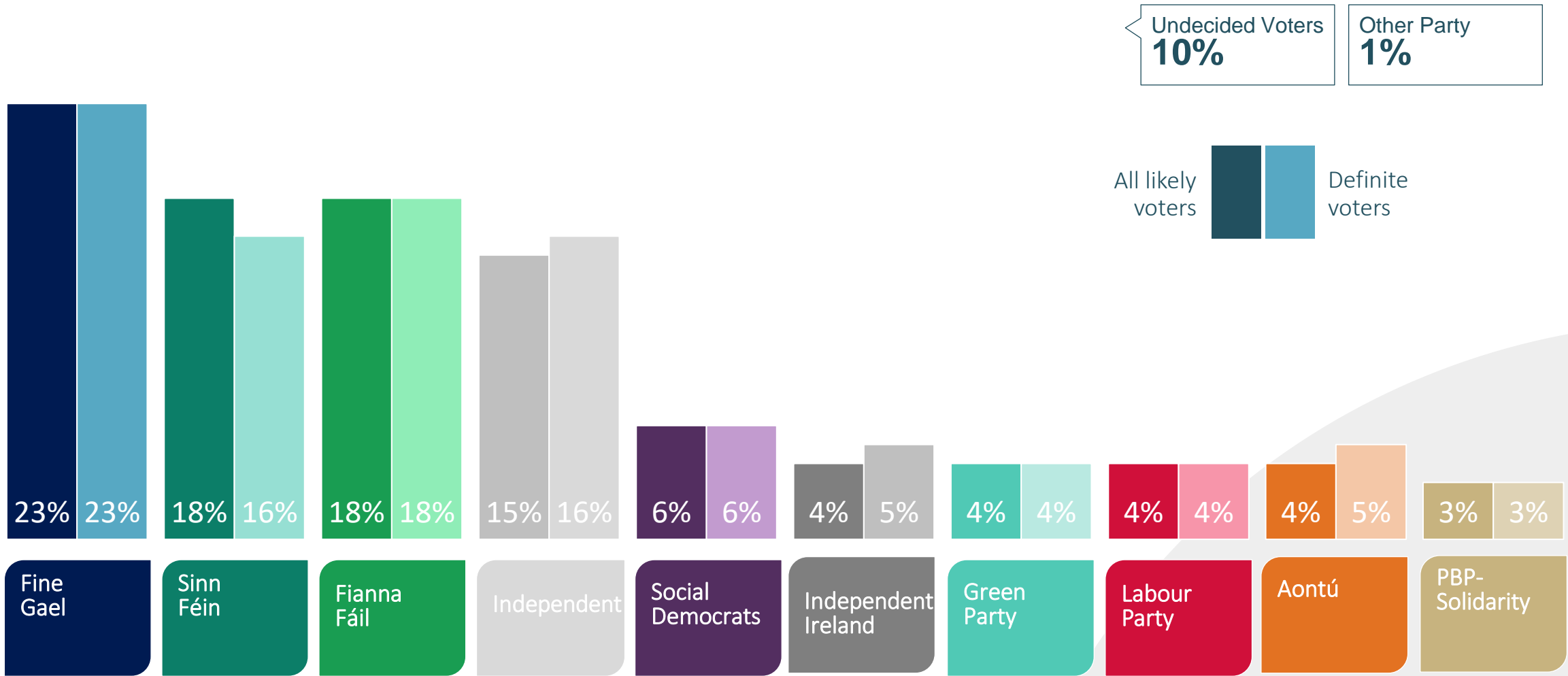
() shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

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 – 15th September 2024

The chart below shows the current claimed first preference party support among all “likely voters”, and also the same support among only those that claim they will be “definite” to vote (10 out of 10 on the scale).



() shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

Core vote intention to turnout weighted data process

15 th September 2024	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Fine Gael	18%	19%	22%	23%
Sinn Féin	17%	17%	20%	18%
Fianna Fáil	14%	15%	17%	18%
An Independent Candidate	12%	13%	15%	15%
Social Democrats	4%	5%	6%	6%
Independent Ireland	3%	4%	4%	4%
Green Party	4%	4%	4%	4%
Labour Party	3%	3%	4%	4%
Aontú	4%	4%	4%	4%
People Before Profit-Solidarity	2%	2%	2%	3%
Other	1%	1%	1%	1%
Would not vote	2%	2%		
Undecided/Refused	16%	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

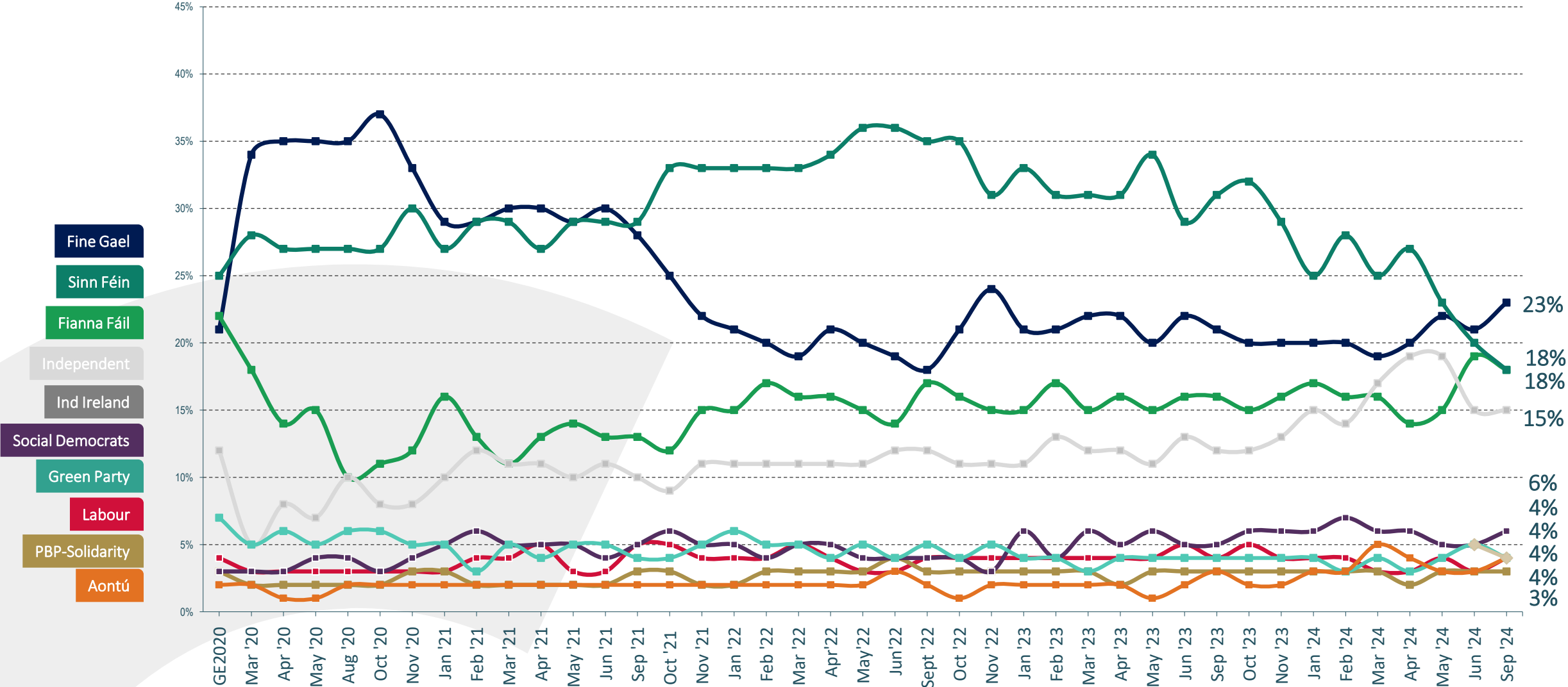
15 th September 2024		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fine Gael	23%	24%	22%	16%	17%	33%	23%	19%	20%	26%	20%	29%
Sinn Féin	18%	16%	19%	28%	17%	12%	15%	22%	16%	19%	15%	23%
Fianna Fáil	18%	16%	20%	12%	21%	18%	20%	16%	16%	21%	20%	13%
An Independent Candidate	15%	12%	19%	12%	18%	15%	13%	18%	14%	13%	20%	14%
Social Democrats	6%	6%	6%	10%	5%	4%	6%	6%	8%	3%	7%	4%
Independent Ireland	4%	5%	4%	3%	6%	3%	3%	5%	3%	2%	7%	7%
Green Party	4%	6%	2%	7%	2%	4%	6%	2%	4%	3%	5%	3%
Labour Party	4%	4%	4%	4%	3%	5%	6%	3%	7%	3%	3%	1%
Aontú	4%	7%	2%	5%	6%	3%	4%	5%	4%	8%	2%	5%
People Before Profit-Solidarity	3%	3%	2%	3%	3%	2%	3%	2%	6%	1%	2%	0

Not Showing Other Party: 0-2%

(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



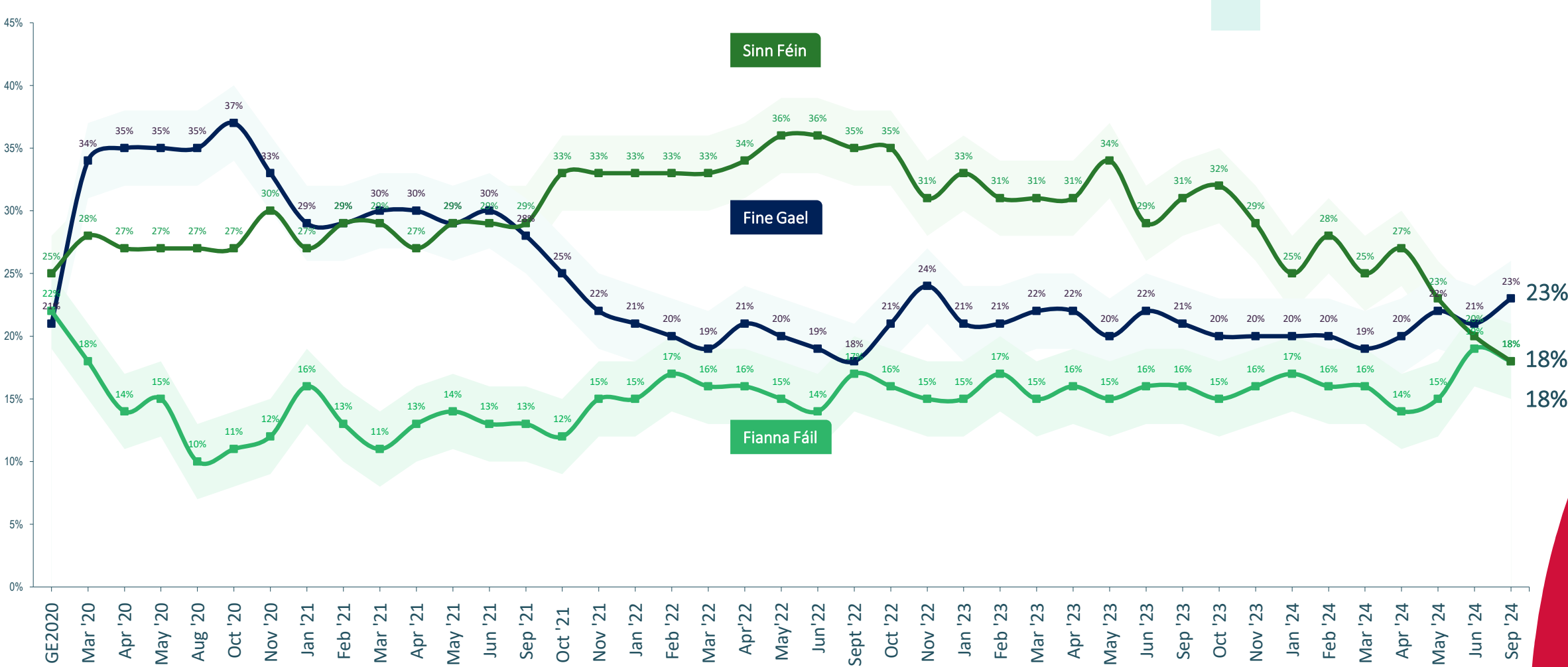
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention trend over time since GE 2020



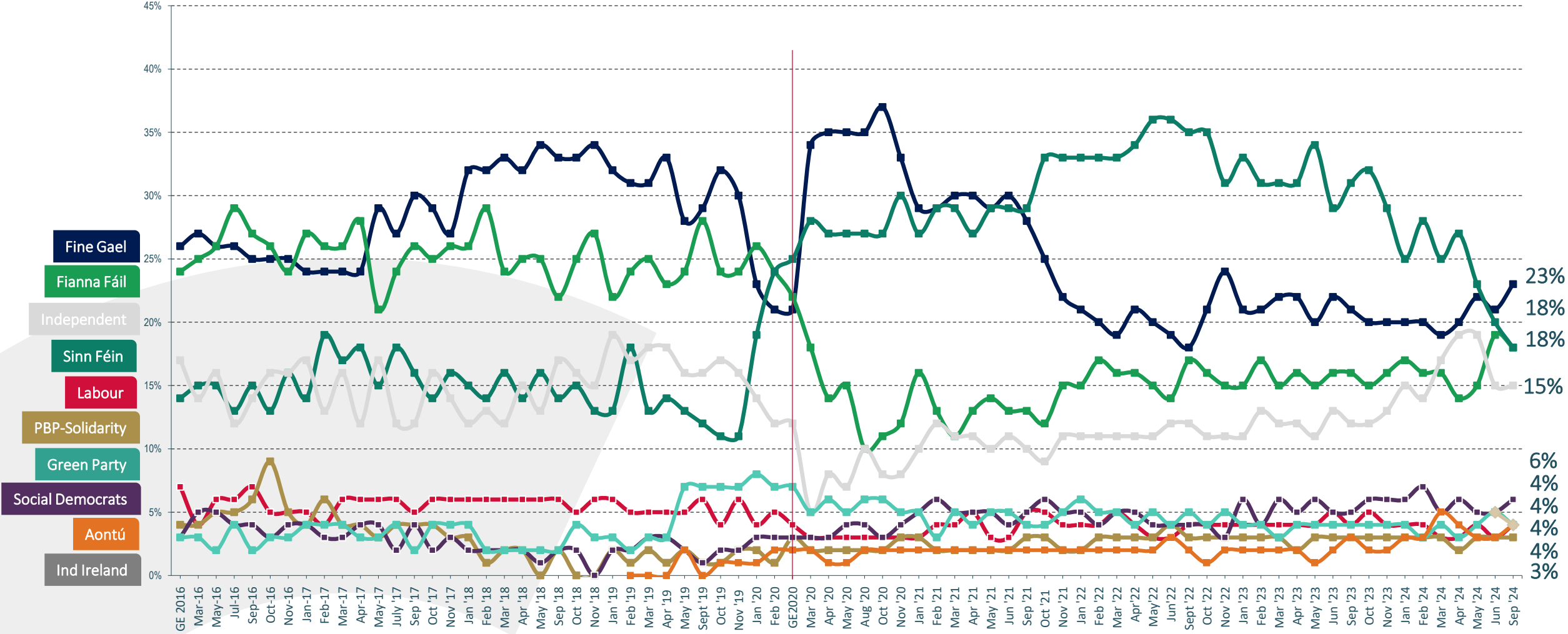
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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



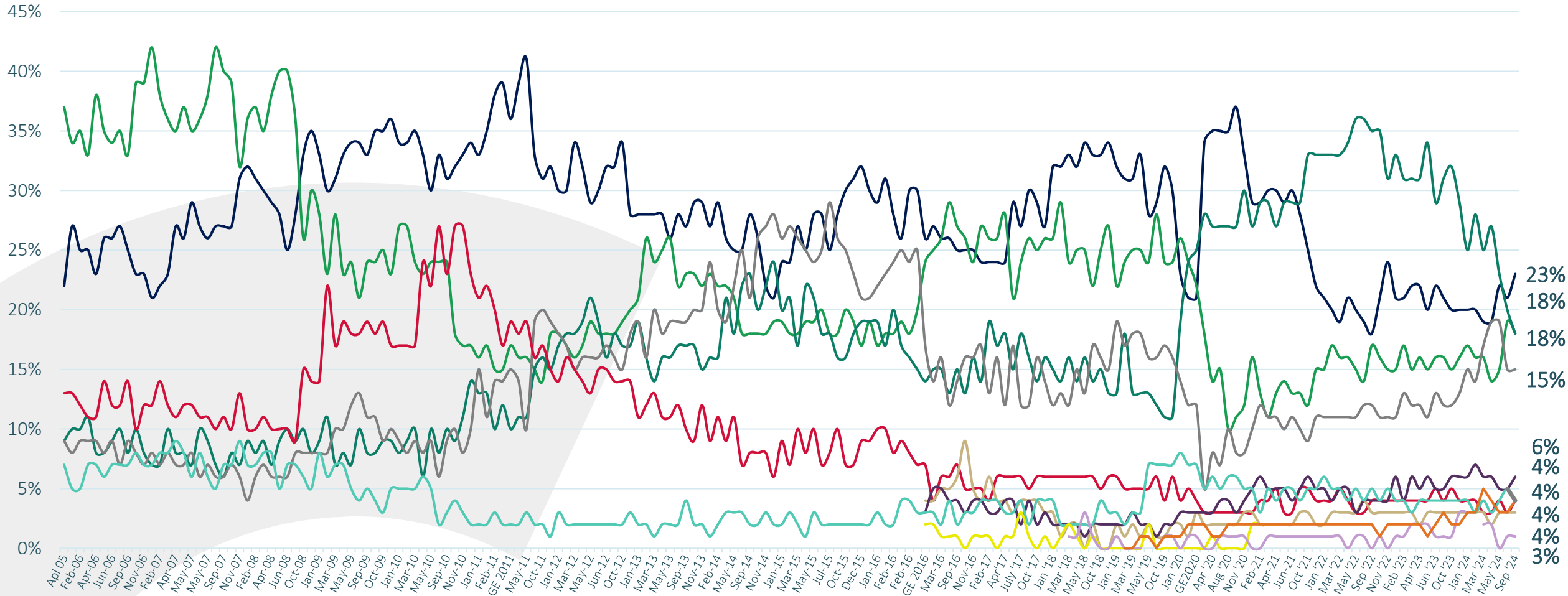
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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

- Fine Gael
- Fianna Fáil
- Sinn Féin
- Independents
- Labour
- PBP-Solidarity
- SD
- Green Party
- Renua
- Other
- Aontú
- Independent Ireland



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)

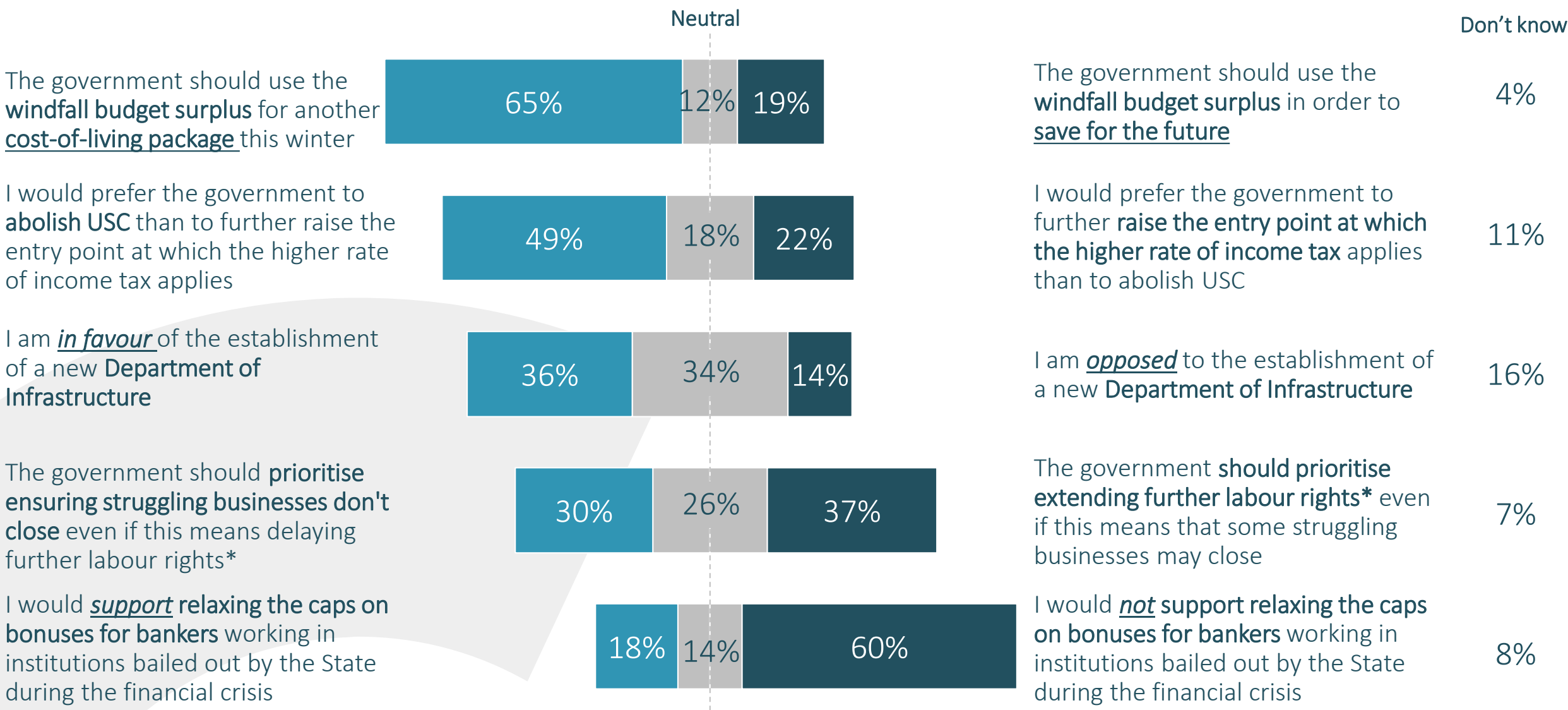
(Base: All adults 18+ who will vote)



02

Topical Political Issues

Views on topical political issues – Summary



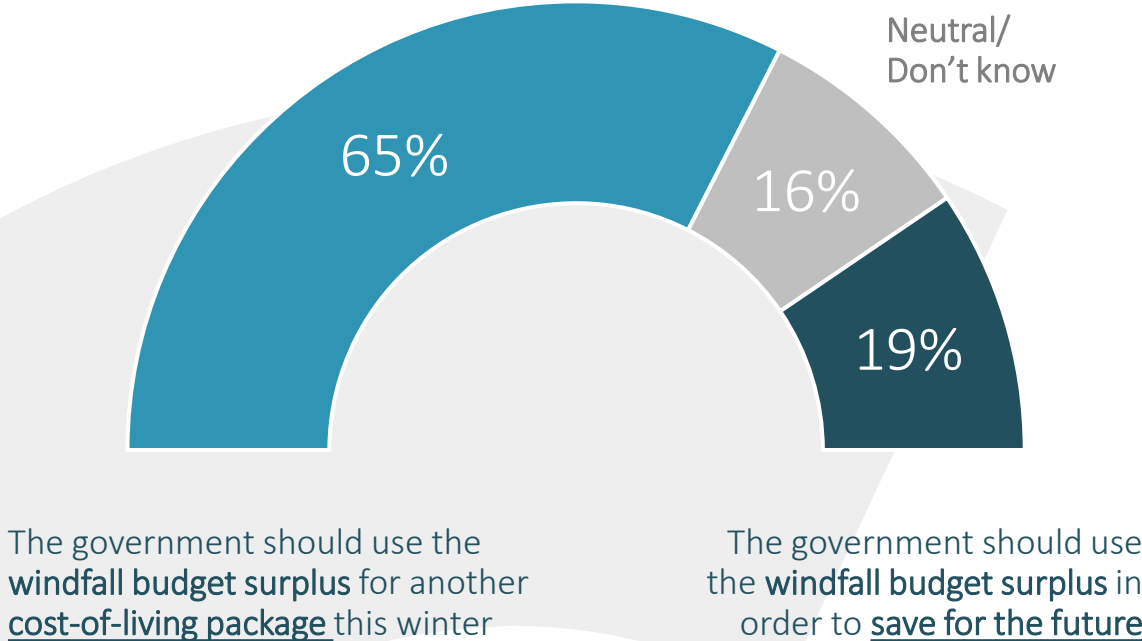
(Base: All adults 18+)

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

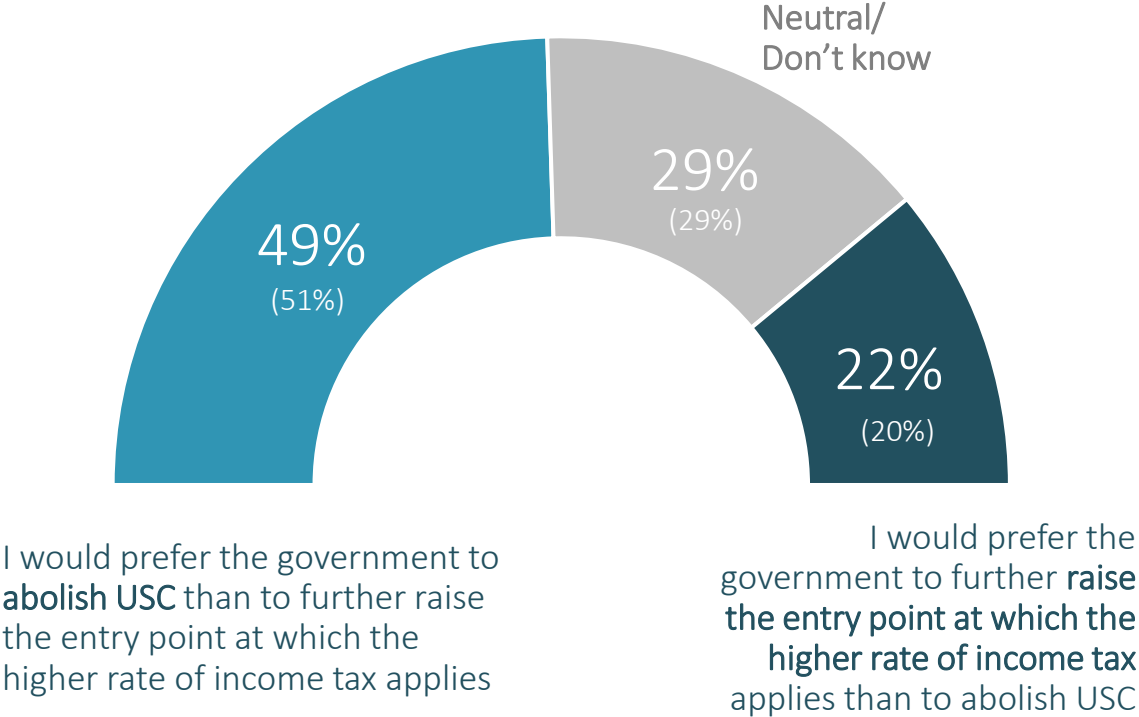
*(e.g. living wage; pension auto enrolment; extending sick pay) 15

Views on topical political issues I

Cost of living package vs save for the future



Abolish USC vs raise entry point of higher income tax



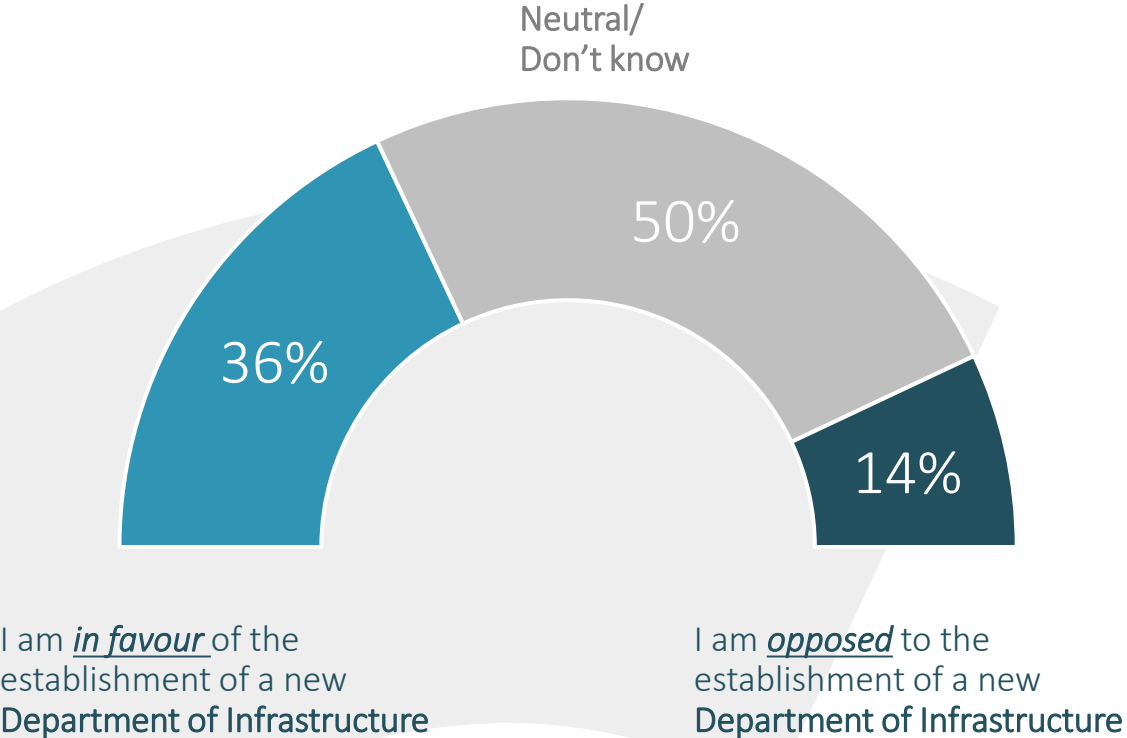
(Base: All adults 18+)

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

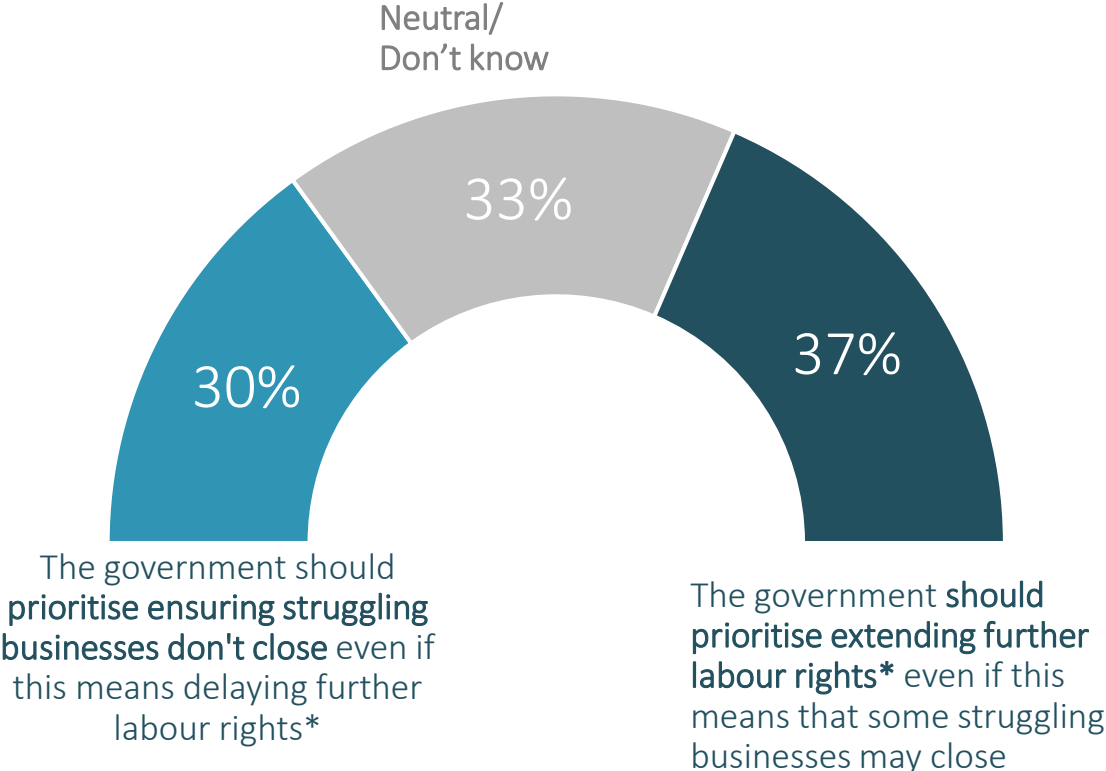
() = June 2024 figures

Views on topical political issues II

Department of Infrastructure



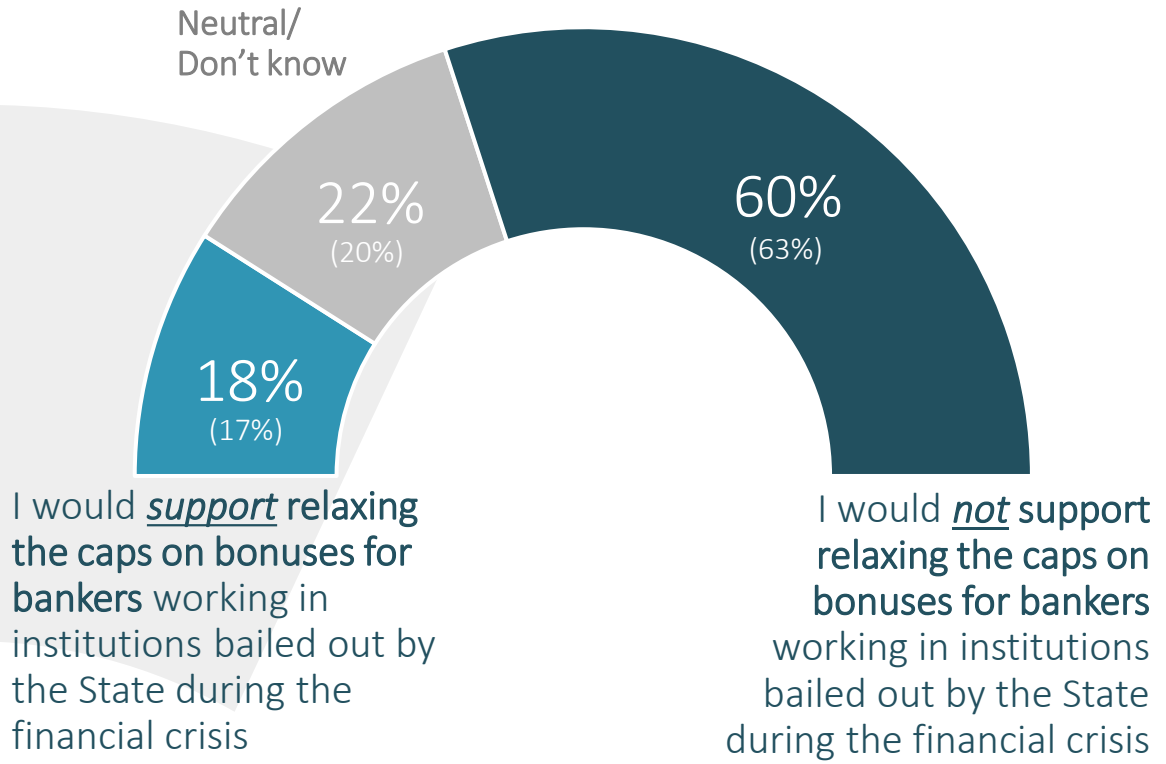
Supporting businesses vs extending labour rights



(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

*(e.g. living wage; pension auto enrolment; extending sick pay) 17

Caps on bankers' bonuses



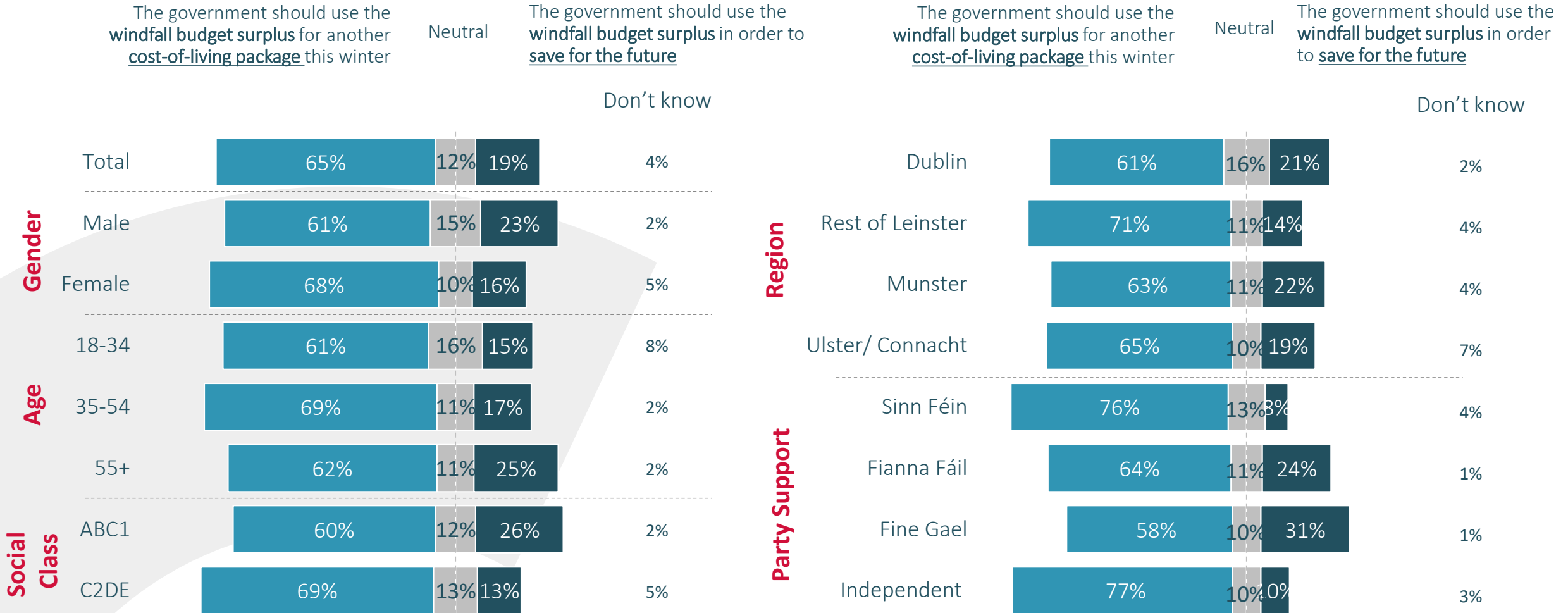
(Base: All adults 18+)

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

() = March 2024 figures

Clear majority support a cost-of-living package

Two thirds would prefer a cost-of-living package this winter over saving for the future. All cohorts would prefer a cost-of-living package, most notably lower social grades, and Sinn Féin/independent voters.

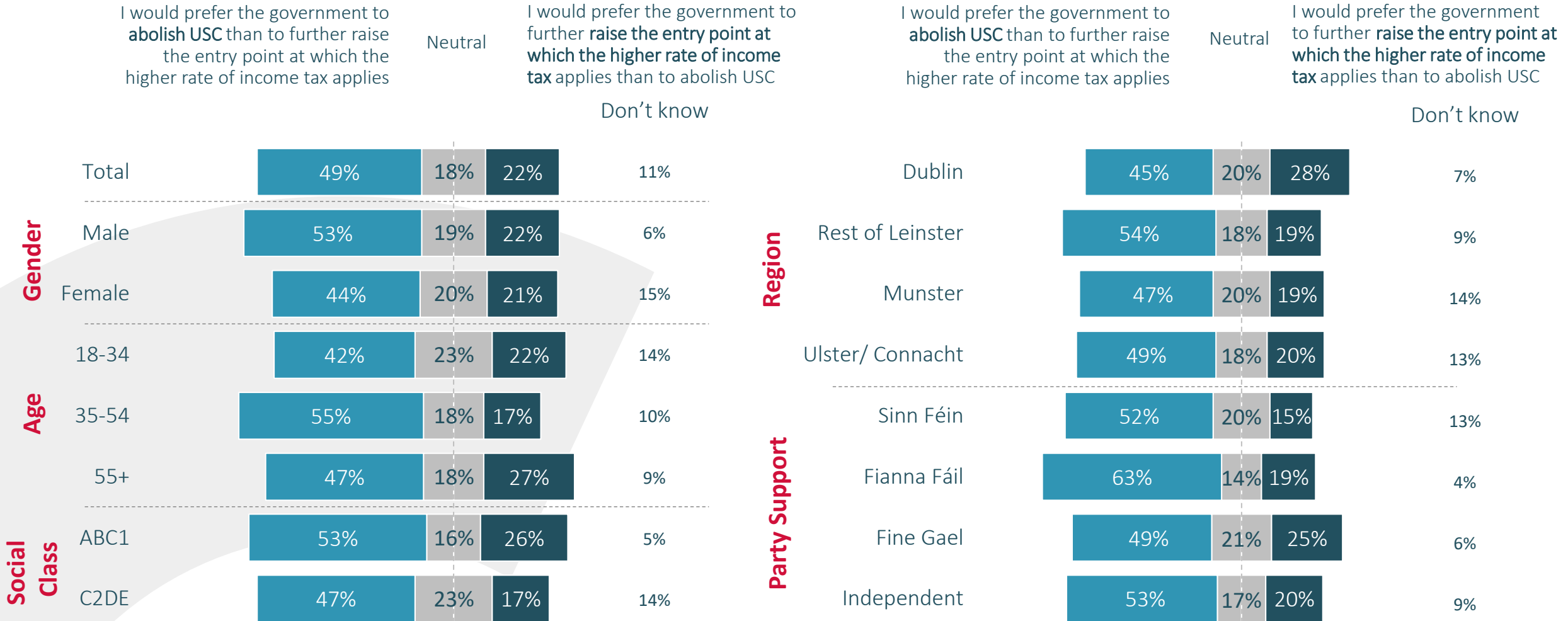


(Base: All adults 18+)

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

Preference to abolish USC

Over twice as many would prefer USC to be abolished than for the entry point for the higher rate of income tax to be raised. 25-54 year olds, men and Fianna Fáil voters are most likely to favour abolishing USC.



(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

More favour than oppose proposed new department

While half are neutral or undecided, over twice as many are in favour of a new Department of Infrastructure as are opposed

I am *in favour* of the establishment of a new Department of Infrastructure

Neutral

I am *opposed* to the establishment of a new Department of Infrastructure

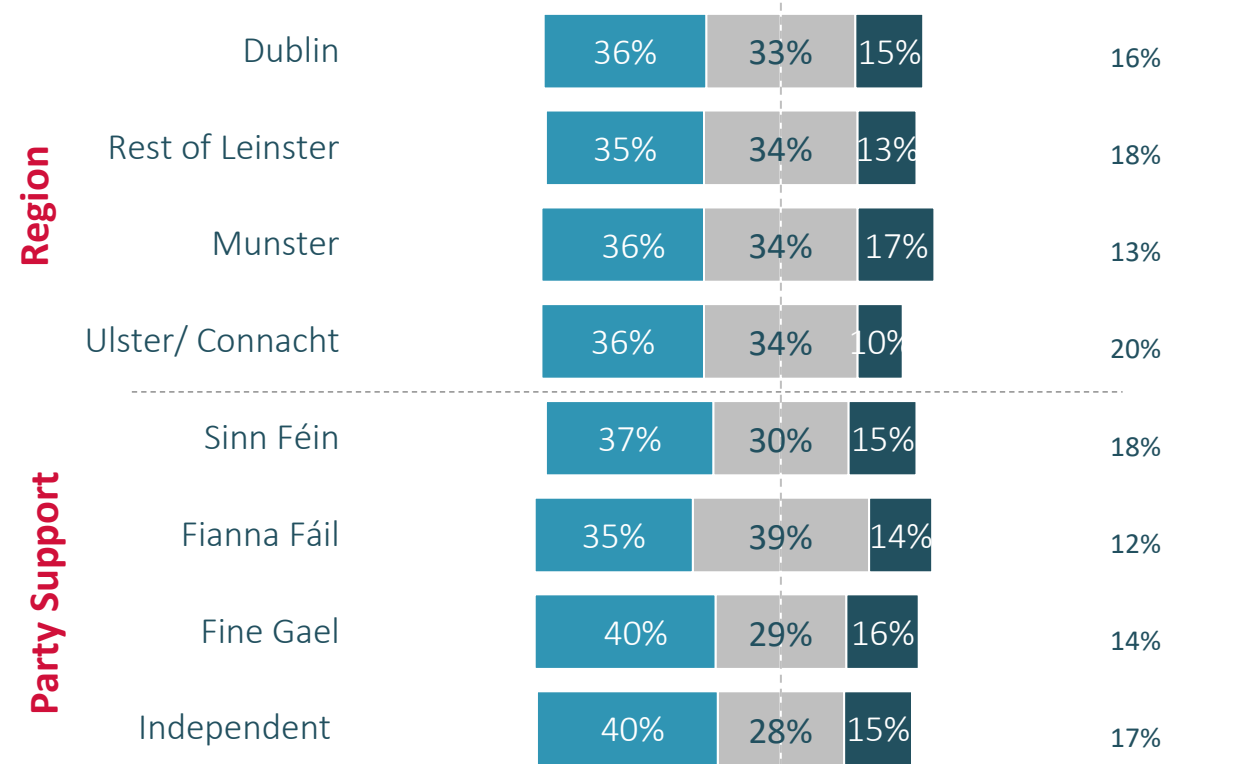
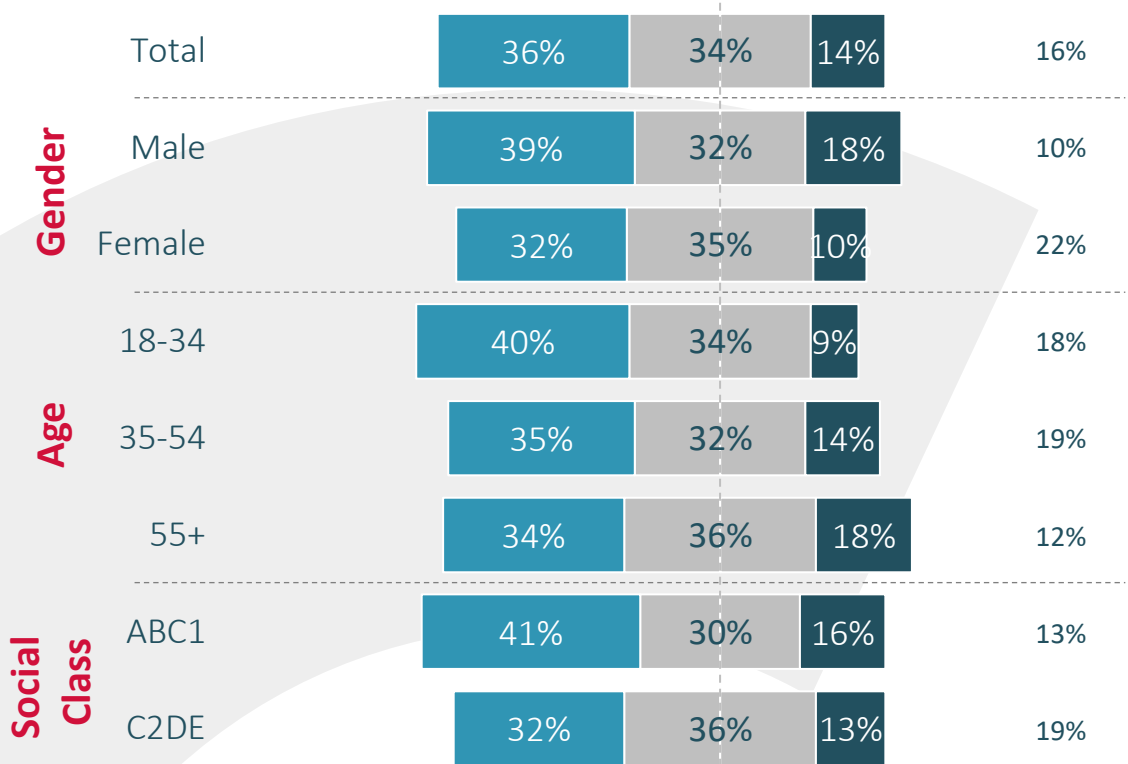
Don't know

I am *in favour* of the establishment of a new Department of Infrastructure

Neutral

I am *opposed* to the establishment of a new Department of Infrastructure

Don't know



(Base: All adults 18+)

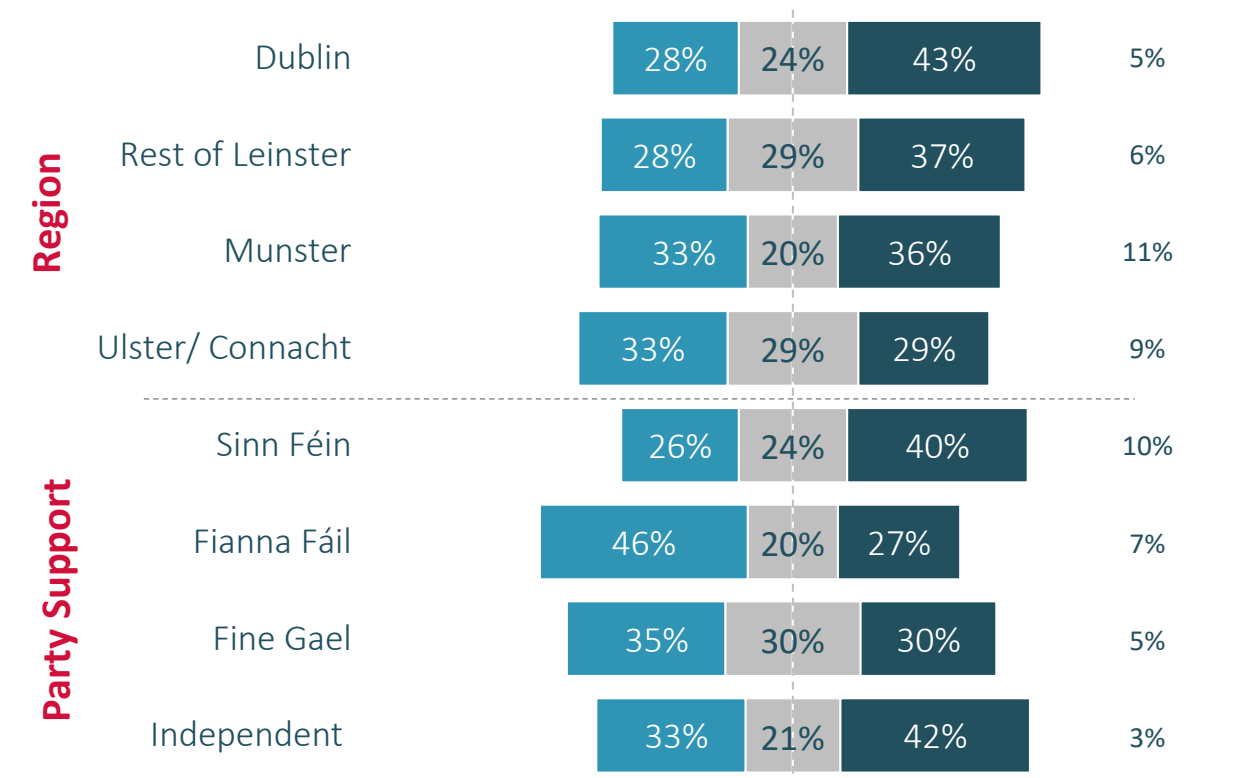
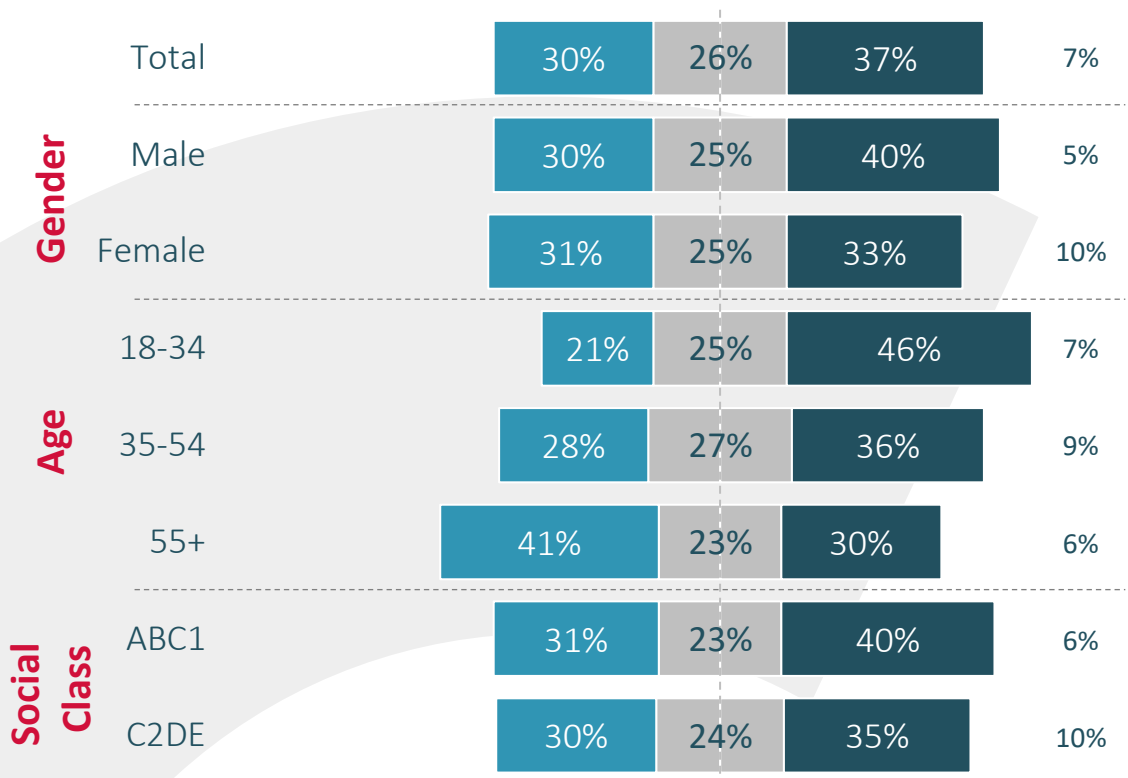
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

No consensus on issue of supporting businesses and workers **REDC**

Marginally more favour prioritising extending labour rights over protecting businesses. Younger cohorts favour enhancing worker rights while older cohorts are more likely to favour supporting business.

The government should prioritise ensuring struggling businesses don't close even if this means delaying further labour rights* Neutral The government should prioritise extending further labour rights even if this means that some struggling businesses may close Don't know

The government should prioritise ensuring struggling businesses don't close even if this means delaying further labour rights Neutral The government should prioritise extending further labour rights even if this means that some struggling businesses may close 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

*(e.g. living wage; pension auto enrolment; extending sick pay)

Clear opposition to any relaxation on banker bonus caps



3 in 5 are opposed to relaxing caps on bonuses for bankers, with a majority in all cohorts against the idea

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

Neutral

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

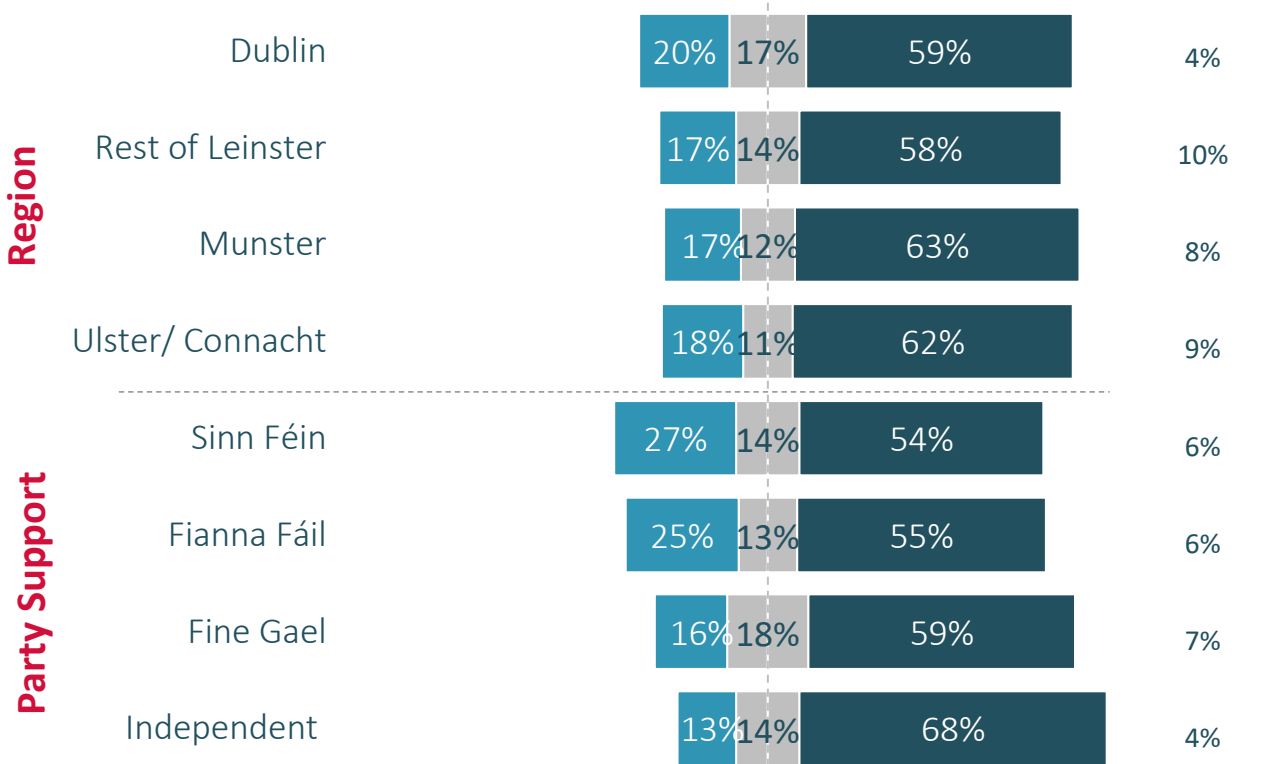
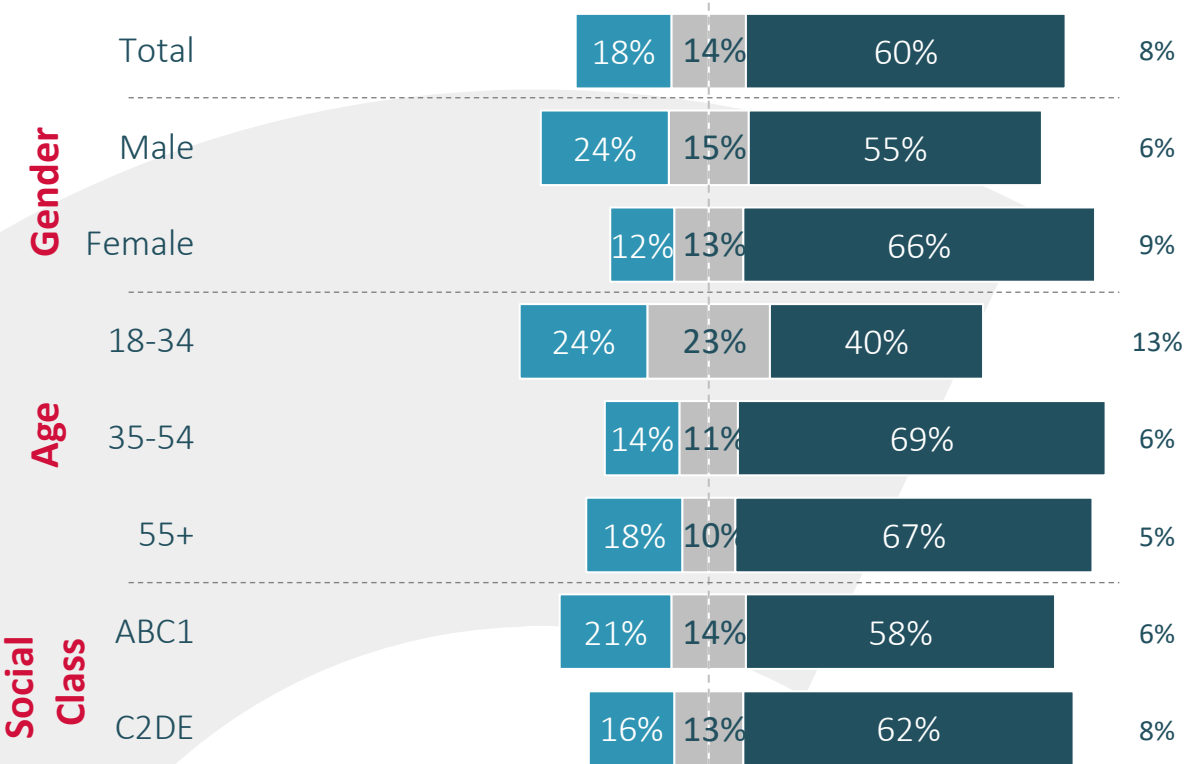
Don't know

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

Neutral

I would **not 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



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



Understanding Behaviour

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



Building Brands

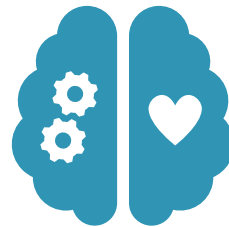
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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

