

REDC

**Business
Post**

Opinion Poll Report 27th November 2024

JN. 704824



Methodology and Weighting

- RED C interviewed a random sample of **1,004** adults aged 18+ online between 20th to 26th November 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

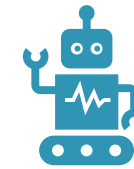
The highest online research quality standards in the industry

- Over 40,000 panellists in place – the most robust online panel in Ireland
- Both online and offline ongoing recruitment, with between 200-500 new people recruited per month on average
- Deliberate efforts are made to recruit older consumers who are generally more difficult to find.
- RED C Live has proven to hold **higher numbers of difficult to reach sample profiles including those aged 65+ vs. leading panel providers.** As such we can deliver fully nat. rep samples across all age



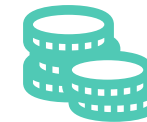
Pre-Screening

All respondents are pre-screened and invited to take part in the survey based on the information held on them in the panel.



Bot Capture

Honeypot checks with hidden questions in the code that respondents can't see and if answered they are removed from the data.



Fair Reward

We pay respondents fair rewards of €1 per 5 mins in cash for survey completion to ensure quality attention is given.



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.

RED C Live

Reviews 406 • Excellent



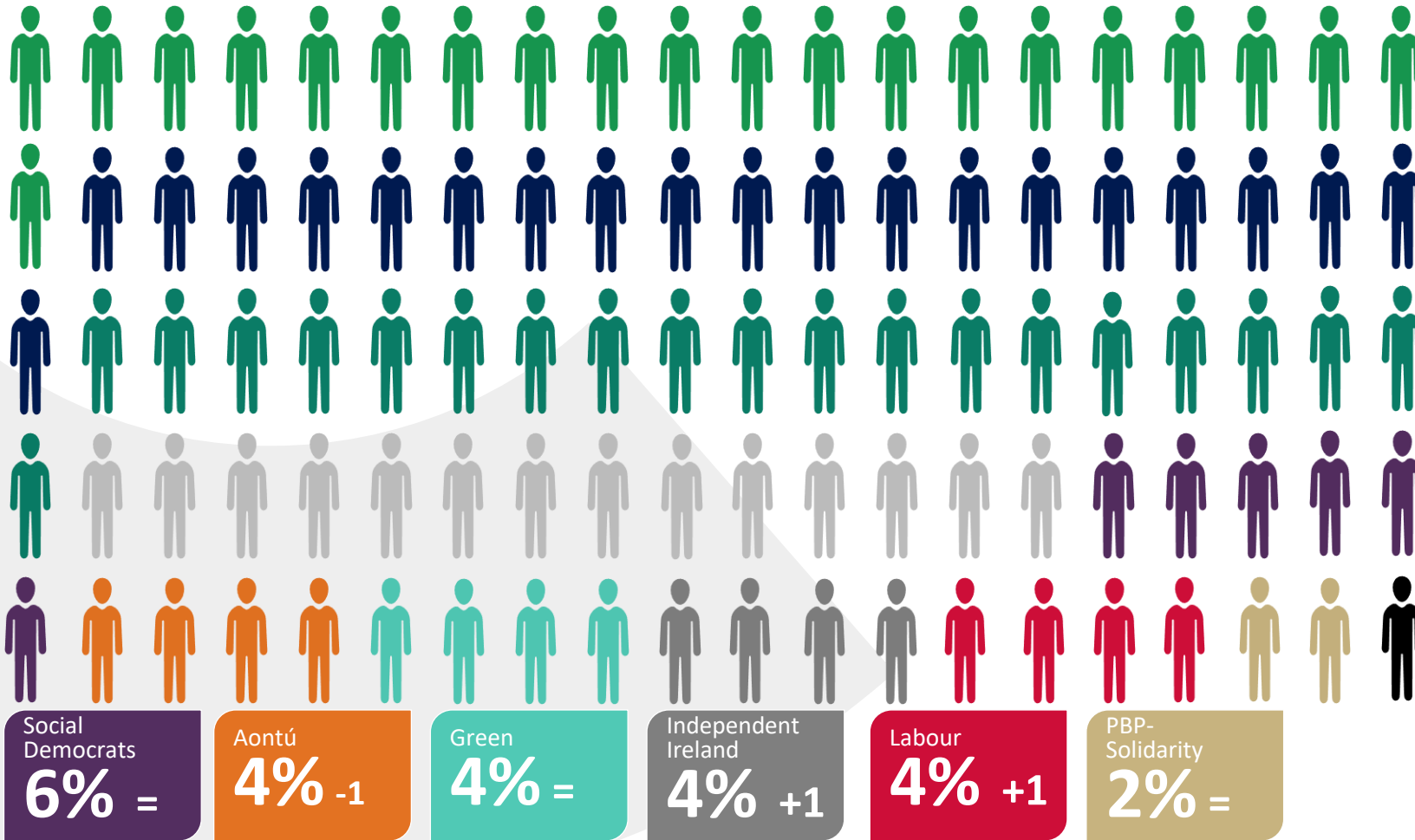


01

Vote Intention @ General Election

First preference vote intention – 27th November 2024

With change vs. last poll on November 10th 2024



Fianna Fáil
21% =

Fine Gael
20% -2

Sinn Féin
20% +2

Independents
14% -1

Other Party
1% =

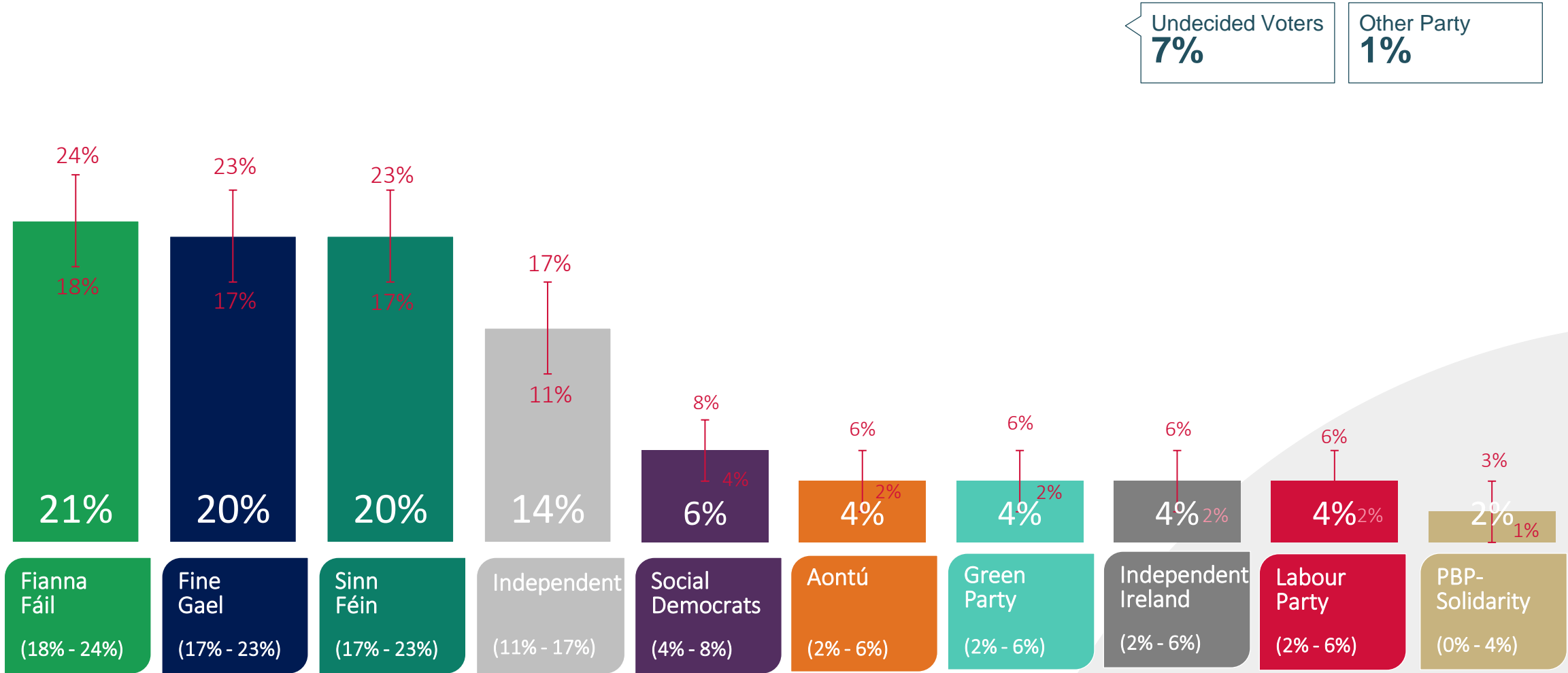
Undecided Voters
7% -3

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 – 27th November 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.



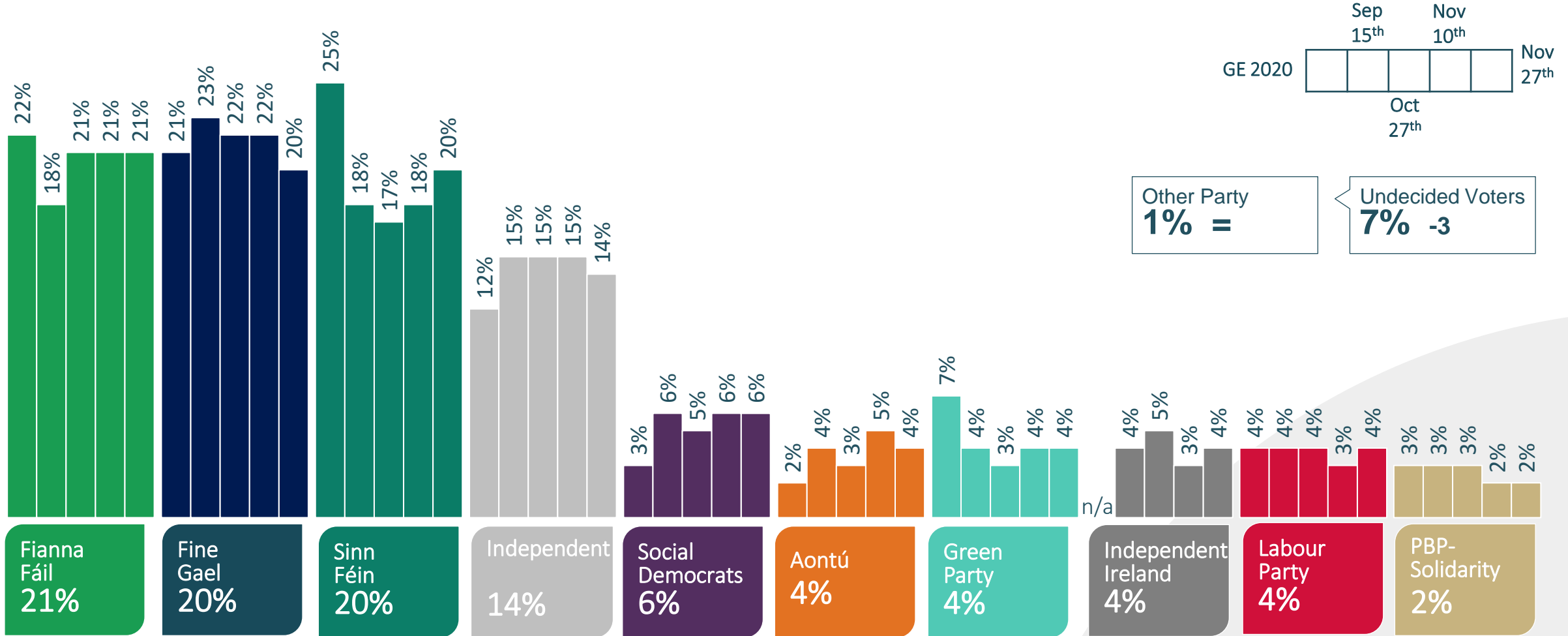
() shows the possible range of support for each party based on an estimated average margin of error calculation

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

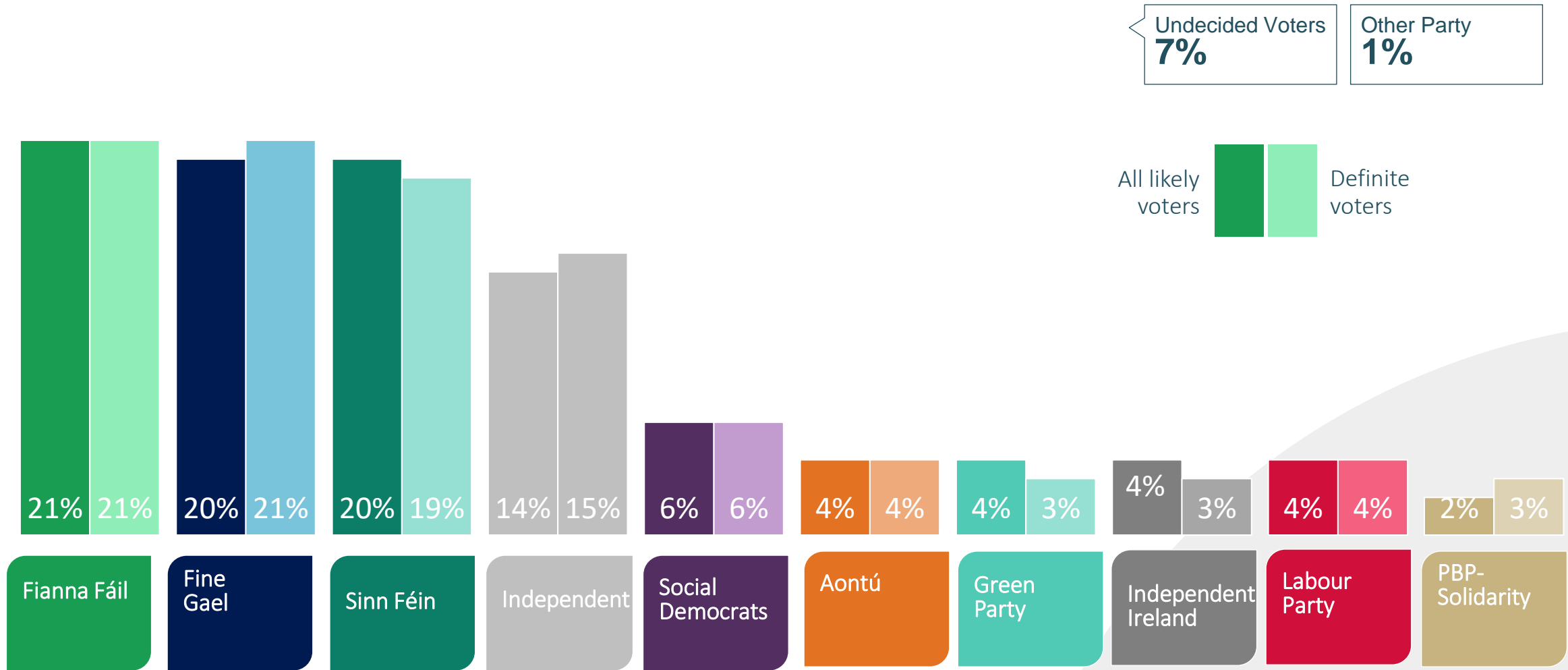
Shown over time and vs. last General Election Results



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)

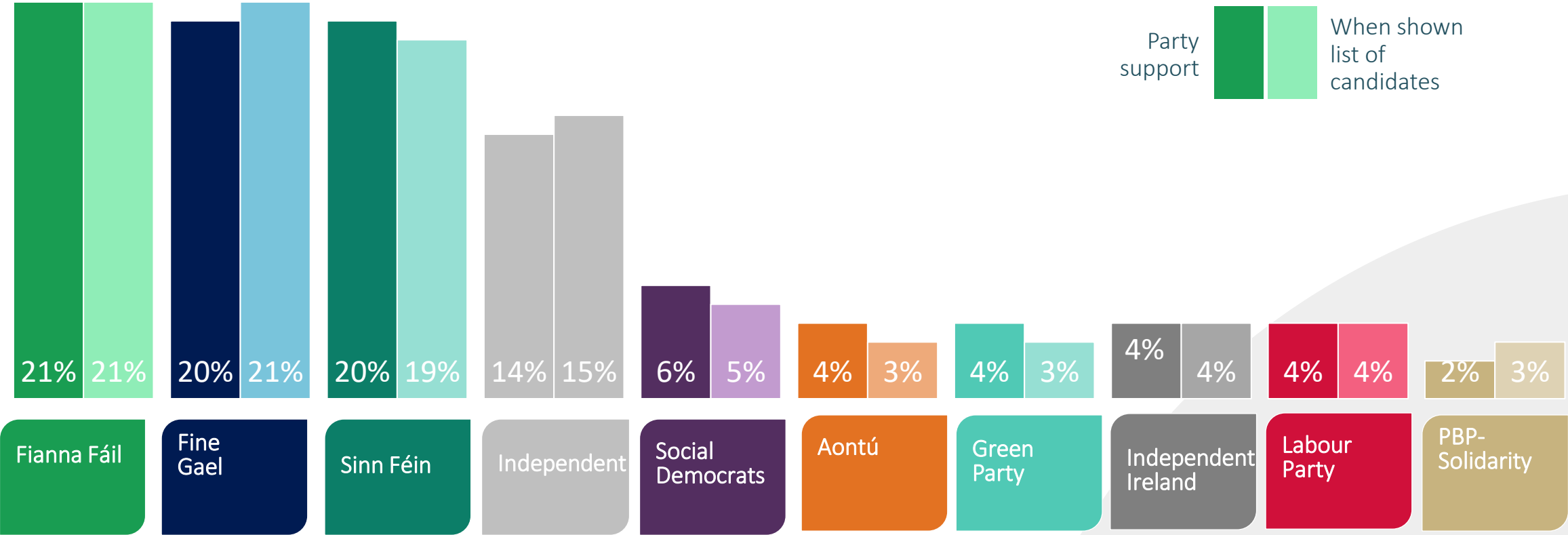
First preference vote intention – 27th November 2024

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).



First preference vote intention – 27th November 2024

The chart below shows the current claimed first preference party support vs claimed first preference support when respondents were shown a list of candidates in their constituency



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

27 th November 2024	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Fianna Fáil	17%	18%	20%	21%
Fine Gael	17%	18%	20%	20%
Sinn Féin	18%	19%	21%	20%
An Independent Candidate	12%	12%	14%	14%
Social Democrats	5%	5%	6%	6%
Aontú	3%	3%	4%	4%
Green Party	4%	4%	4%	4%
Independent Ireland	3%	4%	4%	4%
Labour Party	3%	4%	4%	4%
People Before Profit-Solidarity	3%	3%	2%	2%
Other	1%	1%	1%	1%
Would not vote	2%	2%		
Undecided	12%	7%		

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

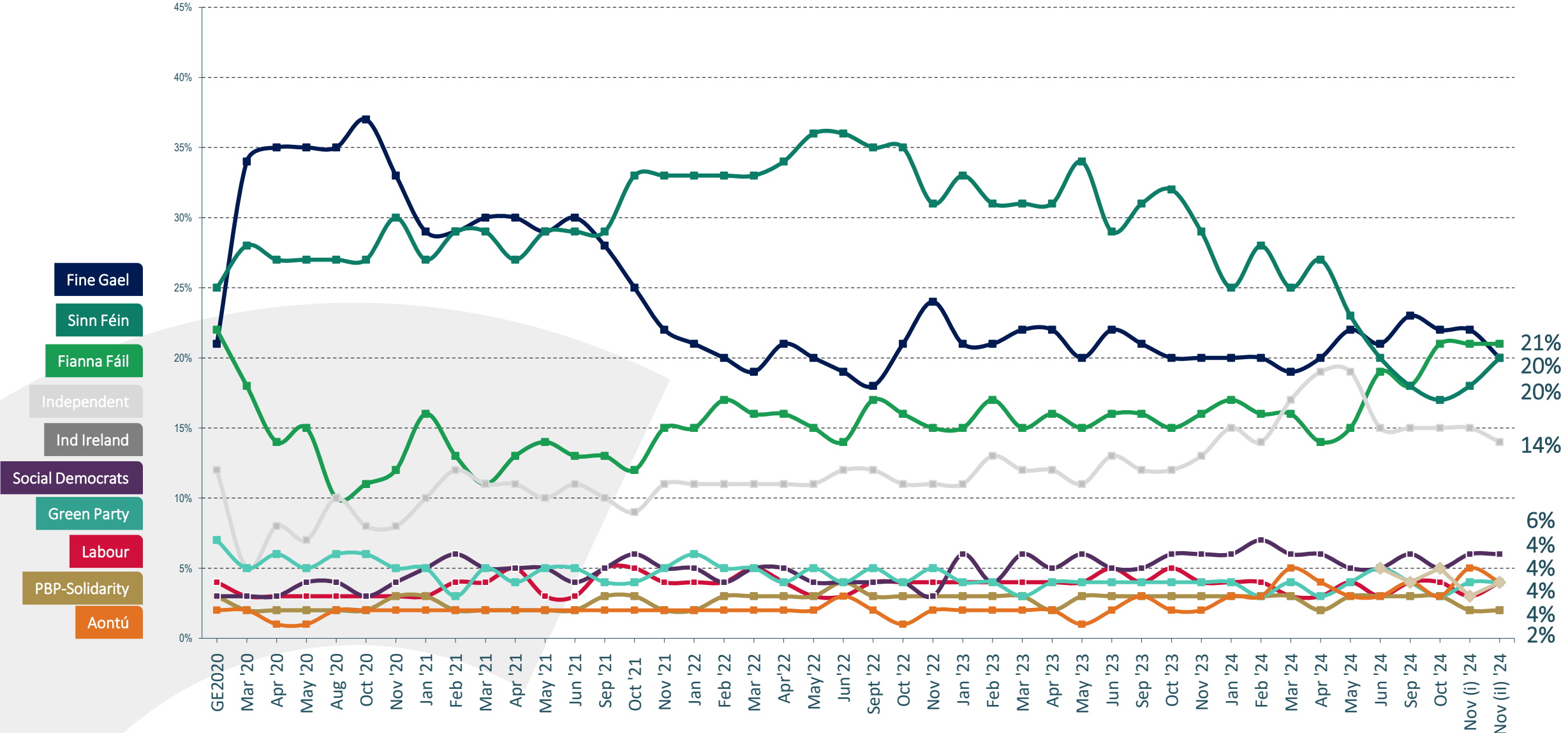
27 th November 2024		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fianna Fáil	21%	27%	16%	17%	21%	25%	23%	19%	15%	24%	28%	16%
Fine Gael	20%	20%	21%	14%	16%	29%	22%	17%	21%	21%	19%	22%
Sinn Féin	20%	20%	19%	27%	22%	13%	16%	24%	21%	17%	15%	30%
An Independent Candidate	14%	11%	18%	10%	18%	13%	10%	17%	9%	17%	15%	18%
Social Democrats	6%	4%	8%	11%	5%	4%	8%	5%	8%	6%	7%	2%
Aontú	4%	4%	3%	3%	6%	3%	6%	2%	5%	2%	3%	6%
Green Party	4%	4%	3%	6%	3%	3%	5%	3%	6%	2%	4%	1%
Independent Ireland	4%	4%	4%	4%	4%	3%	3%	4%	2%	4%	6%	2%
Labour Party	4%	3%	4%	4%	3%	4%	4%	3%	6%	4%	2%	1%
People Before Profit-Solidarity	2%	2%	3%	4%	2%	2%	2%	3%	5%	3%	1%	1%

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



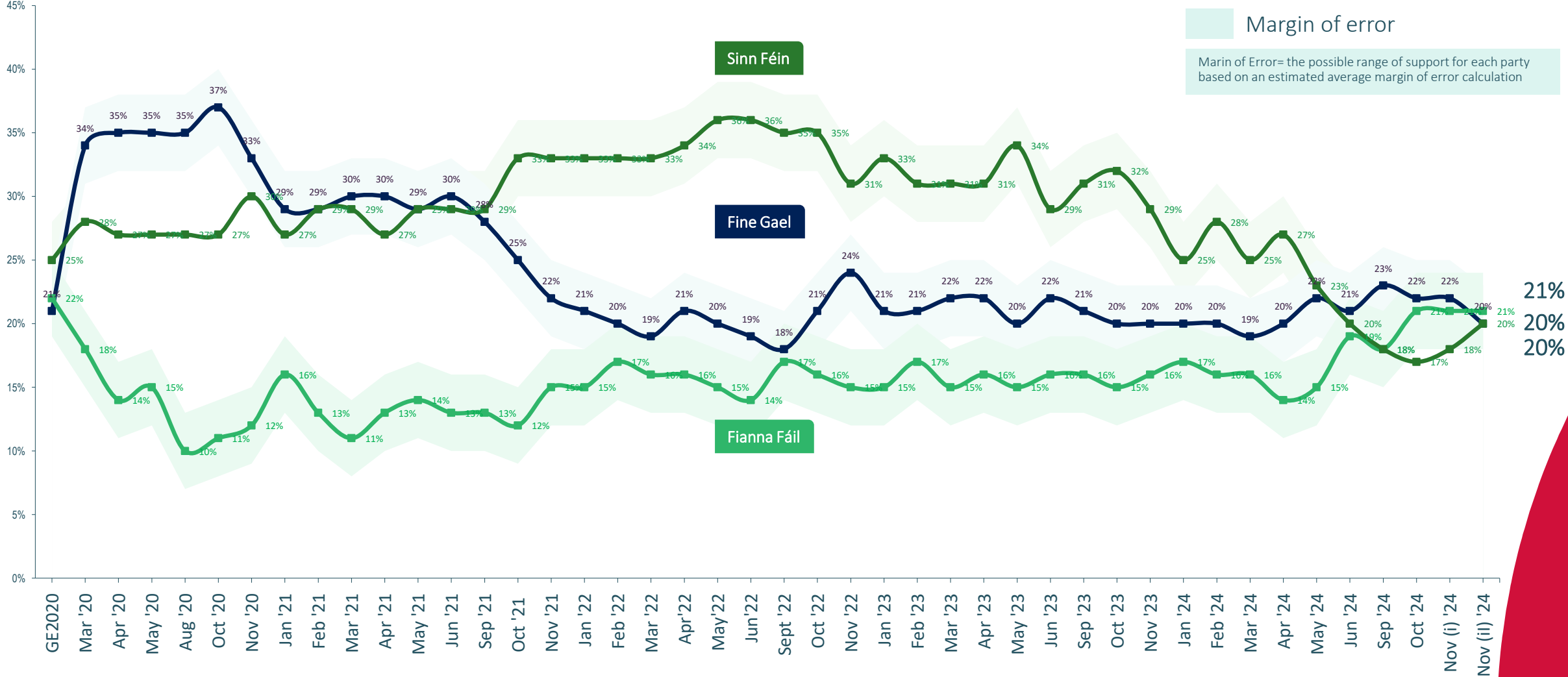
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention trend over time since GE 2020



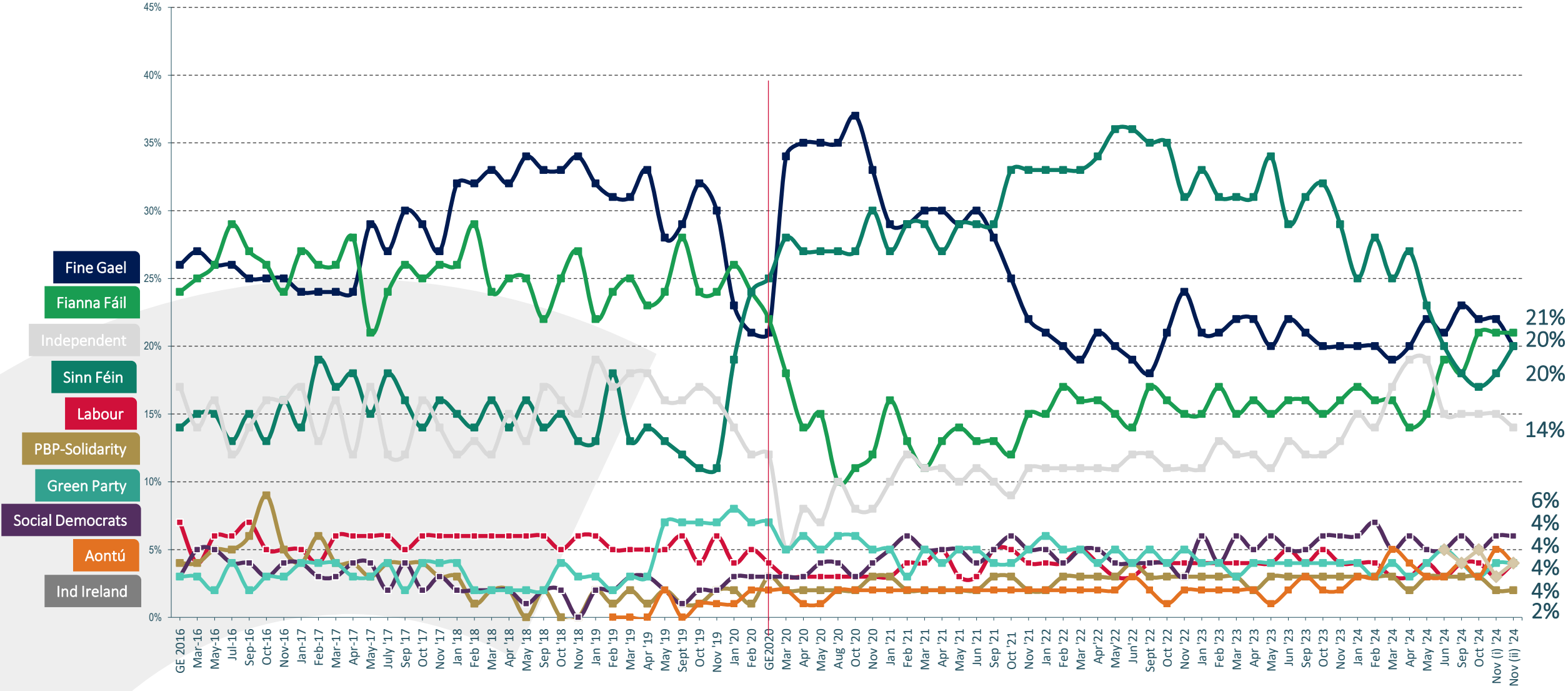
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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

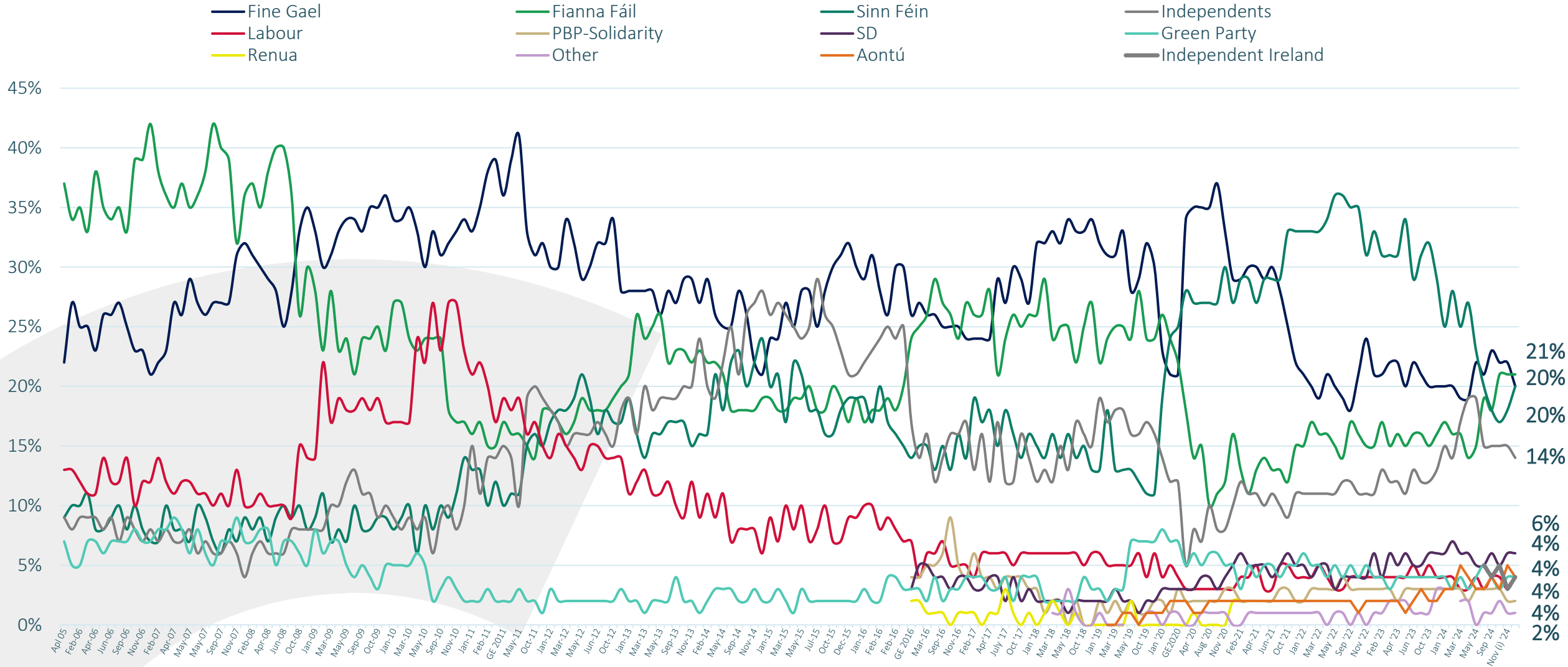


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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 etc. 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)

1st x 2nd preference vote intention



1st Preference Vote Intention:

	Total	Fianna Fáil	Fine Gael	Sinn Féin	Independent Candidate	Social Democrats	Labour	Aontú	Green Party	PBP-Solidarity	Independent Ireland
Unweighted base	737	141	134	165	113	41*	24*	27*	26*	23*	29*
Fianna Fáil	21%	46%	28%	6%	13%	4%	17%	12%	8%	-	22%
Fine Gael	17%	24%	36%	3%	11%	6%	6%	6%	20%	1%	11%
Sinn Féin	13%	8%	2%	34%	8%	22%	8%	19%	7%	28%	12%
Labour	3%	2%	2%	2%	2%	15%	6%	-	21%	-	-
Social Democrats	4%	2%	3%	5%	3%	-	4%	-	27%	8%	-
Aontú	2%	2%	-	2%	4%	-	-	-	-	6%	5%
People Before Profit-Solidarity	2%	-	-	5%	3%	6%	-	1%	-	-	5%
Green Party	3%	2%	4%	2%	1%	5%	9%	-	-	3%	-
Independent Ireland	2%	-	1%	1%	-	4%	7%	2%	-	-	3%
An Independent Candidate	14%	8%	9%	13%	31%	11%	16%	22%	3%	5%	17%
Other	3%	-	2%	3%	6%	-	3%	8%	-	-	5%
No 2nd preference given	17%	7%	14%	24%	19%	27%	25%	7%	14%	48%	20%

2nd Preference Vote Intention:

Q.5 In which constituency are you registered to vote *BEWARE VERY LOW BASE N=23-41

Q.6 Looking at the below list of candidates who are running in your constituency, please select to whom you would give your 1st, 2nd and 3rd preference votes if you were voting today. If you are unsure, please select the candidate you would be most likely to vote for.

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.

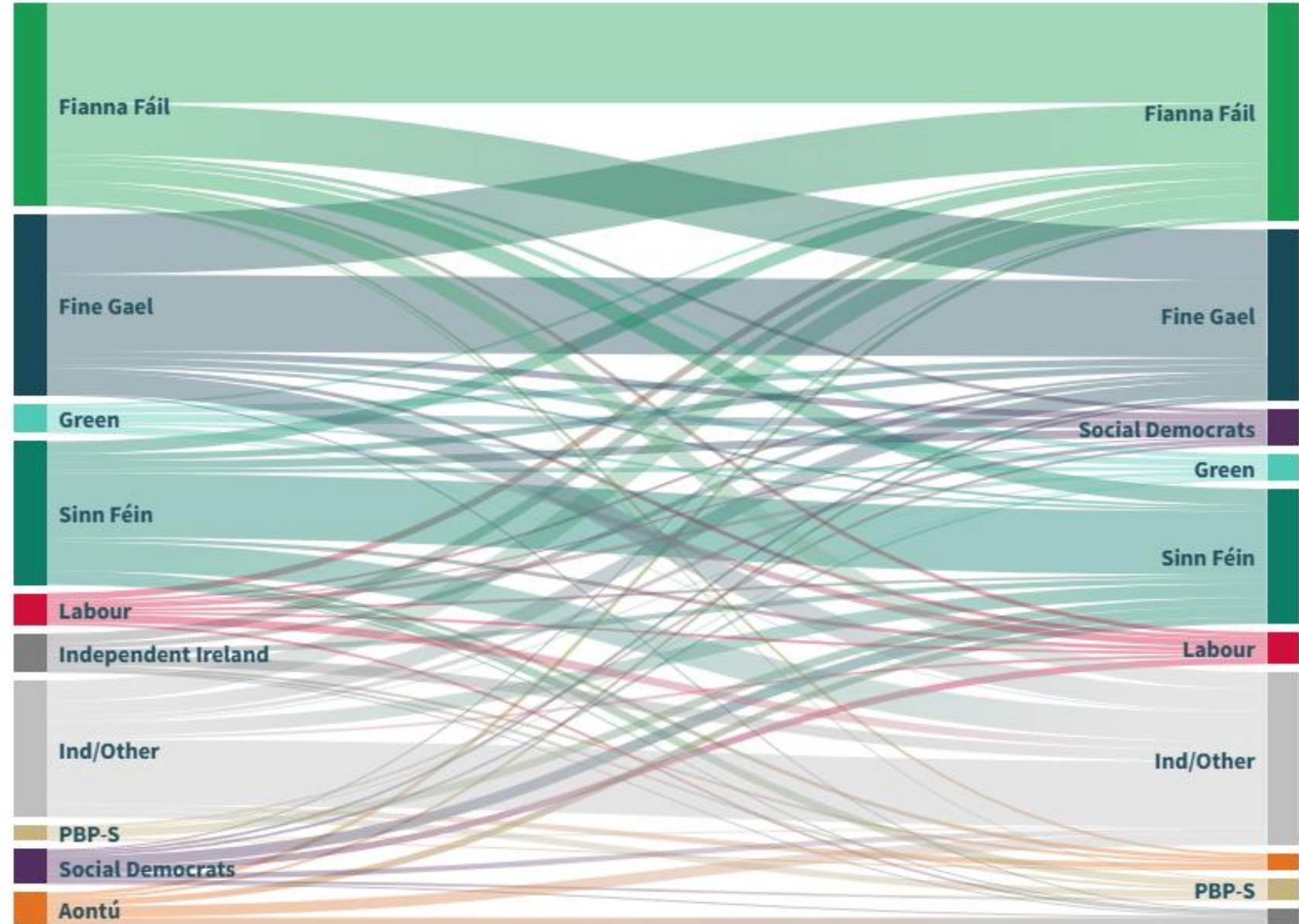
Strong cross-over in support between Fine Gael and Fianna Fáil

Sinn Féin likely to pick up transfers from independent candidates, Social Democrats, Aontú and PBP-S

Q.5 In which constituency are you registered to vote
Q.6 Looking at the below list of candidates who are running in your constituency, please select to whom you would give your 1st, 2nd and 3rd preference votes if you were voting today. If you are unsure, please select the candidate you would be most likely to vote for.

Transfer Patterns

1st Preference Vote Intention 2nd Preference Vote Intention





02

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

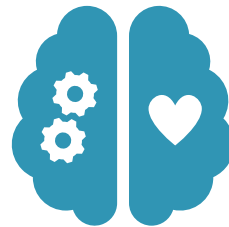
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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

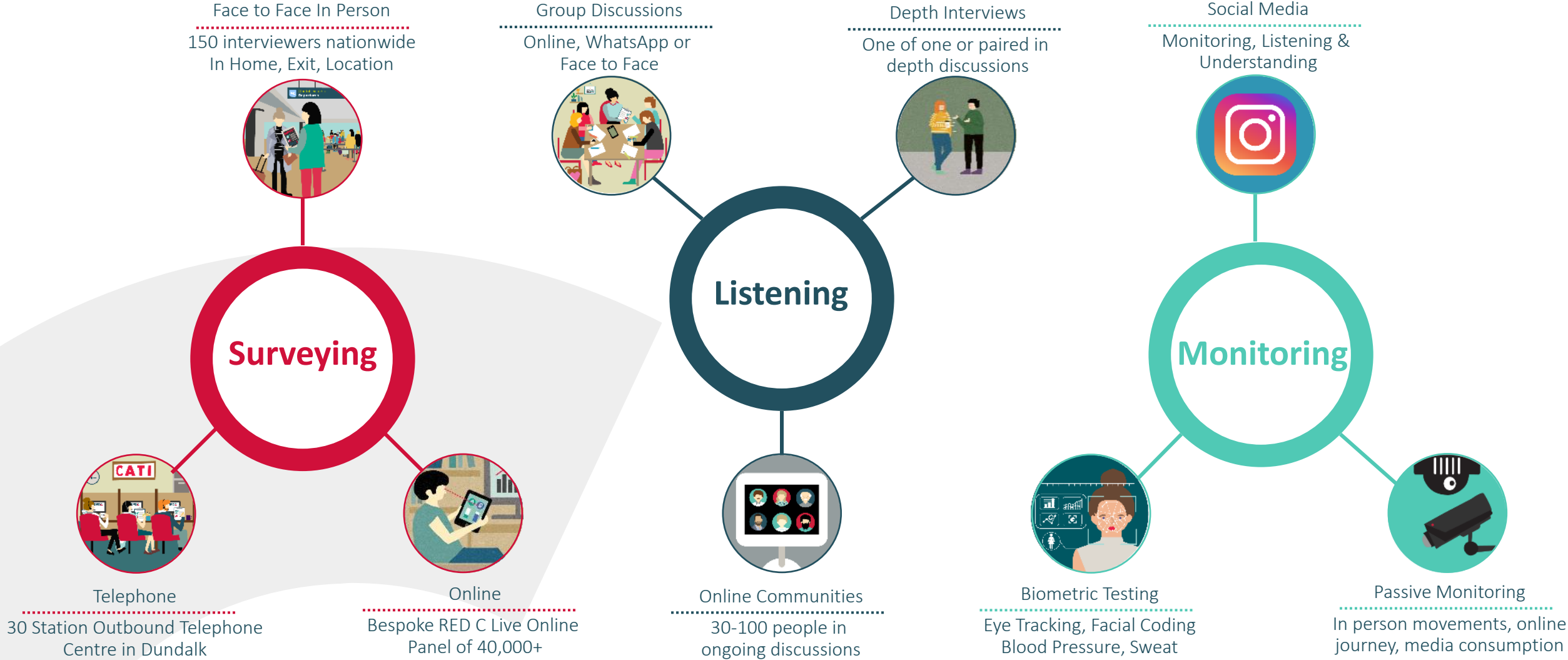
In markets across the world



RESEARCH
EVALUATION
DIRECTION
CLARITY



Using a variety of techniques to uncover & understand



RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

