

REDC

**Business
Post**

Opinion Poll Report November 2024

JN. 704824



Methodology and Weighting

- RED C interviewed a random sample of **1,208** adults aged 18+ between 1st – 7th November 2024
- A mixed mode approach was used, with 1008 interviews conducted online among our bespoke online panel RED C Live, while a further 200 interviews were conducted by telephone using RDD approach.
- Interviews are conducted across the country and the results weighted to the profile of all adults.
- People 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.
- Online a further past vote quota is included that looks at how people 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

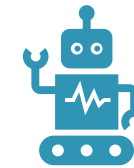
The highest online research quality standards in the industry

- 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



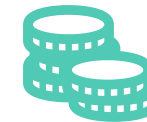
Pre-Screening

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



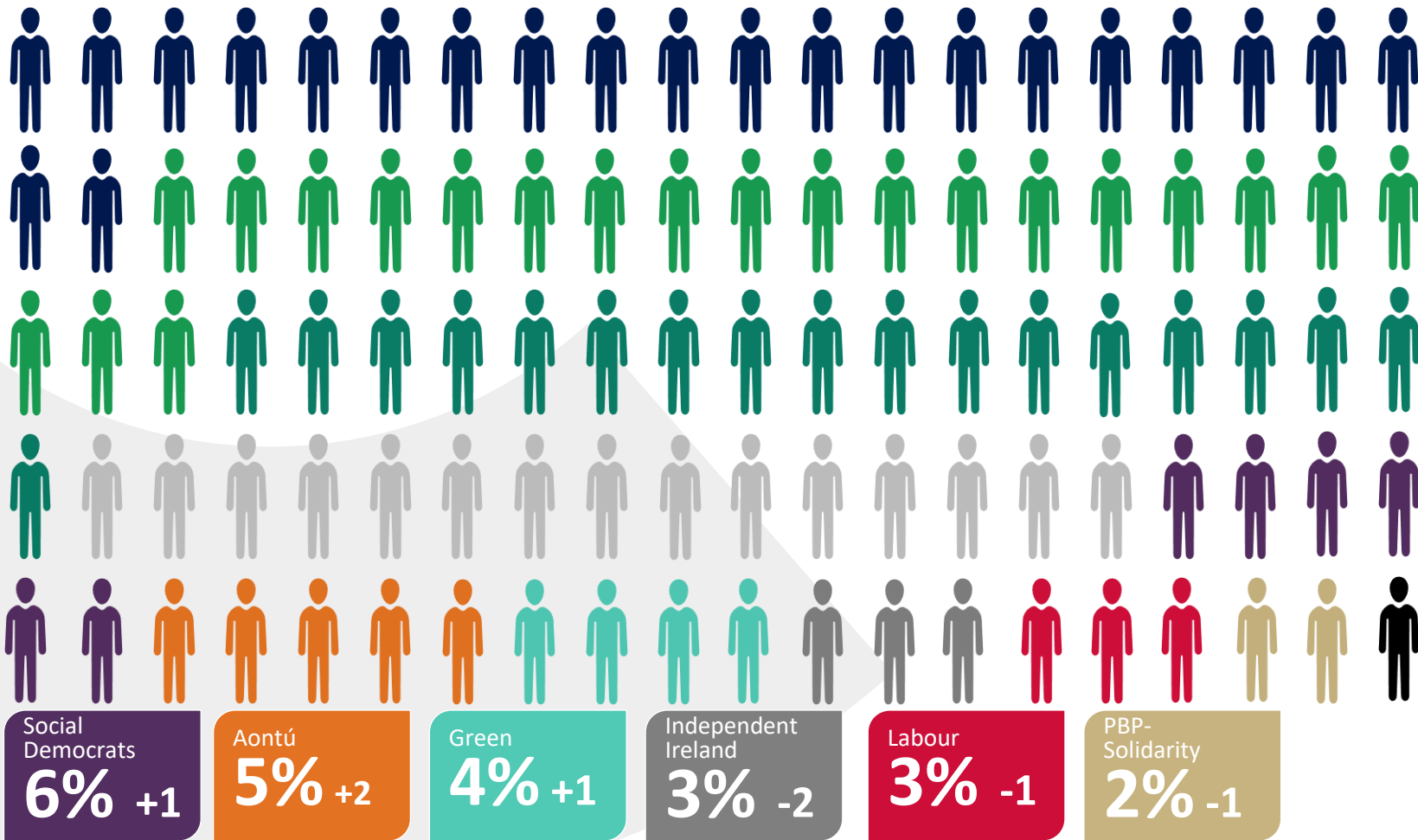


01

Vote Intention @ General Election

First preference vote intention – 10th November 2024

With change vs. last poll in October 2024



Fine Gael
22% =

Fianna Fáil
21% =

Sinn Féin
18% +1

Independents
15% =

Other Party
1% -1

Undecided Voters
10% -1

Social Democrats
6% +1

Aontú
5% +2

Green
4% +1

Independent Ireland
3% -2

Labour
3% -1

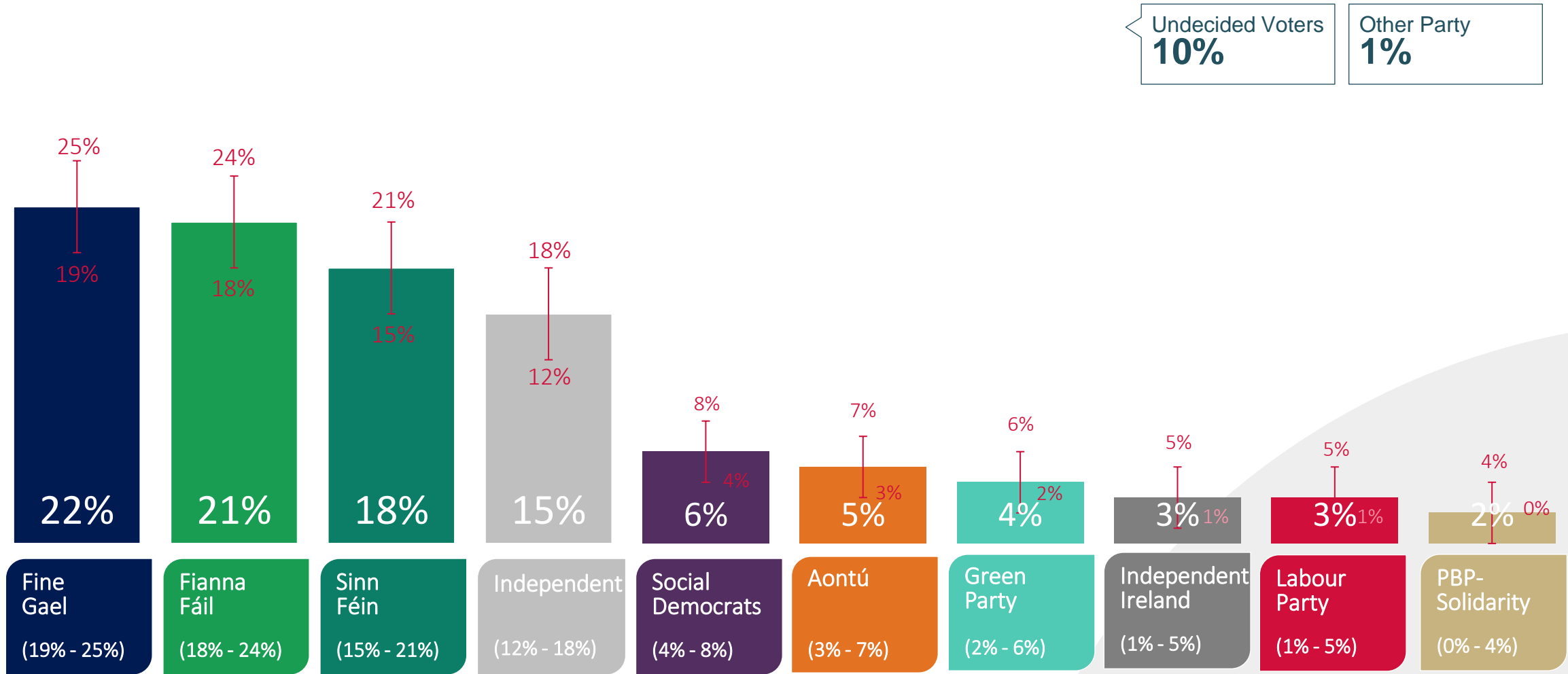
PBP-Solidarity
2% -1

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 – 10th 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.



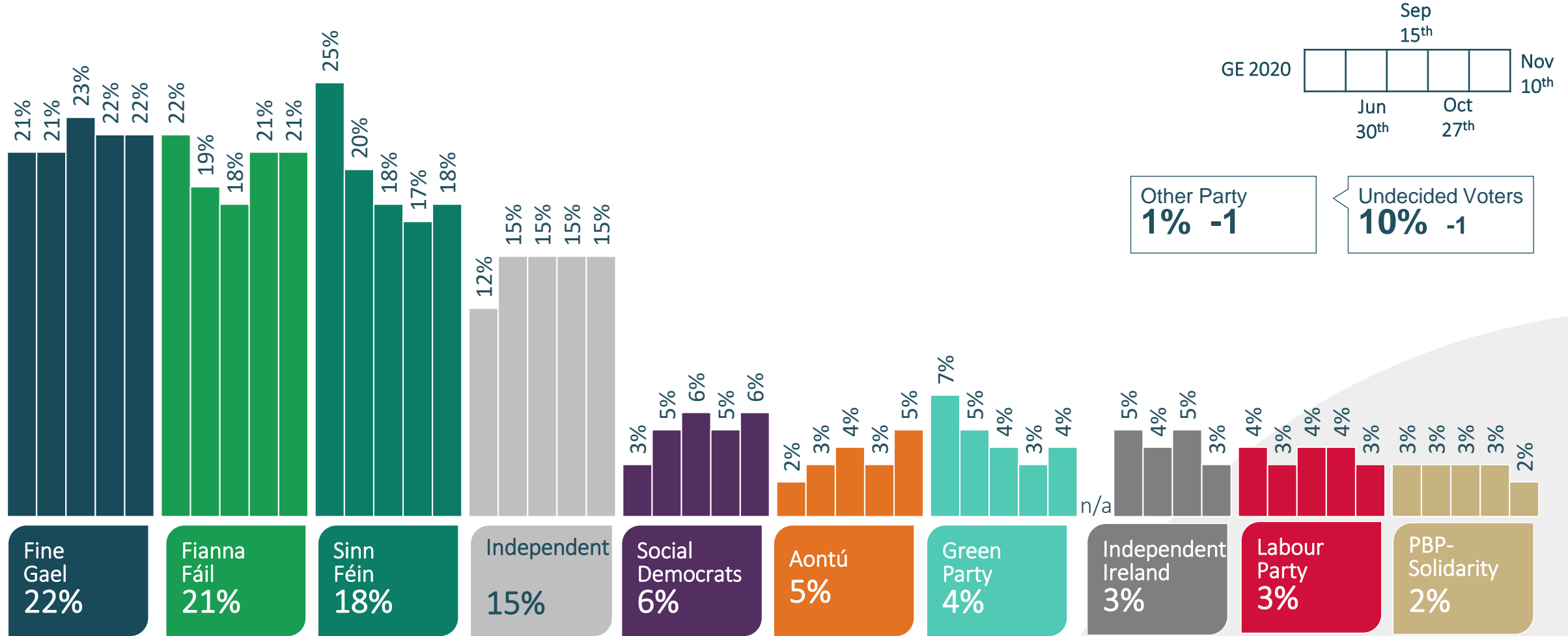
() shows the possible range of support for each party based on an estimated average margin of error calculation

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

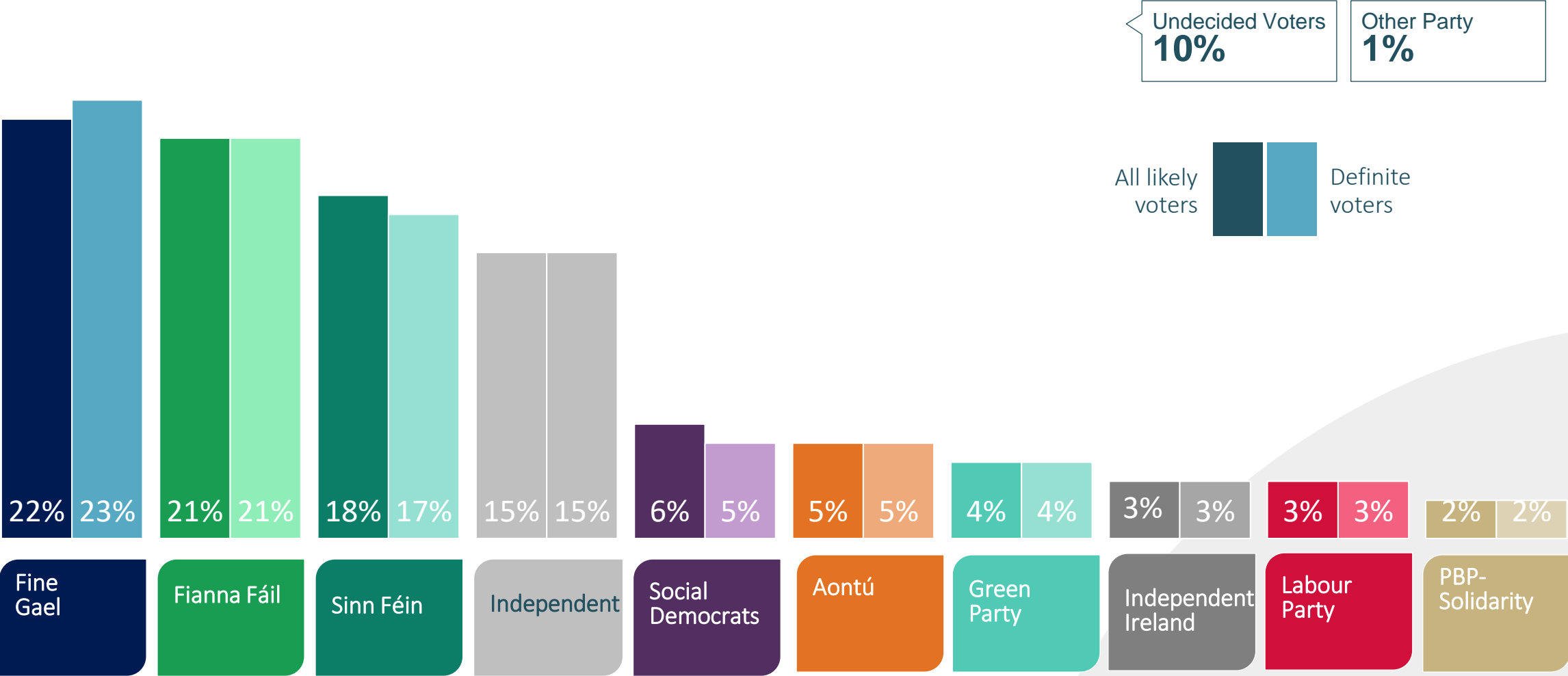
Shown over time and vs. last General Election Results



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 – 10th 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).



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

10 th November 2024	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Fine Gael	17%	18%	21%	22%
Fianna Fáil	17%	18%	20%	21%
Sinn Féin	15%	17%	19%	18%
An Independent Candidate	11%	13%	15%	15%
Social Democrats	5%	5%	6%	6%
Aontú	3%	4%	4%	5%
Green Party	3%	3%	4%	4%
Independent Ireland	3%	3%	4%	3%
Labour Party	3%	3%	3%	3%
People Before Profit-Solidarity	2%	2%	3%	2%
Other	1%	1%	1%	1%
Would not vote	3%	3%		
Undecided	17%	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

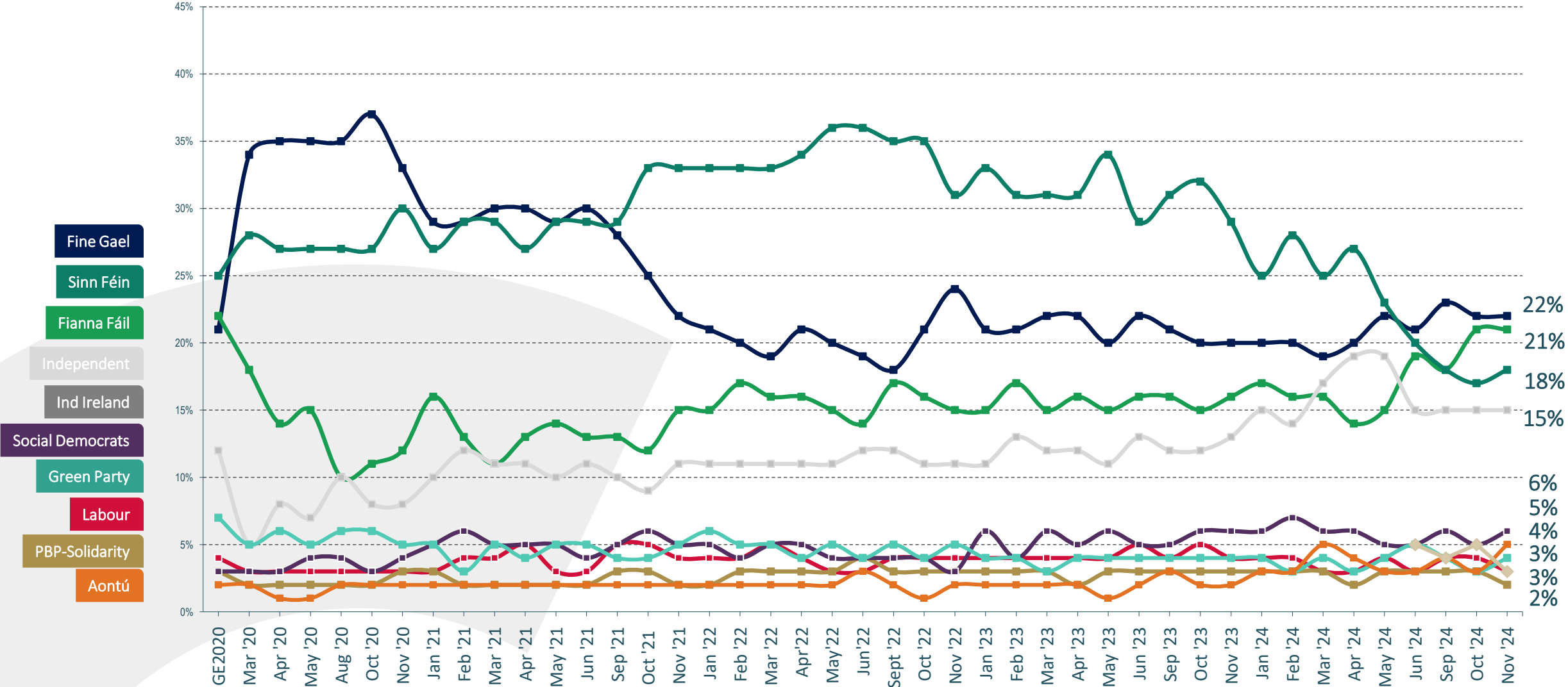
10 th November 2024		Gender		Age			Social Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fine Gael	22%	20%	23%	13%	16%	31%	22%	20%	20%	20%	23%	27%
Fianna Fáil	21%	21%	21%	13%	23%	24%	23%	19%	15%	25%	27%	15%
Sinn Féin	18%	19%	16%	27%	16%	14%	16%	20%	20%	17%	14%	20%
An Independent Candidate	15%	13%	17%	11%	19%	13%	12%	18%	11%	18%	12%	22%
Social Democrats	6%	6%	5%	10%	6%	4%	7%	4%	7%	3%	7%	4%
Aontú	5%	6%	3%	4%	7%	3%	5%	4%	6%	6%	3%	1%
Green Party	4%	3%	5%	8%	2%	4%	5%	3%	6%	3%	5%	0
Independent Ireland	3%	4%	3%	4%	4%	2%	3%	4%	3%	2%	3%	5%
Labour Party	3%	4%	3%	2%	3%	4%	3%	3%	5%	2%	3%	1%
People Before Profit-Solidarity	2%	2%	3%	4%	3%	1%	2%	3%	4%	2%	2%	1%

Not Showing Other Party: 0-4%

(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



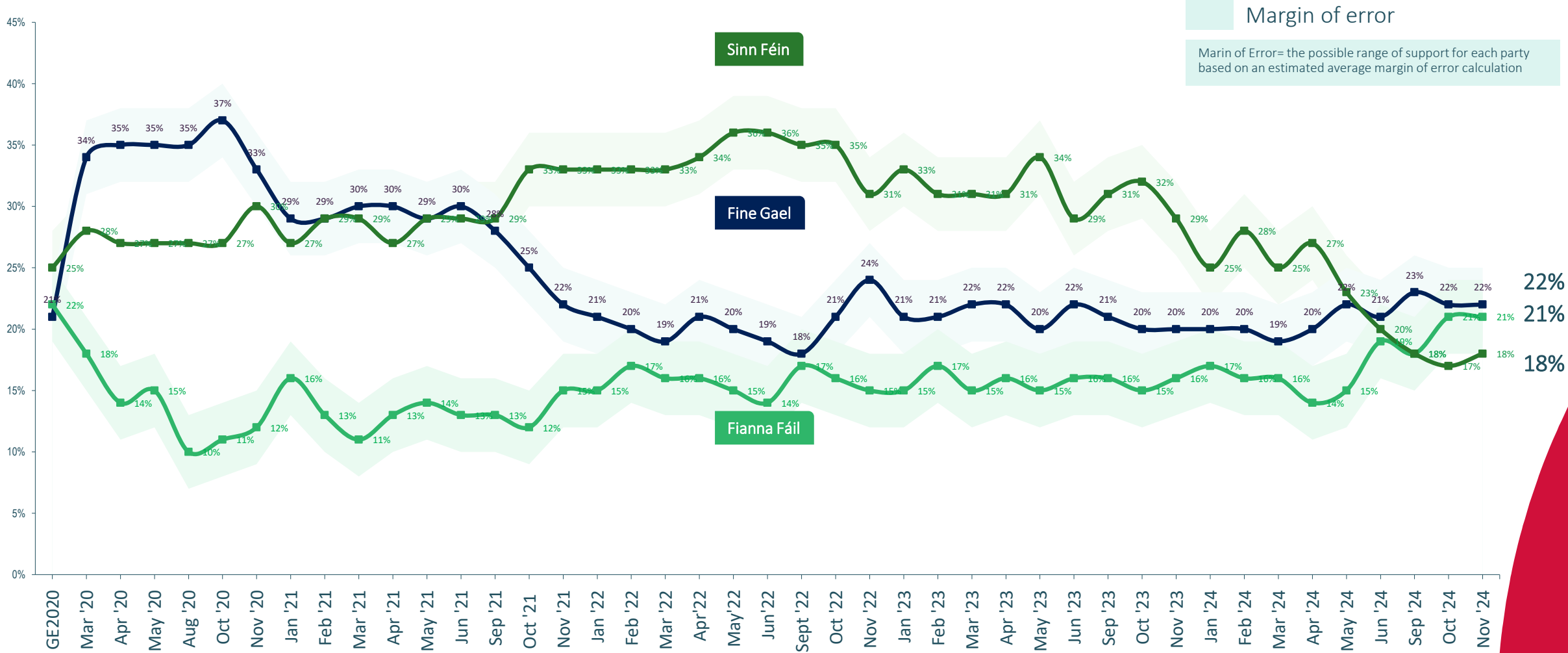
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention trend over time since GE 2020



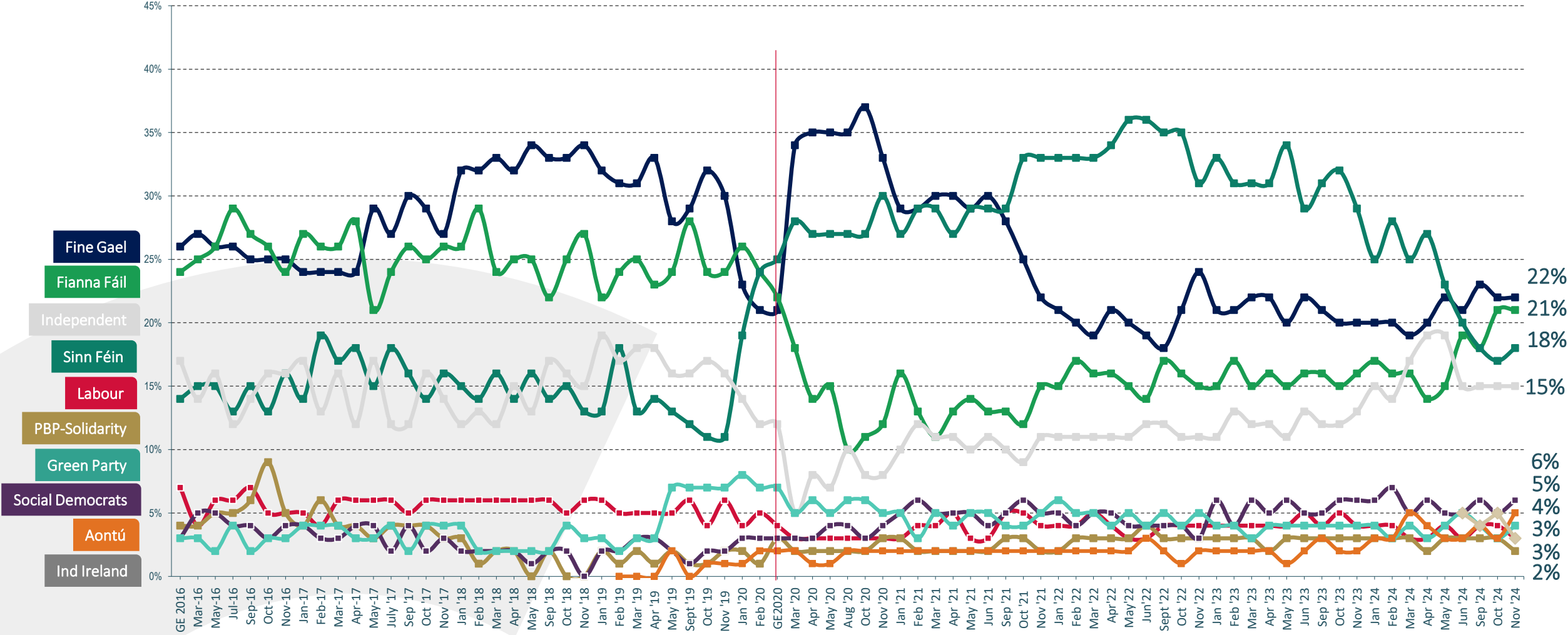
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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)

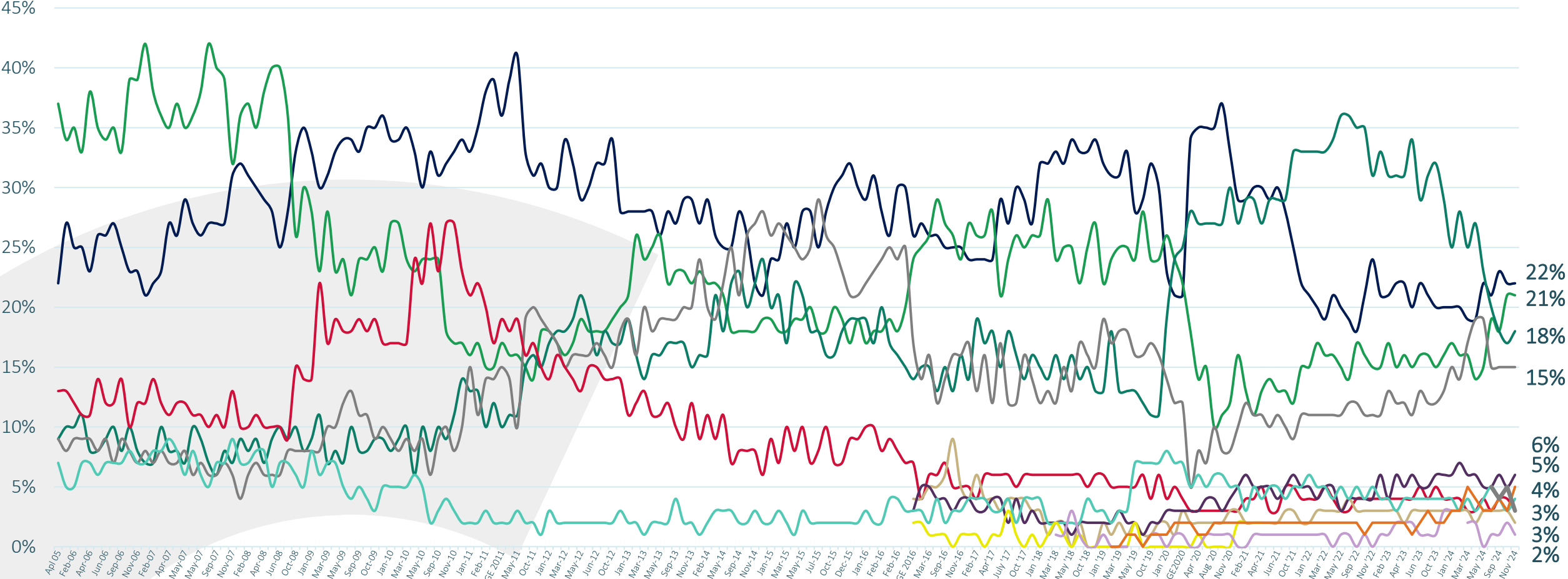
(Base: All adults 18+ who will vote)

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

- 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

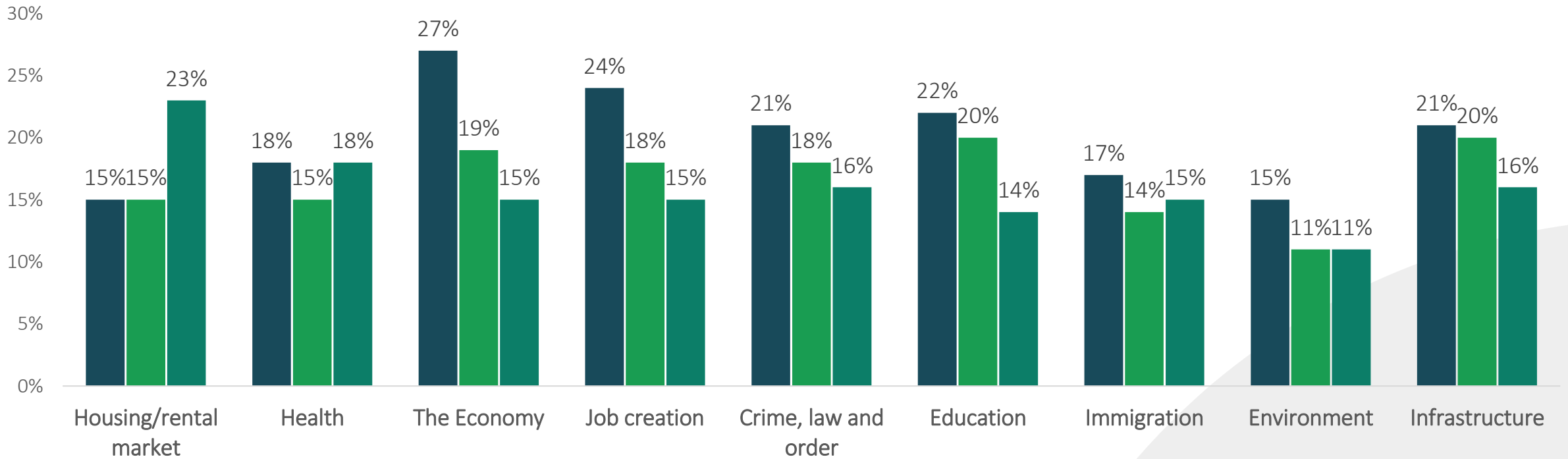
Topical Political Issues

Fine Gael lead on the economy, Sinn Féin on housing

On several issues voters do not think any of the parties are best equipped to manage areas including Housing, Health, Crime, and Immigration

% think party best equipped to deal with area

■ Fine Gael ■ Fianna Fáil ■ Sinn Féin



No Party	23%	25%	18%	18%	22%	17%	27%	18%	19%
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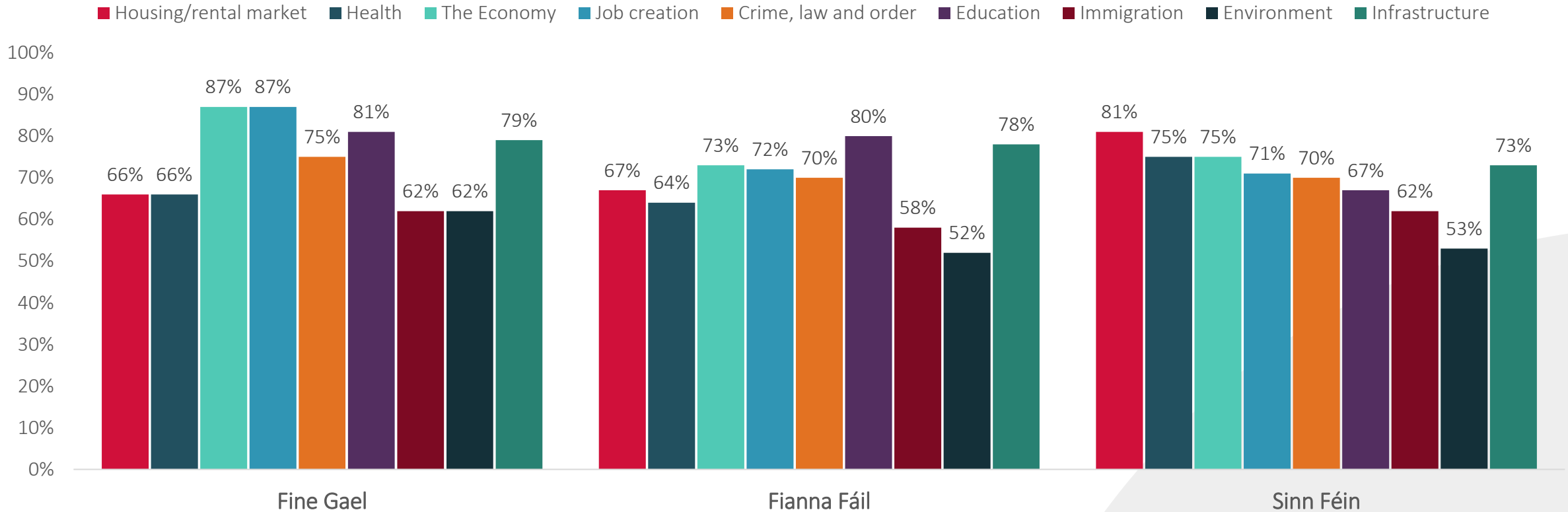
Green Party
27%

Q. Regardless of whom you would give your first preference vote to, which party, if any, do you think is best equipped to manage the following areas over the next 5 years?

Fine Gael voters most convinced with party on economy

FF voters most convinced with party on Education, SF supporters most convinced with party on Housing

% of own party supporters who think the party best equipped to deal with area



Q. Regardless of whom you would give your first preference vote to, which party, if any, do you think is best equipped to manage the following areas over the next 5 years?

Almost 1 in 4 don't feel any party leads on certain issues

Q. Regardless of whom you would give your first preference vote to, which party, if any, do you think is best equipped to manage the following areas over the next 5 years?

	Housing/ rental market	Health	The Economy	Job creation	Crime, law and order	Education	Immigration	Environment	Infrastructur e
Fine Gael	15%	18%	27%	24%	21%	22%	17%	15%	21%
Fianna Fáil	15%	15%	19%	18%	18%	20%	14%	11%	20%
Sinn Féin	23%	18%	15%	15%	16%	14%	15%	11%	16%
Independent candidates	6%	5%	6%	6%	7%	6%	7%	6%	6%
Social Democrats	4%	4%	3%	3%	4%	5%	4%	3%	3%
Aontú	2%	2%	1%	1%	2%	3%	4%	2%	1%
The Green Party	1%	2%	2%	2%	1%	1%	1%	26%	3%
Labour	3%	3%	2%	7%	3%	4%	2%	2%	3%
People Before Profit- Solidarity	4%	4%	3%	3%	2%	3%	3%	2%	3%
Independent Ireland	3%	2%	2%	2%	3%	3%	4%	3%	3%
Other Party	2%	2%	2%	2%	2%	2%	3%	2%	2%
None of these	23%	25%	18%	18%	22%	17%	27%	18%	19%

Q. Regardless of whom you would give your first preference vote to, which party, if any, do you think is best equipped to manage the following areas over the next 5 years?



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

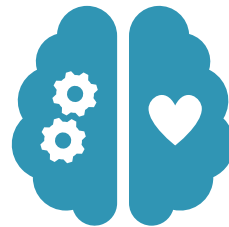
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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

