

REDC

**Business
Post**

Opinion Poll Report January 2025

JN. 761624



Methodology and Weighting

- RED C interviewed a random sample of **1,003** adults aged 18+ online between 17th to 22nd January 2025
- 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

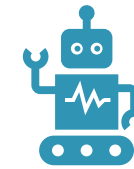
The highest online research quality standards in the industry

- 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



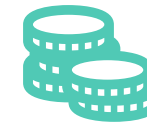
Pre-Screening

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



RED C Polling Accuracy

Closest pollster again at General Election 2024

RED C are delighted with the accuracy of our polling at the recent Irish General Election in Nov 2024. The final RED C Business Post poll had the joint best average error across all parties for our final poll, and the most accurate by far across the three main parties, correctly predicting that Fianna Fáil would have the largest vote share and that they would benefit most from transfers, and was more accurate than the exit poll.

The accuracy of our final poll conducted online vs. polls conducted face to face with larger sample sizes, confirms the ability of online polling to accurately predict elections.

The accuracy of our polls once again underlines the high quality of our research, in particular the quality controls for our online panel and the statistical controls and weighting matrices used to ensure a representative sample.

The RED C published polls in the Business Post, clearly gave the insight to the wider population very accurately from the start of the campaign. Our final poll (figure 1 below) had an average error of just 0.8% the lowest error seen across all polls, and ahead of the exit poll.

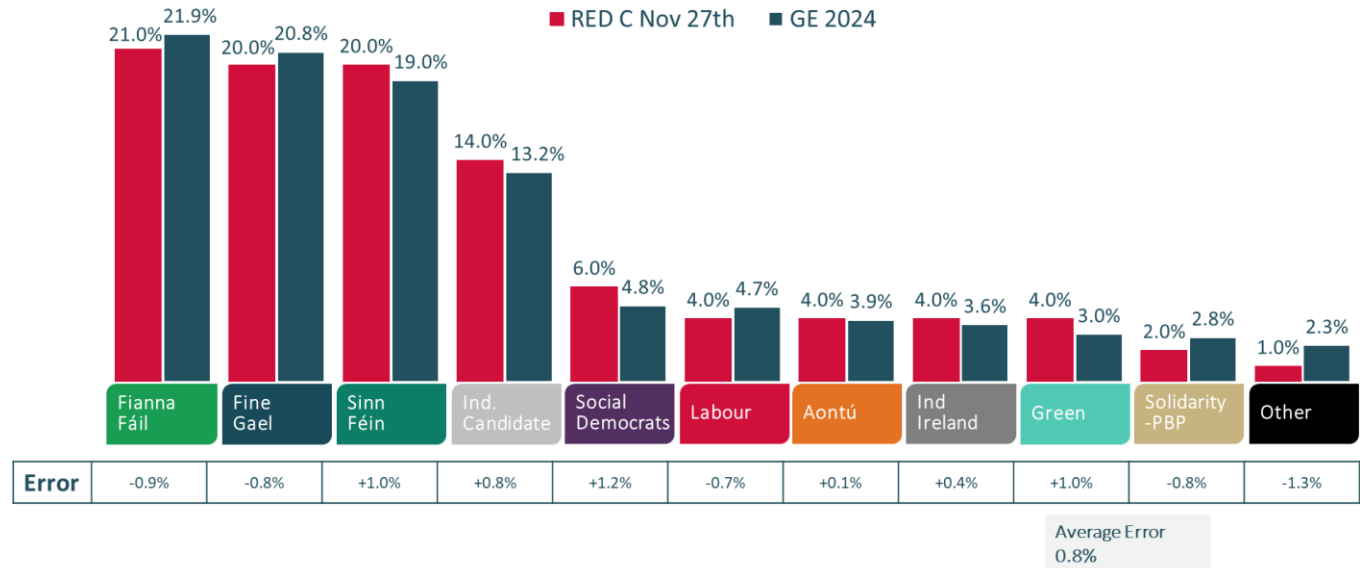
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

RED C were also the most accurate at predicting the GE 2020 election result, using both a telephone and an online methodology

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

RED C final GE 2024 Poll had an average error of just 0.8%

Final Online Poll During GE 2024



REDC LIVE

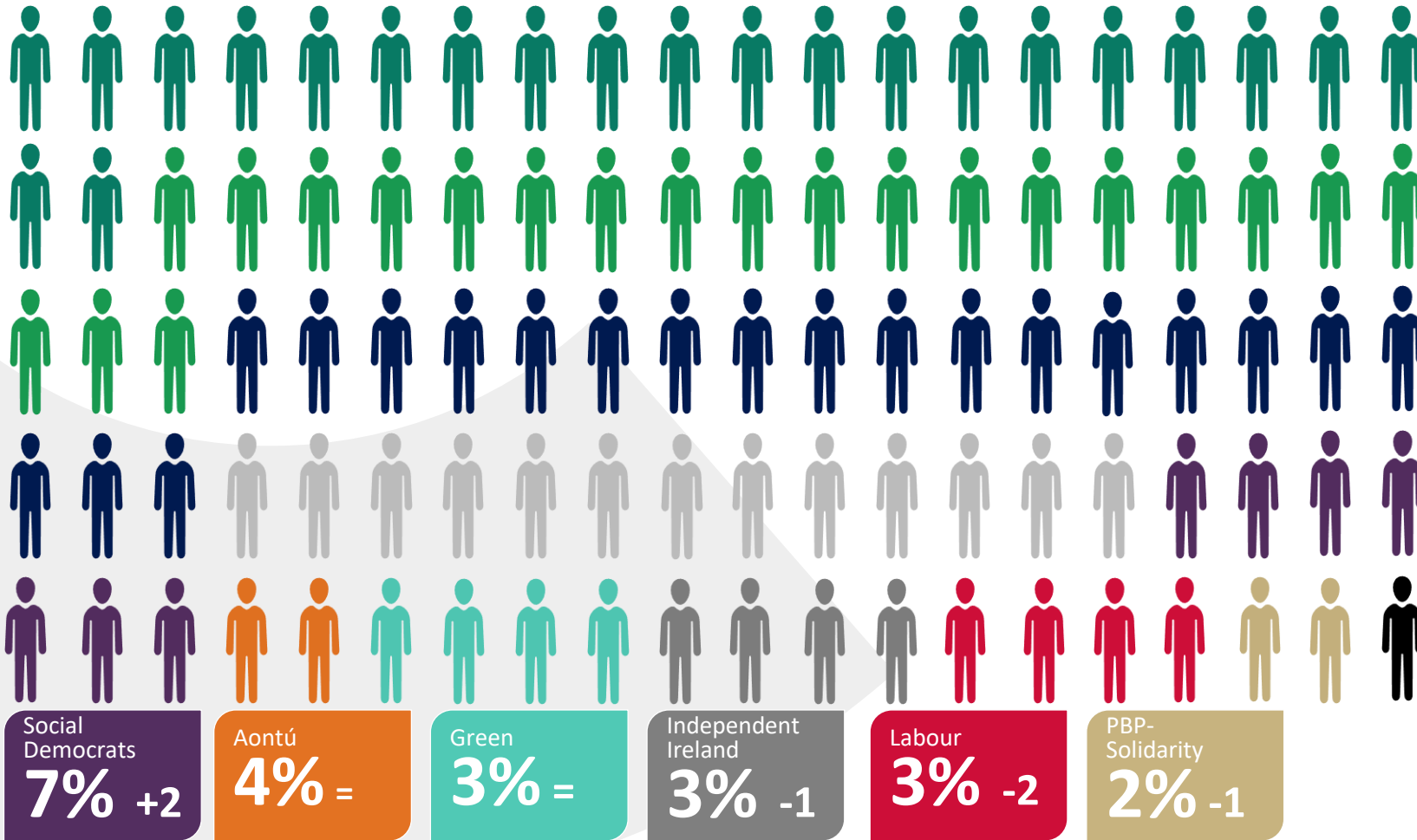


01

Vote Intention @ General Election

First preference vote intention – 26th January 2025

With change vs. November 2024 General Election

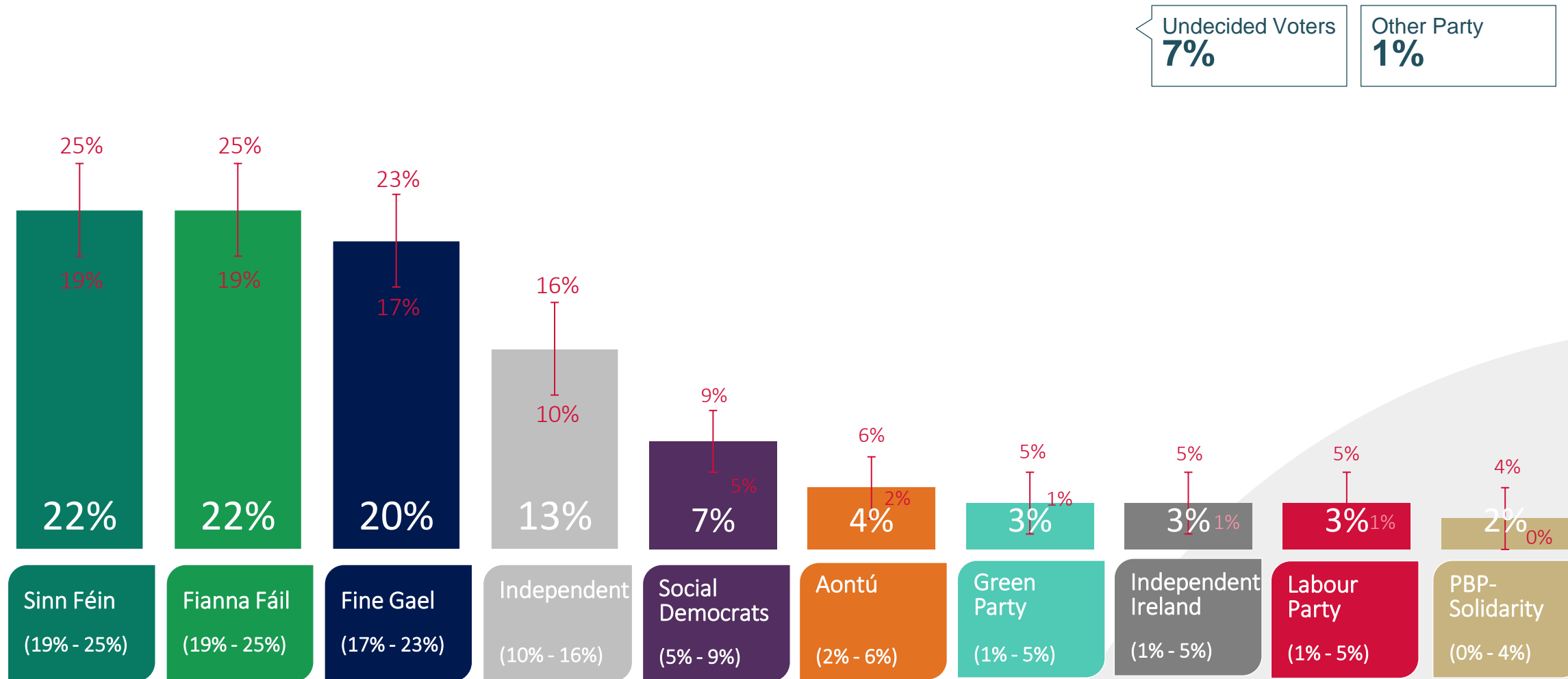


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 26th January 2025

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.

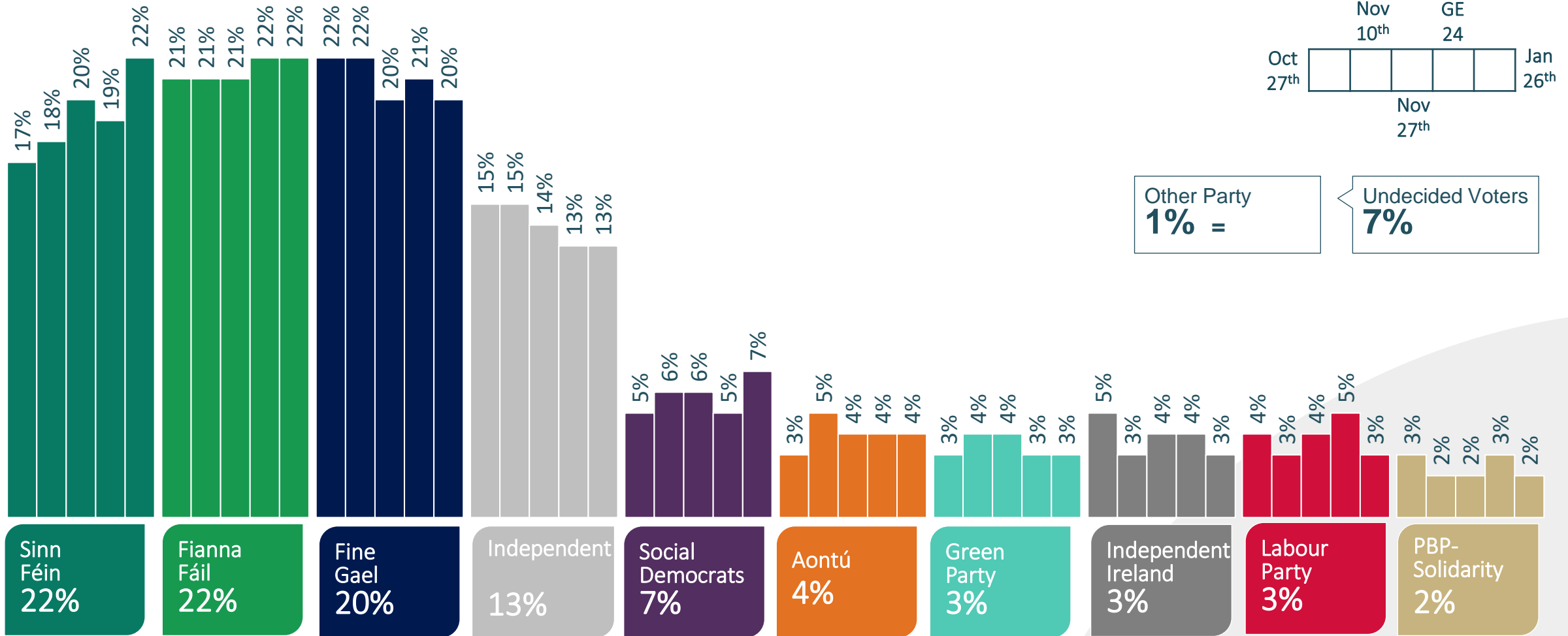


() shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

First preference vote intention

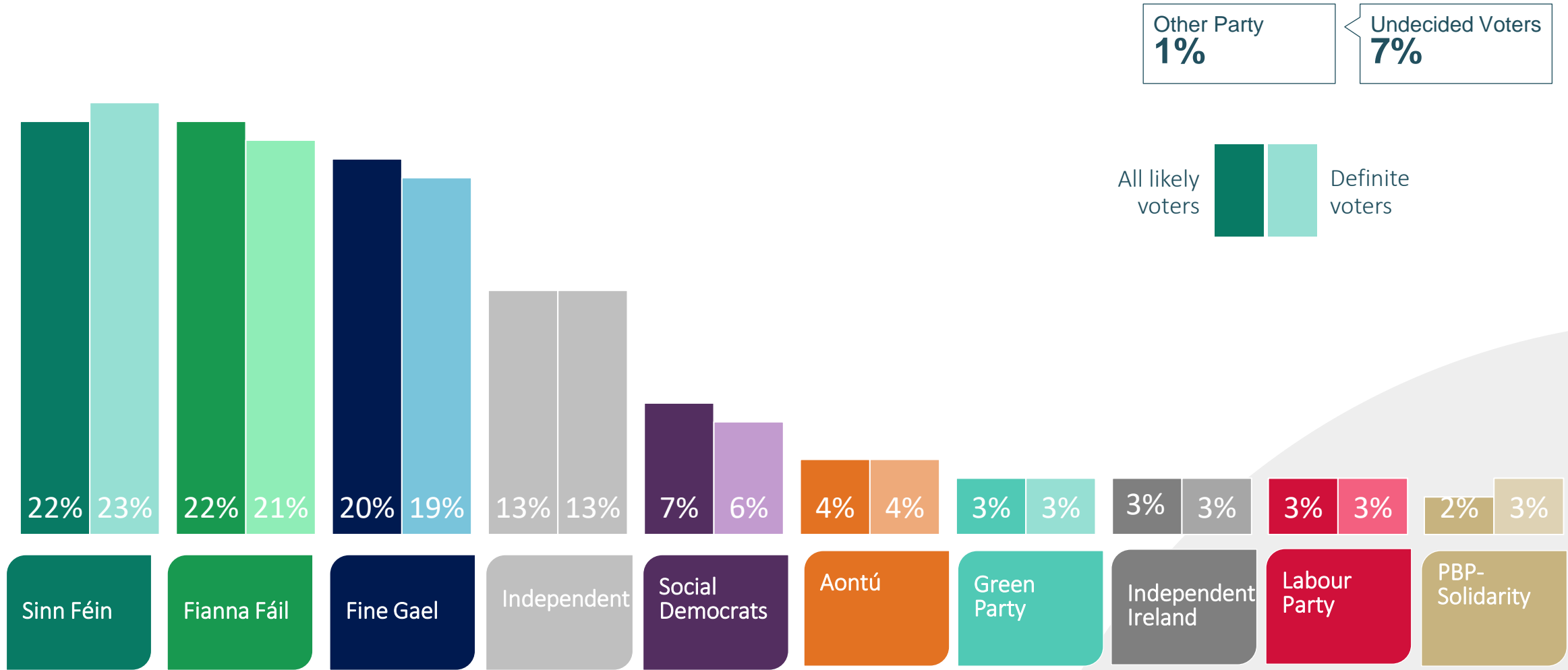
Shown over time and vs. last General Election Results



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 – 26th January 2025

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

26 th January 2025	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	20%	21%	23%	22%
Fianna Fáil	17%	19%	21%	22%
Fine Gael	17%	17%	19%	20%
An Independent Candidate	11%	12%	13%	13%
Social Democrats	6%	7%	7%	7%
Aontú	3%	3%	4%	4%
Green Party	3%	3%	3%	3%
Independent Ireland	3%	3%	3%	3%
Labour Party	3%	3%	3%	3%
People Before Profit-Solidarity	2%	2%	3%	2%
Other Party	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

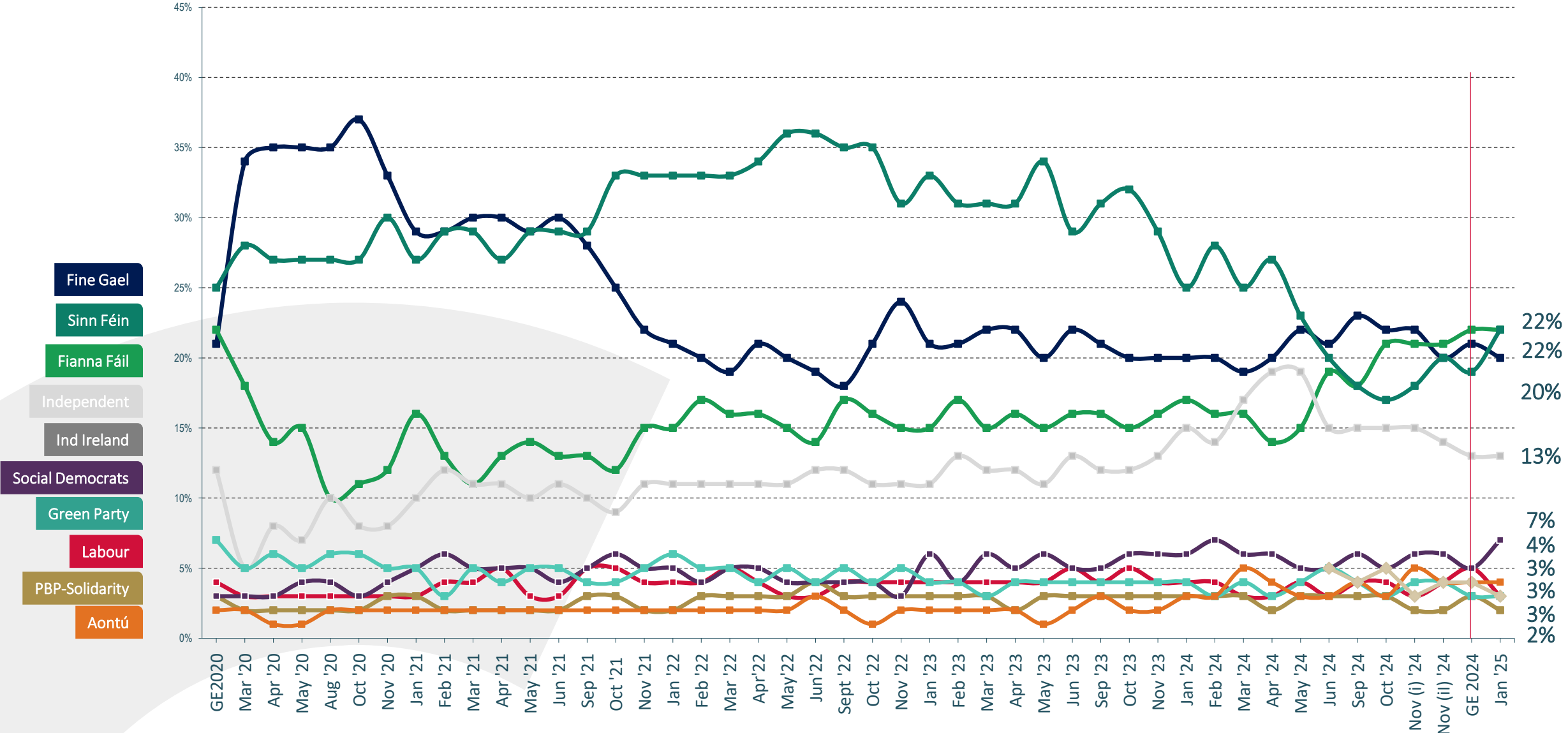
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

26 th January 2025	Gender		Age			Social Class		Region				
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	22%	21%	23%	28%	25%	16%	18%	29%	22%	26%	15%	26%
Fianna Fáil	22%	23%	20%	16%	21%	25%	27%	17%	18%	21%	25%	22%
Fine Gael	20%	20%	20%	12%	18%	25%	21%	15%	22%	17%	21%	19%
An Independent Candidate	13%	11%	15%	8%	16%	13%	9%	16%	9%	13%	17%	13%
Social Democrats	7%	6%	7%	13%	5%	4%	8%	6%	9%	5%	8%	3%
Aontú	4%	4%	3%	3%	2%	5%	4%	3%	5%	2%	3%	4%
Green Party	3%	3%	3%	5%	3%	2%	4%	2%	4%	3%	4%	1%
Independent Ireland	3%	4%	3%	2%	3%	4%	2%	4%	2%	4%	5%	2%
Labour Party	3%	5%	2%	2%	3%	5%	4%	3%	5%	5%	1%	-
People Before Profit-Solidarity	2%	3%	2%	4%	3%	1%	3%	2%	4%	3%	1%	1%

Not Showing Other Party
(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



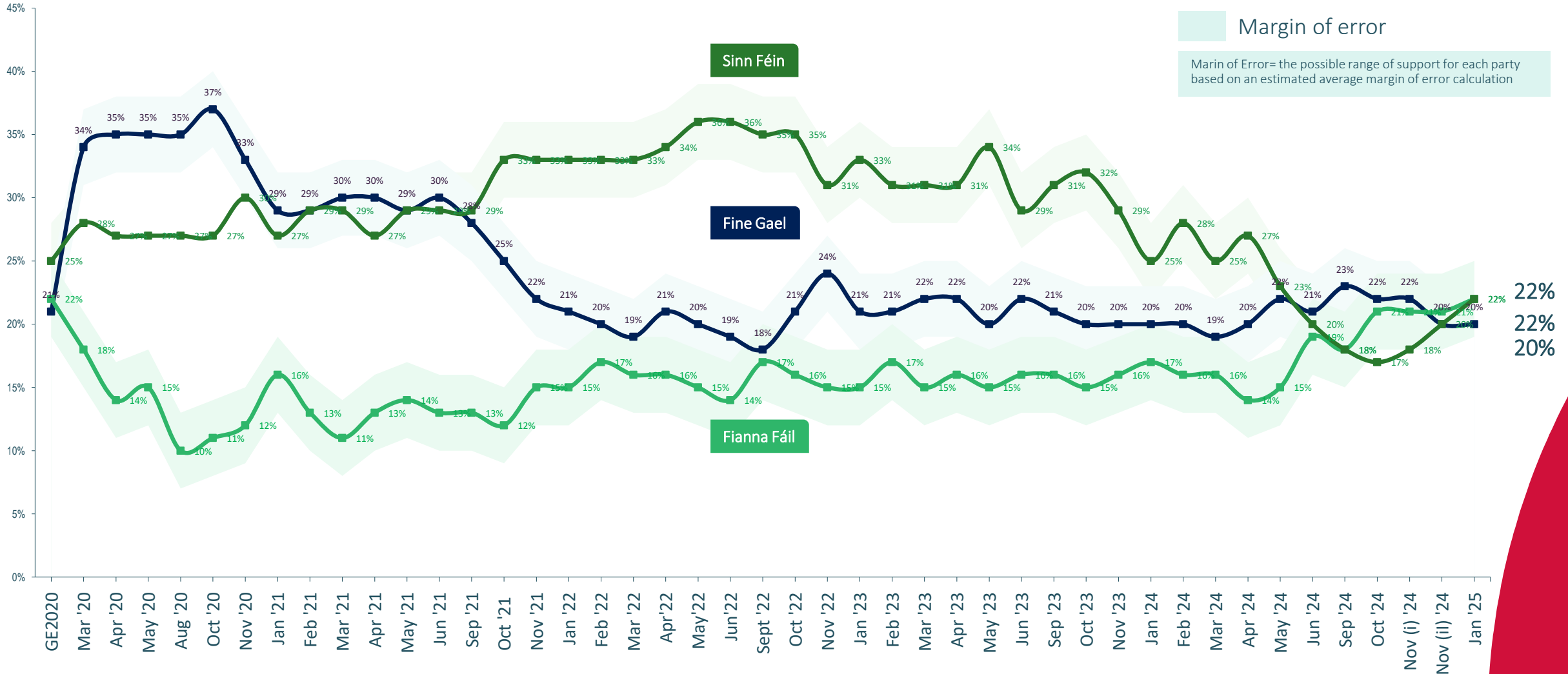
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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.

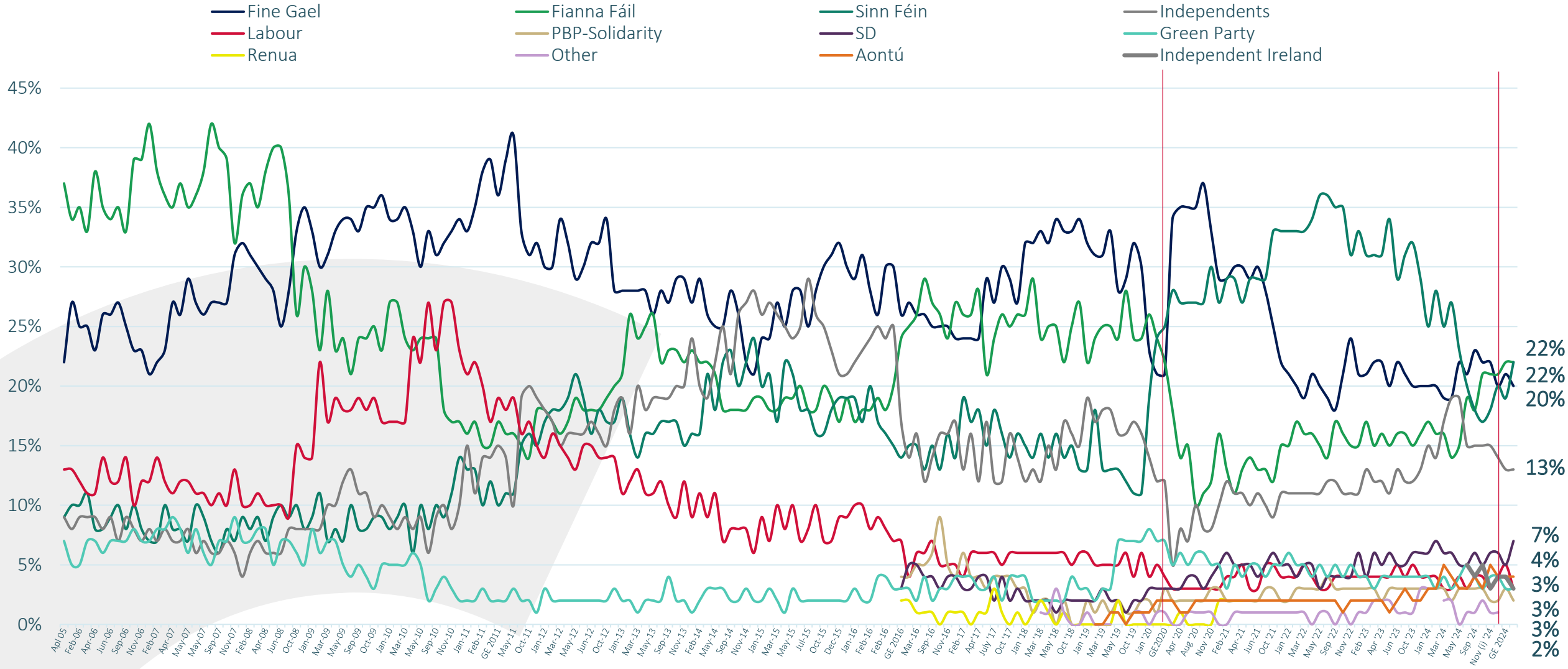


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 2005 to 2025

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)



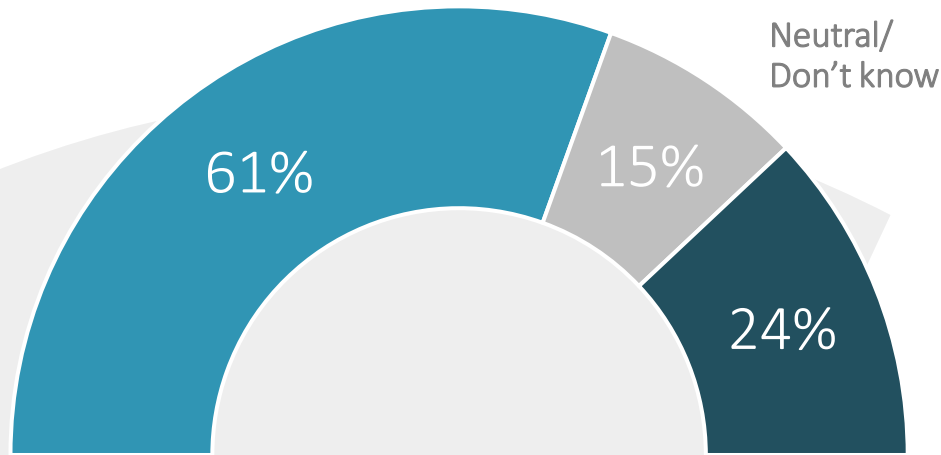
02

Views on topical political issues

3 in 5 back Ryanair's call for a two-drink limit at airport bars

While the majority will continue to use Meta platforms, as much as 1 in 6 indicate they may stop using these platforms

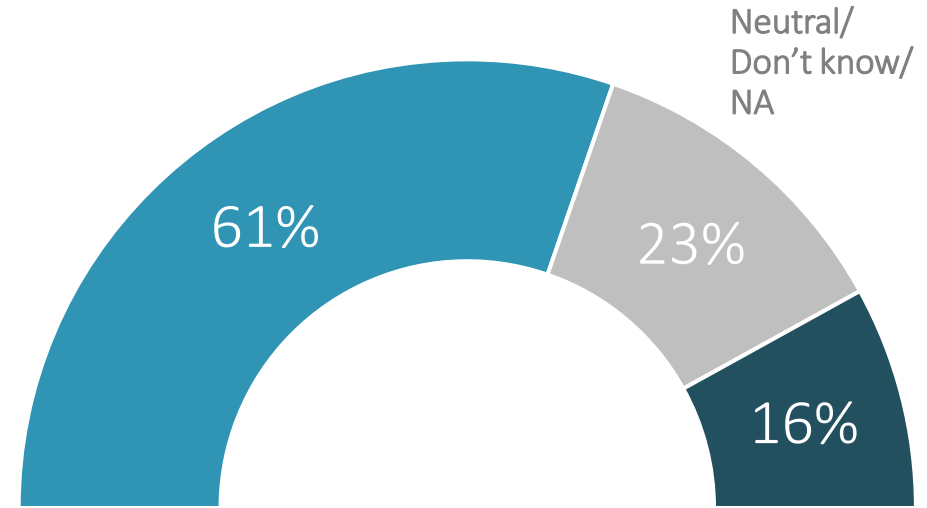
Two-drink limit at airport bars



I **back** Ryanair's call for a **two-drink limit at airport bars** which they believe will help reduce passengers disrupting flights

I do **not** back Ryanair's call for a two-drink limit at airport bars which they believe will help reduce passengers disrupting flights

Use of Meta platforms



I **will continue to use Meta platforms** (such as Facebook, Instagram and WhatsApp) despite their move away from fact-checking*

I **will stop using Meta platforms** (such as Facebook, Instagram and WhatsApp) due to their move away from fact-checking*

(Base: All adults 18+)

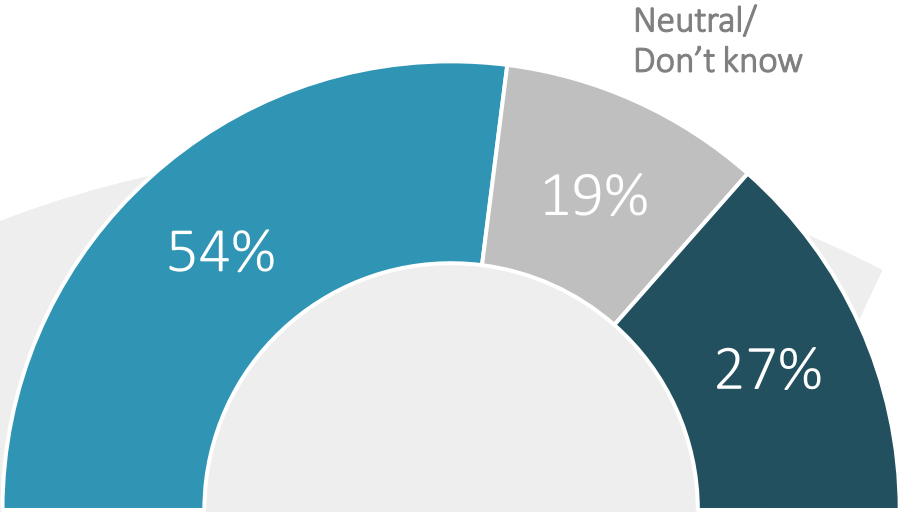
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

*Excludes NA

Clear preference to spend surplus on services/infrastructure

Little consensus on whether Ireland should forge closer relations with the Trump White House or support the EU taking a tough stance against White House threats to trade and tariffs

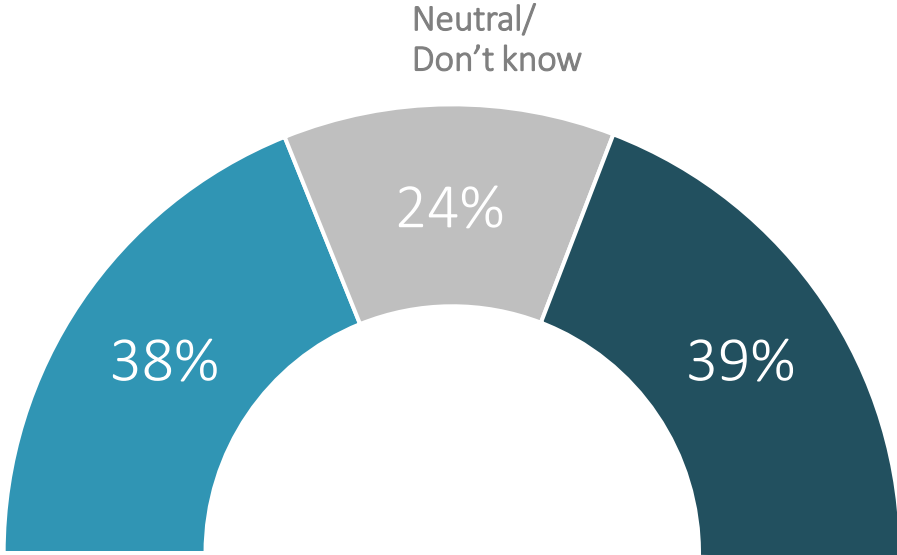
Spend vs save budget surplus



The government should primarily use this year's €10 billion budget surplus to **spend more on public services and infrastructure**

The government should primarily **save** much of this year's €10 billion surplus to **protect us in the event of an economic downturn**

Relations with White House



Ireland should **forge closer relations with the Trump White House** to try and avoid tariffs and an impact on trade

Ireland should **support a tougher stance at an EU level** against the Trump White House's threats to trades and tariffs

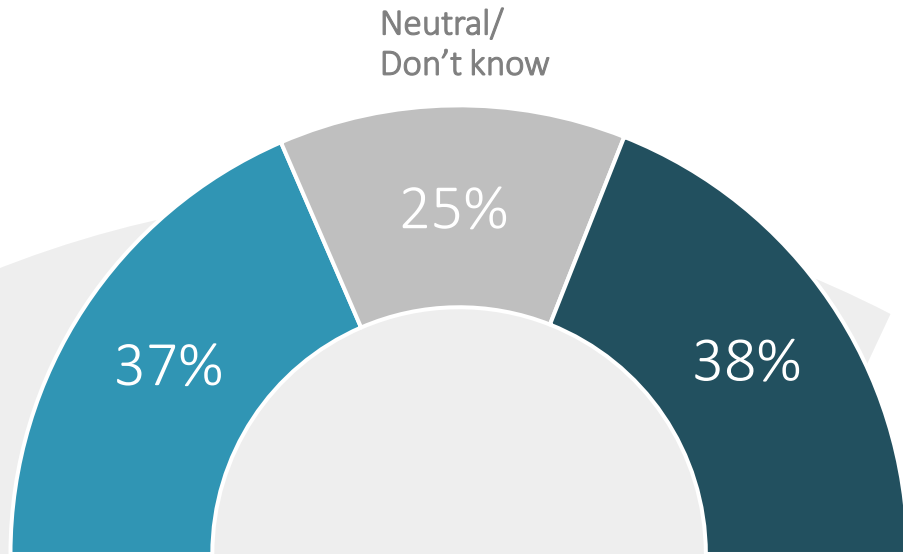
(Base: All adults 18+)

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

Evident polarisation on issue of climate initiatives

A comparable number support and oppose the government rolling back on climate initiatives. The majority are unsure whether the Occupied Territories Bill should be enacted or have no opinion.

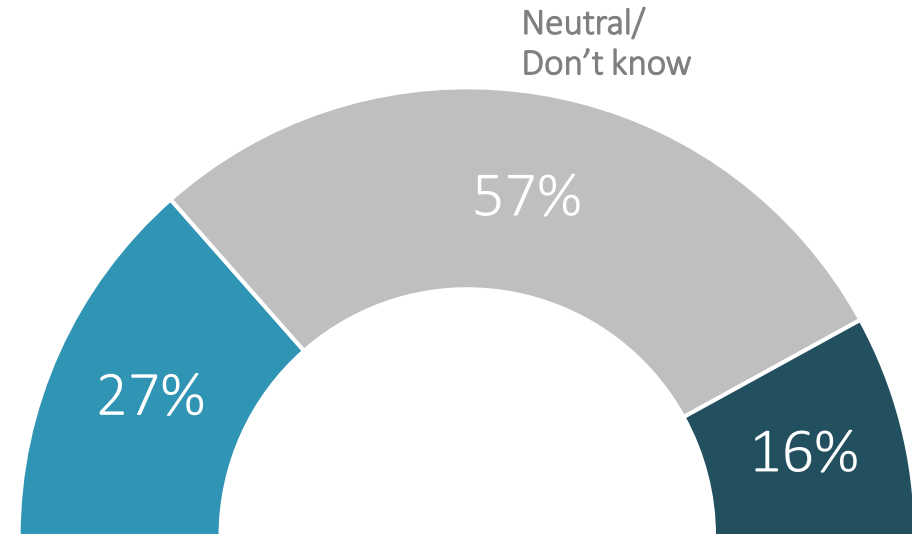
Climate Initiatives



I believe the incoming coalition **should** roll back some of the climate initiatives implemented by the last government

I do **not** believe the incoming coalition should roll back some of the climate initiatives implemented by the last government

Occupied Territories Bill



The government **should** enact the Occupied Territories Bill

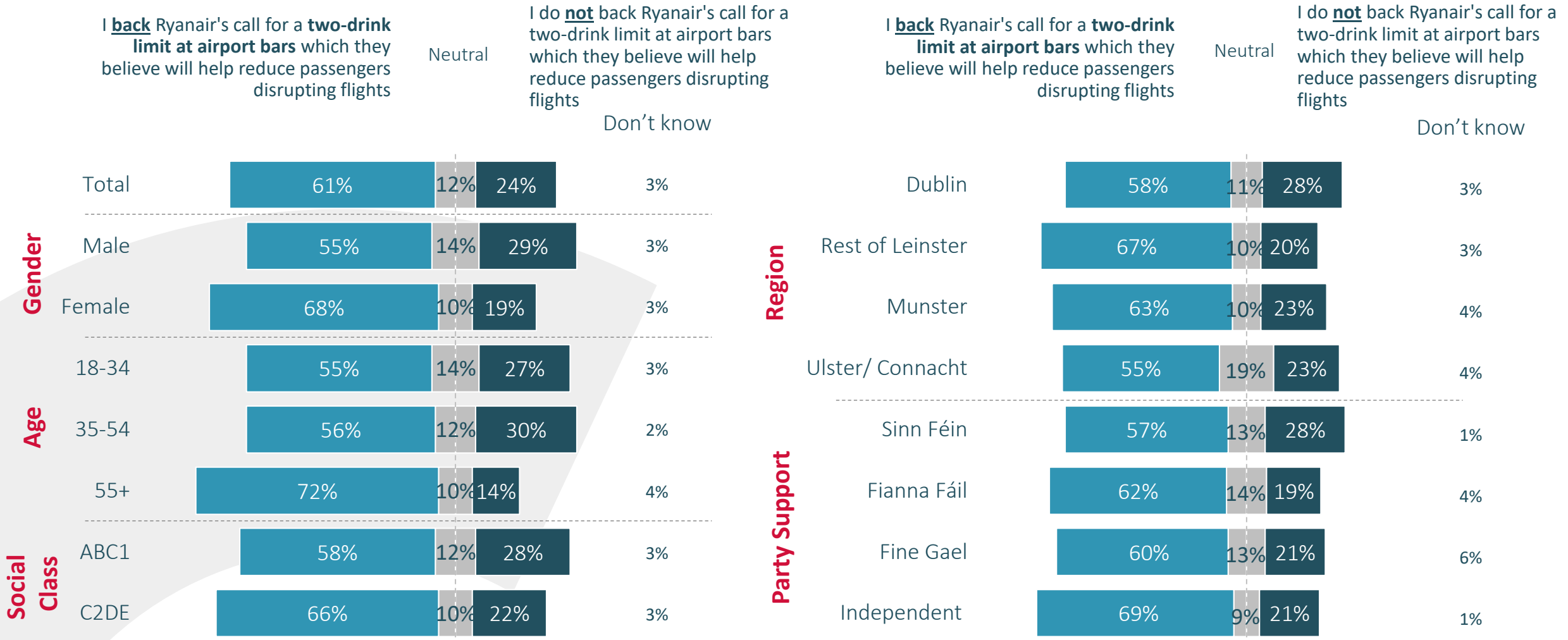
The government should **not** enact the Occupied Territories Bill

(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 would support the two-drink limit at airport bars

Support for the two-drink limit is strongest among women, older age cohorts, and lower social grades. Nonetheless, support outweighs oppositions among all demographics.



(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 will continue to use Meta platforms

While the majority plan to continue to use Meta platforms, as many as 1 in 6 users may stop using them due to concerns around fact-checking

I will **continue** to use Meta platforms (such as Facebook, Instagram and WhatsApp) despite their move away from fact-checking*

Neutral

I will **stop** using Meta platforms (such as Facebook, Instagram and WhatsApp) due to their move away from fact-checking*

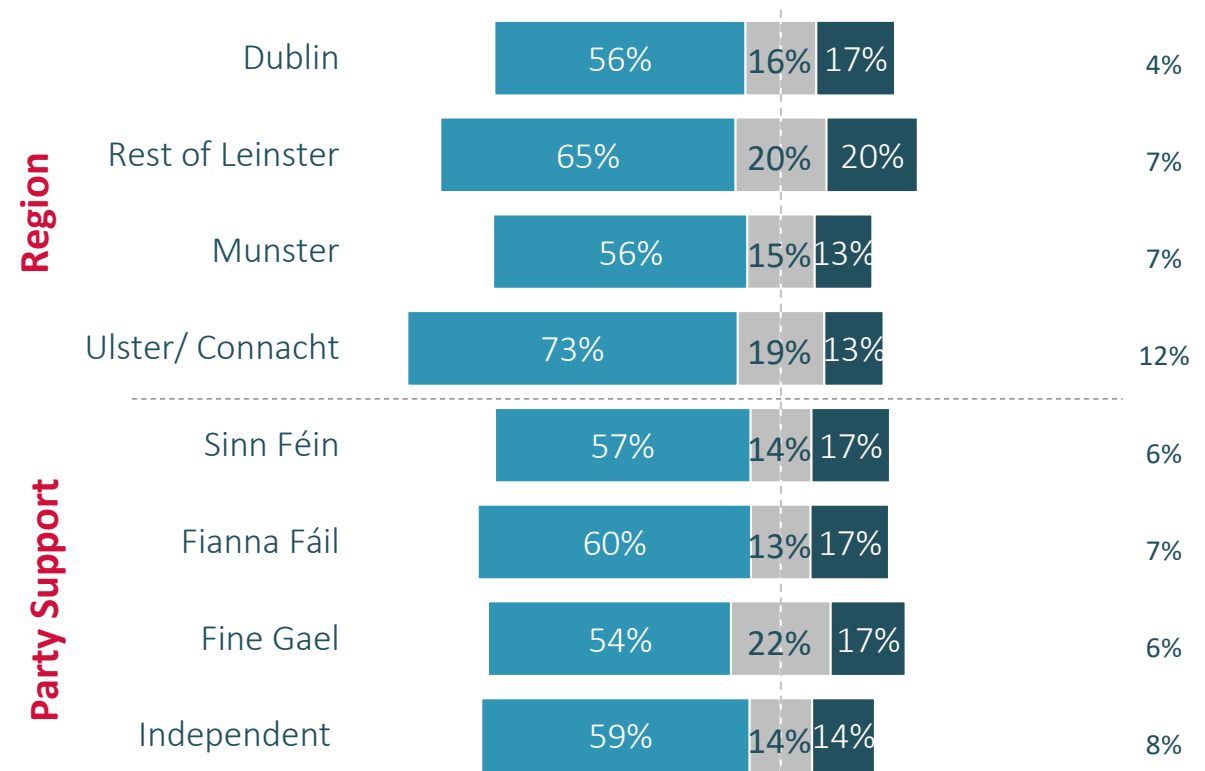
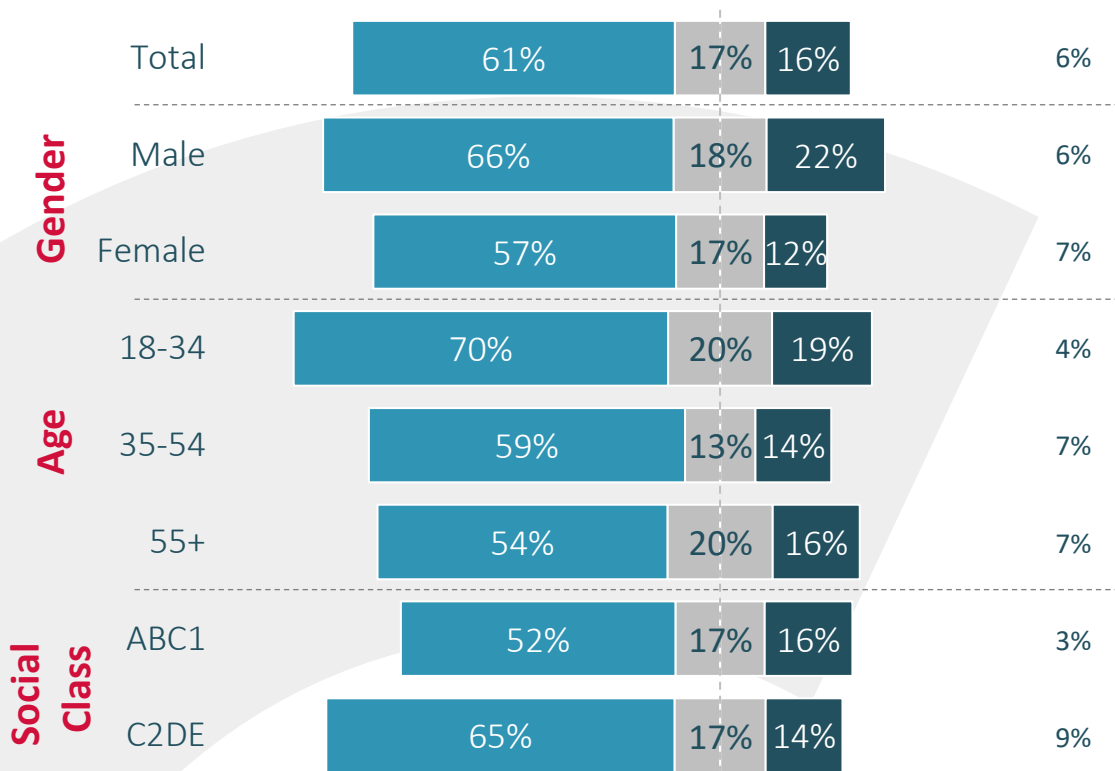
Don't know

I will **continue** to use Meta platforms (such as Facebook, Instagram and WhatsApp) despite their move away from fact-checking*

Neutral

I will **stop** using Meta platforms (such as Facebook, Instagram and WhatsApp) due to their move away from fact-checking*

Don't know



(Base: All adults 18+)

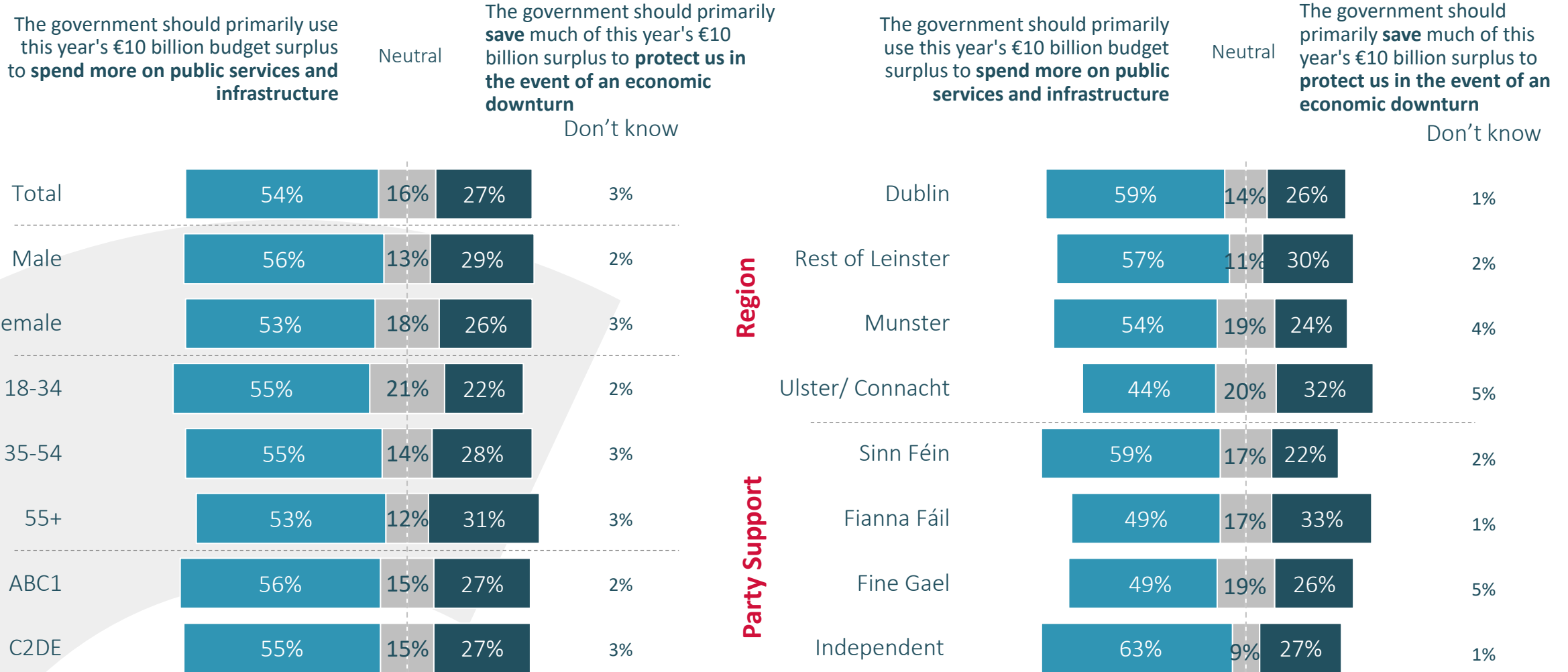
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

*Excludes NA

Clear preference for spending on services and infrastructure



Twice as many would prioritise greater public spending as would prioritise saving most of this year's surplus. Independent and Sinn Féin voters are most in favour of spending, however spending beats saving in all cohorts.

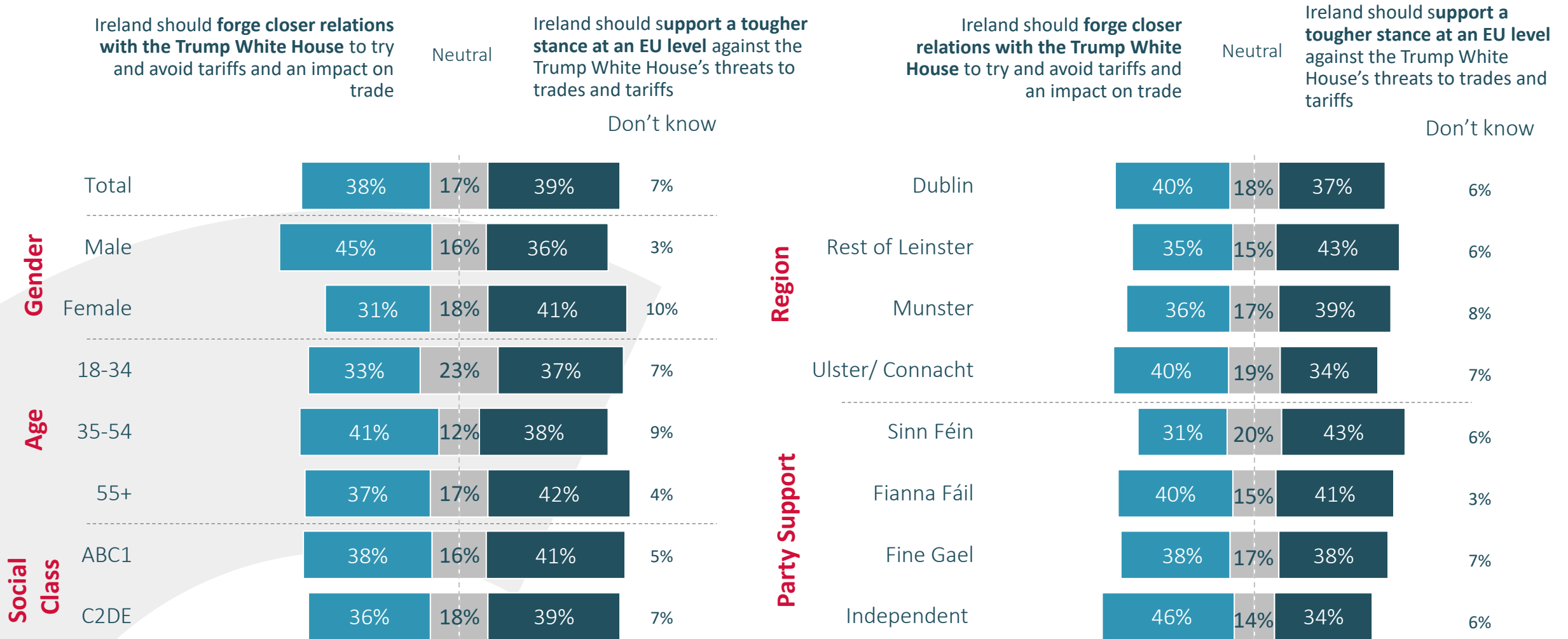


(Base: All adults 18+)

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

Split on whether Trump should be appeased or confronted

Most demographics are split on whether Ireland should focus on forging close relations with the Trump White House or taken a tougher stance at an EU level

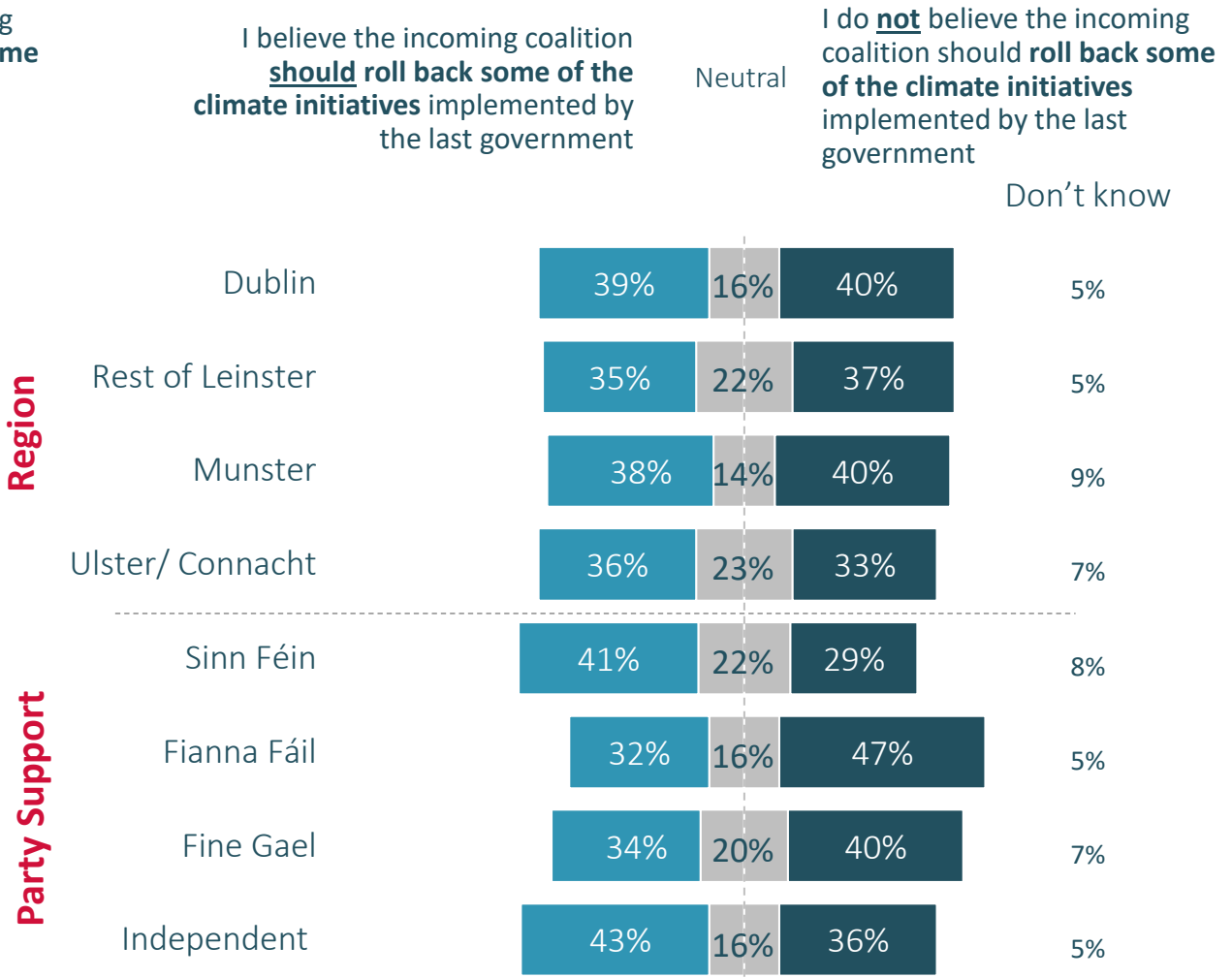
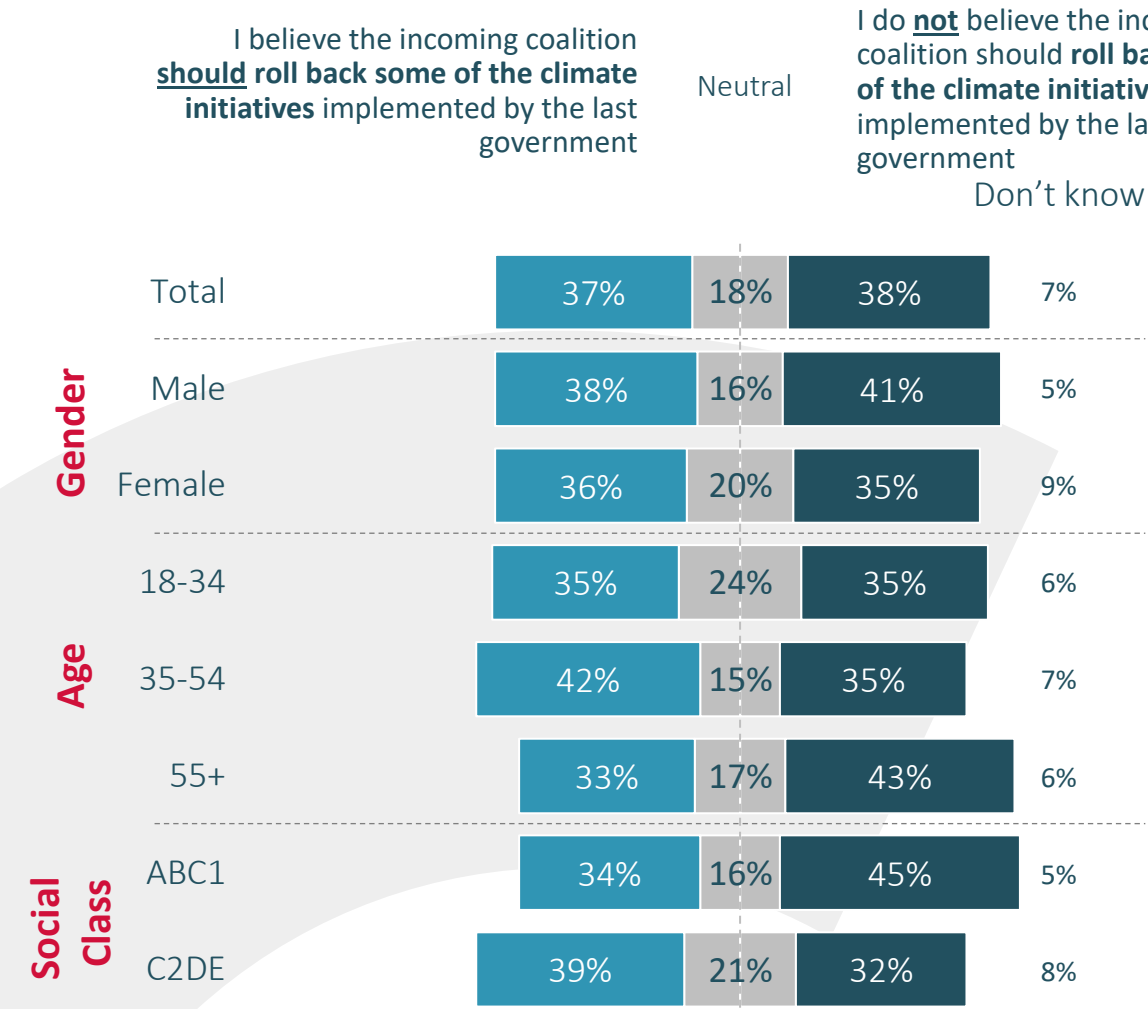


(Base: All adults 18+)

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

Uncertainty on whether climate initiatives should be rolled back

This would likely be a divisive issue for government, though more FF/FG supporters than no believe these should stay in place.

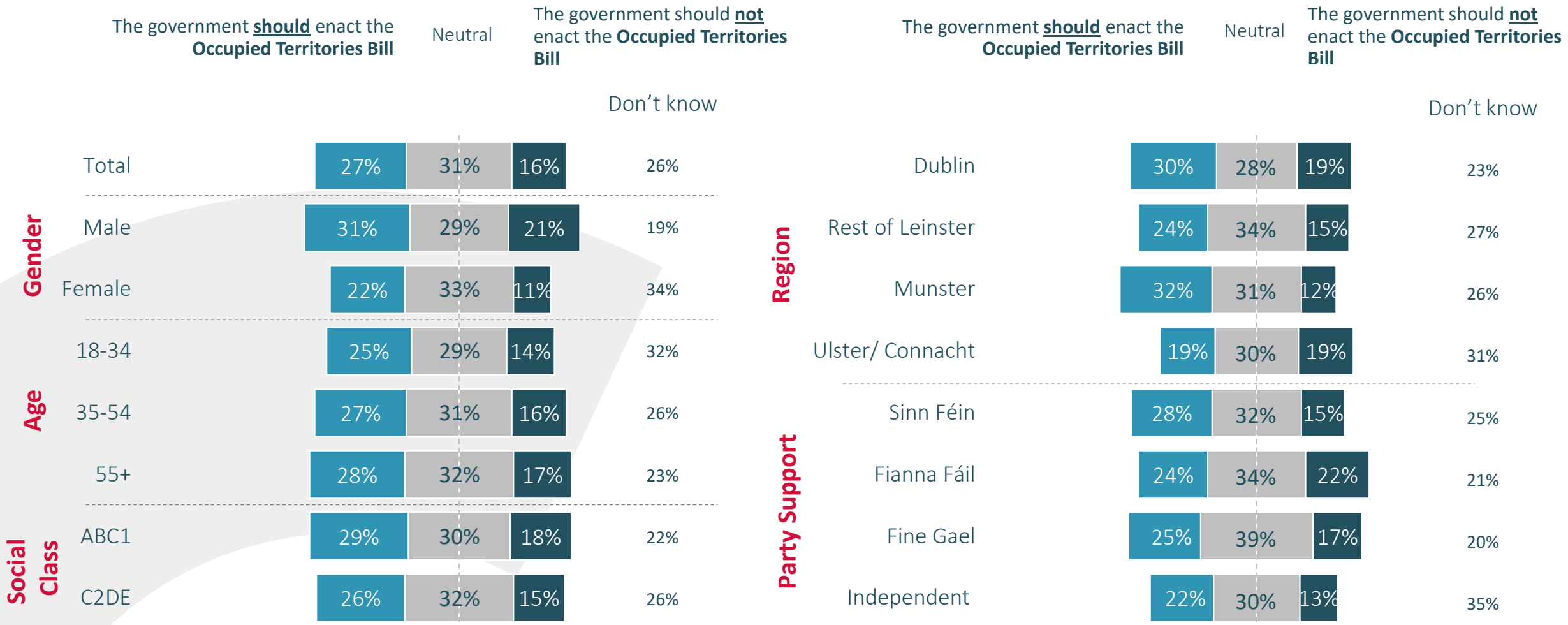


(Base: All adults 18+)

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

Large levels of uncertainty surrounded the now suspended bill

Most Irish people are either neutral or uncertain about whether this is something the government puts forward.



(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.

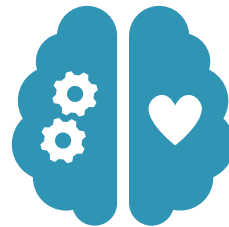


Improving Experiences

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

In markets across the world



System 1

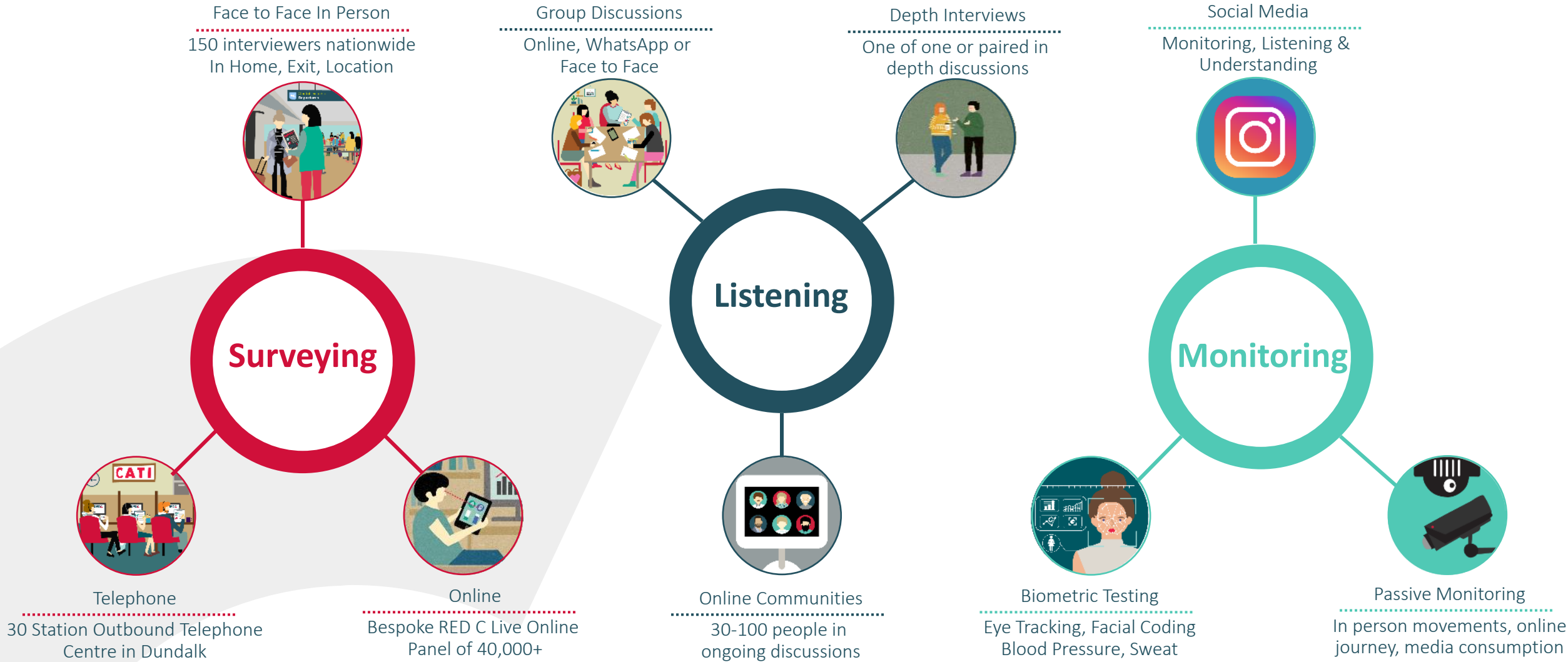


RED Star



RESEARCH
EVALUATION
DIRECTION
CLARITY

Using a variety of techniques to uncover & understand



RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC

