

REDC

**Business
Post**

Opinion Poll Report February 2025

JN. 761624



Methodology and Weighting

- RED C interviewed a random sample of **1,029** adults aged 18+ online between 14th to 19th February 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

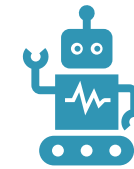
The highest online research quality standards in the industry

- 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



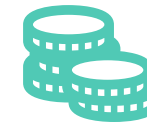
Pre-Screening

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.

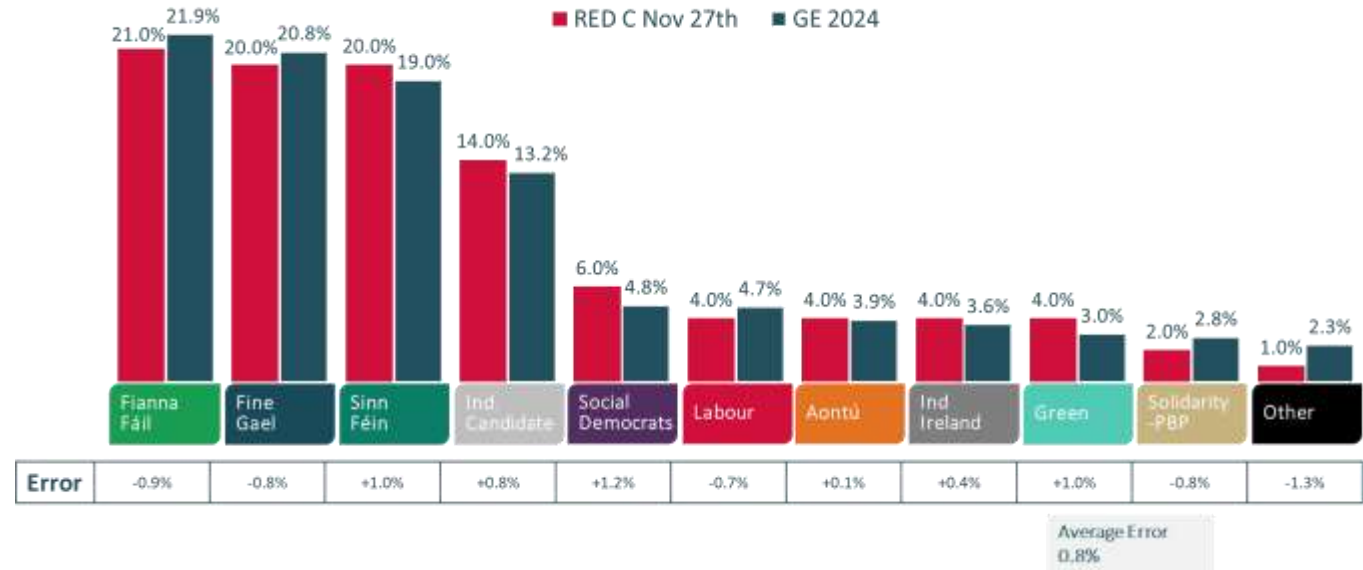
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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



RED C LIVE

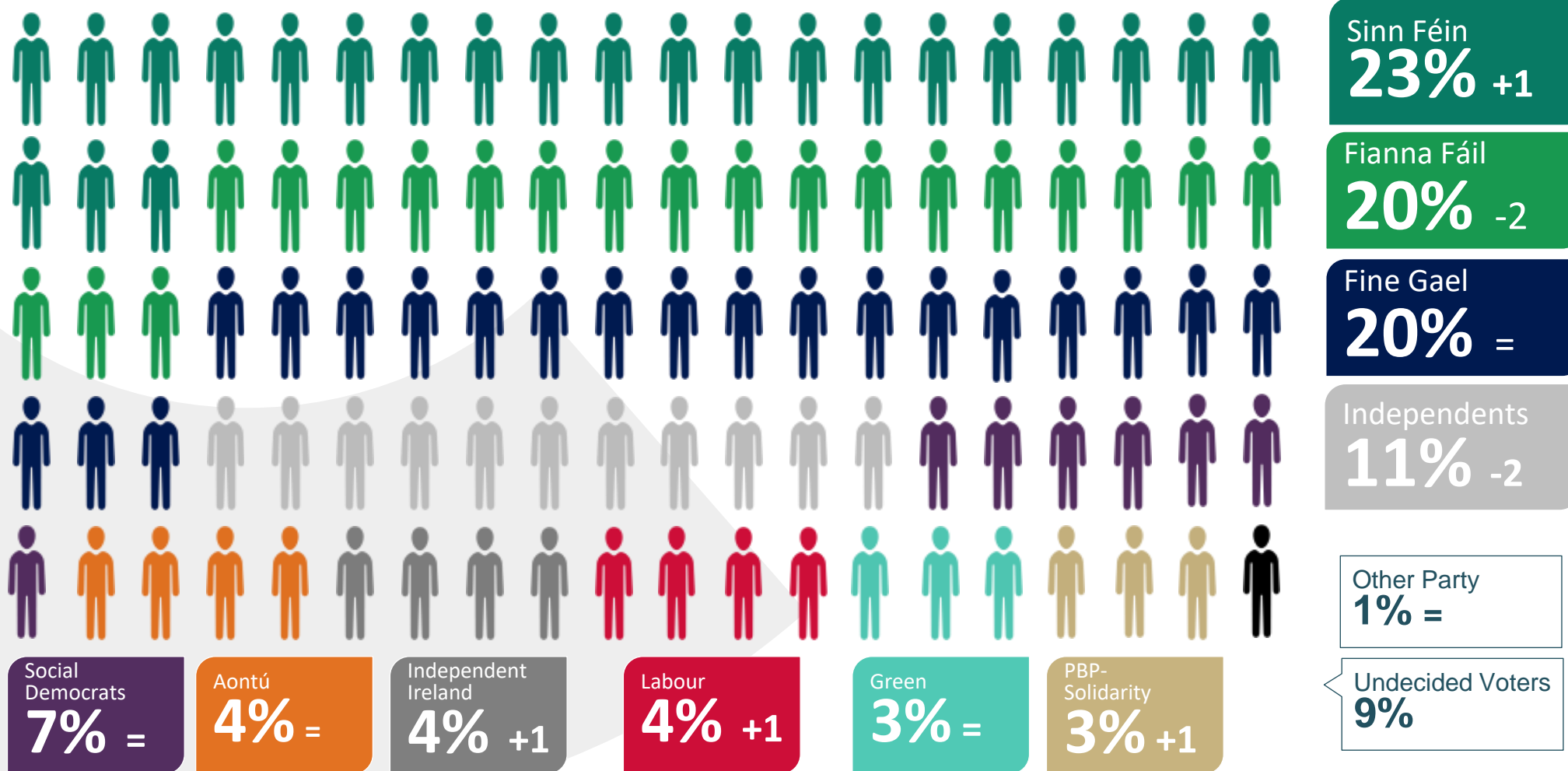
01

Vote Intention @ General Election



First preference vote intention – 23rd February 2025

With change vs. Last Poll January 2025

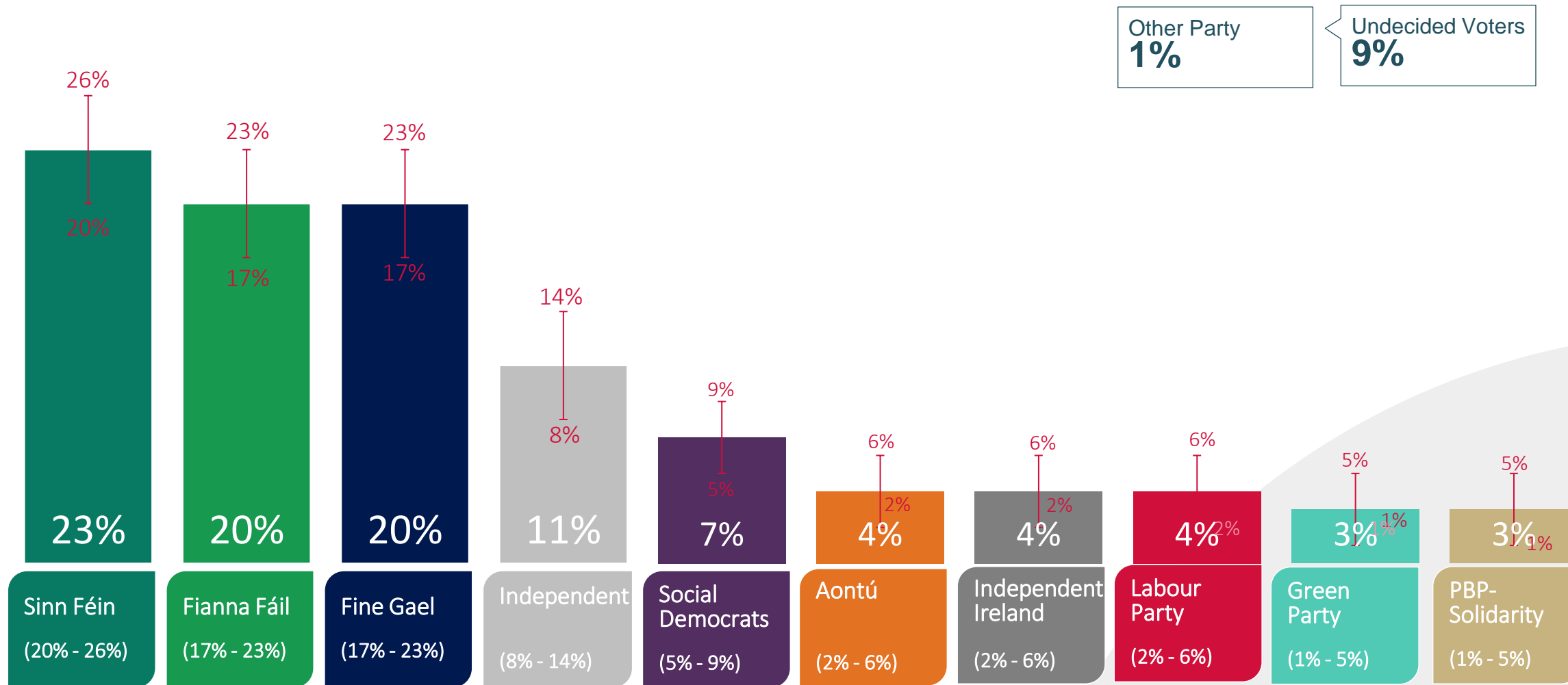


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 23rd February 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.

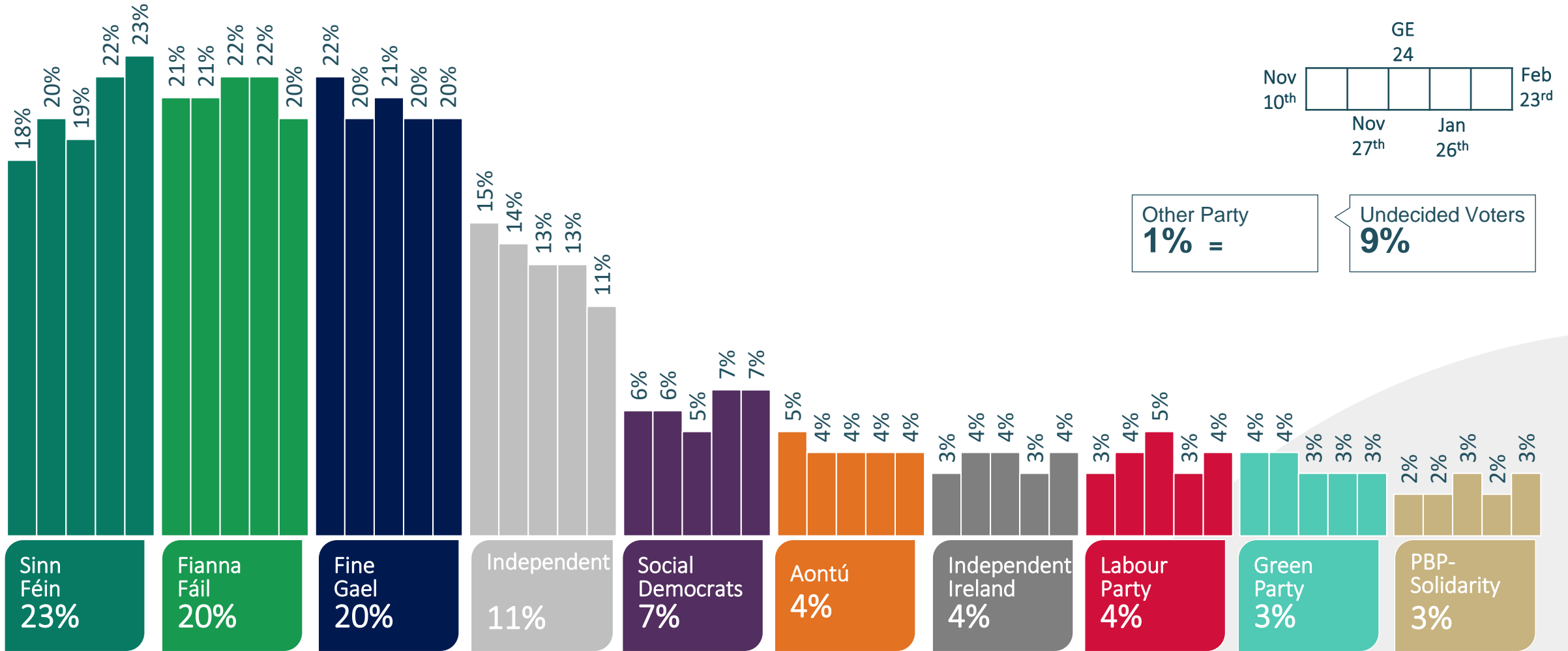


() shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

First preference vote intention

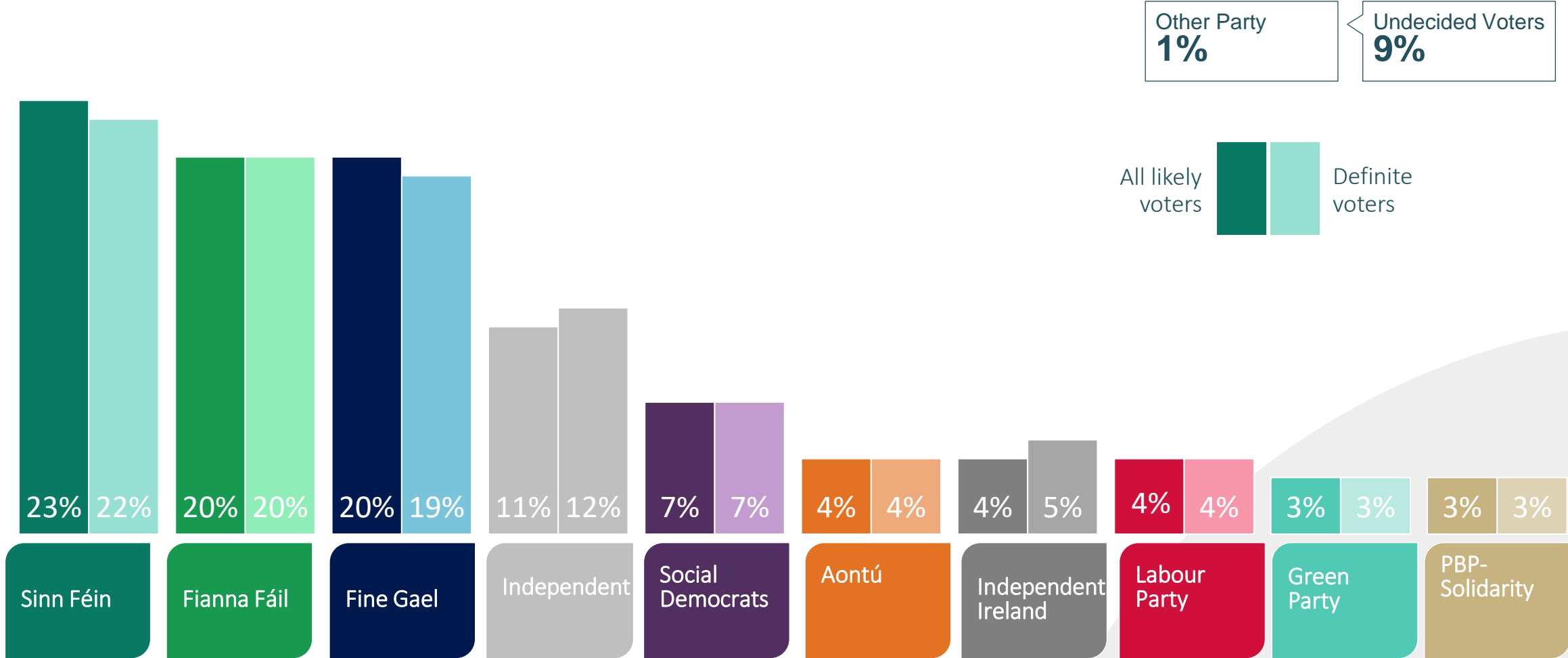
Shown over time and vs. last General Election Results



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 – 23rd February 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

23 rd February 2025	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	21%	21%	24%	23%
Fianna Fáil	15%	16%	18%	20%
Fine Gael	16%	16%	19%	20%
An Independent Candidate	9%	10%	11%	11%
Social Democrats	5%	6%	7%	7%
Aontú	4%	4%	4%	4%
Independent Ireland	4%	4%	4%	4%
Labour Party	3%	4%	4%	4%
Green Party	3%	3%	5%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Other	1%	1%	1%	1%
Would not vote	3%	3%		
Undecided	13%	9%		

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

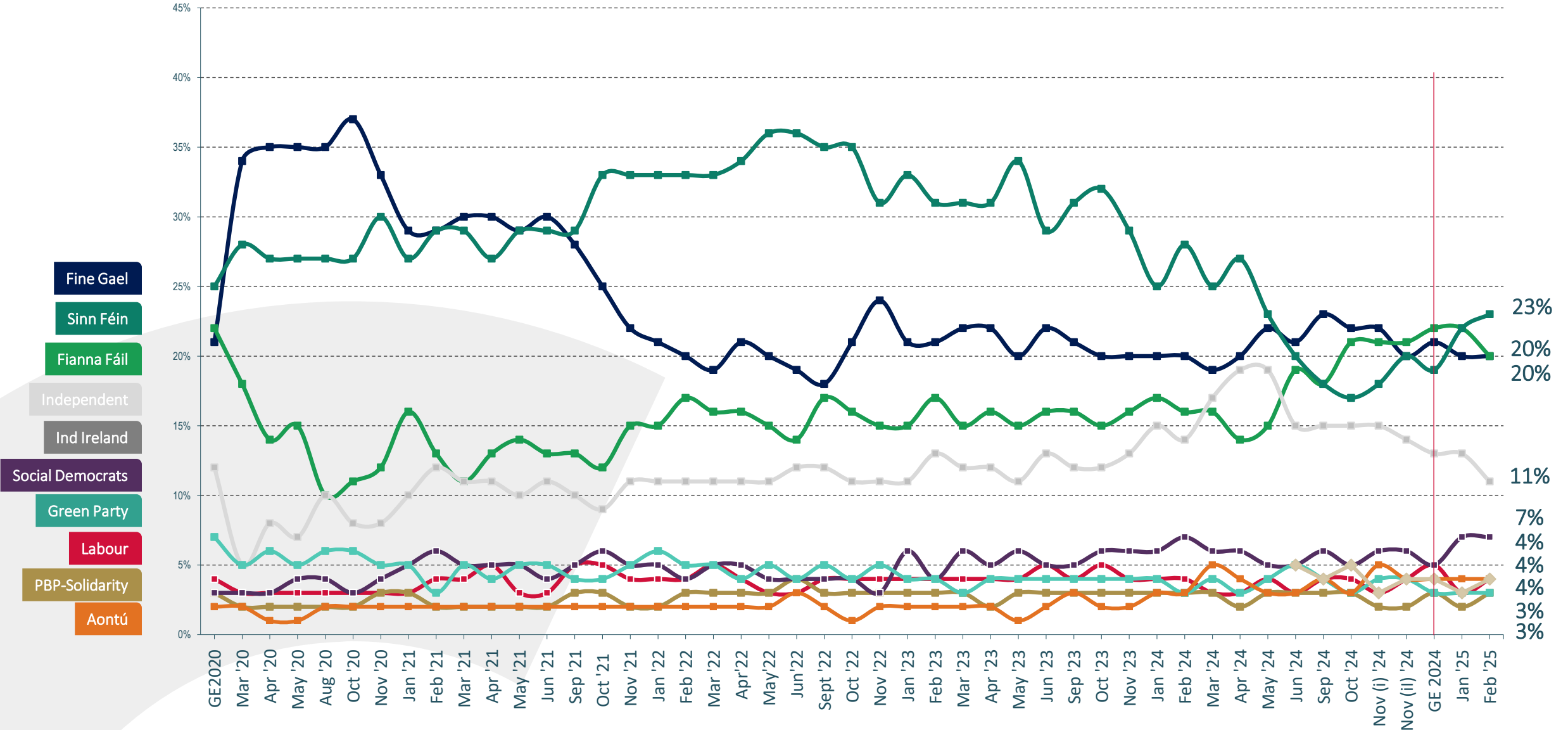
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

23 rd February 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	23%	23%	22%	26%	28%	15%	16%	30%	19%	24%	17%	37%
Fianna Fáil	20%	20%	19%	13%	17%	25%	22%	16%	14%	25%	23%	15%
Fine Gael	20%	20%	19%	16%	16%	25%	23%	15%	23%	22%	15%	18%
An Independent Candidate	11%	10%	13%	6%	13%	12%	8%	14%	11%	10%	13%	10%
Social Democrats	7%	6%	7%	11%	7%	5%	9%	4%	6%	7%	9%	4%
Aontú	4%	7%	2%	4%	7%	2%	4%	3%	5%	2%	6%	4%
Independent Ireland	4%	5%	4%	5%	4%	4%	4%	5%	4%	2%	7%	4%
Labour Party	4%	3%	5%	3%	1%	7%	5%	4%	6%	2%	5%	2%
Green Party	3%	2%	5%	10%	1%	2%	5%	2%	6%	2%	4%	1%
People Before Profit-Solidarity	3%	3%	3%	5%	3%	2%	3%	3%	5%	3%	1%	3%

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



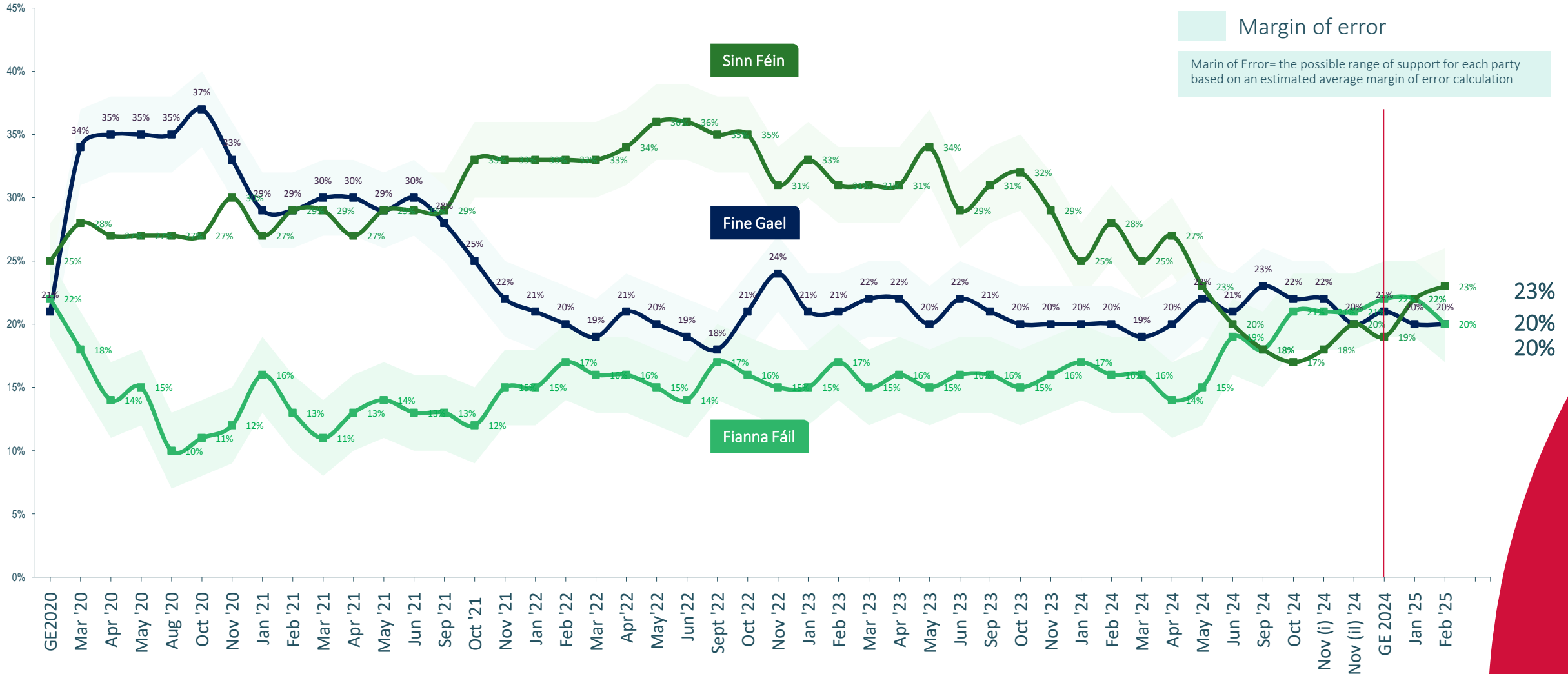
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention trend over time since GE 2020



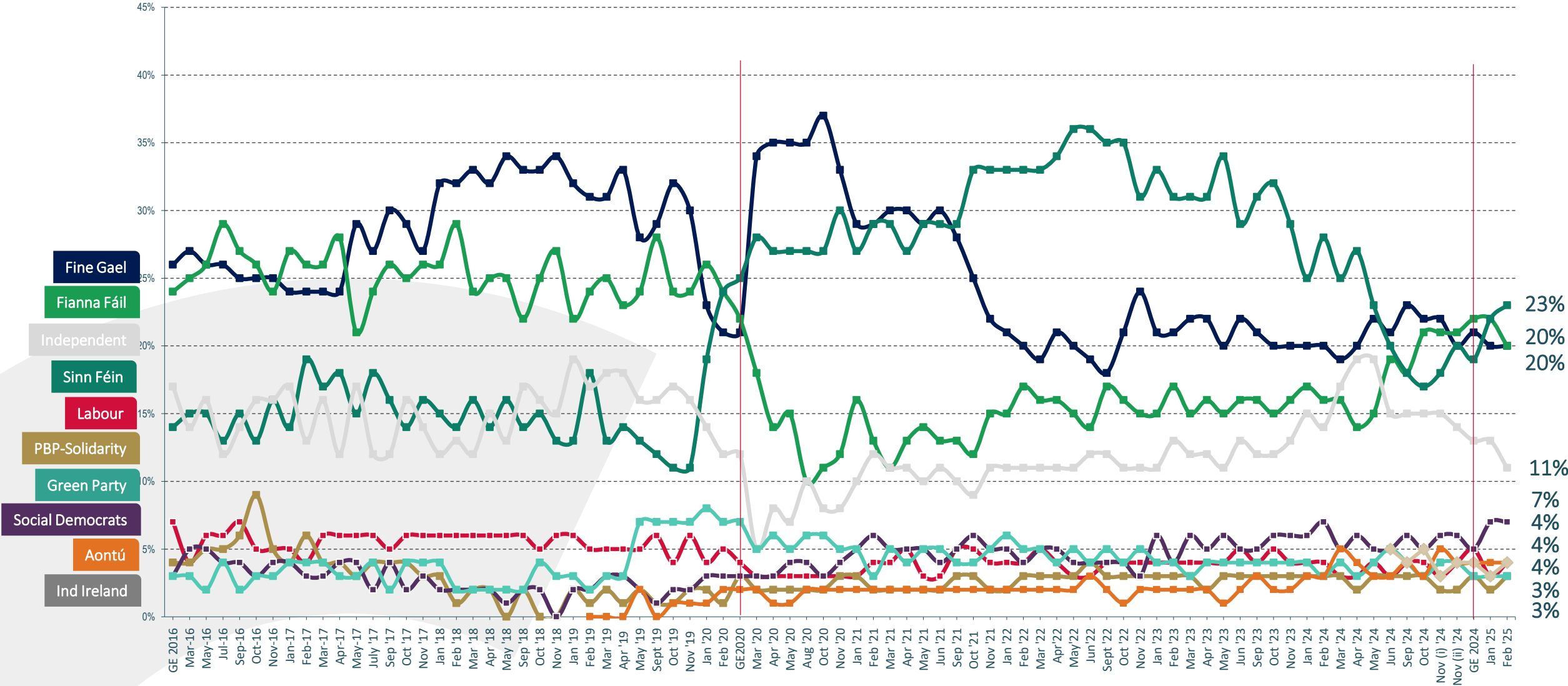
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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 – since GE 2016

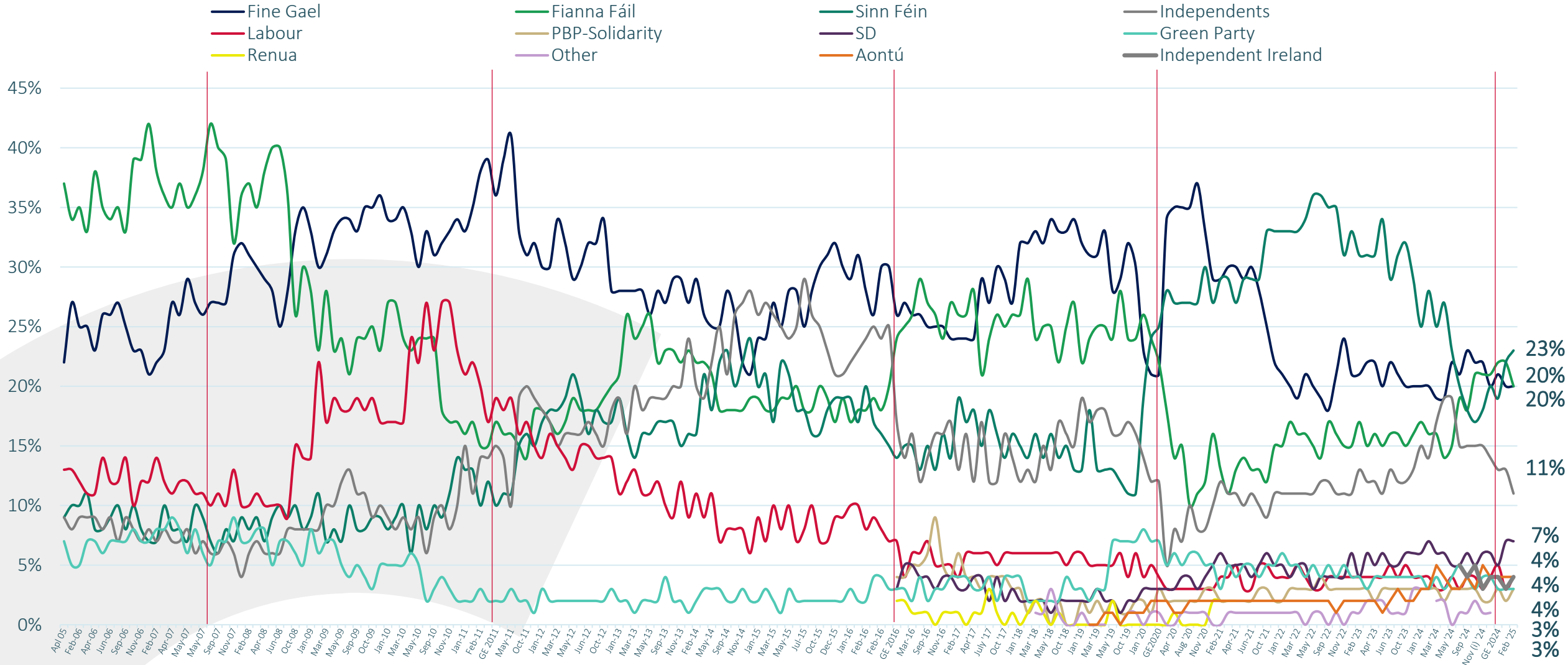


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 2005 to 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

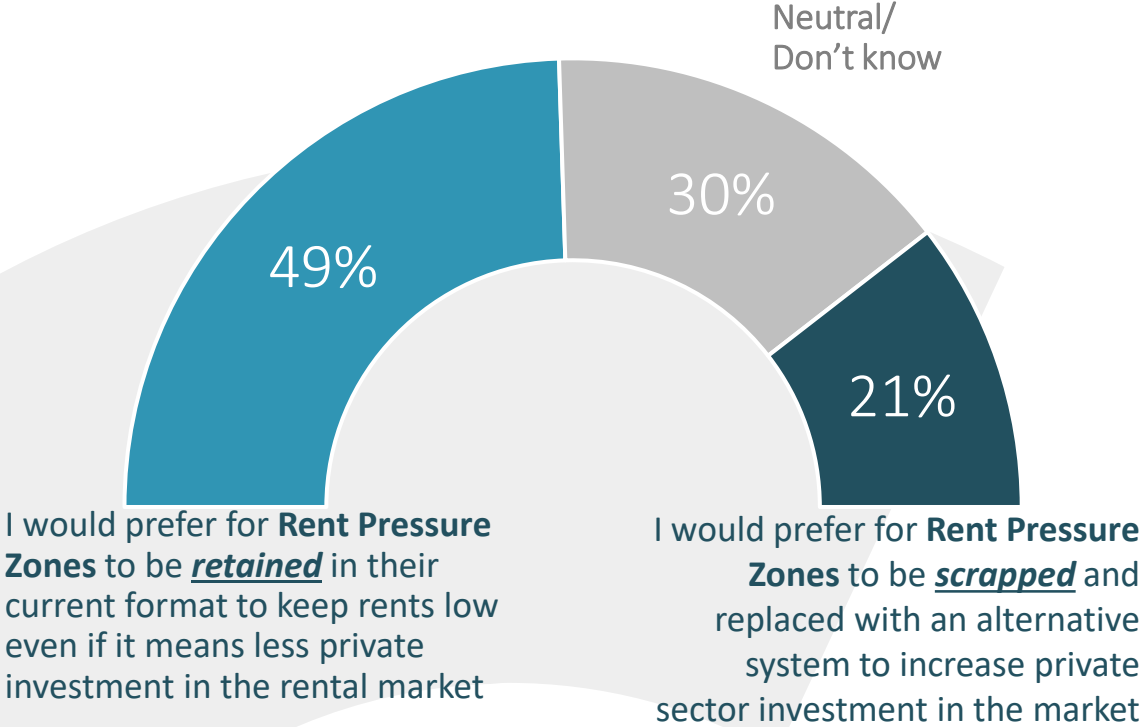
Views on topical political issues

Strong support to retain rent pressure zones

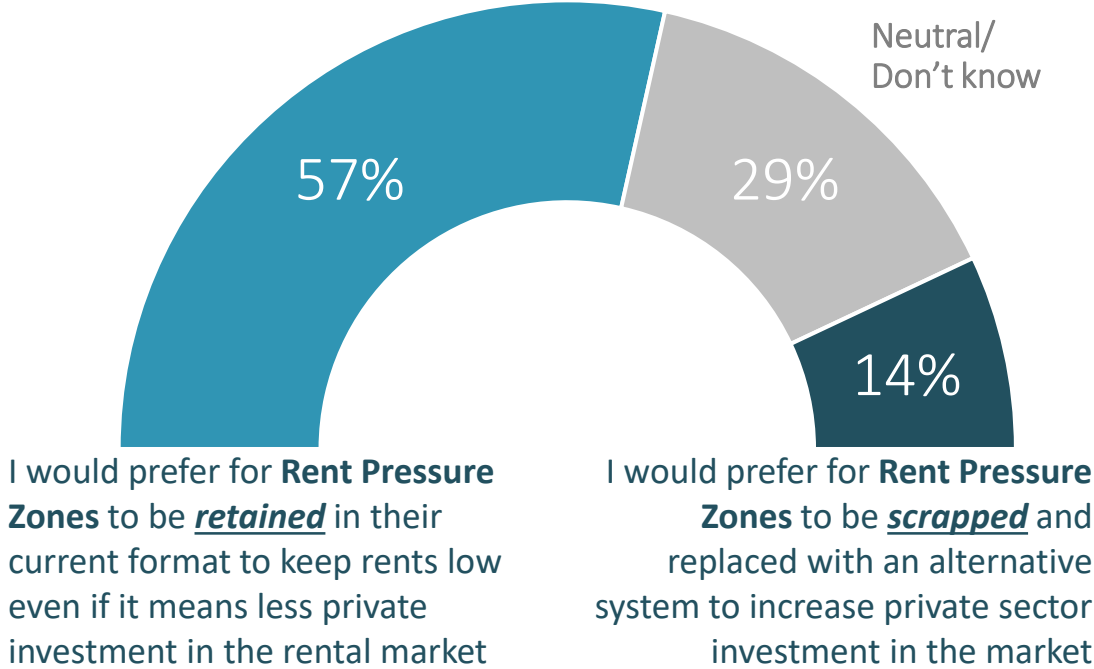
Over twice as many favour retaining rent pressure zones as favour scrapping them. This rises even further among renters.

Rent Pressure Zones

Base: All adults



Base: All renters



(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

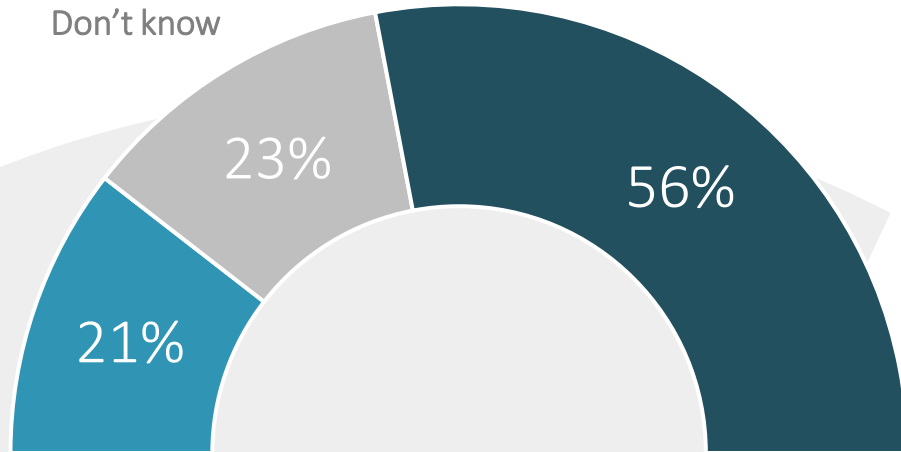
1 in 5 government voters would have voted differently

Had the true housing figures been known before the election, 1 in 5 Fianna Fáil/Fine Gael voters would have voted differently. The majority think AI will lead to fewer jobs in Ireland in the coming decade.

Impact of housing figures on vote*

*Fianna Fáil and Fine Gael voters only

Neutral/
Don't know

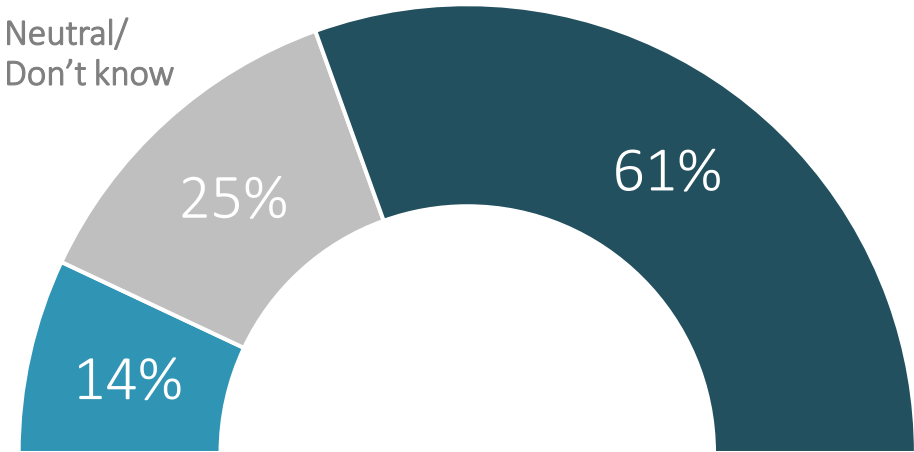


I **would have** voted differently in the election had it been known at the time that the **housing completion figures** for the year were **significantly below** the publicly stated figure of 40K*

I would **not** have voted differently in the election **had it been known** at the time that the **housing completion figures** for the year were **significantly below** the publicly stated figure of 40K*

Impact of AI on jobs

Neutral/
Don't know



I believe AI (Artificial Intelligence) will **increase** the total **number of jobs** in Ireland over the next 10 years

I believe AI (Artificial Intelligence) will **reduce** the total **number of jobs** in Ireland over the next 10 years

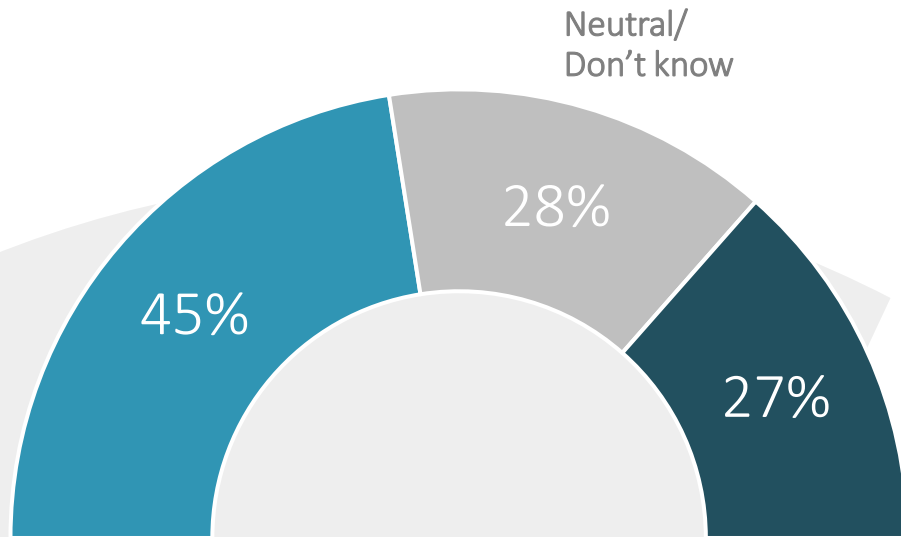
(Base: All adults 18+)

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

Support to increase defence spending

More support than oppose increasing defence spending; and more support than oppose the government intervening on the Dublin Airport passenger cap issue

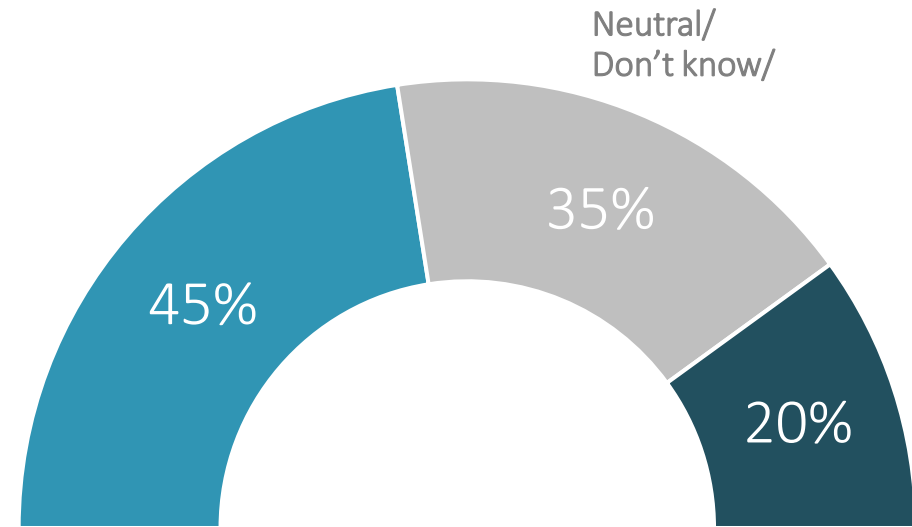
Defence Spending



I **support** calls for Ireland to increase its defence spending

I do **not** support calls for Ireland to increase its defence spending

Airport Passenger Cap



I **support** the government using emergency powers to intervene in resolving the ongoing passenger cap issue at Dublin Airport

I do **not** support the government using emergency powers to intervene in resolving the ongoing passenger cap issue at Dublin Airport

(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

Overall support to retain rent pressure zones

Over twice as many support retaining over scrapping. Support for retaining is highest among renters, under 34s, and Sinn Féin voters, but strong among all cohorts including home owners, and government voters.

I would prefer for **Rent Pressure Zones** to be **retained** in their current format to keep rents low even if it means less private investment in the rental market

Neutral

I would prefer for **Rent Pressure Zones** to be **scrapped** and replaced with an alternative system to increase private sector investment in the market

Don't know

I would prefer for **Rent Pressure Zones** to be **retained** in their current format to keep rents low even if it means less private investment in the rental market

Neutral

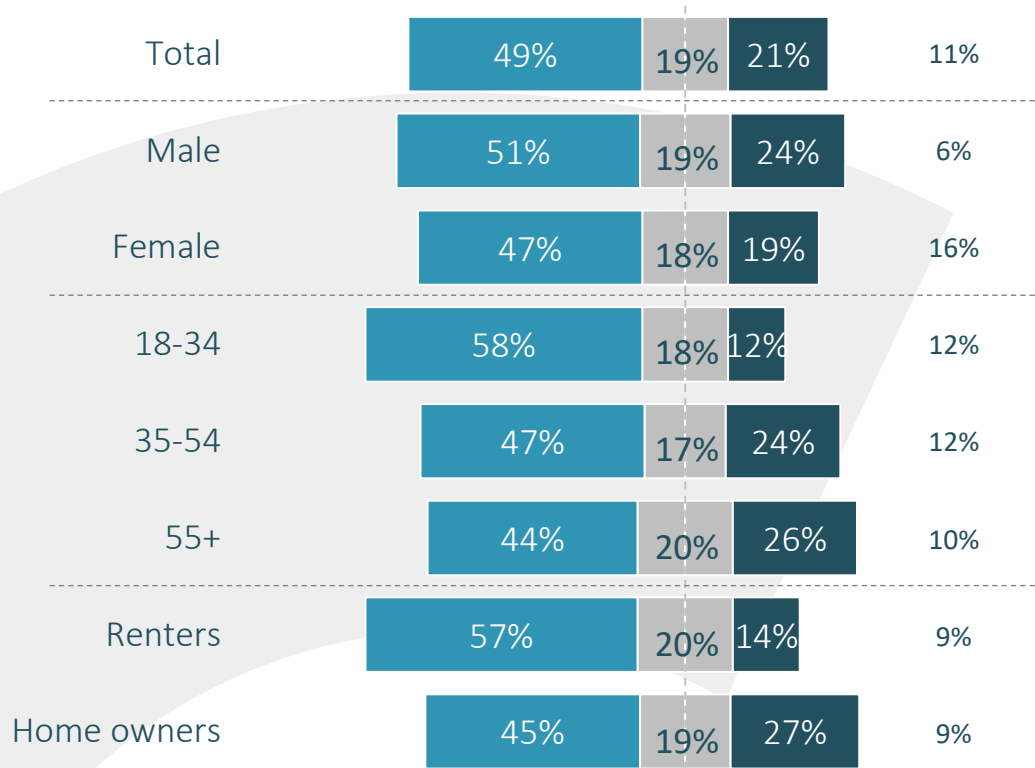
I would prefer for **Rent Pressure Zones** to be **scrapped** and replaced with an alternative system to increase private sector investment in the market

Don't know

Gender

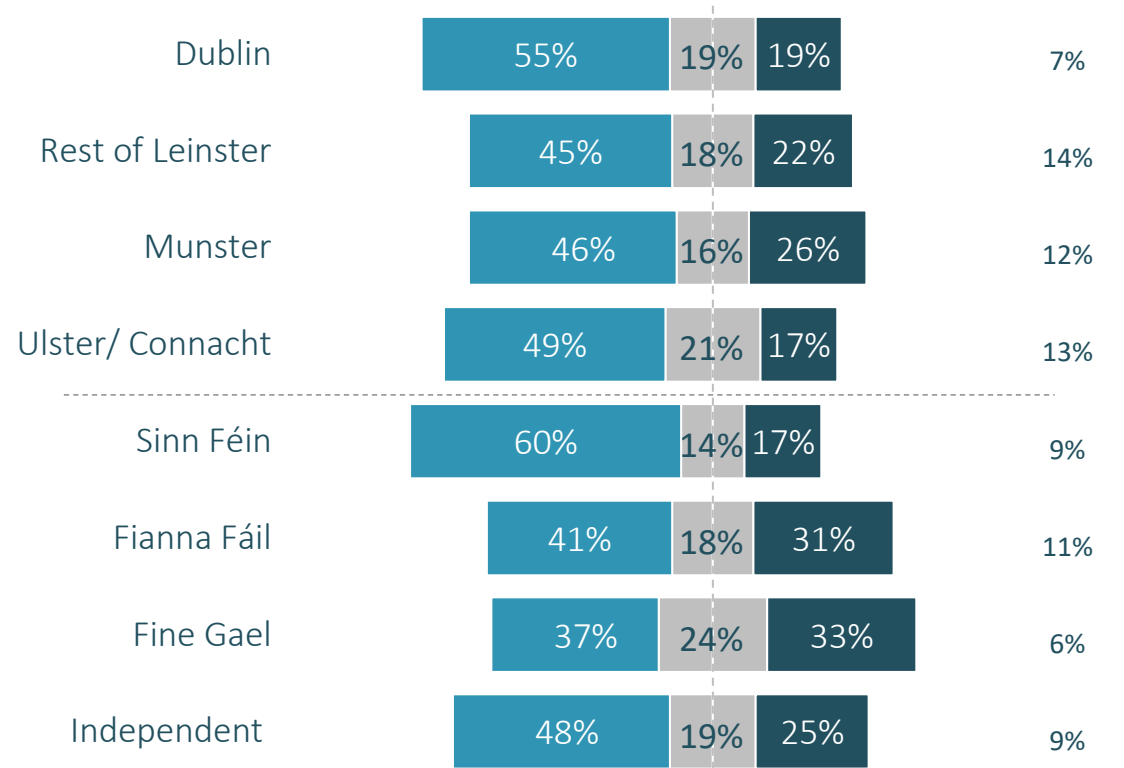
Age

Tenancy



Region

Party Support



(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

A fifth of government voters would have voted differently

2 in 5 Fianna Fáil/Fine Gael voters aged under 35 would have voted differently if the true figure were known

**** Data shown for Fianna Fáil and Fine Gael voters only – caution as this leads to small base sizes on some sub-groups**

I **would have** voted differently in the election had it been known at the time that the **housing completion figures** for the year were **significantly below** the publicly stated figure of 40K

Neutral

I would **not** have voted differently in the election had it been known at the time that the **housing completion figures** for the year were **significantly below** the publicly stated figure of 40K

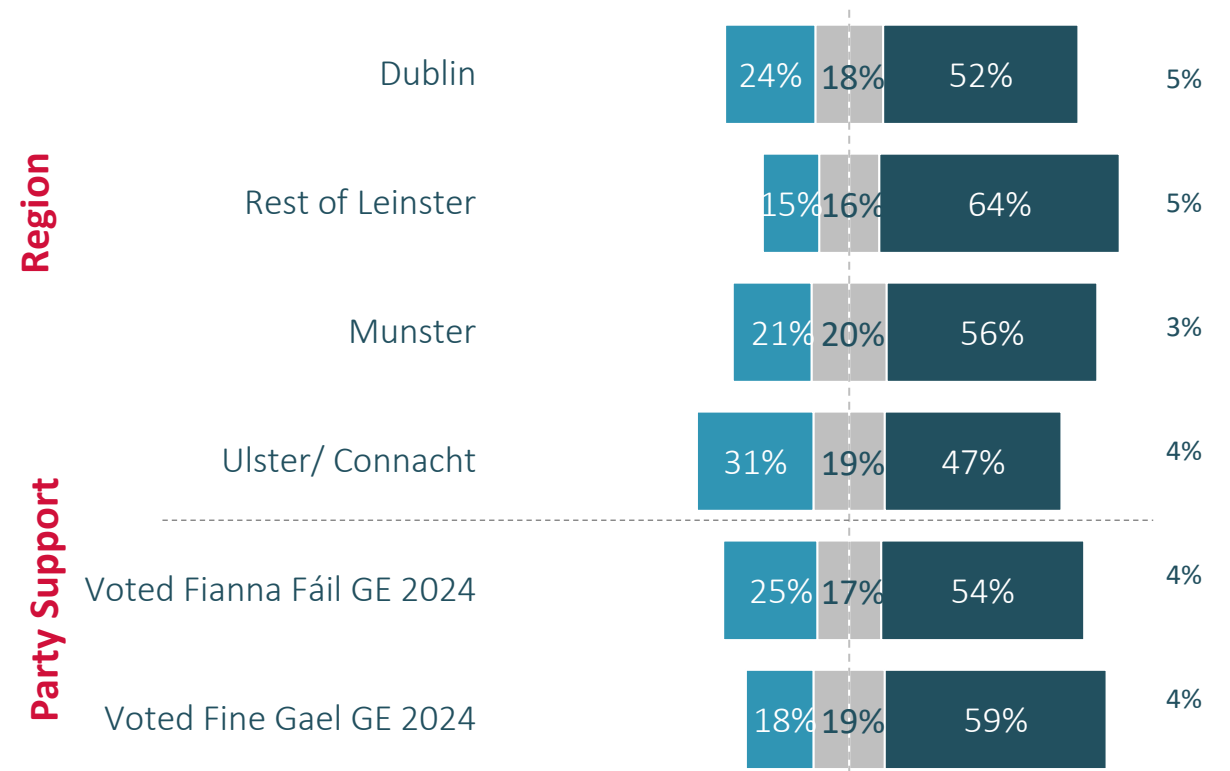
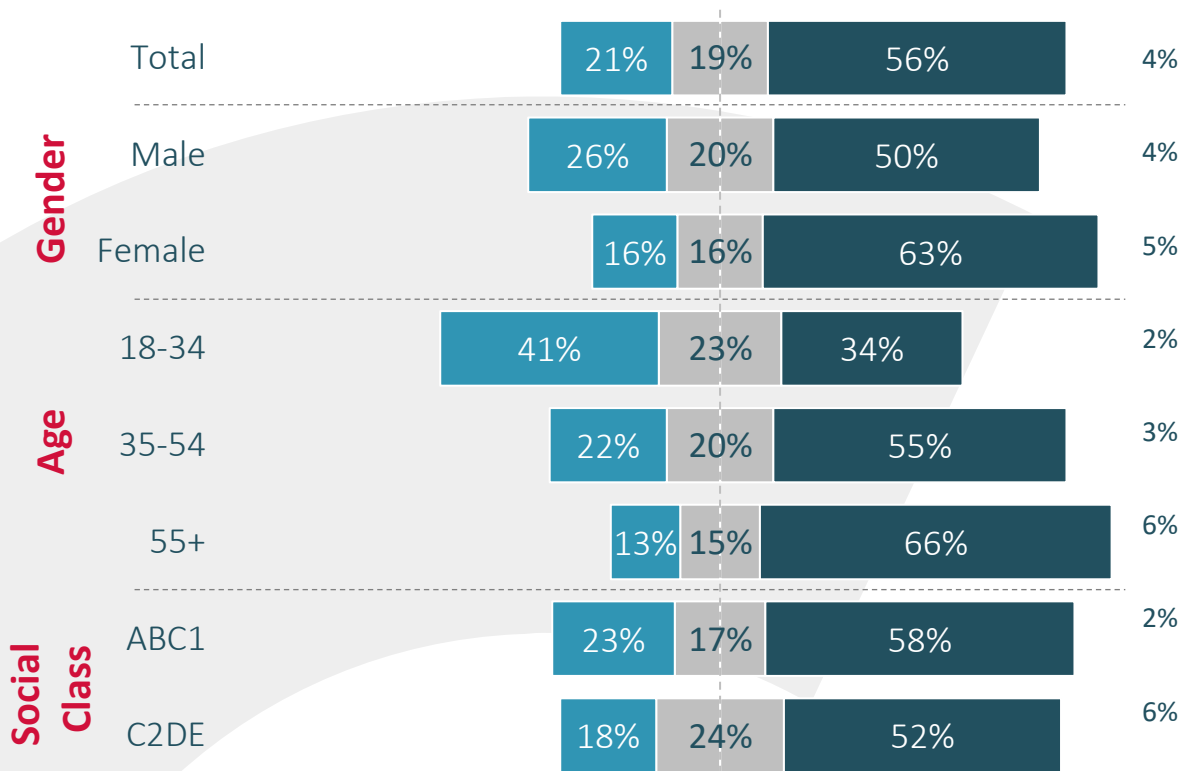
Don't know

I **would have** voted differently in the election had it been known at the time that the **housing completion figures** for the year were **significantly below** the publicly stated figure of 40K

Neutral

I would **not** have voted differently in the election had it been known at the time that the **housing completion figures** for the year were **significantly below** the publicly stated figure of 40K

Don't know

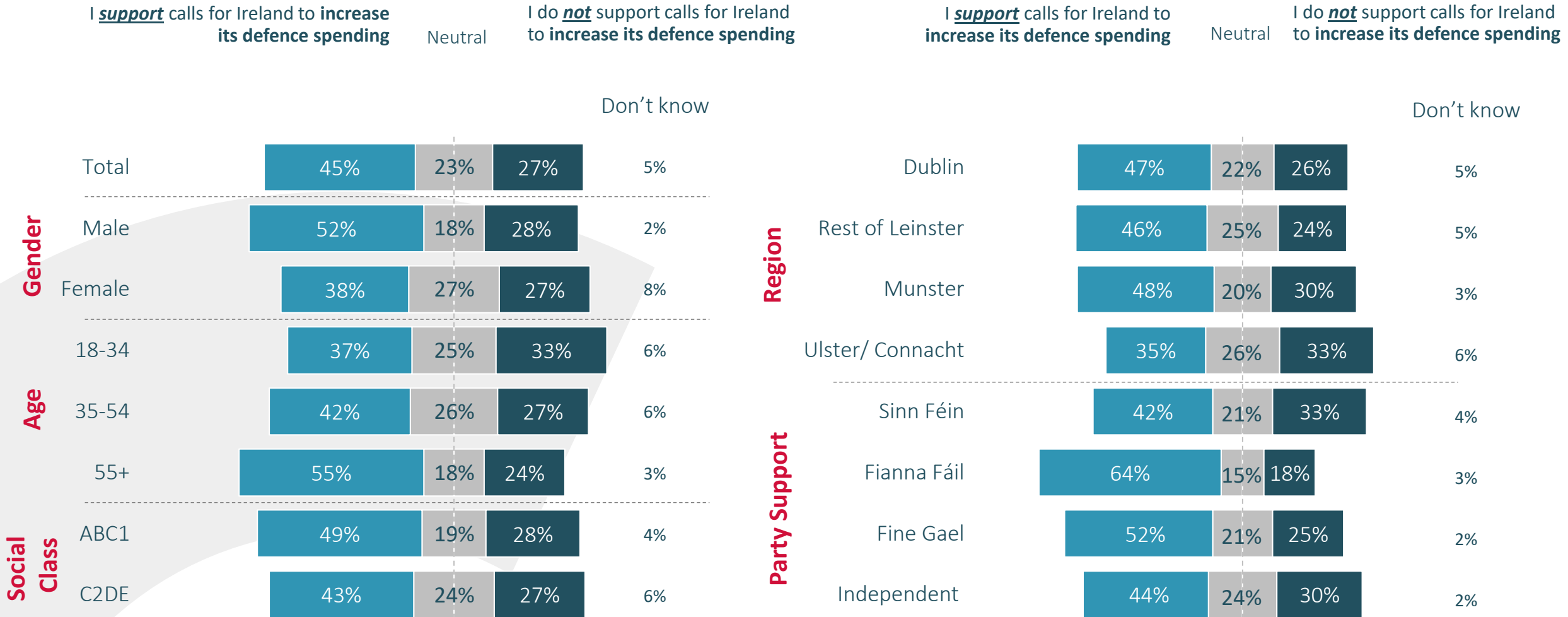


(Base: All Fianna Fail and Fine Gael Voters at GE 2024 aged 18+)

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

More support than oppose increased defence spending

Men, those aged over 55, and Fianna Fáil voters are more likely to support increasing defence spending



(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 support than oppose government intervening on cap

Almost half of voters believe the government should intervene on the passenger cap issue in Dublin Airport. Support is strong among men, over 55s, higher social grades and government voters.

I **support** the **government** using emergency powers to **intervene** in resolving the ongoing **passenger cap issue** at Dublin Airport

Neutral

I do **not** support the **government** using emergency powers to **intervene** in resolving the ongoing **passenger cap issue** at Dublin Airport

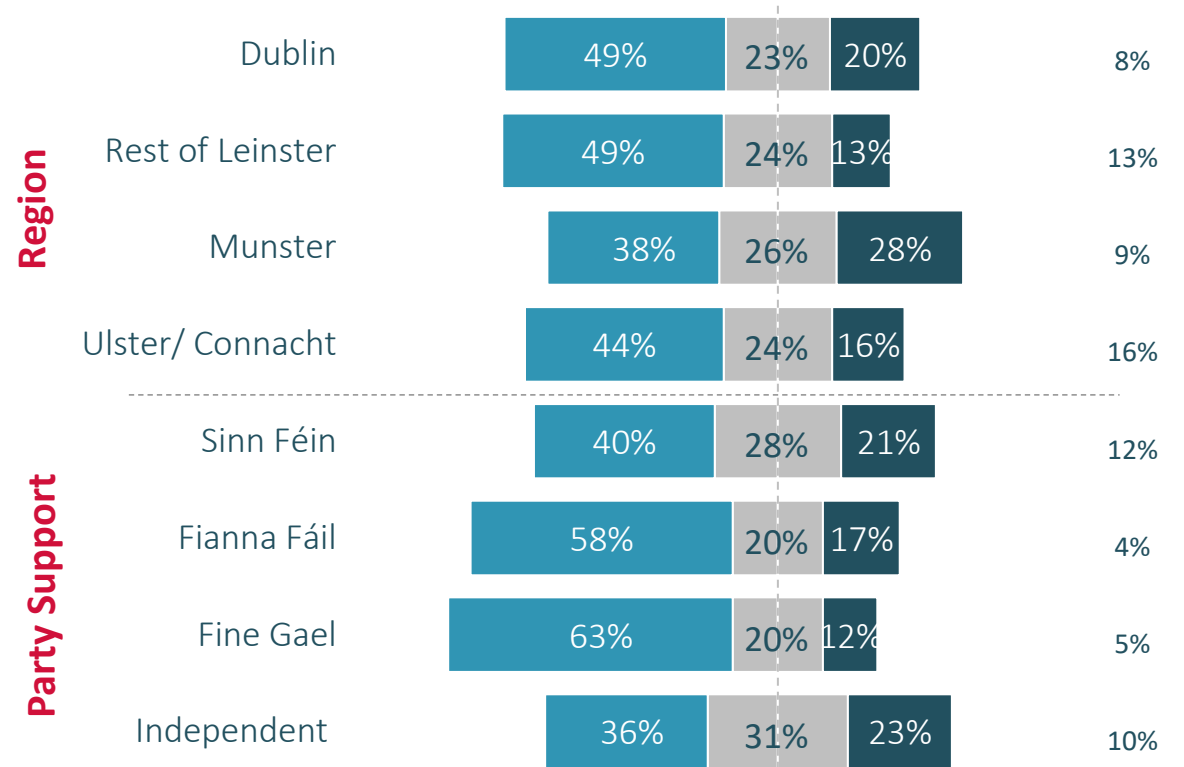
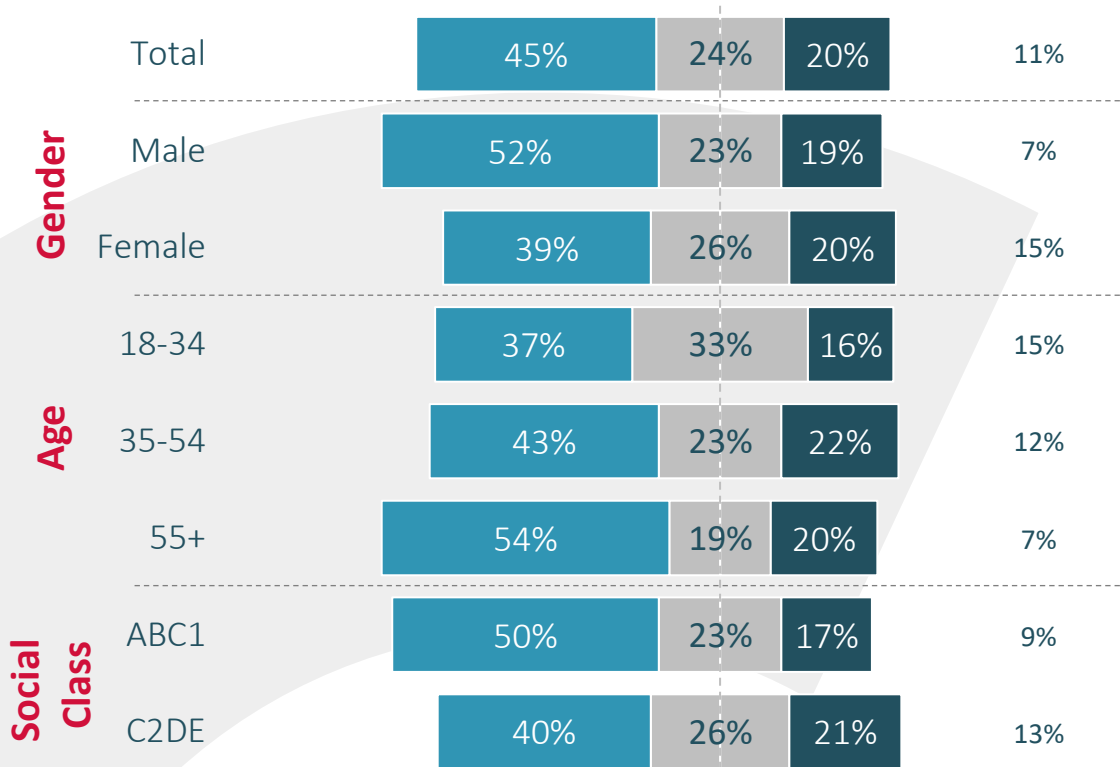
Don't know

I **support** the **government** using emergency powers to **intervene** in resolving the ongoing **passenger cap issue** at Dublin Airport

Neutral

I do **not** support the **government** using emergency powers to **intervene** in resolving the ongoing **passenger cap issue** at Dublin Airport

Don't know

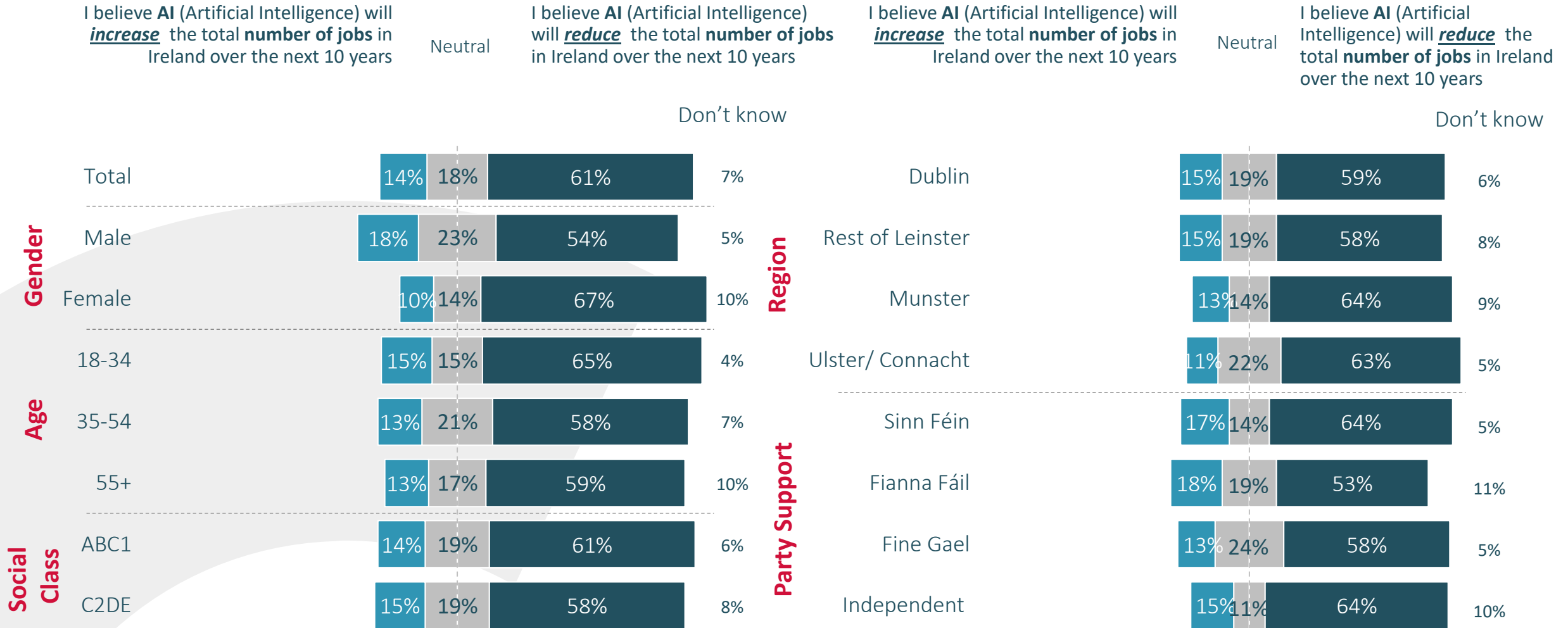


(Base: All adults 18+)

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

3 in 5 believe AI will lead to fewer jobs in Ireland

A clear majority across all demographics believe that AI will lead to fewer jobs in Ireland over the next 10 years



(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



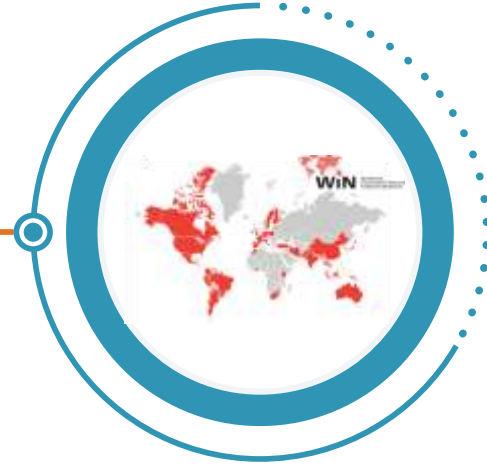
RED C UK

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

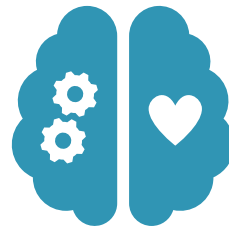
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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

