

REDC

**Business
Post**

Opinion Poll Report April 2025

JN. 761624



Methodology and Weighting

- RED C interviewed a random sample of **1,055** adults aged 18+ online between 17th to 23rd April 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

RED C LIVE

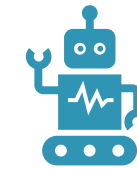
The highest online research quality standards in the industry

- 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



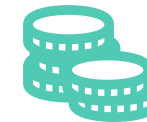
Pre-Screening

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.

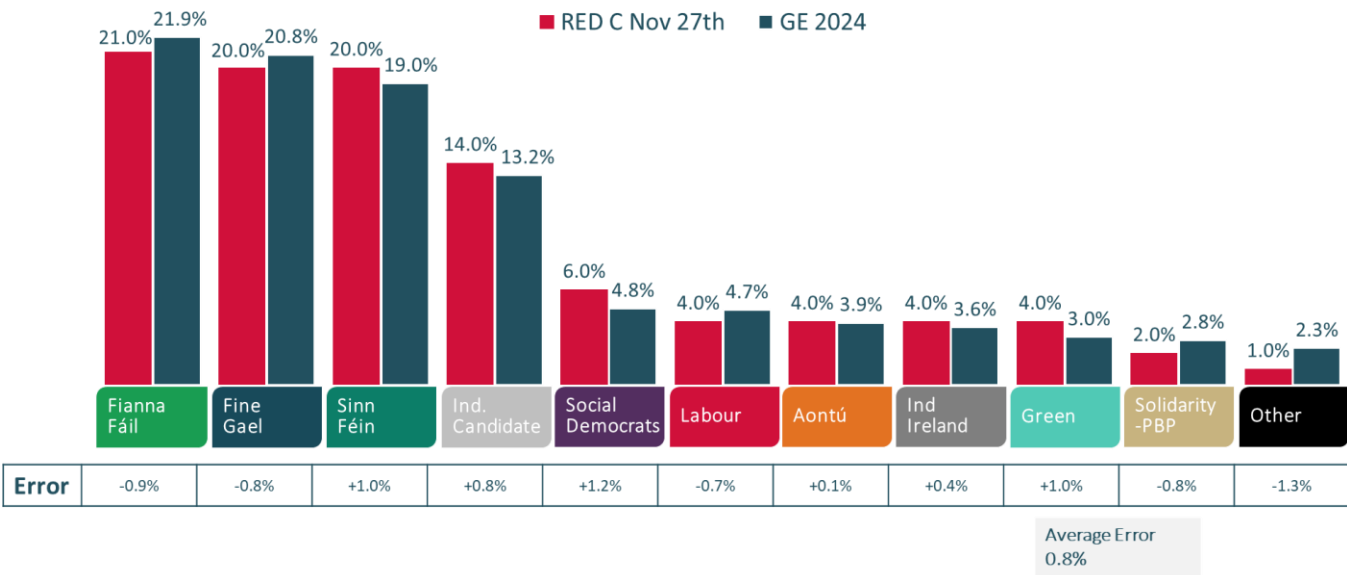
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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



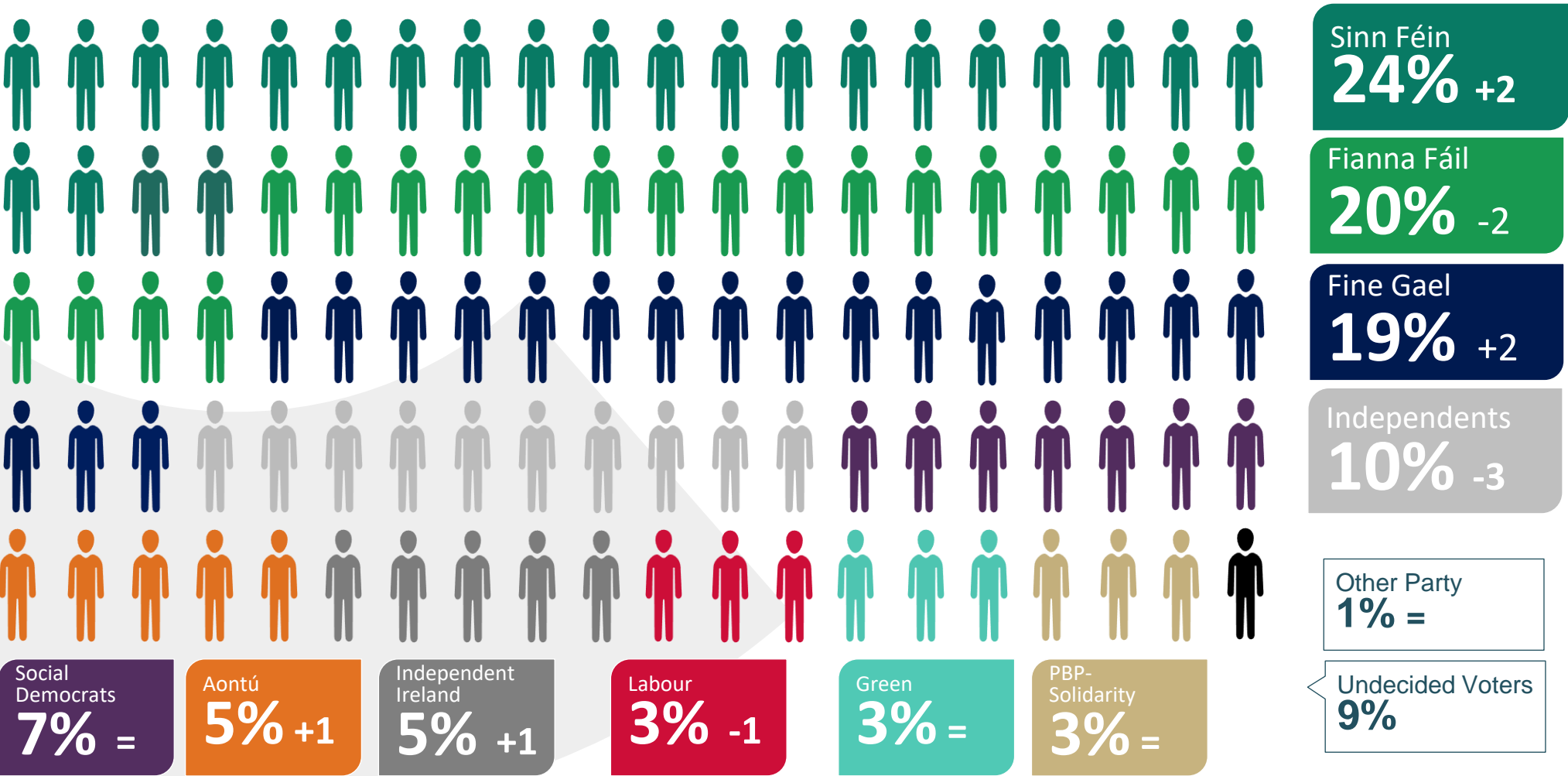


01

Vote Intention @ General Election

First preference vote intention – 27th April 2025

With change vs. Last Poll March 2025

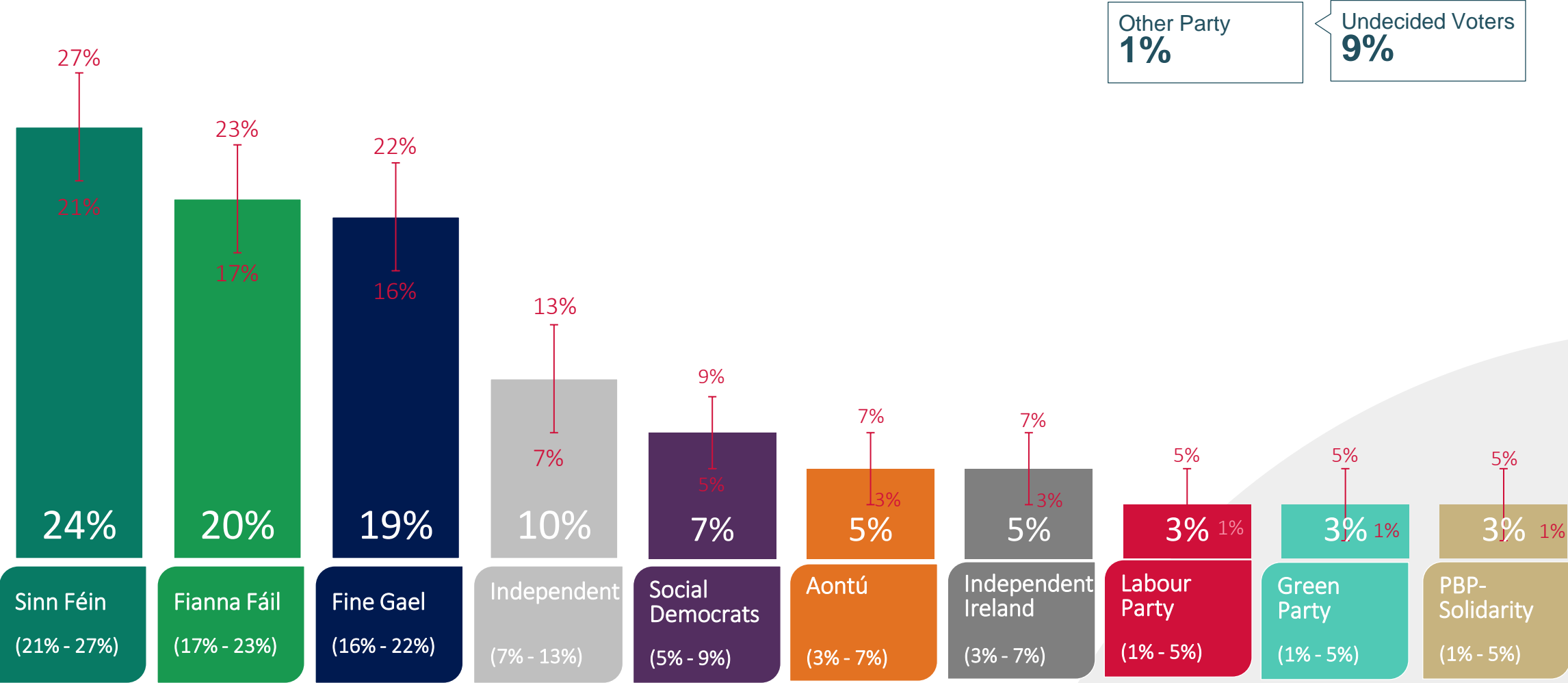


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention – 27th April 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.



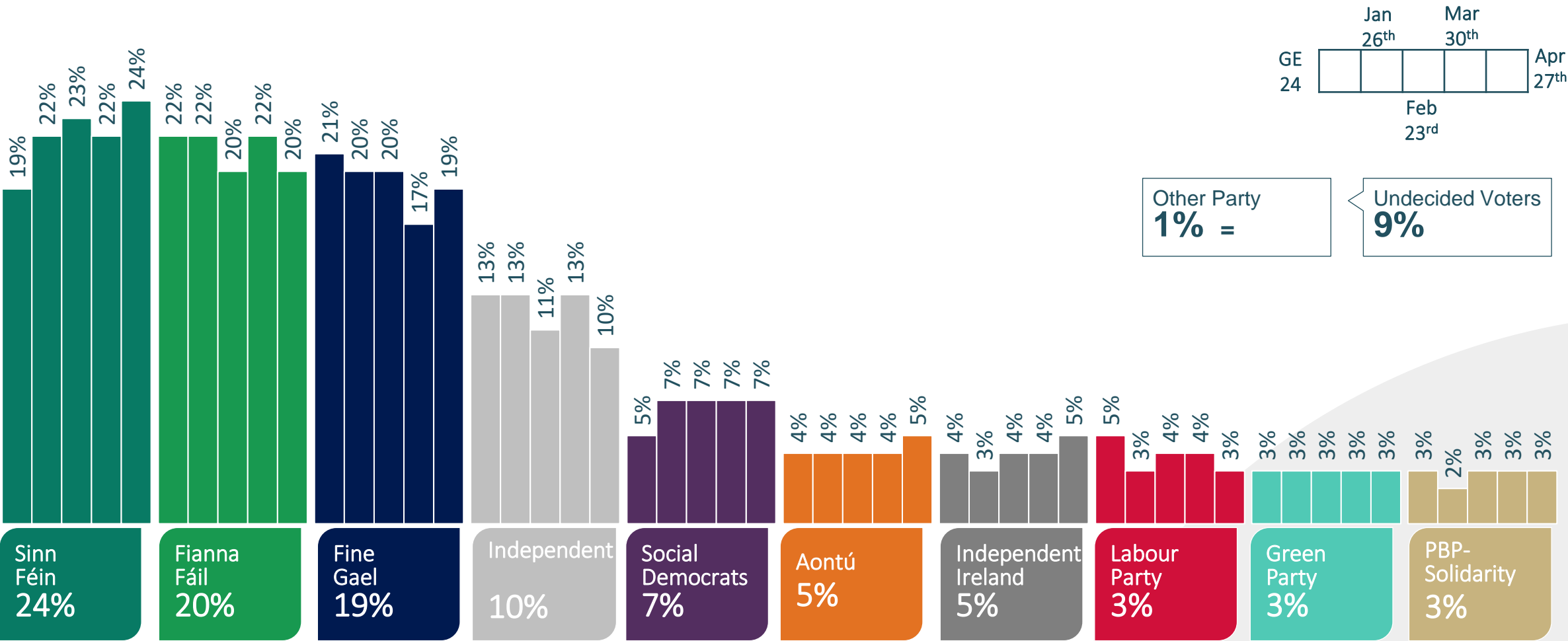
() shows the possible range of support for each party based on an estimated average margin of error calculation

Note: Margin of error for smaller parties may be smaller

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)

Core vote intention to turnout weighted data process

27 th April 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%	24%
Fianna Fáil	16%	17%	20%	20%
Fine Gael	15%	16%	18%	19%
An Independent Candidate	9%	9%	10%	10%
Social Democrats	6%	6%	7%	7%
Aontú	4%	4%	5%	5%
Independent Ireland	5%	5%	6%	5%
Labour Party	3%	3%	3%	3%
Green Party	3%	3%	3%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Other	0	1%	1%	1%
Would not vote	3%	3%		
Undecided	12%	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 an 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

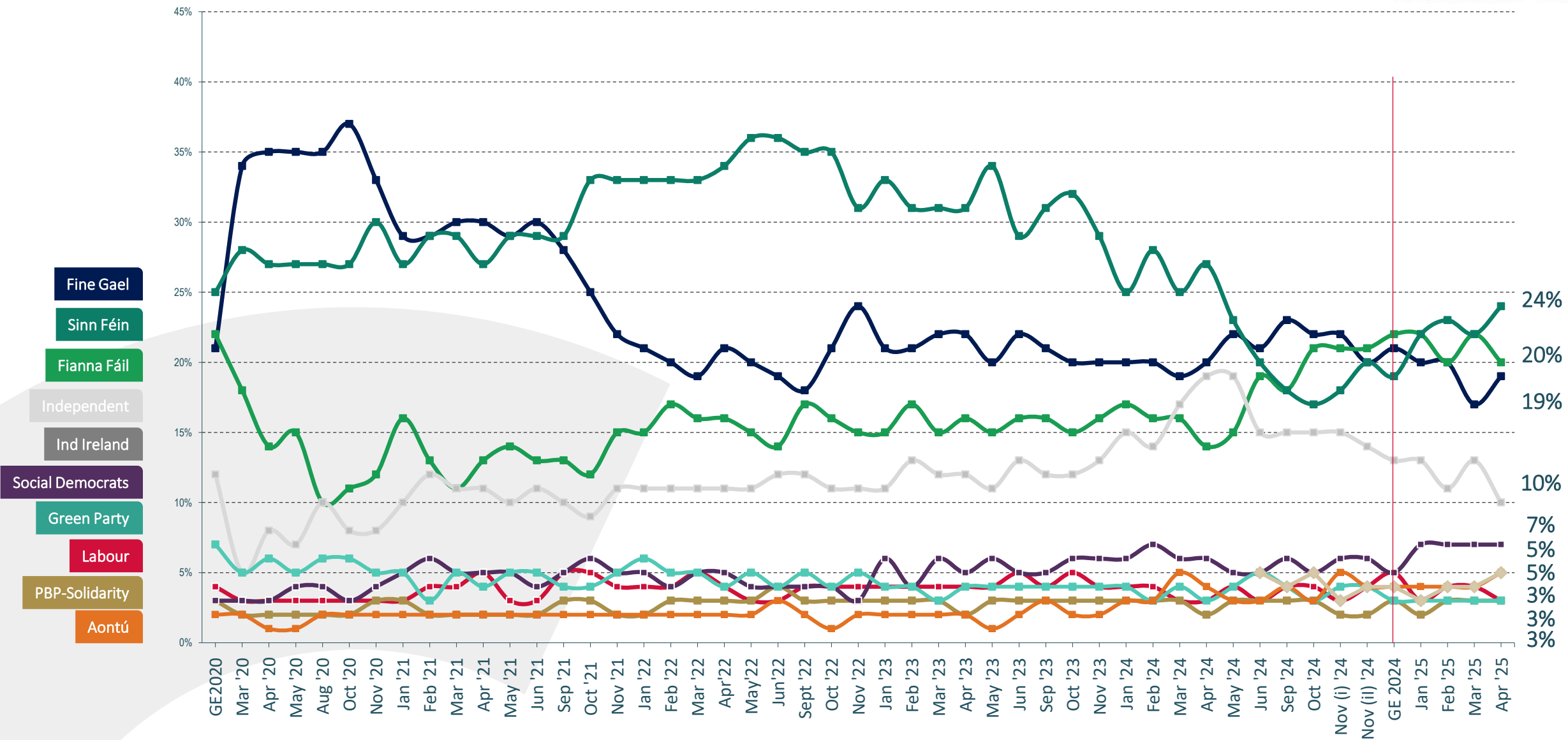
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

27 th April 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	24%	23%	24%	28%	25%	20%	19%	31%	15%	27%	21%	40%
Fianna Fáil	20%	18%	22%	14%	20%	24%	22%	14%	17%	24%	23%	14%
Fine Gael	19%	21%	16%	13%	16%	24%	23%	15%	23%	20%	14%	15%
An Independent Candidate	10%	9%	12%	6%	12%	11%	7%	14%	6%	8%	15%	13%
Social Democrats	7%	5%	9%	14%	6%	4%	10%	5%	8%	7%	7%	6%
Aontú	5%	8%	3%	5%	7%	4%	4%	4%	8%	3%	7%	2%
Independent Ireland	5%	5%	5%	5%	5%	6%	3%	8%	4%	3%	8%	3%
Labour Party	3%	4%	2%	3%	3%	3%	5%	2%	4%	5%	2%	1%
Green Party	3%	3%	2%	6%	2%	1%	4%	1%	5%	1%	2%	0
People Before Profit-Solidarity	3%	2%	4%	5%	3%	3%	3%	5%	9%	1%	1%	2%

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



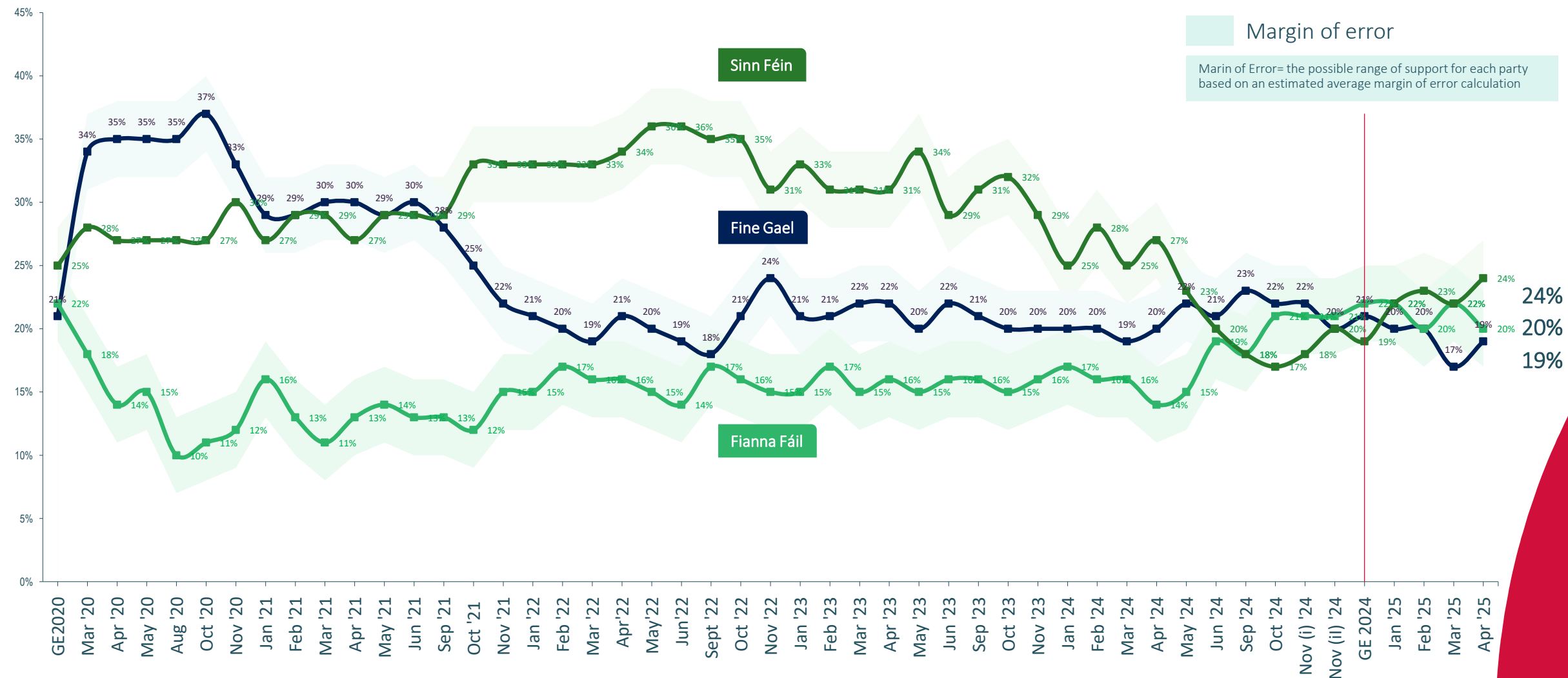
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention trend over time since GE 2020



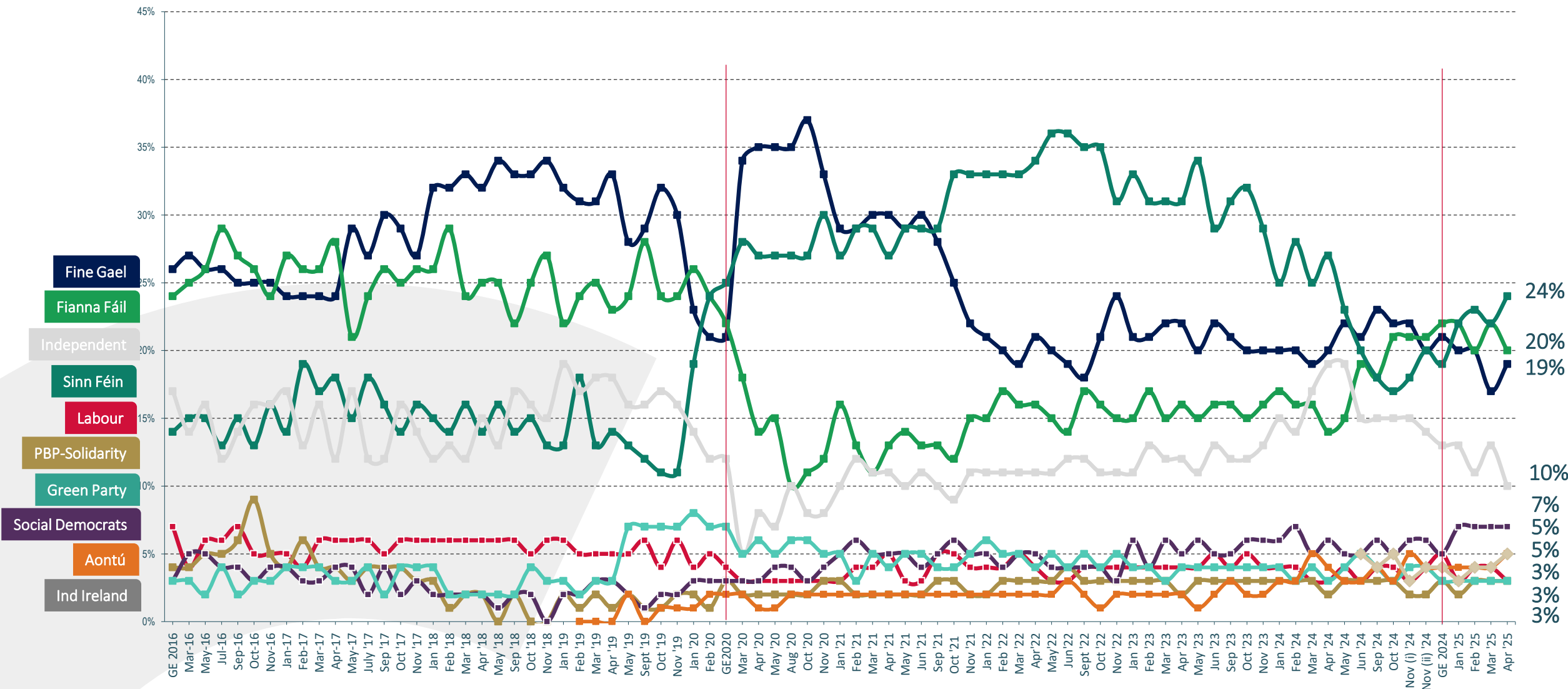
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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

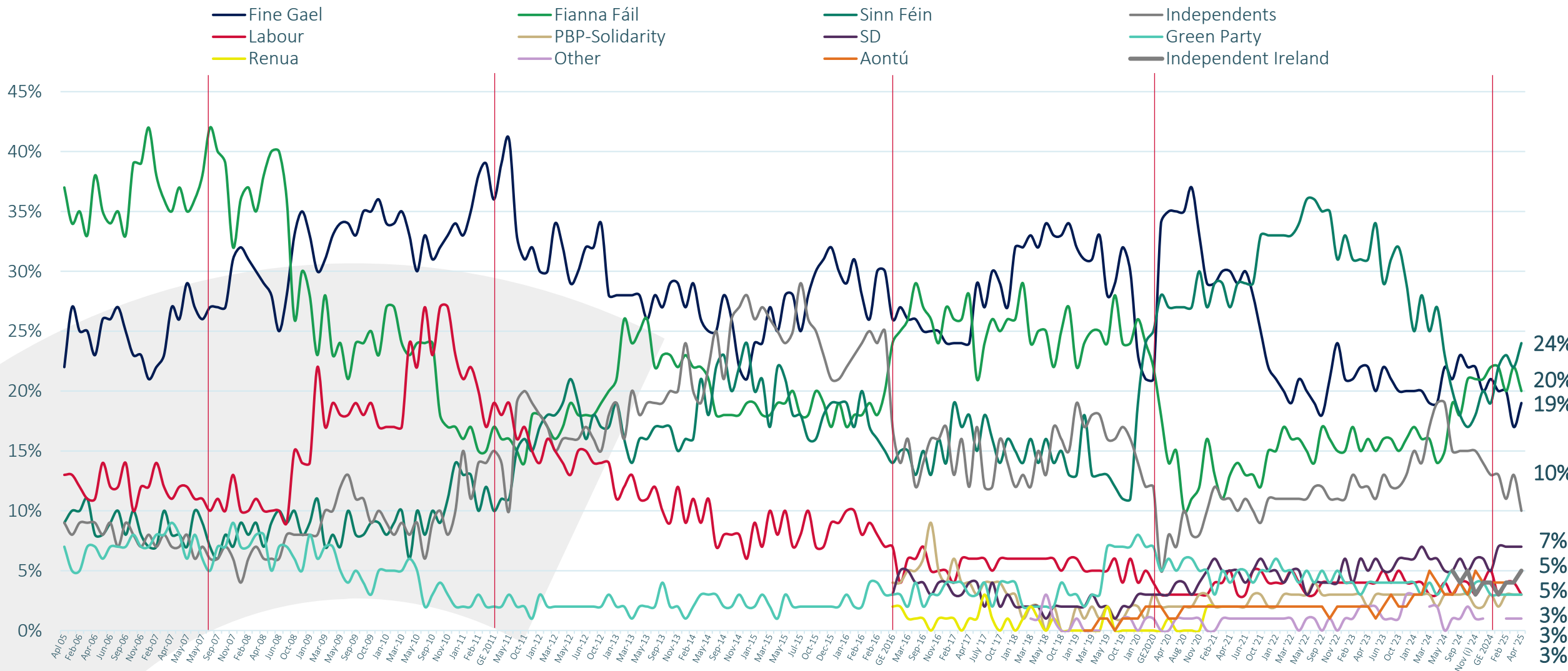


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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



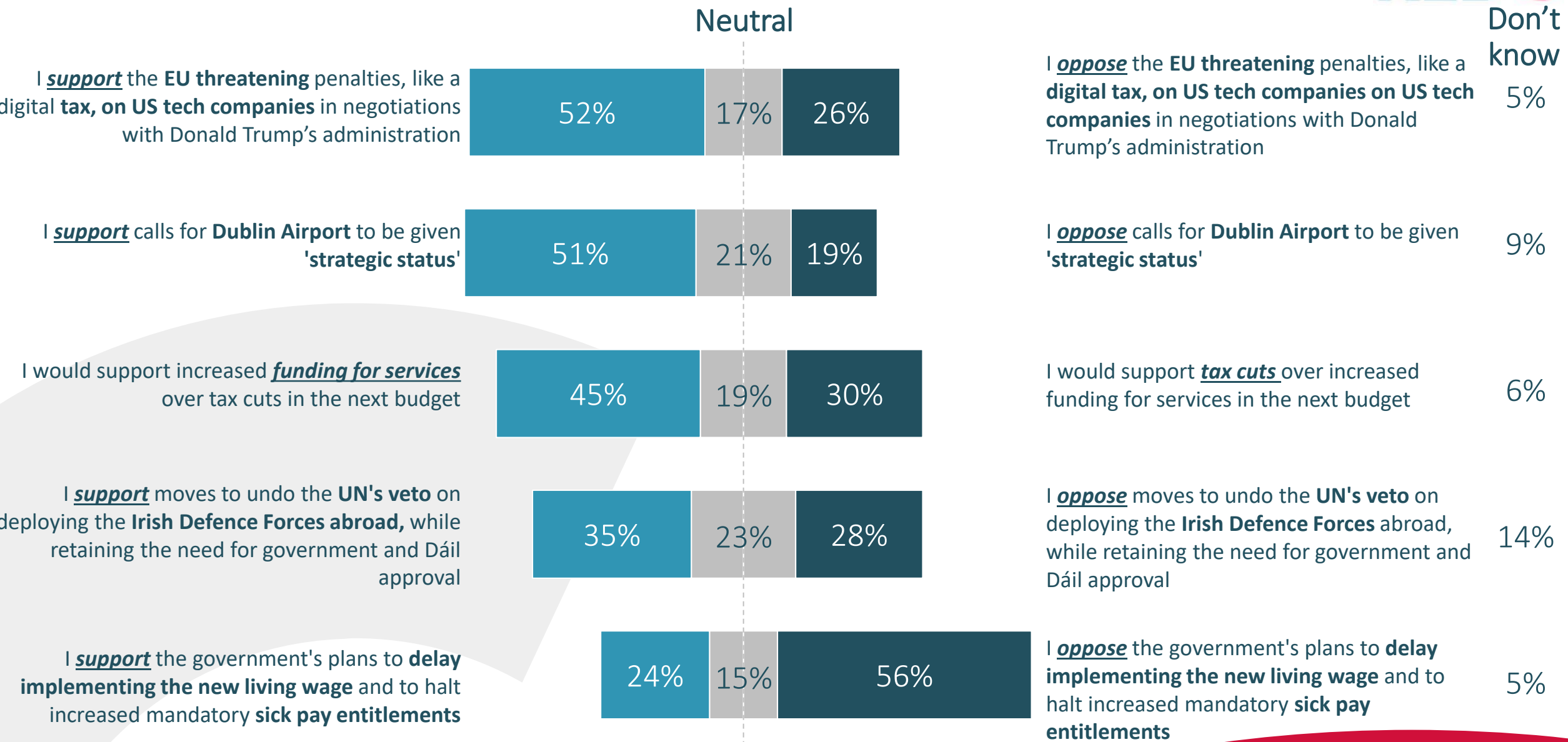
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

02

Views on topical political issues

Views on topical political issues – Summary

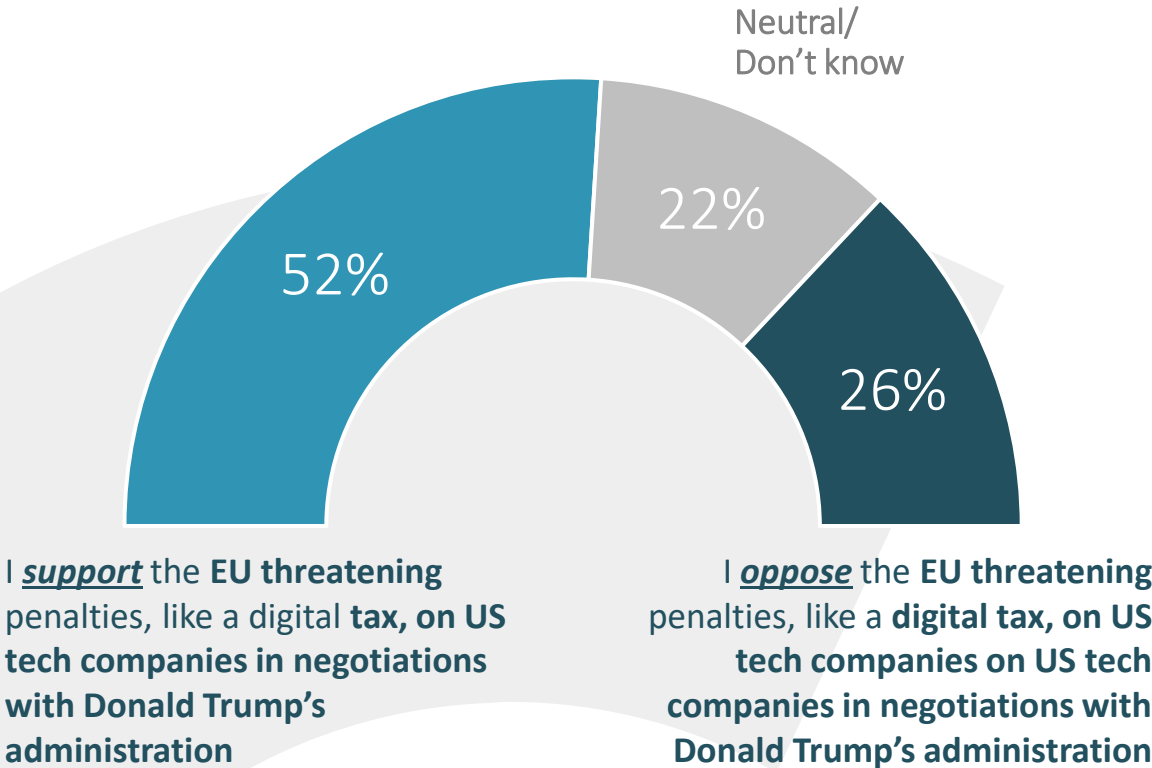


(Base: All adults 18+)
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

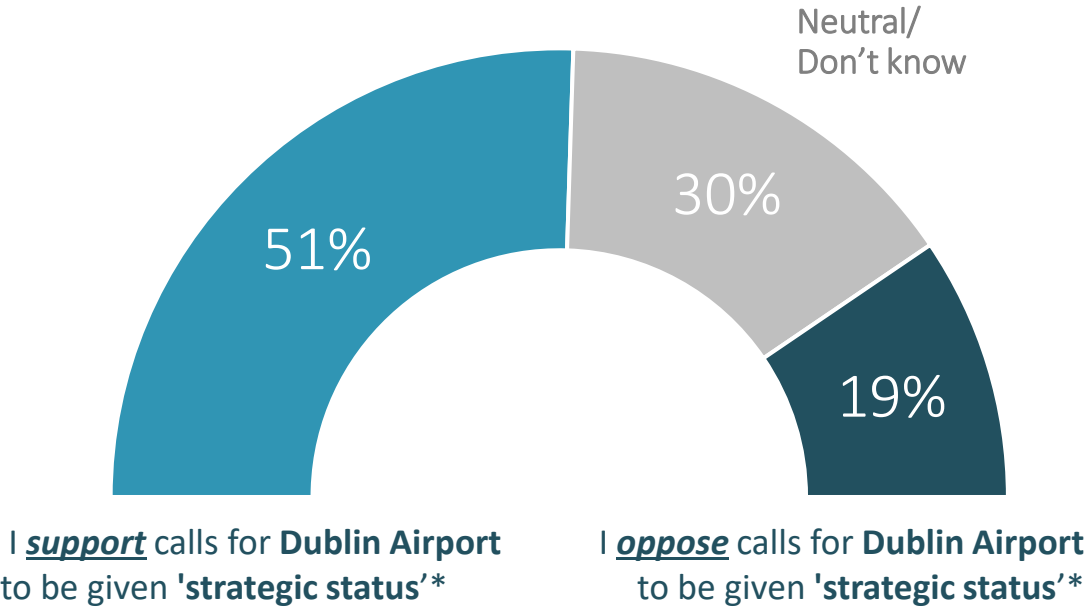
Most feel the EU should target US companies

Twice as many support, as oppose, the EU threatening US tech companies in negotiations. The majority support strategic status for the airport although many are neutral or undecided.

Should the EU target US tech companies?



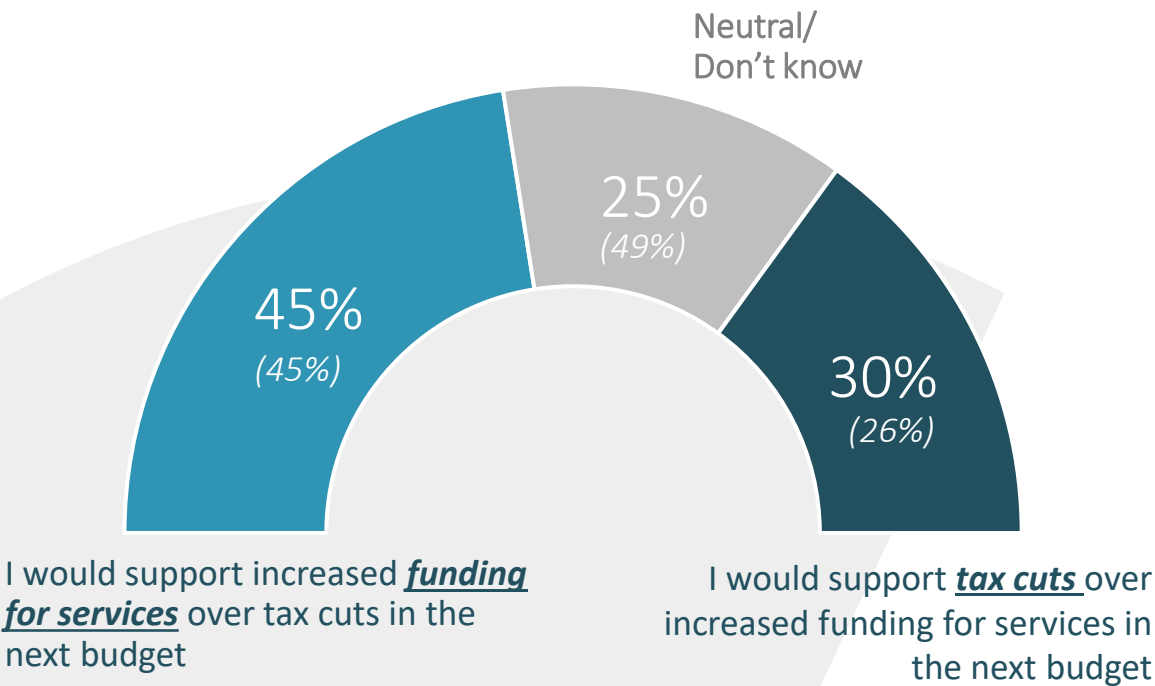
Should Dublin Airport have 'strategic status'?



*Following explanation provided: 'This would designate is as critical national infrastructure, reducing the current level of planning oversight by Fingal County Council and instead prioritising its development at a national level'

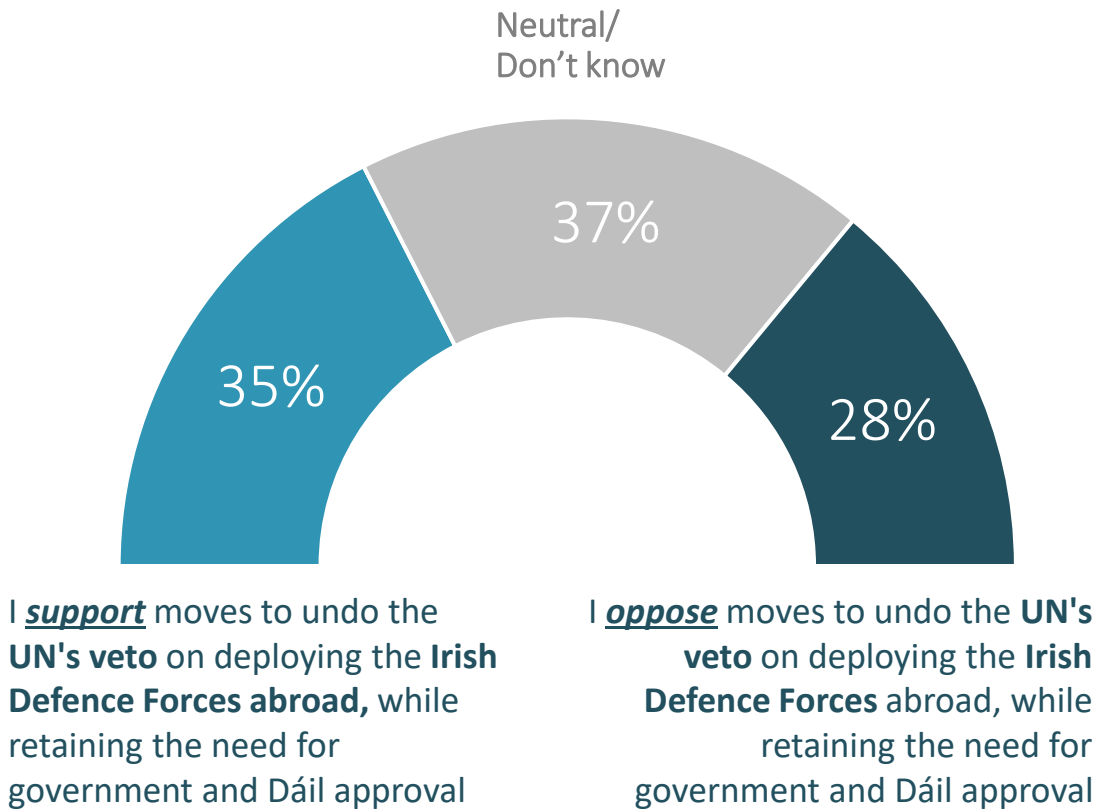
One and a half times as many would prefer to see greater funding for public services as would favour tax cuts. There is little clarity on undoing the UN veto on troop deployment with the greatest share undecided.

Funding for services vs tax cuts



(xx%) = Figures from when this was last asked in April 2024

Undoing the UN veto on troop deployment



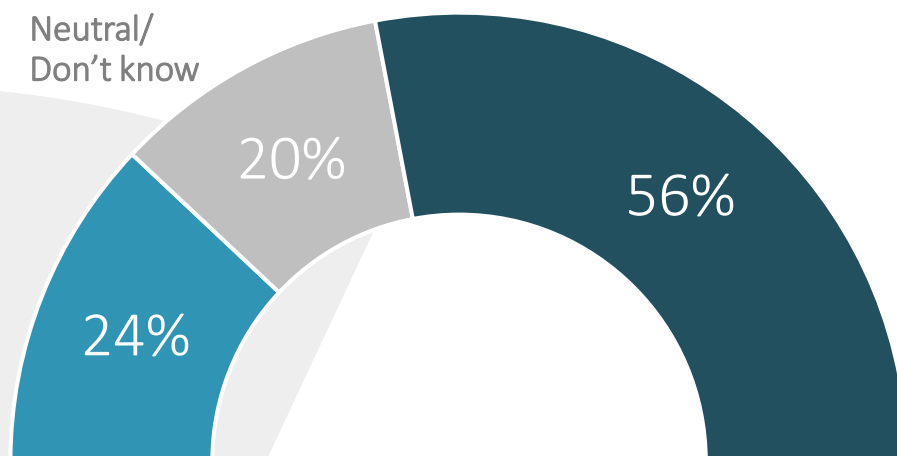
(Base: All adults 18+)

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

Majority oppose delay of new living wage

Over twice as many oppose, as support, the government delaying the new living wage and sick pay entitlements

Is the government right to delay the new living wage/sick pay entitlements?



I **support** the government's plans to **delay implementing the new living wage** and to halt increased mandatory **sick pay entitlements**, in order to prioritise competitiveness and business costs

I **oppose** the government's plans to **delay implementing the new living wage** and to halt increased mandatory **sick pay entitlements**, in order to prioritise competitiveness and business costs

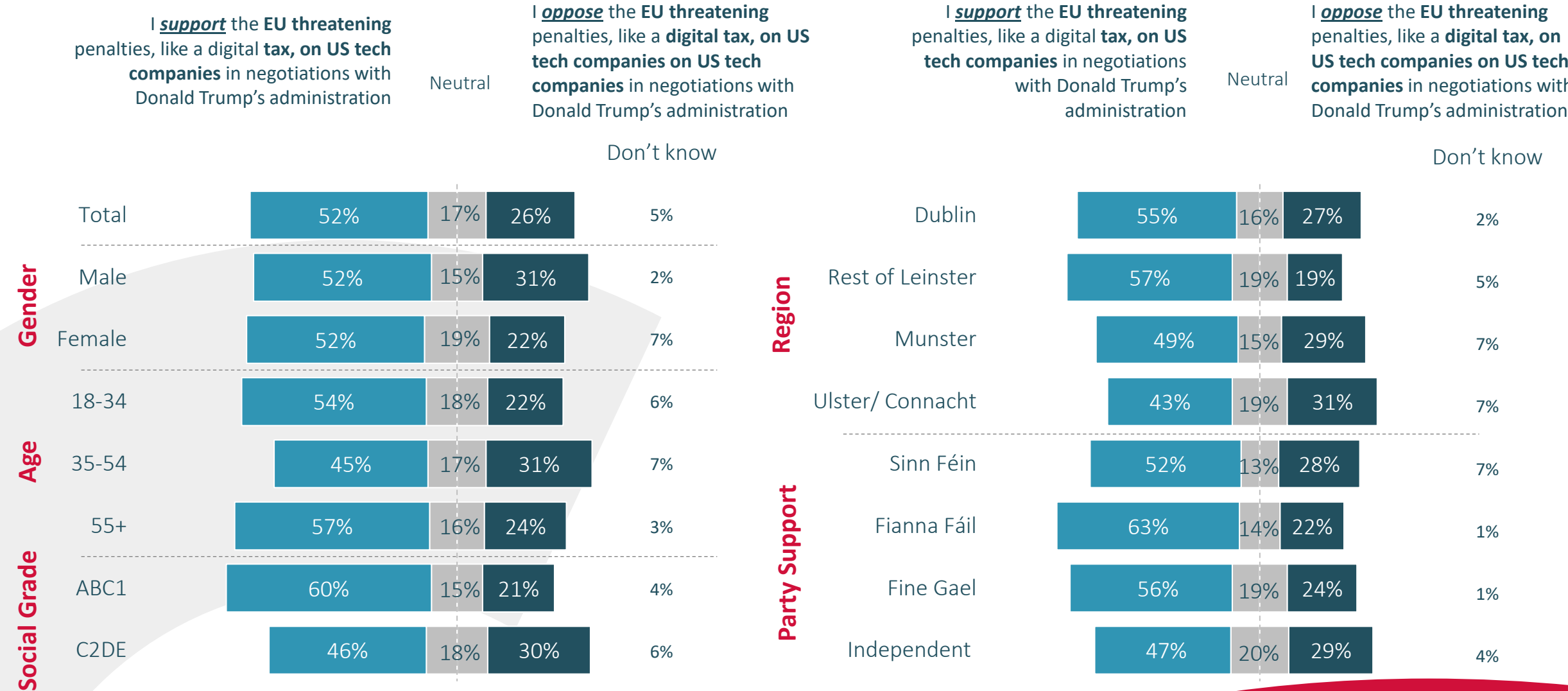
(Base: All adults 18+)

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

Majority support EU threatening US tech companies



Support for EU threatening penalties on US tech companies outweighs support across all demographics

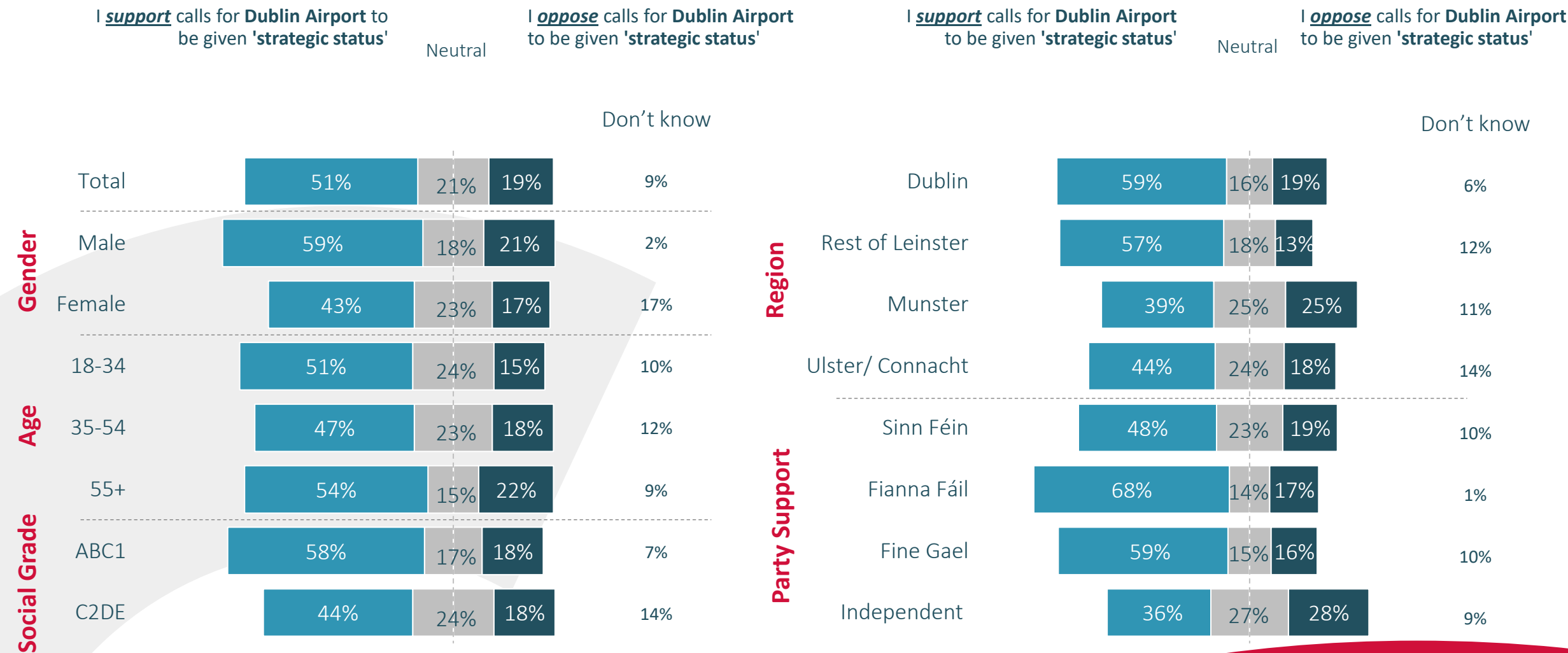


(Base: All adults 18+)
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Majority support strategic status for Dublin Airport



Support outweighs opposition in all demographics, but is particularly strong among men, higher social grades, Fianna Fáil voters, and in Dublin and Leinster

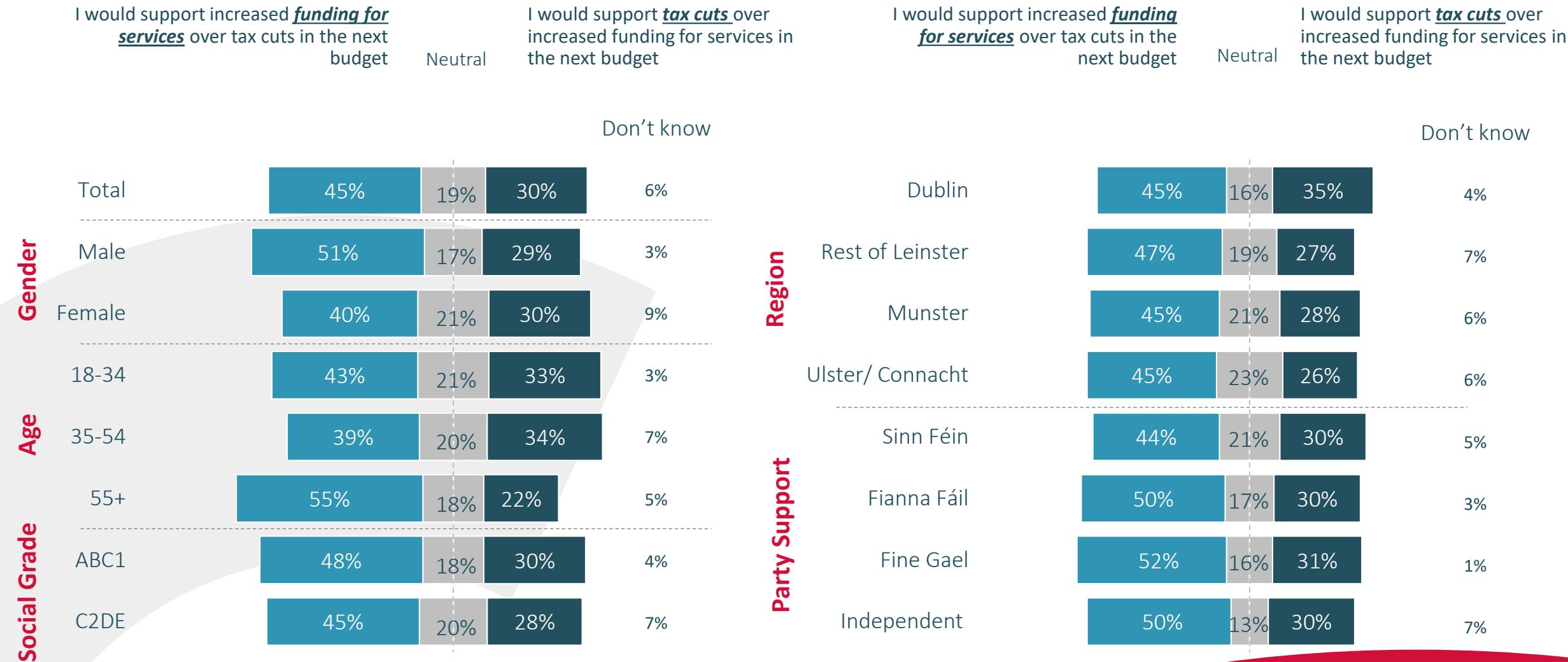


(Base: All adults 18+)
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Funding for services favoured by all demographics



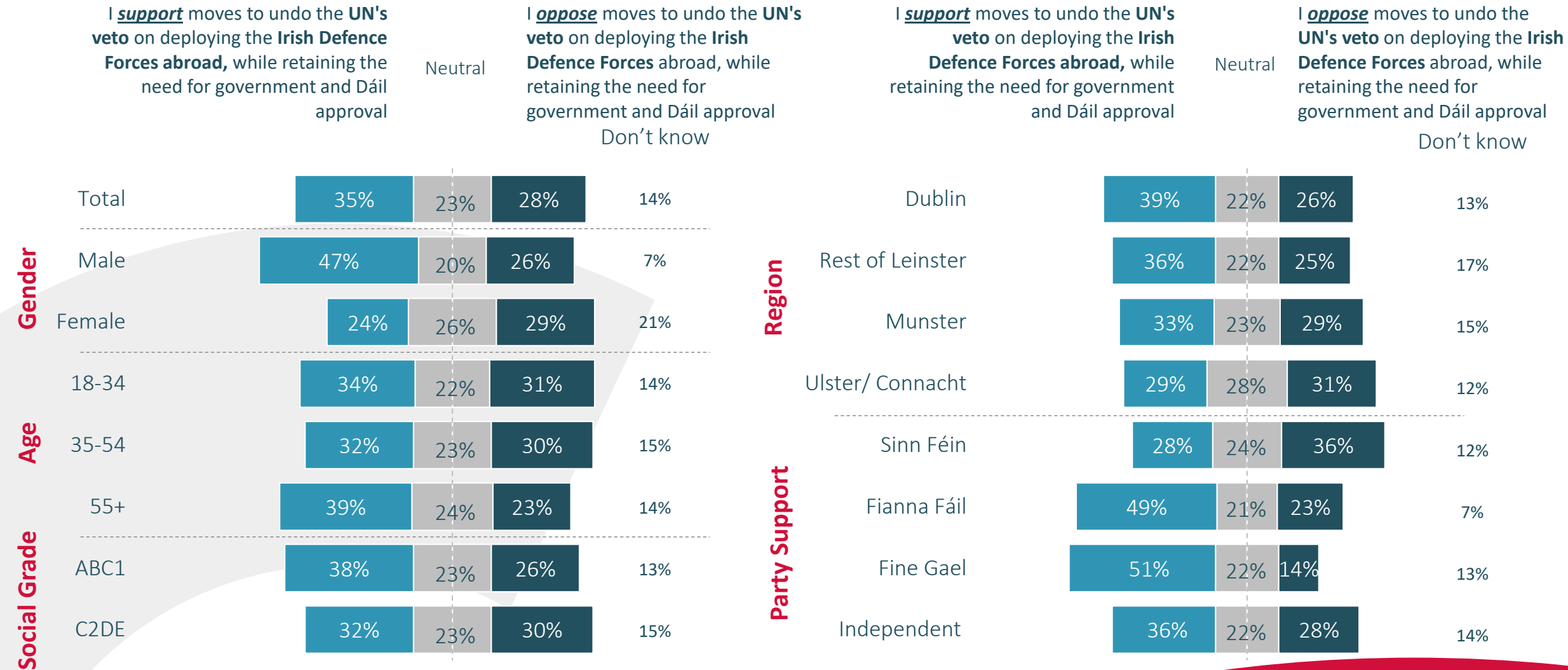
Greater funding for services is preferred over tax cuts by all cohorts, but especially over 55s



(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

Little agreement on issue of undoing UN veto on deployment REDC

Men and government party voters are more likely to support undoing the UN veto on deployment of the Irish Defence Forces abroad

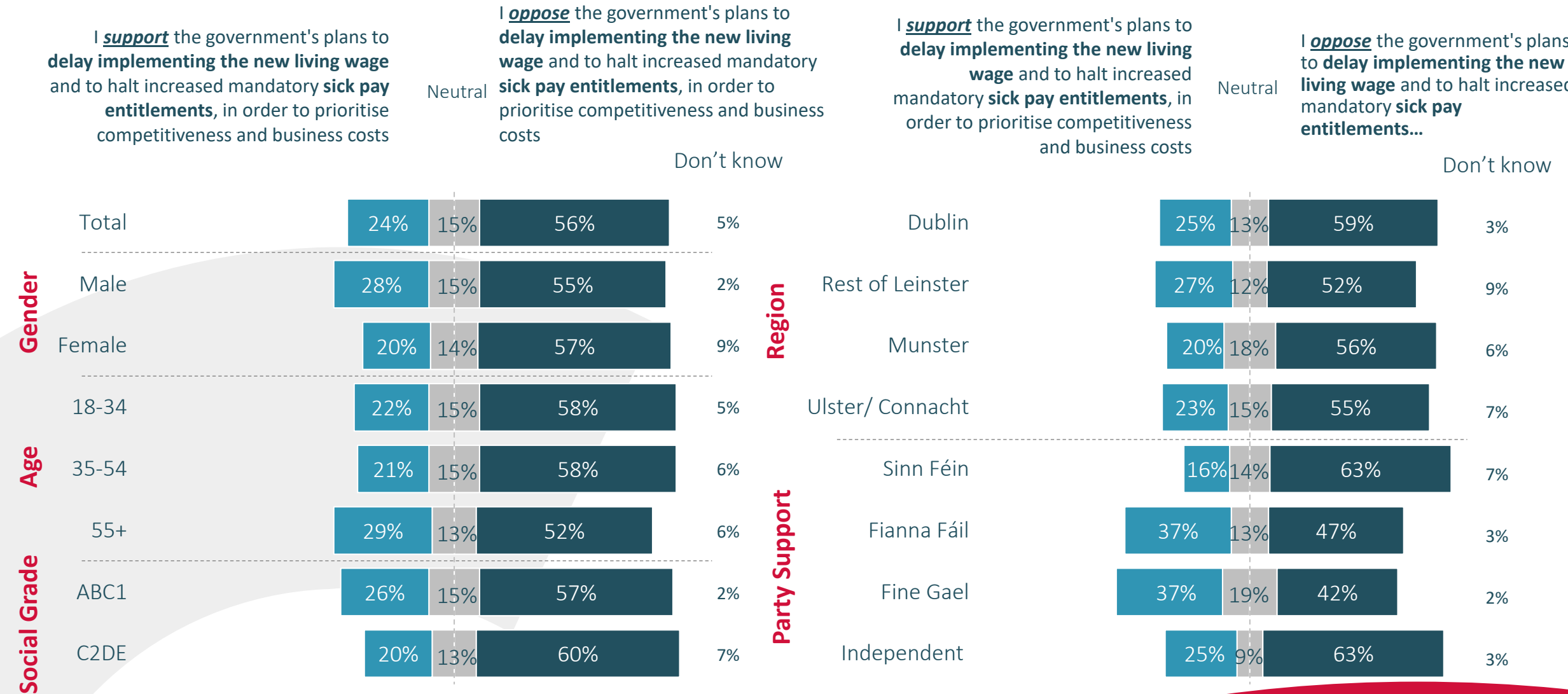


(Base: All adults 18+)
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

All cohorts oppose delaying living wage and sick pay



Opposition outweighs support across the board, but with less of a gap in the case of government party 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

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.



REDC

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



REDC

RED C UK

Our fast-growing UK agency, that specialises in international qualitative and quantitative research in the media, sports and kids industries



RELISH
INSIGHTS WITH FLAVOUR

Relish Research

Our newly acquired UK based research business, that specialises in understanding customers and helping subscription based business in the UK market



WIN
Worldwide
Independent
Network
Of Market Research

**Worldwide
Independent Network**

Partner agencies in 35 markets across the globe help us design international projects with local market insights



Improving Experiences

We map customer journeys, understand pain points, and monitor moments of truth to help you delight and retain customers.

In markets across the world



RED Star



26

Using a variety of techniques to uncover & understand

Face to Face In Person
150 interviewers nationwide
In Home, Exit, Location



Group Discussions
Online, WhatsApp or
Face to Face



Depth Interviews
One of one or paired in
depth discussions



Social Media
Monitoring, Listening &
Understanding



Surveying



Telephone

30 Station Outbound Telephone
Centre in Dundalk



Online

Bespoke RED C Live Online
Panel of 40,000+

Listening



Online Communities

30-100 people in
ongoing discussions



Biometric Testing

Eye Tracking, Facial Coding
Blood Pressure, Sweat

Monitoring



Passive Monitoring

In person movements, online
journey, media consumption

RESEARCH EVALUATION DIRECTION **CLARITY**

See More, Clearly

REDC

