

REDC

**Business
Post**

Opinion Poll Report March 2025

JN. 761624



Methodology and Weighting

- RED C interviewed a random sample of 1,002 adults aged 18+ online between 21st to 26th March 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

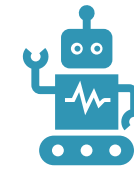
The highest online research quality standards in the industry

- 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



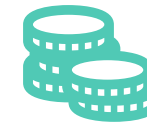
Pre-Screening

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.

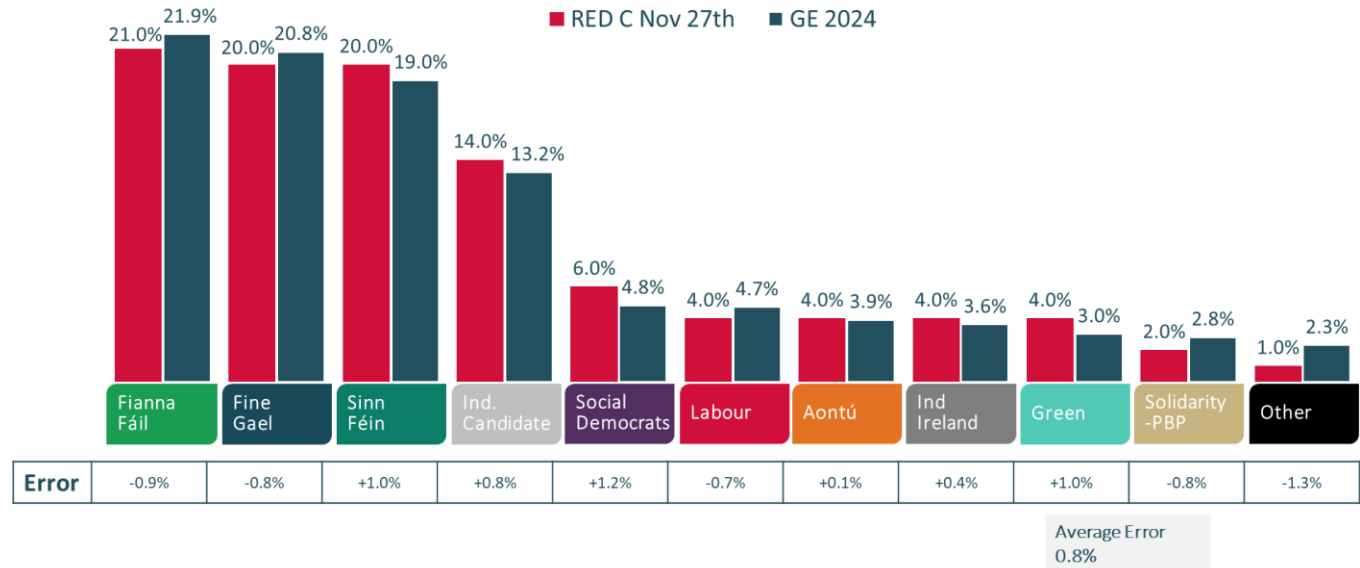
We also correctly predicted that Fianna Fáil would take the greatest vote share. In fact, our average error across the three main parties was just 0.9%. The most accurate by far across all polls conducted in the closing stages of the campaign.

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

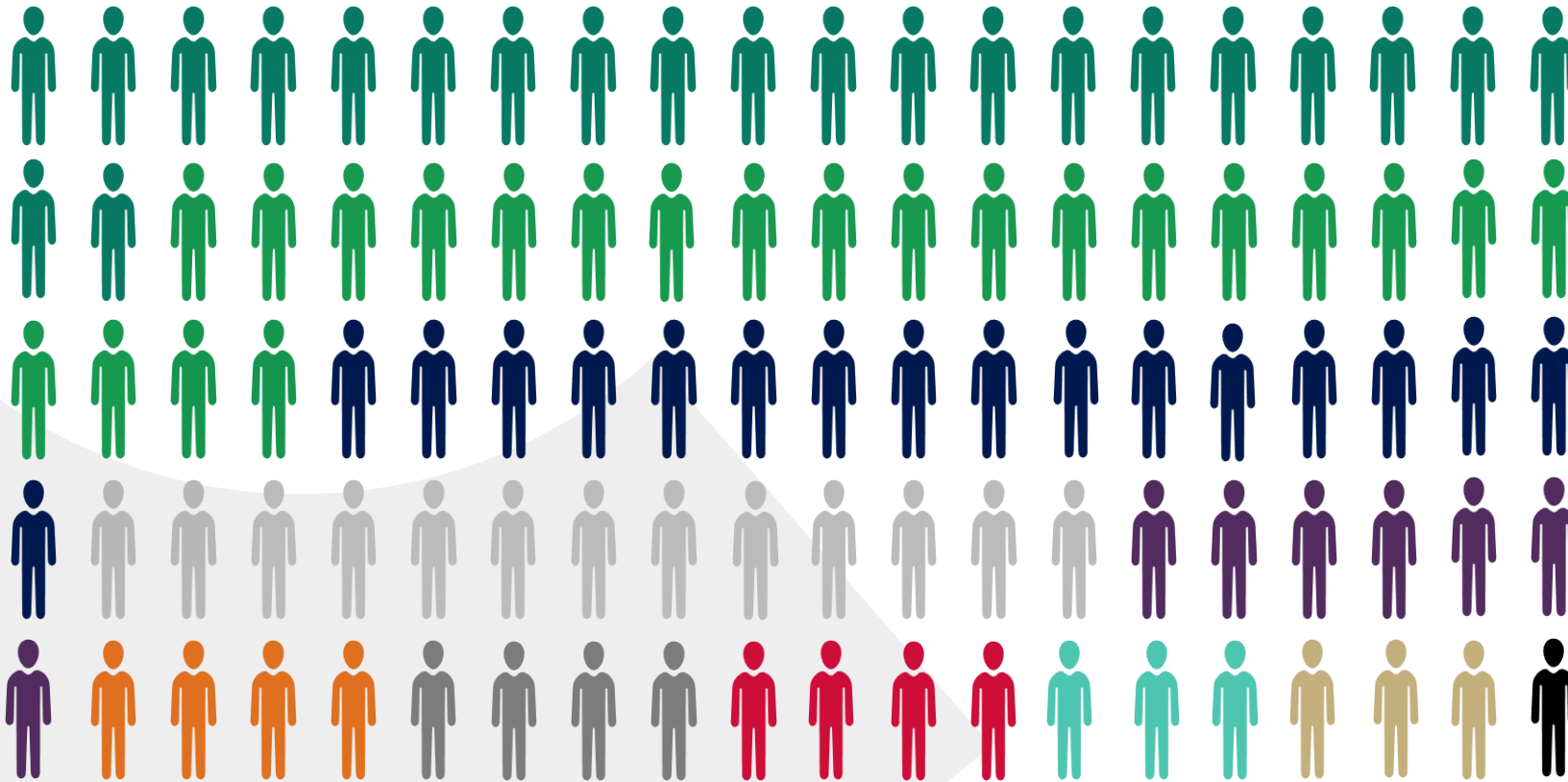


01

Vote Intention @ General Election

First preference vote intention – 30th March 2025

With change vs. Last Poll February 2025



Sinn Féin
22% -1

Fianna Fáil
22% +2

Fine Gael
17% -3

Independents
13% +2

Other Party
1% =

Undecided Voters
9%

Social Democrats
7% =

Aontú
4% =

Independent Ireland
4% =

Labour
4% =

Green
3% =

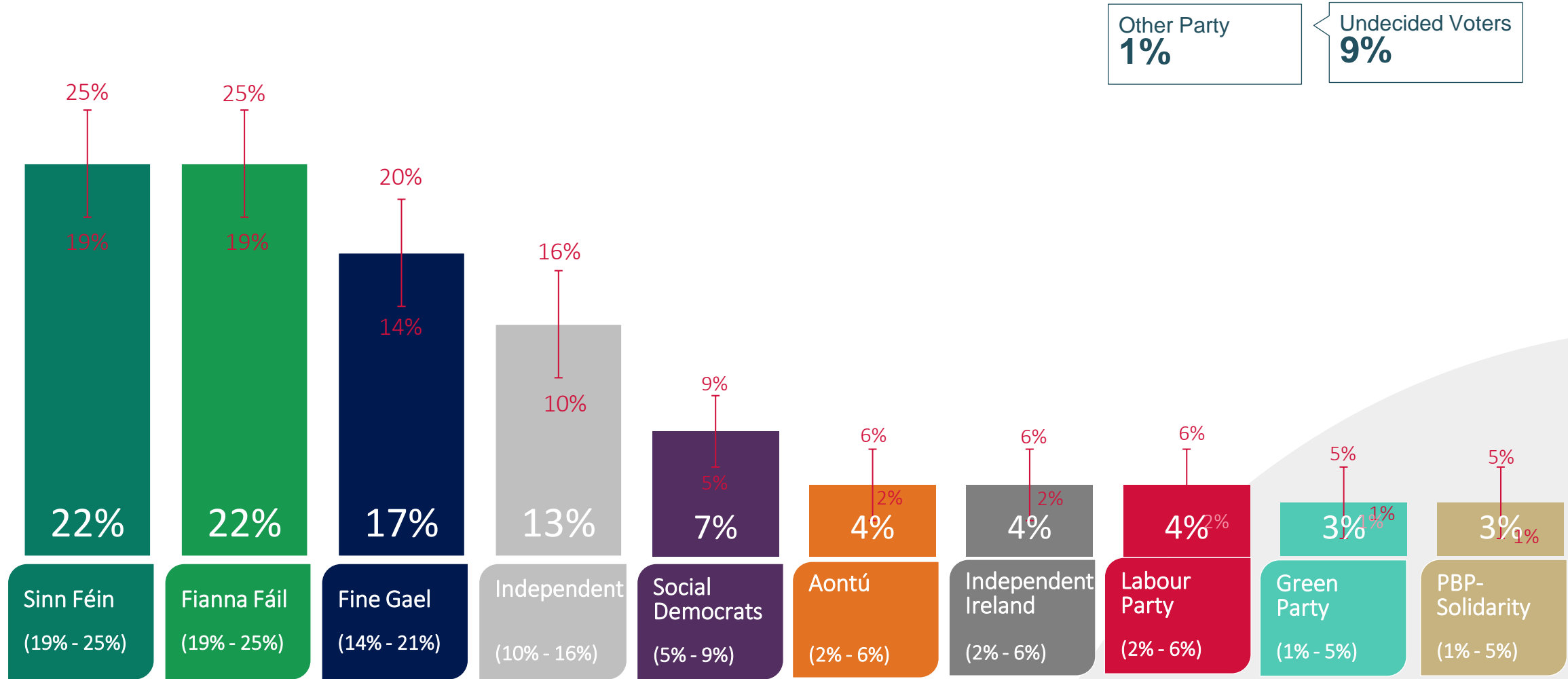
PBP-Solidarity
3% =

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 – 30th March 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.



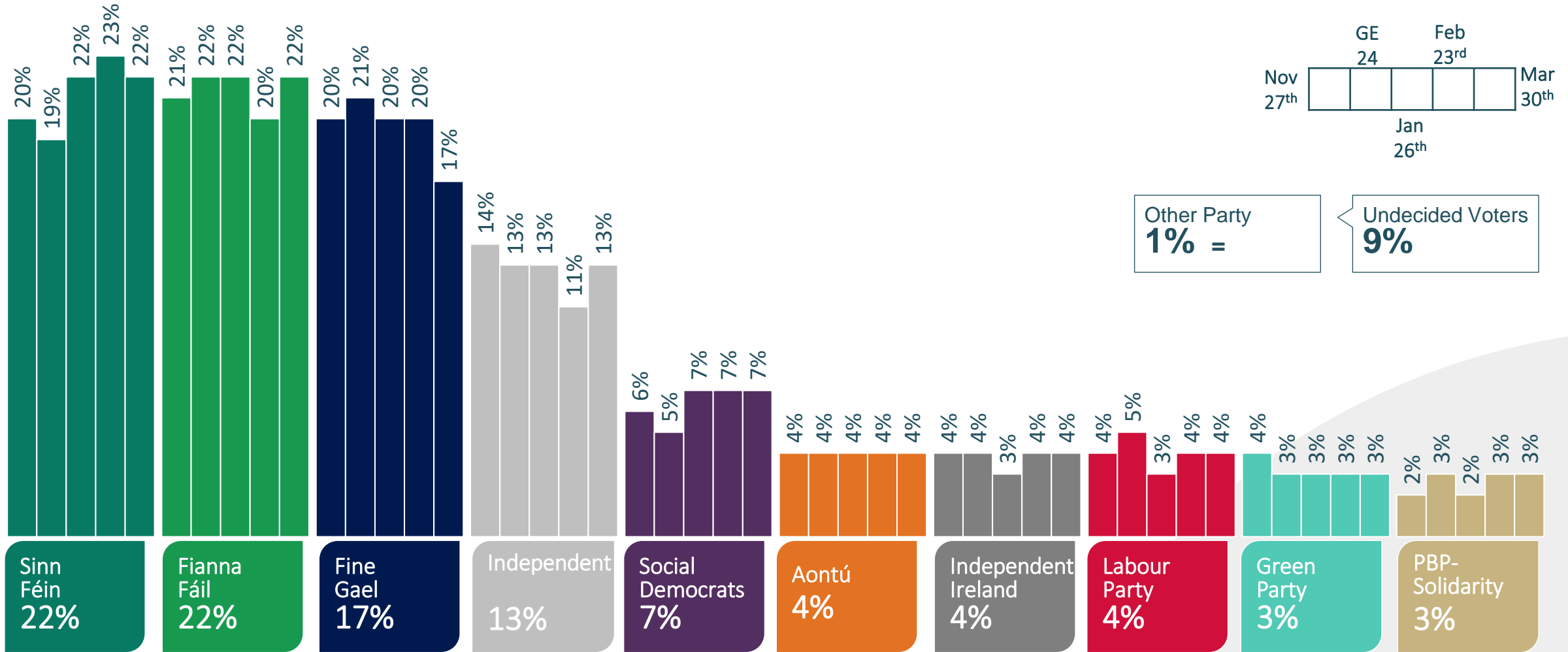
() shows the possible range of support for each party based on an estimated average margin of error calculation

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

30 th March 2025	Core data	Core data with prompt for most likely party ⁽¹⁾	Undecided/ Non Voters Removed ⁽²⁾	Turnout Weighted ⁽³⁾
Sinn Féin	20%	20%	23%	22%
Fianna Fáil	17%	18%	21%	22%
Fine Gael	14%	14%	16%	17%
An Independent Candidate	10%	11%	13%	13%
Social Democrats	5%	6%	7%	7%
Aontú	3%	4%	4%	4%
Independent Ireland	3%	4%	4%	4%
Labour Party	4%	4%	4%	4%
Green Party	3%	3%	4%	3%
People Before Profit-Solidarity	3%	3%	3%	3%
Other	1%	1%	1%	1%
Would not vote	3%	3%		
Undecided	14%	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

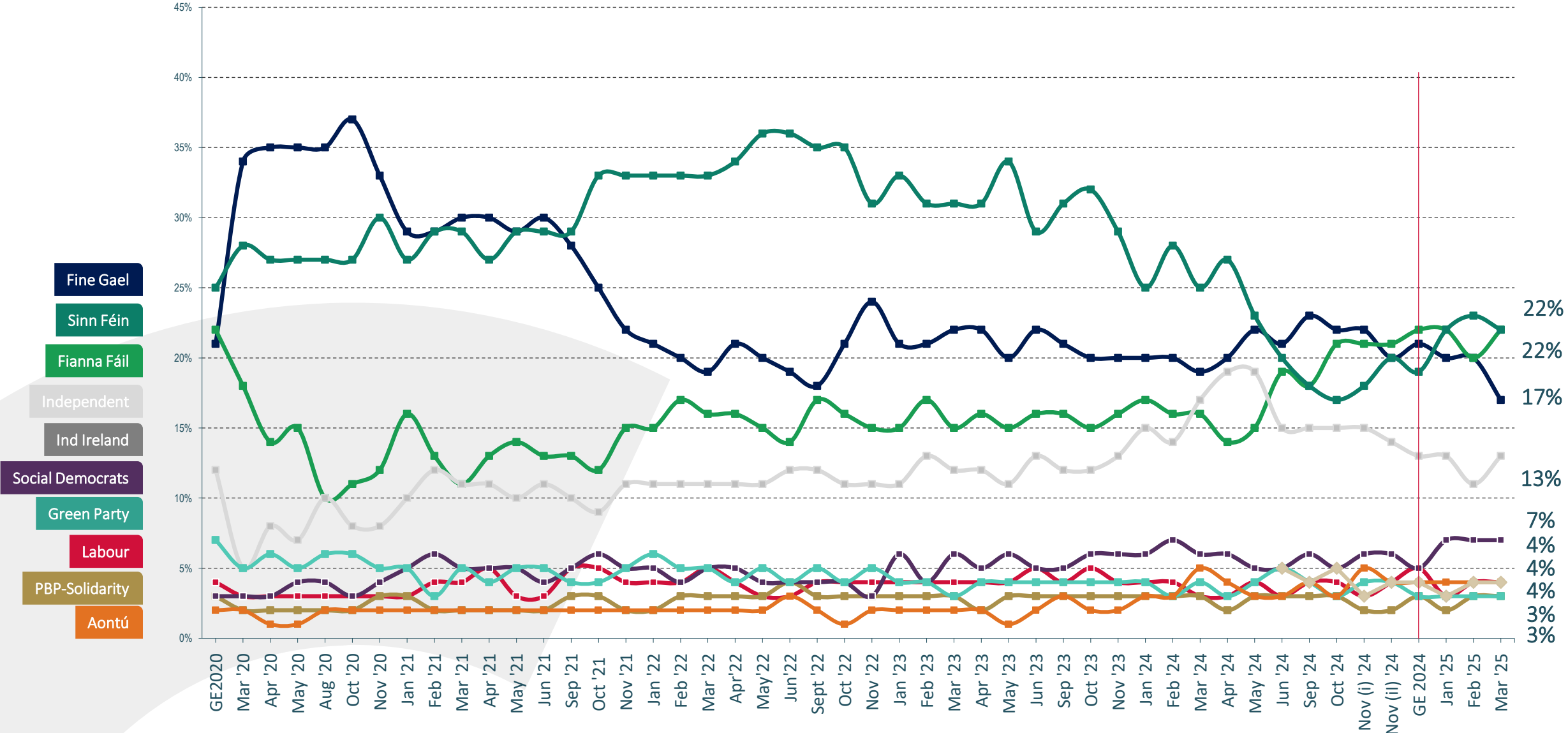
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

30 th March 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%	24%	25%	18%	16%	30%	21%	25%	19%	24%
Fianna Fáil	22%	21%	22%	21%	20%	24%	27%	15%	19%	20%	27%	23%
Fine Gael	17%	17%	17%	9%	16%	23%	21%	12%	19%	21%	14%	14%
An Independent Candidate	13%	10%	15%	8%	15%	14%	8%	16%	7%	16%	17%	12%
Social Democrats	7%	7%	7%	11%	4%	6%	9%	5%	8%	6%	6%	5%
Aontú	4%	5%	4%	2%	5%	5%	5%	4%	6%	1%	3%	7%
Independent Ireland	4%	5%	3%	4%	4%	3%	3%	5%	4%	2%	3%	5%
Labour Party	4%	6%	2%	5%	4%	4%	5%	4%	8%	3%	4%	1%
Green Party	3%	5%	2%	6%	3%	2%	3%	4%	4%	2%	5%	3%
People Before Profit-Solidarity	3%	2%	4%	6%	3%	2%	3%	3%	4%	3%	2%	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



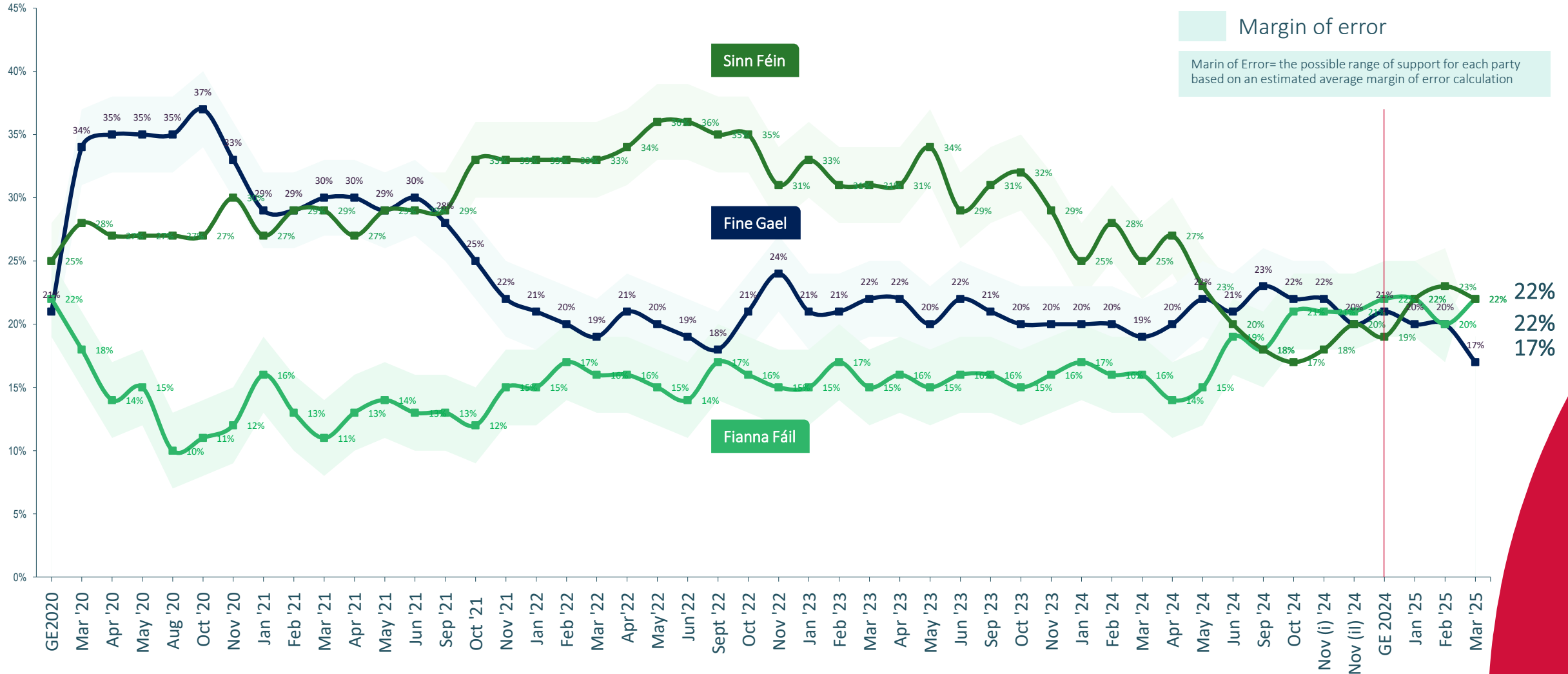
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

First preference vote intention trend over time since GE 2020



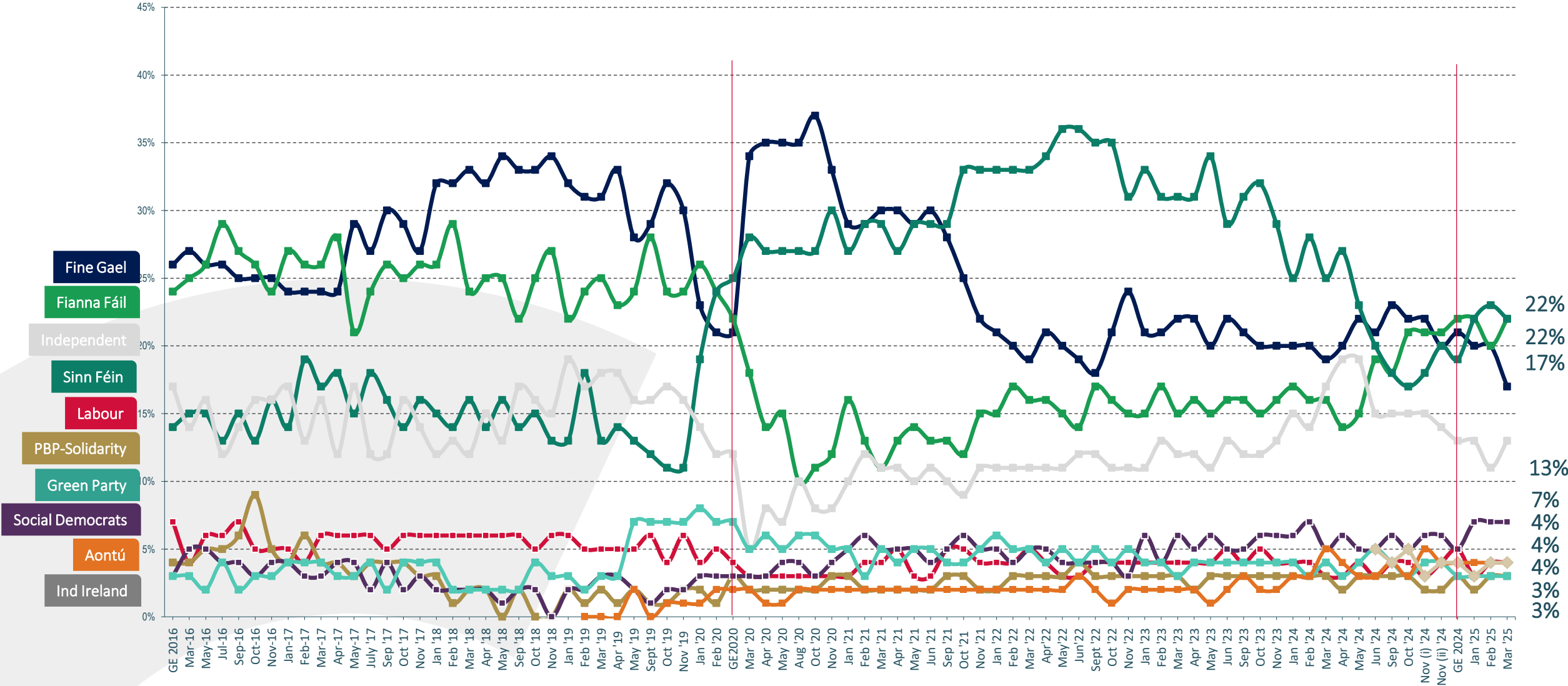
The chart below shows the current claimed first preference party support for the three largest parties, and also an estimate of the margin of error that should be applied to each, showing the possible range of support for each party.



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

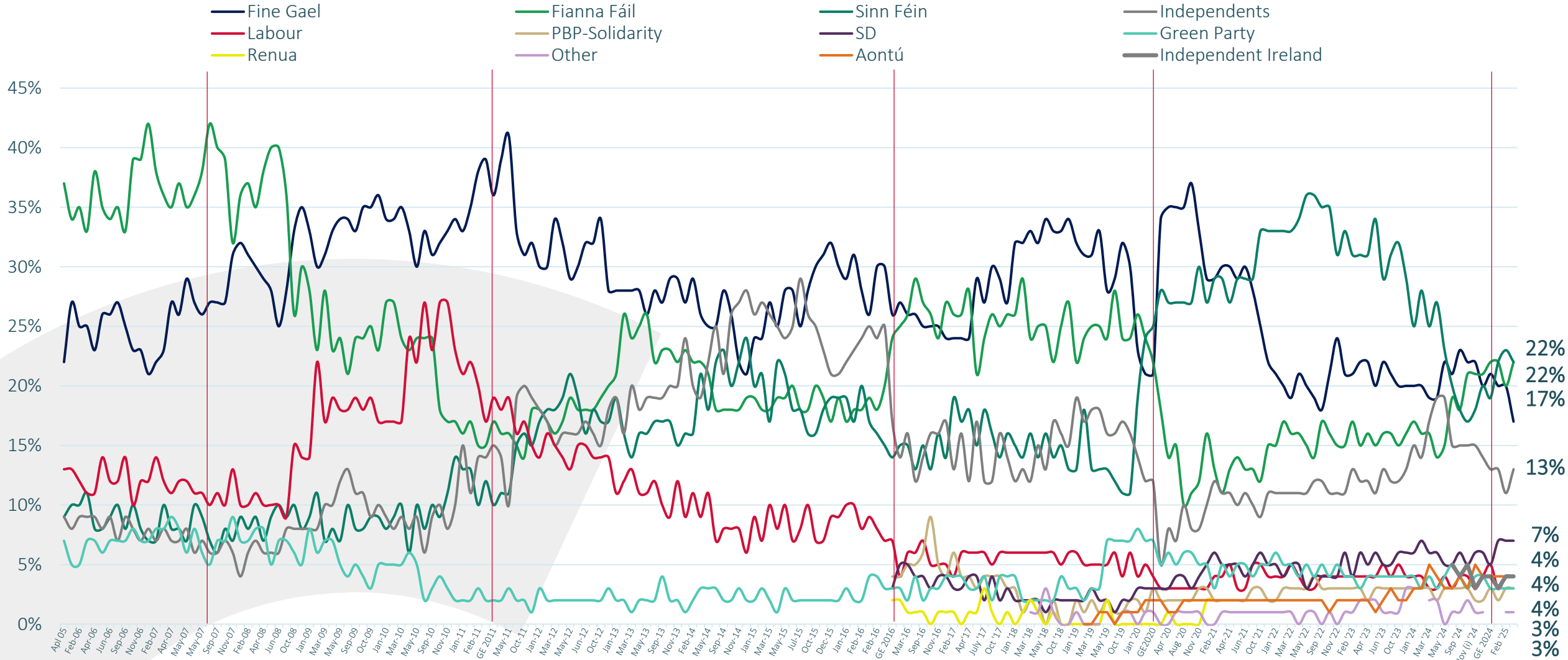


Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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)



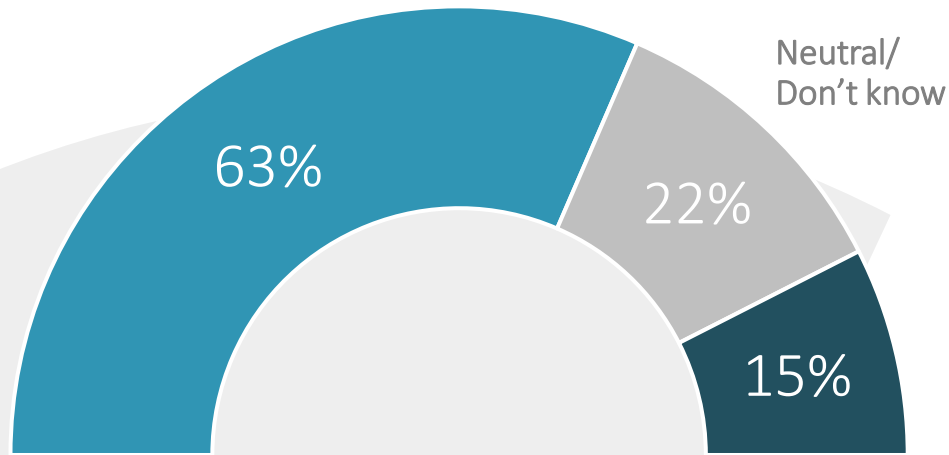
02

Views on topical political issues

Strong appetite to ease planning laws

Half of Irish consumers say the arrival of Amazon.ie into the marketplace will make no difference to how frequently they shop as small and medium sized retailer in Ireland

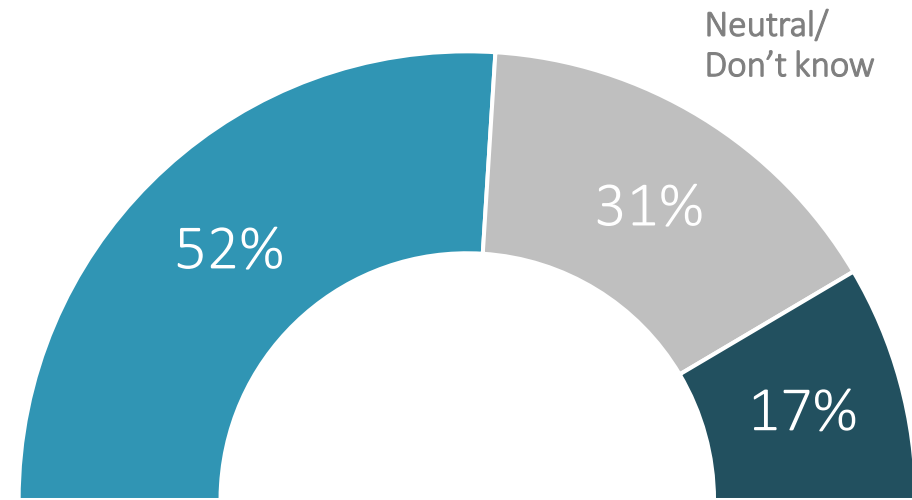
Planning laws around modular homes



I **support** moves by the government to **ease planning laws** around back garden cabins and **modular homes**

I **oppose** moves by the government to **ease planning laws** around back garden cabins and **modular homes**

Amazon.ie



The arrival of **Amazon.ie** into the Irish market makes **no difference** to how frequently I will **shop at small and medium retailers** in Ireland

The arrival of **Amazon.ie** into the Irish market makes me **less likely to shop at small and medium retailers** in Ireland

(Base: All adults 18+)

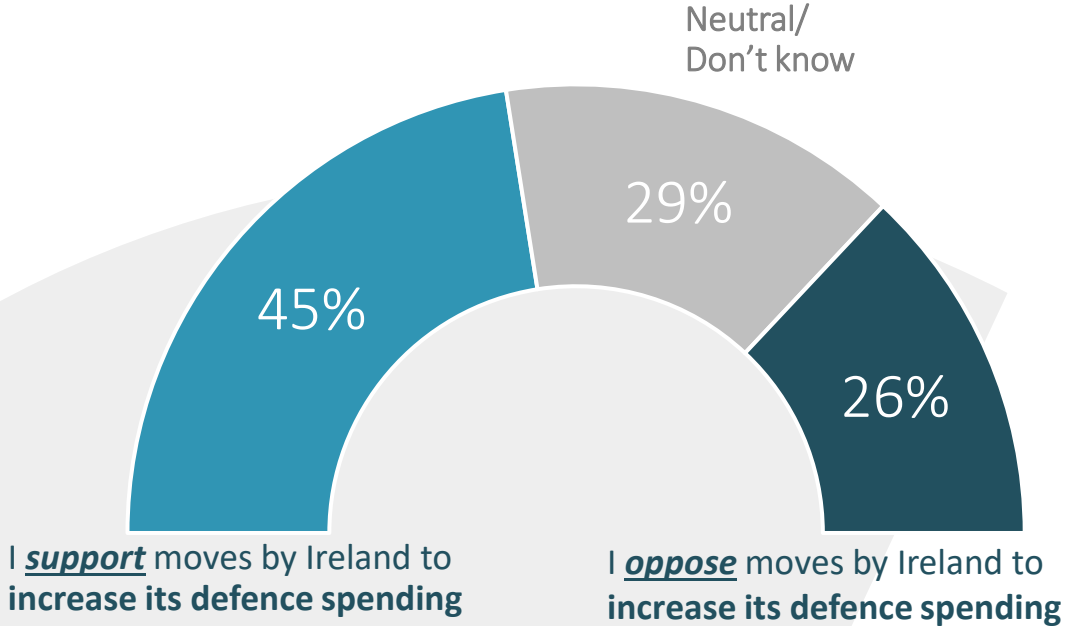
Please pick the statement that best represents your view when it comes to these topics that have been in the news recently

Greatest share support Ireland increasing defence spending

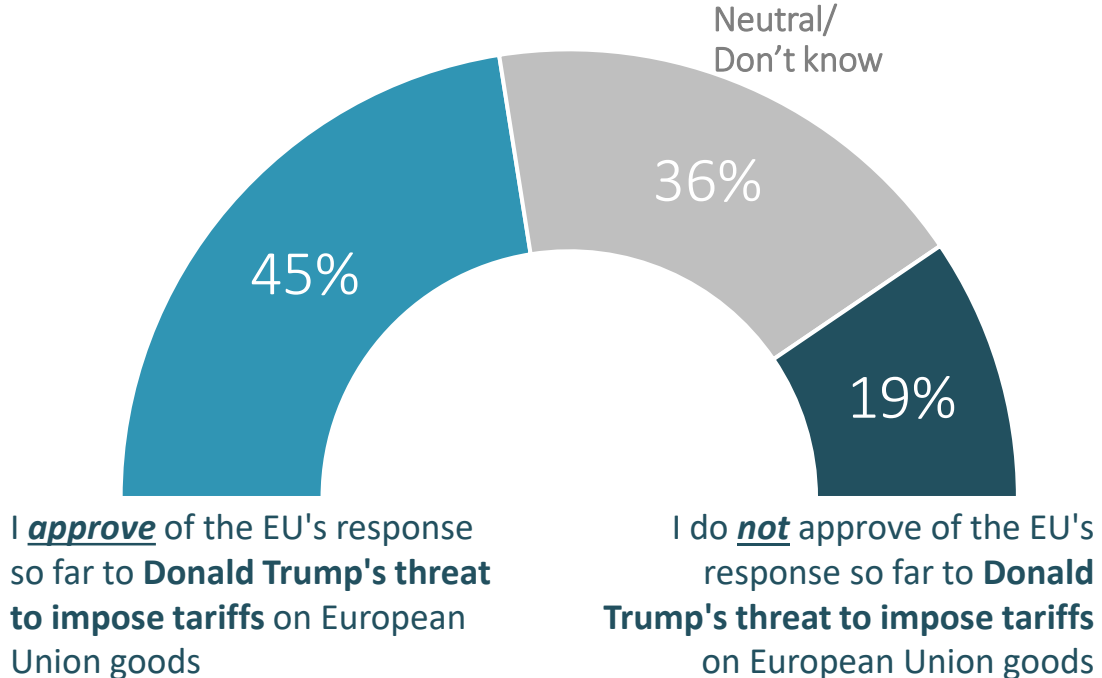


While many are undecided on the issues, more support than oppose greater defence spending, and more approve of the EU's response to Trump so far than not

Defence spending



Trumps threat to impose tariffs



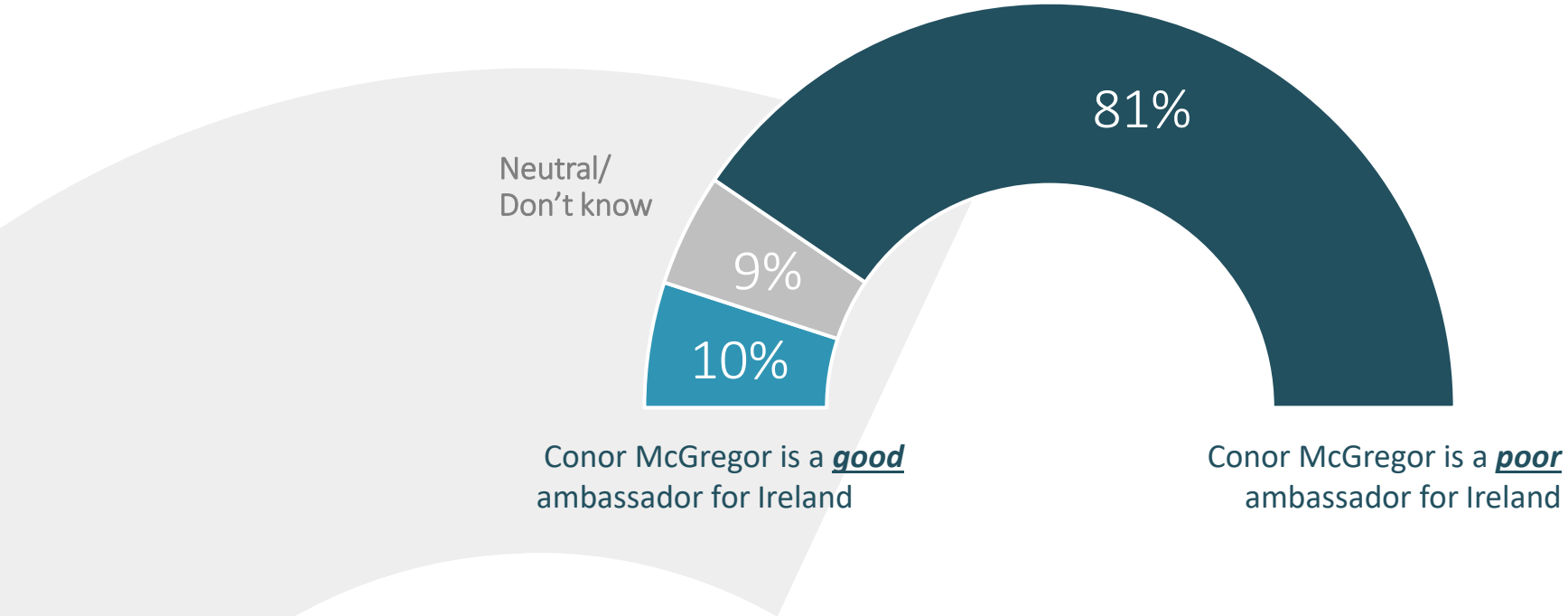
(Base: All adults 18+)

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

4 in 5 see McGregor as a poor ambassador for Ireland

Only 1 in 10 see Conor McGregor has a good ambassador

Conor McGregor



(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

Clear majority in favour of easing planning laws

Across all demographics, a clear majority are in favour of easing planning laws around garden cabins and modular homes

I **support** moves by the government to **ease planning laws** around back garden cabins and **modular homes**

Neutral

I **oppose** moves by the government to **ease planning laws** around back garden cabins and **modular homes**

Don't know

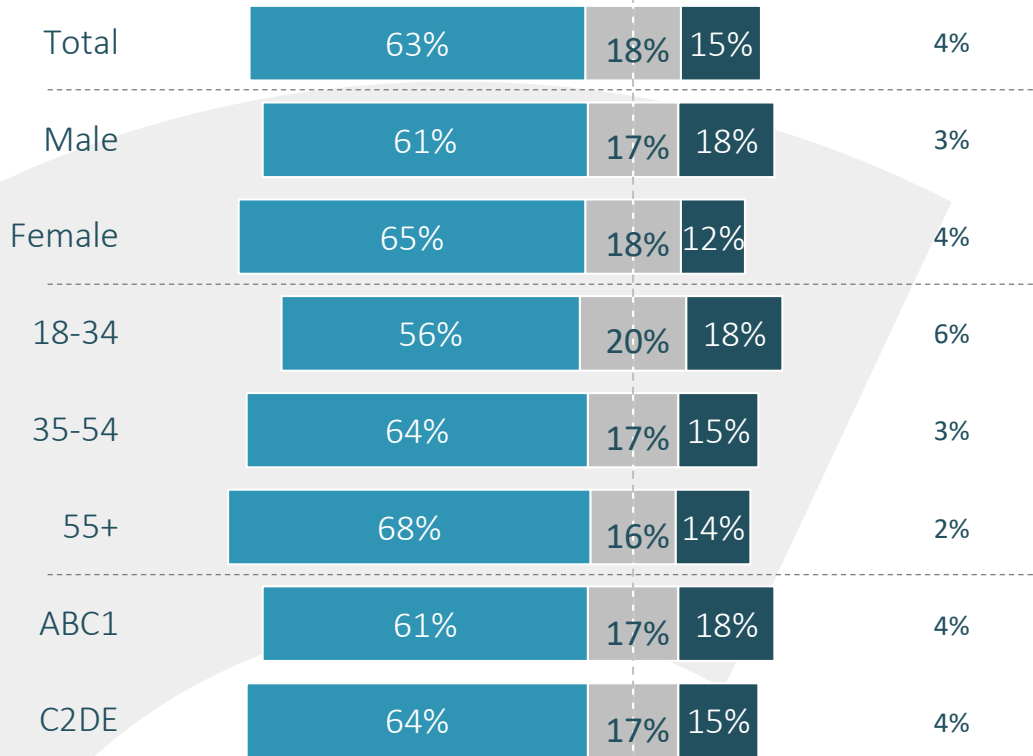
I **support** moves by the government to **ease planning laws** around back garden cabins and **modular homes**

Neutral

I **oppose** moves by the government to **ease planning laws** around back garden cabins and **modular homes**

Don't know

Gender

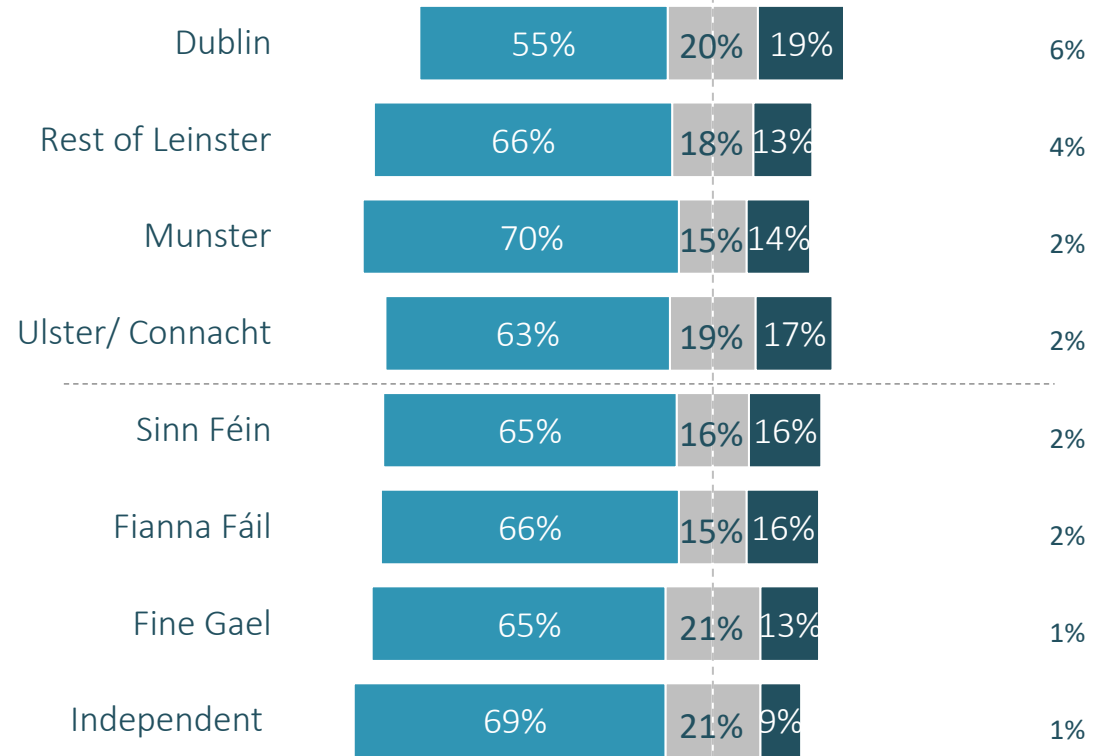


Age

Social Grade

Region

Party Support



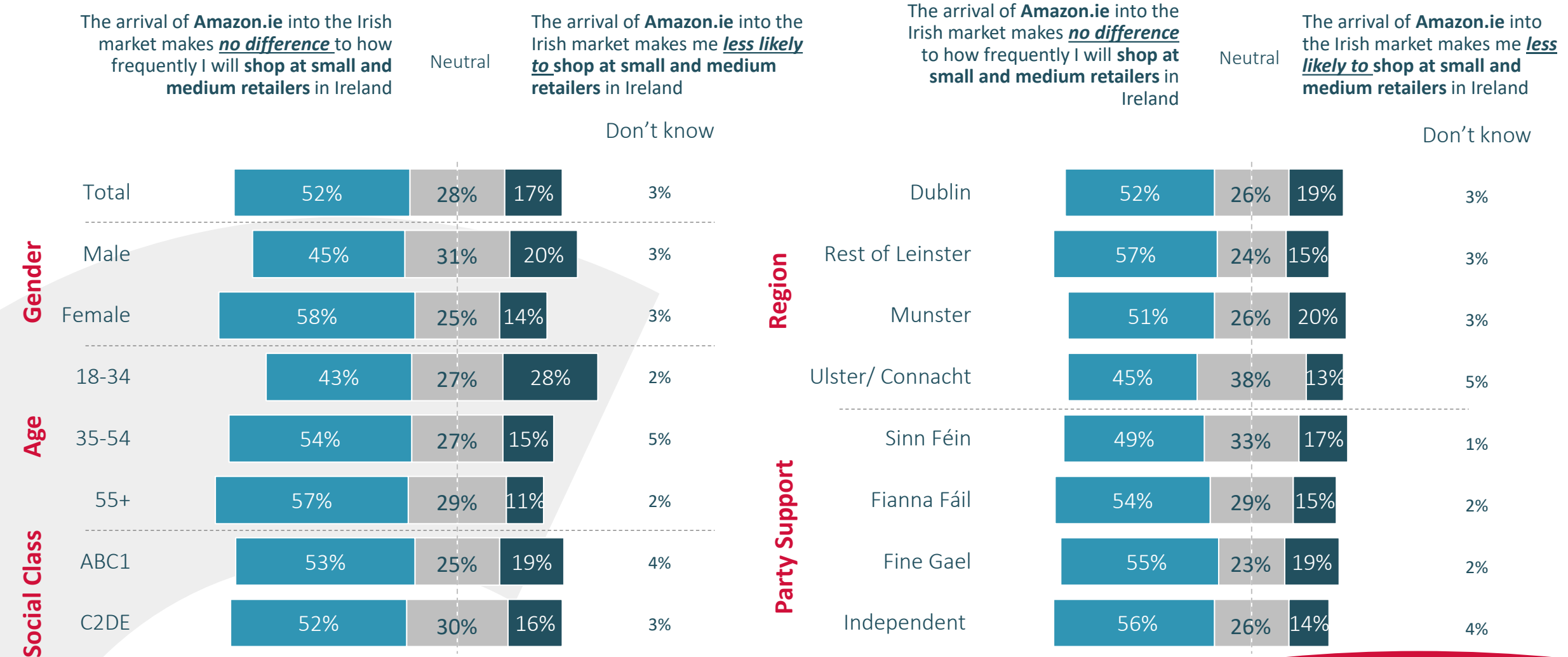
(Base: All adults 18+)

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

Majority say they will be unaffected by arrival of Amazon.ie



Over half of Irish consumers say the arrival of Amazon.ie will make no difference to how much they shop with Irish retailers. Men and younger cohorts are more likely to say they will shop *less* with Irish retailers.

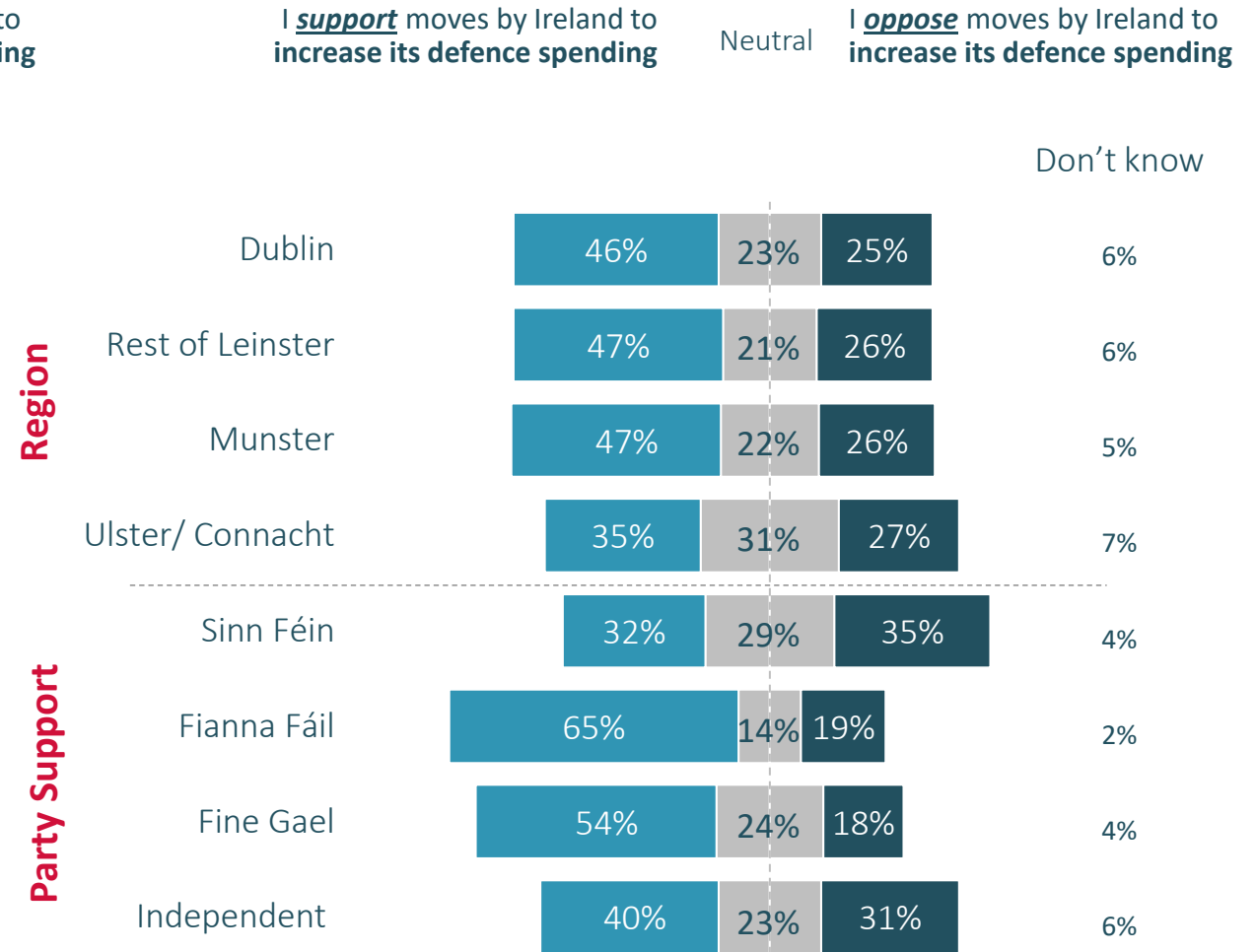
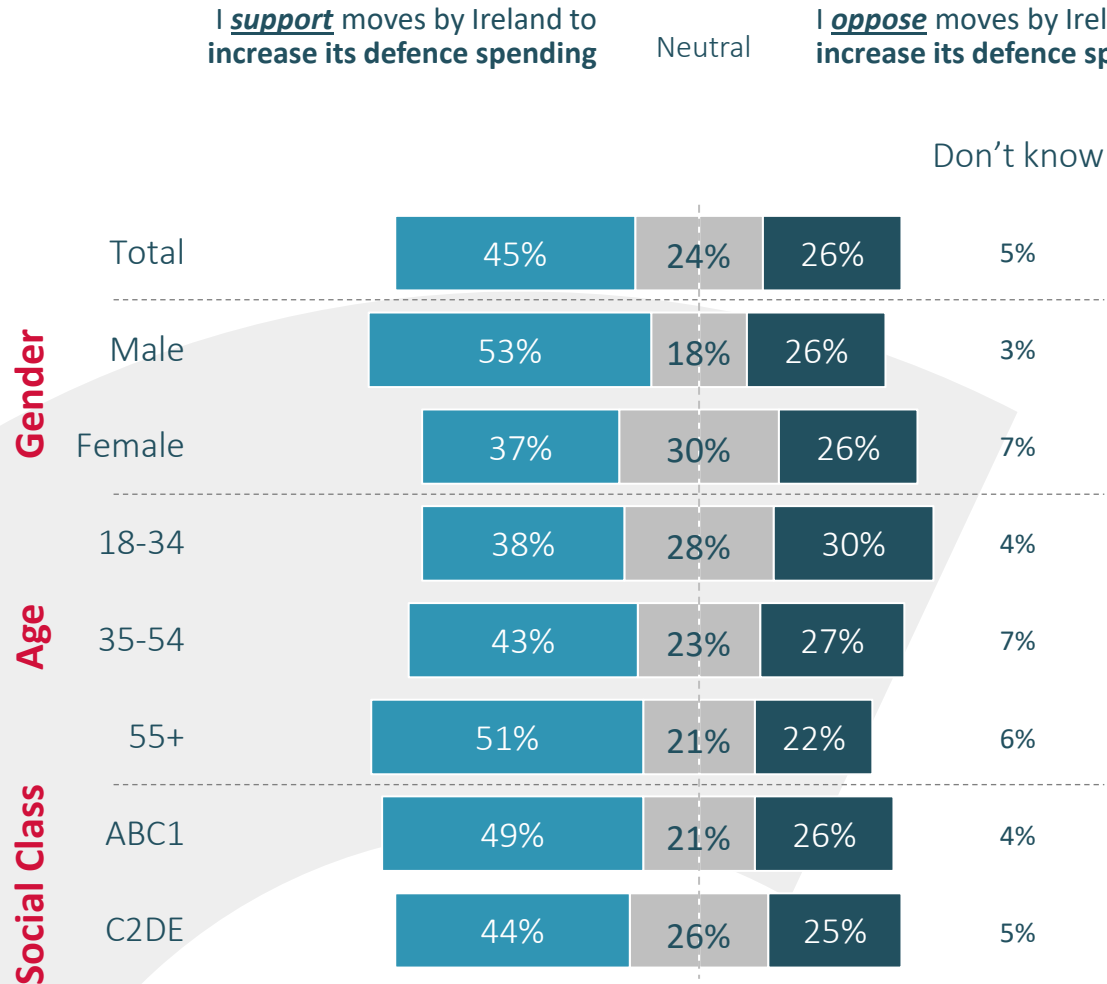


(Base: All adults 18+)

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 increased defence spending

Men, older cohorts and Fianna Fáil voters are more likely to support increased defence spending

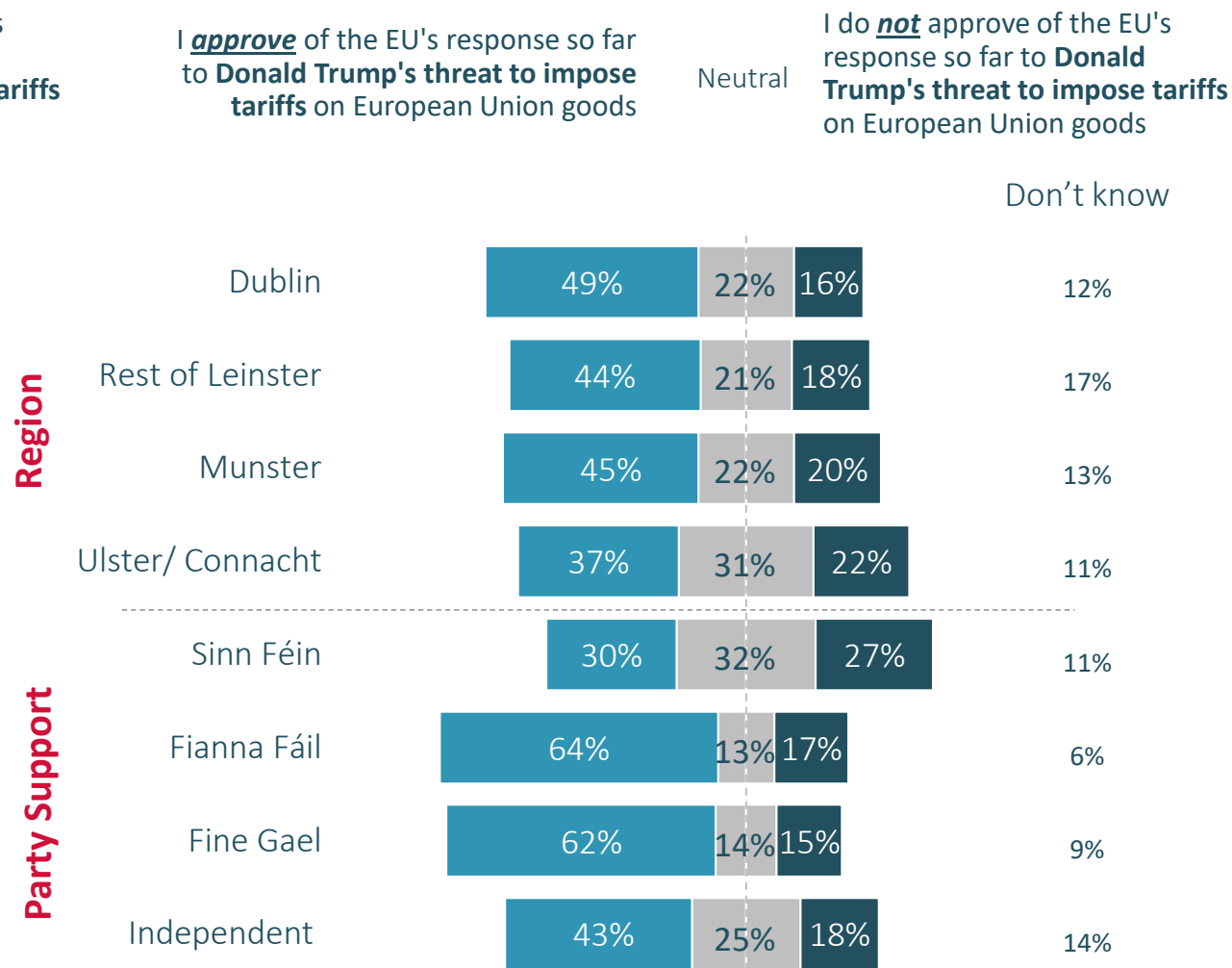
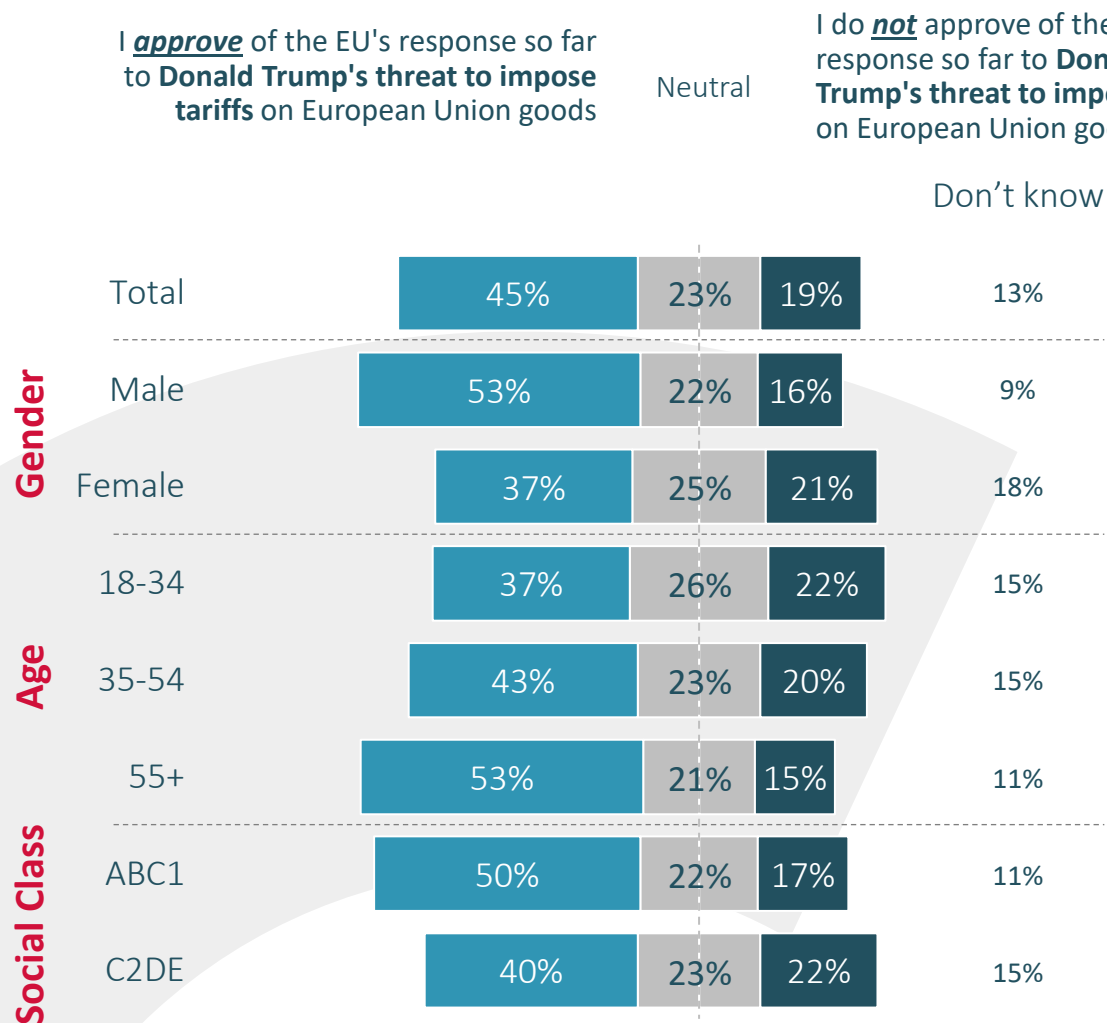


(Base: All adults 18+)

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

Overall approval voiced for EU's response to Trump

Over twice as many approve of the EU's response so far to Trump's threats of tariffs on the EU, with the remainder neutral or undecided. Men, older cohorts, higher social grades, and government voters are more likely to approve.



(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

4 in 5 say McGregor is a poor ambassador for Ireland

Eight times as many say McGregor is a poor ambassador than say he is a good one. Older cohorts and Fianna Fáil voters are particularly likely to say he is a *poor* ambassador.

Conor McGregor is a **good** ambassador for Ireland Neutral Conor McGregor is a **poor** ambassador for Ireland

Conor McGregor is a **good** ambassador for Ireland Neutral Conor McGregor is a **poor** ambassador for Ireland

Don't know

Don't know

Gender

Total 10% 7% 81% 2%

Male 12% 6% 79% 2%

Female 8% 7% 82% 2%

Age

18-34 15% 6% 76% 3%

35-54 10% 9% 79% 2%

55+ 7% 4% 87% 2%

Social Class

ABC1 9% 5% 85% 2%

C2DE 12% 8% 77% 3%

Region

Dublin 13% 6% 79% 3%

Rest of Leinster 8% 6% 85% 2%

Munster 9% 8% 81% 3%

Ulster/ Connacht 12% 7% 80% 1%

Party Support

Sinn Féin 10% 5% 83% 1%

Fianna Fáil 5% 2% 90% 2%

Fine Gael 7% 8% 84% 1%

Independent 10% 7% 79% 3%

(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

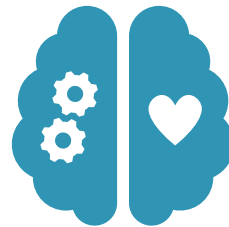
We know how to build brands, through mental availability, distinctiveness, emotional connections and differentiation.



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

