Opinion Poll Report
April 2024

JN. 704824

Methodology and Weighting

- RED C interviewed a random sample of **1,027** adults aged 18+ online between 19th – 25th April 2024

- 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 and weight is included that looks at how people on our panel voted at the last election (gathered at the time) and controls this to ensure it matches the actual results.

- 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 the opinion polling guidelines set out by both ESOMAR and AIMRO.

REDC LIVE

Sample is drawn by RED C's own online panel, RED C Live, that consists of **over 40,000 participants**, recruited from online and offline means.

RED C are proud to have such a high quality resource in the market place

- ✓ Unlike most generic panels, our panellists are given **fair reward** for their time helping to ensure the highest levels of engagement and quality of response across our surveys.

- ✓ The RED C Live panel is **fully owned** by RED C. This ensures that panel members are not over-interviewed, enabling us to provide the highest quality standards to our clients.

- ✓ RED C uses a number of quota controls outside of age, gender and class, to ensure accuracy – including past vote behaviour, working status, & education.

The highest online research quality standards in the industry

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.

Invites
Panellists are recruited for surveys a maximum of 3 times per month for ad hoc projects and once every 3 months for tracker surveys.

Fair Reward
We pay respondents €1 for every 5 minutes of survey completion, much higher than the market rate

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.

The move to online polling
Testing during Election 2020 shows accuracy

RED C were delighted with the accuracy of our polling for the Business Post at the recent General Election 2020. The accuracy of our polls underlines the quality of our offering.

During the campaign we conducted 4 polls in total, two that were run on our telephone omnibus and published in the Business Post on the 26th January and the 2nd February, while we also conducted two further polls online using our RED Line omnibus service.

The online polls were run in order to for us to test how accurately we could predict the result of the Election using an online approach, which is very commonly used in other countries such as the UK.

The results of these online polling tests were also highly successful, with an average error of 0.80%, at a similar level to the exit poll which had 5000 interviews conducted on the day.

These results back up the quality credentials both of the RED C Live online panel generally, and also of the RED C sampling and quality control team tasked with ensuring we reach a representative sample through that panel.

It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.

Final Online Poll Test During GE 2020

First Preference Vote Intention – RED C 5th Feb vs. Result
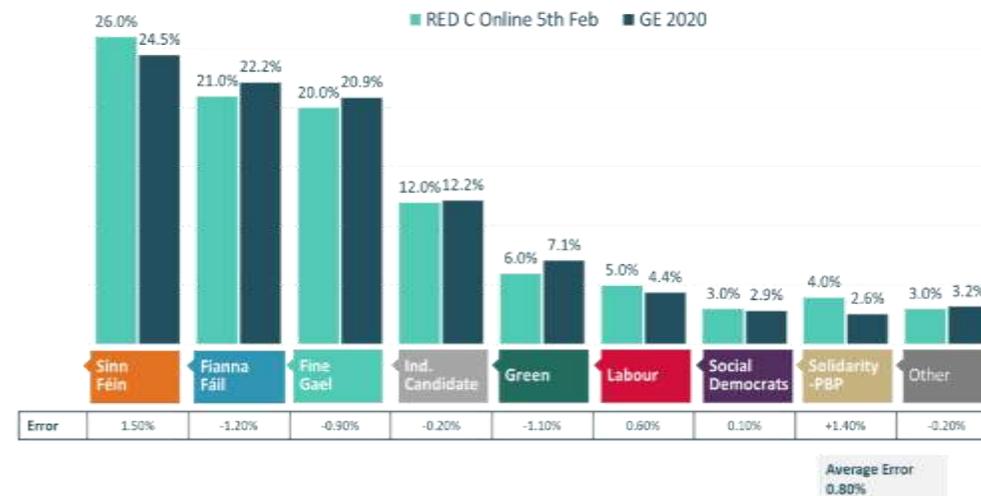
01

Vote Intention @ General Election

First preference vote intention – 28th April 2024

With change vs. last poll in March 2024

REDC

Sinn Féin
27% +2

Fine Gael
20% +1

Ind. Candidates
19% +2

Fianna Fáil
14% -2

Other Party
2% =

Social Democrats
6% =

Aontú
4% -1

Green
3% -1

Labour
3% =

PBP-Solidarity
2% -1

Undecided Voters
11% -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

Shown over time and vs. last General Election Results

REDC

Sinn Féin 27%: 25% 25% 28% 25% 27%

Fine Gael 20%: 21% 20% 20% 19% 20%

Ind. Candidate 19%: 12% 15% 14% 17% 19%

Fianna Fáil 14%: 22% 17% 16% 16% 14%

Social Democrats 6%: 3% 6% 7% 6% 6%

Aontú 4%: 2% 3% 3% 5% 4%

Green 3%: 7% 4% 3% 4% 3%

Labour 3%: 4% 4% 4% 3% 3%

PBP-Solidarity 2%: 3% 3% 3% 3% 2%

GE 2020 — Jan 28th — Feb 25th — Mar 24th — Apr 28th

Undecided Voters **11%** -1

Other Party **2%** =

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)
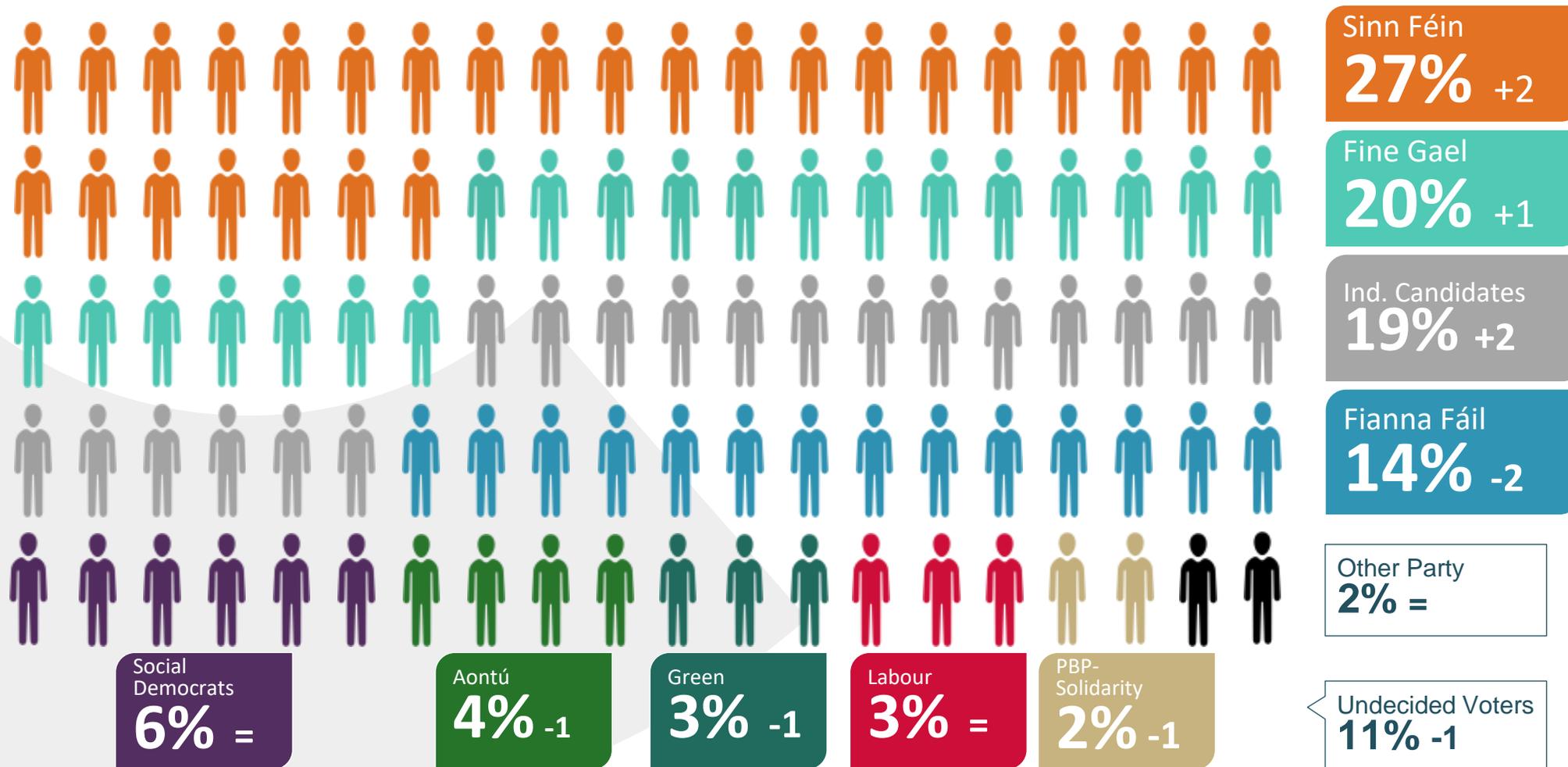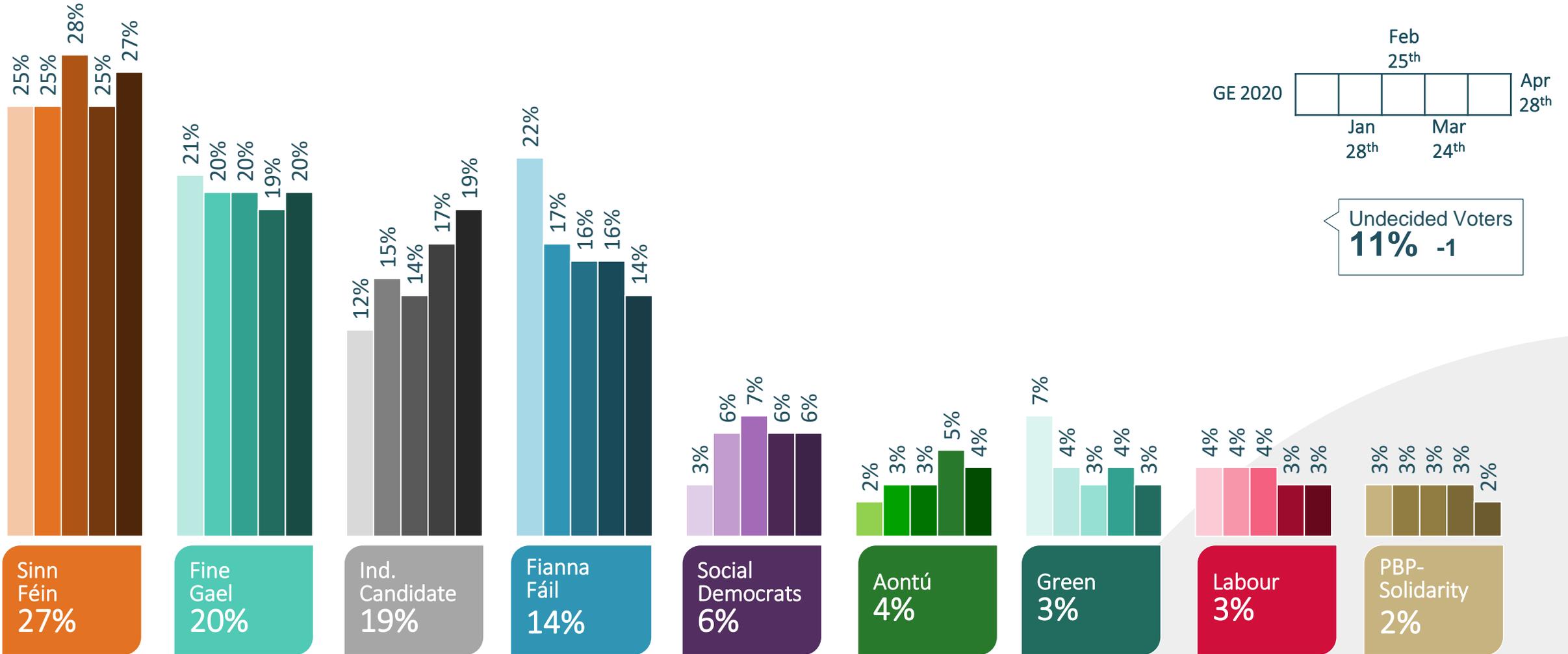
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Core vote intention to turnout weighted data process

28th April 2024	Core data	Core data with prompt for most likely party [1]	Undecided/ Non Voters Removed [2]	Turnout Weighted [3]
Sinn Féin	22%	25%	29%	27%
Fine Gael	15%	16%	19%	20%
An Independent Candidate	14%	16%	18%	19%
Fianna Fáil	11%	11%	13%	14%
Social Democrats	4%	5%	6%	6%
Aontú	3%	3%	4%	4%
Green Party	3%	3%	4%	3%
Labour Party	2%	2%	3%	3%
People Before Profit-Solidarity	2%	2%	2%	2%
Other Party	2%	2%	2%	2%
Would not vote	3%	4%		
Undecided/Refused	19%	11%		

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

28th April 2024	Total	Gender		Age			Social Class		Region			
		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Sinn Féin	27%	28%	25%	34%	31%	19%	21%	34%	20%	31%	24%	38%
Fine Gael	20%	19%	21%	17%	17%	26%	23%	17%	25%	17%	18%	19%
An Independent Candidate	19%	16%	22%	14%	20%	21%	15%	23%	17%	17%	21%	22%
Fianna Fáil	14%	15%	13%	7%	11%	21%	15%	13%	11%	15%	19%	10%
Social Democrats	6%	4%	7%	13%	5%	2%	8%	3%	8%	6%	4%	3%
Aontú	4%	4%	3%	4%	4%	3%	3%	3%	3%	6%	4%	1%
Green Party	3%	3%	4%	5%	4%	2%	6%	2%	3%	2%	6%	2%
Labour Party	3%	4%	2%	2%	3%	4%	4%	2%	4%	3%	2%	1%
People Before Profit-Solidarity	2%	2%	2%	4%	2%	1%	3%	2%	5%	1%	1%	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
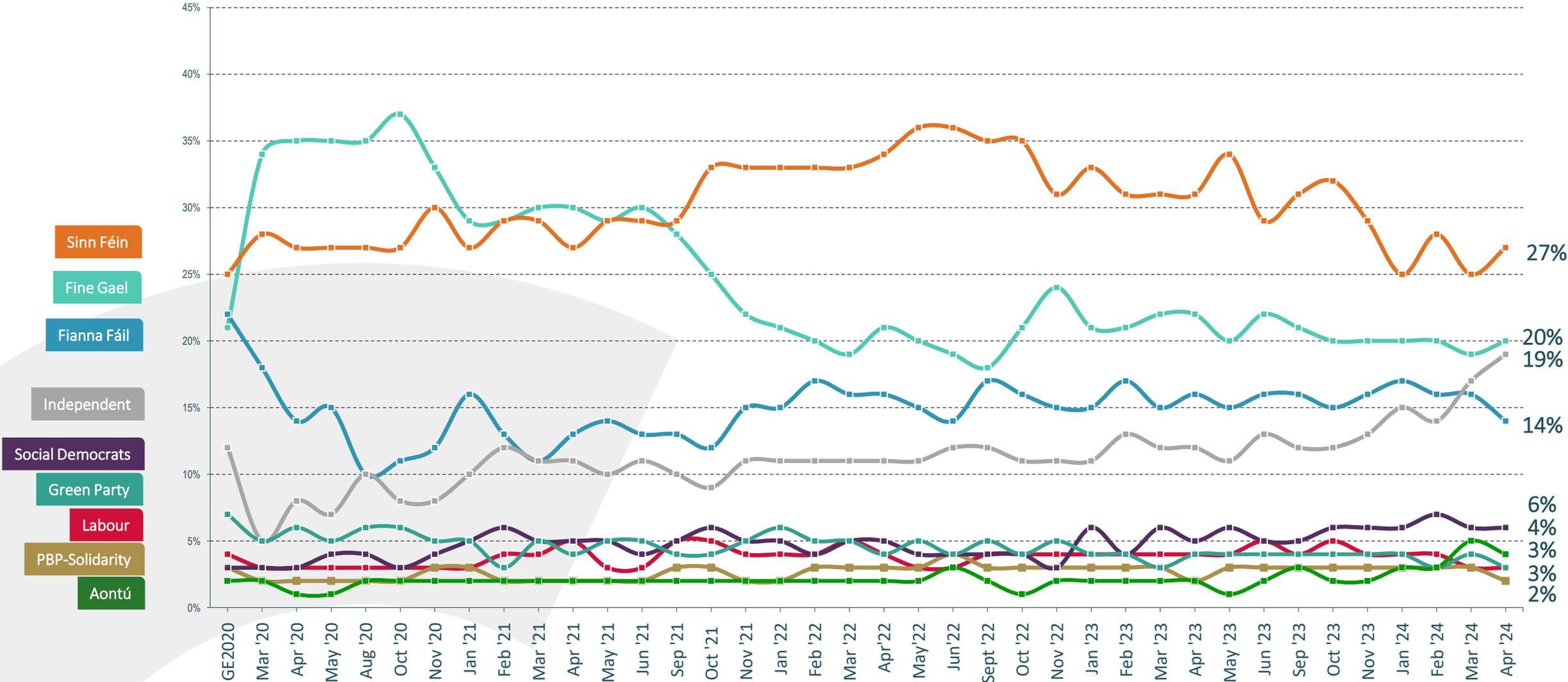
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

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First preference vote intention support for Independent Candidates

Independent

12%	13%	15%	14%	17%	19%
Oct '23	Nov '23	Jan '24	Feb '24	Mar '24	Apr '24

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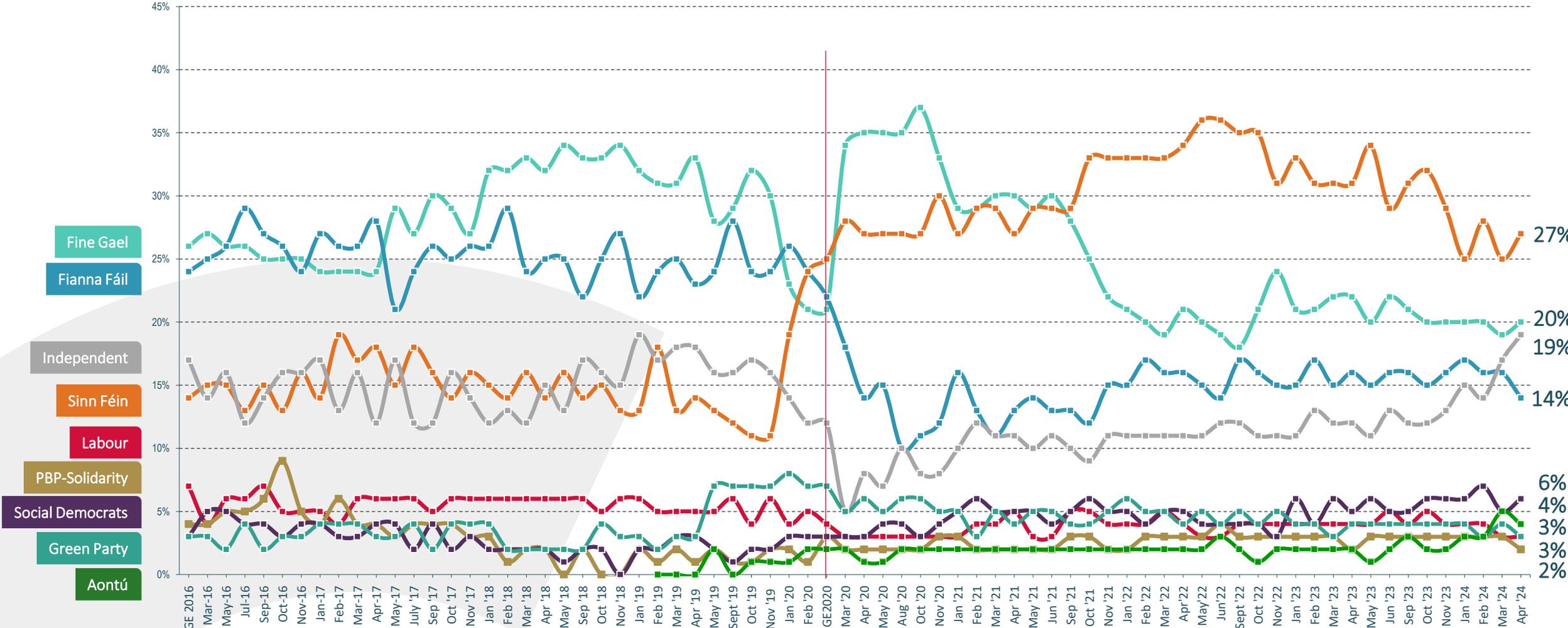
Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(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 separately
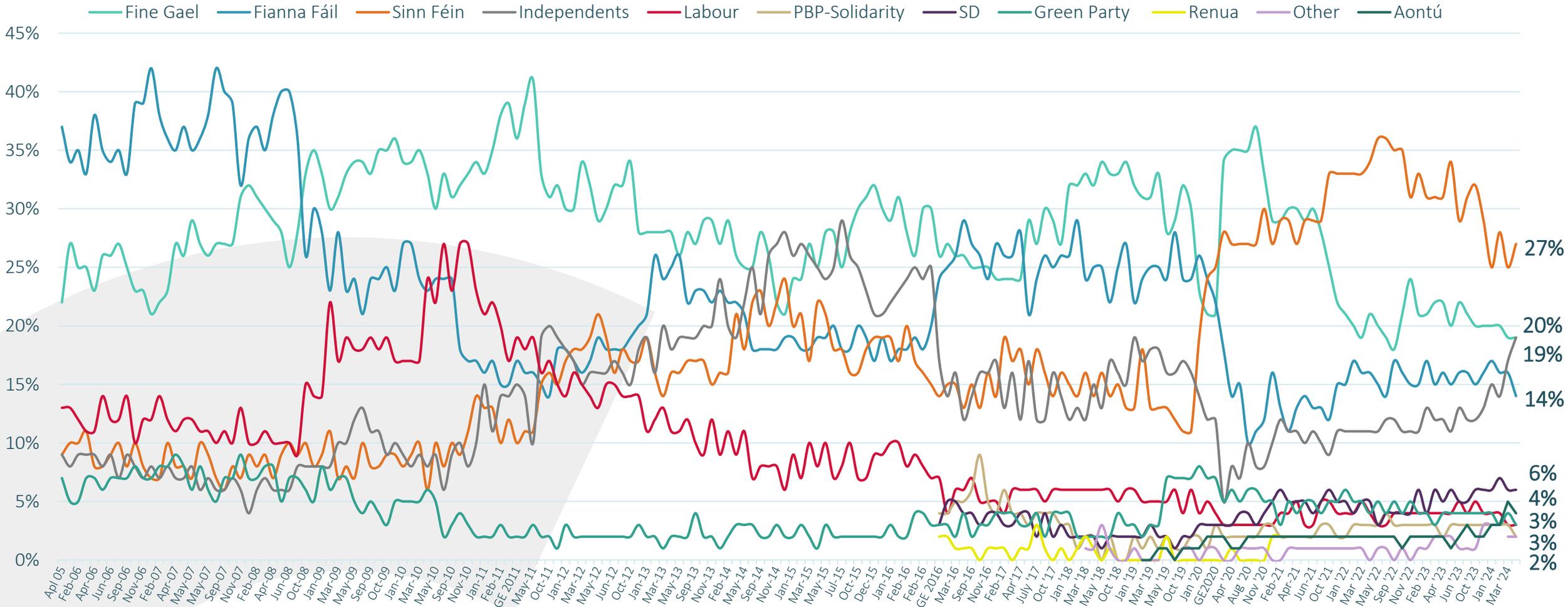
REDC

Legend: Fine Gael — Fianna Fáil — Sinn Féin — Independents — Labour — PBP-Solidarity — SD — Green Party — Renua — Other — Aontú
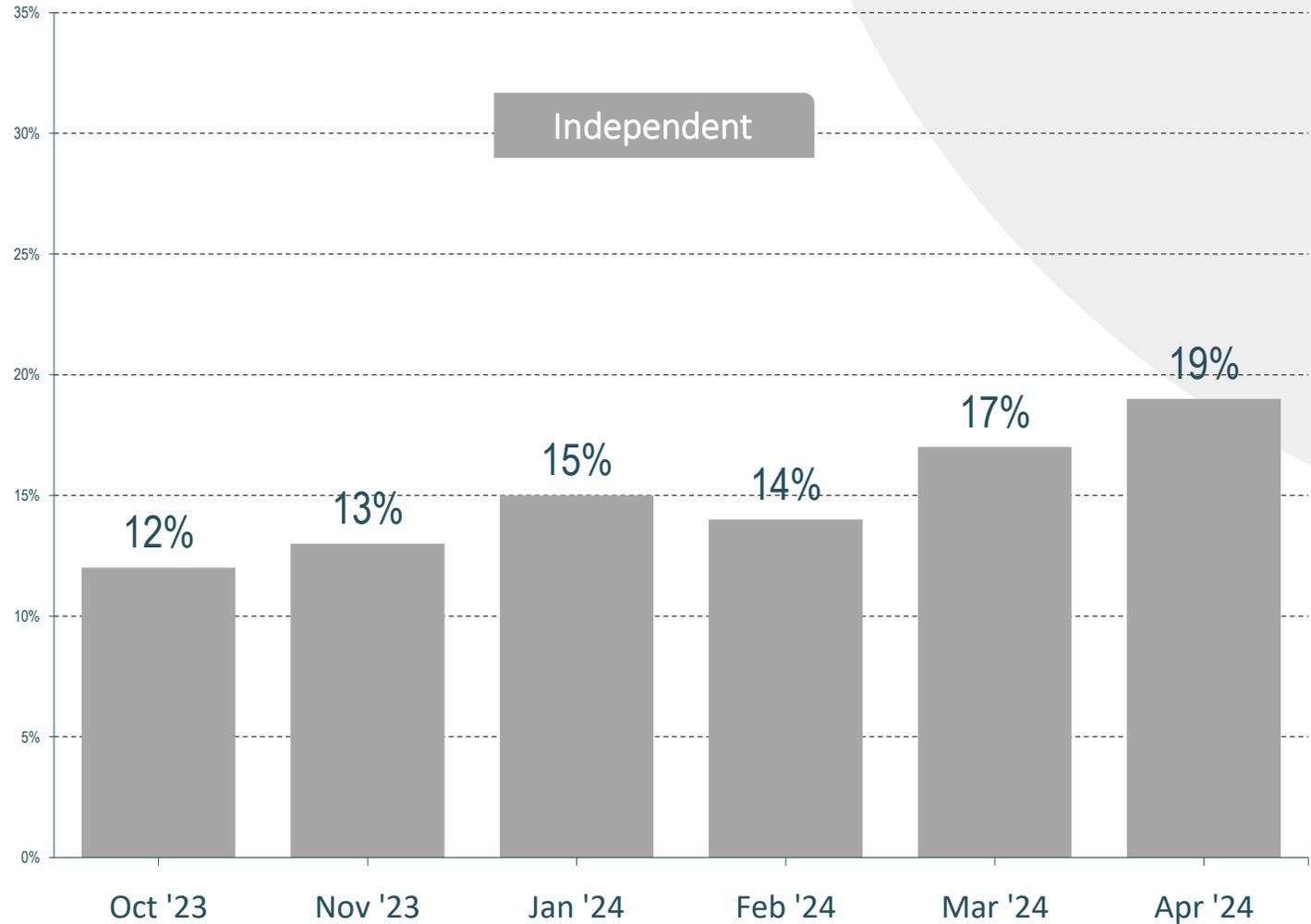

Q. If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)

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02

Attitudes around topical political issues

Voters want increased spending on public services, but also want the USC abolished

Tax Cuts vs Services
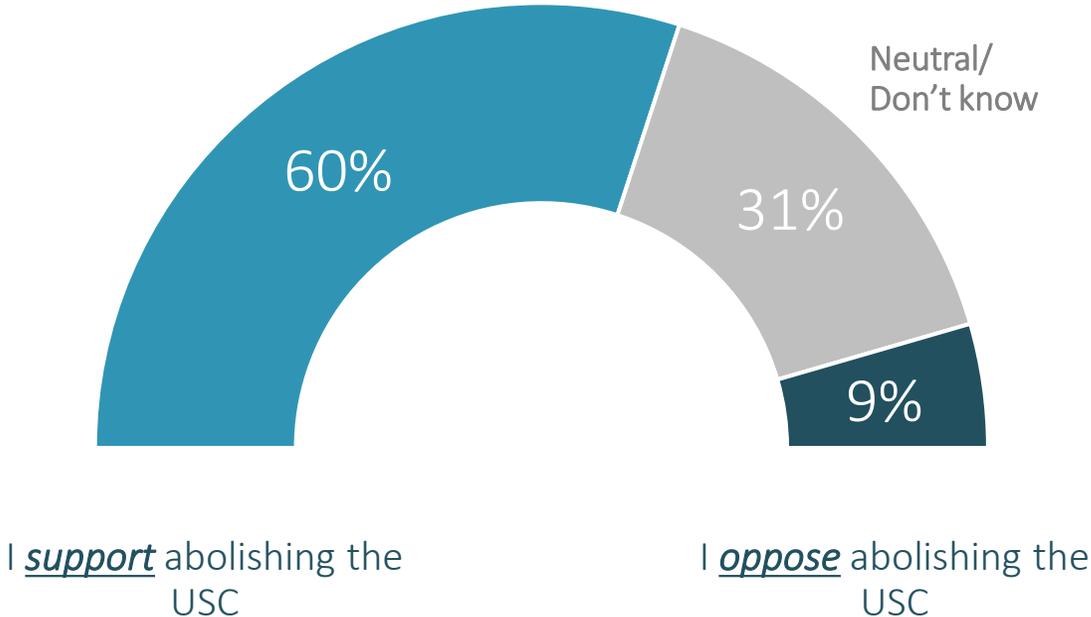
Neutral/Don't know

29%

45%

26%

I would support **increased funding for services** over tax cuts in the budget

I would support **tax cuts** over increased funding for services in the budget

Abolishing the USC

Neutral/Don't know

60%

31%

9%

I _support_ abolishing the USC

I _oppose_ abolishing the USC

(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 majority support EU plans for processing asylum seekers in third party countries

European Plans on Processing Asylum Seekers

56% (-4%*)

27%

Neutral/ Don't know

17%

*Vs March 2024 poll

I *support* European plans to process asylum seekers in third party countries before entry into Ireland

I do *not* support European plans to process asylum seekers in third party countries before entry into 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

Majority would vote No to a United Ireland, if the costs were as suggested in a recent report

United Ireland

Neutral/
Don't know

30%

28%

42%

I would Vote **YES** in a referendum for a United Ireland *even if it cost* the state €20 billion per year for 20 years

I would VOTE **NO** in a referendum for a United Ireland *if it* cost the state €20 billion per year for 20 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

The majority would not be happy to pay more for air fares to accommodate the introduction of more sustainable fuel

Air Fares/Sustainable Aviation Fuel

Neutral/
Don't know

25%

24%

51%

I *would* be happy to pay higher air fares to accommodate the introduction of sustainable aviation fuel

I would *not* be happy to pay higher air fares to accommodate the introduction of sustainable aviation fuel

(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

Views on topical political issues - Summary

Neutral

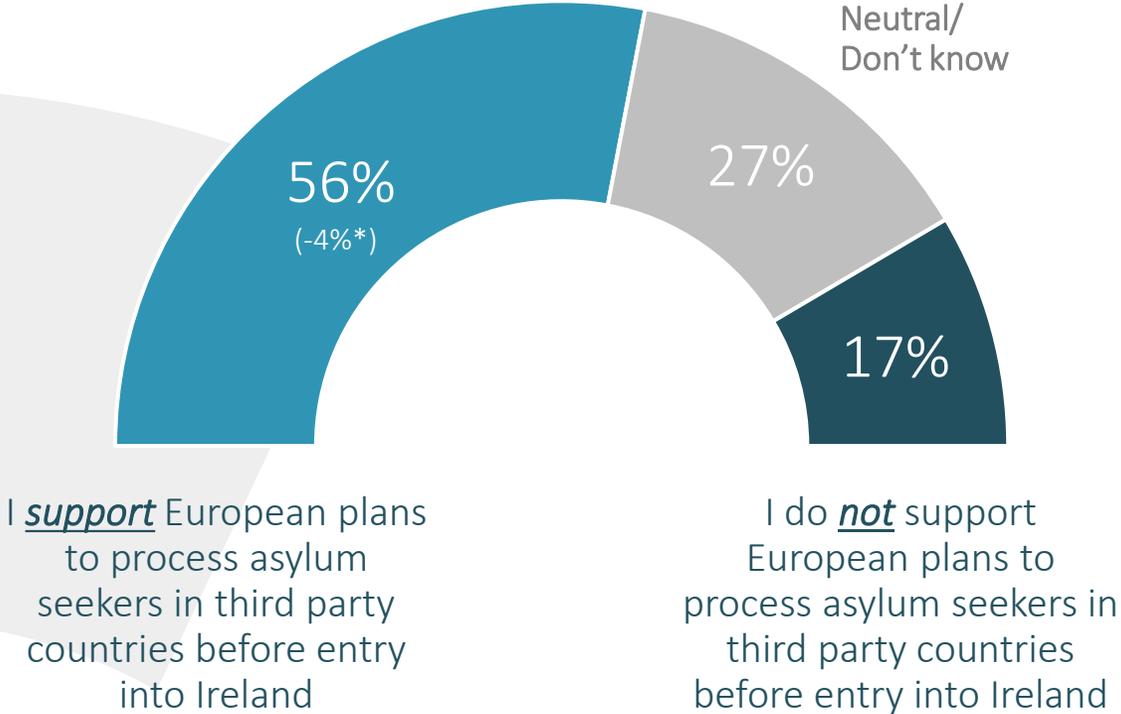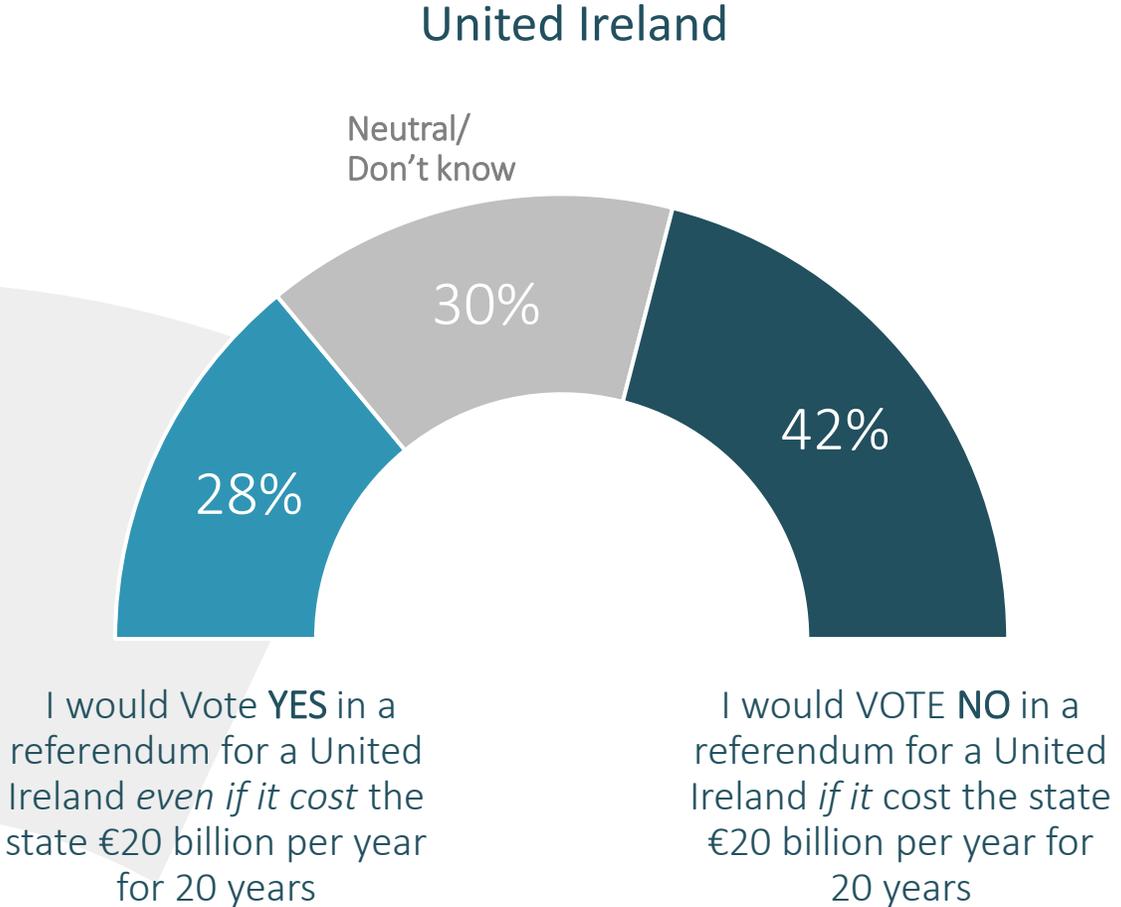|					
I *support* abolishing the USC	60%	22%	9%	I *oppose* abolishing the USC	9%
I *support* European plans to **process asylum seekers in third party countries** before entry into Ireland	56%	18%	17%	I do *not* support European plans to process asylum seekers in third party countries before entry into Ireland	9%
I would support **increased funding for services** over tax cuts in the budget	45%	22%	26%	I would support **tax cuts** over increased funding for services in the budget	7%
I would Vote YES in a referendum for a **United Ireland** *even if* it **cost** the state €20 billion per year for 20 years	28%	21%	42%	I would VOTE NO in a referendum for a **United Ireland** *if* it **cost** the state €20 billion per year for 20 years	9%
I *would* be happy to **pay higher air fares** to accommodate the introduction of **sustainable aviation fuel**	24%	20%	51%	I would *not* be happy to **pay higher air fares** to accommodate the introduction of **sustainable aviation fuel**	5%

(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 support for abolition of the USC

Support is particularly high among men, 35-54 year olds, higher social grades, and independent voters

REDC

I *support* abolishing the USC   Neutral   I *oppose* abolishing the USC

Don't know

	I support	Neutral	I oppose	Don't know
Total	60%	22%	9%	9%
Gender				
Male	63%	23%	11%	3%
Female	56%	20%	8%	15%
Age				
18-34	54%	26%	8%	13%
35-54	64%	18%	10%	8%
55+	60%	23%	10%	8%
Social Class				
ABC1	66%	16%	12%	6%
C2DE	56%	24%	8%	11%

I *support* abolishing the USC   Neutral   I *oppose* abolishing the USC

Don't know

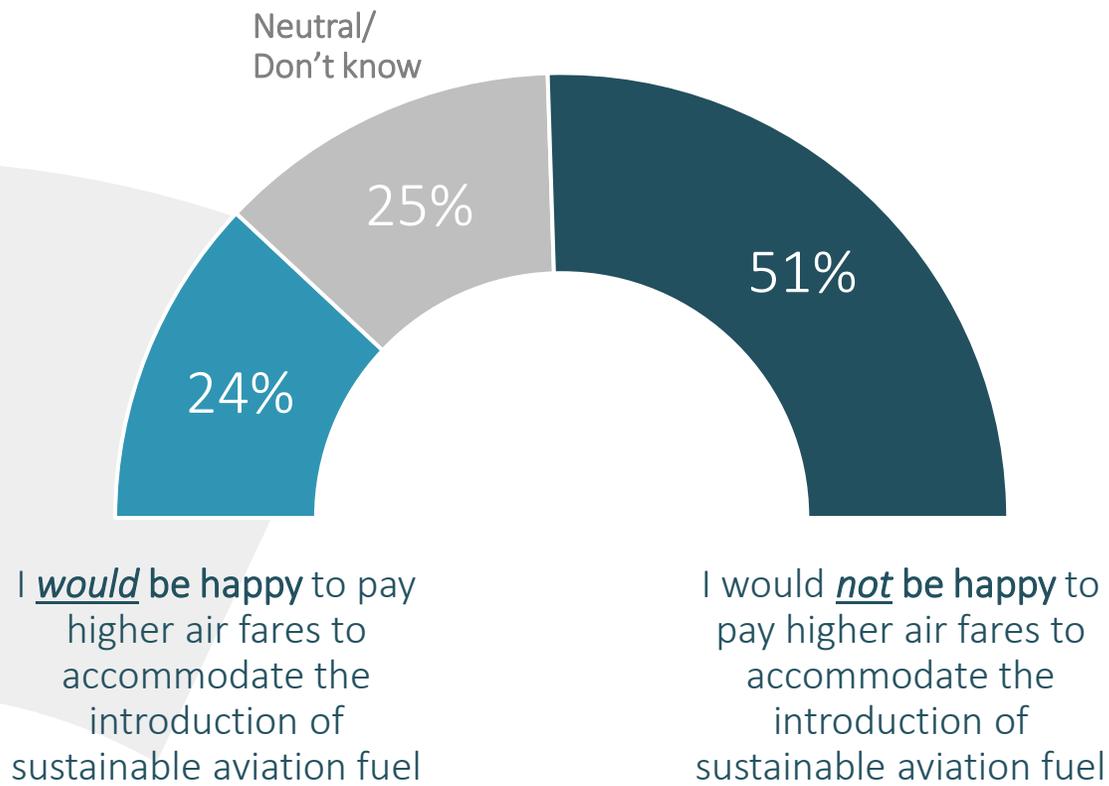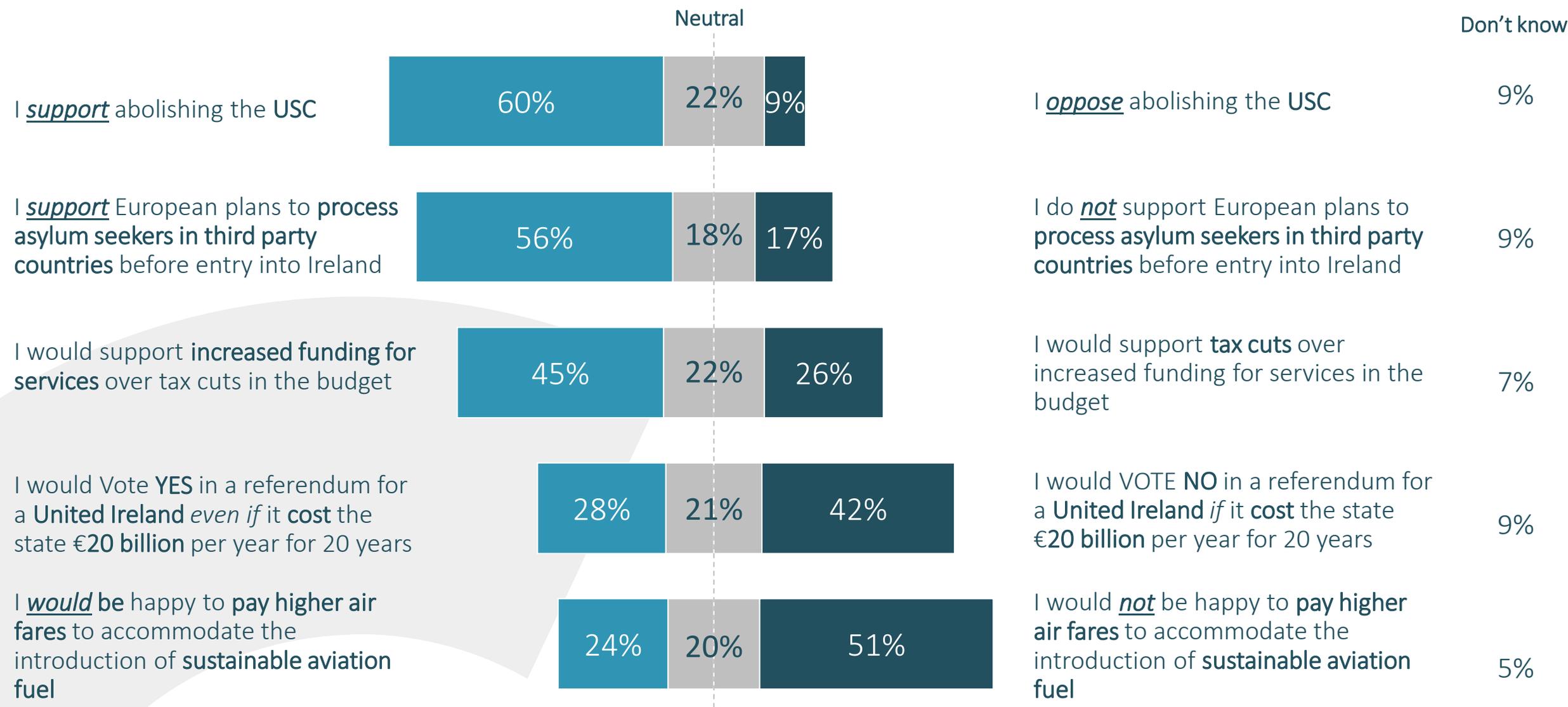|	I support	Neutral	I oppose	Don't know
Region				
Dublin	60%	19%	14%	8%
Rest of Leinster	56%	24%	9%	11%
Munster	64%	19%	9%	8%
Ulster/ Connacht	59%	27%	4%	10%
Party Support				
Fianna Fáil	61%	22%	15%	2%
Fine Gael	65%	20%	8%	7%
Sinn Féin	63%	18%	9%	10%
Independent	67%	21%	6%	6%
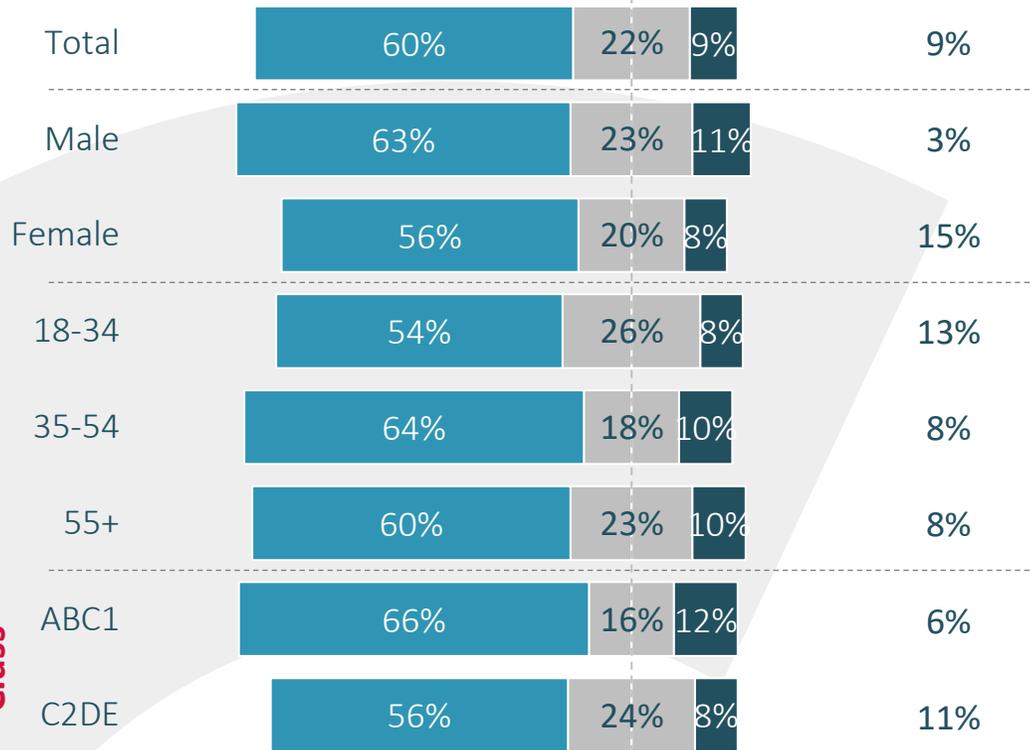
(Base: All adults 18+)

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

Majority back European plan on asylum seekers

Men, over 55s, and Fianna Fáil voters are particularly likely to support the plans

REDC

I _support_ European plans to **process asylum seekers in third party countries** before entry into Ireland

Neutral

I do _not_ support European plans to **process asylum seekers in third party countries** before entry into Ireland

Don't know

I _support_ European plans to **process asylum seekers in third party countries** before entry into Ireland

Neutral

I do _not_ support European plans to **process asylum seekers in third party countries** before entry into Ireland

Don't know

		Support	Neutral	Not support	Don't know
	Total	56%	18%	17%	9%
Gender	Male	61%	17%	17%	5%
	Female	51%	19%	17%	13%
Age	18-34	50%	23%	15%	12%
	35-54	48%	20%	24%	8%
	55+	69%	12%	11%	8%
Social Class	ABC1	58%	19%	15%	8%
	C2DE	55%	17%	19%	9%

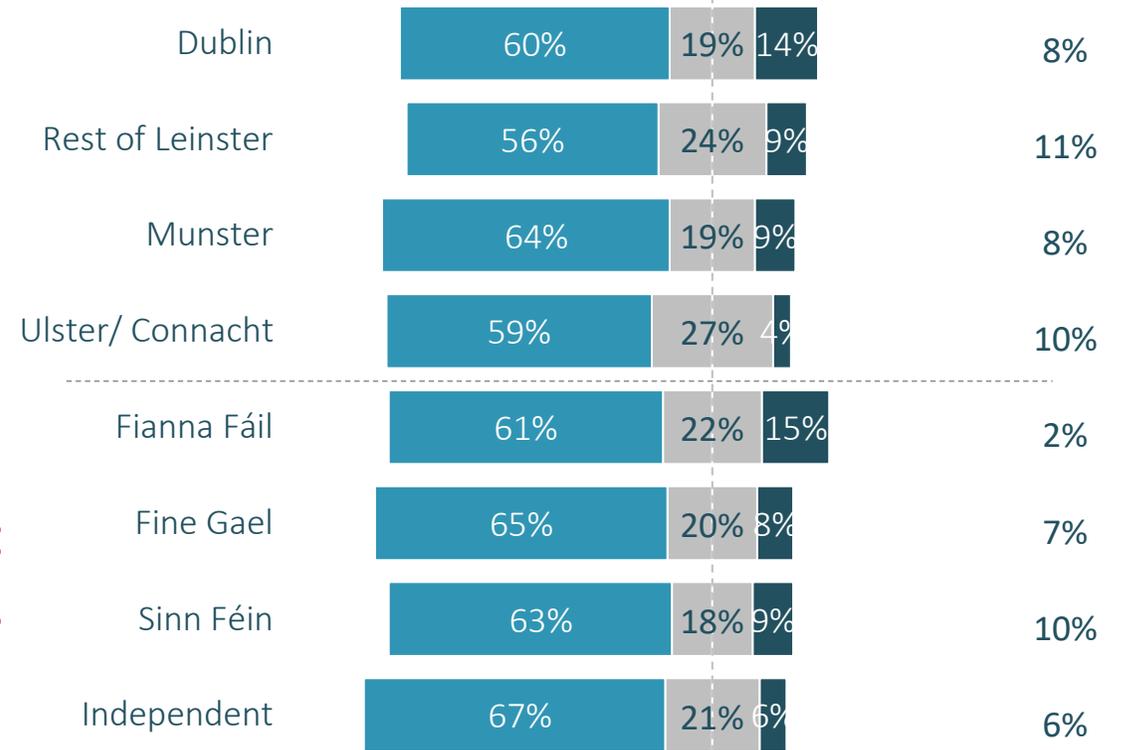|		Support	Neutral	Not support	Don't know
Region	Dublin	54%	20%	17%	9%
	Rest of Leinster	57%	17%	17%	9%
	Munster	58%	17%	16%	8%
	Ulster/ Connacht	54%	19%	18%	9%
Party Support	Fianna Fáil	68%	13%	15%	4%
	Fine Gael	63%	13%	17%	6%
	Sinn Féin	51%	21%	20%	9%
	Independent	64%	14%	17%	5%
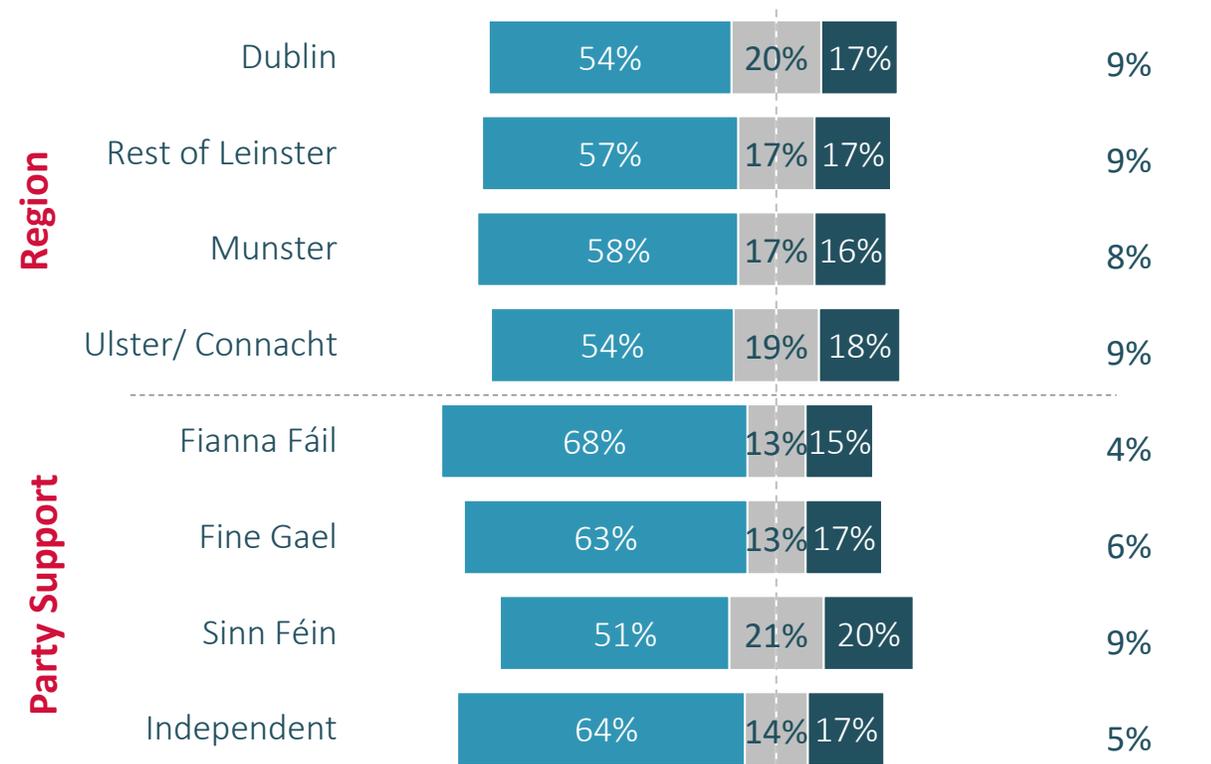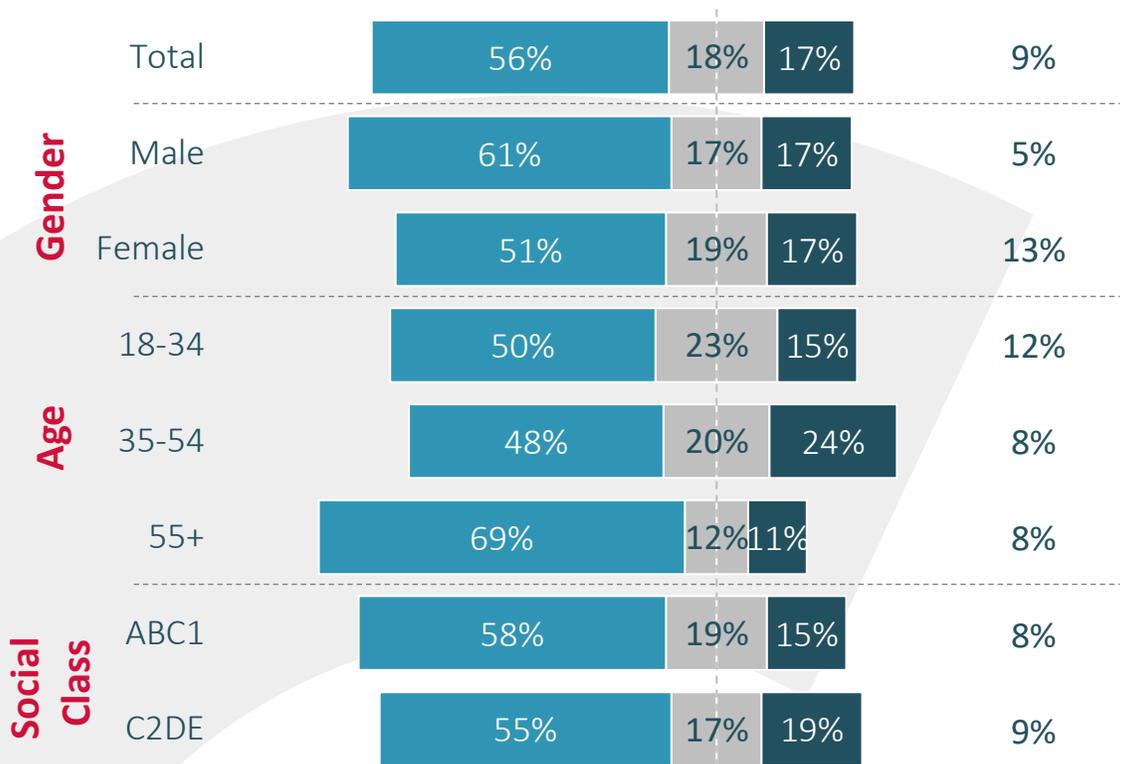
(Base: All adults 18+)

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

Increased funding for services favoured over tax cuts

Far more support increased funding for services over tax cuts in the budget. Support for services is strongest among over 55s, and Fianna Fáil and independent voters. Under 34s are most in favour of tax cuts.

REDC

	I would support **increased funding for services** over tax cuts in the budget	Neutral	I would support **tax cuts** over increased funding for services in the budget	Don't know
Total	45%	22%	26%	7%
Gender Male	47%	20%	28%	4%
Female	42%	24%	24%	9%
Age 18-34	41%	21%	32%	5%
35-54	43%	24%	26%	8%
55+	50%	21%	23%	7%
Social Class ABC1	48%	19%	29%	4%
C2DE	43%	24%	25%	8%

	I would support **increased funding for services** over tax cuts in the budget	Neutral	I would support **tax cuts** over increased funding for services in the budget	Don't know
Region Dublin	48%	17%	31%	4%
Rest of Leinster	41%	30%	23%	6%
Munster	46%	21%	27%	6%
Ulster/ Connacht	43%	22%	22%	12%
Party Support Fianna Fáil	49%	24%	23%	4%
Fine Gael	41%	21%	33%	5%
Sinn Féin	42%	25%	27%	6%
Independent	50%	20%	29%	1%

(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

21
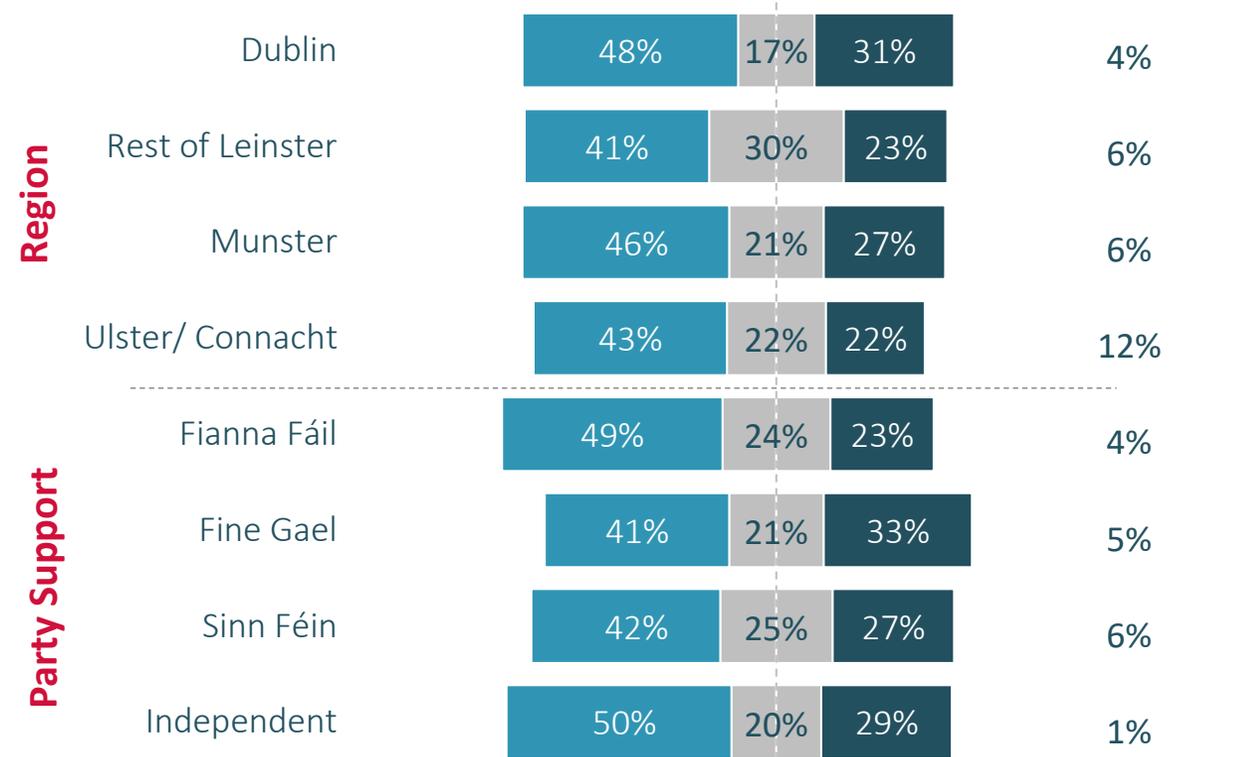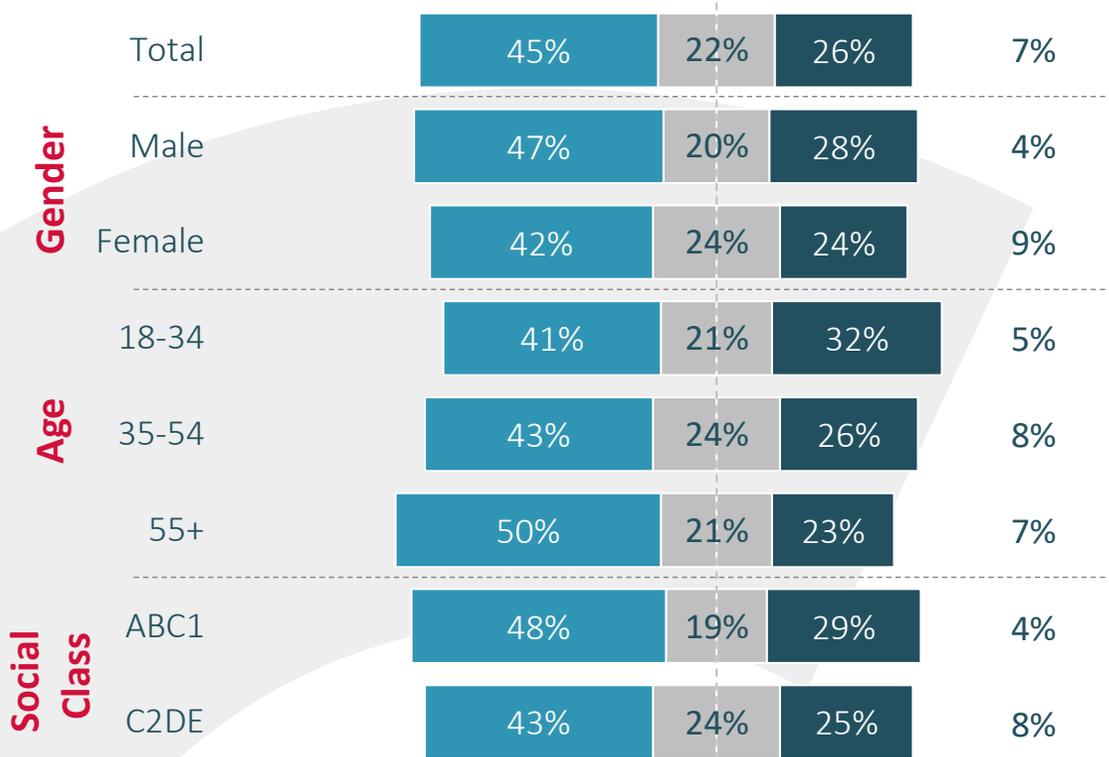
Support for United Ireland contingent on cost

Fewer than 3 in 10 would vote YES for a United Ireland if it were to cost the state €20 billion per year. Just over 2 in 5 would oppose in this instance, with 3 in 10 unsure or undecided.

	I would Vote YES in a referendum for a United Ireland *even if* it cost the state €20 billion per year for 20 years	Neutral	I would VOTE NO in a referendum for a United Ireland *if* it cost the state €20 billion per year for 20 years	Don't know
Total	28%	21%	42%	9%
Gender — Male	32%	17%	45%	5%
Female	23%	25%	40%	13%
Age — 18-34	28%	22%	39%	11%
35-54	32%	22%	37%	9%
55+	23%	19%	51%	8%
Social Class — ABC1	28%	17%	49%	6%
C2DE	28%	24%	38%	10%

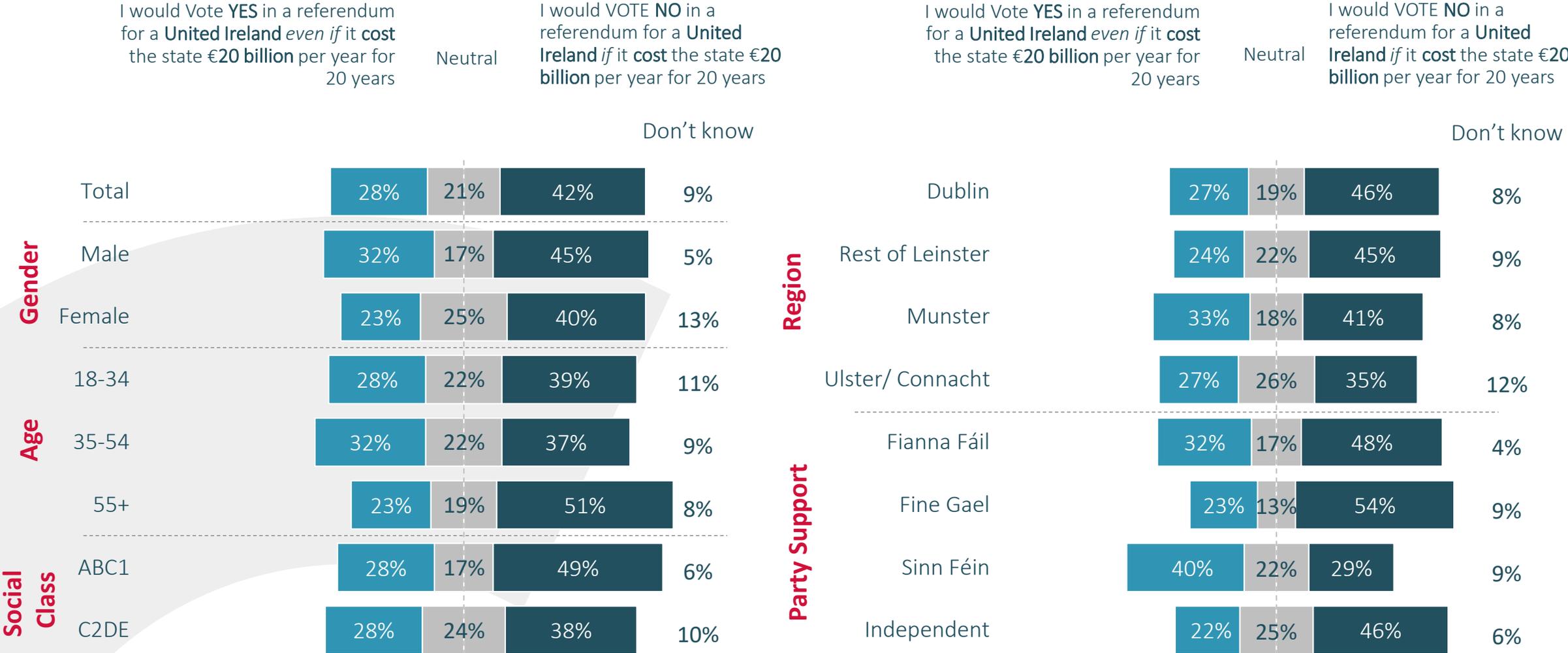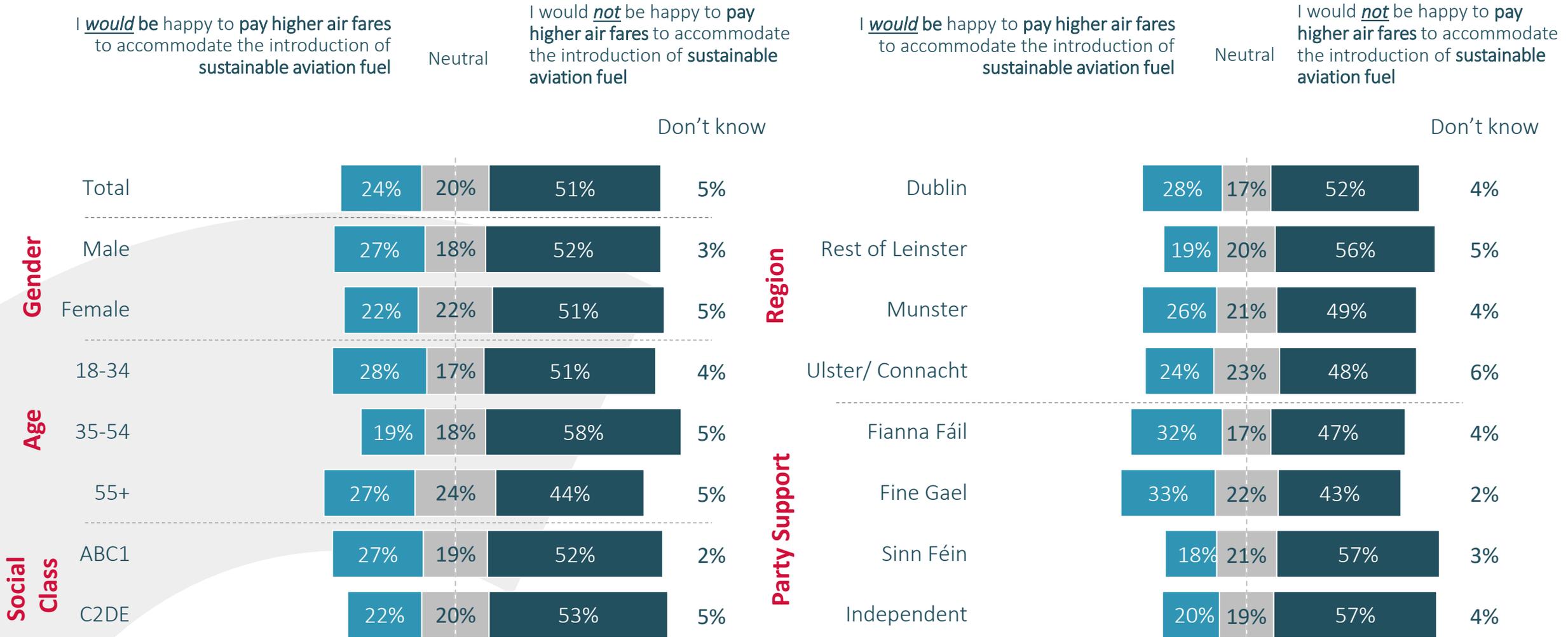|	I would Vote YES in a referendum for a United Ireland *even if* it cost the state €20 billion per year for 20 years	Neutral	I would VOTE NO in a referendum for a United Ireland *if* it cost the state €20 billion per year for 20 years	Don't know
Region — Dublin	27%	19%	46%	8%
Rest of Leinster	24%	22%	45%	9%
Munster	33%	18%	41%	8%
Ulster/ Connacht	27%	26%	35%	12%
Party Support — Fianna Fáil	32%	17%	48%	4%
Fine Gael	23%	13%	54%	9%
Sinn Féin	40%	22%	29%	9%
Independent	22%	25%	46%	6%

(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 appetite currently for higher air fares

Half are opposed to higher air fares while a quarter would be happy to pay more in accommodate sustainable fuel. Opposition is highest among 35-54 year olds, and Sinn Féin and independent voters.

I *would* be happy to pay higher air fares to accommodate the introduction of sustainable aviation fuel | Neutral | I would *not* be happy to pay higher air fares to accommodate the introduction of sustainable aviation fuel | Don't know

		I would be happy	Neutral	I would not be happy	Don't know
	Total	24%	20%	51%	5%
Gender	Male	27%	18%	52%	3%
	Female	22%	22%	51%	5%
Age	18-34	28%	17%	51%	4%
	35-54	19%	18%	58%	5%
	55+	27%	24%	44%	5%
Social Class	ABC1	27%	19%	52%	2%
	C2DE	22%	20%	53%	5%

I *would* be happy to pay higher air fares to accommodate the introduction of sustainable aviation fuel | Neutral | I would *not* be happy to pay higher air fares to accommodate the introduction of sustainable aviation fuel | Don't know

		I would be happy	Neutral	I would not be happy	Don't know
Region	Dublin	28%	17%	52%	4%
	Rest of Leinster	19%	20%	56%	5%
	Munster	26%	21%	49%	4%
	Ulster/ Connacht	24%	23%	48%	6%
Party Support	Fianna Fáil	32%	17%	47%	4%
	Fine Gael	33%	22%	43%	2%
	Sinn Féin	18%	21%	57%	3%
	Independent	20%	19%	57%	4%

(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
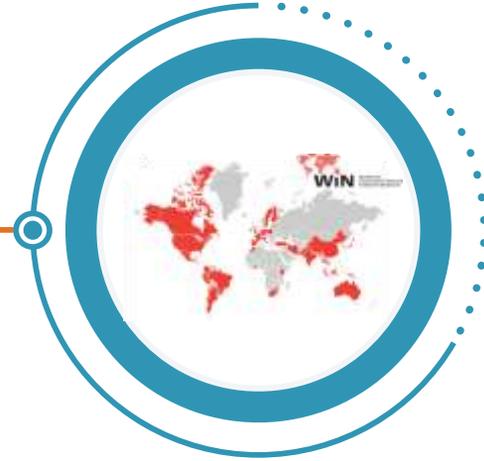
RED C UK

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

RESEARCH
EVALUATION
DIRECTION
CLARITY

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.
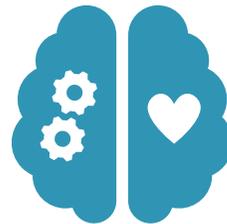
Improving Experiences

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
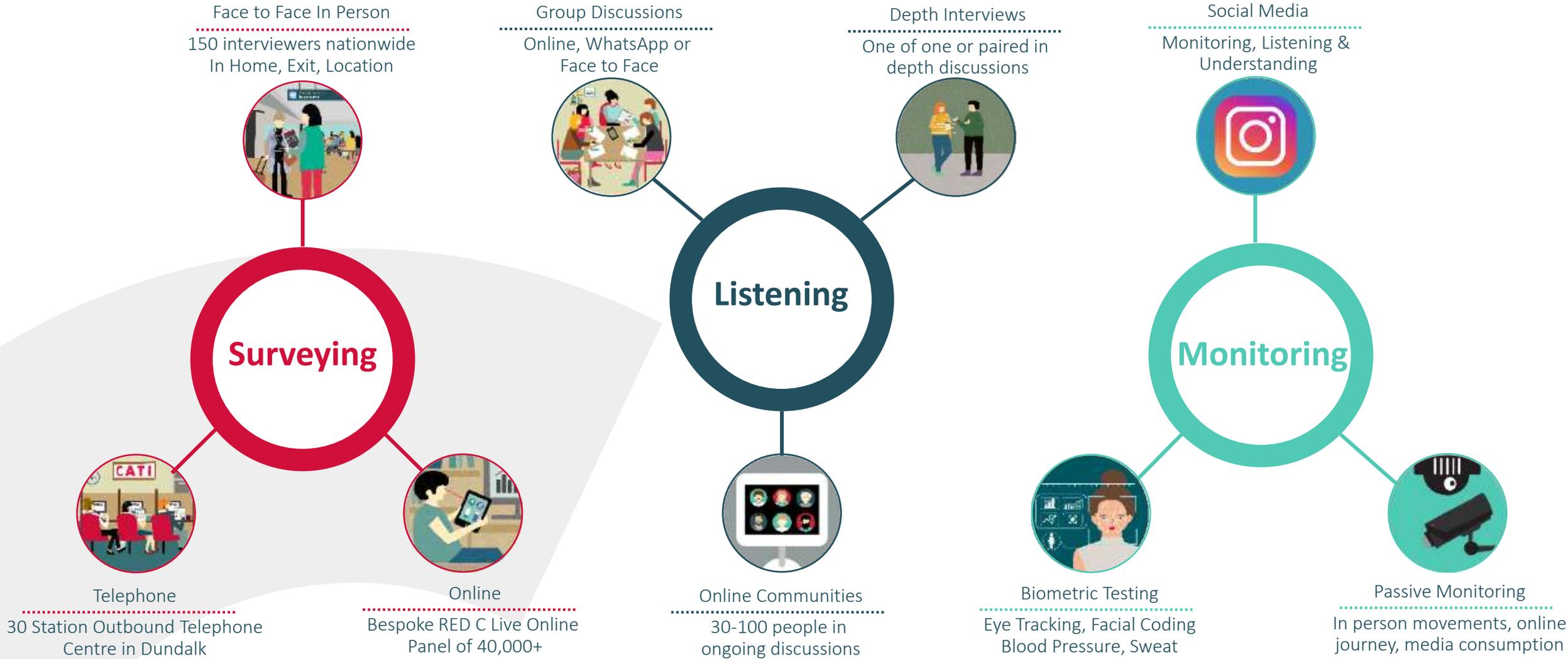
In markets across the world

System 1

RED Star

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

Listening

Monitoring

Telephone
30 Station Outbound Telephone
Centre in Dundalk

Online
Bespoke RED C Live Online
Panel of 40,000+

Online Communities
30-100 people in
ongoing discussions

Biometric Testing
Eye Tracking, Facial Coding
Blood Pressure, Sweat

Passive Monitoring
In person movements, online
journey, media consumption

RESEARCH
EVALUATION
DIRECTION
CLARITY

See More, Clearly

REDC