



The Business Post

General Election Opinion Poll

May 2020



Methodology and Weighting

- / RED C interviewed a random sample of **1000** adults aged 18+ online between Thursday 21st and Wednesday 27th May.
- / A 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.
- / In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

REDC LIVE

RED C have the highest online research quality standards in the industry

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 panellist 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.



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

Panelists 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

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 actually 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.

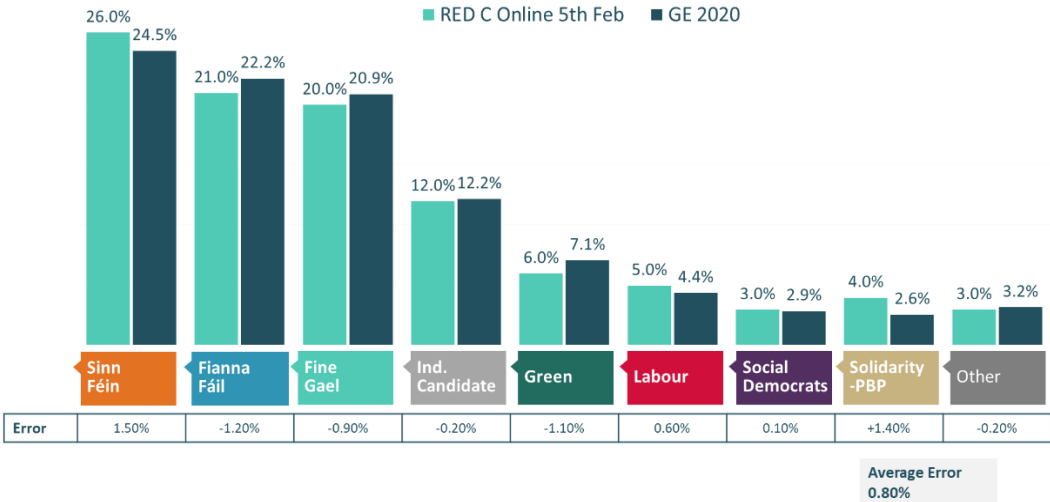
It has proved that we can, with our expert knowledge of the political landscape in Ireland and our strict quality controls, utilise a more cost effective and flexible online approach for polling moving forward.

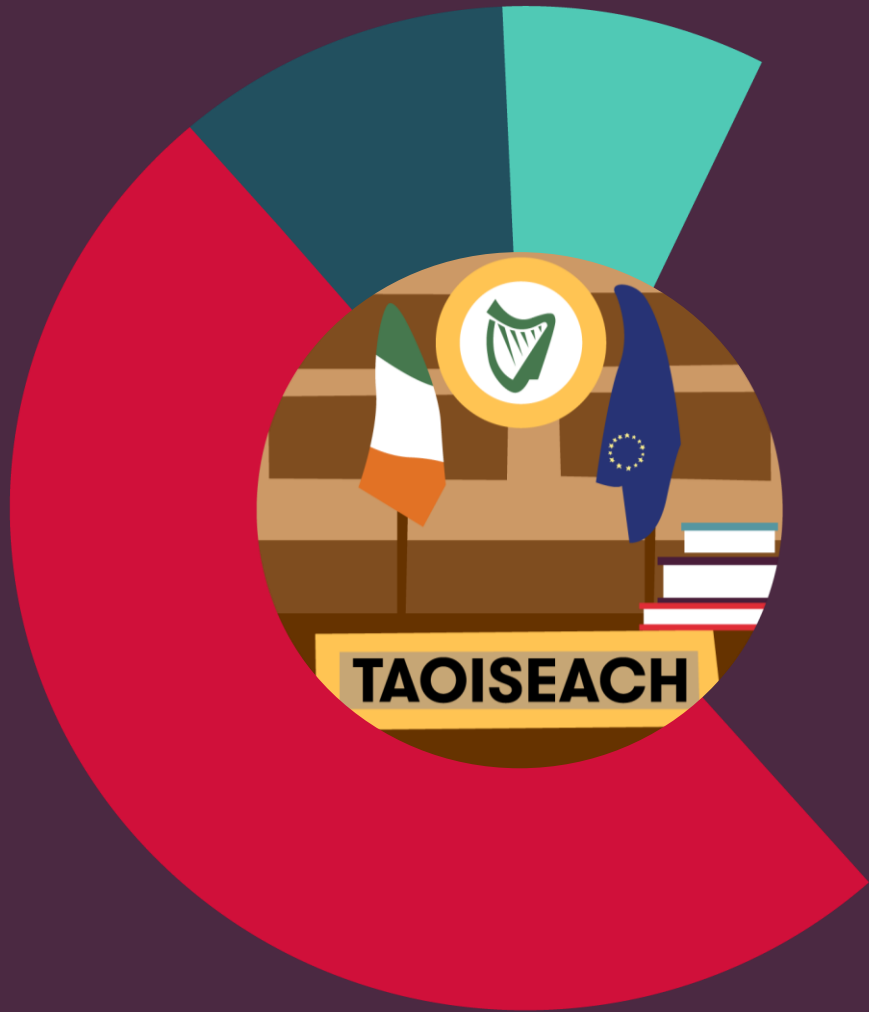
Based on the success of these tests we have moved our regular tracking polls to a more cost effective online approach each month to measure trends in voters support for parties, with possible supplementary telephone polls where required.

Final Online Poll Test During GE 2020

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

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)



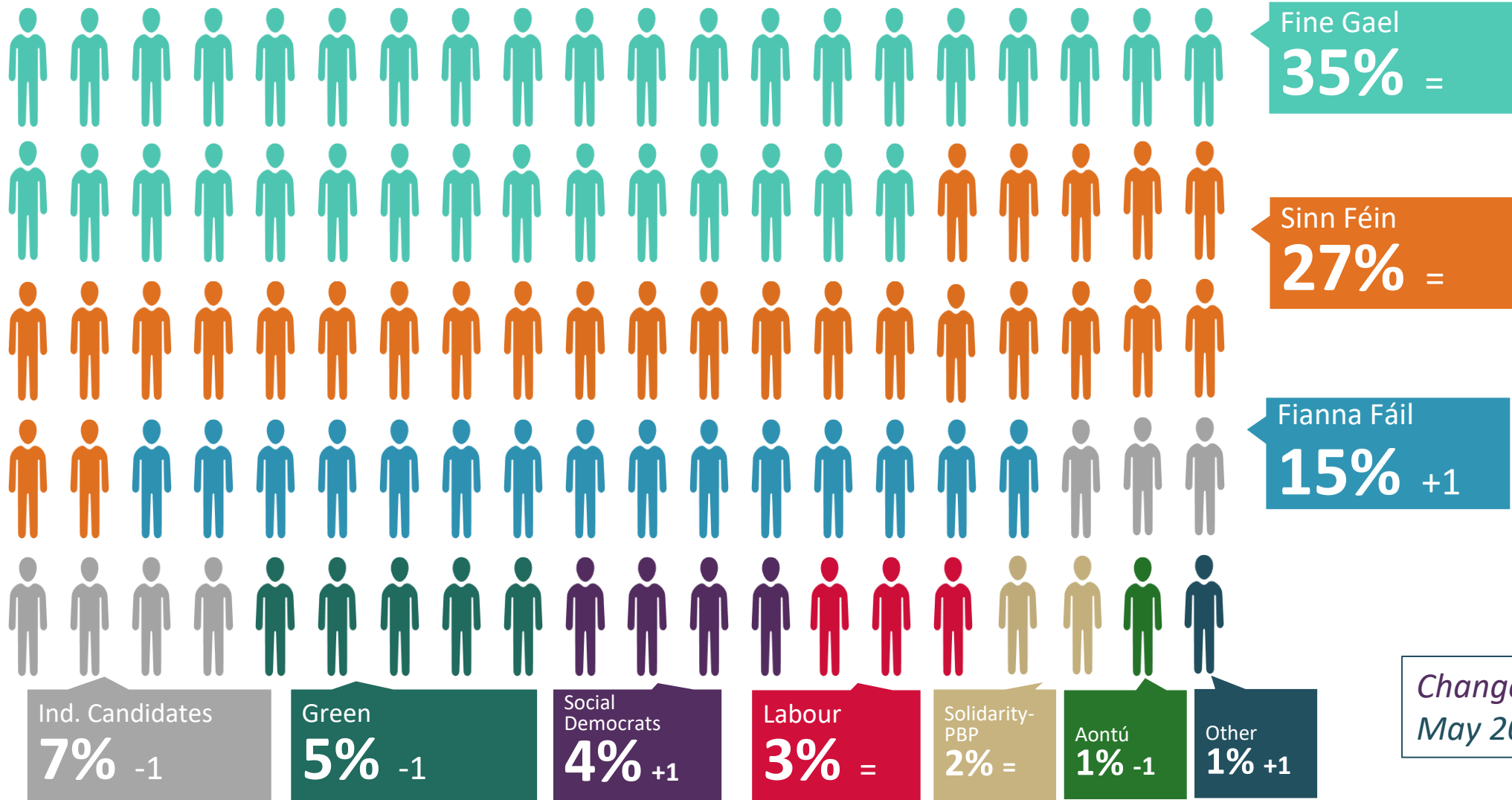


General Election

First Preference Vote Intention – 31st May 2020

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)



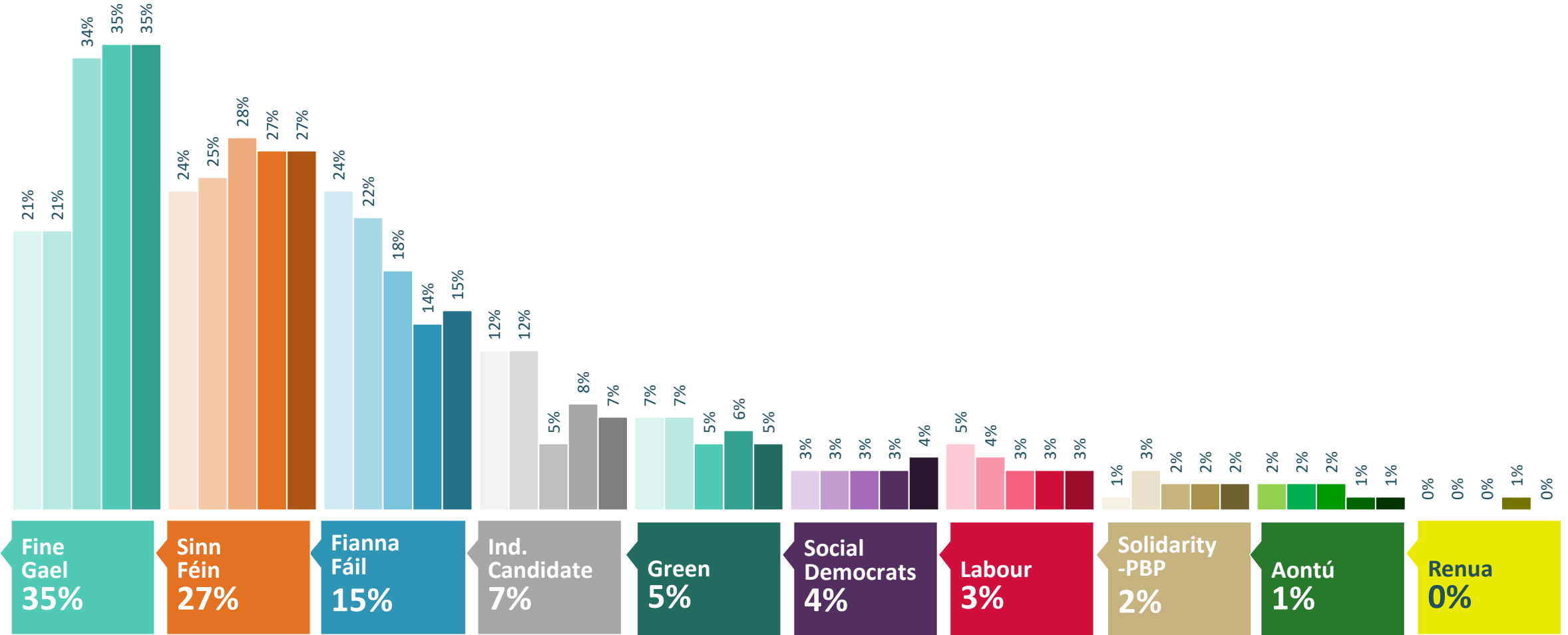
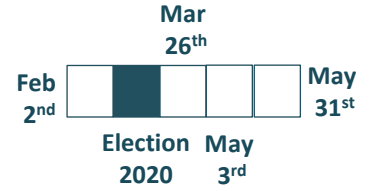
Undecided Voters
11%

Change since 3rd May 2020

First Preference Vote Intention – 31st May 2020

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)



Undecided Voters
12%

Other Parties
1%



Party 1st Preference Vote Intention X Demographics

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)

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

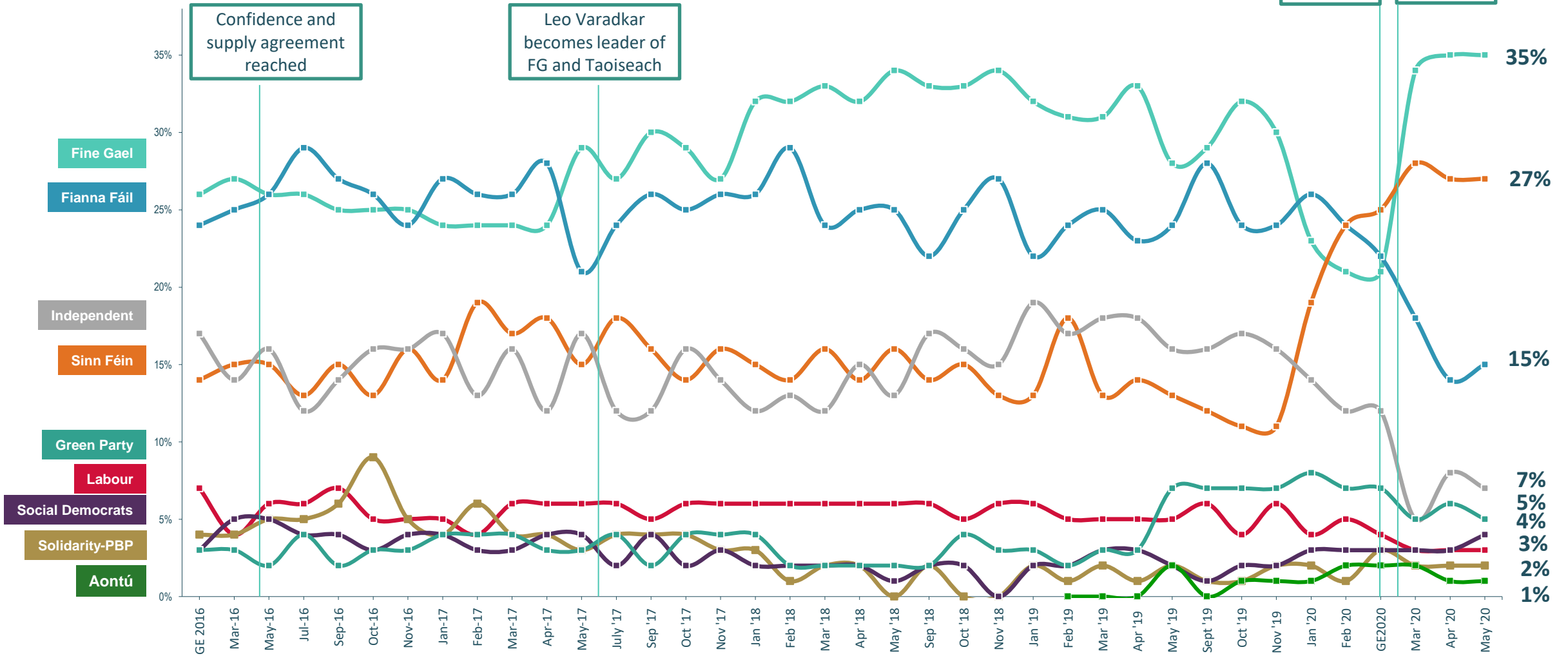
31 st May 2020	Total	Gender		Age			Social Class		Region			
		Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fine Gael	35%	34%	36%	28%	32%	45%	43%	24%	38%	41%	27%	34%
Sinn Féin	27%	27%	27%	29%	36%	16%	15%	42%	25%	28%	25%	33%
Fianna Fáil	15%	16%	13%	12%	12%	19%	16%	12%	10%	14%	22%	13%
An Independent Candidate	7%	6%	9%	6%	9%	7%	6%	10%	4%	4%	14%	9%
Green Party	5%	5%	5%	8%	4%	3%	7%	2%	9%	1%	4%	4%
Social Democrats	4%	3%	4%	6%	3%	3%	6%	2%	4%	4%	3%	4%
Labour Party	3%	4%	2%	4%	2%	4%	4%	3%	4%	4%	4%	1%
Solidarity/ People Before Profit (including Rise)	2%	1%	2%	3%	1%	1%	1%	2%	3%	2%	1%	-
Aontú	1%	2%	1%	3%	0	1%	0	2%	1%	2%	1%	2%

Other Parties
1%

First Preference Vote Intention – Since GE 2016

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)



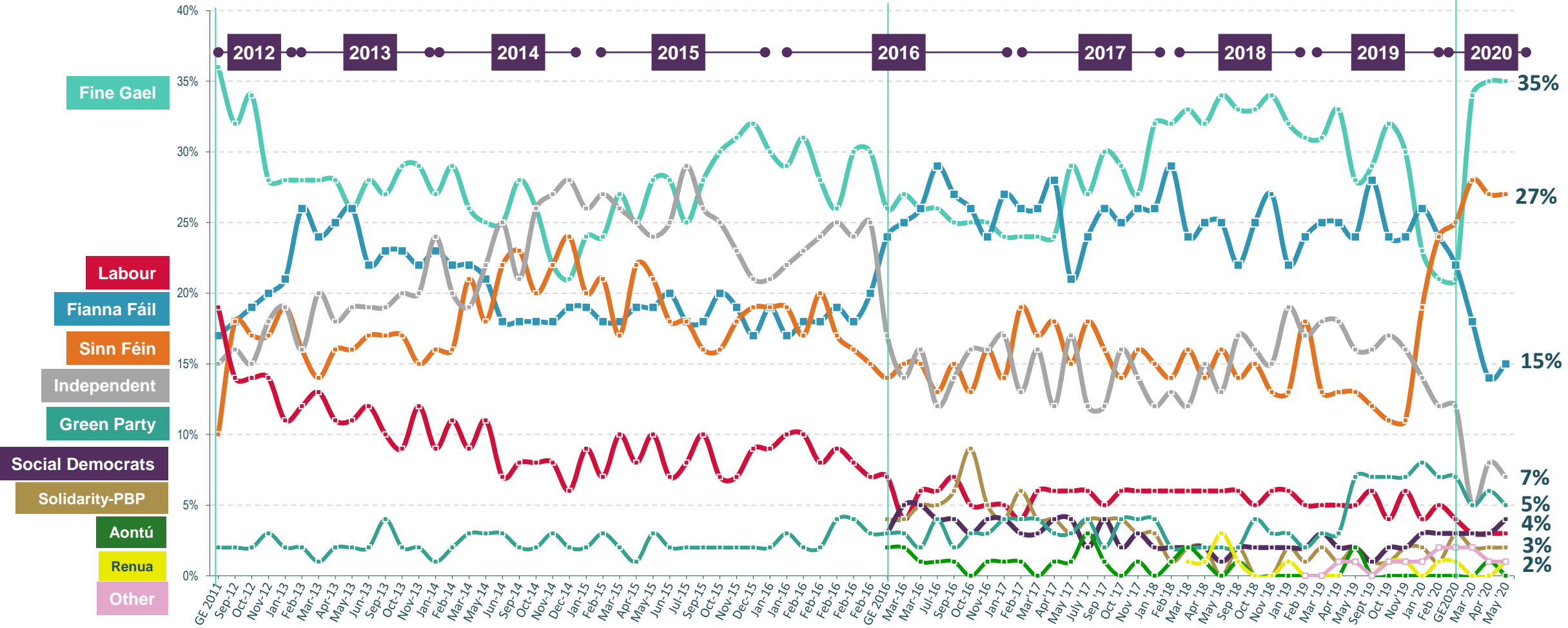
Other Parties
1%



First Preference Vote Intention – 2012-2020

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)



Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

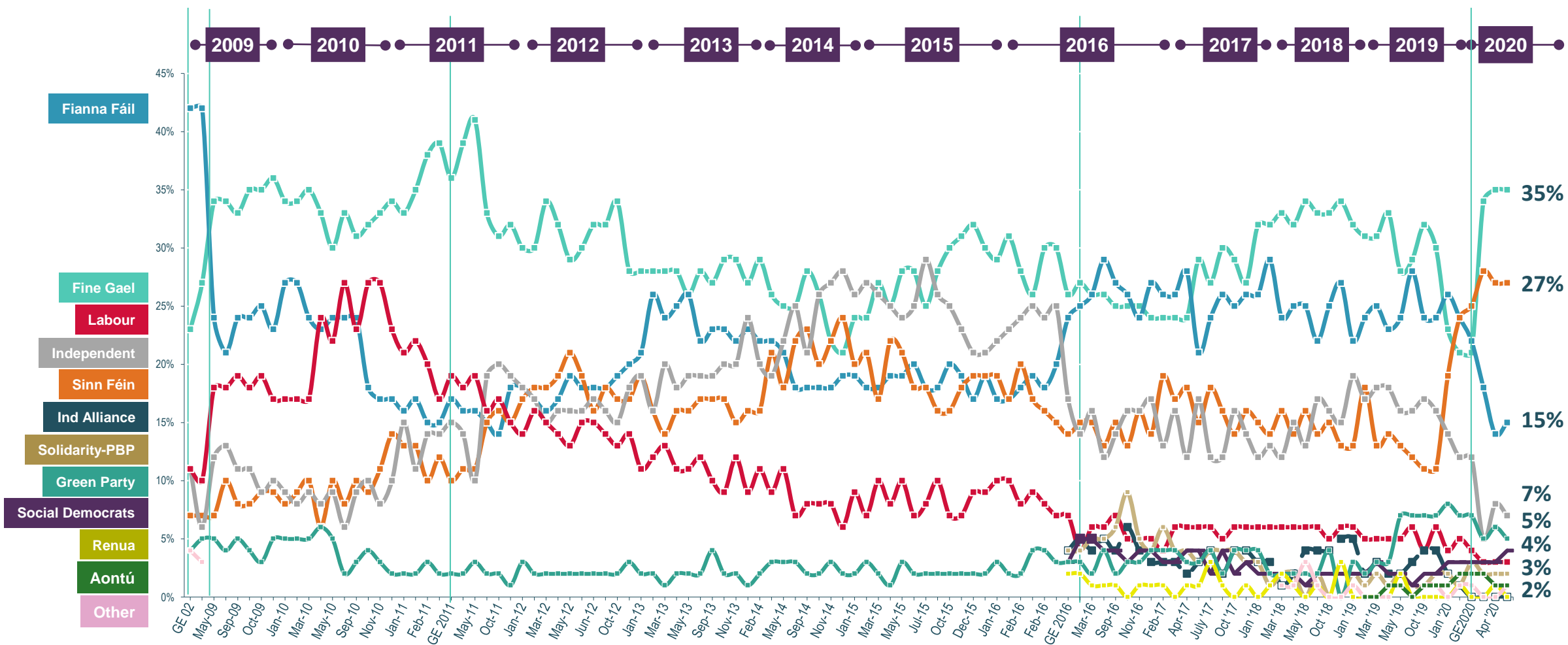
Other Parties
1%



First Preference Vote Intention – 2009 to 2020

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)



Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

Other Parties
1%





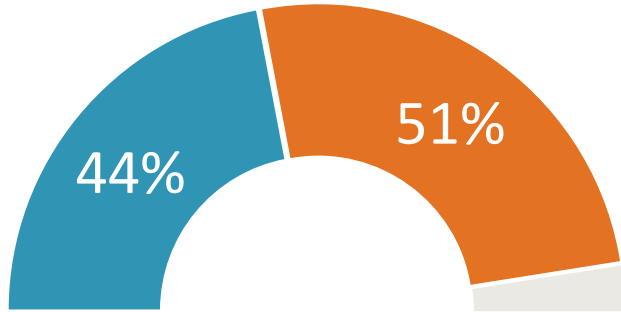
Covid-19

Attitudes Towards Covid-19 Situations

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Corona Virus outbreak and of possible government formations. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?



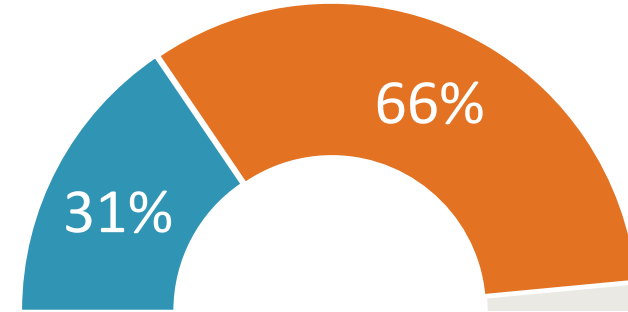
Wages subsidy & unemployment benefits are costing the country to much and **need to be wound down**



Wages subsidy & unemployment benefits are essential and should be **kept in place** until the end of year



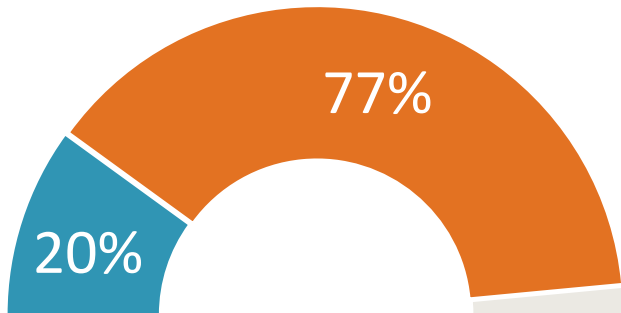
Want to see the lifting of restrictions happen **more quickly**



Happy with the **current Government roadmap** for re-opening



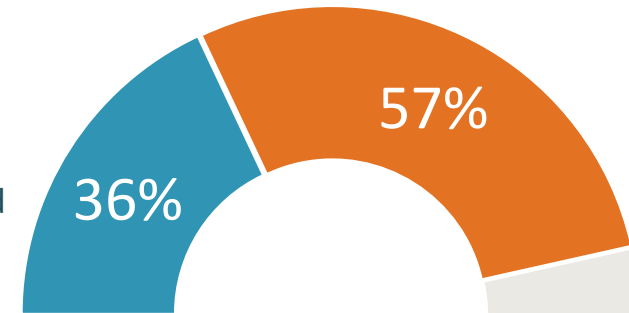
Not concerned about a second peak of Covid 19



Concerned about a second peak



Would **not download** and use an HSE Covid 19 tracing app



Would **download** and use an HSE Covid 19 tracing app

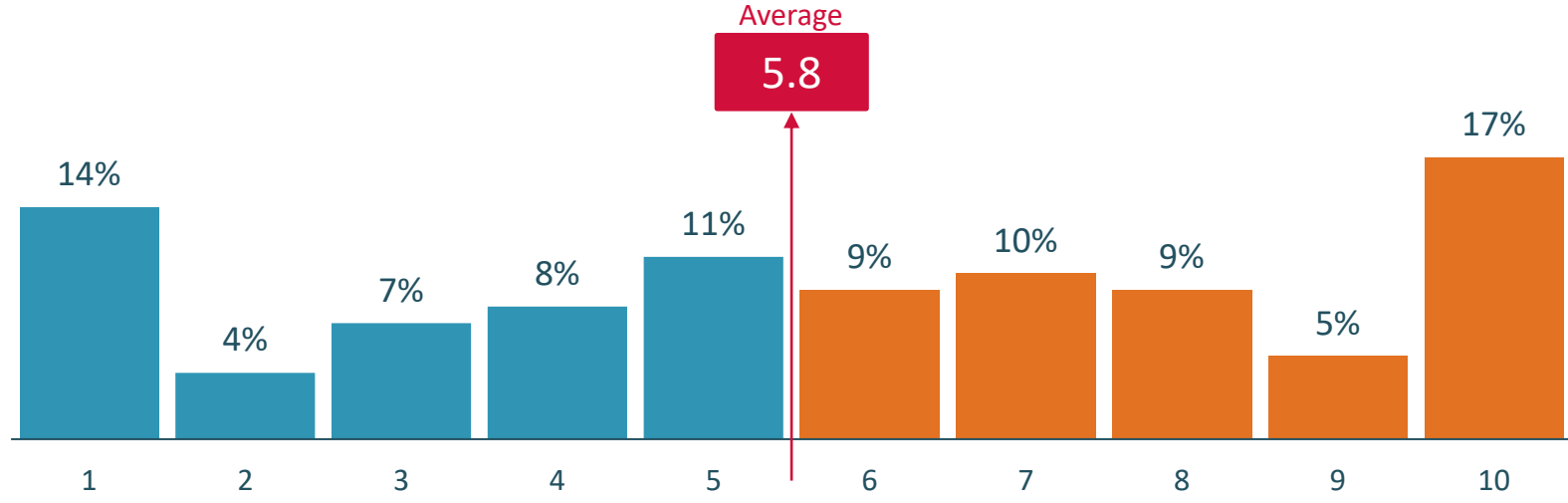
Attitude towards COVID-19 wage subsidy and unemployment benefit

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Covid-19 and the lifting of restrictions. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

44%

Wages subsidy and unemployment benefits are **costing the country too much** and need to be wound down as people start to get back to work



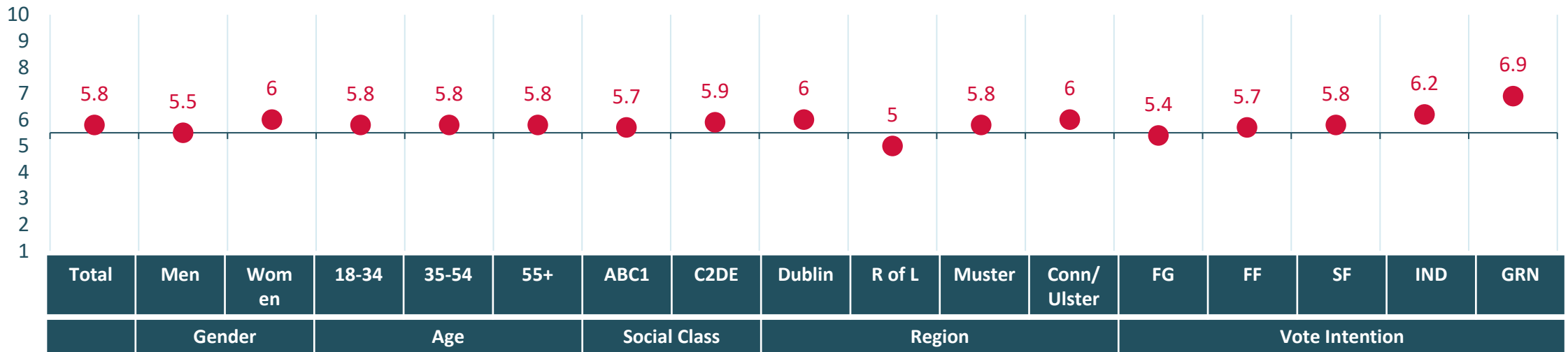
51%

Wages subsidy and unemployment benefits are **essential** and should be kept in place until the end of year to support the economy

Don't Know 5%

Subsidy & Benefits Should be kept to end year

Subsidy & Benefits should be wound down



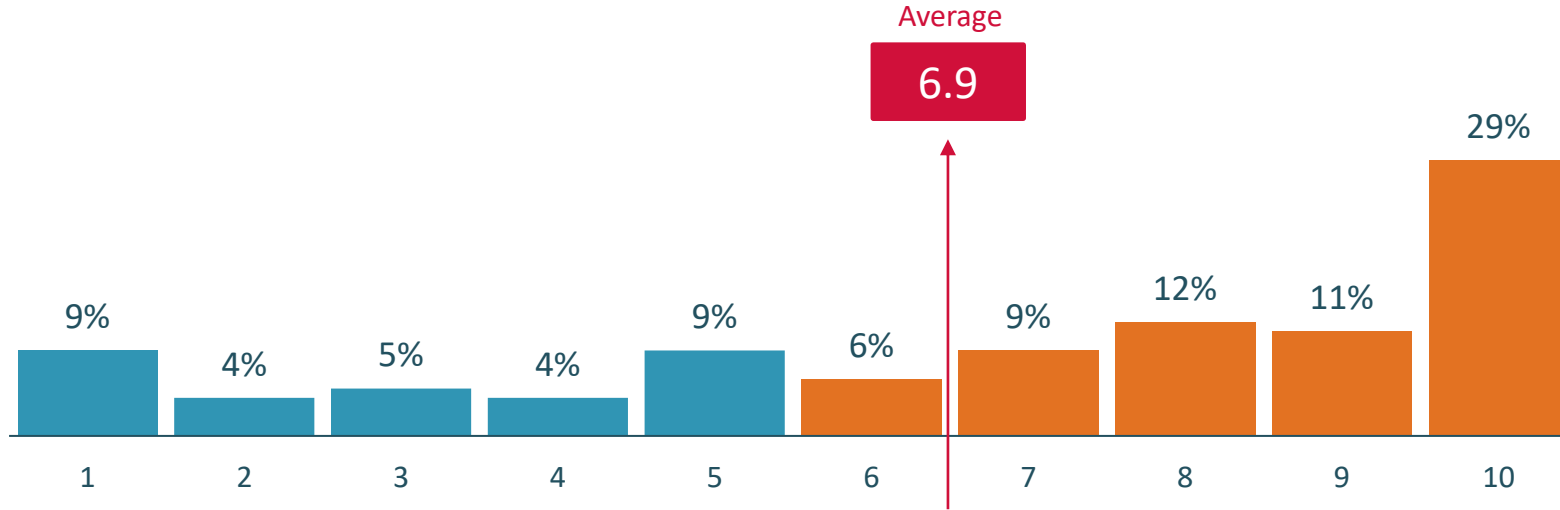
Attitude towards speed of lifting COVID-19 restrictions

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Covid-19 and the lifting of restrictions. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

31%

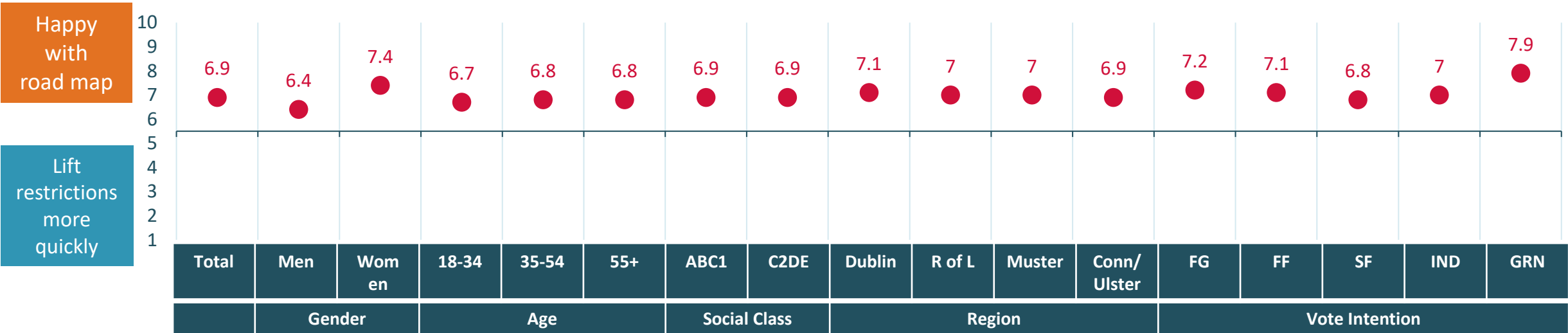
Want to see the lifting of restrictions happen more quickly



66%

Happy with the current Government roadmap for re-opening businesses and social activity

Don't Know 3%



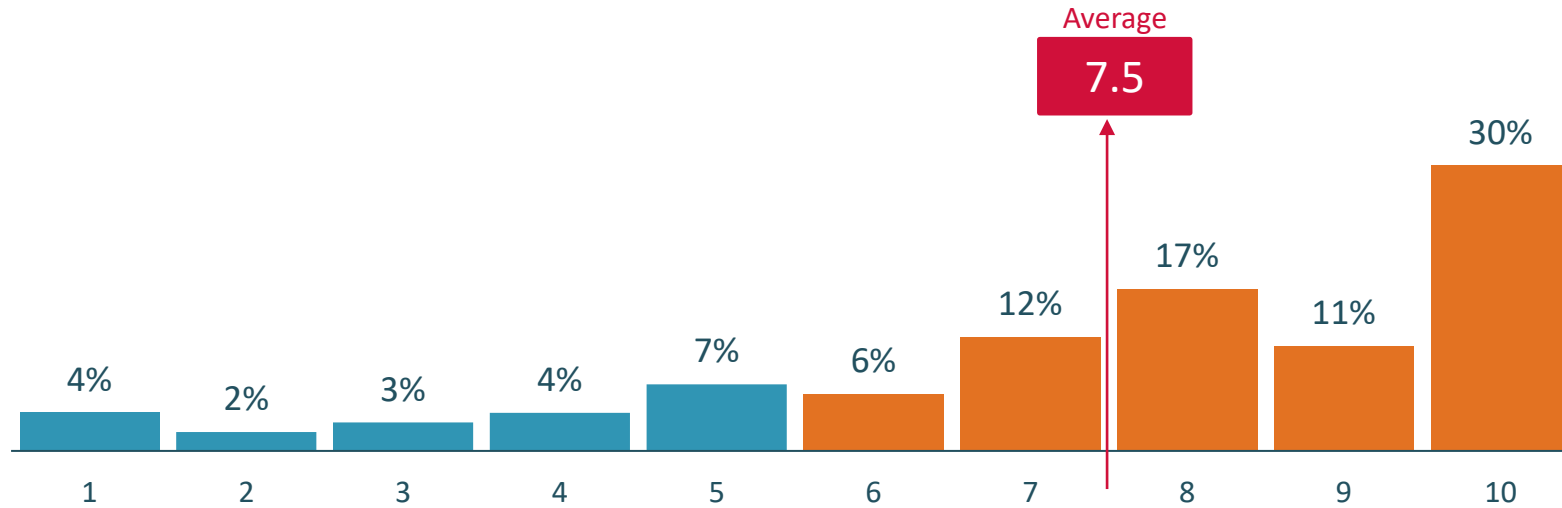
Concern over a second peak of COVID-19 following easing of restrictions

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Covid-19 and the lifting of restrictions. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

20%

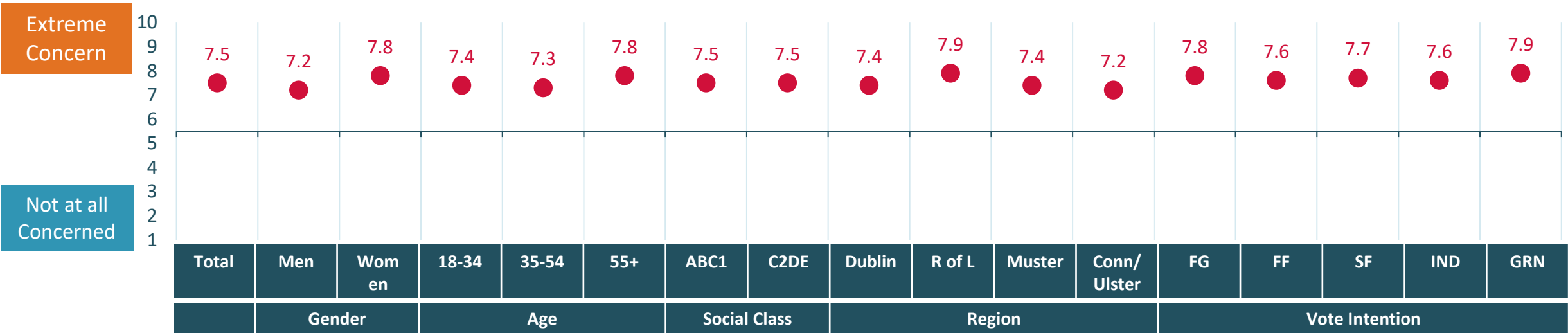
Not at all concerned about a second peak of Covid 19 infections after restrictions are eased



77%

Extremely concerned about a second peak of Covid 19 infections after restrictions are eased

Don't Know 3%



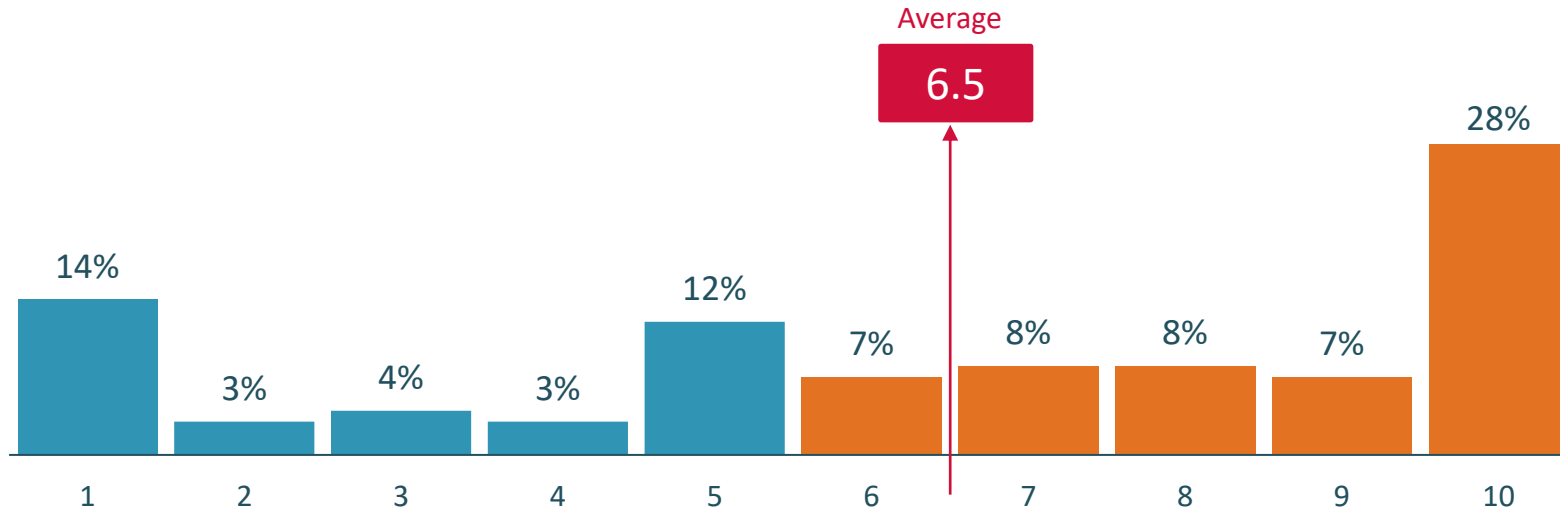
Willingness to download the HSE COVID-19 tracing app

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Covid-19 and the lifting of restrictions. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

36%

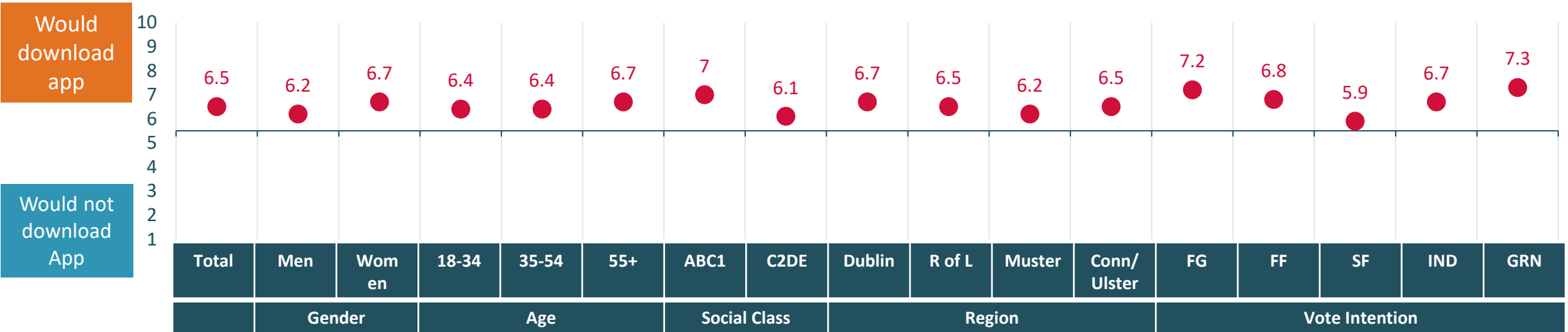
Would definitely not download and use an HSE Covi-19 tracing app on my phone



57%

Would actively download and use an HSE Covid-19 tracing app on my phone

Don't Know 7%



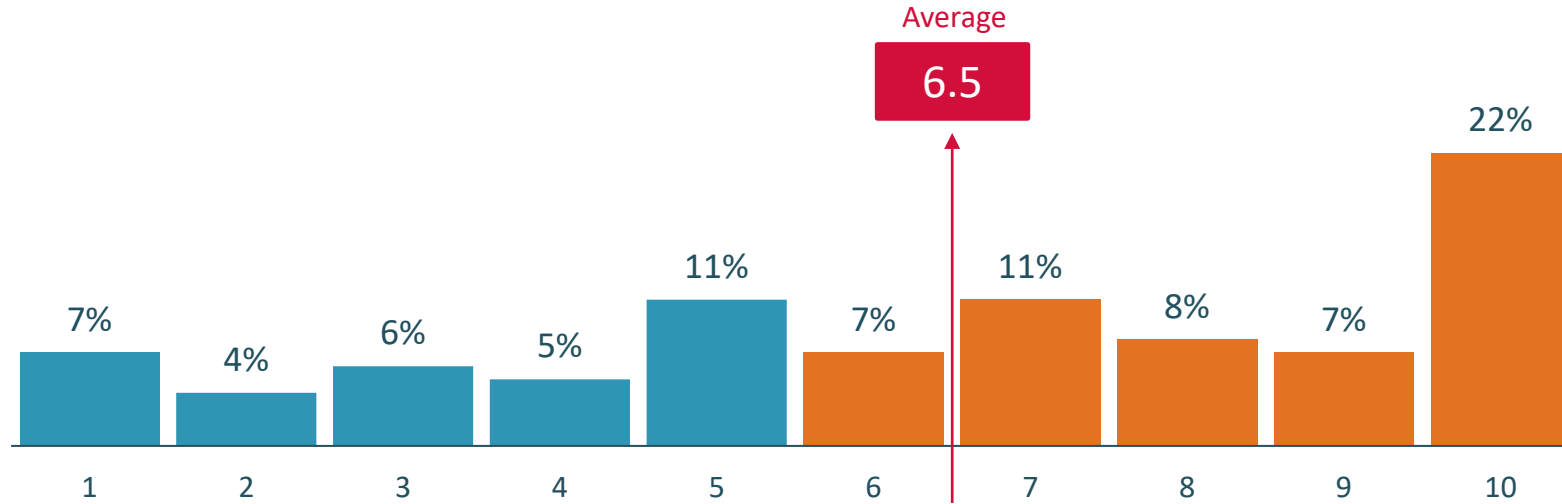
Concern over Green Party's 7% Greenhouse Gas Reduction Target on Economy

Q5. Now please let us know your views of a number on aspects of the current government's handling of the Covid-19 and the lifting of restrictions. For each topic we have provided opposite opinions that other people have made, and we want you to show us where you stand between the two ends of the scale?

(Base: All adults 18+)

33%

Unconcerned that the Green Party's target of reducing greenhouse gas emissions by 7 per cent a year will hurt our economic recovery post Covid 19



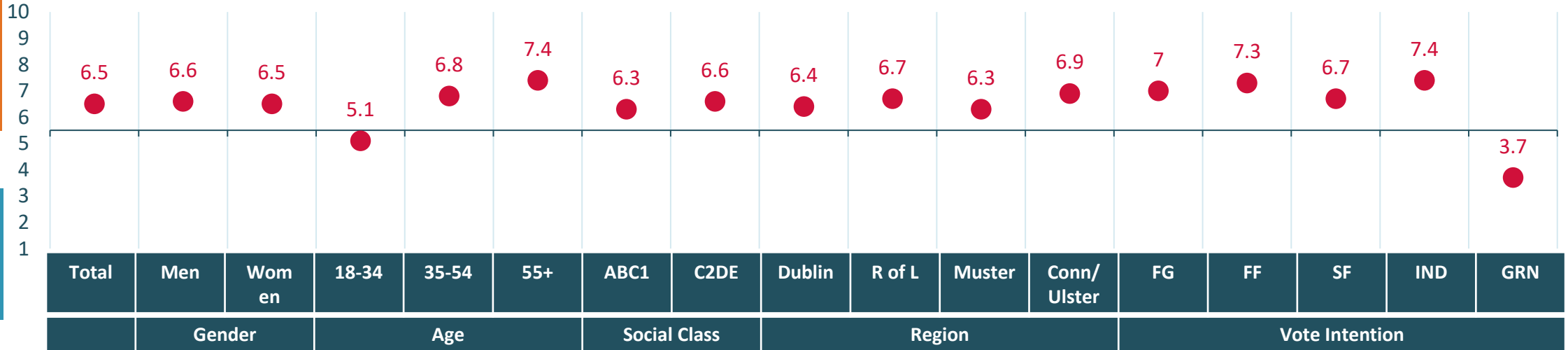
56%

Concerned that the Green Party's target of reducing greenhouse gas emissions by 7 per cent a year will hurt our economic recovery post Covid 19

Don't Know 11%

Concerned for impact on recovery

Not Concerned for impact on recovery



**THANK
YOU**

REDC