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# General Election Opinion Poll

14<sup>th</sup> Jan 2015



**REDC**

# Methodology and Weighting



- RED C interviewed a random sample of 1,002 adults aged 18+ by telephone between the 12<sup>th</sup> – 13<sup>th</sup> January 2015.
- A random digit dial (RDD) method is used to ensure a random selection process of households to be included – this also ensures that ex-directory households are covered.
- Half of the sample are interviewed using an RDD landline sample, with the other half conducted using an RDD mobile phone sample, this ensures 98% coverage of the population reaching landline only households, mobile only households and those with both a landline and a mobile.
- Interviews were conducted across the country and the results weighted to the profile of all adults. A further past vote weighting is included that takes the current recall for how people voted at the last election, compares this to the actual results, and weights the data to halfway between the two.
- Vote intention results are based on those who will actually go and vote, using a 10 point scale, where 1 is not at all likely and 10 is very likely, those rating 4 to 10 are included as being those who will actually go and vote.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

# Key Findings

- Fine Gael and Labour both make gains post Christmas break, with Fine Gael up 3% after several months on declines in the polls and Labour up 2%. However the government parties have more to do to prove even to their own supporters that they are the right party for their vote, with less than a third of those who give their first preference to Fine Gael saying they will definitely vote for them come the next election.
- Independent candidates remain in a very strong position securing 26% of the first preference vote on their own, with other parties pushing this up to 28%. Support appears to be as strong for Independents than other parties, with 42% of those currently giving them a first preference vote suggesting they will definitely do so come the next election and only 1 in 10 suggesting they are particularly unsure of this decision.
- Lucinda Creighton's party secures 1% of the first preference vote in the poll despite not yet having a party name, and when quizzed separately 6% suggest that that they may give them a first preference vote based on what they have heard so far.
- There is also strong topline indications of support for an alliance of Independent candidates including Shane Ross and Michael Fitzmaurice, with 12% of voters suggesting they would definitely vote for this approach if candidates were available to them.
- Sinn Féin support falls back somewhat, with the party securing 21% support in this poll, down 3% from that they achieved in December. At the same satisfaction with Gerry Adams as leader also declines from that seen last year. It is also clear that opinion on the party remains divided among the electorate with 52% of all adults saying they would never vote Sinn Féin.
- Fianna Fail support is steady at 18%, with little sign of movement for the party. Satisfaction with Michael Martin's also falls back, with the lowest level of satisfaction among party supporters of all the main party leaders.
- Support for a clear alliance between Fine Gael and Fianna Fail at this stage however doesn't appear to be any benefit to the parties, with just 15% suggesting they would definitely vote for such an arrangement. Having said that for 29% of Fianna Fail supporters the preferred coalition partners would be Fine Gael, and similarly 27% of Fine Gael voters suggested their preferred coalition partner would be Fianna Fail (though Labour remains a more preferred partner in government).
- The great majority 80% of those that express a preference, continue to claim to support the referendum for same sex marriage rights, and with low levels of undecided voters this looks secure. However, previous work has shown that the electorate only really engage closer to the referendum and the result could still be closer than the current polls suggest.

# First Preference Vote Intention – 14<sup>th</sup> Jan 2015

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 and adjusted for Spiral of Silence)

(Base: All adults 18+ who will vote )



Fine Gael  
**24%** +3

Labour  
**8%** +2

Fianna Fail  
**18%** -1

Sinn Fein  
**21%** -3

Independent/  
Other  
**28%** =

Green  
**1%** -1

Undecided Voters  
**13%** +1

Lucinda Creighton's New Party 1%

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# First Preference Vote Intention – January 2015

*If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (showing impact of past vote weighting, and likely voter filters)*

(Base: All adults 18+)

CURRENT FIRST PREFERENCE SUPPORT					
	Core figures	Impact of Past vote weighting	Likely Voters	Excluding Undecided	2011 Election Results
	%	%	%	%	%
Fine Gael	21	20	21	24	36
Labour	6	7	7	8	19
Fianna Fáil	14	15	15	18	17
Sinn Féin	20	19	18	21	10
Independent candidates	22	22	23	26	13
Green Party	1	1	1	1	2
Socialist Party	*	*	*	*	1
<b>Lucinda's Party</b>	1	1	1	1	
Other Party	*	*	1	1	1
Undecided	15	15	13		

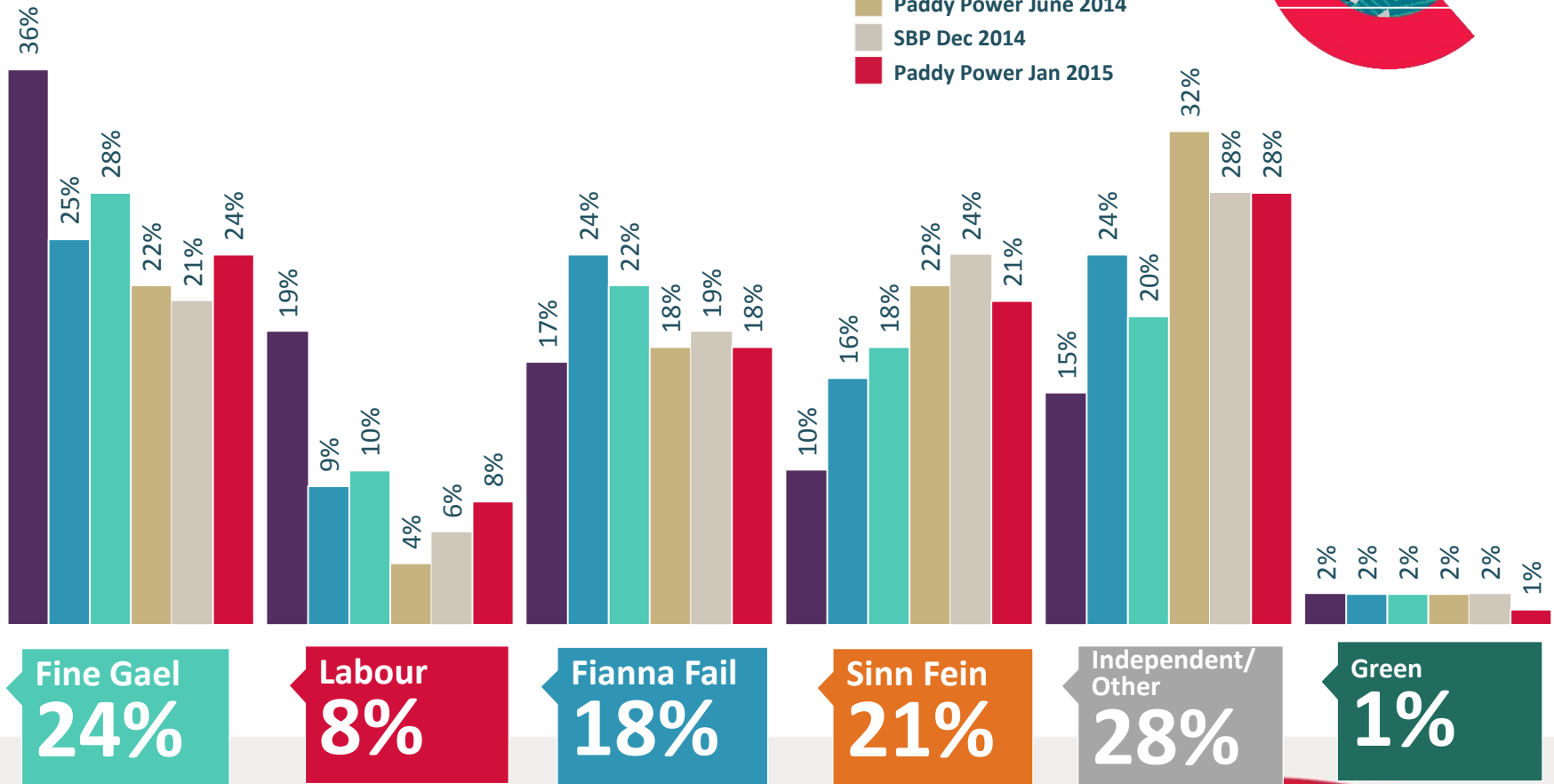
# First Preference Vote Intention – Nov 2013 – Jan 2015

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 and adjusted for Spiral of Silence)

(Base: All adults 18+ who will vote)



- General election 2011
- Paddy Power Nov 2013
- Paddy Power Jan 2014
- Paddy Power June 2014
- SBP Dec 2014
- Paddy Power Jan 2015



# 1<sup>st</sup> Preference vote x Demographics

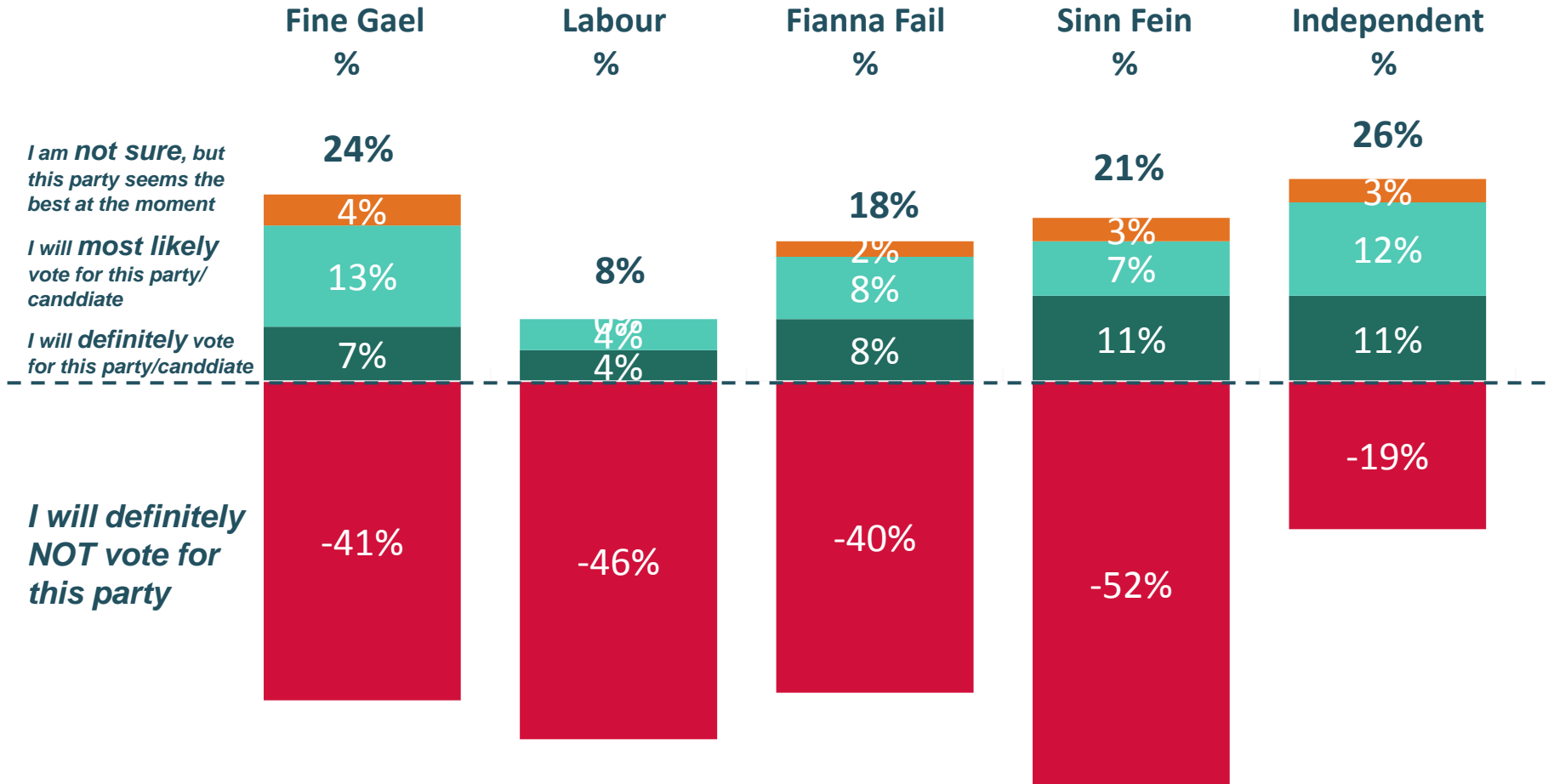
(Base: All adults 18+ who will vote )

	Gender			Age			Class			Region			
	Total %	Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	F* %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Fine Gael	24%	25%	23%	20%	27%	25%	25%	19%	57%	19%	23%	27%	28%
Labour	8%	6%	10%	10%	6%	9%	8%	9%	2%	13%	9%	6%	1%
Fianna Fail	18%	14%	21%	18%	16%	20%	17%	17%	20%	16%	17%	20%	18%
Sinn Fein	21%	26%	16%	32%	19%	13%	18%	26%	6%	20%	23%	20%	20%
Independent candidates	26%	26%	27%	16%	31%	30%	27%	27%	14%	27%	27%	24%	28%
Green Party	1%	1%	1%	2%	1%	*	2%	-	1%	1%	*	1%	2%
Lucinda Creighton's new party	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%

# Strength of Support for Each Party

Now I would like you to tell me which of the following statements best describes how strongly you feel about voting for each of the following parties or groups in the next General Election?

(Base: All adults 18+ - 1,006)





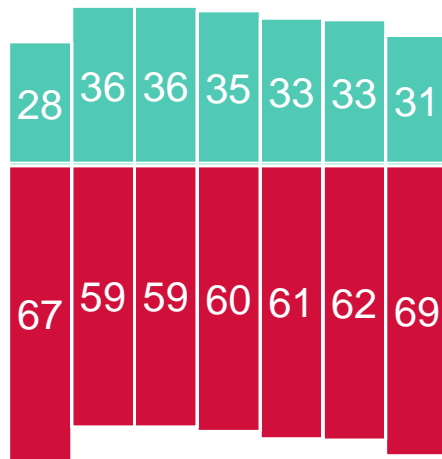
# Party Leader Performance

(Base: All adults 18+ - 1,006)

## Micheal Martin %

Mar 12 Jan 13 Jun 13 Nov 13 Jan 14 June 14 Jan 15

6-10

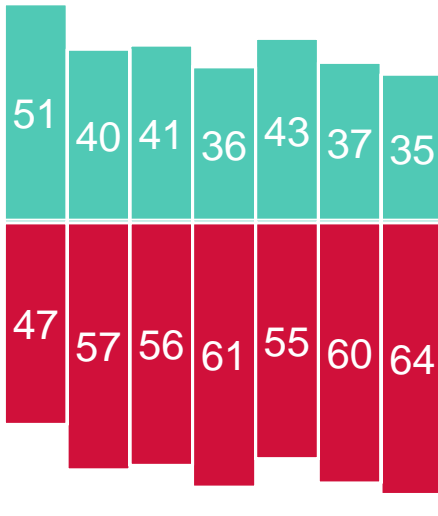


0-5

## Enda Kenny %

Mar 12 Jan 13 Jun 13 Nov 13 Jan 14 June 14 Jan 15

6-10

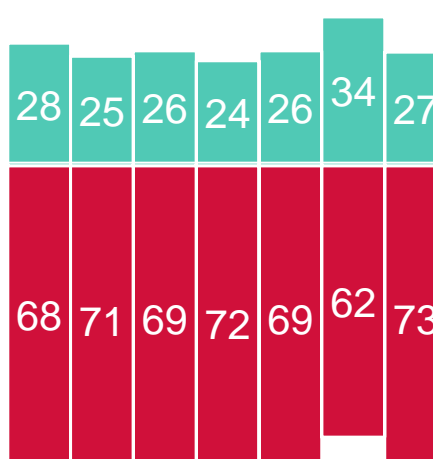


0-5

## Gerry Adams %

Mar 12 Jan 13 Jun 13 Nov 13 Jan 14 June 14 Jan 15

6-10



0-5

## Joan Burton %

Jan 15

6-10



0-5

Don't Know

5% 5% 5% 5% 6% 5% 0%

2% 3% 3% 3% 2% 3% 1%

4% 4% 5% 4% 5% 4% 0%

1%

Micheal Martin (FF)  
N=147

Enda Kenny (FG)  
N=200

Gerry Adams  
N=197

Joan Burton  
N=66

% 6-10 among  
'own party'  
Intenders

**64%**

**72%**

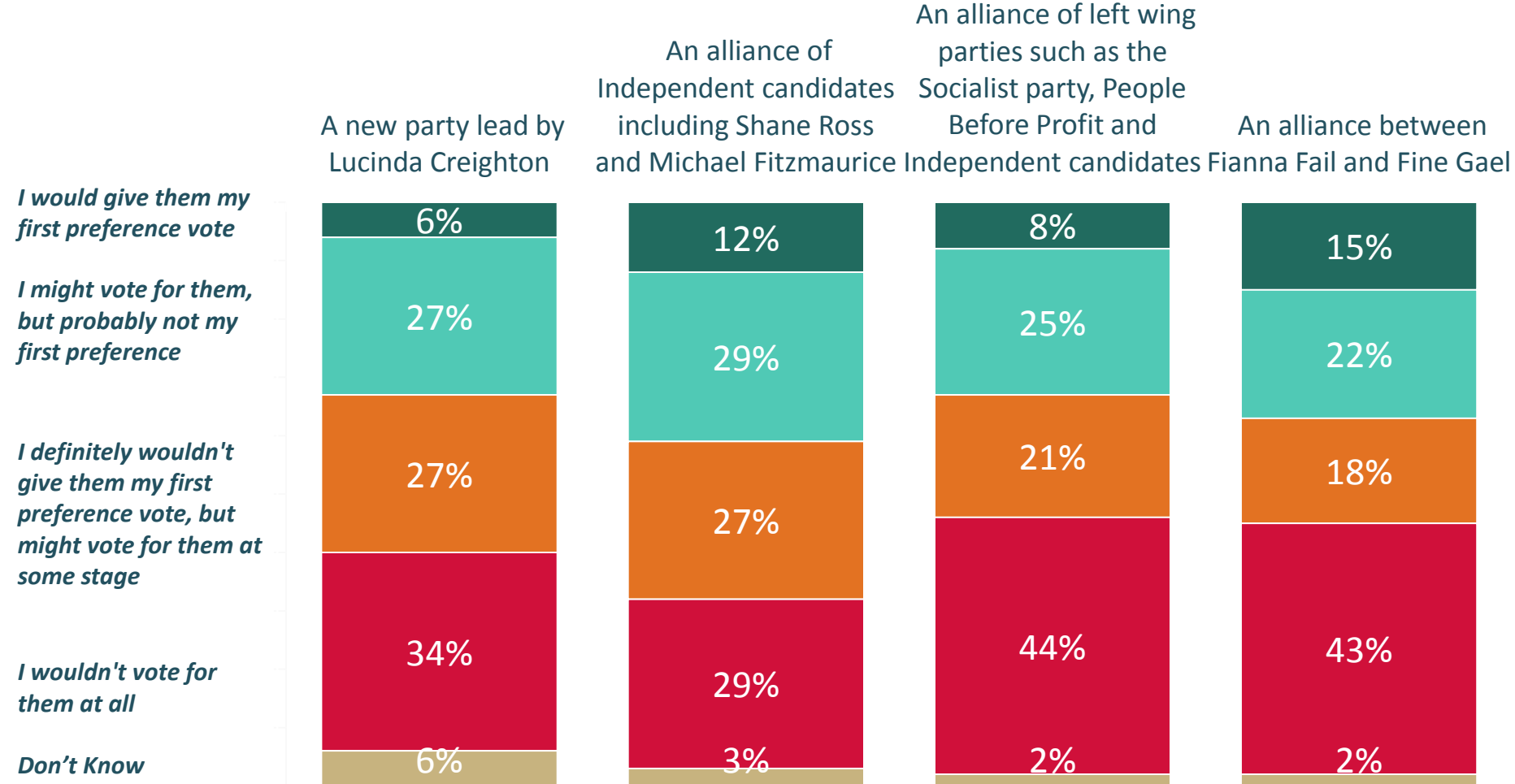
**66%**

**70%**

# Attitudes Towards Possible Parties or Alliances

Which of the following best describes how you might vote for each of the following possible parties or alliances at the next General Election?

(Base: All adults 18+ - 1,006)



# Preferred Coalition Partner for First Preference Vote Party

Q. Which other party or grouping would you most like to see form a coalition with your first choice party, if any?

(Base: All Adults 18+)

	Party Given First Preference Vote				
	Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind.
BASE	(147)	(200)	(66)	(189)	(219)
Fianna Fail	-	<b>27%</b>	14%	<b>23%</b>	14%
Labour	17%	<b>38%</b>	-	7%	7%
Fine Gael	<b>29%</b>	-	<b>44%</b>	12%	<b>19%</b>
Independent	16%	12%	17%	<b>26%</b>	-
Sinn Fein	16%	3%	4%	-	16%
Lucinda Creighton's new party	7%	5%	3%	2%	11%
People Before Profit	-	-	2%	8%	2%
Green Party	3%	2%	3%	1%	4%
Anti-Austerity Alliance	2%	*	-	*	5%
National Independent Party	-	*	-	-	2%
Anti Water Tax Socialist party	1%	-	-	1%	-
Direct Democracy Ireland	-	-	-	-	*
Don't want a coalition	8%	7%	8%	10%	11%

Top Coalition Options	
Fine Gael & Labour	12%
Fine Gael & Fianna Fail	11%
Sinn Fein & Independent	10%
Sinn Fein & Fianna Fail	8%
Fine Gael & Independent	8%
Fianna Fail & Independent	7%

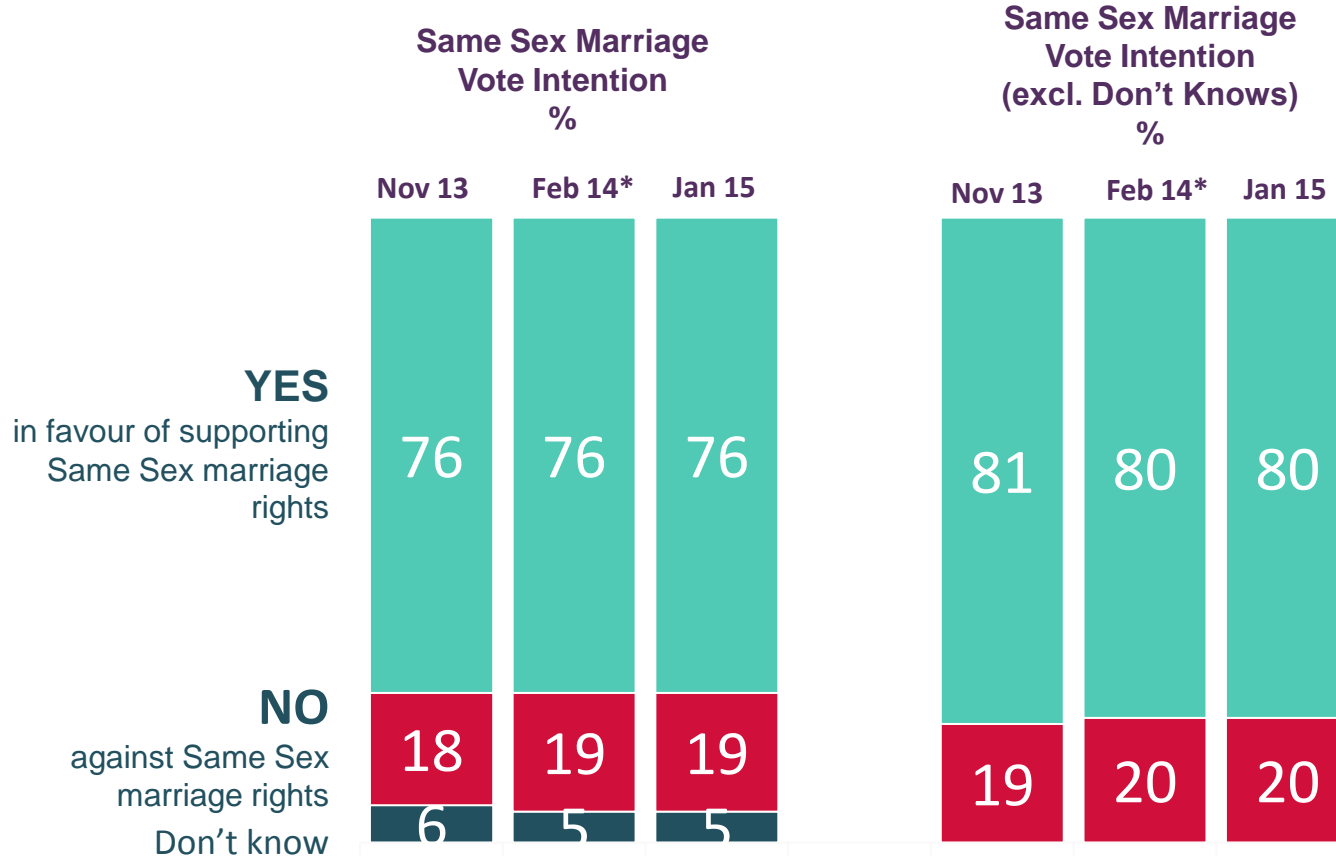


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# Vote Intention for Same Sex Marriage Referendum

(Base: All Adults aged 18+ - 1,007)

The government has announced they are to hold a referendum this year to vote for a proposed amendment to the Constitution to provide for Same Sex to be recognised by the state. If this referendum was to be held tomorrow would you vote Yes in favour of supporting Same Sex Marriage rights in the constitution or No against recognising Same Sex marriage?

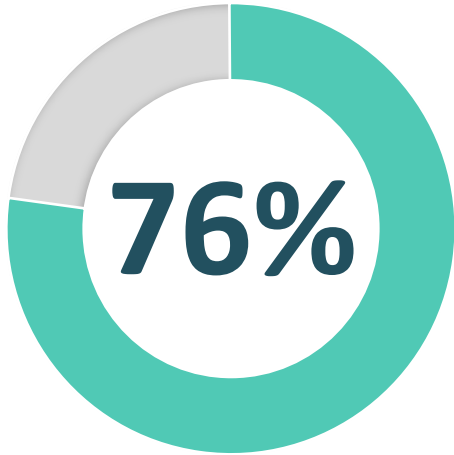


\*Feb 14 Poll conducted for Sunday Business Post

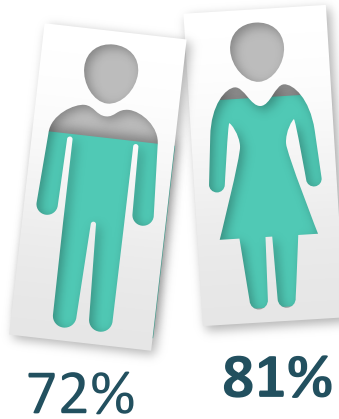
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# Who is more likely to support the Same Sex Referendum?

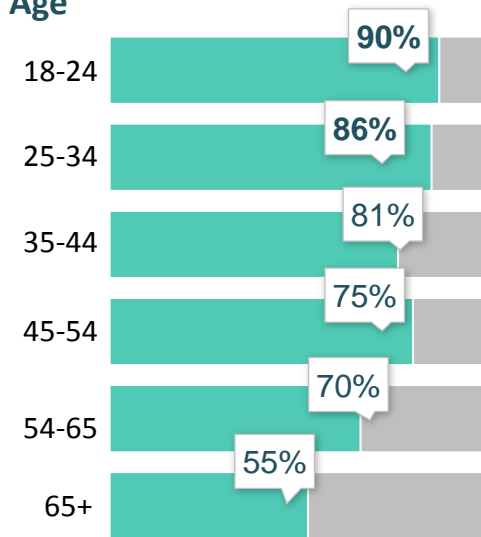
(Base: All Adults aged 18+ - 1,007)



## Gender



## Age



## Social Class

Higher Social Grades: **77%**



Lower Social Grades: **76%**



## Party Support

**FINE GAEL** **78%**

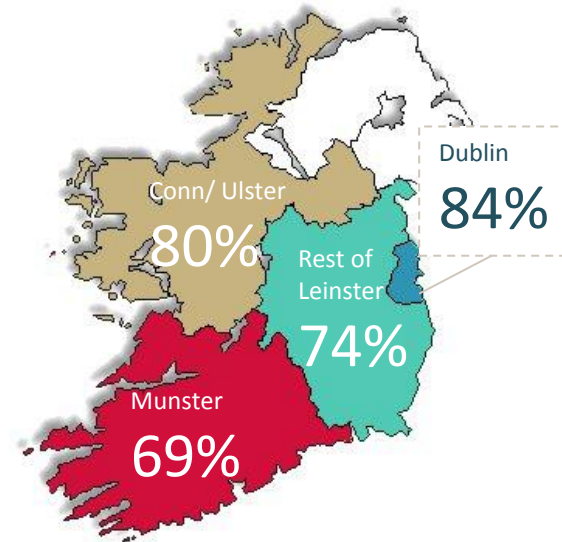
**Labour** **86%**

**FIANNA FAÏL** **68%**

**SF** **81%**

**Independents** **80%**

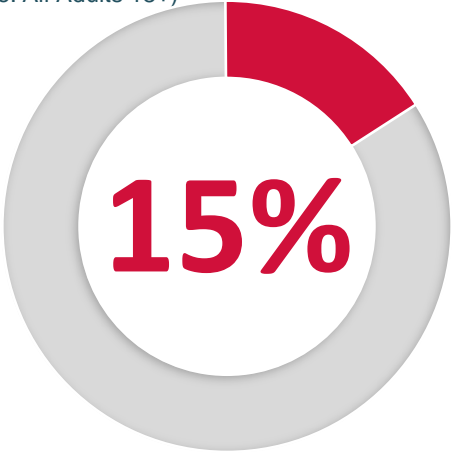
## Region



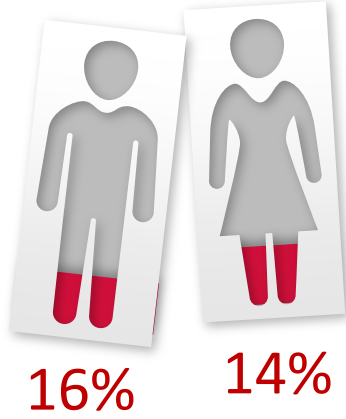
# Who would like to see a character like Charles Haughey as Taoiseach today?

Recently RTE has been airing a TV programme about the former Taoiseach Charles Haughey. Based on what you know, would you like to see a character like Charles Haughey as Taoiseach if he were alive today?

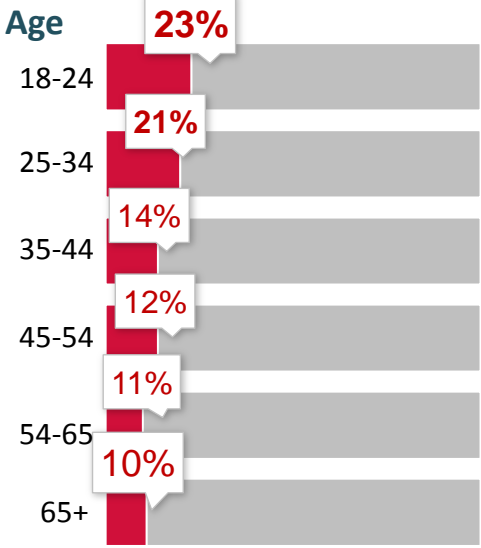
(Base: All Adults 18+)



## Gender



## Age



## Social Class

Higher Social Grades: **13%**



Lower Social Grades: **17%**



## Party Support

**FINE GAEL** **9%**

**Labour** **7%**

**FIANNA FAÏL** **27%**

**SF** **17%**

**Independents** **12%**

## Region

