



General Election Opinion Poll

26th July 2015



Methodology and Weighting

- RED C interviewed a random sample of 1,011 adults aged 18+ by telephone between the 20th – 22nd July 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.



First Preference Vote Intention – July 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)

(Base: All adults 18+ who will vote)



Fine Gael
25% -3

Labour
8% +1

Fianna Fail
18% -2

Sinn Fein
18% =

Independent/
Other
31% +4

Undecided Voters
12% -1

REDC

First Preference Vote Intention – July 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	22	25	36
Labour	6	7	7	8	19
Fianna Fáil	15	15	15	18	17
Sinn Féin	17	16	16	18	10
Independent candidates	21	21	22	25	13
Green Party	1	2	2	2	2
Social Democrats	1	2	2	2	n/a
PBP	1	1	1	1	n/a
Renua	1	1	1	1	n/a
Socialist Party	-	-	-	-	1
Other Party	1	*	*	*	1
Undecided	15	15	12		

First Preference Vote Intention – March – July 2015

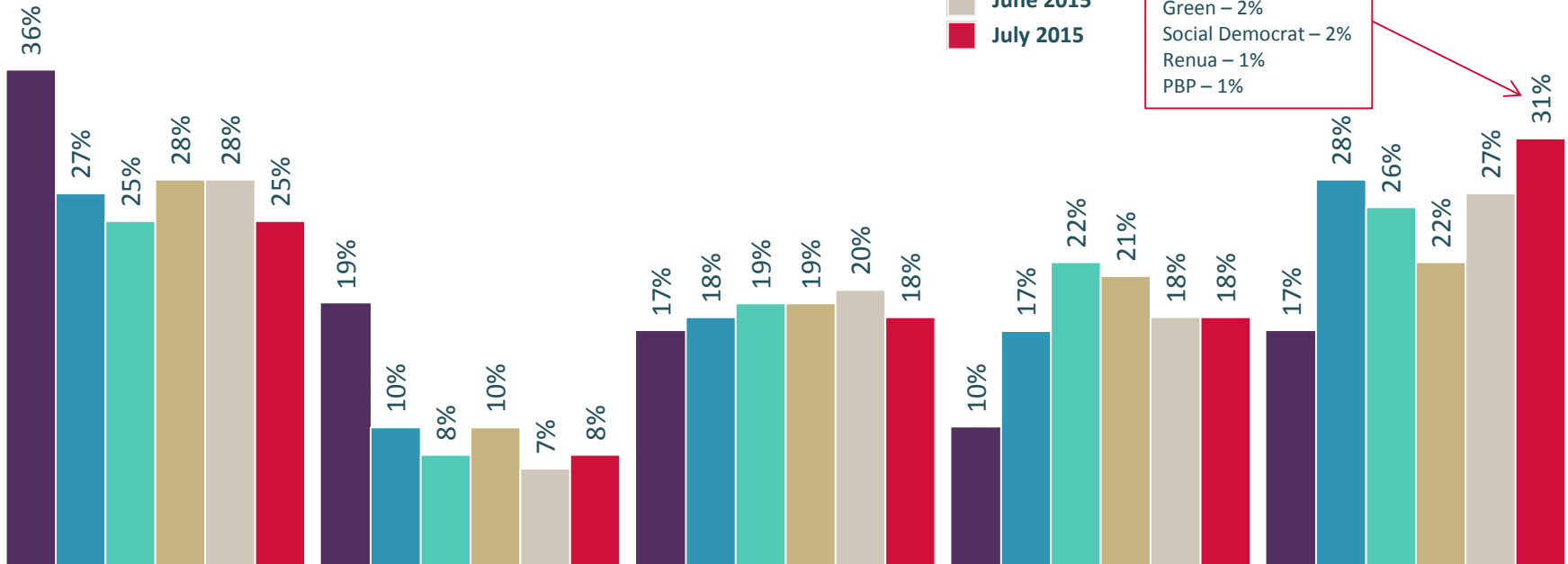
If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)

(Base: All adults 18+ who will vote)



Split;
 Ind – 25%
 Green – 2%
 Social Democrat – 2%
 Renua – 1%
 PBP – 1%

- General election 2011
- March 2015
- April 2015
- May 2015
- June 2015
- July 2015



Fine Gael
25%

Labour
8%

Fianna Fail
18%

Sinn Fein
18%

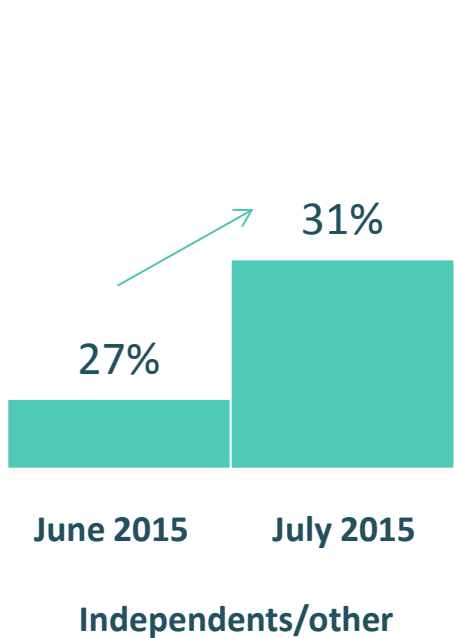
Independent/
 Other
31%



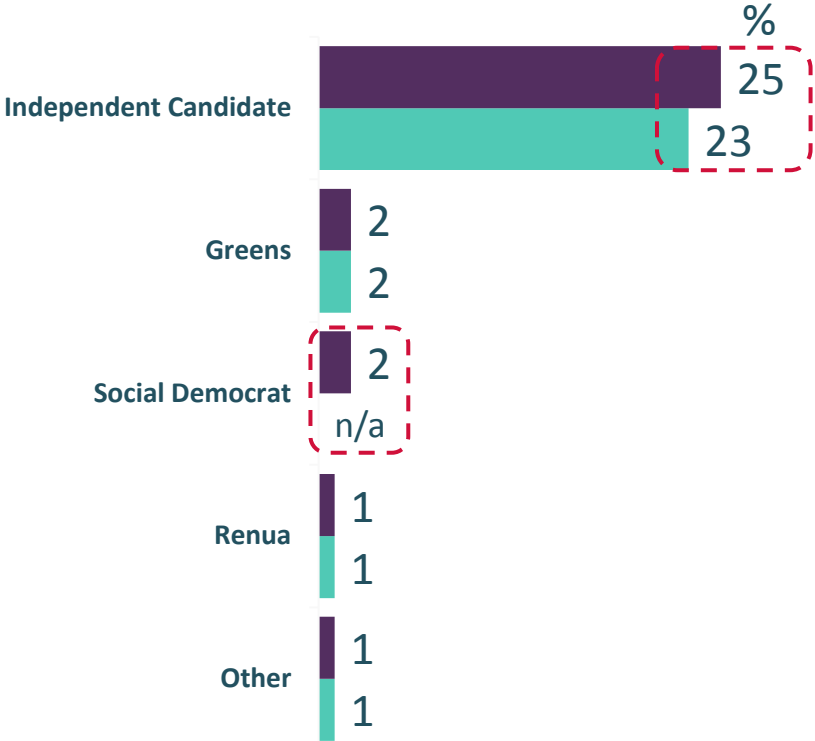
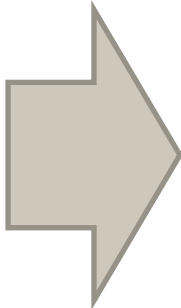
What makes up Independent/others?

(Base: All adults 18+ who will vote)

July 2015
 June 2015



Where is growth coming from?

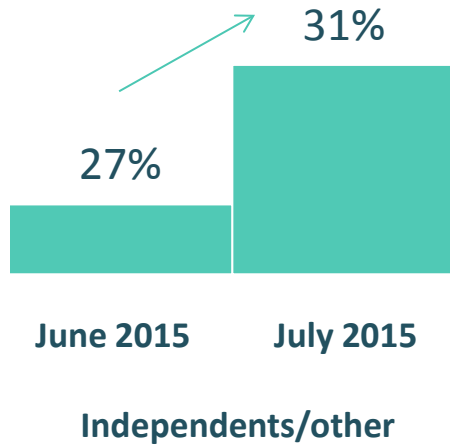


Growth attributed to Independent candidates and Social Democrats

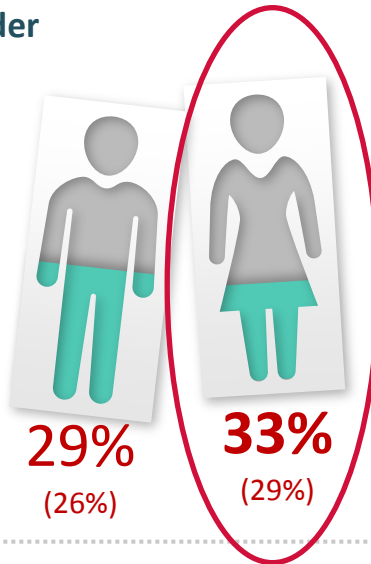


Who is the Independent/Other Supporter?

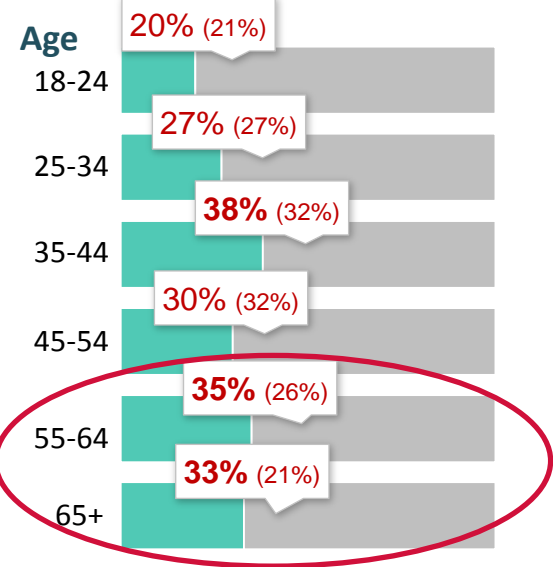
(Base: All adults 18+ who will vote)



Gender



Age



Social Class

Higher Social Grades: **28%** (32%)



Lower Social Grades: **33%** (26%)



2011 GE Supporters

FINE GAEL 25% (17%)

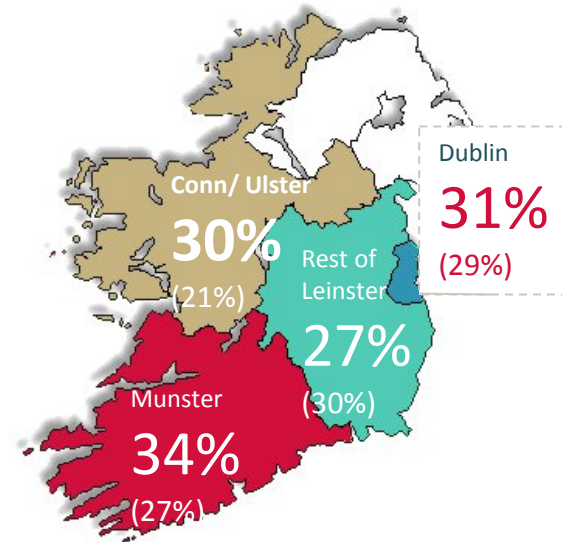
Labour 30% (41%)

FIANNA FAÏL 19% (13%)

SF 13% (13%)

Independents 68% (63%)

Region

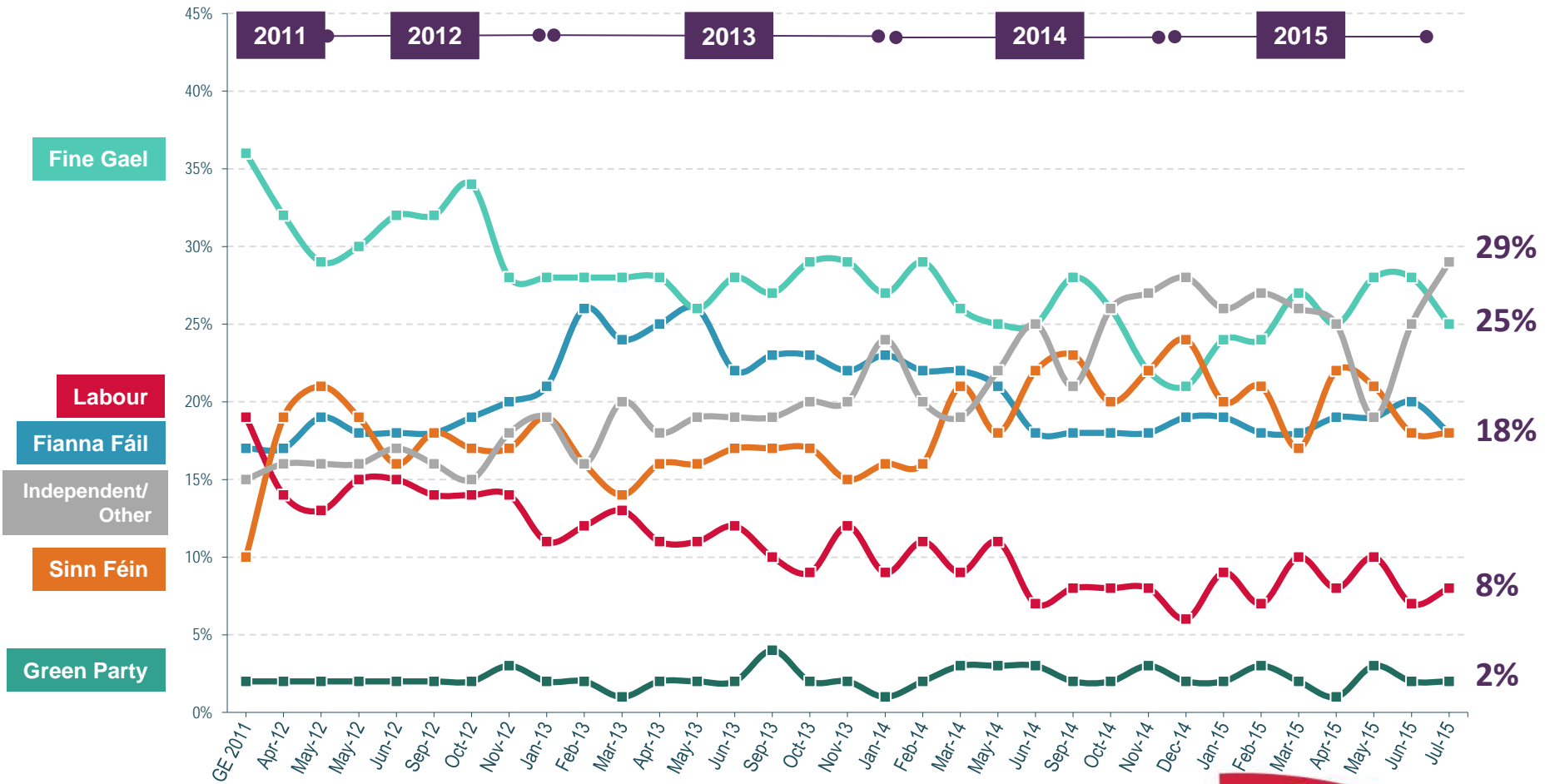


() Figures in brackets
June 2015 data

First Preference Vote Intention – 2011-2015

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)

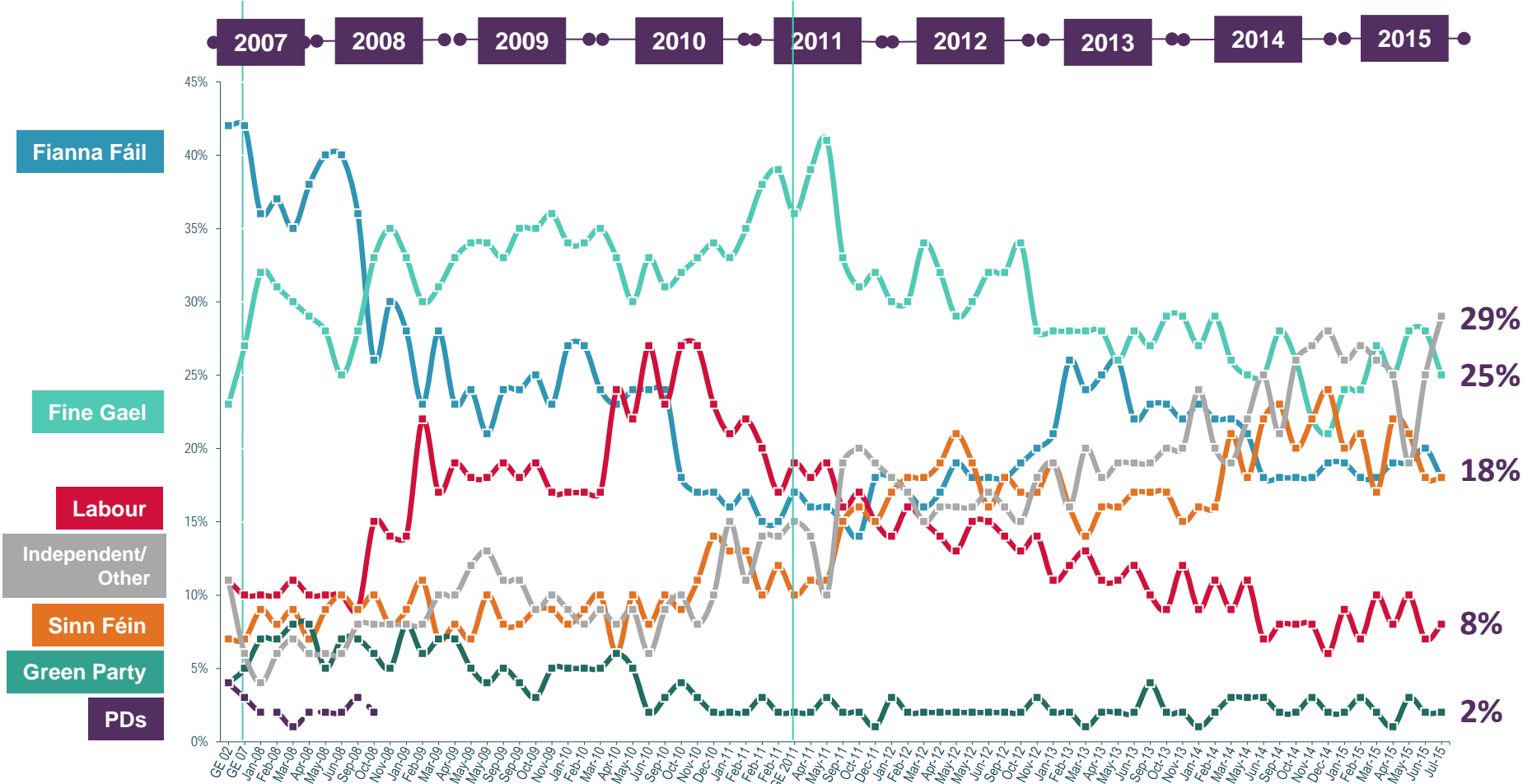
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2007 to 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)

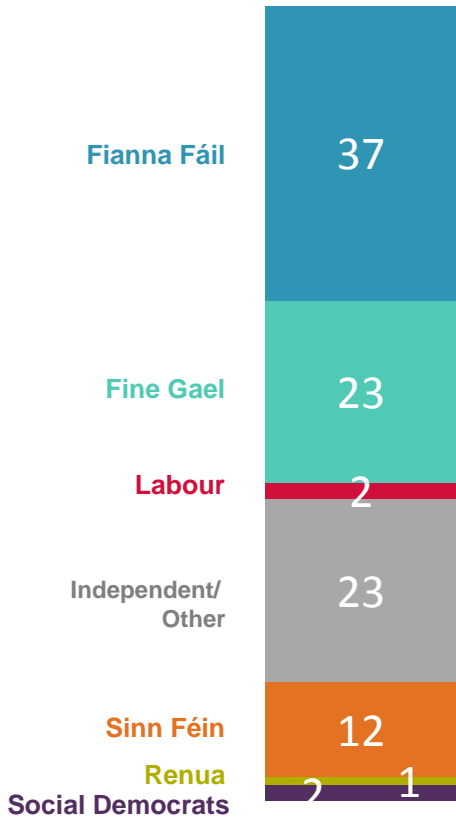
(Base: All adults 18+ who will vote)



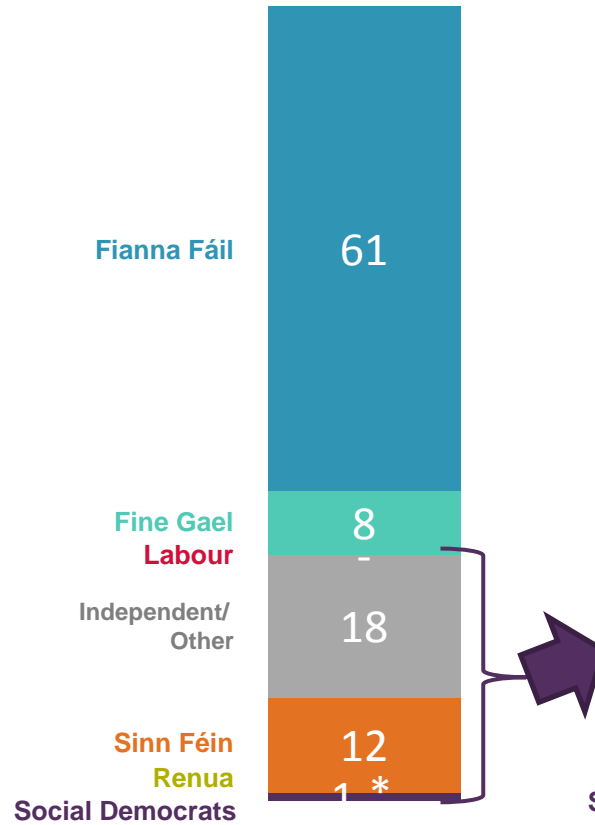
Where has the Fianna Fáil vote gone?

(Base: All adults 18+ who voted for Fianna Fáil in the past)

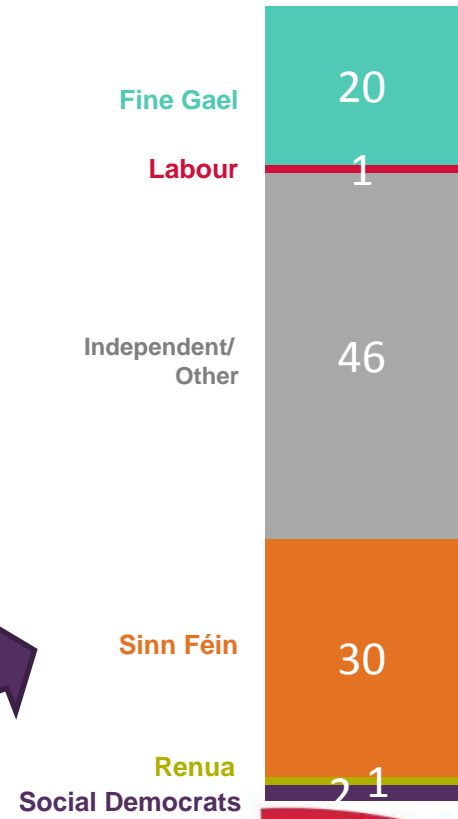
2007 Fianna Fáil
Voters...who would they
Voter for now?



2011 Fianna Fáil
Voters...who would they
Voter for now?



Who would the 39%
Fianna Fail lapsers vote
for?



First Preference Vote Intention – 2007 to 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)

(Base: All adults 18+ who will vote)



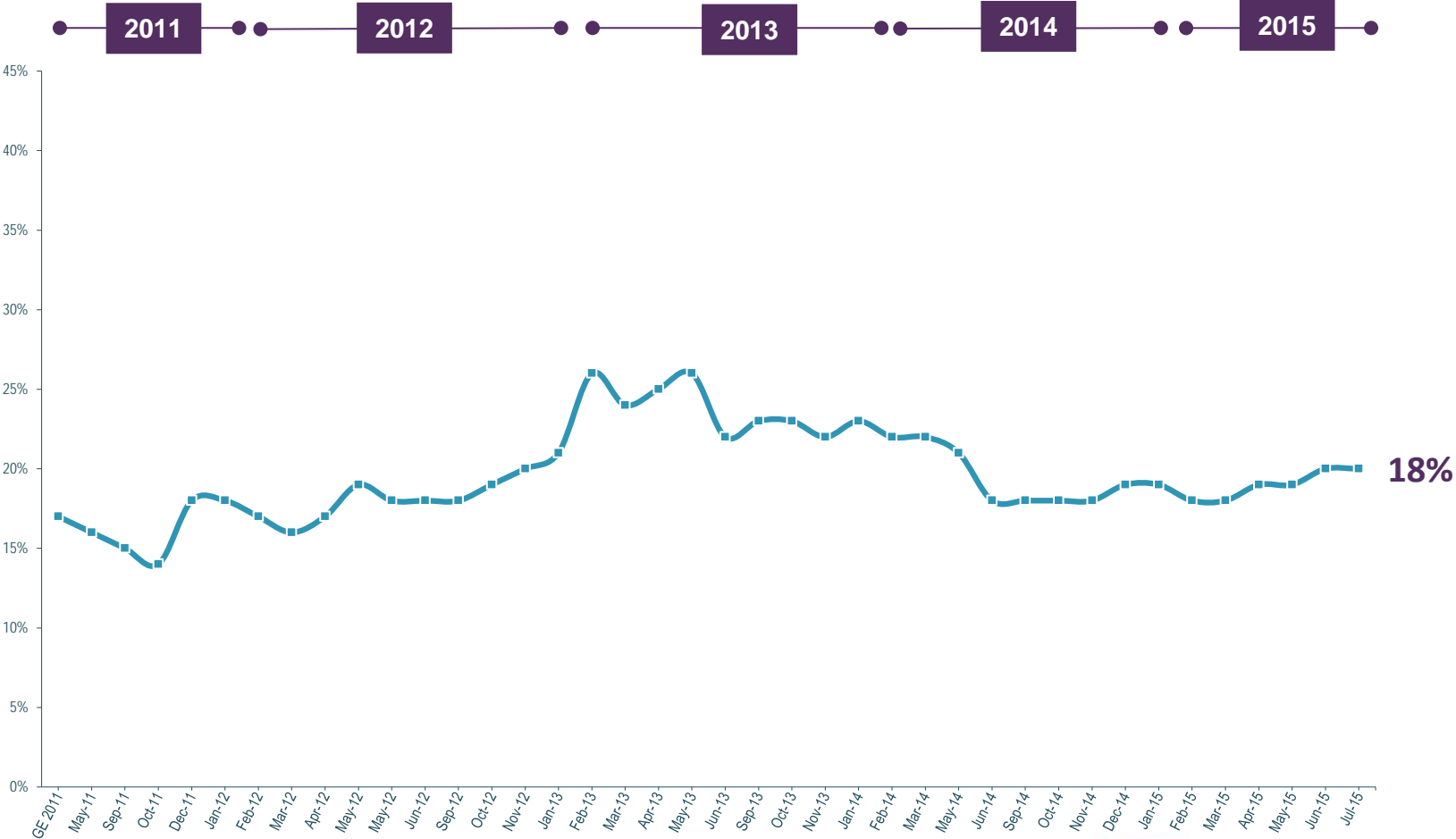
Fianna Fáil

18%

First Preference Vote Intention – 2011 to 2015 – Fianna Fáil

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)

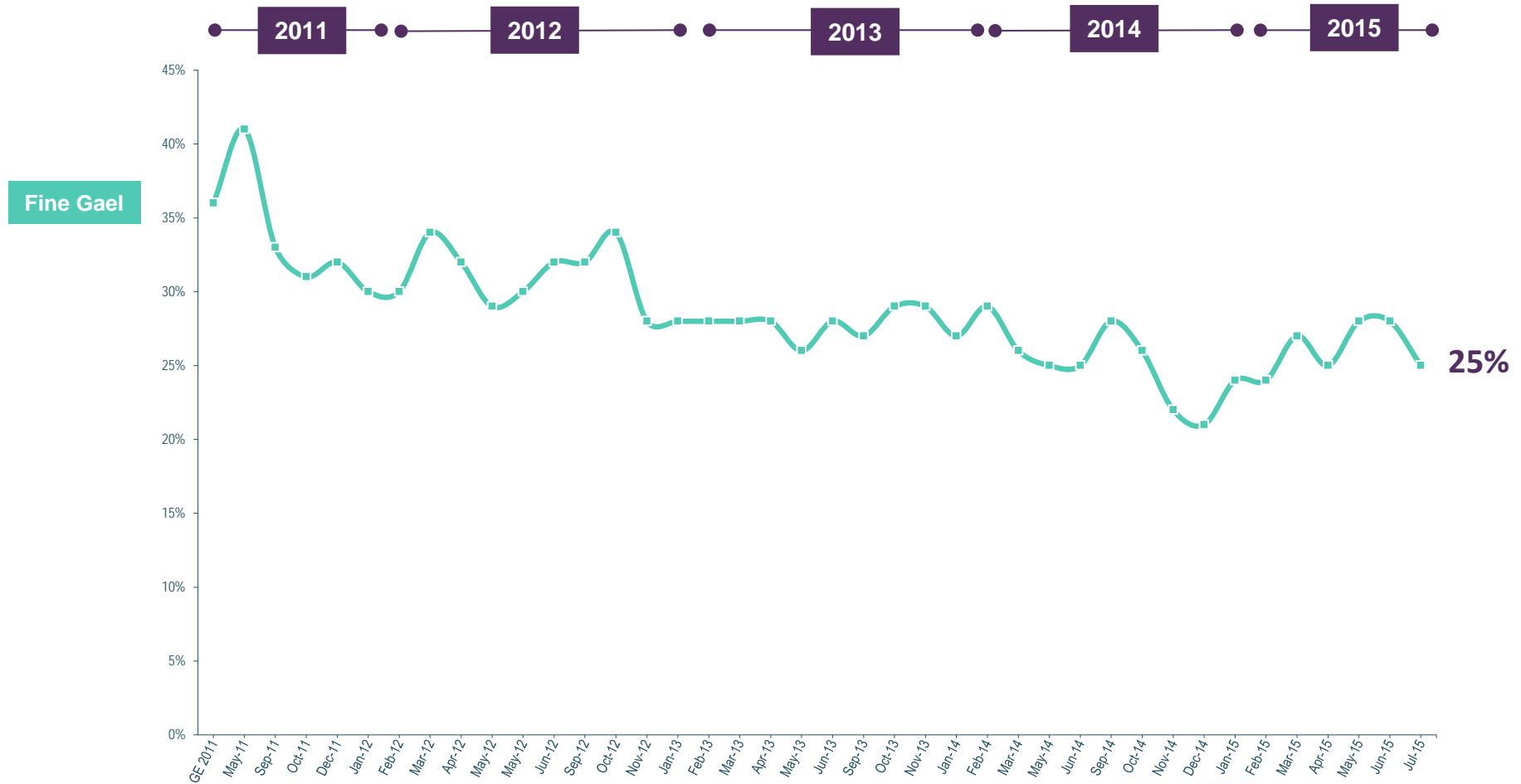
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2011 to 2015 – Fine Gael

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)

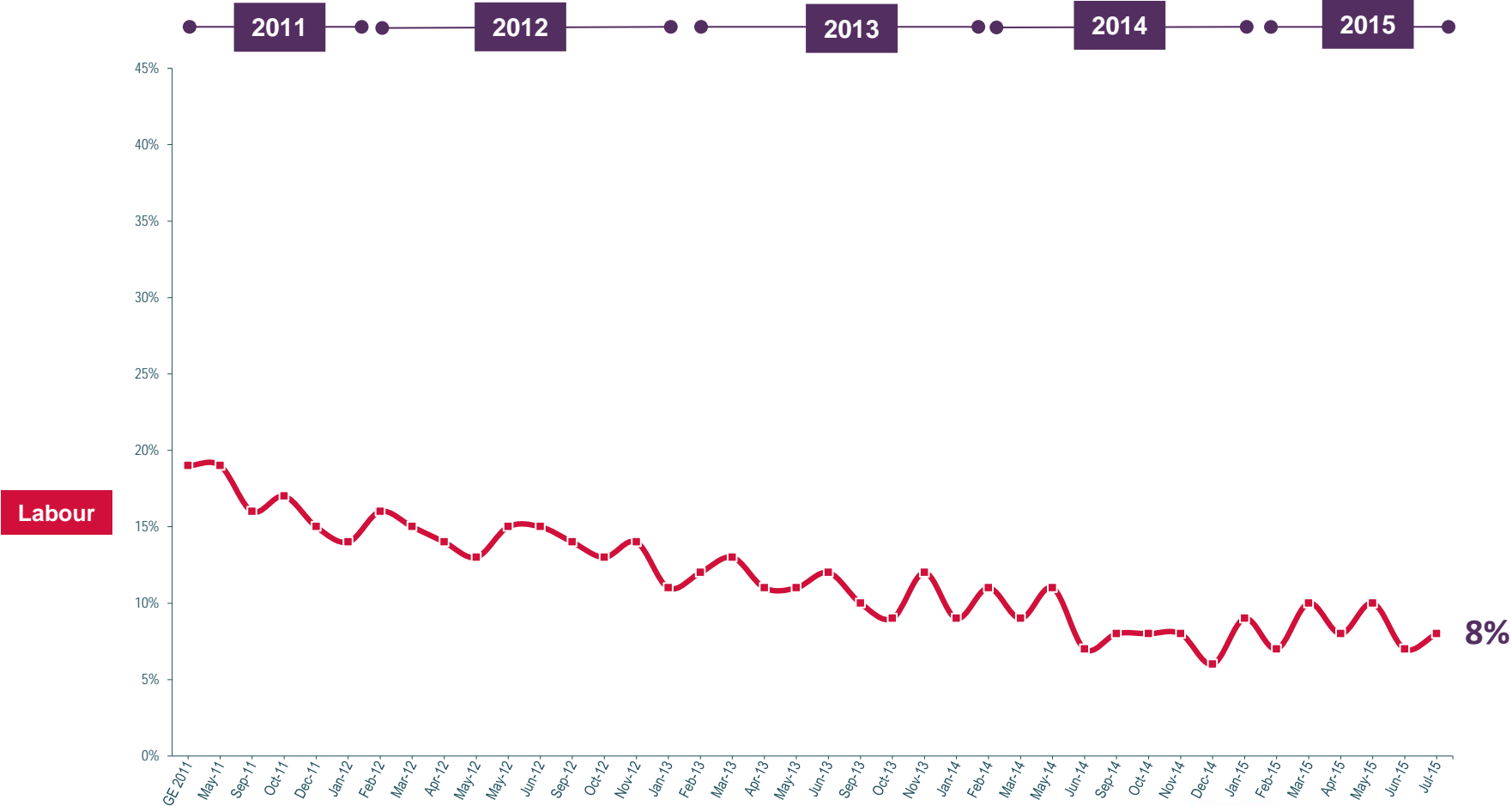
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2011 to 2015 - Labour

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)

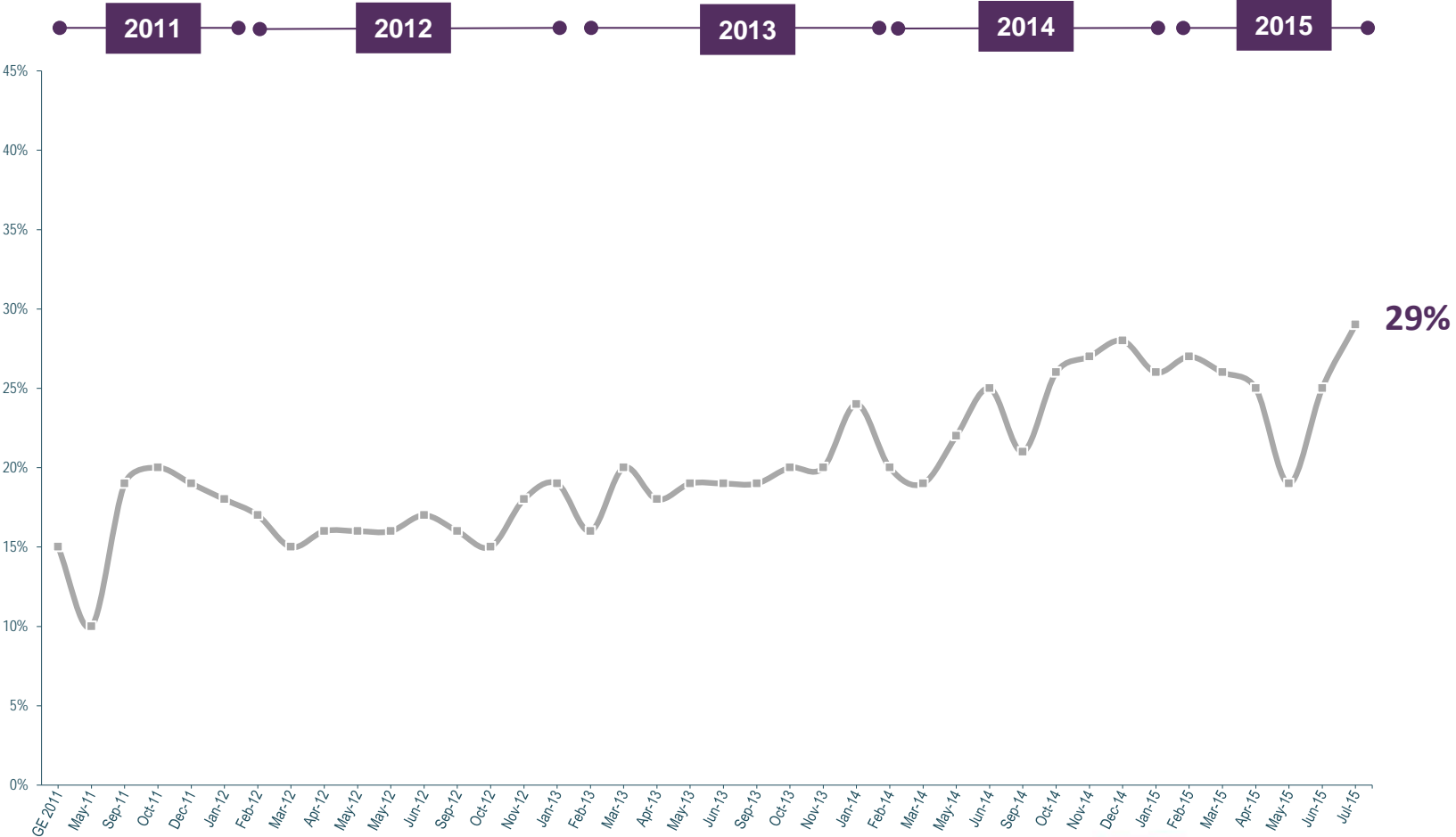
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2011 to 2015 – Independents/Other

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)

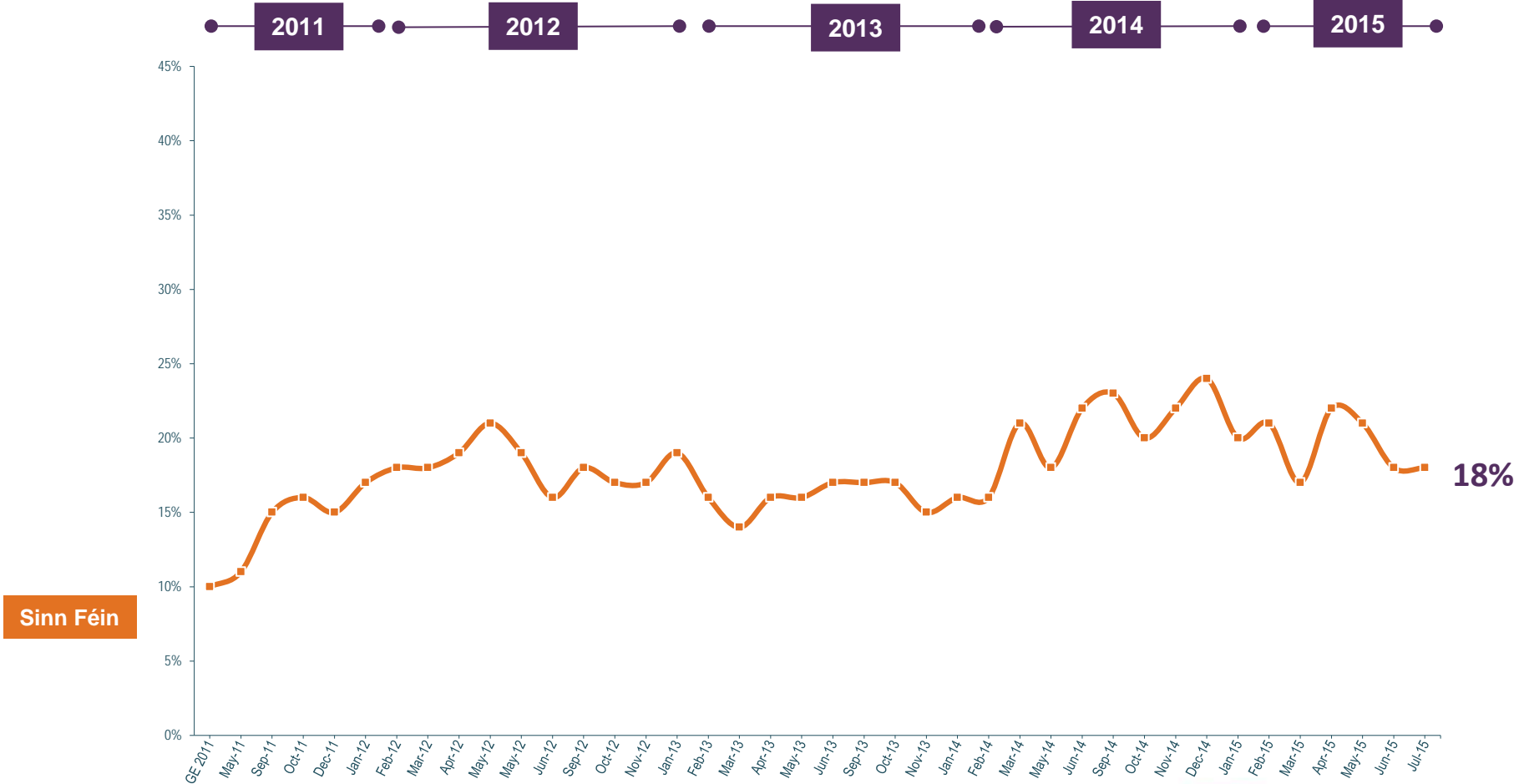
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2011 to 2015 – Sinn Féin

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)

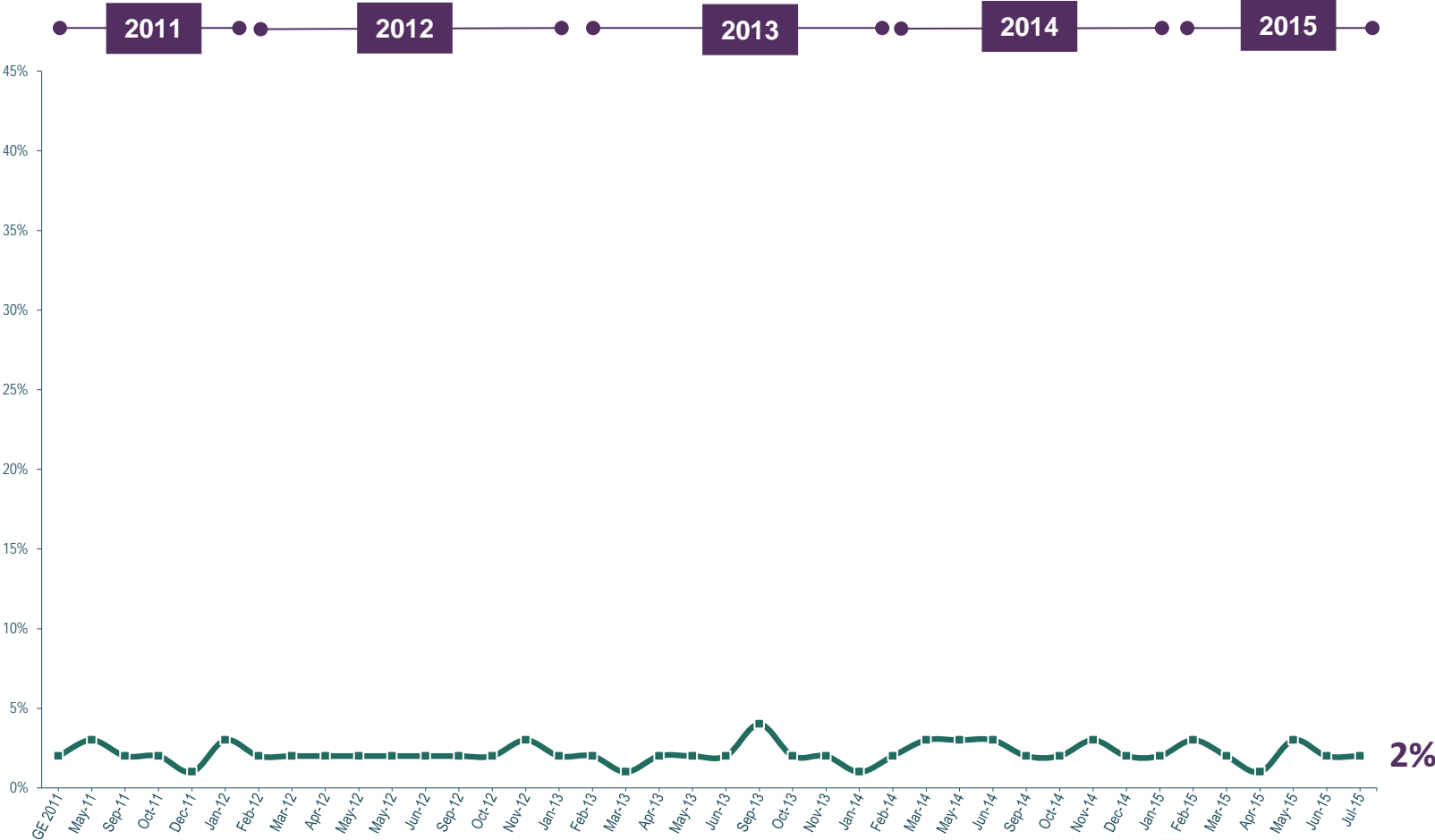
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2011 to 2015 – Green Party

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)



Green Party

