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General Election Opinion Poll

23rd February 2016



REDC

Methodology and Weighting

- RED C interviewed a random sample of 1,002 adults aged 18+ by telephone between the 18th – 21st February 2016.
- 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 8 to 10 are included as being those who will definitely go and vote.

(METHOD NOTE: After a review of findings of the UK polling enquiry, RED C has reviewed our approach to ensure we take account of any possibility of similar errors in Irish polling. Two issues were uncovered in UK, the first being internet polls not providing enough older voters and the second being too many politically interested younger voters. The older voter issue does not exist in Ireland. The key then is to ensure the younger people in our poll are representative and that we accurately predict their turnout. Having evaluated the voter profile of our likely voters vs. the two general election exit polls and post-election studies, we have made the decision to be more stringent in our likely voter analysis as this provides a profile more in line with those that have voted in the past. We have therefore moved to only including those that say that they are very likely to vote (8-10) rather than likely to vote (4-10) used previously.)

- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

Key Findings - I

- The final poll for RED C before election day, taken over the final weekend of campaigning, sees only small changes in performance across the main parties.
- Fine Gael retain the largest party status by once again securing 30% of the first preference vote, the same as they achieved last week.
- However, with Labour falling back slightly to end up with just 7% of the first preference vote in this final poll, the chances of the combined share being enough between the two parties to secure a majority is now very slim.
- Instead it is Fianna Fail who mirror the small gains seen in other polls over the weekend, with a rise of 2%, leaving the party securing 20% of the first preference vote.
- The basis for this gain must in no small part be due to the performance of their leader Micheal Martin who secures a significant increase in those rating him 6 or more out of 10.
- Sinn Fein drop another 1%, after some relatively heavy declines during the week, and end up securing 15% of the first preference vote.
- Once again Independent candidates and other smaller parties retain a very large share of the vote at 28% overall.
- This splits down to 16% for Independent candidates, (including 2% for Independent Alliance candidates) which is a gain of 2% on the last poll.
- Then relatively steady share for the other parties including, 4% for the Social Democrats, 3% for Anti Austerity Alliance – People Before Profit, 3% for the Greens (down 1% on the last two polls), and 2% for Renua.
- Very few voters claim to remain undecided in this poll – with just 10% overall, and just 7% among those who are likely to actually go and vote, suggesting there is a real momentum to decision making – the trend for a move from Undecided to voting for Independent candidates continues, and at this stage look likely to be replicated on polling day.
- Apart from the major gains in satisfaction seen with the performance of Micheal Martin, there are also strong gains for Enda Kenny own ratings of +7% despite some wobble at the start of the campaign, however Joan Burton and Gerry Adams rating do not improve despite heavy focus during the campaign.

Key Findings - II

- When asked what they think the election results will be (Wisdom of Crowds) voters reactions remain similar to that seen last week, with small drops for the current government parties and small gains for Fianna Fail, Sinn Fein and Independent/Others.
- We are not sure if this type of analysis will work as well in a General Election as it did in the past for the referendum, as there are potentially many families and households where who people are voting for has not even been discussed, and you do need a knowledgeable crowd to make it work.
- However again it suggests the voters still believe Labour will do somewhat better than all the polls have suggested, with Fianna Fail and Sinn Fein also doing slightly better in the crowds mind than this poll of stated intention suggests.
- Well over half of all voters (55%) claim that they do believe that gender quotas are important, but that does leave a third who don't feel it is important. Those most likely to agree are women and those in younger age groups.
- Just under half (48%) of all voters also feel that it would be useful to have gender quotas on any future cabinet, again with women and those in younger age groups more interested in this possibility.
- Having said that very few claim that they will vote on a gender basis, with only 21% agreeing and over half disagree strongly that they would vote on this basis. Labour, Fianna Fail and older voters are more likely to suggest they will vote based on gender.
- Just under a third (31%) also feel that there should be LGBT quotas in future general election, with men far more against this than women.
- The possible impact of Donald Trump becoming president of the USA were also covered in the poll – with just under a third (31%) suggesting they would be less likely to travel to the USA as a result. The great majority (81%) disagree that the world would be a safer place with Donald Trump as President.

First Preference Vote Intention – 23rd February 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)



Fine Gael
30% =

Labour
7% -1

Fianna Fail
20% +2

Sinn Fein
15% -1

Independent/
Other Party
28% =

Undecided Voters
7% -4

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First Preference Vote Intention – 23rd February 2016

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 (8-10)	Excluding Undecided	Prompting on Other Parties	2011 Election Results
	%	%	%	%	%	%
Fine Gael	28	26	28	30	30	36
Labour	6	6	7	7	7	19
Fianna Fáil	15	16	18	20	20	17
Sinn Féin	13	14	14	15	15	10
Independent candidates	19	19	18	19	16	13
Green Party	2	2	2	3	3	2
Renua	2	2	2	2	2	-
AAA-PBP	1	1	1	1	3	1 (socialist party)
Social Democrats	3	3	3	3	4	-
Workers Party	*	*	*	*	*	*
Other	1	1	*	*	*	1
Undecided	10	10	7	n/a	n/a	n/a

*Less than 1%



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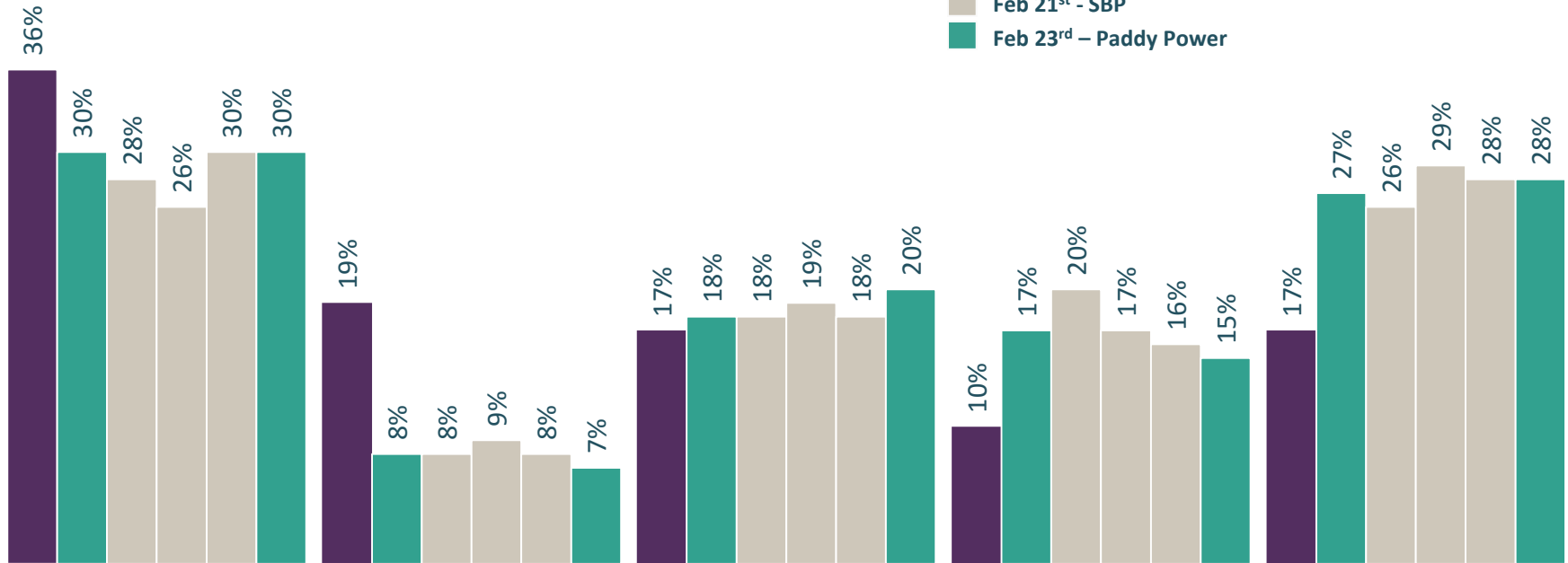
First Preference Vote Intention – Feb '16

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 2011
- Feb 10th – Paddy Power
- Feb 14th - SBP
- Feb 16th – Irish Sun
- Feb 21st - SBP
- Feb 23rd – Paddy Power



Fine Gael
30%

Labour
7%

Fianna Fail
20%

Sinn Fein
15%

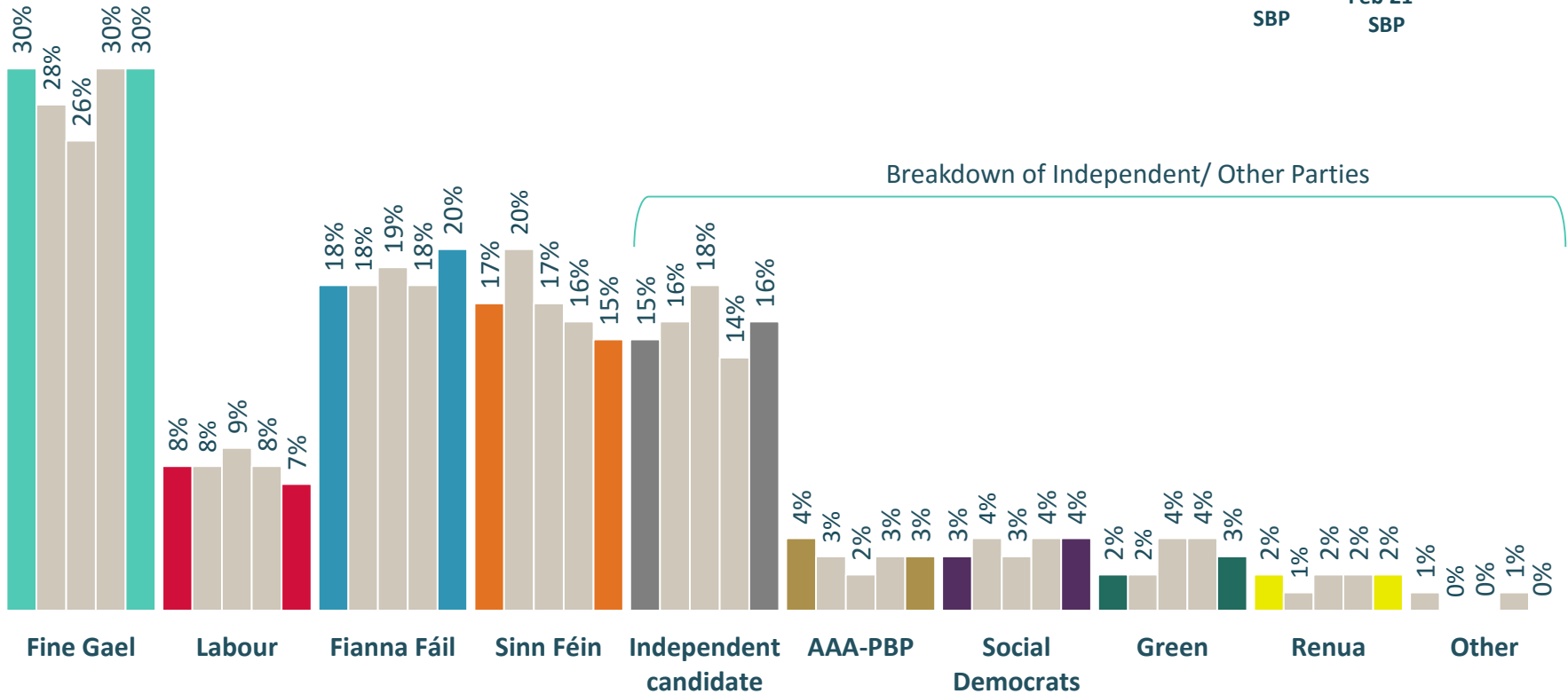
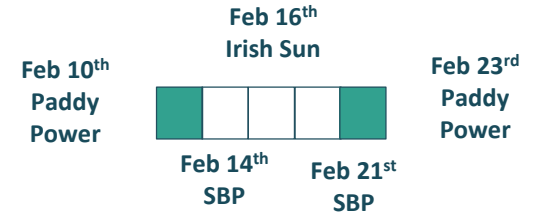
Independent/
Other Party
28%



First Preference Vote Intention – Feb '16

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) + PROMPT If Independent Candidate for party.

(Base: All adults 18+ who will vote)



(Independent Alliance 2%)



Party Leader Performance

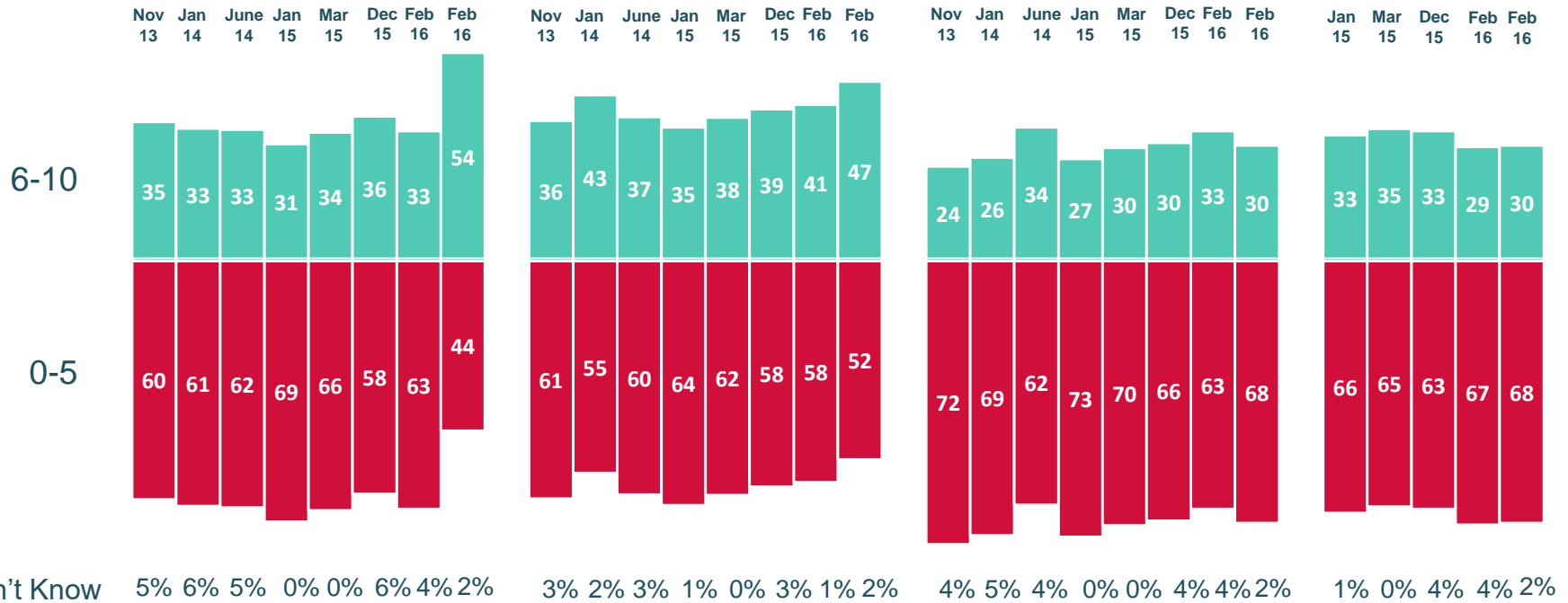
(Base: All adults 18+ - 1,002)

Micheal Martin %

Enda Kenny %

Gerry Adams %

Joan Burton %



	Micheal Martin (FF) N=142	Enda Kenny (FG) N=257	Gerry Adams (SF) N=149	Joan Burton (LAB) N=63
% 6-10 among 'own party' Intenders	76%	79%	79%	63%



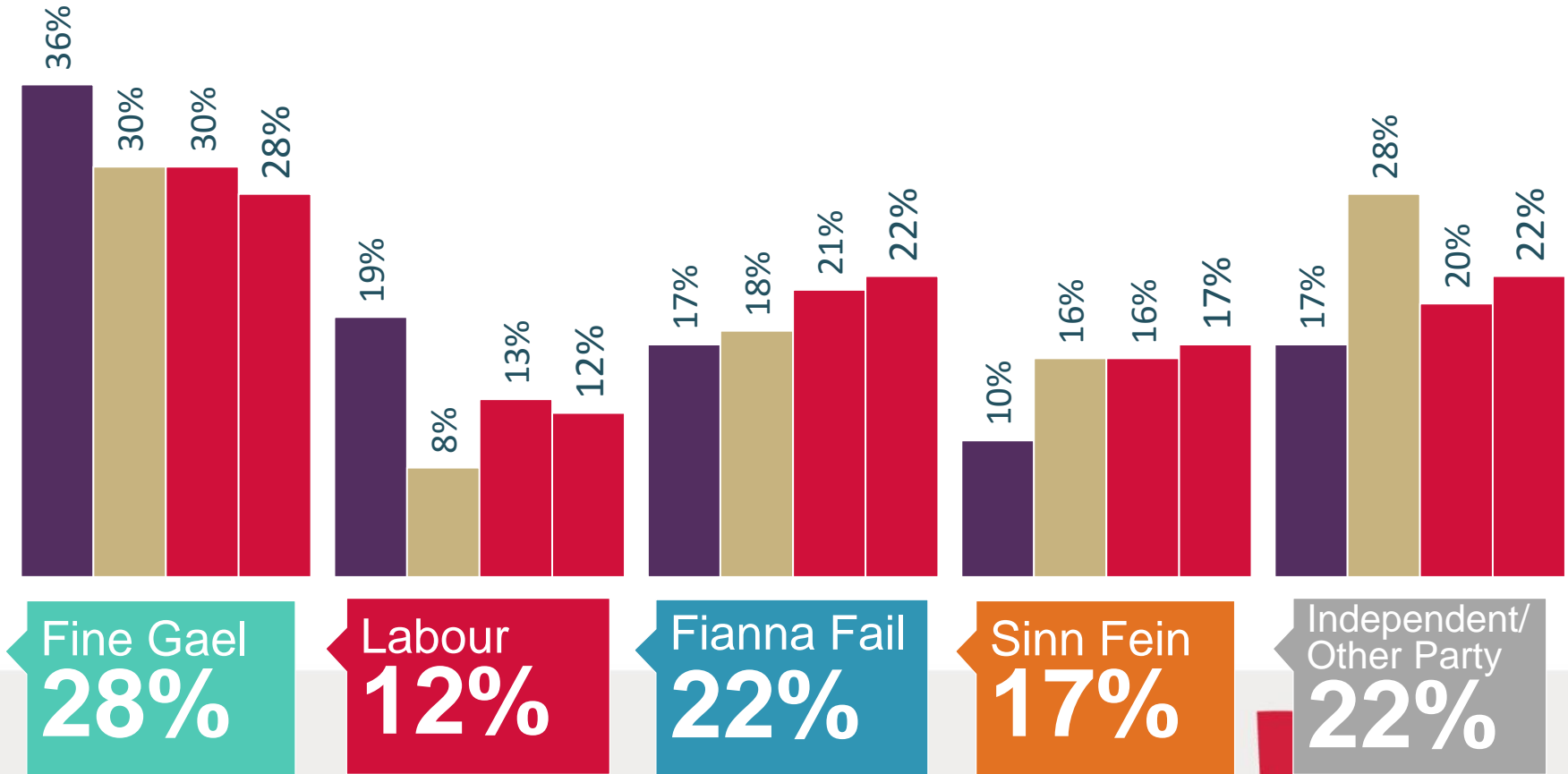
First Preference – Wisdom of Crowds Analysis – Feb ‘16

At the last General Election in February 2011, Fine Gael won 36% share of the vote, Labour won 19% share, Fianna Fail won 17% share, Sinn Fein won 10% share and Independent candidates/smaller parties won 17% share of the vote. Knowing this, please tell me what percentage share of the vote you think the following would win if there were a General Election tomorrow?

(Base: All adults 18+)



- General election 2011
- Feb (21st) 2016
- Wisdom of Crowds –15th Feb
- Wisdom of Crowds - 23rd Feb





Gender Quotas in Politics

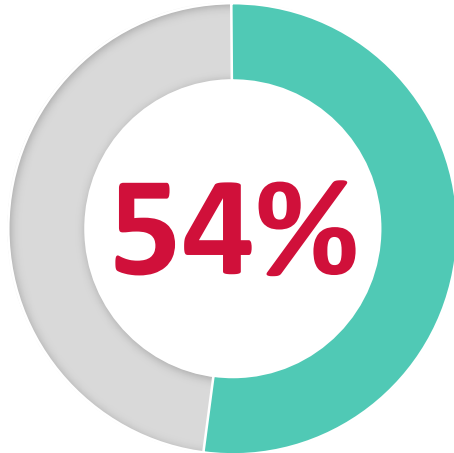
Attitudes towards the General Election

(Base: All adults 18+)

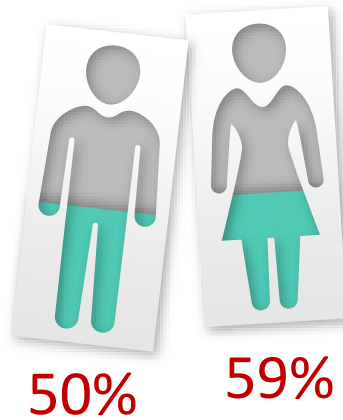


Who thinks it is important that political parties abide by a gender quota for candidates

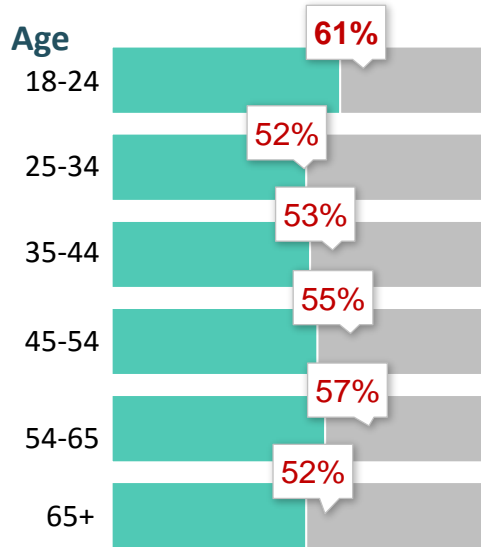
(Base: All Adults 18+)



Gender



Age



Social Class

ABC1: **53%**



C2DE: **55%**



Party Support

FINE GAEL **51%**

Labour **55%**

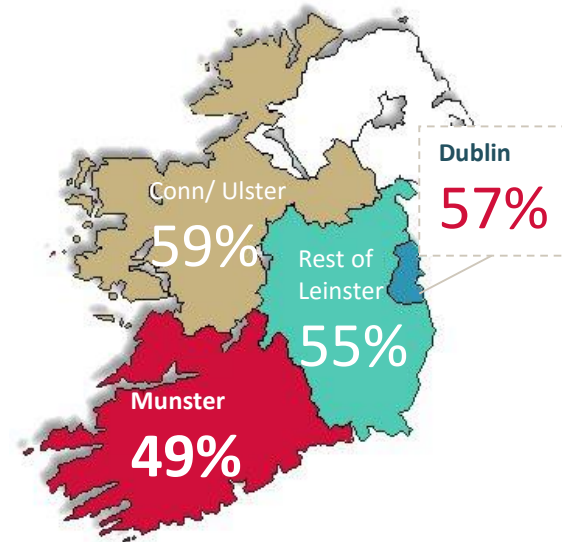
FIANNA FAIL **59%**

SF **58%**

Independents **60%**

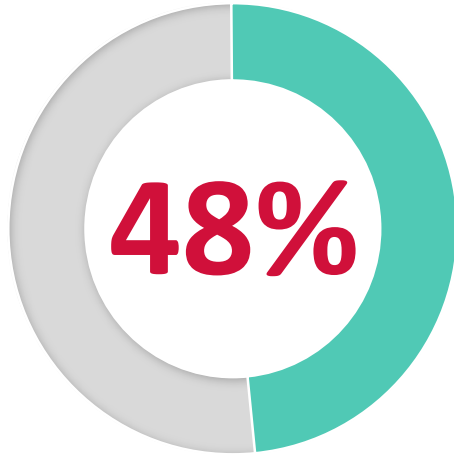
Undecideds **44%**

Region

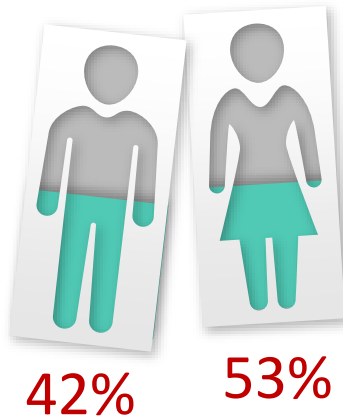


Who would like to see a gender quota apply to the next cabinet

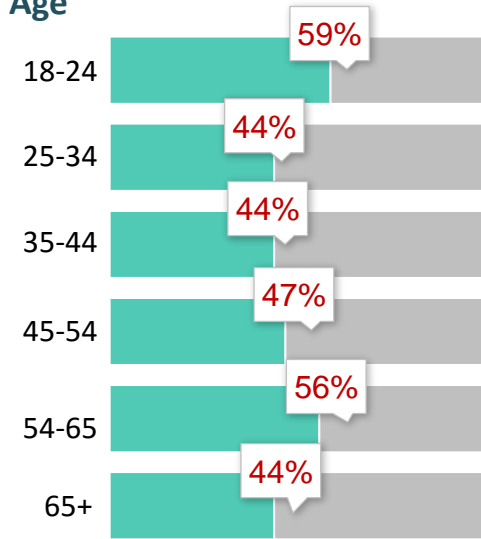
(Base: All Adults 18+)



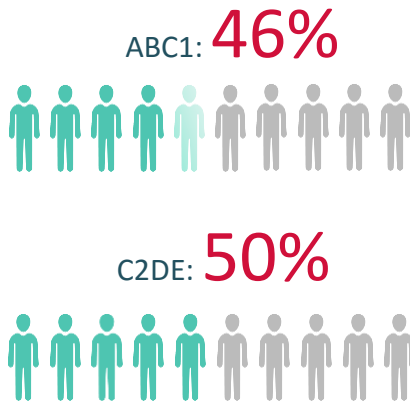
Gender



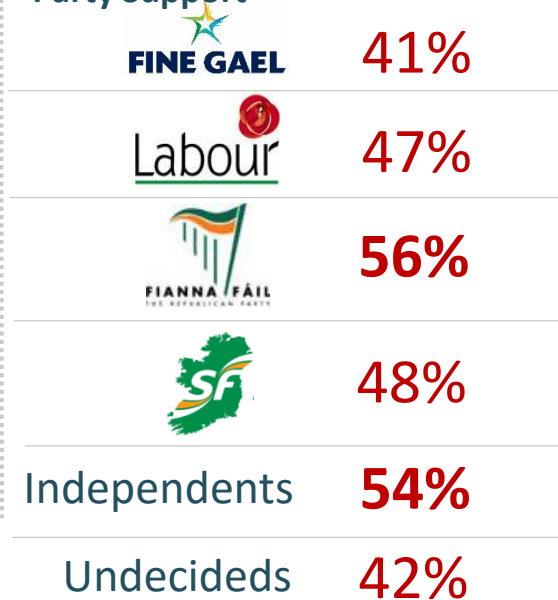
Age



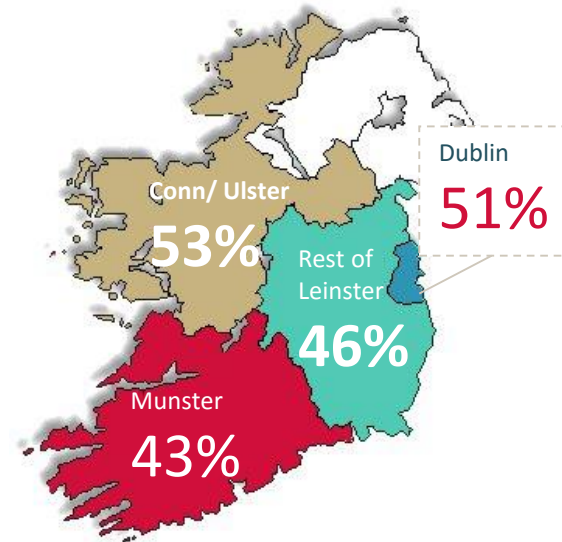
Social Class



Party Support

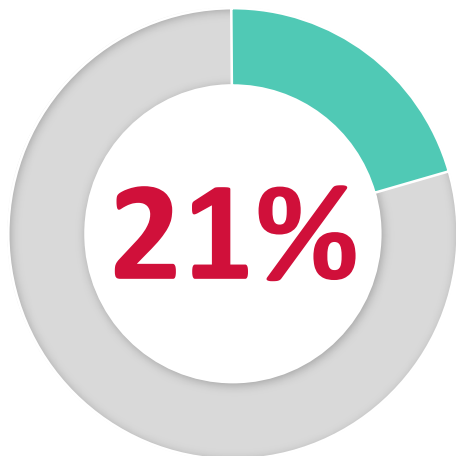


Region

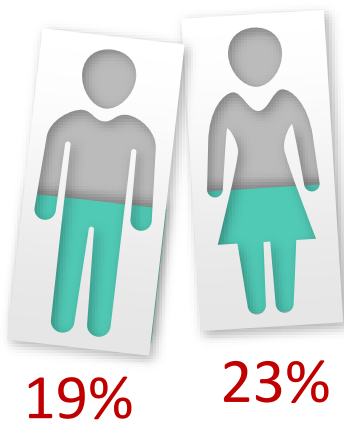


Who I will vote for a candidate on a gender basis

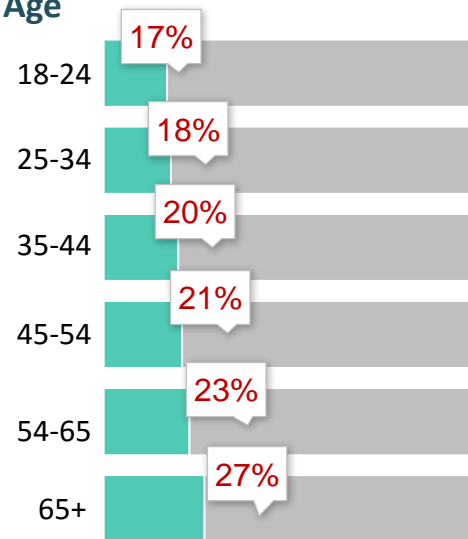
(Base: All Adults 18+)



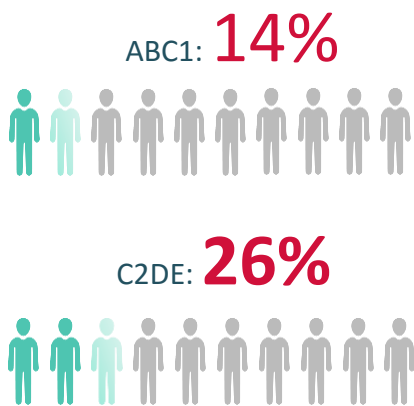
Gender



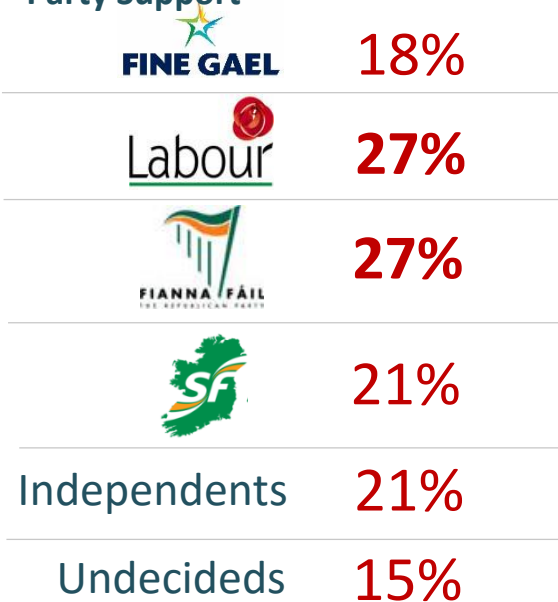
Age



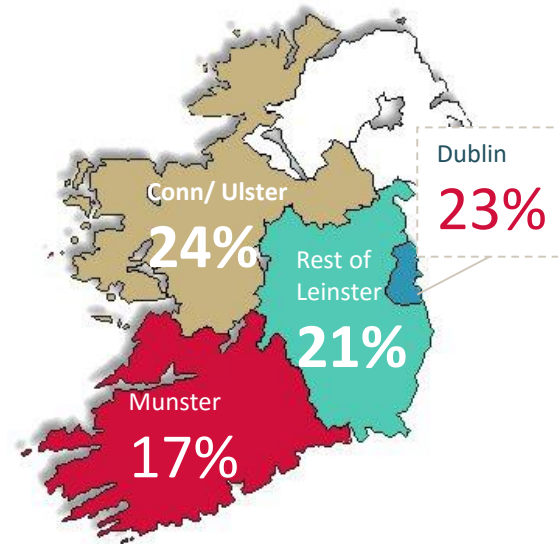
Social Class



Party Support

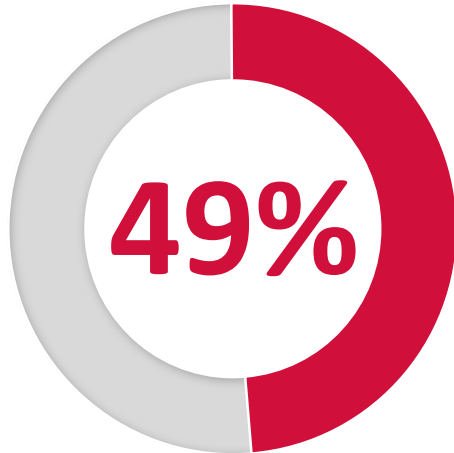


Region

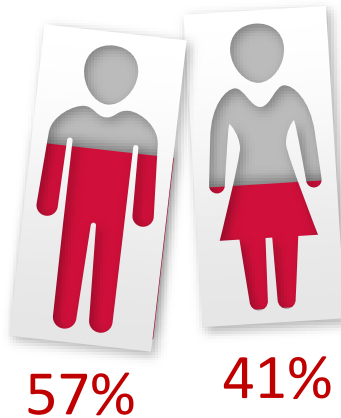


Who does NOT think there should be a L.G.B.T. quota in future general elections

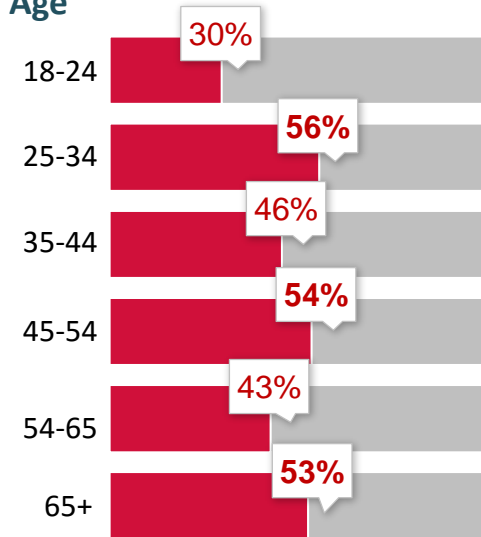
(Base: All Adults 18+)



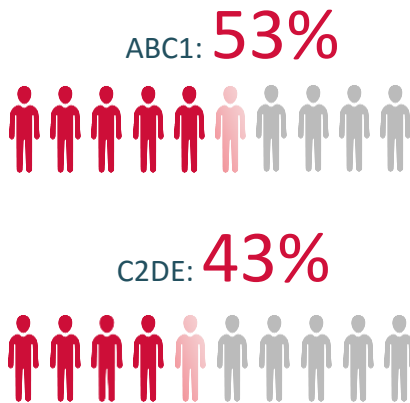
Gender



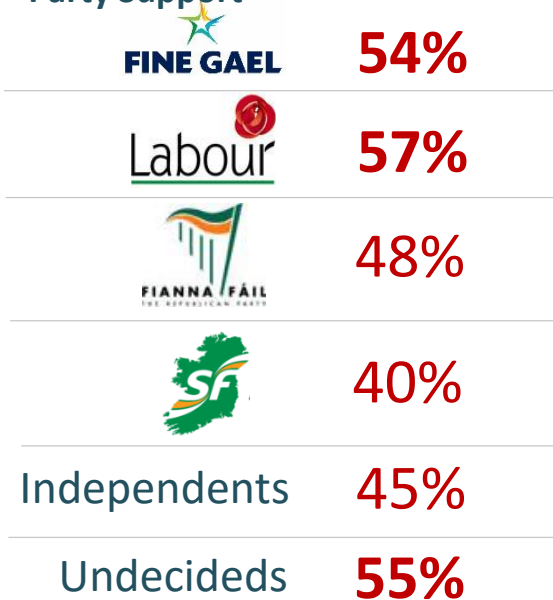
Age



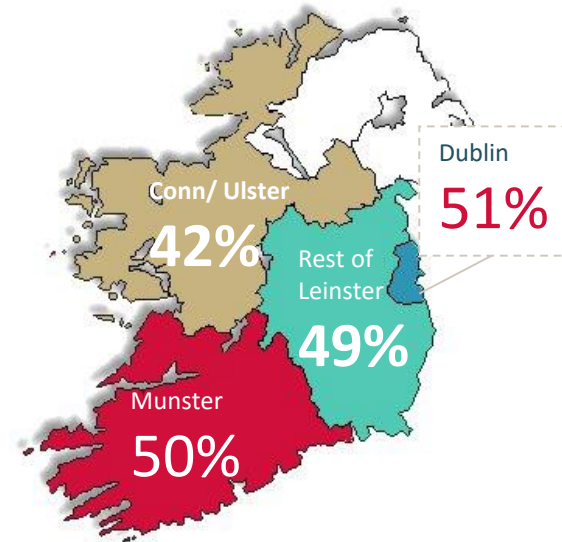
Social Class

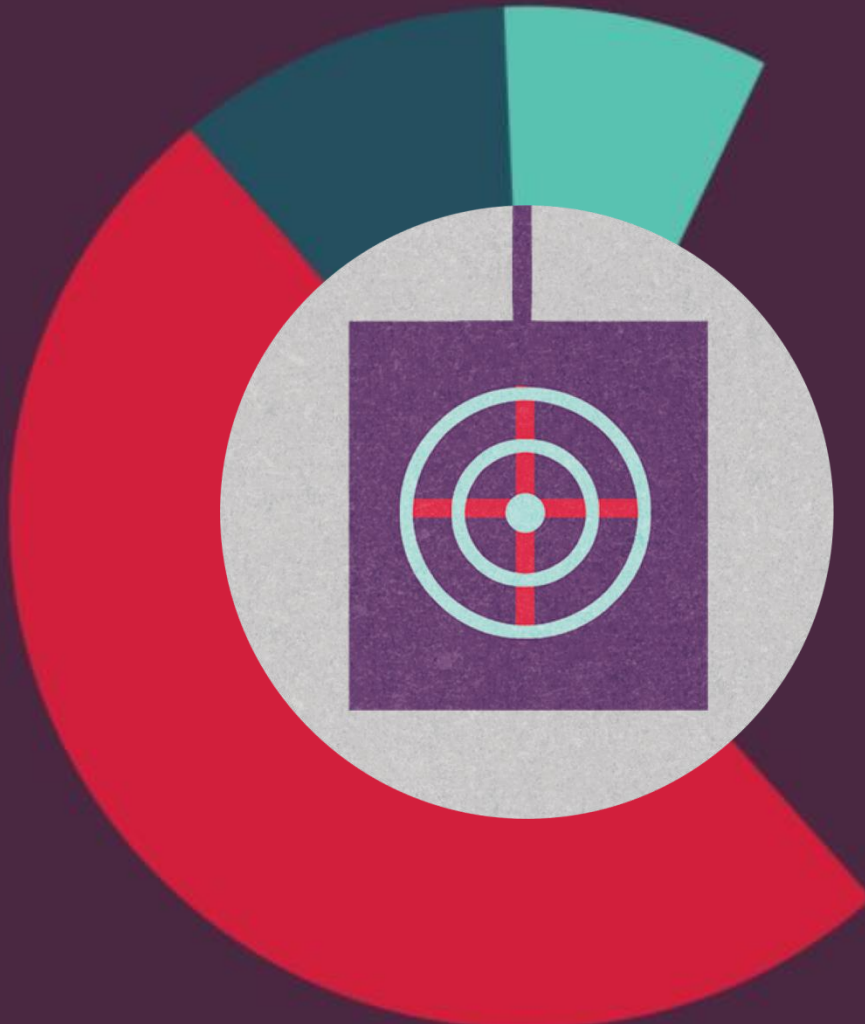


Party Support



Region





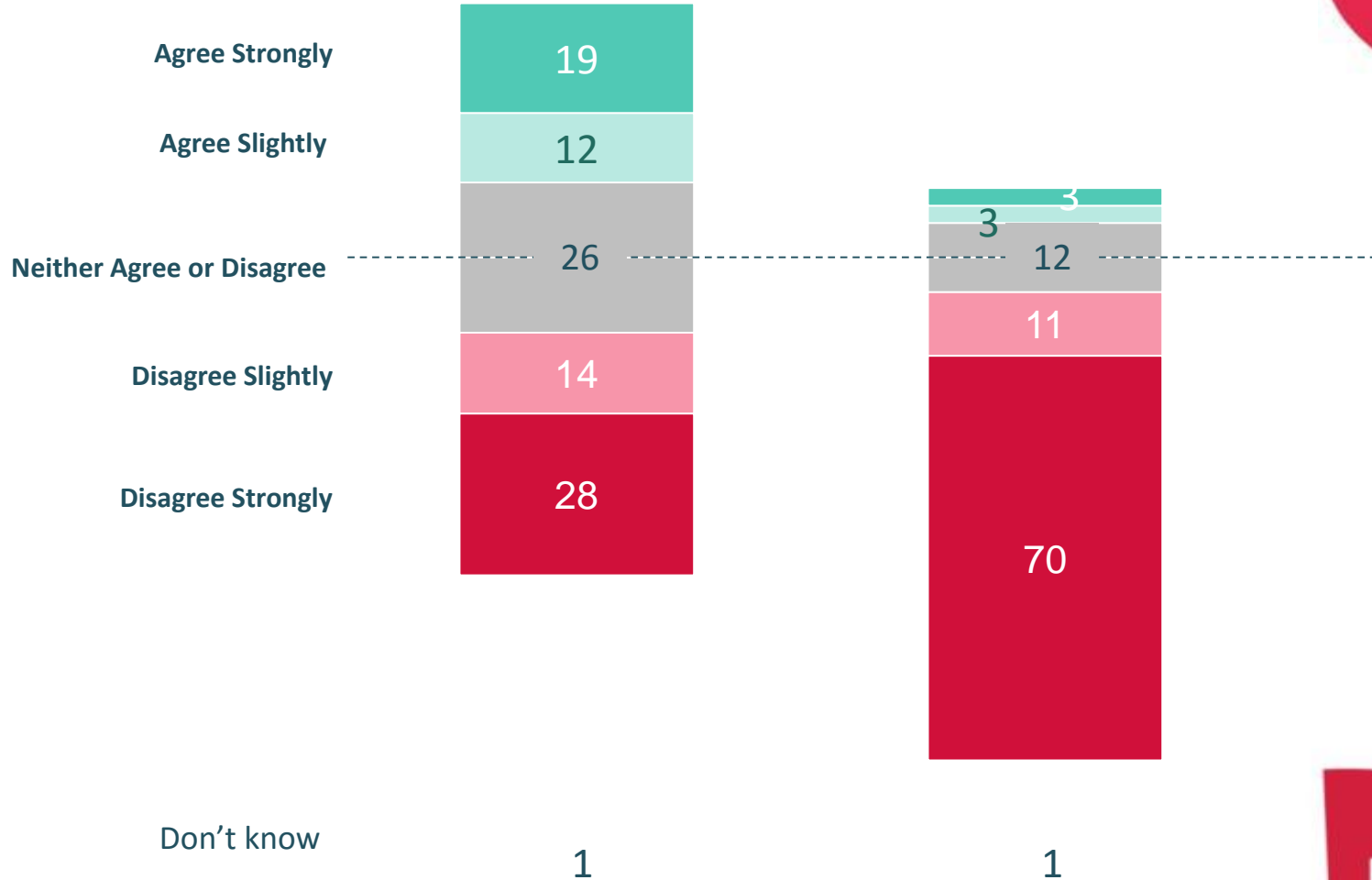
**Donald
Trump**

Reactions if Donald Trump becomes the next President of the United States

(Base: All adults 18+)

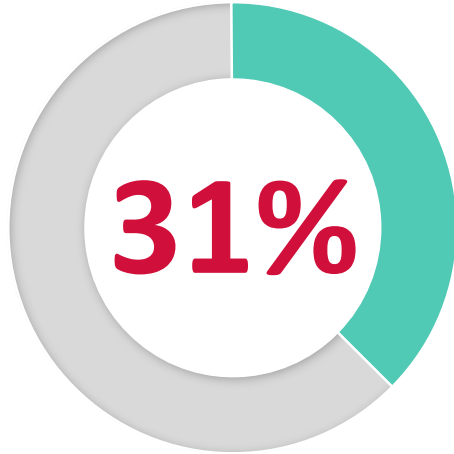
I would be less likely to travel to, or holiday in, the United States
%

The world would become a safer place
%

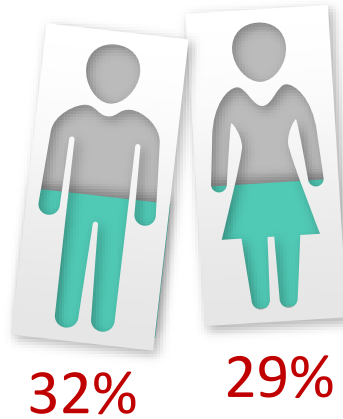


Who agrees they will be LESS likely visit the United States if Donald Trump becomes the next President

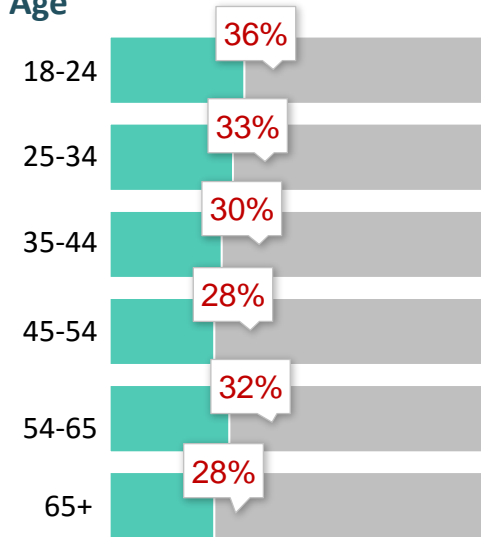
(Base: All Adults 18+)



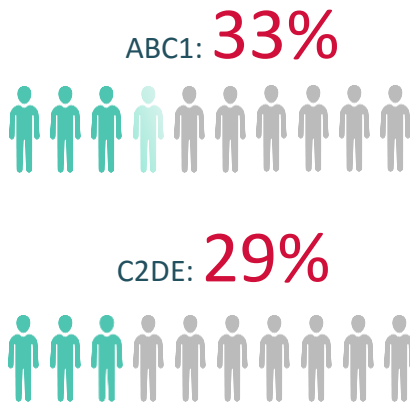
Gender



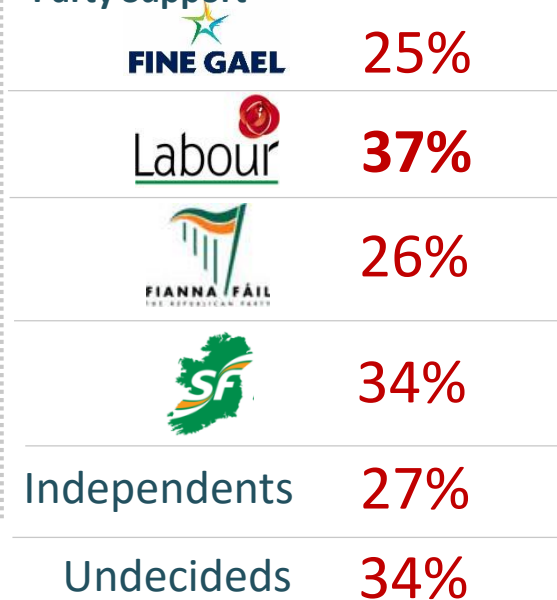
Age



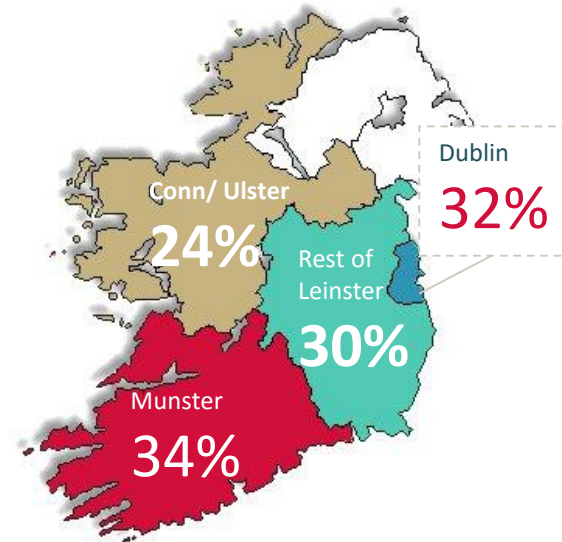
Social Class



Party Support

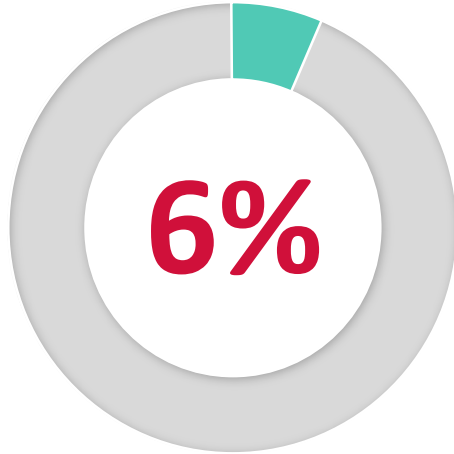


Region

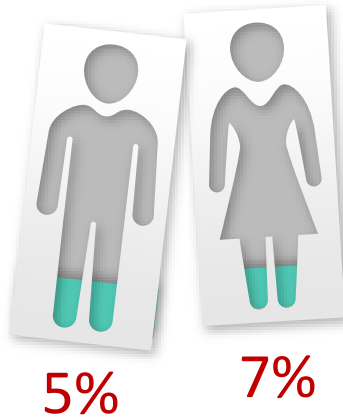


Who BELIEVE the world would become a safer place if Donald Trump becomes the next President of the United States

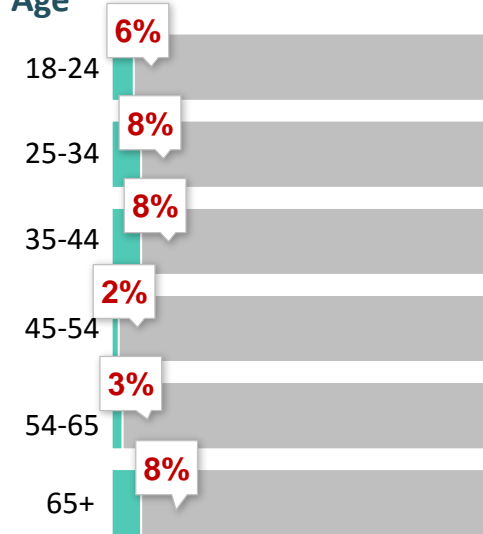
(Base: All Adults 18+)



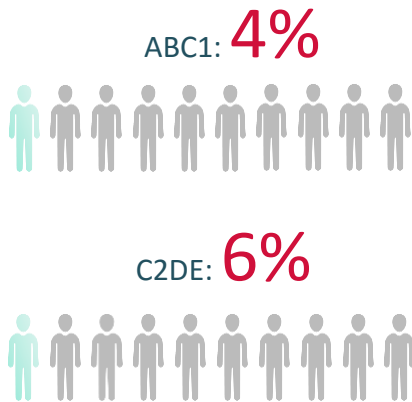
Gender



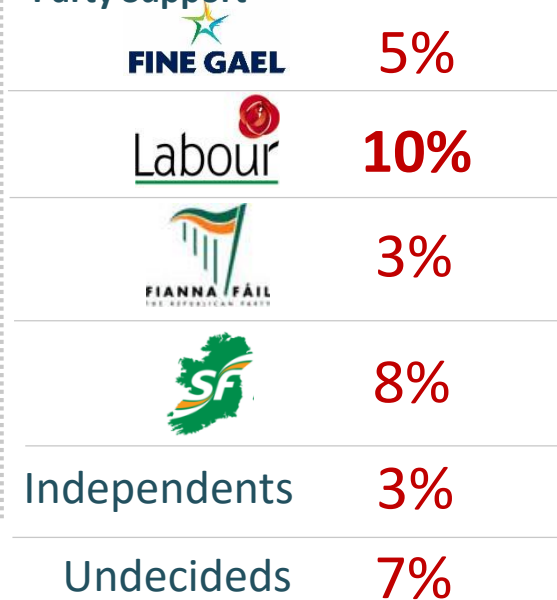
Age



Social Class



Party Support



Region

