



paddypower.com

General Election Opinion Poll

10th February 2016



REDC

Methodology and Weighting

- RED C interviewed a random sample of 1,002 adults aged 18+ by telephone between the 4th – 8th 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

- Voters reactions to the first few days of campaigning proper has seen support for the current coalition under pressure from where they were at the start of the campaign, with smaller parties securing more of the first preference vote.
- Fine Gael secures 30% of the vote, and this has been a relatively steady average for the party across all the polls, but does represent a small fall back compared to the last RED C poll. More positive news for the party is seen in satisfaction with Enda Kenny's own performance as leader of the party which increases in the poll vs last December.
- Labour support also falls back with a more pronounced drop of 2%, while still within the margin of error, this means they drop from a solid 10% they have seen in last few RED C polls. At the same time the leader ratings show less satisfaction with Joan Burton performance than last recorded for Paddy Power back in December.
- Fianna Fail sneak back up 1% since last week, leaving the party in a stable but unspectacular position at this stage of the campaign. More worrying is the relative performance of their leader Micheal Martin which does fall back, particularly among their own party supporters.
- Sinn Fein support is steady at 17% of the first preference vote, and again highlights the need for the party to persuade its supporters to actually go and vote, with support stronger among the total population and dropping off slightly among those who say they will definitely vote.
- Independent candidates and other parties have the most success in this poll, with parties such as the AAA-PBP (4% +1), Renua (2% +1) and the Independent Alliance (4% +2) all picking up support vs. the last RED C poll – while the Social Democrats (3% =) also retain gains seen last week.
- More positive news for the Government partners are seen in underlying voters attitudes. Firstly, there has been a surge in the number of voters since December who believe returning the current coalition will be best for Ireland, while 44% of voters would like to see the coalition partners back either on their own, or with the support of Independents. Secondly, Labour will take some solace from the fact that of all the main parties, it has the greatest levels of “possible or potential” support to add to its current first preference share. Suggesting it could do better as voters finally make up their minds how to vote.

Key Findings - II

- Voters claim that they are more likely to vote with regard to National interests, rather than personal interests, when making up their minds how to vote, with a relatively similar split among those voting for various different parties.
- When voters are asked about attitudes toward various facets of General Election campaigns they are not very positive. Well over half (58%) of all voters claim that they pay no attention to election leaflets that are door dropped across the country by campaigners, suggesting instead they generally go straight in the bin.
- Those currently suggesting they are undecided or plan to give an Independent candidate their first preference vote are least impressed with leaflets, suggesting these leaflets are unlikely to help secure possible floating voters to vote for a particular party.
- Half of all voters (51%) also believe that candidate and party posters should be banned during general elections. With again greater dislike for these promotional devices among those currently undecided or supporting Independent candidates, and also among those living in Munster, Connaught and Ulster.
- Better news is that the at least two thirds of voters (67%) claim they are honest with canvassers about how they will vote when they call to the door. Undecided voters admit to being less honest, with only 49% stating they will tell them the truth.
- Just 15% claim that they have no interest in what happens at the next election. Of concern to Sinn Fein is that those claiming they will vote for Sinn Fein are more likely not to care what happens than those supporting other parties, another signal that their claimed support may not turn out as well as others on Election Day. The flip side of this is that Fine Gael and Labour voters are least likely to say they don't care, and as a result most likely to turn out and vote.

First Preference Vote Intention – 10th 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% -1

Labour
8% -2

Fianna Fail
18% +1

Sinn Fein
17% =

Independent/
Other
25% +2

Green
2% =

Undecided Voters
16% +3



First Preference Vote Intention – 10th 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	23	23	25	30	30	36
Labour	6	6	6	8	8	19
Fianna Fáil	14	14	15	18	18	17
Sinn Féin	15	15	14	17	17	10
Independent candidates	16	16	17	20	15	13
Green Party	2	2	2	2	2	2
Renua	1	1	1	1	2	-
AAA-PBP	1	1	1	1	4	1 (socialist party)
Social Democrats	2	2	2	2	3	-
Workers Party	*	*	*	*	*	*
Other	1	1	1	1	1	1
Undecided	19	19	16	n/a	n/a	n/a

*Less than 1%



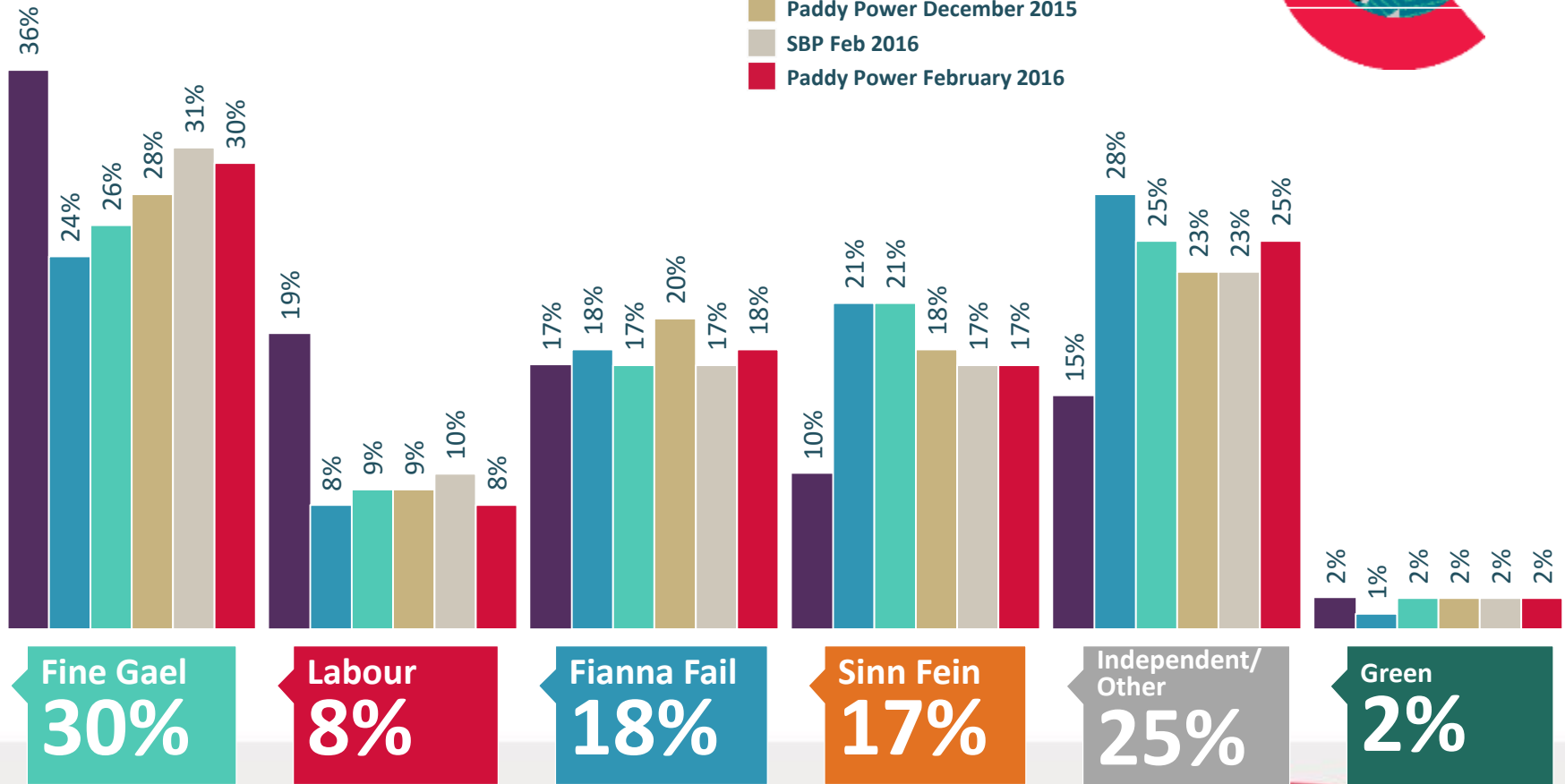
REDC

First Preference Vote Intention – Jan 2015 – 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)

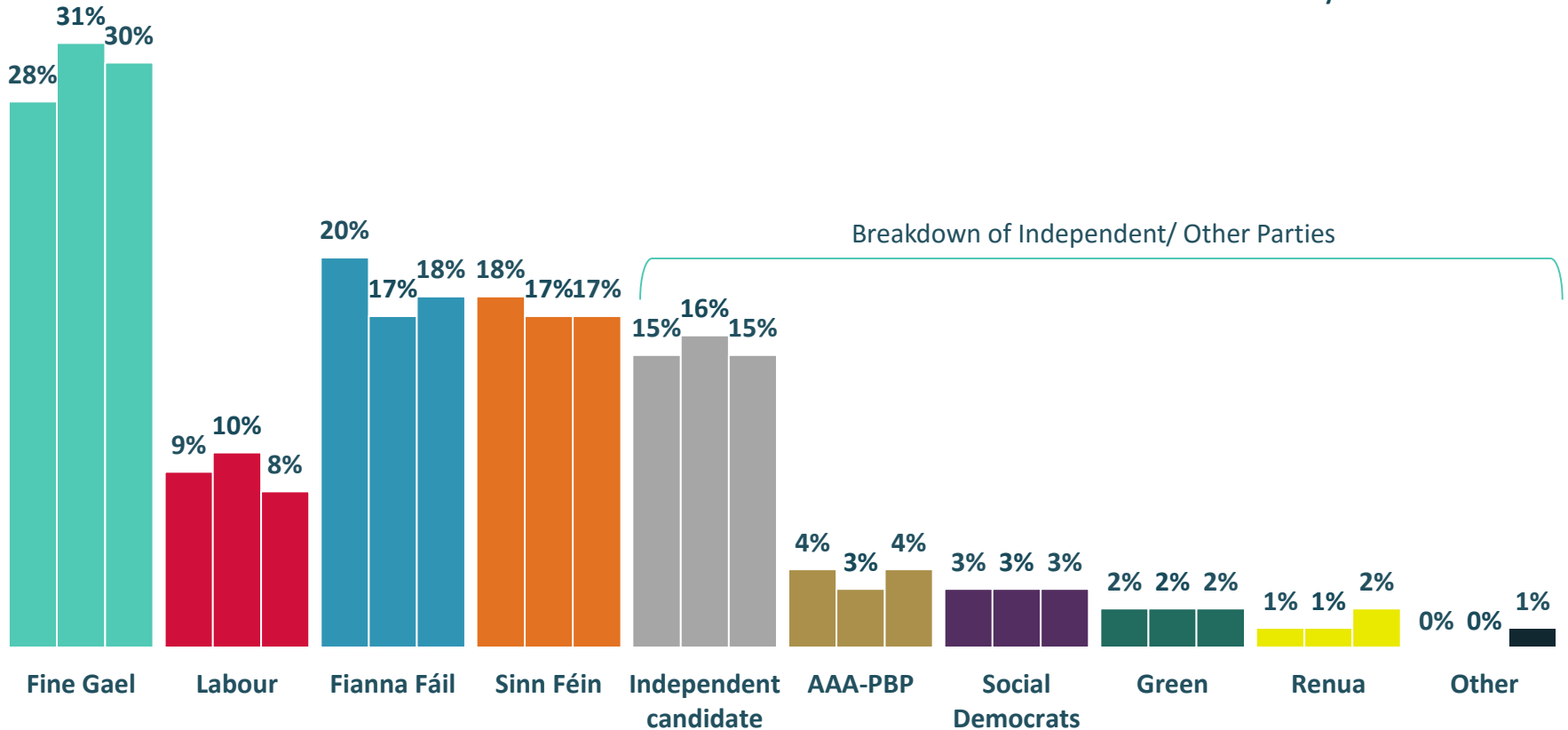
- General election 2011
- Paddy Power Jan 2015
- Paddy Power March 2015
- Paddy Power December 2015
- SBP Feb 2016
- Paddy Power February 2016



First Preference Vote Intention – 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) + PROMPT If Independent Candidate for party.

(Base: All adults 18+ who will vote)



(Independent Alliance 4% +1)



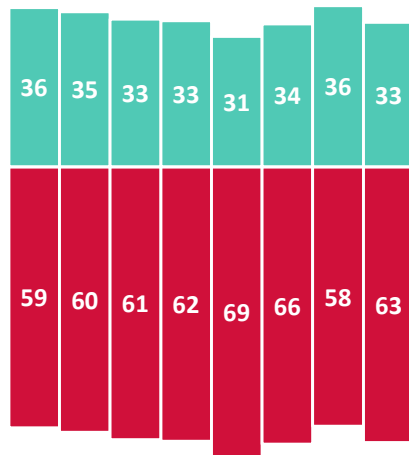
Party Leader Performance

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

Micheal Martin %

Jun 13 Nov 13 Jan 14 June 14 Jan 15 Mar 15 Dec 15 Feb 16

6-10

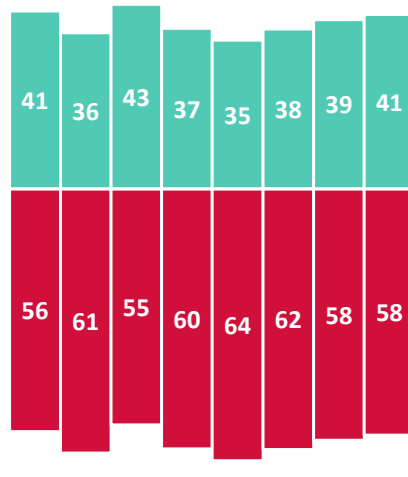


Don't Know 5% 5% 6% 5% 0% 0% 6% 4%

Enda Kenny %

Jun 13 Nov 13 Jan 14 June 14 Jan 15 Mar 15 Dec 15 Feb 16

6-10

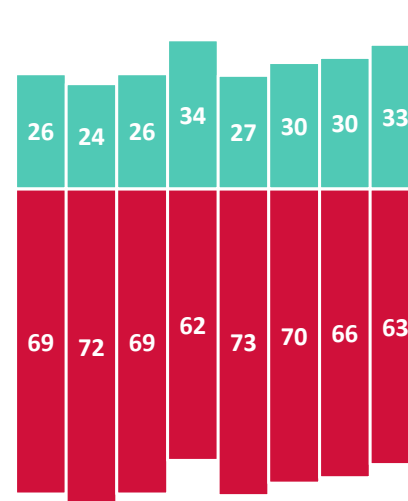


Don't Know 3% 3% 2% 3% 1% 0% 3% 1%

Gerry Adams %

Jun 13 Nov 13 Jan 14 June 14 Jan 15 Mar 15 Dec 15 Feb 16

6-10

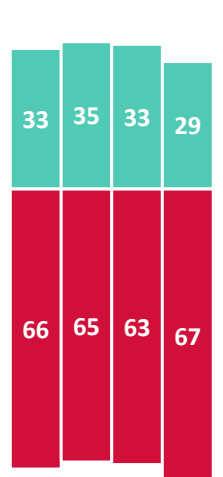


Don't Know 5% 4% 5% 4% 0% 0% 4% 4%

Joan Burton %

Jan 15 Mar 15 Dec 15 Feb 16

6-10



Don't Know 1% 0% 4% 4%

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

65%

75%

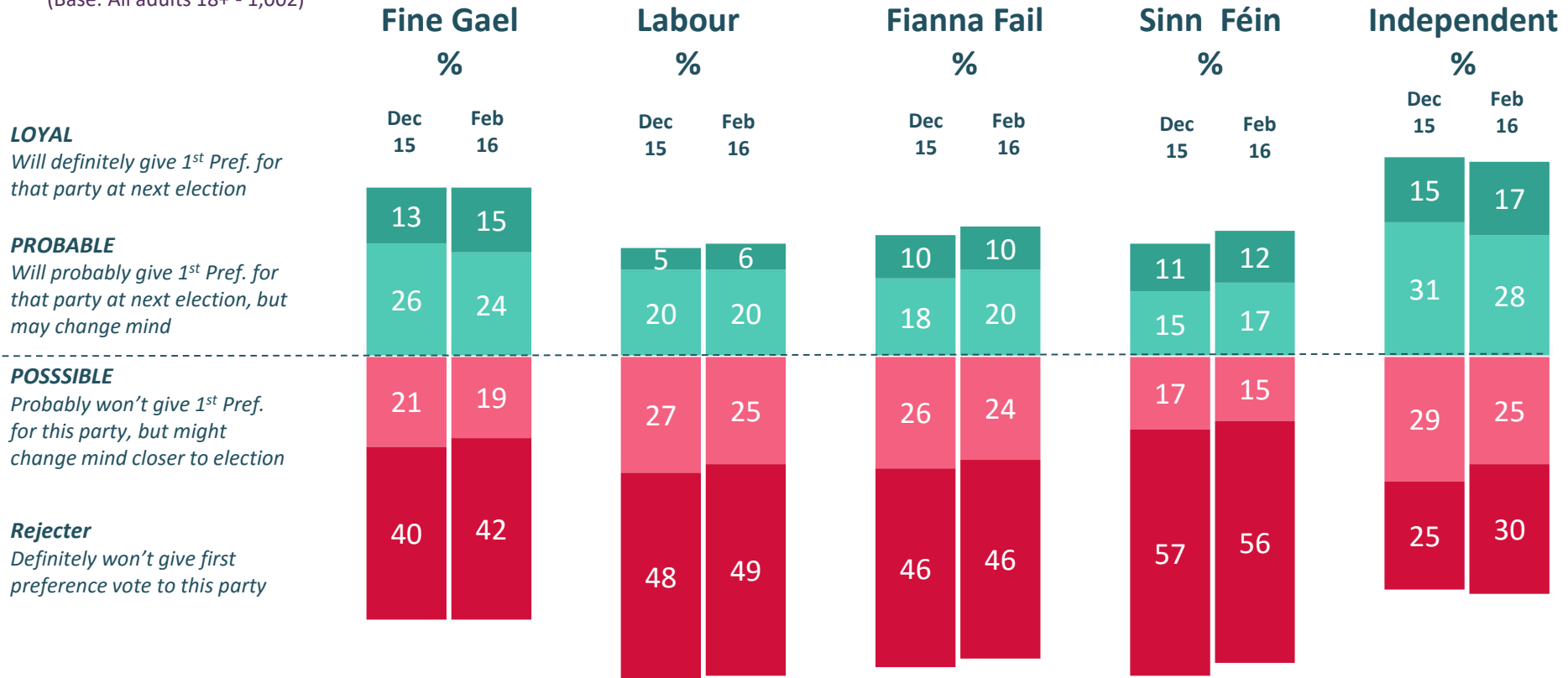
80%

64%

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+ - 1,002)



Possible EXTRA Gains for 1st Pref share
(surplus of loyal/probably versus actual 1st Pref)

9%

18%

12%

12%

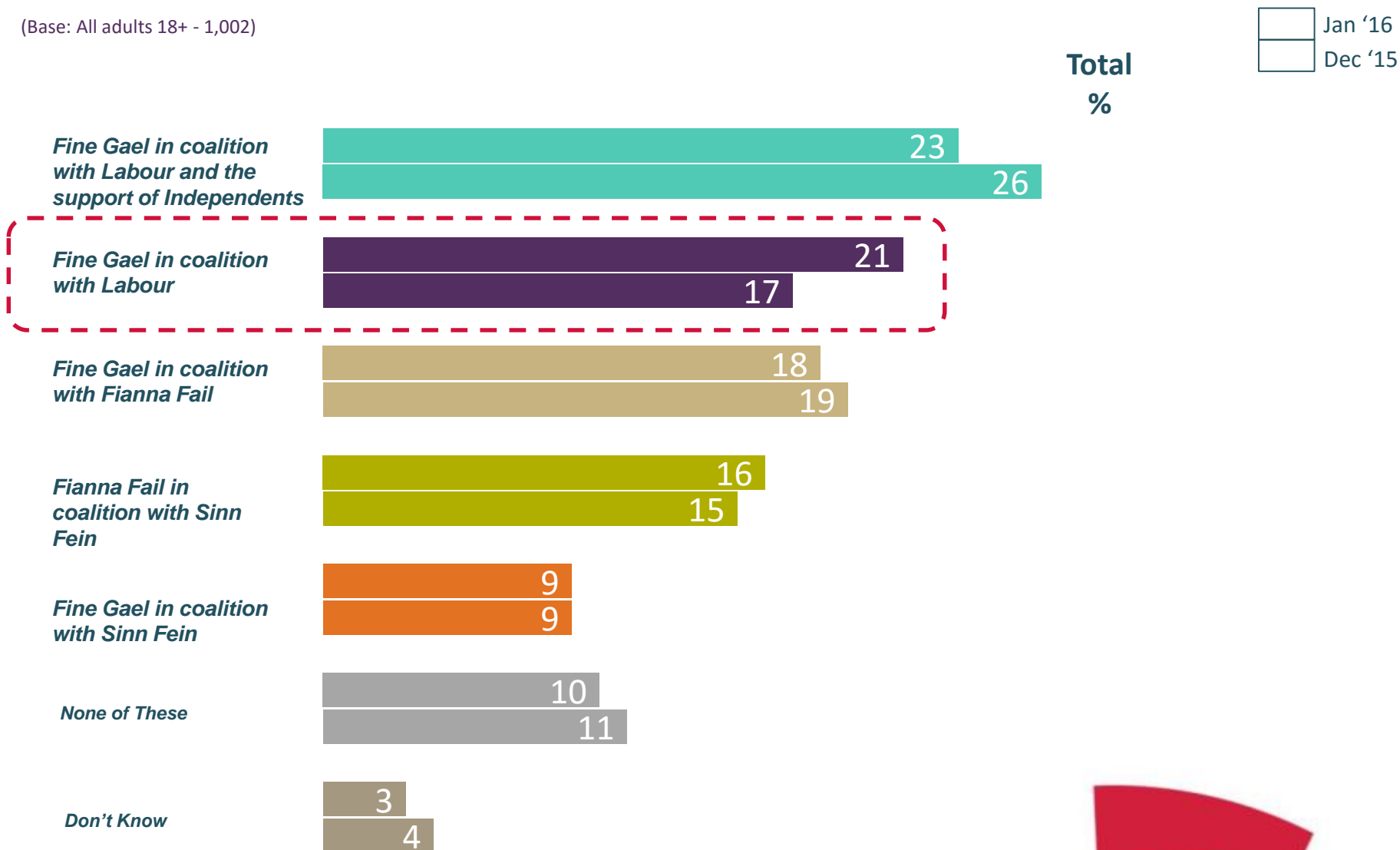
20%

REDC

Coalition Perceived to be the Best for Ireland

It is likely that a coalition of parties will be required to form a government after the next election. Can you tell me for each of the following possible coalition you think will be best for Ireland?

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



Total %

Jan '16
Dec '15



Influences on Voting Decision – Personal vs. National Issues

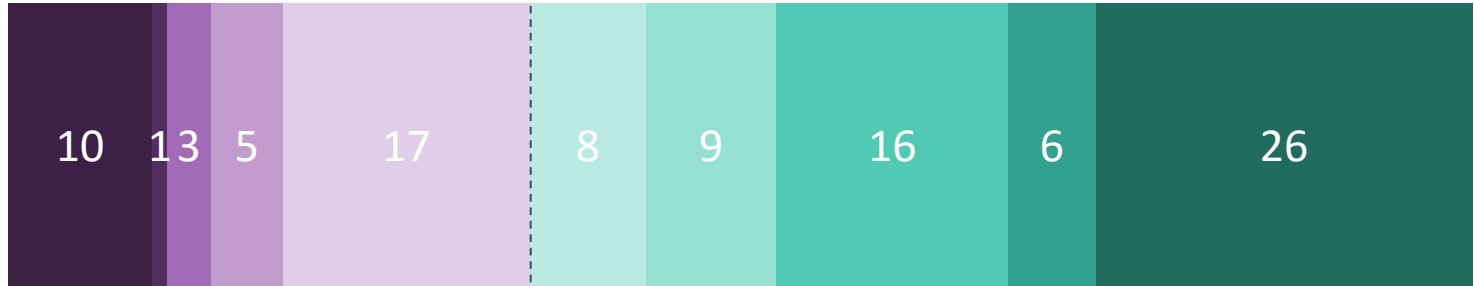
(Base: All Likely Voters - 830)

When deciding who to vote for in the next general election, will your vote will be more influenced by personal interests or national interests.

Scale...

1 2 3 4 5 6 7 8 9 10

% More Influenced by Personal Issues



% More Influenced by National Issues

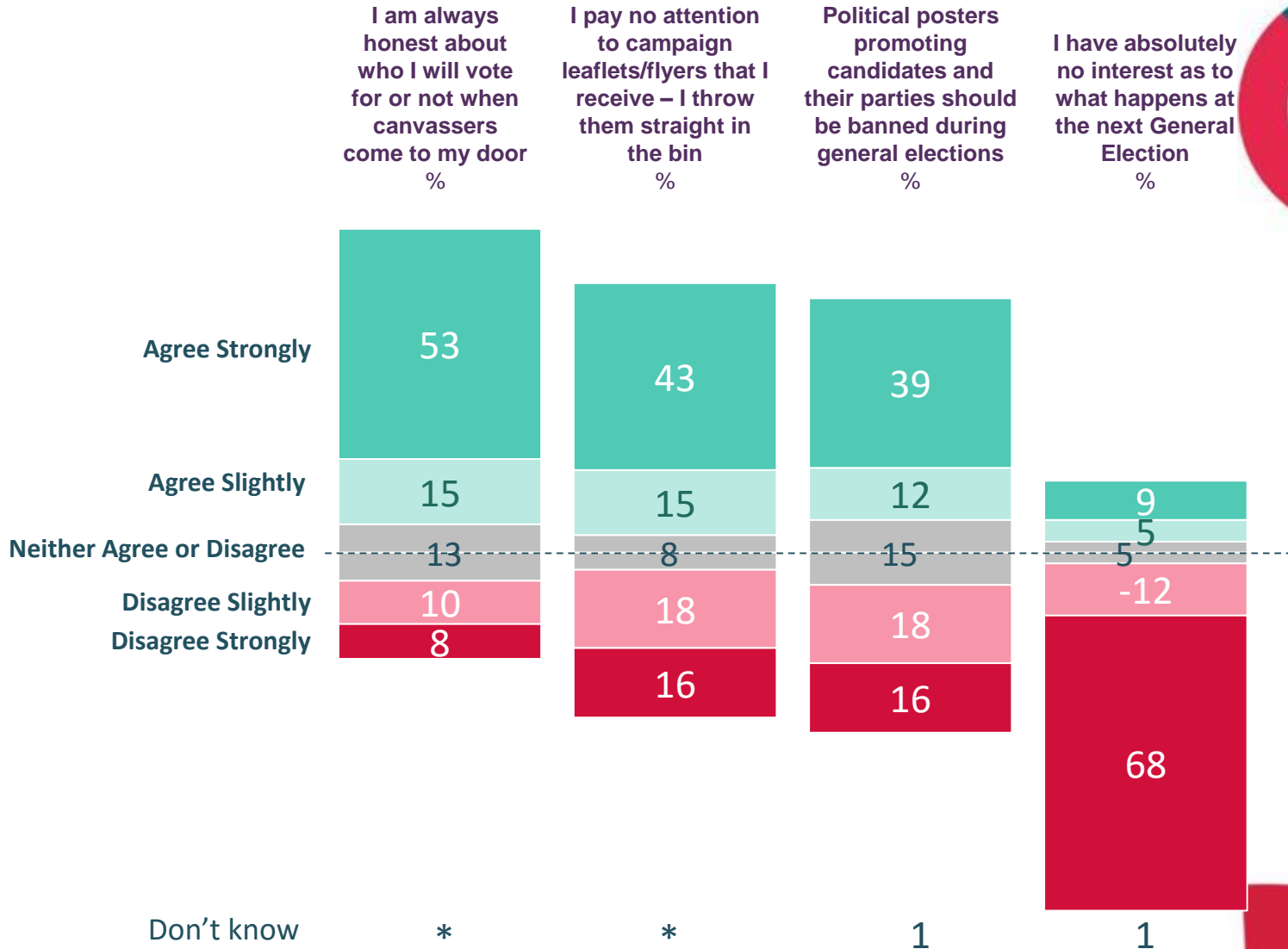
Total Influenced by Personal Issues (35%)

Total Influenced by National Issues (65%)

	Total %	Fine Gael %	Labour %	Fianna Fáil %	Sinn Féin %	Independent %
National	65	66	69	64	62	68
Personal	35	34	31	36	38	32

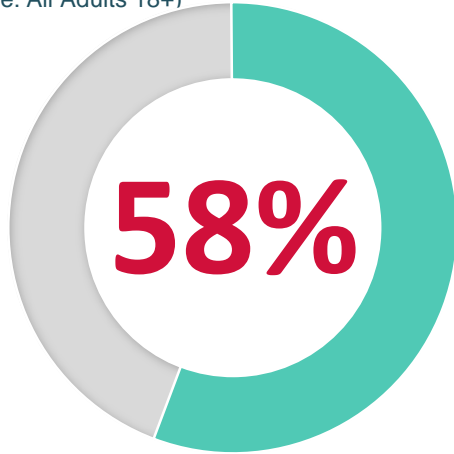
Attitudes towards the General Election

(Base: All adults 18+)

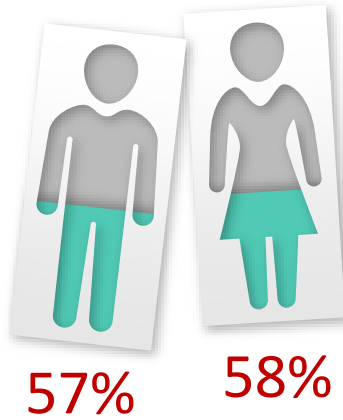


Who pays no attention to campaign leaflets/flyers

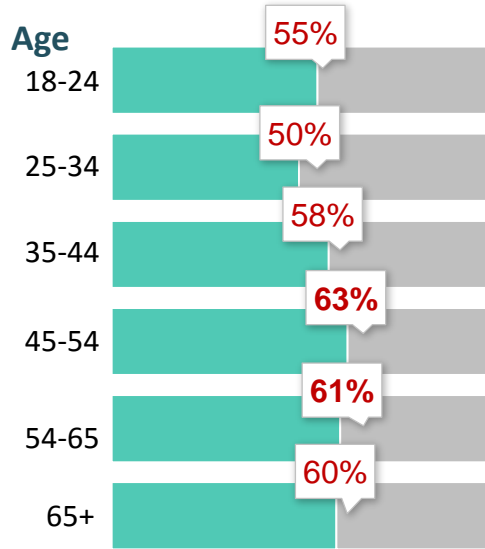
(Base: All Adults 18+)



Gender



Age



Social Class

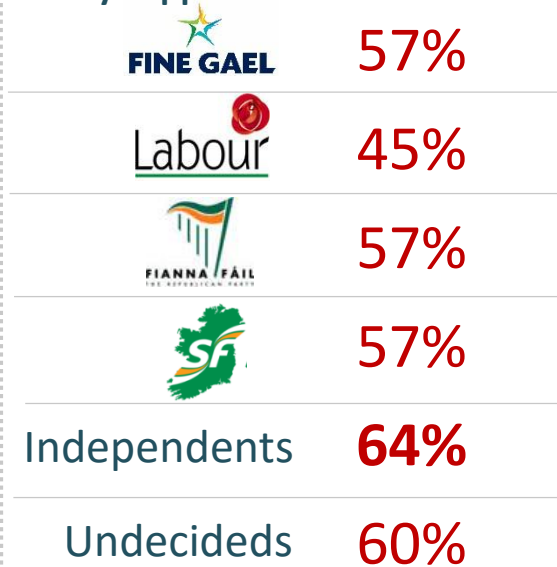
ABC1: **56%**



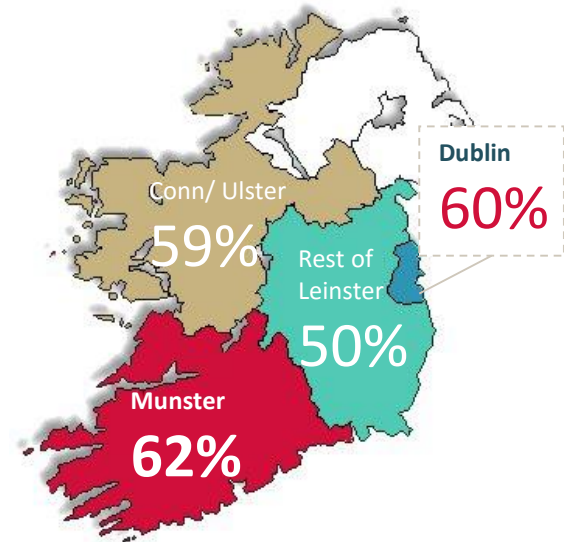
C2DE: **58%**



Party Support

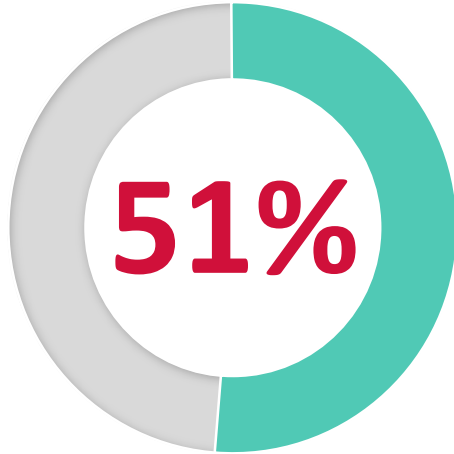


Region

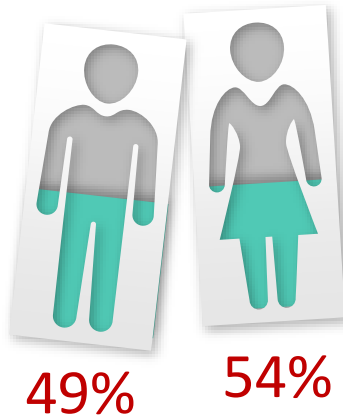


Who thinks Political posters promoting candidates and their parties should be banned during general elections

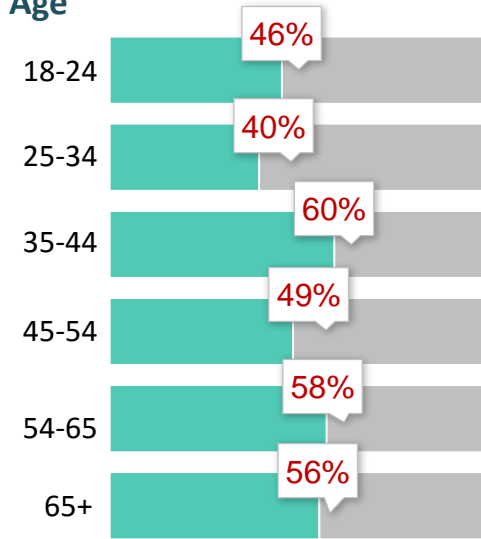
(Base: All Adults 18+)



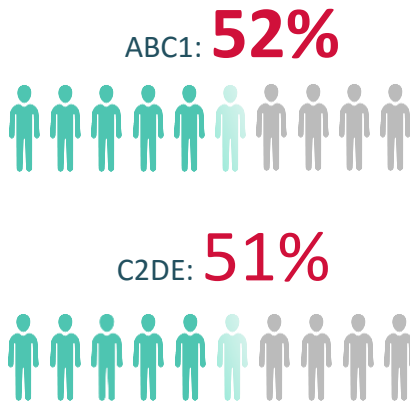
Gender



Age



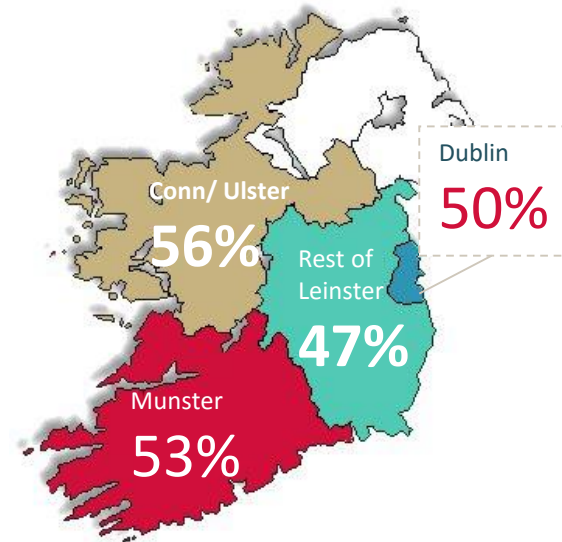
Social Class



Party Support

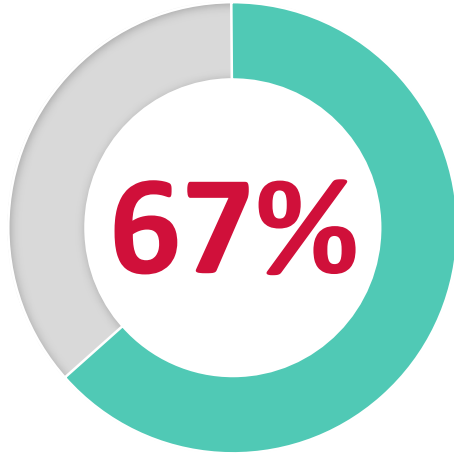
FINE GAEL	44%
Labour	45%
FIANNA FAÏL <small>THE REPUBLICAN PARTY</small>	50%
SF	46%
Independents	66%
Undecideds	60%

Region

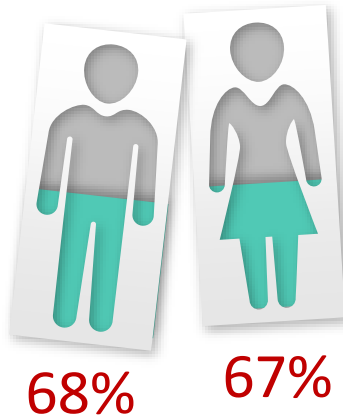


Who claims they are always honest about who they will vote for when canvassers come to their door

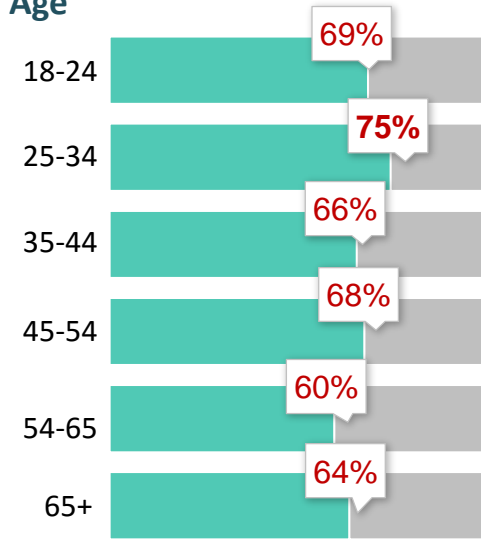
(Base: All Adults 18+)



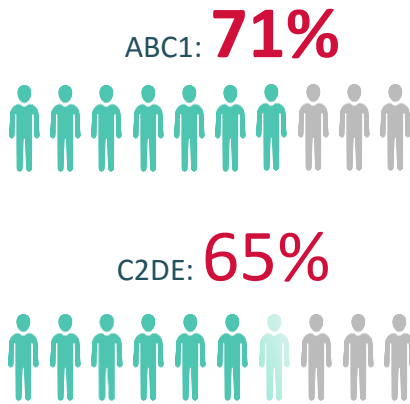
Gender



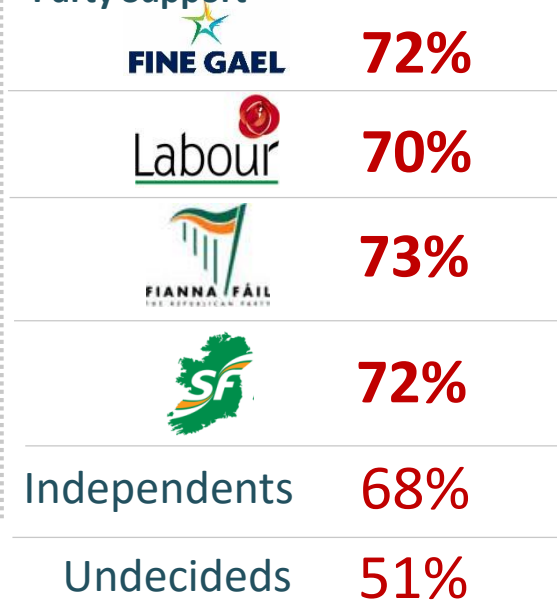
Age



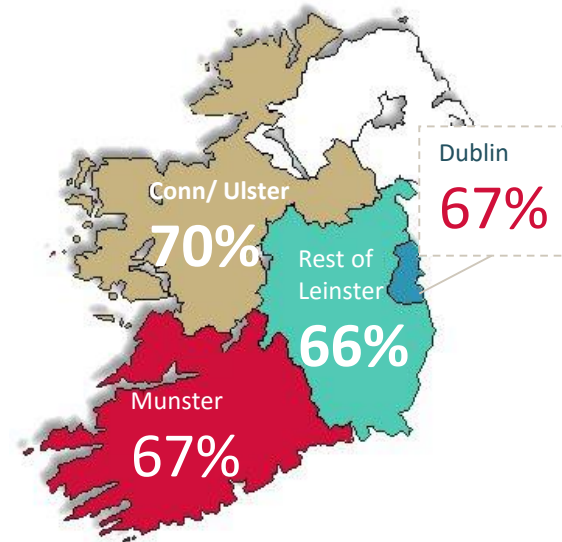
Social Class



Party Support

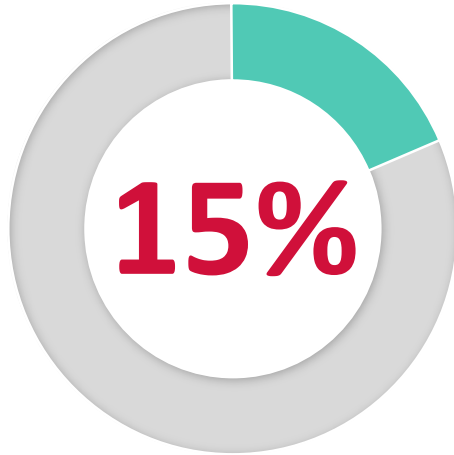


Region

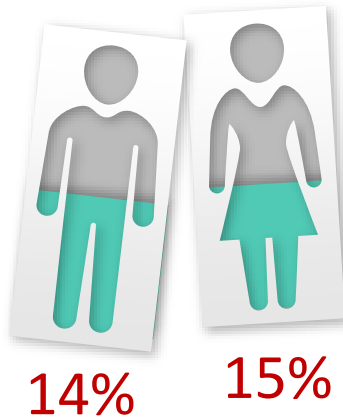


Who has no interest as to what happens at the next General Election

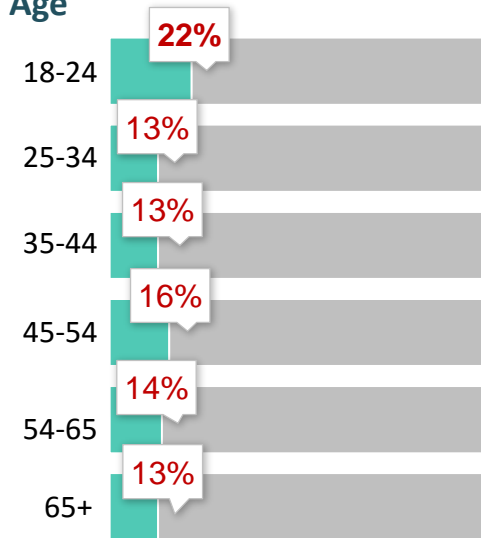
(Base: All Adults 18+)



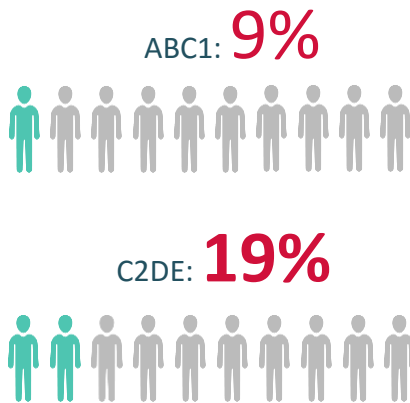
Gender



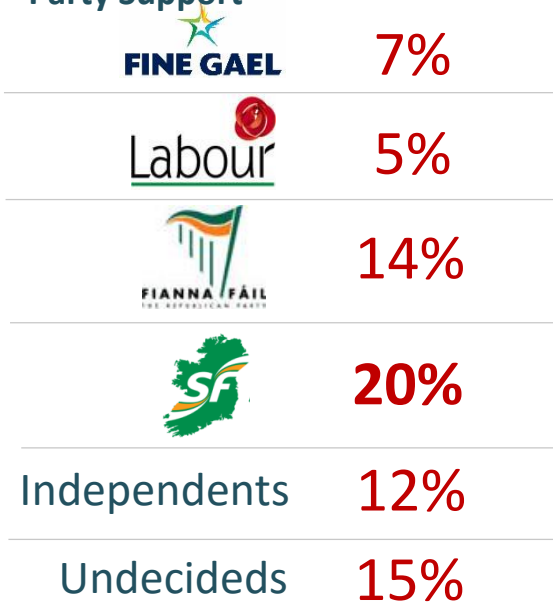
Age



Social Class



Party Support



Region

