



General Election Opinion Poll

25th September 2016



Methodology and Weighting

- RED C interviewed a random sample of 1,002 adults aged 18+ by telephone between the 19th – 22nd September 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 recall for how people voted at the last election and weights this to the exact result at the last election.
- 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.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

No Momentum for Change Suggests Government May See Out the Year

The first Sunday Business Post RED C poll after the summer break shows little significant change in voter support across the parties, since the one conducted two months ago. Little change in the current scenario is however quite significant in itself, as there appears to be little incentive for any one party or group of individuals to “rock the boat” and bring the new politics government formation to an end.

Fianna Fail remain the largest party based on first preference vote support. However the level of that support has fallen back slightly since July, falling from a high of 29%, back to 27% in this poll. They remain the largest supported party, as Fine Gael support also falls back slightly from 26% to 25% over the last two polls. But this means that the gap between the two main parties is still very tight, at just two percent. It also suggests that the momentum towards Fianna Fail that had been apparent since the election has now come to a halt.

Should the party have seen continued momentum in support at the expense of Independents or even more so at the expense of Fine Gael, and there may have been calls within the party to bring the current tacit support for the current government to an end and head toward another general election. For now that prospect appears to have been put on hold at least for another short while. If an election were to be held and these poll result came about, then we would be in a very similar position to now, and left with difficult position for any party to form a very stable government. It is likely that Fianna Fail will be looking for at least low 30% in the polls before they think about pulling the plug on the current government, or at least evidence of continued momentum of support towards the party.

Likewise the Independent Alliance are unlikely to collapse the government while their level of support is retained at a similar level as seen in the last election among the electorate. Currently the group is securing between 4 and 5% of the vote in the polls since the election, and they do so again in this poll, with a 4% share of the first preference vote. If support is retained at this level there again appear little reason for these individuals to consider bringing the government down and losing their cabinet seats where they can make a difference.

The reason for the somewhat static nature of support in the three main protagonists holding the current government in place, has been gains for some of the other parties who are either not in government, or seen to be supporting the government. Looked at individually these gains all appear to be relatively small movements, but when looked at in total as gains for all those not in government, they are perhaps more significant.

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Sinn Fein sees support rise back up 2% to secure 15% of the first preference votes in this poll, a level they had been polling at since the election, apart from in July. The other Independent candidates outside of the Independent Alliance also regain lost support over the summer. They had been trending downwards since the election to as low as 7% in July, but they regain 3% of that lost share in this poll, to get back to 10% share overall.

Though not to the same degree there are also rises in support of 1% for both the Labour party to secure 7% in this poll, and AAA-PBP leaving them securing 6% support. At the same time the Social Democrats retain 4% support, despite losing one of their high profile leaders Stephen Donnelly, in between this and the last poll. The Green Party do however see support fall back by 2% since July, while Renua fall back to less than 1% support.

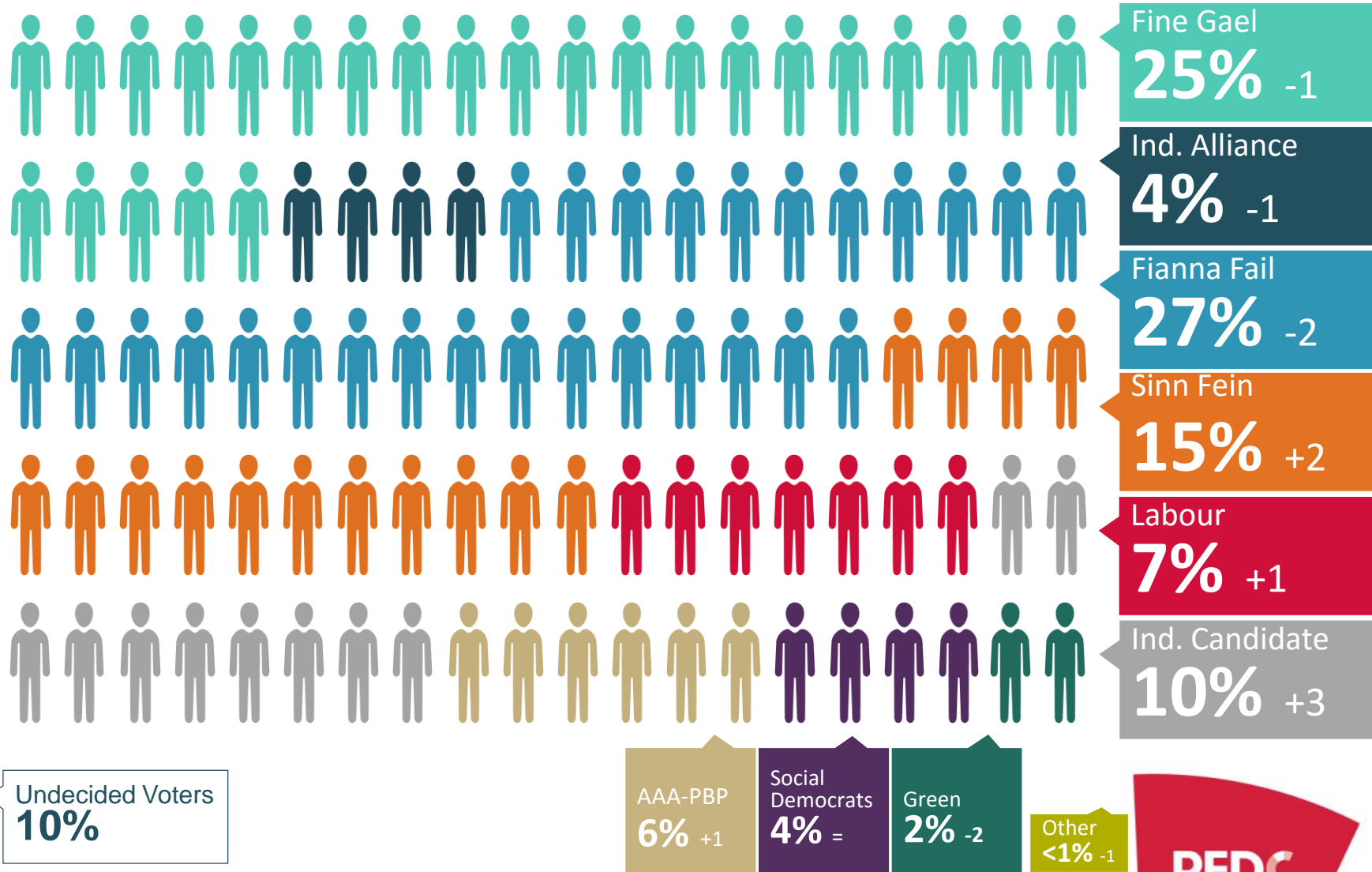
Overall the net gain for non-government or government supporting parties is therefore +4%, with those in government or supporting the government falling by of course the same amount. Not a massive trend, but possibly a significant one, as these gains for the opposition parties appear to have effectively helped to secure the current government formation for the moment anyway.

For Fianna Fail the challenge is whether they can extend their support further as an “opposition” party, while still effectively supporting the current government

First Preference Vote Intention – 25th September 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
25% -1

Ind. Alliance
4% -1

Fianna Fail
27% -2

Sinn Fein
15% +2

Labour
7% +1

Ind. Candidate
10% +3

Undecided Voters
10%

AAA-PBP
6% +1

Social Democrats
4% =

Green
2% -2

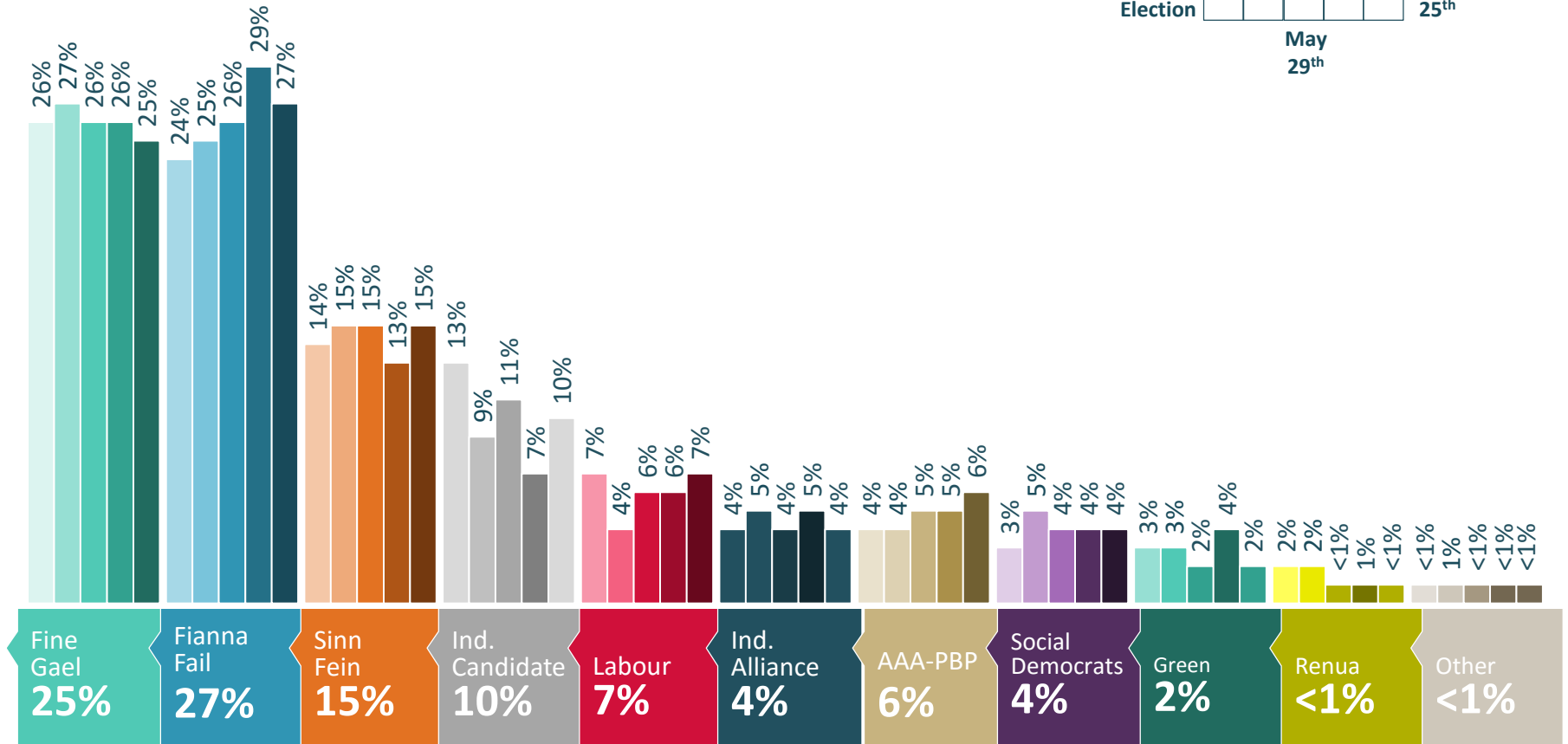
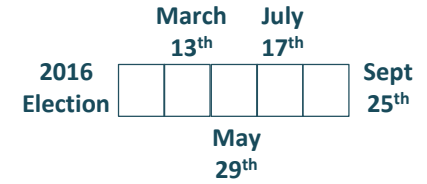
Other
<1% -1



First Preference Vote Intention – September '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.

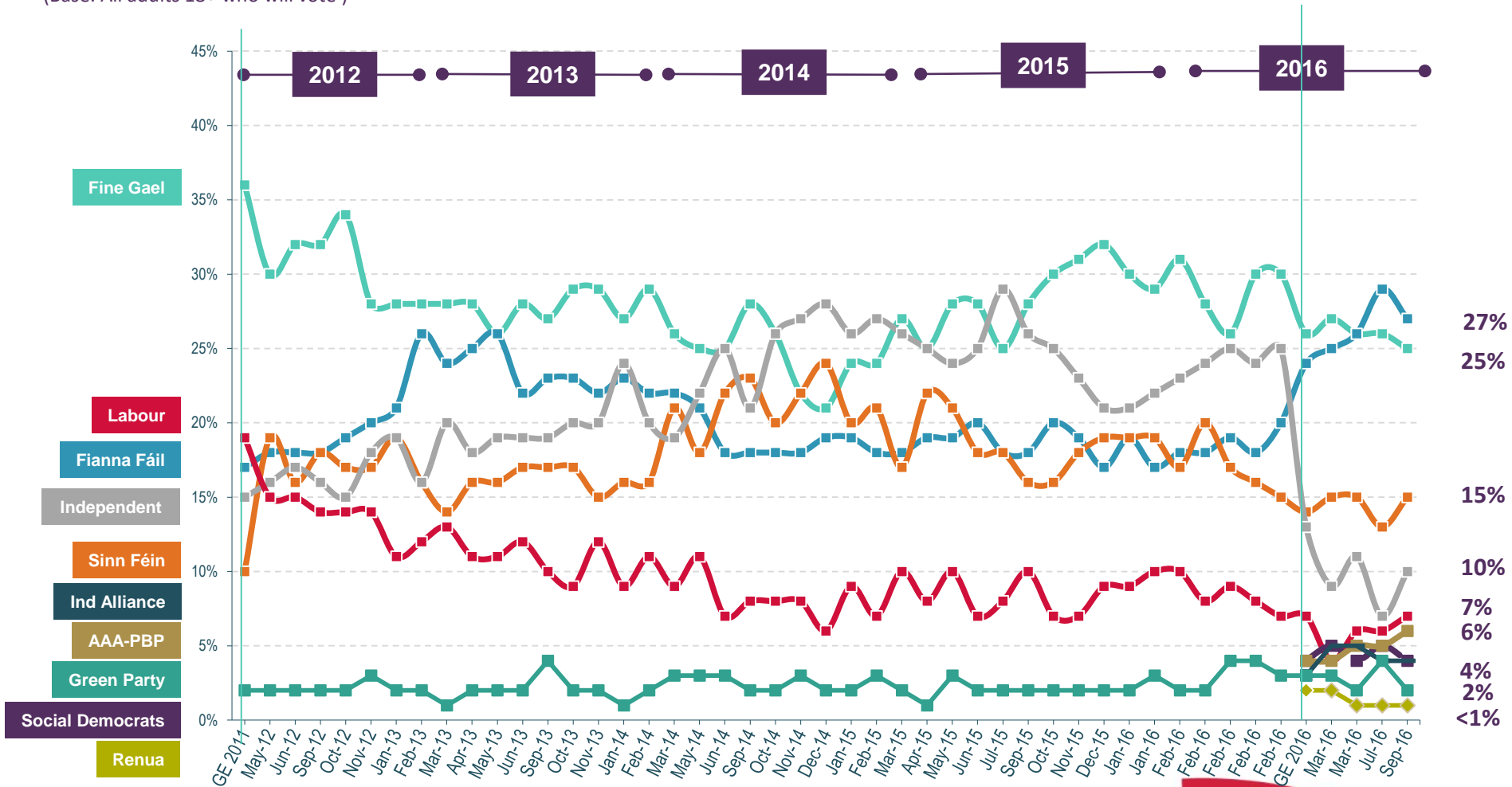
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2012-2016

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)



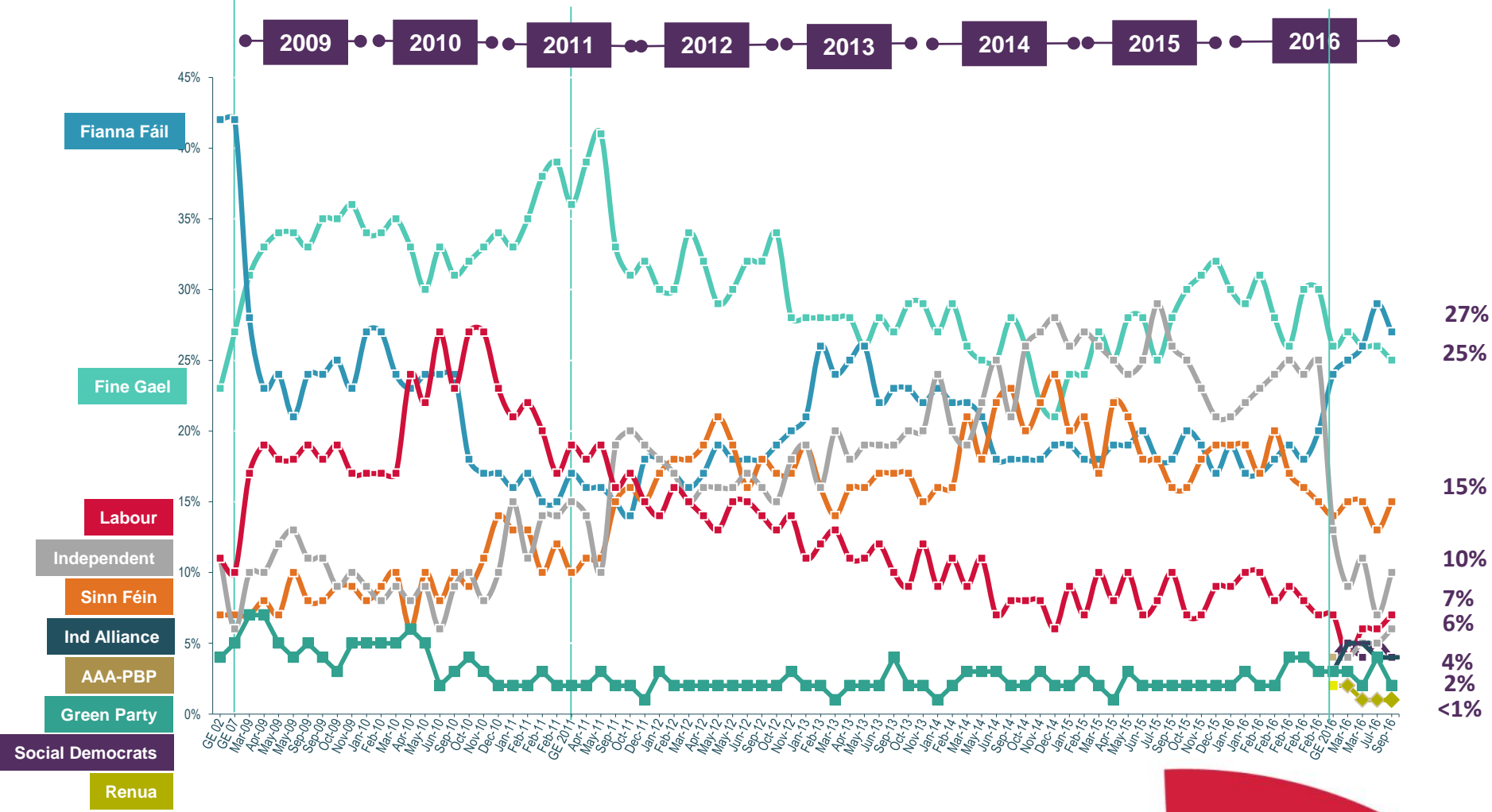
Note; From GE 2016 Onwards, 'Independents/Others' split out to show AAA-PBP, Social Democrats & Renua separately



First Preference Vote Intention – 2009 to 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)



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





Apple Tax Ruling

Public Not Fully Behind Govt. Decision on Apple Tax

The public are quite divided on the government's decision to appeal the EU ruling on Apple's Tax bill. While the majority do just about support the decision, the margin is slim with only just over half of all voters (54%) supporting the decision. This leaves well over 2 in 5 (43%) suggesting that they feel the government should have reclaimed as much as possible of the €13 billion back for Ireland.

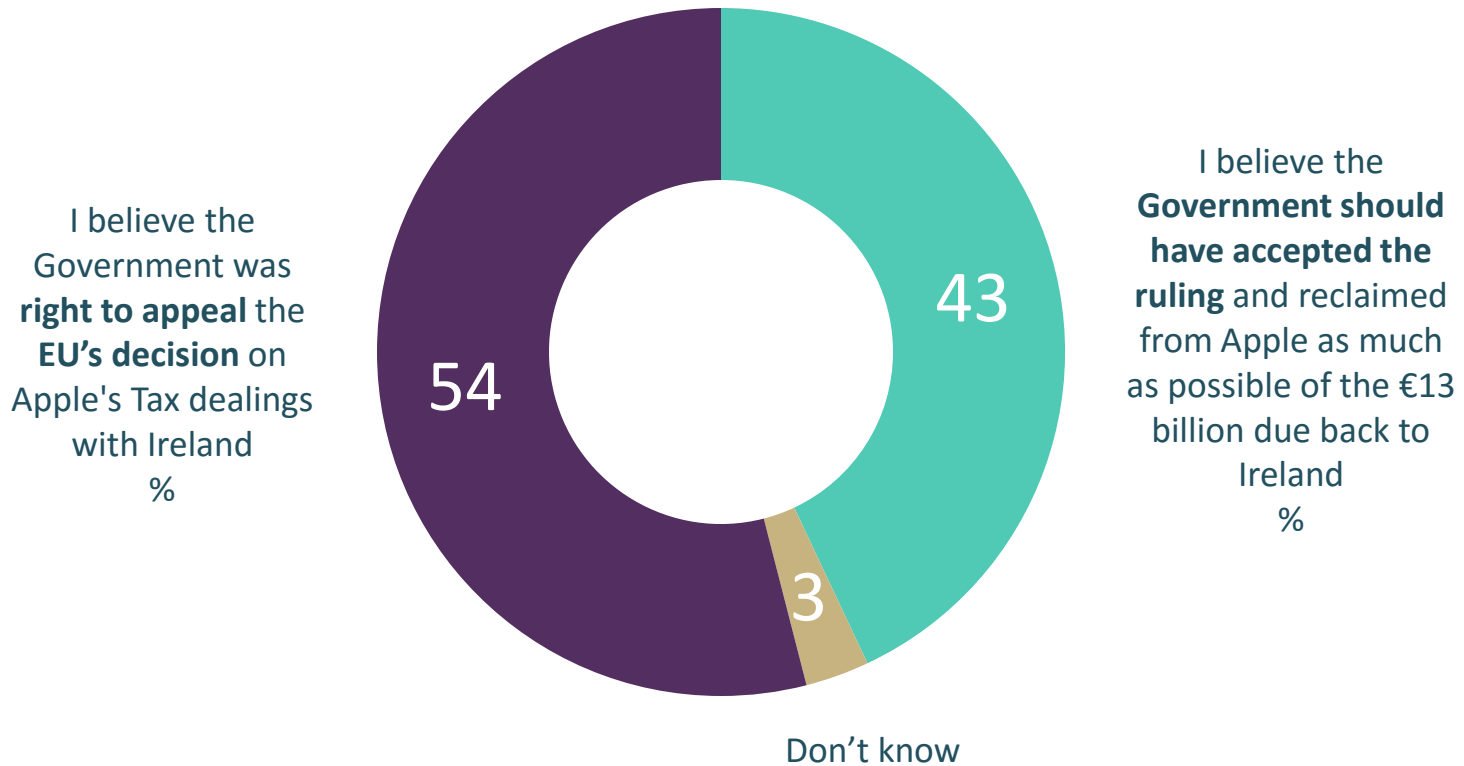
Those who disagree with the government decision and think we should have tried to reclaim as much as possible of the €13 billion are more likely to be in younger age groups, with over 50% of Millennials believing we should have gone after the money. This steadily declines with age to leave two thirds of those aged 65+ supporting the decision. However, it is marked that social class or income doesn't appear to impact heavily on people's attitude, with those from more well off backgrounds just as likely to disagree with the decision as those from less well-off backgrounds.

Those outside of Dublin are also most likely to disagree with the decision. In Dublin support for the government position is as high as 62%, but this falls back heavily in Munster to just 53%, and falls further again in Connaught/Ulster to just 51%. This is further emphasised by the rural/urban split, with rural voters far less likely to agree with the decision, than their urban counterparts.

Fine Gaels own supporters do on the whole agree with the decision, with 71% support. While the polar opposite is seen among Sinn Fein supporters among whom 72% disagree with the government's decision. In between are Fianna Fail and Independent candidates, both of whom again tread a delicate balance between supporting the government and representing the views of all voters. Well over 2 in 4 (44%) of those who support Independent candidates don't agree with the decision, and this must have been in the minds of the Independent Alliance when they were deciding whether to support the government. These figure may worry them somewhat, but at the same time this doesn't appear to have impacted on their own voter support elsewhere in the poll. For Fianna Fail the position is somewhat safer, with 63% supporting the decision, but they too have to be mindful that a significant proportion of their voters (37%) did not agree with it.

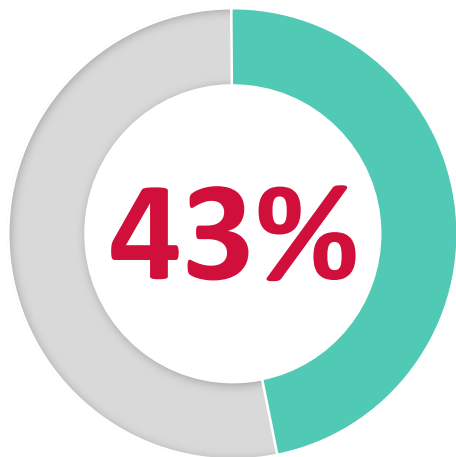
Attitudes Towards EU ruling that Apple's tax arrangements in Ireland were Illegal

(Base: All adults 18+)

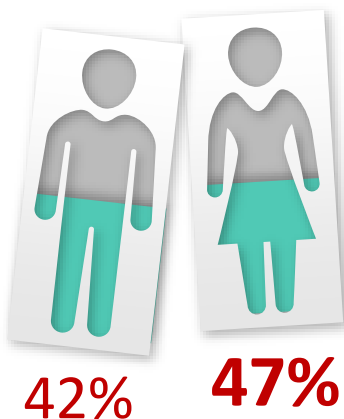


Who believe the Government should have accepted the ruling and reclaimed from Apple as much as possible of the €13 billion due back to Ireland

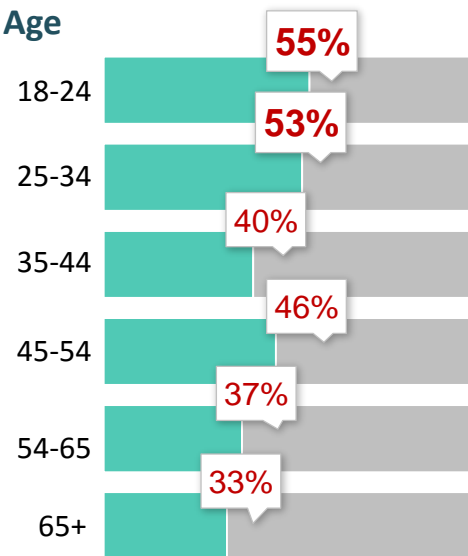
(Base: All Adults 18+)



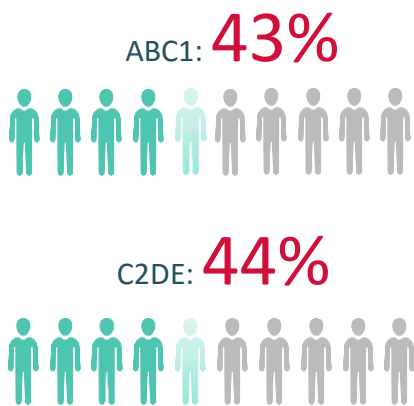
Gender



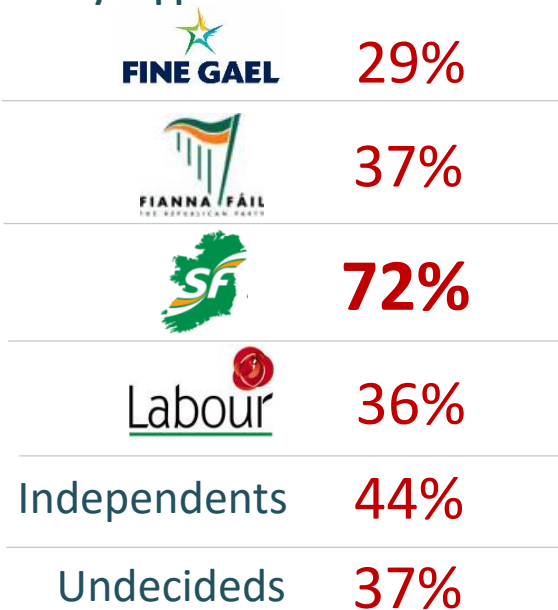
Age



Social Class



Party Support



Region

