



**The Sunday  
Business Post**

# General Election Opinion Poll

October 2016



# Methodology and Weighting

- ✓ RED C interviewed a random sample of 1,002 adults aged 18+ by telephone between the 24<sup>th</sup> – 27<sup>th</sup> October 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.



## Are AAA-PBP gains more than just a one off?

An exceptional poll result for the Anti Austerity Alliance – People Before Profit today could be dismissed as potentially a rogue poll, or once off bump in results. The party saw its share of the vote jump by 3% to leave them securing 9% of the first preference vote among very likely voters in today's poll.

The reality is though that AAA-PBP have been very good at taking big issues and garnering publicity around these focused “fights” for people rights. They were the first party to really vocalise the fight against water charges, and only after their success on this issue and the clear support from the public, did the likes of Sinn Fein and even Fianna Fail change their stance to also campaign more heavily on an anti-water charge platform.

Likewise in recent weeks the party has received a lot of media coverage over its support of a referendum to Repeal the 8<sup>th</sup> Amendment. While others have perhaps been seen to kick the issue down the street, the AAA-PBP have been clear in their unwavering support to Repeal the 8<sup>th</sup> Amendment, and certainly appear to have won over voters as a result. The thing the party has been really good at is making full gains among the public for their stand. In contrast, Sinn Fein and Labour have both also supported Repealing the 8<sup>th</sup> Amendment, but don't appear to have made this count in the eyes of the electorate. In fact both parties appear to have lost support to some extent toward the AAA-PBP, Sinn Fein perhaps more directly than Labour. You can see now why Micheal Martin wants to restrict their speaking rights.

The AAA-PBP result today is significant in itself, but much more so when taken in context with the previous number of polls since the last election. This is not a one off gain for the party, but rather a continuation of an upward trend seen in those polls. In the General Election in February the party secured 4% of the first preference vote. In one of our first polls after the election in March they secured 5% and retained this over the summer months. In our last poll in September they secured 6% share, and then today they have secured 9% share. A very clear upward trend in support.

While it may perhaps be difficult to retain such a large increase in the future, continuing the overall upward trend is certainly possible, based on an analysis of support. To start with the parties support is not “flaky”, in terms of being among people less likely to vote; or highly “restricted” to certain groups. Their support is actually stronger among very likely voters, than it is among the electorate as a whole. Support for the party is stronger among somewhat younger voters, but not limited to very young voters. The party consistently reaches 11-13% among all those aged 18-55, and only falls off among older over 55 year old age groups. Neither is its support focused on the less privileged in society, with just as strong support among upmarket social groups.

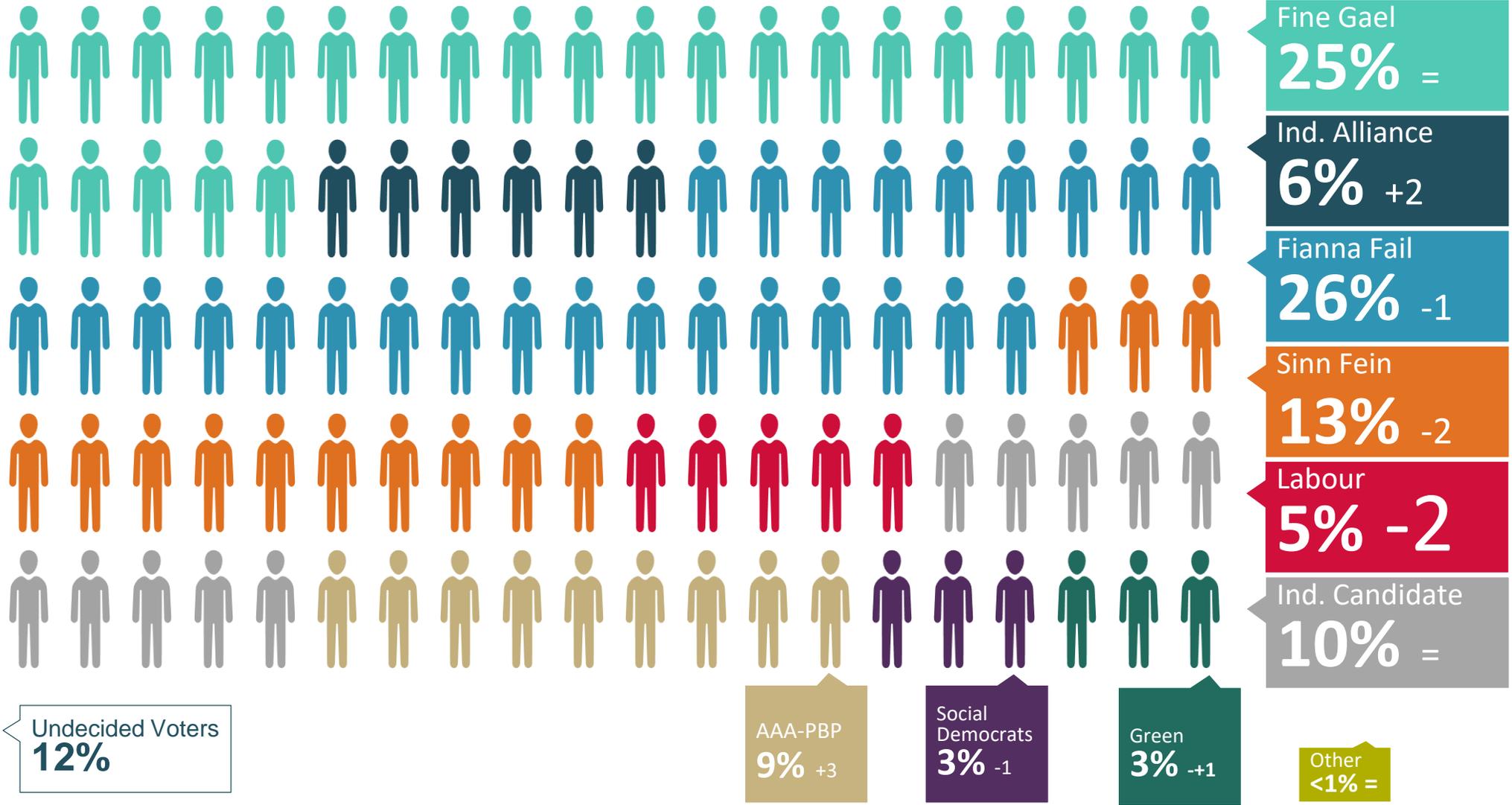
Its support base is currently very focused in Dublin, with well over half of all supporters living in Dublin, but I would imagine the party would see that as an opportunity to extend their base nationwide, rather than a negative.

So are gains for AAA-PBP threatening the so called “Middle” that Pascal Donohoe was concerned about holding in his budget speech? At present it would appear not, with little change in support for the two largest parties. Fine Gael remains unchanged at 25% and Fianna Fail support is down 1% at 26%. However the broad church of supporters seen for the AAA-PBP today suggests that the party can appeal across the electorate and if they can continue to gain momentum, may have a few other parties watching over their shoulders.

# First Preference Vote Intention – 30<sup>th</sup> October 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)



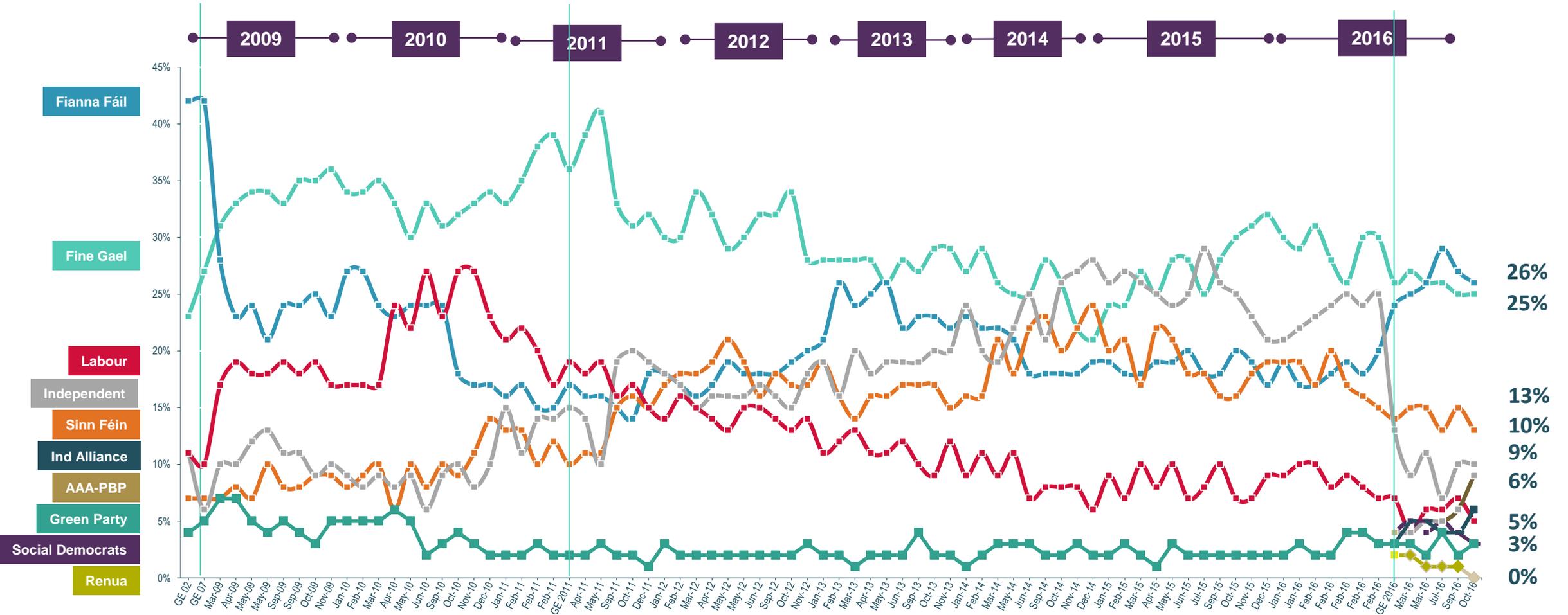




# First Preference Vote Intention – 2009 to 2016

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

**THANK  
YOU**

**REDC**