



**The Sunday  
Business Post**

# General Election Opinion Poll

July 2017



# Methodology and Weighting

- ✓ RED C interviewed a random sample of 1,004 adults aged 18+ by telephone between the 3<sup>rd</sup> – 5<sup>th</sup> July 2017.
- ✓ 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.



## More of a nudge than a bounce

How do we define a leadership bounce in support? What's a good bounce and what's just ok?

In the run up to the Fine Gael leadership election most political commentators expected a significant bounce in support for the party. This was certainly borne out in our last poll, which saw support for the party rise by 7% and left them taking a significant lead over Fianna Fail. However, that poll was taken during the heat of the leadership campaign itself, when almost 100% of the media attention was focused on Fine Gael. Clearly this has a significant impact on those voters that are not closely following political events, which is most of them!

Today's poll then is perhaps a much fairer reflection of exactly how much of a boost the party may expect to get from a new leader. There has been a short, but decent period of time, since Leo Varadkar took control of the party and the country. During which time Fine Gael has been put under pressure from the opposition, both on the way the former Attorney General Maire Whelan was hastily made a judge, and on the changes to bin charges.

The results from the poll suggest that while Fine Gael have gained from the change on leader, this has perhaps been more of a nudge, than a bounce in support. In the poll, Fine Gael secures 27% of the first preference vote, down -2% from the highs of 29% they saw during the leadership campaign itself.

This is "just about" a significant rise in support of +3%, (the outer limit of the margin for error in any poll of this size), when compared to where the party was polling with Enda Kenny as leader. It also means that they remain the largest supported party in the state, ahead of Fianna Fail. However the gap isn't that large, with just 3% difference between the two parties, which is just about within margin of error. Fianna Fail move back up to secure 24% support, a rise of +3% since the Fine Gael leadership campaign.

This means the "real" impact of a new Fine Gael leader at this stage, has been to suppress Fianna Fail support by between 2% - 4%, when compared to the share they were securing in months before Enda Kenny stepped down as leader. It does also of course also mean as a result that Fianna Fail are no longer the largest party in the state.

But Fine Gael do not have the significant lead they would need to win an election decisively. In fact, were an election to be called now, it is most likely that we would have a pretty similar looking Dail to the one we have now.

Sinn Fein also regain ground that they lost during the Fine Gael leadership campaign, securing 18% of the first preference vote, up from 15% last month and back in line with where they were before the change in Fine Gael leadership. But Solidarity-PBP don't really see any significant gains from the coverage that Paul Murphy received for being found not guilty in the Jobstown protest case. The party does increase support, but only by 1%, to secure 4% overall.

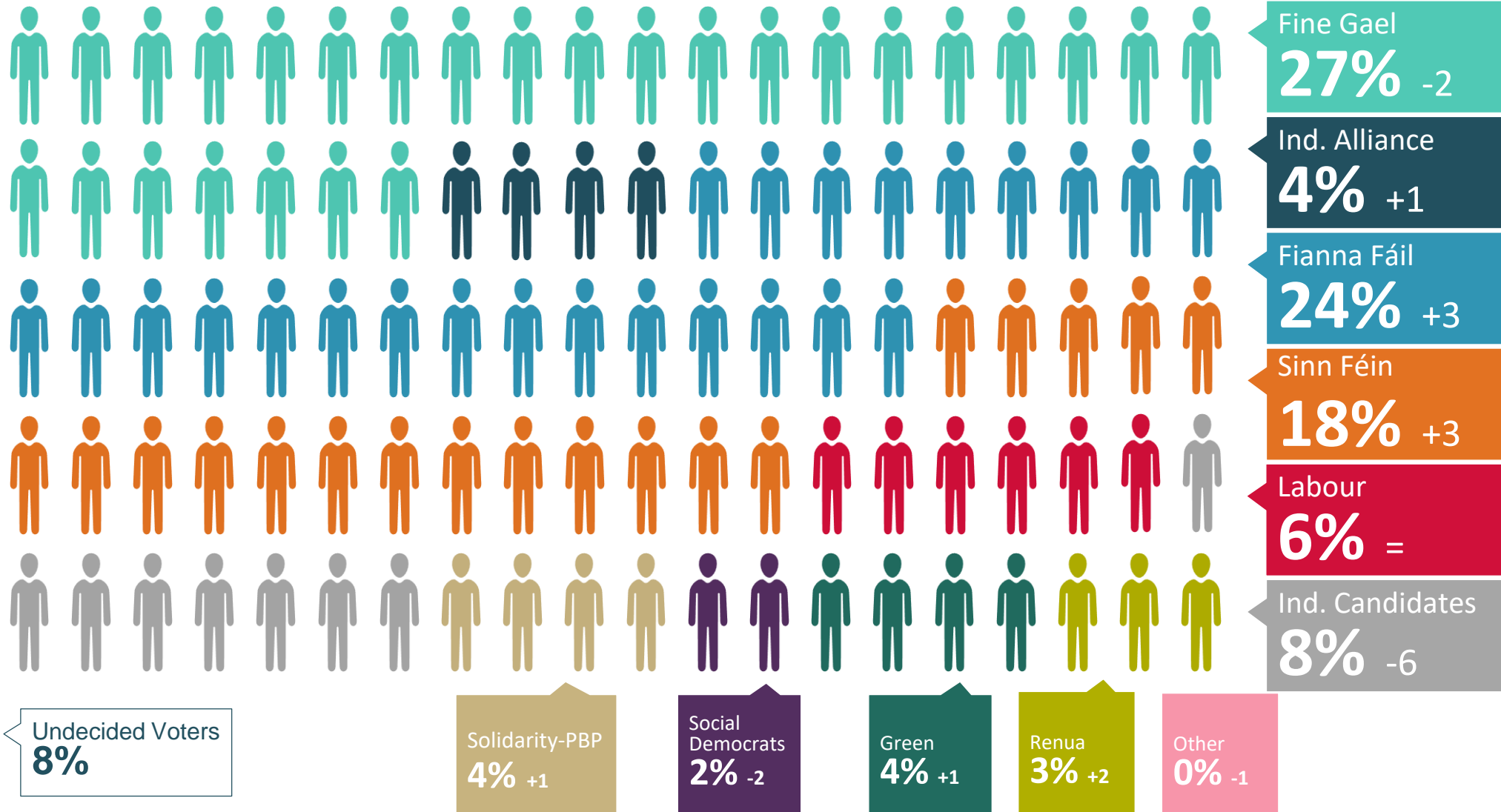
Of the other parties and candidates, the biggest change is the drop in support for Independent candidates. Where support seems particularly volatile over the last few months. These candidates secure just 8% support, down from 14% in the last poll, and well below the 10% support they have been securing at a minimum up to now this year. However, despite the pressure on Shane Ross from the opposition in recent months, the Independent Alliance actually sees an increase in support from 3% last month to 4% in this poll.

Overall then the political landscape doesn't look that different to where it was at the last election. Yes Fine Gael has regained some lost ground since then, but not enough to make a radical difference to the outcome of any future election. A nudge, rather than a bounce in support, is probably not enough to trigger an election any time soon.

# First Preference Vote Intention – 9<sup>th</sup> July 2017

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)

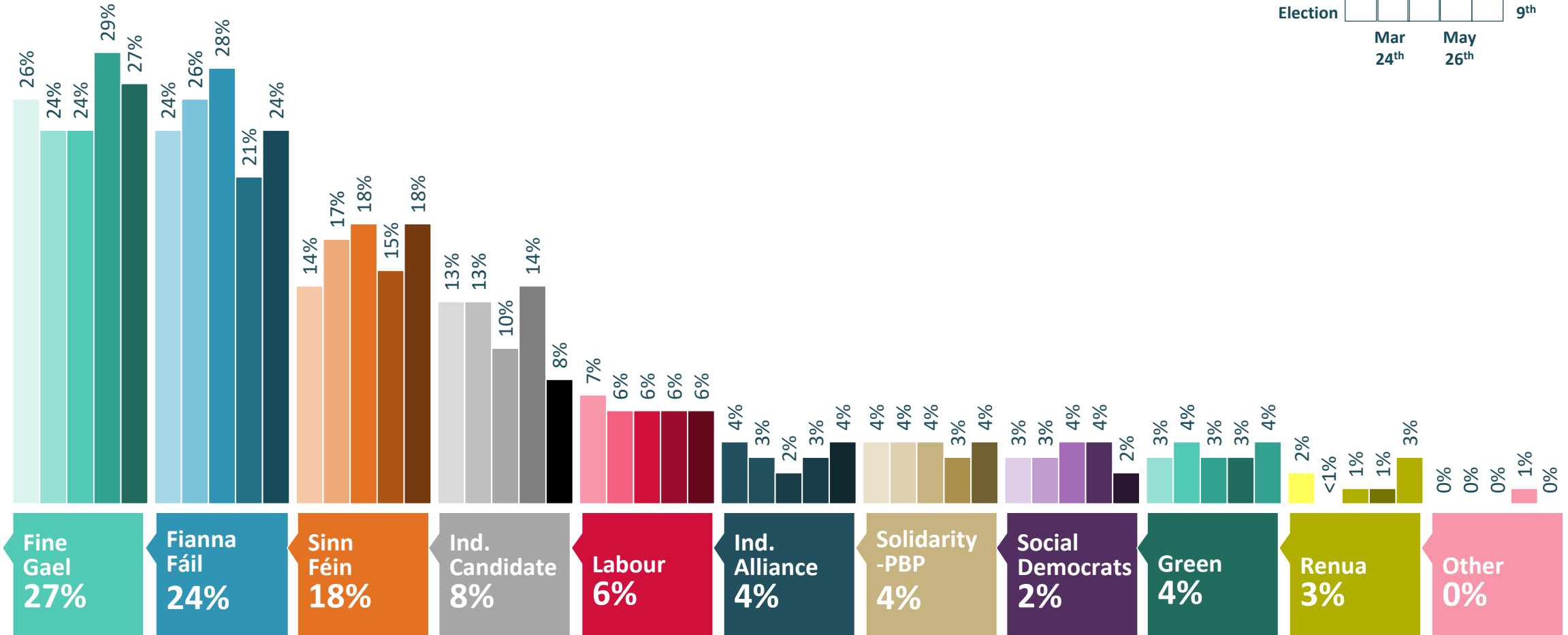
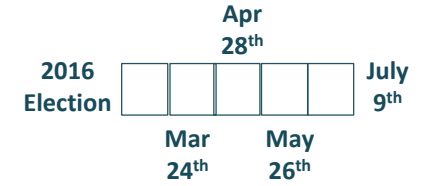
(Base: All adults 18+ who will vote)



# First Preference Vote Intention – July '17

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)

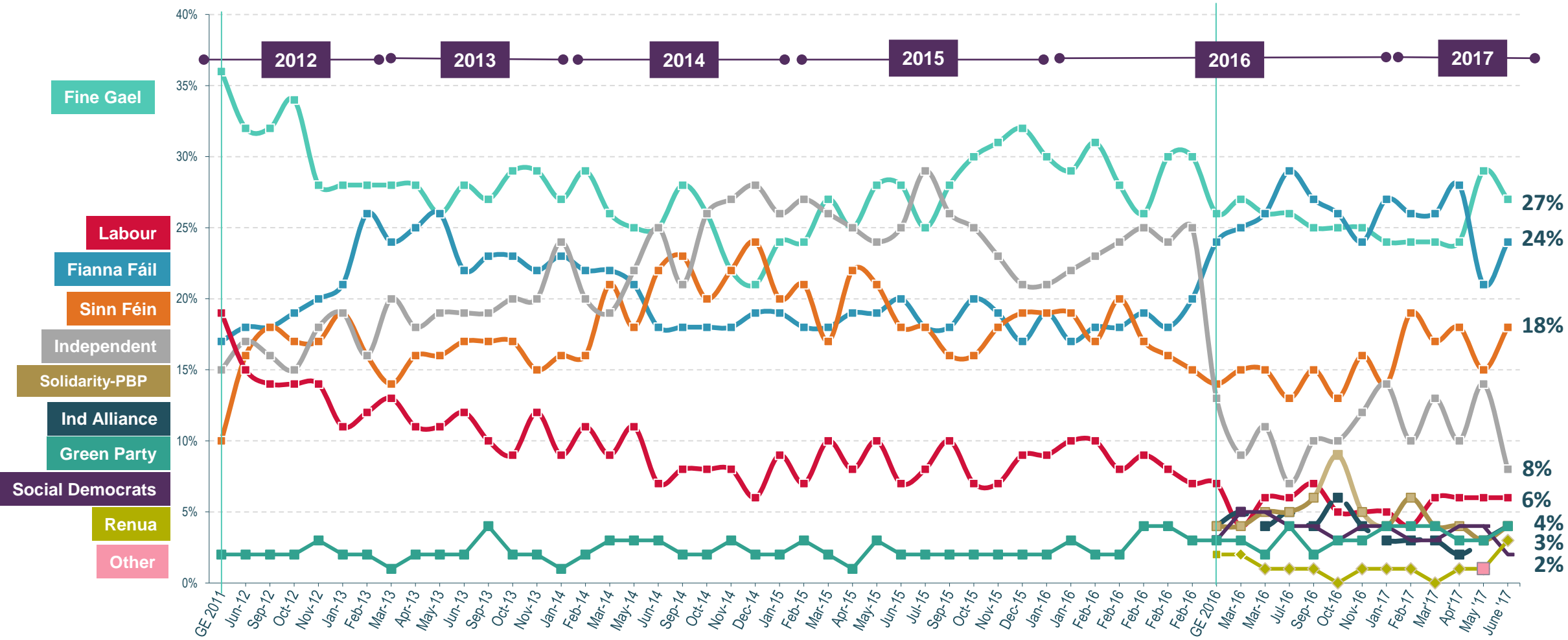
(Base: All adults 18+ who will vote)



# First Preference Vote Intention – 2012-2017

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)

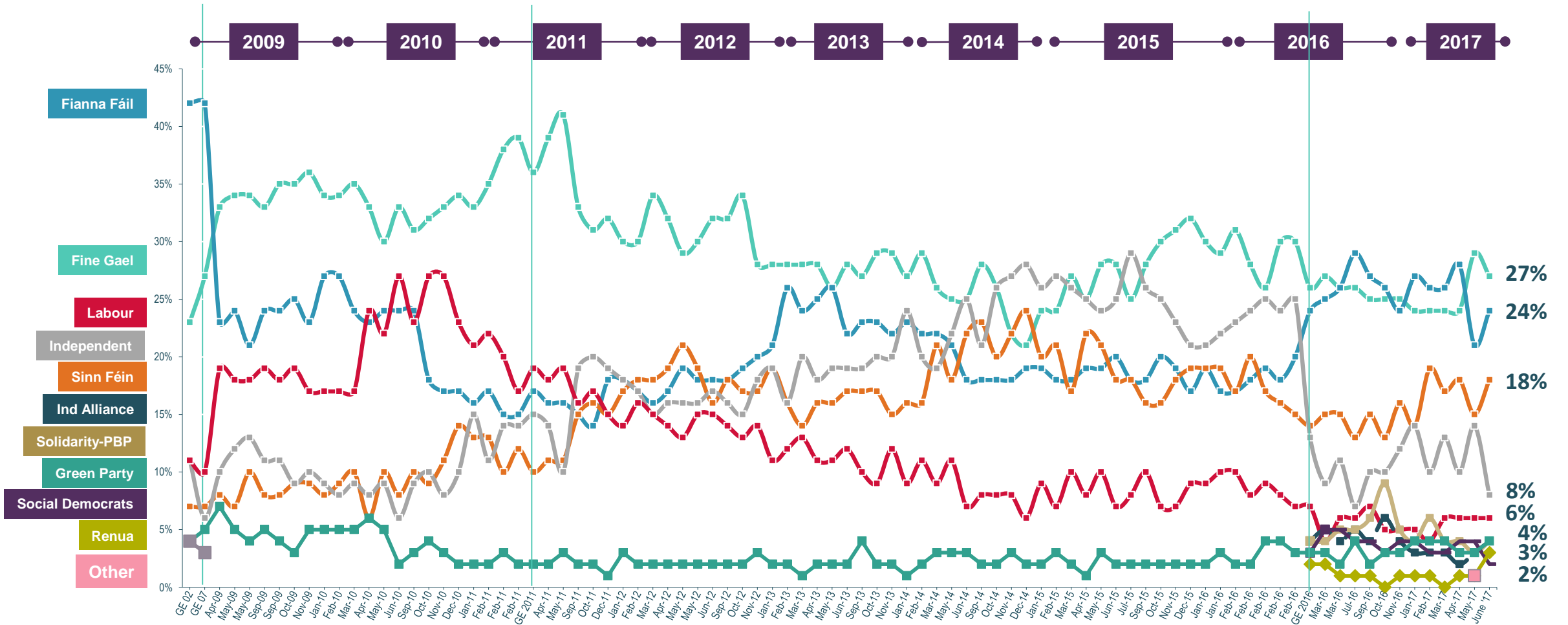


Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

# First Preference Vote Intention – 2009 to 2017

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 Solidarity-PBP, Social Democrats & Renua separately

**THANK  
YOU**

**REDC**