



**The Sunday
Business Post**

General Election Opinion Poll

November 2017



Methodology and Weighting

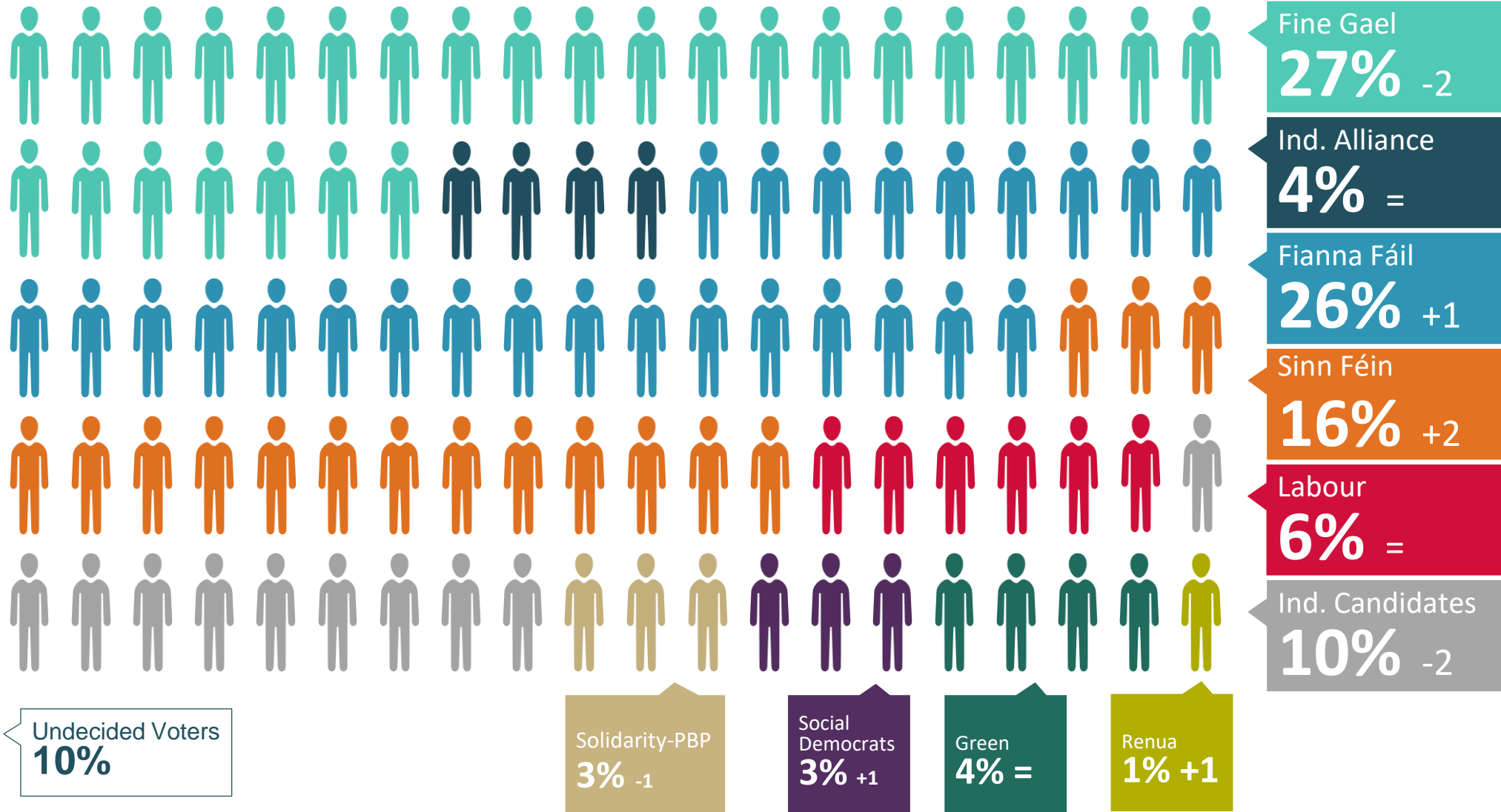
- ✓ RED C interviewed a random sample of 1,004 adults aged 18+ by telephone between the 20th-24th November 2017.
- ✓ A random digit dial (RDD) method is used to ensure a random selection process of households to be included – this also ensures that ex-directory households are covered.
- ✓ Half of the 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.



First Preference Vote Intention – 26th November 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)

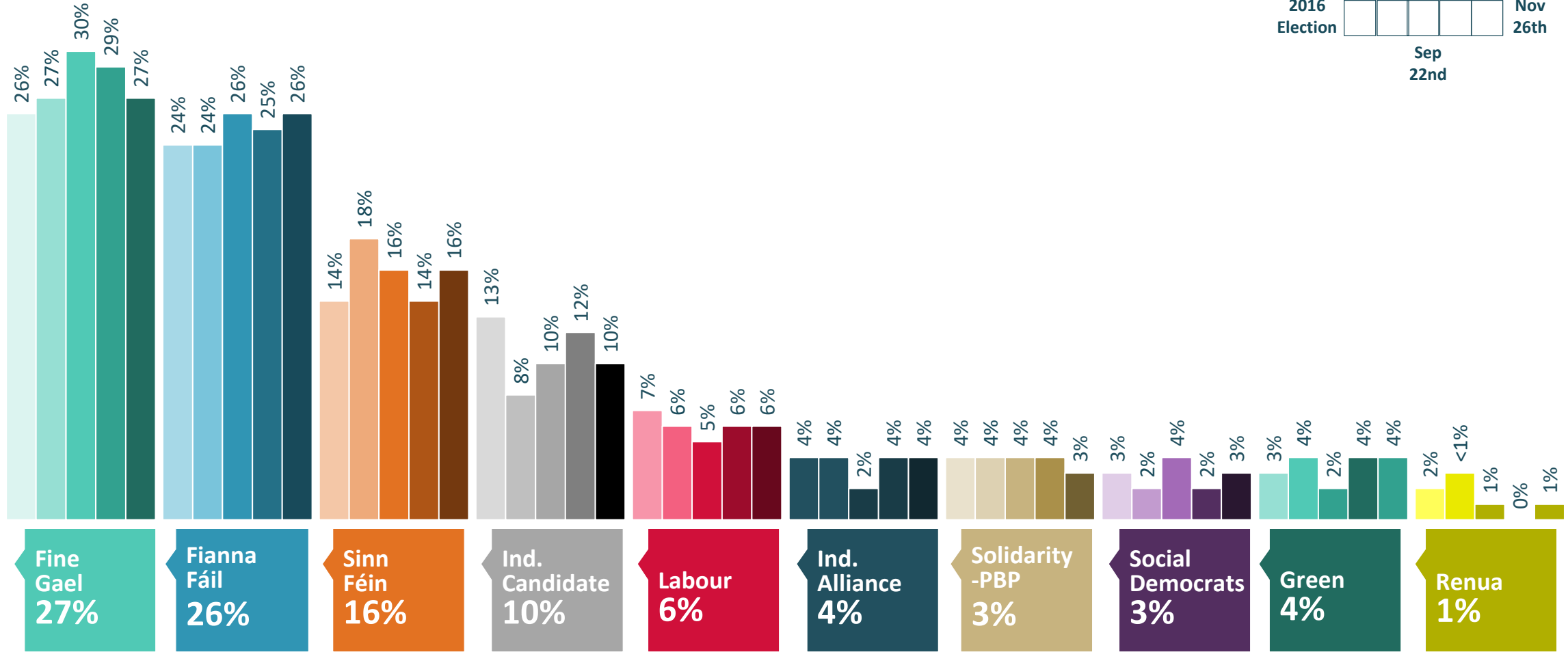
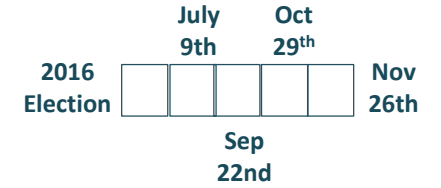
(Base: All adults 18+ who will vote)



First Preference Vote Intention – November '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)



Voting Intention x Demographics

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)

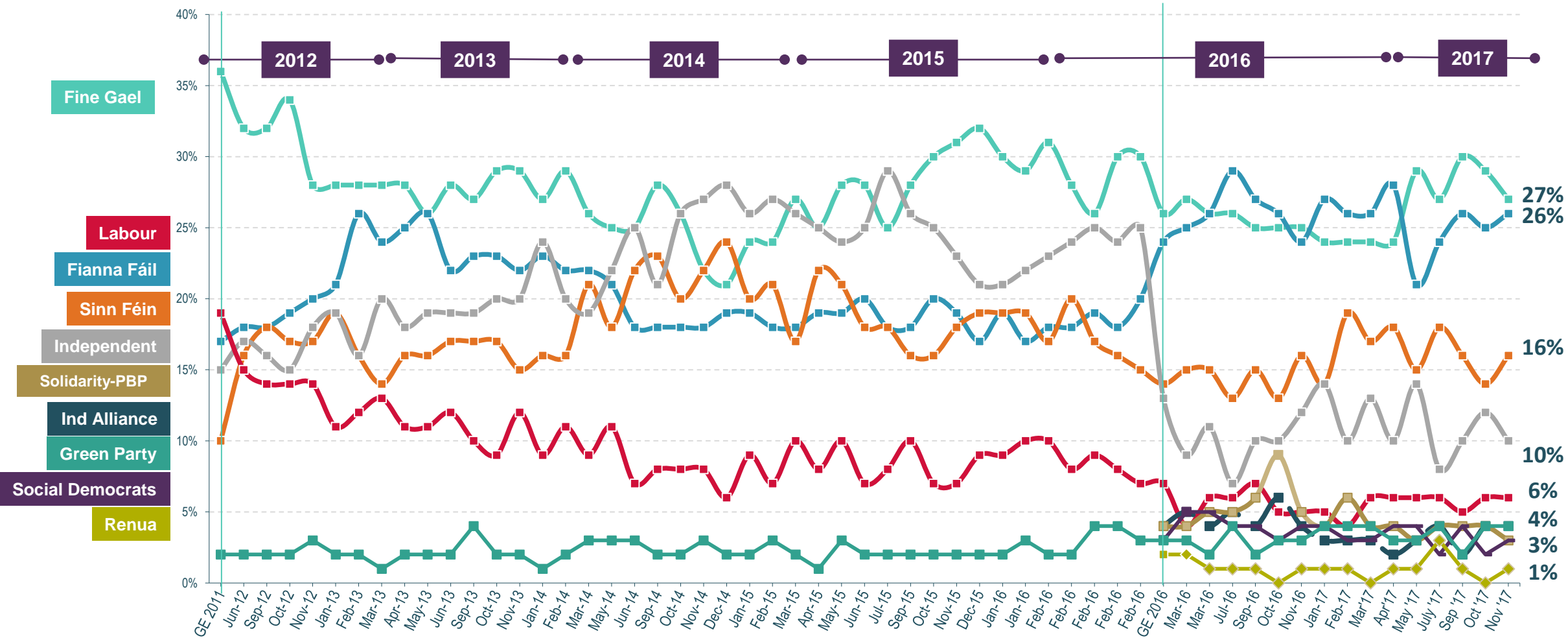
	Gender		Age			Social Class			Region				
	Total (n=701)	Male (n=352)	Female (n=349)	18-34 (n=160)	35-54 (n=294)	55+ (n=247)	ABC1 (n=314)	C2DE (n=333)	F (n=50)	Dublin (n=188)	ROL (n=178)	Munster (n=204)	Conn/ Ulster (n=132)
Fianna Fail	26%	26%	26%	16%	25%	33%	22%	30%	23%	17%	38%	23%	29%
Fine Gael	27%	22%	33%	24%	26%	31%	28%	24%	40%	22%	32%	28%	27%
Labour	6%	7%	4%	6%	6%	5%	8%	4%	2%	6%	6%	8%	1%
Sinn Fein	16%	19%	13%	19%	19%	11%	12%	22%	6%	23%	11%	10%	21%
Green Party	4%	5%	2%	4%	5%	1%	5%	2%	3%	6%	1%	5%	2%
Independent Alliance Candidate	4%	4%	4%	3%	4%	5%	3%	4%	7%	5%	1%	6%	2%
Solidarity - People Before Profit (Solidarity-PBP)	3%	4%	3%	10%	3%	0	5%	3%	-	8%	1%	3%	1%
Other Independent Candidate	10%	9%	11%	8%	10%	12%	10%	9%	15%	6%	8%	13%	14%
Renua	1%	1%	1%	-	1%	1%	2%	0	-	1%	-	0	3%
Social Democrats	3%	3%	3%	10%	1%	1%	5%	2%	4%	6%	2%	4%	0

Please note higher margin of error when looking at sample size within demographic breakdowns.

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)

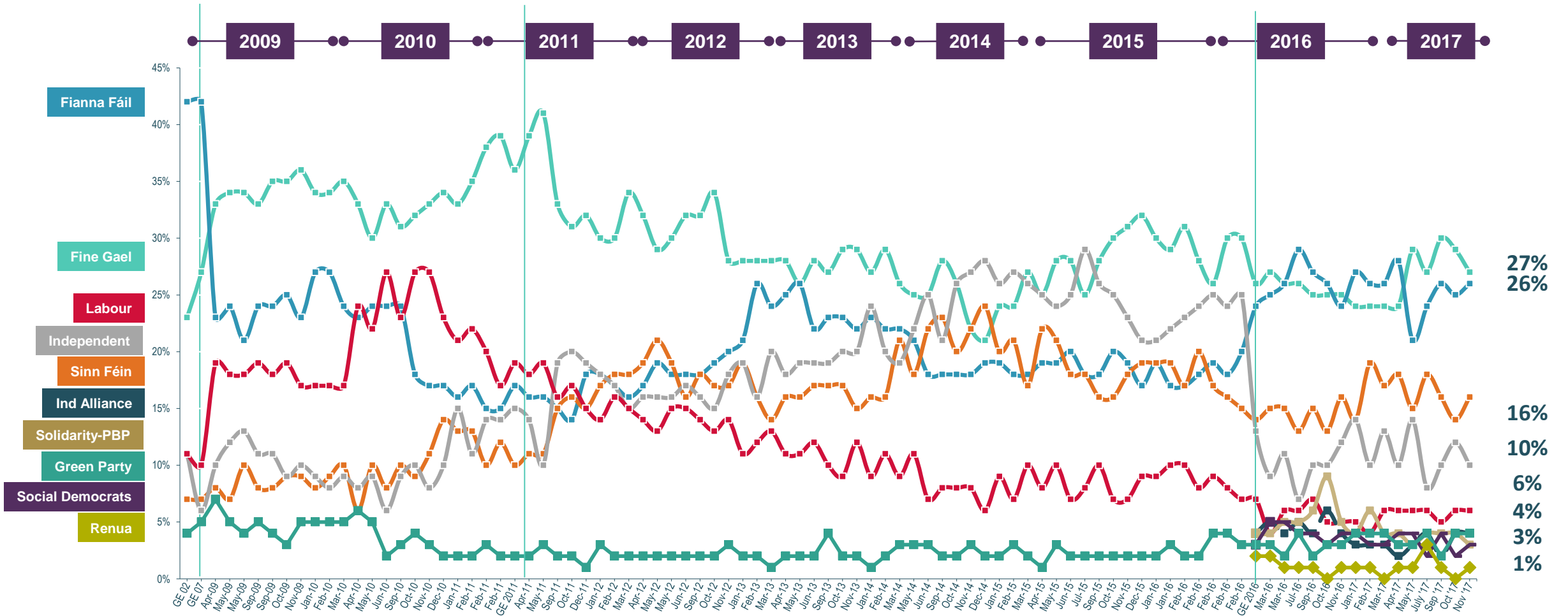


Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

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)

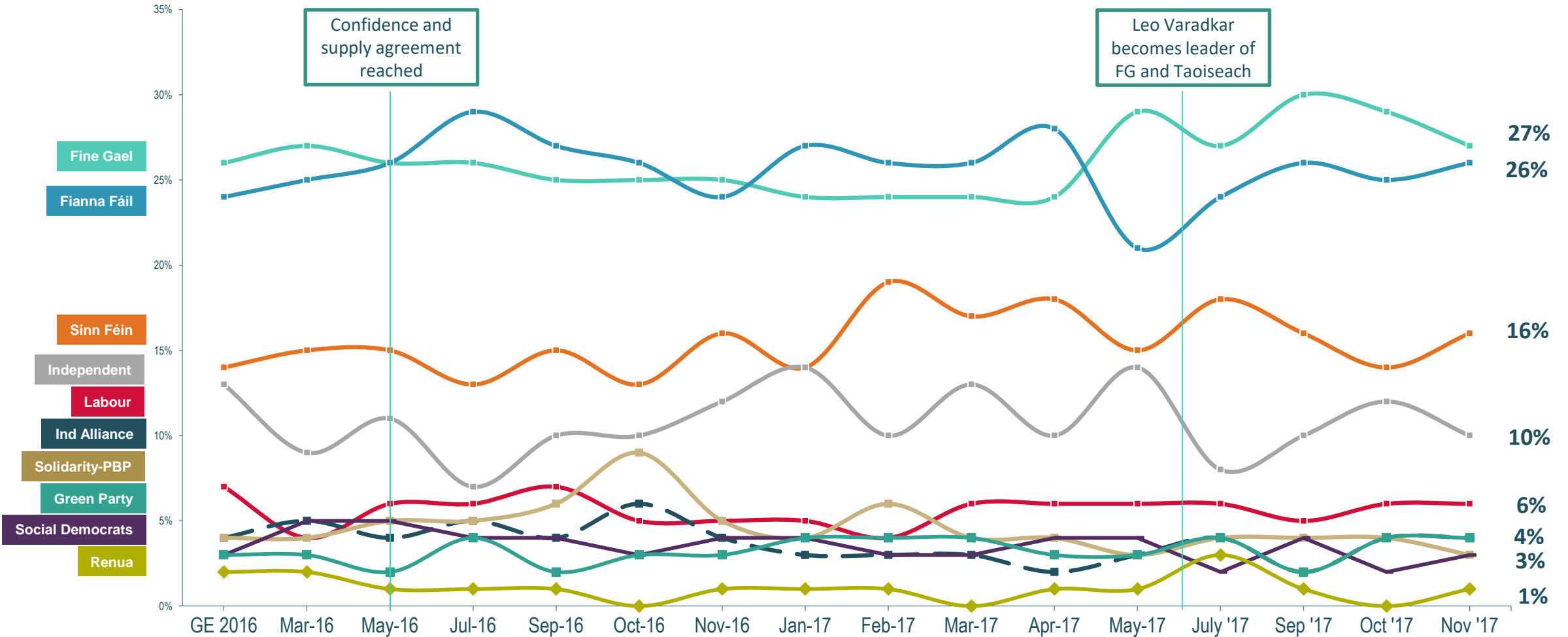


Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

First Preference Vote Intention – Since GE 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)



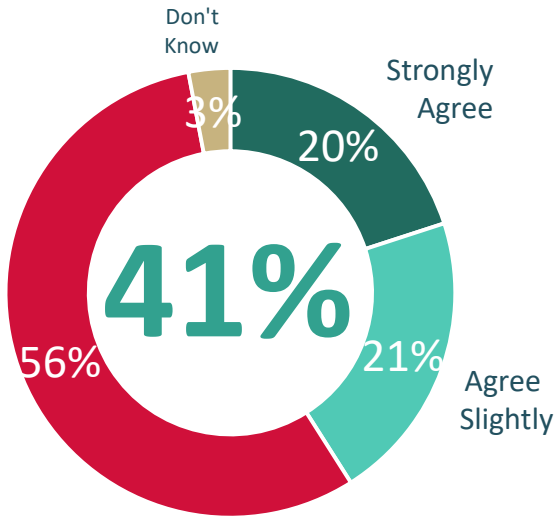


Likely Impact if Mary Lou
McDonald Becomes New
leader of Sinn Féin

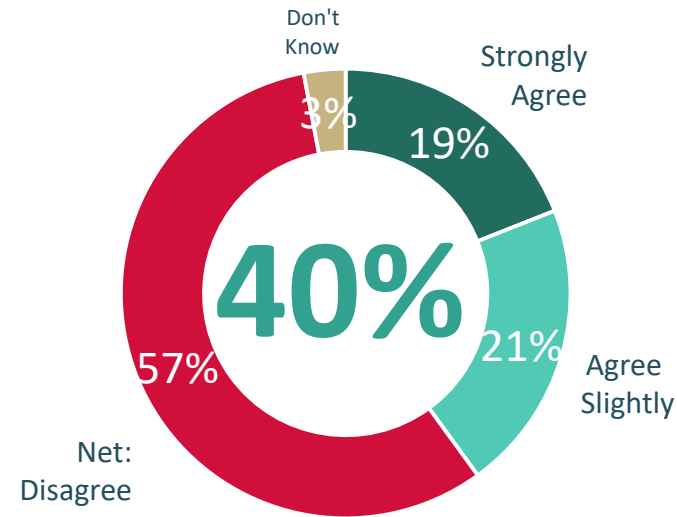
Impact if Mary Lou McDonald Takes over As Sinn Fein Leader.

This weekend Gerry Adams leader of Sinn Fein announced that he would step down as leader in 2018. The most likely candidate to lead the party is the current deputy leader Mary Lou McDonald. How much do you agree or disagree with each of the following statements other people have made were she to become leader...

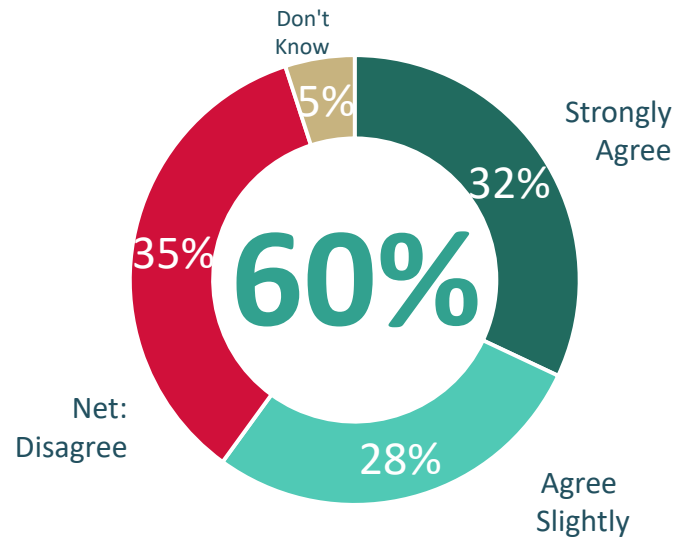
I would be more likely to vote for Sinn Fein



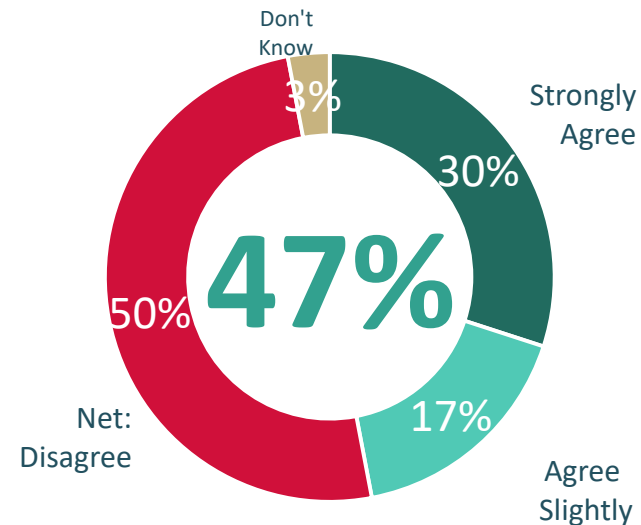
I would be happy for Sinn Fein to be in Government



Gerry Adams will still be running things behind the scenes

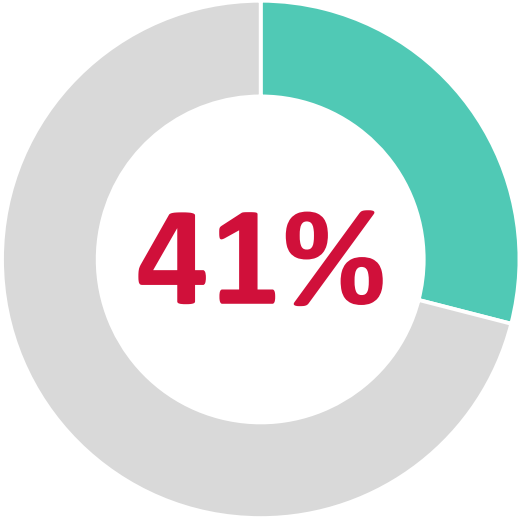


I don't trust Sinn Fein whoever is leader

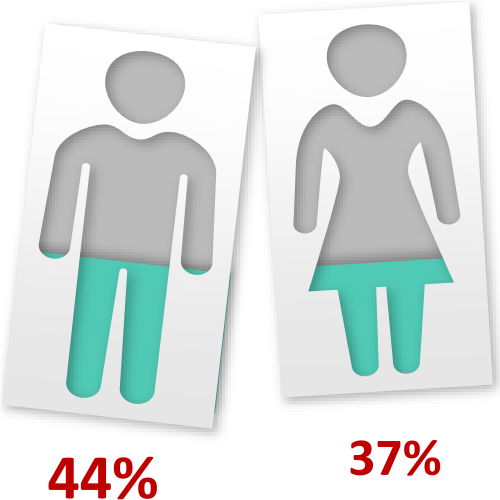


Impact If Mary Lou Leads SF; I would be more likely to vote for Sinn Fein - % Agree

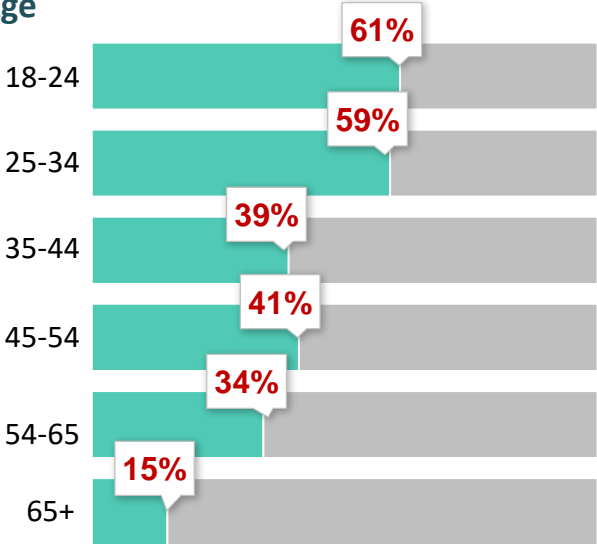
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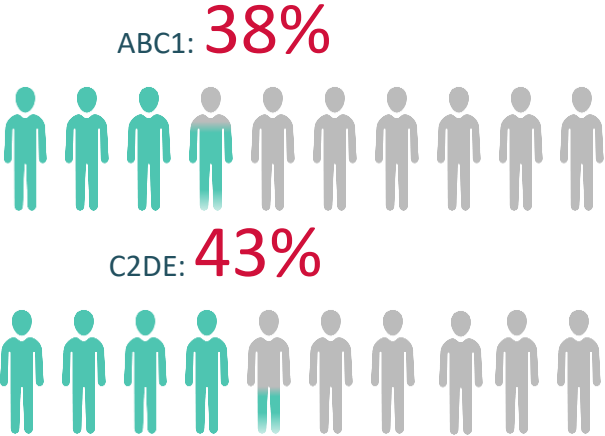
Gender



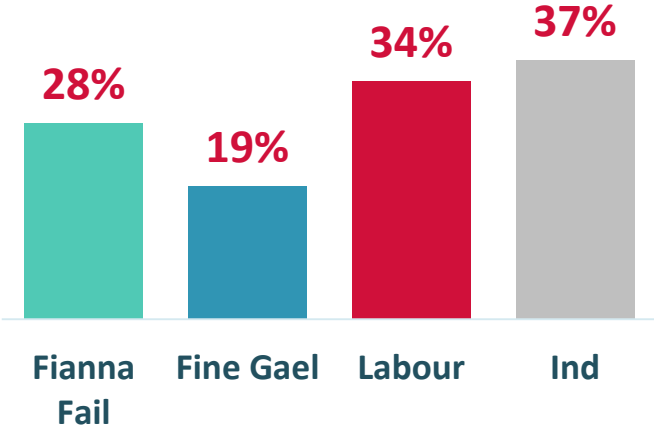
Age



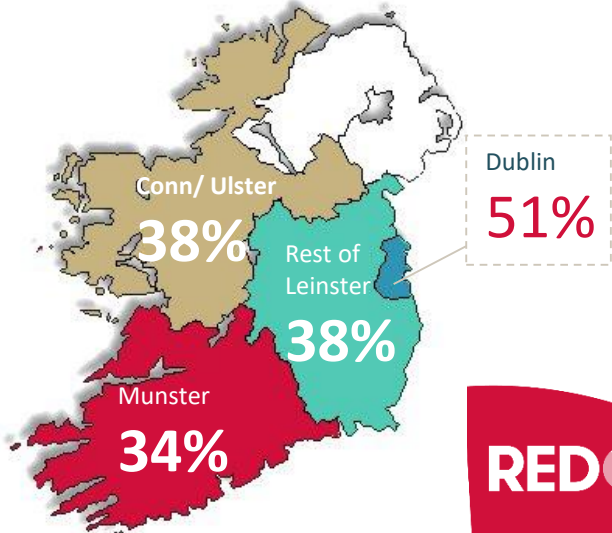
Social Class



Party Support

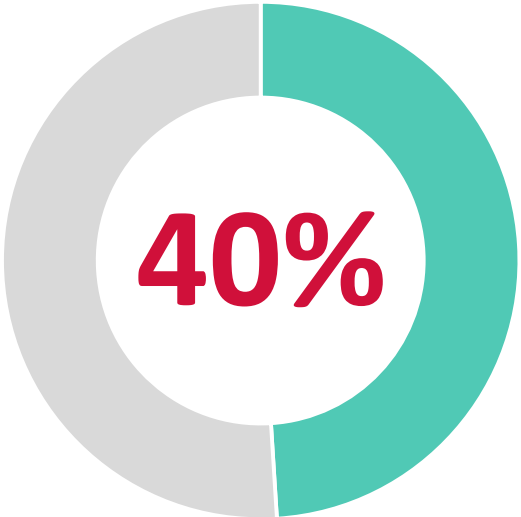


Region

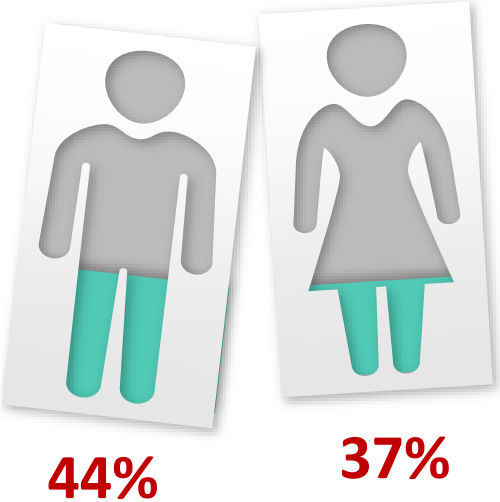


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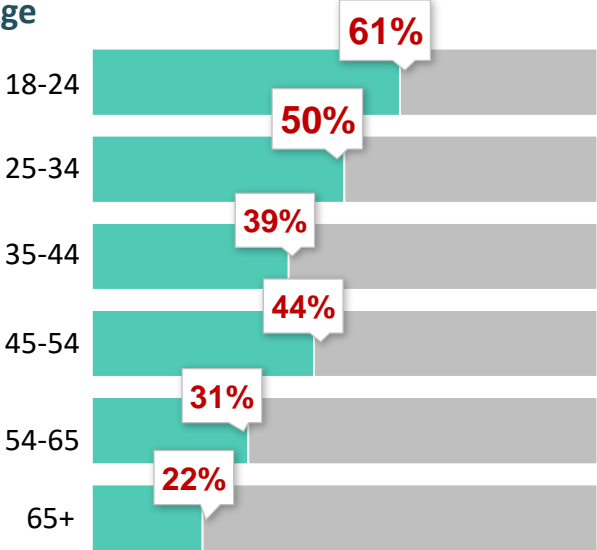
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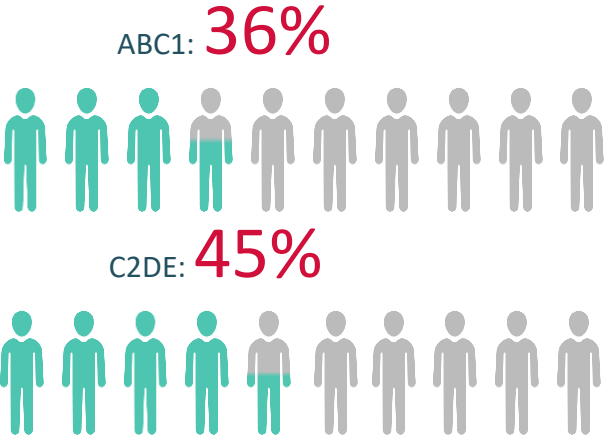
Gender



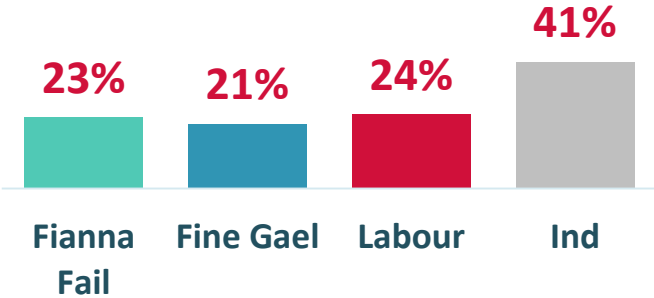
Age



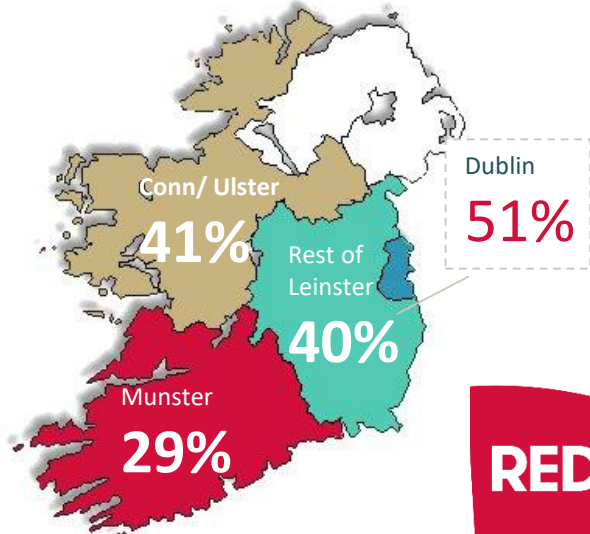
Social Class



Party Support

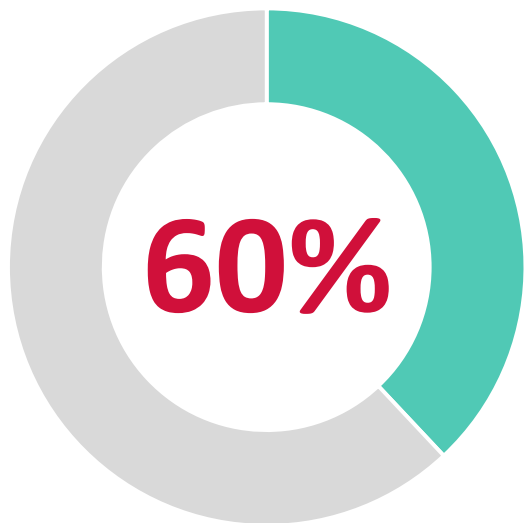


Region

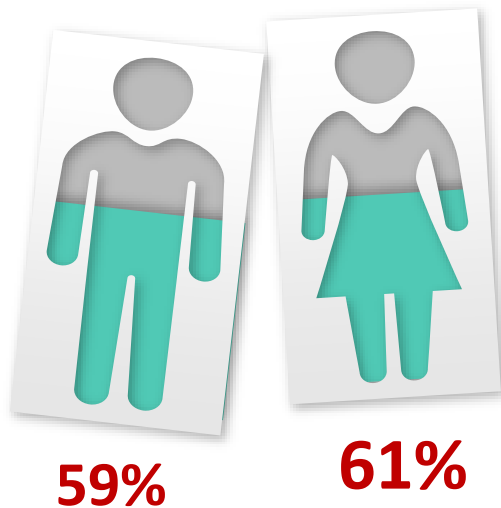


Impact If Mary Lou Leads SF; Gerry Adams will still be running things behind the scenes - % Agree

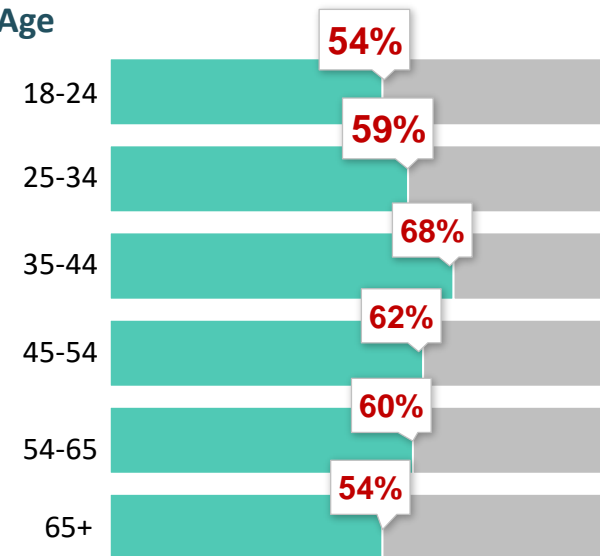
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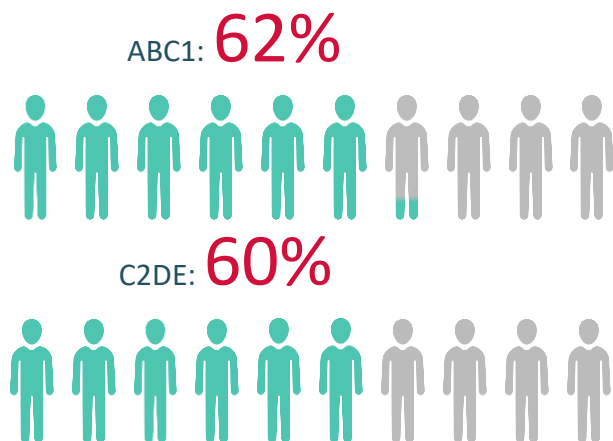
Gender



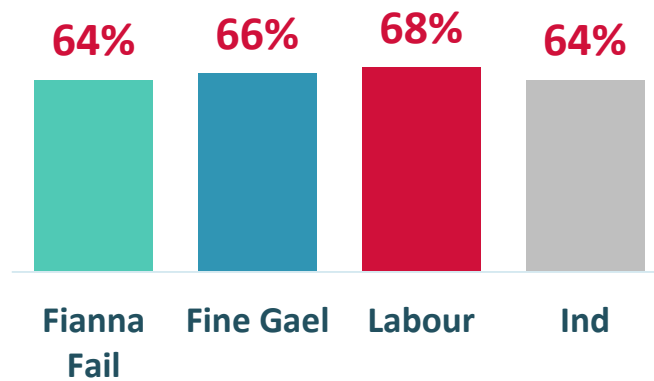
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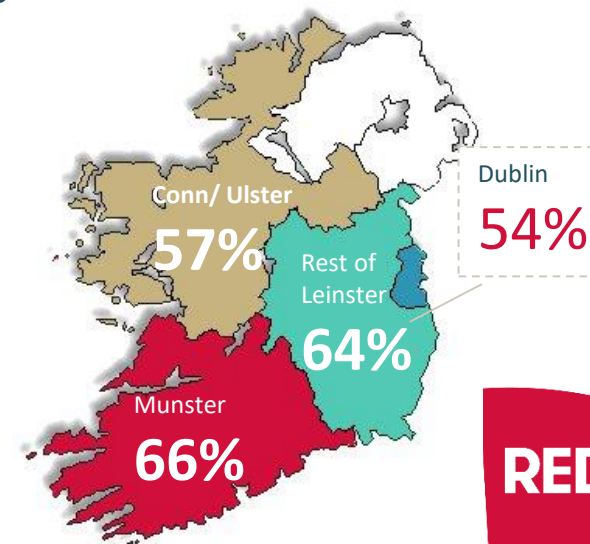
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Party Support

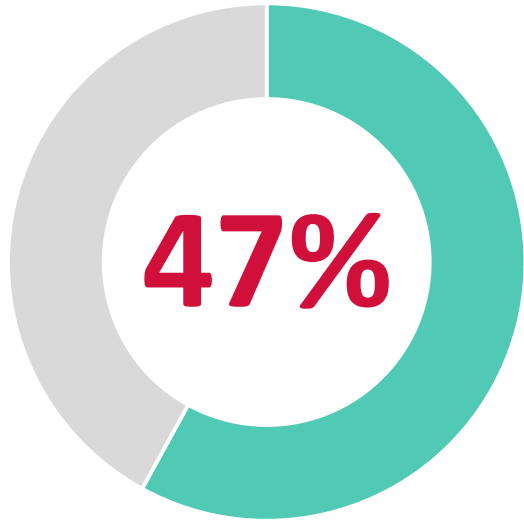


Region

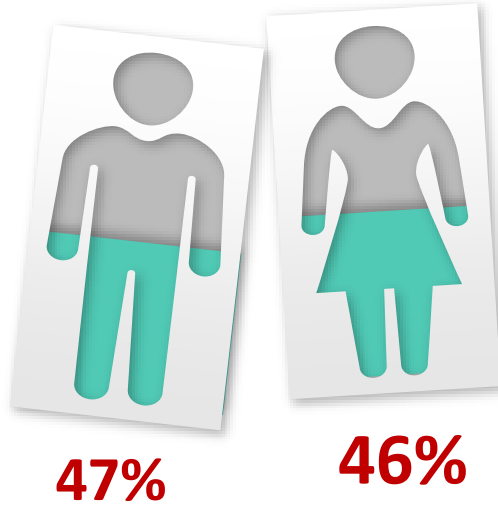


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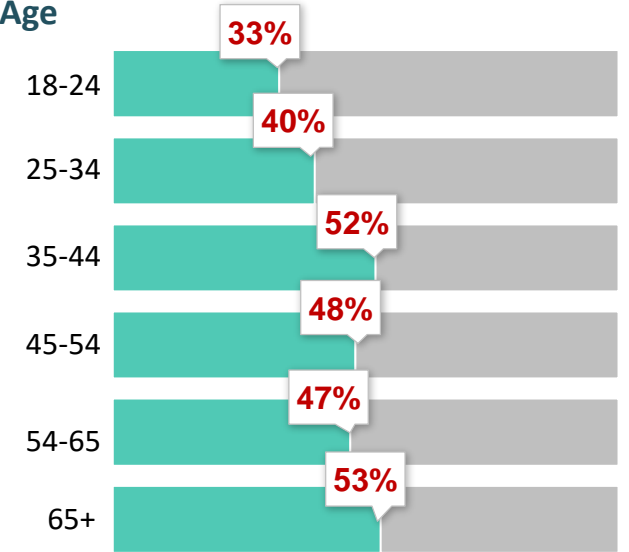
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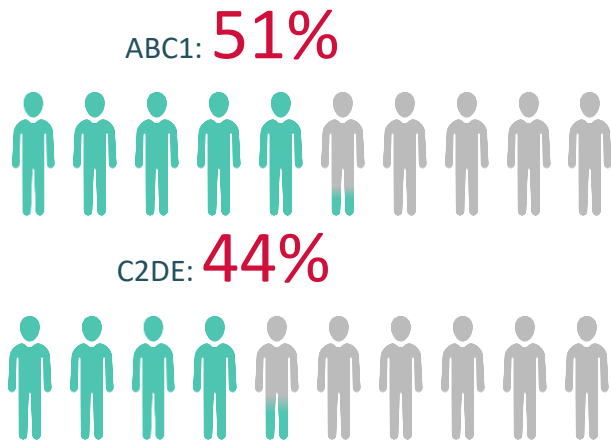
Gender



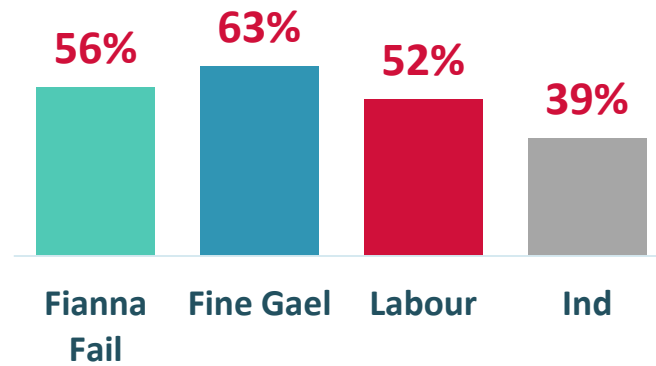
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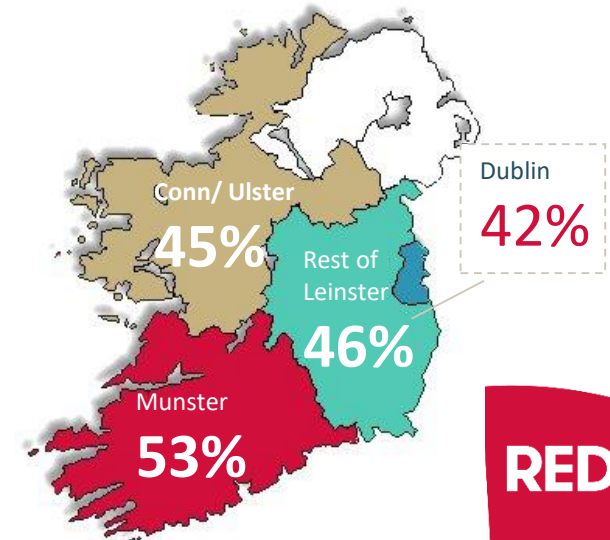
Social Class



Party Support



Region



**THANK
YOU**

REDC