General Election & Attitudes Towards Brexit Opinion Poll
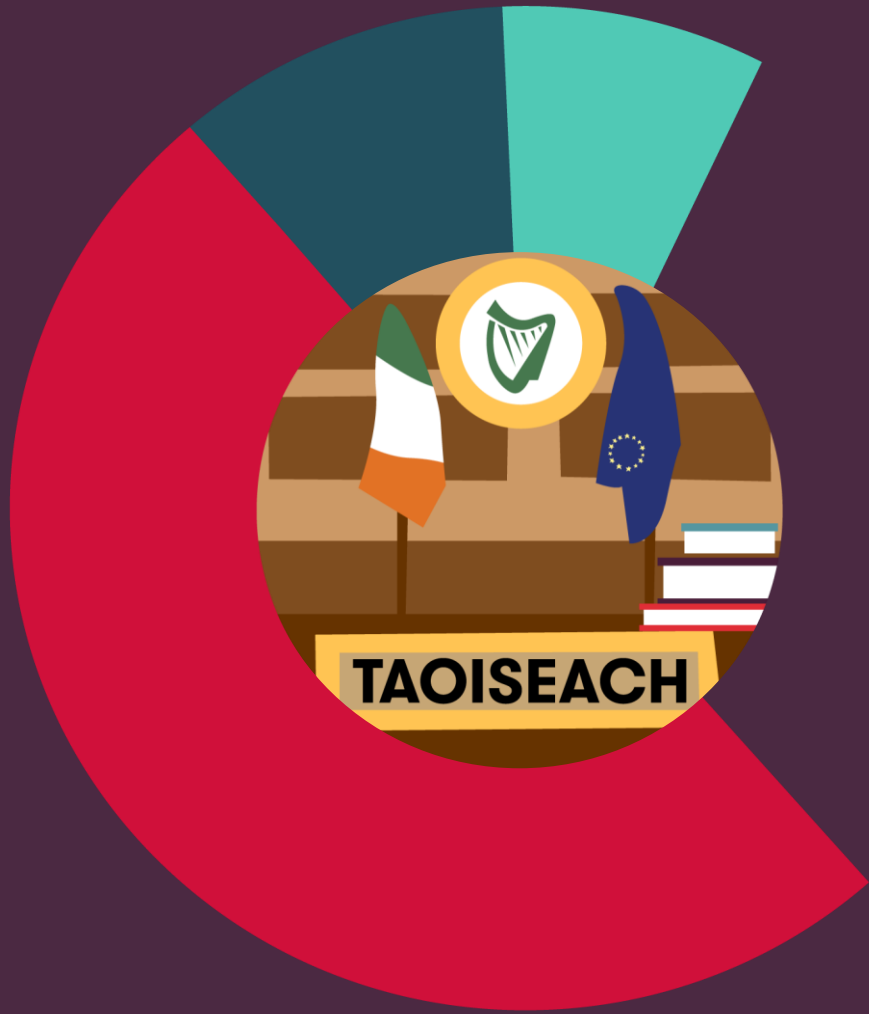
November 2018

The Sunday Business Post

RED C

Methodology and Weighting

/ RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 15th-22th November 2018.

/ 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, compares this to the actual results and weights the data between the two.

/ Vote intention results are weighted based on turnout, including both how likely each respondent is to actually go and vote on a 10 point scale, where 1 is not at all likely and 10 is very likely, as well as whether or not they voted in the last general election.

/ In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

General Election

First Preference Vote Intention – 25th November 2018

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)
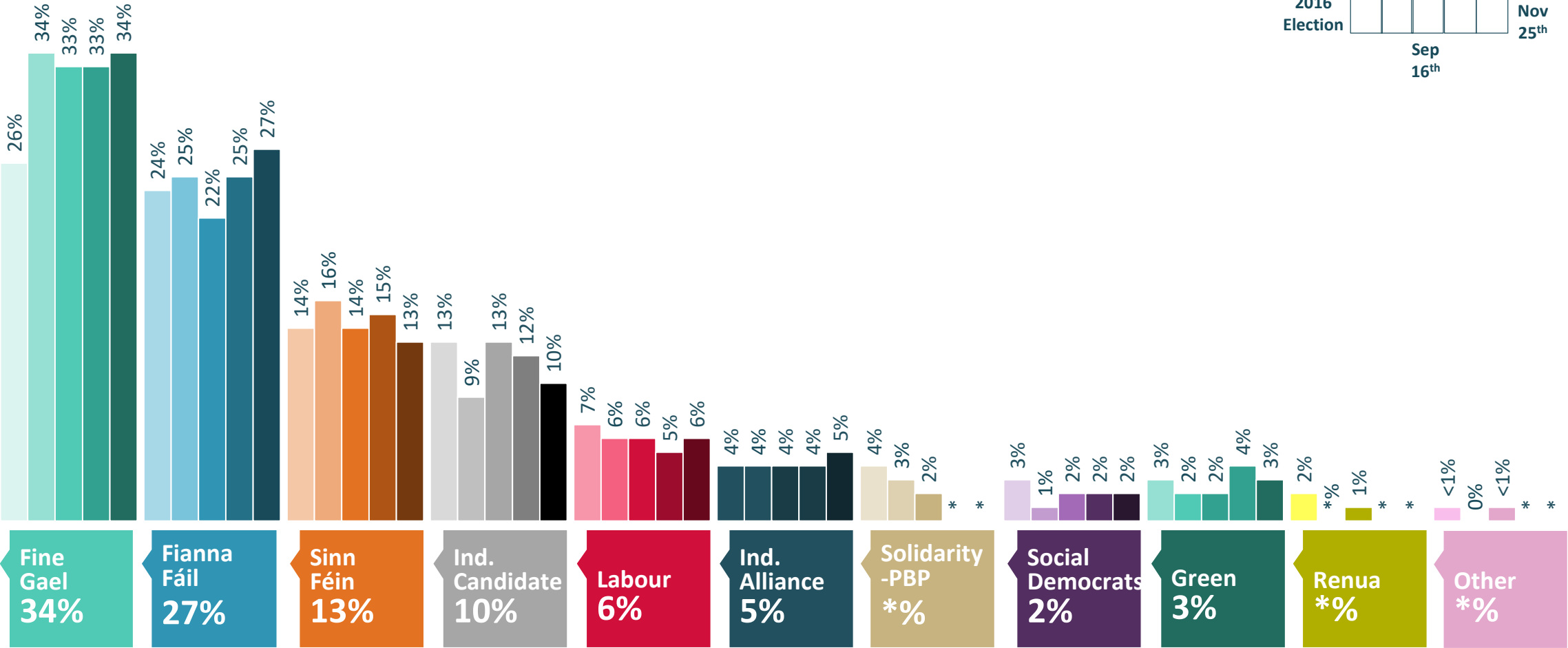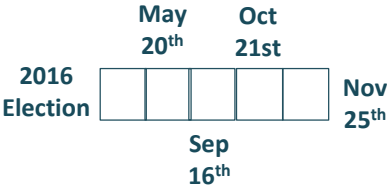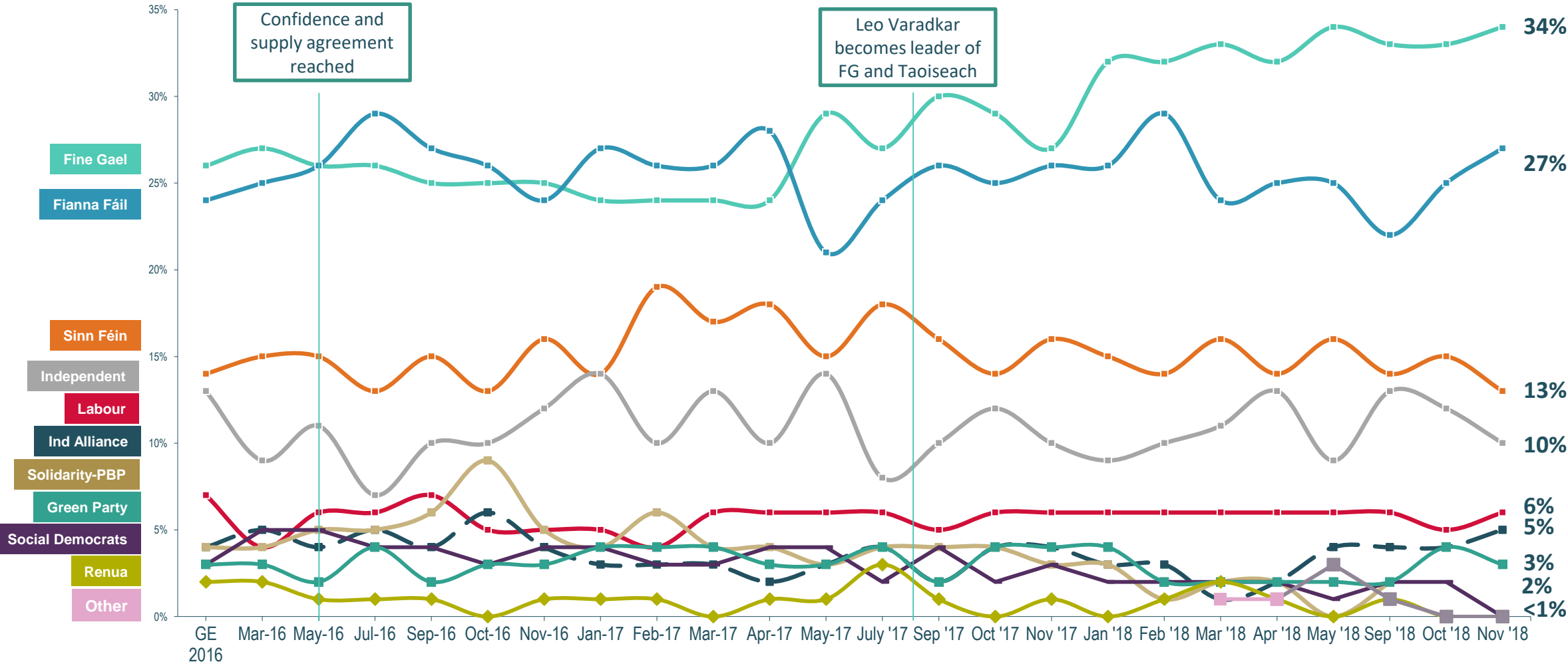
(Base: All adults 18+ who will vote)

Fine Gael
34% +1

Ind. Alliance
5% +1

Fianna Fáil
27% +2

Sinn Féin
13% -2

Labour
6% +1

Ind. Candidates
10% -2

Social Democrats
2% =

Green
3% -1

Undecided Voters
14%

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First Preference Vote Intention – November '18

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)
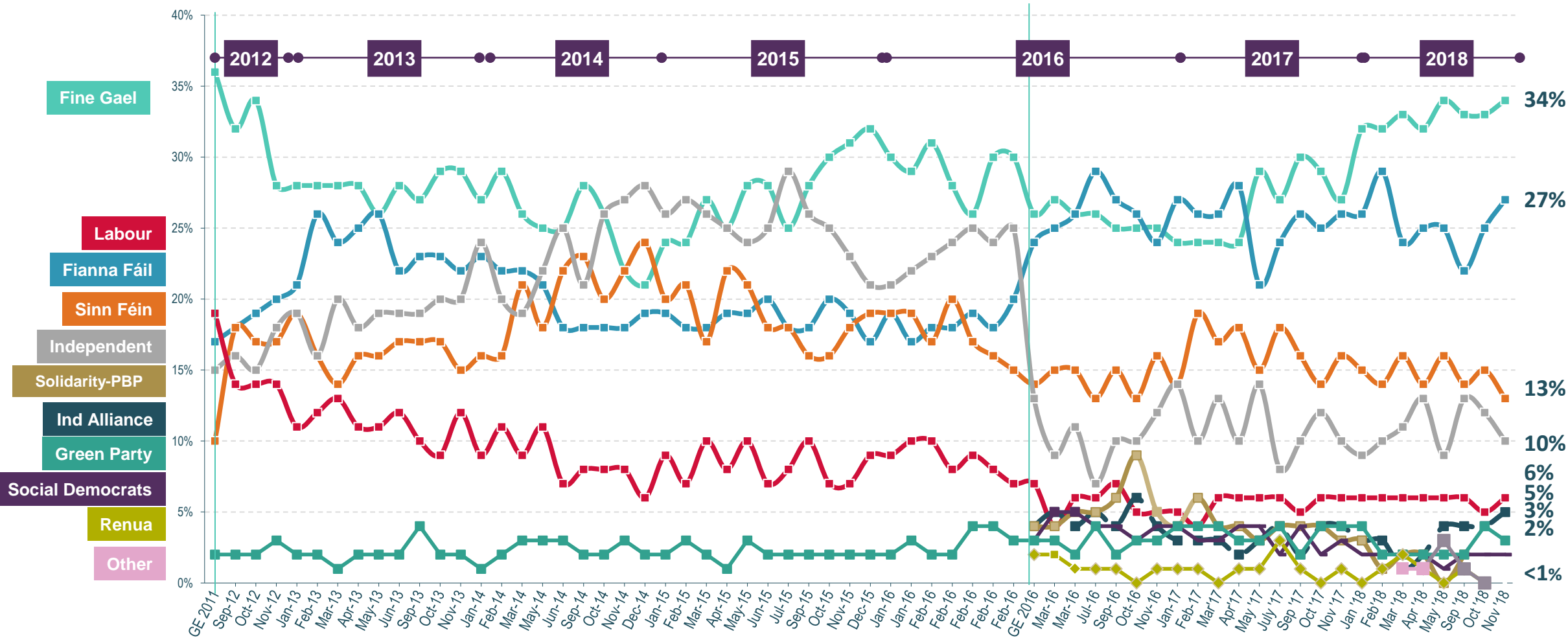
(Base: All adults 18+ who will vote)

First Preference Vote Intention – 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)

First Preference Vote Intention – 2012-2018

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

7

First Preference Vote Intention – 2009 to 2018

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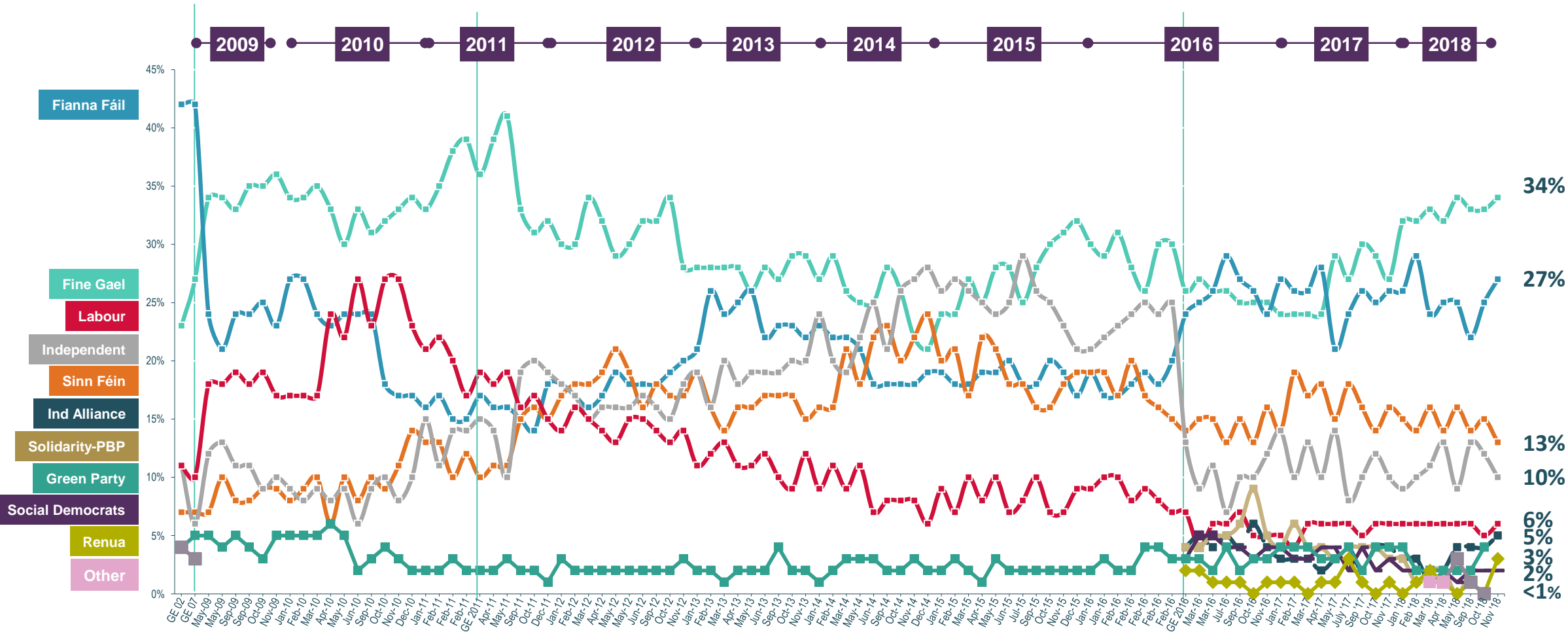
Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately
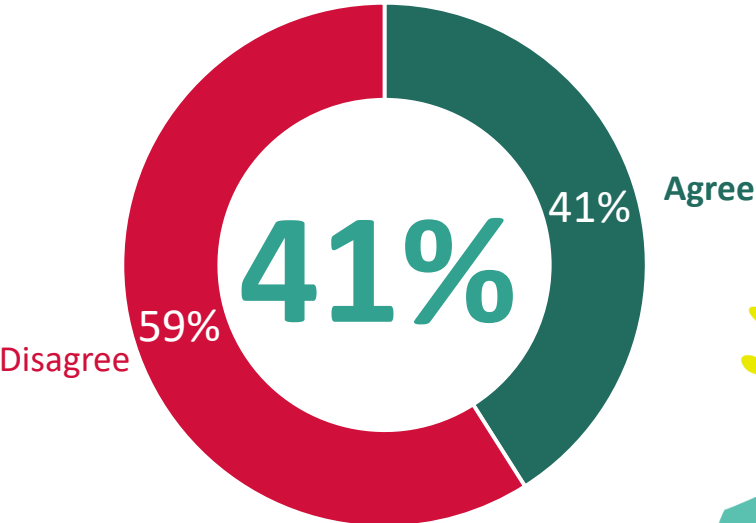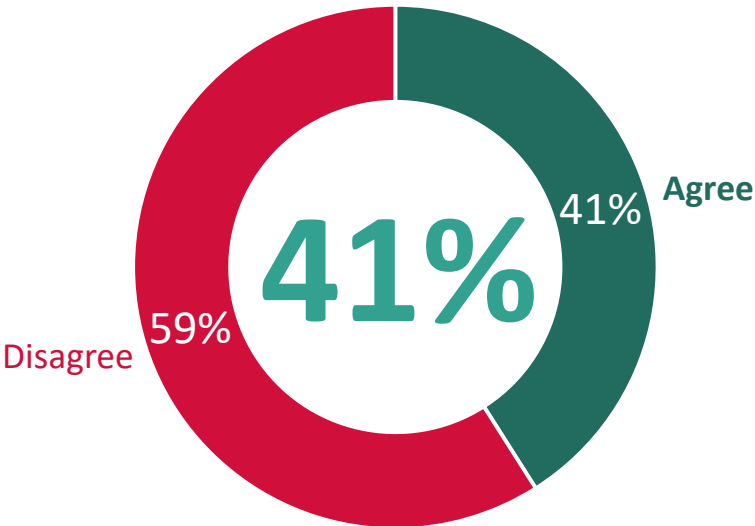
Attitudes Towards Brexit

Attitudes towards Brexit
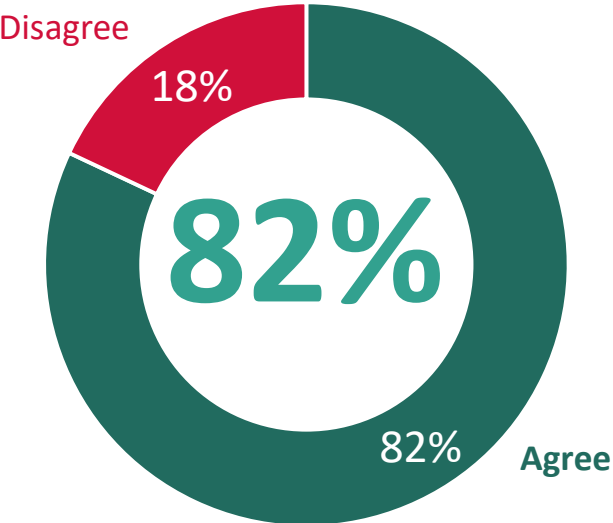
I am worried that Brexit will have a negative impact on Ireland's economy
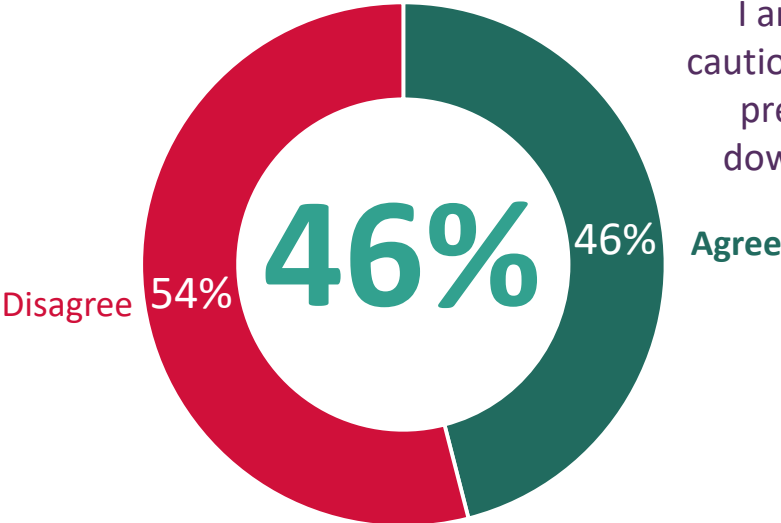
Disagree 18%

82%

82% Agree

I am already being more cautious about my spending in preparation for possible downturn following Brexit

46% 46% Agree

Disagree 54%

I am concerned that Brexit will impact on my job security

41% Agree

41%

Disagree 59%

I have less disposable income today than 3 months ago

41% Agree

41%

Disagree 59%

I am worried that Brexit will have a negative impact on Ireland's economy - % Agree

(Base: All Adults aged 18+ - 1,000)
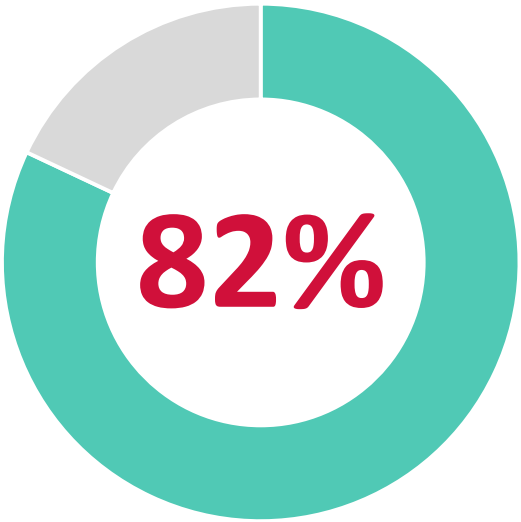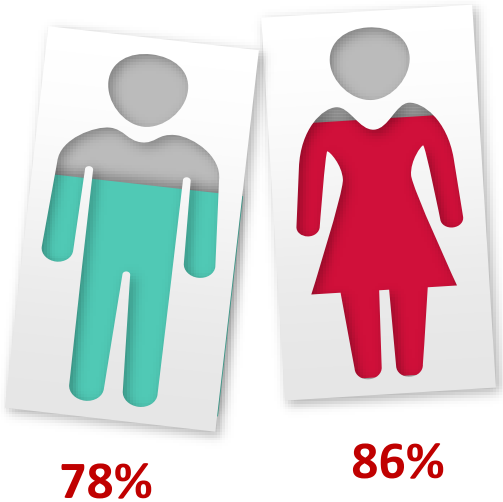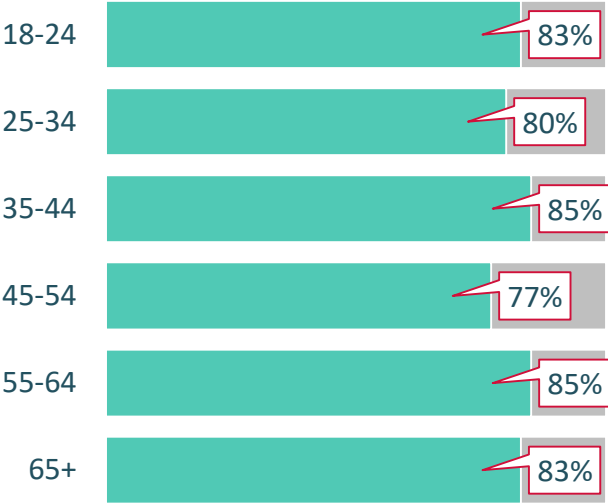
82%

Gender
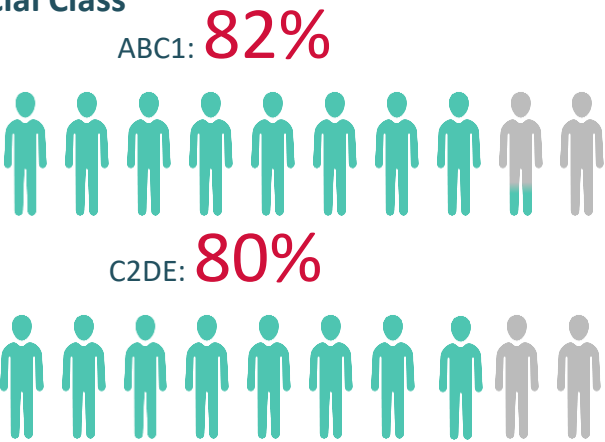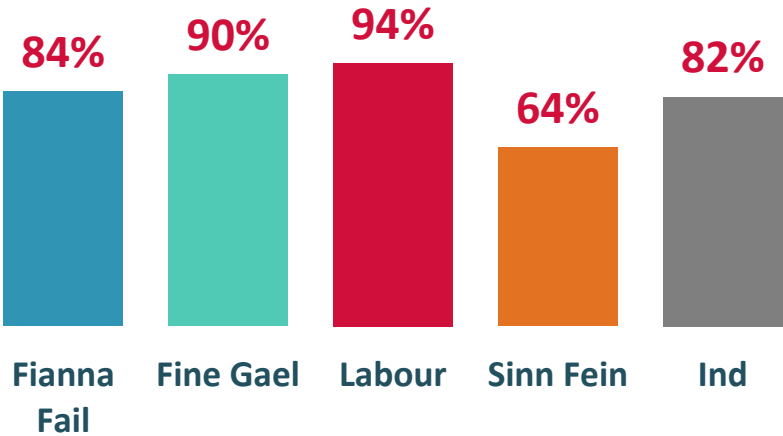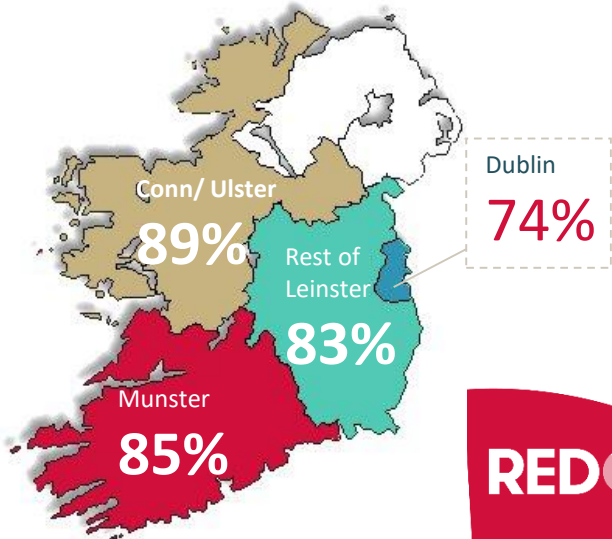
78%   86%

Age

18-24	83%
25-34	80%
35-44	85%
45-54	77%
55-64	85%
65+	83%

Social Class

ABC1: **82%**

C2DE: **80%**

Party Support

Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind
84%	90%	94%	64%	82%

Region

Conn/ Ulster **89%**

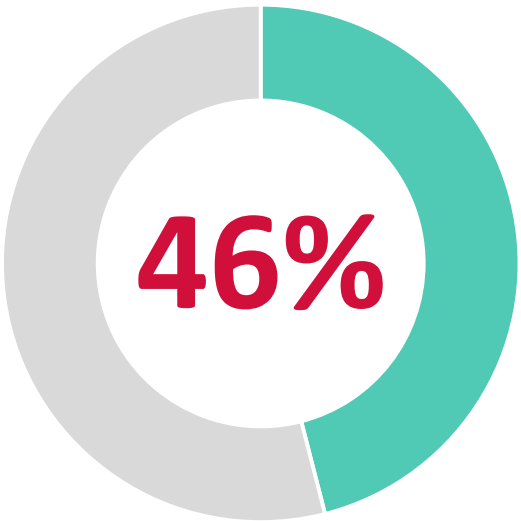Dublin **74%**
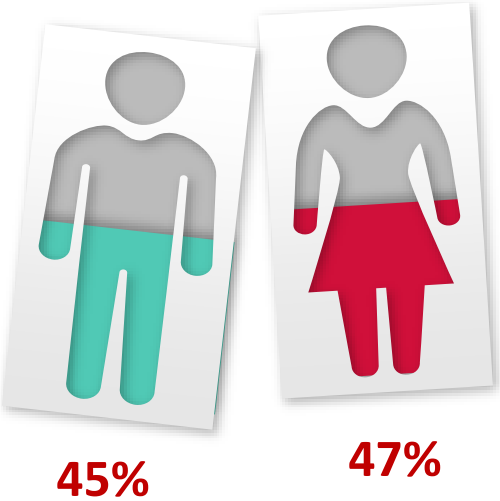
Rest of Leinster **83%**

Munster **85%**

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11

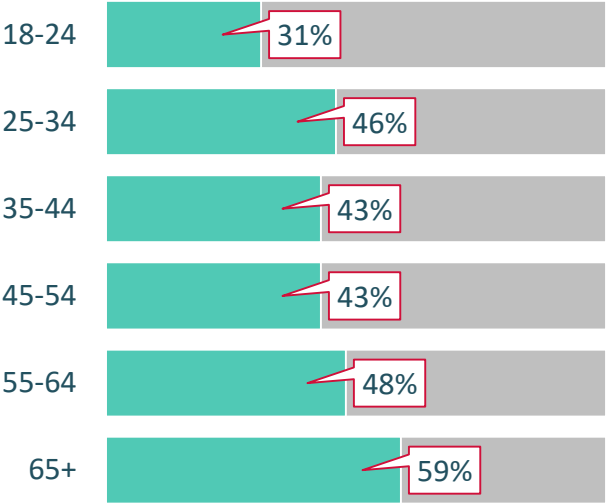# I am already being more cautious about my spending in preparation for possible downturn following Brexit- % Agree
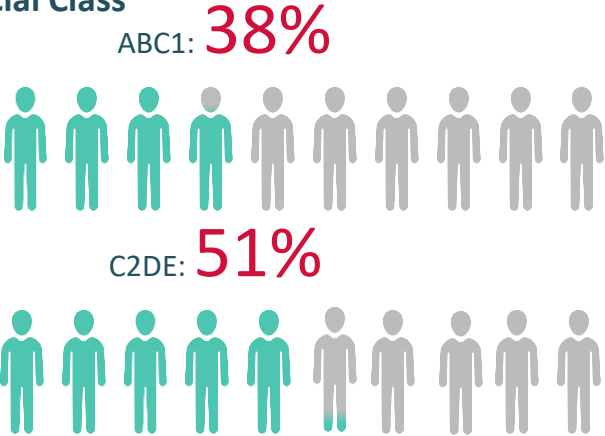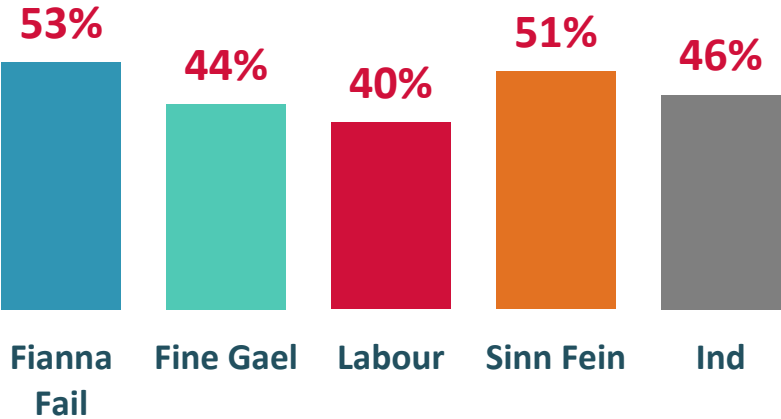
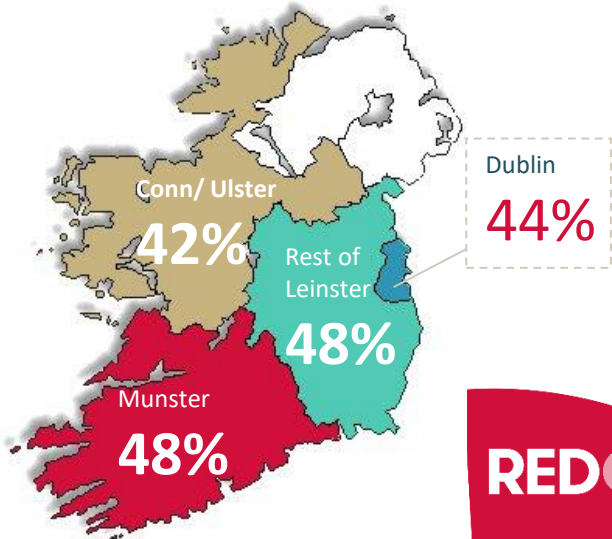(Base: All Adults aged 18+ - 1,000)

46%

Gender

45% 47%

Age

18-24	31%
25-34	46%
35-44	43%
45-54	43%
55-64	48%
65+	59%

Social Class

ABC1: **38%**

C2DE: **51%**

Party Support

Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind
53%	44%	40%	51%	46%

Region

Conn/ Ulster **42%**

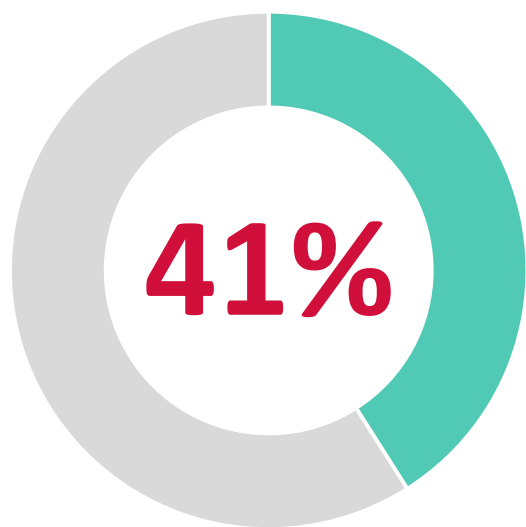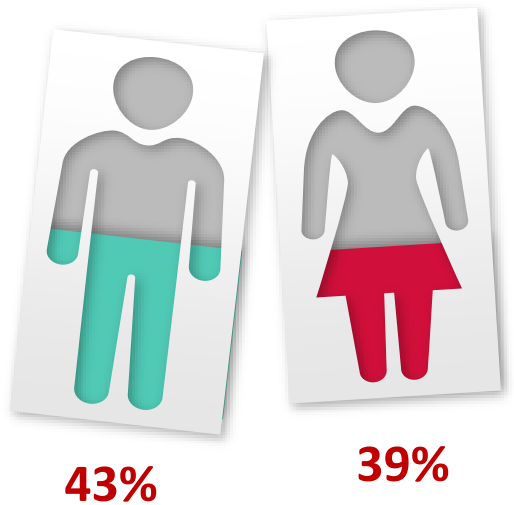Dublin **44%**

Rest of Leinster **48%**

Munster **48%**

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12

I am concerned that Brexit will impact on my job security - % Agree

(Base: All Adults aged 18+ - 1,000)

41%

Gender

43%   39%
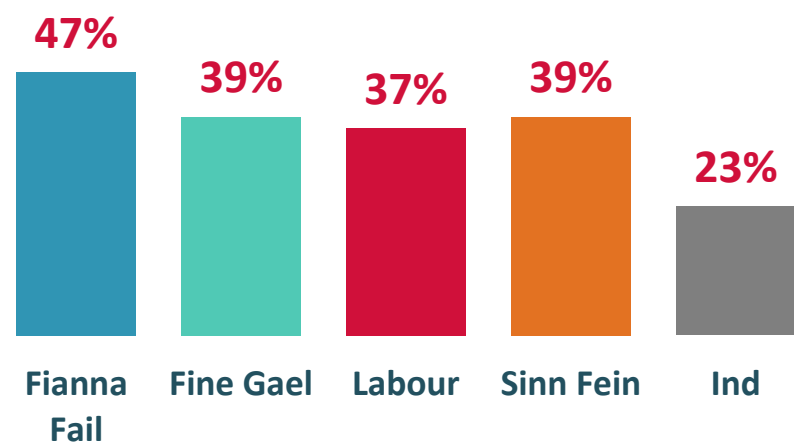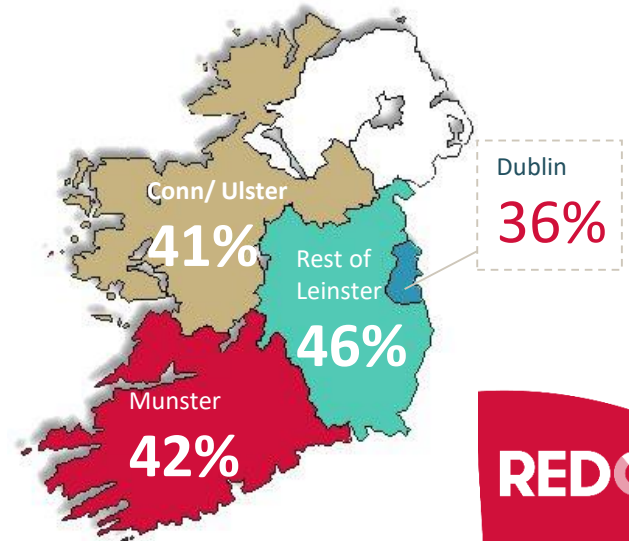
Age

18-24	43%
25-34	41%
35-44	42%
45-54	39%
55-64	48%
65+	35%

Social Class

ABC1: **35%**

C2DE: **44%**

Party Support

Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind
47%	39%	37%	39%	23%

Region

Conn/ Ulster **41%**
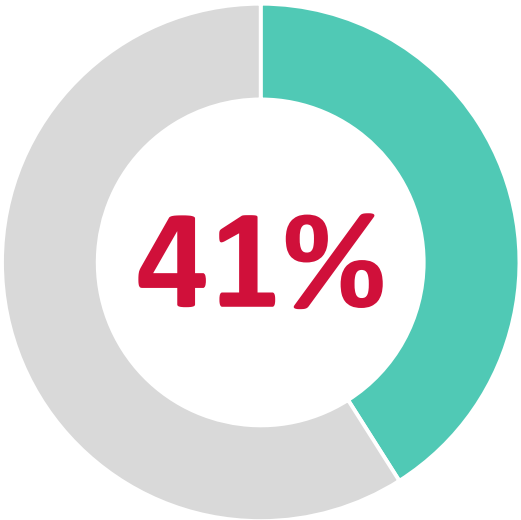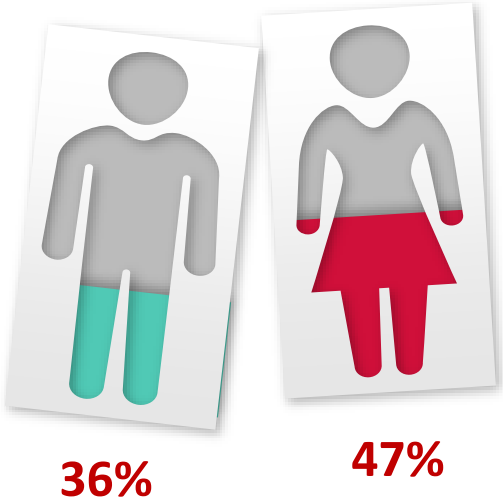
Dublin **36%**

Rest of Leinster **46%**

Munster **42%**
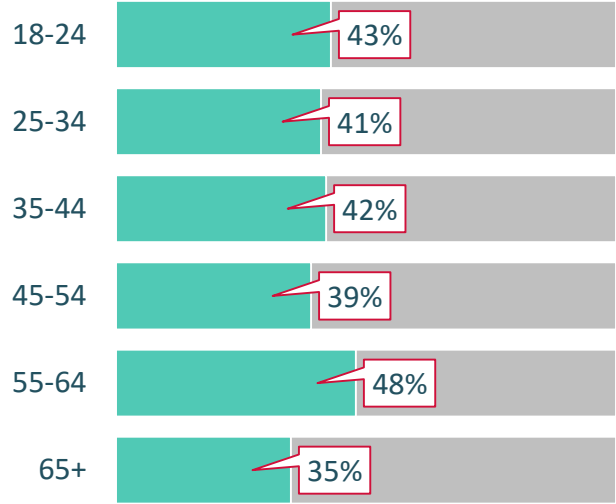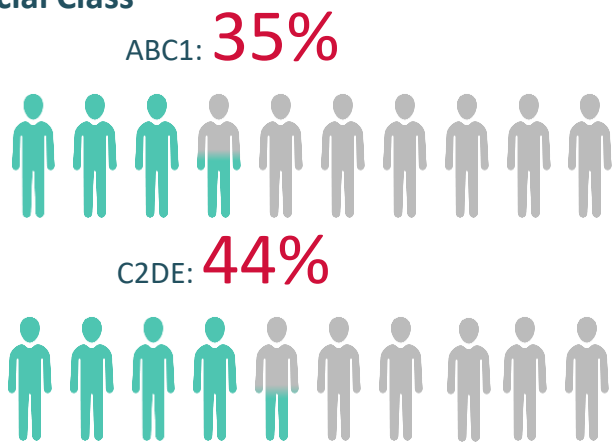
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I have less disposable income today than 3 months ago - % Agree

(Base: All Adults aged 18+ - 1,000)

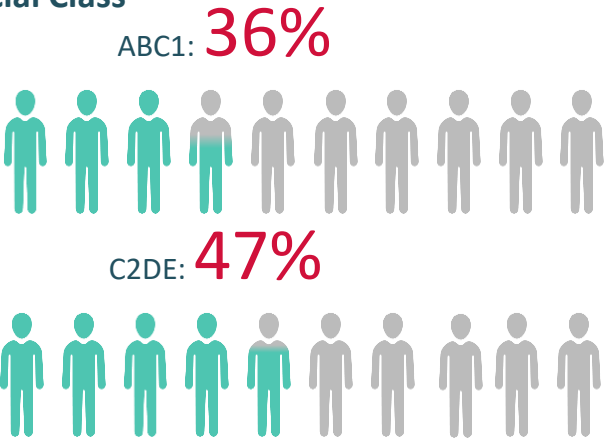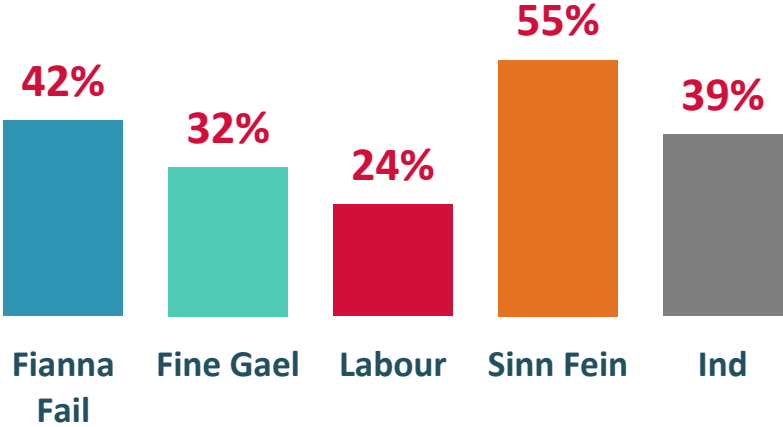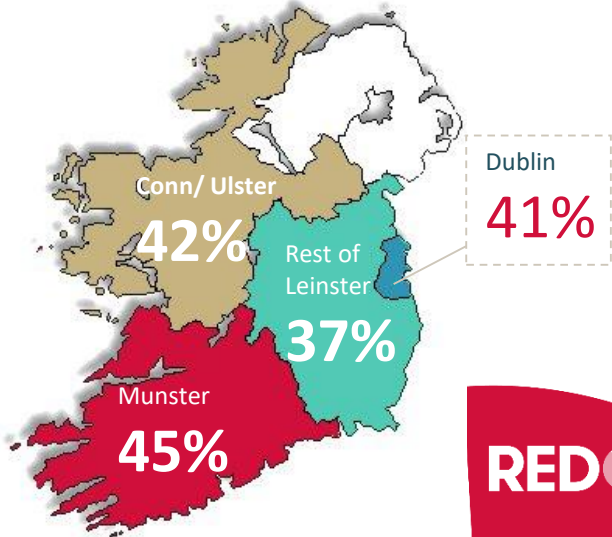**41%**

Gender

36%   47%

Age

18-24	37%
25-34	44%
35-44	41%
45-54	37%
55-64	46%
65+	42%

Social Class

ABC1: **36%**

C2DE: **47%**

Party Support

Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind
42%	32%	24%	55%	39%

Region

Conn/ Ulster **42%**

Dublin **41%**

Rest of Leinster **37%**

Munster **45%**

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THANK YOU

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