



**The Sunday
Business Post**

General Election Opinion Poll

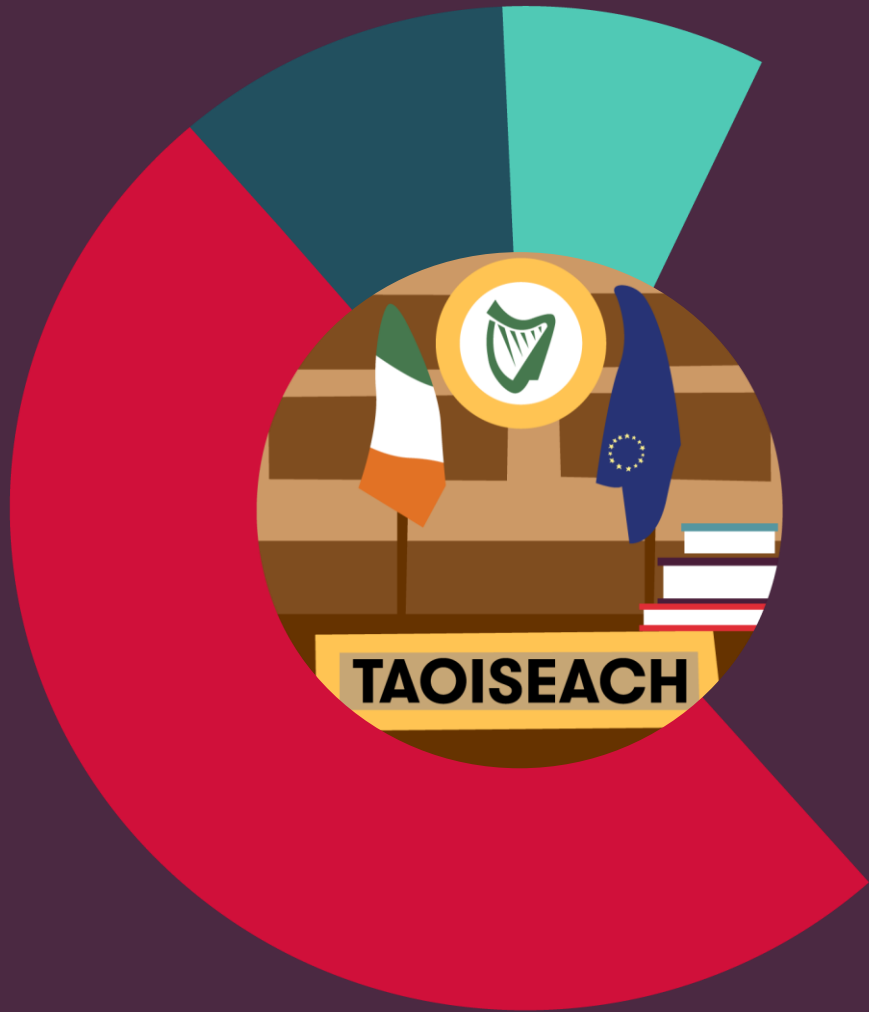
September 2019



Methodology and Weighting

- ✓ RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 5th - 12th September 2019.
- ✓ 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 – 15th September 2019

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)



Undecided Voters
12%

Ind. Candidates
13% -1

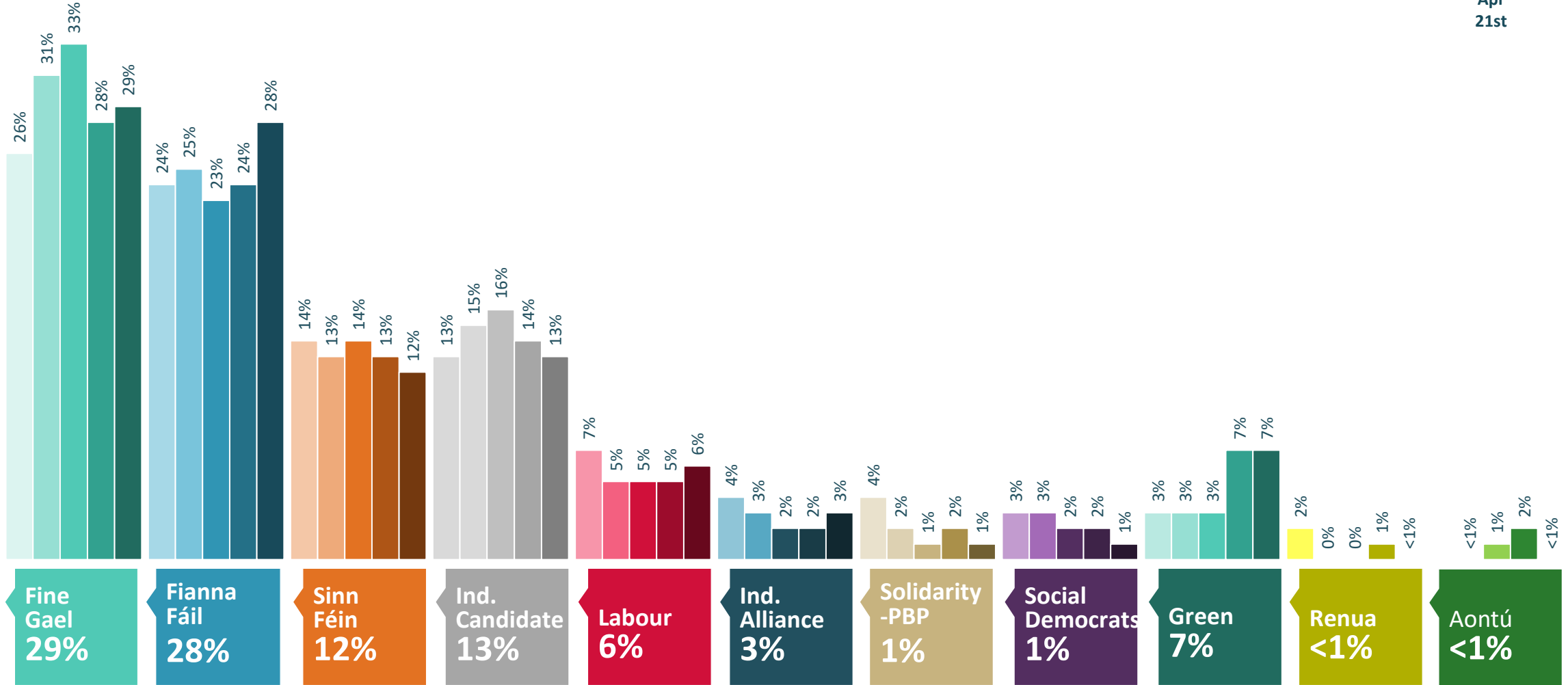
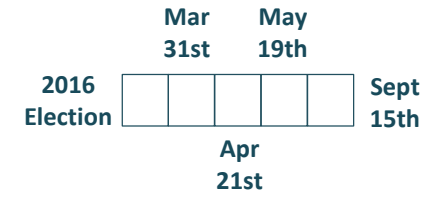
Solidarity-PBP
1% -1

Social Democrats
1% -1

First Preference Vote Intention – September '19

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)



Party Preference X Demographics

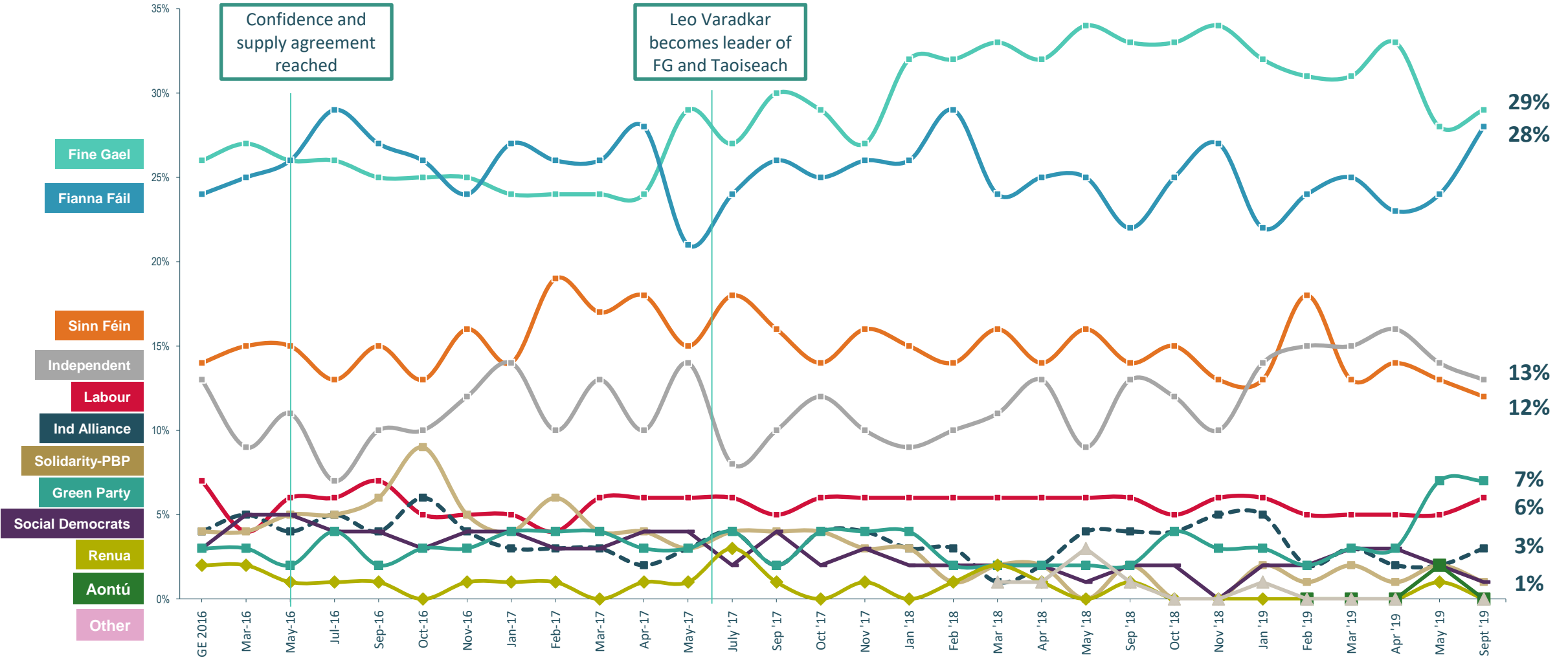
If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (Past vote weighted)c

		Gender		Age			Social Class			Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	F	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fine Gael	29%	31%	28%	23%	29%	33%	31%	25%	50%	27%	31%	35%	22%
Fianna Fáil	28%	29%	26%	22%	26%	32%	28%	26%	33%	16%	31%	30%	35%
Other Independent Candidate	13%	14%	12%	10%	16%	11%	12%	15%	9%	12%	13%	15%	11%
Sinn Fein	12%	9%	13%	17%	11%	9%	6%	17%	2%	15%	11%	5%	17%
The Green Party	7%	5%	9%	16%	7%	3%	6%	8%	4%	12%	7%	3%	7%
Labour	6%	5%	7%	6%	6%	6%	9%	4%	2%	8%	5%	9%	1%
Independent Alliance Candidate	3%	3%	3%	1%	3%	4%	4%	3%	0%	5%	2%	2%	4%
Solidarity- People Before Profit	1%	1%	1%	4%	<1%	<1%	2%	1%	0%	3%	0%	1%	0%
Social Democrats	1%	1%	1%	1%	<1%	1%	1%	1%	0%	1%	<1%	<1%	1%
Aontú (February 2019)	<1%	1%	<1%	0%	1%	<1%	<1%	<1%	0%	0%	<1%	<1%	1%
Renua	<1%	1%	0%	0%	<1%	1%	1%	0%	0%	1%	0%	0%	<1%
Other Party	<1%	<1%	<1%	0%	1%	0%	<1%	0%	0%	0%	<1%	0%	1%

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)

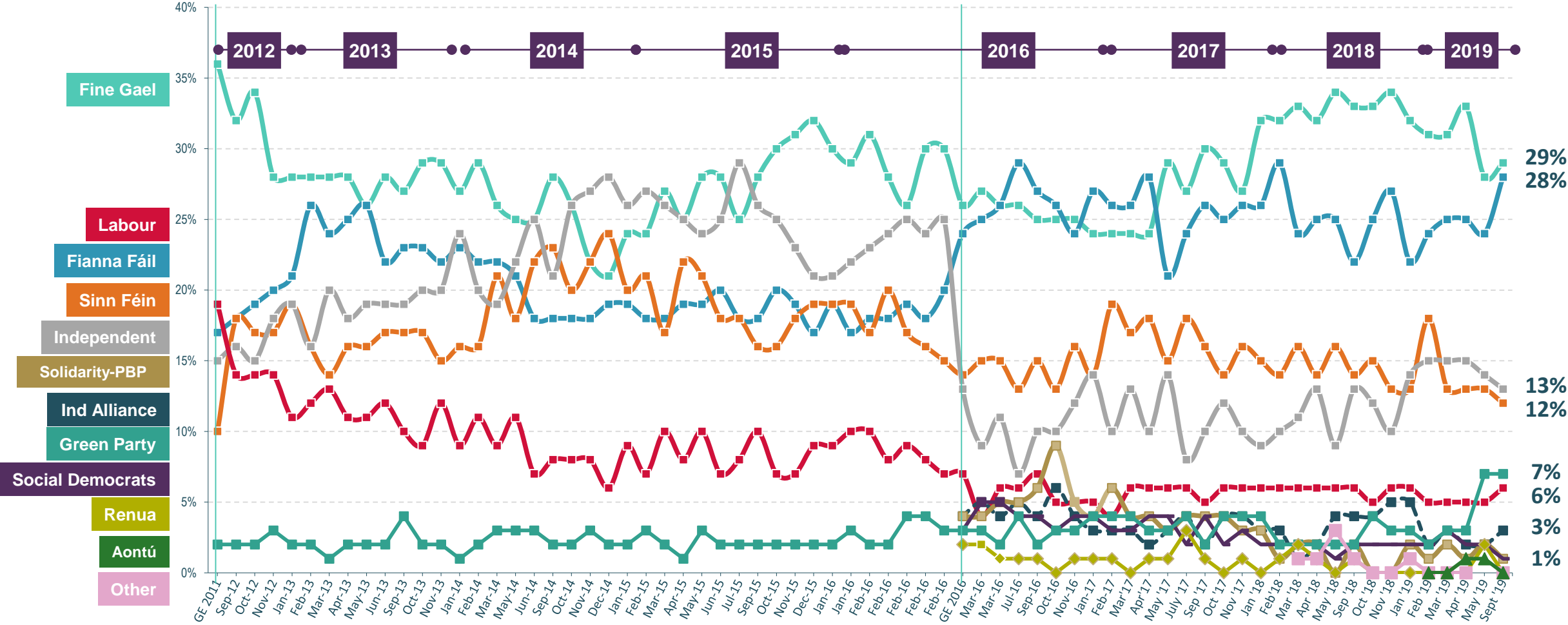
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2012-2019

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)

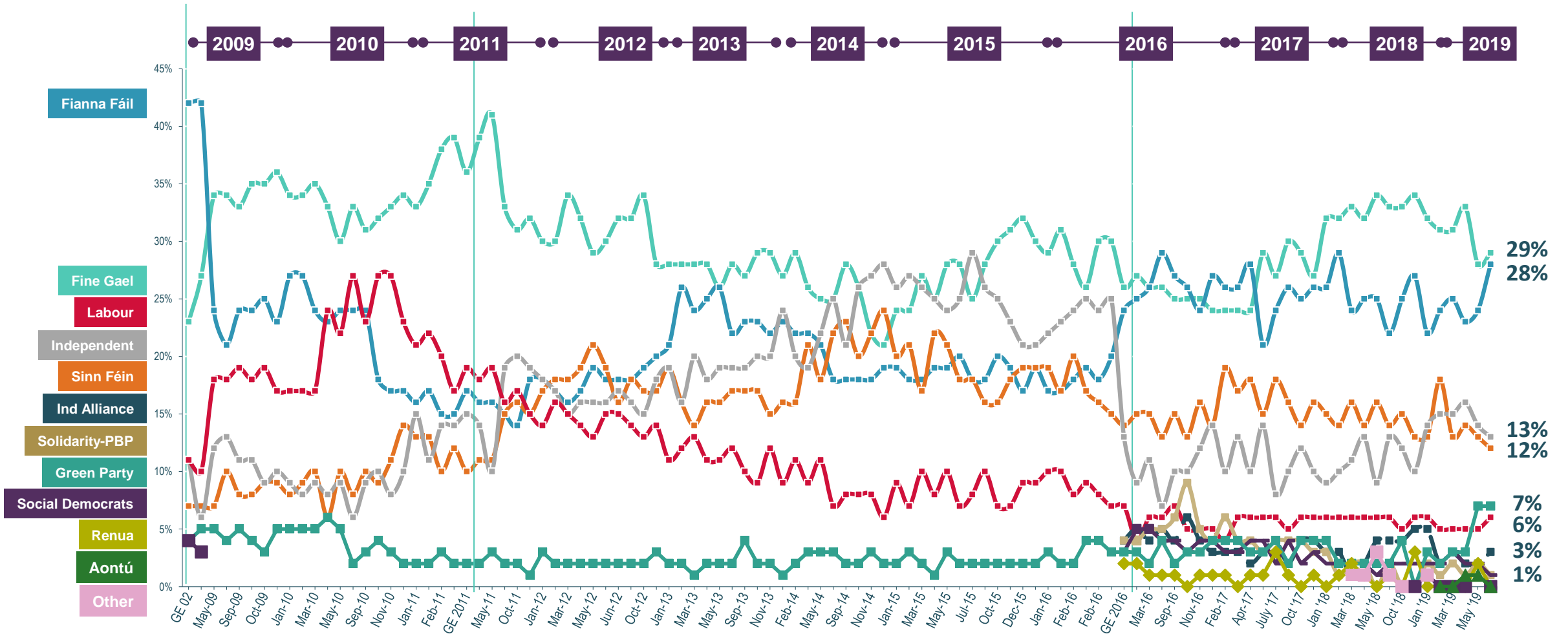


Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

First Preference Vote Intention – 2009 to 2019

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

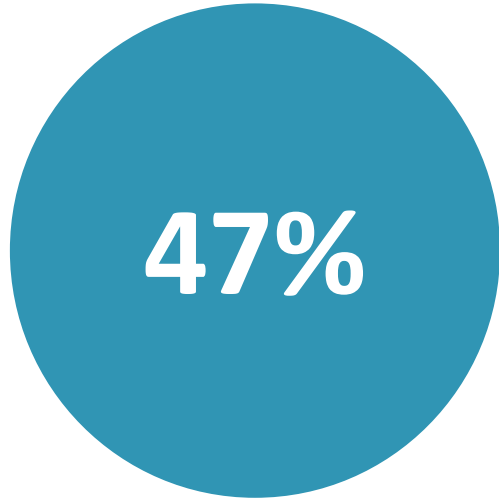
Best person to lead us through Brexit

Q5. If you had to choose between the two, do you think that Leo Varadkar or Micheál Martin would be the best person to lead the country through the Brexit Crisis?

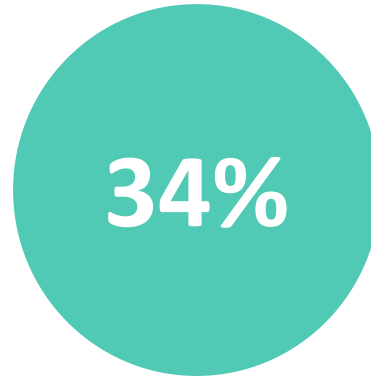
(Base: All Irish Adults aged 18+ - 1000)



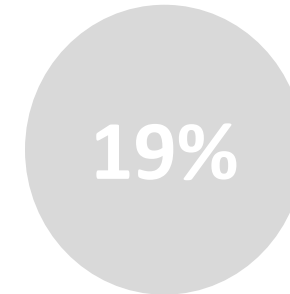
Leo Varadkar



Micheal Martin



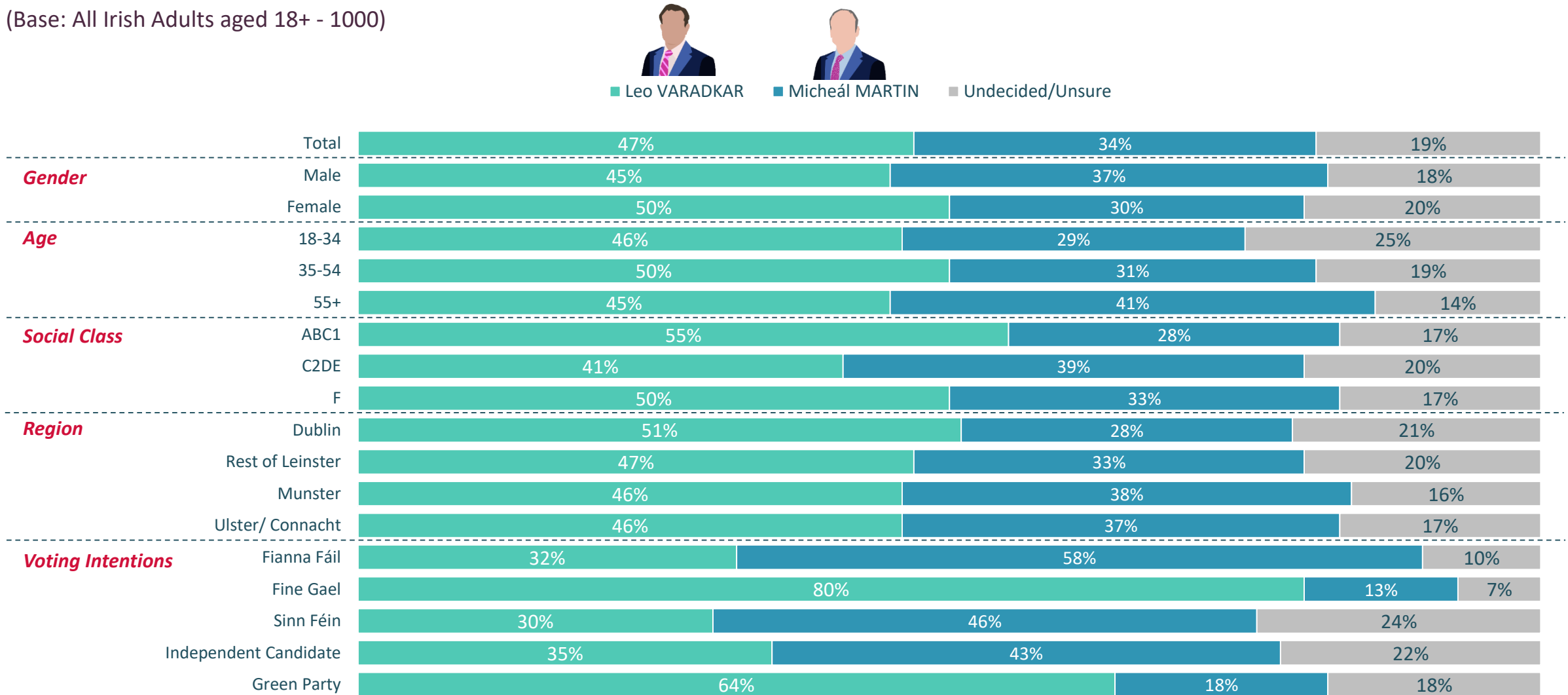
**UNDECIDED
/UNSURE**



Best person to lead us through Brexit x Demographics

Q5. If you had to choose between the two, do you think that Leo Varadkar or Micheál Martin would be the best person to lead the country through the Brexit Crisis?

(Base: All Irish Adults aged 18+ - 1000)



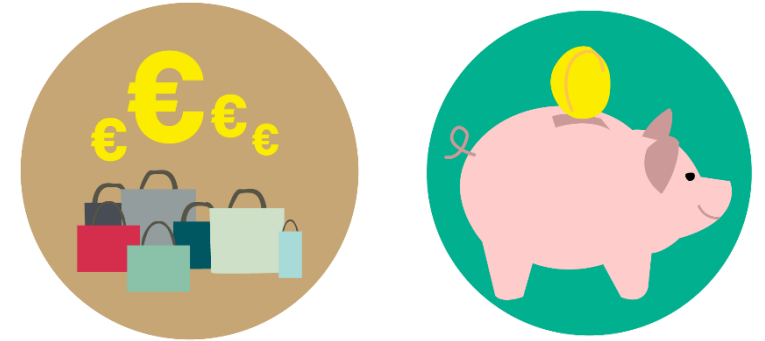
Are people cutting back in personal spend a in anticipation of Brexit?

Q6 Have you made any cut backs in personal spending in preparation for a possible economic downturn that might follow Brexit?

(Base: All Irish Adults aged 18+ - 1000)

20%

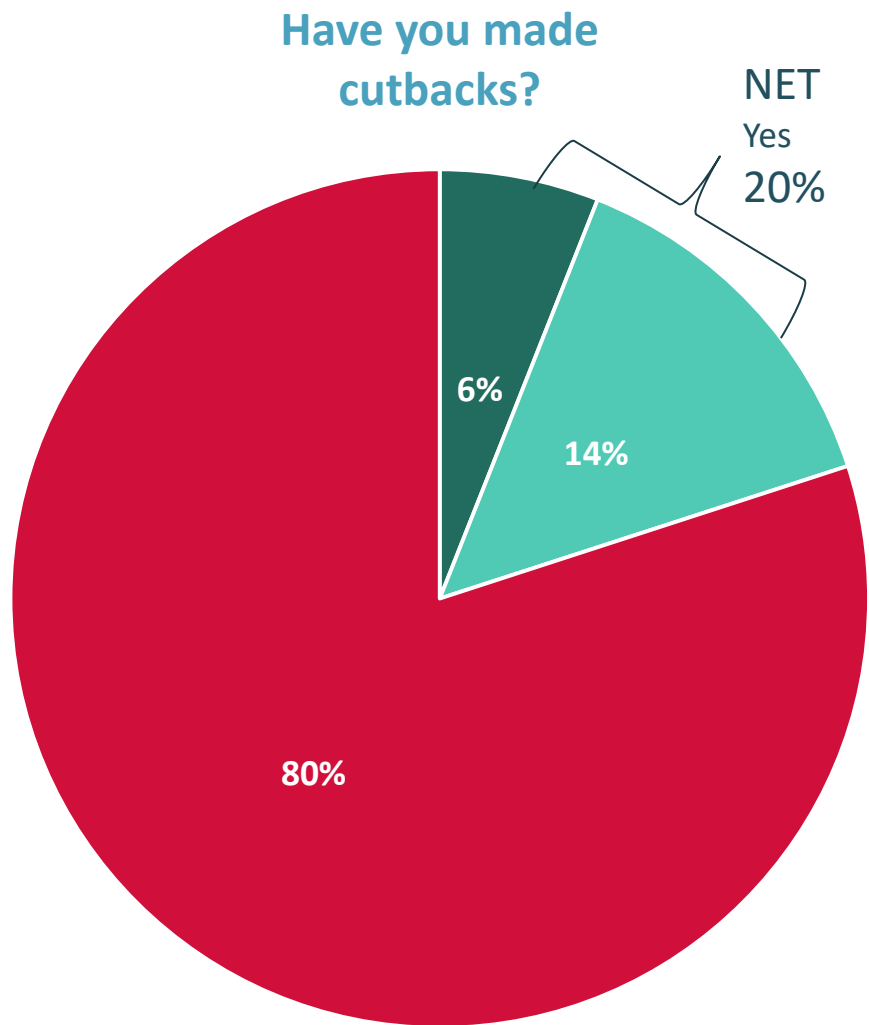
Have made cut backs in
personal spending in
preparation of a possible
economic downturn coming
from Brexit



Cut backs in Personal Spend X Demographics

Q6 Have you made any cut backs in personal spending in preparation for a possible economic downturn that might follow Brexit?

(Base: All Irish Adults aged 18+ - 1000)



■ Yes - a lot ■ Yes - a little ■ No

■ Yes - A lot ■ Yes - A little ■ No

NET
Yes

Demographic	Response	Yes - A lot	Yes - A little	No	NET Yes
Gender	Total	6%	14%	80%	20%
	Male	7%	13%	80%	20%
Age	Female	5%	14%	81%	19%
	18-34	6%	11%	83%	17%
	35-54	6%	17%	77%	23%
Social Class	55+	6%	12%	82%	18%
	ABC1	7%	12%	81%	19%
	C2DE	5%	14%	81%	19%
Region	F	8%	19%	73%	27%
	Dublin	6%	12%	82%	18%
	ROL	8%	14%	78%	22%
	Munster	5%	14%	81%	19%
Party Preference	Conn/Ulster	5%	14%	81%	19%
	Fianna Fáil	6%	19%	75%	25%
	Fine Gael	4%	11%	85%	15%
	Sinn Fein	8%	7%	85%	15%
	The Green Party	8%	10%	82%	18%
Independent Candidate	12%	13%	75%	25%	

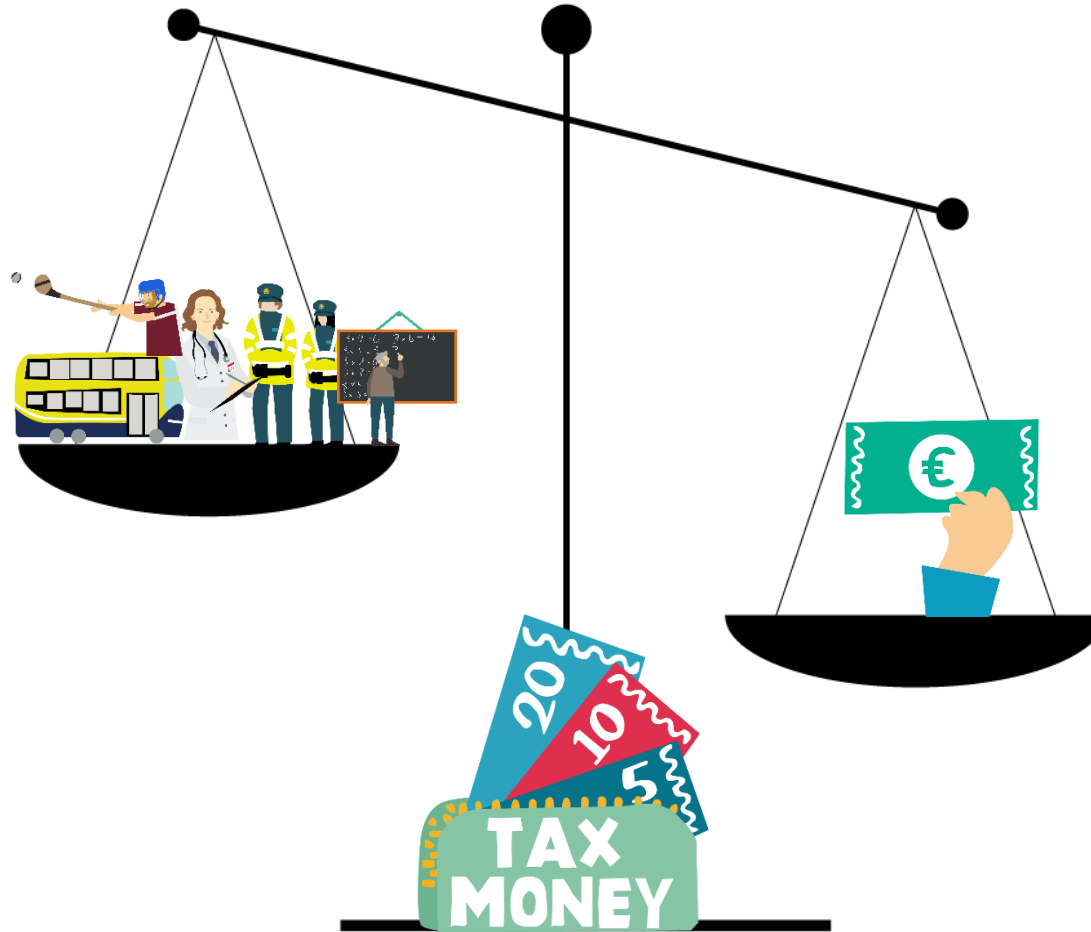
Preference for tax cuts/social welfare increases OR investment in public services

Q7 In the next budget, would you prefer to see tax cuts and/or increases to social welfare that benefit you personally, OR would you rather that any available funds are instead invested in improving public services?

(Base: All Irish Adults aged 18+ - 1000)

61%

Favour investment
in public services



39%

Favour tax cuts or
increases to social
welfare payments
that would benefit
them personally

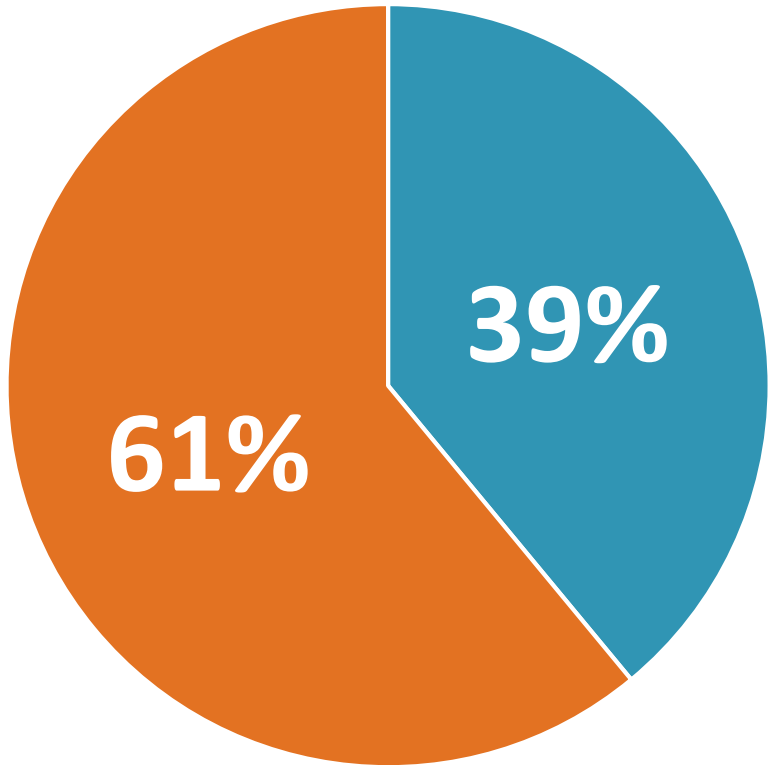
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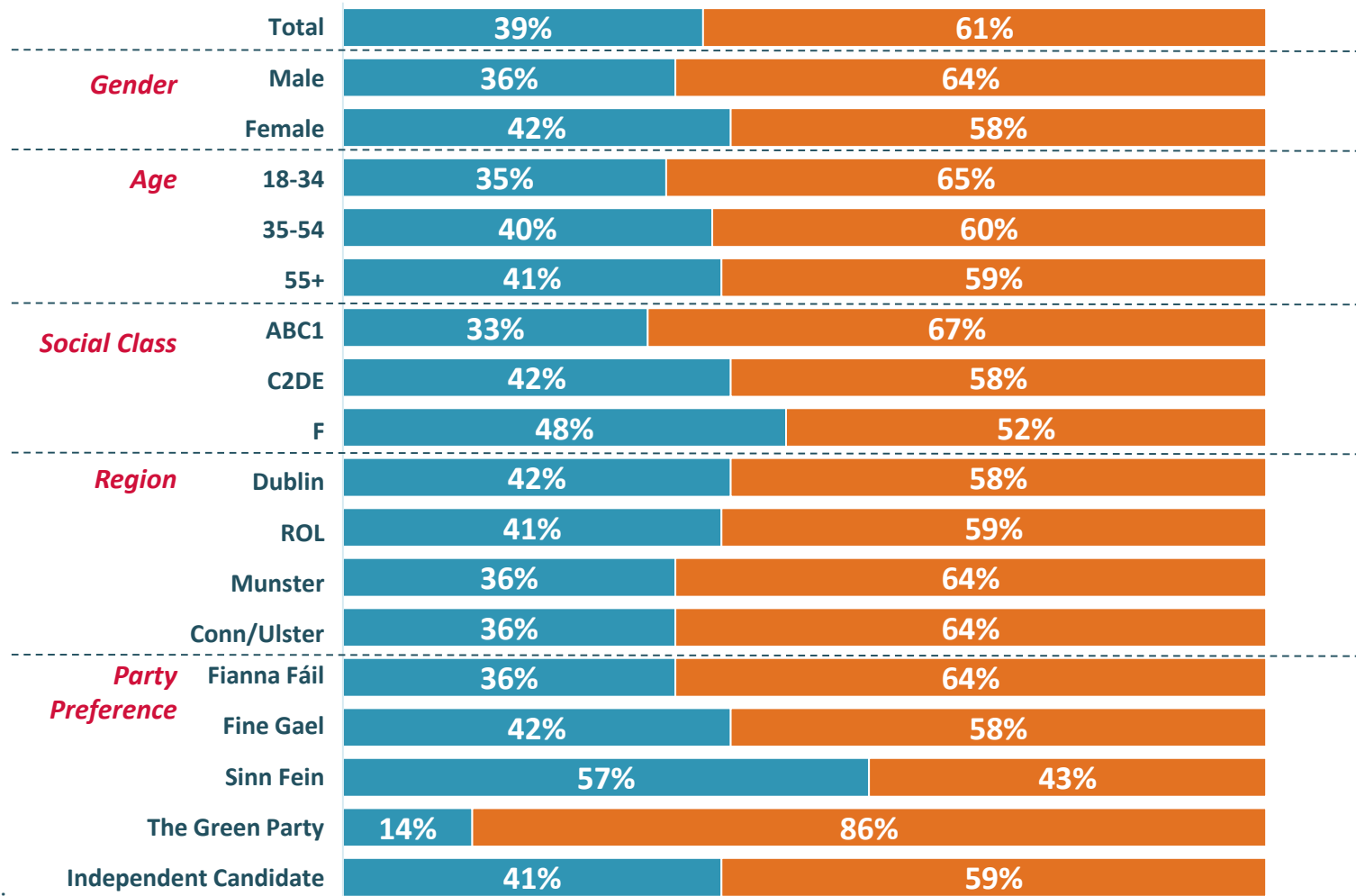
(Base: All Irish Adults aged 18+ - 1000)

■ Tax cuts/social welfare ■ Public services

Preference for tax cuts or public service investment



■ Tax cuts/increases to social welfare ■ Investing in public services



**THANK
YOU**

REDC