



General Election Opinion Poll

16th February 2016



Methodology and Weighting

- RED C interviewed a random sample of 1,006 adults aged 18+ by telephone between the 11th – 15th February 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 current recall for how people voted at the last election, compares this to the actual results, and weights the data to halfway between the two.
- 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.

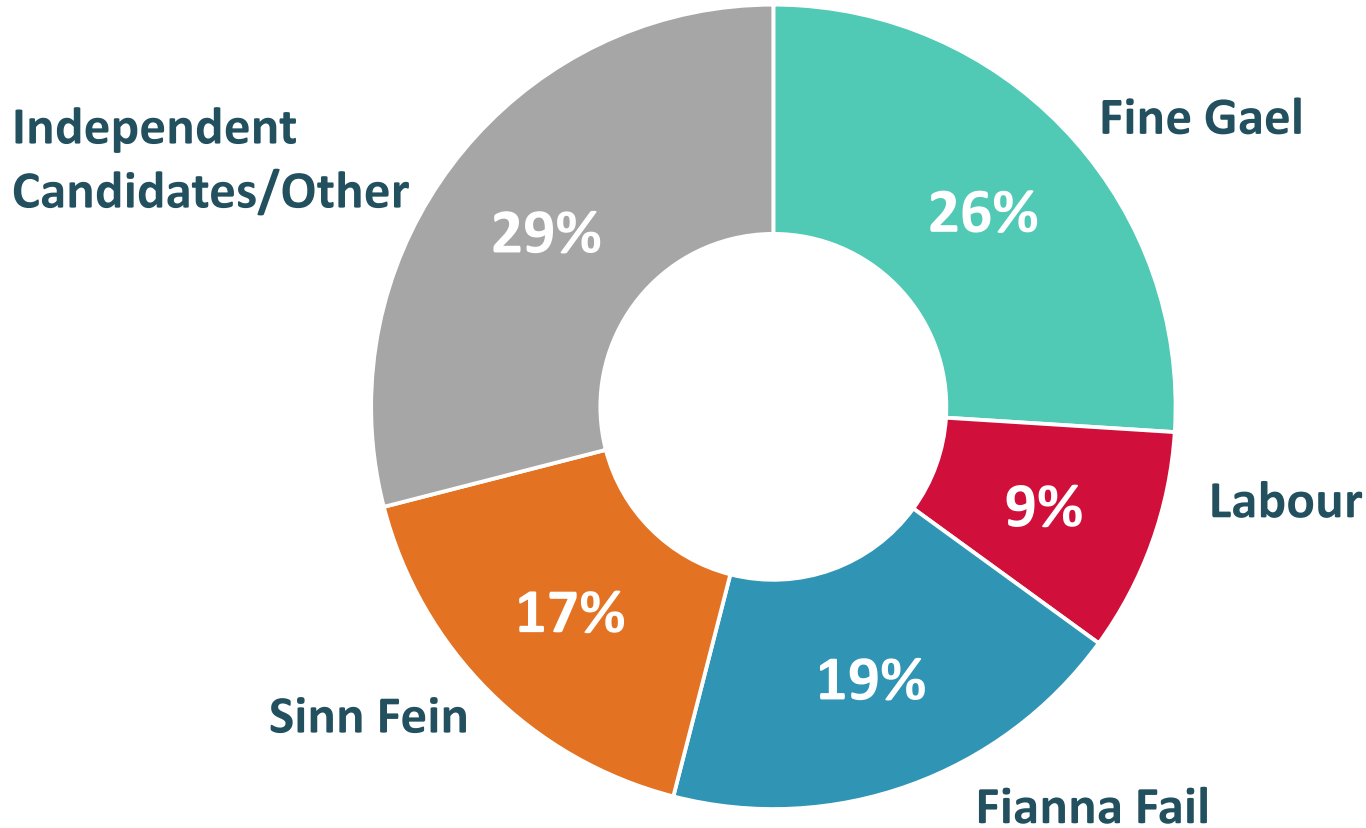
(METHOD NOTE: After a review of findings of the UK polling enquiry, RED C has reviewed our approach to ensure we take account of any possibility of similar errors in Irish polling. Two issues were uncovered in UK, the first being internet polls not providing enough older voters and the second being too many politically interested younger voters. The older voter issue does not exist in Ireland. The key then is to ensure the younger people in our poll are representative and that we accurately predict their turnout. Having evaluated the voter profile of our likely voters vs. the two general election exit polls and post-election studies, we have made the decision to be more stringent in our likely voter analysis as this provides a profile more in line with those that have voted in the past. From today we will therefore move to only including those that say that they are very likely to vote (8-10) rather than likely to vote (4-10) used previously.)

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

Party Share of First Preference Vote

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 Likely Voters, 8-10, aged 18+ excluding undecided)



Undecided Voters
9%

REDC

First Preference Vote Intention – 16th February 2016



If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (showing impact of past vote weighting, and likely voter filters)

(Base: All adults 18+)

CURRENT FIRST PREFERENCE SUPPORT						
	Core figures	Impact of Past vote weighting	Likely Voters (8-10)	Excluding Undecided	Prompting on Other Parties	2011 Election Results
	%	%	%	%	%	%
Fine Gael	23	22	24	26	26	36
Labour	7	7	8	9	9	19
Fianna Fáil	17	16	17	19	19	17
Sinn Féin	16	17	16	17	17	10
Independent candidates	17	17	18	20	18	13
Green Party	4	4	3	4	4	2
Renua	2	2	2	2	2	-
AAA-PBP	1	1	1	1	2	1 (socialist party)
Social Democrats	1	2	2	2	3	-
Workers Party	-	-	-	-	-	*
Other	*	*	*	*	*	1
Undecided	12	12	9	n/a	n/a	n/a

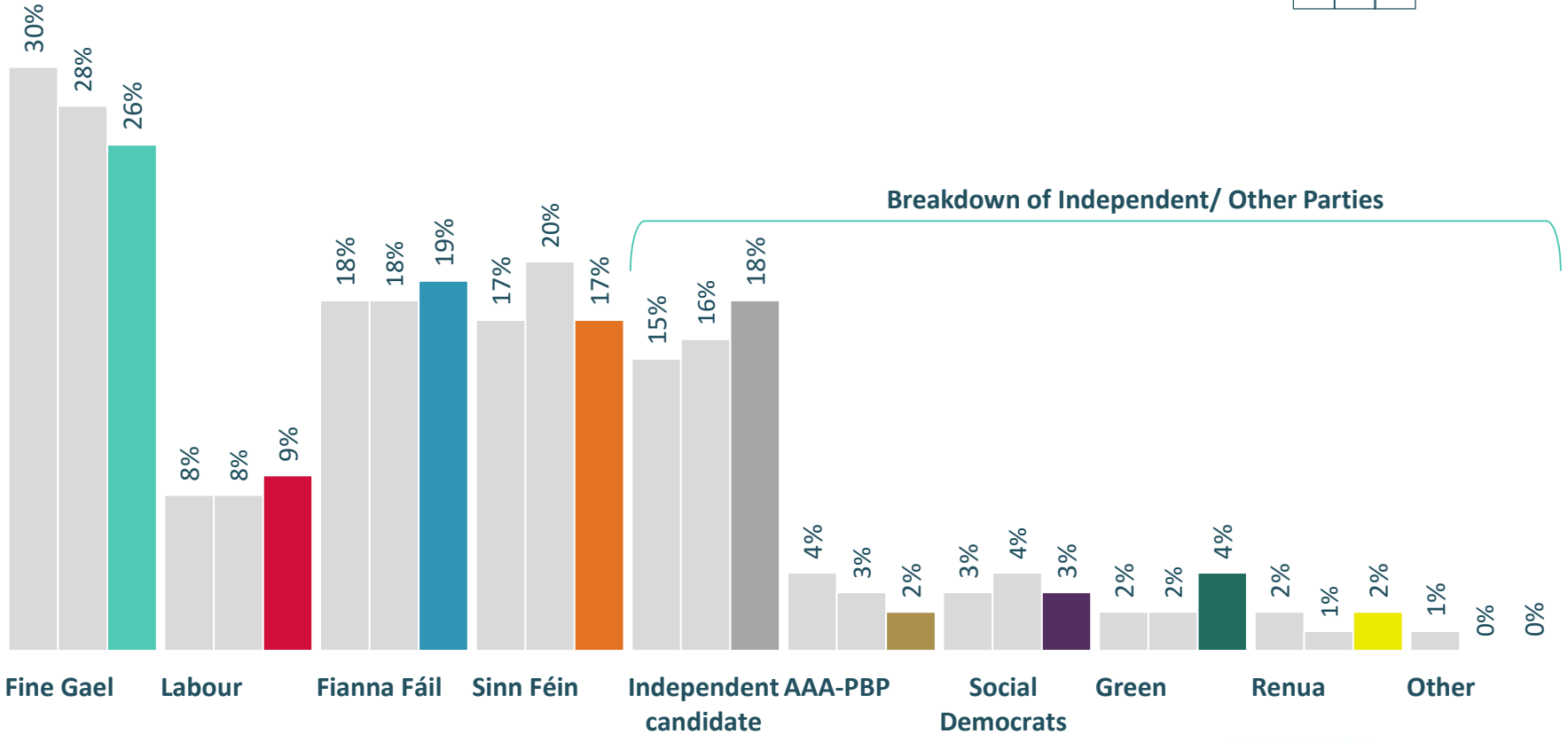
*Less than 1%

First Preference Vote Intention –Feb '16

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) + PROMPT If Independent Candidate for party.

(Base: All adults 18+ who will vote)

Feb '16 Paddy Power Feb '16 SBP Feb '16 The Irish Sun



(Independent Alliance 5%)

