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# General Election Opinion Poll

3<sup>rd</sup> December 2015



**REDC**

# Methodology and Weighting



- RED C interviewed a random sample of 1,016 adults aged 18+ by telephone between the 30<sup>th</sup> November – 2<sup>nd</sup> December 2015.
- 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 4 to 10 are included as being those who will actually go and vote.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

# Key Findings

- Fine Gael upward trend in support comes to an end in this Paddy Power poll, as support for the party falls back by 3%. While the drop is within the margin of error, Fine Gael will be disappointed to see what had been a consistent upward trend come to an end.
- Some signs that there may be life yet for Labour with an improved 9% first preference, up 2% from where they had been stagnating at 7% in recent months. Though the picture for Leader Joan Burton is not so positive, with reduced personal satisfaction, and particularly low satisfaction among those suggesting they will vote for the party.
- Fianna Fail secure 20% first preference support, up 1% since November, and remains at a level that the party has been recording in and around for the past few months. Sinn Fein secure 18% support, the same as seen two weeks ago.
- Independent candidates and other parties then secure 25% of the first preference vote. With Independent candidates themselves securing 15%, 2% of which attributed towards the Independent Alliance candidates. PBP-AAA secure 4%, Social Democrats 3%, Greens 2% and Renua 1%.
- So it appears that lost Fine Gael support has drifted mainly towards their collation partners Labour, and to a lesser extent towards Fianna Fail. Perhaps suggesting that initial rumblings about one party government have contributed towards this, or the fact that Labour have worked harder to ensure they get the credit for moves such as a possible vote on the 8<sup>th</sup> Amendment.
- Our analysis of strength of voter support is interesting in as much that it suggests there is still a lot to play for between now and the General Election, with absolute loyal support for each party only in the low teens for most. Fine Gael have the potential to increase this as much as 39%, but at the same time Labour has 25% possible first preference support, Fianna Fail 28% and Sinn Fein 26%, suggesting a very fluid electorate.
- Perhaps a more clear measure of future behaviour is the voters perceptions on the coalition that would be best for Ireland, in which it is clear that the largest grouping (43%) would like to see the current coalition back in government, but with many of these (26%) suggesting that this should be with the support of Independent candidates.

# First Preference Vote Intention – 3<sup>rd</sup> December 2015

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 and adjusted for Spiral of Silence)

(Base: All adults 18+ who will vote )



Fine Gael

**28%** -3

Labour

**9%** +2

Fianna Fail

**20%** +1

Sinn Fein

**18%** =

Independent/  
Other

**23%** =

Green

**2%** =

Undecided Voters

**13%** +1

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# First Preference Vote Intention – December 2015

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	Excluding Undecided	Prompting on Other Parties	2011 Election Results
	%	%	%	%	%	%
Fine Gael	23	23	24	28	28	36
Labour	7	8	8	9	9	19
Fianna Fáil	17	17	17	20	20	17
Sinn Féin	16	15	15	18	18	10
Independent candidates	17	18	18	19	15	13
Green Party	3	2	2	2	2	2
Renua	*	*	*	1	1	-
AAA-PBP	1	1	1	2	4	1*
Social Democrats	1	1	1	1	3	-
Other Party	*	*	*	*	*	1
Undecided	15	15	13	n/a	n/a	n/a

\*Socialist Party



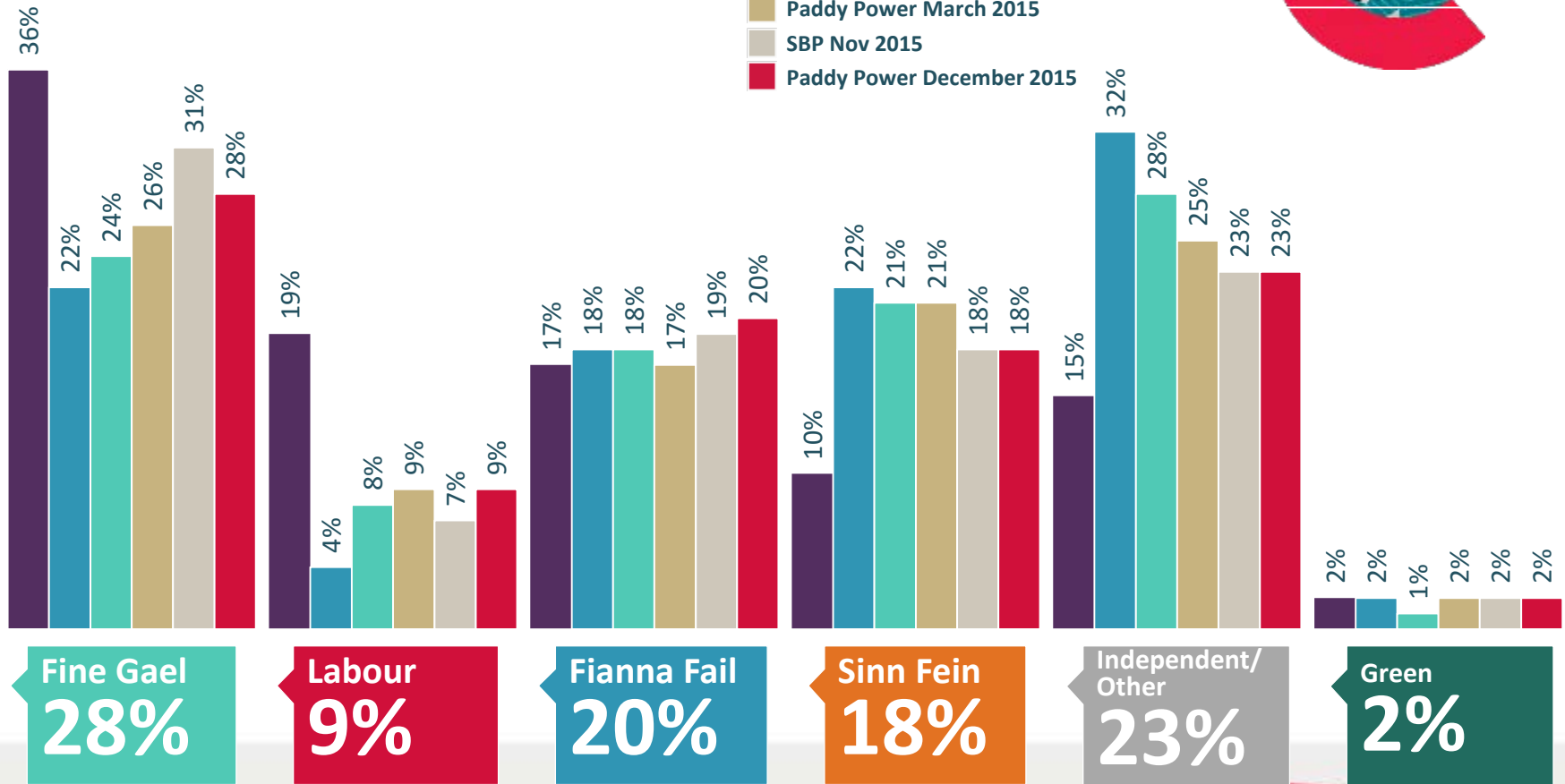
# First Preference Vote Intention – June 2014 – December 2015

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 and adjusted for Spiral of Silence)

(Base: All adults 18+ who will vote)



- General election 2011
- Paddy Power June 2014
- Paddy Power Jan 2015
- Paddy Power March 2015
- SBP Nov 2015
- Paddy Power December 2015

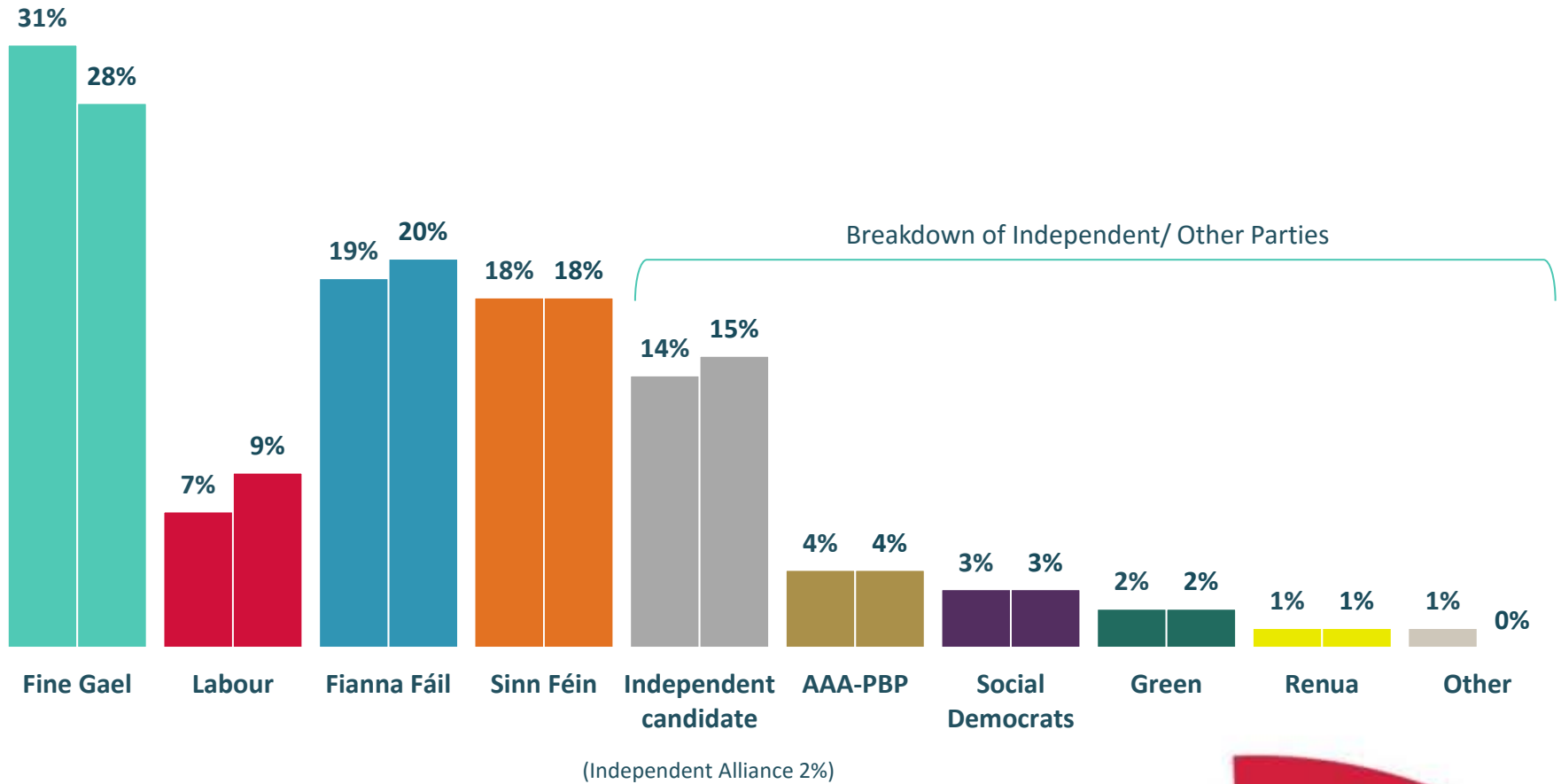


# First Preference Vote Intention – December 2015

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)

SBP Nov 2015   Paddy Power  
December 2015



# 1<sup>st</sup> Preference vote x Demographics

(Base: All adults 18+ who will 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)

	Total %	Gender		Age			Class		Region			
		Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Fine Gael	28%	29%	26%	24%	24%	36%	26%	24%	25%	27%	29%	32%
Labour	9%	9%	10%	9%	8%	11%	11%	9%	12%	12%	6%	7%
Fianna Fail	20%	19%	21%	21%	15%	25%	18%	23%	16%	19%	27%	18%
Sinn Fein	18%	18%	17%	21%	21%	9%	16%	19%	14%	22%	15%	20%
Independent /other	23%	23%	24%	21%	30%	19%	25%	22%	31%	20%	20%	19%
Green Party	2%	2%	2%	4%	2%	*	4%	1%	2%	*	3%	4%

\* = less than 1%





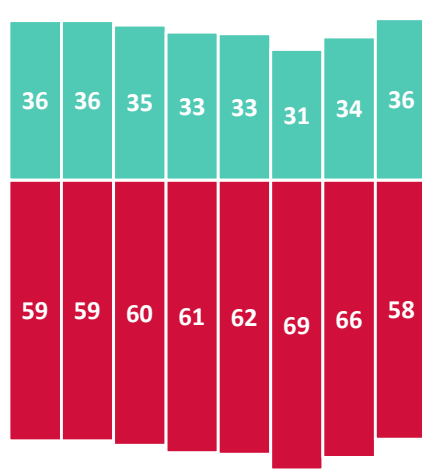
# Party Leader Performance

(Base: All adults 18+ - 1,004)

## Micheal Martin %

Jan 13 Jun 13 Nov 13 Jan 14 June 14 Jan 15 Mar 15 Dec 15

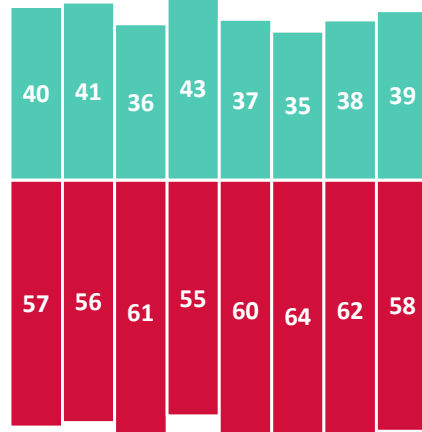
6-10



Don't Know 5% 5% 5% 6% 5% 0% 0% 6%

## Enda Kenny %

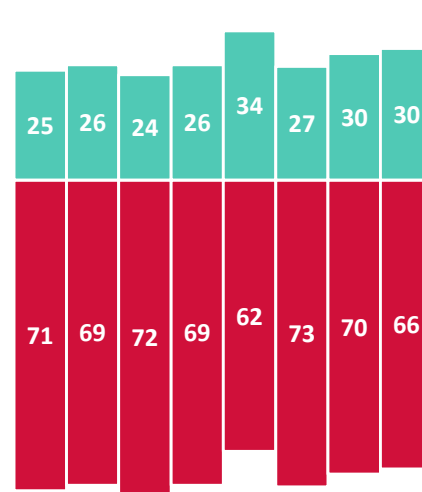
Jan 13 Jun 13 Nov 13 Jan 14 June 14 Jan 15 Mar 15 Dec 15



Don't Know 3% 3% 3% 2% 3% 1% 0% 3%

## Gerry Adams %

Jan 13 Jun 13 Nov 13 Jan 14 June 14 Jan 15 Mar 15 Dec 15



Don't Know 4% 5% 4% 5% 4% 0% 0% 4%

## Joan Burton %

Jan 15 Mar 15 Dec 15



Don't Know 1% 0% 4%

Micheal Martin (FF)  
N=171

Enda Kenny (FG)  
N=238

Gerry Adams (SF)  
N=156

Joan Burton  
(LAB)  
N=79

% 6-10 among  
'own party'  
Intenders

**72%**

**74%**

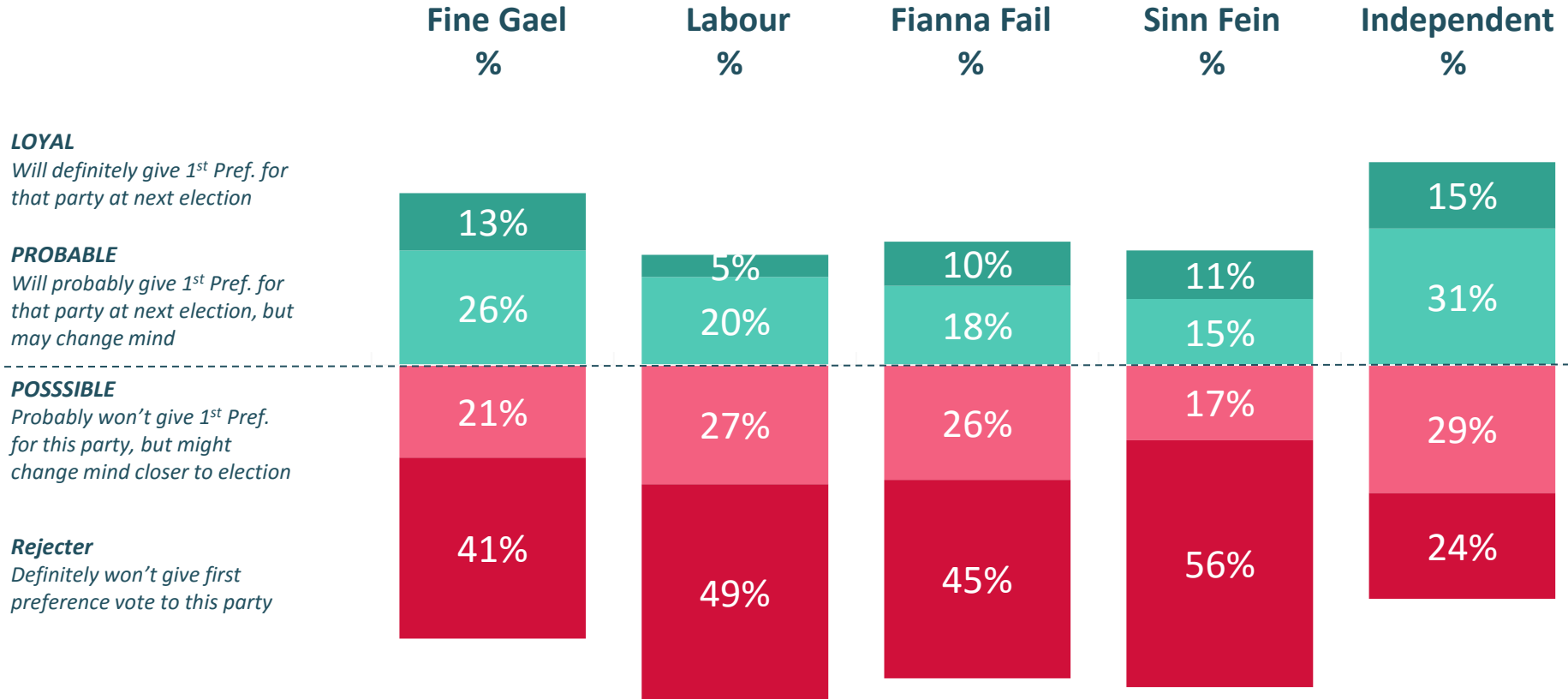
**75%**

**55%**

# Strength of Support for Each Party – December 2015

Now I would like you to tell me which of the following statements best describes how strongly you feel about voting for each of the following parties or groups in the next General Election?

(Base: All adults 18+ - 1,006)



# Coalition Perceived to be the Best for Ireland

It is likely that a coalition of parties will be required to form a government after the next election. Can you tell me for each of the following possible coalition you think will be best for Ireland?

(Base: All adults 18+ - 1,006)

