



The Business Post

General Election Campaign Opinion Poll

January 2020



Methodology and Weighting

- / RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 16th – 22nd January 2020.
- / 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 in 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.



Younger Voters Flock to Sinn Féin

This poll may well be a signal for a real change in the political landscape in Ireland.

For the past few years we've seen Fine Gael support ranging anywhere between 26% and 30%. That support has fallen back heavily in this poll, mainly due to a significant and dramatic rise in vote share for Sinn Féin across a wide demographic.

So where have these Sinn Féin voters been hiding? After all the party did relatively poorly in the European elections. It has also been polling below average since the last election, securing just 11% support in our last poll. Today they see gains of +8% to secure a first preference vote of 19%.

Of course, the party have been in this territory before, but somehow this feels different. Why? Mainly due to the supporting data that we have alongside vote intention, which suggests that young voters are looking for a more radical shift in government.

Young voters in Ireland have of course been involved in significant changes to the Constitution twice during this term of government. Now, there is a feeling that they are not happy with the pace of change that normal government produces. Given Fine Gael and Fianna Fáil have been in power for most of their lives, they believe that the best option for a real change in how the country is governed is to elect Sinn Féin.

Among those over 45, Fine Gael and Fianna Fáil continue to perform strongly, with Fianna Fáil particularly strong among the oldest age groups aged over 55. But among younger voters, Sinn Féin has seen a level of performance that we haven't seen for some time.

Behind the growth appears to be the belief that Sinn Féin has the answer to some of the issues that are most worrying voters at the present time. Housing has been seen to be the most important aspect among voters at this election, and Sinn Féin are seen to be the party by young voters that has the best policies to solve the housing crisis in the next five years. Likewise, when we look at health, Sinn Féin also performs very well in this age group. We are even seeing Sinn Féin nominated as the best party among voters under 35 to manage the economy.

In contrast older voters over 45 are more likely to believe Fianna Fáil has the best policies on health and housing, while Fine Gael is seen to have the best policies on the economy and Brexit.

There is a feeling, however, that the economy and Brexit, just aren't as relevant or important to voters in this election. Perhaps it's that voters think the economy is generally in a good place, and that in their minds the real pressures of Brexit are somewhat over. The result is that the core strengths that Fine Gael have relied on to see itself lead in the polls for the last number of years, have simply become less important to voters as the election was called.

It leaves Fine Gael in a very difficult position. Whereas, Fianna Fáil supporter's stronghold is chiefly among older age groups, Fine Gael's support actually spanned across the age groups. In the past the party did well among younger voters, perhaps due to goodwill from the change referendums that were held and passed?

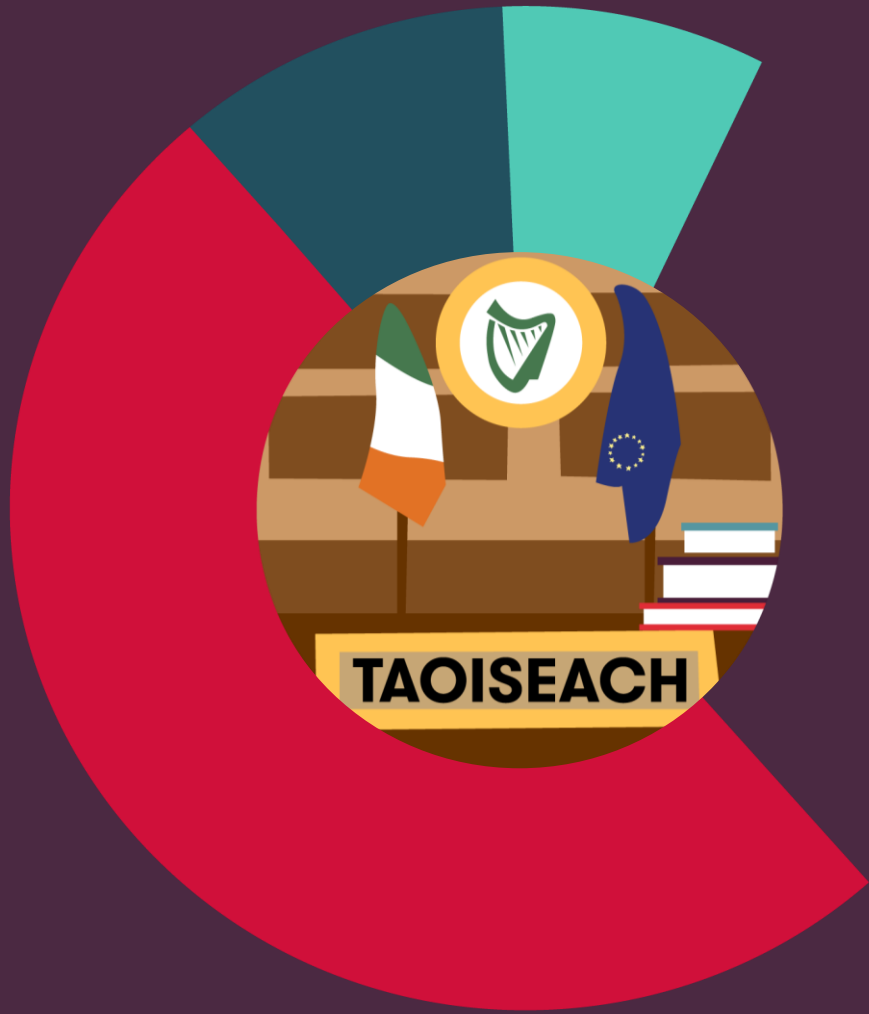
But now, those younger voters have moved away to Sinn Féin and to the Green Party. So Fine Gael finds itself in a position where it's being attacked on many levels, from Fianna Fáil among older age groups, from Sinn Féin younger age groups and from the Green Party.

So, can this rise for Sinn Féin hold or even build during the campaign? In 2016 the party also did very well in the early polls of that election, but as the election unfolded that vote fell away. The other issue for Sinn Féin, is that younger voters are far less likely to turn out than older voters.

RED C adjustments however take a very tough view on claimed and past vote behaviour in our final published numbers. In fact, Sinn Féin support in our core figures before adjustment stands at 21%, and due to lower turnout among its voters gets adjusted down to 19%.

These attitudes to housing, health and the economy suggest that the shift to Sinn Féin this time is more sustainable, the next few weeks will be crucial for all the larger parties to try and break through and create a gap from the others.

If Sinn Féin do get close to 20% support the election it will also be very hard for the other parties not to include them in any coalition discussions.



General Election

First Preference Vote Intention – 26th January 2020

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)

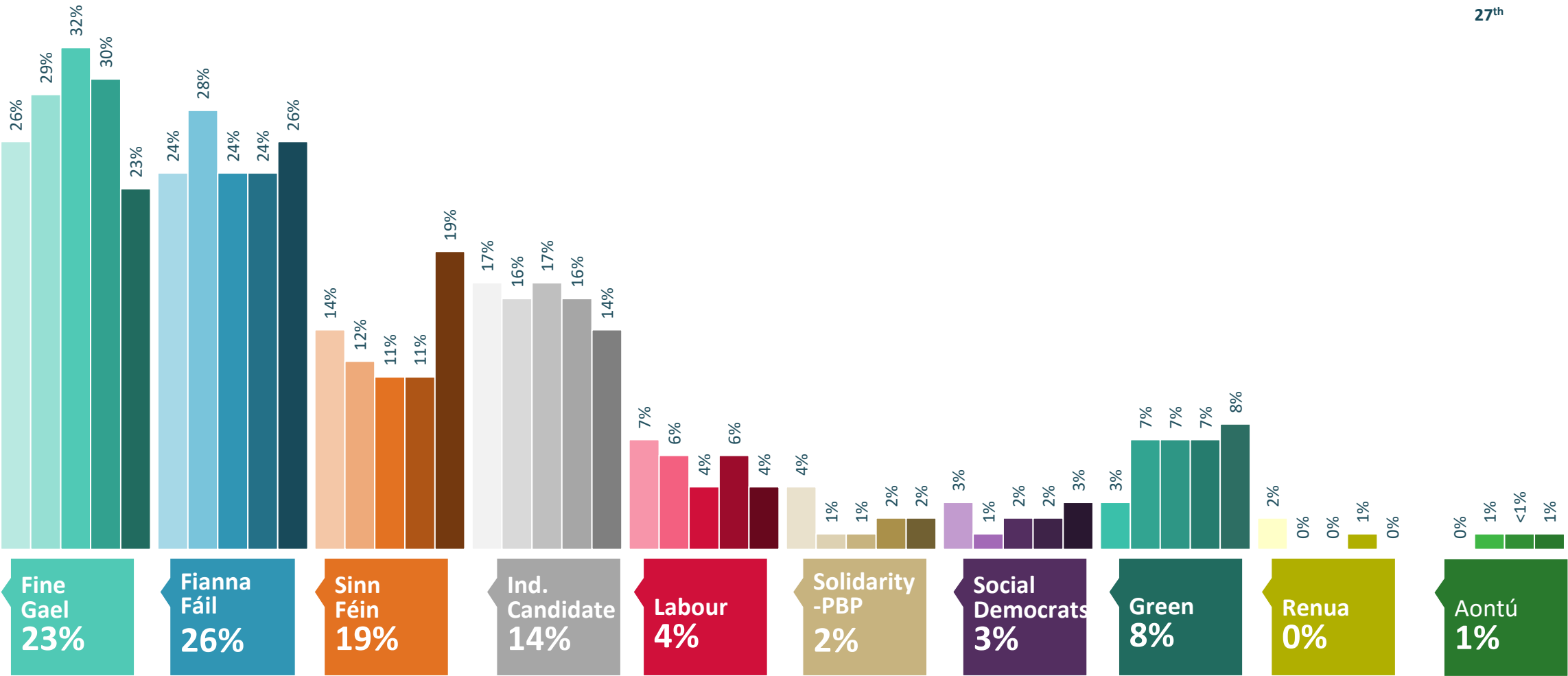
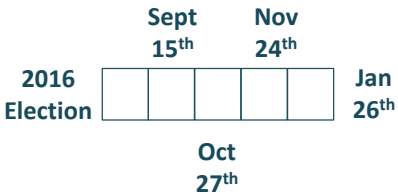
(Base: All adults 18+ who will vote)



First Preference Vote Intention – January '20

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 1st Preference Vote 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)

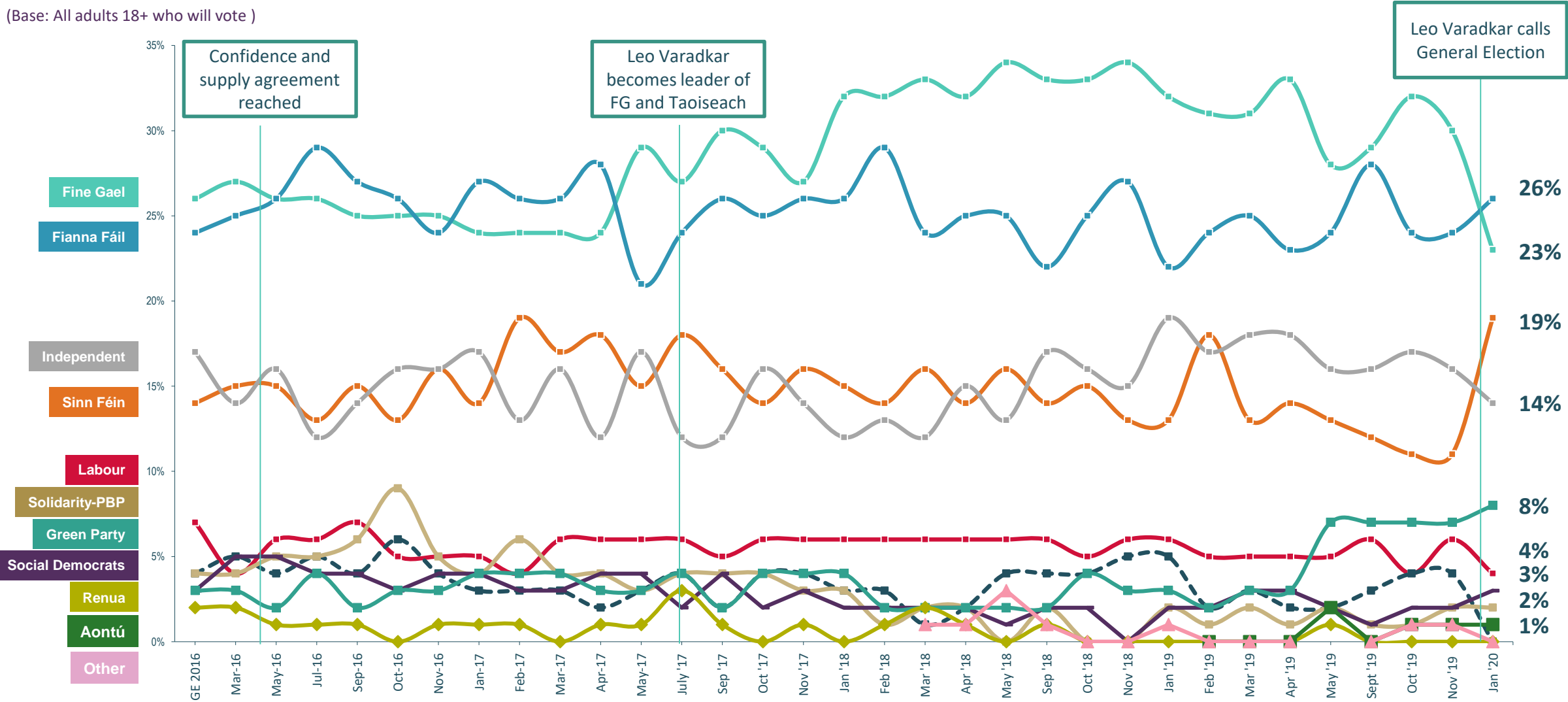
Note: Results on sub sample of the population are based on a much smaller sample size per group, and as such have a much higher margin of error. The results should therefore be treated with caution

		Gender		Age			Social Class			Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	F	Dublin	Rest of Leinster	Munster	Conn/ Ulster
Fianna Fáil	26%	27%	24%	13%	25%	34%	21%	28%	38%	22%	33%	24%	25%
Fine Gael	23%	23%	22%	14%	23%	28%	21%	23%	30%	18%	21%	26%	29%
Labour	4%	6%	3%	6%	5%	3%	5%	4%	0	8%	5%	2%	0
Sinn Féin	19%	16%	22%	35%	19%	8%	17%	22%	7%	22%	21%	17%	12%
The Green Party	8%	8%	8%	12%	9%	4%	9%	7%	7%	10%	5%	10%	5%
Solidarity - People Before Profit	2%	3%	1%	4%	2%	2%	5%	1%	0	6%	0	2%	1%
Independents	14%	14%	15%	7%	15%	20%	17%	12%	17%	8%	14%	19%	22%
Social Democrats	3%	2%	4%	7%	2%	1%	4%	2%	0	6%	0	0	4%
Aontú	1%	1%	1%	2%	0	0	1%	1%	1%	0	1%	0	2%
Renua	0	0	0	0	0	0	0	0	0	0	0	0	0
Other Party	0	0	0	0	0	0	0	0	0	0	0	0	0

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)

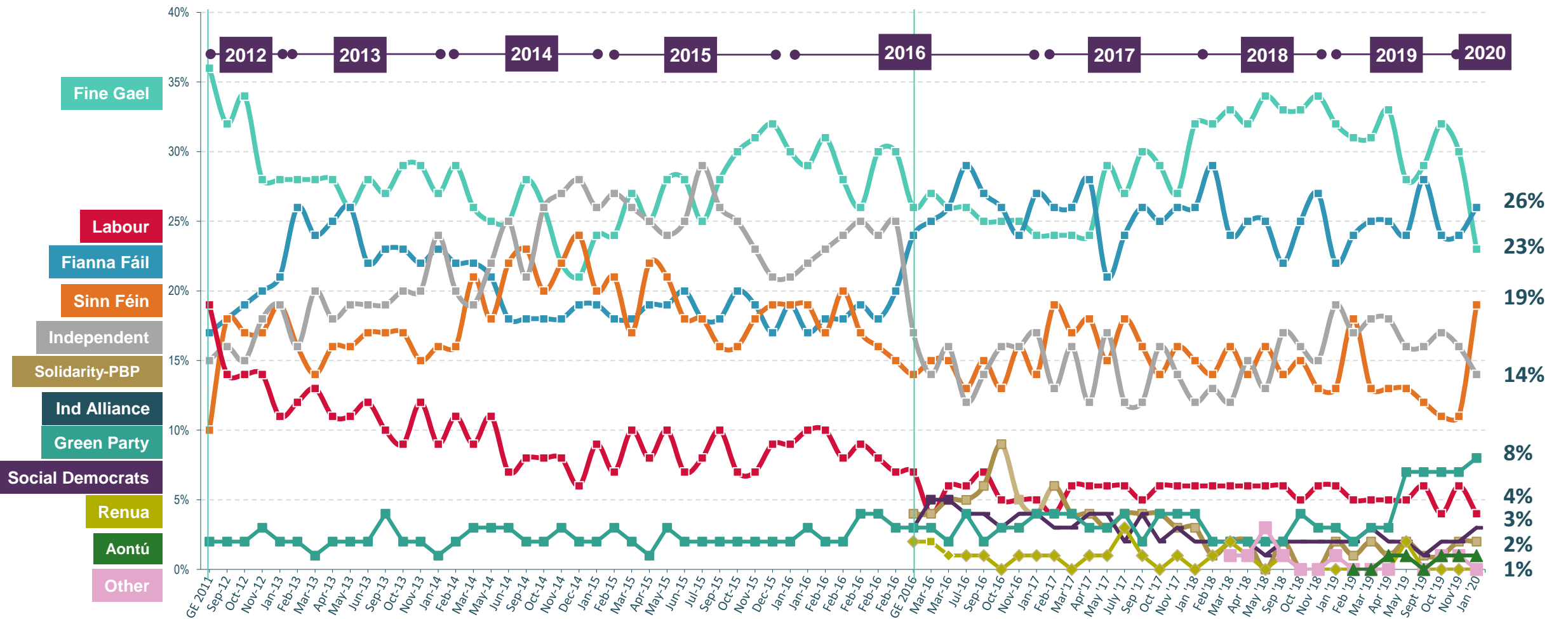
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2012-2020

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)

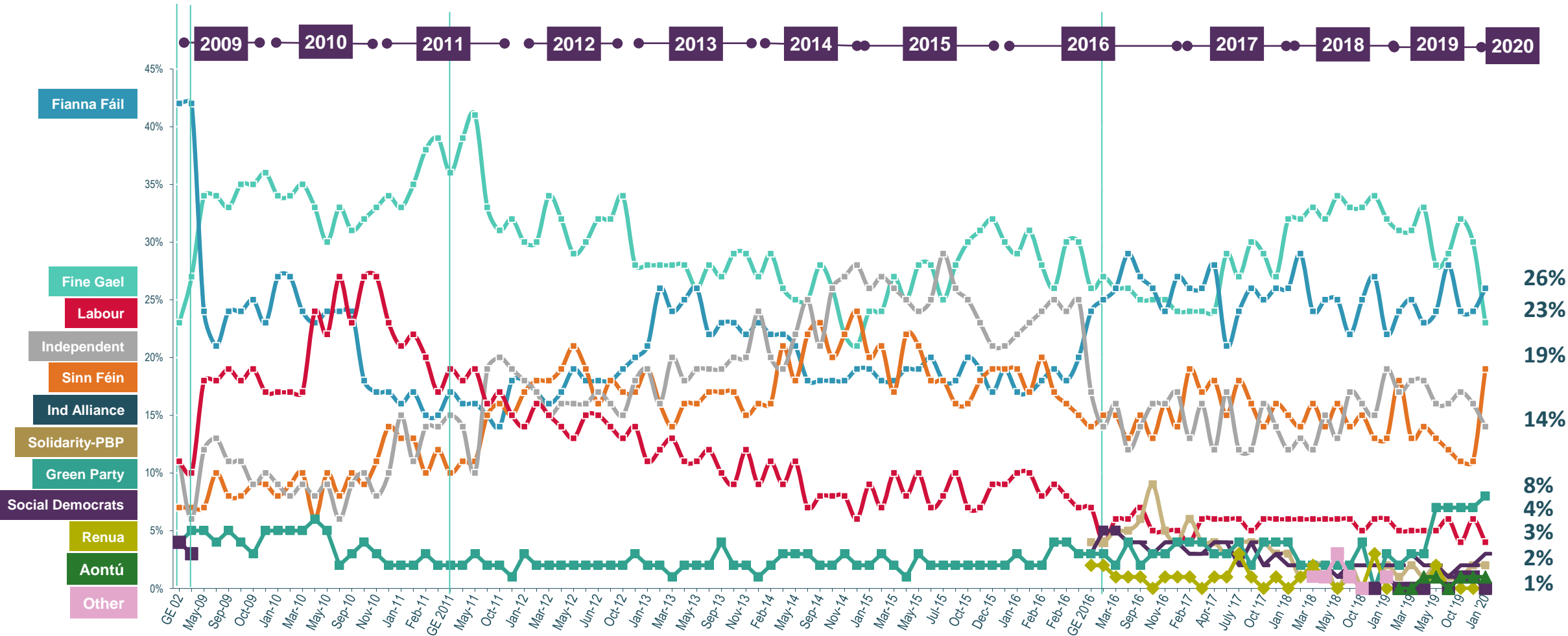


Note; From GE 2016 Onwards, 'Independents/Others' split out to show Solidarity-PBP, Social Democrats & Renua separately

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



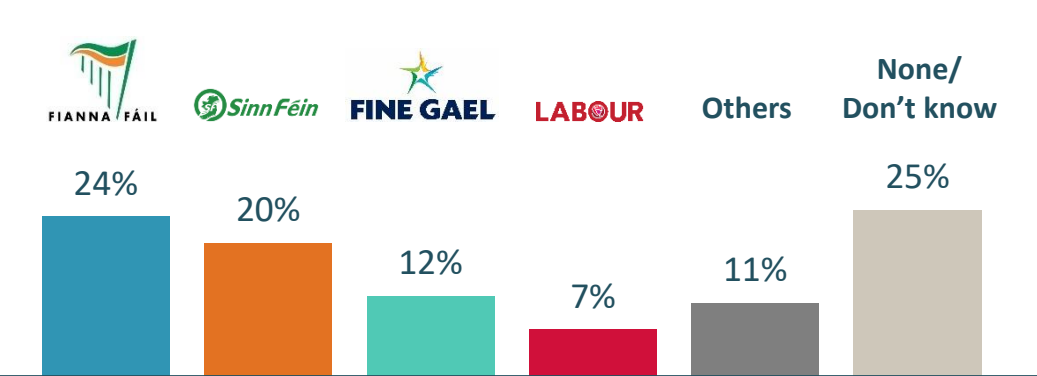
Most Popular Parties in Key Policy Areas

Which Parties Are Trusted in The Key Policy Areas

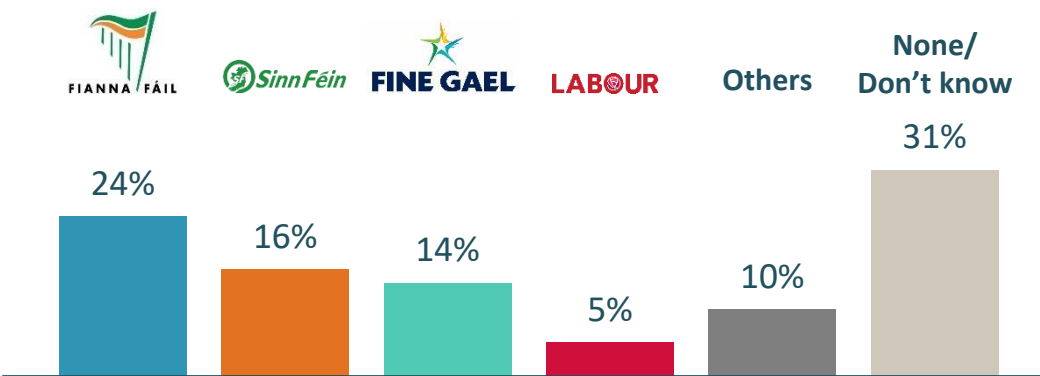
Q.4 Regardless of whom you would give your first preference vote to, which party, if any, do you think is best equipped to manage the following areas over the next 5 years?

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

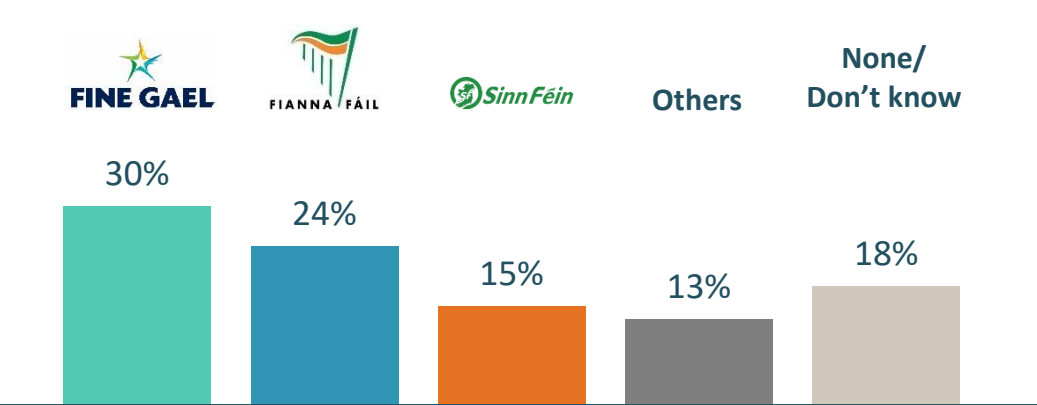
Housing/Rental Market



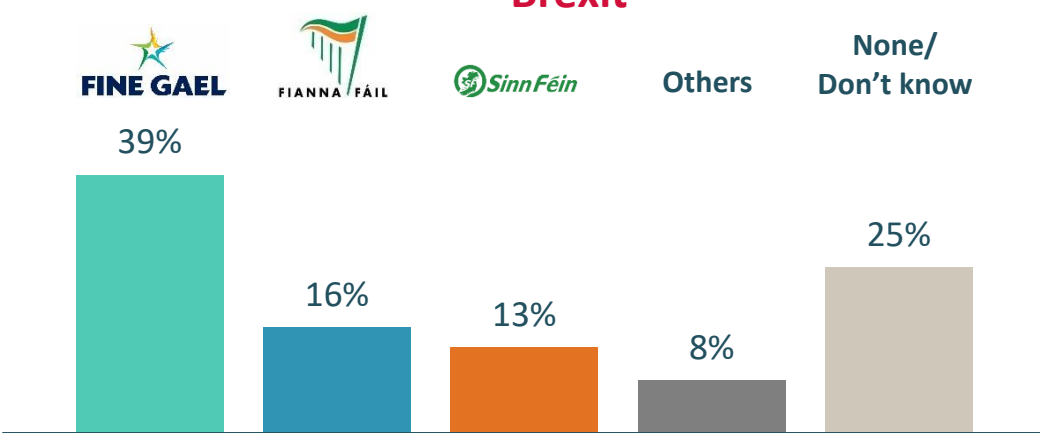
Health



The Economy



Brexit



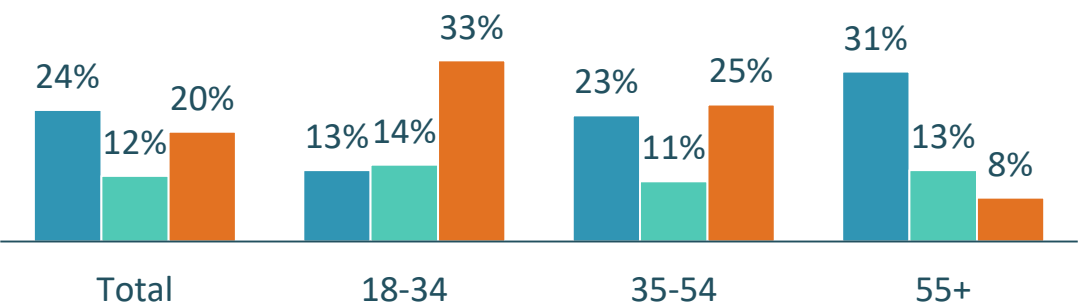
Which Parties Are Trusted in The Key Policy Areas – By Age

Q.4 Regardless of whom you would give your first preference vote to, which party, if any, do you think is best equipped to manage the following areas over the next 5 years?

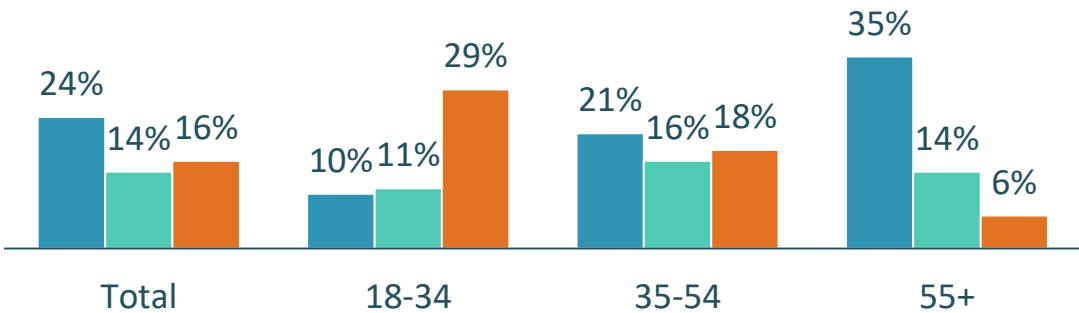
(Base: All Irish Adults aged 18+ - 1000)



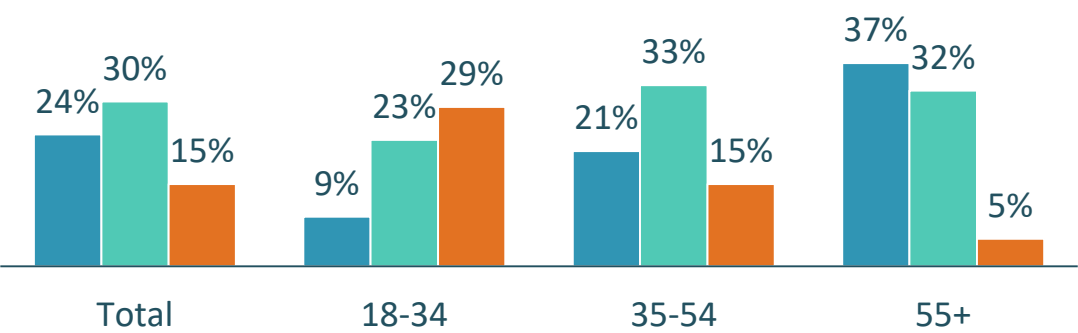
Housing/Rental Market



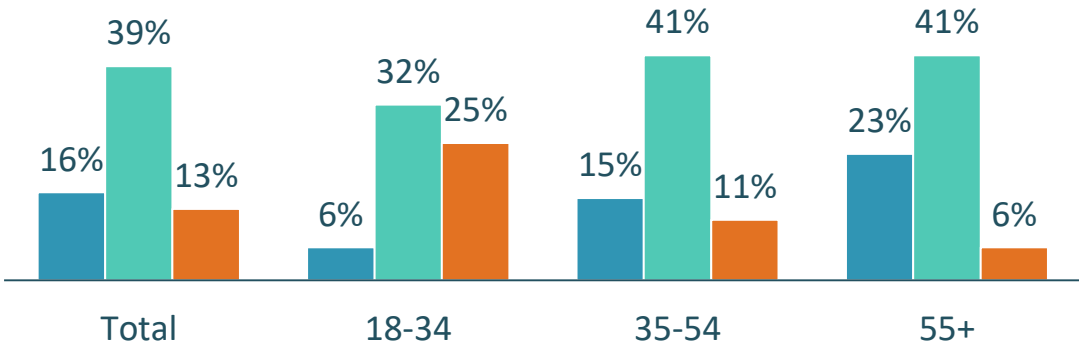
Health



The Economy



Brexit



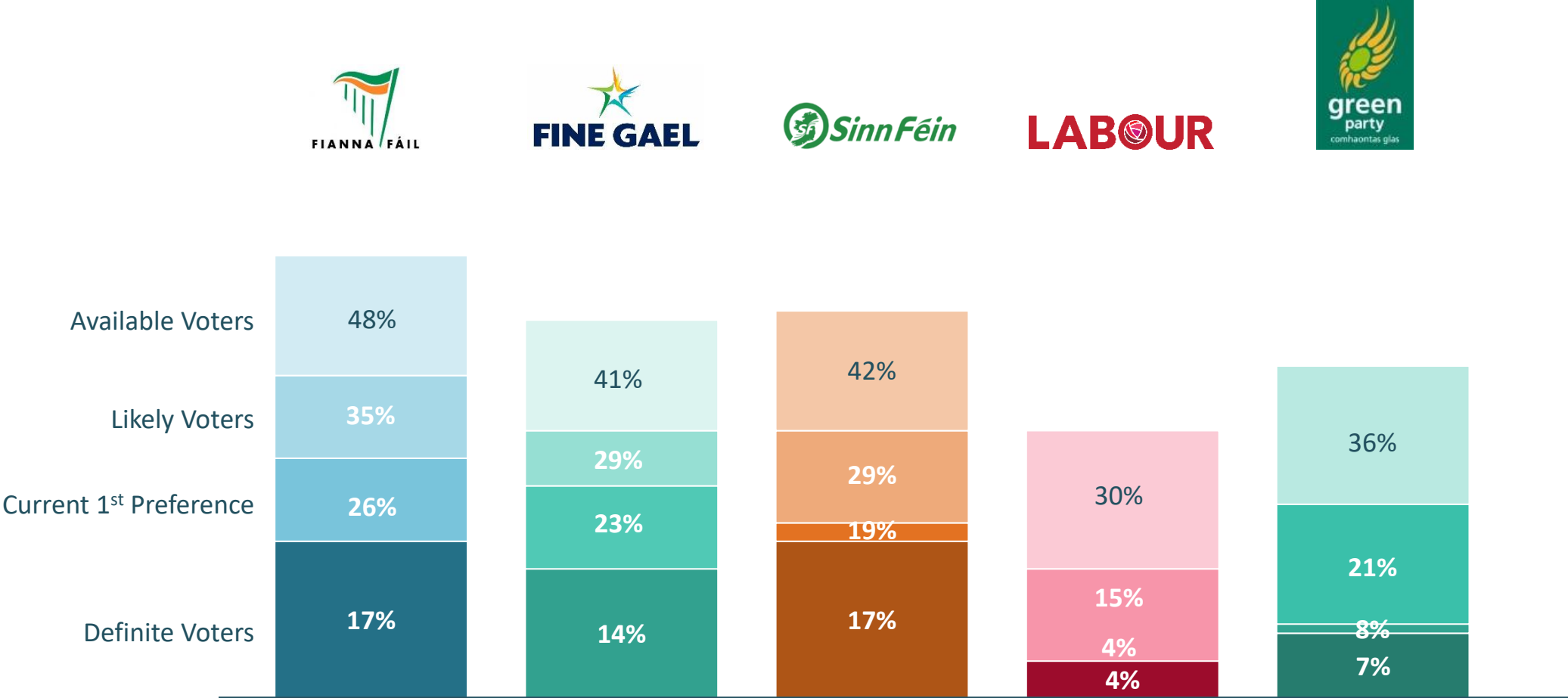


Likelihood of First Preference

Likelihood of First Preference Vote

Q5 Now I would like you to tell me how strongly you feel about giving your FIRST PREFERENCE vote to each of the following parties in the next General Election?

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



**THANK
YOU**

REDCThe logo for REDC features the word "REDC" in a bold, sans-serif font. The letters "RED" are dark blue, and the letter "C" is red. A small teal-colored segment is positioned at the top of the "C", and a red segment is at the bottom, creating a circular or semi-circular shape.