



Vote Intention Opinion Poll

12th Jan 2012

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MUST BE INCLUDED

Methodology and Weighting



RED C interviewed a random sample of 1009 adults aged 18+ by telephone between the 9th-11th January 2012.

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.

Finally 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 guidelines set down by both ESOMAR and AIMRO.

Key Findings

- Despite negative media surrounding both the household charge and the tax claims against pensioners, the two government parties come out of today's poll in relatively good positions. Both Fine Gael and Labour improve their share of the first preference vote slightly, when compared to a similar poll conducted just before the Budget in Dec.
- Fine Gael retains the largest support in the state, securing 33% of the first preference vote. While only small movements this continues an upward trend, after lows seen in Sept 2011. Having said this support for the party does remains 3% lower than that achieved in the General Election almost a year ago.
- Labour secures 16% first preference vote, again this is up slightly on the last RED C poll conducted in December, but does leave support 3% below that achieved at the last election.
- Fianna Fail just secure second place across the electorate, by taking 17% of the first preference vote. The party appeared to make some gains after the Presidential Election, with strongest support outside of Dublin and among those over 55.
- Sinn Fein support slips back to 14%, still ahead of their General Election showing, but down somewhat on the highs seen after the Presidential Election, during which Martin McGuinness had such a high profile.
- Independent candidates and other parties retain 17% of the first preference vote, up 1% on that achieved at the last election, the strength of support is high in Dublin, due to good levels of support for the Socialist Party at 3%.
- The Green Party will also be pleased to see support back at 3%, again with strengths for the Party in Dublin where they secure 6% first preference.
- With regard to the household charge itself, 26% of those aware they are liable for the charge claim they wont pay it. Those who are more likely to claim they will not pay appear to be in younger age groups, and to be living in Leinster outside of Dublin.
- However a large proportion, 24% of the population are currently not aware if they are liable or not, with younger voters and those living in Connaught and Ulster least likely to know.

If there were a *general election* tomorrow, to which party or independent candidate would you give your first preference vote?

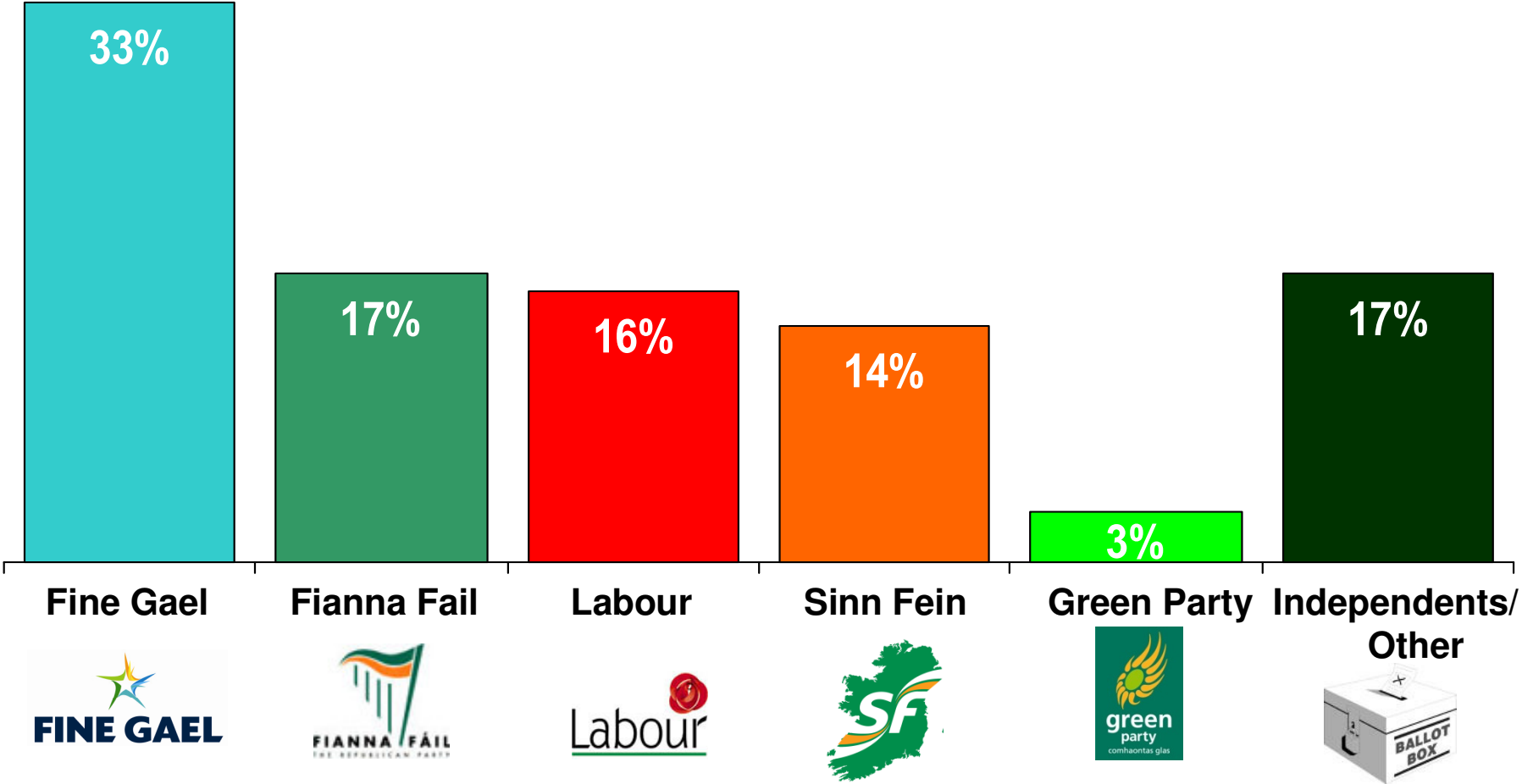
(Base: All adults WHO WILL VOTE 18+)



CURRENT FIRST PREFERENCE SUPPORT			
	Core figures 12th Jan	Excluding undecided	2011 Election Results
	%	%	%
Fine Gael	27	33	36
Fianna Fáil	14	17	17
Labour	13	16	19
Sinn Féin	11	14	10
Green Party	2	3	2
Independents/ Others	14	17	16
Undecided	19		

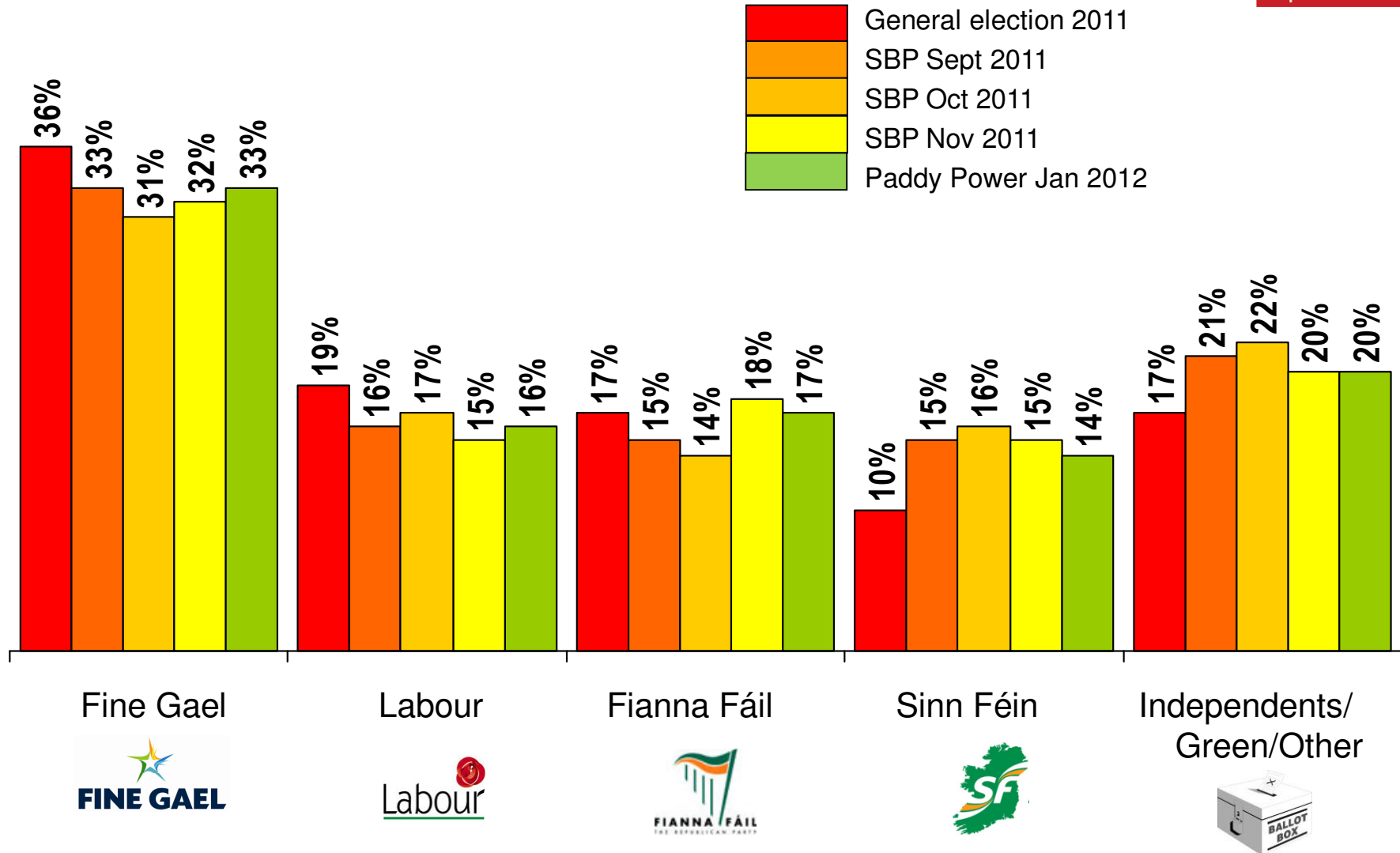
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1st Preference vote x Demographics

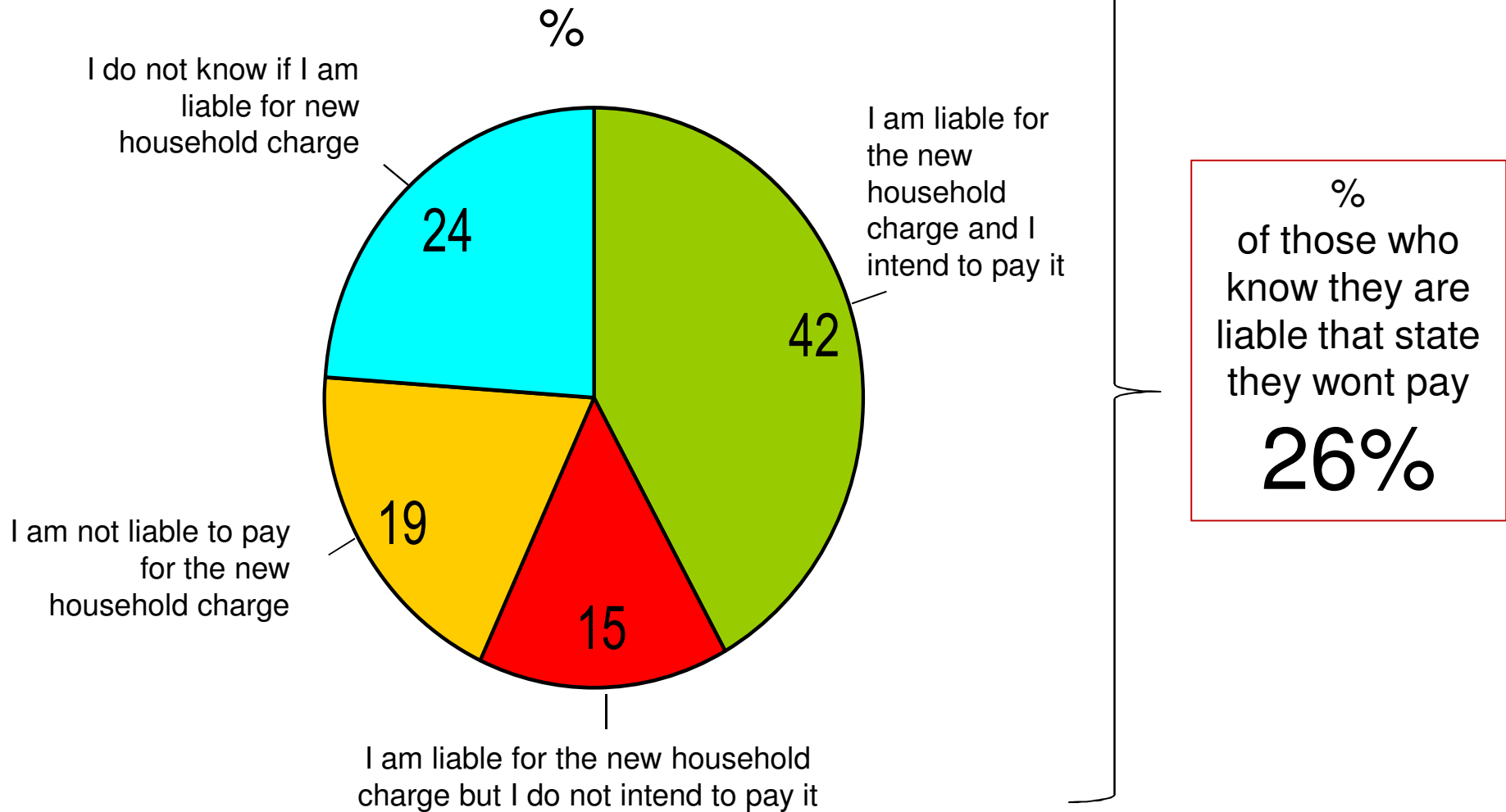
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	Total %	Gender		Age			Class		Region			
		Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Fine Gael	33%	33%	33%	30%	33%	37%	36%	27%	26%	31%	41%	35%
Fianna Fail	17%	19%	15%	18%	13%	21%	16%	17%	7%	19%	20%	21%
Labour	16%	14%	17%	15%	18%	15%	18%	15%	22%	20%	12%	5%
Sinn Fein	14%	16%	12%	14%	16%	12%	11%	19%	11%	15%	13%	18%
Independent candidates/ Other Party	17%	18%	18%	18%	19%	16%	18%	18%	28%	13%	12%	21%
Green Party	3%	1%	4%	4%	2%	1%	2%	4%	6%	2%	2%	0%

Current understanding and likely payment of Household Charge

(Base: All adults 18+)



Current understanding and likely payment of Household Charge x Demographics

(Base: All adults WHO WILL VOTE 18+)



	Gender			Age			Class		Region			
	Total %	Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Dublin %	ROL %	Munster %	Conn/ Ulster %
I am liable for the new household charge and I intend to pay it	42%	43%	41%	23%	50%	55%	47%	38%	42%	41%	43%	41%
I am liable for the new household charge but I do not intend to pay it	15%	16%	15%	11%	19%	15%	14%	17%	7%	21%	17%	17%
% aware they are liable who claim they will not pay	26%	27%	27%	32%	28%	21%	23%	31%	14%	34%	28%	29%
I am not liable to pay for the new household charge	19%	17%	21%	34%	12%	10%	20%	18%	24%	17%	20%	13%
I do not know if I am liable for new household charge	24%	24%	24%	32%	19%	20%	19%	27%	27%	20%	20%	30%