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General Election Opinion Poll

7th November 2013



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Methodology and Weighting



- RED C interviewed a random sample of 1,004 adults aged 18+ by telephone between the 4th & 6th November 2013.
- 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.
- Finally, some people tell RED C that they intend to vote, and have a good past voting record, but say they don't know who they would vote for or refuse to answer the question. Whenever such people say which party they voted for in the last election, RED C ascribe 50% to the party they voted for previously over the past two elections. We have seen from analysis of past elections that this is the most likely outcome and this reallocation tries to overcome the effect of the “spiral of silence” where voters are do not want to admit who they will vote for.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

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Key Findings

- Fine Gael are the main loser in today's poll, with an apparent voter backlash against the party possibly down to a combination of the Property tax, Water shortages and even possibly the Single Sex marriage referendum.
- The party secures 25% of the vote, which is a drop of 4% since the last comparable poll conducted by RED C for the Sunday Business Post just two weeks ago. It is the lowest rating seen for Fine Gael in a RED C poll since they were elected in 2011.
- The biggest gains are made by Independent candidates, and not other parties, perhaps suggesting that this backlash against Fine Gael may be a short lived protest vote, rather than a long term switch of party allegiance. Independents see a corresponding rise of 4% in the past two weeks, to leave them with 24% of the first preference vote.
- Among the other parties Fianna Fail are the only one to make any gains, up 1% in the past two weeks to leave them securing 24%. This means they are just 1% behind Fine Gael in terms of first preference support. Sinn Féin are the party that falls back by the same proportion of 1%, that means they secure 16% overall.
- Labour retains its poorest share of first preference vote first recorded two weeks, to leave the party still on 9%. The Green Party also retain the same level of support with no change in the past two weeks to see them secure 2%.
- In terms of leader support Kenny notes a decline similar to that seen in party support. Despite Labour maintaining at a party level Gilmore sees a slight drop back also.
- There is widespread support for the introduction of Same Sex Marriage into the Irish constitution among those likely to vote, with 76% of likely voters currently claiming they would support the introduction in any referendum, while 18% oppose its introduction and 6% are undecided. Once undecided voters are excluded this suggests that at the present time, some way before the referendum itself and prior to any meaningful debate, 81% would support the introduction of same sex marriage while 19% would oppose it.
- Support is highest among women (85%), those under 44 (87%), Labour supporters (96%) and those living in Dublin and commuter counties (83%). Fine Gael (27%) and Fianna Fail (29%) supporters are most likely to oppose the introduction of Same Sex Marriage; with men (24%) also showing higher opposition than other demographic groups.



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First Preference Vote Intention – 7th Nov 2013

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
25% -4

Labour
9% =

Fianna Fail
24% +1

Sinn Fein
16% -1

Independent/
Other
26% +4

Undecided Voters
20% +2



First Preference Vote Intention – 7th Nov 2013

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 (including undecided))

CURRENT FIRST PREFERENCE SUPPORT AMONG THOSE LIKELY TO VOTE

	Core figures 7 th Nov 2013	Excluding 50% undecided, and weighting back 50% undecided to how they voted in past elections	2011 Election Results
	%	%	%
Fine Gael	19	25	36
Labour	7	9	19
Fianna Fáil	19	24	17
Sinn Féin	14	16	10
Independent candidates	18	24	13
Green Party	2	2	2
Socialist Party	1	*	1
Other Party	*	*	1
Undecided	20		

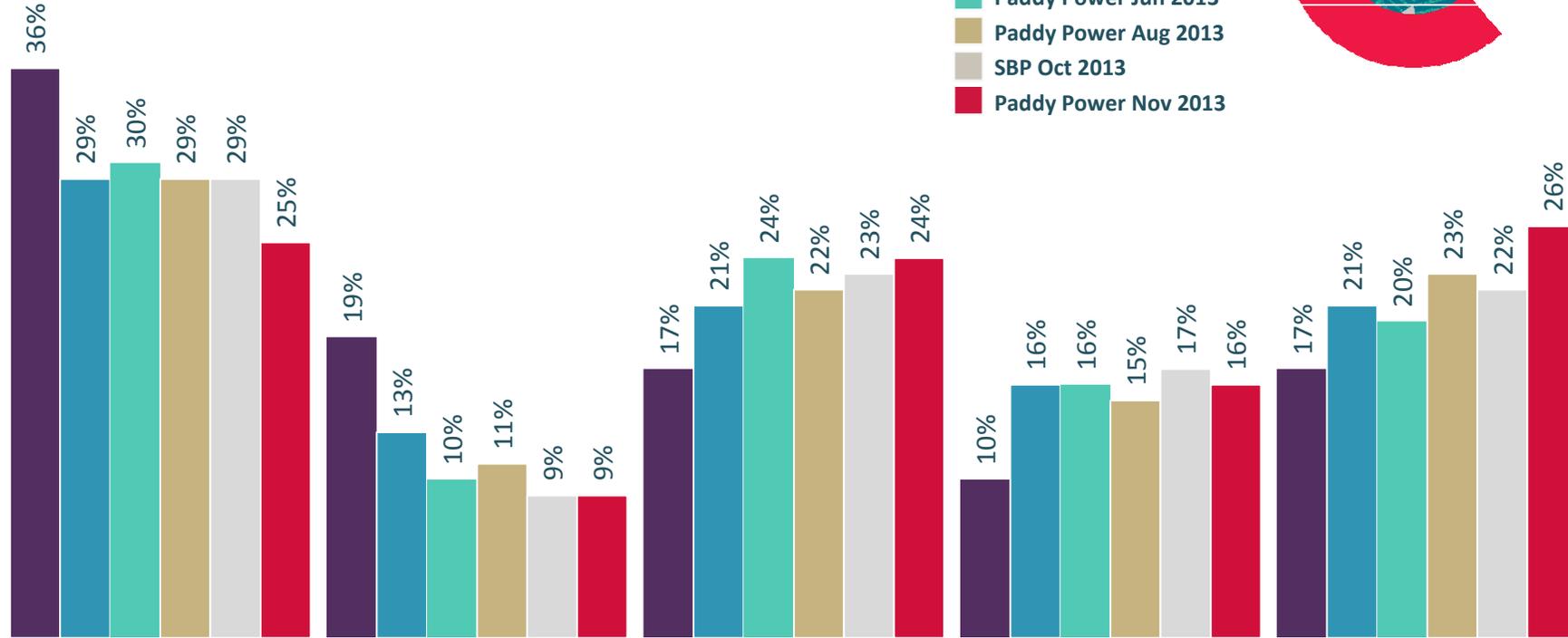
First Preference Vote Intention – Jan 2013 – Nov 2013

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 Jan 2013
- Paddy Power Jun 2013
- Paddy Power Aug 2013
- SBP Oct 2013
- Paddy Power Nov 2013



Fine Gael
25%

Labour
9%

Fianna Fail
24%

Sinn Fein
16%

Independent/
Other
26%

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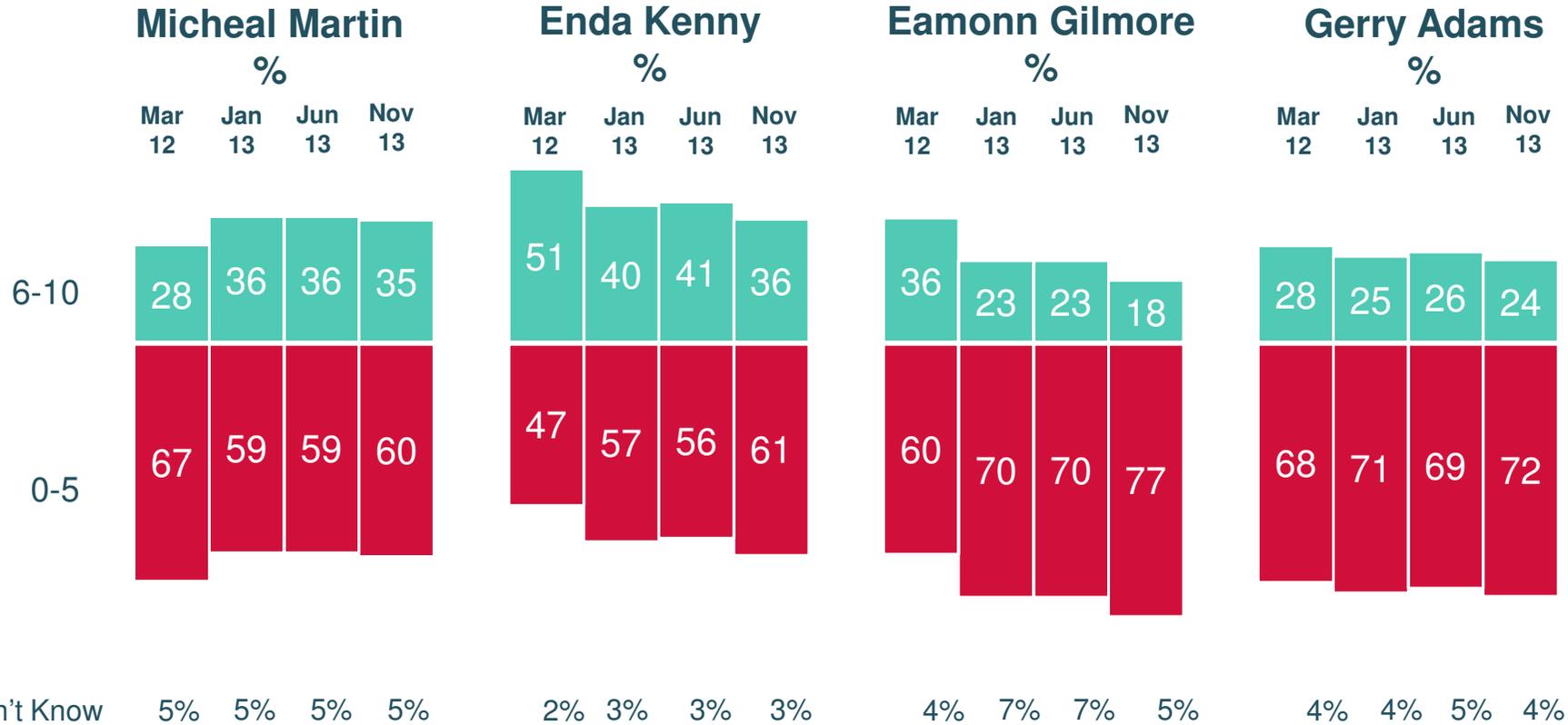
1st Preference vote x Demographics

(Base: All adults 18+ who will vote)

	Gender		Age			Class			Region				
	Total %	Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	F* %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Fine Gael	25	27	21	25	24	23	26	20	37	21	31	21	22
Labour	9	8	9	10	7	11	10	8	1	12	10	5	6
Fianna Fail	24	24	24	23	19	28	21	22	50	17	26	31	19
Sinn Fein	16	18	16	22	19	12	14	22	2	17	15	12	26
Independent candidates/ Green/ Other Party	26	24	26	19	31	29	28	28	10	33	18	31	27

Party Leader Performance

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



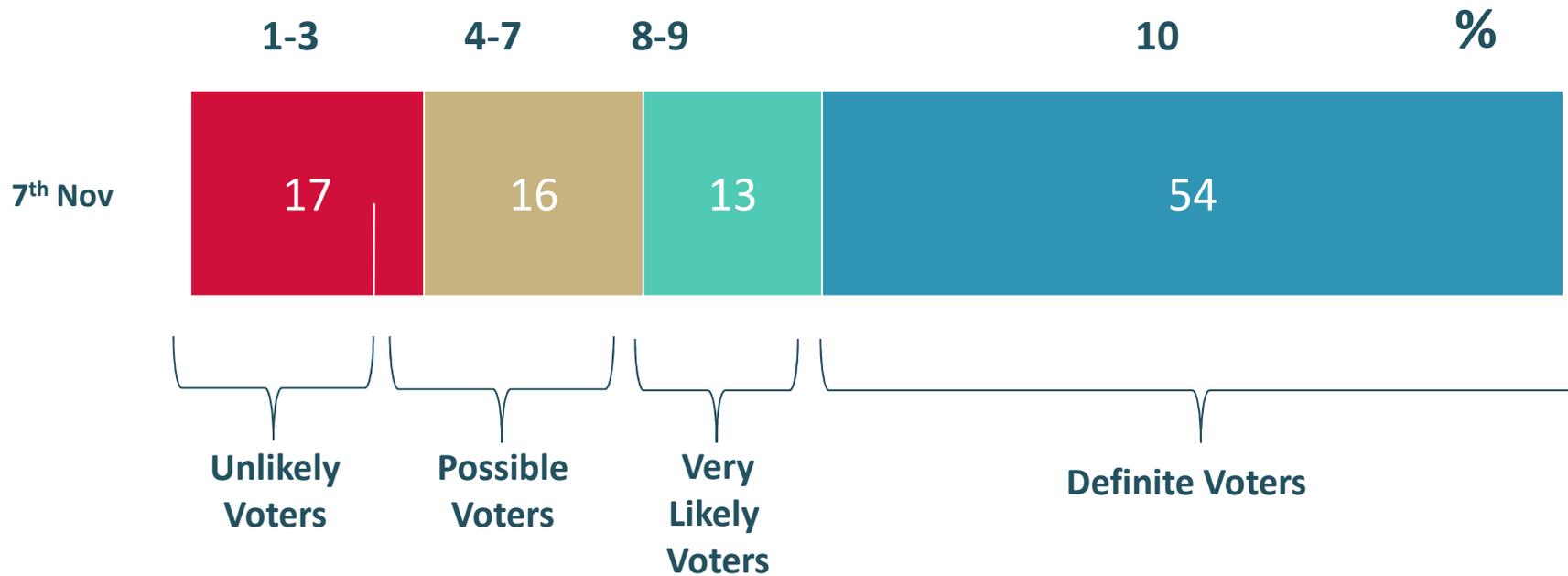
	Micheal Martin (FF) N=180	Enda Kenny (FG) N=172	Eamonn Gilmore N=62	Gerry Adams N=155
% 6-10 among 'own party' Intenders Nov 2013	69%	81%	33%	71%

Likelihood to Vote in Referendum on Same Sex Marriage

(Base: All adults 18+)

In any one referendum, turnout might be at only around 60% of all eligible to vote. It is important therefore that we control our voting intention questions by how likely people are to vote. RED C ask respondents to say how likely it is that they will go and vote using a ten point scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote. We then exclude anyone who gives a score of 1-3 from our voting intention calculations, as these people will not vote in an election anyway.

1 = Definitely Will Not Vote – 10 = Definitely Will Vote



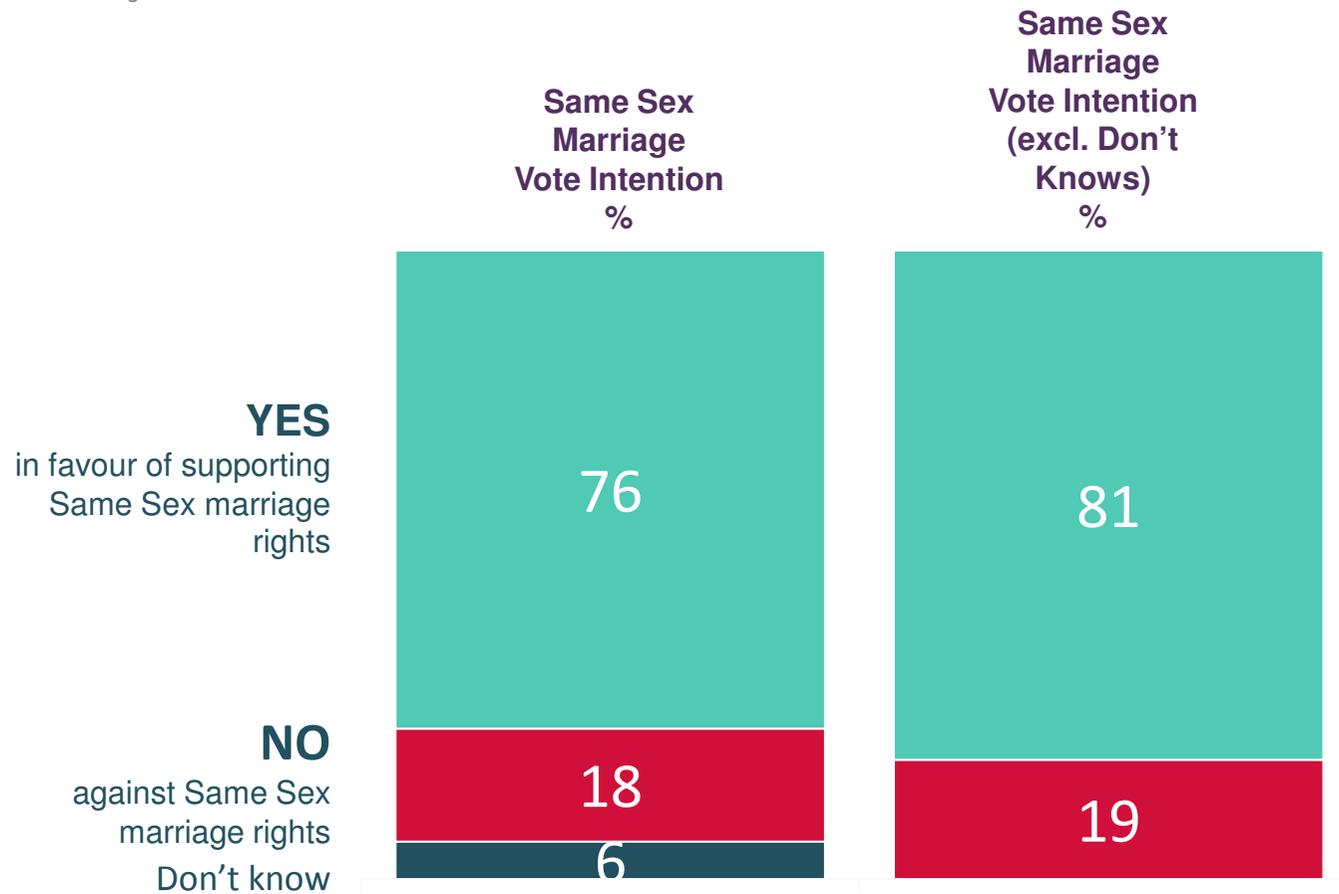
Following charts are based on possible, likely and definite voters.



Vote Intention for Same Sex Marriage Referendum

(Base: All adults likely to vote 18+)

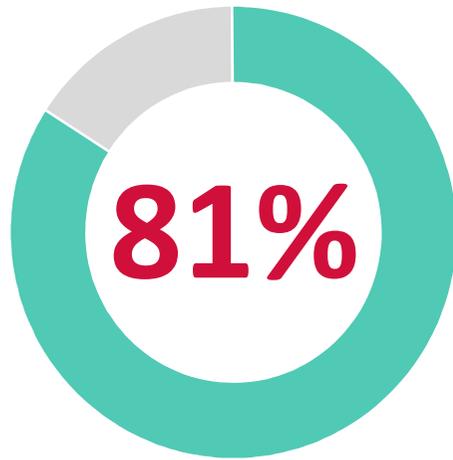
The government has announced they are to hold a referendum in the lifetime of this government, to vote for a proposed amendment to the Constitution to provide for Same Sex Marriage to be recognised by the state. If this referendum was to be held tomorrow would you vote Yes in favour of supporting Same Sex Marriage in the constitution or No against recognising Same Sex marriage?



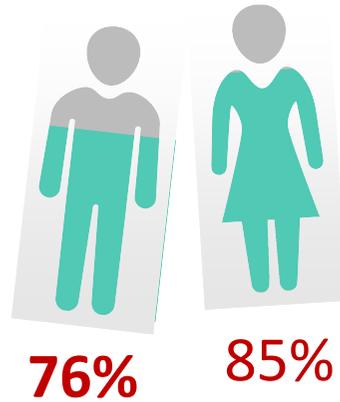
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Who is more likely to support the Same Sex Referendum?

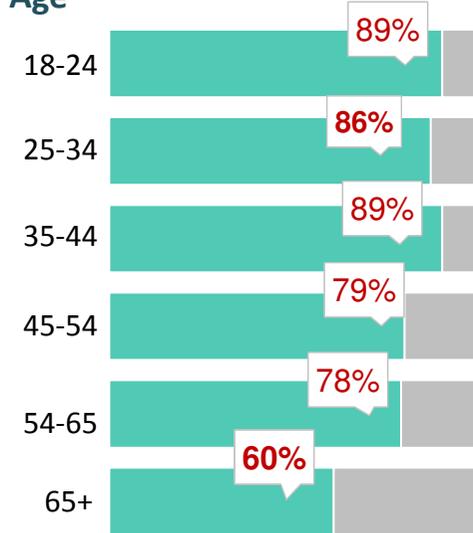
(Base: All likely voters aged 18+)



Gender



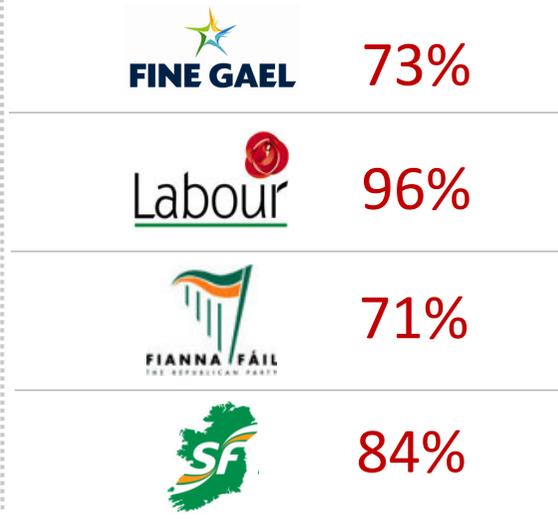
Age



Social Class



Party Support



Region

