



Vote Intention Opinion Poll

Feb 2011

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MUST BE INCLUDED

Methodology and Weighting



RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 29th Jan – 1st Feb 2011, with 80% conducted in the last two days.

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 - I

- Fine Gael see a significant rise in support in today's poll, taking 37% of the first preference vote, a rise of 3% since the last RED C poll at the weekend. If this trend continues, the party must be looking at the possibility of forming a government and possibly just needing the help of like minded Independent candidates to do so.
- In contrast Labour's share continues to trend downwards. They secure 19% support in today's poll, down 2% since the weekend; but significantly down on the 27% high they saw towards the end of 2010.
- Fianna Fail support trends upwards securing 18% in today's poll, up 2% since the weekend, and creeping up toward 20% again. This is presumably on the back of Martin taking over as leader, as he is again seen as the best person to represent Ireland as Taoiseach when party support is put aside.
- Sinn Fein support slips again in today's poll to leave them securing 12% first preference, and has been trending downwards slowly since the Donegal by election success gave the party such a boost.
- The Green Party takes a 3% share of the vote, which is their average share over the past 6 or 7 polls, and will leave them very tight to secure any seats
- Support for Independents, which had been very high at 15%, drops back to 11%.
- A key point from this poll is that, with just over three weeks until polling day, there are still 20% of likely voters who remain undecided in how they will vote, and as such there is still all to play for.

Key Findings - II

- An analysis of those undecided voters suggest that a large majority were previous Fianna Fail voters, and if we implement our Spiral of Silence analysis, this suggest that some may revert to Fianna Fail and take their share to 20%.
- When we also look at loyalty of vote it is apparent that Fianna Fail have improved the loyalty of voters, with 11% now saying they will definitely vote for the party and a further 9% that they are likely to. However, any gains they make will have a limit, as 56% still state that they definitely won't vote for the party.
- For Fine Gael this same analysis of possible vote behaviour suggest that the party could take 40% of the vote if they have a really good campaign, with 20% definite to vote for them and a further 22% likely to.
- Labour sees their loyalty decline slightly, but they have 12% definite to vote for the party and 20% likely to. Again evidence that there is all to play for still between themselves and Fine Gael to secure these likely voters.
- Many were surprised to see Michael Martin get the highest support for Taoiseach at the weekend, but that result is replicated in today's poll. This question is asked irrespective of party support and gives an indication of how people relate to the person/leader, rather than the party. It is of course very good news for Fianna Fail, and suggests the change in leader was worthwhile.
- On the other hand the fact that he has leapfrogged Gilmore in this analysis, suggests that Gilmore's appeal was perhaps as being better than Kenny, rather than someone the people really warmed to. Labour will also be concerned to see that Gilmores own rating has fallen back a bit this week, and Kenny is catching up with him.

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

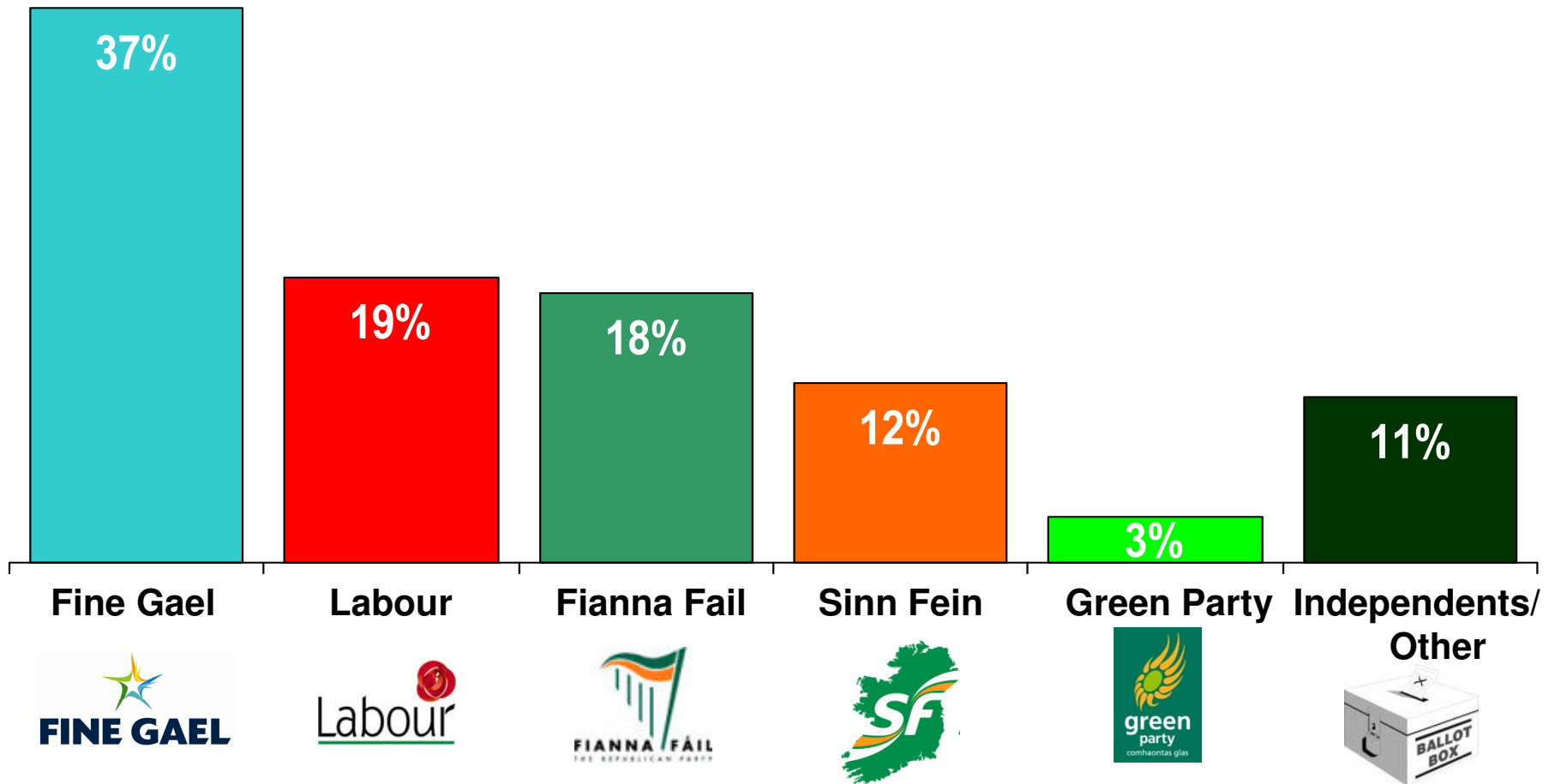
(Base: All adults WHO WILL VOTE 18+)



CURRENT FIRST PREFERENCE SUPPORT			
	Core figures 2nd Feb	Excluding undecided	2007 Election Results
	%	%	%
Fine Gael	29	37	27
Labour	15	19	10
Fianna Fáil	14	18	42
Sinn Féin	9	12	7
Green Party	3	3	5
Independents/ Others	10	11	6
Undecided	20		

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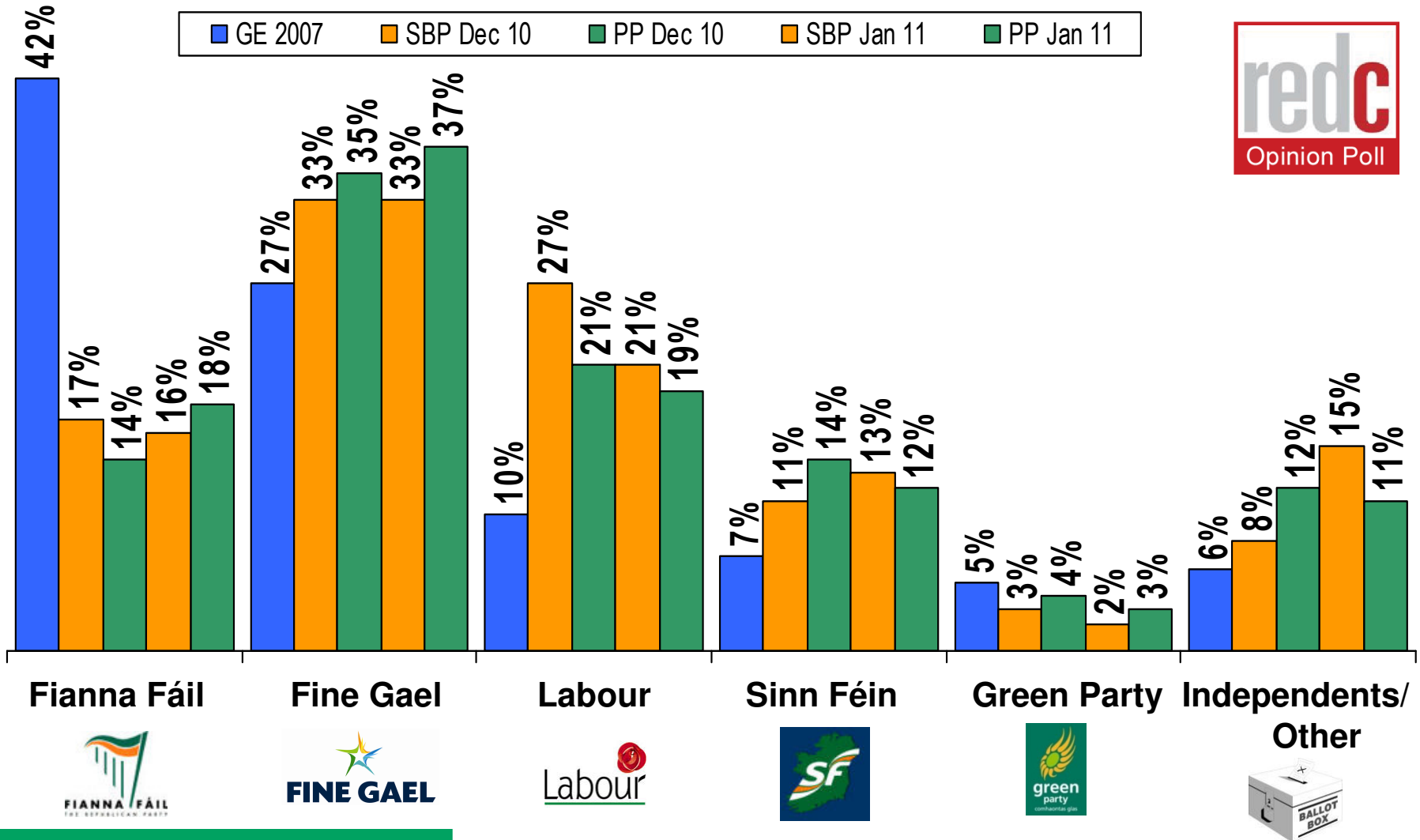
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1st Preference vote x Demographics

(Base: All adults WHO WILL VOTE 18+)



		Gender					Class		Region			
	Total %	Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Fine Gael	37	36	38	31	38	42	35	32	32	35	42	40
Labour	19	15	24	25	18	14	24	19	24	18	21	9
Fianna Fail	18	20	15	14	18	21	16	19	14	23	15	20
Sinn Fein	12	15	8	15	11	8	9	17	12	12	10	15
Independent candidates/ Other Party	11	11	11	11	12	12	13	10	13	8	9	16
Green Party	3	3	4	4	3	3	3	3	5	4	3	1

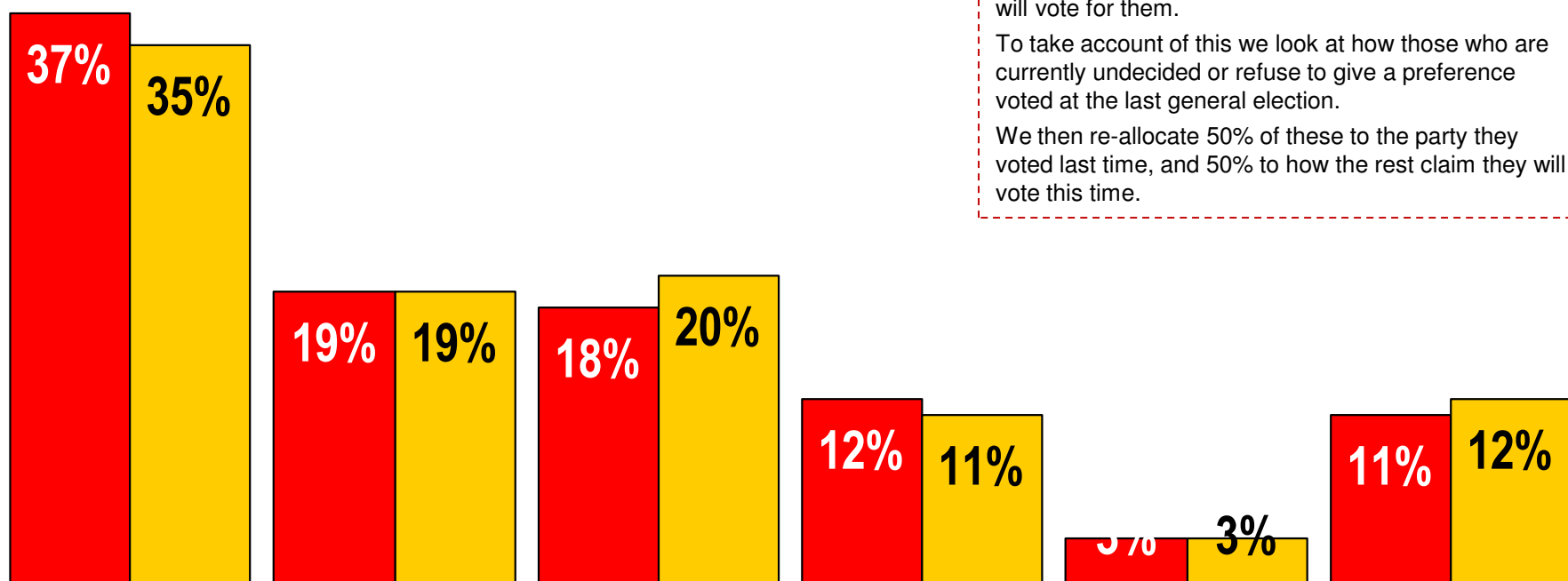
Spiral of Silence Allocation of Undecided Voters.

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■ Normal D/K allocation ■ Past Vote weighted D/K Allocation



The Spiral of Silence
 Assumes that one party is so poorly thought of that respondents are “ashamed” or “shy” to admit that they will vote for them.
 To take account of this we look at how those who are currently undecided or refuse to give a preference voted at the last general election.
 We then re-allocate 50% of these to the party they voted last time, and 50% to how the rest claim they will vote this time.

Fine Gael

Labour

Fianna Fail

Sinn Féin

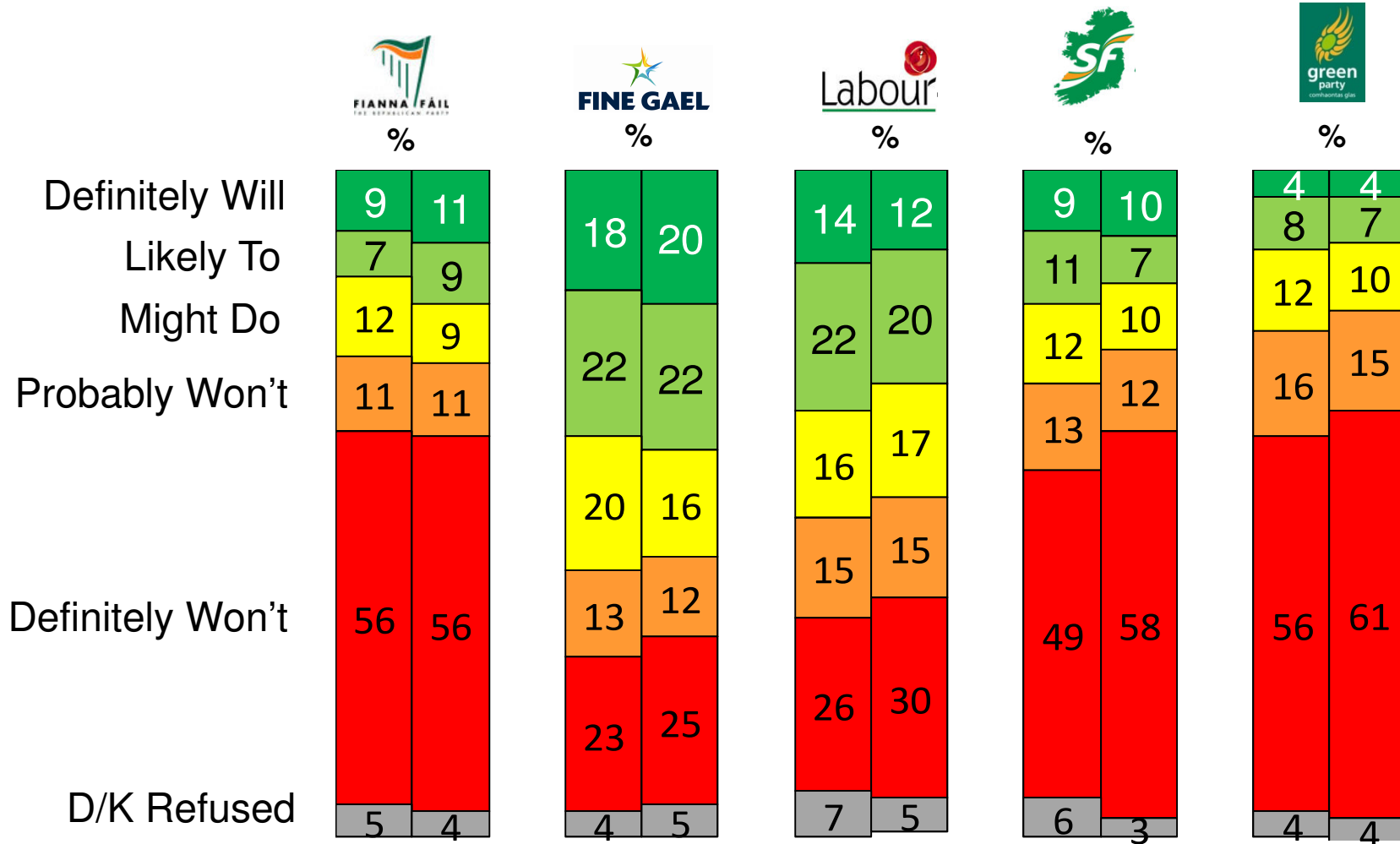
Green Party

Independents/
Other



Attitude towards giving 1st Preference Vote to this Party at Next General Election

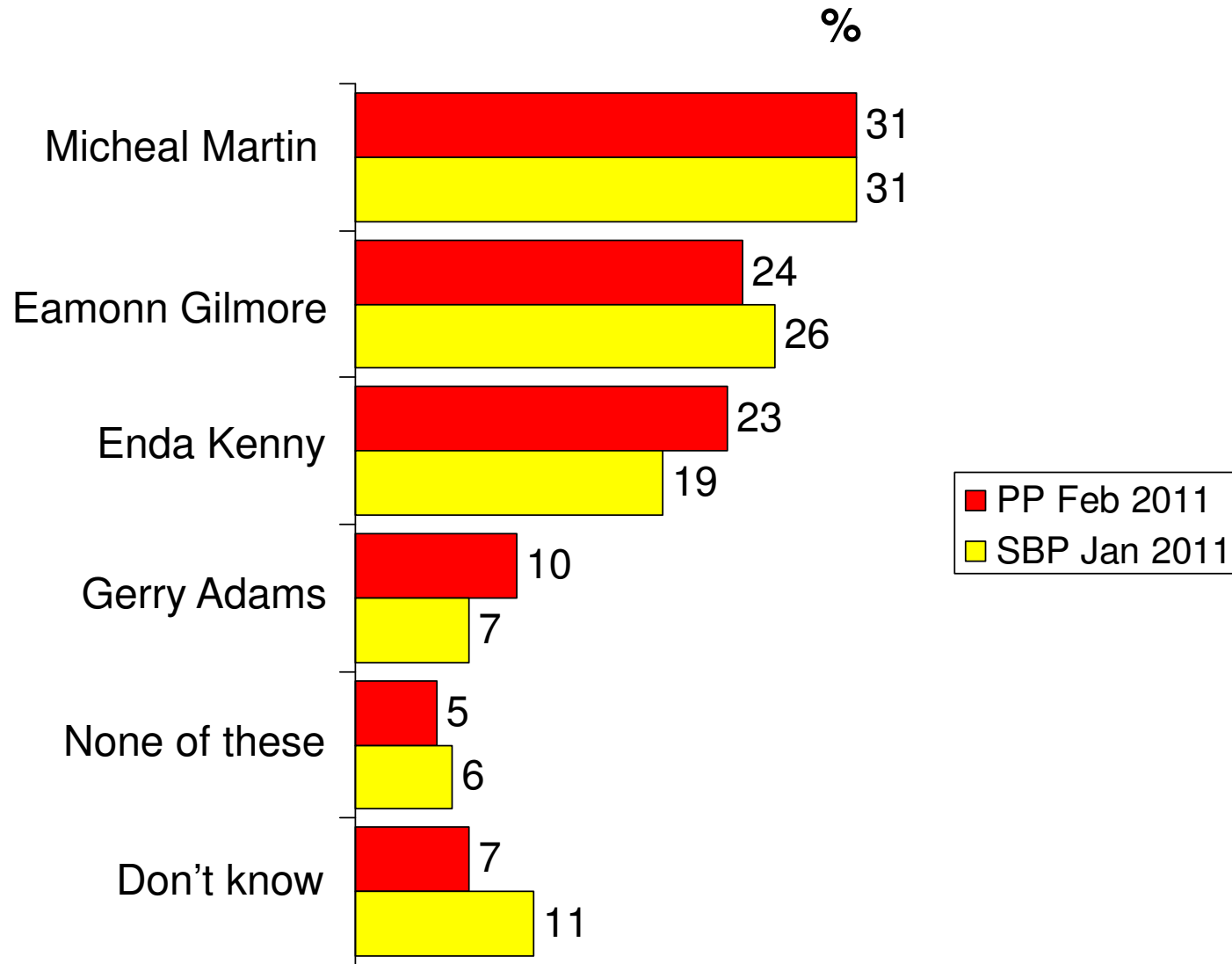
(Base: All Adults Likely to Vote – 900)



Best Taoiseach after Next General Election

Q. Irrespective of which party you support, which of the main party leaders do you believe would make the best Taoiseach for Ireland after the next general election?

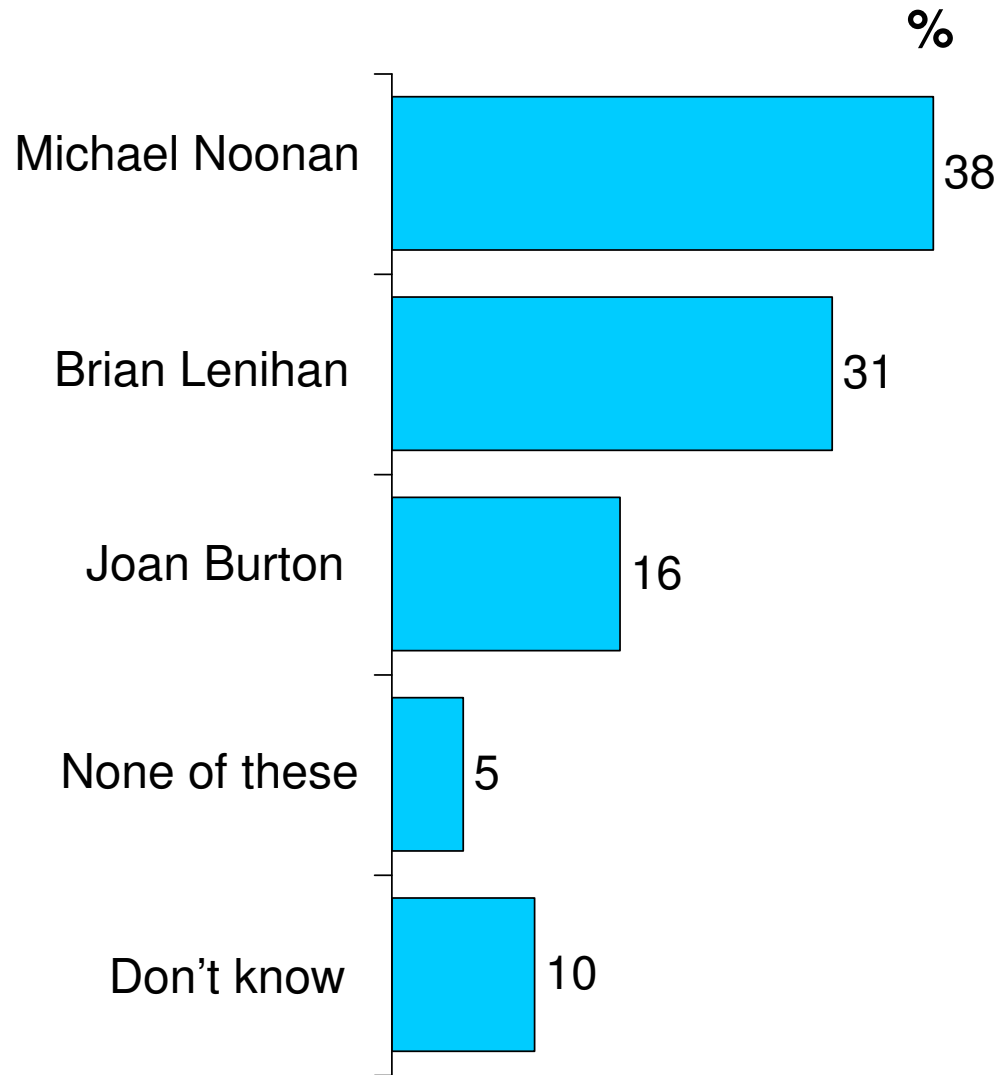
(Base: All Adults 18+ Years – 1,000)



Best Minister for Finance after Next General Election

Q. Irrespective of which party you support, which of the following do you believe would make the best Minister for Finance after the next general election?

(Base: All Adults 18+ Years – 1,000)



Attitudes to Potential Coalitions after the General Election

(Base: All Adults 18+ Years – 1,000)

