



Public Opinion Poll

Dec 2010



MUST BE INCLUDED

Methodology and Weighting



RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 29th Nov & 1st Dec 2010.

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.

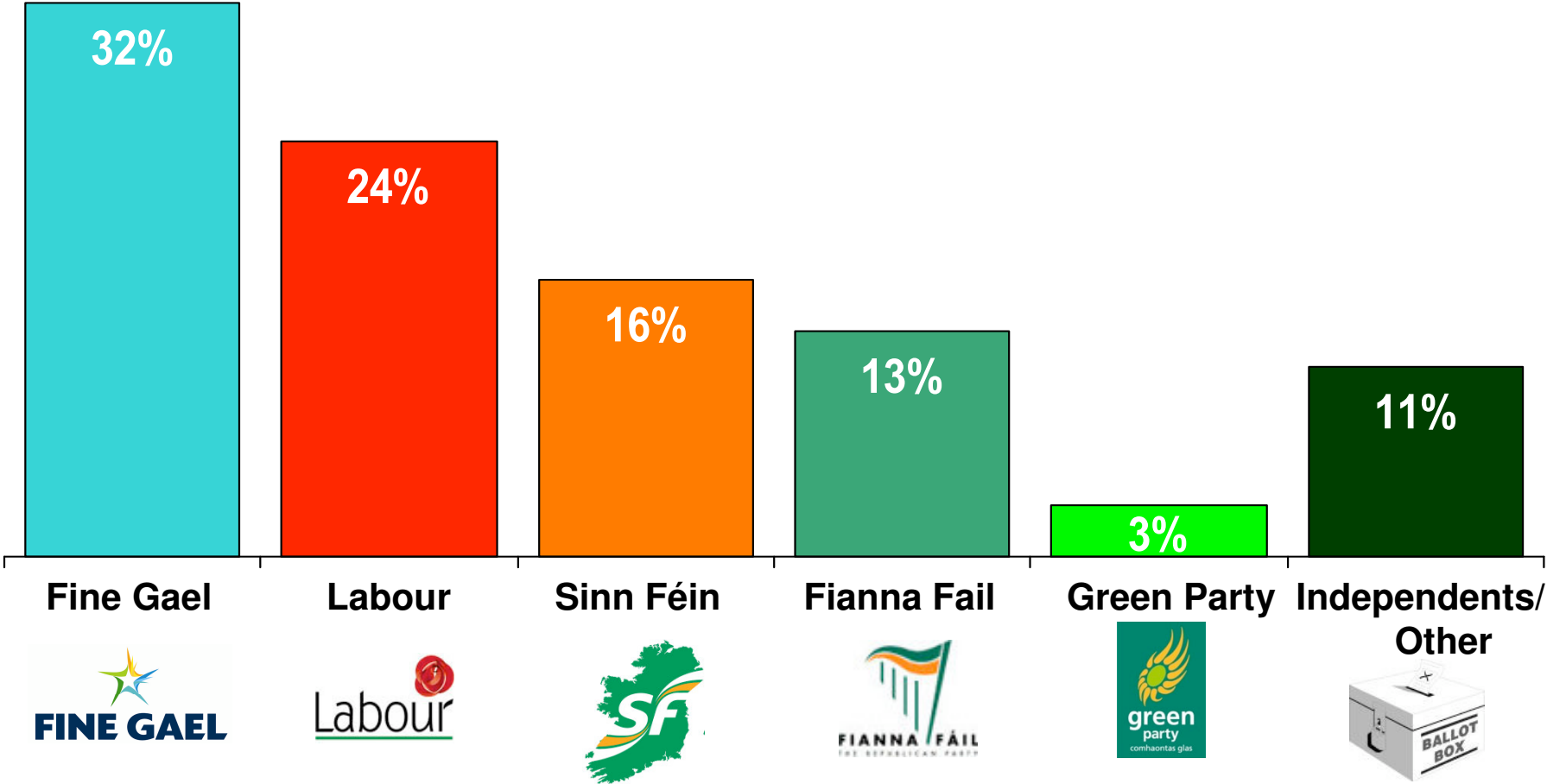
In all respects the poll was completed to the guidelines set down by both ESOMAR and AIMRO.

Key Findings

- Fianna Fail first preference vote falls behind Sinn Fein, with the party only securing 13% of the declared first preference vote. This is a drop in support of close to 30% since the last election.
- Sinn Fein see a big increase in support on the back of their success in the Donegal South West by-election, they secure 16% of the first preference vote, more than double what they achieved at the last election.
- This support appears to be grounded among younger voters aged under 35, and is evenly spread across regions.
- Fine Gael take the highest share of 1st preference, securing 32% of the vote, with particularly strong support among those in older over 55 year old who are perhaps more reliable vote on polling day.
- Labour obtain a quarter (24%) of the first preference vote in this poll, which is less than has been seen recently in other polls, but still represents a significant increase on what they achieved at the last election. Greens secure 3% of first preference and Independents 11%.
- When the Spiral of Silence is taken into account FF support rises back up to 16%, just ahead of Sinn Fein.
- Gilmore still seen as the best Taoiseach with 41% supporting him, with Enda Kenny also rising back up to 25%. When total support is included half the electorate are happy to see Kenny as Taoiseach. Cowen drops back to just 8% support among voters.

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+)



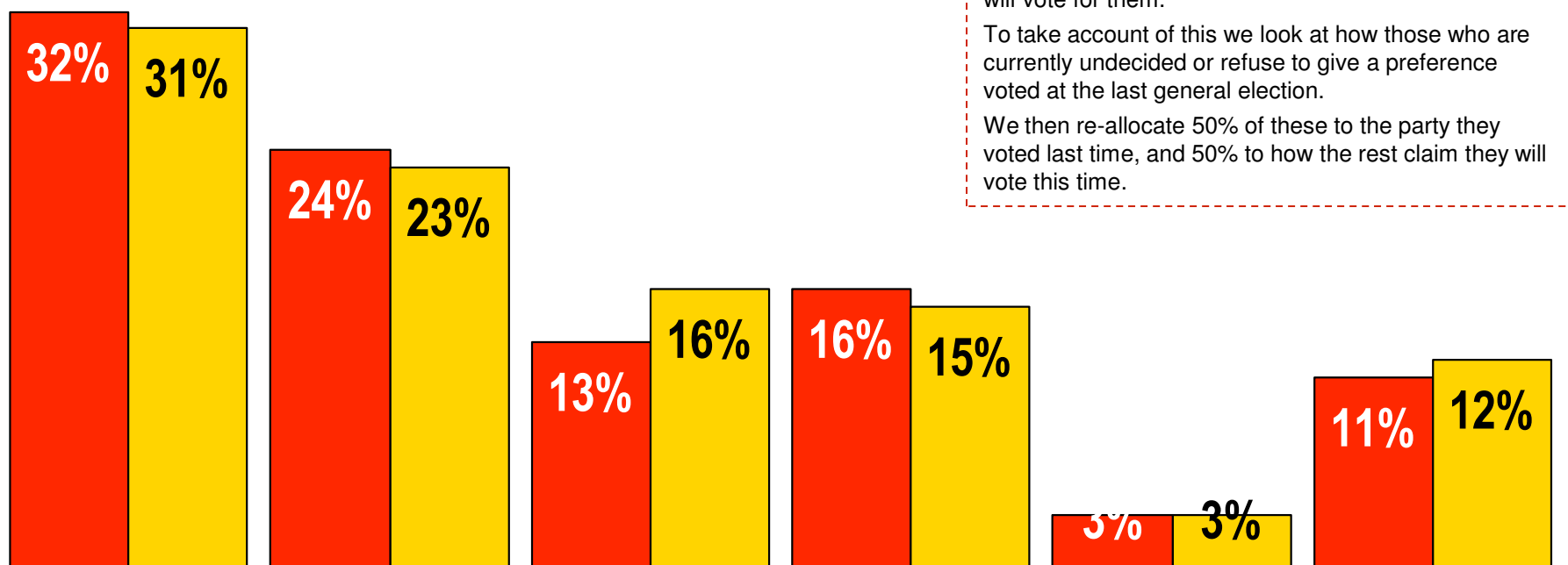
Spiral of Silence Allocation of Undecided Voters.

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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



1st Preference vote x Demographics

(Base: All adults WHO WILL VOTE 18+)

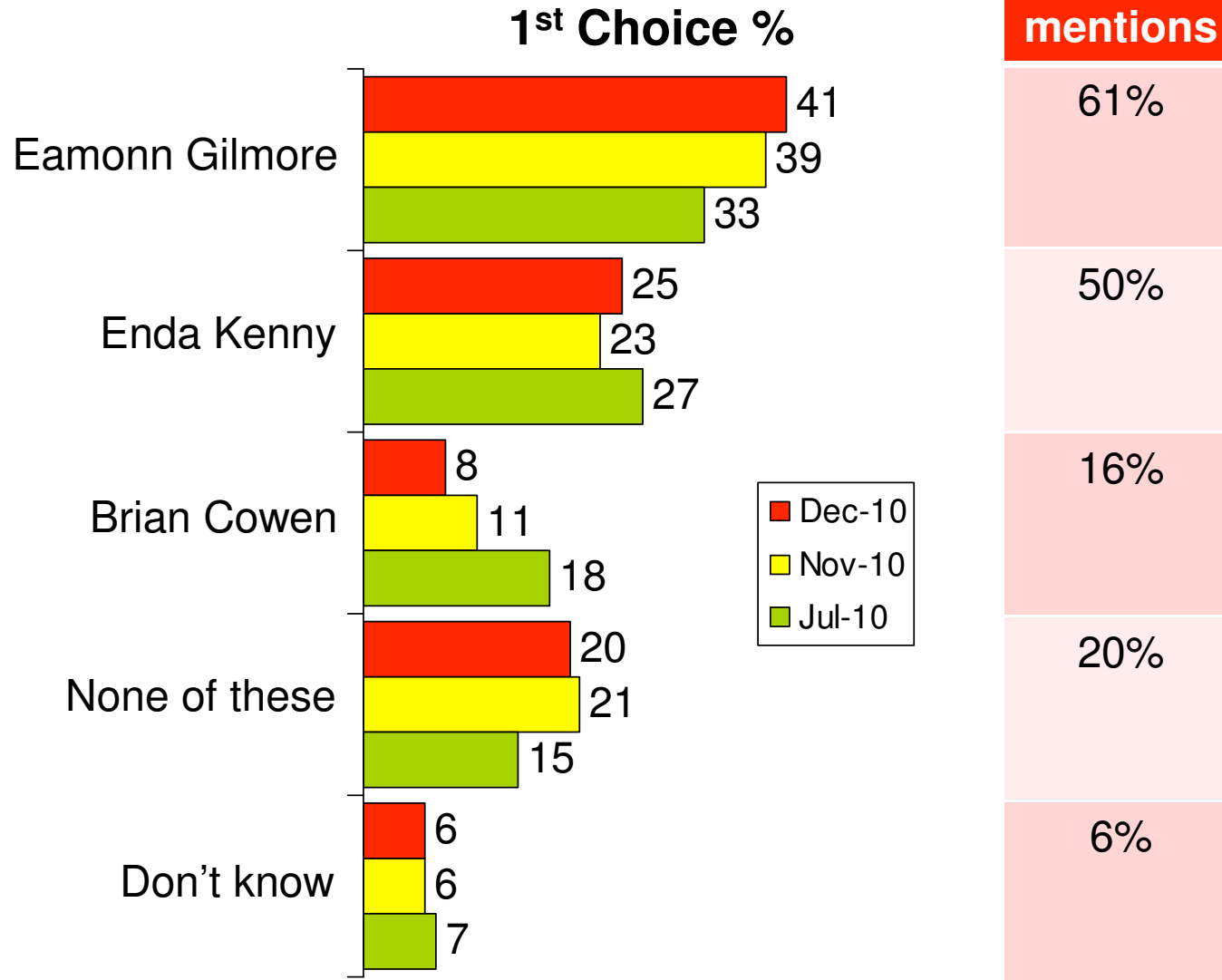


		Gender					Class		Region			
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	Dublin	ROL	Munster	Conn/ Ulster
Fine Gael	32%	34%	31%	24%	26%	48%	35%	21%	25%	36%	30%	41%
Labour	24%	22%	27%	27%	28%	16%	31%	25%	34%	23%	23%	14%
Sinn Fein	16%	16%	16%	25%	15%	7%	12%	22%	15%	18%	15%	16%
Fianna Fail	13%	15%	11%	10%	12%	16%	9%	16%	11%	13%	14%	13%
Independent candidates	11%	11%	12%	9%	15%	11%	11%	12%	10%	10%	13%	14%
Green Party	3%	3%	3%	5%	3%	2%	3%	4%	5%	2%	4%	2%

Best Taoiseach after Next General Election

Q.1 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 – 1,003)



(Q.2)