



## **GE11 FINAL Opinion Poll**

23<sup>rd</sup> Feb 2011

**paddypower.com**

# MUST BE INCLUDED

## Methodology and Weighting



RED C interviewed a random sample of 1500 adults for vote intentions, and 1000 for all other questions, aged 18+ by telephone between the 19<sup>th</sup> – 22<sup>nd</sup> February.

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

- The final poll of the GE11 campaign, with polling conducted right up to the 22<sup>nd</sup> February, sees voters continue to make up their minds leaving just 13% undecided, as we move into the final few days.
- Fine Gael support continues on the gradual ascent seen throughout the campaign, with the party securing 40% share of the first preference vote overall, up another 1% since the weekend, but perhaps a little short of what may be needed for an overall majority.
- Labour manages to correct some of its decline in recent polls by securing 18% share. This may suggest the party has turned the corner on its recent declines, and may yet see further small improvements by polling day. Today's poll does leave the party at almost double the support they achieved in 2007, but it is still somewhere behind where they had hoped to be at the start of the campaign.
- Fianna Fail support falls back slightly in this final poll, leaving the party on just 15% first preference share. When adjustments are made for possible "shy voters" the party may secure closer to 17% - but this is still a long way behind the mid 20's target set when Michael Martin took over as leader.
- Sinn Fein support also slips back slightly in this poll to leave them securing 10% of the first preference vote. Given that the parties voters are possibly the least likely to actually go and vote, to achieve this share on polling day would certainly be an improvement on the 7% achieved in 2007.

## Key Findings - II

- The Green Party takes a 3% share of the vote, although the reality is that the party has been trending at 2.5% throughout the campaign and continues to do so. It is only rounding which leaves them on either 2% or 3% in different polls. They will however be happy to see support stronger in Dublin at 5%, where most of their possible seat takers are based.
- Support for Independents & Other Parties, remains very high at 14%, where they have been consistently polling during the campaign. However, the seat return on this may not be as high as expected, as there are so many independent candidates that their share of the vote is likely to be fragmented
- So how likely is it that this poll will be replicated on Election Day?
- The fact that the undecided voters is so low gives confidence to the results. However, it should be noted that there are still 32% who are pretty sure, but haven't completely made up their minds; and another 9% who definitely haven't made up their minds yet. This means that parties do have votes to fight for in the last days.
- The Independent candidates share of the vote looks most at threat from this uncertainty, with almost half saying they have not completely made up their minds yet. Given how many Independent Candidate voters were previously Fianna Fail supporters, this does perhaps suggest that FF could potentially get a small boost come Election Day.
- There are also 9% of those claiming they will vote Fine Gael who also suggest they have not completely made up their minds yet. This suggests that Fine Gael do still need to be careful not to mess anything up, between now and Election Day.

## Key Findings - III

- At the same time loyalty to the Fine Gael vote has grown very quickly during the campaign, with 29% now definite to give the party their first preference, up from 20% at the start. A further 17% say they are likely to vote for the party, which still allows for a possible majority for the party if they have a great last few days.
- This hardening Fine Gael loyalty is also supported by the leader ratings, which confirm that Kenny is the leader that most people would now like to see as Taoiseach; with 35% now supporting him, up a staggering 12% since the start of the campaign.
- Gilmore is the leader to have suffered most as the campaign has progressed, slipping from 26% support in January, down to 21% in today's poll.
- The leaders debate which takes place after this poll was taken, will of course put the spotlight on Kenny again and this may yet have an impact; but how much is debatable, with less than half of all voters (47%) saying that the debates so far have had an impact on how they will vote.
- Instead, news and media coverage (71%), manifestos (68%) and discussions with friends and family (58%) are all seen to have more impact on how people will have made up their mind to vote.

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

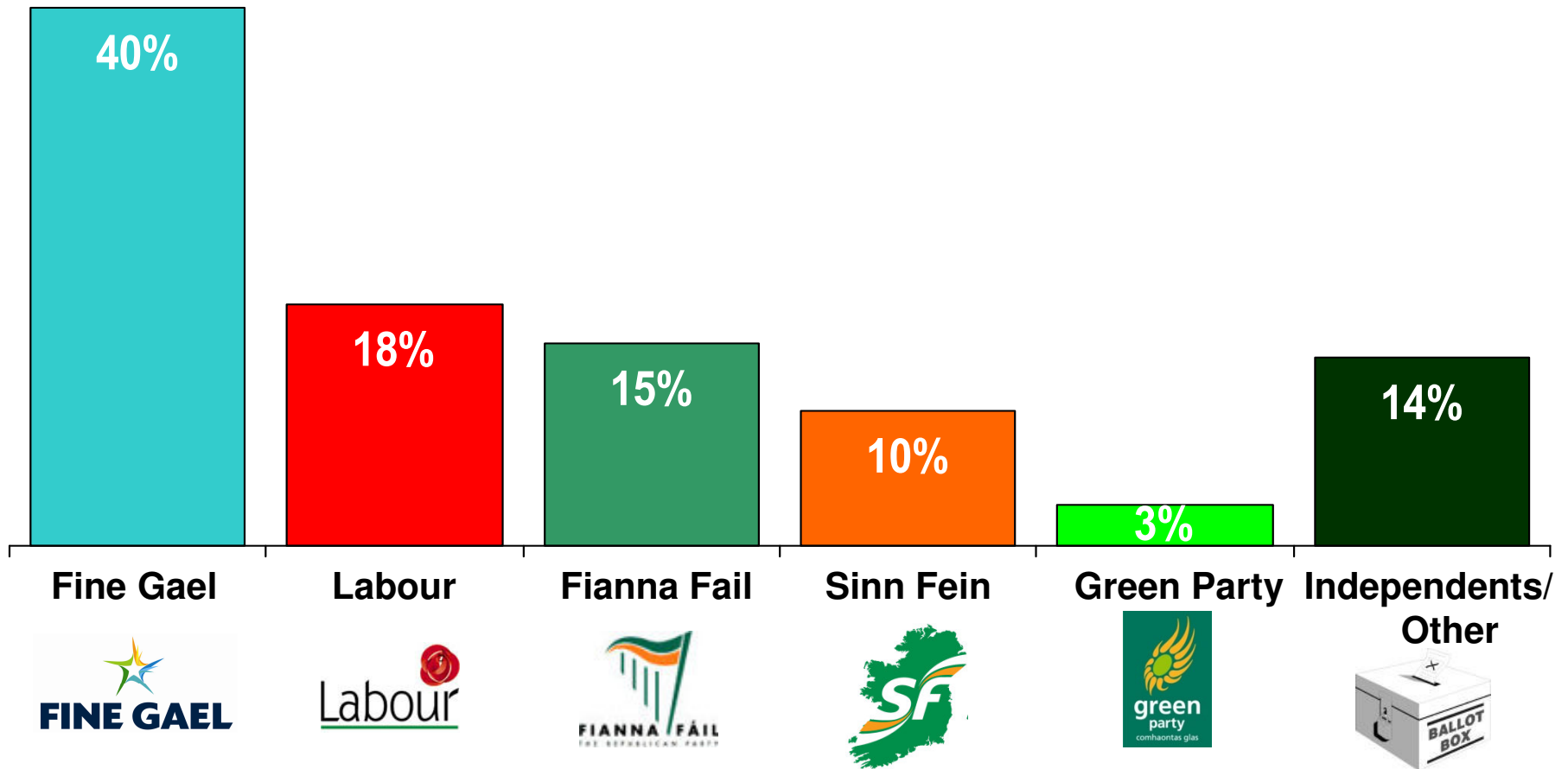
(Base: All adults WHO WILL VOTE 18+)



<b>CURRENT FIRST PREFERENCE SUPPORT</b>			
	<b>Core figures 23rd Feb</b>	<b>Excluding undecided</b>	<b>2007 Election Results</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Fine Gael</b>	<b>35</b>	<b>40</b>	<b>27</b>
<b>Labour</b>	<b>16</b>	<b>18</b>	<b>10</b>
<b>Fianna Fáil</b>	<b>13</b>	<b>15</b>	<b>42</b>
<b>Sinn Féin</b>	<b>9</b>	<b>10</b>	<b>7</b>
<b>Green Party</b>	<b>2</b>	<b>3</b>	<b>5</b>
<b>Independents/ Others</b>	<b>12</b>	<b>14</b>	<b>6</b>
<b>Undecided</b>	<b>13</b>		

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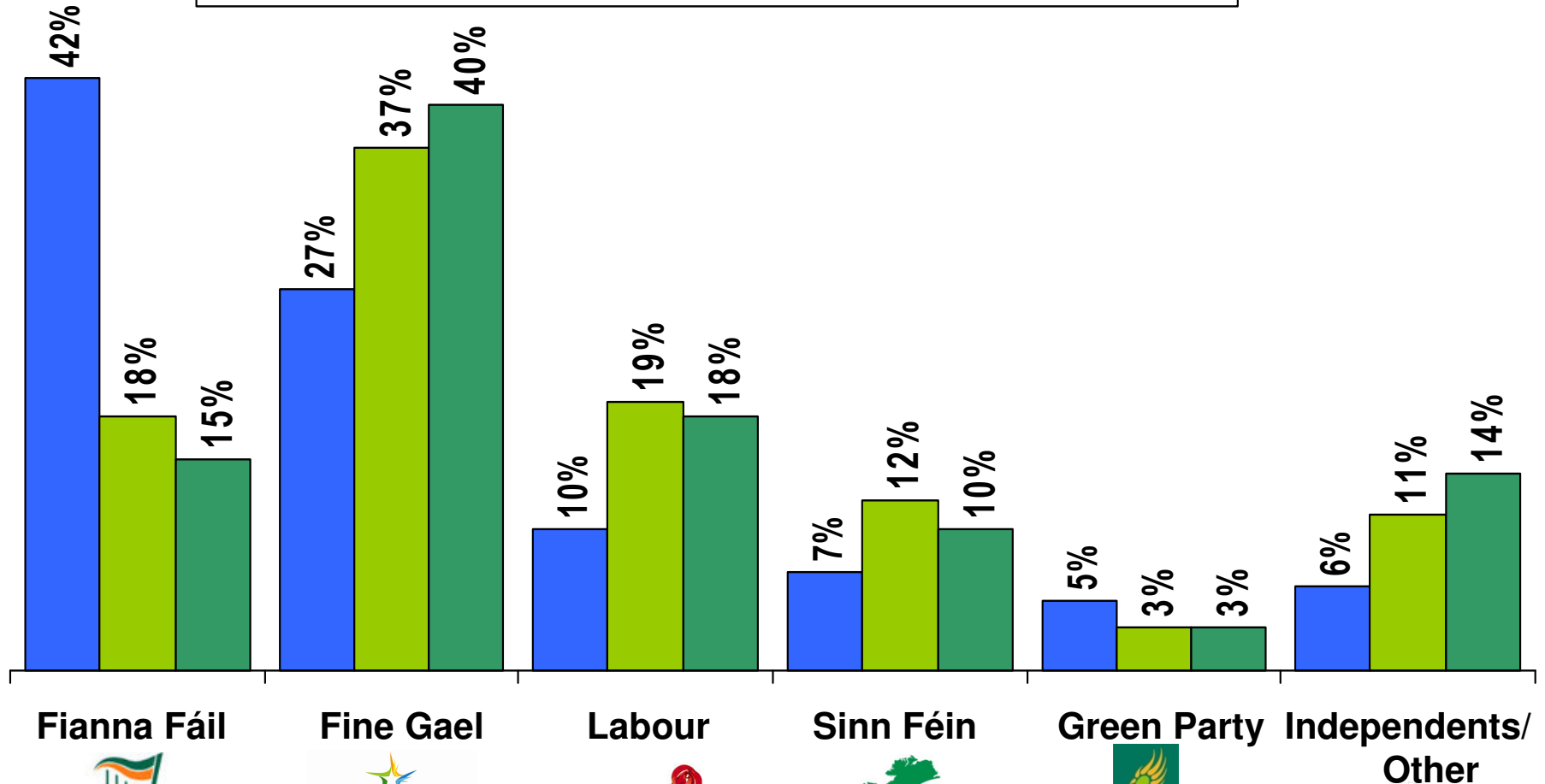
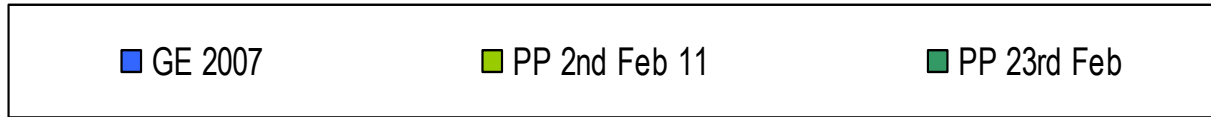
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# If there were a *general election* tomorrow, to which party or independent candidate would you give your first preference vote?

(Base: All adults WHO WILL VOTE 18+)



Fianna Fáil



Fine Gael



Labour



Sinn Féin



Green Party



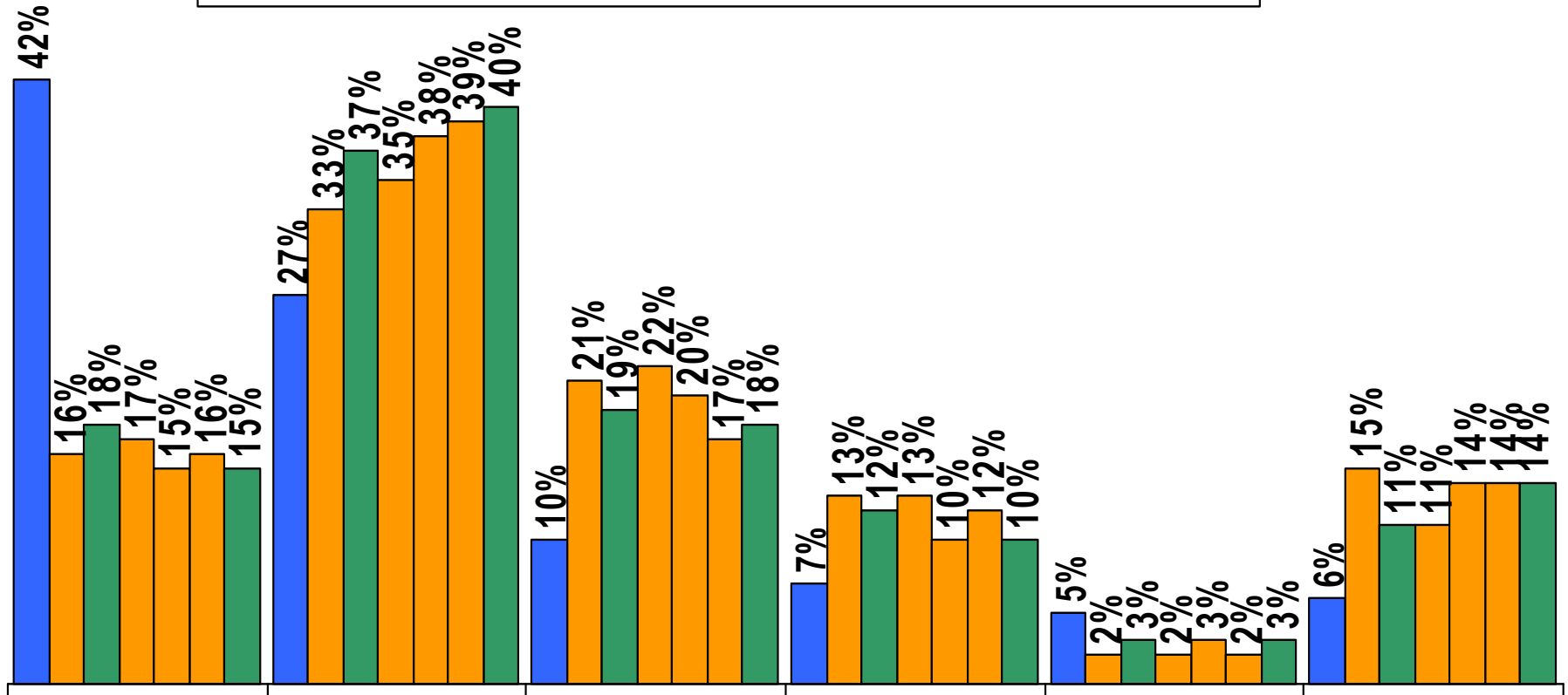
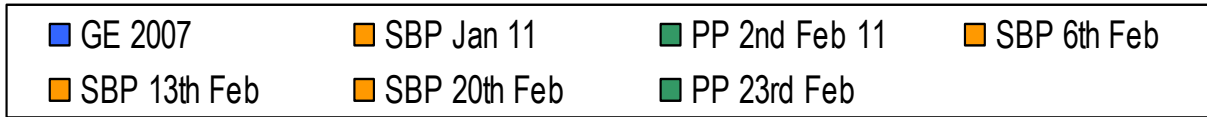
Independents/  
Other





# 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+)



Fianna Fáil



Fine Gael



Labour



Sinn Féin



Green Party

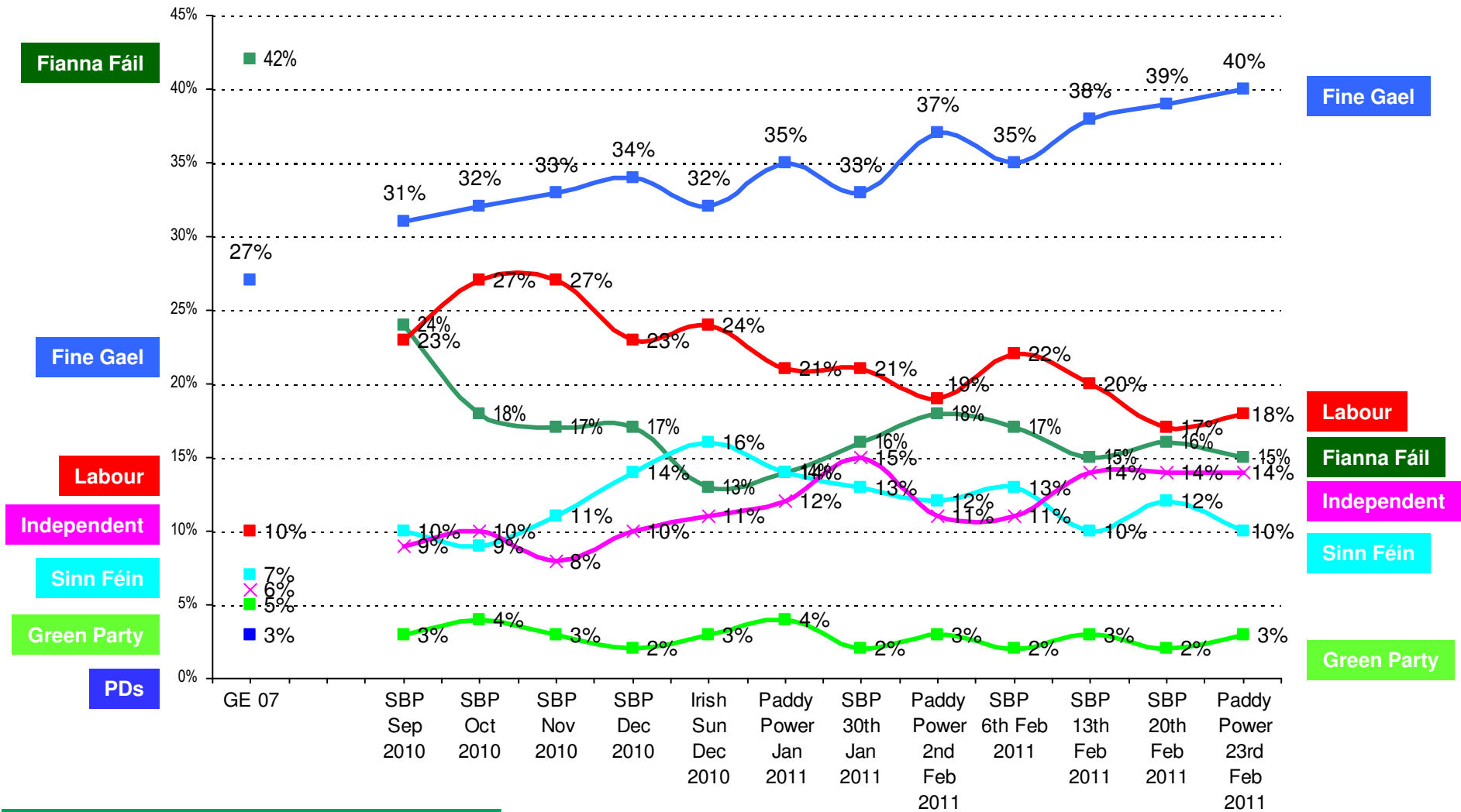


Independents/  
Other



# General Election 2011 Run Up and Campaign 1<sup>st</sup> Preference Poll Trends

(Base: All adults 18+)



# 1<sup>st</sup> 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	40	41	39	35	40	45	41	32	33	41	43	45
Labour	18	15	21	19	18	16	20	19	25	18	16	9
Fianna Fail	15	17	14	14	15	18	14	15	11	15	18	18
Sinn Fein	10	12	9	15	8	6	7	15	13	10	8	14
Independent candidates/ Other Party	14	14	14	14	15	12	13	17	13	15	13	13
Green Party	3	2	3	4	2	2	4	2	5	1	2	1

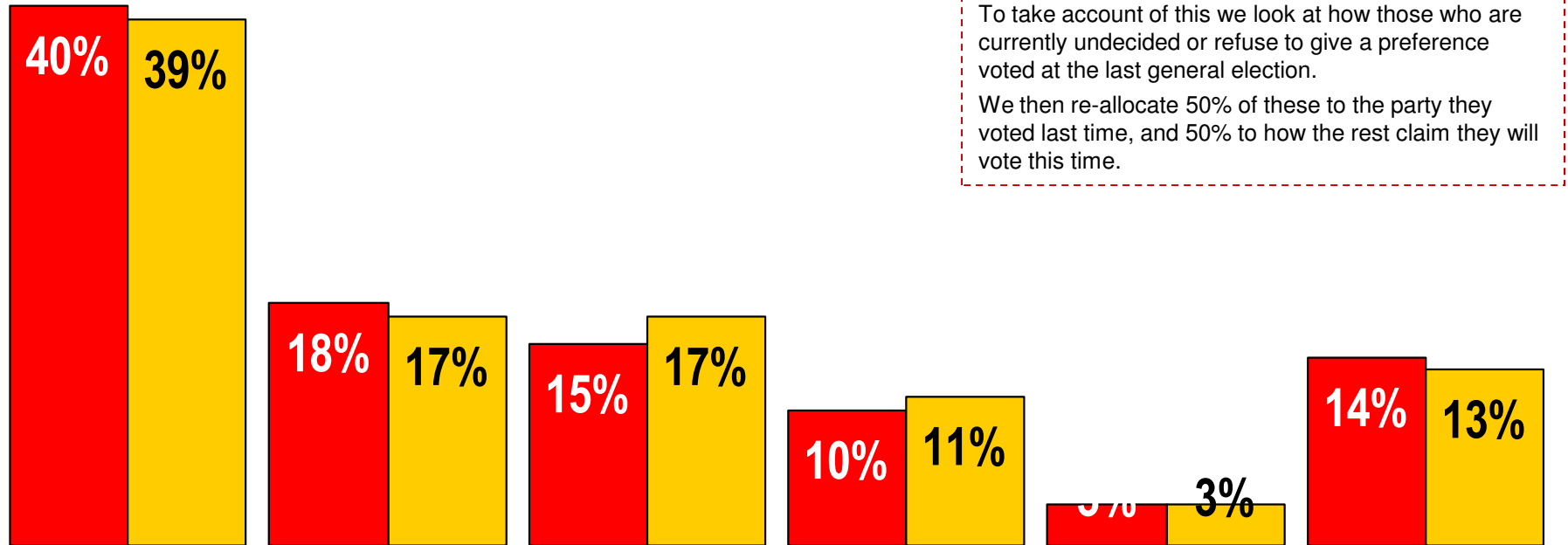
# Spiral of Silence Allocation of Undecided Voters.

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+)



■ 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

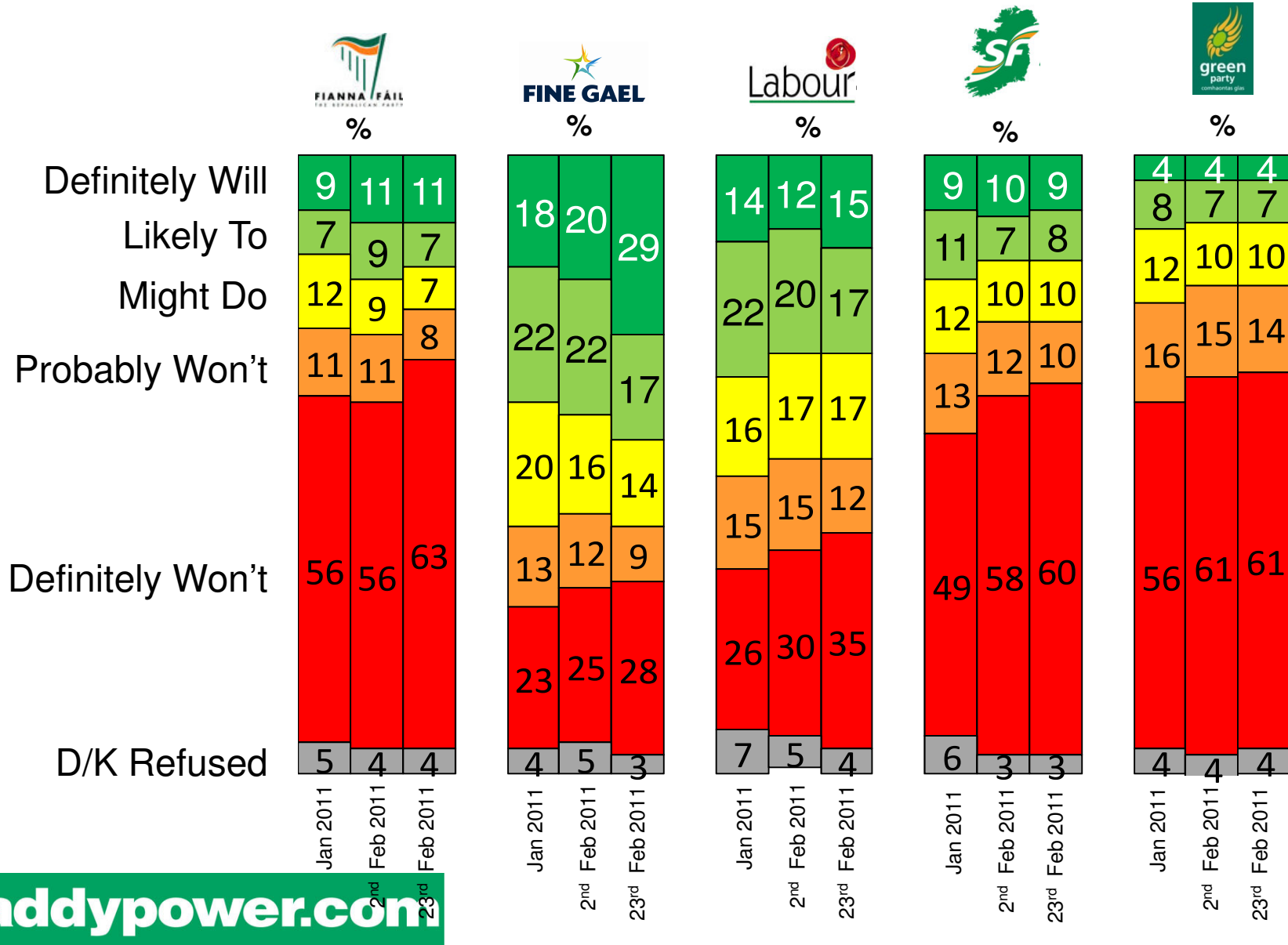


Independents/  
Other



# Attitude towards giving 1<sup>st</sup> Preference Vote to this Party at Next General Election

(Base: All Adults Likely to Vote – 900)

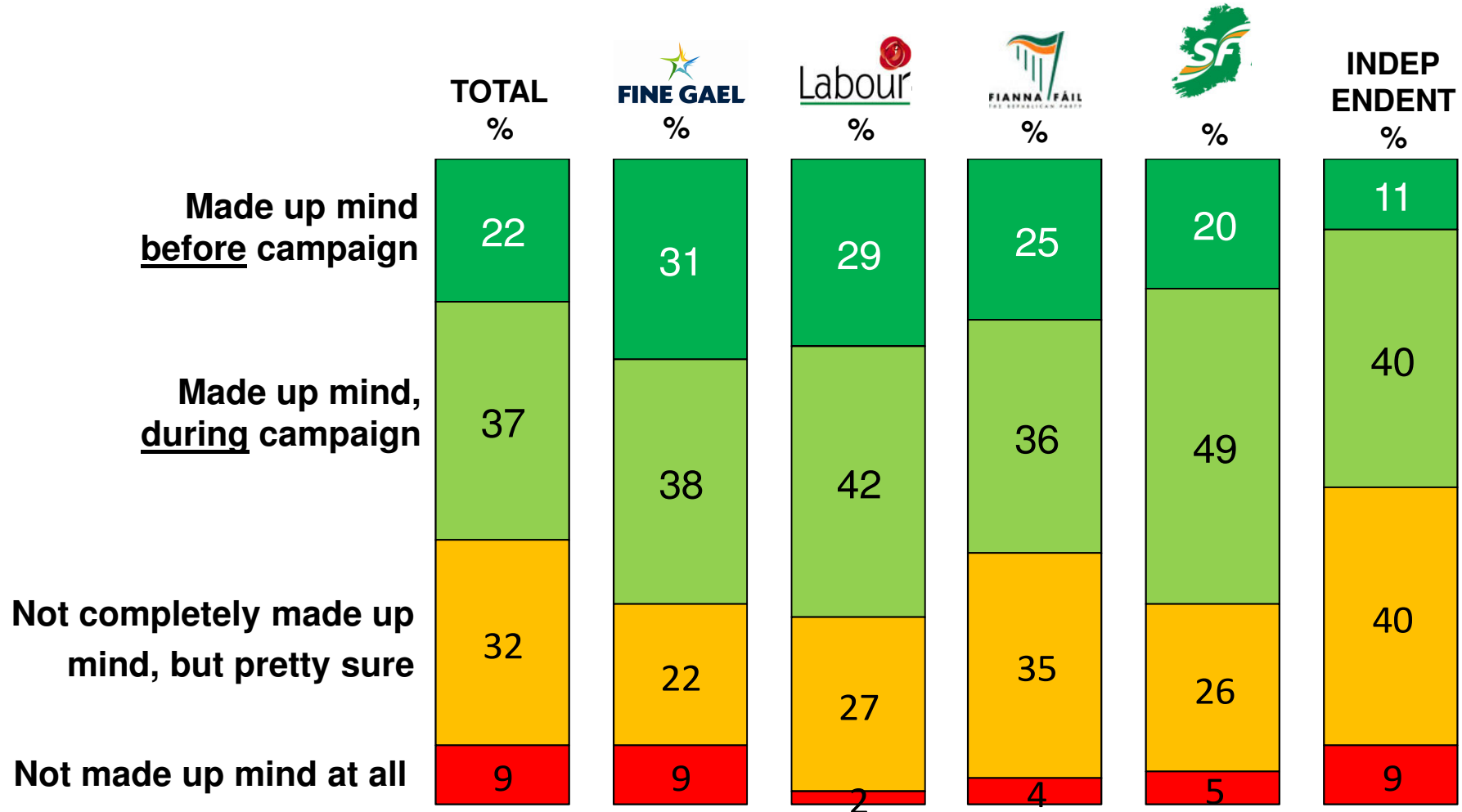


# To what extent is mind made up on how to vote?

(Base: All Adults Likely to Vote – 906)



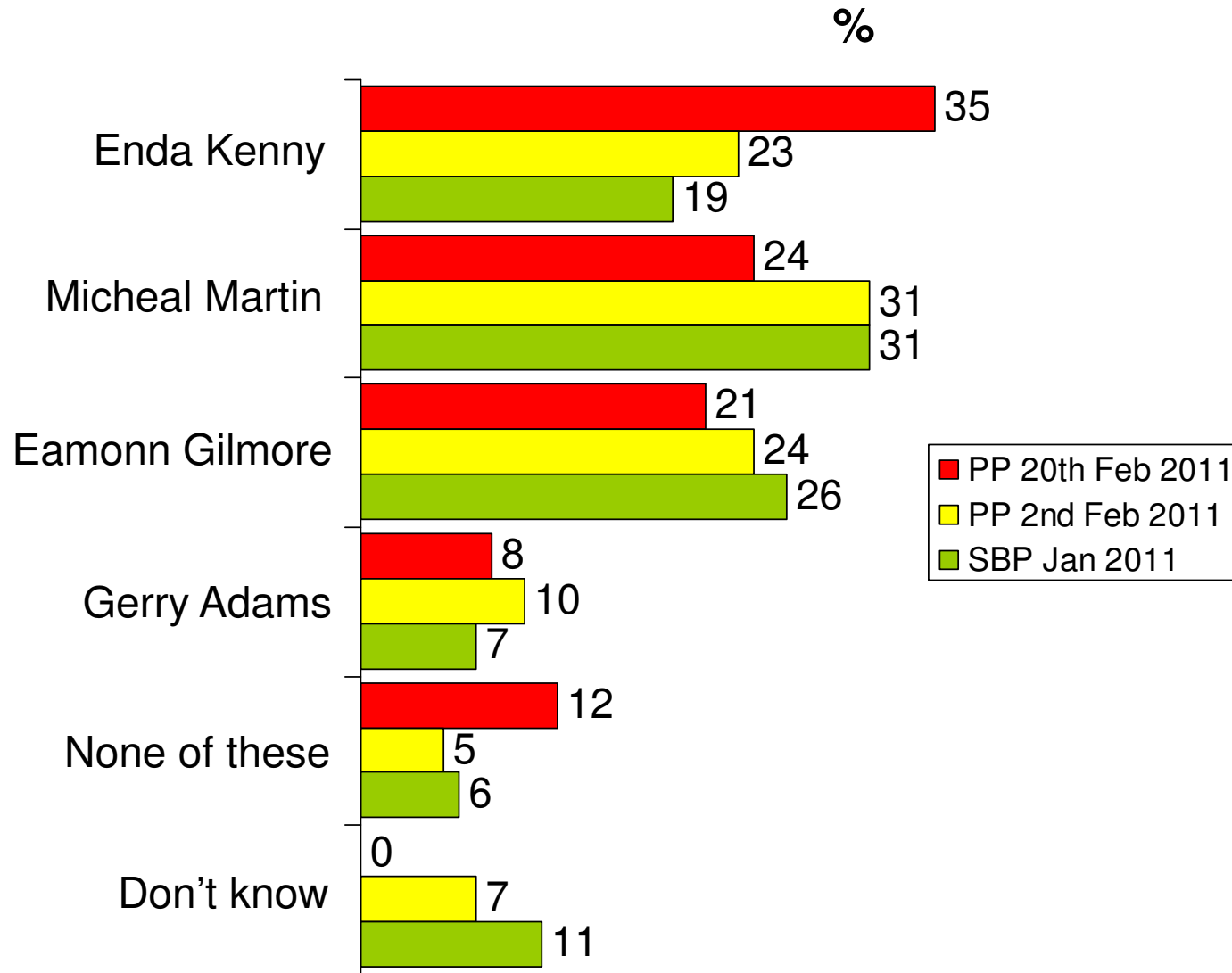
## Current Vote Intention



# 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?

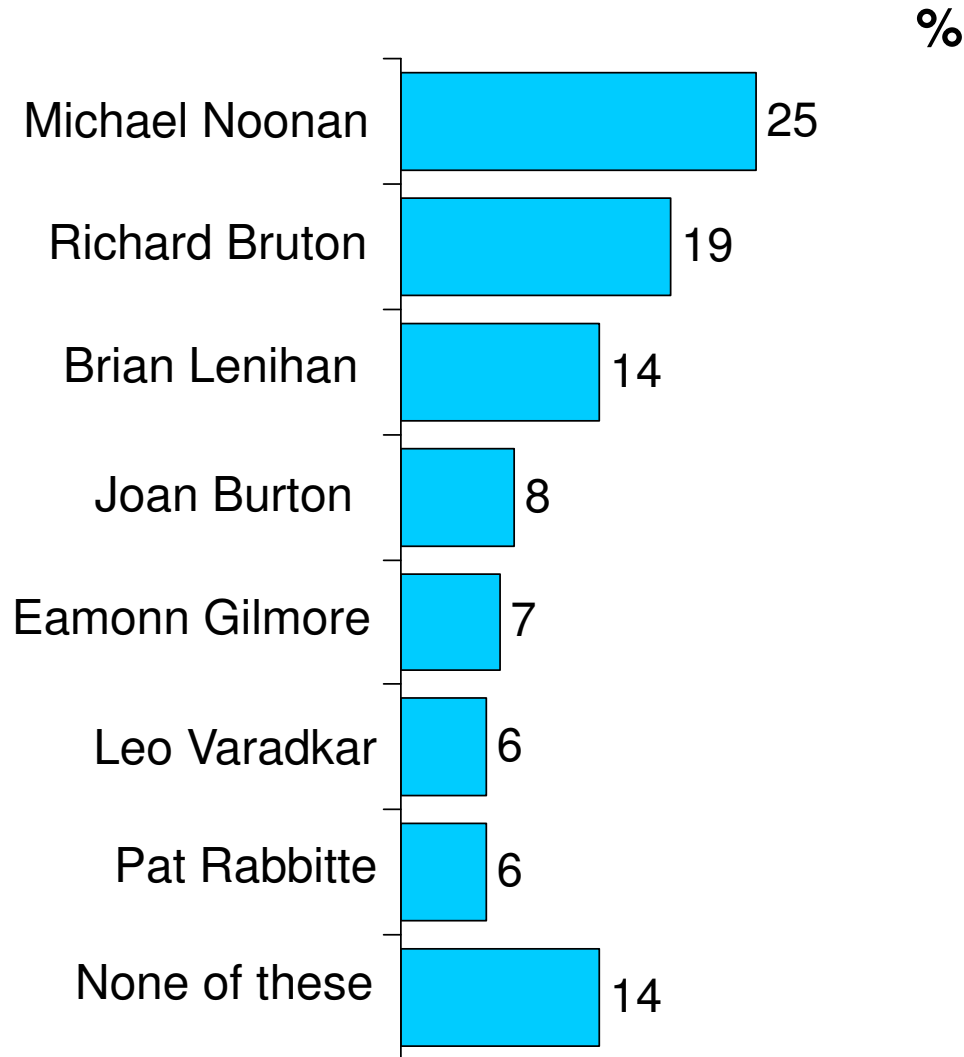
(Base: All Adults 18+ Years – 1,000)



# 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?

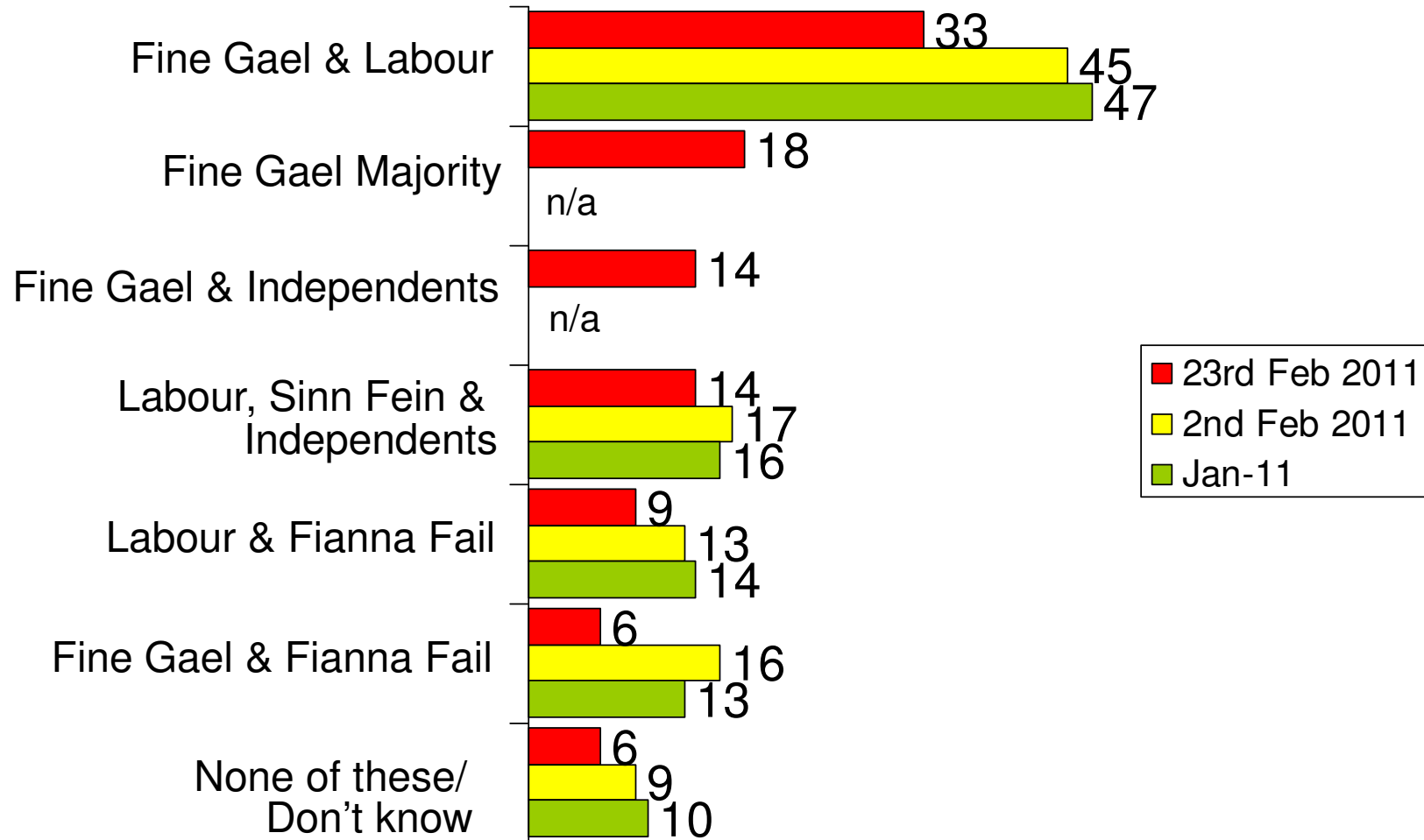
(Base: All Adults 18+ Years – 1,000)





# Attitudes to Potential Coalitions after the General Election

(Base: All Adults 18+ Years – 1,000)



# Impact of Aspects In Making Up Your Mind Who to Vote for?

(Base: All Adults 18+ Years – 1,000)

