



Political Opinion Poll

August 2013

Prepared for:

paddypower.com

Job No: 00213

MUST BE INCLUDED

Methodology and Weighting



- RED C interviewed a random sample of 1002 adults aged 18+ by telephone between the 5th and 7th August 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.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

Key Findings



POLITICAL OVERVIEW

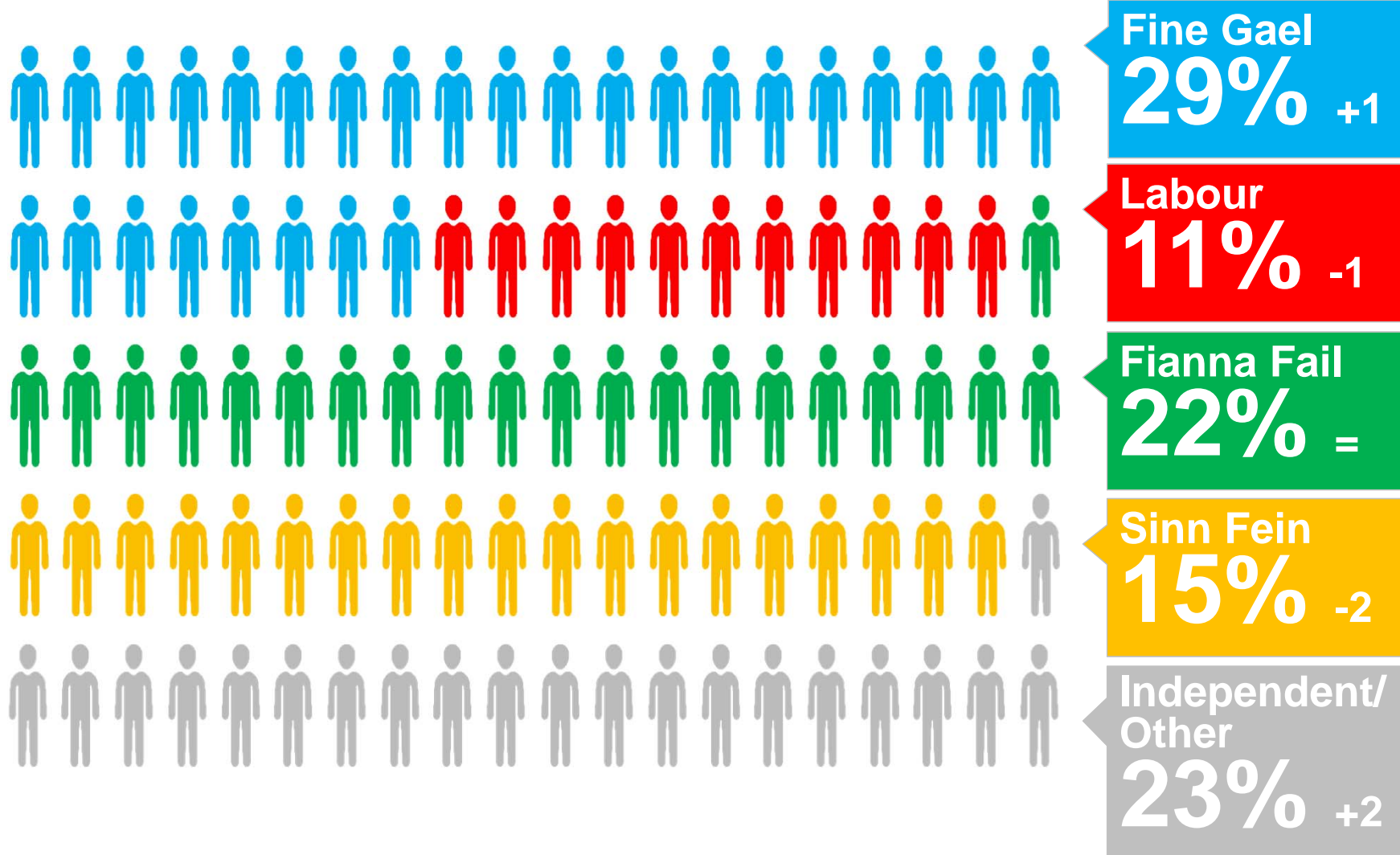
- This summer recess poll, taken in the past week with fieldwork from Mon-Weds this week, sees a relatively stable political landscape when compared to a similar poll conducted by RED C for The Sunday Business Post in June.
- The recent passing of the abortion legislation to law does not appear to have had any impact on support for Fine Gael, who remain the most preferred political party with 29% support, a rise of 1% since June.
- Despite some stories about a possible heave in Fianna Fail against Michael Martin, the party retains the same level of support as seen in July at 22%, although this remains depressed vs. what the party had achieved during the first few months of the year.
- Labour support appears to have levelled off somewhat again after a few months of decline. Support is down by just 1% leaving the party support overall at 11% for the summer.
- Sinn Fein also drop back slightly by 2% after a relatively strong showing in June, leaving the party support down at 15% overall .
- With little change occurring within the main political parties, as often seen in summer period, Independents continue to see a growth in support now at 23%. This now sees Independents ahead of Fianna Fáil, not seen since June 2012 (when support for Ind. was at 19% and Fianna Fáil at 18%).
- Strengths for Independents lie with males, those residing in Dublin and also with strong support coming from those aged 35-54 – key demographics where Fianna Fáil see a very low support.

General Election

First Preference Vote Intention – January 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)



First Preference Vote Intention – August 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)

(Base: All adults 18+ who will vote (including undecided))

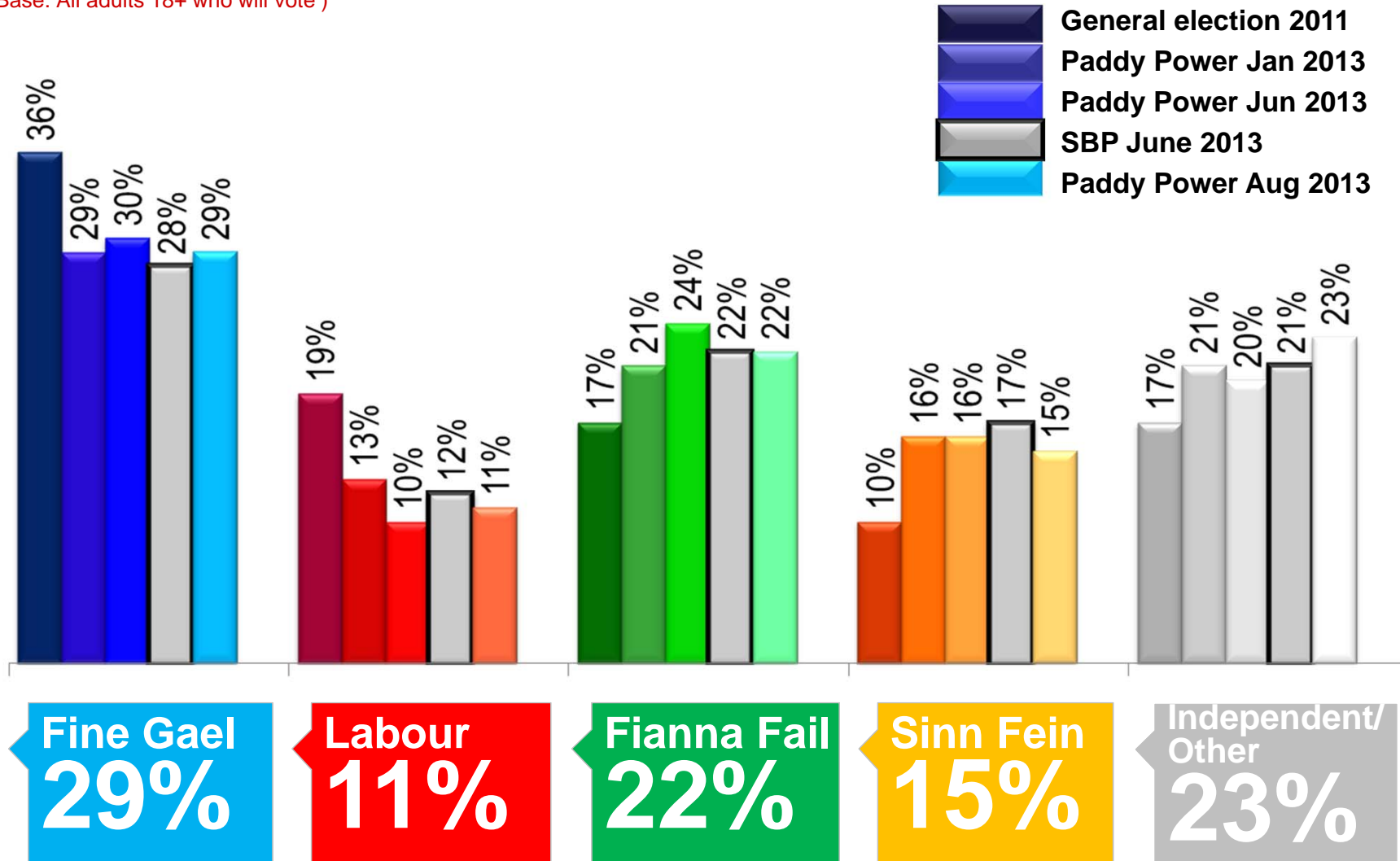


CURRENT FIRST PREFERENCE SUPPORT AMONG THOSE LIKELY TO VOTE			
	Core figures August 2013	Excluding 50% undecided, and weighting back 50% undecided to how they voted in 2011	2011 Election Results
	%	%	%
Fine Gael	23	29	36
Labour	9	11	19
Fianna Fáil	18	22	17
Sinn Féin	13	15	10
Independent candidates	17	21	13
Green Party	2	2	2
Socialist Party	0	0	1
Other Party	0	0	1
Undecided	18		

First Preference Vote Intention – January 2013 to August 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)





1st Preference vote x Demographics

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)

(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	29	29	28	26	28	31	28	27	44	24	32	28	33
Labour	11	7	14	6	13	12	13	9	3	13	13	8	6
Fianna Fail	22	19	24	20	16	29	21	22	19	18	28	20	19
Sinn Fein	15	17	14	26	13	10	11	20	17	17	15	16	20
Independent candidates/ Green/ Other Party	23	28	20	22	30	18	27	22	17	28	15	28	22

*Small Base