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General Election Opinion Poll

12th June 2014



REDC

Methodology and Weighting



- RED C interviewed a random sample of 1,006 adults aged 18+ by telephone between the 9th – 12th June 2014.
- 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

- Fine Gael and Labour both suffer heavy declines in support in the first RED C poll following the Local and European Elections. Labour fall is the most pronounced dropping 7% since the last RED C poll for the Sunday Business Post, and can be partially attributed to the lack of a new leader at this stage.
- Fine Gael also falls back however, down 3% since the last poll, to see them secure just 22%, one of their lowest share of the votes since the last election.
- Independent candidates make the strongest gains, with a very significant 9% increase in support, leaving them securing almost a third of the total electorate at 32% support.
- Sinn Féin also makes gains, picking up 4% more of the first preference vote to leave the party securing 22% of the vote overall – as such Sinn Fein joins Fine Gael as the largest parties in the state.
- Fianna Fail also notes declines in support in this poll, despite an apparent backlash against the government, which will be extremely disappointing for the party. Support for Fianna Fail drops by 3% to leave them securing 18% overall, just 1% higher than at the last general election.
- In terms of leaders, Gerry Adams is the only party leader to see an improved rating, with support for Enda Kenny slipping, and Micheal Martin only receiving 62% support among Fianna Fail voters.
- When asked about new leaders for Labour, Joan Burton is the clear favourite among all voters, with 55% suggesting they would prefer her as leader, and this rises further to 61% of all Labour voters.
- It is also clear that Joan Burton will have most impact on the fortunes of the party overall among voters, with definite support for the party rising to 6% with her as leader, and a potential to increase this support back to close to 20% overall. Out and out rejectors of the party also falls with Burton in charge suggesting she has the opportunity to re-invigorate the party among the electorate.
- In contrast, definite support for Labour with Alex White as leader appears to fall back further from where it stands at the moment, and the potential for future gains is also less at 13%.

First Preference Vote Intention – 12th June 2014

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
22% -3

Labour
4% -7

Fianna Fail
18% -3

Sinn Fein
22% +4

Independent/
Other
32% +9

Green
2% -1

Undecided Voters
12% -5

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First Preference Vote Intention – 12th June 2014

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

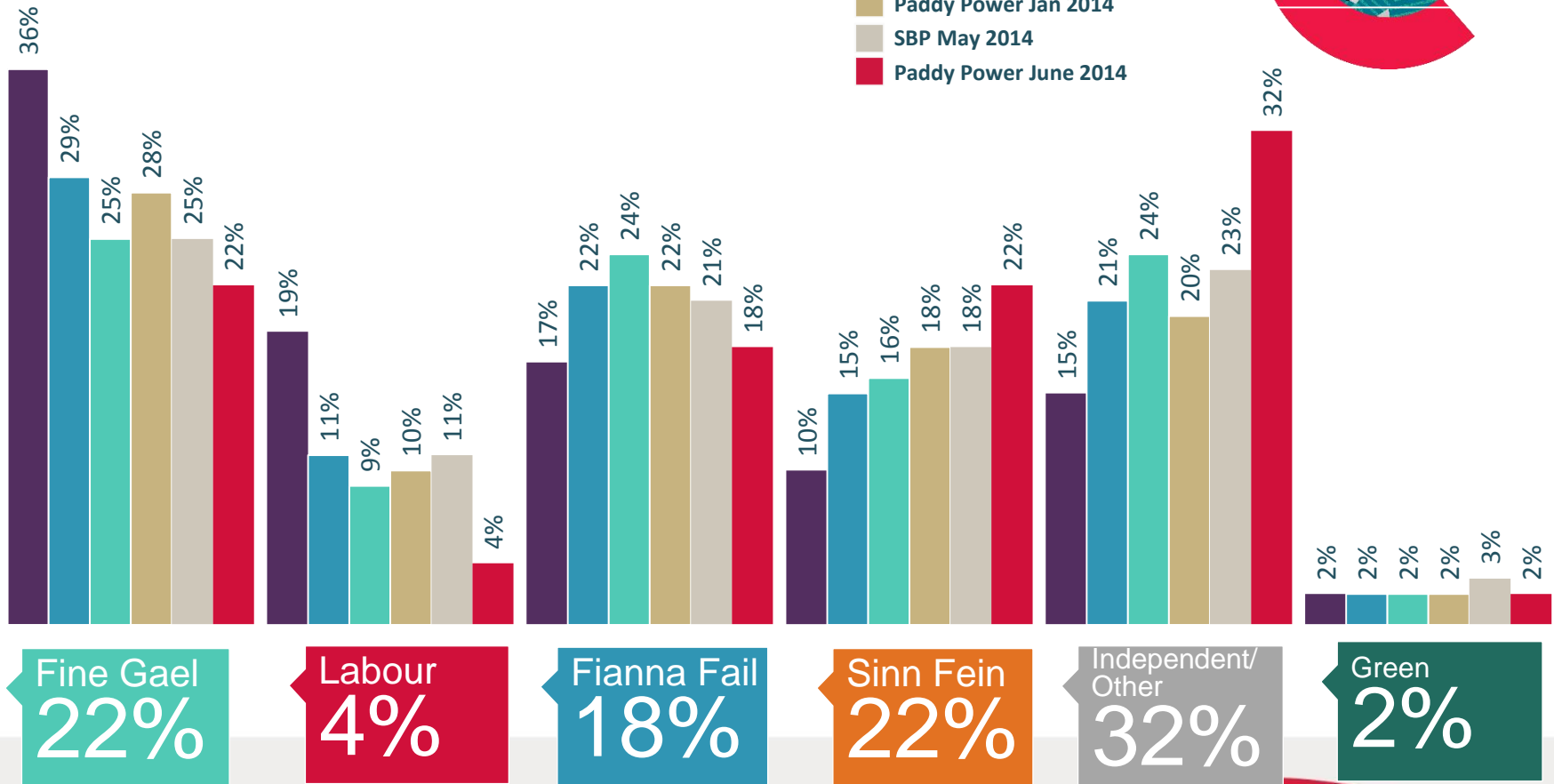
	Core figures 12 th June 2014	Excluding 50% undecided, and weighting back 50% undecided to how they voted in past elections	2011 Election Results
	%	%	%
Fine Gael	20	22	36
Labour	4	4	19
Fianna Fáil	16	18	17
Sinn Féin	19	22	10
Independent candidates	27	31	13
Green Party	2	2	2
Socialist Party	*	-	1
Other Party	*	1	1
Undecided	12		

First Preference Vote Intention – Aug 2013 – June 2014

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 Aug 2013
- Paddy Power Nov 2013
- Paddy Power Jan 2014
- SBP May 2014
- Paddy Power June 2014



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	22	23	21	22	19	26	26	17	34	22	26	21	19
Labour	4	4	4	4	3	6	6	3	-	5	5	4	3
Fianna Fail	18	18	18	15	15	23	16	19	19	13	22	15	23
Sinn Fein	22	25	20	25	23	18	16	28	16	18	23	26	21
Independent candidates/ Other Party	32	28	35	31	37	27	32	33	31	37	24	33	33
Green	2	2	2	3	3	*	4	*	-	5	*	1	1

Party Leader Performance

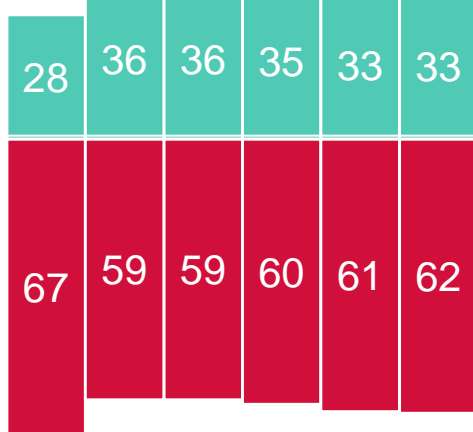
(Base: All adults 18+ - 1,006)

Micheal Martin

%

Mar 12 Jan 13 Jun 13 Nov 13 Jan 14 June 14

6-10



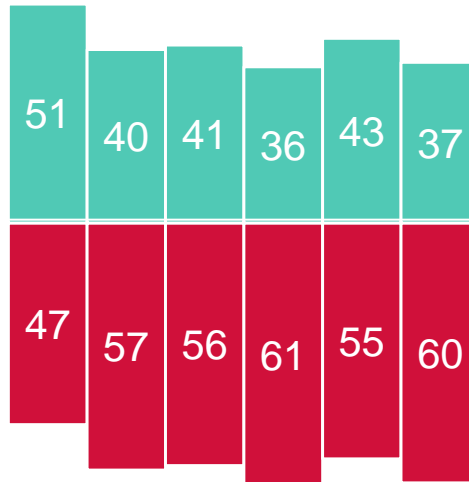
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Enda Kenny

%

Mar 12 Jan 13 Jun 13 Nov 13 Jan 14 June 14

6-10



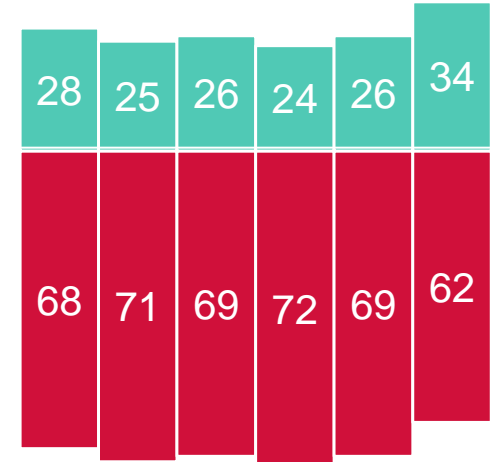
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Gerry Adams

%

Mar 12 Jan 13 Jun 13 Nov 13 Jan 14 June 14

6-10



0-5

Don't Know

5% 5% 5% 5% 6% 5%

2% 3% 3% 3% 2% 3%

4% 4% 5% 4% 5% 4%

Micheal Martin (FF)
N=149

Enda Kenny (FG)
N=184

Gerry Adams
N=197

% 6-10 among
'own party'
Intenders

62%

83%

75%

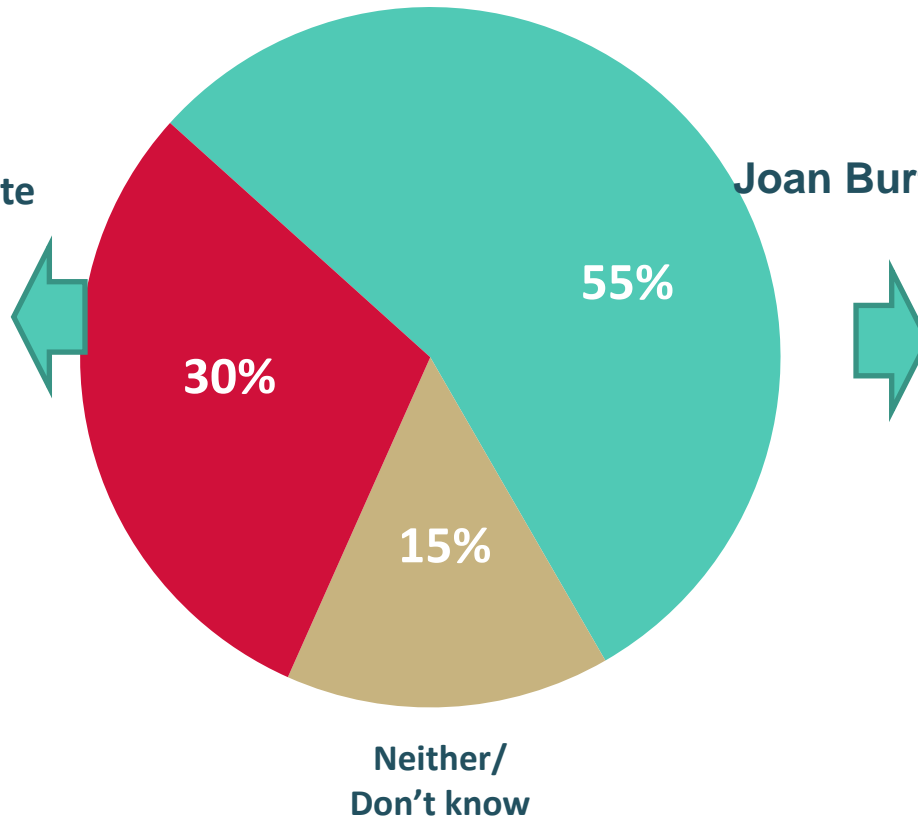
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Labour Leader Candidate Preference

(Base: All adults 18+ - 1,006)

Alex White

Joan Burton



Where is support highest?

Male	34%
18-34	35%
C2DE	34%
Student	35%
Single	35%
ROL	35%
Sinn Fein supporter	35%
Labour supporter	36%
Independent supporter	35%

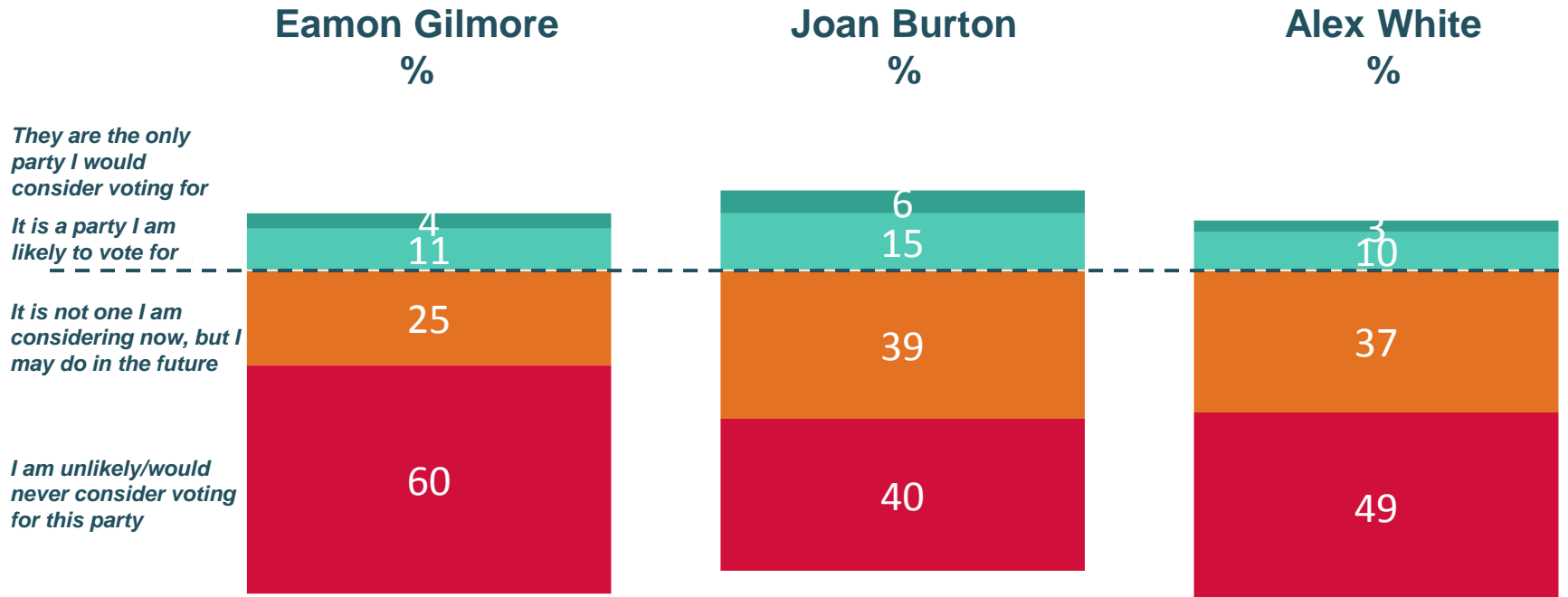
Where is support highest?

Female	59%
35-54	60%
55+	65%
ABC1	61%
Housewife	66%
Retired	71%
Married	61%
Widowed/divorced	63%
Fine Gael supporter	66%
Labour supporter	61%

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Impact of Labour Leader Candidates on Labour Support

(Base: All adults 18+ - 1,006)



Impact of Labour Leader Candidates on Labour Support

(Base: All adults 18+ - 1,006)

% 'only party' & 'likely party' to vote for

% 'Only party' & 'likely party' to vote for	Gender		Age			Class			
	Total %	Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	F* %
Eamon Gilmore	15	15	15	15	12	18	19	12	12
Joan Burton	21	19	23	19	18	28	25	19	15
Alex White	14	13	14	14	13	15	16	12	11

% 'Only party' & 'likely party' to vote for	Region					Party Support				
	Total %	Dublin %	ROL %	Munster %	Conn/ Ulster %	Fine Gael %	Labour %	Fianna Fail %	Sinn Féin %	Independents %
Eamon Gilmore	15	17	15	11	18	32	59	8	9	4
Joan Burton	21	26	19	19	21	34	81	10	14	15
Alex White	14	16	13	10	17	17	66	4	12	8