

## **Voting Intention Tracking Poll**

29<sup>th</sup> May 2011

**THE SUNDAY BUSINESS POST**  
IRELAND'S FINANCIAL, POLITICAL AND ECONOMIC NEWSPAPER



## Methodology and Weighting

RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 24<sup>th</sup> to 26<sup>th</sup> May 2011.

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.

Finally, some people tell RED C that they intend to vote, and have a good past voting record, but say they don't know who they would vote for or refuse to answer the question. Whenever such people say which party they voted for in the last election, RED C ascribe 50% to the party they voted for previously. We have seen from analysis of past elections that this is the most likely outcome and this reallocation tries to overcome the effect of the "spiral of silence" where voters are do not want to admit who they will vote for.



## Independents suffer, as Fine Gael rides the crest of official visits.

There is nothing like a successful visit by a Queen or President to cement your positive public perception, and extend your honeymoon period in government. At least that appears to be the finding from the most recent Sunday Business Post /RED C poll. The fieldwork for this poll started on the evening of the President Barack Obama's flying visit, with the Guinness supped in Moneygall barely digested and the clear up after the College Green speeches only just under way.

Some have criticised Kenny after the event, questioning the substance of the discussions, and the possible plagiarism of the President's own speech. Published criticism by commentators does not however appear to reflect public opinion, with voters now even more likely to support Fine Gael than ever. This is reflected in an increased share for the party in today poll results, in which they secure 41% share of the first preference vote, the highest recorded for the party since RED C began polling for the Sunday Business Post seven years ago. This significant increase is founded on very strong support among 25-44 year olds, more upmarket social groups and those living outside of Dublin.

The gains for Fine Gael appear to be at the expense of Independent candidates, whose support has fallen back significantly in today's poll. Overall Independent and other parties support falls back to just 13%, from 16% last month. But this masks the fact that it is Independent candidates specifically that have seen the biggest fall, from 15% at the election to just 10% now. While it is normal for Independents to suffer through lack of media coverage in-between elections, the scale of this decline so soon after the election suggests that voters are perhaps not that impressed by what they have seen so far from the Independent candidates they elected.

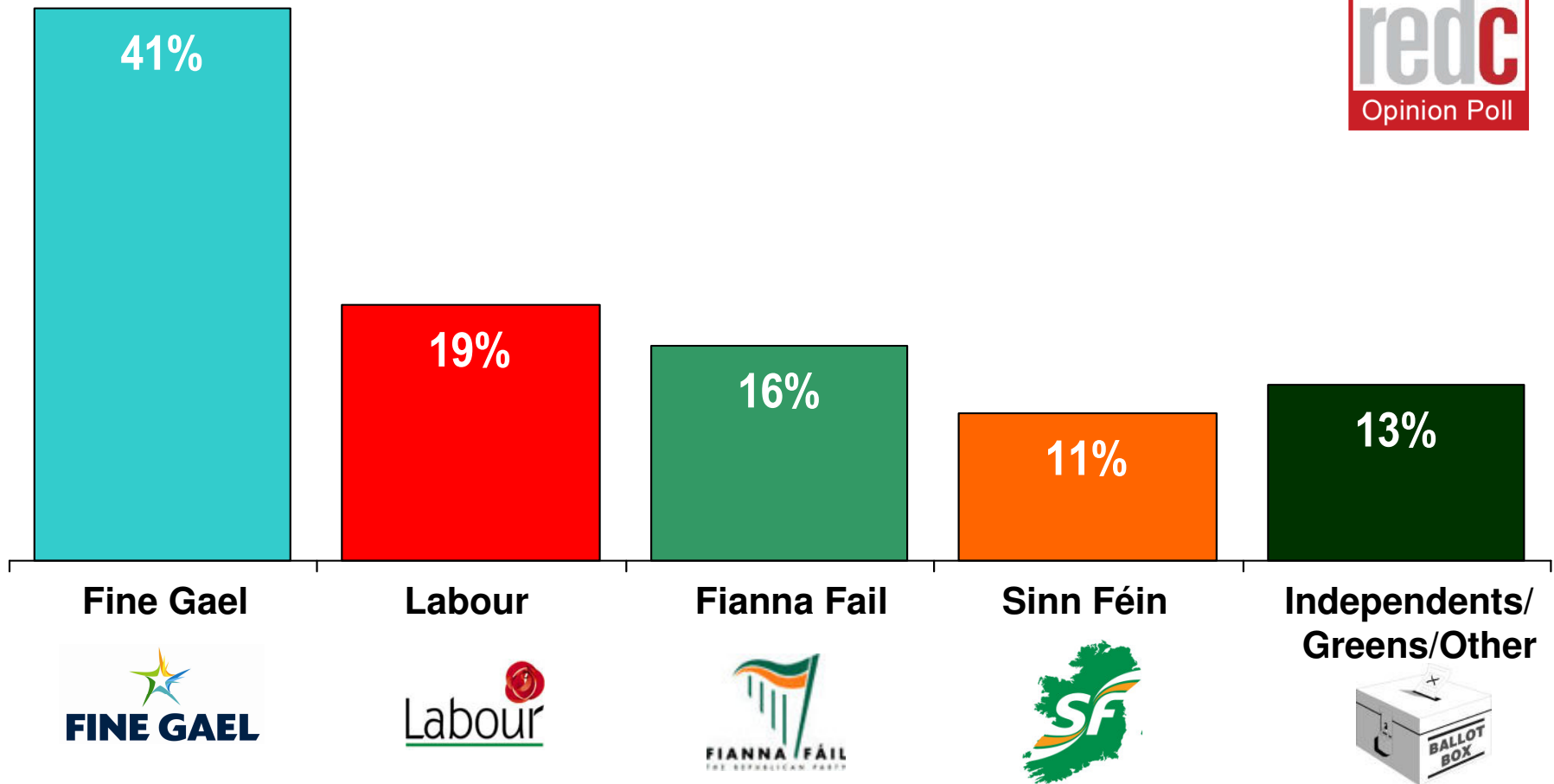
Labour also gets a small bounce in today's poll, with support rising 1% to leave the party securing 19% of the first preference vote – the same secured at the election itself. While positive for Labour, it is not the same level of positive impact that the larger government party is receiving.

Support for the other parties is relatively steady. Fianna Fail also holds on to share in this poll, after a slight fall back last month. They secure 16% of first preference vote, slightly down on the share they achieved at the election. Sinn Fein also retain the same levels of support we saw a month ago, securing 11% first preference, suggesting that the demonstrations against the Queen's visit organised by the party, had neither a positive nor negative impact on party support overall.

# 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+)

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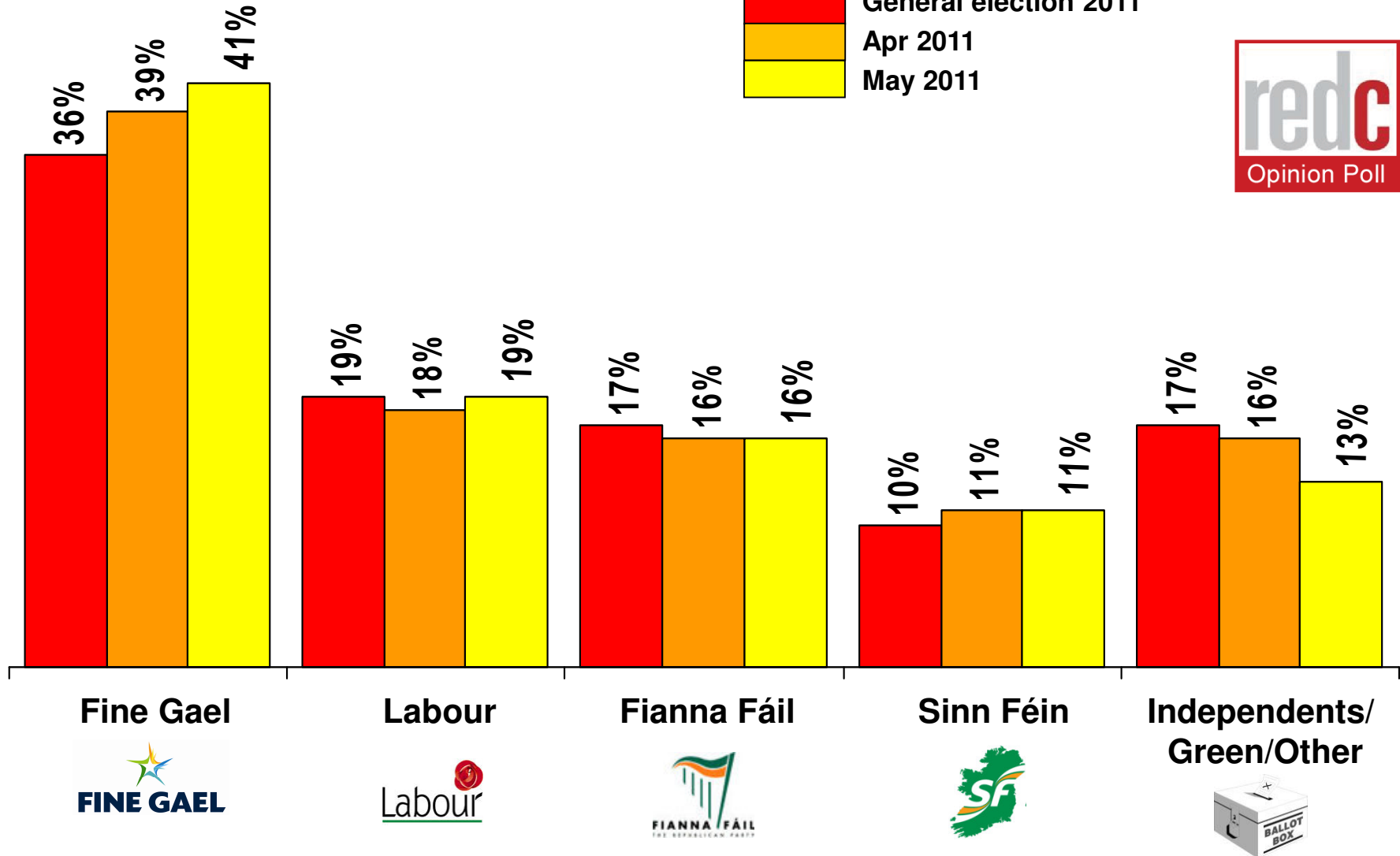


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General election 2011  
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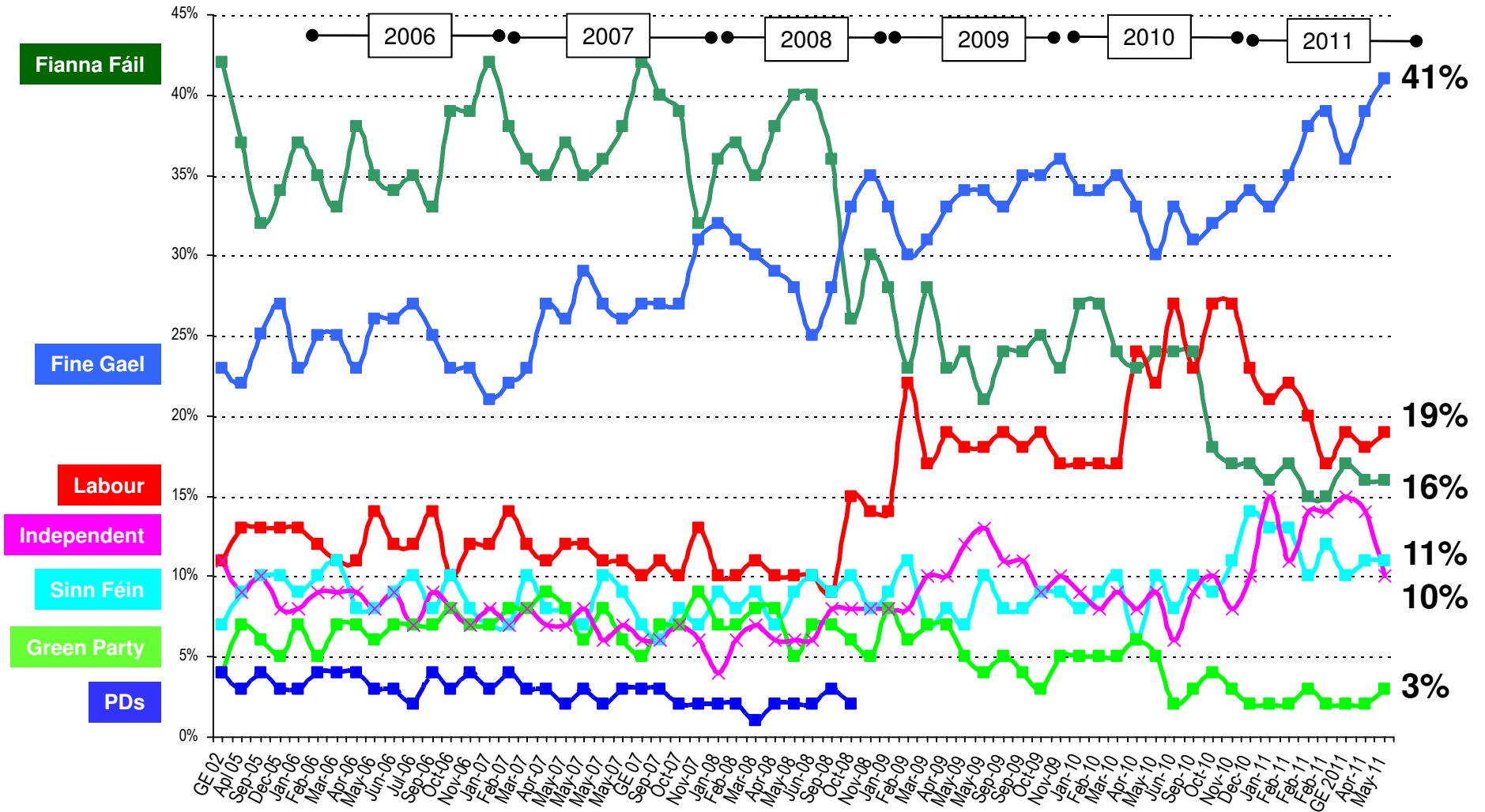
<b>CURRENT FIRST PREFERENCE SUPPORT</b>			
	<b>Core figures 29<sup>th</sup> May 2011</b>	<b>Excluding undecided</b>	<b>2011 Election Results</b>
	<b>%</b>	<b>%</b>	<b>%</b>
<b>Fine Gael</b>	<b>36</b>	<b>41</b>	<b>36</b>
<b>Labour</b>	<b>17</b>	<b>19</b>	<b>19</b>
<b>Fianna Fáil</b>	<b>14</b>	<b>16</b>	<b>17</b>
<b>Sinn Féin</b>	<b>9</b>	<b>11</b>	<b>10</b>
<b>Independents/ Green / Others</b>	<b>11</b>	<b>13</b>	<b>17</b>
<b>Undecided</b>	<b>13</b>		

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