



# General Election Opinion Poll

23<sup>rd</sup> February 2014



REDC

# Methodology and Weighting



- RED C interviewed a random sample of 1,007 adults aged 18+ by telephone between the 17<sup>th</sup> – 19<sup>th</sup> February 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.
- 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 two elections (2011 and 2007), RED C ascribe 25% to the party they voted for previously at each election. 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.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

# First Preference Vote Intention – Feb 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  
**29%** +2

Labour  
**11%** +2

Fianna Fail  
**22%** -1

Sinn Fein  
**16%** =

Independent/  
Other  
**22%** -3

Undecided Voters  
**18%** +2

REDC

# First Preference Vote Intention – Feb 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))

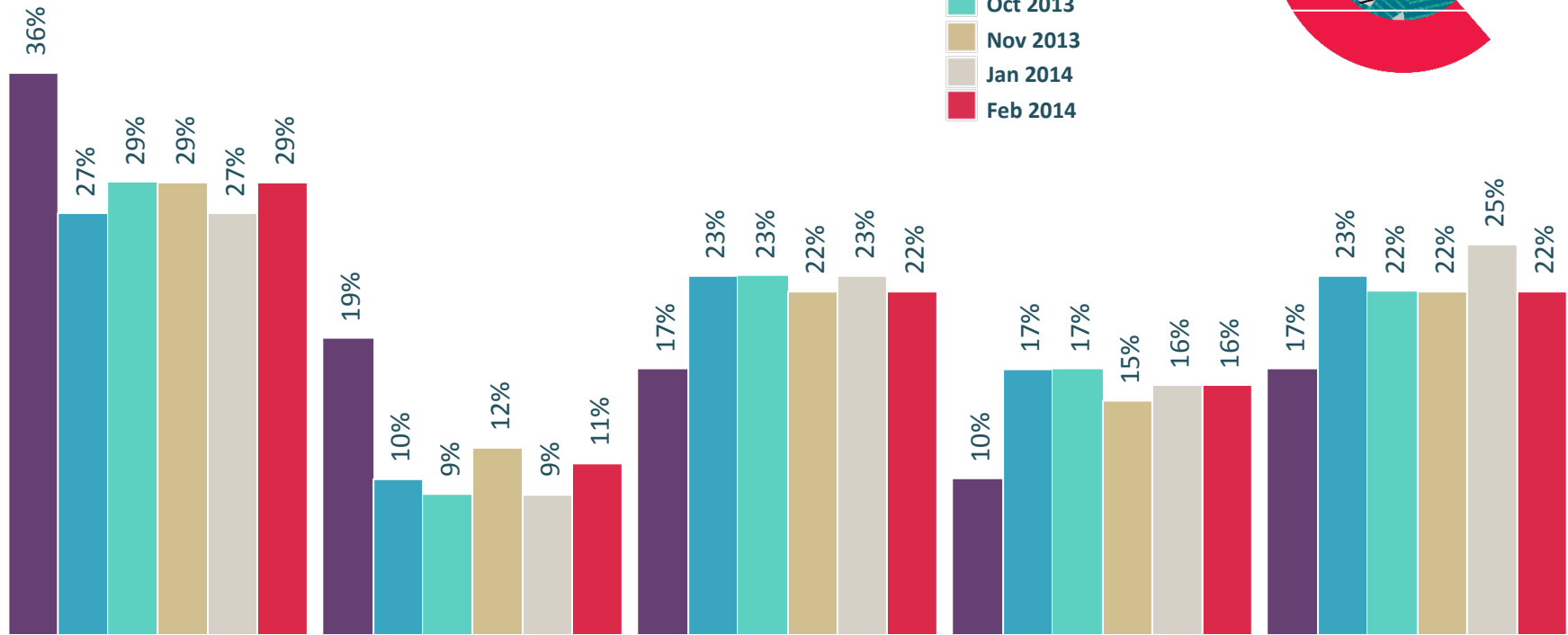
## CURRENT FIRST PREFERENCE SUPPORT AMONG THOSE LIKELY TO VOTE

	Core figures 23 <sup>rd</sup> Feb 2014	Excluding 50% undecided, and weighting back 50% undecided to how they voted in past elections	2011 Election Results
	%	%	%
Fine Gael	<b>23</b>	<b>29</b>	36
Labour	<b>9</b>	<b>11</b>	19
Fianna Fáil	<b>17</b>	<b>22</b>	17
Sinn Féin	<b>14</b>	<b>16</b>	10
Independent candidates	<b>16</b>	<b>19</b>	13
Green Party	<b>2</b>	<b>2</b>	2
Socialist Party	<b>1</b>	<b>1</b>	1
Other Party	-	-	1
Undecided	<b>18</b>		

# First Preference Vote Intention – Sep 2013 – Feb 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  
**29%**

Labour  
**11%**

Fianna Fail  
**22%**

Sinn Fein  
**16%**

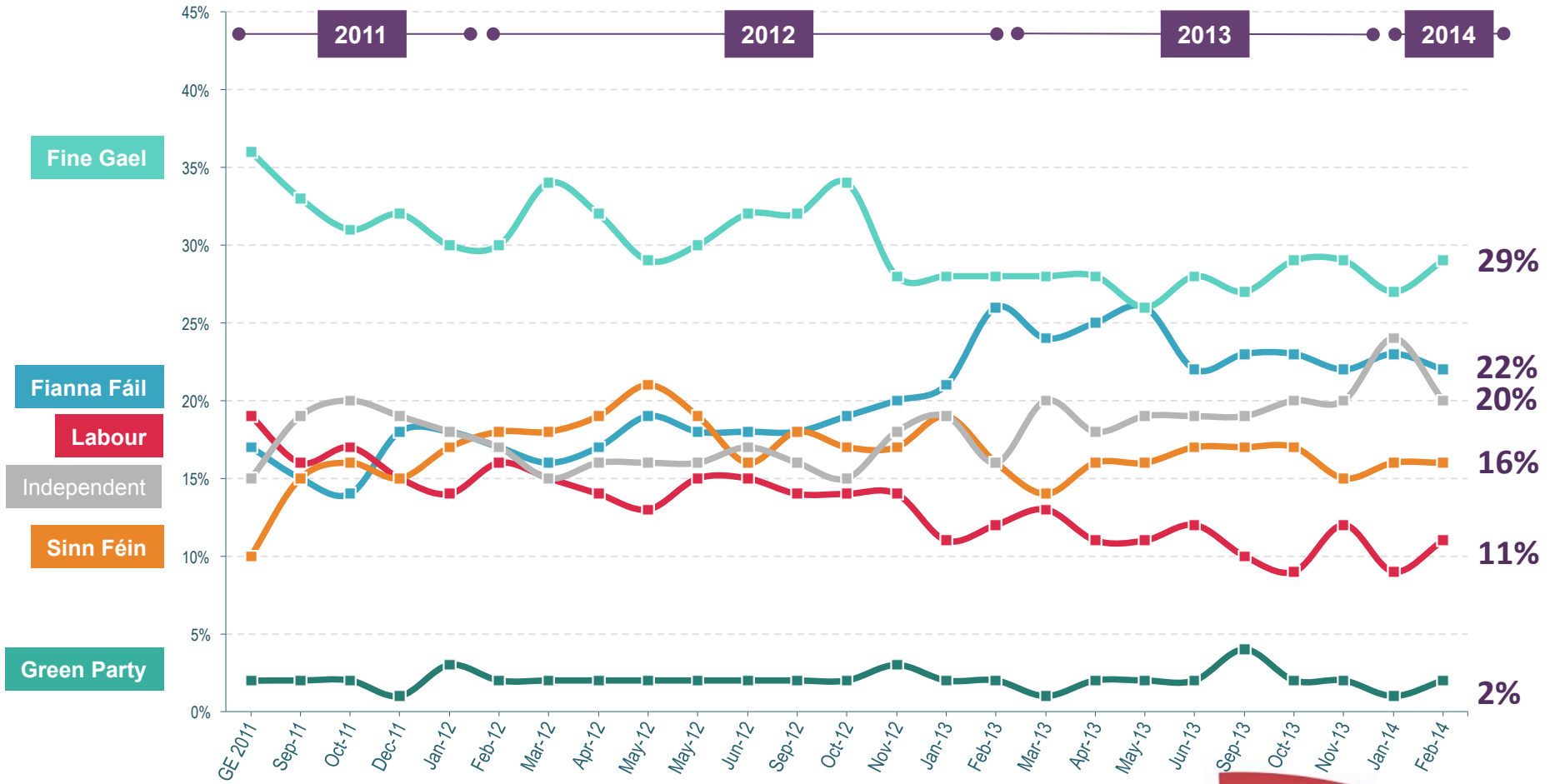
Independent/  
Other  
**22%**



# First Preference Vote Intention – 2011-2014

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)

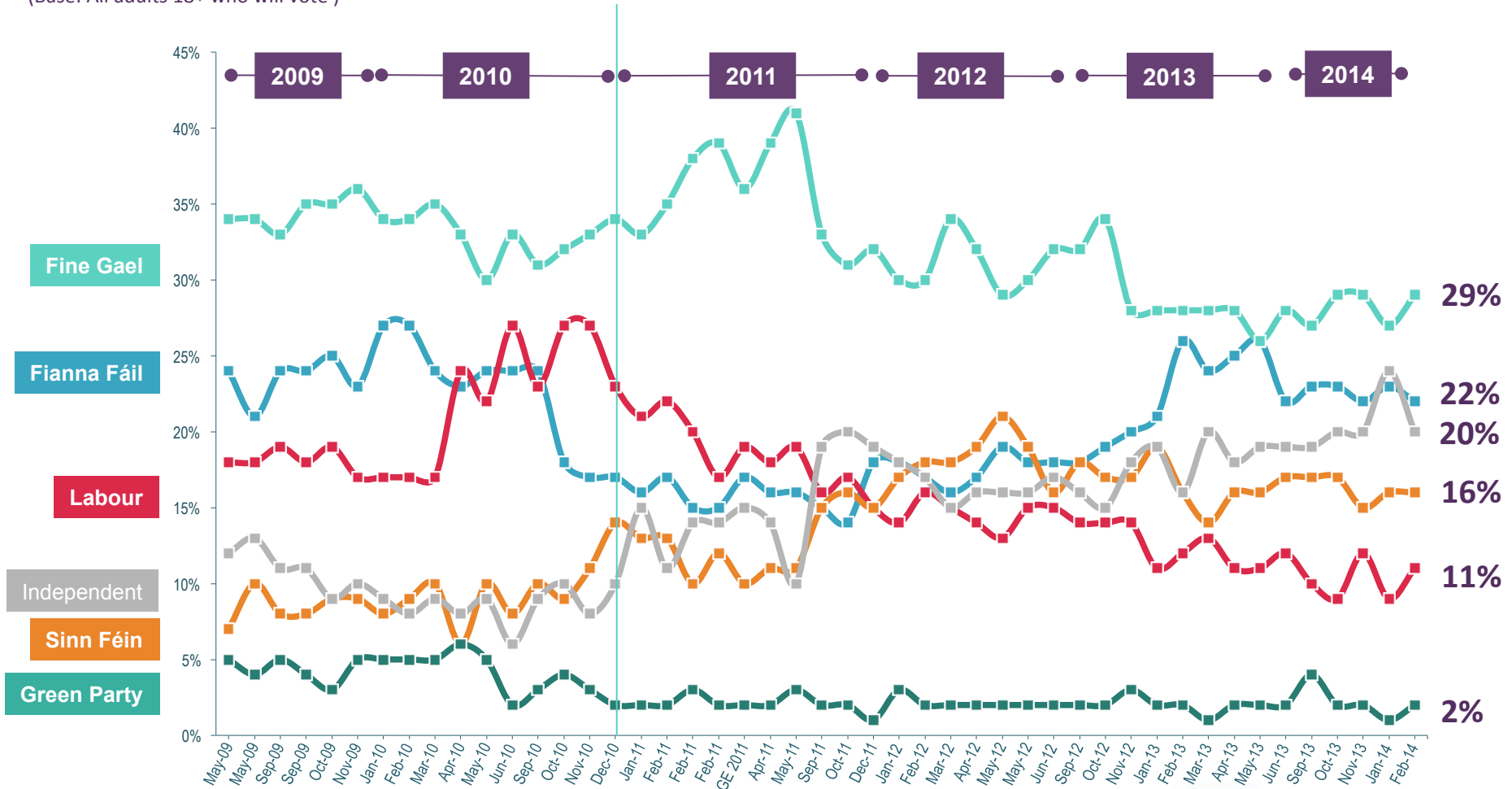
(Base: All adults 18+ who will vote )



# First Preference Vote Intention – 2009-2014

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 )



# First Preference Vote Intention – 2006 to 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 )

