



# General Election Opinion Poll

24<sup>th</sup> November 2013



**REDC**

# Methodology and Weighting



- RED C interviewed a random sample of 1,001 adults aged 18+ by telephone between the 18<sup>th</sup> and 20<sup>th</sup> November 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.
- 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.

# Gains for Government Parties Suggest Economic Success Can Reap Dividends

So a good poll for Labour arrives, after six months of a progressive downward trend in support that has seen many of the party faithful questioning the direction the party has been taking. The strategy for both Labour and Fine Gael has always been to hold firm in the face of this discontent, in the belief that as the economy improves, disillusioned and lost supporters will return. The problem was that this required the economy to improve, which has taken perhaps longer than expected. As a result there has been a concern among some, that declines may have gone too far, and that it has taken too long for any positive news to arise.

We are now halfway through the lifetime of this government, and finally good news has helped Labour's cause. Consumer confidence is on the rise and it appears that the exit from the bailout has finally started, what the party hope will be a gradual improvement in fortunes. This poll sees Labour improve its share of the first preference vote by 3%, leaving them with a 12% share, a level not seen since June. Whether the halo effect of the exit will continue to benefit the party in the long term is yet to be seen. The real positive however that party strategist will take from this poll, is that with positive news and better economic conditions, there is evidence that the party can entice lost voters back to support it.

For the government partners the story is similar. While Fine Gael remain steady in terms of first preference support in this poll when compared to a month ago, this misses the fact that the party had seen a decline mid way through the month in a comparable Paddy Power poll following poor coverage with regard to the property tax. As such they too appear to have bounced back very quickly from that fall, regaining the 4% loss seen just two weeks ago.

The evidence of a correlation between positive news and gains for the government parties, comes from the public's response to the exit from the bailout announced in the past week. Over half of all voters questioned (52%) agree that the government has done a good job in leading Ireland out of the bailout. Initially this may not seem like a particularly strong result, but when put in context of the fact that 41% of the public currently suggest they would vote for the government parties if there were an election tomorrow, it becomes far more relevant. It suggests that there are at least 11% of voters, who are prepared to concede the government has done a good job, but who as yet are not prepared to vote for them. In fact the number is even higher than this, as not every Fine Gael (80%) and Labour (71%) supporter think they have done a good job!

# Gains for Government Parties Suggest Economic Success Can Reap Dividends

At the last General Election, the government parties secured 55% of the first preference vote. Today's tacit support for government parties with regard to the bailout exits, suggest there is a pool of available voters to win back, that could see them return to levels close to that achieved at the last election.

Of course, at this stage it doesn't necessary mean that these people can be persuaded to vote for either Fine Gael or Labour; but it certainly means they would "consider" doing so. There is however further evidence that suggests at least some of this support could be turned into votes. A quarter of those that suggest the government parties have done a good job but don't currently support them, voted for Fine Gael and Labour at the last election. This equates to 12% of all likely voters! A significant immediate target for both parties to win back. As well as these immediate targets for win back, quite a large proportion of those that are undecided also give them credit for exiting the bailout. In fact half of all undecided voters suggest that the government has done a good job.

All in all then a positive poll for government parties, both in terms of immediate gains, and perhaps more importantly that it provides clear evidence of the opportunity to win support that was lost during the difficult first for two and a half years of this government.

# First Preference Vote Intention – Nov 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)



Fine Gael  
**29%** =

Labour  
**12%** +3

Fianna Fail  
**22%** -1

Sinn Fein  
**15%** -2

Independent/  
Other  
**22%** =

Undecided Voters  
**20%** +2

**REDC**

# First Preference Vote Intention – Oct 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 (including undecided))

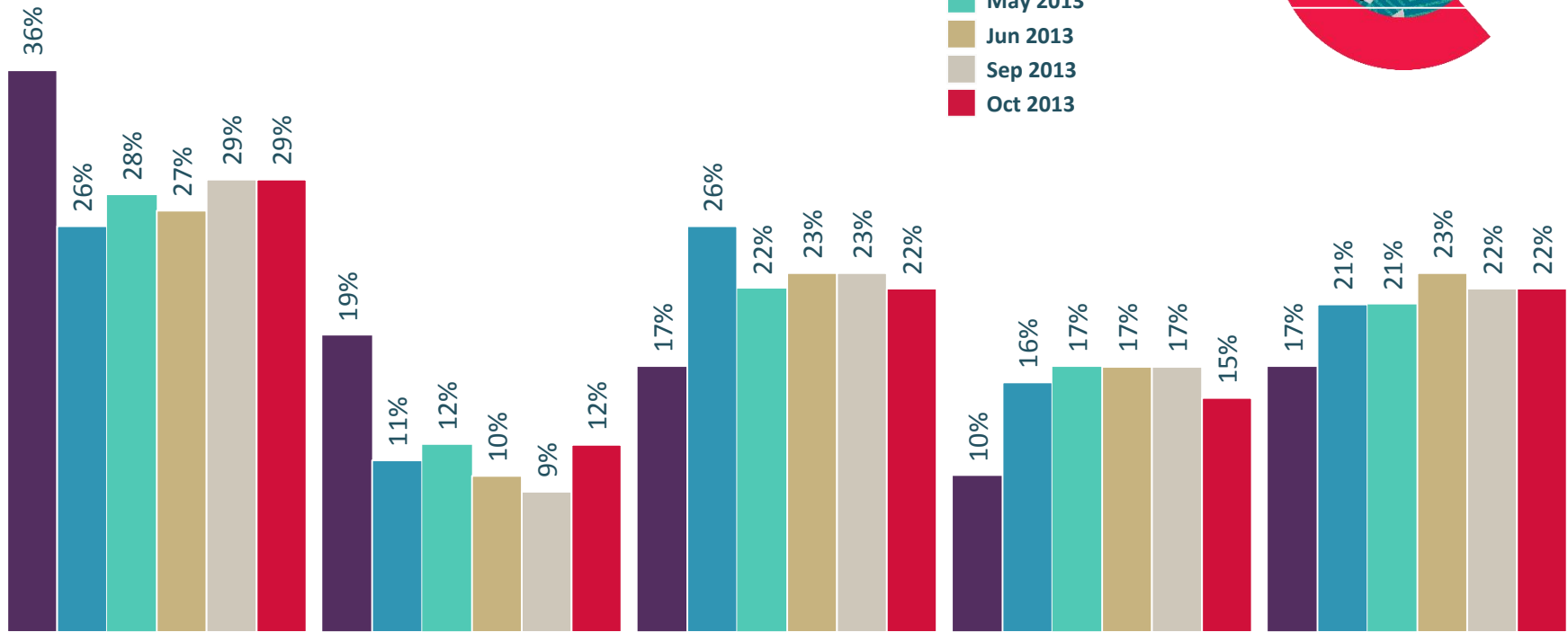
## CURRENT FIRST PREFERENCE SUPPORT AMONG THOSE LIKELY TO VOTE

	Core figures 24 <sup>th</sup> Nov 2013	Excluding 50% undecided, and weighting back 50% undecided to how they voted in past elections	2011 Election Results
	%	%	%
Fine Gael	23	29	36
Labour	9	12	19
Fianna Fáil	17	22	17
Sinn Féin	12	15	10
Independent candidates	16	18	13
Green Party	2	2	2
Socialist Party	*	1	1
Other Party	1	1	1
Undecided	20		

# First Preference Vote Intention – May 2013 – Nov 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)



Fine Gael  
**29%**

Labour  
**12%**

Fianna Fail  
**22%**

Sinn Fein  
**15%**

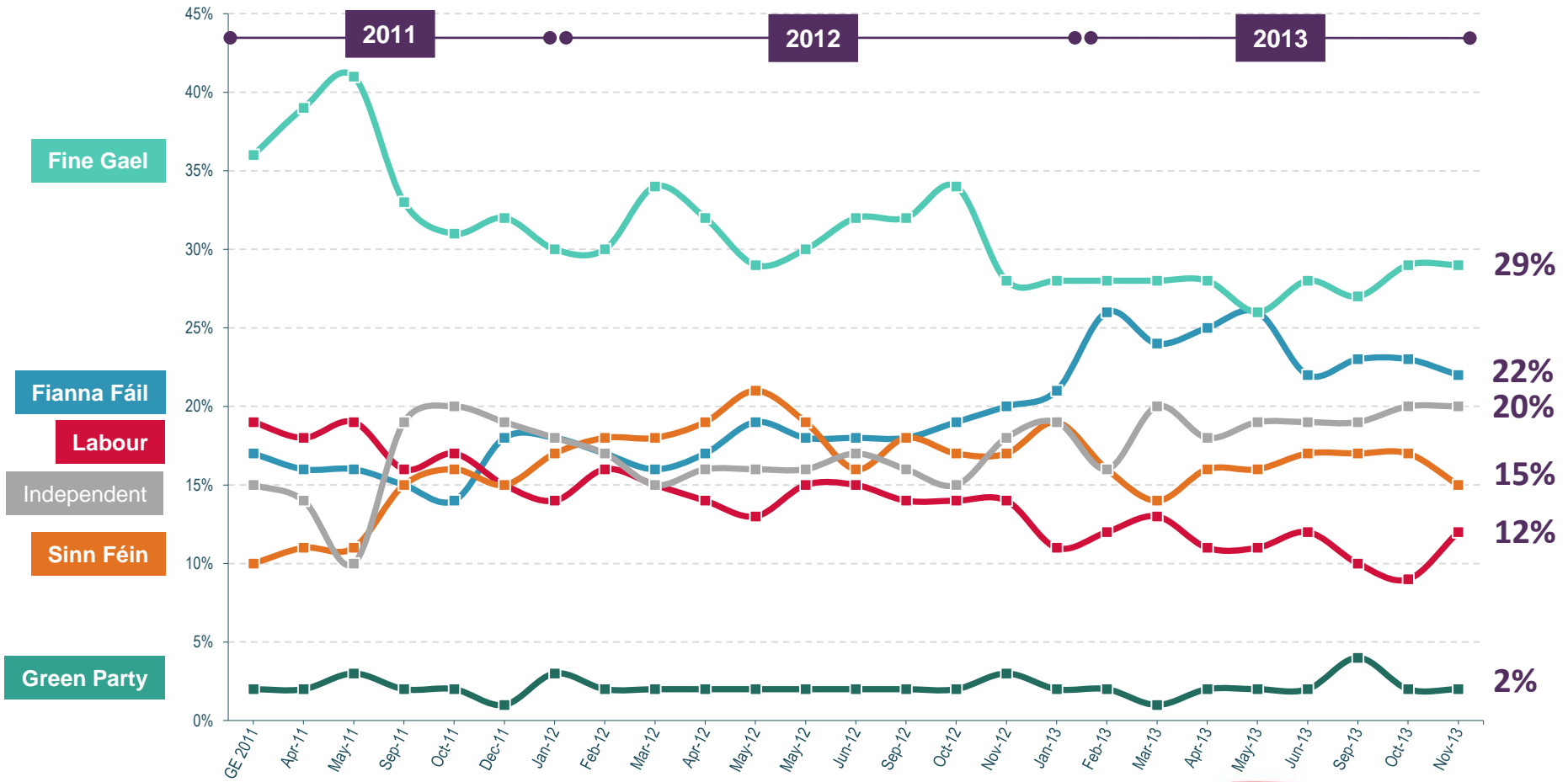
Independent/  
Other  
**22%**



# First Preference Vote Intention – 2009-2013

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 )

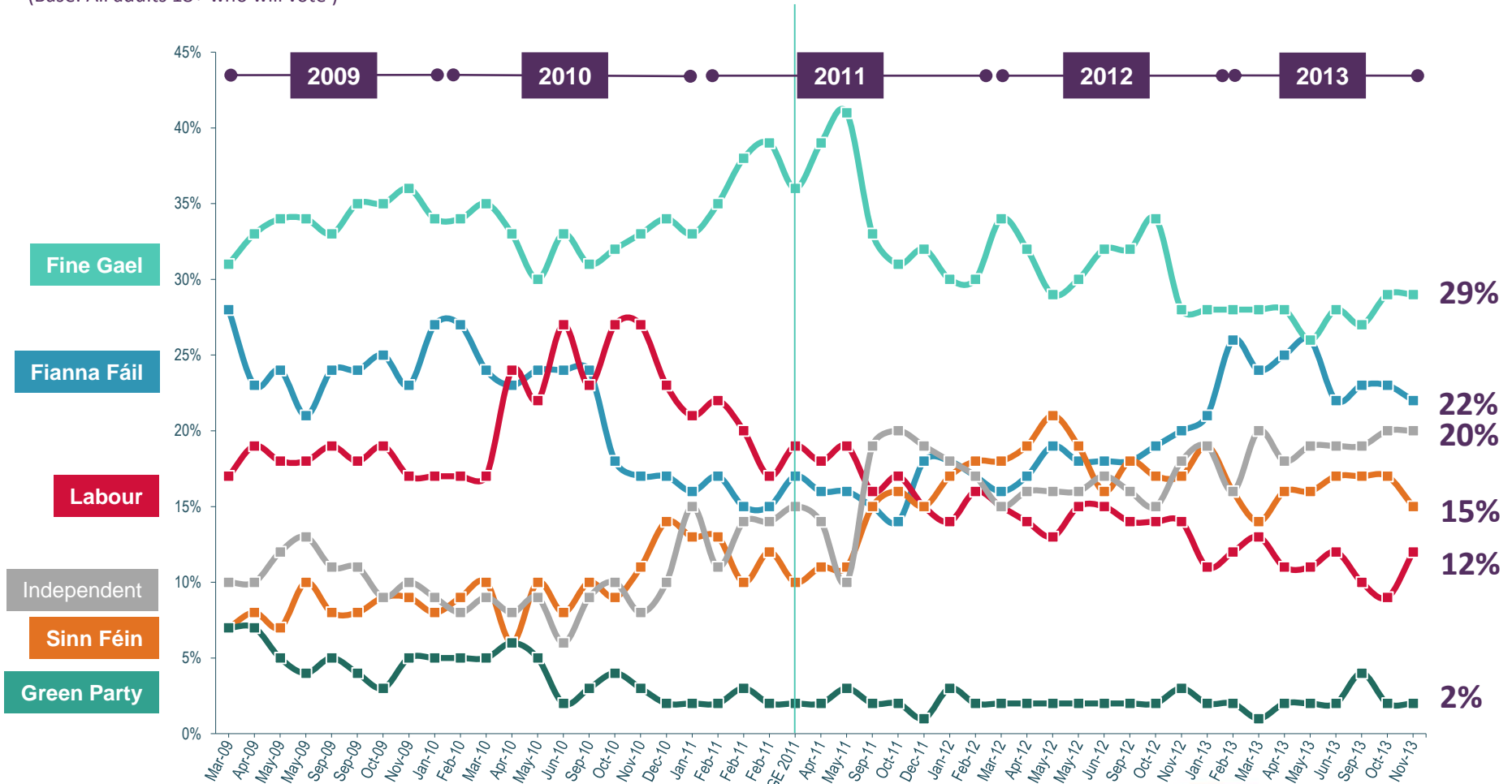




# First Preference Vote Intention – 2009-2013

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)

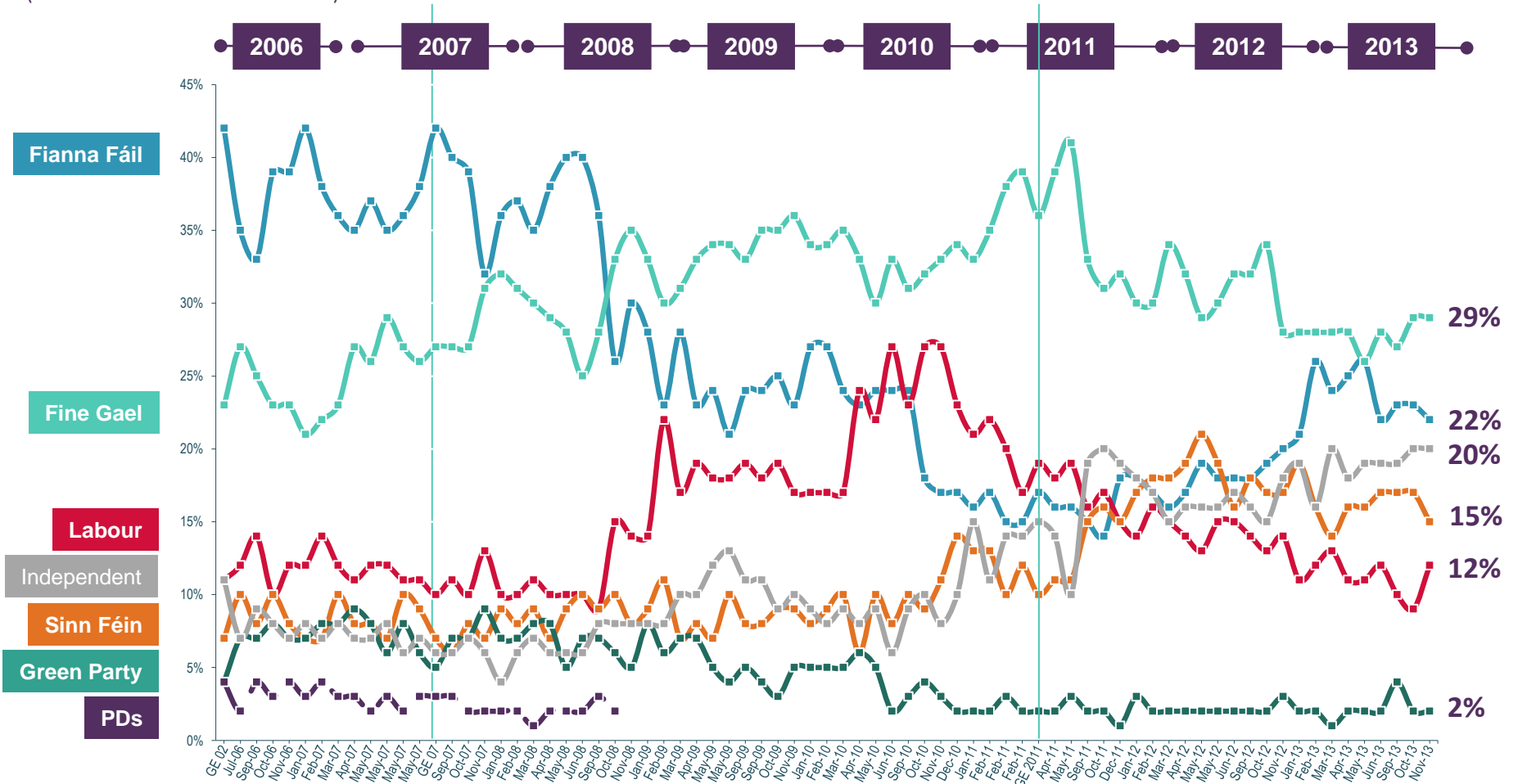
(Base: All adults 18+ who will vote )



# First Preference Vote Intention – 2006 to 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)

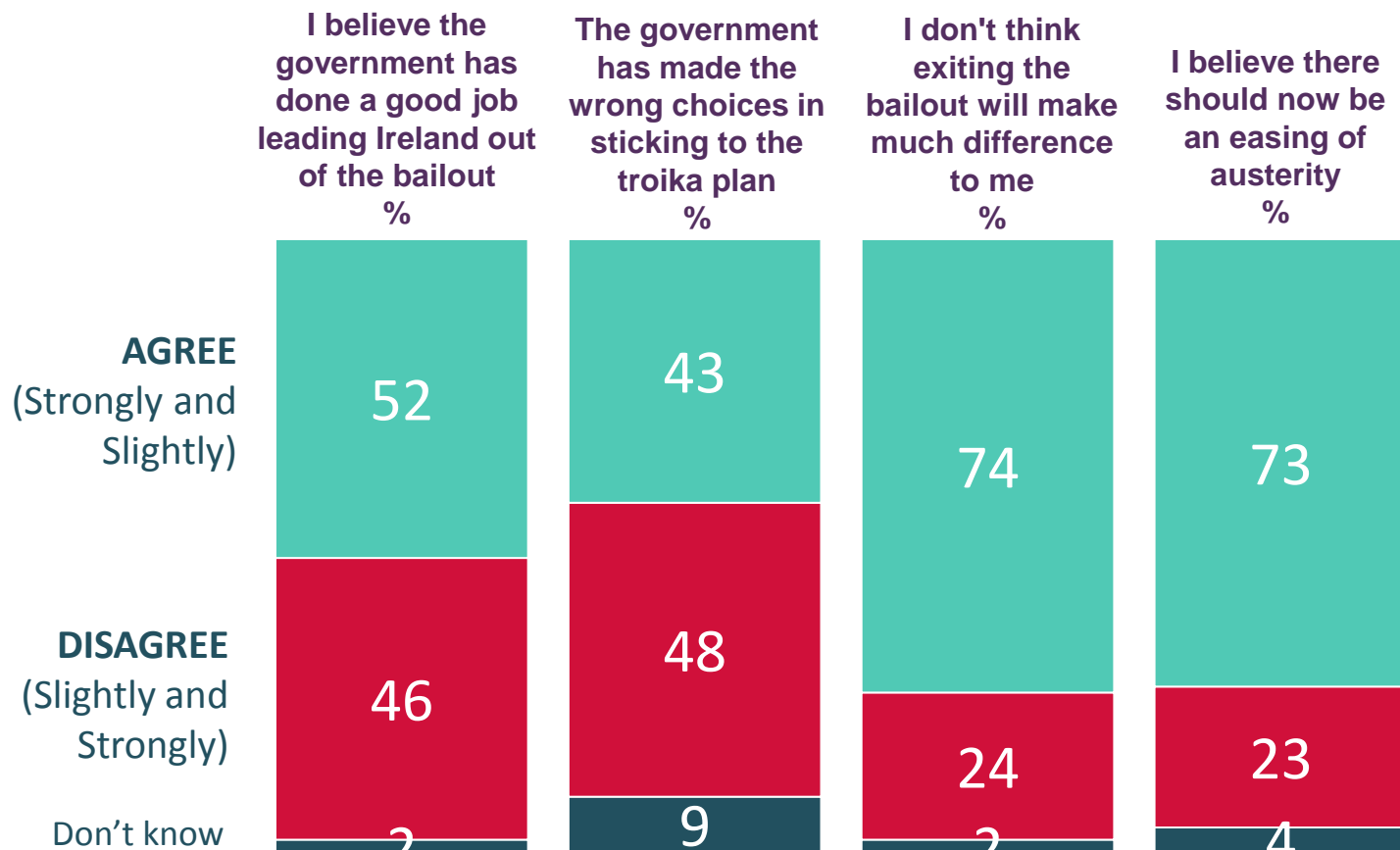
(Base: All adults 18+ who will vote )



# Attitudes towards the Bailout Exit

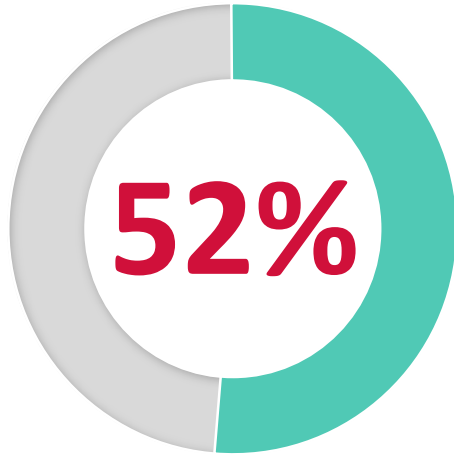
(Base: All adults 18+)

The government announced last week that Ireland are exiting the bailout programme on December 15th 2013. Based on this, can you tell me how much you agree or disagree with the following statements?

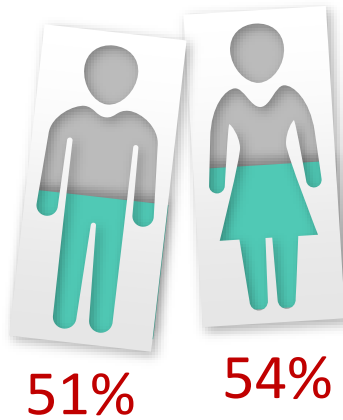


# Who believes the Government has done a good job in exiting the bailout?

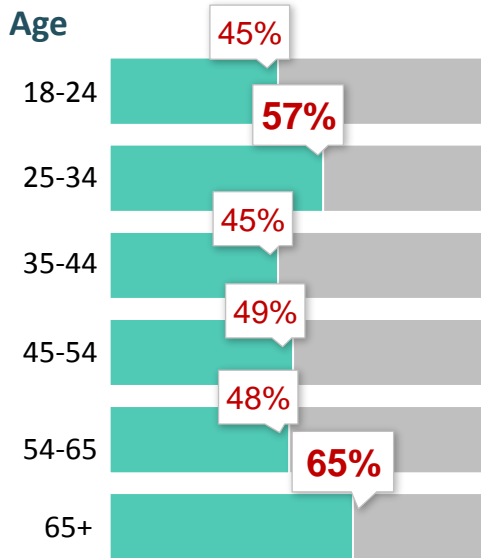
(Base: All likely voters aged 18+)



## Gender



## Age



## Social Class

Higher Social Grades: **57%**



Lower Social Grades: **48%**



## Party Support

 **80%**

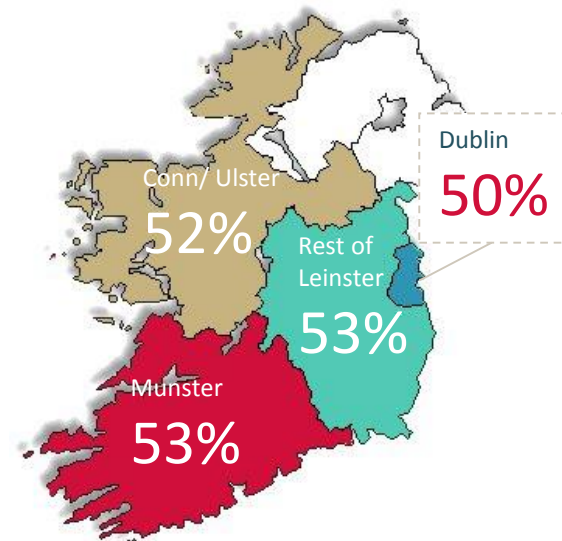
 **71%**

 **47%**

 **27%**

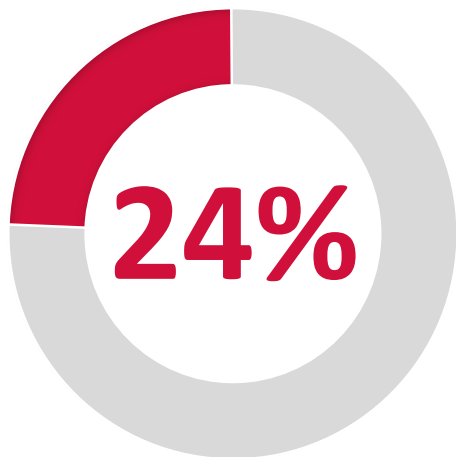
**IND** **43%**

## Region

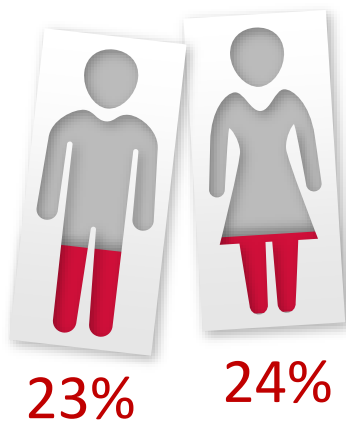


# Who does feel exiting the Bailout will make a difference to them?

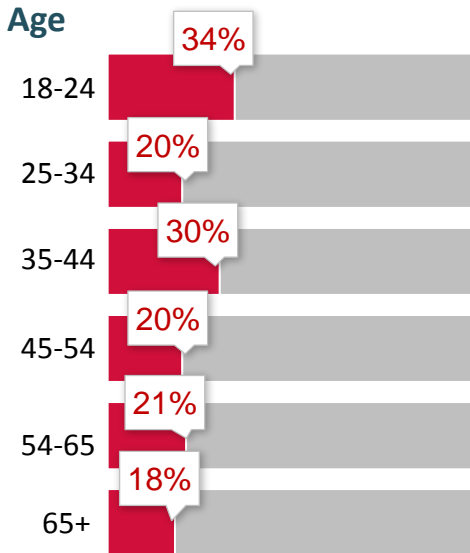
(Base: All likely voters aged 18+)



## Gender



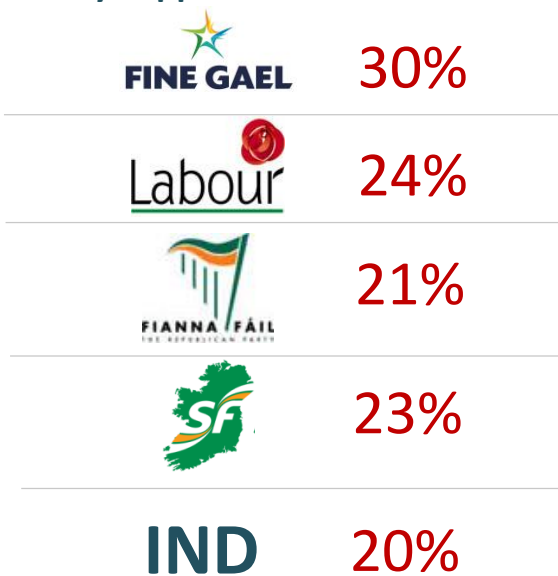
## Age



## Social Class



## Party Support



## Region

