



Voting Intention Opinion Poll

13th Sept - 2009

Prepared for

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

RESEARCH EVALUATION DIRECTION **CLARITY**

Must be Included

RED C interviewed a random sample of 1005 adults aged 18+ by telephone between the 7th – 9th Sept 2009.

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.

Finally 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 5 to 10 are included as being those who will actually go and vote.



SUNDAY BUSINESS POST – 13th Sept - Opinion Poll

Majority likely to support Lisbon, while party support stable

With the Lisbon Treaty referendum just under three weeks away, the key measure of today's Sunday Business Post /RED C poll is regarding support for Lisbon. The good news for most political parties is that the poll sees support for the Treaty continuing to rise reaching 73% among the core audience, and suggests that a Yes vote in three weeks is likely.

The Sunday Business Post/ RED C polls look at likely voting intention for the Lisbon Treaty firstly among All Adults, we then filter this to look at the results among only those who are Irish Citizens (and therefore allowed to vote in the referendum), and finally we filter again to look at the results among those who are both Irish citizens and who state they are likely to go and vote.

Among the total population 52% state that they will vote Yes to support the treaty, 25% state they will vote No and 23% remain undecided. This in itself, when the undecided are excluded, leaves the Treaty with 67% in the Yes camp and 33% in the No camp. Once we filter this by those who are Irish Citizens and therefore eligible to vote in the referendum, the picture gets slightly better with more people already in the Yes camp 54%, and less undecided 21%. This means support among Irish Citizens, once the undecided are removed, is 68% stating they will vote Yes, and 32% stating they will vote No. Finally, when we also exclude those unlikely to vote (scoring 1-4 out of 10 on a ten point scale), the picture is even more positive for the Yes camp, with 62% stating they will vote Yes, 23% that they will vote No and 15% undecided. When the undecided voters are removed, this means a large majority 73% are left in the Yes camp, with just 27% left in the No camp.

The learning from all this analysis is that those who state they will vote No are currently less likely to vote than those who claim they will vote Yes. The danger for the Yes camp in this case will perhaps be a combination of complacency and that potentially these No voters could be mobilised as the vote draws nearer. Even so, at the moment, if undecided voters fall out naturally you would still expect a win for the Yes vote based on these numbers.



The final factor we need to understand in more detail when trying to predict the likely future outcome, is how those people who are as yet undecided may vote. Will they fall out the same as those who are decided, or will they be biased to either the Yes or No camp? In our poll we also ask people how they voted at the last referendum, as such we can analyse the undecided voters by how they voted last time. When we look at these figures, in total 48% of those undecided at present voted No last time, while 11% voted Yes last time, and 41% did not vote. If we were to reallocate this ratio of the undecided voters across the two camps, we could potentially end up with 61% in the Yes camp and 39% in the No camp. This would still be a victory for the Yes campaigners, but potentially a much closer one than the basic figures might suggest and means that there is still much work to be done by the parties if they are to ensure the treaty is passed.

The second part of today's poll is to examine the effects that the Lisbon treaty and the implementation of NAMA is having on support for parties among voters. While other sources have suggested a continued shift against Fianna Fail and government parties over the summer, that view is not apparent in the Sunday Business Post/ RED C poll. In fact, the position of party support remains relatively similar to that recorded before the summer. Fine Gael retains its strong position as the leading party in Ireland, following its very successful Local and European election results, by retaining 33% of the first preference vote. This share of the vote has been relatively consistent since April and is pretty much the same as secured at the local elections.

Fianna Fail secure 24% of the first preference vote in today's poll. This is also relatively consistent with where we have seen the parties share this year, and not far behind the share of the vote the party achieved at the local elections. It is slightly higher than seen in our last poll in May, and perhaps this is somewhat helped by Brian Cowens appearance on the Late Late show the Friday before polling began. However, for some time we have seen the low to mid twenties as the bottom level for Fianna Fail support, so while this is not a great place for the party to be, at the same time it does suggest that there is still a bedrock of support that has not disintegrated, and from which the party can build support again in the future.

Labour secure 19% of the first preference vote, which is also in similar territory to that they have been in for the past number of months, and is still a major gain for the party this year vs where their support lay in 2008. It does mean however, that they remain the third party in the country, and talk of leading a coalition at the next election by Eamonn Gilmore is perhaps premature.



Sinn Fein secure 8% of the first preference vote, down slightly on our last poll, but again similar to support levels for recorded during the year. On these results it certainly doesn't appear that the party is particularly suffering or gaining at this stage, by being the only major party opposed to the Lisbon treaty.

The Green Party secure 5% of the first preference vote in today's poll, which remains poor for the party based on previous results, but like Fianna Fail does not yet represent a wipe-out of support. This poll was also taken before the announcement that the Greens had been instrumental in changes to NAMA, which may help support for the party.

Finally Independent candidates continue to do well, despite it being some way from an election, when historically they may suffer. They secure 11% of the first preference vote, some way ahead of the 6% they secured at the last General Election.

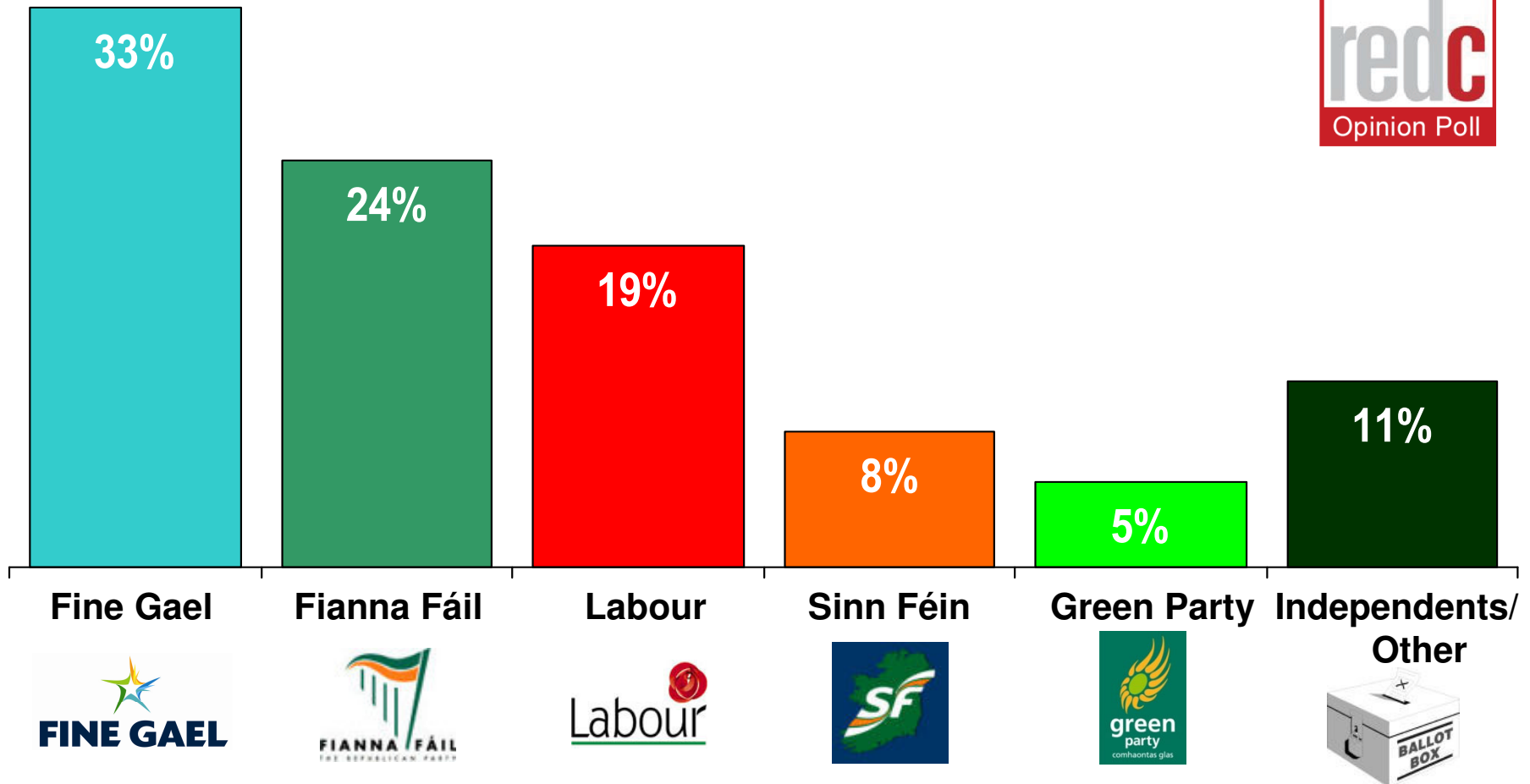
All in all, it appears that the summer has made little difference to party support despite the actions that the Government has had to take in implementing NAMA. Many would say it couldn't get much worse for the Government parties, and they remain in a very poor state of support vs. historical levels. However, neither does it appear that they have been wiped out by recent events, and this must give them hope that a corner can be turned at some point in the future.

For Fine Gael and Labour the results are good, but not exceptional. They retain excellent levels of support and between them secure more than half 52% of all the available votes. However, questions may be asked as to why they can't extend this still further at a time when the government is in such a poor position.

If there were a *General Election* tomorrow which party or independent candidate do you think you would give your first preference vote?

(Base: All adults WHO WILL VOTE 18+)

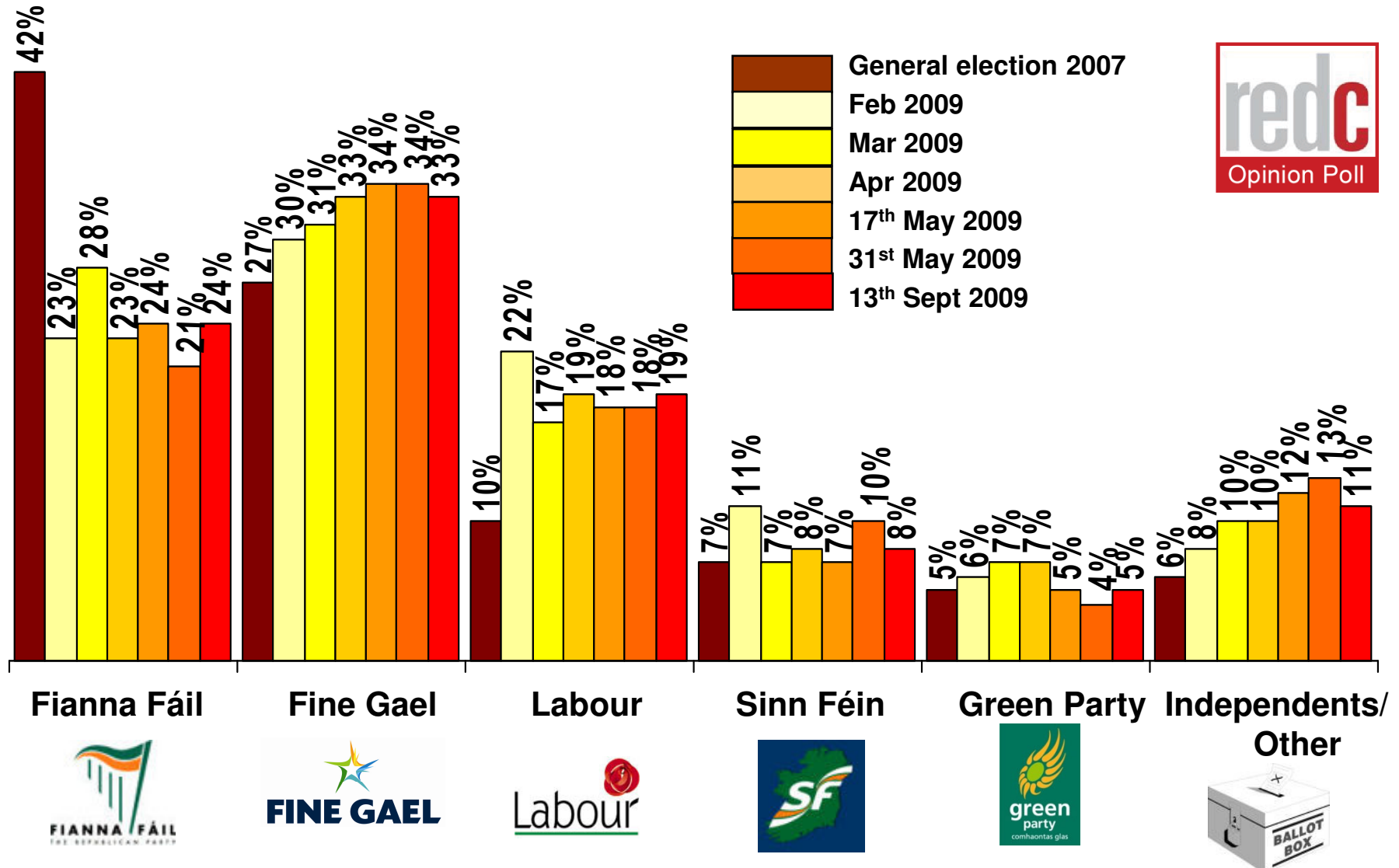
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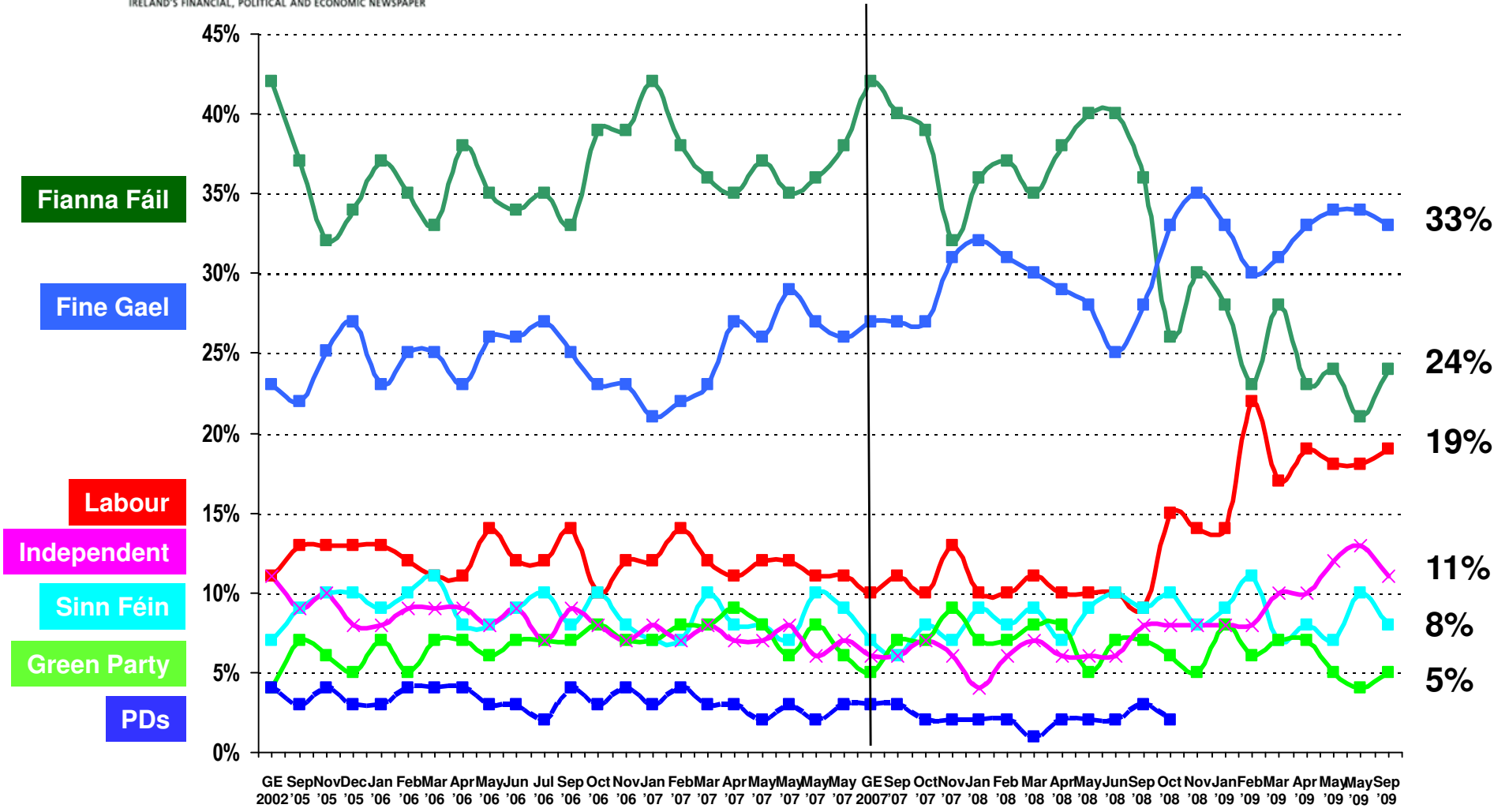


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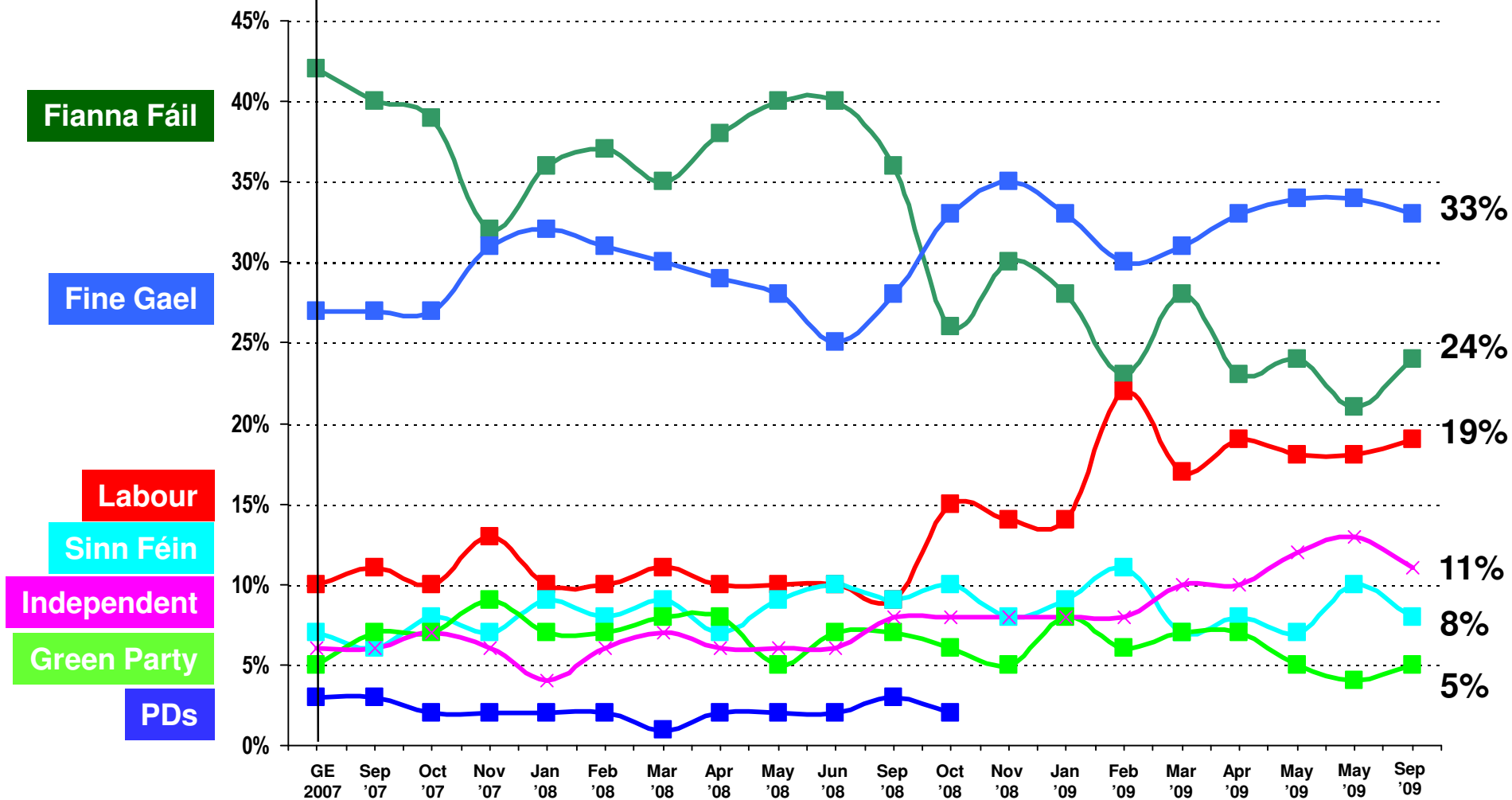


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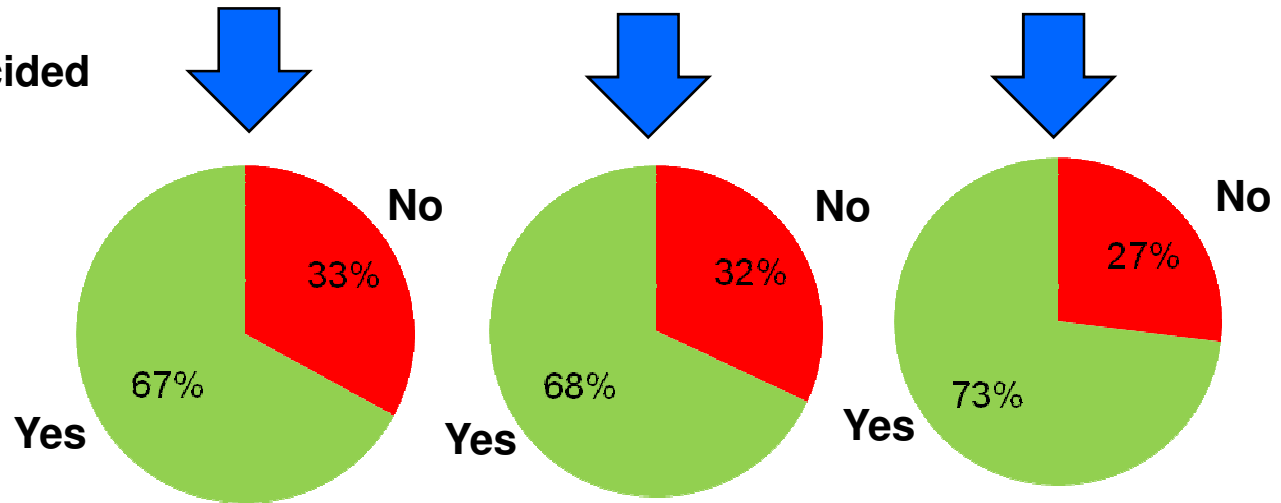
CURRENT FIRST PREFERENCE SUPPORT			
	Core figures Sep 09	Excluding undecided	2007 Election Results
	%	%	%
Fine Gael	27	33	27
Fianna Fáil	19	24	42
Labour	15	19	10
Sinn Féin	6	8	7
Green Party	4	5	5
Independents/Others	10	11	6
Undecided	19		

Lisbon Treaty – Vote Intentions



	All Adults	All Irish Citizens	All Irish Citizens + likely to vote (5-10 on 10 point scale)
	%	%	%
YES	52	54	62
NO	25	25	23
D/K	23	21	15

Excluding Undecided



How you will vote in the Lisbon Treaty referendum to be held again this year?

(Base: All IRISH CITIZENS 18+ likely to vote)

