



# General Election Opinion Poll

28<sup>th</sup> October 2007

Prepared for

**THE SUNDAY BUSINESS POST**

RESEARCH EVALUATION DIRECTION **CLARITY**

## **Must be Included**



**RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 22<sup>nd</sup> and 24<sup>th</sup> October 2007. Interviews were conducted across the country and the results weighted to the profile of all adults.**



## **SUNDAY BUSINESS POST – 28<sup>th</sup> October 2007 Opinion Poll**

### **Support for Government parties remains relatively steady in spite of economic pressure**

In today's Sunday Business Post/ RED C poll we might have expected to have seen the impact of declining consumer confidence, particularly in light of Brian Cowen's recent announcement that tax reductions promised in the election are now unlikely. However, as yet it appears that the government parties are not being held accountable for the tightening of the belt.

Support for Fianna Fail does continue to fall slightly this month, dropping back to 39%, having already fallen back slightly in September since the election in May. This drop may not be seen as that negative given that government support has been seen in the past to mirror consumer confidence at the time. In fact commentators may have expected a greater fall in support for the party given the significant media coverage that has recently been provided to indicators of an economic downturn, and the fact that Fianna Fail themselves are making sure that everyone is aware that the budget will be tight and promises of tax cuts may not be forthcoming.

The explanation for a Fianna fail; support keeping relatively steady in this scenario may come again from findings of our focus groups conducted for the Sunday Business Post in the run up to the election. These suggested that to some extent voters kept Fianna Fail in power, precisely because they were already worried about a potential economic downturn, so careful economic planning is exactly what they want to hear from the government right now.

The Greens on the other hand do not register any drop in support, retaining the 7% evident in last month's poll, perhaps because they are seen in some way removed from the economic management of the economy. However neither do they suffer any particular backlash from their or the government's involvement in such issues as incinerators and motorway routes. In contrast, the final government partner the PD's do drop 1% of the first preference vote to leave their support at 2%



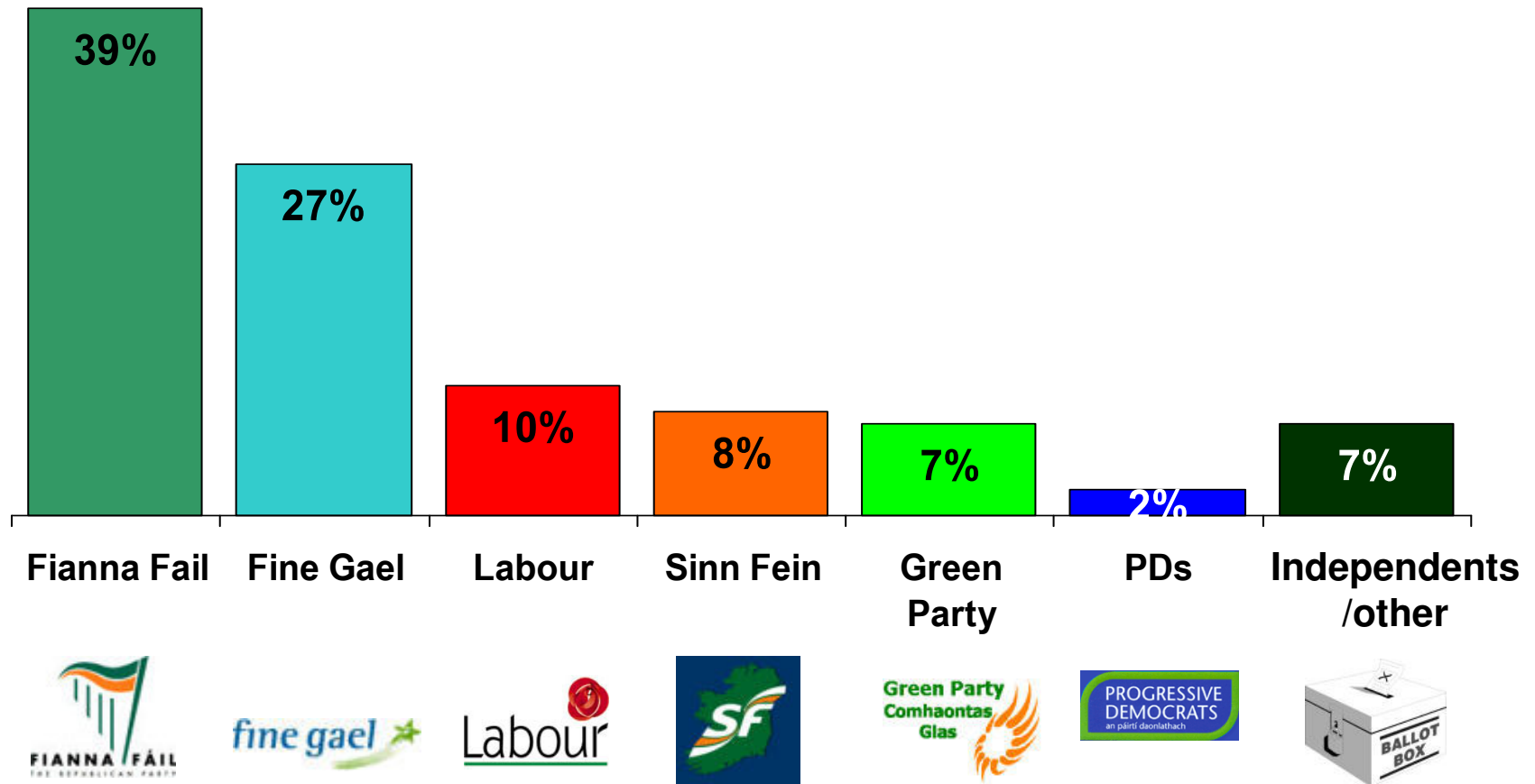
The main beneficiary of the fall in support for the government partners is perhaps surprisingly Sinn Fein, who see their support climb 2% to take 8% of the first preference vote overall in this poll. This week has seen media attention back on the party, having been allegedly linked to the beating and subsequent death of a young man in Monaghan, who it has been claimed was involved in crime. In fact support for the party in Ulster, where the incident took place falls back; and the gains are instead particularly seen among younger male voters under the age of 25 and those in the Rest of Leinster.

Support for Fine Gael remains steady in today's poll, with the party securing 27% of the first preference vote, the same as seen at the last election and in last month's poll. The party will be glad to see that the gains made at the election have not fallen away at all, and with support for Fianna Fail dropping this does bring the parties closer together. However, in order to really challenge Fianna Fail the party needs to use this base to continue to grow its support base across the country.

Labour support falls back slightly this month, perhaps because in September they benefited from the media glare related to the election of a new leader, and without that attention the party suffers somewhat. While the independent candidates increase their support slightly to take 7% of the first preference vote.

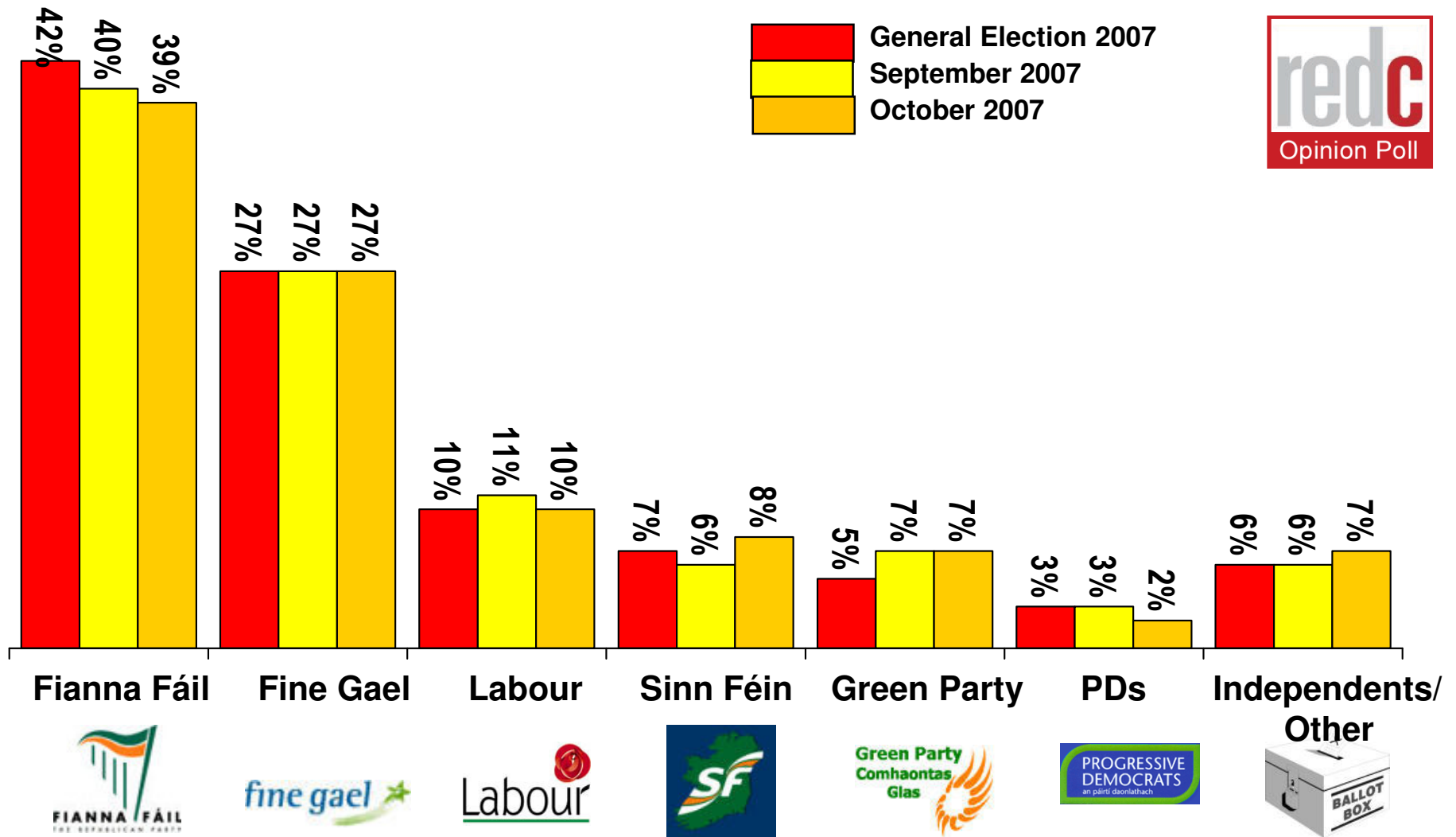
# If there were a *General Election* tomorrow which party or independent candidate do you think you would give your first preference vote?

(Base: All adults 18+)



# 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+)



## CURRENT FIRST PREFERENCE SUPPORT

	<b>Core figures</b>	<b>Excluding undecided</b>	<b>2007 Election Results</b>
	%	%	%
<b>Fianna Fáil</b>	<b>33</b>	<b>39</b>	<b>42</b>
<b>Fine Gael</b>	<b>23</b>	<b>27</b>	<b>27</b>
<b>Labour</b>	<b>8</b>	<b>10</b>	<b>10</b>
<b>Sinn Féin</b>	<b>7</b>	<b>8</b>	<b>7</b>
<b>P.Ds</b>	<b>2</b>	<b>2</b>	<b>3</b>
<b>Green Party</b>	<b>6</b>	<b>7</b>	<b>5</b>
<b>Independents/Others</b>	<b>6</b>	<b>7</b>	<b>6</b>
<b>Undecided</b>	<b>15</b>		

**CURRENT FIRST PREFERENCE SUPPORT BY THOSE MOST LIKELY TO VOTE**  
 (those who give a score of 7 or more out of 10, on a scale where 1 = Definitely will not vote and 10 = Definitely will vote)

	Oct 2007	Sept 2007	2002 Election Result
	%	%	%
<b>Fianna Fáil</b>	<b>40</b>	<b>42</b>	<b>42</b>
<b>Fine Gael</b>	<b>28</b>	<b>27</b>	<b>27</b>
<b>Labour</b>	<b>10</b>	<b>11</b>	<b>10</b>
<b>Sinn Féin</b>	<b>6</b>	<b>5</b>	<b>7</b>
<b>P.Ds</b>	<b>2</b>	<b>3</b>	<b>3</b>
<b>Green Party</b>	<b>7</b>	<b>6</b>	<b>5</b>
<b>Independents/ Others</b>	<b>7</b>	<b>6</b>	<b>6</b>