



Voting Intention Opinion Poll

25th Oct 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 1000 adults aged 18+ by telephone between the 19th & 21st Oct 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 – 25th Oct - Opinion Poll

Green's suffer for on the back of the programme for Government

The past four weeks, since the last Sunday Business Post/ RED C tracking poll, has seen a series of major events in the political landscape. They began with the final week of campaigning and the emphatic passing of the Lisbon Treaty, by a result predicted exactly in our last poll. This was then followed by the negotiations between the Government partners of Fianna Fail and the Green Party on the Programme for Government, with the potential to trigger a General Election. There was also continuing media and political pressure on the former Ceann Comhairle John O'Donoghue over his expenses, with the decisive blow administered by Eamon Gilmore in the Oireachtas, resulting in his resignation. The final week then saw Enda Kenny announcing his intention to dissolve the Senedd and the Government announcement that they are looking for further public sector cuts of up to 1.3 billion Euros in the upcoming budget.

This series of significant events might be expected to shift political opinion significantly. Instead it appears that success and failure on all sides has left party support in a similar position as seen before these events began.

The one party that does suffer on the back of recent events however is the Green Party, who appear to have been further punished by the public for staying in government. Support for the Green Party hit a new low of just 3% in today's Sunday Business Post/ RED C poll. This continues a trend that has seen the party support levels drop from a high of 8% in January, to the lowest level recorded in the RED C tracking polls conducted since 2005. For the party strategists this poor poll result is likely to come as a considerable blow, as they will have hoped that the concessions they secured from Fianna Fail would have been looked on more favourably by voters.

In contrast, the main coalition partner Fianna Fail secures 25% of the vote in today's poll, an increase of 1%, which while not dramatic does suggest they have come out of recent weeks in a relatively stable position. This continuity of support, at around a quarter of all voters suggests that the resignation of John O'Donoghue has been perhaps nullified by the success on Lisbon and the determination to cut public sector costs.



Fine Gael secure 35% of the first preference vote in today's poll, retaining the very high levels evident prior to the Lisbon vote. It does appear that this may be something of a ceiling for the party, and they may have hoped to have gained more from Enda Kenny's announcement with regard to the possible abolition of the Seanad and the reduction in the number of TD's. Having said that the party is now getting used to the heady heights of their support regularly hitting the mid 30's and that in itself is some achievement this year.

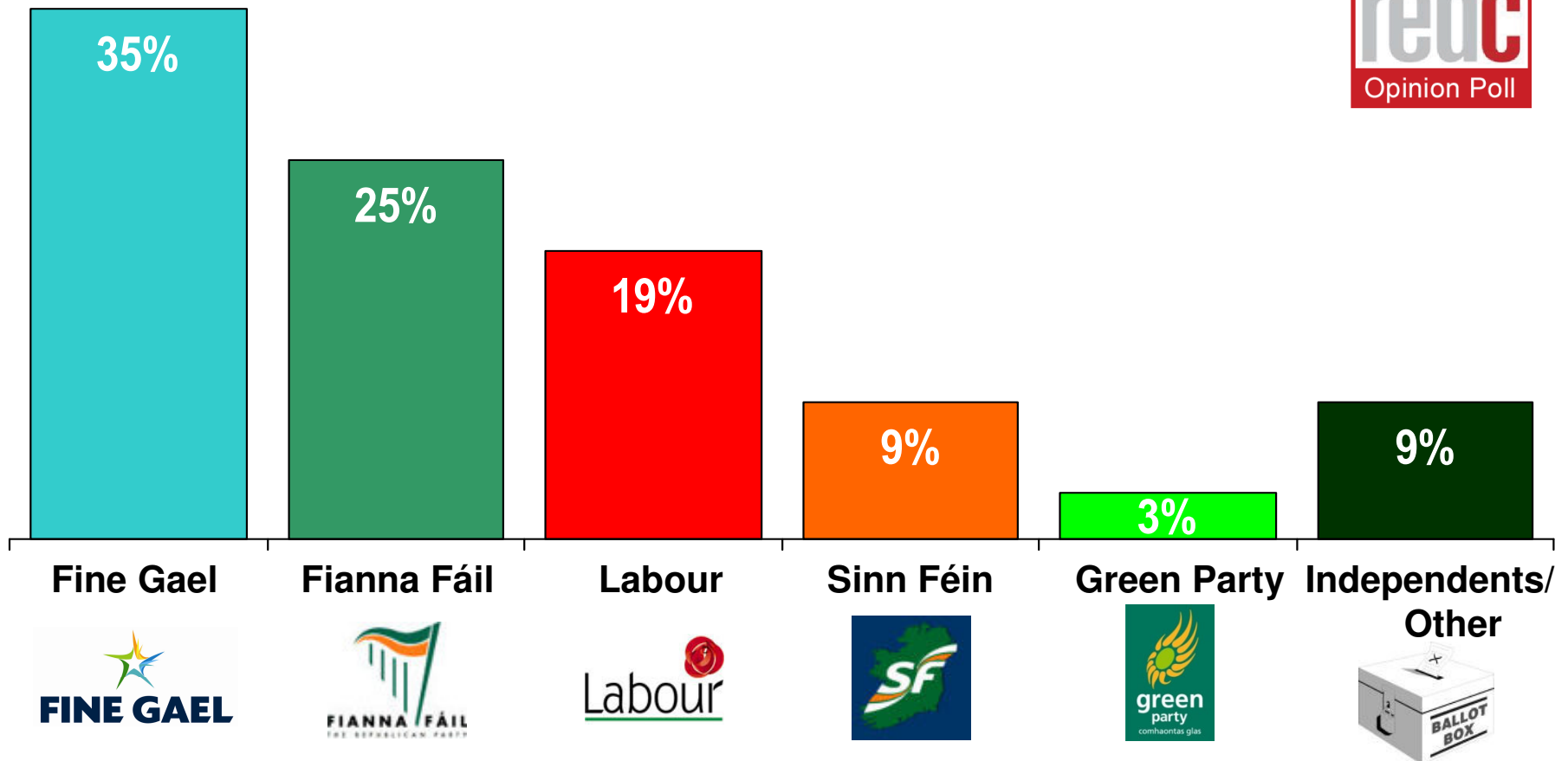
Labour see their share rise slightly in today's poll, with the party securing 19% of the first preference vote, up 1% since last month. Perhaps this may disappoint the party, as some commentators suggested they would gain significantly on the back of Eamon Gilmore's dispatch of the Ceann Comhairle. They can however take comfort from the fact that they have now polled in the late teens for the last seven polls in a row.

For the others, Sinn Fein also see their share of the first preference vote rise by 1%, to regain a 9% share, after two weeks at 8%. While support for Independent candidates continues to fall back, with Independents securing just 9% of the first preference vote, having polled as high as 13% in recent months.

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+)

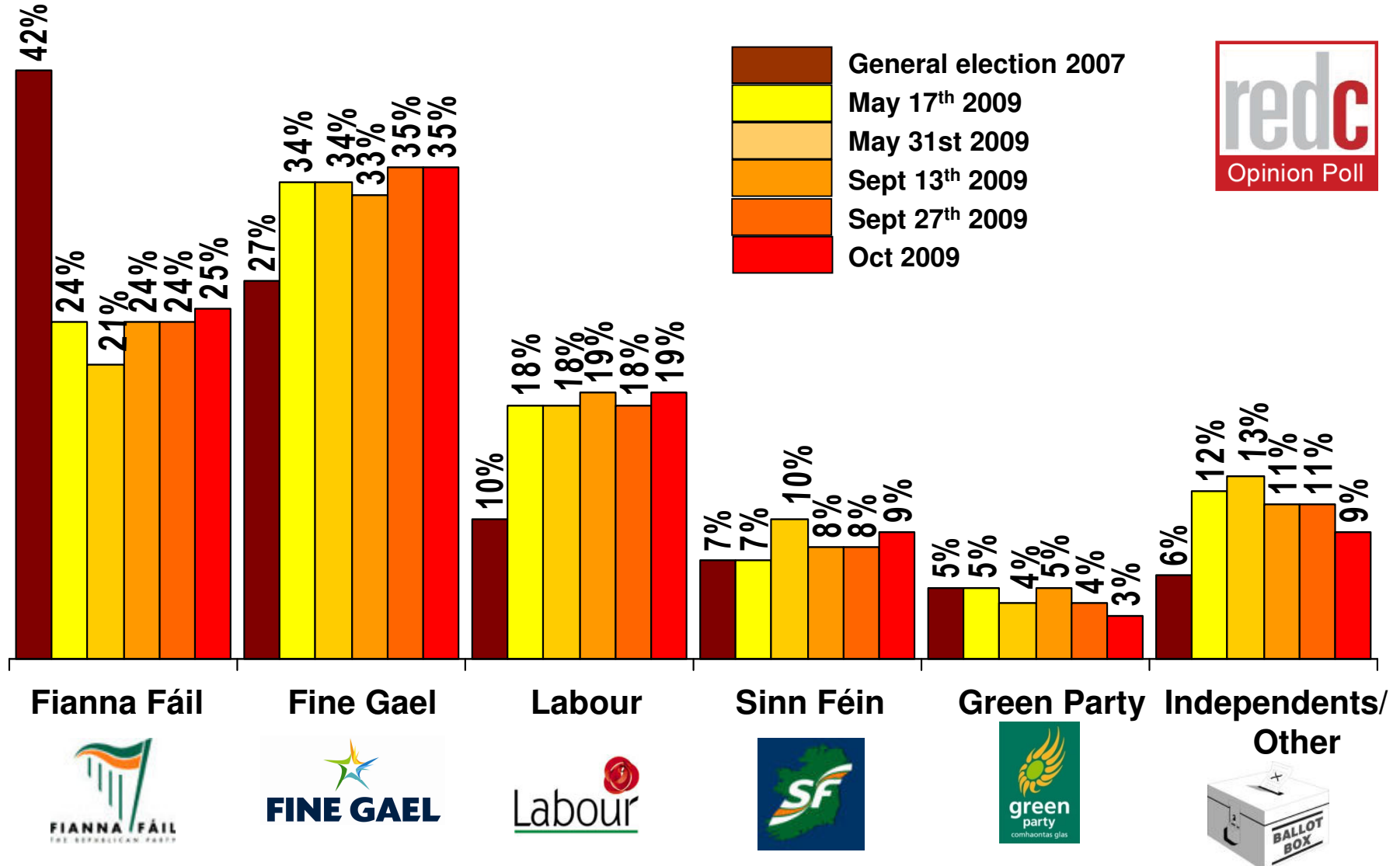
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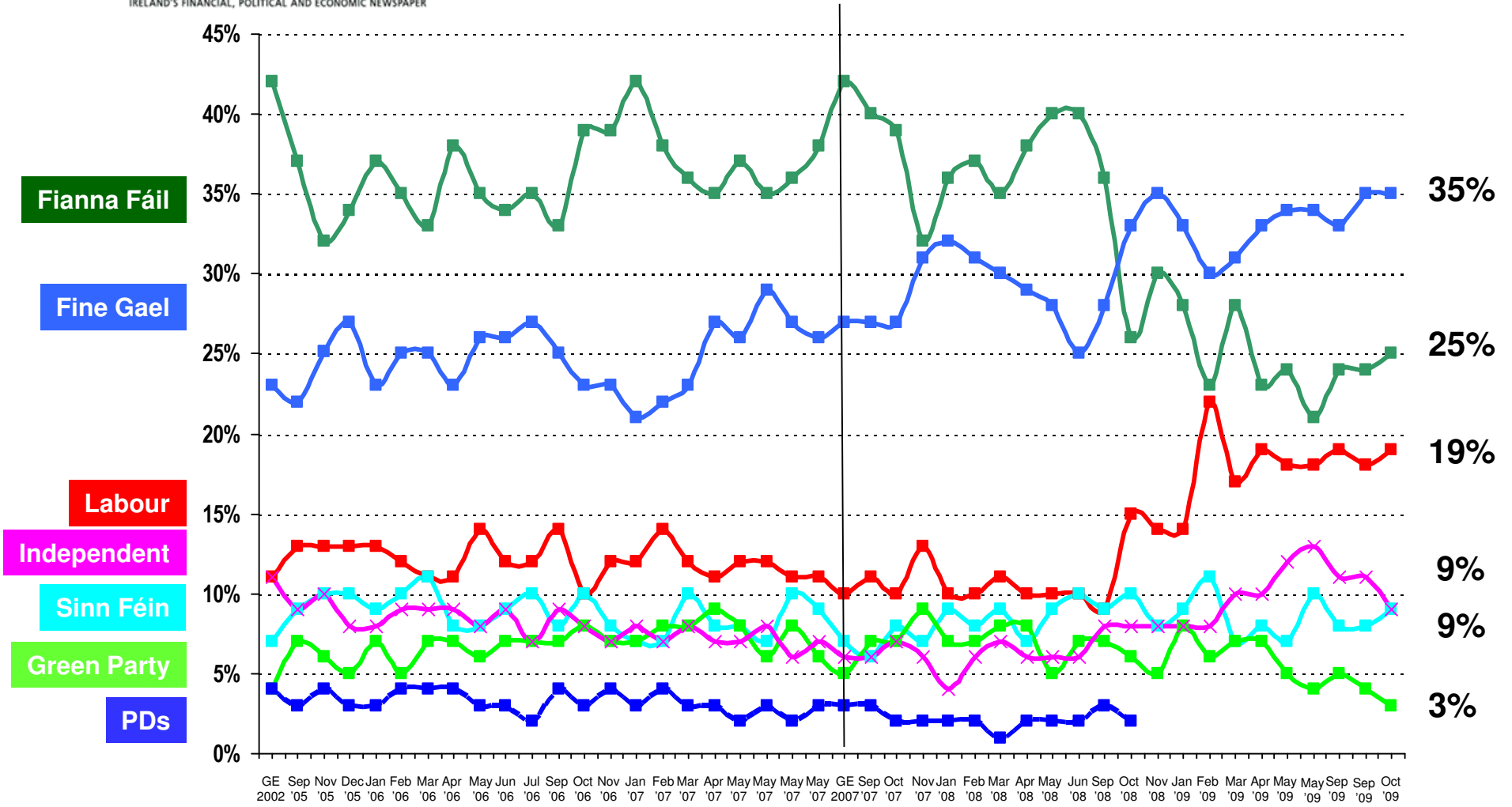


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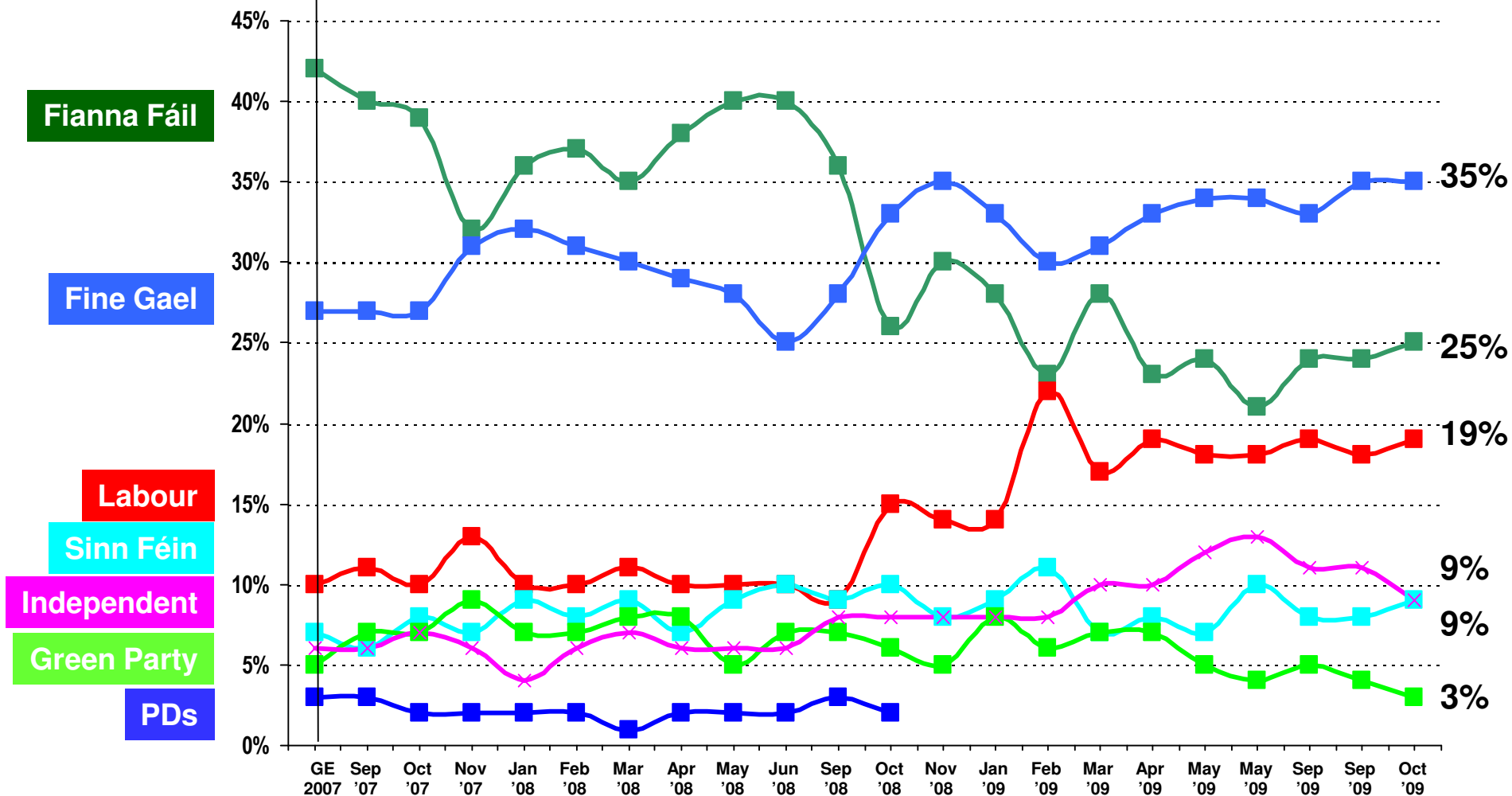


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CURRENT FIRST PREFERENCE SUPPORT			
	Core figures 25th Oct 09	Excluding undecided	2007 Election Results
	%	%	%
Fine Gael	29	35	27
Fianna Fáil	21	25	42
Labour	15	19	10
Sinn Féin	7	9	7
Green Party	3	3	5
Independents/Others	8	9	6
Undecided	17		