



Voting Intention Tracking Poll

10th Apr 2011

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



Methodology and Weighting

RED C interviewed a random sample of 1001 adults aged 18+ by telephone between the 4th to 6th April 2011.

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.

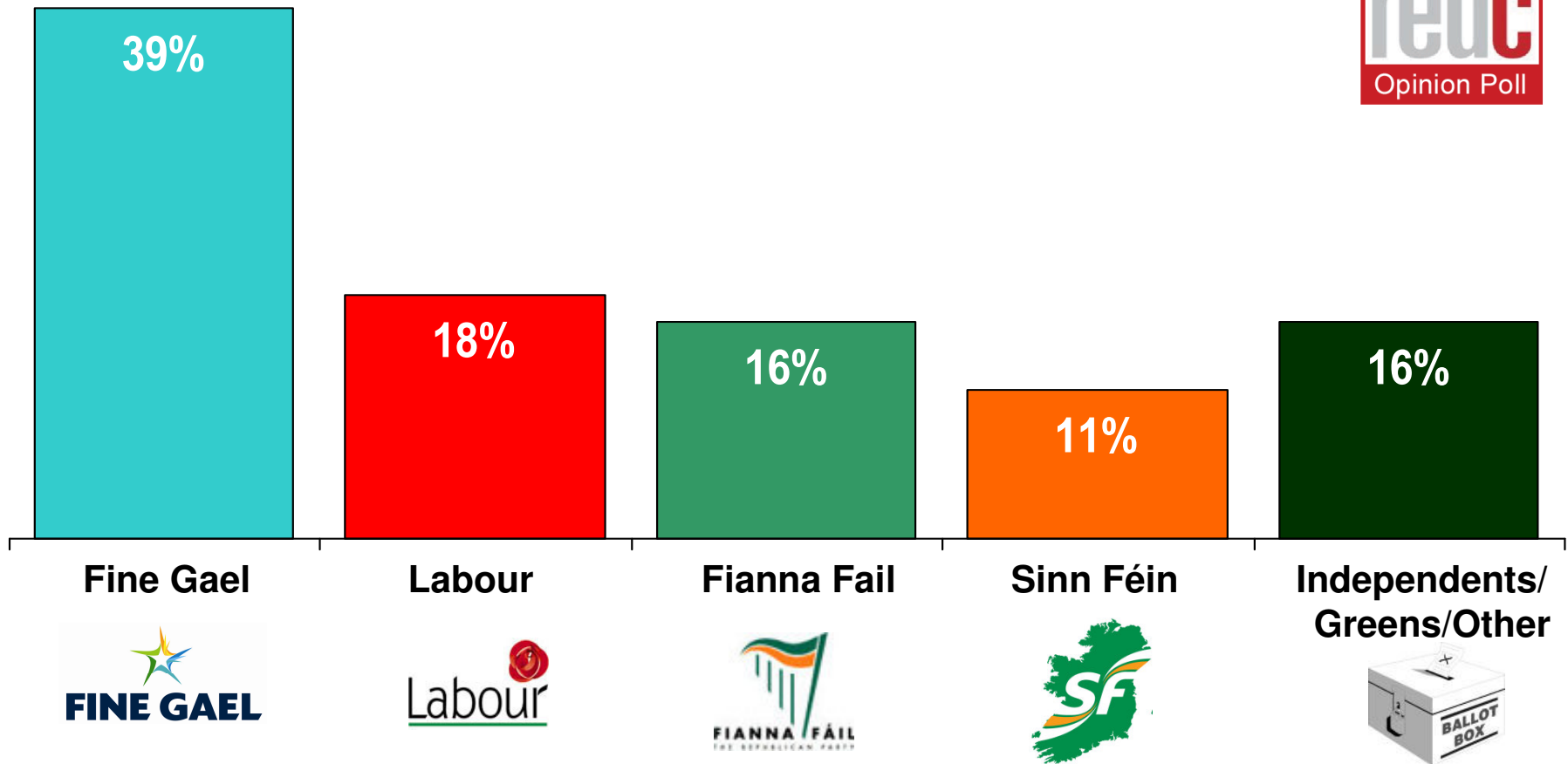
Vote intention results are based on those who will actually go and vote, using a 10 point scale, where 1 is not at all likely and 10 is very likely, those rating 4 to 10 are included as being those who will actually go and vote.

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 election, RED C ascribe 50% to the party they voted for previously. 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.

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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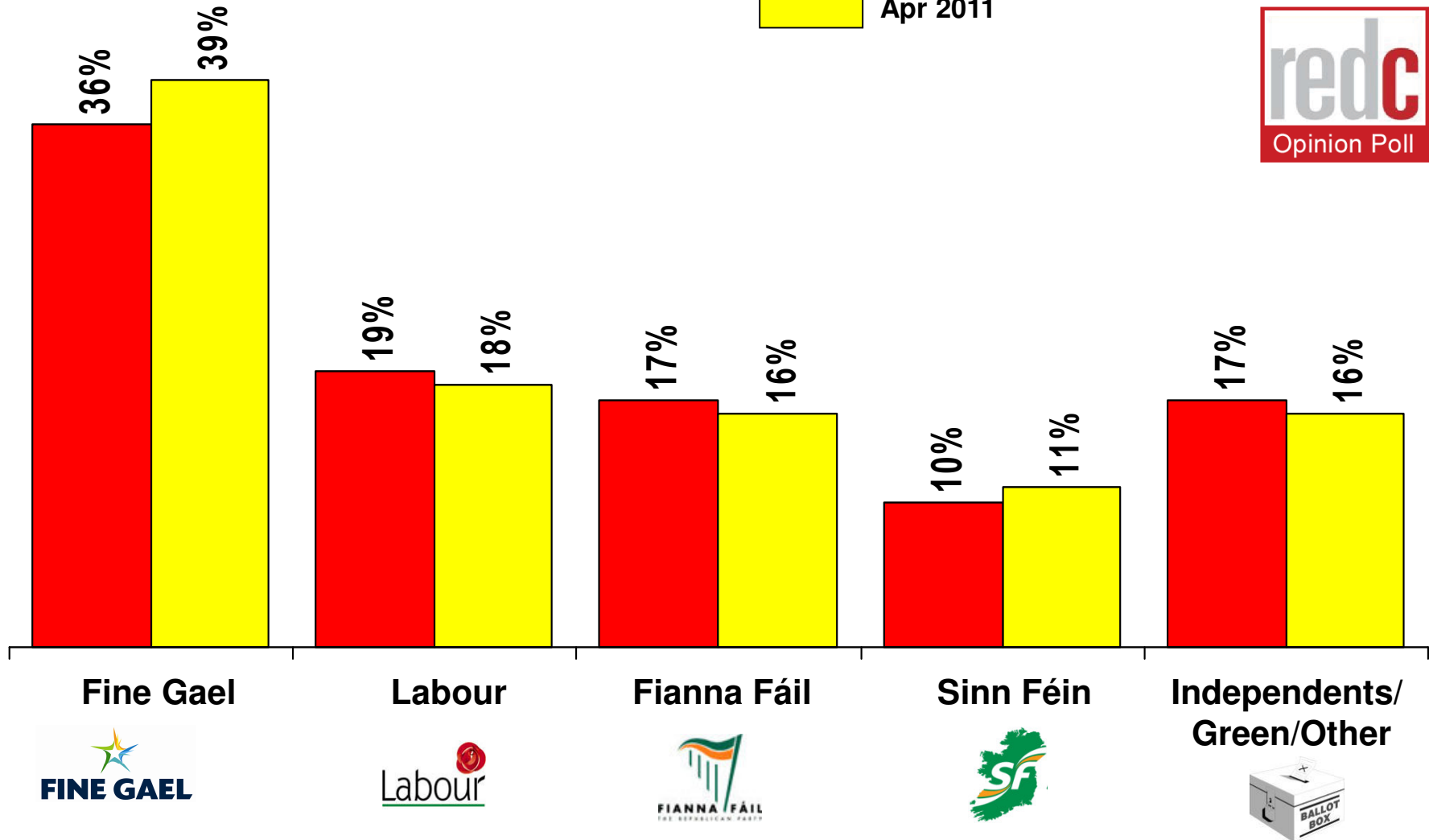


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General election 2011
Apr 2011



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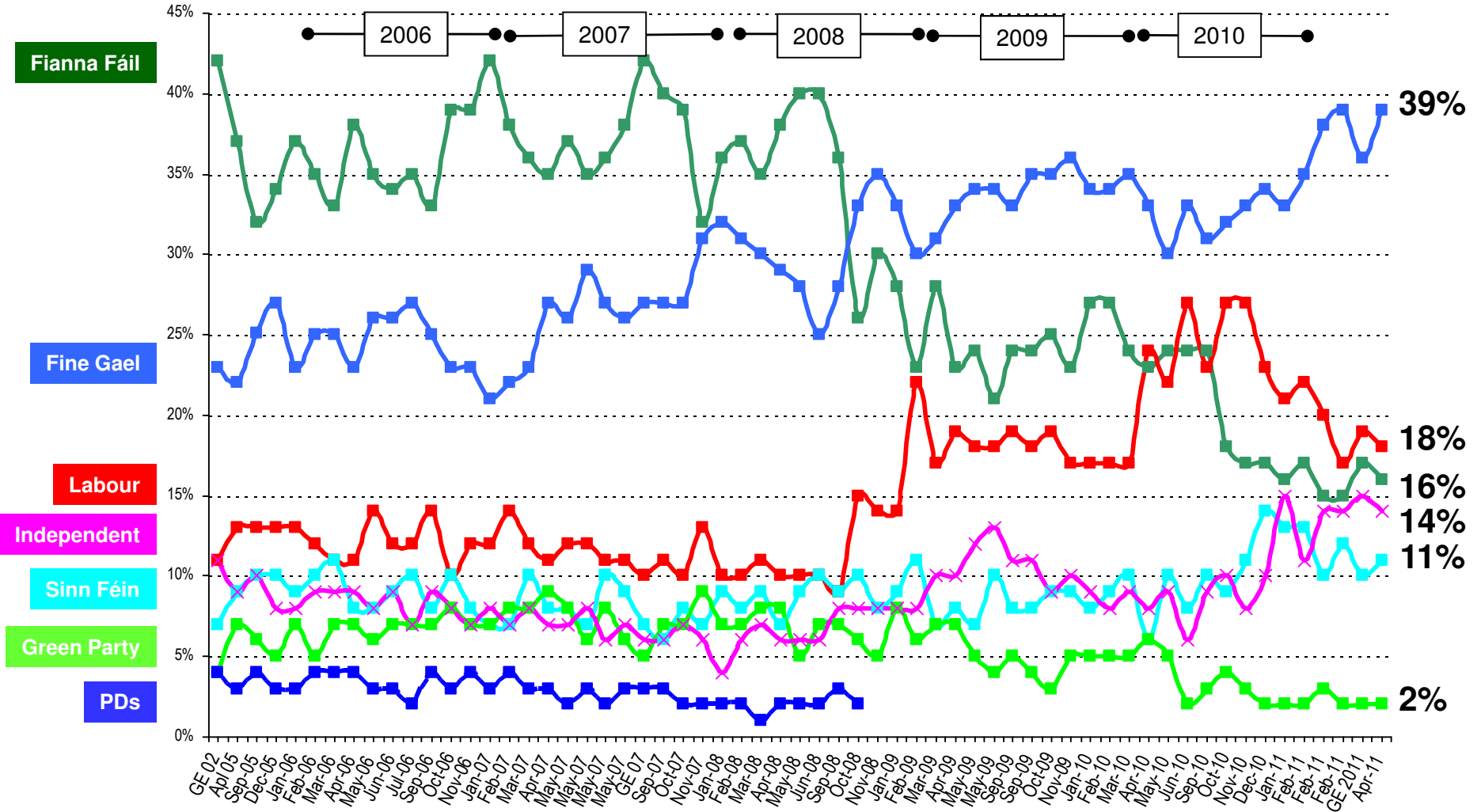
CURRENT FIRST PREFERENCE SUPPORT			
	Core figures 10th April 2011	Excluding undecided	2011 Election Results
	%	%	%
Fine Gael	33	39	36
Labour	14	18	19
Fianna Fáil	13	16	17
Sinn Féin	10	11	10
Independents/ Green / Others	14	16	17
Undecided	16		

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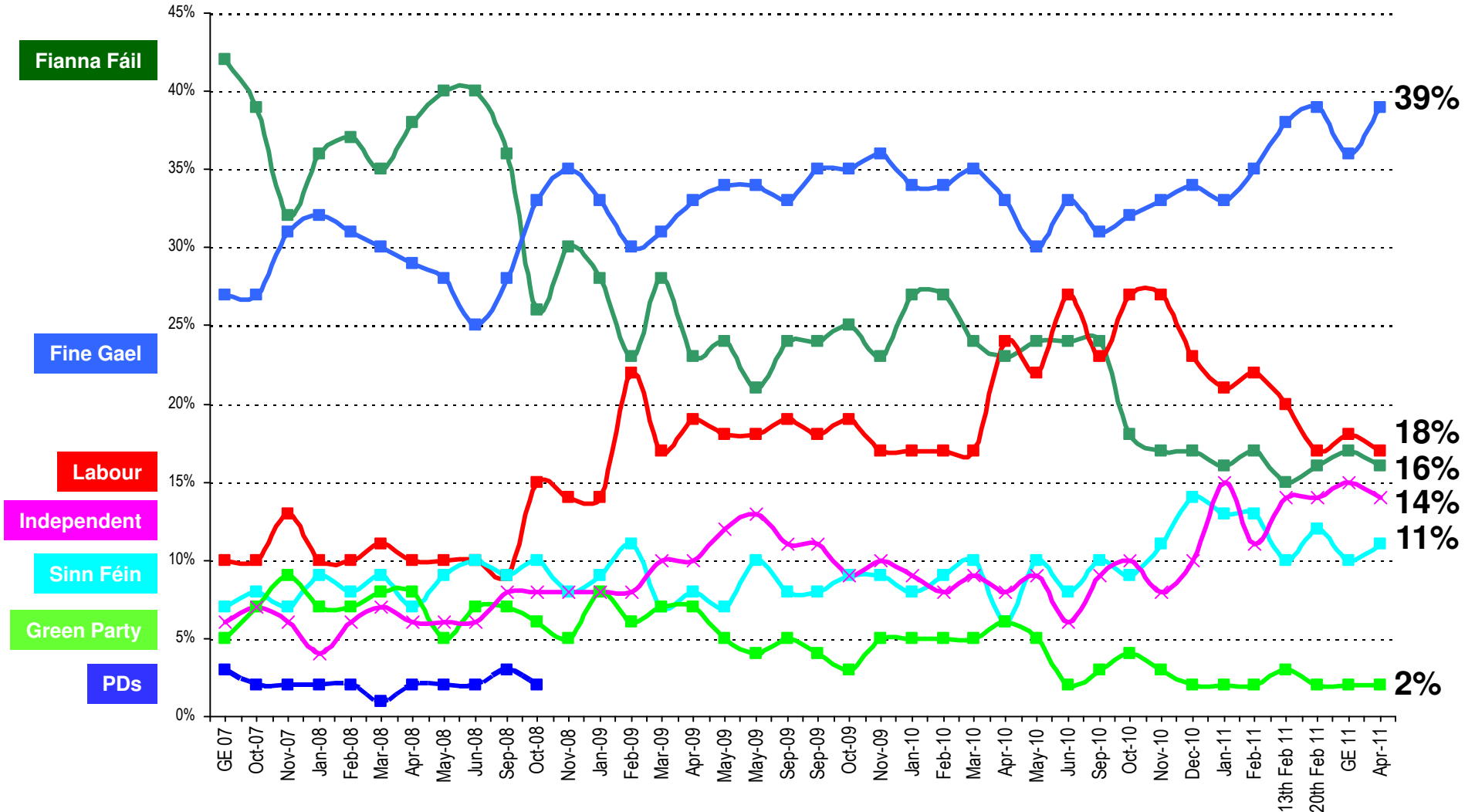


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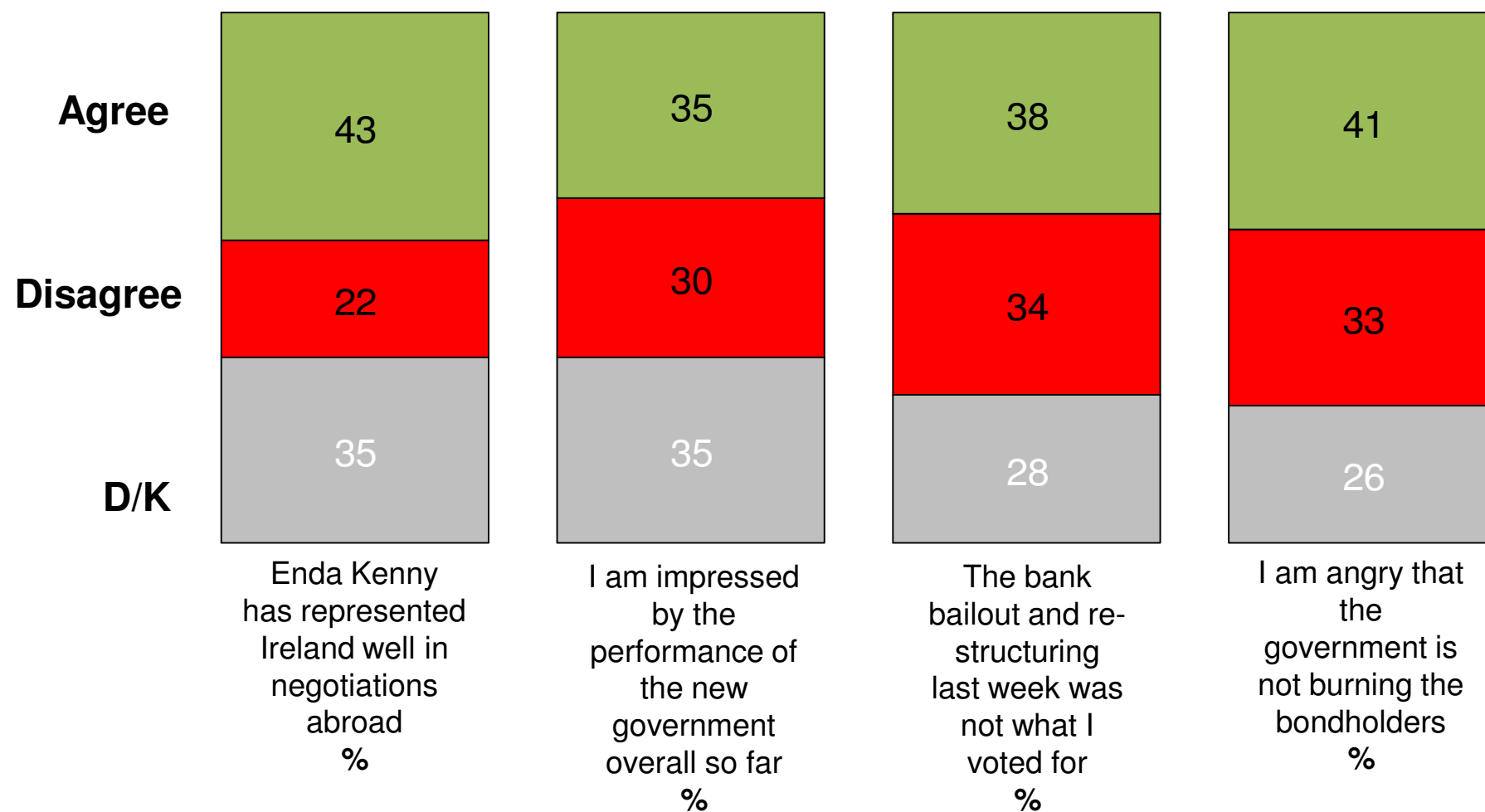


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Attitude to the new Government and the Bank re-structuring

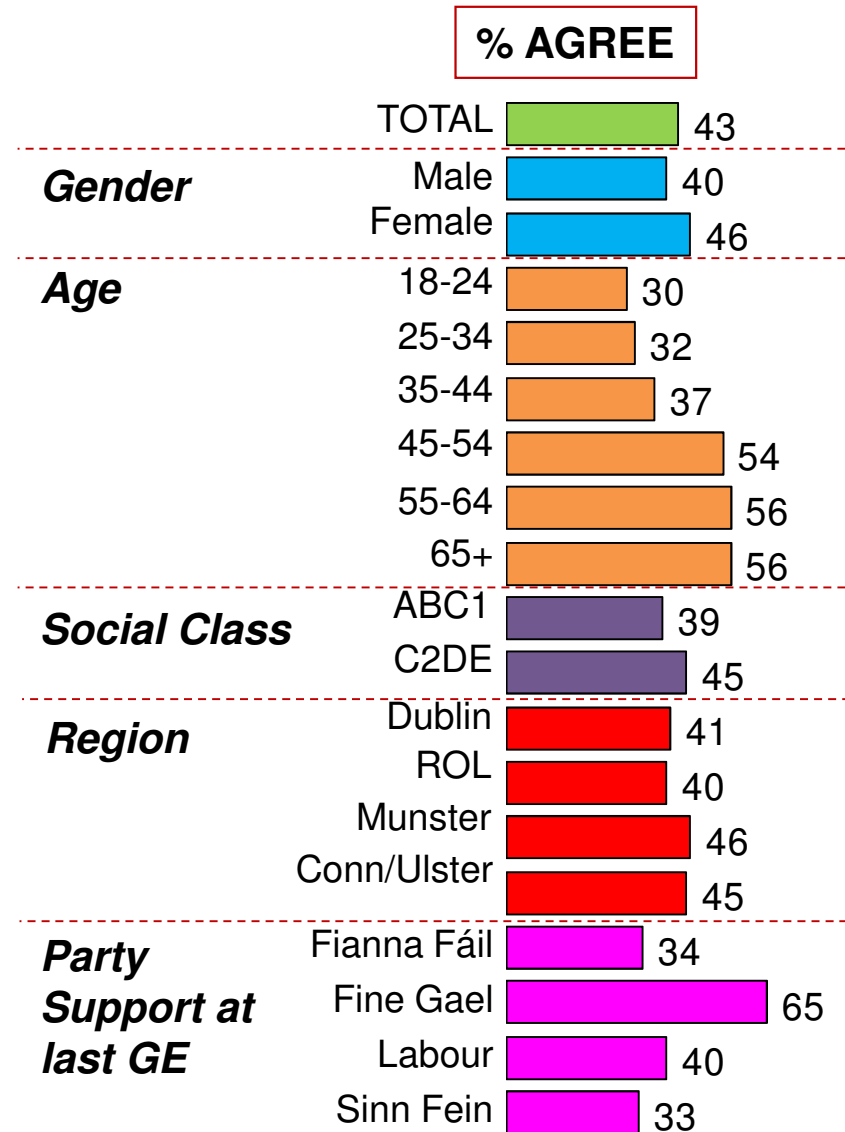
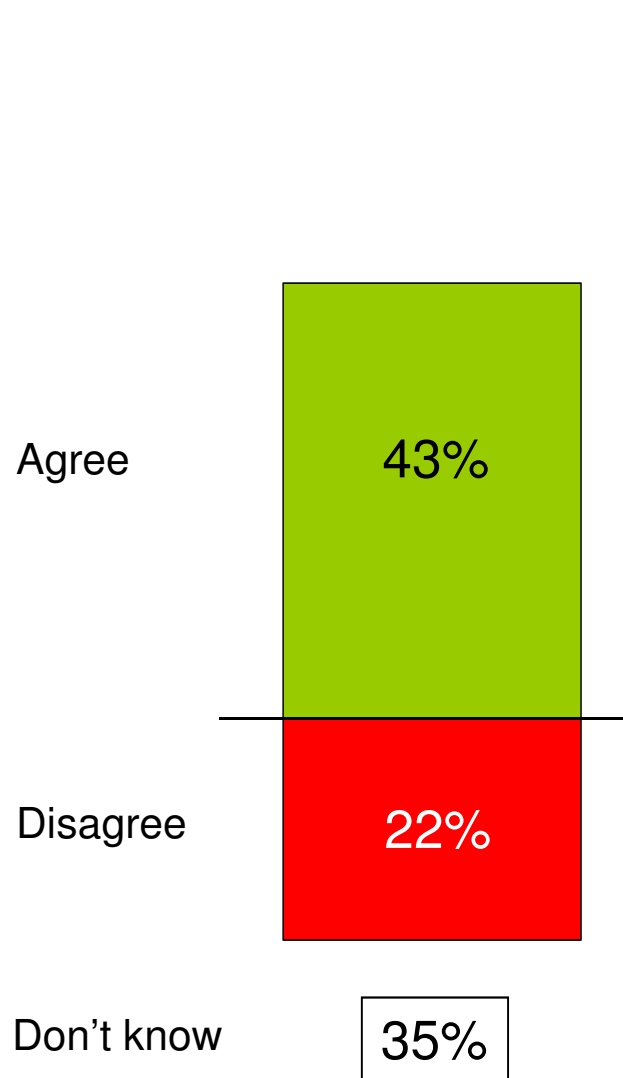
(Base: All Adults aged 18+ 1,001)



How much do you agree or disagree with the following statements?

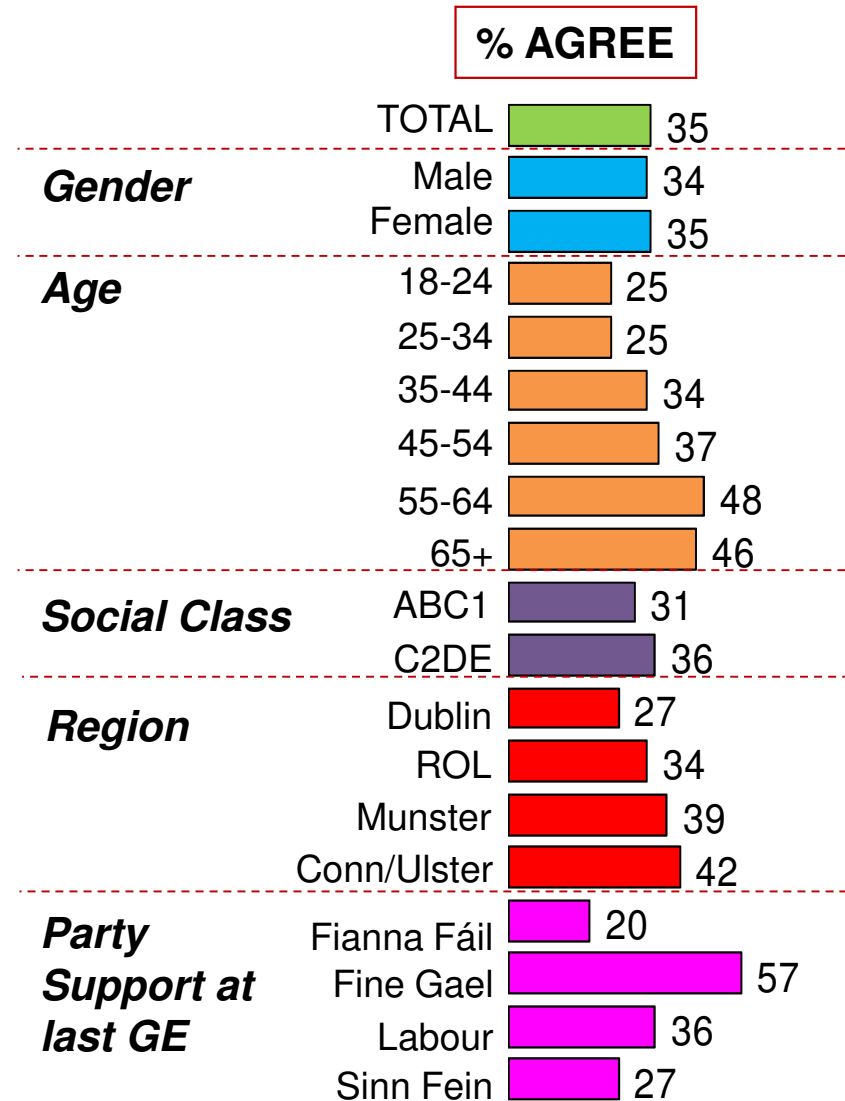
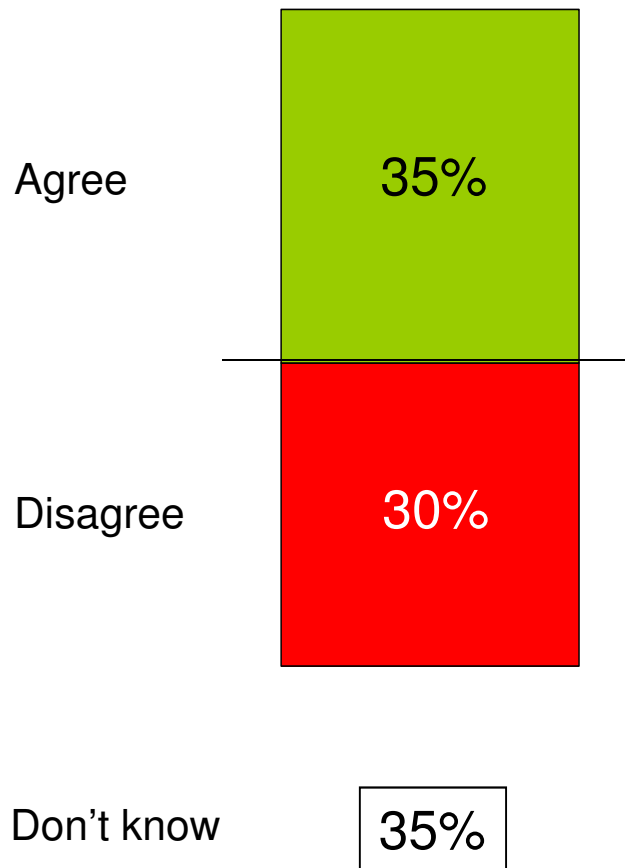
“Enda Kenny has represented Ireland well in negotiations abroad”

(Base: All adults 18+)



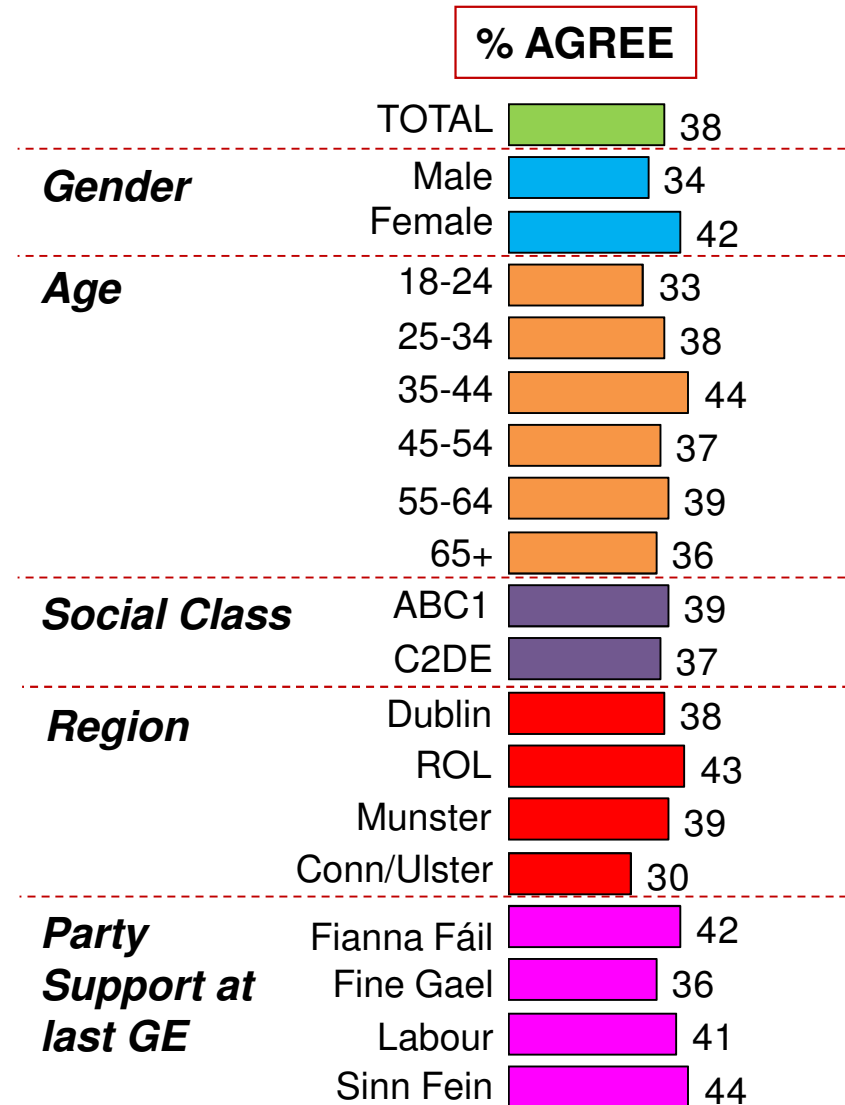
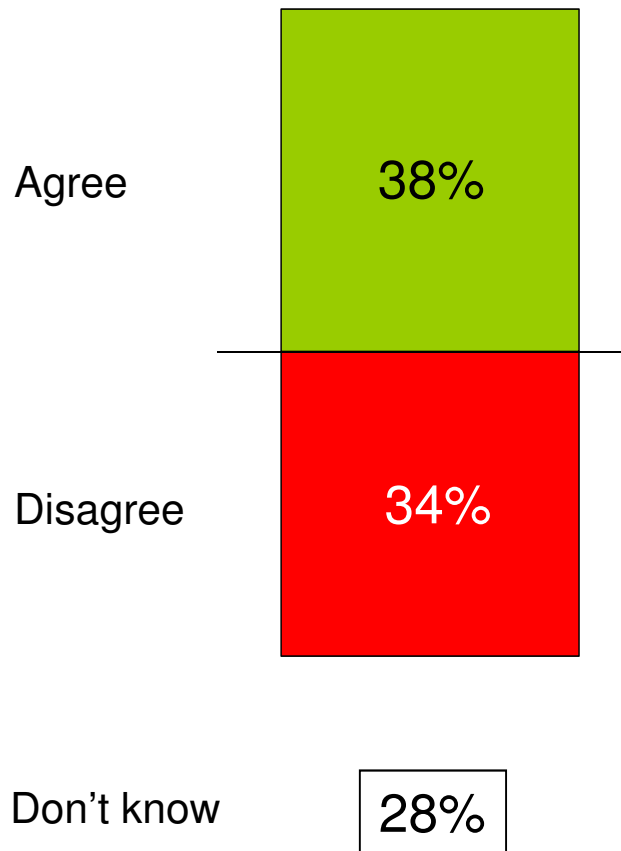
How much do you agree or disagree with the following statements?
 “I am impressed by the performance of the new government
 overall so far”

(Base: All adults 18+)



How much do you agree or disagree with the following statements?
 “The bank bailout and re-structuring last week was not what I
 voted for”

(Base: All adults 18+)



How much do you agree or disagree with the following statements?

“I am angry that the government is not burning the bondholders”

(Base: All adults 18+)

