



General Election Opinion Poll

23rd November 2014



REDC

Methodology and Weighting

- RED C interviewed a random sample of 1,008 adults aged 18+ by telephone between the 20th – 22nd October 2014.
- 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.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.



First Preference Vote Intention – November 2014

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

22% -4

Labour

8% =

Fianna Fail

18% =

Sinn Fein

22% +2

Independent/
Other

30% +2

Undecided Voters
12% =

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First Preference Vote Intention – November 2014

If the general election was tomorrow which party or independent candidate do you think you would give your first preference vote to? (showing impact of past vote weighting, and likely voter filters)

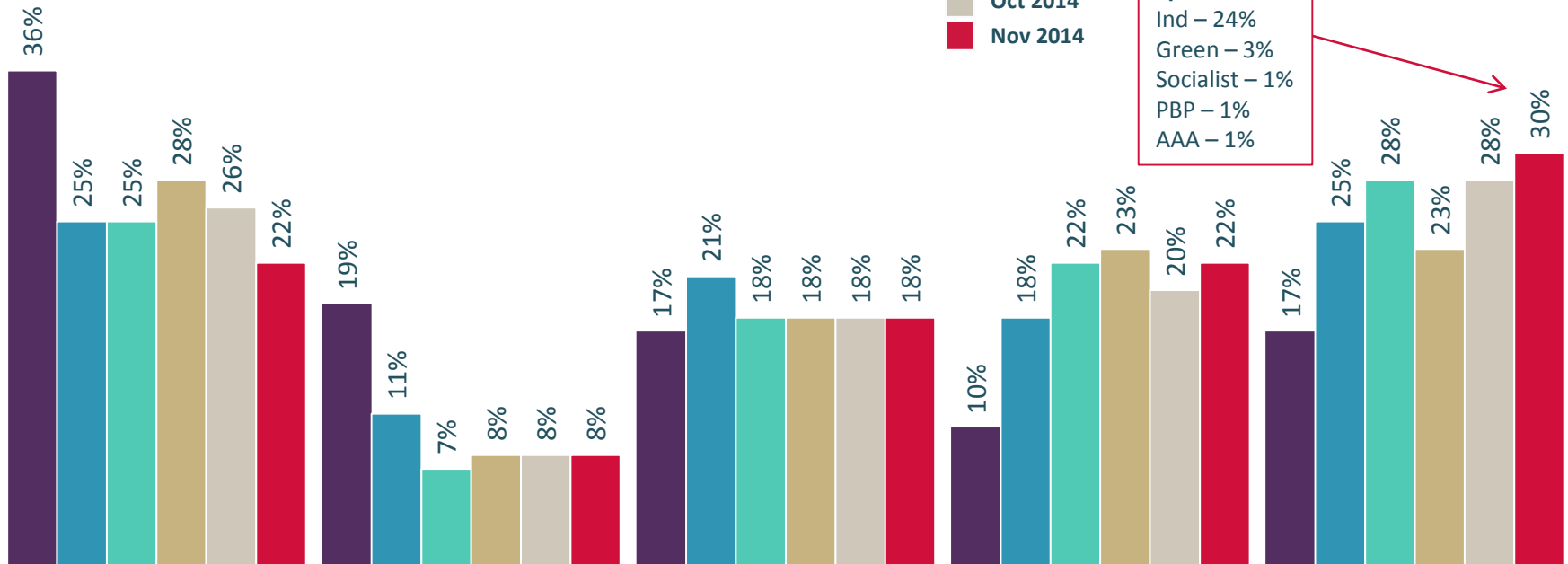
(Base: All adults 18+ who will vote (including undecided))

CURRENT FIRST PREFERENCE SUPPORT					
	Core figures	Impact of Past vote weighting	Likely Voters	Excluding Undecided	2011 Election Results
	%	%	%	%	%
Fine Gael	18	19	20	22	36
Labour	6	6	7	8	19
Fianna Fáil	15	15	16	18	17
Sinn Féin	21	20	19	22	10
Independent candidates	21	20	21	24	13
Green Party	3	3	3	3	2
Socialist Party	1	1	1	1	1
Other Party	1	1	1	2	1
Undecided	12	15	12		

First Preference Vote Intention – May-November 2014

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)

(Base: All adults 18+ who will vote)



Fine Gael
22%

Labour
8%

Fianna Fail
18%

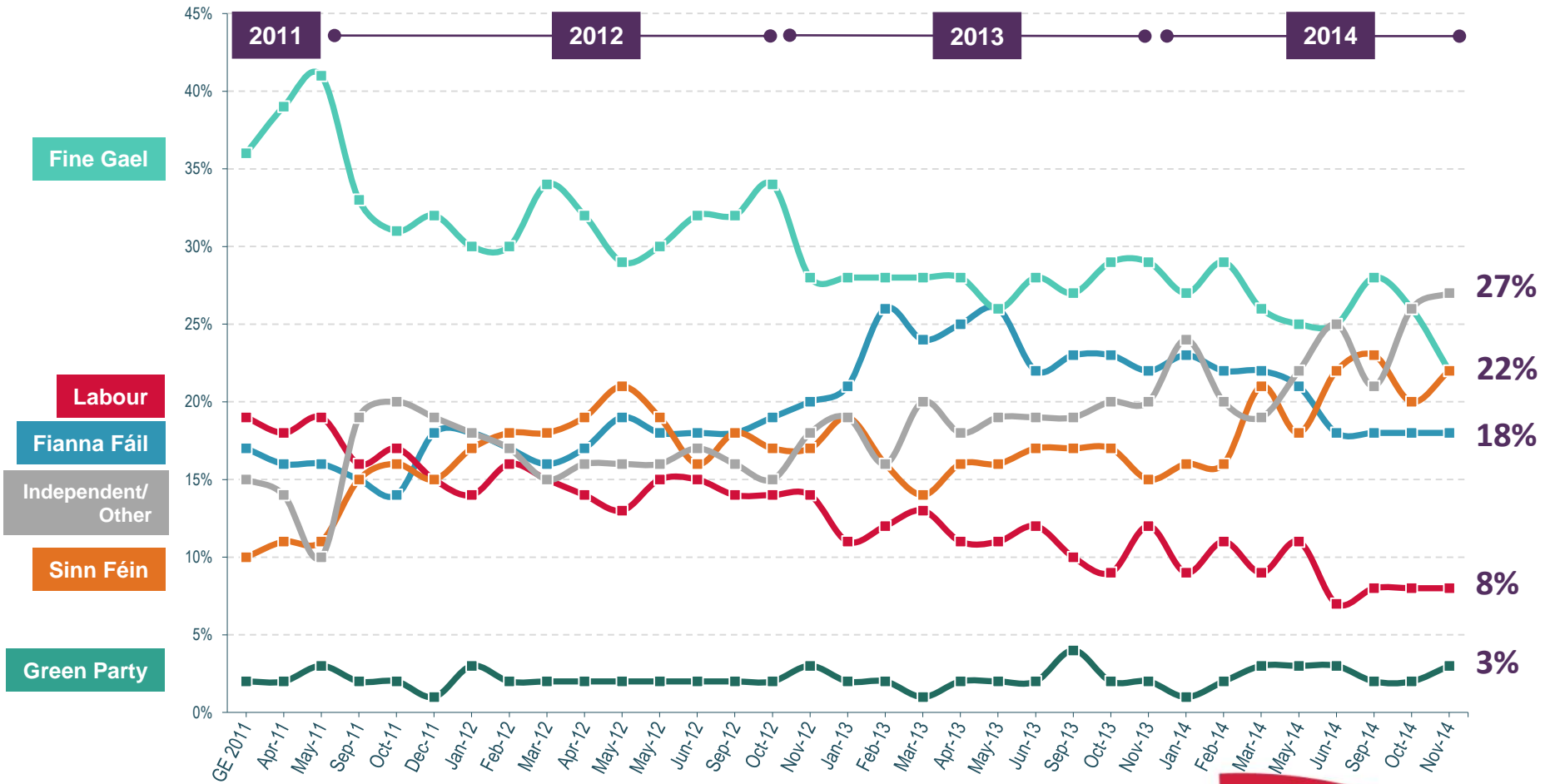
Sinn Fein
22%

Independent/
Other
30%

First Preference Vote Intention – 2012-2014

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)

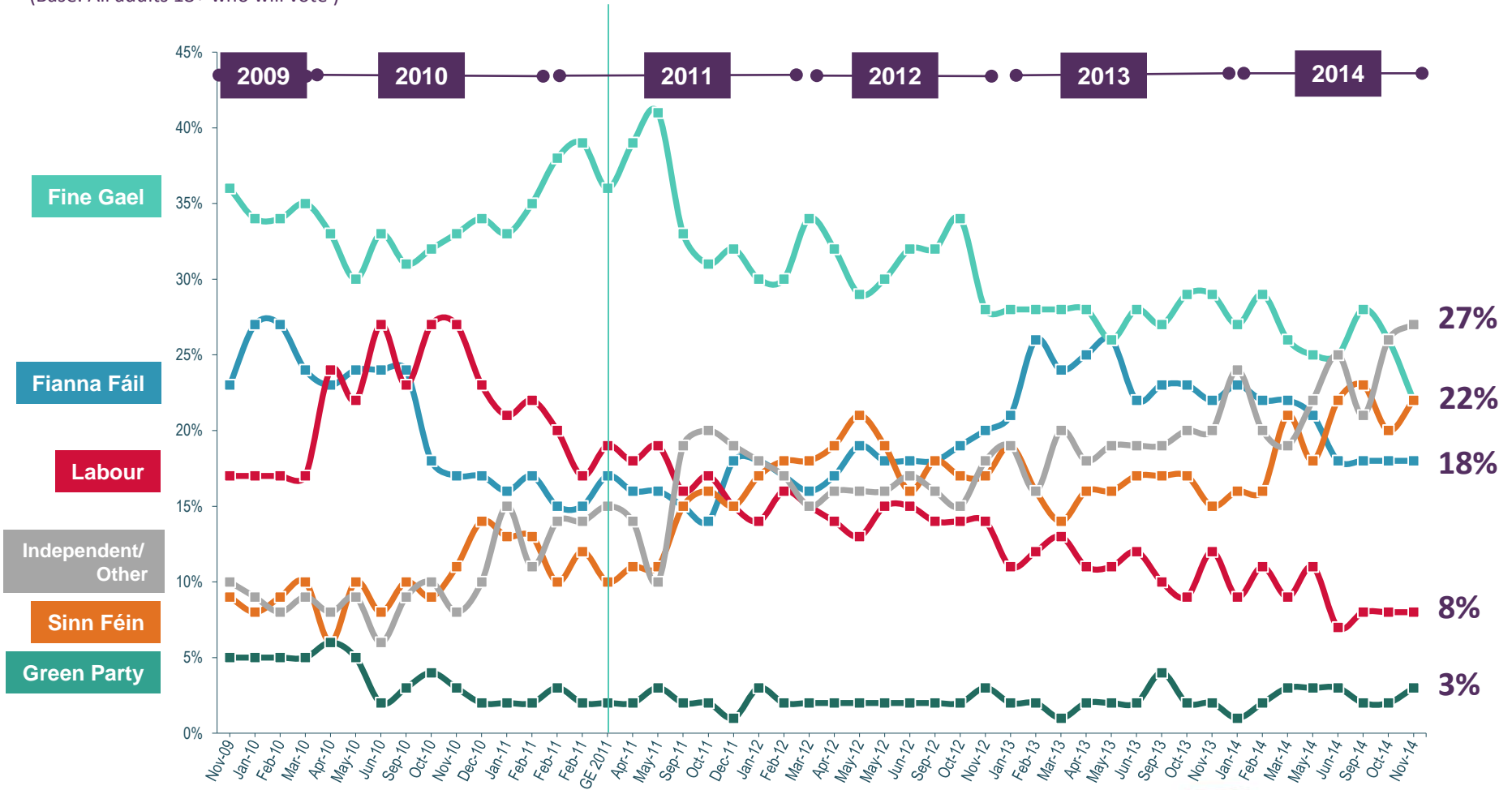
(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2009-2014

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)

(Base: All adults 18+ who will vote)



First Preference Vote Intention – 2007 to 2014

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)

(Base: All adults 18+ who will vote)

