



General Election Opinion Poll

29th March 2012

Prepared for:

paddypower.com

Job No: 48911

MUST BE INCLUDED

Methodology and Weighting



- RED C interviewed a random sample of 1009 adults aged 18+ by telephone between the 26th to 28th March 2012.
- 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.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

Key Findings



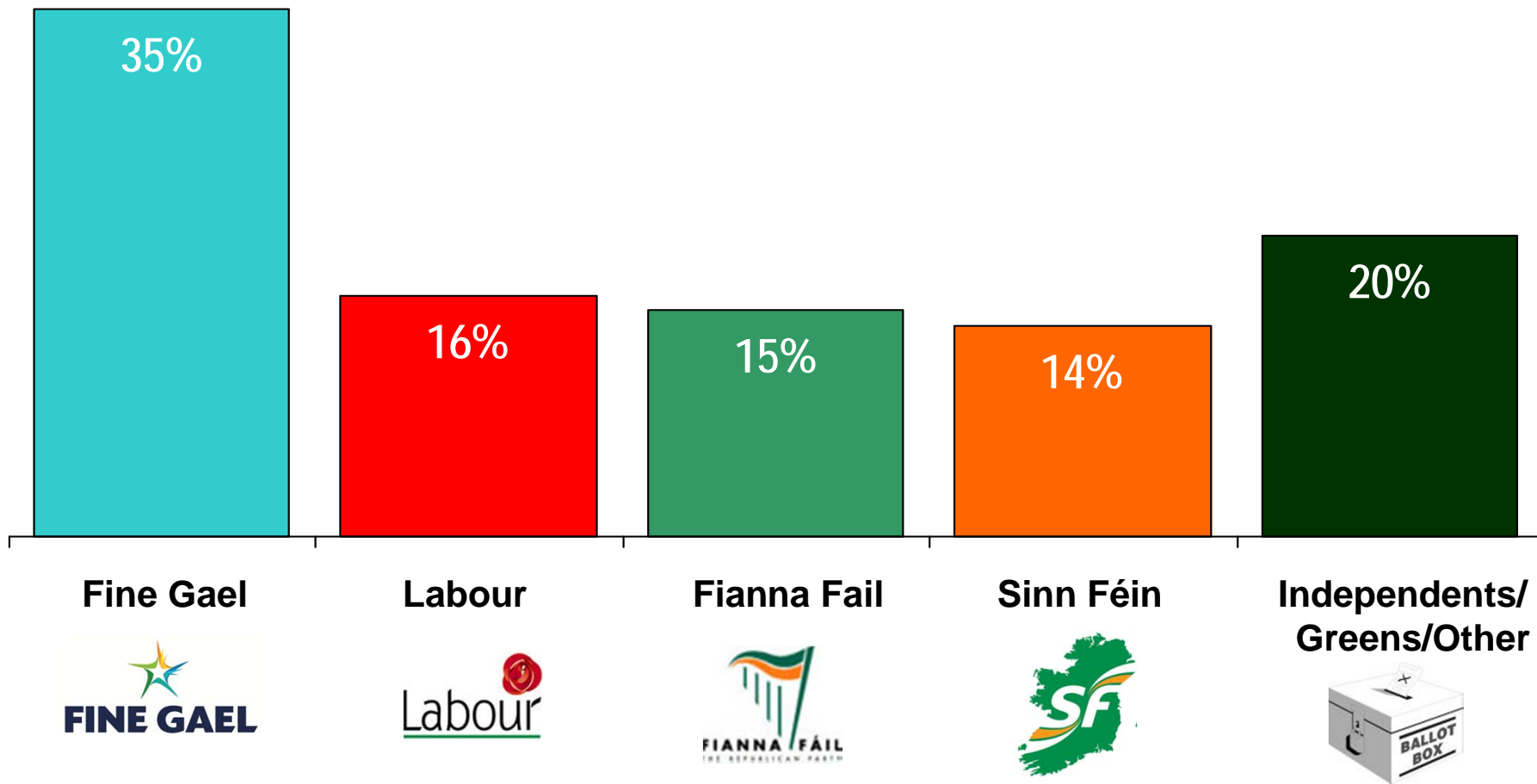
- Despite the rebellion against the household charge by many voters, support for Fine Gael has risen in today's poll, leaving the party close to securing 35% of the first preference vote, which is almost the same share they had at the last election.
- Part of this must be down to the high profile that Enda Kenny has achieved in his trips to the USA and China, and he gets the highest performance rating by some margin of all the main party leaders, with 23% giving him a performance rating of 8 or more out of 10.
- Fine Gael supporters are most likely to rate his performance highly, but Labour supporters are also relatively impressed, and currently rate his performance higher than that of their own party leader Eamonn Gilmore.
- Labour secure 16% of the first preference vote, which is the same level they achieved in January, but a little ahead of polls taken in between, and they too appear to have received a little bit of a bounce from recent good news.
- The impact of the Mahon Report release however, appears to have been limited at this stage on Fianna Fail support. They do lose share, but are only down 1% since January, leaving them with 15% share overall. This suggests that the findings were already built into their current position in the polls.
- Sinn Fein secure 14% share of the first preference vote in today's poll. This is in line with the support they had in January, but is some way behind the levels of support they have seen in recent weeks, and represents a 4% drop in support in just one week.
- Independent candidates secure 20% of the first preference vote in today's poll. This again is the same as in January, but is 3% higher than they achieved in a similar poll just one week ago.
- This appears to suggest that support has shifted from Sinn Fein to Independent candidates, and could potentially be due to high profile campaigning against the household charge by some Independent candidates and the Socialist Party.
- The vast majority (81%) of voters believe that Fianna Fail was right to propose the expulsion of Bertie Ahern from the party – with even 77% of Fianna Fail voters agreeing it was the right thing to do.

General Election

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+)

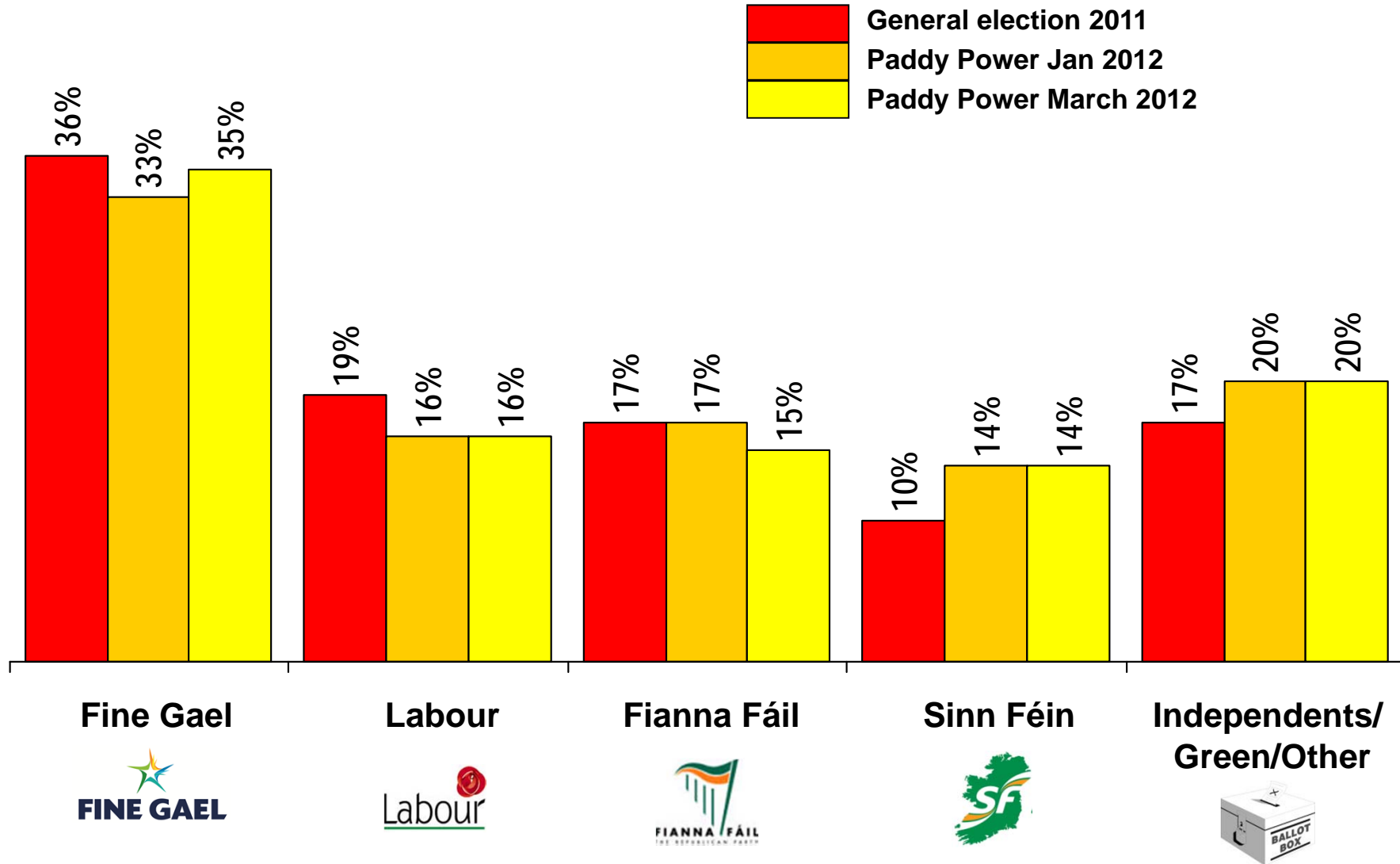


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If there were a *general election* tomorrow, to which party or independent candidate would you give your first preference vote?

(Base: All adults WHO WILL VOTE 18+)



1st Preference vote x Demographics

(Base: All adults WHO WILL VOTE 18+)

		Gender		Age			Class			Region			
	Total %	Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	F %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Fine Gael	35	33	37	36	29	42	37	30	56	39	33	36	31
Fianna Fail	15	15	15	15	14	15	14	17	11	11	17	17	14
Labour	16	13	19	16	17	15	20	15	3	18	17	14	13
Sinn Fein	14	14	17	10	14	16	11	10	6	19	11	16	12
20 Independent candidates/ Green/ Other Party	20	22	19	19	24	17	19	19	24	21	17	21	22

If there were a *general election* tomorrow, to which party or independent candidate would you give your first preference vote?

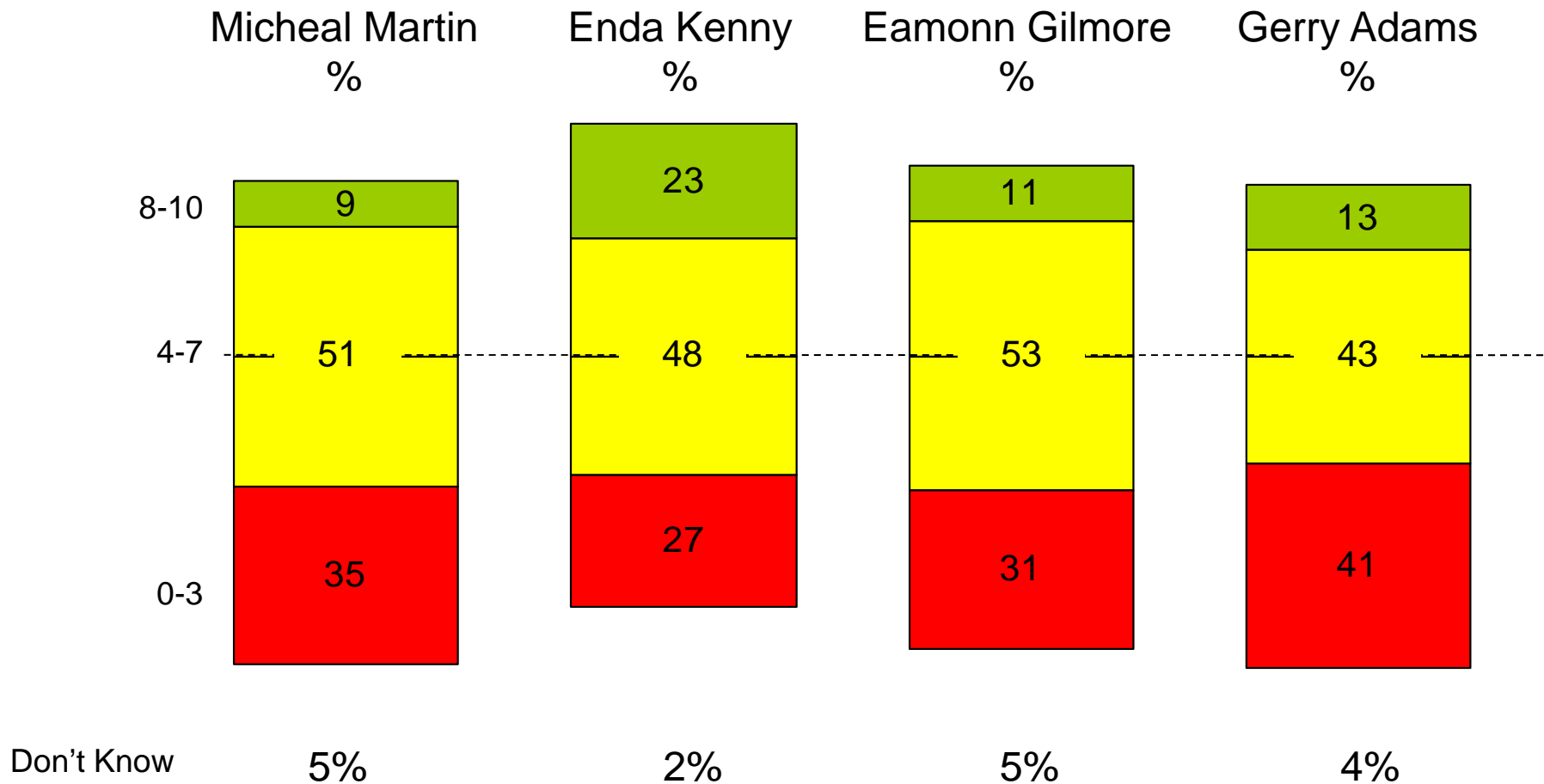
(Base: All adults WHO WILL VOTE 18+)



CURRENT FIRST PREFERENCE SUPPORT			
	Core figures 25th March 2012	Excluding undecided	2011 Election Results
	%	%	%
Fine Gael	29	35	36
Labour	13	16	19
Fianna Fáil	12	15	17
Sinn Féin	11	14	10
Independents/ Green / Others	16	20	17
Undecided	19		

Party Leader Performance

(Base: All adults 18+)



0 = Very Poor and 10 = Excellent

(Q.5)

Party Leader Performance – 8-10 Rating

(Base: All adults 18+)

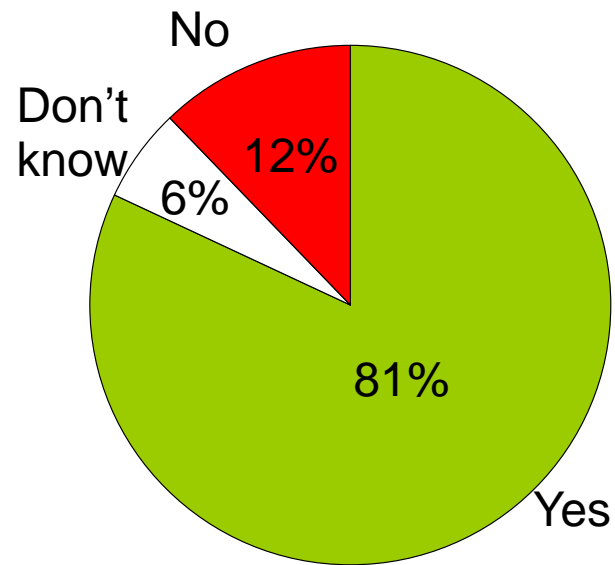


Rating of 8-10 performance for each party leader on	Total %	Gender		Age			Class			Region			
		Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	F %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Micheal Martin	9	6	12	4	8	17	5	12	9	11	7	8	11
Enda Kenny	23	23	23	15	18	42	21	22	43	27	25	22	19
Eamon Gilmore	11	10	11	6	10	17	11	8	26	14	9	13	5
Gerry Adams	13	15	11	13	12	13	9	18	-	12	14	11	15

Rating of 8-10 for each party leader on performance	Total %	PARTY SUPPORT				
		Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind.
BASE SIZE:		(118)	(269)	(120)	(121)	(123)
Micheal Martin	9	20	9	7	6	8
Enda Kenny	23	13	49	28	10	10
Eamon Gilmore	11	3	22	16	2	6
Gerry Adams	13	11	8	9	43	12

Was the Fianna Fail leadership right to propose the expulsion of Bertie Ahern

(Base: All adults 18+)



X Demographics		
	Total	%
Sex	Male	85
	Female	78
Age	18-34	71
	35-44	86
	55+	88
Social class	ABC1	86
	C2DE	76
	F	93
Region	Dublin	78
	ROL	83
	Munster	86
	Conn./Ulster	76

X Demographics		
	Total	%
Party Support	Fianna Fail	77
	Fine Gael	87
	Labour	87
	Sinn Fein	82
	Independents	82

(Q .8)