President Election Poll

Aug 2011

Prepared for:

paddypower.com

Job No: 30311

Methodology and Weighting

- 1000 interviews were conducted between the 8th and 10th August among all adults, with 908 among Irish Citizens – providing a sample error of + or – 3%.

- 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.

- In all aspects the poll was conducted to the standards set out by AIMRO (the Association of Irish Market Research Organisations) and ESOMAR (the European Society of Marketing and Research)

- Throughout the report we have used the following notations:

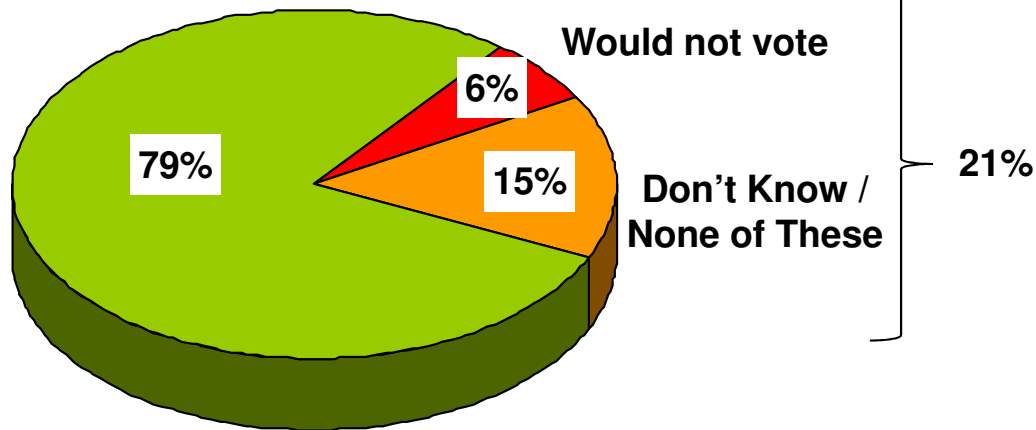   Higher than average   Lower than average

Key Findings

- Gay Byrne tops this poll among the candidates put to Irish Citizens in terms of first preference votes, securing 28% of the vote.

- He is followed by Michael D Higgins who secures 21%, and then a group of Crowley, Mitchell and Gallagher all securing between 12-13%.

- Gay Byrne's support is much stronger among women and those in the youngest age group who are perhaps less likely to end up voting. However he does have a broad appeal in all regions apart from Connaught/Ulster. He also secures support from voters of all parties.

- Higgins support is strongest in mid to older age groups – but surprisingly he doesn't have significantly stronger support in Conn/Ulster region. Higgins does best at securing his own parties support, but there does not appear to be general desire to vote for the candidate linked to the party that voters supported at the last election.

- At this early stage of the campaign, Gay Mitchell in particular suffers in this regard, securing just 24% of those who voted FG at the last election, with both Higgins and Byrne securing decent FG voter support.

- Mitchell does well in Dublin but does still fall behind Higgins in his home region, while Gallagher does well in Conn/Ulster and among younger 25-34 year olds. Crowley benefits from strong support in Munster, but does relatively poorly outside of this area.

- The more established party candidates of Higgins and Mitchell secure the strongest second preference support, when it appears that party preference becomes more influential. While Gallagher's support is relatively strong at first preference, he does have as good second preference appeal.

- Isolating votes only for those candidates that are nominated, (by taking their first preference and passing them their second preference votes from the candidates that are not nominated) – allows us to get some idea of the relative standing of these candidates. Higgins leads the field strongly at this stage based on this analysis with 39% of the vote, followed by Mitchell on 25%, with Gallagher not far behind.

- When asked how citizens would have voted if Senator David Norris has stayed in the field and been nominated, 2 in 5 voters claim they would have still given him their first preference, and half claim they would have voted for him at some point

RESEARCH EVALUATION DIRECTION CLARITY

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Likelihood to vote at Presidential Election

(Base: All Irish Citizens – 908)

Would vote for one of the candidates provided

79%

6% **Would not vote**

15% **Don't Know / None of These**

21%

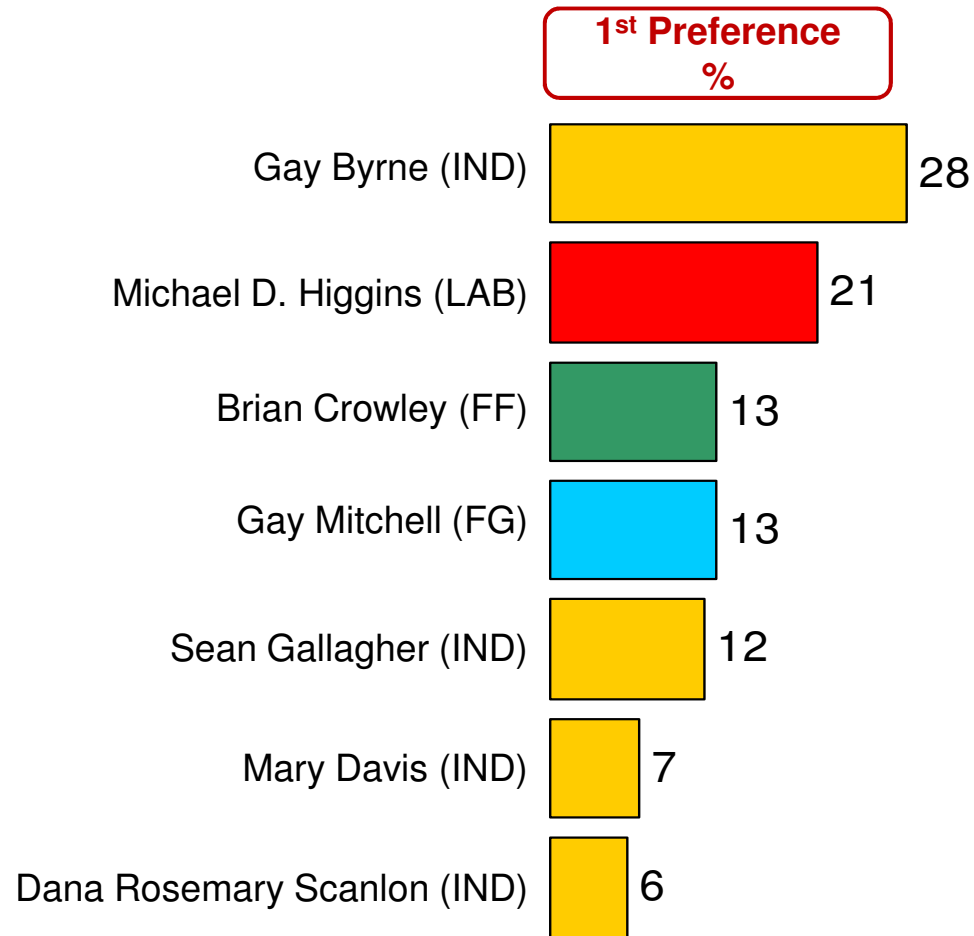| Who are more likely to say Would not vote/ Don't Know / None of these?	
Total	**21%**
Male	22%
Female	21%
18-24	33%
25-34	29%
35-44	24%
45-64	19%
65+	12%
ABC1	23%
C2DE	20%
F	16%
Dublin	24%
ROL	22%
Munster	20%
Conn/Ulster	22%

Almost 80% of all Irish Citizens claim that they would vote at a presidential election, however this is likely to be far less than this in reality. Those less likely to vote are in younger age groups and in Dublin. .

Share of first preference vote across candidates for the next President of Ireland

(Base: All Irish Citizens18+ who gave a preference for a candidate- 716)

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	1st Preference %
Gay Byrne (IND)	28
Michael D. Higgins (LAB)	21
Brian Crowley (FF)	13
Gay Mitchell (FG)	13
Sean Gallagher (IND)	12
Mary Davis (IND)	7
Dana Rosemary Scanlon (IND)	6

Gay Byrne tops the poll in terms of first preference votes securing 28% of the vote, he is followed by Michael D Higgins, and then a group of Crowley, Mitchell and Gallagher who are all too close to call between.

(Q1/2)

RESEARCH EVALUATION DIRECTION CLARITY

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(5)

Share of first preference vote across candidates for the next President of Ireland x Demographics

(Base: All Irish Citizens18+ who gave a 1st preference for a candidate-716)

	Total	Gender		Age						Region			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munster	Conn/Ulster
Gay Byrne (IND)	28%	20%	34%	48%	24%	27%	25%	24%	26%	33%	27%	31%	16%
Michael D. Higgins (LAB)	21%	26%	17%	10%	20%	19%	27%	23%	25%	20%	24%	19%	23%
Brian Crowley (FF)	13%	15%	11%	14%	11%	8%	13%	16%	15%	6%	9%	24%	11%
Gay Mitchell (FG)	13%	14%	11%	9%	18%	14%	10%	12%	9%	16%	14%	7%	13%
Sean Gallagher (IND)	12%	14%	11%	12%	17%	16%	14%	8%	6%	8%	16%	9%	18%
Mary Davis (IND)	7%	5%	9%	4%	8%	8%	4%	5%	13%	10%	6%	5%	8%
Dana Rosemary Scallon (IND)	6%	5%	7%	4%	1%	8%	7%	11%	6%	8%	5%	5%	10%

1. Gay Byrne's support is much stronger among women and those in the youngest age group who are perhaps less likely to end up voting. However he does have a broad appeal in all areas apart from Connaught/Ulster.
2. Higgins support is strongest in mid to older age groups – but surprisingly he doesn't have significantly stronger support in Conn/Ulster region.
3. Crowley does benefit from strong support in Munster, but does relatively poorly outside of this area.
4. Mitchell does well in Dublin but does still fall behind Higgins in his home region.
5. Gallagher does well in Conn/Ulster and among younger 25-34 year olds.

(1/2)

Share of **1st** preference vote across candidates for the next President of Ireland X party voted for in last general election

(Base: All Irish Citizens18+ who gave a 1st preference for a candidate-716)

	Total 1st Preference %	Fine Gael %	Fianna Fáil %	Labour %	Sinn Féin %	Independent %
Gay Byrne (IND)	28	24	25	29	33	23
Michael D. Higgins (LAB)	21	20	13	38	18	29
Brian Crowley (FF)	13	5	35	7	16	7
Gay Mitchell (FG)	13	24	3	10	16	11
Sean Gallagher (IND)	12	13	11	6	0	19
Mary Davis (IND)	7	7	6	8	23	2
Dana Rosemary Scanlon (IND)	6	6	6	3	3	9

Gay Byrne secures support from voters of all parties. Higgins does best at securing his own parties support, but there does not appear to be a particular desire to vote for the candidate linked to the party that voters supported at the last election. At this early stage of the campaign, Gay Mitchell in particular suffers in this regard, securing just 24% of those who voted FG at the last election, with both Higgins and Byrne securing decent FG voter support.
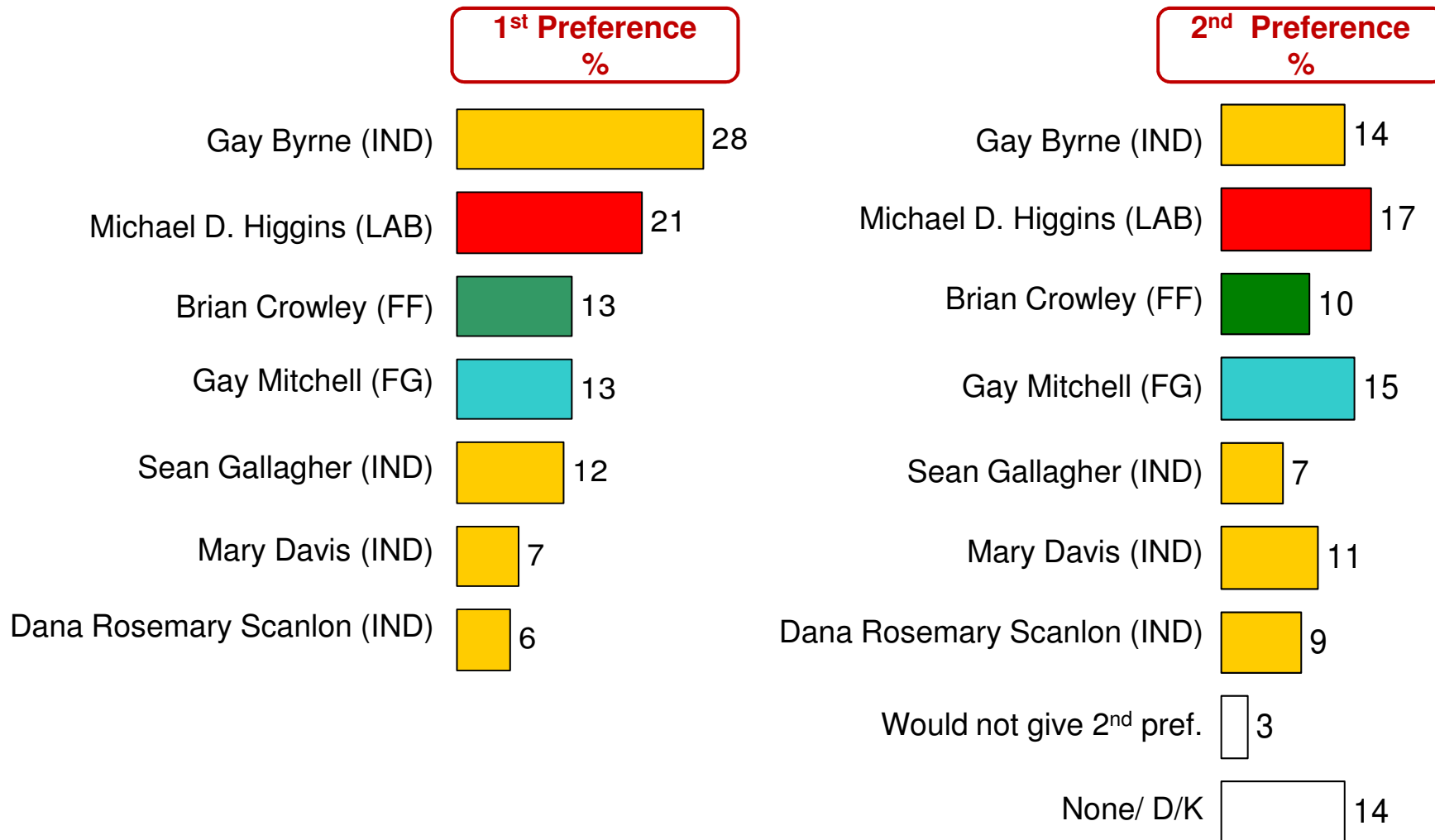
* Caution - Base size small for Sinn Fein (52) and Independent (55) & too small to show those who voted for Green Party (20)

(Q1/3)

Share of first and second preference vote across candidates for the next President of Ireland

(Base: All Irish Citizens18+ who gave a preference for a candidate- 716)

1st Preference %		**2nd Preference %**	
Gay Byrne (IND)	28	Gay Byrne (IND)	14
Michael D. Higgins (LAB)	21	Michael D. Higgins (LAB)	17
Brian Crowley (FF)	13	Brian Crowley (FF)	10
Gay Mitchell (FG)	13	Gay Mitchell (FG)	15
Sean Gallagher (IND)	12	Sean Gallagher (IND)	7
Mary Davis (IND)	7	Mary Davis (IND)	11
Dana Rosemary Scanlon (IND)	6	Dana Rosemary Scanlon (IND)	9
		Would not give 2nd pref.	3
		None/ D/K	14

Higgins and Mitchell secure the strongest second preference support, when it appears that party preference becomes more influential. While Gallagher's support is relatively strong at first preference he does have as good second preference appeal.

(Q1/2)

(8)

2nd Preference Vote x 1st Preference Vote

(Base: All Irish Citizens 18+ who gave a 1st preference for a candidate-716)

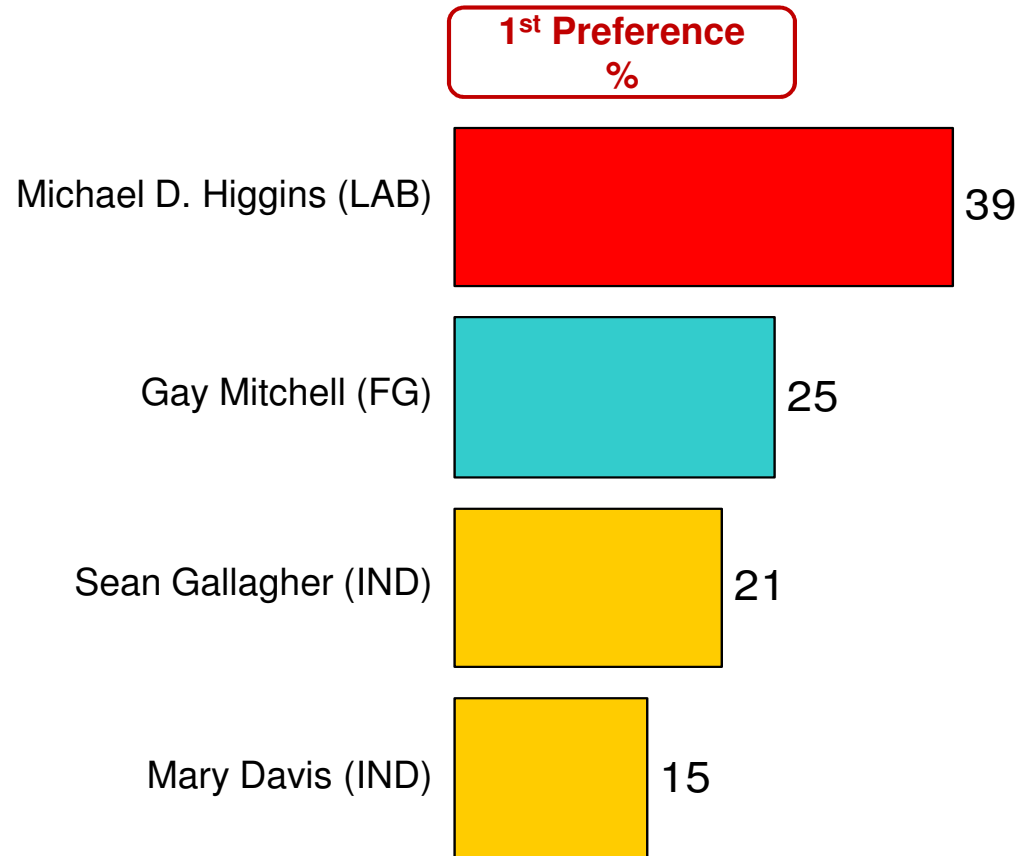|	Total 2nd Preference %	1ST PREFERENCE VOTE						
		Gay Byrne (IND) %	Michael D. Higgins (LAB) %	Brian Crowley (FF) %	Gay Mitchell (FG) %	Sean Gallagher (IND) %	Mary Davis (IND) %	Dana Rosemary Scanlon (IND) %
Gay Byrne (IND)	14	-	13	29	19	30	16	14
Michael D. Higgins (LAB)	17	21	-	17	33	14	30	21
Brian Crowley (FF)	10	13	13	-	3	10	16	16
Gay Mitchell (FG)	15	15	27	18	-	11	6	14
Sean Gallagher (IND)	7	9	4	9	9	-	9	20
Mary Davis (IND)	11	10	12	12	19	8	-	10
Dana Rosemary Scanlon (IND)	9	13	7	8	7	7	12	-

Higgins secures strong 2nd preference votes from Mitchell, Davis, Byrne and Scanlon.

(Q1/2)

Relative performance of NOMINATED candidates – based on first preference and second preference of those candidates not nominated

(Base: All Irish Citizens 18+ who gave a 1st and 2nd preference for a candidate - 568)

1st Preference %

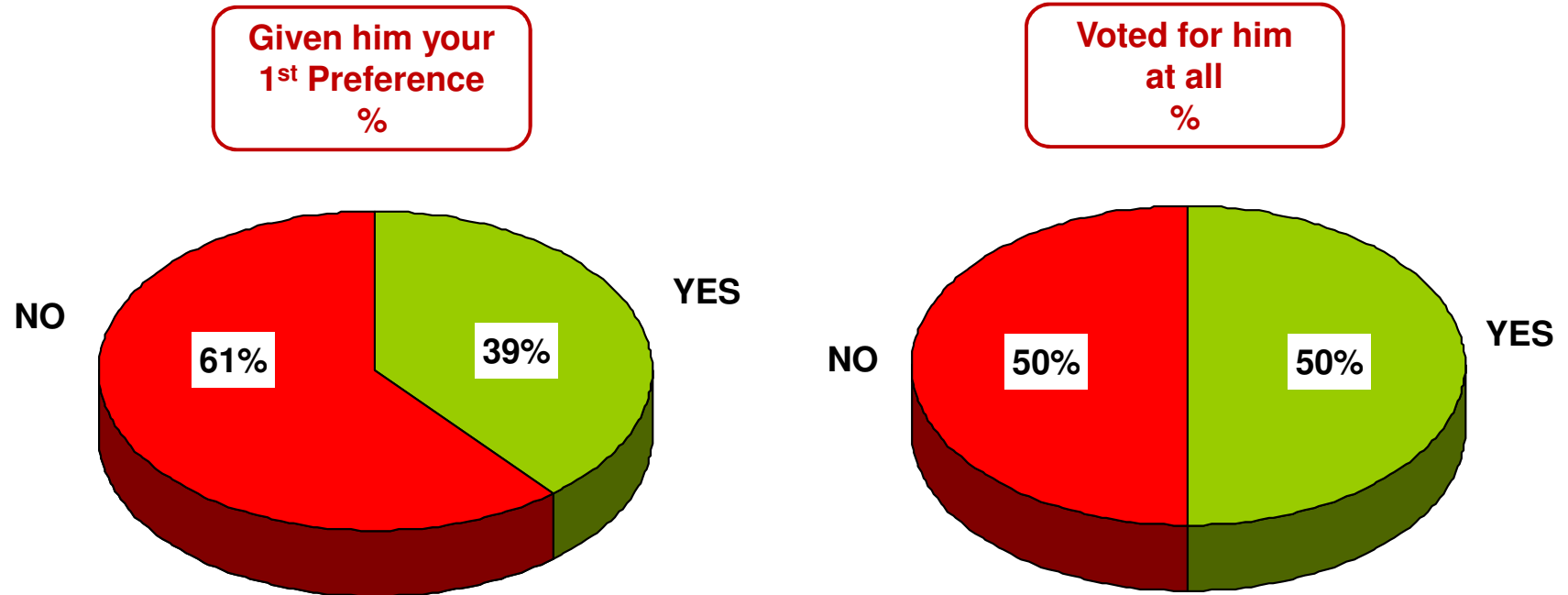|	
Michael D. Higgins (LAB)	39
Gay Mitchell (FG)	25
Sean Gallagher (IND)	21
Mary Davis (IND)	15

Isolating votes for those candidates that are nominated, by taking their first preference and passing them their second preference votes from the candidates that are not nominated – allows us to get some idea of the relative standing of these candidates. Higgins leads the field strongly at this stage based on this analysis with 39% of the vote, followed by Mitchell on 25%, with Gallagher not far behind on 21%.

(Q1/2)

Likelihood to have supported David Norris if he had remained in the race

(Base: All Irish Citizens 18+ would vote in the Presidential Election-929)

**Given him your
1st Preference
%**

**Voted for him
at all
%**

NO **61%**   **39%** YES

NO **50%**   **50%** YES

When asked how citizens would have voted if Senator David Norris has stayed in the field and been nominated, 2 in 5 voters claim they would have still given him their first preference, and half claim they would have voted for him at some point.