



President Election Poll



Sep 2011

Prepared for:

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Methodology and Weighting

- 1000 interviews were conducted between the 5th to 7th Sept 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 

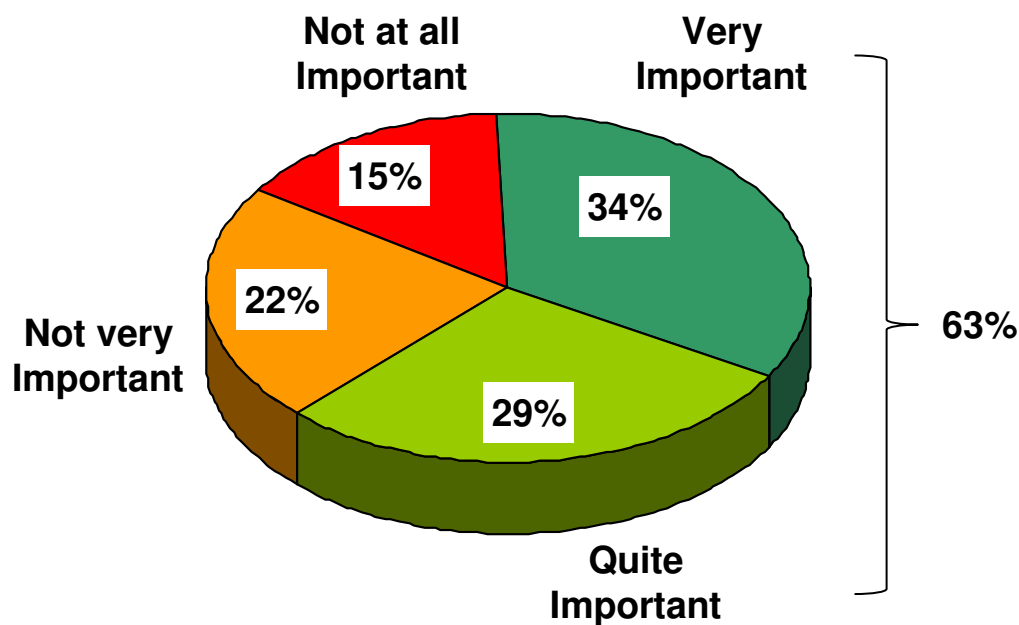
Key Findings



- The majority of Irish citizens (63%) do believe that having an elected president for Ireland is Important, with those in the youngest age groups most likely to feel this.
- However a large chunk of voters (33%) currently suggest they do not know who they would vote or state they would not vote for any of the current candidates put up for the election – suggesting there is a desire among this group for another candidate to enter the race.
- Among the candidates available, Michael D Higgins tops the poll securing 36% of the first preference vote, with Gay Mitchell next at 24%. The two independent candidates then secure similar share with Gallagher on 21% and Davis on 19% respectively.
- Mary Davis is the candidate who has made gains over the past month, moving from 15% in August to 19% in September.
- Michael D. Higgins vote has fallen slightly in the last month, down from 39% to 36%; while Mitchell and Gallagher share appears to be relatively stable.
- Davis also does very well on her second preference share, securing 20% of the second preference vote, suggesting that if she continues to make gains she could move ahead of Gallagher, and then put pressure on the other candidates when transfers are taken into account.
- Most voters (84%) believe that some form of debt forgiveness should be given by the state, but the largest proposition (54%) feel this should be strictly based on means testing of ability to pay, and not a blanket relief

How important is it, if at all, that Ireland has an elected president?

(Base: All Irish Citizens – 908)

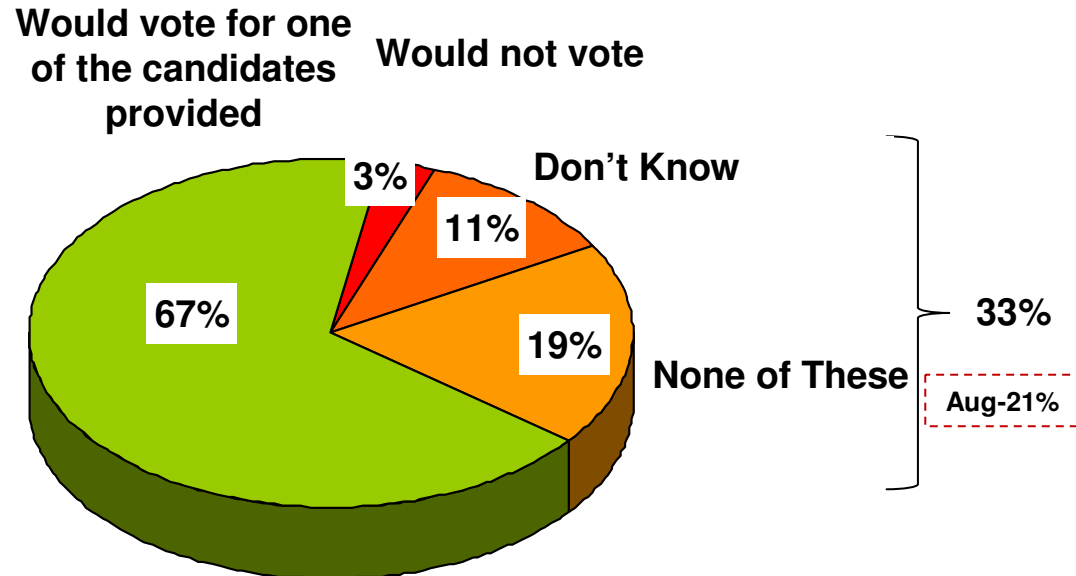


Who are more likely to say it is important	
Total	63%
Male	63%
Female	63%
18-24	73%
25-34	66%
35-44	63%
45-54	67%
55-64	57%
65+	52%
ABC1	66%
C2DE	60%
F	66%
Dublin	64%
ROL	64%
Munster	64%
Conn/Ulster	59%

The majority of Irish citizens do believe that having an elected president for Ireland is Important, with those in the youngest age groups most likely to feel this.

Likelihood to vote at Presidential Election

(Base: All Irish Citizens – 908)

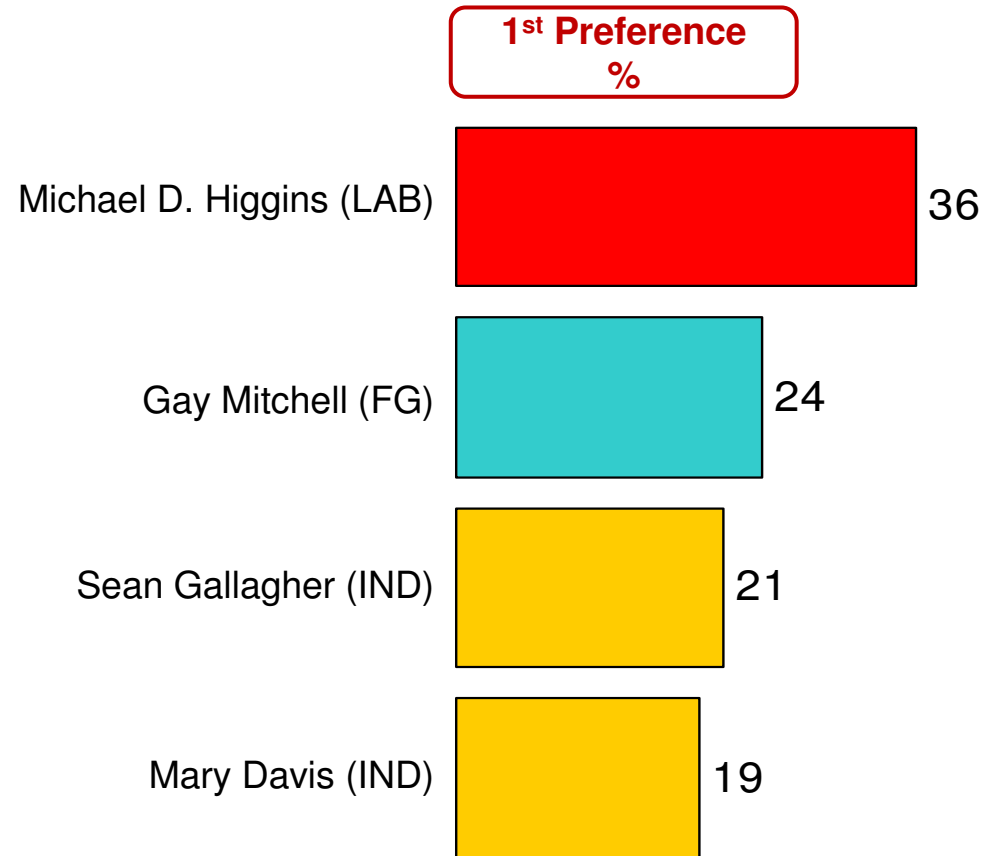


Who are more likely to say Would not vote/ Don't Know / None of these?	
Total	33%
Male	35%
Female	34%
18-24	45%
25-34	39%
35-44	32%
45-64	28%
65+	30%
ABC1	34%
C2DE	35%
F	29%
Dublin	38%
ROL	30%
Munster	32%
Conn/Ulster	36%

Almost 1 in 3 voters (30%) now claim they wouldn't vote for one of the candidates put forward or don't know who they would vote for – much higher now with this list of candidates than a month ago, suggesting they still desire another candidate to stand

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

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

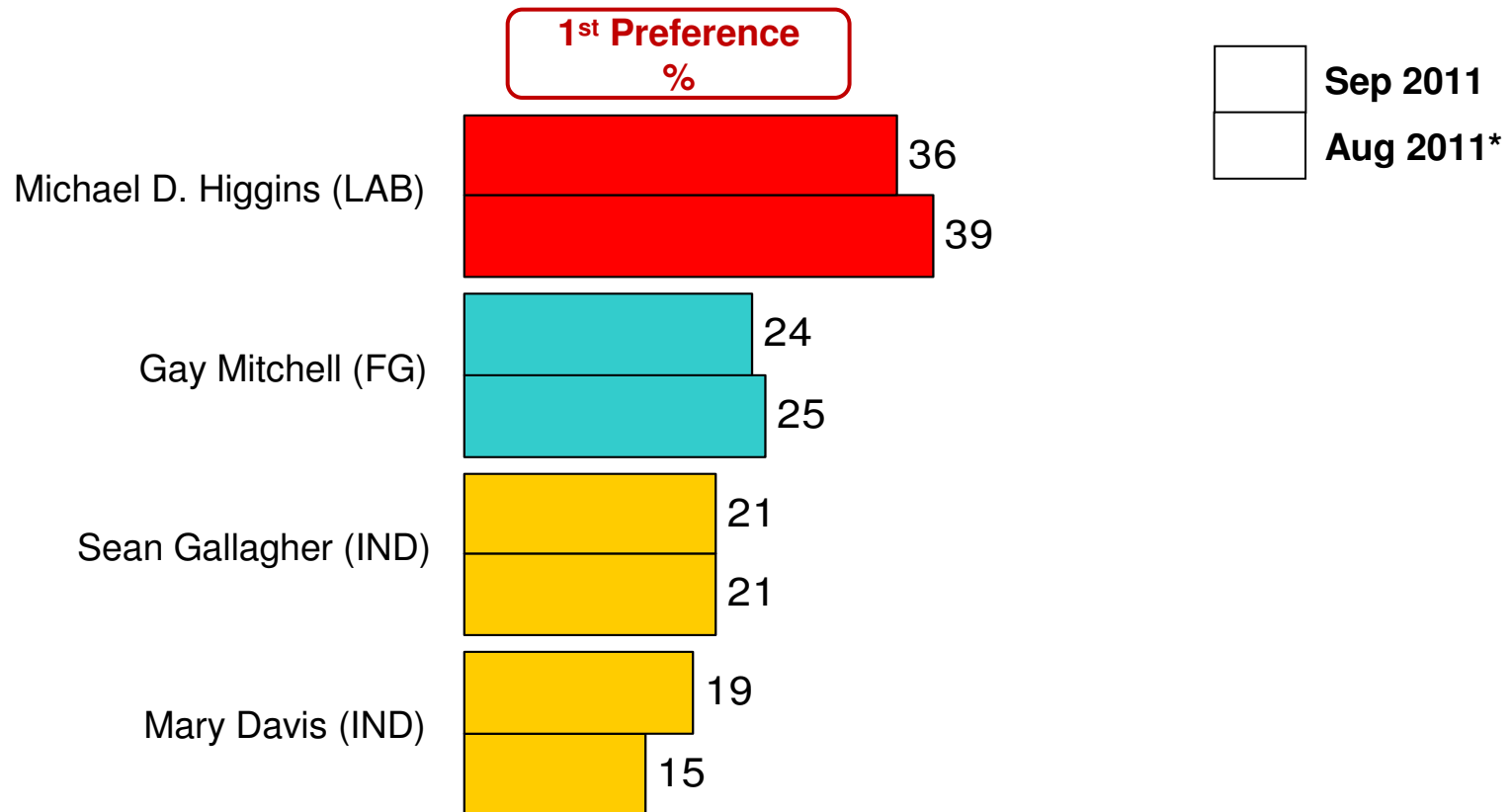


Michael D Higgins tops the poll securing 36% of the first preference vote, with Gay Mitchell next at 24%. The two independent candidates then secure similar share at 21% and 19% respectively

(Q1/2)

Relative performance of candidates 1st preference

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



* Based on first preference and second preference of those candidates not nominated for August

When we compare to an analysis of these candidates in Aug, it suggests that Higgins vote has fallen slightly in the last month, with Mary Davis the candidate who has taken gains over the month. Mitchell and Gallagher share appears to be relatively stable.

(Q1/2)

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



(Base: All Irish Citizens 18+ who gave a 1st preference for a candidate-612)

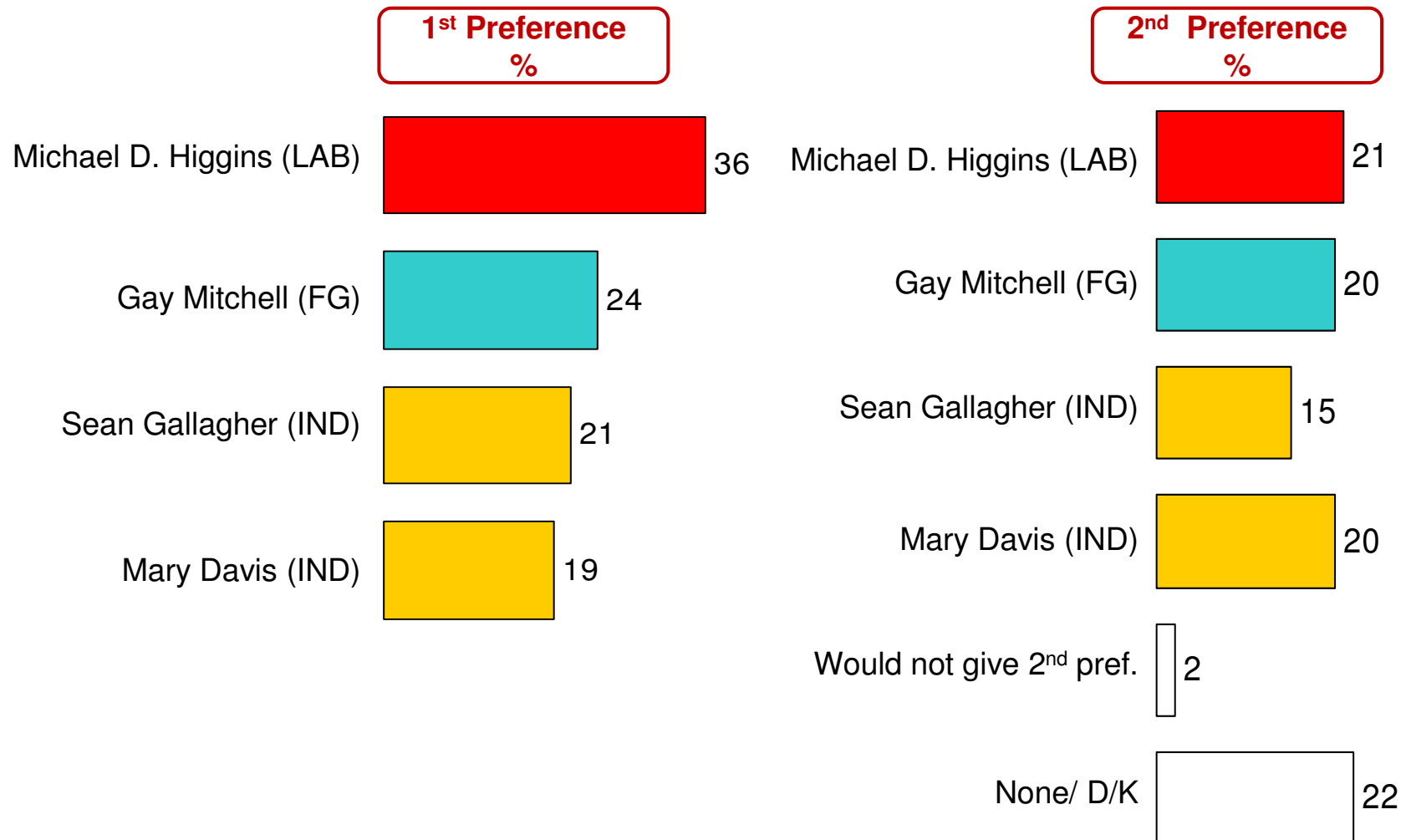
		Gender		Age						Region			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munster	Conn/ Ulster
Michael D. Higgins (LAB)	36	39	32	44	26	43	37	35	32	30	36	39	39
Gay Mitchell (FG)	24	23	26	26	29	13	20	24	36	34	20	24	17
Sean Gallagher (IND)	21	23	20	14	30	26	20	15	17	18	24	22	19
Mary Davis (IND)	19	16	22	15	15	18	23	26	16	18	19	15	25

1. Higgins support remains strongest in younger 18-24 year olds, drops among 25-34 year olds and rises again among 35-44 year olds – it would appear that his vote has fallen back slightly among older age groups. His support in Dublin is particularly low.
2. Mitchell's strength lies in the 25-34 and those aged 65+, however support from 35-44 year olds is low. Support is high in Dublin.
3. Gallagher performs well among the 25-44 year old age groups while the older age groups are lower in terms of their support.
4. Davis is the candidate to be more favourable among the older age groups and also performs well in Conn/Ulster.

(Q2a)

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

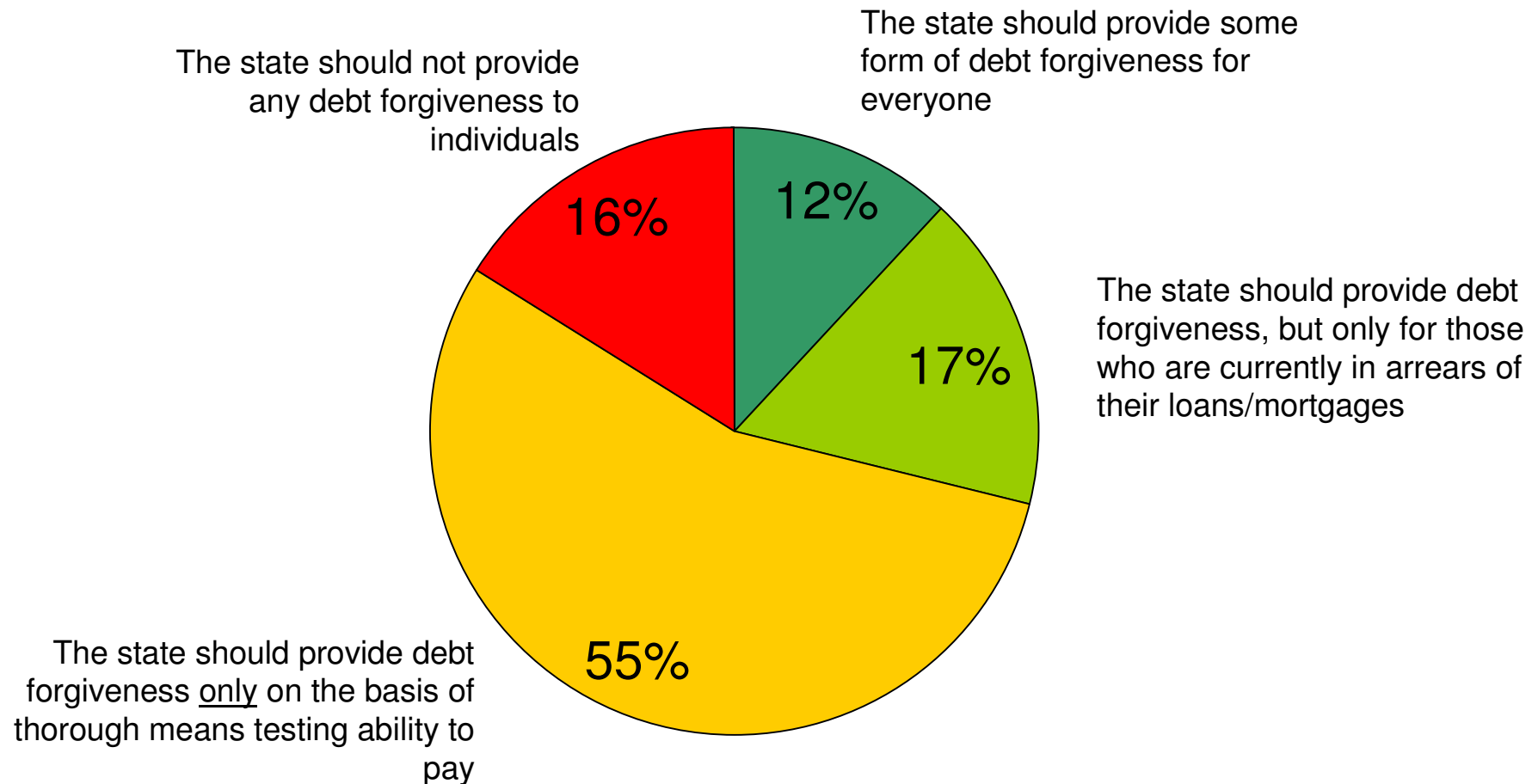
(Base: All Irish Citizens 18+ who gave a preference for a candidate- 612)



Davis also does very well on her second preference share, securing 20% of the second preference vote

Which of the following statements best describes how you believe the state should deal with debt forgiveness?

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



Most voters believe that some form of debt forgiveness should be given by the state, but the largest proposition feel this should be strictly based on means testing of ability to pay, and not a blanket relief