



President Election Poll



6th Oct 2011

Prepared for:

paddypower.com

Job No: 30311

Methodology and Weighting

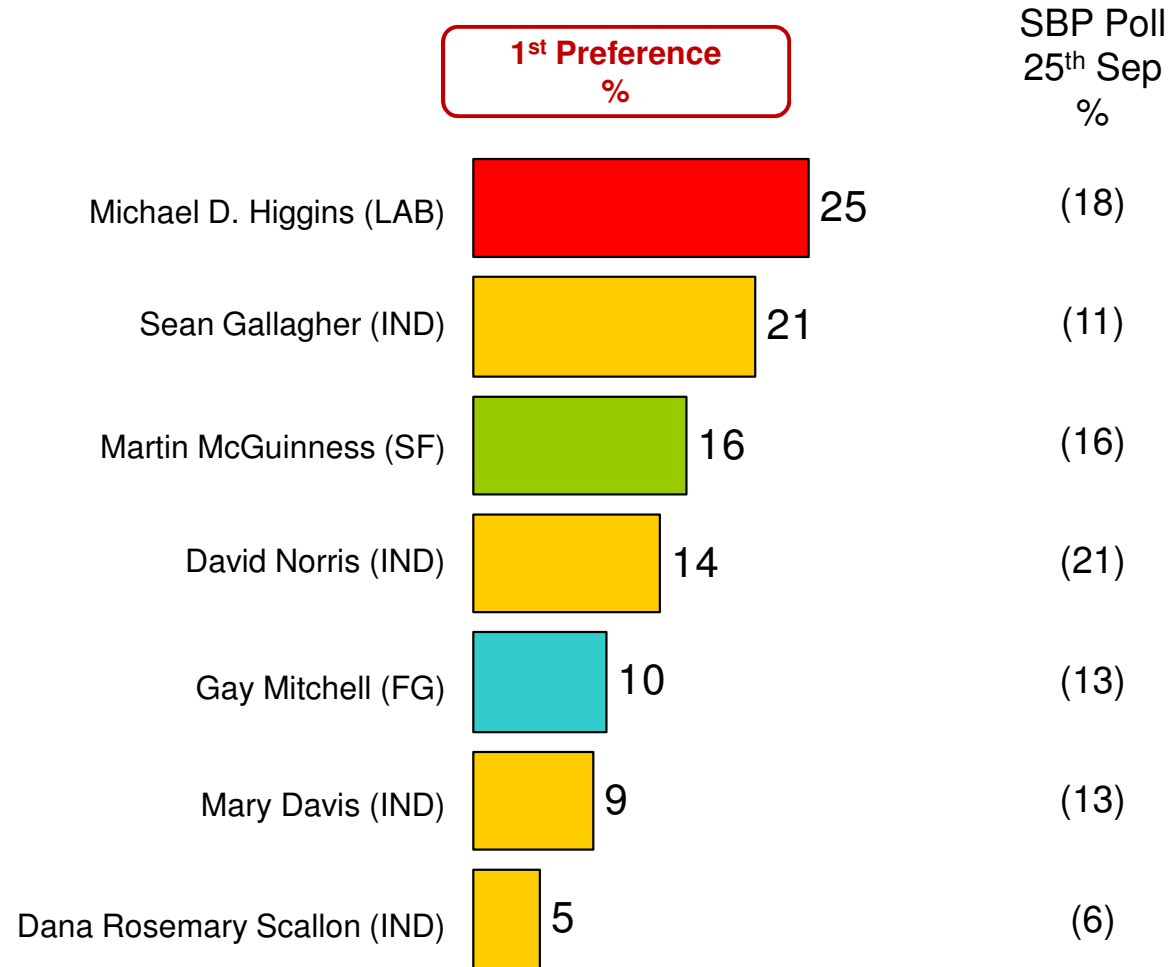
- 1000 interviews were conducted between the 3rd to 5th Oct 2011 among all adults, with 908 among Irish Citizens – providing a sample error of + or – 3%.
- A random digit dial (RDD) method is used to ensure a random selection process of households to be included – this also ensures that ex-directory 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 general 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

- Michael D Higgins tops the poll securing 25% of the first preference vote, a rise of 7% since a similar poll conducted for the Sunday Business Post a week ago. He also remains in pole position with regard to transfers and based on this poll is likely to win the election.
- However, Sean Gallagher actually has even stronger upward momentum, and appears to benefit from the demise of both Norris and Davis. He takes second place in this poll with 21% of the first preference vote, a rise of 10% in just one week.
- McGuinness retains his position in third place, having secured 16% first preference, the same as a week ago. His share appears to be limited at around this level, with poor levels of transfer suggested by the poll analysis. He is also the candidate that over a third of the public least want to see become president.
- David Norris falls back into fourth place, securing 14% of the vote, a drop of 7%, having lead a similar poll last week with 21% share. He is still liked by the public who suggest he is the candidate that most would like to have to dinner, but his suitability for this role now appears to be in question.
- Gay Mitchell is fourth securing just 10% first preference, a fall of 3% in the past week. Suggesting that while the campaigning against other candidates like Norris, McGuinness and Davis is working, it isn't giving Mitchell a lift himself. He also only secures 15% of the Fine Gael vote, with Higgins taking 27% and Gallagher 25%.
- Mary Davis also sees her vote decline by 3% after a week of intense scrutiny, leaving her in sixth place on 9% first preference.
- Finally, Dana remains in last place, securing 5% of the first preference vote, down 1% in the past week.
- It is a case of young vs. old among the top two candidates, with Higgins needing to do better among younger voters and Gallagher needing to persuade older voters more on his credentials.
- Transfers are initially positive for Gallagher, as Davis is likely to go out early on – but after this Higgins dominates the transfers for the next three candidates suggesting at this stage that he is currently in a strong position to secure the Presidency.
- When Irish Citizens are asked who they think will win the election, most think that Higgins will be elected, Gallagher needs to portray a stronger image of someone that should be President.

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 - 732)



Higgins leads the field and has seen a 7% rise in support, but the big mover is Gallagher who sees support rise by 10%. The big loser is Norris (down 7%), with Mitchell and Davis also falling back.

(Q6a)

(4)

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-732)

| | | 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) | 25% | 22% | 27% | 11% | 19% | 21% | 26% | 28% | 39% | 27% | 25% | 23% | 23% |
| Sean Gallagher (IND) | 21% | 20% | 21% | 26% | 18% | 24% | 20% | 24% | 14% | 14% | 23% | 27% | 18% |
| Martin McGuinness (SF) | 16% | 24% | 9% | 13% | 18% | 27% | 16% | 15% | 8% | 14% | 15% | 18% | 21% |
| David Norris (IND) | 14% | 12% | 17% | 24% | 20% | 12% | 11% | 15% | 7% | 20% | 15% | 12% | 8% |
| Gay Mitchell (FG) | 10% | 10% | 11% | 11% | 9% | 3% | 14% | 13% | 14% | 12% | 13% | 7% | 10% |
| Mary Davis (IND) | 9% | 8% | 10% | 13% | 9% | 10% | 10% | 2% | 11% | 10% | 6% | 10% | 11% |
| Dana Rosemary Scallon (IND) | 5% | 5% | 5% | 2% | 7% | 3% | 4% | 3% | 8% | 3% | 4% | 4% | 9% |

1. Higgins strength is in the older age groups and in Dublin
2. Gallagher does well among younger voters – perhaps less likely to get out and vote. He also does well in Munster
3. McGuinness is weak among women – his strength regionally is in Connaught and Ulster
4. Norris still does well among younger voters, but poorly among older voters. He still does relatively well in Dublin.

(Q6a)

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

(Base: All Irish Citizens 18+ who gave a preference for a candidate and are likely to vote - 732)



| | Total 1 st Preference % | Fianna Fáil % | Fine Gael % | Labour % | Sinn Féin % | Independent % |
|-----------------------------|--|------------------|----------------|-------------|----------------|------------------|
| Michael D. Higgins (LAB) | 25% | 26% | 27% | 28% | 7% | 25% |
| Sean Gallagher (IND) | 21% | 20% | 25% | 17% | 8% | 22% |
| Martin McGuinness (SF) | 16% | 11% | 10% | 8% | 70% | 21% |
| David Norris (IND) | 14% | 15% | 9% | 25% | 5% | 19% |
| Gay Mitchell (FG) | 10% | 5% | 15% | 10% | 6% | 6% |
| Mary Davis (IND) | 9% | 18% | 10% | 4% | 3% | 5% |
| Dana Rosemary Scallon (IND) | 5% | 6% | 4% | 8% | 1% | 2% |

McGuinness is the only party candidate to really hold on to party supporters. Higgins only retains 28% of Labour supporters, with a large chunk still supporting Norris. Mitchell does very poorly among Fine Gael supporters, only securing 15%, while Gallagher takes 25% and Higgins 27% of the Fine Gael vote. Independent candidate voters are evenly split across the top four candidates.

(Q6a/3)

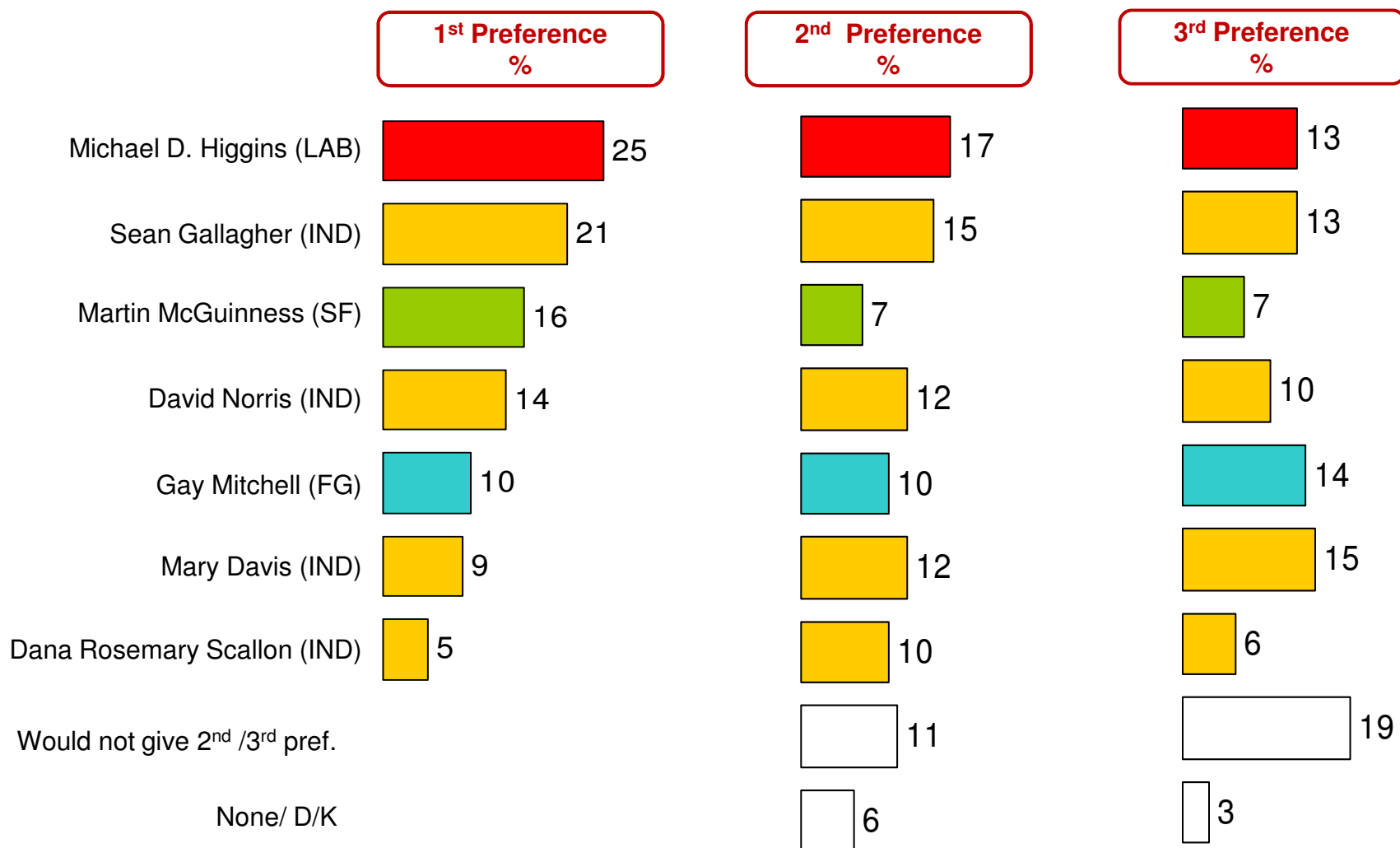
* Caution - Base size small for Sinn Féin (62) and Independent (73) & too small to show those who voted for Green Party (9)

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(6)

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

(Base: All Irish Citizens 18+ who gave a 1st preference for a candidate - 732)



Second preferences are quite evenly split across candidates, apart from McGuinness who does poorly, with Mitchell not that much better. Higgins and Gallagher both take similar transfer patterns. Mitchell does do better in third preferences.

(Q6a/b)

(7)



2nd Preference Vote x 1st Preference Vote

(Base: All Irish Citizens 18+ who gave a 1st preference for a candidate-732)

C

| | | 1ST PREFERENCE VOTE | | | | | | |
|-----------------------------|---|-------------------------------------|---------------------------------|---------------------------------------|-------------------------------|------------------------------|-----------------------------|--|
| | Total 2 nd Preference % | Michael D. Higgins (LAB) % | Sean Gallagher (IND) % | Martin McGuinne ss (SF) % | David Norris (IND) % | Gay Mitchell (FG) % | Mary Davis (IND) % | Dana Rosemary Scallon (IND) % |
| Michael D. Higgins (LAB) | 17% | - | 29% | 17% | 25% | 29% | 13% | 17% |
| Sean Gallagher (IND) | 15% | 24% | - | 14% | 19% | 11% | 30% | 13% |
| Martin McGuinness (SF) | 7% | 6% | 9% | - | 9% | 1% | 9% | 27% |
| David Norris (IND) | 12% | 22% | 12% | 15% | - | 9% | 5% | 16% |
| Gay Mitchell (FG) | 10% | 15% | 12% | 6% | 4% | - | 17% | 12% |
| Mary Davis (IND) | 12% | 16% | 16% | 7% | 12% | 14% | - | 9% |
| Dana Rosemary Scallon (IND) | 10% | 7% | 11% | 14% | 9% | 18% | 4% | - |

McGuinness does well out of Scanlon's transfers who is likely to be eliminated first. Then Gallagher performs strongly among Davis possible transfers suggesting he could push Higgins initially. After this however Higgins dominates suggesting he remains very much in the driving seat.

(Q6a/b)

RESEARCH EVALUATION DIRECTION CLARITY

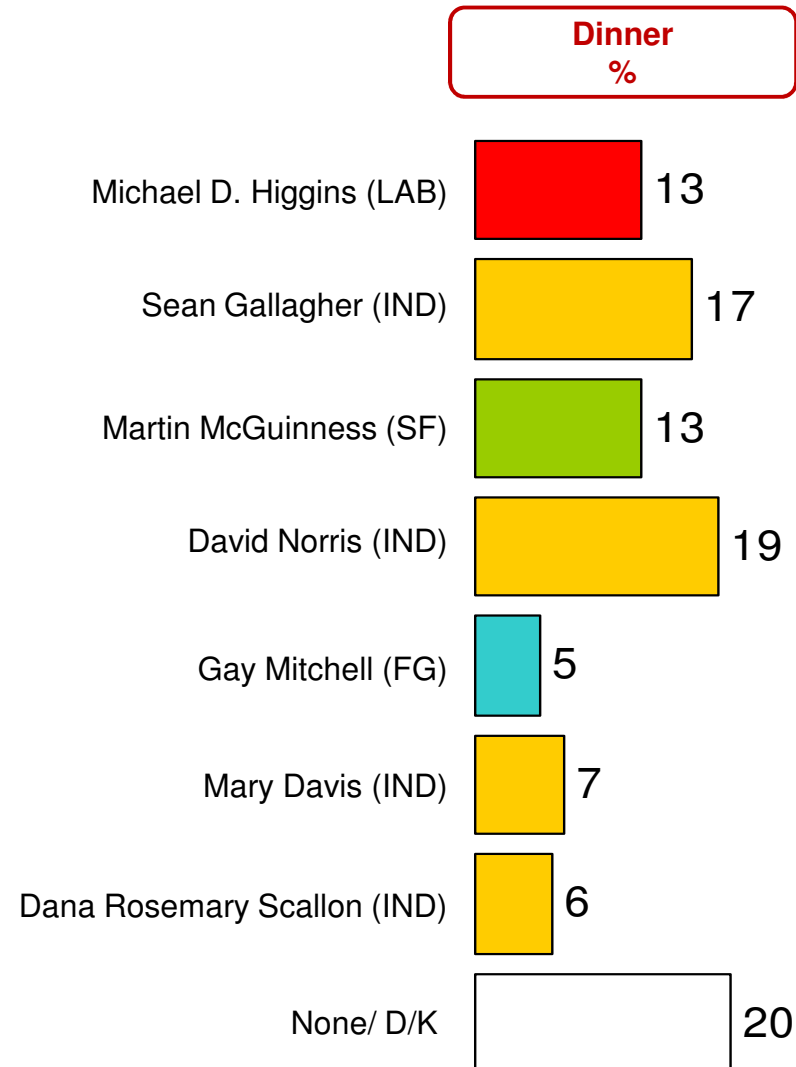
* Caution - Base size small for Dana Rosemary Scallon (34)

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(8)

Which of the candidates would you most like to invite for dinner?

(Base: All Irish Citizens 18+ who gave a preference for a candidate - 689)



Despite no longer supporting him to be President the public would like to have David Norris come round for dinner. Interestingly Gallagher also has strong popular appeal.

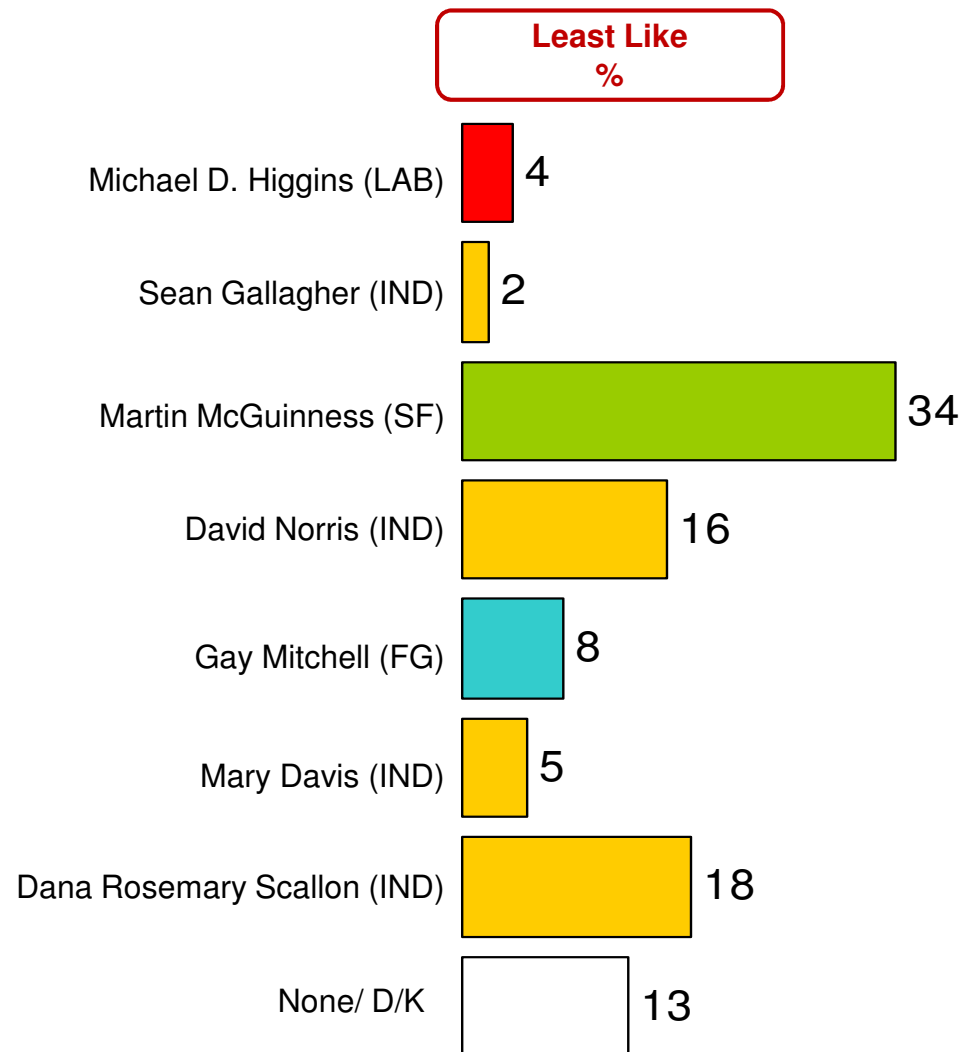
(Q6a)

(9)

Which candidate would you LEAST like to see become President?

(Base: All Irish Citizens 18+ who gave a preference for a candidate - 689)

C



McGuinness is the candidate that the greatest number of people would not like to see become president, but Norris is also seen in a negative manner by a relatively large number of citizens.

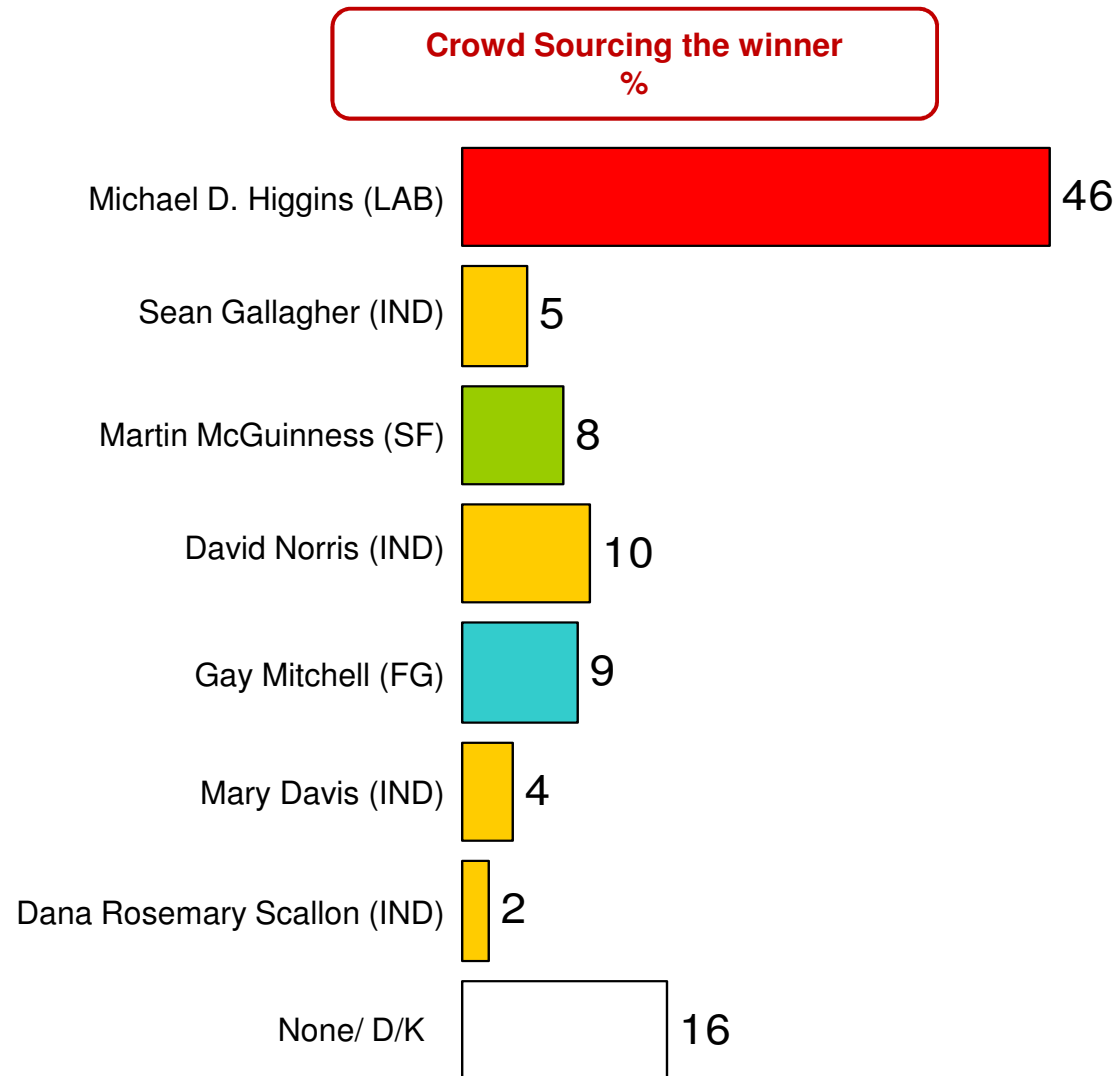
(Q6a)

(10)

Putting your own preferences aside, which candidate do YOU think is actually going to win the election?

(Base: All Irish Citizens 18+ who gave a preference for a candidate - 689)

C



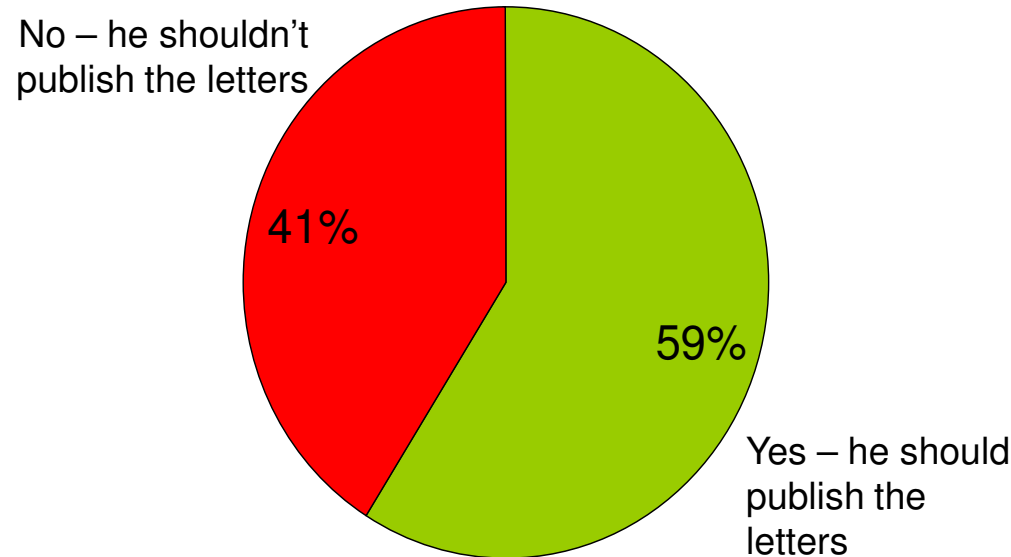
The Irish Citizen "Crowd" currently thinks that Higgins will be elected, Gallagher needs to portray a stronger image of someone that should be President.

(Q6a)

(11)

Some people have stated that David Norris should publish the remaining seven letters he wrote to the Israeli court on behalf of Ezra Nawi pleading for clemency. Do you think he should publish these letters?

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



37% of his own supporters

| %YES | |
|-------------|----|
| Total | % |
| | 59 |
| Male | 63 |
| Female | 56 |
| 18-24 | 67 |
| 25-34 | 54 |
| 35-44 | 58 |
| 45-54 | 68 |
| 55-64 | 57 |
| 65+ | 58 |
| ABC1 | 59 |
| C2DE | 57 |
| F | 81 |
| Dublin | 47 |
| ROL | 66 |
| Munster | 63 |
| Conn/Ulster | 63 |

The majority of citizens do feel that Norris should publish his letters, with over a third of his own supporters suggesting that he should publish.

(Q1/2)