



President Election Recall Poll - Full

28th October 2011

Prepared for:



Methodology and Weighting

- 1000 interviews were conducted between 3pm on the 27th October and 10.30am on the 28th October 2011 among all adults that had voted.
- A random sample of those who had completed pre-election polls and had said they were likely to vote was conducted. This included both mobile and landline sample, with an additional boost of random sampling to fill required quotas.
- For the random sample and the regional pre-election polls 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 a RDD landline sample, with the other half conducted using a 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 with quotas set by gender, age, class and region, based on those who said they were likely voters (8-10) in the final two pre-election polls.
- The final results were then also weighted to the profile of all adults likely to vote. 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.
- Throughout the report we have used the following notations:



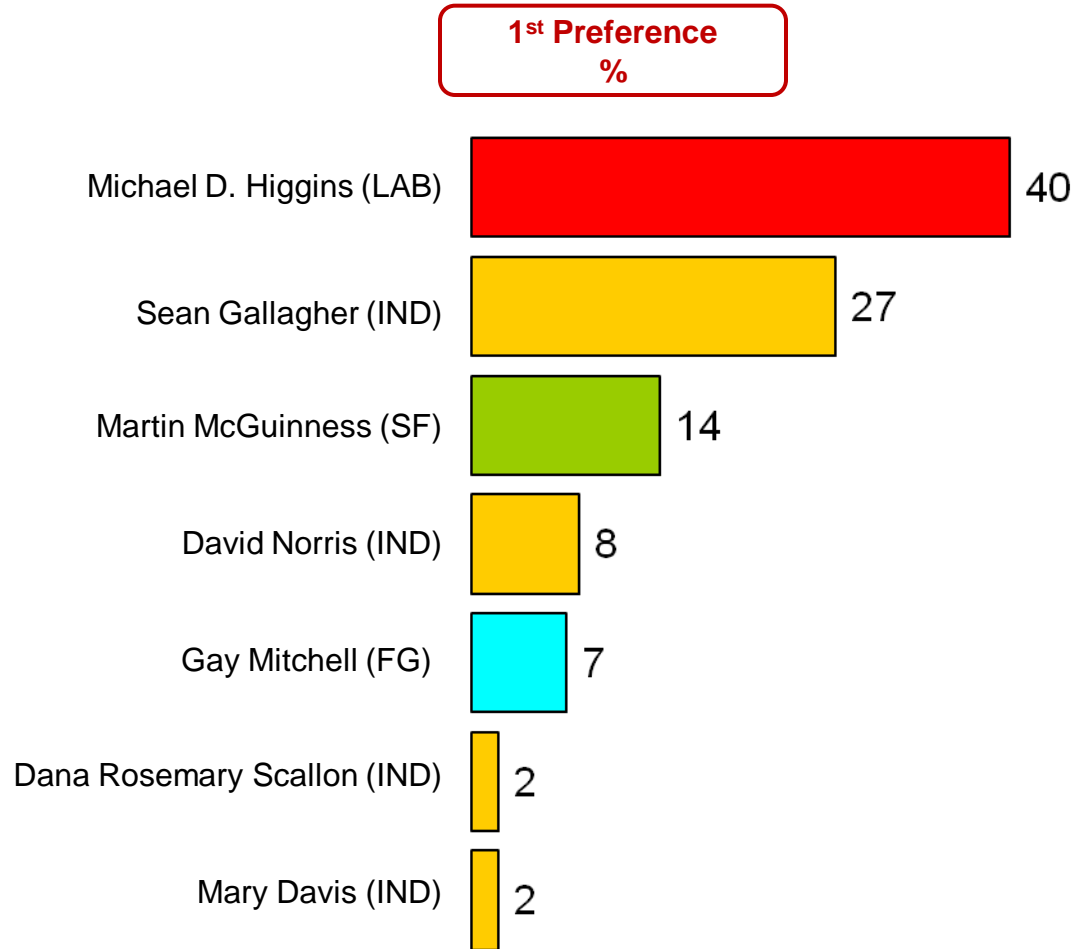
Higher than average



Lower than average

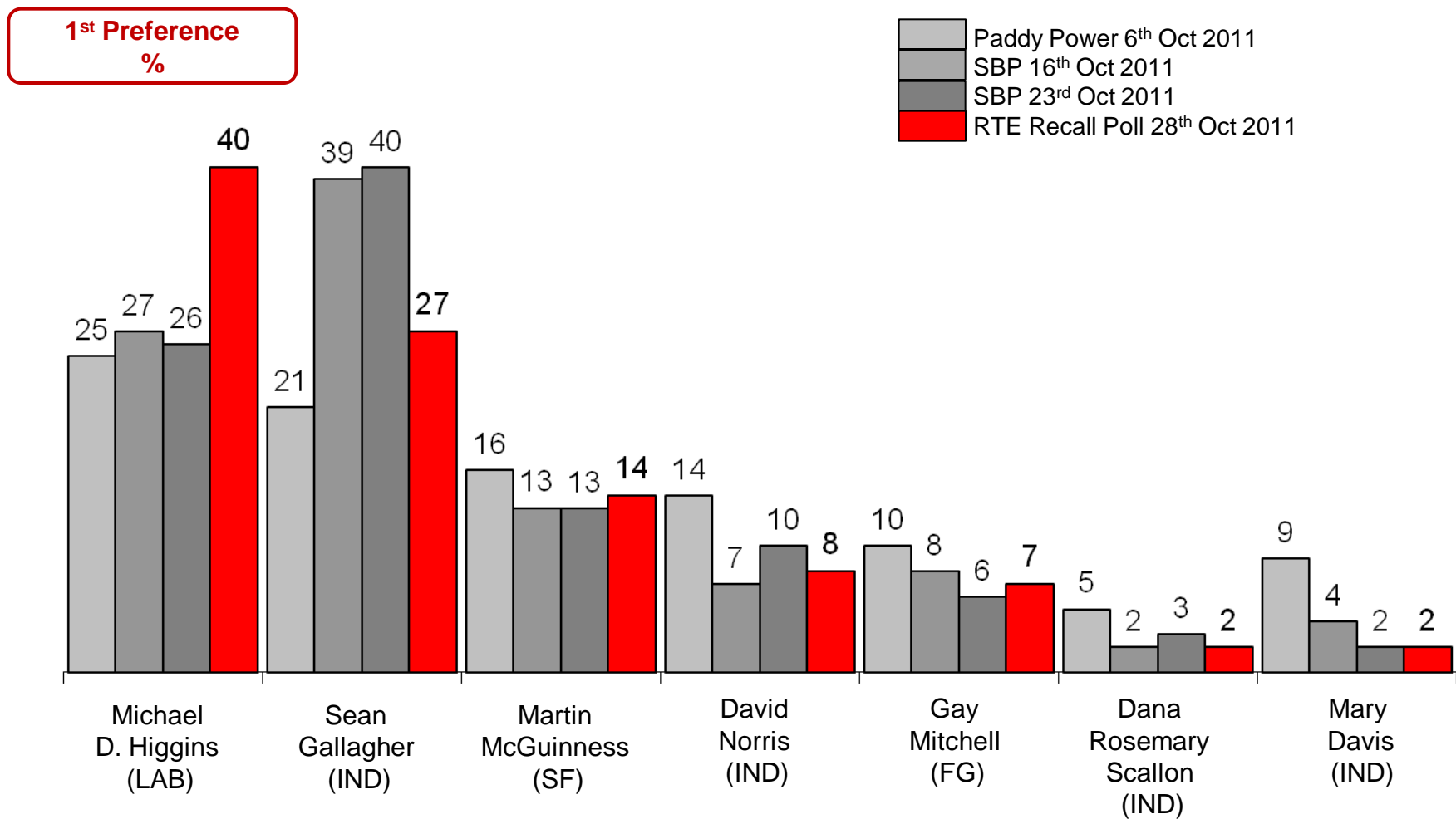
Share of first preference vote across candidates for the next President of Ireland

(Base: All Irish Citizens who have voted and told us who they voted for)



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 / had voted)



(Q2a)

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

(Base: All Irish Citizens who have voted and told us who they voted for)

		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)	40%	40%	40%	32%	35%	42%	42%	45%	42%	46%	36%	40%	37%
Sean Gallagher (IND)	27%	22%	32%	27%	23%	29%	31%	24%	29%	16%	31%	33%	31%
Martin McGuinness (SF)	14%	18%	10%	19%	21%	17%	9%	9%	11%	12%	12%	12%	23%
David Norris (IND)	8%	7%	9%	14%	12%	5%	8%	6%	4%	14%	9%	4%	2%
Gay Mitchell (FG)	7%	8%	6%	3%	6%	6%	6%	9%	8%	8%	6%	7%	4%
Dana Rosemary Scallon (IND)	2%	3%	2%	0	2%	0	3%	4%	4%	2%	3%	2%	2%
Mary Davis (IND)	2%	2%	2%	4%	2%	1%	2%	3%	2%	1%	3%	1%	2%

(Q2a)

Share of 1st preference vote across candidates for the next President of Ireland X party voted for in last general election on 25th Feb 2011

(Base: All Irish Citizens who have voted and told us who they voted for)

	Total 1 st Preference %	Fianna Fáil %	Fine Gael %	Labour %	Sinn Féin %	Independent %
Michael D. Higgins (LAB)	40%	21%	43%	69%	14%	37%
Sean Gallagher (IND)	27%	62%	23%	14%	10%	22%
Martin McGuinness (SF)	14%	6%	7%	7%	70%	19%
David Norris (IND)	8%	5%	8%	8%	4%	14%
Gay Mitchell (FG)	7%	3%	15%	1%	0	2%
Dana Rosemary Scallon (IND)	2%	3%	3%	0	2%	4%
Mary Davis (IND)	2%	2%	2%	1%	0	4%

* Caution - Base size small for Sinn Fein (80) and Independent (116) & too small to show those who voted for Green Party (16)

(Q5a/3)

Share of 1st preference vote across candidates for the next President of Ireland X party voted for in last general election on 24th May 2007

(Base: All Irish Citizens who have voted and told us who they voted for)

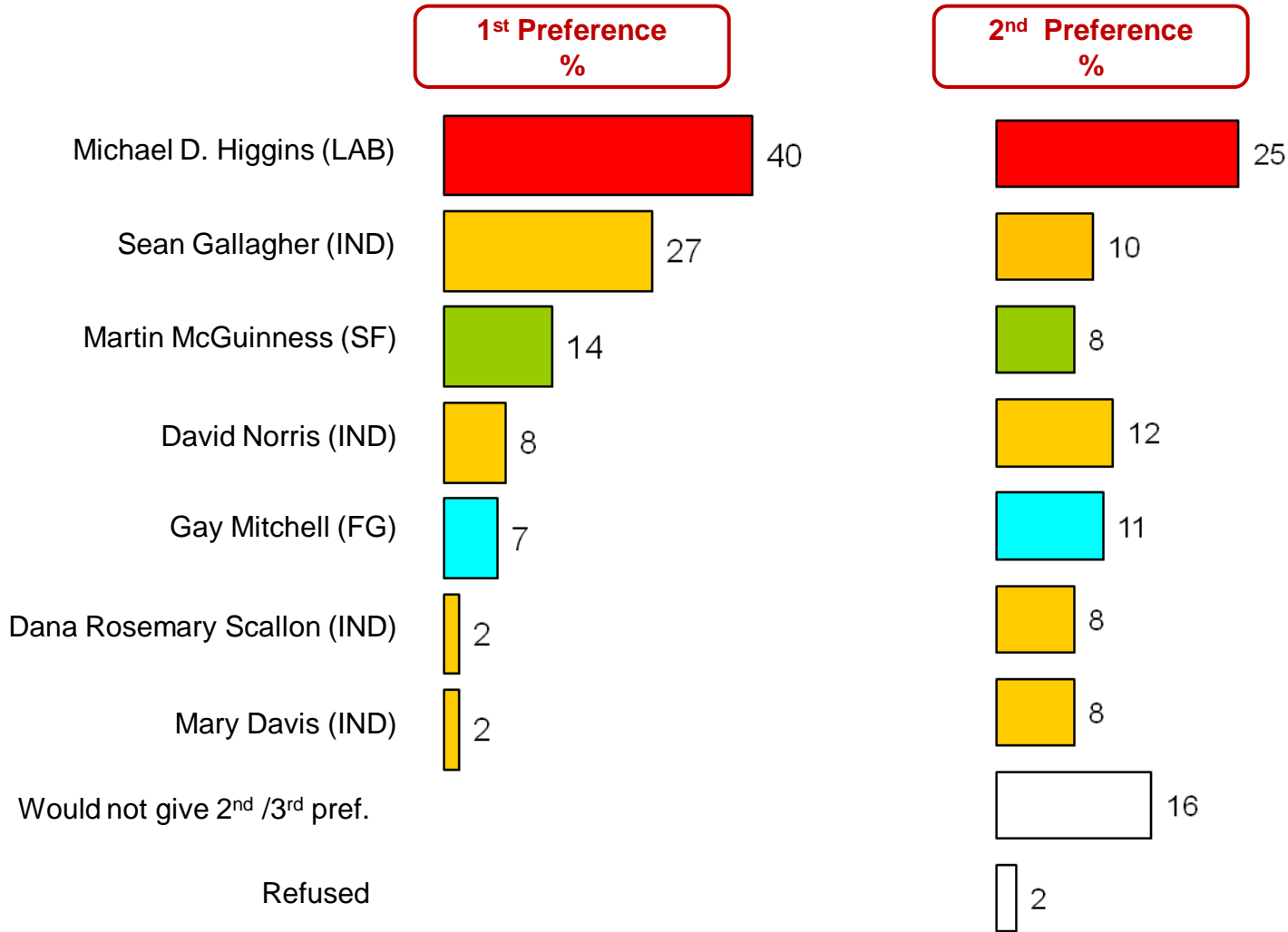
	Total 1 st Preference %	Fianna Fáil %	Fine Gael %	Labour %	Sinn Féin %	Independent %
Michael D. Higgins (LAB)	40%	36%	38%	61%	11%	57%
Sean Gallagher (IND)	27%	45%	23%	10%	4%	20%
Martin McGuinness (SF)	14%	10%	7%	10%	69%	13%
David Norris (IND)	8%	4%	7%	13%	12%	7%
Gay Mitchell (FG)	7%	2%	19%	4%	0	0
Dana Rosemary Scallon (IND)	2%	2%	3%	1%	3%	2%
Mary Davis (IND)	2%	1%	2%	2%	2%	1%

* Caution - Base size small for Sinn Fein (55) and Independent (56) & too small to show those who voted for Green Party (26)

(Q2a)

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

(Base: All Irish Citizens who have voted and told us who they voted for)



(Q2a/b)

2nd Preference Vote x 1st Preference Vote

(Base: All Irish Citizens who have voted and told us who they voted for)

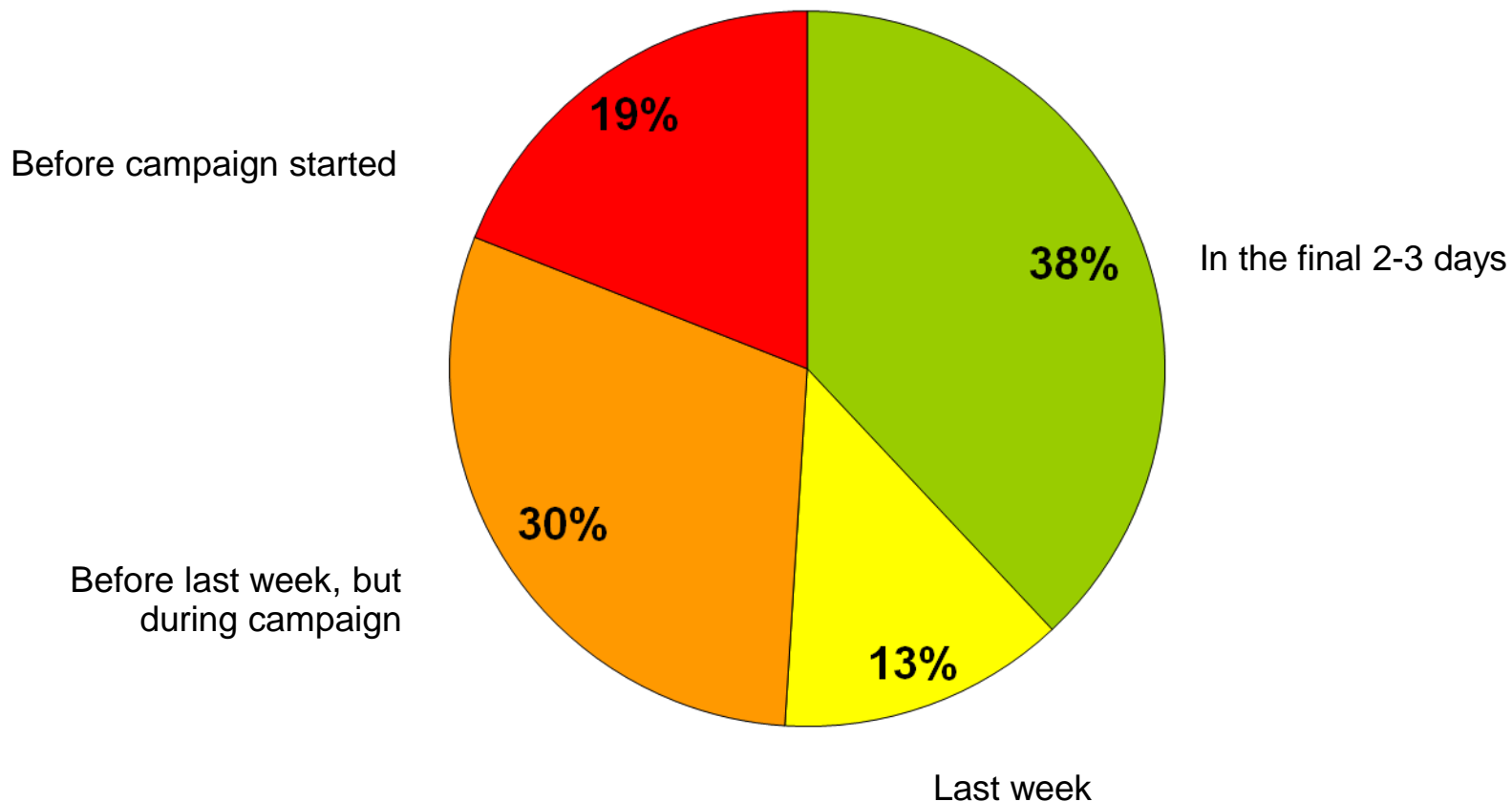
		1ST PREFERENCE VOTE						
	Total 2 nd Preference %	Michael D. Higgins (LAB) %	Sean Gallagher (IND) %	Martin McGuinnes s (SF) %	David Norris (IND) %	Gay Mitchell (FG) %	Mary Davis (IND) %	Dana Rosemary Scallon (IND) %
Michael D. Higgins (LAB)	25%	0	36%	28%	65%	72%	49%	13%
Sean Gallagher (IND)	10%	13%	0	20%	8%	13%	15%	22%
Martin McGuinness (SF)	8%	12%	8%	0	7%	2%	3%	17%
David Norris (IND)	12%	21%	6%	10%	0	4%	5%	2%
Gay Mitchell (FG)	11%	20%	6%	2%	3%	0	11%	22%
Dana Rosemary Scallon (IND)	8%	9%	10%	1%	9%	4%	0	0
Mary Davis (IND)		4%	13%	14%	4%	2%	0	0

(Q2a/b)

When Finally Decided Who to Give First Preference To

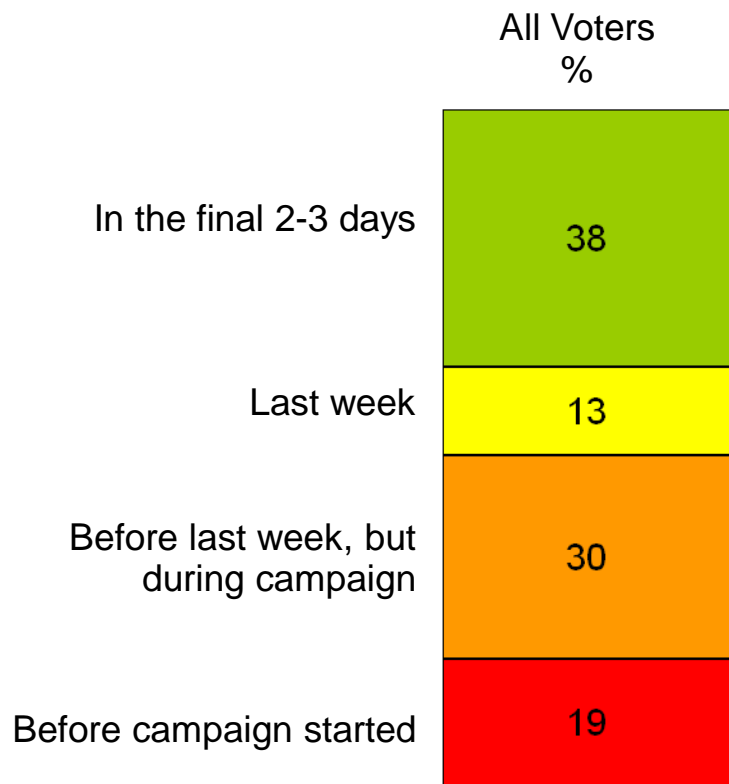
(Base: All Irish Citizens who voted)

All Voters
%



When Finally Decided Who to Give First Preference To

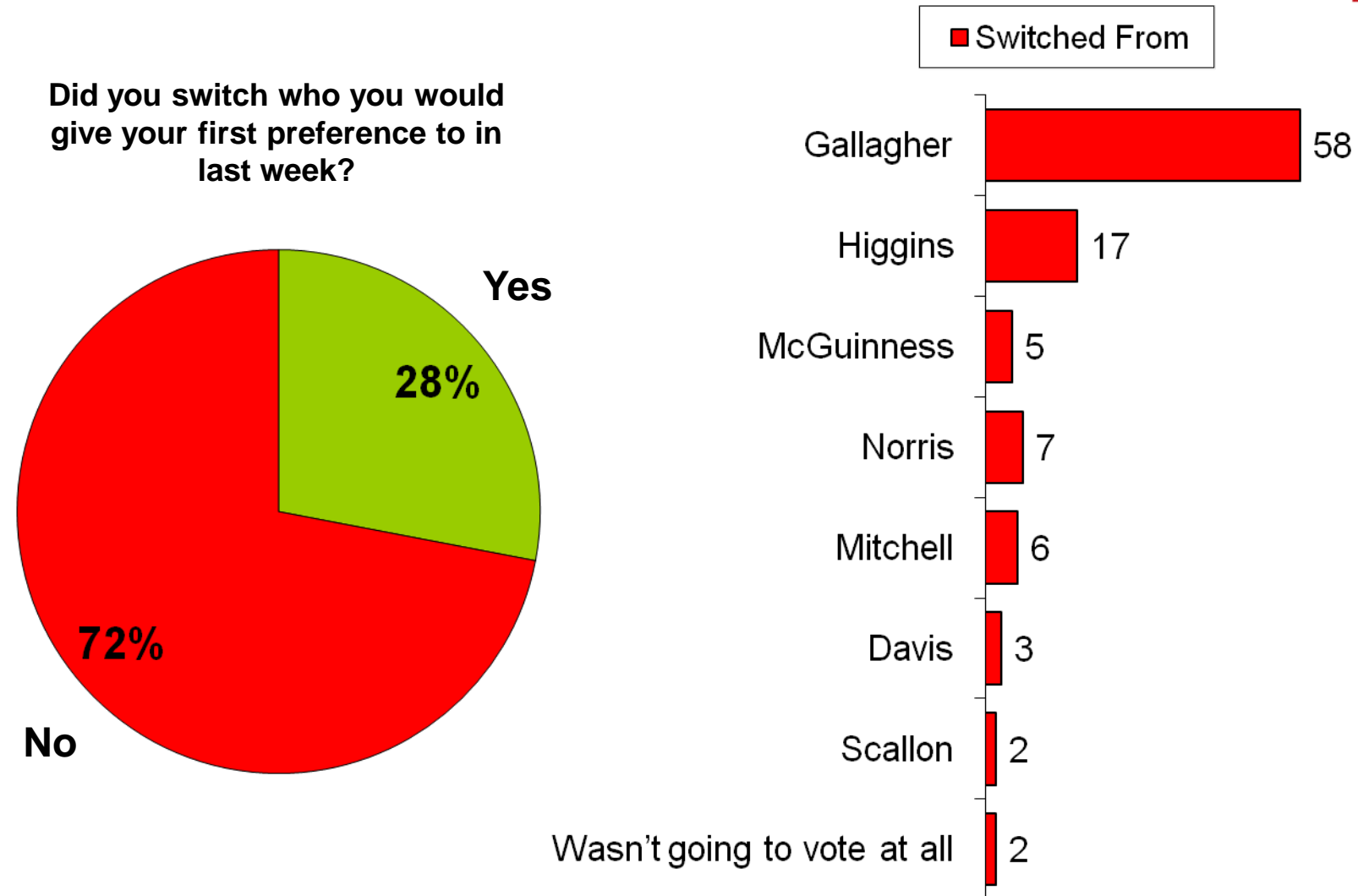
(Base: All Irish Citizens who voted)



1ST PREFERENCE VOTE		
Sean Gallagher (IND) %	Michael D. Higgins (LAB) %	Martin McGuinness (SF) %
31	43	31
16	14	12
37	25	36
16	18	21

Switching Behaviour Between Candidates in Last Week

(Base: All Irish Citizens who voted)



(Q4/4b)

Switching Behaviour

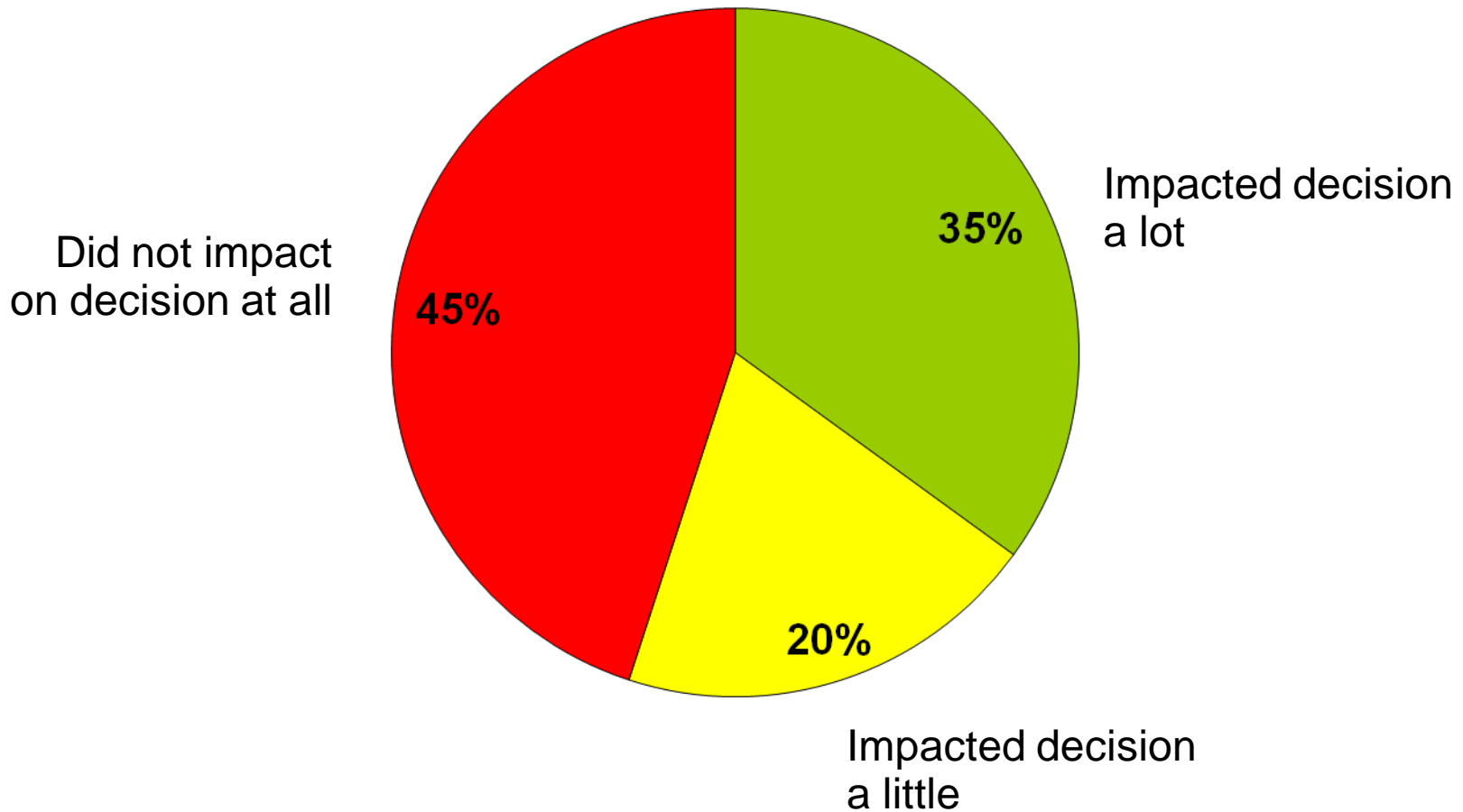
(Base: All Irish Citizens who have voted and told us who they voted for)



	SWITCHED FROM
SWITCHED TO	Sean Gallagher (IND)
Michael D. Higgins (LAB)	71%
Martin McGuinness (SF)	8%
David Norris (IND)	7%
Gay Mitchell (FG)	6%
Mary Davis (IND)	3%
Dana Rosemary Scallon (IND)	1%

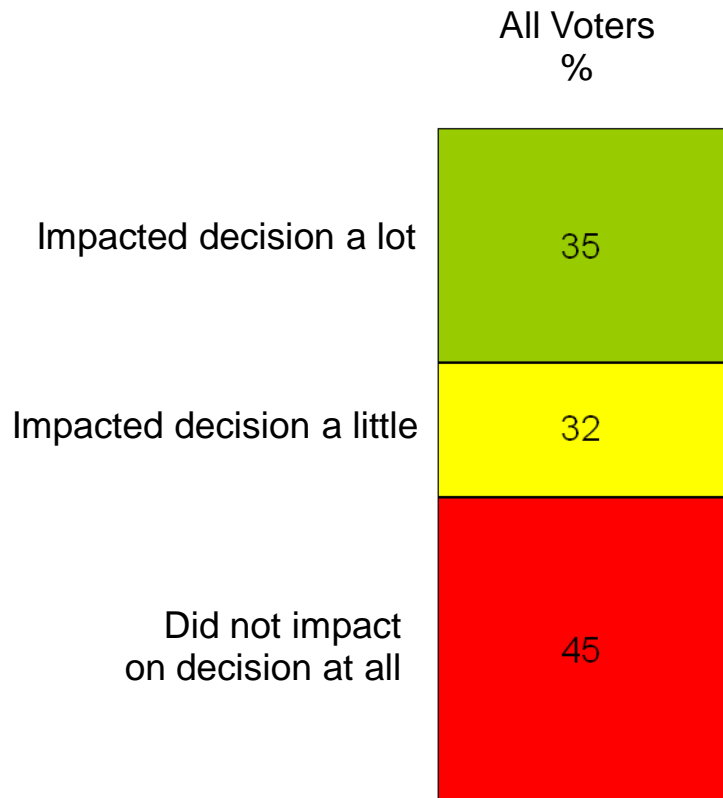
How much, if at all, did the recent controversy surrounding Sean Gallagher affect your final decision of who to vote for?

(Base: All Irish Citizens who voted)



How much, if at all, did the recent controversy surrounding Sean Gallagher affect your final decision of who to vote for?

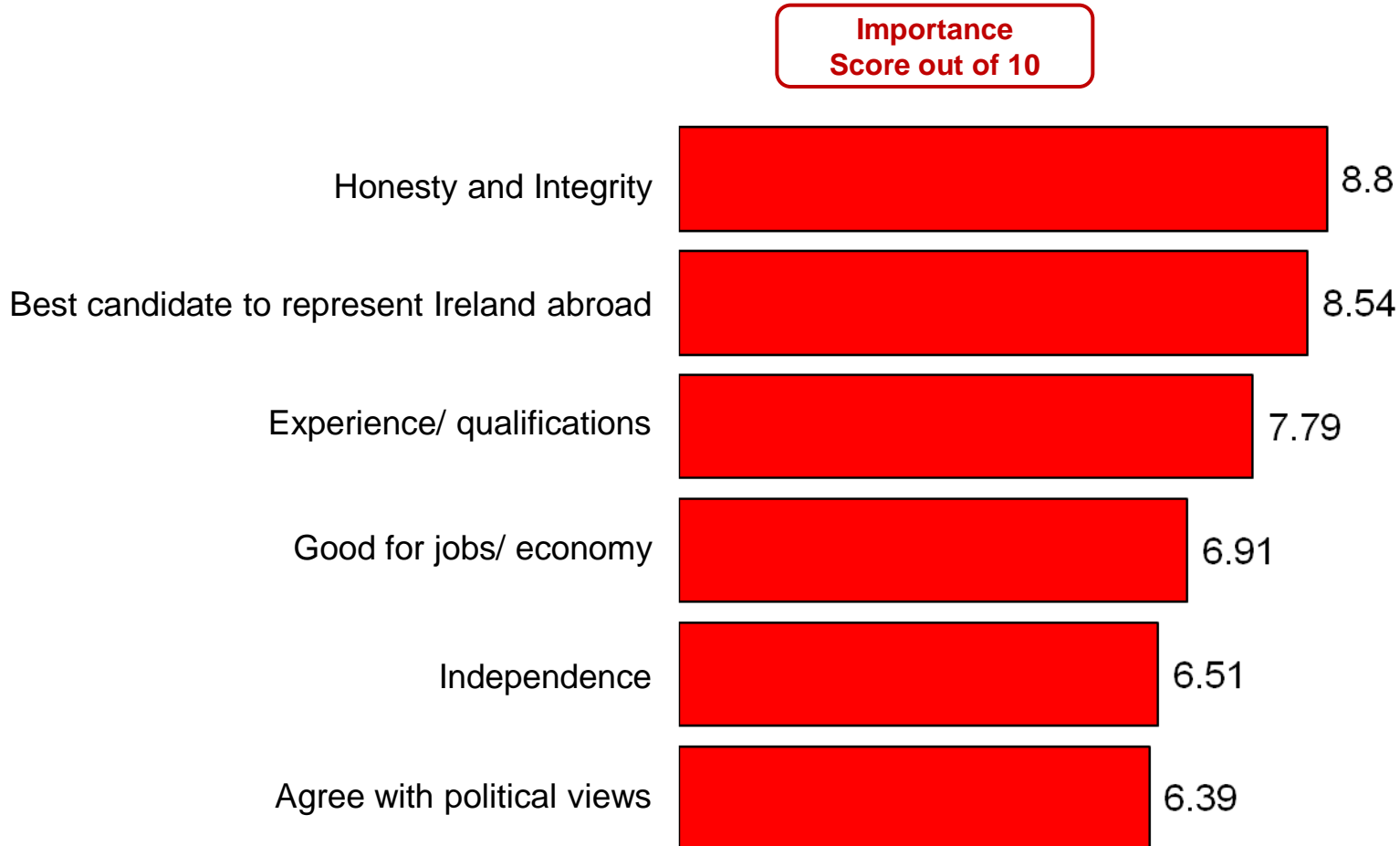
(Base: All Irish Citizens who voted)



1ST PREFERENCE VOTE		
Sean Gallagher (IND) %	Michael D. Higgins (LAB) %	Martin McGuinness (SF) %
15	48	34
28	19	8
57	33	58

Importance of Candidate Characteristics in Decision of Who To Give First Preference Vote

(Base: All Irish Citizens who have voted and told us who they voted for)



Importance of Candidate Characteristics x Demographics



(Base: All Irish Citizens who have voted and told us who they voted for)

Importance Score out of 10

	Total	Gender		Age						Region			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Dublin	ROL	Munster	Conn/ Ulster
Honesty & Integrity	8.80	8.73	8.86	8.57	8.85	8.62	8.74	8.97	8.93	8.97	8.83	8.78	8.51
Best candidate to represent Ireland abroad	8.54	8.44	8.63	8.42	8.46	8.5	8.63	8.53	8.64	8.58	8.58	8.5	8.48
Experience/ qualifications	7.79	7.86	7.74	7.32	7.79	7.76	7.50	8.17	7.99	7.99	7.76	7.73	7.63
Good for jobs/economy	6.91	6.43	7.35	7.56	7.21	7.04	6.92	6.66	6.46	6.44	7.11	7.10	7.08
Independence	6.51	6.32	6.69	6.57	6.21	6.42	6.38	6.79	6.76	6.63	6.49	6.33	6.67
Agree with political views	6.39	6.2	6.55	6.69	6.97	6.43	6.19	6.20	6.02	6.47	6.12	6.43	6.58

Importance of Candidate Characteristics x 1st Preference Vote

(Base: All Irish Citizens who have voted and told us who they voted for)

**Importance
Score out of 10**

		1ST PREFERENCE VOTE		
	Total	Michael D. Higgins (LAB) %	Sean Gallagher (IND) %	Martin McGuinness (SF) %
Honesty & Integrity	8.80	9.5	7.82	8.33
Best candidate to represent Ireland abroad	8.54	8.82	8.45	8.11
Experience/ qualifications	7.79	8.46	6.66	7.83
Good for jobs/economy	6.91	6.18	8	7.56
Independence	6.51	6.44	6.71	6.46
Agree with political views	6.39	6.3	6.07	7.29