



President Poll

Jan 2011

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MUST BE INCLUDED

Methodology and Weighting



RED C interviewed a random sample of 1000 adults aged 18+ by telephone between the 4th & 6th January 2011.

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.

Finally 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.

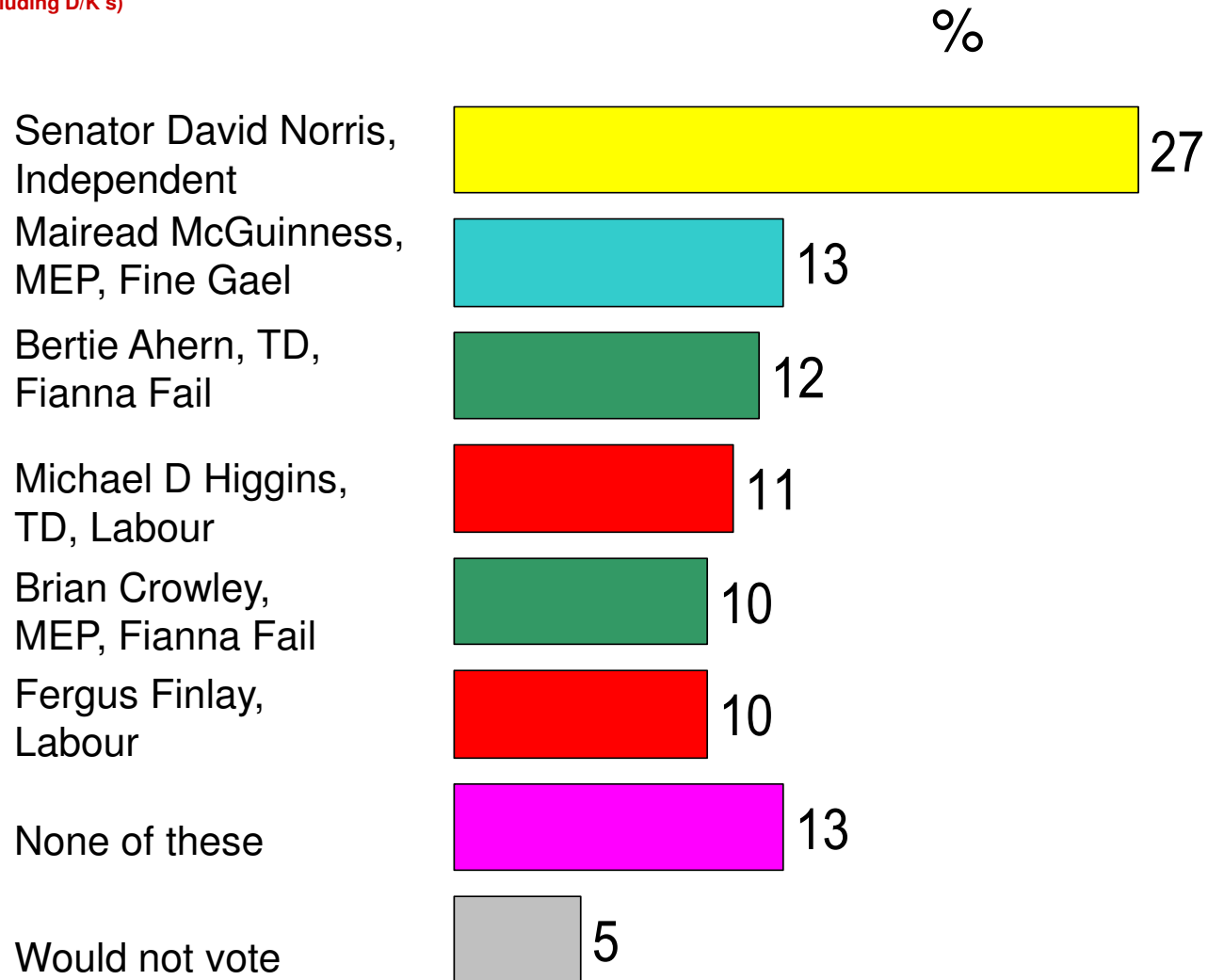
In all respects the poll was completed to the guidelines set down by both ESOMAR and AIMRO.

Key Findings

- Senator David Norris is the outright favourite among candidates put to voters, to become the next President of Ireland, taking 27% of the vote.
- Mairead McGuinness currently comes in second securing 13% of all voters, however this is party due to the Fianna Fail and Labour candidates that were suggested splitting their votes.
- Perhaps surprisingly Bertie Ahern still receives support from 12% of voters, although this is particularly among younger voters, who perhaps have not heard as much about the other candidates.
- Brian Crowley also takes 10% of the vote, suggesting at least one of these candidates could do better when nominated.
- Likewise the Labour vote is evenly split between Michael D Higgins and Fergus Finlay, suggesting that one of these candidates could garner close to 20% support overall.
- Support for candidates does not necessarily run along party lines, with Senator David Norris getting solid support from people who would vote for all parties, apart from Fianna Fail.
- Fergus Finlay also does not do as well among Labour supporters, as his colleague Michael D Higgins.

Which of the following candidates, if any, would you vote for as the next President of Ireland?

(Base: All adults 18+ excluding D/K's)



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%

Preferred Choice for President	Current Party Supporters				
	FG	Labour	FF	SF	Other (Green, Ind)
Senator David Norris, Independent	25	33	15	25	32
Mairead McGuinness, MEP, Fine Gael	24	7	11	7	12
Bertie Ahern, TD, Fianna Fail	9	5	33	19	3
Michael D Higgins, TD, Labour	9	22	2	11	10
Brian Crowley, MEP, Fianna Fail	5	5	23	5	19
Fergus Finlay, Labour	11	14	3	9	9
D/K or NONE	17	14	13	24	15