



**Presidential Election
Poll Results October 1st 2011**

Sunday Independent

Introduction

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 **MillwardBrown**
Lansdowne

POLL

The survey results presented here are derived from **The Sunday Independent/Millward Brown Lansdowne Poll**. The poll was conducted among a sample of 976 adults representative of the approximate 3.35 million adults aged 18 and over - interviewed on a face-to-face basis in the home at 64 sampling points throughout all constituencies in the Republic of Ireland.

Interviewing on the poll was carried out on 11th-29th September

Margin of error +/-3%

The poll was conducted in accordance with the guidelines set by ESOMAR and AIMRO (European and Irish Market and Opinion Research governing bodies). Extracts from the report may be quoted or published on condition that due acknowledgement is given to Millward Brown Lansdowne and The Sunday Independent.

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**Data was weighted at the analysis stage to represent the adult population aged 18+ years*

Summary

Support for David Norris re-entering the campaign

- Support for the Norris candidacy has risen from 34% in August to 43% on the eve of the election campaign proper.
- Labour supporters are no more likely than the national average to have backed the Norris comeback, they are clearly wary of the damage Norris could do to their man's vote; this, despite the magnanimity of Michael D. Higgins in allowing Labour councillors nominate Norris.
- Sinn Fein supporters are strongly opposed to the Norris comeback (61%). Fianna Fail supporters are also fairly steadfast in opposition to David Norris. Sinn Fein's opposition is likely tactical, Fianna Fail's more philosophical.
- Norris remains attractive to much of the liberal and urban Fine Gael vote and threatens the underperforming Gay Mitchell further.
- However the on-going letters controversy may well have affected these attitudes over the past few days.

Attitudes to a Sinn Fein President

- One in four score themselves 'extremely unhappy' or (1 out of 10) at the prospect of a Sinn Fein president. Fewer than 10% are at the other end of the scale, being 'extremely happy' with a score of 10. At an overall level, the electorate remains weighted towards being 'unhappy' about the idea - with a 4.3 out of 10 score on average.
- It is not surprising that Fine Gael voters are the most hostile to the proposition. However, Fianna Fail voters are not happy either - it seems they are more than aware that Sinn Fein are moving in on their electoral territory and the damage this could do to Fianna Fail in the longer term.

Summary

Fianna Fail's decision not to run a candidate

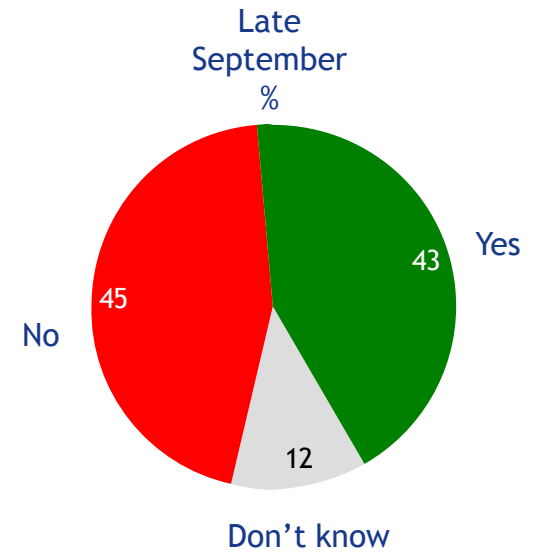
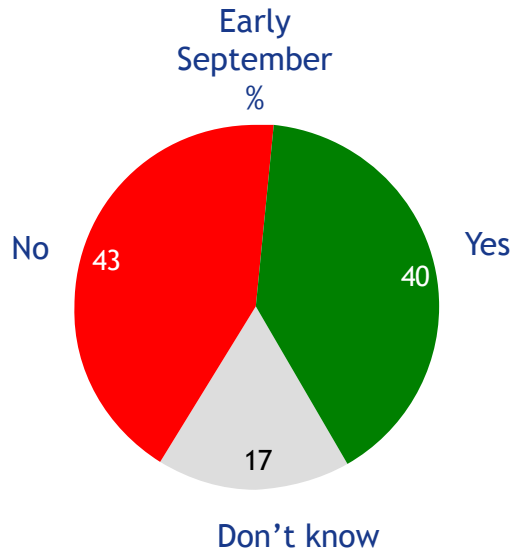
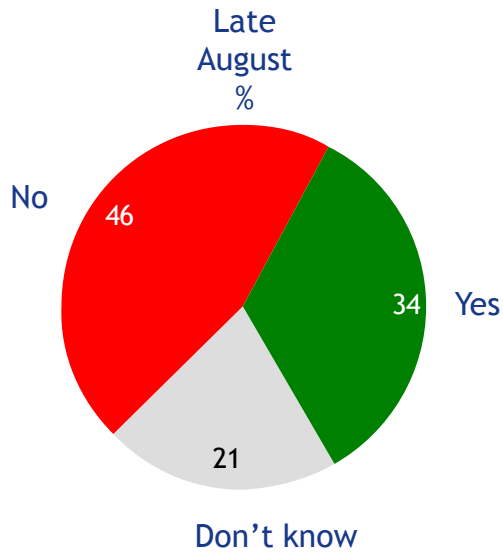
- Half of voters believe that the party made the right decision in not running a candidate, although those in urban Ireland were more likely to take this view than in rural areas where the Fianna Fail name on the ballot will be missed most (55% vs. 43%). Only a minority of Fianna Fail supporters think it was the right decision (41%) not to put forward a candidate, many will be left confused at facing an election without a Fianna Fail candidate for the first time in living memory.
- Sinn Fein supporters are happy about Fianna Fail's decision not to contest the election. The party made a calculated decision once Fianna Fail bowed out of the contest, and hope to accrue maximum advantage from it.

Attitudes to the presidential election

- Three in four people believe the election is important to how we view ourselves as a country. Labour voters are particularly strongly inclined to this view which should help build momentum for Higgins.
- Taking a wider view of things almost 7 in 10 voters believe the presidential election is important to how foreigners see us as a country, at a time when our reputation is so low, people clearly think the outcome can play a positive role in how we are viewed around the world.
- And who is the greatest of them all? president McAleese is the clear winner over president Robinson, by 51% to 36% (with DeValera a distant third - and a more distant memory - at 7% - rising to 13% amongst the over 65's).

Support for Norris' place on ticket has risen steadily

(Base:)

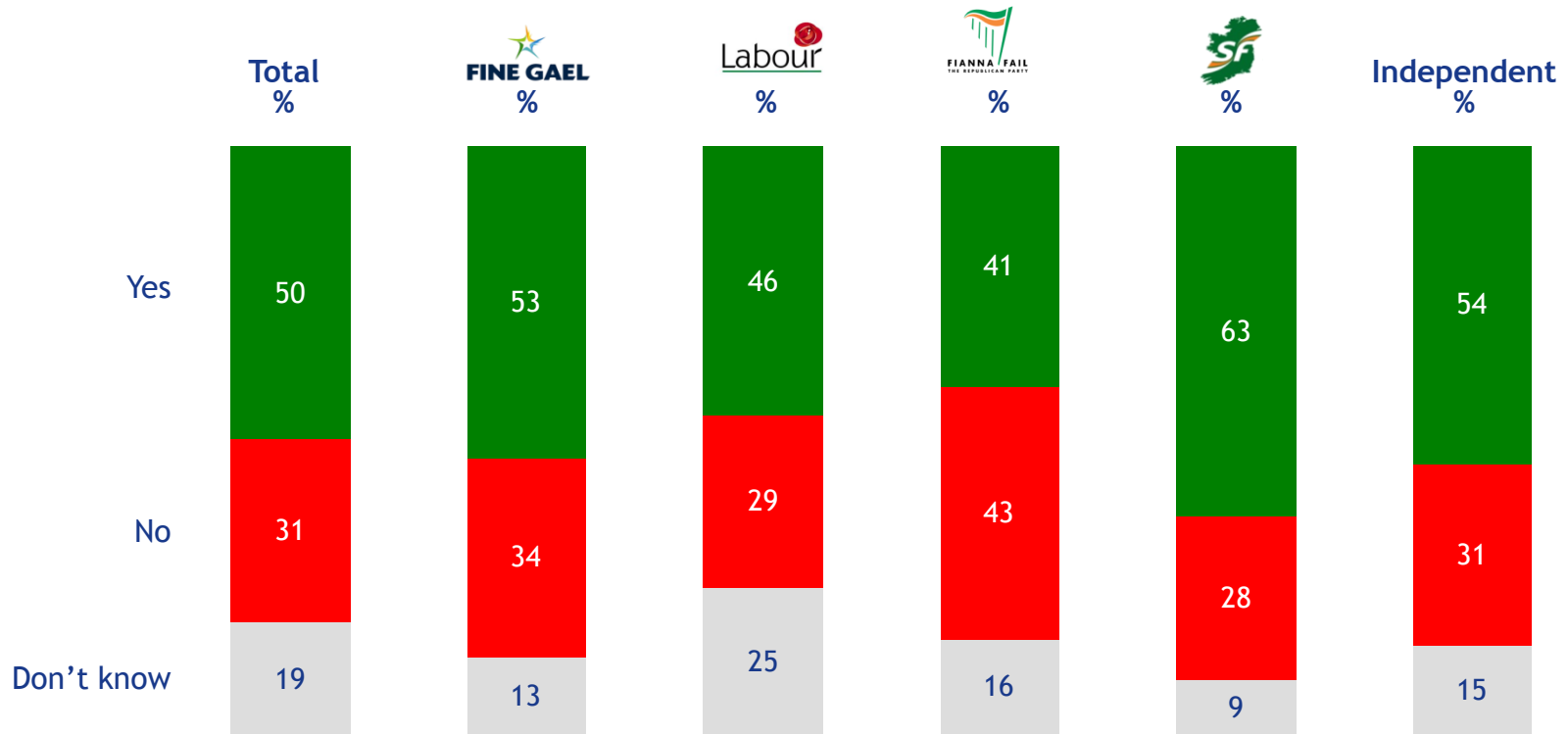


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Q5 Would you like to see Senator David Norris re-enter the Presidential race or not?

Fianna Fáil supporters were least satisfied with the decision not to stand a candidate - reflecting the argument within the party

(Base: likely voters)

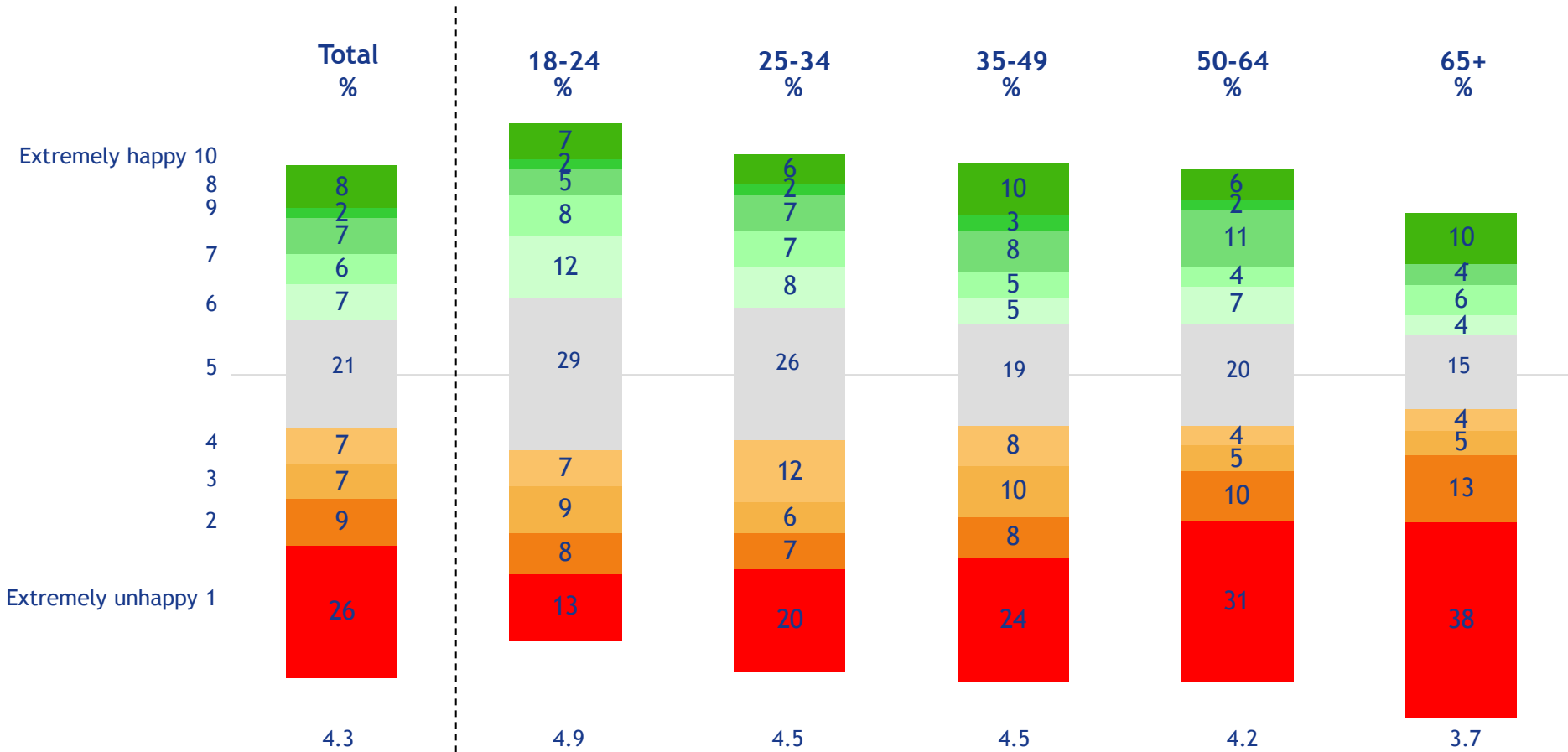


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Q6 Do you think Fianna Fail were right in their decision not to run a candidate in the presidential election, or not?

Opposition to Sinn Fein president increases with age

(Base: likely voters)

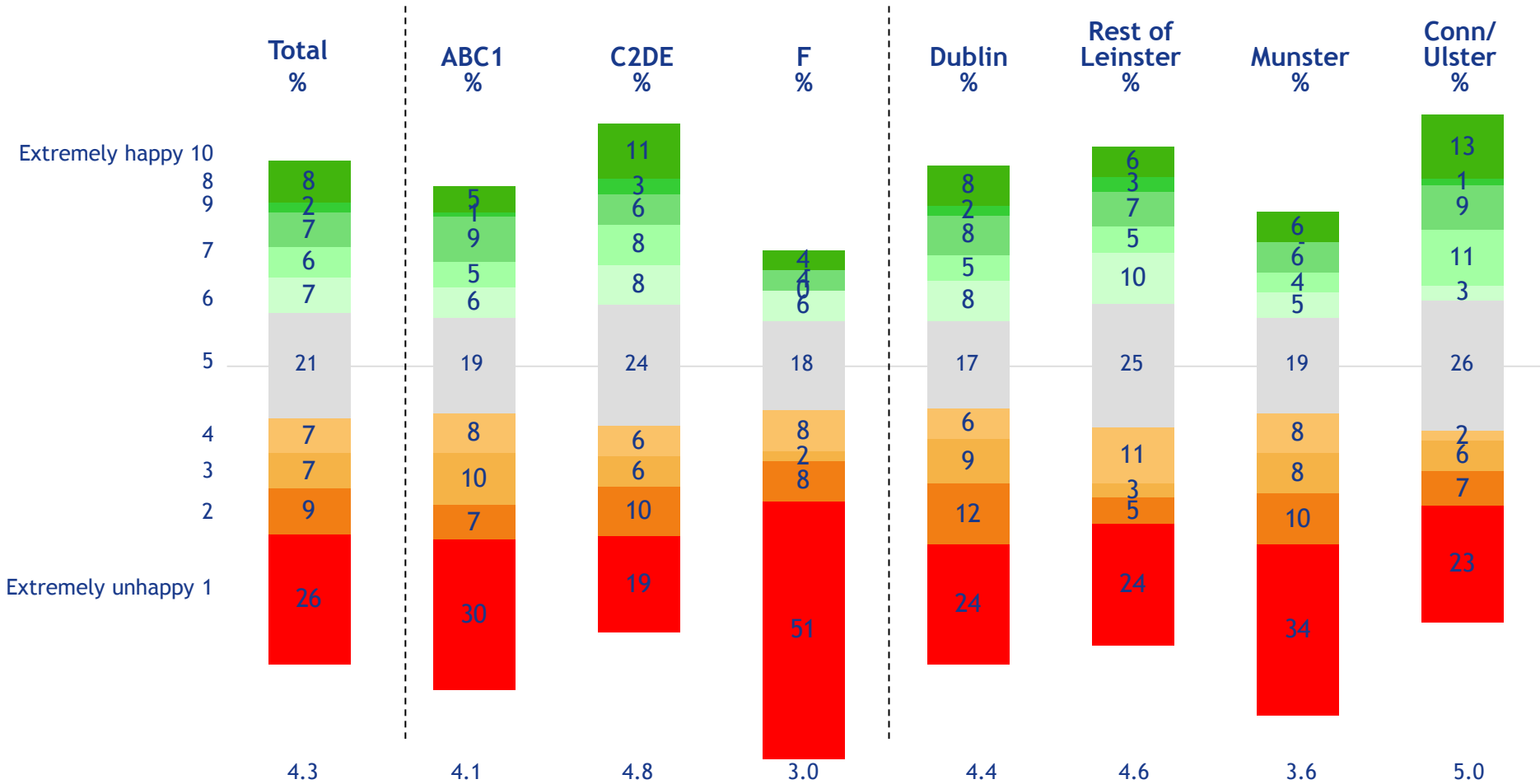


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Q7 How would you feel about a Sinn Fein Candidate winning the presidency
Please use a scale of 1-10 where 1 is extremely unhappy and 10 is extremely happy.

Strong social group divergence in attitudes to SF president

(Base:likely voters)

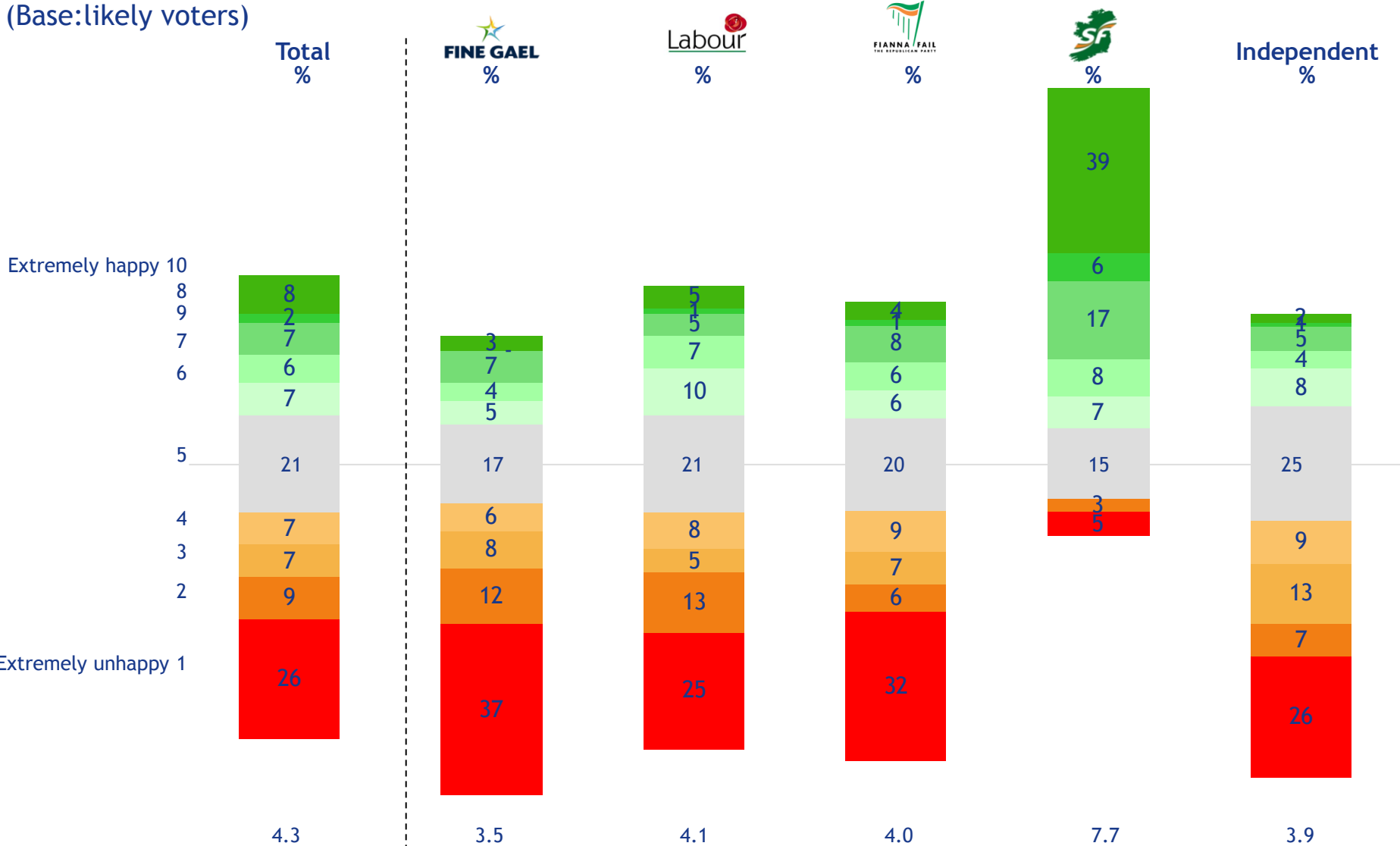


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Q7 How would you feel about a Sinn Fein Candidate winning the presidency
Please use a scale of 1-10 where 1 is extremely unhappy and 10 is extremely happy.

Opposition to SF president is strong with FF voters too

(Base: likely voters)

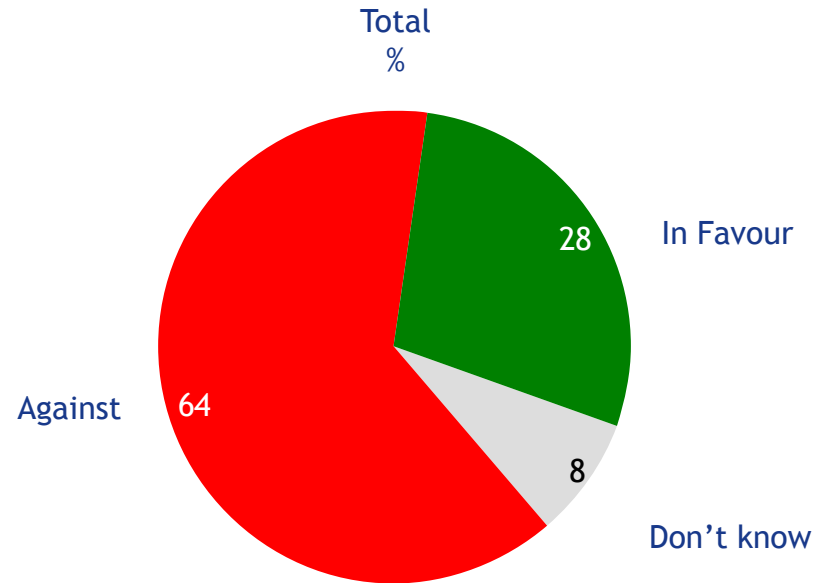


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Q7 How would you feel about a Sinn Fein Candidate winning the presidency
Please use a scale of 1-10 where 1 is extremely unhappy and 10 is extremely happy.

Despite popularity of McAleese, 2 in 3 do not favour third terms

(Base: likely voters)



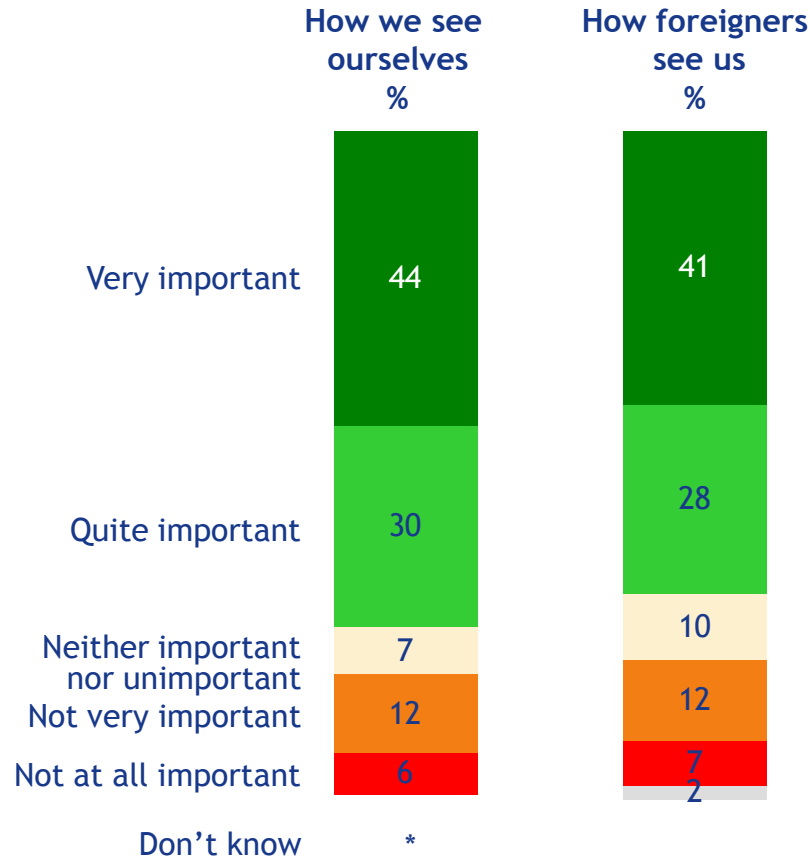
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Q8 Currently a president cannot serve more than two terms (14 years) in office, would you be in favour of or against allowing a president serve another 7 year term of office?

The election and our image as a country - at home and abroad

(Base:)

How important do you think the presidential election is to....

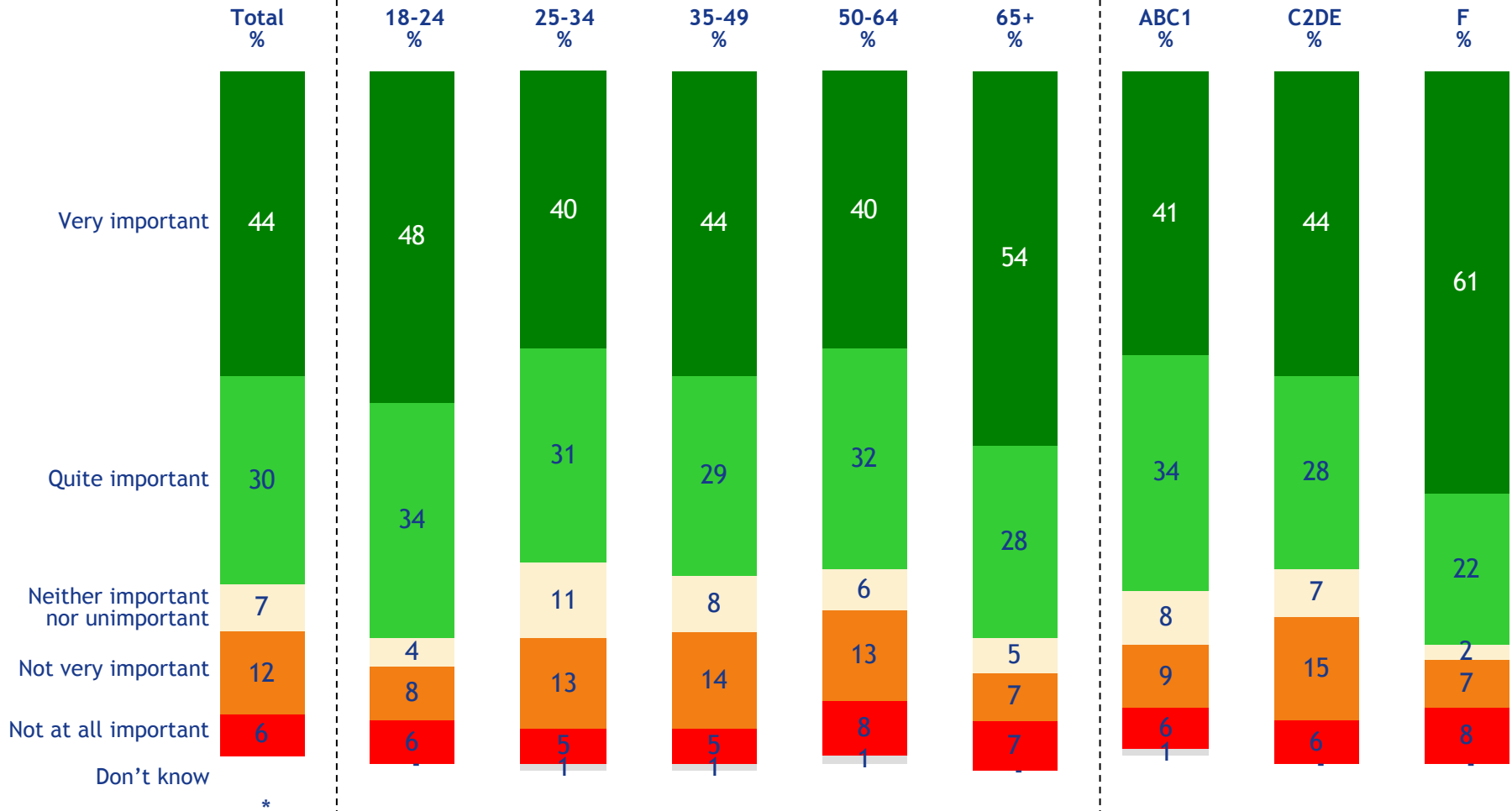


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Q9b How important do you think this presidential election is to how we/ foreigners see us as a country?

The election is important to our self image as country: say 3 in 4

(Base:likely voters)

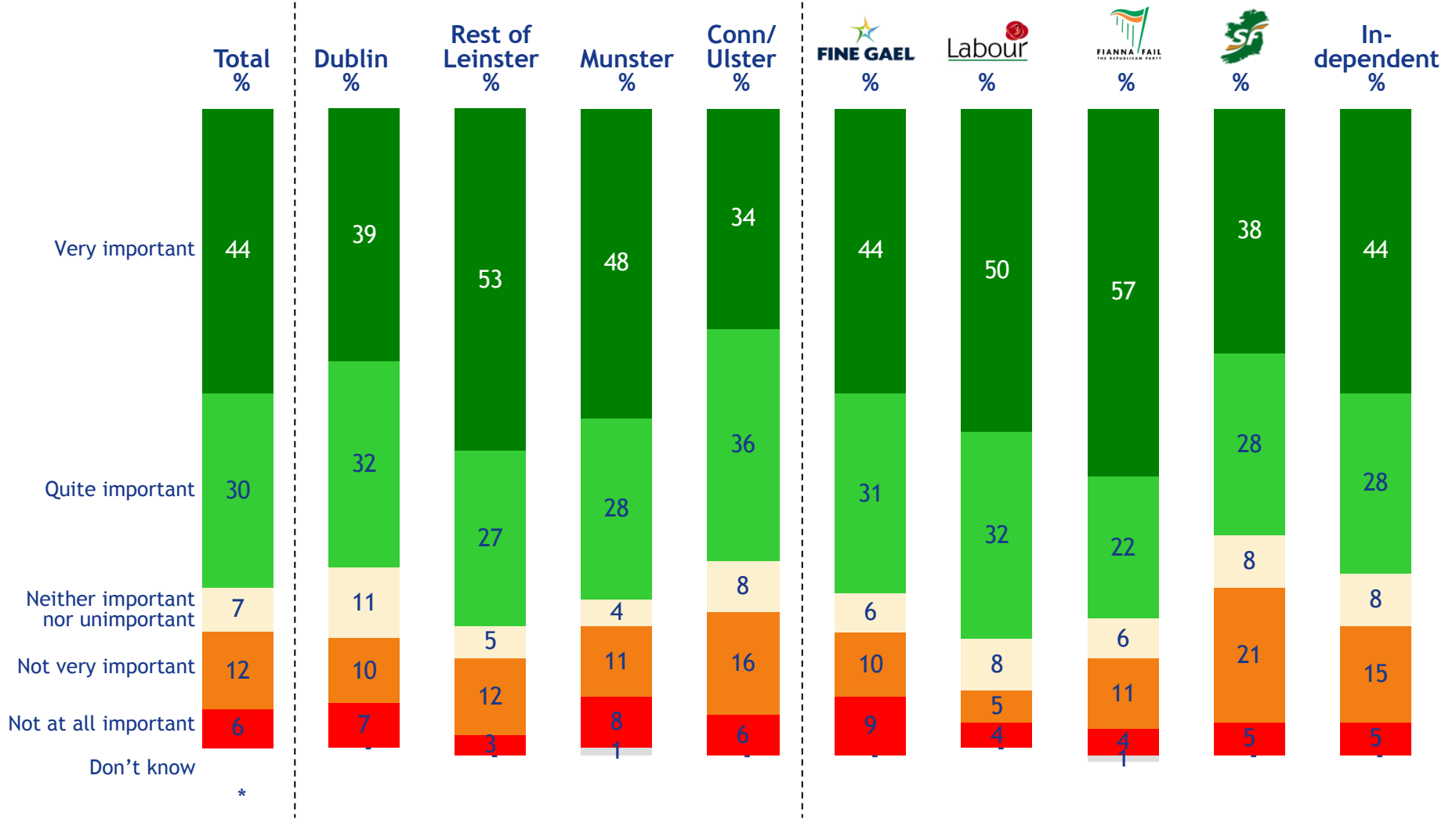


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Q9a How important do you think this presidential election is to how we see ourselves as a country?

Labour voters see it as particularly important...

(Base:)

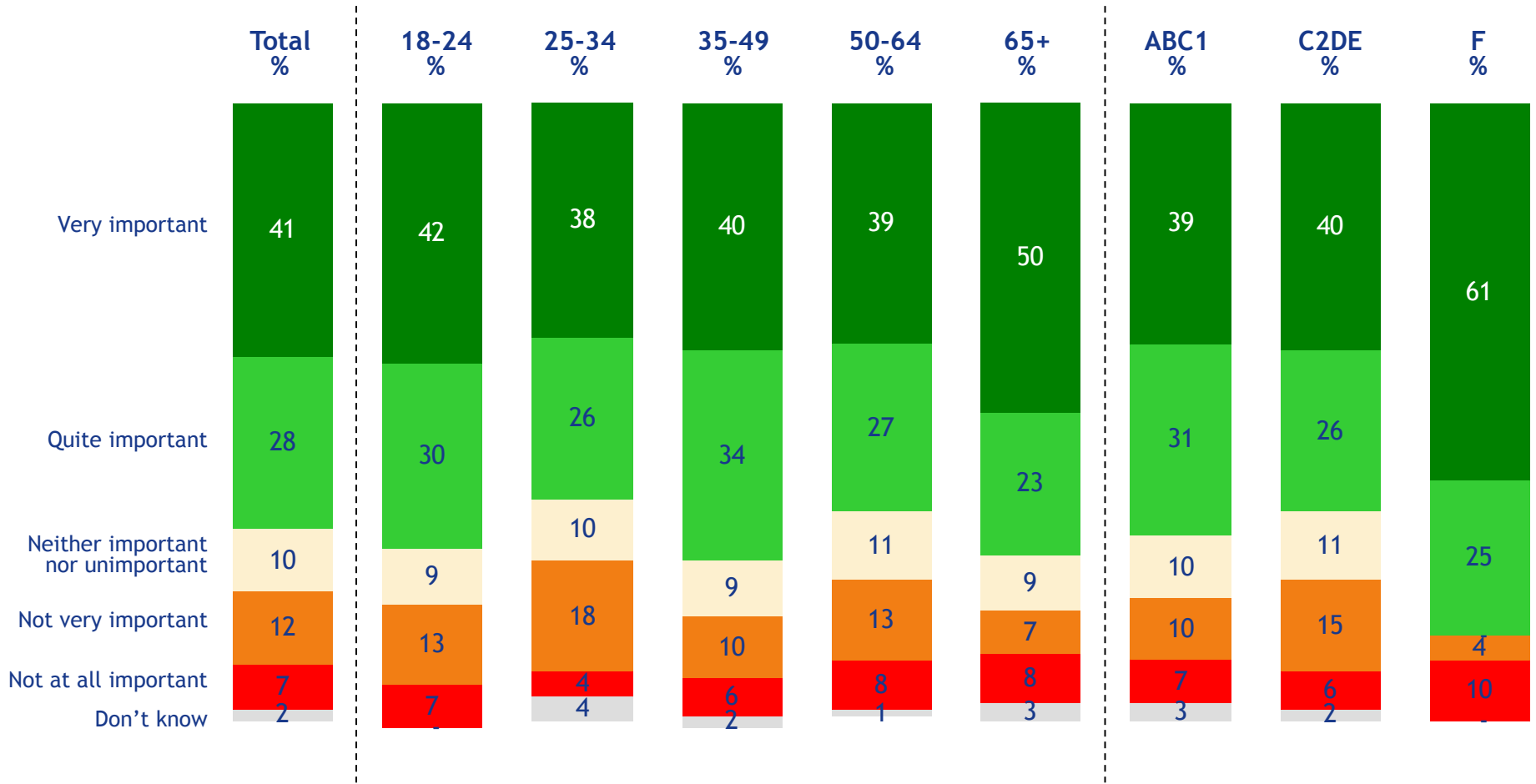


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Q9a How important do you think this presidential election is to how we see ourselves as a country?

The election is also important to how foreigners see us

(Base: likely voters)

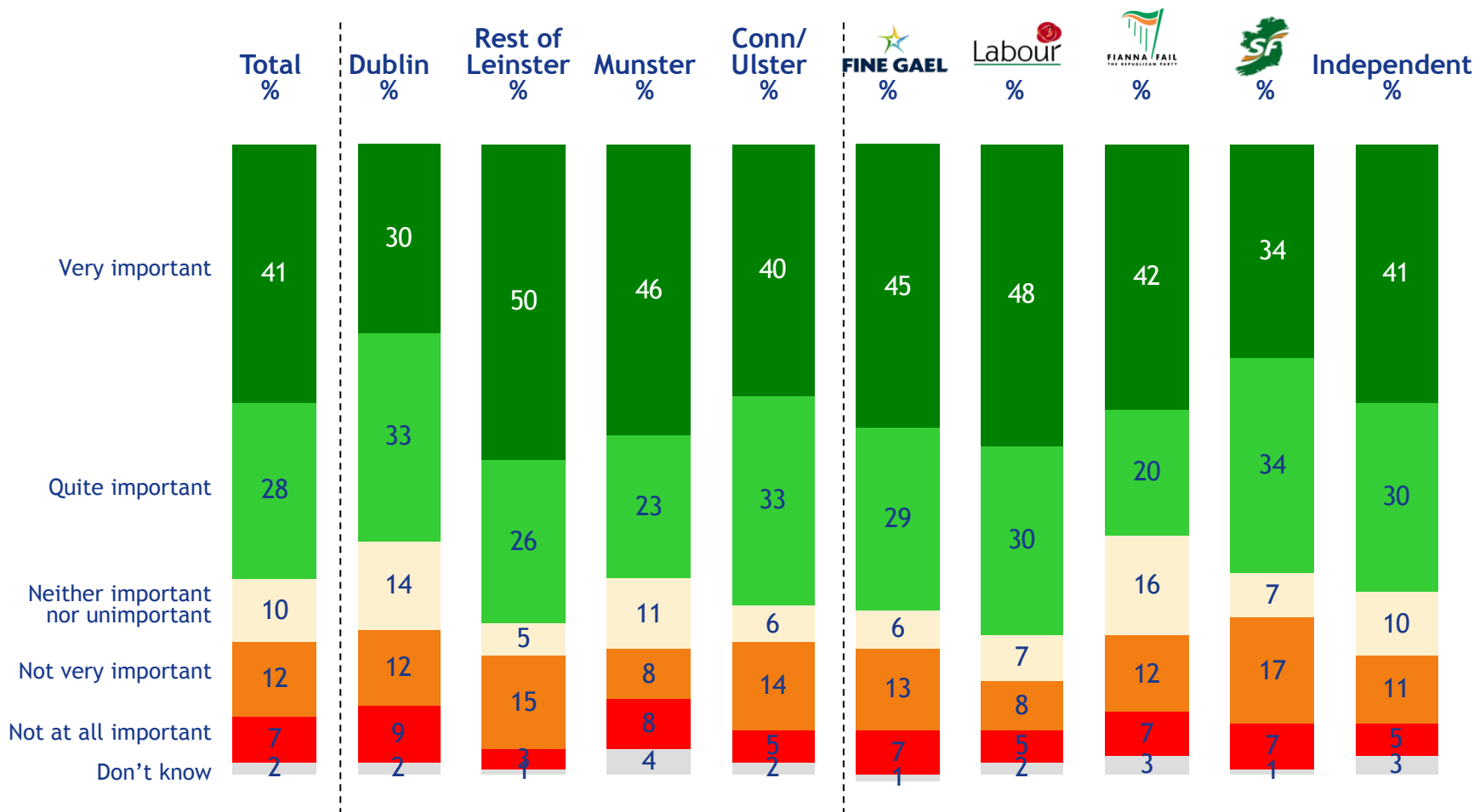


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Q9b How important do you think this presidential election is to how foreigners see us as a country?

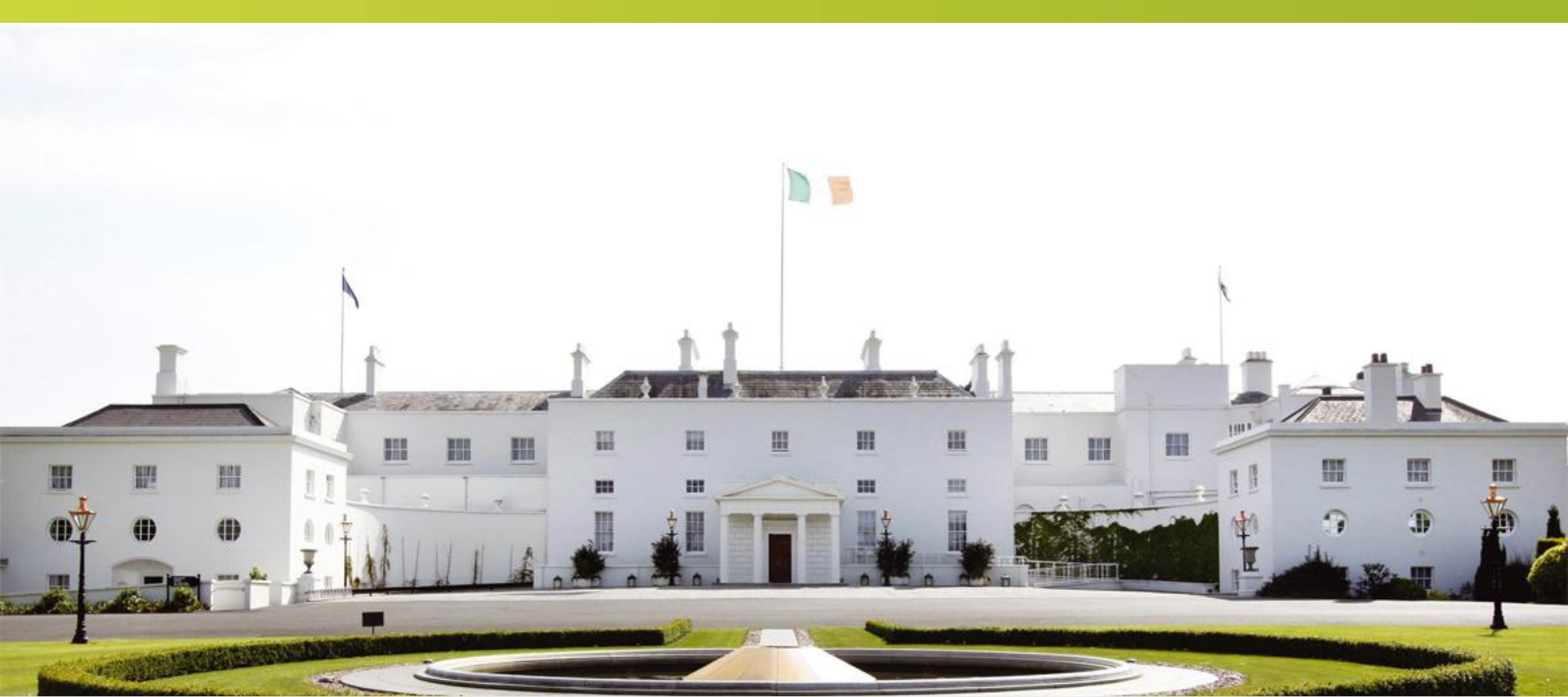
Labour and FG most likely to see election as important to foreigners

(Base: likely voters)



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Q9b How important do you think this presidential election is to how foreigners see us as a country?



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