

GE 2011 Transfer Analysis

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Methodology and Weighting

RED C interviewed a random sample of over 4,500 adults aged 18+ by telephone across four surveys between the 1st Feb and the 22nd Feb.

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.

Fine Gael gaining second preference transfers across the campaign

Evaluation of claimed second preference vote behaviour, allows us to try and better understand how transfers may pan out on Election Day. Across the four polls conducted in February by RED C we see Fine Gael on course to secure 28% of second preference votes, with strongest transfer coming from Labour candidates that are eliminated. Given that Labour are perhaps running two many candidates in some seats now, based on their national share this may help Fine Gael “second or third seat” candidates. It is also important to note that the trend across the four polls has been a gradually increasing second preference share for Fine Gael in line with their first preference trends.

Labour are the next highest beneficiary of transfers, securing 26% second preference share overall on average across the four polls, meaning they are almost as likely as Fine Gael to get transfers. This is well ahead of current first preference share and suggests a significant seat bonus. However their main supplier is Fine Gael first preference, and as such they would have to see a Fine Gael candidate eliminated to get this share of transfers. They do also get good transfers from Sinn Fein and Independent candidates, but it is behind that expected for Fine Gael. The Labour share of transfer has also been declining over the campaign.

Independent candidates take 22% of the second preference share, putting them in third place overall, but as there are so many candidates, this is likely to be fragmented down again to their own second preferences.

Fianna Fail secure just 11% of the second preference share, and this suggests they will not get any kind of seat bonus, with only their own candidates transferring at more than 10%. Their second preference share has also been declining throughout the campaign.

Sinn Fein secure an average 9% second preference share across the four polls, with the best transfers coming from Labour and Independent/Other parties. This share has been relatively stable throughout the campaign.

Finally, the Greens secure just 4% of second preferences, and will have to hope that they have done enough to persuade voters to at least put them further down the ballot sheet

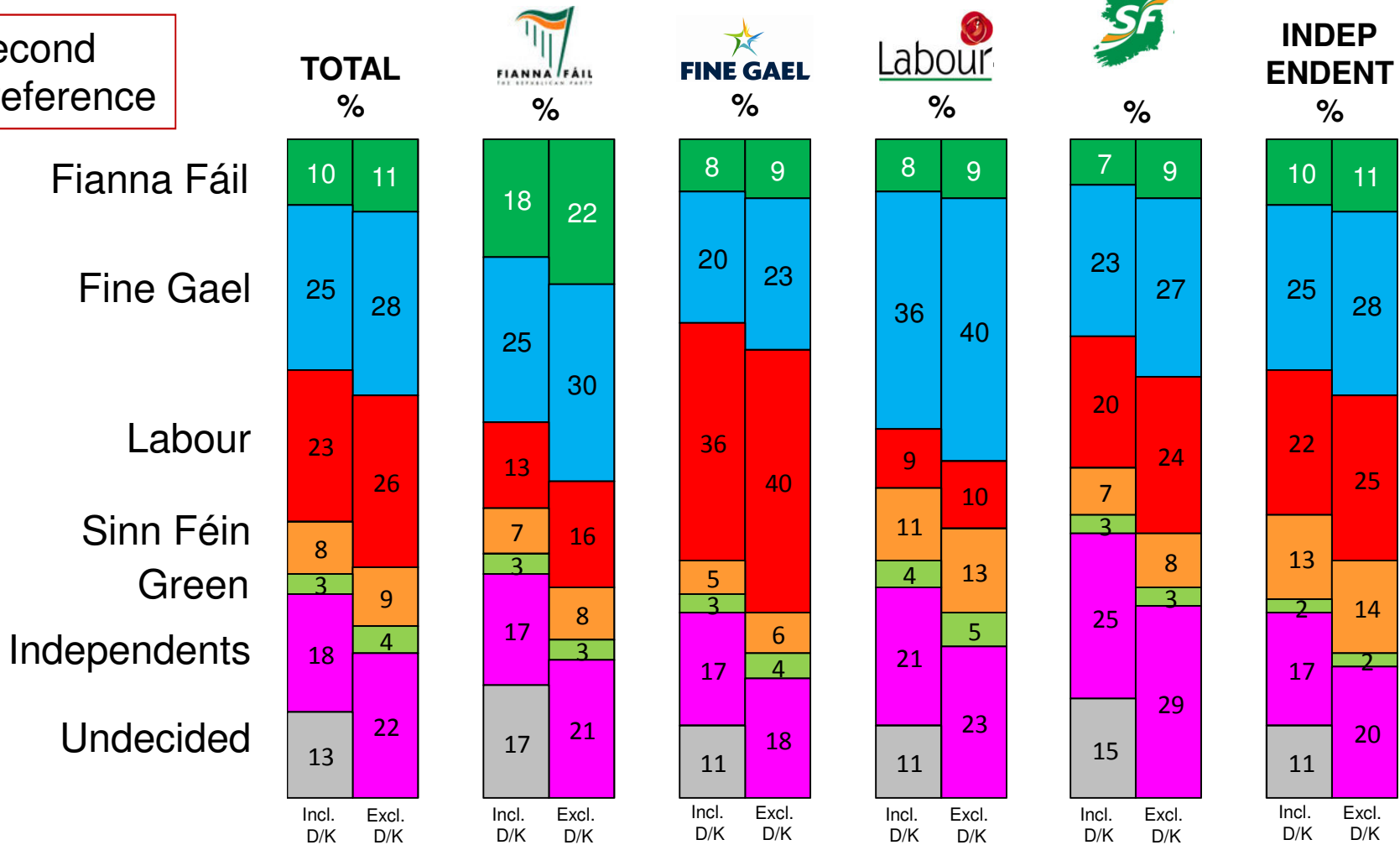
Second Preference among First preference voters GE2011 – Four Campaign Poll Average



(Base: All likely voters 18+ across 4 surveys – base 3432 likely voters expressing an intention to vote across polls published 6th, 13th, 20th & 23rd Feb)

First Preference

Second Preference



Second Preference among First preference voters GE2011



First Preference

Second Preference

