

Northern Ireland Assembly elections 2011 – campaign expenditure

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Table 1: Summary of spending at the Northern Ireland Assembly elections 2011

Party name	Constituencies contested	Spending limit	Payments made	Notional expenditure	Total
Alliance - Alliance Party of Northern Ireland	18	£306,000	£27,013	£1,580	£28,593
British National Party	3	£51,000	£2,931	£250	£3,181
Democratic Unionist Party - D.U.P.	18	£306,000	£84,014	£500	£84,514
Green Party	6	£102,000	£5,822	£0	£5,822
People Before Profit Alliance	4	£68,000	£343	£1,825	£2,168
Procapitalism	1	£17,000	£95	£0	£95
Progressive Unionist Party of Northern Ireland	1	£17,000	£310	£0	£310
SDLP (Social Democratic & Labour Party)	18	£306,000	£34,012	£4,250	£38,262
Sinn Féin	18	£306,000	£51,851	£0	£51,851
Socialist Party (Northern Ireland)	3	£51,000	£1,514	£0	£1,514
Traditional Unionist Voice - TUV	11	£187,000	£6,413	£0	£6,413
UK Independence Party (UK I P)	6	£102,000	£18,176	£0	£18,176
Ulster Unionist Party	17	£289,000	£96,495	£0	£96,495
Workers Party, The	4	£68,000	£3,264	£0	£3,264
			£332,252	£8,405	£340,657

Spending limits - £17,000 per constituency contested.

All figures in this document have been rounded to the nearest pound.

Table 2: Total spend at 2003, 2007 and 2011 Northern Ireland Assembly elections by party

Party name	2003	2007	2011
Alliance - Alliance Party of Northern Ireland	£24,631	£28,675	£28,593
Democratic Unionist Party - D.U.P.	£147,867	£88,816	£84,514
SDLP (Social Democratic & Labour Party)	£234,911	£201,604	£38,262
Sinn Féin	£28,766	£57,748	£51,851
Ulster Unionist Party	£170,912	£74,422	£96,495
Other parties	£41,160	£17,272	£40,942
Total	£648,247	£468,537	£338,489

Chart 1: Total spend at 2003, 2007 and 2011 Northern Ireland Assembly elections by party

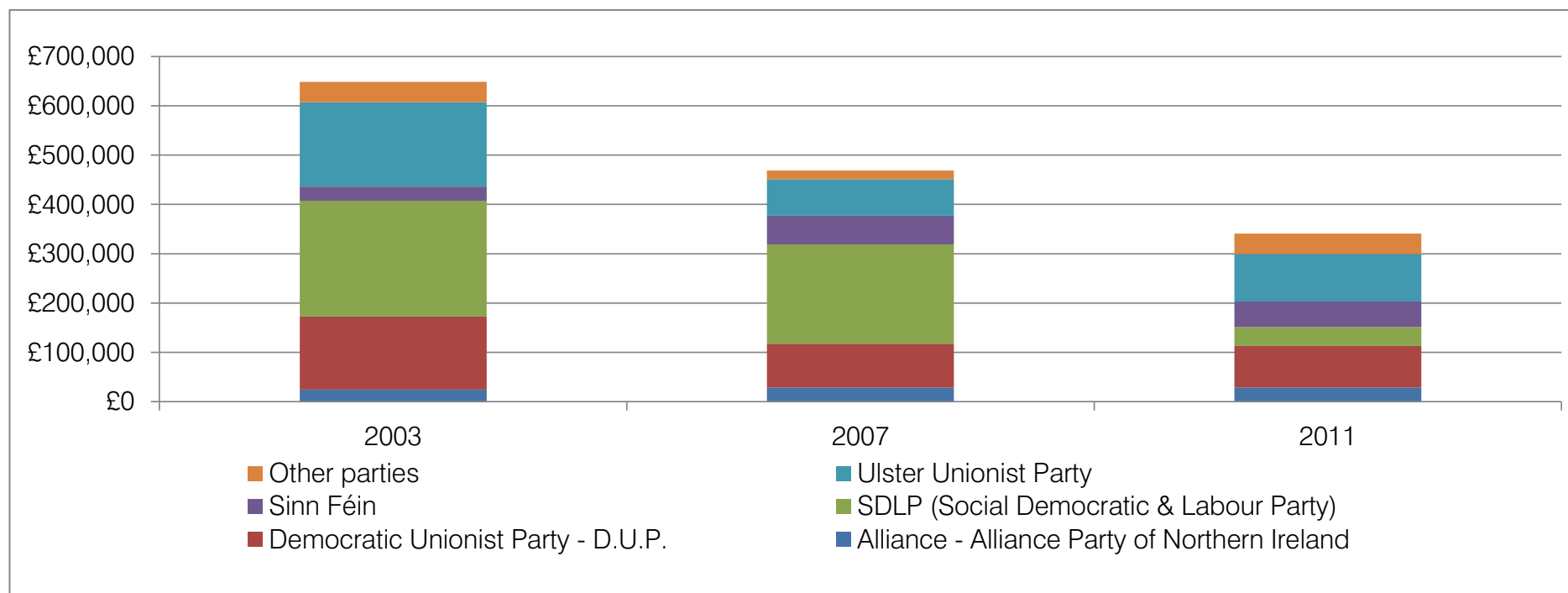


Table 3: Total spend at the Northern Ireland Assembly elections 2011 by category

Party name	A - Party Political Broadcasts	B - Advertising	C - Unsolicited material to electors	D - Manifesto/Party political documents	E - Market research/ Canvassing
Alliance - Alliance Party of Northern Ireland	£10,040	£10,577	£1,739	£1,494	£0
Democratic Unionist Party - D.U.P.	£31,560	£17,919	£22,466	£2,020	£0
SDLP (Social Democratic & Labour Party)	£5,965	£2,895	£21,166	£3,396	£0
Sinn Féin	£11,778	£25,277	£9,887	£1,600	£0
Ulster Unionist Party	£26,848	£25,561	£0	£7,518	£0
Other parties	£15,722.32	£14,180.32	£1,894	£2,485	£0
Total	£101,913	£96,409	£57,152	£18,514	£0

Party name	F - Media	G - Transport	H - Rallies and other events	I - Overheads and general administration	Total
Alliance - Alliance Party of Northern Ireland	£300	£0	£4,293	£150	£28,593
Democratic Unionist Party - D.U.P.	£4,800	£0	£5,249	£500	£84,514
SDLP (Social Democratic & Labour Party)	£0	£100	£1,664	£3,076	£38,262
Sinn Féin	£3,200	£0	£0	£109	£51,851
Ulster Unionist Party	£14,140	£1,350	£1,929	£19,149	£96,495
Other parties	£118	£1,567	£580	£4,295	£38,774
Total	£22,558	£3,017	£13,714	£27,280	

Chart 2: Total spend at the Northern Ireland Assembly elections 2011 by category

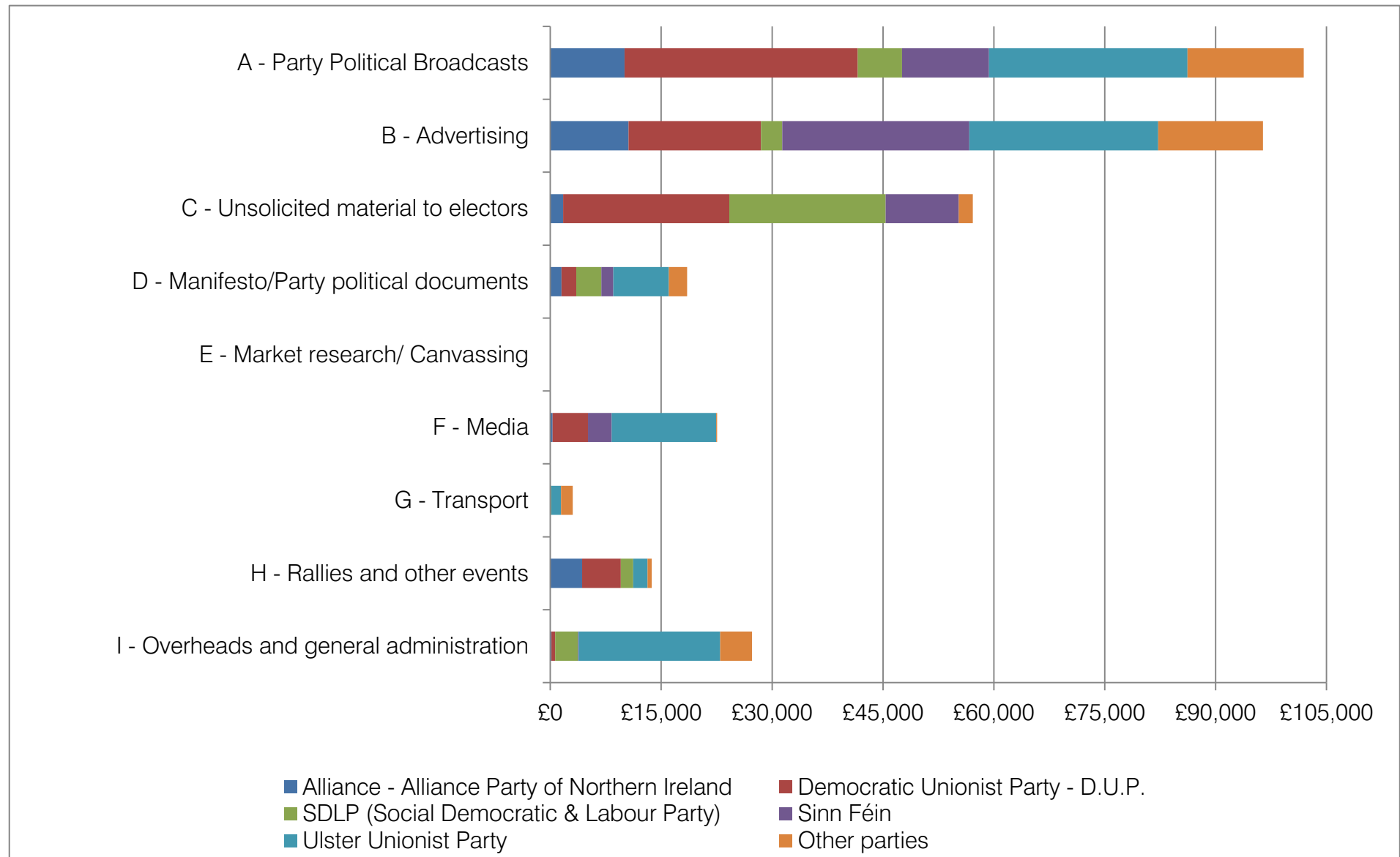


Table 4: Total spend at 2003, 2007 and 2011 Northern Ireland Assembly elections by category

Election year	A - Party Political Broadcasts	B - Advertising	C - Unsolicited material to electors	D - Manifesto/ Party political documents	E - Market research/ Canvassing
2003	£108,824	£263,414	£8,093	£92,633	£22,861
2007	£79,695	£247,390	£1,485	£28,755	£44,169
2011	£101,912.92	£96,409.46	£57,152	£18,514	£0

Election year	F - Media	G - Transport	H - Rallies and other events	I - Overheads and general administration	Total
2003	£94,369	£33,844	£8,334	£15,873	£648,247
2007	£16,665	£8,647	£22,332	£19,399	£468,537
2011	£22,557.67	£3,117	£13,564	£27,280	£338,489

Chart 3: Total spend at 2003, 2007 and 2011 Northern Ireland Assembly elections by category

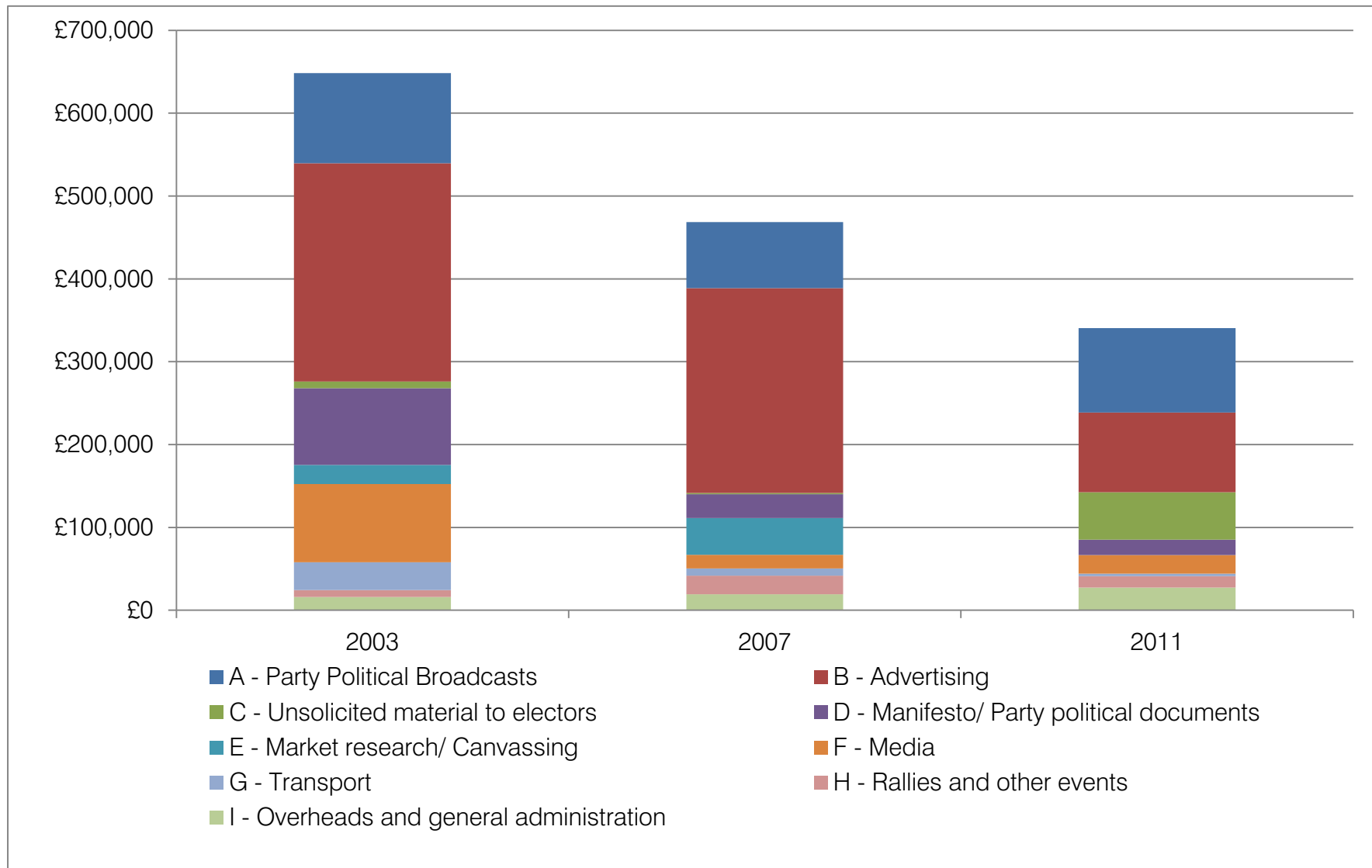
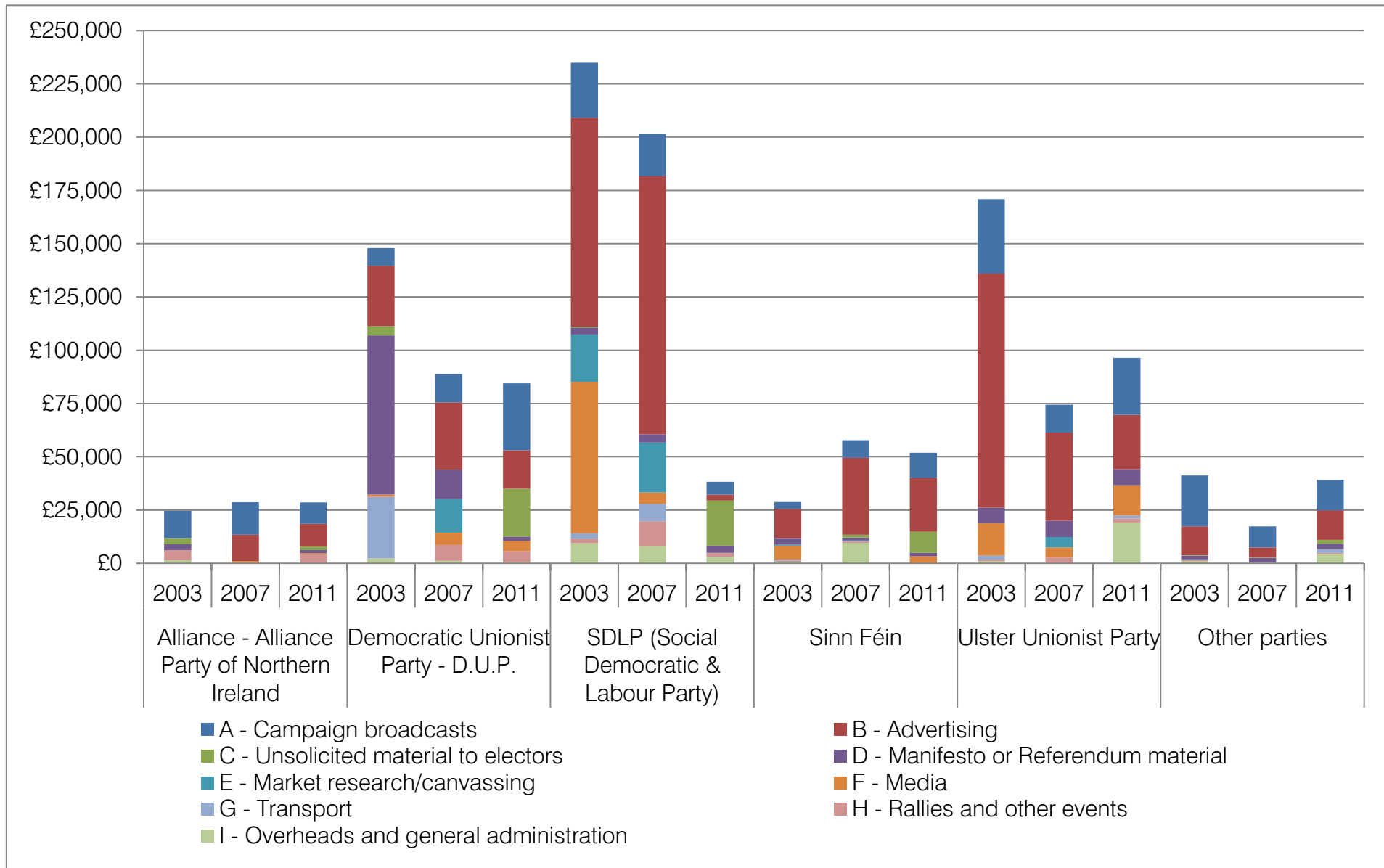


Chart 4: Total spend at 2003, 2007 and 2011 Northern Ireland Assembly elections by party and category



Glossary

Regulated period

In the run-up to some elections, there is a set 'regulated period'. During this period, campaign spending limits and rules apply. For the 2011 devolved elections, the regulated period ran from 6 January 2011 to polling day on 5 May.

Campaign spending

Party spending on certain activities to promote itself, or criticise other parties, during the regulated period.

Campaign broadcasts

Spending on party political broadcasts, including agency fees, design and any other associated costs.

Advertising

Advertising of any kind, such as banners, websites or Youtube videos.

Unsolicited material to electors

Spending on producing and sending letters or leaflets to voters which aren't in response to specific queries.

Manifesto or policy documents

Spending on producing and disseminating any documents setting out party policies.

Market research/canvassing

Any research undertaken to gather information on voter's views or intentions.

Media

Spending on press conferences or any other dealings with the media.

Transport

Transport costs in connection with the party's campaign.

Rallies or other events

Spending on party rallies or events, including the costs of people's attendance and any goods or services provided.

Overheads and general administration.

General day-to-day or administrative costs, such as phone bills or equipment hire.

For more information on campaign spending, please visit the Guidance section of our website at:

www.electoralcommission.org.uk/guidance/resources-for-those-we-regulate/parties/reporting-campaign-expenditure