



EU Referendum Opinion Poll

8th June 2008

Prepared for

THE SUNDAY BUSINESS POST

RESEARCH EVALUATION DIRECTION CLARITY

Must be Included



RED C interviewed a random sample of 1006 adults aged 18+ by telephone between the 30th May & 4th June 2008. Interviews were conducted across the country and the results weighted to the profile of all adults.

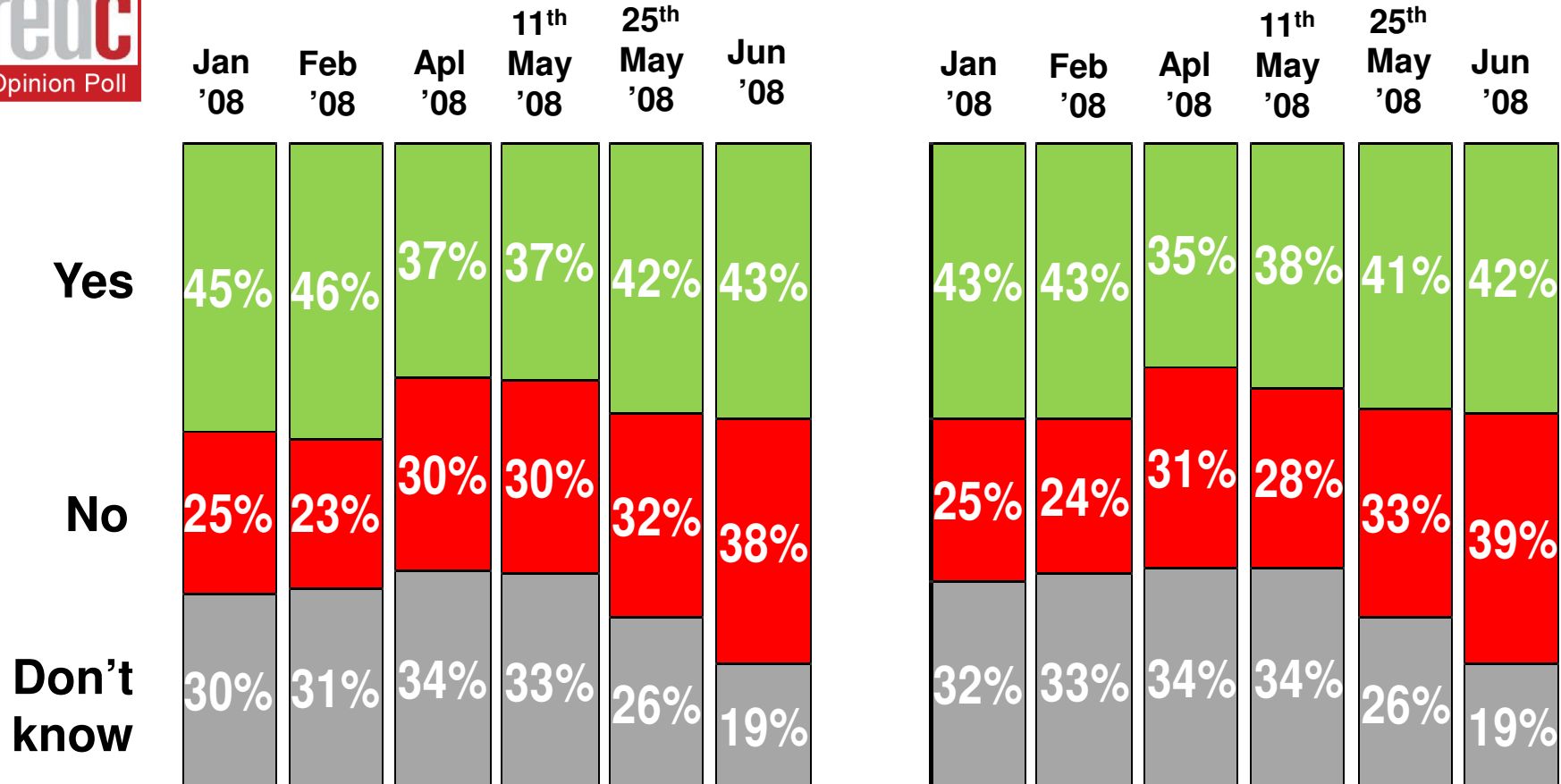
In 2008, Ireland will hold a referendum to ratify the European Union Reform Treaty. If there were a referendum tomorrow, would you vote for Ireland to sign up to the Reform Treaty or not?

(Base: All adults 18+)



All Adults 18+

All Irish Citizens



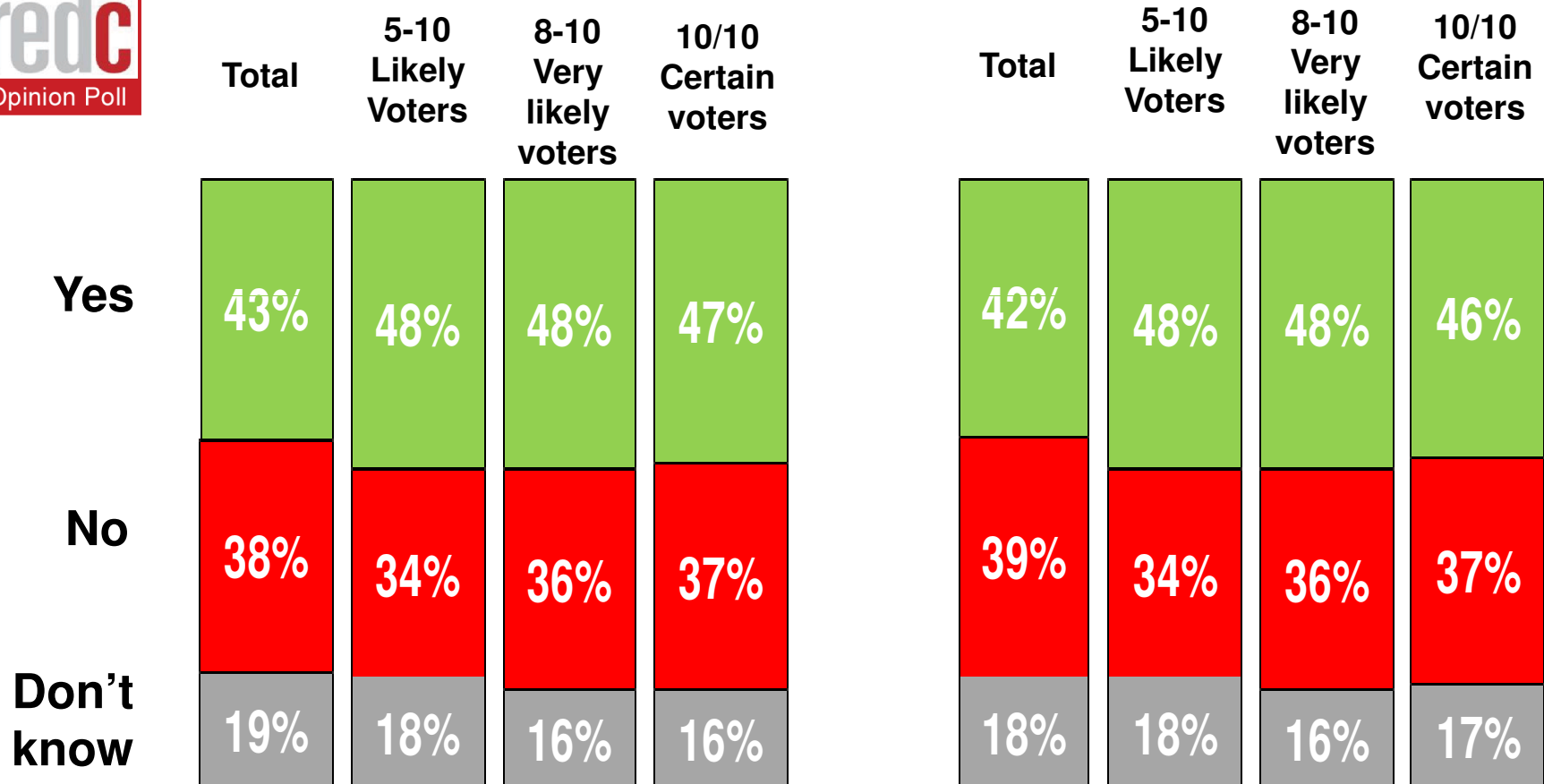
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Treaty Vote Comes Down to the Wire

The last Sunday Business Post/RED C poll on voting intentions before the Lisbon Treaty Referendum, leaves us unsure of the final outcome of the vote on Thursday, so close are the results.

Initial analysis suggests that the gap between Yes and No camps has closed even further in today's poll, leaving the race wide open. The Yes camp secure almost the same proportion of voters as they did two weeks ago, with 42% of all Irish Citizens claiming they will vote Yes, an increase of just 1%. At the same time the No camp's share of the vote has jumped by 6% in the past two weeks, with 39% of all Irish Citizens claiming that they will vote NO. This leaves just 19% of all voters still undecided a week before polling day.

If this 19% who are undecided were to vote in the same way as those who currently declare an opinion, the referendum would just be carried by 52% voting in favour of the Treaty and 48% voting against. But this is really too close to call based on the poll being taken a full week before polling day and the fact that sample error is + or – 3%.

The momentum also appears to be with the No campaigners, as the trend over the past four weeks has seen them increase their declared share of the vote by a massive 10%, while the Yes campaigners have only made 4% gains in the same time period. If this trend continues for another week the No camp may do enough to stop the ratification.

However, turnout on Referendum polling days is historically low, with just 35% turnout for the Nice Treaty referendum in 2001. It is therefore unlikely that all voters will go and vote next Thursday. To try and overcome this we ask voters how likely they are to vote on a 10 point scale, where 1 means not at all likely and 10 means extremely likely. We can then look at vote intention by those more likely to vote to take into account low voter interest.

If we look at those who give a score of five or more out of ten or "likely voters", the picture for the Yes camp becomes a little better. Among this group 48% claim they will vote Yes and just 34% suggest they will vote No, a lead of 58% to 42% when D/K's are reallocated, which should see the Treaty ratified. However, this still includes 80% of all voters which would still be a very high turnout.



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If we therefore look at only those who say they are certain to vote, by scoring 10 out of 10 on our likelihood to vote scale, we end up with a turnout of approximately 55%, which is closer to likely reality. The vote intention among these certain voters also favours the Yes camp, but not as strongly, with 46% claiming they will vote to ratify the treaty and 37% claiming they will vote against it. This would mean the vote would be carried by 55% to 45%, were the 17% still undecided to fall out in the same proportions.

It is those undecided voters however that will be crucial to either camp. Don't forget that while they are undecided, they also claim to be certain to vote. With the contest so closely balanced each of those still undecided but certain to vote citizens will be vital to the final outcome.

The negative impact of vote intention on the No campaign also suggests that while they appear to be winning much of the arguments in key undecided voter groups, they now need to persuade these voters to bother to vote on polling day. In particular those in younger age groups and more deprived socio economic groups.

The tight outcome of the poll suggests that the final days campaigning remains vital for both sides to achieve their aims.