



# Same Sex Marriage Referendum Opinion Poll

26<sup>th</sup> April 2015



# Methodology and Weighting

- RED C interviewed a random sample of 1,006 adults aged 18+ by telephone between the 20<sup>th</sup> – 22<sup>nd</sup> April 2015.
- 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.
- 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 opinion polling guidelines set out by both ESOMAR and AIMRO.



# Referendum Not Secure

Today is the first poll of the Same Sex Referendum campaign proper and is a real wake up call for the “Yes” campaigners. There has been a strong shift in support away from those saying they will vote Yes, towards those suggesting they are unsure how they will vote. This is not good news for those campaigning for a yes vote.

The proportion of all voters now saying they are sure to vote Yes has fallen by 8%, with an increase in both those saying they will vote No and those who claim to be undecided.

In total 68% of all voters claim they will support the Referendum (down 8%), 22% of voters claim they will vote NO (up 3%), and 10% are now undecided (up 5%). When looking just at likely voters, and excluding those who are undecided, this still leaves 78% supporting the Referendum.

However, past referendums have shown that those who claim to be unsure how they will vote running up to a referendum, are far more likely to end up voting No. They vote for the “status quo” rather than any change, as this way they keep to what they know.

In this case it is even more likely they will vote No, as they appear to have switched from originally saying they will vote yes until they heard some of the arguments. Given the strength of media coverage for Yes vote, and the fact that they have changed their mind, these voters are also likely to be “shy” to tell us they plan to vote No. If all those who claim to be undecided were to vote No, then support falls back to 72%, with 28% either voting No or Undecided.

Likelihood to vote No or be unsure how they will vote appears to increase with age, with the majority (55%) of those aged 65+ now either voting against the Referendum change or unsure how they will vote.

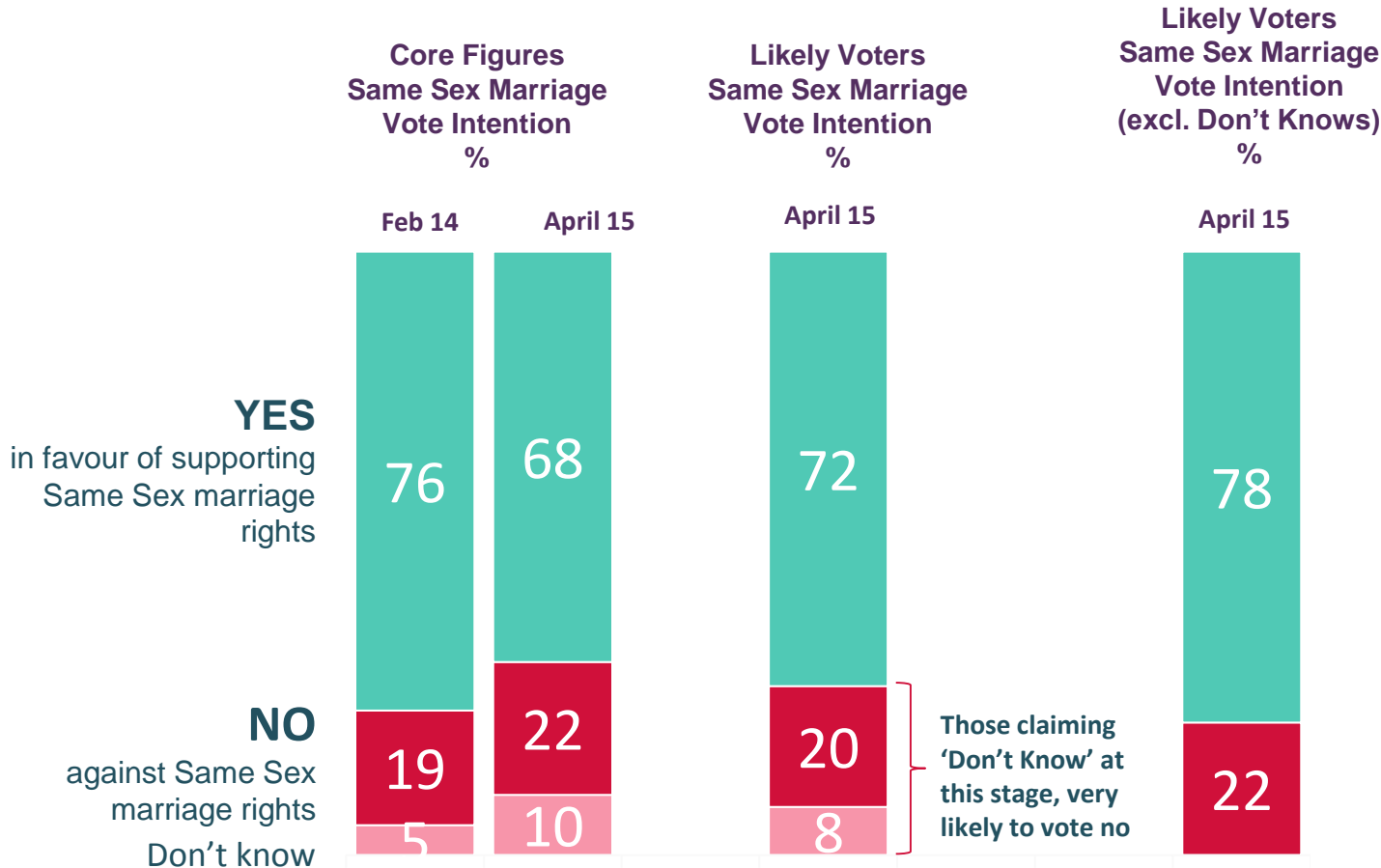
Over and above this fall in support, our analysis shows that a significant proportion of the remaining Yes vote is also relatively soft. When asked about attitudes towards issues surrounding the vote, it is clear that many still have some reservations about changing the constitution.

In a worst case scenario around 1 in 3 Yes voters still claim to have some reservations about issues in the referendum. That leaves just 45% of all likely voters as “secure” in the Yes camp. Of course not all those with reservations will necessarily vote No, however if they did the referendum would be lost, showing that this referendum is potentially far closer than topline figures suggest.

# Vote Intention for Same Sex Marriage Referendum

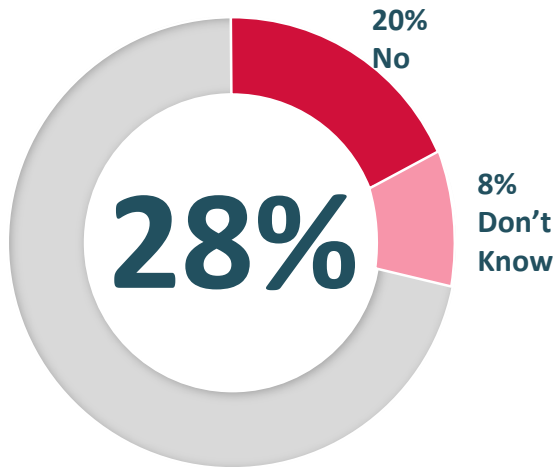
(Base: All Adults aged 18+ - 1,006)

The referendum to vote for a proposed amendment to the Constitution to provide for Same Sex Marriage is being held in May. If this referendum was to be held tomorrow would you vote Yes in favour of supporting Same Sex Marriage in the constitution or No against recognising Same Sex marriage?

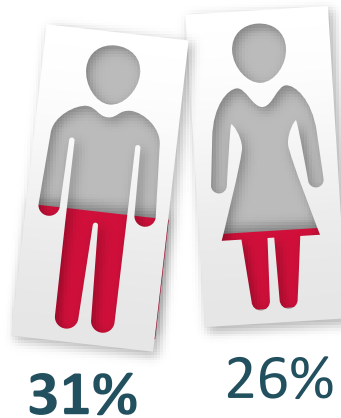


# Who are the 'No'/'Don't Know' Voters in the Same Sex Referendum?

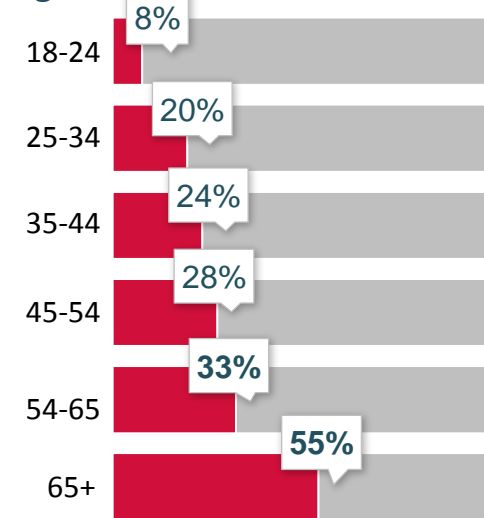
(Base: All Likely Voters aged 18+)



## Gender



## Age



## Social Class

Higher Social Grades: 21%



Lower Social Grades: 32%



## Party Support

 **FINE GAEL** 27%

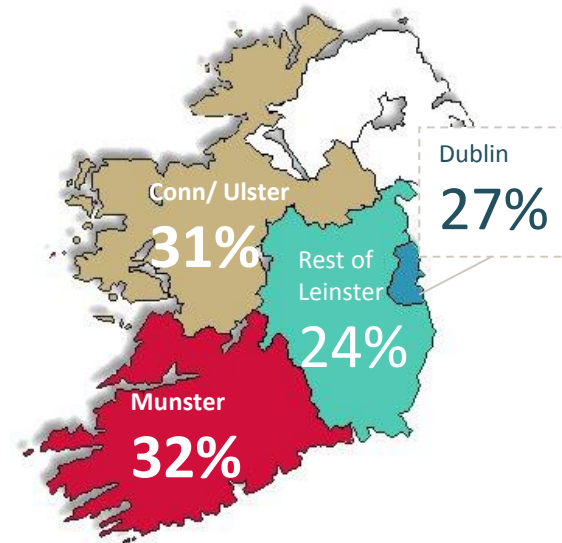
 **Labour** 15%

 **FIANNA FÁIL** 40%

 **SF** 26%

**Independents** 25%

## Region



# Attitude to Same Sex Marriage

(Base: All Adults aged 18+ - 1,006)

**% Disagree**

**% Agree**

**%  
Neither  
Agree or  
Disagree**

Same sex civil marriage is a matter of fairness and equality for all citizens



Children have always been central to marriage. It is inappropriate for children to be raised by gay couples



Providing access to civil marriage is not about getting married in a church and has nothing to do with religion.



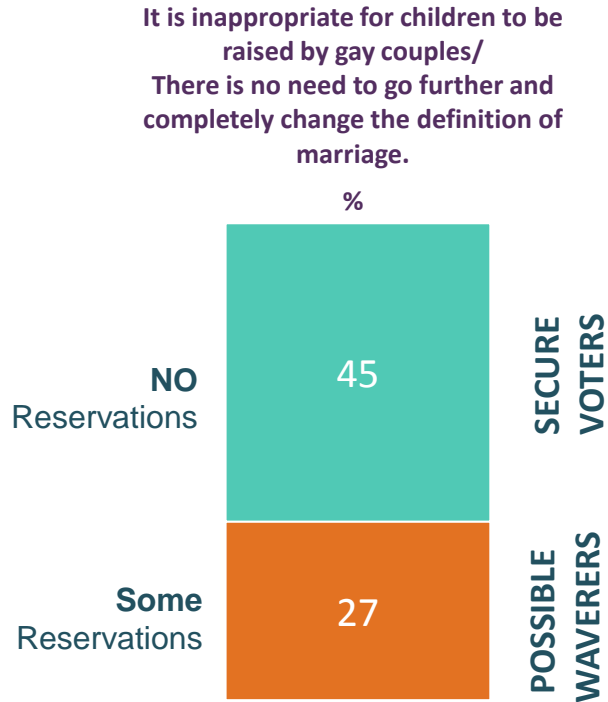
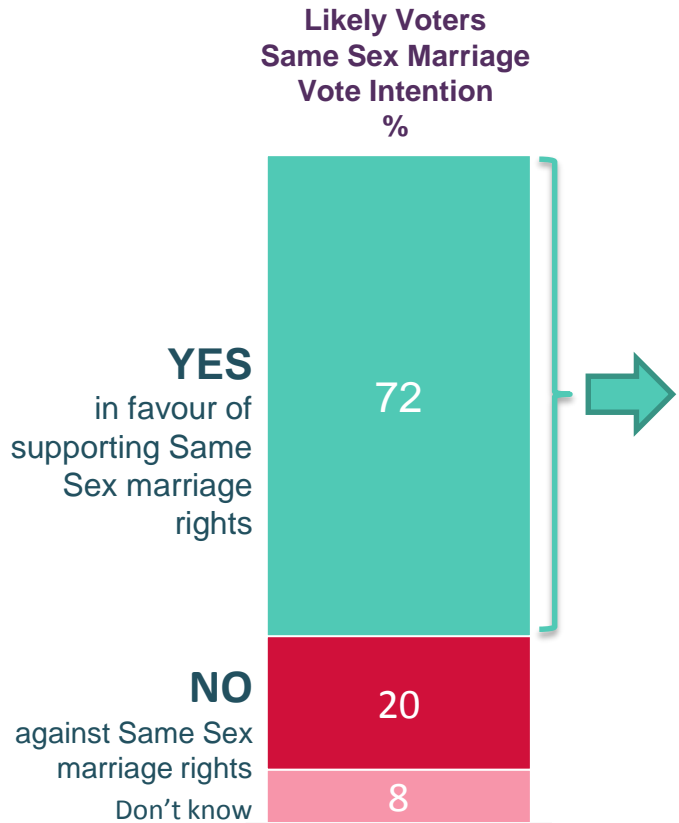
Same sex couples have full legal protection and can enter state-recognised civil-partnerships. There is no need to go further and completely change the definition of marriage.



**REDC**

# How secure is the Yes vote?

(Base: All Likely Voters aged 18+)



Reservations still evident for 1 in 3 'yes' Voters.