



# Children's Referendum Poll

18<sup>th</sup> Oct 2012

Prepared for the  
National Youth Council  
of Ireland



Job No: 52012

# Methodology and Weighting

- 1003 interviews were conducted between the 15<sup>th</sup> – 17<sup>th</sup> October among all adults, with 931 Irish Citizens – providing a sample error of + or – 3%.
- 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.
- In all aspects the poll was conducted to the standards set out by AIMRO (the Association of Irish Market Research Organisations) and ESOMAR (the European Society of Marketing and Research)
- Throughout the report we have used the following notations:

Higher than average



Lower than average



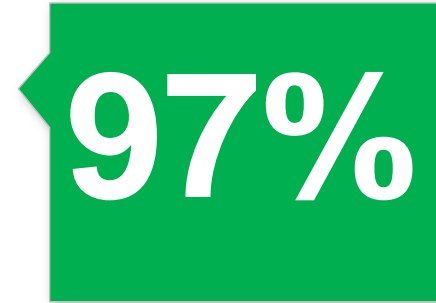
- Voting intentions are high for the referendum on 10<sup>th</sup> November with over 6 in 10 claiming they ‘definitely will vote’.
- Support for the referendum is also high with 74% of those likely to vote intending to vote yes – highest among over 55s, Munster residents, and those with children under 16 at home.
- Despite this, overall knowledge about the referendum is low with the average level of knowledge claimed at just 4 out of 10.

# The Children's Referendum

# Irish Citizen

Only those who are registered Irish Citizens can vote in any Referendum. As such the first question we ask is if someone is and Irish citizen or not .

(Base: All adults 18+ – 1003)



**Of the Irish population aged 18+ are registered as Irish Citizens**

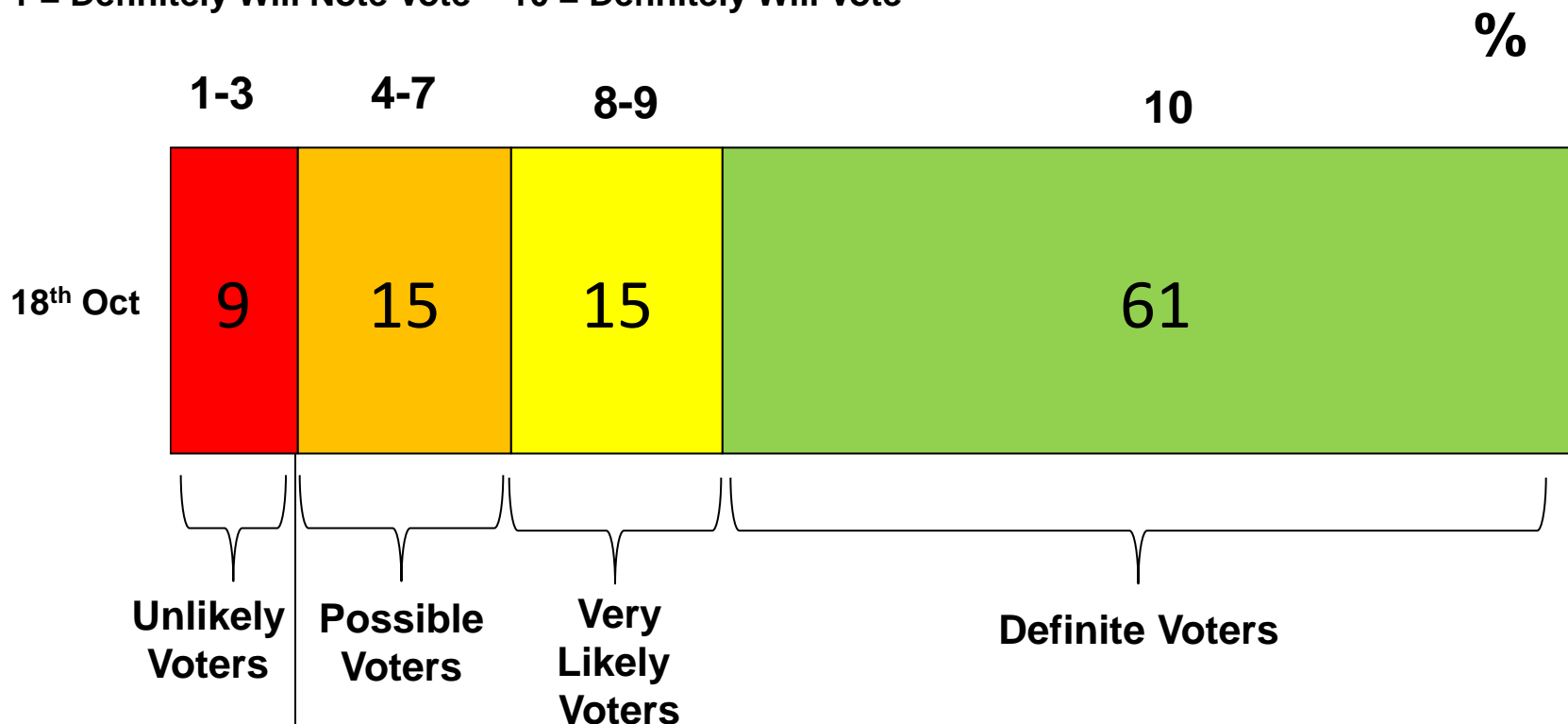
# Likelihood to Vote in Children's Treaty Referendum

(Base: All Irish Citizens 18+ - 931)



*In any one referendum, turnout might be at only around 60% of all eligible to vote. It is important therefore that we control our voting intention questions by how likely people are to vote. RED C ask respondents to say how likely it is that they will go and vote using a ten point scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote. We then exclude anyone who gives a score of 1-3 from our voting intention calculations, as these people will not vote in an election anyway.*

**1 = Definitely Will Not Vote – 10 = Definitely Will Vote**



Following charts are based on possible, likely and definite voters.



# Vote Intention for the Children's Referendum

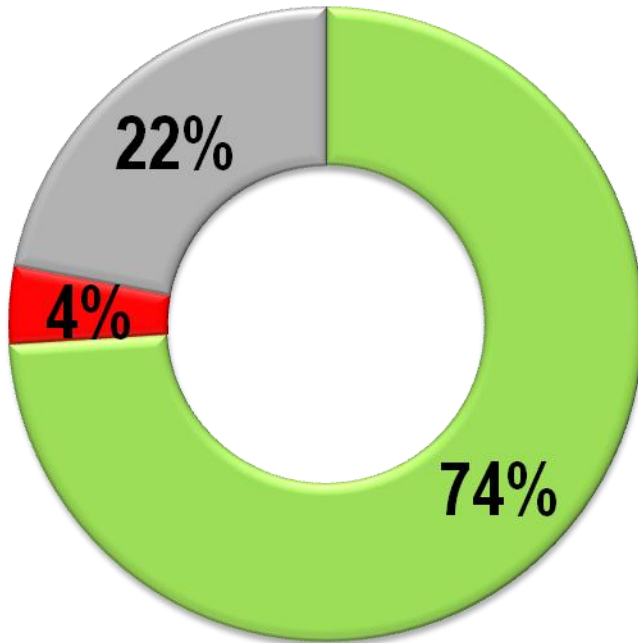
(Base: All Irish Citizens 18+ Likely To Vote – 853)

On Saturday 10<sup>th</sup> of November there will be a referendum to amend the Irish constitution with a new article regarding the rights and protection of children. How do you think you would currently vote in this referendum?



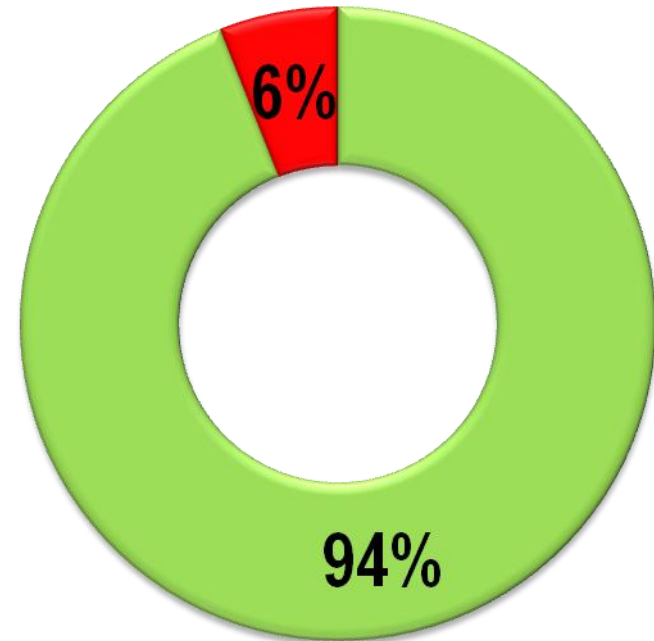
## How do you think you would currently vote in such a referendum?

■ Yes ■ No ■ Don't Know



## Treaty Vote Intention (excl Don't Knows)

■ Yes ■ No

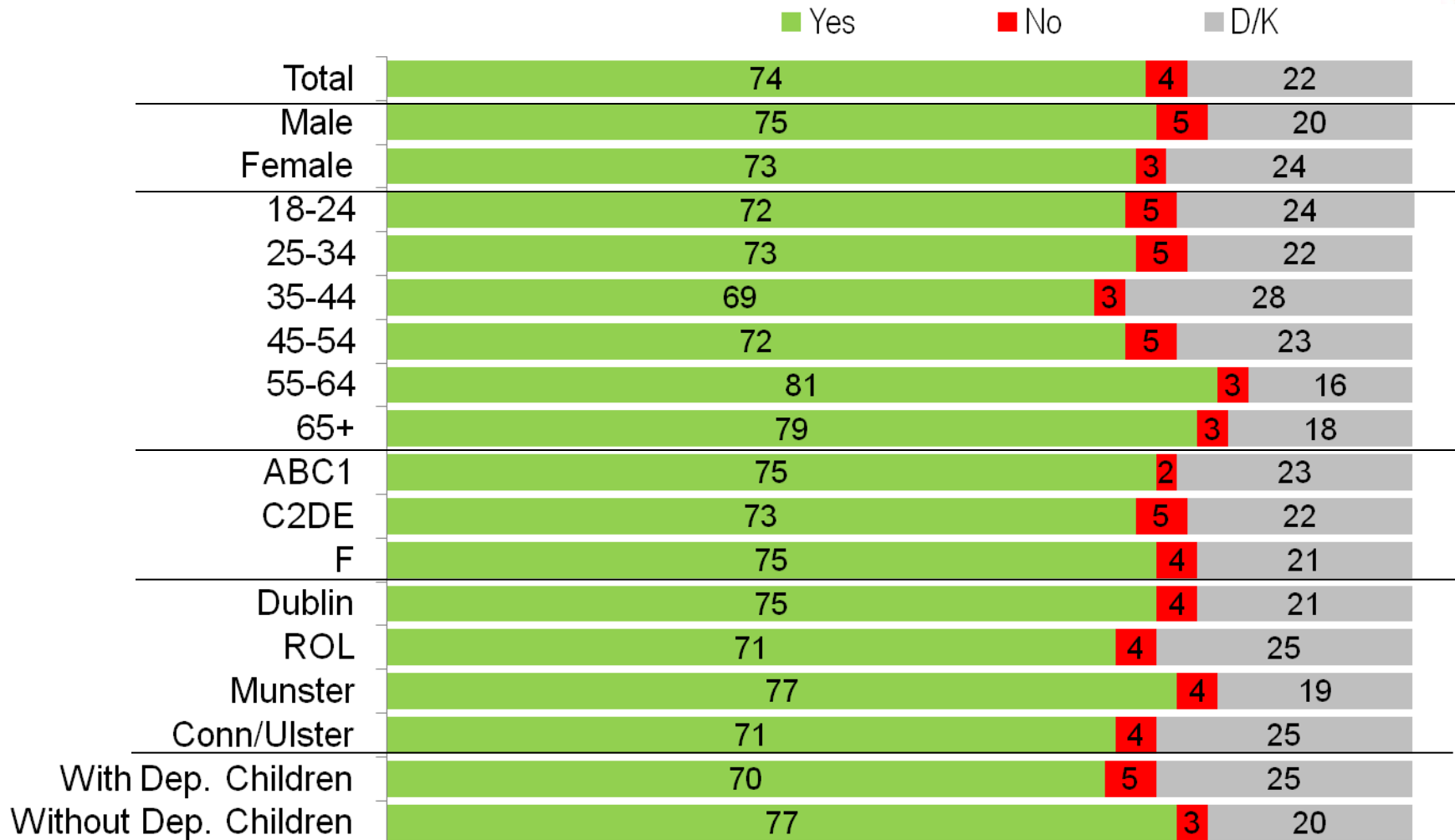


Support for the referendum is very high with three-quarters intending to vote YES, but a large proportion are still unsure how they will vote.

# Vote Intention for the Children's Referendum x Demographics

(Base: All Irish Citizens 18+ Likely To Vote – 853)

On Saturday 10<sup>th</sup> of November there will be a referendum to amend the Irish constitution with a new article regarding the rights and protection of children. How do you think you would currently vote in this referendum?



Those most likely to vote YES include those aged 55+, Munster residents and those without dependant children at home.





# Level of Knowledge among the Irish Citizens about the Children's' Referendum



(Base: All Irish Citizens 18+ likely to vote)

In any one referendum, turnout might be at only around 60% of all eligible to vote. It is important therefore that we control our voting intention questions by how likely people are to vote. RED C ask respondents to say how likely it is that they will go and vote using a ten point scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote. We then exclude anyone who gives a score of 1-3 from our voting intention calculations, as these people will not vote in an election anyway.

1 = Not at all knowledgeable – 10 = Extremely knowledgeable

