



# Household Charge & EU Referendum Poll

29<sup>th</sup> March 2012

Prepared for:

**paddypower.com**

Job No: 48911

# MUST BE INCLUDED

## Methodology and Weighting



- RED C interviewed a random sample of 1009 adults aged 18+ by telephone between the 26<sup>th</sup> to 28<sup>th</sup> March 2012.
- 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.
- Finally, some people tell RED C that they intend to vote, and have a good past voting record, but say they don't know who they would vote for or refuse to answer the question. Whenever such people say which party they voted for in the last election, RED C ascribe 50% to the party they voted for previously. We have seen from analysis of past elections that this is the most likely outcome and this reallocation tries to overcome the effect of the “spiral of silence” where voters are do not want to admit who they will vote for.
- In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

# Key Findings



## Household Charge

- Only 61% of households that claim they are liable will pay the household charge, with 39% of those who know they are liable stating that they will not pay the charge.
- Older voters are more likely to have paid, but almost half of those in the 18-54 year old age groups, who are liable state that they will not pay the charge.
- Over 1 in 10 (13%) also claim that they are not aware if they are liable or not, and this tends to be those in younger age groups. While a quarter (24%) state they know that they are not liable to pay.
- Fine Gael voters are the most likely to pay the charge, with 77% stating they will pay, while the majority (72%) of Sinn Fein supporters state that they will not pay the charge.
- Almost two thirds of voters (65%) believe that the household charge is unfair as it takes no account of ability to pay. At the same time almost three quarters of voters (72%) state that they would prefer to pay for actual services they use, like a water charge, rather than a flat rate charge the same for everyone. There is strong agreement with both these statements even among those that have paid the charge.

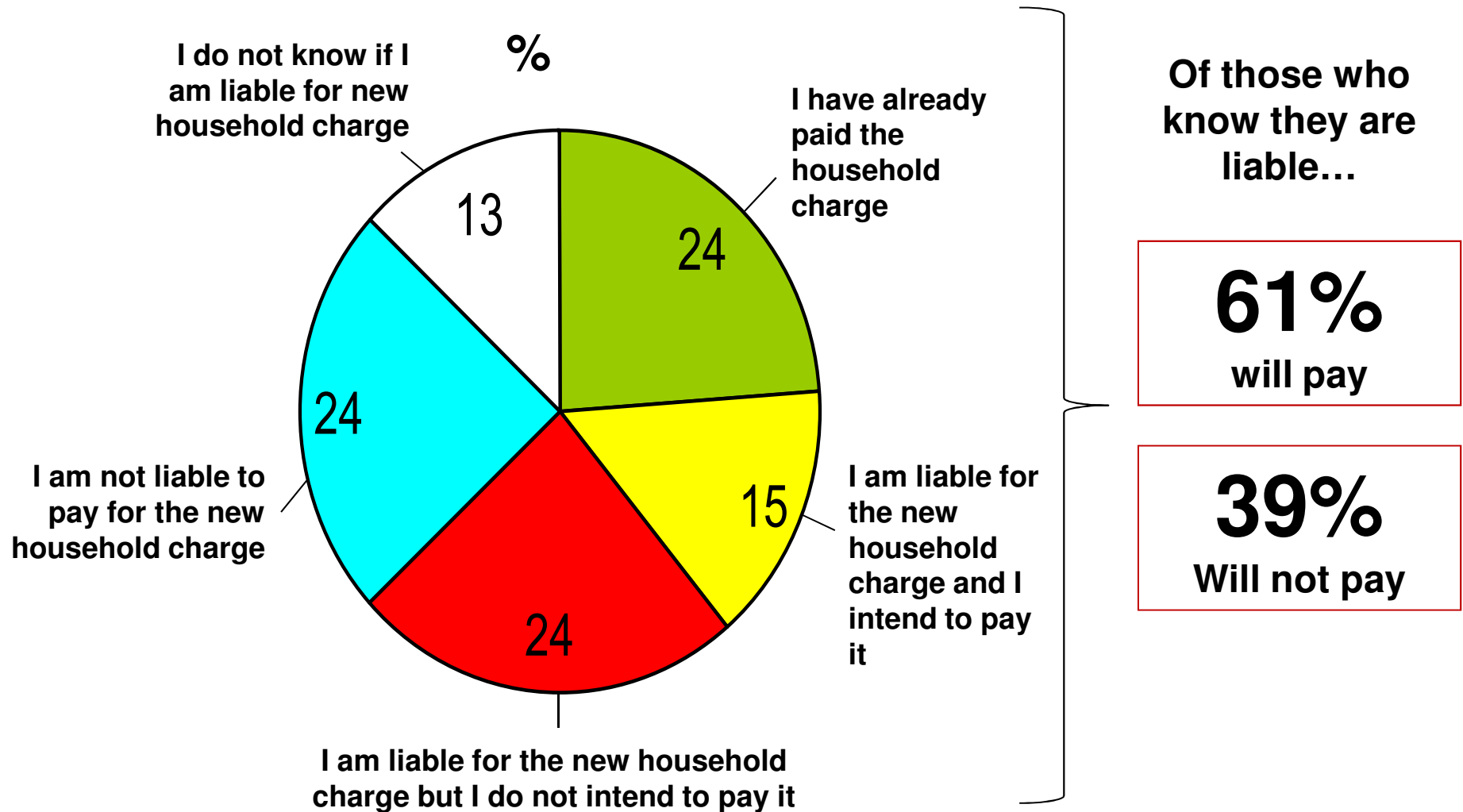
## EU Treaty Referendum

- 59% of those who intend to vote state that they will support the EU Treaty referendum at the end of May, with the highest support now among older age groups.
- Fine Gael voters are most likely to support the Treaty being passed (72%) , followed closely by voters of Labour (69%) and Fianna Fail (62%). Sinn Fein voters are most likely to vote against the treaty (73% against), while supporters of Independent candidates are evenly split between the Yes and No camp.

# Household Charge

# Current understanding and likely payment of Household Charge

(Base: All adults 18+)



# Current understanding and likely payment of Household Charge x Demographics

(Base: All adults 18+)



	Gender			Age			Class		Region			
	Total %	Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	Dublin %	ROL %	Munster %	Conn/ Ulster %
I have paid the household charge	24%	22%	26%	11%	19%	46%	27%	21%	26%	25%	23%	21%
I am liable for the new household charge and I intend to pay it	15%	14%	15%	5%	19%	20%	14%	11%	12%	11%	20%	15%
I am liable for the new household charge but I do not intend to pay it	24%	26%	23%	18%	34%	20%	22%	26%	22%	22%	27%	26%
% aware they are liable who claim they will not pay	39%	42%	36%	52%	47%	23%	35%	45%	37%	38%	39%	42%
I am not liable to pay for the new household charge	24%	26%	23%	46%	17%	8%	27%	25%	25%	25%	21%	28%
I do not know if I am liable for new household charge	13%	14%	13%	20%	11%	7%	11%	16%	15%	17%	10%	10%

# Current understanding and likely payment of Household Charge x Party Support

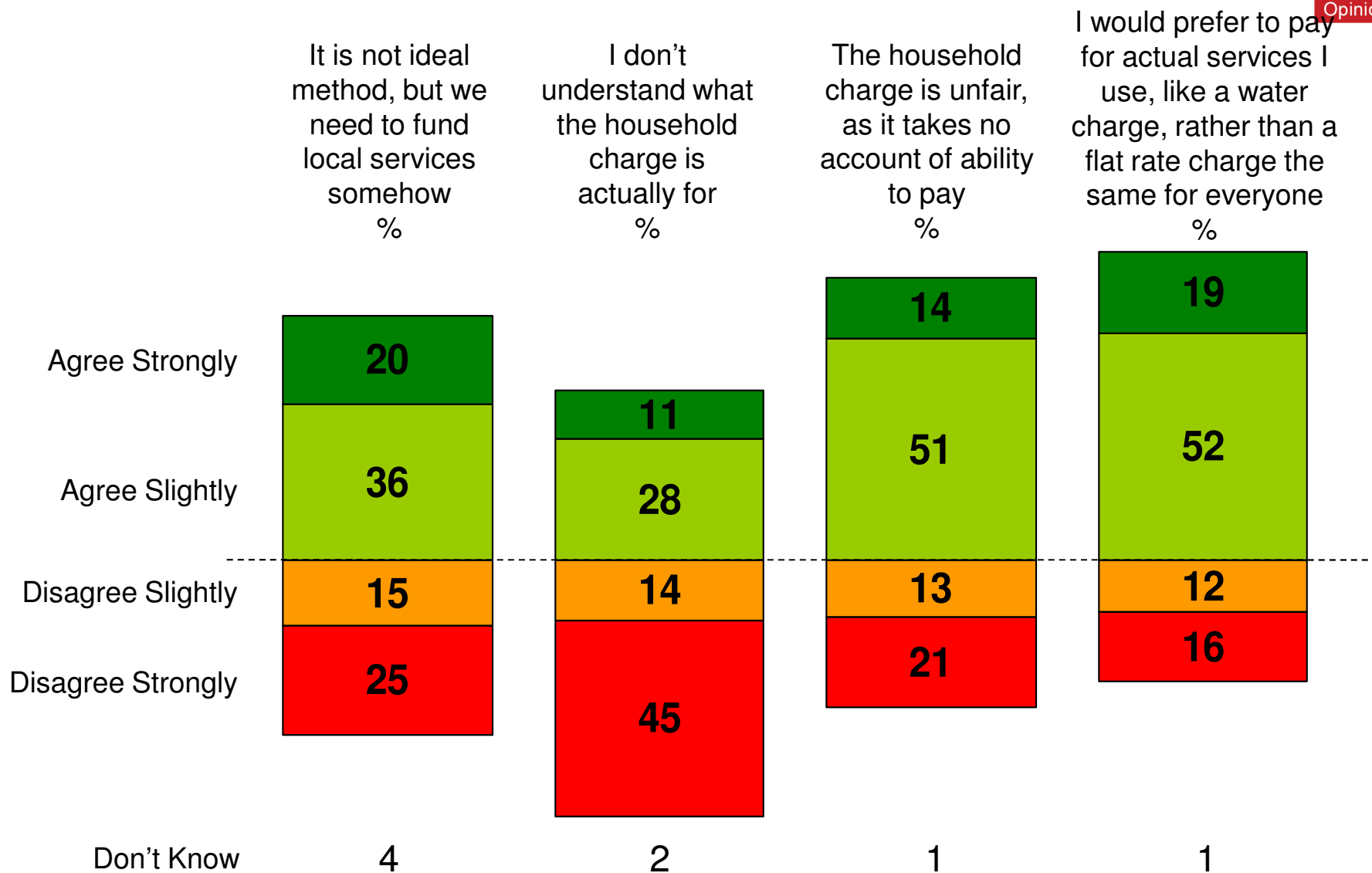
(Base: All adults 18+)



	Total %	PARTY SUPPORT				
		Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind.
I have paid the household charge	24%	23%	39%	26%	12%	15%
I am liable for the new household charge and I intend to pay it	15%	12%	20%	13%	5%	17%
I am liable for the new household charge but I do not intend to pay it	24%	27%	18%	21%	43%	25%
% aware they are liable who claim they will not pay	39%	43%	23%	34%	72%	44%
I am not liable to pay for the new household charge	24%	26%	15%	27%	29%	32%
I do not know if I am liable for new household charge	13%	11%	8%	12%	11%	12%

# Attitudes towards introduction of Household charge

(Base: All adults 18+)





## Proportion that agree with statements in regard to the household charge x likelihood to pay charge

(Base: All adults 18+)



	Total %	Household Charge			
		Payers	Non Payers	Not Liable	Don't know if liable
It is not ideal method, but we need to fund local services somehow	56%	71%	37%	55%	54%
I don't understand what the household charge is actually for	39%	37%	42%	40%	44%
The household charge is unfair, as it takes no account of ability to pay	65%	59%	75%	67%	58%
I would prefer to pay for actual services I use, like a water charge, rather than a flat rate charge the same for everyone	71%	70%	73%	69%	68%

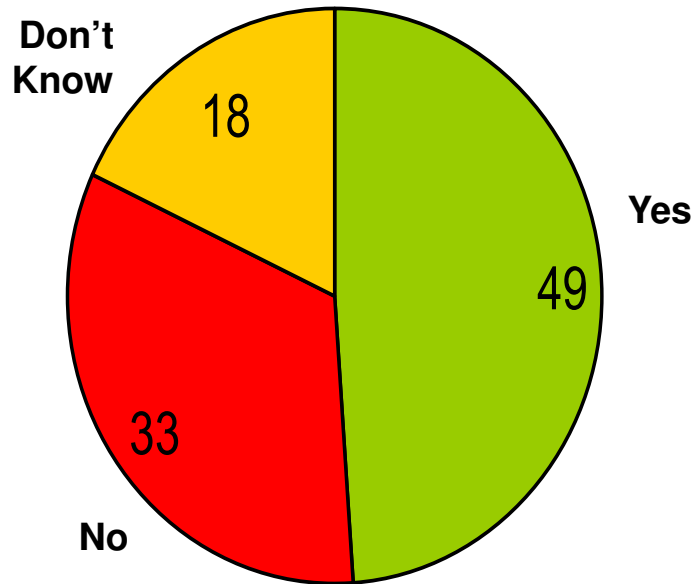
# European Treaty

# Attitudes towards the European Treaty

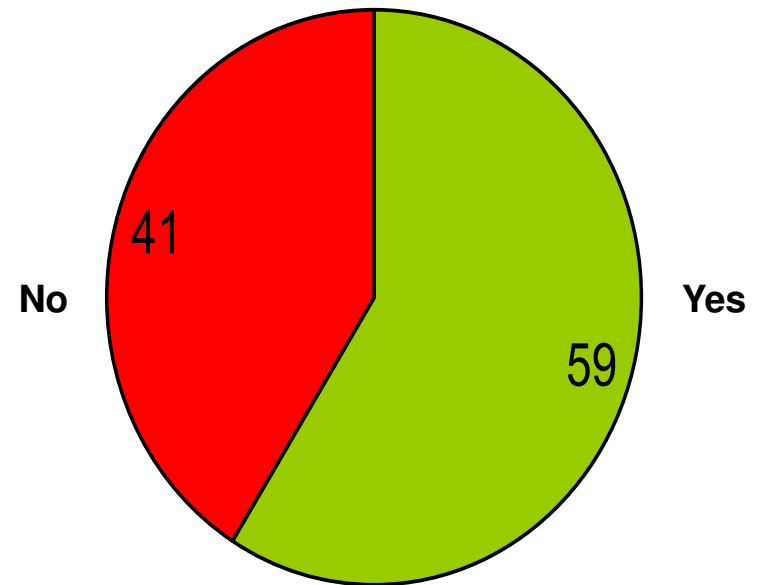
(Base: All adults 18+ who are likely to vote)



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



Treaty Vote Intention  
(excl Don't Knows)  
%



# How do you think you would currently vote in the EU Treaty referendum – excluding those not likely to vote?

(Base: All adults 18+ excluding those not likely to vote)

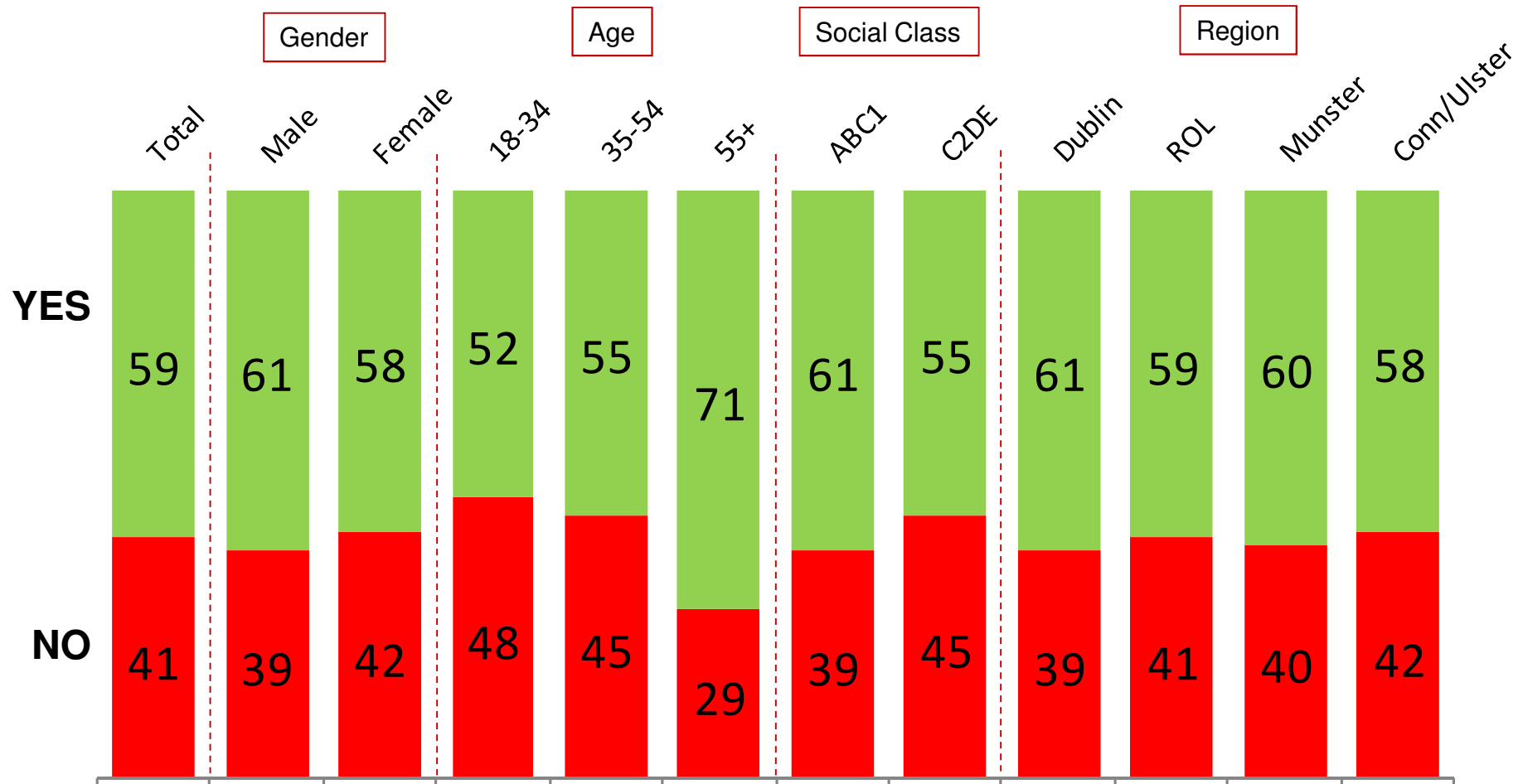


How do you think you would currently vote in such a referendum?	Total %	Gender		Age			Class			Region			
		Male %	Female %	18-34 %	35-54 %	55+ %	ABC1 %	C2DE %	F %	Dublin %	ROL %	Munster %	Conn/ Ulster %
Yes	49	52	46	44	42	63	50	45	66	52	48	47	49
No	33	34	33	40	34	25	33	37	19	33	34	32	36
Don't Know	18	14	21	16	24	12	17	18	15	15	18	21	15

How do you think you would currently vote in such a referendum?	Total %	PARTY SUPPORT				
		Fianna Fail	Fine Gael	Labour	Sinn Fein	Ind.
BASE SIZE:		(108)	(280)	(127)	(61)	(73)
Yes	49	52	60	46	19	49
No	33	31	26	35	66	35
Don't Know	18	17	14	19	15	16

# How do you think you would currently vote in the EU Treaty referendum – excluding Don't Knows and those not likely to vote?

(Base: All adults 18+ excluding those not likely to vote)



# How do you think you would currently vote in the EU Treaty referendum – excluding Don't Knows and those not likely to vote?

(Base: All adults 18+ excluding those not likely to vote)

