



THE
SUNDAY BUSINESS POST
IRELAND'S FINANCIAL, POLITICAL AND ECONOMIC NEWSPAPER

RTE

Same Sex Marriage Opinion Poll

20th February 2014



REDC

Methodology and Weighting



- RED C interviewed a random sample of 1,007 adults aged 18+ by telephone between the 17th – 19th February 2014.
- 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 two elections (2011 and 2007), RED C ascribe 25% to the party they voted for previously at each election. 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.



Same Sex Marriage

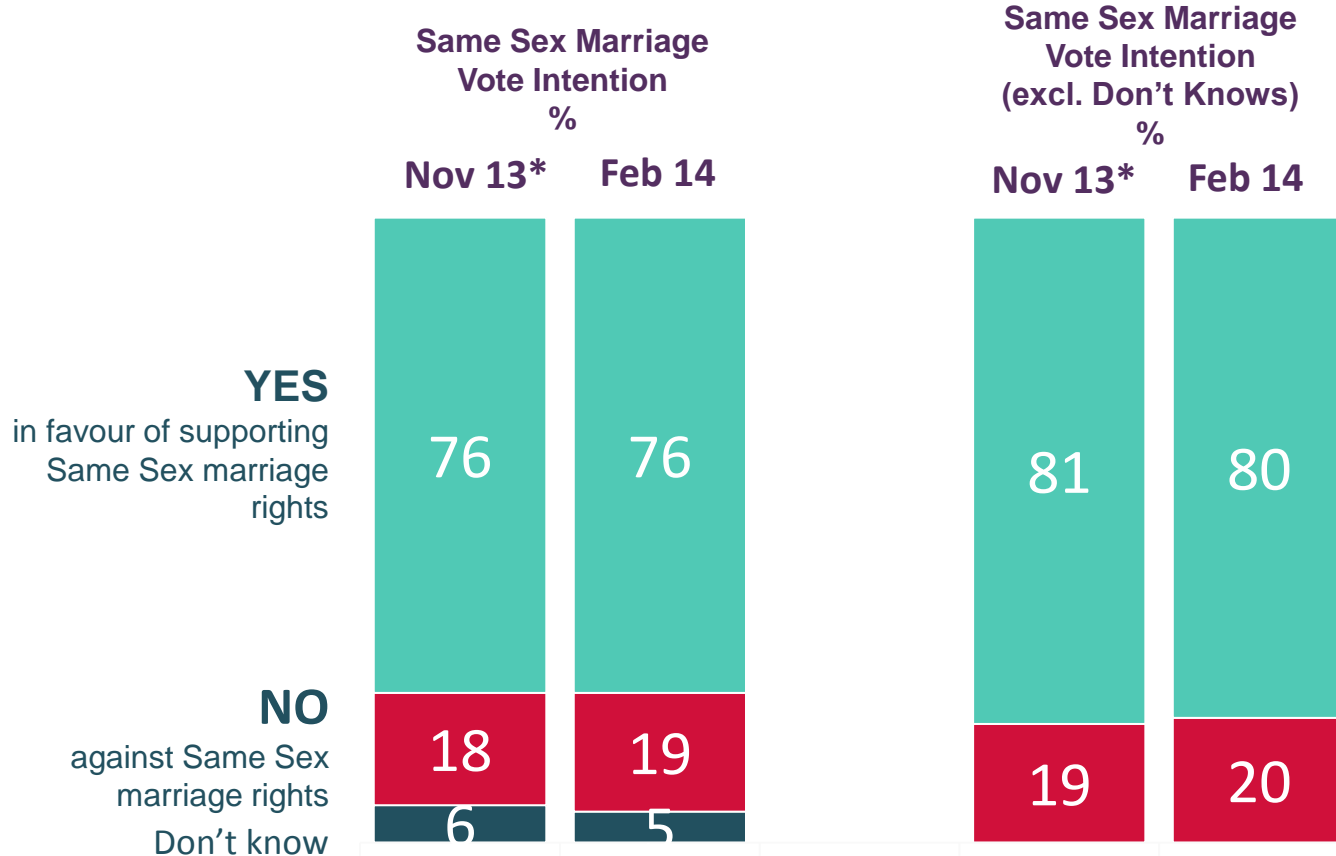
Summary of Main Findings

- At a topline level it appears that the same sex marriage referendum should pass relatively easily. When asked 76% of voters suggest they will vote in favour of the recognition of same sex marriage by the state. While currently just 19% suggest they will oppose the referendum and 5% are undecided.
- However, we have seen in the past, for example at the Childrens' referendum and the Seanad referendum, that early indications of how people will vote at referendum are somewhat unreliable.
- In fact analysis of previous referendum suggests that voters views some way out from the vote itself, can easily be changed by arguments made during the course of a referendum campaign.
- This is partly because people do not engage properly with the topic until the vote is imminent, and because it is far easier to attack a change to the status quo and sow seeds of doubt about the wisdom of change, than it is to defend the benefits of change.
- Further evidence from this survey suggests the Yes vote at this stage is relatively weak, with half of those who currently say they are likely to support the same sex marriage in the referendum, still having some reservations about the result.
- At the same time 40% of those claiming to vote yes, also state they have some reservations about adoption by gay couples, despite not actually having anything to do with the referendum, this is still likely to be used by the No camp to cast concerns.
- Those with doubts already are of course open to being persuaded to change their mind, and if all were to do so this suggests that in fact the yes camp can only rely on less than half of all voters to support them at this stage.
- This poll suggest therefore that the Same Sex referendum is certainly not the forgone conclusion that topline vote questions suggest.

Vote Intention for Same Sex Marriage Referendum

(Base: All Adults aged 18+ - 1,007)

It is likely that a referendum will be held next year to change the constitution to allow for same sex marriage to be recognised by the state. If this referendum was to be held tomorrow would you vote Yes in favour of supporting Same Sex Marriage rights in the constitution or No against recognising Same Sex marriage?

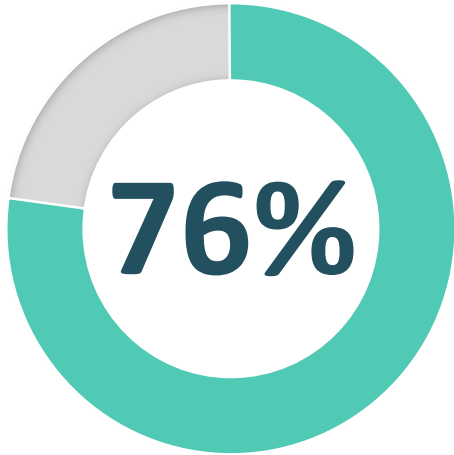


*Nov 13 Poll conducted for Paddy Power

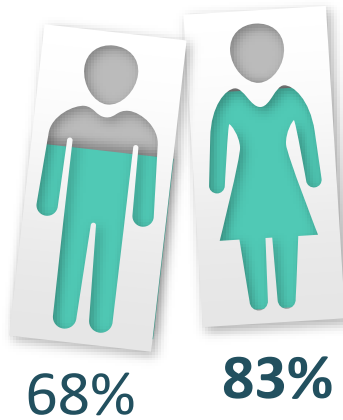


Who is more likely to support the Same Sex Referendum?

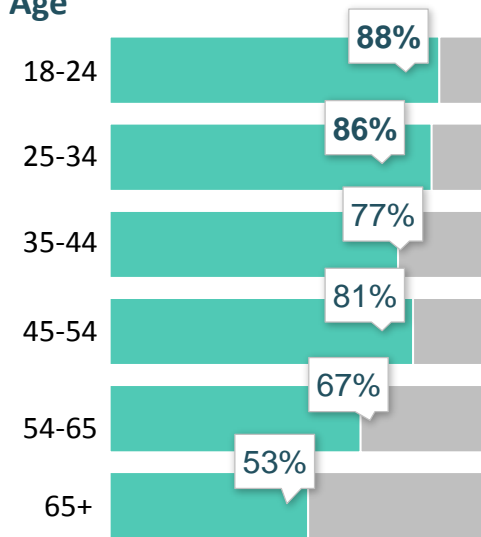
(Base: All Adults aged 18+ - 1,007)



Gender



Age



Social Class

Higher Social Grades: **78%**



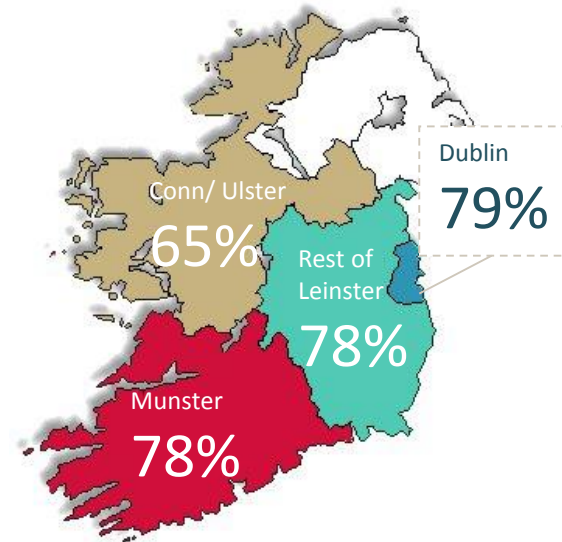
Lower Social Grades: **75%**



Party Support



Region



Attitude to Same Sex Marriage

(Base: All Adults aged 18+ - 1,007)

% Disagree

% Agree

I believe in equal rights for gay people but I have **some reservations** about same sex marriage

51%



49%

I have some reservations about **adoption** by gay couples

59%



41%

People in same sex relationships should be able to have **the same rights** as traditional families

20%



80%

People who oppose same sex marriage rights are **homophobic**

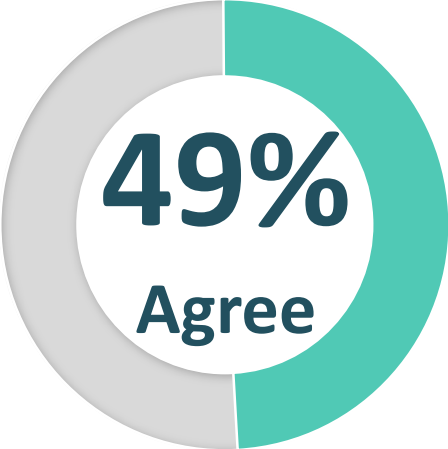
59%



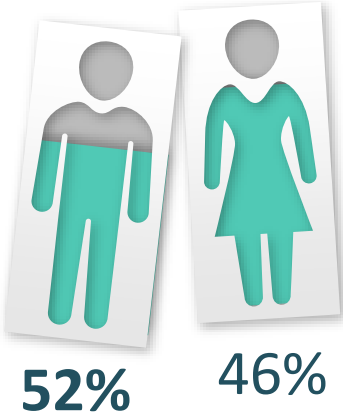
41%

I believe in equal rights for gay people, but I have some reservations about same sex marriage

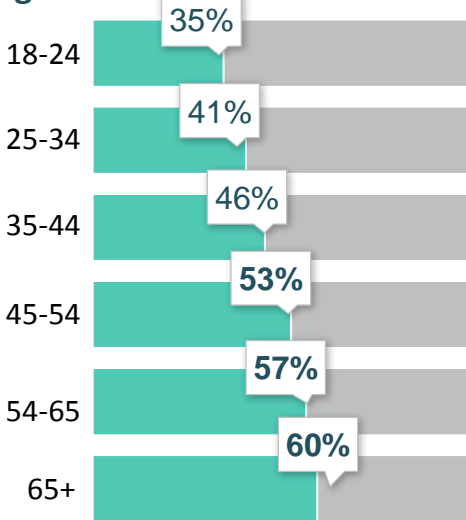
(Base: All Adults aged 18+ - 1,007)



Gender



Age



Social Class

Higher Social Grades: 42%



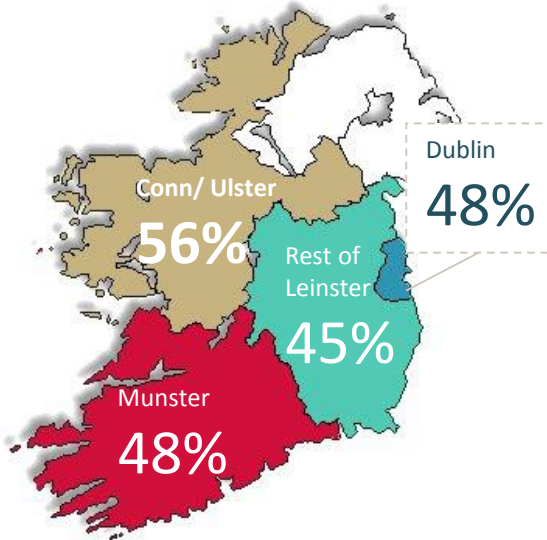
Lower Social Grades: 52%



Party Support

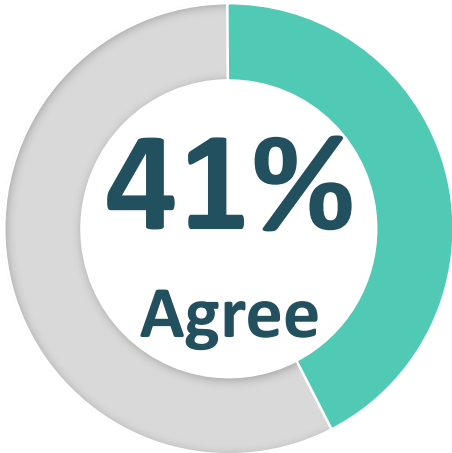


Region

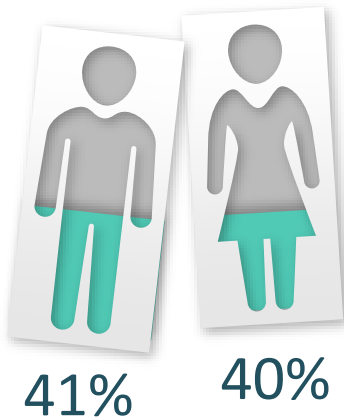


I have some reservations about adoption by gay couples

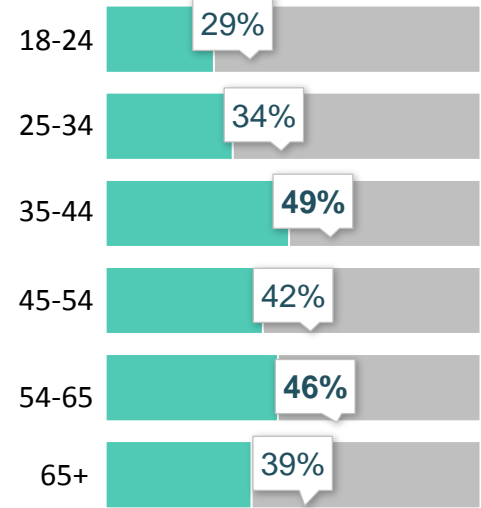
(Base: All Adults aged 18+ - 1,007)



Gender



Age



Social Class

Higher Social Grades: 38%



Lower Social Grades: 41%



Party Support

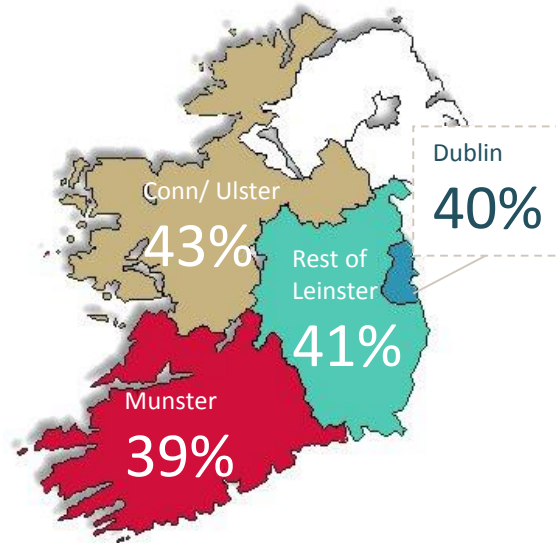
 **FINE GAEL** 46%

 **Labour** 33%

 **FIANNA FAIL** 49%

 **SF** 41%

Region

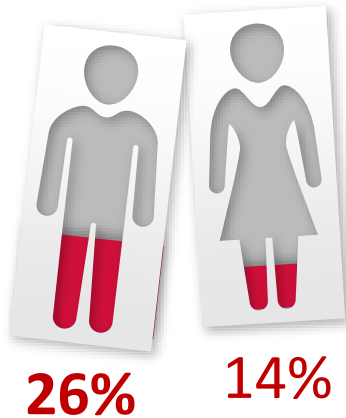


People in same sex relationships should be able to have the same rights as traditional families

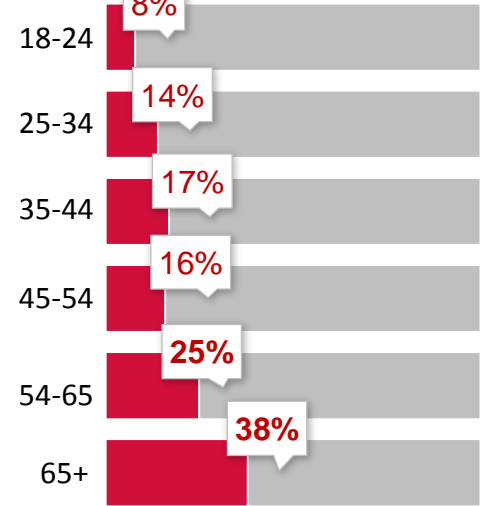
(Base: All Adults aged 18+ - 1,007)



Gender



Age



Social Class

Higher Social Grades: 18%



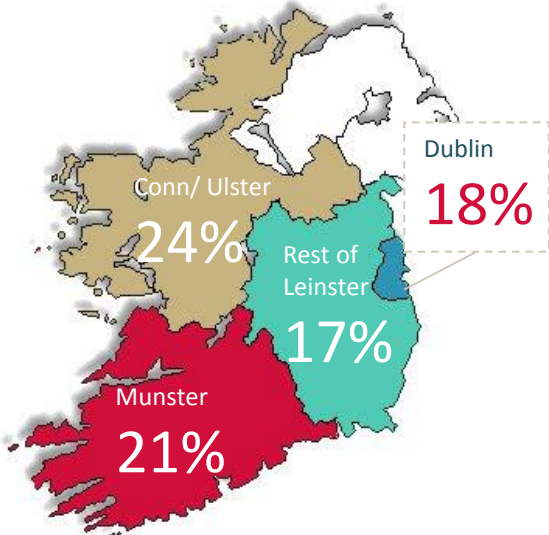
Lower Social Grades: 20%



Party Support

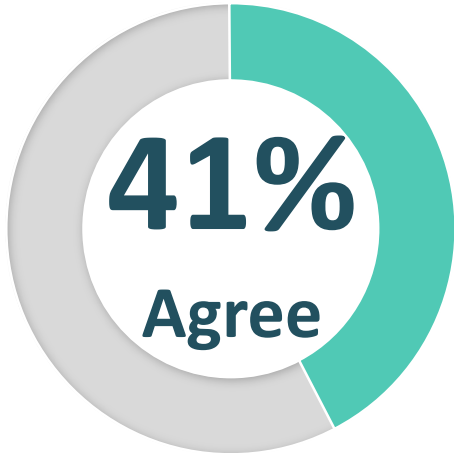


Region

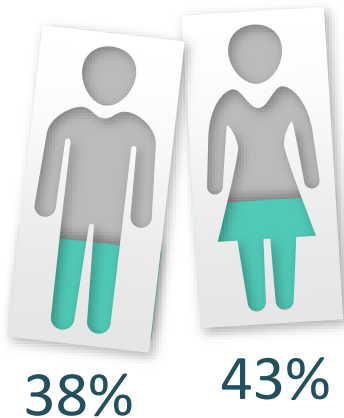


People who oppose same sex marriage rights are homophobic

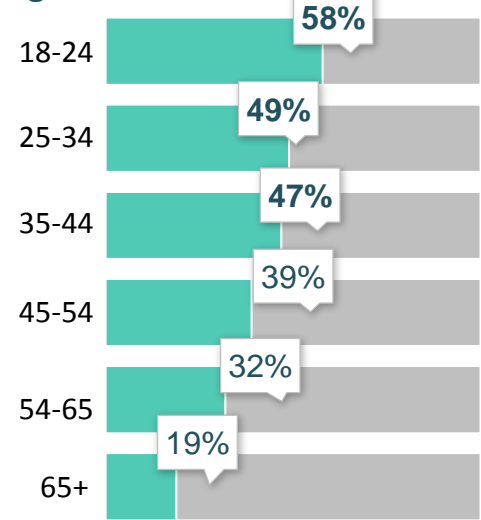
(Base: All Adults aged 18+ - 1,007)



Gender



Age



Social Class

Higher Social Grades: 39%



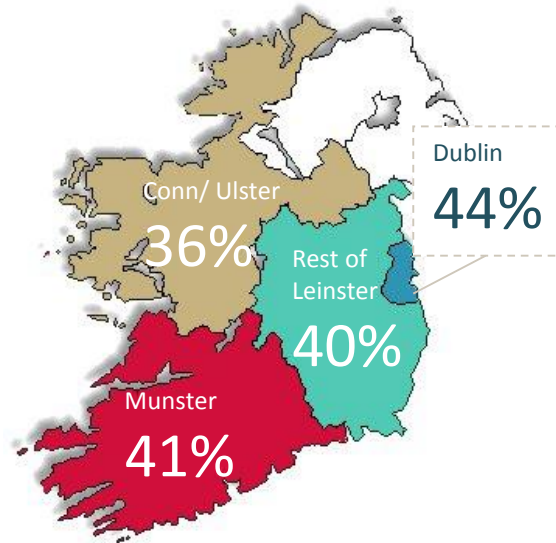
Lower Social Grades: 42%



Party Support

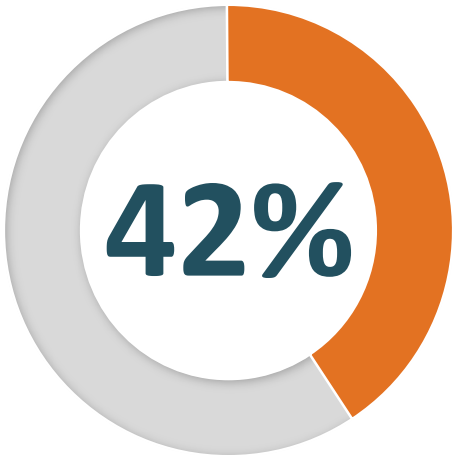


Region

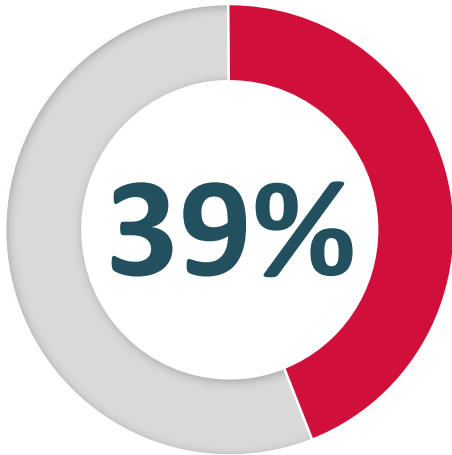


Attitudes to Same Sex Rights X Voting Intention

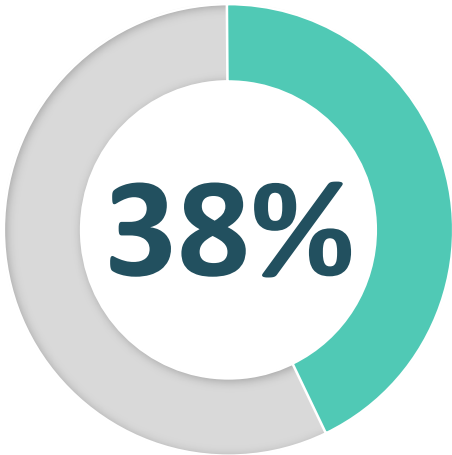
(Base: All Adults aged 18+ - 1,007)



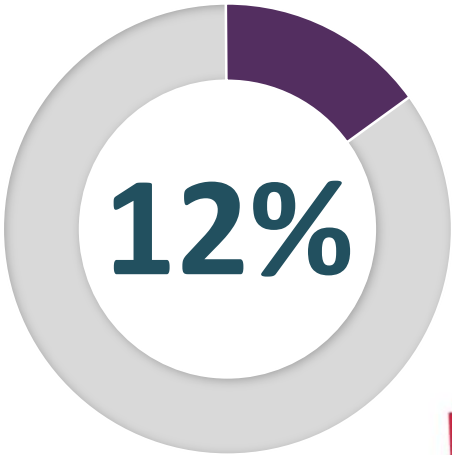
42% of those who **support** same sex marriage, still admit to having some **reservations** about **marriage**



39% of those who **support** same sex marriage, still express some **reservations** about **adoption** among same sex couples



38% of those who **voted against** same sex marriage, still **believe** that they should have the **same rights** as traditional families



12% of those who **voted against** same sex marriage, agree that people opposing this are **homophobic**



How secure is the Yes vote?

(Base: All Adults aged 18+ - 1,007)

