



National Opinion Poll: May 2015 - for Publication 17th May 2015

Introduction

- A National Public Opinion Poll was conducted on behalf of The Sunday Independent to be published on Sunday 17th May 2015.
- The topic covered was current opinion on the same sex marriage referendum and how it has changed over time.
- Interviews were conducted face-to-face, in-home, with those aged 18+.
- Quota controls were set on gender, age, social class and region to mirror the 18+ population profile.
- 994 interviews were conducted at 64 sampling points nationwide.
- Interviews were carried out between 2nd - 15th May 2015
- Data was weighted to reflect the adult population aged 18+.
- The margin of error for this opinion poll is +/- 3.1%



Introduction

- The survey results presented here are derived from The Independent Newspaper Group/Millward Brown Poll. The poll was conducted among a sample of adults representative of the approximate 3.43 million adults aged 18 and over - interviewed on a face-to-face basis in the home at 64 sampling points throughout the Republic of Ireland. The margin of error for this opinion poll is +/- 3.1%
- The 994 interviews on the poll were carried out between 2nd - 15th May.
- The poll was conducted in accordance with the guidelines set by ESOMAR and AIMRO (European and Irish Market and Opinion Research governing bodies). Extracts from the report may be quoted or published on condition that due acknowledgement is given to Millward Brown and The Sunday Independent.

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POLL RESULTS

The Results

Yes side hold sway in run up to Referendum

- This final Sunday Independent/Millward Brown measure of opinion before the Same Sex Marriage referendum on Friday will invigorate both the Yes and No sides in this protracted debate for different reasons. First off, the headline result is that the Yes side still holds sway - when Undecideds are excluded, they hold over a two to one advantage heading into the last week of campaigning (69pc v 31pc).
- But as always, there is more to this than meets the eye. Let's look at the figures including the potential floating voters - they account for nearly one in four. On this basis, support for the plebiscite is just over half (53pc - down significantly by thirteen points), whilst the No side has shifted marginally upwards by three to 24pc.
- This campaign has really revved up through the gears in the past fortnight, with claim and counterclaim being bandied about freely. It suggests that the Yes side have had a wobble, but understanding what this means is intriguing; especially from the point of view of demographics, and what effect this will have on turnout.
- It seems that some previously from within the Yes side have taken stock of the arguments, and have paused for reflection. Of course, we have seen this time and time again in referenda - one side makes all the running, but as a campaign evolves, things tighten. The No side however, have not capitalised hugely on it so far.
- Much has been said about the "silent No" vote. In light of the UK election, and the "Shy Tory" theory, this may be the case for some. Even still, the Yes side's lead seems unassailable. The fear for them will not be the silent No vote, but rather the danger of complacency, and the effect this will have on turnout.
- Earlier polls had suggested a 3:1 majority in favour of the Yes side. Let's look at a recent precedent- the Children's referendum in 2012. That too had a broad based support, and was coasting in the polls beforehand. The final result was a lot closer than anticipated, *based on a turnout of just 34pc.*

Yes side hold sway in run up to Referendum

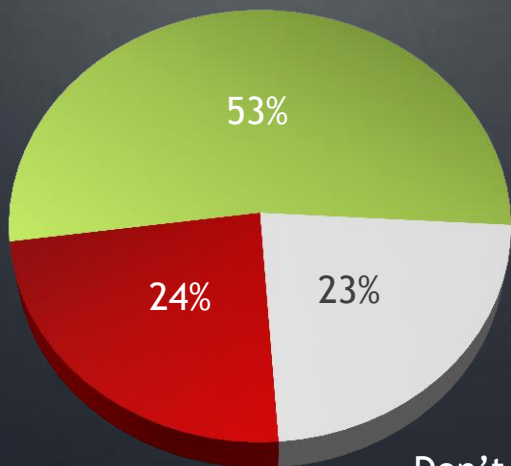
- There is a fear among Yes campaigners that a lower turnout has the potential to dilute its support disproportionately.
- Looking at demographics, this is not an unreasonable assumption, in part. Those most consistently opposed to same-sex marriage are older (a majority of 65+ are now against the motion).
- Counteracting that however, is that those who are most in favour of change are Middle Class (ABC1s), who also vote in greater numbers.
- Turnouts in referenda (when compared to general elections) in the past has tended to be lower in the more western and rural constituencies, whereas higher turnout levels have been seen in the more middle class and urban constituencies, where the Yes campaign is strongest.
- The goal for the Yes Side will also be to ensure that younger voters in particular actually vote. Interestingly, it is not the youngest cohort who are most liberal, but rather those who came of age at the turn of the millennium. Also, males are consistently less enamoured towards change.
- The high levels of Undecideds also adds spice to the mix. There is a school of thought that in referenda, those who are less surefooted in their opinion will either not vote at all, or opt for the status quo.
- For both sides, these Undecided voters will be key - based on these numbers, they could help close out the deal for a Yes victory even more comfortably, or could potentially make counting on Saturday a much closer thing. All indications suggest however, that the momentum of the Yes campaign is not going to be derailed on Friday.

National Opinion Poll: Attitudes toward the Same Sex Marriage Referendum – May 2015

Nearly one in four are undecided on how to vote on 22nd May. “Yes” side are still in the driving seat. “Yes” are strongest among females, ABC1s and Urbanites

Base: All Aged 18+ (994)

Will vote in favour of the amendment



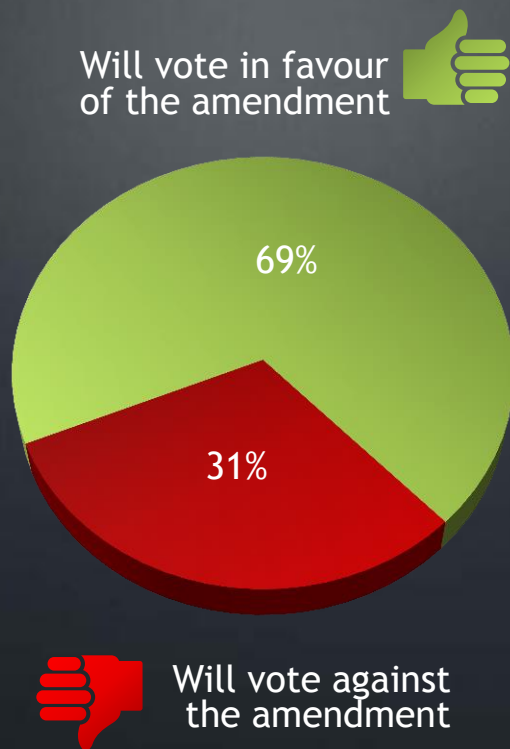
Will vote against the amendment

Don't know

VOTING INTENTIONS x DEMOGRAPHICS	In Favour %	Against %	Don't know %
GENDER			
Male	45	27	28
Female	60	21	18
AGE			
18-24	60	11	29
25-34	67	14	20
35-44	59	16	25
45-54	57	22	21
55-64	41	31	28
65+	27	53	20
SOCIAL CLASS			
AB	65	12	22
C1	62	18	20
C2	46	29	25
DE	47	28	25
F	35	39	26
REGION			
Dublin	52	22	27
Rest of Leinster	58	24	18
Munster	52	25	23
Conn/Ulster	47	27	26
AREA			
Urban	57	21	22
Rural	46	29	25

Excluding “Don’t knows”, the gap is over 2:1 in favour, but support is slowly shifting

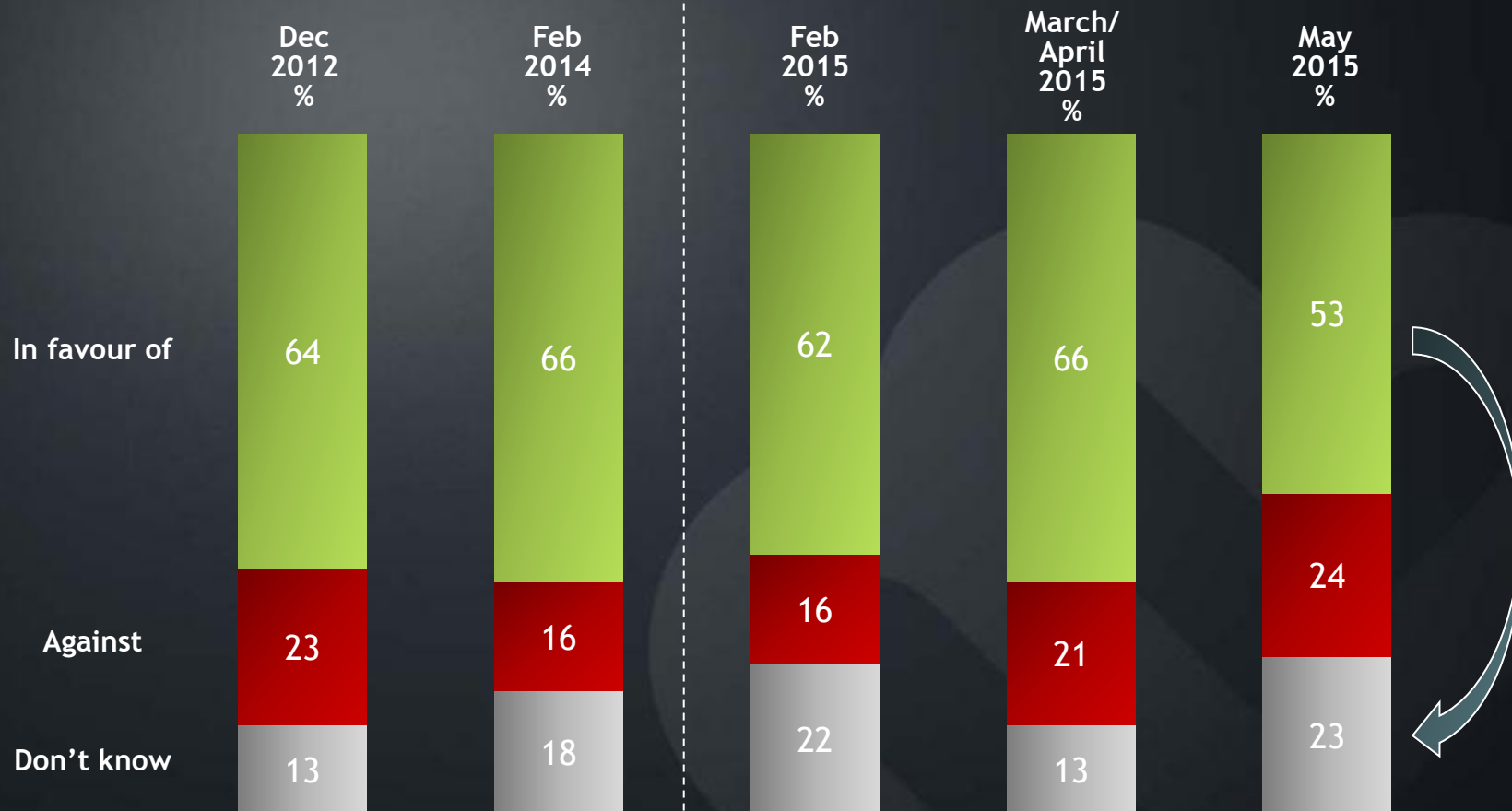
Base: Excluding Don’t Knows (765)



HIGHER AMONG	In Favour %	Against %
GENDER		
Male	63	37
Female	74	26
AGE		
18-24	84	16
25-34	83	17
35-44	78	22
45-54	72	28
55-64	57	43
65+	34	66
SOCIAL CLASS		
AB	84	16
C1	78	22
C2	62	38
DE	63	37
F	47	53
REGION		
Dublin	70	30
Rest of Leinster	71	29
Munster	68	32
Conn/Ulster	64	36
AREA		
Urban	73	27
Rural	62	38

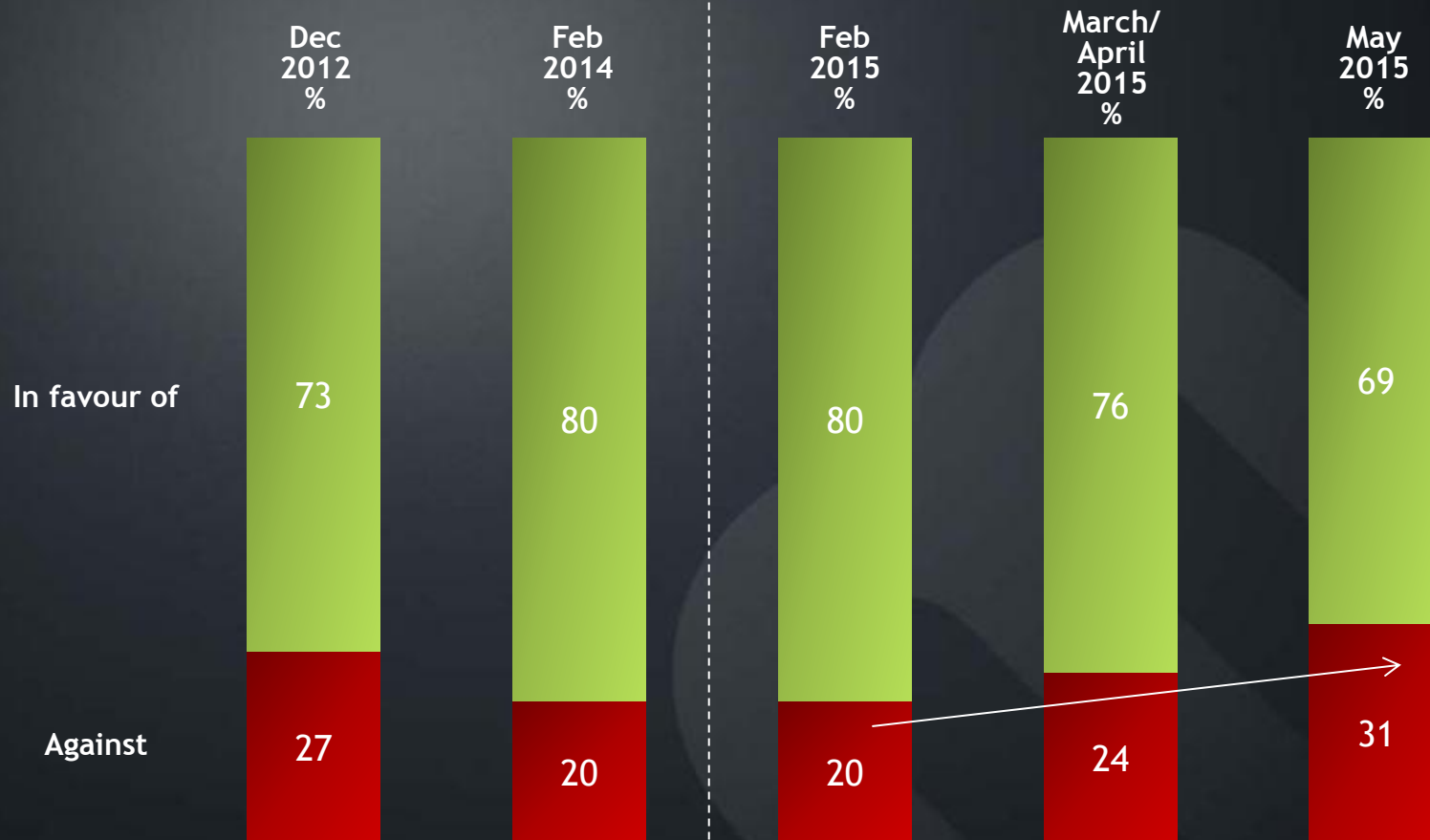
Those in favour of the amendment have dropped sharply, but the NO side has had only limited success in converting them - Former “Yes” voters are becoming “Undecideds”

Base: All Aged 18+ (994)



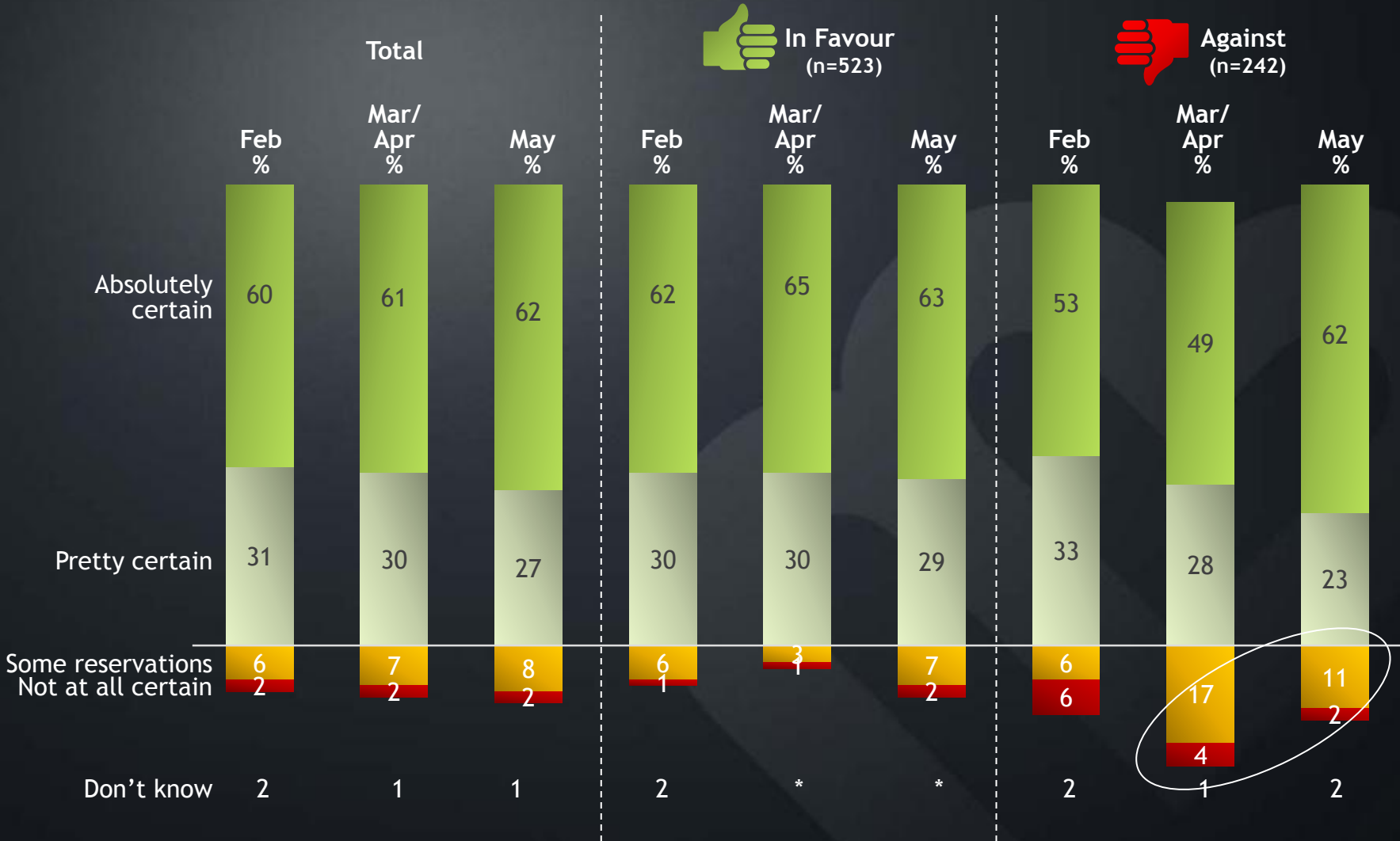
Excluding Don't knows, "Yes" supports have continually set the pace, although support continues to slip

Base: Excluding Don't Knows (765)



Among those decided, most are clear in their certainty. “No” voters are becoming more assured in their voting decision

Base: All In Favour or Against Amendment (765)

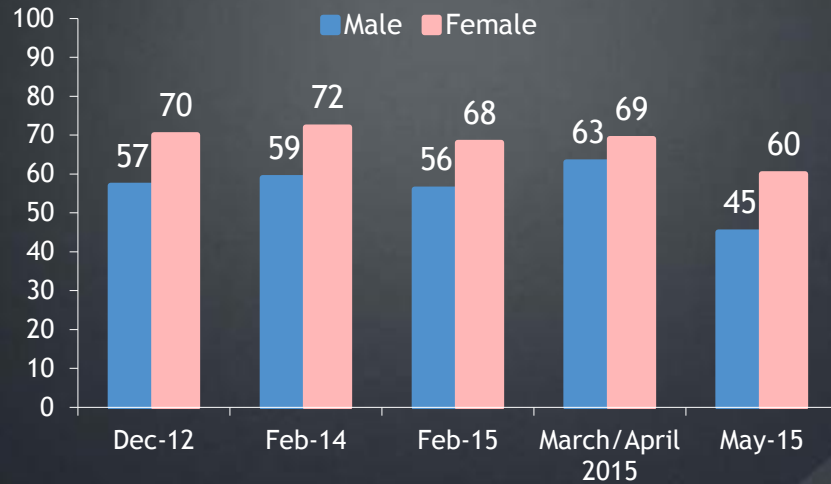


National Opinion Poll: Attitudes toward the Same Sex Marriage Referendum – Demographic trends

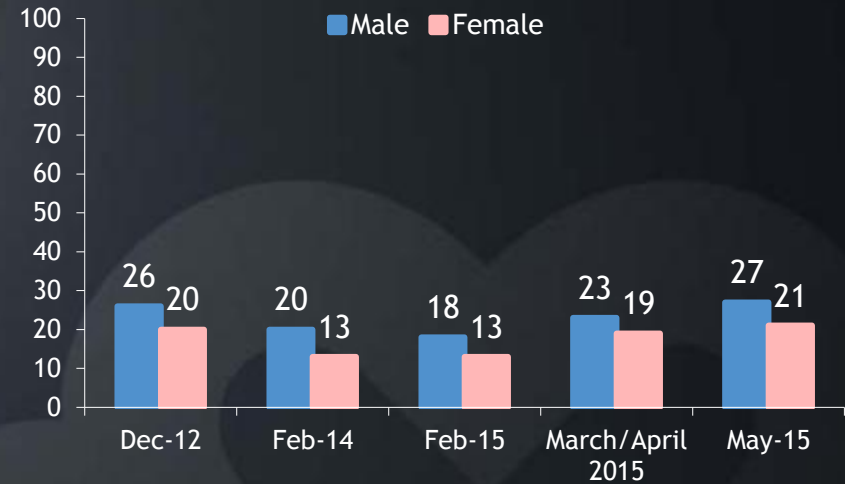
Attitudes Towards Same Sex Marriage Trended X Gender

Base: All Adults 18+

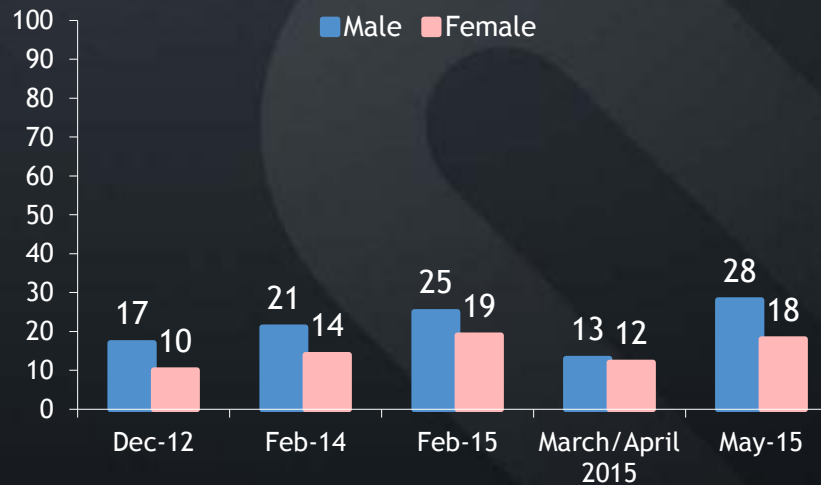
IN FAVOUR OF



AGAINST



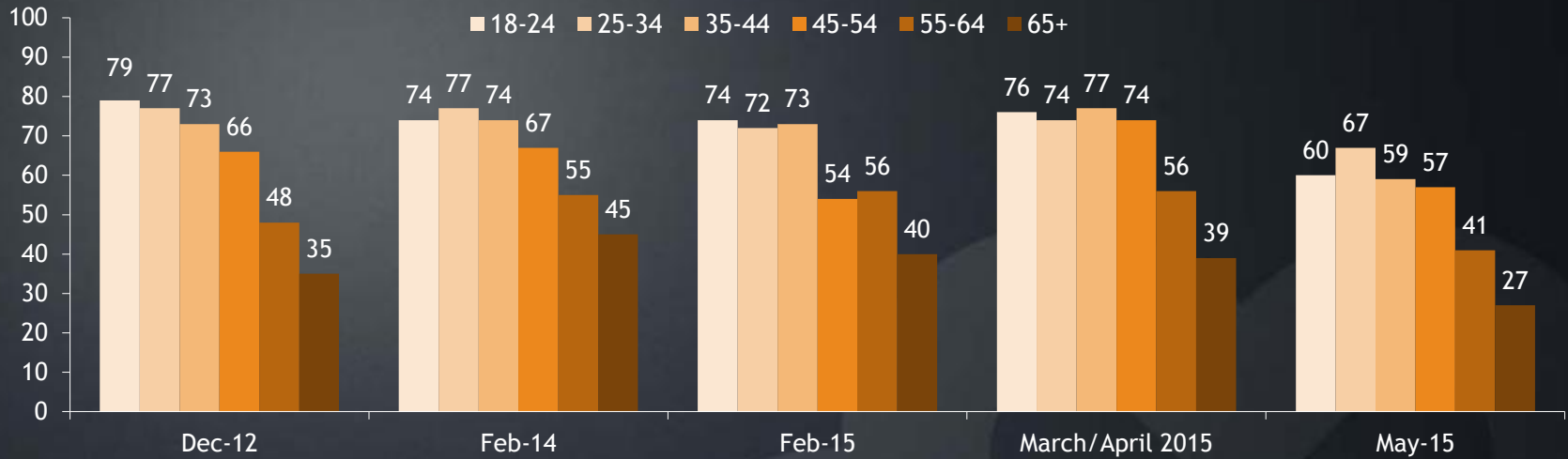
DON'T KNOW



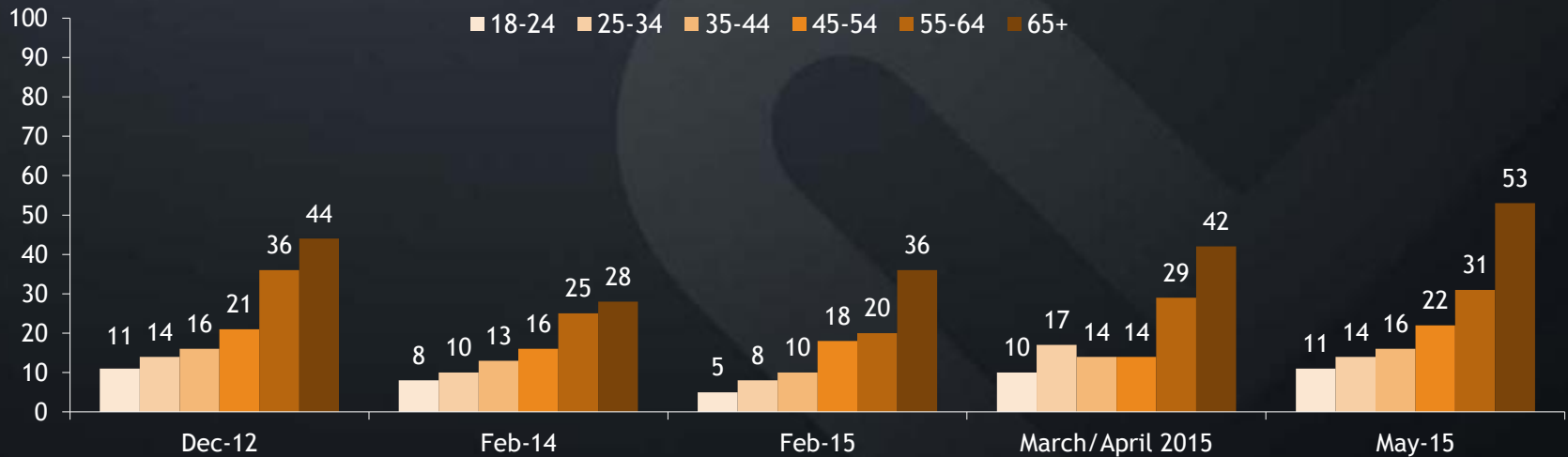
Attitudes Towards Same Sex Marriage Trended X Age

Base: All Adults 18+

IN FAVOUR OF



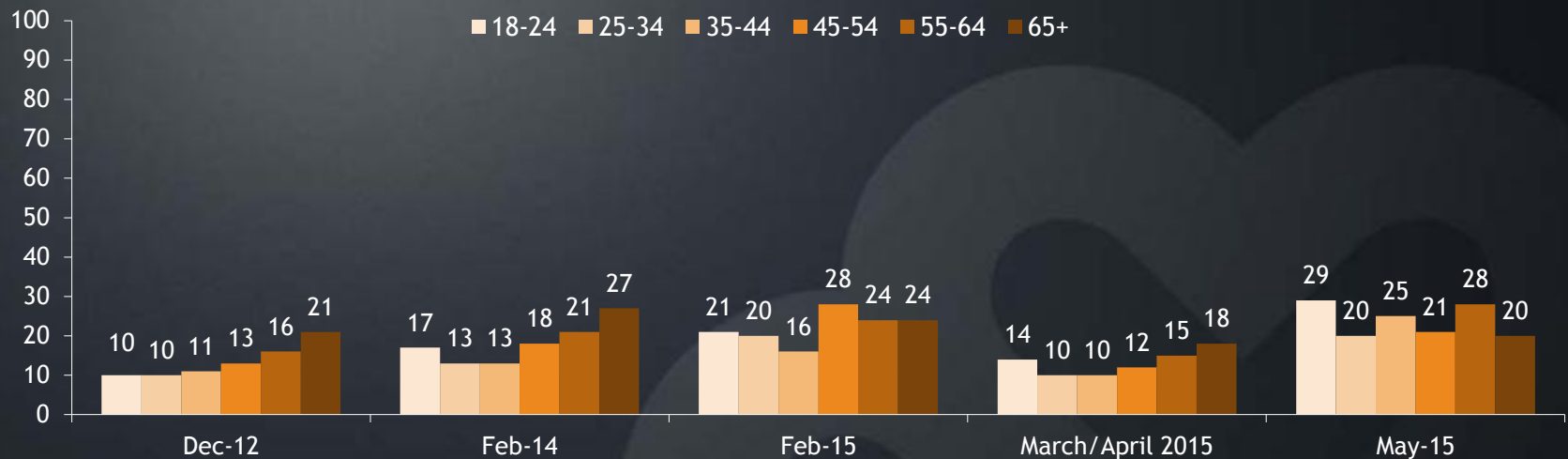
AGAINST



Attitudes Towards Same Sex Marriage Trended X Age

Base: All Adults 18+

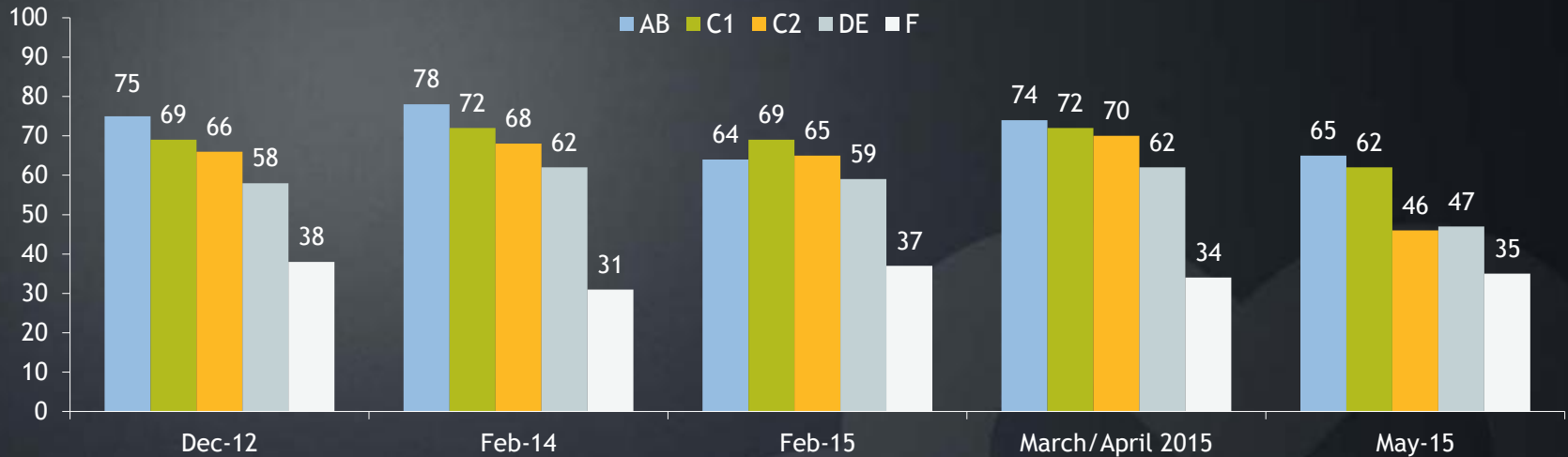
DON'T KNOW



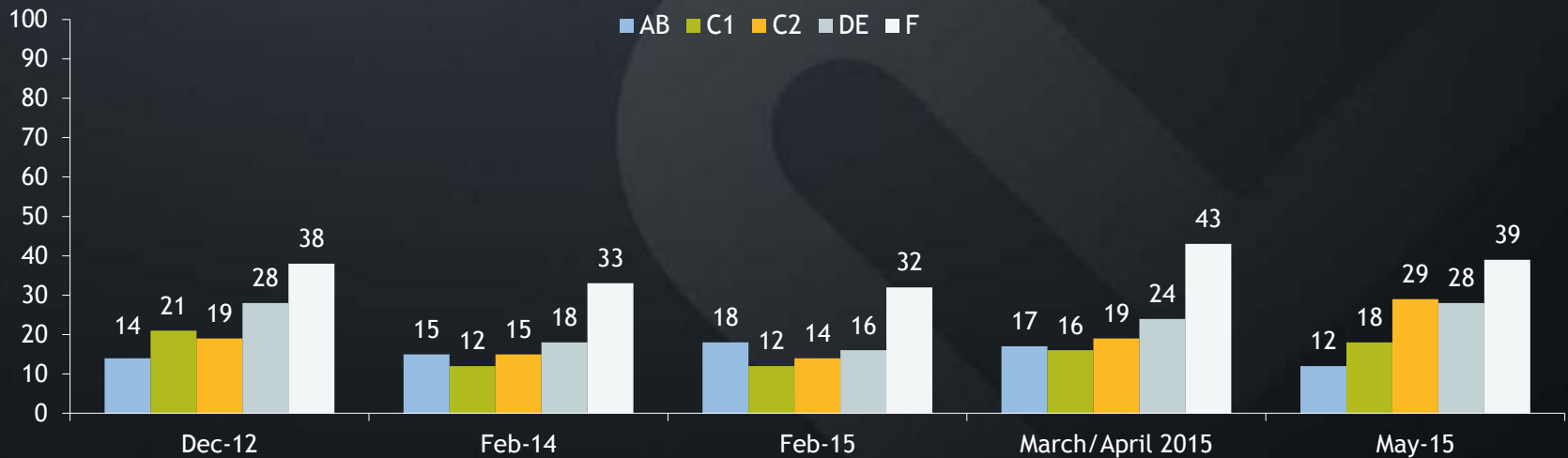
Attitudes Towards Same Sex Marriage Trended X Social Class

Base: All Adults 18+

IN FAVOUR OF



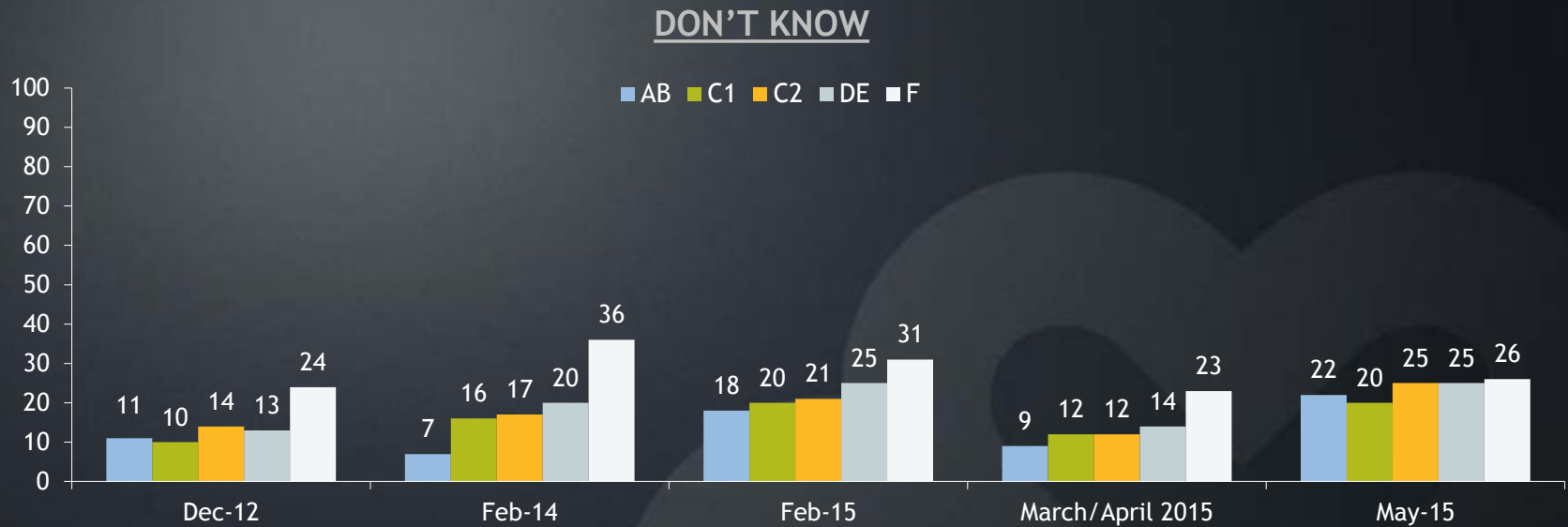
AGAINST



Q. A referendum will be held in May to amend the constitution to provide for recognition of Same Sex marriages by the state. Will you vote in favour or against this amendment?

Attitudes Towards Same Sex Marriage Trended X Social Class

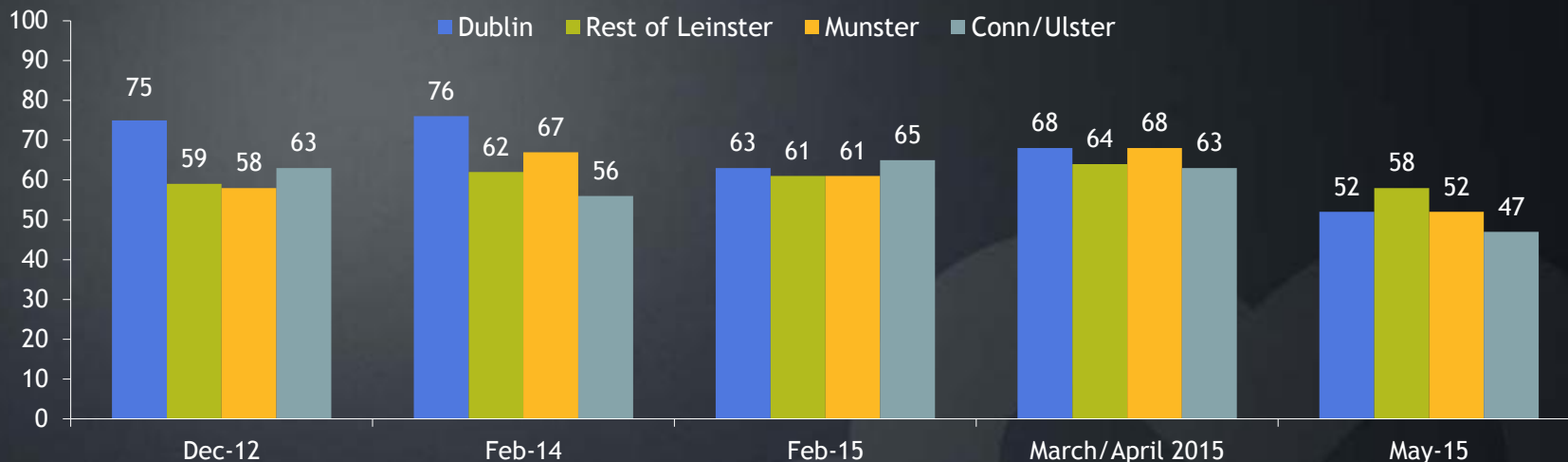
Base: All Adults 18+



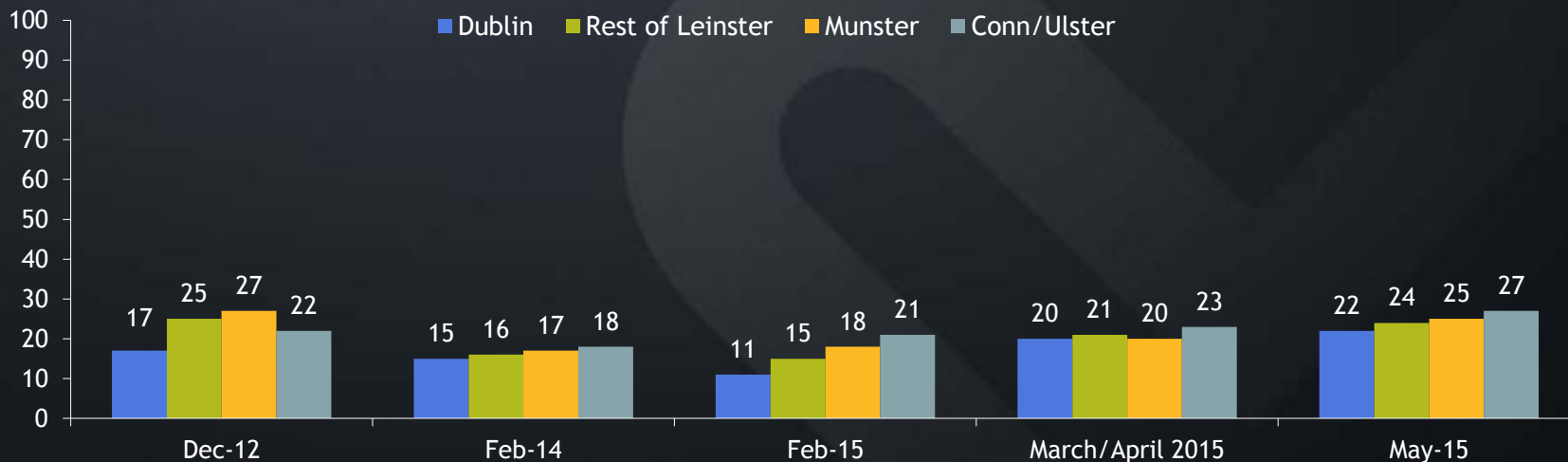
Attitudes Towards Same Sex Marriage Trended X Region

Base: All Adults 18+

IN FAVOUR OF



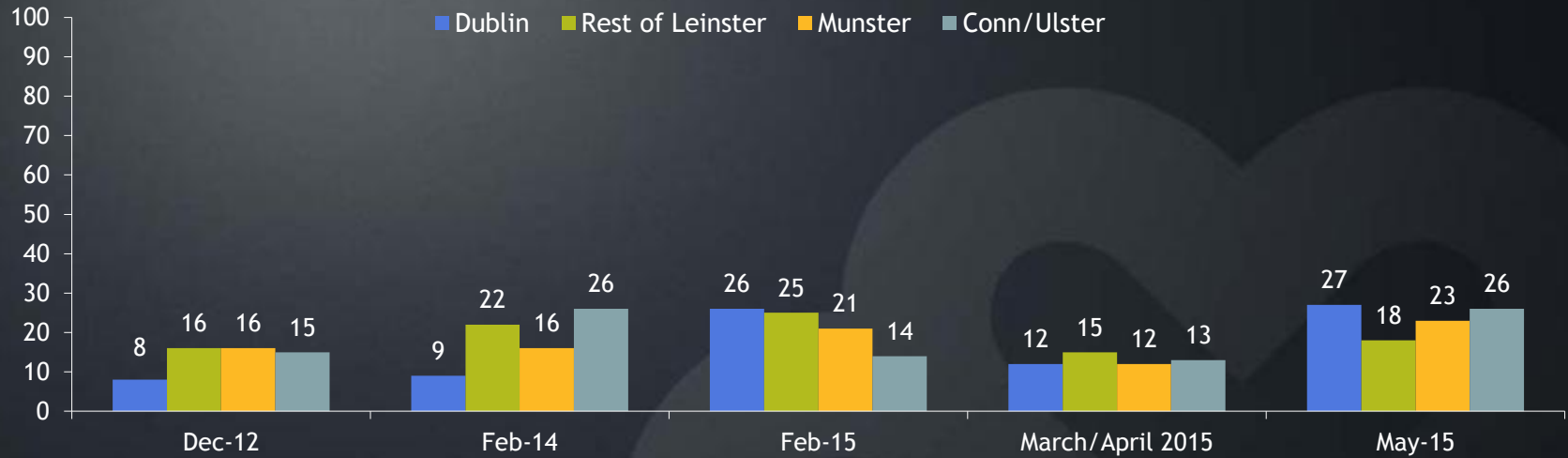
AGAINST



Attitudes Towards Same Sex Marriage Trended X Region

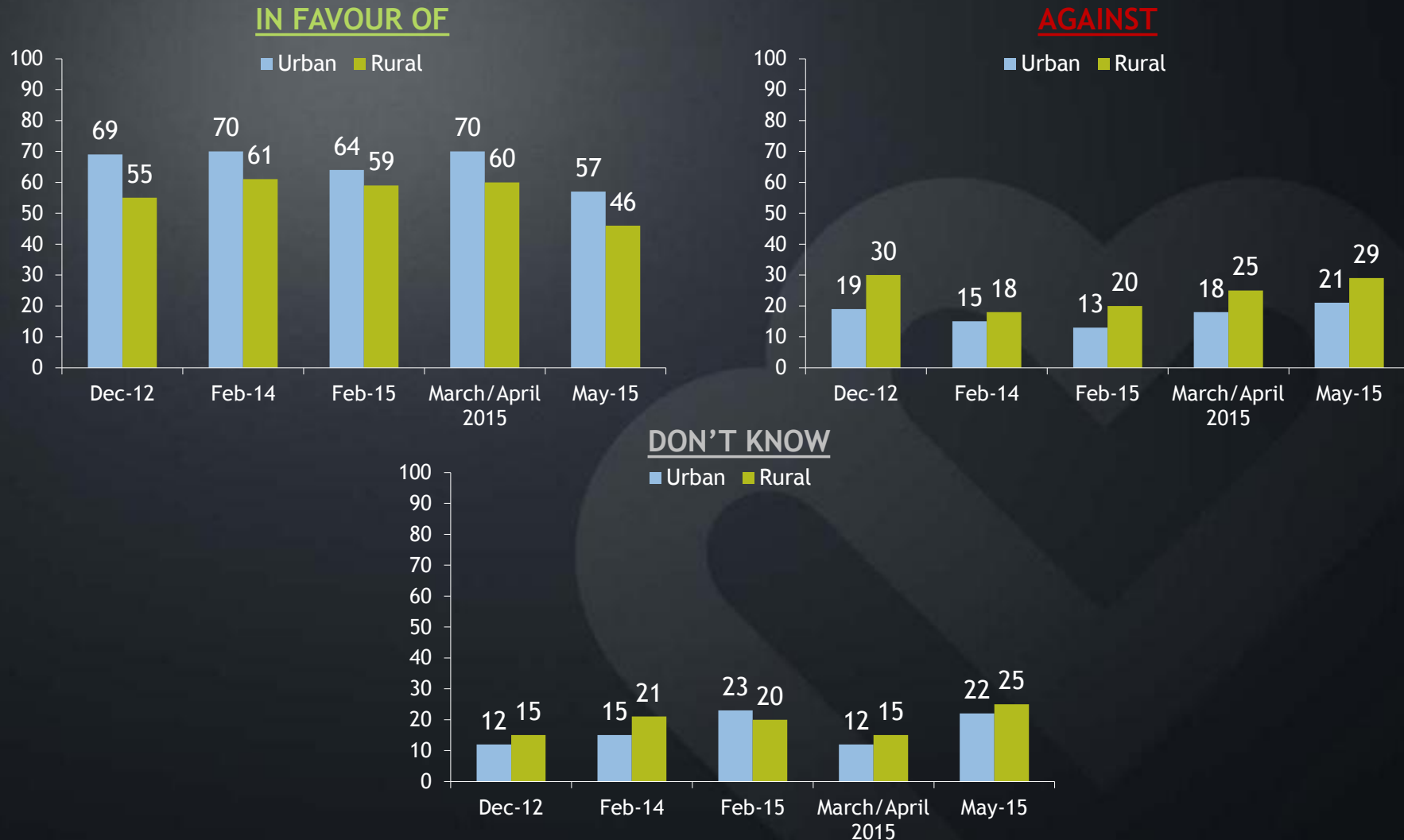
Base: All Adults 18+

DON'T KNOW



Attitudes Towards Same Sex Marriage Trended X Area

Base: All Adults 18+



Q. A referendum will be held in May to amend the constitution to provide for recognition of Same Sex marriages by the state. Will you vote in favour or against this amendment?



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