



Same Sex Marriage Referendum Opinion Poll

17th May 2015



Methodology and Weighting

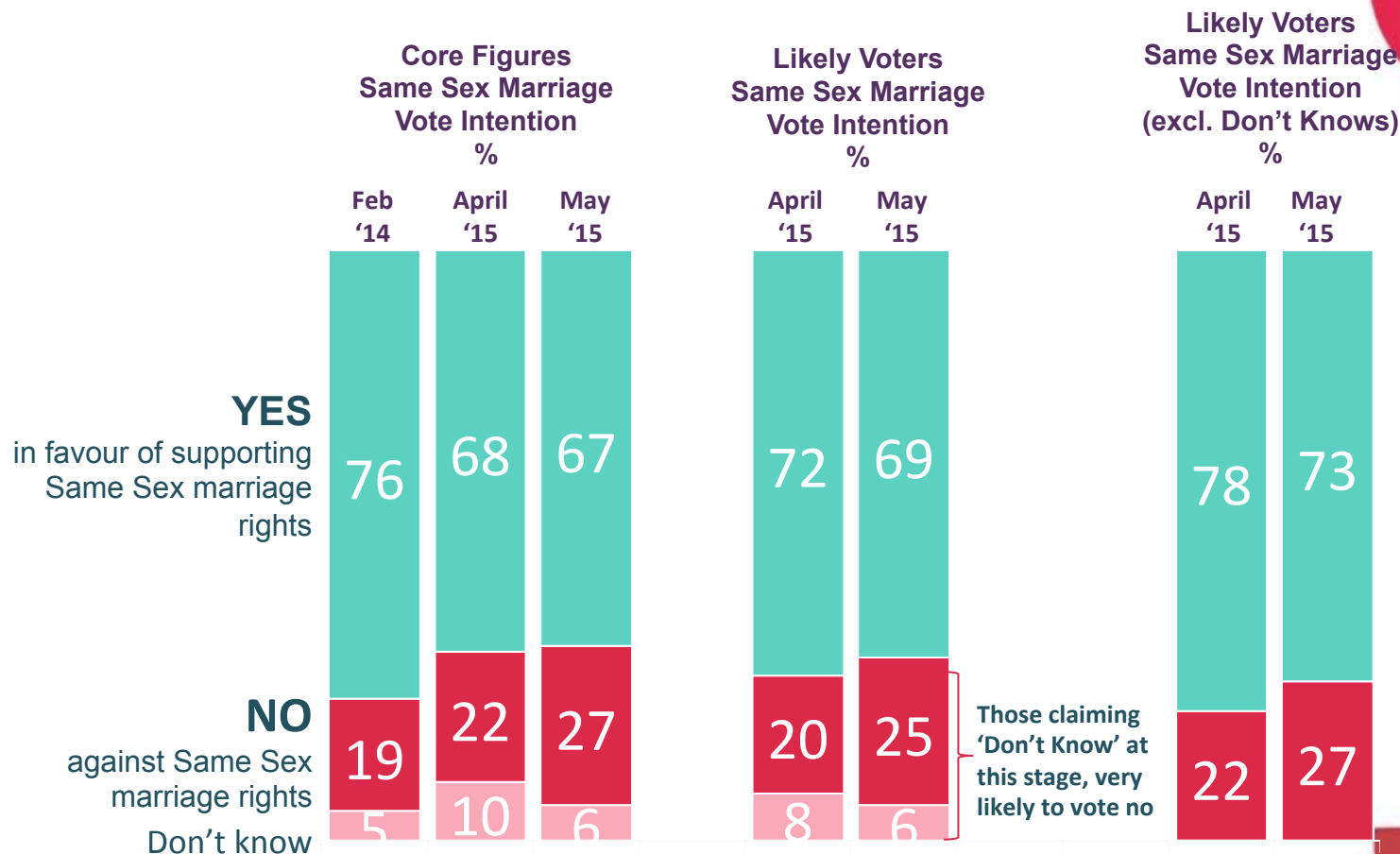
- RED C interviewed a random sample of 1,009 adults aged 18+ by telephone between the 11th – 13th May 2015.
- A random digit dial (RDD) method is used to ensure a random selection process of households to be included – this also ensures that ex-directory households are covered.
- Half of the sample are 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.
- 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.



Vote Intention for Same Sex Marriage Referendum

(Base: All Adults aged 18+ - 1,009)

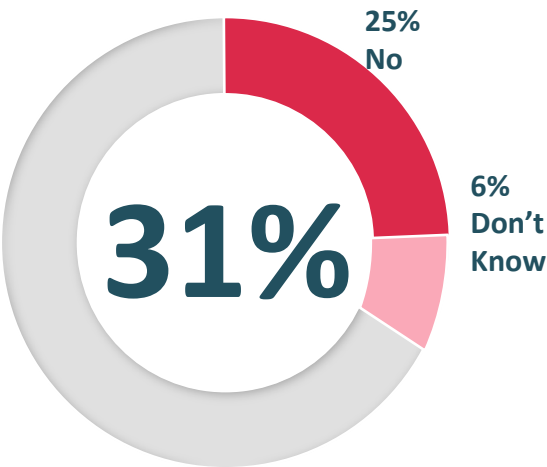
The referendum to vote for a proposed amendment to the Constitution to provide for Same Sex Marriage is being held in May. If this referendum was to be held tomorrow would you vote Yes in favour of supporting Same Sex Marriage in the constitution or No against recognising Same Sex marriage?



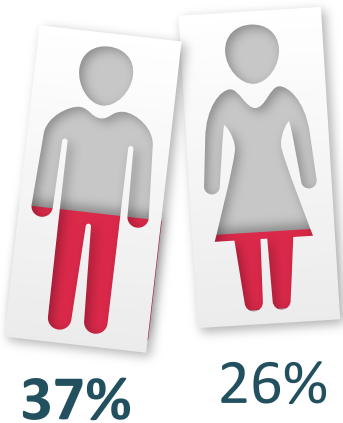
REDC

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

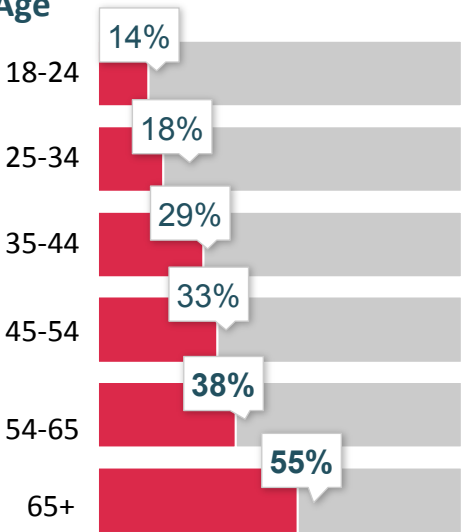
(Base: All Likely Voters aged 18+)



Gender



Age



Social Class

Higher Social Grades: 29%



Lower Social Grades: 32%



Party Support

 **FINE GAEL** 34%

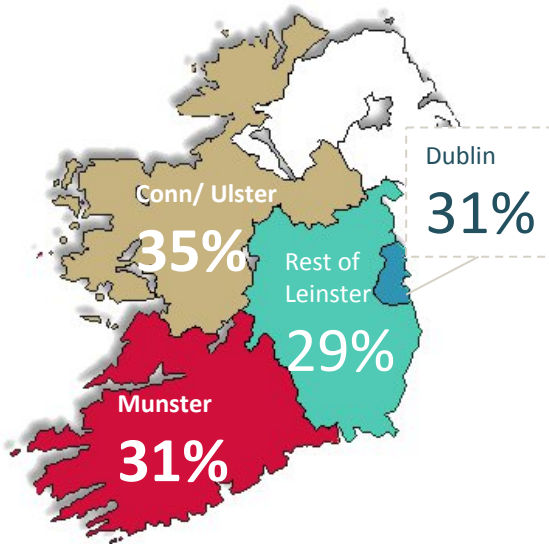
 **Labour** 18%

 **FIANNA FÁIL** 42%

 **SF** 28%

Independents 32%

Region



The Wisdom of Crowd Approach



The Wisdom of Crowds is the idea that the collective estimation of a random crowd is superior to even the smartest people within it, so long as a small number of conditions are met.

The conditions have been defined as follows.

1. Diversity of opinion: each person has some information, even if it is an eccentric interpretation of known facts.
2. Independence: opinions are not influenced by anyone else contributing to the crowd's response (which cannot be the case within an opinion polling setting).
3. De-centralisation: people are able to draw on local knowledge.
4. Aggregation: some method exists for turning private judgements into a collective decision; for us, any opinion polling methodology is appropriate.

Now well into the Referendum campaign it was decided to trial this approach as a means of uncovering the possibility of “Shy” No voters.

The question asked people “as a bit of fun”, to try and estimate what they thought the result of the referendum would be, based on what they had heard so far during the campaign and the conversations they had had on the subject with friend and family.

The results show an interesting informed perception among voters that the result will be closer than is currently being measured by vote intention itself, although even No voters still on average assume that the vote will be passed.

“Wisdom of Crowd” Result for Same Sex Marriage Referendum

(Base: All Adults aged 18+ - 1,009)

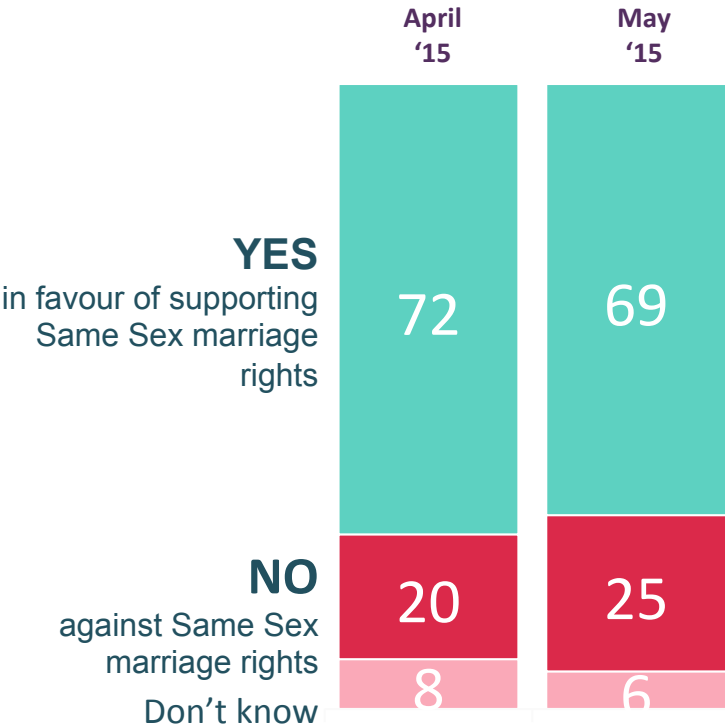
In an effort to try and overcome possible “Shy Voter” influence on Referendum polling, as well as asking how people would vote themselves, we asked them to estimate what they thought the actual result might be. Thinking of all the conversations you might have had with friends and family about the same sex marriage referendum, we want to see how good you are at predicting the outcome. What proportion of people do you think...

- A) Will vote yes in favour of same sex marriage
- B) Will vote no against same sex marriage



Actual Claimed Vote

Likely Voters
Same Sex Marriage
Vote Intention
%



Wisom of Crowd Outcome

Likely Voters
Same Sex Marriage
Vote Intention
%

May '15
Including D/K Exclduing D/K

