

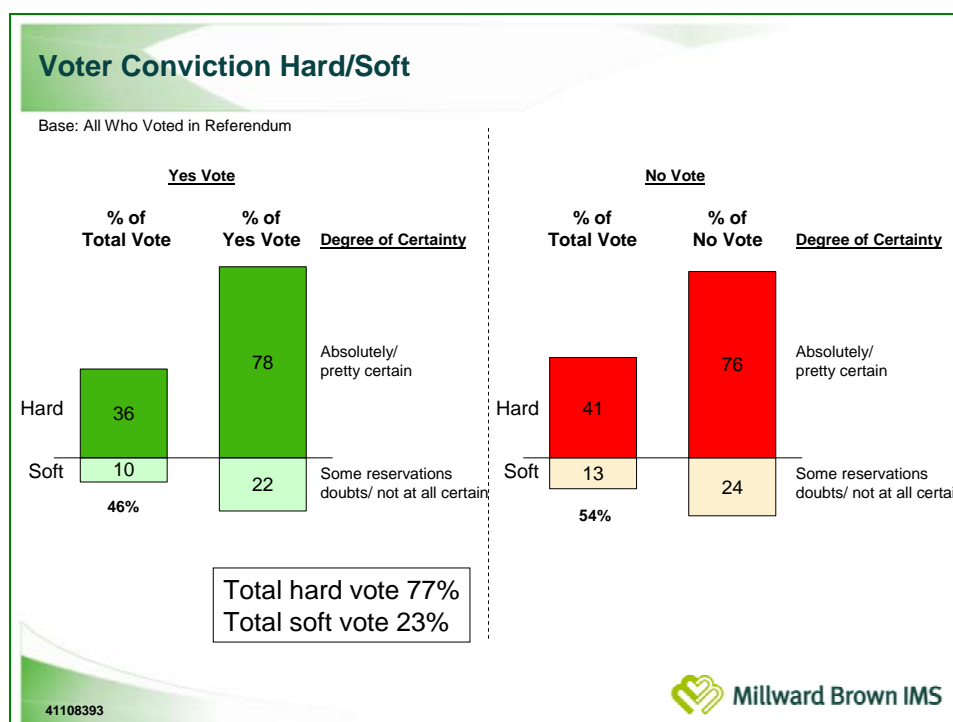
3. The Vote and Voter Conviction

The referendum was defeated by a margin of 53.4% to 46.6%. The voter conviction measure used throughout this report is derived from the Yes/No vote and the question:

Q. *When you had made up your mind how to vote in the referendum, how certain were you about your decision to vote in favour of/against (as appropriate) the Treaty. Were you*

- Absolutely certain
- Pretty certain
- Some reservations/doubts
- Not at all certain
- Don't Know/NA

The conviction measure is used to define the commitment of the voter to the vote they cast on 12th June. This is then used as the principal variable to ascertain voter attitudes throughout the poll and to indicate where the main faultlines in the Lisbon debate lay. The same measure was used when recruiting for focus group participants.



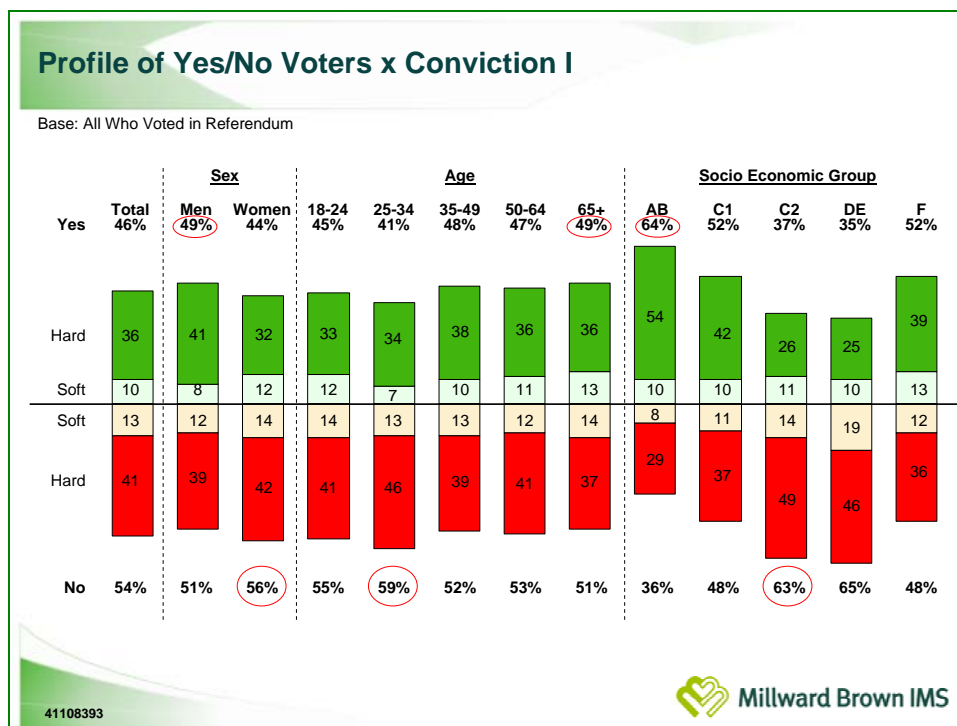
On the Yes side 36% of the total turnout were convinced 'Hard' Yes voters, with a further 10% 'Soft' Yes voters. As a percentage of the total Yes vote this translates as 78% : 22%.

The picture on the No side is similar. Forty-one per cent of all votes cast were 'Hard' No's with 13% 'Soft' No's. As a percentage of the No vote a similar profile to the Yes side emerges at 76% : 24%.

The Soft electorate adds to 23% in total. However, it is worth noting that the "soft" vote on both the Yes and No side is likely to be under-estimated to some degree: the qualitative research and the spontaneous answers from the opinion poll both point towards this.

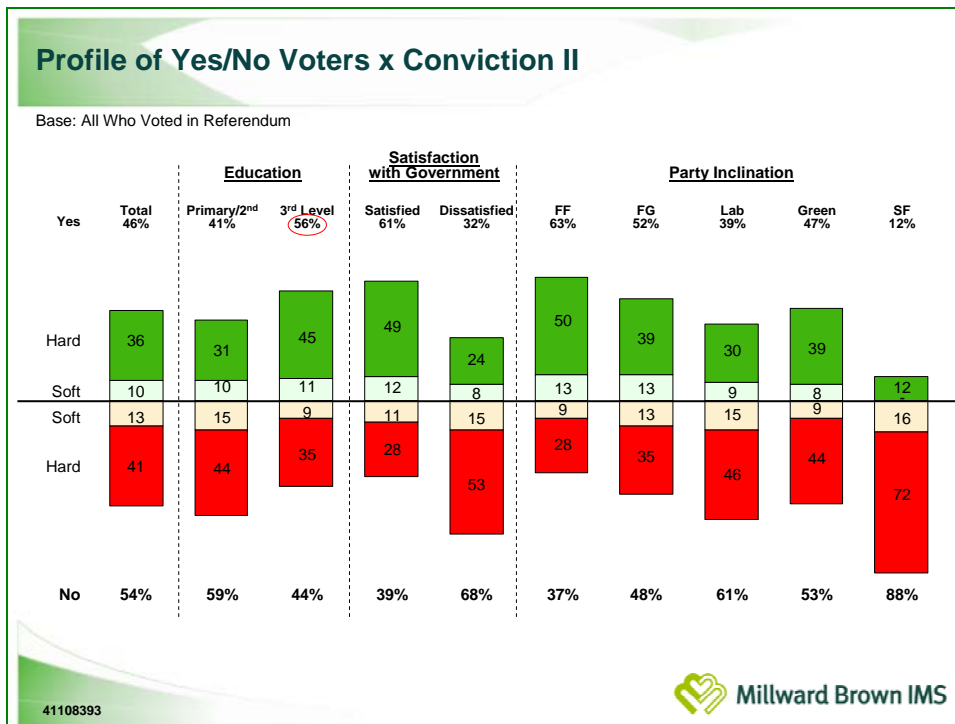
3.1 Demographic Profile Analysis

The demographic information is used to profile each conviction group revealing the key battlegrounds for the Lisbon Treaty.



Women recorded a stronger No vote than men (56% to 51%) as did the younger age groups, with 25-34 year olds being most opposed to the Treaty at 59%. Socio-economic group emerges as a clear indicator of voter type (as it did for abstention), ranging from the strong Yes vote of the most affluent AB group (64%) to the equally strong No votes of the blue collar C2DE groups. The farming community, who were a prominent voter group during the campaign and the subject of much coverage, emerge slightly in favour of the Treaty (52%), but with a strong No vote recorded nonetheless.

On the political party front, 63% of Fianna Fáil supporters voted in favour of the Treaty, compared to 52% of Fine Gael supporters and 39% of Labour supporters. Green party supporters were quite evenly divided at 47% Yes versus 53% No, whilst Sinn Féin supporters overwhelmingly followed their party line and voted No at 88%, albeit with the lowest turnout among the parties. The measure used in this poll was whether respondents 'feel close' to a political party, rather than voting intention which is the measure used in a standard opinion poll.



3.2 Timing of Voting Decisions

As would be expected, there is a clear relationship between the timing of voting decision and level of voter conviction. The softer the vote, the closer to polling day the voter made up their minds. It is notable how similar each voter group is on this measure; a clear majority of Hard voters (on each side) made up their minds early in the campaign, whilst the Soft vote is almost a mirror image on both sides. Forty-five percent of Soft Yes and No voters made up their minds in the final week of the campaign, with further large proportions, 21% and 15% respectively, not deciding until the day itself. This demonstrates the fluidity of the result and the fact that the referendum was not actually decided until the final day/s of the campaign.

