

# Ireland Thinks.

Meonta Mhuintir na hÉireann

Alcohol Action  
Ireland Poll

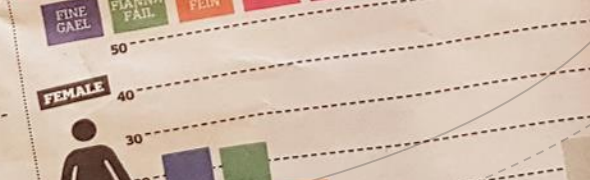
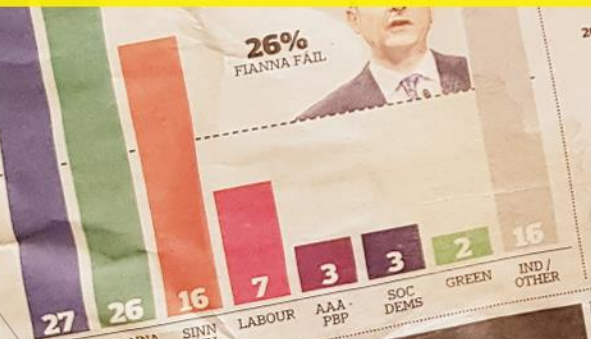
November 15th

Irish Daily Mail, Monday, October 10, 2016

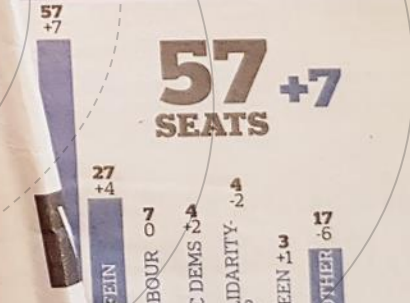
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...ments. The m...  
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... same treatment is to be given...  
... carers and those on the blind...  
... pension, among others.  
... The benefits are expected to go up...  
... by €5, and if agreement is reached...  
... the Government will finalise the...  
... Budget package, which will be...  
... unveiled at lunchtime tomorrow in...  
... the Dáil.  
... Ministers Michael Noonan and Pas...  
...chal Donohoe will outline cuts to the...  
... Universal Social Charge, increases in...  
... the State pension and other...  
... allowances, and a new childcare...  
... support package for low-income ear...  
... ners. The price of a packet of cigaret...  
... ettes is also set to rise. Around 800 gard...  
... and 1,000 nurses will be recruited as...  
... well as up to 650 teachers.  
... And the squeezed middle are...  
... expected to get up to €350 back in a...  
... mooted 0.5% cut to the 5.5% rate.  
... Finance Minister Michael Noonan...  
... is understood to have agreed in

**Squeezed middle  
may get €350 back**

... principle to cut the rate to 5%. He...  
... previously signalled he wanted to cut the...  
... colleagues that he wanted to cut the...  
... bottom two rates - 1% on income up...  
... to €12,000 and 3% on income...  
... between €12,012 and €18,668 - by...  
... centage point. The cut to



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# Methodology

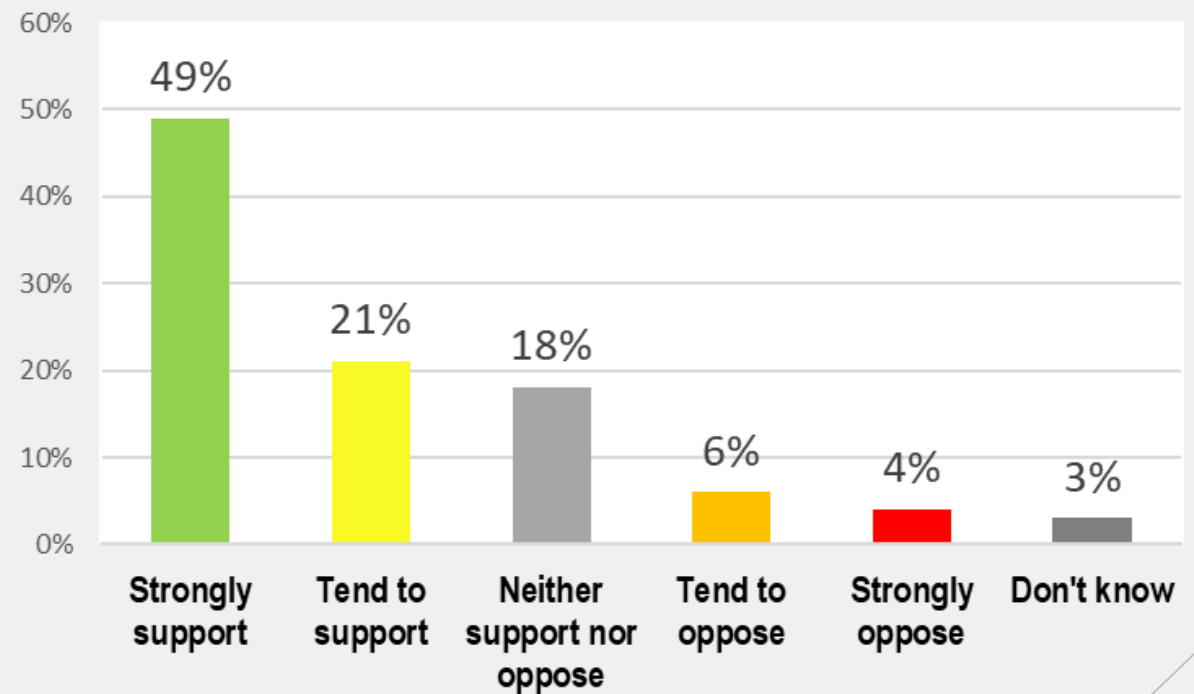
The poll was conducted on Saturday **November 13<sup>th</sup>** on a representative sample of 1,292 people. The margin of error is plus or minus 2.8%. A group of 4,000 were selected to take part from a larger group of 35,000 on the basis of matching their demographics to the exit poll and census data on the basis of their age, gender, vote, educational attainment, and religious adherence from a panel of 35,000. The responses were then weighted to ensure they were exactly representative of the country in terms of age, gender, region, educational attainment, religious adherence and past voting behaviour.

This follows the latest research from Pew and the AAPOR. Dr Kevin Cunningham holds a degree in statistics from Oxford University and is a consultant to some of the leading polling companies in the world.

## Question 1

‘In general how strongly if at all would you support or oppose the following measure: “*Stopping alcohol adverts from being shown on TV before 9pm*” - ?’

- Strongly support
- Tend to support
- Neither support nor oppose
- Tend to oppose
- Strongly oppose
- Don't know



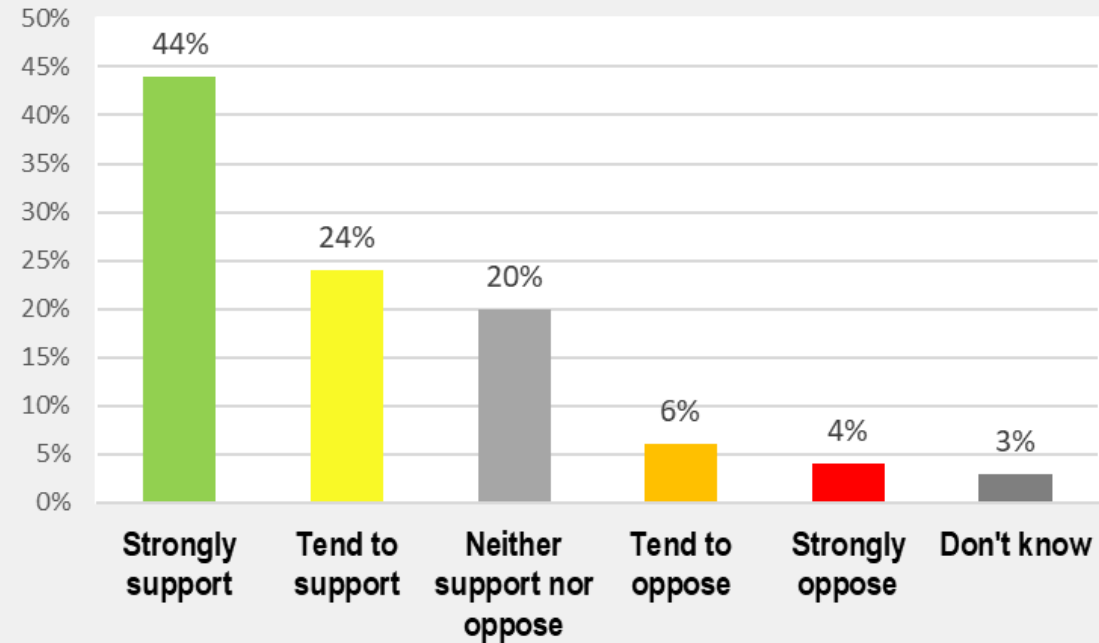
'In general how strongly if at all would you support or oppose the following measure: "Stopping alcohol adverts from being shown on TV before 9pm" - ?'

	Total/%	Gender		Age group						Education				Region			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Less than leaving cert	Leaving cert	Post-leaving qual	Third level degree	Dublin	Leinster	Munster	Connacht Ulster
Unweighted	1294	660	634	56	98	169	270	384	317	123	240	302	629	364	332	349	249
Weighted	1292	646	646	106	174	247	247	226	296	236	312	171	572	361	344	352	233
Strongly support	633	284	349	18	62	110	122	130	192	124	148	90	272	148	178	201	106
Strongly support %	49%	44%	54%	17%	36%	45%	49%	58%	65%	52%	47%	52%	47%	41%	52%	57%	45%
Tend to support	271	141	130	43	33	53	51	44	48	37	69	36	129	100	53	63	54
Tend to support %	21%	22%	20%	41%	19%	21%	21%	20%	16%	16%	22%	21%	23%	28%	15%	18%	23%
Neither support nor oppose	236	130	106	9	46	60	48	31	42	55	55	28	97	60	64	62	50
Neither support nor oppose %	18%	20%	16%	8%	27%	24%	19%	14%	14%	23%	18%	17%	17%	17%	19%	18%	21%
Tend to oppose	82	49	33	23	20	12	13	7	7	6	24	12	40	29	28	13	12
Tend to oppose %	6%	8%	5%	22%	12%	5%	5%	3%	2%	3%	8%	7%	7%	8%	8%	4%	5%
Strongly oppose	46	33	13	9	9	9	8	9	2	9	8	3	26	15	13	8	10
Strongly oppose %	4%	5%	2%	8%	5%	4%	3%	4%	1%	4%	3%	2%	5%	4%	4%	2%	4%
Don't know	32	11	21	4	4	3	6	9	9	8	10	3	10	9	11	9	2
Don't know %	3%	1%	3%	3%	2%	1%	2%	4%	2%	3%	4%	1%	1%	3%	3%	2%	2%

## Question 2

‘In general how strongly if at all would you support or oppose the following measure: “*Restrictions to limit what alcohol advertising children see and hear*” - ?’

- Strongly support
- Tend to support
- Neither support nor oppose
- Tend to oppose
- Strongly oppose
- Don't know



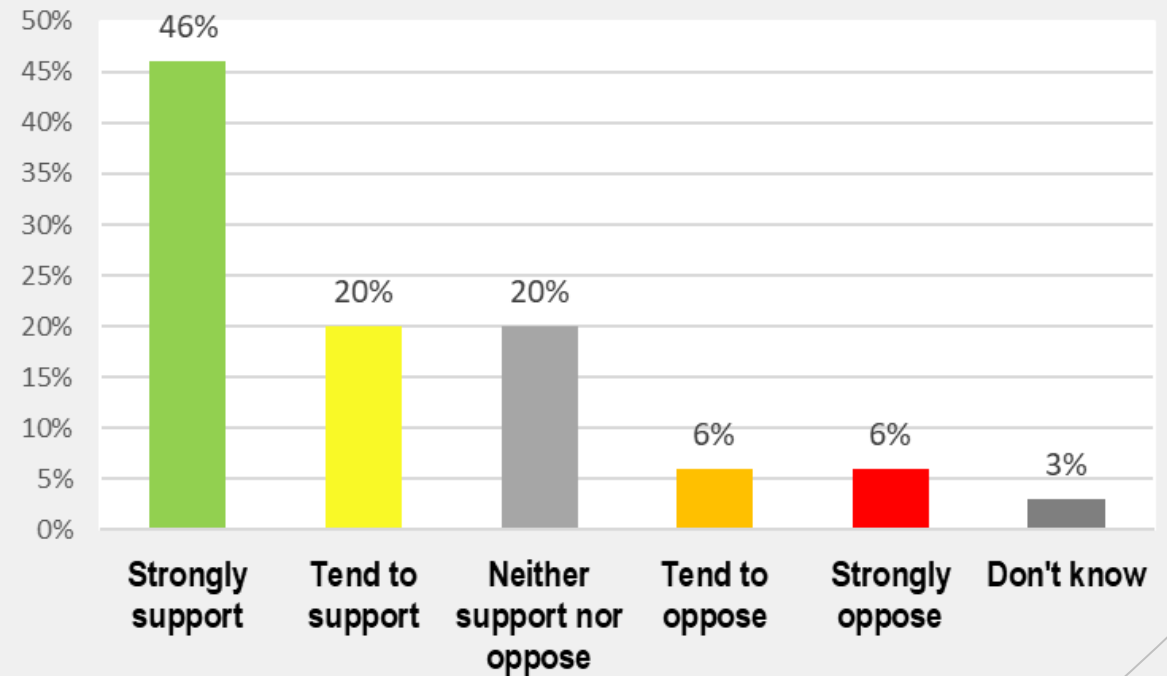
‘In general how strongly if at all would you support or oppose the following measure:  
“Restrictions to limit what alcohol advertising children see and hear” - ?’

	Total/%	Gender		Age group						Education				Region			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Less than leaving cert	Leaving cert	Post-leaving qual	Third level degree	Dublin	Leinster	Munster	Connacht Ulster
Unweighted	1294	660	634	56	98	169	270	384	317	123	240	302	629	364	332	349	249
Weighted	1293	646	646	106	175	246	246	226	295	237	313	171	574	361	343	353	234
Strongly support	574	250	323	15	60	111	107	111	170	114	126	80	254	146	149	183	95
Strongly support %	44%	39%	50%	14%	35%	45%	43%	49%	57%	48%	40%	47%	44%	40%	43%	52%	41%
Tend to support	312	156	156	41	45	66	60	49	51	41	81	38	153	99	69	76	67
Tend to support %	24%	24%	24%	39%	26%	27%	24%	22%	17%	17%	26%	22%	27%	27%	20%	22%	29%
Neither support nor oppose	256	137	119	27	32	44	54	52	47	53	64	40	99	64	75	63	54
Neither support nor oppose %	20%	21%	18%	26%	18%	18%	22%	23%	16%	22%	21%	23%	17%	18%	22%	18%	23%
Tend to oppose	75	51	24	12	17	14	11	4	18	13	22	7	34	19	26	21	9
Tend to oppose %	6%	8%	4%	11%	10%	6%	4%	2%	6%	6%	7%	4%	6%	5%	8%	6%	4%
Strongly oppose	46	36	10	6	16	4	11	5	4	12	9	2	23	18	14	6	8
Strongly oppose %	4%	6%	1%	6%	9%	2%	4%	2%	2%	5%	3%	1%	4%	5%	4%	2%	3%
Don't know	30	16	14	5	5	7	3	5	5	4	11	4	11	15	10	4	1
Don't know %	3%	2%	3%	5%	2%	3%	1%	2%	2%	2%	3%	3%	2%	5%	3%	1%	1%

### Question 3

‘In general how strongly if at all would you support or oppose the following measure: “*Stopping alcohol adverts from being streamed on social media channels*” - ?’

- Strongly support
- Tend to support
- Neither support nor oppose
- Tend to oppose
- Strongly oppose
- Don't know



‘In general how strongly if at all would you support or oppose the following measure: “Stopping alcohol adverts from being streamed on social media channels” - ?’

	Total/%	Gender		Age group						Education				Region			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	Less than leaving cert	Leaving cert	Post-leaving qual	Third level degree	Dublin	Leinster	Munster	Connacht Ulster
Unweighted	1294	660	634	56	98	169	270	384	317	123	240	302	629	364	332	349	249
Weighted	1292	646	647	106	174	247	249	224	297	236	311	171	573	362	343	353	234
Strongly support	598	253	345	19	60	106	116	116	182	124	137	82	256	150	169	184	96
Strongly support %	46%	39%	53%	18%	34%	43%	47%	52%	61%	52%	44%	48%	45%	41%	49%	52%	41%
Tend to support	263	137	126	33	49	49	49	47	37	20	65	32	146	95	54	66	48
Tend to support %	20%	21%	19%	31%	28%	20%	20%	21%	12%	9%	21%	19%	25%	26%	16%	19%	21%
Neither support nor oppose	258	149	109	20	35	60	55	38	52	58	68	37	94	59	65	68	66
Neither support nor oppose %	20%	23%	17%	19%	20%	24%	22%	17%	17%	25%	22%	22%	16%	16%	19%	19%	28%
Tend to oppose	73	44	30	19	9	13	12	9	11	12	24	6	30	22	26	17	8
Tend to oppose %	6%	7%	5%	18%	5%	5%	5%	4%	4%	5%	8%	3%	5%	6%	8%	5%	4%
Strongly oppose	72	53	19	11	19	14	10	9	10	17	8	9	38	19	25	15	12
Strongly oppose %	6%	8%	3%	10%	11%	6%	4%	4%	3%	7%	3%	5%	7%	5%	7%	4%	5%
Don't know	37	12	25	4	2	5	11	8	7	6	11	7	13	21	6	3	7
Don't know %	3%	1%	4%	3%	1%	2%	5%	5%	3%	4%	4%	4%	3%	5%	1%	1%	2%