

# Uplift RED EXPRESS Report

July 2016



**REDC**

# Objectives & Methodology



- / Uplift commissioned RED C to conduct a poll on public attitudes in Ireland towards certain potential aspects of both the TTIP and CETA trade agreements.
- / RED C interviewed a random sample of 1004 adults aged 18+ by telephone between 11<sup>th</sup>-13<sup>th</sup> July 2016
- / A random digit dial (RDD) method was 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 were 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.
- / In all respects the poll was completed to the opinion polling guidelines set out by both ESOMAR and AIMRO.

## NOTE: PRESS RELEASE/SUBMISSION

RED C will require the right to check that the information, claims or conclusions in any press release or submission based on our data are wholly accurate and fairly reflect the total data collected in the survey. To this end we do require sight and sign off of any press release **before publication** in our name.

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## Key Findings

- / In the context of TTIP or CETA being potentially agreed, more than 7 in 10 agree that citizens should have a right to vote in a referendum to accept or reject these deals, with a similar level agreeing that they would be concerned if they were to be agreed as they do not know enough about either.
- / 62% agree that EU standards should not be changed to match US or Canadian Standards, while just 1 in 5 agree that US or Canadian Corporations should be allowed to sue EU Governments whose legislative changes affect their profits.
- / Young people (18-24) appear to be the most sceptical of TTIP and CETA. They are the most in favour of a referendum to accept or reject these agreements while also the most likely to agree that they would be concerned if they were to be agreed as they do not know enough about them. They are also the most in favour of EU standards not being changed to match US or Canadian Standards and least in agreement with the idea that multinationals could sue EU Governments.

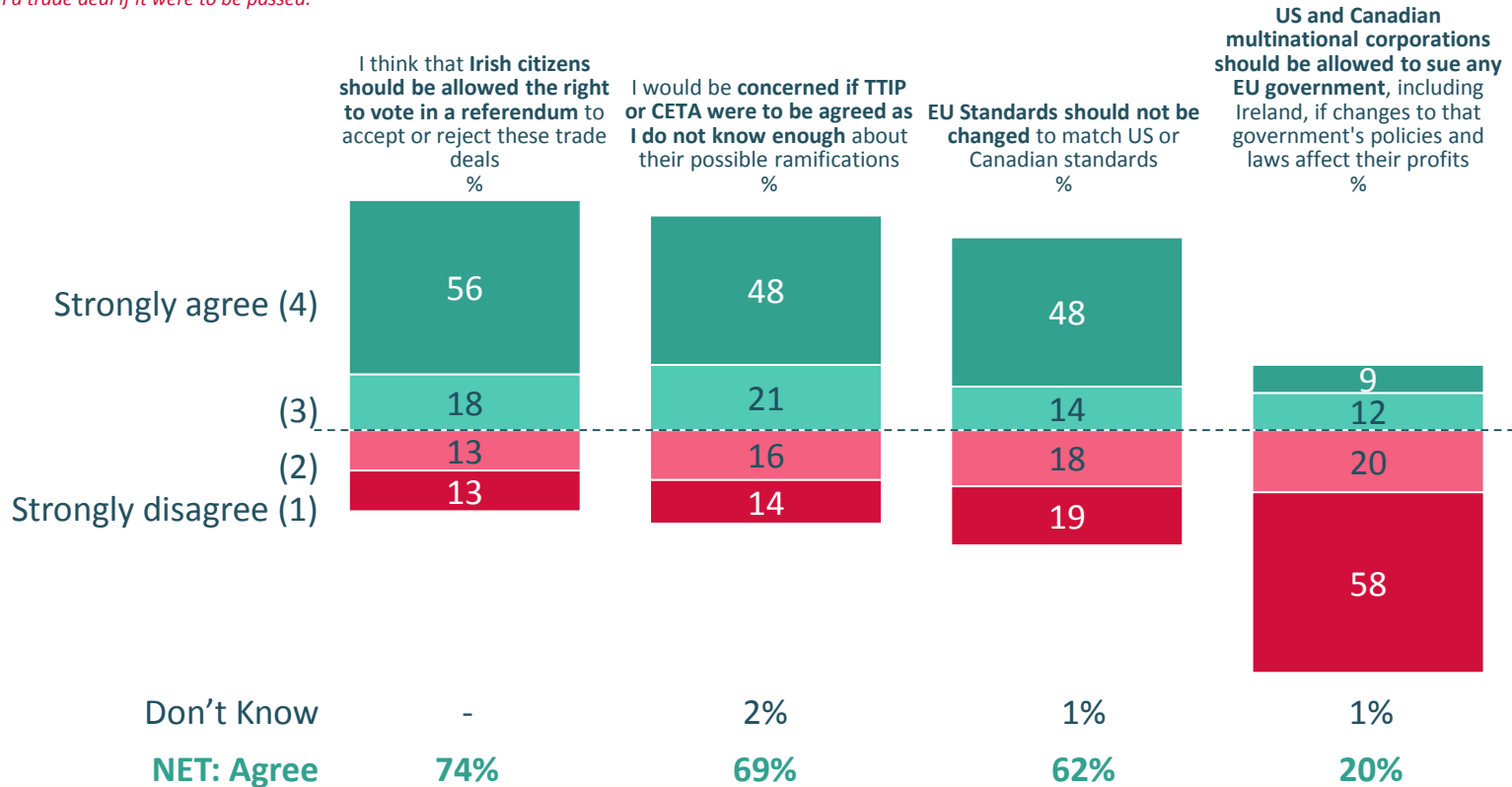


# Attitude to potential aspects of TTIP and CETA

(Base: All Respondents – n =1,004)

*Q.1 The European Union, is in the process of negotiating a number of international trade agreements, including the US-Europe deal, TTIP (the Transatlantic Trade and Investment Partnership) and the Canada-Europe deal CETA (the Comprehensive Economic and Trade Agreement). The general purpose of such agreements is to remove regulatory barriers to trade so as to encourage further market competition.*

*In the context of these trade agreements being potentially agreed and Ireland being bound by such an agreement, how much do you agree or disagree with the following possible elements of such a trade deal if it were to be passed.*



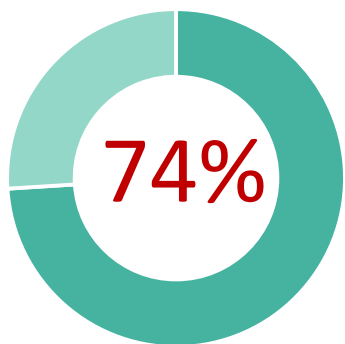
Just under three quarters of people agree that Irish citizens should have the right to vote in a referendum to accept or reject TTIP or CETA, compared to just 1 in 5 who agree that US or Canadian corporations should be allowed to sue any EU Government if legal changes by that Government affect their profits.



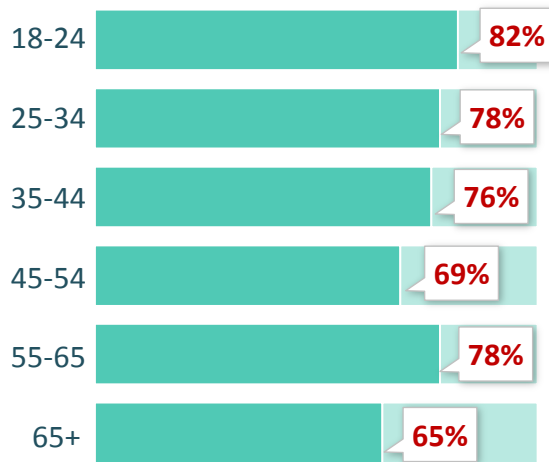
# I think that Irish citizens should be allowed the right to vote in a referendum to accept or reject these trade deals - % Net: Agree

(Base: All Respondents – n =1,004)

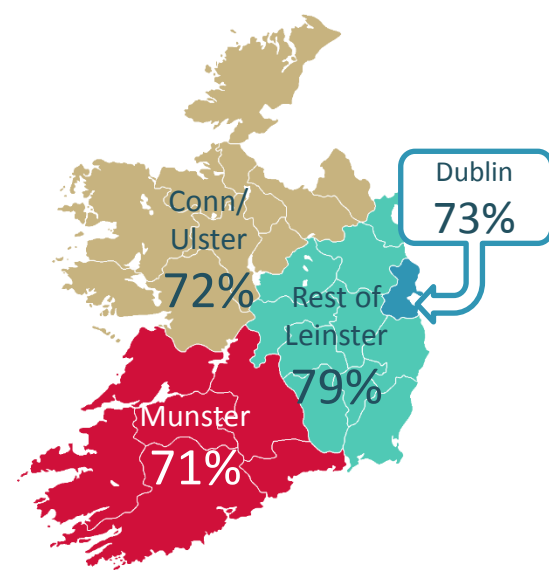
## All Adults



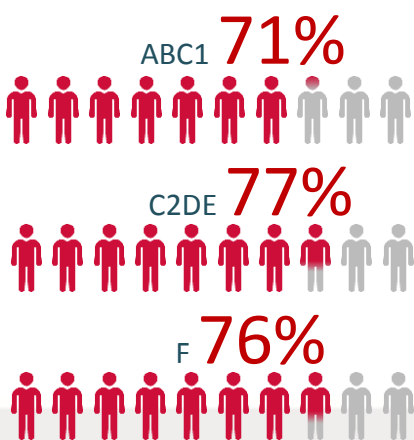
## Age



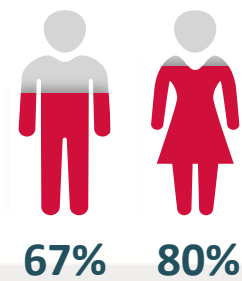
## Region



## Social Class



## Gender



## Dependent Children



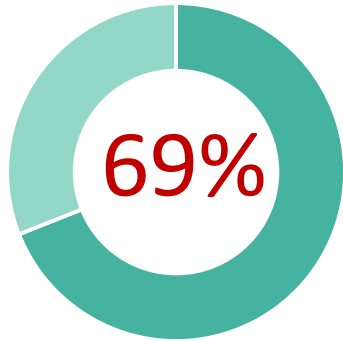
Young people, those living in Leinster (outside Dublin) and Females are the most likely to agree that citizens should be allowed the right to vote on accepting or rejecting TTIP or CETA.



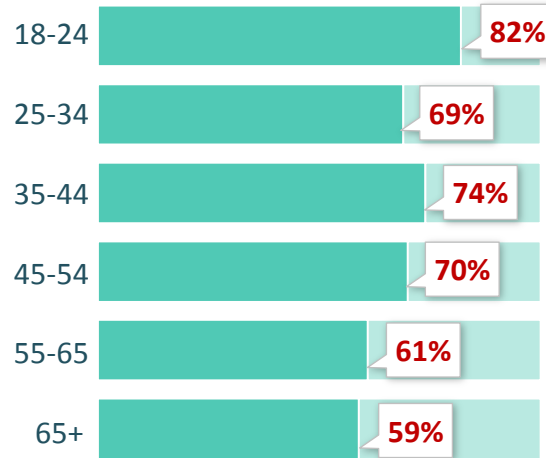
# I would be concerned if TTIP or CETA were to be agreed as I do not know enough about their possible ramifications - % Net: Agree

(Base: All Respondents – n =1,004)

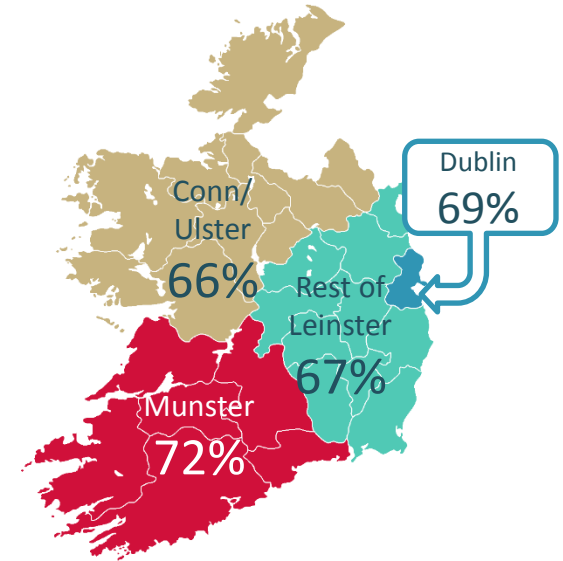
## All Adults



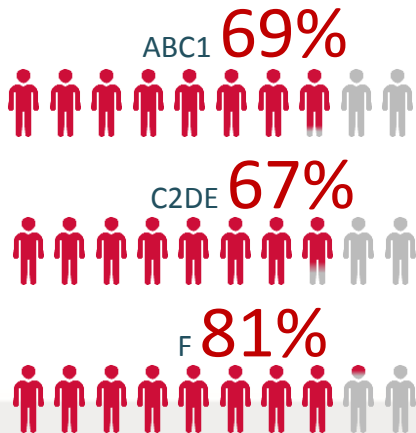
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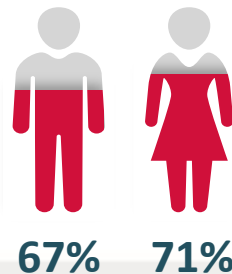
## Region



## Social Class



## Gender



## Dependent Children



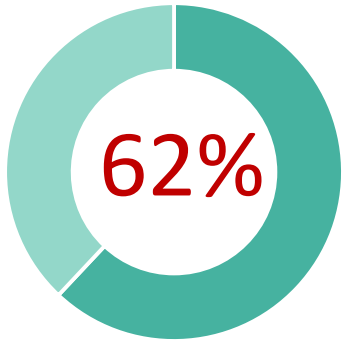
Young people are also the most concerned about the idea that these deals would be agreed as they do not know enough about their possible affects, followed closely by farmers.



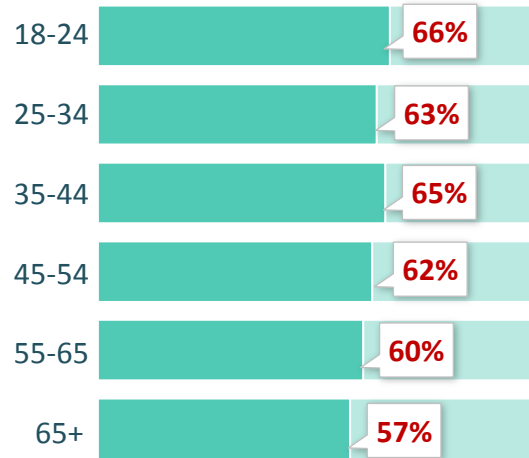
# EU Standards should not be changed to match US or Canadian standards - % Net: Agree

(Base: All Respondents – n =1,004)

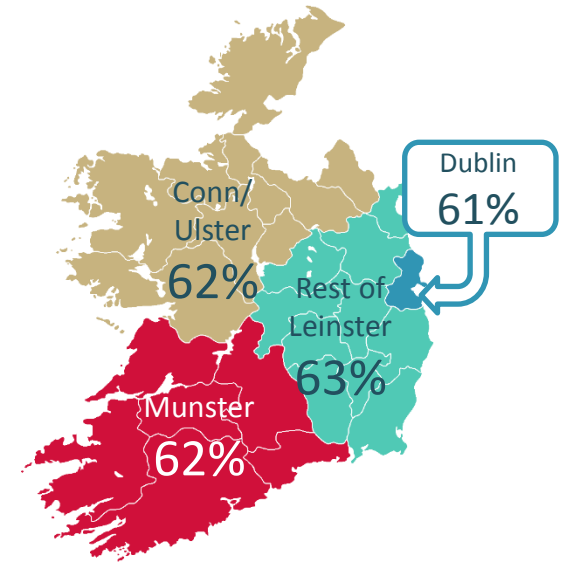
## All Adults



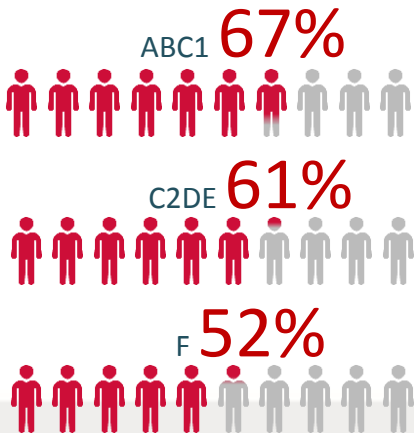
## Age



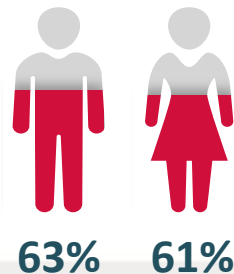
## Region



## Social Class



## Gender



## Dependent Children

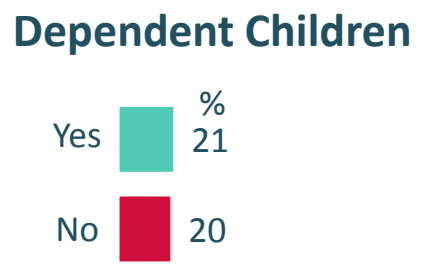
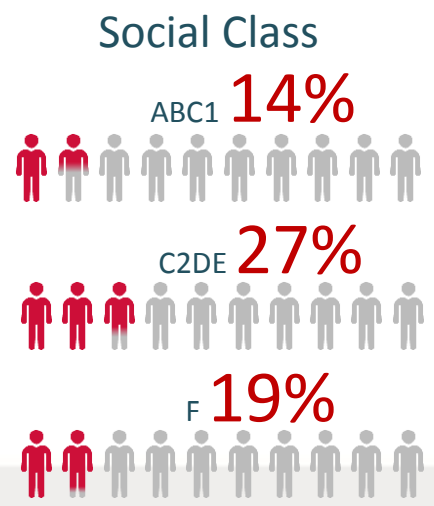
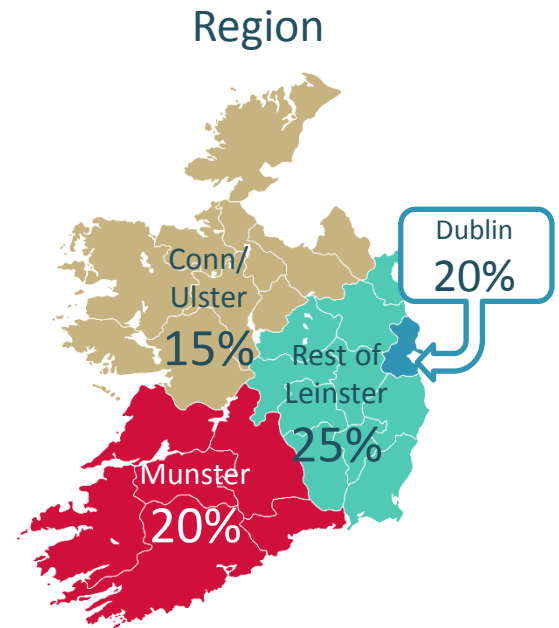
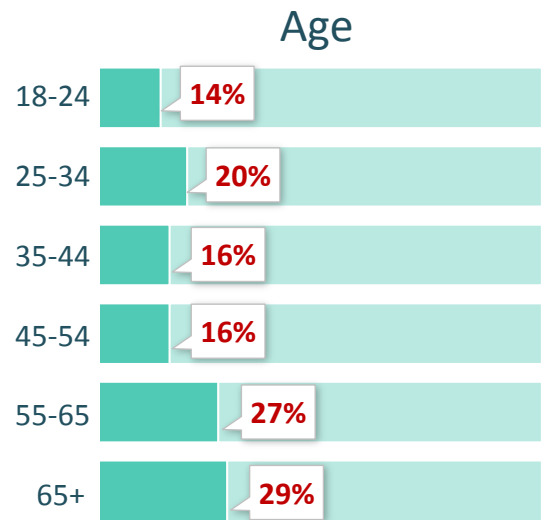
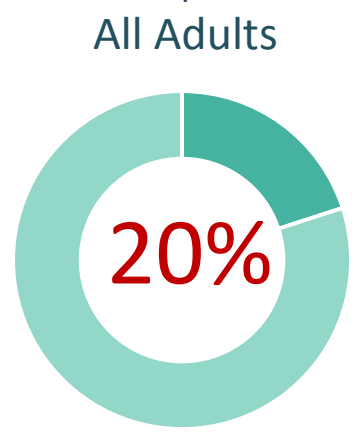


Agreement that EU standards should not be changed to match US or Canadian Standards is fairly consistent from a demographic perspective, although Farmers do appear less against change than other groups.



# US and Canadian multinational corporations should be allowed to sue any EU government, including Ireland, if changes to that government's policies and laws affect their profits - % Net: Agree

(Base: All Respondents – n =1,004)



Those 55+, in the lower social grades and living in the rest of Leinster are more open to multinational corporations being able to sue EU governments, although less than 30% of any demographic group is in agreement with this concept.





**THANK  
YOU**

**REDC**