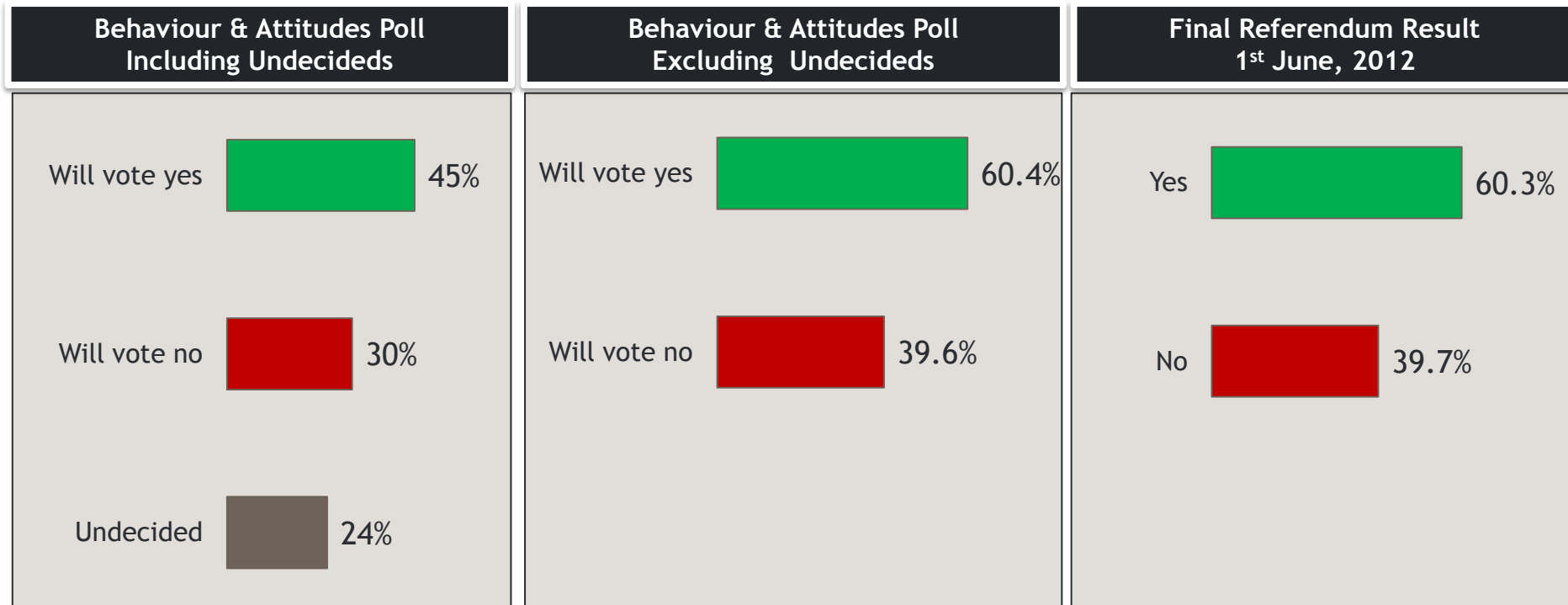


Behaviour & Attitudes/Sunday Times Poll Predicts the Precise Outcome of the Fiscal Treaty Referendum



Behaviour & Attitudes/Sunday Times Fiscal Treaty Referendum: Final Poll

- The final opinion poll conducted by Behaviour & Attitudes before Thursday's Referendum produced the following result:



Behaviour & Attitudes/Sunday Times Fiscal Treaty Referendum: Final Opinion Poll Commentary

“Behaviour & Attitude’s analysis of levels of understanding of both the Lisbon I and Lisbon II Referendums in opinion polls conducted by the company on behalf of the Referendum Commission concluded that in or around 30% of the Electorate should understand a treaty very/quite well, and no more than 15% to 20% should indicate that they do not understand it at all by voting day if it is to have a reasonable chance of being passed.

Today’s poll (27th May) reveals that there has been a highly significant improvement in the understanding of voters of the Fiscal Treaty Referendum since the last poll, with the proportion of voters indicating at least some understanding of the Referendum having increased from just 45% in April to 65% this week. More specifically, the percentage of citizens professing to understand the Treaty either very well or quite well has increased from 18% to 28%, with a corresponding decline in the proportion suggesting they do not understand it at all from 32% to 16%.

In summary, therefore, over the last five weeks there has been a marked increase in the understanding of the Referendum amongst the populace in general. In tandem with this increased understanding, the proportion of voters undecided as to how they will vote has declined, with the yes and no votes increasing by exactly the same percentage.

Our interpretation of this dynamic is that the yes vote has consolidated considerably since April and that, barring a series of unforeseen developments over the next five days, the Referendum is likely to be passed.”

Ian McShane,
Managing Director
Behaviour & Attitudes
Sunday Times, 27th May, 2012