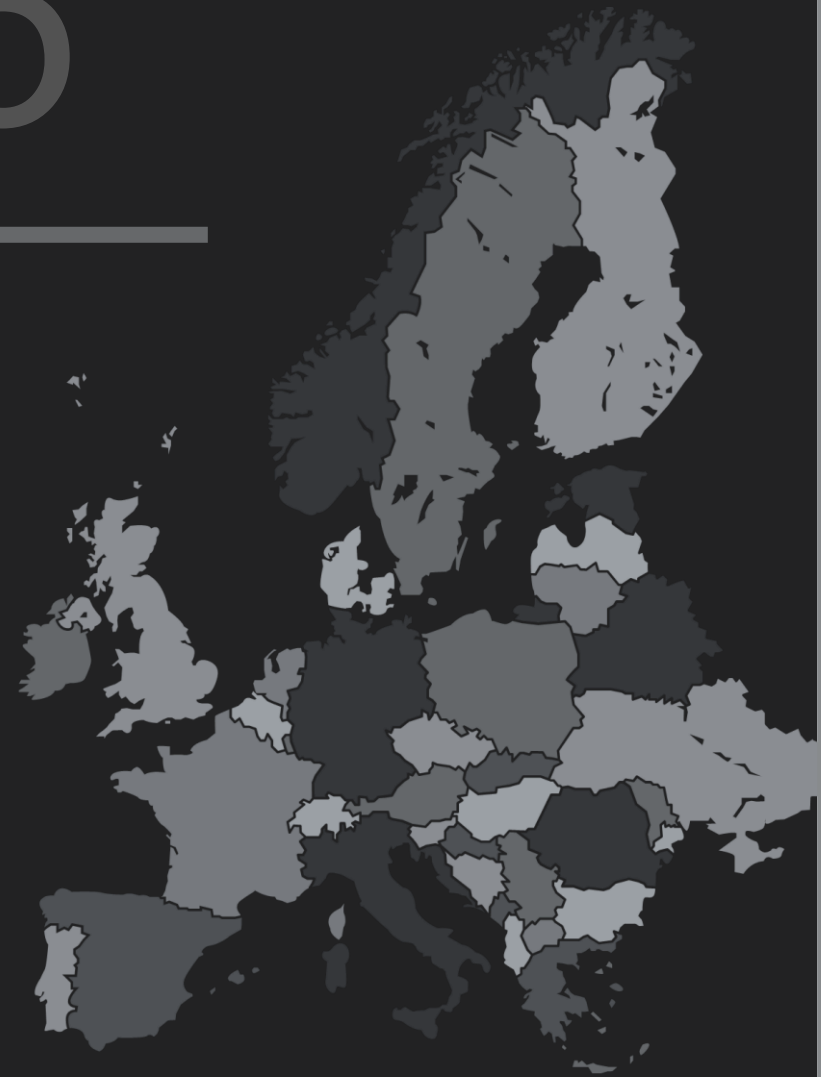


# June 2016

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Final referendum poll



Ipsos MORI

# European Referendum predicted outcome

QA) AS YOU MAY KNOW THE UNITED KINGDOM WILL HAVE A REFERENDUM ON ITS MEMBERSHIP OF THE EUROPEAN UNION ON THE 23<sup>RD</sup> OF JUNE THIS YEAR. HOW WILL YOU VOTE ON THE QUESTION – SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE EUROPEAN UNION?

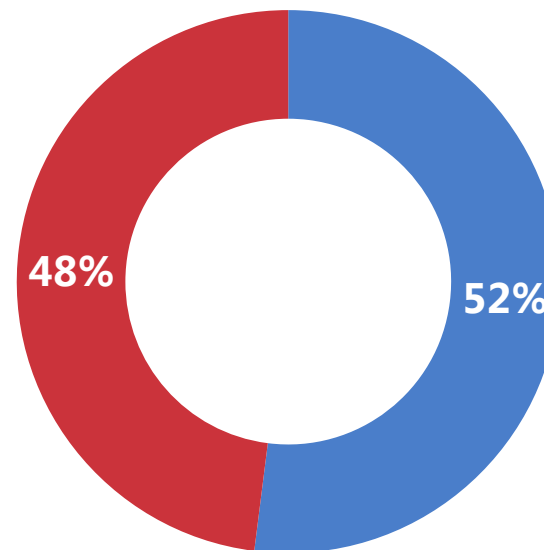
QB) TO ALL UNDECIDED/REFUSED) WHICH WAY WOULD YOU BE MOST INCLINED TO VOTE?

ALL REGISTERED TO VOTE AND FILTERED BY LIKELY TURNOUT

REMAIN



LEAVE



Base: 1,257 British adults 18+, 21<sup>st</sup> – 22<sup>nd</sup> June 2016 / All registered and 9-10 certain to vote and always/usually/depends vote in General Elections , and for whom outcome is very/fairly important (1,194)

Source: Ipsos MORI Political Monitor

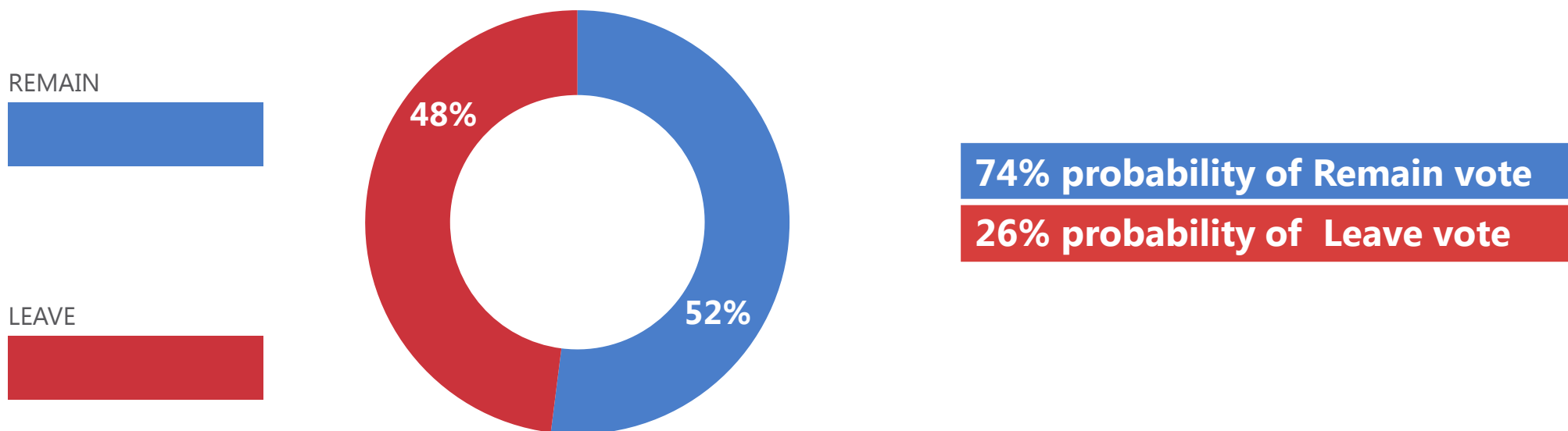
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ALL REGISTERED TO VOTE AND FILTERED BY LIKELY TURNOUT

Result probability based on model from Number Cruncher Politics

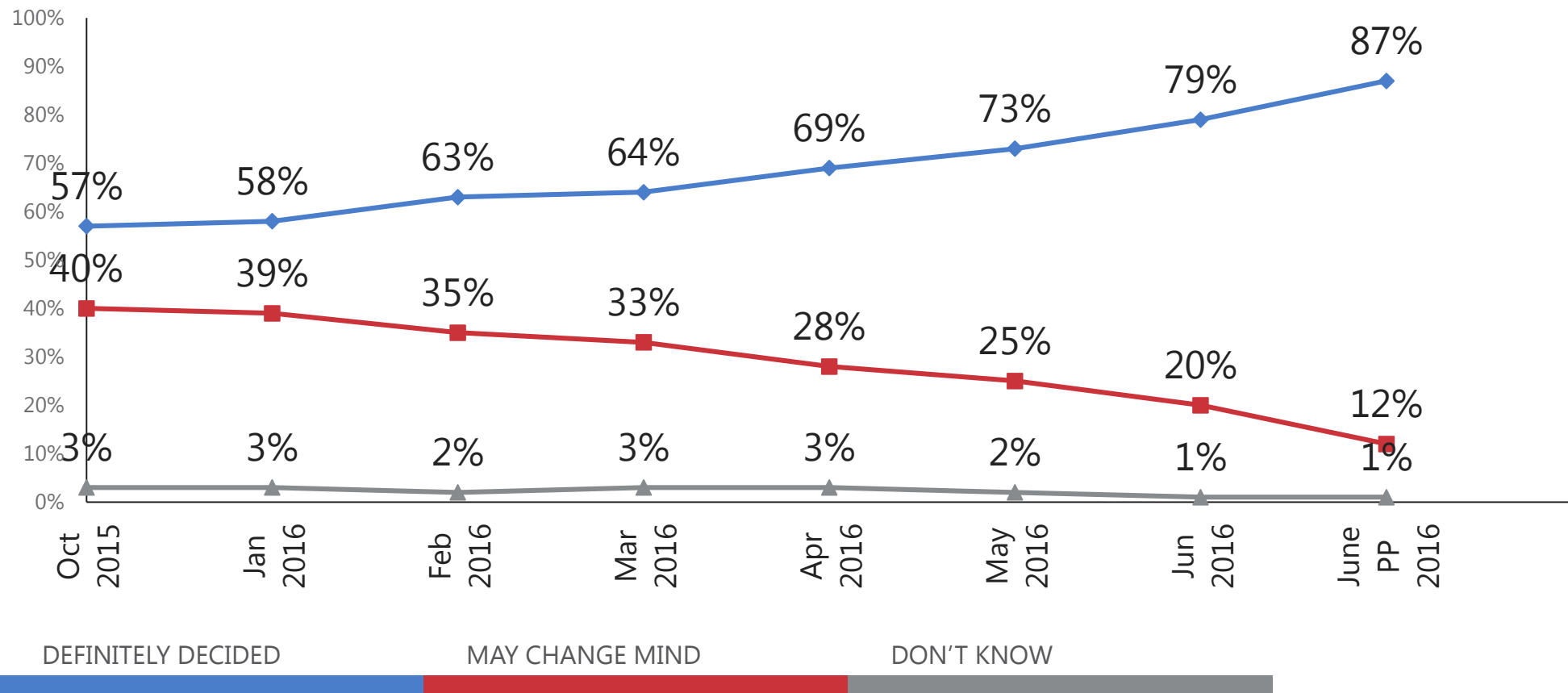


Base: 1,257 British adults 18+, 21<sup>st</sup> – 22<sup>nd</sup> June 2016 / All registered and 9-10 certain to vote and always/usually/depends vote in General Elections , and for whom outcome is very/fairly important (1,194)

Source: Ipsos MORI Political Monitor

# Have the EU referendum voters decided yet?

HAVE YOU DEFINITELY DECIDED TO VOTE FOR BRITAIN TO REMAIN / LEAVE THE EUROPEAN UNION OR IS THERE A CHANCE YOU MAY CHANGE YOUR MIND BEFORE YOU VOTE?

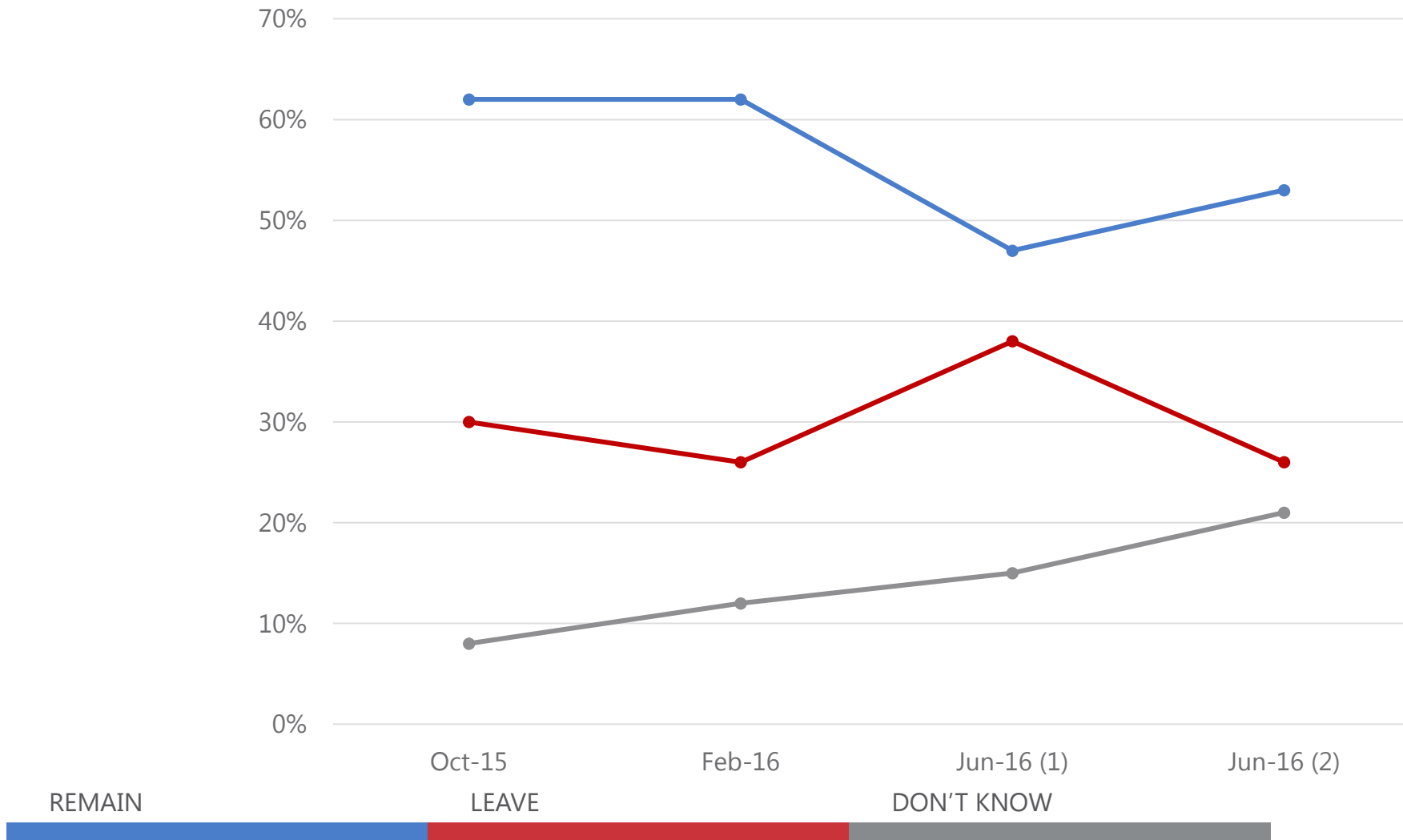


Base: All expressing an opinion on how they will vote 1,443 British adults 18+, 21<sup>st</sup> – 22<sup>nd</sup> June 2016

Source: Ipsos MORI Political Monitor

# Likely outcome?

**THINKING AHEAD TO THE REFERENDUM ON EUROPEAN UNION MEMBERSHIP, WHICH OF THE FOLLOWING OUTCOMES DO YOU THINK IS MOST LIKELY?**



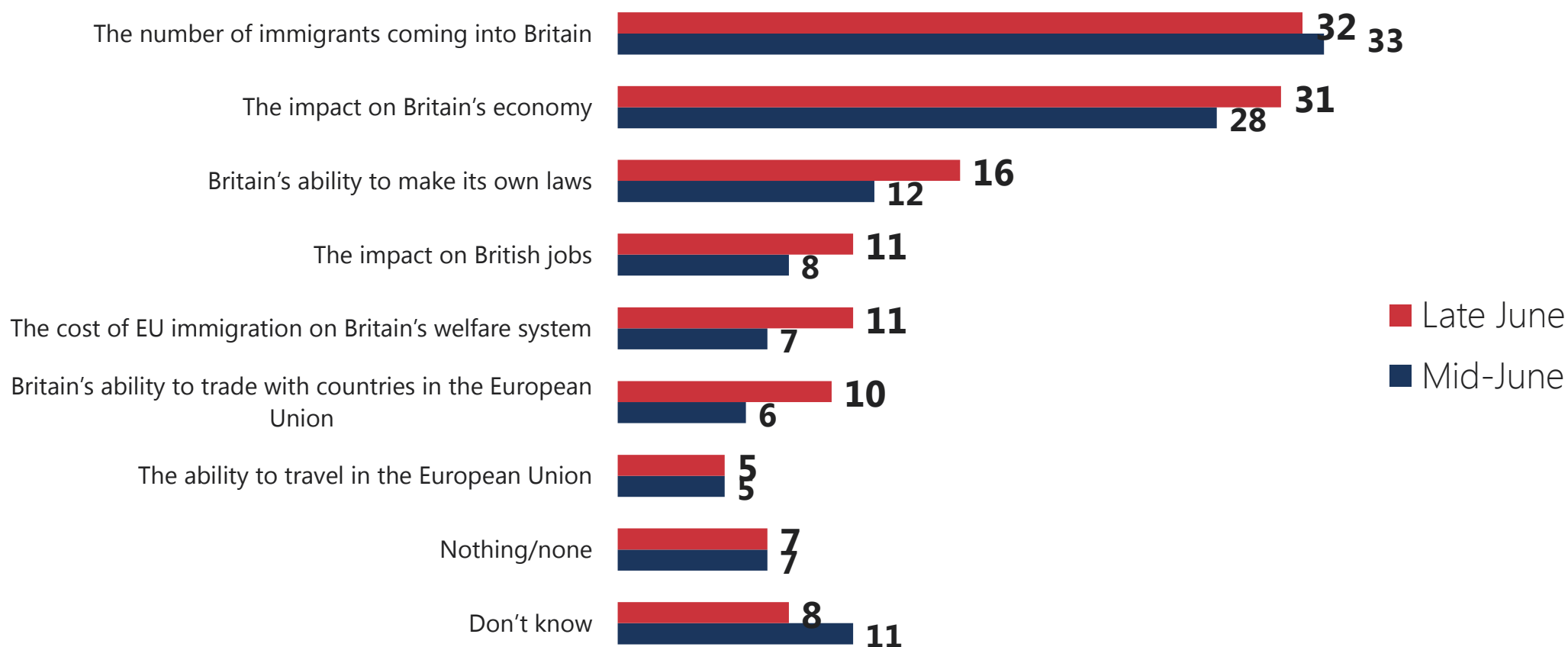
Base: 1,592 British adults 18+, 21<sup>st</sup> – 22<sup>nd</sup> June 2016

Source: Ipsos MORI Political Monitor

# Issues important to EU voting

LOOKING AHEAD TO THE REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION ON JUNE 23<sup>RD</sup>, WHICH, IF ANY, ISSUES DO YOU THINK WILL BE VERY IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH WAY TO VOTE? AND WHICH OF THESE ISSUES, IF ANY, THAT YOU MENTIONED IS THE MOST IMPORTANT TO YOU IN HELPING YOU DECIDE WHICH WAY TO VOTE?

Unprompted – top responses only



Base: 1,592 British adults 18+, 21<sup>st</sup> – 22<sup>nd</sup> June 2016

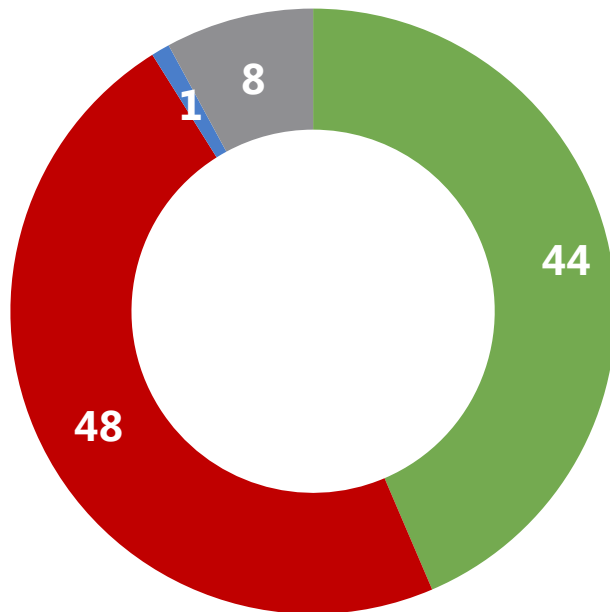
Source: Ipsos MORI Political Monitor



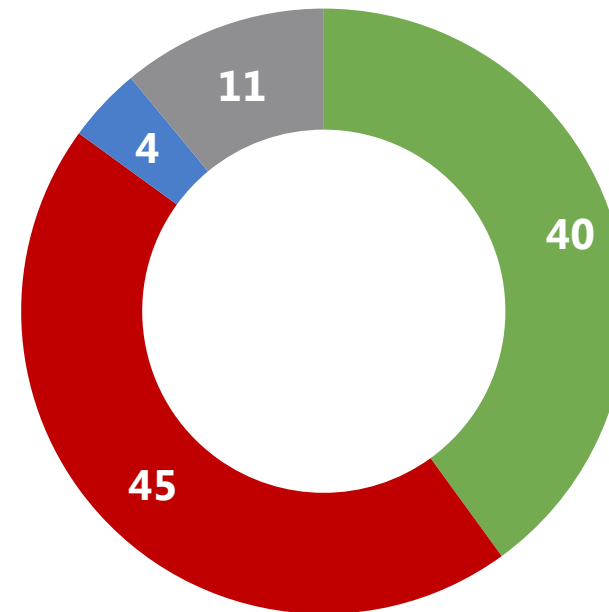
# Life after the referendum

**AS YOU MAY KNOW DAVID CAMERON IS CAMPAIGNING FOR BRITAIN TO REMAIN WITHIN THE EUROPEAN UNION. IF BRITAIN VOTES TO LEAVE THE EUROPEAN UNION, DO YOU THINK THAT DAVID CAMERON SHOULD RESIGN AS PRIME MINISTER OR SHOULD HE CONTINUE BEING THE PRIME MINISTER?**

March 2016



June 2016



CONTINUE AS PRIME MINISTER

RESIGN

SHOULD STEP DOWN EVEN IF BRITAIN VOTES TO STAY IN THE EUROPEAN UNION

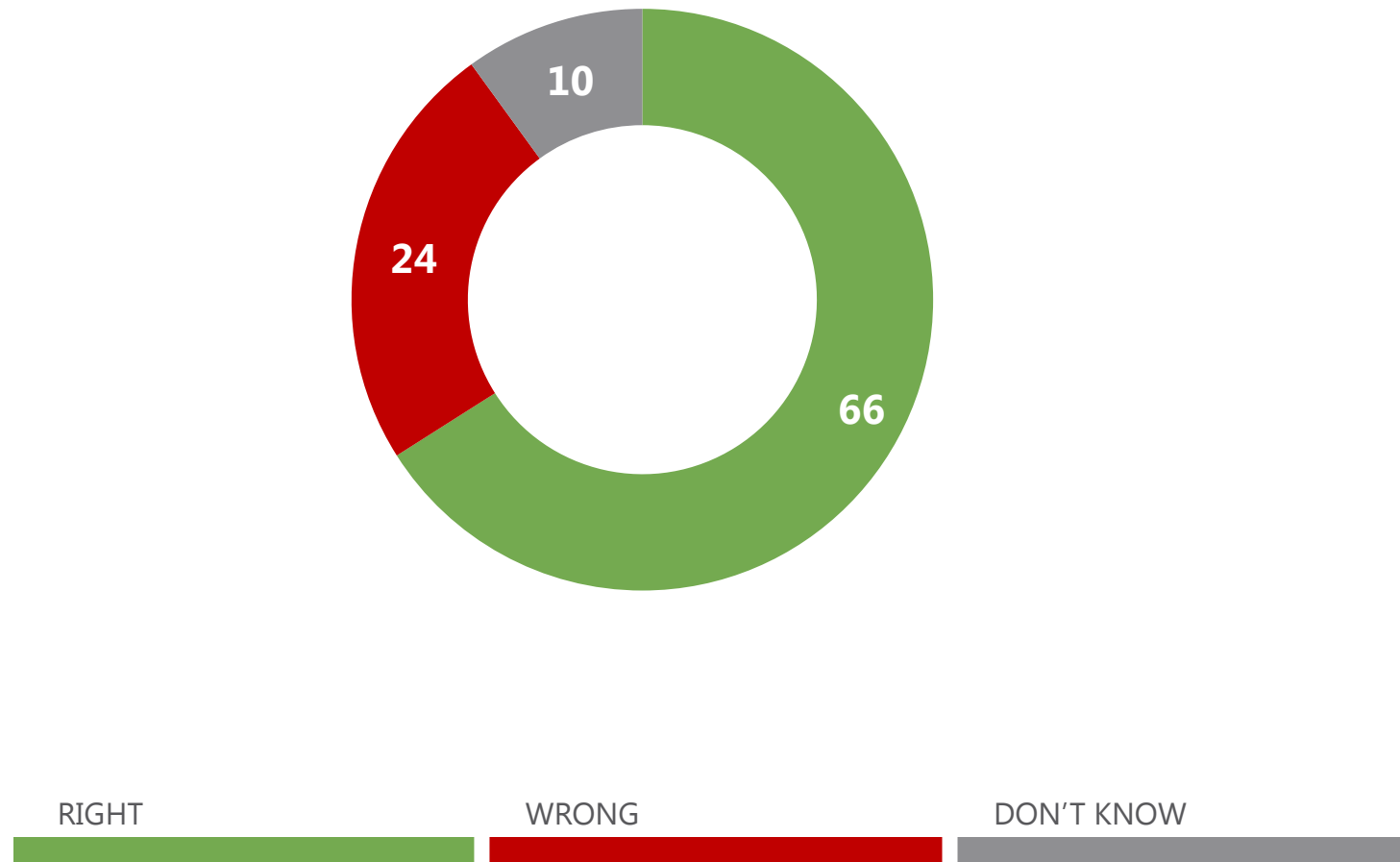
DON'T KNOW

Base: 1,592 British adults 18+, 21<sup>st</sup> – 22<sup>nd</sup> June 2016

Source: Ipsos MORI Political Monitor

# Was it right to call the Referendum?

**DO YOU THINK IT WAS RIGHT OR WRONG FOR DAVID CAMERON TO HOLD A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION?**



Base: 1,592 British adults 18+, 21<sup>st</sup> – 22<sup>nd</sup> June 2016

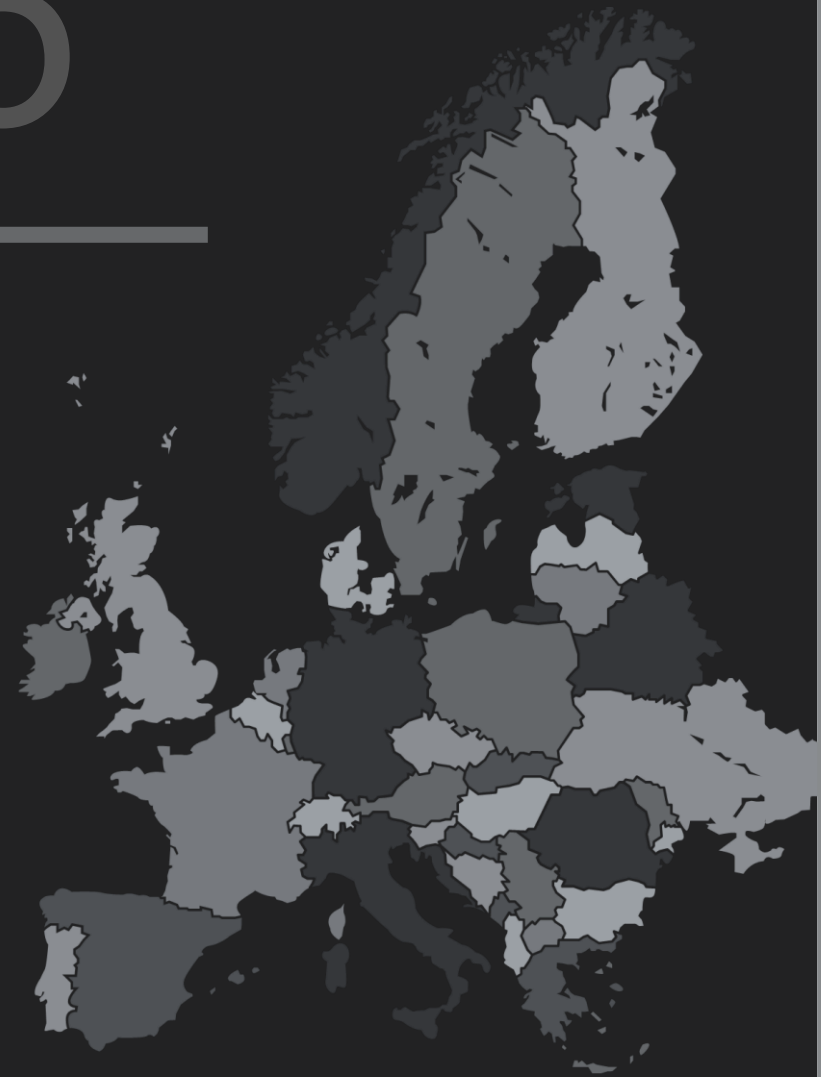
Source: Ipsos MORI Political Monitor



# June 2016

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Final referendum poll



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