



Ipsos Brexit poll

May 2016



Ipsos Public Affairs

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- Impact of Brexit
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Methodology

- These are the findings of the Brexit Survey. In total 11,030 interviews were conducted between March 25th – April 8th 2016 among adults aged 18-64 in the US and Canada, and adults aged 16-64 in all other countries.
- The survey was conducted in 14 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Australia, Belgium, Canada, France, Great Britain, Germany, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, and the United States of America.
- The nine European Union countries represent approximately three-quarters of the EU's population and 80% of its GDP.
- Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Belgium, Hungary, India, Poland, South Africa, and Sweden, where the sample was approximately 500+. The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 5.0 percentage points. For more information on Ipsos' use of credibility intervals, please visit the Ipsos website.
- In countries where internet penetration is approximately 60% or higher the data output reflects the general population. Of the 14 countries surveyed online, 12 yield results that are balanced to reflect the general population: Australia, Belgium, Canada, France, Germany, Hungary, Italy, Poland, Spain, Sweden, United Kingdom and the United States. The two remaining countries surveyed - India (19%) and South Africa (47%) - have lower levels of internet connectivity and are therefore not reflective of the general population; however, the online sample in these countries are valuable in their own right as they are more urban/educated/income than their fellow citizens and are often referred to as "Upper Deck Consumer Citizens".
- Where results do not sum to 100, this may be due to computer rounding, multiple responses or the exclusion of don't knows or not stated responses. Data are weighted to match the profile of the population.



Referendum on the EU



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Will Britain stay in the EU or vote to leave?

Thinking about Britain's referendum on European Union membership, which of the following outcomes do you think is most likely?

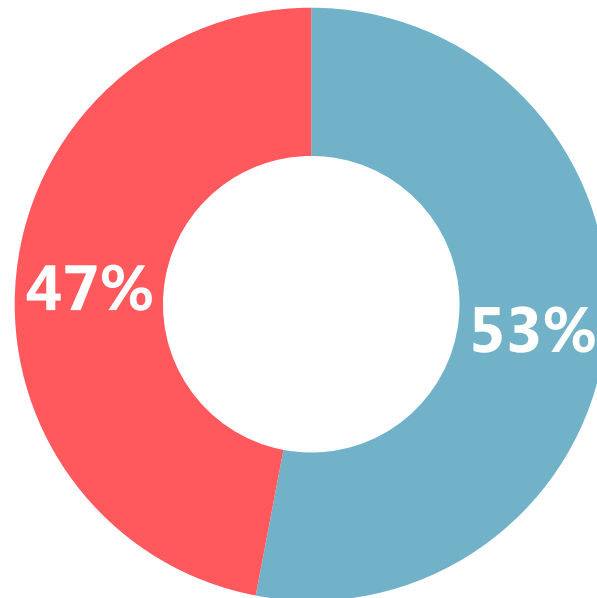
BRITAIN WILL VOTE TO
REMAIN A MEMBER OF THE
EUROPEAN UNION



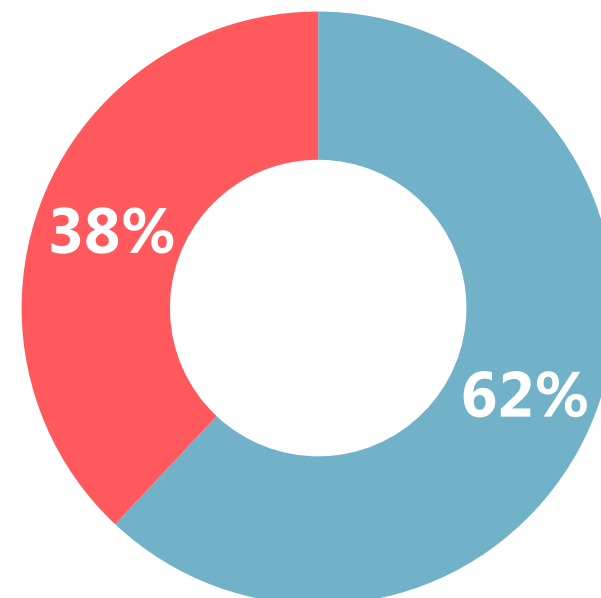
BRITAIN WILL VOTE TO LEAVE
THE EUROPEAN UNION



European Union countries



Countries outside of the European Union



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016



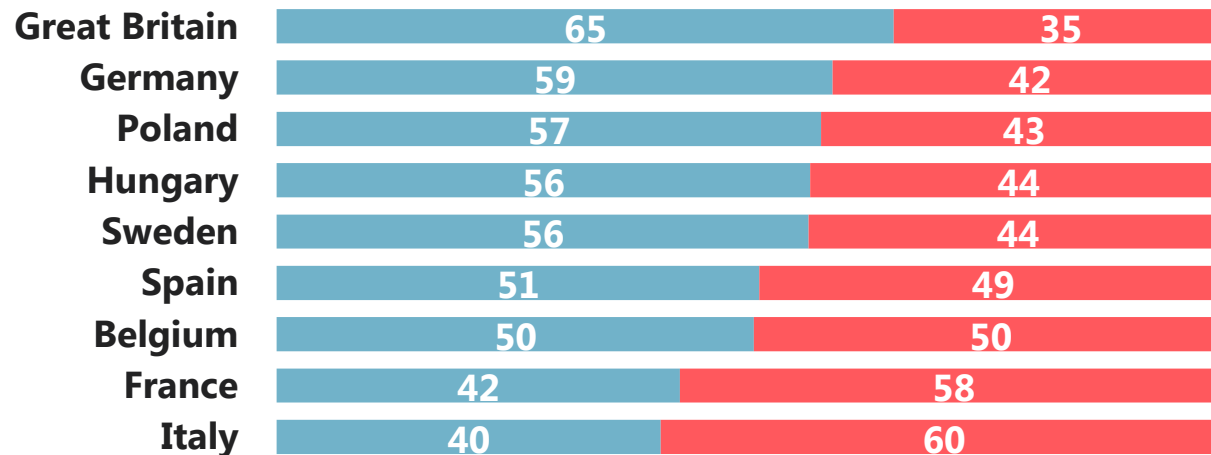
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Source: Ipsos Global @dvisor

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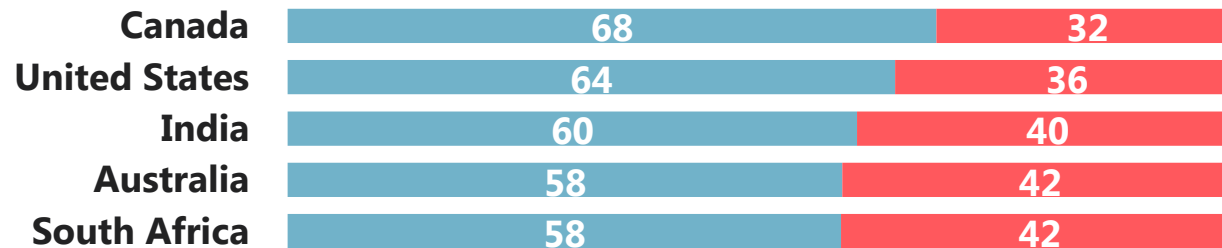
European Union countries



% - BRITAIN WILL VOTE TO REMAIN A MEMBER OF THE EUROPEAN UNION

% - BRITAIN WILL VOTE TO LEAVE THE EUROPEAN UNION

Countries outside of the European Union



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016



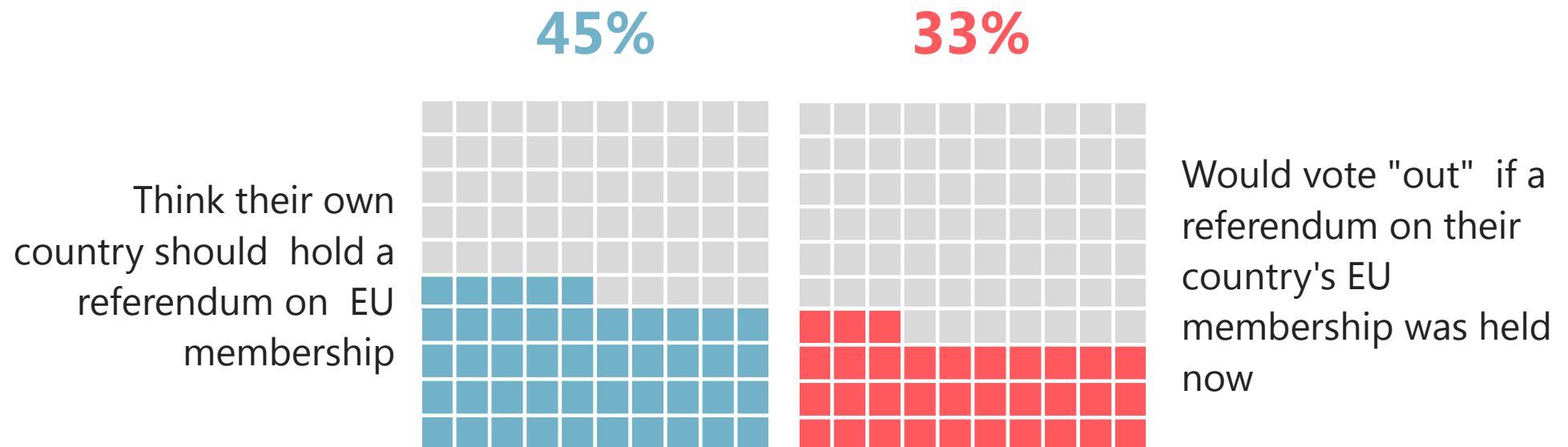
Ipsos Public Affairs

Source: Ipsos Global @dvisor

Who wants a referendum on the EU and would vote "OUT"?

Do you think your own country should or should not hold a referendum on its European Union membership?

How would you vote if your country held such a referendum now?

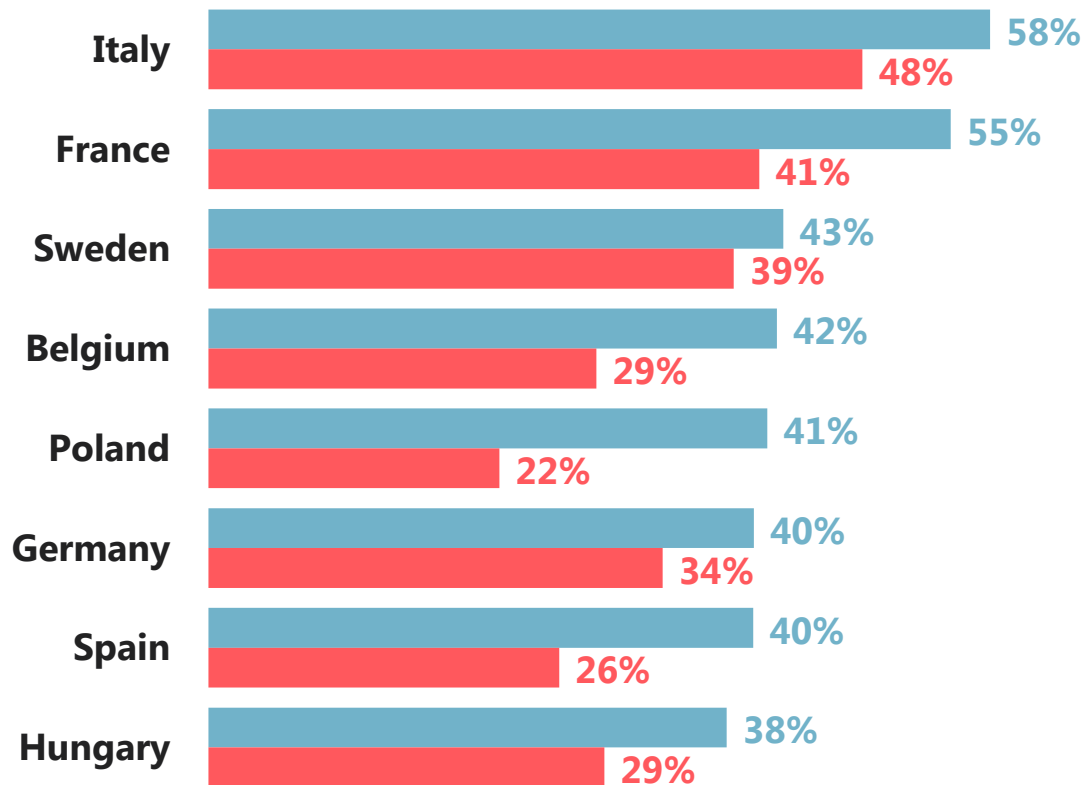


Base: 6017 adults aged 16-64 across Belgium, France, Germany, Hungary, Italy, Poland, Spain, Sweden, March-April 2016

Who wants a referendum on the EU and would vote "OUT"?

Do you think your own country should or should not hold a referendum on its European Union membership?

How would you vote if your country held such a referendum now?



THINK THEIR OWN COUNTRY SHOULD HOLD A REFERENDUM ON EU MEMBERSHIP

WOULD VOTE "OUT" IF A REFERENDUM ON THEIR COUNTRY'S EU MEMBERSHIP WAS HELD NOW

Base: 6017 adults aged 16-64 across Belgium, France, Germany, Hungary, Italy, Poland, Spain, Sweden, March-April 2016

Impact of Brexit on future EU

To what extent do you agree or disagree with the following statement?
If Britain left the European Union, other countries would follow

AGREE



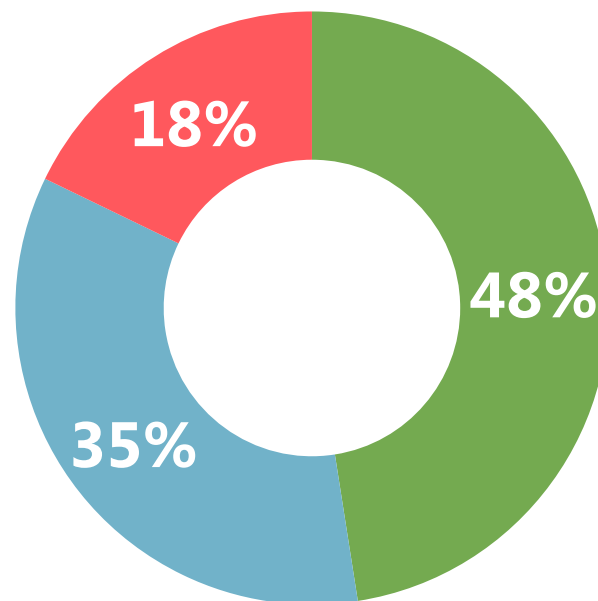
NEITHER AGREE NOR
DISAGREE



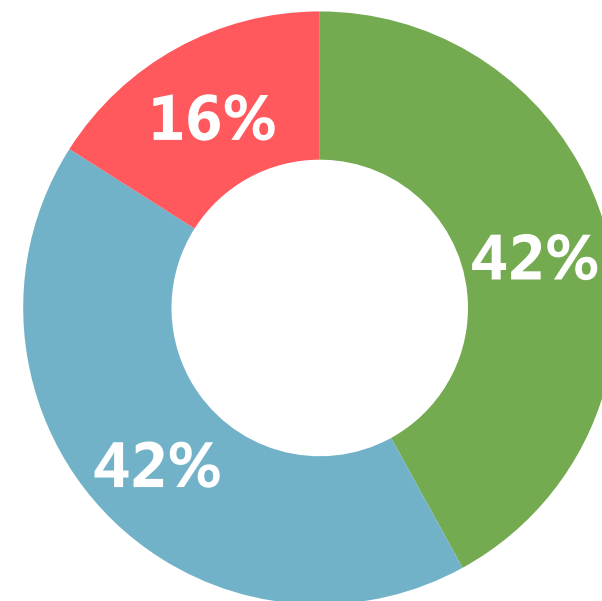
DISAGREE



European Union countries



Countries outside of the European Union



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016



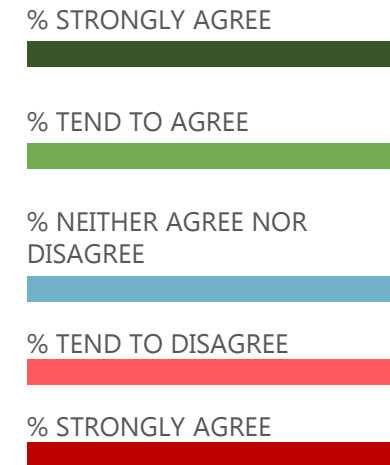
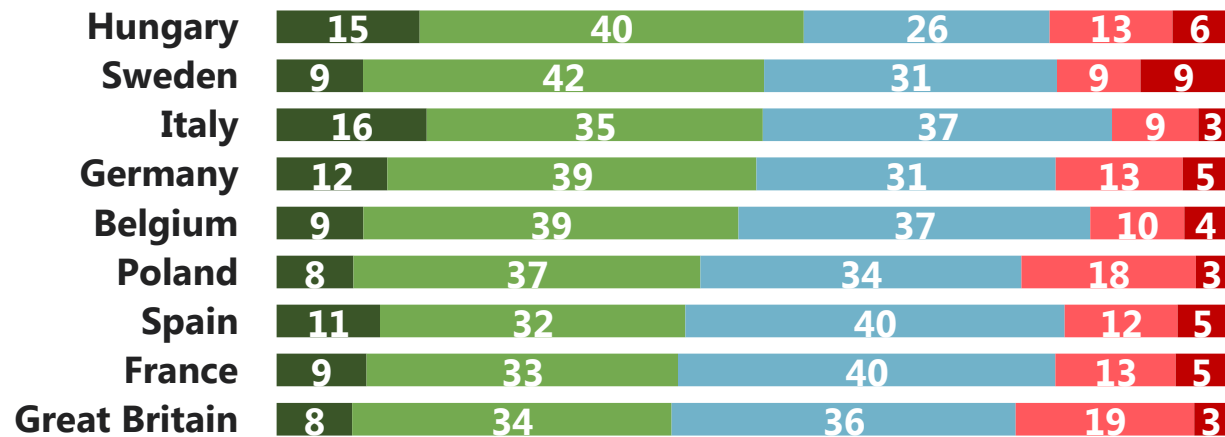
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Source: Ipsos Global @dvisor

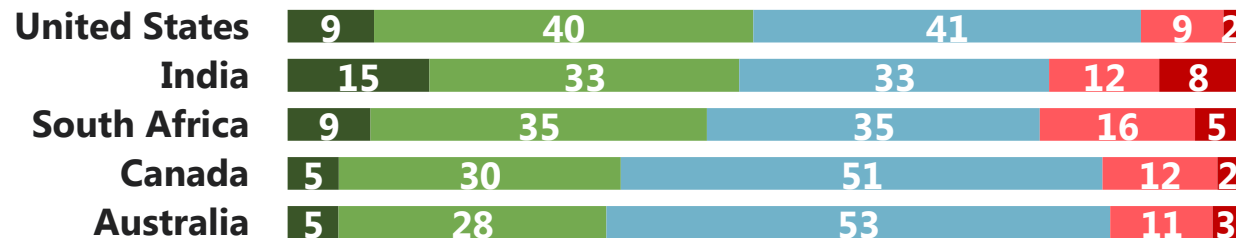
Impact of Brexit on future EU

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European Union countries



Countries outside of the European Union



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016

Impact of Brexit



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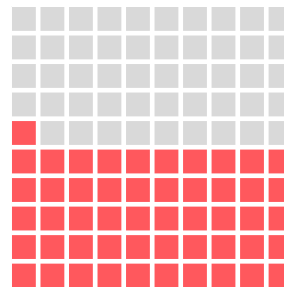
The impact of Brexit on the British and EU economy

If Britain did vote to leave the European Union, do you think it would have a positive or negative impact, or make no difference, on...
the EU's economy / Britain's economy?

THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR THE EU'S ECONOMY

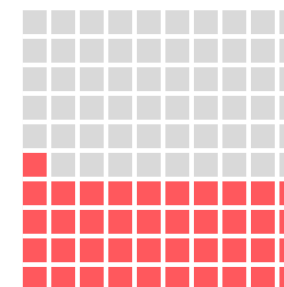
European Union countries

51%



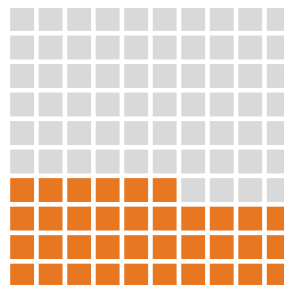
Countries outside of the European Union

41%

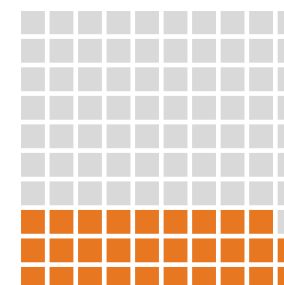


THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR BRITAIN'S ECONOMY

36%



29%



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016

The impact of Brexit on the British and EU economy

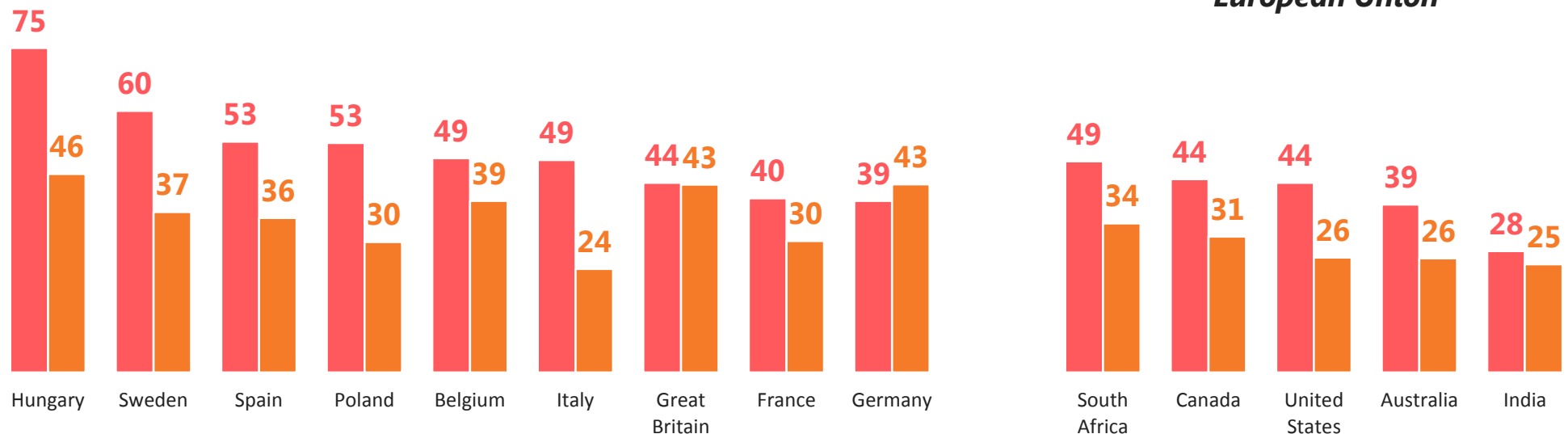
If Britain did vote to leave the European Union, do you think it would have a positive or negative impact, or make no difference, on...
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% THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR THE EU'S ECONOMY

% THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR BRITAIN'S ECONOMY

European Union countries

Countries outside of the European Union



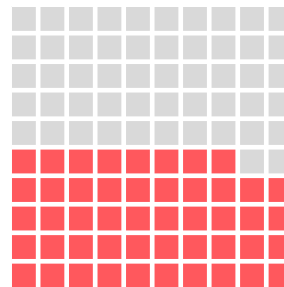
Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016

The impact of Brexit on world politics

If Britain did vote to leave the European Union, do you think it would have a positive or negative impact, or make no difference, on...
the EU's influence on the world stage / Britain's influence on the world stage?

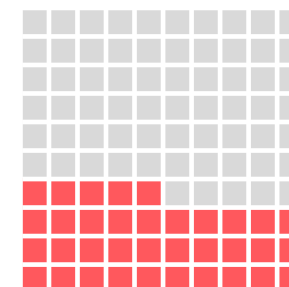
European Union countries

48%



Countries outside of the European Union

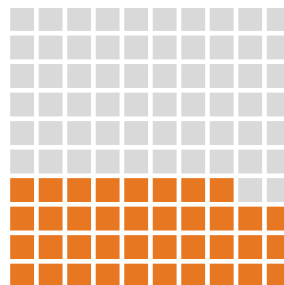
34%



THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR EU'S INFLUENCE ON THE WORLD STAGE



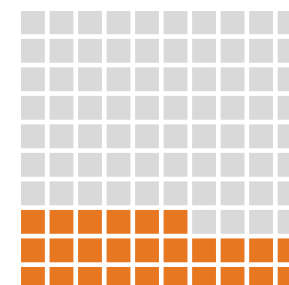
38%



THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR BRITAIN'S INFLUENCE ON THE WORLD STAGE



26%



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016



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Source: Ipsos Global @dvisor

The impact of Brexit on world politics

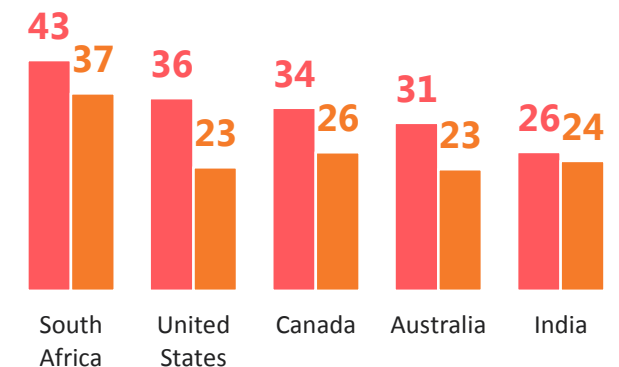
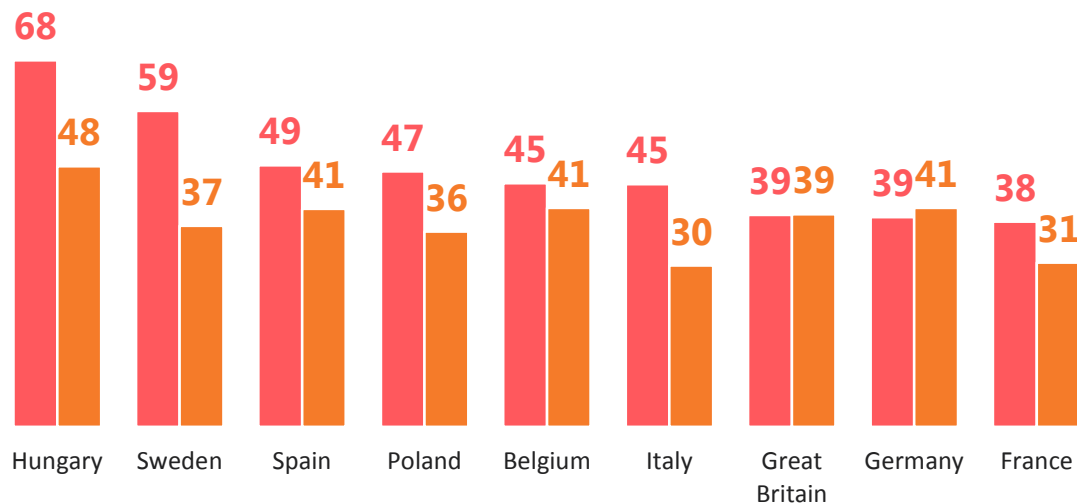
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% THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR EU'S INFLUENCE ON THE WORLD STAGE

% THINK THAT BREXIT WOULD BE SOMEWHAT TO VERY NEGATIVE FOR BRITAIN'S INFLUENCE ON THE WORLD STAGE

European Union countries

Countries outside of the European Union



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016

Impact of Brexit on relationship with UK

If Britain leaves the European Union, do you think it would make the relationship between your country and Britain stronger, weaker, or make no difference?

STRONGER



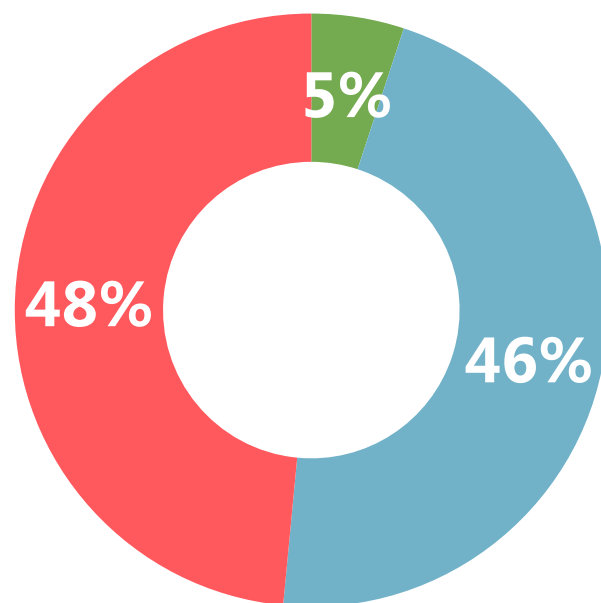
MAKE NO DIFFERENCE



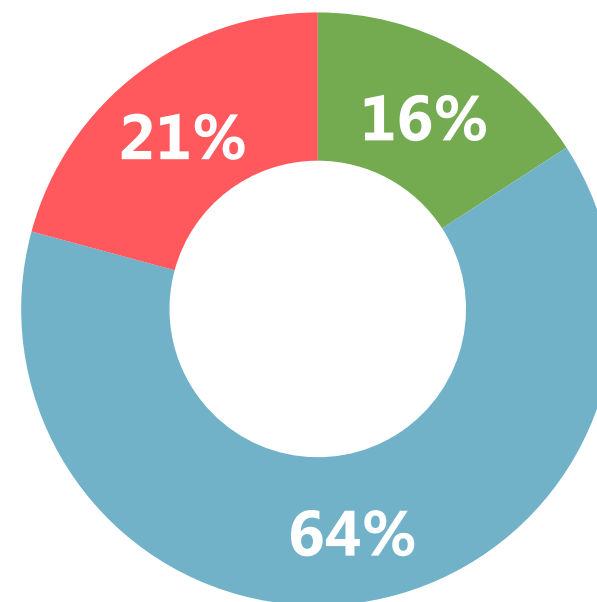
WEAKER



European Union countries



Countries outside of the European Union



Base: 10025 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016



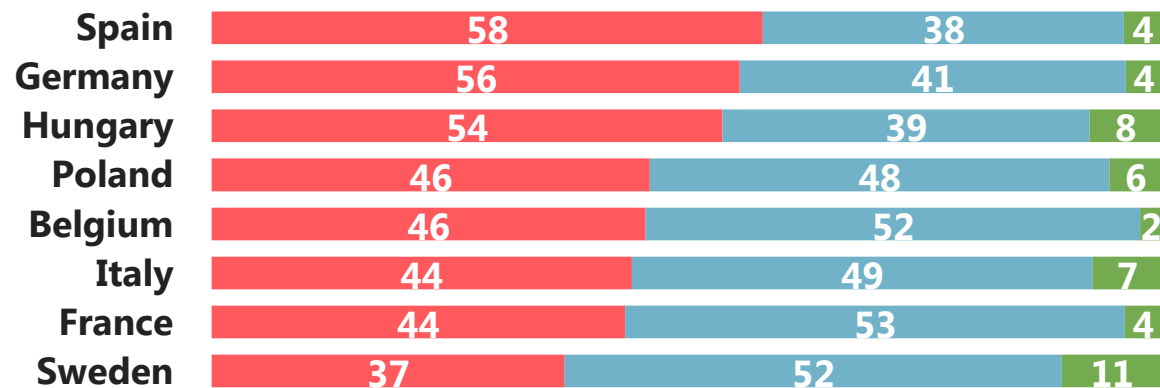
Ipsos Public Affairs

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European Union countries

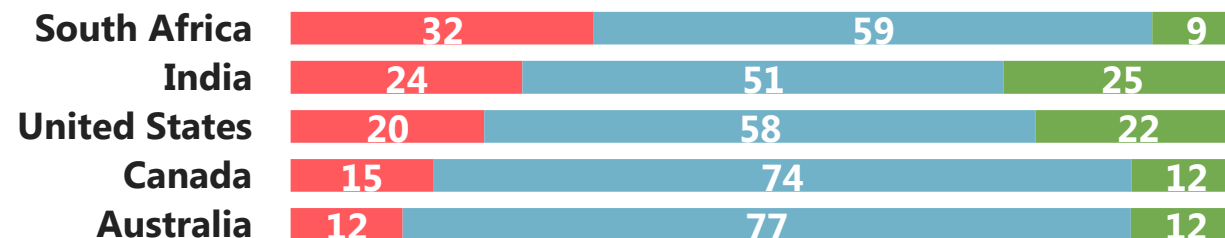


% STRONGER

% MAKE NO DIFFERENCE

% WEAKER

Countries outside of the European Union



Base: 10025 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016



Ipsos Public Affairs

Source: Ipsos Global @dvisor

Future of Europe

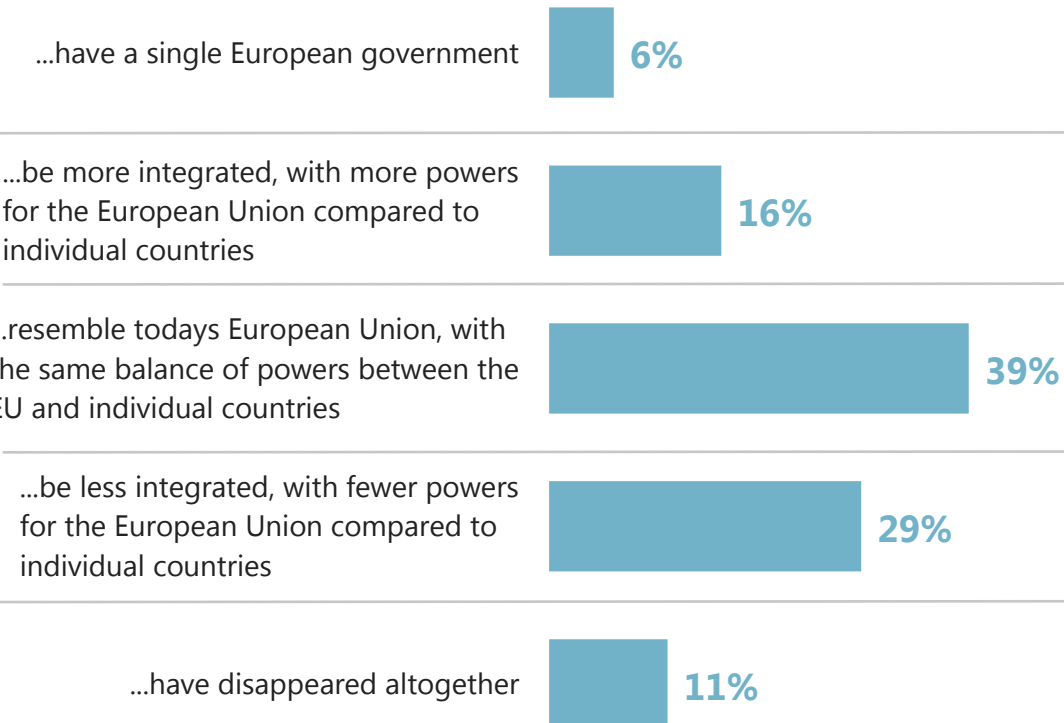


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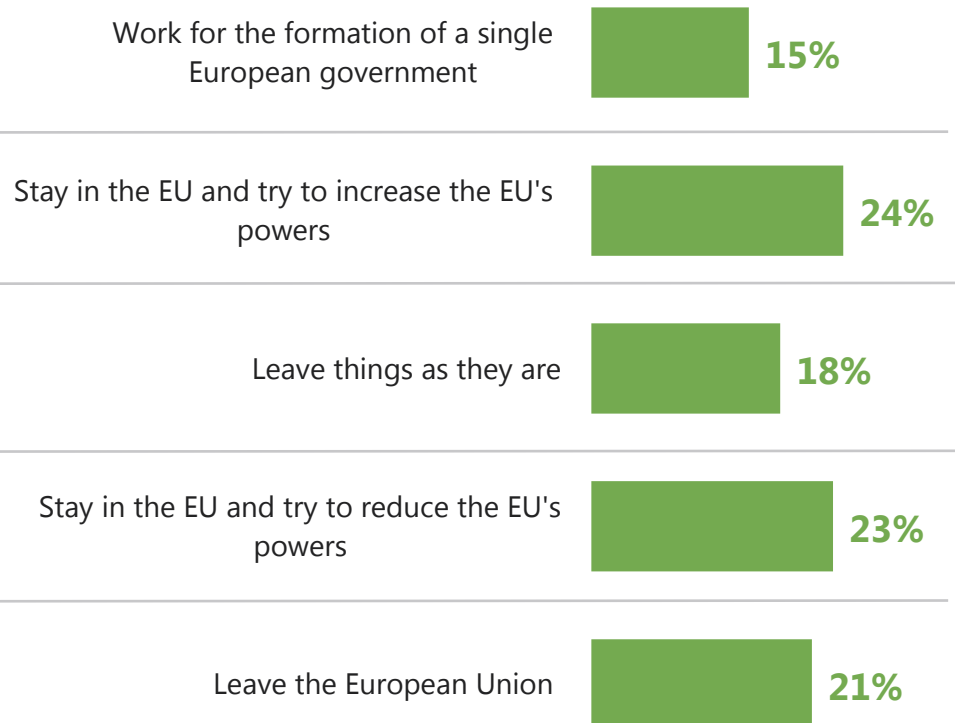


How the future EU will and should look like

Do you think the European Union in 2020 will...



What should be the long-term policy of your country?



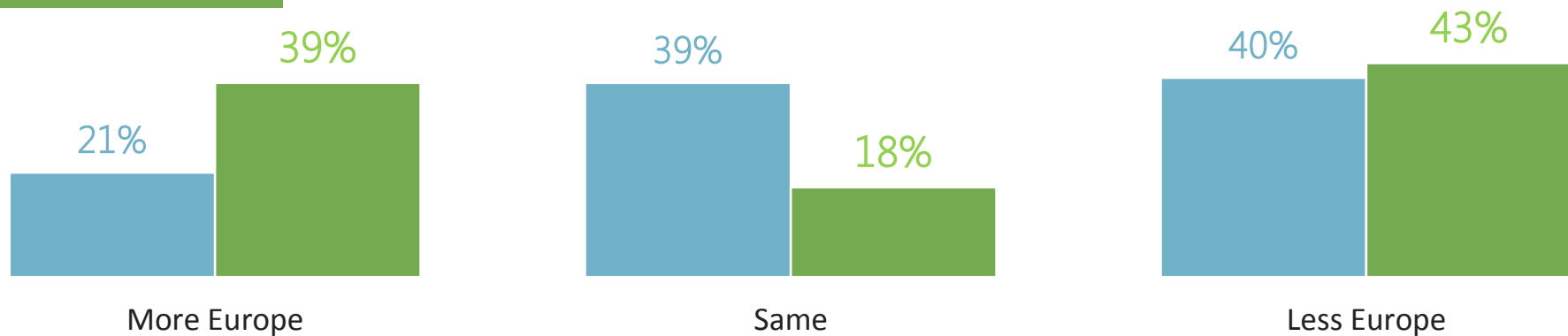
Base: 7022 adults aged 16-64 across Belgium, France, Germany, Great Britain, Hungary, Italy, Poland, Spain, Sweden, March-April 2016

How the future EU will and should look like

(1) Do you think the European Union in 2020 will... and
 (2) What should be the long-term policy of your country...

WHAT PEOPLE THINK IT WILL BE (1)

WHAT PEOPLE WANT (2)



(1) ...have a single European government+ ...be more integrated, with more powers for the European Union compared to individual countries

(2) Work for the formation of a single European government + Stay in the EU and try to increase the EU's powers

(1) ...resemble today's European Union, with the same balance of powers between the EU and individual countries

(2) Leave things as they are

(1) ...be less integrated, with fewer powers for the European Union compared to individual countries + ...have disappeared altogether

(2) Stay in the EU and try to reduce the EU's powers + Leave the European Union

Base: 7022 adults aged 16-64 across Belgium, France, Germany, Great Britain, Hungary, Italy, Poland, Spain, Sweden, March-April 2016



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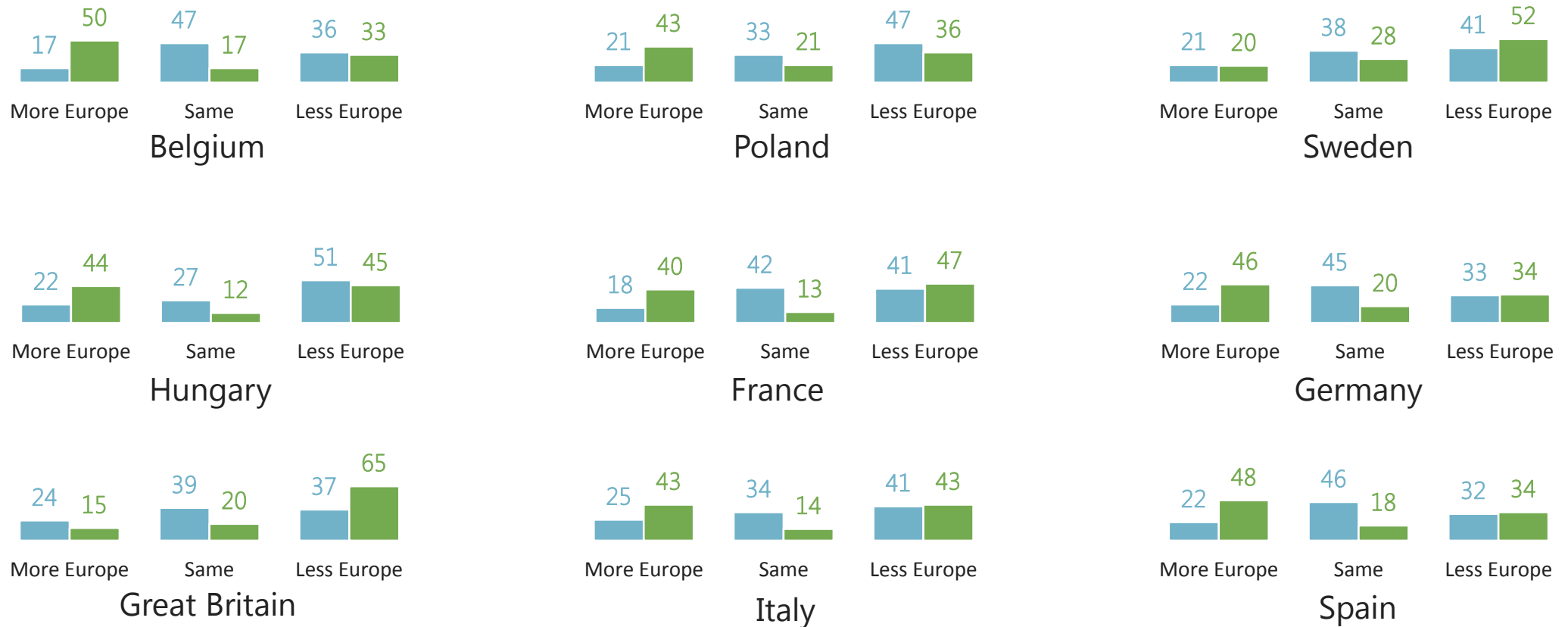
Source: Ipsos Global @dvisor

How the future EU will and should look like

(1) Do you think the European Union in 2020 will... and
 (2) What should be the long-term policy of your country...

% WHAT PEOPLE THINK IT WILL BE

% WHAT PEOPLE WANT



Base: 7022 adults aged 16-64 across Belgium, France, Germany, Great Britain, Hungary, Italy, Poland, Spain, Sweden, March-April 2016

Views on future EU - outside Europe

Do you think the European Union in 2020 will...

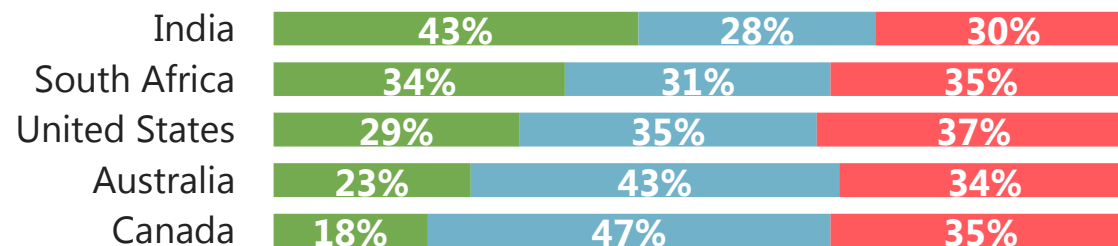
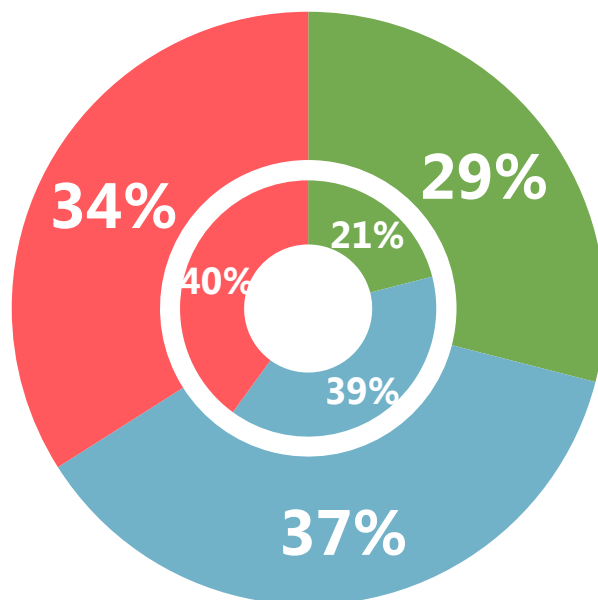
...HAVE A SINGLE EUROPEAN GOVERNMENT+ BE MORE INTEGRATED, WITH MORE POWERS FOR THE EUROPEAN UNION COMPARED TO INDIVIDUAL COUNTRIES

...RESEMBLE TODAYS EUROPEAN UNION, WITH THE SAME BALANCE OF POWERS BETWEEN THE EU AND INDIVIDUAL COUNTRIES

...BE LESS INTEGRATED, WITH FEWER POWERS FOR THE EUROPEAN UNION COMPARED TO INDIVIDUAL COUNTRIES + ...HAVE DISAPPEARED ALTOGETHER

Outer pie:
Countries
outside of the
European Union

Inner pie: European
Union countries



Base: 11030 adults aged 16-64 across Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, India, Italy, Poland, South Africa, Spain, Sweden, United States, March-April 2016

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