Voting Intention

HOW WOULD YOU VOTE IF THERE WERE A GENERAL ELECTION TOMORROW?

ALL GIVING A VOTING INTENTION

- CONSERVATIVE: 34%
- LABOUR: 36%
- UKIP: 11%
- GREEN: 8%
- LIB DEM: 4%
- OTHER: 7%

HEADLINE VOTING INTENTION

- CONSERVATIVE LEAD = +1
- LABOUR: 35%
- UKIP: 10%
- GREEN: 4%
- LIB DEM: 9%
- OTHER: 8%

Base: 1,257 British adults 18+. 11th – 14th June 2016. Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 743. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE; this is an interim measure whilst our internal review is carried out.

Source: Ipsos MORI Political Monitor
June 2016

EUROPE
European Referendum voting intention
all expressing an opinion

QA) AS YOU MAY KNOW THE UNITED KINGDOM WILL HAVE A REFERENDUM ON ITS MEMBERSHIP OF THE EUROPEAN UNION ON THE 23RD 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?

Base: 1,257 British adults 18+, 11th – 14th June 2016 / 979 all registered to vote and 9/10 certain to vote and always/usually/depends vote in general elections

Source: Ipsos MORI Political Monitor
**European Referendum voting intention**

**QA) As you may know, the United Kingdom will have a referendum on its membership of the European Union on the 23rd 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?**

Base: 1,257 British adults 18+, 11th – 14th June 2016 / 979 all registered to vote and 9/10 certain to vote and always/usually/depends vote in general elections

Source: Ipsos MORI Political Monitor
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?

Have the EU referendum voters decided yet?

<table>
<thead>
<tr>
<th>Month</th>
<th>Definitely Decided</th>
<th>May Change Mind</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 2015</td>
<td>57%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Nov 2015</td>
<td>58%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Dec 2015</td>
<td>63%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Jan 2016</td>
<td>64%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Feb 2016</td>
<td>69%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Mar 2016</td>
<td>73%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Apr 2016</td>
<td>79%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: All expressing an opinion on how they will vote, 1,257 British adults 18+, 11th – 14th June 2016

Source: Ipsos MORI Political Monitor
AND SINCE APRIL, HAVE YOU CHANGED YOUR MIND ON HOW YOU WILL VOTE IN THE REFERENDUM ON BRITAIN’S MEMBERSHIP OF THE EU?

- Yes, have changed mind: 15%
- No, have not changed mind: 83%
- Don’t know: 2%

Base: 1,257 British adults 18+ 11th – 14th June 2016

Source: Ipsos MORI Political Monitor
Public’s view on the most likely outcome

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

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Feb 2016</th>
<th>June 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRITAIN WILL VOTE TO REMAIN A MEMBER OF THE EU</td>
<td>26%</td>
<td>38%</td>
</tr>
<tr>
<td>BRITAIN WILL VOTE TO LEAVE THE EU</td>
<td>62%</td>
<td>47%</td>
</tr>
<tr>
<td>DON’T KNOW</td>
<td>12%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Base: 1,257 British adults 18+ 11th – 14th 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 23rd, 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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Jun-16</th>
<th>May-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>The number of immigrants coming into Britain</td>
<td></td>
<td>33</td>
</tr>
<tr>
<td>The impact on Britain’s economy</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>Britain’s ability to make its own laws</td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>Impact on public services/housing</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>The impact on British jobs</td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>The cost of EU immigration on Britain’s welfare system</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Britain’s ability to trade with countries in the European Union</td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>The ability to travel in the European Union</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>Nothing/none</td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Don’t know</td>
<td></td>
<td>11</td>
</tr>
</tbody>
</table>

Base: 1,257 British adults 18+, 11th – 14th June 2016

Source: Ipsos MORI Political Monitor
If Britain votes to stay in / leave the European Union, do you think your life in five years’ time will be better or worse than it is now, or will it be no different?

**Base:** 1,257 British adults 18+ 11th – 14th June 2016

**Source:** Ipsos MORI Political Monitor
How truthful are the campaigns?

FROM THE FOLLOWING, PLEASE TELL ME IF YOU THINK THEY ARE MOSTLY TELLING THE TRUTH ABOUT WHAT WOULD HAPPEN IF BRITAIN STAYED IN OR LEFT THE EUROPEAN UNION, OR ARE THEY MOSTLY TELLING LIES.

Politicians from both the Leave and Remain campaign

- Mostly telling the truth: 19
- Mostly telling lies: 46
- Tell truth and lies equally: 17
- Don’t know: 17

Politicians from the Leave campaign

- Mostly telling the truth: 31
- Mostly telling lies: 46
- Tell truth and lies equally: 13
- Don’t know: 11

Politicians from the Remain campaign

- Mostly telling the truth: 30
- Mostly telling lies: 47
- Tell truth and lies equally: 12
- Don’t know: 12

Base: 1,257 British adults 18+ 11th – 14th June 2016

Source: Ipsos MORI Political Monitor
Belief in claims made during the campaigns

DO YOU THINK EACH OF THE FOLLOWING IS TRUE OR FALSE ABOUT WHAT WOULD HAPPEN IF BRITAIN VOTES TO LEAVE/REMAIN WITHIN THE EU?

If Britain votes to remain

Britain would be made to pay billions of pounds in bailouts for eurozone countries in the future

- True: 48
- False: 40
- Don't know: 12

Turkey will be fast-tracked into the European Union and their population of 75 million people will have the right to free movement to the UK

- True: 45
- False: 45
- Don't know: 10

There will be a higher risk of sex attacks on women by migrants

- True: 28
- False: 62
- Don't know: 10

Base: 1,257 British adults 18+ 11th – 14th June 2016

Source: Ipsos MORI Political Monitor
Belief in claims made during the campaigns

**DO YOU THINK EACH OF THE FOLLOWING IS TRUE OR FALSE ABOUT WHAT WOULD HAPPEN IF BRITAIN VOTES TO LEAVE/REMAIN WITHIN THE EU?**

<table>
<thead>
<tr>
<th>Claim</th>
<th>TRUE</th>
<th>FALSE</th>
<th>DON'T KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>The peace and stability on our continent will be put at risk</td>
<td>32</td>
<td>59</td>
<td>9</td>
</tr>
<tr>
<td>The stability of Northern Ireland will be put at risk</td>
<td>21</td>
<td>61</td>
<td>18</td>
</tr>
<tr>
<td>UK households will lose £4,300 per year and will be made permanently poorer</td>
<td>17</td>
<td>70</td>
<td>13</td>
</tr>
</tbody>
</table>

Base: 1,257 British adults 18+ 11th – 14th June 2016

Source: Ipsos MORI Political Monitor
Public opinion on veracity of Britain sending £350 million a week

COULD YOU PLEASE TELL ME IF YOU’VE HEARD OF THE FOLLOWING CLAIM? IF YOU HAVEN’T HEARD IT PLEASE SAY SO. BRITAIN SENDS £350 MILLION A WEEK TO THE EUROPEAN UNION AND DO YOU BELIEVE THIS CLAIM TO BE TRUE OR FALSE?

- **HEARD OF IT**
  - Yes, have heard this: 78%
  - No, have not heard this: 21%
  - Don’t know: 1%

- **TRUE OR FALSE?**
  - True: 39%
  - False: 14%
  - Don’t know: 47%

Base: 1,257 British adults 18+ 11th – 14th June 2016

Source: Ipsos MORI Political Monitor
June 2016

POLITICAL MONITOR