

# Ipsos MORI

June 2016 POLITICAL MONITOR



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# June 2016

VOTING

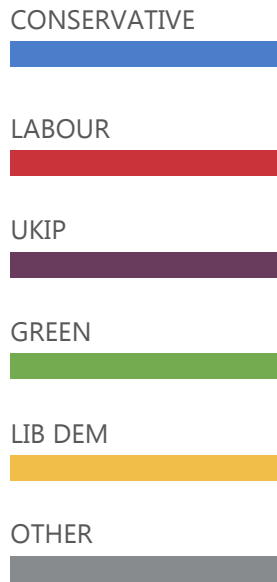
INTENTIONS



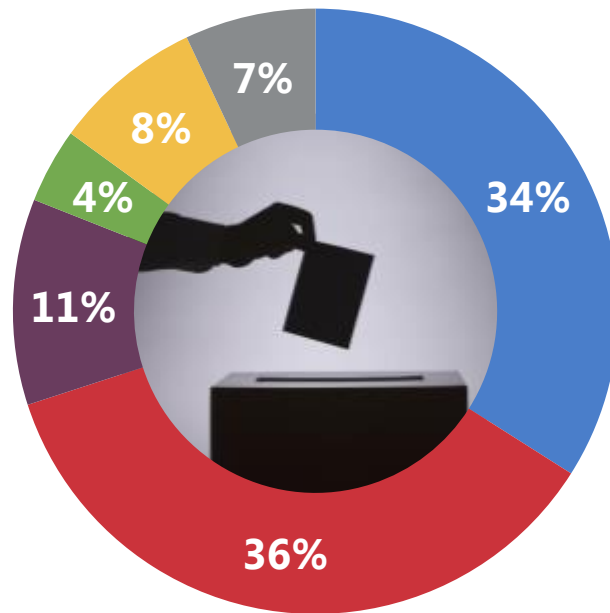
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# Voting Intention

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

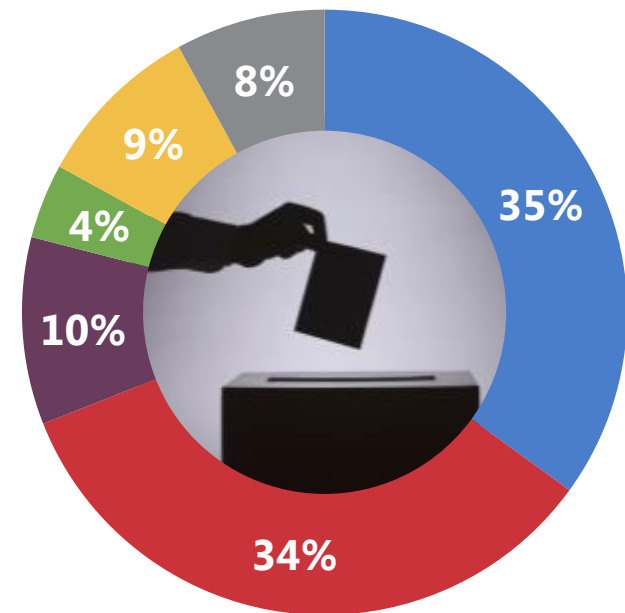


ALL GIVING A VOTING INTENTION



CONSERVATIVE LEAD = -2

HEADLINE VOTING INTENTION



CONSERVATIVE LEAD = +1

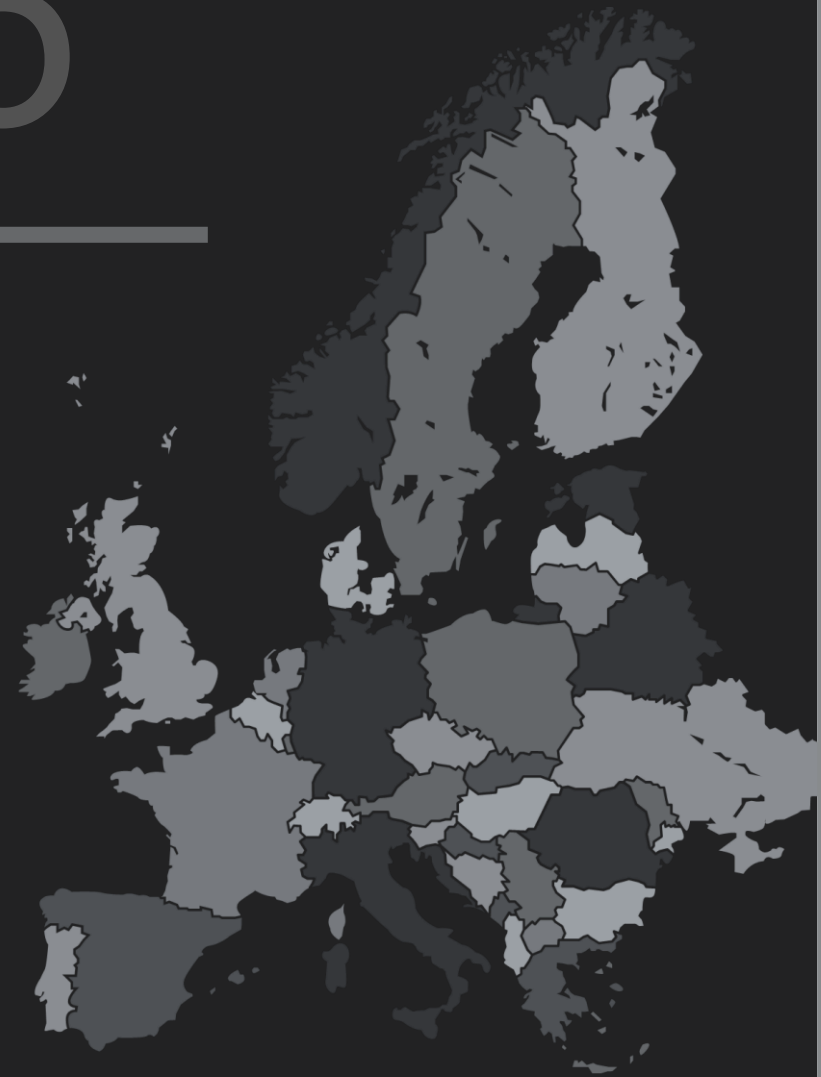
Base: 1,257 British adults 18+, 11<sup>th</sup> – 14<sup>th</sup> June 2016 ; Headline Voting Intention: all 9/10 certain to vote and always/usually/it depends vote in General Elections = 743. Headline voting intention is based on a method that would have given most accurate results in the 2015 GE; this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

Source: Ipsos MORI Political Monitor

# June 2016

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EUROPE

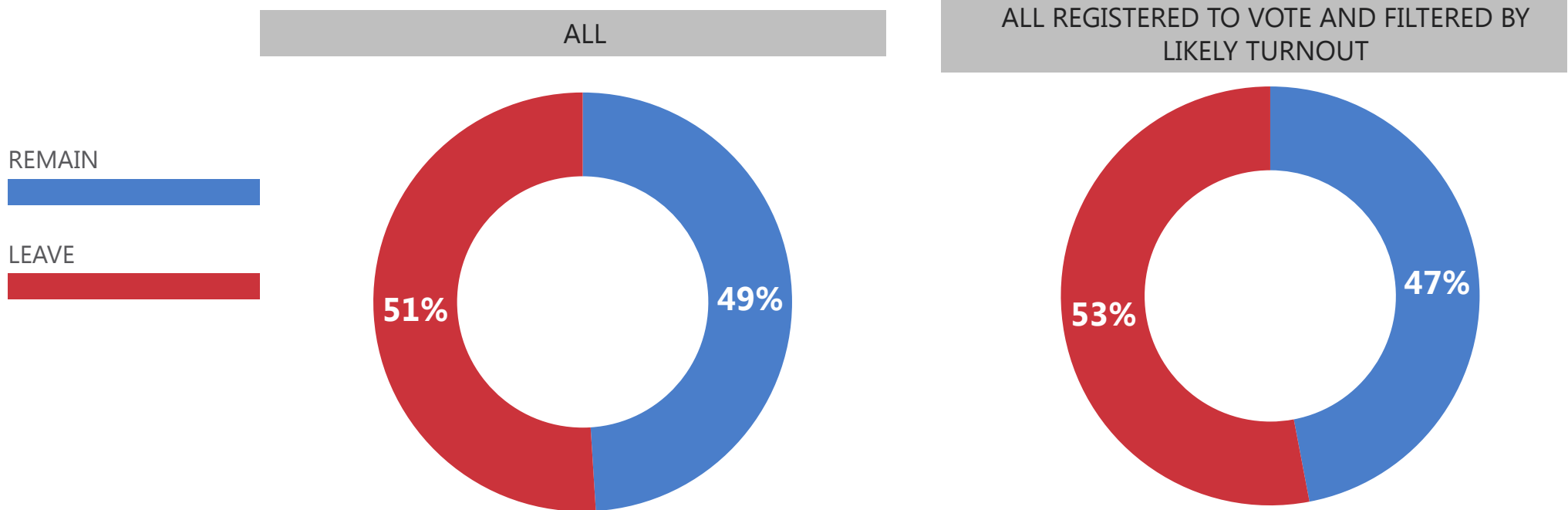


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# European Referendum voting intention all expressing an opinion

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



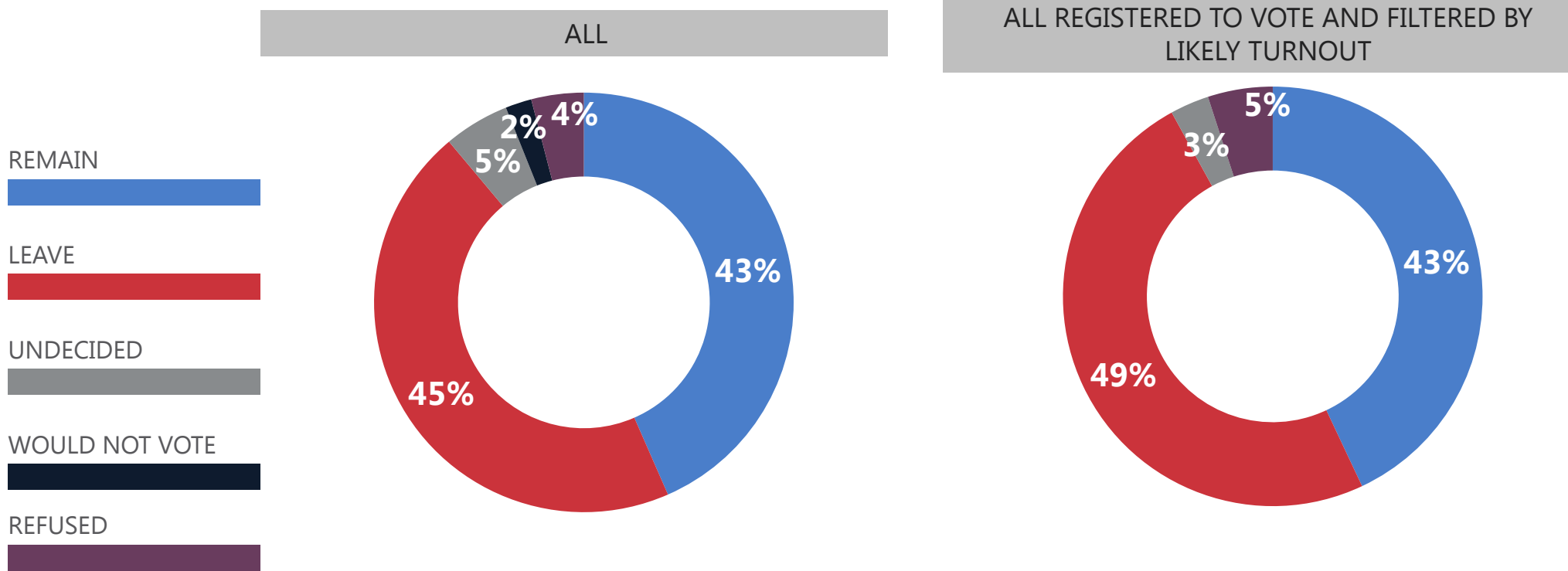
Base: 1,257 British adults 18+, 11<sup>th</sup> – 14<sup>th</sup> June 2016 / 979 all registered to vote and 9/10 certain to vote and always/usually/depends vote in general elections

Source: Ipsos MORI Political Monitor

# European Referendum voting intention

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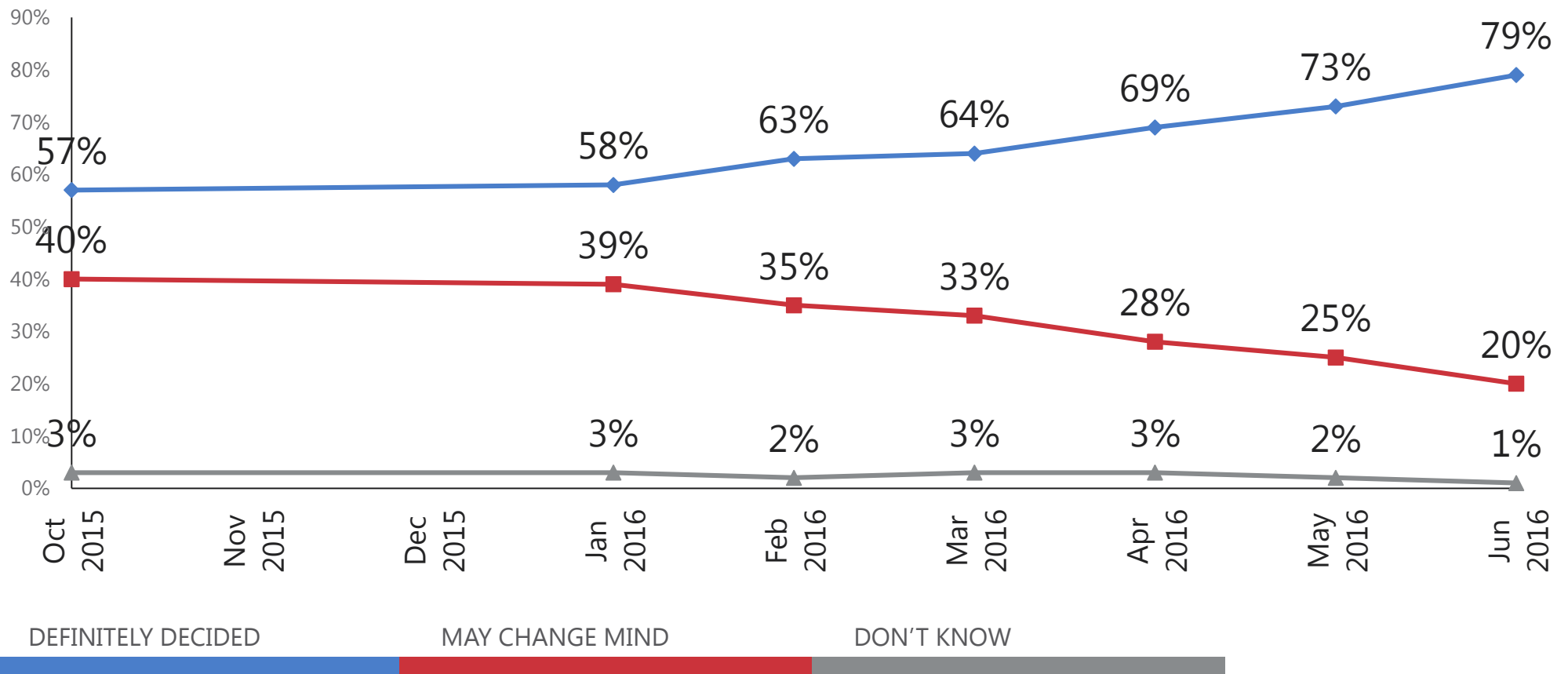


Base: 1,257 British adults 18+, 11<sup>th</sup> – 14<sup>th</sup> June 2016 / 979 all registered to vote and 9/10 certain to vote and always/usually/depends vote in general elections

Source: Ipsos MORI Political Monitor

# Have 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?

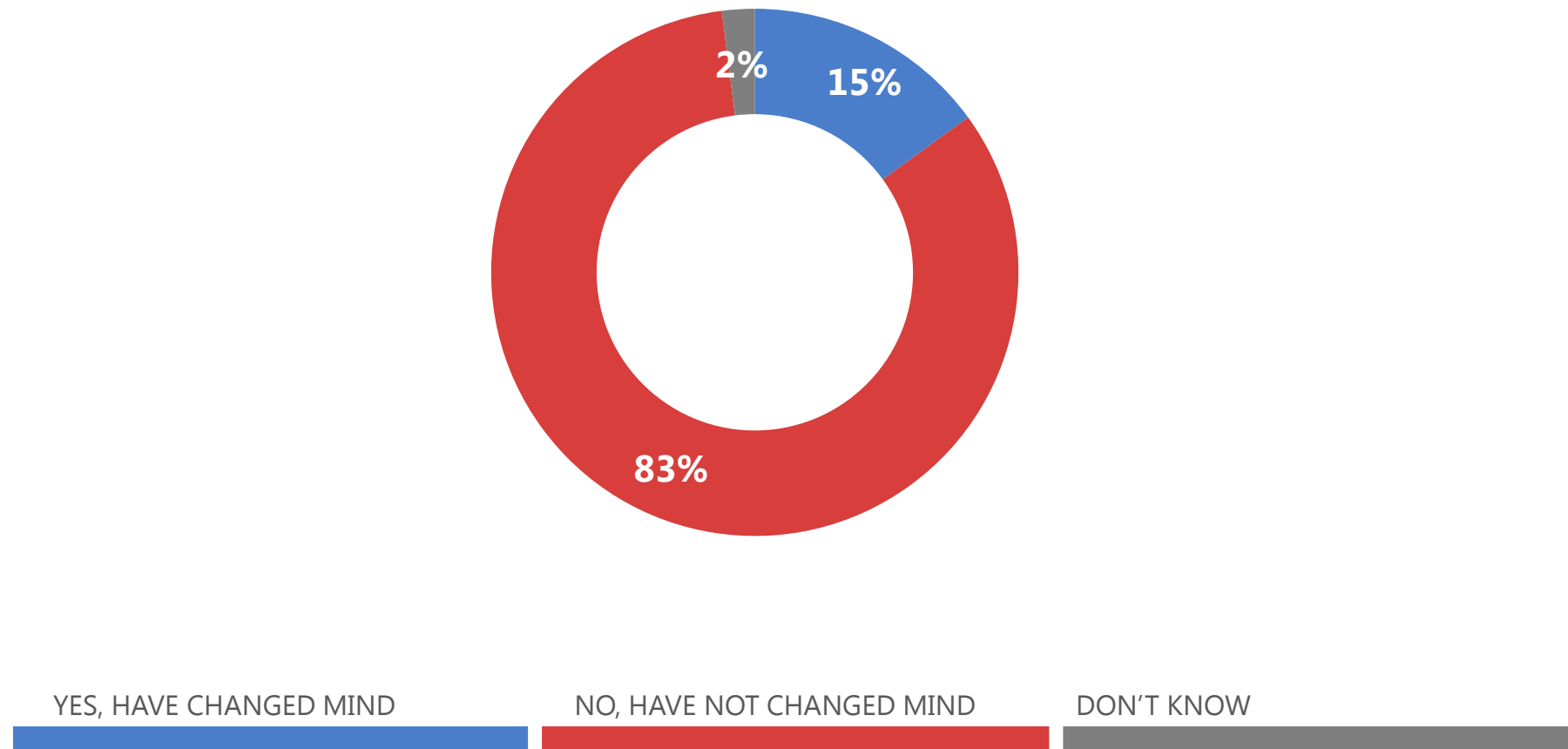


Base: All expressing an opinion on how they will vote 1,257 British adults 18+, 11<sup>th</sup> – 14<sup>th</sup> June 2016

Source: Ipsos MORI Political Monitor

# Changed mind on voting intention since April?

**AND SINCE APRIL, HAVE YOU CHANGED YOUR MIND ON HOW YOU WILL VOTE IN THE REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EU?**



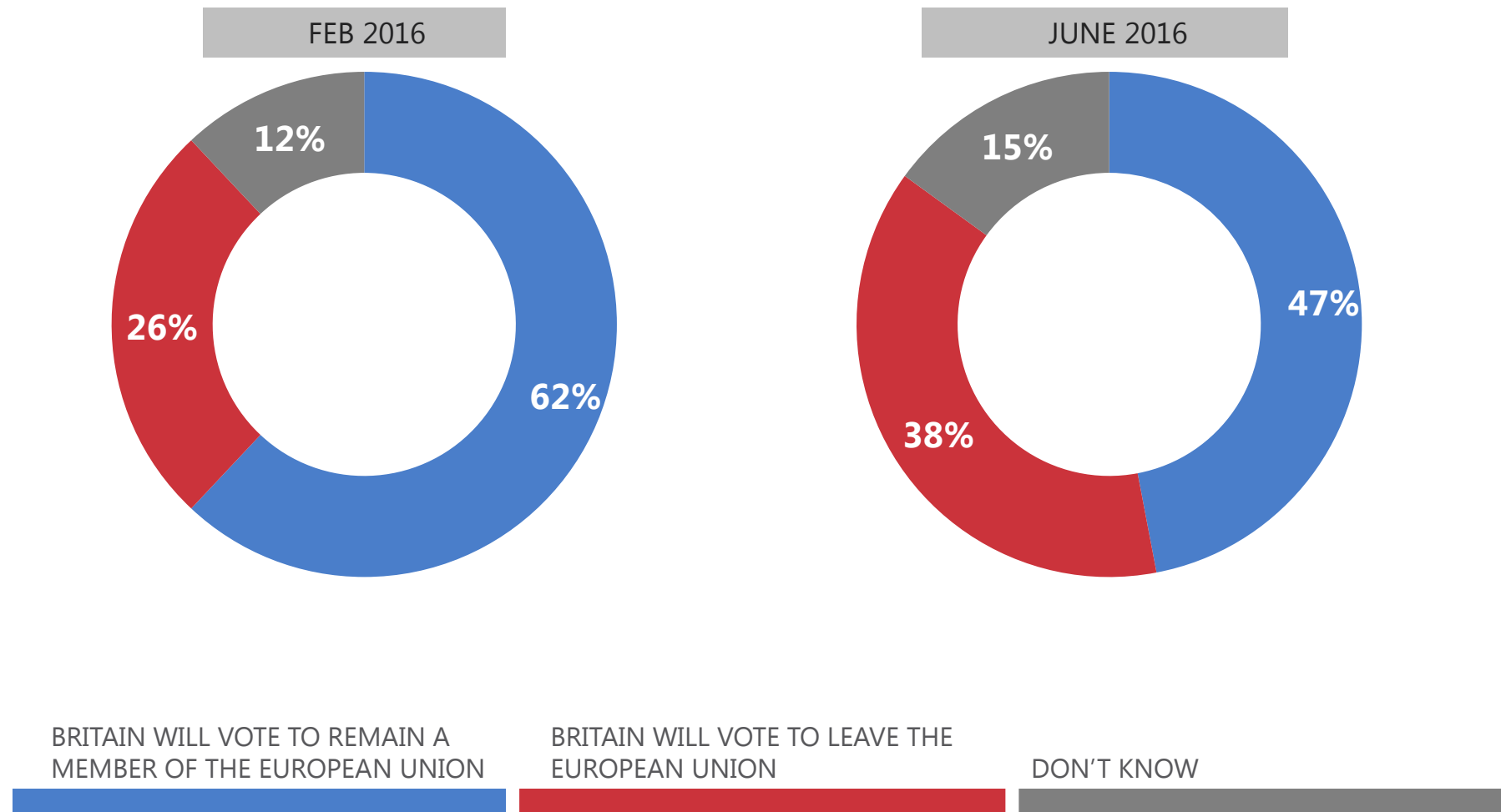
Base: 1,257 British adults 18+ 11<sup>th</sup> – 14<sup>th</sup> June 2016

Source: Ipsos MORI Political Monitor



# Public's view on the most likely outcome

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



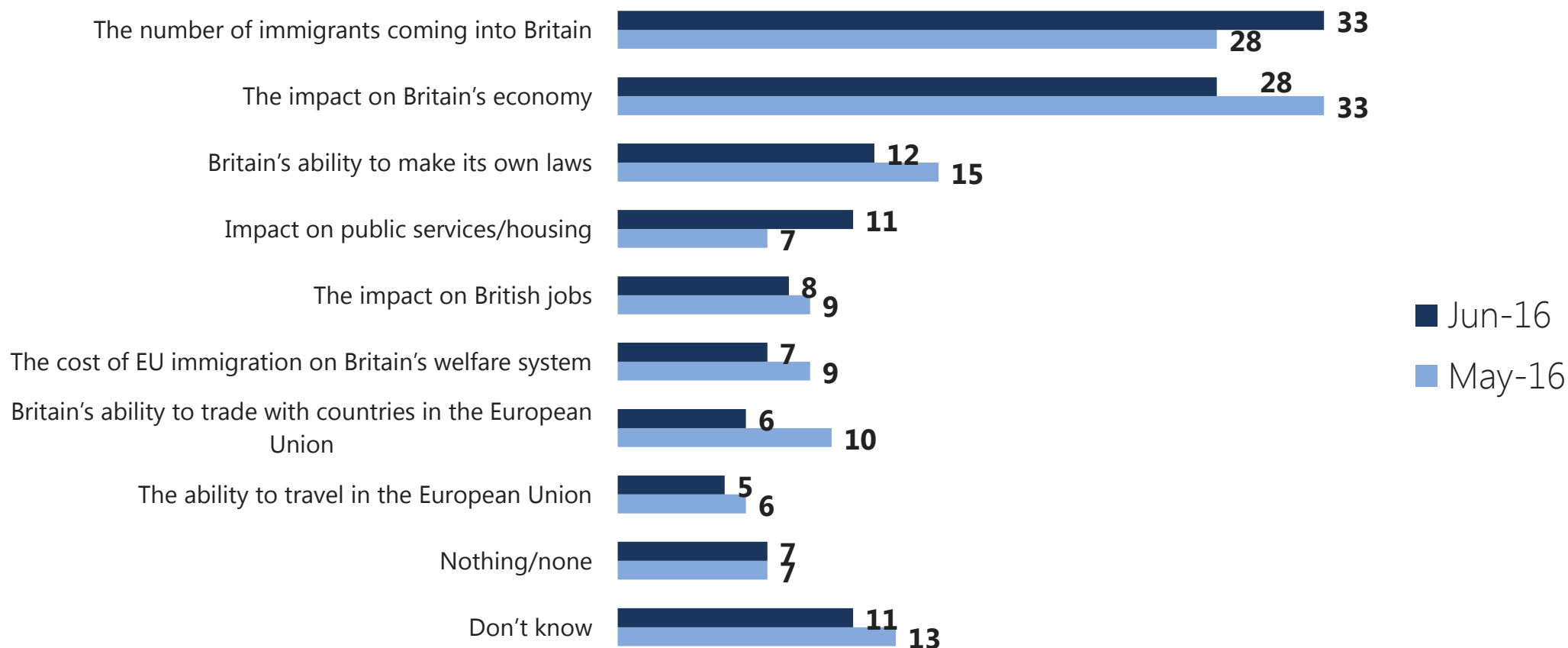
Base: 1,257 British adults 18+ 11<sup>th</sup> – 14<sup>th</sup> June 2016

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



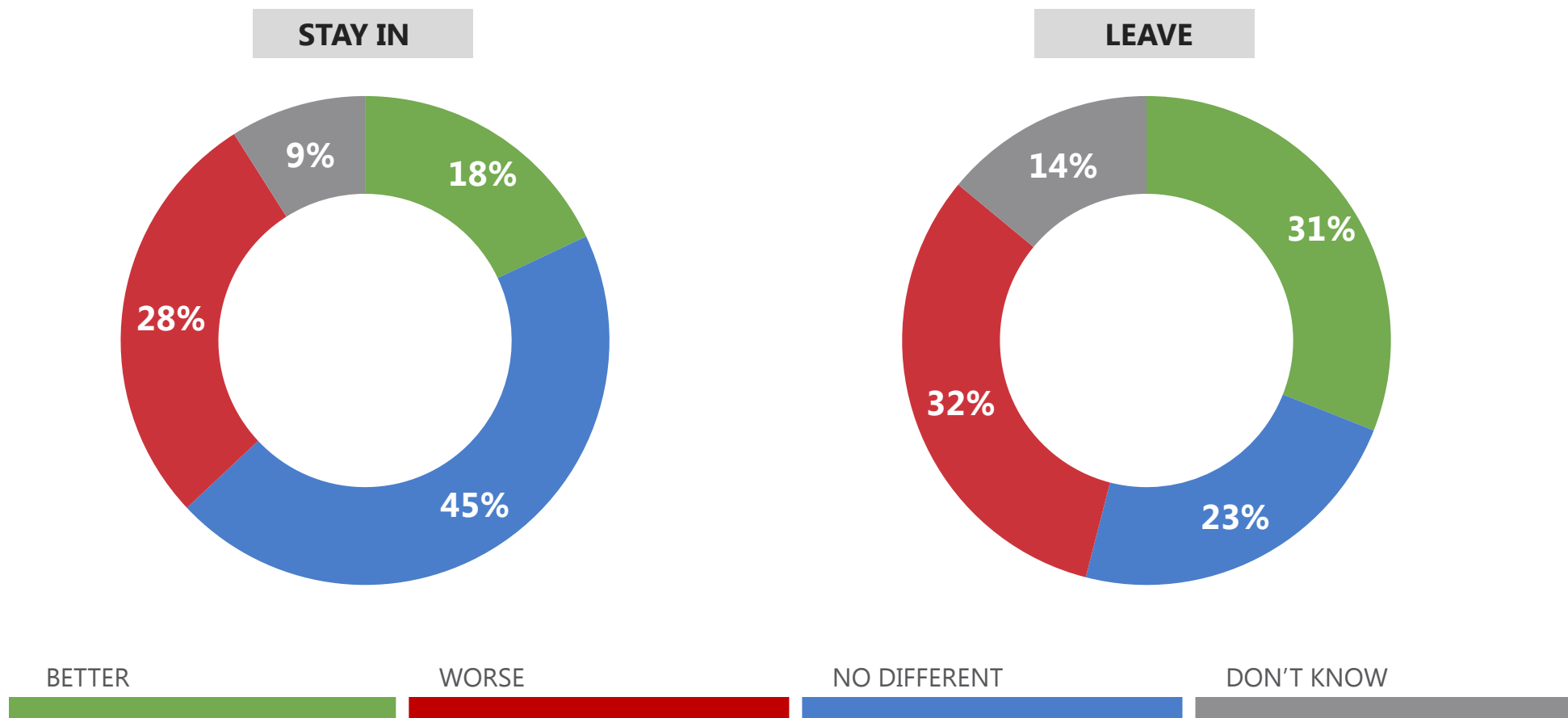
Base: 1,257 British adults 18+, 11<sup>th</sup> – 14<sup>th</sup> June 2016

Source: Ipsos MORI Political Monitor



# Life after the referendum

**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+ 11<sup>th</sup> – 14<sup>th</sup> 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



Politicians from the Leave campaign



Politicians from the Remain campaign



Base: 1,257 British adults 18+ 11<sup>th</sup> – 14<sup>th</sup> 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



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



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



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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 leave

The peace and stability on our continent will be put at risk



The stability of Northern Ireland will be put at risk



UK households will lose £4,300 per year and will be made permanently poorer



TRUE

FALSE

DON'T KNOW

Base: 1,257 British adults 18+ 11<sup>th</sup> – 14<sup>th</sup> June 2016

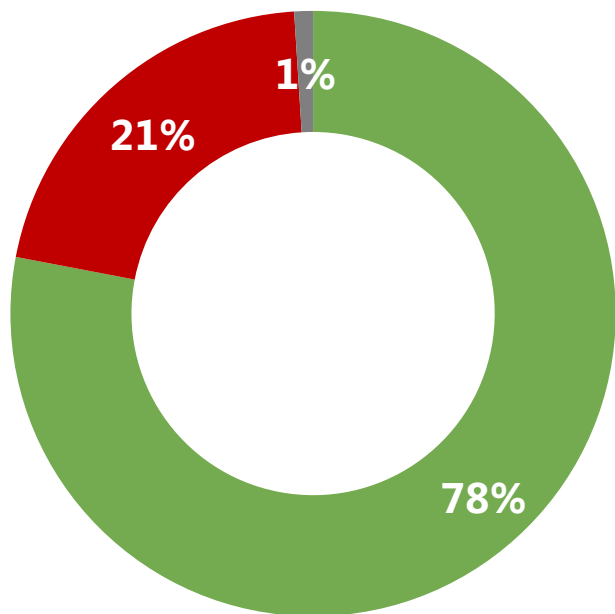
Source: Ipsos MORI Political Monitor

# 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

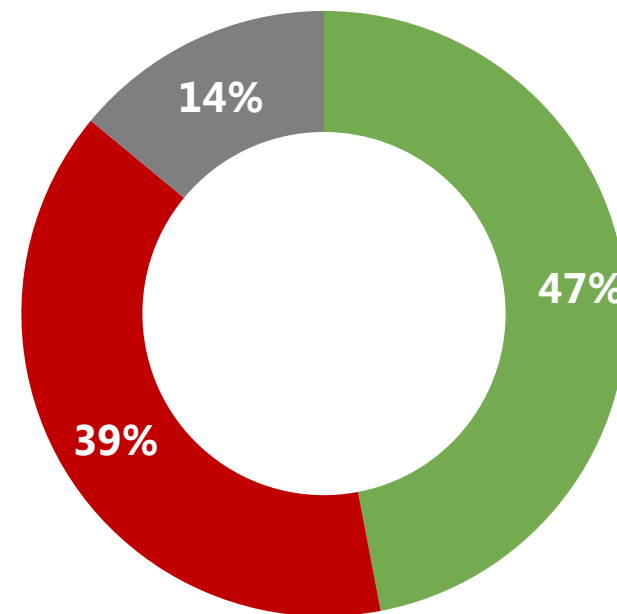


YES, HAVE HEARD THIS

NO, HAVE NOT HEARD THIS

DON'T KNOW

TRUE OR FALSE?



TRUE

FALSE

DON'T KNOW

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