

Ipsos MORI June 2016 Political Monitor

Topline Results

16 June 2016

Fieldwork: 11^h – 14th June 2016

Technical Details

Ipsos MORI interviewed a representative sample of 1,257 adults aged 18+ across Great Britain. Interviews were conducted by telephone : 11th – 14th June 2016. Data are weighted to match the profile of the population.

Where percentages do not sum to 100 this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. An asterisk (*) denotes any value of less than half a per cent. Voting intention figures exclude those who say they would not vote, are undecided or refuse to name a party and in the headline figures, are filtered as discussed below. Data are based on all adults unless otherwise stated.

Voting intention

Voting intention polls between elections are a measurement of how a representative sample of the public think they would vote at a given point in time. Voting intentions in “peacetime” (non-election periods, such as this one) should be regarded as useful indicators of the political mood rather than predictions of a future electoral result. Voting intentions should be read in conjunction with other political indicators.

Voting intentions: headline indicator

In recent years, Ipsos MORI’s headline indicator has been based on what voters told us about their likely turnout, in order to account for differing levels of turnout among different groups. Following on from the 2015 General Election, however, in which our final prediction poll placed all other parties within the margin of error but over-estimated Labour voters’ likelihood to vote, Ipsos MORI is carrying out an internal review into improving the accuracy of our polls. As an interim measure, and to preserve our long-term trends on voting intentions, our headline indicator is now changed to take into account past voting behaviour (do people always or usually vote in general elections, or say it depends) as well as stated likelihood to vote in an upcoming election (those who say they are at least 9 out of 10 certain to vote). This method would have given us the most accurate results in the 2015 General Election. As our internal review continues, however, and as we look to learn from the British Polling Council’s own enquiry, we anticipate we will make further refinements to our methodology in the future.

As previously, please note that this measure is not based on the assumption that this is the group who will vote at the next general election, as this population is not accurately identifiable at this stage of a parliament. Rather, it includes only those voters whose past behaviour and frame of mind is nearest to those who actually vote at elections.

Please also note that the ‘margin of error’ on these figures is c.±4% for each figure; this means that a party share figure of 30% could actually fall anywhere between 26% and 34%, though it is far more likely to fall at 30% than at the extreme ends of this range. This is especially important to keep in mind when calculating party lead figures.

Europe

Q1 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 likely would you be to vote in an immediate referendum on British membership of the European Union, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

	%
10 – absolutely certain to vote	78
9	6
8	4
7	1
6	*
5	3
4	*
3	*
2	*
1 – absolutely certain not to vote	5
Don't know	2

Combined voting intention

Q2a How will you vote on the question “Should the United Kingdom remain a member of the European Union or should it leave the European Union”?

IF REFUSED/UNDECIDED

Q2b. Which way would you be most inclined to vote

	% all expressing an opinion	%
<i>Base: All registered and 9-10 certain to vote and always/usually/depends vote in General Elections (979)</i>		
Remain a member of the European Union	47	43
Leave the European Union	53	49
Undecided		3
Would not vote		0
Refused		5

Q2a How will you vote on the question “Should the United Kingdom remain a member of the European Union or should it leave the European Union”?

IF REFUSED/UNDECIDED

Q2b. Which way would you be most inclined to vote

	% all expressing an opinion	%
<i>Base: All</i>		
Remain a member of the European Union	49	43
Leave the European Union	51	45
Undecided		5
Would not vote		2
Refused		4

Q3. As you may know, there will be a referendum on Britain's membership of the European Union by 2017. 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

	%	%	%	%	%	%	%
	Oct '15 (918)	Jan '16 (919)	Feb '16 (897)	Mar '16 (928)	Apr '16 (927)	May '16 (926)	Jun'16 (1128)
Definitely decided	57	58	63	64	69	73	79
May change mind	40	39	35	33	28	25	20
Don't know	3	3	2	3	3	2	1

General Election voting

Q4a How would you vote if there were a General Election tomorrow?

IF UNDECIDED OR REFUSED

Q4b Which party are you most inclined to support?

Base: All 9-10 certain to vote and always/usually/depends vote in General Elections (743) Q1a/b %

Conservative	35
Labour	34
Liberal Democrats (Lib Dem)	9
Scottish/Welsh Nationalist	7
Green Party	4
UK Independence Party	10
Other	1
Conservative lead (\pm%)	+1
<i>Would not vote</i>	1
<i>Undecided</i>	8
<i>Refused</i>	2

Voting intentions: all naming a party

The voting intention figures based on all those giving a voting intention is the measure with the longest pedigree; our regular trends on this basis go back to the 1970s. When turnouts were much higher than is usual today, this offered a good approximation to actual voting behaviour; in more recent years in more recent years however, there have been differing turnout levels among the supporters of the various parties.

Q4a How would you vote if there were a General Election tomorrow?

IF UNDECIDED OR REFUSED

Q4b Which party are you most inclined to support?

	%
Conservative	34
Labour	36
Liberal Democrats (Lib Dem)	8
Scottish/Welsh Nationalist	6
Green Party	4
UK Independence Party	11
Other	1
Conservative lead (\pm%)	-2
<i>Would not vote</i>	6
<i>Undecided</i>	10
<i>Refused</i>	2

Certainty of voting

Q5 And how likely would you be to vote in an immediate General Election, on a scale of 1 to 10, where 10 means you would be absolutely certain to vote, and 1 means that you would be absolutely certain not to vote?

	%
10 – absolutely certain to vote	67
9	5
8	7
7	4
6	1
5	5
4	2
3	1
2	*
1 – absolutely certain not to vote	6
Don't know	1

Europe Issues

Q12. 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?

	% May 2016	% June 2016
The number of immigrants coming into Britain	28	33
The impact on Britain’s economy	33	28
Britain’s ability to make its own laws	15	12
Impact on public services/housing	7	11
The impact on British jobs	9	8
The cost of EU immigration on Britain’s welfare system	9	7
Britain’s ability to trade with countries in the European Union	10	6
The ability to travel in the European Union	6	5
Nothing/none	7	7
Don't know	13	11

Q13. If Britain votes to stay in 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?

	%
Better	18
Worse	28
No different	45
Don't know	9

Q14. If Britain votes to 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

	%
Better	31
Worse	32
No different	23
Don't know	14

Q15. 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 my mind	15
No, have not changed mind	83
Don't know	2

Q16. Thinking ahead to the referendum on European Union membership, which of the following outcomes do you think is most likely?

	Feb %	June %
Britain will vote to remain a member of the European Union	62	47
Britain will vote to leave the European Union	26	38
Don't know	12	15

Politicians and claims

Q17 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
Mostly telling the truth	19	31	30
Mostly telling lies	46	46	47
Tell truth and lies equally	17	13	12
Don't Know	17	11	12

The following are some claims that have been made by people during the EU referendum campaign.

Q18A Do you think each of the following is true or false about what would happen if Britain votes to remain within the EU?

	True %	False %	Don't know %
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	45	45	10
Britain would be made to pay billions of pounds in bailouts for eurozone countries in the future	48	40	12
There will be a higher risk of sex attacks on women by migrants	28	62	10

Q18B Do you think each of the following is true or false about what would happen if Britain votes to leave the EU?

	True %	False %	Don't know %
The peace and stability on our continent will be put at risk	32	59	9
The stability of Northern Ireland will be put at risk	21	61	18
UK households will lose £4,300 per year and will be made permanently poorer	17	70	13

Q19 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.

	%
Yes, have heard this	78
No, have not heard this	21
Don't know	1

Q20 And do you believe this claim to be true or false: Britain sends £350 million a week to the European Union?

	%
True	47
False	39
Don't know	14