

# 2015

## POLITICAL MONITOR

22.10.2015



# 2015

## EUROPE

# Attitudes to EU membership

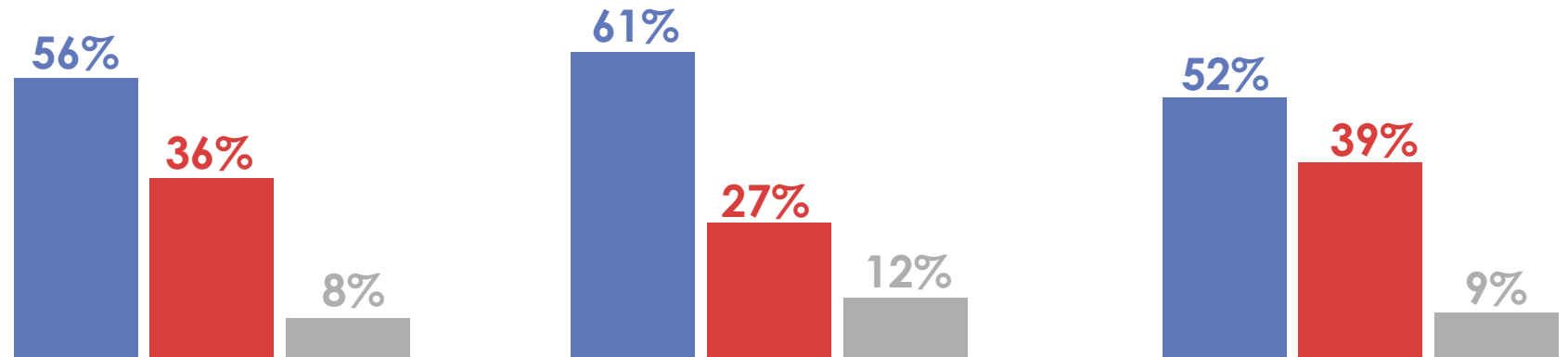
IF THERE WERE A REFERENDUM NOW ON WHETHER BRITAIN SHOULD STAY IN OR GET OUT OF THE EUROPEAN UNION, HOW WOULD YOU VOTE?

3

October 2014

June 2015

October 2015



STAY IN

GET OUT

DON'T KNOW

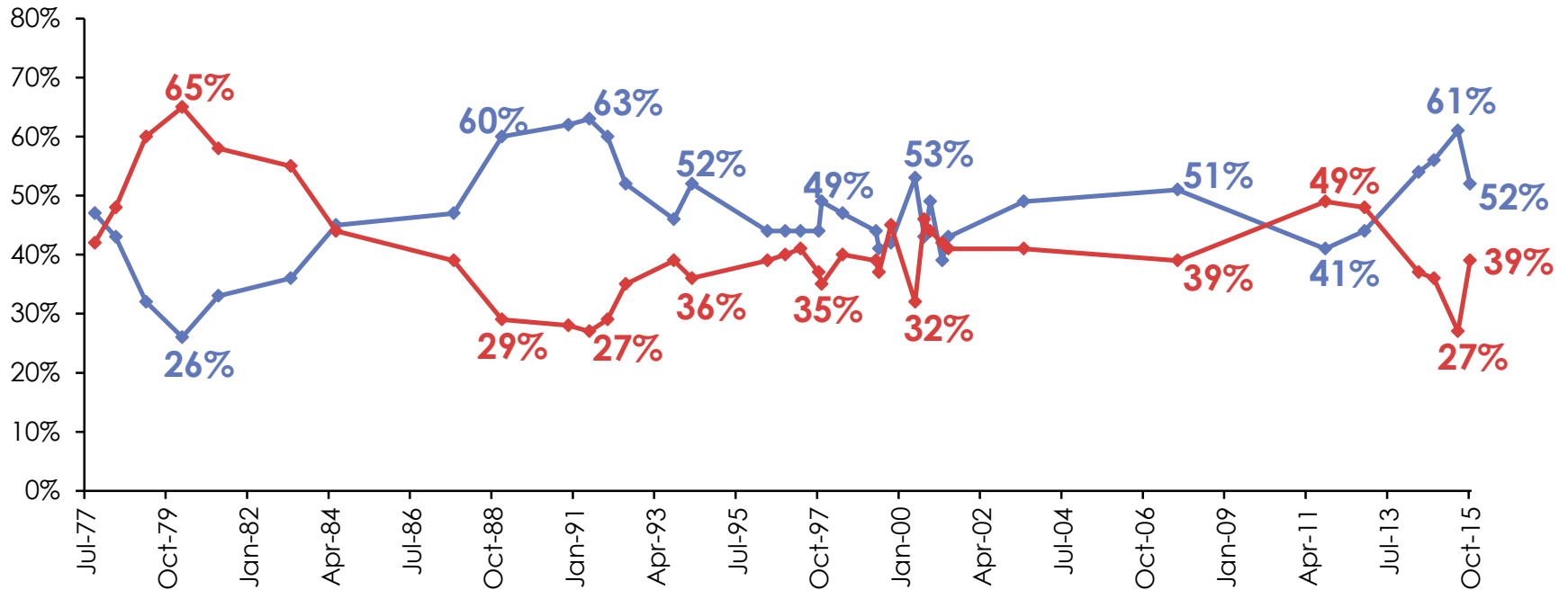
Base: 523 British adults 18+, 17<sup>th</sup> -19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

# Attitudes to EU membership

## Trend since 1977

IF THERE WERE A REFERENDUM NOW ON WHETHER BRITAIN SHOULD STAY IN OR GET OUT OF THE EUROPEAN UNION, HOW WOULD YOU VOTE?



STAY IN

GET OUT

Base: 523 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

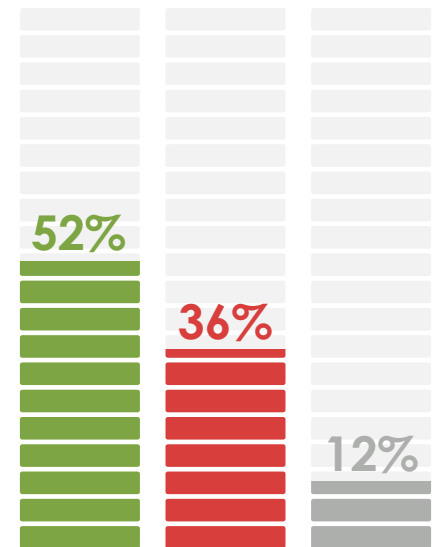
Source: Ipsos MORI Political Monitor

# EU Referendum question: Should the UK remain a member of the EU?

SHOULD THE UNITED KINGDOM REMAIN A MEMBER OF THE EUROPEAN UNION OR LEAVE THE EUROPEAN UNION?

5

October 2015



REMAIN

LEAVE

DON'T KNOW

Base: 498 British adults 18+, 17<sup>th</sup> - 19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

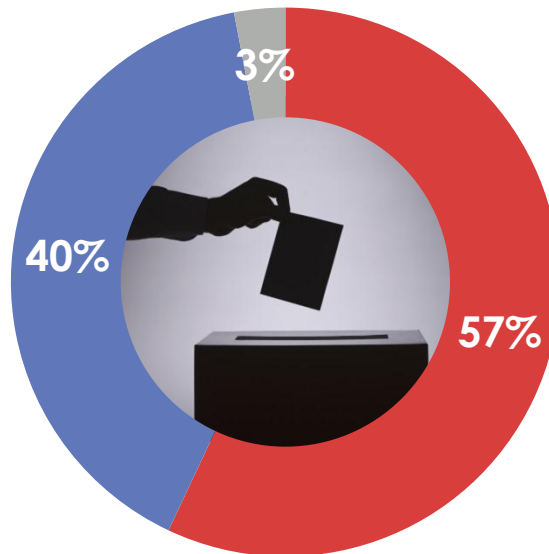
# Have the EU referendum voters decided yet?

AS YOU MAY KNOW, THERE WILL BE A REFERENDUM ON BRITAIN'S MEMBERSHIP OF THE EUROPEAN UNION BY 2017.

6

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?

October 2015



DEFINITELY DECIDED

MAY CHANGE MIND

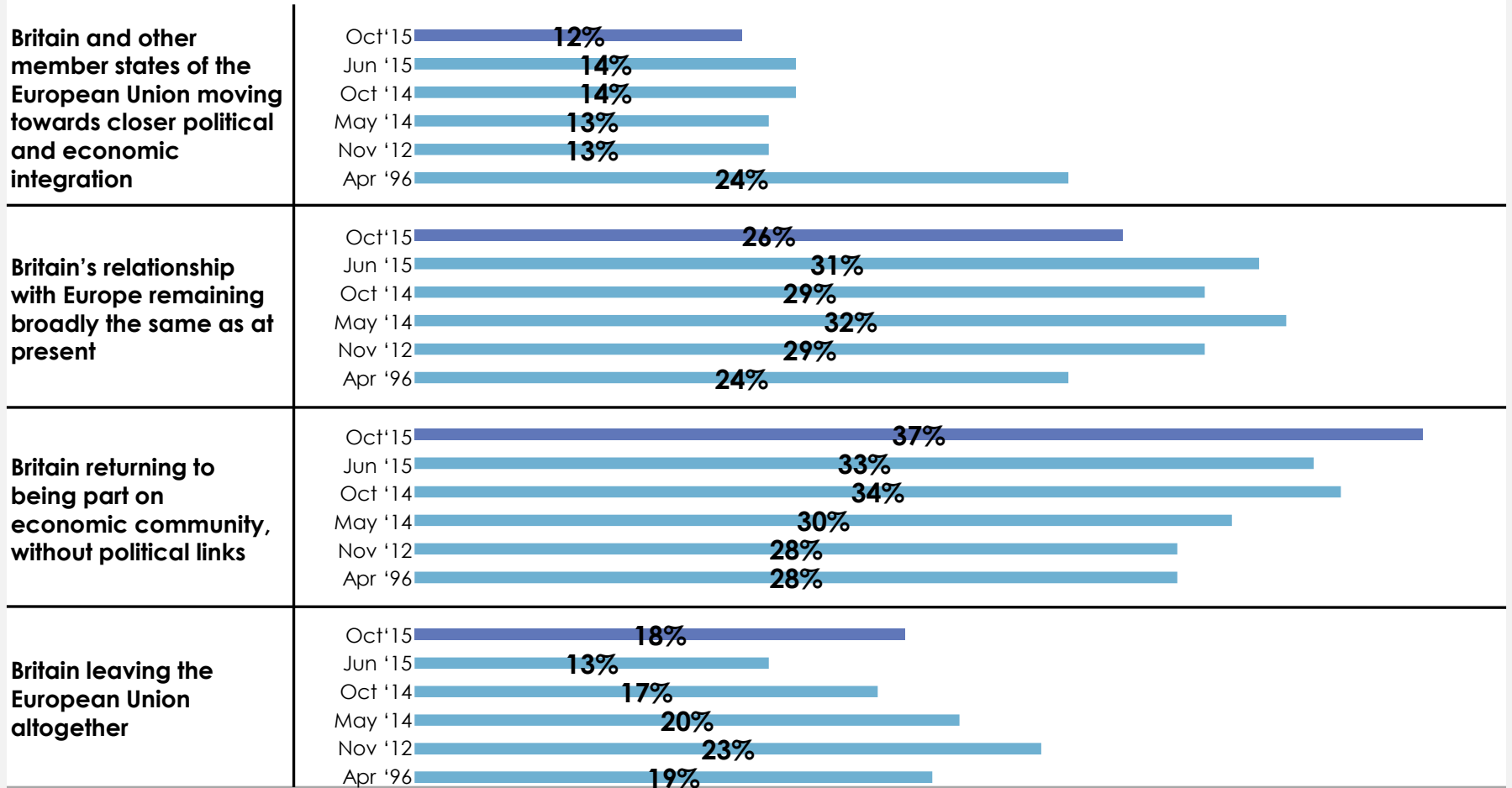
DON'T KNOW

Base: 918 British adults 18+ giving an opinion, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

# Britain's future role in Europe

WHICH OF THE OPTIONS BEST DESCRIBES YOUR OWN PREFERENCE FOR BRITAIN'S FUTURE ROLE IN EUROPE?



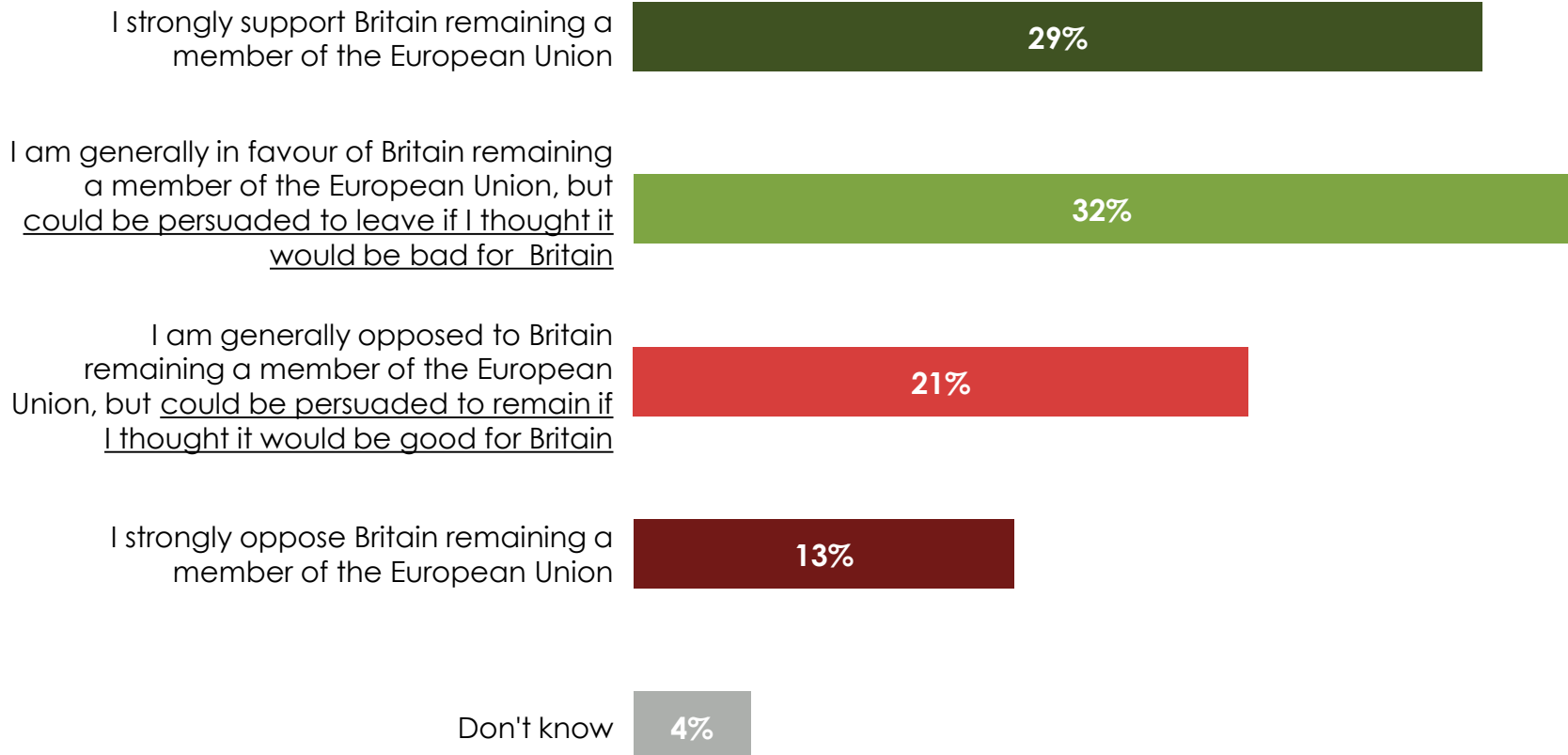
Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

# Own view of Britain remaining a member of the European Union (1)

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OWN VIEW OF BRITAIN REMAINING A MEMBER OF THE EUROPEAN UNION

8



Base: 520 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015.

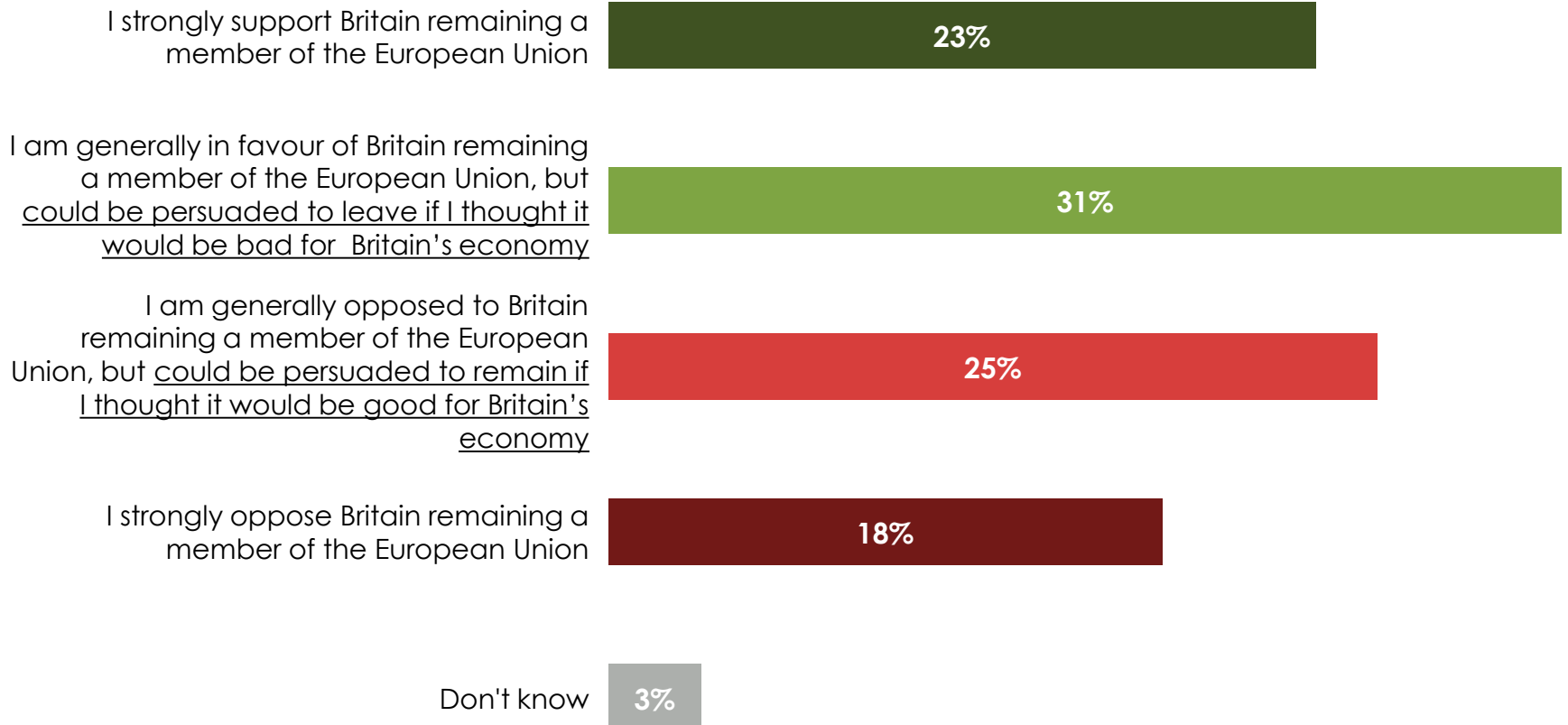
Source: Ipsos MORI Political Monitor



# Own view of Britain remaining a member of the European Union (2)

WHICH OF THE FOLLOWING BEST DESCRIBES YOUR OWN VIEW OF BRITAIN REMAINING A MEMBER OF THE EUROPEAN UNION

9



Base: 501 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI Political Monitor

# Most likely referendum outcome

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

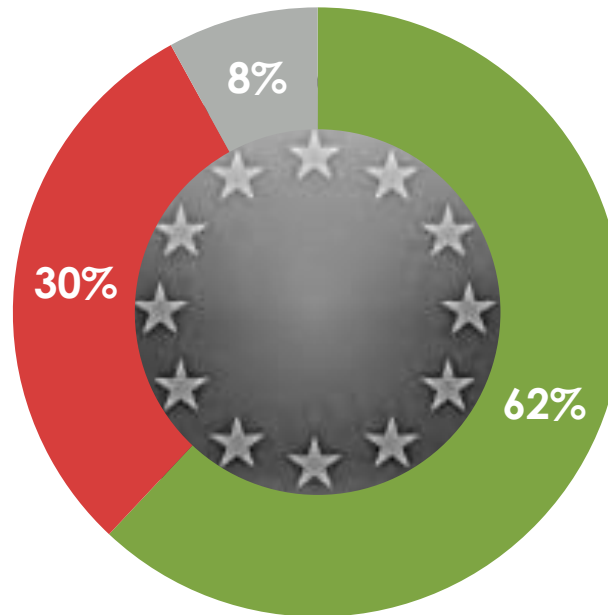
10

October 2015

BRITAIN WILL VOTE TO  
REMAIN A MEMBER OF  
THE EUROPEAN UNION

BRITAIN WILL VOTE TO  
LEAVE THE EUROPEAN  
UNION

DON'T KNOW



Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI

# Confidence in Cameron's ability to get a good EU deal for Britain

PLEASE TELL ME HOW CONFIDENT, IF AT ALL, YOU ARE THAT DAVID CAMERON WILL GET A GOOD DEAL FOR BRITAIN IN NEGOTIATIONS WITH OTHER EUROPEAN LEADERS?

11

June 2015

October 2015

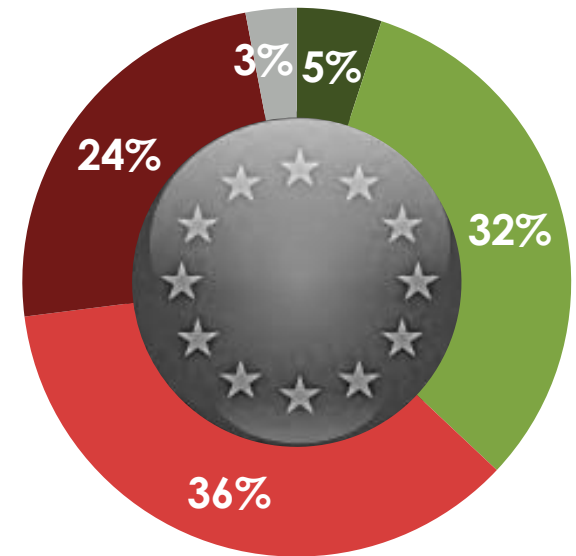
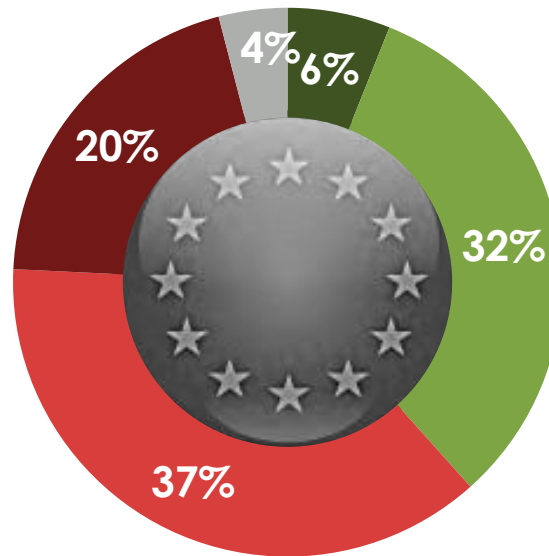
VERY CONFIDENT

FAIRLY CONFIDENT

NOT VERY CONFIDENT

NOT AT ALL CONFIDENT

NO OPINION



Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI

# Conditions of support or opposition

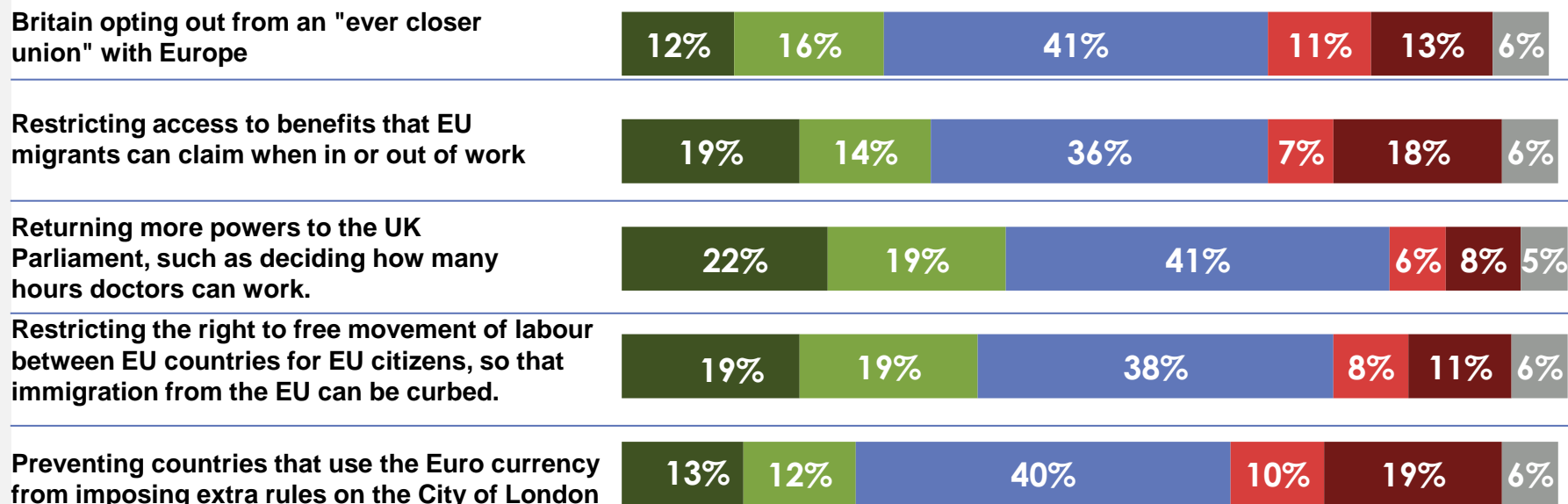
I AM GOING TO READ A LIST OF AREAS IN WHICH BRITAIN'S RELATIONSHIP WITH THE EUROPEAN UNION COULD CHANGE.

12

FOR EACH ONE, CAN YOU PLEASE TELL ME WHETHER IT WOULD MAKE YOU MORE LIKELY FOR BRITAIN TO LEAVE THE EU, OR IF IT WOULD MAKE NO DIFFERENCE?

October 2015

- Much more likely to vote to remain in the EU
- A little more likely to vote to remain in the EU
- Make no difference to my vote
- A little more likely to vote to leave the EU
- Much more likely to vote to leave the EU
- Don't know



Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI

# What reforms may have biggest impact on leave supporters?

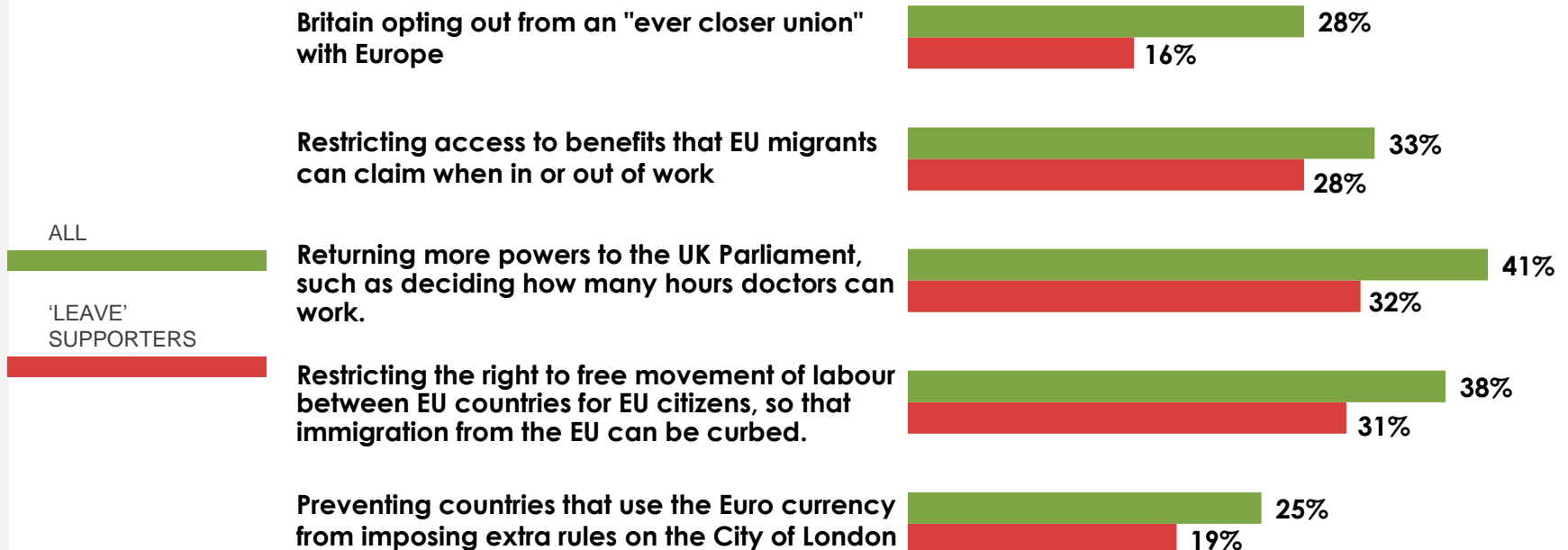
I AM GOING TO READ A LIST OF AREAS IN WHICH BRITAIN'S RELATIONSHIP WITH THE EUROPEAN UNION COULD CHANGE.

13

FOR EACH ONE, CAN YOU PLEASE TELL ME WHETHER IT WOULD MAKE YOU MORE LIKELY FOR BRITAIN TO LEAVE THE EU, OR IF IT WOULD MAKE NO DIFFERENCE?

October 2015

% much/a little more likely to vote to remain in the EU



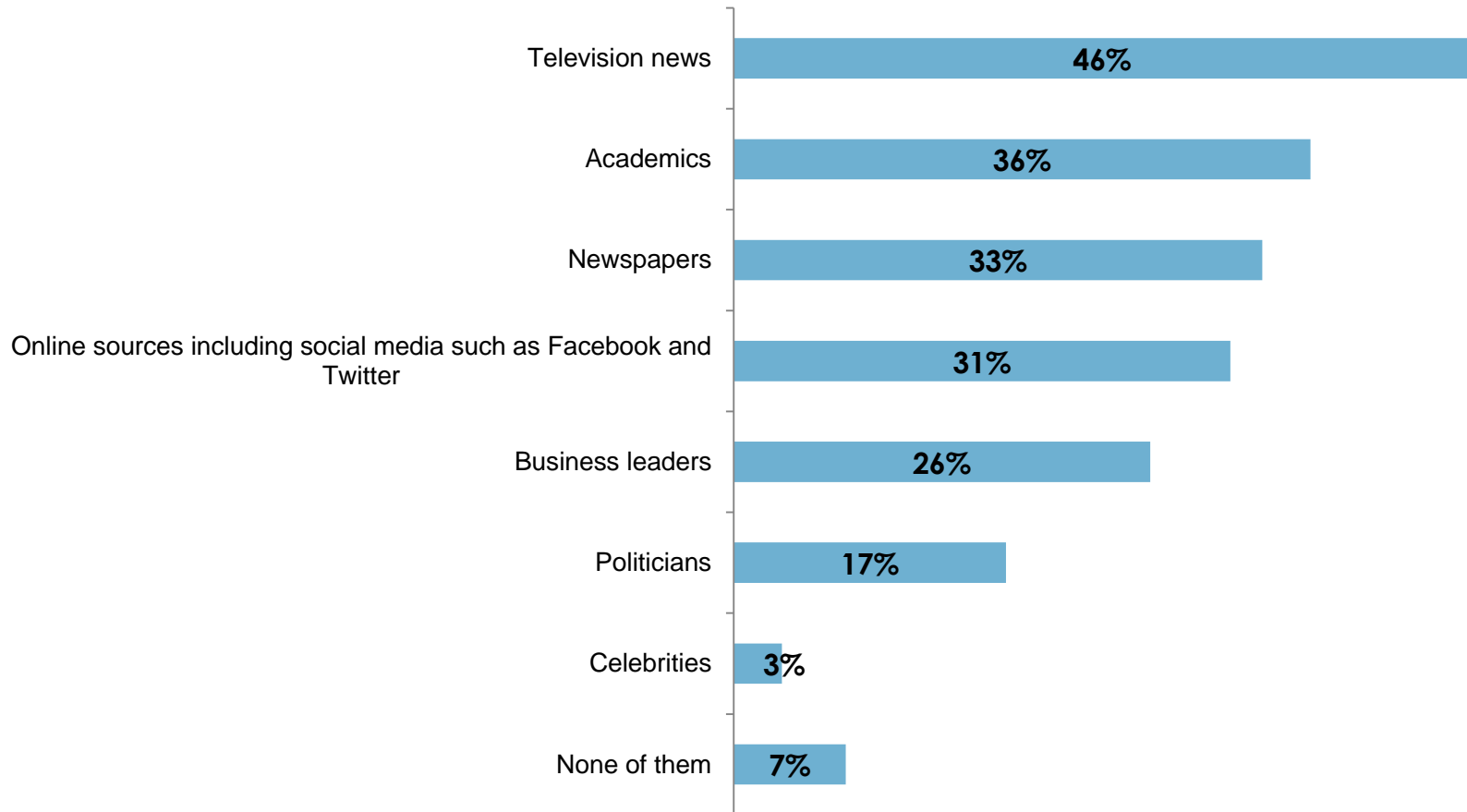
Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015 (384 'leave' supporters)

Source: Ipsos MORI

# Most trusted sources of information about the EU referendum

WHICH TWO OR THREE, IF ANY, OF THE FOLLOWING SOURCES DO YOU TRUST MOST TO GIVE YOU THE INFORMATION YOU NEED TO MAKE YOUR MIND UP HOW TO VOTE IN THE EUROPEAN REFERENDUM?

14



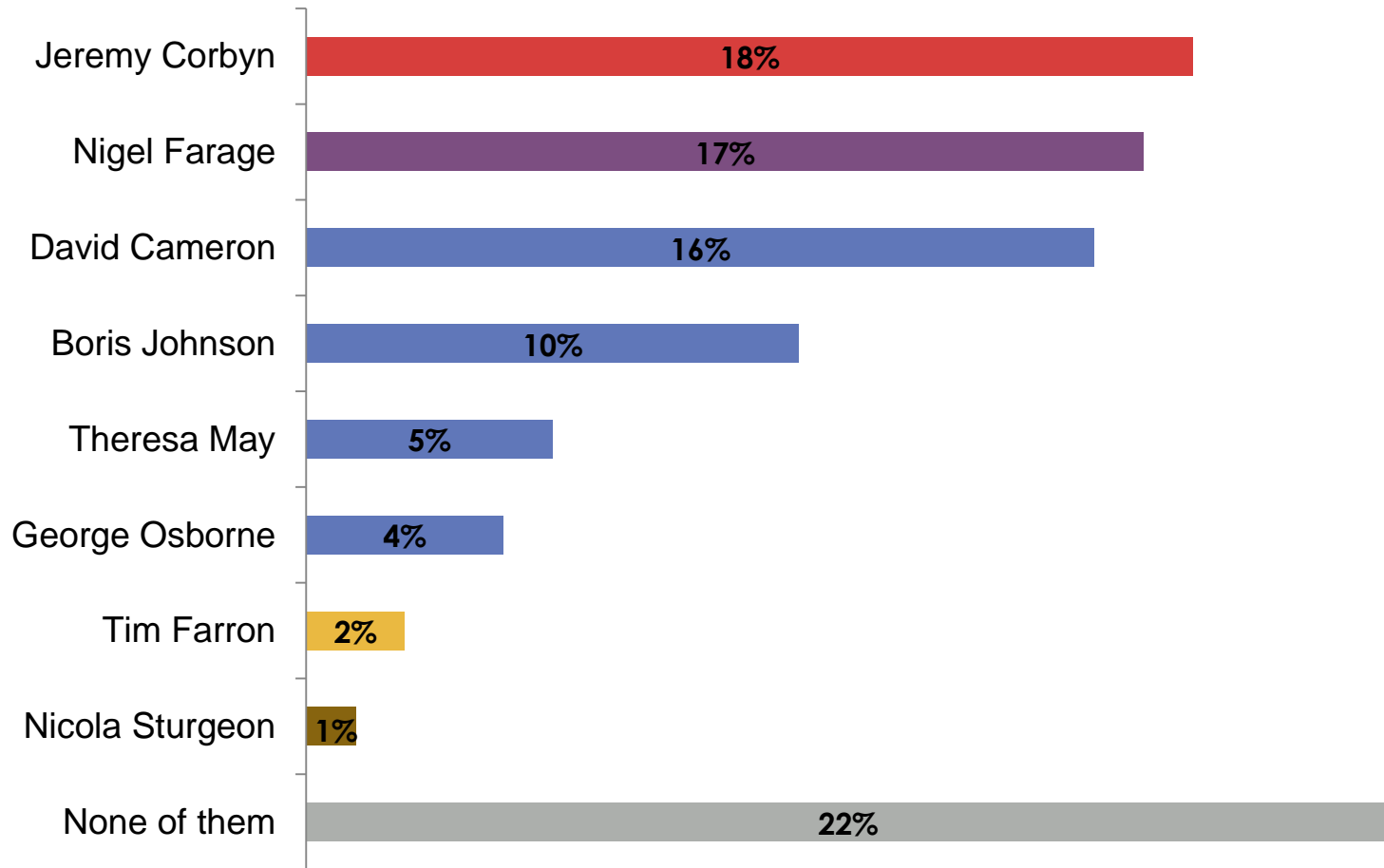
Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI

# Politician most trusted to tell the truth about Britain's relationship with Europe

AND WHICH ONE, IF ANY, OF THE FOLLOWING POLITICIANS DO YOU TRUST MOST TO TELL THE TRUTH ABOUT BRITAIN'S RELATIONSHIP WITH EUROPE?

15



Base: 1,021 British adults 18+, 17<sup>th</sup> – 19<sup>th</sup> October 2015

Source: Ipsos MORI

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