

# **The 15 things you need to know about Remain voters**

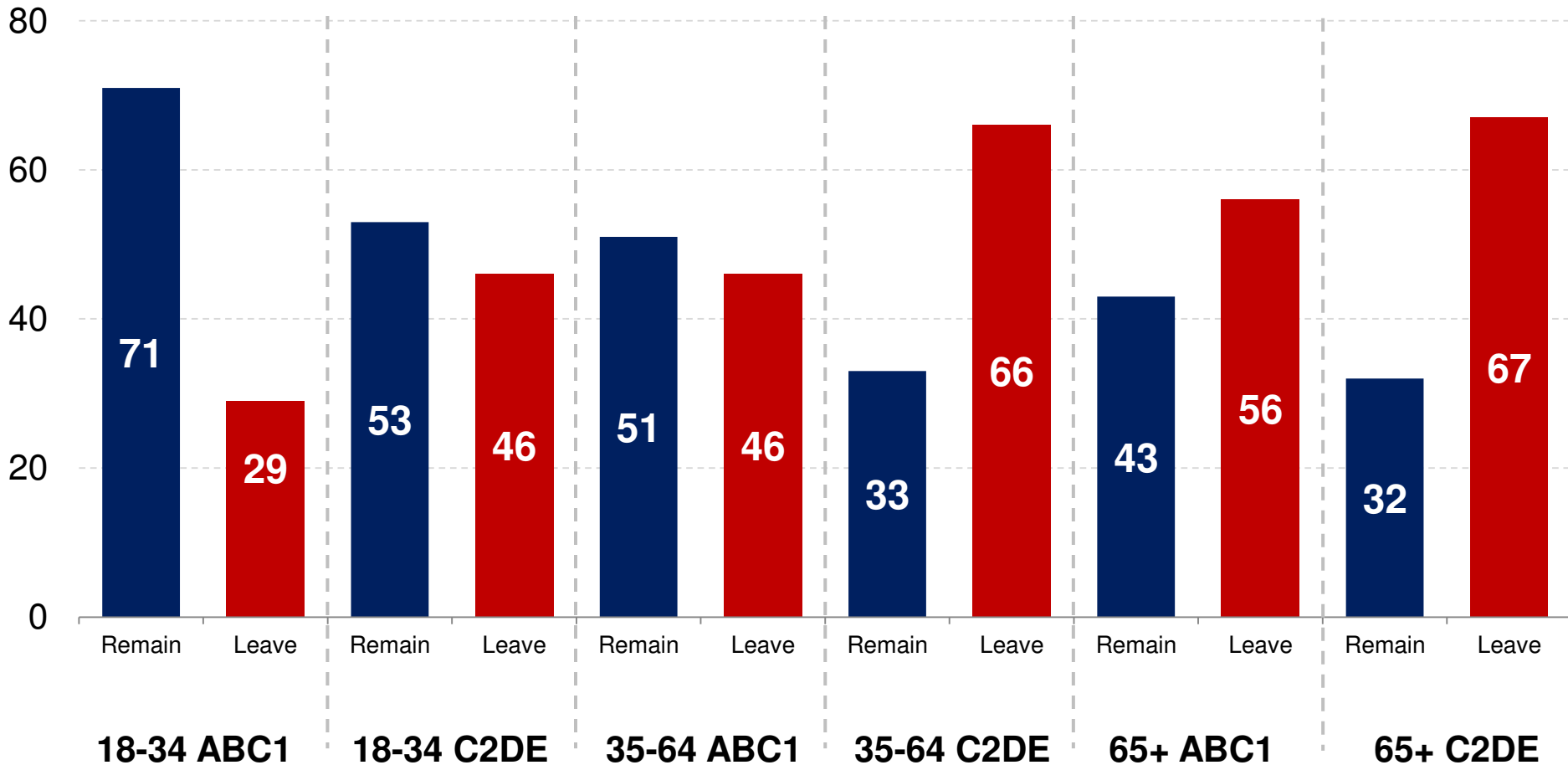
Total sample of Remain voters: n=1504

Conducted Mon 19<sup>th</sup>- Thur 22<sup>nd</sup> September 2016

@jamesdmorris

# 1) Remain voters: younger and more middle class

Should the United Kingdom remain a member of the European Union or leave the European Union?



18-34 ABC1 n=316; 35-64 ABC1 n=631; 65+ ABC1 n=334; 18-34 C2DE n=257; 35-64 C2DE n=482; 65+ C2DE n=197

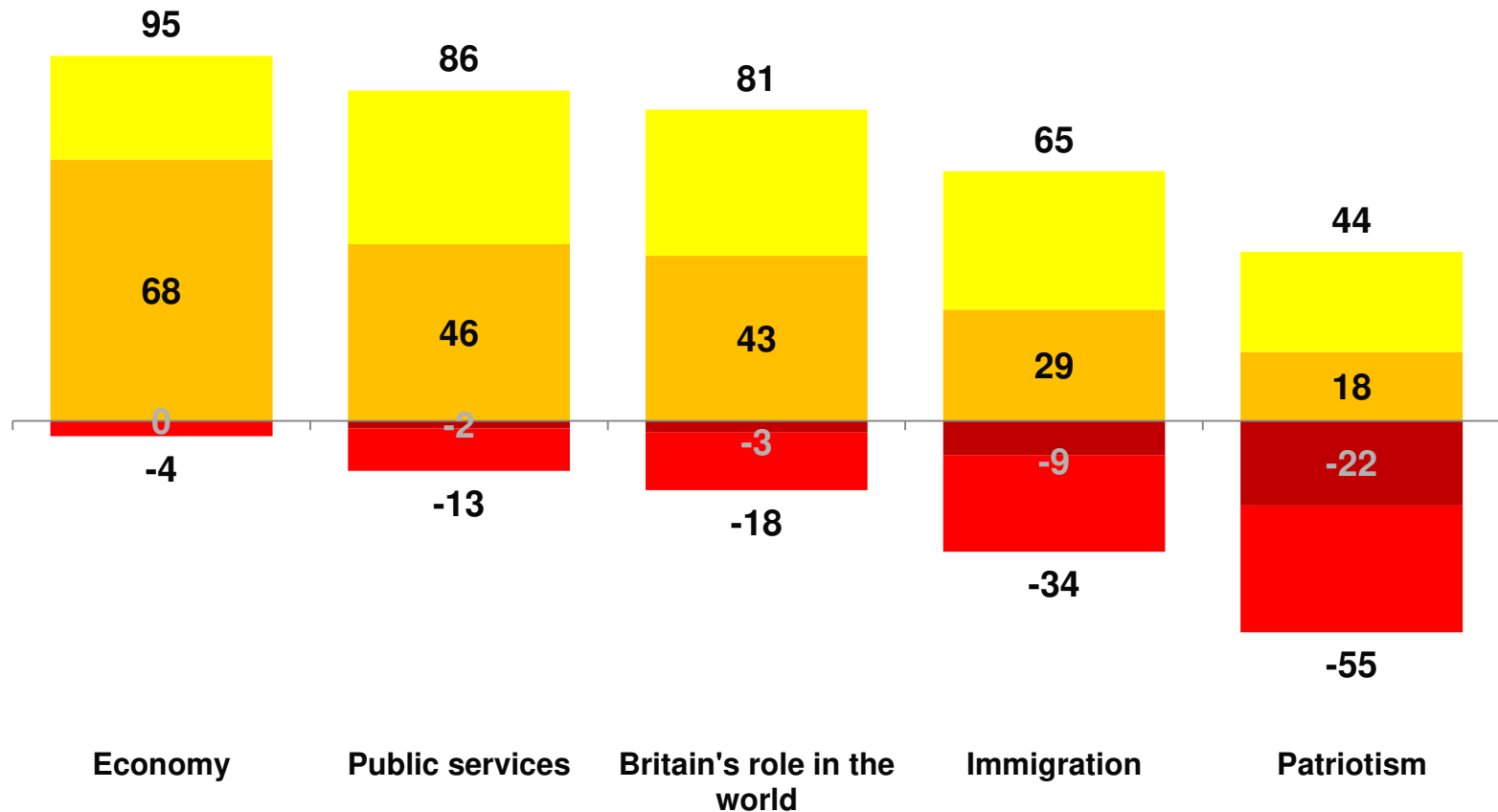
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## 2) For Remain voters, the economy was the most important issue. But immigration was still important to two thirds.

When you were thinking about which way to vote in the referendum, how important were each of the following to you?

■ Not important at all ■ Very important

Total Remain Voters



### 3) Remain voters have incoherent views on immigration.

As you know, Britain voted to Leave the EU. Below are some policies that are being considered now that Britain has voted to Leave. Which do you support and which do you oppose?

■ Oppose

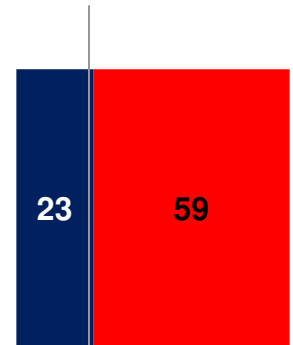
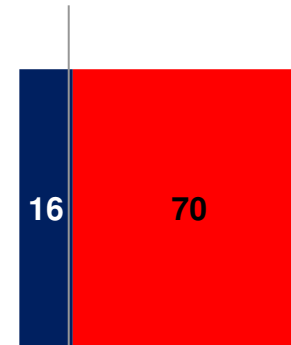
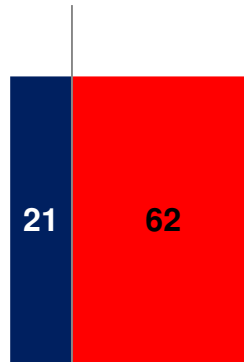
■ Support

All Remain Voters

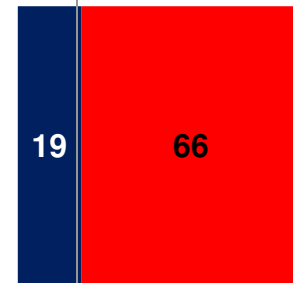
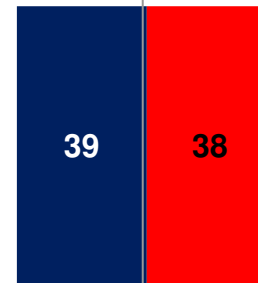
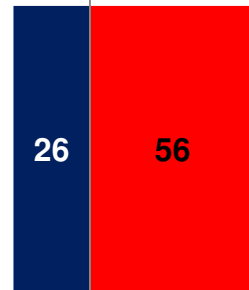
Immigration not important

Immigration important

Guarantee free movement as part of any new relationship with the EU



Control our borders and be able to limit the number of migrants coming from Europe



# 4) A quarter of Remain voters think immigration bad for our national culture, nearly a third want to roll equality back

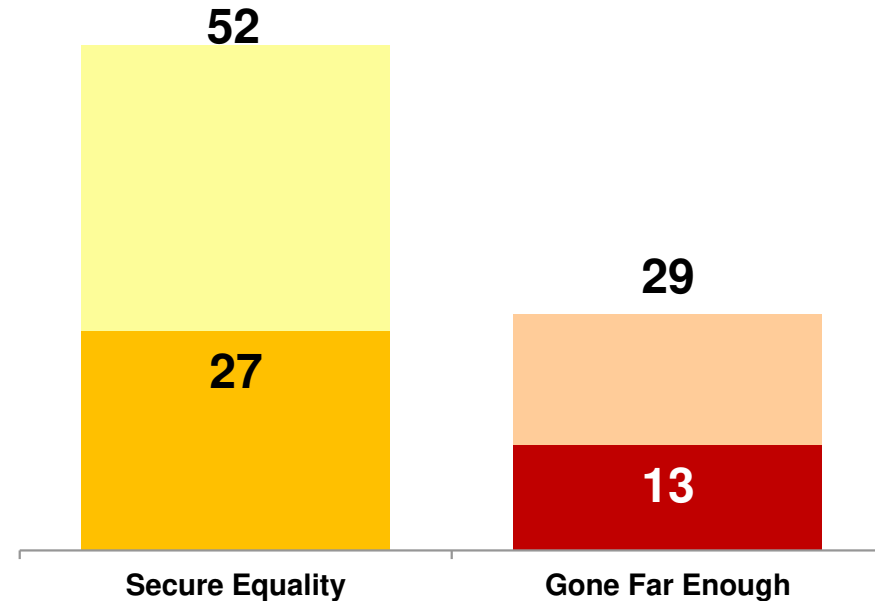
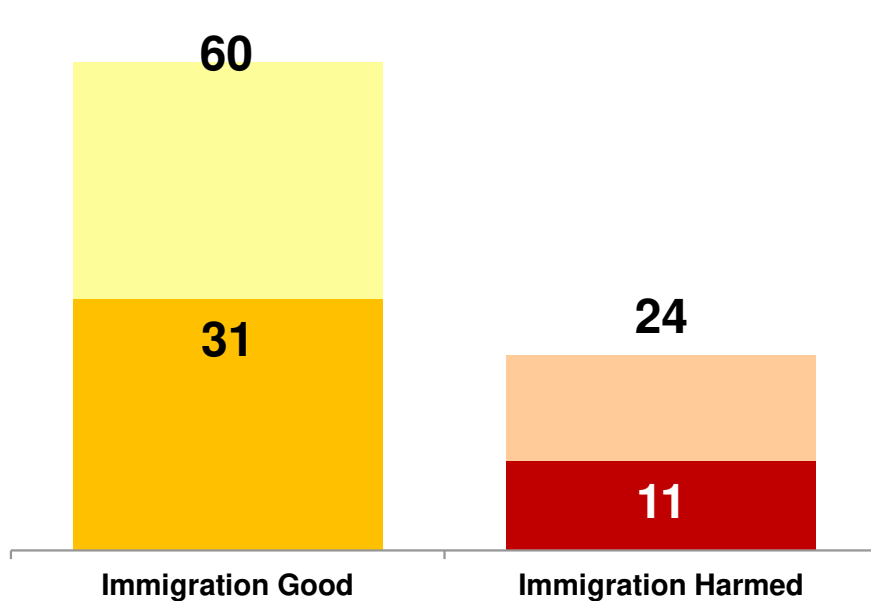
Now you will see some pairs of statements. For each, please indicate whether the *FIRST* statement or the *SECOND* statement comes closer to your views, even if neither is exactly right.

On balance, immigration has been good for our national culture.

On balance, immigration has harmed our national culture.

Britain needs to do much more to secure equality for people of different races and religions.

Efforts to achieve equality for people of different races and religions have gone too far.

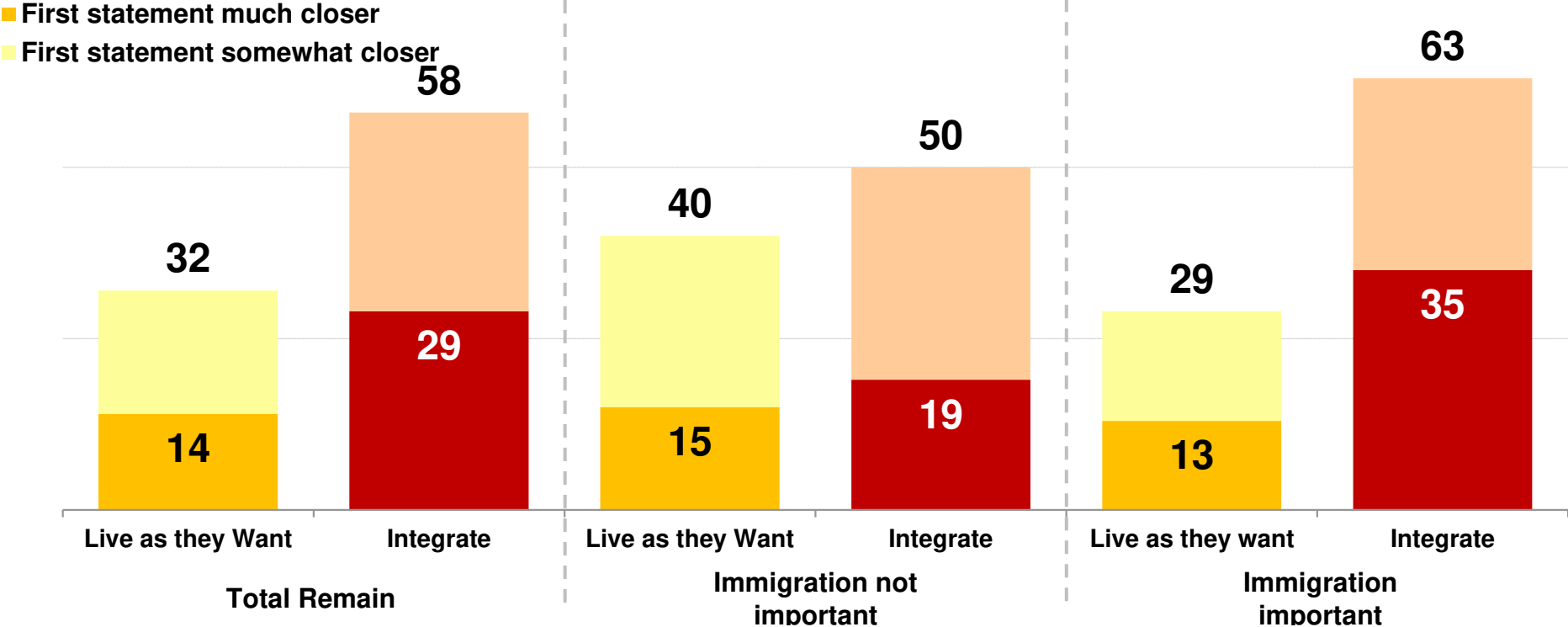


# 5) Strong support for integration, including among firm Remain voters

Now you will see some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

Migrants should be free to live as they want within the law.

Migrants should integrate into British culture.



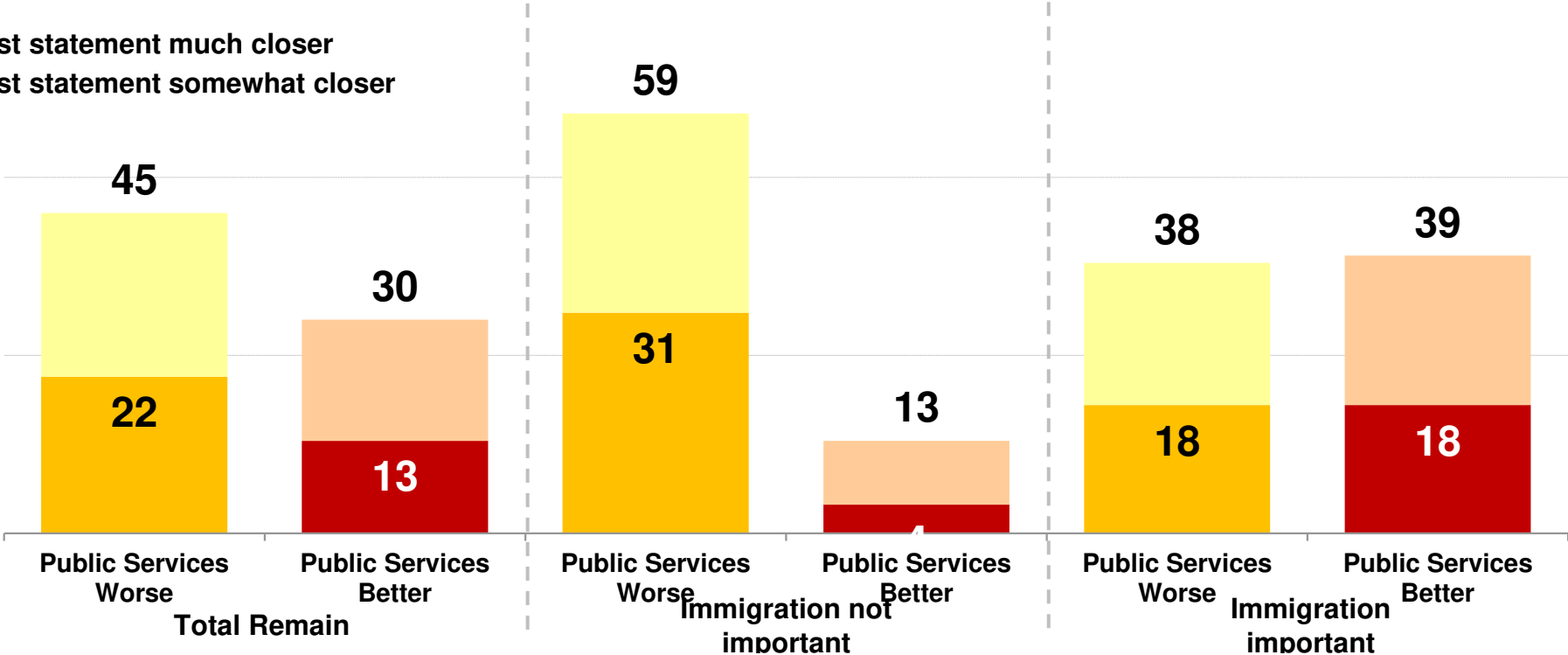
# 6) Most remain voters think cutting immigration bad for public services, but a third think it would help.

Now you will see some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

Britain's public services would be WORSE if we significantly cut immigration.

Britain's public services would be BETTER if we significantly cut immigration.

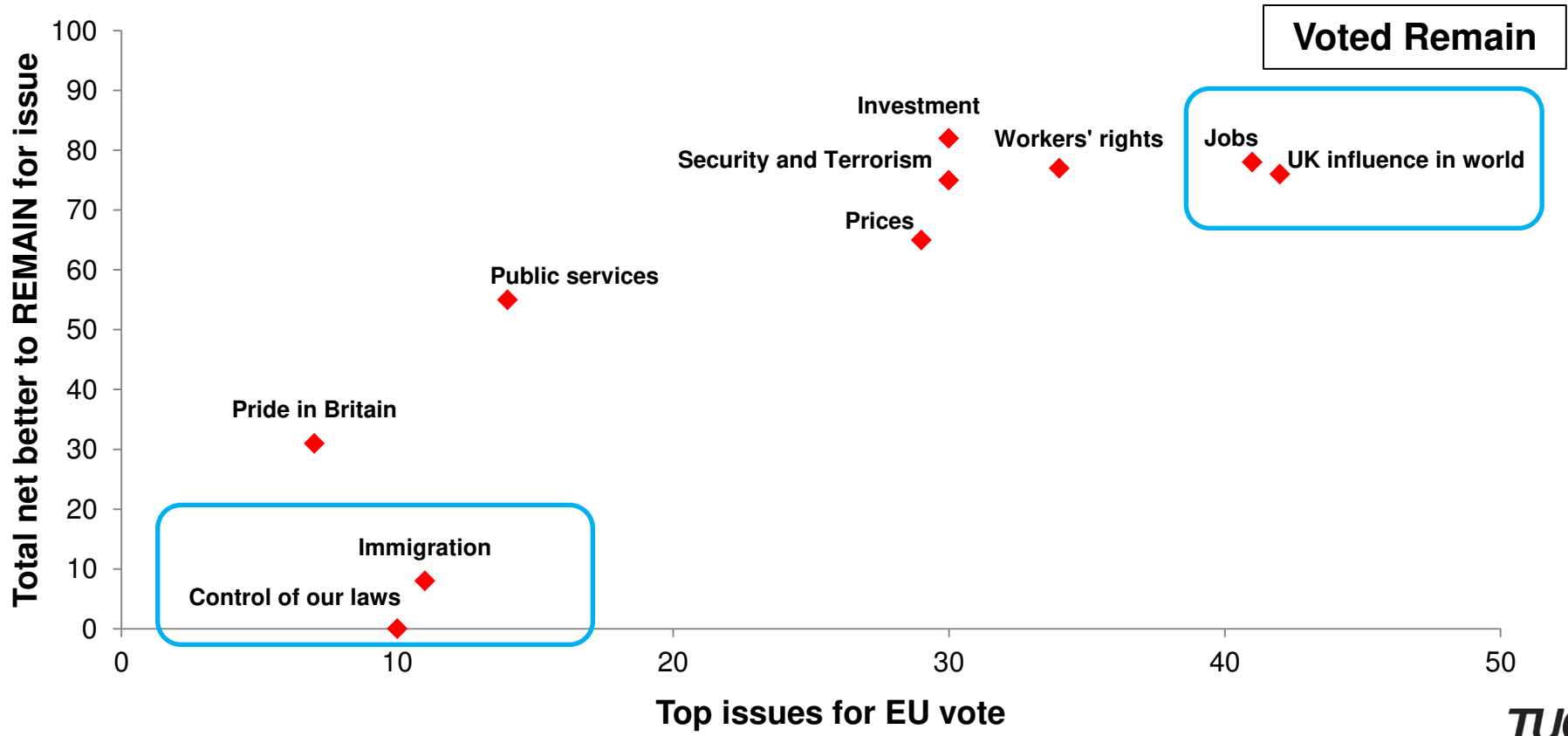
- First statement much closer
- First statement somewhat closer



# 7) Remain voters think leaving bad for all aspects of economy, but divided on control and immigration

(X AXIS) Which THREE of the following were most important in helping you decide which way to vote?

(Y AXIS) Putting aside how you voted in the referendum, do you think leaving the EU or staying in the EU would be better for each of the following issues? (% answering better to Remain)



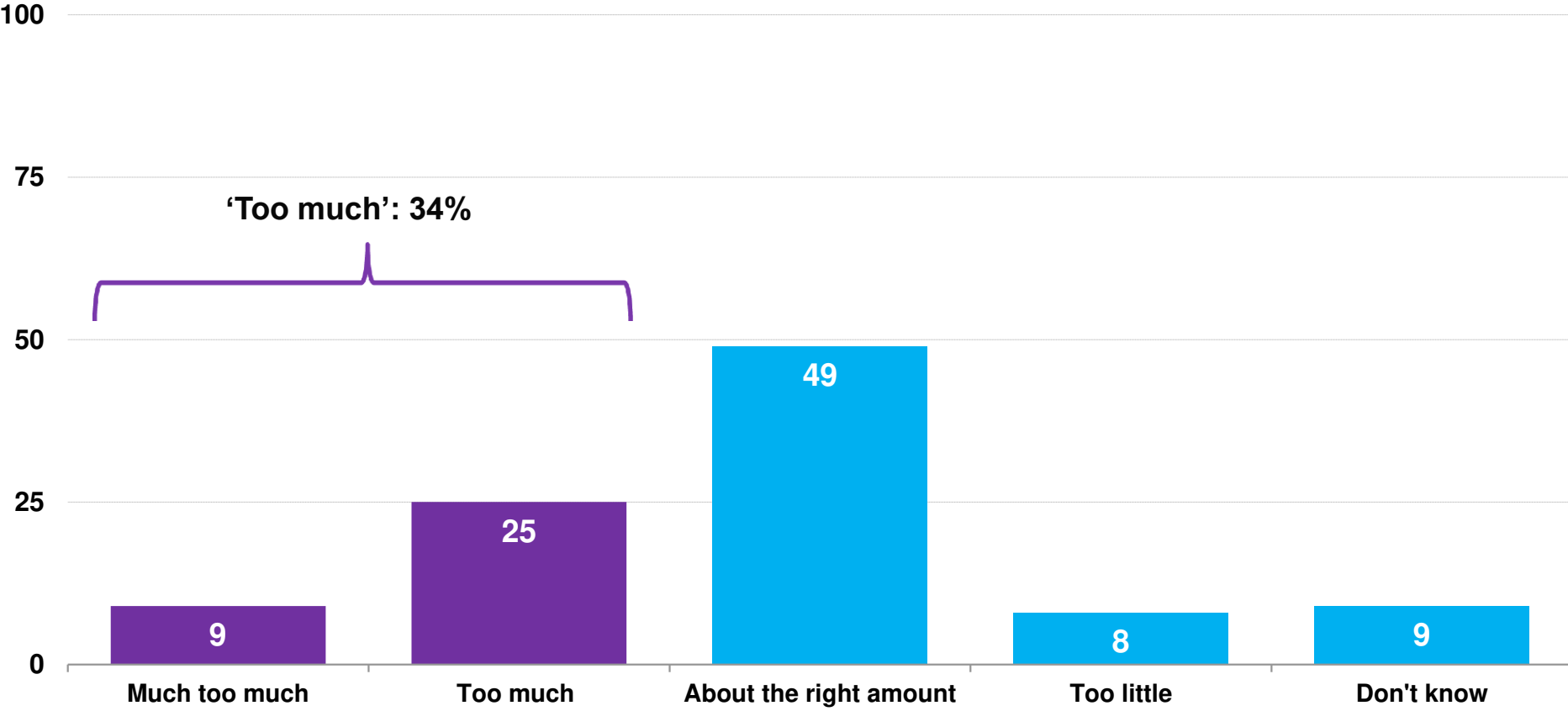
Voted remain n=1045



# 8) A third of Remain voters think the EU has too much control over their life.

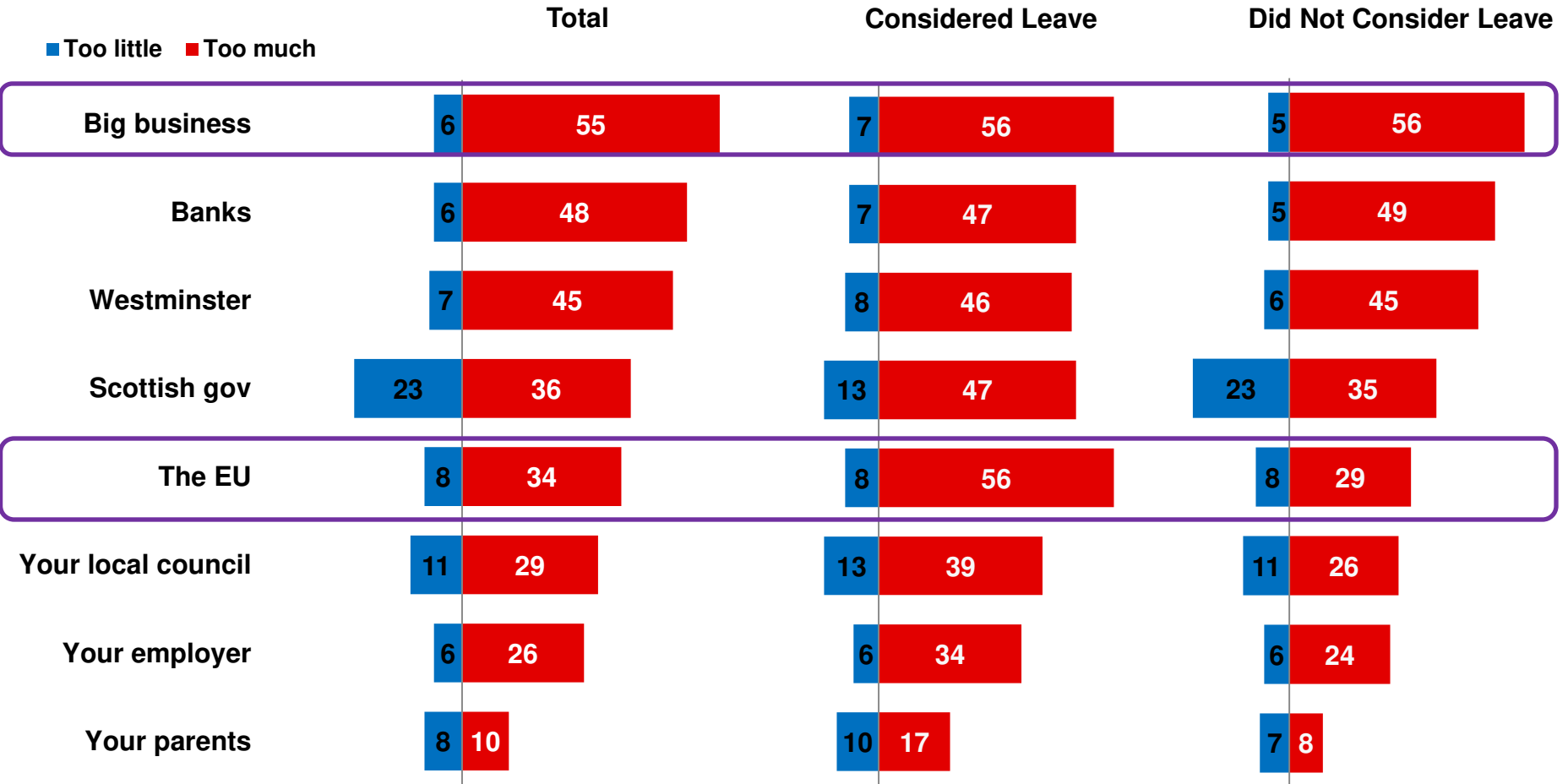
How much control do you think the following have over your life and family?

The EU



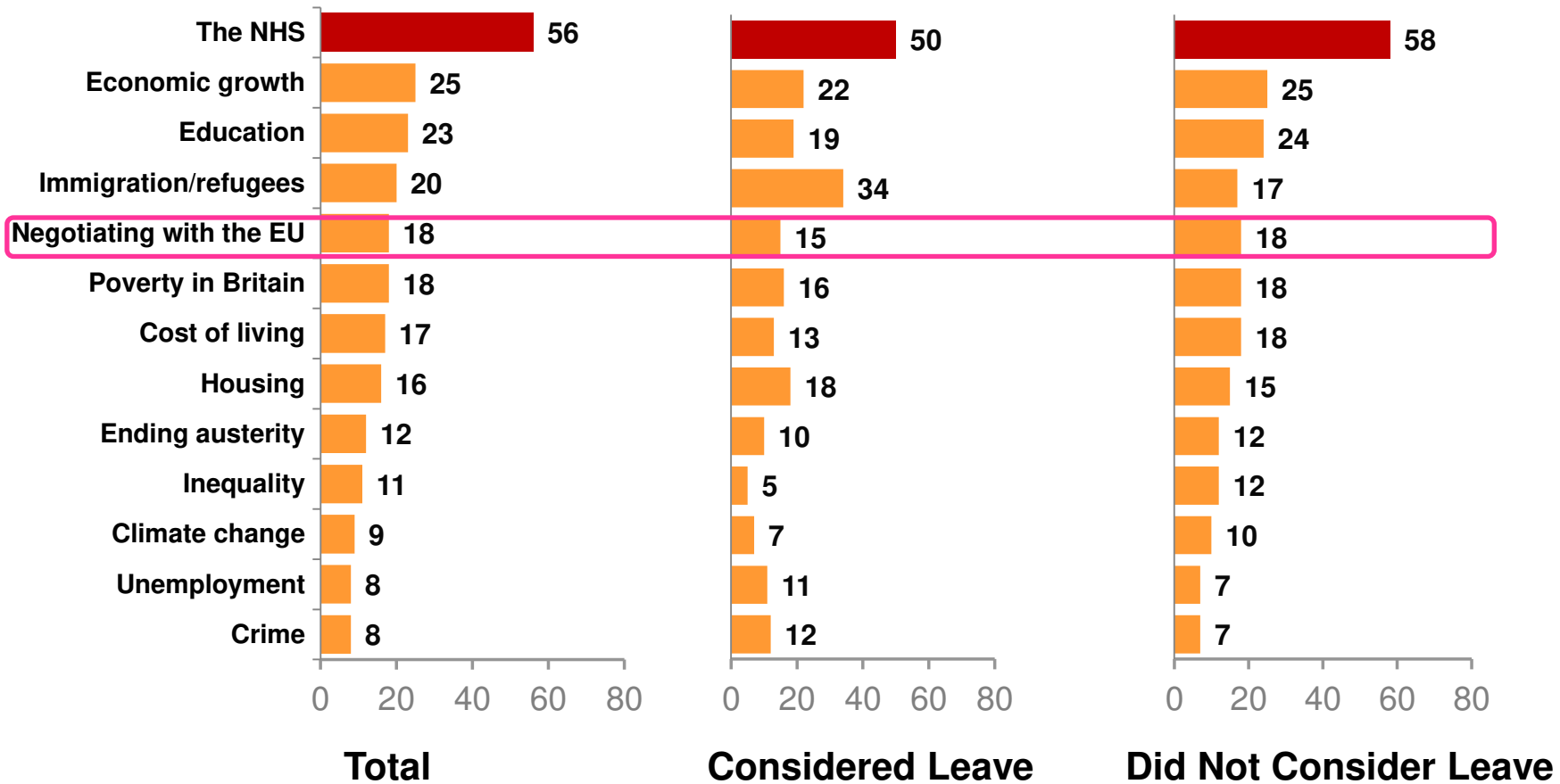
# 9) But the power they worry most about is big biz, banks and Westminster

How much control do you think the following have over your life and your family?



# 10) Remain voters say NHS should number one priority for the government. Just a fifth say the EU in their top issues.

What are the *THREE* issues you think should be the top priorities for government?

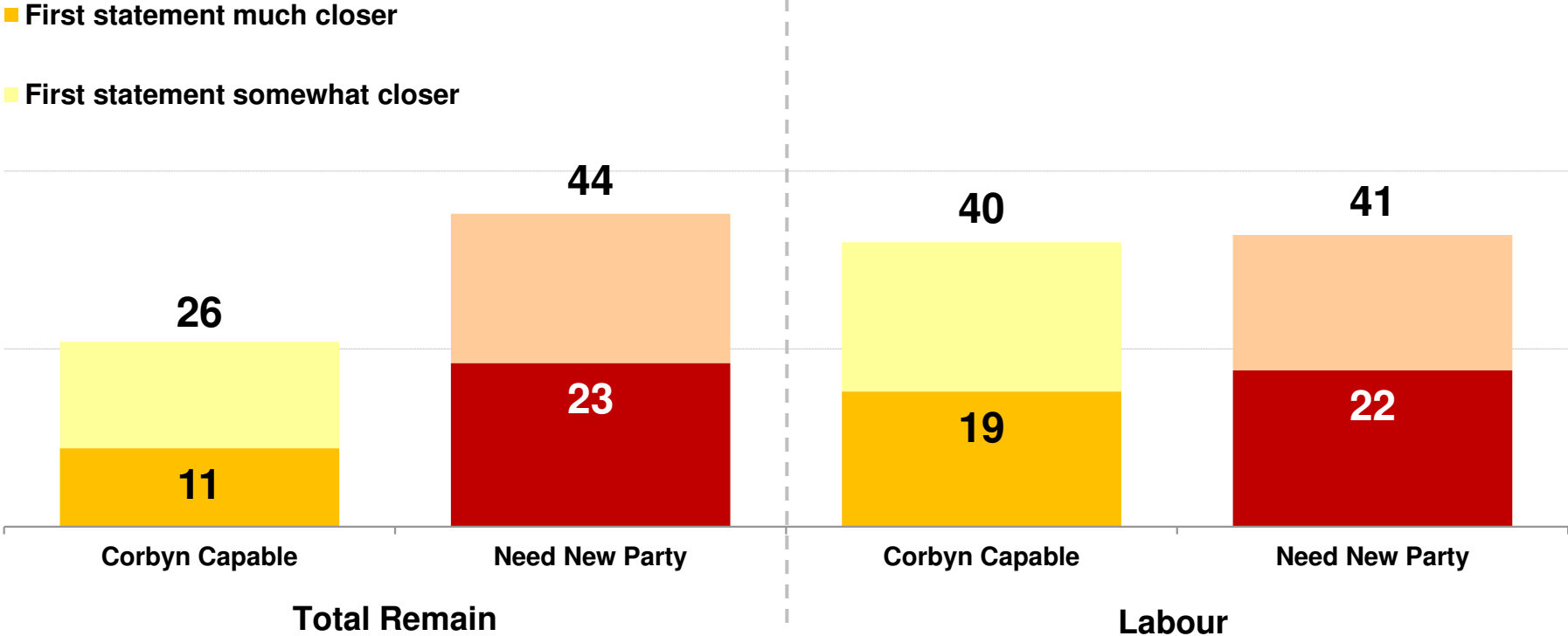


# 11) Remain voters have little faith that Corbyn can oppose effectively. Want a new party. Labour voters split evenly.

Now you will see some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

Under Jeremy Corbyn, the Labour party is capable of scrutinizing and, where necessary, opposing the government's plans for Brexit.

Existing political parties have let us down and we need a new one.



# 12) Same view about Farron. Same problem for him with his voters.

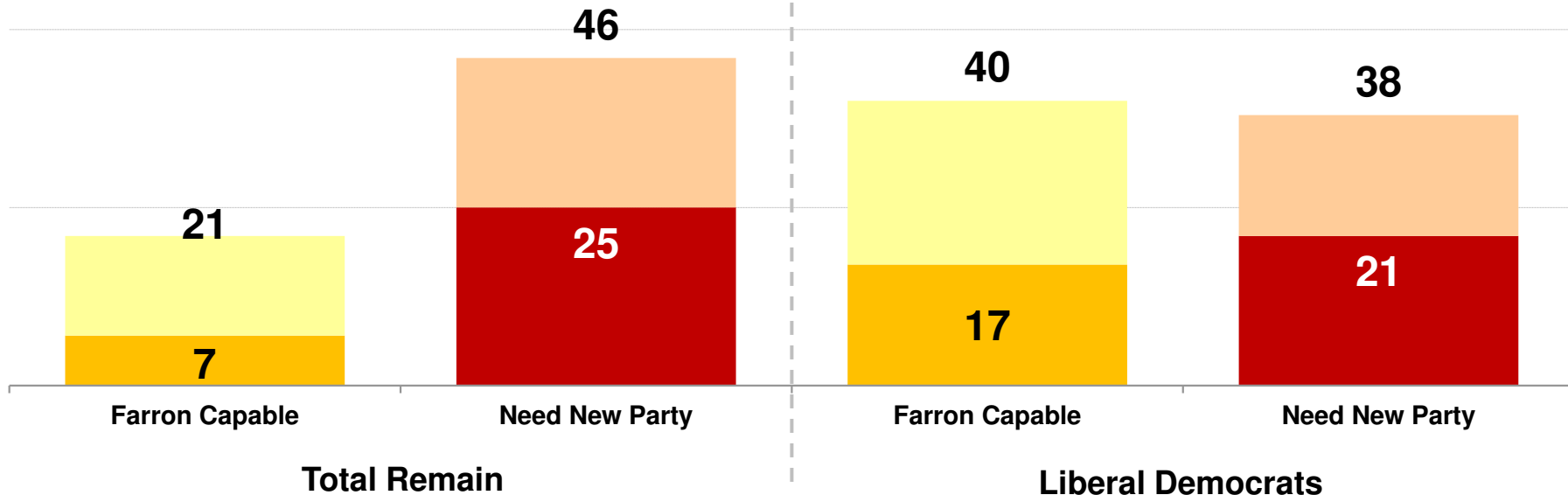
Now you will see some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

Under Tim Farron, the Liberal Democrat party is capable of scrutinizing and, where necessary, opposing the government's plans for Brexit.

Existing political parties have let us down and we need a new one.

■ First statement much closer

■ First statement somewhat closer

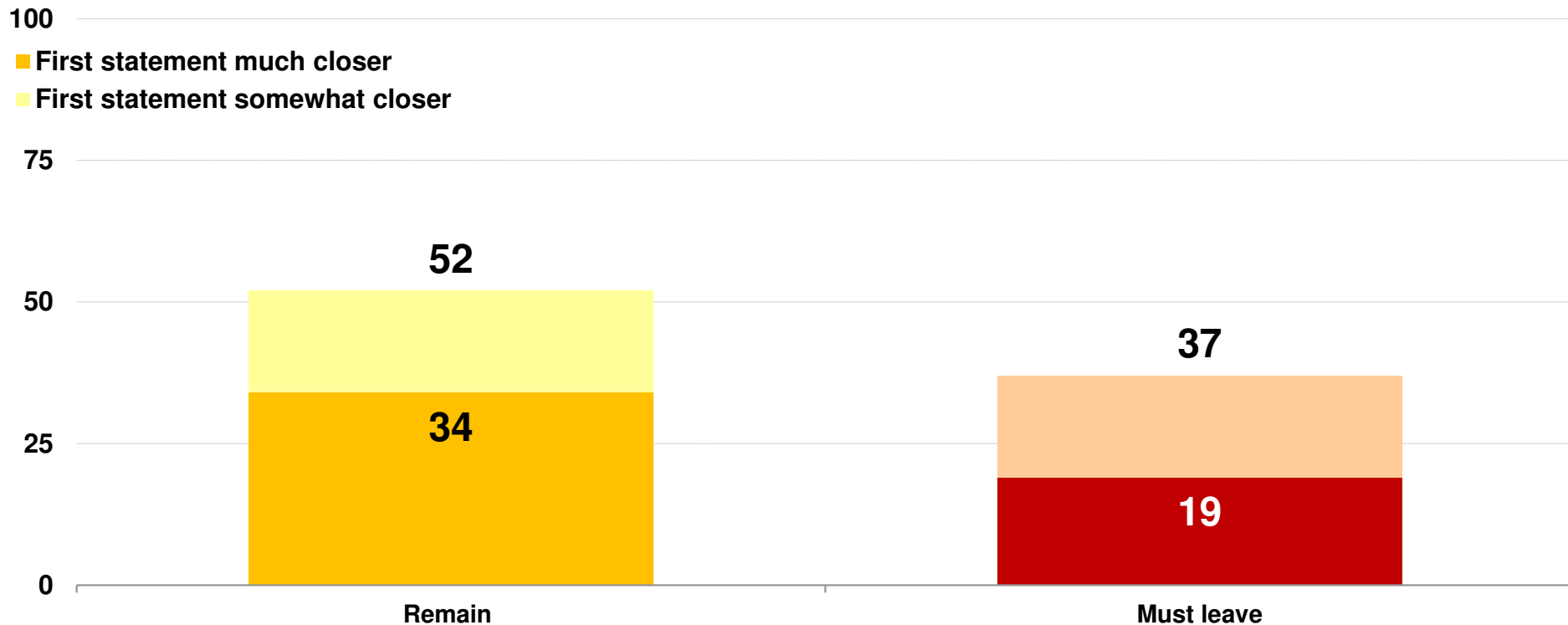


# 13) Half would ideally overturn the result; two fifths want the vote respected. The rest don't know.

Now you will see some pairs of statements. For each, please indicate whether the FIRST statement or the SECOND statement comes closer to your views, even if neither is exactly right.

Ideally Britain would find a way to remain inside the EU, for example by holding a second referendum.

The referendum result must be respected and Britain must leave the EU.



# 14) Leave message to worry about most is positive focus on opportunity and unity. But concerning 25% of Remainers convinced by ‘take our country back’

It is time to look forward and seize the opportunities that are within reach. That means supporting the government's efforts so that Britain's exit from the EU exploits every opportunity to strengthen the economy, improve our democracy and provide better public services. It means working to build an inclusive society, and reconnecting decision makers with the people they serve. We can do it. As long as we are not divided.

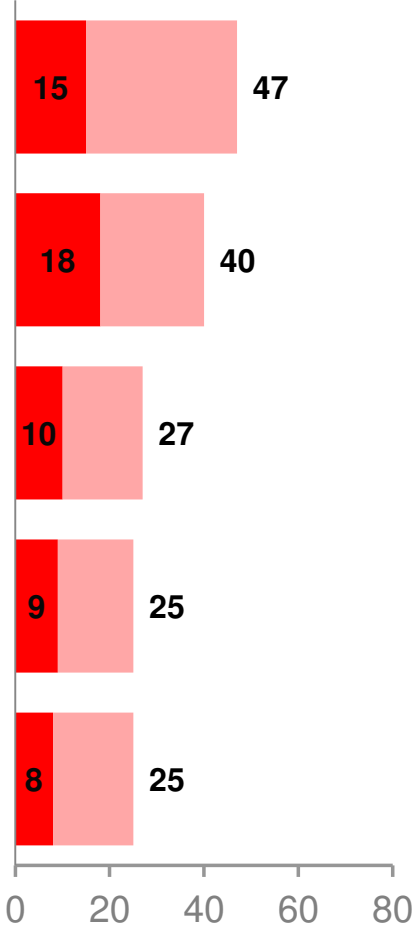
Britain's society is divided by immigration. Leaving the EU is our chance to fix that by retaking control of our borders. Countries like Canada and Australia have full control of their borders and it allows them to make the most of immigration in a controlled way. Britain must not miss this opportunity to do the same.

Britain sent a clear message to the government in the referendum: voters are angry about the EU and want to leave. The government must not be allowed to water that down or it will undermine democracy in Britain. Brexit must mean leaving the EU fully - no free movement of people, no EU restrictions on how we trade with the Commonwealth, no EU meddling in our laws.

We must make sure the way we leave allows us to escape the European free market in people and capital which hurts everyday British workers by pitting them against low-cost labour from Eastern Europe. We need to escape Europe's plans to open us up to US healthcare firms who would destroy the NHS. Leaving the EU is good for the poor and is the left wing thing to do.

Leaving the EU is our chance to take our country back. We no longer need to be bound by EU bureaucrats who tell us who to let into our country, impose absurd human rights laws and meddle in details like whether shops use kilograms or pounds. The government must act now to reverse the unfair immigration policies that the EU imposed

■ Very convincing  
■ Somewhat convincing



# 15) Best Pro-Eu message is about international cooperation. NHS also powerful. Pivot message not very convincing to Remain voters

Issues like tax avoidance, climate change, international security and global poverty can only be tackled by working with other countries. In the wake of the referendum result, it is important that government continues to seek to work with other countries. It will be bad for Britain, and bad for the world, if we retreat from our international relationships.

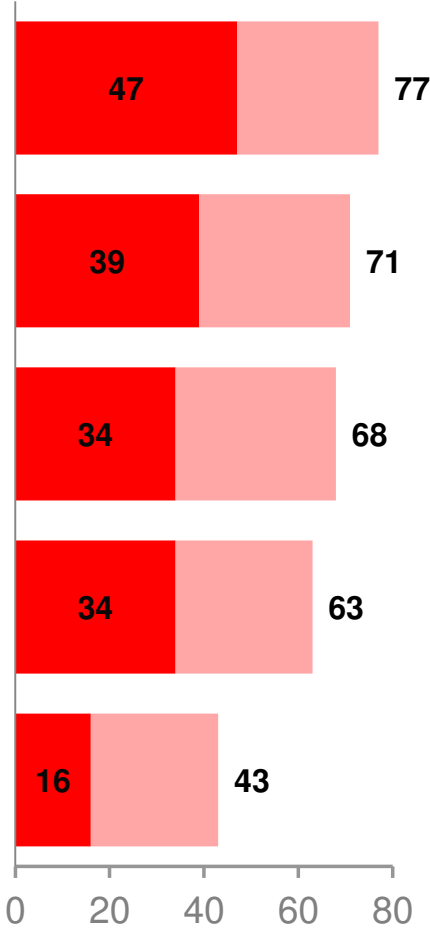
Public services like the NHS rely on immigrants to function - they are nurses, doctors, cleaners and technicians. If Brexit means those individuals going back to their original homes, our country will not be able to cope. We need government to ensure immigrants can still do the jobs we need.

Britain's economy is intimately tied up with the global and European economy. If Brexit rips up those trade links, companies could go bust and we could see mass job losses. It is therefore vital that the government guarantees continued access to European markets so British companies of all sizes can continue to trade effectively.

Our country benefits massively from immigration and multiculturalism. It enriches our society and helps make us who we are. In the wake of the referendum, it is important to stand up for these values and make sure Britain becomes a more tolerant and inclusive society.

Brexit is an opportunity to take back control of our borders and our laws from Brussels; but it should also lead to us doing more than that. Too many people feel they lack control in their lives because our country is run by an out of touch elite who rig the rules to suit themselves. We need profound changes inside our country, as well as in our relationship with the EU, so ordinary people feel in control of their lives.

■ Very convincing  
■ Somewhat convincing





# Conclusions

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- Remain voters not very motivated by Europe
- Progressive on immigration up to a point, but integration is key
- Not impressed by handling of the issue from opposition parties
- Not mobilisable as a block
- Emphasis on benefits of international co-operation helpful

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