The 15 things you need to know about Remain voters

Total sample of Remain voters: n=1504
Conducted Mon 19th- Thur 22nd 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**: 71% Remain, 29% Leave
- **18-34 C2DE**: 53% Remain, 46% Leave
- **35-64 ABC1**: 51% Remain, 46% Leave
- **35-64 C2DE**: 66% Remain, 33% Leave
- **65+ ABC1**: 43% Remain, 56% Leave
- **65+ C2DE**: 32% Remain, 67% Leave

*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*
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

Economy: 95 (Not important at all), 68 (Very important)
Public services: 86 (Not important at all), 46 (Very important)
Britain's role in the world: 81 (Not important at all), 43 (Very important)
Immigration: 65 (Not important at all), 29 (Very important)
Patriotism: 44 (Not important at all), 18 (Very important)

Total Remain Voters n=1504
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?

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

- **All Remain Voters**
  - Support: 62
  - Oppose: 21

- **Immigration not important**
  - Support: 70
  - Oppose: 16

- **Immigration important**
  - Support: 59
  - Oppose: 23

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

- **All Remain Voters**
  - Support: 56
  - Oppose: 26

- **Immigration not important**
  - Support: 38
  - Oppose: 39

- **Immigration important**
  - Support: 66
  - Oppose: 19

*Total Remain Voters n=1504*
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.

<table>
<thead>
<tr>
<th>Immigration Good</th>
<th>Immigration Harmed</th>
<th>Secure Equality</th>
<th>Gone Far Enough</th>
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<tr>
<td>60</td>
<td>31</td>
<td>52</td>
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Total Remain Voters n=1504; Considered Leave n=281 Did Not Consider n=1198
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.

- First statement much closer
- First statement somewhat closer

<table>
<thead>
<tr>
<th></th>
<th>Live as they Want</th>
<th>Integrate</th>
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<tr>
<td>Total Remain</td>
<td>32</td>
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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.

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<tr>
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<td>45</td>
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Total Remain Voters n=1504; Considered Leave n=281 Did Not Consider n=1198
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)

- Public services
- Pride in Britain
- Immigration
- Control of our laws
- Investment
- Security and Terrorism
- Workers’ rights
- Jobs
- UK influence in world

*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?

- Much too much
- Too much
- About the right amount
- Too little
- Don't know

The EU

‘Too much’: 34%

Total Remain Voters n=1504
9) But the power they worry most about is big biz, banks and Westminster

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<th>Considered Leave</th>
<th>Did Not Consider Leave</th>
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<td><strong>Big business</strong></td>
<td>6 55</td>
<td>7 56</td>
<td>5 56</td>
</tr>
<tr>
<td><strong>Banks</strong></td>
<td>6 48</td>
<td>7 47</td>
<td>5 49</td>
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<tr>
<td><strong>Westminster</strong></td>
<td>7 45</td>
<td>8 46</td>
<td>6 45</td>
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<td><strong>Scottish gov</strong></td>
<td>23 36</td>
<td>13 47</td>
<td>23 35</td>
</tr>
<tr>
<td><strong>The EU</strong></td>
<td>8 34</td>
<td>8 56</td>
<td>8 29</td>
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<tr>
<td><strong>Your local council</strong></td>
<td>11 29</td>
<td>13 39</td>
<td>11 26</td>
</tr>
<tr>
<td><strong>Your employer</strong></td>
<td>6 26</td>
<td>6 34</td>
<td>6 24</td>
</tr>
<tr>
<td><strong>Your parents</strong></td>
<td>8 10</td>
<td>10 17</td>
<td>7 8</td>
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</table>
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?

Total Remain Voters n=1504; Considered Leave n=281; Did Not Consider n=1198
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.

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<thead>
<tr>
<th></th>
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<th>Labour</th>
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<td>41</td>
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<tr>
<td>Corbyn Capable</td>
<td>11</td>
<td>19</td>
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<tr>
<td>Need New Party</td>
<td>23</td>
<td>22</td>
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Remain voters n=1504; Labour voters n=521
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

Farron Capable

<table>
<thead>
<tr>
<th>Total Remain</th>
<th>Liberal Democrats</th>
</tr>
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<tbody>
<tr>
<td>21 (7)</td>
<td>46 (25)</td>
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<td>40 (17)</td>
<td>38 (21)</td>
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Remain voters n=1504; Liberal Democrat Voters n=143
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.

<table>
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<th>Percentage</th>
<th>Remain</th>
<th>Must leave</th>
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Remain voters n=1504
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.

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’
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.
Conclusions

• 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
The 15 things you need to know about Remain voters

Total sample of Remain voters: n=1504
Conducted Mon 19th- Thur 22nd September 2016