

# Lord Ashcroft Polls

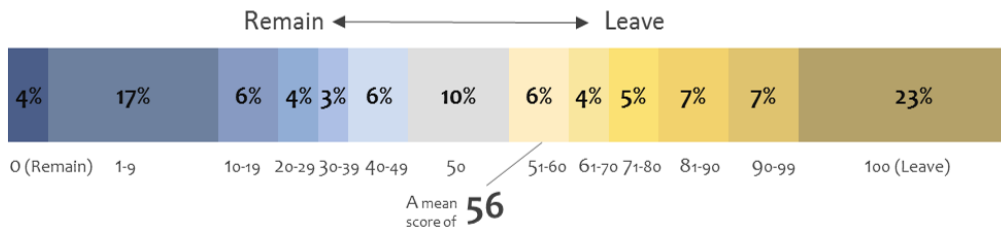
## EU Referendum Poll

### May 2016

5,009 adults were interviewed online between 13 and 18 May 2016.  
 Results have been weighted to be representative of all adults in the United Kingdom.  
 Full data tables are available at [LordAshcroftPolls.com](http://LordAshcroftPolls.com)

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- Using a scale from 0 to 100, please indicate how likely you think you are to vote one way or the other, where “0” means “I will definitely vote for the UK to remain a member of the EU”, and “100” means “I will definitely vote for the UK to leave the EU”, and “50” means “I am completely undecided”.



- This indication of sentiment should not be compared directly with standard voting intention polls which replicate the referendum question.
- Overall, opinion has remained broadly stable since Lord Ashcroft Polls asked the same question in December 2015. The proportion putting themselves on the Remain side has risen two points, the proportion on the Leave side by five, and the number at exactly fifty is down from 14% to 10%.
- However, the shift in the mean score from 51.9 to 56.0 owes more to the growing concentration of the Leave vote at the far end of the scale. Nearly half (44%) of those placing themselves in the Leave half now give themselves a score of one hundred, meaning they are certain to vote that way, compared to just over one third (34%) five months ago.

- You gave a score of [X], meaning you [will definitely/lean towards Britain remaining a member of the EU/leaving the EU]. How likely do you think it is that you could be persuaded to do the opposite?

	%	ALL	Men	Women	0-49	51-100
I don't have a strong view and could easily be persuaded to change my mind	18	15	21	16	19	
I am fairly sure I will vote this way and would take a lot of persuading to do otherwise	82	85	79	84	81	

**3. As far as you are concerned, does one side have more of a responsibility to prove its case than the other?**

%	ALL	Men	Women	0-49	50	51-100
The Leave side has to prove its case, because it is asking people to change from what they know	20	22	18	34	13	12
The Remain side has to prove its case, because it is asking people to stay in the EU when it is changing and expanding	16	20	13	8	6	25
Both sides have an equal responsibility to prove their case	63	58	68	58	81	63

**4. Before you cast your vote in the referendum, how strongly will you need to be convinced that you are making the right decision?**

%	ALL	0-49	50	51-100
Beyond reasonable doubt	44	40	43	47
On the balance of probabilities	56	60	57	53

**5. When it comes to making your final voting decision in the referendum, which of the following do you think will end up playing the bigger part?**

%	ALL	0-49	50	51-100
Factual information	42	48	54	35
My instincts about which is the right decision to take	58	52	46	65

%	18-24	25-34	35-44	45-54	55-64	65+
Factual information	62	50	47	39	32	31
My instincts about which is the right decision to take	38	50	53	61	68	69

**6. Which of the following do you think represents the greater risk?**

%	ALL	Men	Women	0-49	50	51-100
The fact that we don't know for sure what life outside the EU would be like for the UK	58	56	61	88	70	34
The fact that we don't know for sure how the EU will develop or change if the UK remains a member	42	44	39	12	30	66

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
The fact that we don't know for sure what life outside the EU would be like for the UK	52	64	70	25	63
The fact that we don't know for sure how the EU will develop or change if the UK remains a member	48	36	30	75	37

%	18-24	25-34	35-44	45-54	55-64	65+
The fact that we don't know for sure what life outside the EU would be like for the UK	77	65	62	58	53	44
The fact that we don't know for sure how the EU will develop or change if the UK remains a member	23	35	38	42	47	56

**7. Which of the following statements comes closest to your own view?**

%	ALL	0-49	50	51-100
We must have more control over our own affairs even if that means missing out on some of the benefits of co-operating with other countries	61	25	70	85
We must be prepared to give away some control over our own affairs in return for getting the benefits of co-operating with other countries	39	75	30	15

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
We must have more control over our own affairs even if that means missing out on some of the benefits of co-operating with other countries	70	49	43	94	50
We must be prepared to give away some control over our own affairs in return for getting the benefits of co-operating with other countries	30	51	57	6	50

%	18-24	25-34	35-44	45-54	55-64	65+
We must have more control over our own affairs even if that means missing out on some of the benefits of co-operating with other countries	35	53	60	65	68	73
We must be prepared to give away some control over our own affairs in return for getting the benefits of co-operating with other countries	65	47	40	35	32	27

8. When it comes to immigration into Britain which of the following do you think lies closest to the truth?

%	ALL	0-49	50	51-100
We'll never be able to bring immigration under control unless we leave the European Union	46	13	36	72
We won't be able to bring immigration under control even if we leave the European Union	34	59	32	16
Immigration is already under control	7	13	2	3
<i>Don't know</i>	14	17	31	9

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
We'll never be able to bring immigration under control unless we leave the European Union	55	36	35	86	39
We won't be able to bring immigration under control even if we leave the European Union	31	41	44	9	38
Immigration is already under control	4	11	9	1	12
<i>Don't know</i>	9	13	12	4	12

%	18-24	25-34	35-44	45-54	55-64	65+
We'll never be able to bring immigration under control unless we leave the European Union	26	35	44	50	56	57
We won't be able to bring immigration under control even if we leave the European Union	41	39	33	32	31	29
Immigration is already under control	14	9	7	5	5	3
<i>Don't know</i>	19	18	16	13	9	10

9. Which do you think carries the biggest cost or risk to Britain – remaining a member of the EU, or leaving the EU?

%	ALL	0-49	50	51-100
Remaining a member of the EU	46	10	35	75
Leaving the EU	54	90	65	25

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
Remaining a member of the EU	53	38	32	87	35
Leaving the EU	47	62	68	13	65

%	18-24	25-34	35-44	45-54	55-64	65+
Remaining a member of the EU	23	38	46	48	53	60
Leaving the EU	77	62	54	52	47	40

**10. Which of the following statements comes closest to your view?**

	%	ALL	0-49	50	51-100
The benefits of being a member of the EU will always outweigh the costs of Britain giving up control over parts of its own affairs	17	29	15	8	
The benefits of being part of the EU used to outweigh the costs of Britain giving up control over parts of its own affairs, but too much control has now been given away	23	9	29	33	
The benefits of being a member of the EU currently outweigh the costs of Britain giving up control over parts of its own affairs, and there are safeguards in place to make sure too much control is not given away	19	34	20	8	
The benefits of being a member of the EU currently outweigh the costs of Britain giving up control over parts of its own affairs, but I am worried that too much control might be given away in the future	15	20	15	10	
The costs of Britain giving up control over parts of its own affairs will always outweigh the benefits of being a member of the EU	26	7	21	41	

	%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
The benefits of being a member of the EU will always outweigh the costs of Britain giving up control over parts of its own affairs	12	22	17	7	24	
The benefits of being part of the EU used to outweigh the costs of Britain giving up control over parts of its own affairs, but too much control has now been given away	29	20	22	31	20	
The benefits of being a member of the EU currently outweigh the costs of Britain giving up control over parts of its own affairs, and there are safeguards in place to make sure too much control is not given away	16	22	28	5	23	
The benefits of being a member of the EU currently outweigh the costs of Britain giving up control over parts of its own affairs, but I am worried that too much control might be given away in the future	14	17	15	7	18	
The costs of Britain giving up control over parts of its own affairs will always outweigh the benefits of being a member of the EU	29	20	17	50	16	

**11. Some say the choice in the referendum campaign comes down to “risk” and “control”. Which of these two considerations is likely to play the bigger part in deciding how you end up voting?**

%	ALL	Men	Women	0-49	50	51-100
The risks to the UK if we make the wrong decision	52	48	55	87	64	23
The importance of controlling our own affairs	48	52	45	13	36	77

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
The risks to the UK if we make the wrong decision	44	60	66	12	56
The importance of controlling our own affairs	56	40	34	88	44

%	18-24	25-34	35-44	45-54	55-64	65+
The risks to the UK if we make the wrong decision	74	62	53	48	45	38
The importance of controlling our own affairs	26	38	47	52	55	62

**12. Which of the following statements comes closer to your own view?**

%	ALL	Men	Women	0-49	50	51-100
The decision we make in the referendum might make us a bit better or worse off as a country, but there probably isn't much in it either way	50	53	48	26	47	69
The decision we make in the referendum could have disastrous consequences for us as a country if we get it wrong	50	47	52	74	53	31

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
The decision we make in the referendum might make us a bit better or worse off as a country, but there probably isn't much in it either way	54	42	42	73	48
The decision we make in the referendum could have disastrous consequences for us as a country if we get it wrong	46	58	58	27	52

%	18-24	25-34	35-44	45-54	55-64	65+
The decision we make in the referendum might make us a bit better or worse off as a country, but there probably isn't much in it either way	34	44	53	53	53	58
The decision we make in the referendum could have disastrous consequences for us as a country if we get it wrong	66	56	47	47	47	42

13. If referendum day arrives and you are still not completely sure which way to vote, do you think you will: [Respondents only asked if they answered '50' on the 100-pt scale, or that they could be persuaded to change their mind].

%	ALL	Men	Women	0-49	50	51-100
Vote to remain because it feels like 'the devil you know'	38	43	35	57	29	35
Vote to leave because you're comfortable with not knowing exactly what the future holds outside the EU	23	27	21	10	16	37
Not vote at all	39	31	44	32	55	27

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
Vote to remain because it feels like 'the devil you know'	58	55	58	47	47
Vote to leave because you're comfortable with not knowing exactly what the future holds outside the EU	32	29	21	26	37
Not vote at all	9	16	20	27	16

14. When the referendum is held on 23 June, what do you expect the result to be?

%	ALL	Men	Women	0-49	50	51-100
NET: A victory for Remain	65	65	65	87	71	47
A clear victory for Remain	12	13	10	20	9	6
A narrow victory for Remain	53	52	55	68	62	41
A narrow victory for Leave	27	27	27	11	24	40
A clear victory for Leave	8	8	8	2	5	13
NET: A victory for Leave	35	35	35	13	29	53

%	Voted Con	Voted Lab	Voted LD	Voted UKIP	Voted SNP
NET: A victory for Remain	62	71	77	39	74
A clear victory for Remain	10	15	12	3	17
A narrow victory for Remain	52	56	65	36	58
A narrow victory for Leave	30	21	18	43	19
A clear victory for Leave	7	8	5	18	7
NET: A victory for Leave	38	29	23	61	26