

Where Are The Voters Now?

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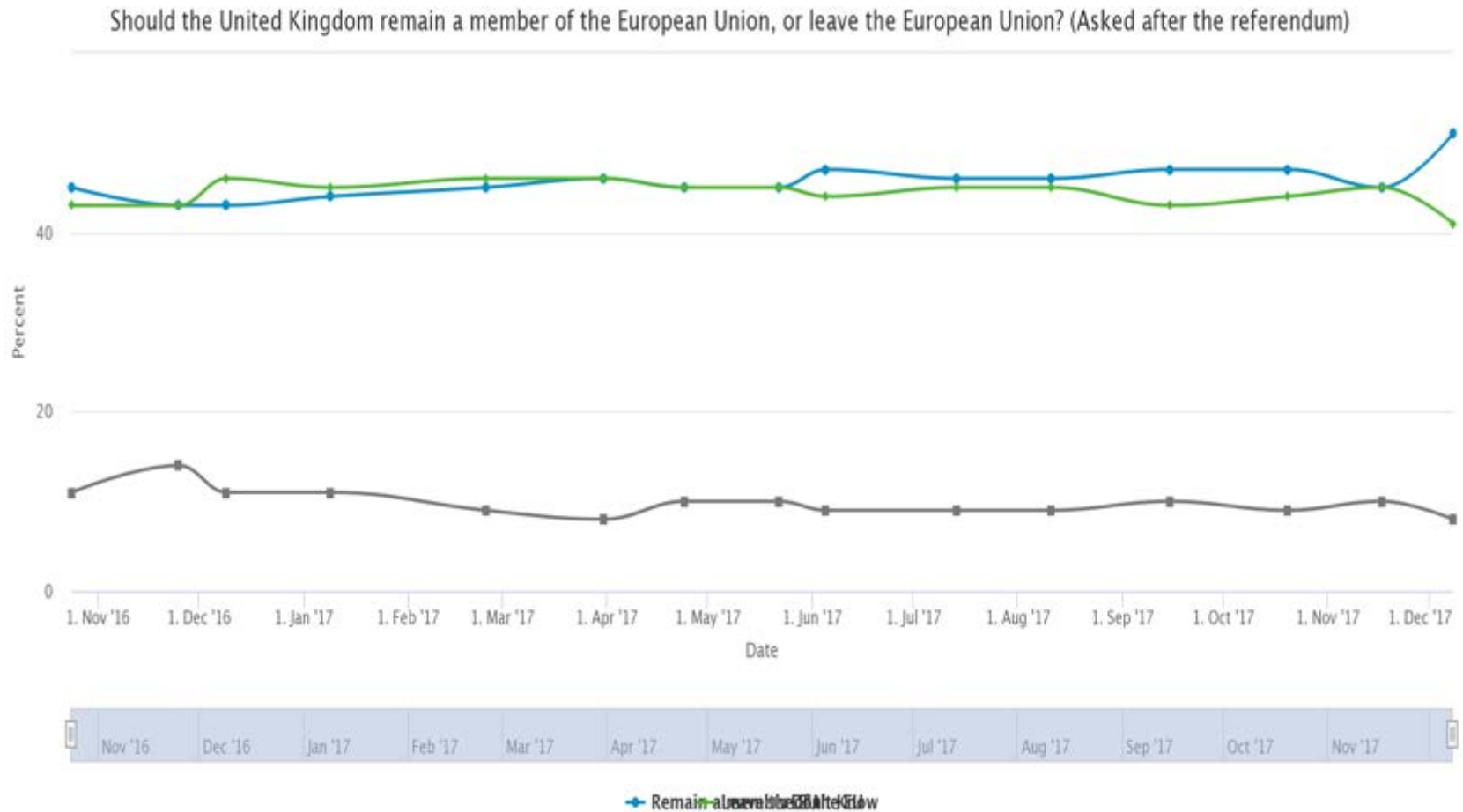
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whatukthinks.org/eu

Two Questions

- Have voters changed their minds at all?
- Do they want another referendum?

BMG's EURef2 Time Series

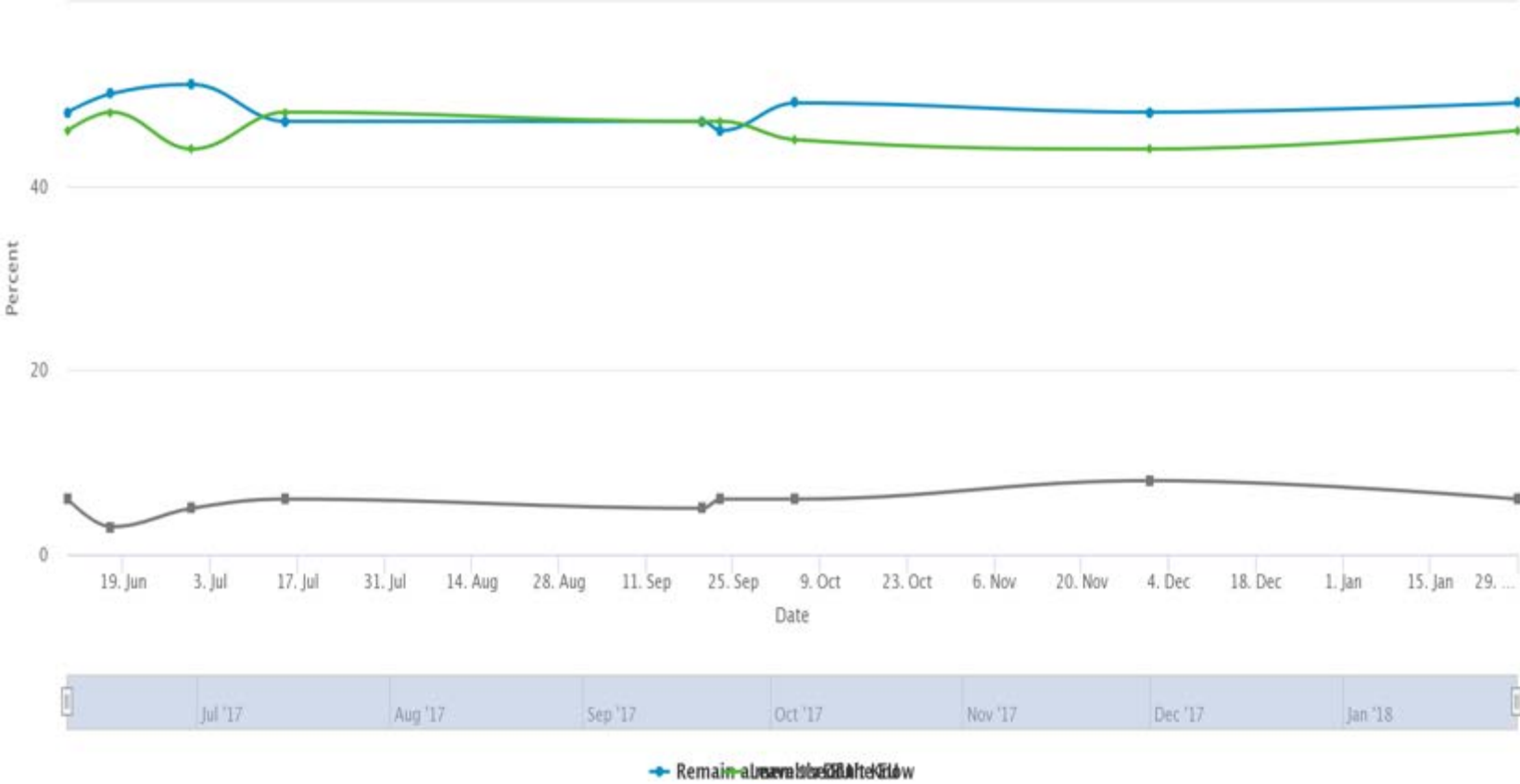


Source data at www.WhatUKThinks.org/EU run by NatCen Social Research

Blue = Remain; Green = Leave

Survation's Occasional EURef2 Series

Should the United Kingdom remain a member of the European Union, or leave the European Union? (Asked after the referendum)

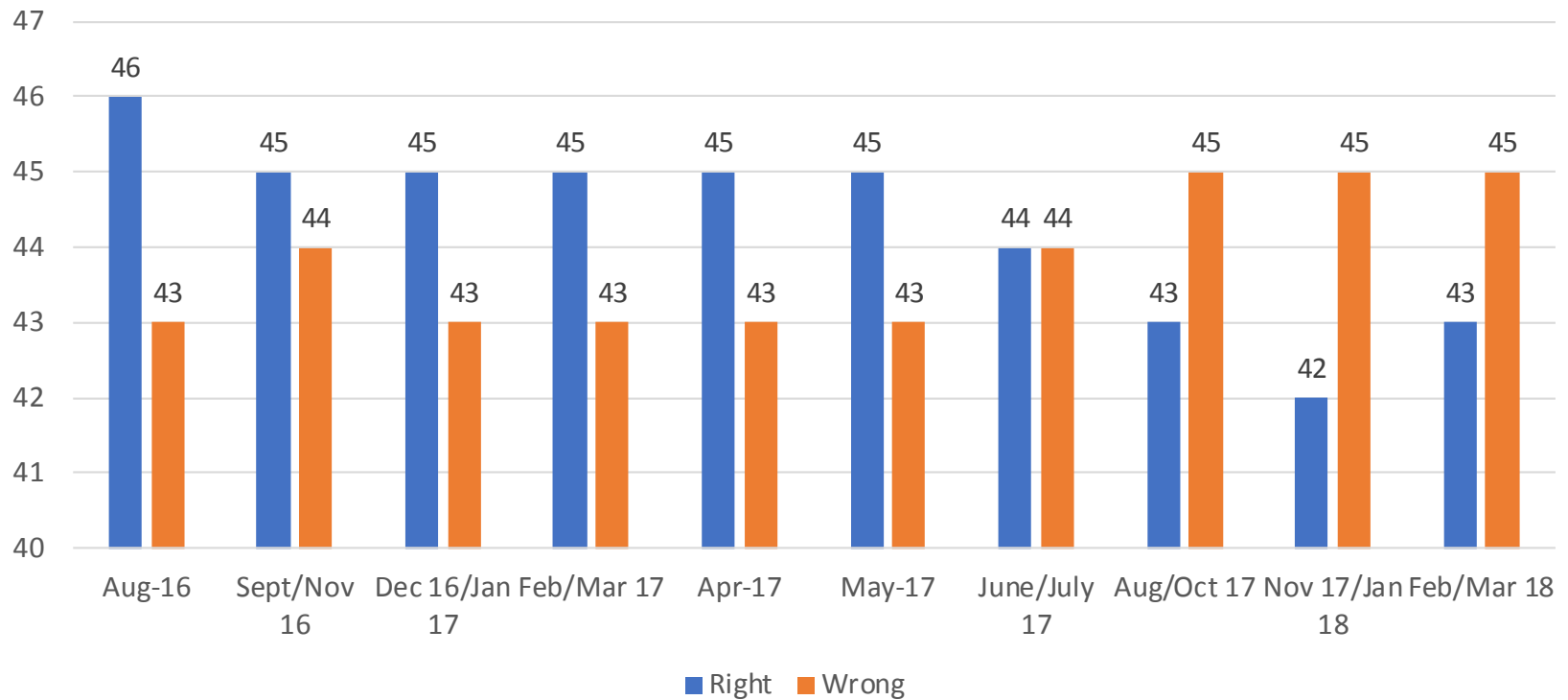


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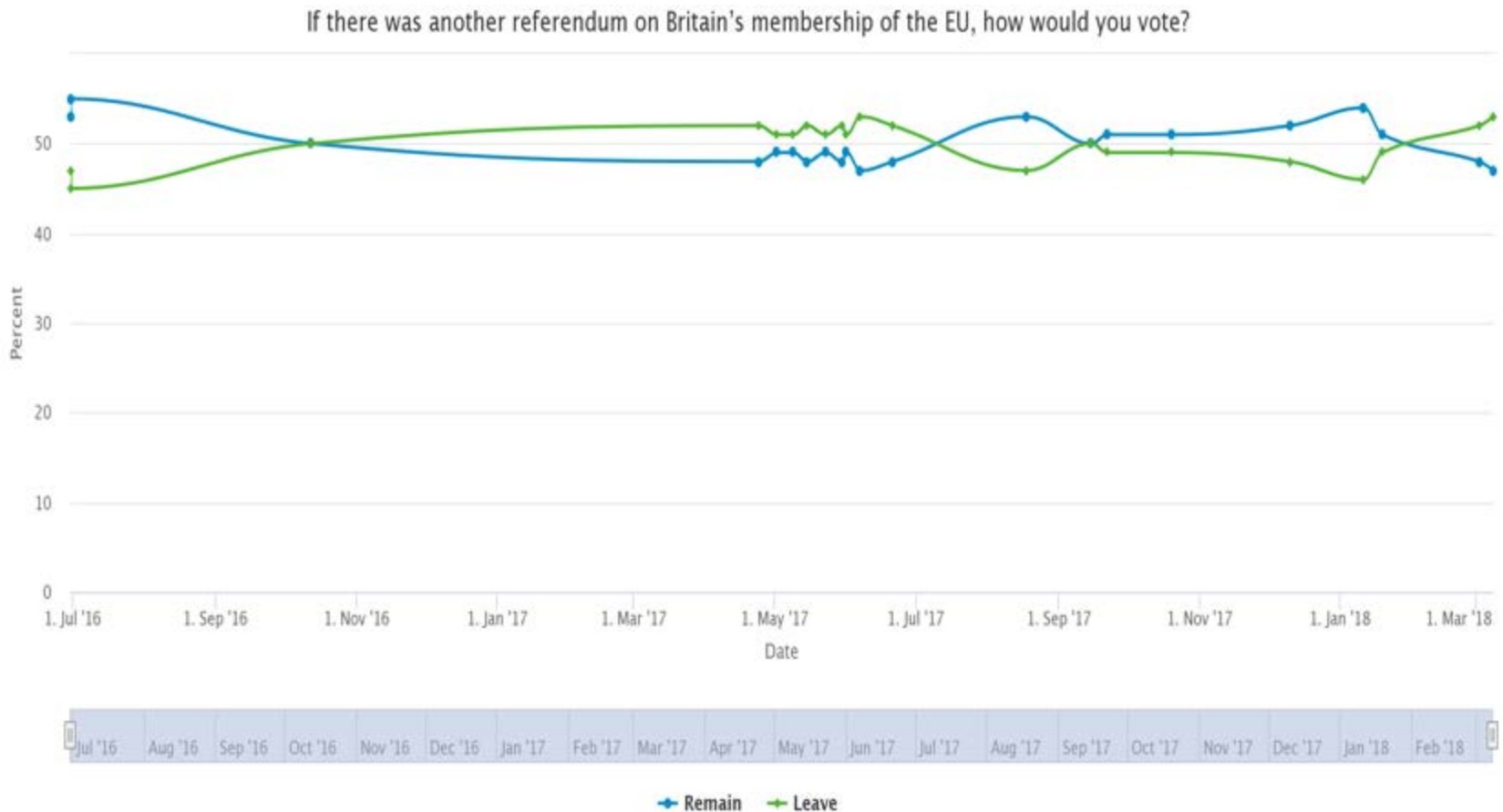
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Hindsight From YouGov

In hindsight do you think Britain was right or wrong to vote to leave the EU?



Asking Not Quite The Referendum Question



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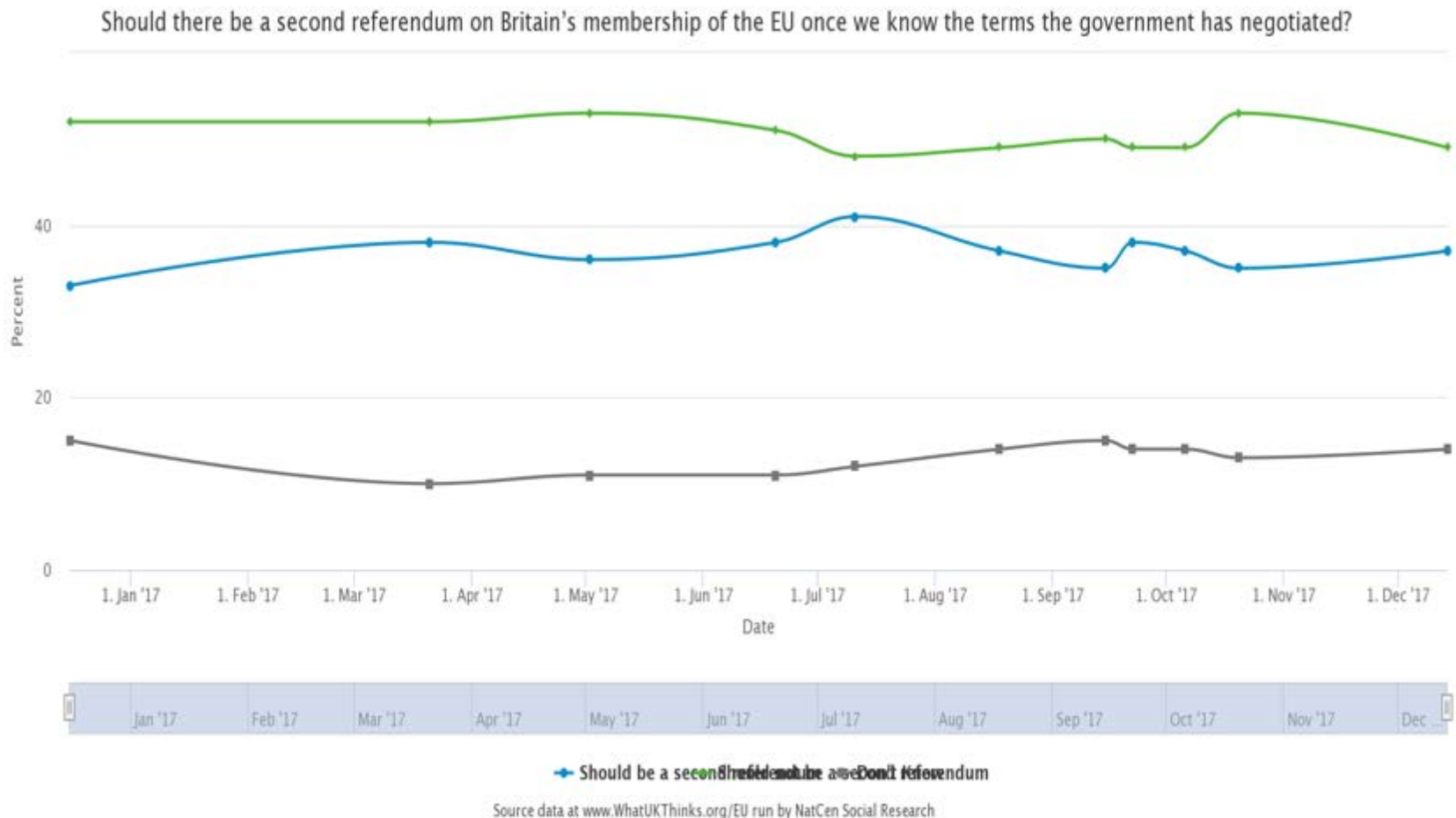
Sources: BMG, ComRes; ICM, Kantar, Opinium, ORB; Panelbase; Don't Knows excluded from denominator

More AbGret than BrGret

EURef2 Preference	Remain	Leave	Abstained
Remain	<u>91</u>	8	51
Leave	7	<u>87</u>	21
Wouldn't Vote/Don't Know	2	6	28

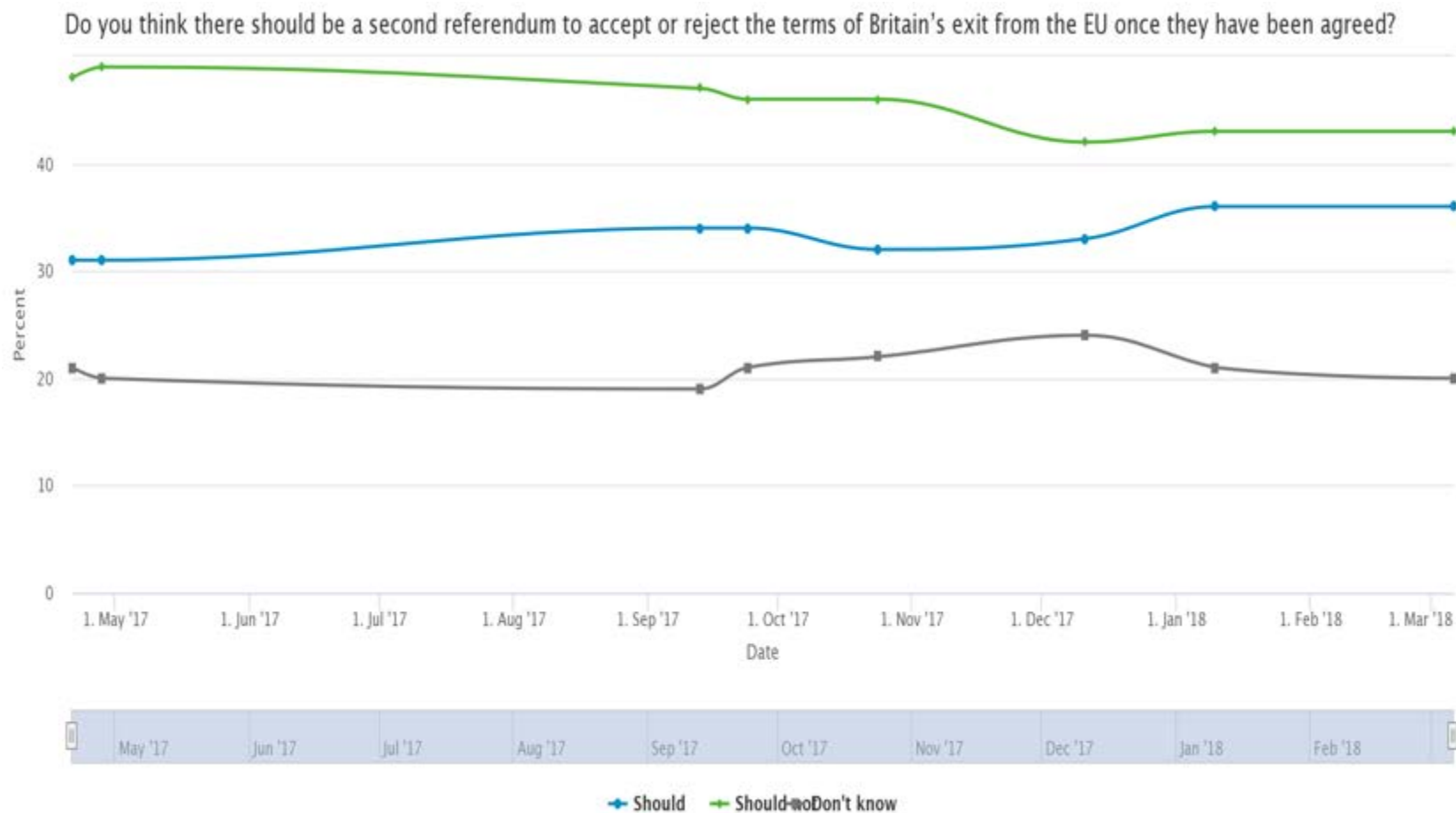
Source: Average of most recent BMG, ICM and Survation polls plus NatCen Mixed Mode Panel

Another Referendum? - Opinium



Blue = Should Be; Green = Should Not Be

Another Referendum? - YouGov



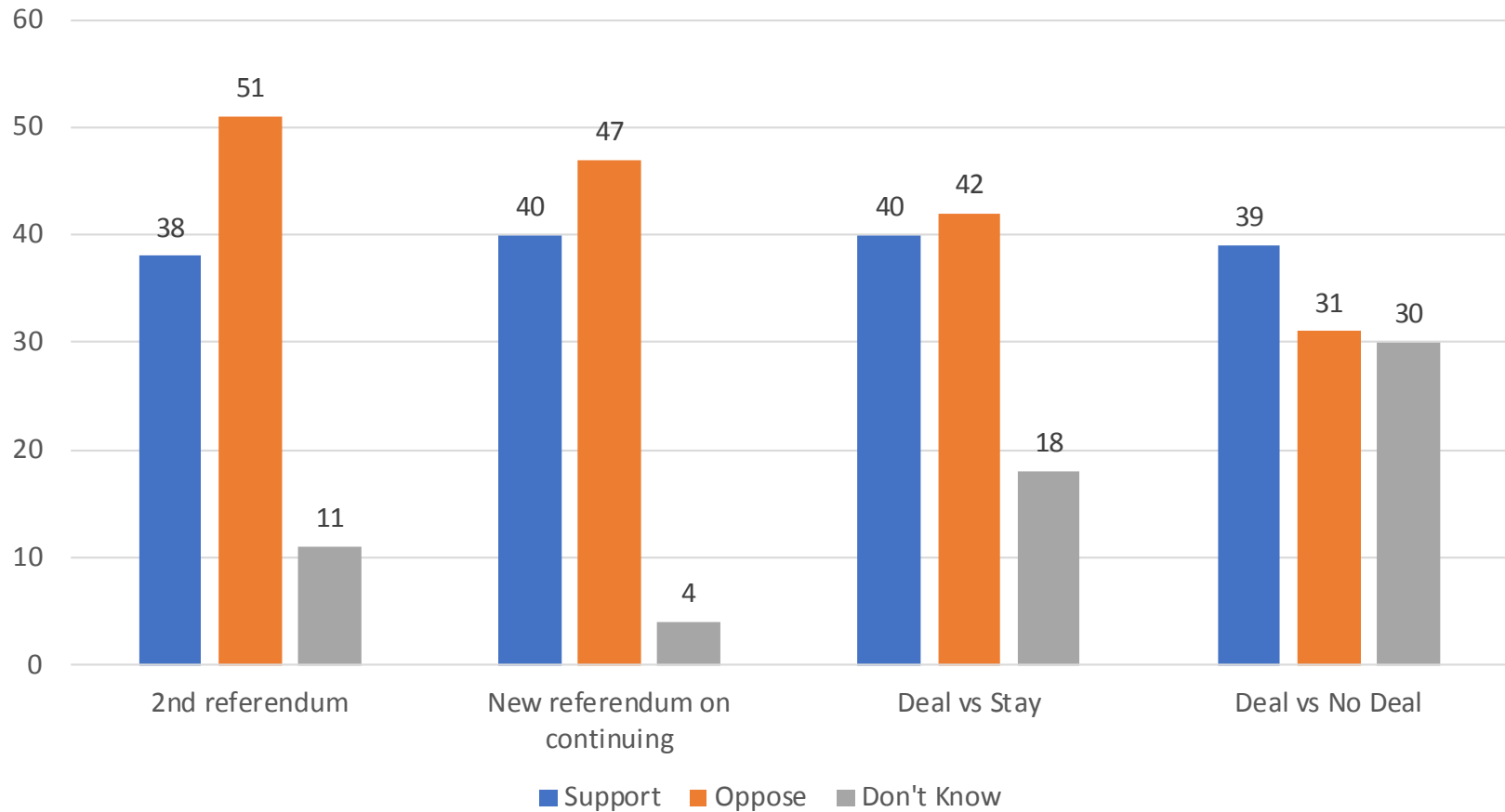
Source data at www.WhatUKThinks.org/EU run by NatCen Social Research

Blue = Should; Green = Should not

Types of Referendum

- Deal vs. No Deal
- Deal vs. Stop Brexit
- Vote on the Terms – Renegotiate?
- Second Bite At The Cherry

Ashcroft Variants

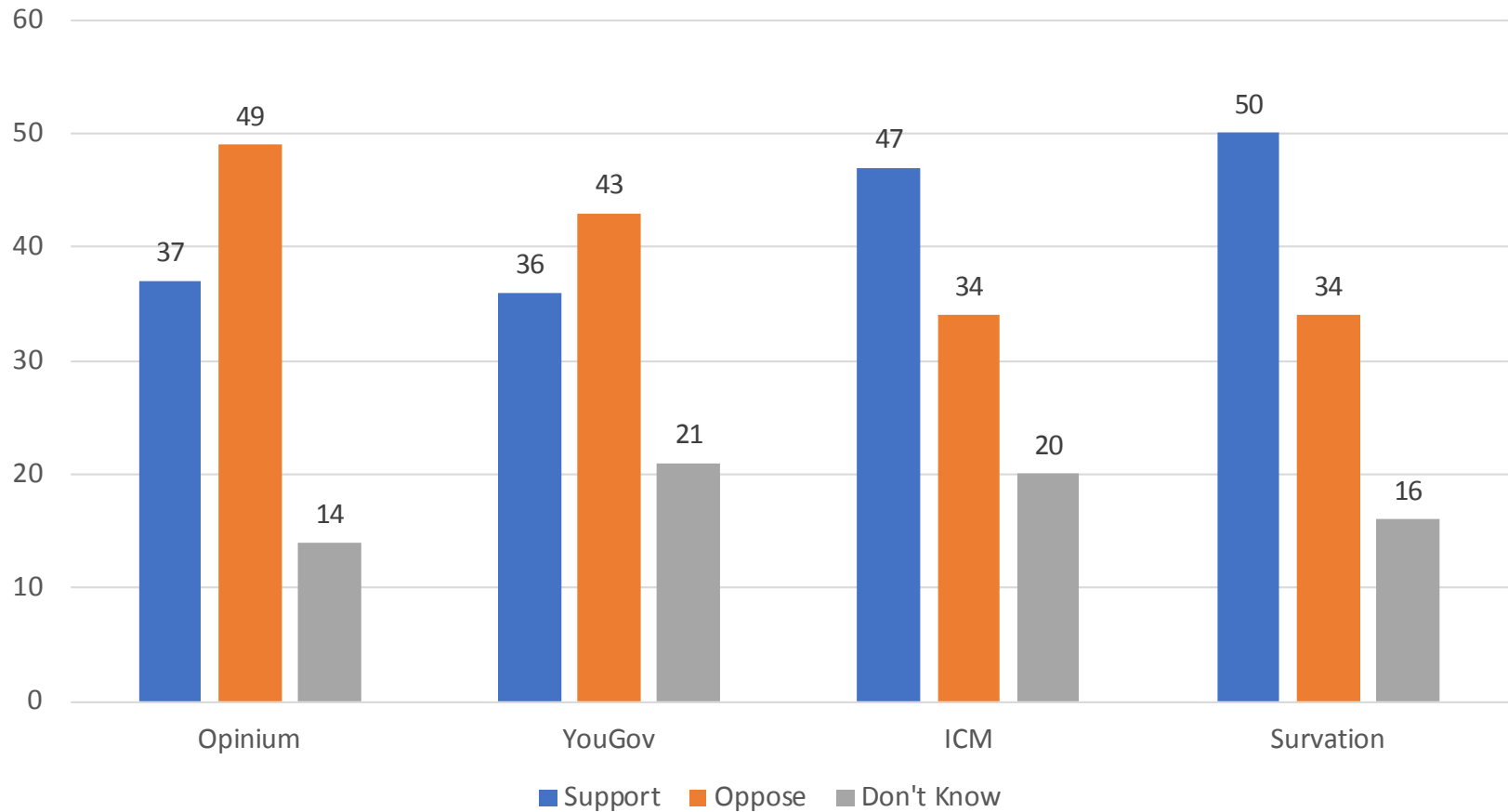


Support amongst Leave voters higher as we go from left (8%) to right (24%)

Different Questions

- Opinium: “voters can choose between leaving under the terms negotiated or remaining in the EU after all?”
- YouGov: “do you think there should or should not be a referendum to accept or reject [the terms]?”
- ICM: “the public should have the chance to take a final decision on whether or not to leave the EU in another referendum ” (agree/disagree)
- Survation: “holding a referendum asking the public if they will accept or reject the deal”

Between Companies Variation



Source: Most recent reading for each company

Conclusion

- At most limited swing to Remain – and much of it occasioned by movement into/out of ‘abstention’
- Some – but inconsistent - evidence of greater support for (less opposition to) another referendum
- But answers depend on question wording - including what kind of ballot is envisaged
- Voters are above all still divided about Brexit