THE "CROWDPAC POLL" OF OVER HALF A MILLION VOTERS

After Arguments, 49% In & 50% Out

The Crowdpac Poll is based on the responses of 567,998 people who used the Crowdpac #InOrOut voter advice tool online to inform their EU referendum vote during the month from 18 May to 17 June 2016. **This is the largest sample ever surveyed to gauge the British public's opinion before a vote.**

Respondents were asked to consider each of the leading arguments being made by the two sides and to say if they agreed or disagreed, as well as indicating which issues were more or less important to them. Responses were then combined to inform each person whether they leaned IN or OUT and how strongly. The national result has been weighted to be representative across regions, and to take account of turnout. Further notes on the Crowdpac Poll's innovative methodology are available below.

Headline Findings from the Crowdpac Poll

- After weighing up the main arguments on each side, **50% were OUT** (leaning toward a Leave vote on the issues), and **49% were IN** (leaning toward a Remain vote on the issues). Only 1% were still undecided.

- The regional results find a divided United Kingdom: **in Scotland and London, clear majorities were IN, but majorities were OUT in England's North, East and Midlands**. The South East, the South West and Wales were each divided almost equally.

- Respondents to the Crowdpac Poll were overall **more likely to lean OUT on questions of democracy and the economy, but more likely to lean IN on questions of society and identity.**

- **Leave's slight lead overall on economic arguments was one of the most striking results.** The question of whether Britain's economy will suffer significantly if we leave the EU was rated as one of the most important, but respondents were split on it. The most persuasive economic argument was on the Leave side: a large majority agreed with the argument that Europe's economy is stagnating and we should do more trade with the rest of the world instead.

- The Crowdpac poll found that a large majority of respondents found at least some arguments from both sides compelling. In particular, **almost a third of voters received marginal results and may still be on the fence or open to changing their minds in the final week,** although over two-thirds of respondents received a very clear IN or OUT result.

- On immigration, large majorities agreed both that free movement between the UK and Europe is a good thing overall, and that the British government should be able to stop so many Europeans from entering the UK.

Summary of Nationwide Results

NATIONWIDE RESULTS	UK %
Breakdown of IN views	
88%-100% IN (extremely strongly)	6%
75%-88% IN (very strongly)	13%
63%-75% IN (strongly)	16%
51%-63% IN (somewhat)	14%
Total IN	**49%**
50/50 - UNDECIDED	1%
Breakdown of OUT views	
51%-63% OUT (somewhat)	17%
63%-75% OUT (strongly)	17%
75%-88% OUT (very strongly)	11%
88%-100% OUT (extremely strongly)	5%
Total OUT	**50%**

Summary of Regional Results

UK AREA	IN	OUT	UNDECIDED
Scotland	57%	42%	1%
London	55%	44%	1%
South West	50%	49%	1%
South East	49%	49%	1%
Wales	49%	49%	1%
Yorkshire & Humber	47%	52%	1%
East of England	47%	51%	1%
East Midlands	47%	52%	1%
West Midlands	46%	53%	1%
North West	46%	52%	1%
North East	45%	53%	1%
UK TOTAL	**49%**	**50%**	**1%**

(Totals may not sum due to rounding)

- In London and Scotland, the three most persuasive arguments for Remain were workers' rights, European cooperation on terrorism and security, and the case that on balance free movement of people benefits the UK. Londoners and Scots, as well as those in Wales, were least persuaded by the statement that democracy is only possible nationally or locally, not at the European level.

- In every other region, the three most persuasive arguments were on the Leave side: that the UK should be free to decide our own policies without having to accept so many EU rules, that Europe's economy is stagnating, and that our government should be able to stop so many Europeans from coming to the UK.

- In the North East, people were least persuaded by the statement that the EU has lowered prices and increased living standards. In every other English region - the North West, the South, the Midlands and the East – the proposition that the UK has significant influence in the EU was the least persuasive statement.

- Crowdpac has samples of thousands of voters in each one of dozens of UK towns and cities which may provide a further clue to Thursday's referendum results. It found that London, Glasgow, Bristol, Sheffield, Brighton, York, Exeter and Cardiff all lean strongly IN. Many smaller towns like Barnsley and Grimsby lean OUT, as do places like Bournemouth, Southampton, Plymouth, Northampton and Milton Keynes. But big cities in the North and Midlands like Liverpool, Newcastle Birmingham and Coventry seem quite evenly divided. Further data is available on request.

Methodology and Notes

The Crowdpac Poll is based on the responses of 567,998 people who used the Crowdpac #InOrOut voter advice tool online to inform their EU referendum vote during the month from 18 May to 17 June 2016.

Using an innovative methodology, respondents were asked to consider each of the leading arguments being made by the two sides and to say if they agreed or disagreed, as well as indicating which issues were more or less important to them. Responses were then combined to inform each person whether they leaned IN or OUT, and how strongly (with a 51% result being marginal and a 100% result the strongest possible).

The main purpose of the Crowdpac voter tool is to help people consider how they should vote based on the issues, and to weigh up all the arguments. Unlike a standard poll, it does not ask voters to say directly which way they will vote. However, the process of weighing up the arguments may provide a better representation of which way the undecided in particular will cast their votes in the polling booth.

The sample is orders of magnitude larger than typical opinion polls, which often are based on a sample of 1000 or less, and seldom more than 2000. The 567,998 people who have so far participated amounts to almost 2% of those who are likely to turn out in the referendum itself. This makes it possible to provide useful results at the regional and city level, which is much harder for a standard poll. It has not been possible to weight the results demographically, but the nationwide result has been weighted to be representative across regions, and to take account of turnout patterns.

The voter tool was designed by the team at Crowdpac based on extensive and rigorous research of the main arguments being made on each side of the campaign, with a particular focus on those arguments which were found in quantitative and qualitative opinion research to be determinative of the public's voting intentions. It includes 24 statements, half of which lean toward a Remain vote and half of which lean toward a Leave vote, in four different issue areas: democracy, the economy, society and identity. Voters can also explore arguments for and against each statement, making the process a deeper, more informative and deliberative one than anything else available.

Context & Quotes

Crowdpac's co-founders span the divide on the referendum, but have worked together to ensure the tool is balanced and neutral. Steve Hilton, Crowdpac's San Francisco-based CEO, is a prominent advocate of a Leave vote; while Paul Hilder, Crowdpac's Chief International Officer, has been active on the Remain side.

Steve Hilton said, "This is the biggest ever survey of British voters, and it shows it's all to play for as the referendum campaigns move into the crucial final phase. The Crowdpac

survey is not like normal polls - the result comes after voters have completed a questionnaire, with all the main arguments presented objectively. And it looks like the slight edge for the Leave side might be down to their slight overall lead on the economic arguments."

Paul Hilder said, "There's no doubt that the public has been let down by the campaigns. There are good arguments on both sides, but lies and spin have contributed to a toxic atmosphere. On Thursday, it's finally our turn to have our say. And between now and then, every one of us can use tools like Crowdpac to weigh up all the issues and cast an informed vote."

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