



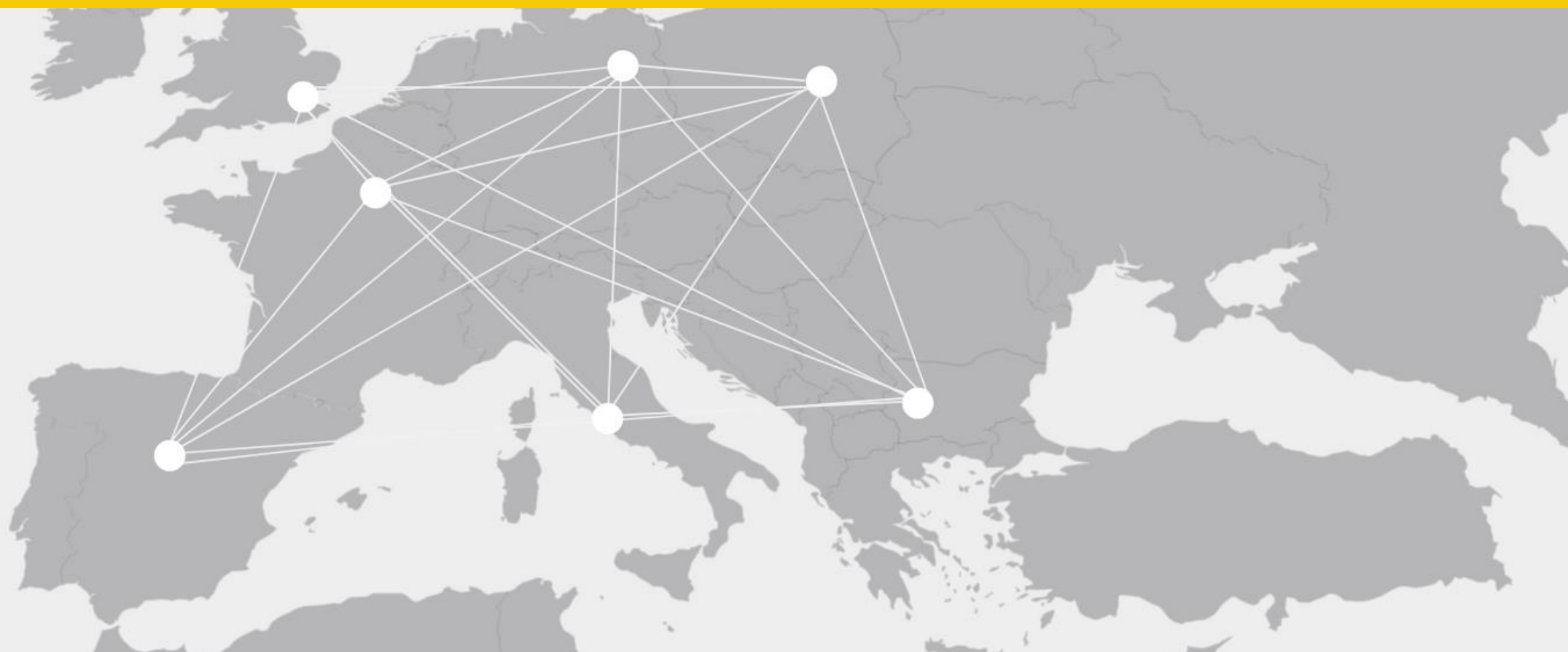
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UNLOCK EUROPE'S MAJORITY





BRITAIN'S MOST TRIBAL ELECTION

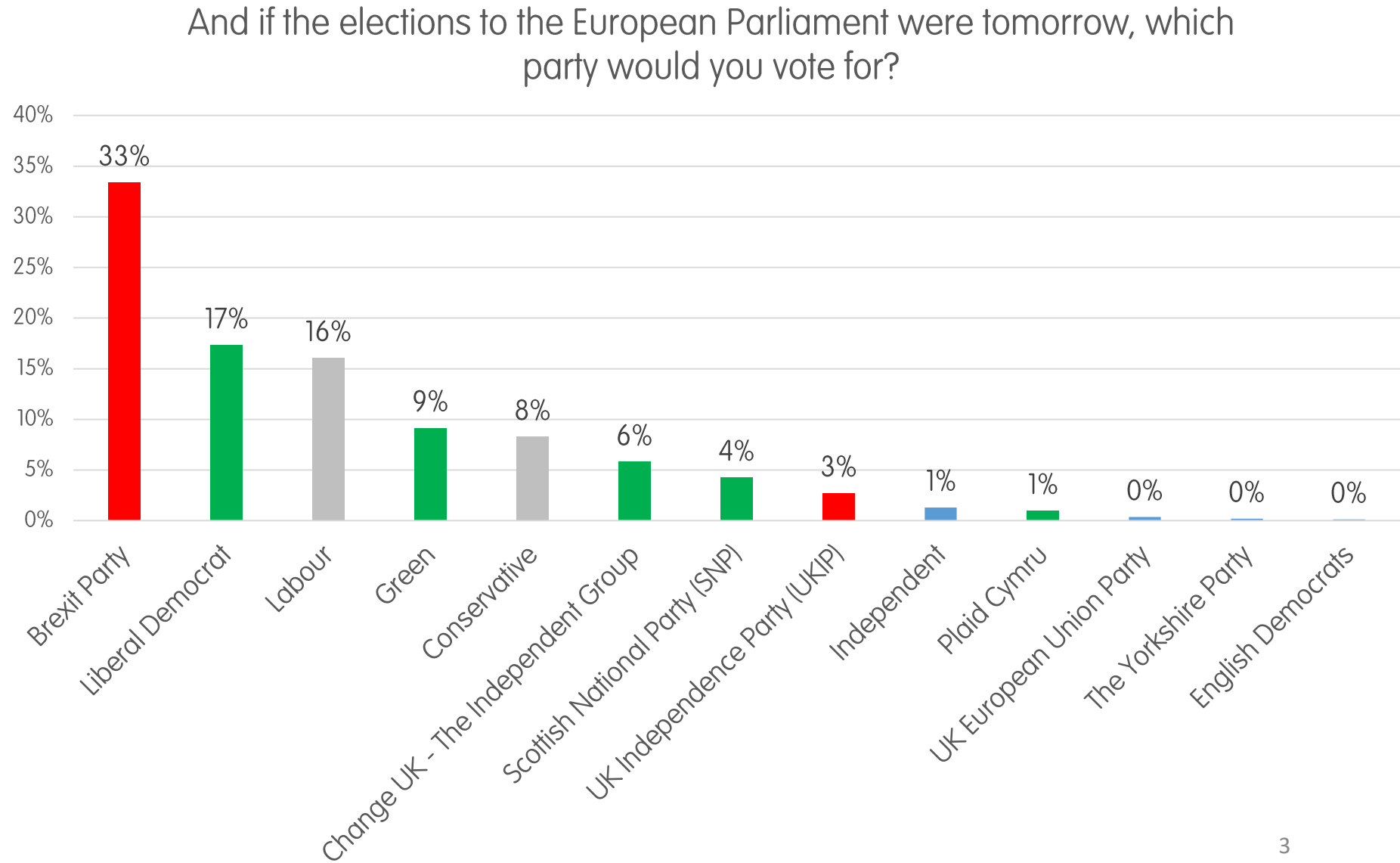


SPLIT SCREEN ELECTIONS

Our poll shows that the **pro-Brexit** and **anti-Brexit** camps are evenly matched in voter intention at around 36%.

* Vote intention only for those who will definitely vote and excluding those that don't know.

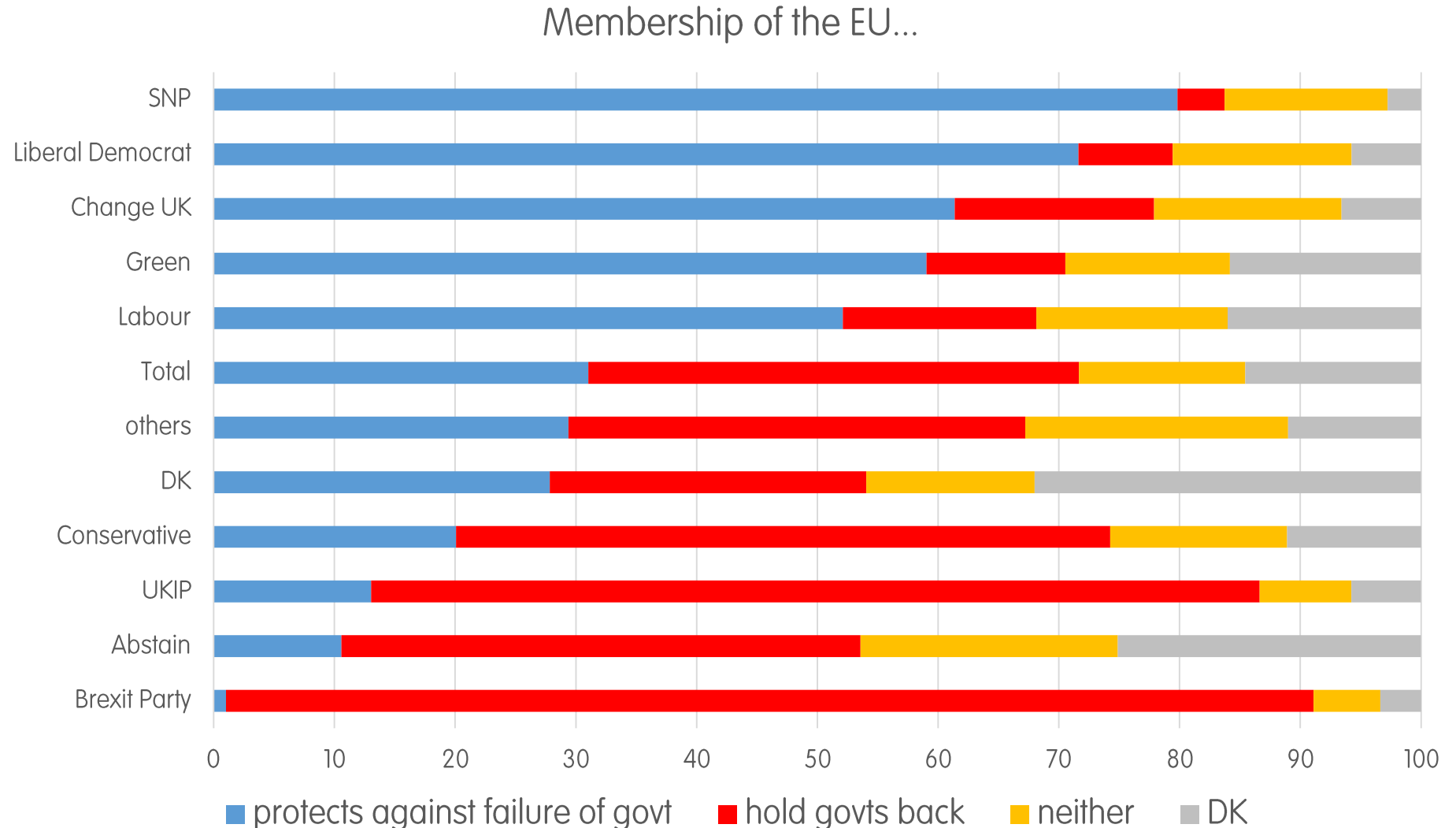
Survey conducted on 9-10 May 2019 among 1,600 respondents.



SPLIT SCREEN ELECTIONS

The two camps are divided on the most basic question – **does the EU hold its nations back** or protect voters from the excesses of national governments?

A large majority of **Tory** voters lined up consistently in the **Eurosceptic tribe**, while most **Labour** ones join the **pro-Europeans**.

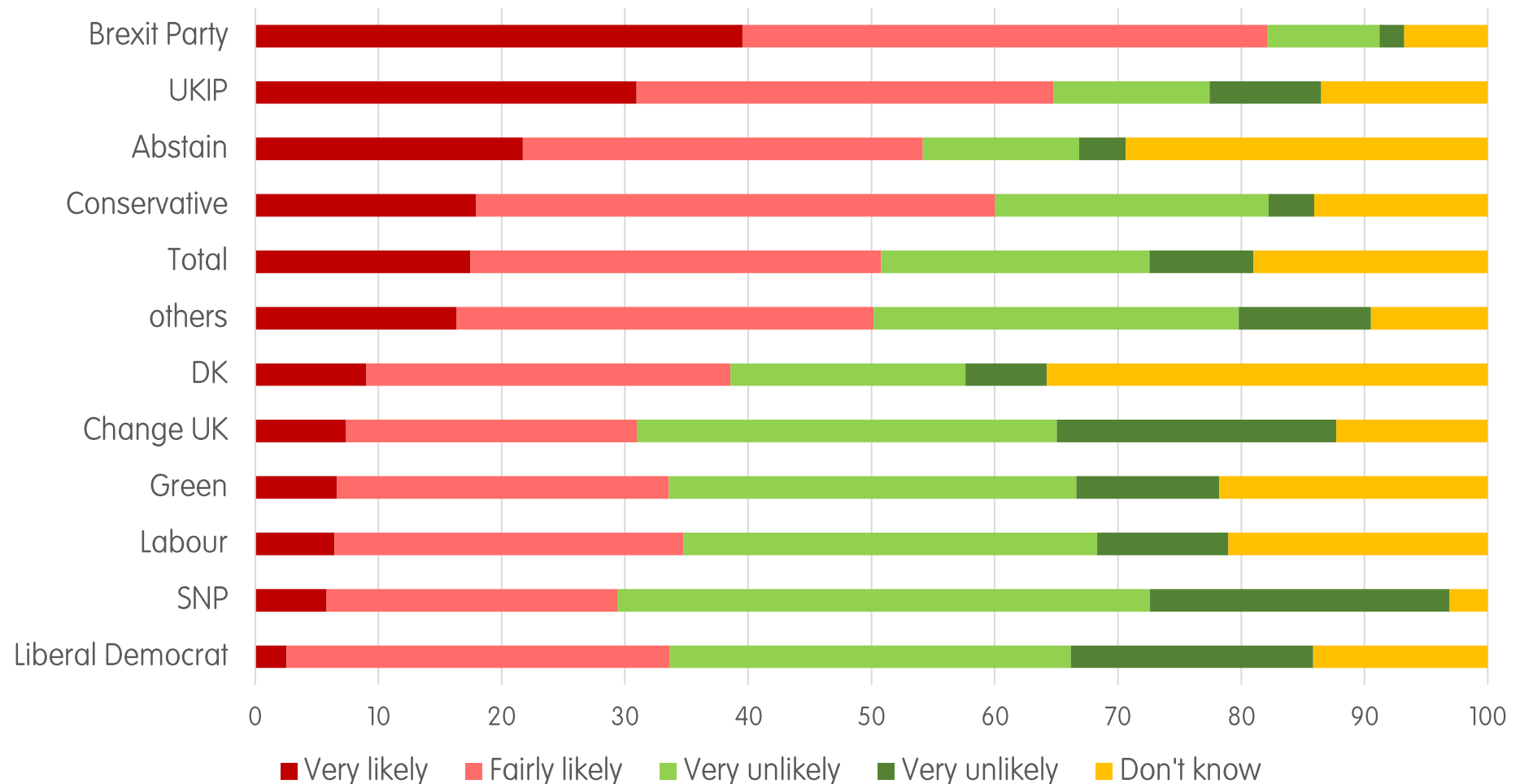


SPLIT SCREEN ELECTIONS

The same **two camps** are also visible in response to the question:

'Looking ahead, how likely or unlikely do you think it is that the **European Union** as it currently exists will **fall apart in the next ten to twenty years?**'

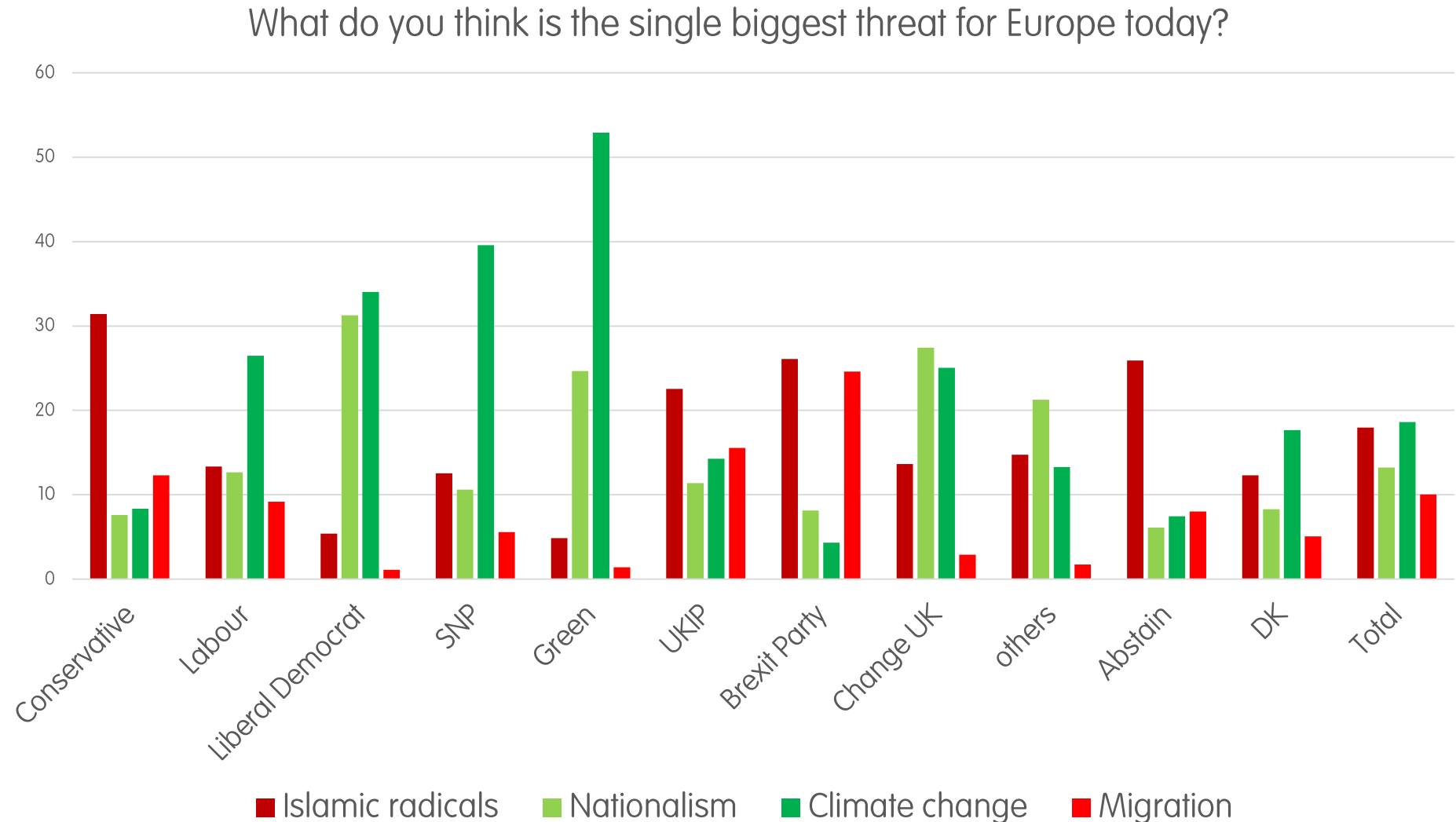
EU likely to fall apart?



SPLIT SCREEN ELECTIONS

They are divided on what constitutes the single **greatest threat for Europe** today:

Pro-Europeans fear **climate change** or **nationalism in Europe**, whereas Brexiteers focus on **Islamic radicalism** or **migration**.



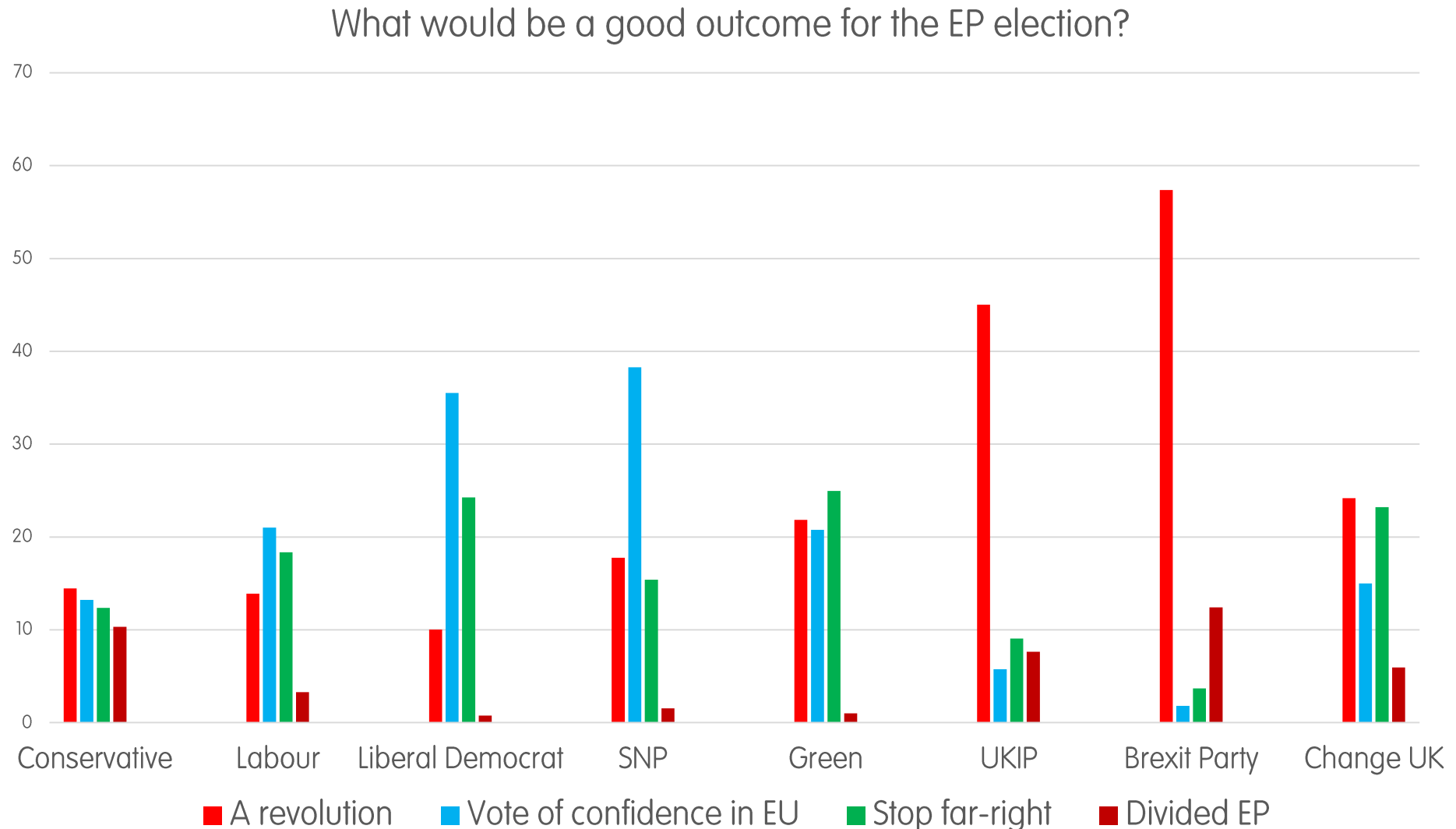
SPLIT SCREEN ELECTIONS

The two tribes don't agree on what constitutes a **good outcome for the European election**:

Most Tories, UKIP, and Brexit Party voters want nothing less than **'a revolution'**.

Pro-Europeans hope for a **vote of confidence in the EU**.

* Based on a question: 'What in your view would be a good outcome of the European Parliament elections? Please tick up to three options which you agree with most' [from among nine available]



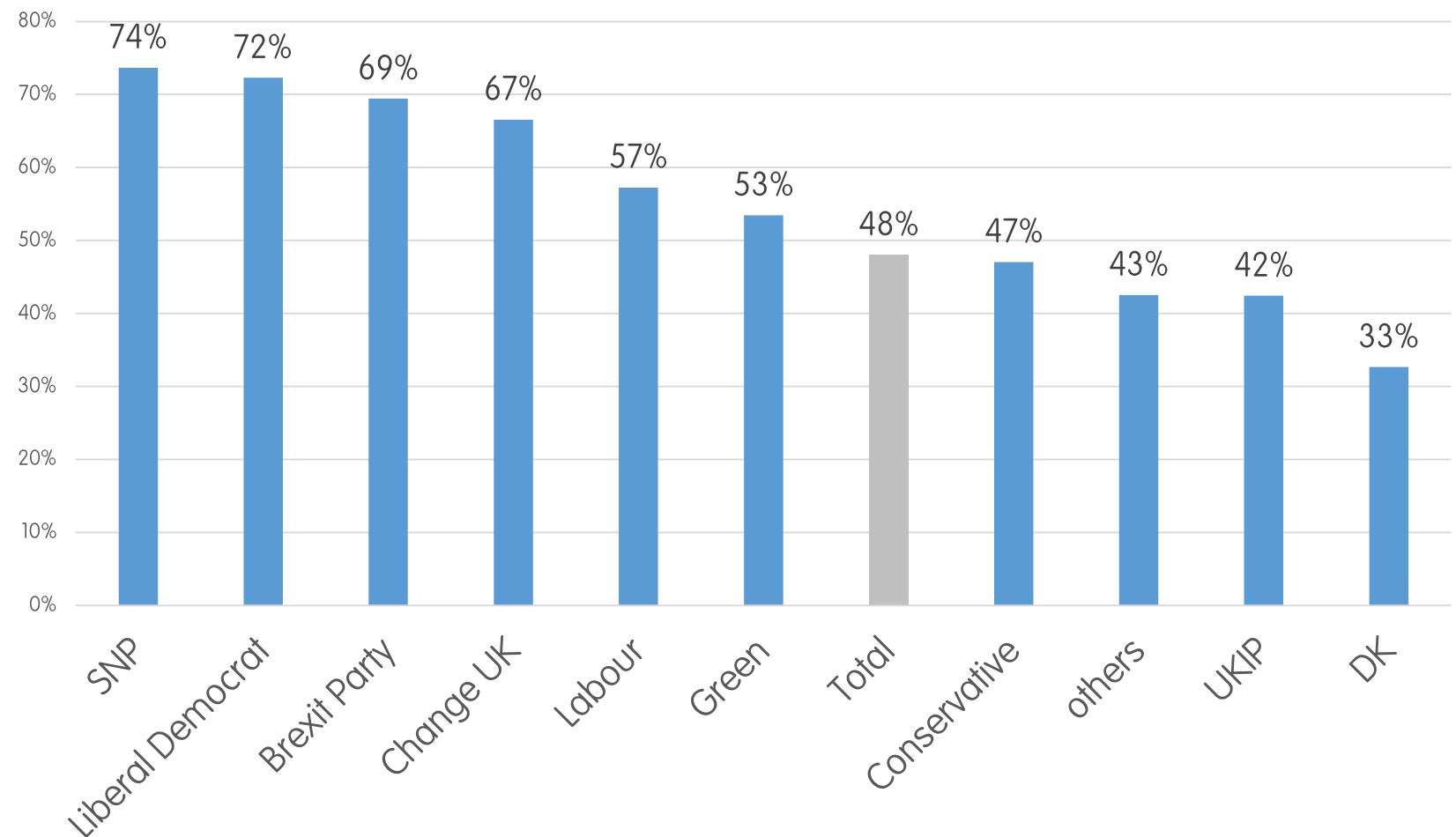
SPLIT SCREEN ELECTIONS

This polarised election will **punish those parties who are not clearly** in the remain or leave camps.

Only **57% of Labour** and **47% of Tories** plan to turn out to vote.

* Measured by share of '10' as a response to the question: 'On a scale from 0 to 10, where 0 means you will definitely not vote, and 10 means you definitely will vote, how likely, if at all, are you to vote in the elections to the European Parliament in May?'

UK: voter mobilisation in 2019 EP elections



SYSTEM IS BROKEN

The only thing that **unites** all sides is a sense that the **political system is broken**:

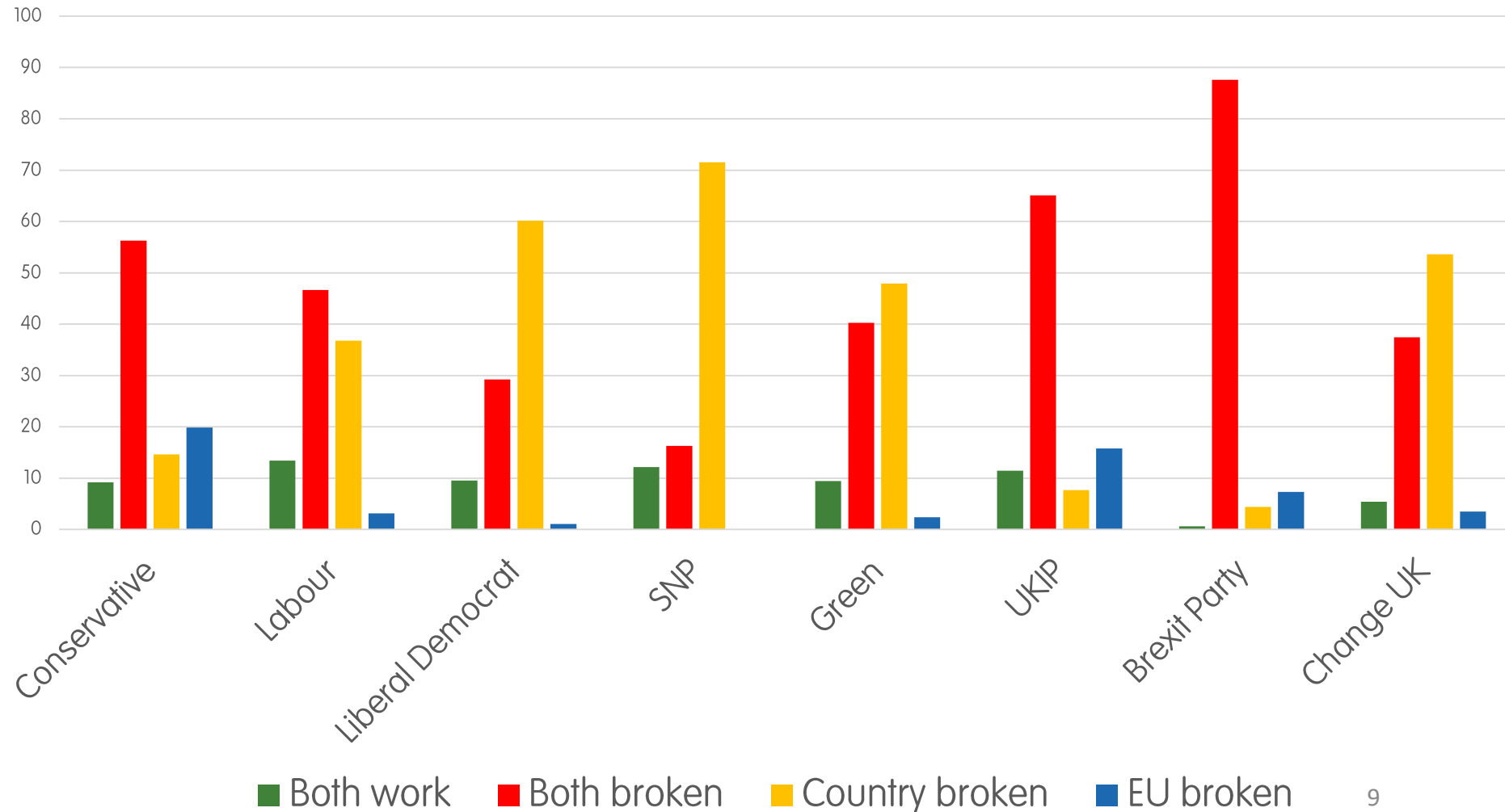
either just in Britain, or also in the EU.

* Based on answers to two questions:

Thinking about the following political systems, do you think they work well or are they broken:

1. The political system in Britain?
2. The European Union?

Thinking about the EU and the UK, do you think their political systems work well or are they broken?





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IS BRITAIN UNIQUE?



SYSTEM IS BROKEN

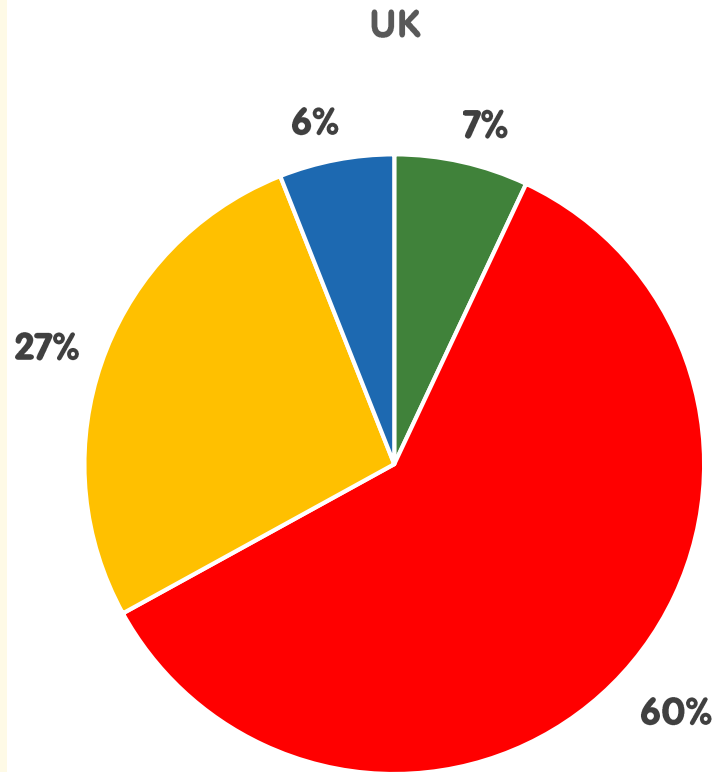
Only in **France** and **Greece** is the share of those believing that both systems are broken higher.

Only in **Greece** and **Romania** are there as few people believing both systems work.

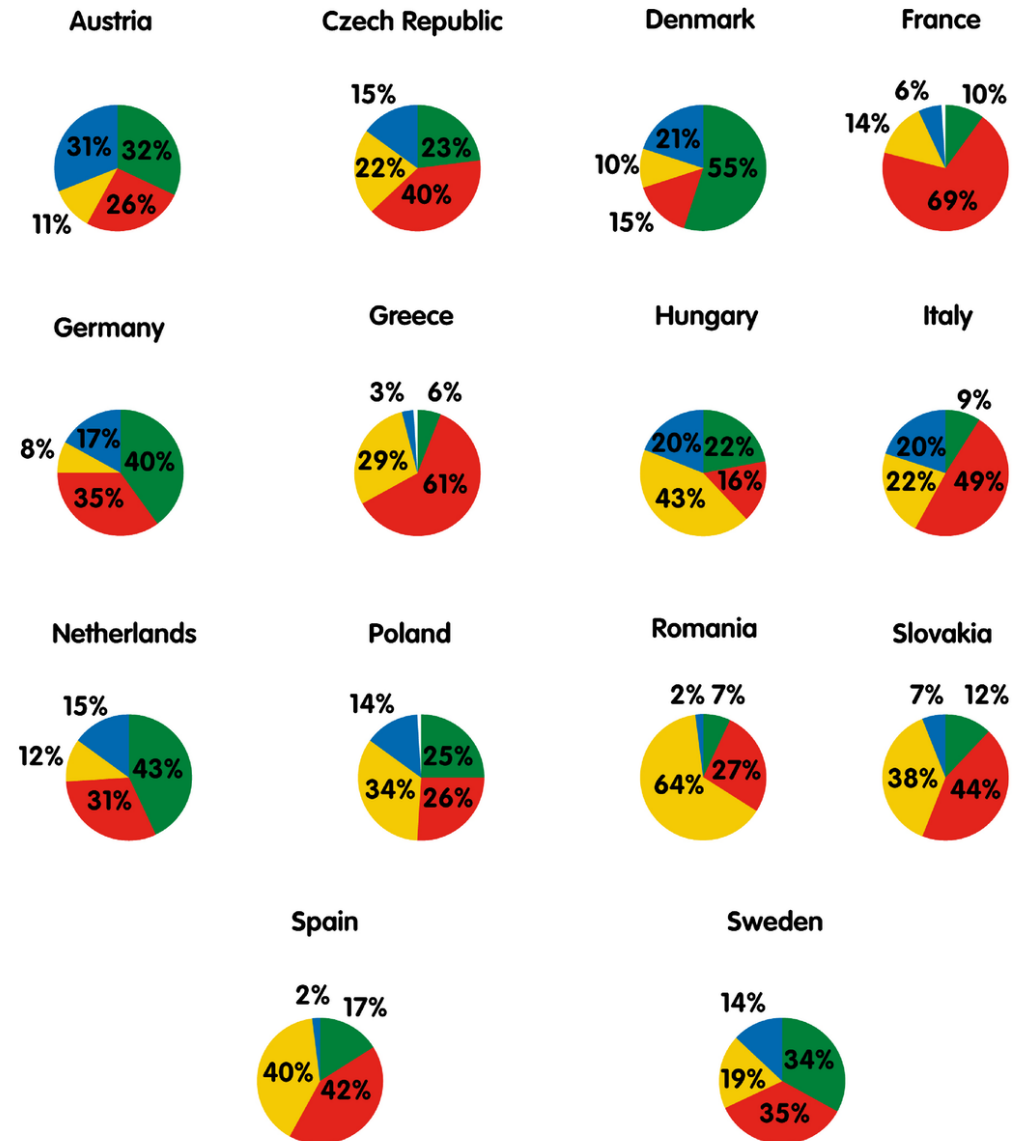
* Based on answers to two questions:

Thinking about the following political systems, do you think they work well or are they broken:

1. The political system in Britain?
2. The European Union?



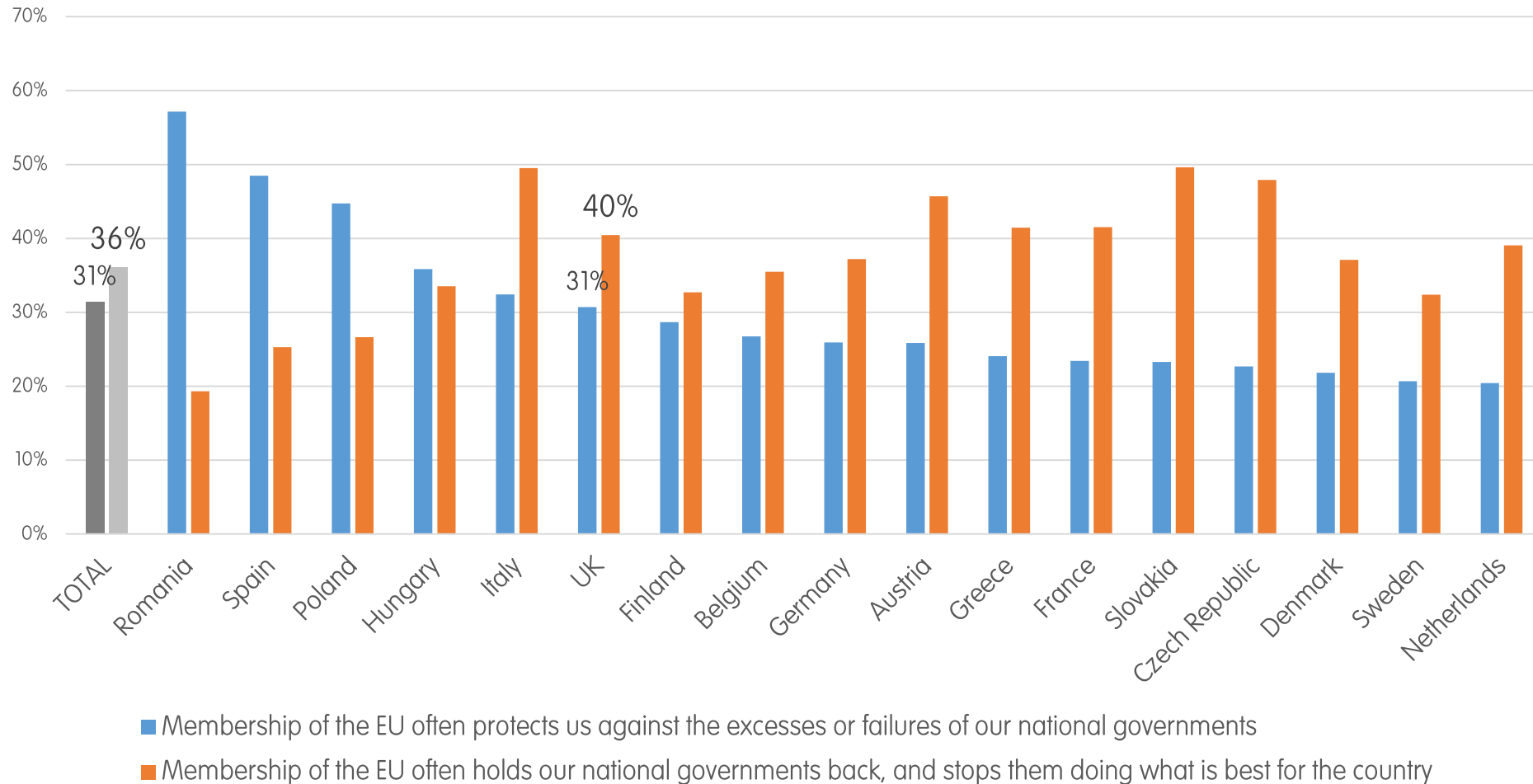
- Both work
- Both broken
- Country broken
- EU broken



EU HOLDS GOVERNMENTS BACK

UK is equally divided as many other EU countries (and in keeping with the EU average) on **whether the EU holds their nation back** or protects voters from the excesses of national governments.

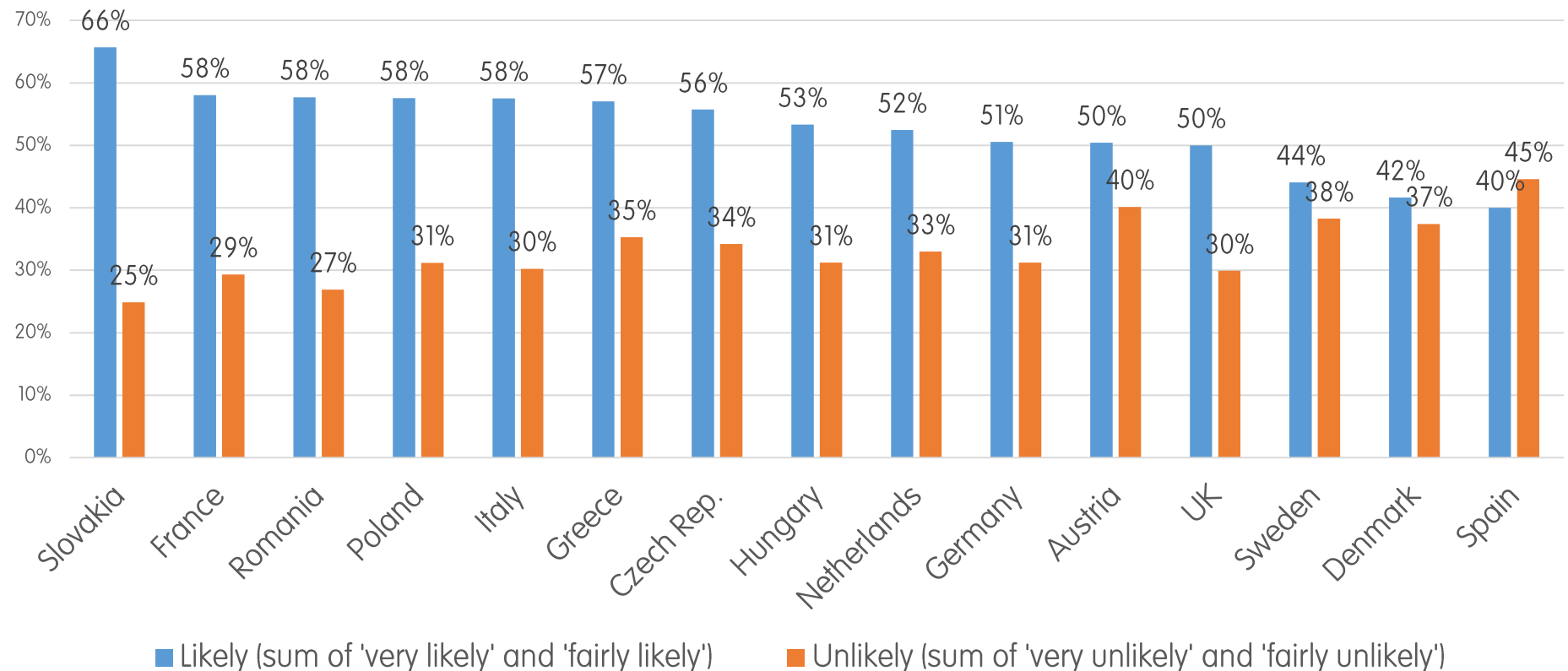
Is the EU holding your national government back, or preventing you from that government's excesses?



EU LIKELY TO FALL APART

Just as in many other EU countries (except for Spain, Denmark and Sweden), **half of the population** believes that the EU is likely to fall apart in the next ten to twenty years.

Looking ahead, how likely or unlikely do you think it is that the European Union as it currently exists will fall apart in the next ten to twenty years?



BIGGEST LOSS

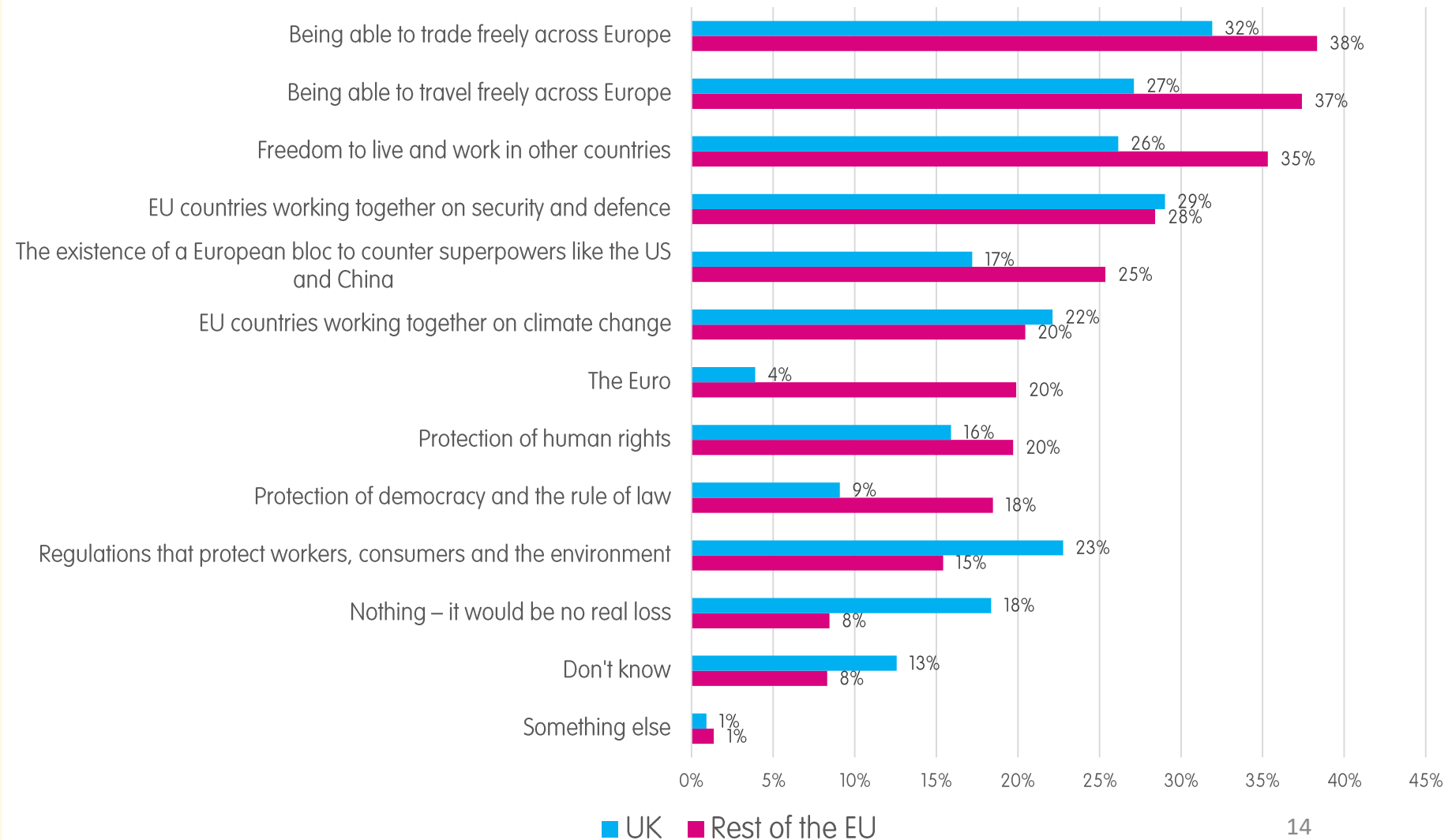
UK voters are much **less likely** than other Europeans **to miss freedoms to travel, trade and live and work** across Europe in the case of the EU collapse.

But **they would miss the EU security and defence cooperation** more than the EU average.

In no other country was the share of the population saying **they wouldn't miss anything** as high as in the **UK (18%)**.

France (13%) went second, followed by **the Czech Republic (12%)** and **the Netherlands (11%)**.

Biggest loss of EU collapse

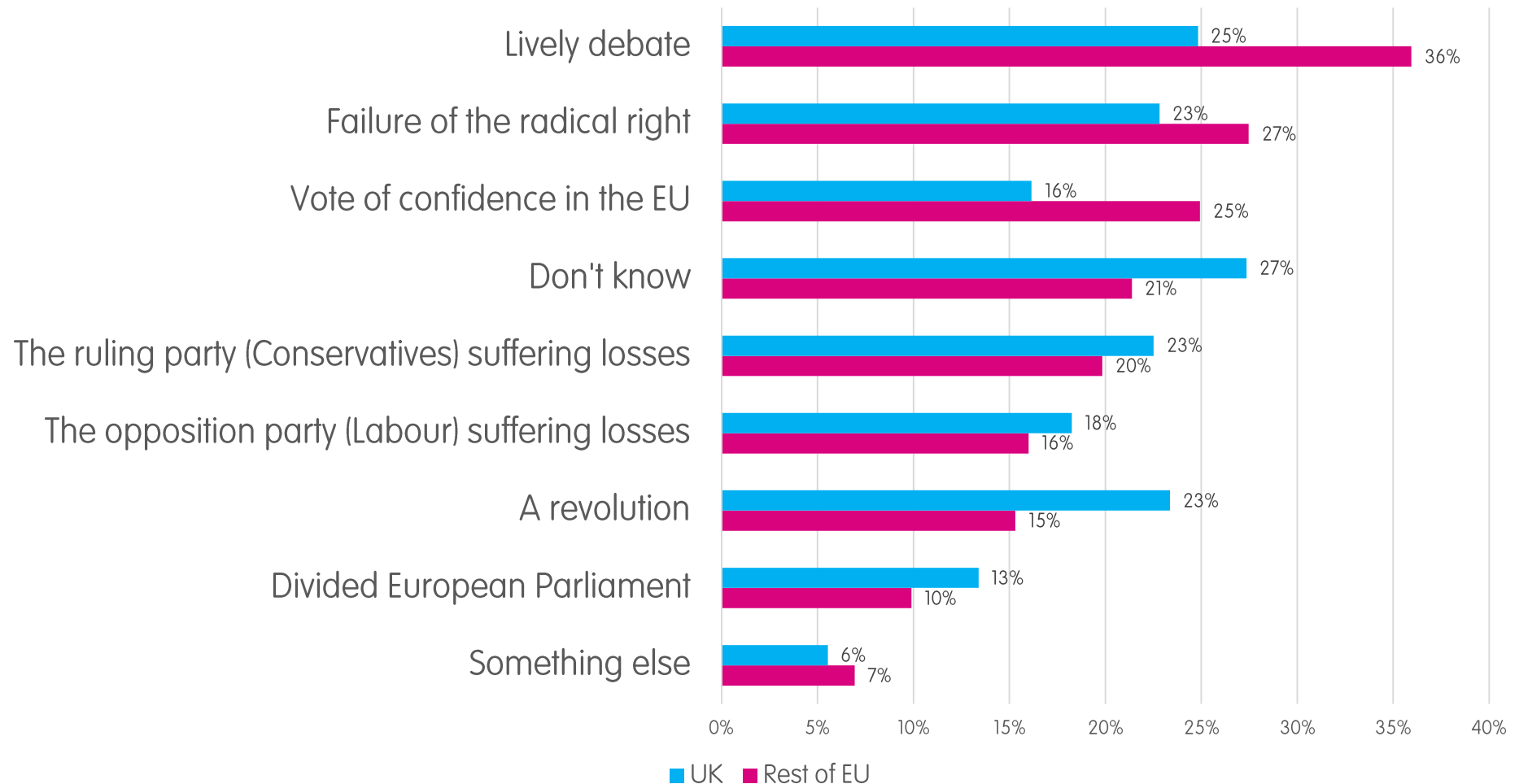


HOPING FOR THE REVOLUTION

But we **differ from the rest of the EU** in seeing the lively debate or vote of confidence in the EU as much less important outcomes of this election – and being **much more likely to hope for a 'revolution'**.

Only **in Greece (31%)** are there more people hoping for the revolution than in the **UK (23%)**.

Good outcome of the European Parliament elections

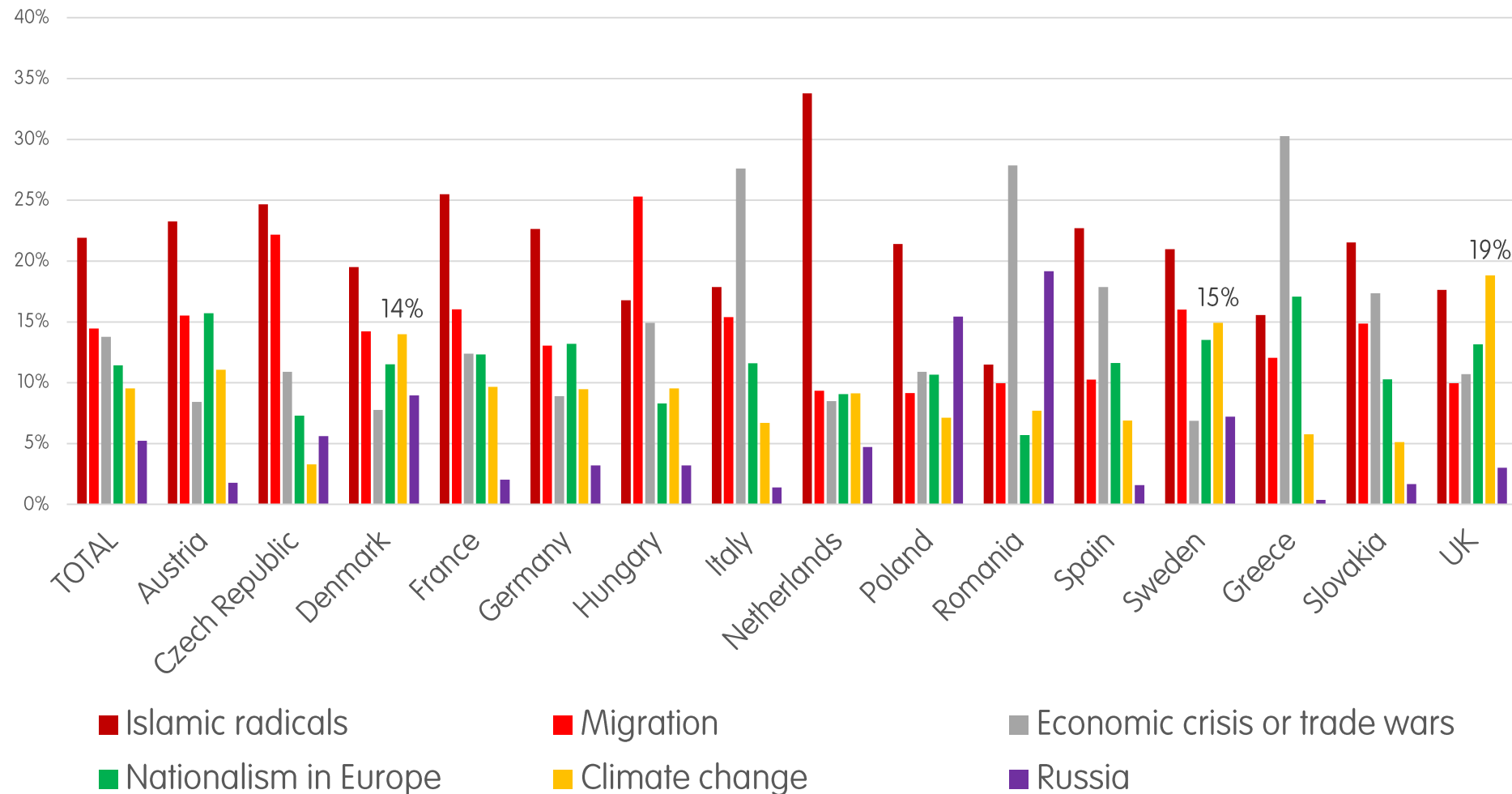


CLIMATE CHANGE AS A THREAT

On the other hand, in no other country (even Sweden or Denmark) do so many people see **climate change** as the greatest threat for Europe today as in the UK.

In turn, this is seen as **the most important threat for Europe** in Britain.

Single biggest threat for Europe today





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THE END & THANK YOU

