

Studying Politics Through Numbers: The Case of the EU referendum

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The UK in a Changing Europe

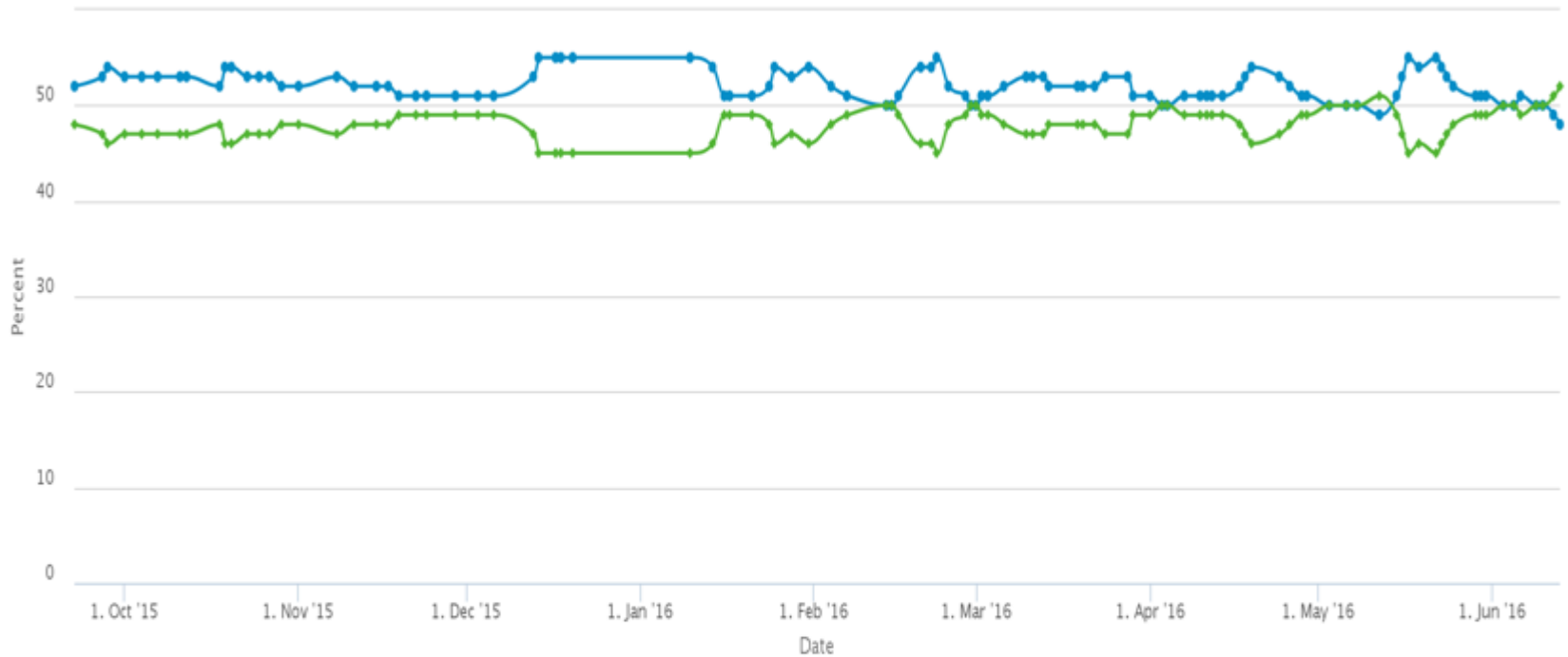
whatukthinks.org/eu

Collecting Data

- The Power of Random Sampling Theory
- Phone
 - (Random) Dialling of Landline and Mobile Numbers
 - Try to fit quotas when phone is answered
- Internet
 - Stratified (random) selection from a pre-recruited panel
- Potential Common Pitfall
 - Differential availability and willingness to participate
 - Both rely on weighting achieved data to make it look representative

A Poll of Polls

Referendum Vote Intention Poll of Polls

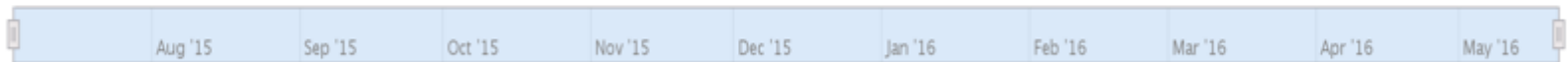
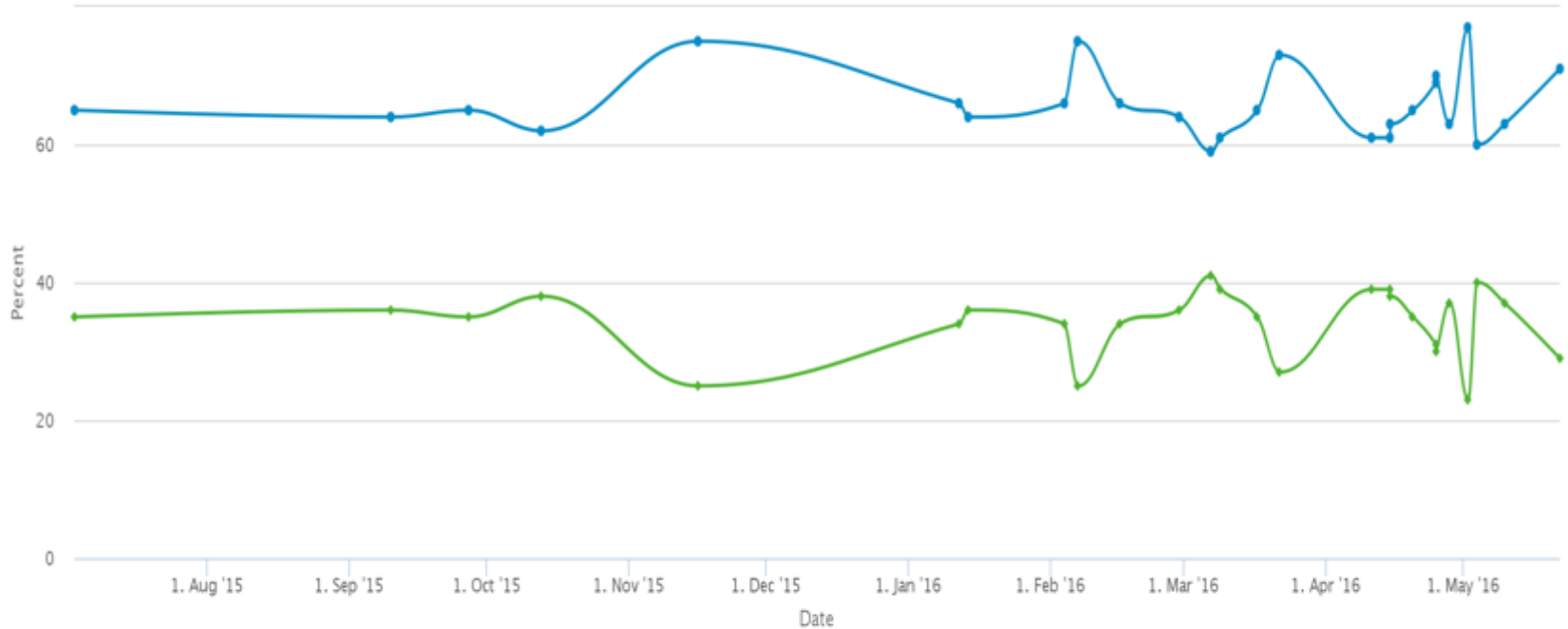


◆ Remain ◆ Leave

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

Scotland is Different!

Should the United Kingdom remain a member of the European Union or leave the European Union?



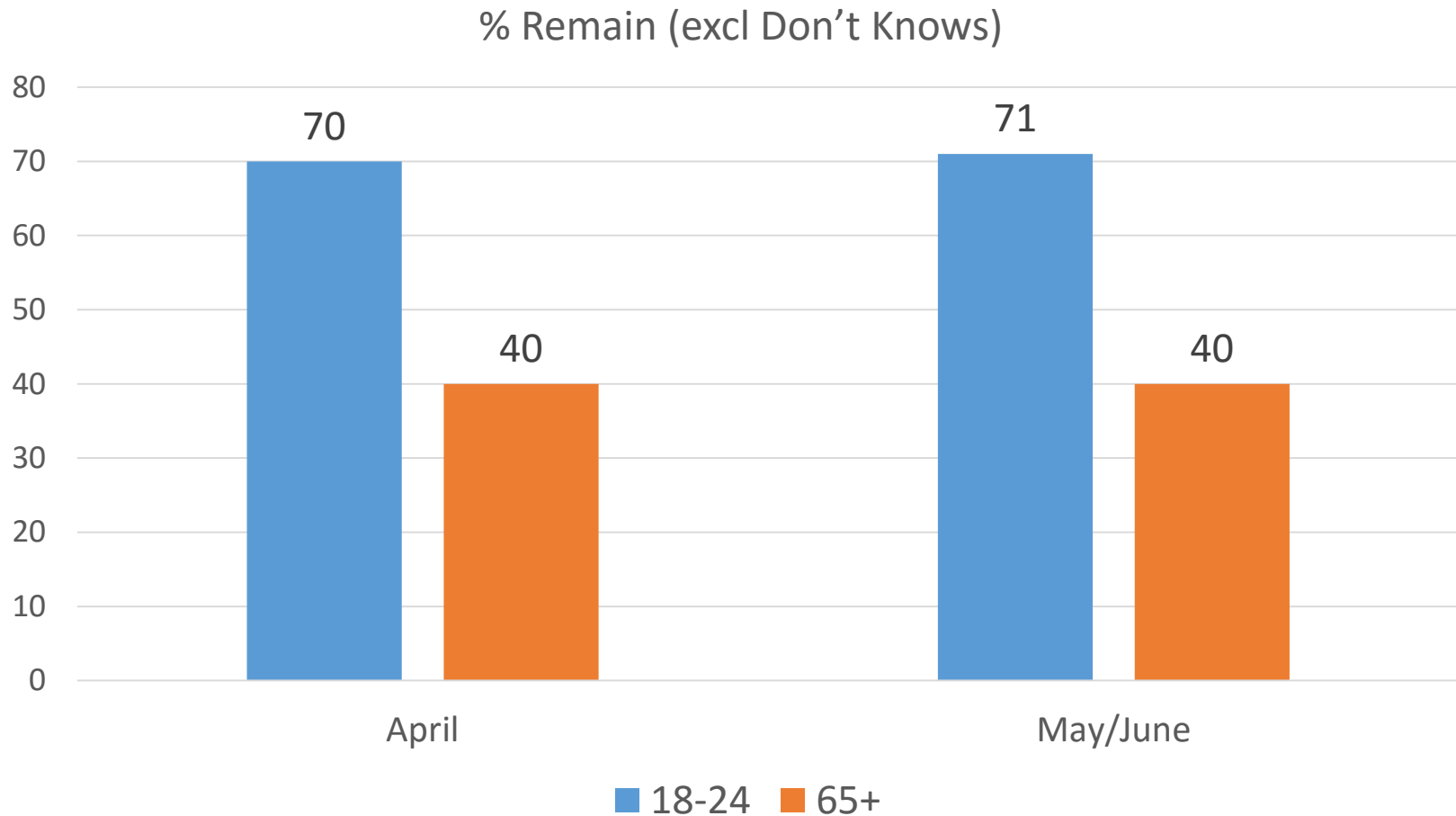
◆ Remain a member of the EU ◆ Leave the EU

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

What Is The Referendum About?

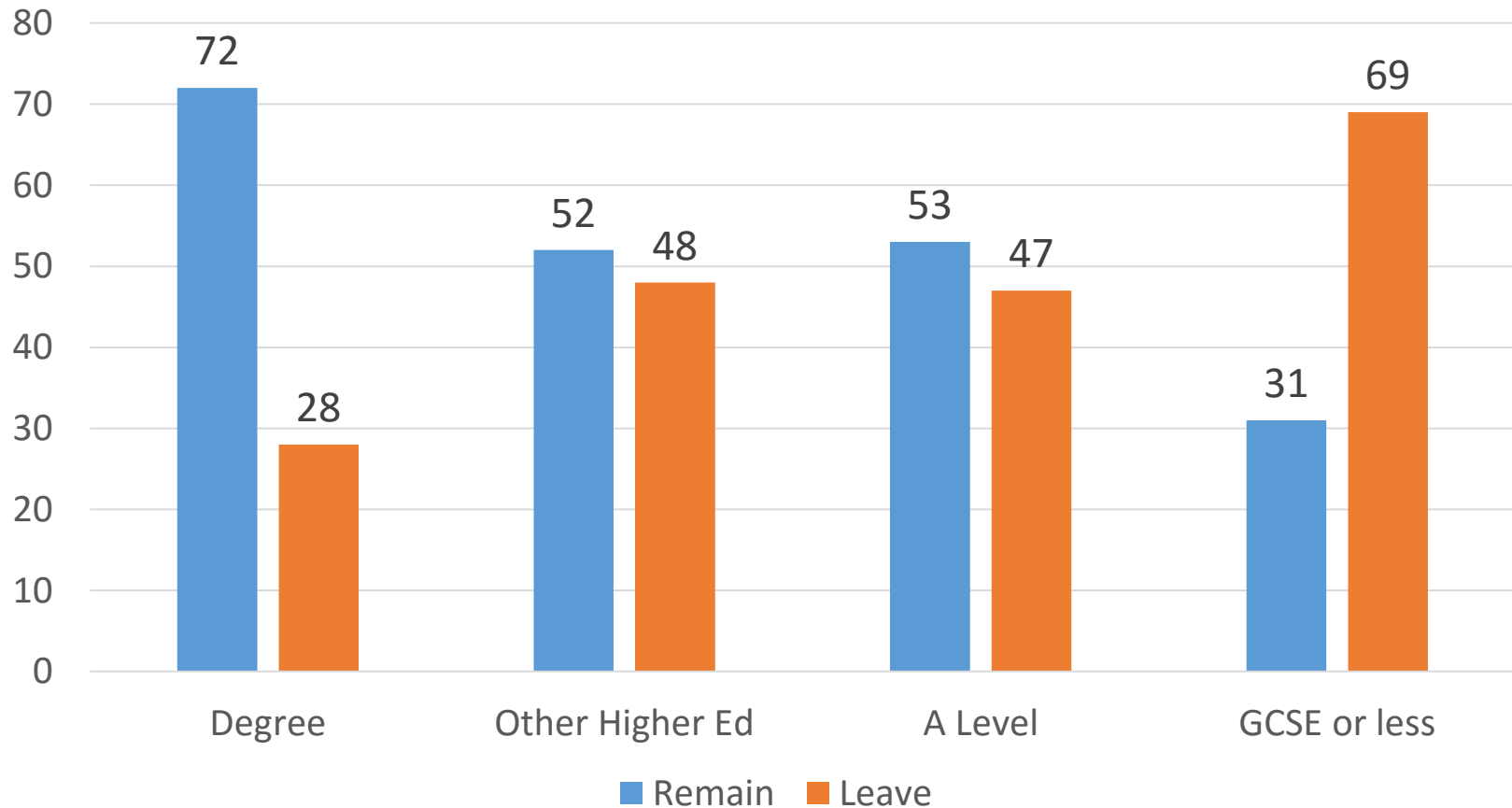
- Clues to finding out
 - Who is more likely to vote Remain and who Leave
 - What are thought to be the consequences of Leaving or Remaining?
 - How do the views of the consequences of voters differ (e.g. between Remain and Leave voters)

The Persistent Age Gap



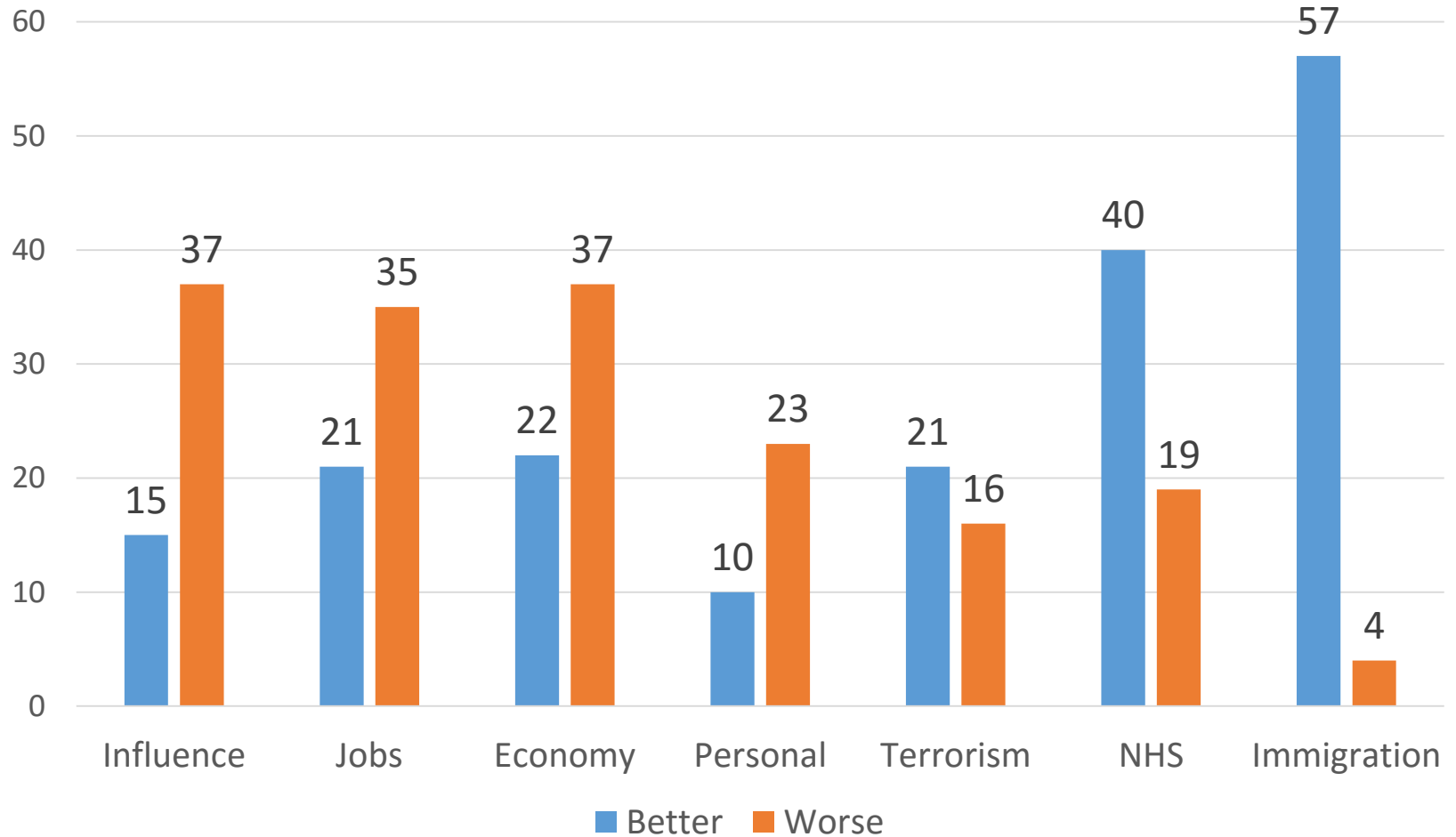
Source: Average of most recent polls by ComRes, Ipsos MORI, YouGov, ICM, BMG and ORB before (a) 30.4.16 (b) 13.6.16

The Importance of Educational Background

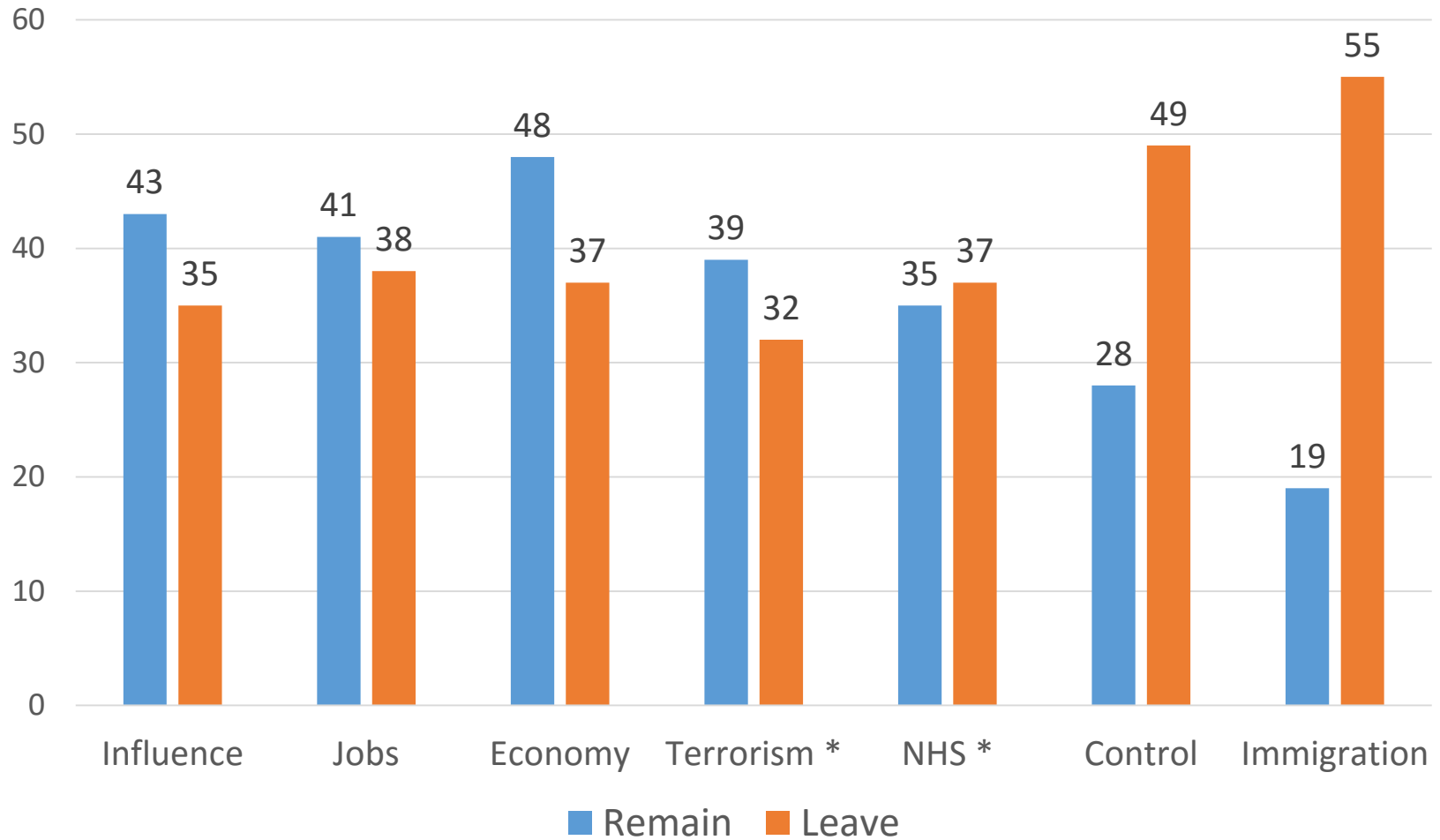


Source: Average of YouGov 5-6.6.16 & 9-10.6.16

To Leave or To Remain?



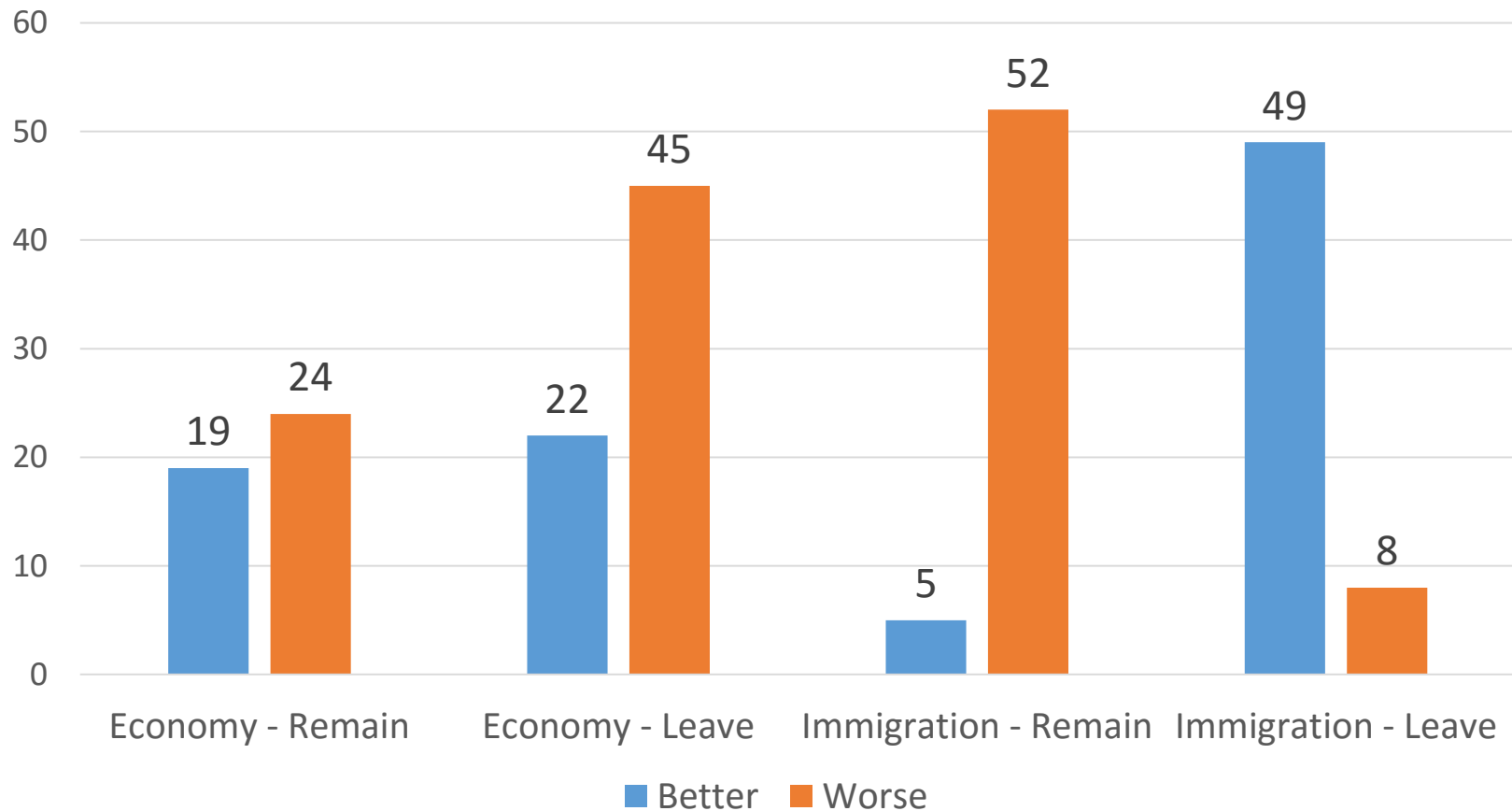
That is the Question



People Are Voting Remain Despite Their Expectations of Immigration

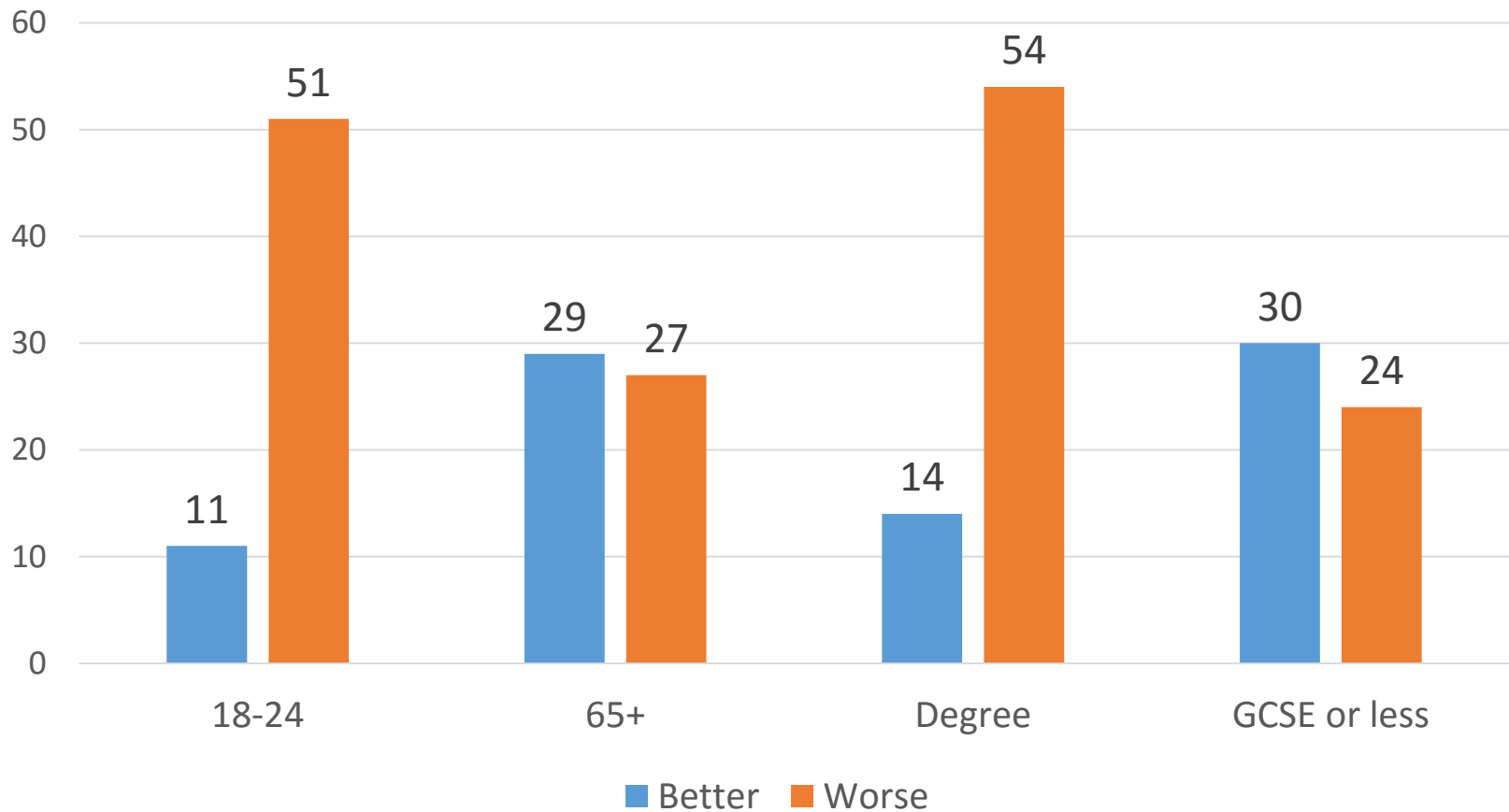
	Economy If leave		Immigration If Leave	
Vote Intention	Better	Worse	Higher	Lower
Remain	4	78	7	33
Leave	46	3	1	87

And The Absence of Economic Optimism if We Remain

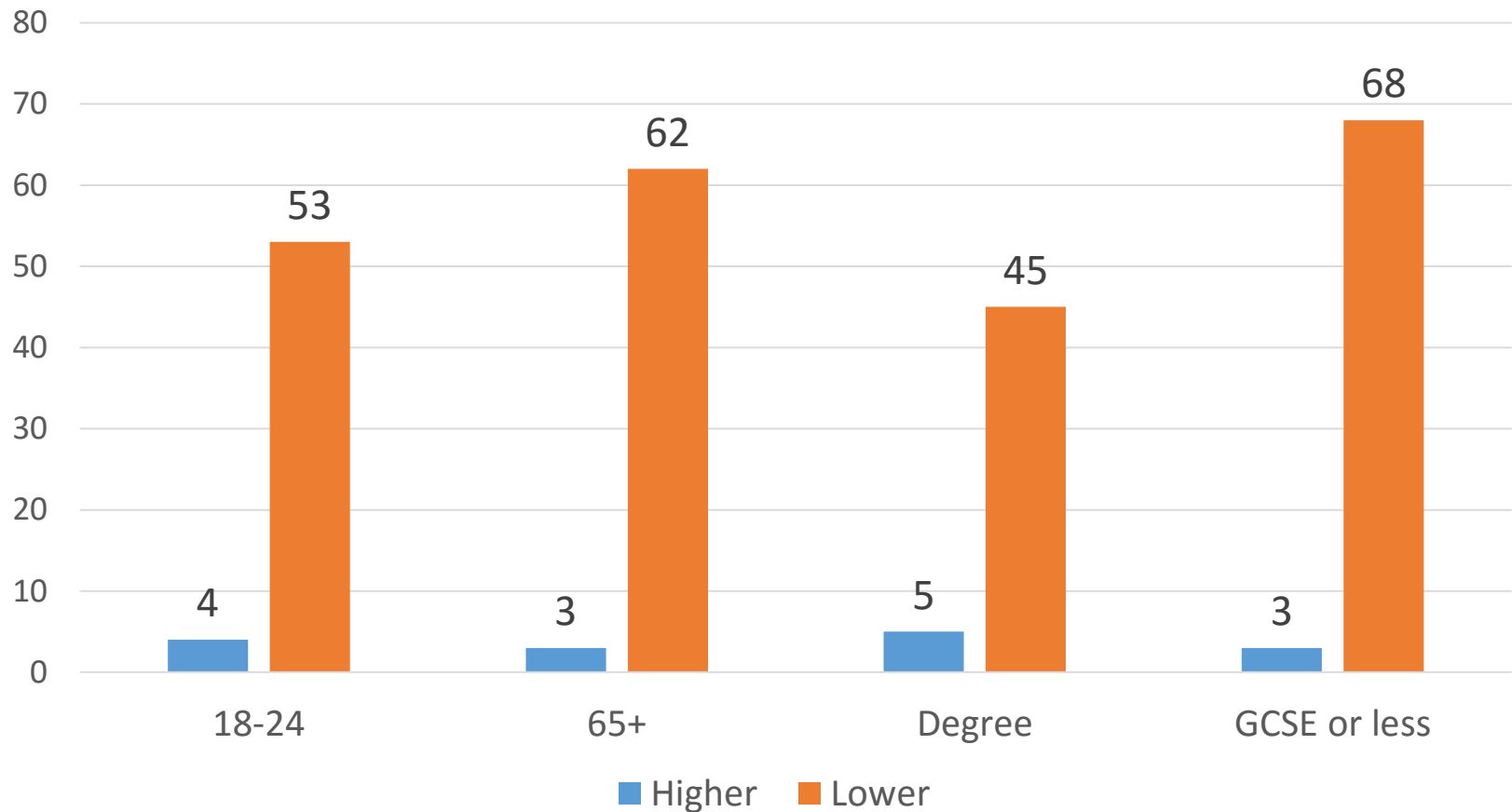


Source: YouGov 9-10.6.16

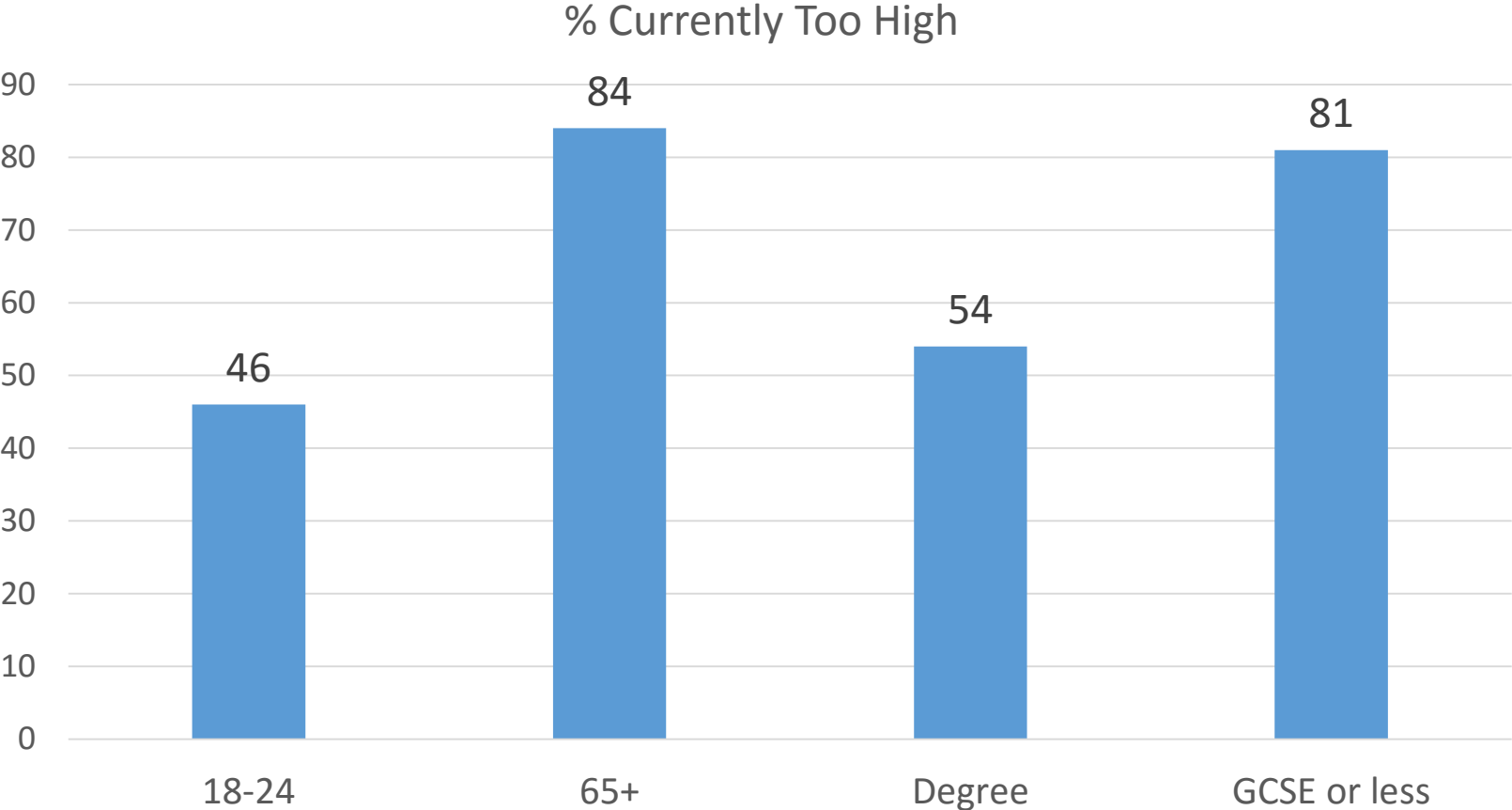
Different Perceptions of Economic Consequences of Brexit



Not So Dissimilar Perceptions of Consequences for Immigration

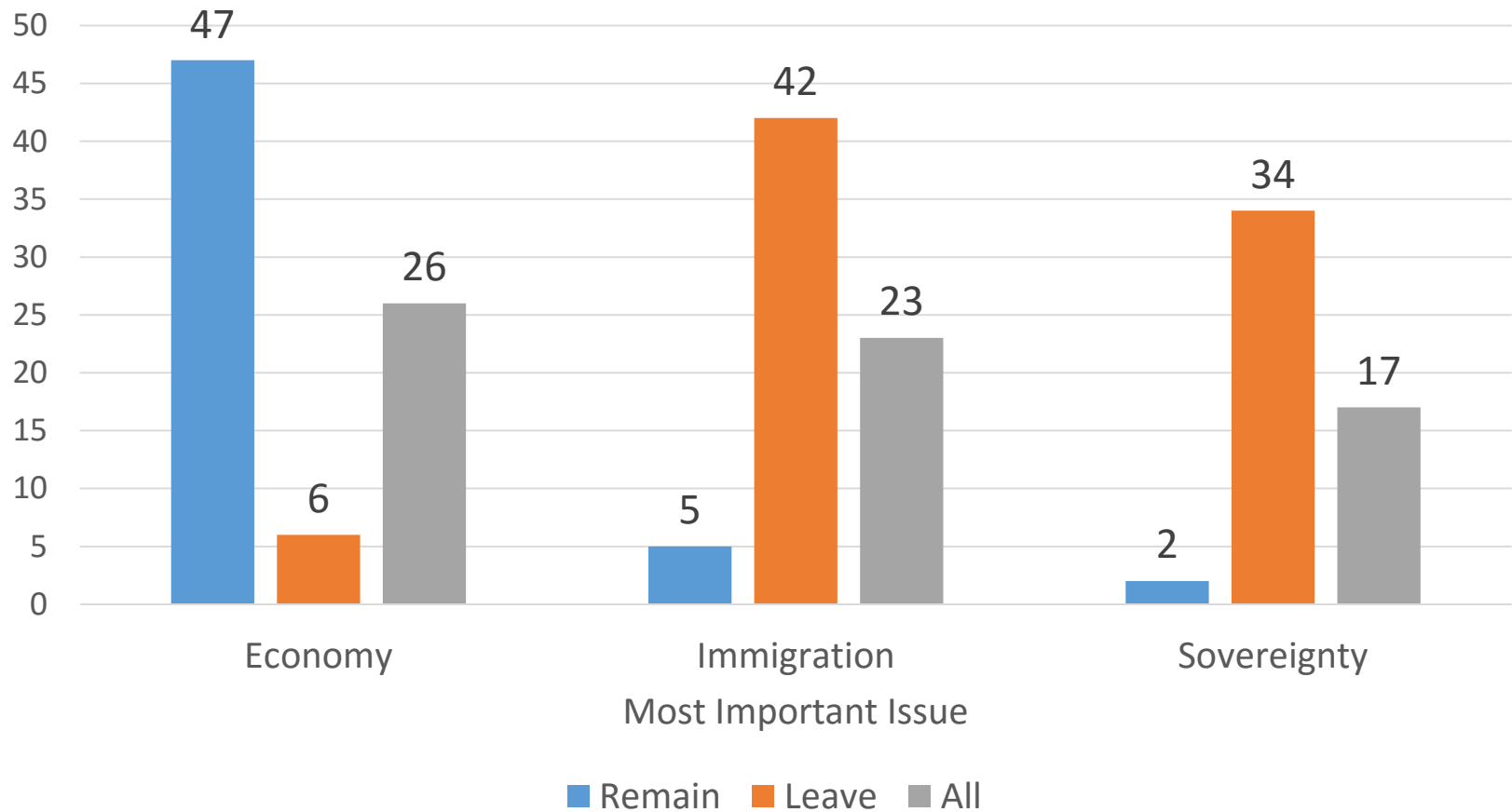


But Rather Different Views of The Status Quo on EU Migration

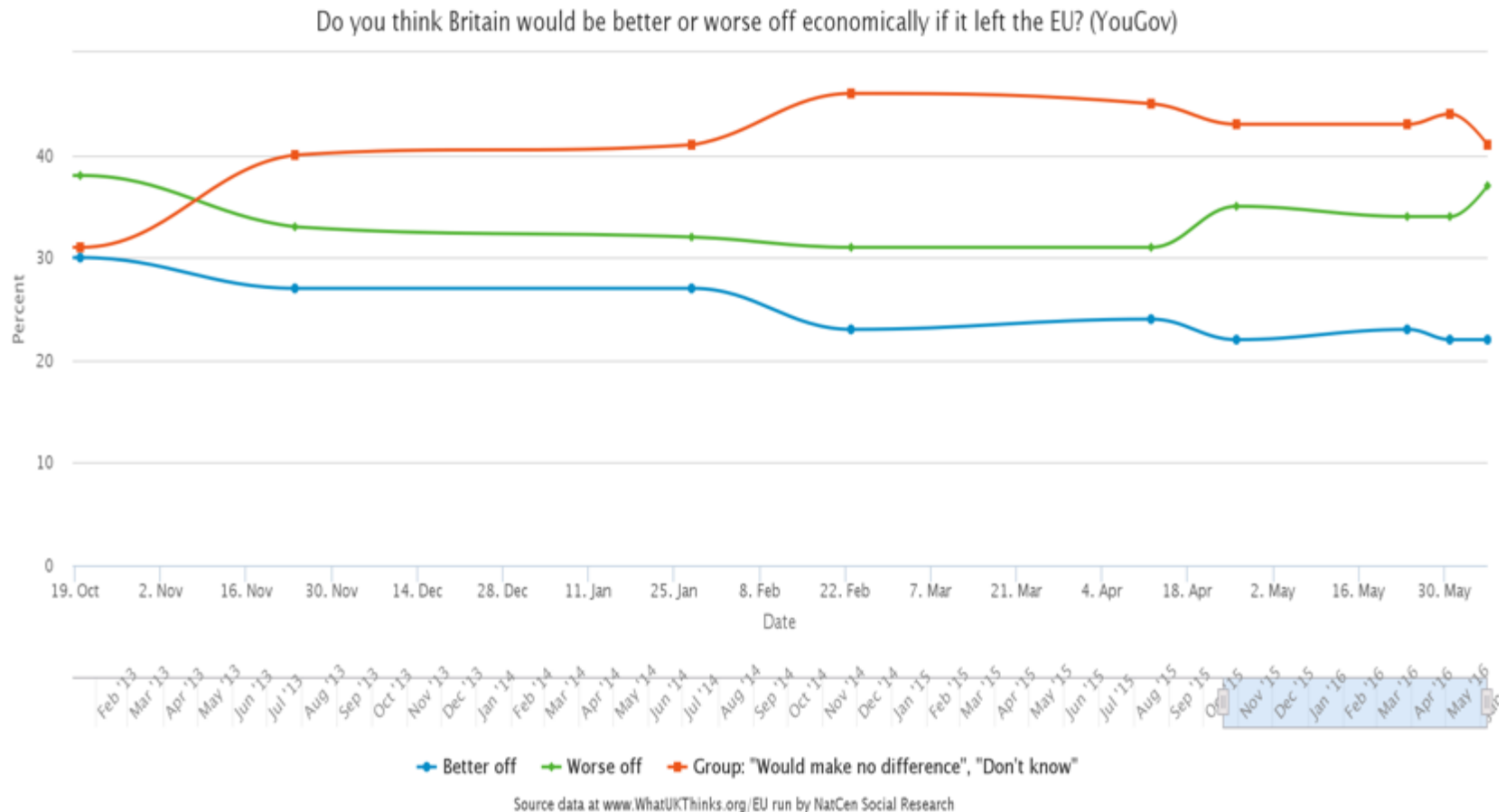


Source: Average of YouGov 5-6.6.16 & 9-10.6.16

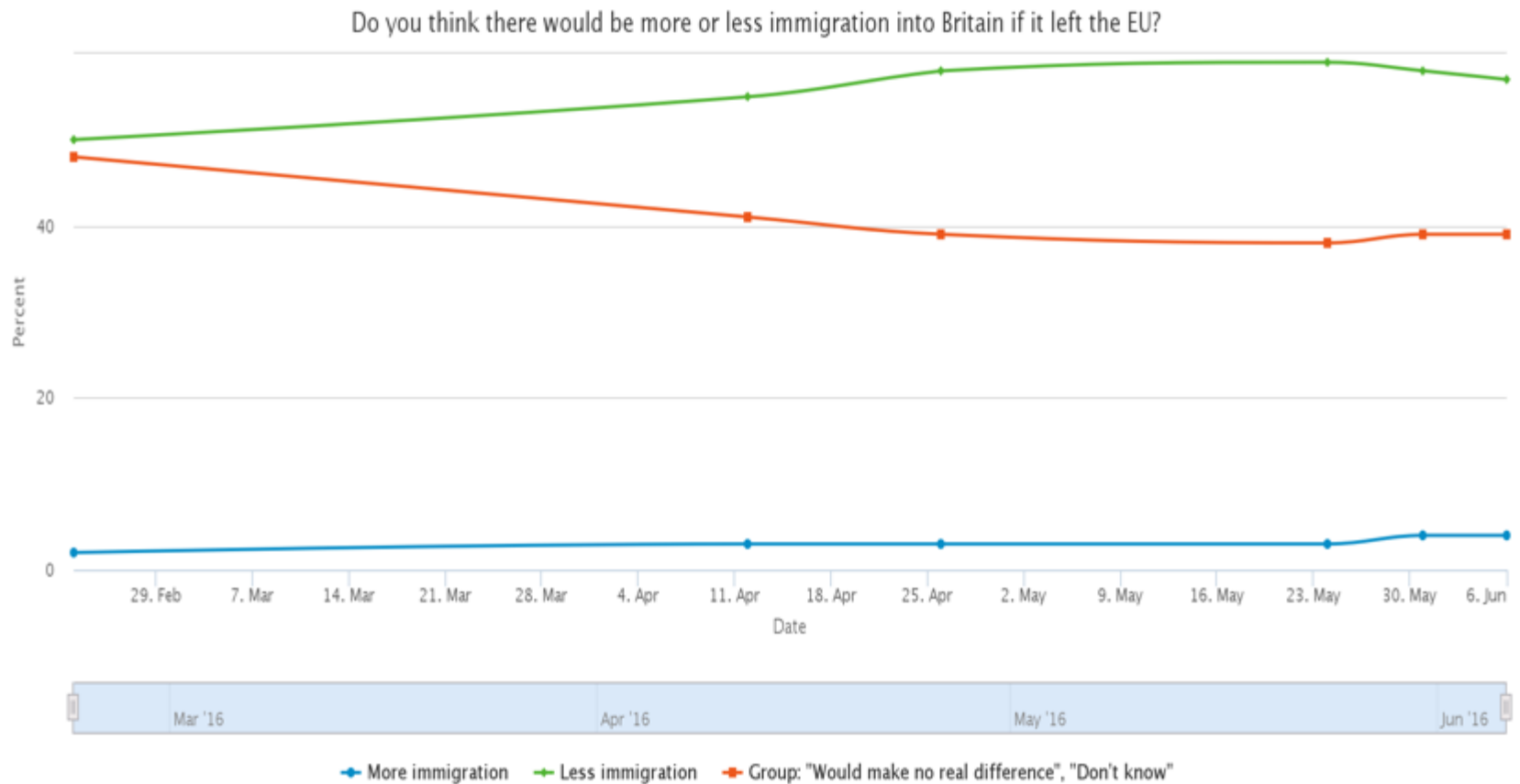
Different Priorities



Trends in Perceptions of Economic Consequences



Trends in Perceptions of Consequences for Immigration



Points To Note

- Numbers allow us to study 'mass political behaviour', e.g. voters
- They allow us to develop and test explanations of why people behave as they do
- We do so primarily by looking at differences – between different kinds of voters and those holding different views.
- As a result we can understand better what is at stake in an election, referendum or other political occasion – and thus what role they serve in a democracy