










# EU MEMBERSHIP REFERENDUM

STAKEHOLDER RESPONSE  
& MEDIA ANALYSIS



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The British public has voted to leave the European Union, a decision with wide-ranging repercussions for UK domestic and foreign policy, as well as, just possibly, the existence of the European Union itself.

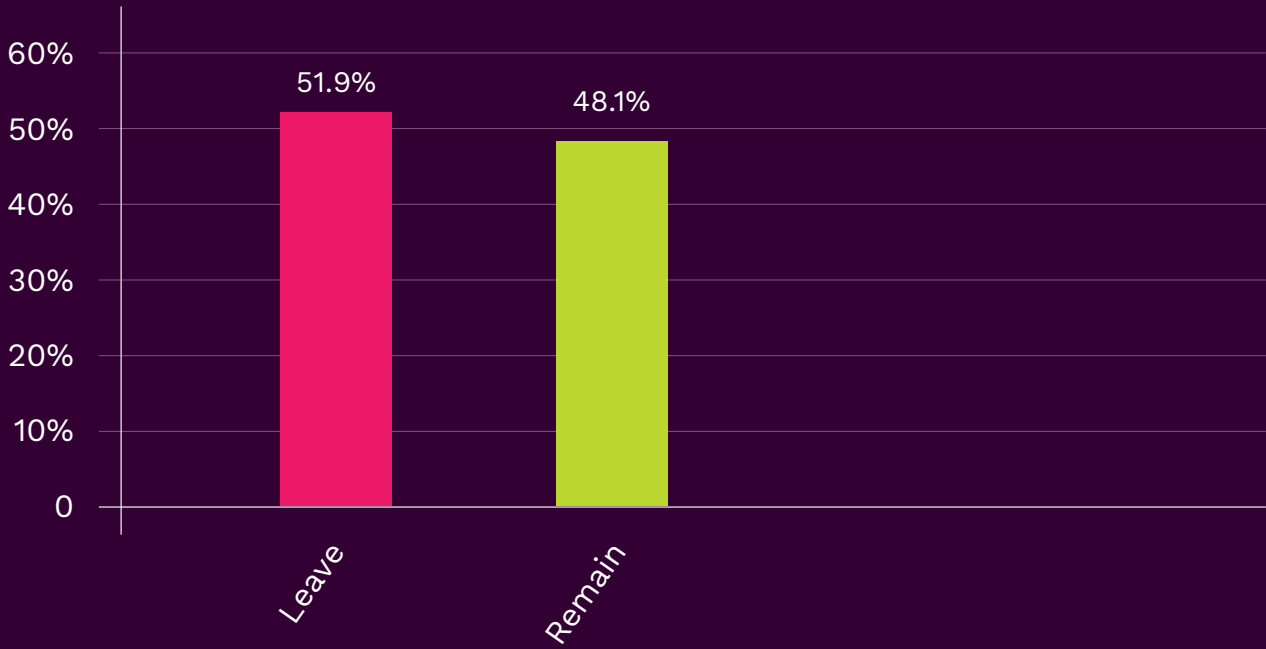
Both Leave and Remain campaigns were fought on the economy and immigration, themes embraced by mainstream (largely pro-Leave) media. But this has been an election where social media came into its own as a place for debate: we have turned to friends and family for advice, rather than politicians, journalists or experts.

The referendum was a political gamble for David Cameron, an attempt to pacify Tory Eurosceptics with a referendum the Remain camp expected to win comfortably. With the failure of that gamble, Cameron has already announced plans to step down by the time of his party's conference in October to allow a new leader to begin the UK's formal withdrawal from the EU. Expect delicate negotiations on issues such as access to the single market, trade deals and free movement of both EU nationals and Britons.

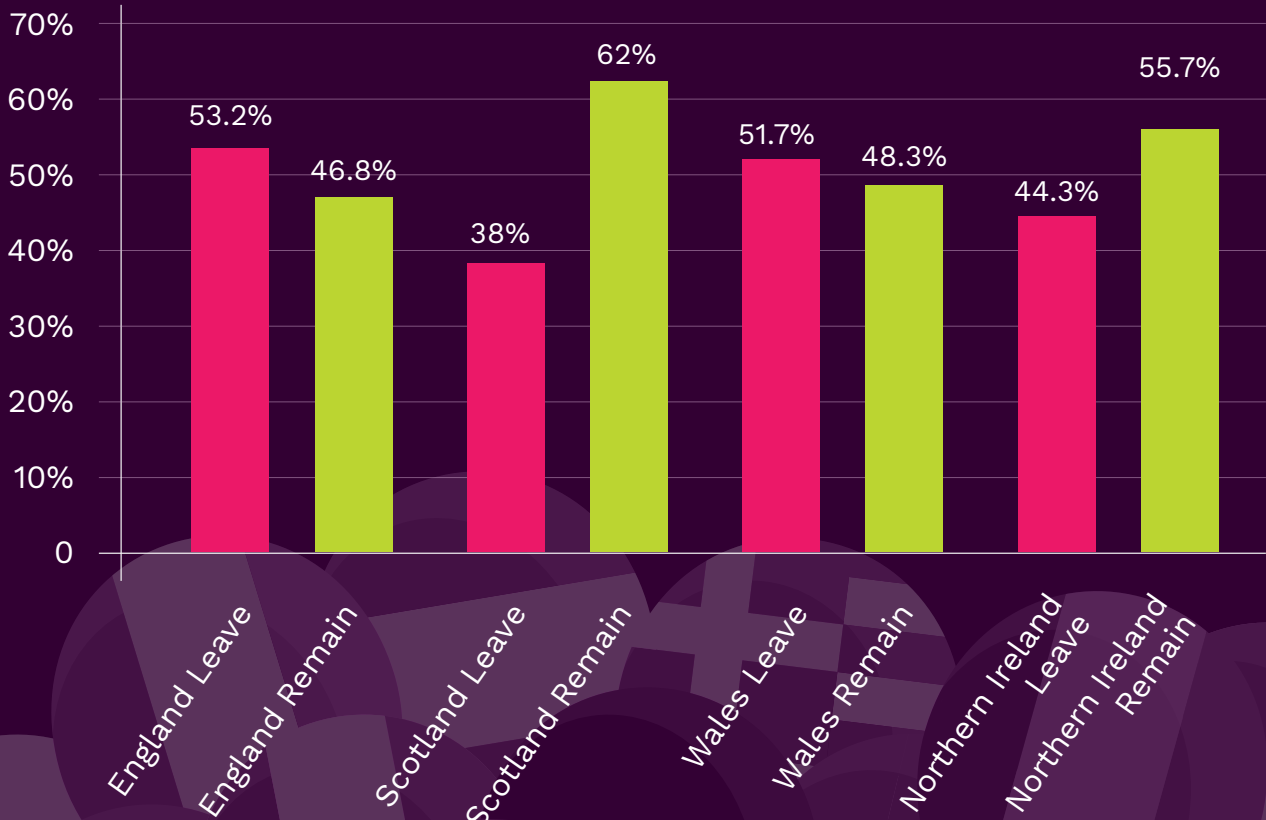
Jeremy Corbyn has more Labour Party wounds to heal, after campaigning for Remain after years of backbench Euroscepticism and coming under fire for a lacklustre performance. Questions were raised over his leadership this afternoon, after a vote of no confidence was submitted by two Labour MPs. Meanwhile, triumphant UKIP leader Nigel Farage has already reneged on his campaign pledge to spend the UK's alleged £350m weekly EU deficit on the NHS. Ominously, at the time of writing Boris Johnson has yet to break cover.

As for the EU itself, Brussels will be watching with concern the reactions of both member states and financial markets. The latter's initial volatility reflects both the momentous nature of the decision, and the global uncertainty it has prompted.

## Final Results



## Results by Country



“Momentum, which campaigned to remain in the EU to transform the EU, respects the decision taken by the electorate. Many ‘Leave’ voters usually vote for Labour or are working people Labour should represent. Now the Party and the whole labour movement needs to show the country that it alone can offer working people genuine control over their lives, workplace and communities.”

Momentum

“There is no doubt this vote will change both the UK and Europe. However, at this stage it is impossible to say much with certainty. Now is a time for reflection and cool heads. The UK first needs to examine what it wants both in terms of domestic politics and its relationship with the EU.”

Open Europe

“The people have spoken - we look forward to a brighter future as a free, independent nation!”

Leave.EU

“The country has voted to leave the EU. Thank you to everyone who has supported the campaign. Let’s work together to support LGBT rights.”

Out and Proud

“This is not the result we campaigned for and we recognise that it represents a point of no return. We call on the Prime Minister to give an assurance to EU citizens who have built their lives in the UK that their future in the UK is secure and that he will work with EU member states to safeguard the rights of UK citizens in the EU.”

New Europeans

“Thank you to the millions of the Labour voters, who stood by traditional Labour values and voted to leave the European Union.”

Labour Leave



**Robert Peston**  
@Peston

“ This is the biggest jolt to our way of life since the election of Thatcher in 1979. Will there be same pattern of huge cost then recovery? ”



**Owen Jones**  
@OwenJones84

“ The people have spoken. That’s democracy. And now we have to make this work, and defend all and any rights that are under threat. ”



**Fraser Nelson**  
@FraserNelson

“ Merkel, Tusk et al should have recognised that Cameron was fighting to save Britain’s EU membership. A decent deal would have stopped Brexit. ”



**Kamal Ahmed**  
@bbckamal

“ Pound now flirting with levels not seen since 1985. £ now at \$1.34 #EUref. ”



**Adam Boulton**  
@adamboultonSKY

“ I think this all makes President @realDonaldTrump much more likely. ”



Sam Coates  
@SamCoatesTimes

“ Last night was an 86% chance of a remain victory. This morning Westminster is a wasteland & must start rebuilding politics from scratch. ”



Stephen Bush  
@stephenkb

“ A lot of people who thought Remain had it in the bag are gonna start shitting all over Britain Stronger in Europe. ”



James Forsyth  
@JGForsyth

“ Tim Farron now really going for Corbyn and Labour. Clear, he is trying to position the Lib Dems as the progressive, internationalist party. ”



Tim Montgomerie  
@montie

“ Boris V Theresa will be the likely contest and I think it's too close to call. ”



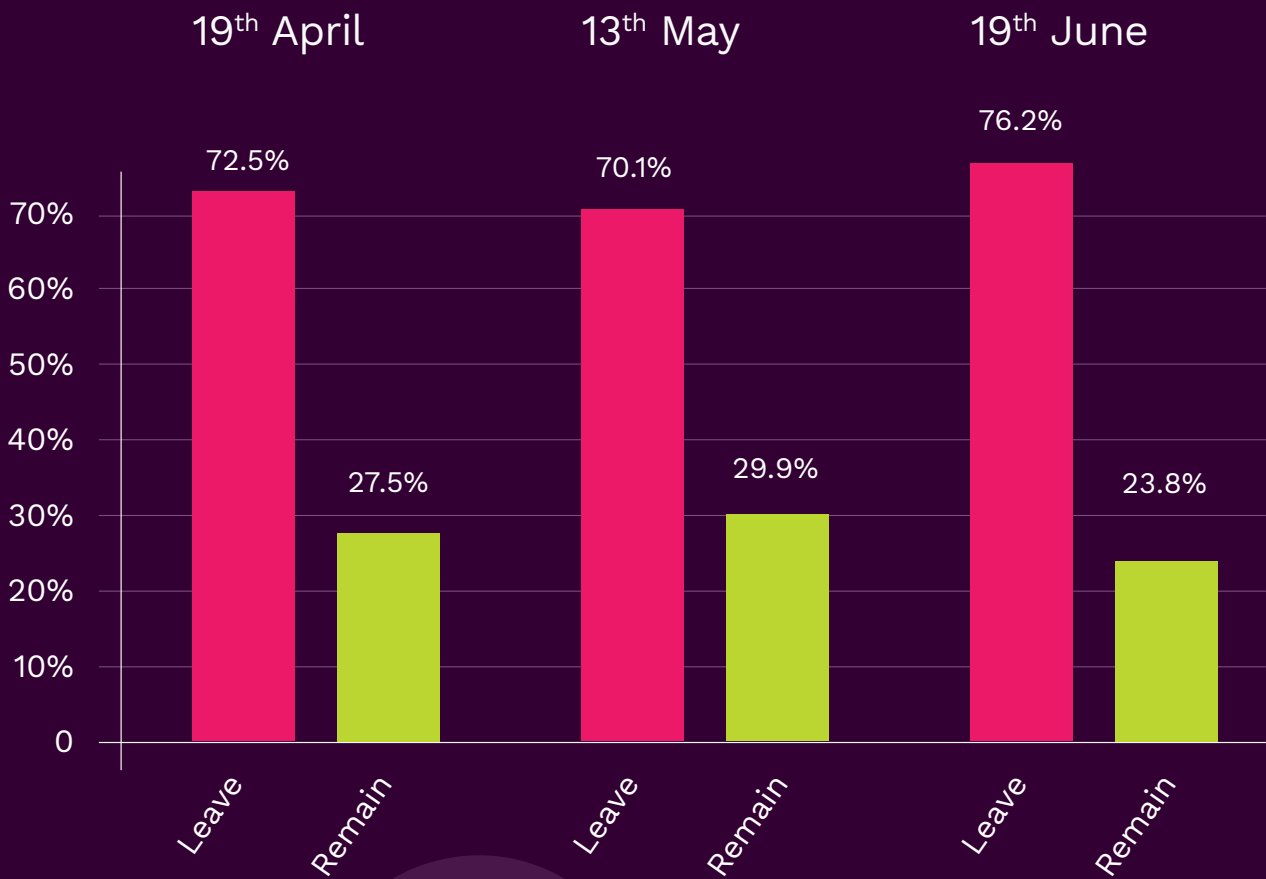
Faisal Islam  
@faisalislam

“ Alistair Campbell: “sturgeon would be perfectly entitled to call for a second referendum [on independence].” ”

## Which campaign has been most talked about during the last 6 weeks of the referendum?

While mentions do not necessarily equate to campaign support, Leave has shown a clear dominance on Twitter over the last six weeks.

### Leave & Remain Twitter Mentions

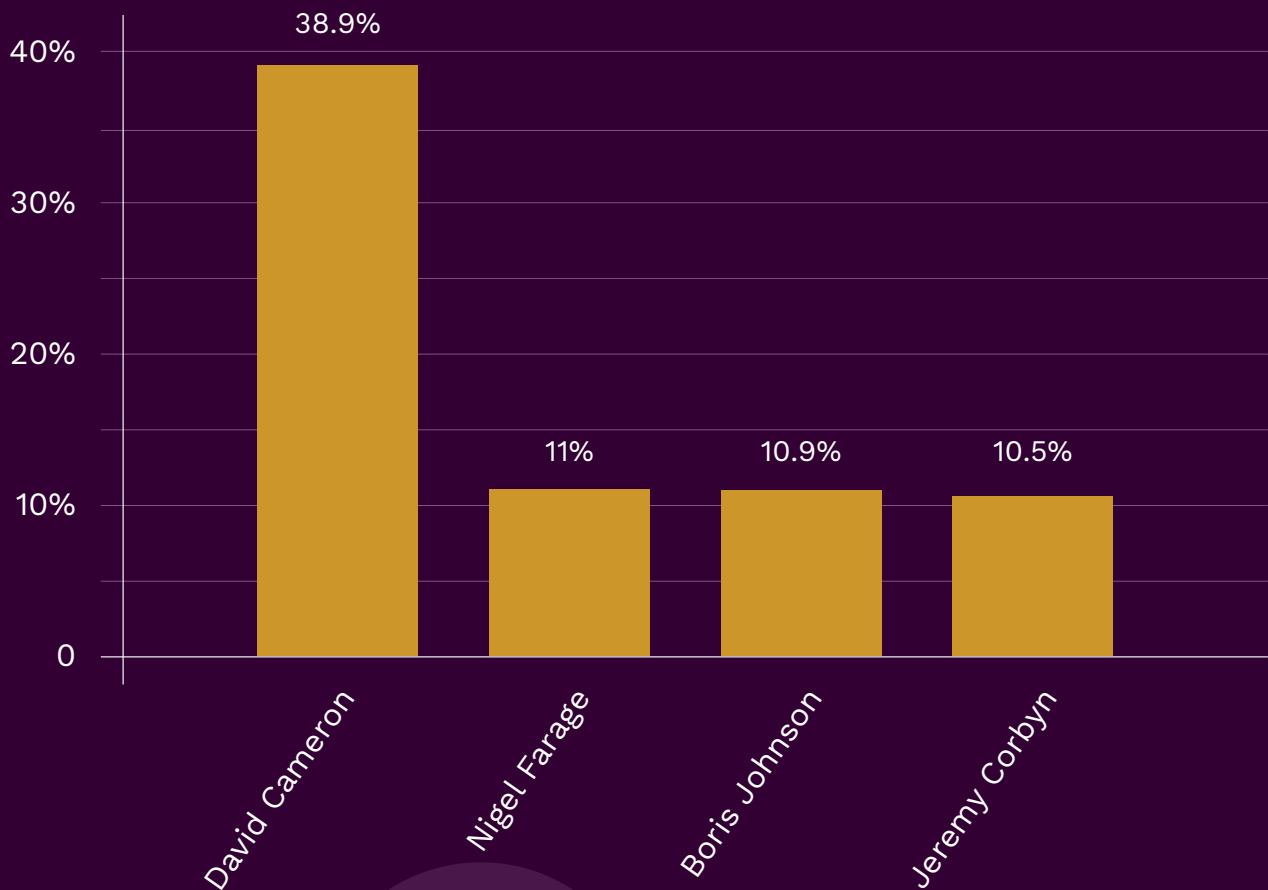




## Who's been most talked about?

Looking at mentions of the four leading referendum campaigners, David Cameron has been most mentioned on Twitter, followed by Nigel Farage, Boris Johnson and Jeremy Corbyn.

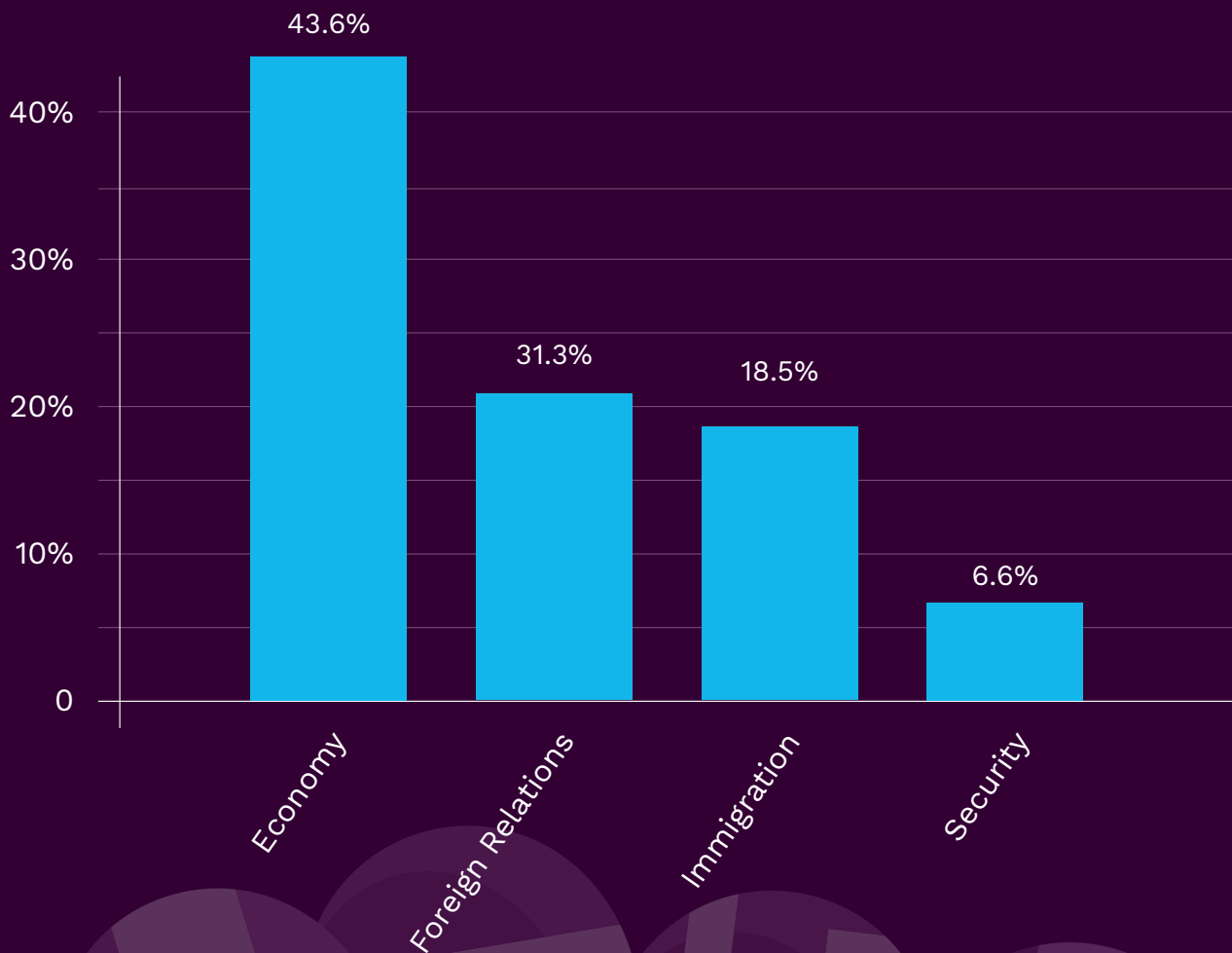
## Campaigner Twitter Mentions



## Which issues have been most talked about?

The economy has driven referendum conversation on Twitter, followed by foreign relations, immigration and security. Given the primacy of immigration in the debate over the EU its position in third place may come as a surprise, although the economy's position at the top of the list is to be expected.

### Most talked about issues



“Some market and economic volatility can be expected as this process unfolds. But we are well prepared for this. The Treasury and the Bank of England have engaged in extensive contingency planning and the Chancellor and I have been in close contact, including through the night and this morning.”

Mark Carney, Governor of the Bank of England

“Over the coming months we all need to demand that the government replaces European regulations protecting nature with new UK laws that are just as strong... That means the green movement, indeed every Briton who values a clean and safe environment, may need to stand up for nature in the face of an attack on the natural world.”

Greenpeace

“Access to the single market means access to 500 million potential consumers, more than 26 million businesses and is worth 11 trillion euros. We call on the Government for clarity on the impact to smaller firms who export wider afield through EU FTA agreements.”

Mike Cherry, National Chairman at the Federation of Small Businesses

“The vote to leave the European Union will inevitably lead to a period of uncertainty in a number of areas that are of vital importance to Britain’s farmers.”

National Farmers Union President Meurig Raymond

“It is vital that the UK sets about drafting new free trade deals with countries outside the EU, allowing further exporting opportunities for many of our manufacturing and service based firms.”

Centre for Policy Studies

“Much financial regulation currently applicable in the UK derives from EU legislation. This regulation will remain applicable until any changes are made, which will be a matter for Government and Parliament.”

Financial Conduct Authority

“Government must now maintain economic stability and secure a deal with the EU which safeguards UK automotive interests. This includes securing tariff-free access to European and other global markets, ensuring we can recruit talent from the EU and the rest of the world and making the UK the most competitive place in Europe for automotive investment.”

The Society of Motor Manufacturers and Traders



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