Shifting Ground: changing attitudes to immigration

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A wealth of attitudinal data available…

Delighted to support OPAM with our data

Two new studies:
- 25 country survey, 11 in Europe, since 2011
- UK-only longitudinal study for Unbound Philanthropy

Make 5 quick points…
1. Views of immigration are generally not positive – but stable, even improving...

- 75% think immigration increased (was 80% in 2011)
- 48% think too many immigrants (was 52%), 83% in Turkey, 66% in Italy
- 44% think immigration changing country in way they don’t like, 77% in Turkey, 63% in Italy, 56% in Belgium
Only one in five think immigration has had positive impact...

Almost identical aggregate findings since 2011
But changing differently in countries...

Would you say that immigration has generally had a positive or negative impact on your country?

Base: 17,903 adults aged 16-64 across Argentina, Australia, Belgium, Brazil, Canada, France, Germany, Great Britain, Hungary, India, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey, United States, Serbia, Peru, July 2017
Britain and the USA have become more positive since 2011 while Sweden more negative...

% saying immigration’s impact on their country has been Very/Fairly positive

Would you say that immigration has generally had a positive or negative impact on your country?
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Foreign born population figures: United Nations Department of Economic and Social Affairs, Population Division. 2015.

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2. But even where change positive this isn’t leading to fewer wanting to reduce numbers…
Six in ten still want immigration numbers reduced in Britain...

Do you think the number of immigrants coming to Britain nowadays should be increased a lot, increased a little, remain the same as it is, reduced a little, or reduced a lot?

Base: 2,765 GB adults +16 completing an online panel survey between the 13-20th October 2016
3. There are cultural and economic drivers...
Explaining Nativist/Anti-immigration views

Nostalgic for Britain’s past

Think Britain will be in strong position to negotiate trade post-Brexit

Strong sense of authoritarianism

Do not trust experts

Belief that that system does not work for them personally

Strong belief individuals should look after themselves

Does not value diversity

17%

12%

9%

9%

5%

5%

3%

Base: 2,765 GB adults +16 completing an online panel survey between the 13-20th October 2016
Explaining EU Referendum vote

Voting Leave in the EU referendum

Distrust in experts

Nativism and anti-immigration

- 23%

- 34%

- 12%

- 6%

- 5%

- 5%

- 4%

- 4%

- 5%

Opposed to political correctness and suspicious of human rights

Against globalisation

Does not value diversity

Strong sense of authoritarianism

Nostalgic for Britain’s past

Belief that that system does not work for them personally

Base: 2,765 GB adults +16 completing an online panel survey between the 13-20th October 2016
4. Different people have different drivers of views...
### The different population segments

<table>
<thead>
<tr>
<th>Most negative about immigration</th>
<th>28%</th>
<th>Anti-immigration group</th>
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</thead>
<tbody>
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<td></td>
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<td>Concerned about immigrants taking away welfare services and jobs. Nostalgic for the past. Least likely to mix with people from different backgrounds; don’t value diversity. Low levels of trust in others and experts. Strong authoritarian views. Older, lower levels of education. Social renters. Highest support for UKIP. Voted heavily to Leave</td>
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<tr>
<th>Most positive about immigration</th>
<th>24%</th>
<th>Open to immigration</th>
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<td></td>
<td></td>
<td>Majority think immigration levels should stay same. Trust others and experts. Value diversity and human rights, want a fairer more equal society but. Believe they will be worse off than parents’ generation. Well educated, highest group of private renters. Highest group of Labour supporters. Mostly voted Remain.</td>
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<th>Mid group – comfortably off but culturally concerned</th>
<th>23%</th>
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<td>Optimistic about their future, income inequality acceptable. Highest levels of trust in others, open to diversity, second least nostalgic group. Don’t feel personally threatened by immigration. Oldest group, retired, most likely to own house outright. Highest support for Tories. Split on EU ref vote</td>
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<th>Mid group – under pressure</th>
<th>25%</th>
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<td>Second highest group to think other people get priority over them for public services and immigrants get priority over jobs. Second least emphatic group about diversity. Youngest age group, highest no. of part time workers. Biggest concern issue facing Britain is the economy. Politically disparate and highest group of undecided voters. Marginally more Remain than Leave</td>
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OUR WORK FOR PURPOSE: THE ‘CONFLICTED MIDDLE’ IN GERMANY (ON REFUGEES)

Data:
Own calculation.
Base: n=2,002 respondents in Germany.
Source: Segmentation on basis of an Ipsos survey on behalf of Purpose.

TWO-DIMENSIONAL MAPPING

Data: Own calculation.
Base: n=2,002 respondents in Germany.
Source: Segmentation on basis of an Ipsos survey on behalf of Purpose.
5. Aggregate change hides individual change...
Can track change at individual level on longitudinal study...

Do you think the number of immigrants coming to Britain nowadays should be increased a lot, increased a little, remain the same as it is, reduced a little, or reduced a lot?

April 2016
- Increased: 9%
- Remained the same: 25%
- Reduced: 65%

October 2016
- Increased: 7%
- Remained the same: 29%
- Reduced: 64%

Base: 2,765 GB adults +16 completing an online panel survey between 14-25 April 2016 and 13-20 October 2016
Combining individual-level change and segmentations...

- Hoped to find evidence of greater shift in “conflicted” or “persuadable” middle in UK 2015-2016; and identify whether economic or culturally concerned moved most...

- Only one point clear: “open to immigration” moved least – rest similar, anti-immigrant group moved most

- No big differences in movement between different demographic groups

- Report out October…
Thank you

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