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EU Campaigns failing to engage women - new Fawcett Society ICM poll reveals

A new ICM poll for the UK's leading gender equality charity, the Fawcett Society shows that women are so far giving both the Leave and Remain campaigns an overwhelming thumbs down as they fail to resonate with female voters. The poll finds that more than **twice as many women as men** remain undecided about whether the campaigns have addressed their issues.

The results have been released on the day that the Fawcett Society is hosting a debate on the EU Referendum and the women's vote at the Museum of London (6-8pm). The event, which is focused on engaging women voters and facilitating stimulating debate, will be chaired by Guardian Political Editor, **Anushka Asthana**. Panelists include **Vicky Pryce, Suzanne Evans, Deborah Mattinson, Kate Green MP** and **Catherine Mayer**.

The survey of over 2,000 people found that the Leave campaign is significantly more successful in their appeal to men with 35% agreeing that the Leave campaign has addressed issues that they are concerned about compared to just 25% for women.

Remain is performing less well with men – just 27% of men and 28% of women agree that the Remain campaign has addressed issues that they are personally concerned about. Men are significantly more likely than women to say they disagree (38% vs 24%) and women are significantly more likely to answer 'don't know' with 23% for women and just 10% for men.

When asked whether the arguments in the campaigns have helped you to decide which way to vote in the EU referendum 23% of men say the campaigns have helped them to decide compared to just 19% of women. More than 4 in 10 (43%) people say the campaigns have not helped much or at all. 29% of men and 26% of women said they had already decided. Older men are particularly responsive to the Leave campaign while older women are less persuaded.

Of those who are registered and certain to vote in the EU Referendum, women are more likely to say they will vote to remain (45% vs 40%) while men are more likely to say they will vote to leave (51% vs 39%). However, 16% of women who are certain to vote say they don't know how they will vote compared to 9% of men.

Commenting Sam Smethers, Chief Executive of the Fawcett Society said:

"With 1 million more women's votes up for grabs both campaigns are failing to do what it takes to win this referendum. There is a huge risk that the campaigns will fail to engage the majority of the electorate.

"23% of women are still 'don't knows' while a further 1 in 4 neither agree nor disagree that the campaigns have addressed issues they are concerned about. That is half the female electorate so far switched off by the process."

Deborah Mattinson, founding Director, Britain Thinks added:

“Women's votes are up from grabs in the EU referendum, but, rather than wooing them is seems as if campaigners are setting out to put them off.

“When I listen to women talking about the campaign, I'm struck by how frustrated they are at the way the arguments are shaping up. They know this is an important decision but lack the knowledge they feel they need to make an informed choice. Nobody seems to be talking about what matters to them.”

Ends

ICM interviewed a nationally representative sample of 2,030 GB adults aged 18+. Fieldwork was conducted online on 8-10 April 2016. The full data is available on ICM's website.

*** Event Details:**

Where: Museum of London

When: Thursday 14th April 2016, 6.00-8.00pm

The debate is being chaired by Guardian Political Editor, Anushka Asthana, and panelists include:

Vicky Pryce, former Joint Head of the UK's Government Economic Service

Suzanne Evans, board member of Vote Leave, and founder member of Women for Britain

Deborah Mattinson, Founding Director of Britain Thinks

Kate Green MP Labour Shadow Women and Equalities

Catherine Mayer, Co-founder of the Women's Equality Party.