

Additional Submissions to Parliament in Support of Inquiries Regarding Brexit

Damian Collins MP

Dear Mr Collins,

Over the past many months, I have been going through hundreds of thousands of emails and documents, and have come across a variety of communications that I believe are important in furthering your inquiry into what happened between Cambridge Analytica, UKIP and the Leave.EU campaign.

As multiple enquiries found that no work was done, I would like to appeal those decisions with further evidence that should hopefully help you and your colleagues reach new conclusions.

As you can see with the evidence outlined below and attached here, chargeable work was completed for UKIP and Leave.EU, and I have strong reasons to believe that those datasets and analysed data processed by Cambridge Analytica as part of a Phase 1 payable work engagement (see the proposal documents submitted last April), were later used by the Leave.EU campaign without Cambridge Analytica's further assistance.

The fact remains that chargeable work was done by Cambridge Analytica, at the direction of Leave.EU and UKIP executives, despite a contract never being signed. Despite having no signed contract, the invoice was still paid, not to Cambridge Analytica but instead paid by Arron Banks to UKIP directly. This payment was then not passed onto Cambridge Analytica for the work completed, as an internal decision in UKIP, as their party was not the beneficiary of the work, but Leave.EU was.

I am submitting the following additional materials to supplement the testimony and documents I gave to the DCMS Committee last year as follows:

- 1) FW PRESS INVITATION HOW TO WIN THE EU REFERENDUM INVITE ONLY.pdf**
 - a. This is one draft of the press invitations sent out announcing Cambridge Analytica's participation in the Leave.EU launch event as part of the Leave.EU campaign team.
- 2) CA Presentation Next Week**
 - a. A communication between Matthew Richardson and Julian Wheatland discussing how UKIP data had already been analysed by Cambridge Analytica and that it wouldn't be a good idea to tell anyone that at the panel presentation.
- 3) IMPORTANT READ THIS Leave.EU Update and Arrangements**

- a. A communication from Julian Wheatland letting the Cambridge Analytica team know that Andy Wigmore had told the Cambridge team to go ahead and do the data work while a contract structure between UKIP, CA and Leave.EU was arranged by Matthew Richardson.
- 4) Counsels Advice Processing UKIP Data and General Advice.pdf**
 - a. Communications between the Cambridge Analytica team discussing the work already done on UKIP data for Leave.EU and that the legal advice given says that the work already done was legal, but the opinion contained nothing further about legality of using that work and data for microtargeting.
- 5) Re Counsels Advice Processing UKIP Data and General Advice**
 - a. Another thread of the above email with Matthew Richardson confirming the intent to give the analysed UKIP dataset to Leave.EU.
- 6) Leave notes**
 - a. Cambridge Analytica's Head of Messaging sending me my talking points for the Leave.EU launch panel (see document below for the noted attachment).
- 7) Leave campaign launch notes**
 - a. My talking points for the panel as I received them from the Cambridge Analytica communications team (the attachment from the email above).
- 8) UKIP Doc1.pdf**
 - a. Insights sent to Cambridge Analytica from UKIP in order to help the Cambridge team interpret the UKIP data and survey results they sent for analysis for Leave.EU.
- 9) Segments**
 - a. This is the work that was done by senior data scientist Dr David Wilkinson, also the data scientist for the Trump campaign. This work shows the groupings and charts that resulted from matching the UKIP membership data to the survey results, in order to build models that identified four key groups of persuadable UK voters to be targeted with Leave.EU messaging.
- 10) 355LE Presentation Final (1).pdf**
 - a. Leave.EU's presentation regarding their early traction and why they deserved the designation over Vote Leave.

Given the enormity of the implications of earlier inaccurate conclusions by different investigations, I would hope that Parliament reconsiders the evidence submitted here in good faith.

I hope that these ten documents are helpful to your research and furthering the transparency and truth that your investigations are seeking, and that the people of the UK and EU deserve.

With my kindest regards,

Brittany Kaiser

Former Director of Business Development
Cambridge Analytica

From: Julian Wheatland
Subject: FW: PRESS INVITATION - HOW TO WIN THE EU REFERENDUM - INVITE ONLY
Date: November 10, 2015 at 17:20
To: Brittany Kaiser, Pere W. Brown, Jordanna Zetter
Cc: Alexander Ashburner Nix, Matthew Richardson



FYI. Note – the presentation on the 18th is at the Emanuel Centre, not the House of Lords

From: Andy Wigmore
Sent: 09 November 2015 17:00
To: Andy Wigmore
Subject: PRESS INVITATION - HOW TO WIN THE EU REFERENDUM - INVITE ONLY

PRESS INVITATION - HOW TO WIN THE EU REFERENDUM - INVITE ONLY

[LEAVE.EU](#) invite you to a Press briefing 18th November 2015 at the Emanuel Centre. Marsham Street. London SW1P 3DW at 11:00am

[LEAVE.EU](#), the UK's fastest growing cross party campaign are holding a private media briefing looking at how [LEAVE.EU](#) can win the EU referendum.

An exclusive invite to a briefing with the worlds leading campaigners on how the leave campaign can win the EU referendum. The team who will be part of the official Leave.EU bid for designation with the Electoral Commission includes Americas most successful referendum campaigner Gerry Gunster, the worlds leading target voter messaging campaigners Cambridge Analytica and Ian Warren, the UK's foremost political demographer and expert on understanding the Labour vote and working class Britain. Also joining them will be Leave.EU Ambassadors Richard Tice and CEO Liz Bilney.

The briefing will see the releasing of new polling, an analysis of the key arguments the leave side must use to win, as well as identifying what spokespeople the campaign should use and what effect they have on influencing undecided voters. The Leave.EU team will also address the Electoral Commission designation process and outline part of their official bid proposal.

Who?

Gerry Gunster

<http://goddardgunster.com>

Goddard Gunster has fought and won some of the most contentious referendum campaigns around the globe. With a success record of over ninety percent, they are recognised as the top international ballot measure firm in the world. Their experience includes Russia's four-part referendum on President Boris Yeltsin as well as health care, tax reform, American Indian self-reliance and tort reform in forty-three US states. The firm is led by Gerry Gunster who has his own remarkable success record winning thirty of his last thirty-two campaigns.

Brittany Kaiser

<https://cambridgeanalytica.org/about>

The team behind Cambridge Analytica are considered world leaders in target voter messaging using nontraditional “psychographic” analysis. Cambridge Analytica who believe “people change people” have worked on over 100 national elections around the world, including the election of Nelson Mandela in 1994, and provides the data analytics for a number of the leading Republican presidential candidates such as Ben Carson and Senator Ted Cruz.

Ian Warren

@election_data

Warren who was brought into help the Labour Party under Ed Miliband at the last election and is arguably the UK's foremost political demographer and expert on understanding the Labour vote and working class Britain. Regarded as the UK's Nate Silver, Warren correctly predicted the precise results in the 2008 and 2012 American presidential elections and at last election Warren worked inside Labour HQ in the targeting analysis team with a focus on the parties target seats.

About Leave.EU.

Leave.EU are the UK's fastest growing cross party campaign, with over 250,000 registered supporters and more than 1300 councillors from all parties signed up to leave the European Union. The campaign founded by businessmen Arron Banks and Richard Tice and headed by CEO Liz Bilney has more than 60 employees in offices in Bristol and London and is supported by 7 Eurosceptic groups, including the Bruges Group and the Campaign for an Independent Britain.

www.leave.eu<<http://www.leave.eu>>

facebook.com/leaveeuofficial<<http://facebook.com/leaveeuofficial>>

twitter.com/leaveeuofficial<<http://twitter.com/leaveeuofficial>>

RSVP to Victoria Hughes

Andy Wigmore

Head of Communications

Join Britain's fastest growing grassroots movement by texting ‘Leave EU’ to 81400!

Follow us on Twitter:  Follow us on FB: 





Data Driven Behavior Change

With offices in Washington DC, New York City and London, we are changing the way communications campaigns are designed and executed.

Data analytics is redefining the political landscape with the ability to break down voting blocks into their constituent parts: individual people.

Cambridge Analytica's solutions help candidates and campaign teams address the challenges and capitalize on the opportunities presented in this new environment.

CA brings specialist data modeling, 25 years of experience at the forefront of behavioral change and cutting edge technological capabilities together in one innovative team. This array of expertise enables us to offer unparalleled audience targeting capabilities and the means to put them to use.

At the heart of Cambridge Analytica's service lies Behavioral Microtargeting™, our proprietary engagement methodology that has proved critical to helping campaign teams understand what motivates voters to turn out and what shapes the choices they make on Election Day.



355LE
Presen...(1).pdf

I PLEASE JOIN US



 **PRESS CONFERENCE**

A PRESENTATION
OF POLLING DATA BY
**GERRY GUNSTER
IAN WARREN &
CAMBRIDGE
ANALYTICA**

18TH NOV 2015 - 11AM
UPPER HALL
EMMANUEL CENTRE
MARSHAM ST
LONDON, WESTMINSTER
SW1P 3DW



WWW.LEAVE.EU

355LE116



From: Julian Wheatland
Subject: Re: CA Presentation Next Week
Date: November 11, 2015 at 11:47
To: Matthew Richardson
Cc: Jordanna Zetter, Brittany Kaiser, andyw
Peregrine Willoughby-Brown

Okay, understood. We will stand by for direction tomorrow afternoon.

Thanks
Julian

On 11 Nov 2015 11:14, "Matthew Richardson" <

> wrote:

I would rather we didn't, to be honest, I am meeting with Andy tomorrow to discuss all of this and we will have a plan by the end of that lunch, I think.

Matt

From: Julian Wheatland
Date: Wednesday, 11 November 2015 16:12
To: "[andyw](#)" , Matthew Richardson
<
Cc: Peregrine Willoughby-Brown , Brittany Kaiser
, Jordanna Zetter
Subject: CA Presentation Next Week

Andy / Matthew

We need to agree the line to take in the presentations next week with regards the origin of the data we have analysed.

We have generated some interesting findings that we can share in the presentation, but we are certain to be asked where the data came from. Can we declare that we have analysed UKIP membership and survey data?

Best wishes
Julian

From: Brittany Kaiser
Subject: Fwd: IMPORTANT READ THIS - Leave.EU Update and Arrangements
Date: February 7, 2018 at 09:23
To: Julian Wheatland



----- Forwarded message -----

From: Julian Wheatland
Date: 10 November 2015 at 17:03
Subject: IMPORTANT READ THIS - Leave.EU Update and Arrangements
To: Brittany Kaiser, "Pere W. Brown", David Wilkinson
, Jordanna Zetter
Cc: Alexander Ashburner Nix

All

I had a call with Andy Wigmore today (Arron's right hand man) and he confirmed that, even though we haven't got the contract with the Leave written up, it's all under control and it will happen just as soon as Matthew Richardson has finished working out the correct contract structure between UKIP, CA and Leave.

Preparations for Brittany's presentation next Wednesday (18th) are well underway:

- The presentation will be at the House of Lords at 11:00am
- It will be televised and SKY will be running some live coverage
- There has been huge press interest in the presentation and press are very curious about the scientific techniques of CA
- There will be around 150 people in the audience (50-60 of whom will be press)
- Afterwards there will be press interviews by request (maybe interviews with Brittany)

The dinner will take place at 5 Hertford Street the following evening, Thursday (19th). Attendees will include:

- Nigel Farage
- Simon Heffer
- Barclay Brothers
- Et Al

David – do you have some insights from the UKIP data that you can start to share? When are we getting the rest of the data?

Pere – I will be on a plane during the House of Lords presentation, so please can you plan to attend with Brittany (and possibly also Jordanna). We are not yet sure who/how many will be required on Thursday evening. We need to start preparing Brittany's presentation, which will involve working with some of the insights David has been able to glean from the UKIP membership data. Can you take the lead on this please and coordinate a call with Brittany and David tomorrow?

Jordanna – Brittany needs a brief on how to field a variety of questions about CA and our methodology, but also SCL, Rest of the World, SCL Defence etc... Can you please work with Harris, and get input from Alexander, and produce some 'line to take' notes?

Thanks

Julian

--

CA Cambridge Analytica

597 5th Avenue, 7th Floor
New York, NY 10017

1901 Pennsylvania Avenue NW, Suite 902
Washington, D.C. 20006

55 New Oxford Street
London, WC1A 1BS

<https://cambridgeanalytica.org>

This email and any attachments are confidential. If you have received this message in error, please do not use it in any way. Inform the sender and delete it. The author's views and opinions do not necessarily represent those of the company. Please check this email and any attachments for viruses as the company accepts no liability for any damage caused by this email.

From: Julian Wheatland
Subject: RE: Counsel's Advice - Processing UKIP Data and General Advice
Date: November 20, 2015 at 06:52
To: Peregrine Willoughby-Brown, David Wi kinson
Cc: Josh Coe, Jordanna Zetter, Alexander Ashburner Nix, Alex Tayler, Sabhita Raju, Brittany Kaiser



David and I are confirming. Stand by....

From: Peregrine Willoughby-Brown
Sent: 20 November 2015 11:31
To: David Wilkinson
Cc: Julian Wheatland; Josh Coe;
Jordanna Zetter; Alexander Ashburner Nix
; Alex Tayler; Sabhita Raju
; Brittany Kaiser
Subject: Re: Counsel's Advice - Processing UKIP Data and General Advice

I'm with David on this.

The opinion only seems to be an analysis of the legality of the work we have already done for UKIP, rather than any judgement on whether or not we can do microtargeting. As such, whilst it is helpful to know that we haven't already broken the law, it doesn't offer clear guidance on how we can proceed with reference to a larger scope of work.

I haven't read it in sufficient depth to know whether or not it offers indirect insight into how we could proceed with national microtargeting, which it may do.

Kyriakos and I are going to discuss it further later today.

Peregrine Willoughby-Brown
Senior Project Manager

UK

[SCL Group](#)

www.scl.cc

[scl commercial](#)
[scl defence](#)
[scl elections](#)
[scl social](#)

This email is confidential and may be privileged. If you are not the intended recipient or have received this email

This email is confidential and may be privileged. If you are not the intended recipient or have received this email in error, please notify the sender immediately and delete this email. Any unauthorized copying, disclosure or distribution of the material in this email is strictly forbidden. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.

Please consider the environment before printing this e-mail

On 19 November 2015 at 23:03, David Wilkinson

wrote:

Hi Julian, thanks for this.

I have some concerns about what this document says is our "output" - points 22 to 24. Whilst it includes what we have already done on their data (clustering and initial profiling of their members, and providing this to them as summary information), it does not say anything about using the models of the clusters that we create to extrapolate to new individuals and infer their profile. In fact it says that our output does not identify individuals. Thus it says nothing about our microtargeting approach typical in the US, which I believe was something that we wanted to do with leave eu data to identify how each their supporters should be contacted according to their inferred profile.

For example, we wouldn't be able to show which members are likely to belong to group A and thus should be messaged in this particular way - as the identification of these people would constitute personal data. We could only say "group A typically looks like this summary profile".

Brittany and I are going to Leave.EU HQ tomorrow (Friday) and thus it would be really useful to have this clarified early on tomorrow, because I was under the impression it would be a large part of our product offering to our UK clients.

Many thanks,
David

On 19 Nov 2015 8:41 p.m., "Julian Wheatland"

wrote:

All

Please find attached the written advice from Queen's Counsel on the question of how we can legally process data in the UK, specifically UKIP's data for Leave.eu and also more generally.

Julian



From: David Wilkinson
Subject: Fwd: Re: Counsel's Advice - Processing UKIP Data and General Advice
Date: November 20, 2015 at 11:05
To: Brittany Kaiser

----- Forwarded message -----

From: "Matthew Richardson"
Date: 20 Nov 2015 11:06 a.m.
Subject: Re: Counsel's Advice - Processing UKIP Data and General Advice
To: "Julian Wheatland"
Cc: "David Wilkinson"

Julian,

I have spoken to Philip about this and there is some confusion at our end about where this data is coming from and going to.

Our advice was based on the following premises:

- CA receives Personal Data from UKIP
- CA combines that Data with other legitimate sources and processes it
- CA produces a series of models of likely supporters and profile of ideal messaging for each which contains no Personal Data("the Analysed Dataset")
- CA returns that Analysed Data to UKIP
- As the Analysed Dataset contains no personal data UKIP are free to give that Analysed Dataset to anyone else to do with what they wish. UKIP will give the Analysed Dataset to Leave.EU

Could you please confirm that the above is correct?

Do I also understand correctly that CA then intend to use the Analysed Dataset and overlay it on Leave.EU's legitimately acquired data to infer (interpolate) profiles for each of their supporters so as to better control the messaging that leave.eu sends out to those supporters?

Is it also correct that CA then intend to use the Analysed Dataset and overlay it on publicly available data to infer (interpolate) which members of the public are most likely to become Leave.EU supporters and what messages would encourage them to do so?

If these understandings are not correct please let me know and I will give you a call to discuss this.

Many thanks,

Matthew

From: Julian Wheatland
Date: Friday, 20 November 2015 00:08
To: Matthew Richardson
Cc: 'David Wilkinson'
Subject: FW: Counsel's Advice - Processing UKIP Data and General Advice

[Matthew](#)

Can you comment on David's concern?

Kind regards

Julian

From: David Wilkinson

Sent: 19 November 2015 23:03

To: Julian Wheatland

Cc: josh.coe

; Jordanna Zetter

; Alexander Ashburner

Nix

; Alex Tayler

; Pere W. Brown

; Sabhita Raju

; Brittany Kaiser

Subject: Re: Counsel's Advice - Processing UKIP Data and General Advice

Hi Julian, thanks for this.

I have some concerns about what this document says is our "output" - points 22 to 24. Whilst it includes what we have already done on their data (clustering and initial profiling of their members, and providing this to them as summary information), it does not say anything about using the models of the clusters that we create to extrapolate to new individuals and infer their profile. In fact it says that our output does not identify individuals. Thus it says nothing about our microtargeting approach typical in the US, which I believe was something that we wanted to do with leave eu data to identify how each their supporters should be contacted according to their inferred profile.

For example, we wouldn't be able to show which members are likely to belong to group A and thus should be messaged in this particular way - as the identification of these people would constitute personal data. We could only say "group A typically looks like this summary profile".

Brittany and I are going to Leave.EU HQ tomorrow (Friday) and thus it would be really useful to have this clarified early on tomorrow, because I was under the impression it would be a large part of our product offering to our UK clients.

Many thanks,
David

On 19 Nov 2015 8:41 p.m., "Julian Wheatland"

wrote:

All

Please find attached the written advice from Queen's Counsel on the question of how we can legally process data in the UK, specifically UKIP's data for Leave.eu and also more generally.

Julian



smime.p7s

From: Harris MacLeod
Subject: Leave notes
Date: November 16, 2015 at 09:47
To: Brittany Kaiser



Here we are! And please feel free to send me anything else for a second pair of eyes or whatever.



Leave campaign
launch...s.docx

What we're doing to the Leave Campaign in a nutshell:

About us:

With offices in Washington DC, New York City and London, SCL is changing the way communications campaigns are designed and executed. Data analytics is redefining the political landscape with the ability to break down voting blocks into their constituent parts: individual people. SCL's solutions help candidates and campaign teams address the challenges and capitalise on the opportunities presented in this new environment.

SCL brings specialist data modeling, 25 years of experience at the forefront of behavioral change and cutting edge technological capabilities together in one innovative team. This array of expertise enables us to offer unparalleled audience targeting capabilities and the means to put them to use.

Talking points:

- We are working with the campaign and their various partners to identify, profile and engage voters in the lead-up to the referendum on Britain's EU membership
- We have extensive experience providing data-driven political communications advice to campaigns around the world, including at the highest level of U.S. politics
- We will be working with the Leave Campaign on message testing and audience segmentation
 - o This means trying out different arguments for Britain leaving the EU, and determining which narratives resonate best with different groups in society.
 - For instance, perhaps **older university-educated voters** are most concerned with Britain having sovereignty over all aspects of its legislative and legal system. But then perhaps **younger voters** are most concerned about their job prospects and wages being driven down by unchecked immigration. Our research will help the campaign determine the right messages for the right voters.
 - We will be working with the campaign's pollsters and other vendors to compile all the data we have available to us. Our team of data scientists will conduct deep-dive analysis that will enable us to understand the electorate better than the rival campaigns.
 - We will also be collecting and processing feedback data on how messages are being received by voters as the campaign progresses. We intend to provide the Leave Campaign with insight and direction that is dynamic and reacts to the campaign as it unfolds.

Inside a radical right party: The Ukip membership survey



Harold Clarke

University of Texas at Dallas & University of Essex

Matthew Goodwin

University of Kent

Paul Whiteley

University of Essex

Background to project

- A vast literature on radical right parties in Europe but v little on membership and activism (some exceptions!)
- In British politics a long tradition of books on who joins political parties and why (Whiteley, Seyd, etc.)
- After an earlier book on Ukip (Ford & Goodwin 2014), an opportunity emerged to undertake full membership survey
- The project: to compare Ukip voters with members and activists as well as wider population, testing established theories
- And with postcode data to explore role of context
- Full analysis forthcoming in 2016 with CUP

UKIP – (Trying to build) A New Party

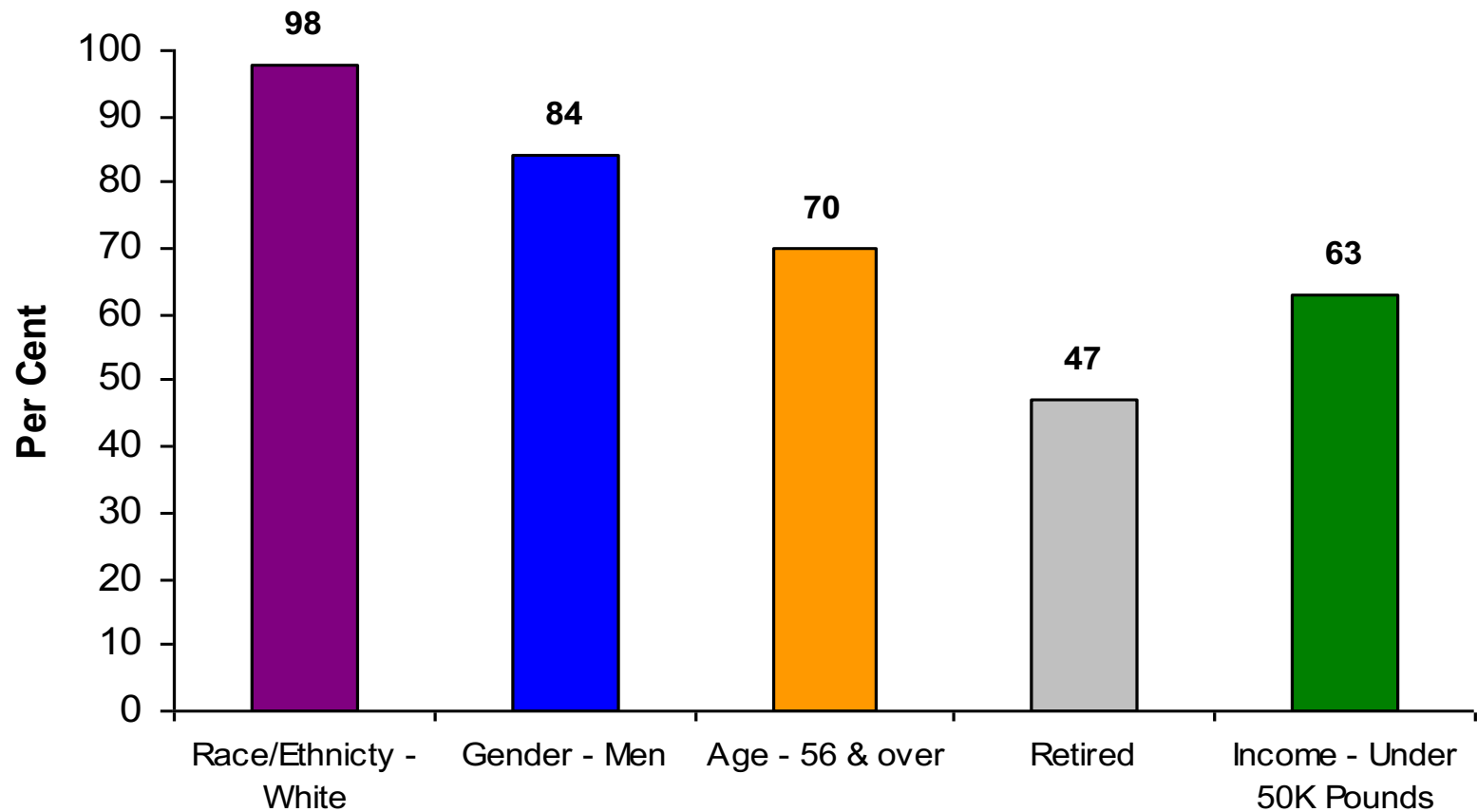
- UKIP not just a leader (Farage) and a website
- Now has over 40,000 dues paying members
- Likely to swell further during EU referendum
 - Who are these people?
 - Do they look like Ukip/rad right voters?
 - How politically engaged are they?
 - What do they believe?
 - ‘Swivel-eyed loons’ or mainstream opinion?

Data and Methods

- Internet survey of ~29,500 Members – late Nov 2014 – Feb 2015, drawn from the party's own membership list
- Internet survey platform – Qualtrics – high quality
- Supplemented with offline mail survey of random sample of 3,000 members without email addresses
- 85 questions – demographic, attitudinal, psychological, etc.
- Comparisons with monthly representative national surveys
- Response rates – over 14,000 answered all or part of Internet survey (47.6%) – full surveys of ~12,200
- ~1,000 (33.3%) answered mail survey
- This is initial web survey respondents – mail survey data currently being processed & added soon

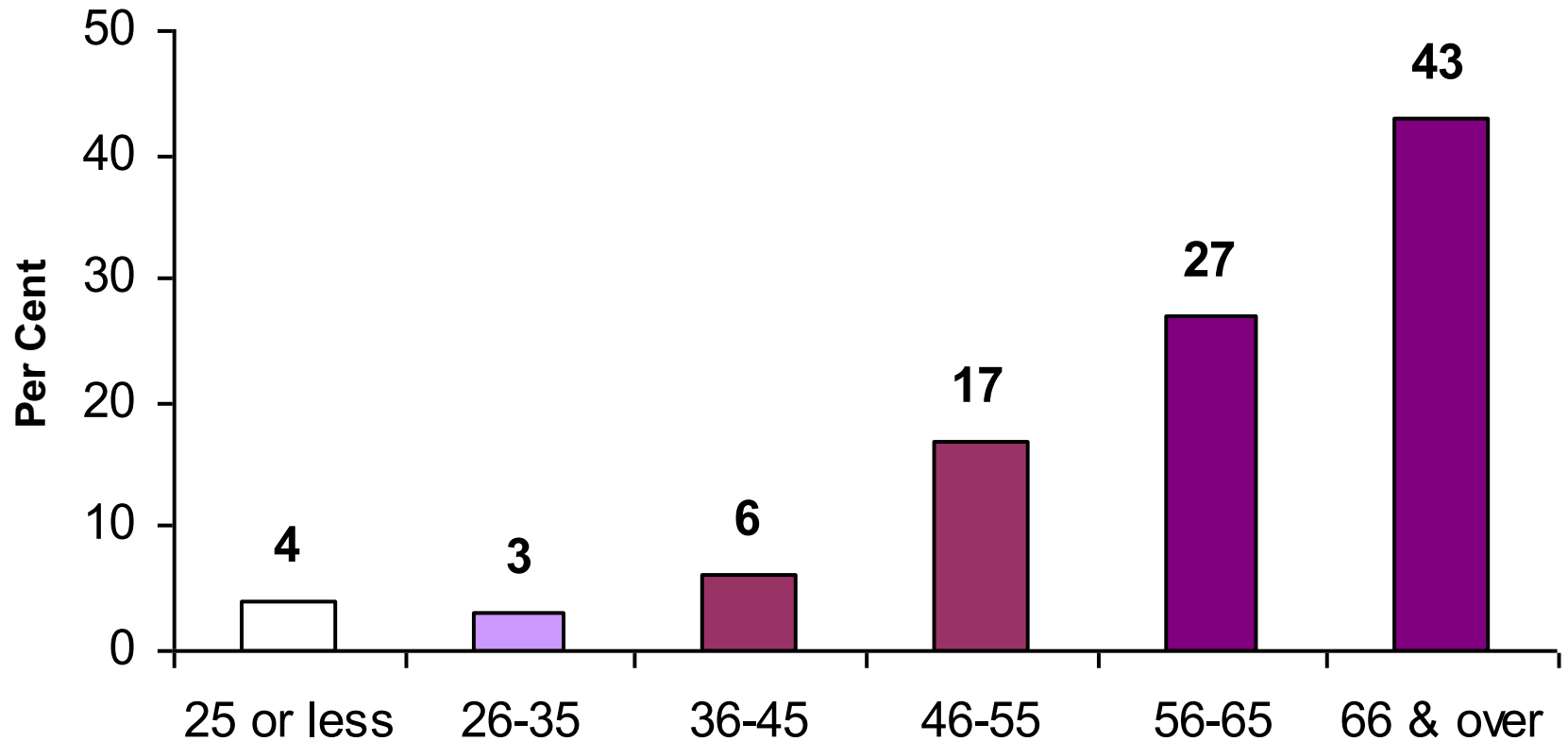
So, Who Are the Members?

Fig x. UKIP Members - Demographic Characteristics



Age: Middle-Aged and Older

Fig X. UKIP Members: Age



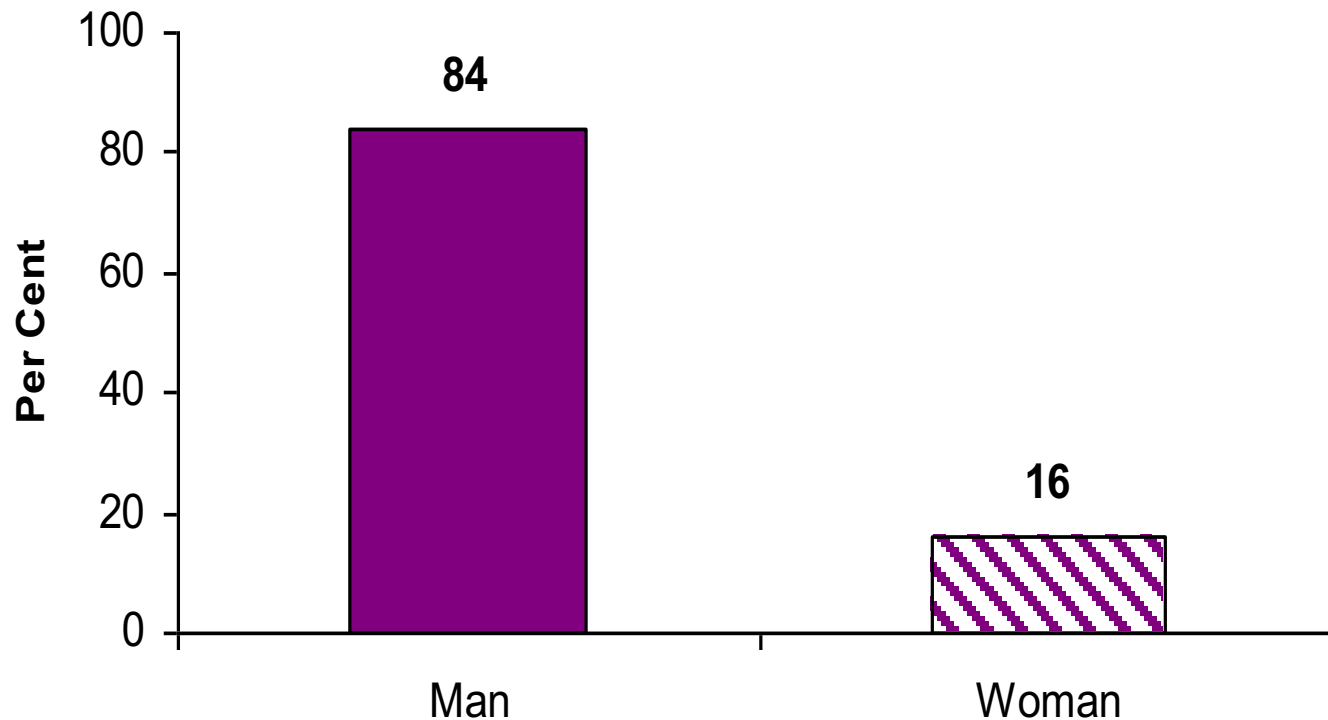
Employment: Many Retired

Fig X. Employment Status



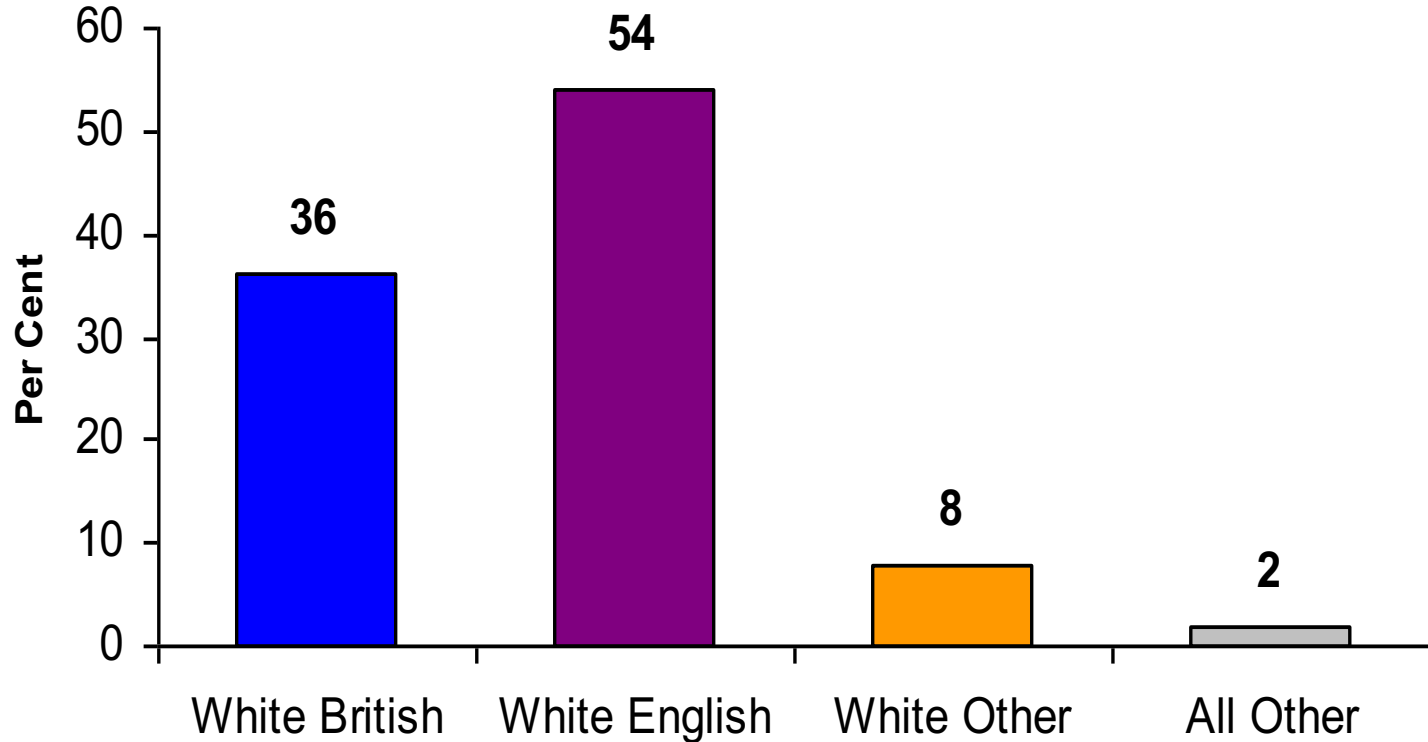
Gender: Very Large Majority are Men

Fig X. UKIP Members: Gender



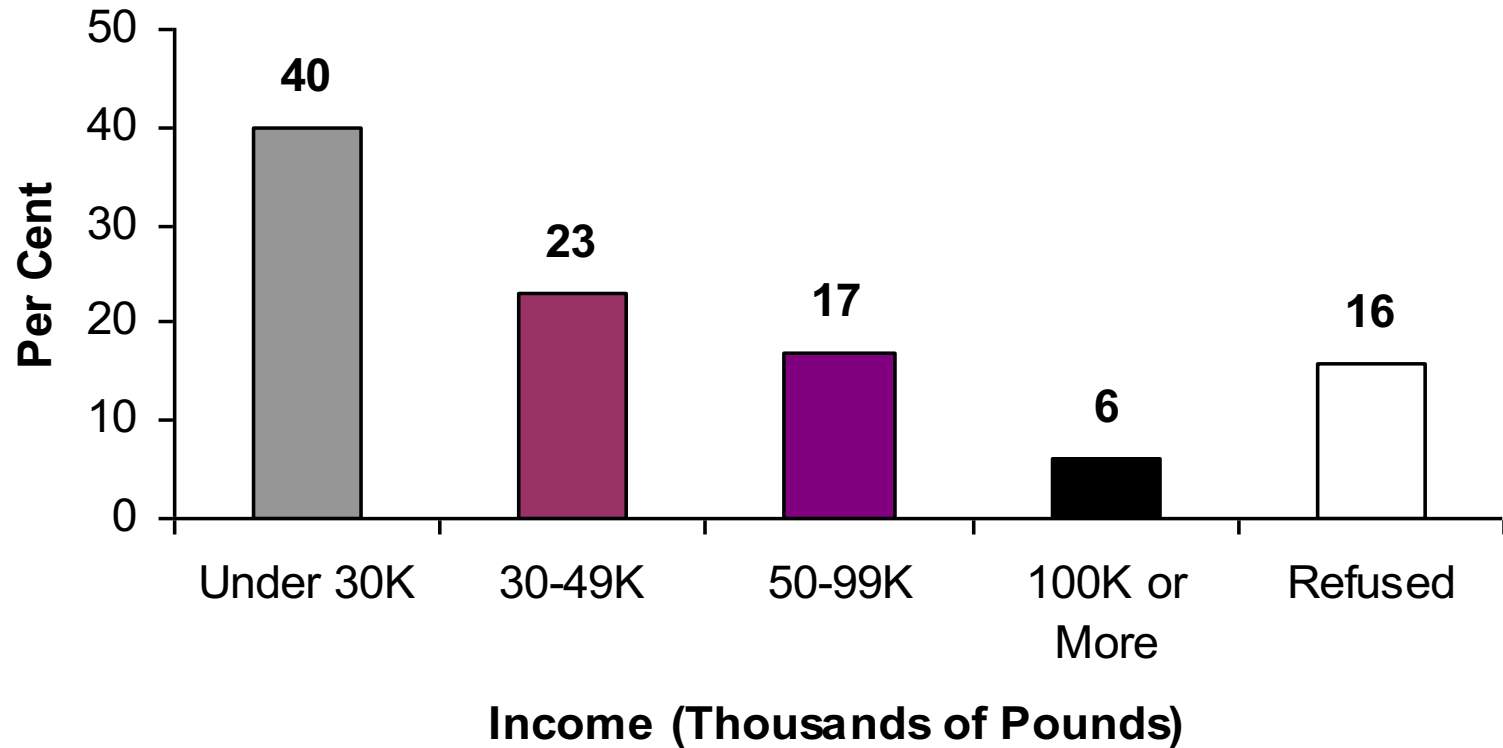
Self- Reported Race/Ethnicity - Almost All 'White British' or 'White English'

Fig X. Self-Described Race-Ethnicity



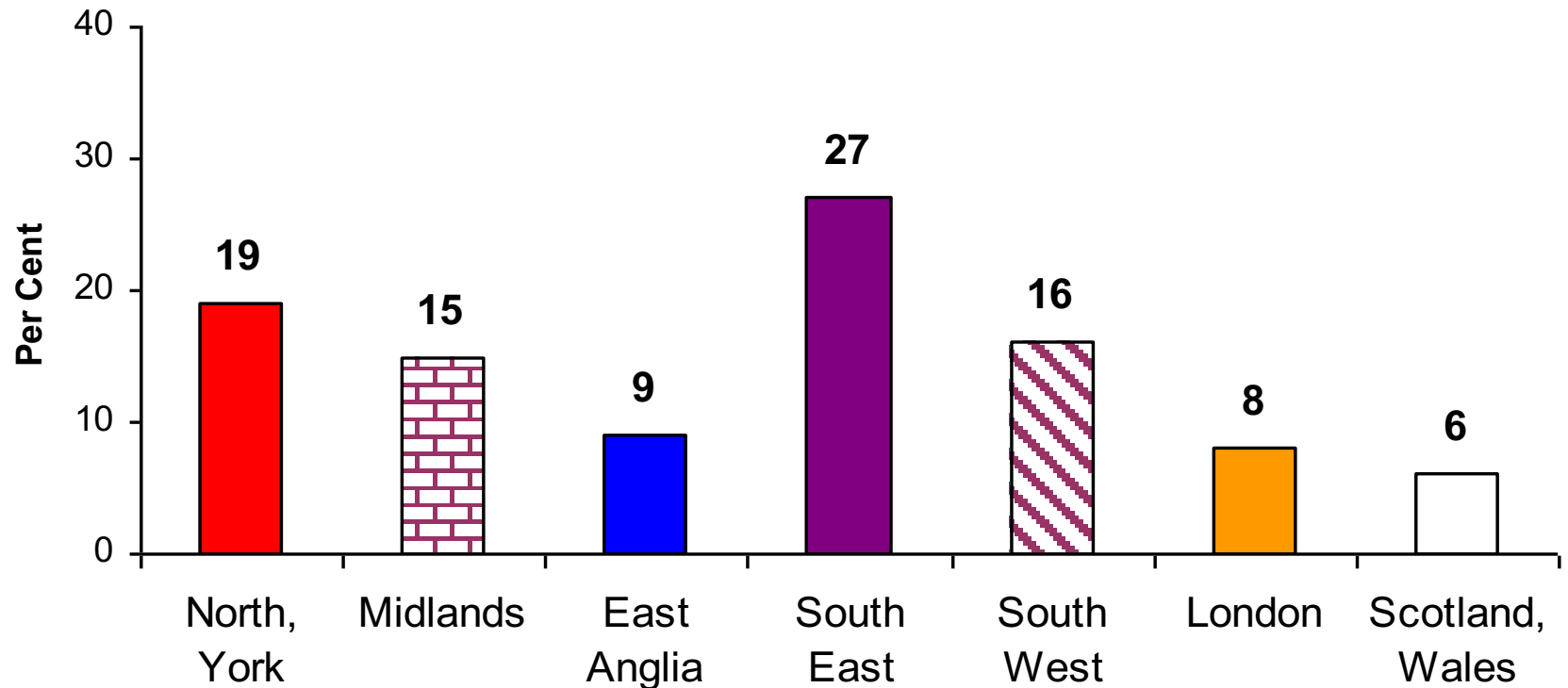
Annual Household Income: 2/3 Under 50,000

Fig X. Annual Household Income



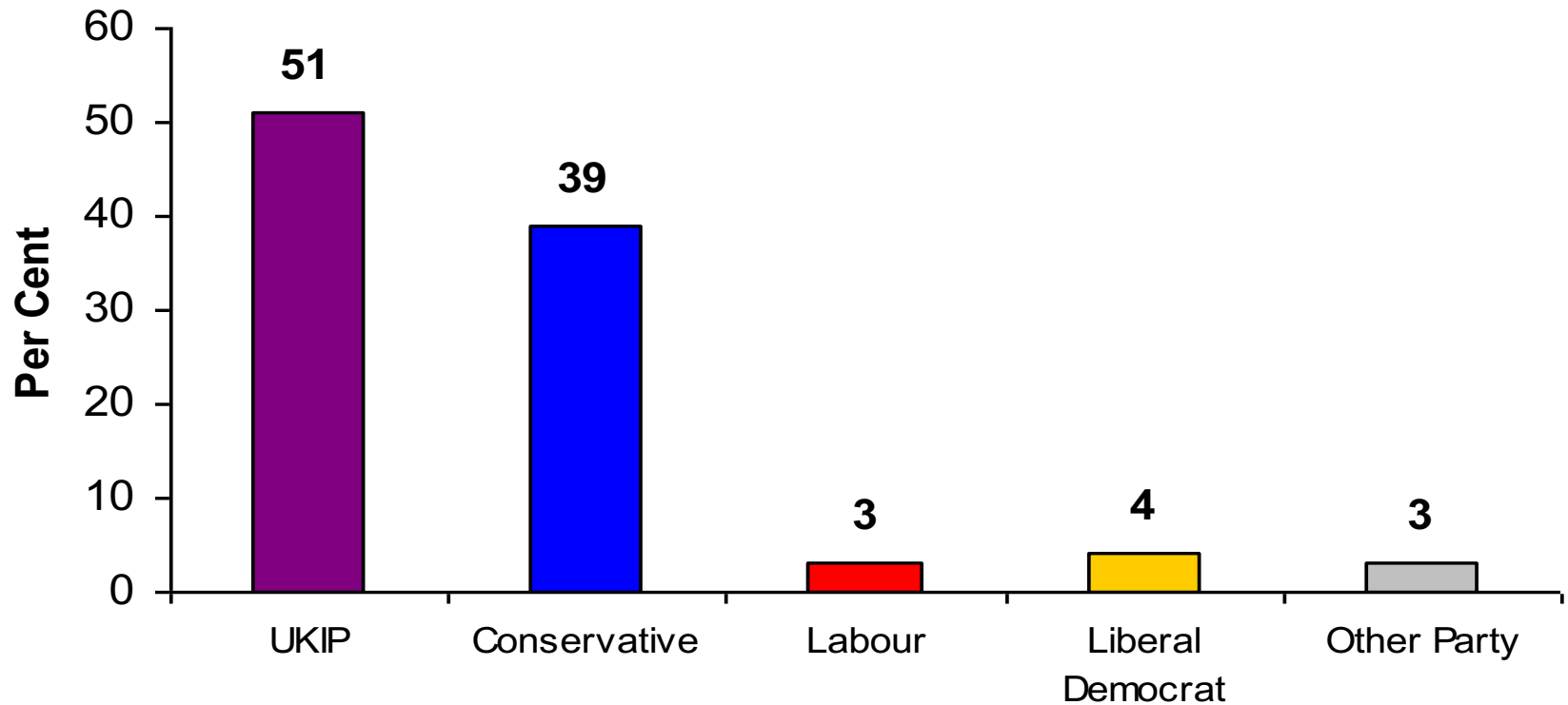
Geography - Widely Distributed, Largest Group in South East

Figure 3. UKIP Members: Region of Residence



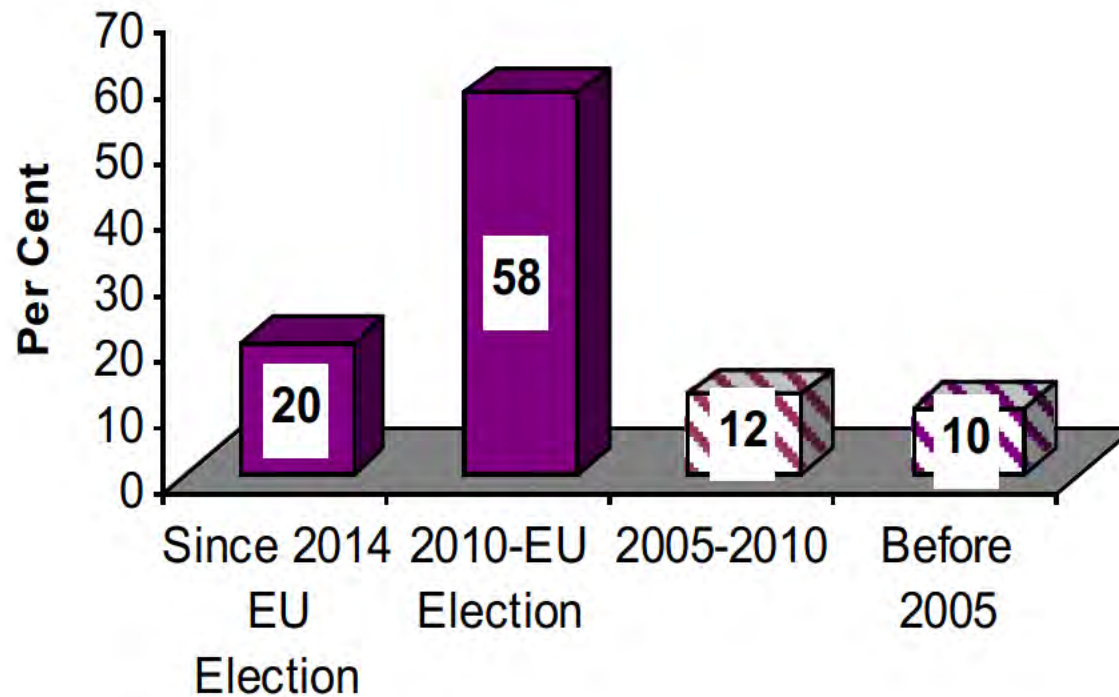
2010 General Election Vote – 51% UKIP & 39% Conservative

Fig X. Party Voted For in 2010 General Election



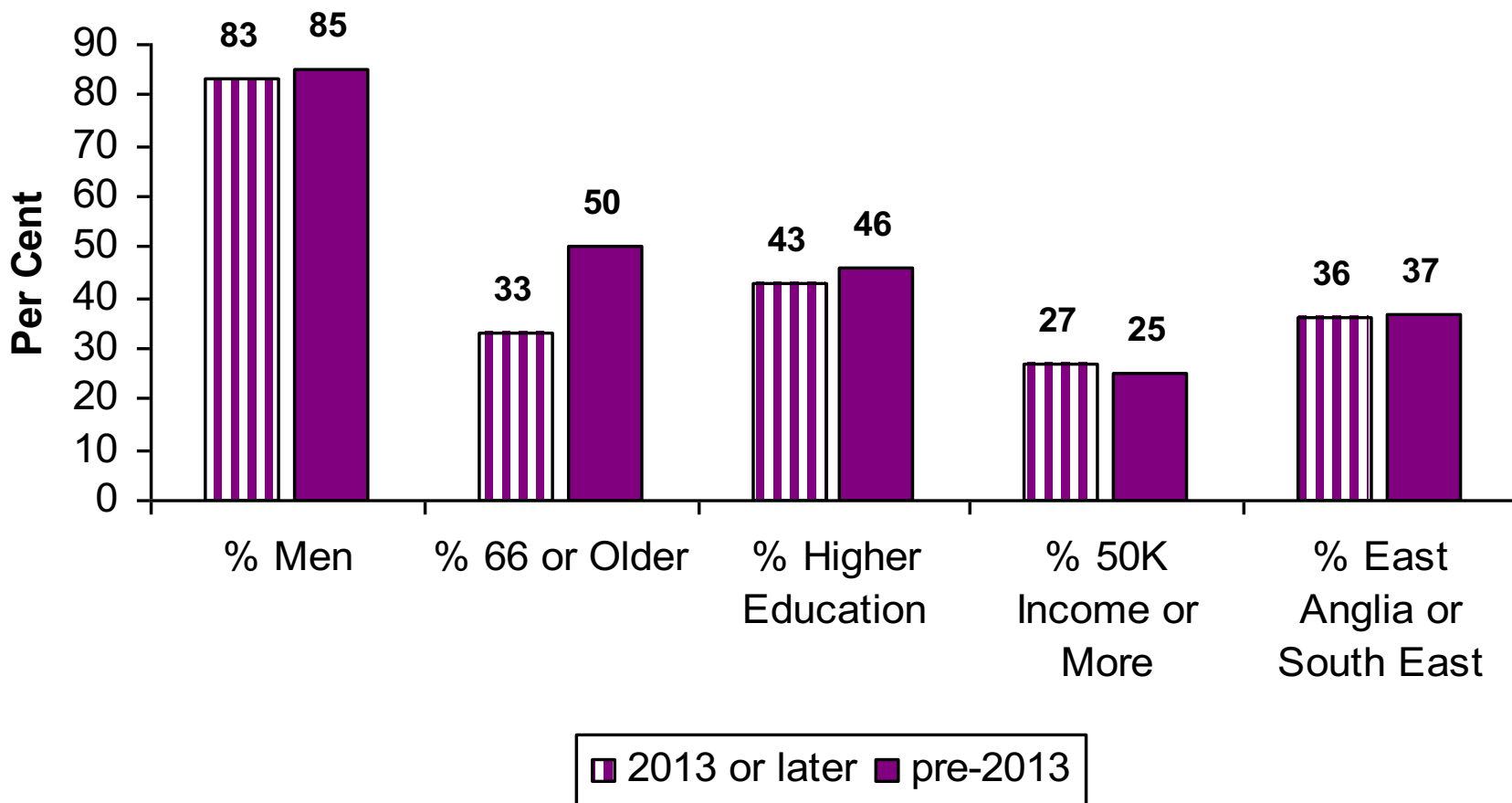
Nearly 80% Joined Since 2010 Election

Fig X. When Join Party?



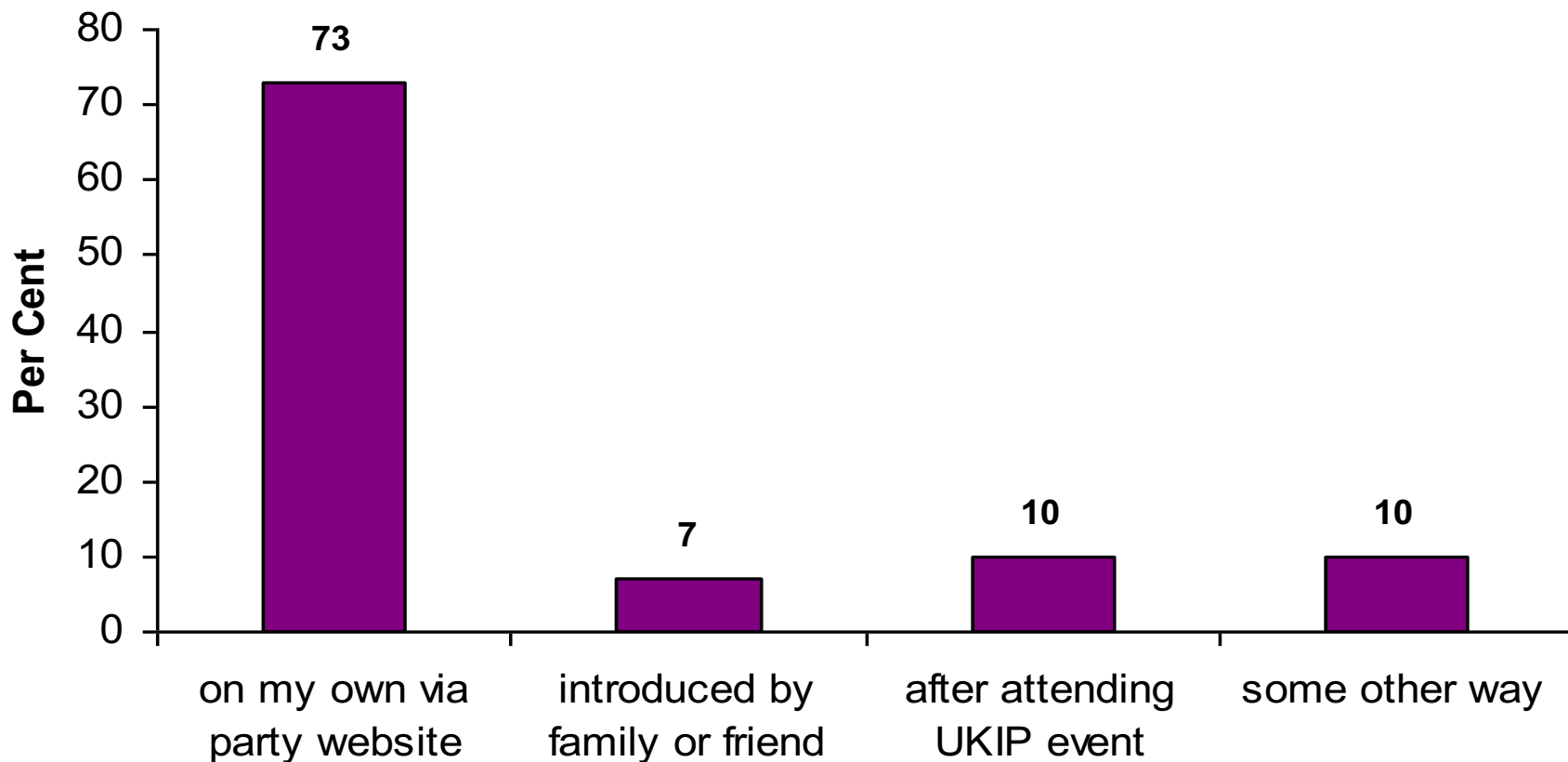
New Members Younger, Otherwise Similar to Old

Fig x. Demographic Profile of Members by When Joined UKIP



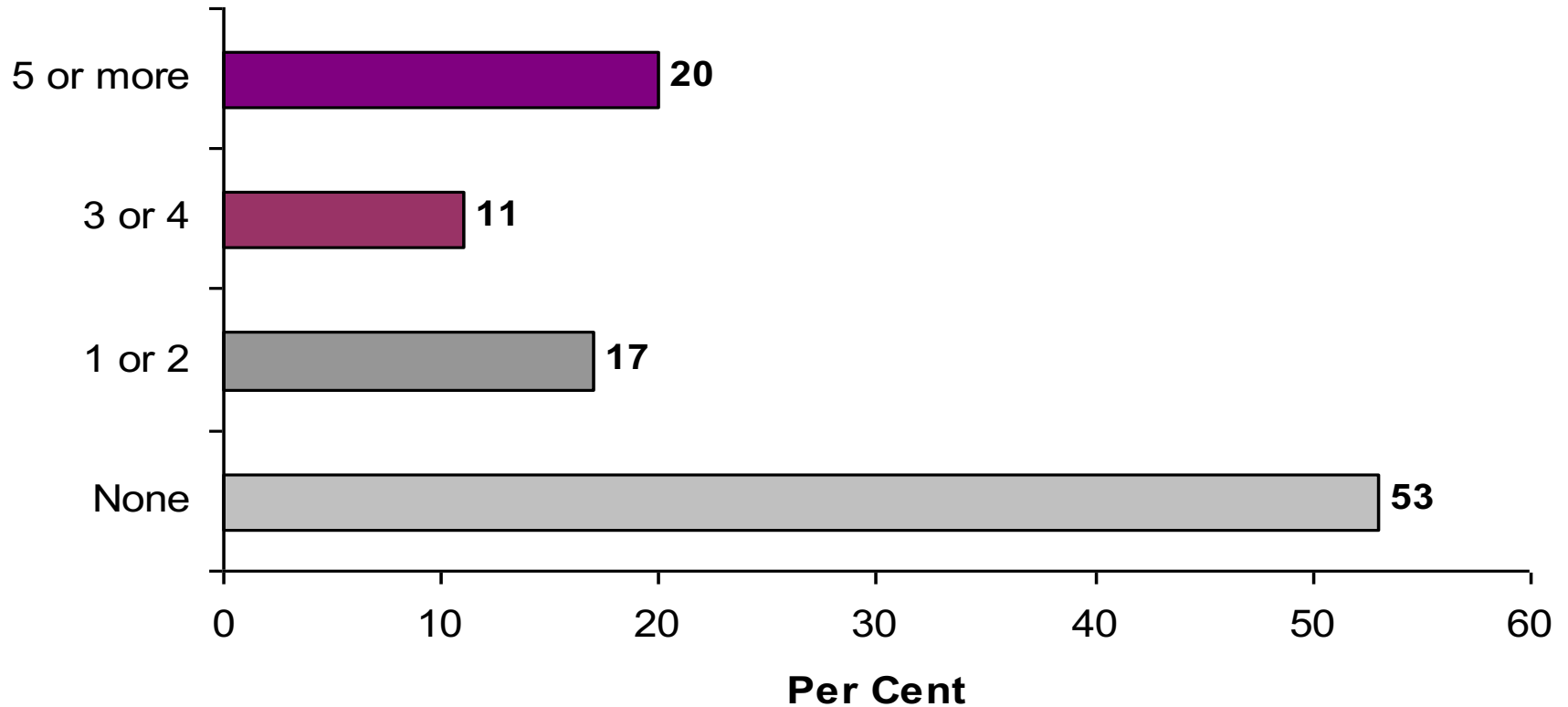
Party not reaching out direct Large Majority Joined on Own Initiative

Fig x. How Members Joined the Party



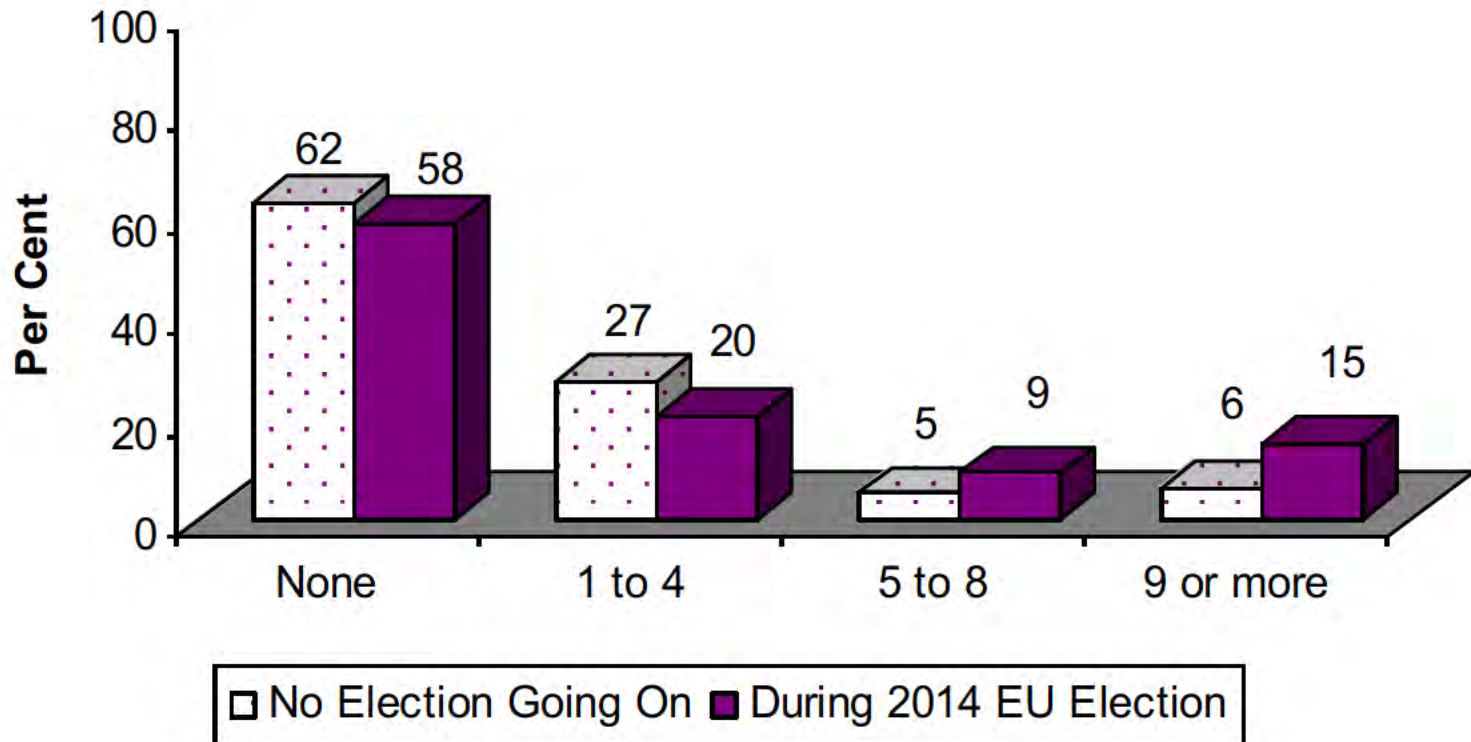
Involvement with Party – 20% Attend 5+ Meetings & 53% No Meetings in Past Year

Fig x. How Many Party Meetings Attended During Past Year



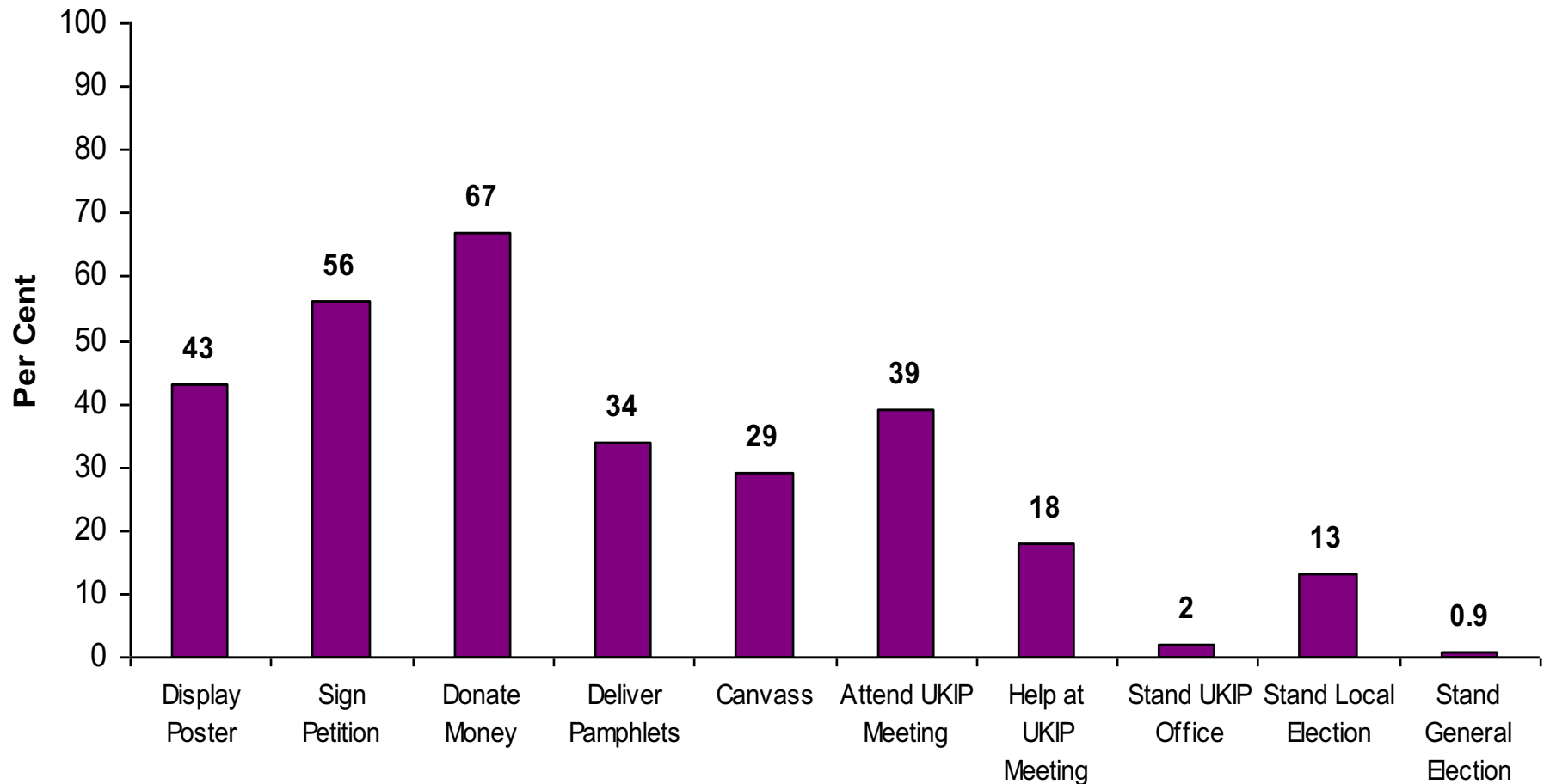
Hours Per Week UKIP Activities - ~60% Inactive; Small Cadre Highly Active

Fig x. Number of Hours Working for UKIP



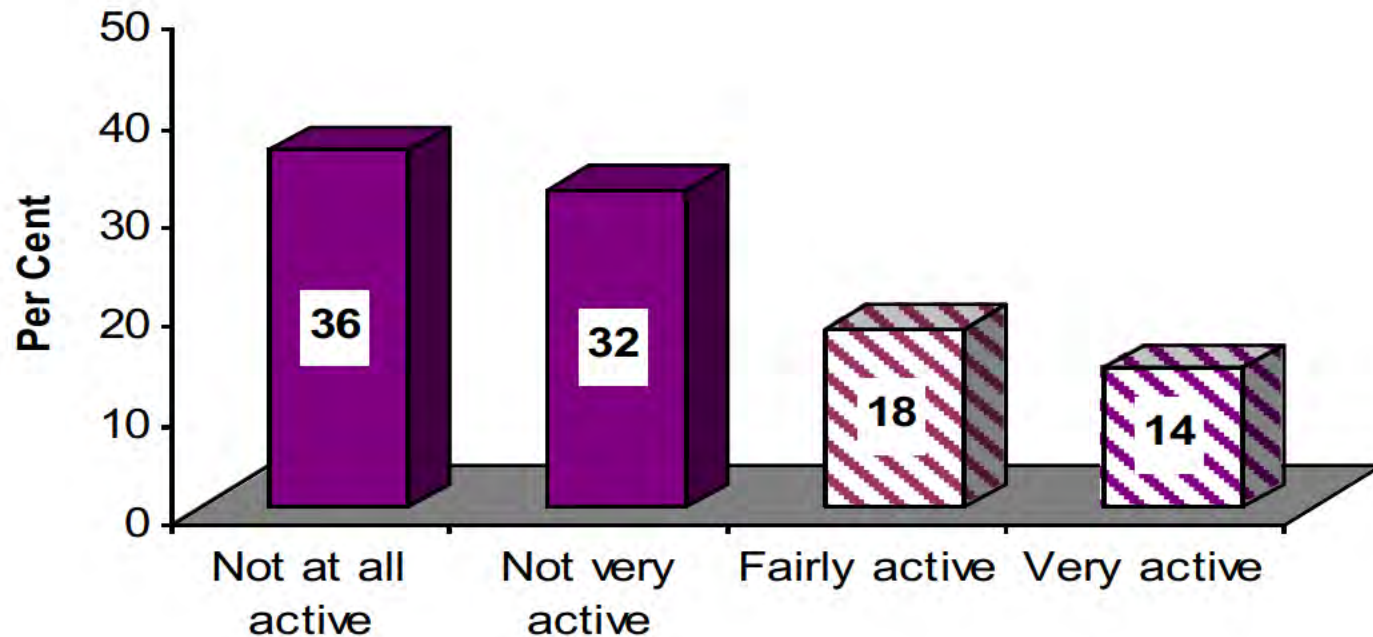
Minorities Do Various Activities – Donating Money Most Common

Fig x. Party Activities Done 'Occasionally' or 'Frequently'



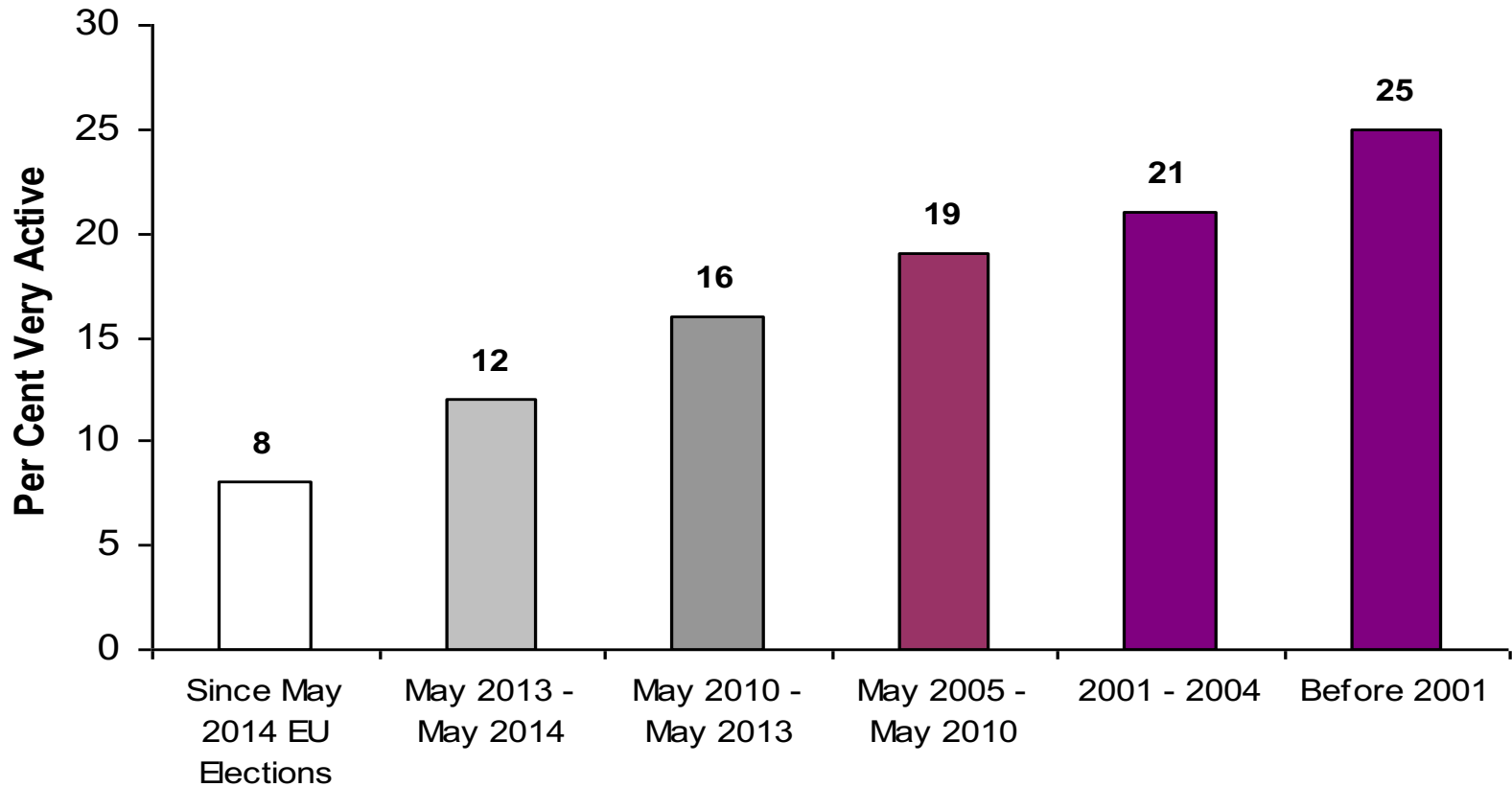
Overall Activity Levels – One-Third ‘Fairly’ or ‘Very’ Active

Fig x. How Active in UKIP?
Self-Description



Big problems ahead? Per Cent 'Very Active' by Date Joined UKIP: Those Joining Earlier Are More Active

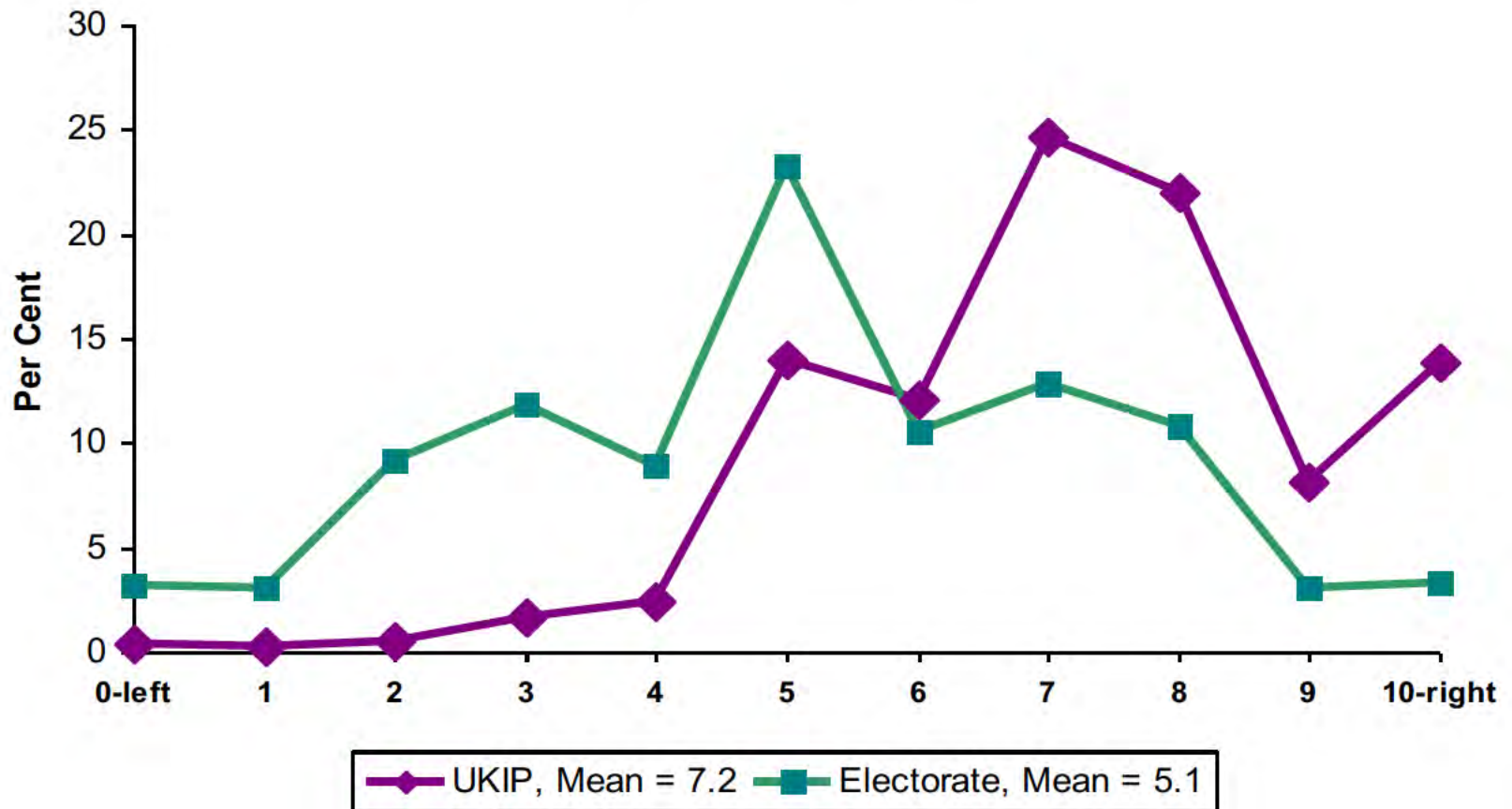
Fig x. Per Cent Very Active by Date Joined UKIP



Comparisons With Overall Electorate

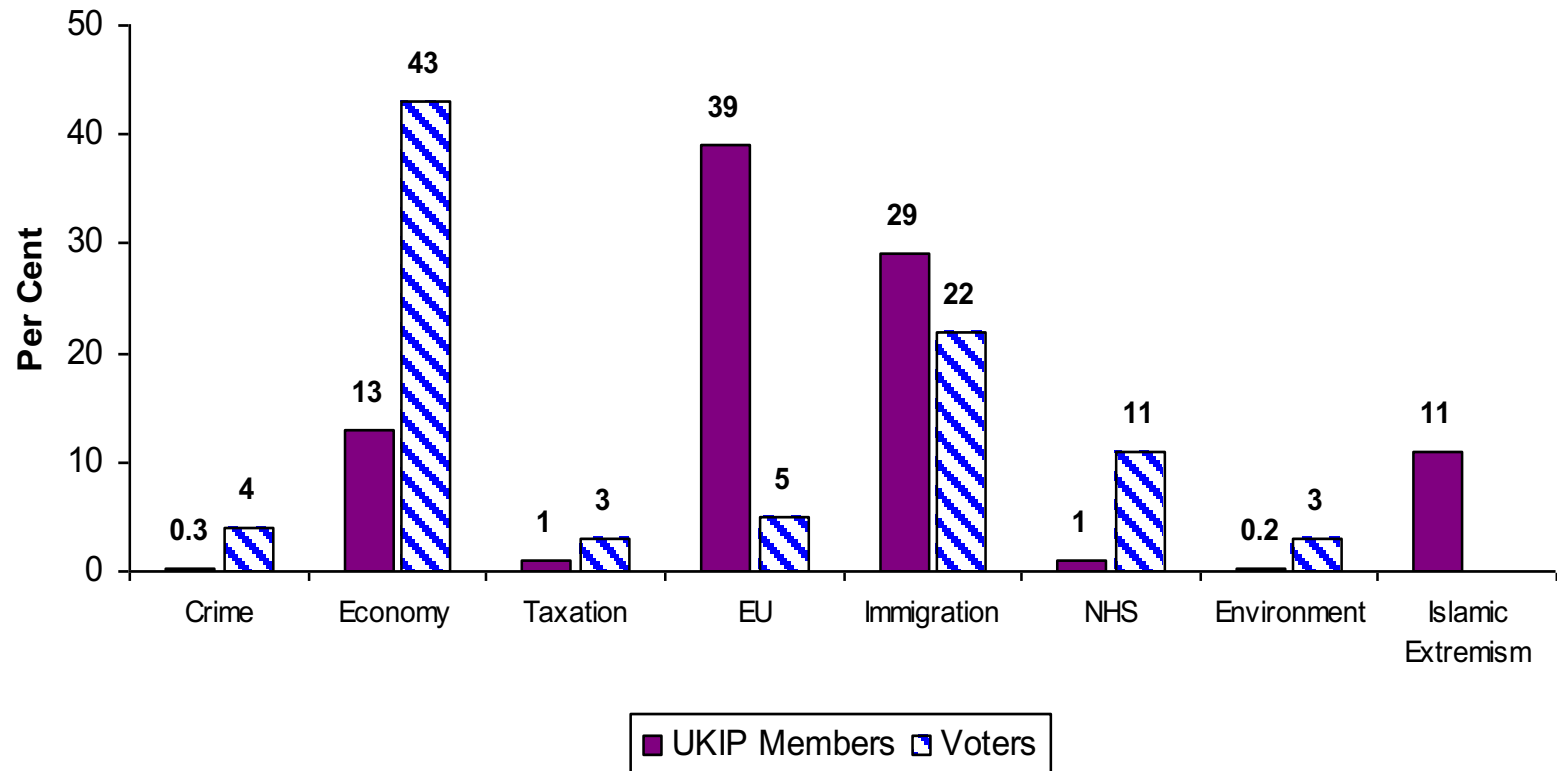
17. Left-Right Ideology - UKIP Members Further Right

Fig x. Distribution of UKIP Members & Electorate on Left-Right Ideological Scale



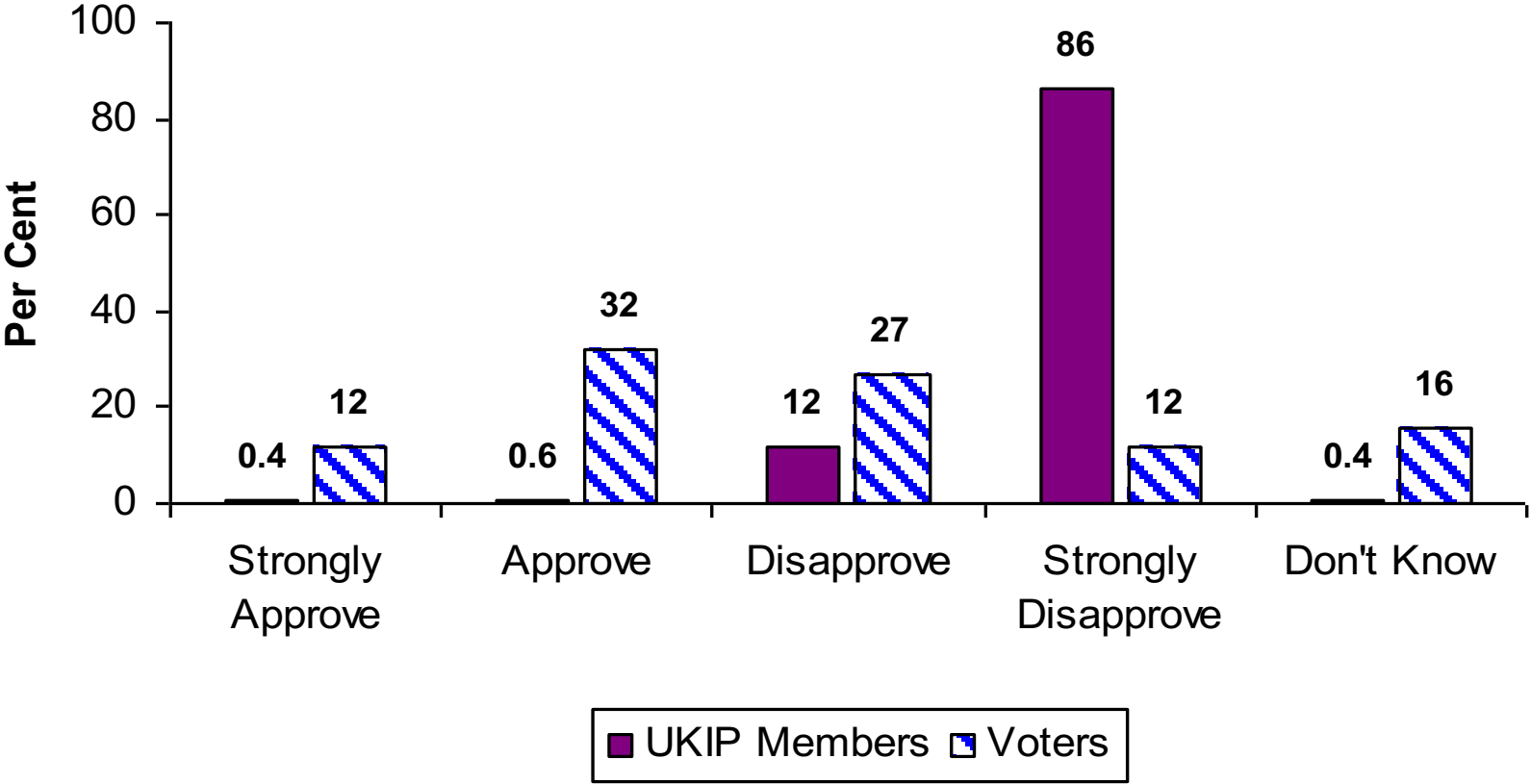
Most Important Problem Facing Country -UKIP Members – EU; Electorate – Economy; Both Groups Immigration

Fig X. Most Important Problem Facing Country, UKIP Members & Voters



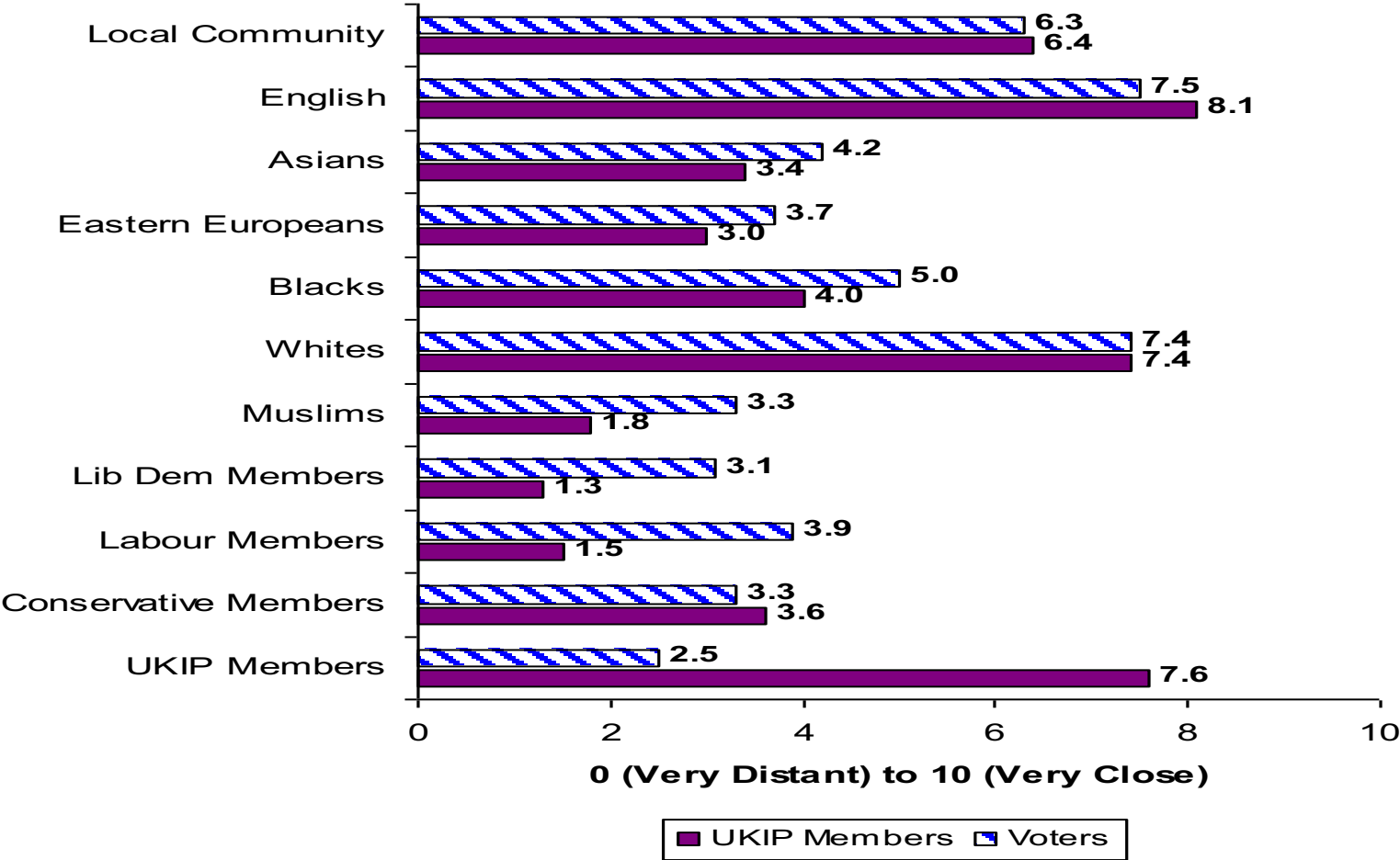
Attitudes Toward European Union – Members Much More Anti-EU Than Electorate

Fig X. Attitudes Towards British Membership in EU,
UKIP Members & Voters



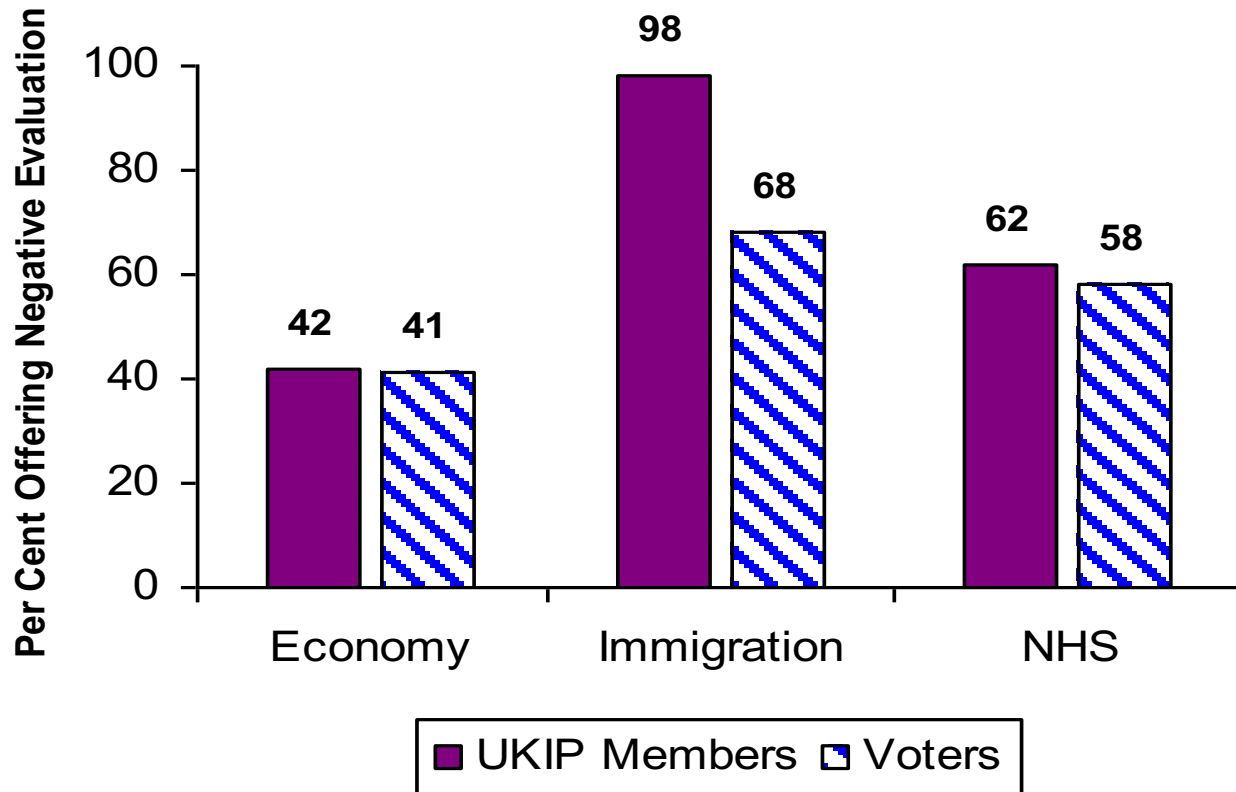
21. Perceived Distance From Various Social & Political Groups: UKIP & Electorate Generally Similar

Fig X. Perceived Social Distance Between Respondent and Various Groups, UKIP Members and Voters



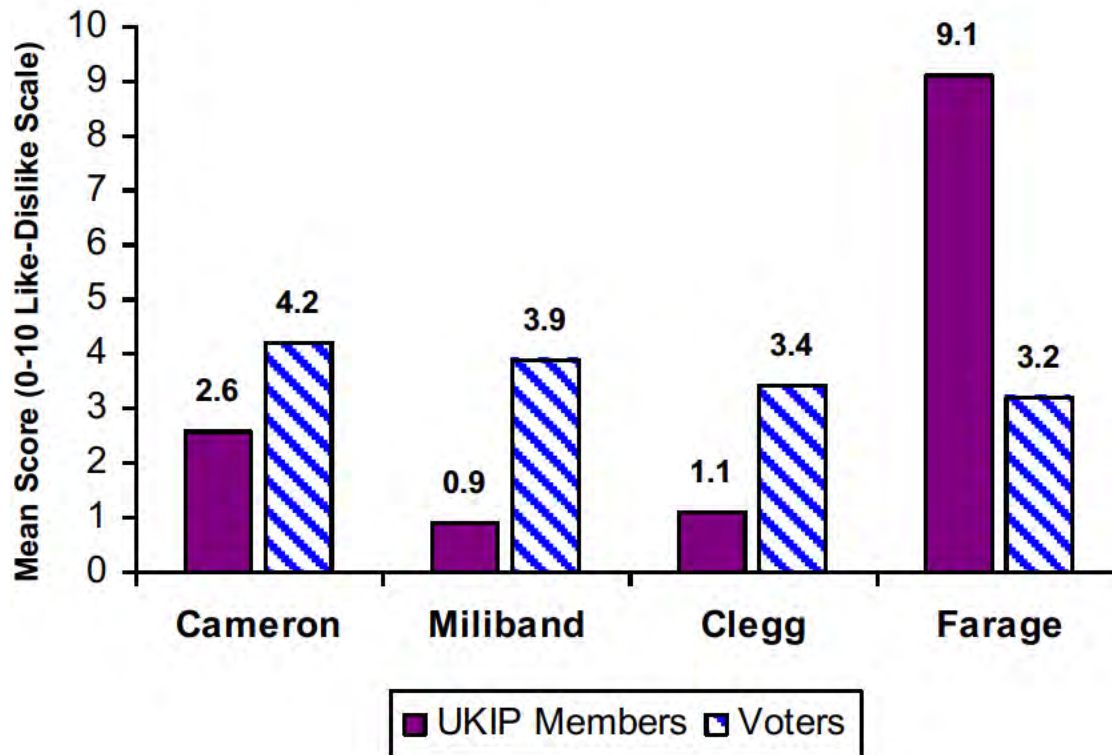
22. Negative Evaluations of Government Performance - UKIP Members More Negative on Immigration, Similar on Economy & NHS

Fig X. Negative Evaluations of Government Performance, UKIP Members & Voters



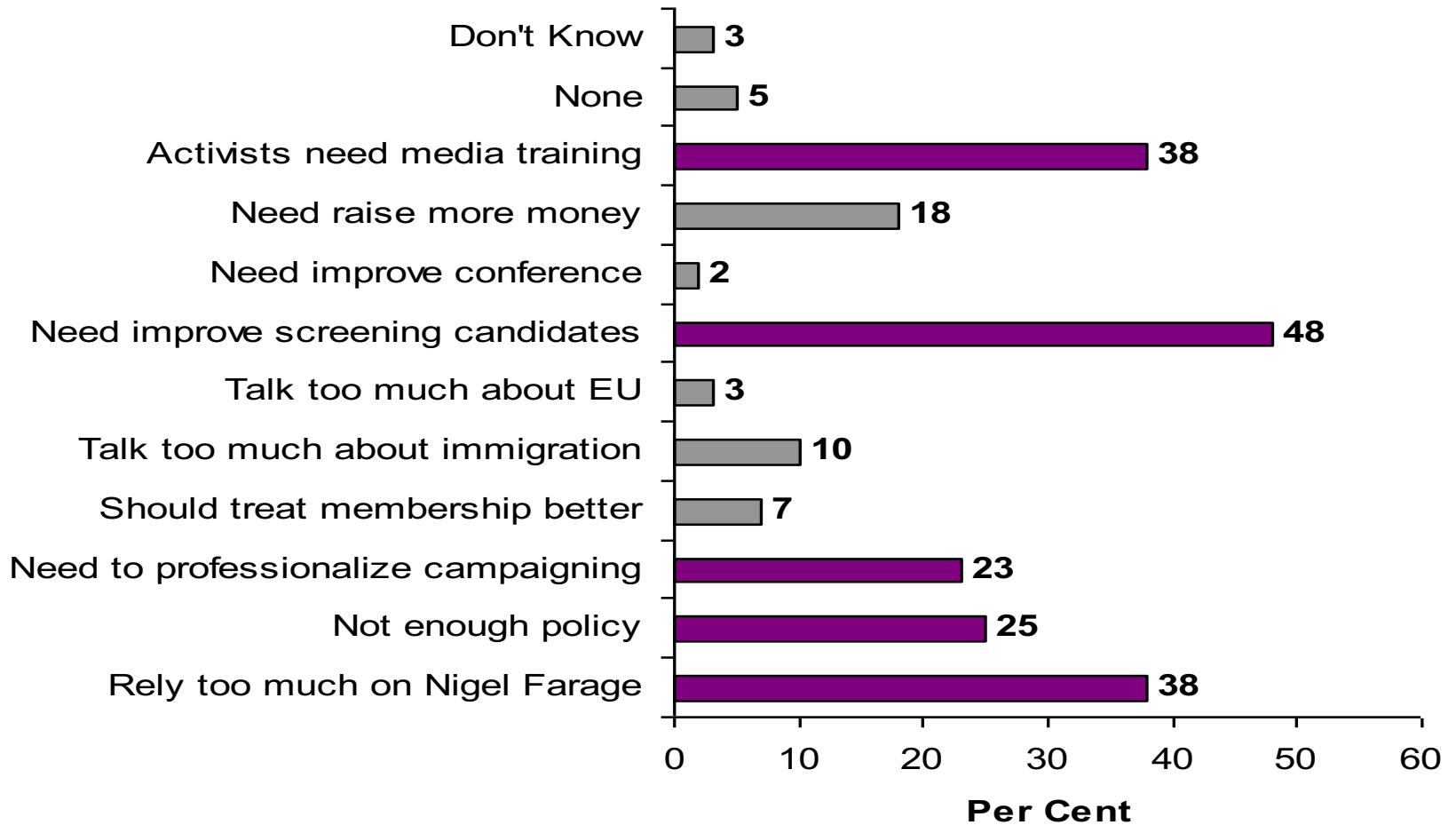
23. Feelings About Party Leaders – UKIP Members Much More Positive About Nigel Farage & More Negative About Other Leaders

Fig X. Party Leader Images, UKIP Members & Voters



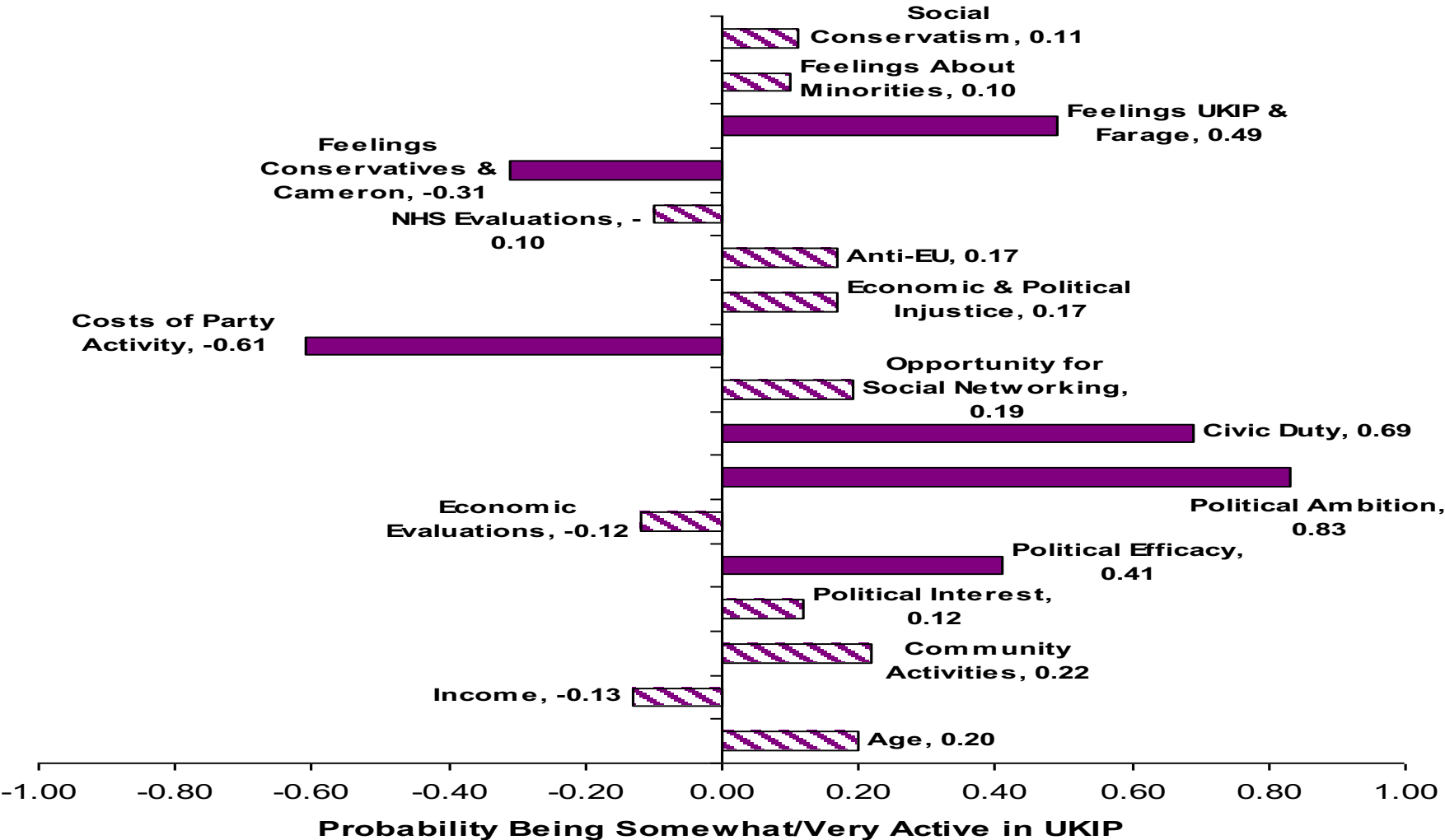
24. UKIP Members' Views of Party Weaknesses

Fig X. Perceived Weakness With UKIP



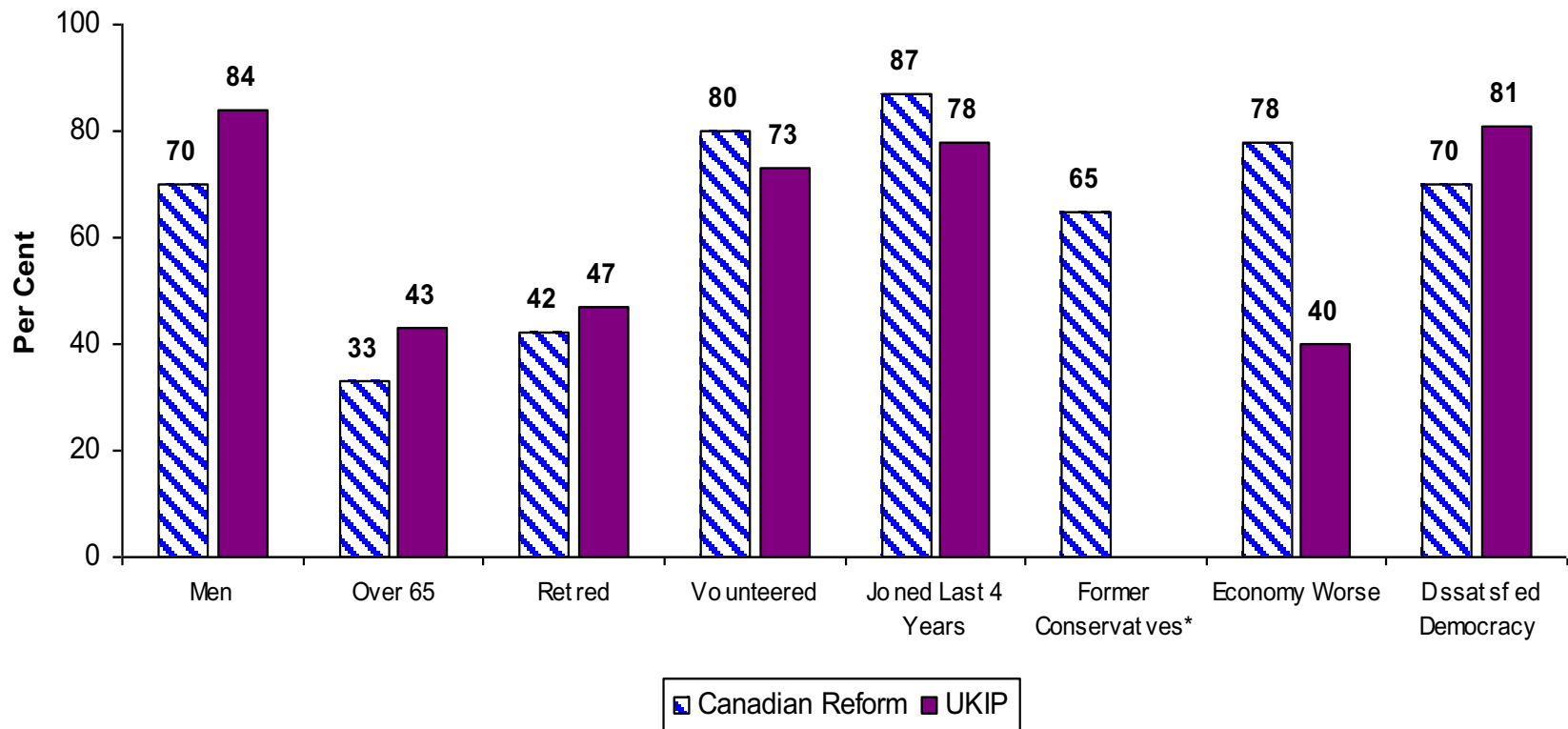
26. Factors Affecting Probability Being Fairly or Very Active in UKIP

Fig x. Factors Affecting Probability of Being Fairly or Very Active in UKIP



Comparisons – Canadian Reform Members (1993) & UKIP Members

Fig x. Canadian Reform Party & UKIP Members - Percentages



Key findings

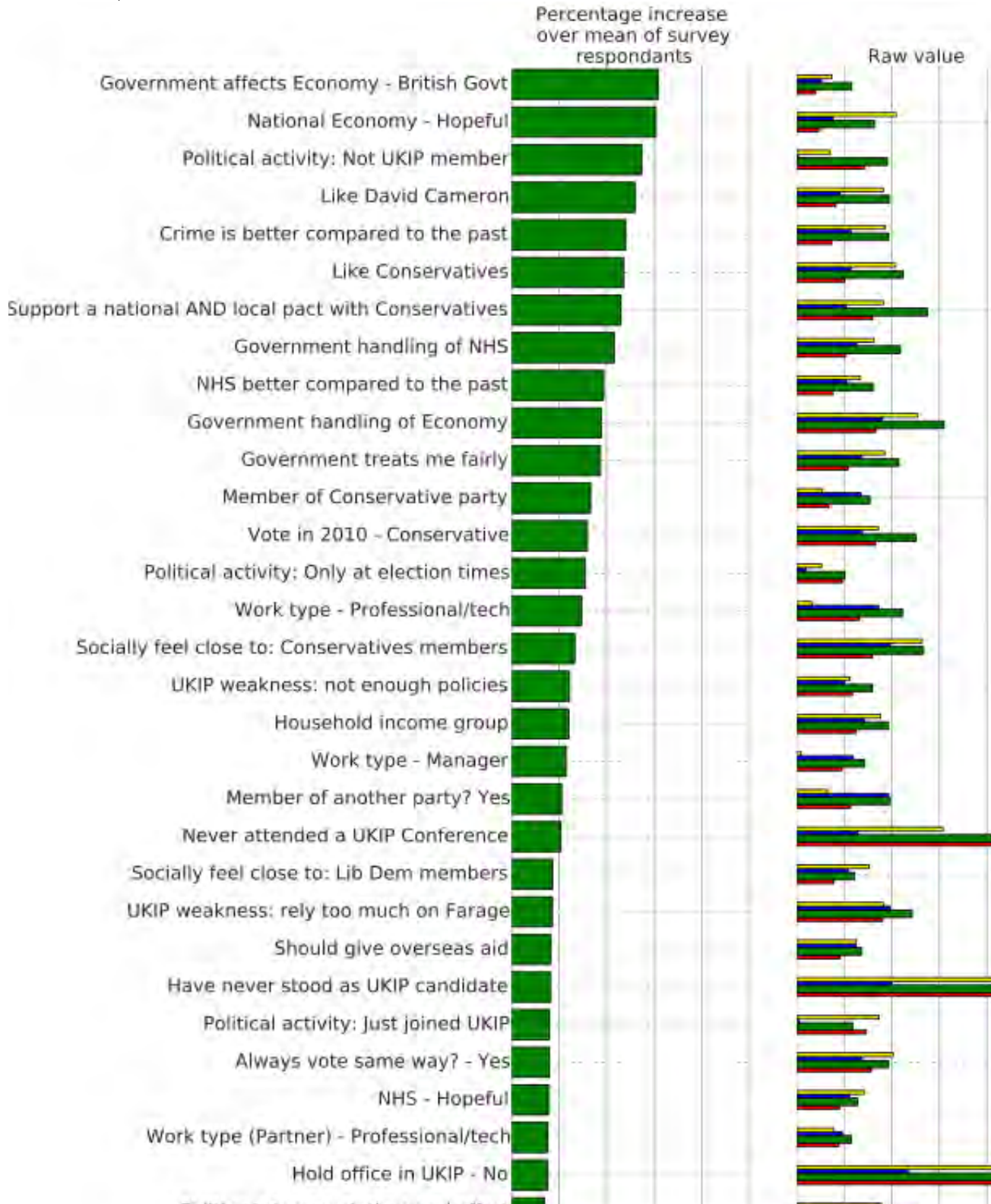
- Does Ukip have a bright future in terms of members? Some big challenges
- Members older, male, retired, modest incomes, 'white British/English'
- Members join on own initiative; majority since 2010
- Like UKIP supporters in electorate, many are former Cons
- Majority inactive; new members less active than those joining earlier
- Members much more concerned about & negative towards EU than voters generally
- Members similar to electorate on several other issues
- positive feelings about leader & party, sense of civic duty and personal political ambition propel party activity
- Perceived Weaknesses – over-reliance on leader; better screening of candidates & better media training needed

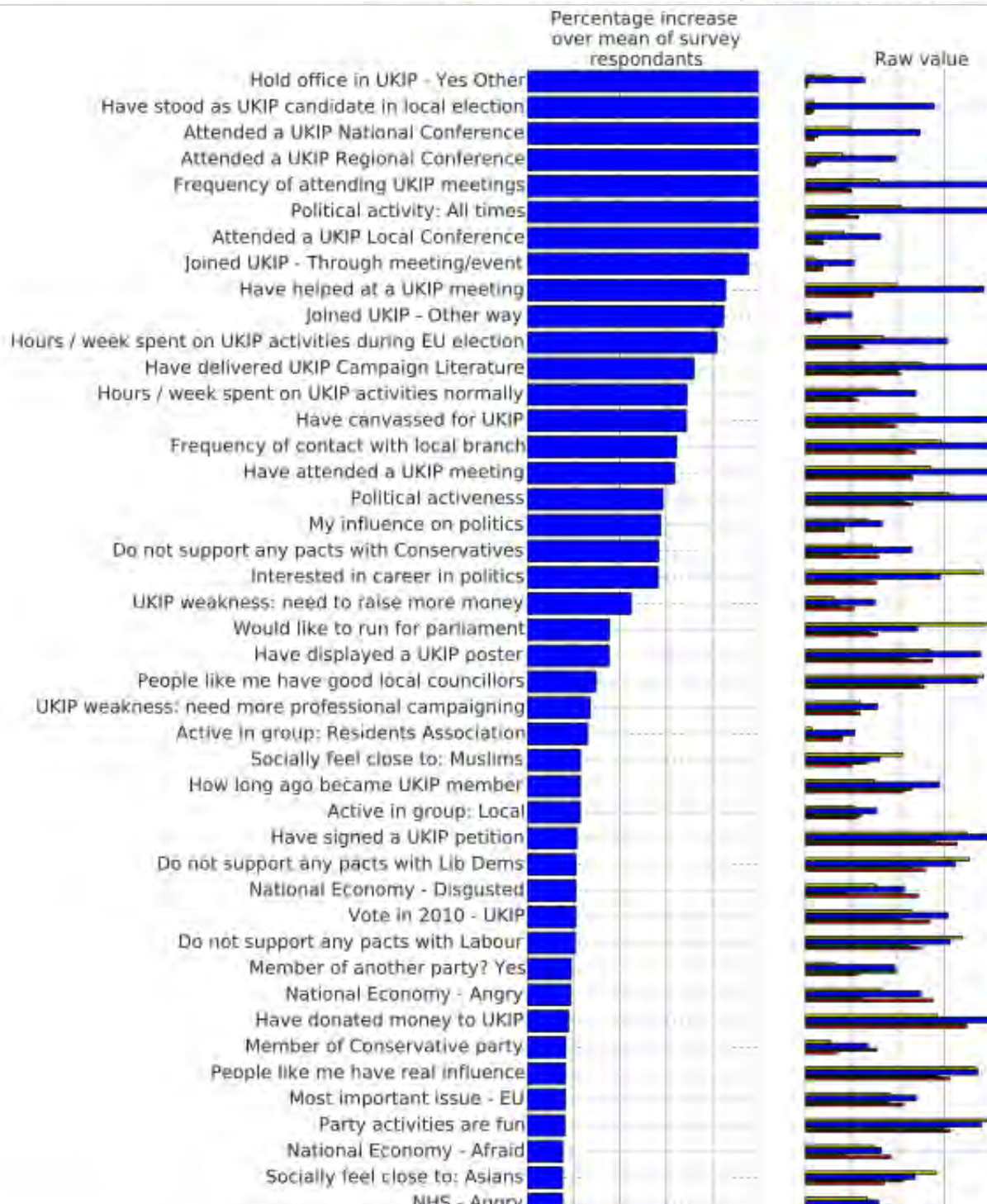
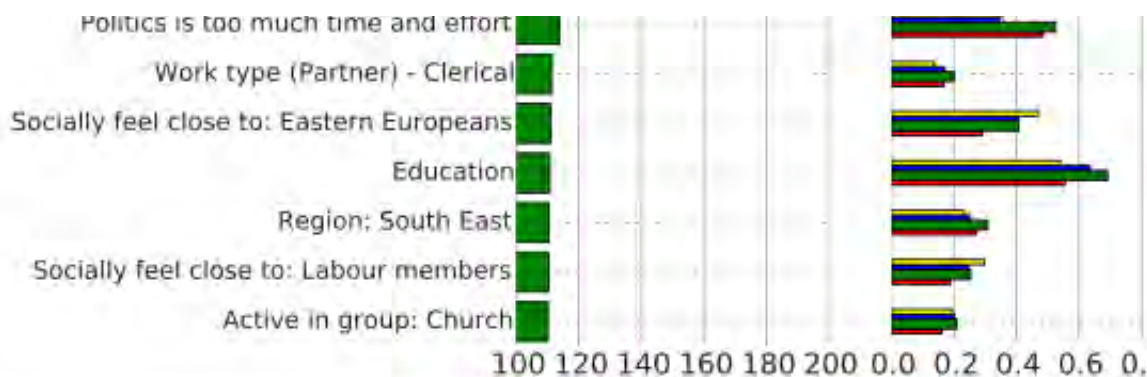
From: David Wilkinson
 Subject: Segments
 Date: November 16, 2015 at 11:13
 To: Brittany Kaiser

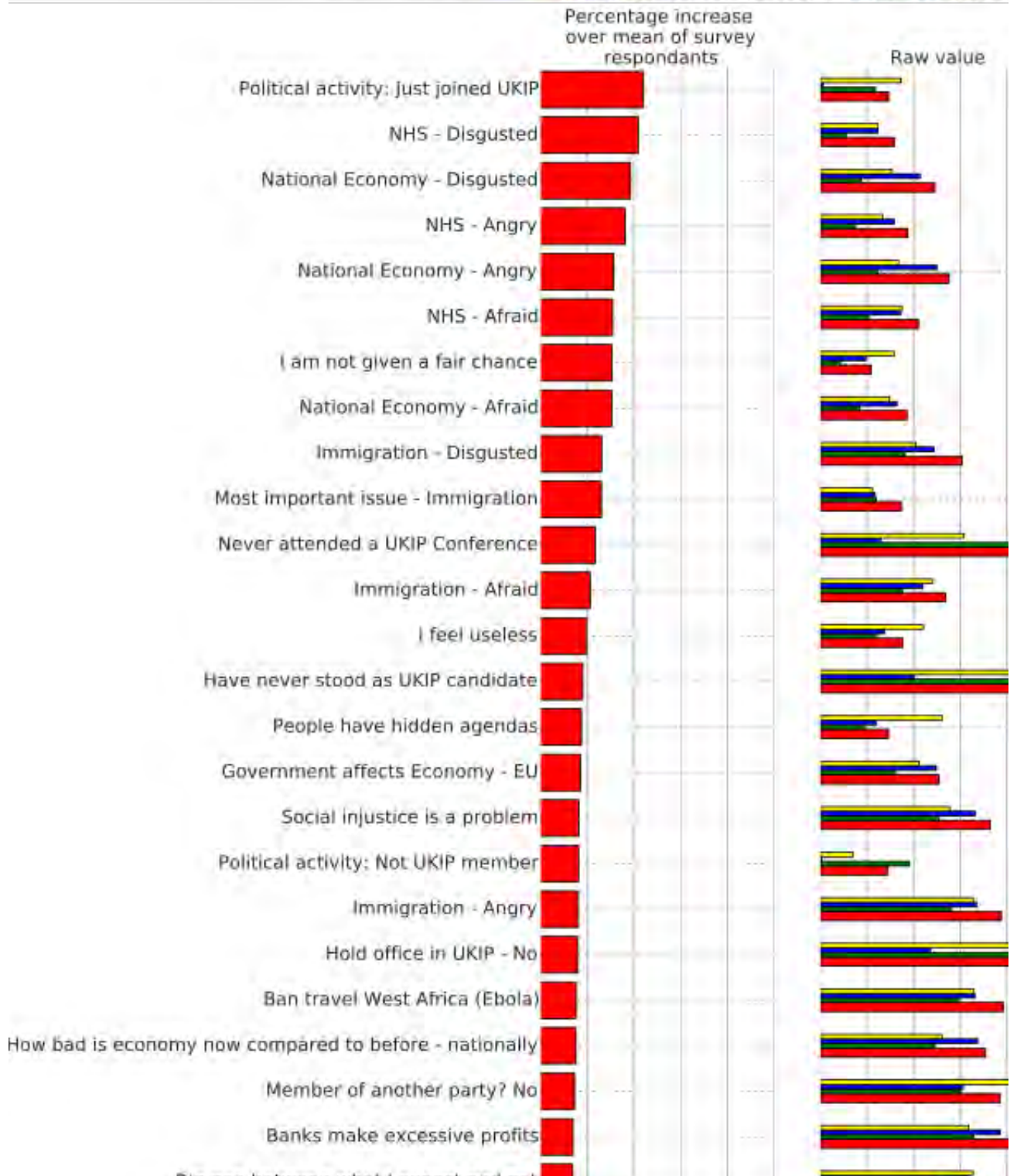
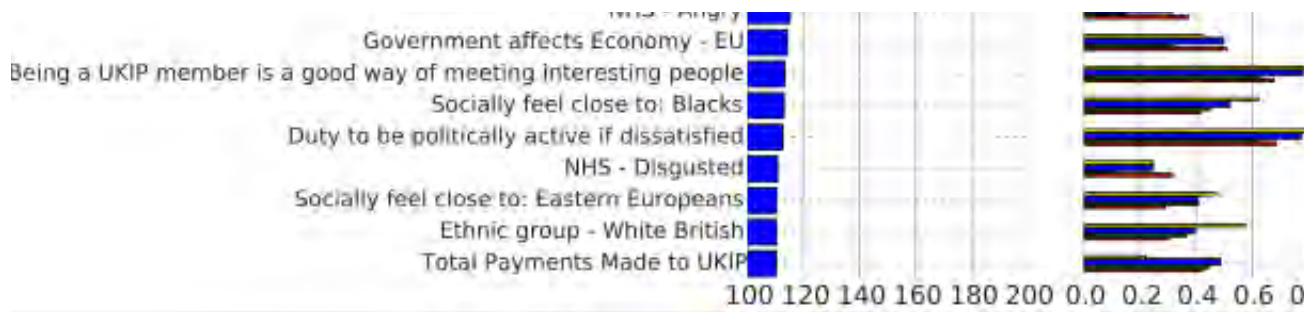


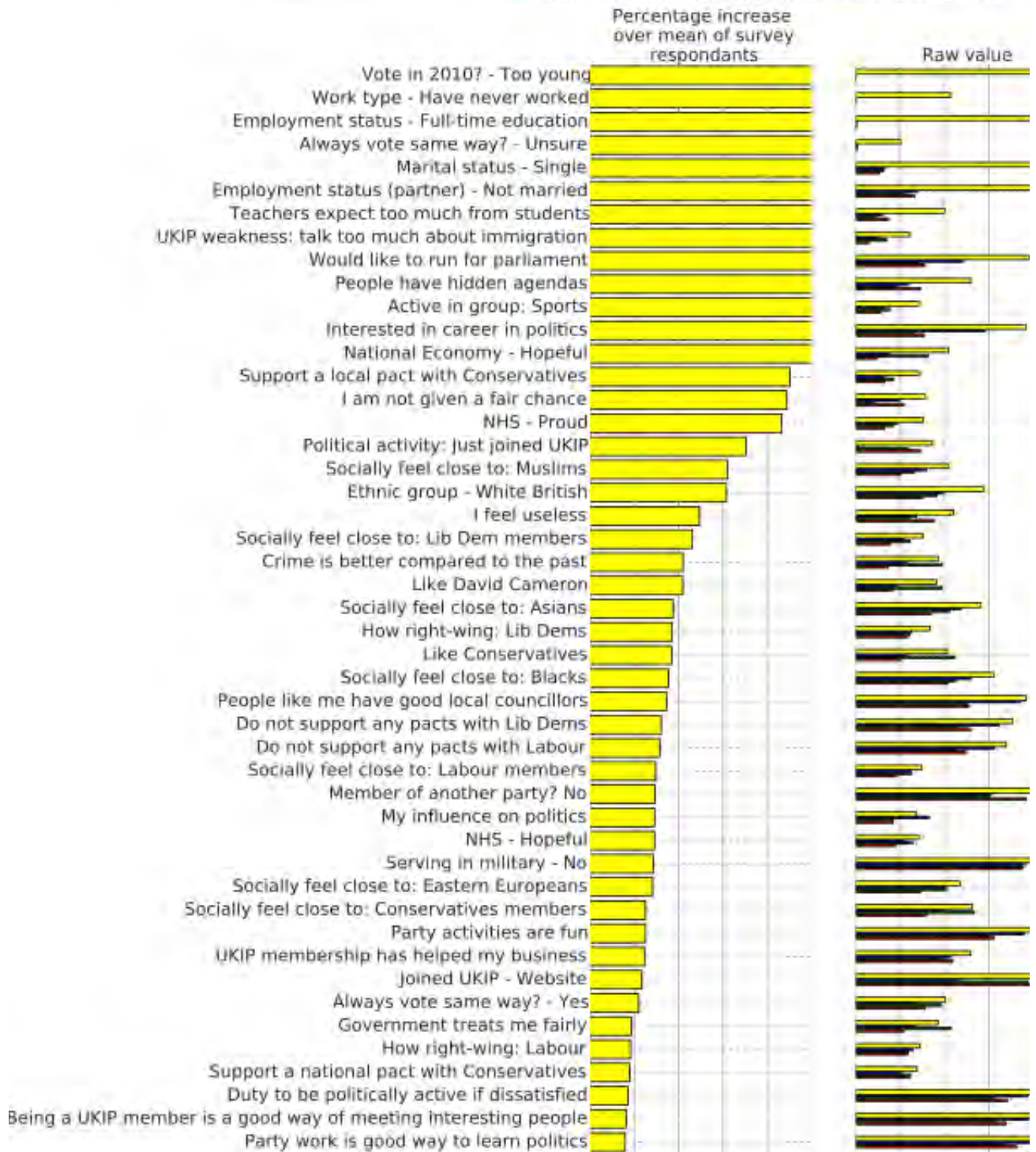
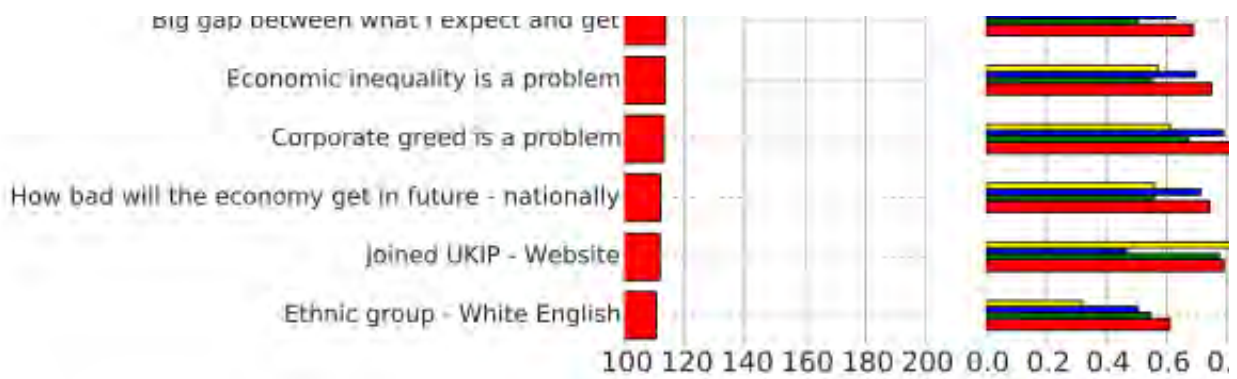
Hi Brittany, please find attached the plots represented the groups as discussed, and summarised by Pere below.

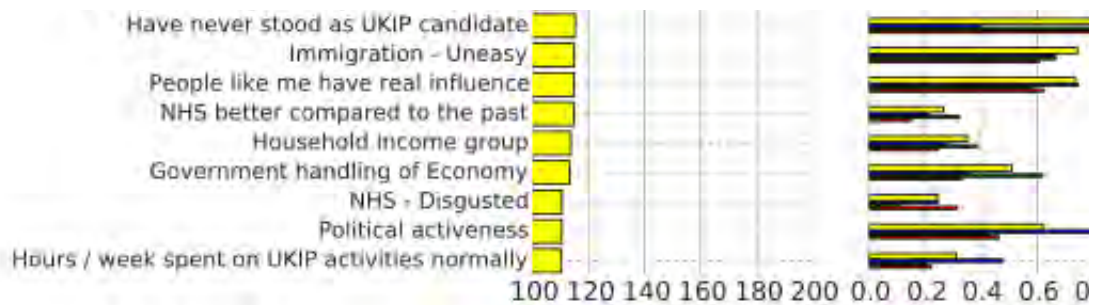
Thanks, David











Eager Activist [SEGMENT 0, BLUE]

-

Image: 152524037

- Extremely politically engaged, and looking for more opportunities to get involved
- Propensity to donate to political causes, and to take part in political events
- Somewhat pessimistic about the economy and the NHS

Young Reformers [SEGMENT 3, YELLOW]

Image: 89664316

- Young, single and in education
- Politically active, and sees activism as fun, interesting and impactful
- Comfortable with people in different ethnic groups, and tend to dislike too much of a focus on immigration
- Generally optimistic about the economy and the NHS

Disaffected Tories [SEGMENT 1, GREEN]

Image: 138727886

- Tend to be fairly satisfied with the performance the previous and current governments, except on the EU and immigration
- Generally upbeat about the economy, the NHS and think crime is going down
- Fairly affluent professionals and manager-level workers
- Not very politically active

Left Behinds [SEGMENT 2, RED]

-

Image: 223831366

- Feels increasingly left behind by society and globalisation
- Unhappy with the economy and the NHS, but immigration is most important issue
- Suspicious of the establishment including politicians, banks and corporations

Suspicious of the establishment, including politicians, banks and corporations

- Worried about their economic security, deteriorating public order and the future generally

A person with curly hair is seen from behind, looking out a window. The scene is bathed in warm, golden light. A large, semi-transparent graphic consisting of diagonal stripes in shades of blue, green, and red is overlaid across the entire image. The text is positioned on the left side of the frame.

LEAVE.EU

**IT'S TIME
TO LEAVE THE EU**

JOIN THE UK'S FASTEST GROWING GRASS ROOTS ORGANISATION

**TO WIN THE LEAVE
VOTE ON THE EU
REFERENDUM,
MEANING THE
UK WOULD VOTE
AGAINST STAYING
IN THE EU.**

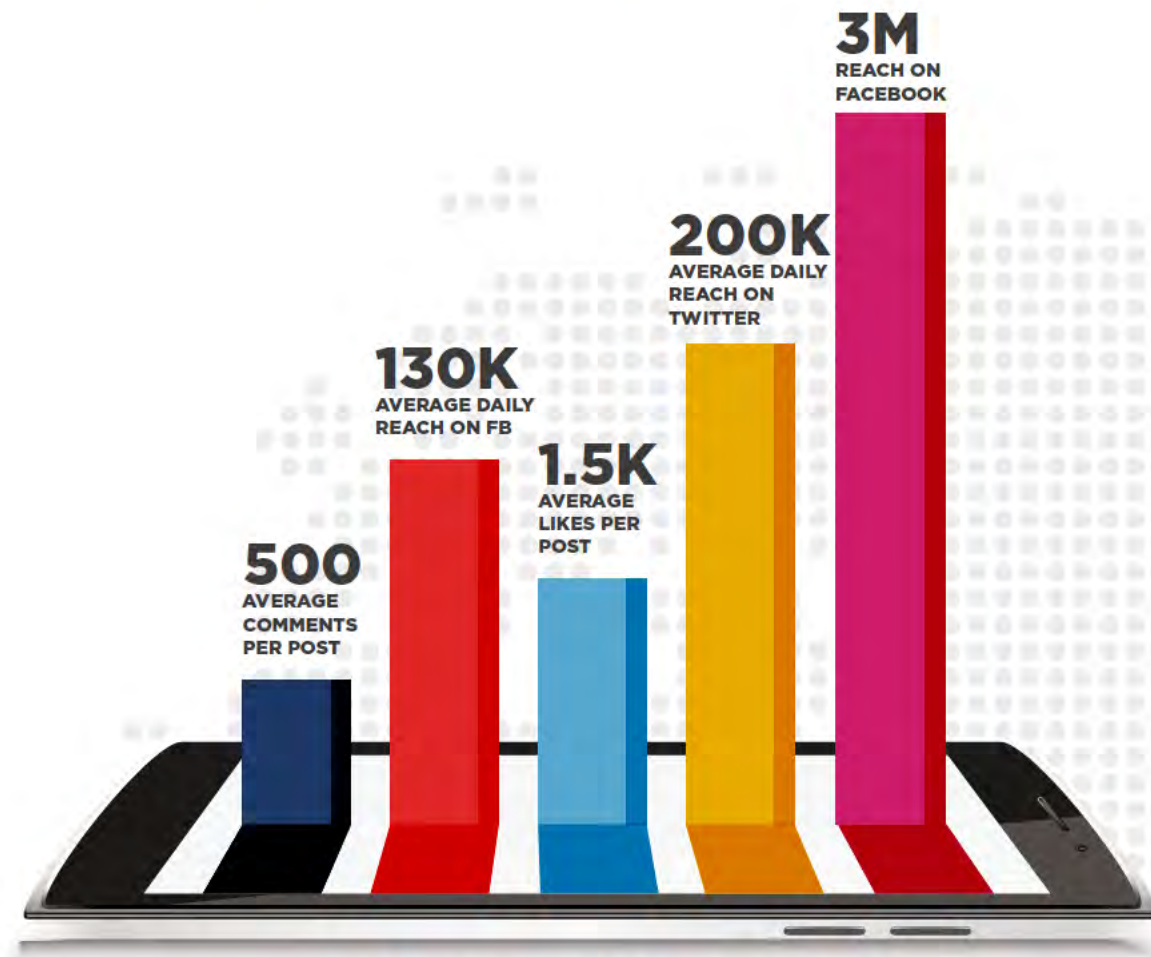
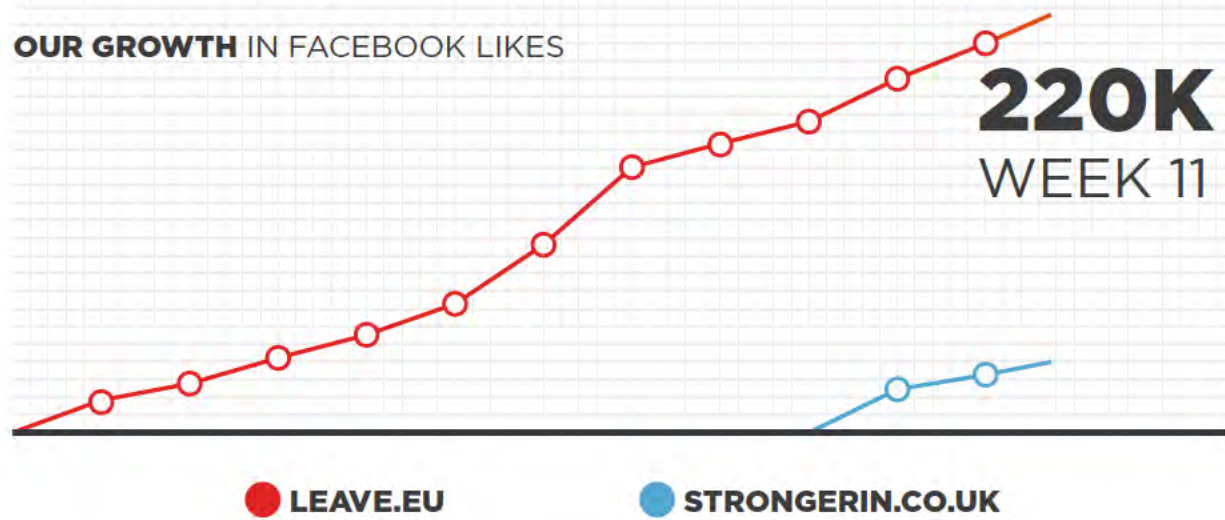
OBJECTIVES

1 WIN
TO WIN THE
LEAVE VOTE

2 RAISE AWARENESS
GAIN SUPPORT THROUGH
EDUCATING ON THE REAL EU FACTS

3 SUPPORT
TO GET OVER 3 MILLION
SUPPORTERS

OUR GROWTH IN FACEBOOK LIKES



PHENOMENAL ENGAGEMENT



SOCIAL MEDIA POSTS

LAST MONTH, NISSAN INVESTS £100M IN SUNDERLAND PLANT SAFEGUARDING 34,000 JOBS

LEAVE.EU JOIN BRITAIN'S FASTEST GROWING GRASS ROOTS MOVEMENT BY TEXTING "LEAVE EU" TO 81400. WWW.LEAVE.EU

Leave.EU
Published by Jordan Ryan [?] · October 2 at 5:00pm · Edited (7) ·

The Mirror have a readers' poll on their website which puts 'Leave' at 58%. Are mainstream polls underestimating how many people want us to leave the EU?

<http://www.mirror.co.uk/.../shock-poll-reveals-britain-would-...>

Should Britain leave the European Union?

YES 58%	NO 42%
-------------------	------------------

SHARE THE VOTE
 f Share t Tweet +1

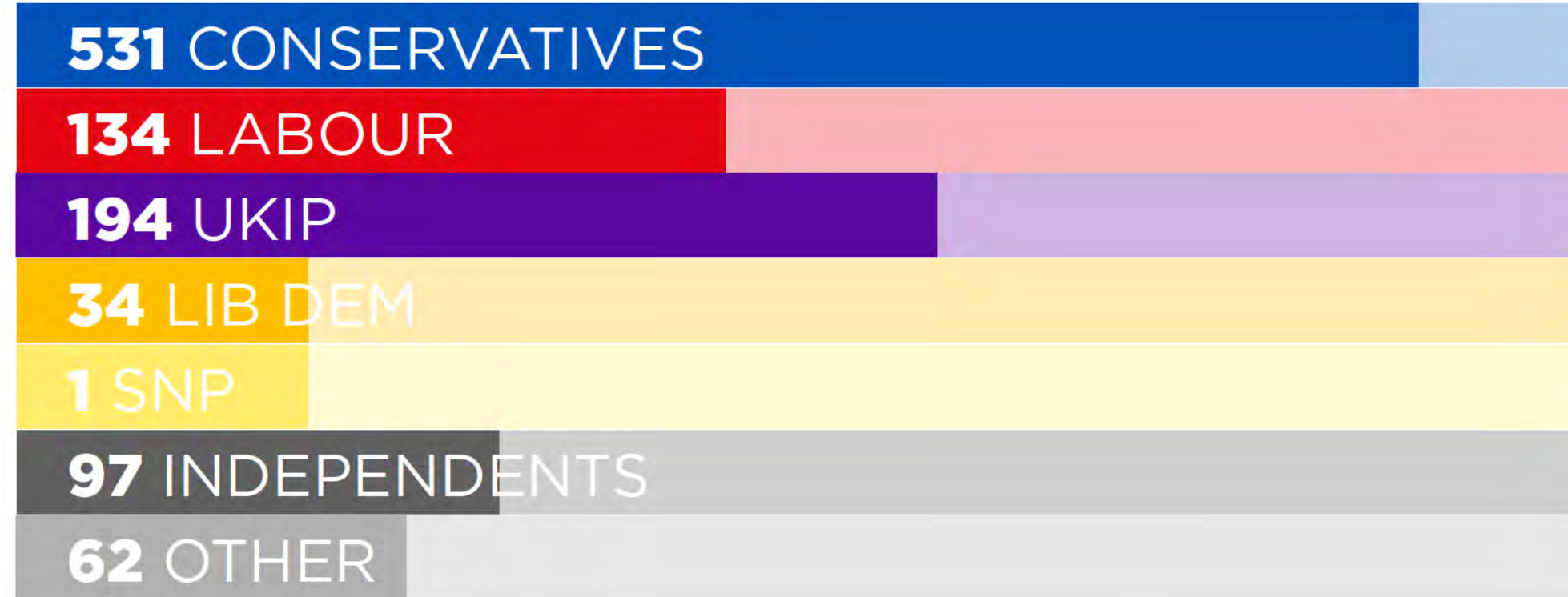
194,003 people reached Boost Post
 5.8k Likes 1.3k Comments 1.9k Shares

LEAVE.EU

250,000 SUPPORTERS

COUNCILLORS

OVER A
1000
COUNCILLORS
HAVE SIGNED
UP TO OUR
CAMPAIGN



SMEs

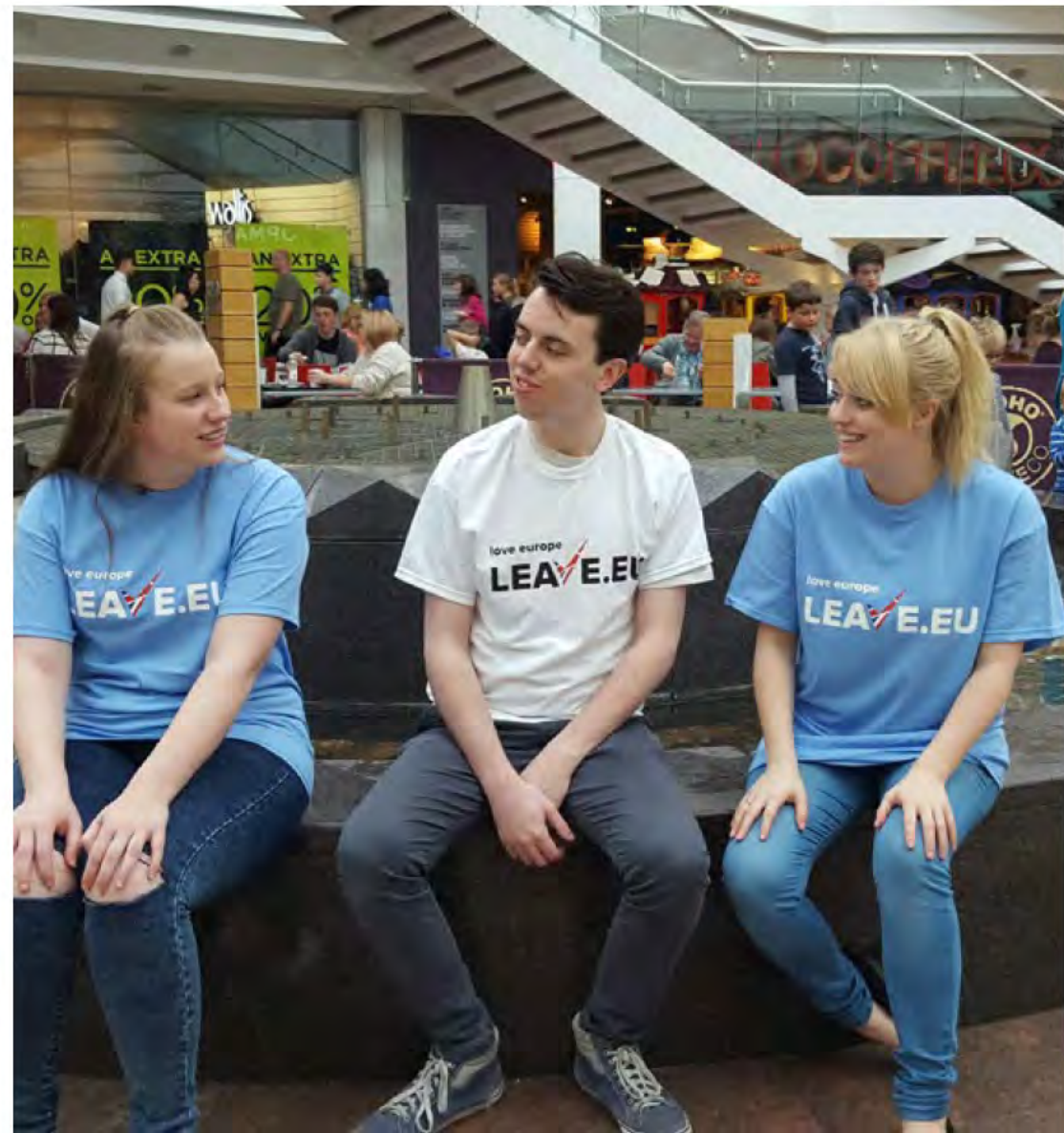
OVER
3000
SMES HAVE JOINED
OUR CAMPAIGN



LEAVE.EU



MERCHANDISE & STAFF



LEAVE.EU
JIM MELLON
ON RADIO 4

BBC RADIO4 TODAY

Jim Mellon 06/10/15



BBC RADIO4 TODAY

Arron Banks 25/09/15



BBC SUNDAY POLITICS

Richard Tice 04/10/15



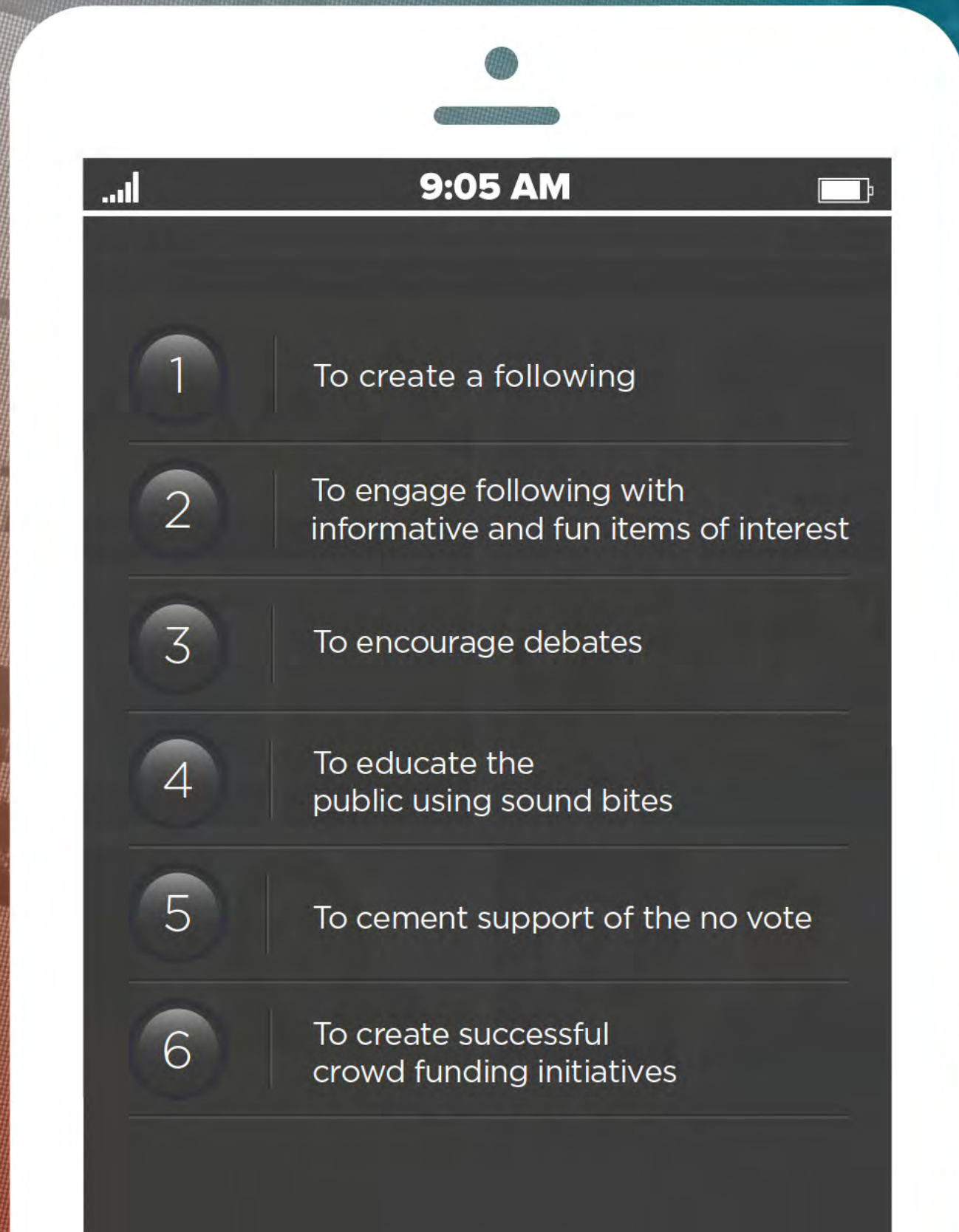
BBC ANDREW MARR

Richard Tice 11/10/15



SKY NEWS

Liz Bilney 12/10/15





Multi-faceted communication campaign aiming to gain support and capture audiences through multi-media channels.



Leave.eu have employed the services of cartoonist Gary Barker to help bring our facts to life in a hard-hitting but humorous way.

A former geologist and environmental scientist, Gary got fed up with wet feet, so moved indoors and became the BBC Politics Show's political cartoonist in 2007. His work now appears regularly in The Times and The Guardian.

