

## YouGov / Peoples Vote Campaign Survey Results

Sample Size: 10121 GB Adults  
Fieldwork: 31st July - 7th August 2018

	Vote in 2017			EU Ref 2016		Voting Intention			Gender		Age				Social Grade		Ref Vote Today		
	Total	Con	Lab	Lib Dem	Remain	Leave	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Remain	Leave
<b>Weighted Sample</b>	<b>10121</b>	<b>3492</b>	<b>3289</b>	<b>607</b>	<b>3886</b>	<b>4180</b>	<b>XX</b>	<b>XX</b>	<b>XX</b>	<b>4899</b>	<b>5222</b>	<b>1134</b>	<b>4271</b>	<b>2399</b>	<b>2318</b>	<b>5769</b>	<b>4352</b>	<b>4664</b>	<b>4080</b>
<b>Unweighted Sample</b>	<b>10121</b>	<b>3520</b>	<b>3227</b>	<b>642</b>	<b>4332</b>	<b>4261</b>	<b>2841</b>	<b>2737</b>	<b>737</b>	<b>4426</b>	<b>5695</b>	<b>978</b>	<b>4004</b>	<b>2501</b>	<b>2638</b>	<b>6188</b>	<b>3933</b>	<b>4886</b>	<b>4087</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Thinking about the big issues facing Britain these days, whose judgement do you trust most? Please tick up to four

Public service professionals in your area such as teachers, doctors and nurses	<b>26</b>	18	36	37	36	19	20	37	42	24	27	29	26	26	22	28	22	35	18
Economists in universities and Think Tanks	<b>17</b>	12	23	37	29	8	13	24	38	18	16	25	18	16	13	22	11	28	8
Your friends and neighbours	<b>15</b>	14	16	12	14	16	14	17	13	14	15	16	16	12	13	14	15	15	16
People on average incomes	<b>13</b>	12	15	11	11	16	12	16	14	13	14	14	14	13	12	12	15	12	16
Business leaders	<b>12</b>	15	10	26	18	9	17	9	29	15	10	10	11	14	13	15	8	17	9
Ordinary soldiers, sailors and air crew in the armed forces	<b>12</b>	15	11	6	8	17	15	12	7	12	12	8	11	15	14	11	14	9	17
People who lead Britain's armed forces	<b>9</b>	13	6	6	7	12	14	6	9	10	8	7	6	10	12	9	8	7	12
Local charity and community leaders	<b>9</b>	5	15	14	15	5	5	15	15	8	10	12	11	9	6	10	8	14	5
TV and radio Journalists	<b>6</b>	6	6	12	8	4	6	7	13	7	5	5	5	6	6	7	4	8	4
Politicians generally	<b>4</b>	6	3	3	4	4	8	3	2	4	4	5	3	4	5	4	3	4	4
Trade union leaders	<b>4</b>	1	9	4	7	3	1	11	4	4	4	5	5	5	2	5	4	7	2
Newspaper journalists	<b>4</b>	4	5	8	6	3	5	6	9	5	4	5	4	4	4	5	3	6	3
Social media (such as Facebook, WhatsApp, Twitter)	<b>2</b>	1	2	1	2	1	1	3	2	2	2	4	2	1	1	2	2	2	1
None – I trust only my own judgement	<b>37</b>	45	28	27	27	47	42	27	24	38	36	24	33	41	47	34	41	27	47
Don't know	<b>12</b>	8	12	10	11	8	7	10	6	9	14	20	14	8	6	10	13	11	7

### Now thinking specifically about the issues concerning Brexit, whose judgement do you trust most? Please tick up to four

Economists in universities and Think Tanks	<b>19</b>	13	27	40	34	8	15	28	44	20	19	26	21	18	15	24	13	33	9
Business leaders	<b>16</b>	16	18	36	27	10	19	17	39	18	15	14	16	18	16	20	11	25	10
Public service professionals in your area such as teachers, doctors and nurses	<b>14</b>	9	21	25	23	8	9	23	29	15	14	17	16	12	12	16	13	22	8
People on average incomes	<b>8</b>	9	8	5	6	10	9	10	5	8	8	10	8	8	9	7	9	7	11
Your friends and neighbours	<b>7</b>	8	8	6	7	8	8	9	6	8	7	8	9	5	6	8	7	8	8
Ordinary soldiers, sailors and air crew in the armed forces	<b>5</b>	6	4	2	3	7	6	5	2	5	5	4	5	4	5	4	6	3	7
Politicians generally	<b>4</b>	7	2	3	4	4	8	3	4	4	4	5	3	5	5	4	4	4	5
Trade union leaders	<b>4</b>	1	8	6	8	2	1	10	7	5	4	7	4	4	3	5	4	8	2
People who lead Britain's armed forces	<b>4</b>	6	3	5	4	5	6	3	5	5	3	3	4	4	5	4	4	4	5
Local charity and community leaders	<b>4</b>	2	7	7	7	2	2	8	8	4	5	5	6	4	2	5	4	7	3
TV and radio Journalists	<b>4</b>	4	5	9	7	3	4	6	9	5	4	4	4	5	5	5	4	6	3
Newspaper journalists	<b>4</b>	4	4	7	5	3	4	4	7	4	3	4	3	4	4	5	2	5	3
Social media (such as Facebook, WhatsApp, Twitter)	<b>1</b>	1	2	1	1	1	1	2	1	1	1	3	2	1	1	2	2	2	1
None – I trust only my own judgement	<b>43</b>	52	34	27	31	55	49	33	24	45	41	26	37	49	54	40	46	31	57
Don't know	<b>17</b>	11	19	13	15	13	10	16	9	13	20	27	21	12	9	15	19	15	11

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	Total	Con	Lab	Lib Dem	Remain	Leave	Con	Lab	Lib Dem	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	Remain	Leave
<b>Weighted Sample</b>	<b>10121</b>	3492	3289	607	3886	4180	XX	XX	XX	4899	5222	1134	4271	2399	2318	5769	4352	4664	4080
<b>Unweighted Sample</b>	<b>10121</b>	3520	3227	642	4332	4261	2841	2737	737	4426	5695	978	4004	2501	2638	6188	3933	4886	4087
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking in general terms about people leading the campaigns for Britain to LEAVE the European Union...

How well or badly do you think they understand the concerns of ordinary people about whether Britain should or should not be in the EU?

Very well	7	12	3	4	2	13	10	3	3	9	5	4	5	9	9	6	7	2	14
Fairly well	20	32	14	14	12	32	36	14	14	23	18	16	17	22	27	21	19	10	36
<b>TOTAL WELL</b>	<b>27</b>	<b>44</b>	<b>17</b>	<b>18</b>	<b>14</b>	<b>45</b>	<b>46</b>	<b>17</b>	<b>17</b>	<b>32</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>31</b>	<b>36</b>	<b>27</b>	<b>26</b>	<b>12</b>	<b>50</b>
Fairly badly	27	28	27	32	31	24	29	28	31	24	29	30	26	26	29	28	26	31	23
Very badly	27	15	39	36	43	15	13	40	44	28	27	23	27	30	25	29	24	43	13
<b>TOTAL BADLY</b>	<b>54</b>	<b>43</b>	<b>66</b>	<b>68</b>	<b>74</b>	<b>39</b>	<b>42</b>	<b>68</b>	<b>75</b>	<b>52</b>	<b>56</b>	<b>53</b>	<b>53</b>	<b>56</b>	<b>54</b>	<b>57</b>	<b>50</b>	<b>74</b>	<b>36</b>
Don't know	19	13	17	14	12	16	12	15	8	16	22	28	24	13	11	16	23	13	15

And do you think they mostly represent the establishment in Britain, ordinary people in Britain or both equally?

The establishment	34	27	43	40	43	29	26	45	42	34	33	28	33	36	36	35	32	43	28
Ordinary people	15	24	9	7	7	23	23	9	7	17	12	11	13	17	18	15	14	8	26
Both equally	17	24	12	13	12	23	26	12	14	17	16	15	14	17	21	17	17	11	25
Neither	15	12	17	25	22	9	12	17	28	15	14	16	14	16	14	17	12	21	8
Don't know	20	13	19	15	16	16	13	17	10	16	24	31	26	14	12	17	24	17	14

Now thinking in general terms about people leading the campaigns for Britain to STAY In the European Union...

How well or badly do you think they understand the concerns of ordinary people about whether Britain should or should not be in the EU?

Very well	4	2	6	7	7	1	3	6	10	5	4	5	4	4	4	5	3	8	2
Fairly well	22	19	27	30	33	14	22	30	30	23	22	26	24	21	19	25	18	33	14
<b>TOTAL WELL</b>	<b>26</b>	<b>21</b>	<b>33</b>	<b>37</b>	<b>40</b>	<b>15</b>	<b>25</b>	<b>36</b>	<b>40</b>	<b>28</b>	<b>26</b>	<b>31</b>	<b>28</b>	<b>25</b>	<b>23</b>	<b>30</b>	<b>21</b>	<b>41</b>	<b>16</b>
Fairly badly	29	32	27	33	28	32	34	27	35	28	29	24	27	31	32	30	27	28	32
Very badly	23	32	18	15	14	35	28	18	14	26	20	12	17	29	33	21	25	14	37
<b>TOTAL BADLY</b>	<b>52</b>	<b>64</b>	<b>45</b>	<b>48</b>	<b>42</b>	<b>67</b>	<b>62</b>	<b>45</b>	<b>49</b>	<b>54</b>	<b>49</b>	<b>36</b>	<b>44</b>	<b>60</b>	<b>65</b>	<b>51</b>	<b>52</b>	<b>42</b>	<b>69</b>
Don't know	22	15	22	15	17	17	14	19	11	18	26	33	27	16	13	18	27	18	15

And do you think they mostly represent the establishment in Britain, ordinary people in Britain or both equally?

The establishment	35	49	28	25	22	54	46	29	22	39	31	20	26	45	48	35	36	21	57
Ordinary people	11	7	15	13	16	6	8	17	15	11	11	15	13	8	8	12	9	17	6
Both equally	23	18	27	37	34	13	20	28	42	24	22	26	24	21	20	25	19	33	13
Neither	10	12	9	9	10	11	12	8	9	10	10	8	8	11	12	10	10	9	11
Don't know	22	14	21	16	18	16	13	18	12	17	26	32	28	15	12	19	26	19	14