

YouGov Survey Results

Sample Size: 4772 UK Adults
Fieldwork: 23rd June 2016

	EU ref vote		Vote in 2015				Gender		Age				Education				
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	GCSE	A level	Higher below degree	Degree	Other or DK
Weighted Sample 4772	2307	2162	1319	1084	277	461	2310	2462	554	2042	1174	1002	1375	1047	386	1216	747
Unweighted Sample 4772	2404	2184	1467	1221	339	516	2264	2508	360	1861	1291	1260	1301	921	383	1392	775
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On the Day Vote

Remain	52	100	0	43	69	73	7	51	52	75	56	44	39	34	54	52	71	47
Leave	48	0	100	57	31	27	93	49	48	25	44	56	61	66	46	48	29	53

In today's referendum on Britain's membership of the European Union, how did you vote:
Should the United Kingdom remain a member of the European Union or leave the European Union?

Remain	48	100	0	43	68	70	7	48	49	66	52	42	38	32	50	49	68	44
Leave	45	0	100	56	30	26	92	46	45	23	40	53	59	61	42	46	28	49
Did Not Vote	6	0	0	1	2	3	1	6	6	10	7	5	2	7	7	6	4	6

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	EU ref vote		Vote in 2015				Gender		Age				Education					
Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	GCSE	A level	Higher below degree	Degree	Other or DK	
Weighted Sample	4772	2307	2162	1319	1084	277	461	2310	2462	554	2042	1174	1002	1375	1047	386	1216	747
Unweighted Sample	4772	2404	2184	1467	1221	339	516	2264	2508	360	1861	1291	1260	1301	921	383	1392	775
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When did you finally decide how to vote?

Before the election campaign started	56	52	59	52	59	49	73	60	52	49	51	58	64	57	51	53	57	57
At least one week ago	27	29	24	29	25	35	19	25	29	33	28	26	23	26	28	31	27	26
Within the past week	8	9	7	9	8	9	3	8	9	8	10	8	6	7	10	8	8	8
Within the past 24 hours	8	8	8	10	7	8	5	7	10	9	10	8	7	9	10	8	7	8
Don't know	1	0	1	0	1	0	0	1	1	1	1	0	0	1	1	0	1	1

Which ONE of the following was the most important to you in deciding how to vote in the referendum?

Which is likely to strike a better balance between Britain's right to act independently, and the appropriate level of co-operation with other countries	32	21	45	40	25	34	42	33	32	24	26	38	42	32	29	30	34	35
Which is likely to be better for jobs, investment and the economy generally	23	40	5	22	29	33	6	23	24	33	25	20	19	16	27	25	30	20
Which is likely to help us deal better with the issue of immigration	13	1	26	14	9	5	30	13	13	4	12	17	15	19	12	13	6	14
Which is likely to be better for my family and I	9	13	5	8	10	7	5	9	9	12	12	7	5	10	8	9	9	10
Which is likely to maximise Britain's influence in the world	4	5	3	4	5	3	3	5	4	4	5	3	5	5	4	6	3	2
Which is likely to be better for the NHS	3	2	4	2	4	1	3	2	4	5	3	3	3	5	3	2	1	3
Which campaign I trusted the most	2	2	2	1	3	2	1	2	2	2	2	1	2	2	2	3	2	2
Which politicians I trusted the most	1	2	1	1	2	1	1	1	1	1	1	1	1	1	1	1	2	1
Something else	10	12	7	5	10	13	8	11	8	13	12	8	7	7	11	10	12	10
None of these	2	2	2	2	2	1	1	1	3	2	2	2	2	2	3	1	2	2

And what do you think the result of the EU

Referendum will be?

The United Kingdom will vote to Remain in the EU	52	63	41	51	54	50	43	56	49	67	56	48	42	43	56	50	61	50
The United Kingdom will vote to Leave the EU	19	9	30	20	16	14	31	20	18	12	18	22	21	27	18	21	12	19
Don't know	29	29	28	29	30	36	26	24	33	21	26	30	37	30	27	29	27	31