

YouGov / Times Survey Results

		EU Refe	erendum	Voting Int	tention		Vote i	n 2015		Ge	nder		Ag	е		Social	Grade			Regi	on		
	Total	Remain	Leave	Would not vote	Don't know	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
Weighted Sample	3766	1709	1652	106	158	1039	860	221	355	1822	1944	429	1623	930	784	2163	1603	441	1219	789	885	338	94
Unweighted Sample	3766	1732	1643	110	156	999	932	263	347	1748	2018	379	1753	973	661	2304	1462	360	1263	788	895	359	101
·	0/.	0/2	0/_	0/_	0/.	0/.	%	0/2	0/.	0/.	0/_	0/_	0/.	0/.	0/.	0/.	0/.	0/_	0/_	0/_	0/2	0/.	0/2

[Turnout weighted and including squeeze question]	_					_						_			_		_						
Remain	51	100	0	0	0	41	68	71	7	49	52	80	55	44	37	59	39	62	47	48	48	59	61
Leave	49	0	100	0	0	59	32	29	93	51	48	20	45	56	63	41	61	38	53	52	52	41	39



Fieldwork: 20th - 22nd June 2016	_				W C 1 C		ı		00/-		_		1					<u> </u>						
		El	U Refer	endum	Voting Inte			Vote i	n 2015	1	Ge	ender		Αç	je		Social	Grade			Regi	on		
	To		main		Would not vote	Don't know	Con		Lib Dem			Female							London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
Weighted Sam				1652	106	158	1039	860	221	355	1822	1944		1623	_		2163	-	441	1219	789	885	338	94
Unweighted Sam				1643	110	156	999	932	263	347	1748	2018	379	1753	973		2304	1462	360	1263	788	895	359	101
	%)	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
As far as you know, are you registered to vote in this week's referendum on Britain's membership of the European Union? Yes, I am registered to vote No, I am not registered to vote	9		99 0	99 0	88 0	90 0	99 1	99 0	99 1	99 0	95 3	94 4	87 9	94 5	97	99 1	95 4	95 4	90 6	95 4	95 4	96 3	96 2	95 5
I don't know if I am registered to vote or not	1		1	1	12	10	0	0	1	1	1	2	9 4	5 2	2 1	0	1	2	5	1	2	1	2	0
Tuonit know ii Tain registered to vote of not		I		'	14	10		U	'	'	' '	_	1 7	_	'	U	'	۷	5	'	_	'	_	U
	-19 20 - ne* Ju																							
There is a referendum on Britain's membership of the European Union on June 23rd and this is the question, how will you vote: Should the United Kingdom remain a member of the European Union or leave the European Union?																								
		5	95 0 0 5	0 98 0 2	0 0 80 20	0 0 0 100	37 54 0 8	63 29 0 8	66 28 1 6	5 90 0 4	45 47 3 6	45 43 2 10	72 19 2 7	48 40 3 9	38 51 2 9	34 59 2 5	53 38 2 7	34 54 3 10	52 34 3 11	44 48 1 7	41 46 3 10	42 48 3 8	55 37 2 6	52 42 0 6
And even if you aren't sure yet, which way do you think you will end up voting on the 23rd June?																								
[Only asked to those who said Don't know; n=295] Will probably end up voting to remain a member of the European Union	7 2	7 1	00	0	0	0	35	31	25	41	29	26	23	27	26	33	32	22	29	26	22	31	24	75
Will probably end up voting to leave the European Union	9 1	3	0	100	0	0	19	18	7	5	14	12	10	15	11	10	14	11	6	14	16	8	23	0
, , ,	8 7 6 5		0	0 0	100 0	0 100	5 42	3 49	8 60	0 54	4 53	9 53	6 61	9 50	7 57	4 54	5 49	9 58	2 63	9 51	2 60	12 49	11 41	8 17



Fieldwork: 20th - 22nd June 2016	Г	ı	FILDof	arandum	Voting Int	ention		Vote ir	2015		Go	nder		Ag	10		Social	Grade			Regi	on		1
	-		LU Kei	erenaum	Would	Don't			Lib			iluei		<u> </u>	ĺ					Rest of	Midlands /			Northern
		Total	Remain	Leave	not vote	know	Con	Lab	Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	South	Wales	North	Scotland	Ireland
Weighted Sa	ample	3766	1709	1652	106	158	1039	860	221	355	1822	1944	429	1623	930	784	2163	1603	441	1219	789	885	338	94
Unweighted Sa	ample		1732	1643	110	156	999	932	263	347	1748	2018	379	1753	973	661	2304	1462	360	1263	788	895	359	101
	17-19	% 20.22	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		June																						
And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the EU referendum?	June	Julie																						
[Only asked to those who were registered to vote; n=3641]																								
0 - Certain NOT to vote	5	2	0	0	57	3	1	1	1	0	2	2	2	3	2	1	2	3	3	2	3	2	2	0
1	1	1	0	0	14	1	0	0	0	0	1	0	1	1	0	1	0	1	0	0	1	1	1	0
2 3	1	0	0 0	0 0	5 6	2 3	0	0	0	0 0	1 1	0 1	0 3	1 1	1 1	0	0 1	1	1 1	1 0	0 1	1 1	0 0	0 0
3	1	ò	0	0	2	3	0	0	0	0	0	1	1	0	0	0	0	1	1	0	0	1	0	0
5	3	3	2	2	8	23	1	1	2	1	2	3	4	4	2	1	2	5	4	3	2	4	2	0
6	1	1	1	1	4	7	1	1	0	0	1	1	2	2	1	0	1	1	2	1	2	2	0	2
7	2	2	2	2	1	7	2	2	2	0	2	2	4	3	1	1	2	3	1	2	2	1	2	7
8 9	3 7	4 7	5 8	3 7	0	6 6	4 7	4 6	2 10	3 5	4 7	4 7	4	5 7	5 7	2 7	4 7	4 6	5 7	4 7	5 6	4 6	4 9	2
10 - Absolutely certain to vote, or have already voted by			8		Ü		′	ь	10	5	1	-	6	/	/	′	1	ь	7		-	-		19
post	75	78	81	85	4	37	85	85	82	89	80	77	73	75	79	86	80	76	76	80	78	78	80	70
Thinking about how you might vote in a referendum on Britain's membership of the European Union, which of the following best applies to you?																								
[Only asked to those who were registered to vote; n=3641]																								
I will definitely vote for Britain to remain a member of the EU, or have already voted to remain	38	40	84	0	7	1	32	58	59	5	40	40	60	42	35	31	48	30	49	39	36	38	47	48
I will probably vote for Britain to remain a member of	6	5	9	4	5	4	6	5	6	1	5	5	10	6	3	3	5	5	5	4	6	5	6	4
the EU, but could be persuaded to vote to leave I don't have a strong preference and could change my	O	٦	3		3	4	O	3	U	'	3	3	10	O	3	3	3	3	3	4	O	3	O	4
mind, but am currently more likely to vote for Britain to	3	3	5	0	12	5	3	3	3	2	3	3	5	3	2	3	3	3	4	3	3	3	4	2
stay			44	4	47	•		•	^	ا _	•	•	45	•			•			-	•	•	40	•
SOFT REMAIN I have no idea whether I would vote for Britain to stay in	9	8	14	1	17	9	y I	8	9	3	8	8	15	9	5	6	8	8	9	7	9	8	10	6
the EU or to leave the EU I don't have a strong preference and could change my	7	6	1	1	63	71	3	3	5	2	5	7	6	6	6	4	5	7	8	5	8	6	4	4
mind, but am currently more likely to vote for Britain to	4	3	0	5	8	9	3	2	2	2	3	3	3	4	3	2	2	4	3	2	4	4	5	2
I will probably vote for Britain to leave the EU, but could be persuaded to vote to stay	4	5	0	9	1	6	6	4	4	2	4	5	2	6	5	3	4	5	5	5	6	4	2	5
SOFT LEAVE	8	8	0	14	9	15	9	6	6	4	7	8	5	10	8	5	6	9	8	7	10	8	7	7
I will definitely vote for Britain to leave the EU, or have already voted to leave	38	38	0	83	5	5	47	25	22	86	41	36	13	33	45	55	33	46	27	42	39	41	32	35



Fieldwork: 20th - 22nd June 2016																								
			EU Refe	Would Don't not vote know					n 2015		Ge	nder		Αç	je		Social	Grade			Regi	on		
	To	otal	Remain	Leave			Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	7-19 20 une* J เ	une																						
	une Ju	une																						
Which ONE of the following will be most important to you in deciding how to vote in the referendum?																								
[Only asked to those who were registered to vote; n=3641]																								
economy generally	30	33	60	8	20	12	28	43	43	10	33	33	51	38	28	20	38	26	37	31	32	32	37	39
	29	30	18	45	17	24	40	24	30	42	30	30	17	26	33	41	30	31	31	33	28	30	28	24
level of co-operation with other countries Which is likely to help us deal better with the issue of immigration	19	18	2	35	10	15	19	12	10	38	17	18	8	16	21	23	14	23	14	17	21	19	15	19
Which is likely to maximise Britain's influence in the	4	4	4	3	1	2	5	4	5	2	4	3	4	3	3	5	3	4	3	4	3	3	2	6
Something else		9 7	11 5	6 3	7 45	12 36	5 3	12 6	6 5	4 3	9 6	9 7	12 8	9 7	8 6	7 5	9 6	8 8	8 7	8 6	9 7	8 7	12 6	10 2
How safe or risky do you think it would be for Britain to LEAVE the European Union?							_																	
		26	52	1	13	2	18	41	36	2	26	25	43	27	23	17	31	19	31	26	23	24	25	33
		28	39	19	23	18	32	27	30	17	28	29	34	32	24	24	31	25	33	28	28	25	35	30
		54	91	20	36	20	50	68	66	19	54	54	77	59	47	41	62	44	64	54	51	49	60	63
,		22 12	3 0	44 27	10 1	11 1	28	15 7	18	37	23	21 10	8 4	20	27	30 20	20 9	26 16	16 7	23 15	23	24	20	22 8
		12 34	3	71	11	12	13 41	22	5 23	36 73	14 37	31	12	9 29	15 42	50	29	42	23	38	11 34	13 37	11 31	30
		12	6	8	54	68	8	10	11	7	8	15	12	13	11	9		14	13	9	14	13	10	9
How safe or risky do you think it would be for																								
Britain to REMAIN part of the European Union? Very risky	19	16	1	35	2	1	15	10	9	51	20	13	7	13	20	22	12	22	11	18	16	18	13	15
		19	5	35	10	10	28	12	14	26	18	20	10	16	22	23 25	19	18	17	21	19	17	19	16
		35	6	70	12	11	43	22	23	77	38	33	17	29	42	48	31	40	28	39	35	35	32	31
		34	52	18	23	15	34	39	43	14	33	34	37	37	31	30	36	31	34	32	34	35	38	30
Very safe	19	19	38	2	10	3	14	29	24	3	20	18	35	20	16	14	23	15	25	19	17	17	20	31
		53	90	20	33	18	48	68	67	17	53	52	72	57	47	44	59	46	59	51	51	52	58	61
Don't know	12	12	5	9	55	71	9	10	11	6	8	15	11	13	11	8	9	14	12	10	13	13	9	7
Do you think Britain would be economically better or worse off if we left the European Union, or would it make no difference?										•	1					Ī	1							
		23	3	48	4	3	27	14	13	52	24	22	11	20	27	31	19	28	17	24	22	25	22	20
		40	78	4	16	9	35	54	54	8	41	38	59	42	34	30	46	30	48	39	37	35	45	51 16
Would make no real difference to the British economy Don't know		22 15	9 11	38 10	20 61	14 74	26 12	17 15	18 15	32 8	25 11	20 20	11 19	21 17	25 14	28 11	21 14	24 17	17 18	24 12	24 17	21 18	21 12	16 13



Fieldwork: 20th - 22nd June 2016	_																							
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		Total	Remain	Leave	Would not vote	Don't know	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
Weighted S	amnla	2766	1709	1652	106	158	1039	860		355	1822	1944	429	1623	930	78/	2163	1603	441	1219	789	885	338	94
Unweighted S		3766	1732	1643	110	156	999	932	263	347	1748	2018	379	1753	973	661	2304	1462	360	1263	788	895	359	101
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	17-19																							
Do you think Britain would have more or less	June*	June																						
influence in the world if we left the European Union,																								
or would it make no difference?																								
More influence	15	16	3	33	5	6	20	11	10	37	19	14	11	14	20	19	14	19	13	17	16	16	17	19
Less influence	37	38	73	5	14	16	30	54	54	6	39	37	55	41	33	27	44	29	42	37	35	35	46	48
Would make no real difference to British influence	36	34	16	56	28	16	42	25	27	52	34	34	20	30	37	48	31	39	31	37	34	36	29	25
Don't know	12	12	9	7	53	62	8	10	9	5	8	15	14	15	10	6	10	14	14	9	15	12	8	9
Do you think it would have a good or bad effect on British jobs if we left the European Union, or would it make no difference?			_				_									_								
Good for jobs	21	22	4	44	7	5	24	16	13	48	23	21	11	22	27	23	19	27	22	24	21	23	18	19
Bad for jobs	36	36	72	2	13	7	30	50	51	5	37	35	58	38	32	25	43	27	42	35	34	33	41	41
Would make no real difference to British jobs Don't know	28 16	27 15	13 12	45 9	23 57	19 69	35 12	21 14	22 14	39 7	30 10	25 19	15 17	23 17	29 12	41 11	26 13	30 17	18 18	29 13	29 17	29 15	27 14	28 11
Do you think Britain would be more or less at risk from terrorism if we left the European Union, or																								
would it make no difference? Britain would be more at risk from terrorism if we left the EU	15	17	33	1	9	6	15	26	19	2	15	19	24	16	17	13	19	13	21	17	18	14	14	18
Britain would be less at risk from terrorism if we left the	22	19	3	39	7	5	22	13	10	48	24	15	11	18	21	24	17	23	18	22	18	20	14	16
Would make no real difference to the risk from terrorism Don't know	51 12	51 14	52 12	53 6	35 49	25 64	54 9	49 13	57 14	46 4	52 9	49 17	44 20	50 16	51 11	54 9	52 12	49 16	44 18	49 12	50 15	51 15	61 11	62 5
Compared to house prices if we stayed in the EU, do you think house prices would be higher or lower if Britain left the EU, or would it make no difference?																								
House prices would be higher than if we stayed in the EU	8	11	13	10	9	4	11	11	15	11	13	10	17	12	10	9	11	11	14	11	12	10	11	9
House prices would be lower than if we stayed in the	15	16	19	14	7	6	17	16	14	15	18	14	21	18	12	13	17	14	19	18	14	14	12	17
Would make no real difference to house prices	49	45	36	59	26	21	49	40	43	61	48	42	25	40	54	55	44	46	34	45	48	45	48	55
Don't know	29	28	32	17	58	69	23	33	28	13	22	34	37	31	24	22	28	29	34	25	27	31	29	18
Do you think it would have a good or bad effect on the NHS if we left the European Union, or would it make no difference?	24	25	l e	60	47	4 .7	I 40	24	10	70	ا مد	25	I 10	22	40	42 I	20	40	l 20	27	25	20	20	24
Good for the NHS Bad for the NHS	34 23	35 24	6 49	69 2	17 7	17 5	42 16	24 39	18 30	72 2	35 25	35 23	18 40	32 26	40 21	43 15	29 29	42 17	28 28	37 22	35 23	38 23	28 28	34 26
Would make no real difference to the NHS	26	26	29	23	22	12	30	22	34	22	29	22	21	23	25	33	27	24	25	27	24	23	28	33
	17	16	17	7	54	66	13	15	18	5	11	20	21	19	14	9	15	17	19	14	18	15	16	7
		-	•				•			-	•		•											



Fieldwork: 20th - 22nd June 2016	_																							
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		Total	Remain	Leave	Would not vote	Don't know	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Northern Ireland
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_		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	7-19																							
Do you think there would be more or less	lune*	June																						
immigration into Britain if we left the European																								
Union, or would it make no difference?																								
More immigration into Britain	4	3	5	1	1	2	3	3	3	1 I	3	3	4	3	3	2	3	3	2	3	3	2	4	4
	54	53	27	84	32	29	59	40	42	86	54	52	43	49	59	61	49	59	49	54	53	55	50	55
Would make no real difference to the amount of																								
immigration	30	33	58	11	17	10	30	46	45	10	35	31	36	35	29	30	38	26	35	32	32	32	35	35
9	12	11	11	4	50	59	8	12	10	3	8	14	18	13	9	7	10	13	14	10	13	11	11	6
Would make no real difference to pensions	9 25 40 27	8 25 40 27	2 51 20 27	15 2 64 18	1 11 23 65	1 6 19 74	7 21 49 23	6 37 30 27	3 33 34 29	18 4 64 14	10 28 42 20	7 23 38 33	7 35 18 40	9 29 33 29	9 22 45 24	6 18 57 18	6 30 37 26	10 19 43 27	7 29 30 34	8 24 43 24	7 25 41 27	10 25 37 28	9 29 39 23	7 28 44 21
Do you think you personally would be financially better or worse off if Britain left the European Union, or would it make no difference?																								
Better off	9	10	3	20	2	3	9	7	5	24	12	9	11	12	9	9	8	13	9	11	10	10	11	14
	27	29	57	3	11	5	24	39	37	6	30	28	48	33	23	17	34	22	36	29	27	25	32	33
	46	44	26	65	28	23	54	37	41	62	45	42	23	36	51	61	42	46	36	46	42	47	41	38
Don't know	18	17	14	12	59	69	13	17	17	8	13	21	18	19	16	13	16	19	19	14	21	18	17	14
8 8	50	47	13	83	51	53	55	32	31	84	49	46	25	44	53	59	42	55	43	49	51	47	38	44
trade with the EU British businesses having free access to trade with the EU, but Britain having to allow EU citizens the right to live and work in Britain	50	53	87	17	49	47	45	68	69	16	51	54	75	56	47	41	58	45	57	51	49	53	62	56



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	T-4			Would	Don't	0	1 - 6	Lib	IIIZID	Male	Fle	40.04	05.40	F0 C4	٥.	ADC4	CODE	Landan	Rest of	Midlands /	NI41-	Scotland	Northern
	Tot	ii Kemai	n Leave	not vote	know	Con	Lab	Dem	UKIP	waie	Female	18-24	25-49	50-64	60+	ABC1	CZDE	London	South	Wales	North	Scotland	Ireland
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
17	7-19 20-	22																					
Ju	me* Jur	е																					
Thinking about the campaign to Leave the																							
European Union, do you think their campaign has																							
generally been																							
Honest or dishonest?		1 -	40	-	-	I 00	40	40	50	-00	0.4		0.4	00	۰. ا	00	00	1 47	07	0.4	0.5	00	0.4
•	26 2 4		46	7	5	29	13	16	59	26	21	16	21	26	31	20	29	17	27	21	25	20	21
,	43 4 4		20	29 63	21 74	38	61	56	17	48	40	58 26	45 34	41	37 33	50	35 36	47 37	42 31	44	43 32	50	46
Positive or negative?	31 3 :	25	33	63	74	33	26	28	25	26	39	26	34	32	33	30	36	31	31	35	32	30	33
· ·	27 2 6	4	51	6	8	32	15	16	62	28	23	16	22	28	35	22	31	22	29	24	26	21	21
	46 5 °		24	32	26	47	66	64	18	53	23 48	63	52	48	44	57	42	52 52	48	50	49	60	60
, ,	27 2 4		24	62	66	21	19	20	20	18	29	21	26	24	21	21	28	26	22	26	25	19	19
Clear or unclear about the case for leaving?	21 2.	1 10	24	02	00	21	19	20	20	10	29		20	24	21	21	20	20	22	20	23	19	19
· ·	34 3 4	18	57	9	8	40	26	29	66	37	32	29	32	36	40	32	37	33	38	32	34	31	37
S S	41 42		20	36	29	39	53	51	13	42	41	50	42	41	37	46	35	42	40	42	42	45	43
	25 2 4		24	56	63	21	20	21	21	20	28	21	26	23	23	22	27	25	23	26	24	24	20
	_				00																		
And thinking about the campaign to Remain in the																							
European Union, do you think their campaign has																							
generally been																							
Honest or dishonest?																							
Mostly honest	22 22	41	5	5	4	20	31	31	4	22	23	36	22	18	19	25	19	24	22	22	20	23	35
Mostly dishonest	46 45		70	29	21	47	39	39	79	53	37	31	42	51	52	43	47	35	46	44	48	45	37
Neither or don't know	32 3 3	34	25	66	74	33	31	30	17	26	40	33	36	32	29	32	34	41	31	34	32	32	28
Positive or negative?		-										_					_						
	16 19		5	7	3	21	22	19	4	16	22	30	19	16	17	20	18	21	19	21	17	17	24
Mostly negative	58 5 !		74	30	24	57	53	59	80	64	46	45	53	58	59	56	53	50	55	52	57	59	53
	26 2 6	23	21	63	73	22	25	22	16	20	32	25	28	26	24	24	29	29	25	27	27	24	23
Clear or unclear about the case for remaining?		1		_					1									1					
S S	27 2 9		12	7	4	31	34	35	13	28	29	43	29	25	25	32	25	31	31	28	24	29	30
	46 40		65	38	25	47	44	44	69	53	41	34	45	50	52	46	48	39	46	45	51	48	49
Neither or don't know	26 2 5	20	23	54	71	22	22	22	18	20	30	23	26	25	23	23	28	29	23	27	24	23	21

^{*}Questions were previously asked to a GB sample and people were not filtered out if they were not registered to vote



YouGov Weighting Data

YouGov weights GB political surveys by (1) age interlocked with education, (2) political attention interlocked with party identification (3) social grade and (4) 2015 recalled vote interlocked with region. Weighting targets are YouGov estimates, data sources used in the calculation of targets are cited below. General election voting intention figures are additionally weighted by likelihood to vote. The poll was carried out online.

For this poll we have additionally weighted our EU referendum voting intentions by likelihood to vote, and downweighted respondents who did not vote at the last general election.

Respondents from Northern Ireland have been weighted by age, gender, whether they voted at the last general election and whether they consider themselves to be Protestant, Catholic or Neither.

GB Weights

OD Weights			
	Unweighted no.	Weighted no.	Target %
Age by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	333	345	9.4%
Men 50-64 High education	96	110	3%
Men 50-64 Mid education	188	183	5%
Men 50-64 Low education	139	150	4.1%
Men 25-50 High education	228	271	7.4%
Men 25-50 Mid education	218	290	7.9%
Men 25-50 Low education	324	213	5.8%
Men Under 25 High education	34	37	1.0%
Men Under 25 Mid & Low education	137	176	4.8%
Women Over 65	312	425	11.6%
Women 50-64 High education	110	103	2.8%
Women 50-64 Mid education	235	205	5.6%
Women 50-64 Low education	173	154	4.2%
Women 25-50 High education	301	293	8.0%
Women 25-50 Mid education	316	308	8.4%
Women 25-50 Low education	315	191	5.2%
Women Under 25 High education	38	40	1.1%
Women Under 25 Mid & Low education	168	172	4.7%
Political Attention (British Election Study face to face element)			
Low attention, identify with established party	382	319	8.7%
Med attention, identify with established party	1189	1642	44.8%
High attention, identify with established party	762	601	16.4%
Low attention, identify with newer party	31	55	1.5%
Med attention, identify with newer party	243	209	5.7%
High attention, identify with newer party	136	70	1.9%
Low attention, do not identify with a party	380	308	8.4%
Med attention, do not identify with a party	420	388	10.6%
High attention, do not identify with a party	122	73	2.0%
Social Grade (NRS and 2011 census)			
AB	1168	1026	28%
C1	1058	1063	29%
C2	622	770	21%
DE	817	806	22%



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GB Weights			
	Unweighted	Weighted	Target %
Region by 2015 Vote (Election Result and ONS	no.	no.	Ü
Population estimates)			
South Con	437	458	12.5%
South Lab	232	180	4.9%
South LD	120	99	2.7%
South UKIP	136	139	3.8%
South Oth	87	55	1.5%
South DNV	251	286	7.8%
London Con	88	114	3.1%
London Lab	115	143	3.9%
London LD	24	26	0.7%
London UKIP	14	26	0.7%
London Oth	31	18	0.5%
London DNV	88	114	3.1%
Midlands Con	195	191	5.2%
Midlands Lab	151	143	3.9%
Midlands LD	33	26	0.7%
Midlands UKIP	63	70	1.9%
Midlands Oth	30	18	0.5%
Midlands DNV	121	158	4.3%
North Con	194	194	5.3%
North Lab	299	275	7.5%
North LD	50	44	1.2%
North UKIP	104	95	2.6%
North Oth	46	29	0.8%
North DNV	202	246	6.7%
Scotland Con	43	40	1.1%
Scotland Lab	81	66	1.8%
Scotland LD	24	18	0.5%
Scotland SNP	113	132	3.6%
Scotland Oth & DNV	98	81	2.2%
Wales Con	37	37	1.0%
Wales Lab	52	51	1.4%
Wales LD	11	7	0.2%
Wales PC	15	18	0.5%
Wales UKIP	24	18	0.5%
Wales Oth & DNV	56	51	1.4%



YouGov Weighting Data

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NI Weights

Policien (Lohour Force Sunto)	۸	Unweighted no.	Weighted no.	Target %
Religion (Labour Force Surve)	/) Protestant	47	43	43.0%
	Catholic	31	37	37.0%
	None/Other	23	20	20.0%
2015 Vote (Election Results)				
	Voted	77	69	68.0%
	Not voted	24	32	32.0%
Age by Gender (Census)				
	Male Under 40	14	19	19.0%
	Male Over 40	37	29	29.0%
	Female Under 40	12	20	20.0%
	Female Over 40	38	32	32.0%

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to: yougov.co.uk/publicopinion/methodology Or visit our website: yougov.co.uk