

YouGov / GMB Survey Results

Sample Size: 1734 GB Adults
Fieldwork: 15th - 16th June 2016

Total	Undecided EU Voters	Vote in 2015				Gender		Age				Social Grade		Region				
		Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1734	442	489	406	104	165	839	895	201	740	428	364	988	746	208	576	373	418	160
1734	415	506	430	127	176	749	985	168	708	447	411	1075	659	206	567	371	408	182
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 April	4-6 May	1-3 June	15-16 June																			
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?																							
Remain a member of the European Union	40	42	41	42	24	35	64	67	3	43	42	58	45	39	34	52	29	55	39	38	42	54	
Leave the European Union	39	40	45	44	29	56	29	24	90	47	41	22	40	51	56	36	55	30	49	51	44	30	
Would not vote	5	6	4	5	15	1	0	1	0	4	6	11	6	2	4	4	6	7	4	3	7	7	
Don't know	16	13	11	9	31	9	7	8	7	6	11	9	9	9	7	7	10	8	9	9	8	9	
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?																							
I will definitely vote for Britain to remain a member of the EU	30	32	33	37	0	28	57	57	3	38	37	46	39	33	32	45	26	54	32	31	37	47	
I will probably vote for Britain to remain a member of the EU, but could be persuaded to vote to leave	9	9	8	6	22	7	6	8	1	5	6	11	6	6	2	7	4	5	7	5	5	7	
I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to stay	6	5	4	4	16	4	3	3	0	4	4	11	4	3	2	4	4	4	3	6	4	4	
SOFT REMAIN	15	14	12	10	38	11	9	11	1	9	10	22	10	9	4	11	8	9	10	11	9	11	
I have no idea whether I would vote for Britain to stay in the EU or to leave the EU	13	12	8	7	27	3	4	7	2	4	10	7	9	6	5	6	8	5	6	7	8	9	
I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to leave	6	5	5	3	14	4	3	3	6	3	4	3	4	3	3	3	4	4	3	4	4	2	
I will probably vote for Britain to leave the EU, but could be persuaded to vote to stay	8	7	7	5	20	8	4	3	4	5	5	7	6	5	3	5	5	4	7	7	3	2	
SOFT LEAVE	14	12	12	8	34	12	7	6	10	8	9	10	10	8	6	8	9	8	10	11	7	4	
I will definitely vote for Britain to leave the EU	28	29	36	37	0	47	22	18	85	41	34	14	32	44	53	29	48	24	43	40	38	29	

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 April	4-6 May	1-3 June	15-16 June																		
Which ONE of the following will be 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																						
	33	32	30	30	26	39	28	39	24	30	30	23	25	35	38	32	27	30	34	26	30	26
Which is likely to be better for the economy generally																						
	24	21	23	24	24	23	34	29	12	26	22	33	25	23	17	27	19	28	21	25	22	27
Which is likely to help us deal better with the issue of immigration																						
	15	17	20	19	13	21	13	5	45	19	19	3	18	20	28	14	26	15	20	21	19	13
Which is likely to be better for the NHS																						
	5	7	6	5	9	2	7	8	3	4	7	11	7	3	3	5	7	4	5	6	7	5
Which is likely to maximise Britain's security																						
	6	5	5	4	6	5	5	2	6	4	5	6	4	5	4	5	4	4	4	6	4	4
Something else																						
	7	7	9	9	6	7	9	11	4	10	8	12	10	8	5	10	8	14	8	9	7	11
None of these																						
	9	10	8	9	15	4	4	7	6	6	11	13	10	6	6	8	10	5	9	6	10	15
How much do you trust the following people in regards to the current debate over Britain's membership of the European Union?																						
David Cameron																						
Trust a lot																						
	3	3	2	3	1	7	2	2	0	3	3	3	2	4	4	4	2	6	2	4	2	3
Trust a fair amount																						
	20	20	17	17	17	33	15	19	4	17	17	15	16	18	18	20	13	22	20	13	15	14
TOTAL TRUST																						
	23	23	19	20	18	40	17	21	4	20	20	18	18	22	22	24	15	28	22	17	17	17
Do not trust very much																						
	24	24	28	28	27	33	29	40	24	29	27	28	26	29	32	30	25	33	30	27	24	27
Do not trust at all																						
	42	42	44	43	37	23	49	33	69	47	39	35	45	45	42	39	48	35	41	45	47	47
TOTAL DO NOT TRUST																						
	66	66	72	71	64	56	78	73	93	76	66	63	71	74	74	69	73	68	71	72	71	74
Don't know																						
	10	10	10	9	18	4	6	5	4	4	14	18	11	4	4	7	11	5	6	12	12	8
Boris Johnson																						
Trust a lot																						
	6	6	8	7	2	10	2	3	21	8	5	2	6	7	12	5	9	6	9	6	5	6
Trust a fair amount																						
	24	24	23	23	16	35	13	13	41	24	21	12	17	28	34	21	25	16	26	28	20	11
TOTAL TRUST																						
	30	30	31	30	18	45	15	16	62	32	26	14	23	35	46	26	34	22	35	34	25	17
Do not trust very much																						
	25	23	23	23	28	27	23	27	22	22	23	28	23	21	21	24	21	20	25	21	25	16
Do not trust at all																						
	32	35	34	37	34	22	53	49	8	41	33	37	40	40	28	41	32	49	32	32	36	54
TOTAL DO NOT TRUST																						
	57	58	57	60	62	49	76	76	30	63	56	65	63	61	49	65	53	69	57	53	61	70
Don't know																						
	12	12	12	11	20	5	8	7	7	4	17	21	15	4	5	9	14	7	8	13	13	14
Nigel Farage																						
Trust a lot																						
	5	6	7	7	1	7	2	1	36	10	5	1	5	8	12	5	10	5	9	7	6	5
Trust a fair amount																						
	16	16	18	17	10	26	10	9	37	19	15	12	11	19	29	16	18	13	19	19	16	12
TOTAL TRUST																						
	21	22	25	24	11	33	12	10	73	29	20	13	16	27	41	21	28	18	28	26	22	17
Do not trust very much																						
	18	19	19	19	25	28	17	19	15	19	20	16	19	20	21	19	20	16	19	26	18	11
Do not trust at all																						
	48	47	45	45	44	34	62	64	7	47	44	50	50	47	33	51	38	56	44	34	46	60
TOTAL DO NOT TRUST																						
	66	66	64	64	69	62	79	83	22	66	64	66	69	67	54	70	58	72	63	60	64	71
Don't know																						
	12	13	12	11	20	5	9	7	5	6	17	21	15	6	5	8	15	10	8	13	14	11

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		Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample 1734	442	489	406	104	165	839	895	201	740	428	364	988	746	208	576	373	418	160
Unweighted Sample 1734	415	506	430	127	176	749	985	168	708	447	411	1075	659	206	567	371	408	182
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 April	4-6 May	1-3 June	15-16 June																		
Jeremy Corbyn																						
Trust a lot	8	7	6	6	2	0	14	5	0	6	5	10	6	6	3	7	4	7	4	6	7	4
Trust a fair amount	22	19	19	20	15	10	38	34	6	22	19	25	22	20	14	22	18	31	16	20	21	20
TOTAL TRUST	30	26	25	26	17	10	52	39	6	28	24	35	28	26	17	29	22	38	20	26	28	24
Do not trust very much	20	22	23	23	25	26	24	30	20	21	24	17	24	23	23	24	22	23	22	23	24	23
Do not trust at all	35	37	38	38	36	58	13	25	65	44	32	23	32	41	53	37	40	27	48	35	33	35
TOTAL DO NOT TRUST	55	59	61	61	61	84	37	55	85	65	56	40	56	64	76	61	62	50	70	58	57	58
Don't know	15	15	14	13	22	6	11	7	9	7	20	25	16	9	7	11	16	12	10	16	15	17
Nicola Sturgeon																						
Trust a lot	5	4	5	5	2	0	8	7	0	6	4	2	3	7	7	5	5	5	2	3	3	23
Trust a fair amount	18	17	18	19	12	12	31	29	6	20	18	23	19	20	15	22	15	27	17	17	18	21
TOTAL TRUST	23	21	23	24	14	12	39	36	6	26	22	25	22	27	22	27	20	32	19	20	21	44
Do not trust very much	22	21	22	20	22	23	24	25	19	20	20	14	21	20	21	21	18	19	19	22	22	15
Do not trust at all	35	35	34	37	35	52	17	28	62	42	32	22	34	42	45	35	39	26	44	37	34	29
TOTAL DO NOT TRUST	57	56	56	57	57	75	41	53	81	62	52	36	55	62	66	56	57	45	63	59	56	44
Don't know	20	22	21	19	28	12	20	10	14	12	26	40	22	12	11	17	22	22	17	20	23	12
How important, if at all, will the issue of immigration be in affecting how you vote?																						
Very important				32	21	38	23	13	73	35	30	16	26	38	48	26	41	25	39	34	28	27
Fairly important				30	42	37	30	30	22	28	32	32	32	29	27	31	29	27	29	30	35	26
TOTAL IMPORTANT				62	63	75	53	43	95	63	62	48	58	67	75	57	70	52	68	64	63	53
Not very important				22	17	19	34	36	3	23	22	22	25	21	17	26	17	32	19	18	23	27
Not important at all				9	5	4	11	16	2	11	8	13	9	11	7	12	6	13	8	10	7	16
TOTAL NOT IMPORTANT				31	22	23	45	52	5	34	30	35	34	32	24	38	23	45	27	28	30	43
Don't know				6	16	3	2	5	1	4	7	16	7	1	1	5	7	3	5	8	6	4
Has the EU Referendum Vote caused a rift between you and your partner or family?																						
Yes, it has				4	3	4	3	8	3	4	4	8	4	3	2	4	3	5	4	4	3	3
No, it hasn't				92	88	93	92	89	95	91	92	83	90	95	96	91	92	90	92	92	92	93
Not sure				4	9	3	5	3	3	5	4	9	6	2	2	5	4	4	4	4	5	4

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.

	Unweighted no.	Weighted no.	Target %
Age by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	189	163	9.4%
Men 50-64 High education	46	52	3%
Men 50-64 Mid education	94	87	5%
Men 50-64 Low education	65	71	4.1%
Men 25-50 High education	123	128	7.4%
Men 25-50 Mid education	118	137	7.9%
Men 25-50 Low education	56	101	5.8%
Men Under 25 High education	17	17	1.0%
Men Under 25 Mid & Low education	41	83	4.8%
Women Over 65	222	201	11.6%
Women 50-64 High education	50	49	2.8%
Women 50-64 Mid education	112	97	5.6%
Women 50-64 Low education	80	73	4.2%
Women 25-50 High education	152	139	8.0%
Women 25-50 Mid education	160	146	8.4%
Women 25-50 Low education	99	90	5.2%
Women Under 25 High education	24	19	1.1%
Women Under 25 Mid & Low education	86	81	4.7%
Political Attention (British Election Study face to face element)			
Low attention, identify with established party	57	151	8.7%
Med attention, identify with established party	703	777	44.8%
High attention, identify with established party	369	284	16.4%
Low attention, identify with newer party	17	26	1.5%
Med attention, identify with newer party	118	99	5.7%
High attention, identify with newer party	71	33	1.9%
Low attention, do not identify with a party	76	146	8.4%
Med attention, do not identify with a party	257	184	10.6%
High attention, do not identify with a party	66	35	2.0%
Social Grade (NRS and 2011 census)			
AB	550	486	28%
C1	525	503	29%
C2	287	364	21%
DE	372	381	22%

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	Unweighted no.	Weighted no.	Target %
Region by 2015 Vote (Election Result and ONS Population estimates)			
South Con	216	217	12.5%
South Lab	96	85	4.9%
South LD	53	47	2.7%
South UKIP	70	66	3.8%
South Oth	38	26	1.5%
South DNV	94	135	7.8%
London Con	54	54	3.1%
London Lab	60	68	3.9%
London LD	19	12	0.7%
London UKIP	13	12	0.7%
London Oth	15	9	0.5%
London DNV	45	54	3.1%
Midlands Con	91	90	5.2%
Midlands Lab	75	68	3.9%
Midlands LD	17	12	0.7%
Midlands UKIP	35	33	1.9%
Midlands Oth	12	9	0.5%
Midlands DNV	49	75	4.3%
North Con	100	92	5.3%
North Lab	140	130	7.5%
North LD	21	21	1.2%
North UKIP	47	45	2.6%
North Oth	18	14	0.8%
North DNV	82	116	6.7%
Scotland Con	24	19	1.1%
Scotland Lab	35	31	1.8%
Scotland LD	12	9	0.5%
Scotland SNP	63	62	3.6%
Scotland Oth & DNV	48	38	2.2%
Wales Con	21	17	1.0%
Wales Lab	24	24	1.4%
Wales LD	5	3	0.2%
Wales PC	9	9	0.5%
Wales UKIP	10	9	0.5%
Wales Oth & DNV	23	24	1.4%

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For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

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