

YouGov / GMB Survey Results

Sample Size: 3495 GB Adults
Fieldwork: 1st - 3rd 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
3495	1080	986	818	210	337	1692	1803	405	1492	863	734	1992	1503	419	1160	751	842	322
3495	1028	999	883	239	353	1514	1981	372	1376	919	828	2167	1328	392	1198	734	845	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 April	4-6 May	1-3 June																		
If there was a referendum on Britain's membership of the European Union and this was the question, how would 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	26	33	59	61	4	43	38	61	42	37	31	49	29	47	38	40	37	50
Leave the European Union	39	40	45	31	57	30	29	92	47	44	21	40	53	59	39	53	38	48	46	49	35
Would not vote	5	6	4	10	0	1	1	1	4	4	6	5	2	1	2	6	4	3	3	5	4
Don't know	16	13	11	32	10	10	9	3	6	14	12	12	8	9	9	13	11	11	9	12	
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	0	24	51	50	2	35	31	48	33	32	26	41	23	39	30	33	32	43
I will probably vote for Britain to remain a member of the EU, but could be persuaded to vote to leave	9	9	8	24	9	8	11	2	8	7	13	8	6	5	9	6	8	8	8	6	6
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	12	4	3	3	0	4	4	6	5	2	3	3	4	6	4	4	2	4
SOFT REMAIN	15	14	12	36	13	11	14	2	12	11	19	13	8	8	12	10	14	12	12	8	10
I have no idea whether I would vote for Britain to stay in the EU or to leave the EU	13	12	8	26	5	6	4	3	6	10	9	11	5	5	6	11	7	7	7	9	11
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	16	5	3	5	1	5	6	5	6	4	4	4	7	4	7	4	4	5
I will probably vote for Britain to leave the EU, but could be persuaded to vote to stay	8	7	7	21	10	4	8	6	5	8	4	8	6	7	7	7	5	8	5	7	4
SOFT LEAVE	14	12	12	37	15	7	13	7	10	14	9	14	10	11	11	14	9	15	9	11	9
I will definitely vote for Britain to leave the EU	28	29	36	0	43	25	19	86	38	34	14	29	45	50	30	44	30	36	39	39	27
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	29	34	29	40	33	32	27	18	28	34	35	33	26	30	32	28	28	30
Which is likely to be better for the economy generally	24	21	23	23	21	28	32	8	23	22	31	23	20	19	26	18	21	22	21	24	28
Which is likely to help us deal better with the issue of immigration	15	17	20	18	28	14	9	42	19	22	6	19	24	28	16	27	18	22	22	20	17
Which is likely to be better for the NHS	5	7	6	7	3	9	3	4	4	7	9	6	5	4	5	6	6	5	7	6	3
Which is likely to maximise Britain's security	6	5	5	5	5	3	5	4	4	5	6	5	4	5	4	6	3	5	6	4	4
Something else	7	7	9	5	4	11	7	7	10	7	16	9	8	4	11	6	12	8	8	8	12
None of these	9	10	8	14	4	7	3	3	8	9	14	10	6	5	6	12	10	7	7	10	6

Sample Size: 3495 GB Adults
Fieldwork: 1st - 3rd 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
Weighted Sample	3495	1080	986	818	210	337	1692	1803	405	1492	863	734	1992	1503	419	1160	751	842	322
Unweighted Sample	3495	1028	999	883	239	353	1514	1981	372	1376	919	828	2167	1328	392	1198	734	845	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

12-14 April
4-6 May
1-3 June

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	2	4	1	1	0	2	1	2	1	1	3	2	1	2	2	2	1	0
Trust a fair amount	20	20	17	17	33	9	20	8	17	16	13	15	17	22	19	13	15	21	15	15	13
TOTAL TRUST	23	23	19	19	37	10	21	8	19	17	15	16	18	25	21	14	17	23	17	16	13
Do not trust very much	24	24	28	28	34	29	39	15	28	27	28	26	27	31	31	23	29	27	30	26	25
Do not trust at all	42	42	44	36	22	57	30	73	47	42	40	45	49	41	40	50	43	41	43	48	53
TOTAL DO NOT TRUST	66	66	72	64	56	86	69	88	75	69	68	71	76	72	71	73	72	68	73	74	78
Don't know	10	10	10	17	7	5	10	3	6	13	18	13	5	4	7	13	11	9	10	9	9

Boris Johnson

Trust a lot	6	6	8	2	13	4	1	19	8	8	4	6	9	14	7	9	7	10	9	6	5
Trust a fair amount	24	24	23	22	32	13	16	49	24	23	14	21	27	29	21	27	21	24	27	25	14
TOTAL TRUST	30	30	31	24	45	17	17	68	32	31	18	27	36	43	28	36	28	34	36	31	19
Do not trust very much	25	23	23	27	30	22	27	16	23	23	22	23	23	24	24	22	20	25	21	24	25
Do not trust at all	32	35	34	28	16	54	47	11	38	30	38	34	36	28	38	28	37	31	31	34	47
TOTAL DO NOT TRUST	57	58	57	55	46	76	74	27	61	53	60	57	59	52	62	50	57	56	52	58	72
Don't know	12	12	12	20	8	7	10	4	7	15	22	15	5	6	9	15	15	11	12	12	9

Nigel Farage

Trust a lot	5	6	7	1	6	3	1	30	8	5	4	4	9	11	6	8	7	7	9	6	3
Trust a fair amount	16	16	18	12	24	11	13	44	20	16	7	14	21	26	15	20	14	18	19	20	10
TOTAL TRUST	21	22	25	13	30	14	14	74	28	21	11	18	30	37	21	28	21	25	28	26	13
Do not trust very much	18	19	19	25	26	16	22	12	19	19	16	18	19	22	19	19	14	21	19	19	18
Do not trust at all	48	47	45	42	37	62	56	9	46	44	54	47	46	36	51	38	51	43	41	44	58
TOTAL DO NOT TRUST	66	66	64	67	63	78	78	21	65	63	70	65	65	58	70	57	65	64	60	63	76
Don't know	12	13	12	19	7	8	8	4	7	16	20	16	6	5	9	16	14	11	12	12	10

Jeremy Corbyn

Trust a lot	8	7	6	3	0	16	5	0	7	6	12	6	6	4	7	5	11	4	8	6	3
Trust a fair amount	22	19	19	18	7	35	25	6	20	18	32	19	17	14	22	15	21	18	18	19	24
TOTAL TRUST	30	26	25	21	7	51	30	6	27	24	44	25	23	18	29	20	32	22	26	25	27
Do not trust very much	20	22	23	25	27	24	33	22	24	23	18	24	23	26	24	22	26	22	23	23	27
Do not trust at all	35	37	38	33	58	17	27	64	41	35	16	33	45	49	35	41	29	42	36	39	31
TOTAL DO NOT TRUST	55	59	61	58	85	41	60	86	65	58	34	57	68	75	59	63	55	64	59	62	58
Don't know	15	15	14	21	8	9	10	8	9	19	22	18	9	7	11	17	14	14	14	13	15

Sample Size: 3495 GB Adults
Fieldwork: 1st - 3rd 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
Weighted Sample	3495	1080	986	818	210	337	1692	1803	405	1492	863	734	1992	1503	419	1160	751	842	322
Unweighted Sample	3495	1028	999	883	239	353	1514	1981	372	1376	919	828	2167	1328	392	1198	734	845	326
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	12-14 April	4-6 May	1-3 June																		
Nicola Sturgeon																					
Trust a lot	5	4	5	3	1	5	5	1	6	3	4	5	5	4	5	4	3	3	3	3	20
Trust a fair amount	18	17	18	15	10	29	24	9	19	17	20	18	19	17	22	13	21	15	19	16	30
TOTAL TRUST	23	21	23	18	11	34	29	10	25	20	24	23	24	21	27	17	24	18	22	19	50
Do not trust very much	22	21	22	25	26	24	28	22	23	22	22	21	21	27	23	22	25	22	23	23	16
Do not trust at all	35	35	34	30	49	23	25	56	38	30	16	31	41	42	33	35	28	37	33	35	27
TOTAL DO NOT TRUST	57	56	56	55	75	47	53	78	61	52	38	52	62	69	56	57	53	59	56	58	43
Don't know	20	22	21	28	14	19	17	13	14	28	38	25	15	11	18	25	23	23	22	23	7

Imagine that if the UK left the European Union the standard of living would be lower and people would on average be £100 a year worse off. In those circumstances, how would you vote in the referendum: Should the United Kingdom remain a member of the European Union or leave the European Union?

	12-14 April	4-6 May	1-3 June																		
Leave the European Union	36	39	44	29	56	30	29	91	45	42	19	38	54	56	38	51	35	47	44	48	33
Remain a member of the European Union	45	43	42	33	34	59	61	5	44	41	64	43	38	32	51	31	50	40	40	39	53
Would not vote	5	5	4	11	1	1	1	1	4	4	5	6	2	2	2	6	5	4	3	5	4
Don't know	14	13	10	26	10	9	10	3	7	13	12	13	6	9	9	12	11	9	13	9	10

Thinking about the EU referendum and whether Britain should remain a member of the EU or leave, which of the following statements best reflects your view?

	12-14 April	4-6 May	1-3 June																	
Politicians are addressing the concerns and issues I have	10	6	13	11	11	8	10	9	11	8	11	10	11	8	12	11	9	9	9	8
Politicians are not addressing the concerns and issues I have	55	51	59	53	59	69	60	51	41	53	64	58	58	52	51	56	56	55	57	
Neither	21	20	20	23	20	17	19	23	19	20	19	27	20	23	20	20	22	21	22	
Don't know	14	23	8	13	10	6	11	17	29	18	7	5	12	18	17	13	14	15	13	

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.

	Unweighted no.	Weighted no.	Target %
Age by Education (Labour Force Survey and ONS Mid Year Estimates)			
Men Over 65	386	329	9.4%
Men 50-64 High education	95	105	3%
Men 50-64 Mid education	203	175	5%
Men 50-64 Low education	137	143	4.1%
Men 25-50 High education	213	259	7.4%
Men 25-50 Mid education	216	276	7.9%
Men 25-50 Low education	118	203	5.8%
Men Under 25 High education	38	35	1.0%
Men Under 25 Mid & Low education	108	168	4.8%
Women Over 65	442	405	11.6%
Women 50-64 High education	106	98	2.8%
Women 50-64 Mid education	228	196	5.6%
Women 50-64 Low education	150	147	4.2%
Women 25-50 High education	310	280	8.0%
Women 25-50 Mid education	325	294	8.4%
Women 25-50 Low education	194	182	5.2%
Women Under 25 High education	42	38	1.1%
Women Under 25 Mid & Low education	184	164	4.7%
Political Attention (British Election Study face to face element)			
Low attention establishment	129	304	8.7%
Med attention establishment	1429	1566	44.8%
High attention establishment	679	573	16.4%
Low attention new parties	48	52	1.5%
Med attention new parties	242	199	5.7%
High attention new parties	153	66	1.9%
Low attention no ID	167	294	8.4%
Med attention no ID	535	370	10.6%
High attention no ID	113	70	2.0%
Social Grade (NRS and 2011 census)			
AB	1118	979	28%
C1	1049	1014	29%
C2	572	734	21%
DE	756	769	22%

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.

	Unweighted no.	Weighted no.	Target %
Region by 2015 Vote (Election Result and ONS Population estimates)			
South Con	439	437	12.5%
South Lab	192	171	4.9%
South LD	102	94	2.7%
South UKIP	139	133	3.8%
South Oth	83	52	1.5%
South DNV	243	273	7.8%
London Con	113	108	3.1%
London Lab	116	136	3.9%
London LD	29	24	0.7%
London UKIP	26	24	0.7%
London Oth	24	17	0.5%
London DNV	84	108	3.1%
Midlands Con	182	182	5.2%
Midlands Lab	157	136	3.9%
Midlands LD	28	24	0.7%
Midlands UKIP	69	66	1.9%
Midlands Oth	23	17	0.5%
Midlands DNV	97	150	4.3%
North Con	189	185	5.3%
North Lab	307	262	7.5%
North LD	46	42	1.2%
North UKIP	95	91	2.6%
North Oth	45	28	0.8%
North DNV	163	234	6.7%
Scotland Con	38	38	1.1%
Scotland Lab	65	63	1.8%
Scotland LD	24	17	0.5%
Scotland SNP	113	126	3.6%
Scotland Oth & DNV	86	77	2.2%
Wales Con	38	35	1.0%
Wales Lab	46	49	1.4%
Wales LD	10	7	0.2%
Wales PC	17	17	0.5%
Wales UKIP	18	17	0.5%
Wales Oth & DNV	49	49	1.4%

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