YouGov Survey Results

Sample Size: 1694 GB Adults
Fieldwork: 9th - 10th October 2016

	Total	EU Ref Vote Remain	EU Ref Vote Leave	EU Ref Vote Did not vote	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	**1694**	666	723	265	478	396	102	161	820	874	197	723	418	356	966	728	203	562	364	408	156
Unweighted Sample	1694	830	671	168	498	429	120	156	759	935	179	704	452	359	1026	668	185	584	362	404	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following, please say which side you THINK they wanted to win the EU referendum campaign?

David Cameron

	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Wanted the REMAIN campaign to win the EU referendum	**80**	87	83	61	88	85	89	83	83	78	78	76	83	88	85	74	71	84	77	83	83
Wanted the LEAVE campaign to win the EU referendum	**4**	4	4	5	4	4	3	2	4	5	6	6	4	2	3	5	4	4	6	4	5
Did not have a preference	**2**	2	2	4	1	2	0	4	3	2	3	2	3	1	2	3	3	2	3	2	1
Don't know	**13**	8	10	29	7	9	9	10	10	16	13	16	10	9	9	18	22	11	14	12	11

George Osborne

	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Wanted the REMAIN campaign to win the EU referendum	**60**	64	67	34	71	65	74	68	68	51	46	50	71	72	64	54	52	61	59	60	65
Wanted the LEAVE campaign to win the EU referendum	**8**	10	6	12	7	10	3	5	8	8	14	12	5	3	9	7	12	8	8	8	8
Did not have a preference	**3**	2	3	4	1	2	2	4	3	3	1	4	2	3	2	3	2	3	4	3	1
Don't know	**29**	24	25	50	21	24	21	22	20	37	39	34	22	23	24	36	34	28	30	29	26

Boris Johnson

	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Wanted the REMAIN campaign to win the EU referendum	**12**	16	8	11	9	18	17	7	13	10	19	12	11	10	13	10	13	12	11	10	18
Wanted the LEAVE campaign to win the EU referendum	**68**	69	74	49	79	68	67	69	68	67	63	63	71	76	71	63	59	69	70	69	66
Did not have a preference	**4**	5	4	4	2	4	6	8	5	3	3	4	6	4	5	3	6	4	5	4	2
Don't know	**16**	9	14	36	10	10	11	16	13	19	16	21	13	10	11	23	22	15	14	16	14

Jeremy Corbyn

	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Wanted the REMAIN campaign to win the EU referendum	**44**	47	48	29	46	50	43	53	45	43	47	42	43	47	46	41	42	44	47	42	45
Wanted the LEAVE campaign to win the EU referendum	**21**	24	20	19	27	20	21	16	24	19	20	20	24	20	23	19	20	21	21	22	21
Did not have a preference	**10**	11	11	7	9	11	17	12	12	9	5	10	11	13	11	9	10	12	9	9	11
Don't know	**25**	18	22	45	17	20	19	19	20	29	27	28	22	20	20	31	29	23	23	27	22

Nigel Farage

	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Wanted the REMAIN campaign to win the EU referendum	**2**	2	2	1	1	3	3	2	2	1	3	2	2	1	2	1	1	2	2	1	5
Wanted the LEAVE campaign to win the EU referendum	**82**	89	83	64	89	85	89	85	84	79	76	78	86	87	86	75	73	83	82	83	82
Did not have a preference	**2**	1	2	6	1	1	2	3	3	2	5	3	1	1	2	3	3	3	2	3	0
Don't know	**14**	8	13	29	8	11	7	10	11	18	17	18	11	10	9	21	24	13	14	13	13

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		EU Ref Vote			Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Did not vote	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	**1694**	666	723	265	478	396	102	161	820	874	197	723	418	356	966	728	203	562	364	408	156
Unweighted Sample	1694	830	671	168	498	429	120	156	759	935	179	704	452	359	1026	668	185	584	362	404	159
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Theresa May																					
Wanted the REMAIN campaign to win the EU referendum	49	50	55	36	60	50	47	49	50	49	39	46	52	60	52	46	42	50	50	50	54
Wanted the LEAVE campaign to win the EU referendum	18	23	15	12	15	21	21	15	20	16	23	18	17	14	20	15	18	18	16	19	19
Did not have a preference	10	10	11	9	10	10	14	15	13	8	9	9	12	12	11	9	12	10	9	10	9
Don't know	23	17	20	42	15	19	18	22	18	27	29	27	19	14	17	30	28	22	24	21	19
Sadiq Khan																					
Wanted the REMAIN campaign to win the EU referendum	53	62	55	32	56	66	60	64	60	47	57	50	59	52	59	46	67	55	50	50	50
Wanted the LEAVE campaign to win the EU referendum	4	5	4	3	6	5	6	2	4	4	4	4	4	6	4	4	3	5	4	4	3
Did not have a preference	4	3	4	5	2	2	4	5	4	3	5	3	4	4	4	4	3	4	4	3	4
Don't know	38	30	37	60	35	27	31	28	31	46	34	43	33	39	33	46	27	36	42	44	43
Nicola Sturgeon																					
Wanted the REMAIN campaign to win the EU referendum	70	76	76	48	80	77	78	72	75	65	61	65	75	81	75	64	64	70	72	68	80
Wanted the LEAVE campaign to win the EU referendum	5	6	3	6	6	4	8	3	5	5	7	6	5	2	5	4	5	5	4	4	5
Did not have a preference	2	1	2	2	0	1	1	4	2	2	0	2	2	2	2	2	2	2	3	1	2
Don't know	23	17	19	45	14	18	13	20	18	28	32	27	18	15	18	30	29	23	21	26	13
Tim Farron																					
Wanted the REMAIN campaign to win the EU referendum	32	40	33	12	33	40	50	42	39	25	33	27	37	36	37	25	34	33	30	31	29
Wanted the LEAVE campaign to win the EU referendum	9	11	9	5	11	10	7	10	10	9	7	9	8	12	9	9	6	9	11	8	11
Did not have a preference	3	2	3	4	3	2	2	4	4	2	0	3	3	4	3	3	4	4	3	2	2
Don't know	56	47	55	79	54	48	41	43	48	64	59	61	53	49	51	63	56	54	56	59	58

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