

YouGov Survey Results

Sample Size: 1655 GB Adults

Weighted Sample Unweighted Sam	Fieldwork: 24th - 25th October 2016		EU Ref	Vote		Vote	in 2015	5	G	ender	Age				Social	Grade		Region				
Unweighted Sample		Total	Remain	Leave	Con	Lab		UKIP	Male	Female	18-24			65+	ABC1	C2DE	London		Midlands /	North	Scotland	
2016 EU Ref Vote I voted to Remain I voted to Leave 43 0 100 0 36 65 60 4 40 39 45 42 39 30 47 29 40 39 37 36 54 40 39 40 40 40 40 40 40 40 4				707	467	387	99	159	801	854	192	707	409	348	943	712	199	549	356	399	152	
2016 EU Ref Vote I voted to Remain 39	Unweighted Sample	1655	781		496	413	111	167	731	924	171	683	425	376	1007		173	561	355	422		
I voted to Remain 39		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
I voted to Leave 43	2016 EU Ref Vote																					
I voted to Leave 43	I voted to Remain	39	100	0	36	65	60	4	40	39	45	42	39	30	47	29	40	39	37	36	54	
I did not vote 15	I voted to Leave	43	0	100	55	28	30	93	44	41	27	35	49	59	37	50	35	48	43	42	34	
The following question was only asked to those who voted REMAIN: n=7811 Thinking about the EU referendum and people who voted to LEAVE, what do you think is the main reason why LEAVE voters chose to vote that way? Immigration 43 43 0 49 45 35 23 42 43 34 41 48 45 42 44 39 45 46 39 40 Racism/Xenophobia 11 11 0 7 11 7 0 13 9 23 11 9 5 13 8 13 9 7 12 19 Misinformed 10 10 0 5 13 10 38 11 9 9 12 9 7 9 11 12 9 7 14 8 Stupidity/Ignorance 9 9 0 9 10 12 0 11 8 7 10 5 8 8 11 9 7 10 9 10 6 5 Protest vote 5 5 0 3 5 9 8 5 5 4 5 6 5 5 5 5 5 5 4 4 5 Lack of knowledge 6 6 0 6 6 7 0 6 7 5 8 8 3 7 7 7 5 6 4 6 11 4 NHS 2 2 0 2 2 2 0 2 3 4 2 1 1 1 3 1 2 3 3 0 1 0 Other 6 6 0 7 5 9 0 6 6 6 6 4 7 10 6 6 6 6 8 4 5 9	I did not vote	15	0	0			8	2	13	17		20		9		18	22	11	16	19	11	
REMAIN: n=781] Thinking about the EU referendum and people who voted to LEAVE, what do you think is the main reason why LEAVE voters chose to vote that way? Immigration 43 43 0 49 45 35 23 42 43 34 41 48 45 42 44 39 45 46 39 40 Racism/Xenophobia 11 11 0 7 11 7 0 13 9 23 11 9 5 13 8 13 9 7 12 19 Misinformed 10 10 0 5 13 10 38 11 9 9 12 9 7 9 11 12 9 7 14 8 Stupidity/Ignorance 9 9 0 9 10 12 0 11 8 7 10 5 8 8 11 9 7 9 10 6 12 12 9 8 Sovereignty 8 8 0 11 6 11 8 7 10 5 8 8 11 9 7 5 5 5 5 5 5 4 4 5 Lack of knowledge 6 6 0 6 6 7 0 6 7 5 8 3 7 7 5 6 4 6 11 4 NHS 2 2 0 2 2 2 0 2 2 2	Can't remember	3	0	0	3	2	2	1	2	3	5	3		2	3	3	3	3	3	2	1	
Racism/Xenophobia 11	[The following question was only asked to those who voted REMAIN; n=781] Thinking about the EU referendum and people who voted to LEAVE, what do you think is the main reason why LEAVE voters chose to vote that way?																					
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Lack of knowledge 6												8										
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		EU Ref	Vote		Vote	in 2015	j	Ge	ender		Αg	je		Social	Grade	Region					
	Total	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	
Weighted Sample	1655	650	707	467	387	99	159	801	854	192	707	409	348	943	712	199	549	356	399	152	
Unweighted Sample	1655	781	693	496	413	111	167	731	924	171	683	425	376	1007	648	173	561	355	422	144	
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

[The following question was only asked to those who voted

LEAVE; n=693]

Thinking about the EU referendum and people who voted to REMAIN, what do you think is the main reason why REMAIN voters

chose to vote that way?

Fear/Uncertainty	43	0	43	48	41	43	40	42	44	41	44	44	41	45	41	35	46	36	46	47
Economic reasons	10	0	10	9	15	14	10	9	11	9	13	10	8	12	8	13	10	13	6	16
Stupidity/Ignorance	7	0	7	6	5	6	12	9	5	8	5	6	8	6	6	5	6	5	8	2
Safety/Pro-EU sentiment	6	0	6	7	2	5	3	7	5	17	5	5	6	5	7	1	7	4	6	11
Personal reasons	3	0	3	3	1	0	6	5	2	0	4	2	3	4	2	1	3	4	4	3
Immigration	3	0	3	4	2	0	3	3	3	2	3	2	5	2	4	12	2	2	3	0
Misinformed	2	0	2	2	1	0	2	4	1	0	3	2	3	2	3	3	2	2	3	4
Younger generation/Don't remember before EU	2	0	2	3	0	0	3	2	2	0	0	2	4	1	3	0	2	3	1	0
Freedom of movement	1	0	1	2	1	6	0	1	2	0	2	0	2	2	1	0	2	2	0	0
Other	10	0	10	7	9	20	10	11	9	8	9	11	10	10	10	11	9	12	9	10
Don't Know/Refused	15	0	15	13	25	6	13	12	19	15	15	18	14	13	18	19	12	21	15	13