

YouGov Survey Results

Sample Size: 1655 GB Adults
Fieldwork: 24th - 25th October 2016

	EU Ref Vote			Vote in 2015				Gender		Age				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	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

2016 EU Ref Vote

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 voted to Leave	43	0	100	55	28	30	93	44	41	27	35	49	59	37	50	35	48	43	42	34
I did not vote	15	0	0	7	5	8	2	13	17	23	20	9	9	13	18	22	11	16	19	11
Can't remember	3	0	0	3	2	2	1	2	3	5	3	3	2	3	3	3	3	3	2	1

[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?

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	10	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	10	9	10	6	5
Protest vote	5	5	0	3	5	9	8	5	5	4	5	6	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	3	4	2	1	3	2	3	2	2	2	4	0
Media/Newspapers	1	1	0	0	3	1	0	1	2	1	1	1	3	1	2	3	3	0	1	0
Other	6	6	0	7	5	9	0	6	6	6	4	7	10	6	6	6	8	4	5	9
Don't Know/Refused	6	6	0	8	3	6	31	5	7	6	6	5	7	5	8	6	3	7	9	7

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

[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