



My Uncertainty is Bigger Than Yours:

Public Opinion and the EU Referendum

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YouGov[®]

Where we Currently Stand

Should the United Kingdom remain a member of the European Union or leave the European Union?

Remain a member of the European Union 43%

Leave the European Union 42%

Would not vote 4%

Don't know 111%

Source: YouGov · Fieldwork: 5th – 6th June 2016 · Sample: 2,001 British adults

YouGov

Where we Currently Stand

Should the United Kingdom remain a member of the European Union or leave the European Union?

Remain a member of the European Union 51%

Leave the European Union 49%

Support Groups

	Remain %	Leave %	Remain lead
'REMAIN' LEAD 10 POINTS OR MORE			
Guardian readers	76	24	52
Independent readers	71	29	42
Green voters	68	32	36
Lib Dem voters	64	36	28
Fairly or very left-wing	64	35	29
SNP voters	63	38	25
Age 18-29	63	37	26
Labour voters	62	38	24
University graduates	62	38	24
Times readers	62	38	24
Scotland	60	40	20
Slightly left of centre	59	41	18
Age 30-39	58	42	16
AB social class	56	44	12
London	55	45	10

Support Groups

	Remain %	Leave %	Remain lead
GAP LESS THAN 10 POINTS			
C1 social class	54	46	8
North East England	53	47	6
East Midlands	53	47	6
Wales	53	47	6
Highest qualification A level or equiv.	53	47	6
Age 40-49	52	48	4
Mirror/Record readers	52	48	4
North West England	51	49	2
Men	51	49	2
Women	51	49	2
All	51	49	2

Support Groups

	Remain %	Leave %	Remain lead
GAP LESS THAN 10 POINTS			
All	51	49	2
South East England	49	51	-2
South West England	49	51	-2
Slightly right of centre	49	51	-2
Age 50-59	48	52	-4
Yorkshire & Humberside	48	52	-4
West Midlands	48	52	-4
DE social class	47	53	-6
East Anglia	47	53	-6
C2 social class	46	54	-8

Support Groups

	Remain %	Leave %	Remain lead
LEAVE' LEAD 10 POINTS OR MORE			
Conservative voters	45	55	-10
Telegraph readers	45	55	-10
Age 60+	44	56	-12
Highest qualification GCSE or lower	43	57	-14
Centre	43	57	-14
Sun readers	42	58	-16
Mail readers	41	59	-18
Fairly or very right-wing	36	64	-28
Express readers	34	66	-32
Ukip voters	28	72	-44

Where we Currently Stand

Should the United Kingdom remain a member of the European Union or leave the European Union?

	Eng	Sco	Wales	NI
Remain	39%	49%	41%	60%
Leave	41%	32%	39%	31%
Would not vote	6%	4%	6%	1%
Don't know	14%	15%	15%	7%

Source: YouGov / Lucid Talk

YouGov

Where we Currently Stand

Should the United Kingdom remain a member of the European Union or leave the European Union?

	Eng	Sco	Wales	NI
Remain	49%	61%	51%	65%
Leave	51%	39%	49%	35%
Proportion of Votes	83%	10%	5%	2%

Source: YouGov / Lucid Talk

YouGov

Getting Scot-Blocked

Should the United Kingdom remain a member of the European Union or leave the European Union?

	Eng	Non-Eng
Remain	49%	58%
Leave	51%	42%
Difference in Votes	583,548	865,285

Source: YouGov / Lucid Talk

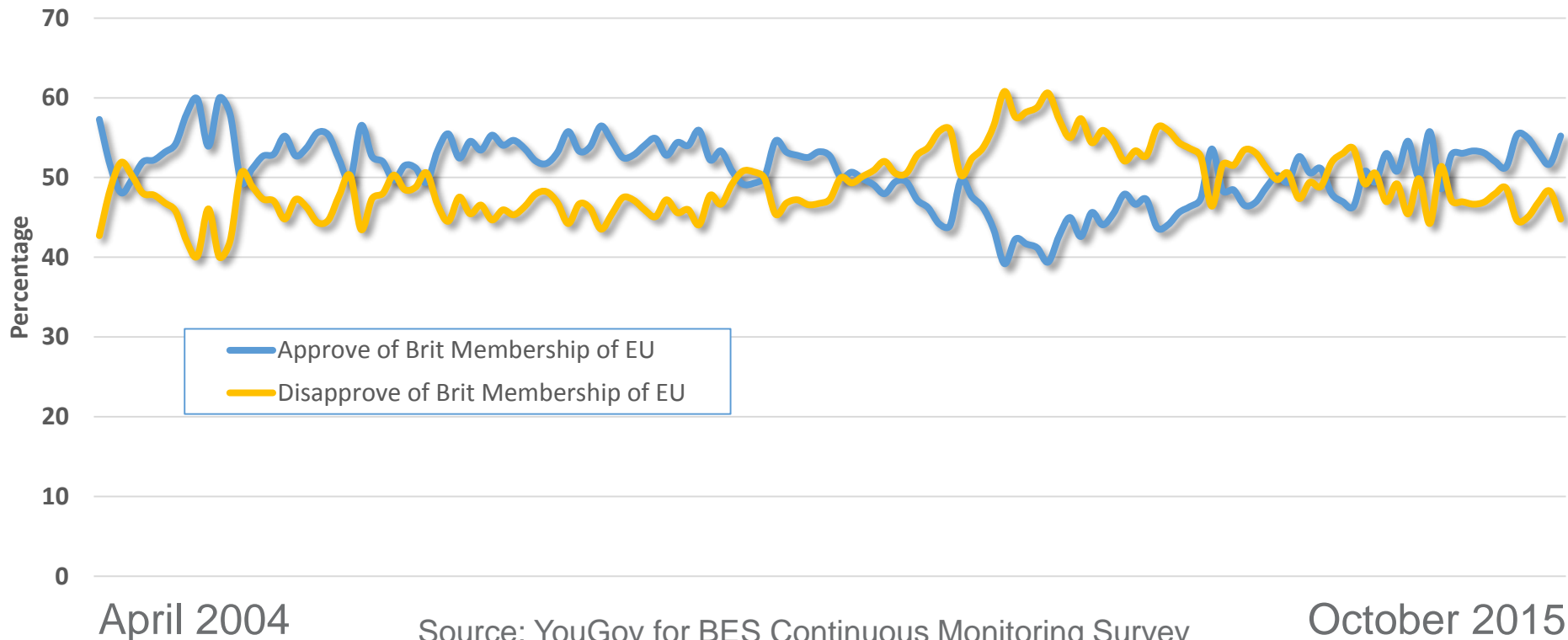
Important Issues

Which ONE of the following will be most important to you in deciding how to vote in the referendum?

Which is likely to be better for jobs, investment and the economy generally	31%
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	31%
Which is likely to help us deal better with the issue of immigration	20%
Which is likely to maximise Britain's influence in the world	4%
Something else	7%
Don't know	7%

Source: YouGov · Fieldwork: 5th – 6th June 2016 · Sample: 2,001 British adults

Support for the Europe Union



April 2004

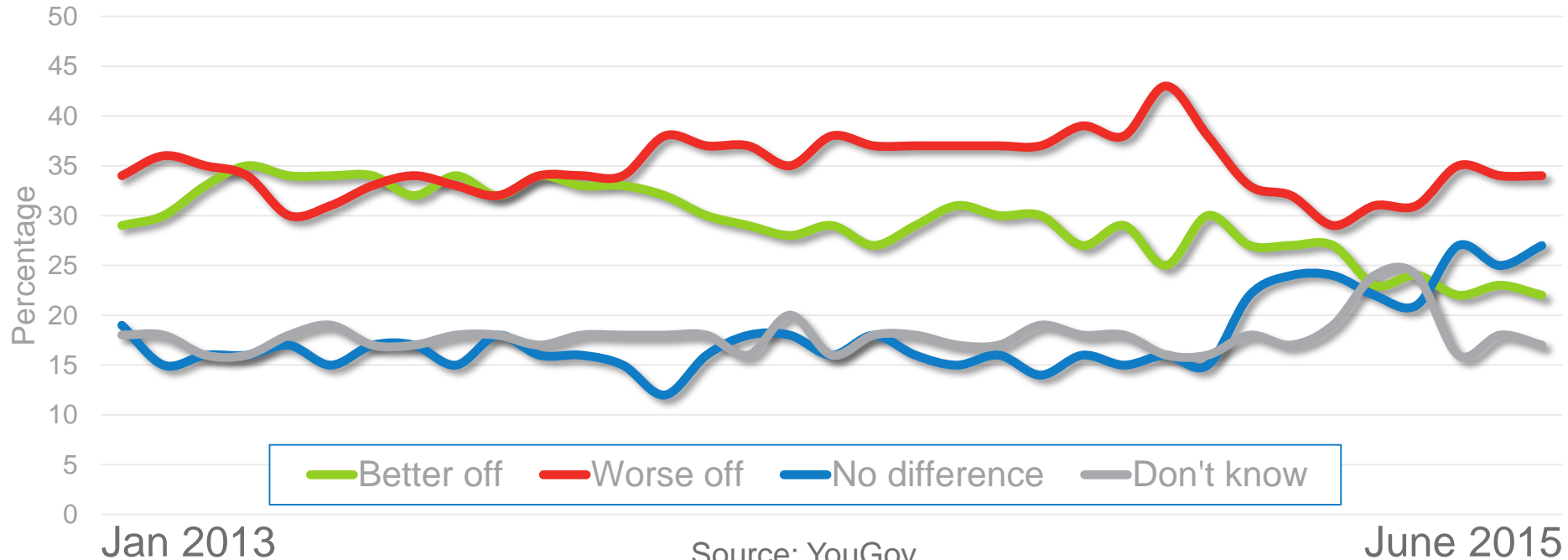
Source: YouGov for BES Continuous Monitoring Survey
Sample: c1,000 British adults per month

October 2015

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The Economic Argument

Do you think Britain would be better or worse off economically if we left the European Union, or would it make no difference?

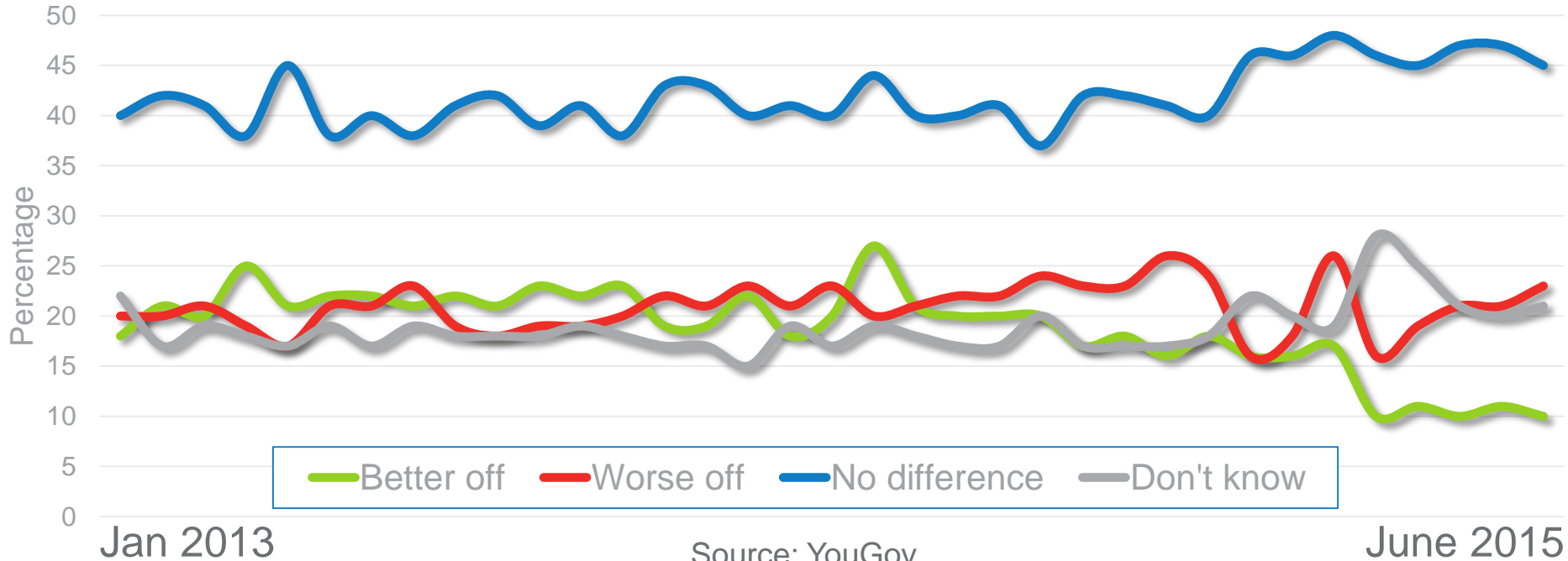


Source: YouGov
Sample: c1,500 British adults

YouGov

The Economic Argument

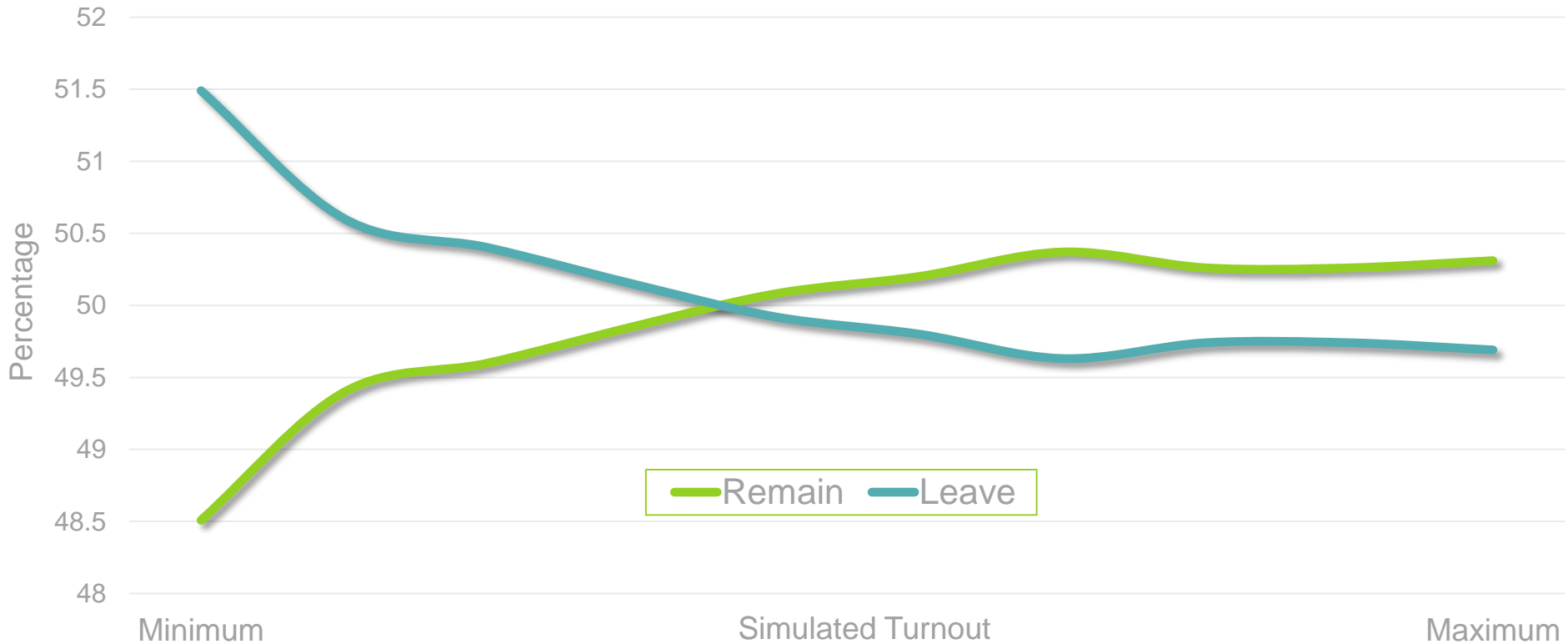
And do you think you personally would be better or worse off if we left the European Union, or would it make no difference?



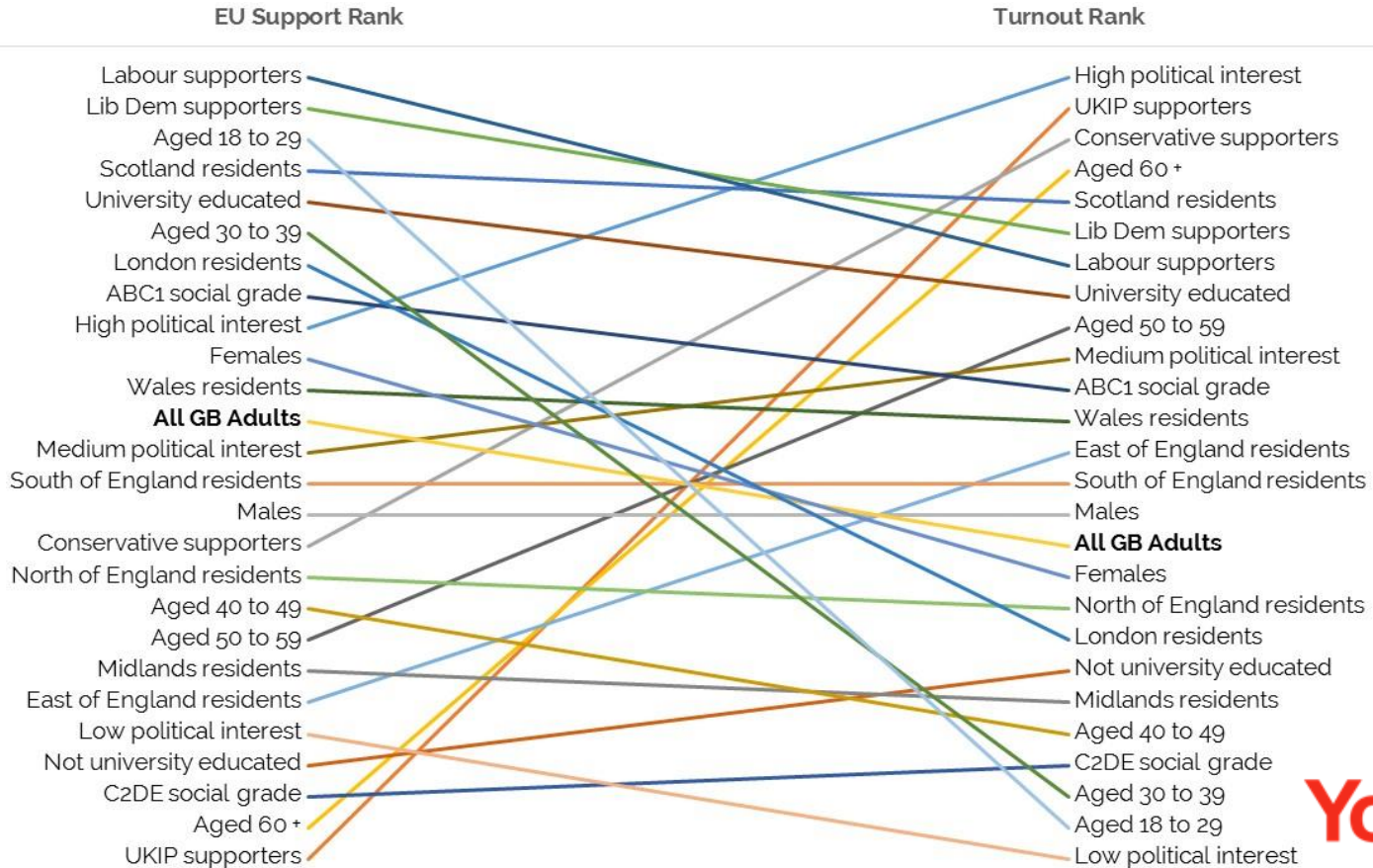
Source: YouGov
Sample: c1,500 British adults

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Impact of Turnout



Complexity of Turnout



The Good, The Bad and the Daily Express

DAILY EXPRESS
THE WORLD'S GREATEST NEWSPAPER express.co.uk WEATHER: CLOUDY FRIDAY FEBRUARY 5, 2016 55p

NOW 10p
CHEAPER THAN THE DAILY MAIL AND TEN TIMES BETTER

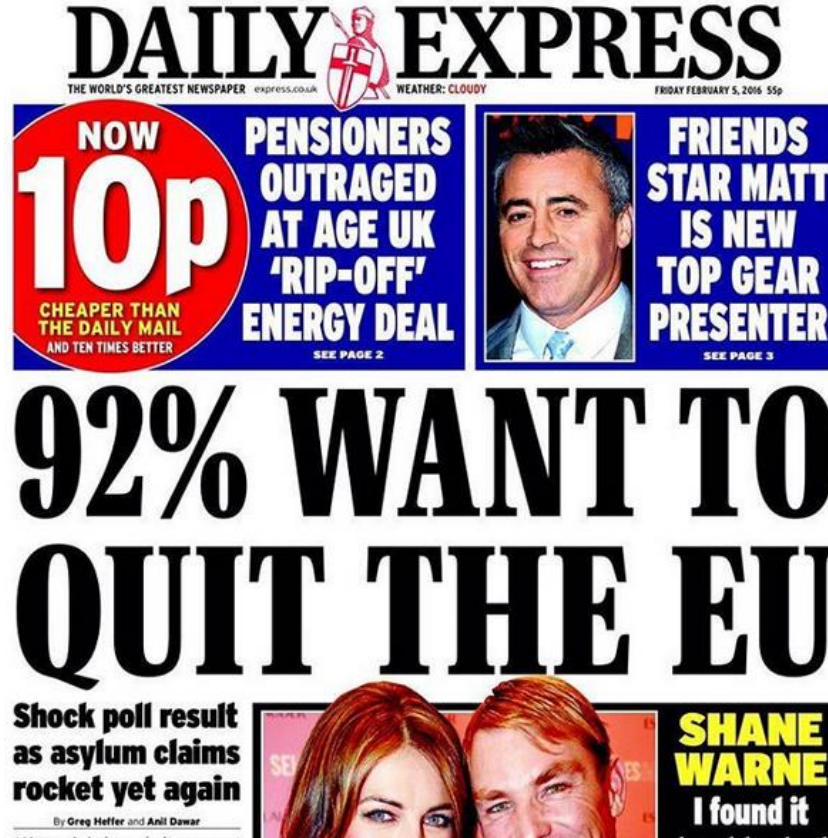
PENSIONERS OUTRAGED AT AGE UK 'RIP-OFF' ENERGY DEAL
SEE PAGE 2

FRIENDS STAR MATT IS NEW TOP GEAR PRESENTER
SEE PAGE 3

92% WANT TO QUIT THE EU

Shock poll result as asylum claims rocket yet again
By Greg Heffer and Anil Dawar

SHANE WARNE
I found it



Assessing Risk in a Polling Context

- Who commissioned the polling?
- Who is asking the questions?
- What questions are they asking?
- How are they asking the questions?
- When are they asking the questions?
- Who is answering the questions?
- How is the data being analyzed?
- How are the results being reported?

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