

EU Referendum

Poll

16/06/2016

Prepared on behalf of IG Group



Methodology

Fieldwork Dates

15th June 2016

Data Collection Method

The survey was conducted via telephone. A combination of both landline and mobile data were called.

Population Sampled

All residents aged 18+ in the UK

Sample Size

1,104

Data Weighting

Data were weighted to the profile of all adults aged 18+ in the United Kingdom. Data were weighted by age, sex, region, and 2015 General Election vote. Targets for the weighted data were derived from Office for National Statistics 2011 Census data and the results of the 2015 General Election.

Margin of Error

Because only a sample of the full population was interviewed, all results are subject to margin of error, meaning that not all differences are statistically significant. For example, in a question where 50% (the worst case scenario as far as margin of error is concerned) gave a particular answer, with a sample of 1,104 it is 95% certain that the 'true' value will fall within the range of 2.9% from the sample result. Subsamples from the cross-breaks will be subject to higher margin of error, conclusions drawn from crossbreaks with very small sub-samples should be treated with caution.

Voting Intention

In order to assess voting intention, we first asked respondents how likely they would be to vote in the next election on a scale of 0-10. This likelihood to vote for was then used to weight voters' responses, such that respondents replying "10" were weighted by a factor of 1.0, whilst those responding "9" were weighted by a factor of 0.9, and so on down to responses of "0" being excluded altogether.

Respondents were then asked who they would be most likely to vote for if that election were tomorrow, with the responses "Vote for the UK to leave the European Union" and "Vote for the UK to remain a member of the European Union" prompted in a random order.

As an additional 'squeeze', "Undecided" voters were then asked "If the referendum were today and you had to choose" whether they would "Vote for the UK to leave the European Union", "Vote for the UK to remain a member of the European Union" or whether they would not vote.

Question presentation

All data tables shown in full below, in order and wording put to respondents, including but not limited to all tables relating to published data and all relevant tables preceding them. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published tables. In all questions where the responses are a list of parties, names or statements, these will typically have been displayed to respondents in a randomising order. The only questions which would not have had randomising responses would be those in which there was a natural order to maintain – e.g. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10 or questions which had factual rather than opinion-related answers such as demographic information. “Other”, “Don't know” and “Refused” responses are not randomised.

Not all questions will have necessarily been asked to all respondents – this is because they may be follow-on questions from previous questions or only appropriate to certain demographic groups. Lower response counts should make clear where this has occurred.

Data were analysed and weighted by Survation.

For further information, please contact:

Chris Hopkins
0203 818 9661

chris.hopkins@survation.com

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Table 1

Q1. Normal weightings

Q1. There is going to be a vote on the UK's membership of the European Union on June 23rd, how likely would you be to vote on a scale of 0-10, where 10 means would definitely vote and 0 means you would not vote?

Base: All Respondents

	Total	Sex		Age			2015 Past Vote						Region7 + 1								EU Referendum		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	1104	549	555	290	372	442	354	234	44	42	49	196	169	170	236	382	957	77	45	25	416	399	146
Weighted Total	1104	538	566	319	390	395	267	219	57	92	88	194	143	177	261	345	926	93	54	32	422	398	140
10	883	437	446	223	313	348	229	194	56	84	76	90	124	134	198	281	737	78	45	24	377	348	88
	80.0%	81.2%	78.8%	69.8%	80.3%	87.9%	85.8%	88.4%	97.8%	91.6%	86.1%	46.3%	87.0%	75.6%	75.9%	81.3%	79.6%	84.2%	83.1%	74.4%	89.3%	87.3%	63.0%
9	22	14	8	10	7	4	7	4	-	3	1	6	2	4	10	3	19	1	1	-	10	9	2
	2.0%	2.5%	1.4%	3.2%	1.9%	1.0%	2.6%	1.7%	-	2.9%	1.5%	3.1%	1.6%	2.2%	3.9%	0.9%	2.1%	1.4%	1.7%	-	2.4%	2.3%	1.6%
8	40	20	20	16	17	8	9	10	-	-	6	9	2	12	9	13	35	2	1	1	11	18	7
	3.6%	3.7%	3.6%	4.9%	4.2%	2.0%	3.4%	4.5%	-	-	6.2%	4.7%	1.2%	6.6%	3.5%	3.7%	3.8%	2.5%	2.7%	3.3%	2.6%	4.5%	5.3%
7	19	9	11	14	3	2	5	3	-	3	-	8	2	5	3	9	19	1	-	-	7	7	4
	1.8%	1.6%	1.9%	4.4%	0.8%	0.5%	1.8%	1.5%	-	2.8%	-	4.1%	1.3%	2.8%	1.3%	2.5%	2.0%	0.7%	-	-	1.8%	1.7%	3.1%
6	6	1	5	2	1	2	1	-	-	-	-	5	1	1	1	1	5	-	1	-	2	1	1
	0.6%	*	0.9%	0.8%	*	0.6%	*	-	-	-	-	2.4%	0.6%	0.8%	0.6%	*	0.6%	-	2.0%	-	0.5%	*	*
5	60	16	44	21	22	17	11	7	-	-	5	27	6	5	17	15	44	7	5	4	14	11	33
	5.4%	3.0%	7.7%	6.7%	5.6%	4.2%	4.1%	3.1%	-	-	6.2%	13.7%	4.5%	2.8%	6.7%	4.3%	4.7%	7.9%	8.6%	13.5%	3.2%	2.9%	23.9%
4	4	4	-	1	3	-	1	-	-	-	-	3	-	2	-	2	4	-	-	-	-	-	4
	*	0.7%	-	*	0.7%	-	*	-	-	-	-	1.5%	-	1.2%	-	*	*	-	-	-	-	-	2.7%
3	3	3	-	3	-	-	1	-	-	-	-	2	-	1	-	2	3	-	-	-	1	2	-
	*	0.5%	-	0.9%	-	-	*	-	-	-	-	0.9%	-	0.6%	-	0.5%	*	-	-	-	*	*	-
2	3	2	1	3	-	-	1	-	-	-	-	2	-	1	1	1	3	-	-	-	-	2	-
	*	*	*	1.0%	-	-	*	-	-	-	-	1.1%	-	0.6%	*	*	*	-	-	-	-	0.5%	-
1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
0	64	33	31	26	23	15	2	2	1	2	-	43	5	12	20	20	57	3	1	3	-	-	-
	5.8%	6.2%	5.5%	8.1%	6.0%	3.7%	0.9%	0.8%	2.2%	2.7%	-	22.3%	3.7%	6.9%	7.7%	5.7%	6.2%	3.3%	2.0%	8.7%	-	-	-
SIGMA	1104	538	566	319	390	395	267	219	57	92	88	194	143	177	261	345	926	93	54	32	422	398	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 2
Q2. Normal weightings
Q2. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?
Base: Respondents who are likely to vote

	Total	Sex		Age			2015 Past Vote						Region7 + 1								EU Referendum		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	1042	518	524	266	351	425	351	232	43	41	49	154	163	159	218	362	902	74	44	22	416	399	146
Weighted Total	1040	505	535	293	366	380	264	218	56	89	88	151	138	165	241	326	869	89	52	29	422	398	140
Vote for the UK to leave the European Union	422	224	198	115	133	174	122	74	16	82	24	58	47	75	102	140	364	23	25	10	422	-	-
	40.6%	44.4%	37.0%	39.4%	36.2%	45.7%	45.9%	34.0%	28.6%	92.3%	26.9%	38.6%	34.2%	45.7%	42.2%	42.9%	41.9%	26.0%	47.6%	33.8%	100.0%	-	-
Vote for the UK to remain a member of the European Union	398	188	210	121	144	134	92	113	37	5	55	51	61	53	83	123	320	48	19	12	-	398	-
	38.3%	37.3%	39.2%	41.3%	39.2%	35.1%	34.7%	51.9%	66.4%	5.7%	62.1%	33.8%	44.4%	32.0%	34.4%	37.8%	36.8%	53.4%	35.6%	42.7%	-	100.0%	-
Undecided	140	59	81	34	63	43	41	20	2	2	8	29	19	25	32	42	118	10	7	5	-	-	140
	13.5%	11.7%	15.2%	11.5%	17.2%	11.3%	15.6%	9.2%	3.0%	1.9%	9.1%	19.0%	13.7%	14.9%	13.3%	13.0%	13.6%	11.4%	13.5%	17.0%	-	-	100.0%
Refused	80	33	46	23	27	30	10	11	1	-	2	13	11	12	24	21	68	8	2	2	-	-	-
	7.6%	6.6%	8.6%	7.8%	7.3%	7.9%	3.7%	5.0%	2.0%	-	1.9%	8.5%	7.6%	7.4%	10.1%	6.4%	7.8%	9.2%	3.4%	6.5%	-	-	-
SIGMA	1040	505	535	293	366	380	264	218	56	89	88	151	138	165	241	326	869	89	52	29	422	398	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 3
Q2. Normal weightings & likelihood to vote
Q2. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?
Base: Respondents who are likely to vote

	Total	Sex		Age			2015 Past Vote					Region7 + 1								EU Referendum			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	1042	518	524	266	351	425	351	232	43	41	49	154	163	159	218	362	902	74	44	22	416	399	146
Weighted Total	1040	509	531	283	368	389	267	223	59	93	89	133	140	164	239	327	870	90	52	28	431	404	124
Vote for the UK to leave the European Union	431	230	201	113	137	181	126	76	17	86	24	55	48	77	103	143	371	24	26	10	431	-	-
	41.4%	45.2%	37.8%	39.9%	37.4%	46.4%	47.1%	34.3%	28.6%	92.3%	26.5%	41.2%	34.5%	46.9%	43.1%	43.7%	42.6%	27.1%	48.9%	36.0%	100.0%	-	-
Vote for the UK to remain a member of the European Union	404	192	212	119	147	138	93	117	39	5	57	46	62	53	84	126	324	50	18	12	-	404	-
	38.9%	37.7%	39.9%	42.1%	39.9%	35.6%	34.8%	52.6%	66.4%	5.8%	63.9%	34.5%	44.1%	32.1%	35.2%	38.5%	37.3%	55.2%	35.4%	41.9%	-	100.0%	-
Undecided	124	53	71	28	57	39	39	18	2	2	7	21	19	23	28	37	107	7	6	4	-	-	124
	12.0%	10.4%	13.4%	10.0%	15.5%	10.0%	14.6%	8.2%	3.0%	1.9%	7.6%	15.9%	13.5%	14.1%	11.6%	11.3%	12.3%	8.0%	12.1%	15.1%	-	-	100.0%
Refused	80	34	47	23	27	31	9	11	1	-	2	11	11	11	24	21	68	9	2	2	-	-	-
	7.7%	6.6%	8.8%	8.0%	7.3%	8.0%	3.6%	5.0%	2.0%	-	2.0%	8.5%	7.9%	6.9%	10.1%	6.5%	7.8%	9.7%	3.6%	7.0%	-	-	-
SIGMA	1040	509	531	283	368	389	267	223	59	93	89	133	140	164	239	327	870	90	52	28	431	404	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 4
Q2. Normal weightings & likelihood to vote
Q2. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?
Base: Respondents who are likely to vote, with refused removed

	Total	Sex		Age			2015 Past Vote					Region7 + 1								EU Referendum			
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	961	482	479	246	325	390	338	222	42	41	48	142	151	147	197	337	832	67	42	20	416	399	146
Weighted Total	959	476	484	260	341	358	257	212	58	93	87	122	129	152	215	306	802	81	50	26	431	404	124
Vote for the UK to leave the European Union	431	230	201	113	137	181	126	76	17	86	24	55	48	77	103	143	371	24	26	10	431	-	-
	44.9%	48.4%	41.5%	43.3%	40.3%	50.4%	48.8%	36.1%	29.2%	92.3%	27.0%	45.0%	37.4%	50.3%	47.9%	46.8%	46.3%	30.0%	50.7%	38.7%	100.0%	-	-
Vote for the UK to remain a member of the European Union	404	192	212	119	147	138	93	117	39	5	57	46	62	53	84	126	324	50	18	12	-	404	-
	42.1%	40.4%	43.8%	45.8%	43.0%	38.6%	36.0%	55.3%	67.7%	5.8%	65.2%	37.7%	47.9%	34.5%	39.2%	41.2%	40.4%	61.1%	36.7%	45.1%	-	100.0%	-
Undecided	124	53	71	28	57	39	39	18	2	2	7	21	19	23	28	37	107	7	6	4	-	-	124
	13.0%	11.2%	14.7%	10.9%	16.7%	10.9%	15.1%	8.6%	3.1%	1.9%	7.8%	17.3%	14.7%	15.2%	12.9%	12.0%	13.3%	8.9%	12.5%	16.2%	-	-	100.0%
SIGMA	959	476	484	260	341	358	257	212	58	93	87	122	129	152	215	306	802	81	50	26	431	404	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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Table 5
Q2. Normal weightings & likelihood to vote
Q2. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?
Base: Respondents who are likely to vote, with undecided and refused removed

	Total	Sex		Age			2015 Past Vote						Region7 + 1								EU Referendum		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	815	418	397	214	260	341	287	200	41	40	43	113	129	123	165	289	706	58	36	15	416	399	-
Weighted Total	835	423	413	232	284	319	218	193	56	91	80	101	110	129	187	269	695	74	44	22	431	404	-
Vote for the UK to leave the European Union	431	230	201	113	137	181	126	76	17	86	24	55	48	77	103	143	371	24	26	10	431	-	-
	51.6%	54.5%	48.6%	48.6%	48.4%	56.6%	57.5%	39.5%	30.1%	94.1%	29.3%	54.4%	43.9%	59.3%	55.0%	53.2%	53.4%	33.0%	58.0%	46.2%	100.0%	-	-
Vote for the UK to remain a member of the European Union	404	192	212	119	147	138	93	117	39	5	57	46	62	53	84	126	324	50	18	12	-	404	-
	48.4%	45.5%	51.4%	51.4%	51.6%	43.4%	42.5%	60.5%	69.9%	5.9%	70.7%	45.6%	56.1%	40.7%	45.0%	46.8%	46.6%	67.0%	42.0%	53.8%	-	100.0%	-
SIGMA	835	423	413	232	284	319	218	193	56	91	80	101	110	129	187	269	695	74	44	22	431	404	-
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-

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Table 6

Q3. Normal weightings & likelihood to vote

Q3. If the referendum were today and you had to choose, would you

Base: Respondents who are likely to vote but are undecided

	Total	Sex		Age			2015 Past Vote					Region7 + 1							EU Referendum				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	146	64	82	32	65	49	51	22	1	1	5	29	22	24	32	48	126	9	6	5	-	-	146
Weighted Total	124	53	71	28	57	39	39	18	2	2	7	21	19	23	28	37	107	7	6	4	-	-	124
Vote for the UK to leave the European Union	24	13	10	7	11	5	10	5	-	-	2	1	8	6	5	5	24	-	-	-	-	-	24
	18.9%	24.9%	14.5%	25.4%	19.5%	13.4%	24.5%	26.7%	-	-	27.3%	4.1%	39.6%	25.4%	19.4%	12.8%	22.0%	-	-	-	-	-	18.9%
Vote for the UK to remain a member of the European Union	36	10	26	10	19	6	10	9	2	-	-	6	5	4	7	14	30	2	2	2	-	-	36
Would Not Vote	23	11	12	8	7	7	6	1	-	-	3	8	2	3	4	9	19	2	2	-	-	-	23
	18.3%	20.7%	16.5%	29.0%	13.1%	18.1%	14.3%	4.6%	-	-	46.1%	35.6%	11.8%	14.3%	15.9%	23.8%	17.6%	23.5%	37.4%	-	-	-	18.3%
Refused	42	19	23	3	19	21	14	3	-	2	2	7	4	10	11	9	34	3	2	2	-	-	42
	33.9%	36.0%	32.2%	9.1%	33.2%	52.8%	35.2%	17.0%	-	100.0%	26.6%	34.2%	19.6%	44.9%	40.0%	24.4%	32.1%	43.9%	37.5%	57.1%	-	-	33.9%
SIGMA	124	53	71	28	57	39	39	18	2	2	7	21	19	23	28	37	107	7	6	4	-	-	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-	-	100.0%

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Table 7
Q4. Normal weightings & likelihood to vote
Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?
Base: Respondents who are likely to vote, with undecided voters redistributed using question 3

	Total	Sex		Age			2015 Past Vote					Region7 + 1							EU Referendum				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	1042	518	524	266	351	425	351	232	43	41	49	154	163	159	218	362	902	74	44	22	416	399	146
Weighted Total	1040	509	531	283	368	389	267	223	59	93	89	133	140	164	239	327	870	90	52	28	431	404	124
Leave	454	244	211	120	149	186	135	81	17	86	25	56	56	83	108	148	395	24	26	10	431	-	24
	43.7%	47.8%	39.8%	42.4%	40.4%	47.7%	50.7%	36.5%	28.6%	92.3%	28.6%	41.8%	39.8%	50.5%	45.3%	45.2%	45.4%	27.1%	48.9%	36.0%	100.0%	-	18.9%
Remain	440	202	238	130	166	145	103	126	41	5	57	52	67	56	91	140	355	52	20	14	-	404	36
	42.3%	39.7%	44.9%	45.8%	45.2%	37.1%	38.5%	56.8%	69.4%	5.8%	63.9%	38.6%	48.0%	34.3%	38.1%	42.9%	40.8%	57.8%	38.4%	48.4%	-	100.0%	28.9%
Would Not Vote	23	11	12	8	7	7	6	1	-	-	3	8	2	3	4	9	19	2	2	-	-	-	23
	2.2%	2.2%	2.2%	2.9%	2.0%	1.8%	2.1%	*	-	-	3.5%	5.7%	1.6%	2.0%	1.8%	2.7%	2.2%	1.9%	4.5%	-	-	-	18.3%
Refused	123	53	70	25	46	52	23	14	1	2	4	19	15	22	35	30	102	12	4	4	-	-	42
	11.8%	10.4%	13.1%	8.9%	12.4%	13.3%	8.7%	6.4%	2.0%	1.9%	4.0%	13.9%	10.6%	13.2%	14.7%	9.3%	11.7%	13.2%	8.1%	15.6%	-	-	33.9%
SIGMA	1040	509	531	283	368	389	267	223	59	93	89	133	140	164	239	327	870	90	52	28	431	404	124
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

EU Referendum Poll

Prepared on behalf of IG Group

Table 8
Q4. Normal weightings & likelihood to vote
Q4. Imagine there was a referendum tomorrow with the question "Should the United Kingdom remain a member of the European Union or leave the European Union?" How would you vote?
Base: Respondents who are likely to vote, with undecided voters redistributed using question 3, and those who said "would not vote" or "refused" removed

	Total	Sex		Age			2015 Past Vote						Region7 + 1								EU Referendum		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	884	446	438	233	294	357	313	217	42	40	44	122	143	133	179	313	768	61	38	17	416	399	69
Weighted Total	895	446	449	250	314	330	238	208	58	91	82	107	123	139	200	288	749	76	46	24	431	404	59
Leave	454	244	211	120	149	186	135	81	17	86	25	56	56	83	108	148	395	24	26	10	431	-	24
	50.8%	54.7%	47.0%	48.1%	47.2%	56.3%	56.8%	39.1%	29.2%	94.1%	30.9%	52.0%	45.4%	59.5%	54.3%	51.3%	52.7%	32.0%	56.0%	42.7%	100.0%	-	39.5%
Remain	440	202	238	130	166	145	103	126	41	5	57	52	67	56	91	140	355	52	20	14	-	404	36
	49.2%	45.3%	53.0%	51.9%	52.8%	43.7%	43.2%	60.9%	70.8%	5.9%	69.1%	48.0%	54.6%	40.5%	45.7%	48.7%	47.3%	68.0%	44.0%	57.3%	-	100.0%	60.5%
SIGMA	895	446	449	250	314	330	238	208	58	91	82	107	123	139	200	288	749	76	46	24	431	404	59
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

EU Referendum Poll

Prepared on behalf of IG Group

Table 9

Q5. Normal weightings

Q5. How certain are you that you will vote in this way - on a scale of 5 to 1 where "5" would mean that you are absolutely certain you will not change your mind before June 23rd, and where "1" would mean you are very uncertain about your vote and 3 being "somewhere in the middle"

Base: Respondents who are likely to vote and who gave an initial voting intention

	Total	Sex		Age			2015 Past Vote					Region7 + 1							EU Referendum				
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	815	418	397	214	260	341	287	200	41	40	43	113	129	123	165	289	706	58	36	15	416	399	-
Weighted Total	820	412	408	237	276	307	213	187	53	87	79	109	108	128	184	263	684	71	44	22	422	398	-
1 - Very uncertain	12	4	7	3	7	2	5	2	-	-	3	2	1	-	1	6	8	4	-	-	7	5	-
	1.4%	1.0%	1.8%	1.5%	2.4%	0.5%	2.1%	1.0%	-	-	4.0%	1.9%	0.5%	-	*	2.4%	1.1%	5.7%	-	-	1.6%	1.2%	-
2	12	4	8	9	2	1	7	-	-	-	2	2	1	1	6	4	12	-	-	-	2	10	-
	1.4%	1.0%	1.9%	3.6%	0.8%	*	3.3%	-	-	-	3.0%	1.9%	0.7%	0.7%	3.2%	1.6%	1.7%	-	-	-	*	2.4%	-
3 - Somewhere in the middle	63	30	34	27	17	19	20	12	3	5	6	13	7	9	15	22	53	3	5	2	29	35	-
	7.7%	7.2%	8.2%	11.3%	6.3%	6.3%	9.3%	6.2%	5.0%	5.7%	7.1%	11.9%	6.4%	7.1%	8.1%	8.3%	7.7%	4.6%	12.4%	8.5%	6.8%	8.7%	-
4	103	45	58	39	35	28	31	26	10	2	6	22	15	25	27	22	89	5	6	2	46	57	-
	12.5%	10.9%	14.2%	16.5%	12.8%	9.3%	14.7%	13.9%	19.6%	2.6%	7.2%	20.0%	13.5%	19.6%	14.8%	8.3%	13.0%	7.4%	14.7%	10.5%	10.9%	14.3%	-
5 - Certain	631	329	301	159	215	257	150	147	40	80	62	70	85	93	135	209	523	58	32	18	338	293	-
	76.9%	79.9%	73.9%	67.1%	77.8%	83.6%	70.5%	78.9%	75.4%	91.7%	78.7%	64.3%	79.0%	72.6%	73.5%	79.4%	76.5%	82.2%	72.9%	81.0%	80.1%	73.5%	-
SIGMA	820	412	408	237	276	307	213	187	53	87	79	109	108	128	184	263	684	71	44	22	422	398	-
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	-

Survation.

EU Referendum Poll

Prepared on behalf of IG Group

Table 10

Q6. Normal weightings

Q6. Which of these issues is the most important to you when deciding how to vote?

Base: Respondents who are likely to vote

	Total	Sex		Age			2015 Past Vote						Region7 + 1								EU Referendum		
		Male	Female	18-34	35-54	55+	CON	LAB	LD	UKIP	Other	Did Not Vote	London	Midlands	North	South	England	Scotland	Wales	NI	Leave	Remain	Und
Unweighted Total	1042	518	524	266	351	425	351	232	43	41	49	154	163	159	218	362	902	74	44	22	416	399	146
Weighted Total	1040	505	535	293	366	380	264	218	56	89	88	151	138	165	241	326	869	89	52	29	422	398	140
The British economy	228	124	104	60	98	70	76	51	18	5	18	29	36	35	47	69	186	24	10	7	31	155	30
	21.9%	24.5%	19.4%	20.4%	26.6%	18.5%	28.9%	23.5%	32.7%	5.7%	20.9%	18.9%	26.1%	20.9%	19.6%	21.1%	21.5%	26.8%	19.2%	24.6%	7.3%	39.0%	21.2%
Levels of immigration to the UK	229	115	114	61	69	99	71	39	1	58	7	21	30	45	64	66	205	15	8	2	175	16	23
	22.1%	22.8%	21.4%	20.9%	18.7%	26.1%	26.9%	17.7%	2.5%	64.9%	8.3%	13.6%	21.6%	27.6%	26.4%	20.3%	23.6%	16.6%	14.8%	6.6%	41.4%	3.9%	16.3%
Sovereignty and who makes British laws	114	67	47	19	33	61	37	7	9	14	16	13	11	20	19	39	89	12	7	5	85	9	14
	10.9%	13.2%	8.8%	6.5%	9.1%	16.1%	13.9%	3.2%	15.9%	16.3%	18.3%	8.3%	8.0%	12.1%	7.8%	12.1%	10.2%	13.6%	13.7%	18.1%	20.1%	2.2%	9.8%
Public services, including the NHS	162	45	118	68	48	46	29	48	10	4	17	38	20	27	40	43	130	14	12	7	58	66	27
	15.6%	8.8%	22.0%	23.0%	13.2%	12.2%	11.0%	22.0%	17.1%	4.9%	19.3%	25.4%	14.4%	16.3%	16.7%	13.2%	14.9%	15.3%	22.2%	24.8%	13.6%	16.5%	19.5%
The UK's influence on the world stage	30	14	16	7	12	12	6	5	4	-	6	4	5	2	10	7	25	5	-	-	5	24	1
	2.9%	2.8%	3.1%	2.3%	3.3%	3.1%	2.2%	2.5%	7.2%	-	6.3%	2.7%	3.8%	1.4%	4.2%	2.2%	2.9%	6.1%	-	-	1.2%	6.1%	0.6%
Jobs, employment rights and regulations in the UK	79	44	36	26	33	20	14	25	4	4	7	14	5	8	24	26	63	7	6	4	18	42	12
	7.6%	8.7%	6.6%	9.0%	9.0%	5.3%	5.2%	11.4%	7.3%	4.2%	8.2%	9.2%	3.3%	5.1%	10.0%	7.9%	7.2%	7.5%	10.7%	14.2%	4.4%	10.5%	8.9%
British security and defence	30	14	16	11	12	7	10	2	3	-	2	6	5	4	5	11	26	2	1	1	8	15	4
	2.9%	2.8%	2.9%	3.9%	3.2%	1.8%	3.8%	1.1%	5.0%	-	1.8%	3.7%	3.4%	2.6%	2.2%	3.5%	2.9%	2.1%	1.7%	4.3%	1.9%	3.7%	2.8%
Justice and human rights in Britain	39	21	19	11	17	12	4	16	2	2	6	4	11	7	3	16	37	1	-	1	10	25	2
	3.8%	4.1%	3.5%	3.6%	4.6%	3.2%	1.4%	7.2%	4.0%	2.1%	7.0%	2.4%	7.7%	4.5%	1.2%	5.0%	4.3%	1.1%	-	4.2%	2.4%	6.2%	1.7%
None of these	60	34	25	21	17	22	11	12	1	2	7	10	10	8	16	17	51	6	3	-	17	24	11
	5.8%	6.8%	4.8%	7.2%	4.6%	5.8%	4.2%	5.7%	2.0%	2.0%	8.4%	6.7%	6.9%	4.8%	6.5%	5.4%	5.8%	6.7%	5.9%	-	4.1%	6.0%	8.1%
Don't know	69	28	41	9	29	31	7	12	3	-	1	13	7	8	13	30	58	4	6	1	15	24	16
	6.6%	5.5%	7.6%	3.1%	7.8%	8.1%	2.6%	5.7%	6.1%	-	1.5%	8.9%	4.8%	4.7%	5.5%	9.3%	6.7%	4.0%	11.8%	3.2%	3.7%	5.9%	11.1%
SIGMA	1040	505	535	293	366	380	264	218	56	89	88	151	138	165	241	326	869	89	52	29	422	398	140
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Survation.