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Measuring and Understanding Public Opinion:

EU Referendum

August 2016

This public opinion data has been collected and analysed by NEMS from a survey of a representative sample of UK adults conducted through NEMS Market Research's telephone omnibus, a national survey of 1000 adults conducted every week.

More details of our omnibus service can be found at:

<http://www.nemsmr.co.uk/omnibus/default.aspx>

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If you would like to know more about this or anything else research related, please get in touch, we would be happy to help.

**Happy with the EU
Referendum result?**



NEMS



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EU Referendum

SPEED READ

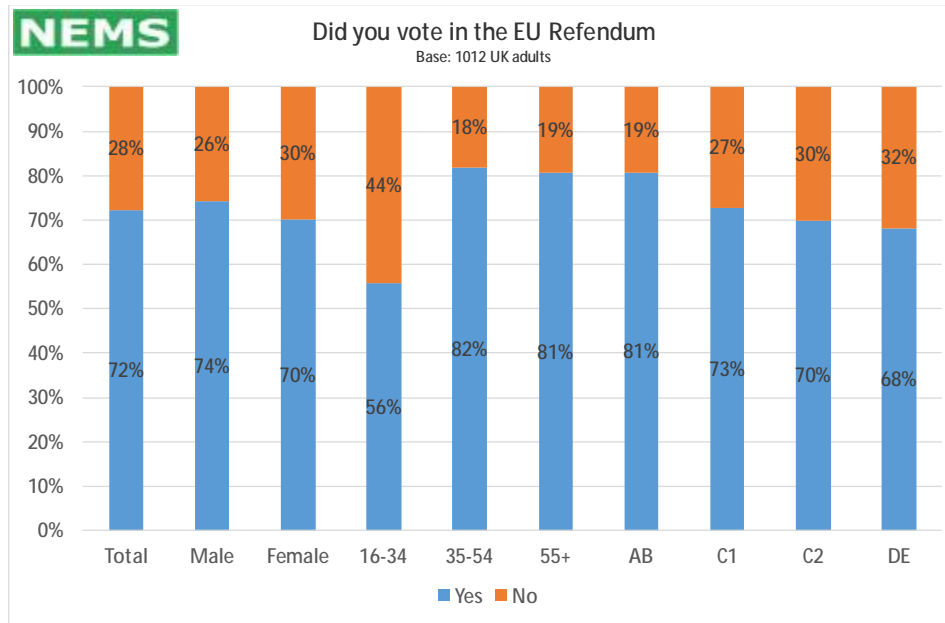
- On 23 June 2016 the referendum on whether to Leave or Remain in the European Union took place.¹
- More than seven out of ten of us voted but among 16-34 year olds this dropped to 56%.
- A fifth of us changed our mind on which way to vote in the run up to the referendum.
- TV was the source of information which was relied upon the most in deciding which way to vote.
- Although 52% of the population voted to Leave, only 38% are now satisfied with the outcome.
- 34% of the population expect to be worse off in three years' time as a result of voting to Leave compared to 28% who think they will be better off.
- If there was another referendum tomorrow a different result could be expected with 36% likely to vote Leave and 42% likely to vote Remain.

¹ <https://www.eureferendum.gov.uk>

Who voted in the EU referendum

The turnout is well known, 72% of the eligible population voted in the recent EU referendum but within this statistic we can see that there were marked differences between various demographic groups.

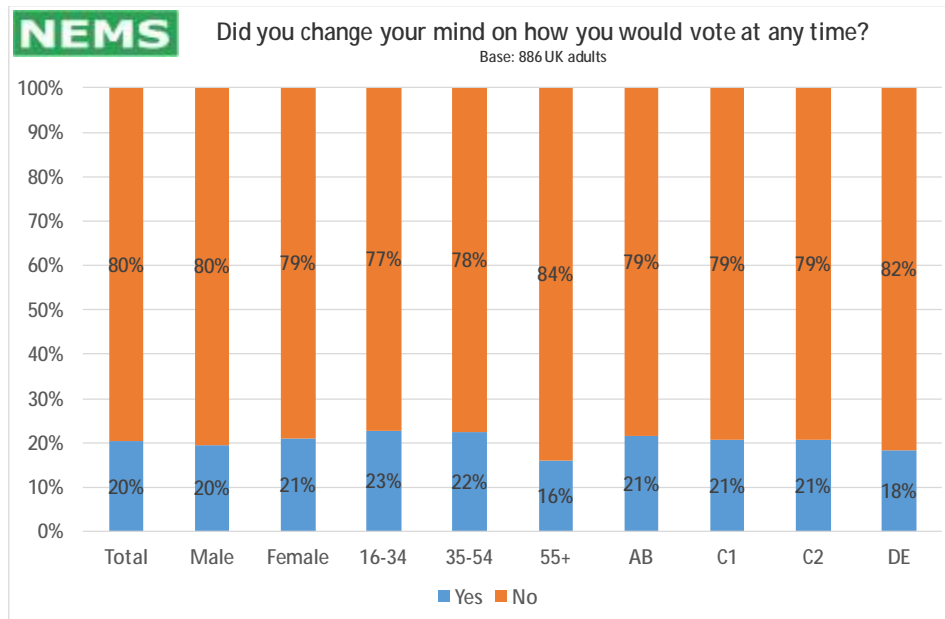
As it can be seen, just over half of those aged 16-34 voted in the referendum and turnout was highest among the ABs and lowest among DEs.



Change of voting intention

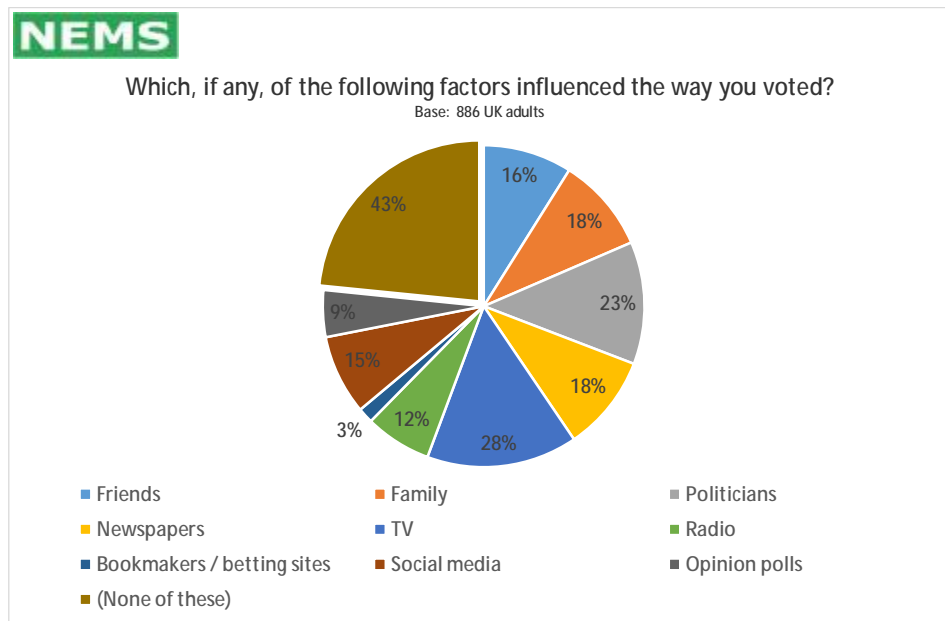
A fifth (20%) of those who voted in the referendum admitted to changing their mind on how they would vote from when the referendum was announced on 19 February 2016 to when it actually took place on 23 June 2016.

Remarkably there was very little difference in the numbers of people who changed their mind when looking at the different demographic groups with perhaps those aged 55+ who were the most consistent in their thinking – just 16% changed their mind.



Factors influencing how people voted

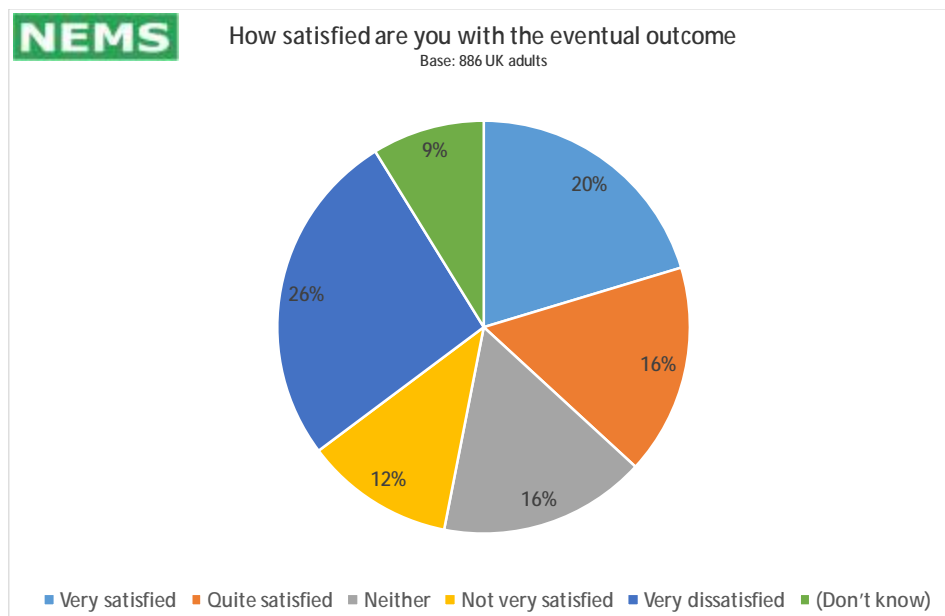
When a list of possible factors were read out to voters and they were asked if any influenced the way they voted, the biggest was TV which was mentioned by nearly three out of ten people. Politicians were influential for 23% of voters followed by newspapers and family (both mentioned by 18% of voters).



Satisfaction with the outcome

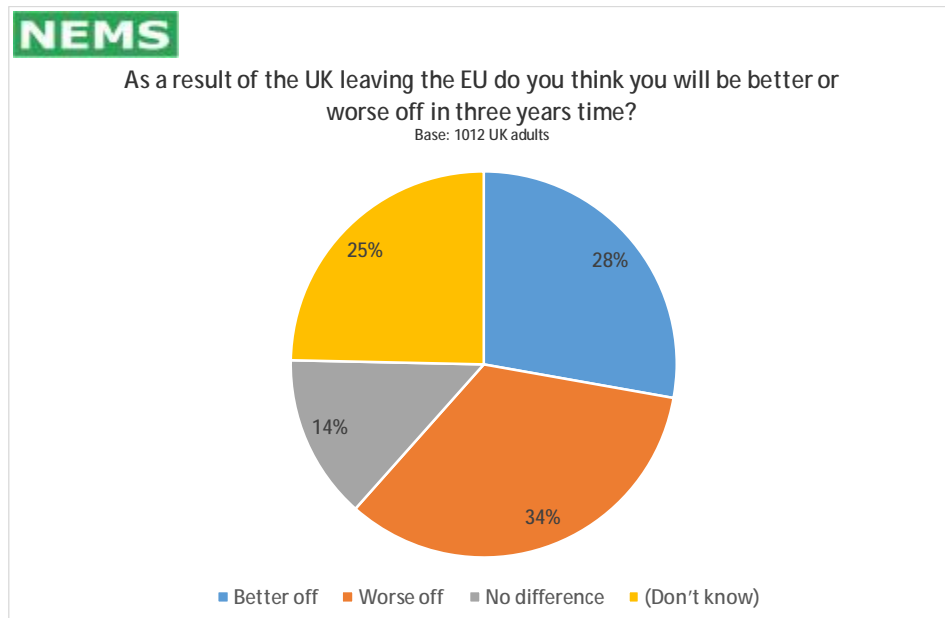
36% of voters were either very or quite satisfied with the outcome, i.e. significantly lower than the percentage who voted to leave.

48% of voters were either quite or very dissatisfied with the outcome. 25% were unsure.

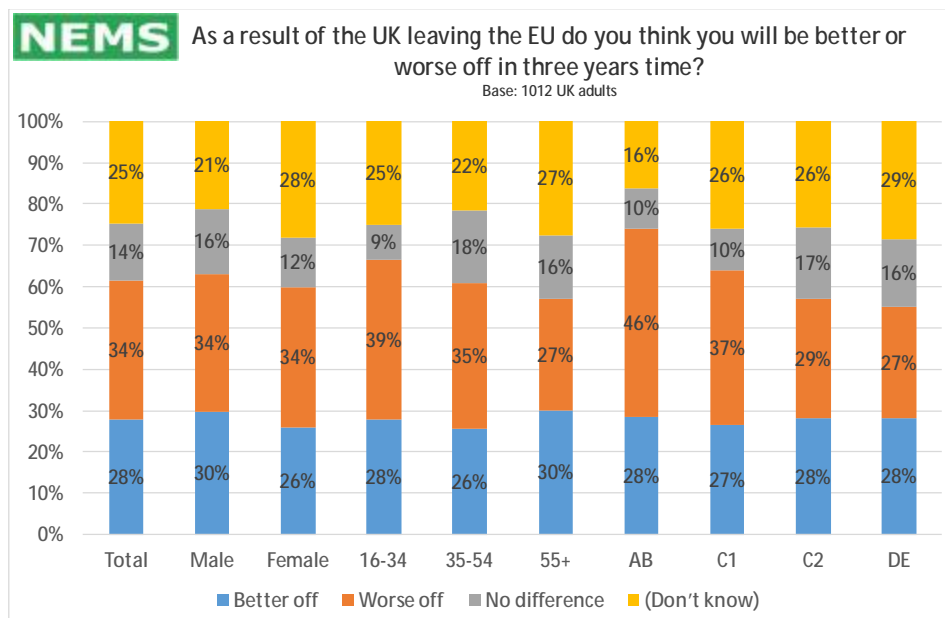


Better or worse off

As to whether people think they will be better or worse off in three years' time as a result of leaving the EU, the results were mixed. 34% expect to be worse off and 28% expect to be better off. 14% expect to be neither better nor worse off and 25% are unsure.

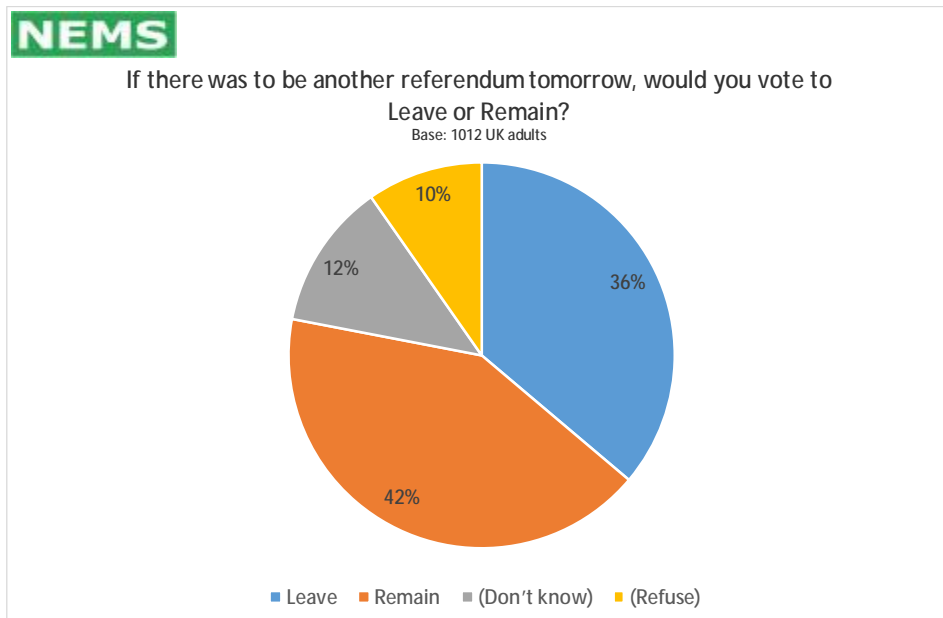


More men than women expect to be better off as a result of leaving the EU and it is predominantly the 16-34 year olds and ABs who anticipate being worse off.

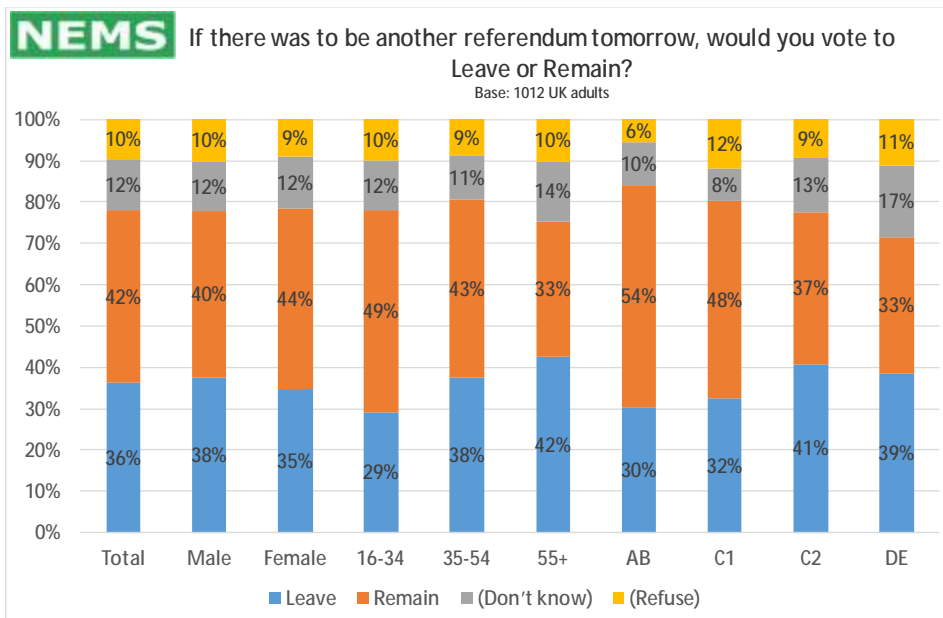


Another referendum

If there was to be another referendum tomorrow it looks as if a different result would emerge with 42% of adults voting Remain and 36% voting Leave with 12% unsure. 10% refused to be drawn on the issue.



Again the over 55s are the demographic group most resolute in the opinion to Leave and the 16-34 year olds keenest to Remain otherwise all other groups are more in favour of Remain with the exception of the C2DE socio-economic group.



Weighted:

EU Referendum

August 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE										
Q01 Did you vote in the recent EU Referendum?																				
Yes	72.2%	731	74.2%	380	70.1%	351	55.8%	200	81.9%	269	80.6%	261	80.7%	153	72.7%	188	69.8%	221	68.2%	168
No	27.8%	281	25.8%	132	29.9%	149	44.2%	159	18.1%	60	19.4%	63	19.3%	37	27.3%	71	30.2%	95	31.8%	78
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264
Q02 Between the Referendum being announced in February and the vote taking place on 23 June, did you change your mind on how you would vote at any time? <i>Those who voted in the EU Referendum</i>																				
Yes	20.2%	148	19.6%	74	20.9%	73	22.7%	45	22.4%	60	16.1%	42	21.4%	33	20.7%	39	20.5%	45	18.2%	31
No	79.8%	583	80.4%	306	79.1%	277	77.3%	155	77.6%	209	83.9%	219	78.6%	121	79.3%	149	79.5%	176	81.8%	137
Weighted base:		731		380		351		200		269		261		153		188		221		168
Sample:		886		443		443		94		390		402		188		224		253		221
Q03 Which, if any, of the following factors influenced the way you voted? [MR/PR] <i>Those who voted in the EU Referendum</i>																				
Friends	16.4%	120	13.7%	52	19.4%	68	21.1%	42	21.6%	58	7.5%	20	15.6%	24	21.3%	40	18.1%	40	9.5%	16
Family	17.6%	129	14.5%	55	21.0%	74	18.9%	38	23.6%	64	10.4%	27	20.5%	31	20.3%	38	18.0%	40	11.5%	19
Politicians	22.6%	165	22.0%	84	23.2%	81	24.8%	50	27.1%	73	16.2%	42	23.5%	36	26.0%	49	24.8%	55	14.8%	25
Newspapers	17.8%	130	18.4%	70	17.2%	60	21.5%	43	16.7%	45	16.1%	42	22.7%	35	22.6%	43	15.9%	35	10.5%	18
TV	27.9%	204	23.0%	87	33.2%	116	33.4%	67	30.3%	81	21.2%	55	32.2%	49	36.1%	68	22.6%	50	21.6%	36
Radio	12.3%	90	11.3%	43	13.4%	47	15.2%	31	14.2%	38	8.0%	21	17.3%	27	10.3%	19	9.8%	22	13.0%	22
Bookmakers / betting sites	2.8%	21	3.3%	12	2.3%	8	2.4%	5	4.2%	11	1.7%	4	4.7%	7	3.9%	7	1.4%	3	1.7%	3
Social media	14.7%	108	17.8%	68	11.4%	40	25.7%	51	16.6%	45	4.5%	12	15.2%	23	21.9%	41	12.4%	27	9.3%	16
Opinion polls	8.6%	63	8.0%	30	9.3%	32	12.1%	24	8.9%	24	5.6%	15	9.7%	15	10.7%	20	4.8%	11	10.3%	17
(None of these)	43.0%	314	43.1%	164	42.8%	150	30.9%	62	39.6%	107	55.7%	145	41.9%	64	33.9%	64	42.1%	93	55.4%	93
Weighted base:		731		380		351		200		269		261		153		188		221		168
Sample:		886		443		443		94		390		402		188		224		253		221
Mean score: [Very satisfied = 2, Quite satisfied = 1, Neither = 0, Quite dissatisfied = -1, Very dissatisfied = -2]																				
Q04 How satisfied are you with the eventual outcome [PR]																				
Very satisfied	20.3%	206	21.3%	109	19.3%	97	15.6%	56	19.3%	63	26.6%	86	15.5%	30	12.9%	34	24.2%	77	26.9%	66
Quite satisfied	16.5%	167	19.0%	97	14.0%	70	16.5%	59	16.2%	53	16.7%	54	13.2%	25	18.3%	47	20.5%	65	12.1%	30
Neither	16.3%	164	15.2%	78	17.3%	86	18.6%	67	16.2%	53	13.7%	44	9.3%	18	22.0%	57	16.2%	51	15.6%	38
Not very satisfied	11.7%	118	12.5%	64	10.9%	55	16.1%	58	10.5%	34	8.0%	26	9.7%	18	13.5%	35	13.2%	42	9.4%	23
Very dissatisfied	26.4%	268	22.8%	117	30.2%	151	24.6%	88	30.8%	101	24.0%	78	44.0%	84	25.9%	67	19.3%	61	22.6%	56
(Don't know)	8.8%	89	9.3%	47	8.3%	41	8.5%	31	6.9%	23	10.9%	35	8.3%	16	7.4%	19	6.5%	21	13.5%	33
Mean:		-0.08		0.04		-0.20		-0.19		-0.19		0.16		-0.58		-0.23		0.18		0.13
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264

Weighted:

EU Referendum

August 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE										
Mean score: [Better off = 1, Worse off = -1, About the same = 0]																				
Q05 As a result of the UK leaving the EU do you think you will be better or worse off in three years time? [PR]																				
Better off	27.8%	281	29.6%	152	25.9%	129	27.7%	100	25.6%	84	30.0%	97	28.4%	54	26.6%	69	28.0%	89	28.2%	69
Worse off	33.8%	342	33.5%	172	34.0%	170	38.7%	139	35.2%	116	26.9%	87	45.7%	87	37.4%	97	29.0%	92	26.9%	66
No difference	13.8%	139	15.7%	81	11.8%	59	8.7%	31	17.5%	58	15.6%	51	9.8%	19	10.0%	26	17.3%	55	16.3%	40
(Don't know)	24.7%	250	21.2%	108	28.3%	141	24.9%	89	21.6%	71	27.5%	89	16.1%	31	26.0%	67	25.6%	81	28.6%	70
Mean:	-0.08		-0.05		-0.11		-0.15		-0.12		0.04		-0.21		-0.15		-0.01		0.02	
Weighted base:	1012		512		500		359		329		324		190		259		316		246	
Sample:	1012		502		510		126		433		453		201		254		293		264	

Q06 If there was to be another referendum tomorrow, would you vote to Leave or Remain?

Leave	36.2%	366	37.7%	193	34.6%	173	29.1%	105	37.6%	123	42.5%	138	30.4%	58	32.4%	84	40.8%	129	38.6%	95
Remain	41.9%	424	40.0%	205	43.8%	219	48.9%	176	43.0%	141	32.9%	107	53.6%	102	47.9%	124	36.8%	117	32.9%	81
(Don't know)	12.3%	124	12.1%	62	12.5%	62	11.9%	43	10.6%	35	14.4%	47	10.4%	20	7.9%	21	13.0%	41	17.5%	43
(Refuse)	9.7%	98	10.2%	52	9.2%	46	10.1%	36	8.8%	29	10.2%	33	5.5%	11	11.8%	30	9.4%	30	11.1%	27
Weighted base:	1012		512		500		359		329		324		190		259		316		246	
Sample:	1012		502		510		126		433		453		201		254		293		264	

Q07 And how did you vote?*Those who voted in the EU Referendum*

Leave	46.1%	337	48.7%	185	43.3%	152	37.4%	75	45.7%	123	53.2%	139	43.1%	66	40.4%	76	51.9%	115	47.5%	80
Remain	42.7%	312	40.2%	153	45.4%	159	51.5%	103	44.6%	120	34.0%	89	52.2%	80	50.3%	95	34.7%	77	36.2%	61
(Refuse)	11.2%	82	11.1%	42	11.3%	39	11.0%	22	9.8%	26	12.8%	33	4.7%	7	9.3%	18	13.4%	30	16.3%	27
Weighted base:	731		380		351		200		269		261		153		188		221		168	
Sample:	886		443		443		94		390		402		188		224		253		221	

Q07 And how did you vote?*Those who voted in the EU Referendum and indicated how they voted at Q07*

Leave	51.9%	337	54.8%	185	48.8%	152	42.1%	75	50.6%	123	61.0%	139	45.2%	66	44.6%	76	60.0%	115	56.8%	80
Remain	48.1%	312	45.2%	153	51.2%	159	57.9%	103	49.4%	120	39.0%	89	54.8%	80	55.4%	95	40.0%	77	43.2%	61
(Refuse)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	649		338		311		178		243		228		146		171		191		140	
Sample:	785		393		392		85		351		349		177		200		226		182	

Weighted:

EU Referendum

August 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE										
SEX Sex of respondent																				
Male	50.6%	512	100.0%	512	0.0%	0	51.7%	186	52.6%	173	47.4%	154	54.9%	104	50.3%	130	55.3%	175	41.6%	103
Female	49.4%	500	0.0%	0	100.0%	500	48.3%	173	47.4%	156	52.6%	171	45.1%	86	49.7%	129	44.7%	142	58.4%	144
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264
AGE To ensure we get a representative sample, could I ask how old you are ?																				
16 to 24	17.2%	174	17.1%	88	17.3%	86	48.4%	174	0.0%	0	0.0%	0	25.7%	49	18.9%	49	17.6%	56	8.4%	21
25 to 34	18.3%	185	19.2%	98	17.4%	87	51.6%	185	0.0%	0	0.0%	0	10.8%	21	19.0%	49	21.7%	69	19.0%	47
35 to 44	17.3%	175	17.7%	91	16.9%	84	0.0%	0	53.3%	175	0.0%	0	21.5%	41	16.8%	44	21.1%	67	9.8%	24
45 to 54	15.2%	153	16.0%	82	14.3%	71	0.0%	0	46.7%	153	0.0%	0	15.8%	30	19.2%	50	16.1%	51	9.2%	23
55 to 64	12.7%	129	13.2%	68	12.2%	61	0.0%	0	0.0%	0	39.7%	129	10.8%	21	14.7%	38	10.1%	32	15.5%	38
65 +	19.3%	195	16.7%	86	22.0%	110	0.0%	0	0.0%	0	60.3%	195	15.4%	29	11.5%	30	13.5%	43	38.1%	94
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264
SEG Socio-economic group																				
A	2.2%	23	3.2%	16	1.2%	6	1.6%	6	2.8%	9	2.3%	8	11.8%	23	0.0%	0	0.0%	0	0.0%	0
B	16.6%	168	17.2%	88	15.9%	80	17.8%	64	18.7%	62	13.0%	42	88.2%	168	0.0%	0	0.0%	0	0.0%	0
C1	25.6%	259	25.5%	130	25.8%	129	27.3%	98	28.4%	93	20.9%	68	0.0%	0	100.0%	259	0.0%	0	0.0%	0
C2	31.3%	316	34.1%	175	28.3%	142	34.6%	124	35.8%	118	23.0%	75	0.0%	0	0.0%	0	100.0%	316	0.0%	0
D	13.1%	132	11.9%	61	14.2%	71	12.3%	44	12.3%	40	14.7%	48	0.0%	0	0.0%	0	0.0%	0	53.7%	132
E	11.3%	114	8.1%	41	14.5%	73	6.5%	23	1.9%	6	26.0%	84	0.0%	0	0.0%	0	0.0%	0	46.3%	114
(Refused)	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264
EMP Which of the following best describes your current employment status ? [PR]																				
Working full-time (30+ hours a week)	42.6%	431	56.3%	288	28.6%	143	43.6%	157	64.1%	211	19.8%	64	43.5%	83	50.9%	132	51.0%	161	22.5%	56
Part-time	18.9%	191	10.4%	53	27.5%	138	21.4%	77	22.6%	74	12.2%	40	14.8%	28	20.0%	52	23.8%	75	14.4%	36
Not working - e.g. full-time student, not looking for work, unemployed (excluding retired / invalid)	16.0%	162	13.7%	70	18.3%	91	32.7%	117	9.7%	32	3.8%	12	21.6%	41	14.1%	36	10.5%	33	20.7%	51
Not working (retired / invalid)	22.0%	223	19.6%	101	24.5%	122	1.3%	5	3.6%	12	63.7%	207	18.3%	35	14.9%	39	14.5%	46	42.0%	104
(Refused)	0.5%	5	0.0%	0	1.0%	5	1.0%	4	0.0%	0	0.5%	1	1.8%	4	0.0%	0	0.3%	1	0.3%	1
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264

Weighted:

EU Referendum

August 2016

	Total	Male	Female	16-34	35-54	55+	AB	C1	C2	DE										
ADU How many adults aged 16 years or older, including yourself, live in your household ?																				
One	24.4%	247	26.9%	138	21.8%	109	14.2%	51	20.5%	67	39.5%	128	17.3%	33	21.1%	55	18.4%	58	40.8%	101
Two	43.5%	441	39.6%	203	47.6%	238	37.9%	136	50.8%	167	42.4%	137	41.5%	79	44.0%	114	47.3%	150	39.9%	98
Three	17.3%	175	16.3%	83	18.3%	91	24.0%	86	15.5%	51	11.6%	38	24.9%	47	17.0%	44	18.9%	60	9.5%	23
Four	11.4%	116	13.0%	67	9.8%	49	19.1%	69	10.5%	35	3.8%	12	14.5%	28	10.7%	28	13.1%	41	7.7%	19
Five	1.2%	13	1.7%	9	0.8%	4	1.5%	5	1.7%	5	0.6%	2	0.9%	2	2.8%	7	0.7%	2	0.7%	2
Six or more	1.3%	13	1.8%	9	0.7%	4	2.9%	10	0.7%	2	0.0%	0	0.0%	0	3.4%	9	0.7%	2	0.7%	2
(Refused)	0.9%	9	0.8%	4	1.0%	5	0.4%	1	0.3%	1	2.1%	7	1.0%	2	1.1%	3	0.9%	3	0.7%	2
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264

CHI How many children live in your household, aged 15 years and under ?																				
None	64.5%	653	65.7%	336	63.3%	316	48.6%	175	51.3%	169	95.4%	309	68.7%	131	65.1%	169	53.5%	169	74.7%	184
One	15.3%	155	15.7%	80	14.9%	75	21.7%	78	21.7%	71	1.8%	6	19.2%	36	15.5%	40	16.2%	51	11.0%	27
Two	14.1%	143	14.0%	72	14.3%	71	20.4%	73	20.7%	68	0.5%	2	8.7%	17	13.0%	34	22.0%	70	9.4%	23
Three	3.5%	35	2.8%	14	4.1%	21	6.2%	22	3.6%	12	0.2%	1	2.5%	5	2.7%	7	6.0%	19	1.8%	4
Four	1.0%	11	0.7%	4	1.4%	7	1.2%	4	2.0%	6	0.0%	0	0.0%	0	2.3%	6	1.5%	5	0.0%	0
Five	0.1%	1	0.1%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.3%	1
Six or more	0.6%	6	0.1%	1	1.1%	5	1.5%	5	0.2%	1	0.0%	0	0.0%	0	0.2%	1	0.0%	0	2.2%	5
(Refused)	0.9%	9	0.9%	5	0.9%	5	0.4%	1	0.3%	1	2.1%	7	1.0%	2	1.1%	3	0.9%	3	0.7%	2
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264

IS2 ISBA region

Ulster	3.0%	30	1.8%	9	4.3%	21	0.7%	3	1.6%	5	7.0%	23	2.8%	5	2.7%	7	2.2%	7	4.6%	11
Scotland	9.0%	91	9.3%	48	8.7%	43	8.0%	29	5.7%	19	13.4%	44	3.6%	7	10.0%	26	8.6%	27	12.5%	31
North / Borders	6.9%	70	6.0%	31	7.9%	40	5.4%	19	7.5%	25	8.1%	26	8.7%	17	7.9%	20	5.0%	16	7.1%	18
Lancashire	12.7%	128	13.8%	71	11.5%	58	14.5%	52	11.0%	36	12.3%	40	12.4%	24	9.0%	23	13.0%	41	16.3%	40
Yorkshire	9.0%	92	10.1%	52	8.0%	40	9.9%	36	8.5%	28	8.6%	28	12.9%	24	6.4%	16	10.1%	32	7.7%	19
Wales & South West	11.6%	118	11.2%	57	12.1%	61	9.6%	35	14.7%	48	10.7%	35	15.6%	30	10.5%	27	12.3%	39	9.0%	22
Midlands	13.9%	141	14.3%	73	13.6%	68	16.7%	60	17.6%	58	7.2%	23	13.7%	26	16.6%	43	12.2%	39	13.6%	33
East England	7.6%	77	7.3%	37	7.9%	39	7.3%	26	6.0%	20	9.5%	31	4.4%	8	9.1%	24	6.1%	19	10.2%	25
London	17.4%	176	19.3%	99	15.5%	78	19.3%	69	19.5%	64	13.2%	43	19.9%	38	17.5%	45	21.1%	67	10.8%	26
Southern	8.8%	89	7.1%	36	10.5%	53	8.6%	31	7.8%	26	9.9%	32	6.1%	12	10.4%	27	9.4%	30	8.3%	20
Weighted base:		1012		512		500		359		329		324		190		259		316		246
Sample:		1012		502		510		126		433		453		201		254		293		264