

"Daily Polling"

FIELDWORK DATES: 30TH JUNE - 1ST JULY 2015

**Prepared by YouGov plc
On behalf of WebRoots Democracy**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 185,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc (+44)(0)20 7 012 6000 or email enquiries@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1,543 adults. Fieldwork was undertaken between 30th June - 1st July 2015. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed. Please note, multiple press releases will require longer.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov / WebRoots Democracy Survey Results

Sample Size: 1543 GB Adults
Fieldwork: 30th June - 1st July 2015

Weighted Sample
Unweighted Sample

	Vote in 2015				Gender		Age				Social Grade		Region				
Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1543	525	432	108	185	748	795	184	390	528	441	880	663	198	501	330	380	134
1543	471	470	119	187	800	743	104	295	632	512	1069	474	172	511	351	367	142
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Currently if you are unable to vote in person for an election on the day, you are able to vote by post or proxy (i.e. you can have someone you trust cast your vote for you).

Do you think each of the following ways of voting should or should not be implemented for the referendum about the UK's membership of the EU? (Please tick one option per row)

Online voting option

Should be implemented	56	51	56	66	52	54	57	53	61	58	49	59	50	59	56	57	52	55
Should not be implemented	34	40	32	31	38	37	31	38	27	31	42	33	35	33	34	33	35	33
Don't know	11	9	11	3	11	9	12	10	12	11	9	8	15	9	9	10	13	12

Smartphone app voting option

Should be implemented	32	28	34	35	28	31	33	30	37	36	23	33	30	31	34	30	31	31
Should not be implemented	53	60	48	51	57	56	50	56	48	49	61	54	51	54	51	55	52	56
Don't know	15	12	17	14	14	13	18	14	16	15	15	13	18	16	15	14	17	12