PRESS RELEASE

Three out of four "tribes" of Millennial voters in the EU referendum voted Remain and want a soft Brexit

As Brexit negotiations intensify, research published today reveals newly identified Millennial "tribes" in the EU referendum. Three of the tribes that were identified made up the coalition of Millennial Remainers, whereas the fourth tribe consisted of Leavers.

The Intergenerational Foundation (www.if.org.uk) wanted to reach a fuller understanding of why Millennials voted overwhelmingly for Remain and Using data on Millennials from the British Election Study (BES), a nationally representative survey of just over 30,000 voters that was undertaken in the week following the referendum, IF was able to divide Millennials into four distinct groups or "tribes" on the basis of their responses to a range of questions and their demographic characteristics.

"Affluent pro-Europeans" accounted for 28% of the Millennial sample. Close to 100% of this group voted Remain. Its key characteristics included: extremely high levels of university education, and higher earnings than any of the other tribes; support for the three main political parties; an even split between wanting more, the same or less immigration; a strong British identity; lack of hostility towards immigration, geographical concentration in London and the South East and a strong likelihood of having visited other European countries.

"Celtic Pro-Europeans" made up 8% of the Millennial sample, and 88% of this group voted Remain. Its key characteristics comprise: virtually 100% live in Scotland or Wales and large proportions support the SNP and Plaid Cymru; almost 80% said they have a weak British identity; a large share described themselves as "White non-British"; and the majority said that they are happy to see higher immigration.

"Left-wing Pro-Europeans" made up more than one-third of the sample (32.1%), and almost 100% of this group voted Remain. The key characteristics of this group comprise: over three-quarters support Labour or the Green Party; the majority express a weak British national identity; they would be happy to see higher immigration; they have the lowest average earnings and the highest perceived risk of poverty of any tribe; and around three-quarters are either private renters or living with their parents.

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The fourth tribe in the sample – called "Eurosceptics" – contains the entire one-third (31.9%) of Millennials surveyed who supported Brexit. The tribe's characteristics match those of the well-established "left behind" analysis of the referendum: they are predominately White British; have low levels of formal qualifications; they are extremely concerned about immigration; and express a strong sense of national identity.

Ashley Seager, IF Co-founder comments, "IF strongly believes that the voices of Millennials need to be heard more in Brexit negotiations, not least because young people will be around the longest in the post-Brexit world and the survey data indicate that they feel more pro-European than older generations, many of whom voted us out of the EU. The raw power of Britain's grey vote has led Britain out of the EU; our report demonstrates that young people's voices should have as much weight as all other generations."

David Kingman, report author concludes that "this evidence suggests that rather than supporting Remain uniformly, Millennials were a diverse coalition of different interest groups; it follows on from this that they will have different priorities regarding Brexit that the government needs to pay attention to as the negotiations over our future relationship with Europe intensify."

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Note to Editors:

- For further press information or to arrange an interview please email liz@if.org.uk or call on mob: 07971 228823

- Methodology comprised a review of existing research into the EU referendum and original quantitative analysis of date from Waves 8 and 9 of the British Election Study (BES), an academic panel survey of voting behaviour which has a nationally representative sample of over 20,000 people.

- "Tribes" of Millennial voters were modelled using Latent class analysis on an unweighted sample of 1,878 Millennial participants from BES Wave 9 who supplied responses to all of the variables included in the model. For more information please consult the methodology section of the full report.