**EU Referendum On TV: Sky The Only Network To Air A Poll; Points To 'Remain' Win, 52% To 48%**

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The only thing that Brits care about, when they tune in to election-night results TV, is how quickly they can get the results. Tonight, when the EU Referendum polls closed less than an hour ago at 10:00 p.m., Sky was the only network to air any kind of prediction – relaying a YouGov post-vote poll (not the same thing as an exit poll). It surveyed people who previously participated in its online polling as to how they voted. The poll showed support for leave at 52%, to 48% for Leave.

"The results are close and it's too early to call it definitively," YouGov's Joe Twyman said in a [statement](https://yougov.co.uk/news/2016/06/23/yougov-day-poll/). "But these results, along with the recent trends and historical precedent, suggest a Remain victory is the more likely outcome."

As I write, just before 11:00 p.m. London time, Sky is still leading its "ticker" at the bottom of the screen with that poll. Neither the BBC nor [ITV](https://www.forbes.com/companies/itv/" \t "_self)is yet airing any polling – even though, on a general election night, ITV prides itself on getting constituency results quicker than any other channel.

British broadcasters did not conduct exit polls of voters as they left polling stations, as is customarily done in parliamentary elections, over concerns that the margin of error would be too large given the extraordinary nature of the vote.

It's a brave bet for Sky to air the YouGov poll, especially given that an internal UKIP poll is reported to show precisely the opposite result – 52% Leave, 48% Remain. Nonetheless, UKIP leader Nigel Farage is said to have admitted that he thinks Remain has "edged" a win – a quote also reported first by Sky.

And Sky has now, at 10:50 p.m., also reported an Ipsos-Mori poll taken on both Wednesday and Thursday which also indicates a Remain victory, by 54% to 46%.

So Sky are really pinning their colors to the mast. If the end result goes Leave's way, then Sky will look almost as daft as all the broadcasters did in 1992, when their exit poll predicted a Labour win (when in fact John Major ended up with a working Tory majority).

Of course, the Sky numbers are expressly only polls, and subject to being superseded by real results. But still. Making any sort of call this early is a big punt.

Another first came from ITV, who had business editor Joel Hills in the City, showing the first reaction of the markets – a spike in the value of the pound just after 10:00pm, when that YouGov poll came out.

And the BBC had the first actual politician on the air – as opposed to journalists interviewing each other – in the shape of education secretary Nicky Morgan for Remain, quietly confident of a win for her side. (Well, she would be, wouldn't she?)

So far, Sky's coverage is by far the punchiest – not just in terms of those polls, but in terms of reporting the views of politicians such as Labour's Chuka Umunna, also softly-softly predicting a win for Remain.

The BBC coverage has its usual scale and ambition, with a massive election studio and huge projections – a bit like NBC's on Rockefeller Center – on the side of its HQ, Broadcasting House in central London. But its huge set, in primary red, yellow, blue and white, looks as if host David Dimbleby is reporting on an explosion in a Lego factory. And its usual election-night ultra-cautiousness in reporting serves its position as the broadcaster of authority, but just isn't very exciting.

ITV's coverage is the thinnest, with poor Tom Bradby anchoring a discussion mainly with his own colleagues – although a recent appearance from the perfectly coiffed Andrea Leadsom MP, the Tory party's new star after her performance in the campaign for Leave, did buoy things a bit.

Now, according to the BBC (at just before 11:00pm), Nigel Farage has "un-conceded." It's going to be a long night.