

# **EU Referendum Attitudes Poll**

Prepared on behalf of the Alliance for Direct Democracy in Europe  
29/07/2015

# Methodology

## Fieldwork Dates

29<sup>th</sup> June – 6<sup>th</sup> July 2015

## Data Collection Method

The survey was conducted via online panel. Invitations to complete surveys were sent out to members of the panel. Differential response rates from different demographic groups were taken into account.

## Population Sampled

All residents aged 18+ in the United Kingdom. A booster sample was targeted solely at the Welsh population.

## Sample Size

5,008, including a booster sample of 500 responses solely in Wales.

## Data Weighting

Data were weighted to the profile of all UK adults aged 18+. Data were weighted by age, sex, region, household income, education and past vote. Targets for the weighted data were derived from Office for National Statistics 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 an effective sample of 4,508 it is 95% certain that the 'true' value will fall within the range of 1.5% 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 "Labour", "Conservative", "Liberal Democrat" and "UKIP" prompted in a randomising order, and other parties displayed if respondents selected "Another Party". For respondents in Scotland and Wales, "SNP" and "Plaid Cymru" respectively were included in the main prompt.

The referendum voting intention question was weighted similarly by likelihood to vote in the referendum.

## 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.

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EU Referendum Attitudes Poll

7 Jul 2015

Table 1  
Q1. Normal weightings  
Q1. If there were to be another general election, on a scale of 0-10, where 10 is certain, how likely would you be to vote?  
Base: All Respondents

|                      | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|----------------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                      |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total     | 5008  | 2302   | 2706   | 1180  | 1869  | 1959  | 1377  | 2025  | 723   | 876   | 441       | 448             | 806        | 415        | 694   | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total       | 5008  | 2431   | 2577   | 1430  | 1776  | 1802  | 1369  | 2034  | 674   | 926   | 639       | 466             | 688        | 422        | 241   | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 10 - certain to vote | 3189  | 1606   | 1583   | 652   | 1132  | 1404  | 872   | 1354  | 431   | 530   | 384       | 288             | 448        | 274        | 166   | 228           | 275           | 310      | 279                | 136        | 345        | 54               |
|                      | 63.7% | 66.1%  | 61.4%  | 45.6% | 63.8% | 77.9% | 63.7% | 66.5% | 64.0% | 57.2% | 60.1%     | 61.8%           | 65.2%      | 65.0%      | 68.8% | 63.0%         | 61.4%         | 73.4%    | 67.6%              | 66.1%      | 61.4%      | 39.2%            |
| 9                    | 472   | 253    | 219    | 127   | 174   | 171   | 157   | 180   | 62    | 71    | 53        | 52              | 59         | 49         | 18    | 30            | 45            | 37       | 41                 | 20         | 61         | 5                |
|                      | 9.4%  | 10.4%  | 8.5%   | 8.9%  | 9.8%  | 9.5%  | 11.5% | 8.8%  | 9.2%  | 7.7%  | 8.3%      | 11.2%           | 8.6%       | 11.6%      | 7.5%  | 8.3%          | 10.1%         | 8.8%     | 10.0%              | 9.6%       | 10.9%      | 3.9%             |
| 8                    | 380   | 173    | 207    | 168   | 125   | 88    | 126   | 143   | 37    | 75    | 72        | 45              | 45         | 32         | 12    | 29            | 36            | 23       | 25                 | 9          | 46         | 6                |
|                      | 7.6%  | 7.1%   | 8.0%   | 11.7% | 7.0%  | 4.9%  | 9.2%  | 7.0%  | 5.5%  | 8.1%  | 11.3%     | 9.6%            | 6.5%       | 7.7%       | 4.9%  | 8.1%          | 8.1%          | 5.4%     | 6.2%               | 4.2%       | 8.2%       | 4.5%             |
| 7                    | 190   | 86     | 104    | 107   | 58    | 25    | 40    | 56    | 41    | 54    | 28        | 13              | 21         | 16         | 5     | 20            | 13            | 14       | 23                 | 10         | 22         | 3                |
|                      | 3.8%  | 3.5%   | 4.1%   | 7.5%  | 3.3%  | 1.4%  | 2.9%  | 2.8%  | 6.1%  | 5.8%  | 4.4%      | 2.8%            | 3.1%       | 3.9%       | 2.3%  | 5.4%          | 2.9%          | 3.4%     | 5.5%               | 5.0%       | 3.9%       | 2.2%             |
| 6                    | 145   | 49     | 95     | 73    | 57    | 15    | 39    | 62    | 14    | 30    | 19        | 12              | 14         | 8          | 7     | 10            | 23            | 6        | 3                  | 6          | 20         | 17               |
|                      | 2.9%  | 2.0%   | 3.7%   | 5.1%  | 3.2%  | 0.9%  | 2.9%  | 3.0%  | 2.0%  | 3.2%  | 3.0%      | 2.5%            | 2.0%       | 2.0%       | 3.0%  | 2.7%          | 5.2%          | 1.5%     | 0.6%               | 2.8%       | 3.5%       | 12.0%            |
| 5                    | 214   | 79     | 134    | 98    | 86    | 30    | 37    | 79    | 39    | 59    | 32        | 18              | 32         | 14         | 10    | 12            | 27            | 10       | 20                 | 9          | 22         | 7                |
|                      | 4.3%  | 3.3%   | 5.2%   | 6.9%  | 4.8%  | 1.7%  | 2.7%  | 3.9%  | 5.7%  | 6.4%  | 5.1%      | 3.9%            | 4.6%       | 3.2%       | 4.3%  | 3.5%          | 6.0%          | 2.3%     | 4.9%               | 4.6%       | 3.9%       | 4.9%             |
| 4                    | 56    | 23     | 32     | 31    | 19    | 5     | 22    | 13    | 8     | 13    | 12        | 3               | 3          | 5          | 3     | 5             | 7             | 4        | 3                  | -          | 5          | 5                |
|                      | 1.1%  | 1.0%   | 1.3%   | 2.2%  | 1.1%  | *     | 1.6%  | 0.6%  | 1.2%  | 1.4%  | 1.9%      | 0.7%            | *          | 1.3%       | 1.1%  | 1.3%          | 1.7%          | 1.0%     | 0.8%               | -          | 1.0%       | 3.3%             |
| 3                    | 41    | 19     | 22     | 19    | 15    | 7     | 12    | 12    | 7     | 10    | 3         | 3               | 5          | 7          | 3     | 4             | 1             | 4        | *                  | 3          | 3          | 3                |
|                      | 0.8%  | 0.8%   | 0.9%   | 1.4%  | 0.8%  | *     | 0.9%  | 0.6%  | 1.0%  | 1.1%  | 0.5%      | 0.7%            | 0.7%       | 1.7%       | 1.3%  | 1.1%          | *             | 0.9%     | *                  | 1.6%       | 0.6%       | 2.4%             |
| 2                    | 43    | 20     | 23     | 19    | 16    | 9     | 8     | 16    | 4     | 16    | 6         | 3               | 5          | 3          | 3     | 4             | 3             | 1        | 3                  | 2          | 4          | 5                |
|                      | 0.9%  | 0.8%   | 0.9%   | 1.3%  | 0.9%  | *     | 0.5%  | 0.8%  | 0.5%  | 1.8%  | 1.0%      | 0.7%            | 0.8%       | 0.8%       | 1.1%  | 1.1%          | 0.7%          | *        | 0.8%               | 1.0%       | 0.7%       | 3.6%             |
| 1                    | 39    | 13     | 26     | 23    | 13    | 4     | 12    | 14    | 1     | 11    | 7         | 6               | 12         | -          | 2     | 2             | -             | *        | 1                  | 1          | 7          | -                |
|                      | 0.8%  | 0.5%   | 1.0%   | 1.6%  | 0.7%  | *     | 0.9%  | 0.7%  | *     | 1.2%  | 1.1%      | 1.3%            | 1.7%       | -          | 0.9%  | 0.7%          | -             | *        | *                  | 0.7%       | 1.2%       | -                |
| 0 - would not vote   | 240   | 110    | 130    | 113   | 82    | 45    | 45    | 106   | 30    | 58    | 21        | 22              | 43         | 12         | 12    | 18            | 16            | 12       | 14                 | 9          | 27         | 33               |
|                      | 4.8%  | 4.5%   | 5.0%   | 7.9%  | 4.6%  | 2.5%  | 3.3%  | 5.2%  | 4.5%  | 6.3%  | 3.3%      | 4.7%            | 6.3%       | 2.9%       | 4.9%  | 4.9%          | 3.6%          | 2.9%     | 3.4%               | 4.5%       | 4.8%       | 24.0%            |
| SIGMA                | 5008  | 2431   | 2577   | 1430  | 1776  | 1802  | 1369  | 2034  | 674   | 926   | 639       | 466             | 688        | 422        | 241   | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                      | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

# EU Referendum Attitudes Poll

**Table 2**  
**Q1. Normal weightings**  
**Q1. If there were to be another general election, on a scale of 0-10, where 10 is certain, how likely would you be to vote?**  
**Base: All Respondents**

|                      | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|----------------------|-------|----------------|-------|-------|-------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|                      |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total     | 5008  | 1384           | 1292  | 311   | 580   | 506   | 788          | 1434             | 1329  | 268   | 611   | 527   | 556       | 2104                           | 1749  | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total       | 5008  | 1541           | 1277  | 325   | 527   | 412   | 780          | 1581             | 1299  | 267   | 568   | 448   | 545       | 2109                           | 1704  | 964       | 1473                       | 1130           | 1210                                 |
| 10 - certain to vote | 3189  | 1157           | 937   | 211   | 408   | 298   | 111          | 1155             | 900   | 160   | 394   | 319   | 235       | 1352                           | 1197  | 562       | 961                        | 777            | 810                                  |
|                      | 63.7% | 75.0%          | 73.4% | 64.9% | 77.5% | 72.2% | 14.2%        | 73.1%            | 69.3% | 59.9% | 69.3% | 71.3% | 43.2%     | 64.1%                          | 70.2% | 58.3%     | 65.3%                      | 68.7%          | 67.0%                                |
| 9                    | 472   | 164            | 115   | 68    | 44    | 35    | 37           | 170              | 108   | 51    | 44    | 36    | 56        | 221                            | 131   | 119       | 151                        | 68             | 133                                  |
|                      | 9.4%  | 10.6%          | 9.0%  | 20.9% | 8.3%  | 8.4%  | 4.7%         | 10.8%            | 8.3%  | 19.0% | 7.8%  | 8.1%  | 10.2%     | 10.5%                          | 7.7%  | 12.3%     | 10.2%                      | 6.0%           | 11.0%                                |
| 8                    | 380   | 121            | 101   | 24    | 24    | 26    | 66           | 121              | 108   | 24    | 34    | 26    | 64        | 185                            | 107   | 82        | 118                        | 79             | 95                                   |
|                      | 7.6%  | 7.9%           | 7.9%  | 7.4%  | 4.6%  | 6.3%  | 8.5%         | 7.7%             | 8.3%  | 9.1%  | 6.0%  | 5.7%  | 11.8%     | 8.8%                           | 6.3%  | 8.5%      | 8.0%                       | 7.0%           | 7.9%                                 |
| 7                    | 190   | 32             | 35    | 11    | 19    | 15    | 68           | 37               | 55    | 14    | 34    | 14    | 34        | 90                             | 64    | 32        | 65                         | 43             | 46                                   |
|                      | 3.8%  | 2.1%           | 2.7%  | 3.4%  | 3.6%  | 3.6%  | 8.7%         | 2.3%             | 4.2%  | 5.3%  | 6.0%  | 3.1%  | 6.1%      | 4.3%                           | 3.7%  | 3.3%      | 4.4%                       | 3.8%           | 3.8%                                 |
| 6                    | 145   | 18             | 38    | 3     | 12    | 11    | 51           | 26               | 37    | 8     | 19    | 16    | 37        | 66                             | 44    | 30        | 48                         | 35             | 27                                   |
|                      | 2.9%  | 1.2%           | 3.0%  | 1.1%  | 2.3%  | 2.7%  | 6.6%         | 1.7%             | 2.8%  | 3.0%  | 3.4%  | 3.6%  | 6.8%      | 3.2%                           | 2.6%  | 3.1%      | 3.3%                       | 3.1%           | 2.3%                                 |
| 5                    | 214   | 29             | 25    | 3     | 12    | 12    | 116          | 45               | 46    | 4     | 23    | 17    | 74        | 76                             | 73    | 57        | 48                         | 51             | 50                                   |
|                      | 4.3%  | 1.9%           | 2.0%  | 0.9%  | 2.3%  | 2.9%  | 14.9%        | 2.8%             | 3.5%  | 1.4%  | 4.1%  | 3.8%  | 13.6%     | 3.6%                           | 4.3%  | 5.9%      | 3.2%                       | 4.5%           | 4.1%                                 |
| 4                    | 56    | 9              | 13    | 2     | 3     | 9     | 17           | 10               | 24    | 1     | 4     | 9     | 6         | 30                             | 13    | 11        | 23                         | 16             | 4                                    |
|                      | 1.1%  | 0.6%           | 1.0%  | 0.8%  | 0.7%  | 2.2%  | 2.1%         | 0.6%             | 1.8%  | *     | 0.8%  | 2.1%  | 1.1%      | 1.4%                           | 0.7%  | 1.1%      | 1.6%                       | 1.4%           | *                                    |
| 3                    | 41    | 1              | 5     | 1     | *     | 4     | 28           | 4                | 6     | 2     | 5     | 6     | 15        | 21                             | 11    | 9         | 17                         | 7              | 7                                    |
|                      | 0.8%  | *              | *     | *     | *     | 0.9%  | 3.7%         | *                | *     | 0.7%  | 0.8%  | 1.3%  | 2.7%      | 1.0%                           | 0.6%  | 1.0%      | 1.1%                       | 0.6%           | 0.6%                                 |
| 2                    | 43    | 2              | 2     | 1     | 1     | -     | 36           | 5                | 8     | 2     | 3     | 3     | 16        | 14                             | 10    | 16        | 6                          | 8              | 10                                   |
|                      | 0.9%  | *              | *     | *     | *     | -     | 4.7%         | *                | 0.6%  | 0.9%  | *     | 0.7%  | 3.0%      | 0.7%                           | 0.6%  | 1.7%      | *                          | 0.7%           | 0.9%                                 |
| 1                    | 39    | 4              | 3     | -     | -     | *     | 29           | 7                | 8     | 1     | 7     | 1     | 8         | 15                             | 10    | 14        | 12                         | 11             | 2                                    |
|                      | 0.8%  | *              | *     | -     | -     | *     | 3.7%         | *                | 0.6%  | *     | 1.3%  | *     | 1.4%      | 0.7%                           | 0.6%  | 1.5%      | 0.8%                       | 1.0%           | *                                    |
| 0 - would not vote   | 240   | 5              | 2     | -     | 2     | 3     | 220          | -                | -     | -     | -     | -     | -         | 38                             | 46    | 33        | 24                         | 36             | 25                                   |
|                      | 4.8%  | *              | *     | -     | *     | 0.7%  | 28.2%        | -                | -     | -     | -     | -     | -         | 1.8%                           | 2.7%  | 3.4%      | 1.6%                       | 3.2%           | 2.0%                                 |
| SIGMA                | 5008  | 1541           | 1277  | 325   | 527   | 412   | 780          | 1581             | 1299  | 267   | 568   | 448   | 545       | 2109                           | 1704  | 964       | 1473                       | 1130           | 1210                                 |
|                      | 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%  | 100%  | 100%  | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

**Table 3**  
**Q2. Normal weightings**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   |  | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|--|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |  |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                              |  | 4701  | 2167   | 2534   | 1068  | 1746  | 1887  | 1322  | 1886  | 685   | 801   | 426       | 426             | 762        | 401        | 659   | 334           | 377           | 376      | 263                | 190        | 487        | 0                |
| Weighted Total                                |  | 4663  | 2265   | 2398   | 1276  | 1657  | 1730  | 1301  | 1874  | 636   | 848   | 618       | 444             | 645        | 410        | 229   | 344           | 431           | 410      | 399                | 197        | 536        | 0                |
| Conservative                                  |  | 1581  | 842    | 739    | 356   | 519   | 707   | 559   | 627   | 210   | 183   | 220       | 181             | 290        | 142        | 71    | 123           | 150           | 65       | 131                | 51         | 157        | -                |
|   |  | 33.9% | 37.2%  | 30.8%  | 27.9% | 31.3% | 40.8% | 43.0% | 33.5% | 33.0% | 21.5% | 35.6%     | 40.8%           | 45.0%      | 34.5%      | 31.0% | 35.6%         | 34.9%         | 15.9%    | 32.7%              | 25.9%      | 29.3%      | -                |
| Labour  |  | 1299  | 601    | 697    | 457   | 461   | 381   | 330   | 496   | 163   | 309   | 202       | 107             | 143        | 86         | 73    | 104           | 123           | 72       | 120                | 73         | 195        | -                |
|   |  | 27.9% | 26.6%  | 29.1%  | 35.8% | 27.8% | 22.0% | 25.4% | 26.5% | 25.6% | 36.5% | 32.6%     | 24.0%           | 22.2%      | 21.0%      | 31.7% | 30.3%         | 28.6%         | 17.6%    | 30.2%              | 37.3%      | 36.4%      | -                |
| Liberal Democrat                              |  | 267   | 141    | 126    | 74    | 88    | 105   | 86    | 105   | 41    | 36    | 44        | 21              | 34         | 46         | 12    | 12            | 21            | 14       | 20                 | 14         | 29         | -                |
|   |  | 5.7%  | 6.2%   | 5.2%   | 5.8%  | 5.3%  | 6.1%  | 6.6%  | 5.6%  | 6.5%  | 4.2%  | 7.1%      | 4.7%            | 5.3%       | 11.3%      | 5.4%  | 3.4%          | 4.8%          | 3.5%     | 5.1%               | 7.0%       | 5.4%       | -                |
| UKIP  |  | 568   | 305    | 263    | 119   | 204   | 245   | 132   | 225   | 99    | 112   | 52        | 69              | 85         | 64         | 29    | 52            | 54            | 23       | 48                 | 20         | 71         | -                |
|   |  | 12.2% | 13.5%  | 11.0%  | 9.3%  | 12.3% | 14.1% | 10.2% | 12.0% | 15.6% | 13.2% | 8.4%      | 15.6%           | 13.2%      | 15.7%      | 12.5% | 15.1%         | 12.6%         | 5.7%     | 11.9%              | 10.2%      | 13.2%      | -                |
| Scottish National Party (SNP)                 |  | 200   | 106    | 94     | 47    | 82    | 71    | 42    | 77    | 38    | 42    | -         | -               | -          | -          | -     | -             | -             | 200      | -                  | -          | -          | -                |
|   |  | 4.3%  | 4.7%   | 3.9%   | 3.7%  | 4.9%  | 4.1%  | 3.2%  | 4.1%  | 6.0%  | 4.9%  | -         | -               | -          | -          | -     | -             | -             | 48.7%    | -                  | -          | -          | -                |
| Plaid Cymru                                   |  | 10    | 3      | 7      | 3     | 5     | 3     | 2     | 3     | 2     | 3     | -         | -               | -          | -          | 10    | -             | -             | -        | -                  | -          | -          | -                |
|   |  | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | -         | -               | -          | -          | 4.5%  | -             | -             | -        | -                  | -          | -          | -                |
| Another Party (Net)                           |  | 161   | 66     | 95     | 75    | 58    | 28    | 35    | 71    | 24    | 31    | 17        | 22              | 21         | 19         | 6     | 6             | 11            | 6        | 27                 | 8          | 19         | -                |
|   |  | 3.5%  | 2.9%   | 3.9%   | 5.9%  | 3.5%  | 1.6%  | 2.7%  | 3.8%  | 3.7%  | 3.7%  | 2.7%      | 4.9%            | 3.3%       | 4.6%       | 2.4%  | 1.6%          | 2.6%          | 1.4%     | 6.8%               | 4.3%       | 3.6%       | -                |
| Green   |  | 146   | 58     | 87     | 72    | 52    | 22    | 32    | 67    | 19    | 28    | 15        | 20              | 17         | 18         | 6     | 3             | 11            | 6        | 24                 | 7          | 19         | -                |
|   |  | 3.1%  | 2.6%   | 3.6%   | 5.6%  | 3.1%  | 1.3%  | 2.4%  | 3.6%  | 3.0%  | 3.3%  | 2.4%      | 4.5%            | 2.6%       | 4.5%       | 2.4%  | 0.8%          | 2.6%          | 1.4%     | 6.0%               | 3.8%       | 3.6%       | -                |
| Trade Unionist and Socialist Coalition (TUSC) |  | 2     | 2      | -      | *     | 1     | -     | 1     | -     | -     | *     | 1         | -               | -          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
|   |  | *     | *      | -      | *     | *     | -     | *     | -     | -     | *     | *         | -               | -          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| National Health Action (NHA)                  |  | 1     | 1      | 1      | -     | 1     | 1     | -     | 1     | -     | 1     | 1         | -               | 1          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   |  | *     | *      | *      | -     | *     | *     | -     | *     | -     | *     | *         | -               | *          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Respect                                       |  | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
|   |  | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
| Yorkshire First                               |  | 2     | 1      | 2      | 2     | 1     | -     | -     | -     | 2     | -     | -         | -               | 1          | -          | -     | -             | -             | -        | 2                  | -          | -          | -                |
|   |  | *     | *      | *      | *     | *     | -     | -     | -     | *     | -     | -         | -               | *          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| English Democrats                             |  | 1     | 1      | 1      | 1     | -     | 1     | -     | 1     | -     | 1     | -         | 1               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   |  | *     | *      | *      | *     | -     | *     | -     | *     | -     | *     | -         | *               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Mebyon Kernow                                 |  | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   |  | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Christian                                     |  | 1     | *      | 1      | -     | 1     | *     | *     | 1     | -     | -     | -         | -               | -          | -          | -     | 1             | -             | -        | -                  | *          | -          | -                |
|   |  | *     | *      | *      | -     | *     | *     | -     | *     | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | *          | -          | -                |
| Other   |  | 7     | 4      | 3      | 1     | 2     | 4     | 1     | 1     | 3     | 1     | *         | 1               | 3          | *          | -     | 2             | -             | -        | 1                  | 1          | -          | -                |
|   |  | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | *         | *               | *          | *          | -     | *             | -             | -        | *                  | *          | -          | -                |
| Undecided                                     |  | 517   | 173    | 344    | 126   | 229   | 162   | 103   | 240   | 53    | 120   | 71        | 40              | 62         | 45         | 25    | 46            | 64            | 28       | 48                 | 27         | 60         | -                |
|   |  | 11.1% | 7.6%   | 14.3%  | 9.9%  | 13.8% | 9.4%  | 7.9%  | 12.8% | 8.3%  | 14.1% | 11.5%     | 9.0%            | 9.6%       | 11.0%      | 10.9% | 13.3%         | 14.8%         | 7.0%     | 12.1%              | 13.9%      | 11.2%      | -                |
| Refused                                       |  | 61    | 27     | 34     | 20    | 12    | 28    | 12    | 29    | 7     | 13    | 12        | 4               | 9          | 8          | 4     | 2             | 7             | 1        | 5                  | 3          | 5          | -                |
|   |  | 1.3%  | 1.2%   | 1.4%   | 1.6%  | 0.7%  | 1.6%  | 0.9%  | 1.6%  | 1.1%  | 1.5%  | 2.0%      | 0.9%            | 1.5%       | 1.8%       | 1.7%  | 0.7%          | 1.7%          | *        | 1.2%               | 1.5%       | 0.9%       | -                |
| SIGMA   |  | 4663  | 2265   | 2398   | 1276  | 1657  | 1730  | 1301  | 1874  | 636   | 848   | 618       | 444             | 645        | 410        | 229   | 344           | 431           | 410      | 399                | 197        | 536        | -                |
|   |  | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

Survation.

# EU Referendum Attitudes Poll

**Table 4**  
**Q2. Normal weightings**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |        |        |        |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|-------|-------|-------|-------|--------------|------------------|--------|--------|--------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                              | 4701  | 1383           | 1290  | 311   | 574   | 447   | 559          | 1434             | 1329   | 268    | 611    | 461   | 544       | 2032                           | 1677  | 897       | 1418                       | 1108           | 1183                                 |
| Weighted Total                                | 4663  | 1536           | 1275  | 325   | 514   | 362   | 520          | 1581             | 1299   | 267    | 568    | 371   | 517       | 2027                           | 1621  | 912       | 1411                       | 1079           | 1158                                 |
| Conservative                                  | 1581  | 1370           | 22    | 35    | 29    | 7     | 107          | 1581             | -      | -      | -      | -     | -         | 619                            | 573   | 346       | 377                        | 327            | 489                                  |
|   | 33.9% | 89.2%          | 1.7%  | 10.7% | 5.7%  | 1.9%  | 20.6%        | 100.0%           | -      | -      | -      | -     | -         | 30.6%                          | 35.3% | 37.9%     | 26.7%                      | 30.3%          | 42.3%                                |
| Labour  | 1299  | 18             | 1066  | 27    | 18    | 20    | 137          | -                | 1299   | -      | -      | -     | -         | 747                            | 301   | 222       | 559                        | 215            | 274                                  |
|   | 27.9% | 1.2%           | 83.6% | 8.2%  | 3.5%  | 5.4%  | 26.4%        | -                | 100.0% | -      | -      | -     | -         | 36.9%                          | 18.6% | 24.4%     | 39.6%                      | 20.0%          | 23.6%                                |
| Liberal Democrat                              | 267   | 14             | 14    | 205   | 4     | 5     | 23           | -                | -      | 267    | -      | -     | -         | 172                            | 50    | 44        | 125                        | 33             | 63                                   |
|   | 5.7%  | 0.9%           | 1.1%  | 62.9% | 0.8%  | 1.4%  | 4.4%         | -                | -      | 100.0% | -      | -     | -         | 8.5%                           | 3.1%  | 4.8%      | 8.9%                       | 3.1%           | 5.4%                                 |
| UKIP  | 568   | 48             | 25    | 2     | 416   | 6     | 62           | -                | -      | -      | 568    | -     | -         | 65                             | 446   | 44        | 44                         | 350            | 117                                  |
|   | 12.2% | 3.1%           | 2.0%  | 0.7%  | 80.9% | 1.7%  | 12.0%        | -                | -      | -      | 100.0% | -     | -         | 3.2%                           | 27.5% | 4.9%      | 3.1%                       | 32.4%          | 10.1%                                |
| Scottish National Party (SNP)                 | 200   | 1              | 4     | -     | -     | 187   | 7            | -                | -      | -      | -      | 200   | -         | 116                            | 56    | 27        | 100                        | 42             | 30                                   |
|   | 4.3%  | *              | *     | -     | -     | 51.6% | 1.4%         | -                | -      | -      | -      | 53.8% | -         | 5.7%                           | 3.5%  | 2.9%      | 7.1%                       | 3.9%           | 2.6%                                 |
| Plaid Cymru                                   | 10    | 1              | 2     | -     | -     | 4     | 3            | -                | -      | -      | -      | 10    | -         | 6                              | 2     | 1         | 4                          | 2              | 3                                    |
|   | *     | *              | *     | -     | -     | 1.0%  | 0.6%         | -                | -      | -      | -      | 2.8%  | -         | *                              | *     | *         | *                          | *              | *                                    |
| Another Party (Net)                           | 161   | 6              | 23    | 2     | 5     | 101   | 21           | -                | -      | -      | -      | 161   | -         | 102                            | 32    | 26        | 83                         | 13             | 37                                   |
|   | 3.5%  | *              | 1.8%  | 0.5%  | 0.9%  | 27.8% | 4.0%         | -                | -      | -      | -      | 43.4% | -         | 5.0%                           | 2.0%  | 2.8%      | 5.9%                       | 1.2%           | 3.2%                                 |
| Green   | 146   | 4              | 19    | 1     | 2     | 98    | 18           | -                | -      | -      | -      | 146   | -         | 96                             | 24    | 24        | 79                         | 8              | 33                                   |
|   | 3.1%  | *              | 1.5%  | *     | *     | 27.1% | 3.5%         | -                | -      | -      | -      | 39.3% | -         | 4.7%                           | 1.5%  | 2.6%      | 5.6%                       | 0.8%           | 2.9%                                 |
| Trade Unionist and Socialist Coalition (TUSC) | 2     | -              | 1     | -     | -     | *     | -            | -                | -      | -      | -      | 2     | -         | 2                              | -     | -         | 2                          | -              | -                                    |
|   | *     | -              | *     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
| National Health Action (NHA)                  | 1     | -              | 1     | 1     | -     | -     | -            | -                | -      | -      | -      | 1     | -         | 1                              | -     | 1         | 1                          | -              | -                                    |
|   | *     | -              | *     | *     | -     | -     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | *         | *                          | -              | -                                    |
| Respect                                       | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
|   | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
| Yorkshire First                               | 2     | -              | -     | -     | -     | 1     | 2            | -                | -      | -      | -      | 2     | -         | 2                              | 1     | -         | -                          | 1              | 2                                    |
|   | *     | -              | -     | -     | -     | *     | *            | -                | -      | -      | -      | 0.6%  | -         | *                              | *     | -         | -                          | *              | *                                    |
| English Democrats                             | 1     | 1              | -     | -     | 1     | -     | -            | -                | -      | -      | -      | 1     | -         | -                              | 1     | -         | -                          | 1              | 1                                    |
|   | *     | *              | -     | -     | *     | -     | -            | -                | -      | -      | -      | *     | -         | -                              | *     | -         | -                          | *              | *                                    |
| Mebyon Kernow                                 | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
|   | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
| Christian                                     | 1     | -              | -     | -     | 1     | *     | -            | -                | -      | -      | -      | 1     | -         | -                              | 1     | *         | -                          | -              | 1                                    |
|   | *     | -              | -     | -     | *     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | *     | *         | -                          | -              | *                                    |
| Other   | 7     | 1              | 2     | -     | 1     | 1     | 1            | -                | -      | -      | -      | 7     | -         | 2                              | 4     | 1         | 2                          | 4              | *                                    |
|   | *     | *              | *     | -     | *     | *     | *            | -                | -      | -      | -      | 1.8%  | -         | *                              | *     | *         | *                          | *              | *                                    |
| Undecided                                     | 517   | 78             | 118   | 54    | 41    | 34    | 142          | -                | -      | -      | -      | -     | 517       | 184                            | 138   | 180       | 109                        | 77             | 136                                  |
|   | 11.1% | 5.1%           | 9.2%  | 16.6% | 8.0%  | 9.3%  | 27.2%        | -                | -      | -      | -      | -     | 100.0%    | 9.1%                           | 8.5%  | 19.8%     | 7.7%                       | 7.1%           | 11.7%                                |
| Refused                                       | 61    | -              | 2     | 1     | 1     | -     | 18           | -                | -      | -      | -      | -     | -         | 15                             | 23    | 22        | 9                          | 19             | 9                                    |
|   | 1.3%  | -              | *     | *     | *     | -     | 3.5%         | -                | -      | -      | -      | -     | -         | 0.7%                           | 1.4%  | 2.4%      | 0.7%                       | 1.8%           | 0.8%                                 |
| SIGMA   | 4663  | 1536           | 1275  | 325   | 514   | 362   | 520          | 1581             | 1299   | 267    | 568    | 371   | 517       | 2027                           | 1621  | 912       | 1411                       | 1079           | 1158                                 |
|   | 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%   | 100%   | 100%   | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

**Table 5**  
**Q2. Normal weightings & likelihood to vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                              | 4779  | 2214   | 2565   | 1088  | 1781  | 1910  | 1338  | 1924  | 695   | 815   | 426       | 426             | 762        | 401        | 659   | 334           | 377           | 376      | 263                | 190        | 487        | 78               |
| Weighted Total                                | 4768  | 2357   | 2412   | 1214  | 1692  | 1863  | 1332  | 1954  | 643   | 834   | 606       | 444             | 646        | 414        | 231   | 343           | 428           | 426      | 407                | 197        | 534        | 93               |
| Conservative                                  | 1640  | 877    | 764    | 345   | 534   | 761   | 578   | 664   | 217   | 181   | 225       | 188             | 301        | 149        | 75    | 127           | 160           | 67       | 134                | 55         | 159        | -                |
|   | 35.1% | 38.0%  | 32.3%  | 29.2% | 32.2% | 41.5% | 44.1% | 34.8% | 34.1% | 22.1% | 37.2%     | 42.3%           | 46.5%      | 36.0%      | 32.6% | 37.0%         | 37.4%         | 15.7%    | 33.0%              | 27.9%      | 29.9%      | -                |
| Labour  | 1311  | 622    | 690    | 436   | 469   | 406   | 328   | 509   | 161   | 312   | 198       | 107             | 145        | 86         | 74    | 107           | 119           | 77       | 126                | 73         | 200        | -                |
|   | 28.0% | 26.9%  | 29.1%  | 37.0% | 28.3% | 22.1% | 25.1% | 26.7% | 25.3% | 38.2% | 32.7%     | 24.0%           | 22.4%      | 20.8%      | 32.2% | 31.2%         | 27.8%         | 18.0%    | 30.9%              | 37.0%      | 37.5%      | -                |
| Liberal Democrat                              | 270   | 146    | 124    | 70    | 88    | 112   | 84    | 110   | 41    | 35    | 44        | 19              | 36         | 48         | 12    | 12            | 20            | 15       | 21                 | 13         | 28         | -                |
|   | 5.8%  | 6.3%   | 5.2%   | 6.0%  | 5.3%  | 6.1%  | 6.4%  | 5.8%  | 6.5%  | 4.3%  | 7.2%      | 4.3%            | 5.6%       | 11.5%      | 5.4%  | 3.5%          | 4.7%          | 3.6%     | 5.3%               | 6.8%       | 5.3%       | -                |
| UKIP  | 570   | 310    | 259    | 101   | 207   | 261   | 131   | 226   | 102   | 111   | 50        | 69              | 86         | 65         | 28    | 53            | 55            | 25       | 47                 | 22         | 71         | -                |
|   | 12.2% | 13.4%  | 11.0%  | 8.6%  | 12.5% | 14.2% | 10.0% | 11.8% | 16.0% | 13.6% | 8.2%      | 15.4%           | 13.4%      | 15.7%      | 12.0% | 15.5%         | 12.8%         | 5.8%     | 11.7%              | 11.0%      | 13.2%      | -                |
| Scottish National Party (SNP)                 | 207   | 112    | 95     | 45    | 85    | 77    | 45    | 80    | 39    | 43    | -         | -               | -          | -          | -     | -             | -             | 207      | -                  | -          | -          | -                |
|   | 4.4%  | 4.9%   | 4.0%   | 3.8%  | 5.1%  | 4.2%  | 3.4%  | 4.2%  | 6.2%  | 5.3%  | -         | -               | -          | -          | -     | -             | -             | 48.7%    | -                  | -          | -          | -                |
| Plaid Cymru                                   | 9     | 3      | 6      | 1     | 4     | 3     | 1     | 3     | 2     | 3     | -         | -               | -          | -          | 9     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | -         | -               | -          | -          | 3.8%  | -             | -             | -        | -                  | -          | -          | -                |
| Another Party (Net)                           | 160   | 67     | 93     | 71    | 60    | 29    | 34    | 71    | 24    | 30    | 16        | 23              | 20         | 19         | 6     | 5             | 11            | 6        | 27                 | 8          | 20         | -                |
|   | 3.4%  | 2.9%   | 3.9%   | 6.0%  | 3.6%  | 1.6%  | 2.6%  | 3.7%  | 3.8%  | 3.7%  | 2.6%      | 5.1%            | 3.2%       | 4.5%       | 2.6%  | 1.4%          | 2.5%          | 1.5%     | 6.7%               | 3.9%       | 3.7%       | -                |
| Green   | 146   | 60     | 86     | 68    | 54    | 24    | 30    | 68    | 20    | 28    | 14        | 21              | 16         | 18         | 6     | 3             | 10            | 6        | 25                 | 7          | 20         | -                |
|   | 3.1%  | 2.5%   | 3.6%   | 5.6%  | 3.2%  | 1.3%  | 2.3%  | 3.5%  | 3.1%  | 3.3%  | 2.2%      | 4.7%            | 2.5%       | 4.4%       | 2.6%  | 0.9%          | 2.4%          | 1.5%     | 6.1%               | 3.4%       | 3.7%       | -                |
| Trade Unionist and Socialist Coalition (TUSC) | 2     | 2      | -      | 1     | 1     | -     | 1     | -     | -     | 1     | 1         | -               | -          | -          | -     | -             | -             | -        | 1                  | -          | -          | -                |
|   | *     | *      | -      | *     | *     | -     | *     | -     | -     | *     | *         | -               | -          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| National Health Action (NHA)                  | 2     | 1      | 1      | -     | 1     | 1     | -     | 1     | -     | 1     | 1         | -               | 1          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | -     | *     | *     | -     | *     | -     | *     | *         | -               | *          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Respect                                       | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
| Yorkshire First                               | 2     | 1      | 1      | 1     | 1     | -     | -     | -     | 2     | -     | -         | -               | 1          | -          | -     | -             | -             | -        | 1                  | -          | -          | -                |
|   | *     | *      | *      | *     | *     | -     | -     | -     | *     | -     | -         | -               | *          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| English Democrats                             | 2     | 1      | 1      | 1     | -     | 1     | -     | 1     | -     | 1     | -         | 2               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | *     | -     | *     | -     | *     | -     | *     | -         | *               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Mebyon Kernow                                 | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Christian                                     | 1     | *      | 1      | -     | 1     | *     | *     | 1     | -     | -     | -         | -               | -          | -          | -     | 1             | -             | -        | -                  | *          | -          | -                |
|   | *     | *      | *      | -     | *     | *     | *     | *     | -     | -     | -         | -               | -          | -          | -     | *             | -             | -        | -                  | *          | -          | -                |
| Other   | 6     | 3      | 3      | *     | 2     | 3     | 2     | 1     | 3     | *     | *         | 1               | 3          | *          | -     | 1             | -             | -        | 1                  | 1          | -          | -                |
|   | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | *         | *               | *          | *          | -     | *             | -             | -        | *                  | *          | -          | -                |
| Undecided                                     | 461   | 155    | 307    | 100   | 201   | 160   | 98    | 221   | 45    | 96    | 62        | 36              | 51         | 40         | 23    | 38            | 57            | 28       | 48                 | 25         | 54         | -                |
|   | 9.9%  | 6.7%   | 13.0%  | 8.5%  | 12.1% | 8.7%  | 7.5%  | 11.6% | 7.1%  | 11.8% | 10.2%     | 8.1%            | 7.9%       | 9.7%       | 9.9%  | 11.1%         | 13.2%         | 6.6%     | 11.8%              | 12.9%      | 10.1%      | -                |
| Refused                                       | 46    | 17     | 29     | 11    | 9     | 26    | 10    | 25    | 5     | 6     | 11        | 3               | 7          | 8          | 3     | 1             | 7             | 1        | 3                  | 1          | 1          | -                |
|   | 1.0%  | 0.7%   | 1.2%   | 0.9%  | 0.5%  | 1.4%  | 0.8%  | 1.3%  | 0.9%  | 0.8%  | 1.9%      | 0.6%            | 1.1%       | 1.8%       | 1.4%  | *             | 1.6%          | *        | 0.7%               | *          | *          | -                |
| SIGMA   | 4675  | 2309   | 2367   | 1181  | 1658  | 1836  | 1309  | 1908  | 636   | 818   | 606       | 444             | 646        | 414        | 231   | 343           | 428           | 426      | 407                | 197        | 534        | -                |
|   | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

Survation.



# EU Referendum Attitudes Poll

**Table 6**  
**Q2. Normal weightings & likelihood to vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |        |        |        |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|-------|-------|-------|-------|--------------|------------------|--------|--------|--------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                              | 4779  | 1383           | 1290  | 311   | 578   | 503   | 575          | 1434             | 1329   | 268    | 611    | 527   | 556       | 2069                           | 1709  | 905       | 1446                       | 1124           | 1208                                 |
| Weighted Total                                | 4768  | 1615           | 1321  | 338   | 551   | 420   | 399          | 1640             | 1311   | 270    | 570    | 452   | 479       | 2069                           | 1687  | 905       | 1452                       | 1099           | 1206                                 |
| Conservative                                  | 1640  | 1451           | 22    | 36    | 32    | 6     | 84           | 1640             | -      | -      | -      | -     | -         | 635                            | 598   | 360       | 388                        | 333            | 513                                  |
|   | 35.1% | 89.9%          | 1.7%  | 10.7% | 6.0%  | 1.6%  | 22.6%        | 100.0%           | -      | -      | -      | -     | -         | 31.3%                          | 36.2% | 40.3%     | 27.4%                      | 30.7%          | 43.4%                                |
| Labour  | 1311  | 17             | 1111  | 28    | 18    | 20    | 107          | -                | 1311   | -      | -      | -     | -         | 760                            | 305   | 219       | 572                        | 212            | 281                                  |
|   | 28.0% | 1.1%           | 84.1% | 8.4%  | 3.3%  | 5.3%  | 28.8%        | -                | 100.0% | -      | -      | -     | -         | 37.5%                          | 18.5% | 24.6%     | 40.4%                      | 19.6%          | 23.8%                                |
| Liberal Democrat                              | 270   | 14             | 14    | 214   | 4     | 5     | 17           | -                | -      | 270    | -      | -     | -         | 173                            | 50    | 45        | 127                        | 32             | 65                                   |
|   | 5.8%  | 0.9%           | 1.1%  | 63.2% | 0.7%  | 1.3%  | 4.5%         | -                | -      | 100.0% | -      | -     | -         | 8.6%                           | 3.0%  | 5.1%      | 9.0%                       | 2.9%           | 5.5%                                 |
| UKIP  | 570   | 46             | 24    | 2     | 437   | 6     | 47           | -                | -      | -      | 570    | -     | -         | 57                             | 460   | 40        | 37                         | 359            | 121                                  |
|   | 12.2% | 2.8%           | 1.8%  | 0.6%  | 81.2% | 1.7%  | 12.7%        | -                | -      | -      | 100.0% | -     | -         | 2.8%                           | 27.8% | 4.4%      | 2.6%                       | 33.1%          | 10.3%                                |
| Scottish National Party (SNP)                 | 207   | 1              | 4     | -     | -     | 197   | 4            | -                | -      | -      | -      | 207   | -         | 120                            | 58    | 28        | 102                        | 45             | 31                                   |
|   | 4.4%  | *              | *     | -     | -     | 52.8% | 1.1%         | -                | -      | -      | -      | 55.1% | -         | 5.9%                           | 3.5%  | 3.2%      | 7.2%                       | 4.1%           | 2.6%                                 |
| Plaid Cymru                                   | 9     | 1              | 2     | -     | -     | 4     | 2            | -                | -      | -      | -      | 9     | -         | 6                              | 2     | 1         | 4                          | 1              | 3                                    |
|   | *     | *              | *     | -     | -     | 1.0%  | *            | -                | -      | -      | -      | 2.3%  | -         | *                              | *     | *         | *                          | *              | *                                    |
| Another Party (Net)                           | 160   | 7              | 23    | 2     | 5     | 102   | 17           | -                | -      | -      | -      | 160   | -         | 101                            | 33    | 25        | 82                         | 14             | 38                                   |
|   | 3.4%  | *              | 1.7%  | 0.5%  | 0.9%  | 27.5% | 4.5%         | -                | -      | -      | -      | 42.6% | -         | 5.0%                           | 2.0%  | 2.8%      | 5.8%                       | 1.3%           | 3.2%                                 |
| Green   | 146   | 4              | 19    | 1     | 2     | 100   | 15           | -                | -      | -      | -      | 146   | -         | 96                             | 25    | 24        | 78                         | 9              | 34                                   |
|   | 3.1%  | *              | 1.5%  | *     | *     | 23.8% | 3.9%         | -                | -      | -      | -      | 32.3% | -         | 4.7%                           | 1.5%  | 2.6%      | 5.4%                       | 0.8%           | 2.8%                                 |
| Trade Unionist and Socialist Coalition (TUSC) | 2     | -              | 1     | -     | -     | 1     | -            | -                | -      | -      | -      | 2     | -         | 2                              | -     | -         | 2                          | -              | -                                    |
|   | *     | -              | *     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
| National Health Action (NHA)                  | 2     | -              | 1     | 1     | -     | -     | -            | -                | -      | -      | -      | 2     | -         | 1                              | -     | 1         | 1                          | -              | -                                    |
|   | *     | -              | *     | *     | -     | -     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | *         | *                          | -              | -                                    |
| Respect                                       | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
|   | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
| Yorkshire First                               | 2     | -              | -     | -     | -     | 1     | 1            | -                | -      | -      | -      | 2     | -         | 1                              | 1     | -         | -                          | 1              | 1                                    |
|   | *     | -              | -     | -     | -     | *     | *            | -                | -      | -      | -      | *     | -         | *                              | *     | -         | -                          | *              | *                                    |
| English Democrats                             | 2     | 1              | -     | -     | 1     | -     | -            | -                | -      | -      | -      | 2     | -         | -                              | 2     | -         | -                          | 1              | 1                                    |
|   | *     | *              | -     | -     | *     | -     | -            | -                | -      | -      | -      | *     | -         | -                              | *     | -         | -                          | *              | *                                    |
| Mebyon Kernow                                 | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
|   | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
| Christian                                     | 1     | -              | -     | -     | 1     | *     | -            | -                | -      | -      | -      | 1     | -         | -                              | 1     | *         | -                          | -              | 1                                    |
|   | *     | -              | -     | -     | *     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | *     | *         | -                          | -              | *                                    |
| Other   | 6     | 2              | 2     | -     | 2     | 1     | *            | -                | -      | -      | -      | 6     | -         | 1                              | 5     | *         | 1                          | 4              | 1                                    |
|   | *     | *              | *     | -     | *     | *     | *            | -                | -      | -      | -      | 1.3%  | -         | *                              | *     | *         | *                          | *              | *                                    |
| Undecided                                     | 461   | 77             | 120   | 55    | 42    | 33    | 89           | -                | -      | -      | -      | -     | 461       | 165                            | 126   | 160       | 97                         | 70             | 123                                  |
|   | 9.9%  | 4.8%           | 9.1%  | 16.2% | 7.8%  | 8.8%  | 24.0%        | -                | -      | -      | -      | -     | 100.0%    | 8.1%                           | 7.6%  | 17.9%     | 6.9%                       | 6.4%           | 10.4%                                |
| Refused                                       | 46    | -              | 1     | 1     | *     | -     | 5            | -                | -      | -      | -      | -     | -         | 9                              | 22    | 14        | 6                          | 19             | 7                                    |
|   | 1.0%  | -              | *     | *     | *     | -     | 1.3%         | -                | -      | -      | -      | -     | -         | *                              | 1.3%  | 1.6%      | *                          | 1.8%           | 0.6%                                 |
| SIGMA   | 4675  | 1615           | 1321  | 338   | 538   | 373   | 371          | 1640             | 1311   | 270    | 570    | 376   | 461       | 2027                           | 1654  | 893       | 1415                       | 1085           | 1181                                 |
|   | 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%   | 100%   | 100%   | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

**Table 7**  
**Q2. Normal weightings & likelihood to vote, with undecided and refused removed**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                              | 4103  | 1977   | 2126   | 934   | 1498  | 1671  | 1195  | 1621  | 609   | 673   | 365       | 378             | 677        | 352        | 577   | 285           | 313           | 343      | 225                | 160        | 428        | 0                |
| Weighted Total                                | 4168  | 2137   | 2031   | 1070  | 1448  | 1650  | 1201  | 1662  | 586   | 715   | 533       | 406             | 588        | 366        | 205   | 303           | 364           | 397      | 356                | 171        | 479        | 0                |
| Conservative                                  | 1640  | 877    | 764    | 345   | 534   | 761   | 578   | 664   | 217   | 181   | 225       | 188             | 301        | 149        | 75    | 127           | 160           | 67       | 134                | 55         | 159        | -                |
|   | 39.4% | 41.0%  | 37.6%  | 32.2% | 36.9% | 46.2% | 48.1% | 39.9% | 37.0% | 25.3% | 42.3%     | 46.4%           | 51.1%      | 40.6%      | 36.8% | 41.8%         | 43.9%         | 16.8%    | 37.7%              | 32.2%      | 33.3%      | -                |
| Labour  | 1311  | 622    | 690    | 436   | 469   | 406   | 328   | 509   | 161   | 312   | 198       | 107             | 145        | 86         | 74    | 107           | 119           | 77       | 126                | 73         | 200        | -                |
|   | 31.5% | 29.1%  | 34.0%  | 40.8% | 32.4% | 24.6% | 27.3% | 30.6% | 27.5% | 43.6% | 37.2%     | 26.3%           | 24.6%      | 23.5%      | 36.3% | 35.2%         | 32.6%         | 19.3%    | 35.3%              | 42.7%      | 41.8%      | -                |
| Liberal Democrat                              | 270   | 146    | 124    | 70    | 88    | 112   | 84    | 110   | 41    | 35    | 44        | 19              | 36         | 48         | 12    | 12            | 20            | 15       | 21                 | 13         | 28         | -                |
|   | 6.5%  | 6.8%   | 6.1%   | 6.6%  | 6.1%  | 6.8%  | 7.0%  | 6.6%  | 7.0%  | 4.9%  | 8.2%      | 4.8%            | 6.1%       | 13.0%      | 6.1%  | 4.0%          | 5.5%          | 3.8%     | 6.0%               | 7.9%       | 6.0%       | -                |
| UKIP  | 570   | 310    | 259    | 101   | 207   | 261   | 131   | 226   | 102   | 111   | 50        | 69              | 86         | 65         | 28    | 53            | 55            | 25       | 47                 | 22         | 71         | -                |
|   | 13.7% | 14.5%  | 12.8%  | 9.5%  | 14.3% | 15.8% | 10.9% | 13.6% | 17.3% | 15.6% | 9.3%      | 16.9%           | 14.7%      | 17.8%      | 13.5% | 17.5%         | 15.1%         | 6.2%     | 13.3%              | 12.7%      | 14.7%      | -                |
| Scottish National Party (SNP)                 | 207   | 112    | 95     | 45    | 85    | 77    | 45    | 80    | 39    | 43    | -         | -               | -          | -          | -     | -             | -             | 207      | -                  | -          | -          | -                |
|   | 5.0%  | 5.3%   | 4.7%   | 4.2%  | 5.9%  | 4.7%  | 3.7%  | 4.8%  | 6.7%  | 6.0%  | -         | -               | -          | -          | -     | -             | -             | 52.2%    | -                  | -          | -          | -                |
| Plaid Cymru                                   | 9     | 3      | 6      | 1     | 4     | 3     | 1     | 3     | 2     | 3     | -         | -               | -          | -          | 9     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | -         | -               | -          | -          | 4.3%  | -             | -             | -        | -                  | -          | -          | -                |
| Another Party (Net)                           | 160   | 67     | 93     | 71    | 60    | 29    | 34    | 71    | 24    | 30    | 16        | 23              | 20         | 19         | 6     | 5             | 11            | 6        | 27                 | 8          | 20         | -                |
|   | 3.8%  | 3.2%   | 4.6%   | 6.6%  | 4.2%  | 1.8%  | 2.8%  | 4.3%  | 4.1%  | 4.2%  | 3.0%      | 5.6%            | 3.5%       | 5.1%       | 3.0%  | 1.6%          | 2.9%          | 1.6%     | 7.7%               | 4.5%       | 4.2%       | -                |
| Green   | 146   | 60     | 86     | 68    | 54    | 24    | 30    | 68    | 20    | 28    | 14        | 21              | 16         | 18         | 6     | 3             | 10            | 6        | 25                 | 7          | 20         | -                |
|   | 3.5%  | 2.8%   | 4.2%   | 6.4%  | 3.7%  | 1.4%  | 2.5%  | 4.1%  | 3.4%  | 3.9%  | 2.6%      | 5.1%            | 2.7%       | 4.9%       | 3.0%  | 1.0%          | 2.8%          | 1.6%     | 7.0%               | 3.9%       | 4.2%       | -                |
| Trade Unionist and Socialist Coalition (TUSC) | 2     | 2      | -      | 1     | 1     | -     | 1     | -     | -     | 1     | 1         | -               | -          | -          | -     | -             | -             | -        | 1                  | -          | -          | -                |
|   | *     | *      | -      | *     | *     | -     | *     | -     | -     | *     | *         | -               | -          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| National Health Action (NHA)                  | 2     | 1      | 1      | -     | 1     | 1     | -     | 1     | -     | 1     | 1         | -               | 1          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | -     | *     | *     | -     | *     | -     | *     | *         | -               | *          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Respect                                       | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
| Yorkshire First                               | 2     | 1      | 1      | 1     | 1     | -     | -     | -     | 2     | -     | -         | -               | 1          | -          | -     | -             | -             | -        | 1                  | -          | -          | -                |
|   | *     | *      | *      | *     | *     | -     | -     | -     | *     | -     | -         | -               | *          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| English Democrats                             | 2     | 1      | 1      | 1     | -     | 1     | -     | 1     | -     | 1     | -         | 2               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | *     | -     | *     | -     | *     | -     | *     | -         | *               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Mebyon Kernow                                 | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Christian                                     | 1     | *      | 1      | -     | 1     | *     | *     | 1     | -     | -     | -         | -               | -          | -          | -     | 1             | -             | -        | -                  | *          | -          | -                |
|   | *     | *      | *      | -     | *     | *     | *     | *     | -     | -     | -         | -               | -          | -          | -     | *             | -             | -        | -                  | *          | -          | -                |
| Other   | 6     | 3      | 3      | *     | 2     | 3     | 2     | 1     | 3     | *     | *         | 1               | 3          | *          | -     | 1             | -             | -        | 1                  | 1          | -          | -                |
|   | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | *         | *               | *          | *          | -     | *             | -             | -        | *                  | *          | -          | -                |
| SIGMA   | 4168  | 2137   | 2031   | 1070  | 1448  | 1650  | 1201  | 1662  | 586   | 715   | 533       | 406             | 588        | 366        | 205   | 303           | 364           | 397      | 356                | 171        | 479        | -                |
|   | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

# EU Referendum Attitudes Poll

**Table 8**  
**Q2. Normal weightings & likelihood to vote, with undecided and refused removed**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |        |        |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|-------|-------|-------|-------|--------------|------------------|--------|--------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB    | LD     | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                              | 4103  | 1308           | 1175  | 254   | 526   | 400   | 399          | 1434             | 1329   | 268    | 611   | 461   | 0         | 1830                           | 1508  | 687       | 1293                       | 1015           | 1030                                 |
| Weighted Total                                | 4168  | 1538           | 1201  | 282   | 496   | 340   | 277          | 1640             | 1311   | 270    | 570   | 376   | 0         | 1853                           | 1506  | 719       | 1312                       | 996            | 1051                                 |
| Conservative                                  | 1640  | 1451           | 22    | 36    | 32    | 6     | 84           | 1640             | -      | -      | -     | -     | -         | 635                            | 598   | 360       | 388                        | 333            | 513                                  |
| 39.4%   | 94.4% | 1.8%           | 12.8% | 6.5%  | 1.8%  | 30.2% | 100.0%       | -                | -      | -      | -     | -     | -         | 34.3%                          | 39.7% | 50.1%     | 29.6%                      | 33.4%          | 48.8%                                |
| Labour  | 1311  | 17             | 1111  | 28    | 18    | 20    | 107          | -                | 1311   | -      | -     | -     | -         | 760                            | 305   | 219       | 572                        | 212            | 281                                  |
| 31.5%   | 1.1%  | 92.5%          | 10.0% | 3.6%  | 5.8%  | 38.5% | -            | 100.0%           | -      | -      | -     | -     | -         | 41.0%                          | 20.3% | 30.5%     | 43.6%                      | 21.3%          | 26.7%                                |
| Liberal Democrat                              | 270   | 14             | 14    | 214   | 4     | 5     | 17           | -                | -      | 270    | -     | -     | -         | 173                            | 50    | 45        | 127                        | 32             | 65                                   |
| 6.5%  | 0.9%  | 1.2%           | 75.8% | 0.8%  | 1.4%  | 6.1%  | -            | -                | 100.0% | -      | -     | -     | -         | 9.4%                           | 3.3%  | 6.3%      | 9.7%                       | 3.2%           | 6.1%                                 |
| UKIP  | 570   | 46             | 24    | 2     | 437   | 6     | 47           | -                | -      | -      | 570   | -     | -         | 57                             | 460   | 40        | 37                         | 359            | 121                                  |
| 13.7%   | 3.0%  | 2.0%           | 0.8%  | 88.1% | 1.9%  | 17.0% | -            | -                | -      | 100.0% | -     | -     | -         | 3.1%                           | 30.5% | 5.5%      | 2.8%                       | 36.0%          | 11.6%                                |
| Scottish National Party (SNP)                 | 207   | 1              | 4     | -     | -     | 197   | 4            | -                | -      | -      | -     | 207   | -         | 120                            | 58    | 28        | 102                        | 45             | 31                                   |
| 5.0%  | *     | *              | -     | -     | 57.9% | 1.5%  | -            | -                | -      | -      | 55.1% | -     | -         | 6.5%                           | 3.8%  | 4.0%      | 7.8%                       | 4.5%           | 3.0%                                 |
| Plaid Cymru                                   | 9     | 1              | 2     | -     | -     | 4     | 2            | -                | -      | -      | -     | 9     | -         | 6                              | 2     | 1         | 4                          | 1              | 3                                    |
| *   | *     | *              | -     | -     | 1.1%  | 0.6%  | -            | -                | -      | -      | -     | 2.3%  | -         | *                              | *     | *         | *                          | *              | *                                    |
| Another Party (Net)                           | 160   | 7              | 23    | 2     | 5     | 102   | 17           | -                | -      | -      | -     | 160   | -         | 101                            | 33    | 25        | 82                         | 14             | 38                                   |
| 3.8%  | *     | 1.9%           | 0.7%  | 1.0%  | 30.1% | 6.0%  | -            | -                | -      | -      | 42.6% | -     | -         | 5.5%                           | 2.2%  | 3.5%      | 6.2%                       | 1.4%           | 3.6%                                 |
| Green   | 146   | 4              | 19    | 1     | 2     | 100   | 15           | -                | -      | -      | -     | 146   | -         | 96                             | 25    | 24        | 78                         | 9              | 34                                   |
| 3.5%  | *     | 1.6%           | *     | *     | 29.4% | 5.6%  | -            | -                | -      | -      | 38.7% | -     | -         | 5.2%                           | 1.6%  | 3.3%      | 6.0%                       | 0.9%           | 3.3%                                 |
| Trade Unionist and Socialist Coalition (TUSC) | 2     | -              | 1     | -     | -     | 1     | -            | -                | -      | -      | -     | 2     | -         | 2                              | -     | -         | 2                          | -              | -                                    |
| *   | -     | *              | -     | -     | -     | *     | -            | -                | -      | -      | -     | 0.5%  | -         | *                              | -     | -         | *                          | -              | -                                    |
| National Health Action (NHA)                  | 2     | -              | 1     | 1     | -     | -     | -            | -                | -      | -      | -     | 2     | -         | 1                              | -     | 1         | 1                          | -              | -                                    |
| *   | -     | *              | *     | -     | -     | -     | -            | -                | -      | -      | -     | *     | -         | *                              | -     | *         | *                          | -              | -                                    |
| Respect                                       | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -     | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
| *   | -     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -     | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
| Yorkshire First                               | 2     | -              | -     | -     | -     | 1     | 1            | -                | -      | -      | -     | 2     | -         | 1                              | 1     | -         | -                          | 1              | 1                                    |
| *   | -     | -              | -     | -     | -     | *     | *            | -                | -      | -      | -     | *     | -         | *                              | *     | -         | -                          | *              | *                                    |
| English Democrats                             | 2     | 1              | -     | -     | 1     | -     | -            | -                | -      | -      | -     | 2     | -         | -                              | 2     | -         | -                          | 1              | 1                                    |
| *   | *     | -              | -     | -     | *     | -     | -            | -                | -      | -      | -     | *     | -         | -                              | *     | -         | -                          | *              | *                                    |
| Mebyon Kernow                                 | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -     | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
| *   | -     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -     | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
| Christian                                     | 1     | -              | -     | -     | 1     | *     | -            | -                | -      | -      | -     | 1     | -         | -                              | 1     | *         | -                          | -              | 1                                    |
| *   | -     | -              | -     | -     | *     | *     | -            | -                | -      | -      | -     | *     | -         | -                              | *     | *         | -                          | -              | *                                    |
| Other   | 6     | 2              | 2     | -     | 2     | 1     | *            | -                | -      | -      | -     | 6     | -         | 1                              | 5     | *         | 1                          | 4              | 1                                    |
| *   | *     | *              | -     | -     | *     | *     | *            | -                | -      | -      | -     | 1.6%  | -         | *                              | *     | *         | *                          | *              | *                                    |
| SIGMA   | 4168  | 1538           | 1201  | 282   | 496   | 340   | 277          | 1640             | 1311   | 270    | 570   | 376   | -         | 1853                           | 1506  | 719       | 1312                       | 996            | 1051                                 |
| 100%  | 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%   | 100%   | 100%  | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

# EU Referendum Attitudes Poll

**Table 9**  
**Q2. Normal weightings & likelihood to vote, with undecided and refused removed and replaced with 0.3 factor of 2015 vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                              | 4441  | 2091   | 2350   | 985   | 1638  | 1818  | 1276  | 1772  | 650   | 737   | 389       | 399             | 721        | 387        | 627   | 313           | 350           | 368      | 251                | 177        | 459        | 0                |
| Weighted Total                                | 4266  | 2171   | 2095   | 1085  | 1491  | 1690  | 1223  | 1711  | 595   | 734   | 544       | 413             | 599        | 377        | 210   | 311           | 376           | 405      | 368                | 177        | 488        | 0                |
| Conservative                                  | 1664  | 884    | 780    | 348   | 545   | 771   | 583   | 675   | 219   | 185   | 227       | 191             | 305        | 152        | 76    | 128           | 164           | 68       | 137                | 56         | 160        | -                |
|   | 39.0% | 40.7%  | 37.2%  | 32.1% | 36.5% | 45.6% | 47.6% | 39.4% | 36.9% | 25.3% | 41.7%     | 46.2%           | 51.0%      | 40.3%      | 36.3% | 41.1%         | 43.5%         | 16.8%    | 37.3%              | 31.8%      | 32.8%      | -                |
| Labour  | 1347  | 635    | 712    | 442   | 486   | 420   | 335   | 529   | 164   | 318   | 202       | 109             | 147        | 90         | 76    | 110           | 124           | 80       | 128                | 76         | 205        | -                |
|   | 31.6% | 29.3%  | 34.0%  | 40.7% | 32.6% | 24.8% | 27.4% | 30.9% | 27.6% | 43.4% | 37.2%     | 26.5%           | 24.6%      | 23.8%      | 36.5% | 35.2%         | 33.0%         | 19.8%    | 34.9%              | 42.7%      | 42.0%      | -                |
| Liberal Democrat                              | 287   | 151    | 136    | 73    | 95    | 119   | 90    | 117   | 43    | 37    | 47        | 21              | 38         | 50         | 14    | 13            | 21            | 18       | 24                 | 14         | 29         | -                |
|   | 6.7%  | 7.0%   | 6.5%   | 6.7%  | 6.4%  | 7.0%  | 7.4%  | 6.8%  | 7.2%  | 5.1%  | 8.6%      | 5.0%            | 6.3%       | 13.3%      | 6.5%  | 4.0%          | 5.6%          | 4.4%     | 6.4%               | 8.1%       | 5.9%       | -                |
| UKIP  | 582   | 314    | 268    | 103   | 211   | 268   | 132   | 232   | 103   | 115   | 50        | 69              | 88         | 66         | 28    | 54            | 56            | 25       | 51                 | 23         | 72         | -                |
|   | 13.6% | 14.5%  | 12.8%  | 9.5%  | 14.1% | 15.9% | 10.8% | 13.6% | 17.3% | 15.7% | 9.2%      | 16.7%           | 14.6%      | 17.5%      | 13.5% | 17.4%         | 14.9%         | 6.1%     | 13.9%              | 12.9%      | 14.8%      | -                |
| SNP   | 208   | 112    | 96     | 45    | 86    | 77    | 45    | 80    | 40    | 43    | -         | -               | -          | -          | -     | -             | -             | 208      | -                  | -          | -          | -                |
|   | 4.9%  | 5.2%   | 4.6%   | 4.1%  | 5.7%  | 4.6%  | 3.7%  | 4.7%  | 6.7%  | 5.9%  | -         | -               | -          | -          | -     | -             | -             | 51.4%    | -                  | -          | -          | -                |
| Plaid Cymru                                   | 9     | 3      | 6      | 2     | 4     | 3     | 1     | 3     | 2     | 3     | -         | -               | -          | -          | 9     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | -         | -               | -          | -          | 4.3%  | -             | -             | -        | -                  | -          | -          | -                |
| Another Party (Net)                           | 169   | 71     | 98     | 73    | 64    | 32    | 37    | 75    | 25    | 31    | 18        | 23              | 21         | 19         | 6     | 7             | 11            | 6        | 27                 | 8          | 21         | -                |
|   | 4.0%  | 3.3%   | 4.7%   | 6.7%  | 4.3%  | 1.9%  | 3.0%  | 4.4%  | 4.1%  | 4.3%  | 3.4%      | 5.7%            | 3.5%       | 5.0%       | 3.0%  | 2.3%          | 3.0%          | 1.6%     | 7.4%               | 4.4%       | 4.4%       | -                |
| Green   | 155   | 64     | 91     | 70    | 58    | 26    | 34    | 72    | 20    | 29    | 16        | 21              | 17         | 18         | 6     | 5             | 11            | 6        | 25                 | 7          | 21         | -                |
|   | 3.6%  | 2.9%   | 4.3%   | 6.5%  | 3.9%  | 1.6%  | 2.8%  | 4.2%  | 3.4%  | 3.9%  | 3.0%      | 5.2%            | 2.8%       | 4.9%       | 3.0%  | 1.7%          | 2.9%          | 1.6%     | 6.8%               | 3.8%       | 4.4%       | -                |
| Trade Unionist and Socialist Coalition (TUSC) | 2     | 2      | -      | 1     | 1     | -     | 1     | -     | -     | 1     | 1         | -               | -          | -          | -     | -             | -             | -        | 1                  | -          | -          | -                |
|   | *     | *      | -      | *     | *     | -     | *     | -     | -     | *     | *         | -               | -          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| National Health Action (NHA)                  | 2     | 1      | 1      | -     | 1     | 1     | -     | 1     | -     | 1     | 1         | -               | 1          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | -     | *     | *     | -     | *     | -     | *     | *         | -               | *          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Respect                                       | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | -     | -     | *     | *     | *     | -     | -     | -         | -               | *          | -          | -     | -             | *             | -        | -                  | -          | -          | -                |
| Yorkshire First                               | 2     | 1      | 1      | 1     | 1     | -     | -     | -     | 2     | -     | -         | -               | 1          | -          | -     | -             | -             | -        | 1                  | -          | -          | -                |
|   | *     | *      | *      | *     | *     | -     | -     | -     | *     | -     | -         | -               | *          | -          | -     | -             | -             | -        | *                  | -          | -          | -                |
| English Democrats                             | 2     | 1      | 1      | 1     | -     | 1     | -     | 1     | -     | 1     | -         | 2               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | *      | *      | *     | -     | *     | -     | *     | -     | *     | -         | *               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Mebyon Kernow                                 | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | *     | -      | *      | *     | -     | -     | -     | -     | -     | *     | -         | -               | -          | *          | -     | -             | -             | -        | -                  | -          | -          | -                |
| Christian                                     | 1     | *      | 1      | -     | 1     | *     | *     | 1     | -     | -     | -         | -               | -          | -          | -     | 1             | -             | -        | -                  | *          | -          | -                |
|   | *     | *      | *      | -     | *     | *     | *     | *     | -     | -     | -         | -               | -          | -          | -     | *             | -             | -        | -                  | *          | -          | -                |
| Other   | 6     | 3      | 3      | *     | 2     | 3     | 2     | 1     | 3     | *     | *         | 1               | 3          | *          | -     | 1             | -             | -        | 1                  | 1          | -          | -                |
|   | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | *         | *               | *          | *          | -     | *             | -             | -        | *                  | *          | -          | -                |
| SIGMA   | 4266  | 2171   | 2095   | 1085  | 1491  | 1690  | 1223  | 1711  | 595   | 734   | 544       | 413             | 599        | 377        | 210   | 311           | 376           | 405      | 368                | 177        | 488        | -                |

# EU Referendum Attitudes Poll

**Table 10**  
**Q2. Normal weightings & likelihood to vote, with undecided and refused removed and replaced with 0.3 factor of 2015 vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Great Britain**

|   | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |        |        |        |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|-------|-------|-------|-------|--------------|------------------|--------|--------|--------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                              | 4441  | 1383           | 1290  | 311   | 574   | 443   | 399          | 1434             | 1329   | 268    | 611    | 461   | 333       | 1944                           | 1614  | 799       | 1361                       | 1067           | 1130                                 |
| Weighted Total                                | 4266  | 1561           | 1237  | 299   | 509   | 350   | 277          | 1640             | 1311   | 270    | 570    | 376   | 98        | 1887                           | 1537  | 752       | 1332                       | 1012           | 1079                                 |
| Conservative                                  | 1664  | 1474           | 22    | 36    | 32    | 6     | 84           | 1640             | -      | -      | -      | -     | 23        | 643                            | 606   | 369       | 393                        | 336            | 519                                  |
|   | 39.0% | 94.5%          | 1.8%  | 12.1% | 6.3%  | 1.7%  | 30.2%        | 100.0%           | -      | -      | -      | -     | 23.7%     | 34.1%                          | 39.4% | 49.0%     | 29.5%                      | 33.2%          | 48.1%                                |
| Labour  | 1347  | 17             | 1147  | 28    | 18    | 20    | 107          | -                | 1311   | -      | -      | -     | 36        | 774                            | 314   | 232       | 581                        | 216            | 292                                  |
|   | 31.6% | 1.1%           | 92.7% | 9.5%  | 3.5%  | 5.6%  | 38.5%        | -                | 100.0% | -      | -      | -     | 36.8%     | 41.0%                          | 20.4% | 30.9%     | 43.6%                      | 21.3%          | 27.0%                                |
| Liberal Democrat                              | 287   | 14             | 14    | 230   | 4     | 5     | 17           | -                | -      | 270    | -      | -     | 16        | 180                            | 54    | 51        | 130                        | 34             | 70                                   |
|   | 6.7%  | 0.9%           | 1.2%  | 77.1% | 0.8%  | 1.4%  | 6.1%         | -                | -      | 100.0% | -      | -     | 16.8%     | 9.6%                           | 3.5%  | 6.8%      | 9.8%                       | 3.4%           | 6.5%                                 |
| UKIP  | 582   | 46             | 24    | 2     | 450   | 6     | 47           | -                | -      | -      | 570    | -     | 13        | 60                             | 466   | 42        | 40                         | 363            | 124                                  |
|   | 13.6% | 2.9%           | 1.9%  | 0.7%  | 88.4% | 1.8%  | 17.0%        | -                | -      | -      | 100.0% | -     | 12.9%     | 3.2%                           | 30.4% | 5.7%      | 3.0%                       | 35.8%          | 11.5%                                |
| SNP   | 208   | 1              | 4     | -     | -     | 197   | 4            | -                | -      | -      | -      | 207   | 1         | 120                            | 58    | 29        | 102                        | 45             | 31                                   |
|   | 4.9%  | *              | *     | -     | -     | 56.5% | 1.5%         | -                | -      | -      | -      | 55.1% | 0.6%      | 6.4%                           | 3.8%  | 3.8%      | 7.7%                       | 4.4%           | 2.9%                                 |
| Plaid Cymru                                   | 9     | 1              | 2     | -     | -     | 4     | 2            | -                | -      | -      | -      | 9     | *         | 6                              | 2     | 1         | 4                          | 1              | 3                                    |
|   | *     | *              | *     | -     | -     | 1.1%  | 0.6%         | -                | -      | -      | -      | 2.3%  | *         | *                              | *     | *         | *                          | *              | *                                    |
| Another Party (Net)                           | 169   | 7              | 23    | 2     | 5     | 111   | 17           | -                | -      | -      | -      | 160   | 9         | 103                            | 36    | 28        | 83                         | 17             | 39                                   |
|   | 4.0%  | *              | 1.9%  | 0.6%  | 1.0%  | 31.9% | 6.0%         | -                | -      | -      | -      | 42.6% | 9.1%      | 5.5%                           | 2.4%  | 3.7%      | 6.2%                       | 1.7%           | 3.7%                                 |
| Green   | 155   | 4              | 19    | 1     | 2     | 109   | 15           | -                | -      | -      | -      | 146   | 9         | 99                             | 28    | 26        | 79                         | 12             | 36                                   |
|   | 3.6%  | *              | 1.6%  | *     | *     | 31.2% | 5.6%         | -                | -      | -      | -      | 38.7% | 9.1%      | 5.2%                           | 1.8%  | 3.5%      | 6.0%                       | 1.1%           | 3.3%                                 |
| Trade Unionist and Socialist Coalition (TUSC) | 2     | -              | 1     | -     | -     | 1     | -            | -                | -      | -      | -      | 2     | -         | 2                              | -     | -         | 2                          | -              | -                                    |
|   | *     | -              | *     | -     | -     | *     | -            | -                | -      | -      | -      | 0.5%  | -         | *                              | -     | -         | *                          | -              | -                                    |
| National Health Action (NHA)                  | 2     | -              | 1     | 1     | -     | -     | -            | -                | -      | -      | -      | 2     | -         | 1                              | -     | 1         | 1                          | -              | -                                    |
|   | *     | -              | *     | *     | -     | -     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | *         | *                          | -              | -                                    |
| Respect                                       | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
|   | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | *                              | -     | -         | *                          | -              | -                                    |
| Yorkshire First                               | 2     | -              | -     | -     | -     | 1     | 1            | -                | -      | -      | -      | 2     | -         | 1                              | 1     | -         | -                          | 1              | 1                                    |
|   | *     | -              | -     | -     | -     | *     | *            | -                | -      | -      | -      | *     | -         | *                              | *     | -         | -                          | *              | *                                    |
| English Democrats                             | 2     | 1              | -     | -     | 1     | -     | -            | -                | -      | -      | -      | 2     | -         | -                              | 2     | -         | -                          | 1              | 1                                    |
|   | *     | *              | -     | -     | *     | -     | -            | -                | -      | -      | -      | *     | -         | -                              | *     | -         | -                          | *              | *                                    |
| Mebyon Kernow                                 | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
|   | *     | -              | -     | -     | -     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | -     | *         | -                          | -              | -                                    |
| Christian                                     | 1     | -              | -     | -     | 1     | *     | -            | -                | -      | -      | -      | 1     | -         | -                              | 1     | *         | -                          | -              | 1                                    |
|   | *     | -              | -     | -     | *     | *     | -            | -                | -      | -      | -      | *     | -         | -                              | *     | *         | -                          | -              | *                                    |
| Other   | 6     | 2              | 2     | -     | 2     | 1     | *            | -                | -      | -      | -      | 6     | -         | 1                              | 5     | *         | 1                          | 4              | 1                                    |
|   | *     | *              | *     | -     | *     | *     | *            | -                | -      | -      | -      | 1.6%  | -         | *                              | *     | *         | *                          | *              | *                                    |
| SIGMA   | 4266  | 1561           | 1237  | 299   | 509   | 350   | 277          | 1640             | 1311   | 270    | 570    | 376   | 98        | 1887                           | 1537  | 752       | 1332                       | 1012           | 1079                                 |

Survation.

# EU Referendum Attitudes Poll

**Table 11**  
**Q2. Normal weightings**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Northern Ireland**

|   | Total |  | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       |  | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                        | 78    |  | 47     | 31     | 20    | 35    | 23    | 16    | 38    | 10    | 14    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 78               |
| Weighted Total                          | 105   |  | 55     | 50     | 41    | 37    | 27    | 24    | 54    | 8     | 20    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 105              |
| Democratic Unionist Party (DUP)         | 23    |  | 11     | 12     | 9     | 6     | 7     | 8     | 8     | 2     | 5     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 23               |
|   | 21.5% |  | 19.0%  | 24.1%  | 21.7% | 17.5% | 26.4% | 33.9% | 14.7% | 22.8% | 24.3% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 21.5%            |
| Sinn Fein                               | 9     |  | 3      | 6      | 6     | 3     | *     | 2     | 6     | 1     | *     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 9                |
|   | 8.7%  |  | 6.1%   | 11.6%  | 15.5% | 6.9%  | 1.0%  | 10.4% | 10.3% | 9.1%  | 2.4%  | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 8.7%             |
| Ulster Unionist Party (UUP)             | 6     |  | 4      | 2      | 1     | 2     | 3     | 1     | 3     | 1     | 1     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 6                |
|   | 5.6%  |  | 7.0%   | 4.0%   | 1.6%  | 5.1%  | 12.1% | 2.7%  | 4.8%  | 16.1% | 7.2%  | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 5.6%             |
| Social Democratic & Labour Party (SDLP) | 13    |  | 8      | 6      | 7     | 3     | 4     | -     | 9     | 1     | 4     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 13               |
|   | 12.6% |  | 13.9%  | 11.2%  | 16.5% | 7.0%  | 14.4% | -     | 16.7% | 11.1% | 17.2% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 12.6%            |
| Another Party                           | 26    |  | 17     | 9      | 3     | 17    | 7     | 9     | 11    | 3     | 3     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 26               |
|   | 24.4% |  | 29.9%  | 18.4%  | 6.4%  | 44.8% | 24.0% | 36.5% | 20.9% | 40.9% | 13.7% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 24.4%            |
| Undecided                               | 29    |  | 13     | 15     | 16    | 7     | 6     | 4     | 17    | -     | 7     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 29               |
|   | 27.2% |  | 24.0%  | 30.7%  | 38.3% | 18.6% | 22.1% | 16.6% | 32.7% | -     | 35.3% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 27.2%            |
| SIGMA                                   | 105   |  | 55     | 50     | 41    | 37    | 27    | 24    | 54    | 8     | 20    | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 105              |
|   | 100%  |  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

Survation.

## EU Referendum Attitudes Poll

**Table 12**  
**Q2. Normal weightings**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Northern Ireland**

|   | Total | 2015 Past Vote |      |      |       |       |              | Voting Intention |      |      |      |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|------|------|-------|-------|--------------|------------------|------|------|------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB  | LD   | UKIP  | Other | Did Not Vote | CON              | LAB  | LD   | UKIP | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                        | 78    | 0              | 0    | 0    | 4     | 56    | 16           | 0                | 0    | 0    | 0    | 66    | 12        | 37                             | 32    | 8         | 28                         | 16             | 25                                   |
| Weighted Total                          | 105   | 0              | 0    | 0    | 11    | 47    | 40           | 0                | 0    | 0    | 0    | 77    | 29        | 44                             | 37    | 19        | 38                         | 16             | 28                                   |
| Democratic Unionist Party (DUP)         | 23    | -              | -    | -    | 10    | 10    | 2            | -                | -    | -    | -    | 23    | -         | 4                              | 12    | 1         | 2                          | 4              | 10                                   |
|   | 21.5% | -              | -    | -    | 92.2% | 21.1% | 5.4%         | -                | -    | -    | -    | 29.5% | -         | 9.1%                           | 33.4% | 6.3%      | 5.8%                       | 23.7%          | 38.1%                                |
| Sinn Fein                               | 9     | -              | -    | -    | -     | 4     | 5            | -                | -    | -    | -    | 9     | -         | 8                              | *     | *         | 8                          | *              | *                                    |
|   | 8.7%  | -              | -    | -    | -     | 8.9%  | 12.5%        | -                | -    | -    | -    | 12.0% | -         | 19.3%                          | 1.1%  | 1.6%      | 21.1%                      | 2.7%           | 1.8%                                 |
| Ulster Unionist Party (UUP)             | 6     | -              | -    | -    | -     | 6     | -            | -                | -    | -    | -    | 6     | -         | 2                              | 3     | 1         | -                          | 1              | 3                                    |
|   | 5.6%  | -              | -    | -    | -     | 12.5% | -            | -                | -    | -    | -    | 7.7%  | -         | 3.6%                           | 8.3%  | 6.3%      | -                          | 7.6%           | 12.6%                                |
| Social Democratic & Labour Party (SDLP) | 13    | -              | -    | -    | -     | 7     | 6            | -                | -    | -    | -    | 13    | -         | 13                             | -     | -         | 12                         | -              | 1                                    |
|   | 12.6% | -              | -    | -    | -     | 14.5% | 16.2%        | -                | -    | -    | -    | 17.3% | -         | 30.3%                          | -     | -         | 32.9%                      | -              | 3.1%                                 |
| Another Party                           | 26    | -              | -    | -    | 1     | 17    | 8            | -                | -    | -    | -    | 26    | -         | 11                             | 13    | 2         | 13                         | 8              | 3                                    |
|   | 24.4% | -              | -    | -    | 7.8%  | 35.3% | 20.5%        | -                | -    | -    | -    | 33.6% | -         | 26.0%                          | 34.5% | 8.0%      | 33.6%                      | 51.8%          | 12.3%                                |
| Undecided                               | 29    | -              | -    | -    | -     | 4     | 18           | -                | -    | -    | -    | -     | 29        | 5                              | 8     | 15        | 3                          | 2              | 9                                    |
|   | 27.2% | -              | -    | -    | -     | 7.8%  | 45.4%        | -                | -    | -    | -    | -     | 100.0%    | 11.8%                          | 22.6% | 77.8%     | 6.6%                       | 14.2%          | 32.2%                                |
| SIGMA                                   | 105   | -              | -    | -    | 11    | 47    | 40           | -                | -    | -    | -    | 77    | 29        | 44                             | 37    | 19        | 38                         | 16             | 28                                   |
|   | 100%  | 100%           | 100% | 100% | 100%  | 100%  | 100%         | 100%             | 100% | 100% | 100% | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

**Table 13**  
**Q2. Normal weightings & likelihood to vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Northern Ireland**

|   | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                        | 78    | 47     | 31     | 20    | 35    | 23    | 16    | 38    | 10    | 14    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 78               |
| Weighted Total                          | 93    | 48     | 45     | 33    | 34    | 26    | 24    | 46    | 7     | 16    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 93               |
| Democratic Unionist Party (DUP)         | 24    | 11     | 13     | 9     | 7     | 8     | 9     | 9     | 2     | 5     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 24               |
|   | 26.1% | 23.8%  | 28.5%  | 28.6% | 19.9% | 30.9% | 38.0% | 18.4% | 23.6% | 31.7% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 26.1%            |
| Sinn Fein                               | 8     | 4      | 4      | 5     | 3     | *     | 3     | 4     | 1     | 1     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 8                |
|   | 8.5%  | 7.7%   | 9.4%   | 14.6% | 8.5%  | 0.8%  | 11.6% | 8.5%  | 9.9%  | 3.4%  | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 8.5%             |
| Ulster Unionist Party (UUP)             | 6     | 3      | 2      | 1     | 2     | 3     | 1     | 2     | 1     | 2     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 6                |
|   | 6.2%  | 7.3%   | 4.9%   | 2.2%  | 6.3%  | 11.0% | 3.0%  | 5.0%  | 15.9% | 10.0% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 6.2%             |
| Social Democratic & Labour Party (SDLP) | 13    | 8      | 6      | 8     | 2     | 4     | -     | 9     | 1     | 4     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 13               |
|   | 14.3% | 15.8%  | 12.7%  | 22.6% | 5.6%  | 15.0% | -     | 19.1% | 9.6%  | 23.5% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 14.3%            |
| Another Party                           | 24    | 15     | 9      | 3     | 16    | 6     | 9     | 11    | 3     | 2     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 24               |
|   | 26.2% | 31.0%  | 21.0%  | 8.4%  | 46.6% | 22.7% | 37.3% | 23.6% | 41.1% | 11.1% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 26.2%            |
| Undecided                               | 17    | 7      | 11     | 8     | 4     | 5     | 2     | 12    | -     | 3     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 17               |
|   | 18.7% | 14.2%  | 23.4%  | 23.7% | 13.1% | 19.6% | 10.1% | 25.3% | -     | 20.3% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 18.7%            |
| SIGMA                                   | 93    | 48     | 45     | 33    | 34    | 26    | 24    | 46    | 7     | 16    | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 93               |
|   | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

Survation.



## EU Referendum Attitudes Poll

**Table 14**  
**Q2. Normal weightings & likelihood to vote**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Northern Ireland**

|   | Total | 2015 Past Vote |      |      |       |       |              | Voting Intention |      |      |      |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|------|------|-------|-------|--------------|------------------|------|------|------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB  | LD   | UKIP  | Other | Did Not Vote | CON              | LAB  | LD   | UKIP | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                        | 78    | 0              | 0    | 0    | 4     | 56    | 16           | 0                | 0    | 0    | 0    | 66    | 12        | 37                             | 32    | 8         | 28                         | 16             | 25                                   |
| Weighted Total                          | 93    | 0              | 0    | 0    | 13    | 47    | 28           | 0                | 0    | 0    | 0    | 75    | 17        | 42                             | 33    | 12        | 36                         | 14             | 25                                   |
| Democratic Unionist Party (DUP)         | 24    | -              | -    | -    | 12    | 10    | 2            | -                | -    | -    | -    | 24    | -         | 4                              | 14    | 1         | 2                          | 4              | 11                                   |
|   | 26.1% | -              | -    | -    | 92.2% | 21.7% | 8.5%         | -                | -    | -    | -    | 32.1% | -         | 9.0%                           | 41.0% | 10.4%     | 5.7%                       | 28.5%          | 45.4%                                |
| Sinn Fein                               | 8     | -              | -    | -    | -     | 5     | 3            | -                | -    | -    | -    | 8     | -         | 7                              | *     | *         | 7                          | *              | 1                                    |
|   | 8.5%  | -              | -    | -    | -     | 9.7%  | 12.0%        | -                | -    | -    | -    | 10.5% | -         | 16.7%                          | 1.4%  | 2.9%      | 18.0%                      | 3.3%           | 2.2%                                 |
| Ulster Unionist Party (UUP)             | 6     | -              | -    | -    | -     | 6     | -            | -                | -    | -    | -    | 6     | -         | 2                              | 3     | 1         | -                          | 1              | 4                                    |
|   | 6.2%  | -              | -    | -    | -     | 12.2% | -            | -                | -    | -    | -    | 7.6%  | -         | 4.1%                           | 8.7%  | 9.3%      | -                          | 5.4%           | 15.4%                                |
| Social Democratic & Labour Party (SDLP) | 13    | -              | -    | -    | -     | 7     | 6            | -                | -    | -    | -    | 13    | -         | 13                             | -     | -         | 13                         | -              | *                                    |
|   | 14.3% | -              | -    | -    | -     | 15.4% | 21.9%        | -                | -    | -    | -    | 17.6% | -         | 31.5%                          | -     | -         | 35.4%                      | -              | 1.9%                                 |
| Another Party                           | 24    | -              | -    | -    | 1     | 15    | 8            | -                | -    | -    | -    | 24    | -         | 11                             | 11    | 2         | 13                         | 7              | 3                                    |
|   | 26.2% | -              | -    | -    | 7.8%  | 32.9% | 28.2%        | -                | -    | -    | -    | 32.2% | -         | 26.6%                          | 34.2% | 14.7%     | 35.0%                      | 47.4%          | 12.5%                                |
| Undecided                               | 17    | -              | -    | -    | -     | 4     | 8            | -                | -    | -    | -    | -     | 17        | 5                              | 5     | 7         | 2                          | 2              | 6                                    |
|   | 18.7% | -              | -    | -    | -     | 8.1%  | 29.4%        | -                | -    | -    | -    | -     | 100.0%    | 12.1%                          | 14.7% | 62.8%     | 5.9%                       | 15.4%          | 22.6%                                |
| SIGMA                                   | 93    | -              | -    | -    | 13    | 47    | 28           | -                | -    | -    | -    | 75    | 17        | 42                             | 33    | 12        | 36                         | 14             | 25                                   |
|   | 100%  | 100%           | 100% | 100% | 100%  | 100%  | 100%         | 100%             | 100% | 100% | 100% | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

# EU Referendum Attitudes Poll

**Table 15**  
**Q2. Normal weightings & likelihood to vote, with undecided and refused removed**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Northern Ireland**

|   | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                        | 66    | 42     | 24     | 15    | 31    | 20    | 14    | 31    | 10    | 11    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 66               |
| Weighted Total                          | 75    | 41     | 35     | 25    | 29    | 21    | 21    | 34    | 7     | 13    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 75               |
| Democratic Unionist Party (DUP)         | 24    | 11     | 13     | 9     | 7     | 8     | 9     | 9     | 2     | 5     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 24               |
|   | 32.1% | 27.8%  | 37.2%  | 37.4% | 22.9% | 38.4% | 42.3% | 24.7% | 23.6% | 39.8% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 32.1%            |
| Sinn Fein                               | 8     | 4      | 4      | 5     | 3     | *     | 3     | 4     | 1     | 1     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 8                |
|   | 10.5% | 9.0%   | 12.2%  | 19.1% | 9.7%  | 1.0%  | 12.9% | 11.4% | 9.9%  | 4.2%  | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 10.5%            |
| Ulster Unionist Party (UUP)             | 6     | 3      | 2      | 1     | 2     | 3     | 1     | 2     | 1     | 2     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 6                |
|   | 7.6%  | 8.5%   | 6.4%   | 2.9%  | 7.2%  | 13.7% | 3.3%  | 6.7%  | 15.9% | 12.6% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 7.6%             |
| Social Democratic & Labour Party (SDLP) | 13    | 8      | 6      | 8     | 2     | 4     | -     | 9     | 1     | 4     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 13               |
|   | 17.6% | 18.5%  | 16.6%  | 29.6% | 6.5%  | 18.7% | -     | 25.6% | 9.6%  | 29.5% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 17.6%            |
| Another Party                           | 24    | 15     | 9      | 3     | 16    | 6     | 9     | 11    | 3     | 2     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 24               |
|   | 32.2% | 36.2%  | 27.5%  | 11.0% | 53.6% | 28.2% | 41.5% | 31.6% | 41.1% | 13.9% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 32.2%            |
| SIGMA                                   | 75    | 41     | 35     | 25    | 29    | 21    | 21    | 34    | 7     | 13    | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 75               |
|   | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

## EU Referendum Attitudes Poll

**Table 16**  
**Q2. Normal weightings & likelihood to vote, with undecided and refused removed**  
**Q2. If there was a General Election taking place tomorrow, and there was a candidate from all political parties standing in your constituency, which party do you think you would vote for?**  
**Base: Likely to vote, lives in Northern Ireland**

|   | Total | 2015 Past Vote |      |      |       |       |              | Voting Intention |      |      |      |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|------|------|-------|-------|--------------|------------------|------|------|------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB  | LD   | UKIP  | Other | Did Not Vote | CON              | LAB  | LD   | UKIP | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                        | 66    | 0              | 0    | 0    | 4     | 52    | 10           | 0                | 0    | 0    | 0    | 66    | 0         | 33                             | 28    | 4         | 26                         | 14             | 21                                   |
| Weighted Total                          | 75    | 0              | 0    | 0    | 13    | 43    | 20           | 0                | 0    | 0    | 0    | 75    | 0         | 37                             | 28    | 4         | 34                         | 12             | 19                                   |
| Democratic Unionist Party (DUP)         | 24    | -              | -    | -    | 12    | 10    | 2            | -                | -    | -    | -    | 24    | -         | 4                              | 14    | 1         | 2                          | 4              | 11                                   |
|   | 32.1% | -              | -    | -    | 92.2% | 23.6% | 12.1%        | -                | -    | -    | -    | 32.1% | -         | 10.3%                          | 48.1% | 27.9%     | 6.0%                       | 33.7%          | 58.6%                                |
| Sinn Fein                               | 8     | -              | -    | -    | -     | 5     | 3            | -                | -    | -    | -    | 8     | -         | 7                              | *     | *         | 7                          | *              | 1                                    |
|   | 10.5% | -              | -    | -    | -     | 10.6% | 16.9%        | -                | -    | -    | -    | 10.5% | -         | 19.0%                          | 1.7%  | 7.7%      | 19.1%                      | 3.9%           | 2.8%                                 |
| Ulster Unionist Party (UUP)             | 6     | -              | -    | -    | -     | 6     | -            | -                | -    | -    | -    | 6     | -         | 2                              | 3     | 1         | -                          | 1              | 4                                    |
|   | 7.6%  | -              | -    | -    | -     | 13.3% | -            | -                | -    | -    | -    | 7.6%  | -         | 4.7%                           | 10.2% | 25.0%     | -                          | 6.4%           | 20.0%                                |
| Social Democratic & Labour Party (SDLP) | 13    | -              | -    | -    | -     | 7     | 6            | -                | -    | -    | -    | 13    | -         | 13                             | -     | -         | 13                         | -              | *                                    |
|   | 17.6% | -              | -    | -    | -     | 16.7% | 31.0%        | -                | -    | -    | -    | 17.6% | -         | 35.8%                          | -     | -         | 37.6%                      | -              | 2.5%                                 |
| Another Party                           | 24    | -              | -    | -    | 1     | 15    | 8            | -                | -    | -    | -    | 24    | -         | 11                             | 11    | 2         | 13                         | 7              | 3                                    |
|   | 32.2% | -              | -    | -    | 7.8%  | 35.8% | 40.0%        | -                | -    | -    | -    | 32.2% | -         | 30.2%                          | 40.0% | 39.4%     | 37.2%                      | 56.0%          | 16.1%                                |
| SIGMA                                   | 75    | -              | -    | -    | 13    | 43    | 20           | -                | -    | -    | -    | 75    | -         | 37                             | 28    | 4         | 34                         | 12             | 19                                   |
|   | 100%  | 100%           | 100% | 100% | 100%  | 100%  | 100%         | 100%             | 100% | 100% | 100% | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

# EU Referendum Attitudes Poll

Table 17  
Q3. Normal weightings  
Q3. In the General Election on 7th May 2015, 66% of people voted, while 34% of people did not vote. Thinking back to this General Election, can you remember whether or not you voted in that specific election? Note  
Base: All Respondents

|   | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                            | 5008  | 2302   | 2706   | 1180  | 1869  | 1959  | 1377  | 2025  | 723   | 876   | 441       | 448             | 806        | 415        | 694   | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total                              | 5008  | 2431   | 2577   | 1430  | 1776  | 1802  | 1369  | 2034  | 674   | 926   | 639       | 466             | 688        | 422        | 241   | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| I voted in the 2015 General Election        | 4180  | 2118   | 2062   | 1002  | 1511  | 1667  | 1197  | 1701  | 575   | 704   | 537       | 386             | 575        | 375        | 201   | 299           | 365           | 391      | 351                | 169        | 471        | 60               |
|   | 83.5% | 87.2%  | 80.0%  | 70.1% | 85.1% | 92.5% | 87.4% | 83.6% | 85.3% | 76.0% | 84.0%     | 82.8%           | 83.6%      | 88.7%      | 83.4% | 82.6%         | 81.6%         | 92.5%    | 84.9%              | 82.2%      | 83.7%      | 43.6%            |
| I did not vote in the 2015 General Election | 780   | 298    | 482    | 391   | 258   | 131   | 158   | 318   | 94    | 208   | 93        | 70              | 111        | 45         | 38    | 62            | 79            | 30       | 58                 | 32         | 88         | 73               |
|   | 15.6% | 12.2%  | 18.7%  | 27.3% | 14.5% | 7.3%  | 11.6% | 15.6% | 14.0% | 22.5% | 14.6%     | 15.1%           | 16.1%      | 10.8%      | 15.7% | 17.0%         | 17.6%         | 7.1%     | 14.0%              | 15.7%      | 15.7%      | 52.8%            |
| Cant remember                               | 48    | 14     | 33     | 37    | 7     | 4     | 14    | 16    | 5     | 14    | 9         | 10              | 2          | 2          | 2     | 1             | 3             | 1        | 5                  | 4          | 3          | 5                |
|   | 1.0%  | 0.6%   | 1.3%   | 2.6%  | *     | *     | 1.0%  | 0.8%  | 0.7%  | 1.5%  | 1.4%      | 2.1%            | *          | 0.5%       | 0.9%  | *             | 0.8%          | *        | 1.1%               | 2.1%       | 0.6%       | 3.6%             |
| SIGMA                                       | 5008  | 2431   | 2577   | 1430  | 1776  | 1802  | 1369  | 2034  | 674   | 926   | 639       | 466             | 688        | 422        | 241   | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|   | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

## EU Referendum Attitudes Poll

Table 18

Q3. Normal weightings

Q3. In the General Election on 7th May 2015, 66% of people voted, while 34% of people did not vote. Thinking back to this General Election, can you remember whether or not you voted in that specific election? Note

Base: All Respondents

|   | Total | 2015 Past Vote |        |        |        |        |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|--------|--------|--------|--------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                            | 5008  | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329  | 268   | 611   | 527   | 556       | 2104                           | 1749  | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total                              | 5008  | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299  | 267   | 568   | 448   | 545       | 2109                           | 1704  | 964       | 1473                       | 1130           | 1210                                 |
| I voted in the 2015 General Election        | 4180  | 1541           | 1277   | 325    | 527    | 412    | -            | 1468             | 1150  | 242   | 502   | 394   | 374       | 1793                           | 1492  | 812       | 1258                       | 976            | 1050                                 |
|   | 83.5% | 100.0%         | 100.0% | 100.0% | 100.0% | 100.0% | -            | 92.9%            | 88.6% | 90.7% | 88.4% | 87.9% | 68.6%     | 85.0%                          | 87.5% | 84.2%     | 85.4%                      | 86.3%          | 86.8%                                |
| I did not vote in the 2015 General Election | 780   | -              | -      | -      | -      | -      | 780          | 107              | 137   | 23    | 62    | 53    | 160       | 307                            | 199   | 136       | 208                        | 142            | 155                                  |
|   | 15.6% | -              | -      | -      | -      | -      | 100.0%       | 6.8%             | 10.6% | 8.5%  | 11.0% | 11.8% | 29.3%     | 14.5%                          | 11.7% | 14.2%     | 14.1%                      | 12.6%          | 12.9%                                |
| Cant remember                               | 48    | -              | -      | -      | -      | -      | -            | 6                | 11    | 2     | 4     | 1     | 11        | 9                              | 13    | 16        | 6                          | 12             | 4                                    |
|   | 1.0%  | -              | -      | -      | -      | -      | -            | *                | 0.9%  | 0.7%  | 0.7%  | *     | 2.0%      | *                              | 0.8%  | 1.6%      | *                          | 1.1%           | *                                    |
| SIGMA                                       | 5008  | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299  | 267   | 568   | 448   | 545       | 2109                           | 1704  | 964       | 1473                       | 1130           | 1210                                 |
|   | 100%  | 100%           | 100%   | 100%   | 100%   | 100%   | 100%         | 100%             | 100%  | 100%  | 100%  | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

Table 19

Q4. Normal weightings

Q4. Thinking back to the General Election in May 2015, can you recall which party you voted for in that election?

Base: Voted in the 2015 General Election, lives in Great Britain

|                               | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|-------------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total              | 4113  | 1972   | 2141   | 800   | 1532  | 1781  | 1197  | 1646  | 609   | 655   | 355       | 365             | 660        | 366        | 586   | 286           | 322           | 350      | 232                | 163        | 428        | 0                |
| Weighted Total                | 4120  | 2078   | 2042   | 984   | 1488  | 1648  | 1182  | 1672  | 569   | 693   | 537       | 386             | 575        | 375        | 201   | 299           | 365           | 391      | 351                | 169        | 471        | 0                |
| Conservative                  | 1541  | 822    | 720    | 324   | 515   | 702   | 539   | 609   | 213   | 179   | 212       | 170             | 295        | 153        | 68    | 118           | 152           | 52       | 114                | 53         | 155        | -                |
|                               | 37.4% | 39.5%  | 35.2%  | 33.0% | 34.6% | 42.6% | 45.6% | 36.4% | 37.5% | 25.8% | 39.4%     | 44.0%           | 51.3%      | 40.9%      | 33.5% | 39.5%         | 41.7%         | 13.3%    | 32.6%              | 31.1%      | 32.8%      | -                |
| Labour                        | 1277  | 604    | 673    | 381   | 495   | 400   | 325   | 521   | 153   | 275   | 200       | 98              | 132        | 85         | 77    | 107           | 115           | 85       | 117                | 66         | 195        | -                |
|                               | 31.0% | 29.1%  | 32.9%  | 38.7% | 33.3% | 24.3% | 27.5% | 31.2% | 27.0% | 39.7% | 37.2%     | 25.4%           | 22.9%      | 22.7%      | 38.3% | 35.8%         | 31.4%         | 21.7%    | 33.5%              | 39.2%      | 41.4%      | -                |
| Liberal Democrat              | 325   | 155    | 170    | 67    | 112   | 146   | 102   | 138   | 44    | 40    | 52        | 22              | 46         | 54         | 15    | 13            | 21            | 26       | 37                 | 16         | 24         | -                |
|                               | 7.9%  | 7.5%   | 8.3%   | 6.8%  | 7.5%  | 8.9%  | 8.7%  | 8.3%  | 7.7%  | 5.8%  | 9.6%      | 5.7%            | 7.9%       | 14.4%      | 7.3%  | 4.5%          | 5.8%          | 6.6%     | 10.7%              | 9.3%       | 5.0%       | -                |
| UKIP                          | 516   | 286    | 230    | 77    | 193   | 246   | 116   | 209   | 82    | 109   | 35        | 67              | 76         | 59         | 26    | 43            | 46            | 18       | 59                 | 25         | 61         | -                |
|                               | 12.5% | 13.8%  | 11.2%  | 7.8%  | 13.0% | 14.9% | 9.8%  | 12.5% | 14.4% | 15.7% | 6.5%      | 17.3%           | 13.2%      | 15.8%      | 13.2% | 14.4%         | 12.7%         | 4.6%     | 16.7%              | 14.6%      | 13.0%      | -                |
| Green                         | 156   | 60     | 96     | 63    | 64    | 29    | 39    | 66    | 23    | 28    | 22        | 21              | 14         | 12         | 6     | 12            | 15            | 6        | 17                 | 7          | 24         | -                |
|                               | 3.8%  | 2.9%   | 4.7%   | 6.4%  | 4.3%  | 1.8%  | 3.3%  | 3.9%  | 4.1%  | 4.0%  | 4.0%      | 5.5%            | 2.4%       | 3.3%       | 2.8%  | 4.1%          | 4.2%          | 1.5%     | 4.7%               | 4.4%       | 5.1%       | -                |
| Scottish National Party (SNP) | 201   | 107    | 94     | 50    | 78    | 73    | 42    | 77    | 38    | 44    | -         | -               | 1          | -          | -     | -             | -             | 200      | -                  | -          | -          | -                |
|                               | 4.9%  | 5.1%   | 4.6%   | 5.1%  | 5.3%  | 4.4%  | 3.6%  | 4.6%  | 6.6%  | 6.3%  | -         | -               | *          | -          | -     | -             | -             | 51.3%    | -                  | -          | -          | -                |
| Plaid Cymru                   | 4     | 2      | 2      | 1     | 2     | 1     | 1     | 1     | 1     | 1     | -         | -               | -          | -          | 4     | *             | -             | -        | -                  | -          | -          | -                |
|                               | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | -         | -               | -          | -          | 1.8%  | *             | -             | -        | -                  | -          | -          | -                |
| (A Northern Irish Party)      | 1     | 0      | 1      | 1     | 1     | -     | 1     | 0     | -     | -     | -         | -               | -          | -          | -     | 0             | -             | 1        | 0                  | -          | -          | -                |
|                               | *     | *      | *      | *     | *     | -     | *     | *     | -     | -     | -         | -               | -          | -          | -     | *             | -             | *        | *                  | -          | -          | -                |
| Other (Please state)          | 3     | 2      | 2      | 1     | 1     | 1     | 1     | 1     | *     | 1     | *         | *               | *          | 1          | *     | *             | *             | -        | 1                  | *          | *          | -                |
|                               | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | *         | *               | *          | *          | *     | *             | *             | *        | *                  | *          | *          | *                |
| Cant Remember                 | 10    | 5      | 6      | 5     | 3     | 3     | 1     | 6     | 2     | 1     | 3         | 1               | -          | *          | *     | -             | 3             | 2        | -                  | -          | 1          | -                |
|                               | *     | *      | *      | *     | *     | *     | *     | *     | *     | *     | 0.5%      | *               | -          | *          | *     | -             | 0.8%          | 0.5%     | -                  | -          | *          | -                |
| Refuse                        | 86    | 36     | 50     | 15    | 25    | 46    | 15    | 44    | 12    | 15    | 14        | 7               | 12         | 10         | 6     | 5             | 12            | 1        | 5                  | 2          | 12         | -                |
|                               | 2.1%  | 1.7%   | 2.5%   | 1.5%  | 1.7%  | 2.8%  | 1.3%  | 2.6%  | 2.0%  | 2.2%  | 2.7%      | 1.8%            | 2.0%       | 2.6%       | 2.8%  | 1.5%          | 3.3%          | *        | 1.5%               | 1.3%       | 2.5%       | -                |
| SIGMA                         | 4120  | 2078   | 2042   | 984   | 1488  | 1648  | 1182  | 1672  | 569   | 693   | 537       | 386             | 575        | 375        | 201   | 299           | 365           | 391      | 351                | 169        | 471        | -                |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

Survation.

# EU Referendum Attitudes Poll

Table 20

Q4. Normal weightings

Q4. Thinking back to the General Election in May 2015, can you recall which party you voted for in that election?

Base: Voted in the 2015 General Election, lives in Great Britain

|                               | Total | 2015 Past Vote |        |        |        |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|-------------------------------|-------|----------------|--------|--------|--------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|                               |       | CON            | LAB    | LD     | UKIP   | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total              | 4113  | 1384           | 1292   | 311    | 576    | 450   | 0            | 1315             | 1164  | 239   | 542   | 419   | 388       | 1762                           | 1502  | 776       | 1231                       | 983            | 1050                                 |
| Weighted Total                | 4120  | 1541           | 1277   | 325    | 516    | 365   | 0            | 1468             | 1150  | 242   | 502   | 339   | 369       | 1769                           | 1465  | 808       | 1240                       | 963            | 1031                                 |
| Conservative                  | 1541  | 1541           | -      | -      | -      | -     | -            | 1370             | 18    | 14    | 48    | 8     | 78        | 584                            | 556   | 367       | 360                        | 313            | 467                                  |
|                               | 37.4% | 100.0%         | -      | -      | -      | -     | -            | 93.4%            | 1.6%  | 5.9%  | 9.5%  | 2.4%  | 21.0%     | 33.0%                          | 38.0% | 45.4%     | 29.0%                      | 32.5%          | 45.3%                                |
| Labour                        | 1277  | -              | 1277   | -      | -      | -     | -            | 22               | 1066  | 14    | 25    | 29    | 118       | 726                            | 297   | 231       | 542                        | 199            | 282                                  |
|                               | 31.0% | -              | 100.0% | -      | -      | -     | -            | 1.5%             | 92.7% | 5.6%  | 5.0%  | 8.6%  | 31.9%     | 41.0%                          | 20.3% | 28.6%     | 43.7%                      | 20.7%          | 27.3%                                |
| Liberal Democrat              | 325   | -              | -      | 325    | -      | -     | -            | 35               | 27    | 205   | 2     | 2     | 54        | 191                            | 70    | 62        | 134                        | 40             | 87                                   |
|                               | 7.9%  | -              | -      | 100.0% | -      | -     | -            | 2.4%             | 2.3%  | 84.4% | *     | *     | 14.6%     | 10.8%                          | 4.8%  | 7.6%      | 10.8%                      | 4.1%           | 8.4%                                 |
| UKIP                          | 516   | -              | -      | -      | 516    | -     | -            | 29               | 18    | 4     | 416   | 5     | 41        | 52                             | 408   | 45        | 32                         | 313            | 115                                  |
|                               | 12.5% | -              | -      | -      | 100.0% | -     | -            | 2.0%             | 1.6%  | 1.7%  | 82.8% | 1.4%  | 11.1%     | 2.9%                           | 27.9% | 5.5%      | 2.5%                       | 32.5%          | 11.2%                                |
| Green                         | 156   | -              | -      | -      | -      | 156   | -            | 5                | 12    | 5     | 4     | 97    | 31        | 82                             | 38    | 32        | 64                         | 21             | 35                                   |
|                               | 3.8%  | -              | -      | -      | -      | 42.7% | -            | *                | 1.0%  | 2.0%  | 0.9%  | 28.8% | 8.3%      | 4.6%                           | 2.6%  | 3.9%      | 5.1%                       | 2.2%           | 3.4%                                 |
| Scottish National Party (SNP) | 201   | -              | -      | -      | -      | 201   | -            | 1                | 7     | -     | 2     | 189   | 2         | 110                            | 61    | 29        | 92                         | 48             | 31                                   |
|                               | 4.9%  | -              | -      | -      | -      | 55.1% | -            | *                | 0.6%  | -     | *     | 55.7% | *         | 6.2%                           | 4.2%  | 3.6%      | 7.5%                       | 5.0%           | 3.0%                                 |
| Plaid Cymru                   | 4     | -              | -      | -      | -      | 4     | -            | *                | *     | *     | -     | 3     | 1         | 2                              | 1     | 1         | 2                          | *              | 1                                    |
|                               | *     | -              | -      | -      | -      | 1.1%  | -            | *                | *     | *     | -     | 0.9%  | *         | *                              | *     | *         | *                          | *              | *                                    |
| (A Northern Irish Party)      | 1     | -              | -      | -      | -      | 1     | -            | 1                | 0     | -     | -     | 0     | -         | 1                              | 0     | -         | 1                          | 0              | -                                    |
|                               | *     | -              | -      | -      | -      | *     | -            | *                | *     | -     | -     | *     | -         | *                              | *     | -         | *                          | *              | -                                    |
| Other (Please state)          | 3     | -              | -      | -      | -      | 3     | -            | *                | *     | *     | -     | 2     | 1         | 2                              | 1     | 1         | 1                          | *              | 1                                    |
|                               | *     | -              | -      | -      | -      | 0.9%  | -            | *                | *     | *     | -     | *     | *         | *                              | *     | *         | *                          | *              | *                                    |
| Cant Remember                 | 10    | -              | -      | -      | -      | -     | -            | -                | 1     | -     | 2     | *     | 7         | 3                              | 2     | 4         | 3                          | 2              | *                                    |
|                               | *     | -              | -      | -      | -      | -     | -            | -                | *     | -     | *     | *     | 1.9%      | *                              | *     | *         | *                          | *              | *                                    |
| Refuse                        | 86    | -              | -      | -      | -      | -     | -            | 4                | *     | 1     | 4     | 4     | 38        | 16                             | 30    | 38        | 9                          | 25             | 12                                   |
|                               | 2.1%  | -              | -      | -      | -      | -     | -            | *                | *     | *     | 0.7%  | 1.2%  | 10.3%     | 0.9%                           | 2.1%  | 4.8%      | 0.7%                       | 2.6%           | 1.2%                                 |
| SIGMA                         | 4120  | 1541           | 1277   | 325    | 516    | 365   | -            | 1468             | 1150  | 242   | 502   | 339   | 369       | 1769                           | 1465  | 808       | 1240                       | 963            | 1031                                 |
|                               | 100%  | 100%           | 100%   | 100%   | 100%   | 100%  | 100%         | 100%             | 100%  | 100%  | 100%  | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

Table 21

Q4. Normal weightings

Q4. Thinking back to the General Election in May 2015, can you recall which party you voted for in that election?

Base: Voted in the 2015 General Election, lives in Northern Ireland

|   | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                        | 61    | 41     | 20     | 13    | 29    | 19    | 12    | 29    | 9     | 11    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 61               |
| Weighted Total                          | 60    | 41     | 20     | 18    | 24    | 19    | 15    | 29    | 6     | 10    | 0         | 0               | 0          | 0          | 0     | 0             | 0             | 0        | 0                  | 0          | 0          | 60               |
| Democratic Unionist Party (DUP)         | 11    | 6      | 5      | 3     | 5     | 3     | *     | 5     | 2     | 4     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 11               |
|   | 18.5% | 14.8%  | 26.3%  | 14.7% | 22.7% | 16.7% | 1.3%  | 17.8% | 28.1% | 39.7% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 18.5%            |
| Ulster Unionist Party (UUP)             | 5     | 4      | 2      | 1     | 2     | 2     | *     | 2     | 1     | 1     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 5                |
|   | 8.9%  | 9.1%   | 8.6%   | 3.8%  | 10.5% | 11.7% | 2.9%  | 7.7%  | 19.8% | 14.3% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 8.9%             |
| Social Democratic & Labour Party (SDLP) | 10    | 9      | 1      | 5     | 4     | -     | -     | 7     | 2     | 1     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 10               |
|   | 15.8% | 21.0%  | 5.0%   | 30.3% | 17.7% | -     | -     | 23.3% | 28.6% | 9.7%  | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 15.8%            |
| UKIP                                    | 11    | 5      | 6      | 5     | -     | 6     | 8     | 4     | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 11               |
|   | 18.8% | 13.5%  | 29.8%  | 28.4% | -     | 33.5% | 50.9% | 13.1% | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 18.8%            |
| Alliance Party                          | 6     | 4      | 2      | 1     | 4     | 1     | 2     | 4     | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 6                |
|   | 10.1% | 8.9%   | 12.4%  | 6.7%  | 18.1% | 3.2%  | 15.6% | 12.9% | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 10.1%            |
| Sinn Fein                               | 5     | 4      | 1      | 1     | 3     | *     | 2     | 1     | 1     | 1     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 5                |
|   | 7.6%  | 9.4%   | 4.0%   | 7.7%  | 12.5% | 1.4%  | 16.5% | 1.8%  | 11.2% | 8.9%  | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 7.6%             |
| Other (Please state)                    | 10    | 8      | 3      | 1     | 4     | 5     | 2     | 5     | 1     | 3     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 10               |
|   | 17.3% | 18.9%  | 13.9%  | 8.3%  | 18.5% | 23.9% | 12.8% | 17.1% | 12.2% | 27.3% | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 17.3%            |
| Cant Remember                           | 2     | 2      | -      | -     | -     | 2     | -     | 2     | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 2                |
|   | 3.0%  | 4.4%   | -      | -     | -     | 9.5%  | -     | 6.2%  | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 3.0%             |
| Refuse                                  | -     | -      | -      | -     | -     | -     | -     | -     | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
|   | -     | -      | -      | -     | -     | -     | -     | -     | -     | -     | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | -                |
| SIGMA                                   | 60    | 41     | 20     | 18    | 24    | 19    | 15    | 29    | 6     | 10    | -         | -               | -          | -          | -     | -             | -             | -        | -                  | -          | -          | 60               |
|   | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |



# EU Referendum Attitudes Poll

Table 22

Q4. Normal weightings

Q4. Thinking back to the General Election in May 2015, can you recall which party you voted for in that election?

Base: Voted in the 2015 General Election, lives in Northern Ireland

|   | Total | 2015 Past Vote |      |      |        |       |              | Voting Intention |      |      |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|------|------|--------|-------|--------------|------------------|------|------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB  | LD   | UKIP   | Other | Did Not Vote | CON              | LAB  | LD   | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                        | 61    | 0              | 0    | 0    | 4      | 56    | 0            | 0                | 0    | 0    | 56    | 5     |           | 28                             | 28    | 4         | 20                         | 15             | 21                                   |
| Weighted Total                          | 60    | 0              | 0    | 0    | 11     | 47    | 0            | 0                | 0    | 0    | 55    | 5     |           | 24                             | 27    | 4         | 19                         | 14             | 19                                   |
| Democratic Unionist Party (DUP)         | 11    | -              | -    | -    | -      | 11    | -            | -                | -    | -    | 9     | 2     |           | 4                              | 6     | 1         | 2                          | 3              | 5                                    |
|   | 18.5% | -              | -    | -    | -      | 23.7% | -            | -                | -    | -    | 16.6% | 37.7% |           | 18.4%                          | 20.5% | 28.3%     | 9.4%                       | 22.1%          | 27.5%                                |
| Ulster Unionist Party (UUP)             | 5     | -              | -    | -    | -      | 5     | -            | -                | -    | -    | 5     | -     |           | 1                              | 3     | 1         | -                          | 1              | 3                                    |
|   | 8.9%  | -              | -    | -    | -      | 11.4% | -            | -                | -    | -    | 9.8%  | -     |           | 2.8%                           | 12.7% | 28.6%     | -                          | 7.4%           | 16.6%                                |
| Social Democratic & Labour Party (SDLP) | 10    | -              | -    | -    | -      | 10    | -            | -                | -    | -    | 9     | 1     |           | 6                              | 3     | -         | 6                          | 3              | -                                    |
|   | 15.8% | -              | -    | -    | -      | 20.2% | -            | -                | -    | -    | 15.6% | 18.1% |           | 26.1%                          | 12.2% | -         | 33.3%                      | 24.8%          | -                                    |
| UKIP                                    | 11    | -              | -    | -    | 11     | -     | -            | -                | -    | -    | 11    | -     |           | -                              | 6     | -         | -                          | 1              | 5                                    |
|   | 18.8% | -              | -    | -    | 100.0% | -     | -            | -                | -    | -    | 20.7% | -     |           | -                              | 23.3% | -         | -                          | 6.5%           | 28.9%                                |
| Alliance Party                          | 6     | -              | -    | -    | -      | 6     | -            | -                | -    | -    | 6     | -     |           | 2                              | 4     | -         | 4                          | 2              | *                                    |
|   | 10.1% | -              | -    | -    | -      | 12.9% | -            | -                | -    | -    | 11.1% | -     |           | 7.5%                           | 15.7% | -         | 20.4%                      | 14.8%          | 1.5%                                 |
| Sinn Fein                               | 5     | -              | -    | -    | -      | 5     | -            | -                | -    | -    | 5     | -     |           | 4                              | *     | *         | 3                          | *              | *                                    |
|   | 7.6%  | -              | -    | -    | -      | 9.7%  | -            | -                | -    | -    | 8.4%  | -     |           | 16.4%                          | 1.5%  | 7.0%      | 18.2%                      | 3.1%           | 2.6%                                 |
| Other (Please state)                    | 10    | -              | -    | -    | -      | 10    | -            | -                | -    | -    | 10    | 1     |           | 5                              | 4     | 2         | 3                          | 3              | 3                                    |
|   | 17.3% | -              | -    | -    | -      | 22.1% | -            | -                | -    | -    | 17.9% | 11.3% |           | 21.2%                          | 14.0% | 36.1%     | 18.6%                      | 21.2%          | 13.4%                                |
| Cant Remember                           | 2     | -              | -    | -    | -      | -     | -            | -                | -    | -    | -     | 2     |           | 2                              | -     | -         | -                          | -              | 2                                    |
|   | 3.0%  | -              | -    | -    | -      | -     | -            | -                | -    | -    | -     | 32.9% |           | 7.6%                           | -     | -         | -                          | -              | 9.5%                                 |
| Refuse                                  | -     | -              | -    | -    | -      | -     | -            | -                | -    | -    | -     | -     |           | -                              | -     | -         | -                          | -              | -                                    |
|   | -     | -              | -    | -    | -      | -     | -            | -                | -    | -    | -     | -     |           | -                              | -     | -         | -                          | -              | -                                    |
| SIGMA                                   | 60    | -              | -    | -    | 11     | 47    | -            | -                | -    | -    | 55    | 5     |           | 24                             | 27    | 4         | 19                         | 14             | 19                                   |
|   | 100%  | 100%           | 100% | 100% | 100%   | 100%  | 100%         | 100%             | 100% | 100% | 100%  | 100%  |           | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

**Table 23**  
**Q5. Normal weightings**  
**Q5. If there was a referendum on the UK's membership of the European Union (EU) taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?**  
**Base: All Respondents**

|                               | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|-------------------------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                               |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total              | 5008  | 2302   | 2706   | 1180  | 1869  | 1959  | 1377  | 2025  | 723   | 876   | 441       | 448             | 806        | 415        | 694   | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total                | 5008  | 2431   | 2577   | 1430  | 1776  | 1802  | 1369  | 2034  | 674   | 926   | 639       | 466             | 688        | 422        | 241   | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 10 (would definitely vote)    | 3147  | 1649   | 1498   | 655   | 1079  | 1413  | 918   | 1314  | 434   | 478   | 366       | 298             | 440        | 267        | 158   | 212           | 284           | 305      | 284                | 126        | 342        | 65               |
|                               | 62.8% | 67.8%  | 58.1%  | 45.8% | 60.7% | 78.4% | 67.0% | 64.6% | 64.5% | 51.6% | 57.2%     | 63.9%           | 63.9%      | 63.4%      | 65.3% | 58.6%         | 63.6%         | 72.3%    | 68.8%              | 61.1%      | 60.7%      | 46.5%            |
| 9                             | 426   | 225    | 201    | 130   | 159   | 137   | 137   | 172   | 51    | 65    | 68        | 33              | 62         | 40         | 15    | 33            | 42            | 35       | 28                 | 16         | 51         | 6                |
|                               | 8.5%  | 9.2%   | 7.8%   | 9.1%  | 9.0%  | 7.6%  | 10.0% | 8.4%  | 7.6%  | 7.1%  | 10.6%     | 7.1%            | 9.0%       | 9.4%       | 6.0%  | 9.0%          | 9.3%          | 8.2%     | 6.8%               | 7.5%       | 9.1%       | 4.0%             |
| 8                             | 362   | 147    | 215    | 136   | 155   | 72    | 109   | 131   | 33    | 88    | 55        | 39              | 46         | 32         | 13    | 30            | 28            | 32       | 32                 | 14         | 37         | 5                |
|                               | 7.2%  | 6.0%   | 8.4%   | 9.5%  | 8.7%  | 4.0%  | 8.0%  | 6.5%  | 4.9%  | 9.5%  | 8.5%      | 8.3%            | 6.8%       | 7.6%       | 5.4%  | 8.2%          | 6.2%          | 7.5%     | 7.8%               | 6.9%       | 6.6%       | 3.3%             |
| 7                             | 196   | 79     | 117    | 99    | 71    | 26    | 58    | 63    | 28    | 46    | 34        | 22              | 31         | 16         | 6     | 14            | 19            | 8        | 10                 | 4          | 30         | 3                |
|                               | 3.9%  | 3.3%   | 4.5%   | 6.9%  | 4.0%  | 1.4%  | 4.2%  | 3.1%  | 4.1%  | 5.0%  | 5.3%      | 4.6%            | 4.5%       | 3.8%       | 2.6%  | 3.8%          | 4.3%          | 2.0%     | 2.4%               | 1.8%       | 5.3%       | 2.0%             |
| 6                             | 157   | 58     | 99     | 78    | 52    | 27    | 34    | 71    | 24    | 28    | 29        | 14              | 14         | 7          | 11    | 12            | 11            | 9        | 7                  | 7          | 16         | 22               |
|                               | 3.1%  | 2.4%   | 3.8%   | 5.5%  | 2.9%  | 1.5%  | 2.5%  | 3.5%  | 3.5%  | 3.1%  | 4.5%      | 3.0%            | 2.1%       | 1.6%       | 4.4%  | 3.3%          | 2.5%          | 2.0%     | 1.7%               | 3.2%       | 2.8%       | 15.6%            |
| 5                             | 349   | 123    | 226    | 171   | 129   | 49    | 45    | 149   | 41    | 114   | 45        | 28              | 47         | 39         | 15    | 27            | 28            | 16       | 28                 | 24         | 34         | 19               |
|                               | 7.0%  | 5.1%   | 8.8%   | 12.0% | 7.3%  | 2.7%  | 3.3%  | 7.3%  | 6.2%  | 12.3% | 7.0%      | 5.9%            | 6.8%       | 9.2%       | 6.2%  | 7.5%          | 6.3%          | 3.9%     | 6.7%               | 11.6%      | 6.1%       | 13.4%            |
| 4                             | 54    | 21     | 32     | 25    | 20    | 9     | 12    | 16    | 14    | 12    | 8         | 4               | 8          | 3          | 3     | 1             | 5             | *        | 5                  | 1          | 13         | 3                |
|                               | 1.1%  | 0.9%   | 1.3%   | 1.8%  | 1.1%  | *     | 0.9%  | 0.8%  | 2.0%  | 1.3%  | 1.3%      | 0.9%            | 1.2%       | 0.8%       | 1.2%  | *             | 1.1%          | *        | 1.1%               | *          | 2.3%       | 2.2%             |
| 3                             | 28    | 10     | 18     | 13    | 12    | 3     | 4     | 13    | 5     | 7     | 3         | 3               | 1          | 2          | 1     | 4             | 3             | 2        | 1                  | 1          | 5          | 1                |
|                               | 0.6%  | *      | 0.7%   | 0.9%  | 0.7%  | *     | *     | 0.6%  | 0.7%  | 0.7%  | *         | 0.7%            | *          | *          | 0.6%  | 1.0%          | 0.8%          | 0.5%     | *                  | 0.7%       | 0.9%       | *                |
| 2                             | 34    | 17     | 17     | 17    | 11    | 6     | 4     | 11    | 3     | 17    | 1         | 1               | 4          | 6          | 1     | 2             | 6             | 1        | 1                  | 1          | 4          | 7                |
|                               | 0.7%  | 0.7%   | 0.7%   | 1.2%  | 0.6%  | *     | *     | 0.5%  | *     | 1.9%  | *         | *               | 0.6%       | 1.4%       | 0.5%  | 0.6%          | 1.2%          | *        | *                  | *          | 0.7%       | 5.0%             |
| 1                             | 24    | 4      | 20     | 14    | 6     | 4     | 5     | 9     | 2     | 9     | 4         | 3               | 8          | -          | 2     | 1             | -             | 1        | -                  | 1          | 4          | -                |
|                               | *     | *      | 0.8%   | 0.9%  | *     | *     | *     | *     | *     | 1.0%  | 0.6%      | 0.7%            | 1.1%       | -          | 1.0%  | *             | -             | *        | -                  | *          | 0.7%       | -                |
| 0 (would definitely not vote) | 231   | 97     | 134    | 91    | 82    | 58    | 44    | 86    | 40    | 62    | 28        | 21              | 27         | 11         | 16    | 27            | 21            | 12       | 18                 | 13         | 27         | 10               |
|                               | 4.6%  | 4.0%   | 5.2%   | 6.4%  | 4.6%  | 3.2%  | 3.2%  | 4.2%  | 5.9%  | 6.7%  | 4.4%      | 4.6%            | 3.9%       | 2.5%       | 6.7%  | 7.4%          | 4.6%          | 2.9%     | 4.3%               | 6.3%       | 4.9%       | 7.5%             |
| SIGMA                         | 5008  | 2431   | 2577   | 1430  | 1776  | 1802  | 1369  | 2034  | 674   | 926   | 639       | 466             | 688        | 422        | 241   | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                               | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

Survation.

# EU Referendum Attitudes Poll

**Table 24**  
**Q5. Normal weightings**  
**Q5. If there was a referendum on the UK's membership of the European Union (EU) taking place tomorrow, how likely do you think you would be to vote on a scale of 0 to 10?**  
**Base: All Respondents**

|                               | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|-------------------------------|-------|----------------|-------|-------|-------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|                               |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total              | 5008  | 1384           | 1292  | 311   | 580   | 506   | 788          | 1434             | 1329  | 268   | 611   | 527   | 556       | 2104                           | 1749  | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total                | 5008  | 1541           | 1277  | 325   | 527   | 412   | 780          | 1581             | 1299  | 267   | 568   | 448   | 545       | 2109                           | 1704  | 964       | 1473                       | 1130           | 1210                                 |
| 10 (would definitely vote)    | 3147  | 1115           | 825   | 208   | 421   | 293   | 213          | 1116             | 811   | 163   | 415   | 315   | 250       | 1407                           | 1314  | 426       | 1022                       | 889            | 810                                  |
|                               | 62.8% | 72.3%          | 64.6% | 63.8% | 79.8% | 71.1% | 27.4%        | 70.6%            | 62.4% | 61.0% | 73.0% | 70.3% | 45.8%     | 66.7%                          | 77.1% | 44.2%     | 69.4%                      | 78.6%          | 67.0%                                |
| 9                             | 426   | 141            | 115   | 47    | 34    | 37    | 45           | 136              | 116   | 30    | 47    | 34    | 52        | 210                            | 136   | 79        | 143                        | 56             | 148                                  |
|                               | 8.5%  | 9.1%           | 9.0%  | 14.4% | 6.5%  | 9.0%  | 5.8%         | 8.6%             | 8.9%  | 11.1% | 8.3%  | 7.6%  | 9.5%      | 10.0%                          | 8.0%  | 8.2%      | 9.7%                       | 4.9%           | 12.2%                                |
| 8                             | 362   | 101            | 105   | 31    | 19    | 34    | 60           | 106              | 110   | 28    | 23    | 28    | 58        | 173                            | 80    | 109       | 117                        | 52             | 85                                   |
|                               | 7.2%  | 6.6%           | 8.2%  | 9.7%  | 3.7%  | 8.3%  | 7.8%         | 6.7%             | 8.5%  | 10.6% | 4.0%  | 6.3%  | 10.7%     | 8.2%                           | 4.7%  | 11.3%     | 7.9%                       | 4.6%           | 7.0%                                 |
| 7                             | 196   | 56             | 43    | 15    | 12    | 13    | 44           | 57               | 51    | 17    | 22    | 14    | 28        | 89                             | 55    | 52        | 48                         | 40             | 56                                   |
|                               | 3.9%  | 3.6%           | 3.4%  | 4.5%  | 2.2%  | 3.2%  | 5.6%         | 3.6%             | 3.9%  | 6.2%  | 3.8%  | 3.0%  | 5.1%      | 4.2%                           | 3.2%  | 5.4%      | 3.3%                       | 3.6%           | 4.6%                                 |
| 6                             | 157   | 23             | 49    | 6     | 4     | 9     | 54           | 30               | 53    | 4     | 12    | 14    | 30        | 74                             | 31    | 52        | 39                         | 27             | 39                                   |
|                               | 3.1%  | 1.5%           | 3.8%  | 1.7%  | 0.7%  | 2.3%  | 7.0%         | 1.9%             | 4.0%  | 1.3%  | 2.2%  | 3.2%  | 5.5%      | 3.5%                           | 1.8%  | 5.4%      | 2.6%                       | 2.4%           | 3.3%                                 |
| 5                             | 349   | 52             | 85    | 14    | 14    | 15    | 153          | 70               | 96    | 20    | 22    | 19    | 79        | 102                            | 61    | 186       | 63                         | 45             | 55                                   |
|                               | 7.0%  | 3.4%           | 6.7%  | 4.3%  | 2.6%  | 3.7%  | 19.6%        | 4.4%             | 7.4%  | 7.6%  | 3.8%  | 4.3%  | 14.5%     | 4.8%                           | 3.6%  | 19.3%     | 4.3%                       | 4.0%           | 4.5%                                 |
| 4                             | 54    | 12             | 14    | 1     | 2     | 4     | 19           | 13               | 13    | 1     | 10    | 10    | 6         | 21                             | 11    | 21        | 16                         | 8              | 8                                    |
|                               | 1.1%  | 0.8%           | 1.1%  | *     | *     | 0.9%  | 2.5%         | 0.8%             | 1.0%  | 0.5%  | 1.7%  | 2.3%  | 1.0%      | 1.0%                           | 0.6%  | 2.2%      | 1.1%                       | 0.8%           | 0.6%                                 |
| 3                             | 28    | 3              | 7     | 1     | 3     | 1     | 11           | 3                | 7     | 1     | 3     | 1     | 9         | 9                              | 8     | 10        | 7                          | 7              | 4                                    |
|                               | 0.6%  | *              | 0.5%  | *     | 0.6%  | *     | 1.4%         | *                | 0.5%  | 0.5%  | 0.6%  | *     | 1.7%      | *                              | *     | 1.1%      | *                          | 0.6%           | *                                    |
| 2                             | 34    | 2              | 4     | -     | 2     | -     | 26           | 3                | 8     | 1     | 1     | 4     | 13        | 16                             | 3     | 15        | 12                         | 3              | 4                                    |
|                               | 0.7%  | *              | *     | -     | *     | -     | 3.3%         | *                | 0.6%  | *     | *     | 0.9%  | 2.4%      | 0.8%                           | *     | 1.6%      | 0.8%                       | *              | *                                    |
| 1                             | 24    | 1              | 6     | -     | *     | -     | 16           | 3                | 7     | -     | 1     | -     | 6         | 7                              | 4     | 13        | 6                          | 4              | 1                                    |
|                               | *     | *              | *     | -     | *     | -     | 2.0%         | *                | 0.5%  | -     | *     | -     | 1.2%      | *                              | *     | 1.3%      | *                          | *              | *                                    |
| 0 (would definitely not vote) | 231   | 35             | 23    | 3     | 16    | 5     | 138          | 42               | 28    | 2     | 12    | 8     | 14        | -                              | -     | -         | -                          | -              | -                                    |
|                               | 4.6%  | 2.3%           | 1.8%  | 0.8%  | 3.1%  | 1.2%  | 17.7%        | 2.7%             | 2.2%  | 0.8%  | 2.2%  | 1.7%  | 2.6%      | -                              | -     | -         | -                          | -              | -                                    |
| SIGMA                         | 5008  | 1541           | 1277  | 325   | 527   | 412   | 780          | 1581             | 1299  | 267   | 568   | 448   | 545       | 2109                           | 1704  | 964       | 1473                       | 1130           | 1210                                 |
|                               | 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%  | 100%  | 100%  | 100%  | 100%      | 100%                           | 100%  | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

EU Referendum Attitudes Poll

Table 25  
Q6. Normal weightings  
Q6. Imagine there was a referendum today with the question “Should the United Kingdom remain a member of the European Union?” How would you vote?  
Base: Likely to vote

|                  | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|------------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 4782  | 2220   | 2562   | 1108  | 1771  | 1903  | 1342  | 1933  | 689   | 811   | 423       | 430             | 772        | 403        | 651   | 329           | 373           | 376      | 264                | 187        | 490        | 84               |
| Weighted Total   | 4777  | 2333   | 2443   | 1339  | 1693  | 1745  | 1325  | 1949  | 634   | 864   | 611       | 445             | 661        | 412        | 225   | 335           | 427           | 410      | 395                | 193        | 535        | 128              |
| Yes              | 2109  | 1087   | 1021   | 761   | 704   | 644   | 721   | 864   | 249   | 274   | 345       | 180             | 258        | 152        | 107   | 132           | 183           | 212      | 187                | 86         | 218        | 49               |
|                  | 44.1% | 46.6%  | 41.8%  | 56.9% | 41.6% | 36.9% | 54.4% | 44.4% | 39.3% | 31.7% | 56.4%     | 40.4%           | 39.0%      | 36.9%      | 47.5% | 39.3%         | 43.0%         | 51.8%    | 47.4%              | 44.8%      | 40.7%      | 38.1%            |
| No               | 1704  | 886    | 819    | 309   | 614   | 781   | 403   | 658   | 274   | 367   | 135       | 187             | 252        | 178        | 78    | 127           | 155           | 133      | 133                | 62         | 210        | 54               |
|                  | 35.7% | 38.0%  | 33.5%  | 23.1% | 36.3% | 44.8% | 30.4% | 33.7% | 43.2% | 42.5% | 22.1%     | 42.1%           | 38.2%      | 43.2%      | 34.9% | 37.8%         | 36.2%         | 32.4%    | 33.6%              | 32.2%      | 39.2%      | 42.3%            |
| Undecided        | 964   | 360    | 603    | 269   | 375   | 320   | 202   | 427   | 111   | 224   | 131       | 78              | 151        | 82         | 40    | 77            | 89            | 65       | 75                 | 44         | 108        | 25               |
|                  | 20.2% | 15.4%  | 24.7%  | 20.1% | 22.2% | 18.3% | 15.2% | 21.9% | 17.5% | 25.9% | 21.5%     | 17.5%           | 22.8%      | 19.9%      | 17.7% | 22.9%         | 20.8%         | 15.8%    | 19.0%              | 23.0%      | 20.1%      | 19.7%            |
| SIGMA            | 4777  | 2333   | 2443   | 1339  | 1693  | 1745  | 1325  | 1949  | 634   | 864   | 611       | 445             | 661        | 412        | 225   | 335           | 427           | 410      | 395                | 193        | 535        | 128              |
|                  | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

## EU Referendum Attitudes Poll

Table 26

Q6. Normal weightings

Q6. Imagine there was a referendum today with the question “Should the United Kingdom remain a member of the European Union?” How would you vote?

Base: Likely to vote

|                  | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|-------|----------------|-------|-------|-------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 4782  | 1356           | 1270  | 307   | 568   | 501   | 644          | 1402             | 1301  | 264   | 601   | 522   | 540       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 4777  | 1507           | 1254  | 322   | 511   | 407   | 642          | 1538             | 1270  | 265   | 556   | 440   | 531       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Yes              | 2109  | 584            | 726   | 191   | 52    | 219   | 307          | 619              | 747   | 172   | 65    | 263   | 189       | 2109                           | -      | -         | 1419                       | 100            | 589                                  |
|                  | 44.1% | 38.8%          | 57.9% | 59.3% | 10.1% | 53.8% | 47.8%        | 40.3%            | 58.8% | 64.7% | 11.7% | 59.8% | 35.7%     | 100.0%                         | -      | -         | 96.4%                      | 8.9%           | 48.7%                                |
| No               | 1704  | 556            | 297   | 70    | 415   | 122   | 199          | 573              | 301   | 50    | 446   | 119   | 146       | -                              | 1704   | -         | 54                         | 1030           | 620                                  |
|                  | 35.7% | 36.9%          | 23.7% | 21.6% | 81.2% | 30.0% | 31.0%        | 37.2%            | 23.7% | 18.7% | 80.3% | 27.1% | 27.5%     | -                              | 100.0% | -         | 3.6%                       | 91.1%          | 51.3%                                |
| Undecided        | 964   | 367            | 231   | 62    | 45    | 66    | 136          | 346              | 222   | 44    | 44    | 58    | 195       | -                              | -      | 964       | -                          | -              | -                                    |
|                  | 20.2% | 24.3%          | 18.4% | 19.1% | 8.7%  | 16.2% | 21.2%        | 22.5%            | 17.5% | 16.6% | 8.0%  | 13.1% | 36.8%     | -                              | -      | 100.0%    | -                          | -              | -                                    |
| SIGMA            | 4777  | 1507           | 1254  | 322   | 511   | 407   | 642          | 1538             | 1270  | 265   | 556   | 440   | 531       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%  | 100%  | 100%  | 100%  | 100%      | 100%                           | 100%   | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

# EU Referendum Attitudes Poll

Table 27  
Q6. Normal weightings & likelihood to vote  
Q6. Imagine there was a referendum today with the question “Should the United Kingdom remain a member of the European Union?” How would you vote?  
Base: Likely to vote

|                  | Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|------------------|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 4782  | 2220   | 2562   | 1108  | 1771  | 1903  | 1342  | 1933  | 689   | 811   | 423       | 430             | 772        | 403        | 651   | 329           | 373           | 376      | 264                | 187        | 490        | 84               |
| Weighted Total   | 4777  | 2392   | 2385   | 1234  | 1686  | 1857  | 1366  | 1958  | 637   | 812   | 603       | 448             | 662        | 410        | 226   | 333           | 428           | 428      | 406                | 191        | 529        | 112              |
| Yes              | 2137  | 1117   | 1019   | 735   | 706   | 696   | 754   | 871   | 243   | 268   | 347       | 180             | 261        | 151        | 107   | 135           | 183           | 226      | 195                | 88         | 218        | 46               |
|                  | 44.7% | 46.7%  | 42.7%  | 59.6% | 41.9% | 37.5% | 55.2% | 44.5% | 38.1% | 33.0% | 57.5%     | 40.3%           | 39.4%      | 36.8%      | 47.6% | 40.4%         | 42.7%         | 52.7%    | 47.9%              | 46.3%      | 41.3%      | 40.9%            |
| No               | 1788  | 943    | 845    | 294   | 644   | 850   | 423   | 697   | 293   | 372   | 140       | 198             | 264        | 185        | 84    | 132           | 167           | 141      | 143                | 65         | 220        | 50               |
|                  | 37.4% | 39.4%  | 35.4%  | 23.8% | 38.2% | 45.8% | 31.0% | 35.6% | 46.1% | 45.9% | 23.2%     | 44.1%           | 39.8%      | 45.1%      | 37.0% | 39.6%         | 38.9%         | 32.9%    | 35.3%              | 34.2%      | 41.6%      | 44.9%            |
| Undecided        | 852   | 332    | 520    | 205   | 336   | 311   | 189   | 391   | 101   | 171   | 117       | 70              | 138        | 74         | 35    | 67            | 79            | 61       | 68                 | 37         | 91         | 16               |
|                  | 17.8% | 13.9%  | 21.8%  | 16.6% | 19.9% | 16.8% | 13.9% | 19.9% | 15.8% | 21.1% | 19.3%     | 15.6%           | 20.8%      | 18.1%      | 15.3% | 20.0%         | 18.4%         | 14.4%    | 16.7%              | 19.6%      | 17.1%      | 14.2%            |
| SIGMA            | 4777  | 2392   | 2385   | 1234  | 1686  | 1857  | 1366  | 1958  | 637   | 812   | 603       | 448             | 662        | 410        | 226   | 333           | 428           | 428      | 406                | 191        | 529        | 112              |
|                  | 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |

## EU Referendum Attitudes Poll

Table 28

Q6. Normal weightings & likelihood to vote

Q6. Imagine there was a referendum today with the question “Should the United Kingdom remain a member of the European Union?” How would you vote?

Base: Likely to vote

|                  | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|-------|----------------|-------|-------|-------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 4782  | 1356           | 1270  | 307   | 568   | 501   | 644          | 1402             | 1301  | 264   | 601   | 522   | 540       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 4777  | 1577           | 1259  | 332   | 545   | 424   | 515          | 1595             | 1263  | 266   | 576   | 449   | 480       | 2137                           | 1788   | 852       | 1506                       | 1180           | 1239                                 |
| Yes              | 2137  | 614            | 753   | 200   | 50    | 233   | 257          | 643              | 764   | 176   | 57    | 271   | 180       | 2137                           | -      | -         | 1456                       | 94             | 587                                  |
|                  | 44.7% | 39.0%          | 59.8% | 60.3% | 9.1%  | 55.0% | 49.9%        | 40.4%            | 60.5% | 66.2% | 9.8%  | 60.4% | 37.5%     | 100.0%                         | -      | -         | 96.7%                      | 7.9%           | 47.4%                                |
| No               | 1788  | 599            | 314   | 72    | 452   | 129   | 176          | 608              | 317   | 49    | 481   | 126   | 143       | -                              | 1788   | -         | 50                         | 1086           | 652                                  |
|                  | 37.4% | 38.0%          | 24.9% | 21.6% | 83.0% | 30.5% | 34.3%        | 38.2%            | 25.1% | 18.4% | 83.4% | 28.1% | 29.8%     | -                              | 100.0% | -         | 3.3%                       | 92.1%          | 52.6%                                |
| Undecided        | 852   | 364            | 192   | 60    | 43    | 62    | 81           | 343              | 181   | 41    | 39    | 52    | 157       | -                              | -      | 852       | -                          | -              | -                                    |
|                  | 17.8% | 23.1%          | 15.3% | 18.1% | 7.9%  | 14.5% | 15.8%        | 21.5%            | 14.4% | 15.4% | 6.7%  | 11.5% | 32.7%     | -                              | -      | 100.0%    | -                          | -              | -                                    |
| SIGMA            | 4777  | 1577           | 1259  | 332   | 545   | 424   | 515          | 1595             | 1263  | 266   | 576   | 449   | 480       | 2137                           | 1788   | 852       | 1506                       | 1180           | 1239                                 |
|                  | 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%  | 100%  | 100%  | 100%  | 100%      | 100%                           | 100%   | 100%      | 100%                       | 100%           | 100%                                 |

Survation.

EU Referendum Attitudes Poll

Table 29  
Q6. Normal weightings & likelihood to vote, with undecided removed  
Q6. Imagine there was a referendum today with the question “Should the United Kingdom remain a member of the European Union?” How would you vote?  
Base: Likely to vote

Unweighted Total  
Weighted Total  
Yes  
  
No  
  
SIGMA

| Total | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|-------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|       | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 3853  | 1888   | 1965   | 907   | 1384  | 1562  | 1124  | 1535  | 567   | 622   | 339       | 350             | 610        | 325        | 531   | 257           | 293           | 315      | 214                | 148        | 397        | 74               |
| 3925  | 2060   | 1864   | 1029  | 1350  | 1546  | 1176  | 1568  | 536   | 641   | 486       | 378             | 524        | 336        | 191   | 267           | 350           | 367      | 338                | 153        | 439        | 96               |
| 2137  | 1117   | 1019   | 735   | 706   | 696   | 754   | 871   | 243   | 268   | 347       | 180             | 261        | 151        | 107   | 135           | 183           | 226      | 195                | 88         | 218        | 46               |
| 54.4% | 54.2%  | 54.7%  | 71.5% | 52.3% | 45.0% | 64.1% | 55.6% | 45.3% | 41.9% | 71.3%     | 47.7%           | 49.7%      | 45.0%      | 56.2% | 50.5%         | 52.3%         | 61.5%    | 57.6%              | 57.5%      | 49.8%      | 47.7%            |
| 1788  | 943    | 845    | 294   | 644   | 850   | 423   | 697   | 293   | 372   | 140       | 198             | 264        | 185        | 84    | 132           | 167           | 141      | 143                | 65         | 220        | 50               |
| 45.6% | 45.8%  | 45.3%  | 28.5% | 47.7% | 55.0% | 35.9% | 44.4% | 54.7% | 58.1% | 28.7%     | 52.3%           | 50.3%      | 55.0%      | 43.8% | 49.5%         | 47.7%         | 38.5%    | 42.4%              | 42.5%      | 50.2%      | 52.3%            |
| 3925  | 2060   | 1864   | 1029  | 1350  | 1546  | 1176  | 1568  | 536   | 641   | 486       | 378             | 524        | 336        | 191   | 267           | 350           | 367      | 338                | 153        | 439        | 96               |
| 100%  | 100%   | 100%   | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%      | 100%            | 100%       | 100%       | 100%  | 100%          | 100%          | 100%     | 100%               | 100%       | 100%       | 100%             |



## EU Referendum Attitudes Poll

Table 30

Q6. Normal weightings & likelihood to vote, with undecided removed

Q6. Imagine there was a referendum today with the question “Should the United Kingdom remain a member of the European Union?” How would you vote?

Base: Likely to vote

Unweighted Total

Weighted Total

Yes

No

SIGMA

| Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------|----------------|-------|-------|-------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| 3853  | 1023           | 1050  | 249   | 522   | 423   | 510          | 1078             | 1084  | 221   | 558   | 458   | 344       | 2104                           | 1749   | 0         | 1470                       | 1156           | 1227                                 |
| 3925  | 1213           | 1067  | 272   | 502   | 362   | 434          | 1252             | 1082  | 225   | 537   | 398   | 323       | 2137                           | 1788   | 0         | 1506                       | 1180           | 1239                                 |
| 2137  | 614            | 753   | 200   | 50    | 233   | 257          | 643              | 764   | 176   | 57    | 271   | 180       | 2137                           | -      | -         | 1456                       | 94             | 587                                  |
| 54.4% | 50.6%          | 70.6% | 73.6% | 9.9%  | 64.3% | 59.3%        | 51.4%            | 70.7% | 78.2% | 10.5% | 68.2% | 55.7%     | 100.0%                         | -      | -         | 96.7%                      | 7.9%           | 47.4%                                |
| 1788  | 599            | 314   | 72    | 452   | 129   | 176          | 608              | 317   | 49    | 481   | 126   | 143       | -                              | 1788   | -         | 50                         | 1086           | 652                                  |
| 45.6% | 49.4%          | 29.4% | 26.4% | 90.1% | 35.7% | 40.7%        | 48.6%            | 29.3% | 21.8% | 89.5% | 31.8% | 44.3%     | -                              | 100.0% | -         | 3.3%                       | 92.1%          | 52.6%                                |
| 3925  | 1213           | 1067  | 272   | 502   | 362   | 434          | 1252             | 1082  | 225   | 537   | 398   | 323       | 2137                           | 1788   | -         | 1506                       | 1180           | 1239                                 |
| 100%  | 100%           | 100%  | 100%  | 100%  | 100%  | 100%         | 100%             | 100%  | 100%  | 100%  | 100%  | 100%      | 100%                           | 100%   | 100%      | 100%                       | 100%           | 100%                                 |

# Survation.

# EU Referendum Attitudes Poll

**Table 31**  
**Q7. Normal weightings**  
**Q7. It has been proposed to hold the referendum after a period of renegotiation of the UK's membership terms. Which of the following statements is closest to your opinion?**  
**Base: Decided to vote yes or no**

|   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                     |            |            |                  |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|---------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humber-side | North East | North West | Northern Ireland |
| Unweighted Total  | 3853   | 1888   | 1965   | 907    | 1384   | 1562   | 1124   | 1535   | 567    | 622    | 339       | 350             | 610        | 325        | 531    | 257           | 293           | 315      | 214                 | 148        | 397        | 74               |
| Weighted Total  | 3813   | 1973   | 1840   | 1070   | 1318   | 1425   | 1123   | 1522   | 523    | 641    | 480       | 367             | 510        | 330        | 185    | 258           | 338           | 345      | 320                 | 149        | 427        | 103              |
| I will definitely vote to stay in the EU, regardless of the renegotiation   | 1473   | 767    | 706    | 533    | 496    | 443    | 512    | 615    | 163    | 182    | 233       | 140             | 156        | 105        | 72     | 86            | 127           | 163      | 135                 | 52         | 161        | 43               |
|   | 38.6%  | 38.9%  | 38.4%  | 49.8%  | 37.7%  | 31.1%  | 45.5%  | 40.4%  | 31.2%  | 28.4%  | 48.6%     | 38.2%           | 30.6%      | 31.8%      | 39.1%  | 33.2%         | 37.6%         | 47.2%    | 42.0%               | 35.1%      | 37.7%      | 41.6%            |
| I will definitely vote to leave the EU, regardless of the renegotiation     | 1130   | 588    | 543    | 225    | 400    | 505    | 258    | 399    | 196    | 276    | 106       | 113             | 160        | 109        | 57     | 82            | 111           | 101      | 92                  | 39         | 132        | 29               |
|   | 29.6%  | 29.8%  | 29.5%  | 21.0%  | 30.4%  | 35.5%  | 23.0%  | 26.2%  | 37.6%  | 43.1%  | 22.2%     | 30.7%           | 31.5%      | 33.1%      | 30.8%  | 31.7%         | 32.9%         | 29.2%    | 28.6%               | 25.9%      | 30.9%      | 28.2%            |
| I will consider switching my vote based on the outcome of the renegotiation | 1210   | 618    | 591    | 312    | 421    | 477    | 353    | 508    | 163    | 183    | 141       | 115             | 194        | 116        | 56     | 91            | 100           | 82       | 94                  | 58         | 134        | 31               |
|   | 31.7%  | 31.3%  | 32.1%  | 29.1%  | 32.0%  | 33.4%  | 31.5%  | 33.4%  | 31.2%  | 28.5%  | 29.3%     | 31.2%           | 37.9%      | 35.2%      | 30.1%  | 35.1%         | 29.5%         | 23.6%    | 29.3%               | 39.0%      | 31.4%      | 30.3%            |
| SIGMA   | 3813   | 1973   | 1840   | 1070   | 1318   | 1425   | 1123   | 1522   | 523    | 641    | 480       | 367             | 510        | 330        | 185    | 258           | 338           | 345      | 320                 | 149        | 427        | 103              |
|   | 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 Attitudes Poll

**Table 32**  
**Q7. Normal weightings**  
**Q7. It has been proposed to hold the referendum after a period of renegotiation of the UK's membership terms. Which of the following statements is closest to your opinion?**  
**Base: Decided to vote yes or no**

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 3853   | 1023           | 1050   | 249    | 522    | 423    | 510          | 1078             | 1084   | 221    | 558    | 458    | 344       | 2104                           | 1749   | 0         | 1470                       | 1156           | 1227                                 |
| Weighted Total  | 3813   | 1140           | 1023   | 261    | 466    | 341    | 506          | 1192             | 1048   | 221    | 511    | 382    | 336       | 2109                           | 1704   | 0         | 1473                       | 1130           | 1210                                 |
| I will definitely vote to stay in the EU, regardless of the renegotiation   | 1473   | 360            | 542    | 134    | 32     | 179    | 208          | 377              | 559    | 125    | 44     | 223    | 112       | 1419                           | 54     | -         | 1473                       | -              | -                                    |
|   | 38.6%  | 31.6%          | 53.0%  | 51.4%  | 6.8%   | 52.3%  | 41.2%        | 31.6%            | 53.3%  | 56.7%  | 8.7%   | 58.2%  | 33.3%     | 67.3%                          | 3.1%   | -         | 100.0%                     | -              | -                                    |
| I will definitely vote to leave the EU, regardless of the renegotiation     | 1130   | 313            | 199    | 40     | 314    | 83     | 142          | 327              | 215    | 33     | 350    | 71     | 79        | 100                            | 1030   | -         | -                          | 1130           | -                                    |
|   | 29.6%  | 27.5%          | 19.5%  | 15.3%  | 67.4%  | 24.4%  | 28.1%        | 27.4%            | 20.5%  | 14.9%  | 68.4%  | 18.6%  | 23.6%     | 4.8%                           | 60.5%  | -         | -                          | 100.0%         | -                                    |
| I will consider switching my vote based on the outcome of the renegotiation | 1210   | 467            | 282    | 87     | 121    | 80     | 155          | 489              | 274    | 63     | 117    | 88     | 145       | 589                            | 620    | -         | -                          | -              | 1210                                 |
|   | 31.7%  | 41.0%          | 27.5%  | 33.3%  | 25.9%  | 23.3%  | 30.7%        | 41.0%            | 26.1%  | 28.4%  | 22.9%  | 23.2%  | 43.1%     | 27.9%                          | 36.4%  | -         | -                          | -              | 100.0%                               |
| SIGMA   | 3813   | 1140           | 1023   | 261    | 466    | 341    | 506          | 1192             | 1048   | 221    | 511    | 382    | 336       | 2109                           | 1704   | -         | 1473                       | 1130           | 1210                                 |
|   | 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 Attitudes Poll

Table 33

Q8. Normal weightings

Q8. If the UK was not already a member of the European Union, would you support or oppose a proposal for the UK to join the European Union?

Base: All Respondents

|                            | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                            |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total           | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total             | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Strongly support           | 898    | 501    | 397    | 345    | 279    | 274    | 330    | 353    | 107    | 108    | 150       | 84              | 103        | 54         | 50     | 57            | 69            | 99       | 91                 | 28         | 88         | 25               |
|                            | 17.9%  | 20.6%  | 15.4%  | 24.1%  | 15.7%  | 15.2%  | 24.1%  | 17.3%  | 15.9%  | 11.6%  | 23.5%     | 17.9%           | 14.9%      | 12.9%      | 20.9%  | 15.7%         | 15.5%         | 23.4%    | 22.1%              | 13.4%      | 15.7%      | 18.0%            |
| Somewhat support           | 929    | 451    | 478    | 373    | 309    | 247    | 307    | 369    | 107    | 145    | 161       | 87              | 108        | 68         | 40     | 63            | 89            | 93       | 56                 | 38         | 109        | 18               |
|                            | 18.6%  | 18.5%  | 18.6%  | 26.1%  | 17.4%  | 13.7%  | 22.4%  | 18.1%  | 15.9%  | 15.6%  | 25.2%     | 18.7%           | 15.6%      | 16.0%      | 16.5%  | 17.5%         | 19.8%         | 22.1%    | 13.5%              | 18.5%      | 19.3%      | 13.0%            |
| Neither support nor oppose | 684    | 310    | 374    | 249    | 272    | 164    | 161    | 266    | 101    | 157    | 118       | 50              | 103        | 53         | 29     | 46            | 55            | 51       | 58                 | 30         | 74         | 17               |
|                            | 13.7%  | 12.7%  | 14.5%  | 17.4%  | 15.3%  | 9.1%   | 11.8%  | 13.1%  | 15.0%  | 16.9%  | 18.4%     | 10.7%           | 15.0%      | 12.5%      | 11.9%  | 12.8%         | 12.4%         | 12.1%    | 14.1%              | 14.4%      | 13.2%      | 12.5%            |
| Somewhat oppose            | 713    | 320    | 393    | 129    | 271    | 312    | 192    | 291    | 97     | 132    | 48        | 66              | 115        | 68         | 32     | 53            | 62            | 48       | 82                 | 25         | 87         | 27               |
|                            | 14.2%  | 13.2%  | 15.2%  | 9.0%   | 15.3%  | 17.3%  | 14.0%  | 14.3%  | 14.4%  | 14.2%  | 7.5%      | 14.2%           | 16.7%      | 16.2%      | 13.4%  | 14.5%         | 13.9%         | 11.4%    | 19.8%              | 12.2%      | 15.5%      | 19.4%            |
| Strongly oppose            | 1276   | 694    | 583    | 163    | 435    | 678    | 292    | 514    | 217    | 251    | 122       | 133             | 183        | 132        | 64     | 96            | 117           | 96       | 88                 | 54         | 150        | 39               |
|                            | 25.5%  | 28.5%  | 22.6%  | 11.4%  | 24.5%  | 37.6%  | 21.3%  | 25.3%  | 32.3%  | 27.1%  | 19.1%     | 28.5%           | 26.6%      | 31.4%      | 26.7%  | 26.5%         | 26.2%         | 22.8%    | 21.4%              | 26.1%      | 26.7%      | 28.4%            |
| Don't know                 | 507    | 156    | 352    | 170    | 210    | 127    | 87     | 242    | 44     | 134    | 40        | 46              | 77         | 46         | 26     | 47            | 55            | 35       | 38                 | 32         | 54         | 12               |
|                            | 10.1%  | 6.4%   | 13.7%  | 11.9%  | 11.8%  | 7.1%   | 6.4%   | 11.9%  | 6.5%   | 14.5%  | 6.3%      | 9.9%            | 11.2%      | 11.0%      | 10.7%  | 13.0%         | 12.2%         | 8.2%     | 9.1%               | 15.3%      | 9.6%       | 8.7%             |
| SIGMA                      | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                            | 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 Attitudes Poll

Table 34

Q8. Normal weightings

Q8. If the UK was not already a member of the European Union, would you support or oppose a proposal for the UK to join the European Union?

Base: All Respondents

|                            | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|----------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                            |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total           | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total             | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Strongly support           | 898    | 214            | 336    | 68     | 23     | 102    | 138          | 234              | 366    | 71     | 26     | 120    | 50        | 824                            | 42     | 7         | 709                        | 54             | 102                                  |
|                            | 17.9%  | 13.9%          | 26.3%  | 21.0%  | 4.5%   | 24.9%  | 17.7%        | 14.8%            | 28.2%  | 26.5%  | 4.6%   | 26.7%  | 9.2%      | 39.1%                          | 2.5%   | 0.8%      | 48.1%                      | 4.8%           | 8.4%                                 |
| Somewhat support           | 929    | 259            | 311    | 82     | 23     | 100    | 145          | 265              | 308    | 74     | 39     | 113    | 94        | 734                            | 56     | 116       | 494                        | 39             | 257                                  |
|                            | 18.6%  | 16.8%          | 24.4%  | 25.2%  | 4.3%   | 24.4%  | 18.6%        | 16.8%            | 23.7%  | 27.8%  | 6.9%   | 25.2%  | 17.3%     | 34.8%                          | 3.3%   | 12.1%     | 33.5%                      | 3.4%           | 21.2%                                |
| Neither support nor oppose | 684    | 194            | 195    | 40     | 24     | 46     | 161          | 186              | 208    | 27     | 39     | 57     | 100       | 216                            | 122    | 283       | 121                        | 67             | 151                                  |
|                            | 13.7%  | 12.6%          | 15.3%  | 12.3%  | 4.6%   | 11.2%  | 20.6%        | 11.8%            | 16.0%  | 10.2%  | 6.9%   | 12.7%  | 18.4%     | 10.2%                          | 7.2%   | 29.4%     | 8.2%                       | 5.9%           | 12.4%                                |
| Somewhat oppose            | 713    | 273            | 118    | 60     | 94     | 48     | 87           | 291              | 117    | 38     | 84     | 54     | 100       | 134                            | 352    | 207       | 52                         | 137            | 296                                  |
|                            | 14.2%  | 17.7%          | 9.2%   | 18.5%  | 17.9%  | 11.7%  | 11.1%        | 18.4%            | 9.0%   | 14.2%  | 14.8%  | 12.1%  | 18.3%     | 6.3%                           | 20.6%  | 21.5%     | 3.5%                       | 12.1%          | 24.5%                                |
| Strongly oppose            | 1276   | 463            | 203    | 42     | 340    | 79     | 120          | 472              | 191    | 31     | 356    | 73     | 92        | 68                             | 1095   | 74        | 24                         | 815            | 323                                  |
|                            | 25.5%  | 30.0%          | 15.9%  | 13.1%  | 64.5%  | 19.2%  | 15.3%        | 29.9%            | 14.7%  | 11.8%  | 62.7%  | 16.3%  | 16.8%     | 3.2%                           | 64.3%  | 7.6%      | 1.7%                       | 72.1%          | 26.7%                                |
| Don't know                 | 507    | 138            | 114    | 32     | 22     | 36     | 129          | 131              | 109    | 25     | 24     | 31     | 108       | 133                            | 37     | 276       | 73                         | 17             | 80                                   |
|                            | 10.1%  | 8.9%           | 9.0%   | 9.9%   | 4.2%   | 8.7%   | 16.6%        | 8.3%             | 8.4%   | 9.5%   | 4.2%   | 7.0%   | 19.9%     | 6.3%                           | 2.2%   | 28.6%     | 4.9%                       | 1.5%           | 6.7%                                 |
| SIGMA                      | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                            | 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 Attitudes Poll

Table 35

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving is the only way we can control our borders and set our own immigration policy.

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 519    | 223    | 296    | 136    | 184    | 199    | 120    | 238    | 57     | 104    | 61        | 43              | 99         | 51         | 18     | 41            | 42            | 32       | 38                 | 26         | 54         | 15               |
|                  | 23.9%  | 22.8%  | 24.8%  | 23.5%  | 23.1%  | 25.0%  | 21.6%  | 25.5%  | 20.8%  | 25.6%  | 22.4%     | 22.3%           | 28.9%      | 25.6%      | 18.4%  | 24.5%         | 22.1%         | 21.9%    | 22.6%              | 25.6%      | 22.3%      | 25.9%            |
| 2                | 389    | 174    | 215    | 105    | 134    | 151    | 104    | 172    | 42     | 72     | 53        | 33              | 64         | 34         | 12     | 34            | 31            | 19       | 27                 | 16         | 47         | 18               |
|                  | 17.9%  | 17.8%  | 18.0%  | 18.0%  | 16.8%  | 19.0%  | 18.7%  | 18.4%  | 15.2%  | 17.7%  | 19.5%     | 17.1%           | 18.6%      | 17.1%      | 12.7%  | 20.6%         | 16.3%         | 13.3%    | 16.2%              | 15.5%      | 19.5%      | 32.6%            |
| 3                | 285    | 126    | 159    | 54     | 112    | 118    | 63     | 133    | 40     | 46     | 37        | 29              | 29         | 23         | 17     | 18            | 25            | 36       | 17                 | 12         | 35         | 6                |
|                  | 13.1%  | 12.9%  | 13.3%  | 9.4%   | 14.0%  | 14.9%  | 11.4%  | 14.3%  | 14.7%  | 11.4%  | 13.7%     | 15.2%           | 8.6%       | 11.9%      | 18.0%  | 10.5%         | 13.2%         | 24.9%    | 9.9%               | 11.4%      | 14.4%      | 10.8%            |
| 4                | 205    | 90     | 115    | 49     | 69     | 88     | 54     | 87     | 28     | 35     | 22        | 18              | 30         | 18         | 13     | 15            | 15            | 13       | 25                 | 14         | 20         | 2                |
|                  | 9.4%   | 9.2%   | 9.7%   | 8.4%   | 8.7%   | 11.0%  | 9.7%   | 9.3%   | 10.4%  | 8.7%   | 8.2%      | 9.3%            | 8.8%       | 9.3%       | 13.4%  | 9.2%          | 7.8%          | 8.6%     | 15.0%              | 13.9%      | 8.1%       | 2.7%             |
| 5                | 167    | 64     | 103    | 36     | 67     | 64     | 42     | 65     | 27     | 32     | 20        | 11              | 26         | 12         | 7      | 12            | 26            | 7        | 21                 | 6          | 15         | 6                |
|                  | 7.7%   | 6.6%   | 8.6%   | 6.1%   | 8.4%   | 8.1%   | 7.5%   | 7.0%   | 9.9%   | 8.0%   | 7.2%      | 5.7%            | 7.5%       | 5.9%       | 6.8%   | 7.2%          | 13.9%         | 4.5%     | 12.2%              | 5.9%       | 6.2%       | 10.5%            |
| 6                | 148    | 85     | 63     | 38     | 61     | 49     | 34     | 66     | 19     | 29     | 22        | 12              | 25         | 17         | 6      | 11            | 16            | 8        | 14                 | 4          | 11         | 2                |
|                  | 6.8%   | 8.7%   | 5.3%   | 6.5%   | 7.6%   | 6.2%   | 6.2%   | 7.1%   | 6.8%   | 7.1%   | 8.3%      | 6.1%            | 7.4%       | 8.8%       | 6.3%   | 6.5%          | 8.3%          | 5.3%     | 8.1%               | 4.3%       | 4.5%       | 3.2%             |
| 7                | 126    | 56     | 70     | 25     | 55     | 45     | 44     | 54     | 14     | 13     | 22        | 15              | 15         | 8          | 7      | 9             | 8             | 6        | 6                  | 5          | 21         | 5                |
|                  | 5.8%   | 5.7%   | 5.9%   | 4.4%   | 6.9%   | 5.7%   | 8.0%   | 5.8%   | 5.2%   | 3.3%   | 7.9%      | 7.6%            | 4.4%       | 4.3%       | 7.1%   | 5.1%          | 4.3%          | 4.2%     | 3.4%               | 5.3%       | 8.6%       | 8.1%             |
| 8                | 83     | 25     | 58     | 35     | 24     | 25     | 21     | 30     | 12     | 20     | 12        | 5               | 14         | 7          | 6      | 9             | 3             | 3        | 9                  | 9          | 6          | 1                |
|                  | 3.8%   | 2.6%   | 4.9%   | 6.0%   | 3.0%   | 3.1%   | 3.8%   | 3.3%   | 4.5%   | 4.9%   | 4.3%      | 2.4%            | 4.1%       | 3.8%       | 6.2%   | 5.2%          | 1.5%          | 2.2%     | 5.4%               | 8.4%       | 2.6%       | 1.5%             |
| 9                | 74     | 36     | 38     | 27     | 34     | 13     | 21     | 38     | 6      | 8      | 8         | 8               | 10         | 8          | 4      | 8             | 2             | 8        | 4                  | 1          | 14         | -                |
|                  | 3.4%   | 3.7%   | 3.2%   | 4.7%   | 4.3%   | 1.6%   | 3.8%   | 4.1%   | 2.0%   | 2.1%   | 3.1%      | 4.1%            | 2.9%       | 3.9%       | 4.1%   | 4.8%          | 0.9%          | 5.4%     | 2.1%               | 1.3%       | 5.7%       | -                |
| 10               | 85     | 43     | 43     | 40     | 23     | 22     | 22     | 29     | 17     | 17     | 9         | 13              | 13         | 10         | 4      | 8             | 2             | 7        | 1                  | 5          | 13         | -                |
|                  | 3.9%   | 4.4%   | 3.6%   | 7.0%   | 2.9%   | 2.7%   | 4.0%   | 3.1%   | 6.1%   | 4.2%   | 3.2%      | 6.7%            | 3.9%       | 5.2%       | 4.0%   | 4.9%          | 1.0%          | 4.9%     | *                  | 5.3%       | 5.4%       | -                |
| 11               | 91     | 57     | 35     | 35     | 34     | 22     | 29     | 22     | 12     | 28     | 6         | 7               | 18         | 8          | 3      | 2             | 20            | 7        | 8                  | 3          | 6          | 3                |
|                  | 4.2%   | 5.8%   | 2.9%   | 6.0%   | 4.3%   | 2.7%   | 5.2%   | 2.3%   | 4.5%   | 7.0%   | 2.2%      | 3.6%            | 5.1%       | 4.3%       | 3.0%   | 1.5%          | 10.6%         | 4.9%     | 4.7%               | 3.1%       | 2.6%       | 4.7%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 36

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving is the only way we can control our borders and set our own immigration policy.

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 519    | 197            | 135    | 31     | 60     | 29     | 54           | 202              | 115    | 23     | 58     | 33     | 83        | 103                            | 184    | 232       | -                          | -              | 287                                  |
|                  | 23.9%  | 23.7%          | 26.3%  | 20.7%  | 36.4%  | 19.6%  | 18.6%        | 24.1%            | 23.3%  | 21.5%  | 35.9%  | 22.4%  | 24.5%     | 17.5%                          | 29.6%  | 24.1%     | -                          | -              | 23.7%                                |
| 2                | 389    | 154            | 79     | 22     | 32     | 27     | 50           | 147              | 86     | 15     | 34     | 22     | 69        | 105                            | 122    | 163       | -                          | -              | 227                                  |
|                  | 17.9%  | 18.4%          | 15.5%  | 15.1%  | 19.2%  | 18.4%  | 17.0%        | 17.6%            | 17.3%  | 13.9%  | 20.8%  | 14.8%  | 20.2%     | 17.7%                          | 19.7%  | 16.9%     | -                          | -              | 18.7%                                |
| 3                | 285    | 131            | 58     | 19     | 16     | 26     | 29           | 129              | 53     | 10     | 14     | 27     | 41        | 61                             | 96     | 127       | -                          | -              | 158                                  |
|                  | 13.1%  | 15.7%          | 11.3%  | 12.8%  | 10.0%  | 17.7%  | 9.8%         | 15.4%            | 10.8%  | 9.5%   | 8.9%   | 18.7%  | 11.9%     | 10.4%                          | 15.5%  | 13.2%     | -                          | -              | 13.0%                                |
| 4                | 205    | 79             | 47     | 23     | 9      | 16     | 26           | 83               | 41     | 23     | 9      | 11     | 33        | 62                             | 48     | 96        | -                          | -              | 109                                  |
|                  | 9.4%   | 9.5%           | 9.2%   | 15.2%  | 5.6%   | 11.1%  | 8.8%         | 9.9%             | 8.3%   | 21.6%  | 5.3%   | 7.7%   | 9.7%      | 10.4%                          | 7.7%   | 9.9%      | -                          | -              | 9.0%                                 |
| 5                | 167    | 64             | 47     | 9      | 12     | 10     | 20           | 62               | 43     | 7      | 7      | 13     | 27        | 58                             | 32     | 77        | -                          | -              | 89                                   |
|                  | 7.7%   | 7.7%           | 9.1%   | 5.8%   | 7.2%   | 6.6%   | 6.8%         | 7.4%             | 8.7%   | 6.6%   | 4.6%   | 8.7%   | 8.1%      | 9.8%                           | 5.1%   | 8.0%      | -                          | -              | 7.4%                                 |
| 6                | 148    | 59             | 36     | 11     | 7      | 5      | 26           | 58               | 36     | 5      | 6      | 6      | 26        | 53                             | 36     | 58        | -                          | -              | 89                                   |
|                  | 6.8%   | 7.1%           | 7.0%   | 7.1%   | 4.0%   | 3.2%   | 9.0%         | 6.9%             | 7.3%   | 5.0%   | 3.5%   | 3.9%   | 7.7%      | 9.1%                           | 5.8%   | 6.1%      | -                          | -              | 7.4%                                 |
| 7                | 126    | 53             | 27     | 9      | 11     | 4      | 20           | 56               | 27     | 4      | 11     | 7      | 14        | 31                             | 38     | 57        | -                          | -              | 69                                   |
|                  | 5.8%   | 6.3%           | 5.2%   | 5.9%   | 6.6%   | 2.7%   | 6.7%         | 6.7%             | 5.5%   | 4.0%   | 6.7%   | 4.9%   | 4.1%      | 5.3%                           | 6.0%   | 5.9%      | -                          | -              | 5.7%                                 |
| 8                | 83     | 22             | 27     | 6      | 6      | 4      | 16           | 22               | 25     | 5      | 7      | 6      | 13        | 27                             | 15     | 42        | -                          | -              | 41                                   |
|                  | 3.8%   | 2.7%           | 5.3%   | 4.2%   | 3.5%   | 2.4%   | 5.3%         | 2.6%             | 5.0%   | 4.6%   | 4.6%   | 4.0%   | 3.8%      | 4.5%                           | 2.4%   | 4.4%      | -                          | -              | 3.4%                                 |
| 9                | 74     | 19             | 27     | 9      | 3      | 6      | 9            | 19               | 30     | 6      | 3      | 6      | 9         | 28                             | 17     | 29        | -                          | -              | 45                                   |
|                  | 3.4%   | 2.3%           | 5.2%   | 6.1%   | 2.0%   | 4.1%   | 3.2%         | 2.3%             | 6.0%   | 5.2%   | 2.0%   | 4.1%   | 2.7%      | 4.7%                           | 2.8%   | 3.0%      | -                          | -              | 3.7%                                 |
| 10               | 85     | 30             | 12     | 9      | 3      | 8      | 17           | 29               | 15     | 6      | 3      | 8      | 12        | 28                             | 19     | 39        | -                          | -              | 47                                   |
|                  | 3.9%   | 3.6%           | 2.4%   | 6.2%   | 1.8%   | 5.2%   | 5.8%         | 3.5%             | 3.1%   | 5.4%   | 1.8%   | 5.4%   | 3.5%      | 4.7%                           | 3.0%   | 4.0%      | -                          | -              | 3.9%                                 |
| 11               | 91     | 26             | 17     | 1      | 6      | 13     | 26           | 28               | 23     | 3      | 9      | 8      | 13        | 34                             | 14     | 43        | -                          | -              | 49                                   |
|                  | 4.2%   | 3.1%           | 3.4%   | 0.9%   | 3.8%   | 8.9%   | 9.0%         | 3.4%             | 4.7%   | 2.6%   | 5.8%   | 5.3%   | 3.8%      | 5.8%                           | 2.3%   | 4.4%      | -                          | -              | 4.0%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 37

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving would save the UK money which could be spent at home

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 268    | 106    | 162    | 90     | 96     | 82     | 55     | 111    | 31     | 70     | 20        | 18              | 39         | 17         | 14     | 25            | 27            | 12       | 30                 | 9          | 54         | 3                |
|                  | 12.3%  | 10.9%  | 13.5%  | 15.5%  | 12.1%  | 10.2%  | 9.9%   | 11.9%  | 11.3%  | 17.1%  | 7.5%      | 9.4%            | 11.4%      | 8.4%       | 14.8%  | 15.1%         | 14.1%         | 8.3%     | 17.5%              | 8.7%       | 22.2%      | 6.0%             |
| 2                | 262    | 109    | 153    | 64     | 100    | 98     | 55     | 129    | 32     | 46     | 29        | 19              | 25         | 27         | 11     | 22            | 25            | 16       | 24                 | 13         | 38         | 13               |
|                  | 12.1%  | 11.1%  | 12.8%  | 11.0%  | 12.6%  | 12.3%  | 10.0%  | 13.7%  | 11.7%  | 11.4%  | 10.6%     | 10.1%           | 7.2%       | 13.8%      | 11.2%  | 13.1%         | 13.4%         | 10.9%    | 14.1%              | 13.0%      | 15.5%      | 23.4%            |
| 3                | 230    | 98     | 132    | 57     | 84     | 89     | 62     | 104    | 24     | 39     | 33        | 16              | 40         | 33         | 11     | 20            | 18            | 15       | 17                 | 9          | 16         | 1                |
|                  | 10.6%  | 10.0%  | 11.0%  | 9.7%   | 10.5%  | 11.2%  | 11.1%  | 11.1%  | 8.9%   | 9.7%   | 12.3%     | 8.1%            | 11.6%      | 16.4%      | 12.0%  | 11.7%         | 9.3%          | 10.6%    | 10.0%              | 9.1%       | 6.8%       | 2.2%             |
| 4                | 250    | 117    | 133    | 64     | 85     | 101    | 63     | 108    | 32     | 45     | 35        | 27              | 45         | 17         | 12     | 18            | 19            | 12       | 16                 | 15         | 25         | 9                |
|                  | 11.5%  | 11.9%  | 11.2%  | 10.9%  | 10.7%  | 12.7%  | 11.4%  | 11.6%  | 11.8%  | 11.2%  | 12.9%     | 14.1%           | 13.0%      | 8.4%       | 12.9%  | 11.0%         | 9.9%          | 8.2%     | 9.5%               | 14.7%      | 10.4%      | 15.5%            |
| 5                | 247    | 113    | 134    | 53     | 99     | 95     | 64     | 115    | 24     | 44     | 28        | 43              | 33         | 17         | 11     | 22            | 20            | 16       | 13                 | 13         | 25         | 6                |
|                  | 11.4%  | 11.6%  | 11.2%  | 9.1%   | 12.4%  | 12.0%  | 11.6%  | 12.3%  | 8.8%   | 10.8%  | 10.2%     | 22.5%           | 9.5%       | 8.8%       | 11.0%  | 13.3%         | 10.8%         | 10.8%    | 7.5%               | 13.1%      | 10.3%      | 10.7%            |
| 6                | 212    | 85     | 127    | 46     | 83     | 83     | 60     | 97     | 23     | 31     | 25        | 19              | 31         | 19         | 8      | 19            | 17            | 21       | 24                 | 8          | 18         | 3                |
|                  | 9.8%   | 8.7%   | 10.6%  | 7.9%   | 10.4%  | 10.4%  | 10.8%  | 10.4%  | 8.5%   | 7.6%   | 9.3%      | 10.1%           | 9.0%       | 9.6%       | 8.8%   | 11.6%         | 8.8%          | 14.0%    | 14.0%              | 8.2%       | 7.4%       | 4.5%             |
| 7                | 201    | 97     | 104    | 71     | 62     | 69     | 47     | 67     | 38     | 50     | 30        | 15              | 40         | 19         | 10     | 16            | 14            | 13       | 4                  | 12         | 22         | 5                |
|                  | 9.3%   | 9.9%   | 8.7%   | 12.2%  | 7.8%   | 8.7%   | 8.4%   | 7.2%   | 13.7%  | 12.4%  | 11.1%     | 7.6%            | 11.7%      | 9.7%       | 10.8%  | 9.8%          | 7.6%          | 8.9%     | 2.3%               | 11.6%      | 9.1%       | 9.6%             |
| 8                | 148    | 73     | 75     | 28     | 69     | 50     | 34     | 62     | 25     | 27     | 18        | 18              | 27         | 8          | 7      | 6             | 10            | 20       | 13                 | 4          | 13         | 3                |
|                  | 6.8%   | 7.5%   | 6.3%   | 4.9%   | 8.7%   | 6.3%   | 6.1%   | 6.7%   | 9.0%   | 6.7%   | 6.7%      | 9.3%            | 8.0%       | 4.1%       | 6.9%   | 3.9%          | 5.2%          | 13.8%    | 7.7%               | 4.1%       | 5.2%       | 6.2%             |
| 9                | 135    | 64     | 72     | 32     | 41     | 62     | 37     | 59     | 19     | 21     | 13        | 8               | 27         | 17         | 7      | 7             | 10            | 6        | 13                 | 11         | 13         | 4                |
|                  | 6.2%   | 6.5%   | 6.0%   | 5.6%   | 5.2%   | 7.8%   | 6.6%   | 6.3%   | 7.0%   | 5.1%   | 4.7%      | 4.1%            | 7.7%       | 8.7%       | 7.3%   | 4.4%          | 5.1%          | 4.1%     | 7.6%               | 11.0%      | 5.3%       | 7.1%             |
| 10               | 150    | 76     | 74     | 51     | 50     | 49     | 48     | 60     | 18     | 23     | 26        | 8               | 27         | 14         | 3      | 6             | 25            | 10       | 8                  | 2          | 12         | 8                |
|                  | 6.9%   | 7.7%   | 6.2%   | 8.8%   | 6.2%   | 6.1%   | 8.7%   | 6.4%   | 6.5%   | 5.8%   | 9.5%      | 4.0%            | 7.8%       | 7.3%       | 3.3%   | 3.7%          | 13.3%         | 7.1%     | 4.7%               | 1.8%       | 5.1%       | 14.9%            |
| 11               | 70     | 40     | 30     | 25     | 27     | 17     | 30     | 23     | 8      | 9      | 14        | 2               | 11         | 9          | 1      | 4             | 5             | 5        | 9                  | 5          | 7          | -                |
|                  | 3.2%   | 4.1%   | 2.5%   | 4.4%   | 3.4%   | 2.2%   | 5.4%   | 2.5%   | 2.8%   | 2.3%   | 5.1%      | 0.8%            | 3.1%       | 4.8%       | 1.1%   | 2.4%          | 2.5%          | 3.2%     | 5.2%               | 4.9%       | 2.8%       | -                |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 38

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving would save the UK money which could be spent at home

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 268    | 91             | 73     | 21     | 20     | 18     | 40           | 93               | 76     | 16     | 18     | 14     | 38        | 80                             | 60     | 127       | -                          | -              | 141                                  |
|                  | 12.3%  | 10.9%          | 14.2%  | 14.1%  | 11.9%  | 12.2%  | 13.6%        | 11.1%            | 15.4%  | 14.6%  | 11.0%  | 9.3%   | 11.1%     | 13.6%                          | 9.7%   | 13.2%     | -                          | -              | 11.6%                                |
| 2                | 262    | 86             | 66     | 16     | 23     | 24     | 35           | 88               | 66     | 13     | 16     | 28     | 41        | 64                             | 82     | 116       | -                          | -              | 146                                  |
|                  | 12.1%  | 10.3%          | 12.9%  | 10.5%  | 14.0%  | 16.7%  | 12.1%        | 10.5%            | 13.2%  | 12.0%  | 10.2%  | 19.2%  | 12.1%     | 10.9%                          | 13.2%  | 12.1%     | -                          | -              | 12.1%                                |
| 3                | 230    | 86             | 62     | 15     | 21     | 11     | 27           | 83               | 54     | 8      | 16     | 13     | 46        | 50                             | 70     | 110       | -                          | -              | 120                                  |
|                  | 10.6%  | 10.3%          | 12.1%  | 10.4%  | 12.7%  | 7.5%   | 9.1%         | 9.9%             | 10.9%  | 8.0%   | 10.1%  | 8.6%   | 13.5%     | 8.5%                           | 11.2%  | 11.4%     | -                          | -              | 9.9%                                 |
| 4                | 250    | 100            | 56     | 19     | 17     | 17     | 31           | 98               | 65     | 11     | 16     | 18     | 30        | 63                             | 94     | 93        | -                          | -              | 157                                  |
|                  | 11.5%  | 12.0%          | 11.0%  | 12.7%  | 10.6%  | 11.9%  | 10.6%        | 11.8%            | 13.1%  | 10.3%  | 9.9%   | 12.4%  | 8.8%      | 10.7%                          | 15.2%  | 9.6%      | -                          | -              | 13.0%                                |
| 5                | 247    | 106            | 49     | 10     | 21     | 18     | 32           | 105              | 46     | 7      | 23     | 19     | 38        | 56                             | 73     | 118       | -                          | -              | 129                                  |
|                  | 11.4%  | 12.7%          | 9.6%   | 6.7%   | 12.7%  | 12.2%  | 11.0%        | 12.6%            | 9.2%   | 6.8%   | 14.3%  | 13.0%  | 11.2%     | 9.5%                           | 11.7%  | 12.3%     | -                          | -              | 10.6%                                |
| 6                | 212    | 82             | 56     | 19     | 15     | 9      | 29           | 82               | 47     | 11     | 18     | 10     | 37        | 65                             | 47     | 100       | -                          | -              | 112                                  |
|                  | 9.8%   | 9.8%           | 10.9%  | 12.6%  | 9.1%   | 6.2%   | 9.8%         | 9.8%             | 9.5%   | 10.4%  | 11.3%  | 6.5%   | 10.7%     | 11.1%                          | 7.5%   | 10.4%     | -                          | -              | 9.3%                                 |
| 7                | 201    | 80             | 44     | 17     | 9      | 13     | 33           | 75               | 39     | 16     | 8      | 12     | 38        | 50                             | 49     | 103       | -                          | -              | 99                                   |
|                  | 9.3%   | 9.6%           | 8.6%   | 11.7%  | 5.5%   | 9.1%   | 11.2%        | 8.9%             | 7.9%   | 15.3%  | 5.1%   | 8.5%   | 11.3%     | 8.4%                           | 7.9%   | 10.6%     | -                          | -              | 8.2%                                 |
| 8                | 148    | 60             | 34     | 5      | 16     | 12     | 16           | 62               | 30     | 6      | 17     | 14     | 18        | 46                             | 48     | 54        | -                          | -              | 94                                   |
|                  | 6.8%   | 7.2%           | 6.6%   | 3.5%   | 9.4%   | 8.6%   | 5.4%         | 7.4%             | 6.0%   | 5.8%   | 10.7%  | 9.7%   | 5.2%      | 7.9%                           | 7.7%   | 5.6%      | -                          | -              | 7.8%                                 |
| 9                | 135    | 59             | 29     | 6      | 13     | 6      | 16           | 59               | 26     | 7      | 13     | 9      | 19        | 48                             | 43     | 45        | -                          | -              | 90                                   |
|                  | 6.2%   | 7.1%           | 5.6%   | 3.9%   | 7.7%   | 4.0%   | 5.4%         | 7.0%             | 5.3%   | 6.1%   | 7.9%   | 5.9%   | 5.6%      | 8.1%                           | 6.9%   | 4.7%      | -                          | -              | 7.5%                                 |
| 10               | 150    | 57             | 24     | 12     | 8      | 13     | 27           | 64               | 27     | 6      | 11     | 7      | 29        | 50                             | 37     | 63        | -                          | -              | 87                                   |
|                  | 6.9%   | 6.9%           | 4.7%   | 8.2%   | 4.9%   | 9.1%   | 9.3%         | 7.6%             | 5.5%   | 5.5%   | 6.6%   | 5.1%   | 8.5%      | 8.5%                           | 6.0%   | 6.5%      | -                          | -              | 7.2%                                 |
| 11               | 70     | 28             | 19     | 8      | 3      | 4      | 8            | 28               | 20     | 6      | 5      | 2      | 7         | 17                             | 18     | 35        | -                          | -              | 35                                   |
|                  | 3.2%   | 3.3%           | 3.8%   | 5.6%   | 1.6%   | 2.5%   | 2.6%         | 3.4%             | 4.0%   | 5.2%   | 2.9%   | 1.6%   | 2.0%      | 2.9%                           | 2.9%   | 3.6%      | -                          | -              | 2.9%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 39

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving would allow us to trade with the rest of the world

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 95     | 40     | 56     | 31     | 39     | 26     | 25     | 35     | 18     | 18     | 4         | 14              | 9          | 6          | 4      | 14            | 10            | 7        | 4                  | 4          | 18         | 3                |
|                  | 4.4%   | 4.1%   | 4.6%   | 5.4%   | 4.8%   | 3.2%   | 4.5%   | 3.7%   | 6.7%   | 4.4%   | 1.4%      | 7.2%            | 2.6%       | 2.8%       | 4.5%   | 8.1%          | 5.0%          | 4.6%     | 2.4%               | 3.7%       | 7.6%       | 5.2%             |
| 2                | 134    | 52     | 82     | 38     | 45     | 51     | 23     | 73     | 20     | 18     | 26        | 19              | 28         | 18         | 5      | 3             | 5             | 5        | 11                 | 7          | 9          | -                |
|                  | 6.2%   | 5.3%   | 6.9%   | 6.6%   | 5.7%   | 6.4%   | 4.2%   | 7.9%   | 7.2%   | 4.4%   | 9.4%      | 9.8%            | 8.1%       | 8.9%       | 5.5%   | 1.5%          | 2.8%          | 3.2%     | 6.3%               | 6.4%       | 3.8%       | -                |
| 3                | 151    | 67     | 84     | 45     | 49     | 58     | 32     | 57     | 22     | 39     | 13        | 11              | 23         | 19         | 6      | 10            | 14            | 7        | 11                 | 11         | 23         | 1                |
|                  | 6.9%   | 6.9%   | 7.0%   | 7.7%   | 6.1%   | 7.3%   | 5.8%   | 6.1%   | 7.9%   | 9.6%   | 4.9%      | 5.8%            | 6.7%       | 9.8%       | 6.6%   | 5.9%          | 7.6%          | 4.8%     | 6.8%               | 10.5%      | 9.6%       | 2.2%             |
| 4                | 194    | 92     | 101    | 65     | 62     | 67     | 52     | 77     | 21     | 44     | 23        | 20              | 20         | 20         | 8      | 13            | 14            | 20       | 19                 | 10         | 13         | 13               |
|                  | 8.9%   | 9.4%   | 8.5%   | 11.2%  | 7.8%   | 8.4%   | 9.4%   | 8.2%   | 7.5%   | 10.9%  | 8.5%      | 10.2%           | 5.8%       | 10.4%      | 8.4%   | 7.5%          | 7.4%          | 13.7%    | 11.5%              | 9.9%       | 5.4%       | 23.8%            |
| 5                | 211    | 84     | 127    | 61     | 78     | 73     | 51     | 95     | 26     | 39     | 24        | 26              | 38         | 18         | 12     | 14            | 21            | 10       | 8                  | 8          | 27         | 6                |
|                  | 9.7%   | 8.6%   | 10.6%  | 10.5%  | 9.8%   | 9.1%   | 9.2%   | 10.1%  | 9.5%   | 9.6%   | 8.9%      | 13.5%           | 11.1%      | 9.1%       | 12.5%  | 8.5%          | 11.1%         | 6.5%     | 4.5%               | 7.8%       | 11.1%      | 10.6%            |
| 6                | 258    | 121    | 137    | 74     | 82     | 102    | 76     | 104    | 20     | 58     | 47        | 18              | 34         | 26         | 10     | 21            | 19            | 14       | 19                 | 11         | 33         | 5                |
|                  | 11.9%  | 12.4%  | 11.5%  | 12.8%  | 10.2%  | 12.8%  | 13.7%  | 11.1%  | 7.2%   | 14.3%  | 17.2%     | 9.1%            | 10.0%      | 13.3%      | 10.6%  | 12.3%         | 10.2%         | 9.4%     | 11.5%              | 11.0%      | 13.7%      | 9.7%             |
| 7                | 253    | 111    | 142    | 66     | 92     | 95     | 58     | 124    | 30     | 40     | 36        | 19              | 35         | 19         | 9      | 22            | 14            | 20       | 30                 | 16         | 27         | 6                |
|                  | 11.6%  | 11.4%  | 11.9%  | 11.4%  | 11.5%  | 11.9%  | 10.5%  | 13.3%  | 10.8%  | 9.8%   | 13.4%     | 9.7%            | 10.1%      | 9.7%       | 9.9%   | 13.4%         | 7.5%          | 13.6%    | 17.8%              | 15.2%      | 11.1%      | 10.0%            |
| 8                | 278    | 129    | 149    | 60     | 92     | 126    | 76     | 116    | 38     | 47     | 22        | 19              | 53         | 24         | 12     | 19            | 27            | 23       | 20                 | 15         | 32         | 12               |
|                  | 12.8%  | 13.2%  | 12.5%  | 10.4%  | 11.6%  | 15.8%  | 13.7%  | 12.4%  | 13.9%  | 11.6%  | 8.1%      | 9.9%            | 15.4%      | 12.3%      | 12.2%  | 11.5%         | 14.5%         | 15.6%    | 11.6%              | 15.0%      | 13.0%      | 21.5%            |
| 9                | 258    | 118    | 140    | 54     | 120    | 84     | 76     | 112    | 35     | 35     | 27        | 17              | 43         | 18         | 12     | 30            | 27            | 23       | 24                 | 9          | 24         | 4                |
|                  | 11.9%  | 12.0%  | 11.8%  | 9.3%   | 15.1%  | 10.5%  | 13.6%  | 12.0%  | 12.9%  | 8.7%   | 10.0%     | 8.8%            | 12.5%      | 9.3%       | 12.8%  | 17.7%         | 14.1%         | 16.0%    | 14.0%              | 9.1%       | 9.7%       | 7.1%             |
| 10               | 202    | 96     | 106    | 41     | 86     | 75     | 44     | 83     | 29     | 47     | 24        | 17              | 36         | 19         | 11     | 17            | 27            | 12       | 13                 | 7          | 20         | 1                |
|                  | 9.3%   | 9.8%   | 8.9%   | 7.1%   | 10.8%  | 9.4%   | 8.0%   | 8.8%   | 10.5%  | 11.5%  | 8.7%      | 8.6%            | 10.4%      | 9.8%       | 11.3%  | 10.3%         | 14.2%         | 8.1%     | 7.8%               | 6.4%       | 8.1%       | 2.3%             |
| 11               | 138    | 67     | 71     | 45     | 53     | 40     | 41     | 60     | 16     | 21     | 26        | 14              | 25         | 9          | 5      | 5             | 11            | 7        | 10                 | 5          | 16         | 4                |
|                  | 6.3%   | 6.9%   | 5.9%   | 7.8%   | 6.6%   | 5.1%   | 7.3%   | 6.4%   | 5.9%   | 5.2%   | 9.6%      | 7.3%            | 7.2%       | 4.7%       | 5.7%   | 3.2%          | 5.6%          | 4.5%     | 5.9%               | 5.1%       | 6.7%       | 7.7%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 40

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving would allow us to trade with the rest of the world

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 95     | 40             | 19     | 5      | 6      | 10     | 13           | 39               | 18     | 6      | 5      | 9      | 17        | 27                             | 23     | 45        | -                          | -              | 50                                   |
|                  | 4.4%   | 4.8%           | 3.6%   | 3.3%   | 3.8%   | 7.0%   | 4.3%         | 4.6%             | 3.6%   | 5.8%   | 3.3%   | 5.9%   | 5.1%      | 4.6%                           | 3.6%   | 4.7%      | -                          | -              | 4.1%                                 |
| 2                | 134    | 54             | 39     | 6      | 7      | 6      | 16           | 56               | 29     | 7      | 7      | 7      | 20        | 43                             | 21     | 70        | -                          | -              | 65                                   |
|                  | 6.2%   | 6.5%           | 7.6%   | 4.0%   | 4.1%   | 4.0%   | 5.4%         | 6.8%             | 5.8%   | 6.7%   | 4.6%   | 4.9%   | 6.0%      | 7.3%                           | 3.4%   | 7.2%      | -                          | -              | 5.3%                                 |
| 3                | 151    | 47             | 43     | 10     | 13     | 11     | 19           | 44               | 46     | 7      | 9      | 9      | 29        | 45                             | 42     | 65        | -                          | -              | 86                                   |
|                  | 6.9%   | 5.6%           | 8.4%   | 6.9%   | 8.0%   | 7.8%   | 6.6%         | 5.3%             | 9.4%   | 6.3%   | 5.6%   | 6.4%   | 8.7%      | 7.6%                           | 6.8%   | 6.7%      | -                          | -              | 7.1%                                 |
| 4                | 194    | 60             | 46     | 14     | 20     | 12     | 36           | 62               | 45     | 6      | 14     | 16     | 37        | 53                             | 46     | 95        | -                          | -              | 98                                   |
|                  | 8.9%   | 7.1%           | 9.0%   | 9.2%   | 12.2%  | 8.3%   | 12.4%        | 7.4%             | 9.1%   | 5.9%   | 8.6%   | 10.9%  | 10.9%     | 9.0%                           | 7.4%   | 9.9%      | -                          | -              | 8.1%                                 |
| 5                | 211    | 92             | 41     | 13     | 19     | 14     | 27           | 89               | 45     | 9      | 20     | 13     | 33        | 43                             | 66     | 102       | -                          | -              | 109                                  |
|                  | 9.7%   | 11.0%          | 8.0%   | 8.8%   | 11.6%  | 9.3%   | 9.3%         | 10.7%            | 9.0%   | 8.8%   | 12.5%  | 8.8%   | 9.8%      | 7.4%                           | 10.6%  | 10.6%     | -                          | -              | 9.0%                                 |
| 6                | 258    | 91             | 58     | 26     | 24     | 15     | 40           | 101              | 58     | 18     | 21     | 14     | 34        | 65                             | 88     | 105       | -                          | -              | 153                                  |
|                  | 11.9%  | 10.9%          | 11.3%  | 17.2%  | 14.6%  | 10.2%  | 13.7%        | 12.0%            | 11.8%  | 16.9%  | 13.3%  | 9.5%   | 10.1%     | 11.0%                          | 14.2%  | 10.9%     | -                          | -              | 12.6%                                |
| 7                | 253    | 91             | 79     | 15     | 15     | 16     | 32           | 88               | 85     | 6      | 23     | 16     | 27        | 75                             | 71     | 107       | -                          | -              | 146                                  |
|                  | 11.6%  | 10.9%          | 15.3%  | 10.4%  | 8.8%   | 10.7%  | 11.0%        | 10.6%            | 17.1%  | 5.6%   | 14.5%  | 11.0%  | 7.9%      | 12.8%                          | 11.4%  | 11.1%     | -                          | -              | 12.1%                                |
| 8                | 278    | 124            | 59     | 15     | 23     | 17     | 26           | 122              | 46     | 14     | 21     | 18     | 43        | 57                             | 86     | 135       | -                          | -              | 143                                  |
|                  | 12.8%  | 14.9%          | 11.4%  | 10.1%  | 13.7%  | 11.6%  | 9.0%         | 14.6%            | 9.2%   | 12.7%  | 12.9%  | 12.0%  | 12.8%     | 9.6%                           | 13.9%  | 14.0%     | -                          | -              | 11.8%                                |
| 9                | 258    | 108            | 48     | 27     | 16     | 21     | 30           | 110              | 41     | 17     | 18     | 22     | 40        | 81                             | 76     | 100       | -                          | -              | 158                                  |
|                  | 11.9%  | 12.9%          | 9.4%   | 17.8%  | 9.5%   | 14.2%  | 10.3%        | 13.1%            | 8.3%   | 16.3%  | 10.9%  | 15.1%  | 11.6%     | 13.8%                          | 12.3%  | 10.4%     | -                          | -              | 13.0%                                |
| 10               | 202    | 81             | 44     | 10     | 16     | 14     | 25           | 74               | 44     | 8      | 17     | 16     | 34        | 51                             | 62     | 89        | -                          | -              | 113                                  |
|                  | 9.3%   | 9.8%           | 8.7%   | 6.7%   | 9.9%   | 9.8%   | 8.7%         | 8.9%             | 8.8%   | 7.8%   | 10.6%  | 11.2%  | 9.9%      | 8.7%                           | 9.9%   | 9.3%      | -                          | -              | 9.3%                                 |
| 11               | 138    | 47             | 37     | 8      | 6      | 11     | 27           | 50               | 39     | 8      | 5      | 6      | 25        | 49                             | 40     | 50        | -                          | -              | 88                                   |
|                  | 6.3%   | 5.6%           | 7.2%   | 5.7%   | 3.8%   | 7.3%   | 9.3%         | 6.0%             | 8.0%   | 7.2%   | 3.1%   | 4.4%   | 7.2%      | 8.2%                           | 6.4%   | 5.1%      | -                          | -              | 7.3%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 41

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving is the only way that the UK can make its own laws and control its destiny.

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 291    | 138    | 153    | 48     | 114    | 129    | 80     | 131    | 28     | 51     | 39        | 32              | 49         | 25         | 13     | 22            | 19            | 18       | 19                 | 17         | 30         | 9                |
|                  | 13.4%  | 14.1%  | 12.8%  | 8.3%   | 14.3%  | 16.2%  | 14.4%  | 14.1%  | 10.1%  | 12.5%  | 14.3%     | 16.6%           | 14.1%      | 12.8%      | 13.5%  | 13.1%         | 9.9%          | 12.1%    | 11.4%              | 17.1%      | 12.2%      | 15.6%            |
| 2                | 315    | 137    | 178    | 62     | 103    | 149    | 86     | 133    | 37     | 58     | 30        | 28              | 54         | 28         | 13     | 25            | 25            | 22       | 27                 | 12         | 48         | 3                |
|                  | 14.5%  | 14.0%  | 14.9%  | 10.8%  | 13.0%  | 18.7%  | 15.5%  | 14.3%  | 13.4%  | 14.3%  | 11.2%     | 14.6%           | 15.8%      | 14.0%      | 13.6%  | 15.1%         | 13.2%         | 15.3%    | 15.8%              | 11.5%      | 19.8%      | 4.7%             |
| 3                | 289    | 118    | 171    | 82     | 100    | 107    | 79     | 121    | 32     | 58     | 20        | 24              | 50         | 16         | 16     | 34            | 26            | 17       | 20                 | 20         | 33         | 15               |
|                  | 13.3%  | 12.1%  | 14.3%  | 14.2%  | 12.5%  | 13.4%  | 14.1%  | 12.9%  | 11.7%  | 14.3%  | 7.2%      | 12.3%           | 14.4%      | 8.0%       | 17.2%  | 20.4%         | 13.6%         | 11.5%    | 11.6%              | 19.2%      | 13.8%      | 26.7%            |
| 4                | 239    | 116    | 123    | 56     | 102    | 80     | 51     | 115    | 27     | 45     | 30        | 19              | 37         | 37         | 10     | 20            | 18            | 14       | 21                 | 3          | 25         | 4                |
|                  | 11.0%  | 11.9%  | 10.3%  | 9.7%   | 12.8%  | 10.1%  | 9.3%   | 12.3%  | 9.8%   | 11.1%  | 11.0%     | 9.8%            | 10.8%      | 18.9%      | 10.3%  | 11.8%         | 9.4%          | 9.7%     | 12.4%              | 3.4%       | 10.5%      | 7.1%             |
| 5                | 235    | 106    | 129    | 73     | 86     | 76     | 55     | 102    | 27     | 51     | 23        | 19              | 46         | 26         | 7      | 23            | 15            | 19       | 13                 | 12         | 25         | 9                |
|                  | 10.8%  | 10.9%  | 10.8%  | 12.7%  | 10.8%  | 9.5%   | 9.9%   | 10.9%  | 9.8%   | 12.6%  | 8.5%      | 9.7%            | 13.2%      | 13.2%      | 6.9%   | 13.6%         | 7.7%          | 12.9%    | 7.6%               | 11.3%      | 10.4%      | 16.7%            |
| 6                | 192    | 96     | 96     | 50     | 72     | 70     | 50     | 74     | 33     | 34     | 20        | 11              | 27         | 14         | 11     | 5             | 33            | 12       | 17                 | 18         | 15         | 7                |
|                  | 8.8%   | 9.8%   | 8.0%   | 8.5%   | 9.1%   | 8.7%   | 9.0%   | 7.9%   | 12.1%  | 8.4%   | 7.4%      | 5.7%            | 8.0%       | 7.0%       | 11.2%  | 3.1%          | 17.5%         | 8.3%     | 10.2%              | 18.0%      | 6.3%       | 12.7%            |
| 7                | 181    | 95     | 86     | 65     | 54     | 62     | 43     | 67     | 36     | 35     | 17        | 26              | 28         | 18         | 8      | 16            | 22            | 7        | 20                 | 4          | 11         | 3                |
|                  | 8.3%   | 9.7%   | 7.2%   | 11.1%  | 6.8%   | 7.8%   | 7.7%   | 7.2%   | 13.2%  | 8.5%   | 6.4%      | 13.6%           | 8.1%       | 9.0%       | 8.0%   | 9.3%          | 11.8%         | 5.1%     | 11.8%              | 4.3%       | 4.5%       | 5.9%             |
| 8                | 128    | 53     | 75     | 42     | 48     | 38     | 30     | 54     | 16     | 28     | 15        | 14              | 15         | 8          | 5      | 6             | 11            | 15       | 9                  | 7          | 17         | 5                |
|                  | 5.9%   | 5.4%   | 6.2%   | 7.2%   | 6.0%   | 4.8%   | 5.5%   | 5.7%   | 5.7%   | 6.9%   | 5.7%      | 7.4%            | 4.4%       | 4.0%       | 4.8%   | 3.4%          | 5.9%          | 10.1%    | 5.4%               | 7.0%       | 7.1%       | 8.9%             |
| 9                | 136    | 61     | 75     | 43     | 43     | 50     | 43     | 62     | 16     | 15     | 32        | 9               | 15         | 12         | 7      | 10            | 11            | 5        | 11                 | 4          | 19         | 1                |
|                  | 6.3%   | 6.3%   | 6.3%   | 7.4%   | 5.5%   | 6.2%   | 7.7%   | 6.7%   | 5.8%   | 3.7%   | 11.9%     | 4.6%            | 4.3%       | 6.0%       | 6.9%   | 5.9%          | 5.8%          | 3.6%     | 6.5%               | 3.9%       | 7.9%       | 1.5%             |
| 10               | 91     | 30     | 61     | 27     | 44     | 21     | 22     | 40     | 14     | 14     | 27        | 7               | 13         | 7          | 4      | 1             | 5             | 7        | 8                  | 1          | 13         | -                |
|                  | 4.2%   | 3.0%   | 5.1%   | 4.6%   | 5.5%   | 2.6%   | 4.0%   | 4.3%   | 4.9%   | 3.5%   | 10.1%     | 3.5%            | 3.7%       | 3.3%       | 3.7%   | *             | 2.5%          | 4.5%     | 4.8%               | 1.3%       | 5.4%       | -                |
| 11               | 77     | 28     | 49     | 31     | 30     | 15     | 16     | 34     | 9      | 17     | 17        | 4               | 11         | 8          | 4      | 6             | 5             | 10       | 4                  | 3          | 5          | -                |
|                  | 3.5%   | 2.9%   | 4.1%   | 5.4%   | 3.8%   | 1.9%   | 2.9%   | 3.7%   | 3.4%   | 4.2%   | 6.2%      | 2.1%            | 3.2%       | 3.8%       | 3.8%   | 3.8%          | 2.6%          | 6.9%     | 2.5%               | 3.1%       | 2.0%       | -                |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 42

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving is the only way that the UK can make its own laws and control its destiny.

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 291    | 132            | 53     | 24     | 19     | 17     | 36           | 123              | 54     | 15     | 20     | 21     | 47        | 71                             | 91     | 129       | -                          | -              | 162                                  |
|                  | 13.4%  | 15.8%          | 10.3%  | 15.9%  | 11.5%  | 11.7%  | 12.4%        | 14.7%            | 10.9%  | 13.8%  | 12.2%  | 14.2%  | 14.0%     | 12.0%                          | 14.6%  | 13.4%     | -                          | -              | 13.4%                                |
| 2                | 315    | 141            | 68     | 17     | 27     | 19     | 39           | 150              | 59     | 11     | 31     | 17     | 44        | 62                             | 126    | 128       | -                          | -              | 187                                  |
|                  | 14.5%  | 16.9%          | 13.3%  | 11.5%  | 16.6%  | 13.2%  | 13.3%        | 17.9%            | 11.9%  | 10.3%  | 19.2%  | 11.3%  | 13.0%     | 10.5%                          | 20.3%  | 13.3%     | -                          | -              | 15.5%                                |
| 3                | 289    | 105            | 64     | 22     | 33     | 22     | 34           | 101              | 56     | 18     | 37     | 24     | 47        | 75                             | 93     | 121       | -                          | -              | 168                                  |
|                  | 13.3%  | 12.6%          | 12.5%  | 14.8%  | 20.1%  | 14.9%  | 11.6%        | 12.0%            | 11.3%  | 17.2%  | 23.1%  | 16.2%  | 13.7%     | 12.7%                          | 15.0%  | 12.6%     | -                          | -              | 13.9%                                |
| 4                | 239    | 103            | 57     | 15     | 13     | 17     | 22           | 91               | 48     | 13     | 12     | 19     | 40        | 70                             | 59     | 110       | -                          | -              | 129                                  |
|                  | 11.0%  | 12.4%          | 11.2%  | 9.8%   | 8.0%   | 11.6%  | 7.5%         | 10.9%            | 9.8%   | 12.3%  | 7.4%   | 12.7%  | 11.9%     | 11.9%                          | 9.5%   | 11.4%     | -                          | -              | 10.7%                                |
| 5                | 235    | 79             | 60     | 17     | 20     | 13     | 41           | 83               | 63     | 8      | 15     | 14     | 42        | 77                             | 60     | 97        | -                          | -              | 138                                  |
|                  | 10.8%  | 9.5%           | 11.6%  | 11.5%  | 11.8%  | 9.1%   | 14.2%        | 10.0%            | 12.6%  | 7.2%   | 9.2%   | 9.7%   | 12.4%     | 13.1%                          | 9.8%   | 10.1%     | -                          | -              | 11.4%                                |
| 6                | 192    | 58             | 48     | 22     | 14     | 14     | 28           | 67               | 50     | 17     | 13     | 14     | 27        | 48                             | 58     | 85        | -                          | -              | 106                                  |
|                  | 8.8%   | 6.9%           | 9.3%   | 15.1%  | 8.2%   | 9.6%   | 9.5%         | 8.0%             | 10.0%  | 15.7%  | 8.2%   | 9.4%   | 8.0%      | 8.2%                           | 9.4%   | 8.9%      | -                          | -              | 8.8%                                 |
| 7                | 181    | 74             | 42     | 10     | 10     | 6      | 32           | 75               | 46     | 8      | 11     | 5      | 25        | 69                             | 37     | 75        | -                          | -              | 106                                  |
|                  | 8.3%   | 8.9%           | 8.2%   | 6.4%   | 5.8%   | 3.9%   | 11.1%        | 9.0%             | 9.3%   | 7.8%   | 6.6%   | 3.1%   | 7.2%      | 11.7%                          | 6.0%   | 7.7%      | -                          | -              | 8.8%                                 |
| 8                | 128    | 32             | 30     | 13     | 7      | 22     | 16           | 30               | 32     | 10     | 3      | 16     | 27        | 34                             | 28     | 65        | -                          | -              | 62                                   |
|                  | 5.9%   | 3.9%           | 5.9%   | 8.7%   | 4.3%   | 14.8%  | 5.6%         | 3.6%             | 6.4%   | 9.1%   | 2.0%   | 10.8%  | 7.8%      | 5.8%                           | 4.5%   | 6.8%      | -                          | -              | 5.1%                                 |
| 9                | 136    | 48             | 37     | 3      | 12     | 8      | 22           | 52               | 40     | 3      | 10     | 10     | 15        | 34                             | 38     | 64        | -                          | -              | 72                                   |
|                  | 6.3%   | 5.8%           | 7.2%   | 2.2%   | 7.3%   | 5.8%   | 7.5%         | 6.2%             | 8.0%   | 2.6%   | 6.3%   | 6.7%   | 4.5%      | 5.8%                           | 6.1%   | 6.7%      | -                          | -              | 5.9%                                 |
| 10               | 91     | 36             | 27     | 3      | 9      | 4      | 10           | 38               | 24     | 2      | 6      | 4      | 13        | 29                             | 20     | 42        | -                          | -              | 50                                   |
|                  | 4.2%   | 4.3%           | 5.3%   | 2.2%   | 5.2%   | 2.4%   | 3.3%         | 4.5%             | 4.9%   | 1.9%   | 3.9%   | 3.0%   | 4.0%      | 5.0%                           | 3.2%   | 4.3%      | -                          | -              | 4.1%                                 |
| 11               | 77     | 26             | 27     | 3      | 2      | 4      | 12           | 26               | 24     | 2      | 3      | 4      | 12        | 19                             | 10     | 47        | -                          | -              | 30                                   |
|                  | 3.5%   | 3.1%           | 5.2%   | 1.9%   | 1.2%   | 3.0%   | 3.9%         | 3.1%             | 4.9%   | 2.0%   | 1.9%   | 2.8%   | 3.6%      | 3.3%                           | 1.6%   | 4.9%      | -                          | -              | 2.5%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 43

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU is the only way the UK can be great again

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 85     | 40     | 45     | 30     | 35     | 21     | 24     | 36     | 11     | 14     | 19        | 2               | 8          | 12         | 4      | 8             | 14            | 2        | -                  | 7          | 10         | -                |
|                  | 3.9%   | 4.1%   | 3.8%   | 5.1%   | 4.3%   | 2.6%   | 4.3%   | 3.9%   | 3.9%   | 3.5%   | 6.9%      | 1.2%            | 2.3%       | 5.9%       | 3.8%   | 5.0%          | 7.6%          | 1.4%     | -                  | 6.6%       | 3.9%       | -                |
| 2                | 93     | 41     | 52     | 20     | 49     | 24     | 19     | 33     | 13     | 28     | 6         | 16              | 14         | 7          | 5      | 8             | 7             | 11       | 5                  | 5          | 7          | 1                |
|                  | 4.3%   | 4.2%   | 4.3%   | 3.5%   | 6.2%   | 3.0%   | 3.4%   | 3.6%   | 4.9%   | 6.8%   | 2.4%      | 8.4%            | 4.0%       | 3.8%       | 5.1%   | 5.0%          | 3.7%          | 7.3%     | 2.8%               | 5.2%       | 2.8%       | 2.6%             |
| 3                | 101    | 48     | 53     | 35     | 47     | 19     | 20     | 42     | 20     | 19     | 11        | 6               | 10         | 14         | 5      | 4             | 8             | 11       | 10                 | 5          | 9          | 6                |
|                  | 4.6%   | 4.9%   | 4.4%   | 6.0%   | 5.9%   | 2.4%   | 3.6%   | 4.5%   | 7.2%   | 4.7%   | 4.1%      | 3.3%            | 3.0%       | 7.1%       | 5.8%   | 2.5%          | 4.1%          | 7.5%     | 6.0%               | 5.2%       | 3.9%       | 9.8%             |
| 4                | 140    | 49     | 91     | 54     | 43     | 43     | 29     | 62     | 15     | 35     | 21        | 8               | 20         | 10         | 7      | 21            | 19            | 7        | 8                  | 3          | 15         | 2                |
|                  | 6.4%   | 5.0%   | 7.6%   | 9.3%   | 5.4%   | 5.4%   | 5.2%   | 6.6%   | 5.4%   | 8.6%   | 7.6%      | 4.1%            | 5.9%       | 4.8%       | 7.7%   | 12.3%         | 10.2%         | 4.8%     | 4.4%               | 3.4%       | 6.0%       | 2.7%             |
| 5                | 122    | 56     | 66     | 37     | 39     | 46     | 26     | 56     | 18     | 21     | 20        | 12              | 18         | 8          | 4      | 11            | 14            | 10       | 7                  | 4          | 13         | 1                |
|                  | 5.6%   | 5.7%   | 5.5%   | 6.4%   | 4.9%   | 5.7%   | 4.8%   | 6.0%   | 6.7%   | 5.2%   | 7.5%      | 6.5%            | 5.2%       | 4.2%       | 4.6%   | 6.7%          | 7.5%          | 6.6%     | 3.9%               | 4.0%       | 5.2%       | 1.2%             |
| 6                | 191    | 82     | 109    | 58     | 69     | 65     | 53     | 81     | 23     | 33     | 13        | 14              | 33         | 17         | 4      | 15            | 12            | 15       | 18                 | 10         | 29         | 10               |
|                  | 8.8%   | 8.4%   | 9.1%   | 9.9%   | 8.6%   | 8.2%   | 9.6%   | 8.6%   | 8.3%   | 8.2%   | 4.6%      | 7.5%            | 9.5%       | 8.7%       | 4.5%   | 9.1%          | 6.1%          | 10.4%    | 10.9%              | 10.0%      | 12.0%      | 18.1%            |
| 7                | 185    | 82     | 103    | 44     | 61     | 80     | 38     | 76     | 33     | 37     | 24        | 19              | 33         | 21         | 3      | 12            | 19            | 10       | 15                 | 6          | 20         | 5                |
|                  | 8.5%   | 8.3%   | 8.6%   | 7.5%   | 7.7%   | 10.0%  | 6.8%   | 8.1%   | 12.2%  | 9.2%   | 8.7%      | 9.7%            | 9.6%       | 10.4%      | 3.4%   | 7.3%          | 10.0%         | 6.6%     | 8.6%               | 5.9%       | 8.1%       | 8.1%             |
| 8                | 232    | 106    | 126    | 61     | 82     | 89     | 85     | 91     | 15     | 42     | 39        | 27              | 32         | 28         | 12     | 16            | 15            | 6        | 5                  | 8          | 35         | 8                |
|                  | 10.7%  | 10.8%  | 10.6%  | 10.5%  | 10.3%  | 11.2%  | 15.2%  | 9.7%   | 5.4%   | 10.3%  | 14.5%     | 14.0%           | 9.3%       | 14.1%      | 12.7%  | 9.8%          | 8.0%          | 3.8%     | 3.2%               | 7.5%       | 14.6%      | 14.2%            |
| 9                | 240    | 116    | 123    | 72     | 76     | 92     | 56     | 91     | 24     | 67     | 39        | 19              | 42         | 19         | 12     | 13            | 20            | 14       | 26                 | 15         | 18         | 5                |
|                  | 11.0%  | 11.9%  | 10.3%  | 12.4%  | 9.5%   | 11.6%  | 10.1%  | 9.8%   | 8.9%   | 16.5%  | 14.2%     | 9.7%            | 12.1%      | 9.8%       | 12.6%  | 7.7%          | 10.4%         | 9.6%     | 15.5%              | 14.2%      | 7.3%       | 8.4%             |
| 10               | 363    | 151    | 212    | 74     | 141    | 148    | 91     | 171    | 50     | 52     | 37        | 32              | 55         | 34         | 20     | 29            | 21            | 25       | 30                 | 22         | 43         | 16               |
|                  | 16.7%  | 15.5%  | 17.7%  | 12.8%  | 17.6%  | 18.6%  | 16.3%  | 18.3%  | 18.1%  | 12.7%  | 13.6%     | 16.4%           | 16.0%      | 17.4%      | 20.4%  | 17.0%         | 11.1%         | 17.3%    | 17.9%              | 21.2%      | 17.8%      | 27.6%            |
| 11               | 422    | 208    | 214    | 97     | 156    | 169    | 115    | 196    | 52     | 58     | 43        | 37              | 80         | 27         | 18     | 29            | 40            | 36       | 45                 | 17         | 44         | 4                |
|                  | 19.4%  | 21.2%  | 17.9%  | 16.7%  | 19.5%  | 21.2%  | 20.7%  | 21.0%  | 18.9%  | 14.4%  | 15.8%     | 19.2%           | 23.1%      | 13.8%      | 19.3%  | 17.4%         | 21.3%         | 24.8%    | 26.8%              | 16.9%      | 18.3%      | 7.3%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 44

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU is the only way the UK can be great again

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 85     | 30             | 26     | 1      | 5      | 6      | 13           | 29               | 24     | 2      | 6      | 2      | 15        | 17                             | 25     | 43        | -                          | -              | 42                                   |
|                  | 3.9%   | 3.6%           | 5.0%   | 0.7%   | 3.2%   | 4.1%   | 4.5%         | 3.5%             | 4.9%   | 2.2%   | 4.0%   | 1.4%   | 4.4%      | 2.9%                           | 4.0%   | 4.4%      | -                          | -              | 3.5%                                 |
| 2                | 93     | 30             | 18     | 6      | 6      | 14     | 14           | 26               | 22     | 4      | 11     | 13     | 15        | 16                             | 31     | 46        | -                          | -              | 47                                   |
|                  | 4.3%   | 3.6%           | 3.5%   | 4.3%   | 3.5%   | 9.4%   | 4.9%         | 3.1%             | 4.5%   | 3.5%   | 6.6%   | 8.7%   | 4.4%      | 2.8%                           | 5.0%   | 4.8%      | -                          | -              | 3.9%                                 |
| 3                | 101    | 33             | 31     | 3      | 8      | 8      | 9            | 34               | 29     | 2      | 6      | 6      | 16        | 20                             | 21     | 60        | -                          | -              | 41                                   |
|                  | 4.6%   | 4.0%           | 6.0%   | 2.1%   | 4.9%   | 5.5%   | 2.9%         | 4.1%             | 5.9%   | 1.7%   | 3.8%   | 4.4%   | 4.6%      | 3.3%                           | 3.4%   | 6.2%      | -                          | -              | 3.4%                                 |
| 4                | 140    | 49             | 33     | 8      | 17     | 6      | 24           | 50               | 34     | 6      | 12     | 6      | 27        | 31                             | 43     | 67        | -                          | -              | 73                                   |
|                  | 6.4%   | 5.9%           | 6.3%   | 5.4%   | 10.3%  | 4.4%   | 8.2%         | 6.0%             | 6.9%   | 5.7%   | 7.2%   | 4.0%   | 8.1%      | 5.2%                           | 6.9%   | 6.9%      | -                          | -              | 6.1%                                 |
| 5                | 122    | 37             | 34     | 10     | 11     | 7      | 18           | 38               | 37     | 7      | 11     | 9      | 12        | 29                             | 31     | 62        | -                          | -              | 60                                   |
|                  | 5.6%   | 4.4%           | 6.7%   | 6.6%   | 6.4%   | 4.5%   | 6.2%         | 4.5%             | 7.4%   | 6.8%   | 6.7%   | 6.2%   | 3.6%      | 4.9%                           | 5.0%   | 6.5%      | -                          | -              | 5.0%                                 |
| 6                | 191    | 72             | 49     | 6      | 13     | 13     | 36           | 70               | 49     | 2      | 15     | 14     | 29        | 58                             | 57     | 76        | -                          | -              | 116                                  |
|                  | 8.8%   | 8.6%           | 9.6%   | 4.2%   | 7.9%   | 8.9%   | 12.2%        | 8.4%             | 10.0%  | 1.9%   | 9.6%   | 9.4%   | 8.4%      | 9.9%                           | 9.3%   | 7.8%      | -                          | -              | 9.6%                                 |
| 7                | 185    | 68             | 47     | 12     | 25     | 14     | 14           | 73               | 45     | 13     | 24     | 10     | 18        | 42                             | 70     | 73        | -                          | -              | 112                                  |
|                  | 8.5%   | 8.2%           | 9.1%   | 7.7%   | 15.1%  | 9.8%   | 4.8%         | 8.7%             | 9.1%   | 12.0%  | 15.0%  | 6.8%   | 5.1%      | 7.1%                           | 11.3%  | 7.6%      | -                          | -              | 9.2%                                 |
| 8                | 232    | 101            | 48     | 12     | 18     | 11     | 34           | 99               | 41     | 7      | 19     | 13     | 44        | 51                             | 84     | 98        | -                          | -              | 134                                  |
|                  | 10.7%  | 12.1%          | 9.4%   | 7.8%   | 10.6%  | 7.4%   | 11.6%        | 11.8%            | 8.3%   | 6.4%   | 11.6%  | 8.8%   | 13.0%     | 8.6%                           | 13.5%  | 10.1%     | -                          | -              | 11.1%                                |
| 9                | 240    | 101            | 50     | 15     | 16     | 11     | 38           | 105              | 48     | 16     | 12     | 13     | 29        | 72                             | 56     | 112       | -                          | -              | 128                                  |
|                  | 11.0%  | 12.1%          | 9.8%   | 10.2%  | 9.4%   | 7.8%   | 13.1%        | 12.6%            | 9.6%   | 14.6%  | 7.6%   | 9.0%   | 8.4%      | 12.2%                          | 9.1%   | 11.6%     | -                          | -              | 10.6%                                |
| 10               | 363    | 133            | 93     | 23     | 26     | 25     | 54           | 128              | 82     | 19     | 30     | 24     | 70        | 112                            | 95     | 156       | -                          | -              | 207                                  |
|                  | 16.7%  | 16.0%          | 18.1%  | 15.1%  | 15.8%  | 16.9%  | 18.6%        | 15.3%            | 16.5%  | 18.1%  | 18.4%  | 16.5%  | 20.6%     | 19.1%                          | 15.3%  | 16.2%     | -                          | -              | 17.1%                                |
| 11               | 422    | 179            | 85     | 53     | 21     | 31     | 38           | 183              | 84     | 29     | 16     | 36     | 66        | 142                            | 107    | 172       | -                          | -              | 249                                  |
|                  | 19.4%  | 21.5%          | 16.6%  | 35.8%  | 13.0%  | 21.3%  | 12.9%        | 22.0%            | 17.0%  | 27.0%  | 9.7%   | 24.9%  | 19.3%     | 24.1%                          | 17.3%  | 17.9%     | -                          | -              | 20.6%                                |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 45

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving would free the UK to re-establish links with the commonwealth

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 79     | 27     | 53     | 18     | 26     | 35     | 19     | 41     | 7      | 12     | 12        | 5               | 15         | 4          | 4      | 4             | 10            | 6        | 6                  | 6          | 7          | -                |
|                  | 3.6%   | 2.7%   | 4.4%   | 3.0%   | 3.3%   | 4.4%   | 3.4%   | 4.4%   | 2.6%   | 2.9%   | 4.3%      | 2.6%            | 4.5%       | 2.2%       | 3.8%   | 2.4%          | 5.4%          | 3.8%     | 3.7%               | 5.6%       | 3.0%       | -                |
| 2                | 131    | 54     | 77     | 43     | 32     | 55     | 24     | 58     | 29     | 20     | 15        | 7               | 22         | 8          | 7      | 18            | 17            | 7        | 5                  | 6          | 14         | 5                |
|                  | 6.0%   | 5.5%   | 6.4%   | 7.4%   | 4.0%   | 7.0%   | 4.3%   | 6.3%   | 10.4%  | 4.9%   | 5.6%      | 3.8%            | 6.3%       | 4.0%       | 6.9%   | 10.5%         | 9.2%          | 5.0%     | 2.7%               | 5.6%       | 5.9%       | 9.2%             |
| 3                | 139    | 70     | 68     | 36     | 54     | 48     | 41     | 60     | 13     | 25     | 23        | 13              | 18         | 15         | 7      | 6             | 19            | 5        | 15                 | 2          | 15         | -                |
|                  | 6.4%   | 7.2%   | 5.7%   | 6.2%   | 6.8%   | 6.1%   | 7.3%   | 6.4%   | 4.7%   | 6.2%   | 8.6%      | 6.8%            | 5.1%       | 7.5%       | 7.4%   | 3.4%          | 10.2%         | 3.1%     | 9.1%               | 2.0%       | 6.3%       | -                |
| 4                | 136    | 65     | 72     | 34     | 47     | 55     | 48     | 45     | 17     | 26     | 11        | 11              | 30         | 12         | 7      | 7             | 12            | 10       | 7                  | 8          | 21         | *                |
|                  | 6.3%   | 6.6%   | 6.0%   | 5.8%   | 5.9%   | 7.0%   | 8.6%   | 4.8%   | 6.2%   | 6.4%   | 4.1%      | 5.7%            | 8.8%       | 5.9%       | 7.0%   | 4.0%          | 6.5%          | 6.9%     | 4.1%               | 7.9%       | 8.7%       | *                |
| 5                | 191    | 69     | 123    | 52     | 52     | 87     | 51     | 78     | 28     | 35     | 20        | 11              | 28         | 17         | 10     | 18            | 13            | 15       | 19                 | 13         | 20         | 9                |
|                  | 8.8%   | 7.0%   | 10.3%  | 8.9%   | 6.6%   | 11.0%  | 9.1%   | 8.3%   | 10.2%  | 8.6%   | 7.2%      | 5.5%            | 8.0%       | 8.6%       | 10.1%  | 10.6%         | 7.0%          | 10.0%    | 11.1%              | 12.6%      | 8.4%       | 16.8%            |
| 6                | 190    | 89     | 101    | 48     | 75     | 68     | 52     | 89     | 23     | 26     | 27        | 24              | 33         | 24         | 7      | 12            | 14            | 6        | 10                 | 4          | 24         | 6                |
|                  | 8.7%   | 9.1%   | 8.4%   | 8.2%   | 9.4%   | 8.5%   | 9.3%   | 9.5%   | 8.2%   | 6.3%   | 9.8%      | 12.7%           | 9.5%       | 12.3%      | 6.8%   | 6.9%          | 7.4%          | 3.9%     | 6.2%               | 3.8%       | 10.0%      | 9.9%             |
| 7                | 232    | 98     | 134    | 51     | 90     | 91     | 66     | 96     | 25     | 46     | 34        | 25              | 26         | 25         | 11     | 16            | 15            | 24       | 12                 | 14         | 23         | 8                |
|                  | 10.7%  | 10.0%  | 11.3%  | 8.8%   | 11.3%  | 11.4%  | 11.8%  | 10.2%  | 9.1%   | 11.2%  | 12.6%     | 13.0%           | 7.5%       | 12.5%      | 11.4%  | 9.7%          | 7.7%          | 16.2%    | 7.3%               | 13.3%      | 9.6%       | 14.0%            |
| 8                | 283    | 127    | 156    | 75     | 103    | 105    | 60     | 128    | 36     | 58     | 36        | 31              | 44         | 30         | 13     | 23            | 21            | 16       | 28                 | 6          | 31         | 6                |
|                  | 13.0%  | 12.9%  | 13.1%  | 12.8%  | 13.0%  | 13.2%  | 10.9%  | 13.7%  | 13.2%  | 14.3%  | 13.2%     | 16.3%           | 12.8%      | 15.0%      | 13.3%  | 13.6%         | 11.0%         | 10.7%    | 16.5%              | 5.5%       | 12.9%      | 9.8%             |
| 9                | 331    | 145    | 186    | 87     | 138    | 106    | 91     | 145    | 36     | 59     | 44        | 28              | 51         | 31         | 11     | 32            | 31            | 16       | 27                 | 14         | 38         | 8                |
|                  | 15.2%  | 14.8%  | 15.5%  | 15.0%  | 17.3%  | 13.3%  | 16.3%  | 15.5%  | 13.2%  | 14.5%  | 16.1%     | 14.4%           | 15.0%      | 15.7%      | 11.6%  | 19.0%         | 16.4%         | 11.0%    | 16.3%              | 13.4%      | 15.7%      | 13.6%            |
| 10               | 284    | 147    | 137    | 90     | 108    | 86     | 61     | 120    | 37     | 66     | 33        | 26              | 41         | 21         | 11     | 20            | 21            | 27       | 29                 | 22         | 22         | 10               |
|                  | 13.1%  | 15.0%  | 11.5%  | 15.6%  | 13.5%  | 10.8%  | 10.9%  | 12.8%  | 13.4%  | 16.3%  | 12.2%     | 13.3%           | 12.0%      | 10.7%      | 11.5%  | 11.7%         | 11.3%         | 18.7%    | 17.3%              | 21.4%      | 9.3%       | 18.4%            |
| 11               | 177    | 89     | 89     | 47     | 71     | 59     | 44     | 74     | 24     | 34     | 17        | 11              | 36         | 11         | 10     | 14            | 15            | 16       | 9                  | 9          | 25         | 4                |
|                  | 8.2%   | 9.1%   | 7.4%   | 8.2%   | 8.9%   | 7.4%   | 7.9%   | 7.9%   | 8.7%   | 8.4%   | 6.2%      | 5.8%            | 10.6%      | 5.8%       | 10.2%  | 8.2%          | 7.9%          | 10.6%    | 5.6%               | 8.9%       | 10.1%      | 7.9%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 46

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving would free the UK to re-establish links with the commonwealth

Unweighted Total

Weighted Total

1

2

3

4

5

6

7

8

9

10

11

SIGMA

| Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 79     | 28             | 27     | 4      | 4      | 3      | 9            | 26               | 23     | 4      | 4      | 4      | 13        | 29                             | 17     | 33        | -                          | -              | 46                                   |
| 3.6%   | 3.3%           | 5.4%   | 2.9%   | 2.2%   | 1.7%   | 3.0%         | 3.1%             | 4.6%   | 3.9%   | 2.7%   | 2.7%   | 3.8%      | 4.9%                           | 2.8%   | 3.4%      | -                          | -              | 3.8%                                 |
| 131    | 35             | 46     | 16     | 12     | 5      | 14           | 30               | 47     | 11     | 10     | 5      | 24        | 43                             | 32     | 55        | -                          | -              | 76                                   |
| 6.0%   | 4.2%           | 9.0%   | 10.4%  | 7.2%   | 3.1%   | 4.7%         | 3.6%             | 9.5%   | 10.1%  | 5.9%   | 3.1%   | 7.2%      | 7.4%                           | 5.2%   | 5.7%      | -                          | -              | 6.3%                                 |
| 139    | 55             | 27     | 6      | 11     | 5      | 30           | 58               | 30     | 4      | 12     | 5      | 23        | 45                             | 32     | 62        | -                          | -              | 77                                   |
| 6.4%   | 6.6%           | 5.2%   | 4.0%   | 6.6%   | 3.5%   | 10.2%        | 7.0%             | 6.0%   | 3.9%   | 7.1%   | 3.1%   | 6.6%      | 7.6%                           | 5.1%   | 6.4%      | -                          | -              | 6.3%                                 |
| 136    | 53             | 32     | 6      | 7      | 14     | 17           | 54               | 30     | 5      | 13     | 15     | 16        | 39                             | 51     | 47        | -                          | -              | 90                                   |
| 6.3%   | 6.3%           | 6.3%   | 4.1%   | 3.9%   | 9.3%   | 5.9%         | 6.4%             | 6.0%   | 4.7%   | 7.8%   | 10.3%  | 4.7%      | 6.6%                           | 8.1%   | 4.8%      | -                          | -              | 7.4%                                 |
| 191    | 62             | 48     | 13     | 14     | 13     | 31           | 64               | 50     | 19     | 12     | 15     | 22        | 53                             | 56     | 83        | -                          | -              | 109                                  |
| 8.8%   | 7.4%           | 9.3%   | 8.8%   | 8.5%   | 8.9%   | 10.8%        | 7.7%             | 10.0%  | 17.5%  | 7.6%   | 10.3%  | 6.5%      | 9.0%                           | 9.0%   | 8.6%      | -                          | -              | 9.0%                                 |
| 190    | 71             | 49     | 10     | 28     | 11     | 16           | 74               | 46     | 6      | 24     | 11     | 27        | 47                             | 60     | 82        | -                          | -              | 107                                  |
| 8.7%   | 8.5%           | 9.5%   | 7.0%   | 16.7%  | 7.5%   | 5.4%         | 8.9%             | 9.2%   | 5.5%   | 14.7%  | 7.6%   | 7.8%      | 8.0%                           | 9.7%   | 8.6%      | -                          | -              | 8.9%                                 |
| 232    | 93             | 45     | 16     | 16     | 25     | 26           | 92               | 40     | 11     | 13     | 25     | 42        | 49                             | 72     | 111       | -                          | -              | 121                                  |
| 10.7%  | 11.1%          | 8.7%   | 10.8%  | 9.8%   | 16.9%  | 8.8%         | 11.1%            | 8.0%   | 10.2%  | 8.1%   | 17.2%  | 12.3%     | 8.3%                           | 11.6%  | 11.6%     | -                          | -              | 10.0%                                |
| 283    | 102            | 75     | 24     | 16     | 17     | 45           | 102              | 70     | 16     | 18     | 13     | 54        | 91                             | 71     | 121       | -                          | -              | 162                                  |
| 13.0%  | 12.2%          | 14.7%  | 15.9%  | 10.0%  | 11.5%  | 15.5%        | 12.2%            | 14.0%  | 14.9%  | 11.2%  | 9.0%   | 15.9%     | 15.5%                          | 11.4%  | 12.5%     | -                          | -              | 13.4%                                |
| 331    | 148            | 67     | 18     | 20     | 27     | 39           | 138              | 66     | 14     | 18     | 28     | 51        | 82                             | 83     | 166       | -                          | -              | 165                                  |
| 15.2%  | 17.8%          | 13.1%  | 12.0%  | 12.2%  | 18.9%  | 13.5%        | 16.5%            | 13.3%  | 13.1%  | 11.4%  | 19.0%  | 15.1%     | 14.0%                          | 13.3%  | 17.2%     | -                          | -              | 13.6%                                |
| 284    | 126            | 50     | 29     | 23     | 15     | 36           | 126              | 52     | 15     | 22     | 15     | 43        | 72                             | 76     | 136       | -                          | -              | 148                                  |
| 13.1%  | 15.1%          | 9.7%   | 19.7%  | 13.6%  | 10.5%  | 12.4%        | 15.1%            | 10.4%  | 14.2%  | 13.7%  | 10.4%  | 12.7%     | 12.2%                          | 12.2%  | 14.1%     | -                          | -              | 12.2%                                |
| 177    | 62             | 46     | 7      | 15     | 12     | 28           | 70               | 45     | 2      | 16     | 11     | 25        | 38                             | 71     | 68        | -                          | -              | 110                                  |
| 8.2%   | 7.4%           | 9.0%   | 4.4%   | 9.3%   | 8.3%   | 9.7%         | 8.4%             | 9.0%   | 2.0%   | 9.7%   | 7.4%   | 7.3%      | 6.5%                           | 11.5%  | 7.0%      | -                          | -              | 9.1%                                 |
| 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
| 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 Attitudes Poll

Table 47

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU is the only way to prevent us eventually becoming a member of the Euro

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 84     | 31     | 53     | 31     | 35     | 19     | 25     | 34     | 12     | 14     | 11        | 6               | 13         | 13         | 3      | 8             | 8             | 4        | 4                  | 8          | 4          | 1                |
|                  | 3.9%   | 3.2%   | 4.5%   | 5.4%   | 4.3%   | 2.4%   | 4.5%   | 3.6%   | 4.4%   | 3.3%   | 4.1%      | 3.3%            | 3.7%       | 6.8%       | 2.7%   | 5.1%          | 4.4%          | 2.7%     | 2.2%               | 8.3%       | 1.8%       | 1.6%             |
| 2                | 131    | 52     | 78     | 46     | 50     | 34     | 40     | 49     | 13     | 28     | 22        | 5               | 14         | 7          | 7      | 11            | 15            | 14       | 15                 | 7          | 11         | 3                |
|                  | 6.0%   | 5.4%   | 6.5%   | 8.0%   | 6.3%   | 4.3%   | 7.3%   | 5.2%   | 4.9%   | 6.9%   | 8.1%      | 2.6%            | 4.2%       | 3.3%       | 7.3%   | 6.6%          | 8.0%          | 9.2%     | 8.8%               | 6.7%       | 4.4%       | 6.2%             |
| 3                | 175    | 74     | 101    | 68     | 56     | 51     | 44     | 69     | 35     | 28     | 27        | 18              | 34         | 9          | 3      | 8             | 18            | 14       | 16                 | 7          | 20         | 2                |
|                  | 8.1%   | 7.6%   | 8.4%   | 11.8%  | 7.0%   | 6.4%   | 7.9%   | 7.4%   | 12.6%  | 6.8%   | 9.9%      | 9.6%            | 9.8%       | 4.4%       | 3.2%   | 5.0%          | 9.5%          | 9.2%     | 9.2%               | 7.3%       | 8.2%       | 3.6%             |
| 4                | 144    | 55     | 89     | 41     | 52     | 50     | 42     | 56     | 20     | 26     | 26        | 6               | 25         | 17         | 4      | 12            | 8             | 10       | 7                  | 11         | 15         | 2                |
|                  | 6.6%   | 5.6%   | 7.5%   | 7.1%   | 6.6%   | 6.3%   | 7.5%   | 6.0%   | 7.4%   | 6.4%   | 9.7%      | 3.3%            | 7.2%       | 8.6%       | 4.5%   | 7.1%          | 4.1%          | 6.7%     | 4.3%               | 10.8%      | 6.2%       | 3.5%             |
| 5                | 206    | 99     | 108    | 57     | 88     | 61     | 56     | 91     | 20     | 38     | 39        | 14              | 21         | 21         | 7      | 16            | 16            | 17       | 19                 | 8          | 17         | 10               |
|                  | 9.5%   | 10.1%  | 9.0%   | 9.8%   | 11.0%  | 7.7%   | 10.0%  | 9.7%   | 7.2%   | 9.4%   | 14.2%     | 7.1%            | 6.2%       | 10.6%      | 7.8%   | 9.8%          | 8.6%          | 11.6%    | 11.0%              | 8.2%       | 7.2%       | 17.6%            |
| 6                | 210    | 91     | 120    | 55     | 78     | 78     | 52     | 88     | 34     | 37     | 32        | 16              | 34         | 23         | 14     | 17            | 16            | 12       | 12                 | 4          | 26         | 4                |
|                  | 9.7%   | 9.3%   | 10.0%  | 9.4%   | 9.8%   | 9.7%   | 9.3%   | 9.4%   | 12.5%  | 9.1%   | 12.0%     | 8.4%            | 9.8%       | 11.5%      | 15.1%  | 10.2%         | 8.5%          | 8.2%     | 7.2%               | 3.6%       | 10.8%      | 6.8%             |
| 7                | 199    | 82     | 116    | 41     | 72     | 85     | 45     | 96     | 20     | 37     | 14        | 20              | 40         | 21         | 9      | 17            | 17            | 6        | 13                 | 12         | 26         | 3                |
|                  | 9.1%   | 8.4%   | 9.7%   | 7.1%   | 9.1%   | 10.7%  | 8.2%   | 10.3%  | 7.3%   | 9.2%   | 5.1%      | 10.2%           | 11.7%      | 10.7%      | 9.3%   | 10.2%         | 9.1%          | 4.1%     | 7.8%               | 12.0%      | 10.7%      | 5.4%             |
| 8                | 283    | 154    | 129    | 67     | 103    | 113    | 73     | 137    | 31     | 40     | 37        | 18              | 40         | 23         | 12     | 20            | 26            | 10       | 30                 | 16         | 40         | 11               |
|                  | 13.0%  | 15.7%  | 10.8%  | 11.5%  | 12.9%  | 14.2%  | 13.1%  | 14.7%  | 11.4%  | 9.9%   | 13.6%     | 9.3%            | 11.5%      | 11.7%      | 12.2%  | 12.1%         | 14.0%         | 6.7%     | 18.0%              | 15.4%      | 16.5%      | 19.2%            |
| 9                | 262    | 132    | 130    | 55     | 94     | 113    | 61     | 119    | 32     | 49     | 25        | 26              | 48         | 22         | 10     | 16            | 28            | 21       | 23                 | 8          | 30         | 6                |
|                  | 12.1%  | 13.5%  | 10.9%  | 9.5%   | 11.8%  | 14.2%  | 11.0%  | 12.8%  | 11.8%  | 12.1%  | 9.2%      | 13.5%           | 13.9%      | 11.3%      | 10.2%  | 9.5%          | 14.8%         | 14.5%    | 13.6%              | 7.4%       | 12.3%      | 10.3%            |
| 10               | 261    | 111    | 150    | 58     | 87     | 116    | 64     | 112    | 27     | 59     | 21        | 34              | 47         | 19         | 15     | 24            | 19            | 25       | 16                 | 9          | 22         | 9                |
|                  | 12.0%  | 11.3%  | 12.6%  | 10.0%  | 11.0%  | 14.6%  | 11.5%  | 12.0%  | 9.7%   | 14.6%  | 7.8%      | 17.9%           | 13.5%      | 9.5%       | 16.0%  | 14.4%         | 10.2%         | 17.3%    | 9.4%               | 9.0%       | 9.1%       | 16.5%            |
| 11               | 218    | 98     | 120    | 61     | 81     | 77     | 54     | 85     | 30     | 50     | 17        | 28              | 29         | 23         | 11     | 17            | 17            | 14       | 14                 | 12         | 31         | 5                |
|                  | 10.0%  | 10.0%  | 10.0%  | 10.5%  | 10.1%  | 9.6%   | 9.7%   | 9.0%   | 10.9%  | 12.2%  | 6.3%      | 14.7%           | 8.5%       | 11.7%      | 11.6%  | 9.9%          | 8.8%          | 9.7%     | 8.4%               | 11.4%      | 12.8%      | 9.4%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 48

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU is the only way to prevent us eventually becoming a member of the Euro

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 84     | 31             | 23     | 2      | 4      | 5      | 15           | 33               | 20     | 5      | 3      | 4      | 18        | 33                             | 13     | 39        | -                          | -              | 46                                   |
|                  | 3.9%   | 3.7%           | 4.5%   | 1.6%   | 2.1%   | 3.4%   | 5.1%         | 3.9%             | 4.0%   | 4.4%   | 1.7%   | 2.6%   | 5.4%      | 5.6%                           | 2.1%   | 4.0%      | -                          | -              | 3.8%                                 |
| 2                | 131    | 46             | 39     | 8      | 4      | 6      | 23           | 42               | 40     | 5      | 4      | 8      | 26        | 46                             | 25     | 60        | -                          | -              | 70                                   |
|                  | 6.0%   | 5.5%           | 7.5%   | 5.1%   | 2.4%   | 4.4%   | 7.8%         | 5.1%             | 8.1%   | 4.8%   | 2.7%   | 5.2%   | 7.6%      | 7.7%                           | 3.9%   | 6.3%      | -                          | -              | 5.8%                                 |
| 3                | 175    | 66             | 36     | 14     | 12     | 11     | 29           | 73               | 38     | 9      | 14     | 10     | 20        | 62                             | 41     | 72        | -                          | -              | 104                                  |
|                  | 8.1%   | 7.9%           | 7.0%   | 9.5%   | 7.4%   | 7.3%   | 10.0%        | 8.7%             | 7.6%   | 8.6%   | 8.6%   | 6.9%   | 6.0%      | 10.6%                          | 6.6%   | 7.4%      | -                          | -              | 8.6%                                 |
| 4                | 144    | 49             | 35     | 9      | 8      | 10     | 27           | 50               | 38     | 5      | 9      | 11     | 23        | 48                             | 35     | 61        | -                          | -              | 83                                   |
|                  | 6.6%   | 5.9%           | 6.8%   | 6.3%   | 4.7%   | 6.7%   | 9.3%         | 6.0%             | 7.7%   | 4.7%   | 5.6%   | 7.4%   | 6.9%      | 8.2%                           | 5.6%   | 6.3%      | -                          | -              | 6.9%                                 |
| 5                | 206    | 75             | 49     | 16     | 5      | 19     | 33           | 76               | 38     | 13     | 9      | 18     | 40        | 60                             | 61     | 84        | -                          | -              | 122                                  |
|                  | 9.5%   | 9.0%           | 9.5%   | 10.8%  | 2.9%   | 13.0%  | 11.4%        | 9.1%             | 7.7%   | 11.9%  | 5.9%   | 12.2%  | 11.6%     | 10.3%                          | 9.9%   | 8.8%      | -                          | -              | 10.1%                                |
| 6                | 210    | 74             | 52     | 11     | 12     | 20     | 28           | 76               | 45     | 14     | 14     | 16     | 31        | 50                             | 65     | 95        | -                          | -              | 115                                  |
|                  | 9.7%   | 8.9%           | 10.2%  | 7.7%   | 7.3%   | 13.7%  | 9.6%         | 9.1%             | 9.1%   | 13.0%  | 8.8%   | 10.8%  | 9.1%      | 8.5%                           | 10.4%  | 9.9%      | -                          | -              | 9.5%                                 |
| 7                | 199    | 76             | 39     | 24     | 21     | 10     | 15           | 75               | 37     | 14     | 17     | 9      | 37        | 47                             | 60     | 92        | -                          | -              | 106                                  |
|                  | 9.1%   | 9.2%           | 7.6%   | 16.3%  | 12.8%  | 6.6%   | 5.3%         | 9.0%             | 7.4%   | 13.3%  | 10.4%  | 6.4%   | 11.0%     | 7.9%                           | 9.6%   | 9.6%      | -                          | -              | 8.8%                                 |
| 8                | 283    | 118            | 73     | 14     | 26     | 15     | 34           | 126              | 70     | 6      | 20     | 19     | 38        | 88                             | 80     | 115       | -                          | -              | 168                                  |
|                  | 13.0%  | 14.1%          | 14.2%  | 9.7%   | 15.6%  | 10.4%  | 11.6%        | 15.1%            | 14.1%  | 5.6%   | 12.7%  | 13.2%  | 11.3%     | 15.0%                          | 12.8%  | 11.9%     | -                          | -              | 13.9%                                |
| 9                | 262    | 108            | 63     | 15     | 26     | 14     | 32           | 101              | 60     | 9      | 28     | 12     | 41        | 62                             | 86     | 114       | -                          | -              | 148                                  |
|                  | 12.1%  | 13.0%          | 12.3%  | 10.3%  | 15.5%  | 9.3%   | 11.0%        | 12.1%            | 12.1%  | 8.5%   | 17.2%  | 8.2%   | 12.1%     | 10.6%                          | 13.8%  | 11.9%     | -                          | -              | 12.2%                                |
| 10               | 261    | 104            | 60     | 20     | 18     | 23     | 29           | 103              | 60     | 17     | 17     | 22     | 36        | 57                             | 86     | 119       | -                          | -              | 143                                  |
|                  | 12.0%  | 12.5%          | 11.8%  | 13.2%  | 10.7%  | 16.2%  | 10.0%        | 12.3%            | 12.2%  | 15.8%  | 10.7%  | 14.8%  | 10.5%     | 9.6%                           | 13.9%  | 12.3%     | -                          | -              | 11.8%                                |
| 11               | 218    | 85             | 45     | 14     | 31     | 13     | 26           | 80               | 49     | 10     | 25     | 18     | 29        | 36                             | 70     | 113       | -                          | -              | 105                                  |
|                  | 10.0%  | 10.2%          | 8.7%   | 9.5%   | 18.5%  | 9.0%   | 8.9%         | 9.6%             | 9.9%   | 9.4%   | 15.8%  | 12.4%  | 8.6%      | 6.1%                           | 11.2%  | 11.7%     | -                          | -              | 8.7%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 49  
Q9. Normal weightings  
Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.  
Base: Undecided or will consider switching vote based on renegotiation  
Leaving the EU is the only way to free us from the red tape that is hurting British businesses

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 194    | 94     | 100    | 47     | 65     | 81     | 60     | 75     | 25     | 33     | 27        | 16              | 29         | 21         | 7      | 13            | 14            | 24       | 14                 | 6          | 17         | 5                |
|                  | 8.9%   | 9.6%   | 8.4%   | 8.1%   | 8.2%   | 10.2%  | 10.8%  | 8.1%   | 9.2%   | 8.2%   | 10.1%     | 8.4%            | 8.5%       | 10.4%      | 7.8%   | 7.7%          | 7.5%          | 16.1%    | 8.4%               | 5.6%       | 7.1%       | 8.8%             |
| 2                | 200    | 101    | 98     | 43     | 82     | 75     | 53     | 78     | 32     | 35     | 12        | 20              | 32         | 31         | 9      | 18            | 21            | 13       | 10                 | 13         | 17         | 4                |
|                  | 9.2%   | 10.3%  | 8.2%   | 7.4%   | 10.3%  | 9.4%   | 9.6%   | 8.3%   | 11.7%  | 8.5%   | 4.4%      | 10.2%           | 9.2%       | 15.7%      | 9.6%   | 10.6%         | 10.9%         | 8.6%     | 6.2%               | 12.9%      | 7.0%       | 7.9%             |
| 3                | 286    | 126    | 160    | 65     | 107    | 115    | 73     | 128    | 28     | 57     | 30        | 22              | 51         | 20         | 11     | 29            | 16            | 14       | 31                 | 15         | 36         | 11               |
|                  | 13.2%  | 12.9%  | 13.4%  | 11.1%  | 13.4%  | 14.5%  | 13.2%  | 13.7%  | 10.1%  | 14.1%  | 10.9%     | 11.7%           | 14.8%      | 10.2%      | 11.5%  | 17.5%         | 8.6%          | 9.7%     | 18.0%              | 14.6%      | 15.0%      | 19.6%            |
| 4                | 271    | 125    | 146    | 62     | 103    | 106    | 63     | 136    | 27     | 44     | 28        | 22              | 46         | 22         | 11     | 23            | 27            | 12       | 21                 | 6          | 36         | 16               |
|                  | 12.5%  | 12.8%  | 12.2%  | 10.7%  | 12.9%  | 13.3%  | 11.4%  | 14.6%  | 9.8%   | 10.8%  | 10.2%     | 11.3%           | 13.3%      | 11.3%      | 11.1%  | 13.9%         | 14.5%         | 8.5%     | 12.5%              | 6.1%       | 15.0%      | 27.7%            |
| 5                | 247    | 115    | 133    | 62     | 81     | 104    | 60     | 110    | 40     | 37     | 31        | 18              | 40         | 28         | 15     | 9             | 20            | 20       | 18                 | 11         | 34         | 3                |
|                  | 11.4%  | 11.7%  | 11.1%  | 10.7%  | 10.2%  | 13.0%  | 10.7%  | 11.8%  | 14.6%  | 9.2%   | 11.3%     | 9.4%            | 11.7%      | 14.3%      | 16.2%  | 5.1%          | 10.7%         | 13.4%    | 10.8%              | 11.0%      | 14.1%      | 4.6%             |
| 6                | 212    | 80     | 132    | 56     | 72     | 84     | 44     | 101    | 26     | 40     | 27        | 24              | 28         | 13         | 8      | 19            | 19            | 17       | 21                 | 7          | 24         | 3                |
|                  | 9.7%   | 8.2%   | 11.0%  | 9.6%   | 9.1%   | 10.5%  | 7.9%   | 10.8%  | 9.6%   | 9.9%   | 10.0%     | 12.5%           | 8.2%       | 6.7%       | 8.9%   | 11.3%         | 10.3%         | 11.9%    | 12.2%              | 7.2%       | 9.9%       | 5.3%             |
| 7                | 192    | 89     | 104    | 53     | 69     | 70     | 48     | 77     | 22     | 46     | 19        | 13              | 37         | 24         | 9      | 12            | 12            | 12       | 15                 | 10         | 23         | 7                |
|                  | 8.9%   | 9.0%   | 8.7%   | 9.2%   | 8.7%   | 8.8%   | 8.6%   | 8.2%   | 8.0%   | 11.3%  | 6.9%      | 7.0%            | 10.7%      | 12.0%      | 9.2%   | 7.2%          | 6.6%          | 8.1%     | 8.9%               | 9.4%       | 9.5%       | 12.1%            |
| 8                | 186    | 89     | 98     | 51     | 71     | 64     | 44     | 86     | 29     | 27     | 31        | 15              | 26         | 13         | 8      | 17            | 26            | 14       | 11                 | 12         | 10         | 3                |
|                  | 8.6%   | 9.0%   | 8.2%   | 8.9%   | 8.9%   | 8.0%   | 8.0%   | 9.3%   | 10.4%  | 6.7%   | 11.5%     | 7.6%            | 7.6%       | 6.5%       | 8.6%   | 10.4%         | 13.6%         | 9.3%     | 6.6%               | 12.1%      | 4.1%       | 5.4%             |
| 9                | 148    | 53     | 95     | 48     | 55     | 45     | 34     | 57     | 22     | 35     | 15        | 17              | 26         | 13         | 5      | 11            | 13            | 9        | 10                 | 8          | 18         | 3                |
|                  | 6.8%   | 5.4%   | 8.0%   | 8.3%   | 6.9%   | 5.7%   | 6.2%   | 6.1%   | 7.9%   | 8.6%   | 5.7%      | 8.9%            | 7.6%       | 6.4%       | 5.1%   | 6.4%          | 7.1%          | 6.2%     | 5.7%               | 8.2%       | 7.3%       | 4.9%             |
| 10               | 139    | 60     | 79     | 42     | 59     | 37     | 48     | 43     | 15     | 33     | 26        | 9               | 17         | 6          | 7      | 12            | 12            | 8        | 12                 | 7          | 20         | 2                |
|                  | 6.4%   | 6.1%   | 6.6%   | 7.3%   | 7.4%   | 4.7%   | 8.6%   | 4.6%   | 5.5%   | 8.0%   | 9.5%      | 4.6%            | 5.0%       | 2.8%       | 7.6%   | 7.1%          | 6.5%          | 5.4%     | 7.3%               | 7.0%       | 8.4%       | 3.6%             |
| 11               | 99     | 48     | 51     | 51     | 32     | 16     | 28     | 42     | 9      | 19     | 26        | 16              | 12         | 7          | 4      | 4             | 7             | 4        | 6                  | 6          | 6          | -                |
|                  | 4.5%   | 4.9%   | 4.3%   | 8.7%   | 4.1%   | 2.0%   | 5.1%   | 4.5%   | 3.2%   | 4.7%   | 9.5%      | 8.4%            | 3.4%       | 3.6%       | 4.5%   | 2.6%          | 3.6%          | 2.9%     | 3.3%               | 5.9%       | 2.7%       | -                |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 50

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU is the only way to free us from the red tape that is hurting British businesses

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 194    | 78             | 43     | 23     | 14     | 13     | 18           | 86               | 33     | 13     | 14     | 12     | 25        | 60                             | 61     | 73        | -                          | -              | 121                                  |
|                  | 8.9%   | 9.4%           | 8.5%   | 15.2%  | 8.8%   | 8.9%   | 6.3%         | 10.3%            | 6.7%   | 12.7%  | 8.8%   | 8.4%   | 7.2%      | 10.2%                          | 9.8%   | 7.6%      | -                          | -              | 10.0%                                |
| 2                | 200    | 94             | 40     | 12     | 12     | 14     | 23           | 90               | 39     | 4      | 13     | 12     | 25        | 51                             | 57     | 91        | -                          | -              | 108                                  |
|                  | 9.2%   | 11.2%          | 7.8%   | 8.3%   | 7.5%   | 9.4%   | 7.9%         | 10.7%            | 7.9%   | 3.7%   | 8.2%   | 8.0%   | 7.5%      | 8.7%                           | 9.2%   | 9.5%      | -                          | -              | 8.9%                                 |
| 3                | 286    | 122            | 63     | 24     | 17     | 20     | 33           | 120              | 64     | 17     | 17     | 22     | 41        | 81                             | 89     | 117       | -                          | -              | 170                                  |
|                  | 13.2%  | 14.7%          | 12.3%  | 16.4%  | 10.2%  | 13.6%  | 11.2%        | 14.3%            | 12.9%  | 16.1%  | 10.8%  | 14.8%  | 12.1%     | 13.8%                          | 14.3%  | 12.1%     | -                          | -              | 14.0%                                |
| 4                | 271    | 112            | 57     | 14     | 29     | 15     | 29           | 112              | 50     | 15     | 26     | 17     | 47        | 60                             | 98     | 113       | -                          | -              | 158                                  |
|                  | 12.5%  | 13.4%          | 11.1%  | 9.6%   | 17.5%  | 10.3%  | 9.8%         | 13.4%            | 10.1%  | 13.8%  | 16.0%  | 11.7%  | 14.0%     | 10.1%                          | 15.8%  | 11.7%     | -                          | -              | 13.0%                                |
| 5                | 247    | 98             | 55     | 15     | 25     | 17     | 29           | 103              | 43     | 7      | 30     | 17     | 39        | 68                             | 74     | 106       | -                          | -              | 142                                  |
|                  | 11.4%  | 11.8%          | 10.8%  | 9.9%   | 15.0%  | 11.9%  | 9.9%         | 12.3%            | 8.7%   | 6.8%   | 18.3%  | 11.8%  | 11.5%     | 11.5%                          | 11.9%  | 11.0%     | -                          | -              | 11.7%                                |
| 6                | 212    | 92             | 54     | 11     | 11     | 15     | 17           | 83               | 56     | 5      | 7      | 18     | 34        | 56                             | 47     | 109       | -                          | -              | 103                                  |
|                  | 9.7%   | 11.1%          | 10.6%  | 7.7%   | 6.8%   | 10.1%  | 5.8%         | 9.9%             | 11.3%  | 4.6%   | 4.5%   | 12.6%  | 9.9%      | 9.6%                           | 7.5%   | 11.3%     | -                          | -              | 8.5%                                 |
| 7                | 192    | 55             | 54     | 9      | 11     | 22     | 36           | 57               | 52     | 6      | 14     | 17     | 44        | 58                             | 52     | 82        | -                          | -              | 111                                  |
|                  | 8.9%   | 6.6%           | 10.6%  | 5.8%   | 6.7%   | 15.0%  | 12.3%        | 6.8%             | 10.5%  | 5.8%   | 8.5%   | 11.5%  | 12.9%     | 9.9%                           | 8.5%   | 8.5%      | -                          | -              | 9.1%                                 |
| 8                | 186    | 62             | 41     | 20     | 13     | 9      | 35           | 63               | 42     | 21     | 15     | 12     | 24        | 48                             | 47     | 91        | -                          | -              | 95                                   |
|                  | 8.6%   | 7.4%           | 8.0%   | 13.4%  | 7.7%   | 6.3%   | 11.9%        | 7.6%             | 8.5%   | 19.7%  | 9.1%   | 8.1%   | 7.0%      | 8.2%                           | 7.6%   | 9.5%      | -                          | -              | 7.9%                                 |
| 9                | 148    | 46             | 37     | 9      | 9      | 9      | 33           | 47               | 41     | 7      | 10     | 8      | 29        | 38                             | 27     | 83        | -                          | -              | 65                                   |
|                  | 6.8%   | 5.6%           | 7.3%   | 6.0%   | 5.2%   | 6.4%   | 11.2%        | 5.6%             | 8.3%   | 6.7%   | 6.0%   | 5.2%   | 8.6%      | 6.4%                           | 4.4%   | 8.6%      | -                          | -              | 5.4%                                 |
| 10               | 139    | 44             | 42     | 6      | 10     | 7      | 23           | 52               | 49     | 6      | 4      | 8      | 18        | 47                             | 40     | 52        | -                          | -              | 87                                   |
|                  | 6.4%   | 5.3%           | 8.2%   | 4.3%   | 6.2%   | 5.1%   | 8.0%         | 6.2%             | 9.8%   | 6.1%   | 2.6%   | 5.7%   | 5.2%      | 7.9%                           | 6.5%   | 5.4%      | -                          | -              | 7.2%                                 |
| 11               | 99     | 30             | 24     | 5      | 14     | 4      | 17           | 24               | 27     | 4      | 12     | 3      | 14        | 23                             | 29     | 47        | -                          | -              | 51                                   |
|                  | 4.5%   | 3.6%           | 4.8%   | 3.4%   | 8.4%   | 3.0%   | 5.7%         | 2.9%             | 5.5%   | 4.1%   | 7.2%   | 2.2%   | 4.3%      | 3.8%                           | 4.6%   | 4.9%      | -                          | -              | 4.2%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 51  
Q9. Normal weightings  
Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.  
Base: Undecided or will consider switching vote based on renegotiation  
The European Union is a corrupt racket

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
|                  |        |        |        |        |        |        |        |        |        |        |           |                 |            |            |        |               |               |          |                    |            |            |                  |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 206    | 112    | 93     | 51     | 70     | 85     | 48     | 92     | 35     | 30     | 21        | 19              | 30         | 18         | 8      | 13            | 16            | 15       | 26                 | 8          | 16         | 17               |
|                  | 9.5%   | 11.5%  | 7.8%   | 8.9%   | 8.8%   | 10.6%  | 8.6%   | 9.8%   | 12.9%  | 7.4%   | 7.6%      | 9.7%            | 8.6%       | 8.9%       | 8.3%   | 8.0%          | 8.3%          | 10.1%    | 15.2%              | 8.2%       | 6.5%       | 31.0%            |
| 2                | 139    | 72     | 67     | 32     | 49     | 58     | 48     | 47     | 21     | 22     | 19        | 12              | 28         | 10         | 6      | 8             | 11            | 8        | 13                 | 10         | 10         | 4                |
|                  | 6.4%   | 7.4%   | 5.6%   | 5.6%   | 6.1%   | 7.3%   | 8.7%   | 5.0%   | 7.6%   | 5.5%   | 7.0%      | 6.2%            | 8.3%       | 5.2%       | 6.6%   | 4.6%          | 5.7%          | 5.2%     | 7.9%               | 9.5%       | 4.1%       | 7.1%             |
| 3                | 149    | 86     | 62     | 45     | 51     | 53     | 42     | 57     | 19     | 31     | 21        | 19              | 26         | 13         | 6      | 7             | 15            | 6        | 7                  | 8          | 22         | -                |
|                  | 6.8%   | 8.8%   | 5.2%   | 7.8%   | 6.3%   | 6.6%   | 7.5%   | 6.1%   | 6.9%   | 7.7%   | 7.5%      | 9.7%            | 7.7%       | 6.8%       | 5.9%   | 4.4%          | 8.0%          | 3.8%     | 3.8%               | 7.6%       | 9.0%       | -                |
| 4                | 152    | 78     | 75     | 41     | 70     | 42     | 42     | 60     | 23     | 27     | 12        | 21              | 20         | 8          | 7      | 11            | 10            | 12       | 14                 | 8          | 27         | 2                |
|                  | 7.0%   | 7.9%   | 6.3%   | 7.0%   | 8.8%   | 5.3%   | 7.5%   | 6.4%   | 8.5%   | 6.7%   | 4.4%      | 11.1%           | 5.9%       | 4.2%       | 7.2%   | 6.6%          | 5.2%          | 8.0%     | 8.0%               | 7.9%       | 11.2%      | 3.6%             |
| 5                | 128    | 72     | 56     | 38     | 37     | 53     | 44     | 47     | 12     | 24     | 15        | 9               | 16         | 13         | 9      | 16            | 10            | 11       | 14                 | 4          | 12         | *                |
|                  | 5.9%   | 7.4%   | 4.7%   | 6.5%   | 4.7%   | 6.6%   | 8.0%   | 5.0%   | 4.4%   | 6.0%   | 5.4%      | 4.4%            | 4.8%       | 6.3%       | 9.4%   | 9.8%          | 5.1%          | 7.2%     | 8.2%               | 4.4%       | 4.8%       | 0.5%             |
| 6                | 129    | 52     | 77     | 34     | 51     | 44     | 30     | 52     | 26     | 21     | 15        | 12              | 23         | 9          | 6      | 5             | 15            | 7        | 3                  | 10         | 22         | 2                |
|                  | 5.9%   | 5.3%   | 6.5%   | 5.9%   | 6.4%   | 5.5%   | 5.3%   | 5.6%   | 9.6%   | 5.2%   | 5.6%      | 6.2%            | 6.8%       | 4.6%       | 6.5%   | 2.7%          | 8.0%          | 4.7%     | 1.5%               | 10.1%      | 8.9%       | 4.3%             |
| 7                | 186    | 81     | 105    | 63     | 83     | 40     | 43     | 83     | 17     | 42     | 25        | 7               | 28         | 9          | 8      | 25            | 20            | 16       | 17                 | 12         | 15         | 4                |
|                  | 8.6%   | 8.3%   | 8.7%   | 10.8%  | 10.4%  | 5.1%   | 7.8%   | 8.9%   | 6.2%   | 10.3%  | 9.3%      | 3.4%            | 8.0%       | 4.7%       | 8.8%   | 14.8%         | 10.7%         | 10.8%    | 10.1%              | 11.4%      | 6.3%       | 7.7%             |
| 8                | 164    | 69     | 95     | 50     | 57     | 57     | 42     | 71     | 19     | 31     | 24        | 14              | 25         | 20         | 8      | 13            | 18            | 13       | 10                 | 5          | 13         | 1                |
|                  | 7.6%   | 7.1%   | 7.9%   | 8.7%   | 7.1%   | 7.2%   | 7.6%   | 7.6%   | 7.0%   | 7.7%   | 8.8%      | 7.4%            | 7.4%       | 10.0%      | 8.2%   | 7.7%          | 9.8%          | 9.0%     | 5.9%               | 4.6%       | 5.3%       | 2.1%             |
| 9                | 176    | 73     | 102    | 64     | 61     | 51     | 36     | 75     | 22     | 43     | 17        | 20              | 28         | 15         | 9      | 11            | 11            | 19       | 8                  | 5          | 25         | 7                |
|                  | 8.1%   | 7.5%   | 8.6%   | 11.1%  | 7.6%   | 6.3%   | 6.5%   | 8.0%   | 7.9%   | 10.5%  | 6.3%      | 10.3%           | 8.1%       | 7.8%       | 9.6%   | 6.7%          | 5.7%          | 13.0%    | 4.7%               | 5.3%       | 10.2%      | 13.0%            |
| 10               | 205    | 84     | 121    | 55     | 78     | 73     | 61     | 93     | 17     | 34     | 28        | 12              | 40         | 27         | 6      | 12            | 18            | 7        | 13                 | 9          | 27         | 6                |
|                  | 9.4%   | 8.6%   | 10.1%  | 9.4%   | 9.7%   | 9.1%   | 10.9%  | 10.0%  | 6.2%   | 8.4%   | 10.4%     | 6.1%            | 11.5%      | 13.5%      | 6.3%   | 7.4%          | 9.7%          | 4.8%     | 7.7%               | 9.1%       | 11.2%      | 9.8%             |
| 11               | 540    | 198    | 342    | 106    | 192    | 242    | 119    | 258    | 63     | 100    | 74        | 49              | 79         | 55         | 22     | 46            | 45            | 34       | 46                 | 22         | 55         | 12               |
|                  | 24.8%  | 20.2%  | 28.6%  | 18.3%  | 24.1%  | 30.3%  | 21.4%  | 27.6%  | 22.9%  | 24.5%  | 27.4%     | 25.5%           | 23.1%      | 28.0%      | 23.2%  | 27.3%         | 23.9%         | 23.5%    | 27.0%              | 21.9%      | 22.5%      | 21.0%            |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 52

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

The European Union is a corrupt racket

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 206    | 59             | 32     | 18     | 25     | 19     | 37           | 56               | 43     | 14     | 19     | 22     | 36        | 47                             | 72     | 87        | -                          | -              | 119                                  |
|                  | 9.5%   | 7.1%           | 6.2%   | 12.1%  | 15.2%  | 13.1%  | 12.8%        | 6.7%             | 8.7%   | 12.8%  | 12.0%  | 14.9%  | 10.6%     | 8.0%                           | 11.6%  | 9.0%      | -                          | -              | 9.8%                                 |
| 2                | 139    | 62             | 25     | 3      | 18     | 8      | 18           | 67               | 20     | 2      | 11     | 12     | 20        | 21                             | 55     | 63        | -                          | -              | 76                                   |
|                  | 6.4%   | 7.5%           | 4.8%   | 2.3%   | 10.7%  | 5.2%   | 6.3%         | 8.0%             | 4.0%   | 1.8%   | 6.9%   | 8.1%   | 5.9%      | 3.5%                           | 8.9%   | 6.5%      | -                          | -              | 6.3%                                 |
| 3                | 149    | 59             | 27     | 11     | 13     | 10     | 24           | 64               | 27     | 9      | 14     | 5      | 21        | 37                             | 57     | 55        | -                          | -              | 94                                   |
|                  | 6.8%   | 7.0%           | 5.3%   | 7.7%   | 8.1%   | 7.2%   | 8.2%         | 7.7%             | 5.5%   | 8.9%   | 8.6%   | 3.6%   | 6.2%      | 6.3%                           | 9.1%   | 5.7%      | -                          | -              | 7.7%                                 |
| 4                | 152    | 62             | 31     | 9      | 16     | 11     | 22           | 64               | 32     | 6      | 20     | 8      | 15        | 28                             | 54     | 70        | -                          | -              | 82                                   |
|                  | 7.0%   | 7.4%           | 6.1%   | 6.1%   | 9.8%   | 7.3%   | 7.7%         | 7.7%             | 6.4%   | 5.6%   | 12.6%  | 5.5%   | 4.3%      | 4.7%                           | 8.7%   | 7.3%      | -                          | -              | 6.8%                                 |
| 5                | 128    | 59             | 28     | 9      | 9      | 8      | 10           | 55               | 31     | 5      | 9      | 7      | 19        | 39                             | 39     | 50        | -                          | -              | 78                                   |
|                  | 5.9%   | 7.0%           | 5.4%   | 6.4%   | 5.3%   | 5.5%   | 3.5%         | 6.6%             | 6.3%   | 4.4%   | 5.5%   | 4.5%   | 5.4%      | 6.7%                           | 6.3%   | 5.1%      | -                          | -              | 6.5%                                 |
| 6                | 129    | 56             | 28     | 5      | 10     | 12     | 11           | 52               | 28     | 8      | 13     | 12     | 14        | 35                             | 38     | 56        | -                          | -              | 74                                   |
|                  | 5.9%   | 6.7%           | 5.5%   | 3.5%   | 6.3%   | 8.5%   | 3.9%         | 6.2%             | 5.6%   | 7.1%   | 7.9%   | 8.0%   | 4.3%      | 6.0%                           | 6.2%   | 5.8%      | -                          | -              | 6.1%                                 |
| 7                | 186    | 65             | 53     | 13     | 12     | 10     | 31           | 68               | 48     | 10     | 11     | 12     | 30        | 43                             | 53     | 89        | -                          | -              | 96                                   |
|                  | 8.6%   | 7.8%           | 10.4%  | 8.7%   | 7.0%   | 7.2%   | 10.6%        | 8.2%             | 9.7%   | 9.0%   | 6.5%   | 8.5%   | 8.8%      | 7.4%                           | 8.5%   | 9.3%      | -                          | -              | 8.0%                                 |
| 8                | 164    | 67             | 34     | 12     | 13     | 10     | 22           | 64               | 43     | 4      | 13     | 8      | 24        | 45                             | 52     | 67        | -                          | -              | 97                                   |
|                  | 7.6%   | 8.0%           | 6.7%   | 8.1%   | 8.1%   | 6.8%   | 7.7%         | 7.7%             | 8.8%   | 3.9%   | 8.3%   | 5.6%   | 6.9%      | 7.6%                           | 8.4%   | 7.0%      | -                          | -              | 8.0%                                 |
| 9                | 176    | 54             | 57     | 12     | 10     | 17     | 24           | 54               | 48     | 9      | 10     | 14     | 37        | 52                             | 42     | 82        | -                          | -              | 94                                   |
|                  | 8.1%   | 6.5%           | 11.1%  | 8.2%   | 5.8%   | 11.5%  | 8.3%         | 6.5%             | 9.7%   | 8.3%   | 6.0%   | 9.8%   | 10.8%     | 8.8%                           | 6.8%   | 8.5%      | -                          | -              | 7.8%                                 |
| 10               | 205    | 69             | 57     | 21     | 14     | 10     | 23           | 66               | 57     | 11     | 12     | 14     | 38        | 55                             | 40     | 110       | -                          | -              | 95                                   |
|                  | 9.4%   | 8.2%           | 11.2%  | 14.0%  | 8.3%   | 7.1%   | 8.0%         | 7.9%             | 11.4%  | 10.3%  | 7.2%   | 9.6%   | 11.2%     | 9.3%                           | 6.4%   | 11.4%     | -                          | -              | 7.8%                                 |
| 11               | 540    | 223            | 140    | 34     | 26     | 30     | 67           | 224              | 118    | 30     | 30     | 32     | 88        | 187                            | 118    | 235       | -                          | -              | 305                                  |
|                  | 24.8%  | 26.7%          | 27.3%  | 22.9%  | 15.4%  | 20.5%  | 23.0%        | 26.8%            | 23.8%  | 27.8%  | 18.5%  | 22.1%  | 25.8%     | 31.8%                          | 19.0%  | 24.3%     | -                          | -              | 25.2%                                |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 53

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 177    | 75     | 102    | 61     | 74     | 42     | 45     | 78     | 20     | 33     | 30        | 17              | 26         | 18         | 9      | 9             | 20            | 9        | 15                 | 3          | 19         | 1                |
|                  | 8.1%   | 7.7%   | 8.5%   | 10.5%  | 9.3%   | 5.3%   | 8.1%   | 8.4%   | 7.4%   | 8.2%   | 11.0%     | 8.9%            | 7.6%       | 9.3%       | 8.9%   | 5.2%          | 10.6%         | 6.5%     | 9.1%               | 3.0%       | 8.0%       | 2.2%             |
| 2                | 217    | 95     | 122    | 77     | 88     | 52     | 49     | 97     | 13     | 57     | 31        | 18              | 36         | 10         | 8      | 14            | 16            | 21       | 22                 | 7          | 29         | 3                |
|                  | 10.0%  | 9.7%   | 10.2%  | 13.2%  | 11.0%  | 6.5%   | 8.8%   | 10.4%  | 4.8%   | 14.1%  | 11.3%     | 9.2%            | 10.5%      | 5.2%       | 8.8%   | 8.4%          | 8.6%          | 14.7%    | 12.8%              | 7.1%       | 12.2%      | 5.4%             |
| 3                | 183    | 68     | 115    | 40     | 81     | 63     | 42     | 89     | 23     | 29     | 26        | 19              | 28         | 18         | 7      | 17            | 13            | 12       | 10                 | 10         | 15         | 8                |
|                  | 8.4%   | 7.0%   | 9.6%   | 6.8%   | 10.2%  | 7.9%   | 7.5%   | 9.6%   | 8.5%   | 7.1%   | 9.7%      | 10.0%           | 8.1%       | 9.1%       | 7.7%   | 10.4%         | 6.7%          | 8.2%     | 5.9%               | 9.6%       | 6.3%       | 14.1%            |
| 4                | 222    | 88     | 134    | 72     | 81     | 69     | 57     | 91     | 34     | 39     | 32        | 22              | 34         | 12         | 10     | 12            | 23            | 25       | 15                 | 13         | 19         | 4                |
|                  | 10.2%  | 9.0%   | 11.2%  | 12.4%  | 10.2%  | 8.7%   | 10.3%  | 9.7%   | 12.5%  | 9.6%   | 11.8%     | 11.5%           | 9.9%       | 5.9%       | 10.7%  | 6.9%          | 12.1%         | 17.4%    | 9.1%               | 13.1%      | 8.0%       | 7.3%             |
| 5                | 211    | 92     | 119    | 62     | 85     | 64     | 55     | 82     | 24     | 49     | 25        | 15              | 40         | 21         | 9      | 12            | 11            | 15       | 17                 | 12         | 28         | 5                |
|                  | 9.7%   | 9.4%   | 10.0%  | 10.7%  | 10.7%  | 8.1%   | 10.0%  | 8.8%   | 8.9%   | 12.1%  | 9.2%      | 8.0%            | 11.7%      | 10.4%      | 9.3%   | 6.9%          | 6.0%          | 10.4%    | 10.1%              | 12.0%      | 11.8%      | 9.3%             |
| 6                | 226    | 110    | 115    | 60     | 76     | 89     | 53     | 99     | 25     | 48     | 19        | 22              | 38         | 15         | 12     | 23            | 17            | 20       | 15                 | 15         | 25         | 6                |
|                  | 10.4%  | 11.3%  | 9.7%   | 10.3%  | 9.6%   | 11.2%  | 9.6%   | 10.6%  | 9.2%   | 11.8%  | 6.8%      | 11.5%           | 11.1%      | 7.4%       | 12.2%  | 13.9%         | 8.8%          | 13.6%    | 8.9%               | 14.5%      | 10.1%      | 10.7%            |
| 7                | 215    | 101    | 114    | 52     | 82     | 81     | 72     | 96     | 19     | 28     | 35        | 15              | 39         | 20         | 11     | 5             | 29            | 12       | 20                 | 5          | 20         | 3                |
|                  | 9.9%   | 10.4%  | 9.5%   | 9.0%   | 10.3%  | 10.2%  | 13.0%  | 10.2%  | 6.9%   | 6.9%   | 12.8%     | 7.6%            | 11.2%      | 10.3%      | 11.8%  | 2.8%          | 15.4%         | 8.5%     | 11.8%              | 5.0%       | 8.4%       | 6.0%             |
| 8                | 184    | 79     | 105    | 48     | 67     | 70     | 39     | 84     | 30     | 30     | 15        | 13              | 29         | 21         | 7      | 21            | 16            | 12       | 16                 | 4          | 28         | 3                |
|                  | 8.5%   | 8.0%   | 8.8%   | 8.3%   | 8.4%   | 8.7%   | 7.0%   | 9.0%   | 10.8%  | 7.5%   | 5.6%      | 6.7%            | 8.5%       | 10.5%      | 7.8%   | 12.5%         | 8.4%          | 8.0%     | 9.3%               | 3.8%       | 11.7%      | 4.4%             |
| 9                | 222    | 110    | 112    | 52     | 69     | 101    | 51     | 93     | 37     | 41     | 30        | 19              | 28         | 22         | 7      | 21            | 17            | 10       | 12                 | 18         | 26         | 12               |
|                  | 10.2%  | 11.2%  | 9.4%   | 8.9%   | 8.6%   | 12.7%  | 9.3%   | 9.9%   | 13.5%  | 10.1%  | 10.9%     | 9.7%            | 8.2%       | 12.7%      | 7.5%   | 12.7%         | 9.1%          | 6.8%     | 7.1%               | 17.2%      | 10.6%      | 22.0%            |
| 10               | 165    | 91     | 74     | 35     | 45     | 85     | 49     | 68     | 20     | 28     | 16        | 17              | 26         | 23         | 6      | 15            | 15            | 5        | 14                 | 5          | 19         | 4                |
|                  | 7.6%   | 9.3%   | 6.2%   | 6.1%   | 5.7%   | 10.6%  | 8.8%   | 7.3%   | 7.3%   | 6.8%   | 5.8%      | 8.8%            | 7.4%       | 11.6%      | 6.7%   | 9.0%          | 7.9%          | 3.4%     | 8.5%               | 5.3%       | 7.9%       | 7.0%             |
| 11               | 151    | 69     | 82     | 22     | 49     | 80     | 41     | 58     | 28     | 24     | 14        | 16              | 20         | 18         | 8      | 19            | 12            | 4        | 13                 | 10         | 12         | 7                |
|                  | 6.9%   | 7.0%   | 6.9%   | 3.8%   | 6.1%   | 10.0%  | 7.5%   | 6.2%   | 10.2%  | 5.9%   | 5.1%      | 8.2%            | 5.7%       | 9.2%       | 8.6%   | 11.3%         | 6.3%          | 2.5%     | 7.5%               | 9.3%       | 5.0%       | 11.7%            |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 54

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 177    | 65             | 50     | 11     | 4      | 11     | 32           | 70               | 50     | 5      | 4      | 11     | 30        | 68                             | 33     | 76        | -                          | -              | 101                                  |
|                  | 8.1%   | 7.7%           | 9.7%   | 7.2%   | 2.6%   | 7.4%   | 10.9%        | 8.4%             | 10.2%  | 4.3%   | 2.7%   | 7.8%   | 8.8%      | 11.5%                          | 5.4%   | 7.9%      | -                          | -              | 8.3%                                 |
| 2                | 217    | 69             | 50     | 23     | 16     | 16     | 39           | 75               | 46     | 22     | 17     | 14     | 37        | 84                             | 39     | 93        | -                          | -              | 124                                  |
|                  | 10.0%  | 8.2%           | 9.8%   | 15.5%  | 9.6%   | 11.2%  | 13.4%        | 9.0%             | 9.3%   | 20.6%  | 10.4%  | 9.9%   | 10.8%     | 14.3%                          | 6.4%   | 9.6%      | -                          | -              | 10.2%                                |
| 3                | 183    | 59             | 54     | 9      | 12     | 12     | 31           | 55               | 47     | 10     | 11     | 15     | 34        | 53                             | 47     | 83        | -                          | -              | 100                                  |
|                  | 8.4%   | 7.1%           | 10.5%  | 6.3%   | 7.3%   | 8.4%   | 10.5%        | 6.6%             | 9.4%   | 9.2%   | 6.9%   | 10.1%  | 10.0%     | 9.0%                           | 7.6%   | 8.6%      | -                          | -              | 8.3%                                 |
| 4                | 222    | 68             | 71     | 19     | 12     | 11     | 35           | 73               | 70     | 9      | 15     | 16     | 34        | 65                             | 54     | 104       | -                          | -              | 119                                  |
|                  | 10.2%  | 8.1%           | 13.8%  | 12.8%  | 7.3%   | 7.4%   | 11.9%        | 8.7%             | 14.0%  | 8.5%   | 9.2%   | 10.8%  | 10.0%     | 11.0%                          | 8.7%   | 10.7%     | -                          | -              | 9.8%                                 |
| 5                | 211    | 90             | 46     | 18     | 13     | 15     | 27           | 85               | 47     | 14     | 12     | 13     | 28        | 43                             | 68     | 101       | -                          | -              | 110                                  |
|                  | 9.7%   | 10.8%          | 9.0%   | 12.0%  | 7.7%   | 10.5%  | 9.2%         | 10.1%            | 9.5%   | 13.6%  | 7.5%   | 9.0%   | 8.2%      | 7.2%                           | 10.9%  | 10.5%     | -                          | -              | 9.1%                                 |
| 6                | 226    | 93             | 40     | 15     | 14     | 22     | 32           | 86               | 37     | 10     | 12     | 19     | 51        | 59                             | 56     | 112       | -                          | -              | 114                                  |
|                  | 10.4%  | 11.2%          | 7.9%   | 10.0%  | 8.4%   | 14.8%  | 10.9%        | 10.3%            | 7.5%   | 9.8%   | 7.1%   | 13.2%  | 14.9%     | 9.9%                           | 9.0%   | 11.6%     | -                          | -              | 9.4%                                 |
| 7                | 215    | 103            | 35     | 12     | 23     | 15     | 17           | 105              | 33     | 7      | 18     | 18     | 29        | 57                             | 65     | 92        | -                          | -              | 123                                  |
|                  | 9.9%   | 12.4%          | 6.8%   | 7.9%   | 13.6%  | 10.5%  | 5.9%         | 12.5%            | 6.7%   | 6.8%   | 11.5%  | 12.3%  | 8.5%      | 9.7%                           | 10.5%  | 9.6%      | -                          | -              | 10.1%                                |
| 8                | 184    | 70             | 45     | 17     | 15     | 10     | 21           | 70               | 49     | 8      | 16     | 8      | 18        | 48                             | 50     | 86        | -                          | -              | 98                                   |
|                  | 8.5%   | 8.4%           | 8.8%   | 11.1%  | 8.9%   | 6.9%   | 7.3%         | 8.3%             | 10.0%  | 7.3%   | 10.1%  | 5.6%   | 5.3%      | 8.1%                           | 8.0%   | 9.0%      | -                          | -              | 8.1%                                 |
| 9                | 222    | 82             | 52     | 16     | 16     | 13     | 24           | 89               | 54     | 10     | 14     | 10     | 40        | 54                             | 74     | 93        | -                          | -              | 129                                  |
|                  | 10.2%  | 9.9%           | 10.2%  | 10.8%  | 9.6%   | 9.3%   | 8.3%         | 10.7%            | 10.9%  | 9.0%   | 8.8%   | 7.0%   | 11.7%     | 9.2%                           | 12.0%  | 9.7%      | -                          | -              | 10.6%                                |
| 10               | 165    | 69             | 35     | 8      | 17     | 13     | 17           | 70               | 35     | 9      | 18     | 14     | 15        | 34                             | 61     | 70        | -                          | -              | 95                                   |
|                  | 7.6%   | 8.3%           | 6.8%   | 5.3%   | 10.4%  | 8.7%   | 6.0%         | 8.4%             | 7.0%   | 8.4%   | 11.2%  | 9.4%   | 4.3%      | 5.8%                           | 9.9%   | 7.3%      | -                          | -              | 7.9%                                 |
| 11               | 151    | 65             | 35     | 2      | 24     | 7      | 17           | 58               | 28     | 3      | 23     | 7      | 25        | 25                             | 73     | 53        | -                          | -              | 98                                   |
|                  | 6.9%   | 7.8%           | 6.7%   | 1.0%   | 14.6%  | 4.7%   | 5.7%         | 7.0%             | 5.6%   | 2.5%   | 14.5%  | 5.0%   | 7.5%      | 4.2%                           | 11.7%  | 5.5%      | -                          | -              | 8.1%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 55

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them to offer us a better deal

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 175    | 92     | 83     | 37     | 59     | 78     | 55     | 63     | 29     | 28     | 29        | 20              | 27         | 14         | 13     | 10            | 10            | 18       | 13                 | 8          | 13         | 2                |
|                  | 8.0%   | 9.4%   | 6.9%   | 6.4%   | 7.5%   | 9.8%   | 9.9%   | 6.7%   | 10.7%  | 6.9%   | 10.5%     | 10.4%           | 7.8%       | 6.9%       | 13.4%  | 5.8%          | 5.1%          | 12.3%    | 7.5%               | 7.8%       | 5.2%       | 3.8%             |
| 2                | 163    | 91     | 72     | 50     | 64     | 49     | 53     | 65     | 22     | 22     | 29        | 15              | 26         | 18         | 12     | 7             | 15            | 11       | 11                 | 7          | 12         | 1                |
|                  | 7.5%   | 9.2%   | 6.1%   | 8.5%   | 8.1%   | 6.2%   | 9.5%   | 6.9%   | 8.2%   | 5.4%   | 10.5%     | 8.0%            | 7.7%       | 9.1%       | 12.7%  | 4.0%          | 8.1%          | 7.3%     | 6.4%               | 6.5%       | 4.9%       | 0.9%             |
| 3                | 186    | 96     | 90     | 54     | 58     | 74     | 58     | 75     | 19     | 34     | 30        | 15              | 36         | 17         | 5      | 14            | 17            | 10       | 16                 | 4          | 17         | 6                |
|                  | 8.6%   | 9.8%   | 7.5%   | 9.3%   | 7.3%   | 9.3%   | 10.5%  | 8.0%   | 6.9%   | 8.4%   | 11.1%     | 7.6%            | 10.4%      | 8.8%       | 4.8%   | 8.1%          | 9.2%          | 6.8%     | 9.5%               | 3.6%       | 6.9%       | 11.0%            |
| 4                | 220    | 105    | 116    | 43     | 82     | 95     | 54     | 97     | 29     | 39     | 31        | 18              | 37         | 24         | 7      | 16            | 24            | 11       | 15                 | 9          | 25         | 3                |
|                  | 10.1%  | 10.7%  | 9.7%   | 7.5%   | 10.3%  | 11.9%  | 9.8%   | 10.4%  | 10.7%  | 9.6%   | 11.4%     | 9.5%            | 10.7%      | 12.1%      | 6.9%   | 9.6%          | 12.8%         | 7.5%     | 9.1%               | 8.9%       | 10.4%      | 5.5%             |
| 5                | 207    | 108    | 99     | 50     | 84     | 73     | 51     | 94     | 27     | 35     | 28        | 15              | 38         | 17         | 5      | 14            | 22            | 9        | 22                 | 10         | 26         | 1                |
|                  | 9.5%   | 11.1%  | 8.3%   | 8.5%   | 10.6%  | 9.2%   | 9.2%   | 10.0%  | 10.0%  | 8.6%   | 10.2%     | 7.8%            | 11.1%      | 8.7%       | 5.4%   | 8.4%          | 11.6%         | 6.0%     | 13.2%              | 9.9%       | 10.6%      | 1.6%             |
| 6                | 206    | 88     | 118    | 63     | 78     | 66     | 51     | 84     | 22     | 49     | 24        | 19              | 37         | 20         | 9      | 21            | 12            | 15       | 16                 | 10         | 15         | 8                |
|                  | 9.5%   | 9.0%   | 9.9%   | 10.8%  | 9.8%   | 8.2%   | 9.3%   | 9.0%   | 7.9%   | 12.1%  | 9.0%      | 10.1%           | 10.9%      | 10.0%      | 9.1%   | 12.4%         | 6.1%          | 10.3%    | 9.4%               | 9.4%       | 6.3%       | 14.8%            |
| 7                | 204    | 87     | 117    | 50     | 76     | 78     | 51     | 100    | 21     | 32     | 16        | 20              | 24         | 14         | 10     | 17            | 18            | 20       | 17                 | 7          | 34         | 7                |
|                  | 9.4%   | 8.9%   | 9.8%   | 8.5%   | 9.6%   | 9.8%   | 9.2%   | 10.7%  | 7.5%   | 7.9%   | 5.7%      | 10.6%           | 6.9%       | 6.9%       | 10.3%  | 10.2%         | 9.3%          | 13.9%    | 10.2%              | 6.5%       | 14.1%      | 13.2%            |
| 8                | 204    | 75     | 128    | 64     | 81     | 59     | 51     | 74     | 24     | 55     | 22        | 18              | 38         | 16         | 7      | 16            | 15            | 16       | 18                 | 17         | 17         | 4                |
|                  | 9.4%   | 7.7%   | 10.7%  | 11.0%  | 10.1%  | 7.5%   | 9.1%   | 8.0%   | 8.8%   | 13.4%  | 8.0%      | 9.6%            | 11.1%      | 8.1%       | 7.0%   | 9.8%          | 8.1%          | 10.9%    | 10.4%              | 16.7%      | 6.9%       | 6.8%             |
| 9                | 191    | 71     | 121    | 46     | 65     | 80     | 49     | 84     | 25     | 33     | 21        | 23              | 26         | 20         | 12     | 9             | 20            | 14       | 12                 | 9          | 19         | 7                |
|                  | 8.8%   | 7.2%   | 10.1%  | 7.9%   | 8.2%   | 10.0%  | 8.8%   | 9.0%   | 9.1%   | 8.2%   | 7.8%      | 11.8%           | 7.6%       | 10.1%      | 12.3%  | 5.1%          | 10.4%         | 9.9%     | 7.0%               | 8.9%       | 7.9%       | 12.1%            |
| 10               | 227    | 89     | 138    | 66     | 76     | 85     | 45     | 116    | 32     | 33     | 25        | 19              | 30         | 18         | 9      | 24            | 23            | 12       | 24                 | 12         | 30         | -                |
|                  | 10.5%  | 9.1%   | 11.6%  | 11.4%  | 9.6%   | 10.6%  | 8.2%   | 12.4%  | 11.8%  | 8.2%   | 9.2%      | 10.1%           | 8.8%       | 9.0%       | 9.1%   | 14.2%         | 12.4%         | 8.5%     | 14.2%              | 12.2%      | 12.4%      | -                |
| 11               | 190    | 77     | 113    | 59     | 72     | 60     | 37     | 83     | 23     | 45     | 18        | 8               | 24         | 21         | 9      | 21            | 13            | 10       | 5                  | 10         | 35         | 17               |
|                  | 8.8%   | 7.8%   | 9.5%   | 10.1%  | 9.0%   | 7.5%   | 6.7%   | 8.9%   | 8.5%   | 11.2%  | 6.7%      | 4.4%            | 7.0%       | 10.5%      | 9.0%   | 12.4%         | 6.8%          | 6.5%     | 3.2%               | 9.5%       | 14.4%      | 30.4%            |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 56

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them to offer us a better deal

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 175    | 83             | 33     | 9      | 4      | 16     | 24           | 80               | 39     | 4      | 9      | 16     | 18        | 54                             | 42     | 79        | -                          | -              | 95                                   |
|                  | 8.0%   | 10.0%          | 6.4%   | 6.2%   | 2.3%   | 10.7%  | 8.3%         | 9.5%             | 7.9%   | 3.9%   | 5.7%   | 10.6%  | 5.3%      | 9.1%                           | 6.7%   | 8.2%      | -                          | -              | 7.9%                                 |
| 2                | 163    | 64             | 42     | 19     | 9      | 7      | 21           | 64               | 42     | 13     | 7      | 10     | 19        | 54                             | 30     | 79        | -                          | -              | 84                                   |
|                  | 7.5%   | 7.6%           | 8.3%   | 13.0%  | 5.2%   | 5.0%   | 7.3%         | 7.6%             | 8.4%   | 12.6%  | 4.5%   | 6.8%   | 5.5%      | 9.2%                           | 4.8%   | 8.2%      | -                          | -              | 7.0%                                 |
| 3                | 186    | 71             | 48     | 14     | 8      | 10     | 29           | 74               | 52     | 11     | 10     | 10     | 23        | 61                             | 33     | 93        | -                          | -              | 93                                   |
|                  | 8.6%   | 8.5%           | 9.4%   | 9.1%   | 4.8%   | 6.7%   | 9.8%         | 8.9%             | 10.5%  | 10.6%  | 6.4%   | 7.1%   | 6.7%      | 10.3%                          | 5.3%   | 9.6%      | -                          | -              | 7.7%                                 |
| 4                | 220    | 99             | 47     | 13     | 16     | 17     | 23           | 98               | 43     | 7      | 17     | 10     | 36        | 71                             | 40     | 109       | -                          | -              | 111                                  |
|                  | 10.1%  | 11.8%          | 9.1%   | 8.8%   | 10.0%  | 11.7%  | 8.0%         | 11.8%            | 8.7%   | 6.9%   | 10.6%  | 6.6%   | 10.7%     | 12.1%                          | 6.4%   | 11.3%     | -                          | -              | 9.2%                                 |
| 5                | 207    | 72             | 56     | 19     | 18     | 12     | 23           | 76               | 55     | 10     | 13     | 8      | 39        | 63                             | 60     | 83        | -                          | -              | 124                                  |
|                  | 9.5%   | 8.6%           | 10.9%  | 12.8%  | 11.0%  | 8.4%   | 7.8%         | 9.1%             | 11.0%  | 9.6%   | 8.0%   | 5.6%   | 11.6%     | 10.8%                          | 9.8%   | 8.6%      | -                          | -              | 10.2%                                |
| 6                | 206    | 87             | 43     | 12     | 18     | 10     | 29           | 86               | 43     | 11     | 18     | 13     | 31        | 52                             | 69     | 86        | -                          | -              | 121                                  |
|                  | 9.5%   | 10.4%          | 8.3%   | 8.0%   | 10.7%  | 7.1%   | 10.1%        | 10.3%            | 8.6%   | 10.1%  | 11.1%  | 9.1%   | 9.1%      | 8.8%                           | 11.1%  | 8.9%      | -                          | -              | 10.0%                                |
| 7                | 204    | 75             | 48     | 12     | 14     | 11     | 36           | 72               | 44     | 11     | 12     | 14     | 37        | 68                             | 53     | 82        | -                          | -              | 121                                  |
|                  | 9.4%   | 9.1%           | 9.4%   | 8.3%   | 8.3%   | 7.7%   | 12.3%        | 8.6%             | 8.9%   | 10.2%  | 7.2%   | 9.8%   | 10.8%     | 11.6%                          | 8.6%   | 8.5%      | -                          | -              | 10.0%                                |
| 8                | 204    | 76             | 46     | 11     | 14     | 19     | 27           | 75               | 47     | 11     | 11     | 19     | 38        | 54                             | 61     | 89        | -                          | -              | 115                                  |
|                  | 9.4%   | 9.1%           | 8.9%   | 7.5%   | 8.2%   | 13.3%  | 9.1%         | 8.9%             | 9.5%   | 10.0%  | 6.6%   | 13.1%  | 11.1%     | 9.1%                           | 9.8%   | 9.3%      | -                          | -              | 9.5%                                 |
| 9                | 191    | 59             | 45     | 18     | 26     | 13     | 24           | 62               | 43     | 10     | 26     | 15     | 30        | 39                             | 78     | 74        | -                          | -              | 117                                  |
|                  | 8.8%   | 7.1%           | 8.8%   | 12.4%  | 15.7%  | 8.7%   | 8.2%         | 7.5%             | 8.6%   | 9.6%   | 15.8%  | 10.1%  | 8.8%      | 6.5%                           | 12.6%  | 7.7%      | -                          | -              | 9.7%                                 |
| 10               | 227    | 84             | 68     | 8      | 22     | 13     | 29           | 85               | 51     | 7      | 21     | 13     | 33        | 54                             | 85     | 88        | -                          | -              | 139                                  |
|                  | 10.5%  | 10.1%          | 13.2%  | 5.0%   | 13.4%  | 9.0%   | 9.9%         | 10.2%            | 10.3%  | 6.5%   | 13.2%  | 8.9%   | 9.7%      | 9.2%                           | 13.7%  | 9.2%      | -                          | -              | 11.5%                                |
| 11               | 190    | 64             | 37     | 13     | 17     | 17     | 27           | 63               | 38     | 11     | 18     | 18     | 36        | 19                             | 70     | 101       | -                          | -              | 89                                   |
|                  | 8.8%   | 7.7%           | 7.2%   | 8.8%   | 10.4%  | 11.6%  | 9.3%         | 7.6%             | 7.7%   | 10.1%  | 10.9%  | 12.1%  | 10.7%     | 3.2%                           | 11.3%  | 10.5%     | -                          | -              | 7.4%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 57

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked first)

|   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Leaving is the only way we can control our borders and set our own immigration policy.                                  | 519    | 223    | 296    | 136    | 184    | 199    | 120    | 238    | 57     | 104    | 61        | 43              | 99         | 51         | 18     | 41            | 42            | 32       | 38                 | 26         | 54         | 15               |
|   | 23.9%  | 22.8%  | 24.8%  | 23.5%  | 23.1%  | 25.0%  | 21.6%  | 25.5%  | 20.8%  | 25.6%  | 22.4%     | 22.3%           | 28.9%      | 25.6%      | 18.4%  | 24.5%         | 22.1%         | 21.9%    | 22.6%              | 25.6%      | 22.3%      | 25.9%            |
| Leaving would save the UK money which could be spent at home  | 268    | 106    | 162    | 90     | 96     | 82     | 55     | 111    | 31     | 70     | 20        | 18              | 39         | 17         | 14     | 25            | 27            | 12       | 30                 | 9          | 54         | 3                |
|   | 12.3%  | 10.9%  | 13.5%  | 15.5%  | 12.1%  | 10.2%  | 9.9%   | 11.9%  | 11.3%  | 17.1%  | 7.5%      | 9.4%            | 11.4%      | 8.4%       | 14.8%  | 15.1%         | 14.1%         | 8.3%     | 17.5%              | 8.7%       | 22.2%      | 6.0%             |
| Leaving would allow us to trade with the rest of the world  | 95     | 40     | 56     | 31     | 39     | 26     | 25     | 35     | 18     | 18     | 4         | 14              | 9          | 6          | 4      | 14            | 10            | 7        | 4                  | 4          | 18         | 3                |
|   | 4.4%   | 4.1%   | 4.6%   | 5.4%   | 4.8%   | 3.2%   | 4.5%   | 3.7%   | 6.7%   | 4.4%   | 1.4%      | 7.2%            | 2.6%       | 2.8%       | 4.5%   | 8.1%          | 5.0%          | 4.6%     | 2.4%               | 3.7%       | 7.6%       | 5.2%             |
| Leaving is the only way that the UK can make its own laws and control its destiny.                                      | 291    | 138    | 153    | 48     | 114    | 129    | 80     | 131    | 28     | 51     | 39        | 32              | 49         | 25         | 13     | 22            | 19            | 18       | 19                 | 17         | 30         | 9                |
|   | 13.4%  | 14.1%  | 12.8%  | 8.3%   | 14.3%  | 16.2%  | 14.4%  | 14.1%  | 10.1%  | 12.5%  | 14.3%     | 16.6%           | 14.1%      | 12.8%      | 13.5%  | 13.1%         | 9.9%          | 12.1%    | 11.4%              | 17.1%      | 12.2%      | 15.6%            |
| Leaving the EU is the only way the UK can be great again  | 85     | 40     | 45     | 30     | 35     | 21     | 24     | 36     | 11     | 14     | 19        | 2               | 8          | 12         | 4      | 8             | 14            | 2        | -                  | 7          | 10         | -                |
|   | 3.9%   | 4.1%   | 3.8%   | 5.1%   | 4.3%   | 2.6%   | 4.3%   | 3.9%   | 3.9%   | 3.5%   | 6.9%      | 1.2%            | 2.3%       | 5.9%       | 3.8%   | 5.0%          | 7.6%          | 1.4%     | -                  | 6.6%       | 3.9%       | -                |
| Leaving would free the UK to re-establish links with the commonwealth   | 79     | 27     | 53     | 18     | 26     | 35     | 19     | 41     | 7      | 12     | 12        | 5               | 15         | 4          | 4      | 4             | 10            | 6        | 6                  | 6          | 7          | -                |
|   | 3.6%   | 2.7%   | 4.4%   | 3.0%   | 3.3%   | 4.4%   | 3.4%   | 4.4%   | 2.6%   | 2.9%   | 4.3%      | 2.6%            | 4.5%       | 2.2%       | 3.8%   | 2.4%          | 5.4%          | 3.8%     | 3.7%               | 5.6%       | 3.0%       | -                |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro                                   | 84     | 31     | 53     | 31     | 35     | 19     | 25     | 34     | 12     | 14     | 11        | 6               | 13         | 13         | 3      | 8             | 8             | 4        | 4                  | 8          | 4          | 1                |
|   | 3.9%   | 3.2%   | 4.5%   | 5.4%   | 4.3%   | 2.4%   | 4.5%   | 3.6%   | 4.4%   | 3.3%   | 4.1%      | 3.3%            | 3.7%       | 6.8%       | 2.7%   | 5.1%          | 4.4%          | 2.7%     | 2.2%               | 8.3%       | 1.8%       | 1.6%             |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses                          | 194    | 94     | 100    | 47     | 65     | 81     | 60     | 75     | 25     | 33     | 27        | 16              | 29         | 21         | 7      | 13            | 14            | 24       | 14                 | 6          | 17         | 5                |
|   | 8.9%   | 9.6%   | 8.4%   | 8.1%   | 8.2%   | 10.2%  | 10.8%  | 8.1%   | 9.2%   | 8.2%   | 10.1%     | 8.4%            | 8.5%       | 10.4%      | 7.8%   | 7.7%          | 7.5%          | 16.1%    | 8.4%               | 5.6%       | 7.1%       | 8.8%             |
| The European Union is a corrupt racket  | 206    | 112    | 93     | 51     | 70     | 85     | 48     | 92     | 35     | 30     | 21        | 19              | 30         | 18         | 8      | 13            | 16            | 15       | 26                 | 8          | 16         | 17               |
|   | 9.5%   | 11.5%  | 7.8%   | 8.9%   | 8.8%   | 10.6%  | 8.6%   | 9.8%   | 12.9%  | 7.4%   | 7.6%      | 9.7%            | 8.6%       | 8.9%       | 8.3%   | 8.0%          | 8.3%          | 10.1%    | 15.2%              | 8.2%       | 6.5%       | 31.0%            |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them | 177    | 75     | 102    | 61     | 74     | 42     | 45     | 78     | 20     | 33     | 30        | 17              | 26         | 18         | 9      | 9             | 20            | 9        | 15                 | 3          | 19         | 1                |
|   | 8.1%   | 7.7%   | 8.5%   | 10.5%  | 9.3%   | 5.3%   | 8.1%   | 8.4%   | 7.4%   | 8.2%   | 11.0%     | 8.9%            | 7.6%       | 9.3%       | 8.9%   | 5.2%          | 10.6%         | 6.5%     | 9.1%               | 3.0%       | 8.0%       | 2.2%             |
| Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them | 175    | 92     | 83     | 37     | 59     | 78     | 55     | 63     | 29     | 28     | 29        | 20              | 27         | 14         | 13     | 10            | 10            | 18       | 13                 | 8          | 13         | 2                |
|   | 8.0%   | 9.4%   | 6.9%   | 6.4%   | 7.5%   | 9.8%   | 9.9%   | 6.7%   | 10.7%  | 6.9%   | 10.5%     | 10.4%           | 7.8%       | 6.9%       | 13.4%  | 5.8%          | 5.1%          | 12.3%    | 7.5%               | 7.8%       | 5.2%       | 3.8%             |
| SIGMA   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|   | 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 Attitudes Poll

Table 58

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked first)

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| Leaving is the only way we can control our borders and set our own immigration policy.                                  | 519    | 197            | 135    | 31     | 60     | 29     | 54           | 202              | 115    | 23     | 58     | 33     | 83        | 103                            | 184    | 232       | -                          | -              | 287                                  |
|   | 23.9%  | 23.7%          | 26.3%  | 20.7%  | 36.4%  | 19.6%  | 18.6%        | 24.1%            | 23.3%  | 21.5%  | 35.9%  | 22.4%  | 24.5%     | 17.5%                          | 29.6%  | 24.1%     | -                          | -              | 23.7%                                |
| Leaving would save the UK money which could be spent at home  | 268    | 91             | 73     | 21     | 20     | 18     | 40           | 93               | 76     | 16     | 18     | 14     | 38        | 80                             | 60     | 127       | -                          | -              | 141                                  |
|   | 12.3%  | 10.9%          | 14.2%  | 14.1%  | 11.9%  | 12.2%  | 13.6%        | 11.1%            | 15.4%  | 14.6%  | 11.0%  | 9.3%   | 11.1%     | 13.6%                          | 9.7%   | 13.2%     | -                          | -              | 11.6%                                |
| Leaving would allow us to trade with the rest of the world  | 95     | 40             | 19     | 5      | 6      | 10     | 13           | 39               | 18     | 6      | 5      | 9      | 17        | 27                             | 23     | 45        | -                          | -              | 50                                   |
|   | 4.4%   | 4.8%           | 3.6%   | 3.3%   | 3.8%   | 7.0%   | 4.3%         | 4.6%             | 3.6%   | 5.8%   | 3.3%   | 5.9%   | 5.1%      | 4.6%                           | 3.6%   | 4.7%      | -                          | -              | 4.1%                                 |
| Leaving is the only way that the UK can make its own laws and control its destiny.                                      | 291    | 132            | 53     | 24     | 19     | 17     | 36           | 123              | 54     | 15     | 20     | 21     | 47        | 71                             | 91     | 129       | -                          | -              | 162                                  |
|   | 13.4%  | 15.8%          | 10.3%  | 15.9%  | 11.5%  | 11.7%  | 12.4%        | 14.7%            | 10.9%  | 13.8%  | 12.2%  | 14.2%  | 14.0%     | 12.0%                          | 14.6%  | 13.4%     | -                          | -              | 13.4%                                |
| Leaving the EU is the only way the UK can be great again  | 85     | 30             | 26     | 1      | 5      | 6      | 13           | 29               | 24     | 2      | 6      | 2      | 15        | 17                             | 25     | 43        | -                          | -              | 42                                   |
|   | 3.9%   | 3.6%           | 5.0%   | 0.7%   | 3.2%   | 4.1%   | 4.5%         | 3.5%             | 4.9%   | 2.2%   | 4.0%   | 1.4%   | 4.4%      | 2.9%                           | 4.0%   | 4.4%      | -                          | -              | 3.5%                                 |
| Leaving would free the UK to re-establish links with the commonwealth   | 79     | 28             | 27     | 4      | 4      | 3      | 9            | 26               | 23     | 4      | 4      | 4      | 13        | 29                             | 17     | 33        | -                          | -              | 46                                   |
|   | 3.6%   | 3.3%           | 5.4%   | 2.9%   | 2.2%   | 1.7%   | 3.0%         | 3.1%             | 4.6%   | 3.9%   | 2.7%   | 2.7%   | 3.8%      | 4.9%                           | 2.8%   | 3.4%      | -                          | -              | 3.8%                                 |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro                                   | 84     | 31             | 23     | 2      | 4      | 5      | 15           | 33               | 20     | 5      | 3      | 4      | 18        | 33                             | 13     | 39        | -                          | -              | 46                                   |
|   | 3.9%   | 3.7%           | 4.5%   | 1.6%   | 2.1%   | 3.4%   | 5.1%         | 3.9%             | 4.0%   | 4.4%   | 1.7%   | 2.6%   | 5.4%      | 5.6%                           | 2.1%   | 4.0%      | -                          | -              | 3.8%                                 |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses                          | 194    | 78             | 43     | 23     | 14     | 13     | 18           | 86               | 33     | 13     | 14     | 12     | 25        | 60                             | 61     | 73        | -                          | -              | 121                                  |
|   | 8.9%   | 9.4%           | 8.5%   | 15.2%  | 8.8%   | 8.9%   | 6.3%         | 10.3%            | 6.7%   | 12.7%  | 8.8%   | 8.4%   | 7.2%      | 10.2%                          | 9.8%   | 7.6%      | -                          | -              | 10.0%                                |
| The European Union is a corrupt racket  | 206    | 59             | 32     | 18     | 25     | 19     | 37           | 56               | 43     | 14     | 19     | 22     | 36        | 47                             | 72     | 87        | -                          | -              | 119                                  |
|   | 9.5%   | 7.1%           | 6.2%   | 12.1%  | 15.2%  | 13.1%  | 12.8%        | 6.7%             | 8.7%   | 12.8%  | 12.0%  | 14.9%  | 10.6%     | 8.0%                           | 11.6%  | 9.0%      | -                          | -              | 9.8%                                 |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them | 177    | 65             | 50     | 11     | 4      | 11     | 32           | 70               | 50     | 5      | 4      | 11     | 30        | 68                             | 33     | 76        | -                          | -              | 101                                  |
|   | 8.1%   | 7.7%           | 9.7%   | 7.2%   | 2.6%   | 7.4%   | 10.9%        | 8.4%             | 10.2%  | 4.3%   | 2.7%   | 7.8%   | 8.8%      | 11.5%                          | 5.4%   | 7.9%      | -                          | -              | 8.3%                                 |
| Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them | 175    | 83             | 33     | 9      | 4      | 16     | 24           | 80               | 39     | 4      | 9      | 16     | 18        | 54                             | 42     | 79        | -                          | -              | 95                                   |
|   | 8.0%   | 10.0%          | 6.4%   | 6.2%   | 2.3%   | 10.7%  | 8.3%         | 9.5%             | 7.9%   | 3.9%   | 5.7%   | 10.6%  | 5.3%      | 9.1%                           | 6.7%   | 8.2%      | -                          | -              | 7.9%                                 |
| SIGMA   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|   | 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 Attitudes Poll

Table 59

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked in top two)

|   | Total  |  | Gender |        |  | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---|--------|--|--------|--------|--|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        |  | Male   | Female |  | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   |  | 904    | 1252   |  | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   |  | 979    | 1195   |  | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Leaving is the only way we can control our borders and set our own immigration policy.                                      | 909    |  | 397    | 512    |  | 241    | 317    | 350    | 224    | 410    | 99     | 176    | 114       | 76              | 163        | 85         | 30     | 75            | 72            | 51       | 66                 | 42         | 101        | 33               |
|   | 41.8%  |  | 40.5%  | 42.8%  |  | 41.5%  | 39.8%  | 44.0%  | 40.4%  | 43.8%  | 36.0%  | 43.3%  | 41.9%     | 39.3%           | 47.5%      | 42.8%      | 31.1%  | 45.1%         | 38.4%         | 35.2%    | 38.9%              | 41.1%      | 41.8%      | 58.5%            |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out | 394    |  | 170    | 223    |  | 137    | 162    | 94     | 94     | 175    | 33     | 91     | 61        | 35              | 62         | 29         | 17     | 23            | 36            | 31       | 37                 | 10         | 49         | 4                |
|   | 18.1%  |  | 17.4%  | 18.7%  |  | 23.7%  | 20.3%  | 11.8%  | 16.9%  | 18.8%  | 12.1%  | 22.3%  | 22.3%     | 18.1%           | 18.1%      | 14.5%      | 17.7%  | 13.6%         | 19.2%         | 21.2%    | 21.8%              | 10.1%      | 20.2%      | 7.5%             |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                        | 338    |  | 182    | 155    |  | 87     | 124    | 127    | 108    | 128    | 52     | 50     | 57        | 35              | 53         | 31         | 25     | 16            | 25            | 29       | 24                 | 15         | 24         | 3                |
|   | 15.5%  |  | 18.6%  | 13.0%  |  | 14.9%  | 15.5%  | 16.0%  | 19.4%  | 13.6%  | 18.9%  | 12.3%  | 21.0%     | 18.4%           | 15.5%      | 15.9%      | 26.1%  | 9.8%          | 13.2%         | 19.7%    | 13.9%              | 14.3%      | 10.1%      | 4.7%             |
| Leaving would save the UK money which could be spent at home  | 530    |  | 215    | 315    |  | 154    | 197    | 180    | 110    | 240    | 63     | 116    | 49        | 37              | 64         | 44         | 25     | 47            | 52            | 28       | 53                 | 22         | 91         | 17               |
|   | 24.4%  |  | 22.0%  | 26.3%  |  | 26.5%  | 24.7%  | 22.6%  | 19.9%  | 25.7%  | 23.0%  | 28.5%  | 18.1%     | 19.4%           | 18.6%      | 22.2%      | 26.0%  | 28.2%         | 27.5%         | 19.2%    | 31.6%              | 21.6%      | 37.7%      | 29.4%            |
| Leaving would allow us to trade with the rest of the world  | 230    |  | 92     | 138    |  | 69     | 84     | 77     | 48     | 108    | 38     | 36     | 29        | 33              | 37         | 23         | 10     | 16            | 15            | 11       | 15                 | 10         | 28         | 3                |
|   | 10.6%  |  | 9.4%   | 11.5%  |  | 11.9%  | 10.5%  | 9.6%   | 8.6%   | 11.6%  | 13.9%  | 8.8%   | 10.8%     | 17.0%           | 10.7%      | 11.7%      | 10.1%  | 9.6%          | 7.8%          | 7.8%     | 8.7%               | 10.1%      | 11.4%      | 5.2%             |
| Leaving is the only way that the UK can make its own laws and control its destiny.  | 606    |  | 275    | 331    |  | 111    | 217    | 278    | 166    | 265    | 65     | 109    | 69        | 60              | 103        | 53         | 26     | 47            | 44            | 40       | 46                 | 29         | 78         | 11               |
|   | 27.9%  |  | 28.1%  | 27.7%  |  | 19.1%  | 27.3%  | 34.9%  | 29.9%  | 28.3%  | 23.6%  | 26.8%  | 25.5%     | 31.3%           | 29.9%      | 26.8%      | 27.1%  | 28.2%         | 23.1%         | 27.4%    | 27.2%              | 28.6%      | 32.1%      | 20.3%            |
| Leaving the EU is the only way the UK can be great again  | 178    |  | 81     | 97     |  | 50     | 84     | 44     | 43     | 69     | 24     | 42     | 25        | 18              | 22         | 19         | 9      | 17            | 21            | 13       | 5                  | 12         | 16         | 1                |
|   | 8.2%   |  | 8.3%   | 8.1%   |  | 8.6%   | 10.5%  | 5.6%   | 7.7%   | 7.4%   | 8.8%   | 10.3%  | 9.2%      | 9.5%            | 6.3%       | 9.7%       | 9.0%   | 10.0%         | 11.3%         | 8.7%     | 2.8%               | 11.8%      | 6.7%       | 2.6%             |
| Leaving would free the UK to re-establish links with the commonwealth   | 210    |  | 81     | 129    |  | 61     | 59     | 91     | 43     | 100    | 36     | 32     | 27        | 12              | 37         | 12         | 10     | 22            | 27            | 13       | 11                 | 11         | 22         | 5                |
|   | 9.7%   |  | 8.3%   | 10.8%  |  | 10.5%  | 7.3%   | 11.4%  | 7.7%   | 10.7%  | 13.1%  | 7.8%   | 9.9%      | 6.4%            | 10.8%      | 6.2%       | 10.7%  | 12.9%         | 14.5%         | 8.8%     | 6.4%               | 11.2%      | 8.9%       | 9.2%             |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro                                       | 215    |  | 84     | 131    |  | 77     | 85     | 53     | 65     | 83     | 25     | 42     | 33        | 11              | 27         | 20         | 10     | 20            | 23            | 18       | 19                 | 15         | 15         | 4                |
|   | 9.9%   |  | 8.5%   | 11.0%  |  | 13.3%  | 10.7%  | 6.6%   | 11.7%  | 8.9%   | 9.2%   | 10.2%  | 12.1%     | 5.9%            | 7.9%       | 10.1%      | 10.1%  | 11.7%         | 12.4%         | 12.0%    | 11.0%              | 15.0%      | 6.2%       | 7.8%             |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses                              | 393    |  | 195    | 198    |  | 90     | 147    | 156    | 113    | 153    | 58     | 68     | 39        | 36              | 61         | 52         | 17     | 31            | 35            | 36       | 25                 | 19         | 34         | 9                |
|   | 18.1%  |  | 19.9%  | 16.6%  |  | 15.5%  | 18.5%  | 19.6%  | 20.4%  | 16.4%  | 21.0%  | 16.7%  | 14.4%     | 18.7%           | 17.7%      | 26.2%      | 17.3%  | 18.3%         | 18.4%         | 24.7%    | 14.6%              | 18.5%      | 14.1%      | 16.8%            |
| The European Union is a corrupt racket  | 345    |  | 185    | 160    |  | 84     | 119    | 143    | 96     | 139    | 56     | 53     | 40        | 31              | 58         | 28         | 14     | 21            | 26            | 22       | 39                 | 18         | 26         | 21               |
|   | 15.9%  |  | 18.9%  | 13.4%  |  | 14.4%  | 14.9%  | 17.9%  | 17.4%  | 14.8%  | 20.5%  | 13.0%  | 14.6%     | 15.9%           | 16.9%      | 14.1%      | 14.9%  | 12.6%         | 14.0%         | 15.3%    | 23.1%              | 17.7%      | 10.7%      | 38.1%            |
| SIGMA   | 4347   |  | 1957   | 2390   |  | 1161   | 1593   | 1593   | 1110   | 1869   | 549    | 812    | 544       | 385             | 688        | 395        | 191    | 335           | 377           | 293      | 338                | 205        | 484        | 113              |
|   | 200.0% |  | 200.0% | 200.0% |  | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0%    | 200.0%          | 200.0%     | 200.0%     | 200.0% | 200.0%        | 200.0%        | 200.0%   | 200.0%             | 200.0%     | 200.0%     | 200.0%           |

Survation.

# EU Referendum Attitudes Poll

Table 60

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked in top two)

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| Leaving is the only way we can control our borders and set our own immigration policy.                                      | 909    | 351            | 214    | 53     | 92     | 55     | 104          | 349              | 201    | 38     | 91     | 54     | 152       | 208                            | 306    | 395       | -                          | -              | 513                                  |
|   | 41.8%  | 42.1%          | 41.8%  | 35.8%  | 55.6%  | 38.0%  | 35.5%        | 41.8%            | 40.6%  | 35.5%  | 56.8%  | 37.2%  | 44.7%     | 35.2%                          | 49.3%  | 41.0%     | -                          | -              | 42.4%                                |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out | 394    | 133            | 100    | 34     | 20     | 27     | 71           | 145              | 96     | 27     | 21     | 26     | 67        | 152                            | 73     | 169       | -                          | -              | 225                                  |
|   | 18.1%  | 16.0%          | 19.5%  | 22.7%  | 12.2%  | 18.7%  | 24.3%        | 17.4%            | 19.5%  | 24.9%  | 13.1%  | 17.7%  | 19.6%     | 25.7%                          | 11.7%  | 17.5%     | -                          | -              | 18.6%                                |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                        | 338    | 147            | 75     | 29     | 12     | 23     | 46           | 143              | 81     | 18     | 16     | 25     | 37        | 108                            | 72     | 158       | -                          | -              | 180                                  |
|   | 15.5%  | 17.6%          | 14.7%  | 19.2%  | 7.5%   | 15.7%  | 15.6%        | 17.1%            | 16.3%  | 16.5%  | 10.2%  | 17.4%  | 10.8%     | 18.4%                          | 11.5%  | 16.4%     | -                          | -              | 14.9%                                |
| Leaving would save the UK money which could be spent at home  | 530    | 176            | 139    | 37     | 43     | 42     | 75           | 180              | 142    | 28     | 34     | 42     | 79        | 145                            | 142    | 243       | -                          | -              | 287                                  |
|   | 24.4%  | 21.2%          | 27.2%  | 24.6%  | 25.9%  | 28.9%  | 25.7%        | 21.6%            | 28.6%  | 26.6%  | 21.2%  | 28.5%  | 23.1%     | 24.5%                          | 22.9%  | 25.3%     | -                          | -              | 23.7%                                |
| Leaving would allow us to trade with the rest of the world  | 230    | 94             | 57     | 11     | 13     | 16     | 28           | 95               | 46     | 13     | 13     | 16     | 38        | 71                             | 44     | 115       | -                          | -              | 115                                  |
|   | 10.6%  | 11.3%          | 11.2%  | 7.3%   | 7.9%   | 11.0%  | 9.7%         | 11.4%            | 9.4%   | 12.5%  | 7.9%   | 10.8%  | 11.1%     | 12.0%                          | 7.1%   | 11.9%     | -                          | -              | 9.5%                                 |
| Leaving is the only way that the UK can make its own laws and control its destiny.  | 606    | 273            | 121    | 41     | 46     | 36     | 75           | 272              | 113    | 26     | 51     | 37     | 92        | 133                            | 216    | 257       | -                          | -              | 349                                  |
|   | 27.9%  | 32.7%          | 23.6%  | 27.4%  | 28.1%  | 24.9%  | 25.8%        | 32.6%            | 22.8%  | 24.2%  | 31.4%  | 25.5%  | 27.0%     | 22.5%                          | 34.9%  | 26.7%     | -                          | -              | 28.8%                                |
| Leaving the EU is the only way the UK can be great again  | 178    | 61             | 43     | 8      | 11     | 20     | 27           | 56               | 47     | 6      | 17     | 15     | 30        | 33                             | 56     | 89        | -                          | -              | 89                                   |
|   | 8.2%   | 7.3%           | 8.5%   | 5.1%   | 6.7%   | 13.5%  | 9.4%         | 6.7%             | 9.4%   | 5.7%   | 10.6%  | 10.1%  | 8.8%      | 5.7%                           | 9.0%   | 9.2%      | -                          | -              | 7.4%                                 |
| Leaving would free the UK to re-establish links with the commonwealth   | 210    | 63             | 74     | 20     | 16     | 7      | 23           | 56               | 70     | 15     | 14     | 8      | 37        | 72                             | 50     | 88        | -                          | -              | 122                                  |
|   | 9.7%   | 7.5%           | 14.4%  | 13.3%  | 9.4%   | 4.9%   | 7.7%         | 6.7%             | 14.2%  | 14.0%  | 8.6%   | 5.8%   | 10.9%     | 12.3%                          | 8.0%   | 9.2%      | -                          | -              | 10.1%                                |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro                                       | 215    | 76             | 61     | 10     | 8      | 11     | 38           | 75               | 60     | 10     | 7      | 11     | 44        | 78                             | 38     | 99        | -                          | -              | 116                                  |
|   | 9.9%   | 9.2%           | 12.0%  | 6.7%   | 4.6%   | 7.9%   | 13.0%        | 9.0%             | 12.2%  | 9.1%   | 4.4%   | 7.8%   | 12.9%     | 13.3%                          | 6.1%   | 10.3%     | -                          | -              | 9.6%                                 |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses                              | 393    | 172            | 83     | 35     | 27     | 27     | 42           | 175              | 72     | 17     | 27     | 24     | 50        | 111                            | 118    | 164       | -                          | -              | 229                                  |
|   | 18.1%  | 20.6%          | 16.3%  | 23.4%  | 16.3%  | 18.2%  | 14.2%        | 21.0%            | 14.5%  | 16.3%  | 17.0%  | 16.4%  | 14.7%     | 18.9%                          | 19.0%  | 17.0%     | -                          | -              | 18.9%                                |
| The European Union is a corrupt racket  | 345    | 121            | 56     | 21     | 43     | 27     | 56           | 123              | 63     | 16     | 30     | 34     | 56        | 68                             | 127    | 150       | -                          | -              | 195                                  |
|   | 15.9%  | 14.5%          | 11.0%  | 14.4%  | 25.9%  | 18.3%  | 19.0%        | 14.7%            | 12.7%  | 14.7%  | 18.9%  | 23.0%  | 16.4%     | 11.5%                          | 20.5%  | 15.5%     | -                          | -              | 16.1%                                |
| SIGMA   | 4347   | 1667           | 1025   | 297    | 330    | 291    | 584          | 1670             | 992    | 213    | 322    | 293    | 680       | 1179                           | 1241   | 1928      | -                          | -              | 2419                                 |
|   | 200.0% | 200.0%         | 200.0% | 200.0% | 200.0% | 200.0% | 200.0%       | 200.0%           | 200.0% | 200.0% | 200.0% | 200.0% | 200.0%    | 200.0%                         | 200.0% | 200.0%    | -                          | -              | 200.0%                               |

Survation.

# EU Referendum Attitudes Poll

Table 61

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked top three)

|   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Leaving is the only way we can control our borders and set our own immigration policy.  | 1193   | 523    | 670    | 295    | 429    | 469    | 287    | 543    | 139    | 222    | 151       | 105             | 193        | 108        | 47     | 93            | 97            | 88       | 82                 | 54         | 136        | 39               |
| 54.9%   | 53.4%  | 56.1%  | 50.9%  | 53.9%  | 58.8%  | 51.7%  | 58.1%  | 50.7%  | 54.7%  | 54.7%  | 55.6%     | 54.5%           | 56.1%      | 54.6%      | 49.0%  | 55.6%         | 51.6%         | 60.1%    | 48.8%              | 52.4%      | 56.2%      | 69.3%            |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out                       | 577    | 238    | 338    | 177    | 243    | 157    | 136    | 265    | 57     | 119    | 87        | 54              | 90         | 46         | 24     | 40            | 49            | 43       | 47                 | 20         | 64         | 12               |
| 26.5%   | 24.4%  | 28.3%  | 30.5%  | 30.5%  | 19.7%  | 24.5%  | 28.3%  | 20.6%  | 29.4%  | 31.9%  | 28.1%     | 26.2%           | 23.5%      | 25.4%      | 24.0%  | 25.9%         | 29.3%         | 27.8%    | 19.8%              | 26.5%      | 21.6%      |                  |
| Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them to offer us a better deal | 524    | 279    | 245    | 141    | 182    | 201    | 166    | 202    | 71     | 84     | 87        | 50              | 89         | 49         | 30     | 30            | 42            | 39       | 40                 | 18         | 41         | 9                |
| 24.1%   | 28.5%  | 20.5%  | 24.2%  | 22.8%  | 25.3%  | 29.9%  | 21.7%  | 25.8%  | 20.8%  | 32.1%  | 26.0%     | 25.9%           | 24.8%      | 30.9%      | 17.9%  | 22.4%         | 26.4%         | 23.5%    | 18.0%              | 17.0%      | 15.7%      |                  |
| Leaving would save the UK money which could be spent at home  | 760    | 313    | 446    | 210    | 280    | 269    | 172    | 344    | 87     | 155    | 83        | 53              | 104        | 76         | 36     | 67            | 69            | 44       | 70                 | 31         | 108        | 18               |
| 34.9%   | 32.0%  | 37.4%  | 36.2%  | 35.2%  | 33.8%  | 31.0%  | 36.8%  | 31.9%  | 38.2%  | 30.4%  | 27.5%     | 30.2%           | 38.7%      | 38.0%      | 40.0%  | 36.8%         | 29.8%         | 41.6%    | 30.8%              | 44.5%      | 31.6%      |                  |
| Leaving would allow us to trade with the rest of the world  | 381    | 159    | 221    | 114    | 132    | 135    | 80     | 165    | 60     | 75     | 43        | 44              | 60         | 42         | 16     | 26            | 29            | 18       | 26                 | 21         | 51         | 4                |
| 17.5%   | 16.3%  | 18.5%  | 19.6%  | 16.6%  | 16.9%  | 14.5%  | 17.7%  | 21.8%  | 18.4%  | 15.7%  | 22.8%     | 17.4%           | 21.5%      | 16.6%      | 15.5%  | 15.4%         | 12.6%         | 15.5%    | 20.5%              | 21.0%      | 7.3%       |                  |
| Leaving is the only way that the UK can make its own laws and control its destiny.  | 895    | 393    | 502    | 193    | 317    | 385    | 244    | 386    | 97     | 167    | 89        | 84              | 152        | 69         | 42     | 81            | 69            | 57       | 66                 | 49         | 111        | 27               |
| 41.2%   | 40.2%  | 42.1%  | 33.3%  | 39.8%  | 48.4%  | 44.0%  | 41.3%  | 35.3%  | 41.0%  | 32.7%  | 43.6%     | 44.3%           | 34.8%      | 44.3%      | 48.6%  | 36.7%         | 38.9%         | 38.8%    | 47.7%              | 45.9%      | 47.0%      |                  |
| Leaving the EU is the only way the UK can be great again  | 279    | 129    | 150    | 85     | 130    | 64     | 63     | 111    | 44     | 61     | 36        | 25              | 32         | 33         | 14     | 21            | 29            | 24       | 15                 | 17         | 26         | 7                |
| 12.8%   | 13.2%  | 12.5%  | 14.6%  | 16.3%  | 8.0%   | 11.3%  | 11.9%  | 16.0%  | 15.0%  | 13.4%  | 12.8%     | 9.3%            | 16.7%      | 14.7%      | 12.5%  | 15.4%         | 16.2%         | 8.8%     | 17.0%              | 10.7%      | 12.4%      |                  |
| Leaving would free the UK to re-establish links with the commonwealth   | 349    | 151    | 198    | 97     | 113    | 139    | 84     | 160    | 49     | 57     | 51        | 26              | 55         | 27         | 17     | 27            | 47            | 18       | 26                 | 13         | 37         | 5                |
| 16.0%   | 15.4%  | 16.5%  | 16.7%  | 14.1%  | 17.4%  | 15.0%  | 17.1%  | 17.8%  | 13.9%  | 18.6%  | 13.3%     | 15.9%           | 13.7%      | 18.1%      | 16.3%  | 24.8%         | 12.0%         | 15.6%    | 13.1%              | 15.3%      | 9.2%       |                  |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro   | 390    | 158    | 232    | 146    | 141    | 104    | 109    | 152    | 60     | 69     | 60        | 30              | 61         | 29         | 13     | 28            | 41            | 31       | 34                 | 23         | 35         | 6                |
| 18.0%   | 16.1%  | 19.4%  | 25.1%  | 17.7%  | 13.0%  | 19.6%  | 16.3%  | 21.8%  | 17.1%  | 22.0%  | 15.5%     | 17.7%           | 14.5%      | 13.3%      | 16.7%  | 22.0%         | 21.2%         | 20.2%    | 22.3%              | 14.4%      | 11.4%      |                  |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses  | 680    | 322    | 358    | 155    | 254    | 271    | 186    | 281    | 85     | 125    | 69        | 58              | 112        | 72         | 28     | 60            | 51            | 50       | 55                 | 34         | 70         | 21               |
| 31.3%   | 32.9%  | 30.0%  | 26.7%  | 31.8%  | 34.0%  | 33.6%  | 30.1%  | 31.1%  | 30.9%  | 25.4%  | 30.3%     | 32.5%           | 36.4%      | 28.8%      | 35.8%  | 27.0%         | 34.4%         | 32.7%    | 33.1%              | 29.0%      | 36.4%      |                  |
| The European Union is a corrupt racket  | 493    | 271    | 222    | 129    | 169    | 196    | 138    | 195    | 75     | 84     | 60        | 49              | 85         | 41         | 20     | 28            | 41            | 28       | 46                 | 26         | 47         | 21               |
| 22.7%   | 27.7%  | 18.6%  | 22.2%  | 21.2%  | 24.6%  | 24.9%  | 20.9%  | 27.4%  | 20.7%  | 22.2%  | 25.6%     | 24.6%           | 20.9%      | 20.8%      | 17.0%  | 22.0%         | 19.1%         | 26.9%    | 25.3%              | 19.6%      | 38.1%      |                  |
| SIGMA   | 6520   | 2936   | 3584   | 1741   | 2390   | 2389   | 1666   | 2804   | 823    | 1218   | 815       | 577             | 1033       | 593        | 287    | 502           | 565           | 439      | 507                | 307        | 726        | 169              |
| 300.0%  | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0%    | 300.0%          | 300.0%     | 300.0%     | 300.0% | 300.0%        | 300.0%        | 300.0%   | 300.0%             | 300.0%     | 300.0%     | 300.0%           |

Survation.



# EU Referendum Attitudes Poll

Table 62

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked top three)

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| Leaving is the only way we can control our borders and set our own immigration policy.  | 1193   | 481            | 272    | 72     | 108    | 81     | 132          | 478              | 255    | 48     | 106    | 82     | 192       | 269                            | 402    | 522       | -                          | -              | 671                                  |
|   | 54.9%  | 57.8%          | 53.1%  | 48.6%  | 65.6%  | 55.7%  | 45.3%        | 57.2%            | 51.4%  | 45.0%  | 65.6%  | 55.9%  | 56.6%     | 45.6%                          | 64.8%  | 54.2%     | -                          | -              | 55.5%                                |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out                       | 577    | 192            | 153    | 43     | 32     | 39     | 102          | 201              | 143    | 36     | 32     | 41     | 101       | 205                            | 120    | 252       | -                          | -              | 325                                  |
|   | 26.5%  | 23.1%          | 30.0%  | 29.1%  | 19.5%  | 27.1%  | 34.8%        | 24.0%            | 28.8%  | 34.1%  | 20.0%  | 27.7%  | 29.6%     | 34.8%                          | 19.4%  | 26.1%     | -                          | -              | 26.9%                                |
| Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them to offer us a better deal | 524    | 218            | 123    | 42     | 20     | 33     | 74           | 218              | 133    | 29     | 27     | 36     | 59        | 169                            | 104    | 251       | -                          | -              | 273                                  |
|   | 24.1%  | 26.1%          | 24.1%  | 28.3%  | 12.4%  | 22.4%  | 25.4%        | 26.1%            | 26.8%  | 27.1%  | 16.6%  | 24.5%  | 17.5%     | 28.7%                          | 16.8%  | 26.0%     | -                          | -              | 22.6%                                |
| Leaving would save the UK money which could be spent at home  | 760    | 262            | 201    | 52     | 64     | 53     | 101          | 263              | 196    | 37     | 50     | 54     | 125       | 194                            | 212    | 353       | -                          | -              | 406                                  |
|   | 34.9%  | 31.5%          | 39.3%  | 35.0%  | 38.5%  | 36.4%  | 34.8%        | 31.5%            | 39.5%  | 34.5%  | 31.3%  | 37.2%  | 36.7%     | 33.0%                          | 34.1%  | 36.7%     | -                          | -              | 33.6%                                |
| Leaving would allow us to trade with the rest of the world  | 381    | 141            | 100    | 21     | 26     | 27     | 48           | 139              | 93     | 20     | 22     | 25     | 67        | 115                            | 86     | 180       | -                          | -              | 201                                  |
|   | 17.5%  | 16.9%          | 19.6%  | 14.2%  | 15.9%  | 18.7%  | 16.3%        | 16.6%            | 18.7%  | 18.9%  | 13.5%  | 17.2%  | 19.8%     | 19.5%                          | 13.8%  | 18.6%     | -                          | -              | 16.6%                                |
| Leaving is the only way that the UK can make its own laws and control its destiny.  | 895    | 377            | 185    | 63     | 80     | 58     | 109          | 373              | 169    | 44     | 88     | 61     | 138       | 207                            | 310    | 378       | -                          | -              | 517                                  |
|   | 41.2%  | 45.3%          | 36.1%  | 42.2%  | 48.1%  | 39.9%  | 37.4%        | 44.7%            | 34.1%  | 41.4%  | 54.5%  | 41.7%  | 40.6%     | 35.2%                          | 49.9%  | 39.3%     | -                          | -              | 42.7%                                |
| Leaving the EU is the only way the UK can be great again  | 279    | 94             | 74     | 11     | 19     | 28     | 36           | 89               | 76     | 8      | 23     | 21     | 46        | 53                             | 77     | 149       | -                          | -              | 130                                  |
|   | 12.8%  | 11.3%          | 14.4%  | 7.1%   | 11.6%  | 18.9%  | 12.3%        | 10.7%            | 15.3%  | 7.4%   | 14.4%  | 14.5%  | 13.4%     | 9.0%                           | 12.4%  | 15.4%     | -                          | -              | 10.8%                                |
| Leaving would free the UK to re-establish links with the commonwealth   | 349    | 118            | 101    | 26     | 26     | 12     | 52           | 115              | 100    | 19     | 25     | 13     | 60        | 117                            | 81     | 150       | -                          | -              | 199                                  |
|   | 16.0%  | 14.1%          | 19.6%  | 17.4%  | 16.0%  | 8.3%   | 18.0%        | 13.7%            | 20.1%  | 17.8%  | 15.8%  | 8.9%   | 17.6%     | 19.9%                          | 13.1%  | 15.6%     | -                          | -              | 16.4%                                |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro   | 390    | 142            | 97     | 24     | 20     | 22     | 67           | 148              | 98     | 19     | 21     | 22     | 64        | 141                            | 79     | 171       | -                          | -              | 220                                  |
|   | 18.0%  | 17.1%          | 19.0%  | 16.2%  | 12.0%  | 15.2%  | 23.0%        | 17.7%            | 19.7%  | 17.8%  | 13.0%  | 14.7%  | 18.9%     | 23.9%                          | 12.7%  | 17.7%     | -                          | -              | 18.2%                                |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses  | 680    | 294            | 147    | 59     | 44     | 46     | 74           | 295              | 136    | 35     | 45     | 46     | 91        | 192                            | 206    | 281       | -                          | -              | 399                                  |
|   | 31.3%  | 35.3%          | 28.6%  | 39.8%  | 26.5%  | 31.9%  | 25.5%        | 35.3%            | 27.4%  | 32.4%  | 27.8%  | 31.2%  | 26.8%     | 32.6%                          | 33.3%  | 29.2%     | -                          | -              | 33.0%                                |
| The European Union is a corrupt racket  | 493    | 180            | 83     | 33     | 56     | 37     | 80           | 187              | 90     | 25     | 44     | 39     | 77        | 105                            | 184    | 205       | -                          | -              | 289                                  |
|   | 22.7%  | 21.6%          | 16.3%  | 22.1%  | 34.0%  | 25.5%  | 27.3%        | 22.4%            | 18.2%  | 23.6%  | 27.5%  | 26.6%  | 22.6%     | 17.8%                          | 29.7%  | 21.2%     | -                          | -              | 23.9%                                |
| SIGMA   | 6520   | 2501           | 1537   | 446    | 496    | 436    | 876          | 2505             | 1488   | 320    | 484    | 439    | 1020      | 1768                           | 1861   | 2891      | -                          | -              | 3629                                 |
|   | 300.0% | 300.0%         | 300.0% | 300.0% | 300.0% | 300.0% | 300.0%       | 300.0%           | 300.0% | 300.0% | 300.0% | 300.0% | 300.0%    | 300.0%                         | 300.0% | 300.0%    | -                          | -              | 300.0%                               |

Survation.

# EU Referendum Attitudes Poll

Table 63

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Ranking

|   | Totals | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   | 904    | 1252   | 483   | 813   | 860   | 568   | 912   | 297   | 374   | 175       | 192             | 386        | 198        | 277   | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   | 979    | 1195   | 580   | 797   | 796   | 555   | 935   | 274   | 406   | 272       | 192             | 344        | 198        | 96    | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Leaving is the only way we can control our borders and set our own immigration policy   | 12.1%  | 11.8%  | 12.3%  | 11.4% | 12.0% | 12.6% | 11.7% | 12.4% | 11.7% | 11.9% | 12.2%     | 11.8%           | 12.2%      | 12.0%      | 11.6% | 12.2%         | 11.8%         | 12.0%    | 12.2%              | 12.0%      | 12.0%      | 13.2%            |
| Leaving would save the UK money which could be spent at home  | 10.5%  | 10.1%  | 10.7%  | 10.4% | 10.5% | 10.5% | 9.9%  | 10.7% | 10.1% | 10.9% | 9.9%      | 10.7%           | 10.0%      | 10.2%      | 11.0% | 11.2%         | 10.4%         | 9.9%     | 10.8%              | 10.3%      | 11.4%      | 10.1%            |
| Leaving would allow us to trade with the rest of the world  | 8.4%   | 8.2%   | 8.5%   | 8.8%  | 8.1%  | 8.4%  | 8.1%  | 8.4%  | 8.5%  | 8.6%  | 8.2%      | 9.1%            | 8.1%       | 8.8%       | 8.3%  | 8.2%          | 7.9%          | 8.1%     | 8.2%               | 8.8%       | 8.7%       | 8.6%             |
| Leaving is the only way that the UK can make its own laws and control its destiny   | 11.0%  | 11.1%  | 10.9%  | 10.1% | 10.9% | 11.7% | 11.1% | 11.0% | 10.5% | 11.0% | 9.7%      | 11.2%           | 11.4%      | 11.0%      | 11.0% | 11.7%         | 10.7%         | 10.6%    | 10.8%              | 11.5%      | 11.2%      | 11.8%            |
| Leaving the EU is the only way the UK can be great again  | 6.7%   | 6.6%   | 6.8%   | 7.3%  | 6.9%  | 6.1%  | 6.4%  | 6.5%  | 7.0%  | 7.3%  | 7.0%      | 6.6%            | 6.2%       | 7.2%       | 6.6%  | 7.3%          | 7.3%          | 6.7%     | 5.7%               | 6.8%       | 6.6%       | 6.6%             |
| Leaving would free the UK to re-establish links with the commonwealth   | 7.7%   | 7.4%   | 7.9%   | 7.6%  | 7.3%  | 8.1%  | 7.8%  | 7.7%  | 7.9%  | 7.3%  | 7.9%      | 7.5%            | 7.7%       | 7.7%       | 7.9%  | 7.6%          | 8.3%          | 7.2%     | 7.4%               | 7.4%       | 7.8%       | 7.1%             |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro   | 7.9%   | 7.7%   | 8.1%   | 8.6%  | 8.0%  | 7.3%  | 8.2%  | 7.8%  | 8.2%  | 7.6%  | 9.0%      | 6.9%            | 7.8%       | 7.9%       | 7.3%  | 7.9%          | 8.1%          | 7.9%     | 8.0%               | 8.5%       | 7.4%       | 7.3%             |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses  | 10.0%  | 10.2%  | 9.9%   | 9.3%  | 10.0% | 10.6% | 10.0% | 10.1% | 10.1% | 9.7%  | 9.1%      | 9.7%            | 10.2%      | 10.7%      | 9.9%  | 10.3%         | 9.8%          | 10.5%    | 10.2%              | 9.6%       | 10.1%      | 11.3%            |
| The European Union is a corrupt racket  | 7.6%   | 8.4%   | 7.0%   | 7.9%  | 7.6%  | 7.5%  | 8.0%  | 7.3%  | 8.4%  | 7.4%  | 7.2%      | 8.0%            | 7.7%       | 7.0%       | 7.8%  | 7.2%          | 7.5%          | 7.6%     | 8.2%               | 8.2%       | 7.6%       | 9.0%             |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out                       | 9.3%   | 9.0%   | 9.5%   | 10.1% | 9.8%  | 8.2%  | 9.1%  | 9.4%  | 8.6%  | 9.7%  | 9.9%      | 9.3%            | 9.5%       | 8.5%       | 9.3%  | 8.4%          | 9.3%          | 10.5%    | 9.4%               | 8.8%       | 9.3%       | 8.0%             |
| Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them to offer us a better deal | 8.9%   | 9.5%   | 8.4%   | 8.6%  | 8.9%  | 9.1%  | 9.5%  | 8.6%  | 9.0%  | 8.5%  | 9.8%      | 9.2%            | 9.3%       | 8.9%       | 9.2%  | 8.1%          | 8.8%          | 9.1%     | 9.1%               | 8.2%       | 8.0%       | 6.9%             |

Survation.

## EU Referendum Attitudes Poll

Table 64

Q9. Normal weightings

Q9. Here are some possible arguments people might make for wanting to leave the EU. Please rank them from the argument most likely to make you want to vote to leave the EU at the top, to the argument least likely to make you want to vote to leave the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Ranking

|   | Total | 2015 Past Vote |       |       |       |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|-------|----------------|-------|-------|-------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |       | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156  | 771            | 502   | 143   | 181   | 194   | 284          | 784              | 493   | 110   | 170   | 185   | 343       | 587                            | 640   | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173  | 834            | 512   | 149   | 165   | 145   | 292          | 835              | 496   | 107   | 161   | 146   | 340       | 589                            | 620   | 964       | 0                          | 0              | 1210                                 |
| Leaving is the only way we can control our borders and set our own immigration policy.  | 12.1% | 12.4%          | 12.1% | 11.8% | 13.1% | 11.6% | 10.9%        | 12.3%            | 11.7% | 11.8% | 12.8% | 11.8% | 12.3%     | 11.3%                          | 12.9% | 12.0%     | 0.0%                       | 0.0%           | 12.1%                                |
| Leaving would save the UK money which could be spent at home  | 10.5% | 10.2%          | 10.8% | 10.4% | 10.8% | 10.6% | 10.4%        | 10.2%            | 10.9% | 10.3% | 10.1% | 10.8% | 10.5%     | 10.2%                          | 10.5% | 10.6%     | 0.0%                       | 0.0%           | 10.4%                                |
| Leaving would allow us to trade with the rest of the world  | 8.4%  | 8.3%           | 8.5%  | 8.2%  | 8.7%  | 8.3%  | 8.4%         | 8.3%             | 8.5%  | 8.3%  | 8.3%  | 8.4%  | 8.5%      | 8.4%                           | 8.0%  | 8.6%      | 0.0%                       | 0.0%           | 8.2%                                 |
| Leaving is the only way that the UK can make its own laws and control its destiny.  | 11.0% | 11.4%          | 10.4% | 11.4% | 11.3% | 10.8% | 10.6%        | 11.3%            | 10.3% | 11.3% | 11.8% | 11.1% | 11.0%     | 10.6%                          | 11.7% | 10.7%     | 0.0%                       | 0.0%           | 11.2%                                |
| Leaving the EU is the only way the UK can be great again  | 6.7%  | 6.4%           | 7.0%  | 5.3%  | 7.3%  | 7.1%  | 7.1%         | 6.3%             | 7.2%  | 5.6%  | 7.5%  | 6.5%  | 6.6%      | 6.0%                           | 6.9%  | 7.0%      | 0.0%                       | 0.0%           | 6.4%                                 |
| Leaving would free the UK to re-establish links with the commonwealth   | 7.7%  | 7.4%           | 8.2%  | 7.7%  | 7.7%  | 7.3%  | 7.7%         | 7.3%             | 8.2%  | 8.4%  | 7.8%  | 7.5%  | 7.7%      | 8.1%                           | 7.5%  | 7.5%      | 0.0%                       | 0.0%           | 7.8%                                 |
| Leaving the EU is the only way to prevent us eventually becoming a member of the Euro   | 7.9%  | 7.7%           | 8.1%  | 7.8%  | 6.5%  | 7.9%  | 8.7%         | 7.8%             | 8.0%  | 8.0%  | 6.9%  | 7.6%  | 8.3%      | 8.8%                           | 7.3%  | 7.8%      | 0.0%                       | 0.0%           | 8.0%                                 |
| Leaving the EU is the only way to free us from the red tape that is hurting British businesses  | 10.0% | 10.6%          | 9.7%  | 10.6% | 9.9%  | 10.2% | 9.0%         | 10.6%            | 9.3%  | 9.9%  | 10.1% | 10.3% | 9.8%      | 10.0%                          | 10.4% | 9.8%      | 0.0%                       | 0.0%           | 10.2%                                |
| The European Union is a corrupt racket  | 7.6%  | 7.6%           | 6.7%  | 7.4%  | 9.3%  | 8.2%  | 8.1%         | 7.6%             | 7.2%  | 7.5%  | 8.8%  | 8.1%  | 7.3%      | 6.7%                           | 8.8%  | 7.5%      | 0.0%                       | 0.0%           | 7.8%                                 |
| Leaving the EU will make us less exposed to Greece and other unstable economies and the risk we might have to bail them out                       | 9.3%  | 8.9%           | 9.7%  | 10.1% | 7.9%  | 9.4%  | 10.2%        | 9.0%             | 9.7%  | 10.1% | 8.0%  | 9.6%  | 9.6%      | 10.2%                          | 8.2%  | 9.4%      | 0.0%                       | 0.0%           | 9.2%                                 |
| Voting to leave the EU in a referendum is the only way to convince other European countries we are serious and for them to offer us a better deal | 8.9%  | 9.3%           | 8.8%  | 9.3%  | 7.6%  | 8.7%  | 8.8%         | 9.2%             | 9.1%  | 8.9%  | 7.9%  | 8.4%  | 8.3%      | 9.8%                           | 7.8%  | 9.0%      | 0.0%                       | 0.0%           | 8.8%                                 |

Survation.

# EU Referendum Attitudes Poll

Table 65

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Only by remaining in the EU can we prevent international conflict.

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2158   | 905    | 1253   | 485    | 813    | 860    | 568    | 914    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 136      | 117                | 90         | 222        | 37               |
| Weighted Total   | 2251   | 976    | 1275   | 498    | 853    | 900    | 592    | 920    | 323    | 411    | 182       | 200             | 426        | 191        | 275    | 169           | 180           | 106      | 118                | 101        | 229        | 76               |
| 1                | 102    | 48     | 54     | 34     | 27     | 42     | 20     | 39     | 18     | 25     | 5         | 8               | 13         | 15         | 13     | 4             | 10            | 5        | 6                  | 4          | 14         | 5                |
|                  | 4.5%   | 4.9%   | 4.3%   | 6.8%   | 3.1%   | 4.6%   | 3.3%   | 4.3%   | 5.7%   | 6.1%   | 2.7%      | 4.2%            | 3.1%       | 7.9%       | 4.7%   | 2.4%          | 5.8%          | 4.4%     | 4.9%               | 3.9%       | 6.0%       | 6.6%             |
| 2                | 130    | 48     | 82     | 45     | 33     | 52     | 31     | 42     | 23     | 34     | 8         | 9               | 35         | 14         | 15     | 12            | 17            | 5        | 2                  | 4          | 7          | 1                |
|                  | 5.8%   | 4.9%   | 6.5%   | 9.0%   | 3.9%   | 5.8%   | 5.2%   | 4.6%   | 7.1%   | 8.3%   | 4.5%      | 4.7%            | 8.3%       | 7.3%       | 5.4%   | 7.3%          | 9.7%          | 4.6%     | 1.7%               | 4.5%       | 2.8%       | 1.4%             |
| 3                | 163    | 63     | 100    | 48     | 64     | 51     | 37     | 70     | 27     | 30     | 19        | 16              | 31         | 7          | 17     | 7             | 16            | 5        | 15                 | 8          | 15         | 7                |
|                  | 7.2%   | 6.4%   | 7.9%   | 9.6%   | 7.6%   | 5.6%   | 6.2%   | 7.6%   | 8.3%   | 7.3%   | 10.5%     | 8.0%            | 7.3%       | 3.5%       | 6.0%   | 4.3%          | 8.7%          | 4.8%     | 13.1%              | 8.1%       | 6.4%       | 9.8%             |
| 4                | 169    | 64     | 105    | 44     | 52     | 73     | 38     | 73     | 27     | 31     | 10        | 17              | 34         | 10         | 20     | 16            | 11            | 6        | 7                  | 9          | 22         | 6                |
|                  | 7.5%   | 6.5%   | 8.3%   | 8.8%   | 6.1%   | 8.1%   | 6.4%   | 8.0%   | 8.3%   | 7.6%   | 5.5%      | 8.8%            | 7.9%       | 5.4%       | 7.4%   | 9.2%          | 6.2%          | 5.4%     | 6.2%               | 9.2%       | 9.4%       | 8.4%             |
| 5                | 214    | 94     | 119    | 50     | 71     | 93     | 50     | 94     | 29     | 41     | 14        | 14              | 49         | 16         | 38     | 13            | 15            | 9        | 7                  | 11         | 23         | 6                |
|                  | 9.5%   | 9.7%   | 9.4%   | 10.0%  | 8.4%   | 10.3%  | 8.4%   | 10.2%  | 8.9%   | 9.9%   | 7.7%      | 6.9%            | 11.5%      | 8.3%       | 13.7%  | 7.5%          | 8.2%          | 8.6%     | 6.1%               | 10.5%      | 10.2%      | 8.0%             |
| 6                | 235    | 96     | 139    | 67     | 91     | 77     | 75     | 88     | 38     | 34     | 24        | 24              | 33         | 24         | 25     | 26            | 14            | 15       | 15                 | 5          | 22         | 8                |
|                  | 10.4%  | 9.8%   | 10.9%  | 13.5%  | 10.7%  | 8.5%   | 12.7%  | 9.5%   | 11.6%  | 8.2%   | 13.1%     | 12.0%           | 7.8%       | 12.7%      | 9.0%   | 15.2%         | 8.0%          | 13.7%    | 12.7%              | 5.1%       | 9.7%       | 10.7%            |
| 7                | 237    | 125    | 112    | 38     | 111    | 88     | 84     | 91     | 32     | 29     | 23        | 21              | 46         | 16         | 32     | 12            | 24            | 11       | 13                 | 7          | 24         | 7                |
|                  | 10.5%  | 12.8%  | 8.8%   | 7.7%   | 13.0%  | 9.7%   | 14.2%  | 9.9%   | 9.9%   | 7.2%   | 12.6%     | 10.6%           | 10.8%      | 8.6%       | 11.5%  | 7.4%          | 13.2%         | 10.6%    | 11.4%              | 7.4%       | 10.5%      | 9.2%             |
| 8                | 259    | 107    | 152    | 49     | 98     | 112    | 63     | 115    | 30     | 51     | 20        | 28              | 41         | 21         | 36     | 10            | 16            | 13       | 19                 | 23         | 25         | 6                |
|                  | 11.5%  | 10.9%  | 11.9%  | 9.8%   | 11.5%  | 12.5%  | 10.7%  | 12.5%  | 9.3%   | 12.4%  | 10.7%     | 14.0%           | 9.6%       | 11.2%      | 13.1%  | 5.9%          | 9.0%          | 12.7%    | 15.8%              | 23.1%      | 11.0%      | 8.4%             |
| 9                | 321    | 125    | 196    | 54     | 128    | 139    | 85     | 137    | 40     | 59     | 25        | 27              | 56         | 24         | 34     | 26            | 35            | 15       | 8                  | 20         | 38         | 14               |
|                  | 14.2%  | 12.8%  | 15.4%  | 10.8%  | 15.0%  | 15.4%  | 14.3%  | 14.8%  | 12.5%  | 14.3%  | 13.7%     | 13.3%           | 13.1%      | 12.6%      | 12.3%  | 15.4%         | 19.4%         | 14.5%    | 7.0%               | 19.5%      | 16.6%      | 18.1%            |
| 10               | 256    | 133    | 124    | 37     | 96     | 123    | 55     | 107    | 43     | 49     | 19        | 22              | 52         | 20         | 23     | 35            | 10            | 17       | 16                 | 3          | 27         | 11               |
|                  | 11.4%  | 13.6%  | 9.7%   | 7.5%   | 11.2%  | 13.7%  | 9.3%   | 11.6%  | 13.3%  | 11.8%  | 10.6%     | 10.8%           | 12.3%      | 10.4%      | 8.4%   | 20.8%         | 5.4%          | 16.1%    | 13.8%              | 3.4%       | 11.7%      | 15.0%            |
| 11               | 164    | 74     | 91     | 32     | 81     | 51     | 54     | 65     | 16     | 29     | 16        | 14              | 35         | 23         | 23     | 8             | 11            | 5        | 8                  | 5          | 13         | 3                |
|                  | 7.3%   | 7.6%   | 7.1%   | 6.5%   | 9.5%   | 5.7%   | 9.1%   | 7.0%   | 5.0%   | 7.1%   | 8.5%      | 6.8%            | 8.1%       | 12.1%      | 8.5%   | 4.6%          | 6.3%          | 4.6%     | 7.1%               | 5.3%       | 5.7%       | 4.3%             |
| SIGMA            | 2251   | 976    | 1275   | 498    | 853    | 900    | 592    | 920    | 323    | 411    | 182       | 200             | 426        | 191        | 275    | 169           | 180           | 106      | 118                | 101        | 229        | 76               |
|                  | 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 Attitudes Poll

Table 66

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Only by remaining in the EU can we prevent international conflict.

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 119    | 33             | 38     | 6      | 8      | 4      | 25           | 34               | 31     | 3      | 10     | 4      | 25        | 31                             | 37     | 50        | -                          | -              | 68                                   |
|                  | 5.5%   | 4.0%           | 7.4%   | 3.9%   | 5.0%   | 2.6%   | 8.6%         | 4.1%             | 6.3%   | 3.1%   | 5.9%   | 2.8%   | 7.5%      | 5.2%                           | 6.0%   | 5.2%      | -                          | -              | 5.6%                                 |
| 2                | 116    | 40             | 20     | 5      | 12     | 9      | 23           | 43               | 18     | 6      | 17     | 9      | 17        | 34                             | 38     | 45        | -                          | -              | 71                                   |
|                  | 5.3%   | 4.8%           | 3.9%   | 3.6%   | 7.3%   | 6.3%   | 7.7%         | 5.1%             | 3.6%   | 5.3%   | 10.6%  | 6.2%   | 5.1%      | 5.7%                           | 6.1%   | 4.7%      | -                          | -              | 5.9%                                 |
| 3                | 157    | 62             | 41     | 8      | 12     | 5      | 26           | 64               | 34     | 10     | 6      | 8      | 26        | 45                             | 45     | 66        | -                          | -              | 91                                   |
|                  | 7.2%   | 7.5%           | 8.0%   | 5.6%   | 7.3%   | 3.3%   | 8.8%         | 7.6%             | 7.0%   | 9.4%   | 3.5%   | 5.3%   | 7.7%      | 7.7%                           | 7.3%   | 6.9%      | -                          | -              | 7.5%                                 |
| 4                | 159    | 69             | 32     | 3      | 7      | 18     | 24           | 63               | 40     | 4      | 12     | 19     | 18        | 41                             | 44     | 74        | -                          | -              | 85                                   |
|                  | 7.3%   | 8.2%           | 6.3%   | 2.1%   | 4.0%   | 12.3%  | 8.3%         | 7.5%             | 8.0%   | 4.1%   | 7.3%   | 12.9%  | 5.4%      | 7.0%                           | 7.1%   | 7.6%      | -                          | -              | 7.0%                                 |
| 5                | 213    | 80             | 57     | 10     | 14     | 16     | 26           | 72               | 48     | 11     | 14     | 22     | 36        | 54                             | 62     | 96        | -                          | -              | 116                                  |
|                  | 9.8%   | 9.6%           | 11.0%  | 6.8%   | 8.4%   | 11.3%  | 8.8%         | 8.6%             | 9.6%   | 10.3%  | 8.8%   | 15.1%  | 10.6%     | 9.2%                           | 10.1%  | 10.0%     | -                          | -              | 9.6%                                 |
| 6                | 229    | 103            | 38     | 24     | 19     | 12     | 28           | 107              | 42     | 16     | 15     | 12     | 27        | 51                             | 73     | 105       | -                          | -              | 124                                  |
|                  | 10.5%  | 12.3%          | 7.4%   | 15.9%  | 11.7%  | 8.2%   | 9.6%         | 12.8%            | 8.5%   | 14.8%  | 9.3%   | 7.9%   | 7.8%      | 8.7%                           | 11.8%  | 10.9%     | -                          | -              | 10.3%                                |
| 7                | 247    | 99             | 76     | 16     | 18     | 17     | 13           | 95               | 71     | 13     | 15     | 13     | 37        | 90                             | 56     | 101       | -                          | -              | 146                                  |
|                  | 11.4%  | 11.9%          | 14.8%  | 11.0%  | 10.9%  | 11.7%  | 4.5%         | 11.4%            | 14.3%  | 12.4%  | 9.5%   | 8.6%   | 10.8%     | 15.2%                          | 9.1%   | 10.5%     | -                          | -              | 12.1%                                |
| 8                | 250    | 103            | 53     | 16     | 24     | 15     | 31           | 105              | 60     | 7      | 26     | 15     | 30        | 52                             | 92     | 106       | -                          | -              | 144                                  |
|                  | 11.5%  | 12.4%          | 10.3%  | 11.1%  | 14.5%  | 10.2%  | 10.5%        | 12.6%            | 12.1%  | 6.7%   | 15.8%  | 10.0%  | 8.7%      | 8.7%                           | 14.9%  | 11.0%     | -                          | -              | 11.9%                                |
| 9                | 297    | 110            | 90     | 20     | 16     | 19     | 31           | 113              | 80     | 10     | 12     | 21     | 53        | 88                             | 71     | 139       | -                          | -              | 158                                  |
|                  | 13.7%  | 13.2%          | 17.6%  | 13.3%  | 9.6%   | 13.0%  | 10.8%        | 13.5%            | 16.1%  | 9.5%   | 7.3%   | 14.3%  | 15.5%     | 14.9%                          | 11.4%  | 14.4%     | -                          | -              | 13.1%                                |
| 10               | 244    | 88             | 47     | 23     | 22     | 21     | 38           | 86               | 47     | 19     | 23     | 17     | 41        | 60                             | 68     | 116       | -                          | -              | 129                                  |
|                  | 11.2%  | 10.5%          | 9.1%   | 15.4%  | 13.4%  | 14.2%  | 12.9%        | 10.3%            | 9.5%   | 18.1%  | 14.1%  | 11.4%  | 12.1%     | 10.3%                          | 11.0%  | 12.0%     | -                          | -              | 10.6%                                |
| 11               | 143    | 47             | 22     | 17     | 13     | 10     | 28           | 54               | 25     | 6      | 13     | 8      | 30        | 44                             | 33     | 66        | -                          | -              | 77                                   |
|                  | 6.6%   | 5.7%           | 4.3%   | 11.5%  | 7.9%   | 7.0%   | 9.4%         | 6.4%             | 5.0%   | 6.1%   | 7.9%   | 5.5%   | 8.9%      | 7.4%                           | 5.3%   | 6.9%      | -                          | -              | 6.3%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 67

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU would diminish British influence on the world stage

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 156    | 64     | 92     | 43     | 55     | 58     | 40     | 68     | 21     | 27     | 21        | 10              | 31         | 17         | 8      | 4             | 15            | 11       | 8                  | 10         | 14         | 5                |
|                  | 7.2%   | 6.5%   | 7.7%   | 7.4%   | 6.8%   | 7.3%   | 7.2%   | 7.2%   | 7.8%   | 6.6%   | 7.8%      | 5.0%            | 9.0%       | 8.6%       | 8.6%   | 2.5%          | 8.1%          | 7.7%     | 5.0%               | 9.7%       | 6.0%       | 8.8%             |
| 2                | 234    | 125    | 108    | 69     | 99     | 66     | 65     | 94     | 47     | 28     | 30        | 32              | 27         | 12         | 10     | 21            | 17            | 23       | 20                 | 10         | 27         | 3                |
|                  | 10.8%  | 12.8%  | 9.1%   | 11.9%  | 12.4%  | 8.3%   | 11.7%  | 10.0%  | 17.0%  | 6.9%   | 11.2%     | 16.8%           | 7.9%       | 6.2%       | 10.1%  | 12.4%         | 9.1%          | 16.1%    | 11.9%              | 10.1%      | 11.0%      | 5.4%             |
| 3                | 202    | 92     | 110    | 57     | 82     | 63     | 66     | 88     | 18     | 29     | 28        | 14              | 34         | 20         | 10     | 22            | 18            | 8        | 13                 | 12         | 17         | 5                |
|                  | 9.3%   | 9.4%   | 9.2%   | 9.8%   | 10.3%  | 7.9%   | 11.8%  | 9.4%   | 6.7%   | 7.2%   | 10.3%     | 7.5%            | 10.0%      | 10.0%      | 10.0%  | 13.2%         | 9.6%          | 5.8%     | 7.7%               | 12.1%      | 7.0%       | 8.3%             |
| 4                | 208    | 92     | 116    | 46     | 75     | 87     | 44     | 97     | 22     | 44     | 16        | 15              | 33         | 20         | 7      | 17            | 22            | 10       | 19                 | 16         | 25         | 8                |
|                  | 9.6%   | 9.4%   | 9.7%   | 7.9%   | 9.5%   | 10.9%  | 8.0%   | 10.3%  | 8.2%   | 10.8%  | 5.8%      | 7.7%            | 9.7%       | 10.0%      | 7.3%   | 10.1%         | 11.6%         | 7.1%     | 11.2%              | 15.3%      | 10.4%      | 14.8%            |
| 5                | 236    | 100    | 136    | 61     | 93     | 82     | 63     | 98     | 26     | 49     | 43        | 20              | 36         | 14         | 14     | 18            | 19            | 8        | 18                 | 11         | 24         | 12               |
|                  | 10.9%  | 10.3%  | 11.4%  | 10.6%  | 11.7%  | 10.3%  | 11.3%  | 10.5%  | 9.4%   | 12.0%  | 15.8%     | 10.5%           | 10.5%      | 7.1%       | 14.6%  | 10.7%         | 9.8%          | 5.6%     | 10.6%              | 10.6%      | 9.9%       | 20.8%            |
| 6                | 221    | 111    | 110    | 49     | 83     | 89     | 41     | 102    | 33     | 45     | 16        | 20              | 30         | 22         | 10     | 19            | 24            | 10       | 17                 | 11         | 30         | 13               |
|                  | 10.2%  | 11.3%  | 9.2%   | 8.4%   | 10.4%  | 11.2%  | 7.3%   | 11.0%  | 11.9%  | 11.0%  | 5.8%      | 10.2%           | 8.8%       | 11.3%      | 10.0%  | 11.1%         | 12.6%         | 6.7%     | 10.0%              | 10.6%      | 12.6%      | 22.2%            |
| 7                | 229    | 101    | 127    | 65     | 70     | 93     | 61     | 98     | 24     | 45     | 26        | 17              | 35         | 30         | 11     | 11            | 17            | 18       | 25                 | 4          | 30         | 4                |
|                  | 10.5%  | 10.3%  | 10.7%  | 11.2%  | 8.8%   | 11.7%  | 10.9%  | 10.5%  | 8.9%   | 11.0%  | 9.6%      | 8.6%            | 10.2%      | 15.4%      | 11.3%  | 6.7%          | 9.1%          | 12.4%    | 14.7%              | 4.0%       | 12.4%      | 6.9%             |
| 8                | 244    | 94     | 150    | 71     | 78     | 95     | 55     | 129    | 23     | 37     | 29        | 21              | 47         | 21         | 8      | 15            | 20            | 20       | 24                 | 11         | 29         | *                |
|                  | 11.2%  | 9.6%   | 12.5%  | 12.2%  | 9.8%   | 11.9%  | 9.8%   | 13.8%  | 8.4%   | 9.2%   | 10.6%     | 10.7%           | 13.6%      | 10.5%      | 7.8%   | 8.9%          | 10.6%         | 13.7%    | 14.3%              | 10.4%      | 12.0%      | 0.7%             |
| 9                | 197    | 93     | 104    | 49     | 77     | 72     | 57     | 66     | 22     | 52     | 35        | 18              | 32         | 8          | 6      | 22            | 14            | 18       | 20                 | 6          | 15         | 3                |
|                  | 9.1%   | 9.5%   | 8.7%   | 8.4%   | 9.6%   | 9.0%   | 10.2%  | 7.0%   | 8.0%   | 12.9%  | 12.9%     | 9.4%            | 9.3%       | 4.0%       | 5.8%   | 13.4%         | 7.6%          | 12.1%    | 11.6%              | 5.8%       | 6.2%       | 5.2%             |
| 10               | 150    | 62     | 88     | 37     | 61     | 52     | 42     | 53     | 22     | 32     | 12        | 14              | 24         | 21         | 7      | 10            | 16            | 15       | 1                  | 6          | 20         | 4                |
|                  | 6.9%   | 6.3%   | 7.4%   | 6.3%   | 7.7%   | 6.6%   | 7.6%   | 5.7%   | 8.0%   | 7.9%   | 4.6%      | 7.1%            | 7.1%       | 10.4%      | 7.6%   | 5.8%          | 8.6%          | 10.1%    | 0.9%               | 5.9%       | 8.1%       | 6.8%             |
| 11               | 98     | 45     | 53     | 35     | 24     | 40     | 22     | 42     | 16     | 18     | 15        | 12              | 13         | 13         | 7      | 9             | 6             | 4        | 4                  | 6          | 11         | -                |
|                  | 4.5%   | 4.6%   | 4.5%   | 6.0%   | 3.0%   | 5.0%   | 3.9%   | 4.5%   | 5.7%   | 4.5%   | 5.6%      | 6.5%            | 3.8%       | 6.4%       | 6.9%   | 5.2%          | 3.2%          | 2.7%     | 2.1%               | 5.4%       | 4.3%       | -                |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 68

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU would diminish British influence on the world stage

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 156    | 76             | 31     | 6      | 6      | 9      | 17           | 65               | 32     | 5      | 6      | 9      | 26        | 48                             | 46     | 61        | -                          | -              | 94                                   |
|                  | 7.2%   | 9.1%           | 6.1%   | 4.0%   | 3.9%   | 6.4%   | 5.8%         | 7.8%             | 6.5%   | 4.5%   | 3.6%   | 6.5%   | 7.7%      | 8.2%                           | 7.4%   | 6.3%      | -                          | -              | 7.8%                                 |
| 2                | 234    | 102            | 57     | 20     | 15     | 17     | 21           | 105              | 49     | 12     | 18     | 13     | 28        | 72                             | 71     | 91        | -                          | -              | 143                                  |
|                  | 10.8%  | 12.2%          | 11.1%  | 13.6%  | 9.3%   | 11.7%  | 7.1%         | 12.6%            | 10.0%  | 11.7%  | 11.2%  | 8.7%   | 8.3%      | 12.1%                          | 11.5%  | 9.4%      | -                          | -              | 11.8%                                |
| 3                | 202    | 94             | 47     | 8      | 19     | 11     | 17           | 94               | 44     | 7      | 17     | 16     | 16        | 55                             | 55     | 91        | -                          | -              | 111                                  |
|                  | 9.3%   | 11.2%          | 9.1%   | 5.3%   | 11.3%  | 7.3%   | 5.9%         | 11.3%            | 8.8%   | 6.3%   | 10.8%  | 10.8%  | 4.6%      | 9.4%                           | 8.9%   | 9.5%      | -                          | -              | 9.1%                                 |
| 4                | 208    | 79             | 50     | 9      | 12     | 10     | 39           | 85               | 47     | 8      | 12     | 6      | 44        | 54                             | 55     | 99        | -                          | -              | 109                                  |
|                  | 9.6%   | 9.5%           | 9.7%   | 5.8%   | 7.1%   | 6.9%   | 13.5%        | 10.2%            | 9.5%   | 7.8%   | 7.5%   | 3.8%   | 13.0%     | 9.2%                           | 8.9%   | 10.2%     | -                          | -              | 9.1%                                 |
| 5                | 236    | 79             | 67     | 15     | 21     | 9      | 31           | 85               | 70     | 11     | 19     | 11     | 33        | 57                             | 65     | 114       | -                          | -              | 122                                  |
|                  | 10.9%  | 9.5%           | 13.2%  | 10.1%  | 12.9%  | 6.3%   | 10.5%        | 10.2%            | 14.1%  | 10.5%  | 11.6%  | 7.3%   | 9.7%      | 9.6%                           | 10.5%  | 11.9%     | -                          | -              | 10.1%                                |
| 6                | 221    | 76             | 58     | 13     | 19     | 10     | 38           | 74               | 53     | 6      | 14     | 16     | 46        | 56                             | 61     | 103       | -                          | -              | 117                                  |
|                  | 10.2%  | 9.1%           | 11.3%  | 9.0%   | 11.7%  | 7.1%   | 13.1%        | 8.9%             | 10.8%  | 6.1%   | 8.5%   | 10.8%  | 13.7%     | 9.5%                           | 9.8%   | 10.7%     | -                          | -              | 9.7%                                 |
| 7                | 229    | 83             | 54     | 18     | 18     | 18     | 32           | 87               | 50     | 13     | 22     | 12     | 33        | 58                             | 73     | 97        | -                          | -              | 131                                  |
|                  | 10.5%  | 9.9%           | 10.5%  | 12.3%  | 10.7%  | 12.2%  | 11.0%        | 10.5%            | 10.2%  | 12.4%  | 13.7%  | 7.9%   | 9.8%      | 9.9%                           | 11.8%  | 10.1%     | -                          | -              | 10.9%                                |
| 8                | 244    | 96             | 54     | 17     | 21     | 14     | 33           | 88               | 54     | 16     | 21     | 15     | 41        | 80                             | 57     | 107       | -                          | -              | 136                                  |
|                  | 11.2%  | 11.5%          | 10.6%  | 11.2%  | 12.7%  | 9.9%   | 11.2%        | 10.5%            | 10.8%  | 14.8%  | 13.2%  | 10.0%  | 12.0%     | 13.5%                          | 9.1%   | 11.1%     | -                          | -              | 11.3%                                |
| 9                | 197    | 62             | 40     | 21     | 15     | 22     | 29           | 68               | 44     | 10     | 14     | 24     | 28        | 62                             | 64     | 72        | -                          | -              | 125                                  |
|                  | 9.1%   | 7.4%           | 7.8%   | 14.4%  | 8.9%   | 14.9%  | 9.8%         | 8.2%             | 8.8%   | 9.3%   | 8.9%   | 16.1%  | 8.2%      | 10.5%                          | 10.3%  | 7.4%      | -                          | -              | 10.4%                                |
| 10               | 150    | 48             | 36     | 11     | 12     | 20     | 20           | 47               | 31     | 9      | 11     | 18     | 28        | 26                             | 52     | 73        | -                          | -              | 77                                   |
|                  | 6.9%   | 5.7%           | 7.0%   | 7.3%   | 7.3%   | 13.5%  | 6.8%         | 5.6%             | 6.3%   | 8.3%   | 6.6%   | 12.6%  | 8.2%      | 4.3%                           | 8.3%   | 7.6%      | -                          | -              | 6.4%                                 |
| 11               | 98     | 39             | 19     | 11     | 7      | 5      | 16           | 36               | 22     | 9      | 7      | 8      | 16        | 21                             | 22     | 55        | -                          | -              | 43                                   |
|                  | 4.5%   | 4.7%           | 3.7%   | 7.2%   | 4.3%   | 3.7%   | 5.5%         | 4.3%             | 4.4%   | 8.4%   | 4.4%   | 5.5%   | 4.7%      | 3.6%                           | 3.5%   | 5.7%      | -                          | -              | 3.6%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 69  
Q10. Normal weightings  
Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.  
Base: Undecided or will consider switching vote based on renegotiation  
The UK would lose 3 million jobs if it left the EU.

|                |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Weighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175    | 192    | 386    | 198    | 277    | 159    | 169    | 135    | 117    | 90     | 222    | 36     |
|                | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272    | 192    | 344    | 198    | 96     | 167    | 188    | 146    | 169    | 102    | 242    | 56     |
| 1              | 363    | 168    | 196    | 113    | 127    | 123    | 90     | 165    | 41     | 68     | 49     | 24     | 53     | 23     | 17     | 24     | 40     | 23     | 27     | 16     | 46     | 21     |
| 2              | 16.7%  | 17.1%  | 16.4%  | 19.4%  | 16.0%  | 15.5%  | 16.1%  | 17.7%  | 14.9%  | 16.7%  | 18.0%  | 12.7%  | 15.3%  | 11.7%  | 18.1%  | 14.4%  | 21.5%  | 15.7%  | 16.0%  | 15.2%  | 19.1%  | 36.7%  |
|                | 253    | 99     | 154    | 81     | 105    | 67     | 62     | 97     | 31     | 63     | 37     | 27     | 39     | 28     | 12     | 16     | 21     | 13     | 24     | 9      | 20     | 7      |
| 3              | 11.6%  | 10.1%  | 12.9%  | 13.9%  | 13.2%  | 8.4%   | 11.1%  | 10.4%  | 11.4%  | 15.5%  | 13.4%  | 13.8%  | 11.3%  | 14.3%  | 12.4%  | 9.5%   | 11.2%  | 9.0%   | 13.9%  | 9.2%   | 8.4%   | 13.2%  |
|                | 219    | 100    | 119    | 64     | 74     | 81     | 44     | 106    | 27     | 42     | 27     | 21     | 34     | 18     | 7      | 20     | 12     | 23     | 14     | 8      | 27     | 8      |
| 4              | 10.1%  | 10.2%  | 10.0%  | 11.0%  | 9.3%   | 10.1%  | 8.0%   | 11.4%  | 9.7%   | 10.2%  | 10.0%  | 10.8%  | 9.9%   | 9.3%   | 7.0%   | 12.2%  | 6.4%   | 15.5%  | 8.3%   | 8.1%   | 11.1%  | 14.2%  |
|                | 224    | 104    | 120    | 82     | 77     | 65     | 57     | 87     | 37     | 44     | 32     | 16     | 33     | 19     | 9      | 13     | 24     | 21     | 17     | 10     | 28     | 4      |
| 5              | 10.3%  | 10.6%  | 10.1%  | 14.2%  | 9.7%   | 8.2%   | 10.2%  | 9.3%   | 13.5%  | 10.8%  | 11.8%  | 8.1%   | 9.5%   | 9.6%   | 9.1%   | 7.8%   | 12.8%  | 14.1%  | 9.9%   | 10.1%  | 11.5%  | 7.0%   |
|                | 185    | 73     | 112    | 44     | 75     | 66     | 52     | 79     | 31     | 22     | 21     | 26     | 29     | 23     | 11     | 11     | 18     | 9      | 6      | 11     | 15     | 3      |
| 6              | 8.5%   | 7.5%   | 9.3%   | 7.6%   | 9.4%   | 8.2%   | 9.4%   | 8.5%   | 11.5%  | 5.3%   | 7.9%   | 13.3%  | 8.3%   | 11.8%  | 11.0%  | 6.7%   | 9.8%   | 6.5%   | 3.6%   | 11.2%  | 6.2%   | 5.5%   |
|                | 191    | 87     | 104    | 49     | 65     | 77     | 52     | 77     | 19     | 44     | 26     | 12     | 39     | 13     | 6      | 13     | 11     | 13     | 23     | 12     | 20     | 1      |
| 7              | 8.8%   | 8.9%   | 8.7%   | 8.4%   | 8.1%   | 9.7%   | 9.3%   | 8.2%   | 6.9%   | 10.7%  | 9.6%   | 6.1%   | 11.4%  | 6.5%   | 6.8%   | 7.8%   | 6.1%   | 9.1%   | 13.9%  | 12.0%  | 8.3%   | 1.7%   |
|                | 183    | 72     | 111    | 41     | 64     | 78     | 60     | 74     | 15     | 33     | 21     | 17     | 40     | 22     | 7      | 18     | 9      | 11     | 9      | 6      | 20     | 3      |
| 8              | 8.4%   | 7.4%   | 9.3%   | 7.1%   | 8.1%   | 9.8%   | 10.8%  | 7.9%   | 5.6%   | 8.1%   | 7.7%   | 8.6%   | 11.5%  | 11.4%  | 6.8%   | 10.6%  | 5.0%   | 7.7%   | 5.5%   | 6.1%   | 8.2%   | 5.2%   |
|                | 149    | 63     | 86     | 36     | 57     | 57     | 49     | 62     | 19     | 20     | 20     | 15     | 22     | 14     | 7      | 18     | 10     | 8      | 11     | 9      | 13     | 2      |
| 9              | 6.9%   | 6.5%   | 7.2%   | 6.2%   | 7.1%   | 7.1%   | 8.8%   | 6.6%   | 6.8%   | 4.9%   | 7.5%   | 7.9%   | 6.5%   | 7.1%   | 6.8%   | 10.5%  | 5.5%   | 5.4%   | 6.7%   | 8.7%   | 5.4%   | 2.8%   |
|                | 138    | 77     | 61     | 32     | 44     | 62     | 31     | 74     | 13     | 19     | 17     | 10     | 22     | 13     | 9      | 9      | 12     | 7      | 18     | 7      | 16     | -      |
| 10             | 6.3%   | 7.8%   | 5.1%   | 5.5%   | 5.5%   | 7.8%   | 5.5%   | 7.9%   | 4.8%   | 4.7%   | 6.3%   | 5.0%   | 6.3%   | 6.4%   | 9.8%   | 5.5%   | 6.2%   | 4.5%   | 10.4%  | 6.6%   | 6.6%   | -      |
|                | 176    | 84     | 92     | 23     | 66     | 87     | 42     | 72     | 29     | 33     | 14     | 22     | 24     | 15     | 6      | 17     | 16     | 8      | 16     | 12     | 26     | 1      |
| 11             | 8.1%   | 8.5%   | 7.7%   | 4.0%   | 8.2%   | 11.0%  | 7.6%   | 7.7%   | 10.5%  | 8.1%   | 5.1%   | 11.5%  | 6.9%   | 7.4%   | 5.9%   | 10.0%  | 8.4%   | 5.7%   | 9.4%   | 11.8%  | 10.7%  | 2.5%   |
|                | 92     | 53     | 39     | 17     | 42     | 33     | 17     | 42     | 12     | 20     | 7      | 4      | 11     | 9      | 6      | 8      | 13     | 10     | 4      | 1      | 11     | 6      |
| SIGMA          | 4.2%   | 5.4%   | 3.3%   | 2.8%   | 5.3%   | 4.2%   | 3.1%   | 4.5%   | 4.5%   | 5.0%   | 2.7%   | 2.2%   | 3.2%   | 4.5%   | 6.3%   | 5.0%   | 7.1%   | 6.9%   | 2.5%   | 1.0%   | 4.6%   | 11.2%  |
|                | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272    | 192    | 344    | 198    | 96     | 167    | 188    | 146    | 169    | 102    | 242    | 56     |
|                | 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 Attitudes Poll

Table 70

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

The UK would lose 3 million jobs if it left the EU.

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 363    | 136            | 89     | 27     | 14     | 25     | 58           | 145              | 91     | 15     | 12     | 25     | 61        | 110                            | 100    | 153       | -                          | -              | 210                                  |
|                  | 16.7%  | 16.3%          | 17.4%  | 18.5%  | 8.7%   | 17.5%  | 20.0%        | 17.4%            | 18.3%  | 14.4%  | 7.1%   | 17.4%  | 17.8%     | 18.7%                          | 16.1%  | 15.9%     | -                          | -              | 17.4%                                |
| 2                | 253    | 85             | 64     | 19     | 17     | 21     | 43           | 84               | 69     | 14     | 14     | 25     | 39        | 64                             | 69     | 121       | -                          | -              | 132                                  |
|                  | 11.6%  | 10.2%          | 12.5%  | 12.5%  | 10.3%  | 14.4%  | 14.8%        | 10.0%            | 13.8%  | 13.4%  | 8.6%   | 16.9%  | 11.5%     | 10.8%                          | 11.1%  | 12.5%     | -                          | -              | 10.9%                                |
| 3                | 219    | 75             | 59     | 13     | 16     | 15     | 31           | 78               | 55     | 8      | 20     | 13     | 35        | 65                             | 49     | 105       | -                          | -              | 115                                  |
|                  | 10.1%  | 9.0%           | 11.5%  | 8.7%   | 9.6%   | 10.3%  | 10.7%        | 9.4%             | 11.0%  | 7.3%   | 12.6%  | 8.7%   | 10.2%     | 11.1%                          | 8.0%   | 10.9%     | -                          | -              | 9.5%                                 |
| 4                | 224    | 77             | 55     | 15     | 17     | 22     | 34           | 73               | 54     | 12     | 21     | 16     | 30        | 64                             | 61     | 100       | -                          | -              | 125                                  |
|                  | 10.3%  | 9.2%           | 10.7%  | 10.1%  | 10.1%  | 15.1%  | 11.7%        | 8.8%             | 10.9%  | 11.6%  | 13.0%  | 10.9%  | 8.7%      | 10.9%                          | 9.8%   | 10.3%     | -                          | -              | 10.3%                                |
| 5                | 185    | 72             | 32     | 15     | 19     | 13     | 24           | 71               | 35     | 9      | 17     | 13     | 32        | 50                             | 48     | 86        | -                          | -              | 98                                   |
|                  | 8.5%   | 8.7%           | 6.2%   | 9.9%   | 11.2%  | 9.2%   | 8.1%         | 8.5%             | 7.1%   | 8.3%   | 10.5%  | 8.7%   | 9.5%      | 8.5%                           | 7.8%   | 8.9%      | -                          | -              | 8.1%                                 |
| 6                | 191    | 81             | 46     | 12     | 13     | 11     | 20           | 84               | 38     | 8      | 16     | 9      | 33        | 54                             | 48     | 88        | -                          | -              | 102                                  |
|                  | 8.8%   | 9.7%           | 8.9%   | 8.1%   | 7.8%   | 7.9%   | 7.0%         | 10.1%            | 7.7%   | 7.2%   | 9.6%   | 6.0%   | 9.6%      | 9.2%                           | 7.8%   | 9.2%      | -                          | -              | 8.5%                                 |
| 7                | 183    | 78             | 46     | 15     | 20     | 5      | 14           | 75               | 38     | 11     | 20     | 7      | 27        | 47                             | 52     | 84        | -                          | -              | 99                                   |
|                  | 8.4%   | 9.4%           | 8.9%   | 10.1%  | 12.2%  | 3.6%   | 4.9%         | 9.0%             | 7.6%   | 10.1%  | 12.3%  | 4.7%   | 7.8%      | 7.9%                           | 8.4%   | 8.7%      | -                          | -              | 8.2%                                 |
| 8                | 149    | 54             | 43     | 8      | 12     | 7      | 22           | 55               | 41     | 9      | 14     | 7      | 23        | 38                             | 50     | 61        | -                          | -              | 88                                   |
|                  | 6.9%   | 6.5%           | 8.4%   | 5.4%   | 7.2%   | 4.6%   | 7.5%         | 6.6%             | 8.2%   | 8.2%   | 9.0%   | 4.6%   | 6.7%      | 6.4%                           | 8.1%   | 6.3%      | -                          | -              | 7.3%                                 |
| 9                | 138    | 70             | 22     | 7      | 7      | 5      | 18           | 61               | 22     | 7      | 6      | 5      | 26        | 36                             | 45     | 57        | -                          | -              | 81                                   |
|                  | 6.3%   | 8.4%           | 4.4%   | 5.0%   | 4.0%   | 3.7%   | 6.0%         | 7.3%             | 4.4%   | 6.9%   | 3.8%   | 3.4%   | 7.7%      | 6.2%                           | 7.2%   | 5.9%      | -                          | -              | 6.7%                                 |
| 10               | 176    | 70             | 38     | 14     | 25     | 11     | 15           | 72               | 37     | 10     | 18     | 15     | 21        | 41                             | 68     | 67        | -                          | -              | 109                                  |
|                  | 8.1%   | 8.4%           | 7.5%   | 9.1%   | 15.1%  | 7.2%   | 5.0%         | 8.6%             | 7.4%   | 9.1%   | 11.1%  | 10.0%  | 6.1%      | 6.9%                           | 10.9%  | 7.0%      | -                          | -              | 9.0%                                 |
| 11               | 92     | 34             | 19     | 4      | 6      | 10     | 12           | 36               | 18     | 4      | 4      | 13     | 15        | 20                             | 30     | 42        | -                          | -              | 50                                   |
|                  | 4.2%   | 4.1%           | 3.6%   | 2.5%   | 3.8%   | 6.5%   | 4.2%         | 4.3%             | 3.6%   | 3.5%   | 2.4%   | 8.6%   | 4.4%      | 3.4%                           | 4.9%   | 4.4%      | -                          | -              | 4.1%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 71

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

President Obama wants the UK to remain in the EU

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 66     | 28     | 38     | 20     | 17     | 28     | 10     | 30     | 12     | 13     | 2         | 4               | 16         | 17         | 1      | 8             | 4             | 7        | -                  | 3          | 4          | -                |
|                  | 3.0%   | 2.8%   | 3.2%   | 3.5%   | 2.1%   | 3.6%   | 1.8%   | 3.2%   | 4.3%   | 3.1%   | 0.9%      | 1.9%            | 4.7%       | 8.4%       | 1.2%   | 5.0%          | 1.9%          | 4.7%     | -                  | 2.8%       | 1.7%       | -                |
| 2                | 72     | 43     | 28     | 10     | 38     | 24     | 15     | 32     | 6      | 19     | 14        | 5               | 14         | 5          | 3      | 4             | 11            | -        | 7                  | 2          | 6          | *                |
|                  | 3.3%   | 4.4%   | 2.4%   | 1.7%   | 4.8%   | 3.0%   | 2.6%   | 3.4%   | 2.2%   | 4.7%   | 5.2%      | 2.4%            | 4.2%       | 2.3%       | 3.3%   | 2.6%          | 6.0%          | -        | 4.0%               | 1.7%       | 2.6%       | 0.6%             |
| 3                | 98     | 53     | 46     | 29     | 50     | 19     | 21     | 47     | 10     | 20     | 11        | 8               | 12         | 6          | 4      | 6             | 6             | 10       | 9                  | 4          | 13         | 10               |
|                  | 4.5%   | 5.4%   | 3.8%   | 5.1%   | 6.2%   | 2.4%   | 3.8%   | 5.0%   | 3.7%   | 5.0%   | 4.0%      | 4.3%            | 3.4%       | 3.0%       | 4.3%   | 3.5%          | 3.0%          | 6.6%     | 5.3%               | 3.9%       | 5.5%       | 17.3%            |
| 4                | 83     | 41     | 42     | 22     | 32     | 28     | 20     | 35     | 15     | 13     | 9         | 16              | 11         | 6          | 3      | 7             | 12            | 5        | 1                  | 7          | 5          | *                |
|                  | 3.8%   | 4.2%   | 3.5%   | 3.9%   | 4.1%   | 3.5%   | 3.6%   | 3.7%   | 5.4%   | 3.3%   | 3.3%      | 8.2%            | 3.3%       | 3.2%       | 2.9%   | 3.9%          | 6.5%          | 3.4%     | 0.7%               | 6.9%       | 2.0%       | 0.7%             |
| 5                | 93     | 49     | 44     | 26     | 44     | 24     | 31     | 33     | 9      | 21     | 14        | 3               | 20         | 9          | 2      | 7             | 10            | 5        | 2                  | 4          | 12         | 4                |
|                  | 4.3%   | 5.0%   | 3.7%   | 4.5%   | 5.5%   | 3.0%   | 5.5%   | 3.5%   | 3.3%   | 5.1%   | 5.2%      | 1.7%            | 5.8%       | 4.7%       | 2.5%   | 4.0%          | 5.4%          | 3.4%     | 1.5%               | 4.0%       | 5.0%       | 7.0%             |
| 6                | 110    | 53     | 57     | 31     | 42     | 37     | 21     | 53     | 19     | 17     | 18        | 5               | 11         | 15         | 4      | 9             | 10            | 7        | 13                 | 9          | 7          | -                |
|                  | 5.1%   | 5.4%   | 4.8%   | 5.3%   | 5.3%   | 4.6%   | 3.8%   | 5.6%   | 6.9%   | 4.2%   | 6.7%      | 2.8%            | 3.3%       | 7.7%       | 4.3%   | 5.6%          | 5.5%          | 4.6%     | 7.7%               | 9.2%       | 3.0%       | -                |
| 7                | 134    | 73     | 61     | 46     | 53     | 34     | 40     | 47     | 20     | 26     | 23        | 8               | 13         | 10         | 3      | 9             | 10            | 21       | 14                 | 7          | 16         | -                |
|                  | 6.2%   | 7.4%   | 5.1%   | 8.0%   | 6.7%   | 4.3%   | 7.3%   | 5.0%   | 7.2%   | 6.4%   | 8.4%      | 3.9%            | 3.9%       | 4.9%       | 3.0%   | 5.2%          | 5.5%          | 14.3%    | 8.4%               | 6.8%       | 6.8%       | -                |
| 8                | 138    | 68     | 70     | 34     | 54     | 49     | 43     | 55     | 14     | 25     | 20        | 9               | 20         | 18         | 10     | 12            | 7             | 9        | 7                  | 4          | 18         | 3                |
|                  | 6.3%   | 7.0%   | 5.8%   | 5.9%   | 6.8%   | 6.2%   | 7.8%   | 5.9%   | 5.2%   | 6.2%   | 7.2%      | 4.5%            | 5.8%       | 9.2%       | 10.3%  | 7.3%          | 3.9%          | 6.3%     | 4.2%               | 4.3%       | 7.5%       | 5.0%             |
| 9                | 162    | 76     | 86     | 59     | 51     | 51     | 37     | 64     | 20     | 40     | 13        | 15              | 19         | 14         | 10     | 12            | 19            | 5        | 22                 | 8          | 21         | 5                |
|                  | 7.4%   | 7.7%   | 7.2%   | 10.2%  | 6.4%   | 6.4%   | 6.7%   | 6.8%   | 7.4%   | 9.9%   | 4.9%      | 8.0%            | 5.5%       | 6.9%       | 10.3%  | 7.3%          | 9.8%          | 3.4%     | 12.8%              | 7.4%       | 8.9%       | 8.2%             |
| 10               | 279    | 100    | 179    | 87     | 90     | 101    | 65     | 134    | 31     | 49     | 35        | 40              | 49         | 22         | 11     | 24            | 23            | 10       | 26                 | 8          | 22         | 8                |
|                  | 12.8%  | 10.2%  | 15.0%  | 15.1%  | 11.3%  | 12.7%  | 11.8%  | 14.4%  | 11.2%  | 11.9%  | 12.8%     | 20.7%           | 14.2%      | 11.0%      | 11.5%  | 14.4%         | 12.4%         | 7.1%     | 15.5%              | 8.1%       | 9.0%       | 14.9%            |
| 11               | 939    | 396    | 543    | 214    | 325    | 400    | 251    | 406    | 118    | 163    | 112       | 80              | 158        | 76         | 44     | 69            | 75            | 68       | 68                 | 46         | 116        | 26               |
|                  | 43.2%  | 40.5%  | 45.5%  | 36.9%  | 40.8%  | 50.3%  | 45.2%  | 43.4%  | 43.1%  | 40.1%  | 41.4%     | 41.6%           | 46.0%      | 38.6%      | 46.3%  | 41.3%         | 40.0%         | 46.2%    | 39.9%              | 45.0%      | 48.0%      | 46.4%            |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 72

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

President Obama wants the UK to remain in the EU

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 66     | 23             | 13     | 2      | 10     | 5      | 10           | 18               | 17     | -      | 11     | 5      | 8         | 11                             | 19     | 36        | -                          | -              | 30                                   |
|                  | 3.0%   | 2.8%           | 2.6%   | 1.2%   | 5.8%   | 3.1%   | 3.3%         | 2.2%             | 3.4%   | -      | 6.7%   | 3.7%   | 2.4%      | 1.8%                           | 3.1%   | 3.7%      | -                          | -              | 2.5%                                 |
| 2                | 72     | 39             | 17     | 4      | 1      | 1      | 7            | 35               | 19     | 3      | 3      | 2      | 8         | 12                             | 29     | 31        | -                          | -              | 41                                   |
|                  | 3.3%   | 4.7%           | 3.4%   | 2.5%   | *      | *      | 2.3%         | 4.2%             | 3.9%   | 2.5%   | 2.1%   | 1.1%   | 2.4%      | 2.0%                           | 4.7%   | 3.2%      | -                          | -              | 3.4%                                 |
| 3                | 98     | 31             | 23     | 7      | 5      | 13     | 12           | 36               | 21     | 5      | 4      | 13     | 18        | 27                             | 25     | 46        | -                          | -              | 52                                   |
|                  | 4.5%   | 3.7%           | 4.5%   | 4.7%   | 3.0%   | 9.1%   | 4.0%         | 4.3%             | 4.2%   | 4.3%   | 2.7%   | 8.7%   | 5.2%      | 4.5%                           | 4.1%   | 4.8%      | -                          | -              | 4.3%                                 |
| 4                | 83     | 31             | 18     | 5      | 5      | 5      | 10           | 30               | 24     | 5      | 4      | 8      | 6         | 16                             | 20     | 47        | -                          | -              | 36                                   |
|                  | 3.8%   | 3.7%           | 3.5%   | 3.3%   | 3.3%   | 3.3%   | 3.6%         | 3.6%             | 4.8%   | 4.7%   | 2.5%   | 5.2%   | 1.7%      | 2.7%                           | 3.2%   | 4.9%      | -                          | -              | 3.0%                                 |
| 5                | 93     | 23             | 19     | 4      | 11     | 9      | 26           | 20               | 21     | 2      | 12     | 6      | 24        | 28                             | 22     | 43        | -                          | -              | 50                                   |
|                  | 4.3%   | 2.8%           | 3.8%   | 3.0%   | 6.7%   | 6.3%   | 9.0%         | 2.4%             | 4.2%   | 2.3%   | 7.4%   | 4.2%   | 7.1%      | 4.8%                           | 3.5%   | 4.5%      | -                          | -              | 4.2%                                 |
| 6                | 110    | 39             | 30     | 6      | 10     | 5      | 17           | 36               | 35     | 10     | 7      | 4      | 13        | 31                             | 24     | 55        | -                          | -              | 55                                   |
|                  | 5.1%   | 4.7%           | 5.9%   | 4.3%   | 6.3%   | 3.4%   | 5.8%         | 4.3%             | 7.1%   | 9.1%   | 4.1%   | 3.1%   | 3.8%      | 5.3%                           | 3.8%   | 5.7%      | -                          | -              | 4.5%                                 |
| 7                | 134    | 53             | 32     | 11     | 5      | 11     | 19           | 57               | 30     | 5      | 5      | 8      | 20        | 37                             | 32     | 65        | -                          | -              | 69                                   |
|                  | 6.2%   | 6.3%           | 6.3%   | 7.2%   | 3.3%   | 7.8%   | 6.4%         | 6.9%             | 6.0%   | 4.3%   | 3.2%   | 5.3%   | 5.9%      | 6.3%                           | 5.1%   | 6.7%      | -                          | -              | 5.7%                                 |
| 8                | 138    | 67             | 36     | 4      | 11     | 4      | 11           | 65               | 33     | 5      | 13     | 6      | 15        | 47                             | 49     | 41        | -                          | -              | 96                                   |
|                  | 6.3%   | 8.1%           | 7.0%   | 2.4%   | 6.5%   | 2.7%   | 3.8%         | 7.7%             | 6.7%   | 4.5%   | 8.3%   | 4.4%   | 4.4%      | 8.0%                           | 7.9%   | 4.3%      | -                          | -              | 8.0%                                 |
| 9                | 162    | 61             | 43     | 14     | 3      | 7      | 29           | 59               | 38     | 12     | 9      | 10     | 25        | 37                             | 58     | 67        | -                          | -              | 95                                   |
|                  | 7.4%   | 7.3%           | 8.3%   | 9.2%   | 1.8%   | 5.1%   | 9.9%         | 7.1%             | 7.7%   | 11.2%  | 5.7%   | 6.6%   | 7.3%      | 6.3%                           | 9.4%   | 6.9%      | -                          | -              | 7.9%                                 |
| 10               | 279    | 98             | 65     | 29     | 28     | 16     | 37           | 103              | 60     | 16     | 24     | 23     | 50        | 87                             | 84     | 108       | -                          | -              | 171                                  |
|                  | 12.8%  | 11.8%          | 12.6%  | 19.8%  | 17.2%  | 11.2%  | 12.5%        | 12.4%            | 12.1%  | 15.4%  | 14.8%  | 15.5%  | 14.8%     | 14.8%                          | 13.5%  | 11.2%     | -                          | -              | 14.1%                                |
| 11               | 939    | 368            | 216    | 63     | 75     | 69     | 115          | 375              | 198    | 45     | 68     | 62     | 153       | 257                            | 258    | 425       | -                          | -              | 515                                  |
|                  | 43.2%  | 44.1%          | 42.2%  | 42.3%  | 45.6%  | 47.6%  | 39.5%        | 44.9%            | 39.9%  | 41.8%  | 42.5%  | 42.1%  | 45.0%     | 43.6%                          | 41.6%  | 44.1%     | -                          | -              | 42.6%                                |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 73

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

The majority of businessmen/women think the UK should remain in the EU

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 234    | 148    | 86     | 56     | 80     | 99     | 81     | 84     | 28     | 40     | 30        | 21              | 34         | 15         | 9      | 19            | 19            | 23       | 16                 | 10         | 32         | 5                |
|                  | 10.8%  | 15.1%  | 7.2%   | 9.6%   | 10.0%  | 12.4%  | 14.7%  | 9.0%   | 10.4%  | 9.8%   | 11.0%     | 11.0%           | 9.8%       | 7.7%       | 9.0%   | 11.5%         | 9.9%          | 16.0%    | 9.6%               | 10.0%      | 13.3%      | 9.7%             |
| 2                | 206    | 112    | 94     | 37     | 66     | 103    | 53     | 91     | 29     | 32     | 31        | 14              | 30         | 24         | 5      | 15            | 19            | 14       | 16                 | 11         | 25         | 2                |
|                  | 9.5%   | 11.5%  | 7.8%   | 6.3%   | 8.2%   | 13.0%  | 9.5%   | 9.7%   | 10.7%  | 7.9%   | 11.3%     | 7.2%            | 8.7%       | 12.3%      | 5.5%   | 9.0%          | 10.2%         | 9.6%     | 9.5%               | 10.5%      | 10.3%      | 3.3%             |
| 3                | 214    | 115    | 99     | 43     | 84     | 87     | 67     | 81     | 21     | 45     | 22        | 21              | 28         | 28         | 11     | 15            | 27            | 13       | 15                 | 4          | 24         | 5                |
|                  | 9.9%   | 11.8%  | 8.3%   | 7.4%   | 10.6%  | 10.9%  | 12.0%  | 8.7%   | 7.6%   | 11.1%  | 8.1%      | 10.8%           | 8.1%       | 14.2%      | 11.9%  | 8.8%          | 14.6%         | 8.9%     | 9.1%               | 3.6%       | 9.9%       | 9.7%             |
| 4                | 176    | 75     | 100    | 25     | 74     | 77     | 38     | 86     | 20     | 31     | 18        | 13              | 29         | 24         | 8      | 15            | 7             | 9        | 19                 | 11         | 22         | 1                |
|                  | 8.1%   | 7.7%   | 8.4%   | 4.2%   | 9.3%   | 9.7%   | 6.8%   | 9.2%   | 7.5%   | 7.8%   | 6.8%      | 6.9%            | 8.5%       | 12.0%      | 8.9%   | 8.7%          | 3.7%          | 6.0%     | 11.1%              | 10.5%      | 9.0%       | 2.5%             |
| 5                | 174    | 74     | 99     | 34     | 62     | 78     | 48     | 80     | 19     | 27     | 27        | 15              | 29         | 14         | 12     | 21            | 13            | 6        | 10                 | 7          | 14         | 6                |
|                  | 8.0%   | 7.6%   | 8.3%   | 5.9%   | 7.8%   | 9.7%   | 8.7%   | 8.5%   | 6.9%   | 6.7%   | 9.8%      | 8.0%            | 8.4%       | 7.1%       | 12.7%  | 12.6%         | 6.9%          | 4.4%     | 6.0%               | 6.4%       | 5.8%       | 9.9%             |
| 6                | 194    | 76     | 118    | 34     | 81     | 80     | 56     | 78     | 26     | 34     | 39        | 16              | 32         | 16         | 10     | 11            | 13            | 14       | 9                  | 5          | 27         | 2                |
|                  | 8.9%   | 7.8%   | 9.9%   | 5.8%   | 10.1%  | 10.1%  | 10.1%  | 8.4%   | 9.4%   | 8.3%   | 14.3%     | 8.2%            | 9.3%       | 8.0%       | 10.6%  | 6.6%          | 6.8%          | 9.7%     | 5.3%               | 4.5%       | 11.3%      | 4.0%             |
| 7                | 184    | 67     | 117    | 44     | 70     | 70     | 40     | 76     | 29     | 38     | 10        | 20              | 31         | 10         | 8      | 15            | 22            | 10       | 20                 | 15         | 22         | 1                |
|                  | 8.4%   | 6.9%   | 9.8%   | 7.5%   | 8.8%   | 8.8%   | 7.2%   | 8.2%   | 10.5%  | 9.4%   | 3.7%      | 10.3%           | 9.1%       | 4.8%       | 8.0%   | 8.9%          | 11.9%         | 6.5%     | 12.0%              | 14.3%      | 9.2%       | 2.2%             |
| 8                | 205    | 108    | 97     | 67     | 77     | 60     | 41     | 94     | 28     | 41     | 19        | 12              | 39         | 20         | 10     | 6             | 21            | 13       | 24                 | 10         | 22         | 10               |
|                  | 9.4%   | 11.0%  | 8.1%   | 11.6%  | 9.7%   | 7.5%   | 7.5%   | 10.1%  | 10.1%  | 10.1%  | 7.0%      | 6.2%            | 11.2%      | 9.9%       | 10.3%  | 3.8%          | 11.2%         | 8.9%     | 14.0%              | 9.4%       | 9.2%       | 17.4%            |
| 9                | 230    | 86     | 145    | 64     | 94     | 73     | 58     | 93     | 34     | 44     | 23        | 29              | 35         | 20         | 9      | 23            | 20            | 19       | 16                 | 13         | 20         | 4                |
|                  | 10.6%  | 8.8%   | 12.1%  | 11.0%  | 11.8%  | 9.2%   | 10.4%  | 10.0%  | 12.5%  | 10.9%  | 8.5%      | 15.2%           | 10.3%      | 10.0%      | 9.5%   | 13.7%         | 10.6%         | 13.1%    | 9.4%               | 12.3%      | 8.1%       | 6.5%             |
| 10               | 235    | 71     | 164    | 116    | 75     | 44     | 47     | 115    | 22     | 52     | 27        | 17              | 39         | 23         | 10     | 18            | 23            | 23       | 9                  | 12         | 22         | 13               |
|                  | 10.8%  | 7.3%   | 13.7%  | 20.0%  | 9.5%   | 5.5%   | 8.4%   | 12.3%  | 8.0%   | 12.7%  | 10.1%     | 9.0%            | 11.3%      | 11.4%      | 10.9%  | 11.0%         | 12.2%         | 15.5%    | 5.1%               | 11.6%      | 8.9%       | 22.2%            |
| 11               | 122    | 45     | 77     | 63     | 34     | 26     | 26     | 56     | 18     | 22     | 26        | 14              | 18         | 5          | 3      | 9             | 4             | 2        | 15                 | 7          | 12         | 7                |
|                  | 5.6%   | 4.6%   | 6.5%   | 10.8%  | 4.2%   | 3.2%   | 4.7%   | 6.0%   | 6.5%   | 5.3%   | 9.4%      | 7.1%            | 5.4%       | 2.6%       | 2.7%   | 5.3%          | 2.1%          | 1.4%     | 8.9%               | 6.9%       | 5.0%       | 12.5%            |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 74

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

The majority of businessmen/women think the UK should remain in the EU

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 234    | 111            | 37     | 12     | 18     | 19     | 27           | 106              | 35     | 11     | 19     | 16     | 39        | 60                             | 63     | 111       | -                          | -              | 123                                  |
|                  | 10.8%  | 13.3%          | 7.3%   | 7.7%   | 10.7%  | 13.3%  | 9.3%         | 12.7%            | 7.1%   | 10.6%  | 11.9%  | 10.9%  | 11.5%     | 10.2%                          | 10.1%  | 11.6%     | -                          | -              | 10.1%                                |
| 2                | 206    | 91             | 51     | 18     | 10     | 9      | 20           | 94               | 49     | 7      | 11     | 8      | 26        | 64                             | 53     | 89        | -                          | -              | 117                                  |
|                  | 9.5%   | 10.9%          | 9.9%   | 12.4%  | 6.1%   | 6.1%   | 6.8%         | 11.3%            | 9.9%   | 6.2%   | 7.0%   | 5.7%   | 7.7%      | 10.8%                          | 8.6%   | 9.2%      | -                          | -              | 9.7%                                 |
| 3                | 214    | 93             | 40     | 19     | 17     | 11     | 29           | 94               | 43     | 10     | 14     | 8      | 36        | 59                             | 62     | 93        | -                          | -              | 121                                  |
|                  | 9.9%   | 11.2%          | 7.7%   | 12.7%  | 10.2%  | 7.2%   | 10.1%        | 11.3%            | 8.7%   | 9.4%   | 8.6%   | 5.4%   | 10.5%     | 10.0%                          | 10.0%  | 9.7%      | -                          | -              | 10.0%                                |
| 4                | 176    | 58             | 56     | 22     | 13     | 8      | 17           | 59               | 44     | 11     | 15     | 8      | 32        | 45                             | 57     | 74        | -                          | -              | 101                                  |
|                  | 8.1%   | 7.0%           | 10.9%  | 14.6%  | 8.1%   | 5.4%   | 5.7%         | 7.1%             | 8.8%   | 10.7%  | 9.2%   | 5.1%   | 9.5%      | 7.6%                           | 9.1%   | 7.7%      | -                          | -              | 8.4%                                 |
| 5                | 174    | 66             | 46     | 10     | 14     | 15     | 16           | 61               | 45     | 9      | 14     | 14     | 23        | 40                             | 43     | 90        | -                          | -              | 83                                   |
|                  | 8.0%   | 7.9%           | 9.0%   | 6.6%   | 8.4%   | 10.1%  | 5.5%         | 7.3%             | 9.1%   | 8.2%   | 8.8%   | 9.8%   | 6.8%      | 6.9%                           | 6.9%   | 9.4%      | -                          | -              | 6.9%                                 |
| 6                | 194    | 84             | 40     | 8      | 19     | 14     | 19           | 88               | 37     | 7      | 22     | 14     | 21        | 49                             | 69     | 76        | -                          | -              | 119                                  |
|                  | 8.9%   | 10.1%          | 7.8%   | 5.6%   | 11.5%  | 9.7%   | 6.7%         | 10.5%            | 7.4%   | 6.8%   | 13.8%  | 9.5%   | 6.2%      | 8.4%                           | 11.2%  | 7.9%      | -                          | -              | 9.8%                                 |
| 7                | 184    | 84             | 31     | 11     | 15     | 10     | 27           | 76               | 38     | 12     | 11     | 11     | 31        | 49                             | 59     | 76        | -                          | -              | 108                                  |
|                  | 8.4%   | 10.1%          | 6.0%   | 7.4%   | 9.4%   | 7.0%   | 9.3%         | 9.1%             | 7.7%   | 11.7%  | 6.7%   | 7.8%   | 9.0%      | 8.3%                           | 9.4%   | 7.9%      | -                          | -              | 8.9%                                 |
| 8                | 205    | 76             | 47     | 14     | 14     | 13     | 34           | 75               | 36     | 12     | 8      | 18     | 42        | 54                             | 59     | 93        | -                          | -              | 112                                  |
|                  | 9.4%   | 9.1%           | 9.1%   | 9.3%   | 8.6%   | 9.2%   | 11.7%        | 9.0%             | 7.2%   | 11.0%  | 5.3%   | 12.0%  | 12.5%     | 9.1%                           | 9.4%   | 9.6%      | -                          | -              | 9.3%                                 |
| 9                | 230    | 71             | 62     | 10     | 27     | 24     | 32           | 72               | 64     | 11     | 23     | 23     | 29        | 71                             | 62     | 98        | -                          | -              | 133                                  |
|                  | 10.6%  | 8.5%           | 12.2%  | 6.4%   | 16.1%  | 16.6%  | 10.8%        | 8.6%             | 12.9%  | 10.3%  | 14.5%  | 15.8%  | 8.6%      | 12.0%                          | 10.0%  | 10.1%     | -                          | -              | 11.0%                                |
| 10               | 235    | 63             | 70     | 18     | 11     | 19     | 45           | 67               | 70     | 9      | 13     | 16     | 46        | 65                             | 64     | 106       | -                          | -              | 129                                  |
|                  | 10.8%  | 7.6%           | 13.6%  | 12.4%  | 6.9%   | 12.9%  | 15.4%        | 8.1%             | 14.1%  | 8.6%   | 8.3%   | 10.8%  | 13.4%     | 11.0%                          | 10.3%  | 11.0%     | -                          | -              | 10.6%                                |
| 11               | 122    | 36             | 33     | 7      | 7      | 3      | 26           | 41               | 35     | 7      | 9      | 10     | 15        | 33                             | 31     | 58        | -                          | -              | 64                                   |
|                  | 5.6%   | 4.3%           | 6.5%   | 4.9%   | 4.0%   | 2.4%   | 8.8%         | 4.9%             | 7.0%   | 6.5%   | 5.8%   | 7.1%   | 4.4%      | 5.7%                           | 5.0%   | 6.0%      | -                          | -              | 5.3%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 75

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

If we leave the EU, we would lose out on the skilled immigrants that our economy needs

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 87     | 42     | 45     | 31     | 28     | 27     | 30     | 31     | 11     | 15     | 17        | 9               | 11         | 10         | 5      | 3             | 9             | 2        | 2                  | 2          | 15         | 1                |
|                  | 4.0%   | 4.3%   | 3.7%   | 5.4%   | 3.6%   | 3.4%   | 5.4%   | 3.4%   | 3.9%   | 3.6%   | 6.3%      | 4.9%            | 3.1%       | 5.2%       | 4.9%   | 2.1%          | 4.7%          | 1.2%     | 1.4%               | 2.3%       | 6.4%       | 1.1%             |
| 2                | 131    | 62     | 69     | 37     | 58     | 36     | 31     | 59     | 14     | 28     | 15        | 13              | 25         | 9          | 6      | 11            | 10            | 7        | 15                 | 5          | 16         | 1                |
|                  | 6.0%   | 6.3%   | 5.8%   | 6.3%   | 7.3%   | 4.5%   | 5.5%   | 6.3%   | 5.0%   | 6.8%   | 5.5%      | 6.5%            | 7.2%       | 4.6%       | 6.1%   | 6.8%          | 5.2%          | 4.5%     | 8.6%               | 4.6%       | 6.7%       | 0.9%             |
| 3                | 142    | 71     | 71     | 47     | 45     | 50     | 43     | 61     | 14     | 23     | 23        | 16              | 32         | 5          | 5      | 8             | 16            | 5        | 9                  | 5          | 17         | 1                |
|                  | 6.5%   | 7.2%   | 6.0%   | 8.1%   | 5.6%   | 6.3%   | 7.7%   | 6.5%   | 5.2%   | 5.7%   | 8.6%      | 8.3%            | 9.4%       | 2.3%       | 5.3%   | 4.9%          | 8.4%          | 3.3%     | 5.4%               | 4.7%       | 7.2%       | 1.2%             |
| 4                | 135    | 47     | 88     | 38     | 56     | 42     | 31     | 73     | 14     | 17     | 29        | 14              | 18         | 5          | 7      | 8             | 9             | 21       | 10                 | 1          | 10         | 3                |
|                  | 6.2%   | 4.8%   | 7.4%   | 6.5%   | 7.0%   | 5.2%   | 5.6%   | 7.8%   | 5.0%   | 4.2%   | 10.6%     | 7.5%            | 5.1%       | 2.6%       | 7.5%   | 4.6%          | 5.0%          | 14.6%    | 6.1%               | 0.5%       | 4.2%       | 5.2%             |
| 5                | 168    | 90     | 78     | 50     | 65     | 53     | 50     | 67     | 20     | 29     | 21        | 11              | 20         | 14         | 5      | 12            | 22            | 12       | 14                 | 14         | 20         | 3                |
|                  | 7.7%   | 9.2%   | 6.5%   | 8.5%   | 8.1%   | 6.7%   | 9.1%   | 7.2%   | 7.3%   | 7.1%   | 7.8%      | 5.5%            | 5.9%       | 7.2%       | 5.2%   | 7.2%          | 11.6%         | 8.0%     | 8.3%               | 13.3%      | 8.1%       | 5.9%             |
| 6                | 184    | 88     | 96     | 56     | 67     | 62     | 58     | 67     | 21     | 38     | 21        | 17              | 34         | 19         | 9      | 16            | 16            | 14       | 13                 | 9          | 14         | 2                |
|                  | 8.5%   | 9.0%   | 8.0%   | 9.6%   | 8.3%   | 7.8%   | 10.4%  | 7.2%   | 7.6%   | 9.4%   | 7.8%      | 8.9%            | 9.8%       | 9.7%       | 8.9%   | 9.8%          | 8.4%          | 9.6%     | 7.6%               | 8.5%       | 5.8%       | 4.2%             |
| 7                | 205    | 88     | 117    | 58     | 77     | 70     | 50     | 93     | 27     | 36     | 17        | 17              | 31         | 24         | 16     | 24            | 11            | 17       | 14                 | 8          | 15         | 11               |
|                  | 9.4%   | 9.0%   | 9.8%   | 10.0%  | 9.6%   | 8.8%   | 9.1%   | 9.9%   | 9.7%   | 8.8%   | 6.4%      | 8.6%            | 9.1%       | 12.2%      | 17.0%  | 14.1%         | 5.7%          | 11.6%    | 8.5%               | 8.3%       | 6.1%       | 19.2%            |
| 8                | 200    | 100    | 101    | 49     | 72     | 79     | 61     | 77     | 30     | 32     | 30        | 22              | 30         | 18         | 9      | 9             | 12            | 12       | 10                 | 17         | 24         | 8                |
|                  | 9.2%   | 10.2%  | 8.4%   | 8.5%   | 9.1%   | 9.9%   | 11.0%  | 8.2%   | 11.0%  | 8.0%   | 11.1%     | 11.3%           | 8.7%       | 8.9%       | 8.9%   | 5.7%          | 6.4%          | 8.5%     | 5.7%               | 16.2%      | 9.8%       | 14.7%            |
| 9                | 301    | 141    | 159    | 75     | 103    | 122    | 69     | 130    | 41     | 61     | 37        | 22              | 44         | 32         | 8      | 21            | 25            | 20       | 29                 | 13         | 38         | 11               |
|                  | 13.8%  | 14.5%  | 13.3%  | 12.9%  | 13.0%  | 15.4%  | 12.5%  | 13.9%  | 14.9%  | 14.9%  | 13.6%     | 11.3%           | 12.8%      | 16.2%      | 8.9%   | 12.7%         | 13.3%         | 13.4%    | 17.0%              | 12.5%      | 15.9%      | 20.1%            |
| 10               | 327    | 140    | 186    | 75     | 116    | 136    | 82     | 140    | 38     | 66     | 39        | 28              | 52         | 29         | 14     | 25            | 28            | 13       | 33                 | 15         | 44         | 8                |
|                  | 15.0%  | 14.3%  | 15.6%  | 12.9%  | 14.5%  | 17.1%  | 14.8%  | 15.0%  | 14.0%  | 16.2%  | 14.2%     | 14.6%           | 15.0%      | 14.5%      | 14.8%  | 14.7%         | 15.0%         | 9.0%     | 19.4%              | 14.8%      | 18.0%      | 13.9%            |
| 11               | 294    | 110    | 184    | 65     | 110    | 119    | 50     | 136    | 45     | 62     | 22        | 24              | 48         | 33         | 12     | 29            | 31            | 24       | 20                 | 15         | 28         | 8                |
|                  | 13.5%  | 11.2%  | 15.4%  | 11.2%  | 13.8%  | 14.9%  | 9.1%   | 14.6%  | 16.3%  | 15.2%  | 8.2%      | 12.6%           | 14.0%      | 16.6%      | 12.6%  | 17.5%         | 16.3%         | 16.3%    | 11.8%              | 14.4%      | 11.7%      | 13.5%            |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 76

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

If we leave the EU, we would lose out on the skilled immigrants that our economy needs

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 87     | 30             | 21     | 13     | 5      | 5      | 8            | 31               | 14     | 13     | 5      | 6      | 16        | 16                             | 21     | 50        | -                          | -              | 37                                   |
|                  | 4.0%   | 3.6%           | 4.2%   | 9.0%   | 2.9%   | 3.7%   | 2.8%         | 3.7%             | 2.8%   | 11.9%  | 2.9%   | 4.1%   | 4.6%      | 2.6%                           | 3.5%   | 5.2%      | -                          | -              | 3.1%                                 |
| 2                | 131    | 55             | 30     | 10     | 10     | 9      | 15           | 61               | 30     | 8      | 5      | 10     | 14        | 42                             | 28     | 60        | -                          | -              | 71                                   |
|                  | 6.0%   | 6.6%           | 5.8%   | 6.5%   | 6.1%   | 6.3%   | 5.1%         | 7.3%             | 6.0%   | 7.6%   | 3.0%   | 7.2%   | 4.0%      | 7.1%                           | 4.6%   | 6.3%      | -                          | -              | 5.8%                                 |
| 3                | 142    | 54             | 34     | 9      | 9      | 9      | 24           | 51               | 43     | 11     | 8      | 11     | 7         | 49                             | 36     | 57        | -                          | -              | 85                                   |
|                  | 6.5%   | 6.5%           | 6.7%   | 6.2%   | 5.3%   | 6.0%   | 8.3%         | 6.1%             | 8.6%   | 10.0%  | 4.9%   | 7.5%   | 2.1%      | 8.3%                           | 5.8%   | 5.9%      | -                          | -              | 7.0%                                 |
| 4                | 135    | 48             | 39     | 12     | 13     | 12     | 9            | 46               | 28     | 7      | 13     | 15     | 25        | 40                             | 28     | 67        | -                          | -              | 68                                   |
|                  | 6.2%   | 5.8%           | 7.7%   | 7.8%   | 7.7%   | 8.0%   | 3.0%         | 5.6%             | 5.7%   | 6.7%   | 8.3%   | 10.0%  | 7.2%      | 6.8%                           | 4.5%   | 6.9%      | -                          | -              | 5.6%                                 |
| 5                | 168    | 66             | 42     | 13     | 14     | 11     | 16           | 71               | 43     | 5      | 12     | 8      | 19        | 54                             | 52     | 62        | -                          | -              | 105                                  |
|                  | 7.7%   | 7.9%           | 8.1%   | 8.4%   | 8.6%   | 7.8%   | 5.4%         | 8.5%             | 8.7%   | 4.6%   | 7.3%   | 5.6%   | 5.6%      | 9.1%                           | 8.4%   | 6.4%      | -                          | -              | 8.7%                                 |
| 6                | 184    | 70             | 46     | 11     | 9      | 16     | 24           | 70               | 47     | 5      | 11     | 12     | 29        | 51                             | 43     | 90        | -                          | -              | 94                                   |
|                  | 8.5%   | 8.4%           | 8.9%   | 7.6%   | 5.7%   | 10.9%  | 8.1%         | 8.3%             | 9.4%   | 5.1%   | 6.9%   | 8.4%   | 8.4%      | 8.7%                           | 6.9%   | 9.4%      | -                          | -              | 7.8%                                 |
| 7                | 205    | 67             | 40     | 15     | 15     | 19     | 35           | 71               | 40     | 10     | 12     | 20     | 38        | 51                             | 53     | 101       | -                          | -              | 104                                  |
|                  | 9.4%   | 8.1%           | 7.7%   | 10.1%  | 9.1%   | 13.4%  | 11.9%        | 8.5%             | 8.0%   | 9.3%   | 7.6%   | 13.4%  | 11.1%     | 8.7%                           | 8.5%   | 10.5%     | -                          | -              | 8.6%                                 |
| 8                | 200    | 62             | 50     | 17     | 16     | 15     | 32           | 67               | 49     | 9      | 9      | 20     | 41        | 57                             | 58     | 85        | -                          | -              | 115                                  |
|                  | 9.2%   | 7.4%           | 9.7%   | 11.5%  | 9.4%   | 10.0%  | 11.0%        | 8.0%             | 9.9%   | 8.1%   | 5.7%   | 13.5%  | 12.0%     | 9.7%                           | 9.3%   | 8.8%      | -                          | -              | 9.5%                                 |
| 9                | 301    | 114            | 69     | 19     | 32     | 16     | 48           | 109              | 67     | 19     | 33     | 12     | 55        | 77                             | 91     | 133       | -                          | -              | 168                                  |
|                  | 13.8%  | 13.7%          | 13.4%  | 12.8%  | 19.3%  | 10.7%  | 16.5%        | 13.0%            | 13.5%  | 18.0%  | 20.7%  | 7.9%   | 16.1%     | 13.1%                          | 14.6%  | 13.8%     | -                          | -              | 13.9%                                |
| 10               | 327    | 140            | 70     | 11     | 19     | 18     | 46           | 133              | 67     | 10     | 29     | 20     | 49        | 86                             | 99     | 142       | -                          | -              | 185                                  |
|                  | 15.0%  | 16.8%          | 13.7%  | 7.7%   | 11.7%  | 12.7%  | 15.8%        | 15.9%            | 13.6%  | 9.2%   | 18.0%  | 13.5%  | 14.4%     | 14.6%                          | 16.0%  | 14.7%     | -                          | -              | 15.3%                                |
| 11               | 294    | 128            | 72     | 19     | 23     | 15     | 35           | 125              | 68     | 10     | 24     | 13     | 49        | 66                             | 112    | 117       | -                          | -              | 177                                  |
|                  | 13.5%  | 15.3%          | 14.1%  | 12.5%  | 14.2%  | 10.5%  | 12.0%        | 15.0%            | 13.7%  | 9.5%   | 14.7%  | 8.9%   | 14.6%     | 11.1%                          | 18.0%  | 12.1%     | -                          | -              | 14.6%                                |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 77

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

There is uncertainty of what leaving the EU would mean. It's too risky

Unweighted Total

Weighted Total

1

2

3

4

5

6

7

8

9

10

11

SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 306    | 136    | 170    | 76     | 125    | 105    | 78     | 138    | 28     | 62     | 37        | 36              | 51         | 15         | 12     | 31            | 25            | 14       | 35                 | 15         | 34         | 1                |
| 14.1%  | 13.9%  | 14.2%  | 13.0%  | 15.7%  | 13.2%  | 14.0%  | 14.7%  | 10.2%  | 15.2%  | 13.6%     | 18.6%           | 14.7%      | 7.8%       | 12.6%  | 18.4%         | 13.1%         | 9.8%     | 20.8%              | 14.9%      | 14.0%      | 1.9%             |
| 269    | 110    | 159    | 64     | 102    | 103    | 61     | 128    | 34     | 44     | 27        | 26              | 36         | 29         | 11     | 19            | 28            | 15       | 15                 | 21         | 34         | 8                |
| 12.4%  | 11.2%  | 13.3%  | 11.1%  | 12.8%  | 12.9%  | 11.0%  | 13.7%  | 12.6%  | 11.0%  | 9.9%      | 13.5%           | 10.5%      | 14.8%      | 11.4%  | 11.5%         | 14.9%         | 10.2%    | 8.9%               | 20.2%      | 13.9%      | 14.1%            |
| 275    | 116    | 159    | 61     | 100    | 114    | 70     | 114    | 47     | 44     | 33        | 15              | 44         | 25         | 13     | 19            | 23            | 21       | 17                 | 14         | 44         | 7                |
| 12.7%  | 11.9%  | 13.3%  | 10.5%  | 12.6%  | 14.3%  | 12.6%  | 12.2%  | 17.0%  | 10.8%  | 12.2%     | 7.7%            | 12.8%      | 12.8%      | 13.8%  | 11.3%         | 12.3%         | 14.4%    | 9.8%               | 13.5%      | 18.2%      | 13.1%            |
| 252    | 118    | 133    | 47     | 106    | 99     | 67     | 90     | 31     | 63     | 27        | 19              | 43         | 32         | 12     | 27            | 15            | 15       | 22                 | 8          | 24         | 8                |
| 11.6%  | 12.1%  | 11.2%  | 8.0%   | 13.4%  | 12.4%  | 12.1%  | 9.7%   | 11.3%  | 15.5%  | 9.9%      | 10.0%           | 12.6%      | 15.9%      | 12.7%  | 15.8%         | 8.0%          | 10.3%    | 13.1%              | 7.6%       | 10.0%      | 13.8%            |
| 200    | 85     | 115    | 41     | 68     | 91     | 38     | 98     | 32     | 32     | 21        | 16              | 34         | 16         | 6      | 11            | 12            | 14       | 21                 | 6          | 34         | 8                |
| 9.2%   | 8.7%   | 9.6%   | 7.1%   | 8.5%   | 11.4%  | 6.8%   | 10.5%  | 11.6%  | 7.9%   | 7.8%      | 8.5%            | 9.8%       | 8.2%       | 6.7%   | 6.5%          | 6.3%          | 9.8%     | 12.7%              | 5.9%       | 14.1%      | 13.8%            |
| 205    | 88     | 117    | 66     | 63     | 76     | 48     | 101    | 24     | 31     | 23        | 12              | 26         | 28         | 9      | 16            | 20            | 13       | 26                 | 6          | 17         | 8                |
| 9.4%   | 9.0%   | 9.8%   | 11.4%  | 7.9%   | 9.5%   | 8.7%   | 10.8%  | 8.7%   | 7.7%   | 8.5%      | 6.5%            | 7.5%       | 14.1%      | 9.4%   | 9.6%          | 10.7%         | 8.8%     | 15.6%              | 6.1%       | 7.0%       | 14.0%            |
| 188    | 98     | 90     | 55     | 64     | 69     | 48     | 81     | 28     | 31     | 23        | 26              | 38         | 11         | 8      | 15            | 14            | 9        | 7                  | 8          | 19         | 11               |
| 8.7%   | 10.1%  | 7.5%   | 9.5%   | 8.1%   | 8.6%   | 8.7%   | 8.6%   | 10.2%  | 7.7%   | 8.4%      | 13.7%           | 10.9%      | 5.8%       | 8.5%   | 9.1%          | 7.3%          | 5.9%     | 4.3%               | 7.6%       | 7.8%       | 18.6%            |
| 142    | 65     | 77     | 39     | 48     | 55     | 38     | 62     | 17     | 24     | 18        | 12              | 20         | 13         | 7      | 10            | 15            | 14       | 9                  | 6          | 19         | 1                |
| 6.5%   | 6.7%   | 6.4%   | 6.7%   | 6.0%   | 6.9%   | 6.8%   | 6.7%   | 6.1%   | 6.0%   | 6.5%      | 6.3%            | 5.9%       | 6.3%       | 7.1%   | 5.7%          | 7.8%          | 9.4%     | 5.2%               | 5.5%       | 7.8%       | 2.0%             |
| 113    | 49     | 63     | 46     | 35     | 32     | 36     | 42     | 8      | 26     | 22        | 9               | 17         | 8          | 9      | 9             | 13            | 5        | 4                  | 5          | 9          | 3                |
| 5.2%   | 5.0%   | 5.3%   | 7.9%   | 4.4%   | 4.0%   | 6.6%   | 4.5%   | 2.8%   | 6.4%   | 8.2%      | 4.8%            | 4.8%       | 3.8%       | 9.0%   | 5.4%          | 7.0%          | 3.6%     | 2.2%               | 5.1%       | 3.7%       | 5.2%             |
| 131    | 64     | 67     | 50     | 48     | 33     | 46     | 42     | 14     | 28     | 21        | 9               | 21         | 17         | 5      | 8             | 13            | 16       | 7                  | 7          | 6          | *                |
| 6.0%   | 6.5%   | 5.6%   | 8.5%   | 6.0%   | 4.2%   | 8.3%   | 4.5%   | 5.1%   | 6.9%   | 7.8%      | 4.8%            | 6.1%       | 8.6%       | 5.8%   | 4.9%          | 6.9%          | 11.0%    | 4.0%               | 6.4%       | 2.3%       | 0.9%             |
| 93     | 48     | 45     | 36     | 37     | 20     | 25     | 37     | 12     | 20     | 19        | 11              | 16         | 4          | 3      | 3             | 11            | 10       | 6                  | 7          | 3          | 1                |
| 4.3%   | 4.9%   | 3.7%   | 6.2%   | 4.7%   | 2.5%   | 4.5%   | 3.9%   | 4.3%   | 4.8%   | 7.1%      | 5.6%            | 4.5%       | 1.8%       | 2.9%   | 1.6%          | 5.6%          | 6.9%     | 3.3%               | 7.2%       | 1.3%       | 2.6%             |
| 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 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 Attitudes Poll

Table 78

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

There is uncertainty of what leaving the EU would mean. It's too risky

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 306    | 127            | 69     | 28     | 16     | 13     | 42           | 134              | 73     | 14     | 16     | 14     | 44        | 86                             | 68     | 152       | -                          | -              | 154                                  |
|                  | 14.1%  | 15.2%          | 13.5%  | 18.8%  | 9.5%   | 9.2%   | 14.2%        | 16.0%            | 14.6%  | 13.3%  | 10.0%  | 9.7%   | 12.9%     | 14.6%                          | 11.0%  | 15.8%     | -                          | -              | 12.7%                                |
| 2                | 269    | 100            | 56     | 15     | 29     | 25     | 35           | 96               | 56     | 15     | 29     | 17     | 47        | 53                             | 81     | 135       | -                          | -              | 133                                  |
|                  | 12.4%  | 12.1%          | 10.9%  | 10.2%  | 17.3%  | 16.9%  | 11.9%        | 11.5%            | 11.2%  | 14.1%  | 17.8%  | 11.8%  | 13.8%     | 9.0%                           | 13.0%  | 14.0%     | -                          | -              | 11.0%                                |
| 3                | 275    | 112            | 44     | 24     | 33     | 21     | 30           | 108              | 46     | 19     | 28     | 20     | 47        | 53                             | 88     | 134       | -                          | -              | 142                                  |
|                  | 12.7%  | 13.5%          | 8.6%   | 16.2%  | 19.8%  | 14.5%  | 10.3%        | 12.9%            | 9.4%   | 17.4%  | 17.2%  | 13.6%  | 13.9%     | 9.0%                           | 14.2%  | 13.9%     | -                          | -              | 11.7%                                |
| 4                | 252    | 115            | 44     | 13     | 20     | 20     | 31           | 115              | 43     | 5      | 12     | 17     | 48        | 77                             | 69     | 106       | -                          | -              | 146                                  |
|                  | 11.6%  | 13.8%          | 8.7%   | 8.7%   | 12.0%  | 14.0%  | 10.7%        | 13.8%            | 8.7%   | 4.4%   | 7.5%   | 11.6%  | 14.0%     | 13.1%                          | 11.1%  | 11.0%     | -                          | -              | 12.1%                                |
| 5                | 200    | 77             | 59     | 4      | 11     | 16     | 30           | 75               | 52     | 5      | 18     | 11     | 32        | 47                             | 68     | 85        | -                          | -              | 115                                  |
|                  | 9.2%   | 9.2%           | 11.5%  | 2.6%   | 6.9%   | 11.0%  | 10.1%        | 8.9%             | 10.4%  | 4.7%   | 10.9%  | 7.3%   | 9.5%      | 8.0%                           | 11.0%  | 8.8%      | -                          | -              | 9.5%                                 |
| 6                | 205    | 70             | 56     | 16     | 10     | 15     | 27           | 73               | 42     | 14     | 9      | 17     | 40        | 62                             | 58     | 85        | -                          | -              | 120                                  |
|                  | 9.4%   | 8.4%           | 11.0%  | 10.9%  | 5.9%   | 10.6%  | 9.3%         | 8.7%             | 8.4%   | 13.2%  | 5.4%   | 11.6%  | 11.6%     | 10.5%                          | 9.3%   | 8.8%      | -                          | -              | 9.9%                                 |
| 7                | 188    | 58             | 48     | 15     | 17     | 8      | 34           | 61               | 52     | 10     | 19     | 13     | 26        | 61                             | 61     | 67        | -                          | -              | 122                                  |
|                  | 8.7%   | 7.0%           | 9.4%   | 10.0%  | 10.1%  | 5.8%   | 11.6%        | 7.3%             | 10.4%  | 9.2%   | 11.9%  | 8.8%   | 7.6%      | 10.3%                          | 9.8%   | 6.9%      | -                          | -              | 10.1%                                |
| 8                | 142    | 53             | 32     | 10     | 15     | 14     | 16           | 54               | 30     | 7      | 14     | 14     | 18        | 48                             | 44     | 50        | -                          | -              | 92                                   |
|                  | 6.5%   | 6.3%           | 6.3%   | 6.9%   | 8.8%   | 9.5%   | 5.4%         | 6.5%             | 6.1%   | 6.5%   | 9.0%   | 9.5%   | 5.2%      | 8.1%                           | 7.1%   | 5.2%      | -                          | -              | 7.6%                                 |
| 9                | 113    | 40             | 30     | 7      | 10     | 2      | 17           | 44               | 31     | 3      | 9      | 8      | 11        | 29                             | 29     | 55        | -                          | -              | 58                                   |
|                  | 5.2%   | 4.8%           | 5.9%   | 4.8%   | 6.2%   | 1.1%   | 5.7%         | 5.3%             | 6.3%   | 3.1%   | 5.5%   | 5.7%   | 3.2%      | 4.9%                           | 4.6%   | 5.7%      | -                          | -              | 4.8%                                 |
| 10               | 131    | 47             | 41     | 7      | 4      | 4      | 25           | 46               | 42     | 6      | 6      | 6      | 19        | 44                             | 22     | 64        | -                          | -              | 66                                   |
|                  | 6.0%   | 5.7%           | 8.0%   | 4.5%   | 2.3%   | 2.9%   | 8.4%         | 5.5%             | 8.6%   | 5.7%   | 3.5%   | 4.0%   | 5.5%      | 7.5%                           | 3.6%   | 6.7%      | -                          | -              | 5.5%                                 |
| 11               | 93     | 33             | 32     | 9      | 2      | 7      | 7            | 30               | 29     | 9      | 2      | 9      | 10        | 29                             | 33     | 31        | -                          | -              | 62                                   |
|                  | 4.3%   | 4.0%           | 6.2%   | 6.4%   | 1.1%   | 4.6%   | 2.3%         | 3.6%             | 5.9%   | 8.2%   | 1.5%   | 6.4%   | 2.8%      | 4.9%                           | 5.4%   | 3.2%      | -                          | -              | 5.1%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 79

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Only by being in the EU can we deal effectively with international crime and terrorism

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 124    | 51     | 72     | 30     | 41     | 52     | 24     | 50     | 21     | 29     | 9         | 6               | 28         | 17         | 6      | 11            | 12            | 10       | 8                  | 11         | 6          | 1                |
|                  | 5.7%   | 5.2%   | 6.1%   | 5.2%   | 5.2%   | 6.6%   | 4.4%   | 5.4%   | 7.5%   | 7.1%   | 3.2%      | 3.3%            | 8.0%       | 8.5%       | 6.0%   | 6.5%          | 6.5%          | 6.7%     | 4.9%               | 10.7%      | 2.5%       | 0.9%             |
| 2                | 171    | 79     | 91     | 50     | 60     | 61     | 49     | 74     | 12     | 35     | 21        | 10              | 25         | 14         | 6      | 15            | 17            | 17       | 13                 | 9          | 23         | *                |
|                  | 7.8%   | 8.1%   | 7.7%   | 8.6%   | 7.5%   | 7.7%   | 8.8%   | 7.9%   | 4.5%   | 8.6%   | 7.9%      | 5.2%            | 7.4%       | 7.2%       | 6.1%   | 8.8%          | 8.9%          | 11.5%    | 7.6%               | 9.0%       | 9.4%       | 0.8%             |
| 3                | 201    | 84     | 117    | 56     | 76     | 69     | 54     | 77     | 30     | 39     | 22        | 9               | 30         | 27         | 8      | 22            | 19            | 16       | 15                 | 9          | 21         | 1                |
|                  | 9.2%   | 8.6%   | 9.8%   | 9.7%   | 9.5%   | 8.7%   | 9.8%   | 8.3%   | 10.9%  | 9.6%   | 8.1%      | 4.8%            | 8.8%       | 13.7%      | 8.8%   | 13.3%         | 10.2%         | 10.7%    | 8.9%               | 8.3%       | 8.8%       | 2.5%             |
| 4                | 222    | 92     | 131    | 61     | 77     | 84     | 50     | 97     | 29     | 46     | 25        | 22              | 39         | 17         | 12     | 15            | 23            | 15       | 17                 | 6          | 23         | 8                |
|                  | 10.2%  | 9.4%   | 11.0%  | 10.5%  | 9.7%   | 10.6%  | 9.1%   | 10.4%  | 10.5%  | 11.3%  | 9.3%      | 11.4%           | 11.4%      | 8.6%       | 12.2%  | 9.2%          | 12.3%         | 10.0%    | 10.3%              | 6.1%       | 9.3%       | 14.1%            |
| 5                | 224    | 100    | 123    | 51     | 83     | 90     | 50     | 86     | 29     | 59     | 22        | 25              | 23         | 21         | 13     | 23            | 9             | 10       | 25                 | 9          | 35         | 9                |
|                  | 10.3%  | 10.3%  | 10.3%  | 8.8%   | 10.4%  | 11.2%  | 9.1%   | 9.2%   | 10.5%  | 14.5%  | 8.0%      | 13.0%           | 6.7%       | 10.8%      | 13.5%  | 14.0%         | 4.8%          | 6.6%     | 14.8%              | 8.4%       | 14.5%      | 15.5%            |
| 6                | 237    | 97     | 140    | 73     | 88     | 76     | 63     | 101    | 29     | 43     | 35        | 30              | 32         | 18         | 11     | 19            | 20            | 15       | 11                 | 16         | 28         | 2                |
|                  | 10.9%  | 9.9%   | 11.7%  | 12.6%  | 11.1%  | 9.6%   | 11.3%  | 10.8%  | 10.7%  | 10.6%  | 13.0%     | 15.5%           | 9.3%       | 9.3%       | 11.6%  | 11.3%         | 10.4%         | 10.0%    | 6.5%               | 15.3%      | 11.7%      | 3.7%             |
| 7                | 227    | 110    | 117    | 56     | 91     | 80     | 56     | 113    | 30     | 29     | 31        | 25              | 38         | 18         | 8      | 16            | 26            | 9        | 25                 | 10         | 17         | 7                |
|                  | 10.4%  | 11.2%  | 9.8%   | 9.6%   | 11.4%  | 10.0%  | 10.0%  | 12.1%  | 10.8%  | 7.1%   | 11.3%     | 13.0%           | 10.9%      | 9.0%       | 8.5%   | 9.5%          | 13.6%         | 6.1%     | 14.6%              | 9.3%       | 6.9%       | 11.6%            |
| 8                | 254    | 110    | 144    | 47     | 95     | 113    | 68     | 107    | 31     | 49     | 30        | 20              | 50         | 19         | 9      | 19            | 21            | 20       | 14                 | 7          | 34         | 12               |
|                  | 11.7%  | 11.2%  | 12.1%  | 8.0%   | 11.9%  | 14.2%  | 12.2%  | 11.5%  | 11.2%  | 12.0%  | 11.0%     | 10.3%           | 14.5%      | 9.4%       | 9.5%   | 11.1%         | 11.4%         | 13.8%    | 8.4%               | 6.6%       | 14.2%      | 20.4%            |
| 9                | 220    | 101    | 119    | 65     | 78     | 78     | 58     | 108    | 27     | 28     | 39        | 23              | 37         | 21         | 10     | 11            | 11            | 13       | 13                 | 14         | 22         | 8                |
|                  | 10.1%  | 10.3%  | 10.0%  | 11.1%  | 9.8%   | 9.8%   | 10.5%  | 11.5%  | 9.8%   | 6.9%   | 14.3%     | 11.7%           | 10.8%      | 10.4%      | 10.6%  | 6.3%          | 5.9%          | 9.0%     | 7.5%               | 13.9%      | 8.9%       | 14.6%            |
| 10               | 181    | 83     | 98     | 57     | 62     | 63     | 45     | 82     | 28     | 26     | 31        | 11              | 27         | 19         | 10     | 9             | 17            | 6        | 15                 | 8          | 20         | 9                |
|                  | 8.3%   | 8.5%   | 8.2%   | 9.7%   | 7.7%   | 7.9%   | 8.0%   | 8.7%   | 10.1%  | 6.4%   | 11.6%     | 5.5%            | 8.0%       | 9.4%       | 9.9%   | 5.6%          | 8.8%          | 4.3%     | 8.6%               | 7.4%       | 8.4%       | 15.2%            |
| 11               | 113    | 71     | 42     | 35     | 47     | 31     | 38     | 40     | 10     | 24     | 7         | 12              | 14         | 8          | 3      | 8             | 14            | 17       | 13                 | 5          | 13         | *                |
|                  | 5.2%   | 7.3%   | 3.5%   | 6.1%   | 5.9%   | 3.9%   | 6.9%   | 4.3%   | 3.7%   | 5.8%   | 2.4%      | 6.3%            | 4.2%       | 3.8%       | 3.3%   | 4.6%          | 7.3%          | 11.4%    | 7.8%               | 5.0%       | 5.2%       | 0.7%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 80

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Only by being in the EU can we deal effectively with international crime and terrorism

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 124    | 42             | 43     | 6      | 12     | 6      | 12           | 41               | 39     | 8      | 10     | 7      | 17        | 41                             | 38     | 45        | -                          | -              | 79                                   |
|                  | 5.7%   | 5.1%           | 8.4%   | 4.1%   | 7.2%   | 4.5%   | 4.0%         | 4.9%             | 7.9%   | 7.7%   | 6.5%   | 4.5%   | 5.0%      | 6.9%                           | 6.2%   | 4.7%      | -                          | -              | 6.5%                                 |
| 2                | 171    | 46             | 58     | 7      | 18     | 10     | 24           | 43               | 51     | 5      | 15     | 12     | 32        | 53                             | 41     | 76        | -                          | -              | 94                                   |
|                  | 7.8%   | 5.5%           | 11.4%  | 4.7%   | 10.7%  | 6.9%   | 8.2%         | 5.1%             | 10.3%  | 5.0%   | 9.2%   | 8.2%   | 9.4%      | 9.0%                           | 6.6%   | 7.9%      | -                          | -              | 7.8%                                 |
| 3                | 201    | 83             | 53     | 9      | 5      | 19     | 22           | 82               | 44     | 7      | 12     | 13     | 37        | 52                             | 66     | 83        | -                          | -              | 118                                  |
|                  | 9.2%   | 10.0%          | 10.3%  | 6.3%   | 2.8%   | 13.2%  | 7.4%         | 9.8%             | 8.9%   | 6.4%   | 7.6%   | 8.7%   | 10.8%     | 8.8%                           | 10.7%  | 8.6%      | -                          | -              | 9.8%                                 |
| 4                | 222    | 83             | 42     | 27     | 13     | 20     | 32           | 87               | 46     | 15     | 12     | 20     | 36        | 52                             | 68     | 102       | -                          | -              | 120                                  |
|                  | 10.2%  | 10.0%          | 8.2%   | 17.9%  | 7.6%   | 13.4%  | 11.1%        | 10.5%            | 9.3%   | 14.4%  | 7.6%   | 13.4%  | 10.5%     | 8.9%                           | 10.9%  | 10.6%     | -                          | -              | 9.9%                                 |
| 5                | 224    | 87             | 51     | 15     | 17     | 6      | 43           | 93               | 48     | 14     | 11     | 12     | 40        | 68                             | 68     | 87        | -                          | -              | 137                                  |
|                  | 10.3%  | 10.5%          | 9.9%   | 9.8%   | 10.1%  | 3.9%   | 14.7%        | 11.1%            | 9.6%   | 12.9%  | 7.1%   | 8.4%   | 11.7%     | 11.6%                          | 11.0%  | 9.0%      | -                          | -              | 11.3%                                |
| 6                | 237    | 88             | 54     | 17     | 21     | 14     | 33           | 89               | 54     | 10     | 18     | 23     | 35        | 70                             | 74     | 92        | -                          | -              | 145                                  |
|                  | 10.9%  | 10.5%          | 10.6%  | 11.4%  | 12.6%  | 9.9%   | 11.4%        | 10.7%            | 11.0%  | 9.0%   | 11.2%  | 15.8%  | 10.2%     | 12.0%                          | 12.0%  | 9.6%      | -                          | -              | 12.0%                                |
| 7                | 227    | 107            | 40     | 16     | 15     | 16     | 31           | 102              | 40     | 8      | 18     | 16     | 36        | 52                             | 82     | 93        | -                          | -              | 134                                  |
|                  | 10.4%  | 12.8%          | 7.7%   | 10.9%  | 9.3%   | 10.7%  | 10.5%        | 12.2%            | 8.1%   | 7.4%   | 11.1%  | 10.8%  | 10.6%     | 8.9%                           | 13.2%  | 9.6%      | -                          | -              | 11.1%                                |
| 8                | 254    | 101            | 60     | 15     | 21     | 24     | 24           | 101              | 61     | 14     | 22     | 16     | 30        | 61                             | 68     | 126       | -                          | -              | 128                                  |
|                  | 11.7%  | 12.1%          | 11.6%  | 10.1%  | 12.4%  | 16.6%  | 8.4%         | 12.1%            | 12.4%  | 13.3%  | 13.9%  | 10.9%  | 8.9%      | 10.3%                          | 10.9%  | 13.1%     | -                          | -              | 10.6%                                |
| 9                | 220    | 80             | 44     | 20     | 21     | 14     | 34           | 85               | 48     | 14     | 14     | 13     | 36        | 66                             | 47     | 107       | -                          | -              | 113                                  |
|                  | 10.1%  | 9.6%           | 8.6%   | 13.2%  | 12.4%  | 9.7%   | 11.7%        | 10.2%            | 9.6%   | 13.0%  | 8.7%   | 8.8%   | 10.7%     | 11.2%                          | 7.6%   | 11.1%     | -                          | -              | 9.3%                                 |
| 10               | 181    | 72             | 48     | 8      | 13     | 7      | 20           | 71               | 42     | 7      | 14     | 6      | 27        | 52                             | 37     | 92        | -                          | -              | 89                                   |
|                  | 8.3%   | 8.6%           | 9.4%   | 5.2%   | 7.8%   | 4.5%   | 7.0%         | 8.5%             | 8.5%   | 6.5%   | 8.4%   | 4.2%   | 8.1%      | 8.9%                           | 5.9%   | 9.5%      | -                          | -              | 7.3%                                 |
| 11               | 113    | 44             | 20     | 9      | 12     | 10     | 17           | 42               | 22     | 5      | 14     | 9      | 14        | 21                             | 31     | 60        | -                          | -              | 53                                   |
|                  | 5.2%   | 5.3%           | 4.0%   | 6.4%   | 7.1%   | 6.8%   | 5.7%         | 5.0%             | 4.5%   | 4.3%   | 8.7%   | 6.2%   | 4.1%      | 3.6%                           | 5.0%   | 6.3%      | -                          | -              | 4.3%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 81  
Q10. Normal weightings  
Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.  
Base: Undecided or will consider switching vote based on renegotiation  
It would become harder for British citizens to travel, live and find work in other European countries if we left the EU

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 241    | 92     | 149    | 57     | 94     | 90     | 62     | 103    | 35     | 42     | 29        | 32              | 33         | 19         | 10     | 20            | 25            | 21       | 21                 | 4          | 23         | 4                |
|                  | 11.1%  | 9.5%   | 12.5%  | 9.8%   | 11.9%  | 11.3%  | 11.1%  | 11.0%  | 12.6%  | 10.4%  | 10.8%     | 16.9%           | 9.7%       | 9.5%       | 10.0%  | 11.7%         | 13.3%         | 14.3%    | 12.6%              | 4.0%       | 9.5%       | 7.5%             |
| 2                | 281    | 129    | 152    | 68     | 108    | 105    | 73     | 136    | 25     | 46     | 20        | 20              | 42         | 27         | 15     | 22            | 14            | 22       | 31                 | 17         | 33         | 17               |
|                  | 12.9%  | 13.2%  | 12.7%  | 11.7%  | 13.6%  | 13.2%  | 13.2%  | 14.5%  | 9.2%   | 11.4%  | 7.5%      | 10.5%           | 12.3%      | 13.7%      | 15.4%  | 12.8%         | 7.4%          | 15.2%    | 18.6%              | 16.9%      | 13.5%      | 30.8%            |
| 3                | 251    | 94     | 157    | 64     | 91     | 96     | 53     | 105    | 39     | 55     | 26        | 34              | 38         | 20         | 13     | 15            | 18            | 17       | 20                 | 23         | 23         | 3                |
|                  | 11.6%  | 9.6%   | 13.1%  | 11.1%  | 11.4%  | 12.1%  | 9.5%   | 11.2%  | 14.0%  | 13.5%  | 9.7%      | 17.6%           | 11.0%      | 10.3%      | 13.8%  | 9.1%          | 9.8%          | 11.6%    | 12.1%              | 22.1%      | 9.5%       | 5.0%             |
| 4                | 245    | 129    | 116    | 63     | 88     | 95     | 78     | 94     | 33     | 39     | 42        | 18              | 39         | 17         | 11     | 19            | 26            | 10       | 16                 | 7          | 26         | 15               |
|                  | 11.3%  | 13.2%  | 9.7%   | 10.8%  | 11.0%  | 11.9%  | 14.1%  | 10.1%  | 12.2%  | 9.5%   | 15.6%     | 9.5%            | 11.3%      | 8.4%       | 11.1%  | 11.5%         | 13.9%         | 7.0%     | 9.4%               | 6.6%       | 10.6%      | 26.4%            |
| 5                | 196    | 106    | 91     | 50     | 70     | 75     | 61     | 77     | 26     | 32     | 30        | 13              | 44         | 15         | 8      | 14            | 18            | 15       | 14                 | 5          | 20         | 1                |
|                  | 9.0%   | 10.8%  | 7.6%   | 8.7%   | 8.8%   | 9.5%   | 11.0%  | 8.2%   | 9.5%   | 7.8%   | 10.9%     | 6.5%            | 12.9%      | 7.5%       | 8.7%   | 8.2%          | 9.5%          | 10.5%    | 8.2%               | 5.2%       | 8.1%       | 1.6%             |
| 6                | 198    | 81     | 117    | 67     | 63     | 67     | 41     | 93     | 22     | 41     | 20        | 14              | 43         | 17         | 5      | 12            | 21            | 19       | 8                  | 8          | 26         | 4                |
|                  | 9.1%   | 8.3%   | 9.8%   | 11.6%  | 7.9%   | 8.5%   | 7.4%   | 10.0%  | 8.1%   | 10.1%  | 7.4%      | 7.3%            | 12.4%      | 8.8%       | 4.8%   | 7.3%          | 10.9%         | 13.2%    | 5.0%               | 7.6%       | 10.9%      | 7.4%             |
| 7                | 183    | 72     | 111    | 39     | 64     | 80     | 40     | 94     | 15     | 34     | 31        | 15              | 16         | 17         | 10     | 14            | 18            | 10       | 14                 | 15         | 17         | 6                |
|                  | 8.4%   | 7.4%   | 9.3%   | 6.7%   | 8.0%   | 10.1%  | 7.2%   | 10.0%  | 5.6%   | 8.3%   | 11.3%     | 7.8%            | 4.6%       | 8.7%       | 10.9%  | 8.6%          | 9.6%          | 7.0%     | 8.0%               | 14.4%      | 7.0%       | 10.3%            |
| 8                | 196    | 95     | 101    | 65     | 59     | 72     | 45     | 76     | 32     | 44     | 25        | 25              | 27         | 23         | 7      | 23            | 17            | 4        | 17                 | 5          | 20         | 6                |
|                  | 9.0%   | 9.7%   | 8.5%   | 11.2%  | 7.4%   | 9.0%   | 8.0%   | 8.2%   | 11.5%  | 10.7%  | 9.1%      | 12.9%           | 7.8%       | 11.4%      | 6.8%   | 13.6%         | 8.8%          | 3.0%     | 9.8%               | 4.7%       | 8.4%       | 9.8%             |
| 9                | 175    | 79     | 96     | 53     | 68     | 54     | 50     | 71     | 18     | 36     | 14        | 14              | 30         | 22         | 9      | 17            | 14            | 12       | 8                  | 10         | 27         | 1                |
|                  | 8.1%   | 8.1%   | 8.0%   | 9.2%   | 8.5%   | 6.8%   | 9.0%   | 7.6%   | 6.5%   | 8.9%   | 5.0%      | 7.1%            | 8.7%       | 11.1%      | 9.2%   | 9.9%          | 7.4%          | 8.4%     | 4.4%               | 9.4%       | 11.2%      | 1.2%             |
| 10               | 134    | 67     | 67     | 30     | 55     | 49     | 36     | 56     | 22     | 20     | 14        | 6               | 22         | 15         | 7      | 8             | 14            | 14       | 9                  | 7          | 17         | -                |
|                  | 6.2%   | 6.9%   | 5.6%   | 5.2%   | 6.9%   | 6.1%   | 6.5%   | 6.0%   | 7.9%   | 5.0%   | 5.2%      | 3.2%            | 6.4%       | 7.8%       | 7.0%   | 5.0%          | 7.5%          | 9.4%     | 5.6%               | 6.6%       | 7.1%       | -                |
| 11               | 72     | 33     | 39     | 23     | 36     | 13     | 16     | 31     | 8      | 18     | 21        | 1               | 11         | 5          | 2      | 4             | 3             | 1        | 11                 | 3          | 10         | -                |
|                  | 3.3%   | 3.4%   | 3.2%   | 3.9%   | 4.6%   | 1.6%   | 2.9%   | 3.3%   | 2.8%   | 4.4%   | 7.6%      | 0.7%            | 3.1%       | 2.8%       | 2.3%   | 2.3%          | 1.9%          | *        | 6.3%               | 2.6%       | 4.2%       | -                |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 82

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

It would become harder for British citizens to travel, live and find work in other European countries if we left the EU

Unweighted Total

Weighted Total

1

2

3

4

5

6

7

8

9

10

11

SIGMA

| Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 241    | 96             | 56     | 15     | 12     | 23     | 34           | 93               | 55     | 9      | 23     | 18     | 35        | 65                             | 78     | 99        | -                          | -              | 142                                  |
| 11.1%  | 11.6%          | 11.0%  | 10.0%  | 7.4%   | 16.1%  | 11.7%        | 11.2%            | 11.1%  | 8.1%   | 14.3%  | 12.3%  | 10.1%     | 11.0%                          | 12.5%  | 10.3%     | -                          | -              | 11.8%                                |
| 281    | 104            | 57     | 21     | 24     | 19     | 47           | 113              | 47     | 15     | 18     | 21     | 53        | 78                             | 86     | 117       | -                          | -              | 164                                  |
| 12.9%  | 12.5%          | 11.1%  | 14.0%  | 14.3%  | 13.1%  | 16.2%        | 13.6%            | 9.5%   | 14.3%  | 11.4%  | 14.5%  | 15.6%     | 13.2%                          | 13.8%  | 12.2%     | -                          | -              | 13.5%                                |
| 251    | 80             | 60     | 19     | 21     | 22     | 42           | 87               | 64     | 14     | 20     | 21     | 41        | 63                             | 67     | 121       | -                          | -              | 130                                  |
| 11.6%  | 9.6%           | 11.8%  | 12.5%  | 12.7%  | 15.1%  | 14.5%        | 10.4%            | 12.9%  | 13.3%  | 12.6%  | 14.4%  | 12.2%     | 10.7%                          | 10.8%  | 12.6%     | -                          | -              | 10.7%                                |
| 245    | 105            | 57     | 17     | 22     | 8      | 26           | 104              | 56     | 15     | 14     | 13     | 32        | 72                             | 74     | 99        | -                          | -              | 147                                  |
| 11.3%  | 12.6%          | 11.1%  | 11.5%  | 13.4%  | 5.8%   | 8.9%         | 12.4%            | 11.2%  | 14.1%  | 8.8%   | 8.7%   | 9.3%      | 12.3%                          | 12.0%  | 10.2%     | -                          | -              | 12.1%                                |
| 196    | 91             | 35     | 14     | 15     | 11     | 28           | 87               | 36     | 8      | 17     | 11     | 28        | 61                             | 55     | 79        | -                          | -              | 117                                  |
| 9.0%   | 10.9%          | 6.8%   | 9.7%   | 9.0%   | 7.2%   | 9.6%         | 10.4%            | 7.3%   | 7.3%   | 10.3%  | 7.8%   | 8.2%      | 10.4%                          | 8.9%   | 8.2%      | -                          | -              | 9.7%                                 |
| 198    | 59             | 57     | 12     | 14     | 20     | 27           | 48               | 64     | 11     | 14     | 17     | 33        | 55                             | 46     | 97        | -                          | -              | 101                                  |
| 9.1%   | 7.1%           | 11.1%  | 8.0%   | 8.2%   | 13.5%  | 9.1%         | 5.7%             | 12.9%  | 10.2%  | 8.8%   | 11.4%  | 9.8%      | 9.4%                           | 7.4%   | 10.0%     | -                          | -              | 8.4%                                 |
| 183    | 58             | 56     | 15     | 15     | 8      | 21           | 70               | 48     | 13     | 8      | 16     | 24        | 57                             | 50     | 76        | -                          | -              | 107                                  |
| 8.4%   | 6.9%           | 11.0%  | 10.3%  | 9.3%   | 5.8%   | 7.1%         | 8.4%             | 9.8%   | 12.4%  | 4.8%   | 11.2%  | 7.0%      | 9.7%                           | 8.1%   | 7.9%      | -                          | -              | 8.9%                                 |
| 196    | 69             | 47     | 16     | 9      | 13     | 32           | 73               | 43     | 7      | 12     | 11     | 38        | 45                             | 48     | 103       | -                          | -              | 93                                   |
| 9.0%   | 8.3%           | 9.2%   | 10.6%  | 5.2%   | 9.1%   | 11.0%        | 8.7%             | 8.7%   | 6.9%   | 7.4%   | 7.4%   | 11.1%     | 7.6%                           | 7.8%   | 10.7%     | -                          | -              | 7.7%                                 |
| 175    | 87             | 33     | 10     | 16     | 11     | 12           | 78               | 32     | 6      | 19     | 10     | 28        | 36                             | 56     | 83        | -                          | -              | 92                                   |
| 8.1%   | 10.5%          | 6.4%   | 6.7%   | 9.6%   | 7.6%   | 4.1%         | 9.3%             | 6.4%   | 5.8%   | 11.5%  | 6.7%   | 8.1%      | 6.1%                           | 9.0%   | 8.7%      | -                          | -              | 7.6%                                 |
| 134    | 61             | 29     | 9      | 12     | 8      | 9            | 60               | 28     | 5      | 8      | 8      | 22        | 30                             | 42     | 62        | -                          | -              | 71                                   |
| 6.2%   | 7.4%           | 5.7%   | 6.1%   | 7.0%   | 5.7%   | 3.1%         | 7.2%             | 5.6%   | 4.8%   | 5.0%   | 5.2%   | 6.5%      | 5.1%                           | 6.7%   | 6.5%      | -                          | -              | 5.9%                                 |
| 72     | 22             | 25     | 1      | 6      | 1      | 14           | 22               | 23     | 3      | 8      | 1      | 7         | 27                             | 18     | 26        | -                          | -              | 46                                   |
| 3.3%   | 2.7%           | 4.8%   | 0.6%   | 3.9%   | 0.9%   | 4.8%         | 2.6%             | 4.6%   | 3.0%   | 5.1%   | 0.5%   | 2.0%      | 4.6%                           | 3.0%   | 2.7%      | -                          | -              | 3.8%                                 |
| 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
| 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 Attitudes Poll

Table 83

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 156    | 58     | 98     | 42     | 67     | 48     | 22     | 74     | 23     | 36     | 22        | 18              | 21         | 9          | 11     | 11            | 7             | 8        | 22                 | 13         | 10         | 5                |
|                  | 7.2%   | 5.9%   | 8.2%   | 7.2%   | 8.4%   | 6.0%   | 4.0%   | 7.9%   | 8.5%   | 8.9%   | 8.0%      | 9.3%            | 6.0%       | 4.6%       | 11.6%  | 6.3%          | 3.9%          | 5.3%     | 12.9%              | 12.8%      | 4.1%       | 8.8%             |
| 2                | 150    | 63     | 86     | 42     | 55     | 53     | 46     | 67     | 15     | 22     | 21        | 7               | 24         | 12         | 9      | 8             | 17            | 12       | 7                  | 6          | 21         | 5                |
|                  | 6.9%   | 6.5%   | 7.2%   | 7.2%   | 6.9%   | 6.6%   | 8.3%   | 7.1%   | 5.6%   | 5.3%   | 7.8%      | 3.6%            | 6.9%       | 6.0%       | 9.9%   | 5.0%          | 8.9%          | 8.1%     | 4.2%               | 5.8%       | 8.6%       | 9.7%             |
| 3                | 178    | 86     | 92     | 60     | 65     | 54     | 41     | 75     | 19     | 43     | 23        | 16              | 31         | 15         | 6      | 15            | 8             | 12       | 17                 | 10         | 19         | 6                |
|                  | 8.2%   | 8.8%   | 7.7%   | 10.3%  | 8.1%   | 6.8%   | 7.4%   | 8.0%   | 6.8%   | 10.6%  | 8.5%      | 8.4%            | 8.9%       | 7.6%       | 5.9%   | 8.9%          | 4.4%          | 8.1%     | 10.3%              | 9.9%       | 7.8%       | 11.5%            |
| 4                | 200    | 90     | 110    | 64     | 68     | 69     | 45     | 90     | 31     | 34     | 34        | 15              | 33         | 16         | 8      | 12            | 14            | 10       | 16                 | 15         | 27         | 1                |
|                  | 9.2%   | 9.2%   | 9.2%   | 10.9%  | 8.5%   | 8.6%   | 8.2%   | 9.6%   | 11.3%  | 8.3%   | 12.4%     | 7.8%            | 9.5%       | 8.1%       | 8.4%   | 7.2%          | 7.3%          | 6.7%     | 9.4%               | 14.9%      | 11.2%      | 1.5%             |
| 5                | 248    | 104    | 144    | 76     | 89     | 83     | 66     | 91     | 35     | 55     | 32        | 26              | 36         | 25         | 7      | 20            | 30            | 17       | 13                 | 11         | 30         | -                |
|                  | 11.4%  | 10.6%  | 12.0%  | 13.1%  | 11.1%  | 10.4%  | 11.9%  | 9.8%   | 12.7%  | 13.5%  | 11.8%     | 13.5%           | 10.4%      | 12.8%      | 7.4%   | 12.1%         | 16.1%         | 11.3%    | 7.8%               | 10.7%      | 12.5%      | -                |
| 6                | 210    | 87     | 123    | 51     | 79     | 79     | 44     | 109    | 17     | 39     | 14        | 23              | 37         | 16         | 11     | 16            | 21            | 16       | 16                 | 4          | 21         | 15               |
|                  | 9.7%   | 8.9%   | 10.3%  | 8.8%   | 10.0%  | 10.0%  | 7.9%   | 11.7%  | 6.2%   | 9.6%   | 5.1%      | 11.8%           | 10.6%      | 8.2%       | 11.8%  | 9.7%          | 11.2%         | 11.0%    | 9.7%               | 3.8%       | 8.6%       | 26.0%            |
| 7                | 240    | 107    | 132    | 74     | 83     | 83     | 56     | 96     | 26     | 61     | 34        | 17              | 42         | 19         | 11     | 22            | 18            | 16       | 13                 | 11         | 31         | 6                |
|                  | 11.0%  | 10.9%  | 11.1%  | 12.8%  | 10.4%  | 10.4%  | 10.1%  | 10.2%  | 9.6%   | 15.1%  | 12.5%     | 8.6%            | 12.3%      | 9.4%       | 11.0%  | 13.0%         | 9.6%          | 11.1%    | 7.7%               | 10.8%      | 12.8%      | 10.8%            |
| 8                | 223    | 102    | 121    | 55     | 83     | 85     | 71     | 79     | 31     | 41     | 30        | 16              | 26         | 22         | 11     | 20            | 28            | 21       | 17                 | 10         | 19         | 2                |
|                  | 10.2%  | 10.4%  | 10.1%  | 9.4%   | 10.4%  | 10.6%  | 12.8%  | 8.5%   | 11.3%  | 10.0%  | 11.2%     | 8.4%            | 7.5%       | 10.9%      | 11.7%  | 12.0%         | 15.1%         | 14.2%    | 10.3%              | 9.6%       | 7.7%       | 4.3%             |
| 9                | 224    | 101    | 123    | 41     | 85     | 98     | 59     | 98     | 36     | 31     | 14        | 22              | 46         | 28         | 8      | 21            | 16            | 19       | 17                 | 7          | 22         | 7                |
|                  | 10.3%  | 10.3%  | 10.3%  | 7.1%   | 10.6%  | 12.3%  | 10.6%  | 10.5%  | 13.2%  | 7.5%   | 5.2%      | 11.5%           | 13.3%      | 13.9%      | 8.1%   | 12.3%         | 8.3%          | 12.7%    | 10.1%              | 6.7%       | 8.9%       | 11.6%            |
| 10               | 218    | 112    | 107    | 37     | 83     | 99     | 71     | 93     | 26     | 28     | 37        | 23              | 31         | 19         | 9      | 16            | 13            | 15       | 18                 | 13         | 21         | 4                |
|                  | 10.0%  | 11.4%  | 8.9%   | 6.3%   | 10.4%  | 12.4%  | 12.7%  | 10.0%  | 9.5%   | 6.9%   | 13.6%     | 11.9%           | 8.9%       | 9.6%       | 9.4%   | 9.3%          | 7.0%          | 10.3%    | 10.5%              | 13.2%      | 8.6%       | 7.1%             |
| 11               | 127    | 69     | 59     | 40     | 41     | 47     | 34     | 62     | 15     | 17     | 10        | 10              | 20         | 18         | 5      | 7             | 15            | 2        | 12                 | 2          | 22         | 5                |
|                  | 5.9%   | 7.0%   | 4.9%   | 6.8%   | 5.2%   | 5.8%   | 6.1%   | 6.6%   | 5.3%   | 4.3%   | 3.8%      | 5.3%            | 5.7%       | 8.9%       | 4.8%   | 4.2%          | 8.1%          | 1.2%     | 6.9%               | 1.9%       | 9.2%       | 8.8%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 84

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 156    | 36             | 46     | 16     | 26     | 13     | 15           | 35               | 47     | 12     | 18     | 19     | 20        | 39                             | 41     | 76        | -                          | -              | 80                                   |
|                  | 7.2%   | 4.4%           | 9.0%   | 10.6%  | 15.6%  | 9.0%   | 5.2%         | 4.2%             | 9.5%   | 11.0%  | 11.4%  | 13.2%  | 6.0%      | 6.6%                           | 6.7%   | 7.9%      | -                          | -              | 6.6%                                 |
| 2                | 150    | 48             | 39     | 10     | 10     | 14     | 14           | 43               | 45     | 6      | 14     | 11     | 28        | 45                             | 37     | 68        | -                          | -              | 81                                   |
|                  | 6.9%   | 5.7%           | 7.7%   | 6.5%   | 5.8%   | 9.8%   | 4.7%         | 5.2%             | 9.1%   | 5.3%   | 8.8%   | 7.5%   | 8.1%      | 7.6%                           | 5.9%   | 7.1%      | -                          | -              | 6.7%                                 |
| 3                | 178    | 45             | 49     | 18     | 14     | 11     | 33           | 38               | 47     | 11     | 14     | 11     | 45        | 56                             | 46     | 77        | -                          | -              | 102                                  |
|                  | 8.2%   | 5.3%           | 9.6%   | 12.3%  | 8.5%   | 7.9%   | 11.4%        | 4.6%             | 9.4%   | 10.6%  | 8.7%   | 7.2%   | 13.3%     | 9.5%                           | 7.3%   | 8.0%      | -                          | -              | 8.4%                                 |
| 4                | 200    | 58             | 61     | 12     | 18     | 9      | 37           | 59               | 57     | 12     | 22     | 12     | 30        | 63                             | 52     | 85        | -                          | -              | 115                                  |
|                  | 9.2%   | 7.0%           | 11.8%  | 8.1%   | 10.9%  | 6.2%   | 12.7%        | 7.1%             | 11.5%  | 11.1%  | 13.6%  | 7.9%   | 8.8%      | 10.7%                          | 8.4%   | 8.8%      | -                          | -              | 9.5%                                 |
| 5                | 248    | 105            | 61     | 19     | 13     | 18     | 22           | 107              | 57     | 19     | 15     | 17     | 23        | 63                             | 68     | 117       | -                          | -              | 130                                  |
|                  | 11.4%  | 12.5%          | 11.9%  | 12.5%  | 8.1%   | 12.5%  | 7.6%         | 12.8%            | 11.5%  | 17.8%  | 9.4%   | 11.3%  | 6.8%      | 10.7%                          | 10.9%  | 12.2%     | -                          | -              | 10.8%                                |
| 6                | 210    | 79             | 44     | 11     | 17     | 16     | 39           | 85               | 39     | 8      | 19     | 14     | 39        | 58                             | 72     | 81        | -                          | -              | 129                                  |
|                  | 9.7%   | 9.5%           | 8.6%   | 7.3%   | 10.1%  | 10.8%  | 13.5%        | 10.2%            | 7.9%   | 7.1%   | 11.8%  | 9.3%   | 11.6%     | 9.8%                           | 11.5%  | 8.4%      | -                          | -              | 10.7%                                |
| 7                | 240    | 93             | 53     | 10     | 16     | 20     | 40           | 85               | 47     | 8      | 17     | 18     | 44        | 49                             | 62     | 129       | -                          | -              | 110                                  |
|                  | 11.0%  | 11.2%          | 10.4%  | 6.7%   | 10.0%  | 13.5%  | 13.6%        | 10.2%            | 9.6%   | 7.7%   | 10.3%  | 12.0%  | 12.8%     | 8.2%                           | 9.9%   | 13.4%     | -                          | -              | 9.1%                                 |
| 8                | 223    | 101            | 47     | 19     | 16     | 8      | 28           | 104              | 46     | 5      | 14     | 12     | 35        | 66                             | 61     | 95        | -                          | -              | 127                                  |
|                  | 10.2%  | 12.1%          | 9.3%   | 12.5%  | 9.7%   | 5.2%   | 9.5%         | 12.5%            | 9.3%   | 4.5%   | 8.7%   | 8.4%   | 10.3%     | 11.2%                          | 9.9%   | 9.9%      | -                          | -              | 10.5%                                |
| 9                | 224    | 108            | 44     | 15     | 11     | 15     | 24           | 118              | 42     | 9      | 9      | 12     | 29        | 51                             | 74     | 98        | -                          | -              | 126                                  |
|                  | 10.3%  | 12.9%          | 8.6%   | 9.8%   | 6.7%   | 10.4%  | 8.2%         | 14.1%            | 8.4%   | 8.8%   | 5.7%   | 8.1%   | 8.4%      | 8.7%                           | 12.0%  | 10.2%     | -                          | -              | 10.4%                                |
| 10               | 218    | 106            | 40     | 13     | 15     | 12     | 26           | 109              | 40     | 10     | 13     | 13     | 25        | 65                             | 69     | 84        | -                          | -              | 134                                  |
|                  | 10.0%  | 12.7%          | 7.9%   | 8.8%   | 9.3%   | 8.3%   | 8.9%         | 13.0%            | 8.1%   | 9.4%   | 8.1%   | 9.1%   | 7.2%      | 11.0%                          | 11.2%  | 8.7%      | -                          | -              | 11.1%                                |
| 11               | 127    | 55             | 27     | 7      | 9      | 9      | 14           | 51               | 28     | 7      | 5      | 9      | 23        | 36                             | 39     | 52        | -                          | -              | 75                                   |
|                  | 5.9%   | 6.6%           | 5.3%   | 4.7%   | 5.4%   | 6.5%   | 4.9%         | 6.2%             | 5.7%   | 6.7%   | 3.4%   | 6.1%   | 6.7%      | 6.0%                           | 6.3%   | 5.4%      | -                          | -              | 6.2%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 85  
Q10. Normal weightings  
Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.  
Base: Undecided or will consider switching vote based on renegotiation  
Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| 1                | 322    | 139    | 183    | 68     | 136    | 118    | 92     | 140    | 40     | 49     | 39        | 26              | 58         | 36         | 11     | 33            | 20            | 16       | 22                 | 15         | 37         | 9                |
|                  | 14.8%  | 14.2%  | 15.3%  | 11.8%  | 17.1%  | 14.8%  | 16.6%  | 15.0%  | 14.6%  | 12.1%  | 14.4%     | 13.8%           | 16.9%      | 18.3%      | 11.0%  | 19.4%         | 10.5%         | 10.7%    | 13.2%              | 14.7%      | 15.5%      | 15.7%            |
| 2                | 292    | 109    | 183    | 83     | 77     | 132    | 73     | 115    | 41     | 62     | 42        | 31              | 59         | 23         | 14     | 24            | 14            | 17       | 16                 | 11         | 31         | 11               |
|                  | 13.4%  | 11.2%  | 15.3%  | 14.3%  | 9.7%   | 16.5%  | 13.1%  | 12.3%  | 15.1%  | 15.4%  | 15.3%     | 16.0%           | 17.1%      | 11.5%      | 15.0%  | 14.3%         | 7.2%          | 11.8%    | 9.5%               | 10.3%      | 12.9%      | 20.1%            |
| 3                | 236    | 99     | 137    | 47     | 78     | 111    | 59     | 107    | 30     | 39     | 29        | 24              | 44         | 22         | 12     | 16            | 29            | 9        | 20                 | 7          | 20         | 4                |
|                  | 10.9%  | 10.2%  | 11.4%  | 8.1%   | 9.7%   | 14.0%  | 10.7%  | 11.4%  | 10.8%  | 9.6%   | 10.5%     | 12.7%           | 12.7%      | 11.3%      | 12.6%  | 9.7%          | 15.2%         | 6.0%     | 11.8%              | 6.7%       | 8.4%       | 7.7%             |
| 4                | 269    | 139    | 130    | 79     | 102    | 88     | 87     | 113    | 23     | 45     | 28        | 21              | 41         | 32         | 10     | 22            | 22            | 23       | 21                 | 10         | 34         | 5                |
|                  | 12.4%  | 14.2%  | 10.9%  | 13.7%  | 12.8%  | 11.0%  | 15.7%  | 12.1%  | 8.5%   | 11.1%  | 10.1%     | 11.1%           | 11.9%      | 16.1%      | 10.7%  | 13.1%         | 11.7%         | 15.5%    | 12.2%              | 10.2%      | 14.0%      | 9.6%             |
| 5                | 237    | 98     | 139    | 81     | 78     | 78     | 50     | 126    | 22     | 38     | 22        | 20              | 23         | 27         | 7      | 17            | 22            | 31       | 31                 | 11         | 17         | 10               |
|                  | 10.9%  | 10.1%  | 11.6%  | 14.0%  | 9.7%   | 9.8%   | 9.1%   | 13.5%  | 8.0%   | 9.3%   | 8.0%      | 10.5%           | 6.6%       | 13.5%      | 7.0%   | 10.3%         | 11.8%         | 21.5%    | 18.1%              | 10.8%      | 7.0%       | 18.0%            |
| 6                | 195    | 105    | 90     | 41     | 80     | 74     | 60     | 68     | 30     | 37     | 29        | 18              | 30         | 7          | 12     | 11            | 18            | 10       | 12                 | 17         | 28         | 3                |
|                  | 9.0%   | 10.7%  | 7.6%   | 7.0%   | 10.1%  | 9.2%   | 10.8%  | 7.2%   | 11.0%  | 9.1%   | 10.5%     | 9.3%            | 8.8%       | 3.7%       | 12.8%  | 6.8%          | 9.4%          | 6.5%     | 7.0%               | 16.6%      | 11.4%      | 5.8%             |
| 7                | 154    | 65     | 89     | 46     | 49     | 59     | 29     | 61     | 33     | 31     | 18        | 14              | 24         | 16         | 3      | 9             | 17            | 11       | 8                  | 10         | 22         | 2                |
|                  | 7.1%   | 6.7%   | 7.4%   | 7.9%   | 6.2%   | 7.4%   | 5.3%   | 6.5%   | 11.9%  | 7.6%   | 6.8%      | 7.1%            | 6.9%       | 8.2%       | 3.5%   | 5.1%          | 9.0%          | 7.5%     | 4.4%               | 10.1%      | 9.2%       | 3.6%             |
| 8                | 173    | 70     | 103    | 54     | 66     | 53     | 28     | 89     | 19     | 37     | 22        | 12              | 26         | 12         | 8      | 20            | 19            | 10       | 9                  | 7          | 20         | 9                |
|                  | 8.0%   | 7.2%   | 8.6%   | 9.2%   | 8.3%   | 6.6%   | 5.0%   | 9.5%   | 7.0%   | 9.1%   | 8.1%      | 6.3%            | 7.6%       | 6.2%       | 8.3%   | 11.7%         | 9.9%          | 6.5%     | 5.5%               | 6.5%       | 8.3%       | 15.6%            |
| 9                | 116    | 52     | 65     | 37     | 47     | 33     | 24     | 55     | 17     | 20     | 23        | 9               | 17         | 11         | 7      | 1             | 11            | 11       | 11                 | 4          | 10         | 1                |
|                  | 5.4%   | 5.3%   | 5.4%   | 6.4%   | 5.9%   | 4.1%   | 4.3%   | 5.9%   | 6.1%   | 5.0%   | 8.4%      | 4.9%            | 4.9%       | 5.4%       | 7.0%   | 0.9%          | 5.9%          | 7.6%     | 6.7%               | 4.1%       | 4.1%       | 1.6%             |
| 10               | 99     | 58     | 41     | 21     | 45     | 33     | 27     | 34     | 10     | 28     | 17        | 7               | 12         | 1          | 8      | 3             | 11            | 7        | 12                 | 6          | 17         | 1                |
|                  | 4.6%   | 5.9%   | 3.4%   | 3.6%   | 5.7%   | 4.2%   | 4.9%   | 3.7%   | 3.6%   | 6.8%   | 6.2%      | 3.5%            | 3.4%       | *          | 7.9%   | 1.5%          | 6.0%          | 4.7%     | 6.9%               | 5.4%       | 7.1%       | 1.2%             |
| 11               | 80     | 44     | 36     | 23     | 38     | 19     | 25     | 26     | 9      | 20     | 5         | 10              | 11         | 11         | 4      | 12            | 6             | 2        | 8                  | 5          | 5          | 1                |
|                  | 3.7%   | 4.5%   | 3.0%   | 3.9%   | 4.8%   | 2.4%   | 4.5%   | 2.8%   | 3.3%   | 4.8%   | 1.8%      | 4.9%            | 3.2%       | 5.4%       | 4.3%   | 7.2%          | 3.3%          | 1.7%     | 4.7%               | 4.7%       | 2.1%       | 1.1%             |
| SIGMA            | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|                  | 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 Attitudes Poll

Table 86

Q10. Normal weightings

Q10. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| 1                | 322    | 123            | 68     | 18     | 39     | 21     | 44           | 132              | 62     | 16     | 32     | 22     | 50        | 83                             | 108    | 131       | -                          | -              | 191                                  |
|                  | 14.8%  | 14.7%          | 13.2%  | 12.1%  | 23.3%  | 14.8%  | 15.1%        | 15.9%            | 12.4%  | 15.3%  | 19.5%  | 15.0%  | 14.6%     | 14.1%                          | 17.4%  | 13.6%     | -                          | -              | 15.8%                                |
| 2                | 292    | 123            | 64     | 20     | 20     | 12     | 45           | 117              | 63     | 16     | 17     | 18     | 49        | 75                             | 88     | 130       | -                          | -              | 162                                  |
|                  | 13.4%  | 14.8%          | 12.5%  | 13.6%  | 12.4%  | 8.2%   | 15.4%        | 14.1%            | 12.8%  | 14.6%  | 10.3%  | 12.0%  | 14.3%     | 12.7%                          | 14.1%  | 13.5%     | -                          | -              | 13.4%                                |
| 3                | 236    | 104            | 62     | 14     | 15     | 9      | 25           | 103              | 55     | 6      | 17     | 14     | 33        | 65                             | 80     | 91        | -                          | -              | 145                                  |
|                  | 10.9%  | 12.4%          | 12.1%  | 9.6%   | 9.3%   | 6.1%   | 8.7%         | 12.3%            | 11.1%  | 5.6%   | 10.8%  | 9.7%   | 9.6%      | 11.0%                          | 12.9%  | 9.5%      | -                          | -              | 12.0%                                |
| 4                | 269    | 110            | 59     | 15     | 26     | 14     | 32           | 113              | 57     | 11     | 24     | 16     | 41        | 64                             | 93     | 112       | -                          | -              | 157                                  |
|                  | 12.4%  | 13.2%          | 11.5%  | 10.1%  | 15.8%  | 9.5%   | 10.8%        | 13.5%            | 11.6%  | 10.5%  | 14.7%  | 10.6%  | 11.9%     | 10.9%                          | 15.0%  | 11.6%     | -                          | -              | 13.0%                                |
| 5                | 237    | 88             | 44     | 31     | 16     | 21     | 31           | 94               | 42     | 14     | 13     | 21     | 49        | 66                             | 69     | 102       | -                          | -              | 135                                  |
|                  | 10.9%  | 10.6%          | 8.6%   | 20.7%  | 9.8%   | 14.4%  | 10.6%        | 11.2%            | 8.6%   | 13.0%  | 8.0%   | 14.5%  | 14.5%     | 11.2%                          | 11.1%  | 10.6%     | -                          | -              | 11.2%                                |
| 6                | 195    | 85             | 44     | 18     | 14     | 12     | 19           | 82               | 44     | 12     | 17     | 9      | 25        | 51                             | 53     | 91        | -                          | -              | 104                                  |
|                  | 9.0%   | 10.2%          | 8.6%   | 11.8%  | 8.6%   | 8.0%   | 6.5%         | 9.8%             | 8.9%   | 11.4%  | 10.5%  | 6.3%   | 7.3%      | 8.6%                           | 8.5%   | 9.5%      | -                          | -              | 8.6%                                 |
| 7                | 154    | 54             | 38     | 6      | 9      | 13     | 27           | 54               | 41     | 3      | 15     | 14     | 25        | 39                             | 41     | 74        | -                          | -              | 79                                   |
|                  | 7.1%   | 6.4%           | 7.4%   | 4.0%   | 5.7%   | 8.6%   | 9.4%         | 6.5%             | 8.3%   | 3.1%   | 9.0%   | 9.4%   | 7.5%      | 6.5%                           | 6.6%   | 7.7%      | -                          | -              | 6.6%                                 |
| 8                | 173    | 51             | 44     | 13     | 8      | 19     | 29           | 48               | 43     | 17     | 6      | 14     | 28        | 42                             | 35     | 96        | -                          | -              | 77                                   |
|                  | 8.0%   | 6.1%           | 8.5%   | 9.0%   | 4.9%   | 13.0%  | 9.9%         | 5.8%             | 8.6%   | 15.5%  | 3.7%   | 9.4%   | 8.1%      | 7.2%                           | 5.6%   | 9.9%      | -                          | -              | 6.4%                                 |
| 9                | 116    | 31             | 35     | 6      | 9      | 10     | 19           | 29               | 28     | 4      | 12     | 9      | 22        | 36                             | 25     | 56        | -                          | -              | 61                                   |
|                  | 5.4%   | 3.7%           | 6.9%   | 4.4%   | 5.5%   | 7.2%   | 6.4%         | 3.5%             | 5.7%   | 4.1%   | 7.6%   | 6.5%   | 6.3%      | 6.1%                           | 4.0%   | 5.8%      | -                          | -              | 5.0%                                 |
| 10               | 99     | 40             | 28     | 5      | 3      | 10     | 12           | 40               | 31     | 5      | 3      | 5      | 12        | 34                             | 16     | 49        | -                          | -              | 50                                   |
|                  | 4.6%   | 4.8%           | 5.4%   | 3.7%   | 1.9%   | 6.8%   | 4.1%         | 4.8%             | 6.3%   | 4.8%   | 2.1%   | 3.6%   | 3.6%      | 5.7%                           | 2.6%   | 5.1%      | -                          | -              | 4.1%                                 |
| 11               | 80     | 26             | 28     | 1      | 5      | 5      | 9            | 22               | 29     | 2      | 6      | 4      | 8         | 36                             | 12     | 32        | -                          | -              | 48                                   |
|                  | 3.7%   | 3.1%           | 5.4%   | 1.0%   | 2.7%   | 3.4%   | 2.9%         | 2.7%             | 5.8%   | 2.1%   | 3.8%   | 3.0%   | 2.3%      | 6.1%                           | 2.0%   | 3.3%      | -                          | -              | 4.0%                                 |
| SIGMA            | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|                  | 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 Attitudes Poll

Table 87

Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked first)

|   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Only by remaining in the EU can we prevent international conflict.  | 119    | 53     | 66     | 44     | 27     | 48     | 26     | 52     | 15     | 26     | 17        | 5               | 10         | 19         | 7      | 4             | 12            | 11       | 6                  | 3          | 19         | 5                |
|   | 5.5%   | 5.4%   | 5.5%   | 7.6%   | 3.4%   | 6.0%   | 4.7%   | 5.5%   | 5.4%   | 6.5%   | 6.2%      | 2.5%            | 3.0%       | 9.7%       | 6.9%   | 2.1%          | 6.6%          | 7.8%     | 3.7%               | 2.9%       | 7.9%       | 8.9%             |
| Leaving the EU would diminish British influence on the world stage  | 156    | 64     | 92     | 43     | 55     | 58     | 40     | 68     | 21     | 27     | 21        | 10              | 31         | 17         | 8      | 4             | 15            | 11       | 8                  | 10         | 14         | 5                |
|   | 7.2%   | 6.5%   | 7.7%   | 7.4%   | 6.8%   | 7.3%   | 7.2%   | 7.2%   | 7.8%   | 6.6%   | 7.8%      | 5.0%            | 9.0%       | 8.6%       | 8.6%   | 2.5%          | 8.1%          | 7.7%     | 5.0%               | 9.7%       | 6.0%       | 8.8%             |
| The UK would lose 3 million jobs if it left the EU.   | 363    | 168    | 196    | 113    | 127    | 123    | 90     | 165    | 41     | 68     | 49        | 24              | 53         | 23         | 17     | 24            | 40            | 23       | 27                 | 16         | 46         | 21               |
|   | 16.7%  | 17.1%  | 16.4%  | 19.4%  | 16.0%  | 15.5%  | 16.1%  | 17.7%  | 14.9%  | 16.7%  | 18.0%     | 12.7%           | 15.3%      | 11.7%      | 18.1%  | 14.4%         | 21.5%         | 15.7%    | 16.0%              | 15.2%      | 19.1%      | 36.7%            |
| President Obama wants the UK to remain in the EU  | 66     | 28     | 38     | 20     | 17     | 28     | 10     | 30     | 12     | 13     | 2         | 4               | 16         | 17         | 1      | 8             | 4             | 7        | -                  | 3          | 4          | -                |
|   | 3.0%   | 2.8%   | 3.2%   | 3.5%   | 2.1%   | 3.6%   | 1.8%   | 3.2%   | 4.3%   | 3.1%   | 0.9%      | 1.9%            | 4.7%       | 8.4%       | 1.2%   | 5.0%          | 1.9%          | 4.7%     | -                  | 2.8%       | 1.7%       | -                |
| The majority of businessmen/women think the UK should remain in the EU  | 234    | 148    | 86     | 56     | 80     | 99     | 81     | 84     | 28     | 40     | 30        | 21              | 34         | 15         | 9      | 19            | 19            | 23       | 16                 | 10         | 32         | 5                |
|   | 10.8%  | 15.1%  | 7.2%   | 9.6%   | 10.0%  | 12.4%  | 14.7%  | 9.0%   | 10.4%  | 9.8%   | 11.0%     | 11.0%           | 9.8%       | 7.7%       | 9.0%   | 11.5%         | 9.9%          | 16.0%    | 9.6%               | 10.0%      | 13.3%      | 9.7%             |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 87     | 42     | 45     | 31     | 28     | 27     | 30     | 31     | 11     | 15     | 17        | 9               | 11         | 10         | 5      | 3             | 9             | 2        | 2                  | 2          | 15         | 1                |
|   | 4.0%   | 4.3%   | 3.7%   | 5.4%   | 3.6%   | 3.4%   | 5.4%   | 3.4%   | 3.9%   | 3.6%   | 6.3%      | 4.9%            | 3.1%       | 5.2%       | 4.9%   | 2.1%          | 4.7%          | 1.2%     | 1.4%               | 2.3%       | 6.4%       | 1.1%             |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 306    | 136    | 170    | 76     | 125    | 105    | 78     | 138    | 28     | 62     | 37        | 36              | 51         | 15         | 12     | 31            | 25            | 14       | 35                 | 15         | 34         | 1                |
|   | 14.1%  | 13.9%  | 14.2%  | 13.0%  | 15.7%  | 13.2%  | 14.0%  | 14.7%  | 10.2%  | 15.2%  | 13.6%     | 18.6%           | 14.7%      | 7.8%       | 12.6%  | 18.4%         | 13.1%         | 9.8%     | 20.8%              | 14.9%      | 14.0%      | 1.9%             |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 124    | 51     | 72     | 30     | 41     | 52     | 24     | 50     | 21     | 29     | 9         | 6               | 28         | 17         | 6      | 11            | 12            | 10       | 8                  | 11         | 6          | 1                |
|   | 5.7%   | 5.2%   | 6.1%   | 5.2%   | 5.2%   | 6.6%   | 4.4%   | 5.4%   | 7.5%   | 7.1%   | 3.2%      | 3.3%            | 8.0%       | 8.5%       | 6.0%   | 6.5%          | 6.5%          | 6.7%     | 4.9%               | 10.7%      | 2.5%       | 0.9%             |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 241    | 92     | 149    | 57     | 94     | 90     | 62     | 103    | 35     | 42     | 29        | 32              | 33         | 19         | 10     | 20            | 25            | 21       | 21                 | 4          | 23         | 4                |
|   | 11.1%  | 9.5%   | 12.5%  | 9.8%   | 11.9%  | 11.3%  | 11.1%  | 11.0%  | 12.6%  | 10.4%  | 10.8%     | 16.9%           | 9.7%       | 9.5%       | 10.0%  | 11.7%         | 13.3%         | 14.3%    | 12.6%              | 4.0%       | 9.5%       | 7.5%             |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 156    | 58     | 98     | 42     | 67     | 48     | 22     | 74     | 23     | 36     | 22        | 18              | 21         | 9          | 11     | 11            | 7             | 8        | 22                 | 13         | 10         | 5                |
|   | 7.2%   | 5.9%   | 8.2%   | 7.2%   | 8.4%   | 6.0%   | 4.0%   | 7.9%   | 8.5%   | 8.9%   | 8.0%      | 9.3%            | 6.0%       | 4.6%       | 11.6%  | 6.3%          | 3.9%          | 5.3%     | 12.9%              | 12.8%      | 4.1%       | 8.8%             |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 322    | 139    | 183    | 68     | 136    | 118    | 92     | 140    | 40     | 49     | 39        | 26              | 58         | 36         | 11     | 33            | 20            | 16       | 22                 | 15         | 37         | 9                |
|   | 14.8%  | 14.2%  | 15.3%  | 11.8%  | 17.1%  | 14.8%  | 16.6%  | 15.0%  | 14.6%  | 12.1%  | 14.4%     | 13.8%           | 16.9%      | 18.3%      | 11.0%  | 19.4%         | 10.5%         | 10.7%    | 13.2%              | 14.7%      | 15.5%      | 15.7%            |
| SIGMA   | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
|   | 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 Attitudes Poll

Table 88

Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked first)

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| Only by remaining in the EU can we prevent international conflict.  | 119    | 33             | 38     | 6      | 8      | 4      | 25           | 34               | 31     | 3      | 10     | 4      | 25        | 31                             | 37     | 50        | -                          | -              | 68                                   |
|   | 5.5%   | 4.0%           | 7.4%   | 3.9%   | 5.0%   | 2.6%   | 8.6%         | 4.1%             | 6.3%   | 3.1%   | 5.9%   | 2.8%   | 7.5%      | 5.2%                           | 6.0%   | 5.2%      | -                          | -              | 5.6%                                 |
| Leaving the EU would diminish British influence on the world stage  | 156    | 76             | 31     | 6      | 6      | 9      | 17           | 65               | 32     | 5      | 6      | 9      | 26        | 48                             | 46     | 61        | -                          | -              | 94                                   |
|   | 7.2%   | 9.1%           | 6.1%   | 4.0%   | 3.9%   | 6.4%   | 5.8%         | 7.8%             | 6.5%   | 4.5%   | 3.6%   | 6.5%   | 7.7%      | 8.2%                           | 7.4%   | 6.3%      | -                          | -              | 7.8%                                 |
| The UK would lose 3 million jobs if it left the EU.   | 363    | 136            | 89     | 27     | 14     | 25     | 58           | 145              | 91     | 15     | 12     | 25     | 61        | 110                            | 100    | 153       | -                          | -              | 210                                  |
|   | 16.7%  | 16.3%          | 17.4%  | 18.5%  | 8.7%   | 17.5%  | 20.0%        | 17.4%            | 18.3%  | 14.4%  | 7.1%   | 17.4%  | 17.8%     | 18.7%                          | 16.1%  | 15.9%     | -                          | -              | 17.4%                                |
| President Obama wants the UK to remain in the EU  | 66     | 23             | 13     | 2      | 10     | 5      | 10           | 18               | 17     | -      | 11     | 5      | 8         | 11                             | 19     | 36        | -                          | -              | 30                                   |
|   | 3.0%   | 2.8%           | 2.6%   | 1.2%   | 5.8%   | 3.1%   | 3.3%         | 2.2%             | 3.4%   | -      | 6.7%   | 3.7%   | 2.4%      | 1.8%                           | 3.1%   | 3.7%      | -                          | -              | 2.5%                                 |
| The majority of businessmen/women think the UK should remain in the EU  | 234    | 111            | 37     | 12     | 18     | 19     | 27           | 106              | 35     | 11     | 19     | 16     | 39        | 60                             | 63     | 111       | -                          | -              | 123                                  |
|   | 10.8%  | 13.3%          | 7.3%   | 7.7%   | 10.7%  | 13.3%  | 9.3%         | 12.7%            | 7.1%   | 10.6%  | 11.9%  | 10.9%  | 11.5%     | 10.2%                          | 10.1%  | 11.6%     | -                          | -              | 10.1%                                |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 87     | 30             | 21     | 13     | 5      | 5      | 8            | 31               | 14     | 13     | 5      | 6      | 16        | 16                             | 21     | 50        | -                          | -              | 37                                   |
|   | 4.0%   | 3.6%           | 4.2%   | 9.0%   | 2.9%   | 3.7%   | 2.8%         | 3.7%             | 2.8%   | 11.9%  | 2.9%   | 4.1%   | 4.6%      | 2.6%                           | 3.5%   | 5.2%      | -                          | -              | 3.1%                                 |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 306    | 127            | 69     | 28     | 16     | 13     | 42           | 134              | 73     | 14     | 16     | 14     | 44        | 86                             | 68     | 152       | -                          | -              | 154                                  |
|   | 14.1%  | 15.2%          | 13.5%  | 18.8%  | 9.5%   | 9.2%   | 14.2%        | 16.0%            | 14.6%  | 13.3%  | 10.0%  | 9.7%   | 12.9%     | 14.6%                          | 11.0%  | 15.8%     | -                          | -              | 12.7%                                |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 124    | 42             | 43     | 6      | 12     | 6      | 12           | 41               | 39     | 8      | 10     | 7      | 17        | 41                             | 38     | 45        | -                          | -              | 79                                   |
|   | 5.7%   | 5.1%           | 8.4%   | 4.1%   | 7.2%   | 4.5%   | 4.0%         | 4.9%             | 7.9%   | 7.7%   | 6.5%   | 4.5%   | 5.0%      | 6.9%                           | 6.2%   | 4.7%      | -                          | -              | 6.5%                                 |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 241    | 96             | 56     | 15     | 12     | 23     | 34           | 93               | 55     | 9      | 23     | 18     | 35        | 65                             | 78     | 99        | -                          | -              | 142                                  |
|   | 11.1%  | 11.6%          | 11.0%  | 10.0%  | 7.4%   | 16.1%  | 11.7%        | 11.2%            | 11.1%  | 8.1%   | 14.3%  | 12.3%  | 10.1%     | 11.0%                          | 12.5%  | 10.3%     | -                          | -              | 11.8%                                |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 156    | 36             | 46     | 16     | 26     | 13     | 15           | 35               | 47     | 12     | 18     | 19     | 20        | 39                             | 41     | 76        | -                          | -              | 80                                   |
|   | 7.2%   | 4.4%           | 9.0%   | 10.6%  | 15.6%  | 9.0%   | 5.2%         | 4.2%             | 9.5%   | 11.0%  | 11.4%  | 13.2%  | 6.0%      | 6.6%                           | 6.7%   | 7.9%      | -                          | -              | 6.6%                                 |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 322    | 123            | 68     | 18     | 39     | 21     | 44           | 132              | 62     | 16     | 32     | 22     | 50        | 83                             | 108    | 131       | -                          | -              | 191                                  |
|   | 14.8%  | 14.7%          | 13.2%  | 12.1%  | 23.3%  | 14.8%  | 15.1%        | 15.9%            | 12.4%  | 15.3%  | 19.5%  | 15.0%  | 14.6%     | 14.1%                          | 17.4%  | 13.6%     | -                          | -              | 15.8%                                |
| SIGMA   | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | -                          | -              | 1210                                 |
|   | 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 Attitudes Poll

Table 89

Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked in top two)

|   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Only by remaining in the EU can we prevent international conflict.  | 235    | 99     | 135    | 85     | 55     | 94     | 54     | 94     | 33     | 53     | 30        | 13              | 33         | 33         | 11     | 16            | 33            | 18       | 12                 | 5          | 25         | 6                |
|   | 10.8%  | 10.1%  | 11.3%  | 14.6%  | 6.9%   | 11.9%  | 9.8%   | 10.1%  | 12.1%  | 13.0%  | 11.2%     | 6.9%            | 9.6%       | 16.9%      | 11.8%  | 9.4%          | 17.6%         | 12.1%    | 6.8%               | 4.6%       | 10.4%      | 9.9%             |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 306    | 121    | 185    | 84     | 121    | 100    | 68     | 141    | 39     | 58     | 43        | 25              | 44         | 21         | 21     | 19            | 24            | 20       | 29                 | 19         | 31         | 10               |
|   | 14.1%  | 12.4%  | 15.5%  | 14.4%  | 15.2%  | 12.6%  | 12.3%  | 15.1%  | 14.1%  | 14.2%  | 15.8%     | 12.9%           | 12.8%      | 10.7%      | 21.5%  | 11.4%         | 12.8%         | 13.4%    | 17.1%              | 18.6%      | 12.8%      | 18.5%            |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 614    | 248    | 366    | 152    | 213    | 249    | 165    | 255    | 81     | 112    | 81        | 57              | 117        | 59         | 25     | 56            | 33            | 33       | 38                 | 26         | 69         | 20               |
|   | 28.3%  | 25.3%  | 30.7%  | 26.1%  | 26.8%  | 31.3%  | 29.7%  | 27.3%  | 29.7%  | 27.5%  | 29.7%     | 29.7%           | 34.0%      | 29.8%      | 26.0%  | 33.7%         | 17.7%         | 22.5%    | 22.7%              | 25.0%      | 28.4%      | 35.8%            |
| Leaving the EU would diminish British influence on the world stage  | 389    | 189    | 200    | 112    | 153    | 124    | 105    | 161    | 68     | 55     | 52        | 42              | 58         | 29         | 18     | 25            | 32            | 35       | 29                 | 20         | 41         | 8                |
|   | 17.9%  | 19.3%  | 16.7%  | 19.3%  | 19.2%  | 15.6%  | 19.0%  | 17.3%  | 24.8%  | 13.4%  | 19.0%     | 21.8%           | 16.9%      | 14.9%      | 18.7%  | 14.9%         | 17.2%         | 23.8%    | 16.9%              | 19.8%      | 17.0%      | 14.2%            |
| The UK would lose 3 million jobs if it left the EU.   | 616    | 266    | 350    | 193    | 233    | 190    | 151    | 262    | 72     | 130    | 85        | 51              | 91         | 51         | 29     | 40            | 62            | 36       | 51                 | 25         | 67         | 28               |
|   | 28.4%  | 27.2%  | 29.3%  | 33.3%  | 29.2%  | 23.9%  | 27.3%  | 28.0%  | 26.3%  | 32.1%  | 31.4%     | 26.6%           | 26.6%      | 26.0%      | 30.5%  | 23.9%         | 32.7%         | 24.7%    | 29.9%              | 24.4%      | 27.5%      | 49.9%            |
| President Obama wants the UK to remain in the EU  | 137    | 71     | 66     | 30     | 55     | 52     | 25     | 62     | 18     | 32     | 17        | 8               | 30         | 21         | 4      | 13            | 15            | 7        | 7                  | 5          | 10         | *                |
|   | 6.3%   | 7.3%   | 5.5%   | 5.2%   | 6.9%   | 6.5%   | 4.5%   | 6.6%   | 6.6%   | 7.8%   | 6.1%      | 4.3%            | 8.9%       | 10.7%      | 4.5%   | 7.6%          | 7.9%          | 4.7%     | 4.0%               | 4.5%       | 4.3%       | 0.6%             |
| The majority of businessmen/women think the UK should remain in the EU  | 440    | 260    | 180    | 92     | 145    | 202    | 134    | 175    | 58     | 72     | 61        | 35              | 64         | 39         | 14     | 34            | 38            | 37       | 32                 | 21         | 57         | 7                |
|   | 20.2%  | 26.6%  | 15.0%  | 15.9%  | 18.2%  | 25.4%  | 24.2%  | 18.7%  | 21.1%  | 17.8%  | 22.3%     | 18.2%           | 18.5%      | 19.9%      | 14.5%  | 20.5%         | 20.1%         | 25.6%    | 19.1%              | 20.5%      | 23.6%      | 13.0%            |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 218    | 104    | 114    | 68     | 87     | 63     | 60     | 90     | 24     | 43     | 32        | 22              | 35         | 19         | 10     | 15            | 19            | 8        | 17                 | 7          | 32         | 1                |
|   | 10.0%  | 10.6%  | 9.5%   | 11.7%  | 10.9%  | 8.0%   | 10.9%  | 9.7%   | 8.9%   | 10.5%  | 11.8%     | 11.4%           | 10.2%      | 9.8%       | 11.0%  | 8.9%          | 9.9%          | 5.6%     | 10.0%              | 6.9%       | 13.1%      | 2.0%             |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 575    | 246    | 329    | 140    | 227    | 208    | 139    | 266    | 62     | 106    | 64        | 62              | 87         | 45         | 23     | 50            | 53            | 29       | 50                 | 36         | 68         | 9                |
|   | 26.4%  | 25.1%  | 27.5%  | 24.1%  | 28.5%  | 26.1%  | 25.0%  | 28.5%  | 22.8%  | 26.2%  | 23.5%     | 32.2%           | 25.1%      | 22.8%      | 24.0%  | 30.0%         | 28.0%         | 20.0%    | 29.7%              | 35.1%      | 27.9%      | 16.1%            |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 294    | 130    | 164    | 80     | 101    | 113    | 73     | 124    | 33     | 64     | 30        | 16              | 53         | 31         | 12     | 25            | 29            | 27       | 21                 | 20         | 29         | 1                |
|   | 13.5%  | 13.3%  | 13.7%  | 13.8%  | 12.7%  | 14.2%  | 13.1%  | 13.3%  | 12.0%  | 15.7%  | 11.0%     | 8.5%            | 15.4%      | 15.6%      | 12.1%  | 15.2%         | 15.4%         | 18.3%    | 12.6%              | 19.6%      | 12.0%      | 1.7%             |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 523    | 222    | 301    | 125    | 203    | 195    | 135    | 238    | 60     | 88     | 50        | 53              | 76         | 46         | 24     | 41            | 39            | 43       | 53                 | 21         | 56         | 22               |
|   | 24.0%  | 22.6%  | 25.2%  | 21.5%  | 25.5%  | 24.5%  | 24.3%  | 25.5%  | 21.8%  | 21.7%  | 18.3%     | 27.4%           | 22.0%      | 23.2%      | 25.4%  | 24.5%         | 20.7%         | 29.5%    | 31.1%              | 20.9%      | 23.0%      | 38.2%            |
| SIGMA   | 4347   | 1957   | 2390   | 1161   | 1593   | 1593   | 1110   | 1869   | 549    | 812    | 544       | 385             | 688        | 395        | 191    | 335           | 377           | 293      | 338                | 205        | 484        | 113              |
|   | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0% | 200.0%    | 200.0%          | 200.0%     | 200.0%     | 200.0% | 200.0%        | 200.0%        | 200.0%   | 200.0%             | 200.0%     | 200.0%     | 200.0%           |

Survation.

# EU Referendum Attitudes Poll

Table 90

Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked in top two)

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| Only by remaining in the EU can we prevent international conflict.  | 235    | 73             | 58     | 11     | 20     | 13     | 48           | 77               | 49     | 9      | 27     | 13     | 43        | 65                             | 75     | 95        | -                          | -              | 140                                  |
|   | 10.8%  | 8.8%           | 11.3%  | 7.5%   | 12.3%  | 8.9%   | 16.3%        | 9.2%             | 9.9%   | 8.5%   | 16.5%  | 9.0%   | 12.5%     | 11.0%                          | 12.1%  | 9.9%      | -                          | -              | 11.5%                                |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 306    | 84             | 85     | 25     | 35     | 27     | 29           | 78               | 92     | 17     | 33     | 30     | 48        | 83                             | 78     | 144       | -                          | -              | 161                                  |
|   | 14.1%  | 10.1%          | 16.6%  | 17.1%  | 21.4%  | 18.8%  | 9.8%         | 9.3%             | 18.6%  | 16.3%  | 20.2%  | 20.7%  | 14.1%     | 14.2%                          | 12.6%  | 15.0%     | -                          | -              | 13.3%                                |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 614    | 246            | 132    | 38     | 59     | 33     | 89           | 250              | 125    | 32     | 48     | 40     | 98        | 158                            | 196    | 261       | -                          | -              | 354                                  |
|   | 28.3%  | 29.5%          | 25.7%  | 25.7%  | 35.7%  | 22.9%  | 30.5%        | 29.9%            | 25.2%  | 29.9%  | 29.8%  | 27.0%  | 28.8%     | 26.8%                          | 31.6%  | 27.0%     | -                          | -              | 29.2%                                |
| Leaving the EU would diminish British influence on the world stage  | 389    | 178            | 88     | 26     | 22     | 26     | 37           | 171              | 82     | 17     | 24     | 22     | 54        | 120                            | 117    | 152       | -                          | -              | 237                                  |
|   | 17.9%  | 21.3%          | 17.2%  | 17.5%  | 13.2%  | 18.1%  | 12.8%        | 20.5%            | 16.4%  | 16.1%  | 14.8%  | 15.2%  | 16.0%     | 20.4%                          | 18.9%  | 15.8%     | -                          | -              | 19.6%                                |
| The UK would lose 3 million jobs if it left the EU.   | 616    | 221            | 153    | 46     | 31     | 46     | 102          | 229              | 159    | 30     | 25     | 50     | 100       | 174                            | 169    | 274       | -                          | -              | 342                                  |
|   | 28.4%  | 26.6%          | 29.9%  | 30.9%  | 19.0%  | 31.8%  | 34.8%        | 27.4%            | 32.1%  | 27.8%  | 15.8%  | 34.3%  | 29.3%     | 29.5%                          | 27.2%  | 28.4%     | -                          | -              | 28.3%                                |
| President Obama wants the UK to remain in the EU  | 137    | 62             | 30     | 5      | 10     | 5      | 16           | 54               | 37     | 3      | 14     | 7      | 16        | 22                             | 48     | 66        | -                          | -              | 71                                   |
|   | 6.3%   | 7.5%           | 5.9%   | 3.7%   | 6.3%   | 3.5%   | 5.5%         | 6.4%             | 7.4%   | 2.5%   | 8.8%   | 4.9%   | 4.8%      | 3.8%                           | 7.8%   | 6.9%      | -                          | -              | 5.9%                                 |
| The majority of businessmen/women think the UK should remain in the EU  | 440    | 202            | 88     | 30     | 28     | 28     | 47           | 201              | 84     | 18     | 31     | 24     | 65        | 124                            | 116    | 200       | -                          | -              | 240                                  |
|   | 20.2%  | 24.2%          | 17.2%  | 20.1%  | 16.8%  | 19.4%  | 16.0%        | 24.1%            | 17.0%  | 16.8%  | 19.0%  | 16.6%  | 19.2%     | 21.0%                          | 18.7%  | 20.8%     | -                          | -              | 19.8%                                |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 218    | 85             | 51     | 23     | 15     | 15     | 23           | 92               | 44     | 21     | 10     | 16     | 29        | 58                             | 50     | 110       | -                          | -              | 108                                  |
|   | 10.0%  | 10.2%          | 10.0%  | 15.4%  | 9.0%   | 10.0%  | 7.9%         | 11.0%            | 8.8%   | 19.5%  | 5.9%   | 11.2%  | 8.5%      | 9.8%                           | 8.0%   | 11.4%     | -                          | -              | 8.9%                                 |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 575    | 227            | 125    | 43     | 44     | 38     | 76           | 230              | 128    | 29     | 45     | 32     | 91        | 139                            | 149    | 287       | -                          | -              | 288                                  |
|   | 26.4%  | 27.3%          | 24.3%  | 29.1%  | 26.8%  | 26.0%  | 26.1%        | 27.5%            | 25.9%  | 27.5%  | 27.8%  | 21.6%  | 26.7%     | 23.6%                          | 24.0%  | 29.8%     | -                          | -              | 23.8%                                |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 294    | 88             | 101    | 13     | 29     | 16     | 36           | 84               | 90     | 14     | 25     | 19     | 49        | 94                             | 79     | 121       | -                          | -              | 173                                  |
|   | 13.5%  | 10.5%          | 19.7%  | 8.8%   | 17.8%  | 11.3%  | 12.2%        | 10.0%            | 18.1%  | 12.8%  | 15.7%  | 12.7%  | 14.4%     | 15.9%                          | 12.8%  | 12.6%     | -                          | -              | 14.3%                                |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 523    | 200            | 113    | 36     | 36     | 43     | 81           | 206              | 102    | 24     | 41     | 39     | 87        | 143                            | 163    | 216       | -                          | -              | 306                                  |
|   | 24.0%  | 24.0%          | 22.1%  | 24.0%  | 21.7%  | 29.3%  | 27.9%        | 24.7%            | 20.6%  | 22.4%  | 25.7%  | 26.8%  | 25.7%     | 24.2%                          | 26.3%  | 22.4%     | -                          | -              | 25.3%                                |
| SIGMA   | 4347   | 1667           | 1025   | 297    | 330    | 291    | 584          | 1670             | 992    | 213    | 322    | 293    | 680       | 1179                           | 1241   | 1928      | -                          | -              | 2419                                 |
|   | 200.0% | 200.0%         | 200.0% | 200.0% | 200.0% | 200.0% | 200.0%       | 200.0%           | 200.0% | 200.0% | 200.0% | 200.0% | 200.0%    | 200.0%                         | 200.0% | 200.0%    | -                          | -              | 200.0%                               |

Survation.

# EU Referendum Attitudes Poll

Table 91

Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked top three)

|   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   | 904    | 1252   | 483    | 813    | 860    | 568    | 912    | 297    | 374    | 175       | 192             | 386        | 198        | 277    | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   | 979    | 1195   | 580    | 797    | 796    | 555    | 935    | 274    | 406    | 272       | 192             | 344        | 198        | 96     | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Only by remaining in the EU can we prevent international conflict.  | 392    | 167    | 225    | 137    | 108    | 146    | 91     | 168    | 54     | 79     | 57        | 27              | 51         | 44         | 18     | 24            | 45            | 31       | 31                 | 12         | 41         | 11               |
|   | 18.0%  | 17.1%  | 18.8%  | 23.7%  | 13.6%  | 18.3%  | 16.4%  | 18.0%  | 19.5%  | 19.5%  | 21.0%     | 14.0%           | 14.7%      | 22.5%      | 18.4%  | 14.5%         | 23.8%         | 21.2%    | 18.0%              | 11.8%      | 17.0%      | 19.5%            |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 484    | 207    | 277    | 143    | 186    | 154    | 110    | 216    | 57     | 101    | 66        | 41              | 75         | 36         | 26     | 34            | 32            | 31       | 46                 | 29         | 50         | 17               |
|   | 22.3%  | 21.2%  | 23.2%  | 24.7%  | 23.4%  | 19.4%  | 19.8%  | 23.1%  | 20.9%  | 24.8%  | 24.3%     | 21.3%           | 21.7%      | 18.2%      | 27.4%  | 20.2%         | 17.2%         | 21.5%    | 27.5%              | 28.5%      | 20.6%      | 30.0%            |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 850    | 347    | 503    | 199    | 291    | 360    | 224    | 362    | 111    | 151    | 109       | 82              | 161        | 81         | 37     | 73            | 62            | 42       | 58                 | 32         | 89         | 25               |
|   | 39.1%  | 35.5%  | 42.1%  | 34.2%  | 36.5%  | 45.3%  | 40.4%  | 38.7%  | 40.5%  | 37.1%  | 40.2%     | 42.4%           | 46.7%      | 41.1%      | 38.6%  | 43.4%         | 32.9%         | 28.5%    | 34.5%              | 31.6%      | 36.8%      | 43.5%            |
| Leaving the EU would diminish British influence on the world stage  | 591    | 281    | 310    | 169    | 236    | 187    | 171    | 249    | 86     | 84     | 80        | 56              | 93         | 49         | 27     | 47            | 50            | 43       | 42                 | 33         | 58         | 13               |
|   | 27.2%  | 28.7%  | 26.0%  | 29.0%  | 29.6%  | 23.5%  | 30.8%  | 26.6%  | 31.5%  | 20.7%  | 29.3%     | 29.4%           | 26.9%      | 24.8%      | 28.7%  | 28.1%         | 26.7%         | 29.6%    | 24.6%              | 32.0%      | 24.0%      | 22.5%            |
| The UK would lose 3 million jobs if it left the EU.   | 835    | 366    | 469    | 257    | 307    | 271    | 196    | 368    | 99     | 172    | 113       | 72              | 125        | 70         | 36     | 60            | 74            | 59       | 64                 | 33         | 93         | 36               |
|   | 38.4%  | 37.4%  | 39.3%  | 44.3%  | 38.5%  | 34.0%  | 35.2%  | 39.4%  | 36.0%  | 42.4%  | 41.4%     | 37.3%           | 36.4%      | 35.3%      | 37.5%  | 36.1%         | 39.1%         | 40.2%    | 38.2%              | 32.5%      | 38.6%      | 64.1%            |
| President Obama wants the UK to remain in the EU  | 236    | 124    | 112    | 60     | 105    | 71     | 46     | 108    | 28     | 52     | 28        | 17              | 42         | 27         | 8      | 19            | 21            | 16       | 16                 | 9          | 24         | 10               |
|   | 10.8%  | 12.6%  | 9.4%   | 10.3%  | 13.1%  | 9.0%   | 8.3%   | 11.6%  | 10.3%  | 12.8%  | 10.1%     | 8.6%            | 12.3%      | 13.6%      | 8.8%   | 11.1%         | 10.9%         | 11.3%    | 9.4%               | 8.4%       | 9.8%       | 17.9%            |
| The majority of businessmen/women think the UK should remain in the EU  | 654    | 376    | 278    | 135    | 229    | 290    | 201    | 256    | 79     | 117    | 83        | 56              | 92         | 67         | 25     | 49            | 65            | 50       | 48                 | 25         | 81         | 13               |
|   | 30.1%  | 38.4%  | 23.3%  | 23.3%  | 28.8%  | 36.4%  | 36.2%  | 27.4%  | 28.7%  | 28.9%  | 30.4%     | 29.1%           | 26.6%      | 34.1%      | 26.4%  | 29.3%         | 34.7%         | 34.5%    | 28.2%              | 24.0%      | 33.5%      | 22.8%            |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 360    | 175    | 185    | 115    | 131    | 114    | 103    | 151    | 39     | 66     | 55        | 38              | 67         | 24         | 16     | 23            | 34            | 13       | 26                 | 12         | 49         | 2                |
|   | 16.6%  | 17.9%  | 15.5%  | 19.8%  | 16.5%  | 14.3%  | 18.6%  | 16.2%  | 14.1%  | 16.2%  | 20.4%     | 19.7%           | 19.6%      | 12.1%      | 16.3%  | 13.8%         | 18.3%         | 8.9%     | 15.5%              | 11.6%      | 20.3%      | 3.2%             |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 850    | 362    | 488    | 201    | 327    | 322    | 209    | 381    | 109    | 150    | 97        | 77              | 131        | 70         | 36     | 69            | 76            | 50       | 67                 | 50         | 112        | 16               |
|   | 39.1%  | 37.0%  | 40.8%  | 34.6%  | 41.0%  | 40.5%  | 37.6%  | 40.7%  | 39.8%  | 37.0%  | 35.7%     | 39.9%           | 37.9%      | 35.4%      | 37.9%  | 41.3%         | 40.3%         | 34.4%    | 39.5%              | 48.6%      | 46.1%      | 29.2%            |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 495    | 214    | 281    | 136    | 176    | 182    | 127    | 201    | 63     | 103    | 52        | 26              | 83         | 58         | 20     | 48            | 48            | 42       | 36                 | 29         | 50         | 2                |
|   | 22.8%  | 21.9%  | 23.5%  | 23.5%  | 22.2%  | 22.9%  | 22.9%  | 21.5%  | 22.8%  | 25.3%  | 19.2%     | 13.3%           | 24.3%      | 29.3%      | 20.9%  | 28.6%         | 25.6%         | 28.9%    | 21.5%              | 28.0%      | 20.8%      | 4.2%             |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 774    | 316    | 458    | 189    | 293    | 291    | 188    | 343    | 98     | 143    | 76        | 87              | 113        | 66         | 38     | 56            | 57            | 60       | 73                 | 44         | 79         | 24               |
|   | 35.6%  | 32.3%  | 38.3%  | 32.6%  | 36.8%  | 36.5%  | 33.8%  | 36.7%  | 35.8%  | 35.3%  | 28.0%     | 45.0%           | 33.0%      | 33.5%      | 39.2%  | 33.6%         | 30.5%         | 41.1%    | 43.2%              | 43.0%      | 32.5%      | 43.2%            |
| SIGMA   | 6520   | 2936   | 3584   | 1741   | 2390   | 2389   | 1666   | 2804   | 823    | 1218   | 815       | 577             | 1033       | 593        | 287    | 502           | 565           | 439      | 507                | 307        | 726        | 169              |
|   | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0% | 300.0%    | 300.0%          | 300.0%     | 300.0%     | 300.0% | 300.0%        | 300.0%        | 300.0%   | 300.0%             | 300.0%     | 300.0%     | 300.0%           |

Survation.

# EU Referendum Attitudes Poll

Table 92

## Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Summary (% ranked top three)

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156   | 771            | 502    | 143    | 181    | 194    | 284          | 784              | 493    | 110    | 170    | 185    | 343       | 587                            | 640    | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173   | 834            | 512    | 149    | 165    | 145    | 292          | 835              | 496    | 107    | 161    | 146    | 340       | 589                            | 620    | 964       | 0                          | 0              | 1210                                 |
| Only by remaining in the EU can we prevent international conflict.  | 392    | 136            | 99     | 19     | 32     | 18     | 73           | 141              | 84     | 19     | 32     | 21     | 69        | 110                            | 120    | 161       | -                          | -              | 230                                  |
|   | 18.0%  | 16.3%          | 19.2%  | 13.1%  | 19.6%  | 12.2%  | 25.1%        | 16.9%            | 16.8%  | 17.9%  | 20.0%  | 14.4%  | 20.2%     | 18.7%                          | 19.4%  | 16.7%     | -                          | -              | 19.0%                                |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 484    | 129            | 134    | 44     | 49     | 39     | 62           | 116              | 139    | 29     | 47     | 41     | 93        | 140                            | 124    | 221       | -                          | -              | 263                                  |
|   | 22.3%  | 15.4%          | 26.2%  | 29.5%  | 29.8%  | 26.6%  | 21.2%        | 13.9%            | 28.1%  | 28.9%  | 28.9%  | 27.9%  | 27.4%     | 23.7%                          | 19.9%  | 22.9%     | -                          | -              | 21.8%                                |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 850    | 350            | 194    | 52     | 74     | 42     | 114          | 353              | 180    | 38     | 66     | 54     | 131       | 222                            | 276    | 352       | -                          | -              | 498                                  |
|   | 39.1%  | 41.9%          | 37.8%  | 35.3%  | 45.1%  | 29.0%  | 39.1%        | 42.2%            | 36.3%  | 35.5%  | 40.7%  | 36.7%  | 38.5%     | 37.7%                          | 44.5%  | 36.5%     | -                          | -              | 41.2%                                |
| Leaving the EU would diminish British influence on the world stage  | 591    | 272            | 135    | 34     | 40     | 37     | 55           | 265              | 125    | 24     | 41     | 38     | 70        | 175                            | 172    | 243       | -                          | -              | 348                                  |
|   | 27.2%  | 32.6%          | 26.3%  | 22.8%  | 24.5%  | 25.4%  | 18.7%        | 31.7%            | 25.3%  | 22.4%  | 25.6%  | 26.0%  | 20.6%     | 29.7%                          | 27.8%  | 25.2%     | -                          | -              | 28.7%                                |
| The UK would lose 3 million jobs if it left the EU.   | 835    | 297            | 212    | 59     | 47     | 61     | 133          | 307              | 214    | 37     | 46     | 63     | 134       | 239                            | 218    | 378       | -                          | -              | 457                                  |
|   | 38.4%  | 35.6%          | 41.4%  | 39.7%  | 28.6%  | 42.1%  | 45.5%        | 36.8%            | 43.2%  | 35.1%  | 28.3%  | 43.0%  | 39.5%     | 40.6%                          | 35.2%  | 39.3%     | -                          | -              | 37.8%                                |
| President Obama wants the UK to remain in the EU  | 236    | 94             | 54     | 12     | 15     | 18     | 28           | 90               | 57     | 7      | 19     | 20     | 34        | 49                             | 74     | 113       | -                          | -              | 123                                  |
|   | 10.8%  | 11.2%          | 10.5%  | 8.4%   | 9.4%   | 12.6%  | 9.5%         | 10.7%            | 11.5%  | 6.7%   | 11.5%  | 13.6%  | 10.0%     | 8.3%                           | 11.9%  | 11.7%     | -                          | -              | 10.2%                                |
| The majority of businessmen/women think the UK should remain in the EU  | 654    | 295            | 128    | 49     | 45     | 39     | 76           | 295              | 128    | 28     | 44     | 32     | 101       | 183                            | 178    | 293       | -                          | -              | 361                                  |
|   | 30.1%  | 35.4%          | 24.9%  | 32.8%  | 27.0%  | 26.6%  | 26.1%        | 35.3%            | 25.7%  | 26.2%  | 27.6%  | 21.9%  | 29.6%     | 31.0%                          | 28.7%  | 30.4%     | -                          | -              | 29.8%                                |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 360    | 139            | 86     | 32     | 24     | 23     | 47           | 143              | 86     | 32     | 17     | 27     | 36        | 107                            | 86     | 167       | -                          | -              | 193                                  |
|   | 16.6%  | 16.6%          | 16.7%  | 21.6%  | 14.4%  | 16.0%  | 16.2%        | 17.1%            | 17.4%  | 29.5%  | 10.8%  | 18.7%  | 10.6%     | 18.1%                          | 13.8%  | 17.3%     | -                          | -              | 15.9%                                |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 850    | 340            | 169    | 67     | 77     | 59     | 106          | 337              | 175    | 48     | 73     | 51     | 138       | 192                            | 237    | 421       | -                          | -              | 429                                  |
|   | 39.1%  | 40.7%          | 33.0%  | 45.3%  | 46.6%  | 40.5%  | 36.5%        | 40.4%            | 35.2%  | 44.9%  | 45.0%  | 35.1%  | 40.6%     | 32.6%                          | 38.2%  | 43.7%     | -                          | -              | 35.5%                                |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 495    | 171            | 154    | 22     | 34     | 36     | 57           | 165              | 134    | 20     | 38     | 31     | 86        | 145                            | 146    | 204       | -                          | -              | 291                                  |
|   | 22.8%  | 20.5%          | 30.0%  | 15.1%  | 20.6%  | 24.5%  | 19.6%        | 19.8%            | 27.1%  | 19.2%  | 23.3%  | 21.5%  | 25.2%     | 24.7%                          | 23.5%  | 21.1%     | -                          | -              | 24.1%                                |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 774    | 280            | 174    | 54     | 57     | 64     | 124          | 293              | 166    | 38     | 62     | 60     | 129       | 206                            | 230    | 338       | -                          | -              | 436                                  |
|   | 35.6%  | 33.6%          | 33.9%  | 36.5%  | 34.4%  | 44.3%  | 42.3%        | 35.1%            | 33.5%  | 35.6%  | 38.3%  | 41.2%  | 37.9%     | 34.9%                          | 37.1%  | 35.0%     | -                          | -              | 36.0%                                |
| SIGMA   | 6520   | 2501           | 1537   | 446    | 496    | 436    | 876          | 2505             | 1488   | 320    | 484    | 439    | 1020      | 1768                           | 1861   | 2891      | -                          | -              | 3629                                 |
|   | 300.0% | 300.0%         | 300.0% | 300.0% | 300.0% | 300.0% | 300.0%       | 300.0%           | 300.0% | 300.0% | 300.0% | 300.0% | 300.0%    | 300.0%                         | 300.0% | 300.0%    | -                          | -              | 300.0%                               |

Survation.

# EU Referendum Attitudes Poll

Table 93

Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Ranking

|   | Totals | Gender |        | Age   |       |       | SEG   |       |       |       | Region 12 |                 |            |            |       |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-----------|-----------------|------------|------------|-------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34 | 35-54 | 55+   | AB    | C1    | C2    | DE    | London    | East of England | South East | South West | Wales | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 2156   | 904    | 1252   | 483   | 813   | 860   | 568   | 912   | 297   | 374   | 175       | 192             | 386        | 198        | 277   | 159           | 169           | 135      | 117                | 90         | 222        | 36               |
| Weighted Total  | 2173   | 979    | 1195   | 580   | 797   | 796   | 555   | 935   | 274   | 406   | 272       | 192             | 344        | 198        | 96    | 167           | 188           | 146      | 169                | 102        | 242        | 56               |
| Only by remaining in the EU can we prevent international conflict.  | 8.2%   | 8.0%   | 8.4%   | 9.1%  | 7.6%  | 8.2%  | 8.0%  | 8.2%  | 8.4%  | 8.4%  | 8.1%      | 8.2%            | 8.0%       | 8.6%       | 8.4%  | 7.8%          | 8.8%          | 8.5%     | 8.1%               | 7.9%       | 8.2%       | 7.7%             |
| Leaving the EU would diminish British influence on the world stage  | 9.5%   | 9.6%   | 9.4%   | 9.5%  | 9.7%  | 9.3%  | 9.6%  | 9.6%  | 9.7%  | 9.0%  | 9.5%      | 9.4%            | 9.4%       | 9.1%       | 9.6%  | 9.4%          | 9.6%          | 9.2%     | 9.6%               | 10.2%      | 9.3%       | 10.4%            |
| The UK would lose 3 million jobs if it left the EU.   | 10.5%  | 10.3%  | 10.7%  | 11.4% | 10.5% | 9.9%  | 10.4% | 10.5% | 10.4% | 10.8% | 11.1%     | 10.4%           | 10.5%      | 10.3%      | 10.4% | 9.9%          | 10.6%         | 10.7%    | 10.4%              | 10.2%      | 10.4%      | 12.4%            |
| President Obama wants the UK to remain in the EU  | 5.2%   | 5.7%   | 4.9%   | 5.4%  | 5.7%  | 4.7%  | 5.0%  | 5.2%  | 5.4%  | 5.5%  | 5.4%      | 4.9%            | 5.2%       | 5.9%       | 4.7%  | 5.3%          | 5.6%          | 5.4%     | 4.8%               | 5.4%       | 4.8%       | 5.1%             |
| The majority of businessmen/women think the UK should remain in the EU  | 9.3%   | 10.2%  | 8.6%   | 7.8%  | 9.4%  | 10.4% | 10.0% | 9.1%  | 9.2%  | 9.0%  | 9.4%      | 9.1%            | 9.1%       | 9.8%       | 9.4%  | 9.4%          | 9.4%          | 9.5%     | 9.2%               | 8.8%       | 9.8%       | 7.5%             |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 7.4%   | 7.6%   | 7.2%   | 7.9%  | 7.5%  | 6.9%  | 7.9%  | 7.3%  | 7.0%  | 7.1%  | 8.2%      | 7.7%            | 7.5%       | 6.7%       | 7.6%  | 6.9%          | 7.4%          | 7.3%     | 7.1%               | 6.8%       | 7.5%       | 6.0%             |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 10.7%  | 10.5%  | 10.9%  | 9.9%  | 10.9% | 11.1% | 10.4% | 10.9% | 10.8% | 10.6% | 10.0%     | 10.8%           | 10.7%      | 10.7%      | 10.5% | 11.3%         | 10.4%         | 9.8%     | 11.4%              | 10.9%      | 11.6%      | 10.5%            |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 9.0%   | 8.8%   | 9.2%   | 9.0%  | 8.9%  | 9.1%  | 8.8%  | 8.9%  | 9.1%  | 9.5%  | 8.5%      | 8.6%            | 9.1%       | 9.5%       | 9.1%  | 9.8%          | 9.1%          | 9.1%     | 8.9%               | 9.3%       | 8.9%       | 7.6%             |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 10.3%  | 10.2%  | 10.5%  | 10.0% | 10.3% | 10.6% | 10.4% | 10.4% | 10.3% | 10.1% | 9.9%      | 11.1%           | 10.3%      | 9.8%       | 10.5% | 10.2%         | 10.2%         | 10.8%    | 10.7%              | 10.3%      | 9.9%       | 12.1%            |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 8.9%   | 8.6%   | 9.1%   | 9.4%  | 9.0%  | 8.4%  | 8.4%  | 8.9%  | 8.9%  | 9.4%  | 9.2%      | 8.8%            | 8.8%       | 8.2%       | 9.4%  | 8.7%          | 8.6%          | 8.8%     | 9.1%               | 9.8%       | 8.8%       | 9.0%             |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 10.9%  | 10.6%  | 11.2%  | 10.6% | 10.6% | 11.4% | 11.2% | 11.0% | 10.8% | 10.5% | 10.8%     | 11.1%           | 11.4%      | 11.4%      | 10.4% | 11.3%         | 10.2%         | 10.6%    | 10.5%              | 10.4%      | 10.8%      | 11.7%            |

Survation.



## EU Referendum Attitudes Poll

Table 94

Q11. Normal weightings

Q11. Here are some possible arguments people might make for wanting to stay in the EU. Please rank them from the argument most likely to make you want to vote to stay in the EU at the top, to the argument least likely to make you want to vote to stay in the EU at the bottom.

Base: Undecided or will consider switching vote based on renegotiation

Ranking

|   | Totals | 2015 Past Vote |       |       |       |       |              | Voting Intention |       |       |       |       |           | EU Referendum Voting Intention |       |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|-------|-------|-------|-------|--------------|------------------|-------|-------|-------|-------|-----------|--------------------------------|-------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB   | LD    | UKIP  | Other | Did Not Vote | CON              | LAB   | LD    | UKIP  | OTHER | Undecided | Yes                            | No    | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 2156   | 771            | 502   | 143   | 181   | 194   | 284          | 784              | 493   | 110   | 170   | 185   | 343       | 587                            | 640   | 929       | 0                          | 0              | 1227                                 |
| Weighted Total  | 2173   | 834            | 512   | 149   | 165   | 145   | 292          | 835              | 496   | 107   | 161   | 146   | 340       | 589                            | 620   | 964       | 0                          | 0              | 1210                                 |
| Only by remaining in the EU can we prevent international conflict.  | 8.2%   | 8.2%           | 8.4%  | 7.1%  | 8.0%  | 7.9%  | 8.6%         | 8.1%             | 8.2%  | 8.0%  | 8.3%  | 8.3%  | 8.1%      | 8.2%                           | 8.4%  | 8.1%      | 0.0%                       | 0.0%           | 8.3%                                 |
| Leaving the EU would diminish British influence on the world stage  | 9.5%   | 9.9%           | 9.6%  | 8.6%  | 9.2%  | 8.7%  | 9.0%         | 9.9%             | 9.5%  | 8.6%  | 9.2%  | 8.5%  | 9.2%      | 9.7%                           | 9.5%  | 9.3%      | 0.0%                       | 0.0%           | 9.6%                                 |
| The UK would lose 3 million jobs if it left the EU.   | 10.5%  | 10.2%          | 10.8% | 10.8% | 9.5%  | 11.1% | 11.3%        | 10.3%            | 11.0% | 10.3% | 9.8%  | 10.7% | 10.6%     | 10.9%                          | 10.0% | 10.6%     | 0.0%                       | 0.0%           | 10.4%                                |
| President Obama wants the UK to remain in the EU  | 5.2%   | 5.2%           | 5.2%  | 4.7%  | 5.1%  | 5.2%  | 5.5%         | 5.0%             | 5.6%  | 4.8%  | 5.4%  | 5.4%  | 5.0%      | 4.9%                           | 5.2%  | 5.4%      | 0.0%                       | 0.0%           | 5.1%                                 |
| The majority of businessmen/women think the UK should remain in the EU  | 9.3%   | 10.0%          | 8.8%  | 9.7%  | 9.2%  | 9.0%  | 8.3%         | 9.9%             | 8.7%  | 9.1%  | 9.4%  | 8.4%  | 9.2%      | 9.3%                           | 9.3%  | 9.3%      | 0.0%                       | 0.0%           | 9.3%                                 |
| If we leave the EU, we would lose out on the skilled immigrants that our economy needs                                  | 7.4%   | 7.2%           | 7.5%  | 8.3%  | 7.2%  | 7.8%  | 7.0%         | 7.3%             | 7.5%  | 8.7%  | 6.6%  | 8.1%  | 6.8%      | 7.7%                           | 6.8%  | 7.6%      | 0.0%                       | 0.0%           | 7.2%                                 |
| There is uncertainty of what leaving the EU would mean. It's too risky  | 10.7%  | 11.0%          | 10.0% | 10.9% | 11.3% | 11.1% | 10.6%        | 11.0%            | 10.1% | 10.5% | 11.1% | 10.2% | 11.1%     | 10.2%                          | 10.7% | 11.1%     | 0.0%                       | 0.0%           | 10.4%                                |
| Only by being in the EU can we deal effectively with international crime and terrorism                                  | 9.0%   | 8.8%           | 9.5%  | 8.8%  | 8.7%  | 9.0%  | 9.0%         | 8.8%             | 9.4%  | 9.1%  | 8.7%  | 9.2%  | 9.3%      | 9.2%                           | 9.3%  | 8.7%      | 0.0%                       | 0.0%           | 9.3%                                 |
| It would become harder for British citizens to travel, live and find work in other European countries if we left the EU | 10.3%  | 10.2%          | 10.1% | 10.6% | 10.2% | 11.0% | 10.9%        | 10.3%            | 10.1% | 10.5% | 10.4% | 10.9% | 10.4%     | 10.4%                          | 10.5% | 10.2%     | 0.0%                       | 0.0%           | 10.4%                                |
| The EU forces the UK government to act responsibly on issues such as workers' rights and the environment.               | 8.9%   | 8.0%           | 9.5%  | 9.5%  | 9.7%  | 9.3%  | 9.0%         | 7.9%             | 9.6%  | 9.6%  | 10.0% | 9.5%  | 9.2%      | 9.0%                           | 8.6%  | 9.0%      | 0.0%                       | 0.0%           | 8.8%                                 |
| Leaving the EU would mean still being affected by EU decisions, but with no say in how they are made                    | 10.9%  | 11.3%          | 10.5% | 11.1% | 11.9% | 10.0% | 10.8%        | 11.4%            | 10.3% | 10.8% | 11.2% | 10.8% | 11.0%     | 10.5%                          | 11.7% | 10.6%     | 0.0%                       | 0.0%           | 11.1%                                |

Survation.

EU Referendum Attitudes Poll

Table 95  
Q12. Normal weightings  
Q12. Do you think the referendum will be a “fair” referendum?  
Base: All Respondents

Unweighted Total  
Weighted Total  
Yes  
  
No  
  
Dont know  
  
SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 1847   | 1048   | 800    | 524    | 657    | 666    | 632    | 737    | 232    | 243    | 263       | 176             | 285        | 135        | 87     | 135           | 124           | 182      | 151                | 59         | 208        | 41               |
| 36.9%  | 43.1%  | 31.0%  | 36.6%  | 37.0%  | 37.0%  | 46.2%  | 36.2%  | 34.4%  | 26.3%  | 41.2%     | 37.8%           | 41.4%      | 31.9%      | 36.2%  | 37.4%         | 27.8%         | 43.1%    | 36.6%              | 28.8%      | 37.0%      | 29.3%            |
| 1202   | 623    | 579    | 317    | 434    | 450    | 298    | 463    | 169    | 271    | 123       | 107             | 151        | 110        | 51     | 93            | 107           | 112      | 101                | 57         | 149        | 42               |
| 24.0%  | 25.6%  | 22.5%  | 22.2%  | 24.4%  | 25.0%  | 21.7%  | 22.8%  | 25.1%  | 29.3%  | 19.3%     | 22.9%           | 22.0%      | 26.0%      | 21.0%  | 25.8%         | 23.9%         | 26.5%    | 24.5%              | 27.6%      | 26.5%      | 30.3%            |
| 1959   | 760    | 1199   | 589    | 685    | 686    | 439    | 834    | 272    | 412    | 253       | 183             | 252        | 178        | 103    | 133           | 216           | 128      | 161                | 90         | 206        | 56               |
| 39.1%  | 31.3%  | 46.5%  | 41.2%  | 38.6%  | 38.0%  | 32.1%  | 41.0%  | 40.4%  | 44.5%  | 39.5%     | 39.3%           | 36.6%      | 42.1%      | 42.9%  | 36.8%         | 48.3%         | 30.4%    | 39.0%              | 43.6%      | 36.5%      | 40.4%            |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 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 Attitudes Poll

Table 96  
Q12. Normal weightings  
Q12. Do you think the referendum will be a “fair” referendum?  
Base: All Respondents

Unweighted Total  
Weighted Total  
Yes  
  
No  
  
Dont know  
  
SIGMA

| Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 1847   | 782            | 450    | 130    | 101    | 137    | 208          | 823              | 454    | 115    | 122    | 154    | 117       | 1022                           | 479    | 308       | 694                        | 280            | 527                                  |
| 36.9%  | 50.8%          | 35.2%  | 39.9%  | 19.2%  | 33.1%  | 26.7%        | 52.1%            | 34.9%  | 43.0%  | 21.5%  | 34.5%  | 21.5%     | 48.5%                          | 28.1%  | 32.0%     | 47.1%                      | 24.7%          | 43.6%                                |
| 1202   | 227            | 324    | 57     | 252    | 128    | 186          | 238              | 325    | 50     | 266    | 126    | 122       | 343                            | 675    | 134       | 257                        | 522            | 239                                  |
| 24.0%  | 14.7%          | 25.3%  | 17.6%  | 47.9%  | 31.1%  | 23.9%        | 15.0%            | 25.0%  | 18.8%  | 46.9%  | 28.2%  | 22.4%     | 16.3%                          | 39.6%  | 13.9%     | 17.4%                      | 46.2%          | 19.8%                                |
| 1959   | 532            | 503    | 138    | 174    | 147    | 385          | 519              | 520    | 102    | 180    | 167    | 306       | 744                            | 550    | 521       | 521                        | 328            | 444                                  |
| 39.1%  | 34.5%          | 39.4%  | 42.4%  | 33.0%  | 35.7%  | 49.4%        | 32.9%            | 40.0%  | 38.2%  | 31.6%  | 37.4%  | 56.0%     | 35.3%                          | 32.3%  | 54.1%     | 35.4%                      | 29.1%          | 36.7%                                |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 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.

Table 97  
Q13. Normal weightings  
Q13. How much might the views of each of the following influence the way you would vote in the referendum?  
Base: All Respondents  
UK politicians

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 824    | 412    | 412    | 360    | 258    | 207    | 237    | 338    | 111    | 138    | 161       | 67              | 109        | 61         | 39     | 59            | 75            | 52       | 61                 | 26         | 96         | 20               |
|                         | 16.5%  | 17.0%  | 16.0%  | 25.2%  | 14.5%  | 11.5%  | 17.3%  | 16.6%  | 16.5%  | 14.9%  | 25.1%     | 14.3%           | 15.9%      | 14.4%      | 16.0%  | 16.3%         | 16.7%         | 12.3%    | 14.8%              | 12.5%      | 17.0%      | 14.4%            |
| Influence quite a bit   | 1802   | 857    | 945    | 523    | 677    | 602    | 565    | 711    | 232    | 292    | 248       | 163             | 259        | 151        | 91     | 121           | 165           | 138      | 127                | 76         | 215        | 49               |
|                         | 36.0%  | 35.3%  | 36.7%  | 36.6%  | 38.1%  | 33.4%  | 41.3%  | 35.0%  | 34.4%  | 31.5%  | 38.8%     | 35.0%           | 37.7%      | 35.8%      | 37.7%  | 33.4%         | 37.0%         | 32.6%    | 30.8%              | 36.8%      | 38.1%      | 35.1%            |
| Not influence very much | 1322   | 608    | 714    | 356    | 464    | 502    | 344    | 565    | 164    | 248    | 141       | 133             | 171        | 115        | 56     | 102           | 115           | 103      | 141                | 64         | 136        | 45               |
|                         | 26.4%  | 25.0%  | 27.7%  | 24.9%  | 26.1%  | 27.8%  | 25.1%  | 27.8%  | 24.4%  | 26.7%  | 22.1%     | 28.6%           | 24.9%      | 27.2%      | 23.3%  | 28.2%         | 25.7%         | 24.4%    | 34.0%              | 30.9%      | 24.3%      | 32.4%            |
| Not influence at all    | 1060   | 553    | 506    | 191    | 377    | 492    | 223    | 420    | 166    | 249    | 89        | 103             | 148        | 96         | 56     | 80            | 92            | 129      | 84                 | 41         | 116        | 25               |
|                         | 21.2%  | 22.8%  | 19.6%  | 13.4%  | 21.2%  | 27.3%  | 16.3%  | 20.7%  | 24.7%  | 26.9%  | 14.0%     | 22.1%           | 21.5%      | 22.6%      | 23.1%  | 22.2%         | 20.6%         | 30.7%    | 20.4%              | 19.8%      | 20.6%      | 18.1%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 98

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

UK politicians

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 824    | 324            | 190    | 52     | 56     | 54     | 119          | 328              | 212    | 53     | 73     | 49     | 76        | 447                            | 205    | 146       | 283                        | 149            | 220                                  |
|                         | 16.5%  | 21.0%          | 14.9%  | 15.9%  | 10.7%  | 13.2%  | 15.3%        | 20.8%            | 16.4%  | 19.8%  | 12.8%  | 10.9%  | 13.9%     | 21.2%                          | 12.0%  | 15.1%     | 19.2%                      | 13.2%          | 18.2%                                |
| Influence quite a bit   | 1802   | 635            | 496    | 144    | 134    | 120    | 236          | 674              | 487    | 113    | 138    | 136    | 201       | 859                            | 470    | 422       | 549                        | 238            | 542                                  |
|                         | 36.0%  | 41.2%          | 38.9%  | 44.3%  | 25.4%  | 29.1%  | 30.3%        | 42.6%            | 37.5%  | 42.4%  | 24.2%  | 30.3%  | 36.9%     | 40.7%                          | 27.6%  | 43.8%     | 37.3%                      | 21.1%          | 44.8%                                |
| Not influence very much | 1322   | 369            | 329    | 82     | 157    | 120    | 215          | 377              | 332    | 61     | 167    | 137    | 156       | 484                            | 483    | 282       | 369                        | 309            | 290                                  |
|                         | 26.4%  | 23.9%          | 25.7%  | 25.2%  | 29.9%  | 29.1%  | 27.5%        | 23.8%            | 25.6%  | 22.7%  | 29.4%  | 30.5%  | 28.5%     | 23.0%                          | 28.4%  | 29.3%     | 25.0%                      | 27.3%          | 24.0%                                |
| Not influence at all    | 1060   | 213            | 261    | 48     | 179    | 118    | 210          | 202              | 268    | 40     | 190    | 127    | 113       | 319                            | 546    | 113       | 272                        | 435            | 158                                  |
|                         | 21.2%  | 13.8%          | 20.5%  | 14.6%  | 34.0%  | 28.6%  | 26.9%        | 12.8%            | 20.6%  | 15.1%  | 33.5%  | 28.3%  | 20.7%     | 15.1%                          | 32.0%  | 11.8%     | 18.5%                      | 38.4%          | 13.1%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 99

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Trade union leaders

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 390    | 198    | 192    | 208    | 124    | 59     | 136    | 141    | 46     | 67     | 95        | 32              | 42         | 19         | 22     | 19            | 34            | 33       | 35                 | 14         | 39         | 8                |
|                         | 7.8%   | 8.2%   | 7.5%   | 14.6%  | 7.0%   | 3.2%   | 10.0%  | 6.9%   | 6.8%   | 7.3%   | 14.9%     | 6.8%            | 6.0%       | 4.6%       | 9.0%   | 5.2%          | 7.7%          | 7.9%     | 8.4%               | 6.8%       | 6.9%       | 5.5%             |
| Influence quite a bit   | 1273   | 564    | 709    | 514    | 448    | 311    | 314    | 498    | 186    | 275    | 192       | 101             | 158        | 102        | 52     | 104           | 119           | 83       | 120                | 52         | 152        | 38               |
|                         | 25.4%  | 23.2%  | 27.5%  | 36.0%  | 25.2%  | 17.3%  | 22.9%  | 24.5%  | 27.6%  | 29.7%  | 30.0%     | 21.7%           | 23.0%      | 24.2%      | 21.7%  | 28.7%         | 26.7%         | 19.8%    | 29.1%              | 25.1%      | 27.0%      | 27.1%            |
| Not influence very much | 1466   | 639    | 827    | 432    | 556    | 478    | 378    | 614    | 189    | 284    | 176       | 140             | 217        | 127        | 75     | 107           | 117           | 125      | 102                | 71         | 167        | 41               |
|                         | 29.3%  | 26.3%  | 32.1%  | 30.2%  | 31.3%  | 26.5%  | 27.6%  | 30.2%  | 28.1%  | 30.6%  | 27.6%     | 30.1%           | 31.6%      | 30.1%      | 31.1%  | 29.6%         | 26.2%         | 29.6%    | 24.8%              | 34.3%      | 29.7%      | 29.4%            |
| Not influence at all    | 1878   | 1029   | 849    | 276    | 647    | 955    | 542    | 781    | 252    | 300    | 176       | 193             | 271        | 173        | 92     | 132           | 177           | 180      | 156                | 70         | 205        | 53               |
|                         | 37.5%  | 42.3%  | 32.9%  | 19.3%  | 36.5%  | 53.0%  | 39.6%  | 38.4%  | 37.4%  | 32.4%  | 27.6%     | 41.4%           | 39.4%      | 41.0%      | 38.2%  | 36.6%         | 39.5%         | 42.7%    | 37.7%              | 33.7%      | 36.4%      | 38.1%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 100

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Trade union leaders

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 390    | 103            | 119    | 17     | 19     | 44     | 80           | 115              | 135    | 20     | 35     | 33     | 25        | 243                            | 81     | 51        | 164                        | 72             | 87                                   |
|                         | 7.8%   | 6.7%           | 9.3%   | 5.2%   | 3.5%   | 10.6%  | 10.2%        | 7.3%             | 10.4%  | 7.5%   | 6.2%   | 7.4%   | 4.6%      | 11.5%                          | 4.7%   | 5.2%      | 11.1%                      | 6.4%           | 7.2%                                 |
| Influence quite a bit   | 1273   | 296            | 453    | 73     | 98     | 105    | 215          | 285              | 480    | 70     | 118    | 112    | 160       | 635                            | 323    | 271       | 429                        | 199            | 330                                  |
|                         | 25.4%  | 19.2%          | 35.5%  | 22.6%  | 18.5%  | 25.6%  | 27.6%        | 18.0%            | 36.9%  | 26.0%  | 20.9%  | 25.1%  | 29.3%     | 30.1%                          | 18.9%  | 28.1%     | 29.1%                      | 17.6%          | 27.2%                                |
| Not influence very much | 1466   | 425            | 392    | 110    | 126    | 123    | 237          | 443              | 382    | 93     | 114    | 149    | 199       | 607                            | 428    | 362       | 402                        | 251            | 383                                  |
|                         | 29.3%  | 27.6%          | 30.7%  | 33.7%  | 23.9%  | 29.9%  | 30.4%        | 28.0%            | 29.4%  | 34.7%  | 20.0%  | 33.2%  | 36.5%     | 28.8%                          | 25.1%  | 37.5%     | 27.3%                      | 22.2%          | 31.6%                                |
| Not influence at all    | 1878   | 718            | 313    | 125    | 285    | 140    | 248          | 738              | 302    | 85     | 301    | 154    | 161       | 624                            | 872    | 281       | 478                        | 608            | 411                                  |
|                         | 37.5%  | 46.6%          | 24.5%  | 38.4%  | 54.0%  | 33.9%  | 31.8%        | 46.7%            | 23.3%  | 31.7%  | 52.9%  | 34.3%  | 29.5%     | 29.6%                          | 51.2%  | 29.1%     | 32.5%                      | 53.8%          | 33.9%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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.

Table 101  
Q13. Normal weightings  
Q13. How much might the views of each of the following influence the way you would vote in the referendum?  
Base: All Respondents  
UK business leaders

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 887    | 511    | 376    | 307    | 287    | 292    | 333    | 319    | 119    | 115    | 168       | 71              | 116        | 63         | 39     | 67            | 77            | 63       | 75                 | 30         | 104        | 15               |
|                         | 17.7%  | 21.0%  | 14.6%  | 21.5%  | 16.2%  | 16.2%  | 24.3%  | 15.7%  | 17.7%  | 12.5%  | 26.3%     | 15.1%           | 16.8%      | 14.9%      | 16.0%  | 18.5%         | 17.3%         | 15.0%    | 18.2%              | 14.4%      | 18.4%      | 10.5%            |
| Influence quite a bit   | 1955   | 953    | 1001   | 559    | 719    | 677    | 571    | 800    | 254    | 326    | 259       | 175             | 282        | 167        | 101    | 140           | 175           | 152      | 139                | 88         | 217        | 59               |
|                         | 39.0%  | 39.2%  | 38.9%  | 39.1%  | 40.5%  | 37.6%  | 41.7%  | 39.3%  | 37.8%  | 35.2%  | 40.6%     | 37.4%           | 41.0%      | 39.5%      | 41.8%  | 38.7%         | 39.2%         | 36.0%    | 33.7%              | 42.7%      | 38.6%      | 42.9%            |
| Not influence very much | 1174   | 486    | 687    | 375    | 404    | 395    | 264    | 500    | 157    | 252    | 131       | 114             | 151        | 104        | 52     | 92            | 111           | 93       | 102                | 50         | 128        | 44               |
|                         | 23.4%  | 20.0%  | 26.7%  | 26.2%  | 22.7%  | 21.9%  | 19.3%  | 24.6%  | 23.3%  | 27.2%  | 20.5%     | 24.4%           | 21.9%      | 24.7%      | 21.6%  | 25.5%         | 24.8%         | 22.0%    | 24.7%              | 24.5%      | 22.8%      | 32.1%            |
| Not influence at all    | 993    | 480    | 513    | 190    | 366    | 437    | 201    | 416    | 142    | 233    | 81        | 107             | 139        | 88         | 50     | 63            | 84            | 113      | 96                 | 38         | 114        | 20               |
|                         | 19.8%  | 19.8%  | 19.9%  | 13.3%  | 20.6%  | 24.3%  | 14.7%  | 20.4%  | 21.1%  | 25.1%  | 12.6%     | 23.0%           | 20.2%      | 20.9%      | 20.6%  | 17.3%         | 18.8%         | 26.9%    | 23.3%              | 18.4%      | 20.2%      | 14.5%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 102

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

UK business leaders

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 887    | 403            | 202    | 59     | 49     | 60     | 96           | 407              | 202    | 52     | 62     | 54     | 72        | 501                            | 191    | 167       | 306                        | 118            | 269                                  |
|                         | 17.7%  | 26.1%          | 15.8%  | 18.1%  | 9.3%   | 14.5%  | 12.3%        | 25.8%            | 15.6%  | 19.4%  | 11.0%  | 12.2%  | 13.2%     | 23.7%                          | 11.2%  | 17.3%     | 20.8%                      | 10.4%          | 22.2%                                |
| Influence quite a bit   | 1955   | 645            | 506    | 149    | 167    | 134    | 294          | 680              | 503    | 121    | 175    | 145    | 248       | 871                            | 564    | 460       | 575                        | 295            | 565                                  |
|                         | 39.0%  | 41.8%          | 39.7%  | 45.8%  | 31.7%  | 32.4%  | 37.8%        | 43.0%            | 38.8%  | 45.3%  | 30.8%  | 32.3%  | 45.4%     | 41.3%                          | 33.1%  | 47.8%     | 39.1%                      | 26.1%          | 46.7%                                |
| Not influence very much | 1174   | 279            | 321    | 76     | 132    | 118    | 203          | 290              | 328    | 68     | 137    | 138    | 142       | 423                            | 449    | 240       | 326                        | 299            | 248                                  |
|                         | 23.4%  | 18.1%          | 25.2%  | 23.5%  | 25.0%  | 28.5%  | 26.0%        | 18.3%            | 25.3%  | 25.3%  | 24.1%  | 30.7%  | 26.1%     | 20.1%                          | 26.4%  | 24.9%     | 22.1%                      | 26.4%          | 20.5%                                |
| Not influence at all    | 993    | 215            | 247    | 41     | 179    | 101    | 187          | 204              | 265    | 27     | 194    | 111    | 84        | 313                            | 499    | 97        | 266                        | 419            | 128                                  |
|                         | 19.8%  | 14.0%          | 19.3%  | 12.6%  | 34.0%  | 24.5%  | 23.9%        | 12.9%            | 20.4%  | 10.0%  | 34.2%  | 24.8%  | 15.3%     | 14.9%                          | 29.3%  | 10.1%     | 18.1%                      | 37.0%          | 10.6%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 103  
Q13. Normal weightings  
Q13. How much might the views of each of the following influence the way you would vote in the referendum?  
Base: All Respondents  
British sports stars

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 256    | 140    | 116    | 159    | 84     | 13     | 112    | 71     | 32     | 40     | 82        | 12              | 35         | 9          | 6      | 21            | 22            | 18       | 14                 | 8          | 23         | 5                |
|                         | 5.1%   | 5.7%   | 4.5%   | 11.1%  | 4.7%   | 0.7%   | 8.2%   | 3.5%   | 4.8%   | 4.4%   | 12.8%     | 2.6%            | 5.1%       | 2.0%       | 2.6%   | 5.7%          | 5.0%          | 4.3%     | 3.5%               | 3.8%       | 4.1%       | 3.8%             |
| Influence quite a bit   | 527    | 271    | 256    | 278    | 200    | 50     | 147    | 175    | 87     | 117    | 107       | 50              | 61         | 37         | 21     | 40            | 49            | 32       | 32                 | 20         | 68         | 11               |
|                         | 10.5%  | 11.1%  | 9.9%   | 19.4%  | 11.2%  | 2.8%   | 10.8%  | 8.6%   | 12.9%  | 12.7%  | 16.7%     | 10.8%           | 8.9%       | 8.7%       | 8.6%   | 11.0%         | 11.1%         | 7.6%     | 7.7%               | 9.6%       | 12.0%      | 8.0%             |
| Not influence very much | 1190   | 487    | 704    | 435    | 454    | 301    | 271    | 504    | 175    | 239    | 143       | 99              | 173        | 86         | 55     | 89            | 125           | 84       | 98                 | 63         | 143        | 32               |
|                         | 23.8%  | 20.0%  | 27.3%  | 30.4%  | 25.6%  | 16.7%  | 19.8%  | 24.8%  | 26.0%  | 25.8%  | 22.3%     | 21.2%           | 25.1%      | 20.5%      | 22.9%  | 24.7%         | 27.8%         | 19.9%    | 23.6%              | 30.5%      | 25.5%      | 23.4%            |
| Not influence at all    | 3035   | 1534   | 1501   | 558    | 1039   | 1439   | 839    | 1284   | 379    | 529    | 308       | 305             | 419        | 290        | 159    | 212           | 251           | 288      | 269                | 116        | 329        | 90               |
|                         | 60.6%  | 63.1%  | 58.3%  | 39.0%  | 58.5%  | 79.8%  | 61.3%  | 63.1%  | 56.3%  | 57.1%  | 48.1%     | 65.4%           | 60.9%      | 68.8%      | 65.9%  | 58.5%         | 56.1%         | 68.2%    | 65.3%              | 56.1%      | 58.4%      | 64.8%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 104

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

British sports stars

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 256    | 89             | 76     | 12     | 10     | 24     | 36           | 92               | 89     | 12     | 12     | 18     | 13        | 192                            | 29     | 19        | 129                        | 44             | 48                                   |
|                         | 5.1%   | 5.8%           | 5.9%   | 3.8%   | 1.9%   | 5.9%   | 4.6%         | 5.8%             | 6.8%   | 4.5%   | 2.2%   | 4.1%   | 2.4%      | 9.1%                           | 1.7%   | 2.0%      | 8.8%                       | 3.9%           | 3.9%                                 |
| Influence quite a bit   | 527    | 135            | 165    | 21     | 37     | 38     | 113          | 139              | 187    | 30     | 58     | 28     | 43        | 233                            | 147    | 114       | 162                        | 96             | 123                                  |
|                         | 10.5%  | 8.8%           | 12.9%  | 6.6%   | 6.9%   | 9.3%   | 14.4%        | 8.8%             | 14.4%  | 11.2%  | 10.1%  | 6.4%   | 7.9%      | 11.0%                          | 8.6%   | 11.8%     | 11.0%                      | 8.4%           | 10.1%                                |
| Not influence very much | 1190   | 343            | 327    | 62     | 84     | 91     | 242          | 351              | 332    | 55     | 101    | 105    | 177       | 491                            | 353    | 295       | 329                        | 227            | 287                                  |
|                         | 23.8%  | 22.3%          | 25.6%  | 18.9%  | 16.0%  | 22.2%  | 31.0%        | 22.2%            | 25.6%  | 20.7%  | 17.8%  | 23.5%  | 32.5%     | 23.3%                          | 20.7%  | 30.6%     | 22.4%                      | 20.1%          | 23.7%                                |
| Not influence at all    | 3035   | 974            | 709    | 230    | 396    | 258    | 390          | 999              | 691    | 170    | 397    | 296    | 312       | 1193                           | 1176   | 536       | 853                        | 764            | 752                                  |
|                         | 60.6%  | 63.2%          | 55.5%  | 70.7%  | 75.2%  | 62.6%  | 50.0%        | 63.2%            | 53.2%  | 63.5%  | 69.9%  | 66.1%  | 57.3%     | 56.6%                          | 69.0%  | 55.6%     | 57.9%                      | 67.6%          | 62.2%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 105

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Leading British musicians

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 248    | 131    | 118    | 148    | 82     | 18     | 114    | 63     | 28     | 43     | 75        | 18              | 30         | 11         | 8      | 17            | 19            | 21       | 17                 | 5          | 21         | 6                |
|                         | 5.0%   | 5.4%   | 4.6%   | 10.4%  | 4.6%   | 1.0%   | 8.3%   | 3.1%   | 4.2%   | 4.7%   | 11.7%     | 3.9%            | 4.3%       | 2.6%       | 3.4%   | 4.7%          | 4.2%          | 5.0%     | 4.1%               | 2.5%       | 3.7%       | 4.7%             |
| Influence quite a bit   | 565    | 271    | 294    | 315    | 189    | 61     | 167    | 199    | 82     | 117    | 103       | 68              | 70         | 42         | 28     | 39            | 51            | 28       | 25                 | 27         | 68         | 17               |
|                         | 11.3%  | 11.1%  | 11.4%  | 22.0%  | 10.7%  | 3.4%   | 12.2%  | 9.8%   | 12.2%  | 12.6%  | 16.1%     | 14.5%           | 10.2%      | 9.9%       | 11.4%  | 10.7%         | 11.3%         | 6.7%     | 6.1%               | 12.9%      | 12.1%      | 12.3%            |
| Not influence very much | 1212   | 489    | 724    | 436    | 472    | 305    | 262    | 509    | 177    | 263    | 163       | 94              | 167        | 85         | 51     | 91            | 125           | 93       | 110                | 52         | 150        | 32               |
|                         | 24.2%  | 20.1%  | 28.1%  | 30.5%  | 26.6%  | 16.9%  | 19.1%  | 25.0%  | 26.3%  | 28.4%  | 25.5%     | 20.3%           | 24.3%      | 20.0%      | 21.0%  | 25.0%         | 28.0%         | 22.0%    | 26.7%              | 25.3%      | 26.7%      | 22.8%            |
| Not influence at all    | 2982   | 1541   | 1441   | 531    | 1033   | 1419   | 826    | 1264   | 386    | 502    | 298       | 286             | 421        | 285        | 155    | 215           | 253           | 280      | 260                | 122        | 323        | 83               |
|                         | 59.5%  | 63.4%  | 55.9%  | 37.1%  | 58.2%  | 78.7%  | 60.3%  | 62.1%  | 57.3%  | 54.3%  | 46.7%     | 61.3%           | 61.2%      | 67.5%      | 64.2%  | 59.5%         | 56.5%         | 66.3%    | 63.1%              | 59.4%      | 57.4%      | 60.2%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 106

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Leading British musicians

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 248    | 91             | 64     | 7      | 12     | 28     | 40           | 95               | 76     | 12     | 13     | 19     | 14        | 154                            | 47     | 29        | 104                        | 43             | 54                                   |
|                         | 5.0%   | 5.9%           | 5.0%   | 2.1%   | 2.2%   | 6.9%   | 5.1%         | 6.0%             | 5.8%   | 4.7%   | 2.3%   | 4.3%   | 2.6%      | 7.3%                           | 2.7%   | 3.0%      | 7.1%                       | 3.8%           | 4.4%                                 |
| Influence quite a bit   | 565    | 134            | 194    | 29     | 34     | 38     | 112          | 144              | 221    | 33     | 43     | 45     | 53        | 269                            | 160    | 122       | 194                        | 117            | 117                                  |
|                         | 11.3%  | 8.7%           | 15.2%  | 8.9%   | 6.4%   | 9.2%   | 14.3%        | 9.1%             | 17.0%  | 12.2%  | 7.6%   | 10.2%  | 9.8%      | 12.7%                          | 9.4%   | 12.6%     | 13.2%                      | 10.4%          | 9.7%                                 |
| Not influence very much | 1212   | 311            | 342    | 69     | 102    | 105    | 241          | 317              | 336    | 61     | 120    | 120    | 167       | 536                            | 326    | 285       | 376                        | 218            | 268                                  |
|                         | 24.2%  | 20.2%          | 26.8%  | 21.3%  | 19.4%  | 25.6%  | 30.9%        | 20.0%            | 25.9%  | 22.8%  | 21.2%  | 26.8%  | 30.6%     | 25.4%                          | 19.1%  | 29.5%     | 25.5%                      | 19.2%          | 22.2%                                |
| Not influence at all    | 2982   | 1004           | 676    | 220    | 379    | 241    | 387          | 1026             | 666    | 161    | 391    | 263    | 311       | 1150                           | 1172   | 529       | 799                        | 753            | 770                                  |
|                         | 59.5%  | 65.2%          | 53.0%  | 67.7%  | 71.9%  | 58.4%  | 49.7%        | 64.9%            | 51.3%  | 60.3%  | 68.9%  | 58.7%  | 57.0%     | 54.5%                          | 68.8%  | 54.8%     | 54.2%                      | 66.6%          | 63.7%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 107

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

British religious leaders

|                         | Total  |  | Gender |        |  | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--|--------|--------|--|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        |  | Male   | Female |  | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   |  | 2302   | 2706   |  | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   |  | 2431   | 2577   |  | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 286    |  | 149    | 137    |  | 160    | 88     | 38     | 126    | 72     | 32     | 55     | 75        | 19              | 35         | 11         | 7      | 17            | 30            | 23       | 19                 | 7          | 25         | 15               |
|                         | 5.7%   |  | 6.1%   | 5.3%   |  | 11.2%  | 5.0%   | 2.1%   | 9.2%   | 3.6%   | 4.8%   | 6.0%   | 11.8%     | 4.1%            | 5.1%       | 2.7%       | 2.9%   | 4.8%          | 6.8%          | 5.5%     | 4.7%               | 3.3%       | 4.5%       | 11.1%            |
| Influence quite a bit   | 675    |  | 283    | 392    |  | 319    | 240    | 116    | 198    | 261    | 96     | 120    | 137       | 68              | 92         | 53         | 31     | 50            | 55            | 36       | 39                 | 27         | 80         | 8                |
|                         | 13.5%  |  | 11.6%  | 15.2%  |  | 22.3%  | 13.5%  | 6.4%   | 14.4%  | 12.9%  | 14.2%  | 12.9%  | 21.4%     | 14.5%           | 13.3%      | 12.5%      | 12.7%  | 13.8%         | 12.2%         | 8.6%     | 9.4%               | 13.1%      | 14.2%      | 6.0%             |
| Not influence very much | 1377   |  | 600    | 777    |  | 446    | 504    | 427    | 340    | 563    | 178    | 294    | 162       | 118             | 174        | 118        | 68     | 109           | 143           | 101      | 121                | 62         | 154        | 47               |
|                         | 27.5%  |  | 24.7%  | 30.2%  |  | 31.2%  | 28.4%  | 23.7%  | 24.8%  | 27.7%  | 26.4%  | 31.8%  | 25.4%     | 25.2%           | 25.3%      | 28.0%      | 28.2%  | 30.1%         | 32.0%         | 23.8%    | 29.2%              | 30.2%      | 27.3%      | 34.1%            |
| Not influence at all    | 2670   |  | 1399   | 1271   |  | 505    | 943    | 1221   | 705    | 1137   | 368    | 456    | 264       | 262             | 388        | 240        | 135    | 185           | 219           | 262      | 234                | 110        | 303        | 68               |
|                         | 53.3%  |  | 57.6%  | 49.3%  |  | 35.3%  | 53.1%  | 67.8%  | 51.5%  | 55.9%  | 54.6%  | 49.3%  | 41.4%     | 56.2%           | 56.4%      | 56.8%      | 56.1%  | 51.3%         | 49.0%         | 62.0%    | 56.7%              | 53.4%      | 53.9%      | 48.8%            |
| SIGMA                   | 5008   |  | 2431   | 2577   |  | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 108

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

British religious leaders

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 286    | 95             | 82     | 8      | 19     | 25     | 49           | 90               | 94     | 12     | 25     | 24     | 20        | 160                            | 73     | 36        | 113                        | 62             | 58                                   |
|                         | 5.7%   | 6.2%           | 6.4%   | 2.4%   | 3.6%   | 6.1%   | 6.3%         | 5.7%             | 7.2%   | 4.3%   | 4.4%   | 5.3%   | 3.6%      | 7.6%                           | 4.3%   | 3.7%      | 7.7%                       | 5.5%           | 4.8%                                 |
| Influence quite a bit   | 675    | 209            | 195    | 42     | 41     | 45     | 120          | 208              | 229    | 43     | 64     | 34     | 67        | 321                            | 152    | 176       | 213                        | 101            | 159                                  |
|                         | 13.5%  | 13.6%          | 15.3%  | 12.9%  | 7.8%   | 10.8%  | 15.3%        | 13.2%            | 17.6%  | 15.9%  | 11.3%  | 7.7%   | 12.4%     | 15.2%                          | 8.9%   | 18.3%     | 14.5%                      | 8.9%           | 13.2%                                |
| Not influence very much | 1377   | 389            | 386    | 90     | 110    | 110    | 243          | 415              | 385    | 74     | 109    | 130    | 180       | 629                            | 376    | 303       | 413                        | 241            | 350                                  |
|                         | 27.5%  | 25.3%          | 30.2%  | 27.7%  | 20.9%  | 26.7%  | 31.2%        | 26.2%            | 29.7%  | 27.9%  | 19.2%  | 28.9%  | 33.0%     | 29.8%                          | 22.1%  | 31.4%     | 28.1%                      | 21.3%          | 29.0%                                |
| Not influence at all    | 2670   | 847            | 614    | 185    | 356    | 232    | 368          | 868              | 591    | 139    | 370    | 260    | 278       | 998                            | 1104   | 449       | 733                        | 726            | 642                                  |
|                         | 53.3%  | 55.0%          | 48.1%  | 57.0%  | 67.6%  | 56.3%  | 47.2%        | 54.9%            | 45.5%  | 51.9%  | 65.1%  | 58.0%  | 51.0%     | 47.3%                          | 64.8%  | 46.6%     | 49.8%                      | 64.2%          | 53.1%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 109

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Former chiefs of the UK armed forces

|                         |  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                  |            |            |                  |
|-------------------------|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|------------------|------------|------------|------------------|
|                         |  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humbside | North East | North West | Northern Ireland |
| Unweighted Total        |  | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274              | 199        | 513        | 88               |
| Weighted Total          |  | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413              | 206        | 563        | 139              |
| Influence very much     |  | 431    | 194    | 237    | 204    | 142    | 85     | 144    | 147    | 67     | 74     | 82        | 29              | 66         | 27         | 19     | 30            | 36            | 26       | 39               | 20         | 45         | 13               |
|                         |  | 8.6%   | 8.0%   | 9.2%   | 14.3%  | 8.0%   | 4.7%   | 10.5%  | 7.2%   | 9.9%   | 8.0%   | 12.8%     | 6.1%            | 9.6%       | 6.5%       | 7.7%   | 8.2%          | 8.0%          | 6.2%     | 9.4%             | 9.7%       | 7.9%       | 9.3%             |
| Influence quite a bit   |  | 1370   | 642    | 728    | 470    | 459    | 440    | 369    | 533    | 187    | 278    | 186       | 116             | 187        | 128        | 70     | 99            | 141           | 109      | 94               | 55         | 155        | 30               |
|                         |  | 27.4%  | 26.4%  | 28.2%  | 32.9%  | 25.9%  | 24.4%  | 26.9%  | 26.2%  | 27.8%  | 30.0%  | 29.1%     | 24.8%           | 27.2%      | 30.4%      | 28.9%  | 27.4%         | 31.5%         | 25.9%    | 22.9%            | 26.6%      | 27.5%      | 21.3%            |
| Not influence very much |  | 1554   | 702    | 851    | 452    | 584    | 517    | 427    | 648    | 193    | 284    | 194       | 162             | 222        | 122        | 70     | 127           | 126           | 116      | 114              | 75         | 175        | 50               |
|                         |  | 31.0%  | 28.9%  | 33.0%  | 31.6%  | 32.9%  | 28.7%  | 31.2%  | 31.8%  | 28.6%  | 30.6%  | 30.3%     | 34.7%           | 32.4%      | 29.0%      | 28.8%  | 35.2%         | 28.2%         | 27.5%    | 27.6%            | 36.5%      | 31.1%      | 36.3%            |
| Not influence at all    |  | 1653   | 892    | 761    | 303    | 591    | 760    | 429    | 707    | 227    | 290    | 177       | 160             | 211        | 144        | 83     | 106           | 144           | 171      | 166              | 56         | 188        | 46               |
|                         |  | 33.0%  | 36.7%  | 29.5%  | 21.2%  | 33.3%  | 42.1%  | 31.3%  | 34.8%  | 33.7%  | 31.4%  | 27.7%     | 34.4%           | 30.7%      | 34.2%      | 34.5%  | 29.3%         | 32.3%         | 40.4%    | 40.1%            | 27.1%      | 33.5%      | 33.1%            |
| SIGMA                   |  | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413              | 206        | 563        | 139              |
|                         |  | 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 Attitudes Poll

Table 110

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Former chiefs of the UK armed forces

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 431    | 166            | 111    | 14     | 31     | 36     | 58           | 169              | 129    | 16     | 40     | 33     | 31        | 218                            | 127    | 70        | 147                        | 98             | 101                                  |
|                         | 8.6%   | 10.8%          | 8.7%   | 4.3%   | 5.9%   | 8.7%   | 7.5%         | 10.7%            | 9.9%   | 5.8%   | 7.1%   | 7.3%   | 5.6%      | 10.4%                          | 7.5%   | 7.2%      | 10.0%                      | 8.7%           | 8.3%                                 |
| Influence quite a bit   | 1370   | 437            | 375    | 83     | 123    | 93     | 215          | 451              | 382    | 76     | 149    | 92     | 164       | 598                            | 407    | 321       | 365                        | 219            | 421                                  |
|                         | 27.4%  | 28.4%          | 29.4%  | 25.5%  | 23.4%  | 22.5%  | 27.6%        | 28.5%            | 29.4%  | 28.3%  | 26.3%  | 20.6%  | 30.0%     | 28.4%                          | 23.9%  | 33.3%     | 24.8%                      | 19.4%          | 34.8%                                |
| Not influence very much | 1554   | 487            | 391    | 103    | 151    | 120    | 257          | 504              | 386    | 82     | 149    | 141    | 197       | 626                            | 495    | 355       | 411                        | 295            | 416                                  |
|                         | 31.0%  | 31.6%          | 30.6%  | 31.8%  | 28.6%  | 29.2%  | 32.9%        | 31.9%            | 29.7%  | 30.6%  | 26.2%  | 31.4%  | 36.1%     | 29.7%                          | 29.1%  | 36.9%     | 27.9%                      | 26.1%          | 34.4%                                |
| Not influence at all    | 1653   | 450            | 400    | 125    | 222    | 164    | 249          | 457              | 401    | 94     | 230    | 182    | 154       | 666                            | 675    | 218       | 550                        | 519            | 273                                  |
|                         | 33.0%  | 29.2%          | 31.3%  | 38.4%  | 42.1%  | 39.7%  | 32.0%        | 28.9%            | 30.9%  | 35.3%  | 40.4%  | 40.7%  | 28.3%     | 31.6%                          | 39.6%  | 22.6%     | 37.4%                      | 45.9%          | 22.5%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 111

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Foreign leaders

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 408    | 192    | 216    | 211    | 139    | 58     | 143    | 143    | 43     | 79     | 99        | 32              | 53         | 15         | 21     | 26            | 33            | 34       | 32                 | 12         | 47         | 6                |
|                         | 8.2%   | 7.9%   | 8.4%   | 14.8%  | 7.8%   | 3.2%   | 10.4%  | 7.0%   | 6.4%   | 8.5%   | 15.5%     | 6.8%            | 7.7%       | 3.6%       | 8.6%   | 7.2%          | 7.4%          | 7.9%     | 7.7%               | 5.7%       | 8.3%       | 4.2%             |
| Influence quite a bit   | 1261   | 596    | 665    | 518    | 445    | 299    | 371    | 512    | 163    | 215    | 192       | 95              | 187        | 118        | 61     | 92            | 121           | 72       | 104                | 53         | 137        | 30               |
|                         | 25.2%  | 24.5%  | 25.8%  | 36.2%  | 25.0%  | 16.6%  | 27.1%  | 25.2%  | 24.2%  | 23.2%  | 30.0%     | 20.3%           | 27.2%      | 28.0%      | 25.2%  | 25.4%         | 27.0%         | 17.1%    | 25.2%              | 25.9%      | 24.4%      | 21.4%            |
| Not influence very much | 1558   | 697    | 861    | 428    | 573    | 557    | 442    | 644    | 196    | 275    | 186       | 156             | 196        | 131        | 69     | 116           | 137           | 136      | 141                | 64         | 176        | 50               |
|                         | 31.1%  | 28.7%  | 33.4%  | 29.9%  | 32.3%  | 30.9%  | 32.2%  | 31.7%  | 29.1%  | 29.7%  | 29.0%     | 33.5%           | 28.6%      | 30.9%      | 28.7%  | 32.0%         | 30.7%         | 32.2%    | 34.1%              | 31.0%      | 31.3%      | 36.4%            |
| Not influence at all    | 1780   | 946    | 834    | 273    | 620    | 888    | 414    | 734    | 271    | 358    | 163       | 184             | 252        | 158        | 90     | 128           | 156           | 181      | 136                | 77         | 203        | 53               |
|                         | 35.5%  | 38.9%  | 32.4%  | 19.1%  | 34.9%  | 49.3%  | 30.3%  | 36.1%  | 40.2%  | 38.6%  | 25.4%     | 39.5%           | 36.6%      | 37.5%      | 37.5%  | 35.4%         | 34.9%         | 42.8%    | 33.0%              | 37.5%      | 36.0%      | 38.0%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 112

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Foreign leaders

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 408    | 154            | 90     | 11     | 36     | 40     | 69           | 149              | 113    | 12     | 53     | 32     | 29        | 250                            | 95     | 48        | 193                        | 76             | 77                                   |
|                         | 8.2%   | 10.0%          | 7.1%   | 3.3%   | 6.8%   | 9.6%   | 8.8%         | 9.4%             | 8.7%   | 4.4%   | 9.3%   | 7.2%   | 5.4%      | 11.9%                          | 5.6%   | 5.0%      | 13.1%                      | 6.7%           | 6.3%                                 |
| Influence quite a bit   | 1261   | 375            | 398    | 86     | 84     | 81     | 205          | 394              | 413    | 85     | 95     | 95     | 133       | 688                            | 273    | 259       | 447                        | 177            | 337                                  |
|                         | 25.2%  | 24.4%          | 31.2%  | 26.5%  | 15.9%  | 19.7%  | 26.2%        | 24.9%            | 31.8%  | 32.0%  | 16.7%  | 21.3%  | 24.4%     | 32.6%                          | 16.0%  | 26.9%     | 30.4%                      | 15.7%          | 27.8%                                |
| Not influence very much | 1558   | 508            | 409    | 114    | 101    | 136    | 240          | 517              | 391    | 92     | 107    | 145    | 217       | 662                            | 417    | 414       | 442                        | 224            | 413                                  |
|                         | 31.1%  | 33.0%          | 32.0%  | 34.9%  | 19.2%  | 33.1%  | 30.8%        | 32.7%            | 30.1%  | 34.5%  | 18.8%  | 32.3%  | 39.7%     | 31.4%                          | 24.4%  | 43.0%     | 30.0%                      | 19.8%          | 34.1%                                |
| Not influence at all    | 1780   | 504            | 380    | 115    | 306    | 155    | 267          | 521              | 382    | 78     | 314    | 175    | 167       | 508                            | 919    | 242       | 391                        | 654            | 383                                  |
|                         | 35.5%  | 32.7%          | 29.7%  | 35.3%  | 58.1%  | 37.6%  | 34.2%        | 33.0%            | 29.4%  | 29.1%  | 55.3%  | 39.1%  | 30.5%     | 24.1%                          | 54.0%  | 25.1%     | 26.5%                      | 57.8%          | 31.7%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 113

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Economists & other academics

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 891    | 492    | 399    | 337    | 286    | 267    | 309    | 349    | 109    | 123    | 174       | 81              | 124        | 68         | 44     | 58            | 62            | 63       | 77                 | 33         | 90         | 17               |
|                         | 17.8%  | 20.3%  | 15.5%  | 23.6%  | 16.1%  | 14.8%  | 22.6%  | 17.1%  | 16.2%  | 13.3%  | 27.2%     | 17.4%           | 18.1%      | 16.1%      | 18.1%  | 16.1%         | 14.0%         | 14.9%    | 18.5%              | 16.0%      | 16.0%      | 12.0%            |
| Influence quite a bit   | 2013   | 973    | 1039   | 568    | 731    | 713    | 597    | 815    | 276    | 322    | 260       | 166             | 300        | 174        | 94     | 144           | 182           | 173      | 145                | 83         | 235        | 55               |
|                         | 40.2%  | 40.0%  | 40.3%  | 39.8%  | 41.2%  | 39.5%  | 43.6%  | 40.1%  | 41.0%  | 34.7%  | 40.6%     | 35.6%           | 43.6%      | 41.3%      | 39.1%  | 39.9%         | 40.8%         | 41.0%    | 35.1%              | 40.3%      | 41.8%      | 39.7%            |
| Not influence very much | 1122   | 477    | 645    | 346    | 397    | 379    | 246    | 474    | 137    | 264    | 119       | 112             | 135        | 97         | 47     | 102           | 107           | 81       | 104                | 47         | 126        | 46               |
|                         | 22.4%  | 19.6%  | 25.0%  | 24.2%  | 22.4%  | 21.0%  | 18.0%  | 23.3%  | 20.3%  | 28.5%  | 18.6%     | 23.9%           | 19.6%      | 23.0%      | 19.5%  | 28.2%         | 23.8%         | 19.1%    | 25.2%              | 23.0%      | 22.3%      | 33.4%            |
| Not influence at all    | 983    | 488    | 495    | 178    | 361    | 444    | 217    | 396    | 151    | 217    | 87        | 107             | 129        | 83         | 56     | 57            | 96            | 105      | 87                 | 43         | 112        | 21               |
|                         | 19.6%  | 20.1%  | 19.2%  | 12.4%  | 20.3%  | 24.6%  | 15.8%  | 19.5%  | 22.5%  | 23.4%  | 13.6%     | 23.0%           | 18.7%      | 19.6%      | 23.3%  | 15.8%         | 21.4%         | 24.9%    | 21.2%              | 20.7%      | 19.9%      | 15.0%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 114

Q13. Normal weightings

Q13. How much might the views of each of the following influence the way you would vote in the referendum?

Base: All Respondents

Economists & other academics

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 891    | 354            | 220    | 69     | 50     | 66     | 117          | 367              | 231    | 68     | 57     | 61     | 77        | 532                            | 179    | 155       | 327                        | 114            | 269                                  |
|                         | 17.8%  | 22.9%          | 17.2%  | 21.3%  | 9.5%   | 16.1%  | 15.0%        | 23.2%            | 17.8%  | 25.5%  | 10.1%  | 13.6%  | 14.2%     | 25.2%                          | 10.5%  | 16.1%     | 22.2%                      | 10.1%          | 22.2%                                |
| Influence quite a bit   | 2013   | 647            | 564    | 156    | 152    | 165    | 271          | 666              | 548    | 113    | 160    | 190    | 242       | 896                            | 565    | 488       | 586                        | 292            | 583                                  |
|                         | 40.2%  | 42.0%          | 44.2%  | 47.9%  | 28.9%  | 40.1%  | 34.8%        | 42.2%            | 42.2%  | 42.3%  | 28.2%  | 42.4%  | 44.4%     | 42.5%                          | 33.2%  | 50.7%     | 39.8%                      | 25.8%          | 48.2%                                |
| Not influence very much | 1122   | 290            | 265    | 57     | 151    | 98     | 216          | 297              | 283    | 55     | 162    | 109    | 148       | 400                            | 433    | 225       | 311                        | 282            | 240                                  |
|                         | 22.4%  | 18.8%          | 20.8%  | 17.4%  | 28.7%  | 23.7%  | 27.7%        | 18.8%            | 21.8%  | 20.5%  | 28.5%  | 24.3%  | 27.1%     | 18.9%                          | 25.4%  | 23.3%     | 21.1%                      | 24.9%          | 19.8%                                |
| Not influence at all    | 983    | 251            | 228    | 44     | 174    | 83     | 175          | 251              | 237    | 31     | 188    | 88     | 78        | 282                            | 527    | 96        | 249                        | 443            | 118                                  |
|                         | 19.6%  | 16.3%          | 17.8%  | 13.4%  | 33.0%  | 20.1%  | 22.5%        | 15.9%            | 18.2%  | 11.7%  | 33.2%  | 19.7%  | 14.3%     | 13.4%                          | 30.9%  | 10.0%     | 16.9%                      | 39.2%          | 9.7%                                 |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

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Table 115

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The BBC

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 768    | 396    | 373    | 320    | 263    | 186    | 237    | 306    | 102    | 123    | 158       | 67              | 82         | 54         | 38     | 53            | 78            | 46       | 68                 | 27         | 81         | 18               |
|                         | 15.3%  | 16.3%  | 14.5%  | 22.4%  | 14.8%  | 10.3%  | 17.3%  | 15.1%  | 15.2%  | 13.3%  | 24.7%     | 14.3%           | 11.9%      | 12.8%      | 15.7%  | 14.7%         | 17.3%         | 11.0%    | 16.4%              | 13.0%      | 14.4%      | 12.9%            |
| Influence quite a bit   | 1776   | 839    | 937    | 574    | 621    | 581    | 506    | 741    | 219    | 309    | 251       | 174             | 259        | 136        | 87     | 125           | 143           | 130      | 147                | 83         | 197        | 44               |
|                         | 35.5%  | 34.5%  | 36.4%  | 40.1%  | 35.0%  | 32.2%  | 37.0%  | 36.4%  | 32.6%  | 33.3%  | 39.2%     | 37.3%           | 37.6%      | 32.3%      | 36.1%  | 34.5%         | 32.0%         | 30.8%    | 35.7%              | 40.3%      | 35.0%      | 31.6%            |
| Not influence very much | 1186   | 567    | 619    | 288    | 434    | 463    | 328    | 483    | 160    | 214    | 116       | 103             | 170        | 116        | 50     | 93            | 108           | 105      | 88                 | 50         | 141        | 47               |
|                         | 23.7%  | 23.3%  | 24.0%  | 20.2%  | 24.4%  | 25.7%  | 23.9%  | 23.7%  | 23.8%  | 23.1%  | 18.1%     | 22.1%           | 24.7%      | 27.4%      | 20.7%  | 25.6%         | 24.2%         | 24.9%    | 21.4%              | 24.3%      | 25.1%      | 33.7%            |
| Not influence at all    | 1278   | 630    | 649    | 248    | 458    | 572    | 299    | 505    | 192    | 281    | 115       | 123             | 177        | 116        | 67     | 91            | 118           | 141      | 110                | 46         | 143        | 30               |
|                         | 25.5%  | 25.9%  | 25.2%  | 17.3%  | 25.8%  | 31.7%  | 21.8%  | 24.8%  | 28.5%  | 30.3%  | 17.9%     | 26.4%           | 25.8%      | 27.5%      | 27.6%  | 25.3%         | 26.5%         | 33.4%    | 26.6%              | 22.5%      | 25.5%      | 21.8%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 116

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The BBC

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 768    | 254            | 226    | 64     | 40     | 48     | 123          | 262              | 252    | 58     | 57     | 42     | 61        | 445                            | 164    | 133       | 273                        | 103            | 233                                  |
|                         | 15.3%  | 16.5%          | 17.7%  | 19.8%  | 7.6%   | 11.6%  | 15.8%        | 16.6%            | 19.4%  | 21.6%  | 10.1%  | 9.4%   | 11.2%     | 21.1%                          | 9.6%   | 13.8%     | 18.6%                      | 9.2%           | 19.2%                                |
| Influence quite a bit   | 1776   | 574            | 530    | 118    | 120    | 137    | 257          | 579              | 521    | 104    | 144    | 144    | 210       | 834                            | 469    | 425       | 561                        | 261            | 482                                  |
|                         | 35.5%  | 37.3%          | 41.5%  | 36.3%  | 22.8%  | 33.3%  | 33.0%        | 36.6%            | 40.1%  | 39.0%  | 25.4%  | 32.2%  | 38.4%     | 39.6%                          | 27.5%  | 44.1%     | 38.1%                      | 23.1%          | 39.8%                                |
| Not influence very much | 1186   | 358            | 268    | 84     | 146    | 104    | 179          | 371              | 257    | 69     | 139    | 131    | 146       | 457                            | 430    | 228       | 337                        | 259            | 290                                  |
|                         | 23.7%  | 23.2%          | 21.0%  | 25.8%  | 27.8%  | 25.1%  | 22.9%        | 23.5%            | 19.8%  | 25.7%  | 24.5%  | 29.2%  | 26.7%     | 21.7%                          | 25.2%  | 23.6%     | 22.9%                      | 23.0%          | 24.0%                                |
| Not influence at all    | 1278   | 355            | 253    | 59     | 220    | 124    | 220          | 369              | 269    | 37     | 227    | 131    | 129       | 372                            | 641    | 178       | 302                        | 507            | 205                                  |
|                         | 25.5%  | 23.0%          | 19.8%  | 18.1%  | 41.8%  | 30.0%  | 28.3%        | 23.3%            | 20.7%  | 13.8%  | 40.0%  | 29.3%  | 23.7%     | 17.6%                          | 37.6%  | 18.4%     | 20.5%                      | 44.8%          | 16.9%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 117

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

Sky News

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 442    | 246    | 196    | 217    | 150    | 75     | 148    | 159    | 65     | 71     | 115       | 42              | 42         | 19         | 16     | 23            | 38            | 30       | 38                 | 18         | 47         | 13               |
|                         | 8.8%   | 10.1%  | 7.6%   | 15.2%  | 8.5%   | 4.1%   | 10.8%  | 7.8%   | 9.6%   | 7.6%   | 18.0%     | 8.9%            | 6.2%       | 4.5%       | 6.6%   | 6.5%          | 8.5%          | 7.2%     | 9.2%               | 8.8%       | 8.3%       | 9.7%             |
| Influence quite a bit   | 1181   | 556    | 625    | 460    | 443    | 278    | 347    | 453    | 147    | 232    | 180       | 104             | 146        | 105        | 58     | 107           | 101           | 86       | 71                 | 47         | 149        | 28               |
|                         | 23.6%  | 22.9%  | 24.3%  | 32.2%  | 25.0%  | 15.4%  | 25.4%  | 22.3%  | 21.9%  | 25.0%  | 28.1%     | 22.3%           | 21.2%      | 24.8%      | 24.0%  | 29.5%         | 22.5%         | 20.3%    | 17.2%              | 23.1%      | 26.6%      | 20.0%            |
| Not influence very much | 1240   | 587    | 653    | 361    | 448    | 431    | 339    | 491    | 188    | 220    | 132       | 114             | 179        | 97         | 57     | 86            | 123           | 102      | 103                | 57         | 142        | 48               |
|                         | 24.8%  | 24.1%  | 25.3%  | 25.3%  | 25.2%  | 23.9%  | 24.8%  | 24.1%  | 27.9%  | 23.8%  | 20.6%     | 24.5%           | 26.1%      | 23.0%      | 23.8%  | 23.8%         | 27.5%         | 24.1%    | 24.9%              | 27.6%      | 25.3%      | 34.7%            |
| Not influence at all    | 2145   | 1042   | 1103   | 391    | 735    | 1019   | 535    | 931    | 273    | 404    | 213       | 207             | 320        | 201        | 110    | 146           | 186           | 205      | 201                | 84         | 224        | 49               |
|                         | 42.8%  | 42.9%  | 42.8%  | 27.3%  | 41.4%  | 56.6%  | 39.1%  | 45.8%  | 40.6%  | 43.6%  | 33.3%     | 44.3%           | 46.5%      | 47.7%      | 45.6%  | 40.3%         | 41.5%         | 48.5%    | 48.7%              | 40.6%      | 39.9%      | 35.6%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 118

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

Sky News

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 442    | 179            | 107    | 26     | 30     | 37     | 54           | 176              | 120    | 28     | 41     | 33     | 29        | 246                            | 114    | 69        | 150                        | 79             | 130                                  |
|                         | 8.8%   | 11.6%          | 8.4%   | 8.0%   | 5.7%   | 9.0%   | 6.9%         | 11.1%            | 9.2%   | 10.4%  | 7.3%   | 7.3%   | 5.3%      | 11.7%                          | 6.7%   | 7.2%      | 10.2%                      | 7.0%           | 10.8%                                |
| Influence quite a bit   | 1181   | 377            | 351    | 58     | 81     | 79     | 211          | 385              | 381    | 51     | 116    | 77     | 121       | 541                            | 339    | 262       | 363                        | 201            | 316                                  |
|                         | 23.6%  | 24.5%          | 27.5%  | 17.9%  | 15.4%  | 19.2%  | 27.0%        | 24.3%            | 29.3%  | 19.2%  | 20.5%  | 17.3%  | 22.1%     | 25.7%                          | 19.9%  | 27.2%     | 24.7%                      | 17.8%          | 26.2%                                |
| Not influence very much | 1240   | 382            | 306    | 72     | 136    | 101    | 206          | 407              | 291    | 58     | 130    | 124    | 154       | 515                            | 376    | 279       | 331                        | 234            | 327                                  |
|                         | 24.8%  | 24.8%          | 24.0%  | 22.1%  | 25.8%  | 24.4%  | 26.5%        | 25.7%            | 22.4%  | 21.5%  | 22.9%  | 27.6%  | 28.2%     | 24.4%                          | 22.0%  | 29.0%     | 22.5%                      | 20.7%          | 27.0%                                |
| Not influence at all    | 2145   | 603            | 513    | 169    | 280    | 195    | 309          | 613              | 507    | 130    | 280    | 214    | 242       | 806                            | 875    | 353       | 629                        | 617            | 436                                  |
|                         | 42.8%  | 39.1%          | 40.2%  | 52.0%  | 53.1%  | 47.4%  | 39.6%        | 38.8%            | 39.0%  | 48.8%  | 49.3%  | 47.8%  | 44.4%     | 38.2%                          | 51.4%  | 36.6%     | 42.7%                      | 54.5%          | 36.1%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 119

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

ITN News

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 438    | 218    | 220    | 197    | 135    | 106    | 129    | 160    | 61     | 88     | 107       | 35              | 49         | 23         | 14     | 26            | 45            | 21       | 37                 | 23         | 41         | 18               |
|                         | 8.8%   | 9.0%   | 8.5%   | 13.8%  | 7.6%   | 5.9%   | 9.4%   | 7.9%   | 9.0%   | 9.5%   | 16.8%     | 7.5%            | 7.1%       | 5.4%       | 6.0%   | 7.1%          | 10.1%         | 4.9%     | 8.9%               | 11.1%      | 7.3%       | 12.9%            |
| Influence quite a bit   | 1464   | 659    | 805    | 471    | 523    | 470    | 426    | 571    | 181    | 286    | 181       | 136             | 206        | 112        | 80     | 119           | 133           | 107      | 105                | 62         | 180        | 44               |
|                         | 29.2%  | 27.1%  | 31.2%  | 32.9%  | 29.4%  | 26.1%  | 31.1%  | 28.1%  | 26.8%  | 30.9%  | 28.3%     | 29.2%           | 30.0%      | 26.5%      | 33.0%  | 33.0%         | 29.7%         | 25.3%    | 25.5%              | 30.2%      | 32.0%      | 31.5%            |
| Not influence very much | 1384   | 672    | 712    | 353    | 485    | 546    | 377    | 572    | 207    | 226    | 171       | 117             | 203        | 128        | 62     | 107           | 125           | 124      | 100                | 57         | 149        | 40               |
|                         | 27.6%  | 27.6%  | 27.6%  | 24.7%  | 27.3%  | 30.3%  | 27.5%  | 28.1%  | 30.8%  | 24.4%  | 26.8%     | 25.1%           | 29.5%      | 30.3%      | 25.8%  | 29.5%         | 28.0%         | 29.4%    | 24.2%              | 27.7%      | 26.4%      | 29.1%            |
| Not influence at all    | 1722   | 881    | 840    | 409    | 633    | 680    | 437    | 731    | 225    | 326    | 180       | 179             | 229        | 160        | 85     | 110           | 144           | 170      | 171                | 64         | 193        | 37               |
|                         | 34.4%  | 36.3%  | 32.6%  | 28.6%  | 35.7%  | 37.7%  | 31.9%  | 35.9%  | 33.4%  | 35.2%  | 28.1%     | 38.3%           | 33.4%      | 37.8%      | 35.2%  | 30.4%         | 32.2%         | 40.4%    | 41.4%              | 31.0%      | 34.3%      | 26.5%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 120

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

ITN News

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 438    | 157            | 128    | 23     | 30     | 30     | 63           | 147              | 146    | 20     | 44     | 26     | 38        | 256                            | 111    | 66        | 144                        | 81             | 142                                  |
|                         | 8.8%   | 10.2%          | 10.0%  | 7.0%   | 5.7%   | 7.2%   | 8.0%         | 9.3%             | 11.3%  | 7.6%   | 7.8%   | 5.8%   | 7.0%      | 12.1%                          | 6.5%   | 6.9%      | 9.8%                       | 7.1%           | 11.8%                                |
| Influence quite a bit   | 1464   | 517            | 405    | 77     | 117    | 85     | 226          | 525              | 408    | 71     | 144    | 97     | 155       | 608                            | 443    | 366       | 412                        | 244            | 394                                  |
|                         | 29.2%  | 33.6%          | 31.7%  | 23.7%  | 22.1%  | 20.7%  | 29.0%        | 33.2%            | 31.4%  | 26.6%  | 25.3%  | 21.7%  | 28.5%     | 28.8%                          | 26.0%  | 38.0%     | 28.0%                      | 21.6%          | 32.6%                                |
| Not influence very much | 1384   | 414            | 341    | 99     | 147    | 126    | 214          | 442              | 338    | 82     | 145    | 148    | 154       | 580                            | 441    | 285       | 378                        | 288            | 355                                  |
|                         | 27.6%  | 26.8%          | 26.7%  | 30.3%  | 27.9%  | 30.7%  | 27.4%        | 28.0%            | 26.0%  | 30.8%  | 25.5%  | 33.0%  | 28.3%     | 27.5%                          | 25.9%  | 29.5%     | 25.7%                      | 25.5%          | 29.3%                                |
| Not influence at all    | 1722   | 453            | 403    | 127    | 233    | 171    | 277          | 467              | 406    | 93     | 235    | 177    | 197       | 665                            | 710    | 247       | 539                        | 518            | 318                                  |
|                         | 34.4%  | 29.4%          | 31.6%  | 39.0%  | 44.2%  | 41.5%  | 35.6%        | 29.5%            | 31.3%  | 35.0%  | 41.4%  | 39.6%  | 36.2%     | 31.5%                          | 41.6%  | 25.6%     | 36.6%                      | 45.8%          | 26.3%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

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Table 121

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Times / Sunday Times

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 383    | 211    | 172    | 183    | 118    | 82     | 180    | 117    | 45     | 41     | 112       | 21              | 46         | 26         | 15     | 25            | 36            | 30       | 27                 | 7          | 33         | 5                |
|                         | 7.6%   | 8.7%   | 6.7%   | 12.8%  | 6.7%   | 4.6%   | 13.2%  | 5.7%   | 6.6%   | 4.5%   | 17.5%     | 4.5%            | 6.7%       | 6.1%       | 6.4%   | 6.8%          | 8.2%          | 7.1%     | 6.6%               | 3.5%       | 5.9%       | 3.5%             |
| Influence quite a bit   | 1090   | 558    | 532    | 407    | 362    | 320    | 375    | 420    | 139    | 155    | 188       | 101             | 158        | 92         | 56     | 70            | 101           | 56       | 77                 | 43         | 121        | 26               |
|                         | 21.8%  | 23.0%  | 20.6%  | 28.5%  | 20.4%  | 17.8%  | 27.4%  | 20.7%  | 20.7%  | 16.7%  | 29.3%     | 21.6%           | 22.9%      | 21.8%      | 23.3%  | 19.5%         | 22.7%         | 13.3%    | 18.7%              | 20.7%      | 21.6%      | 19.0%            |
| Not influence very much | 1170   | 531    | 639    | 373    | 413    | 384    | 317    | 473    | 149    | 230    | 138       | 93              | 181        | 104        | 52     | 86            | 96            | 84       | 79                 | 46         | 158        | 54               |
|                         | 23.4%  | 21.8%  | 24.8%  | 26.1%  | 23.2%  | 21.3%  | 23.2%  | 23.2%  | 22.2%  | 24.8%  | 21.6%     | 19.8%           | 26.4%      | 24.7%      | 21.4%  | 23.7%         | 21.5%         | 19.8%    | 19.0%              | 22.3%      | 28.1%      | 38.6%            |
| Not influence at all    | 2365   | 1131   | 1234   | 467    | 883    | 1016   | 497    | 1025   | 340    | 500    | 202       | 252             | 303        | 200        | 118    | 181           | 213           | 252      | 230                | 110        | 250        | 54               |
|                         | 47.2%  | 46.5%  | 47.9%  | 32.7%  | 49.7%  | 56.4%  | 36.3%  | 50.4%  | 50.5%  | 54.0%  | 31.6%     | 54.0%           | 44.0%      | 47.4%      | 48.9%  | 50.1%         | 47.7%         | 59.7%    | 55.6%              | 53.5%      | 44.5%      | 38.8%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 122

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Times / Sunday Times

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 383    | 163            | 96     | 22     | 19     | 25     | 48           | 169              | 105    | 24     | 23     | 23     | 26        | 238                            | 77     | 59        | 157                        | 64             | 94                                   |
|                         | 7.6%   | 10.6%          | 7.5%   | 6.7%   | 3.6%   | 6.2%   | 6.2%         | 10.7%            | 8.1%   | 9.0%   | 4.1%   | 5.2%   | 4.7%      | 11.3%                          | 4.5%   | 6.1%      | 10.7%                      | 5.7%           | 7.7%                                 |
| Influence quite a bit   | 1090   | 402            | 278    | 81     | 78     | 73     | 152          | 424              | 305    | 71     | 90     | 78     | 91        | 534                            | 299    | 231       | 332                        | 159            | 342                                  |
|                         | 21.8%  | 26.1%          | 21.8%  | 24.8%  | 14.9%  | 17.7%  | 19.5%        | 26.8%            | 23.5%  | 26.5%  | 15.8%  | 17.4%  | 16.8%     | 25.3%                          | 17.5%  | 24.0%     | 22.5%                      | 14.0%          | 28.3%                                |
| Not influence very much | 1170   | 346            | 284    | 82     | 118    | 91     | 212          | 356              | 293    | 69     | 132    | 99     | 137       | 486                            | 362    | 258       | 333                        | 225            | 289                                  |
|                         | 23.4%  | 22.4%          | 22.3%  | 25.4%  | 22.3%  | 22.0%  | 27.1%        | 22.5%            | 22.6%  | 25.8%  | 23.3%  | 22.2%  | 25.1%     | 23.1%                          | 21.2%  | 26.8%     | 22.6%                      | 19.9%          | 23.9%                                |
| Not influence at all    | 2365   | 631            | 618    | 140    | 312    | 223    | 367          | 632              | 596    | 104    | 323    | 247    | 291       | 851                            | 967    | 416       | 651                        | 682            | 485                                  |
|                         | 47.2%  | 40.9%          | 48.4%  | 43.1%  | 59.2%  | 54.1%  | 47.1%        | 40.0%            | 45.9%  | 38.7%  | 56.9%  | 55.2%  | 53.4%     | 40.3%                          | 56.7%  | 43.1%     | 44.2%                      | 60.3%          | 40.1%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 123

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Telegraph / Sunday Telegraph

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                  |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humbside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274              | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413              | 206        | 563        | 139              |
| Influence very much     | 300    | 159    | 141    | 153    | 89     | 58     | 126    | 112    | 24     | 38     | 93        | 29              | 34         | 15         | 13     | 16            | 26            | 18       | 18               | 7          | 26         | 6                |
|                         | 6.0%   | 6.6%   | 5.5%   | 10.7%  | 5.0%   | 3.2%   | 9.2%   | 5.5%   | 3.5%   | 4.2%   | 14.5%     | 6.1%            | 4.9%       | 3.7%       | 5.2%   | 4.4%          | 5.9%          | 4.2%     | 4.4%             | 3.3%       | 4.6%       | 4.3%             |
| Influence quite a bit   | 1007   | 502    | 505    | 368    | 332    | 306    | 345    | 383    | 136    | 143    | 200       | 85              | 122        | 91         | 52     | 80            | 98            | 54       | 59               | 30         | 110        | 25               |
|                         | 20.1%  | 20.7%  | 19.6%  | 25.8%  | 18.7%  | 17.0%  | 25.2%  | 18.8%  | 20.2%  | 15.4%  | 31.3%     | 18.1%           | 17.8%      | 21.6%      | 21.7%  | 22.0%         | 21.9%         | 12.7%    | 14.4%            | 14.7%      | 19.5%      | 18.0%            |
| Not influence very much | 1262   | 601    | 661    | 450    | 439    | 374    | 355    | 486    | 183    | 238    | 140       | 109             | 203        | 109        | 53     | 94            | 114           | 92       | 109              | 48         | 142        | 50               |
|                         | 25.2%  | 24.7%  | 25.6%  | 31.5%  | 24.7%  | 20.7%  | 25.9%  | 23.9%  | 27.1%  | 25.7%  | 21.9%     | 23.3%           | 29.5%      | 25.9%      | 21.9%  | 26.1%         | 25.5%         | 21.7%    | 26.4%            | 23.3%      | 25.3%      | 35.7%            |
| Not influence at all    | 2439   | 1168   | 1271   | 459    | 916    | 1065   | 543    | 1054   | 331    | 507    | 207       | 244             | 329        | 206        | 124    | 172           | 209           | 259      | 227              | 121        | 284        | 58               |
|                         | 48.7%  | 48.1%  | 49.3%  | 32.1%  | 51.6%  | 59.1%  | 39.7%  | 51.8%  | 49.1%  | 54.7%  | 32.3%     | 52.4%           | 47.8%      | 48.8%      | 51.2%  | 47.6%         | 46.7%         | 61.3%    | 54.9%            | 58.7%      | 50.6%      | 41.9%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413              | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 124

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Telegraph / Sunday Telegraph

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 300    | 134            | 70     | 11     | 16     | 24     | 36           | 129              | 83     | 15     | 21     | 20     | 17        | 189                            | 66     | 34        | 130                        | 44             | 81                                   |
|                         | 6.0%   | 8.7%           | 5.5%   | 3.5%   | 3.1%   | 5.8%   | 4.6%         | 8.2%             | 6.4%   | 5.7%   | 3.7%   | 4.5%   | 3.2%      | 9.0%                           | 3.9%   | 3.5%      | 8.8%                       | 3.9%           | 6.7%                                 |
| Influence quite a bit   | 1007   | 361            | 251    | 72     | 78     | 51     | 169          | 386              | 270    | 66     | 96     | 67     | 88        | 476                            | 281    | 227       | 286                        | 176            | 295                                  |
|                         | 20.1%  | 23.4%          | 19.7%  | 22.0%  | 14.8%  | 12.4%  | 21.6%        | 24.4%            | 20.8%  | 24.8%  | 16.8%  | 14.9%  | 16.2%     | 22.6%                          | 16.5%  | 23.5%     | 19.4%                      | 15.5%          | 24.4%                                |
| Not influence very much | 1262   | 383            | 302    | 91     | 117    | 109    | 221          | 408              | 308    | 75     | 141    | 103    | 142       | 541                            | 373    | 278       | 366                        | 237            | 312                                  |
|                         | 25.2%  | 24.9%          | 23.7%  | 27.9%  | 22.2%  | 26.4%  | 28.3%        | 25.8%            | 23.7%  | 27.9%  | 24.8%  | 23.0%  | 26.1%     | 25.6%                          | 21.9%  | 28.8%     | 24.8%                      | 20.9%          | 25.8%                                |
| Not influence at all    | 2439   | 663            | 653    | 152    | 316    | 228    | 355          | 657              | 638    | 111    | 311    | 258    | 297       | 903                            | 984    | 425       | 690                        | 675            | 522                                  |
|                         | 48.7%  | 43.0%          | 51.1%  | 46.6%  | 60.0%  | 55.3%  | 45.5%        | 41.6%            | 49.1%  | 41.5%  | 54.7%  | 57.6%  | 54.5%     | 42.8%                          | 57.8%  | 44.1%     | 46.9%                      | 59.7%          | 43.1%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 125

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Independent / Independent on Sunday / i

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 307    | 167    | 141    | 179    | 97     | 31     | 126    | 103    | 34     | 44     | 96        | 25              | 26         | 13         | 14     | 16            | 29            | 22       | 26                 | 8          | 24         | 7                |
|                         | 6.1%   | 6.9%   | 5.5%   | 12.5%  | 5.4%   | 1.7%   | 9.2%   | 5.1%   | 5.0%   | 4.7%   | 15.0%     | 5.3%            | 3.8%       | 3.1%       | 5.9%   | 4.4%          | 6.5%          | 5.3%     | 6.3%               | 4.0%       | 4.3%       | 5.2%             |
| Influence quite a bit   | 955    | 483    | 472    | 399    | 335    | 221    | 319    | 366    | 130    | 141    | 179       | 92              | 135        | 79         | 42     | 73            | 89            | 57       | 51                 | 31         | 115        | 12               |
|                         | 19.1%  | 19.9%  | 18.3%  | 27.9%  | 18.9%  | 12.3%  | 23.3%  | 18.0%  | 19.2%  | 15.3%  | 28.0%     | 19.8%           | 19.7%      | 18.8%      | 17.4%  | 20.2%         | 19.9%         | 13.4%    | 12.4%              | 15.0%      | 20.4%      | 8.7%             |
| Not influence very much | 1254   | 577    | 677    | 407    | 441    | 406    | 341    | 498    | 171    | 244    | 161       | 94              | 175        | 119        | 55     | 86            | 113           | 106      | 95                 | 52         | 146        | 54               |
|                         | 25.0%  | 23.7%  | 26.3%  | 28.5%  | 24.9%  | 22.5%  | 24.9%  | 24.5%  | 25.4%  | 26.3%  | 25.2%     | 20.1%           | 25.4%      | 28.1%      | 22.8%  | 23.7%         | 25.3%         | 25.1%    | 23.0%              | 25.0%      | 25.9%      | 39.1%            |
| Not influence at all    | 2491   | 1204   | 1287   | 445    | 902    | 1144   | 583    | 1068   | 339    | 497    | 203       | 256             | 351        | 211        | 130    | 187           | 216           | 237      | 241                | 115        | 278        | 65               |
|                         | 49.7%  | 49.5%  | 49.9%  | 31.1%  | 50.8%  | 63.5%  | 42.6%  | 52.5%  | 50.3%  | 53.7%  | 31.7%     | 54.9%           | 51.1%      | 50.0%      | 53.9%  | 51.7%         | 48.4%         | 56.2%    | 58.4%              | 56.0%      | 49.4%      | 47.0%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 126

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Independent / Independent on Sunday / i

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 307    | 105            | 81     | 25     | 12     | 25     | 42           | 106              | 88     | 26     | 27     | 26     | 24        | 196                            | 62     | 43        | 126                        | 54             | 78                                   |
|                         | 6.1%   | 6.8%           | 6.3%   | 7.6%   | 2.2%   | 6.1%   | 5.4%         | 6.7%             | 6.7%   | 9.8%   | 4.7%   | 5.9%   | 4.3%      | 9.3%                           | 3.6%   | 4.4%      | 8.6%                       | 4.8%           | 6.4%                                 |
| Influence quite a bit   | 955    | 283            | 310    | 55     | 55     | 69     | 163          | 303              | 322    | 61     | 65     | 81     | 84        | 500                            | 232    | 194       | 346                        | 133            | 252                                  |
|                         | 19.1%  | 18.4%          | 24.3%  | 16.9%  | 10.4%  | 16.8%  | 20.9%        | 19.2%            | 24.8%  | 22.8%  | 11.5%  | 18.2%  | 15.5%     | 23.7%                          | 13.6%  | 20.1%     | 23.5%                      | 11.8%          | 20.8%                                |
| Not influence very much | 1254   | 368            | 302    | 93     | 128    | 112    | 212          | 382              | 316    | 73     | 154    | 105    | 147       | 551                            | 376    | 270       | 361                        | 242            | 324                                  |
|                         | 25.0%  | 23.9%          | 23.6%  | 28.7%  | 24.3%  | 27.1%  | 27.1%        | 24.1%            | 24.3%  | 27.5%  | 27.1%  | 23.4%  | 27.0%     | 26.1%                          | 22.1%  | 28.0%     | 24.5%                      | 21.4%          | 26.8%                                |
| Not influence at all    | 2491   | 785            | 584    | 152    | 332    | 206    | 362          | 790              | 573    | 107    | 322    | 235    | 290       | 862                            | 1035   | 458       | 640                        | 701            | 556                                  |
|                         | 49.7%  | 51.0%          | 45.7%  | 46.9%  | 63.0%  | 50.0%  | 46.5%        | 49.9%            | 44.1%  | 39.9%  | 56.8%  | 52.5%  | 53.2%     | 40.9%                          | 60.7%  | 47.5%     | 43.4%                      | 62.0%          | 45.9%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 127

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Financial Times

|                         |        | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                  |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|------------------|------------|------------|------------------|
|                         |        |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humbside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441    | 448       | 806             | 415        | 694        | 351    | 392           | 387           | 274      | 199              | 513        | 88         |                  |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639    | 466       | 688             | 422        | 241        | 362    | 447           | 422           | 413      | 206              | 563        | 139        |                  |
| Influence very much     | 416    | 229    | 187    | 198    | 120    | 98     | 180    | 137    | 46     | 53     | 115    | 54        | 43              | 25         | 14         | 22     | 37            | 26            | 22       | 11               | 37         | 10         |                  |
|                         | 8.3%   | 9.4%   | 7.3%   | 13.9%  | 6.7%   | 5.4%   | 13.1%  | 6.7%   | 6.8%   | 5.7%   | 17.9%  | 11.6%     | 6.3%            | 5.9%       | 5.8%       | 6.0%   | 8.2%          | 6.2%          | 5.4%     | 5.4%             | 6.7%       | 7.1%       |                  |
| Influence quite a bit   | 1137   | 582    | 555    | 382    | 387    | 368    | 397    | 427    | 148    | 165    | 222    | 88        | 155             | 117        | 64         | 80     | 78            | 65            | 81       | 39               | 120        | 28         |                  |
|                         | 22.7%  | 24.0%  | 21.5%  | 26.7%  | 21.8%  | 20.4%  | 29.0%  | 21.0%  | 22.0%  | 17.8%  | 34.7%  | 18.9%     | 22.5%           | 27.8%      | 26.6%      | 22.1%  | 17.4%         | 15.5%         | 19.6%    | 18.9%            | 21.3%      | 20.3%      |                  |
| Not influence very much | 1124   | 529    | 595    | 399    | 396    | 329    | 289    | 459    | 165    | 212    | 118    | 94        | 165             | 76         | 51         | 79     | 131           | 95            | 91       | 44               | 134        | 48         |                  |
|                         | 22.5%  | 21.8%  | 23.1%  | 27.9%  | 22.3%  | 18.3%  | 21.1%  | 22.5%  | 24.4%  | 22.9%  | 18.4%  | 20.2%     | 23.9%           | 18.1%      | 21.0%      | 21.8%  | 29.3%         | 22.4%         | 22.0%    | 21.4%            | 23.8%      | 34.5%      |                  |
| Not influence at all    | 2331   | 1090   | 1240   | 450    | 874    | 1007   | 504    | 1012   | 315    | 496    | 185    | 230       | 325             | 203        | 112        | 181    | 202           | 236           | 219      | 112              | 272        | 53         |                  |
|                         | 46.5%  | 44.9%  | 48.1%  | 31.5%  | 49.2%  | 55.9%  | 36.8%  | 49.7%  | 46.8%  | 53.6%  | 29.0%  | 49.3%     | 47.3%           | 48.2%      | 46.5%      | 50.1%  | 45.1%         | 55.9%         | 53.0%    | 54.4%            | 48.3%      | 38.0%      |                  |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639    | 466       | 688             | 422        | 241        | 362    | 447           | 422           | 413      | 206              | 563        | 139        |                  |
|                         | 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 Attitudes Poll

Table 128

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Financial Times

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 416    | 176            | 115    | 21     | 20     | 27     | 49           | 178              | 123    | 28     | 30     | 24     | 23        | 256                            | 101    | 47        | 168                        | 68             | 121                                  |
|                         | 8.3%   | 11.4%          | 9.0%   | 6.3%   | 3.9%   | 6.5%   | 6.2%         | 11.2%            | 9.5%   | 10.4%  | 5.3%   | 5.3%   | 4.2%      | 12.1%                          | 5.9%   | 4.8%      | 11.4%                      | 6.0%           | 10.0%                                |
| Influence quite a bit   | 1137   | 396            | 306    | 76     | 82     | 69     | 177          | 432              | 322    | 62     | 97     | 86     | 96        | 545                            | 305    | 252       | 343                        | 176            | 332                                  |
|                         | 22.7%  | 25.7%          | 24.0%  | 23.3%  | 15.5%  | 16.7%  | 22.7%        | 27.3%            | 24.8%  | 23.0%  | 17.2%  | 19.3%  | 17.6%     | 25.9%                          | 17.9%  | 26.2%     | 23.3%                      | 15.6%          | 27.4%                                |
| Not influence very much | 1124   | 330            | 271    | 71     | 113    | 104    | 196          | 336              | 279    | 58     | 131    | 104    | 141       | 466                            | 345    | 249       | 333                        | 220            | 257                                  |
|                         | 22.5%  | 21.4%          | 21.2%  | 21.9%  | 21.3%  | 25.3%  | 25.2%        | 21.3%            | 21.5%  | 21.6%  | 23.0%  | 23.3%  | 25.9%     | 22.1%                          | 20.2%  | 25.8%     | 22.6%                      | 19.5%          | 21.3%                                |
| Not influence at all    | 2331   | 639            | 585    | 158    | 312    | 212    | 358          | 635              | 575    | 120    | 310    | 234    | 285       | 842                            | 953    | 416       | 629                        | 666            | 500                                  |
|                         | 46.5%  | 41.5%          | 45.8%  | 48.5%  | 59.2%  | 51.5%  | 45.9%        | 40.2%            | 44.3%  | 45.0%  | 54.6%  | 52.2%  | 52.3%     | 39.9%                          | 55.9%  | 43.2%     | 42.7%                      | 58.9%          | 41.3%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 129

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Guardian / Observer

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 349    | 178    | 171    | 188    | 102    | 59     | 132    | 134    | 34     | 49     | 105       | 45              | 34         | 13         | 16     | 18            | 39            | 16       | 21                 | 8          | 23         | 9                |
|                         | 7.0%   | 7.3%   | 6.6%   | 13.1%  | 5.8%   | 3.3%   | 9.6%   | 6.6%   | 5.0%   | 5.3%   | 16.4%     | 9.7%            | 5.0%       | 3.1%       | 6.7%   | 5.1%          | 8.8%          | 3.9%     | 5.0%               | 4.0%       | 4.1%       | 6.6%             |
| Influence quite a bit   | 1021   | 508    | 513    | 430    | 359    | 232    | 315    | 398    | 140    | 167    | 190       | 85              | 131        | 73         | 52     | 74            | 97            | 78       | 58                 | 41         | 127        | 16               |
|                         | 20.4%  | 20.9%  | 19.9%  | 30.1%  | 20.2%  | 12.9%  | 23.0%  | 19.6%  | 20.8%  | 18.0%  | 29.8%     | 18.2%           | 19.1%      | 17.3%      | 21.5%  | 20.3%         | 21.7%         | 18.4%    | 14.0%              | 19.7%      | 22.5%      | 11.4%            |
| Not influence very much | 1138   | 510    | 629    | 381    | 426    | 332    | 326    | 438    | 158    | 216    | 129       | 84              | 163        | 101        | 48     | 80            | 99            | 92       | 105                | 41         | 137        | 60               |
|                         | 22.7%  | 21.0%  | 24.4%  | 26.6%  | 24.0%  | 18.4%  | 23.8%  | 21.5%  | 23.4%  | 23.3%  | 20.1%     | 18.1%           | 23.6%      | 24.0%      | 20.0%  | 22.1%         | 22.1%         | 21.7%    | 25.3%              | 19.9%      | 24.4%      | 43.1%            |
| Not influence at all    | 2500   | 1235   | 1265   | 431    | 888    | 1180   | 597    | 1063   | 342    | 494    | 215       | 252             | 359        | 235        | 125    | 190           | 212           | 236      | 230                | 116        | 275        | 54               |
|                         | 49.9%  | 50.8%  | 49.1%  | 30.2%  | 50.0%  | 65.5%  | 43.6%  | 52.3%  | 50.7%  | 53.4%  | 33.7%     | 53.9%           | 52.2%      | 55.7%      | 51.8%  | 52.4%         | 47.4%         | 56.0%    | 55.7%              | 56.4%      | 48.9%      | 39.0%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 130

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Guardian / Observer

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 349    | 116            | 106    | 19     | 12     | 24     | 60           | 120              | 108    | 20     | 28     | 22     | 33        | 220                            | 71     | 46        | 146                        | 63             | 82                                   |
|                         | 7.0%   | 7.5%           | 8.3%   | 6.0%   | 2.3%   | 5.8%   | 7.7%         | 7.6%             | 8.3%   | 7.5%   | 4.9%   | 5.0%   | 6.1%      | 10.4%                          | 4.2%   | 4.8%      | 9.9%                       | 5.6%           | 6.8%                                 |
| Influence quite a bit   | 1021   | 260            | 358    | 72     | 59     | 89     | 164          | 278              | 373    | 71     | 71     | 93     | 97        | 552                            | 214    | 225       | 372                        | 133            | 261                                  |
|                         | 20.4%  | 16.8%          | 28.0%  | 22.1%  | 11.1%  | 21.6%  | 21.1%        | 17.6%            | 28.7%  | 26.5%  | 12.5%  | 20.7%  | 17.7%     | 26.2%                          | 12.6%  | 23.3%     | 25.3%                      | 11.8%          | 21.6%                                |
| Not influence very much | 1138   | 353            | 264    | 66     | 101    | 108    | 206          | 352              | 286    | 63     | 123    | 124    | 115       | 503                            | 341    | 237       | 354                        | 211            | 279                                  |
|                         | 22.7%  | 22.9%          | 20.7%  | 20.4%  | 19.2%  | 26.1%  | 26.4%        | 22.3%            | 22.1%  | 23.7%  | 21.6%  | 27.7%  | 21.1%     | 23.8%                          | 20.0%  | 24.6%     | 24.0%                      | 18.7%          | 23.0%                                |
| Not influence at all    | 2500   | 813            | 549    | 167    | 355    | 191    | 349          | 830              | 531    | 113    | 346    | 208    | 301       | 834                            | 1078   | 456       | 601                        | 723            | 588                                  |
|                         | 49.9%  | 52.7%          | 43.0%  | 51.5%  | 67.3%  | 46.4%  | 44.8%        | 52.5%            | 40.9%  | 42.4%  | 60.9%  | 46.6%  | 55.1%     | 39.5%                          | 63.2%  | 47.3%     | 40.8%                      | 63.9%          | 48.6%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 131

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Mail / Mail on Sunday

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 328    | 180    | 148    | 164    | 95     | 70     | 135    | 112    | 45     | 37     | 108       | 24              | 30         | 17         | 12     | 24            | 33            | 15       | 17                 | 13         | 30         | 6                |
|                         | 6.6%   | 7.4%   | 5.7%   | 11.4%  | 5.3%   | 3.9%   | 9.9%   | 5.5%   | 6.6%   | 4.0%   | 16.9%     | 5.2%            | 4.3%       | 4.0%       | 5.1%   | 6.6%          | 7.3%          | 3.6%     | 4.1%               | 6.3%       | 5.3%       | 4.0%             |
| Influence quite a bit   | 908    | 420    | 489    | 354    | 282    | 272    | 277    | 344    | 127    | 160    | 150       | 83              | 120        | 73         | 47     | 66            | 68            | 58       | 60                 | 35         | 120        | 28               |
|                         | 18.1%  | 17.3%  | 19.0%  | 24.8%  | 15.9%  | 15.1%  | 20.2%  | 16.9%  | 18.9%  | 17.3%  | 23.4%     | 17.9%           | 17.5%      | 17.3%      | 19.6%  | 18.1%         | 15.1%         | 13.8%    | 14.6%              | 17.2%      | 21.3%      | 20.0%            |
| Not influence very much | 1233   | 584    | 650    | 392    | 438    | 403    | 332    | 501    | 154    | 245    | 134       | 112             | 176        | 113        | 56     | 95            | 132           | 88       | 108                | 48         | 132        | 42               |
|                         | 24.6%  | 24.0%  | 25.2%  | 27.4%  | 24.7%  | 22.3%  | 24.3%  | 24.6%  | 22.9%  | 26.5%  | 21.0%     | 23.9%           | 25.6%      | 26.7%      | 23.1%  | 26.2%         | 29.5%         | 20.8%    | 26.1%              | 23.2%      | 23.4%      | 30.0%            |
| Not influence at all    | 2538   | 1247   | 1291   | 519    | 960    | 1058   | 625    | 1078   | 348    | 484    | 248       | 247             | 362        | 219        | 126    | 178           | 215           | 261      | 228                | 110        | 281        | 64               |
|                         | 50.7%  | 51.3%  | 50.1%  | 36.3%  | 54.1%  | 58.7%  | 45.6%  | 53.0%  | 51.6%  | 52.3%  | 38.7%     | 53.0%           | 52.6%      | 52.0%      | 52.1%  | 49.1%         | 48.1%         | 61.9%    | 55.2%              | 53.2%      | 50.0%      | 46.0%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 132

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Mail / Mail on Sunday

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 328    | 142            | 93     | 14     | 19     | 17     | 35           | 136              | 88     | 16     | 35     | 16     | 19        | 205                            | 78     | 35        | 138                        | 60             | 85                                   |
|                         | 6.6%   | 9.2%           | 7.3%   | 4.3%   | 3.5%   | 4.1%   | 4.5%         | 8.6%             | 6.8%   | 5.9%   | 6.1%   | 3.7%   | 3.5%      | 9.7%                           | 4.6%   | 3.7%      | 9.4%                       | 5.3%           | 7.0%                                 |
| Influence quite a bit   | 908    | 327            | 238    | 33     | 76     | 53     | 162          | 349              | 259    | 41     | 85     | 63     | 83        | 391                            | 289    | 200       | 221                        | 191            | 268                                  |
|                         | 18.1%  | 21.2%          | 18.7%  | 10.2%  | 14.5%  | 12.8%  | 20.8%        | 22.1%            | 20.0%  | 15.5%  | 15.0%  | 14.0%  | 15.1%     | 18.5%                          | 17.0%  | 20.7%     | 15.0%                      | 16.9%          | 22.1%                                |
| Not influence very much | 1233   | 420            | 258    | 77     | 137    | 95     | 203          | 419              | 282    | 62     | 157    | 91     | 147       | 473                            | 417    | 283       | 326                        | 252            | 313                                  |
|                         | 24.6%  | 27.2%          | 20.2%  | 23.8%  | 26.0%  | 23.1%  | 26.0%        | 26.5%            | 21.7%  | 23.0%  | 27.6%  | 20.4%  | 26.9%     | 22.4%                          | 24.5%  | 29.3%     | 22.1%                      | 22.3%          | 25.9%                                |
| Not influence at all    | 2538   | 652            | 687    | 201    | 295    | 247    | 380          | 676              | 669    | 148    | 291    | 277    | 297       | 1040                           | 920    | 446       | 788                        | 628            | 544                                  |
|                         | 50.7%  | 42.3%          | 53.8%  | 61.7%  | 56.0%  | 60.0%  | 48.7%        | 42.8%            | 51.5%  | 55.5%  | 51.3%  | 61.9%  | 54.5%     | 49.3%                          | 54.0%  | 46.3%     | 53.5%                      | 55.6%          | 45.0%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 133

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Mirror / Sunday Mirror

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 238    | 129    | 108    | 118    | 85     | 35     | 98     | 74     | 27     | 39     | 88        | 17              | 23         | 5          | 10     | 16            | 23            | 10       | 21                 | 4          | 15         | 7                |
|                         | 4.7%   | 5.3%   | 4.2%   | 8.2%   | 4.8%   | 2.0%   | 7.2%   | 3.6%   | 3.9%   | 4.2%   | 13.7%     | 3.6%            | 3.4%       | 1.2%       | 3.9%   | 4.3%          | 5.2%          | 2.3%     | 5.1%               | 1.9%       | 2.7%       | 4.9%             |
| Influence quite a bit   | 655    | 361    | 293    | 336    | 198    | 120    | 204    | 225    | 99     | 127    | 135       | 51              | 72         | 49         | 33     | 37            | 61            | 38       | 37                 | 35         | 82         | 24               |
|                         | 13.1%  | 14.9%  | 11.4%  | 23.5%  | 11.2%  | 6.7%   | 14.9%  | 11.1%  | 14.7%  | 13.7%  | 21.2%     | 10.9%           | 10.5%      | 11.6%      | 13.7%  | 10.4%         | 13.6%         | 8.9%     | 9.0%               | 17.0%      | 14.6%      | 17.0%            |
| Not influence very much | 1160   | 515    | 645    | 416    | 452    | 292    | 294    | 468    | 160    | 237    | 141       | 106             | 149        | 98         | 52     | 87            | 113           | 83       | 99                 | 43         | 146        | 43               |
|                         | 23.2%  | 21.2%  | 25.0%  | 29.1%  | 25.4%  | 16.2%  | 21.5%  | 23.0%  | 23.8%  | 25.6%  | 22.1%     | 22.7%           | 21.7%      | 23.3%      | 21.7%  | 24.0%         | 25.4%         | 19.6%    | 23.9%              | 20.7%      | 25.9%      | 30.8%            |
| Not influence at all    | 2956   | 1425   | 1531   | 560    | 1041   | 1355   | 773    | 1267   | 388    | 523    | 275       | 293             | 443        | 270        | 146    | 222           | 250           | 292      | 256                | 124        | 320        | 66               |
|                         | 59.0%  | 58.6%  | 59.4%  | 39.2%  | 58.6%  | 75.2%  | 56.5%  | 62.3%  | 57.6%  | 56.5%  | 43.0%     | 62.7%           | 64.4%      | 63.9%      | 60.7%  | 61.4%         | 55.9%         | 69.2%    | 61.9%              | 60.3%      | 56.8%      | 47.3%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 134

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Mirror / Sunday Mirror

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 238    | 77             | 83     | 11     | 12     | 18     | 31           | 75               | 90     | 13     | 16     | 15     | 13        | 160                            | 42     | 26        | 103                        | 39             | 60                                   |
|                         | 4.7%   | 5.0%           | 6.5%   | 3.3%   | 2.4%   | 4.4%   | 4.0%         | 4.7%             | 7.0%   | 4.9%   | 2.9%   | 3.4%   | 2.4%      | 7.6%                           | 2.5%   | 2.7%      | 7.0%                       | 3.4%           | 5.0%                                 |
| Influence quite a bit   | 655    | 158            | 243    | 19     | 37     | 43     | 131          | 164              | 272    | 27     | 56     | 49     | 52        | 334                            | 165    | 137       | 221                        | 123            | 154                                  |
|                         | 13.1%  | 10.2%          | 19.1%  | 5.9%   | 7.1%   | 10.5%  | 16.7%        | 10.4%            | 20.9%  | 10.0%  | 9.8%   | 10.9%  | 9.6%      | 15.8%                          | 9.7%   | 14.2%     | 15.0%                      | 10.9%          | 12.7%                                |
| Not influence very much | 1160   | 328            | 312    | 61     | 110    | 93     | 224          | 323              | 310    | 62     | 120    | 104    | 163       | 493                            | 344    | 255       | 339                        | 215            | 284                                  |
|                         | 23.2%  | 21.3%          | 24.5%  | 18.7%  | 20.8%  | 22.6%  | 28.7%        | 20.4%            | 23.8%  | 23.1%  | 21.2%  | 23.2%  | 29.9%     | 23.4%                          | 20.2%  | 26.5%     | 23.0%                      | 19.0%          | 23.4%                                |
| Not influence at all    | 2956   | 979            | 638    | 234    | 368    | 258    | 394          | 1019             | 627    | 166    | 376    | 280    | 317       | 1122                           | 1153   | 545       | 810                        | 754            | 712                                  |
|                         | 59.0%  | 63.5%          | 50.0%  | 72.1%  | 69.7%  | 62.5%  | 50.6%        | 64.5%            | 48.2%  | 62.1%  | 66.1%  | 62.5%  | 58.1%     | 53.2%                          | 67.7%  | 56.5%     | 55.0%                      | 66.7%          | 58.9%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 135

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Express / Sunday Express

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 227    | 125    | 102    | 136    | 72     | 19     | 93     | 76     | 33     | 25     | 78        | 21              | 21         | 7          | 6      | 11            | 22            | 9        | 17                 | 9          | 21         | 5                |
|                         | 4.5%   | 5.1%   | 3.9%   | 9.5%   | 4.1%   | 1.0%   | 6.8%   | 3.7%   | 4.9%   | 2.7%   | 12.2%     | 4.4%            | 3.1%       | 1.7%       | 2.7%   | 3.1%          | 4.8%          | 2.0%     | 4.0%               | 4.5%       | 3.7%       | 3.5%             |
| Influence quite a bit   | 691    | 362    | 329    | 311    | 219    | 162    | 222    | 255    | 91     | 123    | 137       | 46              | 80         | 54         | 39     | 57            | 69            | 54       | 38                 | 25         | 80         | 12               |
|                         | 13.8%  | 14.9%  | 12.8%  | 21.7%  | 12.3%  | 9.0%   | 16.2%  | 12.5%  | 13.5%  | 13.3%  | 21.5%     | 9.9%            | 11.7%      | 12.9%      | 16.1%  | 15.8%         | 15.3%         | 12.8%    | 9.2%               | 12.0%      | 14.2%      | 8.5%             |
| Not influence very much | 1213   | 538    | 675    | 409    | 431    | 374    | 325    | 464    | 168    | 257    | 149       | 105             | 171        | 107        | 59     | 91            | 115           | 76       | 99                 | 49         | 149        | 45               |
|                         | 24.2%  | 22.1%  | 26.2%  | 28.6%  | 24.3%  | 20.7%  | 23.7%  | 22.8%  | 24.9%  | 27.8%  | 23.3%     | 22.4%           | 24.9%      | 25.4%      | 24.5%  | 25.1%         | 25.6%         | 18.0%    | 24.0%              | 23.6%      | 26.4%      | 32.2%            |
| Not influence at all    | 2877   | 1406   | 1471   | 575    | 1054   | 1248   | 730    | 1239   | 382    | 521    | 275       | 295             | 415        | 253        | 137    | 203           | 242           | 283      | 259                | 123        | 313        | 77               |
|                         | 57.4%  | 57.8%  | 57.1%  | 40.2%  | 59.3%  | 69.3%  | 53.3%  | 60.9%  | 56.8%  | 56.2%  | 43.1%     | 63.2%           | 60.3%      | 60.0%      | 56.7%  | 56.0%         | 54.2%         | 67.2%    | 62.8%              | 59.9%      | 55.7%      | 55.8%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 136

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Express / Sunday Express

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 227    | 81             | 62     | 6      | 15     | 16     | 38           | 75               | 67     | 13     | 25     | 14     | 13        | 143                            | 42     | 26        | 96                         | 42             | 46                                   |
|                         | 4.5%   | 5.2%           | 4.9%   | 1.8%   | 2.9%   | 3.9%   | 4.9%         | 4.8%             | 5.2%   | 4.8%   | 4.4%   | 3.0%   | 2.3%      | 6.8%                           | 2.5%   | 2.7%      | 6.5%                       | 3.7%           | 3.8%                                 |
| Influence quite a bit   | 691    | 218            | 207    | 29     | 64     | 52     | 106          | 231              | 228    | 33     | 76     | 53     | 49        | 316                            | 220    | 136       | 201                        | 153            | 182                                  |
|                         | 13.8%  | 14.1%          | 16.2%  | 9.0%   | 12.1%  | 12.7%  | 13.6%        | 14.6%            | 17.6%  | 12.2%  | 13.4%  | 11.8%  | 9.1%      | 15.0%                          | 12.9%  | 14.1%     | 13.6%                      | 13.6%          | 15.0%                                |
| Not influence very much | 1213   | 407            | 280    | 75     | 106    | 81     | 228          | 414              | 282    | 65     | 129    | 74     | 171       | 506                            | 352    | 294       | 314                        | 227            | 317                                  |
|                         | 24.2%  | 26.4%          | 21.9%  | 23.1%  | 20.1%  | 19.6%  | 29.2%        | 26.2%            | 21.7%  | 24.1%  | 22.7%  | 16.6%  | 31.3%     | 24.0%                          | 20.6%  | 30.5%     | 21.3%                      | 20.1%          | 26.2%                                |
| Not influence at all    | 2877   | 836            | 727    | 215    | 342    | 263    | 408          | 860              | 722    | 157    | 338    | 307    | 313       | 1144                           | 1090   | 509       | 862                        | 707            | 665                                  |
|                         | 57.4%  | 54.2%          | 57.0%  | 66.1%  | 64.9%  | 63.8%  | 52.3%        | 54.4%            | 55.6%  | 58.8%  | 59.5%  | 68.6%  | 57.3%     | 54.3%                          | 64.0%  | 52.8%     | 58.5%                      | 62.6%          | 55.0%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

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Table 137

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Sun / Sun on Sunday

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 245    | 130    | 115    | 133    | 83     | 28     | 93     | 84     | 36     | 32     | 79        | 28              | 23         | 7          | 10     | 14            | 19            | 12       | 21                 | 8          | 19         | 5                |
|                         | 4.9%   | 5.3%   | 4.4%   | 9.3%   | 4.7%   | 1.6%   | 6.8%   | 4.1%   | 5.3%   | 3.4%   | 12.4%     | 6.1%            | 3.4%       | 1.6%       | 4.0%   | 4.0%          | 4.2%          | 2.7%     | 5.2%               | 3.7%       | 3.4%       | 3.5%             |
| Influence quite a bit   | 654    | 343    | 311    | 334    | 222    | 97     | 204    | 209    | 91     | 150    | 119       | 51              | 74         | 55         | 31     | 50            | 65            | 45       | 49                 | 27         | 70         | 18               |
|                         | 13.1%  | 14.1%  | 12.1%  | 23.4%  | 12.5%  | 5.4%   | 14.9%  | 10.3%  | 13.4%  | 16.2%  | 18.6%     | 11.0%           | 10.8%      | 13.0%      | 12.8%  | 13.8%         | 14.5%         | 10.8%    | 11.8%              | 13.1%      | 12.4%      | 12.9%            |
| Not influence very much | 1002   | 460    | 542    | 379    | 381    | 242    | 268    | 379    | 144    | 211    | 134       | 92              | 138        | 85         | 47     | 81            | 107           | 73       | 56                 | 42         | 109        | 39               |
|                         | 20.0%  | 18.9%  | 21.0%  | 26.5%  | 21.5%  | 13.5%  | 19.6%  | 18.6%  | 21.4%  | 22.8%  | 21.0%     | 19.7%           | 20.0%      | 20.2%      | 19.4%  | 22.5%         | 23.8%         | 17.2%    | 13.6%              | 20.4%      | 19.3%      | 28.0%            |
| Not influence at all    | 3107   | 1498   | 1610   | 584    | 1089   | 1434   | 804    | 1362   | 403    | 533    | 307       | 295             | 453        | 275        | 154    | 216           | 257           | 292      | 287                | 129        | 365        | 77               |
|                         | 62.0%  | 61.6%  | 62.5%  | 40.9%  | 61.3%  | 79.6%  | 58.7%  | 67.0%  | 59.8%  | 57.6%  | 48.0%     | 63.2%           | 65.8%      | 65.2%      | 63.8%  | 59.8%         | 57.5%         | 69.3%    | 69.4%              | 62.8%      | 64.9%      | 55.6%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 138

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Sun / Sun on Sunday

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 245    | 99             | 62     | 10     | 16     | 17     | 32           | 94               | 73     | 10     | 24     | 15     | 16        | 144                            | 56     | 37        | 100                        | 46             | 53                                   |
|                         | 4.9%   | 6.4%           | 4.9%   | 3.1%   | 3.1%   | 4.1%   | 4.1%         | 6.0%             | 5.6%   | 3.7%   | 4.2%   | 3.3%   | 3.0%      | 6.8%                           | 3.3%   | 3.8%      | 6.8%                       | 4.1%           | 4.4%                                 |
| Influence quite a bit   | 654    | 193            | 184    | 26     | 66     | 46     | 123          | 198              | 216    | 32     | 82     | 51     | 44        | 304                            | 182    | 133       | 192                        | 139            | 154                                  |
|                         | 13.1%  | 12.5%          | 14.4%  | 7.9%   | 12.5%  | 11.1%  | 15.8%        | 12.5%            | 16.6%  | 12.2%  | 14.5%  | 11.5%  | 8.1%      | 14.4%                          | 10.7%  | 13.8%     | 13.1%                      | 12.3%          | 12.7%                                |
| Not influence very much | 1002   | 315            | 241    | 52     | 82     | 82     | 200          | 325              | 239    | 55     | 106    | 82     | 122       | 408                            | 315    | 231       | 273                        | 214            | 237                                  |
|                         | 20.0%  | 20.5%          | 18.8%  | 15.9%  | 15.5%  | 19.9%  | 25.6%        | 20.6%            | 18.4%  | 20.5%  | 18.7%  | 18.4%  | 22.3%     | 19.4%                          | 18.5%  | 23.9%     | 18.5%                      | 18.9%          | 19.6%                                |
| Not influence at all    | 3107   | 934            | 790    | 238    | 363    | 268    | 425          | 963              | 771    | 170    | 356    | 299    | 363       | 1252                           | 1152   | 563       | 907                        | 731            | 766                                  |
|                         | 62.0%  | 60.6%          | 61.9%  | 73.1%  | 68.9%  | 64.9%  | 54.4%        | 60.9%            | 59.4%  | 63.7%  | 62.6%  | 66.8%  | 66.6%     | 59.4%                          | 67.6%  | 58.4%     | 61.6%                      | 64.7%          | 63.3%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 139

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Star / Daily Star Sunday

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                     |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|---------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humber-side | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                 | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                 | 206        | 563        | 139              |
| Influence very much     | 179    | 99     | 80     | 110    | 64     | 4      | 85     | 52     | 14     | 27     | 64        | 12              | 17         | 9          | 7      | 13            | 18            | 10       | 12                  | 3          | 8          | 5                |
|                         | 3.6%   | 4.1%   | 3.1%   | 7.7%   | 3.6%   | *      | 6.2%   | 2.6%   | 2.0%   | 2.9%   | 10.0%     | 2.6%            | 2.5%       | 2.2%       | 3.0%   | 3.5%          | 4.1%          | 2.3%     | 2.9%                | 1.5%       | 1.5%       | 3.5%             |
| Influence quite a bit   | 509    | 248    | 262    | 271    | 170    | 68     | 155    | 174    | 75     | 105    | 121       | 37              | 60         | 29         | 22     | 33            | 45            | 30       | 34                  | 22         | 66         | 10               |
|                         | 10.2%  | 10.2%  | 10.2%  | 19.0%  | 9.6%   | 3.8%   | 11.3%  | 8.6%   | 11.1%  | 11.3%  | 18.9%     | 8.0%            | 8.7%       | 6.9%       | 9.1%   | 9.0%          | 10.2%         | 7.1%     | 8.3%                | 10.9%      | 11.7%      | 7.3%             |
| Not influence very much | 976    | 458    | 518    | 414    | 371    | 191    | 267    | 356    | 145    | 208    | 133       | 99              | 118        | 78         | 42     | 81            | 100           | 64       | 73                  | 38         | 112        | 38               |
|                         | 19.5%  | 18.8%  | 20.1%  | 28.9%  | 20.9%  | 10.6%  | 19.5%  | 17.5%  | 21.6%  | 22.4%  | 20.8%     | 21.2%           | 17.2%      | 18.4%      | 17.5%  | 22.3%         | 22.3%         | 15.2%    | 17.6%               | 18.4%      | 20.0%      | 27.3%            |
| Not influence at all    | 3344   | 1627   | 1717   | 635    | 1170   | 1539   | 862    | 1452   | 439    | 586    | 322       | 318             | 492        | 306        | 170    | 236           | 284           | 318      | 294                 | 143        | 376        | 86               |
|                         | 66.8%  | 66.9%  | 66.6%  | 44.4%  | 65.9%  | 85.4%  | 62.9%  | 71.4%  | 65.2%  | 63.3%  | 50.3%     | 68.2%           | 71.6%      | 72.5%      | 70.5%  | 65.1%         | 63.4%         | 75.4%    | 71.2%               | 69.2%      | 66.8%      | 61.9%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                 | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 140

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

The Daily Star / Daily Star Sunday

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 179    | 70             | 50     | 5      | 10     | 14     | 26           | 66               | 58     | 6      | 16     | 10     | 12        | 119                            | 32     | 23        | 81                         | 28             | 41                                   |
|                         | 3.6%   | 4.5%           | 3.9%   | 1.5%   | 1.9%   | 3.5%   | 3.3%         | 4.1%             | 4.5%   | 2.2%   | 2.8%   | 2.2%   | 2.2%      | 5.6%                           | 1.9%   | 2.3%      | 5.5%                       | 2.5%           | 3.4%                                 |
| Influence quite a bit   | 509    | 138            | 160    | 26     | 46     | 30     | 94           | 145              | 178    | 32     | 59     | 30     | 40        | 240                            | 130    | 113       | 155                        | 107            | 108                                  |
|                         | 10.2%  | 9.0%           | 12.5%  | 8.0%   | 8.8%   | 7.2%   | 12.0%        | 9.2%             | 13.7%  | 12.1%  | 10.4%  | 6.7%   | 7.3%      | 11.4%                          | 7.6%   | 11.8%     | 10.5%                      | 9.5%           | 8.9%                                 |
| Not influence very much | 976    | 280            | 242    | 54     | 75     | 80     | 207          | 285              | 265    | 56     | 103    | 79     | 110       | 411                            | 282    | 223       | 274                        | 188            | 231                                  |
|                         | 19.5%  | 18.2%          | 19.0%  | 16.6%  | 14.3%  | 19.5%  | 26.5%        | 18.0%            | 20.4%  | 21.1%  | 18.2%  | 17.7%  | 20.1%     | 19.5%                          | 16.6%  | 23.1%     | 18.6%                      | 16.6%          | 19.1%                                |
| Not influence at all    | 3344   | 1053           | 824    | 240    | 396    | 288    | 454          | 1086             | 798    | 172    | 390    | 329    | 384       | 1340                           | 1260   | 605       | 962                        | 807            | 830                                  |
|                         | 66.8%  | 68.3%          | 64.6%  | 73.9%  | 75.1%  | 69.9%  | 58.2%        | 68.7%            | 61.4%  | 64.5%  | 68.6%  | 73.4%  | 70.4%     | 63.5%                          | 73.9%  | 62.8%     | 65.3%                      | 71.4%          | 68.6%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 141

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

Metro

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 224    | 126    | 98     | 137    | 73     | 14     | 102    | 67     | 20     | 34     | 71        | 16              | 19         | 10         | 11     | 9             | 19            | 15       | 28                 | 5          | 18         | 5                |
|                         | 4.5%   | 5.2%   | 3.8%   | 9.6%   | 4.1%   | 0.8%   | 7.5%   | 3.3%   | 3.0%   | 3.7%   | 11.1%     | 3.4%            | 2.7%       | 2.3%       | 4.4%   | 2.4%          | 4.2%          | 3.6%     | 6.7%               | 2.4%       | 3.1%       | 3.5%             |
| Influence quite a bit   | 642    | 328    | 314    | 333    | 221    | 88     | 223    | 233    | 78     | 108    | 157       | 61              | 93         | 35         | 27     | 50            | 66            | 30       | 29                 | 10         | 75         | 8                |
|                         | 12.8%  | 13.5%  | 12.2%  | 23.3%  | 12.4%  | 4.9%   | 16.3%  | 11.4%  | 11.6%  | 11.6%  | 24.6%     | 13.0%           | 13.5%      | 8.3%       | 11.4%  | 13.9%         | 14.6%         | 7.1%     | 7.0%               | 5.1%       | 13.4%      | 5.7%             |
| Not influence very much | 1181   | 551    | 630    | 418    | 427    | 337    | 282    | 477    | 172    | 249    | 169       | 98              | 142        | 102        | 46     | 84            | 124           | 93       | 86                 | 61         | 143        | 33               |
|                         | 23.6%  | 22.7%  | 24.5%  | 29.2%  | 24.0%  | 18.7%  | 20.6%  | 23.5%  | 25.5%  | 26.9%  | 26.4%     | 20.9%           | 20.7%      | 24.1%      | 19.0%  | 23.2%         | 27.8%         | 22.1%    | 20.9%              | 29.7%      | 25.5%      | 23.5%            |
| Not influence at all    | 2961   | 1426   | 1536   | 542    | 1055   | 1364   | 762    | 1257   | 404    | 535    | 242       | 292             | 434        | 276        | 157    | 219           | 239           | 284      | 270                | 129        | 326        | 93               |
|                         | 59.1%  | 58.7%  | 59.6%  | 37.9%  | 59.4%  | 75.7%  | 55.6%  | 61.8%  | 60.0%  | 57.8%  | 37.8%     | 62.7%           | 63.1%      | 65.3%      | 65.2%  | 60.6%         | 53.4%         | 67.2%    | 65.4%              | 62.8%      | 57.9%      | 67.2%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 142

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

Metro

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 224    | 77             | 69     | 5      | 11     | 16     | 36           | 86               | 82     | 11     | 13     | 12     | 7         | 139                            | 39     | 34        | 93                         | 39             | 47                                   |
|                         | 4.5%   | 5.0%           | 5.4%   | 1.5%   | 2.0%   | 3.8%   | 4.6%         | 5.5%             | 6.3%   | 4.1%   | 2.3%   | 2.7%   | 1.3%      | 6.6%                           | 2.3%   | 3.6%      | 6.3%                       | 3.4%           | 3.9%                                 |
| Influence quite a bit   | 642    | 191            | 199    | 32     | 44     | 42     | 114          | 194              | 211    | 36     | 75     | 42     | 55        | 338                            | 159    | 124       | 214                        | 123            | 161                                  |
|                         | 12.8%  | 12.4%          | 15.6%  | 9.7%   | 8.4%   | 10.1%  | 14.6%        | 12.3%            | 16.3%  | 13.5%  | 13.2%  | 9.3%   | 10.1%     | 16.0%                          | 9.4%   | 12.9%     | 14.5%                      | 10.8%          | 13.3%                                |
| Not influence very much | 1181   | 354            | 315    | 71     | 99     | 101    | 209          | 354              | 330    | 74     | 105    | 105    | 148       | 516                            | 354    | 263       | 356                        | 201            | 313                                  |
|                         | 23.6%  | 23.0%          | 24.7%  | 21.8%  | 18.8%  | 24.4%  | 26.8%        | 22.4%            | 25.4%  | 27.7%  | 18.5%  | 23.5%  | 27.2%     | 24.5%                          | 20.7%  | 27.3%     | 24.2%                      | 17.7%          | 25.9%                                |
| Not influence at all    | 2961   | 919            | 693    | 217    | 373    | 254    | 421          | 947              | 676    | 146    | 375    | 288    | 335       | 1116                           | 1152   | 542       | 810                        | 769            | 689                                  |
|                         | 59.1%  | 59.6%          | 54.3%  | 66.9%  | 70.8%  | 61.6%  | 54.0%        | 59.9%            | 52.0%  | 54.7%  | 66.0%  | 64.4%  | 61.4%     | 52.9%                          | 67.6%  | 56.2%     | 55.0%                      | 68.0%          | 57.0%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 143

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

London Evening Standard

|                         | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                         |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total        | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total          | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Influence very much     | 199    | 113    | 86     | 116    | 70     | 13     | 99     | 56     | 24     | 21     | 79        | 18              | 17         | 5          | 7      | 13            | 19            | 9        | 11                 | 5          | 11         | 5                |
|                         | 4.0%   | 4.7%   | 3.3%   | 8.1%   | 3.9%   | 0.7%   | 7.2%   | 2.7%   | 3.6%   | 2.2%   | 12.4%     | 3.9%            | 2.5%       | 1.1%       | 3.1%   | 3.5%          | 4.2%          | 2.2%     | 2.6%               | 2.3%       | 1.9%       | 3.5%             |
| Influence quite a bit   | 648    | 327    | 321    | 328    | 229    | 91     | 221    | 211    | 95     | 122    | 186       | 60              | 82         | 36         | 25     | 47            | 52            | 37       | 41                 | 18         | 60         | 4                |
|                         | 12.9%  | 13.5%  | 12.5%  | 22.9%  | 12.9%  | 5.1%   | 16.1%  | 10.4%  | 14.1%  | 13.2%  | 29.1%     | 13.0%           | 11.9%      | 8.6%       | 10.6%  | 13.1%         | 11.6%         | 8.8%     | 9.9%               | 8.7%       | 10.7%      | 2.5%             |
| Not influence very much | 1204   | 558    | 647    | 414    | 447    | 344    | 330    | 481    | 162    | 231    | 180       | 114             | 171        | 106        | 54     | 84            | 126           | 70       | 74                 | 47         | 132        | 46               |
|                         | 24.0%  | 23.0%  | 25.1%  | 29.0%  | 25.2%  | 19.1%  | 24.1%  | 23.7%  | 24.1%  | 24.9%  | 28.2%     | 24.5%           | 24.9%      | 25.1%      | 22.5%  | 23.4%         | 28.2%         | 16.7%    | 17.9%              | 22.7%      | 23.5%      | 33.1%            |
| Not influence at all    | 2956   | 1433   | 1523   | 572    | 1030   | 1354   | 719    | 1287   | 392    | 553    | 194       | 274             | 418        | 275        | 154    | 217           | 250           | 305      | 288                | 137        | 360        | 84               |
|                         | 59.0%  | 58.9%  | 59.1%  | 40.0%  | 58.0%  | 75.1%  | 52.5%  | 63.3%  | 58.3%  | 59.7%  | 30.4%     | 58.7%           | 60.8%      | 65.2%      | 63.9%  | 60.0%         | 56.0%         | 72.3%    | 69.6%              | 66.3%      | 63.9%      | 60.8%            |
| SIGMA                   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                         | 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 Attitudes Poll

Table 144

Q14. Normal weightings

Q14. How much might the facts reported and opinions expressed in each of the following media sources influence the way you would vote in the referendum, based on how much you read / listen to them and how much you trust them?

Base: All Respondents

London Evening Standard

|                         | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                         |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total        | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total          | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Influence very much     | 199    | 82             | 51     | 6      | 7      | 16     | 33           | 84               | 60     | 9      | 13     | 11     | 10        | 141                            | 38     | 16        | 86                         | 33             | 60                                   |
|                         | 4.0%   | 5.3%           | 4.0%   | 1.8%   | 1.3%   | 3.8%   | 4.3%         | 5.3%             | 4.6%   | 3.2%   | 2.3%   | 2.5%   | 1.9%      | 6.7%                           | 2.2%   | 1.6%      | 5.9%                       | 2.9%           | 4.9%                                 |
| Influence quite a bit   | 648    | 202            | 185    | 34     | 52     | 42     | 115          | 210              | 207    | 39     | 73     | 44     | 49        | 320                            | 177    | 126       | 217                        | 130            | 150                                  |
|                         | 12.9%  | 13.1%          | 14.5%  | 10.5%  | 9.8%   | 10.2%  | 14.8%        | 13.3%            | 16.0%  | 14.5%  | 12.9%  | 9.8%   | 9.1%      | 15.2%                          | 10.4%  | 13.1%     | 14.7%                      | 11.5%          | 12.4%                                |
| Not influence very much | 1204   | 383            | 308    | 79     | 88     | 77     | 228          | 402              | 322    | 64     | 104    | 83     | 143       | 528                            | 328    | 288       | 349                        | 199            | 309                                  |
|                         | 24.0%  | 24.8%          | 24.1%  | 24.3%  | 16.7%  | 18.6%  | 29.2%        | 25.4%            | 24.8%  | 23.9%  | 18.4%  | 18.6%  | 26.2%     | 25.0%                          | 19.3%  | 29.8%     | 23.7%                      | 17.6%          | 25.5%                                |
| Not influence at all    | 2956   | 874            | 732    | 206    | 381    | 278    | 404          | 885              | 710    | 156    | 377    | 309    | 342       | 1121                           | 1162   | 534       | 821                        | 770            | 692                                  |
|                         | 59.0%  | 56.7%          | 57.3%  | 63.5%  | 72.3%  | 67.4%  | 51.8%        | 56.0%            | 54.6%  | 58.4%  | 66.4%  | 69.0%  | 62.8%     | 53.2%                          | 68.2%  | 55.4%     | 55.7%                      | 68.1%          | 57.2%                                |
| SIGMA                   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                         | 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 Attitudes Poll

Table 145

Q15. Normal weightings

Q15. In talking about the EU, which of the following do you think UK business leaders are most motivated by?

Base: All Respondents

|  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total   | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Motivated by what would be best for the UK economic interests as a whole | 1318   | 654    | 664    | 395    | 467    | 455    | 414    | 538    | 157    | 208    | 207       | 110             | 202        | 119        | 60     | 102           | 113           | 86       | 104                | 56         | 124        | 33               |
|  | 26.3%  | 26.9%  | 25.8%  | 27.6%  | 26.3%  | 25.3%  | 30.2%  | 26.5%  | 23.3%  | 22.4%  | 32.4%     | 23.6%           | 29.3%      | 28.3%      | 25.0%  | 28.3%         | 25.3%         | 20.5%    | 25.1%              | 27.2%      | 22.1%      | 24.2%            |
| Motivated by what would be best for their own financial interests        | 3127   | 1574   | 1553   | 834    | 1086   | 1207   | 858    | 1268   | 447    | 553    | 364       | 309             | 401        | 254        | 146    | 214           | 274           | 299      | 275                | 123        | 366        | 101              |
|  | 62.4%  | 64.8%  | 60.3%  | 58.3%  | 61.2%  | 66.9%  | 62.6%  | 62.3%  | 66.3%  | 59.7%  | 56.9%     | 66.3%           | 58.3%      | 60.3%      | 60.7%  | 59.1%         | 61.3%         | 70.9%    | 66.7%              | 59.6%      | 65.0%      | 73.0%            |
| Don't know   | 563    | 203    | 360    | 200    | 222    | 140    | 98     | 229    | 70     | 166    | 68        | 47              | 85         | 48         | 35     | 45            | 60            | 36       | 34                 | 27         | 73         | 4                |
|  | 11.2%  | 8.4%   | 14.0%  | 14.0%  | 12.5%  | 7.8%   | 7.1%   | 11.2%  | 10.3%  | 17.9%  | 10.7%     | 10.1%           | 12.3%      | 11.5%      | 14.3%  | 12.6%         | 13.4%         | 8.6%     | 8.2%               | 13.1%      | 13.0%      | 2.9%             |
| SIGMA  | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|  | 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 Attitudes Poll

Table 146

Q15. Normal weightings

Q15. In talking about the EU, which of the following do you think UK business leaders are most motivated by?

Base: All Respondents

|  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total   | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Motivated by what would be best for the UK economic interests as a whole | 1318   | 568            | 298    | 111    | 90     | 61     | 175          | 603              | 300    | 102    | 92     | 68     | 104       | 719                            | 318    | 249       | 485                        | 214            | 338                                  |
|  | 26.3%  | 36.9%          | 23.3%  | 34.3%  | 17.0%  | 14.9%  | 22.5%        | 38.2%            | 23.1%  | 38.4%  | 16.3%  | 15.2%  | 19.1%     | 34.1%                          | 18.7%  | 25.8%     | 32.9%                      | 18.9%          | 28.0%                                |
| Motivated by what would be best for their own financial interests        | 3127   | 832            | 845    | 188    | 397    | 319    | 457          | 850              | 862    | 143    | 438    | 353    | 343       | 1241                           | 1265   | 504       | 896                        | 819            | 790                                  |
|  | 62.4%  | 54.0%          | 66.2%  | 57.9%  | 75.2%  | 77.5%  | 58.6%        | 53.8%            | 66.4%  | 53.4%  | 77.1%  | 78.8%  | 62.9%     | 58.9%                          | 74.2%  | 52.3%     | 60.9%                      | 72.5%          | 65.3%                                |
| Don't know   | 563    | 142            | 134    | 25     | 41     | 32     | 147          | 127              | 137    | 22     | 38     | 27     | 99        | 149                            | 122    | 210       | 92                         | 97             | 81                                   |
|  | 11.2%  | 9.2%           | 10.5%  | 7.8%   | 7.8%   | 7.6%   | 18.9%        | 8.1%             | 10.5%  | 8.2%   | 6.7%   | 6.0%   | 18.1%     | 7.0%                           | 7.1%   | 21.8%     | 6.2%                       | 8.6%           | 6.7%                                 |
| SIGMA  | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|  | 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 Attitudes Poll

Table 187

Q17. Normal weightings

Q17. Which party has the best approach on the question of EU membership?

Base: All Respondents

|                   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|-------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total    | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Conservatives     | 1190   | 678    | 513    | 292    | 404    | 495    | 421    | 483    | 143    | 143    | 169       | 120             | 205        | 104        | 56     | 108           | 102           | 55       | 91                 | 45         | 111        | 24               |
|                   | 23.8%  | 27.9%  | 19.9%  | 20.4%  | 22.7%  | 27.4%  | 30.7%  | 23.7%  | 21.2%  | 15.5%  | 26.5%     | 25.8%           | 29.9%      | 24.8%      | 23.2%  | 29.7%         | 22.8%         | 13.0%    | 21.9%              | 21.7%      | 19.8%      | 17.3%            |
| Labour            | 719    | 368    | 351    | 308    | 246    | 165    | 218    | 267    | 100    | 134    | 139       | 72              | 60         | 41         | 34     | 51            | 72            | 34       | 57                 | 37         | 105        | 17               |
|                   | 14.4%  | 15.1%  | 13.6%  | 21.6%  | 13.8%  | 9.2%   | 15.9%  | 13.1%  | 14.8%  | 14.5%  | 21.8%     | 15.4%           | 8.7%       | 9.8%       | 14.2%  | 14.1%         | 16.0%         | 8.0%     | 13.8%              | 17.9%      | 18.7%      | 12.2%            |
| Liberal Democrats | 232    | 126    | 106    | 68     | 75     | 89     | 95     | 78     | 24     | 35     | 46        | 27              | 29         | 17         | 10     | 11            | 23            | 12       | 23                 | 1          | 25         | 9                |
|                   | 4.6%   | 5.2%   | 4.1%   | 4.8%   | 4.2%   | 5.0%   | 7.0%   | 3.8%   | 3.6%   | 3.8%   | 7.2%      | 5.8%            | 4.3%       | 3.9%       | 4.0%   | 3.1%          | 5.0%          | 2.9%     | 5.5%               | 0.7%       | 4.4%       | 6.2%             |
| UKIP              | 951    | 559    | 393    | 187    | 316    | 448    | 219    | 374    | 160    | 199    | 84        | 104             | 158        | 98         | 41     | 72            | 92            | 57       | 86                 | 31         | 109        | 19               |
|                   | 19.0%  | 23.0%  | 15.2%  | 13.1%  | 17.8%  | 24.9%  | 16.0%  | 18.4%  | 23.7%  | 21.5%  | 13.2%     | 22.2%           | 22.9%      | 23.3%      | 16.9%  | 20.0%         | 20.5%         | 13.6%    | 20.9%              | 15.2%      | 19.3%      | 14.0%            |
| SNP               | 169    | 84     | 85     | 48     | 71     | 50     | 48     | 62     | 28     | 30     | 10        | 1               | 5          | 1          | 2      | *             | 1             | 128      | 7                  | 3          | 4          | 7                |
|                   | 3.4%   | 3.4%   | 3.3%   | 3.4%   | 4.0%   | 2.7%   | 3.5%   | 3.0%   | 4.2%   | 3.3%   | 1.6%      | *               | 0.7%       | *          | 0.8%   | *             | *             | 30.3%    | 1.6%               | 1.3%       | 0.8%       | 4.9%             |
| Green             | 143    | 58     | 84     | 73     | 48     | 23     | 40     | 61     | 20     | 22     | 12        | 17              | 12         | 16         | 7      | 9             | 12            | 14       | 17                 | 5          | 17         | 5                |
|                   | 2.8%   | 2.4%   | 3.3%   | 5.1%   | 2.7%   | 1.3%   | 2.9%   | 3.0%   | 2.9%   | 2.4%   | 1.9%      | 3.7%            | 1.8%       | 3.9%       | 2.8%   | 2.4%          | 2.7%          | 3.3%     | 4.1%               | 2.6%       | 3.1%       | 3.4%             |
| None of these     | 419    | 175    | 244    | 106    | 151    | 162    | 97     | 166    | 62     | 93     | 51        | 34              | 53         | 43         | 18     | 25            | 34            | 22       | 35                 | 29         | 53         | 22               |
|                   | 8.4%   | 7.2%   | 9.5%   | 7.4%   | 8.5%   | 9.0%   | 7.1%   | 8.1%   | 9.3%   | 10.1%  | 8.0%      | 7.3%            | 7.7%       | 10.2%      | 7.5%   | 7.0%          | 7.5%          | 5.2%     | 8.5%               | 14.0%      | 9.4%       | 15.9%            |
| Dont know         | 1184   | 384    | 800    | 348    | 465    | 371    | 230    | 545    | 137    | 269    | 127       | 91              | 166        | 101        | 74     | 85            | 113           | 100      | 98                 | 55         | 138        | 36               |
|                   | 23.6%  | 15.8%  | 31.1%  | 24.3%  | 26.2%  | 20.6%  | 16.8%  | 26.8%  | 20.3%  | 29.0%  | 19.9%     | 19.6%           | 24.1%      | 24.0%      | 30.6%  | 23.6%         | 25.2%         | 23.7%    | 23.6%              | 26.6%      | 24.6%      | 26.1%            |
| SIGMA             | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                   | 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 Attitudes Poll

**Table 188**  
**Q17. Normal weightings**  
**Q17. Which party has the best approach on the question of EU membership?**  
**Base: All Respondents**

|                   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|-------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total    | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Conservatives     | 1190   | 908            | 71     | 49     | 24     | 23     | 106          | 964              | 57     | 25     | 25     | 29     | 59        | 568                            | 354    | 235       | 350                        | 168            | 405                                  |
|                   | 23.8%  | 58.9%          | 5.6%   | 15.0%  | 4.6%   | 5.6%   | 13.6%        | 61.0%            | 4.4%   | 9.2%   | 4.4%   | 6.6%   | 10.9%     | 27.0%                          | 20.7%  | 24.4%     | 23.8%                      | 14.8%          | 33.4%                                |
| Labour            | 719    | 20             | 540    | 13     | 7      | 21     | 107          | 10               | 616    | 17     | 15     | 34     | 12        | 504                            | 107    | 78        | 391                        | 84             | 137                                  |
|                   | 14.4%  | 1.3%           | 42.3%  | 4.1%   | 1.4%   | 5.0%   | 13.7%        | 0.7%             | 47.4%  | 6.2%   | 2.7%   | 7.6%   | 2.2%      | 23.9%                          | 6.3%   | 8.1%      | 26.6%                      | 7.4%           | 11.3%                                |
| Liberal Democrats | 232    | 48             | 38     | 98     | 1      | 7      | 38           | 44               | 42     | 108    | 7      | 16     | 10        | 174                            | 30     | 24        | 148                        | 21             | 35                                   |
|                   | 4.6%   | 3.1%           | 3.0%   | 30.3%  | *      | 1.7%   | 4.8%         | 2.8%             | 3.3%   | 39.8%  | 1.3%   | 3.6%   | 1.8%      | 8.2%                           | 1.7%   | 2.5%      | 10.1%                      | 1.8%           | 2.9%                                 |
| UKIP              | 951    | 208            | 121    | 26     | 412    | 55     | 106          | 212              | 129    | 14     | 456    | 42     | 62        | 82                             | 761    | 77        | 35                         | 587            | 221                                  |
|                   | 19.0%  | 13.5%          | 9.5%   | 8.0%   | 78.2%  | 13.4%  | 13.6%        | 13.4%            | 9.9%   | 5.2%   | 80.3%  | 9.5%   | 11.4%     | 3.9%                           | 44.7%  | 8.0%      | 2.4%                       | 51.9%          | 18.3%                                |
| SNP               | 169    | 10             | 22     | 2      | 2      | 117    | 13           | 11               | 21     | 1      | 6      | 122    | 1         | 133                            | 28     | 6         | 109                        | 26             | 25                                   |
|                   | 3.4%   | 0.7%           | 1.8%   | 0.7%   | *      | 28.4%  | 1.7%         | 0.7%             | 1.6%   | 0.5%   | 1.1%   | 27.3%  | *         | 6.3%                           | 1.6%   | 0.7%      | 7.4%                       | 2.3%           | 2.1%                                 |
| Green             | 143    | 7              | 36     | 6      | 2      | 64     | 23           | 10               | 31     | 5      | 2      | 72     | 11        | 99                             | 20     | 16        | 78                         | 14             | 27                                   |
|                   | 2.8%   | *              | 2.8%   | 1.8%   | *      | 15.6%  | 2.9%         | 0.7%             | 2.4%   | 1.9%   | *      | 16.0%  | 2.1%      | 4.7%                           | 1.2%   | 1.7%      | 5.3%                       | 1.2%           | 2.2%                                 |
| None of these     | 419    | 79             | 105    | 25     | 29     | 29     | 122          | 75               | 104    | 25     | 14     | 39     | 77        | 122                            | 173    | 77        | 80                         | 112            | 103                                  |
|                   | 8.4%   | 5.1%           | 8.2%   | 7.5%   | 5.5%   | 7.0%   | 15.7%        | 4.8%             | 8.0%   | 9.4%   | 2.5%   | 8.7%   | 14.1%     | 5.8%                           | 10.2%  | 8.0%      | 5.4%                       | 9.9%           | 8.5%                                 |
| Dont know         | 1184   | 262            | 344    | 106    | 50     | 96     | 265          | 255              | 300    | 74     | 41     | 93     | 312       | 427                            | 232    | 450       | 281                        | 119            | 258                                  |
|                   | 23.6%  | 17.0%          | 26.9%  | 32.5%  | 9.5%   | 23.3%  | 34.0%        | 16.1%            | 23.1%  | 27.7%  | 7.3%   | 20.8%  | 57.3%     | 20.3%                          | 13.6%  | 46.7%     | 19.1%                      | 10.6%          | 21.3%                                |
| SIGMA             | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                   | 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 Attitudes Poll

Table 189

Q18. Normal weightings

Q18. David Cameron has said that he will renegotiate the UK's membership of the EU, then put the result of that renegotiation to the British people in a referendum. If you had to pick one area as the most important component of a successful renegotiation, what would it be?

Base: All Respondents

|   | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|   |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total  | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total  | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Ending the automatic right of all EU citizens to live and work in the UK, so that we can control the numbers and quality of immigrants coming to the UK | 1623   | 672    | 950    | 414    | 585    | 624    | 363    | 702    | 233    | 324    | 155       | 167             | 242        | 137        | 79     | 144           | 151           | 124      | 120                | 76         | 165        | 63               |
| Lowering the cost of our membership, so the money could be spent at home  | 32.4%  | 27.7%  | 36.9%  | 28.9%  | 32.9%  | 34.6%  | 26.5%  | 34.5%  | 34.5%  | 34.9%  | 24.2%     | 35.8%           | 35.2%      | 32.4%      | 32.8%  | 39.8%         | 33.9%         | 29.4%    | 29.1%              | 36.9%      | 29.3%      | 45.1%            |
| Ending the commitment to 'ever closer union' to halt further EU integration   | 750    | 341    | 409    | 279    | 275    | 197    | 184    | 345    | 80     | 141    | 105       | 71              | 92         | 57         | 39     | 61            | 71            | 53       | 74                 | 25         | 96         | 7                |
| Scrapping the Common Agricultural Policy, so money is not wasted on farming subsidies   | 15.0%  | 14.0%  | 15.9%  | 19.5%  | 15.5%  | 10.9%  | 13.4%  | 17.0%  | 11.9%  | 15.2%  | 16.4%     | 15.3%           | 13.3%      | 13.4%      | 16.0%  | 16.9%         | 16.0%         | 12.5%    | 17.8%              | 12.1%      | 17.1%      | 5.1%             |
| Scrapping the Common Fisheries Policy, to restore our control over our own fishing waters   | 266    | 148    | 118    | 69     | 79     | 118    | 85     | 101    | 54     | 26     | 45        | 24              | 23         | 22         | 10     | 23            | 26            | 22       | 23                 | 15         | 26         | 7                |
| Cutting red tape and regulation for UK businesses, to promote growth  | 5.3%   | 6.1%   | 4.6%   | 4.8%   | 4.4%   | 6.6%   | 6.2%   | 5.0%   | 8.0%   | 2.8%   | 7.0%      | 5.1%            | 3.4%       | 5.3%       | 4.3%   | 6.3%          | 5.8%          | 5.2%     | 5.5%               | 7.5%       | 4.6%       | 5.0%             |
| Restoring sovereignty to the UK Parliament so we can make our own laws  | 175    | 112    | 63     | 56     | 52     | 66     | 74     | 60     | 27     | 14     | 34        | 11              | 26         | 10         | 10     | 10            | 12            | 33       | 9                  | 5          | 16         | -                |
| Something else (please state)   | 3.5%   | 4.6%   | 2.4%   | 3.9%   | 3.0%   | 3.7%   | 5.4%   | 2.9%   | 4.0%   | 1.5%   | 5.3%      | 2.3%            | 3.7%       | 2.4%       | 4.3%   | 2.7%          | 2.8%          | 7.7%     | 2.1%               | 2.3%       | 2.8%       | -                |
| None of these - I do not want any of these items renegotiated   | 165    | 71     | 93     | 52     | 61     | 52     | 44     | 59     | 31     | 30     | 15        | 21              | 25         | 11         | 7      | 7             | 9             | 23       | 18                 | 7          | 12         | 8                |
|   | 3.3%   | 2.9%   | 3.6%   | 3.6%   | 3.4%   | 2.9%   | 3.2%   | 2.9%   | 4.7%   | 3.2%   | 2.4%      | 4.6%            | 3.6%       | 2.6%       | 2.9%   | 2.1%          | 2.1%          | 5.5%     | 4.3%               | 3.5%       | 2.2%       | 5.6%             |
|   | 477    | 259    | 218    | 160    | 191    | 126    | 173    | 178    | 60     | 66     | 73        | 35              | 56         | 39         | 16     | 32            | 31            | 52       | 45                 | 16         | 62         | 19               |
|   | 9.5%   | 10.6%  | 8.5%   | 11.2%  | 10.8%  | 7.0%   | 12.6%  | 8.8%   | 8.9%   | 7.1%   | 11.4%     | 7.6%            | 8.2%       | 9.1%       | 6.5%   | 9.0%          | 7.0%          | 12.2%    | 10.9%              | 7.6%       | 11.0%      | 13.9%            |
|   | 897    | 533    | 364    | 165    | 271    | 462    | 300    | 335    | 109    | 150    | 111       | 82              | 148        | 92         | 41     | 45            | 78            | 64       | 77                 | 35         | 104        | 20               |
|   | 17.9%  | 21.9%  | 14.1%  | 11.5%  | 15.3%  | 25.6%  | 21.9%  | 16.5%  | 16.2%  | 16.2%  | 17.3%     | 17.5%           | 21.5%      | 21.8%      | 17.0%  | 12.6%         | 17.5%         | 15.1%    | 18.7%              | 17.1%      | 18.4%      | 14.7%            |
|   | 61     | 38     | 23     | 12     | 20     | 29     | 16     | 24     | 7      | 14     | 12        | 8               | 6          | 6          | 3      | 2             | 11            | 3        | 1                  | 5          | 3          | *                |
|   | 1.2%   | 1.6%   | 0.9%   | 0.8%   | 1.1%   | 1.6%   | 1.2%   | 1.2%   | 1.0%   | 1.5%   | 1.9%      | 1.7%            | 0.8%       | 1.5%       | 1.3%   | *             | 2.6%          | 0.7%     | *                  | 2.5%       | *          | *                |
|   | 594    | 256    | 338    | 225    | 241    | 128    | 131    | 229    | 72     | 162    | 89        | 47              | 71         | 48         | 36     | 37            | 55            | 49       | 47                 | 22         | 79         | 14               |
|   | 11.9%  | 10.5%  | 13.1%  | 15.7%  | 13.6%  | 7.1%   | 9.6%   | 11.3%  | 10.7%  | 17.5%  | 13.9%     | 10.1%           | 10.3%      | 11.4%      | 14.8%  | 10.3%         | 12.3%         | 11.6%    | 11.3%              | 10.6%      | 14.1%      | 10.2%            |
| SIGMA   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|   | 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 Attitudes Poll

Table 190

Q18. Normal weightings

Q18. David Cameron has said that he will renegotiate the UK's membership of the EU, then put the result of that renegotiation to the British people in a referendum. If you had to pick one area as the most important component of a successful renegotiation, what would it be?

Base: All Respondents

|   | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|   |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total  | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total  | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Ending the automatic right of all EU citizens to live and work in the UK, so that we can control the numbers and quality of immigrants coming to the UK | 1623   | 536            | 348    | 92     | 254    | 111    | 254          | 561              | 350    | 56     | 268    | 120    | 194       | 478                            | 759    | 318       | 296                        | 481            | 460                                  |
| Lowering the cost of our membership, so the money could be spent at home  | 32.4%  | 34.8%          | 27.3%  | 28.2%  | 48.2%  | 26.8%  | 32.5%        | 35.5%            | 26.9%  | 20.8%  | 47.2%  | 26.8%  | 35.6%     | 22.7%                          | 44.5%  | 33.0%     | 20.1%                      | 42.5%          | 38.0%                                |
|   | 750    | 210            | 254    | 51     | 48     | 56     | 113          | 222              | 243    | 41     | 53     | 61     | 90        | 409                            | 159    | 160       | 290                        | 104            | 174                                  |
|   | 15.0%  | 13.6%          | 19.9%  | 15.8%  | 9.0%   | 13.7%  | 14.5%        | 14.0%            | 18.7%  | 15.5%  | 9.3%   | 13.6%  | 16.6%     | 19.4%                          | 9.3%   | 16.6%     | 19.7%                      | 9.2%           | 14.4%                                |
| Ending the commitment to 'ever closer union' to halt further EU integration   | 266    | 91             | 72     | 25     | 16     | 21     | 24           | 96               | 76     | 24     | 20     | 15     | 28        | 116                            | 94     | 55        | 72                         | 65             | 73                                   |
|   | 5.3%   | 5.9%           | 5.7%   | 7.6%   | 3.1%   | 5.0%   | 3.0%         | 6.1%             | 5.9%   | 9.0%   | 3.5%   | 3.3%   | 5.1%      | 5.5%                           | 5.5%   | 5.7%      | 4.9%                       | 5.8%           | 6.1%                                 |
| Scrapping the Common Agricultural Policy, so money is not wasted on farming subsidies   | 175    | 34             | 63     | 19     | 9      | 26     | 20           | 38               | 66     | 22     | 11     | 28     | 5         | 123                            | 28     | 22        | 88                         | 34             | 29                                   |
|   | 3.5%   | 2.2%           | 4.9%   | 5.8%   | 1.7%   | 6.2%   | 2.6%         | 2.4%             | 5.1%   | 8.4%   | 2.0%   | 6.2%   | 0.9%      | 5.8%                           | 1.6%   | 2.2%      | 6.0%                       | 3.0%           | 2.4%                                 |
| Scrapping the Common Fisheries Policy, to restore our control over our own fishing waters   | 165    | 39             | 55     | 5      | 21     | 22     | 16           | 47               | 50     | 6      | 15     | 27     | 16        | 98                             | 48     | 16        | 70                         | 33             | 43                                   |
|   | 3.3%   | 2.5%           | 4.3%   | 1.6%   | 4.0%   | 5.3%   | 2.1%         | 3.0%             | 3.9%   | 2.2%   | 2.6%   | 6.0%   | 3.0%      | 4.6%                           | 2.8%   | 1.7%      | 4.7%                       | 2.9%           | 3.6%                                 |
| Cutting red tape and regulation for UK businesses, to promote growth  | 477    | 143            | 140    | 48     | 19     | 49     | 69           | 140              | 145    | 46     | 27     | 58     | 50        | 324                            | 65     | 74        | 243                        | 43             | 102                                  |
|   | 9.5%   | 9.3%           | 11.0%  | 14.9%  | 3.5%   | 12.0%  | 8.8%         | 8.9%             | 11.2%  | 17.3%  | 4.8%   | 12.9%  | 9.1%      | 15.3%                          | 3.8%   | 7.7%      | 16.5%                      | 3.8%           | 8.4%                                 |
| Restoring sovereignty to the UK Parliament so we can make our own laws  | 897    | 392            | 167    | 58     | 105    | 58     | 85           | 381              | 184    | 48     | 111    | 64     | 65        | 320                            | 390    | 164       | 208                        | 239            | 263                                  |
|   | 17.9%  | 25.5%          | 13.1%  | 17.7%  | 19.9%  | 14.0%  | 10.9%        | 24.1%            | 14.2%  | 17.8%  | 19.5%  | 14.4%  | 11.9%     | 15.2%                          | 22.9%  | 17.1%     | 14.1%                      | 21.1%          | 21.7%                                |
| Something else (please state)   | 61     | 16             | 9      | 5      | 12     | 2      | 14           | 18               | 4      | 6      | 13     | 3      | 10        | 16                             | 27     | 12        | 13                         | 17             | 13                                   |
|   | 1.2%   | 1.0%           | 0.7%   | 1.4%   | 2.2%   | 0.6%   | 1.8%         | 1.1%             | *      | 2.2%   | 2.2%   | 0.6%   | 1.8%      | 0.8%                           | 1.6%   | 1.3%      | 0.9%                       | 1.5%           | 1.1%                                 |
| None of these - I do not want any of these items renegotiated   | 594    | 79             | 168    | 23     | 44     | 67     | 185          | 78               | 179    | 18     | 51     | 72     | 87        | 226                            | 134    | 142       | 193                        | 115            | 53                                   |
|   | 11.9%  | 5.1%           | 13.2%  | 7.0%   | 8.3%   | 16.3%  | 23.7%        | 4.9%             | 13.8%  | 6.9%   | 9.0%   | 16.1%  | 16.0%     | 10.7%                          | 7.9%   | 14.7%     | 13.1%                      | 10.1%          | 4.3%                                 |
| SIGMA   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|   | 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 Attitudes Poll

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Table 191

Q19. Normal weightings

Q19. Roughly how much do you think the UK pays each day to be a member of the European Union?

Base: All Respondents

|                     | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                     |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total    | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total      | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| £10,000 or less     | 183    | 47     | 137    | 81     | 69     | 33     | 37     | 70     | 23     | 53     | 38        | 10              | 29         | 10         | 5      | 13            | 19            | 19       | 9                  | 5          | 20         | 4                |
|                     | 3.7%   | 1.9%   | 5.3%   | 5.7%   | 3.9%   | 1.8%   | 2.7%   | 3.4%   | 3.4%   | 5.8%   | 6.0%      | 2.2%            | 4.3%       | 2.4%       | 2.1%   | 3.7%          | 4.3%          | 4.5%     | 2.1%               | 2.6%       | 3.5%       | 3.2%             |
| £30,000             | 155    | 55     | 101    | 75     | 53     | 27     | 42     | 57     | 18     | 39     | 27        | 20              | 19         | 9          | 5      | 9             | 11            | 12       | 16                 | 7          | 19         | 1                |
|                     | 3.1%   | 2.3%   | 3.9%   | 5.3%   | 3.0%   | 1.5%   | 3.0%   | 2.8%   | 2.7%   | 4.2%   | 4.2%      | 4.2%            | 2.7%       | 2.0%       | 2.3%   | 2.5%          | 2.5%          | 2.9%     | 3.9%               | 3.5%       | 3.4%       | 0.8%             |
| £100,000            | 246    | 115    | 131    | 106    | 95     | 45     | 74     | 103    | 31     | 38     | 27        | 30              | 30         | 17         | 9      | 15            | 32            | 27       | 13                 | 9          | 35         | 2                |
|                     | 4.9%   | 4.7%   | 5.1%   | 7.4%   | 5.3%   | 2.5%   | 5.4%   | 5.1%   | 4.5%   | 4.1%   | 4.2%      | 6.4%            | 4.3%       | 3.9%       | 3.6%   | 4.3%          | 7.1%          | 6.5%     | 3.1%               | 4.5%       | 6.2%       | 1.5%             |
| £300,000            | 272    | 124    | 148    | 111    | 84     | 77     | 90     | 119    | 32     | 30     | 40        | 26              | 32         | 24         | 12     | 24            | 14            | 21       | 21                 | 11         | 41         | 6                |
|                     | 5.4%   | 5.1%   | 5.7%   | 7.8%   | 4.7%   | 4.3%   | 6.6%   | 5.8%   | 4.7%   | 3.2%   | 6.2%      | 5.6%            | 4.7%       | 5.6%       | 4.9%   | 6.8%          | 3.1%          | 5.0%     | 5.2%               | 5.5%       | 7.2%       | 4.0%             |
| £1 million          | 441    | 217    | 224    | 167    | 145    | 129    | 132    | 194    | 56     | 59     | 68        | 38              | 72         | 28         | 16     | 31            | 37            | 35       | 39                 | 16         | 52         | 9                |
|                     | 8.8%   | 8.9%   | 8.7%   | 11.7%  | 8.2%   | 7.1%   | 9.6%   | 9.5%   | 8.4%   | 6.3%   | 10.6%     | 8.1%            | 10.5%      | 6.7%       | 6.6%   | 8.7%          | 8.3%          | 8.2%     | 9.4%               | 7.5%       | 9.2%       | 6.5%             |
| £3 million          | 304    | 173    | 132    | 87     | 108    | 109    | 101    | 124    | 38     | 41     | 20        | 28              | 51         | 26         | 14     | 20            | 32            | 26       | 25                 | 7          | 43         | 12               |
|                     | 6.1%   | 7.1%   | 5.1%   | 6.1%   | 6.1%   | 6.1%   | 7.4%   | 6.1%   | 5.7%   | 4.4%   | 3.2%      | 6.1%            | 7.4%       | 6.1%       | 6.0%   | 5.4%          | 7.2%          | 6.2%     | 6.1%               | 3.3%       | 7.6%       | 8.3%             |
| £10 million         | 368    | 230    | 138    | 83     | 133    | 152    | 118    | 127    | 59     | 64     | 36        | 40              | 44         | 45         | 21     | 25            | 32            | 25       | 35                 | 22         | 34         | 9                |
|                     | 7.4%   | 9.5%   | 5.4%   | 5.8%   | 7.5%   | 8.4%   | 8.6%   | 6.2%   | 8.8%   | 6.9%   | 5.7%      | 8.7%            | 6.4%       | 10.6%      | 8.6%   | 6.9%          | 7.1%          | 6.0%     | 8.5%               | 10.6%      | 6.1%       | 6.2%             |
| £30 million         | 370    | 250    | 120    | 98     | 119    | 153    | 124    | 145    | 50     | 49     | 45        | 25              | 59         | 43         | 15     | 22            | 28            | 20       | 31                 | 12         | 53         | 16               |
|                     | 7.4%   | 10.3%  | 4.7%   | 6.8%   | 6.7%   | 8.5%   | 9.0%   | 7.1%   | 7.5%   | 5.3%   | 7.1%      | 5.4%            | 8.6%       | 10.2%      | 6.3%   | 6.0%          | 6.2%          | 4.7%     | 7.6%               | 5.8%       | 9.4%       | 11.4%            |
| £100 million        | 193    | 140    | 52     | 34     | 53     | 106    | 83     | 62     | 27     | 21     | 18        | 14              | 34         | 22         | 13     | 7             | 16            | 21       | 18                 | 4          | 19         | 6                |
|                     | 3.8%   | 5.8%   | 2.0%   | 2.4%   | 3.0%   | 5.9%   | 6.0%   | 3.1%   | 4.0%   | 2.3%   | 2.8%      | 3.0%            | 4.9%       | 5.3%       | 5.5%   | 2.1%          | 3.6%          | 5.1%     | 4.3%               | 2.2%       | 3.4%       | 4.4%             |
| £300 million        | 129    | 93     | 37     | 37     | 35     | 57     | 48     | 42     | 19     | 20     | 21        | 12              | 16         | 9          | 7      | 9             | 11            | 8        | 5                  | 5          | 21         | 5                |
|                     | 2.6%   | 3.8%   | 1.4%   | 2.6%   | 2.0%   | 3.2%   | 3.5%   | 2.1%   | 2.9%   | 2.2%   | 3.3%      | 2.5%            | 2.4%       | 2.2%       | 3.1%   | 2.6%          | 2.6%          | 1.8%     | 1.3%               | 2.2%       | 3.7%       | 3.4%             |
| £1 billion          | 89     | 40     | 49     | 29     | 18     | 42     | 35     | 30     | 9      | 15     | 14        | 15              | 11         | 4          | 3      | 6             | 8             | 6        | 6                  | 5          | 10         | -                |
|                     | 1.8%   | 1.6%   | 1.9%   | 2.0%   | 1.0%   | 2.3%   | 2.5%   | 1.5%   | 1.4%   | 1.6%   | 2.2%      | 3.1%            | 1.6%       | 1.0%       | 1.4%   | 1.6%          | 1.7%          | 1.5%     | 1.5%               | 2.2%       | 1.8%       | -                |
| £3 billion          | 67     | 35     | 32     | 12     | 25     | 30     | 27     | 15     | 10     | 15     | 4         | 9               | 6          | 4          | 4      | 6             | 13            | 2        | 8                  | 2          | 8          | -                |
|                     | 1.3%   | 1.4%   | 1.3%   | 0.9%   | 1.4%   | 1.7%   | 2.0%   | 0.7%   | 1.5%   | 1.6%   | 0.7%      | 2.0%            | 0.9%       | 1.0%       | 1.6%   | 1.6%          | 2.9%          | *        | 1.9%               | 1.0%       | 1.4%       | -                |
| £10 billion or more | 100    | 49     | 51     | 27     | 35     | 38     | 19     | 46     | 18     | 17     | 20        | 24              | 7          | 10         | 6      | 6             | 5             | 2        | 6                  | 5          | 8          | 2                |
|                     | 2.0%   | 2.0%   | 2.0%   | 1.9%   | 2.0%   | 2.1%   | 1.4%   | 2.2%   | 2.7%   | 1.8%   | 3.1%      | 5.1%            | 1.1%       | 2.3%       | 2.5%   | 1.6%          | 1.0%          | *        | 1.4%               | 2.2%       | 1.4%       | 1.6%             |
| Don't know          | 2091   | 865    | 1227   | 483    | 805    | 804    | 441    | 901    | 282    | 465    | 260       | 175             | 276        | 172        | 110    | 168           | 190           | 197      | 181                | 96         | 200        | 67               |
|                     | 41.8%  | 35.6%  | 47.6%  | 33.7%  | 45.3%  | 44.6%  | 32.2%  | 44.3%  | 41.9%  | 50.3%  | 40.7%     | 37.5%           | 40.1%      | 40.7%      | 45.7%  | 46.4%         | 42.4%         | 46.6%    | 43.7%              | 46.8%      | 35.6%      | 48.5%            |
| SIGMA               | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                     | 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 Attitudes Poll

**Table 192**  
**Q19. Normal weightings**  
**Q19. Roughly how much do you think the UK pays each day to be a member of the European Union?**  
**Base: All Respondents**

|                     | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                     |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total    | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total      | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| £10,000 or less     | 183    | 40             | 47     | 9      | 10     | 22     | 50           | 39               | 51     | 10     | 12     | 23     | 20        | 88                             | 46     | 37        | 74                         | 29             | 30                                   |
|                     | 3.7%   | 2.6%           | 3.7%   | 2.8%   | 1.9%   | 5.3%   | 6.4%         | 2.5%             | 3.9%   | 3.6%   | 2.1%   | 5.1%   | 3.7%      | 4.2%                           | 2.7%   | 3.8%      | 5.0%                       | 2.6%           | 2.4%                                 |
| £30,000             | 155    | 36             | 56     | 8      | 11     | 11     | 30           | 40               | 61     | 7      | 15     | 11     | 15        | 73                             | 47     | 30        | 44                         | 34             | 43                                   |
|                     | 3.1%   | 2.3%           | 4.4%   | 2.4%   | 2.1%   | 2.6%   | 3.8%         | 2.5%             | 4.7%   | 2.6%   | 2.6%   | 2.5%   | 2.7%      | 3.5%                           | 2.8%   | 3.2%      | 3.0%                       | 3.0%           | 3.5%                                 |
| £100,000            | 246    | 65             | 76     | 13     | 19     | 18     | 50           | 64               | 92     | 16     | 33     | 19     | 14        | 132                            | 79     | 20        | 95                         | 57             | 59                                   |
|                     | 4.9%   | 4.2%           | 5.9%   | 4.0%   | 3.6%   | 4.4%   | 6.4%         | 4.0%             | 7.1%   | 5.8%   | 5.9%   | 4.1%   | 2.6%      | 6.2%                           | 4.7%   | 2.0%      | 6.5%                       | 5.1%           | 4.9%                                 |
| £300,000            | 272    | 74             | 71     | 23     | 26     | 27     | 45           | 82               | 79     | 13     | 30     | 27     | 24        | 136                            | 82     | 36        | 94                         | 53             | 70                                   |
|                     | 5.4%   | 4.8%           | 5.5%   | 7.2%   | 4.9%   | 6.5%   | 5.8%         | 5.2%             | 6.1%   | 4.8%   | 5.2%   | 6.0%   | 4.4%      | 6.4%                           | 4.8%   | 3.8%      | 6.4%                       | 4.7%           | 5.8%                                 |
| £1 million          | 441    | 165            | 106    | 26     | 36     | 24     | 77           | 186              | 110    | 21     | 40     | 31     | 31        | 196                            | 151    | 82        | 132                        | 114            | 101                                  |
|                     | 8.8%   | 10.7%          | 8.3%   | 7.9%   | 6.8%   | 5.7%   | 9.9%         | 11.7%            | 8.5%   | 8.0%   | 7.0%   | 6.8%   | 5.7%      | 9.3%                           | 8.9%   | 8.5%      | 8.9%                       | 10.1%          | 8.4%                                 |
| £3 million          | 304    | 99             | 89     | 12     | 37     | 24     | 41           | 88               | 89     | 17     | 39     | 30     | 22        | 168                            | 103    | 30        | 114                        | 69             | 87                                   |
|                     | 6.1%   | 6.4%           | 6.9%   | 3.7%   | 7.0%   | 5.9%   | 5.2%         | 5.6%             | 6.9%   | 6.5%   | 6.9%   | 6.7%   | 4.0%      | 8.0%                           | 6.0%   | 3.2%      | 7.8%                       | 6.1%           | 7.2%                                 |
| £10 million         | 368    | 139            | 90     | 25     | 51     | 27     | 33           | 144              | 90     | 15     | 53     | 31     | 28        | 141                            | 153    | 67        | 88                         | 99             | 107                                  |
|                     | 7.4%   | 9.0%           | 7.0%   | 7.6%   | 9.7%   | 6.5%   | 4.2%         | 9.1%             | 7.0%   | 5.6%   | 9.3%   | 6.9%   | 5.2%      | 6.7%                           | 9.0%   | 6.9%      | 6.0%                       | 8.8%           | 8.8%                                 |
| £30 million         | 370    | 126            | 88     | 22     | 72     | 17     | 36           | 130              | 83     | 20     | 74     | 35     | 23        | 128                            | 175    | 56        | 92                         | 114            | 97                                   |
|                     | 7.4%   | 8.1%           | 6.9%   | 6.9%   | 13.7%  | 4.0%   | 4.6%         | 8.2%             | 6.4%   | 7.4%   | 13.0%  | 7.7%   | 4.1%      | 6.1%                           | 10.3%  | 5.8%      | 6.3%                       | 10.1%          | 8.0%                                 |
| £100 million        | 193    | 71             | 29     | 12     | 44     | 14     | 14           | 65               | 31     | 10     | 43     | 19     | 20        | 67                             | 94     | 28        | 47                         | 54             | 60                                   |
|                     | 3.8%   | 4.6%           | 2.3%   | 3.7%   | 8.3%   | 3.3%   | 1.8%         | 4.1%             | 2.4%   | 3.9%   | 7.5%   | 4.3%   | 3.7%      | 3.2%                           | 5.5%   | 2.9%      | 3.2%                       | 4.8%           | 4.9%                                 |
| £300 million        | 129    | 53             | 21     | 2      | 21     | 13     | 10           | 48               | 24     | 2      | 25     | 14     | 9         | 47                             | 70     | 12        | 42                         | 43             | 32                                   |
|                     | 2.6%   | 3.5%           | 1.6%   | 0.8%   | 3.9%   | 3.1%   | 1.3%         | 3.1%             | 1.9%   | 0.6%   | 4.5%   | 3.1%   | 1.7%      | 2.2%                           | 4.1%   | 1.2%      | 2.9%                       | 3.8%           | 2.6%                                 |
| £1 billion          | 89     | 30             | 17     | 7      | 14     | 7      | 9            | 34               | 12     | 3      | 21     | 4      | 10        | 34                             | 39     | 12        | 18                         | 34             | 21                                   |
|                     | 1.8%   | 1.9%           | 1.4%   | 2.2%   | 2.7%   | 1.7%   | 1.1%         | 2.2%             | 0.9%   | 1.2%   | 3.7%   | 0.9%   | 1.8%      | 1.6%                           | 2.3%   | 1.2%      | 1.2%                       | 3.0%           | 1.7%                                 |
| Don't know          | 2091   | 595            | 551    | 152    | 153    | 202    | 358          | 606              | 539    | 124    | 154    | 199    | 314       | 848                            | 581    | 541       | 597                        | 369            | 462                                  |
|                     | 41.8%  | 38.6%          | 43.2%  | 46.8%  | 29.1%  | 48.9%  | 45.9%        | 38.4%            | 41.5%  | 46.4%  | 27.1%  | 44.5%  | 57.6%     | 40.2%                          | 34.1%  | 56.1%     | 40.5%                      | 32.7%          | 38.2%                                |
| £3 billion          | 67     | 19             | 19     | 7      | 11     | 5      | 6            | 24               | 18     | 5      | 7      | 3      | 7         | 24                             | 32     | 6         | 16                         | 16             | 23                                   |
|                     | 1.3%   | 1.3%           | 1.5%   | 2.0%   | 2.2%   | 1.3%   | 0.7%         | 1.5%             | 1.4%   | 1.8%   | 1.3%   | 0.6%   | 1.3%      | 1.1%                           | 1.9%   | 0.7%      | 1.1%                       | 1.4%           | 1.9%                                 |
| £10 billion or more | 100    | 29             | 17     | 7      | 22     | 4      | 21           | 29               | 19     | 5      | 22     | 4      | 8         | 29                             | 53     | 8         | 20                         | 44             | 18                                   |
|                     | 2.0%   | 1.9%           | 1.3%   | 2.0%   | 4.2%   | 0.9%   | 2.7%         | 1.8%             | 1.4%   | 1.9%   | 3.9%   | 0.8%   | 1.6%      | 1.4%                           | 3.1%   | 0.8%      | 1.3%                       | 3.9%           | 1.5%                                 |
| SIGMA               | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                     | 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 Attitudes Poll

Table 193

Q20. Normal weightings

Q20. Do you think the figure you have selected represents "good value" for money in terms of the other costs & benefits our EU membership brings?

Base: Answered with a value for how much UK pays to be a member of the European Union

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 2856   | 1460   | 1396   | 756    | 1007   | 1093   | 897    | 1082   | 423    | 440    | 259       | 264             | 467        | 239        | 380    | 190           | 228           | 204      | 156                | 108        | 313        | 48               |
| Weighted Total   | 2917   | 1566   | 1351   | 947    | 971    | 998    | 929    | 1133   | 391    | 461    | 379       | 291             | 412        | 250        | 131    | 194           | 258           | 225      | 232                | 110        | 362        | 71               |
| Yes              | 541    | 323    | 218    | 261    | 172    | 108    | 239    | 176    | 65     | 60     | 119       | 57              | 62         | 26         | 25     | 24            | 45            | 38       | 48                 | 18         | 69         | 10               |
|                  | 18.5%  | 20.6%  | 16.1%  | 27.5%  | 17.7%  | 10.8%  | 25.8%  | 15.5%  | 16.6%  | 13.0%  | 31.3%     | 19.4%           | 15.1%      | 10.6%      | 19.1%  | 12.3%         | 17.6%         | 16.9%    | 20.8%              | 16.2%      | 19.1%      | 13.4%            |
| No               | 1923   | 1038   | 884    | 482    | 653    | 788    | 545    | 780    | 267    | 328    | 187       | 191             | 296        | 186        | 87     | 139           | 177           | 147      | 145                | 79         | 241        | 48               |
|                  | 65.9%  | 66.3%  | 65.5%  | 50.9%  | 67.2%  | 78.9%  | 58.7%  | 68.9%  | 68.2%  | 71.3%  | 49.2%     | 65.6%           | 71.9%      | 74.2%      | 66.3%  | 71.6%         | 68.6%         | 65.2%    | 62.5%              | 72.5%      | 66.4%      | 67.7%            |
| Dont know        | 453    | 205    | 248    | 204    | 146    | 102    | 145    | 177    | 59     | 72     | 74        | 44              | 54         | 38         | 19     | 31            | 36            | 40       | 39                 | 12         | 52         | 13               |
|                  | 15.5%  | 13.1%  | 18.4%  | 21.6%  | 15.1%  | 10.3%  | 15.6%  | 15.6%  | 15.1%  | 15.7%  | 19.5%     | 15.0%           | 13.0%      | 15.3%      | 14.6%  | 16.1%         | 13.8%         | 17.9%    | 16.7%              | 11.4%      | 14.5%      | 18.9%            |
| SIGMA            | 2917   | 1566   | 1351   | 947    | 971    | 998    | 929    | 1133   | 391    | 461    | 379       | 291             | 412        | 250        | 131    | 194           | 258           | 225      | 232                | 110        | 362        | 71               |
|                  | 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 Attitudes Poll

Table 194

Q20. Normal weightings

Q20. Do you think the figure you have selected represents "good value" for money in terms of the other costs & benefits our EU membership brings?

Base: Answered with a value for how much UK pays to be a member of the European Union

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 2856   | 832            | 714    | 165    | 406    | 274    | 401          | 859              | 757    | 148    | 441    | 287    | 248       | 1211                           | 1151   | 397       | 825                        | 774            | 763                                  |
| Weighted Total   | 2917   | 946            | 726    | 173    | 374    | 211    | 422          | 974              | 760    | 143    | 414    | 249    | 231       | 1261                           | 1123   | 423       | 876                        | 761            | 747                                  |
| Yes              | 541    | 151            | 222    | 32     | 14     | 33     | 84           | 156              | 226    | 43     | 25     | 54     | 27        | 454                            | 46     | 28        | 364                        | 52             | 84                                   |
|                  | 18.5%  | 16.0%          | 30.6%  | 18.6%  | 3.7%   | 15.5%  | 19.8%        | 16.0%            | 29.8%  | 29.7%  | 5.9%   | 21.8%  | 11.6%     | 36.0%                          | 4.1%   | 6.7%      | 41.6%                      | 6.9%           | 11.2%                                |
| No               | 1923   | 684            | 365    | 93     | 336    | 131    | 260          | 688              | 393    | 66     | 364    | 152    | 154       | 542                            | 1023   | 285       | 319                        | 665            | 580                                  |
|                  | 65.9%  | 72.3%          | 50.3%  | 53.9%  | 90.0%  | 62.3%  | 61.6%        | 70.6%            | 51.8%  | 46.3%  | 87.8%  | 61.0%  | 66.8%     | 43.0%                          | 91.0%  | 67.4%     | 36.5%                      | 87.4%          | 77.6%                                |
| Dont know        | 453    | 111            | 139    | 48     | 24     | 47     | 78           | 130              | 140    | 34     | 26     | 43     | 50        | 265                            | 55     | 110       | 193                        | 43             | 83                                   |
|                  | 15.5%  | 11.8%          | 19.1%  | 27.5%  | 6.4%   | 22.1%  | 18.5%        | 13.4%            | 18.5%  | 24.0%  | 6.2%   | 17.2%  | 21.6%     | 21.0%                          | 4.9%   | 25.9%     | 22.0%                      | 5.7%           | 11.2%                                |
| SIGMA            | 2917   | 946            | 726    | 173    | 374    | 211    | 422          | 974              | 760    | 143    | 414    | 249    | 231       | 1261                           | 1123   | 423       | 876                        | 761            | 747                                  |
|                  | 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 Attitudes Poll

Table 195  
Q21. Normal weightings  
Q21. What percentage of laws affecting the UK do you believe are originally made by the European Union?  
Base: All Respondents

Unweighted Total  
Weighted Total

0

10

20

30

40

50

60

70

80

90

100

SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 21     | 4      | 17     | 8      | 10     | 3      | 6      | 7      | 1      | 7      | 3         | 1               | 1          | 1          | 3      | *             | *             | 2        | -                  | 3          | 7          | -                |
| *      | *      | 0.7%   | 0.6%   | 0.6%   | *      | *      | *      | *      | 0.7%   | *         | *               | *          | *          | 1.4%   | *             | *             | *        | -                  | 1.4%       | 1.2%       | -                |
| 163    | 102    | 61     | 42     | 82     | 39     | 57     | 63     | 18     | 24     | 22        | 16              | 19         | 8          | 10     | 15            | 11            | 17       | 18                 | 4          | 20         | 2                |
| 3.2%   | 4.2%   | 2.4%   | 2.9%   | 4.6%   | 2.2%   | 4.2%   | 3.1%   | 2.7%   | 2.6%   | 3.5%      | 3.4%            | 2.8%       | 1.9%       | 4.1%   | 4.3%          | 2.4%          | 4.0%     | 4.3%               | 2.0%       | 3.6%       | 1.3%             |
| 308    | 181    | 127    | 91     | 122    | 95     | 86     | 121    | 60     | 39     | 45        | 40              | 42         | 27         | 12     | 21            | 21            | 22       | 31                 | 14         | 25         | 6                |
| 6.1%   | 7.4%   | 4.9%   | 6.4%   | 6.9%   | 5.3%   | 6.3%   | 5.9%   | 9.0%   | 4.3%   | 7.1%      | 8.7%            | 6.1%       | 6.4%       | 4.8%   | 5.9%          | 4.7%          | 5.3%     | 7.5%               | 6.7%       | 4.5%       | 4.5%             |
| 448    | 243    | 205    | 142    | 173    | 133    | 140    | 171    | 57     | 80     | 66        | 35              | 62         | 36         | 24     | 28            | 35            | 48       | 37                 | 13         | 57         | 6                |
| 8.9%   | 10.0%  | 8.0%   | 10.0%  | 9.7%   | 7.4%   | 10.2%  | 8.4%   | 8.4%   | 8.7%   | 10.3%     | 7.5%            | 9.0%       | 8.4%       | 9.8%   | 7.8%          | 7.8%          | 11.4%    | 9.0%               | 6.5%       | 10.1%      | 4.6%             |
| 520    | 235    | 286    | 170    | 169    | 181    | 135    | 225    | 68     | 92     | 62        | 46              | 71         | 50         | 22     | 34            | 58            | 42       | 36                 | 21         | 54         | 25               |
| 10.4%  | 9.6%   | 11.1%  | 11.9%  | 9.5%   | 10.0%  | 9.8%   | 11.1%  | 10.1%  | 9.9%   | 9.7%      | 9.8%            | 10.3%      | 11.9%      | 9.0%   | 9.4%          | 13.1%         | 9.9%     | 8.8%               | 10.0%      | 9.6%       | 17.9%            |
| 1203   | 523    | 680    | 416    | 442    | 345    | 315    | 482    | 150    | 254    | 165       | 96              | 169        | 71         | 56     | 101           | 107           | 111      | 101                | 44         | 148        | 34               |
| 24.0%  | 21.5%  | 26.4%  | 29.1%  | 24.9%  | 19.1%  | 23.0%  | 23.7%  | 22.3%  | 27.4%  | 25.8%     | 20.6%           | 24.6%      | 16.7%      | 23.4%  | 27.9%         | 23.9%         | 26.3%    | 24.4%              | 21.3%      | 26.3%      | 24.8%            |
| 757    | 366    | 391    | 229    | 266    | 263    | 217    | 307    | 94     | 139    | 77        | 80              | 101        | 69         | 41     | 57            | 76            | 74       | 61                 | 26         | 81         | 15               |
| 15.1%  | 15.1%  | 15.2%  | 16.0%  | 15.0%  | 14.6%  | 15.9%  | 15.1%  | 14.0%  | 15.0%  | 12.0%     | 17.2%           | 14.7%      | 16.3%      | 16.9%  | 15.8%         | 17.0%         | 17.4%    | 14.8%              | 12.6%      | 14.4%      | 10.7%            |
| 743    | 364    | 379    | 166    | 253    | 325    | 202    | 303    | 96     | 142    | 85        | 72              | 95         | 68         | 36     | 56            | 67            | 60       | 66                 | 29         | 85         | 24               |
| 14.8%  | 15.0%  | 14.7%  | 11.6%  | 14.2%  | 18.0%  | 14.8%  | 14.9%  | 14.2%  | 15.3%  | 13.3%     | 15.4%           | 13.8%      | 16.2%      | 15.0%  | 15.4%         | 15.0%         | 14.3%    | 16.0%              | 13.9%      | 15.0%      | 17.2%            |
| 542    | 267    | 275    | 112    | 163    | 267    | 131    | 238    | 85     | 89     | 71        | 55              | 82         | 59         | 26     | 26            | 44            | 32       | 43                 | 37         | 53         | 15               |
| 10.8%  | 11.0%  | 10.7%  | 7.8%   | 9.2%   | 14.8%  | 9.6%   | 11.7%  | 12.6%  | 9.6%   | 11.2%     | 11.8%           | 12.0%      | 14.0%      | 10.6%  | 7.1%          | 9.9%          | 7.5%     | 10.3%              | 17.8%      | 9.4%       | 10.7%            |
| 225    | 113    | 112    | 31     | 78     | 117    | 56     | 96     | 31     | 43     | 25        | 19              | 35         | 29         | 7      | 14            | 21            | 13       | 15                 | 10         | 24         | 12               |
| 4.5%   | 4.7%   | 4.4%   | 2.2%   | 4.4%   | 6.5%   | 4.1%   | 4.7%   | 4.5%   | 4.7%   | 3.9%      | 4.0%            | 5.1%       | 6.9%       | 3.0%   | 4.0%          | 4.7%          | 3.1%     | 3.8%               | 4.9%       | 4.2%       | 8.4%             |
| 77     | 32     | 45     | 23     | 19     | 36     | 25     | 22     | 14     | 17     | 18        | 7               | 10         | 4          | 5      | 8             | 6             | 1        | 5                  | 5          | 9          | -                |
| 1.5%   | 1.3%   | 1.8%   | 1.6%   | 1.1%   | 2.0%   | 1.8%   | 1.1%   | 2.0%   | 1.8%   | 2.8%      | 1.5%            | 1.4%       | 0.9%       | 2.0%   | 2.2%          | 1.3%          | *        | 1.2%               | 2.6%       | 1.5%       | -                |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 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 Attitudes Poll

Table 196

Q21. Normal weightings

Q21. What percentage of laws affecting the UK do you believe are originally made by the European Union?

Base: All Respondents

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 0                | 21     | -              | 8      | 2      | 1      | 2      | 8            | -                | 10     | *      | 1      | 2      | 2         | 7                              | 3      | 5         | 3                          | 4              | 3                                    |
|                  | *      | -              | 0.6%   | *      | *      | *      | 1.0%         | -                | 0.8%   | *      | *      | *      | *         | *                              | *      | 0.5%      | *                          | *              | *                                    |
| 10               | 163    | 29             | 65     | 13     | 12     | 22     | 19           | 30               | 61     | 12     | 10     | 24     | 22        | 109                            | 22     | 27        | 88                         | 17             | 27                                   |
|                  | 3.2%   | 1.9%           | 5.1%   | 4.1%   | 2.2%   | 5.2%   | 2.4%         | 1.9%             | 4.7%   | 4.3%   | 1.7%   | 5.4%   | 4.0%      | 5.2%                           | 1.3%   | 2.8%      | 5.9%                       | 1.5%           | 2.2%                                 |
| 20               | 308    | 80             | 97     | 28     | 20     | 29     | 45           | 86               | 94     | 30     | 16     | 31     | 30        | 190                            | 53     | 47        | 145                        | 36             | 62                                   |
|                  | 6.1%   | 5.2%           | 7.6%   | 8.6%   | 3.7%   | 7.1%   | 5.7%         | 5.4%             | 7.2%   | 11.1%  | 2.7%   | 6.9%   | 5.4%      | 9.0%                           | 3.1%   | 4.9%      | 9.8%                       | 3.2%           | 5.1%                                 |
| 30               | 448    | 118            | 146    | 32     | 19     | 45     | 85           | 124              | 145    | 29     | 23     | 53     | 53        | 270                            | 88     | 74        | 207                        | 50             | 101                                  |
|                  | 8.9%   | 7.7%           | 11.4%  | 10.0%  | 3.6%   | 10.8%  | 10.9%        | 7.9%             | 11.2%  | 10.8%  | 4.0%   | 11.7%  | 9.7%      | 12.8%                          | 5.2%   | 7.7%      | 14.0%                      | 4.5%           | 8.4%                                 |
| 40               | 520    | 165            | 129    | 36     | 38     | 38     | 99           | 170              | 130    | 28     | 50     | 50     | 64        | 270                            | 131    | 101       | 202                        | 88             | 111                                  |
|                  | 10.4%  | 10.7%          | 10.1%  | 11.0%  | 7.2%   | 9.2%   | 12.7%        | 10.7%            | 10.0%  | 10.6%  | 8.9%   | 11.1%  | 11.7%     | 12.8%                          | 7.7%   | 10.5%     | 13.7%                      | 7.8%           | 9.2%                                 |
| 50               | 1203   | 330            | 309    | 84     | 96     | 110    | 232          | 349              | 338    | 57     | 97     | 112    | 152       | 519                            | 318    | 278       | 349                        | 217            | 272                                  |
|                  | 24.0%  | 21.4%          | 24.2%  | 25.7%  | 18.3%  | 26.7%  | 29.7%        | 22.1%            | 26.0%  | 21.4%  | 17.1%  | 25.1%  | 27.8%     | 24.6%                          | 18.7%  | 28.9%     | 23.7%                      | 19.2%          | 22.5%                                |
| 60               | 757    | 249            | 209    | 41     | 69     | 58     | 112          | 261              | 186    | 32     | 94     | 68     | 76        | 305                            | 274    | 151       | 195                        | 173            | 211                                  |
|                  | 15.1%  | 16.2%          | 16.4%  | 12.6%  | 13.1%  | 14.0%  | 14.4%        | 16.5%            | 14.3%  | 12.0%  | 16.5%  | 15.1%  | 14.0%     | 14.5%                          | 16.1%  | 15.7%     | 13.2%                      | 15.3%          | 17.4%                                |
| 70               | 743    | 277            | 163    | 35     | 95     | 60     | 93           | 275              | 171    | 35     | 96     | 62     | 69        | 240                            | 341    | 135       | 159                        | 210            | 211                                  |
|                  | 14.8%  | 18.0%          | 12.7%  | 10.8%  | 17.9%  | 14.5%  | 11.9%        | 17.4%            | 13.2%  | 13.0%  | 17.0%  | 13.9%  | 12.7%     | 11.4%                          | 20.0%  | 14.0%     | 10.8%                      | 18.6%          | 17.5%                                |
| 80               | 542    | 213            | 89     | 35     | 102    | 32     | 52           | 197              | 98     | 29     | 112    | 32     | 54        | 135                            | 285    | 101       | 89                         | 186            | 145                                  |
|                  | 10.8%  | 13.8%          | 6.9%   | 10.7%  | 19.4%  | 7.8%   | 6.7%         | 12.5%            | 7.5%   | 10.7%  | 19.7%  | 7.0%   | 9.8%      | 6.4%                           | 16.7%  | 10.5%     | 6.1%                       | 16.5%          | 12.0%                                |
| 90               | 225    | 61             | 46     | 19     | 57     | 12     | 25           | 71               | 49     | 13     | 49     | 11     | 17        | 42                             | 141    | 40        | 26                         | 101            | 57                                   |
|                  | 4.5%   | 4.0%           | 3.6%   | 5.8%   | 10.9%  | 3.0%   | 3.2%         | 4.5%             | 3.8%   | 4.9%   | 8.7%   | 2.4%   | 3.2%      | 2.0%                           | 8.3%   | 4.2%      | 1.8%                       | 8.9%           | 4.7%                                 |
| 100              | 77     | 19             | 17     | 1      | 19     | 5      | 10           | 18               | 16     | 3      | 20     | 4      | 7         | 21                             | 46     | 4         | 11                         | 47             | 9                                    |
|                  | 1.5%   | 1.2%           | 1.3%   | *      | 3.5%   | 1.2%   | 1.3%         | 1.1%             | 1.3%   | 1.0%   | 3.6%   | 1.0%   | 1.2%      | 1.0%                           | 2.7%   | *         | 0.8%                       | 4.2%           | 0.7%                                 |
| SIGMA            | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 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 Attitudes Poll

Table 197

Q22. Normal weightings

Q22. If David Cameron led the campaign to stay in the EU would that make you more or less likely to vote Conservative, or would it have no impact on your vote?

Base: Voted Conservative in 2015 General Election and intends to vote No in referendum

|                      | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                      |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total     | 517    | 270    | 247    | 55     | 157    | 305    | 152    | 207    | 86     | 71     | 30        | 68              | 100        | 60         | 58     | 43            | 51            | 12       | 24                 | 19         | 52         | 0                |
| Weighted Total       | 556    | 306    | 250    | 81     | 180    | 295    | 162    | 230    | 91     | 72     | 40        | 78              | 98         | 69         | 25     | 46            | 61            | 15       | 38                 | 22         | 63         | 0                |
| Much more likely     | 21     | 20     | 2      | 12     | 4      | 6      | 13     | 5      | 2      | 1      | -         | 12              | 2          | 2          | 1      | 4             | -             | -        | -                  | -          | 1          | -                |
|                      | 3.8%   | 6.4%   | 0.7%   | 14.5%  | 2.1%   | 1.9%   | 7.9%   | 2.1%   | 1.7%   | 1.6%   | -         | 15.1%           | 1.8%       | 2.7%       | 4.5%   | 8.4%          | -             | -        | -                  | -          | 1.4%       | -                |
| Somewhat more likely | 36     | 21     | 15     | 10     | 15     | 11     | 13     | 14     | 6      | 3      | -         | 6               | 4          | 2          | 1      | 8             | 4             | -        | 1                  | 1          | 9          | -                |
|                      | 6.5%   | 6.9%   | 6.0%   | 12.5%  | 8.3%   | 3.8%   | 8.1%   | 6.3%   | 6.1%   | 4.2%   | -         | 7.2%            | 4.0%       | 3.5%       | 5.2%   | 17.3%         | 7.0%          | -        | 1.5%               | 3.2%       | 14.9%      | -                |
| Would have no impact | 314    | 174    | 139    | 32     | 103    | 179    | 83     | 139    | 52     | 40     | 30        | 33              | 61         | 37         | 13     | 19            | 36            | 10       | 22                 | 15         | 38         | -                |
|                      | 56.4%  | 57.1%  | 55.7%  | 39.1%  | 57.2%  | 60.7%  | 51.1%  | 60.6%  | 57.3%  | 55.0%  | 74.1%     | 42.6%           | 62.3%      | 53.7%      | 53.5%  | 41.1%         | 59.0%         | 64.4%    | 56.5%              | 69.2%      | 59.7%      | -                |
| Somewhat less likely | 127    | 60     | 68     | 22     | 47     | 58     | 35     | 54     | 23     | 16     | 7         | 22              | 21         | 12         | 4      | 12            | 17            | 3        | 13                 | 5          | 12         | -                |
|                      | 22.9%  | 19.5%  | 27.0%  | 27.5%  | 26.1%  | 19.7%  | 21.3%  | 23.4%  | 24.9%  | 22.7%  | 16.5%     | 28.0%           | 21.0%      | 17.9%      | 14.3%  | 26.1%         | 27.8%         | 20.4%    | 32.9%              | 25.2%      | 19.2%      | -                |
| Much less likely     | 57     | 31     | 27     | 5      | 11     | 41     | 19     | 18     | 9      | 12     | 4         | 6               | 11         | 15         | 6      | 3             | 4             | 2        | 3                  | 1          | 3          | -                |
|                      | 10.3%  | 10.1%  | 10.6%  | 6.4%   | 6.3%   | 13.9%  | 11.6%  | 7.7%   | 10.0%  | 16.5%  | 9.3%      | 7.1%            | 10.9%      | 22.2%      | 22.4%  | 7.1%          | 6.2%          | 15.3%    | 9.1%               | 2.5%       | 4.8%       | -                |
| SIGMA                | 556    | 306    | 250    | 81     | 180    | 295    | 162    | 230    | 91     | 72     | 40        | 78              | 98         | 69         | 25     | 46            | 61            | 15       | 38                 | 22         | 63         | -                |
|                      | 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 Attitudes Poll

Table 198

Q22. Normal weightings

Q22. If David Cameron led the campaign to stay in the EU would that make you more or less likely to vote Conservative, or would it have no impact on your vote?

Base: Voted Conservative in 2015 General Election and intends to vote No in referendum

|                      | Total  | 2015 Past Vote |     |    |      |       |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|----------------------|--------|----------------|-----|----|------|-------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                      |        | CON            | LAB | LD | UKIP | Other | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total     | 517    | 517            | 0   | 0  | 0    | 0     | 0            | 453              | 4      | 4      | 31     | 3      | 22        | 0                              | 517    | 0         | 9                          | 263            | 245                                  |
| Weighted Total       | 556    | 556            | 0   | 0  | 0    | 0     | 0            | 489              | 9      | 3      | 26     | 3      | 26        | 0                              | 556    | 0         | 14                         | 291            | 252                                  |
| Much more likely     | 21     | 21             | -   | -  | -    | -     | -            | 15               | 5      | -      | 1      | -      | -         | -                              | 21     | -         | 5                          | 4              | 12                                   |
|                      | 3.8%   | 3.8%           | -   | -  | -    | -     | -            | 3.2%             | 51.8%  | -      | 4.4%   | -      | -         | -                              | 3.8%   | -         | 33.9%                      | 1.5%           | 4.8%                                 |
| Somewhat more likely | 36     | 36             | -   | -  | -    | -     | -            | 34               | -      | -      | 2      | -      | -         | -                              | 36     | -         | 2                          | 14             | 21                                   |
|                      | 6.5%   | 6.5%           | -   | -  | -    | -     | -            | 7.0%             | -      | -      | 7.1%   | -      | -         | -                              | 6.5%   | -         | 12.9%                      | 4.8%           | 8.2%                                 |
| Would have no impact | 314    | 314            | -   | -  | -    | -     | -            | 293              | 2      | 2      | 6      | -      | 11        | -                              | 314    | -         | 7                          | 158            | 149                                  |
|                      | 56.4%  | 56.4%          | -   | -  | -    | -     | -            | 59.8%            | 20.8%  | 66.2%  | 23.0%  | -      | 44.1%     | -                              | 56.4%  | -         | 49.0%                      | 54.4%          | 59.2%                                |
| Somewhat less likely | 127    | 127            | -   | -  | -    | -     | -            | 111              | 2      | 1      | 4      | 1      | 8         | -                              | 127    | -         | 1                          | 74             | 53                                   |
|                      | 22.9%  | 22.9%          | -   | -  | -    | -     | -            | 22.6%            | 27.3%  | 33.8%  | 15.6%  | 29.3%  | 32.4%     | -                              | 22.9%  | -         | 4.2%                       | 25.3%          | 21.1%                                |
| Much less likely     | 57     | 57             | -   | -  | -    | -     | -            | 36               | -      | -      | 13     | 2      | 6         | -                              | 57     | -         | -                          | 41             | 17                                   |
|                      | 10.3%  | 10.3%          | -   | -  | -    | -     | -            | 7.4%             | -      | -      | 49.9%  | 70.7%  | 23.6%     | -                              | 10.3%  | -         | -                          | 14.0%          | 6.7%                                 |
| SIGMA                | 556    | 556            | -   | -  | -    | -     | -            | 489              | 9      | 3      | 26     | 3      | 26        | -                              | 556    | -         | 14                         | 291            | 252                                  |
|                      | 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 Attitudes Poll

Table 199

Q23. Normal weightings

Q23. Which other party would you be more likely to vote for instead of the Conservatives?

Base: Less likely to vote Conservative if David Cameron led the campaign to stay in the EU

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 173    | 79     | 94     | 22     | 51     | 100    | 48     | 68     | 30     | 27     | 9         | 27              | 33         | 22         | 20     | 14            | 18            | 5        | 8                  | 5          | 12         | 0                |
| Weighted Total   | 185    | 90     | 94     | 28     | 58     | 99     | 53     | 71     | 32     | 28     | 10        | 27              | 31         | 28         | 9      | 15            | 21            | 5        | 16                 | 6          | 15         | 0                |
| Labour           | 6      | 3      | 3      | 3      | 3      | -      | 4      | 2      | -      | -      | 1         | -               | 1          | -          | -      | 2             | 1             | -        | -                  | -          | 2          | -                |
|                  | 3.3%   | 3.7%   | 2.9%   | 12.2%  | 4.7%   | -      | 7.5%   | 2.9%   | -      | -      | 9.2%      | -               | 3.4%       | -          | -      | 11.6%         | 3.4%          | -        | -                  | -          | 10.5%      | -                |
| Liberal Democrat | 8      | 5      | 4      | 1      | 2      | 5      | 2      | 3      | 3      | 1      | -         | 2               | *          | 1          | -      | 3             | -             | -        | 2                  | -          | 1          | -                |
|                  | 4.6%   | 5.3%   | 3.8%   | 5.3%   | 3.8%   | 4.8%   | 3.8%   | 3.8%   | 8.1%   | 3.7%   | -         | 6.2%            | 1.1%       | 3.8%       | -      | 16.7%         | -             | -        | 10.1%              | -          | 7.4%       | -                |
| UKIP             | 133    | 67     | 66     | 20     | 34     | 79     | 41     | 54     | 23     | 15     | 8         | 20              | 20         | 23         | 7      | 9             | 16            | 2        | 14                 | 3          | 11         | -                |
|                  | 72.2%  | 74.3%  | 70.2%  | 71.4%  | 58.7%  | 80.3%  | 76.4%  | 75.4%  | 73.7%  | 54.5%  | 74.6%     | 71.3%           | 62.6%      | 83.4%      | 80.4%  | 60.4%         | 79.7%         | 41.6%    | 83.9%              | 52.4%      | 74.7%      | -                |
| Green            | 4      | 1      | 3      | 1      | 2      | 1      | -      | 2      | -      | 2      | -         | 2               | -          | -          | 1      | -             | -             | 1        | -                  | -          | -          | -                |
|                  | 2.1%   | 1.2%   | 2.9%   | 3.9%   | 3.2%   | 0.9%   | -      | 2.1%   | -      | 8.2%   | -         | 6.4%            | -          | -          | 9.5%   | -             | -             | 22.5%    | -                  | -          | -          | -                |
| Another Party    | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -         | -               | -          | -          | -      | -             | -             | -        | -                  | -          | -          | -                |
|                  | -      | -      | -      | -      | -      | -      | -      | -      | -      | -      | -         | -               | -          | -          | -      | -             | -             | -        | -                  | -          | -          | -                |
| Don't know       | 33     | 14     | 19     | 2      | 17     | 14     | 7      | 11     | 6      | 10     | 2         | 4               | 10         | 4          | 1      | 2             | 3             | 2        | 1                  | 3          | 1          | -                |
|                  | 17.9%  | 15.6%  | 20.1%  | 7.1%   | 29.5%  | 14.0%  | 12.2%  | 15.7%  | 18.2%  | 33.6%  | 16.2%     | 16.1%           | 32.9%      | 12.8%      | 10.1%  | 11.2%         | 16.9%         | 35.9%    | 6.1%               | 47.6%      | 7.5%       | -                |
| SIGMA            | 185    | 90     | 94     | 28     | 58     | 99     | 53     | 71     | 32     | 28     | 10        | 27              | 31         | 28         | 9      | 15            | 21            | 5        | 16                 | 6          | 15         | -                |
|                  | 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 Attitudes Poll

Table 200

Q23. Normal weightings

Q23. Which other party would you be more likely to vote for instead of the Conservatives?

Base: Less likely to vote Conservative if David Cameron led the campaign to stay in the EU

|                  | Total  | 2015 Past Vote |     |    |      |       |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|-----|----|------|-------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB | LD | UKIP | Other | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 173    | 173            | 0   | 0  | 0    | 0     | 0            | 137              | 2      | 1      | 18     | 3      | 12        | 0                              | 173    | 0         | 1                          | 103            | 69                                   |
| Weighted Total   | 185    | 185            | 0   | 0  | 0    | 0     | 0            | 147              | 2      | 1      | 17     | 3      | 14        | 0                              | 185    | 0         | 1                          | 114            | 70                                   |
| Labour           | 6      | 6              | -   | -  | -    | -     | -            | 5                | 2      | -      | -      | -      | -         | -                              | 6      | -         | -                          | 3              | 3                                    |
|                  | 3.3%   | 3.3%           | -   | -  | -    | -     | -            | 3.1%             | 64.8%  | -      | -      | -      | -         | -                              | 3.3%   | -         | -                          | 3.0%           | 3.8%                                 |
| Liberal Democrat | 8      | 8              | -   | -  | -    | -     | -            | 7                | -      | 1      | -      | -      | -         | -                              | 8      | -         | -                          | 5              | 3                                    |
|                  | 4.6%   | 4.6%           | -   | -  | -    | -     | -            | 5.0%             | -      | 100.0% | -      | -      | -         | -                              | 4.6%   | -         | -                          | 4.6%           | 4.5%                                 |
| UKIP             | 133    | 133            | -   | -  | -    | -     | -            | 107              | 1      | -      | 17     | 2      | 7         | -                              | 133    | -         | 1                          | 88             | 45                                   |
|                  | 72.2%  | 72.2%          | -   | -  | -    | -     | -            | 72.6%            | 35.2%  | -      | 100.0% | 70.7%  | 47.1%     | -                              | 72.2%  | -         | 100.0%                     | 77.1%          | 63.9%                                |
| Green            | 4      | 4              | -   | -  | -    | -     | -            | 3                | -      | -      | -      | -      | 1         | -                              | 4      | -         | -                          | 1              | 3                                    |
|                  | 2.1%   | 2.1%           | -   | -  | -    | -     | -            | 1.8%             | -      | -      | -      | -      | 8.6%      | -                              | 2.1%   | -         | -                          | 0.8%           | 4.3%                                 |
| Another Party    | -      | -              | -   | -  | -    | -     | -            | -                | -      | -      | -      | -      | -         | -                              | -      | -         | -                          | -              | -                                    |
|                  | -      | -              | -   | -  | -    | -     | -            | -                | -      | -      | -      | -      | -         | -                              | -      | -         | -                          | -              | -                                    |
| Don't know       | 33     | 33             | -   | -  | -    | -     | -            | 26               | -      | -      | -      | 1      | 6         | -                              | 33     | -         | -                          | 17             | 16                                   |
|                  | 17.9%  | 17.9%          | -   | -  | -    | -     | -            | 17.6%            | -      | -      | -      | 29.3%  | 44.3%     | -                              | 17.9%  | -         | -                          | 14.5%          | 23.6%                                |
| SIGMA            | 185    | 185            | -   | -  | -    | -     | -            | 147              | 2      | 1      | 17     | 3      | 14        | -                              | 185    | -         | 1                          | 114            | 70                                   |
|                  | 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.

Table 201  
Q24. Normal weightings  
Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?  
Base: All Respondents  
Nigel Farage

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| In touch         | 1839   | 965    | 875    | 382    | 642    | 815    | 497    | 763    | 274    | 304    | 213       | 181             | 283        | 177        | 85     | 128           | 171           | 116      | 163                | 66         | 208        | 47               |
|                  | 36.7%  | 39.7%  | 33.9%  | 26.7%  | 36.2%  | 45.2%  | 36.3%  | 37.5%  | 40.7%  | 32.9%  | 33.4%     | 38.9%           | 41.1%      | 42.0%      | 35.4%  | 35.5%         | 38.3%         | 27.4%    | 39.4%              | 32.1%      | 37.0%      | 33.8%            |
| Out of touch     | 2246   | 1101   | 1144   | 683    | 795    | 767    | 650    | 937    | 286    | 370    | 285       | 214             | 287        | 174        | 106    | 171           | 185           | 235      | 181                | 100        | 257        | 52               |
|                  | 44.8%  | 45.3%  | 44.4%  | 47.8%  | 44.8%  | 42.6%  | 47.5%  | 46.0%  | 42.4%  | 39.9%  | 44.5%     | 45.8%           | 41.7%      | 41.3%      | 44.1%  | 47.2%         | 41.5%         | 55.7%    | 43.8%              | 48.3%      | 45.6%      | 37.2%            |
| Dont know        | 923    | 365    | 558    | 365    | 338    | 220    | 222    | 335    | 114    | 252    | 141       | 71              | 119        | 71         | 49     | 63            | 90            | 71       | 70                 | 40         | 98         | 40               |
|                  | 18.4%  | 15.0%  | 21.7%  | 25.5%  | 19.0%  | 12.2%  | 16.2%  | 16.5%  | 16.9%  | 27.2%  | 22.1%     | 15.3%           | 17.2%      | 16.7%      | 20.5%  | 17.3%         | 20.2%         | 16.9%    | 16.8%              | 19.6%      | 17.4%      | 29.0%            |
| SIGMA            | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                  | 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 Attitudes Poll

Table 202

Q24. Normal weightings

Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?

Base: All Respondents

Nigel Farage

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| In touch         | 1839   | 663            | 320    | 85     | 451    | 90     | 200          | 657              | 316    | 67     | 479    | 99     | 158       | 484                            | 987    | 289       | 293                        | 656            | 522                                  |
|                  | 36.7%  | 43.0%          | 25.0%  | 26.3%  | 85.5%  | 21.8%  | 25.7%        | 41.6%            | 24.4%  | 25.2%  | 84.2%  | 22.1%  | 29.0%     | 23.0%                          | 57.9%  | 30.0%     | 19.9%                      | 58.0%          | 43.1%                                |
| Out of touch     | 2246   | 633            | 761    | 188    | 45     | 232    | 331          | 654              | 765    | 155    | 58     | 269    | 224       | 1277                           | 509    | 386       | 943                        | 334            | 509                                  |
|                  | 44.8%  | 41.1%          | 59.6%  | 57.9%  | 8.6%   | 56.3%  | 42.4%        | 41.4%            | 58.9%  | 57.9%  | 10.3%  | 60.1%  | 41.1%     | 60.5%                          | 29.9%  | 40.0%     | 64.1%                      | 29.5%          | 42.1%                                |
| Dont know        | 923    | 245            | 196    | 52     | 31     | 90     | 249          | 269              | 217    | 45     | 31     | 80     | 163       | 348                            | 208    | 289       | 236                        | 141            | 179                                  |
|                  | 18.4%  | 15.9%          | 15.4%  | 15.9%  | 5.9%   | 21.9%  | 31.9%        | 17.0%            | 16.7%  | 17.0%  | 5.5%   | 17.8%  | 29.9%     | 16.5%                          | 12.2%  | 30.0%     | 16.0%                      | 12.5%          | 14.8%                                |
| SIGMA            | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 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.

Table 203  
Q24. Normal weightings  
Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?  
Base: All Respondents  
David Cameron

Unweighted Total  
Weighted Total  
In touch  
  
Out of touch  
  
Dont know  
  
SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 1568   | 794    | 774    | 440    | 507    | 621    | 543    | 653    | 188    | 183    | 246       | 166             | 263        | 129        | 80     | 115           | 161           | 79       | 112                | 51         | 143        | 23               |
| 31.3%  | 32.7%  | 30.0%  | 30.8%  | 28.6%  | 34.4%  | 39.7%  | 32.1%  | 27.9%  | 19.8%  | 38.5%     | 35.5%           | 38.2%      | 30.6%      | 33.2%  | 31.7%         | 36.0%         | 18.7%    | 27.1%              | 24.9%      | 25.5%      | 16.6%            |
| 2791   | 1384   | 1407   | 724    | 1027   | 1040   | 653    | 1151   | 416    | 569    | 306       | 238             | 344        | 241        | 132    | 198           | 225           | 298      | 241                | 127        | 355        | 87               |
| 55.7%  | 56.9%  | 54.6%  | 50.6%  | 57.9%  | 57.7%  | 47.7%  | 56.6%  | 61.7%  | 61.4%  | 47.8%     | 51.1%           | 50.0%      | 57.2%      | 54.9%  | 54.6%         | 50.3%         | 70.5%    | 58.4%              | 61.5%      | 63.0%      | 62.9%            |
| 649    | 253    | 395    | 266    | 241    | 142    | 173    | 231    | 70     | 174    | 88        | 62              | 81         | 51         | 29     | 50            | 61            | 45       | 60                 | 28         | 65         | 28               |
| 13.0%  | 10.4%  | 15.3%  | 18.6%  | 13.6%  | 7.9%   | 12.7%  | 11.3%  | 10.4%  | 18.8%  | 13.7%     | 13.4%           | 11.8%      | 12.2%      | 11.9%  | 13.7%         | 13.7%         | 10.8%    | 14.5%              | 13.6%      | 11.5%      | 20.5%            |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 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 Attitudes Poll

Table 204

Q24. Normal weightings

Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?

Base: All Respondents

David Cameron

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| In touch         | 1568   | 967            | 175    | 90     | 84     | 36     | 185          | 1019             | 180    | 65     | 86     | 47     | 106       | 696                            | 469    | 342       | 441                        | 268            | 457                                  |
|                  | 31.3%  | 62.7%          | 13.7%  | 27.8%  | 15.9%  | 8.7%   | 23.7%        | 64.4%            | 13.8%  | 24.5%  | 15.2%  | 10.5%  | 19.4%     | 33.0%                          | 27.5%  | 35.5%     | 29.9%                      | 23.7%          | 37.8%                                |
| Out of touch     | 2791   | 410            | 971    | 192    | 408    | 316    | 421          | 384              | 980    | 158    | 443    | 356    | 327       | 1157                           | 1099   | 427       | 864                        | 761            | 631                                  |
|                  | 55.7%  | 26.6%          | 76.1%  | 59.1%  | 77.5%  | 76.6%  | 53.9%        | 24.3%            | 75.4%  | 59.0%  | 78.0%  | 79.5%  | 60.0%     | 54.9%                          | 64.5%  | 44.3%     | 58.7%                      | 67.3%          | 52.2%                                |
| Dont know        | 649    | 165            | 131    | 43     | 35     | 61     | 174          | 179              | 139    | 44     | 39     | 45     | 112       | 255                            | 136    | 195       | 168                        | 102            | 122                                  |
|                  | 13.0%  | 10.7%          | 10.2%  | 13.1%  | 6.6%   | 14.7%  | 22.3%        | 11.3%            | 10.7%  | 16.5%  | 6.8%   | 10.0%  | 20.6%     | 12.1%                          | 8.0%   | 20.2%     | 11.4%                      | 9.0%           | 10.0%                                |
| SIGMA            | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 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.

Table 205  
Q24. Normal weightings  
Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?  
Base: All Respondents  
Andy Burnham

Unweighted Total  
Weighted Total  
In touch  
  
Out of touch  
  
Dont know  
  
SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 907    | 506    | 401    | 205    | 325    | 378    | 275    | 365    | 111    | 154    | 132       | 77              | 117        | 69         | 39     | 57            | 64            | 70       | 79                 | 36         | 156        | 12               |
| 18.1%  | 20.8%  | 15.6%  | 14.3%  | 18.3%  | 21.0%  | 20.1%  | 17.9%  | 16.4%  | 16.6%  | 20.6%     | 16.4%           | 17.1%      | 16.4%      | 16.1%  | 15.7%         | 14.4%         | 16.6%    | 19.2%              | 17.3%      | 27.7%      | 8.5%             |
| 1875   | 1062   | 812    | 457    | 646    | 772    | 579    | 714    | 279    | 303    | 235       | 168             | 273        | 167        | 92     | 127           | 176           | 166      | 118                | 81         | 213        | 58               |
| 37.4%  | 43.7%  | 31.5%  | 31.9%  | 36.4%  | 42.9%  | 42.3%  | 35.1%  | 41.4%  | 32.7%  | 36.7%     | 36.0%           | 39.6%      | 39.6%      | 38.1%  | 35.2%         | 39.3%         | 39.3%    | 28.6%              | 39.6%      | 37.8%      | 42.2%            |
| 2226   | 862    | 1364   | 768    | 805    | 652    | 515    | 956    | 284    | 470    | 273       | 222             | 298        | 186        | 110    | 178           | 207           | 186      | 215                | 89         | 194        | 68               |
| 44.4%  | 35.5%  | 52.9%  | 53.7%  | 45.4%  | 36.2%  | 37.6%  | 47.0%  | 42.2%  | 50.7%  | 42.7%     | 47.6%           | 43.3%      | 44.0%      | 45.7%  | 49.2%         | 46.3%         | 44.1%    | 52.2%              | 43.2%      | 34.4%      | 49.3%            |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 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 Attitudes Poll

Table 206

Q24. Normal weightings

Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?

Base: All Respondents

Andy Burnham

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| In touch         | 907    | 194            | 468    | 62     | 46     | 48     | 71           | 200              | 466    | 51     | 48     | 62     | 66        | 563                            | 199    | 132       | 419                        | 128            | 213                                  |
|                  | 18.1%  | 12.6%          | 36.6%  | 19.1%  | 8.8%   | 11.6%  | 9.1%         | 12.7%            | 35.9%  | 19.0%  | 8.4%   | 13.9%  | 12.1%     | 26.7%                          | 11.7%  | 13.7%     | 28.5%                      | 11.4%          | 17.6%                                |
| Out of touch     | 1875   | 698            | 314    | 109    | 284    | 171    | 245          | 709              | 337    | 103    | 312    | 171    | 153       | 648                            | 881    | 278       | 437                        | 599            | 493                                  |
|                  | 37.4%  | 45.3%          | 24.6%  | 33.7%  | 53.9%  | 41.4%  | 31.4%        | 44.9%            | 25.9%  | 38.4%  | 54.9%  | 38.2%  | 28.0%     | 30.7%                          | 51.7%  | 28.8%     | 29.7%                      | 53.0%          | 40.7%                                |
| Dont know        | 2226   | 650            | 495    | 153    | 197    | 194    | 464          | 671              | 496    | 114    | 209    | 214    | 327       | 898                            | 625    | 554       | 617                        | 403            | 504                                  |
|                  | 44.4%  | 42.1%          | 38.8%  | 47.2%  | 37.3%  | 47.1%  | 59.5%        | 42.5%            | 38.2%  | 42.6%  | 36.7%  | 47.9%  | 59.9%     | 42.6%                          | 36.7%  | 57.5%     | 41.9%                      | 35.6%          | 41.6%                                |
| SIGMA            | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 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 Attitudes Poll

Table 207  
Q24. Normal weightings  
Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?  
Base: All Respondents  
Nicola Sturgeon

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| In touch         | 1729   | 809    | 920    | 464    | 647    | 618    | 461    | 775    | 201    | 290    | 216       | 146             | 180        | 136        | 87     | 116           | 112           | 275      | 155                | 65         | 192        | 49               |
|                  | 34.5%  | 33.3%  | 35.7%  | 32.4%  | 36.4%  | 34.3%  | 33.6%  | 38.1%  | 29.9%  | 31.3%  | 33.7%     | 31.3%           | 26.2%      | 32.1%      | 36.1%  | 31.9%         | 25.1%         | 65.1%    | 37.5%              | 31.8%      | 34.2%      | 35.7%            |
| Out of touch     | 1968   | 1089   | 879    | 461    | 689    | 817    | 604    | 743    | 304    | 315    | 250       | 192             | 313        | 181        | 90     | 144           | 187           | 110      | 131                | 93         | 230        | 47               |
|                  | 39.3%  | 44.8%  | 34.1%  | 32.3%  | 38.8%  | 45.3%  | 44.1%  | 36.5%  | 45.2%  | 34.0%  | 39.0%     | 41.2%           | 45.5%      | 43.0%      | 37.4%  | 39.7%         | 41.8%         | 26.1%    | 31.7%              | 45.3%      | 40.9%      | 33.7%            |
| Dont know        | 1312   | 533    | 779    | 505    | 439    | 368    | 305    | 517    | 168    | 321    | 174       | 129             | 195        | 105        | 64     | 103           | 148           | 37       | 127                | 47         | 141        | 42               |
|                  | 26.2%  | 21.9%  | 30.2%  | 35.3%  | 24.7%  | 20.4%  | 22.3%  | 25.4%  | 25.0%  | 34.7%  | 27.2%     | 27.6%           | 28.3%      | 24.9%      | 26.5%  | 28.4%         | 33.1%         | 8.8%     | 30.7%              | 23.0%      | 25.0%      | 30.6%            |
| SIGMA            | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                  | 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 Attitudes Poll

Table 208

Q24. Normal weightings

Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?

Base: All Respondents

Nicola Sturgeon

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| In touch         | 1729   | 409            | 570    | 154    | 120    | 261    | 181          | 427              | 563    | 113    | 117    | 293    | 168       | 953                            | 437    | 297       | 697                        | 271            | 422                                  |
|                  | 34.5%  | 26.5%          | 44.6%  | 47.4%  | 22.7%  | 63.2%  | 23.2%        | 27.0%            | 43.3%  | 42.5%  | 20.5%  | 65.4%  | 30.9%     | 45.2%                          | 25.6%  | 30.9%     | 47.3%                      | 24.0%          | 34.9%                                |
| Out of touch     | 1968   | 773            | 416    | 106    | 313    | 66     | 240          | 775              | 413    | 92     | 342    | 78     | 165       | 669                            | 928    | 303       | 450                        | 643            | 504                                  |
|                  | 39.3%  | 50.1%          | 32.6%  | 32.5%  | 59.3%  | 15.9%  | 30.8%        | 49.0%            | 31.8%  | 34.5%  | 60.2%  | 17.4%  | 30.2%     | 31.7%                          | 54.4%  | 31.4%     | 30.5%                      | 56.9%          | 41.6%                                |
| Dont know        | 1312   | 360            | 290    | 65     | 95     | 86     | 359          | 378              | 323    | 62     | 109    | 77     | 212       | 487                            | 340    | 363       | 327                        | 217            | 284                                  |
|                  | 26.2%  | 23.4%          | 22.7%  | 20.1%  | 18.0%  | 20.8%  | 46.0%        | 23.9%            | 24.9%  | 23.0%  | 19.3%  | 17.3%  | 39.0%     | 23.1%                          | 20.0%  | 37.7%     | 22.2%                      | 19.2%          | 23.5%                                |
| SIGMA            | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 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 Attitudes Poll

Table 209  
Q24. Normal weightings  
Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?  
Base: All Respondents  
Boris Johnson

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| In touch         | 1774   | 884    | 890    | 483    | 585    | 706    | 557    | 747    | 226    | 244    | 248       | 188             | 288        | 172        | 89     | 127           | 177           | 92       | 122                | 60         | 181        | 32               |
|                  | 35.4%  | 36.4%  | 34.5%  | 33.8%  | 32.9%  | 39.2%  | 40.7%  | 36.7%  | 33.5%  | 26.3%  | 38.8%     | 40.2%           | 41.8%      | 40.7%      | 36.7%  | 35.1%         | 39.5%         | 21.8%    | 29.4%              | 29.2%      | 32.2%      | 23.0%            |
| Out of touch     | 2359   | 1207   | 1153   | 599    | 877    | 884    | 623    | 952    | 329    | 453    | 288       | 192             | 294        | 178        | 111    | 158           | 175           | 282      | 219                | 110        | 288        | 64               |
|                  | 47.1%  | 49.6%  | 44.7%  | 41.9%  | 49.4%  | 49.0%  | 45.5%  | 46.8%  | 48.8%  | 48.9%  | 45.0%     | 41.2%           | 42.8%      | 42.1%      | 45.8%  | 43.7%         | 39.2%         | 66.9%    | 53.0%              | 53.2%      | 51.2%      | 46.5%            |
| Dont know        | 874    | 340    | 534    | 348    | 314    | 212    | 189    | 336    | 119    | 229    | 104       | 87              | 106        | 73         | 42     | 77            | 95            | 48       | 72                 | 36         | 93         | 42               |
|                  | 17.5%  | 14.0%  | 20.7%  | 24.3%  | 17.7%  | 11.8%  | 13.8%  | 16.5%  | 17.6%  | 24.8%  | 16.2%     | 18.5%           | 15.3%      | 17.2%      | 17.5%  | 21.1%         | 21.4%         | 11.4%    | 17.5%              | 17.6%      | 16.5%      | 30.5%            |
| SIGMA            | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                  | 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 Attitudes Poll

Table 210

Q24. Normal weightings

Q24. Which of these politicians do you think are in touch with working people and which do you think are out of touch?

Base: All Respondents

Boris Johnson

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| In touch         | 1774   | 858            | 291    | 98     | 195    | 89     | 207          | 876              | 303    | 82     | 204    | 88     | 155       | 744                            | 658    | 310       | 482                        | 406            | 513                                  |
|                  | 35.4%  | 55.7%          | 22.8%  | 30.1%  | 37.0%  | 21.7%  | 26.6%        | 55.4%            | 23.4%  | 30.5%  | 35.9%  | 19.6%  | 28.4%     | 35.3%                          | 38.6%  | 32.2%     | 32.7%                      | 35.9%          | 42.4%                                |
| Out of touch     | 2359   | 455            | 809    | 169    | 269    | 260    | 338          | 462              | 801    | 135    | 296    | 295    | 246       | 1064                           | 841    | 369       | 779                        | 578            | 549                                  |
|                  | 47.1%  | 29.5%          | 63.4%  | 52.0%  | 51.1%  | 63.0%  | 43.4%        | 29.2%            | 61.7%  | 50.7%  | 52.1%  | 65.9%  | 45.1%     | 50.5%                          | 49.4%  | 38.3%     | 52.9%                      | 51.1%          | 45.4%                                |
| Dont know        | 874    | 229            | 176    | 58     | 63     | 63     | 234          | 243              | 194    | 50     | 68     | 65     | 145       | 301                            | 205    | 285       | 212                        | 147            | 148                                  |
|                  | 17.5%  | 14.8%          | 13.8%  | 17.9%  | 11.9%  | 15.3%  | 30.0%        | 15.4%            | 15.0%  | 18.8%  | 12.0%  | 14.5%  | 26.5%     | 14.3%                          | 12.0%  | 29.5%     | 14.4%                      | 13.0%          | 12.2%                                |
| SIGMA            | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 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 Attitudes Poll

Table 211

Q25. Normal weightings

Q25. Which of these politicians do you think would be most successful at getting a better deal for the UK within the EU?

Base: All Respondents

|                  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| David Cameron    | 1623   | 844    | 780    | 452    | 509    | 662    | 550    | 688    | 187    | 198    | 241       | 152             | 282        | 134        | 75     | 122           | 152           | 80       | 130                | 66         | 156        | 34               |
|                  | 32.4%  | 34.7%  | 30.3%  | 31.6%  | 28.7%  | 36.7%  | 40.2%  | 33.8%  | 27.7%  | 21.4%  | 37.8%     | 32.6%           | 41.0%      | 31.7%      | 31.2%  | 33.7%         | 33.9%         | 18.9%    | 31.5%              | 32.0%      | 27.7%      | 24.3%            |
| Nigel Farage     | 754    | 421    | 333    | 189    | 267    | 297    | 173    | 292    | 136    | 152    | 66        | 68              | 122        | 73         | 35     | 56            | 69            | 40       | 73                 | 31         | 101        | 20               |
|                  | 15.1%  | 17.3%  | 12.9%  | 13.2%  | 15.0%  | 16.5%  | 12.6%  | 14.3%  | 20.2%  | 16.5%  | 10.3%     | 14.6%           | 17.7%      | 17.4%      | 14.4%  | 15.4%         | 15.5%         | 9.4%     | 17.6%              | 15.2%      | 18.0%      | 14.3%            |
| Boris Johnson    | 515    | 264    | 251    | 163    | 190    | 162    | 171    | 191    | 68     | 84     | 89        | 60              | 74         | 56         | 26     | 49            | 42            | 23       | 30                 | 15         | 43         | 9                |
|                  | 10.3%  | 10.8%  | 9.7%   | 11.4%  | 10.7%  | 9.0%   | 12.5%  | 9.4%   | 10.1%  | 9.0%   | 13.9%     | 12.9%           | 10.7%      | 13.2%      | 10.7%  | 13.4%         | 9.3%          | 5.4%     | 7.3%               | 7.3%       | 7.7%       | 6.8%             |
| Nicola Sturgeon  | 525    | 242    | 283    | 154    | 199    | 172    | 135    | 228    | 72     | 90     | 56        | 37              | 28         | 33         | 22     | 33            | 25            | 182      | 34                 | 11         | 48         | 16               |
|                  | 10.5%  | 9.9%   | 11.0%  | 10.8%  | 11.2%  | 9.5%   | 9.8%   | 11.2%  | 10.7%  | 9.7%   | 8.7%      | 7.9%            | 4.1%       | 7.9%       | 9.3%   | 9.0%          | 5.6%          | 43.0%    | 8.2%               | 5.5%       | 8.5%       | 11.9%            |
| Andy Burnham     | 215    | 135    | 80     | 44     | 83     | 89     | 53     | 87     | 35     | 39     | 26        | 17              | 23         | 12         | 12     | 13            | 13            | 5        | 24                 | 12         | 58         | 1                |
|                  | 4.3%   | 5.6%   | 3.1%   | 3.1%   | 4.7%   | 4.9%   | 3.9%   | 4.3%   | 5.2%   | 4.3%   | 4.0%      | 3.6%            | 3.3%       | 2.8%       | 5.2%   | 3.6%          | 3.0%          | 1.1%     | 5.9%               | 5.7%       | 10.3%      | 0.6%             |
| Don't know       | 1376   | 525    | 851    | 428    | 528    | 420    | 288    | 549    | 175    | 363    | 162       | 132             | 159        | 114        | 71     | 90            | 147           | 93       | 122                | 71         | 157        | 58               |
|                  | 27.5%  | 21.6%  | 33.0%  | 29.9%  | 29.7%  | 23.3%  | 21.0%  | 27.0%  | 26.0%  | 39.2%  | 25.4%     | 28.3%           | 23.2%      | 27.0%      | 29.3%  | 24.8%         | 32.8%         | 22.1%    | 29.5%              | 34.3%      | 28.0%      | 42.1%            |
| SIGMA            | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                  | 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 Attitudes Poll

Table 212

Q25. Normal weightings

Q25. Which of these politicians do you think would be most successful at getting a better deal for the UK within the EU?

Base: All Respondents

|                  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| David Cameron    | 1623   | 993            | 184    | 120    | 44     | 45     | 204          | 1055             | 197    | 95     | 46     | 55     | 108       | 807                            | 411    | 355       | 514                        | 228            | 476                                  |
|                  | 32.4%  | 64.4%          | 14.4%  | 37.0%  | 8.4%   | 11.0%  | 26.1%        | 66.7%            | 15.2%  | 35.7%  | 8.1%   | 12.4%  | 19.8%     | 38.3%                          | 24.1%  | 36.8%     | 34.9%                      | 20.2%          | 39.4%                                |
| Nigel Farage     | 754    | 151            | 122    | 20     | 315    | 32     | 91           | 146              | 126    | 15     | 364    | 37     | 41        | 114                            | 547    | 72        | 71                         | 417            | 173                                  |
|                  | 15.1%  | 9.8%           | 9.6%   | 6.1%   | 59.7%  | 7.8%   | 11.7%        | 9.2%             | 9.7%   | 5.5%   | 64.1%  | 8.2%   | 7.6%      | 5.4%                           | 32.1%  | 7.5%      | 4.8%                       | 36.9%          | 14.3%                                |
| Boris Johnson    | 515    | 188            | 114    | 34     | 60     | 26     | 78           | 192              | 129    | 34     | 64     | 31     | 41        | 193                            | 222    | 75        | 110                        | 138            | 168                                  |
|                  | 10.3%  | 12.2%          | 9.0%   | 10.5%  | 11.4%  | 6.3%   | 10.0%        | 12.2%            | 10.0%  | 12.6%  | 11.2%  | 6.9%   | 7.6%      | 9.2%                           | 13.1%  | 7.8%      | 7.5%                       | 12.2%          | 13.9%                                |
| Nicola Sturgeon  | 525    | 25             | 194    | 33     | 17     | 187    | 63           | 27               | 191    | 36     | 15     | 190    | 49        | 339                            | 111    | 62        | 280                        | 75             | 95                                   |
|                  | 10.5%  | 1.6%           | 15.2%  | 10.3%  | 3.2%   | 45.3%  | 8.1%         | 1.7%             | 14.7%  | 13.3%  | 2.7%   | 42.5%  | 8.9%      | 16.1%                          | 6.5%   | 6.5%      | 19.0%                      | 6.6%           | 7.8%                                 |
| Andy Burnham     | 215    | 6              | 182    | 9      | 3      | 4      | 8            | 3                | 181    | 5      | 2      | 11     | 12        | 158                            | 32     | 24        | 124                        | 16             | 50                                   |
|                  | 4.3%   | *              | 14.3%  | 2.8%   | 0.5%   | 1.1%   | 1.1%         | *                | 14.0%  | 1.9%   | *      | 2.4%   | 2.3%      | 7.5%                           | 1.9%   | 2.5%      | 8.4%                       | 1.4%           | 4.1%                                 |
| Don't know       | 1376   | 179            | 480    | 108    | 88     | 118    | 335          | 157              | 474    | 83     | 76     | 124    | 293       | 497                            | 380    | 375       | 374                        | 256            | 247                                  |
|                  | 27.5%  | 11.6%          | 37.6%  | 33.3%  | 16.7%  | 28.5%  | 43.0%        | 9.9%             | 36.5%  | 31.0%  | 13.4%  | 27.6%  | 53.8%     | 23.6%                          | 22.3%  | 38.9%     | 25.4%                      | 22.7%          | 20.4%                                |
| SIGMA            | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                  | 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 Attitudes Poll

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**Table 213**  
**Q26. Normal weightings**  
**Q26. Which of these scenarios do you feel is a greater threat to the UK economy?**  
**Base: All Respondents**

|  | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|  |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                                       | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total   | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| The UK joining the Euro                                | 2400   | 1232   | 1169   | 616    | 828    | 957    | 639    | 1007   | 334    | 419    | 294       | 230             | 352        | 200        | 129    | 190           | 206           | 183      | 193                | 104        | 246        | 72               |
|  | 47.9%  | 50.7%  | 45.3%  | 43.1%  | 46.6%  | 53.1%  | 46.6%  | 49.5%  | 49.5%  | 45.3%  | 46.0%     | 49.2%           | 51.3%      | 47.5%      | 53.7%  | 52.5%         | 46.1%         | 43.2%    | 46.9%              | 50.4%      | 43.7%      | 51.9%            |
| The Scottish National Party being in the UK government | 1107   | 572    | 535    | 315    | 353    | 439    | 378    | 423    | 148    | 158    | 127       | 116             | 159        | 93         | 40     | 64            | 105           | 87       | 111                | 45         | 136        | 24               |
|  | 22.1%  | 23.5%  | 20.8%  | 22.0%  | 19.9%  | 24.3%  | 27.6%  | 20.8%  | 21.9%  | 17.1%  | 19.9%     | 25.0%           | 23.1%      | 21.9%      | 16.7%  | 17.6%         | 23.5%         | 20.6%    | 26.8%              | 22.1%      | 24.1%      | 17.4%            |
| Neither  | 899    | 439    | 460    | 283    | 357    | 260    | 254    | 349    | 119    | 175    | 128       | 64              | 111        | 76         | 38     | 66            | 64            | 116      | 75                 | 34         | 96         | 30               |
|  | 17.9%  | 18.1%  | 17.8%  | 19.8%  | 20.1%  | 14.4%  | 18.6%  | 17.2%  | 17.7%  | 18.9%  | 20.0%     | 13.7%           | 16.2%      | 18.0%      | 15.8%  | 18.3%         | 14.4%         | 27.6%    | 18.2%              | 16.4%      | 17.0%      | 21.7%            |
| Don't know   | 602    | 188    | 414    | 217    | 238    | 148    | 99     | 256    | 73     | 174    | 90        | 56              | 65         | 53         | 34     | 42            | 72            | 36       | 33                 | 23         | 85         | 13               |
|  | 12.0%  | 7.7%   | 16.0%  | 15.1%  | 13.4%  | 8.2%   | 7.2%   | 12.6%  | 10.8%  | 18.8%  | 14.1%     | 12.1%           | 9.4%       | 12.6%      | 13.9%  | 11.6%         | 16.0%         | 8.5%     | 8.1%               | 11.1%      | 15.1%      | 9.1%             |
| SIGMA  | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|  | 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 Attitudes Poll

**Table 214**  
**Q26. Normal weightings**  
**Q26. Which of these scenarios do you feel is a greater threat to the UK economy?**  
**Base: All Respondents**

|  | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|  |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                                       | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total   | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| The UK joining the Euro                                | 2400   | 768            | 569    | 178    | 344    | 194    | 290          | 789              | 568    | 146    | 357    | 205    | 240       | 872                            | 1068   | 383       | 576                        | 698            | 666                                  |
|  | 47.9%  | 49.8%          | 44.6%  | 54.7%  | 65.3%  | 47.1%  | 37.3%        | 49.9%            | 43.8%  | 54.7%  | 62.8%  | 45.7%  | 44.1%     | 41.4%                          | 62.7%  | 39.8%     | 39.1%                      | 61.8%          | 55.0%                                |
| The Scottish National Party being in the UK government | 1107   | 495            | 224    | 58     | 98     | 58     | 136          | 508              | 238    | 56     | 116    | 60     | 82        | 518                            | 373    | 185       | 353                        | 236            | 302                                  |
|  | 22.1%  | 32.1%          | 17.6%  | 17.7%  | 18.6%  | 14.0%  | 17.4%        | 32.1%            | 18.4%  | 20.8%  | 20.5%  | 13.4%  | 15.1%     | 24.6%                          | 21.9%  | 19.2%     | 24.0%                      | 20.9%          | 25.0%                                |
| Neither  | 899    | 168            | 301    | 54     | 52     | 119    | 187          | 178              | 310    | 48     | 54     | 147    | 101       | 531                            | 162    | 149       | 429                        | 124            | 139                                  |
|  | 17.9%  | 10.9%          | 23.6%  | 16.5%  | 9.8%   | 28.9%  | 23.9%        | 11.2%            | 23.9%  | 18.1%  | 9.5%   | 32.8%  | 18.4%     | 25.2%                          | 9.5%   | 15.5%     | 29.1%                      | 11.0%          | 11.5%                                |
| Don't know   | 602    | 111            | 182    | 36     | 33     | 41     | 167          | 106              | 182    | 17     | 41     | 36     | 122       | 187                            | 102    | 246       | 114                        | 72             | 103                                  |
|  | 12.0%  | 7.2%           | 14.3%  | 11.1%  | 6.3%   | 10.0%  | 21.4%        | 6.7%             | 14.0%  | 6.4%   | 7.2%   | 8.0%   | 22.4%     | 8.9%                           | 6.0%   | 25.5%     | 7.8%                       | 6.3%           | 8.5%                                 |
| SIGMA  | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|  | 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 Attitudes Poll

Table 215

Q27. Normal weightings

Q27. If you knew a public figure had supported joining the Euro, would that make you trust them more or less, or would it make no difference to your view of them?

Base: All Respondents

|                    |        | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                    |        |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total   | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441    | 448       | 806             | 415        | 694        | 351    | 392           | 387           | 274      | 199                | 513        | 88         |                  |
| Weighted Total     | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639    | 466       | 688             | 422        | 241        | 362    | 447           | 422           | 413      | 206                | 563        | 139        |                  |
| Trust them more    | 362    | 210    | 152    | 200    | 109    | 54     | 142    | 128    | 42     | 51     | 77     | 32        | 41              | 28         | 13         | 21     | 41            | 33            | 24       | 12                 | 27         | 12         |                  |
|                    | 7.2%   | 8.6%   | 5.9%   | 14.0%  | 6.1%   | 3.0%   | 10.3%  | 6.3%   | 6.2%   | 5.5%   | 12.0%  | 7.0%      | 6.0%            | 6.6%       | 5.6%       | 5.9%   | 9.1%          | 7.7%          | 5.9%     | 6.0%               | 4.7%       | 8.7%       |                  |
| Trust them less    | 1444   | 782    | 662    | 330    | 500    | 614    | 416    | 561    | 209    | 258    | 193    | 136       | 217             | 128        | 70         | 107    | 133           | 93            | 92       | 64                 | 148        | 65         |                  |
|                    | 28.8%  | 32.2%  | 25.7%  | 23.1%  | 28.2%  | 34.1%  | 30.4%  | 27.6%  | 31.1%  | 27.8%  | 30.2%  | 29.1%     | 31.6%           | 30.2%      | 28.9%      | 29.6%  | 29.8%         | 22.1%         | 22.2%    | 30.9%              | 26.3%      | 46.6%      |                  |
| Make no difference | 2591   | 1223   | 1367   | 670    | 926    | 995    | 700    | 1077   | 347    | 463    | 294    | 248       | 353             | 199        | 121        | 195    | 214           | 249           | 252      | 101                | 311        | 53         |                  |
|                    | 51.7%  | 50.3%  | 53.1%  | 46.9%  | 52.1%  | 55.2%  | 51.1%  | 53.0%  | 51.6%  | 50.0%  | 46.0%  | 53.2%     | 51.4%           | 47.2%      | 50.1%      | 53.8%  | 47.9%         | 59.0%         | 61.1%    | 49.0%              | 55.3%      | 38.1%      |                  |
| Don't know         | 611    | 215    | 395    | 229    | 241    | 140    | 111    | 268    | 75     | 155    | 75     | 50        | 76              | 67         | 37         | 39     | 59            | 47            | 44       | 29                 | 77         | 9          |                  |
|                    | 12.2%  | 8.9%   | 15.3%  | 16.0%  | 13.6%  | 7.8%   | 8.1%   | 13.2%  | 11.1%  | 16.8%  | 11.8%  | 10.7%     | 11.0%           | 16.0%      | 15.4%      | 10.7%  | 13.2%         | 11.2%         | 10.8%    | 14.1%              | 13.7%      | 6.6%       |                  |
| SIGMA              | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639    | 466       | 688             | 422        | 241        | 362    | 447           | 422           | 413      | 206                | 563        | 139        |                  |
|                    | 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 Attitudes Poll

Table 216

Q27. Normal weightings

Q27. If you knew a public figure had supported joining the Euro, would that make you trust them more or less, or would it make no difference to your view of them?

Base: All Respondents

|                    | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                    |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total   | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total     | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Trust them more    | 362    | 107            | 124    | 17     | 16     | 25     | 63           | 103              | 141    | 24     | 29     | 25     | 25        | 265                            | 49     | 30        | 196                        | 53             | 65                                   |
|                    | 7.2%   | 6.9%           | 9.7%   | 5.2%   | 3.0%   | 6.1%   | 8.0%         | 6.5%             | 10.9%  | 9.2%   | 5.0%   | 5.6%   | 4.6%      | 12.6%                          | 2.9%   | 3.1%      | 13.3%                      | 4.7%           | 5.4%                                 |
| Trust them less    | 1444   | 499            | 279    | 79     | 246    | 88     | 203          | 520              | 290    | 60     | 256    | 103    | 143       | 372                            | 807    | 210       | 238                        | 549            | 392                                  |
|                    | 28.8%  | 32.4%          | 21.9%  | 24.4%  | 46.6%  | 21.5%  | 26.1%        | 32.9%            | 22.3%  | 22.4%  | 45.0%  | 23.1%  | 26.2%     | 17.7%                          | 47.3%  | 21.8%     | 16.2%                      | 48.6%          | 32.4%                                |
| Make no difference | 2591   | 790            | 723    | 187    | 218    | 245    | 378          | 817              | 721    | 158    | 229    | 267    | 271       | 1272                           | 725    | 507       | 916                        | 439            | 643                                  |
|                    | 51.7%  | 51.2%          | 56.6%  | 57.5%  | 41.3%  | 59.5%  | 48.5%        | 51.7%            | 55.5%  | 59.0%  | 40.2%  | 59.7%  | 49.7%     | 60.3%                          | 42.6%  | 52.6%     | 62.2%                      | 38.9%          | 53.1%                                |
| Don't know         | 611    | 146            | 150    | 42     | 48     | 54     | 135          | 141              | 147    | 25     | 55     | 52     | 107       | 199                            | 124    | 218       | 123                        | 90             | 110                                  |
|                    | 12.2%  | 9.5%           | 11.8%  | 12.9%  | 9.0%   | 13.0%  | 17.4%        | 8.9%             | 11.3%  | 9.5%   | 9.8%   | 11.6%  | 19.6%     | 9.4%                           | 7.3%   | 22.6%     | 8.3%                       | 7.9%           | 9.1%                                 |
| SIGMA              | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                    | 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 Attitudes Poll

Table 217

Q28. Normal weightings

Q28. If the UK left the European Union do you think it would be easier or more difficult for the UK to deport foreign-born terrorists, or would it make no difference?

Base: All Respondents

|                    | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                    |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
|                    |        |        |        |        |        |        |        |        |        |        |           |                 |            |            |        |               |               |          |                    |            |            |                  |
| Unweighted Total   | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total     | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Easier             | 2269   | 1245   | 1025   | 515    | 747    | 1007   | 646    | 895    | 326    | 399    | 263       | 213             | 317        | 192        | 108    | 157           | 196           | 182      | 191                | 96         | 262        | 91               |
|                    | 45.3%  | 51.2%  | 39.8%  | 36.0%  | 42.1%  | 55.9%  | 47.2%  | 44.0%  | 48.5%  | 43.1%  | 41.2%     | 45.7%           | 46.2%      | 45.4%      | 44.9%  | 43.5%         | 43.8%         | 43.1%    | 46.2%              | 46.5%      | 46.6%      | 65.9%            |
| More difficult     | 649    | 265    | 384    | 295    | 219    | 135    | 170    | 284    | 81     | 113    | 97        | 63              | 84         | 45         | 31     | 44            | 67            | 50       | 58                 | 28         | 58         | 24               |
|                    | 13.0%  | 10.9%  | 14.9%  | 20.6%  | 12.3%  | 7.5%   | 12.4%  | 14.0%  | 12.1%  | 12.2%  | 15.1%     | 13.5%           | 12.2%      | 10.6%      | 12.7%  | 12.2%         | 15.0%         | 11.9%    | 14.0%              | 13.7%      | 10.4%      | 17.6%            |
| Make no difference | 1406   | 699    | 707    | 365    | 538    | 503    | 433    | 540    | 191    | 241    | 206       | 141             | 202        | 118        | 63     | 114           | 101           | 132      | 108                | 52         | 154        | 14               |
|                    | 28.1%  | 28.8%  | 27.4%  | 25.6%  | 30.3%  | 27.9%  | 31.6%  | 26.5%  | 28.4%  | 26.1%  | 32.3%     | 30.3%           | 29.3%      | 28.0%      | 26.0%  | 31.6%         | 22.6%         | 31.2%    | 26.1%              | 25.4%      | 27.4%      | 10.4%            |
| Don't know         | 684    | 222    | 462    | 255    | 272    | 158    | 121    | 315    | 75     | 173    | 73        | 49              | 84         | 67         | 40     | 46            | 84            | 58       | 57                 | 30         | 88         | 8                |
|                    | 13.7%  | 9.1%   | 17.9%  | 17.8%  | 15.3%  | 8.8%   | 8.8%   | 15.5%  | 11.1%  | 18.7%  | 11.4%     | 10.5%           | 12.3%      | 16.0%      | 16.4%  | 12.8%         | 18.7%         | 13.7%    | 13.7%              | 14.4%      | 15.6%      | 6.1%             |
| SIGMA              | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                    | 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 Attitudes Poll

Table 218

Q28. Normal weightings

Q28. If the UK left the European Union do you think it would be easier or more difficult for the UK to deport foreign-born terrorists, or would it make no difference?

Base: All Respondents

|                    | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                    |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total   | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total     | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Easier             | 2269   | 834            | 449    | 106    | 363    | 172    | 300          | 851              | 450    | 83     | 383    | 201    | 205       | 664                            | 1150   | 380       | 387                        | 733            | 694                                  |
|                    | 45.3%  | 54.1%          | 35.2%  | 32.6%  | 68.8%  | 41.7%  | 38.5%        | 53.8%            | 34.6%  | 31.0%  | 67.4%  | 45.0%  | 37.6%     | 31.5%                          | 67.5%  | 39.4%     | 26.2%                      | 64.9%          | 57.4%                                |
| More difficult     | 649    | 173            | 178    | 53     | 36     | 51     | 129          | 181              | 205    | 51     | 50     | 60     | 66        | 431                            | 99     | 95        | 328                        | 70             | 132                                  |
|                    | 13.0%  | 11.2%          | 13.9%  | 16.4%  | 6.9%   | 12.4%  | 16.5%        | 11.5%            | 15.8%  | 19.0%  | 8.7%   | 13.5%  | 12.1%     | 20.4%                          | 5.8%   | 9.9%      | 22.3%                      | 6.1%           | 10.9%                                |
| Make no difference | 1406   | 387            | 447    | 125    | 88     | 119    | 204          | 411              | 449    | 104    | 95     | 120    | 148       | 756                            | 350    | 240       | 587                        | 249            | 270                                  |
|                    | 28.1%  | 25.1%          | 35.0%  | 38.5%  | 16.6%  | 28.9%  | 26.1%        | 26.0%            | 34.6%  | 38.9%  | 16.7%  | 26.7%  | 27.1%     | 35.8%                          | 20.5%  | 24.9%     | 39.8%                      | 22.0%          | 22.4%                                |
| Don't know         | 684    | 148            | 203    | 41     | 41     | 70     | 147          | 137              | 195    | 30     | 41     | 66     | 127       | 258                            | 105    | 249       | 172                        | 79             | 113                                  |
|                    | 13.7%  | 9.6%           | 15.9%  | 12.5%  | 7.7%   | 17.1%  | 18.9%        | 8.7%             | 15.0%  | 11.1%  | 7.2%   | 14.8%  | 23.2%     | 12.2%                          | 6.2%   | 25.8%     | 11.7%                      | 7.0%           | 9.3%                                 |
| SIGMA              | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                    | 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 Attitudes Poll

Table 219  
Q29. Normal weightings  
Q29. Which of the following best describes your view of the UK's place in the world?  
Base: All Respondents

Unweighted Total  
Weighted Total  
The UK today is a major world power in its own right that does not need support from other countries in order to be competitive and achieve its international goals  
The UK today is a diminished force on the world stage that needs support from other countries in order to be competitive and achieve its international goals  
Dont know  
  
SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 1842   | 862    | 979    | 515    | 643    | 684    | 482    | 739    | 248    | 369    | 244       | 186             | 268        | 162        | 81     | 139           | 165           | 119      | 144                | 75         | 211        | 48               |
| 36.8%  | 35.5%  | 38.0%  | 36.0%  | 36.2%  | 37.9%  | 35.2%  | 36.3%  | 36.8%  | 39.9%  | 38.2%     | 39.8%           | 38.9%      | 38.4%      | 33.7%  | 38.4%         | 36.9%         | 28.1%    | 34.8%              | 36.6%      | 37.6%      | 34.7%            |
| 2387   | 1292   | 1095   | 636    | 832    | 918    | 729    | 969    | 325    | 363    | 301       | 212             | 303        | 193        | 110    | 164           | 211           | 253      | 213                | 96         | 255        | 74               |
| 47.7%  | 53.2%  | 42.5%  | 44.5%  | 46.9%  | 50.9%  | 53.3%  | 47.6%  | 48.2%  | 39.1%  | 47.1%     | 45.5%           | 44.1%      | 45.7%      | 45.7%  | 45.4%         | 47.2%         | 60.0%    | 51.6%              | 46.7%      | 45.4%      | 53.3%            |
| 780    | 276    | 503    | 279    | 301    | 200    | 158    | 327    | 101    | 194    | 94        | 68              | 117        | 67         | 50     | 59            | 71            | 50       | 56                 | 34         | 96         | 17               |
| 15.6%  | 11.4%  | 19.5%  | 19.5%  | 16.9%  | 11.1%  | 11.5%  | 16.1%  | 15.0%  | 21.0%  | 14.7%     | 14.7%           | 17.0%      | 16.0%      | 20.6%  | 16.2%         | 15.9%         | 11.9%    | 13.6%              | 16.7%      | 17.1%      | 12.0%            |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 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 Attitudes Poll

Table 220

Q29. Normal weightings

Q29. Which of the following best describes your view of the UK's place in the world?

Base: All Respondents

Unweighted Total

Weighted Total

The UK today is a major world power in its own right that does not need support from other countries in order to be competitive and achieve its international goals

The UK today is a diminished force on the world stage that needs support from other countries in order to be competitive and achieve its international goals

Dont know

SIGMA

| Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 1842   | 685            | 358    | 96     | 287    | 81     | 289          | 729              | 397    | 79     | 307    | 92     | 159       | 539                            | 942    | 289       | 315                        | 635            | 531                                  |
| 36.8%  | 44.5%          | 28.1%  | 29.5%  | 54.4%  | 19.7%  | 37.1%        | 46.1%            | 30.5%  | 29.6%  | 54.0%  | 20.5%  | 29.2%     | 25.6%                          | 55.3%  | 30.0%     | 21.4%                      | 56.2%          | 43.9%                                |
| 2387   | 658            | 758    | 183    | 177    | 263    | 302          | 666              | 730    | 157    | 195    | 297    | 246       | 1353                           | 575    | 388       | 1012                       | 360            | 556                                  |
| 47.7%  | 42.7%          | 59.3%  | 56.4%  | 33.6%  | 63.7%  | 38.7%        | 42.1%            | 56.2%  | 58.9%  | 34.2%  | 66.3%  | 45.0%     | 64.2%                          | 33.7%  | 40.3%     | 68.7%                      | 31.8%          | 46.0%                                |
| 780    | 198            | 161    | 46     | 63     | 68     | 189          | 186              | 172    | 31     | 67     | 59     | 140       | 216                            | 187    | 286       | 146                        | 135            | 122                                  |
| 15.6%  | 12.8%          | 12.6%  | 14.2%  | 12.0%  | 16.5%  | 24.2%        | 11.8%            | 13.3%  | 11.4%  | 11.7%  | 13.1%  | 25.7%     | 10.3%                          | 11.0%  | 29.7%     | 9.9%                       | 11.9%          | 10.1%                                |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 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 Attitudes Poll

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Table 221

Q30. Normal weightings

Q30. Do you think the UK's impact on the world stage is enhanced or diminished by our membership of the European Union, or does it make no difference?

Base: All Respondents

|                     | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                     |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total    | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total      | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| Enhanced            | 1326   | 745    | 581    | 426    | 471    | 428    | 483    | 522    | 162    | 158    | 222       | 102             | 180        | 95         | 61     | 73            | 107           | 132      | 132                | 44         | 148        | 31               |
|                     | 26.5%  | 30.6%  | 22.5%  | 29.8%  | 26.5%  | 23.8%  | 35.3%  | 25.6%  | 24.1%  | 17.0%  | 34.6%     | 21.9%           | 26.1%      | 22.5%      | 25.1%  | 20.1%         | 24.0%         | 31.3%    | 31.9%              | 21.3%      | 26.4%      | 22.1%            |
| Diminished          | 1241   | 619    | 623    | 257    | 409    | 576    | 303    | 506    | 199    | 231    | 107       | 134             | 188        | 114        | 60     | 88            | 105           | 100      | 83                 | 59         | 163        | 39               |
|                     | 24.8%  | 25.5%  | 24.2%  | 18.0%  | 23.0%  | 31.9%  | 22.2%  | 24.9%  | 29.6%  | 25.0%  | 16.8%     | 28.8%           | 27.4%      | 27.1%      | 25.0%  | 24.4%         | 23.4%         | 23.7%    | 20.1%              | 28.7%      | 29.1%      | 28.0%            |
| Makes no difference | 1813   | 903    | 911    | 477    | 659    | 678    | 497    | 715    | 249    | 352    | 248       | 170             | 253        | 151        | 85     | 137           | 167           | 143      | 150                | 81         | 171        | 57               |
|                     | 36.2%  | 37.1%  | 35.3%  | 33.4%  | 37.1%  | 37.6%  | 36.3%  | 35.1%  | 36.9%  | 38.0%  | 38.8%     | 36.5%           | 36.9%      | 35.8%      | 35.2%  | 37.9%         | 37.3%         | 33.8%    | 36.4%              | 39.3%      | 30.4%      | 41.2%            |
| Don't know          | 628    | 165    | 463    | 270    | 237    | 121    | 85     | 292    | 63     | 186    | 63        | 60              | 66         | 62         | 35     | 64            | 69            | 47       | 48                 | 22         | 80         | 12               |
|                     | 12.5%  | 6.8%   | 18.0%  | 18.9%  | 13.4%  | 6.7%   | 6.2%   | 14.3%  | 9.4%   | 20.0%  | 9.8%      | 12.8%           | 9.7%       | 14.6%      | 14.7%  | 17.6%         | 15.3%         | 11.2%    | 11.6%              | 10.7%      | 14.2%      | 8.7%             |
| SIGMA               | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
|                     | 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 Attitudes Poll

Table 222

Q30. Normal weightings

Q30. Do you think the UK's impact on the world stage is enhanced or diminished by our membership of the European Union, or does it make no difference?

Base: All Respondents

|                     | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                     |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total    | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total      | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| Enhanced            | 1326   | 386            | 467    | 127    | 28     | 119    | 171          | 403              | 461    | 108    | 45     | 159    | 119       | 1070                           | 97     | 133       | 815                        | 81             | 272                                  |
|                     | 26.5%  | 25.1%          | 36.6%  | 39.0%  | 5.3%   | 28.9%  | 21.9%        | 25.5%            | 35.5%  | 40.3%  | 7.9%   | 35.6%  | 21.8%     | 50.7%                          | 5.7%   | 13.8%     | 55.3%                      | 7.1%           | 22.5%                                |
| Diminished          | 1241   | 429            | 233    | 53     | 243    | 84     | 161          | 433              | 247    | 42     | 257    | 88     | 89        | 182                            | 814    | 191       | 113                        | 565            | 318                                  |
|                     | 24.8%  | 27.9%          | 18.2%  | 16.2%  | 46.1%  | 20.4%  | 20.7%        | 27.4%            | 19.0%  | 15.8%  | 45.3%  | 19.7%  | 16.3%     | 8.6%                           | 47.7%  | 19.8%     | 7.7%                       | 50.0%          | 26.2%                                |
| Makes no difference | 1813   | 599            | 418    | 110    | 202    | 163    | 276          | 614              | 450    | 92     | 207    | 159    | 204       | 673                            | 669    | 402       | 434                        | 405            | 503                                  |
|                     | 36.2%  | 38.9%          | 32.7%  | 34.0%  | 38.4%  | 39.5%  | 35.4%        | 38.8%            | 34.7%  | 34.3%  | 36.4%  | 35.5%  | 37.4%     | 31.9%                          | 39.2%  | 41.7%     | 29.5%                      | 35.8%          | 41.6%                                |
| Don't know          | 628    | 126            | 159    | 35     | 54     | 46     | 171          | 130              | 141    | 26     | 59     | 41     | 134       | 184                            | 124    | 238       | 111                        | 80             | 117                                  |
|                     | 12.5%  | 8.2%           | 12.5%  | 10.8%  | 10.2%  | 11.2%  | 21.9%        | 8.3%             | 10.8%  | 9.6%   | 10.4%  | 9.2%   | 24.6%     | 8.7%                           | 7.3%   | 24.7%     | 7.5%                       | 7.1%           | 9.7%                                 |
| SIGMA               | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
|                     | 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 Attitudes Poll

Table 223  
Q31. Normal weightings  
Q31. Which of these statements is closest to your opinion?  
Base: All Respondents

Unweighted Total  
Weighted Total  
If the UK Parliament disagrees with the EU, it should overrule them, as it is right that our Parliament has the final say on all our laws  
If the UK Parliament disagrees with the EU, it should not overrule them, as it is right that our Parliament is bound by international agreements  
Don't know  
  
SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 3213   | 1640   | 1573   | 677    | 1106   | 1431   | 902    | 1299   | 428    | 581    | 379       | 317             | 472        | 279        | 158    | 230           | 287           | 261      | 258                | 145        | 341        | 87               |
| 64.2%  | 67.5%  | 61.0%  | 47.3%  | 62.3%  | 79.4%  | 65.9%  | 63.8%  | 63.6%  | 62.7%  | 59.2%     | 68.0%           | 68.6%      | 66.0%      | 65.4%  | 63.5%         | 64.3%         | 61.8%    | 62.5%              | 70.4%      | 60.6%      | 62.7%            |
| 958    | 484    | 474    | 413    | 307    | 239    | 316    | 380    | 118    | 144    | 150       | 85              | 126        | 73         | 36     | 72            | 70            | 96       | 81                 | 28         | 114        | 27               |
| 19.1%  | 19.9%  | 18.4%  | 28.9%  | 17.3%  | 13.2%  | 23.1%  | 18.7%  | 17.6%  | 15.5%  | 23.4%     | 18.3%           | 18.3%      | 17.3%      | 15.0%  | 20.0%         | 15.8%         | 22.7%    | 19.7%              | 13.5%      | 20.2%      | 19.2%            |
| 836    | 306    | 530    | 340    | 363    | 133    | 151    | 356    | 127    | 201    | 111       | 64              | 90         | 70         | 47     | 60            | 89            | 65       | 74                 | 33         | 108        | 25               |
| 16.7%  | 12.6%  | 20.6%  | 23.8%  | 20.4%  | 7.4%   | 11.1%  | 17.5%  | 18.9%  | 21.7%  | 17.3%     | 13.7%           | 13.0%      | 16.6%      | 19.6%  | 16.5%         | 20.0%         | 15.5%    | 17.8%              | 16.1%      | 19.2%      | 18.1%            |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 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 Attitudes Poll

Table 224

Q31. Normal weightings

Q31. Which of these statements is closest to your opinion?

Base: All Respondents

Unweighted Total  
Weighted Total  
If the UK Parliament disagrees with the EU, it should overrule them, as it is right that our Parliament has the final say on all our laws  
If the UK Parliament disagrees with the EU, it should not overrule them, as it is right that our Parliament is bound by international agreements  
Don't know  
  
SIGMA

| Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 3213   | 1201           | 685    | 199    | 461    | 220    | 375          | 1223             | 690    | 160    | 471    | 229    | 313       | 1068                           | 1454   | 595       | 657                        | 931            | 932                                  |
| 64.2%  | 77.9%          | 53.7%  | 61.2%  | 87.5%  | 53.3%  | 48.1%        | 77.4%            | 53.1%  | 59.8%  | 82.9%  | 51.1%  | 57.4%     | 50.6%                          | 85.3%  | 61.7%     | 44.6%                      | 82.4%          | 77.1%                                |
| 958    | 203            | 352    | 67     | 30     | 101    | 180          | 213              | 377    | 67     | 50     | 125    | 73        | 698                            | 123    | 103       | 551                        | 94             | 176                                  |
| 19.1%  | 13.2%          | 27.6%  | 20.6%  | 5.7%   | 24.4%  | 23.1%        | 13.5%            | 29.0%  | 25.0%  | 8.8%   | 27.9%  | 13.5%     | 33.1%                          | 7.2%   | 10.7%     | 37.4%                      | 8.3%           | 14.5%                                |
| 836    | 137            | 239    | 59     | 36     | 92     | 225          | 145              | 233    | 40     | 47     | 94     | 159       | 344                            | 128    | 266       | 265                        | 105            | 102                                  |
| 16.7%  | 8.9%           | 18.8%  | 18.2%  | 6.8%   | 22.3%  | 28.8%        | 9.2%             | 17.9%  | 15.1%  | 8.3%   | 21.0%  | 29.1%     | 16.3%                          | 7.5%   | 27.6%     | 18.0%                      | 9.3%           | 8.4%                                 |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 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 Attitudes Poll

Table 225  
Q32. Normal weightings  
Q32. In 1975 the UK held a referendum on whether “the UK should stay in the European Community (Common Market)” (now called the European Union). 67% voted “Yes” and 33% voted “No”. Which of the following statements is closest to your opinion?  
Base: All Respondents

Unweighted Total  
Weighted Total  
The 1975 referendum still justifies the UK's membership of the EU, as the UK committed to membership at the time and our Parliament has approved all subsequent transfer of powers  
The 1975 referendum no longer justifies the UK's membership of the EU, as the EU's remit and powers have grown significantly since then  
Don't know  
SIGMA

| Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 1160   | 618    | 542    | 435    | 378    | 347    | 387    | 459    | 143    | 170    | 189       | 109             | 137        | 78         | 53     | 76            | 91            | 119      | 115                | 34         | 130        | 29               |
| 23.2%  | 25.4%  | 21.0%  | 30.4%  | 21.3%  | 19.2%  | 28.2%  | 22.6%  | 21.3%  | 18.4%  | 29.5%     | 23.4%           | 20.0%      | 18.4%      | 22.0%  | 21.0%         | 20.3%         | 28.1%    | 27.8%              | 16.5%      | 23.2%      | 20.7%            |
| 2860   | 1472   | 1389   | 617    | 1000   | 1243   | 798    | 1173   | 396    | 490    | 308       | 283             | 428        | 268        | 132    | 209           | 246           | 234      | 237                | 123        | 302        | 90               |
| 57.1%  | 60.5%  | 53.9%  | 43.2%  | 56.3%  | 69.0%  | 58.2%  | 57.7%  | 58.8%  | 52.9%  | 48.1%     | 60.7%           | 62.3%      | 63.4%      | 54.7%  | 57.7%         | 55.0%         | 55.5%    | 57.4%              | 59.8%      | 53.6%      | 65.1%            |
| 988    | 342    | 647    | 378    | 398    | 212    | 185    | 402    | 134    | 266    | 143       | 74              | 122        | 77         | 56     | 77            | 110           | 69       | 61                 | 49         | 131        | 20               |
| 19.7%  | 14.1%  | 25.1%  | 26.4%  | 22.4%  | 11.8%  | 13.5%  | 19.8%  | 19.9%  | 28.7%  | 22.3%     | 15.9%           | 17.7%      | 18.1%      | 23.4%  | 21.3%         | 24.6%         | 16.4%    | 14.8%              | 23.7%      | 23.2%      | 14.2%            |
| 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| 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 Attitudes Poll

Table 226

Q32. Normal weightings

Q32. In 1975 the UK held a referendum on whether “the UK should stay in the European Community (Common Market)” (now called the European Union). 67% voted “Yes” and 33% voted “No”. Which of the following statements is closest to your opinion?

Base: All Respondents

Unweighted Total  
Weighted Total  
The 1975 referendum still justifies the UK's membership of the EU, as the UK committed to membership at the time and our Parliament has approved all subsequent transfer of powers  
The 1975 referendum no longer justifies the UK's membership of the EU, as the EU's remit and powers have grown significantly since then  
Don't know  
  
SIGMA

| Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 1160   | 271            | 421    | 103    | 41     | 110    | 189          | 291              | 439    | 98     | 53     | 138    | 80        | 896                            | 121    | 96        | 707                        | 99             | 211                                  |
| 23.2%  | 17.6%          | 33.0%  | 31.8%  | 7.7%   | 26.6%  | 24.2%        | 18.4%            | 33.8%  | 36.6%  | 9.3%   | 30.9%  | 14.7%     | 42.5%                          | 7.1%   | 10.0%     | 48.0%                      | 8.7%           | 17.5%                                |
| 2860   | 1060           | 586    | 174    | 430    | 207    | 339          | 1076             | 582    | 135    | 450    | 227    | 271       | 836                            | 1413   | 538       | 488                        | 906            | 854                                  |
| 57.1%  | 68.8%          | 45.9%  | 53.5%  | 81.6%  | 50.1%  | 43.5%        | 68.1%            | 44.8%  | 50.6%  | 79.2%  | 50.7%  | 49.8%     | 39.6%                          | 82.9%  | 55.8%     | 33.2%                      | 80.1%          | 70.6%                                |
| 988    | 211            | 270    | 48     | 56     | 96     | 252          | 214              | 278    | 34     | 65     | 82     | 194       | 376                            | 171    | 330       | 277                        | 126            | 144                                  |
| 19.7%  | 13.7%          | 21.1%  | 14.7%  | 10.7%  | 23.3%  | 32.4%        | 13.5%            | 21.4%  | 12.8%  | 11.5%  | 18.4%  | 35.5%     | 17.8%                          | 10.0%  | 34.2%     | 18.8%                      | 11.1%          | 11.9%                                |
| 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| 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 Attitudes Poll

Table 227  
Q33. Normal weightings  
Q33. Which of these would you consider yourself to be?  
Base: All Respondents

|                                 | Total  | Gender |        | Age    |        |        | SEG    |        |        |        | Region 12 |                 |            |            |        |               |               |          |                    |            |            |                  |
|---------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------------|------------|------------|--------|---------------|---------------|----------|--------------------|------------|------------|------------------|
|                                 |        | Male   | Female | 18-34  | 35-54  | 55+    | AB     | C1     | C2     | DE     | London    | East of England | South East | South West | Wales  | East Midlands | West Midlands | Scotland | Yorks & Humberside | North East | North West | Northern Ireland |
| Unweighted Total                | 5008   | 2302   | 2706   | 1180   | 1869   | 1959   | 1377   | 2025   | 723    | 876    | 441       | 448             | 806        | 415        | 694    | 351           | 392           | 387      | 274                | 199        | 513        | 88               |
| Weighted Total                  | 5008   | 2431   | 2577   | 1430   | 1776   | 1802   | 1369   | 2034   | 674    | 926    | 639       | 466             | 688        | 422        | 241    | 362           | 447           | 422      | 413                | 206        | 563        | 139              |
| English                         | 3200   | 1550   | 1650   | 909    | 1122   | 1169   | 852    | 1291   | 465    | 591    | 411       | 359             | 528        | 311        | 55     | 284           | 326           | 24       | 312                | 163        | 417        | 11               |
|                                 | 63.9%  | 63.8%  | 64.0%  | 63.6%  | 63.2%  | 64.9%  | 62.2%  | 63.4%  | 69.0%  | 63.8%  | 64.3%     | 76.9%           | 76.7%      | 73.7%      | 23.0%  | 78.6%         | 72.8%         | 5.6%     | 75.5%              | 79.0%      | 74.1%      | 8.1%             |
| Scottish                        | 380    | 202    | 178    | 83     | 134    | 162    | 106    | 140    | 62     | 71     | 18        | 10              | 12         | 4          | 4      | 2             | 6             | 302      | 4                  | 6          | 11         | -                |
|                                 | 7.6%   | 8.3%   | 6.9%   | 5.8%   | 7.6%   | 9.0%   | 7.7%   | 6.9%   | 9.2%   | 7.7%   | 2.8%      | 2.0%            | 1.8%       | 1.1%       | 1.8%   | *             | 1.4%          | 71.7%    | 1.0%               | 3.0%       | 1.9%       | -                |
| Welsh                           | 206    | 102    | 104    | 78     | 60     | 69     | 52     | 89     | 19     | 46     | 8         | 11              | 15         | 9          | 124    | 3             | 13            | 4        | 2                  | 1          | 10         | 5                |
|                                 | 4.1%   | 4.2%   | 4.0%   | 5.4%   | 3.4%   | 3.8%   | 3.8%   | 4.4%   | 2.8%   | 4.9%   | 1.3%      | 2.4%            | 2.2%       | 2.2%       | 51.3%  | 0.9%          | 3.0%          | 0.8%     | 0.6%               | 0.7%       | 1.8%       | 3.6%             |
| British                         | 1891   | 922    | 969    | 584    | 669    | 638    | 557    | 803    | 217    | 311    | 255       | 154             | 255        | 143        | 90     | 114           | 181           | 164      | 158                | 73         | 220        | 83               |
|                                 | 37.8%  | 37.9%  | 37.6%  | 40.9%  | 37.7%  | 35.4%  | 40.7%  | 39.5%  | 32.2%  | 33.6%  | 39.9%     | 33.0%           | 37.0%      | 33.9%      | 37.4%  | 31.6%         | 40.6%         | 38.8%    | 38.4%              | 35.5%      | 39.1%      | 59.6%            |
| European                        | 422    | 211    | 211    | 189    | 138    | 95     | 134    | 176    | 44     | 69     | 70        | 43              | 55         | 25         | 12     | 29            | 26            | 26       | 49                 | 16         | 43         | 29               |
|                                 | 8.4%   | 8.7%   | 8.2%   | 13.2%  | 7.8%   | 5.3%   | 9.8%   | 8.6%   | 6.5%   | 7.4%   | 10.9%     | 9.1%            | 8.0%       | 5.9%       | 4.9%   | 8.0%          | 5.9%          | 6.2%     | 11.8%              | 7.8%       | 7.7%       | 20.9%            |
| Another identity (please state) | 136    | 67     | 69     | 59     | 60     | 18     | 37     | 54     | 8      | 37     | 25        | 13              | 12         | 14         | 2      | 6             | 4             | 3        | 11                 | 5          | 13         | 27               |
|                                 | 2.7%   | 2.8%   | 2.7%   | 4.1%   | 3.4%   | 1.0%   | 2.7%   | 2.7%   | 1.2%   | 3.9%   | 3.9%      | 2.8%            | 1.8%       | 3.3%       | 0.9%   | 1.6%          | 1.0%          | 0.8%     | 2.6%               | 2.5%       | 2.4%       | 19.2%            |
| SIGMA                           | 6235   | 3054   | 3181   | 1902   | 2183   | 2151   | 1738   | 2553   | 814    | 1124   | 787       | 589             | 877        | 507        | 288    | 438           | 557           | 523      | 536                | 265        | 714        | 154              |
|                                 | 124.5% | 125.6% | 123.4% | 133.0% | 122.9% | 119.3% | 126.9% | 125.5% | 120.9% | 121.4% | 123.1%    | 126.3%          | 127.5%     | 120.1%     | 119.2% | 121.1%        | 124.6%        | 124.0%   | 129.9%             | 128.5%     | 126.9%     | 111.4%           |

# EU Referendum Attitudes Poll

**Table 228**  
**Q33. Normal weightings**  
**Q33. Which of these would you consider yourself to be?**  
**Base: All Respondents**

|                                 | Total  | 2015 Past Vote |        |        |        |        |              | Voting Intention |        |        |        |        |           | EU Referendum Voting Intention |        |           | EU Referendum Negotiations |                |                                      |
|---------------------------------|--------|----------------|--------|--------|--------|--------|--------------|------------------|--------|--------|--------|--------|-----------|--------------------------------|--------|-----------|----------------------------|----------------|--------------------------------------|
|                                 |        | CON            | LAB    | LD     | UKIP   | Other  | Did Not Vote | CON              | LAB    | LD     | UKIP   | OTHER  | Undecided | Yes                            | No     | Undecided | Definitely in              | Definitely out | Will consider based on renegotiation |
| Unweighted Total                | 5008   | 1384           | 1292   | 311    | 580    | 506    | 788          | 1434             | 1329   | 268    | 611    | 527    | 556       | 2104                           | 1749   | 929       | 1470                       | 1156           | 1227                                 |
| Weighted Total                  | 5008   | 1541           | 1277   | 325    | 527    | 412    | 780          | 1581             | 1299   | 267    | 568    | 448    | 545       | 2109                           | 1704   | 964       | 1473                       | 1130           | 1210                                 |
| English                         | 3200   | 1141           | 802    | 194    | 394    | 122    | 459          | 1148             | 828    | 161    | 427    | 122    | 335       | 1220                           | 1198   | 634       | 803                        | 784            | 831                                  |
|                                 | 63.9%  | 74.0%          | 62.8%  | 59.5%  | 74.7%  | 29.7%  | 58.8%        | 72.6%            | 63.7%  | 60.4%  | 75.1%  | 27.2%  | 61.5%     | 57.9%                          | 70.3%  | 65.8%     | 54.5%                      | 69.4%          | 68.7%                                |
| Scottish                        | 380    | 62             | 66     | 21     | 15     | 182    | 29           | 59               | 57     | 16     | 32     | 183    | 22        | 194                            | 123    | 49        | 156                        | 92             | 69                                   |
|                                 | 7.6%   | 4.0%           | 5.1%   | 6.5%   | 2.9%   | 44.2%  | 3.8%         | 3.7%             | 4.4%   | 6.1%   | 5.6%   | 41.0%  | 4.0%      | 9.2%                           | 7.2%   | 5.1%      | 10.6%                      | 8.1%           | 5.7%                                 |
| Welsh                           | 206    | 53             | 66     | 11     | 22     | 11     | 36           | 57               | 58     | 10     | 20     | 19     | 27        | 95                             | 63     | 35        | 71                         | 43             | 45                                   |
|                                 | 4.1%   | 3.5%           | 5.2%   | 3.5%   | 4.3%   | 2.7%   | 4.6%         | 3.6%             | 4.4%   | 3.8%   | 3.6%   | 4.2%   | 4.9%      | 4.5%                           | 3.7%   | 3.6%      | 4.8%                       | 3.8%           | 3.7%                                 |
| British                         | 1891   | 537            | 579    | 145    | 164    | 147    | 269          | 560              | 567    | 130    | 154    | 171    | 208       | 916                            | 529    | 373       | 652                        | 318            | 475                                  |
|                                 | 37.8%  | 34.8%          | 45.4%  | 44.6%  | 31.1%  | 35.7%  | 34.5%        | 35.4%            | 43.6%  | 48.5%  | 27.1%  | 38.2%  | 38.2%     | 43.4%                          | 31.0%  | 38.7%     | 44.3%                      | 28.1%          | 39.3%                                |
| European                        | 422    | 87             | 100    | 37     | 7      | 51     | 121          | 112              | 111    | 40     | 12     | 54     | 50        | 301                            | 38     | 61        | 242                        | 28             | 69                                   |
|                                 | 8.4%   | 5.7%           | 7.8%   | 11.4%  | 1.2%   | 12.3%  | 15.5%        | 7.1%             | 8.5%   | 14.9%  | 2.1%   | 12.2%  | 9.3%      | 14.3%                          | 2.2%   | 6.3%      | 16.4%                      | 2.4%           | 5.7%                                 |
| Another identity (please state) | 136    | 12             | 35     | 8      | 8      | 18     | 54           | 27               | 29     | 7      | 8      | 25     | 18        | 67                             | 35     | 23        | 50                         | 26             | 27                                   |
|                                 | 2.7%   | 0.7%           | 2.8%   | 2.6%   | 1.5%   | 4.4%   | 6.9%         | 1.7%             | 2.2%   | 2.7%   | 1.4%   | 5.7%   | 3.3%      | 3.2%                           | 2.1%   | 2.4%      | 3.4%                       | 2.3%           | 2.2%                                 |
| SIGMA                           | 6235   | 1892           | 1648   | 416    | 610    | 532    | 967          | 1964             | 1649   | 364    | 653    | 575    | 660       | 2793                           | 1986   | 1175      | 1973                       | 1290           | 1517                                 |
|                                 | 124.5% | 122.7%         | 129.1% | 128.1% | 115.7% | 128.9% | 124.0%       | 124.2%           | 127.0% | 136.3% | 114.9% | 128.4% | 121.1%    | 132.4%                         | 116.6% | 121.9%    | 134.0%                     | 114.1%         | 125.4%                               |

Survation.

## Appendix – Omitted Questions

Three questions in the survey are not shown the above tables. Question and response texts for these three questions are shown in full below.

After Q9:

***“When you think of the words “European Union”, what is the first word or phrase that comes to mind?”***

[Open text question]

After Q15:

***“Please give the name of the one UK business leader who you most respect.”***

[Open text question]

Q16:

***“For each of these politicians, please indicate how much you trust them when they talk about the UK's membership of the EU, or if you have not heard of them.”***

Options:

***“Trust completely”, “Mostly Trust”, “Neither trust nor distrust”, “Mostly do not trust”, “Do not trust at all”, “Don’t know / have not heard of them”***

Politicians:

*Andy Burnham*

*David Cameron*

*Nick Clegg*

*Boris Johnson*

*Douglas Carswell*

*Liam Fox*

*John Major*

*Alan Johnson*

*Gordon Brown*

*Norman Tebbit*

*Liz Kendall*

*Tony Blair*

*Yvette Cooper*

*Nigel Lawson*

*William Hague*

*Kate Hoey*

*Austin Mitchell*

*Neil Kinnock*

*Nigel Farage*

*Nicola Sturgeon*