Relationship with Europe Poll

05/07/2013

Prepared on behalf of The Bruges Group
Fieldwork Dates
3rd July 2013

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 adults aged 18+ England, Scotland and Wales

Sample Size
1,085

Data Weighting
Data were weighted to the profile of all adults aged 18+. Data were weighted by gender, age, region and past vote. Targets for the weighted data were derived from Office of National Statistics 2011 Census data and the results of the 2010 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 a sample of 1,085 it is 95% certain that the ‘true’ value will fall within the range of 3.0% from the sample result. Sub-samples from the cross-breaks will be subject to higher margin of error, conclusions drawn from cross-breaks with very small sub-samples should be treated with caution.

Question presentation
Question data table shown below, in wording put to respondents. Tables for demographic questions might not be included but these should be clear from the cross-breaks on published table.

Responses were displayed in a randomising order. The question was prefaced with the following explanatory text:

“The European Economic Area (EEA) is the single market that allows for free movement of goods, services, people and capital between all participating European countries.

There are two organisations which allow countries to access this EEA single market - the European Union (EU) and the European Free Trade Association (EFTA). The UK could remain a member of the single market if it left the EU and joined the EFTA.

Unlike the EU, the EFTA does not involve itself in countries’ agriculture, fisheries, home affairs or justice policies, and allows countries to negotiate free trade agreements with any outside countries. The UK would have to adopt 60% fewer regulations and pay around £3bn less in budget contributions if it was in the EFTA instead of the EU, but would have less power to influence the rules of the single market.”
Data were analysed and weighted by Survation and presented by Patrick Briône and Damian Lyons Lowe.

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## Table 1
Q1. With this in mind, which would you prefer the UK to be a member of?
Base: All Respondents

<table>
<thead>
<tr>
<th>Total</th>
<th>Gender</th>
<th>Age</th>
<th>2010 Vote</th>
<th>Voting Intention</th>
<th>SEG</th>
<th>Region 11</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>18-34</td>
<td>35-54</td>
<td>5+</td>
<td>CON</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unweighted Total</td>
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<td>527</td>
<td>558</td>
<td>312</td>
<td>383</td>
<td>390</td>
</tr>
<tr>
<td>Weighted Total</td>
<td>247</td>
<td>252</td>
<td>207</td>
<td>82</td>
<td>161</td>
<td>337</td>
</tr>
<tr>
<td>EEA &amp; EU (European Economic Area and European Union)</td>
<td>241</td>
<td>136</td>
<td>105</td>
<td>95</td>
<td>81</td>
<td>65</td>
</tr>
<tr>
<td>EEA &amp; EFTA (European Economic Area and European Free Trade Association)</td>
<td>589</td>
<td>305</td>
<td>294</td>
<td>140</td>
<td>195</td>
<td>250</td>
</tr>
<tr>
<td>Don't know</td>
<td>262</td>
<td>169</td>
<td>77</td>
<td>101</td>
<td>65</td>
<td>49</td>
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<td>Sigma</td>
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