

## **YouGov Survey Results**

Sample Size: 4317 GB Adults

Fieldwork: 20th - 24th November 2015																		
			Vote in	2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample				302		2094	2223			1480			1851	552	1403	920	1060	378
Unweighted Sample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention [Excluding Don't Know and Would Not Vote]		_				_		_					_					
Con	38	87	4	17	9	38	38	26	33	36	48	43	31	38	43	40	34	24
Lab	29	2	84	16	4	27	32	39	37	28	20	29	30	36	24	27	39	17
Lib Dem UKIP	6 17	2	4 5	60	0	7	6 16	9	8	5 20	6 22	7 12	5 25	7	7 19	6 22	6 17	3 6
Other	9	8	3	2 4	86 1	19 9	9	12 14	11 12	11	4	9	25 9	13 5	6	5	4	50
Other Parties Voting Intention	3		3	7	'		9	17	12		7	3	9	3	O	3	7	30
[Excluding Don't Know and Would Not Vote]																		
SNP/ PCY	5	0	1	1	0	6	5	3	8	7	2	5	6	0	0	2	0	48
Green	3	0	2	3	0	3	4	10	3	3	1	3	3	4	4	2	3	2
BNP	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other No. 10 Comments of the C	1	0	0	0	0	1	1	1	1	1	0	1	1	1	1	1	1	0
Non Voters Would Not Vote	6	1	1	3	1	5	6	8	7	6	3	5	7	1	6	6	7	3
Don't know	14	11	18	25	8	11	18	14	16	16	11	13	16	16	15	13	, 15	11
How much interest do you generally have in what is going on in politics a great deal, quite a lot, some, not very much, or, none at all?													•					
A great deal		22	23	23	24	29	15	28	20	19	23	25	17	24	20	20	22	28
Quite a lot TOTAL GREAT DEAL / QUITE A LOT	32 54	37 <b>59</b>	32 <b>55</b>	32 <b>55</b>	33 <b>57</b>	36 <b>65</b>	29 <b>44</b>	24 <b>52</b>	29 <b>49</b>	31 <b>50</b>	40 <b>63</b>	34 <b>59</b>	30 <b>47</b>	34 <b>58</b>	34 <b>54</b>	32 <b>52</b>	30 <b>52</b>	32 <b>60</b>
Some	30	29	29	29	31	23	36	28	30	32	27	27	33	29	31	28	30	26
Not very much	12	10	12	14	10	9	15	13	16	13	8	11	14	11	11	15	14	11
None at all	4	2	4	2	2	3	5	7	5	5	2	3	6	3	4	4	5	4
TOTAL NOT VERY MUCH / NONE	16	12	16	16	12	12	20	20	21	18	10	14	20	14	15	19	19	15
If there was a referendum on Britain's membership of the European Union and this was the question, how would you vote:  Should the United Kingdom remain a member of the European Union or leave the European Union?																		
Leave the European Union	41	49	26	22	89	44	38	26	29	46	53	35	49	41	43	46	39	30
Remain a member of the European Union	41	35	55	61	5	44	39	55	49	35	34	48	32	44	39	37	42	52
Would not vote	3	1	2	0	1	2	4	4	4	4	1	2	4	2	3	4	3	2
Don't know	15	15	17	16	5	10	19	15	17	15	12	14	16	13	15	14	16	16



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Sample Size: 4317 GB Adults

Fieldwork: 20th - 24th November 2015															
			EU Voting	Intention	l .		Hard /	Soft V	ote			Poli	tical Inte	rest 3	
	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	No Idea	SOFT Leave	HARD Leave	A great deal	Quite a lot	Some	Not very much	None at all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample		1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention [Excluding Don't Know and Would Not Vote] Con	38	<b>l</b> 40	33	48	45	28	42	44	54	35	36	41	36	37	17
Lab	29	15	41	25	36	46	34	34	19	13	30	27	31	27	41
Lib Dem		3	11	0	4	11	9	4	4	1	6	7	6	8	4
UKIP	17	37	1	19	5	0	4	6	17	46	17	17	17	20	24
Other	9	5	14	7	10	15	10	13	5	5	10	8	10	9	14
Other Parties Voting Intention [Excluding Don't Know and Would Not Vote]															
SNP/ PCY	5	2	8	2	6	8	6	8	3	2	6	5	5	4	7
Green		1	5	1	3	6	3	4	2	1	3	3	4	2	4
BNP	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Respect	0 1	0	0 1	4 0	0	0 1	0 1	0	0	0 1	0	0 0	0	0	1
Other Non Voters	1	1 1	1	U	U	] 1	1	U	U	1 1	0	U	1	2	2
Would Not Vote	6	4	3	65	5	3	4	18	5	5	1	2	5	15	36
Don't know	14	12	12	8	31	10	18	29	18	9	7	11	16	25	35
How much interest do you generally have in what is going on in politics a great deal, quite a lot, some, not very much, or, none at all?  A great deal	22		26	5	10	29	18	5	16	25	100	0	0	0	0
Quite a lot		35	35	6	21	35	32	17	35	34	0	100	Ö	0	0
TOTAL GREAT DEAL / QUITE A LOT	54	57	61	11	31	64	50	22	51	59	100	100	0	0	0
Some	30	29	28	24	37	27	33	35	32	27	0	0	100	0	0
Not very much	12	11	10	33	20	8	13	28	13	11	0	0	0	100	0
None at all	4	3	1	33	12	1	4	16	3	4	0	0	0	0	100
TOTAL NOT VERY MUCH / NONE	16	14	11	66	32	9	17	44	16	15	0	0	0	100	100
If there was a referendum on Britain's membership of the European Union and this was the question, how would you vote:  Should the United Kingdom remain a member of the European Union or leave the European Union?															
Leave the European Union		100	0	0	0	1	5	4	82	97	43	45	40	37	25
Remain a member of the European Union		0	100	0	0	97	70	3	1	0	49	45	39	32	9
Would not vote		0	0	100	0	1	4	17	2	1	1	1	2	8	24
Don't know	15	0	0	0	100	1	22	77	16	2	7	9	19	24	43



Fieldwork: 20th - 24th November 2015

			Vote in	2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
Unweighted Sample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If there was a referendum on Britain's membership of the European Union and this was the question, how would you vote:

Should the United Kingdom remain a member of the European Union or leave the European Union?

[Excluding Don't Know and Would Not Vote]

Leave the European Union 50 58 32 26 95 50 49 32 37 57 61 42 61 48 52 56 48 37 Remain a member of the European Union 50 42 68 73 5 50 51 68 62 43 39 57 40 52 48 45 52 63

# Thinking about how you might vote in a referendum on Britain's membership of the European Union, which of the following best applies to you?

I will definitely vote for Britain to remain a member of the EU	28	21	42	43	2	31	26	36	33	24	25	33	21	31	27	24	28	40
I will probably vote for Britain to remain a member of the EU, but could be persuaded to vote to leave	12	14	12	17	4	12	12	17	16	10	9	14	10	15	12	12	12	12
I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to stay	7	6	8	9	1	6	7	9	9	6	5	7	6	6	6	6	8	7
TOTAL SOFT REMAIN	19	20	20	26	5	18	19	26	25	16	14	21	16	21	18	18	20	19
I have no idea whether I would vote for Britain to stay in the EU or to leave the EU	9	8	10	8	3	5	13	11	10	11	6	9	10	5	10	10	10	11
I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to leave	5	8	4	5	3	4	7	4	6	5	6	5	6	6	6	5	5	4
I will probably vote for Britain to leave the EU, but could be persuaded to vote to stay	11	15	10	10	10	11	11	8	11	13	12	11	12	13	11	12	12	8
TOTAL SOFT LEAVE	16	23	14	15	13	15	18	12	17	18	18	16	18	19	17	17	17	12
I will definitely vote for Britain to leave the EU	27	29	15	9	76	31	23	15	16	30	38	21	34	24	28	31	26	20

How much interest do you have in the campaigns arguing Britain should remain in or leave the European Union... a great deal, quite a lot, some, not very much, or, none at all?

A great deal	17	18	15	20	26	23	11	16	15	15	21	19	15	19	17	16	17	17
Quite a lot	27	30	28	26	27	29	25	26	22	26	32	28	25	31	28	24	25	26
TOTAL GREAT DEAL / QUITE A LOT	44	48	43	46	53	52	36	42	37	41	53	47	40	50	45	40	42	43
Some	34	34	35	33	30	31	36	30	36	35	31	33	34	30	34	36	35	30
Not very much	16	14	15	19	12	12	20	19	19	17	12	15	18	15	16	17	16	19
None at all	6	4	7	3	5	5	8	8	8	7	4	5	9	5	6	7	7	7
TOTAL NOT VERY MUCH / NONE	22	18	22	22	17	17	28	27	27	24	16	20	27	20	22	24	23	26

David Cameron has said he will seek to renegotiate British membership of the EU and then hold a referendum on whether Britain should remain a member. Generally speaking, do you support or oppose this policy?

Support	55	75	43	67	42	59	52	48	52	54	63	60	49	57	56	56	54	50
Oppose	22	12	28	17	42	26	19	20	20	23	24	21	24	22	21	23	23	24
Don't know	22	13	29	17	16	15	30	31	29	23	13	19	27	21	22	21	23	26



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Sample Size: 4317 GB Adults

Fieldwork: 20th - 24th November 2015

-															
			EU Voting	Intention			Hard /	Soft V	ote			Poli	tical Inte	erest 3	
	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	No Idea		HARD Leave	A great deal	Quite a lot	Some	Not very much	None at all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
ne European Union and															
ropean Union or leave															

If there was a referendum on Britain's membership of the European Union and this was the question, how would you vote:

Should the United Kingdom remain a member of the European Union or leave

Should the United Kingdom remain a member of the European Union or leave the European Union?

[Excluding Don't Know and Would Not Vote]

Remain a member of the European Union	50	0	100	*	*	99	95	50	1	0	53	50	49	47	27
referendum on Britain's membership of															

# Thinking about how you might vote in a referendum on Britain's membership of the European Union, which of the following best applies to you?

I will definitely vote for Britain to remain a member of the EU	28	1	67	8	2	100	0	0	0	0	38	30	26	18	8
I will probably vote for Britain to remain a member of the EU, but could be persuaded to vote to leave	12	1	25	5	9	0	65	0	0	0	12	14	12	11	5
I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to stay	7	1	7	17	19	0	35	0	0	0	4	5	8	9	12
TOTAL SOFT REMAIN	19	2	32	22	28	0	100	0	0	0	16	19	20	20	17
I have no idea whether I would vote for Britain to stay in the EU or to leave the EU	9	1	1	50	48	0	0	100	0	0	2	5	11	21	35
I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to leave	5	8	0	10	12	0	0	0	32	0	3	5	7	8	7
I will probably vote for Britain to leave the EU, but could be persuaded to vote to stay	11	25	0	1	6	0	0	0	68	0	10	13	12	9	7
TOTAL SOFT LEAVE	16	33	0	11	18	0	0	0	100	0	13	18	19	17	14
I will definitely vote for Britain to leave the EU	27	63	0	10	4	0	0	0	0	100	31	28	24	23	26

Leave the European Union 50 100

How much interest do you have in the campaigns arguing Britain should remain in or leave the European Union... a great deal, quite a lot, some, not very much, or, none at all?

A great deal	17	22	17	2	6	21	10	3	11	27	54	13	3	1	1
Quite a lot	27	29	31	3	14	32	27	9	30	26	28	47	17	5	2
TOTAL GREAT DEAL / QUITE A LOT	44	51	48	5	20	53	37	12	41	53	82	60	20	6	3
Some	34	33	34	20	37	31	39	31	42	28	12	30	58	30	14
Not very much	16	13	15	37	25	13	19	33	14	13	4	8	19	51	23
None at all	6	4	3	37	17	3	5	24	4	7	2	3	3	13	60
TOTAL NOT VERY MUCH / NONE	22	17	18	74	42	16	24	57	18	20	6	11	22	64	83

David Cameron has said he will seek to renegotiate British membership of the EU and then hold a referendum on whether Britain should remain a member. Generally speaking, do you support or oppose this policy?

Support	55	56	60	19	47	54	68	34	72	45	59	63	55	42	18
Oppose	22	29	23	11	4	29	10	3	8	39	32	24	19	15	7
Don't know	22	15	17	70	49	17	22	64	20	16	9	14	26	43	74



Fieldwork: 20th - 24th November 2015											-							
			Vote in	1 2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	-						London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
Unweighted Sample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about a renegotiation of Britain's membership of the European Union, which of the following best reflects your view?  There is no need to renegotiate Britain's membership of the EU - our current relationship is fine and is good for British interests.  Our relationship with the European Union is broadly okay as it is, but there are some	9	3	15	8	0	10	8	12	13	8	4	10	7	10	7	8	9	14
areas where we should seek reassurances or changes to existing rules to protect	26	23	35	43	4	26	27	34	32	24	22	31	21	28	27	23	27	31
British interests  Our relationship with the European Union has some significant problems, and we need to make substantial changes and secure opt-outs of some EU rules and powers for membership to be in Britain's interests	24	34	20	27	15	23	26	17	20	25	29	26	22	25	25	24	24	21
Our relationship with the European Union has major problems, there would need to be massive and fundamental changes for membership to ever be in British interests	28	32	16	14	72	33	23	16	17	31	39	23	35	25	29	31	28	20
None of these	13	8	15	7	8	9	16	21	18	13	5	11	16	12	13	13	12	13
When renegotiating Britain's relationship with the EU, in which if any of the following areas do you think David Cameron should seek to change our relationship with the EU? Please tick up to three																		
Greater control of our borders and immigration from the EU	52	63	41	49	75	51	53	39	41	56	63	48	57	48	54	56	53	39
Limits on welfare benefits EU migrants to Britain are eligible for	46	52	42	44	56	42	49	33	38	48	55	44	48	44	45	46	50	37
Greater powers for national Parliaments to block EU policies they oppose	29	38	21	31	31	31	26	25	22	29	36	30	27	27	30	29	28	25
Freedom to set up our own trade relations with countries outside the EU	21	21	22	20	21	22	20	28	22	18	21	22	20	22	20	20	22	21
An end to the EU's aim of "ever closer Union"	14	19	7	18	17	20	8	11	10	13	19	15	12	14	14	14	13	14
Relaxing human rights laws	13	18	9	7	22	15	12	5	11	14	17	13	14	12	13	15	14	11
Greater control of British fishing waters	13	11	14	17	13	14	13	9	11	13	17	13	13	8	14	11	13	25
Fewer regulations on British businesses	8	10	6	8	5	9	7	8	8	8	7	8	7	9	10	5	7	6
Exemptions from the common agricultural policy and farming subsidies	7	7	7	10	5	7	6	5	5	8	8	7	6	9	7	5	6	6
Fewer regulations on the city and Britain's financial sector	4	6	5	4	3	6	3	3	4	5	5	5	4	7	4	4	4	1
Fewer employment regulations	3	4	4	2	3	4	3	3	5	3	3	4	3	4	3	3	4	2
Fewer regulations on climate change and the environment	2	3	2	3	4	2	2	4	1	2	3	2	2	2	2	3	3	2
Something else	3	1	3	5	3	3	3	6	3	3	2	3	3	3	2	5	1	4
None of these - Britain does not need to renegotiate our relationship with the EU Don't know	7 12	2 8	11 14	8 8	5 4	8 8	7 15	8 20	8 17	7 11	7 4	8 10	6 14	9 11	6 12	8 11	6 11	10 15



			EU Voting	Intention			Hard /	Soft V	ote			Poli	ical Inte	rest 3	
	Total	Lague	Remain	Would	Don't	HARD	SOFT	No	SOFT	HARD	A great	Quite a	Some	Not very	None at
	Total	Leave	Remain	not vote	know	Remain	Remain	Idea	Leave	Leave	deal	lot	Some	much	all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample		1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about a renegotiation of Britain's membership of the European Union,															
which of the following best reflects your view?															
There is no need to renegotiate Britain's membership of the EU - our current		1			1	I					I				
relationship is fine and is good for British interests	9	1	19	8	3	26	5	1	1	0	14	8	7	7	6
Our relationship with the European Union is broadly okay as it is, but there are some															
areas where we should seek reassurances or changes to existing rules to protect	26	4	55	9	14	56	43	13	6	1	28	30	26	23	6
British interests			00	ŭ					ŭ			00	_0		ŭ
Our relationship with the European Union has some significant problems, and we need															
to make substantial changes and secure opt-outs of some EU rules and powers for	24	26	18	14	38	10	36	30	54	10	20	28	27	21	8
membership to be in Britain's interests															-
·															
Our relationship with the European Union has major problems, there would need to be	28	63	1	5	9	1	3	5	31	79	34	29	26	23	13
massive and fundamental changes for membership to ever be in British interests															
None of these	13	6	7	65	35	7	12	50	8	9	4	5	13	27	67
Miles and a decide a Bate-tally and a decided of a Billian and a fine and a															
When renegotiating Britain's relationship with the EU, in which if any of the															
following areas do you think David Cameron should seek to change our															
relationship with the EU? Please tick up to three  Greater control of our borders and immigration from the EU	52	72	38	20	43	31	48	36	72	69	48	57	55	49	24
Limits on welfare benefits EU migrants to Britain are eligible for	46	57	38	23	43 42	33	46 46	35	72 59	54	40 40	57 49	50	49 45	24
Greater powers for national Parliaments to block EU policies they oppose	46 29	36	36 25	23 8	24	22	30	35 17	36	34	34	49 34	25	45 20	22 8
Freedom to set up our own trade relations with countries outside the EU	21	20	24	3	19	22	25	13	23	19	23	24	21	16	6
An end to the EU's aim of "ever closer Union"	14	19	11	3	7	10	13	3	23 16	20	23	18	10	3	0
Relaxing human rights laws	13	20	8	6	9	7	11	7	16	22	13	14	14	12	7
Greater control of British fishing waters	13	11	16	2	14	16	14	11	11	11	16	14	14	10	4
Fewer regulations on British businesses	8	6	10	4	6	8	10	6	8	5	6	7	10	7	2
Exemptions from the common agricultural policy and farming subsidies	7	6	8	4	4	7	10	2	7	6	7	7	7	5	0
Fewer regulations on the city and Britain's financial sector	4	4	5	3	4	5	5	2	6	3	5	5	4	2	1
Fewer employment regulations	3	3	4	3	3	4	5	2	3	3	3	3	4	4	3
Fewer regulations on climate change and the environment	2	3	2	1	1	2	3	2	2	3	3	3	3	1	0
Something else	3	2	4	0	1	4	4	1	1	3	5	3	2	1	2
None of these - Britain does not need to renegotiate our relationship with the EU	7	4	13	10	1	18	2	1	1	6	11	7	5	6	8
Don't know	12	4	9	47	31	11	10	45	7	6	3	5	14	24	55



Fieldwork: 20th - 24th November 2015		1	Vote ii	2015		Ge	nder		A	ne .		Social	Grade			Region		
				Lib											Rest of	Midlands /	1	
	Total	Con	Lab	Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	South	Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
Unweighted Sample		1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In practical terms, what sort of renegotiation of Britain's membership do you think other EU countries will agree to?																		
None at all - other European countries will probably not agree to any changes in Britain's relationship	20	19	17	11	37	20	19	11	17	22	23	17	24	19	19	20	21	18
Minor changes - other European countries will probably agree to minor changes and clarifications in Britain's relationship with Europe, but nothing major	54	55	54	69	41	58	49	53	52	51	59	60	44	54	55	53	51	56
Significant changes - other European countries will probably agree to significant changes to Britain's relationship with Europe, including allowing Britain to opt-out of some EU rules and powers	9	12	6	6	10	10	7	10	9	9	8	8	9	9	9	9	9	8
Don't know		14	23	14	12	12	24	25	23	19	10	15	23	18	17	18	20	18
Imagine David Cameron has secured a small change in Britain's relationship with the European Union, securing guarantees over some key issues that he said protected British interests, but without any major change in which policy areas the European Union has powers in. How would you then vote?  Leave the European Unior Remain a member of the European Unior Would not vote Don't know	37 3	45 32 1 22	23 50 2 26	21 55 1 22	83 6 1	42 40 2 15	33 35 3 29	22 46 3 28	24 46 3 26	42 33 3 22	51 31 2 17	32 44 2 21	45 28 4 24	37 40 2 21	39 37 3 21	43 32 3 22	36 36 3 25	27 48 2 23
Imagine David Cameron has secured a major change in Britain's relationship with the European Union, with substantial changes to the rules Britain has to follow and British opt-outs from European Union rules in several different policy areas. How would you then vote?																		
Leave the European Unior Remain a member of the European Unior Would not vote Don't know	50 3	23 54 1 22	14 56 2 28	9 70 1 20	62 14 1 22	26 53 2 18	19 47 4 30	15 50 4 30	17 54 3 26	25 47 3 25	28 51 2 19	17 58 2 22	30 39 4 27	22 53 2 22	23 50 3 25	26 44 4 26	22 49 4 24	15 62 1 23
Imagine David Cameron could not secure any change in Britain's relationship with the European Union, and the referendum was held on Britain's relationship with the European Union as it is now. How would you then vote?																		
Leave the European Unior Remain a member of the European Unior Would not vote Don't know	32 3	58 24 2 17	28 46 2 24	27 50 1 22	91 3 1 6	50 34 3 13	42 29 4 25	28 42 4 26	31 40 4 24	51 27 3 19	60 26 2 12	40 38 3 19	53 22 4 20	46 36 2 15	48 31 4 18	50 26 4 20	43 31 4 22	34 44 2 19



Fieldwork. 20th - 24th November 2015		1	FII Vation				Hand /	C-# V	-4-			D-III	411 1-44		
			EU Voting	Intention			Hard /						tical Inte		
	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	No Idea	SOFT Leave	HARD Leave	A great deal	Quite a lot	Some	Not very much	None at all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample		1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
In practical terms, what sort of renegotiation of Britain's membership do you think other EU countries will agree to?  None at all - other European countries will probably not agree to any changes in Britain's relationship  Minor changes - other European countries will probably agree to minor changes and clarifications in Britain's relationship with Europe, but nothing major Significant changes - other European countries will probably agree to significant changes to Britain's relationship with Europe, including allowing Britain to opt-out of some EU rules and powers	54 9	32 46	12 68 7	11 22 10	9 40 7	14 67 6	8 65 9	7 32 6	18 53 14	39 39 9	22 65 9	19 63 9	19 51 9	23 32 8	10 10 7
Don't know	18	11	13	57	44	13	18	55	15	13	5	10	21	37	73
Imagine David Cameron has secured a small change in Britain's relationship with the European Union, securing guarantees over some key issues that he said protected British interests, but without any major change in which policy areas the European Union has powers in. How would you then vote?  Leave the European Union Remain a member of the European Union Would not vote Don't know	37 3	84 3 1 12	3 83 1 13	5 13 54 28	12   11 3 74	2 89 1 8	9 53 3 35	6 8 13 72	59 6 3 33	93   1 1 5	45 47 1 8	41 40 1 17	35 35 2 28	29 27 7 37	18 10 22 50
Imagine David Cameron has secured a major change in Britain's relationship with the European Union, with substantial changes to the rules Britain has to follow and British opt-outs from European Union rules in several different policy areas. How would you then vote?  Leave the European Union Remain a member of the European Union Would not vote Don't know	50 3	51 23 1 24	2 84 2 12	6 13 50 31	4 37 3 57	1 87 2 10	6 68 2 24	3 21 14 61	14 49 2 34	69 9 2 21	26 61 1 13	23 57 2 18	21 48 2 30	22 33 8 37	13 8 21 58
Imagine David Cameron could not secure any change in Britain's relationship with the European Union, and the referendum was held on Britain's relationship with the European Union as it is now. How would you then vote?										1					
Leave the European Union Remain a member of the European Union Would not vote Don't know	32 3	94 1 1 4	8 74 2 16	6 9 57 28	25 4 2 68	3 87 2 8	22 35 4 39	15 2 14 68	84 1 3 13	95 0 2 3	49 42 2 7	51 34 2 13	45 29 2 24	37 22 8 33	18 7 22 52



Sample Size: 4317 GB Adults
Fieldwork: 20th - 24th November 2015

Fieldwork: 20th - 24th November 2015																		
			Vote in	2015		Ge	nder		Α	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
Unweighted Sample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How safe or risky do you think it would be for Britain to leave the European Union?																		
Very risky	16	9	25	27	1	18	13	21	20	13	13	19	11	20	15	14	14	20
Fairly risky	29	30	33	40	9	28	30	38	35	26	25	33	24	28	29	28	30	30
TOTAL RISKY	45	39	58	67	10	46	43	59	55	39	38	52	35	48	44	42	44	50
Fairly safe	25	33	18	17	38	27	24	17	20	27	32	23	28	26	25	26	25	23
Very safe	14	15	7	4	43	18	11	6	8	16	21	12	18	12	15	17	13	13
TOTAL SAFE	39	48	25	21	81	45	35	23	28	43	53	35	46	38	40	43	38	36
Don't know	15	13	17	13	9	9	21	18	17	17	10	13	18	14	15	15	17	15
How safe or risky do you think it would be for Britain to remain part of the European Union?	15	<b>l</b> 15	8	4	47	<b>I</b> 17	13	I o	11	16	20	<b>l</b> 11	10 I	15	4.4	10	14	44
Very risky Fairly risky	21	27	o 15	4 15	47 31	21	21	9 13	16	23	20 26	19	19 23	18	14 22	19 22	22	11 15
TOTAL RISKY	36	42	23	19	<b>78</b>	38	34	22	27	39	46	30	42	<b>33</b>	36	41	36	26
Fairly safe	33	35	36	47	11	34	32	42	37	29	30	37	28	34	35	29	33	33
Very safe	16	11	23	21	3	19	13	20	18	15	14	19	11	17	15	15	15	26
TOTAL SAFE	49	46	59	68	14	53	45	62	55	44	44	56	39	51	50	44	48	59
Don't know	16	13	18	13	8	9	22	17	18	18	10	13	19	16	14	16	17	15
Do you think Britain would be economically better or worse off if we left the European Union, or would it make no difference?		L	40	40				I .a	•			I		0.5				4
Better off	27	32	16	13	63	32	22	18	20	27	37	23	33	25	28	31	27	17
Worse off	33	26	47	48	3	36	30	39	42	30	26	39	25	35	32	30	32	40
Would made no real difference to the British economy	22 18	26	19	19 20	27 7	21 11	24 24	16 26	18 21	25 19	26 11	22 17	23	23 17	22 17	23 17	22 19	25 18
Don't know	18	16	18	20	/	11	24	26	21	19	11	17	19	17	17	17	19	18
Do you think Britain would have more or less influence in the world if we left the European Union, or would it make no difference?		_						_				_	_					
More influence	13	15	7	7	33	16	10	12	12	13	14	10	16	13	13	16	13	8
Less influence	34	25	49	51	7	35	33	44	42	30	28	40	26	36	34	30	35	41
Would made no real difference to British influence	39	48	29	29	54	41	36	23	28	42	50	37	41	39	39	40	38	38
Don't know	14	11	15	14	7	7	21	21	18	14	7	13	16	12	14	15	14	14
Do you think it would have a good or bad effect on British jobs if we left the European Union, or would it make no difference?																		
Good for jobs	22	24	14	13	50	24	19	17	19	21	26	17	28	23	21	26	21	15
Bad for jobs	31	23	45	50	3	34	28	43	36	28	25	37	23	33	30	27	31	42
Would made no real difference to British jobs	29	37	21	20	40	30	29	14	22	32	39	28	31	28	31	30	29	24
Don't know	18	16	20	17	7	11	24	26	22	19	11	17	19	16	18	17	20	19



Fleidwork: 20th - 24th November 2015			EU Voting	Intention			Hard /	Soft V	ote			Polit	ical Inte	erest 3	
	Total	Leave	Remain	Would	Don't	HARD	SOFT	No	SOFT	HARD	A great	Quite a	Some	Not very	None at
				not vote		Remain	Remain	Idea	Leave		deal	lot		much	all
Weighted Sample		1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample	4317 %	1782 %	1805 %	121 %	609 %	1281	764 %	383	691 %	1198 %	998 <b>%</b>	1459 %	1221	477 %	162 %
	70	70	70	70	70	70	70	70	/0	70	70	70	70	70	70
How safe or risky do you think it would be for Britain to leave the European															
Union?  Very risky	16	<b>l</b> 1	36	4	3	48	8	1	1	2	27	17	11	10	5
Fairly risky		12	50	15	23	43	55	16	23	5	27	32	32	28	10
TOTAL RISKY		13	86	19	26	91	63	17	24	7	54	49	43	38	15
Fairly safe	25	46	7	13	20	3	20	13	51	41	22	29	29	17	15
Very safe		32	1	3	2	1	3	1	7	45	21	16	10	12	7
TOTAL SAFE		78	8	16	22	4	23	14	58	86	43	45	39	29	22
Don't know	15	8	5	66	52	5	14	69	18	7	4	7	19	32	63
How safe or risky do you think it would be for Britain to remain part of the European Union?															
Very risky	15	34	1	1	2	1	1	1	7	48	22	16	11	11	6
Fairly risky		40	5	10	15	3	12	10	45	34	20	23	21	21	10
TOTAL RISKY		74	6	11	17	4	13	11	52	82	42	39	32	32	16
Fairly safe	33	15	54	19	27	47	60	18	28	8	29	38	36	26	12
Very safe		2	35	8	3	46	10	1	2	2	26	16	13	9	8
TOTAL SAFE  Don't know	-	<b>17</b>	<b>89</b> 5	<b>27</b> 61	<b>30</b> 53	<b>93</b>	<b>70</b> 17	<b>19</b> 70	<b>30</b> 18	<b>10</b> 8	<b>55</b>	<b>54</b> 8	<b>49</b> 19	<b>35</b> 32	<b>20</b> 64
DOLLKION	10	9	5	01	55	3	17	70	10	0	3	0	19	32	04
Do you think Britain would be economically better or worse off if we left the															
European Union, or would it make no difference?  Better off	27	59	4	2	9	3	8	4	39	67	32	30	24	22	16
Worse off		3	73	14	9	82	43	4	5	1	41	37	29	23	14
Would made no real difference to the British economy		32	13	22	21	9	25	19	36	27	20	23	24	24	10
Don't know	18	7	10	61	61	6	24	72	21	5	7	10	22	31	60
Do you think Britain would have more or less influence in the world if we left the European Union, or would it make no difference?															
More influence	13	27	3	3	6	2	5	3	15	32	19	12	12	10	5
Less influence		6	71	15	15	76	48	12	10	3	42	38	31	24	17
Would made no real difference to British influence		61	20	24	31	15	33	24	60	59	37	43	40	36	18
Don't know	14	6	6	58	49	6	14	61	15	6	2	7	18	30	60
Do you think it would have a good or bad effect on British jobs if we left the European Union, or would it make no difference?															
Good for jobs		45	4	3	9	3	8	5	31	51	24	22	22	18	13
Bad for jobs		3	68	13	8	77	39	4	5	1	43	35	25	19	11
Would made no real difference to British jobs		44	17	22	23	12	29	21	46	41	27	32	31	29	14
Don't know	18	7	11	62	60	8	24	70	18	7	7	11	22	33	63



Fieldwork: 20th - 24th November 2015																		
			Vote in	2015		Ge	nder		Ą	ge		Social	Grade			Region		
	Total	Con	Lab	Lib	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of	Midlands /	North	Scotland
	Total			Dem											South	Wales	North	ocoliana
Weighted Sample		_	1207		520	2094	2223		1091		1235		1851	552	1403	920	1060	378
Unweighted Sample		1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think it would have a good or bad effect on the NHS if we left the European Union, or would it make no difference?		•				•		•			Ī	•						
Good for the NHS	32	38	21	19	63	33	31	23	30	32	37	27	38	35	30	35	34	20
Bad for the NHS	13	7	22	14	2	14	12	21	17	11	9	15	11	15	13	11	13	19
Would made no real difference to the NHS	38	43	38	47	28	42	35	28	33	41	44	42	33	35	40	38	37	44
Don't know	17	12	19	20	6	11	22	29	20	16	9	16	18	15	17	17	16	17
Do you think it would have a good or bad effect on people's pensions if we left the European Union, or would it make no difference?		Lio				۱ ،۰		l 40	40	4.0	40	٠		00		00	40	
Good for pensions	17	19	9	8	38	19	14	12	18	18	16	14	20	20	15	20	16	11
Bad for pensions		9	21	17	2	17	11	17	15	14	11	15	12	13	14	12	12	21
Would made no real difference to pensions		50	37	45	46	45	40	29	33	42	58	44	40	38	44	42	43	42
Don't know	27	21	33	30	14	19	35	42	33	27	16	26	28	29	26	26	28	26
Do you think you personally would be financially better or worse off if Britain left the European Union, or would it make no difference?						-		-				-						
Better off	16	19	9	6	40	21	13	17	17	16	16	13	21	17	16	20	16	10
Worse off	16	10	23	23	1	18	13	20	21	15	10	19	11	19	14	14	15	22
No real difference	46	51	41	51	47	46	46	27	35	47	61	46	46	43	47	45	45	47
Don't know	22	20	26	20	11	16	29	36	27	22	13	22	23	21	23	21	24	21
And taking everything into account, what do you think would be better for Britain – remaining in the European Union or leaving the European Union?																		
Remaining in the European Union	41	34	55	59	4	43	38	51	49	35	35	48	30	44	39	36	40	54
Leaving the European Union	41	49	25	22	89	44	38	27	29	45	52	35	49	40	42	46	40	30
Don't know	19	17	20	19	7	13	24	22	22	20	13	17	20	16	19	18	20	16
And taking everything into account, what do you think would be the SAFER course of action – remaining in the European Union or leaving the European Union?						_						_	_					
Remaining in the European Union		42	59	67	10	49	44	58	56	41	39	54	36	49	46	43	45	58
Leaving the European Union		40	22	15	81	38	32	20	23	39	47	29	43	33	36	40	35	25
Don't know	19	18	19	18	9	13	24	22	20	20	14	17	21	18	19	18	20	17



Fleidwork: 20th - 24th November 2015		T			-										
			EU Voting				Hard /						tical Inte	rest 3	
	Total	Leave	Remain	Would	Don't	HARD	SOFT	-	SOFT	HARD	A great	Quite a	Some	Not very	None at
	Total	Leave	Kemam	not vote	know	Remain	Remain	Idea	Leave	Leave	deal	lot	Some	much	all
Weighted Sample		1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample		1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Do you think it would have a good or bad effect on the NHS if we left the															
European Union, or would it make no difference?		I 50	40	•	04	•	0.4	47	40	00	I 00	0.5	00	00	40
Good for the NHS		58	10 28	9	24	6	21 14	17	49	60	30	35	32	30	19
Bad for the NHS Would made no real difference to the NHS		2 35	28 47	7	4 27	34 47	14 44	2 22	3	1 33	20 44	14 41	10 39	9	7 14
		6	47 14	25 59	46		44 21	59	35 12	33 6	7	11	39 19	31	
Don't know	17	Ь	14	59	46	13	21	59	12	ь	/	11	19	29	61
Do you think it would have a good or bad effect on people's pensions if we left the European Union, or would it make no difference?					_										
Good for pensions		33	4	3	9	2	9	6	24	37	17	18	17	16	11
Bad for pensions	14	2	29	5	4	37	13	3	2	0	21	15	11	9	4
Would made no real difference to pensions		51	40	25	28	37	43	24	50	50	47	47	41	35	13
Don't know	27	14	26	66	59	24	36	68	24	12	15	21	31	40	72
Do you think you personally would be financially better or worse off if Britain left the European Union, or would it make no difference?					_						_				
Better off		36	2	1	6	1	5	4	21	41	23	16	14	15	13
Worse off		2	34	12	3	43	15	2	2	1	22	17	13	9	7
No real difference		51	44	30	37	40	51	30	55	48	44	51	47	41	15
Don't know	22	11	20	56	54	17	29	64	21	10	11	16	26	34	66
And taking everything into account, what do you think would be better for Britain – remaining in the European Union or leaving the European Union?															
Remaining in the European Union		2	92	15	11	96	65	5	3	1	50	44	38	30	14
Leaving the European Union		93	2	10	9	2	8	6	76	95	44	44	40	37	22
Don't know	/ 19	5	6	74	80	3	28	89	20	4	6	12	22	33	64
And taking everything into account, what do you think would be the SAFER course of action – remaining in the European Union or leaving the European Union?															
Remaining in the European Union	46	10	92	19	26	95	70	18	22	4	57	51	44	36	12
Leaving the European Union	35	79	2	12	7	1	8	5	50	90	37	37	34	31	22
Don't know	19	11	6	69	67	3	22	77	29	6	6	12	22	33	66



Fieldwork: 20th - 24th November 2015

			Vote in	2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
<b>Unweighted Sample</b>	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
·	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the public vote for Britain to leave the European Union there will need to be a period while the British government negotiate the terms of Britain's exit from the EU and what Britain's future relationship with the EU would be.

If this happened, do you think there should or should not be a SECOND referendum to approve the terms of Britain's exit from the EU?																		
Should – there should be a second referendum if Britain votes to leave the EU, to approve the details of Britain's exit	29	24	37	40	10	27	31	37	34	26	25	32	25	28	30	26	31	31
Should not – if the British people vote to leave the European Union their view should be respected and followed, with no second referendum	50	58	39	40	80	58	42	35	38	54	63	49	51	49	50	52	49	49
Don't know	21	18	24	20	10	15	27	28	28	20	12	19	23	23	20	22	21	20
If Britain does vote to leave the European Union in the referendum, do you think Britain would ACTUALLY leave the European Union?					ı	İ		ī					Ī					
Yes – if the public voted to leave then, ultimately, it would have to be respected and we would end up leaving the Eur	50	58	43	50	59	57	43	48	44	50	56	51	48	50	48	50	50	53
No – if the public voted to leave then through a better offer, a second referendum or some other deal Britain would end up staying in	26	24	27	25	26	26	27	23	29	26	26	26	26	25	28	26	26	23
Don't know	24	18	30	25	15	17	30	29	28	25	17	22	26	25	24	24	23	23
In practice, if Britain left the European Union do you think other European Union countries would or would not agree to an alternative relationship giving Britain free access to European markets?																		
Would – Britain is an important trading partner and it would be in other EU countries interests to agree to a deal	46	57	33	40	68	57	36	41	41	45	54	47	46	49	47	48	46	38
Would not – if Britain left the European Union other EU countries would not agree to a deal allowing us to retain access to their markets	24	17	33	29	11	22	25	25	29	23	21	26	21	23	22	23	24	32
Don't know	30	26	34	30	21	21	39	34	30	32	25	28	33	29	31	29	30	30
From what you have seen or heard, do you think most British business leaders are in favour of staying in the European Union, leaving the European Union, or are they evenly divided?																		
Most British business leaders are in favour of Britain staying in the European Union	41	38	47	56	25	46	35	37	40	40	43	45	34	45	38	38	41	48
Most British business leaders are in favour of Britain leaving the European Union	8	9	6	4	15	9	7	6	9	7	9	7	9	7	8	11	7	3
British business leaders are evenly split between staying in or leaving the European Union	24	32	16	17	36	26	22	16	18	25	31	24	24	20	25	24	24	23
Don't know	28	22	31	23	23	19	36	41	34	28	17	25	32	27	28	28	28	25



Fieldwork: 20th - 24th November 2015

			EU Voting	Intention			Hard /	Soft V	ote			Poli	tical Inte	rest 3	
	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	_			A great deal	Quite a lot	Some	Not very much	None at all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
<b>Unweighted Sample</b>	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If the public vote for Britain to leave the European Union there will need to be a period while the British government negotiate the terms of Britain's exit from the EU and what Britain's future relationship with the EU would be.

If this happened, do you think there should or should not be a SECOND referendum to approve the terms of Britain's exit from the EU?															
Should – there should be a second referendum if Britain votes to leave the EU, to approve the details of Britain's exit	29	15	48	13	21	52	36	14	25	8	32	31	31	21	8
Should not – if the British people vote to leave the European Union their view should be respected and followed, with no second referendum	50	76	34	21	30	31	40	24	56	83	59	55	45	43	23
Don't know	21	10	18	66	50	18	24	62	19	9	9	14	24	37	69
If Britain does vote to leave the European Union in the referendum, do you think Britain would ACTUALLY leave the European Union?		_			-										
Yes – if the public voted to leave then, ultimately, it would have to be respected and we would end up leaving the Eur	50	62	46	13	33	44	47	23	53	65	61	55	46	38	15
No – if the public voted to leave then through a better offer, a second referendum or some other deal Britain would end up staying in	26	25	32	21	16	34	28	12	27	22	28	28	26	24	16
Don't know	24	13	22	66	51	22	25	64	20	13	11	17	28	38	69
In practice, if Britain left the European Union do you think other European Union countries would or would not agree to an alternative relationship giving Britain free access to European markets?															
Would – Britain is an important trading partner and it would be in other EU countries interests to agree to a deal	46	65	35	16	30	31	42	19	57	68	59	53	41	31	9
Would not – if Britain left the European Union other EU countries would not agree to a deal allowing us to retain access to their markets	24	13	40	13	10	46	25	8	16	10	26	26	23	21	15
Don't know	30	22	24	71	60	23	32	73	27	23	15	21	36	48	76
From what you have seen or heard, do you think most British business leaders are in favour of staying in the European Union, leaving the European Union, or are they evenly divided?		_			_										
Most British business leaders are in favour of Britain staying in the European Union	41	24	66	14	23	71	47	13	29	20	56	47	33	24	11
Most British business leaders are in favour of Britain leaving the European Union	8	15	4	4	1	3	7	2	8	16	8	9	8	6	1
British business leaders are evenly split between staying in or leaving the European Union	24	40	11	19	18	9	18	14	35	41	28	27	22	18	8
Don't know	28	22	20	64	58	17	29	71	29	23	8	17	36	52	79



Fieldwork: 20th - 24th November 2015

			Vote in	2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
<b>Unweighted Sample</b>	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that many senior British business figures came out against Britain leaving the European Union, warning it would cost jobs and damage the economy. How would you then vote?

[Asked to half of the sample: N=2198]

Leave the European Union	31	36	20	18	74	38	25	21	19	38	39	25	39	36	33	33	28	21
Remain a member of the European Union	39	35	49	54	6	42	36	45	48	32	36	47	28	38	38	35	38	56
Would not vote	4	2	2	1	3	2	5	3	5	3	3	3	5	4	3	4	5	1
Don't know	26	27	30	27	18	19	34	32	28	27	23	25	28	22	26	28	30	22

Imagine that many British companies announced their plans if Britain were to leave the European Union, including proposals to close factories and headquarters based in Britain and moving them elsewhere in Europe instead. How would you then vote?

[Asked to half of the sample: N=2119]

Leave the European Union	29	36	16	13	70	38	21	16	22	29	42	26	34	23	30	35	29	20
Remain a member of the European Union	43	37	56	66	7	44	42	50	50	40	37	49	35	46	41	39	43	55
Would not vote	4	3	4	1	3	3	5	3	3	5	4	3	4	4	3	5	4	2
Don't know	24	2/	24	21	20	15	32	31	26	26	18	22	27	27	26	21	23	23

Thinking about the current debate over Britain's membership of the European Union and the referendum, how much do you trust the statements and claims made by the following people?

David Cameron																			
	Trust a lot	7	17	1	2	2	8	6	8	7	6	8	8	6	7	7	7	7	4
	Trust a fair amount	28	53	12	35	15	28	28	19	25	27	36	31	24	28	31	30	23	22
	TOTAL TRUST	35	70	13	37	17	36	34	27	32	33	44	39	30	35	38	37	30	26
	Do not trust very much	27	21	29	35	33	29	25	30	27	25	28	28	25	27	28	27	28	22
	Do not trust at all	32	5	51	22	47	31	32	30	33	37	26	27	38	30	27	30	34	47
	TOTAL DO NOT TRUST	59	26	80	57	80	60	57	60	60	62	54	55	63	57	55	57	62	69
	Don't know	6	4	6	6	3	3	9	12	9	5	3	6	7	7	6	6	7	5
Nigel Farage			-				=		· <del>-</del> ·				='	-					
	Trust a lot	8	7	2	2	37	10	6	7	5	8	11	5	11	8	9	10	6	4
	Trust a fair amount	20	28	9	9	45	23	18	15	15	22	25	19	22	15	23	23	19	16
	TOTAL TRUST	28	35	11	11	82	33	24	22	20	30	36	24	33	23	32	33	25	20
	Do not trust very much	24	30	22	28	11	25	22	20	22	24	27	25	23	23	23	24	26	19
	Do not trust at all	41	30	60	54	3	38	44	44	49	40	33	45	36	44	38	36	42	56
	TOTAL DO NOT TRUST	65	60	82	82	14	63	66	64	71	64	60	70	59	67	61	60	68	75
	Don't know	7	5	8	6	3	4	10	14	9	6	4	6	9	9	8	7	7	5



Political Interest 3

Sample Size: 4317 GB Adults

Fieldwork: 20th - 24th November 2015

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	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	No Idea	SOFT Leave	HARD Leave	A great deal	Quite a lot	Some	Not very much	None at all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Imagine that many senior British business figures came out against Britain leaving the European Union, warning it would cost jobs and damage the economy. How would you then vote?  [Asked to half of the sample: N=2198]		l =0		_			_		40	0.4	l 40	0.4	07	00	40
Leave the European Union		72	1	5	4	2	5	4	40	84	40	34	27	23	18
Remain a member of the European Union		5	85	18	14	90	55	12	12	1	47	43	36	28	13
Would not vote		3	1	39	3	1	4	9	4	3	2	2	3	6	16
Don't know	26	21	12	38	79	7	36	75	44	12	11	21	33	43	52
Imagine that many British companies announced their plans if Britain were to leave the European Union, including proposals to close factories and headquarters based in Britain and moving them elsewhere in Europe instead. How would you then vote?  [Asked to half of the sample: N=2119]  Leave the European Union Remain a member of the European Union Would not vote Don't know.  Thinking about the current debate over Britain's membership of the European Union and the referendum, how much do you trust the statements and claims	43 4	66 8 3 22	3 85 1 11	3 3 46 48	5 27 4 63	2 88 2 9	7 67 3 23	3 15 11 71	34 19 4 43	79 3 4 15	34 53 1 12	33 48 2 17	26 40 4 30	24 29 8 39	9 16 17 59
made by the following people? David Cameron															
Trust a lot	7	7	7	7	5	7	7	5	8	7	10	8	5	5	3
Trust a fair amount		28	30	, 14	24	26	36	19	38	22	26	32	30	22	11
TOTAL TRUST		35	37	21	29	33	43	24	46	29	36	40	35	27	14
Do not trust very much		29	27	16	25	27	27	21	27	28	26	25	30	28	18
Do not trust at all		32	32	35	27	37	23	32	21	39	37	32	28	32	34
TOTAL DO NOT TRUST		61	59	51	52	64	50	53	48	67	63	57	58	60	52
Don't know		3	3	28	18	3	8	23	6	3	1	2	7	14	34
Nigel Farage	-		-	-	-		-	-	-	-	•				-
Trust a lot	8	18	1	1	2	0	1	1	5	25	14	9	5	2	4
Trust a fair amount		37	7	8	13	5	13	11	29	39	23	23	19	16	7
TOTAL TRUST	28	55	8	9	15	5	14	12	34	64	37	32	24	18	11
Do not trust very much	24	23	24	22	27	18	32	24	33	18	17	25	26	28	20
Do not trust at all		18	65	39	38	73	45	39	25	15	44	41	41	38	32
TOTAL DO NOT TRUST	65	41	89	61	65	91	77	63	58	33	61	66	67	66	52
Don't know	7	5	4	30	20	3	8	25	8	5	1	3	9	16	37

EU Voting Intention

Hard / Soft Vote



Sample Size: 4317 GB Adults
Fieldwork: 20th - 24th November 2015

Fieldwork: 20th - 24th November 2015																		
			Vote i	n 2015		G	nder		Αg	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511		1480	1235	2451	1851	552	1403	920	1060	378
Unweighted Sample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Jeremy Corbyn	_												-					_
Trust a lot	6	1	12	4	2	6	6	9	7	6	4	6	6	7	6	5	6	7
Trust a fair amount	20	7	36	31	11	20	20	29	24	20	13	22	18	22	18	21	20	23
TOTAL TRUST	26	8	48	35	13	26	26	38	31	26	17	28	24	29	24	26	26	30
Do not trust very much	22	21	22	25	20	21	23	20	25	23	19	22	21	20	23	21	23	21
Do not trust at all TOTAL DO NOT TRUST	41 63	65 <b>86</b>	17 <b>39</b>	27 <b>52</b>	59 <b>79</b>	44 <b>65</b>	38 <b>61</b>	26 <b>46</b>	29 <b>54</b>	41 <b>64</b>	57 <b>76</b>	40 <b>62</b>	43 <b>64</b>	40 <b>60</b>	42 <b>65</b>	42 <b>63</b>	41 <b>64</b>	40 <b>61</b>
Don't know	11	6	13	14	8	8	14	16	16	10	6	10	12	11	11	11	11	9
DOIT KNOW	11	0	13	14	0	0	14	10	16	10	0	10	12	11	11	- 11	11	9
How often, if at all, have you discussed Britain's membership of the European Union or the referendum with people you know in the last week?																		
Many times	9	10	5	7	23	12	6	7	5	8	13	9	9	10	9	9	9	8
Once or twice	29	33	29	30	33	34	25	33	27	25	35	31	27	32	30	32	27	26
Not at all	55	52	58	59	38	49	61	49	58	60	48	55	55	51	56	52	58	58
Can't remember	7	6	7	3	5	5	8	11	9	6	4	5	8	7	6	7	6	8
Thinking about your friends, family and colleagues, do you think they																		
Are probably almost all opposed to Britain's membership of the European Union	13	14	6	3	38	14	11	7	9	12	18	10	16	11	13	15	12	9
Are probably mostly opposed to Britain's membership of the European Union	13	17	9	8	21	15	11	11	10	13	16	12	14	14	12	16	13	6
TOTAL OPPOSED	26	31	15	11	59	29	22	18	19	25	34	22	30	25	25	31	25	15
Are probably evenly divided between supporting and opposing Britain's membership of the European Union	20	23	18	29	14	20	20	16	19	22	21	23	17	20	21	20	19	22
Are probably mostly supportive of Britain's membership of the European Union	16	13	22	20	3	17	14	25	20	12	12	20	10	19	16	13	14	20
Are probably almost all supportive of Britain's membership of the European Union	5	2	8	7	2	6	5	9	7	4	3	5	5	8	5	3	5	9
TOTAL SUPPORTIVE	21	15	30	27	5	23	19	34	27	16	15	25	15	27	21	16	19	29
Don't know	34	30	36	32	22	28	39	33	34	36	30	30	38	29	33	32	38	33
Regardless of how you will vote, or what you would like the result do be, what do you think the result of the referendum on EU membership WILL be?																		
A large majority in favour of staying in the European Union	10	9	13	10	6	10	11	11	12	10	9	10	10	11	10	9	11	15
A narrow majority in favour of staying in the European Union	39	40	41	53	26	43	35	43	39	38	39	43	34	41	40	37	38	42
TOTAL STAY	49	49	54	63	32	53	46	54	51	48	48	53	44	52	50	46	49	57
A narrow majority in favour of leaving the European Union	20	24	14	12	32	23	17	14	14	20	27	20	20	20	21	21	19	16
A large majority in favour of leaving the European Union	8	9	5	5	20	9	8	4	7	8	11	7	11	7	8	10	9	7
TOTAL LEAVE	28	33	19	17	52	32	25	18	21	28	38	27	31	27	29	31	28	23
Don't know	22	17	27	20	15	15	29	28	27	24	14	20	25	20	22	23	24	20



Fieldwork: 20th - 24th November 2015	-														
			EU Voting	Intention			Hard /	Soft V				Polit	ical Inte	erest 3	
	Total	Laava	Remain	Would	Don't	HARD	SOFT	No		HARD	A great	Quite a	Some	Not very	None at
	Total	Leave	Kemam	not vote	know	Remain	Remain	Idea	Leave	Leave	deal	lot	Julie	much	all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Jeremy Corbyn		_				_					_				
Trust a lot	6	3	9	1	4	12	6	3	2	4	13	5	4	2	1
Trust a fair amount		11	31	10	16	33	24	14	13	10	24	23	18	13	8
TOTAL TRUST	26	14	40	11	20	45	30	17	15	14	37	28	22	15	9
Do not trust very much	22	20	23	23	23	22	27	21	26	17	17	22	25	26	22
Do not trust at all		58	27	35	32	26	30	34	48	63	42	43	40	40	29
TOTAL DO NOT TRUST		78	50	58	55	48	57	55	74	80	59	65	65	66	51
Don't know	11	7	9	31	25	8	14	29	11	7	4	7	14	20	40
How often, if at all, have you discussed Britain's membership of the European															
Union or the referendum with people you know in the last week?															
• • •					_ 1	_			_						
Many times		16	5	1	2	5	5	1	6	21	24	9	2	1	1
Once or twice		34	32	5	15	35	26	8	29	34	43	38	23	9	3
Not at all		45	59	75	68	55	64	78	58	38	31	48	67	79	75
Can't remember	7	5	4	20	15	5	6	13	7	7	2	5	8	11	22
Thinking about your friends, family and colleagues, do you think they									_				_	_	_
Are probably almost all opposed to Britain's membership of the European Union	13	29	1	0	2	1	1	1	7	40	18	14	9	8	5
Are probably mostly opposed to Britain's membership of the European Union		23	6	6	6	4	11	3	21	21	14	16	13	6	4
TOTAL OPPOSED	26	52	7	6	8	5	12	4	28	61	32	30	22	14	9
Are probably evenly divided between supporting and opposing Britain's membership of the European Union	20	19	24	11	15	19	31	9	29	13	23	26	18	11	4
Are probably mostly supportive of Britain's membership of the European Union	16	3	33	2	6	37	18	4	6	1	21	19	13	8	5
Are probably almost all supportive of Britain's membership of the European Union	5	2	11	3	1	15	2	1	2	1	8	5	5	3	3
TOTAL SUPPORTIVE	21	5	44	5	7	52	20	5	8	2	29	24	18	11	8
Don't know	34	25	26	78	69	24	37	82	36	24	15	20	42	64	78
		•													
Regardless of how you will vote, or what you would like the result do be, what															
do you think the result of the referendum on EU membership WILL be?															
A lorge majority in favorus of standard in the European University	40	1 4	40	4	_	0.4	4.4	4	_	ا ہ	14	10	4.4	10	_
A large majority in favour of staying in the European Union		4	19	4	5	21	11	4	5	4	11	10	11	10	5
A narrow majority in favour of staying in the European Union		29	55 <b>74</b>	20 <b>24</b>	27 <b>32</b>	54 <b>75</b>	53 <b>64</b>	20 <b>24</b>	40 <b>45</b>	20	48 <b>59</b>	45 <b>E</b> E	36 <b>47</b>	27 <b>37</b>	12
TOTAL STAY		33								24		55		-	17
A narrow majority in favour of leaving the European Union		34	10	4	10	8	13	6	26	38	24	22	19	11	4
A large majority in favour of leaving the European Union		18	1	5	2	1	2	2	7	24	9	10	8	8	5
TOTAL LEAVE	_	52	11	9	12	9	15	8	33	62	33	32	27	19	9
Don't know	22	14	15	67	55	15	21	68	22	15	8	13	26	45	74



Fieldwork: 20th - 24th November 2015

			Vote ir	1 2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
<b>Unweighted Sample</b>	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
·	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Britain has let in some refugees and migrants fleeing areas of war, persecution and other local hardships but fewer than some other European countries. Do you think Britain should admit new refugees/ migrants in each of the following categories? Refugees fleeing the war in Syria Britain should admit higher numbers than recently Britain should keep the numbers coming here about the same Britain should admit lower numbers than recently Britain should not let anyone from this group come here at all Don't know Refugees fleeing conflict or persecution in other countries like Libya, Iraq or **Eritrea** Britain should admit higher numbers than recently Britain should keep the numbers coming here about the same Britain should admit lower numbers than recently Britain should not let anyone from this group come here at all Don't know People who are not fleeing conflict or persecution, but want to come here in search of a better life Britain should admit higher numbers than recently Britain should keep the numbers coming here about the same Britain should admit lower numbers than recently Britain should not let anyone from this group come here at all Don't know Thinking back to the last referendum on Britain's relationship with the European Union, back in 1975, did you vote Yes or No, or perhaps you didn't vote at all? [Only asked to those over the age of 58; n=1699] I voted Yes (to remain in the EEC) I voted No (to leave the EEC) I did not vote at all Can't remember 



Fieldwork: 20th - 24th November 2015

			EU Voting	Intention			Hard /	Soft V	ote			Poli	tical Inte	erest 3	
	Total	Leave	Remain	Would	Don't	HARD	SOFT	No		HARD	A great	Quite a	Some	Not very	None at
	1014	LCuvc	remain	not vote	know	Remain	Remain	Idea	Leave	Leave	deal	lot	Oilic	much	all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
<b>Unweighted Sample</b>	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Britain has let in some refugees and migrants fleeing areas of war, persecution and other local hardships but fewer than some other European countries. Do you think Britain should admit new refugees/ migrants in each of the following categories? Refugees fleeing the war in Syria Britain should admit higher numbers than recently Britain should keep the numbers coming here about the same Britain should admit lower numbers than recently Britain should not let anyone from this group come here at all Don't know Refugees fleeing conflict or persecution in other countries like Libya, Iraq or **Eritrea** Britain should admit higher numbers than recently Britain should keep the numbers coming here about the same Britain should admit lower numbers than recently Britain should not let anyone from this group come here at all Don't know People who are not fleeing conflict or persecution, but want to come here in search of a better life Britain should admit higher numbers than recently Britain should keep the numbers coming here about the same Britain should admit lower numbers than recently Britain should not let anyone from this group come here at all Don't know Thinking back to the last referendum on Britain's relationship with the European Union, back in 1975, did you vote Yes or No, or perhaps you didn't vote at all? [Only asked to those over the age of 58; n=1699] I voted Yes (to remain in the EEC) I voted No (to leave the EEC) I did not vote at all Can't remember



Region

Social Grade

Sample Size: 4317 GB Adults

Fieldwork: 20th - 24th November 2015

			vote ii	1 2013		Ge	nuer		Ą	ye		Social	Graue			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
People think about themselves and describe themselves in different ways, do																		
you think of yourself as [Only asked to those in England; n=3667]																		
British, not English	15	15	18	20	11	17	13	15	15	15	15	16	14	18	15	12	15	0
More British than English	8	8	10	12	2	9	7	10	13	6	6	10	6	9	8	7	9	0
TOTAL MORE BRITISH	23	23	28	32	13	26	20	25	28	21	21	26	20	27	23	19	24	0
Equally British and English	35	37	37	40	31	31	39	35	33	37	35	35	35	33	34	33	39	0
More English than British	19	21	14	13	25	18	19	18	15	19	21	18	19	14	19	24	17	0
English, not British	14	14	10	7	29	16	12	6	11	15	19	11	18	12	15	17	12	0
TOTAL MORE ENGLISH	33	35	24	20	54	34	31	24	26	34	40	29	37	26	34	41	29	0
None of these	5	3	6	6	1	5	5	5	7	6	3	6	4	10	5	4	4	0
Don't know	4	2	5	2	1	3	4	9	5	2	1	3	4	4	4	2	4	0
People think about themselves and describe themselves in different ways, do																		
you think of yourself as																		
[Only asked to those in Scotland; n=409]																		
British, not Scottish	15	40	24	7	8	16	14	33	12	11	23	18	10	0	0	0	0	15
More British than Scottish	5	2	9	18	49	6	3	12	3	6	3	4	5	0	0	0	0	5
TOTAL MORE BRITISH	20	42	33	25	57	22	17	45	15	17	26	22	15	0	0	0	0	20
Equally British and Scottish	23	40	37	27	20	26	19	0	13	26	36	24	21	0	0	0	0	23
More Scottish than British		11	16	32	12	16	32	8	30	24	18	25	23	0	0	0	0	24
Scottish, not British	27	3	7	0	0	34	20	36	34	27	15	22	33	0	0	0	0	27
TOTAL MORE SCOTTISH	51	14	23	32	12	50	52	44	64	51	33	47	56	0	0	0	0	51
None of these	5	2	4	17	11	2	8	11	4	5	4	5	5	0	0	0	0	5
Don't know	2	3	3	0	0	0	4	0	5	1	0	2	3	0	0	0	0	2
People think about themselves and describe themselves in different ways, do																		
you think of yourself as																		
[Only asked to those in Wales; n=236]		I 00	00	00			07	۱ ۵۵	0.4	07	0.5		04	۱ ۵	•	00	0	•
British, not Welsh	28	33	28	32	41	30	27	26	24	27	35	26	31	0	0	28	0	0
More British than Welsh	7	8	4	20	6	5	8	7	7	6	7	9	5	0	0	7	0	0
TOTAL MORE BRITISH		41	32	52	47	35	35	33	31	33	42	35	36	0	0	35	0	0
Equally British and Welsh		24	20	22	23	20	22	21	22	17	25	20	23	0	0	21	0	0
More Welsh than British		14	23	15	21	15	22	17	23	23	11	22	16	0	0	19	0	0
Welsh, not British	14	9	19	5	3	17	12	18	18	13	10	11	18	0	0	14	0	0
TOTAL MORE WELSH		23	42	20	24	32	34	35	41	36	21	33	34	0	0	33	0	0
None of these	9	9	6	5	5	10	7	10	0	14	10	9	8	0	0	9	0	0
Don't know	2	3	0	0	0	2	2	0	5	0	2	3	0	0	0	2	0	0

Vote in 2015

Gender



Political Interest 3

Sample Size: 4317 GB Adults

Fieldwork: 20th - 24th November 2015

			LO VOLIN	Jintention			ilaiu /	JUIL V	ULE			POII	licai iiile	31 631 3	
	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	No Idea	SOFT Leave	HARD Leave	A great deal	Quite a lot	Some	Not very much	None a
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample		1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
People think about themselves and describe themselves in different ways, do															
you think of yourself as [Only asked to those in England; n=3667]															
British, not English	n <b>15</b>	12	20	9	12	22	13	16	11	12	16	16	13	17	6
More British than English		6	12	3	7	12	12	4	8	3	12	8	7	7	1
TOTAL MORE BRITISH		18	32	12	19	34	25	20	19	15	28	24	20	24	7
Equally British and English		32	37	30	40	35	40	40	33	31	36	35	35	33	39
More English than Britisl	n <b>19</b>	23	15	16	16	15	17	14	25	21	17	22	19	16	13
English, not Britisl	n <b>14</b>	23	7	12	10	6	9	11	15	27	13	13	16	14	1
TOTAL MORE ENGLISH	1 33	46	22	28	26	21	26	25	40	48	30	35	35	30	28
None of these	<b>5</b>	3	7	19	3	8	4	7	4	3	4	5	7	5	6
Don't knov	v 4	1	2	10	12	2	5	9	4	2	2	2	3	8	20
Only asked to those in Scotland; n=409]  British, not Scottisl	n <b>15</b>	21	12	0	13	10	13	16	8	27	19	18	8	12	9
				0				16 0	8 5					12 7	
More British than Scottisl  TOTAL MORE BRITISH		9 <b>30</b>	3 <b>15</b>	0	1 <b>14</b>	3 13	4 <b>17</b>	16	13	11 <b>38</b>	5 <b>24</b>	8 <b>26</b>	0 <b>8</b>	19	<i>0</i>
Equally British and Scottish	-	32	18	10	22	19	19	16	38	29	21	22	25	19	31
More Scottish than British		19	24	34	32	23	30	30	30	14	15	23	30	36	17
Scottish, not British		15	35	56	20	38	26	24	12	16	35	25	26	14	27
TOTAL MORE SCOTTISH		34	59	90	52	61	56	54	42	30	50	48	56	50	44
None of these		3	7	0	2	6	5	5	6	1	5	3	7	5	0
Don't know		1	0	0	10	0	3	10	0	2	0	0	3	6	15
People think about themselves and describe themselves in different ways, do															
ou think of yourself as															
Only asked to those in Wales; n=236]															
British, not Welsl	n <b>28</b>	26	33	28	20	30	33	16	20	32	32	27	31	25	18
More British than Welsl		6	8	0	7	8	6	7	13	4	14	7	4	5	0
TOTAL MORE BRITISH	1 35	32	41	28	27	38	39	23	33	36	46	34	35	30	18
Equally British and Welsl	n <b>21</b>	29	15	14	22	22	10	20	37	23	14	29	14	28	21
More Welsh than Britisl	n <b>19</b>	15	24	19	13	20	29	13	7	18	16	18	24	14	25
Welsh, not Britisl	n <b>14</b>	13	13	0	26	12	12	32	15	11	14	13	16	16	9
TOTAL MORE WELSH	l 33	28	37	19	39	32	41	45	22	29	30	31	40	30	34
None of these	9	8	8	12	12	10	6	12	5	10	9	6	10	6	27
Don't knov	v <b>2</b>	2	0	27	0	0	5	0	4	2	0	1	2	6	0

EU Voting Intention

Hard / Soft Vote



Fieldwork: 20th - 24th November 2015																		
			Vote ii	n 2015		Ge	nder		Ą	je <u> </u>		Social	Grade			Region		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female		25-39		60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207		_	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
Unweighted Sample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you say Britain's best years are ahead of it, or in the past?																		
Britain's best years are ahead of it	20	26	19	22	13	25	16	26	20	18	21	22	17	26	18	20	20	21
Britain's best years are in the past	51	48	48	45	68	51	50	40	48	55	52	48	54	46	53	51	50	51
Not sure	29	27	33	33	18	24	34	34	32	27	27	29	29	28	29	28	30	28
Which, if any, of the following applies to you? Please tick all that apply																		
[n=3127]	_		_	•	_				•		_			•		•	•	_
My spouse or partner was born in a different European country	3	3	3	0	3	3	3	2	3	3	3	3	3	3 7	4	2	2	5
I was born in a European country other than the United Kingdom	3	3	2	3	1	2	3	2	5	2	2	3	2	/	2	3	1	1
One or both of my parents was born in a European country other than the United Kingdom	5	5	7	3	4	5	5	6	6	5	3	6	5	11	5	4	5	2
I have in the past lived in a European country other than the United Kingdom for at least six months	8	9	8	9	6	8	8	5	8	8	11	9	8	9	9	9	7	6
I have visited another European country on holiday or for business in the last five years	52	57	48	66	48	56	48	58	52	47	54	61	41	56	52	50	50	53
None of these	40	34	44	28	46	36	43	35	39	44	38	31	51	33	39	43	43	38
Which, if any, of the following languages can you speak fluently?																		
French	7	8	6	10	5	6	7	6	6	6	9	8	5	8	7	6	5	7
German	3	3	3	2	2	3	3	2	3	3	3	4	2	4	2	3	3	3
Spanish	3	3	3	1	1	3	2	4	4	2	2	3	2	4	3	2	3	2
Dutch	1	0	0	1	0	0	1	1	1	0	0	1	0	1	0	1	0	0
Italian	1	1	1	0	1	1	1	1	1	1	1	2	1	3	1	1	1	1
Bulgarian	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Croatian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Czech	0	0	1	0	0	1	0	1	1	0	0	1	0	1	0	1	0	0
Danish	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Estonian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Finnish	0	0	1	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0
Greek	0	1	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Hungarian	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
Latvian	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Lithuanian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Polish	0	0	0	1	0	0	1	1	0	0	0	1	0	1	0	0	0	0
Portuguese	0	0	0	0	0	0	1	0	1	0	0	0	0	1	0	1	0	0
Romanian	0	0	0	0	0	0	0	0	0 1	0	0	0	0	0	0	0	0	0
Slovak	0 0	0	0	0	0	0	0	0	0	0 0	0	0	0	1 0	0 0	0	0 0	0 0
Slovenian Swedish					•	0	0	-				-						
													-					
Don't know	3	2	3	0	2	3	3	7	3	2	1	2	3	5	2	2	3	2
Swedish Maltese None of these	0 0 85	0 0 84	0 0 85	0 0 86	0 0 89 2	0 0 86	0 0 84	0 0 79 7	0 0 82	0 0 88	0 0 86	0 0 83 2	0 0 87	1 0 76	0 0 86	0 0 86 2	0 0 86	0 0 87



Fieldwork: 20th - 24th November 2015	1	1	<b>=</b> 11.14 <i>c</i> :			1				1					1
			EU Voting	Intention				Soft V					tical Inte		
	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	No Idea	SOFT Leave		A great deal	Quite a lot	Some	Not very much	None at all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
Unweighted Sample	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Would you say Britain's best years are ahead of it, or in the past?						ī					Ì				
Britain's best years are ahead of it	20	18	26	11	12	27	21	11	15	19	27	22	17	14	11
Britain's best years are in the past	51	62	44	41	40	42	48	39	61	61	53	53	50	49	40
Not sure	29	20	30	48	48	31	32	51	25	20	21	25	33	37	49
Which, if any, of the following applies to you? Please tick all that apply [n=3127]															
My spouse or partner was born in a different European country	3	2	4	1	4	4	2	4	2	2	4	4	2	2	3
I was born in a European country other than the United Kingdom	3	2	4	5	2	4	5	2	3	0	4	3	2	2	1
One or both of my parents was born in a European country other than the United					2	_				U			2		
Kingdom	5	4	7	7	4	7	7	5	2	4	7	5	5	5	2
I have in the past lived in a European country other than the United Kingdom for at	•	_	40	4.4	_	44	•	•	-	-	40	•	-	•	•
least six months	8	7	10	11	5	11	8	6	7	7	12	9	7	6	3
I have visited another European country on holiday or for business in the last five years	52	47	63	30	41	62	56	35	53	43	63	58	46	43	25
None of these	40	45	29	64	51	29	33	57	40	50	28	34	45	51	71
Which, if any, of the following languages can you speak fluently?															
French	7	6	8	0	6	9	6	3	5	6	11	8	4	3	2
German	3	3	4	1	1	4	2	0	2	3	5	3	2	1	1
Spanish	3	2	3	6	1	4	2	1	2	3	4	3	2	3	1
Dutch	1	1	1	0	0	1	1	0	0	0	1	1	0	0	0
Italian	1	1	1	2	1	1	1	1	1	1	3	1	1	0	2
Bulgarian	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Croatian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Czech	0	0	1	0	0	0	2	0	0	0	1	1	0	0	0
Danish	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Estonian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Finnish	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Greek	0	1	0	0	0	0	0	0	0	1	1	0	0	0	0
Hungarian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Latvian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Lithuanian	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Polish	0	0	1	0	1	1	0	0	0	0	1	0	1	0	0
Portuguese	0	0	0	2	0	1	0	0	0	0	1	0	0	0	0
Romanian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Slovak	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
Slovenian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Swedish	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0
Maltese	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	85	87	83	82	84	81	84	90	88	86	79	85	88	87	85
Don't know	3	2	2	7	6	1	3	4	2	3	2	1	3	4	10



Fieldwork: 20th - 24th November 2015

			Vote in	1 2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Lab	Dem			Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
<b>Unweighted Sample</b>	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
-	0/_	0/2	0/_	0/_	0/2	0/_	0/2	0/_	0/_	0/_	0/2	0/2	0/2	0/2	0/_	0/_	0/_	0/.

Where do you get most of your information about politics and current affairs? Please tick all that apply

62	67	63	65	64	61	62	40	44	67	79	61	62	58	63	63	62	58
33	31	36	49	21	38	28	46	41	31	21	39	24	38	34	32	28	33
33	42	29	28	38	37	30	22	22	30	51	34	32	37	32	34	33	32
26	28	26	36	23	29	23	13	21	27	34	29	21	22	28	28	23	25
25	28	21	23	36	28	22	16	18	27	32	24	26	26	24	26	24	25
23	22	24	22	24	26	20	33	26	21	18	26	19	28	21	23	21	25
23	16	26	21	23	25	22	45	35	18	10	25	21	28	23	21	20	32
19	17	20	20	21	19	19	30	23	16	16	20	18	24	19	18	17	22
11	8	11	11	13	15	7	18	15	10	6	13	8	15	9	10	10	18
8	9	6	8	12	10	6	6	9	9	7	8	8	11	7	7	7	10
5	3	5	4	7	7	3	7	5	5	4	5	5	5	4	5	5	6
5	3	5	4	2	4	6	6	6	5	3	4	7	4	5	6	5	4
2	2	3	0	1	2	3	7	5	1	0	3	2	2	2	2	3	3
	33 33 26 25 23 23 19 11 8 5	33 31 33 42 26 28 25 28 23 22 23 16 19 17 11 8 8 9 5 3 5 3	33     31     36       33     42     29       26     28     26       25     28     21       23     22     24       23     16     26       19     17     20       11     8     11       8     9     6       5     3     5       5     3     5	33     31     36     49       33     42     29     28       26     28     26     36       25     28     21     23       23     22     24     22       23     16     26     21       19     17     20     20       11     8     11     11       8     9     6     8       5     3     5     4       5     3     5     4	33     31     36     49     21       33     42     29     28     38       26     28     26     36     23       25     28     21     23     36       23     22     24     22     24       23     16     26     21     23       19     17     20     20     21       11     8     11     11     13       8     9     6     8     12       5     3     5     4     7       5     3     5     4     2	33     31     36     49     21     38       33     42     29     28     38     37       26     28     26     36     23     29       25     28     21     23     36     28       23     22     24     22     24     26       23     16     26     21     23     25       19     17     20     20     21     19       11     8     11     11     13     15       8     9     6     8     12     10       5     3     5     4     7     7       5     3     5     4     2     4	33     31     36     49     21     38     28       33     42     29     28     38     37     30       26     28     26     36     23     29     23       25     28     21     23     36     28     22       23     22     24     22     24     26     20       23     16     26     21     23     25     22       19     17     20     20     21     19     19       11     8     11     11     13     15     7       8     9     6     8     12     10     6       5     3     5     4     7     7     3       5     3     5     4     2     4     6	33         31         36         49         21         38         28         46           33         42         29         28         38         37         30         22           26         28         26         36         23         29         23         13           25         28         21         23         36         28         22         16           23         22         24         22         24         26         20         33           23         16         26         21         23         25         22         45           19         17         20         20         21         19         19         30           11         8         11         11         13         15         7         18           8         9         6         8         12         10         6         6           5         3         5         4         7         7         3         7           5         3         5         4         2         4         6         6	33         31         36         49         21         38         28         46         41           33         42         29         28         38         37         30         22         22           26         28         26         36         23         29         23         13         21           25         28         21         23         36         28         22         16         18           23         22         24         22         24         26         20         33         26           23         16         26         21         23         25         22         45         35           19         17         20         20         21         19         19         30         23           11         8         11         11         13         15         7         18         15           8         9         6         8         12         10         6         6         9           5         3         5         4         7         7         3         7         5           5         3         5	33         31         36         49         21         38         28         46         41         31           33         42         29         28         38         37         30         22         22         30           26         28         26         36         23         29         23         13         21         27           25         28         21         23         36         28         22         16         18         27           23         22         24         22         24         26         20         33         26         21           23         16         26         21         23         25         22         45         35         18           19         17         20         20         21         19         19         30         23         16           11         8         11         11         13         15         7         18         15         10           8         9         6         8         12         10         6         6         9         9           5         3         5         4 <td>33         31         36         49         21         38         28         46         41         31         21           33         42         29         28         38         37         30         22         22         30         51           26         28         26         36         23         29         23         13         21         27         34           25         28         21         23         36         28         22         16         18         27         32           23         22         24         22         24         26         20         33         26         21         18           23         16         26         21         23         25         22         45         35         18         10           19         17         20         20         21         19         19         30         23         16         16           11         8         11         11         13         15         7         18         15         10         6           8   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    19         30         23         16         16         20	33         31         36         49         21         38         28         46         41         31         21         39         24         38         34           33         42         29         28         38         37         30         22         22         30         51         34         32         37         32           26         28         26         36         23         29         23         13         21         27         34         29         21         22         28           25         28         21         23         36         28         22         16         18         27         32         24         26         26         24           23         22         24         22         24         26         20         33         26         21         18         26         19         28         21           23         16         26         21         23         25         22         45         35         18         10         25         21         28         23           19         17         20         20         21         19	33         31         36         49         21         38         28         46         41         31         21         39         24         38         34         32           33         42         29         28         38         37         30         22         22         30         51         34         32         37         32         34           26         28         26         36         23         29         23         13         21         27         34         29         21         22         28         28           25         28         21         23         36         28         22         16         18         27         32         24         26         26         24         26           23         22         24         26         20         33         26         21         18         26         19         28         21         23           23         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  26         21         18         26         19         28         21         23         21           23         16         26         21         23         25         22         45         35         18         10         25         21         28



Fieldwork: 20th - 24th November 2015

			EU Voting	Intention			Hard /	Soft V	ote			Poli	tical Inte	rest 3	
	Total	Leave	Remain	Would	Don't	HARD	SOFT	No	SOFT	HARD	A great	Quite a	Some	Not very	None at
	Total	Leave	Kemam	not vote	know	Remain	Remain	Idea	Leave	Leave	deal	lot	Some	much	all
Weighted Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
weighted Sample	4317	1782		121	609	1281	764	383	691	1198	998	1459	1221	477	162
' <del>-</del>	0/2	0/2	0/2	0/2	0/2	0/2	0/2	0/_	0/2	0/2	0/2	0/_	0/_	0/2	0/2

 W Unw

Where do you get most of your information about politics and current affairs?
Please tick all that apply
BBC television news
BBC news website

National newspapers BBC radio news Commercial television news (e.g. Sky News, ITN) Websites of national newspapers Social media (e.g. Twitter or Facebook) 

Word of mouth from friends and family Independent blogs and websites Commercial radio news Other Not applicable - I don't really follow politics or current affairs Don't know



Fieldwork: 20th - 24th November 2015

			Vote in	2015		Ge	nder		Ą	ge		Social	Grade			Region		
	Total	Con	Lab	Dem				18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
ample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
ample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
-	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	0/2	%	%

Weighted Sample
Unweighted Sample

#### SPLIT 1:

[The next two questions were asked to a random half of the sample; n=2196]

Imagine that David Cameron manages to sign a good deal in his renegotiations and that he and the leaders of all the main parties recommend that Britain votes to remain in the EU. Most business leaders back Britain staying, and several large employers announce plans to move operations to mainland Europe should Britain vote to leave. The European Union itself makes clear it would like Britain to stay, and there would be no option of the free trade deal if Britain did leave the EU.

How would you then vote on the day of the referendum?

Would vote to stay	49	50	57	74	11	52	46	61	53	43	47	58	36	53	49	42	48	62
Would vote to leave	25	29	14	9	65	31	19	12	19	28	32	20	32	23	25	28	26	15
Would not vote	4	3	3	1	4	3	4	2	3	5	3	3	5	3	4	4	3	3
Don't know	22	19	26	16	20	14	30	25	24	24	17	19	27	20	21	26	22	20

Imagine that David Cameron is unable to secure a good deal in his renegotiations and that many senior political figures back calls for Britain to leave the EU. Business figures are split, but assure the public that they are committed to investing in Britain whatever the result of the referendum. Other European Union leaders say they would respect Britain's decision if we voted to leave, and would be willing to negotiate an alternative trade deal.

How would you then vote on the day of the referendum?

Would vote to stay	33	25	45	47	6	36	30	43	40	29	27	40	22	37	30	27	33	50
Would vote to leave	42	56	25	29	81	48	38	26	30	45	57	36	51	38	45	48	41	28
Would not vote	3	2	2	0	1	2	4	3	4	4	2	3	3	3	3	3	3	2
Don't know	22	17	28	24	11	14	29	28	27	22	14	21	24	22	21	22	23	20



Fieldwork: 20th - 24th November 2015

			EU Voting	Intention			Hard /	Soft V	ote			Poli	tical Inte	rest 3	
	Total	Leave	Remain	Would not vote	Don't know	HARD Remain	SOFT Remain	No Idea	SOFT Leave	HARD Leave	A great deal	Quite a lot	Some	Not very much	None at all
ample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181
ample	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Weighted Sample
Unweighted Sample

#### SPLIT 1:

[The next two questions were asked to a random half of the sample; n=2196]

Imagine that David Cameron manages to sign a good deal in his renegotiations and that he and the leaders of all the main parties recommend that Britain votes to remain in the EU. Most business leaders back Britain staying, and several large employers announce plans to move operations to mainland Europe should Britain vote to leave. The European Union itself makes clear it would like Britain to stay, and there would be no option of the free trade deal if Britain did leave the EU.

How would you then vote on the day of the referendum?

Would vote to stay	49	18	89	12	30	92	73	16	39	6	60	56	47	32	8
Would vote to leave	25	59	1	4	3	1	3	5	22	75	30	27	23	22	13
Would not vote	4	4	1	56	3	1	4	8	6	4	1	2	3	8	19
Don't know	22	20	9	28	65	7	21	71	33	16	9	15	27	37	60

Imagine that David Cameron is unable to secure a good deal in his renegotiations and that many senior political figures back calls for Britain to leave the EU. Business figures are split, but assure the public that they are committed to investing in Britain whatever the result of the referendum. Other European Union leaders say they would respect Britain's decision if we voted to leave, and would be willing to negotiate an alternative trade deal.

How would you then vote on the day of the referendum?

Would vote to stay	33	3	74	3	5	88	35	3	3	1	44	38	27	22	7
Would vote to leave	42	87	7	9	25	3	21	15	72	91	45	48	43	34	16
Would not vote	3	1	2	61	2	1	6	9	2	2	1	1	3	7	18
Don't know	22	10	17	27	68	8	39	73	23	6	10	13	27	38	59



Fieldwork: 20th - 24th November 2015

			Vote ir	2015		Ge	nder		A	ge		Social	Grade			Region		
	Total	Con	Dem			Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	4317	1464	1207	302	520	2094	2223	511	1091	1480	1235	2451	1851	552	1403	920	1060	378
weighted Sample	4317	1376	1201	345	565	2172	2145	322	760	1651	1584	2760	1542	502	1463	922	1016	409
·-	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Unv

#### SPLIT 2:

[The next two questions were asked to a random half of the sample; n=2121]

Imagine that David Cameron is unable to secure a good deal in his renegotiations and that many senior political figures back calls for Britain to leave the EU. Business figures are split, but assure the public that they are committed to investing in Britain whatever the result of the referendum. Other European Union leaders say they would respect Britain's decision if we voted to leave, and would be willing to negotiate an alternative trade deal.

How would you then vote on the day of the referendum?

Would vote to stay	32	24	46	47	4	35	29	39	38	28	28	36	26	32	32	28	31	44
Would vote to leave	44	54	29	25	86	48	39	29	31	49	55	40	49	46	43	48	43	33
Would not vote	4	1	3	1	1	3	4	5	5	4	2	3	5	2	4	4	4	3
Don't know	21	21	22	28	9	14	28	27	26	19	16	22	20	19	21	20	22	21

Imagine that David Cameron manages to sign a good deal in his renegotiations and that he and the leaders of all the main parties recommend that Britain votes to remain in the EU. Most business leaders back Britain staying, and several large employers announce plans to move operations to mainland Europe should Britain vote to leave. The European Union itself makes clear it would like Britain to stay, and there would be no option of the free trade deal if Britain did leave the EU.

How would you then vote on the day of the referendum?

Would vote to stay	46	46	53	68	11	49	43	51	50	40	46	52	37	46	46	42	44	56
Would vote to leave	27	28	18	9	71	32	22	17	19	31	32	22	33	25	26	32	26	22
Would not vote	4	2	3	1	3	4	5	7	5	4	3	3	6	3	5	5	5	2
Don't know	23	24	25	22	15	16	30	25	26	24	19	23	24	25	23	21	25	20

And, taking all of the issues discussed in this survey into account, how do you think you actually will end up voting in the referendum on Britain's membership of the European Union:

Should the United Kingdom remain a member of the European Union or leave the European Union?

Leave the European Union	37	45	22	20	85	42	32	24	24	41	49	32	45	36	39	42	36	25
Remain a member of the European Union	40	35	53	59	5	41	38	49	47	35	35	47	30	41	38	35	40	52
Would not vote	3	1	2	1	1	3	4	3	6	4	1	3	5	4	3	4	3	3
Don't know	20	19	22	20	8	13	26	23	23	21	14	19	21	19	19	19	21	20



Fieldwork: 20th - 24th November 2015

			EU Voting	Intention			Hard /	Soft V	ote		Political Interest 3					
	Total	Leave	Remain	Would not vote	Don't know		SOFT Remain			HARD Leave	A great deal	Quite a lot	Some	Not very much	None at all	
ed Sample	4317	1778	1768	131	640	1219	815	398	723	1163	930	1392	1277	536	181	
ed Sample	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162	
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

Weighted Sample
Unweighted Sample

#### SPLIT 2:

[The next two questions were asked to a random half of the sample; n=2121]

Imagine that David Cameron is unable to secure a good deal in his renegotiations and that many senior political figures back calls for Britain to leave the EU. Business figures are split, but assure the public that they are committed to investing in Britain whatever the result of the referendum. Other European Union leaders say they would respect Britain's decision if we voted to leave, and would be willing to negotiate an alternative trade deal.

How would you then vote on the day of the referendum?

Would vote to stay	32	2	73	2	6	85	34	3	3	2	42	35	29	20	7
Would vote to leave	44	86	10	5	26	3	25	12	74	90	48	51	41	33	17
Would not vote	4	2	0	67	3	1	4	18	3	2	0	1	3	11	26
Don't know	21	9	16	26	65	10	37	67	20	6	10	14	28	36	50

Imagine that David Cameron manages to sign a good deal in his renegotiations and that he and the leaders of all the main parties recommend that Britain votes to remain in the EU. Most business leaders back Britain staying, and several large employers announce plans to move operations to mainland Europe should Britain vote to leave. The European Union itself makes clear it would like Britain to stay, and there would be no option of the free trade deal if Britain did leave the EU.

How would you then vote on the day of the referendum?

Would vote to stay	46	16	86	3	26	90	60	17	34	6	57	51	42	33	6
Would vote to leave	27	60	3	1	5	2	8	1	22	78	31	29	25	20	19
Would not vote	4	3	1	72	4	1	4	22	4	3	1	2	4	11	27
Don't know	23	21	10	24	65	7	28	60	40	13	10	19	30	36	48

And, taking all of the issues discussed in this survey into account, how do you think you actually will end up voting in the referendum on Britain's membership of the European Union:

Should the United Kingdom remain a member of the European Union or leave the European Union?

Leave the European Union	37	86	1	2	7	1	4	3	62	95	42	41	35	31	17
Remain a member of the European Union	40	2	90	2	11	94	63	6	4	0	49	44	37	27	10
Would not vote	3	1	1	71	3	1	4	16	3	2	1	1	3	8	24
Don't know	20	10	8	25	79	4	29	75	31	4	8	14	25	34	49



### YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and Vote May 2015.

Unweighted no. Weighted no.

Male 25 to 39			onweignted no.	weignted in
Male 25 to 39	Age and Gender			
Male 40 to 59		Male 18 to 24	58	99
Male 60 + 304 21 Female 18 to 24 64 99 Female 25 to 39 201 21 Female 40 to 59 335 28 Female 60 + 247 25 Region  North England 430 40 Midlands 258 27 East 173 15 London 198 21 South England 343 37 Wales 96 83 Scotland 159 14  Social Grade  AB 665 46 C1 433 48 C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 99		Male 25 to 39	150	209
Female 18 to 24 64 99 121		Male 40 to 59	298	280
Female 25 to 39		Male 60 +	304	215
Female 40 to 59 Female 60 + 247 255 Female 60 + 247 255  Region  North England 430 40 Midlands 258 27 East 173 15 London 198 21 South England 343 37 Wales 96 83 Scotland 159 14  Social Grade  AB 665 46 C1 433 48 C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 556		Female 18 to 24	64	98
Female 60 + 247   25		Female 25 to 39	201	210
North England		Female 40 to 59	335	287
North England 430 40 Midlands 258 27 East 1773 15 London 198 21 South England 343 37 Wales 96 83 Scotland 159 14  Social Grade  AB 665 46 C1 433 48 C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 56 Other 113 99		Female 60 +	247	258
Midlands   258   27     East   173   15     London   198   21     South England   343   37     Wales   96   83     Scotland   159   14     Social Grade	Region			
East 173 15 London 198 21 South England 343 37 Wales 96 83 Scotland 159 14  Social Grade  AB 665 46 C1 433 48 C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 56 Other 113 99		North England	430	408
London 198 21 South England 343 37 Wales 96 83 Scotland 159 14 Social Grade  AB 665 46 C1 433 48 C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 99		Midlands	258	272
South England 343 37 Wales 96 83 Scotland 159 14 Social Grade  AB 665 46 C1 433 48 C2 235 34 DE 324 36 Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 99		East	173	159
Wales       96       83         Scotland       159       14         Social Grade       AB       665       46         C1       433       48         C2       235       34         DE       324       36         Newspaper Type         Express / Mail       257       23         Sun / Star       285       33         Mirror / Record       143       14         Guardian / Independent       136       73         FT / Times / Telegraph       98       13         Other Paper       181       19         No Paper       557       54         Vote Share May 2015         Conservative       522       56         Labour       456       46         Liberal Democrat       122       11         UKIP       217       19         Green       63       58         Other       113       97		London	198	212
Social Grade  AB 665 46 C1 433 48 C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 96		South England	343	379
AB   665   466     C1   433   486     C2   235   346     DE   324   366     Newspaper Type		Wales	96	83
AB 665 4665 4665 4665 4665 4665 4665 4665		Scotland	159	144
C1 433 48 C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 95	Social Grade			
C2 235 34 DE 324 36  Newspaper Type  Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 97		AB	665	464
DE   324   366		C1	433	481
Express / Mail   257   23     Sun / Star   285   33     Mirror / Record   143   14     Guardian / Independent   136   73     FT / Times / Telegraph   98   13     Other Paper   181   19     No Paper   557   54     Vote Share May 2015   Conservative   522   56     Labour   456   46     Liberal Democrat   122   11     UKIP   217   19     Green   63   58     Other   113   97		C2	235	348
Express / Mail 257 23 Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 95		DE	324	365
Sun / Star 285 33 Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 56 Other 113 94	Newspaper Type			
Mirror / Record 143 14 Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 94		Express / Mail	257	235
Guardian / Independent 136 73 FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 95		Sun / Star	285	333
FT / Times / Telegraph 98 13 Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 99		Mirror / Record	143	146
Other Paper 181 19 No Paper 557 54  Vote Share May 2015  Conservative 522 56 Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 99		Guardian / Independent	136	73
No Paper       557       54         Vote Share May 2015       Conservative       522       56         Labour       456       46         Liberal Democrat       122       11         UKIP       217       19         Green       63       58         Other       113       94		FT / Times / Telegraph	98	133
Vote Share May 2015           Conservative         522         56           Labour         456         46           Liberal Democrat         122         11           UKIP         217         19           Green         63         58           Other         113         94		Other Paper	181	191
Conservative 522 56  Labour 456 46  Liberal Democrat 122 11  UKIP 217 19  Green 63 58  Other 113 94		No Paper	557	547
Labour 456 46 Liberal Democrat 122 11 UKIP 217 19 Green 63 58 Other 113 94	Vote Share May 2015			
Liberal Democrat 122 11  UKIP 217 19  Green 63 58  Other 113 94		Conservative	522	563
UKIP       217       19         Green       63       58         Other       113       94		Labour	456	464
Green         63         58           Other         113         91		Liberal Democrat	122	116
Other 113 91		UKIP	217	199
		Green	63	58
Didn't vote / Don't know 164 16		Other	113	91
		Didn't vote / Don't know	164	166

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