

YouGov Survey Results

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 | |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 18 | 15 | 18 | 24 | 19 | 41 | 30 | 26 | 10 | 29 | 15 | 16 | 19 | 21 | 14 | 20 | 18 | 17 | 16 | 24 |
| Quite a lot | 32 | 36 | 33 | 30 | 30 | 24 | 31 | 35 | 28 | 26 | 27 | 30 | 40 | 35 | 27 | 33 | 32 | 30 | 31 | 33 |
| Some | 33 | 37 | 31 | 30 | 31 | 23 | 28 | 28 | 38 | 26 | 35 | 37 | 29 | 31 | 35 | 32 | 32 | 35 | 33 | 30 |
| Not very much | 13 | 10 | 13 | 14 | 17 | 8 | 8 | 8 | 18 | 12 | 18 | 13 | 10 | 10 | 18 | 12 | 14 | 12 | 15 | 11 |
| None at all | 4 | 1 | 4 | 1 | 3 | 5 | 3 | 3 | 5 | 7 | 5 | 4 | 2 | 3 | 5 | 4 | 4 | 5 | 4 | 2 |

How important, if at all, do you think the question of whether or not Britain is a member of the European Union is?

| | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very important | 51 | 53 | 50 | 56 | 65 | 49 | 51 | 57 | 45 | 41 | 40 | 52 | 63 | 53 | 48 | 54 | 50 | 51 | 49 | 53 |
| Fairly important | 34 | 36 | 35 | 35 | 23 | 38 | 37 | 32 | 36 | 38 | 42 | 33 | 27 | 35 | 33 | 30 | 35 | 34 | 36 | 35 |
| Not very important | 6 | 6 | 6 | 4 | 5 | 6 | 5 | 6 | 6 | 4 | 8 | 6 | 5 | 6 | 6 | 8 | 6 | 5 | 6 | 6 |
| Not important at all | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| Don't know | 7 | 3 | 7 | 5 | 4 | 6 | 6 | 4 | 10 | 14 | 8 | 7 | 3 | 5 | 10 | 6 | 7 | 8 | 8 | 5 |

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 | 31 | 23 | 45 | 48 | 2 | 47 | 50 | 33 | 28 | 35 | 34 | 28 | 29 | 37 | 22 | 36 | 26 | 27 | 32 | 42 |
| I will probably vote for Britain to remain a member of the EU, but could be persuaded to vote to leave | 13 | 15 | 16 | 18 | 3 | 21 | 8 | 14 | 13 | 19 | 16 | 12 | 10 | 15 | 10 | 14 | 13 | 12 | 14 | 12 |
| I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to stay | 6 | 5 | 5 | 6 | 2 | 4 | 4 | 5 | 6 | 10 | 7 | 5 | 4 | 6 | 5 | 6 | 6 | 6 | 5 | 6 |
| TOTAL REMAIN | 50 | 43 | 66 | 72 | 7 | 72 | 62 | 52 | 47 | 64 | 57 | 45 | 43 | 58 | 37 | 56 | 45 | 45 | 51 | 60 |
| I have no idea whether I would vote for Britain to stay in the EU or to leave the EU | 10 | 9 | 10 | 7 | 3 | 13 | 11 | 7 | 13 | 13 | 13 | 11 | 6 | 8 | 13 | 7 | 11 | 8 | 13 | 9 |
| I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to leave | 6 | 8 | 5 | 6 | 5 | 6 | 6 | 5 | 7 | 5 | 7 | 6 | 6 | 6 | 7 | 7 | 6 | 7 | 5 | 5 |
| I will probably vote for Britain to leave the EU, but could be persuaded to vote to stay | 11 | 16 | 7 | 7 | 13 | 3 | 8 | 10 | 12 | 7 | 9 | 12 | 13 | 11 | 11 | 9 | 11 | 12 | 11 | 9 |
| I will definitely vote for Britain to leave the EU | 23 | 24 | 13 | 8 | 70 | 6 | 13 | 26 | 20 | 11 | 13 | 27 | 33 | 17 | 32 | 21 | 26 | 27 | 20 | 16 |
| TOTAL LEAVE | 40 | 40 | 20 | 15 | 88 | 15 | 27 | 41 | 39 | 23 | 29 | 45 | 52 | 34 | 50 | 37 | 43 | 46 | 36 | 30 |

YouGov Survey Results

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | Attitude to EU | | | |
|-------------------|-----------------|----------------|---------|---------------|----------------|----------------|---------|-------|------|
| | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE | |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

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 | 18 | 26 | 17 | 3 | 11 | 21 | 22 | 3 | 16 |
| Quite a lot | 32 | 36 | 29 | 14 | 32 | 35 | 33 | 14 | 34 |
| Some | 33 | 29 | 35 | 40 | 40 | 27 | 31 | 40 | 33 |
| Not very much | 13 | 7 | 16 | 29 | 15 | 12 | 11 | 29 | 13 |
| None at all | 4 | 2 | 3 | 13 | 3 | 5 | 2 | 13 | 4 |

How important, if at all, do you think the question of whether or not Britain is a member of the European Union is?

| | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|
| Very important | 51 | 68 | 27 | 18 | 41 | 71 | 52 | 18 | 58 |
| Fairly important | 34 | 27 | 59 | 32 | 43 | 17 | 39 | 32 | 28 |
| Not very important | 6 | 3 | 7 | 9 | 10 | 6 | 4 | 9 | 8 |
| Not important at all | 2 | 1 | 2 | 2 | 2 | 3 | 1 | 2 | 3 |
| Don't know | 7 | 1 | 6 | 38 | 4 | 3 | 3 | 38 | 4 |

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 | 31 | 100 | 0 | 0 | 0 | 0 | 62 | 0 | 0 |
| I will probably vote for Britain to remain a member of the EU, but could be persuaded to vote to leave | 13 | 0 | 69 | 0 | 0 | 0 | 27 | 0 | 0 |
| I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to stay | 6 | 0 | 31 | 0 | 0 | 0 | 12 | 0 | 0 |
| TOTAL REMAIN | 50 | 100 | 100 | 0 | 0 | 0 | 100 | 0 | 0 |
| I have no idea whether I would vote for Britain to stay in the EU or to leave the EU | 10 | 0 | 0 | 100 | 0 | 0 | 0 | 100 | 0 |
| I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to leave | 6 | 0 | 0 | 0 | 36 | 0 | 0 | 0 | 15 |
| I will probably vote for Britain to leave the EU, but could be persuaded to vote to stay | 11 | 0 | 0 | 0 | 64 | 0 | 0 | 0 | 27 |
| I will definitely vote for Britain to leave the EU | 23 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 57 |
| TOTAL LEAVE | 40 | 0 | 0 | 0 | 100 | 100 | 0 | 0 | 100 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some arguments people have made about the benefits of Britain leaving the EU. In each case please say how convincing you find the argument

Britain leaving the European Union would...
Allow the British government to radically reduce the amount of immigration into the country

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 34 | 41 | 22 | 21 | 68 | 7 | 25 | 35 | 32 | 19 | 27 | 37 | 42 | 29 | 40 | 35 | 34 | 38 | 31 | 29 |
| Fairly convincing | 27 | 33 | 24 | 25 | 19 | 25 | 25 | 29 | 26 | 30 | 30 | 25 | 26 | 30 | 24 | 24 | 29 | 30 | 25 | 26 |
| TOTAL CONVINCING | 61 | 74 | 46 | 46 | 87 | 32 | 50 | 64 | 58 | 49 | 57 | 62 | 68 | 59 | 64 | 59 | 63 | 68 | 56 | 55 |
| Fairly unconvincing | 15 | 10 | 22 | 23 | 5 | 24 | 11 | 14 | 15 | 13 | 16 | 14 | 15 | 18 | 11 | 15 | 14 | 11 | 17 | 15 |
| Very unconvincing | 13 | 7 | 18 | 21 | 2 | 36 | 31 | 15 | 11 | 20 | 13 | 12 | 10 | 14 | 10 | 14 | 12 | 10 | 13 | 20 |
| TOTAL UNCONVINCING | 28 | 17 | 40 | 44 | 7 | 60 | 42 | 29 | 26 | 33 | 29 | 26 | 25 | 32 | 21 | 29 | 26 | 21 | 30 | 35 |
| Not sure | 12 | 9 | 14 | 9 | 6 | 8 | 7 | 8 | 15 | 18 | 14 | 12 | 6 | 9 | 15 | 12 | 11 | 10 | 14 | 9 |

Allow the British government to spend the money that currently goes to the European Union on better public services

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 32 | 41 | 21 | 18 | 66 | 9 | 25 | 33 | 32 | 21 | 27 | 34 | 40 | 29 | 37 | 30 | 34 | 35 | 29 | 30 |
| Fairly convincing | 30 | 33 | 26 | 35 | 22 | 27 | 22 | 29 | 30 | 30 | 31 | 29 | 28 | 30 | 29 | 30 | 31 | 30 | 29 | 23 |
| TOTAL CONVINCING | 62 | 74 | 47 | 53 | 88 | 36 | 47 | 62 | 62 | 51 | 58 | 63 | 68 | 59 | 66 | 60 | 65 | 65 | 58 | 53 |
| Fairly unconvincing | 16 | 13 | 23 | 23 | 4 | 30 | 20 | 18 | 15 | 20 | 18 | 15 | 16 | 20 | 12 | 15 | 15 | 16 | 18 | 20 |
| Very unconvincing | 11 | 5 | 19 | 16 | 2 | 26 | 26 | 13 | 9 | 13 | 10 | 12 | 10 | 13 | 8 | 13 | 10 | 8 | 12 | 18 |
| TOTAL UNCONVINCING | 27 | 18 | 42 | 39 | 6 | 56 | 46 | 31 | 24 | 33 | 28 | 27 | 26 | 33 | 20 | 28 | 25 | 24 | 30 | 38 |
| Not sure | 11 | 8 | 12 | 8 | 6 | 8 | 8 | 7 | 14 | 16 | 14 | 11 | 6 | 9 | 14 | 12 | 10 | 10 | 12 | 9 |

Allow the British government to spend the money that currently goes to the European Union on cutting taxes

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 32 | 15 | 12 | 47 | 5 | 13 | 24 | 23 | 16 | 20 | 25 | 28 | 20 | 28 | 24 | 25 | 26 | 20 | 20 |
| Fairly convincing | 26 | 31 | 23 | 25 | 27 | 19 | 16 | 27 | 26 | 29 | 29 | 24 | 26 | 27 | 26 | 28 | 27 | 27 | 26 | 22 |
| TOTAL CONVINCING | 50 | 63 | 38 | 37 | 74 | 24 | 29 | 51 | 49 | 45 | 49 | 49 | 54 | 47 | 54 | 52 | 52 | 53 | 46 | 42 |
| Fairly unconvincing | 23 | 20 | 26 | 34 | 13 | 33 | 32 | 24 | 21 | 21 | 23 | 22 | 24 | 26 | 18 | 19 | 22 | 23 | 24 | 26 |
| Very unconvincing | 15 | 8 | 23 | 22 | 3 | 33 | 28 | 17 | 12 | 16 | 14 | 15 | 14 | 17 | 12 | 15 | 14 | 12 | 15 | 21 |
| TOTAL UNCONVINCING | 38 | 28 | 49 | 56 | 16 | 66 | 60 | 41 | 33 | 37 | 37 | 37 | 38 | 43 | 30 | 34 | 36 | 35 | 39 | 47 |
| Not sure | 13 | 9 | 14 | 8 | 9 | 10 | 11 | 8 | 17 | 18 | 15 | 13 | 7 | 10 | 16 | 14 | 12 | 11 | 15 | 11 |

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Fieldwork: 13th - 17th August 2015

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|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|--------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

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Britain leaving the European Union would...

Allow the British government to radically reduce the amount of immigration into the country

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 34 | 12 | 21 | 18 | 48 | 70 | 15 | 18 | 60 |
| Fairly convincing | 27 | 22 | 40 | 26 | 35 | 18 | 29 | 26 | 26 |
| TOTAL CONVINCING | 61 | 34 | 61 | 44 | 83 | 88 | 44 | 44 | 86 |
| Fairly unconvincing | 15 | 27 | 19 | 10 | 6 | 3 | 24 | 10 | 4 |
| Very unconvincing | 13 | 29 | 10 | 6 | 3 | 3 | 22 | 6 | 3 |
| TOTAL UNCONVINCING | 28 | 56 | 29 | 16 | 9 | 6 | 46 | 16 | 7 |
| Not sure | 12 | 9 | 10 | 42 | 7 | 6 | 9 | 42 | 7 |

Allow the British government to spend the money that currently goes to the European Union on better public services

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 32 | 8 | 18 | 18 | 49 | 70 | 12 | 18 | 61 |
| Fairly convincing | 30 | 24 | 45 | 30 | 36 | 19 | 32 | 30 | 26 |
| TOTAL CONVINCING | 62 | 32 | 63 | 48 | 85 | 89 | 44 | 48 | 87 |
| Fairly unconvincing | 16 | 30 | 22 | 11 | 7 | 3 | 27 | 11 | 4 |
| Very unconvincing | 11 | 29 | 5 | 3 | 2 | 2 | 20 | 3 | 2 |
| TOTAL UNCONVINCING | 27 | 59 | 27 | 14 | 9 | 5 | 47 | 14 | 6 |
| Not sure | 11 | 9 | 9 | 39 | 6 | 6 | 9 | 39 | 6 |

Allow the British government to spend the money that currently goes to the European Union on cutting taxes

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 7 | 11 | 11 | 33 | 54 | 9 | 11 | 45 |
| Fairly convincing | 26 | 17 | 38 | 26 | 34 | 25 | 25 | 26 | 29 |
| TOTAL CONVINCING | 50 | 24 | 49 | 37 | 67 | 79 | 34 | 37 | 74 |
| Fairly unconvincing | 23 | 35 | 28 | 15 | 20 | 9 | 32 | 15 | 14 |
| Very unconvincing | 15 | 32 | 13 | 5 | 5 | 3 | 25 | 5 | 4 |
| TOTAL UNCONVINCING | 38 | 67 | 41 | 20 | 25 | 12 | 57 | 20 | 18 |
| Not sure | 13 | 9 | 10 | 43 | 9 | 8 | 9 | 43 | 9 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
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| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Allow Britain to trade more effectively with other countries outside the European Union

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 23 | 30 | 11 | 10 | 55 | 3 | 13 | 25 | 20 | 13 | 14 | 23 | 33 | 20 | 26 | 18 | 23 | 26 | 23 | 19 |
| Fairly convincing | 25 | 31 | 22 | 24 | 26 | 15 | 19 | 24 | 27 | 17 | 23 | 27 | 28 | 24 | 27 | 24 | 27 | 26 | 23 | 24 |
| TOTAL CONVINCING | 48 | 61 | 33 | 34 | 81 | 18 | 32 | 49 | 47 | 30 | 37 | 50 | 61 | 44 | 53 | 42 | 50 | 52 | 46 | 43 |
| Fairly unconvincing | 20 | 18 | 27 | 26 | 6 | 32 | 23 | 21 | 20 | 24 | 25 | 17 | 18 | 23 | 17 | 21 | 20 | 21 | 20 | 21 |
| Very unconvincing | 16 | 9 | 23 | 30 | 3 | 33 | 32 | 20 | 12 | 24 | 17 | 16 | 11 | 20 | 10 | 19 | 16 | 13 | 15 | 22 |
| TOTAL UNCONVINCING | 36 | 27 | 50 | 56 | 9 | 65 | 55 | 41 | 32 | 48 | 42 | 33 | 29 | 43 | 27 | 40 | 36 | 34 | 35 | 43 |
| Not sure | 16 | 12 | 18 | 10 | 11 | 16 | 13 | 10 | 21 | 22 | 20 | 16 | 9 | 13 | 19 | 18 | 14 | 14 | 20 | 14 |

Allow Britain to agree a new deal with the European Union, allowing us to trade freely with them without being part of the EU

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 22 | 30 | 12 | 16 | 46 | 6 | 15 | 24 | 20 | 13 | 16 | 24 | 29 | 20 | 25 | 20 | 22 | 24 | 23 | 20 |
| Fairly convincing | 28 | 33 | 25 | 24 | 31 | 20 | 15 | 30 | 26 | 24 | 28 | 27 | 31 | 27 | 28 | 26 | 29 | 30 | 27 | 21 |
| TOTAL CONVINCING | 50 | 63 | 37 | 40 | 77 | 26 | 30 | 54 | 46 | 37 | 44 | 51 | 60 | 47 | 53 | 46 | 51 | 54 | 50 | 41 |
| Fairly unconvincing | 19 | 17 | 23 | 24 | 10 | 26 | 28 | 19 | 19 | 21 | 23 | 18 | 16 | 22 | 15 | 18 | 18 | 20 | 19 | 22 |
| Very unconvincing | 14 | 7 | 23 | 24 | 3 | 32 | 25 | 16 | 13 | 19 | 12 | 14 | 14 | 18 | 10 | 18 | 14 | 11 | 13 | 20 |
| TOTAL UNCONVINCING | 33 | 24 | 46 | 48 | 13 | 58 | 53 | 35 | 32 | 40 | 35 | 32 | 30 | 40 | 25 | 36 | 32 | 31 | 32 | 42 |
| Not sure | 17 | 12 | 18 | 12 | 10 | 16 | 17 | 11 | 22 | 23 | 20 | 18 | 10 | 14 | 21 | 19 | 16 | 15 | 18 | 16 |

Below are some arguments people have made about what would happen if Britain stayed in the EU. In each case please say how convincing you find the argument

Britain staying in the European Union would mean...

The rest of the European Union forcing new treaties upon us as they move ever closer to a full politician union

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 32 | 12 | 14 | 50 | 8 | 15 | 28 | 20 | 15 | 15 | 25 | 35 | 23 | 25 | 21 | 25 | 27 | 22 | 21 |
| Fairly convincing | 26 | 31 | 23 | 28 | 17 | 30 | 25 | 26 | 26 | 22 | 28 | 26 | 26 | 27 | 25 | 27 | 25 | 25 | 26 | 29 |
| TOTAL CONVINCING | 50 | 63 | 35 | 42 | 67 | 38 | 40 | 54 | 46 | 37 | 43 | 51 | 61 | 50 | 50 | 48 | 50 | 52 | 48 | 50 |
| Fairly unconvincing | 22 | 16 | 32 | 36 | 10 | 35 | 24 | 25 | 20 | 28 | 24 | 22 | 19 | 26 | 17 | 23 | 23 | 21 | 23 | 22 |
| Very unconvincing | 9 | 6 | 10 | 8 | 11 | 13 | 21 | 10 | 7 | 8 | 8 | 10 | 8 | 9 | 8 | 9 | 9 | 9 | 8 | 12 |
| TOTAL UNCONVINCING | 31 | 22 | 42 | 44 | 21 | 48 | 45 | 35 | 27 | 36 | 32 | 32 | 27 | 35 | 25 | 32 | 32 | 30 | 31 | 34 |
| Not sure | 19 | 15 | 23 | 13 | 12 | 15 | 16 | 11 | 27 | 27 | 26 | 18 | 12 | 15 | 25 | 21 | 17 | 19 | 22 | 16 |

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| | Attitude to EU | | | | | Attitude to EU | | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|--------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Allow Britain to trade more effectively with other countries outside the European Union

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 23 | 5 | 7 | 6 | 28 | 61 | 6 | 6 | 47 |
| Fairly convincing | 25 | 14 | 29 | 25 | 45 | 23 | 20 | 25 | 32 |
| TOTAL CONVINCING | 48 | 19 | 36 | 31 | 73 | 84 | 26 | 31 | 79 |
| Fairly unconvincing | 20 | 32 | 34 | 15 | 12 | 4 | 32 | 15 | 7 |
| Very unconvincing | 16 | 38 | 13 | 5 | 3 | 3 | 29 | 5 | 3 |
| TOTAL UNCONVINCING | 36 | 70 | 47 | 20 | 15 | 7 | 61 | 20 | 10 |
| Not sure | 16 | 11 | 18 | 49 | 11 | 9 | 13 | 49 | 10 |

Allow Britain to agree a new deal with the European Union, allowing us to trade freely with them without being part of the EU

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 22 | 6 | 11 | 6 | 31 | 53 | 8 | 6 | 44 |
| Fairly convincing | 28 | 16 | 35 | 25 | 44 | 27 | 23 | 25 | 34 |
| TOTAL CONVINCING | 50 | 22 | 46 | 31 | 75 | 80 | 31 | 31 | 78 |
| Fairly unconvincing | 19 | 31 | 25 | 14 | 12 | 6 | 29 | 14 | 8 |
| Very unconvincing | 14 | 35 | 10 | 4 | 2 | 4 | 25 | 4 | 4 |
| TOTAL UNCONVINCING | 33 | 66 | 35 | 18 | 14 | 10 | 54 | 18 | 12 |
| Not sure | 17 | 12 | 19 | 51 | 11 | 10 | 15 | 51 | 10 |

Below are some arguments people have made about what would happen if Britain stayed in the EU. In each case please say how convincing you find the argument

Britain staying in the European Union would mean...

The rest of the European Union forcing new treaties upon us as they move ever closer to a full politician union

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 6 | 12 | 7 | 35 | 57 | 8 | 7 | 47 |
| Fairly convincing | 26 | 22 | 35 | 26 | 36 | 16 | 27 | 26 | 24 |
| TOTAL CONVINCING | 50 | 28 | 47 | 33 | 71 | 73 | 35 | 33 | 71 |
| Fairly unconvincing | 22 | 42 | 27 | 8 | 11 | 7 | 37 | 8 | 9 |
| Very unconvincing | 9 | 16 | 3 | 2 | 4 | 10 | 11 | 2 | 8 |
| TOTAL UNCONVINCING | 31 | 58 | 30 | 10 | 15 | 17 | 48 | 10 | 17 |
| Not sure | 19 | 14 | 22 | 56 | 14 | 11 | 17 | 56 | 12 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 | |
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| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Having little genuine influence, as British ministers and MEPs will always be outvoted by other EU countries

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 32 | 14 | 13 | 53 | 5 | 16 | 27 | 22 | 13 | 17 | 26 | 34 | 23 | 25 | 23 | 27 | 25 | 22 | 23 |
| Fairly convincing | 29 | 34 | 26 | 31 | 23 | 25 | 21 | 28 | 29 | 25 | 32 | 28 | 28 | 29 | 29 | 30 | 29 | 30 | 29 | 26 |
| TOTAL CONVINCING | 53 | 66 | 40 | 44 | 76 | 30 | 37 | 55 | 51 | 38 | 49 | 54 | 62 | 52 | 54 | 53 | 56 | 55 | 51 | 49 |
| Fairly unconvincing | 23 | 17 | 30 | 35 | 7 | 35 | 29 | 24 | 21 | 28 | 23 | 22 | 21 | 26 | 17 | 21 | 23 | 20 | 24 | 24 |
| Very unconvincing | 9 | 6 | 12 | 10 | 8 | 22 | 18 | 11 | 7 | 13 | 8 | 9 | 8 | 10 | 8 | 12 | 9 | 9 | 8 | 12 |
| TOTAL UNCONVINCING | 32 | 23 | 42 | 45 | 15 | 57 | 47 | 35 | 28 | 41 | 31 | 31 | 29 | 36 | 25 | 33 | 32 | 29 | 32 | 36 |
| Not sure | 15 | 11 | 18 | 11 | 8 | 13 | 16 | 9 | 21 | 22 | 19 | 15 | 9 | 12 | 20 | 15 | 13 | 16 | 17 | 15 |

Having to continue contributing billions to an EU budget that would be better spent in this country

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 34 | 44 | 22 | 21 | 64 | 15 | 25 | 35 | 33 | 22 | 26 | 34 | 46 | 31 | 38 | 33 | 37 | 34 | 31 | 30 |
| Fairly convincing | 24 | 28 | 23 | 32 | 13 | 25 | 21 | 24 | 25 | 22 | 30 | 24 | 21 | 26 | 22 | 23 | 24 | 25 | 26 | 22 |
| TOTAL CONVINCING | 58 | 72 | 45 | 53 | 77 | 40 | 46 | 59 | 58 | 44 | 56 | 58 | 67 | 57 | 60 | 56 | 61 | 59 | 57 | 52 |
| Fairly unconvincing | 18 | 13 | 24 | 25 | 6 | 29 | 25 | 19 | 16 | 21 | 17 | 18 | 17 | 21 | 14 | 17 | 16 | 17 | 18 | 26 |
| Very unconvincing | 10 | 6 | 14 | 10 | 8 | 22 | 17 | 12 | 7 | 12 | 8 | 10 | 9 | 11 | 8 | 11 | 10 | 9 | 10 | 9 |
| TOTAL UNCONVINCING | 28 | 19 | 38 | 35 | 14 | 51 | 42 | 31 | 23 | 33 | 25 | 28 | 26 | 32 | 22 | 28 | 26 | 26 | 28 | 35 |
| Not sure | 14 | 10 | 17 | 12 | 9 | 9 | 13 | 10 | 19 | 23 | 18 | 14 | 7 | 12 | 18 | 15 | 14 | 15 | 16 | 12 |

Being stuck as part of a European trading block, when we would be better off trading with other countries outside the EU

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 20 | 25 | 11 | 8 | 47 | 4 | 12 | 21 | 18 | 9 | 13 | 20 | 30 | 17 | 23 | 18 | 21 | 22 | 16 | 20 |
| Fairly convincing | 22 | 28 | 16 | 20 | 24 | 10 | 15 | 21 | 22 | 20 | 20 | 22 | 24 | 21 | 22 | 20 | 23 | 22 | 23 | 16 |
| TOTAL CONVINCING | 42 | 53 | 27 | 28 | 71 | 14 | 27 | 42 | 40 | 29 | 33 | 42 | 54 | 38 | 45 | 38 | 44 | 44 | 39 | 36 |
| Fairly unconvincing | 23 | 23 | 28 | 32 | 7 | 34 | 25 | 25 | 22 | 23 | 28 | 23 | 21 | 26 | 19 | 22 | 23 | 24 | 23 | 25 |
| Very unconvincing | 16 | 10 | 23 | 25 | 8 | 38 | 28 | 21 | 12 | 25 | 15 | 17 | 14 | 20 | 12 | 20 | 15 | 14 | 17 | 21 |
| TOTAL UNCONVINCING | 39 | 33 | 51 | 57 | 15 | 72 | 53 | 46 | 34 | 48 | 43 | 40 | 35 | 46 | 31 | 42 | 38 | 38 | 40 | 46 |
| Not sure | 19 | 14 | 22 | 15 | 14 | 14 | 20 | 12 | 25 | 24 | 24 | 19 | 11 | 15 | 24 | 20 | 17 | 18 | 21 | 18 |

Having no way of limiting or cutting the amount of EU immigrants coming to live here

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 36 | 47 | 22 | 25 | 65 | 12 | 28 | 38 | 34 | 17 | 30 | 37 | 48 | 33 | 40 | 34 | 38 | 38 | 33 | 32 |
| Fairly convincing | 20 | 21 | 22 | 24 | 10 | 20 | 16 | 20 | 20 | 23 | 22 | 20 | 19 | 23 | 17 | 21 | 19 | 19 | 22 | 20 |
| TOTAL CONVINCING | 56 | 68 | 44 | 49 | 75 | 32 | 44 | 58 | 54 | 40 | 52 | 57 | 67 | 56 | 57 | 55 | 57 | 57 | 55 | 52 |
| Fairly unconvincing | 17 | 14 | 23 | 27 | 7 | 30 | 20 | 19 | 16 | 23 | 19 | 17 | 15 | 20 | 14 | 17 | 18 | 16 | 17 | 20 |
| Very unconvincing | 12 | 7 | 17 | 14 | 9 | 27 | 24 | 13 | 11 | 17 | 10 | 13 | 12 | 14 | 10 | 13 | 11 | 11 | 13 | 15 |
| TOTAL UNCONVINCING | 29 | 21 | 40 | 41 | 16 | 57 | 44 | 32 | 27 | 40 | 29 | 30 | 27 | 34 | 24 | 30 | 29 | 27 | 30 | 35 |
| Not sure | 14 | 11 | 16 | 10 | 8 | 10 | 12 | 10 | 18 | 21 | 19 | 14 | 7 | 10 | 19 | 14 | 13 | 15 | 16 | 13 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | Attitude to EU | | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|--------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Having little genuine influence, as British ministers and MEPs will always be outvoted by other EU countries

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 5 | 12 | 8 | 37 | 58 | 7 | 8 | 49 |
| Fairly convincing | 29 | 23 | 43 | 29 | 38 | 19 | 31 | 29 | 27 |
| TOTAL CONVINCING | 53 | 28 | 55 | 37 | 75 | 77 | 38 | 37 | 76 |
| Fairly unconvincing | 23 | 44 | 26 | 8 | 10 | 7 | 37 | 8 | 8 |
| Very unconvincing | 9 | 18 | 4 | 3 | 3 | 8 | 13 | 3 | 6 |
| TOTAL UNCONVINCING | 32 | 62 | 30 | 11 | 13 | 15 | 50 | 11 | 14 |
| Not sure | 15 | 11 | 15 | 52 | 12 | 8 | 12 | 52 | 10 |

Having to continue contributing billions to an EU budget that would be better spent in this country

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 34 | 6 | 20 | 20 | 57 | 71 | 12 | 20 | 65 |
| Fairly convincing | 24 | 26 | 41 | 25 | 24 | 9 | 32 | 25 | 16 |
| TOTAL CONVINCING | 58 | 32 | 61 | 45 | 81 | 80 | 44 | 45 | 81 |
| Fairly unconvincing | 18 | 37 | 20 | 6 | 5 | 4 | 31 | 6 | 4 |
| Very unconvincing | 10 | 19 | 4 | 3 | 5 | 8 | 14 | 3 | 6 |
| TOTAL UNCONVINCING | 28 | 56 | 24 | 9 | 10 | 12 | 45 | 9 | 10 |
| Not sure | 14 | 11 | 14 | 47 | 9 | 8 | 12 | 47 | 9 |

Being stuck as part of a European trading block, when we would be better off trading with other countries outside the EU

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 20 | 4 | 5 | 5 | 25 | 55 | 4 | 5 | 42 |
| Fairly convincing | 22 | 10 | 29 | 17 | 40 | 20 | 17 | 17 | 29 |
| TOTAL CONVINCING | 42 | 14 | 34 | 22 | 65 | 75 | 21 | 22 | 71 |
| Fairly unconvincing | 23 | 36 | 38 | 12 | 15 | 7 | 37 | 12 | 10 |
| Very unconvincing | 16 | 39 | 9 | 6 | 4 | 7 | 27 | 6 | 6 |
| TOTAL UNCONVINCING | 39 | 75 | 47 | 18 | 19 | 14 | 64 | 18 | 16 |
| Not sure | 19 | 12 | 19 | 61 | 16 | 11 | 15 | 61 | 13 |

Having no way of limiting or cutting the amount of EU immigrants coming to live here

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 36 | 10 | 25 | 21 | 58 | 69 | 16 | 21 | 64 |
| Fairly convincing | 20 | 24 | 29 | 21 | 20 | 8 | 26 | 21 | 13 |
| TOTAL CONVINCING | 56 | 34 | 54 | 42 | 78 | 77 | 42 | 42 | 77 |
| Fairly unconvincing | 17 | 32 | 24 | 7 | 6 | 6 | 29 | 7 | 6 |
| Very unconvincing | 12 | 24 | 9 | 4 | 5 | 9 | 18 | 4 | 7 |
| TOTAL UNCONVINCING | 29 | 56 | 33 | 11 | 11 | 15 | 47 | 11 | 13 |
| Not sure | 14 | 10 | 13 | 47 | 10 | 8 | 11 | 47 | 9 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Below are some arguments people have made about the benefits of Britain staying in the EU. In each case please say how convincing you find the argument

Being part of the EU...

Allows Britain to better tackle many international problems like terrorism and climate change by working with other European countries

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 17 | 13 | 23 | 24 | 4 | 25 | 30 | 16 | 17 | 26 | 19 | 13 | 15 | 18 | 14 | 19 | 15 | 15 | 16 | 24 |
| Fairly convincing | 32 | 30 | 37 | 40 | 17 | 46 | 29 | 33 | 31 | 40 | 32 | 32 | 29 | 35 | 29 | 33 | 31 | 32 | 33 | 33 |
| TOTAL CONVINCING | 49 | 43 | 60 | 64 | 21 | 71 | 59 | 49 | 48 | 66 | 51 | 45 | 44 | 53 | 43 | 52 | 46 | 47 | 49 | 57 |
| Fairly unconvincing | 22 | 28 | 16 | 20 | 29 | 11 | 15 | 23 | 21 | 12 | 19 | 22 | 27 | 22 | 20 | 19 | 24 | 22 | 22 | 16 |
| Very unconvincing | 16 | 19 | 8 | 10 | 40 | 8 | 15 | 20 | 13 | 5 | 13 | 19 | 21 | 14 | 19 | 15 | 18 | 18 | 13 | 17 |
| TOTAL UNCONVINCING | 38 | 47 | 24 | 30 | 69 | 19 | 30 | 43 | 34 | 17 | 32 | 41 | 48 | 36 | 39 | 34 | 42 | 40 | 35 | 33 |
| Not sure | 13 | 10 | 15 | 6 | 11 | 9 | 11 | 8 | 18 | 17 | 17 | 14 | 8 | 10 | 18 | 15 | 12 | 13 | 15 | 11 |

Gives British people many advantages, such as working in Europe, being able to retire there and getting free healthcare if they fall ill there on holiday

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 23 | 17 | 31 | 36 | 5 | 54 | 35 | 26 | 20 | 43 | 27 | 18 | 16 | 28 | 17 | 25 | 23 | 22 | 20 | 30 |
| Fairly convincing | 31 | 32 | 33 | 41 | 20 | 26 | 32 | 30 | 32 | 32 | 34 | 30 | 30 | 33 | 29 | 29 | 30 | 31 | 36 | 31 |
| TOTAL CONVINCING | 54 | 49 | 64 | 77 | 25 | 80 | 67 | 56 | 52 | 75 | 61 | 48 | 46 | 61 | 46 | 54 | 53 | 53 | 56 | 61 |
| Fairly unconvincing | 20 | 26 | 16 | 11 | 28 | 7 | 12 | 19 | 21 | 5 | 14 | 22 | 28 | 19 | 20 | 20 | 20 | 21 | 20 | 16 |
| Very unconvincing | 14 | 16 | 7 | 8 | 38 | 3 | 10 | 16 | 12 | 4 | 8 | 17 | 19 | 12 | 17 | 12 | 16 | 16 | 11 | 12 |
| TOTAL UNCONVINCING | 34 | 42 | 23 | 19 | 66 | 10 | 22 | 35 | 33 | 9 | 22 | 39 | 47 | 31 | 37 | 32 | 36 | 37 | 31 | 28 |
| Not sure | 12 | 9 | 13 | 5 | 10 | 9 | 11 | 8 | 16 | 15 | 16 | 12 | 6 | 9 | 16 | 14 | 11 | 11 | 13 | 10 |

Gives Britain access to a huge market for our exports, bringing jobs and prosperity

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 19 | 34 | 35 | 3 | 41 | 43 | 27 | 21 | 34 | 27 | 19 | 22 | 30 | 16 | 25 | 23 | 24 | 22 | 33 |
| Fairly convincing | 32 | 33 | 32 | 43 | 21 | 38 | 29 | 30 | 34 | 34 | 34 | 32 | 29 | 32 | 31 | 33 | 31 | 29 | 34 | 33 |
| TOTAL CONVINCING | 56 | 52 | 66 | 78 | 24 | 79 | 72 | 57 | 55 | 68 | 61 | 51 | 51 | 62 | 47 | 58 | 54 | 53 | 56 | 66 |
| Fairly unconvincing | 19 | 25 | 13 | 9 | 29 | 7 | 11 | 20 | 18 | 11 | 14 | 20 | 24 | 18 | 20 | 16 | 20 | 18 | 20 | 14 |
| Very unconvincing | 12 | 13 | 6 | 7 | 36 | 3 | 7 | 15 | 9 | 5 | 8 | 14 | 16 | 10 | 15 | 12 | 12 | 16 | 10 | 9 |
| TOTAL UNCONVINCING | 31 | 38 | 19 | 16 | 65 | 10 | 18 | 35 | 27 | 16 | 22 | 34 | 40 | 28 | 35 | 28 | 32 | 34 | 30 | 23 |
| Not sure | 13 | 10 | 15 | 5 | 11 | 11 | 10 | 8 | 18 | 16 | 17 | 14 | 8 | 10 | 18 | 15 | 13 | 13 | 14 | 11 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | | Attitude to EU | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|----------------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Below are some arguments people have made about the benefits of Britain staying in the EU. In each case please say how convincing you find the argument

Being part of the EU...

Allows Britain to better tackle many international problems like terrorism and climate change by working with other European countries

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 17 | 36 | 16 | 7 | 6 | 4 | 29 | 7 | 5 |
| Fairly convincing | 32 | 46 | 47 | 24 | 27 | 9 | 46 | 24 | 17 |
| TOTAL CONVINCING | 49 | 82 | 63 | 31 | 33 | 13 | 75 | 31 | 22 |
| Fairly unconvincing | 22 | 8 | 21 | 14 | 38 | 31 | 13 | 14 | 34 |
| Very unconvincing | 16 | 2 | 6 | 7 | 17 | 47 | 4 | 7 | 34 |
| TOTAL UNCONVINCING | 38 | 10 | 27 | 21 | 55 | 78 | 17 | 21 | 68 |
| Not sure | 13 | 8 | 9 | 48 | 12 | 9 | 8 | 48 | 11 |

Gives British people many advantages, such as working in Europe, being able to retire there and getting free healthcare if they fall ill there on holiday

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 23 | 50 | 23 | 11 | 7 | 4 | 40 | 11 | 5 |
| Fairly convincing | 31 | 35 | 48 | 27 | 32 | 14 | 40 | 27 | 22 |
| TOTAL CONVINCING | 54 | 85 | 71 | 38 | 39 | 18 | 80 | 38 | 27 |
| Fairly unconvincing | 20 | 6 | 17 | 14 | 35 | 31 | 11 | 14 | 33 |
| Very unconvincing | 14 | 1 | 4 | 4 | 16 | 41 | 2 | 4 | 31 |
| TOTAL UNCONVINCING | 34 | 7 | 21 | 18 | 51 | 72 | 13 | 18 | 64 |
| Not sure | 12 | 7 | 8 | 44 | 9 | 9 | 7 | 44 | 9 |

Gives Britain access to a huge market for our exports, bringing jobs and prosperity

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 24 | 55 | 24 | 7 | 5 | 4 | 43 | 7 | 4 |
| Fairly convincing | 32 | 34 | 51 | 32 | 35 | 12 | 41 | 32 | 22 |
| TOTAL CONVINCING | 56 | 89 | 75 | 39 | 40 | 16 | 84 | 39 | 26 |
| Fairly unconvincing | 19 | 3 | 14 | 10 | 36 | 34 | 7 | 10 | 35 |
| Very unconvincing | 12 | 1 | 3 | 3 | 10 | 40 | 2 | 3 | 27 |
| TOTAL UNCONVINCING | 31 | 4 | 17 | 13 | 46 | 74 | 9 | 13 | 62 |
| Not sure | 13 | 7 | 8 | 49 | 13 | 11 | 7 | 49 | 12 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 | |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Attracts foreign investment to Britain, many global companies base themselves in Britain because we are part of the European Union

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 22 | 19 | 29 | 35 | 3 | 31 | 34 | 24 | 19 | 30 | 22 | 18 | 22 | 27 | 15 | 25 | 21 | 20 | 21 | 26 |
| Fairly convincing | 31 | 32 | 33 | 40 | 17 | 38 | 32 | 30 | 31 | 28 | 37 | 30 | 28 | 33 | 28 | 32 | 28 | 31 | 33 | 32 |
| TOTAL CONVINCING | 53 | 51 | 62 | 75 | 20 | 69 | 66 | 54 | 50 | 58 | 59 | 48 | 50 | 60 | 43 | 57 | 49 | 51 | 54 | 58 |
| Fairly unconvincing | 20 | 24 | 15 | 10 | 33 | 13 | 11 | 20 | 19 | 12 | 13 | 21 | 26 | 18 | 21 | 16 | 23 | 19 | 19 | 14 |
| Very unconvincing | 13 | 15 | 7 | 7 | 33 | 5 | 12 | 15 | 11 | 9 | 9 | 15 | 15 | 11 | 16 | 11 | 14 | 14 | 11 | 13 |
| TOTAL UNCONVINCING | 33 | 39 | 22 | 17 | 66 | 18 | 23 | 35 | 30 | 21 | 22 | 36 | 41 | 29 | 37 | 27 | 37 | 33 | 30 | 27 |
| Not sure | 15 | 11 | 17 | 7 | 15 | 13 | 11 | 10 | 20 | 21 | 19 | 15 | 9 | 12 | 20 | 16 | 14 | 15 | 16 | 14 |

Makes Britain more influential globally, by working together European countries can be as influential as the US and China

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 20 | 16 | 28 | 29 | 3 | 29 | 32 | 22 | 17 | 26 | 21 | 16 | 19 | 24 | 14 | 23 | 19 | 18 | 18 | 24 |
| Fairly convincing | 28 | 28 | 31 | 33 | 14 | 39 | 35 | 28 | 29 | 32 | 34 | 26 | 24 | 30 | 26 | 29 | 28 | 27 | 29 | 31 |
| TOTAL CONVINCING | 48 | 44 | 59 | 62 | 17 | 68 | 67 | 50 | 46 | 58 | 55 | 42 | 43 | 54 | 40 | 52 | 47 | 45 | 47 | 55 |
| Fairly unconvincing | 21 | 26 | 16 | 18 | 31 | 12 | 10 | 21 | 21 | 14 | 17 | 24 | 24 | 20 | 23 | 19 | 22 | 20 | 23 | 15 |
| Very unconvincing | 16 | 18 | 8 | 11 | 41 | 7 | 14 | 20 | 13 | 7 | 9 | 19 | 23 | 14 | 19 | 15 | 17 | 21 | 12 | 15 |
| TOTAL UNCONVINCING | 37 | 44 | 24 | 29 | 72 | 19 | 24 | 41 | 34 | 21 | 26 | 43 | 47 | 34 | 42 | 34 | 39 | 41 | 35 | 30 |
| Not sure | 15 | 11 | 17 | 9 | 12 | 13 | 10 | 9 | 20 | 21 | 18 | 15 | 9 | 11 | 19 | 15 | 13 | 14 | 17 | 14 |

Below are some arguments people have made about what would happen if Britain left the EU. In each case please say how convincing you find the argument

If Britain left the EU it would mean...

Many companies currently based in Britain because of our access to European markets would close and move overseas

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 12 | 10 | 17 | 20 | 3 | 18 | 14 | 13 | 11 | 18 | 15 | 10 | 10 | 15 | 8 | 15 | 11 | 12 | 12 | 13 |
| Fairly convincing | 31 | 31 | 36 | 40 | 11 | 38 | 40 | 30 | 32 | 40 | 35 | 29 | 27 | 35 | 27 | 31 | 31 | 29 | 32 | 35 |
| TOTAL CONVINCING | 43 | 41 | 53 | 60 | 14 | 56 | 54 | 43 | 43 | 58 | 50 | 39 | 37 | 50 | 35 | 46 | 42 | 41 | 44 | 48 |
| Fairly unconvincing | 27 | 32 | 21 | 22 | 37 | 24 | 21 | 29 | 25 | 18 | 20 | 29 | 35 | 26 | 29 | 25 | 28 | 27 | 27 | 26 |
| Very unconvincing | 14 | 15 | 8 | 8 | 37 | 4 | 14 | 17 | 10 | 6 | 11 | 14 | 19 | 12 | 16 | 12 | 15 | 15 | 12 | 13 |
| TOTAL UNCONVINCING | 41 | 47 | 29 | 30 | 74 | 28 | 35 | 46 | 35 | 24 | 31 | 43 | 54 | 38 | 45 | 37 | 43 | 42 | 39 | 39 |
| Not sure | 16 | 11 | 18 | 10 | 13 | 17 | 11 | 10 | 21 | 19 | 19 | 18 | 9 | 13 | 20 | 17 | 15 | 16 | 17 | 12 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | Attitude to EU | | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|--------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Attracts foreign investment to Britain, many global companies base themselves in Britain because we are part of the European Union

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 22 | 51 | 20 | 7 | 5 | 3 | 39 | 7 | 4 |
| Fairly convincing | 31 | 36 | 48 | 24 | 30 | 13 | 41 | 24 | 20 |
| TOTAL CONVINCING | 53 | 87 | 68 | 31 | 35 | 16 | 80 | 31 | 24 |
| Fairly unconvincing | 20 | 4 | 16 | 14 | 36 | 32 | 9 | 14 | 34 |
| Very unconvincing | 13 | 2 | 3 | 3 | 14 | 39 | 2 | 3 | 28 |
| TOTAL UNCONVINCING | 33 | 6 | 19 | 17 | 50 | 71 | 11 | 17 | 62 |
| Not sure | 15 | 8 | 12 | 51 | 15 | 12 | 9 | 51 | 13 |

Makes Britain more influential globally, by working together European countries can be as influential as the US and China

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 20 | 48 | 15 | 7 | 3 | 3 | 36 | 7 | 3 |
| Fairly convincing | 28 | 35 | 48 | 20 | 24 | 10 | 40 | 20 | 16 |
| TOTAL CONVINCING | 48 | 83 | 63 | 27 | 27 | 13 | 76 | 27 | 19 |
| Fairly unconvincing | 21 | 6 | 21 | 18 | 40 | 28 | 12 | 18 | 33 |
| Very unconvincing | 16 | 2 | 4 | 3 | 20 | 49 | 2 | 3 | 36 |
| TOTAL UNCONVINCING | 37 | 8 | 25 | 21 | 60 | 77 | 14 | 21 | 69 |
| Not sure | 15 | 8 | 12 | 52 | 14 | 10 | 10 | 52 | 12 |

Below are some arguments people have made about what would happen if Britain left the EU. In each case please say how convincing you find the argument

If Britain left the EU it would mean...

Many companies currently based in Britain because of our access to European markets would close and move overseas

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 12 | 29 | 12 | 4 | 3 | 1 | 22 | 4 | 2 |
| Fairly convincing | 31 | 47 | 46 | 25 | 21 | 9 | 46 | 25 | 14 |
| TOTAL CONVINCING | 43 | 76 | 58 | 29 | 24 | 10 | 68 | 29 | 16 |
| Fairly unconvincing | 27 | 14 | 23 | 19 | 47 | 37 | 17 | 19 | 41 |
| Very unconvincing | 14 | 3 | 4 | 3 | 12 | 42 | 3 | 3 | 29 |
| TOTAL UNCONVINCING | 41 | 17 | 27 | 22 | 59 | 79 | 20 | 22 | 70 |
| Not sure | 16 | 8 | 14 | 49 | 17 | 12 | 10 | 49 | 14 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Our businesses would still have to comply with many EU laws if they wanted to sell to the EU, but we would no longer have any say in setting them

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 20 | 16 | 28 | 30 | 5 | 31 | 32 | 22 | 17 | 28 | 22 | 17 | 17 | 24 | 13 | 19 | 19 | 20 | 19 | 26 |
| Fairly convincing | 35 | 39 | 34 | 42 | 23 | 34 | 32 | 34 | 37 | 34 | 35 | 34 | 36 | 38 | 32 | 34 | 36 | 34 | 36 | 36 |
| TOTAL CONVINCING | 55 | 55 | 62 | 72 | 28 | 65 | 64 | 56 | 54 | 62 | 57 | 51 | 53 | 62 | 45 | 53 | 55 | 54 | 55 | 62 |
| Fairly unconvincing | 19 | 21 | 15 | 12 | 32 | 17 | 13 | 20 | 17 | 11 | 16 | 20 | 22 | 18 | 20 | 20 | 20 | 17 | 19 | 15 |
| Very unconvincing | 9 | 11 | 5 | 4 | 24 | 3 | 6 | 12 | 7 | 3 | 6 | 12 | 12 | 7 | 12 | 9 | 10 | 12 | 7 | 8 |
| TOTAL UNCONVINCING | 28 | 32 | 20 | 16 | 56 | 20 | 19 | 32 | 24 | 14 | 22 | 32 | 34 | 25 | 32 | 29 | 30 | 29 | 26 | 23 |
| Not sure | 17 | 13 | 18 | 12 | 16 | 15 | 17 | 11 | 22 | 23 | 20 | 16 | 12 | 12 | 23 | 19 | 16 | 17 | 19 | 16 |

There would be a period of uncertainty and disruption, stopping investment and damaging our economy

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 21 | 18 | 29 | 33 | 5 | 33 | 28 | 23 | 20 | 28 | 22 | 20 | 20 | 27 | 14 | 21 | 21 | 20 | 20 | 25 |
| Fairly convincing | 31 | 34 | 32 | 37 | 15 | 34 | 33 | 31 | 31 | 32 | 35 | 30 | 28 | 32 | 29 | 34 | 29 | 30 | 32 | 33 |
| TOTAL CONVINCING | 52 | 52 | 61 | 70 | 20 | 67 | 61 | 54 | 51 | 60 | 57 | 50 | 48 | 59 | 43 | 55 | 50 | 50 | 52 | 58 |
| Fairly unconvincing | 21 | 25 | 16 | 13 | 37 | 14 | 17 | 23 | 20 | 15 | 18 | 22 | 27 | 20 | 23 | 20 | 22 | 23 | 21 | 20 |
| Very unconvincing | 11 | 12 | 5 | 8 | 30 | 3 | 9 | 13 | 8 | 6 | 8 | 11 | 14 | 8 | 14 | 10 | 12 | 11 | 9 | 9 |
| TOTAL UNCONVINCING | 32 | 37 | 21 | 21 | 67 | 17 | 26 | 36 | 28 | 21 | 26 | 33 | 41 | 28 | 37 | 30 | 34 | 34 | 30 | 29 |
| Not sure | 16 | 11 | 17 | 9 | 14 | 15 | 13 | 10 | 21 | 19 | 18 | 17 | 11 | 12 | 20 | 15 | 15 | 15 | 18 | 14 |

We would risk being shut out of the European market by tariffs or rule changes, costing jobs and damaging business here

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 17 | 13 | 26 | 23 | 4 | 24 | 26 | 17 | 16 | 22 | 18 | 15 | 16 | 21 | 12 | 17 | 16 | 18 | 16 | 22 |
| Fairly convincing | 29 | 29 | 33 | 39 | 9 | 47 | 28 | 27 | 31 | 36 | 33 | 27 | 26 | 32 | 25 | 32 | 29 | 25 | 31 | 30 |
| TOTAL CONVINCING | 46 | 42 | 59 | 62 | 13 | 71 | 54 | 44 | 47 | 58 | 51 | 42 | 42 | 53 | 37 | 49 | 45 | 43 | 47 | 52 |
| Fairly unconvincing | 23 | 28 | 17 | 19 | 33 | 15 | 18 | 25 | 22 | 16 | 19 | 24 | 29 | 22 | 25 | 22 | 24 | 24 | 23 | 21 |
| Very unconvincing | 15 | 17 | 7 | 9 | 43 | 3 | 16 | 21 | 10 | 7 | 13 | 17 | 19 | 13 | 19 | 12 | 17 | 17 | 14 | 14 |
| TOTAL UNCONVINCING | 38 | 45 | 24 | 28 | 76 | 18 | 34 | 46 | 32 | 23 | 32 | 41 | 48 | 35 | 44 | 34 | 41 | 41 | 37 | 35 |
| Not sure | 15 | 12 | 17 | 10 | 11 | 11 | 12 | 10 | 20 | 19 | 18 | 17 | 10 | 12 | 19 | 17 | 14 | 16 | 16 | 13 |

We would look like a country that wasn't interested in co-operating, working or trading with our neighbours

| | | | | | | | | | | | | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 17 | 10 | 25 | 23 | 3 | 33 | 36 | 18 | 15 | 25 | 18 | 14 | 15 | 21 | 11 | 18 | 16 | 14 | 16 | 24 |
| Fairly convincing | 23 | 23 | 27 | 32 | 8 | 29 | 19 | 22 | 25 | 23 | 26 | 23 | 21 | 25 | 21 | 24 | 24 | 22 | 24 | 22 |
| TOTAL CONVINCING | 40 | 33 | 52 | 55 | 11 | 62 | 55 | 40 | 40 | 48 | 44 | 37 | 36 | 46 | 32 | 42 | 40 | 36 | 40 | 46 |
| Fairly unconvincing | 24 | 30 | 19 | 21 | 28 | 14 | 15 | 24 | 24 | 17 | 24 | 23 | 29 | 23 | 25 | 24 | 24 | 26 | 23 | 20 |
| Very unconvincing | 22 | 26 | 12 | 16 | 50 | 13 | 18 | 26 | 18 | 14 | 16 | 24 | 27 | 20 | 25 | 18 | 23 | 24 | 21 | 21 |
| TOTAL UNCONVINCING | 46 | 56 | 31 | 37 | 78 | 27 | 33 | 50 | 42 | 31 | 40 | 47 | 56 | 43 | 50 | 42 | 47 | 50 | 44 | 41 |
| Not sure | 14 | 11 | 16 | 7 | 11 | 11 | 12 | 10 | 19 | 20 | 17 | 16 | 8 | 11 | 19 | 15 | 14 | 15 | 15 | 13 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | | Attitude to EU | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|----------------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Our businesses would still have to comply with many EU laws if they wanted to sell to the EU, but we would no longer have any say in setting them

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 20 | 44 | 20 | 7 | 5 | 5 | 35 | 7 | 5 |
| Fairly convincing | 35 | 36 | 53 | 31 | 36 | 20 | 43 | 31 | 27 |
| TOTAL CONVINCING | 55 | 80 | 73 | 38 | 41 | 25 | 78 | 38 | 32 |
| Fairly unconvincing | 19 | 8 | 11 | 10 | 35 | 31 | 9 | 10 | 33 |
| Very unconvincing | 9 | 3 | 3 | 1 | 8 | 28 | 3 | 1 | 20 |
| TOTAL UNCONVINCING | 28 | 11 | 14 | 11 | 43 | 59 | 12 | 11 | 53 |
| Not sure | 17 | 10 | 13 | 51 | 16 | 16 | 11 | 51 | 16 |

There would be a period of uncertainty and disruption, stopping investment and damaging our economy

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 21 | 47 | 23 | 7 | 7 | 3 | 38 | 7 | 5 |
| Fairly convincing | 31 | 33 | 46 | 32 | 32 | 15 | 38 | 32 | 23 |
| TOTAL CONVINCING | 52 | 80 | 69 | 39 | 39 | 18 | 76 | 39 | 28 |
| Fairly unconvincing | 21 | 9 | 16 | 11 | 37 | 35 | 12 | 11 | 36 |
| Very unconvincing | 11 | 3 | 3 | 3 | 7 | 33 | 3 | 3 | 22 |
| TOTAL UNCONVINCING | 32 | 12 | 19 | 14 | 44 | 68 | 15 | 14 | 58 |
| Not sure | 16 | 8 | 12 | 48 | 17 | 14 | 9 | 48 | 15 |

We would risk being shut out of the European market by tariffs or rule changes, costing jobs and damaging business here

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 17 | 40 | 17 | 5 | 3 | 2 | 31 | 5 | 3 |
| Fairly convincing | 29 | 37 | 49 | 28 | 21 | 9 | 42 | 28 | 14 |
| TOTAL CONVINCING | 46 | 77 | 66 | 33 | 24 | 11 | 73 | 33 | 17 |
| Fairly unconvincing | 23 | 11 | 18 | 15 | 43 | 34 | 13 | 15 | 38 |
| Very unconvincing | 15 | 3 | 5 | 3 | 16 | 45 | 4 | 3 | 32 |
| TOTAL UNCONVINCING | 38 | 14 | 23 | 18 | 59 | 79 | 17 | 18 | 70 |
| Not sure | 15 | 9 | 12 | 49 | 17 | 11 | 10 | 49 | 13 |

We would look like a country that wasn't interested in co-operating, working or trading with our neighbours

| | | | | | | | | | |
|---------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very convincing | 17 | 42 | 14 | 3 | 3 | 1 | 31 | 3 | 2 |
| Fairly convincing | 23 | 34 | 37 | 21 | 13 | 6 | 35 | 21 | 9 |
| TOTAL CONVINCING | 40 | 76 | 51 | 24 | 16 | 7 | 66 | 24 | 11 |
| Fairly unconvincing | 24 | 12 | 25 | 21 | 44 | 26 | 17 | 21 | 34 |
| Very unconvincing | 22 | 5 | 12 | 7 | 26 | 56 | 7 | 7 | 43 |
| TOTAL UNCONVINCING | 46 | 17 | 37 | 28 | 70 | 82 | 24 | 28 | 77 |
| Not sure | 14 | 8 | 12 | 48 | 14 | 10 | 9 | 48 | 12 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 | |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Whether or not you support it, how risky, if at all, do you think it would be for Britain to leave the European Union?

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very risky | 22 | 16 | 33 | 36 | 1 | 40 | 32 | 24 | 20 | 31 | 24 | 19 | 19 | 27 | 15 | 25 | 21 | 20 | 21 | 27 |
| Fairly risky | 36 | 39 | 39 | 42 | 16 | 42 | 36 | 34 | 38 | 41 | 42 | 34 | 31 | 39 | 33 | 38 | 33 | 37 | 38 | 38 |
| TOTAL RISKY | 58 | 55 | 72 | 78 | 17 | 82 | 68 | 58 | 58 | 72 | 66 | 53 | 50 | 66 | 48 | 63 | 54 | 57 | 59 | 65 |
| Not very risky | 22 | 28 | 14 | 12 | 41 | 9 | 18 | 24 | 20 | 12 | 16 | 25 | 29 | 20 | 25 | 20 | 26 | 21 | 21 | 18 |
| No risk at all | 10 | 9 | 5 | 3 | 34 | 0 | 6 | 12 | 7 | 3 | 5 | 11 | 15 | 7 | 13 | 8 | 10 | 13 | 8 | 8 |
| TOTAL NOT RISKY | 32 | 37 | 19 | 15 | 75 | 9 | 24 | 36 | 27 | 15 | 21 | 36 | 44 | 27 | 38 | 28 | 36 | 34 | 29 | 26 |
| Don't know | 10 | 8 | 9 | 6 | 8 | 8 | 8 | 6 | 14 | 12 | 13 | 11 | 6 | 8 | 13 | 9 | 10 | 10 | 11 | 9 |

Whether or not you support it, how risky, if at all, do you think it would be for Britain to remain part of the European Union?

| | | | | | | | | | | | | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very risky | 14 | 14 | 8 | 9 | 40 | 10 | 9 | 15 | 13 | 5 | 8 | 15 | 21 | 11 | 18 | 13 | 15 | 16 | 13 | 9 |
| Fairly risky | 24 | 32 | 17 | 17 | 33 | 13 | 18 | 24 | 24 | 18 | 23 | 25 | 27 | 23 | 26 | 20 | 27 | 27 | 22 | 22 |
| TOTAL RISKY | 38 | 46 | 25 | 26 | 73 | 23 | 27 | 39 | 37 | 23 | 31 | 40 | 48 | 34 | 44 | 33 | 42 | 43 | 35 | 31 |
| Not very risky | 36 | 35 | 43 | 50 | 14 | 45 | 43 | 37 | 35 | 45 | 41 | 34 | 30 | 41 | 30 | 38 | 35 | 33 | 38 | 40 |
| No risk at all | 12 | 9 | 17 | 16 | 5 | 20 | 19 | 16 | 9 | 13 | 13 | 12 | 13 | 14 | 10 | 15 | 11 | 12 | 12 | 18 |
| TOTAL NOT RISKY | 48 | 44 | 60 | 66 | 19 | 65 | 62 | 53 | 44 | 58 | 54 | 46 | 43 | 55 | 40 | 53 | 46 | 45 | 50 | 58 |
| Don't know | 13 | 11 | 15 | 8 | 9 | 11 | 11 | 8 | 18 | 19 | 16 | 14 | 8 | 10 | 17 | 13 | 12 | 13 | 15 | 11 |

How often, if ever, do you discuss Britain's membership of the European Union with people you know?

| | | | | | | | | | | | | | | | | | | | | |
|--------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Very often | 7 | 7 | 4 | 2 | 19 | 8 | 2 | 8 | 5 | 8 | 5 | 5 | 9 | 6 | 7 | 8 | 8 | 8 | 3 | 4 |
| Fairly often | 29 | 32 | 27 | 32 | 34 | 33 | 30 | 31 | 27 | 28 | 21 | 28 | 37 | 29 | 29 | 31 | 28 | 30 | 30 | 27 |
| Rarely | 41 | 44 | 42 | 48 | 30 | 42 | 42 | 42 | 39 | 34 | 47 | 40 | 38 | 44 | 37 | 40 | 40 | 38 | 41 | 47 |
| Not at all | 19 | 15 | 21 | 17 | 14 | 14 | 23 | 15 | 23 | 17 | 21 | 22 | 15 | 17 | 22 | 17 | 19 | 19 | 20 | 20 |
| Don't know | 5 | 3 | 6 | 0 | 3 | 3 | 3 | 4 | 5 | 13 | 6 | 4 | 1 | 4 | 6 | 4 | 5 | 5 | 6 | 2 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | | Attitude to EU | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|----------------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Whether or not you support it, how risky, if at all, do you think it would be for Britain to leave the European Union?

| | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very risky | 22 | 60 | 14 | 3 | 2 | 1 | 43 | 3 | 1 |
| Fairly risky | 36 | 35 | 67 | 35 | 36 | 13 | 47 | 35 | 23 |
| TOTAL RISKY | 58 | 95 | 81 | 38 | 38 | 14 | 90 | 38 | 24 |
| Not very risky | 22 | 3 | 12 | 12 | 45 | 44 | 6 | 12 | 44 |
| No risk at all | 10 | 1 | 1 | 1 | 5 | 37 | 1 | 1 | 23 |
| TOTAL NOT RISKY | 32 | 4 | 13 | 13 | 50 | 81 | 7 | 13 | 67 |
| Don't know | 10 | 1 | 6 | 49 | 12 | 5 | 3 | 49 | 8 |

Whether or not you support it, how risky, if at all, do you think it would be for Britain to remain part of the European Union?

| | | | | | | | | | |
|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very risky | 14 | 5 | 2 | 0 | 13 | 43 | 4 | 0 | 30 |
| Fairly risky | 24 | 8 | 23 | 13 | 46 | 36 | 14 | 13 | 40 |
| TOTAL RISKY | 38 | 13 | 25 | 13 | 59 | 79 | 18 | 13 | 70 |
| Not very risky | 36 | 54 | 56 | 25 | 24 | 10 | 55 | 25 | 16 |
| No risk at all | 12 | 29 | 7 | 4 | 4 | 5 | 21 | 4 | 5 |
| TOTAL NOT RISKY | 48 | 83 | 63 | 29 | 28 | 15 | 76 | 29 | 21 |
| Don't know | 13 | 4 | 12 | 58 | 14 | 6 | 7 | 58 | 9 |

How often, if ever, do you discuss Britain's membership of the European Union with people you know?

| | | | | | | | | | |
|--------------|----|----|----|----|----|----|----|----|----|
| Very often | 7 | 6 | 1 | 1 | 3 | 17 | 4 | 1 | 11 |
| Fairly often | 29 | 32 | 20 | 7 | 33 | 40 | 27 | 7 | 37 |
| Rarely | 41 | 46 | 50 | 35 | 42 | 27 | 47 | 35 | 33 |
| Not at all | 19 | 14 | 25 | 40 | 19 | 12 | 18 | 40 | 15 |
| Don't know | 5 | 3 | 4 | 17 | 4 | 4 | 3 | 17 | 4 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 | |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about your friends, acquaintances and colleagues, do you think they...

| | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Are probably almost all opposed to Britain's membership of the European Union | 11 | 12 | 7 | 3 | 33 | 2 | 8 | 12 | 10 | 4 | 8 | 13 | 16 | 9 | 15 | 11 | 13 | 14 | 9 | 8 |
| Are probably mostly opposed to Britain's membership of the European Union | 15 | 20 | 10 | 9 | 23 | 7 | 6 | 17 | 13 | 11 | 11 | 17 | 18 | 13 | 17 | 12 | 14 | 17 | 17 | 10 |
| Are probably evenly divided between supporting and opposing Britain's membership of the European Union | 23 | 26 | 22 | 27 | 18 | 25 | 25 | 23 | 23 | 17 | 22 | 23 | 26 | 24 | 22 | 22 | 25 | 22 | 21 | 25 |
| Are probably mostly supportive of Britain's membership of the European Union | 17 | 13 | 22 | 31 | 5 | 40 | 21 | 19 | 15 | 28 | 21 | 13 | 14 | 22 | 10 | 20 | 16 | 17 | 17 | 18 |
| Are probably almost all supportive of Britain's membership of the European Union | 5 | 2 | 7 | 7 | 0 | 9 | 11 | 5 | 5 | 10 | 7 | 3 | 2 | 6 | 3 | 9 | 4 | 3 | 3 | 9 |
| Don't know | 29 | 27 | 32 | 23 | 19 | 17 | 29 | 23 | 34 | 30 | 32 | 31 | 24 | 26 | 34 | 26 | 29 | 27 | 33 | 30 |

Thinking more generally about people like yourself, who work in similar jobs and have similar interests to yourself, do you think they...

| | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Are probably almost all opposed to Britain's membership of the European Union | 9 | 12 | 5 | 3 | 26 | 0 | 5 | 10 | 9 | 3 | 7 | 11 | 13 | 7 | 12 | 10 | 10 | 11 | 8 | 7 |
| Are probably mostly opposed to Britain's membership of the European Union | 15 | 17 | 12 | 10 | 29 | 7 | 10 | 18 | 13 | 8 | 11 | 17 | 20 | 14 | 18 | 15 | 16 | 17 | 15 | 11 |
| Are probably evenly divided between supporting and opposing Britain's membership of the European Union | 23 | 27 | 21 | 26 | 19 | 18 | 19 | 22 | 24 | 18 | 22 | 23 | 26 | 23 | 22 | 21 | 24 | 22 | 23 | 21 |
| Are probably mostly supportive of Britain's membership of the European Union | 19 | 16 | 23 | 32 | 5 | 40 | 25 | 21 | 16 | 27 | 22 | 16 | 15 | 23 | 12 | 20 | 17 | 18 | 19 | 22 |
| Are probably almost all supportive of Britain's membership of the European Union | 6 | 3 | 8 | 6 | 1 | 14 | 12 | 7 | 5 | 12 | 9 | 4 | 2 | 8 | 3 | 10 | 4 | 5 | 5 | 9 |
| Don't know | 28 | 25 | 31 | 22 | 20 | 21 | 29 | 22 | 34 | 32 | 29 | 29 | 24 | 25 | 32 | 25 | 28 | 27 | 30 | 30 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | Attitude to EU | | |
|---------------------------|-----------------|----------------|---------|---------------|----------------|----------------|---------|-------|
| Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % |

Thinking about your friends, acquaintances and colleagues, do you think they...

| | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|
| Are probably almost all opposed to Britain's membership of the European Union | 11 | 2 | 3 | 2 | 9 | 36 | 2 | 2 | 25 |
| Are probably mostly opposed to Britain's membership of the European Union | 15 | 7 | 12 | 5 | 23 | 27 | 9 | 5 | 25 |
| Are probably evenly divided between supporting and opposing Britain's membership of the European Union | 23 | 22 | 30 | 18 | 33 | 13 | 25 | 18 | 21 |
| Are probably mostly supportive of Britain's membership of the European Union | 17 | 36 | 20 | 5 | 6 | 3 | 30 | 5 | 4 |
| Are probably almost all supportive of Britain's membership of the European Union | 5 | 13 | 2 | 1 | 1 | 0 | 9 | 1 | 1 |
| Don't know | 29 | 20 | 32 | 69 | 29 | 21 | 25 | 69 | 24 |

Thinking more generally about people like yourself, who work in similar jobs and have similar interests to yourself, do you think they...

| | | | | | | | | | |
|--|-----------|----|----|----|----|----|----|----|----|
| Are probably almost all opposed to Britain's membership of the European Union | 9 | 2 | 2 | 1 | 8 | 31 | 2 | 1 | 21 |
| Are probably mostly opposed to Britain's membership of the European Union | 15 | 6 | 11 | 5 | 22 | 30 | 8 | 5 | 27 |
| Are probably evenly divided between supporting and opposing Britain's membership of the European Union | 23 | 19 | 29 | 22 | 37 | 14 | 23 | 22 | 23 |
| Are probably mostly supportive of Britain's membership of the European Union | 19 | 39 | 24 | 5 | 7 | 2 | 33 | 5 | 4 |
| Are probably almost all supportive of Britain's membership of the European Union | 6 | 16 | 4 | 1 | 0 | 1 | 11 | 1 | 1 |
| Don't know | 28 | 19 | 30 | 66 | 27 | 22 | 23 | 66 | 24 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Imagine the typical sort of person who supports Britain's membership of the European Union. Which of the following words and phrases best describe them? Please tick up to three or four

| | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Well informed | 22 | 19 | 29 | 36 | 3 | 32 | 27 | 22 | 21 | 26 | 22 | 19 | 22 | 26 | 15 | 24 | 20 | 20 | 23 | 24 |
| Sensible | 21 | 18 | 27 | 31 | 6 | 38 | 30 | 23 | 19 | 27 | 21 | 18 | 21 | 25 | 15 | 21 | 20 | 18 | 22 | 26 |
| Open minded | 20 | 17 | 26 | 34 | 7 | 25 | 19 | 21 | 18 | 22 | 20 | 19 | 20 | 24 | 15 | 24 | 19 | 20 | 19 | 17 |
| Liberal | 18 | 18 | 15 | 27 | 20 | 27 | 29 | 24 | 12 | 21 | 18 | 17 | 18 | 21 | 14 | 19 | 20 | 17 | 15 | 24 |
| Part of the establishment | 16 | 16 | 13 | 12 | 36 | 8 | 13 | 17 | 15 | 9 | 9 | 19 | 23 | 15 | 18 | 10 | 19 | 18 | 16 | 13 |
| Out of touch | 14 | 17 | 7 | 8 | 37 | 6 | 7 | 17 | 11 | 8 | 9 | 16 | 19 | 11 | 18 | 11 | 15 | 18 | 13 | 9 |
| Left wing | 12 | 16 | 6 | 10 | 21 | 21 | 14 | 17 | 8 | 16 | 15 | 10 | 11 | 14 | 11 | 13 | 15 | 12 | 9 | 12 |
| Modern | 12 | 9 | 17 | 16 | 1 | 19 | 18 | 15 | 9 | 16 | 16 | 11 | 9 | 15 | 8 | 15 | 12 | 11 | 11 | 15 |
| Ordinary | 12 | 13 | 13 | 9 | 7 | 11 | 18 | 12 | 11 | 10 | 13 | 11 | 11 | 12 | 11 | 10 | 10 | 12 | 12 | 14 |
| Open to new ideas | 11 | 10 | 13 | 14 | 3 | 12 | 22 | 10 | 11 | 9 | 7 | 12 | 12 | 12 | 9 | 13 | 10 | 8 | 10 | 17 |
| Stuck in the past | 9 | 10 | 5 | 7 | 19 | 5 | 7 | 10 | 7 | 8 | 6 | 9 | 10 | 7 | 10 | 6 | 9 | 10 | 10 | 7 |
| Rich | 9 | 6 | 9 | 7 | 26 | 5 | 8 | 9 | 9 | 4 | 5 | 12 | 11 | 8 | 11 | 8 | 9 | 9 | 10 | 8 |
| Sees things that others don't | 8 | 9 | 8 | 12 | 5 | 9 | 5 | 8 | 9 | 10 | 6 | 7 | 11 | 8 | 9 | 7 | 9 | 9 | 8 | 7 |
| Grown-up | 8 | 7 | 10 | 12 | 2 | 9 | 12 | 9 | 7 | 8 | 8 | 8 | 8 | 9 | 6 | 9 | 8 | 8 | 7 | 11 |
| Ignorant | 7 | 9 | 4 | 1 | 15 | 3 | 6 | 8 | 6 | 6 | 5 | 8 | 7 | 5 | 9 | 8 | 6 | 8 | 6 | 6 |
| Hostile to new ideas | 6 | 8 | 4 | 3 | 12 | 4 | 5 | 7 | 5 | 6 | 5 | 7 | 6 | 6 | 6 | 5 | 8 | 6 | 6 | 4 |
| Elitist | 6 | 5 | 4 | 2 | 16 | 2 | 4 | 7 | 4 | 1 | 4 | 7 | 7 | 5 | 7 | 5 | 5 | 7 | 5 | 4 |
| Caring | 5 | 3 | 7 | 6 | 1 | 7 | 10 | 5 | 5 | 6 | 5 | 4 | 6 | 5 | 4 | 6 | 4 | 4 | 5 | 7 |
| Right wing | 4 | 3 | 6 | 4 | 6 | 5 | 3 | 4 | 4 | 3 | 3 | 5 | 5 | 4 | 5 | 3 | 3 | 6 | 5 | 2 |
| Bigoted | 3 | 2 | 2 | 1 | 6 | 1 | 1 | 2 | 3 | 1 | 1 | 3 | 3 | 2 | 4 | 2 | 3 | 2 | 3 | 2 |
| Selfish | 3 | 3 | 3 | 0 | 8 | 1 | 2 | 4 | 2 | 2 | 3 | 4 | 3 | 2 | 5 | 4 | 3 | 5 | 3 | 2 |
| Racist | 1 | 0 | 1 | 0 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 0 | 1 | 1 | 1 | 1 |
| None of these | 4 | 5 | 3 | 2 | 3 | 5 | 3 | 4 | 5 | 2 | 6 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 3 | 4 |
| Don't know | 21 | 20 | 23 | 18 | 13 | 16 | 18 | 15 | 27 | 29 | 24 | 21 | 16 | 18 | 25 | 19 | 21 | 21 | 24 | 19 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | Attitude to EU | | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|--------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Imagine the typical sort of person who supports Britain's membership of the European Union. Which of the following words and phrases best describe them? Please tick up to three or four

| | | | | | | | | | |
|-------------------------------|-----------|----|----|----|----|----|----|----|----|
| Well informed | 22 | 50 | 22 | 7 | 5 | 2 | 39 | 7 | 3 |
| Sensible | 21 | 47 | 21 | 7 | 4 | 4 | 37 | 7 | 4 |
| Open minded | 20 | 39 | 26 | 9 | 7 | 4 | 34 | 9 | 5 |
| Liberal | 18 | 21 | 16 | 6 | 19 | 20 | 19 | 6 | 20 |
| Part of the establishment | 16 | 3 | 10 | 10 | 29 | 31 | 6 | 10 | 30 |
| Out of touch | 14 | 1 | 4 | 3 | 21 | 40 | 2 | 3 | 32 |
| Left wing | 12 | 7 | 8 | 3 | 17 | 23 | 8 | 3 | 20 |
| Modern | 12 | 26 | 14 | 4 | 4 | 1 | 22 | 4 | 2 |
| Ordinary | 12 | 17 | 18 | 5 | 8 | 5 | 17 | 5 | 6 |
| Open to new ideas | 11 | 21 | 13 | 6 | 4 | 3 | 18 | 6 | 3 |
| Stuck in the past | 9 | 1 | 5 | 2 | 14 | 20 | 3 | 2 | 18 |
| Rich | 9 | 1 | 6 | 3 | 16 | 20 | 3 | 3 | 19 |
| Sees things that others don't | 8 | 11 | 10 | 5 | 7 | 5 | 11 | 5 | 6 |
| Grown-up | 8 | 17 | 11 | 2 | 2 | 1 | 15 | 2 | 1 |
| Ignorant | 7 | 1 | 3 | 2 | 6 | 20 | 2 | 2 | 14 |
| Hostile to new ideas | 6 | 1 | 4 | 5 | 11 | 11 | 2 | 5 | 11 |
| Elitist | 6 | 1 | 2 | 0 | 9 | 15 | 1 | 0 | 13 |
| Caring | 5 | 11 | 4 | 1 | 2 | 1 | 8 | 1 | 1 |
| Right wing | 4 | 2 | 5 | 2 | 7 | 5 | 3 | 2 | 6 |
| Bigoted | 3 | 1 | 1 | 1 | 2 | 7 | 1 | 1 | 5 |
| Selfish | 3 | 0 | 2 | 0 | 4 | 9 | 1 | 0 | 7 |
| Racist | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 |
| None of these | 4 | 3 | 4 | 6 | 5 | 5 | 3 | 6 | 5 |
| Don't know | 21 | 12 | 21 | 58 | 26 | 14 | 15 | 58 | 19 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|--------|------|--------|-------|-------|-------|--------------|------|--------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 | |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Imagine the typical sort of person who opposes Britain's membership of the European Union. Which of the following words and phrases best describe them? Please tick up to three or four

| | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Sensible | 17 | 20 | 9 | 8 | 45 | 7 | 11 | 20 | 15 | 9 | 11 | 18 | 24 | 14 | 20 | 19 | 19 | 18 | 15 | 13 |
| Right wing | 16 | 10 | 21 | 22 | 8 | 41 | 27 | 21 | 10 | 23 | 16 | 15 | 13 | 19 | 11 | 16 | 16 | 15 | 14 | 19 |
| Stuck in the past | 15 | 12 | 20 | 25 | 4 | 15 | 23 | 17 | 13 | 11 | 15 | 14 | 17 | 18 | 11 | 18 | 14 | 12 | 15 | 20 |
| Ignorant | 15 | 12 | 20 | 20 | 2 | 27 | 21 | 17 | 14 | 25 | 17 | 13 | 12 | 18 | 11 | 19 | 14 | 15 | 15 | 18 |
| Ordinary | 15 | 16 | 9 | 12 | 38 | 2 | 11 | 16 | 14 | 8 | 11 | 17 | 19 | 13 | 18 | 12 | 17 | 17 | 15 | 11 |
| Bigoted | 14 | 10 | 21 | 25 | 1 | 26 | 23 | 16 | 12 | 13 | 16 | 14 | 13 | 17 | 10 | 14 | 14 | 14 | 12 | 20 |
| Sees things that others don't | 13 | 14 | 9 | 8 | 31 | 8 | 7 | 14 | 12 | 8 | 8 | 14 | 18 | 11 | 16 | 13 | 14 | 14 | 11 | 8 |
| Out of touch | 13 | 12 | 18 | 19 | 2 | 20 | 15 | 14 | 12 | 13 | 12 | 13 | 15 | 15 | 11 | 12 | 14 | 12 | 14 | 14 |
| Racist | 12 | 10 | 16 | 16 | 1 | 22 | 19 | 13 | 10 | 19 | 14 | 10 | 9 | 15 | 8 | 13 | 11 | 11 | 11 | 17 |
| Well informed | 12 | 14 | 6 | 8 | 31 | 3 | 8 | 13 | 11 | 7 | 6 | 12 | 19 | 11 | 14 | 11 | 12 | 13 | 11 | 10 |
| Open minded | 12 | 15 | 7 | 8 | 28 | 5 | 6 | 13 | 12 | 11 | 9 | 11 | 16 | 11 | 14 | 8 | 13 | 16 | 11 | 9 |
| Open to new ideas | 12 | 14 | 9 | 8 | 26 | 5 | 7 | 13 | 11 | 11 | 9 | 13 | 14 | 11 | 14 | 12 | 13 | 14 | 11 | 8 |
| Hostile to new ideas | 11 | 10 | 15 | 21 | 3 | 16 | 9 | 12 | 11 | 11 | 12 | 10 | 12 | 12 | 10 | 13 | 11 | 9 | 12 | 13 |
| Modern | 7 | 8 | 6 | 6 | 10 | 1 | 6 | 8 | 6 | 5 | 6 | 7 | 8 | 7 | 7 | 6 | 7 | 7 | 7 | 8 |
| Selfish | 6 | 5 | 9 | 8 | 0 | 20 | 10 | 7 | 6 | 8 | 8 | 5 | 6 | 8 | 5 | 6 | 6 | 6 | 7 | 8 |
| Grown-up | 6 | 7 | 4 | 3 | 13 | 3 | 3 | 7 | 5 | 3 | 5 | 5 | 9 | 5 | 7 | 8 | 6 | 6 | 5 | 3 |
| Caring | 4 | 4 | 3 | 2 | 8 | 1 | 2 | 4 | 4 | 0 | 3 | 3 | 7 | 3 | 5 | 4 | 5 | 4 | 3 | 3 |
| Left wing | 3 | 4 | 3 | 3 | 1 | 3 | 2 | 4 | 2 | 2 | 3 | 3 | 4 | 3 | 3 | 3 | 3 | 4 | 2 | 3 |
| Elitist | 3 | 2 | 5 | 4 | 1 | 4 | 8 | 4 | 2 | 7 | 4 | 3 | 2 | 4 | 2 | 3 | 3 | 3 | 3 | 5 |
| Part of the establishment | 3 | 1 | 4 | 3 | 1 | 4 | 7 | 3 | 2 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 2 | 4 |
| Rich | 3 | 2 | 5 | 2 | 1 | 6 | 4 | 3 | 3 | 5 | 4 | 3 | 2 | 4 | 2 | 4 | 2 | 3 | 4 | 3 |
| Liberal | 2 | 3 | 2 | 0 | 3 | 1 | 1 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 2 | 2 |
| None of these | 4 | 5 | 2 | 4 | 3 | 9 | 2 | 4 | 5 | 5 | 6 | 4 | 3 | 4 | 4 | 4 | 6 | 3 | 4 | 3 |
| Don't know | 22 | 21 | 24 | 16 | 13 | 16 | 25 | 16 | 29 | 28 | 25 | 23 | 17 | 19 | 26 | 21 | 21 | 21 | 25 | 25 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | Attitude to EU | | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|--------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

Imagine the typical sort of person who opposes Britain's membership of the European Union. Which of the following words and phrases best describe them? Please tick up to three or four

| | | | | | | | | | |
|-------------------------------|-----------|----|----|----|----|----|----|----|----|
| Sensible | 17 | 1 | 5 | 3 | 23 | 50 | 2 | 3 | 39 |
| Right wing | 16 | 27 | 17 | 6 | 8 | 9 | 23 | 6 | 8 |
| Stuck in the past | 15 | 34 | 17 | 4 | 2 | 2 | 27 | 4 | 2 |
| Ignorant | 15 | 37 | 16 | 4 | 2 | 1 | 29 | 4 | 1 |
| Ordinary | 15 | 3 | 11 | 6 | 27 | 30 | 6 | 6 | 29 |
| Bigoted | 14 | 33 | 15 | 3 | 3 | 1 | 26 | 3 | 2 |
| Sees things that others don't | 13 | 2 | 8 | 4 | 20 | 30 | 4 | 4 | 25 |
| Out of touch | 13 | 32 | 13 | 3 | 1 | 2 | 25 | 3 | 2 |
| Racist | 12 | 27 | 15 | 3 | 1 | 1 | 22 | 3 | 1 |
| Well informed | 12 | 2 | 4 | 2 | 15 | 34 | 2 | 2 | 26 |
| Open minded | 12 | 2 | 7 | 4 | 23 | 25 | 4 | 4 | 24 |
| Open to new ideas | 12 | 1 | 8 | 6 | 24 | 24 | 4 | 6 | 24 |
| Hostile to new ideas | 11 | 24 | 15 | 4 | 3 | 1 | 21 | 4 | 2 |
| Modern | 7 | 1 | 5 | 2 | 12 | 15 | 3 | 2 | 13 |
| Selfish | 6 | 14 | 7 | 2 | 1 | 1 | 12 | 2 | 1 |
| Grown-up | 6 | 1 | 2 | 2 | 10 | 14 | 1 | 2 | 12 |
| Caring | 4 | 0 | 1 | 1 | 7 | 10 | 1 | 1 | 9 |
| Left wing | 3 | 4 | 4 | 1 | 2 | 2 | 4 | 1 | 2 |
| Elitist | 3 | 7 | 5 | 1 | 1 | 1 | 6 | 1 | 1 |
| Part of the establishment | 3 | 4 | 3 | 1 | 2 | 1 | 4 | 1 | 2 |
| Rich | 3 | 6 | 3 | 1 | 2 | 1 | 5 | 1 | 2 |
| Liberal | 2 | 1 | 2 | 2 | 4 | 2 | 1 | 2 | 3 |
| None of these | 4 | 3 | 5 | 9 | 5 | 3 | 4 | 9 | 4 |
| Don't know | 22 | 12 | 25 | 62 | 26 | 14 | 17 | 62 | 19 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Vote at 2015 election | | | | | | | Gender | | Age | | | | Social Grade | | Region | | | | | |
|-------------------|-----------------------|------|-----|---------|------|-------|-----|--------|--------|-------|-------|-------|------|--------------|------|--------|---------------|------------------|-------|----------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Green | SNP | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | |
| Weighted Sample | 3402 | 1157 | 953 | 238 | 408 | 119 | 127 | 1650 | 1752 | 405 | 861 | 1163 | 973 | 1939 | 1463 | 435 | 1106 | 728 | 837 | 296 | |
| Unweighted Sample | 3402 | 1040 | 957 | 277 | 429 | 125 | 146 | 1627 | 1775 | 292 | 661 | 1350 | 1099 | 2172 | 1230 | 416 | 1128 | 736 | 796 | 326 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| BBC television news | 59 | 61 | 61 | 63 | 60 | 47 | 54 | 59 | 58 | 41 | 45 | 62 | 74 | 58 | 59 | 50 | 61 | 60 | 59 | 59 |
| BBC radio news | 21 | 22 | 23 | 28 | 18 | 25 | 22 | 23 | 19 | 10 | 16 | 22 | 29 | 25 | 15 | 18 | 23 | 21 | 21 | 18 |
| BBC news website | 27 | 25 | 31 | 39 | 15 | 49 | 30 | 32 | 22 | 40 | 34 | 25 | 16 | 33 | 18 | 33 | 26 | 26 | 24 | 27 |
| National newspapers | 32 | 41 | 28 | 28 | 33 | 24 | 33 | 35 | 30 | 21 | 20 | 30 | 51 | 32 | 32 | 32 | 33 | 32 | 31 | 35 |
| Websites of national newspapers | 20 | 17 | 20 | 23 | 21 | 43 | 25 | 24 | 17 | 33 | 20 | 21 | 15 | 24 | 16 | 23 | 20 | 20 | 19 | 23 |
| Commercial television news (e.g. Sky News, ITN) | 23 | 28 | 19 | 17 | 30 | 12 | 23 | 26 | 20 | 16 | 18 | 24 | 29 | 22 | 24 | 23 | 23 | 22 | 23 | 26 |
| Commercial radio news | 7 | 8 | 5 | 8 | 9 | 3 | 14 | 8 | 6 | 4 | 8 | 7 | 7 | 7 | 7 | 10 | 7 | 5 | 6 | 9 |
| Independent blogs and websites | 11 | 7 | 12 | 10 | 10 | 32 | 26 | 15 | 8 | 18 | 15 | 10 | 8 | 13 | 9 | 12 | 10 | 11 | 11 | 18 |
| Social media (e.g. Twitter or Facebook) | 19 | 13 | 25 | 18 | 13 | 52 | 33 | 20 | 18 | 41 | 26 | 15 | 9 | 21 | 17 | 25 | 19 | 19 | 16 | 22 |
| Word of mouth from friends and family | 21 | 18 | 24 | 25 | 17 | 35 | 26 | 18 | 23 | 33 | 23 | 16 | 19 | 22 | 19 | 23 | 20 | 22 | 19 | 22 |
| Other | 5 | 5 | 5 | 6 | 6 | 6 | 10 | 7 | 4 | 8 | 5 | 5 | 5 | 6 | 5 | 6 | 5 | 5 | 5 | 8 |
| Not applicable - I don't really follow politics or current affairs | 6 | 4 | 5 | 3 | 6 | 4 | 5 | 3 | 8 | 7 | 7 | 6 | 4 | 4 | 8 | 4 | 5 | 7 | 6 | 4 |
| Don't know | 4 | 3 | 4 | 1 | 4 | 1 | 4 | 4 | 4 | 9 | 7 | 2 | 1 | 3 | 5 | 5 | 3 | 5 | 3 | 4 |

Education qualification (highest attained)

| | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| No formal qualifications | 7 | 6 | 8 | 5 | 12 | 1 | 3 | 7 | 8 | 1 | 3 | 6 | 16 | 3 | 13 | 7 | 7 | 9 | 7 | 5 |
| Youth training certificate/skillseekers | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Recognised trade apprenticeship completed | 1 | 1 | 1 | 1 | 1 | 0 | 3 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 2 | 1 | 1 | 1 | 1 | 2 |
| Clerical and commercial | 1 | 2 | 1 | 1 | 2 | 0 | 1 | 0 | 2 | 0 | 1 | 1 | 3 | 1 | 1 | 0 | 1 | 2 | 2 | 1 |
| City & Guilds certificate | 5 | 5 | 4 | 1 | 9 | 3 | 5 | 5 | 4 | 3 | 3 | 5 | 6 | 3 | 7 | 3 | 5 | 5 | 4 | 4 |
| City & Guilds certificate - advanced | 2 | 2 | 2 | 2 | 5 | 0 | 1 | 3 | 1 | 1 | 2 | 1 | 3 | 2 | 3 | 1 | 3 | 2 | 2 | 1 |
| ONC | 1 | 1 | 1 | 2 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 2 | 1 | 1 | 0 | 1 | 2 | 1 | 0 |
| CSE grades 2-5 | 2 | 2 | 2 | 1 | 2 | 0 | 0 | 2 | 2 | 0 | 1 | 4 | 1 | 1 | 3 | 1 | 2 | 1 | 3 | 1 |
| CSE grade 1, GCE O level, GCSE, School Certificate | 13 | 15 | 12 | 8 | 17 | 5 | 6 | 11 | 15 | 6 | 8 | 19 | 14 | 10 | 17 | 10 | 15 | 14 | 14 | 5 |
| Scottish Ordinary/ Lower Certificate | 1 | 0 | 1 | 0 | 0 | 1 | 4 | 1 | 1 | 0 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 0 | 5 |
| GCE A level or Higher Certificate | 16 | 16 | 15 | 21 | 14 | 31 | 3 | 15 | 16 | 43 | 14 | 12 | 10 | 17 | 14 | 13 | 17 | 16 | 18 | 6 |
| Scottish Higher Certificate | 2 | 2 | 1 | 1 | 0 | 1 | 16 | 2 | 1 | 4 | 2 | 2 | 1 | 2 | 2 | 1 | 0 | 0 | 0 | 18 |
| Nursing qualification (eg SEN, SRN, SCM, RGN) | 1 | 2 | 1 | 0 | 2 | 0 | 2 | 0 | 3 | 0 | 1 | 2 | 3 | 2 | 1 | 2 | 1 | 1 | 2 | 2 |
| Teaching qualification (not degree) | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 1 | 3 | 0 | 2 | 2 | 4 | 3 | 2 | 1 | 3 | 1 | 2 | 3 |
| University diploma | 4 | 3 | 5 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 6 | 4 | 2 | 4 | 4 | 6 | 4 | 5 | 3 | 4 |
| University or CNA first degree (eg BA, B.Sc, B.Ed) | 19 | 18 | 23 | 27 | 10 | 29 | 22 | 19 | 20 | 22 | 28 | 17 | 13 | 24 | 13 | 27 | 18 | 19 | 17 | 19 |
| University or CNA higher degree (eg M.Sc, Ph.D) | 7 | 6 | 9 | 13 | 4 | 10 | 9 | 8 | 7 | 6 | 13 | 6 | 4 | 11 | 3 | 13 | 6 | 6 | 8 | 10 |
| Other technical, professional or higher qualification | 11 | 13 | 8 | 10 | 10 | 12 | 15 | 13 | 9 | 4 | 10 | 13 | 12 | 13 | 8 | 8 | 13 | 10 | 10 | 13 |
| Don't know | 2 | 2 | 1 | 0 | 2 | 1 | 3 | 2 | 2 | 4 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 2 | 1 | 3 |
| Prefer not to say | 2 | 2 | 2 | 0 | 2 | 0 | 1 | 2 | 2 | 1 | 3 | 2 | 2 | 1 | 2 | 4 | 1 | 3 | 1 | 1 |

Sample Size: 3402 GB Adults
Fieldwork: 13th - 17th August 2015

| | Attitude to EU | | | | | Attitude to EU | | | |
|-------------------|----------------|-----------------|----------------|---------|---------------|----------------|--------|---------|-------|
| | Total | Solid REMAIN | Soft REMAIN | No idea | Soft LEAVE | Solid LEAVE | REMAIN | No idea | LEAVE |
| Weighted Sample | 3402 | 1038 | 646 | 349 | 582 | 787 | 1684 | 349 | 1369 |
| Unweighted Sample | 3402 | 1121 | 617 | 328 | 559 | 777 | 1738 | 328 | 1336 |
| | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|
| BBC television news | 59 | 62 | 55 | 47 | 64 | 59 | 59 | 47 | 61 |
| BBC radio news | 21 | 31 | 22 | 10 | 15 | 16 | 27 | 10 | 16 |
| BBC news website | 27 | 38 | 30 | 20 | 23 | 14 | 35 | 20 | 18 |
| National newspapers | 32 | 30 | 28 | 18 | 37 | 41 | 29 | 18 | 39 |
| Websites of national newspapers | 20 | 26 | 20 | 11 | 19 | 18 | 24 | 11 | 19 |
| Commercial television news (e.g. Sky News, ITN) | 23 | 17 | 25 | 15 | 27 | 30 | 20 | 15 | 28 |
| Commercial radio news | 7 | 6 | 5 | 5 | 10 | 9 | 6 | 5 | 9 |
| Independent blogs and websites | 11 | 17 | 11 | 4 | 6 | 11 | 15 | 4 | 9 |
| Social media (e.g. Twitter or Facebook) | 19 | 25 | 23 | 15 | 15 | 14 | 24 | 15 | 14 |
| Word of mouth from friends and family | 21 | 23 | 22 | 17 | 22 | 17 | 23 | 17 | 19 |
| Other | 5 | 6 | 5 | 1 | 5 | 7 | 5 | 1 | 6 |
| Not applicable - I don't really follow politics or current affairs | 6 | 3 | 6 | 17 | 5 | 5 | 4 | 17 | 5 |
| Don't know | 4 | 3 | 4 | 8 | 2 | 4 | 3 | 8 | 3 |

Education qualification (highest attained)

| | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|
| No formal qualifications | 7 | 4 | 5 | 10 | 7 | 12 | 4 | 10 | 10 |
| Youth training certificate/skillseekers | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Recognised trade apprenticeship completed | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 |
| Clerical and commercial | 1 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| City & Guilds certificate | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 5 |
| City & Guilds certificate - advanced | 2 | 2 | 1 | 1 | 2 | 4 | 1 | 1 | 3 |
| ONC | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| CSE grades 2-5 | 2 | 2 | 1 | 1 | 2 | 3 | 2 | 1 | 3 |
| CSE grade 1, GCE O level, GCSE, School Certificate | 13 | 8 | 10 | 16 | 15 | 20 | 9 | 16 | 18 |
| Scottish Ordinary/ Lower Certificate | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 1 |
| GCE A level or Higher Certificate | 16 | 15 | 18 | 17 | 17 | 12 | 16 | 17 | 14 |
| Scottish Higher Certificate | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 3 | 1 |
| Nursing qualification (eg SEN, SRN, SCM, RGN) | 1 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |
| Teaching qualification (not degree) | 2 | 2 | 2 | 2 | 4 | 3 | 2 | 2 | 3 |
| University diploma | 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 4 |
| University or CNA first degree (eg BA, B.Sc, B.Ed) | 19 | 27 | 24 | 17 | 14 | 10 | 26 | 17 | 11 |
| University or CNA higher degree (eg M.Sc, Ph.D) | 7 | 13 | 8 | 3 | 4 | 4 | 11 | 3 | 4 |
| Other technical, professional or higher qualification | 11 | 10 | 11 | 11 | 12 | 11 | 10 | 11 | 11 |
| Don't know | 2 | 0 | 1 | 3 | 2 | 4 | 0 | 3 | 3 |
| Prefer not to say | 2 | 1 | 2 | 3 | 3 | 2 | 1 | 3 | 2 |