

YouGov Survey Results

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	6	2	4	60	0	7	6	9	8	5	6	7	5	7	7	6	6	3
UKIP	17	8	5	2	86	19	16	12	11	20	22	12	25	13	19	22	17	6
Other	9	0	3	4	1	9	9	14	12	11	4	9	9	5	6	5	4	50

Other Parties Voting Intention

[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	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	4	3	1	5	6	8	7	6	3	5	7	4	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	22	23	23	24	29	15	28	20	19	23	25	17	24	20	20	22	28
Quite a lot	32	37	32	32	33	36	29	24	29	31	40	34	30	34	34	32	30	32
TOTAL GREAT DEAL / QUITE A LOT	54	59	55	55	57	65	44	52	49	50	63	59	47	58	54	52	52	60
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

YouGov Survey Results

Sample Size: 4317 GB Adults
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	EU Voting Intention					Hard / Soft Vote					Political Interest 3				
	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Headline Voting Intention

[Excluding Don't Know and Would Not Vote]

Con	38	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	6	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	3	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	0	0	4	0	0	0	0	0	0	0	0	0	0	1
Other	1	1	1	0	0	1	1	0	0	1	0	0	1	2	2

Non Voters

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	22	26	5	10	29	18	5	16	25	100	0	0	0	0
Quite a lot	32	35	35	6	21	35	32	17	35	34	0	100	0	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	41	100	0	0	0	1	5	4	82	97	43	45	40	37	25
Remain a member of the European Union	41	0	100	0	0	97	70	3	1	0	49	45	39	32	9
Would not vote	3	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

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

	Vote in 2015					Gender		Age				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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Fieldwork: 20th - 24th November 2015

	EU Voting Intention				Hard / Soft Vote					Political Interest 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	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	100	0	*	*	1	7	67	100	100	47	50	51	54	76
Remain a member of the European Union	50	0	100	*	*	99	95	50	1	0	53	50	49	47	27

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

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

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	9	3	15	8	0	10	8	12	13	8	4	10	7	10	7	8	9	14
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 British interests	26	23	35	43	4	26	27	34	32	24	22	31	21	28	27	23	27	31
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	7	2	11	8	5	8	7	8	8	7	7	8	6	9	6	8	6	10
Don't know	12	8	14	8	4	8	15	20	17	11	4	10	14	11	12	11	11	15

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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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	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 British interests	26	4	55	9	14	56	43	13	6	1	28	30	26	23	6
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	26	18	14	38	10	36	30	54	10	20	28	27	21	8
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	63	1	5	9	1	3	5	31	79	34	29	26	23	13
None of these	13	6	7	65	35	7	12	50	8	9	4	5	13	27	67

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	42	33	46	35	59	54	40	49	50	45	22
Greater powers for national Parliaments to block EU policies they oppose	29	36	25	8	24	22	30	17	36	34	34	34	25	20	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	16	20	21	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

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	18	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 Union	38	45	23	21	83	42	33	22	24	42	51	32	45	37	39	43	36	27
Remain a member of the European Union	37	32	50	55	6	40	35	46	46	33	31	44	28	40	37	32	36	48
Would not vote	3	1	2	1	1	2	3	3	3	3	2	2	4	2	3	3	3	2
Don't know	22	22	26	22	10	15	29	28	26	22	17	21	24	21	21	22	25	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 Union	23	23	14	9	62	26	19	15	17	25	28	17	30	22	23	26	22	15
Remain a member of the European Union	50	54	56	70	14	53	47	50	54	47	51	58	39	53	50	44	49	62
Would not vote	3	1	2	1	1	2	4	4	3	3	2	2	4	2	3	4	4	1
Don't know	24	22	28	20	22	18	30	30	26	25	19	22	27	22	25	26	24	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 Union	46	58	28	27	91	50	42	28	31	51	60	40	53	46	48	50	43	34
Remain a member of the European Union	32	24	46	50	3	34	29	42	40	27	26	38	22	36	31	26	31	44
Would not vote	3	2	2	1	1	3	4	4	4	3	2	3	4	2	4	4	4	2
Don't know	19	17	24	22	6	13	25	26	24	19	12	19	20	15	18	20	22	19

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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 4317	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	20	32	12	11	9	14	8	7	18	39	22	19	19	23	10
Minor changes - other European countries will probably agree to minor changes and clarifications in Britain's relationship with Europe, but nothing major	54	46	68	22	40	67	65	32	53	39	65	63	51	32	10
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	11	7	10	7	6	9	6	14	9	9	9	8	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	38	84	3	5	12	2	9	6	59	93	45	41	35	29	18
Remain a member of the European Union	37	3	83	13	11	89	53	8	6	1	47	40	35	27	10
Would not vote	3	1	1	54	3	1	3	13	3	1	1	1	2	7	22
Don't know	22	12	13	28	74	8	35	72	33	5	8	17	28	37	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	23	51	2	6	4	1	6	3	14	69	26	23	21	22	13
Remain a member of the European Union	50	23	84	13	37	87	68	21	49	9	61	57	48	33	8
Would not vote	3	1	2	50	3	2	2	14	2	2	1	2	2	8	21
Don't know	24	24	12	31	57	10	24	61	34	21	13	18	30	37	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?

Leave the European Union	46	94	8	6	25	3	22	15	84	95	49	51	45	37	18
Remain a member of the European Union	32	1	74	9	4	87	35	2	1	0	42	34	29	22	7
Would not vote	3	1	2	57	2	2	4	14	3	2	2	2	2	8	22
Don't know	19	4	16	28	68	8	39	68	13	3	7	13	24	33	52

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

	Vote in 2015					Gender		Age				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?

Very risky	15	15	8	4	47	17	13	9	11	16	20	11	19	15	14	19	14	11
Fairly risky	21	27	15	15	31	21	21	13	16	23	26	19	23	18	22	22	22	15
TOTAL RISKY	36	42	23	19	78	38	34	22	27	39	46	30	42	33	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?

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	26	19	19	27	21	24	16	18	25	26	22	23	23	22	23	22	25
Don't know	18	16	18	20	7	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

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How safe or risky do you think it would be for Britain to leave the European Union?

Very risky	16	1	36	4	3	48	8	1	1	2	27	17	11	10	5
Fairly risky	29	12	50	15	23	43	55	16	23	5	27	32	32	28	10
TOTAL RISKY	45	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	14	32	1	3	2	1	3	1	7	45	21	16	10	12	7
TOTAL SAFE	39	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	21	40	5	10	15	3	12	10	45	34	20	23	21	21	10
TOTAL RISKY	36	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	16	2	35	8	3	46	10	1	2	2	26	16	13	9	8
TOTAL SAFE	49	17	89	27	30	93	70	19	30	10	55	54	49	35	20
Don't know	16	9	5	61	53	3	17	70	18	8	3	8	19	32	64

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	33	3	73	14	9	82	43	4	5	1	41	37	29	23	14
Would made no real difference to the British economy	22	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	34	6	71	15	15	76	48	12	10	3	42	38	31	24	17
Would made no real difference to British influence	39	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	22	45	4	3	9	3	8	5	31	51	24	22	22	18	13
Bad for jobs	31	3	68	13	8	77	39	4	5	1	43	35	25	19	11
Would made no real difference to British jobs	29	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

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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?

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?

Good for pensions	17	19	9	8	38	19	14	12	18	18	16	14	20	20	15	20	16	11
Bad for pensions	14	9	21	17	2	17	11	17	15	14	11	15	12	13	14	12	12	21
Would made no real difference to pensions	43	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	46	42	59	67	10	49	44	58	56	41	39	54	36	49	46	43	45	58
Leaving the European Union	35	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

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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 4317	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?

Good for the NHS	32	58	10	9	24	6	21	17	49	60	30	35	32	30	19
Bad for the NHS	13	2	28	7	4	34	14	2	3	1	20	14	10	9	7
Would made no real difference to the NHS	38	35	47	25	27	47	44	22	35	33	44	41	39	31	14
Don't know	17	6	14	59	46	13	21	59	12	6	7	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	17	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	43	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	16	36	2	1	6	1	5	4	21	41	23	16	14	15	13
Worse off	16	2	34	12	3	43	15	2	2	1	22	17	13	9	7
No real difference	46	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	41	2	92	15	11	96	65	5	3	1	50	44	38	30	14
Leaving the European Union	41	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

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

	Vote in 2015					Gender		Age				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 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?

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

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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
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Unweighted Sample	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

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	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

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

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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	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]

Leave the European Union	31	72	1	5	4	2	5	4	40	84	40	34	27	23	18
Remain a member of the European Union	39	5	85	18	14	90	55	12	12	1	47	43	36	28	13
Would not vote	4	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	29	66	3	3	5	2	7	3	34	79	34	33	26	24	9
Remain a member of the European Union	43	8	85	3	27	88	67	15	19	3	53	48	40	29	16
Would not vote	4	3	1	46	4	2	3	11	4	4	1	2	4	8	17
Don't know	24	22	11	48	63	9	23	71	43	15	12	17	30	39	59

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	7	7	7	5	7	7	5	8	7	10	8	5	5	3
Trust a fair amount	28	28	30	14	24	26	36	19	38	22	26	32	30	22	11
TOTAL TRUST	35	35	37	21	29	33	43	24	46	29	36	40	35	27	14
Do not trust very much	27	29	27	16	25	27	27	21	27	28	26	25	30	28	18
Do not trust at all	32	32	32	35	27	37	23	32	21	39	37	32	28	32	34
TOTAL DO NOT TRUST	59	61	59	51	52	64	50	53	48	67	63	57	58	60	52
Don't know	6	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	20	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	41	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

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	41	65	17	27	59	44	38	26	29	41	57	40	43	40	42	42	41	40
TOTAL DO NOT TRUST	63	86	39	52	79	65	61	46	54	64	76	62	64	60	65	63	64	61
Don't know	11	6	13	14	8	8	14	16	16	10	6	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

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

	EU Voting Intention					Hard / Soft Vote					Political Interest 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	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	20	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	41	58	27	35	32	26	30	34	48	63	42	43	40	40	29
TOTAL DO NOT TRUST	63	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?

Many times	9	16	5	1	2	5	5	1	6	21	24	9	2	1	1
Once or twice	29	34	32	5	15	35	26	8	29	34	43	38	23	9	3
Not at all	55	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	13	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 large majority in favour of staying in the European Union	10	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	39	29	55	20	27	54	53	20	40	20	48	45	36	27	12
TOTAL STAY	49	33	74	24	32	75	64	24	45	24	59	55	47	37	17
A narrow majority in favour of leaving the European Union	20	34	10	4	10	8	13	6	26	38	24	22	19	11	4
A large majority in favour of leaving the European Union	8	18	1	5	2	1	2	2	7	24	9	10	8	8	5
TOTAL LEAVE	28	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

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	19	9	29	38	2	19	19	33	25	16	13	24	12	25	18	17	16	28
Britain should keep the numbers coming here about the same	25	29	27	31	14	26	24	23	23	24	30	28	22	26	25	26	25	25
Britain should admit lower numbers than recently	21	27	16	16	26	20	22	15	19	20	25	20	22	15	23	19	22	20
Britain should not let anyone from this group come here at all	27	29	17	12	55	29	25	16	21	33	29	21	35	25	26	30	28	22
Don't know	8	6	12	4	3	6	10	13	12	7	3	7	9	9	8	8	8	6

Refugees fleeing conflict or persecution in other countries like Libya, Iraq or

Eritrea

Britain should admit higher numbers than recently	15	5	22	31	1	15	15	28	19	13	9	19	9	19	14	12	12	24
Britain should keep the numbers coming here about the same	23	23	25	32	10	23	22	24	24	22	22	26	18	23	23	23	22	22
Britain should admit lower numbers than recently	23	31	20	20	22	23	24	18	21	21	30	23	24	20	24	22	25	23
Britain should not let anyone from this group come here at all	30	33	20	14	63	33	28	16	22	37	35	24	38	28	29	34	32	24
Don't know	9	7	12	4	3	7	11	15	13	8	4	8	10	9	9	9	9	6

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	3	1	4	3	0	4	2	5	6	2	1	4	2	6	3	2	2	6
Britain should keep the numbers coming here about the same	15	10	22	22	3	16	15	26	22	12	9	19	11	20	15	13	14	22
Britain should admit lower numbers than recently	27	28	28	36	15	25	28	31	28	24	28	29	24	25	27	26	28	28
Britain should not let anyone from this group come here at all	46	54	34	33	79	48	44	23	32	54	58	41	53	38	47	50	48	38
Don't know	9	7	12	6	3	7	10	15	13	7	4	8	10	10	9	9	8	6

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)	39	39	47	57	23	47	33	0	0	27	40	47	29	41	39	36	40	42
I voted No (to leave the EEC)	19	18	14	8	37	20	18	0	0	17	19	17	22	13	19	24	17	18
I did not vote at all	14	12	12	8	16	12	16	0	0	27	13	13	17	14	12	14	18	15
Can't remember	27	30	26	27	24	21	33	0	0	29	27	24	32	32	29	26	25	25

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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	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	19	3	38	14	12	45	22	10	6	2	32	21	14	10	5
Britain should keep the numbers coming here about the same	25	21	30	11	27	28	33	22	31	15	25	29	26	17	15
Britain should admit lower numbers than recently	21	26	15	14	21	13	21	20	29	24	16	20	24	23	15
Britain should not let anyone from this group come here at all	27	46	10	34	20	8	14	23	29	55	25	25	27	32	37
Don't know	8	4	7	28	20	7	9	24	6	4	2	5	8	18	29

Refugees fleeing conflict or persecution in other countries like Libya, Iraq or

Eritrea

Britain should admit higher numbers than recently	15	2	30	8	9	36	15	7	4	2	27	15	11	7	3
Britain should keep the numbers coming here about the same	23	14	31	15	25	30	31	22	23	9	21	26	24	18	14
Britain should admit lower numbers than recently	23	26	21	17	23	18	28	20	30	23	20	25	25	22	18
Britain should not let anyone from this group come here at all	30	53	11	33	21	9	16	24	37	61	29	29	31	34	34
Don't know	9	4	8	28	22	7	11	27	6	5	3	6	9	19	30

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	3	1	6	7	1	7	3	1	2	0	6	3	2	2	2
Britain should keep the numbers coming here about the same	15	5	28	8	11	33	17	9	7	3	22	15	15	10	8
Britain should admit lower numbers than recently	27	20	33	22	31	29	40	29	24	16	23	29	29	24	24
Britain should not let anyone from this group come here at all	46	71	25	37	35	23	30	36	61	76	46	48	44	47	36
Don't know	9	4	8	26	22	8	10	25	7	4	4	5	10	17	29

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)	39	25	66	8	29	69	52	23	29	22	58	42	29	15	12
I voted No (to leave the EEC)	19	32	5	0	5	4	5	2	19	37	17	21	21	13	11
I did not vote at all	14	14	11	87	19	11	14	31	14	14	10	13	14	27	39
Can't remember	27	29	18	5	47	16	29	44	38	27	15	25	36	44	37

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	24	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]

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	35	41	32	52	47	35	35	33	31	33	42	35	36	0	0	35	0	0
Equally British and Welsh	21	24	20	22	23	20	22	21	22	17	25	20	23	0	0	21	0	0
More Welsh than British	19	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	33	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

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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	4317	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	15	12	20	9	12	22	13	16	11	12	16	16	13	17	6
More British than English	8	6	12	3	7	12	12	4	8	3	12	8	7	7	1
TOTAL MORE BRITISH	23	18	32	12	19	34	25	20	19	15	28	24	20	24	7
Equally British and English	35	32	37	30	40	35	40	40	33	31	36	35	35	33	39
More English than British	19	23	15	16	16	15	17	14	25	21	17	22	19	16	13
English, not British	14	23	7	12	10	6	9	11	15	27	13	13	16	14	15
TOTAL MORE ENGLISH	33	46	22	28	26	21	26	25	40	48	30	35	35	30	28
None of these	5	3	7	19	3	8	4	7	4	3	4	5	7	5	6
Don't know	4	1	2	10	12	2	5	9	4	2	2	2	3	8	20

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	21	12	0	13	10	13	16	8	27	19	18	8	12	9
More British than Scottish	5	9	3	0	1	3	4	0	5	11	5	8	0	7	0
TOTAL MORE BRITISH	20	30	15	0	14	13	17	16	13	38	24	26	8	19	9
Equally British and Scottish	23	32	18	10	22	19	19	16	38	29	21	22	25	19	31
More Scottish than British	24	19	24	34	32	23	30	30	30	14	15	23	30	36	17
Scottish, not British	27	15	35	56	20	38	26	24	12	16	35	25	26	14	27
TOTAL MORE SCOTTISH	51	34	59	90	52	61	56	54	42	30	50	48	56	50	44
None of these	5	3	7	0	2	6	5	5	6	1	5	3	7	5	0
Don't know	2	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 you think of yourself as...

[Only asked to those in Wales; n=236]

British, not Welsh	28	26	33	28	20	30	33	16	20	32	32	27	31	25	18
More British than Welsh	7	6	8	0	7	8	6	7	13	4	14	7	4	5	0
TOTAL MORE BRITISH	35	32	41	28	27	38	39	23	33	36	46	34	35	30	18
Equally British and Welsh	21	29	15	14	22	22	10	20	37	23	14	29	14	28	21
More Welsh than British	19	15	24	19	13	20	29	13	7	18	16	18	24	14	25
Welsh, not British	14	13	13	0	26	12	12	32	15	11	14	13	16	16	9
TOTAL MORE WELSH	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 know	2	2	0	27	0	0	5	0	4	2	0	1	2	6	0

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	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	7	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	0	0	0	0	0	0	0	0	0
Slovak	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0
Slovenian	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Swedish	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0
Maltese	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
None of these	85	84	85	86	89	86	84	79	82	88	86	83	87	76	86	86	86	87
Don't know	3	2	3	0	2	3	3	7	3	2	1	2	3	5	2	2	3	2

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

	EU Voting Intention					Hard / Soft Vote					Political Interest 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 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?

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 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 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

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

	Vote in 2015				Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

BBC television news	62	67	63	65	64	61	62	40	44	67	79	61	62	58	63	63	62	58
BBC news website	33	31	36	49	21	38	28	46	41	31	21	39	24	38	34	32	28	33
National newspapers	33	42	29	28	38	37	30	22	22	30	51	34	32	37	32	34	33	32
BBC radio news	26	28	26	36	23	29	23	13	21	27	34	29	21	22	28	28	23	25
Commercial television news (e.g. Sky News, ITN)	25	28	21	23	36	28	22	16	18	27	32	24	26	26	24	26	24	25
Websites of national newspapers	23	22	24	22	24	26	20	33	26	21	18	26	19	28	21	23	21	25
Social media (e.g. Twitter or Facebook)	23	16	26	21	23	25	22	45	35	18	10	25	21	28	23	21	20	32
Word of mouth from friends and family	19	17	20	20	21	19	19	30	23	16	16	20	18	24	19	18	17	22
Independent blogs and websites	11	8	11	11	13	15	7	18	15	10	6	13	8	15	9	10	10	18
Commercial radio news	8	9	6	8	12	10	6	6	9	9	7	8	8	11	7	7	7	10
Other	5	3	5	4	7	7	3	7	5	5	4	5	5	5	4	5	5	6
Not applicable - I don't really follow politics or current affairs	5	3	5	4	2	4	6	6	6	5	3	4	7	4	5	6	5	4
Don't know	2	2	3	0	1	2	3	7	5	1	0	3	2	2	2	2	3	3

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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	4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Where do you get most of your information about politics and current affairs?

Please tick all that apply

BBC television news	62	66	61	29	57	61	60	49	67	64	64	69	64	45	23
BBC news website	33	25	44	14	25	44	38	25	31	20	44	37	29	18	8
National newspapers	33	43	29	12	23	29	28	17	37	45	44	40	30	15	6
BBC radio news	26	23	33	8	18	33	28	12	23	23	37	32	21	10	4
Commercial television news (e.g. Sky News, ITN)	25	33	20	8	18	17	24	15	29	34	37	29	20	12	5
Websites of national newspapers	23	22	28	12	13	28	23	12	19	23	38	27	16	10	3
Social media (e.g. Twitter or Facebook)	23	20	30	13	17	29	27	17	19	19	34	22	21	16	9
Word of mouth from friends and family	19	20	22	2	13	22	19	10	21	19	25	21	17	12	9
Independent blogs and websites	11	10	15	3	7	16	11	4	7	12	24	12	6	2	1
Commercial radio news	8	11	7	2	6	5	9	5	11	9	12	9	7	4	2
Other	5	5	6	3	3	6	6	2	3	6	9	5	4	2	1
Not applicable - I don't really follow politics or current affairs	5	3	3	34	12	3	5	20	4	3	0	0	3	19	42
Don't know	2	1	1	6	7	2	2	5	3	2	2	1	2	5	16

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

	Vote in 2015					Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

	EU Voting Intention				Hard / Soft Vote					Political Interest 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 4317	1782	1805	121	609	1281	764	383	691	1198	998	1459	1221	477	162
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

	Vote in 2015				Gender		Age				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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

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

Total	EU Voting Intention				Hard / Soft Vote					Political Interest 3				
	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
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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