

## YouGov / Ecnmy Survey Results

Sample Size: 1732 GB Adults  
Fieldwork: 13th - 14th September 2016

	EU Ref Vote 2016				Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1732</b>	681	740	263	488	405	104	168	838	894	201	740	428	364	987	745	208	575	372	417	159
Unweighted Sample	1732	818	702	178	487	424	111	173	801	931	204	744	433	351	1026	706	162	610	389	454	117
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your feelings when you hear the economy discussed in the media, or by politicians or economists, on a scale of 0 to 10 where 0 is "Not at all" and 10 is "Completely", to what extent do you:

*Understand what is being said*

0 - Not at all	3	2	2	6	1	2	1	1	3	3	4	2	3	2	2	4	1	3	2	3	5
1	2	1	2	4	1	1	2	3	2	3	3	2	2	3	2	2	0	3	2	1	4
2	4	3	4	5	3	2	4	5	3	4	4	4	1	5	3	5	2	4	2	5	5
3	3	4	3	4	3	4	5	2	3	4	2	4	2	6	3	4	2	4	5	3	3
4	4	4	5	3	4	5	5	3	3	6	7	4	2	5	5	4	5	5	3	3	6
5	14	12	15	16	13	14	21	10	12	15	13	13	16	15	12	17	11	15	14	14	14
6	13	15	11	12	14	15	5	8	12	13	16	13	14	10	12	14	17	12	12	11	18
7	18	20	18	14	20	20	21	22	17	19	13	19	20	17	20	16	26	16	17	19	15
8	16	19	16	10	22	14	20	16	18	14	8	16	19	15	19	11	13	17	17	15	13
9	8	10	6	7	7	10	9	7	10	5	9	6	11	6	9	5	8	7	9	8	7
10 - Completely	9	7	12	7	9	8	7	14	12	7	9	10	7	10	9	10	9	9	9	11	6
Not sure	7	4	6	12	3	6	0	8	6	8	12	8	3	5	5	9	7	5	9	7	4
<b>MEAN</b>	<b>6.4</b>	<b>6.6</b>	<b>6.5</b>	<b>5.7</b>	<b>6.7</b>	<b>6.5</b>	<b>6.4</b>	<b>6.7</b>	<b>6.7</b>	<b>6.0</b>	<b>6.0</b>	<b>6.4</b>	<b>6.6</b>	<b>6.2</b>	<b>6.6</b>	<b>6.0</b>	<b>6.8</b>	<b>6.2</b>	<b>6.5</b>	<b>6.5</b>	<b>5.8</b>
<b>TOTAL 0-3</b>	<b>12</b>	<b>10</b>	<b>11</b>	<b>19</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>11</b>	<b>11</b>	<b>14</b>	<b>13</b>	<b>12</b>	<b>8</b>	<b>16</b>	<b>10</b>	<b>15</b>	<b>5</b>	<b>14</b>	<b>11</b>	<b>12</b>	<b>17</b>
<b>TOTAL 4-6</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>31</b>	<b>34</b>	<b>31</b>	<b>21</b>	<b>27</b>	<b>34</b>	<b>36</b>	<b>30</b>	<b>32</b>	<b>30</b>	<b>29</b>	<b>35</b>	<b>33</b>	<b>32</b>	<b>29</b>	<b>28</b>	<b>38</b>
<b>TOTAL 7-10</b>	<b>51</b>	<b>56</b>	<b>52</b>	<b>38</b>	<b>58</b>	<b>52</b>	<b>57</b>	<b>59</b>	<b>57</b>	<b>45</b>	<b>39</b>	<b>51</b>	<b>57</b>	<b>48</b>	<b>57</b>	<b>42</b>	<b>56</b>	<b>49</b>	<b>52</b>	<b>53</b>	<b>41</b>

Sample Size: 1732 GB Adults  
Fieldwork: 13th - 14th September 2016

	EU Ref Vote 2016				Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Did not vote	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1732</b>	<b>681</b>	<b>740</b>	<b>263</b>	<b>488</b>	<b>405</b>	<b>104</b>	<b>168</b>	<b>838</b>	<b>894</b>	<b>201</b>	<b>740</b>	<b>428</b>	<b>364</b>	<b>987</b>	<b>745</b>	<b>208</b>	<b>575</b>	<b>372</b>	<b>417</b>	<b>159</b>
Unweighted Sample	1732	818	702	178	487	424	111	173	801	931	204	744	433	351	1026	706	162	610	389	454	117
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**See how it affects your day-to-day life**

0 - Not at all	3	2	4	7	2	3	1	2	4	3	5	2	5	4	2	5	3	2	4	2	8
1	2	1	3	4	1	1	3	3	2	3	2	2	2	4	2	3	3	2	2	1	6
2	3	3	3	4	2	3	5	4	3	3	4	3	2	5	3	3	1	5	3	3	2
3	6	6	5	8	6	6	3	2	5	6	9	7	4	4	7	4	6	5	6	6	7
4	5	6	5	4	5	5	3	4	4	7	9	6	4	4	5	6	3	5	5	6	7
5	15	14	17	11	15	16	22	16	14	16	13	14	16	16	13	18	14	17	14	16	11
6	14	16	12	15	14	13	15	11	13	15	11	15	15	12	14	14	17	13	13	14	15
7	14	16	14	11	19	13	22	15	15	13	9	14	15	17	17	11	17	16	13	10	17
8	14	15	15	11	17	16	10	16	16	12	12	13	19	13	16	11	14	14	12	17	10
9	6	8	4	6	5	8	7	5	7	5	4	6	7	5	7	4	2	5	8	6	7
10 - Completely	8	7	10	7	8	9	6	12	9	8	8	8	8	9	8	9	11	8	8	10	4
Not sure	9	5	8	14	5	6	3	11	8	9	14	11	3	8	7	11	9	7	13	9	5
<b>MEAN</b>	<b>6.1</b>	<b>6.3</b>	<b>6.0</b>	<b>5.5</b>	<b>6.3</b>	<b>6.3</b>	<b>6.1</b>	<b>6.4</b>	<b>6.2</b>	<b>5.9</b>	<b>5.6</b>	<b>6.1</b>	<b>6.2</b>	<b>5.9</b>	<b>6.3</b>	<b>5.8</b>	<b>6.2</b>	<b>6.1</b>	<b>6.1</b>	<b>6.3</b>	<b>5.4</b>
<b>TOTAL 0-3</b>	<b>14</b>	<b>12</b>	<b>15</b>	<b>23</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>15</b>	<b>20</b>	<b>14</b>	<b>13</b>	<b>17</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>12</b>	<b>23</b>
<b>TOTAL 4-6</b>	<b>34</b>	<b>36</b>	<b>34</b>	<b>30</b>	<b>34</b>	<b>34</b>	<b>40</b>	<b>31</b>	<b>31</b>	<b>38</b>	<b>33</b>	<b>35</b>	<b>35</b>	<b>32</b>	<b>32</b>	<b>38</b>	<b>34</b>	<b>35</b>	<b>32</b>	<b>36</b>	<b>33</b>
<b>TOTAL 7-10</b>	<b>42</b>	<b>46</b>	<b>43</b>	<b>35</b>	<b>49</b>	<b>46</b>	<b>45</b>	<b>48</b>	<b>47</b>	<b>38</b>	<b>33</b>	<b>41</b>	<b>49</b>	<b>44</b>	<b>48</b>	<b>35</b>	<b>44</b>	<b>43</b>	<b>41</b>	<b>43</b>	<b>38</b>

**Feel this information is reliable and trustworthy**

0 - Not at all	10	6	12	13	6	9	11	11	12	8	7	7	13	12	8	11	7	10	9	8	19
1	5	5	4	6	4	6	5	5	5	5	2	4	5	8	5	4	2	5	5	6	2
2	9	9	9	9	6	9	8	10	9	9	9	7	9	12	8	10	6	11	9	7	7
3	10	12	10	9	9	13	6	8	11	10	12	10	11	10	11	10	9	10	9	10	17
4	10	11	10	6	10	11	12	7	9	10	9	10	9	10	11	8	10	9	9	11	9
5	17	15	20	11	21	15	20	17	15	18	13	17	20	13	16	17	17	20	16	14	13
6	11	14	9	10	13	10	13	11	12	10	10	12	12	8	13	8	13	11	10	12	11
7	8	10	7	8	11	8	10	6	9	8	10	9	7	8	9	7	15	8	7	8	6
8	5	5	5	5	7	4	5	5	5	5	4	5	5	4	5	4	8	3	5	5	5
9	3	4	2	3	3	2	4	2	3	3	4	3	1	3	3	2	1	2	4	3	3
10 - Completely	4	2	5	4	3	3	3	6	3	4	5	5	3	3	3	5	4	3	4	5	1
Not sure	10	8	9	16	6	9	3	10	9	11	16	12	5	9	8	12	9	8	14	11	7
<b>MEAN</b>	<b>4.4</b>	<b>4.6</b>	<b>4.3</b>	<b>4.2</b>	<b>4.9</b>	<b>4.2</b>	<b>4.5</b>	<b>4.4</b>	<b>4.3</b>	<b>4.5</b>	<b>4.8</b>	<b>4.8</b>	<b>4.1</b>	<b>4.0</b>	<b>4.5</b>	<b>4.3</b>	<b>5.0</b>	<b>4.2</b>	<b>4.5</b>	<b>4.6</b>	<b>3.8</b>
<b>TOTAL 0-3</b>	<b>34</b>	<b>32</b>	<b>35</b>	<b>37</b>	<b>25</b>	<b>37</b>	<b>30</b>	<b>34</b>	<b>37</b>	<b>32</b>	<b>30</b>	<b>28</b>	<b>38</b>	<b>42</b>	<b>32</b>	<b>35</b>	<b>24</b>	<b>36</b>	<b>32</b>	<b>31</b>	<b>45</b>
<b>TOTAL 4-6</b>	<b>38</b>	<b>40</b>	<b>39</b>	<b>27</b>	<b>44</b>	<b>36</b>	<b>45</b>	<b>35</b>	<b>36</b>	<b>38</b>	<b>32</b>	<b>39</b>	<b>41</b>	<b>31</b>	<b>40</b>	<b>33</b>	<b>40</b>	<b>40</b>	<b>35</b>	<b>37</b>	<b>33</b>
<b>TOTAL 7-10</b>	<b>20</b>	<b>21</b>	<b>19</b>	<b>20</b>	<b>24</b>	<b>17</b>	<b>22</b>	<b>19</b>	<b>20</b>	<b>20</b>	<b>23</b>	<b>22</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>18</b>	<b>28</b>	<b>16</b>	<b>20</b>	<b>21</b>	<b>15</b>

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Unweighted Sample	1732	818	702	178	487	424	111	173	801	931	204	744	433	351	1026	706	162	610	389	454	117
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

*Feel you are able to engage in conversations about the economy to the level you would like to*

0 - Not at all	7	4	8	13	5	6	3	6	7	7	9	4	9	10	5	10	6	7	7	5	16
1	3	3	3	4	2	3	4	2	2	3	7	3	1	4	3	3	1	4	4	2	3
2	6	6	5	5	4	6	6	6	5	6	5	4	6	9	5	7	3	6	6	5	7
3	7	6	9	7	8	6	9	7	5	9	8	6	9	7	8	6	4	8	8	7	7
4	7	9	6	6	7	8	13	5	5	10	8	8	5	9	8	7	4	6	6	12	8
5	17	18	17	15	17	18	17	12	16	18	17	18	20	11	16	18	24	18	15	15	14
6	11	13	10	12	12	13	5	11	13	10	10	13	11	9	12	10	19	9	10	10	13
7	12	15	11	10	17	11	15	13	13	11	9	12	14	12	13	10	14	14	9	12	10
8	9	11	10	4	10	10	12	12	12	7	5	10	11	8	11	6	6	10	11	9	7
9	5	6	4	6	7	6	7	3	6	4	6	5	7	4	7	3	5	4	7	6	5
10 - Completely	6	5	7	5	5	5	6	8	6	5	5	7	5	5	5	7	6	6	6	7	3
Not sure	9	6	9	14	6	8	3	13	9	9	12	10	4	11	7	12	8	8	11	10	7
<b>MEAN</b>	<b>5.3</b>	<b>5.6</b>	<b>5.2</b>	<b>4.7</b>	<b>5.6</b>	<b>5.4</b>	<b>5.5</b>	<b>5.6</b>	<b>5.6</b>	<b>5.0</b>	<b>4.8</b>	<b>5.6</b>	<b>5.4</b>	<b>4.8</b>	<b>5.5</b>	<b>4.9</b>	<b>5.7</b>	<b>5.2</b>	<b>5.3</b>	<b>5.5</b>	<b>4.5</b>
<b>TOTAL 0-3</b>	<b>23</b>	<b>19</b>	<b>25</b>	<b>29</b>	<b>19</b>	<b>21</b>	<b>22</b>	<b>21</b>	<b>19</b>	<b>25</b>	<b>29</b>	<b>17</b>	<b>25</b>	<b>30</b>	<b>21</b>	<b>26</b>	<b>14</b>	<b>25</b>	<b>25</b>	<b>19</b>	<b>33</b>
<b>TOTAL 4-6</b>	<b>35</b>	<b>40</b>	<b>33</b>	<b>33</b>	<b>36</b>	<b>39</b>	<b>35</b>	<b>28</b>	<b>34</b>	<b>38</b>	<b>35</b>	<b>39</b>	<b>36</b>	<b>29</b>	<b>36</b>	<b>35</b>	<b>47</b>	<b>33</b>	<b>31</b>	<b>37</b>	<b>35</b>
<b>TOTAL 7-10</b>	<b>32</b>	<b>37</b>	<b>32</b>	<b>25</b>	<b>39</b>	<b>32</b>	<b>40</b>	<b>36</b>	<b>37</b>	<b>27</b>	<b>25</b>	<b>34</b>	<b>37</b>	<b>29</b>	<b>36</b>	<b>26</b>	<b>31</b>	<b>34</b>	<b>33</b>	<b>34</b>	<b>25</b>

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

When you hear the word 'economy', what does that mean to you? Please try and describe what you feel the economy is, how it relates to your life, how it makes you feel, what it affects for you and if you feel it is important. This isn't a test and there isn't a right or wrong answer to this question but please be as expansive as possible in your answer. If it doesn't mean anything to you please tell us why this is.

*[Respondents were asked to provide an open-ended response to this question. For further information, please contact [research@ecnmy.org](mailto:research@ecnmy.org) or visit <http://www.ecnmy.org/research/> ]*

Please now think about when you hear news reports about the economy or the economy spoken about in the media or by politicians or economists. What, if anything, would you change about how news reports, politicians or economists speak about the economy? Again, please try to be as expansive as possible in your answer and don't worry if you are not totally sure, there are no wrong answers. If you wouldn't change anything please tell us why this is.

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