

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 1

**Q1. As you may be aware, there is to be a referendum on continued British membership of the European Union. If the British public vote for Britain to leave the EU, it is likely that there will be a negotiation between the government and the EU which defines both the terms of our exit, and the nature of Britain's subsequent relationship with the rest of the EU. In the event of a British exit, do you think ....**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
There should be a second referendum on the terms of the exit deal	817 41%	384 39%	434 42%	130 54%	128 40%	152 40%	132 39%	112 37%	164 39%	250 46%	246 42%	157 37%	165 36%	218 43%	227 43%	193 38%	109 38%	70 40%
There should not be a second referendum on the terms of the exit deal	582 29%	347 35%	235 23%	48 20%	72 22%	89 23%	104 31%	113 38%	156 37%	156 29%	166 29%	112 27%	147 32%	152 30%	143 27%	148 29%	89 31%	50 29%
Don't know	607 30%	252 26%	354 35%	63 26%	122 38%	141 37%	105 31%	75 25%	101 24%	135 25%	169 29%	152 36%	150 32%	140 27%	160 30%	162 32%	91 31%	54 31%

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Table 1

**Q1. As you may be aware, there is to be a referendum on continued British membership of the European Union. If the British public vote for Britain to leave the EU, it is likely that there will be a negotiation between the government and the EU which defines both the terms of our exit, and the nature of Britain's subsequent relationship with the rest of the EU. In the event of a British exit, do you think ....**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
There should be a second referendum on the terms of the exit deal	817 41%	264 42%	214 40%	106 45%	57 43%	30 39%	6 53%	41 48%	8 48%	81 36%	4 17%	7 19%
There should not be a second referendum on the terms of the exit deal	582 29%	201 32%	173 33%	83 35%	31 24%	19 25%	3 27%	20 23%	3 17%	41 18%	2 8%	6 16%
Don't know	607 30%	166 26%	143 27%	48 20%	43 33%	28 36%	2 21%	25 29%	6 36%	104 46%	19 76%	23 65%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 2

**Q2. If it is known in advance that there would be a second referendum on the terms of leaving the EU, would you be...**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
More likely to vote to leave the EU in the first vote	523 26%	275 28%	248 24%	61 25%	61 19%	84 22%	102 30%	102 34%	113 27%	131 24%	132 23%	121 29%	140 30%	143 28%	135 25%	127 25%	85 29%	33 19%
Less likely to vote to leave the EU in the first vote	260 13%	134 14%	126 12%	68 28%	43 13%	52 14%	33 10%	25 8%	38 9%	61 11%	96 16%	57 13%	46 10%	68 13%	71 13%	61 12%	39 13%	21 12%
No difference one way or the other	857 43%	436 44%	420 41%	70 29%	130 40%	153 40%	153 45%	132 44%	218 52%	263 49%	244 42%	159 38%	191 41%	221 43%	223 42%	216 43%	109 38%	89 51%
Don't know	366 18%	137 14%	229 22%	42 17%	87 27%	91 24%	53 16%	41 14%	52 12%	87 16%	110 19%	85 20%	85 18%	78 15%	100 19%	100 20%	56 20%	31 18%

## EU Referendum Survey

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Absolutes/col percents

Table 2

**Q2. If it is known in advance that there would be a second referendum on the terms of leaving the EU, would you be...**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
More likely to vote to leave the EU in the first vote	523 26%	176 28%	105 20%	126 53%	21 16%	15 19%	2 16%	17 19%	3 20%	53 23%	4 15%	1 2%
Less likely to vote to leave the EU in the first vote	260 13%	80 13%	99 19%	6 2%	12 9%	10 12%	5 40%	20 24%	4 26%	12 5%	3 12%	9 24%
No difference one way or the other	857 43%	271 43%	236 45%	89 38%	73 56%	35 45%	5 45%	35 41%	6 37%	92 41%	2 8%	11 33%
Don't know	366 18%	102 16%	90 17%	16 7%	25 19%	18 23%	- -	14 16%	3 18%	68 30%	16 65%	15 41%

**EU Referendum Survey**  
**ONLINE Fieldwork : 10th - 12th July 2015**

Absolutes/col percents

Table 3  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Yes	1200	599	601	147	213	235	181	171	252	414	365	230	191	356	295	303	152	94
	60%	61%	59%	61%	67%	62%	53%	57%	60%	77%	63%	55%	41%	70%	56%	60%	53%	54%
No	806	384	422	94	108	146	160	130	169	127	217	192	271	154	235	200	137	80
	40%	39%	41%	39%	33%	38%	47%	43%	40%	23%	37%	45%	59%	30%	44%	40%	47%	46%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 3  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Yes	1200 60%	422 67%	315 59%	130 55%	92 70%	41 53%	9 81%	43 50%	7 41%	111 49%	14 59%	16 45%
No	806 40%	208 33%	215 41%	107 45%	39 30%	37 47%	2 19%	43 50%	10 59%	115 51%	10 41%	19 55%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 4  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Single	527 26%	280 29%	247 24%	182 76%	119 37%	103 27%	66 19%	32 11%	25 6%	141 26%	170 29%	86 20%	130 28%	163 32%	140 26%	105 21%	68 24%	52 30%
Married or co-habiting (including civil partnership)	1244 62%	615 63%	629 61%	45 19%	193 60%	252 66%	244 72%	207 69%	302 72%	363 67%	332 57%	307 73%	241 52%	286 56%	344 65%	335 67%	185 64%	93 54%
Widowed, separated or divorced	214 11%	83 8%	131 13%	- -	5 2%	24 6%	30 9%	61 20%	94 22%	35 7%	65 11%	25 6%	88 19%	55 11%	44 8%	56 11%	31 11%	27 16%
Refused	22 1%	5 1%	17 2%	14 6%	3 1%	2 1%	2 *	- -	1 *	2 *	14 2%	3 1%	2 1%	6 1%	2 *	7 1%	5 2%	2 1%

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Absolutes/col percents

Table 4  
**Marital Status**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Single	527 26%	137 22%	138 26%	44 19%	30 23%	22 29%	3 28%	42 49%	4 27%	78 35%	12 51%	15 43%
Married or co-habiting (including civil partnership)	1244 62%	426 68%	331 62%	158 66%	86 65%	46 59%	7 65%	38 44%	10 64%	118 52%	10 40%	14 40%
Widowed, separated or divorced	214 11%	67 11%	55 10%	33 14%	14 10%	10 12%	1 6%	4 4%	1 9%	24 11%	1 5%	4 12%
Refused	22 1%	1 *	6 1%	2 1%	2 2%	- -	- -	3 3%	- -	6 3%	1 4%	1 4%



## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 5  
**Tenure**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Owned outright - without mortgage	662 33%	333 34%	329 32%	44 18%	42 13%	45 12%	107 32%	142 47%	282 67%	225 41%	183 31%	137 33%	118 25%	162 32%	173 33%	166 33%	106 37%	55 31%
Owned with a mortgage or loan	702 35%	351 36%	350 34%	73 30%	138 43%	213 56%	141 41%	84 28%	52 12%	224 41%	217 37%	173 41%	88 19%	179 35%	200 38%	176 35%	90 31%	57 32%
Rented from the council	261 13%	130 13%	131 13%	37 15%	29 9%	42 11%	51 15%	43 14%	58 14%	15 3%	56 10%	53 12%	137 30%	69 13%	60 11%	74 15%	28 10%	30 17%
Rented from a housing association	105 5%	48 5%	57 6%	18 8%	20 6%	22 6%	15 4%	15 5%	14 3%	11 2%	30 5%	21 5%	43 9%	19 4%	31 6%	26 5%	15 5%	14 8%
Rented from someone else	230 11%	103 10%	127 12%	46 19%	82 25%	48 13%	22 7%	17 6%	14 3%	51 9%	79 14%	33 8%	67 14%	69 13%	53 10%	53 11%	42 15%	13 8%
Rent free	46 2%	18 2%	29 3%	22 9%	10 3%	11 3%	3 1%	- -	1 *	15 3%	17 3%	4 1%	10 2%	12 2%	13 2%	9 2%	8 3%	6 3%

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**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Owned outright - without mortgage	662 33%	264 42%	160 30%	96 40%	48 37%	21 27%	5 40%	15 18%	6 35%	36 16%	5 22%	6 18%
Owned with a mortgage or loan	702 35%	244 39%	177 33%	67 28%	47 36%	32 41%	6 51%	25 30%	6 39%	76 34%	7 28%	14 40%
Rented from the council	261 13%	43 7%	84 16%	40 17%	14 10%	13 16%	- -	14 17%	1 8%	44 19%	3 14%	5 15%
Rented from a housing association	105 5%	16 2%	38 7%	15 6%	6 5%	5 7%	- -	5 5%	- -	16 7%	3 11%	1 1%
Rented from someone else	230 11%	51 8%	64 12%	14 6%	15 11%	5 6%	1 9%	23 26%	2 12%	45 20%	4 17%	7 20%
Rent free	46 2%	12 2%	8 1%	6 3%	* *	2 2%	- -	4 4%	1 7%	10 4%	2 9%	2 5%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 6  
**At what age did you finish your full time education?**  
**Base: All respondents**

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Under 16	684 34%	339 34%	345 34%	23 10%	33 10%	93 25%	135 40%	162 54%	236 56%	91 17%	164 28%	180 43%	248 54%	132 26%	183 35%	202 40%	101 35%	66 38%
17-18	426 21%	195 20%	231 23%	33 13%	66 21%	80 21%	93 27%	59 20%	95 23%	98 18%	132 23%	110 26%	87 19%	108 21%	120 23%	92 18%	68 24%	38 22%
19-24	582 29%	300 31%	282 28%	61 25%	163 51%	149 39%	82 24%	64 21%	62 15%	252 47%	176 30%	84 20%	69 15%	185 36%	143 27%	130 26%	83 29%	41 24%
25-34	90 4%	49 5%	41 4%	- -	26 8%	31 8%	14 4%	11 4%	9 2%	48 9%	22 4%	7 2%	13 3%	27 5%	21 4%	20 4%	12 4%	9 5%
35-44	13 1%	10 1%	4 *	- -	- -	8 2%	4 1%	- -	1 *	5 1%	2 *	- -	7 1%	5 1%	- -	4 1%	* *	3 2%
45-54	6 *	1 *	5 *	- -	- -	- -	3 1%	1 *	2 *	3 1%	3 1%	- -	- -	4 1%	- -	2 *	- -	- -
55-64	1 *	- -	1 *	- -	- -	- -	- -	* *	1 *	1 *	- -	- -	- -	1 *	- -	* *	- -	- -
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	132 7%	56 6%	76 7%	114 47%	12 4%	5 1%	2 *	- -	- -	31 6%	54 9%	27 6%	20 4%	36 7%	39 7%	32 6%	12 4%	14 8%
Never had any full time education	4 *	3 *	1 *	- -	1 *	1 *	1 *	1 *	- -	- -	2 *	- -	2 *	3 1%	- -	1 *	- -	- -
Don't know	26 1%	9 1%	18 2%	3 1%	9 3%	5 1%	2 1%	1 *	6 1%	3 1%	11 2%	5 1%	7 1%	4 1%	9 2%	4 1%	6 2%	3 1%
Refused	42 2%	22 2%	20 2%	7 3%	11 3%	9 2%	5 1%	2 1%	8 2%	8 1%	14 2%	8 2%	11 2%	5 1%	15 3%	15 3%	6 2%	1 *
Mean	18.82	18.90	18.74	19.00	20.51	19.91	18.70	17.77	17.45	20.66	19.03	17.51	17.58	19.78	18.40	18.54	18.41	18.68
Standard deviation	4.19	4.02	4.35	2.28	3.09	4.42	4.73	3.72	4.25	4.78	4.16	2.47	3.86	5.04	3.08	4.51	3.29	4.27
Standard error	0.10	0.14	0.14	0.26	0.18	0.23	0.25	0.21	0.21	0.18	0.20	0.16	0.19	0.22	0.14	0.21	0.20	0.34

## EU Referendum Survey

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Absolutes/col percents

Table 6  
**At what age did you finish your full time education?**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Under 16	684 34%	197 31%	196 37%	116 49%	30 23%	29 37%	2 14%	11 12%	3 19%	86 38%	6 23%	9 25%
17-18	426 21%	153 24%	82 15%	57 24%	24 18%	22 29%	2 16%	16 18%	4 27%	54 24%	4 18%	7 20%
19-24	582 29%	214 34%	165 31%	37 15%	58 44%	13 17%	7 60%	35 41%	2 15%	40 18%	6 23%	6 17%
25-34	90 4%	32 5%	16 3%	6 2%	7 6%	4 5%	1 10%	11 12%	1 8%	11 5%	-	1 4%
35-44	13 1%	3 *	3 *	* *	2 1%	3 3%	-	2 2%	-	1 1%	-	-
45-54	6 *	1 *	4 1%	1 *	1 1%	-	-	-	-	-	-	-
55-64	1 *	-	1 *	-	-	-	-	-	-	* *	-	-
65+	-	-	-	-	-	-	-	-	-	-	-	-
Still in full time education	132 7%	19 3%	46 9%	6 3%	5 3%	6 8%	-	11 12%	1 7%	26 12%	6 23%	7 19%
Never had any full time education	4 *	1 *	1 *	2 1%	-	-	-	-	-	-	-	-
Don't know	26 1%	4 1%	6 1%	4 2%	2 2%	-	-	-	3 18%	5 2%	2 7%	-
Refused	42 2%	7 1%	11 2%	8 3%	3 2%	-	-	2 2%	1 5%	3 1%	1 6%	6 16%
Mean	18.82	18.99	18.85	17.52	19.96	18.57	20.61	20.89	19.07	18.26	18.13	18.26
Standard deviation	4.19	3.72	4.62	3.59	4.64	4.88	3.91	4.80	3.62	4.02	2.40	3.21
Standard error	0.10	0.15	0.21	0.24	0.40	0.59	1.30	0.52	1.05	0.29	0.62	0.67

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 7  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Secondary school, high school, NVQ levels 1 to 3, etc.	1039 52%	508 52%	531 52%	92 38%	100 31%	190 50%	205 60%	199 66%	252 60%	149 28%	274 47%	286 68%	329 71%	215 42%	289 55%	283 56%	162 56%	90 52%
University degree or equivalent professional qualification, NVQ level 4, etc.	601 30%	305 31%	296 29%	51 21%	122 38%	132 35%	91 27%	75 25%	131 31%	244 45%	206 35%	75 18%	76 16%	179 35%	147 28%	134 27%	87 30%	55 32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	238 12%	117 12%	122 12%	29 12%	79 24%	49 13%	36 11%	22 7%	24 6%	120 22%	70 12%	24 6%	24 5%	82 16%	58 11%	46 9%	33 11%	19 11%
Still in full time education	65 3%	24 2%	40 4%	56 23%	6 2%	1 *	1 *	- -	- -	24 4%	12 2%	18 4%	11 2%	22 4%	17 3%	16 3%	2 1%	7 4%
No formal education	24 1%	12 1%	12 1%	3 1%	3 1%	1 *	6 2%	4 1%	8 2%	* *	6 1%	9 2%	9 2%	6 1%	8 1%	8 2%	1 *	1 1%
Refused	39 2%	17 2%	22 2%	9 4%	11 3%	8 2%	3 1%	1 *	6 1%	3 1%	15 3%	9 2%	13 3%	6 1%	10 2%	16 3%	4 1%	3 2%

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Table 7

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Secondary school, high school, NVQ levels 1 to 3, etc.	1039	314	273	144	50	42	3	28	8	148	9	19
	52%	50%	52%	61%	38%	54%	30%	32%	46%	65%	38%	53%
University degree or equivalent professional qualification, NVQ level 4, etc.	601	219	153	63	59	22	4	31	6	35	7	3
	30%	35%	29%	26%	45%	29%	35%	36%	34%	15%	30%	10%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	238	78	62	19	15	8	4	18	2	22	2	7
	12%	12%	12%	8%	12%	11%	35%	21%	15%	10%	10%	20%
Still in full time education	65	9	23	3	5	4	-	8	-	11	1	1
	3%	1%	4%	1%	3%	6%	-	10%	-	5%	4%	3%
No formal education	24	2	8	8	-	-	-	-	-	5	-	1
	1%	*	1%	3%	-	-	-	-	-	2%	-	4%
Refused	39	8	11	1	2	1	-	2	1	6	4	4
	2%	1%	2%	*	1%	1%	-	2%	5%	3%	18%	10%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 8

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
NET: Yes half or more	1838 92%	862 88%	976 95%	174 72%	308 96%	367 96%	319 94%	289 96%	382 91%	499 92%	529 91%	375 89%	434 94%	471 92%	491 93%	455 90%	261 90%	160 92%
Yes, solely responsible	1047 52%	393 40%	654 64%	96 40%	188 59%	208 55%	192 56%	153 51%	210 50%	271 50%	309 53%	192 46%	274 59%	284 56%	270 51%	257 51%	140 48%	96 55%
Responsible for more than half (but not all)	413 21%	198 20%	215 21%	24 10%	64 20%	89 23%	83 24%	66 22%	86 21%	123 23%	118 20%	95 23%	78 17%	100 20%	106 20%	116 23%	63 22%	29 17%
About half	378 19%	271 28%	107 10%	53 22%	55 17%	69 18%	44 13%	70 23%	86 20%	105 19%	102 18%	88 21%	82 18%	87 17%	116 22%	82 16%	58 20%	34 20%
NET: Less than half	168 8%	121 12%	48 5%	67 28%	13 4%	15 4%	21 6%	12 4%	39 9%	42 8%	52 9%	46 11%	28 6%	38 8%	38 7%	49 10%	28 10%	14 8%
Less than half	115 6%	87 9%	28 3%	38 16%	10 3%	8 2%	18 5%	9 3%	33 8%	32 6%	36 6%	28 7%	19 4%	23 5%	31 6%	29 6%	21 7%	11 6%
None - someone else does it	53 3%	33 3%	19 2%	29 12%	4 1%	6 2%	4 1%	3 1%	7 2%	10 2%	16 3%	18 4%	9 2%	15 3%	7 1%	20 4%	8 3%	3 2%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 8

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
NET: Yes half or more	1838 92%	588 93%	482 91%	225 95%	118 90%	71 91%	11 100%	77 89%	16 100%	198 88%	23 96%	27 77%
Yes, solely responsible	1047 52%	332 53%	291 55%	125 52%	67 51%	40 51%	4 35%	41 48%	11 65%	108 48%	15 62%	13 38%
Responsible for more than half (but not all)	413 21%	135 21%	113 21%	50 21%	32 24%	11 14%	2 16%	13 15%	4 23%	40 18%	4 16%	10 29%
About half	378 19%	121 19%	78 15%	51 21%	20 15%	20 25%	6 50%	23 27%	2 12%	50 22%	4 17%	3 10%
NET: Less than half	168 8%	42 7%	48 9%	12 5%	12 10%	7 9%	- -	9 11%	- -	28 12%	1 4%	8 23%
Less than half	115 6%	37 6%	23 4%	9 4%	10 8%	6 7%	- -	7 8%	- -	19 8%	- -	4 12%
None - someone else does it	53 3%	5 1%	25 5%	3 1%	3 2%	1 1%	- -	2 3%	- -	9 4%	1 4%	4 11%



**EU Referendum Survey**  
**ONLINE Fieldwork : 10th - 12th July 2015**

Absolutes/col percents

Table 9  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
None	405 20%	205 21%	201 20%	64 27%	77 24%	82 21%	63 18%	55 18%	65 16%	63 12%	128 22%	48 11%	167 36%	133 26%	84 16%	104 21%	40 14%	45 26%
1	831 41%	405 41%	426 42%	78 33%	129 40%	137 36%	128 38%	131 44%	226 54%	208 38%	235 40%	182 43%	206 45%	198 39%	224 42%	213 42%	118 41%	77 45%
2	588 29%	291 30%	297 29%	61 25%	93 29%	136 36%	107 31%	81 27%	109 26%	198 37%	170 29%	146 35%	74 16%	130 25%	160 30%	147 29%	115 40%	35 20%
3+	182 9%	83 8%	100 10%	37 15%	22 7%	26 7%	43 13%	34 11%	21 5%	73 14%	48 8%	45 11%	16 3%	49 10%	62 12%	39 8%	16 5%	17 10%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 9  
**How many cars are there in your household?**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
None	405 20%	64 10%	125 24%	40 17%	30 23%	16 21%	1 9%	32 37%	4 24%	78 34%	9 35%	7 21%
1	831 41%	268 43%	217 41%	117 49%	46 35%	33 42%	3 24%	25 29%	5 32%	88 39%	8 32%	20 58%
2	588 29%	230 37%	143 27%	52 22%	50 38%	19 25%	8 67%	24 27%	3 17%	46 20%	6 24%	8 21%
3+	182 9%	68 11%	46 9%	29 12%	5 4%	9 12%	- -	5 6%	4 27%	13 6%	2 9%	- -

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 10

**To which of the following ethnic groups do you consider you belong?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
White	1845	902	943	202	273	345	316	296	413	490	538	398	419	437	483	478	278	169
	92%	92%	92%	84%	85%	91%	93%	98%	98%	91%	93%	94%	91%	86%	91%	95%	96%	97%
NET: Non-white	141	72	69	35	44	27	24	4	6	49	36	23	34	67	44	20	7	3
	7%	7%	7%	14%	14%	7%	7%	1%	1%	9%	6%	5%	7%	13%	8%	4%	3%	2%
Mixed	17	5	12	5	2	4	5	1	1	4	8	2	3	4	1	8	4	*
	1%	1%	1%	2%	*	1%	1%	*	*	1%	1%	1%	1%	1%	*	2%	1%	*
Asian or Asian British	74	35	39	22	24	14	9	1	4	25	15	15	19	37	27	9	1	1
	4%	4%	4%	9%	7%	4%	3%	*	1%	5%	3%	4%	4%	7%	5%	2%	*	1%
Black or Black British	25	16	8	4	3	8	10	*	-	10	7	3	5	14	9	1	-	-
	1%	2%	1%	2%	1%	2%	3%	*	-	2%	1%	1%	1%	3%	2%	*	-	-
Chinese	22	13	9	4	15	2	-	-	1	9	4	2	7	10	7	1	3	2
	1%	1%	1%	2%	5%	1%	-	-	*	2%	1%	1%	1%	2%	1%	*	1%	1%
Other ethnic group	3	2	*	-	1	-	*	1	-	*	2	-	-	2	-	*	-	-
	*	*	*	-	*	-	*	*	-	*	*	-	-	*	-	*	-	-
Prefer not to say	20	9	11	4	4	8	*	1	2	3	7	1	8	6	2	6	4	2
	1%	1%	1%	2%	1%	2%	*	*	1%	*	1%	*	2%	1%	*	1%	1%	1%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 10  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
White	1845	593	467	234	124	76	11	75	16	201	19	29
	92%	94%	88%	98%	95%	99%	100%	87%	95%	89%	76%	82%
NET: Non-white	141	35	59	3	5	1	-	11	1	20	3	2
	7%	6%	11%	1%	4%	1%	-	13%	5%	9%	14%	6%
Mixed	17	2	9	-	-	-	-	3	-	4	-	-
	1%	*	2%	-	-	-	-	4%	-	2%	-	-
Asian or Asian British	74	16	32	1	4	-	-	7	-	11	1	2
	4%	2%	6%	*	3%	-	-	8%	-	5%	4%	6%
Black or Black British	25	7	13	1	1	-	-	-	1	2	-	-
	1%	1%	2%	*	*	-	-	-	5%	1%	-	-
Chinese	22	9	6	1	-	1	-	1	-	2	2	-
	1%	1%	1%	*	-	1%	-	1%	-	1%	10%	-
Other ethnic group	3	1	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	-	-	-	-	1%	-	-
Prefer not to say	20	1	4	1	2	-	-	-	-	5	2	4
	1%	*	1%	*	2%	-	-	-	-	2%	10%	12%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 11  
**Which of the following best describes your current working status?**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Working full time (30+ hrs a week)	883 44%	539 55%	344 34%	72 30%	214 67%	273 72%	188 55%	114 38%	22 5%	278 51%	311 53%	196 47%	97 21%	250 49%	240 45%	195 39%	126 44%	71 41%
Working part time (8-29 hrs a week)	241 12%	57 6%	184 18%	31 13%	44 14%	43 11%	53 16%	39 13%	30 7%	53 10%	69 12%	76 18%	42 9%	55 11%	63 12%	64 13%	40 14%	19 11%
Not working but seeking work or temporarily unemployed/sick	98 5%	59 6%	39 4%	20 8%	23 7%	18 5%	23 7%	14 5%	1 *	8 1%	21 4%	13 3%	56 12%	23 5%	26 5%	23 5%	12 4%	15 8%
Not working/Not seeking work	68 3%	37 4%	31 3%	10 4%	6 2%	7 2%	21 6%	24 8%	1 *	7 1%	3 *	11 3%	48 10%	15 3%	12 2%	19 4%	13 5%	8 5%
Retired on state pension ONLY	140 7%	44 5%	96 9%	- -	1 *	- -	- -	19 6%	120 28%	6 1%	5 1%	13 3%	116 25%	30 6%	37 7%	38 8%	25 9%	11 6%
Retired with a private pension	320 16%	192 20%	128 13%	- -	- -	- -	6 2%	71 24%	242 57%	135 25%	97 17%	60 14%	28 6%	75 15%	85 16%	89 18%	47 16%	24 14%
Student	111 6%	38 4%	73 7%	96 40%	11 4%	3 1%	1 *	- -	- -	25 5%	48 8%	20 5%	18 4%	30 6%	36 7%	28 5%	9 3%	9 5%
House person/Housewife/ Househusband	146 7%	17 2%	129 13%	12 5%	23 7%	36 9%	49 14%	21 7%	6 1%	29 5%	29 5%	31 7%	57 12%	32 6%	31 6%	49 10%	17 6%	18 10%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 11

**Which of the following best describes your current working status?**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Working full time (30+ hrs a week)	883 44%	301 48%	238 45%	92 39%	57 44%	27 35%	9 80%	37 43%	6 39%	89 39%	11 43%	15 44%
Working part time (8-29 hrs a week)	241 12%	65 10%	76 14%	22 9%	12 9%	9 11%	-	16 19%	3 16%	28 12%	5 20%	6 16%
Not working but seeking work or temporarily unemployed/sick	98 5%	12 2%	30 6%	8 4%	4 3%	9 11%	-	10 12%	1 5%	19 8%	1 4%	3 9%
Not working/Not seeking work	68 3%	11 2%	21 4%	11 5%	5 4%	4 5%	-	1 1%	-	9 4%	2 7%	2 6%
Retired on state pension ONLY	140 7%	44 7%	35 7%	25 10%	11 9%	5 6%	1 9%	1 1%	-	17 8%	1 3%	-
Retired with a private pension	320 16%	145 23%	58 11%	56 23%	24 19%	11 15%	1 6%	3 3%	5 32%	13 6%	1 4%	3 8%
Student	111 6%	18 3%	39 7%	6 3%	5 3%	4 5%	-	11 12%	-	21 9%	3 12%	5 14%
House person/Housewife/Househusband	146 7%	34 5%	32 6%	18 7%	12 9%	8 10%	1 5%	8 9%	1 8%	30 13%	2 6%	1 3%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 12

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1131	542	589	71	250	333	265	158	54	473	337	173	148	332	288	255	160	96
Weighted base	1123	595	528	104	258	317	241	152	52	332	380	273	139	305	303	259	166	90
Owner manager or proprietor	101 9%	55 9%	46 9%	13 13%	19 7%	17 5%	29 12%	17 11%	6 11%	30 9%	47 12%	16 6%	7 5%	21 7%	23 8%	28 11%	25 15%	4 5%
Managing director or managing partner	20 2%	14 2%	6 1%	3 3%	4 2%	7 2%	2 1%	1 1%	2 4%	15 4%	3 1%	2 1%	- -	7 2%	7 2%	4 1%	1 1%	* 1%
Board level director or partner	8 1%	4 1%	4 1%	- -	3 1%	1 *	* *	4 2%	- -	4 1%	4 1%	- -	- -	3 1%	4 1%	- -	1 1%	1 1%
Director - not board level	8 1%	5 1%	2 *	2 2%	- -	3 1%	3 1%	* *	- -	5 1%	3 1%	- -	- -	5 2%	2 *	1 *	- -	- -
Senior management	27 2%	13 2%	14 3%	- -	6 2%	12 4%	2 1%	6 4%	- -	19 6%	6 2%	- -	1 1%	13 4%	6 2%	5 2%	3 2%	- -
Middle management	149 13%	95 16%	54 10%	15 14%	32 12%	51 16%	27 11%	12 8%	12 23%	99 30%	37 10%	11 4%	2 1%	57 19%	30 10%	30 12%	20 12%	12 14%
Management	94 8%	61 10%	33 6%	2 2%	30 12%	28 9%	24 10%	9 6%	2 3%	39 12%	34 9%	15 6%	6 5%	27 9%	25 8%	23 9%	12 7%	7 8%
Executive	37 3%	19 3%	18 3%	1 1%	12 5%	7 2%	11 5%	4 2%	2 5%	18 5%	14 4%	5 2%	- -	7 2%	13 4%	11 4%	4 2%	3 3%
Office worker, clerical or office junior	288 26%	107 18%	181 34%	18 17%	90 35%	87 28%	48 20%	36 23%	8 16%	59 18%	159 42%	51 19%	19 13%	97 32%	74 24%	51 20%	42 25%	23 25%
Unskilled manual worker	137 12%	78 13%	59 11%	27 26%	23 9%	29 9%	34 14%	22 15%	3 6%	7 2%	22 6%	50 18%	58 42%	23 8%	47 15%	34 13%	21 13%	13 14%
Craftsman, tradesman, etc.	110 10%	87 15%	23 4%	2 2%	8 3%	32 10%	36 15%	24 16%	7 14%	3 1%	15 4%	81 30%	10 8%	15 5%	30 10%	37 14%	16 10%	12 13%
Support functions - e.g. cleaner, security guard, etc.	45 4%	17 3%	28 5%	7 7%	10 4%	8 3%	9 4%	6 4%	5 9%	3 1%	7 2%	15 6%	20 14%	8 3%	11 4%	13 5%	7 4%	5 6%
Other	100 9%	41 7%	59 11%	14 14%	20 8%	34 11%	15 6%	12 8%	5 9%	30 9%	27 7%	27 10%	15 11%	21 7%	32 11%	22 9%	15 9%	10 11%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 12

**What level of seniority are you within the organisation you work for?**

**Base: All respondents who work full/ part time**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	1131	356	328	106	80	36	6	59	7	119	15	19
Weighted base	1123	366	314	114	69	36	9	53	9	117	15	21
Owner manager or proprietor	101 9%	30 8%	25 8%	10 9%	10 15%	* 1%	-	11 21%	4 46%	8 7%	-	1 7%
Managing director or managing partner	20 2%	9 2%	4 1%	2 1%	1 2%	-	-	-	-	2 1%	2 14%	-
Board level director or partner	8 1%	5 1%	2 1%	1 1%	-	-	-	-	-	-	-	-
Director - not board level	8 1%	2 1%	3 1%	-	1 2%	-	-	-	-	-	2 12%	-
Senior management	27 2%	11 3%	6 2%	4 3%	3 5%	-	-	1 2%	-	2 1%	-	-
Middle management	149 13%	56 15%	44 14%	9 8%	10 14%	5 13%	4 44%	5 10%	1 6%	13 11%	1 3%	1 3%
Management	94 8%	36 10%	25 8%	9 8%	8 12%	2 5%	2 21%	2 3%	-	7 6%	1 5%	3 15%
Executive	37 3%	17 5%	10 3%	1 1%	3 4%	2 6%	-	2 3%	-	2 2%	-	-
Office worker, clerical or office junior	288 26%	111 30%	75 24%	23 20%	18 26%	5 15%	3 31%	12 23%	3 34%	29 25%	4 26%	4 21%
Unskilled manual worker	137 12%	33 9%	43 14%	20 18%	4 6%	6 18%	-	3 6%	1 14%	23 19%	1 8%	2 11%
Craftsman, tradesman, etc.	110 10%	23 6%	37 12%	21 18%	5 8%	6 16%	-	5 9%	-	8 7%	1 7%	4 18%
Support functions - e.g. cleaner, security guard, etc.	45 4%	9 2%	13 4%	7 6%	* *	3 9%	-	5 10%	-	6 5%	1 9%	1 2%
Other	100 9%	22 6%	27 9%	7 6%	5 7%	6 17%	* 5%	6 12%	-	18 15%	2 16%	5 23%



## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 13

**Do you have any children aged 18 or under?****Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
No	1467 73%	735 75%	732 72%	191 79%	199 62%	167 44%	215 63%	278 92%	416 99%	390 72%	422 72%	299 71%	356 77%	379 74%	371 70%	369 73%	217 75%	132 76%
NET: Yes	513 26%	236 24%	277 27%	37 15%	117 36%	211 55%	126 37%	21 7%	2 1%	148 27%	150 26%	117 28%	99 21%	125 25%	148 28%	129 26%	70 24%	40 23%
Yes: Aged under 5	200 10%	76 8%	124 12%	33 14%	81 25%	70 18%	16 5%	- -	- -	53 10%	69 12%	40 9%	39 8%	59 12%	64 12%	35 7%	29 10%	12 7%
Yes: Aged 5-10	209 10%	99 10%	109 11%	8 3%	62 19%	109 29%	28 8%	2 1%	- -	68 13%	62 11%	46 11%	34 7%	63 12%	52 10%	52 10%	26 9%	16 9%
Yes: Aged 11-15	207 10%	102 10%	105 10%	7 3%	27 8%	99 26%	66 19%	8 3%	- -	56 10%	58 10%	57 14%	35 8%	47 9%	59 11%	62 12%	24 8%	14 8%
Yes: Aged 16-18	120 6%	60 6%	60 6%	- -	3 1%	40 11%	58 17%	16 5%	2 1%	35 6%	30 5%	27 7%	28 6%	20 4%	40 8%	32 6%	16 5%	13 8%
Refused	26 1%	12 1%	14 1%	13 5%	5 2%	3 1%	- -	2 1%	3 1%	4 1%	10 2%	5 1%	7 2%	6 1%	10 2%	6 1%	2 1%	2 1%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 13

**Do you have any children aged 18 or under?****Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
No	1467 73%	486 77%	368 69%	187 79%	89 68%	59 76%	9 76%	58 68%	9 56%	163 72%	15 63%	23 65%
NET: Yes	513 26%	141 22%	162 31%	50 21%	38 29%	19 24%	3 24%	22 26%	6 39%	57 25%	6 26%	8 23%
Yes: Aged under 5	200 10%	62 10%	59 11%	15 6%	12 9%	5 6%	3 24%	8 9%	3 18%	26 12%	6 26%	1 3%
Yes: Aged 5-10	209 10%	62 10%	63 12%	15 6%	19 14%	11 14%	- -	9 11%	1 3%	25 11%	2 8%	2 7%
Yes: Aged 11-15	207 10%	48 8%	72 14%	19 8%	21 16%	7 9%	- -	8 9%	6 36%	22 10%	- -	5 13%
Yes: Aged 16-18	120 6%	23 4%	39 7%	21 9%	6 5%	7 9%	- -	4 5%	1 9%	14 6%	- -	4 12%
Refused	26 1%	4 1%	- -	- -	3 2%	- -	- -	6 6%	1 5%	6 3%	3 12%	4 12%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 14

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Up to £7000	(3.5) 4%	80 3%	49 5%	18 8%	15 5%	12 3%	14 4%	11 4%	10 2%	4 1%	21 4%	13 3%	43 9%	17 3%	15 3%	23 5%	12 4%	13 8%
£7001-£14000	(10.5) 13%	262 12%	145 14%	43 18%	24 8%	29 8%	44 13%	50 17%	71 17%	15 3%	52 9%	36 9%	158 34%	54 11%	80 15%	71 14%	29 10%	28 16%
£14001-£21000	(17.5) 14%	271 14%	136 13%	30 12%	30 9%	49 13%	41 12%	41 13%	81 19%	44 8%	86 15%	53 13%	88 19%	44 9%	79 15%	77 15%	51 18%	20 11%
£21001-£28000	(24.5) 12%	242 11%	132 13%	30 13%	29 9%	40 11%	42 12%	33 11%	68 16%	48 9%	82 14%	61 14%	51 11%	60 12%	63 12%	69 14%	24 8%	26 15%
£28001-£34000	(31) 11%	211 11%	107 10%	21 9%	33 10%	52 14%	38 11%	31 10%	36 9%	54 10%	67 11%	54 13%	36 8%	53 10%	59 11%	44 9%	38 13%	17 10%
£34001-£41000	(37.5) 10%	203 12%	84 8%	21 9%	42 13%	42 11%	26 8%	32 11%	40 9%	66 12%	66 11%	53 13%	18 4%	55 11%	55 10%	51 10%	32 11%	10 6%
£41001-£48000	(44.5) 7%	143 9%	55 5%	13 5%	25 8%	27 7%	37 11%	23 8%	18 4%	43 8%	53 9%	42 10%	4 1%	37 7%	34 6%	36 7%	17 6%	19 11%
£48001-£55000	(51.5) 6%	114 6%	52 5%	9 4%	26 8%	28 7%	24 7%	18 6%	9 2%	54 10%	27 5%	26 6%	7 1%	35 7%	28 5%	28 6%	15 5%	8 5%
£55001-£62000	(58.5) 3%	69 4%	26 3%	3 1%	16 5%	18 5%	7 2%	9 3%	16 4%	41 8%	14 2%	14 3%	- -	27 5%	8 1%	13 3%	16 5%	6 4%
£62001-£69000	(65.5) 2%	44 2%	21 2%	1 1%	13 4%	14 4%	7 2%	5 2%	4 1%	23 4%	12 2%	7 2%	2 1%	15 3%	20 4%	5 1%	1 *	3 2%
£69001-£76000	(72.5) 2%	46 2%	30 3%	10 4%	10 3%	11 3%	7 2%	5 2%	3 1%	26 5%	14 2%	4 1%	3 1%	18 4%	11 2%	8 2%	3 1%	6 3%
£76001-£83000	(79.5) 1%	27 2%	10 1%	1 *	4 1%	5 1%	6 2%	7 2%	4 1%	18 3%	9 1%	- -	1 *	9 2%	9 2%	5 1%	3 1%	2 1%
£83001 or more	(86) 3%	61 4%	24 2%	3 1%	10 3%	25 7%	14 4%	6 2%	3 1%	43 8%	12 2%	5 1%	2 *	21 4%	14 3%	16 3%	7 2%	3 2%
Refused	231 12%	77 8%	153 15%	35 15%	44 14%	28 7%	33 10%	31 10%	60 14%	61 11%	67 12%	53 13%	49 11%	66 13%	56 11%	57 11%	40 14%	13 7%

**EU Referendum Survey**  
**ONLINE Fieldwork : 10th - 12th July 2015**

Absolutes/col percents

Table 14

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Mean (£'000s)	32.60	34.34	30.78	27.73	37.09	37.93	33.86	31.28	26.63	45.71	32.57	31.73	18.17	36.85	31.89	30.59	31.42	30.37
Standard deviation	20.47	20.57	20.22	19.55	20.75	22.06	21.20	19.97	16.27	21.68	18.96	16.30	12.81	21.67	20.21	19.86	18.95	20.32
Standard error	0.49	0.71	0.66	1.68	1.25	1.14	1.16	1.17	0.85	0.83	0.89	1.07	0.63	0.99	0.95	0.95	1.21	1.58

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 14

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Vote in 2015 General Election												
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say	
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33	
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35	
Up to £7000	(3.5)	80 4%	9 1%	26 5%	7 3%	3 2%	4 5%	- -	13 15%	1 5%	15 6%	1 6%	1 2%
£7001-£14000	(10.5)	262 13%	61 10%	61 11%	40 17%	22 17%	15 20%	1 9%	10 11%	1 3%	45 20%	5 21%	1 1%
£14001-£21000	(17.5)	271 14%	66 10%	86 16%	53 22%	9 7%	9 11%	2 15%	10 12%	3 17%	26 11%	4 15%	5 14%
£21001-£28000	(24.5)	242 12%	77 12%	67 13%	24 10%	20 15%	8 11%	- -	11 13%	2 11%	29 13%	4 18%	- -
£28001-£34000	(31)	211 11%	64 10%	60 11%	28 12%	8 6%	12 15%	2 16%	13 15%	2 14%	20 9%	- -	3 8%
£34001-£41000	(37.5)	203 10%	64 10%	56 10%	27 12%	10 8%	4 6%	* 4%	9 11%	1 8%	28 12%	1 6%	1 2%
£41001-£48000	(44.5)	143 7%	51 8%	38 7%	14 6%	18 14%	8 11%	1 5%	3 4%	- -	5 2%	- -	5 14%
£48001-£55000	(51.5)	114 6%	43 7%	24 4%	13 5%	11 9%	3 3%	5 41%	2 2%	3 16%	11 5%	- -	1 2%
£55001-£62000	(58.5)	69 3%	34 5%	16 3%	1 *	9 6%	3 4%	1 11%	- -	- -	6 3%	- -	- -
£62001-£69000	(65.5)	44 2%	20 3%	10 2%	1 *	7 5%	- -	- -	2 2%	- -	3 1%	1 4%	- -
£69001-£76000	(72.5)	46 2%	23 4%	10 2%	1 *	2 2%	4 5%	- -	2 2%	- -	5 2%	- -	- -
£76001-£83000	(79.5)	27 1%	13 2%	8 1%	1 *	2 1%	- -	- -	1 1%	1 7%	1 1%	- -	* 1%
£83001 or more	(86)	61 3%	36 6%	12 2%	4 2%	4 3%	2 2%	- -	2 2%	- -	1 *	- -	- -
Refused		231 12%	69 11%	58 11%	24 10%	6 4%	5 6%	- -	7 9%	3 18%	31 14%	8 31%	19 55%

**EU Referendum Survey**  
**ONLINE Fieldwork : 10th - 12th July 2015**

Absolutes/col percents

Table 14

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Mean (£'000s)	32.60	38.69	31.07	26.71	36.14	30.22	39.42	26.65	33.77	26.92	20.49	31.02
Standard deviation	20.47	22.15	19.51	16.15	20.90	20.09	16.74	19.67	20.52	17.89	14.70	16.15
Standard error	0.49	0.94	0.89	1.12	1.79	2.44	5.58	2.20	5.49	1.30	3.56	4.17

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 15  
**What was your age on your last birthday?**  
**Base: All respondents**

	Gender		Age							Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
18-24	241 12%	92 9%	149 15%	241 100%	-	-	-	-	-	60 11%	71 12%	65 16%	45 10%	63 12%	74 14%	54 11%	32 11%	17 10%
25-34	321 16%	126 13%	195 19%	-	321 100%	-	-	-	-	104 19%	124 21%	44 10%	49 11%	90 18%	101 19%	61 12%	39 14%	30 17%
35-44	381 19%	218 22%	163 16%	-	-	381 100%	-	-	-	112 21%	125 21%	82 19%	63 14%	115 23%	85 16%	98 19%	52 18%	32 18%
45-54	341 17%	169 17%	172 17%	-	-	-	341 100%	-	-	66 12%	91 16%	91 22%	92 20%	73 14%	90 17%	97 19%	49 17%	32 19%
55-64	301 15%	171 17%	130 13%	-	-	-	-	301 100%	-	67 12%	82 14%	72 17%	80 17%	64 12%	74 14%	83 17%	45 15%	35 20%
65+	421 21%	207 21%	215 21%	-	-	-	-	-	421 100%	133 24%	89 15%	68 16%	132 29%	105 21%	106 20%	110 22%	72 25%	28 16%
Mean	47.06	48.45	45.74	20.77	29.87	39.70	50.15	59.82	70.24	47.00	44.15	46.45	51.37	45.87	45.86	48.51	48.59	47.52
Standard deviation	17.03	16.43	17.49	2.07	2.82	2.99	2.92	2.82	4.47	17.57	16.41	16.31	16.96	17.04	17.33	16.68	17.20	16.39
Standard error	0.38	0.55	0.53	0.16	0.16	0.15	0.15	0.16	0.22	0.63	0.73	1.00	0.79	0.73	0.77	0.75	1.02	1.23

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 15  
**What was your age on your last birthday?**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
18-24	241 12%	54 9%	69 13%	13 6%	3 3%	7 8%	3 24%	24 28%	1 7%	48 21%	9 37%	10 28%
25-34	321 16%	100 16%	82 15%	20 8%	18 14%	16 21%	3 26%	19 22%	4 23%	46 20%	4 18%	9 25%
35-44	381 19%	112 18%	97 18%	34 14%	36 28%	13 17%	1 9%	19 22%	1 9%	56 25%	7 29%	5 13%
45-54	341 17%	89 14%	110 21%	50 21%	25 19%	11 14%	2 20%	13 15%	3 19%	30 13%	2 7%	5 14%
55-64	301 15%	100 16%	87 16%	47 20%	13 10%	20 26%	- -	6 6%	4 25%	17 8%	1 4%	5 15%
65+	421 21%	175 28%	85 16%	73 31%	35 27%	11 14%	2 20%	5 6%	3 17%	29 13%	1 6%	1 4%
Mean	47.06	50.00	45.74	53.25	49.98	47.54	41.37	36.91	49.30	40.45	34.60	37.69
Standard deviation	17.03	17.30	16.38	15.57	15.18	16.16	18.72	14.95	16.70	16.27	15.57	16.06
Standard error	0.38	0.69	0.71	1.03	1.26	1.88	6.24	1.58	4.31	1.09	3.18	2.80



**EU Referendum Survey**  
**ONLINE Fieldwork : 10th - 12th July 2015**

Absolutes/col percents

Table 16  
**Gender**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Male	983	983	-	92	126	218	169	171	207	293	287	197	206	261	279	243	110	90
	49%	100%	-	38%	39%	57%	50%	57%	49%	54%	49%	47%	45%	51%	53%	48%	38%	52%
Female	1023	-	1023	149	195	163	172	130	215	248	295	224	256	249	250	261	180	84
	51%	-	100%	62%	61%	43%	50%	43%	51%	46%	51%	53%	55%	49%	47%	52%	62%	48%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 16  
**Gender**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Male	983 49%	329 52%	262 49%	125 53%	68 52%	33 43%	4 31%	36 42%	6 38%	94 42%	7 30%	19 54%
Female	1023 51%	301 48%	269 51%	112 47%	63 48%	44 57%	8 69%	50 58%	10 62%	132 58%	17 70%	16 46%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 17  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
ITV1 Anglia	179 9%	86 9%	93 9%	32 13%	30 9%	32 8%	24 7%	31 10%	30 7%	57 11%	46 8%	39 9%	36 8%	9 2%	166 31%	1 *	2 1%	- -
ITV1 Border	17 1%	12 1%	5 *	- -	- -	7 2%	2 1%	4 1%	4 1%	3 1%	4 1%	6 1%	4 1%	- -	1 *	6 1%	- -	9 5%
ITV1 Central	292 15%	153 16%	139 14%	38 16%	52 16%	54 14%	56 17%	36 12%	56 13%	83 15%	72 12%	68 16%	69 15%	13 3%	272 51%	2 *	5 2%	- -
ITV1 Granada	235 12%	105 11%	131 13%	22 9%	35 11%	44 12%	44 13%	45 15%	45 11%	50 9%	64 11%	62 15%	60 13%	1 *	6 1%	223 44%	5 2%	- -
ITV1 London	348 17%	193 20%	155 15%	50 21%	72 22%	63 16%	55 16%	42 14%	67 16%	109 20%	104 18%	74 17%	62 13%	302 59%	40 8%	2 *	1 1%	3 1%
ITV1 Meridian	218 11%	99 10%	119 12%	15 6%	34 10%	52 14%	30 9%	26 9%	61 15%	64 12%	72 12%	28 7%	54 12%	179 35%	4 1%	2 *	33 12%	- -
ITV1 Tyne Tees	94 5%	54 6%	39 4%	14 6%	10 3%	11 3%	22 6%	15 5%	22 5%	15 3%	26 4%	20 5%	32 7%	- -	1 *	92 18%	- -	1 *
ITV1 Wales	107 5%	38 4%	69 7%	17 7%	18 5%	19 5%	16 5%	18 6%	21 5%	30 5%	38 7%	18 4%	21 5%	2 *	1 *	- -	104 36%	- -
ITV1 West	65 3%	35 4%	30 3%	5 2%	9 3%	8 2%	14 4%	13 4%	16 4%	16 3%	25 4%	12 3%	13 3%	- -	5 1%	- -	60 21%	- -
ITV1 Westcountry	76 4%	23 2%	52 5%	4 2%	8 3%	15 4%	13 4%	12 4%	22 5%	15 3%	24 4%	18 4%	19 4%	1 *	- -	- -	75 26%	- -
ITV1 Yorkshire	206 10%	96 10%	110 11%	25 10%	23 7%	45 12%	35 10%	25 8%	52 12%	58 11%	55 10%	42 10%	51 11%	* *	30 6%	175 35%	1 *	- -
STV	165 8%	85 9%	80 8%	17 7%	30 9%	31 8%	30 9%	32 11%	26 6%	39 7%	51 9%	34 8%	41 9%	- -	1 *	- -	2 1%	162 93%
UTV	4 *	2 *	2 *	1 *	1 *	1 *	- -	1 *	- -	2 *	1 *	1 *	- -	3 *	2 *	- -	- -	- -

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 17  
Which of the following ITV regions do you live in?  
Base: All respondents

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
ITV1 Anglia	179 9%	79 13%	41 8%	17 7%	7 6%	-	-	11 12%	-	22 10%	1 2%	1 3%
ITV1 Border	17 1%	5 1%	4 1%	3 1%	3 2%	1 1%	-	-	-	1 *	-	-
ITV1 Central	292 15%	109 17%	66 12%	46 20%	15 12%	-	-	10 11%	2 13%	38 17%	2 8%	4 11%
ITV1 Granada	235 12%	54 9%	89 17%	29 12%	7 5%	-	-	12 14%	1 9%	34 15%	2 7%	8 22%
ITV1 London	348 17%	146 23%	90 17%	30 13%	23 17%	-	-	17 20%	3 20%	27 12%	4 15%	8 23%
ITV1 Meridian	218 11%	85 13%	36 7%	32 14%	16 13%	-	-	11 12%	1 4%	30 13%	5 22%	2 7%
ITV1 Tyne Tees	94 5%	20 3%	42 8%	13 6%	3 2%	-	-	6 7%	-	6 3%	2 7%	2 6%
ITV1 Wales	107 5%	25 4%	25 5%	20 8%	3 2%	-	10 91%	5 6%	1 4%	16 7%	2 7%	2 5%
ITV1 West	65 3%	26 4%	13 3%	10 4%	7 5%	-	-	1 1%	1 6%	5 2%	1 6%	1 3%
ITV1 Westcountry	76 4%	23 4%	11 2%	13 5%	14 11%	-	1 9%	4 5%	1 5%	8 4%	-	1 2%
ITV1 Yorkshire	206 10%	50 8%	68 13%	18 8%	22 17%	-	-	8 9%	3 21%	28 12%	3 11%	5 14%
STV	165 8%	9 1%	43 8%	6 3%	11 8%	77 99%	-	2 2%	1 4%	12 6%	3 10%	2 4%
UTV	4 *	-	1 *	-	-	-	-	-	2 14%	-	1 4%	-

**EU Referendum Survey**  
**ONLINE Fieldwork : 10th - 12th July 2015**

Absolutes/col percents

Table 18  
**Social class**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
AB	541 27%	293 30%	248 24%	60 25%	104 32%	112 29%	66 19%	67 22%	133 31%	541 100%	-	-	-	166 33%	149 28%	117 23%	67 23%	42 24%
C1	582 29%	287 29%	295 29%	71 29%	124 39%	125 33%	91 27%	82 27%	89 21%	-	582 100%	-	-	167 33%	138 26%	128 25%	95 33%	53 30%
C2	421 21%	197 20%	224 22%	65 27%	44 14%	82 21%	91 27%	72 24%	68 16%	-	-	421 100%	-	79 15%	123 23%	122 24%	62 22%	35 20%
DE	462 23%	206 21%	256 25%	45 19%	49 15%	63 17%	92 27%	80 27%	132 31%	-	-	-	462 100%	97 19%	120 23%	136 27%	65 22%	44 25%

**EU Referendum Survey**  
**ONLINE Fieldwork : 10th - 12th July 2015**

Absolutes/col percents

Table 18  
**Social class**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
AB	541 27%	217 34%	130 24%	40 17%	50 38%	16 21%	3 26%	23 27%	4 21%	47 21%	5 21%	6 16%
C1	582 29%	184 29%	144 27%	65 28%	33 25%	22 29%	8 74%	31 36%	9 54%	62 28%	10 42%	12 33%
C2	421 21%	128 20%	110 21%	55 23%	22 17%	20 26%	- -	18 21%	3 16%	49 22%	2 9%	13 36%
DE	462 23%	101 16%	146 28%	76 32%	25 19%	19 24%	- -	14 16%	1 8%	67 30%	7 27%	5 15%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 19  
GO Regions  
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Scotland	174 9%	90 9%	84 8%	17 7%	30 9%	32 8%	32 9%	35 12%	28 7%	42 8%	53 9%	35 8%	44 10%	- -	- -	- -	- -	174 100%
North East	91 5%	54 5%	37 4%	15 6%	10 3%	11 3%	19 6%	15 5%	21 5%	15 3%	25 4%	20 5%	30 7%	- -	- -	91 18%	- -	- -
North West	236 12%	107 11%	129 13%	20 8%	33 10%	48 13%	43 13%	46 15%	45 11%	51 9%	60 10%	62 15%	63 14%	- -	- -	236 47%	- -	- -
Yorks & Humber	177 9%	82 8%	95 9%	19 8%	18 6%	39 10%	34 10%	21 7%	45 11%	51 9%	43 7%	40 9%	43 9%	- -	- -	177 35%	- -	- -
West Midlands	186 9%	88 9%	98 10%	35 14%	39 12%	19 5%	32 10%	25 8%	35 8%	48 9%	47 8%	48 11%	43 9%	- -	186 35%	- -	- -	- -
Wales	106 5%	39 4%	68 7%	15 6%	18 5%	21 5%	16 5%	17 6%	21 5%	29 5%	37 6%	20 5%	20 4%	- -	- -	- -	106 37%	- -
Eastern	188 9%	103 10%	85 8%	24 10%	37 11%	28 7%	31 9%	30 10%	38 9%	56 10%	49 8%	44 10%	39 9%	- -	188 36%	- -	- -	- -
London	252 13%	138 14%	114 11%	40 17%	63 19%	52 14%	37 11%	28 9%	33 8%	88 16%	81 14%	46 11%	38 8%	252 50%	- -	- -	- -	- -
South East	257 13%	123 12%	135 13%	23 10%	27 9%	62 16%	37 11%	35 12%	72 17%	79 15%	87 15%	33 8%	59 13%	257 50%	- -	- -	- -	- -
South West	183 9%	71 7%	112 11%	17 7%	22 7%	32 8%	33 10%	28 9%	52 12%	38 7%	58 10%	43 10%	45 10%	- -	- -	- -	183 63%	- -
East Midlands	156 8%	89 9%	67 7%	16 7%	25 8%	37 10%	26 8%	19 6%	33 8%	46 8%	42 7%	31 7%	37 8%	- -	156 29%	- -	- -	- -

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 19  
GO Regions  
Base: All respondents

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Scotland	174	15	45	7	11	77	-	2	-	12	3	2
	9%	2%	8%	3%	9%	100%	-	2%	-	6%	10%	4%
North East	91	18	42	13	3	-	-	6	-	5	2	2
	5%	3%	8%	6%	2%	-	-	7%	-	2%	7%	6%
North West	236	57	86	30	10	-	-	8	1	35	2	7
	12%	9%	16%	13%	7%	-	-	10%	9%	16%	7%	19%
Yorks & Humber	177	45	60	13	22	-	-	7	1	25	3	2
	9%	7%	11%	5%	17%	-	-	8%	3%	11%	11%	6%
West Midlands	186	67	42	29	6	-	-	14	2	22	*	4
	9%	11%	8%	12%	5%	-	-	16%	11%	10%	1%	12%
Wales	106	25	24	20	3	-	11	3	1	17	2	2
	5%	4%	5%	8%	2%	-	100%	3%	4%	7%	7%	5%
Eastern	188	82	44	17	9	-	-	8	1	23	1	4
	9%	13%	8%	7%	7%	-	-	10%	5%	10%	2%	10%
London	252	102	70	15	19	-	-	11	3	24	4	5
	13%	16%	13%	6%	14%	-	-	13%	21%	11%	15%	14%
South East	257	105	47	36	20	-	-	9	2	29	7	2
	13%	17%	9%	15%	15%	-	-	11%	12%	13%	27%	7%
South West	183	60	31	29	22	-	-	16	2	21	1	1
	9%	9%	6%	12%	17%	-	-	19%	12%	9%	6%	2%
East Midlands	156	54	41	27	7	-	-	1	4	14	2	5
	8%	9%	8%	12%	5%	-	-	2%	24%	6%	7%	15%



## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 20  
**Nearest City:**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Glasgow	83 4%	40 4%	43 4%	6 2%	19 6%	15 4%	9 3%	15 5%	19 4%	25 5%	22 4%	13 3%	23 5%	- -	- -	1 *	- -	82 47%
Edinburgh	59 3%	32 3%	27 3%	11 4%	6 2%	13 3%	12 4%	10 3%	7 2%	12 2%	20 3%	14 3%	12 3%	- -	2 *	- -	- -	57 33%
Newcastle	85 4%	50 5%	35 3%	11 5%	10 3%	13 3%	18 5%	14 5%	19 5%	15 3%	27 5%	17 4%	27 6%	- -	- -	85 17%	- -	- -
Leeds	94 5%	45 5%	49 5%	16 7%	12 4%	24 6%	12 4%	11 4%	18 4%	27 5%	24 4%	24 6%	18 4%	* *	3 1%	91 18%	- -	- -
Hull	44 2%	17 2%	27 3%	7 3%	9 3%	2 1%	8 2%	7 2%	12 3%	11 2%	15 3%	5 1%	13 3%	2 *	5 1%	37 7%	- -	- -
Sheffield	45 2%	21 2%	24 2%	- -	3 1%	13 4%	9 3%	4 1%	15 4%	13 2%	10 2%	9 2%	13 3%	- -	8 2%	36 7%	- -	- -
Manchester	172 9%	78 8%	94 9%	20 8%	24 8%	38 10%	27 8%	25 8%	38 9%	42 8%	48 8%	36 8%	47 10%	* *	8 2%	155 31%	9 3%	- -
Liverpool	68 3%	30 3%	38 4%	2 1%	6 2%	14 4%	17 5%	16 5%	12 3%	11 2%	21 4%	26 6%	10 2%	2 *	- -	59 12%	7 2%	- -
Nottingham	94 5%	60 6%	34 3%	12 5%	11 3%	22 6%	19 6%	8 3%	22 5%	24 4%	23 4%	22 5%	25 5%	1 *	92 17%	- -	1 *	- -
Birmingham	156 8%	75 8%	81 8%	27 11%	31 10%	17 5%	26 8%	22 7%	32 8%	43 8%	39 7%	35 8%	40 9%	2 *	155 29%	- -	- -	- -
Norwich	63 3%	29 3%	34 3%	9 4%	9 3%	13 3%	9 3%	15 5%	8 2%	11 2%	14 2%	24 6%	14 3%	- -	62 12%	1 *	- -	- -
Milton Keynes	45 2%	27 3%	18 2%	8 3%	7 2%	9 2%	5 1%	9 3%	7 2%	17 3%	13 2%	11 3%	4 1%	10 2%	35 7%	- -	- -	- -
Brighton	43 2%	19 2%	25 2%	3 1%	3 1%	13 3%	9 3%	5 2%	10 2%	18 3%	11 2%	3 1%	11 2%	43 8%	- -	- -	- -	- -
Oxford	25 1%	13 1%	12 1%	2 1%	1 *	5 1%	4 1%	4 1%	9 2%	9 2%	10 2%	- -	6 1%	18 4%	3 1%	- -	3 1%	2 1%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 20  
**Nearest City:**  
**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
London	436 22%	238 24%	198 19%	59 25%	90 28%	85 22%	69 20%	51 17%	82 19%	145 27%	129 22%	81 19%	80 17%	347 68%	84 16%	4 1%	1 1%	-
Southampton	89 4%	37 4%	52 5%	13 6%	13 4%	19 5%	7 2%	8 3%	29 7%	17 3%	29 5%	21 5%	23 5%	56 11%	1 *	-	33 11%	-
Bristol	85 4%	41 4%	44 4%	13 5%	9 3%	12 3%	20 6%	15 5%	15 4%	18 3%	31 5%	17 4%	19 4%	2 *	1 *	-	82 28%	-
Plymouth	49 2%	13 1%	37 4%	-	4 1%	11 3%	9 3%	7 2%	18 4%	9 2%	18 3%	13 3%	10 2%	-	-	-	49 17%	-
Cardiff	73 4%	30 3%	43 4%	15 6%	14 4%	10 3%	9 3%	13 4%	12 3%	22 4%	25 4%	12 3%	14 3%	-	*	-	73 25%	-
None of these	196 10%	87 9%	109 11%	6 2%	38 12%	33 9%	40 12%	40 13%	39 9%	52 10%	54 9%	37 9%	53 11%	25 5%	70 13%	35 7%	32 11%	34 19%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 20  
**Nearest City:**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Glasgow	83 4%	9 1%	24 4%	2 1%	9 7%	34 44%	-	1 1%	-	5 2%	-	1 2%
Edinburgh	59 3%	3 1%	14 3%	3 1%	1 1%	31 40%	-	* 1%	1 4%	4 2%	1 4%	1 2%
Newcastle	85 4%	14 2%	43 8%	12 5%	3 2%	-	-	4 5%	-	5 2%	2 7%	2 6%
Leeds	94 5%	28 4%	32 6%	7 3%	6 4%	-	-	3 4%	1 3%	14 6%	3 11%	1 4%
Hull	44 2%	6 1%	19 3%	3 1%	8 6%	-	-	2 3%	4 25%	2 1%	-	-
Sheffield	45 2%	9 1%	10 2%	7 3%	8 6%	-	-	1 1%	-	9 4%	-	1 2%
Manchester	172 9%	40 6%	62 12%	24 10%	7 5%	-	-	10 11%	1 9%	22 10%	2 7%	4 12%
Liverpool	68 3%	21 3%	24 5%	7 3%	2 1%	-	-	2 2%	-	9 4%	-	2 7%
Nottingham	94 5%	36 6%	23 4%	13 6%	5 4%	-	-	1 1%	-	11 5%	1 5%	3 9%
Birmingham	156 8%	55 9%	43 8%	27 11%	6 5%	-	-	5 6%	1 8%	15 7%	* 1%	4 12%
Norwich	63 3%	22 4%	20 4%	6 3%	1 1%	-	-	3 4%	-	10 4%	-	-
Milton Keynes	45 2%	23 4%	10 2%	3 1%	2 1%	-	-	1 1%	1 6%	4 2%	-	1 4%
Brighton	43 2%	15 2%	10 2%	4 2%	5 4%	-	-	1 2%	-	6 3%	2 7%	-
Oxford	25 1%	6 1%	8 2%	4 2%	4 3%	-	-	-	-	3 1%	1 3%	* 1%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 20  
**Nearest City:**  
**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
London	436	184	104	39	29	-	-	22	2	42	4	9
	22%	29%	20%	17%	22%	-	-	26%	14%	19%	17%	25%
Southampton	89	32	13	16	5	-	-	8	-	12	2	1
	4%	5%	2%	7%	4%	-	-	9%	-	5%	9%	4%
Bristol	85	28	16	9	8	-	-	4	1	16	3	-
	4%	4%	3%	4%	6%	-	-	4%	6%	7%	13%	-
Plymouth	49	17	7	11	9	-	-	3	1	3	-	-
	2%	3%	1%	4%	7%	-	-	4%	5%	1%	-	-
Cardiff	73	17	13	14	3	-	10	3	1	10	-	2
	4%	3%	3%	6%	2%	-	89%	3%	4%	5%	-	5%
None of these	196	64	36	26	13	13	1	11	3	23	4	2
	10%	10%	7%	11%	10%	16%	11%	13%	17%	10%	15%	5%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 21

**Do you regularly use any of the following social media services on a computer?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Facebook	1244 62%	567 58%	677 66%	193 80%	222 69%	241 63%	207 61%	172 57%	207 49%	311 57%	373 64%	273 65%	288 62%	316 62%	328 62%	306 61%	183 63%	110 63%
Twitter	375 19%	163 17%	213 21%	112 47%	71 22%	81 21%	48 14%	27 9%	37 9%	110 20%	101 17%	89 21%	75 16%	96 19%	88 17%	85 17%	68 23%	39 22%
LinkedIn	166 8%	102 10%	63 6%	12 5%	31 10%	45 12%	31 9%	24 8%	22 5%	74 14%	63 11%	15 3%	14 3%	54 11%	43 8%	43 8%	18 6%	8 5%
Instagram	160 8%	51 5%	109 11%	96 40%	36 11%	16 4%	7 2%	1 *	4 1%	46 8%	40 7%	52 12%	23 5%	55 11%	51 10%	30 6%	17 6%	7 4%
Google+	123 6%	59 6%	63 6%	34 14%	24 7%	21 6%	18 5%	17 6%	8 2%	32 6%	33 6%	26 6%	32 7%	32 6%	27 5%	41 8%	13 4%	11 6%
Pinterest	106 5%	20 2%	87 8%	19 8%	22 7%	22 6%	19 6%	8 3%	16 4%	30 6%	31 5%	28 7%	17 4%	18 3%	29 5%	30 6%	19 7%	10 6%
Tumblr	78 4%	21 2%	57 6%	57 24%	11 4%	3 1%	3 1%	2 1%	- -	21 4%	27 5%	17 4%	12 3%	32 6%	15 3%	19 4%	6 2%	6 4%
Flickr	41 2%	24 2%	18 2%	6 3%	10 3%	8 2%	3 1%	6 2%	8 2%	16 3%	15 3%	3 1%	8 2%	10 2%	11 2%	10 2%	5 2%	5 3%
Facebook Places	25 1%	5 1%	20 2%	8 3%	13 4%	1 *	2 1%	1 *	- -	8 2%	9 1%	7 2%	1 *	6 1%	11 2%	4 1%	1 *	3 1%
Google Latitude	19 1%	7 1%	12 1%	8 3%	6 2%	4 1%	* *	- -	1 *	7 1%	9 2%	1 *	2 *	7 1%	7 1%	6 1%	- -	- -
hi5	16 1%	9 1%	7 1%	6 2%	6 2%	3 1%	1 *	- -	- -	6 1%	6 1%	- -	3 1%	9 2%	5 1%	1 *	- -	1 *
foursquare	15 1%	4 *	11 1%	7 3%	7 2%	- -	1 *	- -	1 *	8 2%	5 1%	- -	2 *	8 2%	- -	2 *	6 2%	- -
orkut	10 1%	7 1%	3 *	2 1%	4 1%	2 1%	* *	- -	1 *	5 1%	3 *	3 1%	- -	8 1%	2 *	- -	- -	1 *
MySpace	10 *	7 1%	3 *	- -	5 1%	1 *	1 *	3 1%	- -	2 *	5 1%	1 *	2 *	5 1%	4 1%	- -	- -	1 *

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 21

**Do you regularly use any of the following social media services on a computer?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Friendster	8 *	7 1%	2 *	3 1%	3 1%	2 *	1 *	- -	- -	2 *	5 1%	2 *	- -	1 *	6 1%	2 *	- -	- -
bebo	2 *	1 *	2 *	1 *	- -	1 *	- -	- -	1 *	1 *	1 *	- -	1 *	- -	- -	2 *	- -	1 *
Gowalla	2 *	2 *	- -	- -	2 1%	- -	- -	- -	* *	* *	- -	2 *	- -	- -	2 *	* *	- -	- -
Another site (that I use once a week or more)	18 1%	7 1%	11 1%	4 2%	2 1%	4 1%	3 1%	4 1%	1 *	2 *	7 1%	4 1%	5 1%	6 1%	2 *	1 *	5 2%	4 2%
None of these	611 30%	341 35%	270 26%	19 8%	68 21%	110 29%	104 31%	111 37%	199 47%	183 34%	163 28%	124 29%	141 31%	152 30%	156 30%	164 33%	88 30%	50 29%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 21

**Do you regularly use any of the following social media services on a computer?**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Facebook	1244 62%	347 55%	339 64%	149 63%	89 68%	48 62%	11 96%	67 78%	14 86%	147 65%	12 50%	20 57%
Twitter	375 19%	88 14%	111 21%	36 15%	28 21%	20 26%	6 55%	36 42%	2 14%	41 18%	4 18%	2 5%
LinkedIn	166 8%	55 9%	48 9%	7 3%	16 12%	3 4%	3 25%	12 14%	1 4%	16 7%	4 16%	2 5%
Instagram	160 8%	37 6%	50 9%	11 5%	3 2%	4 6%	3 24%	18 21%	- -	24 11%	7 29%	2 5%
Google+	123 6%	23 4%	42 8%	14 6%	6 5%	5 7%	- -	12 13%	- -	16 7%	1 4%	3 9%
Pinterest	106 5%	26 4%	27 5%	14 6%	5 4%	4 6%	2 20%	9 11%	2 13%	13 6%	- -	5 13%
Tumblr	78 4%	8 1%	37 7%	4 2%	2 2%	2 3%	- -	8 9%	- -	13 6%	4 16%	- -
Flickr	41 2%	5 1%	19 4%	5 2%	4 3%	1 1%	- -	2 3%	- -	2 1%	- -	3 9%
Facebook Places	25 1%	7 1%	7 1%	2 1%	1 *	1 2%	- -	1 1%	- -	6 3%	- -	- -
Google Latitude	19 1%	5 1%	7 1%	4 2%	1 1%	- -	- -	- -	- -	1 1%	- -	2 5%
hi5	16 1%	4 1%	9 2%	3 1%	- -	- -	- -	- -	- -	- -	- -	- -
foursquare	15 1%	5 1%	4 1%	1 *	1 1%	- -	3 24%	2 3%	- -	- -	- -	- -
orkut	10 1%	4 1%	6 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
MySpace	10 *	6 1%	3 1%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

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	Vote in 2015 General Election											
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Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Friendster	8 *	-	6 1%	2 1%	-	-	-	-	-	1 *	-	-
bebo	2 *	-	2 *	-	-	1 1%	-	-	-	-	-	-
Gowalla	2 *	-	2 *	-	* *	-	-	-	-	-	-	-
Another site (that I use once a week or more)	18 1%	1 *	9 2%	2 1%	1 1%	1 1%	-	1 1%	-	4 2%	-	-
None of these	611 30%	240 38%	147 28%	69 29%	31 23%	25 32%	-	10 12%	2 14%	66 29%	8 33%	13 36%



## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 22

**Do you regularly use any of the following social media services on a mobile phone?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Facebook	863 43%	377 38%	486 48%	175 73%	225 70%	206 54%	112 33%	69 23%	76 18%	238 44%	261 45%	190 45%	174 38%	224 44%	233 44%	213 42%	122 42%	71 41%
Twitter	314 16%	137 14%	177 17%	104 43%	81 25%	65 17%	36 11%	12 4%	15 4%	104 19%	82 14%	82 19%	46 10%	94 18%	78 15%	58 12%	55 19%	29 17%
Instagram	217 11%	77 8%	140 14%	115 48%	58 18%	31 8%	7 2%	2 1%	4 1%	70 13%	59 10%	53 12%	35 8%	64 13%	64 12%	46 9%	33 11%	10 6%
Google+	69 3%	33 3%	36 4%	18 7%	16 5%	10 3%	16 5%	6 2%	4 1%	20 4%	20 3%	13 3%	16 4%	18 4%	20 4%	18 4%	2 1%	11 7%
LinkedIn	59 3%	37 4%	22 2%	5 2%	20 6%	18 5%	10 3%	2 1%	3 1%	36 7%	10 2%	9 2%	3 1%	20 4%	20 4%	8 2%	7 3%	3 2%
Pinterest	56 3%	14 1%	42 4%	14 6%	18 6%	12 3%	8 2%	1 *	2 *	18 3%	22 4%	9 2%	6 1%	13 3%	17 3%	13 3%	8 3%	5 3%
Tumblr	47 2%	11 1%	36 4%	31 13%	8 3%	4 1%	2 1%	1 *	- -	7 1%	20 3%	14 3%	6 1%	17 3%	11 2%	8 2%	6 2%	5 3%
Facebook Places	36 2%	9 1%	26 3%	10 4%	17 5%	5 1%	1 *	1 *	1 *	15 3%	12 2%	7 2%	2 *	11 2%	13 2%	6 1%	2 1%	4 2%
Flickr	19 1%	10 1%	8 1%	7 3%	6 2%	3 1%	1 *	1 *	- -	7 1%	9 2%	1 *	2 *	8 2%	7 1%	1 *	1 *	2 1%
foursquare	12 1%	8 1%	4 *	2 1%	4 1%	4 1%	1 *	- -	1 *	6 1%	6 1%	- -	- -	5 1%	5 1%	1 *	1 *	- -
Google Latitude	12 1%	6 1%	6 1%	6 2%	2 1%	3 1%	1 *	- -	- -	4 1%	6 1%	- -	2 *	3 1%	5 1%	4 1%	- -	- -
orkut	10 1%	4 *	6 1%	5 2%	5 1%	1 *	- -	- -	- -	6 1%	1 *	3 1%	- -	9 2%	- -	1 *	- -	1 *
MySpace	10 *	3 *	7 1%	2 1%	6 2%	1 *	1 *	- -	- -	4 1%	5 1%	- -	1 *	4 1%	4 1%	2 *	- -	- -
hi5	9 *	4 *	5 1%	- -	6 2%	2 1%	1 *	- -	- -	4 1%	5 1%	- -	1 *	6 1%	1 *	2 *	- -	- -

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 22

**Do you regularly use any of the following social media services on a mobile phone?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Friendster	9 *	6 1%	3 *	3 1%	5 1%	- -	1 *	- -	- -	3 1%	4 1%	2 *	- -	2 *	6 1%	1 *	- -	- -
Gowalla	6 *	2 *	4 *	3 1%	2 1%	1 *	- -	- -	- -	3 *	3 *	- -	- -	4 1%	2 *	- -	- -	- -
bebo	4 *	2 *	2 *	1 *	2 1%	1 *	- -	- -	- -	4 1%	- -	- -	- -	2 *	- -	1 *	- -	1 *
Another site (that I use once a week or more)	9 *	1 *	8 1%	6 3%	1 *	1 *	1 *	- -	- -	2 *	3 1%	2 1%	1 *	- -	2 *	2 *	4 1%	1 *
None of these	1030 51%	550 56%	480 47%	31 13%	65 20%	150 39%	214 63%	228 76%	343 81%	270 50%	284 49%	211 50%	265 57%	245 48%	256 48%	277 55%	159 55%	93 53%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 22

**Do you regularly use any of the following social media services on a mobile phone?**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Facebook	863 43%	234 37%	243 46%	84 35%	59 45%	34 45%	7 62%	51 60%	10 59%	114 50%	16 64%	11 31%
Twitter	314 16%	79 12%	91 17%	25 10%	25 19%	16 21%	5 47%	30 35%	2 11%	37 17%	3 11%	1 2%
Instagram	217 11%	48 8%	67 13%	12 5%	10 7%	5 6%	2 16%	22 25%	1 7%	41 18%	5 20%	5 13%
Google+	69 3%	18 3%	27 5%	5 2%	2 2%	7 9%	- -	- -	1 7%	7 3%	1 3%	2 4%
LinkedIn	59 3%	23 4%	17 3%	1 *	3 2%	3 4%	- -	5 6%	- -	6 3%	* 1%	- -
Pinterest	56 3%	18 3%	11 2%	4 2%	4 3%	1 2%	1 9%	4 5%	1 7%	8 3%	- -	3 9%
Tumblr	47 2%	4 1%	28 5%	2 1%	2 1%	2 3%	- -	2 3%	- -	4 2%	3 12%	- -
Facebook Places	36 2%	12 2%	10 2%	- -	- -	1 2%	2 16%	1 1%	1 7%	8 4%	- -	1 2%
Flickr	19 1%	3 *	7 1%	1 1%	1 1%	1 1%	- -	1 1%	1 7%	1 *	- -	3 9%
foursquare	12 1%	6 1%	2 *	2 1%	1 1%	- -	- -	- -	1 7%	- -	- -	- -
Google Latitude	12 1%	2 *	4 1%	2 1%	- -	- -	- -	1 1%	- -	1 1%	- -	2 5%
orkut	10 1%	4 1%	4 1%	- -	1 1%	- -	- -	- -	1 7%	- -	- -	- -
MySpace	10 *	1 *	6 1%	2 1%	- -	- -	- -	- -	1 7%	- -	- -	- -
hi5	9 *	2 *	4 1%	1 *	- -	- -	- -	2 2%	- -	- -	- -	- -

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 22

**Do you regularly use any of the following social media services on a mobile phone?**

**Base: All respondents**

	Vote in 2015 General Election											
	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Weighted base	2030	630	530	237	131	77	11	86	16	226	24	35
Friendster	9*	1*	4 1%	3 1%	1 1%	-	-	-	-	-	-	-
Gowalla	6*	1*	2*	2 1%	-	-	-	-	1 7%	-	-	-
bebo	4*	2*	2*	-	-	-	-	-	-	-	-	-
Another site (that I use once a week or more)	9*	-	6 1%	-	1 1%	-	-	1 1%	-	1 1%	-	-
None of these	1030 51%	366 58%	251 47%	138 58%	65 49%	38 50%	4 34%	32 37%	6 37%	100 44%	8 33%	21 61%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 23

**Do you regularly use any of the following social media websites and services at least once a week on a tablet computer (like an iPad or Galaxy)?**

**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2006	897	1109	159	315	404	372	325	431	766	510	264	466	542	507	497	282	178
Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Facebook	569 28%	264 27%	305 30%	94 39%	114 35%	134 35%	75 22%	82 27%	71 17%	164 30%	173 30%	122 29%	110 24%	154 30%	149 28%	142 28%	81 28%	43 25%
Twitter	169 8%	89 9%	81 8%	41 17%	35 11%	41 11%	24 7%	11 4%	18 4%	60 11%	50 9%	38 9%	22 5%	48 9%	49 9%	34 7%	26 9%	12 7%
MySpace	8 *	4 *	4 *	4 2%	4 1%	- -	- -	- -	- -	1 *	6 1%	- -	1 *	4 1%	3 1%	1 *	- -	- -
bebo	8 *	6 1%	2 *	6 3%	- -	- -	1 *	- -	- -	2 *	4 1%	2 *	- -	4 1%	3 1%	1 *	- -	- -
Friendster	10 1%	6 1%	5 *	6 2%	3 1%	1 *	1 *	- -	- -	2 *	6 1%	2 *	- -	4 1%	5 1%	1 *	- -	1 *
orkut	6 *	4 *	3 *	5 2%	1 *	1 *	- -	- -	- -	1 *	3 *	3 1%	- -	4 1%	2 *	- -	- -	- -
hi5	11 1%	7 1%	4 *	4 2%	4 1%	2 *	1 *	- -	- -	2 *	9 2%	- -	- -	6 1%	5 1%	- -	- -	- -
LinkedIn	54 3%	33 3%	20 2%	3 1%	10 3%	15 4%	10 3%	7 2%	9 2%	29 5%	17 3%	5 1%	2 *	20 4%	14 3%	10 2%	8 3%	1 1%
Foursquare	6 *	4 *	3 *	1 *	3 1%	1 *	1 *	- -	- -	4 1%	2 *	- -	- -	4 1%	1 *	- -	1 *	- -
Gowalla	6 *	5 *	1 *	3 1%	1 *	- -	1 *	- -	* *	* *	5 1%	- -	- -	2 *	3 1%	* *	- -	- -
Facebook Places	21 1%	5 *	16 2%	9 4%	5 2%	5 1%	1 *	1 *	- -	10 2%	7 1%	5 1%	- -	7 1%	10 2%	2 *	- -	2 1%
Google Latitude	13 1%	5 1%	8 1%	7 3%	4 1%	1 *	1 *	- -	- -	5 1%	7 1%	- -	2 *	3 1%	8 2%	3 *	- -	- -
Google+	56 3%	26 3%	29 3%	9 4%	11 3%	9 2%	12 4%	8 3%	6 1%	19 3%	17 3%	14 3%	6 1%	17 3%	18 3%	12 2%	4 1%	4 3%
Flickr	19 1%	14 1%	5 1%	4 2%	3 1%	2 *	4 1%	4 1%	3 1%	5 1%	7 1%	4 1%	2 1%	6 1%	8 1%	2 *	2 1%	1 *

## EU Referendum Survey

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Weighted base	2006	983	1023	241	321	381	341	301	421	541	582	421	462	510	529	503	289	174
Instagram	102 5%	32 3%	70 7%	61 25%	15 5%	17 4%	3 1%	2 1%	4 1%	27 5%	26 4%	30 7%	19 4%	31 6%	31 6%	24 5%	13 4%	4 2%
Pinterest	51 3%	13 1%	38 4%	14 6%	13 4%	7 2%	8 2%	5 2%	4 1%	16 3%	22 4%	12 3%	1 *	9 2%	18 3%	8 2%	11 4%	5 3%
Tumblr	28 1%	9 1%	18 2%	18 7%	5 2%	2 1%	1 *	1 *	1 *	7 1%	13 2%	5 1%	2 1%	13 3%	6 1%	5 1%	1 *	3 2%
Another site (that I use once a week or more)	5 *	-	5 *	2 1%	-	1 *	2 1%	-	-	1 *	2 *	-	2 *	1 *	2 *	1 *	1 *	-
None of these	1325 66%	670 68%	654 64%	104 43%	185 58%	227 60%	250 73%	215 72%	344 82%	342 63%	374 64%	272 65%	336 73%	327 64%	335 63%	341 68%	198 69%	123 71%

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Unweighted base	2006	631	533	230	145	74	9	90	15	222	24	33
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Twitter	169 8%	35 6%	62 12%	20 8%	18 14%	6 8%	2 15%	11 13%	2 11%	13 6%	2 6%	-
MySpace	8 *	2 *	2 *	3 1%	-	-	-	-	1 7%	-	-	-
bebo	8 *	1 *	4 1%	2 1%	-	-	-	-	1 7%	-	-	-
Friendster	10 1%	1 *	4 1%	2 1%	1 1%	-	-	-	1 7%	-	2 8%	-
orkut	6 *	-	3 *	2 1%	1 1%	-	-	-	1 7%	-	-	-
hi5	11 1%	2 *	4 1%	2 1%	-	-	-	2 2%	1 7%	-	-	-
LinkedIn	54 3%	17 3%	19 4%	2 1%	3 2%	1 1%	1 9%	5 6%	1 7%	3 1%	1 5%	-
Foursquare	6 *	2 *	1 *	2 1%	-	-	-	-	1 7%	-	-	-
Gowalla	6 *	1 *	1 *	2 1%	* *	-	-	-	1 7%	-	-	-
Facebook Places	21 1%	8 1%	9 2%	-	-	-	-	-	1 7%	3 1%	-	-
Google Latitude	13 1%	4 1%	2 *	4 2%	-	-	-	-	1 7%	1 1%	-	2 5%
Google+	56 3%	11 2%	20 4%	4 1%	3 2%	3 4%	-	4 5%	1 7%	5 2%	2 10%	2 4%
Flickr	19 1%	3 *	7 1%	1 *	3 2%	-	-	2 2%	1 7%	-	-	3 9%

## EU Referendum Survey

### ONLINE Fieldwork : 10th - 12th July 2015

Absolutes/col percents

Table 23

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	Total	Conservative	Labour	UK Independence Party (UKIP)	Liberal Democrat/ Liberal	Scottish National Party/SNP	Plaid Cymru	Green Party	Another party	Did not vote	Don't know	Prefer not to say
Weighted base	2006	630	530	237	131	77	11	86	16	226	24	35
Instagram	102 5%	14 2%	40 8%	7 3%	6 4%	2 3%	3 24%	13 15%	1 7%	11 5%	3 13%	2 5%
Pinterest	51 3%	12 2%	10 2%	5 2%	2 1%	3 4%	2 20%	9 10%	1 7%	3 1%	- -	4 12%
Tumblr	28 1%	7 1%	11 2%	1 1%	1 1%	- -	- -	2 2%	1 7%	3 1%	2 8%	- -
Another site (that I use once a week or more)	5 *	1 *	1 *	- -	- -	- -	- -	- -	1 7%	2 1%	- -	- -
None of these	1325 66%	433 69%	325 61%	162 68%	85 65%	54 70%	5 41%	52 61%	9 56%	166 74%	12 51%	22 62%