

YouGov / The Times Survey Results

		Н	eadline	Votin	g Intent	tion		Vote i	n 2015		Ge	ender		Ag	je		Social	Grade
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	1693	374	403	100	207	132	477	396	102	163	819	874	196	725	416	356	965	728
Unweighted Sample	1693	391	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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Headline Voting Intention																		
[Weighted by likelihood to vote, excluding those who would not vote																		
or don't know]		1,,,,	_	_	•		۱	_	_	_								
Con Lab	31	100	0	0	0	0	85	3	7 17	7	29	33	20	29	29	40	33	28
Lib Dem	34 8	0	100	0 100	0	0	2	87 4	71	7 1	35 8	32 9	51 13	41 6	30 8	20 9	34 10	32 5
UKIP	17	0	0	0	100	0	10	4	2	84	19	9 15	5	11	23	21	13	23
Other	11	0	0	0	0	100	10	3	4	0	10	11	11	13	23 9	9	10	23 11
Other Parties Voting Intention	• • •	·	U	U	O	100	, '	0	7	O	1 10	• • •	1	10	3	٠,	10	
[Weighted by likelihood to vote, excluding those who would not vote																		
or don't know]																		
SNP/ PCY	7	0	0	0	0	67	0	1	1	0	8	7	5	8	7	7	7	8
Green	3	0	0	0	0	29	1	1	2	0	2	4	6	4	3	2	4	
BNP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2 0 0
Respect	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Other	0	0	0	0	0	4	0	0	0	0	1	0	1	1	0	0	0	1
If there were a general election held to marrow which worth																		
If there were a general election held tomorrow, which party would you vote for?																		
Conservative	22	100	0	0	0	0	65	2	6	6	22	22	12	19	23	33	25	18
Labour	24	0	100	0	0	0	1	74	14	6	26	22	31	26	23	16	26	21
Liberal Democrat	6	0	0	100	0	0	2	3	56	1	6	6	9	4	6	7	8	4
UK Independence Party (UKIP)	12	0	0	0	100	0	8	4	2	72	14	10	5	8	18	18	10	15
Scottish National Party (SNP)/ Plaid Cymru	5	0	0	0	0	62	0	1	1	0	6	4	4	5	5	5	5	5
Some other party	3	0	0	0	0	38	1	2	2	0	3	4	4	4	2	2	4	5 2 16
Would not vote	11	0	0	0	0	0	3	1	0	2	11	11	11	14	8	6	7	16
Don't know	17	0	0	0	0	0	20	13	20	12	13	21	25	20	14	13	16	19
And which of these parties would you vote for?																		
[Only asked to those who said Other; n=61]																		
Green	84	0	0	0	0	85	100	67	100	0	73	91	90	85	86	67	86	79
British National Party (BNP)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Respect	Ö	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Some other party	15	0	0	0	0	15	0	33	0	0	27	7	10	15	8	33	12	21
Don't know	1	0	0	0	0	0	0	0	0	0	0	2	0	0	6	0	2	0



YouGov / The Times Survey Results

Sample Size: 1693 GB Adults Fieldwork: 11th - 12th April 2016

Fieldwork: 11th - 12th April 2016										
				Region			EU Ref	ferendum	Voting In	tention
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS
Weighted Sample	1693	203	562	364	408	156	654	669	280	695
Unweighted Sample	1693	150	594	369	420	160	690	673	271	666
	%	%	%	%	%	%	%	%	%	%
Headline Voting Intention										
[Weighted by likelihood to vote, excluding those who would not vote or don't know]										
Con	31	31	39	31	28	13	26	32	46	43
Lab	34	45	27	32	46	18	48	19	31	31
Lib Dem	8	7	11	10	6	4	12	4	11	10
UKIP	17	11	20	20	17	7	0	38	2	4
Other	11	6	4	7	3	58	14	6	11	11
Other Parties Voting Intention		•					=			
[Weighted by likelihood to vote, excluding those who would not vote or don't know]										
SNP/ PCY	7	0	0	4	0	55	9	4	8	8
Green	3	5	3	3	2	3	4	2	2	3
BNP	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0
Other	0	1	1	0	0	0	0	0	0	1
If there were a general election held tomorrow, which party would you vote for?										
Conservative	22	24	28	21	19	10	22	23	25	25
Labour	24	30	19	23	31	15	38	15	18	18
2000.		1 ,	. •		٥.	. •		. •	. •	. •

And which of these parties would you vote for?

Liberal Democrat

Some other party

Would not vote

Don't know

UK Independence Party (UKIP)

Scottish National Party (SNP)/ Plaid Cymru

[Only asked to those who said Other; n=

n=61]										
Green	84	76	86	100	72	88	96	67	87	76
British National Party (BNP)	0	0	0	0	0	0	0	0	0	0
Respect	0	0	0	0	0	0	0	0	0	0
Some other party	15	24	14	0	28	0	4	29	13	24
Don't know	1	0	0	0	0	12	0	5	0	0

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		Не	eadlin	e Votin	g Intent	tion		Vote	in 2015		Ge	ender		Ag	е		Social	Grade
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sample	1693	374	403	100	207	132	477	396	102	163	819	874	196	725	416	356	965	728
Unweighted Sample	1693	391	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

On a scale of 0 (certain NOT to vote) vote), how likely would you be to vot	` '
tomorrow?	
	0 - Certain NOT to vote
	1
	2
	2

0 - Certain NOT to vote	9	1	1	0	1	1	2	1	1	2	8	10	12	11	7	6	6	14
1	1	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1
2	2	1	0	3	1	2	0	1	0	0	2	2	2	3	0	1	2	1
3	1	0	1	0	1	1	0	0	1	0	1	2	4	2	1	0	1	2
4	2	0	1	1	1	2	1	1	1	0	2	2	3	2	1	0	1	2
5	6	3	3	4	5	5	4	3	2	4	4	7	6	9	2	2	4	7
6	2	2	2	1	2	1	1	2	3	3	2	3	3	2	2	1	2	3
7	5	6	3	5	5	6	7	4	3	4	5	5	6	6	4	3	4	6
8	8	13	8	9	5	7	10	7	14	4	9	8	12	8	7	8	9	7
9	9	12	7	9	13	11	13	6	12	13	10	9	8	11	10	6	10	8
10 - Absolutely certain to vote	56	61	75	68	66	65	61	75	64	71	58	53	44	46	65	72	61	49

	6-7	11-12																	
If there was a referendum on Britain's membership of the European Union and this was the question, how would you vote:	April	April																	
Should the United Kingdom remain a member of the European																			
Union or leave the European Union?			_					_			_			_			_		
Remain a member of the European Union	40	39	39	62	65	1	59	31	60	57	5	41	37	56	43	34	26	48	26
Leave the European Union	38	39	42	25	18	98	26	48	28	22	89	42	37	20	31	49	58	34	47
Would not vote	5	5	1	0	0	0	1	1	0	0	0	5	6	5	8	3	3	3	9
Don't know	16	17	19	12	17	1	13	20	12	21	6	12	21	19	19	14	13	16	17
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 those who would not vote or Don't Know]																			
Remain a member of the European Union	51	50	48	71	78	1	69	39	68	72	5	49	50	74	58	41	31	59	36
Leave the European Union	49	50	52	29	22	99	31	61	32	28	95	51	50	26	42	59	69	41	64



				Region			EU Re	ferendum	Voting In	tention
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Weighted Sample	1693	203	562	364	408	156	654	669	280	695
Jnweighted Sample	1693	150	594	369	420	160	690	673	271	666
•	0/	0/	0/	0/	0/	0/	0/	0/	0/	0/

Unweighted	Sample	1693	150	594	369	420	160	690	673	271	666
		%	%	%	%	%	%	%	%	%	%
On a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely would you be to vote in a general election tomorrow?											
0 - Certain NOT to vote		9	10	7	11	12	4	3	6	10	16
1		1	0	1	0	1	1	1	0	0	1
2		2	4	1	2	2	1	1	2	3	3
3		1	1	3	0	1	1	2	1	2	2
4		2	1	1	4	1	1	1	2	2	3
5		6	5	7	4	6	2	4	5	12	9
6		2	1	1	4	3	1	2	3	2	4
7		5	7	5	4	4	5	5	4	8	6
8		8	12	9	7	8	4	9	7	11	9
9		9	7	10	10	8	10	10	10	9	9
10 - Absolutely certain to vote		56	53	54	54	54	71	63	62	41	39
If there was a referendum on Britain's membership of the European Union and this was the question, how would you vote:	6-7 April	11-12 April									
Should the United Kingdom remain a member of the European Union or leave the European Union? Remain a member of the European Union Leave the European Union Would not vote Don't know	40 38 5 16	39 39 5 17	47 35 4 14	39 41 4 16	32 42 9 18	34 40 7 18	53 32 1 15	100 0 0 0	0 100 0 0	0 0 0 100	24 26 12 39
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 those who would not vote or Don't Know] Remain a member of the European Union Leave the European Union	51 49	50 50	57 43	49 51	43 57	46 54	62 38	100	0 100	#DIV/0! #DIV/0!	48 52



		Н	eadlin	e Votin	g Intent	ion		Vote i	in 2015		Ge	ender		Ag	je		Social	Grade
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
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•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the EU referendum?

0 - Certain NOT to vote	7	0	1	0	0	0	2	0	1	2	7	7	9	9	5	3	4	10
1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0	1	1	1
2	1	1	0	0	0	1	0	0	0	1	1	1	0	2	1	1	1	1
3	1	1	0	1	0	1	0	0	1	0	0	2	3	1	1	1	1	2
4	1	0	1	2	2	2	1	1	1	0	1	1	3	2	0	0	1	2
5	7	5	4	11	3	3	5	4	9	2	5	8	9	10	3	3	5	9
6	3	3	2	1	1	2	3	1	1	1	3	4	3	4	1	2	3	3
7	4	3	5	0	2	5	4	5	1	3	5	4	7	6	3	1	4	5
8	6	9	8	6	3	5	8	7	9	2	7	6	7	7	7	6	7	6
9	8	13	6	10	8	7	10	7	13	10	8	8	9	8	9	6	9	6
) - Absolutely certain to vote	61	63	72	69	81	74	66	75	65	79	63	59	48	52	70	77	65	56

	21-22 Feb	11-12 April																	
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	25	30	25	51	52	1	49	20	50	42	2	32	28	40	32	26	22	37	20
I will probably vote for Britain to remain a member of the EU, but	11	9	14	a	13	2	7	13	9	13	3	9	9	11	10	9	6	11	6
could be persuaded to vote to leave		,	17	5	10	_	'	10	3	10	0	٦	3		10	5	Ü	• • •	O
I don't have a strong preference and could change my mind, but am	/	6	7	5	7	1	7	6	6	7	1	5	7	10	7	3	6	6	6
currently more likely to vote for Britain to stay		_								•			•		•				
SOFT REMAIN		15	21	14	20	3	14	19	15	20	4	14	16	21	17	12	12	17	12
I have no idea whether I would vote for Britain to stay in the EU or to	76	13	9	8	10	0	9	11	7	12	2	10	16	16	17	10	7	10	17
leave the EU				-		-	-		-		_						-		
I don't have a strong preference and could change my mind, but am	h	6	6	3	4	2	5	6	4	6	4	5	6	5	7	4	5	5	7
currently more likely to vote for Britain to leave			Ů	Ū	·	_	Ū		•	Ū		ľ	ŭ		·		ŭ	Ü	•
I will probably vote for Britain to leave the EU, but could be	1()	8	10	6	6	5	5	10	6	10	6	7	8	4	7	8	9	8	8
persuaded to vote to stay												l '		Ш.			ŭ		
SOFT LEAVE	16	14	16	9	10	7	10	16	10	16	10	12	14	9	14	12	14	13	15
I will definitely vote for Britain to leave the EU	26	29	29	17	9	89	18	35	18	10	82	32	27	15	20	40	45	24	37



I will probably vote for Britain to leave the EU, but could be

persuaded to vote to stay

I will definitely vote for Britain to leave the EU 26

SOFT LEAVE 16

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					Region			EU Re	ferendum	Voting In	tention
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS
Weighted S	Sample	1693	203	562	364	408	156	654	669	280	695
Unweighted S	Sample	1693	150	594	369	420	160	690	673	271	666
	_	%	%	%	%	%	%	%	%	%	%
And on a scale of 0 (certain NOT to vote) to 10 (absolutely certain to vote), how likely are you to vote in the EU referendum? 0 - Certain NOT to vote 1 2 3 4 5 6 7 8		7 1 1 1 1 7 3 4 6 8	5 0 1 3 1 9 3 3 3 5	5 1 1 1 1 8 4 3 7	9 0 2 1 2 6 3 5 9 6	9 1 1 1 7 3 6 5 8	1 0 0 0 1 1 1 2 5 5	1 1 0 1 1 3 2 3 9	3 0 1 1 1 3 2 5 4 8	7 2 2 2 2 2 2 2 3 7 7 10 6	12 1 2 3 2 14 6 7 10 9
10 - Absolutely certain to vote		61	63	60	59	58	76	69	73	33	35
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?	21-22 Feb	11-12 April									
I will definitely vote for Britain to remain a member of the EU	25	30	40	28	24	26	44	75	0	1	0
I will probably vote for Britain to remain a member of the EU, but could be persuaded to vote to leave	11	9	6	10	7	9	9	18	1	8	22
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	5	7	5	6	6	1	16	14
SOFT REMAIN	18	15	14	15	14	14	15	24	2	24	36
I have no idea whether I would vote for Britain to stay in the EU or to leave the EU	16	13	8	13	16	15	7	1	1	52	32
I don't have a strong preference and could change my mind, but am currently more likely to vote for Britain to leave	6	6	4	5	5	8	5	0	8	13	14

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Fieldwork: 11th - 12th April 2016	Headline Voting Intention								- 2045		0			Α			Casi-!	Crada
		'	ieadiin	т —	ig inten	tion		vote	in 2015) T	Ge	ender		Ag	e		Social	Grade
	Tota		Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24		50-64		ABC1	C2DE
Weighted San	•		_	100		132		396	102	163	819	874	196	725		356		728
Unweighted San		_	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
	%		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	-22 11-1																	
	eb Apr	II																
Which ONE of the following will be most important to you in																		
deciding how to vote in the referendum? Which is likely to be better for jobs, investment and the economy		1					1					1	1			ĺ		
generally	28 31	30	45	47	7	42	27	43	38	7	30	32	46	35	28	19	35	26
Which is likely to strike a better balance between Britain's right to act																		
•	33 31	40	26	29	37	31	39	26	35	37	31	31	19	25	38	42	33	29
countries		'				-				•								
Which is likely to help us deal better with the issue of immigration 1	17 16	20	10	6	36	6	20	13	8	37	17	16	9	16	17	20	14	19
Which is likely to maximise Britain's influence in the world	4 4	3	3	5	8	2	4	4	7	4	5	3	4	3	3	7	3	5
Something else	7 7	4	10	11	6	15	3	9	10	8	8	7	9	8	7	6	9	5
None of these 1	11 11	3	7	1	6	5	7	6	2	7	10	11	14	14	8	5	7	16
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																		
	5 3	12		1	0	0	9	0	2	0	4	2	1	2	3	4	3	2
	24 18			30	7	10	35	10	27	7	17	18	14	15	20	22	20	15
	29 21			31	7	10	44	10	29	7	21	20	15	17	23	26	23	17
	23 24			30	19	23	27	26	33	22	26	23	26	22	28	24	27	21
	31 42		60	33	69	59	18	59	29	64	46	39	37	44	43	40	39	47
	54 66 16 13	_	88	63	88 4	82 8	45 12	85 5	62	86 7	72	62 18	63 22	66 16	71	64 9	66	68 16
Nigel Farage	10 13	9	4	U	4	0	12	J	9	'	0	10	22	10	U	9		10
<u> </u>	6 5	2	1	1	32	1	3	3	0	31	7	3	2	2	9	8	4	6
	16 14		-	5	44	1	19	9	5	40	16	13	9	11	18	20	-	17
	22 19	_		6	76	2	22	12	5	71	23	16	11	13	27	28	17	23
	17 19	_		16	9	15	26	14	23	11	19	18	13	17	20	23	18	19
Do not trust at all 4	43 47	40	70	68	9	70	39	68	63	8	48	46	52	51	46	37	53	38
TOTAL DO NOT TRUST 6	60 66	68	85	84	18	85	65	82	86	19	67	64	65	68	66	60	71	57
Don't know 1	18 15	10	5	10	7	14	12	7	8	9	10	20	24	19	7	11	12	20
Jeremy Corbyn							_										_	
Trust a lot	6 8	0	25	5	1	8	0	20	6	2	10	6	11	8	7	6	9	6
	20 20		46	37	11	30	7	38	36	11	22	19	24	21	19	20		19
	26 28		71	42	12	38	7	58	42	13	32	25	35	29	26	26	30	25
	18 21	_		31	22	23	21	18	27	22	22	20	17	20	24	19	21	20
	36 34			14	54	24	59	12	20	53	36	32	17	28	40	47	34	34
	54 55			45	76	47	80	30	47	75	58	52	34	48	64	66	55	54
Don't know 2	21 18	10	8	13	11	15	13	12	11	12	11	23	30	23	10	9	15	21



Fieldwork: 11th - 12th April 2016		Region EU Referendum Voting Int									
	Tot	al London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS	
Weighted Sam	ple 169	3 203	562	364	408	156	654	669	280	695	
Unweighted Sam	ple 169	3 150	594	369	420	160	690	673	271	666	
	%	%	%	%	%	%	%	%	%	%	
21-	22 11-	12									
Fe	b Apı	il									
Which ONE of the following will be most important to you in											
deciding how to vote in the referendum?		_					-				
Which is likely to be better for jobs, investment and the economy	8 3 1	35	28	30	29	41	56	10	29	30	
generally	J .	33	20	30	23	71	30	10	23	30	
Which is likely to strike a better balance between Britain's right to act											
independently, and the appropriate level of co-operation with other 3.	3 3 1	27	34	28	32	27	24	39	34	33	
countries											
Which is likely to help us deal better with the issue of immigration 1		_	17	16	16	15	4	31	9	16	
Which is likely to maximise Britain's influence in the world		5	4	4	4	4	4	5	2	2	
Something else 7		11	7	6	7	9	11	5	6	4	
None of these 1	1 1 1	7	9	15	12	4	2	9	21	15	
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 5	5 3	3	4	2	2	1	4	2	2	2	
Trust a fair amount 2			21	16	14	16	24	13	16	19	
TOTAL TRUST 2			25	18	16	17	28	15	18	21	
Do not trust very much 2			24	26	21	24	28	25	20	24	
Do not trust at all 3			41	44	44	49	36	52	35	33	
TOTAL DO NOT TRUST 5			65	70	65	73	64	77	55	57	
Don't know 1			10	12	18	10	8	8	28	21	
Nigel Farage		4					•				
Trust a lot	5 5	2	6	5	6	3	0	12	0	1	
Trust a fair amount 1	6 14	15	15	15	15	7	3	29	8	9	
TOTAL TRUST 2	2 19	17	21	20	21	10	3	41	8	10	
Do not trust very much 1	7 19	15	22	18	17	18	14	22	20	22	
Do not trust at all 4	3 47	50	47	44	43	61	72	27	40	44	
TOTAL DO NOT TRUST 6	0 66	65	69	62	60	79	86	49	60	66	
Don't know 1	8 15	18	11	18	19	12	10	10	31	24	
Jeremy Corbyn		_					_				
Trust a lot 6	8	7	7	6	10	7	13	4	6	3	
Trust a fair amount 2	0 20	25	18	19	20	27	33	13	14	16	
TOTAL TRUST 2	6 28	32	25	25	30	34	46	17	20	19	
Do not trust very much			21	20	22	23	21	21	20	23	
Do not trust at all 3			40	34	28	28	20	49	30	32	
TOTAL DO NOT TRUST 5		_	61	54	50	51	41	70	50	55	
Don't know 2	1 18	19	14	20	21	15	13	13	31	26	



Fieldwork: 11th - 12th April 2016							Vote i	n 2015		Ge	ender		Αg	је		Social	Grade		
		Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted	Sample	1693	374	403	100	207	132	477	396	102	163	819	874	196	725	416	356	965	728
Unweighted			391	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	21-22	11-12																	
	Feb	April																	
Boris Johnson								-					ı					i	
Trust a lot		4	7	3	2	13	3	7	4	1	11	6	3	3	2	8	6	4	5
Trust a fair amount		22	37	11	20	42	7	35	12	17	41	22	22	18	17	25	29	21	23
TOTAL TRUST		26	44	14	22	55	10	42	16	18	52	28	25	21	19	33	35	25	28
Do not trust very much		25	32	25	30	19	25	29	24	32	19	24	26	23	24	26	27	28	22
Do not trust at all		33	13	54	40	17	56	14	51	42	17	37	28	30	36	33	27	35	29
TOTAL DO NOT TRUST		58	45	79	70	36	81	43	75	74	36	61	54	53	60	59	54	63	51
Don't know	20	16	12	6	8	10	9	15	8	8	12	12	21	26	21	9	10	12	22
Theresa May	2	1	3	0	1	1	0	3	0	4	4	١ ،	1	0	1	2	2	1	4
Trust a lot		12	28	8	13	7	4	23	9	1 8	1 7	2 12	11	11	8	2 12	2 19	12	1
Trust a fair amount TOTAL TRUST		13	31	8	14	8	4	26	9	9	8	14	12	11	9	14	21	13	11 12
Do not trust very much		28	34	30	41	27	27	32	29	44	29	30	27	25	22	35	35	31	25
Do not trust at all		33	12	47	24	44	49	20	46	24	40	39	28	24	37	37	28	34	33
TOTAL DO NOT TRUST		61	46	77	65	71	76	52	75	68	69	69	55	49	59	72	63	65	58
Don't know		26	22	15	21	22	19	22	17	22	23	17	34	40	32	15	17	22	30
Iain Duncan Smith	50		22	10	21	~~	10	22	.,	~~	20	''	54	40	02	10	''	22	00
Trust a lot	4	4	9	1	5	9	0	10	1	2	7	5	3	2	1	6	9	5	3
Trust a fair amount		16	32	8	19	27	6	30	6	19	28	17	16	9	10	18	31	17	15
TOTAL TRUST		20	41	9	24	36	6	40	7	21	35	22	19	11	11	24	40	22	18
Do not trust very much		24	26	25	28	24	25	24	27	33	26	25	22	21	23	27	23	26	21
Do not trust at all		33	13	55	32	25	49	17	52	32	23	39	28	30	37	36	24	34	33
TOTAL DO NOT TRUST	50	57	39	80	60	49	74	41	79	65	49	64	50	51	60	63	47	60	54
Don't know	29	23	19	11	16	15	21	19	13	14	16	14	30	38	29	13	12	18	28
Michael Gove			•					•				•							
Trust a lot	4	3	6	0	4	7	0	6	1	1	7	3	3	1	0	5	5	4	1
Trust a fair amount	13	9	20	2	3	20	3	18	2	8	13	11	7	7	4	10	19	10	8
TOTAL TRUST	17	12	26	2	7	27	3	24	3	9	20	14	10	8	4	15	24	14	9
Do not trust very much	19	24	31	23	30	21	25	30	23	32	24	25	23	22	22	26	26	26	21
Do not trust at all	32	37	16	59	45	27	49	20	58	38	27	42	32	31	39	42	30	39	34
TOTAL DO NOT TRUST		61	47	82	75	48	74	50	81	70	51	67	55	53	61	68	56	65	55
Don't know	32	28	27	15	18	24	23	26	16	21	29	20	35	39	34	18	20	22	36
How safe or risky do you think it would be for Britain to leave																			
the European Union?	,-			40	00	^	0.4	40	22	0-	_		4-7	o -	0.4	40	40	00	40
Very risky		20	14	40	30	0	24	13	39	25	2	22	17	27	21	19	13	26	12
Fairly risky		28	35	27	45 75	8	36	31	27	39	12	26	29	37	29	25	24	29	26
TOTAL RISKY		48	49	67	75	8	60	44	66 15	64	14	48	46	64	50	44	37	55	38
Fairly safe		22	30 9	14 8	14 2	34 50	20 7	27	15 8	17 1	31 47	22	21 10	12 4	18 7	26	29	20	24
Very safe TOTAL SAFE		13 35	39	22	16	84	27	13 40	23	1 18	78	16 38	31	16	25	18 44	23 52	10 30	16 40
						84 7			-										
Don't know	20	18	11	11	8	1	13	16	11	17	9	14	23	20	25	13	11	15	23



	Fieldwork: 11th - 12th April 2016											
						Region			EU Re	terendum	. 	
Commons Comm			Total	London			North	Scotland	Remain	Leave		SWING VOTERS
Soris Johnson	Weighted 5	Sample	1693	203	562	364	408	156	654	669	280	695
21-22 11-12 12-22 12-2	Unweighted 9	Sample	1693	150	594	369	420	160	690	673	271	666
Feb April					%	%	%	%	%	%	%	%
Trust a lot		21-22	11-12									
Trust a loid Trus		Feb	April									
Trust a lof												
TOTAL TRUST 34 26 23 29 30 24 16 14 43 20 24												
De not trust very much 21 25 28 26 24 25 21 28 22 27 27												
Do not fursi at all Ze								-				
TOTAL DO NOT TRUST 47 58 60 58 53 54 73 76 43 50 52 24 1 10 10 13 30 24 16 17 13 16 22 11 10 13 30 24 17 17 18 10 18 18 18 18 18 18 18 18 18 18 18 18 18	•								_			
Trust a lot 7												
Trust a lot 2 1 0 0 2 1 1 1 0 0 0 0 1 1 1 0 0 0 1 1 1 0 0 0 1 1 1 0 0 0 1 1 1 1 0 0 0 1 1 1 1 0 0 0 1 1 1 1 1 0 0 0 1												_
Trust a lot 2 1 1 0 2 1 1 1 1 1 1 1 0 0 0 1 Trust a fair amount 17 12 11 1 14 1 3 9 8 14 10 13 11 11 1 1 1 0 0 0 1 1 1 1 1 1 1 1		20	16	1 17	13	16	22	11	10	13	30	24
Trust a fair amount TOTAL TRUST 10 13 11 14 13 9 8 14 10 13 11 11 16 14 10 9 15 11 13 11 11 16 14 10 9 15 11 13 11 11 16 14 10 9 15 11 13 11 11 16 14 10 9 15 11 13 11 11 16 14 10 9 15 11 13 11 11 16 14 10 9 15 11 13 11 11 16 14 10 9 15 11 13 11 11 16 14 10 19 15 11 13 11 11 16 14 10 19 15 11 13 11 11 16 14 10 19 15 11 11 13 11 11 11 11 11 11 11 11 11 11	•	2		I 0	2	4	4	4	1 4	4	0	^
TOTAL TRUST 19 13 11 16 14 10 9 15 11 13 11 13 11 14 16 14 10 9 15 11 13 11 13 11 14 15 15 15 15 15 15				-								
Do not trust very much Do not trust at all D												
Do not trust at all 28 33 34 31 33 32 43 34 37 23 24								-				
TOTAL DO NOT TRUST Don't know 20 26 26 23 28 31 17 20 21 42 35	,								_			
Don't know 30 26 26 23 28 31 17 20 21 42 35												
Trust a lot Trust a lot Trust a lot Trust a lot Trust a fair amount Trust a												
Trust a lot 7		00			20	20	01					00
Trust a fair amount 17 16 13 20 17 14 9 12 23 14 15 TOTAL TRUST 21 20 17 24 21 19 11 13 32 15 17 Do not trust very much Do not trust at all 31 33 37 29 35 31 45 43 26 26 27 TOTAL DO NOT TRUST 50 57 59 55 57 54 69 70 49 47 52 Don't know 29 23 23 21 21 26 20 17 19 37 31 Trust a fair amount 13 9 10 10 10 7 5 4 17 5 7 TOTAL TRUST 17 12 11 13 12 10 7 4 23 6 8 Do not trust at all 32 37 39 36 35 36 44 48 30 27 30 TOTAL DO NOT TRUST 17 12 11 13 12 10 7 4 23 6 8 Do not trust at all 32 37 39 36 35 36 44 48 30 27 30 TOTAL DO NOT TRUST 51 61 64 60 59 59 68 74 54 50 55 50 55 50 55 56 75 56 75 56 75 56 75 75 75 75 75 75 75 75 75 75 75 75 75		4	4	4	4	4	5	2	l 1	9	1	2
TOTAL TRUST 21 20 17 24 21 19 11 13 32 15 17 17 19 10 10 10 10 10 10 10						· ·				-	-	
Do not trust at all 31 33 37 29 35 31 45 43 26 26 27							19					
Do not trust at all 31 33 37 29 35 31 45 43 26 26 27		19										
Don't know 29 23 23 21 21 26 20 17 19 37 31	•	31	33	37			31	45	43		26	
Trust a lot	TOTAL DO NOT TRUST	50	57	59	55	57	54	69	70	49	47	52
Trust a lot Trust a lot Trust a fair amount Trust a fair amount 13 9 10 10 10 7 5 4 17 5 7 TOTAL TRUST 17 12 11 13 12 10 7 4 23 6 8 Do not trust very much Do not trust at all 32 37 39 36 35 36 44 48 30 27 30 TOTAL DO NOT TRUST 51 61 64 60 59 59 68 74 54 50 55 Don't know 32 28 25 26 29 31 24 22 24 45 36 How safe or risky do you think it would be for Britain to leave he European Union? Very risky Fairly risky 29 28 31 27 29 26 30 44 15 26 36 TOTAL RISKY 46 48 58 46 45 42 57 92 16 29 41 Fairly safe 22 22 22 22 21 23 18 6 43 11 20 Very safe 12 13 7 14 14 13 11 0 31 1 2 TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22	Don't know	29	23	23	21	21	26	20	17	19	37	31
Trust a fair amount TOTAL TRUST 17 12 11 13 12 10 7 4 23 6 8 Do not trust very much Do not trust at all D	Michael Gove			•					•			
TOTAL TRUST Do not trust very much Do not trust at all Bo not trust at all Do not trust at all Do not trust at all Do not trust at all Bo not trust at all Do not trust at all Bo	Trust a lot	4	3	1	3	2	3		0	6	1	1
Do not trust very much Do not trust very much Do not trust at all Series		13	9	10	10	10	7			17	5	7
Do not trust at all 32 37 39 36 35 36 44 48 30 27 30 TOTAL DO NOT TRUST 51 61 64 60 59 59 68 74 54 50 55 Don't know 32 28 25 26 29 31 24 22 24 45 36 46 46 47 48 48 48 48 48 48 48 48 48 48 48 48 48	TOTAL TRUST	17										
TOTAL DO NOT TRUST Don't know 32 28 25 26 29 31 24 22 24 45 36 25 26 29 31 24 22 24 45 36 25 26 29 31 24 22 24 45 36 25 26 29 31 24 22 24 45 36 25 26 29 31 24 22 24 45 36 25 26 29 31 24 22 24 45 36 25 26 29 31 24 22 24 45 36 25 26 25 26 29 31 24 25 24 25 26 26 29 31 24 25 26 26 26 26 27 29 26 26 27 29 26 26 27 29 26 27 27 29 26 27 29 27	•											
Don't know 32 28 25 26 29 31 24 22 24 45 36												
How safe or risky do you think it would be for Britain to leave he European Union? Very risky 17 20 27 19 16 16 27 48 1 3 5 Fairly risky 29 28 31 27 29 26 30 44 15 26 36 TOTAL RISKY 46 48 58 46 45 42 57 92 16 29 41 Fairly safe 22 22 22 22 21 23 18 6 43 11 20 Very safe 12 13 7 14 14 13 11 0 31 1 2 TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22												
he European Union? Very risky 17 20 27 19 16 16 27 48 1 3 5	Don't know	32	28	25	26	29	31	24	22	24	45	36
Very risky Fairly risky Very risky Fairly risky 17 20 27 19 16 16 27 48 1 3 5 TOTAL RISKY 46 48 58 46 45 42 57 92 16 29 41 Fairly safe Very safe 22 22 22 22 22 21 23 18 6 43 11 20 Very safe 12 13 7 14 14 13 11 0 31 1 2 TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22	How safe or risky do you think it would be for Britain to leave the European Union?											
Fairly risky 29 28 31 27 29 26 30 44 15 26 36 TOTAL RISKY 46 48 58 46 45 42 57 92 16 29 41 Fairly safe Very safe 12 13 7 14 14 13 11 0 31 1 2 TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22	·	17	20	27	19	16	16	27	48	1	3	5
TOTAL RISKY 46 48 58 46 45 42 57 92 16 29 41 Fairly safe Very safe 22 22 22 22 22 21 23 18 6 43 11 20 Very safe 12 13 7 14 14 13 11 0 31 1 2 TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22	• • •											
Fairly safe Very safe Very safe 12 13 7 14 14 13 11 0 31 1 20 TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22	, ,											
Very safe 12 13 7 14 14 13 11 0 31 1 2 TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22									_	-		
TOTAL SAFE 34 35 29 36 35 36 29 6 74 12 22									_			
									_			
	Don't know	20	18	13	18	20	22	13	2	9	60	37



Fieldwork: 11th - 12th April 2016	Headline Voting Intention																		
	L		Н	eadline	Votin	ng Inten	tion		Vote i	in 2015		Ge	ender		Ag	e		Social	Grade
	Т	otal	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted Sa		_	374	_	100	207	132	477	396	102	163	819	874	196	725	416	356	965	728
Unweighted Sa	ample 1	693	391	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
	0 / 00 /	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		1-12 April																	
How safe or risky do you think it would be for Britain to remain	reb P	Aprii																	
part of the European Union?																			
Very risky	12	15	13	10	3	50	8	16	9	4	50	17	13	6	9	21	24	12	19
Fairly risky	20	18	22	13	21	28	15	23	12	17	27	19	18	15	15	23	23	17	20
TOTAL RISKY		33	35	23	24	78	23	39	21	21	77	36	31	21	24	44	47	29	39
Fairly safe		31	40	34	35	11	46	34	37	37	12	31	31	34	34	30	27	35	27
Very safe		16	12 52	32	32	3 14	20	9	28	24	2 14	19 50	13	23 57	16 50	15	12	21	9
TOTAL SAFE Don't know		47 20	13	66 12	67	8	66 12	43	65	61 17	9	14	44 25	21	50 27	45 11	39	56 16	36 25
Dont know	21	20	13	12	3	0	12	1 10	13	17	9	14	25	21	21	''	14	10	23
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	23	24	25	17	12	61	18	27	15	13	58	27	22	16	18	32	32	21	28
Worse off		31	31	51	51	2	41	26	50	44	3	35	27	39	35	29	21	39	21
Would make no real difference to the British economy		21	26	16	19	29	20	26	20	21	28	21	21	12	19	22	30	20	23
Don't know	24	24	18	16	18	8	21	21	16	21	12	18	30	34	28	17	17	20	29
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	12	14 I	14	8	9	36	11	l 17	9	9	37	16	12	11	8	20	21	12	17
Less influence		31	32	51	46	5	46	25	49	43	4	33	30	37	37	28	20	38	23
Would make no real difference to British influence		35	43	29	32	52	30	44	28	29	48	36	34	24	31	38	47	35	35
Don't know	19	19	12	12	13	7	13	14	14	19	11	15	24	28	24	13	12	15	25
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	18	20	22	16	8	43	17	22	17	9	44	22	19	15	18	21	27	18	23
Bad for jobs		31	30	53	53	1	45	24	51	46	2	36	27	42	35	29	22	40	20
Would make no real difference to British jobs		25	30	16	22	50	18	31	16	22	43	25	25	13	19	32	34	22	28
Don't know	25	23	18	15	17	7	20	23	16	23	11	18	28	30	28	18	17	20	28
Do you think Britain would be more or less at risk from terrorism if we left the European Union, or would it make no difference?		_															_		
Britain would be more at risk from terrorism if we left the EU		10	13	16	13	0	9	10	16	7	2	10	10	11	9	11	9	12	7
Britain would be less at risk from terrorism if we left the EU		25	30	15	13	56	16	28	16	13	52	29	21	25	18	30	30	22	29
Would make no real difference to the risk from terrorism Don't know		48 18	46 11	56 13	60 13	38 6	61 13	47 15	54 14	65 14	38 8	50 12	47 23	40 24	50 22	46 13	51 10	53 14	41 23
Dontknow	20	10	11	13	13	U	13	13	14	14	0	12	23	24	22	13	10	14	23



Fieldwork. 11th - 12th April 2016	ſ				Region			EU Re	ferendum	Voting In	tention
	,	Total	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS
Weighted S	Sample	1693	203	562	364	408	156	654	669	280	695
Unweighted S	Sample	1693	150	594	369	420	160	690	673	271	666
	04.00	%	%	%	%	%	%	%	%	%	%
	21-22 Feb	11-12 April									
How safe or risky do you think it would be for Britain to remain part of the European Union?	ren	Aprii									
Very risky	12	15	13	16	16	14	13	1	36	1	2
Fairly risky	20	18	21	21	16	18	13	4	36	13	19
TOTAL RISKY	32	33	34	37	32	32	26	5	72	14	21
Fairly safe	33	31	32	29	34	29	38	53	16	24	36
Very safe	14	16	19	17	11	15	22	38	2	2	4
TOTAL SAFE Don't know	47 21	47 20	51 16	46 18	45 23	44 23	60 14	91 4	18 11	26 60	40 39
Dont know	21	20	10	10	23	23	14	4	11	00	39
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	23	24	19	25	28	23	23	6	53	5	14
Worse off	31	31	38	32	25	30	37	74	2	7	18
Would make no real difference to the British economy	22	21	24	21	19	21	21	10	36	16	20
Don't know	24	24	19	23	28	26	19	10	10	72	49
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	12	14	13	15	16	14	9	2	30	5	8
Less influence	33	31	38	32	27	28	43	69	4	14	19
Would make no real difference to British influence	36	35	33	36	37	33	35	21	57	23	35
Don't know	19	19	16	18	20	25	13	8	8	58	37
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	18	20	21	19	24	18	22	4	43	8	15
Bad for jobs	29	31	40	31	27	29	39	75	2	7	18
Would make no real difference to British jobs	28	25	26	27	25	25	18	11	45	13	22
Don't know	25	23	13	23	24	29	21	10	10	71	45
Do you think Britain would be more or less at risk from terrorism if we left the European Union, or would it make no difference?											
Britain would be more at risk from terrorism if we left the EU	10	10	12	10	8	9	12	23	1	3	5
Britain would be less at risk from terrorism if we left the EU	16 55	25 48	26 48	23 51	31	22 48	20 53	7	50 43	11 38	20
Would make no real difference to the risk from terrorism Don't know	20	48 18	48 14	16	41 20	48 21	53 14	61 9	43 7	38 48	42 33
DOITE KNOW	20	10	1-7	10	20	۱ ک	17	9	,	70	33



Fieldwork. 11th - 12th April 2010			Н	adline	Votin	g Inten	tion		Vote i	n 2015		Ge	ender		Aç	je		Social	Grade
		Total	Con	Lab	Lib	UKIP	Other	Con	Lab	Lib	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted	Samplo	1602	27/	403	Dem 100	207	132	477	396	Dem 102	163	819	874	196	725	416	356	965	728
Unweighted			391	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	21-22 Feb	11-12 April																	
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	30	32	38	22	19	72	21	39	24	16	64	34	30	24	28	36	39	28	37
Bad for the NHS	11	14	6	30	28	0	16	6	29	19	0	16	11	21	14	13	8	17	8
Would make no real difference to the NHS Don't know	36 24	33 22	44 12	32 16	39 14	23 6	40 23	38 16	31 16	44 22	26 9	34 16	32 27	27 29	28 29	37 14	41 12	36 18	28 27
Don't know	24	22	12	10	14	ь	23	10	10	22	9	10	21	29	29	14	12	10	21
Do you think there would be more or less immigration into Britain if we left the European Union, or would it make no difference?																			
More immigration into Britain	2	3	4	3	2	0	4	3	3	2	2	3	3	4	2	5	3	3	3
Less immigration into Britain	50	55	67	45	52	86	39	65	47	50	86	60	51	49	51	61	62	55	55
Would make no real difference to the amount of immigration	30	25	21	39	37	11	40	20	38	34	7	25	26	24	26	25	26	28	22
Don't know	18	16	8	13	9	2	17	11	13	14	5	12	21	24	22	9	9	14	20
Do you think the prices of goods and services would go up or down if Britain left the European Union, or would it make no difference?																			
Prices would go up	23	36	41	50	57	7	48	34	50	50	7	39	34	50	39	33	27	43	28
Prices would go down	8	6	6	4	4	15	3	6	4	1	15	7	4	6	3	8	6	5	6
Would make no real difference	36 32	35 24	40 13	28 18	17 21	66 12	29 20	40 20	27 19	24 25	63 15	37 18	33 29	14 30	29 29	41 18	51 15	33 20	37 29
Don't know	32	24	13	18	21	12	20	20	19	25	15	18	29	30	29	18	15	20	29
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	7	8	7	5	2	20	7	9	5	1	19	9	6	8	5	10	8	6	9
Bad for pensions	12	14	12	28	23	1	21	10	28	14	2	17	12	12	16	16	10	17	11
Would make no real difference to pensions	42	43	54	35	45	63	41	52	36	51	60	45	41	24	35	52	61	44	42
Don't know	38	35	26	32	30	15	31	30	31	33	20	29	41	56	44	22	21	33	38
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	10	11	9	8	3	32	9	11	8	2	27	15	8	11	9	14	11	9	13
Worse off	16	19	18	35	29	1	24	15	32	26	2	22	16	25	22	18	11	23	13
No real difference Don't know	46 28	45 25	57 16	36 20	48 19	59 8	40 27	54 20	39 21	47 25	58 13	44 19	45 31	32 32	36 33	50 18	63 15	46 22	43 30
Don't know	20	23	10	20	13	U	21	20	۷ ا	20	13	13	51	52	55	10	10	~~	50



rieldwork. Titii - 12th April 2016	ĺ				Region			EU Re	ferendum	Voting In	tention
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS
Weighted S		1693	203	562	364	408	156	654	669	280	695
Unweighted S	sample	1693 %	150 %	594 %	369 %	420 %	160 %	690 %	673 %	271 %	666 %
	21-22 Feb	11-12 April									
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?	1 60	April									
Good for the NHS	30	32	37	33	36	29	19	9	60	22	26
Bad for the NHS Would make no real difference to the NHS	11 36	14 33	17 31	13 32	13 29	11 33	16 44	31 43	1 31	4 20	6 30
Don't know	24	22	15	21	22	27	21	16	8	55	38
Do you think there would be more or less immigration into Britain if we left the European Union, or would it make no difference?											
More immigration into Britain	2	3	2	3	3	3	4	5	1	3	3
Less immigration into Britain Would make no real difference to the amount of immigration	50 30	55 25	57 31	56 26	57 23	54 21	48 35	39 45	82 13	40 14	51 18
Don't know	18	16	10	15	18	22	13	11	4	43	29
Do you think the prices of goods and services would go up or down if Britain left the European Union, or would it make no difference?											
Prices would go up	23	36	43	36	31	34	45	72	11	22	30
Prices would go down Would make no real difference	8 36	6 35	6 28	4 37	10 35	4 36	4 31	1 15	11 64	2 17	4 27
Don't know	32	24	24	23	24	26	20	12	14	58	40
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	7	8	5	7	9	8	7	2	17	2	4
Bad for pensions Would make no real difference to pensions	12 42	14 43	18 41	12 46	12 45	14 39	24 40	33 34	2 63	4 22	7 35
Don't know	38	43 35	36	34	45 35	39	29	31	19	72	55 54
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	10	11	7	11	14	10	12	2	25	1	6
Worse off No real difference	16 46	19 45	23 48	19 47	17 41	16 46	27 39	44 37	2 61	5 31	10 42
Don't know	28	45 25	22	23	28	29	39 21	37 17	11	63	42



Fieldwork: 11th - 12th April 2016	_																		
			He	adline	Votin	g Inten	tion		Vote i	n 2015		Ge	ender		Ag	е		Social	Grade
		Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted S	ample	1693	374	403	100	207	132	477	396	102	163	819	874	196	725	416	356	965	728
Unweighted S	ample	1693	391	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
		11-12																	
And taking everything into account, what do you think would be	Feb	April																	
better for Britain – remaining in the European Union or leaving																			
the European Union?																			
Remaining in the European Union	36	38	39	60	66	1	57	32	58	57	3	40	35	48	41	34	28	48	24
Leaving the European Union	38	40	42	26	18	95	25	47	27	21	89	43	37	26	32	48	55	34	48
Don't know	26	23	19	14	16	4	18	21	14	21	8	17	28	27	27	18	17	19	28
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	43	42	46	63	71	3	56	38	61	60	9	45	39	54	47	37	32	51	30
Leaving the European Union	31	35	36	21	14	93	22	39	24	18	83	37	33	20	27	42	51	29	43
Don't know	26	23	18	16	15	4	22	23	15	21	8	17	28	26	26	21	17		27
This week the government are sending out a government- funded booklet setting out their view in favour of remaining in the European Union. Do you think it is right or wrong for the government to send out this booklet?		29	43	35	45	7	32	35	35	42	4	I 33	26	l 40	30	30	22	34	24
Wrong		49	42	49	37	86	48	47	48	41	87	51	47	30	41	58	64	47	52
Don't know		22	15	16	19	7	20	18	18	17	8	17	26	30	28	12	14	20	24
	17-18	11-12	-				•					-		-			-		
	Dec	April																	
		2016																	
Which of the following do you think would make the best Prime																			
Minister?	40	20	Loo		00	0.4	44	70	0	20	00	Laa	24	I 00	00	25		200	07
David Cameron Jeremy Corbyn	<i>4</i> 9 23	32 25	90 1	4 69	28 19	24 13	14 35	73 2	9 55	30 23	29 13	33 29	31 22	22 35	28 26	35 24	44 19	36 26	27 25
Not sure	23 29	42	9	27	53	63	51	25	36	23 47	58	38	47	43	46	40	38	38	48
Which of the following do you think would make the best Prime					00	00	٥.		00	••	00				.0		00	00	.0
Minister?			-									-		_					
Boris Johnson	43	34	72	8	23	55	18	65	12	25	54	35	33	25	28	41	44	35	33
Jeremy Corbyn	29 28	29	3	75	39	8	47 25	3	61	39	12	34	25	44	30	29	21	33	25
Not sure Which of the following do you think would make the best Prime	20	36	25	18	38	37	35	32	27	37	35	31	42	32	42	30	35	32	42
Minister?																			
George Osborne	39	21	60	1	18	21	8	49	3	18	21	24	18	12	17	24	29	24	16
Jeremy Corbyn	27	34	5	83	45	17	55	5	71	43	20	39	30	50	35	33	27	37	30
Not sure	34	45	36	16	38	62	37	46	25	40	59	37	53	38	48	43	45	39	54



Fieldwork: 11th - 12th April 2016			ī								
					Region			EU Re	ferendum	Voting In	tention
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS
Weighted	Sample	1693	203	562	364	408	156	654	669	280	695
Unweighted	Sample	1693	150	594	369	420	160	690	673	271	666
		%	%	%	%	%	%	%	%	%	%
		11-12									
And taking avanghing into account what do you think would be	Feb	April									
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	36	38	46	38	31	34	52	93	1	6	22
Leaving the European Union Don't know	38 26	40 23	37 17	42 20	43 26	38 28	32 16	2 5	94 5	9 85	28 50
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	43	42	54	43	35	37	54	92	6	22	33
Leaving the European Union	31	35	32	36	40	34	28	1	84	5	21
Don't know	26	23	14	21	25	29	18	7	9	73	46
This week the government are sending out a government-funded booklet setting out their view in favour of remaining in the European Union. Do you think it is right or wrong for the government to send out this booklet? Right		29	37	29	29	27	29	54	11	21	27
Wrong		49	39	51	50	49	51	28	77	40	41
Don't know		22	24	20	21	24	19	18	12	40	32
Which of the following do you think would make the best Prime	17-18 Dec 2015	11-12 April 2016									
Minister?											
David Cameron	49	32	33	40	31	27	21	32	35	33	36
Jeremy Corbyn	23	25	27	21	24	30	30	38	18	18	17
Not sure	29	42	40	39	45	43	49	30	47	49	47
Which of the following do you think would make the best Prime Minister?	40		۱ ۵4	00	00	00	40	l 00	50	00	00
Boris Johnson	43 29	34 29	34 32	39 26	38 25	30 33	19 42	20 50	52 14	29 22	33 21
Jeremy Corbyn Not sure	29 28	36	34	26 35	25 37	33 37	39	29	33	49	46
Which of the following do you think would make the best Prime Minister?	20	00	1 07	00	O1	0,	00	25	55	70	70
George Osborne	39	21	24	23	21	18	13	18	27	17	21
Jeremy Corbyn	27	34	37	29	31	39	47	53	23	27	26
Not sure	34	45	39	48	48	43	40	29	50	57	53



rieldwork. 11til - 12til April 2016			Н	eadline	Votin	g Inten	tion		Vote i	n 2015		Ge	ender		Ag	ie		Social	Grade
					Lib	Ĭ			I I	Lib			Ι				I		
		Total	Con	Lab	Dem	UKIP	Other	Con	Lab	Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
Weighted S		_	374	403	100	207	132	477	396	102	163	819	874	196	725	416	356	965	728
Unweighted S	Sample	1693	391	426	111	210	142	498	401	111	168	754	939	188	682	428	395	1028	665
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Which of the following do you think would make the best Prime																			
Minister?																			
Theresa May		23	58	4	23	28	10	51	8	24	24	25	22	16	16	30	35	26	20
Jeremy Corbyn		30	4	78	29	14	48	4	65	30	17	36	25	43	31	29	24	33	27
Not sure		46	38	18	48	58	41	45	28	46	59	39	53	41	53	42	41	41	53
	17-18	11-12	=					=				_		='				='	
	Dec	April																	
	2015	2016																	
David Cameron has said he will not stand again as Prime																			
Minister at the next election in 2020. Do you think Cameron																			
should Step down in the next year, and allow someone else to take over as			I					ı						I				I	
Conservative leader and Prime Minister	18	31	7	47	29	51	37	13	44	24	47	31	30	27	29	35	31	26	37
Step down in 2017 or 2018, and allow someone else to take over as		40	40	_	40	•	•	4.5	-	40	•	_	40	_	•	40	40	40	_
Conservative leader and Prime Minister	14	10	16	7	13	9	6	15	7	16	6	9	10	8	8	10	13	12	7
Step down in 2019, and allow someone else to take over as	13	8	16	6	12	4	8	12	6	16	6	9	7	6	7	10	9	11	5
Conservative leader and Prime Minister	7.5		10	U	12	7	O	'-	Ü	10	O	3	•	"	,	10	3		J
Remain as Prime Minister and Conservative leader until just before	26	21	35	18	27	16	23	31	18	22	15	22	21	25	21	20	22	24	17
the 2020 election, and allow someone to take over the																			
Remain as Conservative leader and, if they win the next election, serve another term as Prime Minister	11	7	17	3	7	3	6	13	2	3	7	8	6	8	7	7	6	8	6
Don't know	18	23	8	20	13	17	20	15	22	19	18	20	26	26	28	18	19	20	28
Bontaion	,0		ľ		. 0									1					
If Britain votes to leave the European Union, do you think David																			
Cameron should								_				_		_				_	
Resign and let someone else take over as Prime Minister and		44	25	61	44	67	58	30	60	44	65	48	40	37	38	54	50	42	47
Conservative leader																			
Remain as Prime Minister and Conservative leader		33	67	22	37 19	24 9	21	57	22	35	27	34	32	32	33 29	32 14	35	38	27
Don't know		22	9	17	19	9	21	13	19	21	8	17	27	31	29	14	15	20	26
Imagine there was a leadership contest in the Conservative																			
party and these were the candidates. Imagining that you had a vote in the contest, who would you vote for?																			
•																			
Boris Johnson		25	36	17	17	50	16	34	16	15	48	27	23	21	22	31	26	24	26
Theresa May		8	14	7	16	5	5	14	7	18	5	8	8	7	5	9	15	9	7
George Osborne		4 4	12	2	8 3	3 9	2	8	2 2	4	4 7	5	4	6	4 2	3 5	6 7	5 5	3
Michael Gove Sajid Javid		2	6 1	3	3 5	0	3	7 1	3	3 2	0	4 2	3 2	1 3	2	5 1	2	3	3 1
Nicky Morgan		1	1	1	3	1	1	1	1	2	0	1	1	3	0	1	1	1	0
Would not vote		30	7	51	31	18	51	7	48	32	17	35	25	26	33	32	25	29	31
Don't know		25	23	17	18	15	20	27	21	24	19	17	33	33	32	17	18	23	29



Fieldwork: 11th - 12th April 2016												
					Region			EU Re	ferendum	Voting Intention		
		Total	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS	
Weighted	Sample	1693	203	562	364	408	156	654	669	280	695	
Unweighted			150	594	369	420	160	690	673	271	666	
		%	%	%	%	%	%	%	%	%	%	
Which of the following do you think would make the best Prime												
Minister?			_					_				
Theresa May		23	23	28	23	20	17	19	32	21	23	
Jeremy Corbyn		30	32	26	29	34	41	47	20	22	22	
Not sure		46	44	47	48	46	42	34	49	57	55	
	17-18	11-12										
	Dec	April										
	2015	2016										
David Cameron has said he will not stand again as Prime												
Minister at the next election in 2020. Do you think Cameron should												
Step down in the next year, and allow someone else to take over as	18	31	20	28	32	35	38	27	39	24	23	
Conservative leader and Prime Minister	10	31	20	20	32	33	30	21	39	24	23	
Step down in 2017 or 2018, and allow someone else to take over as	14	10	10	12	9	8	10	8	12	10	10	
Conservative leader and Prime Minister	14	10	10	12	9	0	10	0	12	10	10	
Step down in 2019, and allow someone else to take over as	13	8	10	9	5	8	10	10	7	7	9	
Conservative leader and Prime Minister	13	۰	10	3	3	O	10	10	,	,	3	
Remain as Prime Minister and Conservative leader until just before	26	21	25	25	20	15	24	27	19	18	21	
the 2020 election, and allow someone to take over the	20		20	20	20	10	27		13	10	21	
Remain as Conservative leader and, if they win the next election,	11	7	9	7	7	6	3	8	6	7	7	
serve another term as Prime Minister			-									
Don't know	18	23	26	19	27	27	14	18	17	35	29	
WB 5 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1												
If Britain votes to leave the European Union, do you think David												
Cameron should			i					1				
Resign and let someone else take over as Prime Minister and		44	38	42	46	44	59	42	54	33	32	
Conservative leader										~-		
Remain as Prime Minister and Conservative leader		33	39	37	31	30	26	38	34	27	35	
Don't know		22	23	21	24	26	15	19	12	40	33	
Imagine there was a leadership contest in the Conservative												
party and these were the candidates. Imagining that you had a												
vote in the contest, who would you vote for?												
Boris Johnson		25	23	30	28	21	15	13	41	21	24	
Theresa May		8	10	10	7	9	5	10	8	7	7	
George Osborne		4	2	5	5	4	4	7	3	2	4	
Michael Gove		4	4	4	2	5	4	3	6	3	3	
Sajid Javid		2	4	2	1	2	1	4	0	1	1	
Nicky Morgan		1	1	1	1	1	2	1	1	1	1	
Would not vote		30	24	24	29	35	48	39	21	22	25	
Don't know		25	31	24	27	25	21	23	20	44	35	
			•					•				



		Н	eadlin	e Votin	g Inten	tion	Vote in 2015				Ge	ender		Ag		Social Grade		
	Total	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE
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•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
As you may have seen, in recent days there has been																		
discussion about David Cameron's personal tax and																		
investments. From what you have seen or heard about David																		
Cameron's tax and investments, do you think he has or has not																		
done anything wrong?		_					_				_		_			_		
Has done something wrong in terms of his tax and investments	35	8	61	28	36	49	11	58	24	31	37	33	43	39	34	24	33	37
Has not really done anything wrong in terms of his tax and	45	84	28	54	44	30	74	30	61	46	48	42	34	37	53	59	51	37
investments																		
Don't know	20	8	10	18	20	21	15	12	15	23	15	24	23	24	13	16	15	26
Do you think the following people should or should have to																		
make their tax returns public?																		
Party leaders		_					_				_		_			_		
Should have to make their tax returns public	69	58	84	71	77	80	59	83	75	75	71	67	61	64	74	77	71	66
Should not have to make their tax return public	18	35	9	19	15	12	28	10	21	16	18	17	17	18	19	17	19	15
Don't know	14	7	7	10	8	8	12	7	5	9	11	16	22	18	7	7	10	18
Government ministers																		
Should have to make their tax returns public	68	55	83	69	77	79	57	81	69	75	70	66	62	63	74	75	69	67
Should not have to make their tax return public	18	36	10	21	15	12	30	11	26	16	19	17	19	18	19	18	21	15
Don't know	14	9	7	10	8	9	13	8	5	9	11	17	19	19	7	7	10	18
Members of Parliament		1											l =-			-a I		
Should have to make their tax returns public	65	54	79	58	74	76	55	77	65	72	66	65	58	62	70	70	66	64
Should not have to make their tax return public Don't know	21 14	39 7	13 7	32 10	18 8	14 10	32 12	16 7	30 5	20 9	23 11	19 16	23 19	19 19	23 7	23 7	24 10	17 19
People standing to be members of Parliament	14	I ′	′	10	0	10	12	,	5	9	1 11	16	19	19	′	′ 1	10	19
Should have to make their tax returns public	57	46	67	55	72	65	49	66	56	66	59	56	48	54	63	63	56	59
Should not have to make their tax return public	27	45	23	35	18	25	38	25	38	23	29	26	29	26	29	28	32	22
Don't know	15	8	10	10	10	10	14	9	6	11	12	18	23	21	8	9	12	19
And would not a support on a support and the last to make		-					-				-		-			_		
And would you support or oppose changing the law to make																		
everyone's tax return public, so that all tax returns are																		
publically searchable and viewable? Support making all tax returns public	40	28	49	45	48	51	32	48	42	41	42	38	34	38	41	46	41	39
Oppose making all tax returns public	41	61	36	43	35	35	53	35	50	39	41	40	39	39	46	40	44	36
Oppose making all tax returns public Don't know	19	11	15	10	17	14	15	17	8	20	16	22	27	23	13	14	15	25
Dont know	13	1 '''	13	10	17	14	1 13	17	0	20	10	22	41	23	13	14 [13	23



				Region	EU Referendum Voting Intention							
	Total	London	Rest of South	Midlands / Wales	North	Scotland	Remain	Leave	Don't know	SWING VOTERS		
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Unweighted Sample	1693	150	594	369	420	160	690	673	271	666		
•	0/-	0/2	0/2	0/2	0/2	0/2	0/.	0/2	0/2	0/2		

	%	%	%	%	%	%	%	%	%	%
As you may have seen, in recent days there has been										
discussion about David Cameron's personal tax and										
investments. From what you have seen or heard about David										
Cameron's tax and investments, do you think he has or has not										
done anything wrong?										
Has done something wrong in terms of his tax and investments	35	36	28	35	42	41	41	35	27	28
Has not really done anything wrong in terms of his tax and	45	43	52	44	39	44	47	48	40	46
investments Don't know	20	21	20	21	19	14	12	17	33	26
Dont know	20	21	20	21	19	14	12	17	33	20
Do you think the following people should or should have to										
make their tax returns public?										
Party leaders	_						.=.			
Should have to make their tax returns public	69	74	67	69	68	70	73	72	61	62
Should not have to make their tax return public	18	15	21	17	15	18	18	18	17	19
Don't know	14	12	12	14	16	12	9	10	22	20
Government ministers							1			
Should have to make their tax returns public	68	72	65	70	68	69	70	72	61	61
Should not have to make their tax return public	18	16	22	17	15	18	20	18	18	19
Don't know	14	13	13	13	17	14	10	10	21	20
Members of Parliament	65	00	00	00	00	00	l 07	70	- 7	50
Should have to make their tax returns public Should not have to make their tax return public	65 21	68 20	63 25	68 18	66 18	63 23	67 23	70 20	57 22	59 22
Don't know	14	12	23 12	14	16	23 14	10	10	21	19
People standing to be members of Parliament	'4	12	12	14	10	14	10	10	21	19
Should have to make their tax returns public	57	59	57	58	58	54	57	64	49	50
Should not have to make their tax return public	27	27	29	26	24	33	32	25	28	29
Don't know	15	14	14	16	18	13	11	11	23	21
As less than a second as a second at a second at least a second										
And would you support or oppose changing the law to make										
everyone's tax return public, so that all tax returns are										
publically searchable and viewable? Support making all tax returns public	40	42	37	43	41	42	43	42	32	35
Oppose making all tax returns public	40	42	37 45	43 36	38	42 45	43	41	38	42
Don't know	19	16	19	21	21	13	13	17	29	24
Dont know	.5	10	15		۷.	10	1 10	.,	20	2-7



YouGov Weighting Data

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

Unweighted no. Weighted no.

Age by Education		
Men Over 65	198	159
Men 50-64 High education	44	44
Men 50-64 Mid education	98	95
Men 50-64 Low education	66	64
Men 25-50 High education	95	122
Men 25-50 Mid education	113	135
Men 25-50 Low education	61	102
Men Under 25 High education	17	15
Men Under 25 Mid & Low education	62	83
Women Over 65	197	196
Women 50-64 High education	40	41
Women 50-64 Mid education	110	107
Women 50-64 Low education	70	66
Women 25-50 High education	152	132
Women 25-50 Mid education	165	144
Women 25-50 Low education	96	90
Women Under 25 High education	20	17
Women Under 25 Mid & Low education	89	81
Political Attention		
Low (0-2)	177	322
Medium (3-7)	1103	1033
High (8-10)	413	339
Social Grade		
AB	535	474
C1	493	491
C2	290	356
DE	375	372



YouGov Weighting Data

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

Unweighted no. Weighted no.

Region by 2015 Vote

South Con	225	212
South Lab	96	83
South LD	53	46
South UKIP	67	64
South Oth	36	25
South DNV	117	132
London Con	44	52
London Lab	44	66
London LD	7	12
London UKIP	11	12
London Oth	13	8
London DNV	31	52
Midlands Con	95	88
Midlands Lab	72	66
Midlands LD	13	12
Midlands UKIP	34	32
Midlands Oth	13	8
Midlands DNV	54	73
North Con	96	90
North Lab	139	127
North LD	21	20
North UKIP	46	44
North Oth	18	14
North DNV	100	113
Scotland Con	18	19
Scotland Lab	28	30
Scotland LD	13	8
Scotland SNP	57	61
Scotland Oth & DNV	44	37
Wales Con	20	17
Wales Lab	22	24
Wales LD	4	3
Wales PC	5	8
Wales UKIP	8	8
Wales Oth & DNV	29	24

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to <code>yougov.co.uk/publicopinion/methodology</code>
Or visit our website: <code>yougov.co.uk</code>