

BBC Radio 5 Live: EU Referendum Study

METHODOLOGY NOTE

ComRes interviewed 1,000 GB adults by telephone between the 14th and 17th July 2016. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Tom Mludzinski, Director of Political Polling:

Tom.Mludzinski@ComRes.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

EU Referendum Study

CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 1

Q1. How did you vote in the referendum on Britain's membership of the European Union on the 23rd of June? Or did you not vote?

Base: All respondents

	Total	Gender		Age I					Age II			Class				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	1000	497	503	94	154	160	191	161	240	248	351	401	417	217	122	244
Weighted base	1000	487	513	116	173	164	178	144	224	289	342	369	269	269	218	244
To Remain in the EU	326 33%	151 31%	175 34%	40 34%	46 27%	52 32%	59 33%	51 36%	79 35%	86 30%	111 32%	130 35%	131 49%	101 37%	45 21%	50 21%
To Leave the EU	354 35%	175 36%	179 35%	26 22%	46 27%	49 30%	76 43%	57 39%	100 45%	72 25%	125 37%	157 43%	73 27%	80 30%	96 44%	105 43%
Did not vote	247 25%	128 26%	119 23%	49 43%	74 43%	47 29%	29 17%	20 14%	28 13%	123 43%	76 22%	48 13%	45 17%	63 23%	65 30%	75 31%
Refused	73 7%	33 7%	40 8%	1 1%	8 4%	16 10%	14 8%	16 11%	18 8%	9 3%	30 9%	34 9%	20 8%	25 9%	12 6%	15 6%

EU Referendum Study

CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 2

Q1. How did you vote in the referendum on Britain's membership of the European Union on the 23rd of June? Or did you not vote?

Base: All respondents

	Region											Q1. Referendum Vote		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Remain	Leave
Unweighted base	1000	87	38	122	84	91	66	52	95	143	139	83	395	311
Weighted base	1000	87	42	115	85	90	74	51	97	132	140	88	326	354
To Remain in the EU	326 33%	34 39%	10 23%	42 37%	28 33%	25 28%	24 33%	18 35%	35 36%	52 39%	38 27%	22 25%	326 100%	-
To Leave the EU	354 35%	30 34%	15 36%	42 36%	24 29%	35 39%	28 38%	16 32%	39 40%	31 24%	57 40%	37 42%	-	354 100%
Did not vote	247 25%	17 20%	16 37%	20 18%	27 32%	22 24%	15 21%	16 31%	14 15%	45 34%	31 22%	24 27%	-	-
Refused	73 7%	7 8%	2 4%	11 9%	5 6%	8 9%	7 9%	1 2%	9 9%	4 3%	14 10%	5 6%	-	-

EU Referendum Study

CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 3

Q1. How did you vote in the referendum on Britain's membership of the European Union on the 23rd of June? Or did you not vote?

Base: All respondents who voted

	Total	Gender		Age I					Age II			Class				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	706	346	360	57	84	104	149	121	191	141	253	312	324	148	78	156
Weighted base	680	326	354	66	92	101	135	108	179	157	236	287	204	181	141	155
To Remain in the EU	326 48%	151 46%	175 50%	40 61%	46 50%	52 52%	59 43%	51 48%	79 44%	86 54%	111 47%	130 45%	131 64%	101 56%	45 32%	50 32%
To Leave the EU	354 52%	175 54%	179 50%	26 39%	46 50%	49 48%	76 57%	57 52%	100 56%	72 46%	125 53%	157 55%	73 36%	80 44%	96 68%	105 68%

EU Referendum Study

CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 4

Q1. How did you vote in the referendum on Britain's membership of the European Union on the 23rd of June? Or did you not vote?

Base: All respondents who voted

	Region											Q1. Referendum Vote		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Remain	Leave
Unweighted base	706	64	26	92	54	62	48	37	73	96	97	57	395	311
Weighted base	680	63	25	84	52	60	52	34	74	83	95	59	326	354
To Remain in the EU	326 48%	34 53%	10 39%	42 50%	28 53%	25 42%	24 46%	18 52%	35 47%	52 62%	38 40%	22 37%	326 100%	-
To Leave the EU	354 52%	30 47%	15 61%	42 50%	24 47%	35 58%	28 54%	16 48%	39 53%	31 38%	57 60%	37 63%	-	354 100%

EU Referendum Study
CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 5

Q2. Please tell me whether the following statement applies to you or not.

The EU referendum was the first time I have ever voted in an election (eg. General election, local election etc.)

Base: All respondents who voted

	Total	Gender		Age I						Age II			Class			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	780	381	399	58	91	117	164	139	211	149	281	350	353	168	86	173
Weighted base	753	359	394	67	100	117	149	124	196	166	266	321	224	206	153	170
Yes - applies	50 7%	32 9%	18 5%	20 31%	17 18%	6 5%	2 1%	1 1%	4 2%	38 23%	7 3%	5 2%	12 5%	13 6%	11 7%	14 8%
No - does not apply	703 93%	327 91%	376 95%	46 69%	82 82%	112 95%	147 99%	123 99%	192 98%	128 77%	259 97%	316 98%	213 95%	193 94%	142 93%	155 92%

EU Referendum Study

CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 6

Q2. Please tell me whether the following statement applies to you or not.

The EU referendum was the first time I have ever voted in an election (eg. General election, local election etc.)

Base: All respondents who voted

	Region											Q1. Referendum Vote		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Remain	Leave
Unweighted base	780	70	28	103	60	72	53	39	81	101	111	62	395	311
Weighted base	753	70	26	95	58	68	59	35	82	87	108	64	326	354
Yes - applies	50 7%	2 3%	1 4%	10 10%	4 7%	6 9%	1 1%	1 2%	2 2%	11 13%	10 9%	3 5%	15 5%	32 9%
No - does not apply	703 93%	68 97%	25 96%	85 90%	53 93%	62 91%	58 99%	34 98%	81 98%	76 87%	99 91%	61 95%	311 95%	321 91%

EU Referendum Study
CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 7

Q3. Do you think referendums should be used to decide major decisions about Britain's future more often, only very rarely, or never?

Base: All respondents

	Total	Gender		Age I						Age II			Class			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	1000	497	503	94	154	160	191	161	240	248	351	401	417	217	122	244
Weighted base	1000	487	513	116	173	164	178	144	224	289	342	369	269	269	218	244
More often	346 35%	184 38%	162 32%	53 46%	59 34%	60 36%	62 35%	49 34%	63 28%	112 39%	122 35%	112 30%	64 24%	90 34%	91 42%	101 41%
Rarely	455 45%	211 43%	244 48%	48 41%	67 39%	74 45%	81 45%	71 49%	114 51%	115 40%	155 45%	185 50%	141 52%	133 50%	95 44%	86 35%
Never	158 16%	78 16%	80 16%	11 9%	33 19%	24 15%	29 16%	20 14%	43 19%	43 15%	52 15%	63 17%	57 21%	40 15%	23 11%	38 16%
Don't know	41 4%	15 3%	26 5%	5 4%	14 8%	6 4%	7 4%	4 3%	5 2%	19 6%	13 4%	9 2%	7 3%	6 2%	8 4%	20 8%

EU Referendum Study
CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 8

Q3. Do you think referendums should be used to decide major decisions about Britain's future more often, only very rarely, or never?

Base: All respondents

	Region											Q1. Referendum Vote		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Remain	Leave
Unweighted base	1000	87	38	122	84	91	66	52	95	143	139	83	395	311
Weighted base	1000	87	42	115	85	90	74	51	97	132	140	88	326	354
More often	346 35%	28 33%	11 25%	39 34%	27 32%	33 36%	28 38%	19 37%	35 36%	52 40%	45 32%	29 33%	60 18%	168 48%
Rarely	455 45%	38 44%	19 45%	47 40%	31 37%	41 46%	34 47%	22 44%	52 53%	55 42%	70 50%	46 53%	178 54%	163 46%
Never	158 16%	17 19%	6 14%	26 23%	21 25%	12 13%	8 11%	8 16%	8 9%	21 16%	20 14%	12 13%	84 26%	19 5%
Don't know	41 4%	4 5%	7 16%	4 3%	5 6%	4 5%	3 5%	2 3%	2 2%	4 3%	6 4%	1 1%	4 1%	3 1%

EU Referendum Study

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Absolutes/col percents

Table 9

Q4. Do you agree or disagree with each of the following statements...?

Base: All respondents

	Total	Gender		Age I						Age II			Class			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Unweighted base	1000	497	503	94	154	160	191	161	240	248	351	401	417	217	122	244
Weighted base	1000	487	513	116	173	164	178	144	224	289	342	369	269	269	218	244
<u>I have personally fallen out with a friend or family member over the EU referendum</u>																
Agree	117 12%	58 12%	59 11%	25 22%	23 13%	18 11%	25 14%	14 10%	11 5%	49 17%	43 13%	25 7%	32 12%	37 14%	24 11%	24 10%
Disagree	879 88%	426 87%	453 88%	91 78%	150 87%	144 88%	152 85%	130 90%	213 95%	240 83%	296 86%	343 93%	236 88%	232 86%	192 88%	219 90%
Don't know	3 *	3 1%	1 *	- -	- -	1 1%	1 1%	- -	1 *	- -	3 1%	1 *	1 *	- -	1 1%	1 1%
<u>Referendums can get people interested in politics that don't usually vote in elections</u>																
Agree	808 81%	391 80%	418 81%	95 82%	147 85%	135 82%	157 88%	114 79%	159 71%	243 84%	292 85%	273 74%	229 85%	219 81%	176 81%	184 76%
Disagree	160 16%	85 17%	75 15%	21 18%	19 11%	24 15%	19 10%	23 16%	55 24%	40 14%	43 12%	78 21%	33 12%	43 16%	36 16%	48 20%
Don't know	31 3%	11 2%	20 4%	- -	6 4%	5 3%	2 1%	7 5%	11 5%	6 2%	7 2%	18 5%	6 2%	7 3%	6 3%	12 5%
<u>It is dangerous to ask the public to vote on important decisions about Britain's future in referendums</u>																
Agree	417 42%	214 44%	203 40%	44 38%	82 48%	72 44%	64 36%	60 42%	95 42%	126 44%	136 40%	154 42%	129 48%	114 43%	87 40%	87 36%
Disagree	551 55%	266 55%	285 56%	71 61%	87 50%	82 50%	111 62%	80 56%	120 53%	157 54%	194 57%	200 54%	136 50%	141 53%	131 60%	143 59%
Don't know	32 3%	7 1%	25 5%	1 1%	4 2%	9 6%	3 2%	4 3%	10 5%	5 2%	12 4%	14 4%	5 2%	13 5%	- -	14 6%

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Table 9

Q4. Do you agree or disagree with each of the following statements...?

Base: All respondents

	Total	Gender		Age I						Age II			Class			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE
Weighted base	1000	487	513	116	173	164	178	144	224	289	342	369	269	269	218	244
<u>It is the job of politicians to make decisions about the future of the country and not to use referendums to ask the public</u>																
Agree	411 41%	210 43%	201 39%	30 26%	73 42%	60 36%	74 41%	57 39%	118 53%	103 36%	133 39%	174 47%	131 49%	112 42%	78 36%	89 36%
Disagree	566 57%	269 55%	297 58%	86 74%	93 54%	100 61%	102 57%	86 59%	99 44%	179 62%	202 59%	185 50%	131 49%	149 56%	140 64%	146 60%
Don't know	23 2%	8 2%	15 3%	- -	7 4%	4 2%	3 2%	2 1%	7 3%	7 2%	7 2%	9 2%	7 3%	7 3%	- -	9 4%

EU Referendum Study

CATI Fieldwork : 14th - 17th July 2016

Absolutes/col percents

Table 10
Q4. Do you agree or disagree with each of the following statements...?
Base: All respondents

	Region											Q1. Referendum Vote		
	Total	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Remain	Leave
Unweighted base	1000	87	38	122	84	91	66	52	95	143	139	83	395	311
Weighted base	1000	87	42	115	85	90	74	51	97	132	140	88	326	354
<u>I have personally fallen out with a friend or family member over the EU referendum</u>														
Agree	117 12%	7 8%	5 12%	14 13%	6 7%	11 12%	7 10%	7 13%	6 6%	24 18%	19 14%	11 12%	49 15%	39 11%
Disagree	879 88%	80 92%	37 88%	99 86%	79 93%	79 88%	66 89%	44 87%	91 94%	107 81%	120 86%	77 88%	277 85%	314 89%
Don't know	3 *	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	1 *
<u>Referendums can get people interested in politics that don't usually vote in elections</u>														
Agree	808 81%	68 78%	31 74%	84 73%	63 74%	74 82%	63 85%	47 92%	78 80%	112 85%	117 84%	73 82%	277 85%	297 84%
Disagree	160 16%	16 18%	8 19%	25 22%	19 23%	12 13%	10 14%	4 8%	16 16%	17 13%	20 14%	15 17%	46 14%	47 13%
Don't know	31 3%	3 4%	3 7%	6 5%	3 4%	5 5%	1 1%	- -	4 4%	4 3%	3 2%	1 1%	4 1%	10 3%
<u>It is dangerous to ask the public to vote on important decisions about Britain's future in referendums</u>														
Agree	417 42%	36 41%	14 33%	54 47%	41 49%	45 50%	27 36%	22 43%	45 47%	59 45%	47 33%	28 32%	187 57%	103 29%
Disagree	551 55%	50 58%	28 67%	57 49%	34 40%	39 44%	46 63%	29 57%	48 50%	72 54%	90 64%	57 65%	134 41%	244 69%
Don't know	32 3%	1 1%	- -	5 4%	9 11%	6 6%	1 1%	- -	3 3%	1 1%	3 2%	3 3%	5 2%	7 2%

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Table 10

Q4. Do you agree or disagree with each of the following statements...?

Base: All respondents

	Region											Q1. Referendum Vote		
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Remain	Leave
Weighted base	1000	87	42	115	85	90	74	51	97	132	140	88	326	354
<u>It is the job of politicians to make decisions about the future of the country and not to use referendums to ask the public</u>														
Agree	411 41%	42 48%	14 33%	52 45%	38 45%	40 45%	25 34%	17 34%	42 43%	48 37%	56 40%	37 42%	192 59%	108 31%
Disagree	566 57%	43 50%	27 64%	62 54%	45 53%	47 52%	46 62%	33 64%	54 56%	82 62%	79 57%	48 54%	129 40%	243 69%
Don't know	23 2%	2 2%	1 2%	1 1%	2 2%	3 3%	3 5%	1 2%	1 1%	2 1%	5 3%	3 3%	5 1%	3 1%