

# Chartwell: EU sources of news poll

## METHODOLOGY NOTE

ComRes interviewed 2,068 GB adults aged 18+ online between 21<sup>st</sup> – 22<sup>nd</sup> October 2015. Data were weighted to be representative of all adults in Great Britain 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 public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

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

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 1

**Q1. Which, if any, of the following do you get most of your information about the European Union (EU) from?**

**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
TV and radio news	911 44%	439 44%	472 45%	49 20%	132 37%	122 36%	198 54%	154 52%	255 55%	236 42%	225 41%	221 49%	228 45%	123 44%	371 42%
Newspapers and online news	614 30%	345 34%	269 25%	67 28%	96 27%	93 27%	102 28%	97 32%	159 34%	198 36%	176 32%	121 27%	118 23%	76 27%	269 30%
Social media	138 7%	60 6%	78 7%	38 16%	38 11%	27 8%	20 5%	9 3%	7 2%	35 6%	34 6%	28 6%	41 8%	15 5%	70 8%
What politicians in the UK say and do	107 5%	50 5%	57 5%	11 5%	20 6%	22 6%	15 4%	14 5%	25 5%	28 5%	26 5%	22 5%	31 6%	17 6%	43 5%
Friends and family	95 5%	34 3%	61 6%	30 12%	25 7%	27 8%	4 1%	6 2%	3 1%	15 3%	39 7%	24 5%	17 3%	17 6%	49 6%
Other	41 2%	21 2%	19 2%	9 4%	6 2%	12 4%	3 1%	4 2%	6 1%	16 3%	9 2%	8 2%	8 2%	8 3%	14 2%
None of these	162 8%	57 6%	105 10%	37 16%	40 11%	36 11%	26 7%	14 5%	8 2%	29 5%	46 8%	25 6%	61 12%	24 9%	74 8%

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 1

**Q1. Which, if any, of the following do you get most of your information about the European Union (EU) from?**

**Base: All respondents**

	Region												Which of the following best describes your current working status?			Voting Intention					
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	NET: Work-ing	Work-ing full time	Work-ing part time	Not work-ing	Con	Lab	Lib Dem	UKIP
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324
TV and radio news	911 44%	787 44%	79 44%	42 49%	108 45%	89 50%	86 46%	62 41%	45 43%	92 46%	106 39%	108 37%	95 52%	494 42%	394 43%	100 41%	417 46%	310 51%	257 42%	57 43%	142 44%
Newspapers and online news	614 30%	521 29%	61 34%	24 27%	73 31%	46 26%	41 22%	49 32%	33 31%	51 26%	94 34%	104 36%	40 22%	345 29%	279 30%	66 27%	269 30%	203 33%	189 31%	37 28%	100 31%
Social media	138 7%	115 6%	16 9%	7 8%	10 4%	9 5%	13 7%	7 4%	7 6%	15 8%	26 10%	18 6%	11 6%	85 7%	67 7%	18 7%	53 6%	16 3%	54 9%	8 6%	24 7%
What politicians in the UK say and do	107 5%	90 5%	7 4%	4 4%	12 5%	6 3%	11 6%	9 6%	11 10%	10 5%	11 4%	20 7%	6 3%	60 5%	45 5%	16 6%	47 5%	33 5%	23 4%	10 7%	26 8%
Friends and family	95 5%	86 5%	7 4%	3 4%	9 4%	7 4%	13 7%	4 3%	2 2%	16 8%	13 5%	11 4%	9 5%	66 6%	52 6%	15 6%	29 3%	18 3%	33 5%	8 6%	16 5%
Other	41 2%	38 2%	2 1%	3 3%	6 2%	7 4%	1 1%	5 3%	1 1%	4 2%	2 1%	2 1%	8 4%	22 2%	18 2%	4 2%	19 2%	8 1%	13 2%	7 5%	3 1%
None of these	162 8%	146 8%	9 5%	4 5%	19 8%	13 7%	21 11%	17 11%	7 7%	11 5%	21 8%	27 9%	13 7%	98 8%	72 8%	26 11%	64 7%	23 4%	46 7%	6 5%	11 3%

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 2

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Summary table**

		Politicians	Newspapers and online news	TV and radio news	Friends and family	Business leaders	Well known TV personalities
Unweighted base		2068	2068	2068	2068	2068	2068
Weighted base		2068	2068	2068	2068	2068	2068
NET: A great deal/ fair amount		582 28%	1167 56%	1373 66%	1057 51%	850 41%	400 19%
A great deal	(4)	80 4%	167 8%	247 12%	261 13%	120 6%	46 2%
A fair amount	(3)	502 24%	1000 48%	1126 54%	795 38%	730 35%	354 17%
Not very much	(2)	754 36%	524 25%	376 18%	560 27%	704 34%	789 38%
None at all	(1)	542 26%	189 9%	133 6%	145 7%	258 12%	588 28%
NET: Not very much/ None at all		1297 63%	713 34%	509 25%	705 34%	961 46%	1378 67%
Don't know		190 9%	188 9%	185 9%	306 15%	257 12%	290 14%
Mean		2.06	2.61	2.79	2.67	2.39	1.92
Standard deviation		0.85	0.79	0.75	0.83	0.81	0.79
Standard error		0.02	0.02	0.02	0.02	0.02	0.02

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 3

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Politicians**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
NET: A great deal/ fair amount	582 28%	262 26%	319 30%	75 31%	95 27%	87 26%	90 24%	87 29%	146 32%	174 31%	151 27%	130 29%	125 25%	71 25%	267 30%
A great deal (4)	80 4%	40 4%	39 4%	16 6%	14 4%	14 4%	9 2%	11 4%	16 3%	20 4%	19 3%	21 5%	20 4%	12 4%	42 5%
A fair amount (3)	502 24%	222 22%	280 26%	60 25%	82 23%	73 22%	81 22%	76 25%	131 28%	154 28%	133 24%	109 24%	106 21%	58 21%	225 25%
Not very much (2)	754 36%	388 39%	366 35%	87 36%	118 33%	124 36%	137 37%	106 35%	183 40%	227 41%	230 41%	151 34%	146 29%	119 42%	310 35%
None at all (1)	542 26%	284 28%	258 24%	39 16%	83 23%	88 26%	118 32%	94 32%	120 26%	113 20%	118 21%	134 30%	177 35%	68 24%	208 23%
NET: Not very much/ None at all	1297 63%	672 67%	625 59%	126 52%	201 56%	211 62%	255 69%	200 67%	304 65%	340 61%	347 62%	285 63%	324 64%	188 67%	519 58%
Don't know	190 9%	73 7%	117 11%	39 16%	61 17%	41 12%	24 6%	11 4%	14 3%	42 7%	57 10%	35 8%	56 11%	22 8%	104 12%
Mean	2.06	2.02	2.11	2.26	2.09	2.05	1.95	2.02	2.09	2.16	2.11	2.04	1.93	2.06	2.13
Standard deviation	0.85	0.85	0.85	0.86	0.86	0.85	0.83	0.87	0.83	0.81	0.80	0.89	0.90	0.83	0.87
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.03	0.05	0.04	0.05	0.03

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 3

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Politicians**

	Region													Which of the following best describes your current working status?				Voting Intention				
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	Not working	Con	Lab	Lib Dem	UKIP	
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323	
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324	
NET: A great deal/ fair amount	582 28%	497 28%	47 26%	19 22%	65 28%	52 30%	55 30%	41 27%	38 36%	62 31%	77 28%	79 27%	46 25%	338 29%	269 29%	69 28%	244 27%	264 43%	162 26%	35 27%	56 17%	
A great deal	(4) 4%	80 4%	70 4%	4 2%	5 5%	6 2%	11 6%	6 3%	4 3%	6 5%	10 5%	14 5%	10 4%	4 2%	55 5%	44 5%	11 4%	25 3%	34 5%	27 4%	3 2%	9 3%
A fair amount	(3) 24%	502 24%	427 24%	43 24%	15 17%	59 25%	41 23%	49 26%	37 24%	32 31%	63 23%	69 24%	42 23%	283 24%	225 24%	58 24%	219 24%	231 38%	135 22%	32 24%	47 15%	
Not very much	(2) 36%	754 36%	645 36%	71 40%	30 34%	82 34%	70 40%	63 34%	45 30%	38 36%	73 36%	99 36%	115 40%	69 38%	429 37%	335 36%	94 38%	325 36%	237 39%	225 37%	58 44%	110 34%
None at all	(1) 26%	542 26%	476 27%	45 25%	32 37%	71 30%	42 24%	50 27%	48 31%	20 19%	53 26%	64 23%	73 25%	44 24%	277 24%	232 25%	45 19%	265 30%	78 13%	175 28%	32 24%	145 45%
NET: Not very much/ None at all	1297 63%	1121 63%	117 65%	62 71%	152 64%	111 63%	113 61%	93 61%	58 55%	126 63%	163 60%	188 65%	113 62%	706 60%	567 61%	139 57%	590 66%	315 51%	400 65%	90 68%	255 79%	
Don't know	190 9%	164 9%	16 9%	5 6%	20 8%	12 7%	18 10%	19 12%	9 9%	13 7%	32 12%	22 8%	22 12%	127 11%	91 10%	36 15%	63 7%	32 5%	52 9%	7 5%	12 4%	
Mean	2.06	2.06	2.03	1.90	2.00	2.13	2.07	1.98	2.24	2.10	2.12	2.06	2.03	2.11	2.10	2.17	2.00	2.38	2.03	2.05	1.75	
Standard deviation	0.85	0.85	0.80	0.90	0.84	0.87	0.85	0.88	0.86	0.88	0.87	0.83	0.80	0.86	0.86	0.83	0.84	0.79	0.86	0.78	0.82	
Standard error	0.02	0.02	0.06	0.10	0.06	0.07	0.06	0.08	0.08	0.06	0.06	0.05	0.06	0.03	0.03	0.05	0.03	0.03	0.04	0.07	0.05	

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 4

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Newspapers and online news**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
NET: A great deal/ fair amount	1167 56%	567 56%	600 57%	120 50%	176 49%	180 53%	198 54%	187 63%	306 66%	343 62%	307 55%	262 58%	255 50%	155 55%	509 57%
A great deal	(4) 167 8%	89 9%	77 7%	21 9%	28 8%	34 10%	22 6%	20 7%	42 9%	48 9%	38 7%	47 10%	33 7%	22 8%	77 9%
A fair amount	(3) 1000 48%	477 47%	523 49%	99 41%	147 41%	147 43%	176 48%	167 56%	264 57%	295 53%	269 48%	215 48%	222 44%	133 47%	432 49%
Not very much	(2) 524 25%	257 26%	266 25%	62 26%	90 25%	83 24%	100 27%	70 23%	119 26%	146 26%	135 24%	117 26%	125 25%	74 26%	203 23%
None at all	(1) 189 9%	111 11%	78 7%	20 8%	36 10%	38 11%	40 11%	25 8%	29 6%	30 5%	54 10%	39 9%	66 13%	28 10%	78 9%
NET: Not very much/ None at all	713 34%	368 37%	345 32%	82 34%	127 35%	121 36%	140 38%	95 32%	148 32%	176 32%	189 34%	156 35%	191 38%	102 36%	281 32%
Don't know	188 9%	72 7%	116 11%	38 16%	56 16%	38 11%	30 8%	16 5%	9 2%	37 7%	60 11%	33 7%	59 12%	24 8%	100 11%
Mean	2.61	2.58	2.63	2.59	2.55	2.59	2.53	2.65	2.70	2.69	2.59	2.65	2.50	2.58	2.64
Standard deviation	0.79	0.82	0.75	0.81	0.82	0.85	0.79	0.74	0.72	0.72	0.78	0.80	0.83	0.80	0.79
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 4

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Newspapers and online news**

	Region													Which of the following best describes your current working status?				Voting Intention			
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	Not working	Con	Lab	Lib Dem	UKIP
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324
NET: A great deal/ fair amount	1167 56%	1004 56%	99 55%	41 47%	137 58%	105 60%	104 56%	78 51%	64 60%	112 56%	171 63%	169 58%	87 48%	664 57%	526 57%	138 56%	503 56%	421 69%	339 55%	72 54%	175 54%
A great deal	(4) 167 8%	148 8%	11 6%	6 7%	19 8%	14 8%	9 5%	14 9%	8 7%	16 8%	34 12%	26 9%	10 6%	99 8%	84 9%	15 6%	67 8%	63 10%	58 9%	4 3%	24 7%
A fair amount	(3) 1000 48%	856 48%	88 49%	35 40%	118 50%	91 52%	95 51%	64 42%	56 53%	96 48%	138 51%	143 49%	77 42%	565 48%	442 48%	123 50%	436 49%	358 59%	280 46%	68 51%	150 46%
Not very much	(2) 524 25%	447 25%	48 26%	27 31%	51 21%	42 24%	49 26%	41 27%	30 28%	63 31%	55 20%	67 23%	52 29%	277 24%	224 24%	53 22%	247 28%	129 21%	165 27%	43 32%	90 28%
None at all	(1) 189 9%	166 9%	18 10%	10 12%	32 13%	13 8%	13 7%	17 11%	5 5%	16 8%	18 6%	30 10%	18 10%	106 9%	90 10%	16 6%	83 9%	31 5%	56 9%	11 9%	43 13%
NET: Not very much/ None at all	713 34%	613 34%	65 36%	37 43%	82 35%	56 32%	62 34%	58 38%	35 33%	78 39%	72 27%	97 33%	70 39%	383 33%	314 34%	68 28%	330 37%	160 26%	221 36%	54 41%	133 41%
Don't know	188 9%	166 9%	16 9%	9 10%	18 8%	15 8%	20 11%	17 11%	7 6%	11 5%	29 11%	24 8%	25 14%	124 11%	86 9%	38 16%	64 7%	31 5%	54 9%	6 5%	16 5%
Mean	2.61	2.61	2.56	2.47	2.57	2.65	2.60	2.55	2.67	2.59	2.77	2.62	2.51	2.63	2.62	2.66	2.59	2.78	2.61	2.51	2.51
Standard deviation	0.79	0.79	0.77	0.82	0.84	0.75	0.72	0.84	0.70	0.76	0.77	0.81	0.78	0.79	0.81	0.72	0.78	0.71	0.81	0.71	0.83
Standard error	0.02	0.02	0.06	0.09	0.06	0.06	0.05	0.07	0.07	0.05	0.05	0.05	0.06	0.03	0.03	0.04	0.03	0.03	0.03	0.06	0.05



## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 5

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**TV and radio news**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
NET: A great deal/ fair amount	1373 66%	677 67%	696 66%	125 52%	210 59%	213 63%	255 69%	213 72%	357 77%	401 72%	361 65%	312 69%	299 59%	195 69%	574 65%
A great deal	(4) 247 12%	133 13%	114 11%	31 13%	45 12%	45 13%	30 8%	27 9%	69 15%	69 12%	55 10%	66 15%	56 11%	35 12%	106 12%
A fair amount	(3) 1126 54%	544 54%	582 55%	94 39%	165 46%	168 50%	225 61%	186 62%	288 62%	332 60%	305 55%	246 55%	242 48%	160 57%	468 53%
Not very much	(2) 376 18%	178 18%	198 19%	53 22%	66 19%	68 20%	63 17%	52 17%	74 16%	96 17%	103 19%	85 19%	93 18%	46 16%	161 18%
None at all	(1) 133 6%	84 8%	49 5%	22 9%	25 7%	23 7%	23 6%	19 6%	22 5%	23 4%	34 6%	23 5%	53 10%	13 5%	59 7%
NET: Not very much/ None at all	509 25%	262 26%	247 23%	74 31%	91 25%	91 27%	86 23%	71 24%	96 21%	119 21%	137 25%	108 24%	145 29%	59 21%	220 25%
Don't know	185 9%	68 7%	118 11%	41 17%	58 16%	35 10%	27 7%	14 5%	11 2%	35 6%	58 10%	31 7%	61 12%	27 10%	95 11%
Mean	2.79	2.77	2.81	2.67	2.76	2.78	2.77	2.78	2.89	2.86	2.77	2.85	2.68	2.85	2.78
Standard deviation	0.75	0.80	0.71	0.87	0.80	0.79	0.70	0.71	0.71	0.69	0.73	0.75	0.84	0.71	0.77
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 5

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**TV and radio news**

	Region													Which of the following best describes your current working status?				Voting Intention			
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	Not working	Con	Lab	Lib Dem	UKIP
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324
NET: A great deal/ fair amount	1373 66%	1186 66%	120 67%	58 67%	159 67%	122 69%	131 71%	93 61%	68 64%	145 72%	176 65%	191 66%	111 61%	769 66%	614 66%	155 63%	604 67%	466 76%	419 68%	102 77%	191 59%
A great deal	(4) 247 12%	220 12%	16 9%	8 10%	25 11%	25 14%	23 12%	18 12%	11 10%	26 13%	39 14%	33 11%	22 12%	141 12%	116 13%	25 10%	107 12%	90 15%	89 15%	13 10%	26 8%
A fair amount	(3) 1126 54%	966 54%	104 58%	50 57%	134 57%	97 55%	108 58%	75 49%	57 54%	119 59%	137 50%	158 54%	88 48%	628 54%	498 54%	130 53%	498 55%	376 62%	329 54%	89 67%	165 51%
Not very much	(2) 376 18%	319 18%	37 20%	14 16%	32 13%	31 18%	27 15%	36 24%	20 19%	38 19%	54 20%	49 17%	37 20%	207 18%	164 18%	43 17%	170 19%	90 15%	109 18%	19 15%	87 27%
None at all	(1) 133 6%	112 6%	12 7%	8 9%	24 10%	9 5%	8 4%	8 5%	8 8%	7 4%	15 6%	24 8%	8 5%	72 6%	62 7%	10 4%	61 7%	24 4%	31 5%	6 4%	33 10%
NET: Not very much/ None at all	509 25%	432 24%	49 27%	23 26%	56 24%	40 23%	35 19%	45 29%	29 27%	45 23%	70 26%	73 25%	45 25%	279 24%	226 24%	53 22%	230 26%	113 19%	140 23%	25 19%	120 37%
Don't know	185 9%	166 9%	11 6%	6 7%	22 9%	14 8%	20 11%	15 10%	9 9%	10 5%	27 10%	26 9%	26 14%	123 10%	86 9%	37 15%	63 7%	32 5%	55 9%	6 4%	13 4%
Mean	2.79	2.80	2.74	2.72	2.74	2.86	2.88	2.75	2.73	2.86	2.81	2.76	2.80	2.80	2.79	2.82	2.78	2.92	2.85	2.86	2.59
Standard deviation	0.75	0.76	0.73	0.79	0.81	0.74	0.69	0.76	0.78	0.69	0.77	0.79	0.75	0.75	0.77	0.70	0.76	0.68	0.75	0.64	0.79
Standard error	0.02	0.02	0.05	0.09	0.06	0.06	0.05	0.07	0.08	0.05	0.05	0.05	0.06	0.02	0.03	0.04	0.03	0.03	0.03	0.06	0.04

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 6

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Friends and family**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
NET: A great deal/ fair amount	1057 51%	495 49%	562 53%	132 55%	198 55%	188 55%	190 52%	143 48%	205 44%	282 51%	266 48%	256 57%	253 50%	144 51%	479 54%
A great deal	(4) 261 13%	133 13%	129 12%	37 15%	53 15%	53 16%	51 14%	27 9%	40 9%	56 10%	59 11%	71 16%	75 15%	33 12%	137 15%
A fair amount	(3) 795 38%	362 36%	433 41%	95 39%	145 40%	135 40%	139 38%	117 39%	166 36%	225 40%	207 37%	185 41%	178 35%	111 40%	342 38%
Not very much	(2) 560 27%	276 27%	284 27%	60 25%	77 21%	70 21%	93 25%	92 31%	169 37%	166 30%	162 29%	118 26%	114 23%	82 29%	215 24%
None at all	(1) 145 7%	87 9%	58 5%	9 4%	18 5%	28 8%	30 8%	24 8%	36 8%	45 8%	39 7%	25 5%	37 7%	18 7%	59 7%
NET: Not very much/ None at all	705 34%	363 36%	342 32%	69 29%	95 26%	98 29%	123 33%	115 39%	206 44%	211 38%	201 36%	142 32%	151 30%	100 36%	274 31%
Don't know	306 15%	149 15%	157 15%	39 16%	66 18%	54 16%	56 15%	39 13%	52 11%	63 11%	89 16%	53 12%	101 20%	37 13%	137 15%
Mean	2.67	2.63	2.70	2.79	2.80	2.75	2.68	2.56	2.51	2.60	2.61	2.76	2.72	2.65	2.74
Standard deviation	0.83	0.86	0.79	0.79	0.81	0.87	0.86	0.80	0.79	0.81	0.81	0.82	0.87	0.81	0.84
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.05	0.03

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 6

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Friends and family**

	Region													Which of the following best describes your current working status?				Voting Intention			
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	Not working	Con	Lab	Lib Dem	UKIP
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324
NET: A great deal/ fair amount	1057 51%	899 50%	109 60%	50 57%	113 47%	78 44%	98 53%	79 52%	49 46%	111 55%	142 52%	146 51%	83 46%	623 53%	509 55%	114 47%	434 48%	299 49%	333 54%	68 51%	175 54%
A great deal	(4) 261 13%	227 13%	24 13%	8 9%	27 11%	24 14%	23 13%	19 13%	10 10%	30 15%	41 15%	37 13%	17 10%	170 15%	148 16%	22 9%	91 10%	70 11%	90 15%	17 13%	46 14%
A fair amount	(3) 795 38%	672 38%	85 47%	42 48%	86 36%	54 31%	75 40%	60 39%	38 37%	81 40%	101 37%	109 38%	65 36%	453 39%	361 39%	92 38%	342 38%	228 37%	243 40%	51 38%	129 40%
Not very much	(2) 560 27%	478 27%	47 26%	16 19%	71 30%	53 30%	45 24%	40 26%	35 34%	52 26%	70 26%	80 28%	51 28%	297 25%	232 25%	64 26%	263 29%	193 32%	161 26%	38 29%	86 27%
None at all	(1) 145 7%	131 7%	9 5%	8 9%	19 8%	15 9%	14 7%	8 5%	5 4%	13 7%	16 6%	28 10%	11 6%	77 7%	63 7%	14 6%	68 8%	48 8%	41 7%	12 9%	22 7%
NET: Not very much/ None at all	705 34%	610 34%	56 31%	24 27%	89 38%	68 39%	59 32%	49 32%	40 38%	65 33%	86 32%	107 37%	62 34%	374 32%	296 32%	78 32%	331 37%	241 39%	201 33%	50 38%	108 33%
Don't know	306 15%	274 15%	16 9%	13 15%	36 15%	30 17%	29 16%	25 17%	16 16%	24 12%	45 16%	36 12%	37 20%	174 15%	122 13%	52 21%	133 15%	72 12%	79 13%	15 11%	42 13%
Mean	2.67	2.66	2.75	2.68	2.60	2.59	2.69	2.70	2.61	2.73	2.73	2.61	2.62	2.72	2.74	2.63	2.60	2.59	2.72	2.62	2.71
Standard deviation	0.83	0.84	0.77	0.81	0.83	0.89	0.83	0.80	0.76	0.83	0.84	0.87	0.79	0.84	0.85	0.78	0.81	0.83	0.83	0.85	0.83
Standard error	0.02	0.02	0.06	0.10	0.06	0.07	0.06	0.07	0.08	0.06	0.06	0.05	0.07	0.03	0.03	0.05	0.03	0.04	0.04	0.08	0.05

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 7

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Business leaders**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
NET: A great deal/ fair amount	850 41%	450 45%	400 38%	87 36%	128 36%	134 39%	151 41%	129 43%	222 48%	288 52%	218 39%	179 40%	166 33%	118 42%	378 42%
A great deal (4)	120 6%	78 8%	42 4%	25 10%	14 4%	25 7%	13 3%	13 4%	31 7%	49 9%	21 4%	26 6%	24 5%	19 7%	57 6%
A fair amount (3)	730 35%	372 37%	358 34%	62 26%	114 32%	109 32%	138 38%	115 39%	191 41%	239 43%	197 35%	153 34%	141 28%	99 35%	321 36%
Not very much (2)	704 34%	315 31%	389 37%	82 34%	103 29%	119 35%	126 34%	113 38%	161 35%	175 31%	187 34%	171 38%	170 34%	95 34%	282 32%
None at all (1)	258 12%	147 15%	110 10%	24 10%	55 15%	34 10%	55 15%	37 12%	53 11%	45 8%	68 12%	54 12%	91 18%	30 11%	106 12%
NET: Not very much/ None at all	961 46%	462 46%	499 47%	107 44%	158 44%	152 45%	181 49%	150 50%	214 46%	220 40%	255 46%	224 50%	261 52%	125 45%	388 44%
Don't know	257 12%	95 9%	162 15%	47 19%	72 20%	54 16%	36 10%	20 7%	28 6%	48 9%	83 15%	48 11%	78 15%	38 13%	124 14%
Mean	2.39	2.42	2.37	2.45	2.31	2.44	2.33	2.38	2.46	2.57	2.36	2.37	2.23	2.44	2.43
Standard deviation	0.81	0.86	0.76	0.87	0.83	0.81	0.79	0.77	0.79	0.79	0.78	0.79	0.85	0.81	0.82
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.03	0.04	0.04	0.05	0.03

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 7

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Business leaders**

	Region													Which of the following best describes your current working status?				Voting Intention			
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	Not working	Con	Lab	Lib Dem	UKIP
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324
NET: A great deal/ fair amount	850 41%	737 41%	75 42%	38 44%	109 46%	79 45%	66 35%	63 41%	38 37%	79 40%	114 42%	116 40%	72 40%	496 42%	407 44%	89 36%	354 39%	350 57%	239 39%	70 53%	72 22%
A great deal	(4) 120 6%	104 6%	9 5%	5 6%	13 5%	15 8%	8 4%	10 6%	7 7%	11 6%	20 7%	17 6%	5 3%	76 6%	66 7%	9 4%	45 5%	50 8%	35 6%	11 9%	7 2%
A fair amount	(3) 730 35%	633 36%	66 37%	33 38%	96 40%	64 37%	58 31%	53 35%	31 30%	68 34%	94 34%	99 34%	67 37%	420 36%	340 37%	80 33%	310 35%	299 49%	203 33%	59 44%	65 20%
Not very much	(2) 704 34%	602 34%	62 34%	26 30%	68 28%	61 35%	74 40%	49 32%	40 38%	81 41%	83 30%	92 32%	67 37%	377 32%	292 32%	85 35%	327 36%	184 30%	228 37%	38 29%	155 48%
None at all	(1) 258 12%	224 13%	24 13%	12 14%	31 13%	18 10%	18 9%	19 12%	10 9%	24 12%	41 15%	44 15%	18 10%	136 12%	115 12%	21 9%	122 14%	32 5%	78 13%	16 12%	71 22%
NET: Not very much/ None at all	961 46%	826 46%	85 48%	38 44%	98 41%	79 45%	91 49%	68 44%	50 47%	105 53%	124 45%	136 47%	86 47%	513 44%	407 44%	106 44%	448 50%	217 35%	306 50%	54 41%	227 70%
Don't know	257 12%	220 12%	19 11%	11 12%	31 13%	17 10%	29 16%	22 14%	17 16%	16 8%	34 13%	37 13%	24 13%	162 14%	113 12%	49 20%	95 11%	45 7%	69 11%	8 6%	25 8%
Mean	2.39	2.39	2.38	2.41	2.44	2.48	2.36	2.41	2.41	2.36	2.39	2.35	2.37	2.43	2.44	2.39	2.35	2.65	2.36	2.52	2.03
Standard deviation	0.81	0.81	0.81	0.83	0.82	0.82	0.75	0.82	0.79	0.78	0.87	0.85	0.73	0.82	0.83	0.74	0.80	0.72	0.81	0.84	0.74
Standard error	0.02	0.02	0.06	0.10	0.06	0.06	0.06	0.07	0.08	0.06	0.06	0.05	0.06	0.03	0.03	0.05	0.03	0.03	0.03	0.07	0.04

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 8

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Well known TV personalities**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
NET: A great deal/ fair amount	400 19%	198 20%	202 19%	55 23%	87 24%	77 23%	80 22%	42 14%	59 13%	100 18%	91 16%	113 25%	95 19%	71 25%	201 23%
A great deal (4)	46 2%	28 3%	18 2%	11 4%	12 3%	12 4%	4 1%	3 1%	3 1%	9 2%	9 2%	17 4%	11 2%	10 3%	26 3%
A fair amount (3)	354 17%	170 17%	184 17%	44 18%	75 21%	65 19%	76 21%	39 13%	56 12%	91 16%	82 15%	96 21%	85 17%	62 22%	174 20%
Not very much (2)	789 38%	379 38%	410 39%	88 37%	135 38%	128 38%	120 33%	123 41%	195 42%	232 42%	220 40%	164 36%	173 34%	105 37%	321 36%
None at all (1)	588 28%	317 31%	271 26%	48 20%	66 18%	72 21%	118 32%	107 36%	177 38%	169 30%	157 28%	114 25%	149 29%	65 23%	229 26%
NET: Not very much/ None at all	1378 67%	697 69%	681 64%	136 57%	200 56%	200 59%	238 65%	230 77%	372 80%	401 72%	378 68%	278 62%	321 64%	169 60%	550 62%
Don't know	290 14%	113 11%	177 17%	49 20%	71 20%	62 18%	50 14%	26 9%	32 7%	55 10%	87 16%	60 13%	88 18%	40 14%	140 16%
Mean	1.92	1.90	1.94	2.09	2.12	2.06	1.89	1.77	1.74	1.88	1.88	2.04	1.90	2.07	2.00
Standard deviation	0.79	0.81	0.77	0.84	0.81	0.82	0.81	0.73	0.71	0.76	0.76	0.84	0.81	0.83	0.82
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.05	0.04	0.06	0.03

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 8

**Q2. As you may know, David Cameron has promised to hold a referendum on the UK's membership of the European Union (EU) within the next two years. How much, if at all, do you trust each of the following to give reliable information about the UK's membership of the EU?**

**Base: All respondents**

**Well known TV personalities**

	Region													Which of the following best describes your current working status?				Voting Intention			
	Total	England	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	NET: Working	Working full time	Working part time	Not working	Con	Lab	Lib Dem	UKIP
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324
NET: A great deal/ fair amount	400 19%	351 20%	36 20%	18 21%	50 21%	41 24%	31 17%	29 19%	13 12%	44 22%	50 18%	53 18%	33 18%	272 23%	227 24%	46 19%	128 14%	114 19%	158 26%	23 17%	49 15%
A great deal	(4) 46 2%	39 2%	4 2%	2 2%	5 2%	3 2%	2 1%	5 3%	3 3%	2 1%	10 4%	6 2%	5 3%	36 3%	32 3%	4 2%	10 1%	9 1%	23 4%	1 *	6 2%
A fair amount	(3) 354 17%	313 18%	32 18%	16 19%	45 19%	38 22%	30 16%	24 16%	10 9%	42 21%	41 15%	48 16%	29 16%	236 20%	195 21%	41 17%	118 13%	105 17%	135 22%	22 17%	44 14%
Not very much	(2) 789 38%	669 38%	75 42%	26 29%	82 34%	57 33%	75 40%	55 36%	44 42%	86 43%	115 42%	95 33%	79 44%	426 36%	331 36%	94 39%	364 41%	254 42%	227 37%	56 42%	124 38%
None at all	(1) 588 28%	509 29%	48 27%	28 32%	75 32%	56 32%	42 22%	47 31%	31 30%	48 24%	70 26%	103 36%	39 21%	293 25%	242 26%	52 21%	295 33%	191 31%	145 24%	39 29%	125 38%
NET: Not very much/ None at all	1378 67%	1179 66%	123 69%	54 62%	157 66%	114 65%	116 62%	102 67%	76 72%	134 67%	186 68%	198 69%	118 65%	719 61%	573 62%	146 60%	659 73%	445 73%	372 61%	95 71%	248 77%
Don't know	290 14%	253 14%	21 11%	15 17%	31 13%	21 12%	38 21%	22 14%	17 16%	22 11%	37 13%	37 13%	30 16%	179 15%	127 14%	53 22%	111 12%	53 9%	84 14%	15 11%	26 8%
Mean	1.92	1.92	1.95	1.89	1.90	1.92	1.94	1.90	1.83	1.99	1.96	1.82	2.00	2.01	2.02	1.99	1.80	1.88	2.07	1.87	1.77
Standard deviation	0.79	0.80	0.78	0.85	0.82	0.83	0.73	0.83	0.77	0.74	0.80	0.81	0.76	0.82	0.84	0.76	0.73	0.76	0.83	0.73	0.77
Standard error	0.02	0.02	0.06	0.10	0.06	0.07	0.06	0.08	0.08	0.05	0.05	0.05	0.06	0.03	0.03	0.05	0.03	0.03	0.04	0.07	0.04



**EU Survey**  
**ONLINE Fieldwork: 21st - 22nd October 2015**

Absolutes/col percents

Table 9  
**Q3. Which, if any, of the following do you think would be most likely to persuade you which way to vote at the referendum on the UK's membership of the EU?**  
**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2068	1056	1012	264	277	348	375	295	509	535	615	370	548	262	848
Weighted base	2068	1007	1061	240	358	339	368	298	464	556	556	451	505	281	890
TV and radio news	457 22%	206 20%	251 24%	37 16%	64 18%	75 22%	93 25%	73 24%	115 25%	114 21%	135 24%	107 24%	100 20%	70 25%	192 22%
Newspapers and online news	320 15%	169 17%	152 14%	36 15%	55 15%	42 12%	48 13%	48 16%	91 20%	122 22%	88 16%	64 14%	45 9%	33 12%	131 15%
Friends and family	320 15%	131 13%	189 18%	65 27%	81 23%	66 19%	52 14%	26 9%	30 7%	74 13%	89 16%	81 18%	76 15%	51 18%	158 18%
Business leaders	197 10%	127 13%	69 7%	21 9%	21 6%	33 10%	42 11%	30 10%	50 11%	69 12%	51 9%	43 10%	34 7%	28 10%	94 11%
Politicians	130 6%	60 6%	70 7%	15 6%	31 9%	22 6%	15 4%	20 7%	27 6%	35 6%	40 7%	25 6%	31 6%	13 5%	60 7%
Well known TV personalities	32 2%	16 2%	16 1%	8 3%	10 3%	7 2%	2 *	4 1%	1 *	8 1%	7 1%	10 2%	7 1%	3 1%	20 2%
None of these	612 30%	298 30%	314 30%	58 24%	96 27%	94 28%	117 32%	97 33%	150 32%	134 24%	146 26%	120 27%	211 42%	82 29%	235 26%

## EU Survey

### ONLINE Fieldwork: 21st - 22nd October 2015

Absolutes/col percents

Table 9  
**Q3. Which, if any, of the following do you think would be most likely to persuade you which way to vote at the referendum on the UK's membership of the EU?**  
**Base: All respondents**

	Region												Which of the following best describes your current working status?			Voting Intention					
	Total	England	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East of London	London	South East	South West	NET: Working	Working full time	Working part time	Not working	Con	Lab	Lib Dem	UKIP
Unweighted base	2068	1760	195	86	210	182	199	139	113	217	256	296	175	1110	776	334	958	612	610	138	323
Weighted base	2068	1783	180	87	238	176	186	153	105	200	273	289	182	1170	926	244	898	611	614	133	324
TV and radio news	457 22%	401 22%	28 16%	21 24%	42 18%	54 31%	56 30%	27 17%	28 27%	49 24%	60 22%	61 21%	32 17%	262 22%	204 22%	58 24%	195 22%	155 25%	139 23%	39 30%	45 14%
Newspapers and online news	320 15%	266 15%	35 19%	8 9%	38 16%	26 15%	29 16%	17 11%	19 18%	27 14%	54 20%	45 16%	22 12%	165 14%	128 14%	37 15%	155 17%	106 17%	104 17%	18 14%	51 16%
Friends and family	320 15%	264 15%	43 24%	19 22%	30 13%	16 9%	33 18%	18 12%	13 12%	31 15%	52 19%	39 14%	26 14%	209 18%	168 18%	40 17%	111 12%	58 10%	120 20%	16 12%	58 18%
Business leaders	197 10%	168 9%	20 11%	9 11%	35 15%	17 10%	11 6%	16 11%	8 7%	17 8%	20 7%	25 9%	18 10%	122 10%	109 12%	13 5%	75 8%	94 15%	46 7%	19 14%	15 5%
Politicians	130 6%	111 6%	9 5%	10 11%	13 5%	13 7%	12 6%	7 4%	11 10%	11 5%	11 4%	24 8%	11 6%	73 6%	55 6%	18 7%	57 6%	70 11%	30 5%	7 5%	13 4%
Well known TV personalities	32 2%	25 1%	4 2%	* *	2 1%	2 1%	- -	7 5%	2 2%	2 1%	3 1%	6 2%	2 1%	23 2%	20 2%	3 1%	8 1%	8 1%	13 2%	2 2%	4 1%
None of these	612 30%	548 31%	40 22%	19 22%	78 33%	48 27%	45 24%	61 40%	25 23%	64 32%	74 27%	89 31%	70 38%	317 27%	242 26%	75 31%	295 33%	120 20%	162 26%	31 23%	137 42%