

# The Sun – EU Referendum Survey: Sun Readers

## METHODOLOGY NOTE

ComRes interviewed 500 British adults who read The Sun at least once a week. Data were weighted to be representative of all British readers of The Sun as defined in the National Readership Survey. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or 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)

## CATI Opinion Poll EU Referendum

**V2. If a referendum were held tomorrow on the UK's membership of the European Union (EU), how would you vote on the following question? "Should the UK remain a member of the European Union, or leave the European Union?"**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Remain	159	103	56	57	40	62	67	92	123	27	132	25	41	58
	32%	38%	25%	51%	26%	27%	44%	26%	30%	40%	30%	29%	27%	32%
Leave	295	153	142	48	96	151	75	220	254	31	264	48	101	105
	59%	56%	63%	44%	61%	65%	49%	63%	62%	47%	61%	57%	68%	59%
Don't know	46	18	28	6	20	20	10	36	36	8	38	11	8	17
	9%	7%	12%	5%	13%	9%	7%	10%	9%	13%	9%	13%	5%	9%

## CATI Opinion Poll EU Referendum

**V2. If a referendum were held tomorrow on the UK's membership of the European Union (EU), how would you vote on the following question? "Should the UK remain a member of the European Union, or leave the European Union?"**

Base: All respondents

	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)			
	Total	Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
Remain	159	30	42	5	159	-	-
	32%	27%	42%	9%	100%	-	-
Leave	295	76	51	44	-	295	-
	59%	69%	50%	86%	-	100%	-
Don't know	46	5	8	2	-	-	46
	9%	4%	8%	5%	-	-	100%

## CATI Opinion Poll EU Referendum

### Q1. Have you definitely decided which way you will vote at the referendum or may you still change your mind?

Base: All giving a vote decision

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	453	239	214	74	128	251	159	294	376	51	402	84	151	141
Weighted Total	454	256	198	105	136	213	141	313	377	58	396	73	142	163
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Definitely decided	269	163	106	57	81	131	75	194	222	36	233	40	85	97
	59%	64%	54%	54%	60%	61%	53%	62%	59%	62%	59%	55%	60%	59%
May change mind	184	93	90	48	53	82	65	119	154	22	161	33	56	65
	40%	36%	46%	46%	39%	39%	46%	38%	41%	38%	41%	45%	40%	40%
Don't know	1	-	1	-	1	-	1	-	1	-	1	-	-	1
	*	-	1%	-	1%	-	1%	-	*	-	*	-	-	1%

## CATI Opinion Poll EU Referendum

### Q1. Have you definitely decided which way you will vote at the referendum or may you still change your mind?

Base: All giving a vote decision

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	453	117	93	50	153	300	-
Weighted Total	454	105	93	48	159	295	-
	100%	100%	100%	100%	100%	100%	-
Definitely decided	269	62	56	36	79	190	-
	59%	59%	60%	75%	50%	64%	-
May change mind	184	43	37	12	78	105	-
	40%	41%	40%	25%	49%	36%	-
Don't know	1	-	-	-	1	-	-
	*	-	-	-	1%	-	-

## CATI Opinion Poll EU Referendum

### Q2. How much, if at all, do you feel you know about the issues around the UK's membership of the European Union?

Base: All respondents

	Total	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY					
		Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
A great deal	(4) 33	21	13	11	11	12	16	18	29	2	32	3	5	22
	7%	8%	6%	10%	7%	5%	10%	5%	7%	2%	7%	3%	3%	12%
A fair amount	(3) 220	125	95	51	70	100	71	149	184	29	192	28	75	82
	44%	46%	42%	46%	45%	43%	47%	43%	45%	43%	44%	33%	50%	46%
Not very much	(2) 200	96	103	40	59	101	58	142	164	27	173	40	61	63
	40%	35%	46%	36%	37%	43%	38%	41%	40%	41%	40%	48%	41%	35%
Nothing at all	(1) 47	32	15	9	17	21	7	40	34	9	37	13	8	13
	9%	12%	7%	8%	11%	9%	4%	11%	8%	14%	9%	16%	5%	7%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean score	2.48	2.49	2.47	2.57	2.47	2.44	2.64	2.41	2.51	2.34	2.50	2.24	2.51	2.63
Standard deviation	.76	.80	.70	.78	.78	.73	.73	.76	.75	.75	.76	.75	.65	.79
Standard error	.03	.05	.05	.09	.06	.04	.06	.04	.04	.10	.04	.08	.05	.06

## CATI Opinion Poll EU Referendum

### Q2. How much, if at all, do you feel you know about the issues around the UK's membership of the European Union?

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
A great deal	(4) 33 7%	12 11%	6 6%	3 6%	11 7%	22 7%	1 1%
A fair amount	(3) 220 44%	59 53%	50 49%	36 70%	59 37%	153 52%	8 18%
Not very much	(2) 200 40%	37 33%	37 37%	12 23%	78 49%	97 33%	25 53%
Nothing at all	(1) 47 9%	2 2%	9 8%	1 1%	11 7%	23 8%	13 28%
Don't know	- -	- -	- -	- -	- -	- -	- -
Mean score	2.48	2.73	2.52	2.80	2.44	2.59	1.93
Standard deviation	.76	.68	.73	.55	.72	.74	.71
Standard error	.03	.06	.07	.08	.06	.04	.10

## CATI Opinion Poll EU Referendum

**Q3. When deciding how to vote at the EU referendum, which of the following do you think will be most important in your decision about whether to vote to remain or leave? Will it be the effect it has on**

...

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The economy	152	80	72	40	55	57	61	91	113	30	122	26	38	48
	30%	29%	32%	36%	35%	24%	40%	26%	27%	45%	28%	31%	26%	27%
Immigration	214	120	93	44	60	110	49	164	179	27	187	35	66	78
	43%	44%	41%	40%	38%	47%	32%	47%	43%	40%	43%	42%	44%	44%
National security	93	47	46	21	29	42	31	62	82	8	85	15	29	38
	19%	17%	20%	19%	19%	18%	20%	18%	20%	11%	20%	17%	20%	21%
Britain's influence on the world stage	24	16	8	4	8	12	6	18	22	1	23	5	10	7
	5%	6%	4%	3%	5%	5%	4%	5%	5%	2%	5%	6%	6%	4%
None of these	13	10	3	1	5	7	4	9	12	-	13	2	5	6
	3%	4%	1%	1%	3%	3%	3%	3%	3%	-	3%	2%	3%	3%
Don't know	5	2	3	-	-	5	1	3	4	1	4	1	2	1
	1%	1%	1%	-	-	2%	1%	1%	1%	1%	1%	1%	1%	1%



## CATI Opinion Poll EU Referendum

**Q3. When deciding how to vote at the EU referendum, which of the following do you think will be most important in your decision about whether to vote to remain or leave? Will it be the effect it has on ...**

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
The economy	152 30%	34 31%	40 39%	7 14%	80 50%	59 20%	13 27%
Immigration	214 43%	45 41%	33 33%	30 58%	36 23%	161 55%	17 36%
National security	93 19%	24 22%	19 19%	10 19%	26 17%	57 19%	9 20%
Britain's influence on the world stage	24 5%	6 6%	5 5%	1 2%	11 7%	10 3%	3 6%
None of these	13 3%	1 1%	2 2%	3 7%	4 2%	5 2%	4 8%
Don't know	5 1%	-	2 2%	-	1 1%	2 1%	1 3%

## CATI Opinion Poll EU Referendum

**Q4\_SUM. Do you agree or disagree with each of the following statements....**

### SUMMARY TABLE

Base: All respondents

	Total	Agee	Disagree	Don't know
I am bored by the EU referendum	500	238	255	6
	100%	48%	51%	1%
I am excited by the EU referendum	500	129	367	4
	100%	26%	73%	1%
The EU referendum is an important moment in the history of the UK	500	421	74	5
	100%	84%	15%	1%
It won't make a difference to Britain if we stay or leave the European Union	500	162	316	22
	100%	32%	63%	4%

## CATI Opinion Poll EU Referendum

**Q4\_1. Do you agree or disagree with each of the following statements....**

**I am bored by the EU referendum**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agee	238	126	112	53	68	117	62	177	195	36	203	41	63	92
	48%	46%	50%	48%	44%	50%	41%	51%	47%	54%	47%	49%	42%	51%
Disagree	255	145	111	57	87	111	88	167	211	31	224	41	84	85
	51%	53%	49%	52%	56%	48%	58%	48%	51%	46%	52%	49%	56%	48%
Don't know	6	4	3	1	1	4	1	5	6	-	6	1	2	2
	1%	1%	1%	1%	1%	2%	1%	1%	2%	-	1%	2%	2%	1%

## CATI Opinion Poll EU Referendum

**Q4\_1. Do you agree or disagree with each of the following statements....**

**I am bored by the EU referendum**

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
Agee	238	34	50	26	85	130	23
	48%	31%	49%	51%	53%	44%	50%
Disagree	255	75	51	24	72	165	19
	51%	68%	50%	48%	45%	56%	40%
Don't know	6	1	1	1	2	-	4
	1%	1%	1%	1%	1%	-	10%

## CATI Opinion Poll EU Referendum

**Q4\_2. Do you agree or disagree with each of the following statements....**

**I am excited by the EU referendum**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agee	129	82	47	25	42	62	39	90	115	10	119	15	40	59
	26%	30%	21%	23%	27%	27%	26%	26%	28%	15%	27%	18%	27%	33%
Disagree	367	189	178	85	112	169	110	257	294	56	311	67	108	120
	73%	69%	79%	77%	72%	73%	73%	74%	71%	84%	72%	80%	72%	67%
Don't know	4	3	1	-	2	2	2	2	3	1	3	1	1	1
	1%	1%	*	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	*

## CATI Opinion Poll EU Referendum

**Q4\_2. Do you agree or disagree with each of the following statements....**

**I am excited by the EU referendum**

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
Agee	129	41	28	18	33	96	-
	26%	37%	28%	35%	21%	33%	-
Disagree	367	69	71	32	124	197	46
	73%	63%	70%	63%	78%	67%	100%
Don't know	4	-	2	1	2	2	-
	1%	-	2%	2%	1%	1%	-

## CATI Opinion Poll EU Referendum

**Q4\_3. Do you agree or disagree with each of the following statements....**

**The EU referendum is an important moment in the history of the UK**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agee	421	234	187	88	131	201	136	285	349	56	365	68	125	156
	84%	85%	83%	80%	84%	86%	90%	82%	85%	84%	84%	81%	83%	87%
Disagree	74	38	36	22	25	26	14	60	58	11	63	15	22	21
	15%	14%	16%	20%	16%	11%	9%	17%	14%	16%	15%	18%	15%	12%
Don't know	5	3	3	-	-	5	2	4	5	-	5	1	3	2
	1%	1%	1%	-	-	2%	1%	1%	1%	-	1%	1%	2%	1%

## CATI Opinion Poll EU Referendum

**Q4\_3. Do you agree or disagree with each of the following statements....**

**The EU referendum is an important moment in the history of the UK**

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
Agee	421	101	85	45	135	248	38
	84%	92%	84%	88%	85%	84%	83%
Disagree	74	8	16	6	21	46	7
	15%	7%	16%	12%	13%	16%	15%
Don't know	5	1	1	-	2	2	1
	1%	1%	1%	-	2%	1%	3%



## CATI Opinion Poll EU Referendum

**Q4\_4. Do you agree or disagree with each of the following statements....**

**It won't make a difference to Britain if we stay or leave the European Union**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agee	162	99	63	32	50	81	35	127	133	20	142	24	52	57
	32%	36%	28%	29%	32%	35%	23%	37%	32%	31%	33%	29%	35%	32%
Disagree	316	165	151	79	96	141	109	207	262	42	274	58	89	115
	63%	60%	67%	71%	61%	61%	72%	59%	64%	63%	63%	70%	60%	64%
Don't know	22	10	12	-	11	11	7	14	17	4	17	1	8	8
	4%	4%	5%	-	7%	5%	5%	4%	4%	6%	4%	2%	5%	4%

## CATI Opinion Poll EU Referendum

**Q4\_4. Do you agree or disagree with each of the following statements....**

**It won't make a difference to Britain if we stay or leave the European Union**

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
Agee	162	24	31	18	51	100	11
	32%	22%	31%	36%	32%	34%	24%
Disagree	316	83	66	32	105	188	23
	63%	75%	65%	63%	66%	64%	51%
Don't know	22	3	4	1	3	7	11
	4%	3%	4%	1%	2%	2%	25%

## CATI Opinion Poll EU Referendum

**Q5. Do you think Britain's national security is better off if Britain remained a member of the EU or left the EU or do you think it makes no difference?**

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Remained in the EU	102	61	41	34	31	37	39	62	75	21	80	20	21	33
	20%	22%	18%	31%	20%	16%	26%	18%	18%	32%	19%	24%	14%	19%
Left the EU	170	98	71	36	51	83	48	121	146	18	151	23	57	66
	34%	36%	32%	33%	32%	36%	32%	35%	35%	28%	35%	28%	38%	37%
Makes no difference	212	108	105	38	67	107	59	153	178	25	188	37	68	74
	42%	39%	46%	35%	43%	46%	39%	44%	43%	37%	43%	44%	45%	41%
Don't know	16	7	9	2	8	6	4	12	14	2	14	3	4	7
	3%	3%	4%	2%	5%	2%	3%	3%	3%	3%	3%	4%	3%	4%

## CATI Opinion Poll EU Referendum

**Q5. Do you think Britain's national security is better off if Britain remained a member of the EU or left the EU or do you think it makes no difference?**

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
Remained in the EU	102	25	27	4	75	14	14
	20%	23%	27%	8%	47%	5%	29%
Left the EU	170	55	30	27	10	158	2
	34%	50%	29%	54%	6%	53%	5%
Makes no difference	212	28	44	19	70	121	21
	42%	25%	44%	38%	44%	41%	45%
Don't know	16	2	-	-	4	3	10
	3%	2%	-	-	2%	1%	21%

## CATI Opinion Poll EU Referendum

### Q6. Which of the following comes closest to your opinion of the European Union?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE		REGION SUMMARY						
	Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	England	Scotland	England & Wales	North	Midlands	South
Unweighted Total	500	257	243	77	148	275	173	327	412	59	441	97	160	155
Weighted Total	500	274	226	111	156	233	151	349	412	67	433	83	149	179
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I like the European Union	71	50	22	28	17	27	29	42	58	10	62	11	21	26
	14%	18%	10%	25%	11%	11%	19%	12%	14%	15%	14%	13%	14%	14%
I am neutral towards the European Union	253	116	136	53	86	113	69	184	202	38	215	49	67	86
	51%	42%	60%	48%	55%	49%	45%	53%	49%	57%	50%	59%	45%	48%
I dislike the European Union	170	105	66	30	52	89	52	118	147	19	152	21	61	64
	34%	38%	29%	27%	33%	38%	34%	34%	36%	28%	35%	26%	41%	36%
Don't know	6	3	2	-	1	4	1	5	6	-	6	2	1	3
	1%	1%	1%	-	1%	2%	1%	1%	1%	-	1%	2%	*	2%

## CATI Opinion Poll EU Referendum

### Q6. Which of the following comes closest to your opinion of the European Union?

Base: All respondents

	Total	PAST VOTE: GE2015			FORCED REFERENDUM VOTE (IF TOMORROW)		
		Con	Lab	UKIP	Remain	Leave	Don't know
Unweighted Total	500	121	102	53	153	300	47
Weighted Total	500	110	101	51	159	295	46
	100%	100%	100%	100%	100%	100%	100%
I like the European Union	71 14%	13 11%	25 24%	3 7%	61 38%	9 3%	2 3%
I am neutral towards the European Union	253 51%	54 49%	51 50%	14 28%	88 55%	126 43%	39 85%
I dislike the European Union	170 34%	44 40%	25 25%	33 65%	9 6%	159 54%	2 5%
Don't know	6 1%	-	1 1%	-	1 1%	2 1%	3 6%