

BMG Poll

26/05/16

On behalf of:

- Electoral
- Reform
- Society

Fieldwork Dates

20th – 25th May 2016

Data Collection Method

Fieldwork was conducted online. Invitations to participate were sent to members of online panels. Non-response from different demographic groups was taken into account during the fieldwork phase and post-fieldwork adjustments.

Sample

All residents aged 18+ in Great Britain. The sample size is 1638 respondents.

Weighting

Results were weighted to reflect the profile of adults 18+, living in social housing in England. Targets were Age/Sex, Government Office Region (GOR), Indices of Multiple Deprivation (IMD) and the 2015 General Election results. All targets are based on Official Statistics from the ONS that are awarded National Statistics status or from the Elections Centre at Plymouth University.

Margin of Error

As a sample of the population was interviewed, the results are subject to a margin of error around various estimates. This means that, given the random nature of the sampling process, we can be confident that the actual result lies somewhere within the margin of error. For example, where 50% of a given population (the worst case scenario) responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 2.5% either side of the result. However, where 90% of a given population responded in a particular way, with a sample of 1,500 we can be 95% certain that the actual value will fall 1.5% of the estimate. Users should note that subsamples within cross-breaks will be subject to a higher margin of error, so any conclusions drawn should be treated with caution.

Questions & Presentation

All results are shown in full below, in order, and using the wording that was put to respondents. For questions where the list of responses is names of parties, names or statements, these will typically have been displayed to respondents in a random order, but be ordered in the attached tables. Questions typically not shown in a random order are those where there is a natural or accepted order to maintain i.e. a scale from “strongly agree” to “strongly disagree”, a list of numbers from 0 to 10, or questions that have a factual, rather than opinion-related answer, such as key demographic information. Responses such as “Other”, “Don't know” and “Refused” are not usually randomised.



Data were collected, analysed and weighted by BMG Research.

BMG is a Company Partner of the Market Research Society (MRS), member of the British Polling Council (BPC) and abides by their rules.

Contact Us

For further information, or to place your questions on our next omnibus, please contact:

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Table 1

How well informed do you feel about the upcoming EU referendum?

	Gender		Age						
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1638	729	909	158	291	231	282	251	425
Effective Weighted Sample	1401	637	771	133	258	183	244	227	396
Weighted Bases	1638	797	841	189	281	270	294	237	367
Very well informed	103 6%	67 8%	36 4%	13 7%	14 5%	9 3%	15 5%	15 6%	35 10%
Well informed	299 18%	169 21%	130 15%	17 9%	59 21%	41 15%	56 19%	46 19%	79 22%
About average	689 42%	302 38%	387 46%	76 40%	100 36%	122 45%	133 45%	98 41%	160 43%
Poorly informed	388 24%	175 22%	213 25%	52 28%	72 26%	72 27%	62 21%	60 25%	70 19%
Very poorly informed	160 10%	84 11%	76 9%	31 16%	36 13%	24 9%	28 10%	18 8%	23 6%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	SEG			Vote 2015					
	Total	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1638	911	727	433	346	91	183	135	327
Effective Weighted Sample	1401	781	620	402	317	83	173	123	298
Weighted Bases	1638	909	729	384	317	82	131	103	481
Very well informed	103 6%	57 6%	46 6%	26 7%	20 6%	2 2%	17 13%	8 8%	19 4%
Well informed	299 18%	184 20%	115 16%	78 20%	76 24%	14 17%	32 24%	19 18%	68 14%
About average	689 42%	389 43%	300 41%	166 43%	126 40%	35 42%	50 38%	42 41%	201 42%
Poorly informed	388 24%	210 23%	178 24%	86 22%	76 24%	19 24%	21 16%	22 22%	125 26%
Very poorly informed	160 10%	69 8%	91 12%	28 7%	19 6%	12 15%	11 8%	11 10%	68 14%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1638	357	391	82	245	12	66	87	10	245
Effective Weighted Sample	1401	325	348	73	213	11	57	73	9	219
Weighted Bases	1638	334	388	81	212	10	61	92	11	267
Very well informed	103 6%	21 6%	22 6%	1 2%	22 10%	3 29%	7 11%	2 2%	0 0%	12 4%
Well informed	299 18%	65 20%	89 23%	17 20%	49 23%	2 17%	8 13%	16 17%	1 8%	28 11%
About average	689 42%	150 45%	150 39%	26 31%	87 41%	4 38%	23 38%	31 33%	7 69%	127 48%
Poorly informed	388 24%	72 22%	97 25%	30 37%	37 18%	2 15%	15 25%	31 33%	0 0%	65 24%
Very poorly informed	160 10%	25 8%	30 8%	7 9%	16 8%	0 0%	8 13%	13 15%	2 23%	35 13%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1638	1400	131	75	32
Effective Weighted Sample	1401	1234	115	67	17
Weighted Bases	1638	1375	139	79	45
Very well informed	103 6%	80 6%	10 7%	8 10%	4 10%
Well informed	299 18%	262 19%	17 12%	19 23%	2 4%
About average	689 42%	580 42%	59 42%	30 38%	20 44%
Poorly informed	388 24%	316 23%	37 27%	18 22%	17 37%
Very poorly informed	160 10%	136 10%	17 12%	4 6%	2 5%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1638	124	178	162	72	219	221	149	141	134
Effective Weighted Sample	1401	110	156	152	65	195	198	131	124	122
Weighted Bases	1638	118	152	213	67	181	224	140	143	136
Very well informed	103 6%	9 8%	7 5%	6 3%	1 2%	16 9%	15 7%	6 4%	12 8%	6 4%
Well informed	299 18%	18 15%	22 14%	43 20%	19 27%	34 19%	48 21%	27 19%	27 19%	25 19%
About average	689 42%	56 47%	59 39%	94 44%	21 31%	72 40%	94 42%	60 43%	64 45%	60 44%
Poorly informed	388 24%	22 19%	42 28%	53 25%	22 33%	41 23%	42 19%	39 28%	25 18%	28 21%
Very poorly informed	160 10%	13 11%	21 14%	16 8%	4 7%	17 9%	25 11%	8 6%	16 11%	16 12%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1638	545	410	347	141	120	9	5	50	11
Effective Weighted Sample	1401	495	337	292	123	106	8	5	42	10
Weighted Bases	1638	497	417	389	139	116	10	7	53	10
Very well informed	103 6%	33 7%	18 4%	27 7%	13 9%	9 8%	0 0%	1 18%	1 2%	1 6%
Well informed	299 18%	104 21%	66 16%	79 20%	19 14%	18 16%	1 8%	3 40%	10 18%	0 0%
About average	689 42%	210 42%	177 42%	156 40%	57 41%	55 47%	6 60%	0 0%	22 42%	6 66%
Poorly informed	388 24%	103 21%	123 29%	90 23%	26 19%	24 21%	3 32%	3 41%	14 26%	2 19%
Very poorly informed	160 10%	48 10%	34 8%	38 10%	24 17%	10 8%	0 0%	0 0%	6 12%	1 9%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	Political interest		Top issue		Likelihood to Vote				
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1638	1051	587	536	1102	1021	269	131	103	114
Effective Weighted Sample	1401	906	501	465	939	897	227	111	95	98
Weighted Bases	1638	1000	638	510	1128	926	281	156	132	143
Very well informed	103 6%	79 8%	24 4%	39 8%	64 6%	79 8%	6 2%	1 1%	7 6%	9 6%
Well informed	299 18%	244 24%	55 9%	88 17%	211 19%	213 23%	47 17%	14 9%	3 3%	22 15%
About average	689 42%	416 42%	273 43%	221 43%	468 41%	363 39%	125 45%	82 53%	55 41%	64 45%
Poorly informed	388 24%	199 20%	189 30%	122 24%	266 24%	201 22%	76 27%	42 27%	41 31%	27 19%
Very poorly informed	160 10%	63 6%	97 15%	40 8%	120 11%	71 8%	26 9%	17 11%	25 19%	21 14%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1638	50	197	207	821	215	124	24
Effective Weighted Sample	1401	44	165	185	687	192	112	22
Weighted Bases	1638	49	194	211	844	203	114	22
Very well informed	103 6%	4 8%	10 5%	14 7%	40 5%	14 7%	14 13%	5 24%
Well informed	299 18%	11 23%	61 31%	54 25%	91 11%	48 24%	32 28%	2 11%
About average	689 42%	21 42%	75 39%	81 38%	378 45%	85 42%	44 39%	5 23%
Poorly informed	388 24%	8 17%	37 19%	45 21%	226 27%	50 24%	17 15%	4 19%
Very poorly informed	160 10%	5 10%	11 6%	17 8%	109 13%	6 3%	7 6%	5 24%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1638	352	415	871	372	406	442	418
Effective Weighted Sample	1401	306	347	752	326	335	384	363
Weighted Bases	1638	350	440	849	404	415	401	418
Very well informed	103 6%	24 7%	20 5%	59 7%	23 6%	28 7%	27 7%	25 6%
Well informed	299 18%	82 23%	70 16%	147 17%	64 16%	74 18%	81 20%	80 19%
About average	689 42%	159 46%	203 46%	327 39%	172 43%	170 41%	165 41%	182 43%
Poorly informed	388 24%	68 19%	108 25%	212 25%	105 26%	111 27%	91 23%	81 19%
Very poorly informed	160 10%	17 5%	39 9%	104 12%	40 10%	32 8%	37 9%	51 12%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	Likelihood to Vote EU					EU Referendum		
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote	Remain	Leave	Undecided
Unweighted Bases	1638	1085	215	131	71	136	629	706	303
Effective Weighted Sample	1401	946	184	112	63	114	548	611	249
Weighted Bases	1638	1008	232	156	85	157	641	664	333
Very well informed	103 6%	82 8%	8 3%	1 1%	3 4%	9 6%	36 6%	58 9%	9 3%
Well informed	299 18%	237 23%	24 10%	11 7%	4 4%	24 15%	164 26%	120 18%	14 4%
About average	689 42%	417 41%	91 39%	75 48%	32 38%	73 47%	259 40%	298 45%	132 40%
Poorly informed	388 24%	205 20%	80 35%	43 28%	31 36%	29 19%	143 22%	131 20%	114 34%
Very poorly informed	160 10%	67 7%	29 13%	26 17%	15 18%	22 14%	40 6%	56 9%	64 19%

Table 1 (continuation)

How well informed do you feel about the upcoming EU referendum?

	Total	View of Government		View of Welfare	
		Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	1638	851	425	626	784
Effective Weighted Sample	1401	727	372	553	665
Weighted Bases	1638	851	410	610	779
Very well informed	103 6%	49 6%	35 9%	35 6%	51 7%
Well informed	299 18%	181 21%	78 19%	116 19%	156 20%
About average	689 42%	343 40%	166 41%	237 39%	315 40%
Poorly informed	388 24%	204 24%	90 22%	155 25%	190 24%
Very poorly informed	160 10%	75 9%	41 10%	67 11%	68 9%

Table 2

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Gender			Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1638	729	909	158	291	231	282	251	425
Effective Weighted Sample	1401	637	771	133	258	183	244	227	396
Weighted Bases	1638	797	841	189	281	270	294	237	367
I have not been contacted	359 22%	187 23%	172 20%	60 32%	94 33%	60 22%	67 23%	30 13%	47 13%
Telephone	14 1%	11 1%	4 *%	4 2%	1 1%	3 1%	1 *%	1 *%	4 1%
Leaflet or Letter	1119 68%	515 65%	604 72%	93 49%	147 52%	172 64%	210 72%	187 79%	310 84%
A visit to your home	25 2%	14 2%	11 1%	5 2%	8 3%	3 1%	5 2%	2 1%	2 *%
Approached in the street	93 6%	46 6%	47 6%	13 7%	20 7%	13 5%	12 4%	17 7%	19 5%
Email	171 10%	104 13%	67 8%	13 7%	33 12%	20 7%	25 8%	29 12%	51 14%
Twitter	64 4%	51 6%	14 2%	14 7%	17 6%	17 6%	9 3%	3 1%	4 1%
Facebook	216 13%	133 17%	83 10%	32 17%	53 19%	39 14%	40 14%	23 10%	29 8%
Other social media	102 6%	70 9%	32 4%	16 8%	30 11%	20 7%	17 6%	11 4%	9 2%
Text message	17 1%	10 1%	7 1%	3 1%	4 1%	4 2%	3 1%	2 1%	2 *%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Gender			Age					
	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1638	729	909	158	291	231	282	251	425
Effective Weighted Sample	1401	637	771	133	258	183	244	227	396
Weighted Bases	1638	797	841	189	281	270	294	237	367
Other ways	50 3%	29 4%	22 3%	7 4%	13 5%	2 1%	9 3%	8 3%	12 3%
Don't know	62 4%	36 5%	26 3%	14 7%	14 5%	15 6%	6 2%	9 4%	4 1%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1638	911	727	433	346	91	183	135	327
Effective Weighted Sample	1401	781	620	402	317	83	173	123	298
Weighted Bases	1638	909	729	384	317	82	131	103	481
I have not been contacted	359 22%	189 21%	170 23%	57 15%	62 20%	17 21%	23 18%	25 25%	130 27%
Telephone	14 1%	10 1%	4 1%	2 *%	3 1%	0 0%	4 3%	1 1%	2 *%
Leaflet or Letter	1119 68%	650 72%	469 64%	307 80%	228 72%	62 76%	100 77%	71 69%	280 58%
A visit to your home	25 2%	14 2%	10 1%	4 1%	6 2%	1 1%	2 2%	1 1%	8 2%
Approached in the street	93 6%	47 5%	47 6%	19 5%	20 6%	4 5%	10 8%	6 5%	29 6%
Email	171 10%	99 11%	71 10%	34 9%	55 17%	5 6%	20 15%	15 14%	39 8%
Twitter	64 4%	43 5%	21 3%	14 4%	17 5%	7 8%	3 2%	4 4%	19 4%
Facebook	216 13%	136 15%	80 11%	45 12%	48 15%	8 9%	21 16%	17 17%	69 14%
Other social media	102 6%	57 6%	45 6%	17 4%	26 8%	2 2%	8 6%	7 7%	36 7%
Text message	17 1%	7 1%	10 1%	1 *%	6 2%	1 1%	2 1%	0 0%	8 2%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1638	911	727	433	346	91	183	135	327
Effective Weighted Sample	1401	781	620	402	317	83	173	123	298
Weighted Bases	1638	909	729	384	317	82	131	103	481
Other ways	50 3%	32 3%	19 3%	12 3%	10 3%	3 4%	5 3%	2 2%	14 3%
Don't know	62 4%	23 2%	40 5%	5 1%	10 3%	1 1%	3 2%	0 0%	30 6%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1638	357	391	82	245	12	66	87	10	245
Effective Weighted Sample	1401	325	348	73	213	11	57	73	9	219
Weighted Bases	1638	334	388	81	212	10	61	92	11	267
I have not been contacted	359 22%	52 16%	83 21%	23 28%	45 21%	3 28%	15 26%	21 23%	4 34%	61 23%
Telephone	14 1%	4 1%	4 1%	1 1%	3 1%	0 0%	0 0%	2 2%	0 0%	1 *%
Leaflet or Letter	1119 68%	262 78%	261 67%	57 70%	148 70%	7 72%	41 67%	62 67%	5 51%	173 65%
A visit to your home	25 2%	4 1%	7 2%	1 1%	2 1%	1 7%	1 2%	5 5%	0 0%	3 1%
Approached in the street	93 6%	15 4%	32 8%	5 6%	14 7%	1 12%	5 8%	4 4%	0 0%	12 5%
Email	171 10%	29 9%	65 17%	6 7%	30 14%	2 19%	5 8%	7 8%	2 16%	17 7%
Twitter	64 4%	16 5%	21 5%	3 3%	11 5%	1 12%	0 0%	4 4%	0 0%	1 1%
Facebook	216 13%	42 13%	73 19%	10 12%	28 13%	2 19%	6 10%	17 19%	0 0%	23 9%
Other social media	102 6%	15 4%	41 11%	4 5%	7 3%	1 7%	2 4%	4 4%	1 9%	18 7%
Text message	17 1%	3 1%	10 3%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	1 *%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Vote Intention								
		Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
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Weighted Bases	1638	334	388	81	212	10	61	92	11	267
Other ways	50 3%	9 3%	14 4%	3 4%	10 5%	0 0%	0 0%	2 3%	1 8%	6 2%
Don't know	62 4%	4 1%	12 3%	0 0%	9 4%	0 0%	0 0%	2 2%	0 0%	18 7%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1638	1400	131	75	32
Effective Weighted Sample	1401	1234	115	67	17
Weighted Bases	1638	1375	139	79	45
I have not been contacted	359 22%	293 21%	41 29%	17 21%	9 20%
Telephone	14 1%	14 1%	0 0%	0 0%	0 0%
Leaflet or Letter	1119 68%	943 69%	83 60%	58 73%	35 77%
A visit to your home	25 2%	22 2%	1 1%	2 2%	0 0%
Approached in the street	93 6%	83 6%	7 5%	3 3%	0 0%
Email	171 10%	151 11%	10 7%	10 13%	0 0%
Twitter	64 4%	54 4%	1 1%	4 5%	6 12%
Facebook	216 13%	189 14%	13 10%	12 15%	2 4%
Other social media	102 6%	93 7%	4 3%	5 6%	1 2%
Text message	17 1%	17 1%	0 0%	0 0%	0 0%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1638	1400	131	75	32
Effective Weighted Sample	1401	1234	115	67	17
Weighted Bases	1638	1375	139	79	45
Other ways	50 3%	47 3%	1 1%	2 2%	1 2%
Don't know	62 4%	54 4%	5 3%	4 5%	0 0%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1638	124	178	162	72	219	221	149	141	134
Effective Weighted Sample	1401	110	156	152	65	195	198	131	124	122
Weighted Bases	1638	118	152	213	67	181	224	140	143	136
I have not been contacted	359 22%	23 20%	34 22%	44 21%	18 27%	37 21%	52 23%	28 20%	35 24%	22 16%
Telephone	14 1%	0 0%	2 1%	4 2%	0 0%	2 1%	2 1%	2 1%	1 1%	1 1%
Leaflet or Letter	1119 68%	84 71%	106 70%	133 63%	44 65%	128 71%	154 69%	98 70%	91 64%	104 77%
A visit to your home	25 2%	3 2%	2 2%	13 6%	0 0%	0 0%	0 0%	1 1%	2 1%	2 1%
Approached in the street	93 6%	11 9%	9 6%	26 12%	4 6%	1 1%	17 8%	5 4%	4 3%	6 4%
Email	171 10%	14 12%	15 10%	35 17%	9 14%	21 12%	20 9%	10 7%	15 10%	11 8%
Twitter	64 4%	6 5%	5 4%	12 6%	3 5%	5 3%	8 4%	5 4%	2 2%	7 5%
Facebook	216 13%	17 15%	18 12%	42 20%	7 11%	18 10%	32 14%	15 11%	19 13%	20 15%
Other social media	102 6%	6 5%	9 6%	21 10%	6 9%	13 7%	10 5%	11 8%	13 9%	4 3%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1638	124	178	162	72	219	221	149	141	134
Effective Weighted Sample	1401	110	156	152	65	195	198	131	124	122
Weighted Bases	1638	118	152	213	67	181	224	140	143	136
Text message	17 1%	2 1%	0 0%	4 2%	1 2%	1 1%	2 1%	3 2%	3 2%	0 0%
Other ways	50 3%	4 3%	4 3%	8 4%	0 0%	3 1%	13 6%	4 3%	8 5%	3 3%
Don't know	62 4%	4 3%	3 2%	5 2%	1 2%	7 4%	7 3%	10 7%	10 7%	6 5%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1638	545	410	347	141	120	9	5	50	11
Effective Weighted Sample	1401	495	337	292	123	106	8	5	42	10
Weighted Bases	1638	497	417	389	139	116	10	7	53	10
I have not been contacted	359 22%	83 17%	86 21%	103 26%	37 27%	24 21%	2 20%	2 21%	19 35%	4 36%
Telephone	14 1%	9 2%	1 *%	1 *%	1 1%	0 0%	0 0%	0 0%	2 5%	1 6%
Leaflet or Letter	1119 68%	388 78%	294 71%	241 62%	86 62%	76 66%	8 80%	3 43%	18 34%	6 56%
A visit to your home	25 2%	2 *%	4 1%	11 3%	4 3%	2 2%	0 0%	3 36%	0 0%	0 0%
Approached in the street	93 6%	25 5%	10 3%	32 8%	14 10%	8 7%	1 7%	1 19%	2 4%	0 0%
Email	171 10%	57 11%	29 7%	52 13%	15 10%	13 11%	1 10%	0 0%	5 9%	1 8%
Twitter	64 4%	9 2%	22 5%	26 7%	3 2%	2 1%	1 12%	0 0%	2 3%	0 0%
Facebook	216 13%	44 9%	57 14%	76 20%	14 10%	10 9%	2 21%	0 0%	11 20%	2 18%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1638	545	410	347	141	120	9	5	50	11
Effective Weighted Sample	1401	495	337	292	123	106	8	5	42	10
Weighted Bases	1638	497	417	389	139	116	10	7	53	10
Other social media	102 6%	18 4%	18 4%	50 13%	6 4%	7 6%	0 0%	0 0%	2 4%	1 8%
Text message	17 1%	6 1%	3 1%	5 1%	0 0%	2 2%	1 10%	0 0%	0 0%	0 0%
Other ways	50 3%	19 4%	10 2%	16 4%	5 4%	0 0%	1 7%	0 0%	1 2%	0 0%
Don't know	62 4%	10 2%	17 4%	12 3%	8 6%	9 8%	0 0%	0 0%	7 13%	0 0%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Political interest		Top issue		Likelihood to Vote				
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1638	1051	587	536	1102	1021	269	131	103	114
Effective Weighted Sample	1401	906	501	465	939	897	227	111	95	98
Weighted Bases	1638	1000	638	510	1128	926	281	156	132	143
I have not been contacted	359 22%	187 19%	172 27%	101 20%	258 23%	159 17%	77 27%	39 25%	39 29%	45 31%
Telephone	14 1%	11 1%	3 *%	3 1%	12 1%	9 1%	3 1%	2 1%	1 1%	0 0%
Leaflet or Letter	1119 68%	739 74%	380 60%	371 73%	748 66%	711 77%	173 62%	92 59%	70 53%	72 51%
A visit to your home	25 2%	16 2%	9 1%	4 1%	20 2%	12 1%	7 2%	5 3%	1 1%	0 0%
Approached in the street	93 6%	63 6%	31 5%	26 5%	68 6%	61 7%	14 5%	7 5%	7 5%	5 4%
Email	171 10%	145 14%	26 4%	42 8%	129 11%	123 13%	20 7%	13 8%	7 5%	7 5%
Twitter	64 4%	53 5%	11 2%	15 3%	50 4%	40 4%	15 5%	4 3%	3 2%	2 1%
Facebook	216 13%	161 16%	55 9%	45 9%	171 15%	133 14%	36 13%	17 11%	17 13%	13 9%
Other social media	102 6%	70 7%	33 5%	25 5%	78 7%	52 6%	24 8%	10 6%	9 7%	7 5%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Political interest		Top issue		Likelihood to Vote				
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1638	1051	587	536	1102	1021	269	131	103	114
Effective Weighted Sample	1401	906	501	465	939	897	227	111	95	98
Weighted Bases	1638	1000	638	510	1128	926	281	156	132	143
Text message	17 1%	16 2%	1 *%	4 1%	13 1%	10 1%	3 1%	2 1%	2 1%	0 0%
Other ways	50 3%	37 4%	14 2%	16 3%	35 3%	36 4%	6 2%	0 0%	4 3%	4 3%
Don't know	62 4%	13 1%	49 8%	20 4%	42 4%	18 2%	8 3%	9 6%	8 6%	18 13%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1638	50	197	207	821	215	124	24
Effective Weighted Sample	1401	44	165	185	687	192	112	22
Weighted Bases	1638	49	194	211	844	203	114	22
I have not been contacted	359 22%	14 28%	38 19%	45 21%	214 25%	29 14%	14 12%	6 25%
Telephone	14 1%	0 0%	2 1%	2 1%	4 *%	5 2%	1 1%	1 4%
Leaflet or Letter	1119 68%	30 62%	143 73%	146 69%	533 63%	157 78%	94 82%	16 71%
A visit to your home	25 2%	3 6%	1 *%	4 2%	15 2%	2 1%	1 1%	0 0%
Approached in the street	93 6%	10 21%	11 6%	12 6%	43 5%	10 5%	5 4%	1 7%
Email	171 10%	13 27%	35 18%	28 13%	56 7%	21 10%	15 13%	2 10%
Twitter	64 4%	7 13%	15 7%	11 5%	19 2%	9 4%	5 4%	0 0%
Facebook	216 13%	15 31%	40 21%	30 14%	83 10%	31 16%	13 11%	3 13%
Other social media	102 6%	7 14%	18 9%	14 6%	43 5%	11 5%	7 6%	2 10%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1638	50	197	207	821	215	124	24
Effective Weighted Sample	1401	44	165	185	687	192	112	22
Weighted Bases	1638	49	194	211	844	203	114	22
Text message	17 1%	1 3%	2 1%	4 2%	5 1%	4 2%	0 0%	0 0%
Other ways	50 3%	4 8%	7 4%	4 2%	19 2%	9 5%	6 6%	1 3%
Don't know	62 4%	0 0%	3 2%	2 1%	53 6%	3 1%	2 2%	0 0%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1638	352	415	871	372	406	442	418
Effective Weighted Sample	1401	306	347	752	326	335	384	363
Weighted Bases	1638	350	440	849	404	415	401	418
I have not been contacted	359 22%	58 17%	86 20%	215 25%	83 21%	92 22%	93 23%	91 22%
Telephone	14 1%	5 1%	4 1%	5 1%	5 1%	4 1%	0 0%	5 1%
Leaflet or Letter	1119 68%	254 72%	296 67%	570 67%	293 73%	292 70%	268 67%	266 64%
A visit to your home	25 2%	11 3%	7 2%	6 1%	6 1%	3 1%	4 1%	12 3%
Approached in the street	93 6%	25 7%	23 5%	45 5%	23 6%	25 6%	23 6%	22 5%
Email	171 10%	40 11%	41 9%	89 11%	37 9%	43 10%	46 11%	45 11%
Twitter	64 4%	21 6%	8 2%	35 4%	17 4%	15 4%	14 3%	18 4%
Facebook	216 13%	52 15%	55 12%	110 13%	50 12%	52 13%	55 14%	59 14%
Other social media	102 6%	34 10%	22 5%	47 6%	12 3%	24 6%	32 8%	35 8%
Text message	17 1%	5 2%	7 2%	5 1%	4 1%	3 1%	4 1%	6 1%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1638	352	415	871	372	406	442	418
Effective Weighted Sample	1401	306	347	752	326	335	384	363
Weighted Bases	1638	350	440	849	404	415	401	418
Other ways	50 3%	15 4%	13 3%	22 3%	19 5%	8 2%	13 3%	10 2%
Don't know	62 4%	5 1%	30 7%	27 3%	8 2%	10 2%	18 4%	26 6%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Likelihood to Vote EU					EU Referendum		
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote	Remain	Leave	Undecided
Unweighted Bases	1638	1085	215	131	71	136	629	706	303
Effective Weighted Sample	1401	946	184	112	63	114	548	611	249
Weighted Bases	1638	1008	232	156	85	157	641	664	333
I have not been contacted	359 22%	185 18%	65 28%	44 28%	25 30%	41 26%	150 23%	137 21%	73 22%
Telephone	14 1%	7 1%	1 1%	2 1%	2 3%	2 1%	5 1%	6 1%	4 1%
Leaflet or Letter	1119 68%	761 75%	146 63%	81 52%	40 47%	91 58%	429 67%	482 73%	208 62%
A visit to your home	25 2%	12 1%	6 3%	4 2%	2 2%	1 1%	15 2%	8 1%	2 1%
Approached in the street	93 6%	66 7%	9 4%	8 5%	2 2%	8 5%	44 7%	34 5%	15 5%
Email	171 10%	130 13%	15 6%	11 7%	4 5%	10 6%	83 13%	73 11%	15 4%
Twitter	64 4%	46 5%	10 4%	2 1%	3 3%	3 2%	33 5%	21 3%	11 3%
Facebook	216 13%	161 16%	17 7%	9 6%	16 19%	13 8%	105 16%	83 12%	28 9%
Other social media	102 6%	61 6%	16 7%	6 4%	13 15%	6 4%	60 9%	32 5%	10 3%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	Likelihood to Vote EU					EU Referendum		
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote	Remain	Leave	Undecided
Unweighted Bases	1638	1085	215	131	71	136	629	706	303
Effective Weighted Sample	1401	946	184	112	63	114	548	611	249
Weighted Bases	1638	1008	232	156	85	157	641	664	333
Text message	17 1%	8 1%	3 1%	1 *%	3 4%	2 1%	5 1%	8 1%	3 1%
Other ways	50 3%	36 4%	5 2%	0 0%	3 4%	6 4%	25 4%	19 3%	7 2%
Don't know	62 4%	21 2%	5 2%	15 9%	7 8%	15 9%	11 2%	16 2%	36 11%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	View of Government		View of Welfare	
		Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	1638	851	425	626	784
Effective Weighted Sample	1401	727	372	553	665
Weighted Bases	1638	851	410	610	779
I have not been contacted	359 22%	201 24%	77 19%	144 24%	164 21%
Telephone	14 1%	4 *%	7 2%	4 1%	5 1%
Leaflet or Letter	1119 68%	582 68%	295 72%	422 69%	552 71%
A visit to your home	25 2%	15 2%	9 2%	8 1%	16 2%
Approached in the street	93 6%	48 6%	28 7%	26 4%	55 7%
Email	171 10%	107 13%	44 11%	58 10%	102 13%
Twitter	64 4%	43 5%	11 3%	23 4%	32 4%
Facebook	216 13%	138 16%	45 11%	78 13%	118 15%
Other social media	102 6%	68 8%	20 5%	38 6%	53 7%

Table 2 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

	Total	View of Government		View of Welfare	
		Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	1638	851	425	626	784
Effective Weighted Sample	1401	727	372	553	665
Weighted Bases	1638	851	410	610	779
Text message	17 1%	13 2%	1 *%	5 1%	9 1%
Other ways	50 3%	25 3%	13 3%	23 4%	19 2%
Don't know	62 4%	22 3%	3 1%	10 2%	14 2%

Table 3

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1586	703	883	148	279	219	276	244	420
Effective Weighted Sample	1356	614	747	124	248	173	238	221	391
Weighted Bases	1576	761	815	176	268	254	288	227	363
I have not been contacted	359 23%	187 25%	172 21%	60 34%	94 35%	60 24%	67 23%	30 13%	47 13%
Telephone	14 1%	11 1%	4 *%	4 3%	1 1%	3 1%	1 *%	1 *%	4 1%
Leaflet or Letter	1119 71%	515 68%	604 74%	93 53%	147 55%	172 68%	210 73%	187 82%	310 86%
A visit to your home	25 2%	14 2%	11 1%	5 3%	8 3%	3 1%	5 2%	2 1%	2 *%
Approached in the street	93 6%	46 6%	47 6%	13 7%	20 8%	13 5%	12 4%	17 7%	19 5%
Email	171 11%	104 14%	67 8%	13 7%	33 12%	20 8%	25 9%	29 13%	51 14%
Twitter	64 4%	51 7%	14 2%	14 8%	17 6%	17 7%	9 3%	3 1%	4 1%
Facebook	216 14%	133 17%	83 10%	32 18%	53 20%	39 15%	40 14%	23 10%	29 8%
Other social media	102 6%	70 9%	32 4%	16 9%	30 11%	20 8%	17 6%	11 5%	9 2%
Text message	17 1%	10 1%	7 1%	3 2%	4 1%	4 2%	3 1%	2 1%	2 *%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Gender		Age					
		Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+
Unweighted Bases	1586	703	883	148	279	219	276	244	420
Effective Weighted Sample	1356	614	747	124	248	173	238	221	391
Weighted Bases	1576	761	815	176	268	254	288	227	363
Other ways	50 3%	29 4%	22 3%	7 4%	13 5%	2 1%	9 3%	8 3%	12 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	SEG		Vote 2015					
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	Did not vote
Unweighted Bases	1586	892	694	428	335	90	179	135	306
Effective Weighted Sample	1356	763	593	397	308	82	169	123	278
Weighted Bases	1576	886	690	380	307	81	128	103	451
I have not been contacted	359 23%	189 21%	170 25%	57 15%	62 20%	17 21%	23 18%	25 25%	130 29%
Telephone	14 1%	10 1%	4 1%	2 *%	3 1%	0 0%	4 3%	1 1%	2 *%
Leaflet or Letter	1119 71%	650 73%	469 68%	307 81%	228 74%	62 77%	100 78%	71 69%	280 62%
A visit to your home	25 2%	14 2%	10 2%	4 1%	6 2%	1 1%	2 2%	1 1%	8 2%
Approached in the street	93 6%	47 5%	47 7%	19 5%	20 6%	4 5%	10 8%	6 5%	29 7%
Email	171 11%	99 11%	71 10%	34 9%	55 18%	5 6%	20 16%	15 14%	39 9%
Twitter	64 4%	43 5%	21 3%	14 4%	17 6%	7 8%	3 2%	4 4%	19 4%
Facebook	216 14%	136 15%	80 12%	45 12%	48 16%	8 9%	21 17%	17 17%	69 15%
Other social media	102 6%	57 6%	45 7%	17 5%	26 9%	2 2%	8 6%	7 7%	36 8%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	SEG		Vote 2015					Did not vote
		ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Other	
Unweighted Bases	1586	892	694	428	335	90	179	135	306
Effective Weighted Sample	1356	763	593	397	308	82	169	123	278
Weighted Bases	1576	886	690	380	307	81	128	103	451
Text message	17 1%	7 1%	10 1%	1 *%	6 2%	1 1%	2 1%	0 0%	8 2%
Other ways	50 3%	32 4%	19 3%	12 3%	10 3%	3 4%	5 4%	2 2%	14 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1586	353	381	82	237	12	66	86	10	230
Effective Weighted Sample	1356	321	340	73	207	11	57	72	9	205
Weighted Bases	1576	330	376	81	203	10	61	90	11	249
I have not been contacted	359 23%	52 16%	83 22%	23 28%	45 22%	3 28%	15 26%	21 23%	4 34%	61 25%
Telephone	14 1%	4 1%	4 1%	1 1%	3 1%	0 0%	0 0%	2 2%	0 0%	1 *
Leaflet or Letter	1119 71%	262 79%	261 69%	57 70%	148 73%	7 72%	41 67%	62 69%	5 51%	173 70%
A visit to your home	25 2%	4 1%	7 2%	1 1%	2 1%	1 7%	1 2%	5 5%	0 0%	3 1%
Approached in the street	93 6%	15 4%	32 8%	5 6%	14 7%	1 12%	5 8%	4 4%	0 0%	12 5%
Email	171 11%	29 9%	65 17%	6 7%	30 15%	2 19%	5 8%	7 8%	2 16%	17 7%
Twitter	64 4%	16 5%	21 6%	3 3%	11 5%	1 12%	0 0%	4 4%	0 0%	1 1%
Facebook	216 14%	42 13%	73 19%	10 12%	28 14%	2 19%	6 10%	17 19%	0 0%	23 9%
Other social media	102 6%	15 4%	41 11%	4 5%	7 4%	1 7%	2 4%	4 5%	1 9%	18 7%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Vote Intention									
	Total	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure
Unweighted Bases	1586	353	381	82	237	12	66	86	10	230
Effective Weighted Sample	1356	321	340	73	207	11	57	72	9	205
Weighted Bases	1576	330	376	81	203	10	61	90	11	249
Text message	17 1%	3 1%	10 3%	0 0%	3 1%	0 0%	0 0%	0 0%	0 0%	1 *%
Other ways	50 3%	9 3%	14 4%	3 4%	10 5%	0 0%	0 0%	2 3%	1 8%	6 2%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Country				
	Total	England	Scotland	Wales	Northern Ireland
Unweighted Bases	1586	1354	128	72	32
Effective Weighted Sample	1356	1195	112	64	17
Weighted Bases	1576	1321	134	75	45
I have not been contacted	359 23%	293 22%	41 30%	17 22%	9 20%
Telephone	14 1%	14 1%	0 0%	0 0%	0 0%
Leaflet or Letter	1119 71%	943 71%	83 62%	58 77%	35 77%
A visit to your home	25 2%	22 2%	1 1%	2 2%	0 0%
Approached in the street	93 6%	83 6%	7 5%	3 4%	0 0%
Email	171 11%	151 11%	10 7%	10 14%	0 0%
Twitter	64 4%	54 4%	1 1%	4 5%	6 12%
Facebook	216 14%	189 14%	13 10%	12 15%	2 4%
Other social media	102 6%	93 7%	4 3%	5 6%	1 2%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Country			
		England	Scotland	Wales	Northern Ireland
Unweighted Bases	1586	1354	128	72	32
Effective Weighted Sample	1356	1195	112	64	17
Weighted Bases	1576	1321	134	75	45
Text message	17 1%	17 1%	0 0%	0 0%	0 0%
Other ways	50 3%	47 4%	1 1%	2 2%	1 2%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1586	121	174	159	71	212	214	141	134	128
Effective Weighted Sample	1356	107	152	149	64	190	191	125	119	117
Weighted Bases	1576	114	149	208	66	174	217	130	133	129
I have not been contacted	359 23%	23 20%	34 23%	44 21%	18 27%	37 22%	52 24%	28 21%	35 26%	22 17%
Telephone	14 1%	0 0%	2 1%	4 2%	0 0%	2 1%	2 1%	2 2%	1 1%	1 1%
Leaflet or Letter	1119 71%	84 73%	106 72%	133 64%	44 67%	128 74%	154 71%	98 75%	91 68%	104 81%
A visit to your home	25 2%	3 2%	2 2%	13 6%	0 0%	0 0%	0 0%	1 1%	2 1%	2 1%
Approached in the street	93 6%	11 10%	9 6%	26 13%	4 6%	1 1%	17 8%	5 4%	4 3%	6 5%
Email	171 11%	14 12%	15 10%	35 17%	9 14%	21 12%	20 9%	10 8%	15 11%	11 9%
Twitter	64 4%	6 5%	5 4%	12 6%	3 5%	5 3%	8 4%	5 4%	2 2%	7 5%
Facebook	216 14%	17 15%	18 12%	42 20%	7 11%	18 11%	32 15%	15 12%	19 14%	20 16%
Other social media	102 6%	6 5%	9 6%	21 10%	6 9%	13 8%	10 5%	11 8%	13 10%	4 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	GOR								
		East Midlands	East of England	London	North East	North West	South East	South West	West Midlands	Yorkshire and The Humber
Unweighted Bases	1586	121	174	159	71	212	214	141	134	128
Effective Weighted Sample	1356	107	152	149	64	190	191	125	119	117
Weighted Bases	1576	114	149	208	66	174	217	130	133	129
Text message	17 1%	2 1%	0 0%	4 2%	1 2%	1 1%	2 1%	3 3%	3 2%	0 0%
Other ways	50 3%	4 3%	4 3%	8 4%	0 0%	3 2%	13 6%	4 3%	8 6%	3 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Tenure Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1586	537	395	337	133	114	9	5	45	11
Effective Weighted Sample	1356	490	324	283	116	101	8	5	38	10
Weighted Bases	1576	488	400	377	131	108	10	7	46	10
I have not been contacted	359 23%	83 17%	86 22%	103 27%	37 28%	24 22%	2 20%	2 21%	19 41%	4 36%
Telephone	14 1%	9 2%	1 *%	1 *%	1 1%	0 0%	0 0%	0 0%	2 5%	1 6%
Leaflet or Letter	1119 71%	388 80%	294 73%	241 64%	86 65%	76 71%	8 80%	3 43%	18 39%	6 56%
A visit to your home	25 2%	2 *%	4 1%	11 3%	4 3%	2 2%	0 0%	3 36%	0 0%	0 0%
Approached in the street	93 6%	25 5%	10 3%	32 8%	14 10%	8 7%	1 7%	1 19%	2 5%	0 0%
Email	171 11%	57 12%	29 7%	52 14%	15 11%	13 12%	1 10%	0 0%	5 10%	1 8%
Twitter	64 4%	9 2%	22 6%	26 7%	3 2%	2 1%	1 12%	0 0%	2 4%	0 0%
Facebook	216 14%	44 9%	57 14%	76 20%	14 11%	10 9%	2 21%	0 0%	11 24%	2 18%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Tenure								
		Homeowner (owned outright)	Homeowner (with a mortgage)	Rented from private landlord	Rented from Council	Rented from Housing Association or Social Housing Provider	Shared ownership	Student accomodation	Living with parents/ extended family	Other
Unweighted Bases	1586	537	395	337	133	114	9	5	45	11
Effective Weighted Sample	1356	490	324	283	116	101	8	5	38	10
Weighted Bases	1576	488	400	377	131	108	10	7	46	10
Other social media	102 6%	18 4%	18 5%	50 13%	6 4%	7 7%	0 0%	0 0%	2 4%	1 8%
Text message	17 1%	6 1%	3 1%	5 1%	0 0%	2 2%	1 10%	0 0%	0 0%	0 0%
Other ways	50 3%	19 4%	10 2%	16 4%	5 4%	0 0%	1 7%	0 0%	1 2%	0 0%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Political interest		Top issue		Likelihood to Vote				
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1586	1040	546	518	1068	1005	261	123	97	100
Effective Weighted Sample	1356	897	465	450	909	884	220	104	89	85
Weighted Bases	1576	987	589	489	1086	908	272	147	124	125
I have not been contacted	359 23%	187 19%	172 29%	101 21%	258 24%	159 18%	77 28%	39 26%	39 31%	45 36%
Telephone	14 1%	11 1%	3 1%	3 1%	12 1%	9 1%	3 1%	2 1%	1 1%	0 0%
Leaflet or Letter	1119 71%	739 75%	380 65%	371 76%	748 69%	711 78%	173 64%	92 62%	70 57%	72 58%
A visit to your home	25 2%	16 2%	9 2%	4 1%	20 2%	12 1%	7 2%	5 3%	1 1%	0 0%
Approached in the street	93 6%	63 6%	31 5%	26 5%	68 6%	61 7%	14 5%	7 5%	7 5%	5 4%
Email	171 11%	145 15%	26 4%	42 9%	129 12%	123 14%	20 7%	13 9%	7 6%	7 6%
Twitter	64 4%	53 5%	11 2%	15 3%	50 5%	40 4%	15 6%	4 3%	3 2%	2 1%
Facebook	216 14%	161 16%	55 9%	45 9%	171 16%	133 15%	36 13%	17 12%	17 14%	13 10%
Other social media	102 6%	70 7%	33 6%	25 5%	78 7%	52 6%	24 9%	10 7%	9 8%	7 6%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Political interest		Top issue		Likelihood to Vote				
		Interested	Not interested	Immigration & Asylum	Not Immigration & Asylum	I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote
Unweighted Bases	1586	1040	546	518	1068	1005	261	123	97	100
Effective Weighted Sample	1356	897	465	450	909	884	220	104	89	85
Weighted Bases	1576	987	589	489	1086	908	272	147	124	125
Text message	17 1%	16 2%	1 *%	4 1%	13 1%	10 1%	3 1%	2 1%	2 2%	0 0%
Other ways	50 3%	37 4%	14 2%	16 3%	35 3%	36 4%	6 2%	0 0%	4 3%	4 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1586	50	195	205	777	213	122	24
Effective Weighted Sample	1356	44	163	183	649	191	110	22
Weighted Bases	1576	49	191	210	791	200	112	22
I have not been contacted	359 23%	14 28%	38 20%	45 21%	214 27%	29 15%	14 12%	6 25%
Telephone	14 1%	0 0%	2 1%	2 1%	4 *	5 2%	1 1%	1 4%
Leaflet or Letter	1119 71%	30 62%	143 75%	146 70%	533 67%	157 79%	94 84%	16 71%
A visit to your home	25 2%	3 6%	1 *	4 2%	15 2%	2 1%	1 1%	0 0%
Approached in the street	93 6%	10 21%	11 6%	12 6%	43 5%	10 5%	5 5%	1 7%
Email	171 11%	13 27%	35 18%	28 13%	56 7%	21 10%	15 13%	2 10%
Twitter	64 4%	7 13%	15 8%	11 5%	19 2%	9 4%	5 4%	0 0%
Facebook	216 14%	15 31%	40 21%	30 14%	83 11%	31 16%	13 11%	3 13%
Other social media	102 6%	7 14%	18 10%	14 6%	43 5%	11 5%	7 7%	2 10%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Left Wing/Right Wing						
		Very left wing	Fairly left wing	Slightly left	Centrist/In the centre	Slightly right	Fairly right wing	Very right wing
Unweighted Bases	1586	50	195	205	777	213	122	24
Effective Weighted Sample	1356	44	163	183	649	191	110	22
Weighted Bases	1576	49	191	210	791	200	112	22
Text message	17 1%	1 3%	2 1%	4 2%	5 1%	4 2%	0 0%	0 0%
Other ways	50 3%	4 8%	7 4%	4 2%	19 2%	9 5%	6 6%	1 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1586	346	390	850	366	396	427	397
Effective Weighted Sample	1356	301	324	735	321	326	372	345
Weighted Bases	1576	345	409	822	396	405	383	392
I have not been contacted	359 23%	58 17%	86 21%	215 26%	83 21%	92 23%	93 24%	91 23%
Telephone	14 1%	5 1%	4 1%	5 1%	5 1%	4 1%	0 0%	5 1%
Leaflet or Letter	1119 71%	254 74%	296 72%	570 69%	293 74%	292 72%	268 70%	266 68%
A visit to your home	25 2%	11 3%	7 2%	6 1%	6 1%	3 1%	4 1%	12 3%
Approached in the street	93 6%	25 7%	23 6%	45 5%	23 6%	25 6%	23 6%	22 6%
Email	171 11%	40 12%	41 10%	89 11%	37 9%	43 11%	46 12%	45 11%
Twitter	64 4%	21 6%	8 2%	35 4%	17 4%	15 4%	14 4%	18 5%
Facebook	216 14%	52 15%	55 13%	110 13%	50 13%	52 13%	55 14%	59 15%
Other social media	102 6%	34 10%	22 5%	47 6%	12 3%	24 6%	32 8%	35 9%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Trust in government			IMD Quartile			
		Trust	Neither	Distrust	1st Quartile	2nd Quartile	3rd Quartile	4th Quartile
Unweighted Bases	1586	346	390	850	366	396	427	397
Effective Weighted Sample	1356	301	324	735	321	326	372	345
Weighted Bases	1576	345	409	822	396	405	383	392
Text message	17 1%	5 2%	7 2%	5 1%	4 1%	3 1%	4 1%	6 1%
Other ways	50 3%	15 4%	13 3%	22 3%	19 5%	8 2%	13 3%	10 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Likelihood to Vote EU					EU Referendum		
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote	Remain	Leave	Undecided
Unweighted Bases	1586	1065	210	120	65	126	620	691	275
Effective Weighted Sample	1356	930	179	102	58	105	540	600	224
Weighted Bases	1576	987	227	142	78	143	630	648	297
I have not been contacted	359 23%	185 19%	65 28%	44 31%	25 33%	41 29%	150 24%	137 21%	73 24%
Telephone	14 1%	7 1%	1 1%	2 1%	2 3%	2 1%	5 1%	6 1%	4 1%
Leaflet or Letter	1119 71%	761 77%	146 64%	81 57%	40 52%	91 64%	429 68%	482 74%	208 70%
A visit to your home	25 2%	12 1%	6 3%	4 3%	2 2%	1 1%	15 2%	8 1%	2 1%
Approached in the street	93 6%	66 7%	9 4%	8 6%	2 2%	8 6%	44 7%	34 5%	15 5%
Email	171 11%	130 13%	15 7%	11 8%	4 6%	10 7%	83 13%	73 11%	15 5%
Twitter	64 4%	46 5%	10 5%	2 1%	3 4%	3 2%	33 5%	21 3%	11 4%
Facebook	216 14%	161 16%	17 7%	9 6%	16 21%	13 9%	105 17%	83 13%	28 10%
Other social media	102 6%	61 6%	16 7%	6 5%	13 16%	6 4%	60 10%	32 5%	10 3%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	Likelihood to Vote EU					EU Referendum		
		I would definitely vote	I would probably vote	It would be roughly 50/50	I probably would not vote	I definitely would not vote	Remain	Leave	Undecided
Unweighted Bases	1586	1065	210	120	65	126	620	691	275
Effective Weighted Sample	1356	930	179	102	58	105	540	600	224
Weighted Bases	1576	987	227	142	78	143	630	648	297
Text message	17 1%	8 1%	3 1%	1 1%	3 4%	2 1%	5 1%	8 1%	3 1%
Other ways	50 3%	36 4%	5 2%	0 0%	3 4%	6 4%	25 4%	19 3%	7 2%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	View of Government		View of Welfare	
		Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	1586	832	423	615	773
Effective Weighted Sample	1356	710	370	544	656
Weighted Bases	1576	830	408	599	766
I have not been contacted	359 23%	201 24%	77 19%	144 24%	164 21%
Telephone	14 1%	4 *%	7 2%	4 1%	5 1%
Leaflet or Letter	1119 71%	582 70%	295 72%	422 70%	552 72%
A visit to your home	25 2%	15 2%	9 2%	8 1%	16 2%
Approached in the street	93 6%	48 6%	28 7%	26 4%	55 7%
Email	171 11%	107 13%	44 11%	58 10%	102 13%
Twitter	64 4%	43 5%	11 3%	23 4%	32 4%
Facebook	216 14%	138 17%	45 11%	78 13%	118 15%

Table 3 (continuation)

Could you indicate which of the following ways you have been contacted about the EU referendum, if at all?

Base: VALID

	Total	View of Government		View of Welfare	
		Government should do more to solve problems	Government does too much	Does more harm than good	Does more good than harm
Unweighted Bases	1586	832	423	615	773
Effective Weighted Sample	1356	710	370	544	656
Weighted Bases	1576	830	408	599	766
Other social media	102 6%	68 8%	20 5%	38 6%	53 7%
Text message	17 1%	13 2%	1 *%	5 1%	9 1%
Other ways	50 3%	25 3%	13 3%	23 4%	19 2%