

16-029926-01 - EU Perils of Perception
 27th - 30th May
 All adults aged 18-75 in Great Britain
 PUBLIC
 Ipsos MORI

Table: 14
 Weighted by: Weight variable
 Level: Top

Q4. Which of the following, if any, are laws or restrictions that are in place, due to be put in place, or are suggested by the EU for implementation in the UK?
 All Adults aged 18-75 in Great Britain

	Total	Region (Full 11 code scale)											Region (6 code scale)						Marital status		
		North East	North West	Yorkshire and The Humber	West Midlands	East Midlands	East of England	South West	South East	Greater London	Wales	Scotland	North	Midlands	South	London	Wales	Scotland	Married/Living as Married	Single	Widowed/Divorced/Separated
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	1083	47	123	89	96	82	103	93	151	146	55	98	259	281	244	146	55	98	627	363	93
Weighted base	1083	46	124	93	97	80	102	93	151	148	54	95	263	280	244	148	54	95	640	352	91
Children under a certain height or under 12 must use a car booster seat	579 53%	27 58% *	63 51%	59 64% H*	56 58% H*	47 58% H*	55 54%	38 41% *	88 58% HJ	67 45%	27 50% *	52 55% *	149 57% P	158 57% P	126 52%	67 45%	27 50% *	52 55% *	365 57% T	165 47%	49 54% *
Bananas that are too bendy are banned from being imported into the UK	264 24%	11 23% *	30 24%	19 20% *	24 24% *	26 33% *	25 25%	27 29% *	34 23%	34 23%	13 24% *	22 23% *	59 22%	75 27%	61 25%	34 23%	13 24% *	22 23% *	156 24%	85 24%	23 25% *
Water bottles cannot advertise that their contents prevent dehydration	155 14%	7 15% *	22 18%	9 10% *	12 12% *	14 18% *	12 12%	16 17% *	24 16%	16 11%	7 12% *	17 18% *	38 14%	38 14%	39 16%	16 11%	7 12% *	17 18% *	90 14%	51 14%	14 15% *
The British snack "Bombay Mix" must change its name to "Mumbai Mix"	67 6%	4 9% *	9 7%	3 3% *	3 3% *	4 5% *	10 10%	7 8% *	9 6%	11 7%	2 4% *	6 6% *	16 6%	17 6%	16 7%	11 7%	2 4% *	6 6% *	35 5%	25 7%	8 9% *
British sausage to be officially renamed as "emulsified high-fat offal tubes"	60 6%	5 10% G*	11 9%	5 5% G	3 3% *	3 4% *	2 2%	7 8% G*	10 7%	7 5%	2 3% *	5 5% *	21 8% N	8 3%	17 7%	7 5%	2 3% *	5 5% *	35 5%	16 5%	9 10% *
Barmaids cannot have too much cleavage on display when serving customers	41 4%	2 4% *	7 6%	- - D	5 5% D*	3 4% *	1 1%	7 8% DG*	3 2%	5 3%	4 7% DG*	6 6% DG*	9 3%	8 3%	10 4%	5 3%	4 7% *	6 6% *	21 3%	17 5%	4 4% *
Certain breeds of dog including corgis, bulldogs and cocker spaniels to be banned as pets	40 4%	2 4% *	5 4%	3 3% L	3 3% *	2 2% *	4 4%	3 4% *	9 6% L	7 5% L	1 2% *	- - *	10 4%	9 3%	12 5%	7 5% R	1 2% *	- - *	23 4%	13 4%	4 4% *
Tourists to be banned from uploading photos of famous British monuments (such as the London Eye or the Angel of the North) to social media websites	37 3%	2 5% *	5 4%	3 3% *	2 2% *	2 2% *	2 2%	7 8% *	5 3%	6 4%	1 2% *	2 2% *	11 4%	5 2%	12 5%	6 4%	1 2% *	2 2% *	20 3%	12 4%	4 4% *
None of these	174 16%	6 14% *	21 17%	15 16% *	15 15% *	10 13% *	18 18%	16 17% *	20 13%	29 20%	5 9% *	19 19% *	43 16%	43 16%	36 15%	29 20%	5 9% *	19 19% *	86 13%	66 19%	22 24% S
Don't know	239 22%	10 21% *	29 23% D	11 12% *	22 23% *	17 21% *	21 21%	26 28% D*	30 20%	38 26% D	17 32% D*	19 20% *	49 19%	60 21%	55 23%	38 26%	17 32% M*	19 20% *	141 22%	82 23%	16 17% *
NET Get any wrong	168 15%	8 18% *	20 16%	13 14% *	11 11% *	13 17% *	13 13%	14 15% *	30 20%	28 19%	6 12% *	11 11% *	41 16%	38 13%	44 18%	28 19%	6 12% *	11 11% *	97 15%	54 15%	17 18% *

Overlap formulae used
 Column Proportions (S%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U Minimum Base: 30(*) Small Base: 100(*)

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All adults aged 18-75 in Great Britain

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Table: 15

Weighted by: Weight variable

Level: Top

Q4. Which of the following, if any, are laws or restrictions that are in place, due to be put in place, or are suggested by the EU for implementation in the UK?

All Adults aged 18-75 in Great Britain

	Total	Voting intention			EU Referendum Voting intention			Likelihood to vote (EU Referendum)		
		Conservative (A)	Labour (B)	Other (C)	Remain (D)	Leave (E)	Undecided (F)	Absolutely certain to vote (G)	6-10 (H)	Would not vote (I)
Unweighted base	1083	270	293	304	462	469	112	703	947	35
Weighted base	1083	279	289	303	460	474	111	707	951	36
Children under a certain height or under 12 must use a car booster seat	579 53%	148 53%	142 49%	180 59%	231 50%	279 59%	53 47%	409 58%	528 56%	18 50%
Bananas that are too bendy are banned from being imported into the UK	264 24%	77 28%	52 18%	87 29%	70 15%	165 35%	23 20%	184 26%	245 26%	11 32%
Water bottles cannot advertise that their contents prevent dehydration	155 14%	39 14%	40 14%	49 16%	56 12%	90 19%	8 7%	111 16%	147 15%	4 11%
The British snack "Bombay Mix" must change its name to "Mumbai Mix"	67 6%	20 7%	15 5%	20 6%	19 4%	46 10%	- -	52 7%	64 7%	2 5%
British sausage to be officially renamed as "emulsified high-fat offal tubes"	60 6%	19 7%	11 4%	18 6%	15 3%	40 8%	4 3%	44 6%	54 6%	2 6%
Barmaids cannot have too much cleavage on display when serving customers	41 4%	10 4%	11 4%	13 4%	14 3%	26 5%	- -	29 4%	36 4%	2 5%
Certain breeds of dog including corgis, bulldogs and cocker spaniels to be banned as pets	40 4%	11 4%	8 3%	14 5%	9 2%	26 5%	5 4%	29 4%	36 4%	1 2%
Tourists to be banned from uploading photos of famous British monuments (such as the London Eye or the Angel of the North) to social media websites	37 3%	7 3%	9 3%	15 5%	6 1%	26 5%	2 2%	26 4%	32 3%	1 2%
None of these	174 16%	43 16%	64 22%	44 15%	109 24%	49 10%	14 13%	114 16%	154 16%	6 16%
Don't know	239 22%	61 22%	55 19%	58 19%	91 20%	96 20%	38 34%	131 19%	192 20%	7 19%
NET Get any wrong	168 15%	46 16%	41 14%	54 18%	49 11%	103 22%	11 9%	118 17%	151 16%	6 16%

Overlap formulae used

ColumnProportions (5%): A,B,C/D,E/F,G,H/I/J Minimum Base: 30 Small Base: 100*

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All adults aged 18-75 in Great Britain
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Table 17
Weighted by Weight variable
Level: Top

Sample profile
All Adults aged 18-75 in Great Britain

	Total	Region P01 11 code postal												Region 02 code postal										Marital status		
		Total (N)	North East (N)	North West (N)	Yorkshire and The Midlands (N)	West Midlands (N)	East Midlands (N)	East of England (N)	South West (N)	South East (N)	Greater London (N)	Wales (N)	Scotland (N)	North (N)	Midlands (N)	South (N)	London (N)	Wales (N)	Scotland (N)	Married/ Living as Married (N)	Single (N)	Widowed/ Divorced/ Separated (N)				
Gender	1083	46	124	93	97	80	102	93	151	148	54	95	263	280	244	148	54	95	640	352	91					
Male	536	18	66	40	44	44	50	49	67	79	29	50	123	138	116	79	29	50	805	197	33					
Female	547	28	58	53	54	56	52	44	84	69	24	45	140	142	128	69	24	45	335	154	58					
Age	1083	46	124	93	97	80	102	93	151	148	54	95	263	280	244	148	54	95	640	352	91					
18-24	141	7	11	19	12	14	16	11	19	18	4	11	37	42	30	18	4	11	32	108	2					
25-34	202	11	28	18	17	12	16	16	35	26	10	14	57	44	51	26	10	14	101	90	3					
35-44	207	8	36	34	30	15	21	16	22	32	25	16	50	56	38	22	15	16	134	63	10					
45-54	211	7	28	36	37	32	36	35	34	32	35	30	55	45	53	32	30	20	143	41	26					
55-75	322	13	31	24	32	28	33	30	41	41	36	34	68	92	71	41	16	34	230	41	51					
Social grade	1083	46	124	93	97	80	102	93	151	148	54	95	263	280	244	148	54	95	640	352	91					
A8	289	13	35	21	27	19	31	21	42	35	17	29	69	77	63	35	17	29	389	79	21					
C1	305	9	35	22	27	26	30	25	46	37	19	28	66	83	71	37	19	28	375	104	26					
C2	214	11	26	26	18	16	23	22	26	40	5	21	63	57	48	40	5	21	142	73	19					
D6	255	13	38	34	35	19	19	26	37	35	12	18	65	63	62	35	12	18	333	97	25					
Employment status	1083	46	124	93	97	80	102	93	151	148	54	95	263	280	244	148	54	95	640	352	91					
Full-time	470	17	51	37	50	37	40	37	68	80	15	38	105	127	105	80	15	38	267	174	28					
Part-time	187	11	31	19	11	10	23	16	18	18	13	18	60	44	34	18	13	18	110	59	18					
Self-employed	91	6	10	6	9	6	12	12	14	9	8	7	8	20	20	14	5	8	62	22	7					
ANY WORKING	747	34	88	63	66	56	68	65	98	112	32	63	180	190	164	112	32	63	499	255	53					
ANY NOT WORKING	336	12	36	30	31	24	34	28	52	36	21	32	78	89	80	36	21	32	201	96	38					
Income	1083	46	124	93	97	80	102	93	151	148	54	95	263	280	244	148	54	95	640	352	91					
UP TO £19,999	254	14	29	18	24	25	26	27	25	30	12	23	62	74	52	30	12	23	91	127	37					
£20,000 - £34,999	281	16	38	22	30	21	25	27	32	36	13	21	75	76	60	36	13	21	175	81	25					
£35,000 - £54,999	200	9	27	17	18	20	25	24	41	31	13	25	63	65	51	13	25	178	70	12						
£55,000+	109	3	14	14	12	8	15	8	15	8	13	21	35	48	31	8	13	21	112	32	5					
Prefer not to answer	128	4	15	13	14	7	11	7	17	20	8	12	32	32	24	20	8	12	74	41	13					
Education	1083	46	124	93	97	80	102	93	151	148	54	95	263	280	244	148	54	95	640	352	91					
GCSE/D level/NOVELL	277	13	35	20	22	21	30	21	30	30	15	23	77	72	61	30	15	23	359	80	38					
A level or equivalent	277	13	35	20	22	21	30	21	30	30	15	23	77	72	61	30	15	23	351	105	20					
Degree/Masters/PhD	458	19	49	36	35	33	42	35	60	72	23	54	105	109	95	72	23	54	272	149	37					
No formal qualifications	72	2	8	8	6	4	8	7	14	10	3	3	18	17	20	10	3	3	48	17	7					

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Datafile for Ipsos MORI 16-029926-01 - EU Paris of Perception

16-029926-01 - EU Perils of Perception Table: 18
 27th - 30th May
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Weighted by: Weight variable
 Level: Top

Sample profile
 All Adults aged 18-75 in Great Britain

	Total	Votter Intention			EU Referendum Votter Intention			Likelihood to vote (EU Referendum)		
		Conserv	Labour	Other	Remain	Leave	Undecided	Absolutely certain to vote	6-10 vote (1)	Would not vote (1)
Gender	1083	279	289	303	460	474	111	707	951	36
Male	536	147	144	158	215	254	45	350	477	18
Female	547	132	145	145	245	220	62	357	474	18
Age	1083	279	289	303	460	474	111	707	951	36
18-24	141	21	47	38	76	39	17	80	119	5
25-34	202	49	62	46	102	73	17	104	169	5
35-44	207	51	53	52	91	83	23	118	172	15
45-54	211	55	48	60	90	103	32	137	195	3
55-75	322	100	77	95	130	176	31	247	297	9
Social grade	1083	279	289	303	460	474	111	707	951	36
A8	289	98	57	82	151	103	28	190	255	7
C1	305	88	84	75	132	130	31	204	278	7
C2	234	55	64	66	85	116	24	161	207	11
D0	255	37	84	79	92	125	36	151	211	11
Employment status	1083	279	289	303	460	474	111	707	951	36
Full-time	470	144	138	120	205	202	48	290	421	15
Part-time	187	41	55	53	78	81	19	127	159	10
Self-employed	91	20	20	33	40	30	10	66	78	5
ANY WORKING	187	107	101	106	123	122	37	168	208	30
ANY NOT WORKING	186	72	97	97	137	152	34	224	201	6
Income	1083	279	289	303	460	474	111	707	951	36
UP TO £10,999	254	39	74	81	100	114	28	160	214	13
£20,000-£34,999	281	67	86	75	125	115	31	185	244	7
£35,000 - £54,999	200	74	64	76	106	124	23	174	239	10
£55,000+	159	72	33	34	89	57	12	107	146	3
Prefer not to answer	188	38	32	34	60	63	18	81	107	4
Education	1083	279	289	303	460	474	111	707	951	36
GCSF IQ Level/PIV012	277	72	61	87	77	160	28	178	240	10
A level or equivalent	177	69	81	67	120	115	30	180	239	14
Degree/Masters/PhD	458	126	127	127	241	163	41	308	457	8
No formal qualifications	72	12	20	21	21	35	12	41	56	4

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