

# WILL THEY SWAY THE VOTE? MAJORITY OF OVER 50s WILL VOTE TO LEAVE THE EU IN FORTHCOMING REFERENDUM

Submitted by: Forge Communications

Thursday, 7 April 2016

---

- 65% of over 50s will vote to leave the EU
- Immigration controls, interference from Brussels and National security & terrorism threat are top 3 reasons to leave
- Nearly two thirds claim David Cameron has failed to get good enough deal

LONDON, 07 APRIL 2016 - Over two thirds of the over 50s will vote for Brexit in the June referendum citing immigration controls as their top reason for wanting to leave. The poll by Silversurfers.com also revealed that nearly the same amount (59%) thought David Cameron had failed to get a good enough deal for the UK and a quarter saying he could have done better.

## TOP 10 REASONS FOR LEAVING

- 1) 75%, Immigration controls
- 2) 71%, Interference from Brussels
- 3) 63%, National security & terrorism threat
- 4) 62.3%, Protection of British Sovereignty
- 5) 62.1%, Cost of European Parliament
- 6) 62%, Welfare & Benefits
- 7) 53%, Economic & trading issues
- 8) 52%, Impact on the NHS
- 9) 36%, Collective Political Power
- 10) 19%, Currency devaluation

With these reasons in mind, a third (33%) of over 50s, who voted in the 1975 referendum to stay in the EEC now want to leave.

Martin Lock, CEO of Silversurfers said, "This is really fascinating! The over 50s have changed their minds. They've lived with the EU since 1972 and they've quite simply had enough!

"It is widely recognised that the over 50s are the age group of voters who make the effort to vote. This means that it is possible that their votes could be the deciding factor on whether the UK stays in or out."

The research also showed that the over 50s were divided on whether they thought they'd had enough information on the impact of staying or leaving the EU. Over half (52%) said they had had enough information and over two fifths (42%) thought they hadn't – so there's undoubtedly still time to influence the over 50s.

- ends-

For further information please contact:

Denise Pritchard, Marketing Director, Silversurfers

e: denise.pritchard@silversurfers.com

m: +44 (0) 7917 70 00 17

#### Notes to Editors:

The Silversurfers Barometer Surveys are run online by Silversurfers.com. We aim to provide insight into trends and opinions of the over 50s demographic. There were 6,054 respondents aged from 50 to 80+ and they represent views from all over the UK.

#### About Silversurfers.com

The Silversurfers brand is the generic term for the over 50s on the Internet.

Silversurfers.com is a unique and informative lifestyle website and social network exclusively for the online community of over 50s. The site was developed by an experienced team all aged over 50 in response to the growing number of internet users aged over 50, which currently stands at over 15 million. The management team has extensive knowledge of the digital world. Commercial, editorial, marketing, sales and digital expertise is supported by a diverse board which is guiding the business's rapid growth.

Silversurfers.com is a trusted and friendly online community environment providing news, reviews, features and offers from leading brands. Key sections include: Silvercard+ (discounts), Speakers Corner, (where visitors can vote and comment on a large range of subjects), "Best of The Web": (a round-up of useful websites covering over 200 topics ranging from health and wellbeing, travel and finance to cars, technology, sport and gardening), Showcase, where members publish their own content and Silverfriends, an online friendship site for the over 50s and Barometer Surveys.

Its widely-used community and social media sites (the largest UK over 50s social media Facebook site with +300,000 followers with average interaction rates up to 500,000 per week and posts reaching over 5 million people) provide an integrated social experience for users who want to meet new friends, connect with old friends and share information online.