

#### Sample Size: 1658 GB Adults

		otal Remain Leave Con Lab Lib UKIR Male L				nder		Aç	ge		Social	Grade			Region					
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1658	652	708	468	388	99	158	802	856	192	708	410	348	945	713	199	550	356	400	153
Unweighted Sample	1658	757	713	488	405	112	163	696	962	176	632	439	411	1037	621	164	572	368	412	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your finances, which of the following best reflects your position?								1						I						
I am very comfortable financially		4	4	7	2	4	2	4	4	5	2	5	7	5	3	1	5	3	6	3
I am relatively comfortable financially		41	40	51	34	43	41	40	35	30	29	43	52	45	27	34	39	40	35	34
I am just about managing financially	37	37	38	33	36	42	38	34	39	33	39	37	34	35	39	38	34	36	37	42
I am not really managing financially, and often struggle to make ends meet	12	12	12	5	19	6	13	12	13	11	16	12	6	8	19	16	11	14	11	12
I am not managing financially, and often have to go without essentials or am falling deeper into debt	4	3	3	1	5	2	3	4	4	5	6	1	1	3	5	4	3	3	5	4
Not sure	6	4	3	2	4	3	2	6	6	16	8	2	1	5	8	7	7	4	6	6
How likely, if at all, are you to consider voting for the following parties at the next general election? Conservatives Will definitely vote for them or consider voting for them	24	21	34	69	3	10	14	25	23	17	14	28	41	24	23	18	32	22	19	18
Will consider voting for them	19	14	26	22	14	24	34	21	17	21	18	19	18	21	17	19	17	22	21	12
TOTAL WILL CONSIDER	43	35	60	91	17	34	48	46	40	38	32	47	59	45	40	37	49	44	40	30
Will probably not consider voting for them	9	11	9	3	12	19	17	8	9	10	11	8	6	9	9	10	9	10	9	7
Will definitely not consider voting for them	37	48	23	3	63	42	28	38	35	36	40	39	28	38	35	42	30	34	38	57
TOTAL WILL NOT CONSIDER	46	59	32	6	75	61	45	46	44	46	51	47	34	47	44	52	39	44	47	64
Don't know	12	6	8	4	8	5	7	7	16	17	17	5	7	8	16	11	12	13	13	6
Labour																_				
Will definitely vote for them or consider voting for them	13	22	7	1	40	9	1	13	14	20	15	13	7	14	12	17	10	14	17	6
Will consider voting for them	20	26	18	11	33	26	14	21	19	24	24	17	12	21	19	24	17	21	20	22
TOTAL WILL CONSIDER		48	25	12	73	35	15	34	33	44	39	30	19	35	31	41	27	35	37	28
Will probably not consider voting for them	14	18	13	18	7	25	15	17	12	15	15	16	11	15	13	14	12	13	14	29
Will definitely not consider voting for them	40	27	54	66	9	35	66	44	37	24	28	48	64	40	40	33	49	39	34	35
TOTAL WILL NOT CONSIDER		45	67	84	16	60	81	61	49	39	43	64	75	55	53	47	61	52	48	64
Don't know	12	7	9	4	10	5	4	6	18	16	17	6	6	9	16	12	11	13	14	8



#### Sample Size: 1658 GB Adults

			"Jus	t About I	Managing"			Household Income									
	Total	Very	Relatively	JAMS	Not Really	Not	Not sure	Under	£10,000 to	£20,000 to	£30,000 to	£40,000 to	50,000 to	£70,000			
		Comfortable	Comfortable		Managing	Managing		£10,000	19,999	29,999	39,999	49,999	69,999	and Over			
Weighted Sample		65	618	607	206	62	100	123	247	263	156	128	112	89			
Unweighted Sample		71	654	615	186	62	70	115	241	279	156	130	121	86			
	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
Thinking about your finances, which of the																	
following best reflects your position?																	
I am very comfortable financially	4	100	0	0	0	0	0	1	1	5	9	1	6	11			
I am relatively comfortable financially	37	0	100	0	0	0	0	16	29	37	46	55	55	58			
I am just about managing financially	37	0	0	100	0	0	0	30	41	40	33	33	25	20			
I am not really managing financially, and often	40	0	0	0	100	0	0		04		7	-	0	<u>^</u>			
struggle to make ends meet	12	0	0	0	100	0	0	29	21	11	7	5	9	6			
I am not managing financially, and often have to go	4	0	0	0	0	100	0	12	4	3	5	2	2	4			
without essentials or am falling deeper into debt		-			-		-				-	-		·			
Not sure	6	0	0	0	0	0	100	13	3	3	0	4	3	1			
How likely, if at all, are you to consider voting for the following parties at the next general election? Conservatives								1									
Will definitely vote for them or consider voting for them	24	54	31	22	9	11	8	16	22	21	30	30	29	41			
Will consider voting for them	19	20	21	20	18	7	4	9	17	23	18	17	20	20			
TOTAL WILL CONSIDER	43	74	52	42	27	18	12	25	39	44	48	47	49	61			
Will probably not consider voting for them	9	2	9	10	10	4	8	11	8	10	7	9	7	12			
Will definitely not consider voting for them	37	20	33	37	48	63	33	48	39	35	41	30	37	27			
TOTAL WILL NOT CONSIDER		22	42	47	58	67	41	59	47	45	48	39	44	39			
Don't know	12	4	6	11	15	16	47	16	15	12	4	13	6	1			
Labour																	
Will definitely vote for them or consider voting for them	13	9	13	12	18	21	6	14	13	12	18	13	18	9			
Will consider voting for them	20	22	20	23	19	15	10	20	13	20	23	27	21	21			
TOTAL WILL CONSIDER		31	33	35	37	36	16	34	26	32	41	40	39	30			
Will probably not consider voting for them	14	13	14	16	15	7	8	11	13	15	16	11	15	20			
Will definitely not consider voting for them	40	50	47	37	32	42	27	41	47	40	38	35	39	48			
TOTAL WILL NOT CONSIDER		63	61	53	47	49	35	52	60	55	54	46	54	68			
Don't know	12	6	6	12	15	15	49	13	14	12	5	14	7	2			



#### Sample Size: 1658 GB Adults

Γ				Home	Ownershi	ip		Organisation Type								
Γ,	F . 4 . 1	Own -	Own -	Rent -	Rent -	Rent - Housing	Don't	Self-	Private	Nationalised	Other public	Charity /	01	Have never		
	Total	outright	Mortgage	LA	Private	Association	know	employed	sector	industry	sector	voluntary	Other	worked		
Weighted Sample 1	658	272	224	66	101	41	28	153	523	180	192	79	81	19		
Unweighted Sample 1	658	287	221	51	91	43	23	147	501	190	204	83	71	16		
_	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Thinking about your finances, which of the following best reflects your position?	4	8	3	1	2	0	7	5	3	5	6	5	1	0		
	37	56	47	11	21	15	33	33	39	35	48	39	21	16		
	37	29	39	41	45	37	27	32	39	42	33	35	39	41		
I am not really managing financially, and often struggle to make ends meet	12	5	8	26	19	31	8	18	12	12	6	19	11	0		
I am not managing financially, and often have to go without essentials or am falling deeper into debt	4	0	1	4	6	11	7	4	3	3	3	2	8	16		
Not sure	6	2	2	17	8	5	18	9	4	4	3	1	19	27		
How likely, if at all, are you to consider voting for the following parties at the next general election? Conservatives Will definitely vote for them or consider voting for them	24	35	25	14	17	3	18	28	28	19	22	16	14	9		
	19	19	23	18	16	18	30	17	20	16	20	21	9	24		
TOTAL WILL CONSIDER	43	54	48	32	33	21	48	45	48	35	42	37	23	33		
Will probably not consider voting for them	9	6	10	5	8	9	15	11	7	9	8	11	9	5		
, , , , , , , , , , , , , , , , , , , ,	37	34	33	54	41	53	24	34	34	41	41	45	48	49		
· · · · · · · · · · · · · · · · · · ·	46	40	43	59	49	62	39	45	41	50	49	56	57	54		
Don't know	12	6	9	9	18	17	14	9	11	15	9	7	20	13		
Labour	•															
Will definitely vote for them or consider voting for them	13	10	13	7	14	21	24	12	12	15	15	21	9	9		
Will consider voting for them	20	14	20	20	18	23	27	17	19	25	24	22	14	28		
TOTAL WILL CONSIDER	33	24	33	27	32	44	51	29	31	40	39	43	23	37		
Will probably not consider voting for them	14	14	13	18	15	13	8	12	15	17	11	14	10	6		
Will definitely not consider voting for them	40	55	44	45	39	21	27	51	43	26	39	34	43	50		
TOTAL WILL NOT CONSIDER	54	69	57	63	54	34	35	63	58	43	50	48	53	56		
Don't know	12	8	10	10	15	22	14	8	11	17	9	10	25	8		



#### Sample Size: 1658 GB Adults

Tieldwork. 24th - 25th November 2010					Marital Stat		Child	dren	Social Grade							
	Total	Married	Living as married	Separated	Divorced	Widowed	Never married	Civil Partnership	None	1+	Α	В	C1	C2	D	Е
Weighted Sample	1658	725	223	36	93	65	502	14	1183	371	192	272	481	348	142	223
Unweighted Sample	1658	762	210	30	104	74	463	15	1225	346	212	300	525	264	143	214
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your finances, which of the following best reflects your position?									_							
I am very comfortable financially	4	5	2	2	3	6	3	0	4	3	9	7	2	4	2	1
I am relatively comfortable financially		47	28	19	27	45	30	31	41	30	54	50	38	31	33	18
I am just about managing financially	37	36	39	32	49	33	35	42	37	36	26	33	39	41	34	40
I am not really managing financially, and often struggle to make ends meet	12	7	20	23	17	11	16	9	10	20	5	6	10	15	19	24
I am not managing financially, and often have to go without essentials or am falling deeper into debt	4	1	6	15	3	0	6	4	3	6	0	2	5	2	5	9
Not sure	6	4	6	8	1	4	10	13	5	6	5	3	6	7	7	9
the following parties at the next general election? Conservatives Will definitely vote for them or consider voting for them	24	31	19	14	23	38	15	20	27	17	33	24	21	26	21	18
Will consider voting for them	19	19	23	20	13	15	17	40	19	20	19	23	20	19	16	13
TOTAL WILL CONSIDER	43	50	42	34	36	53	32	60	46	37	52	47	41	45	37	31
Will probably not consider voting for them	9	8	9	2	17	3	10	0	8	10	9	9	9	11	7	8
Will definitely not consider voting for them	37	31	37	51	40	33	44	22	37	37	31	37	41	29	37	43
TOTAL WILL NOT CONSIDER	46	39	46	53	57	36	54	22	45	47	40	46	50	40	44	51
Don't know	12	10	13	13	6	11	14	17	9	16	8	8	9	14	19	18
Labour	1							1								
Will definitely vote for them or consider voting for them	13	12	12	6	12	12	17	0	12	15	13	18	13	13	11	10
Will consider voting for them	20	19	21	22	13	12	24	13	18	26	18	24	20	18	19	19
TOTAL WILL CONSIDER	33	31	33	28	25	24	41	13	30	41	31	42	33	31	30	29
Will probably not consider voting for them	14	14	19	13	14	12	14	17	15	13	14	15	16	14	12	13
Will definitely not consider voting for them	40	45	36	40	52	52	32	53	46	29	46	35	41	41	40	38
TOTAL WILL NOT CONSIDER	54	59	55	53	66	64	46	70	61	42	60	50	57	55	52	51
Don't know	12	11	13	19	9	12	13	18	9	17	8	8	10	13	18	19



# Sample Size: 1658 GB Adults Fieldwork: 24th - 25th November 2016

		EU Ref	Vote	Lib					ender	Age				Social	Grade	e Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1658	652	708	468	388	99	158	802	856	192	708	410	348	945	713	199	550	356	400	153
Unweighted Sample	1658	757	713	488	405	112	163	696	962	176	632	439	411	1037	621	164	572	368	412	142
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats										-										
Will definitely vote for them or consider voting for them	6	13	1	2	8	36	0	6	5	5	7	5	5	7	4	9	5	5	6	5
Will consider voting for them	19	28	12	17	25	37	11	20	17	25	21	16	13	23	13	23	18	20	15	20
TOTAL WILL CONSIDER	25	41	13	19	33	73	11	26	22	30	28	21	18	30	17	32	23	25	21	25
Will probably not consider voting for them	16	19	15	19	20	9	8	16	16	20	14	18	14	16	16	13	14	17	19	17
Will definitely not consider voting for them	48	33	64	57	38	12	75	50	45	30	41	55	62	45	51	44	50	46	46	52
TOTAL WILL NOT CONSIDER	64	52	79	76	58	21	83	66	61	50	55	73	76	61	67	57	64	63	65	69
Don't know	12	8	8	5	9	6	6	8	17	19	17	6	7	9	16	11	12	13	15	7
UKIP																				
Will definitely vote for them or consider voting for them	7	1	16	3	3	1	51	10	4	3	7	8	10	6	9	5	8	9	8	3
Will consider voting for them	14	3	26	17	11	2	33	17	11	11	13	15	14	11	17	12	11	21	13	11
TOTAL WILL CONSIDER	21	4	42	20	14	3	84	27	15	14	20	23	24	17	26	17	19	30	21	14
Will probably not consider voting for them	9	5	13	12	8	8	5	10	9	7	9	9	11	9	10	8	9	7	12	5
Will definitely not consider voting for them	60	87	37	63	71	84	5	57	62	64	58	61	59	67	50	66	61	53	53	78
TOTAL WILL NOT CONSIDER	69	92	50	75	79	92	10	67	71	71	67	70	70	76	60	74	70	60	65	83
Don't know	10	5	8	5	7	5	6	6	14	14	13	7	5	7	14	9	12	10	13	2
Green										i.										
Will definitely vote for them or consider voting for them	5	7	2	1	6	2	0	4	5	10	4	5	2	5	4	6	4	5	4	7
Will consider voting for them	18	28	10	8	27	30	11	18	18	25	19	17	11	20	14	17	18	19	14	23
TOTAL WILL CONSIDER	23	35	12	9	33	32	11	22	23	35	23	22	13	25	18	23	22	24	18	30
Will probably not consider voting for them	18	23	16	16	24	27	14	18	18	11	20	19	16	18	16	15	15	18	22	17
Will definitely not consider voting for them	48	34	63	70	34	33	67	54	42	38	40	51	64	47	49	49	51	44	46	47
TOTAL WILL NOT CONSIDER	66	57	79	86	58	60	81	72	60	49	60	70	80	65	65	64	66	62	68	64
Don't know	12	8	8	5	9	8	7	7	18	16	17	8	7	10	16	13	12	14	14	6



### Sample Size: 1658 GB Adults

			"Jus	t About	Managing"			Household Income									
	Total	Very	Relatively	JAMS	Not Really	Not	Not sure	Under	£10,000 to	£20,000 to		£40,000 to	50,000 to	£70,000			
	1050	Comfortable	Comfortable		Managing	Managing		£10,000	19,999	29,999	39,999	49,999	69,999	and Over			
Weighted Sample		65	618	607	206	62	100	123	247	263	156	128	112	89			
Unweighted Sample		71	654	615	186	62	70	115	241	279	156	130	121	86			
Liberal Democrats	%	%	%	%	%	%	%	%	%	%	%	%	%	%			
Will definitely vote for them or consider voting for them	6	5	8	5	4	6	1	5	5	5	9	7	8	10			
Will consider voting for them	19	15	19	22	15	8	10	13	13	14	25	24	27	23			
TOTAL WILL CONSIDER	25	20	27	27	19	14	11	18	18	19	34	31	35	33			
Will probably not consider voting for them	16	20	20	15	12	5	7	13	14	14	16	13	16	17			
Will definitely not consider voting for them	48	53	47	47	53	66	32	52	56	54	45	40	42	49			
TOTAL WILL NOT CONSIDER	64	73	67	62	65	71	39	65	70	68	61	53	58	66			
Don't know	12	7	6	11	16	16	50	17	12	13	5	16	7	1			
UKIP																	
Will definitely vote for them or consider voting for them	7	1	7	7	10	15	4	10	8	11	4	5	8	8			
Will consider voting for them	14	16	13	14	18	12	5	14	13	18	17	15	12	9			
TOTAL WILL CONSIDER	21	17	20	21	28	27	9	24	21	29	21	20	20	17			
Will probably not consider voting for them	9	17	9	8	12	3	7	9	10	10	8	7	3	8			
Will definitely not consider voting for them	60	61	66	61	49	58	37	53	57	52	67	62	71	73			
TOTAL WILL NOT CONSIDER		78	75	69	61	61	44	62	67	62	75	69	74	81			
Don't know	10	5	5	10	11	13	46	13	12	9	4	11	6	1			
Green																	
Will definitely vote for them or consider voting for them	5	3	4	5	6	5	2	6	3	4	3	2	5	4			
Will consider voting for them	18	18	18	19	16	20	9	20	14	15	25	16	18	16			
TOTAL WILL CONSIDER	23	21	22	24	22	25	11	26	17	19	28	18	23	20			
Will probably not consider voting for them	18	22	18	17	22	15	7	20	20	16	20	18	20	15			
Will definitely not consider voting for them	48	56	54	47	39	44	34	38	49	53	47	49	51	62			
TOTAL WILL NOT CONSIDER	66	78	72	64	61	59	41	58	69	69	67	67	71	77			
Don't know	12	1	6	12	16	17	49	16	14	12	5	16	6	2			



### Sample Size: 1658 GB Adults

Fieldwork: 24th - 25th November 2016	
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	Ie 1658 272 224 66 101 41 28 153   Ie 1658 287 221 51 91 43 23 147   % % % % % % % % % % % %   or 6 5 6 2 5 3 14 5   or 19 12 22 8 18 13 18 20   R 25 17 28 10 23 16 32 25   in 16 17 14 11 15 18 12 11   in 48 60 49 72 46 54 39 53   in 48 60 49 72 46 54 39 53   in 41 15 9 33 10 17 11   in 41 15 9 33 10 17 15 15 <th< th=""><th colspan="9">Organisation Type</th></th<>									Organisation Type								
	Total	Own -	Own -	Rent -	Rent -	Rent - Housing	Don't	Self-	Private	Nationalised	Other public	Charity /	Other	Have never				
	TOLAI	outright	Mortgage	LA	Private	Association	know	employed	sector	industry	sector	voluntary	Oullei	worked				
Weighted Sample		272	224	66	101	41	-	153	523	180	192	79	81	19				
Unweighted Sample	1658	_			-	-	-		501	190	204	83	71	16				
	%	%	%	%	%	%	%	%	%	%	%	%	%	%				
Liberal Democrats																		
Will definitely vote for them or consider voting for them	6	5	6	2	5	3	14	5	5	8	5	10	5	0				
Will consider voting for them	19	12	22	8	18	13	18	20	17	20	18	31	11	9				
TOTAL WILL CONSIDER	25	17	28	10	23	16	32	25	22	28	23	41	16	9				
Will probably not consider voting for them	16	17	14	11	15	18	12	11	14	20	18	12	10	33				
Will definitely not consider voting for them	48	60							54	36	49	38	53	51				
TOTAL WILL NOT CONSIDER		77	63					-	68	56	67	50	63	84				
Don't know	12	7	9	7	16	12	17	11	10	16	10	9	20	8				
UKIP																		
Will definitely vote for them or consider voting for them	7	7	5	11	10	10	4	4	7	5	8	7	13	27				
Will consider voting for them	14	15	9	33	10	17	15	15	17	10	12	16	14	0				
TOTAL WILL CONSIDER	21	22	14	44	20	27	19	19	24	15	20	23	27	27				
Will probably not consider voting for them	9	10	10	-		6		-	11	8	9	5	5	24				
Will definitely not consider voting for them		-							56	66	62	68	49	41				
TOTAL WILL NOT CONSIDER									67	74	71	73	54	65				
Don't know	10	7	9	7	14	15	19	9	9	11	9	4	19	8				
Green		1																
Will definitely vote for them or consider voting for them	5	3	4	2	1	4	0	4	4	5	2	5	3	0				
Will consider voting for them	18	12	19	13	28	18	18	16	15	23	19	29	16	21				
TOTAL WILL CONSIDER	23	15	23	15	29	22	18	20	19	28	21	34	19	21				
Will probably not consider voting for them	18	15	20	15	20	19	14	18	18	18	17	22	16	10				
Will definitely not consider voting for them	48	61	49	59	37	48	46	50	54	38	48	38	43	57				
TOTAL WILL NOT CONSIDER	66	76	69	74	57	67	60	68	72	56	65	60	59	67				
Don't know	12	8	8	10	15	12	22	11	10	16	14	7	22	13				



# Sample Size: 1658 GB Adults Fieldwork: 24th - 25th November 2016

					Marital Stat		Child	dren	Social Grade							
	Total	Married	Living as married	Separated	Divorced	Widowed	Never married	Civil Partnership	None	1+	Α	В	C1	C2	D	Е
Weighted Sample	1658	725	223	36	93	65	502	14	1183	371	192	272	481	348	142	223
Unweighted Sample	1658	762	210	30	104	74	463	15	1225	346	212	300	525	264	143	214
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats																
Will definitely vote for them or consider voting for them	6	5	4	3	10	2	7	0	6	6	7	8	6	3	4	5
Will consider voting for them	19	17	17	18	18	15	22	14	17	22	21	26	22	15	10	11
TOTAL WILL CONSIDER	25	22	21	21	28	17	29	14	23	28	28	34	28	18	14	16
Will probably not consider voting for them	16	16	15	6	13	18	17	6	16	14	15	14	17	16	15	15
Will definitely not consider voting for them	48	50	50	60	52	54	39	61	51	41	48	42	45	51	53	50
TOTAL WILL NOT CONSIDER	64	66	65	66	65	72	56	67	67	55	63	56	62	67	68	65
Don't know	12	11	13	13	8	11	15	18	9	18	9	9	10	14	18	19
UKIP																
Will definitely vote for them or consider voting for them	7	7	9	2	8	6	7	4	8	8	8	6	6	9	5	11
Will consider voting for them	14	14	22	16	7	8	11	9	14	15	13	12	10	21	16	11
TOTAL WILL CONSIDER	21	21	31	18	15	14	18	13	22	23	21	18	16	30	21	22
Will probably not consider voting for them	9	9	8	8	19	13	8	5	9	10	7	8	10	10	8	10
Will definitely not consider voting for them	60	60	51	66	58	63	62	68	63	54	67	68	66	47	60	49
TOTAL WILL NOT CONSIDER	69	69	59	74	77	76	70	73	72	64	74	76	76	57	68	59
Don't know	10	10	9	7	8	10	11	13	7	14	5	6	9	12	11	19
Green																
Will definitely vote for them or consider voting for them	5	3	3	5	8	2	7	0	4	4	4	5	5	4	7	3
Will consider voting for them	18	16	18	10	16	7	23	17	17	20	19	22	20	15	14	13
TOTAL WILL CONSIDER	23	19	21	15	24	9	30	17	21	24	23	27	25	19	21	16
Will probably not consider voting for them	18	17	20	21	23	17	16	21	17	19	17	19	19	17	13	18
Will definitely not consider voting for them	48	53	45	48	45	60	40	44	52	40	52	46	46	51	48	47
TOTAL WILL NOT CONSIDER	66	70	65	69	68	77	56	65	69	59	69	65	65	68	61	65
Don't know	12	11	14	15	8	14	15	18	9	17	8	8	11	14	17	19