





## YouGov Survey Results

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

|                          | Total       | Home Ownership |                |           |                |                            |            | Organisation Type |                |                       |                     |                     |       |                   |
|--------------------------|-------------|----------------|----------------|-----------|----------------|----------------------------|------------|-------------------|----------------|-----------------------|---------------------|---------------------|-------|-------------------|
|                          |             | Own - outright | Own - Mortgage | Rent - LA | Rent - Private | Rent - Housing Association | Don't know | Self-employed     | Private sector | Nationalised industry | Other public sector | Charity / voluntary | Other | Have never worked |
| <b>Weighted Sample</b>   | <b>1658</b> | 272            | 224            | 66        | 101            | 41                         | 28         | 153               | 523            | 180                   | 192                 | 79                  | 81    | 19                |
| <b>Unweighted Sample</b> | <b>1658</b> | 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?

|   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I am very comfortable financially   | 4  | 8  | 3  | 1  | 2  | 0  | 7  | 5  | 3  | 5  | 6  | 5  | 1  | 0  |
| I am relatively comfortable financially   | 37 | 56 | 47 | 11 | 21 | 15 | 33 | 33 | 39 | 35 | 48 | 39 | 21 | 16 |
| I am just about managing financially  | 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         |
| Will consider voting for them                             | 19        | 19        | 23        | 18        | 16        | 18        | 30        | 17        | 20        | 16        | 20        | 21        | 9         | 24        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>43</b> | <b>54</b> | <b>48</b> | <b>32</b> | <b>33</b> | <b>21</b> | <b>48</b> | <b>45</b> | <b>48</b> | <b>35</b> | <b>42</b> | <b>37</b> | <b>23</b> | <b>33</b> |
| Will probably not consider voting for them                | 9         | 6         | 10        | 5         | 8         | 9         | 15        | 11        | 7         | 9         | 8         | 11        | 9         | 5         |
| Will definitely not consider voting for them              | 37        | 34        | 33        | 54        | 41        | 53        | 24        | 34        | 34        | 41        | 41        | 45        | 48        | 49        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>46</b> | <b>40</b> | <b>43</b> | <b>59</b> | <b>49</b> | <b>62</b> | <b>39</b> | <b>45</b> | <b>41</b> | <b>50</b> | <b>49</b> | <b>56</b> | <b>57</b> | <b>54</b> |
| 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>33</b> | <b>24</b> | <b>33</b> | <b>27</b> | <b>32</b> | <b>44</b> | <b>51</b> | <b>29</b> | <b>31</b> | <b>40</b> | <b>39</b> | <b>43</b> | <b>23</b> | <b>37</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>54</b> | <b>69</b> | <b>57</b> | <b>63</b> | <b>54</b> | <b>34</b> | <b>35</b> | <b>63</b> | <b>58</b> | <b>43</b> | <b>50</b> | <b>48</b> | <b>53</b> | <b>56</b> |
| Don't know  | 12        | 8         | 10        | 10        | 15        | 22        | 14        | 8         | 11        | 17        | 9         | 10        | 25        | 8         |

## YouGov Survey Results

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

|                          | Marital Status |         |                   |           |          |         |               | Children          |      | Social Grade |     |     |     |     |     |     |
|--------------------------|----------------|---------|-------------------|-----------|----------|---------|---------------|-------------------|------|--------------|-----|-----|-----|-----|-----|-----|
|                          | Total          | Married | Living as married | Separated | Divorced | Widowed | Never married | Civil Partnership | None | 1+           | A   | B   | C1  | C2  | D   | E   |
| <b>Weighted Sample</b>   | <b>1658</b>    | 725     | 223               | 36        | 93       | 65      | 502           | 14                | 1183 | 371          | 192 | 272 | 481 | 348 | 142 | 223 |
| <b>Unweighted Sample</b> | <b>1658</b>    | 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   | 37 | 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  |

### 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        | 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>43</b> | <b>50</b> | <b>42</b> | <b>34</b> | <b>36</b> | <b>53</b> | <b>32</b> | <b>60</b> | <b>46</b> | <b>37</b> | <b>52</b> | <b>47</b> | <b>41</b> | <b>45</b> | <b>37</b> | <b>31</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>46</b> | <b>39</b> | <b>46</b> | <b>53</b> | <b>57</b> | <b>36</b> | <b>54</b> | <b>22</b> | <b>45</b> | <b>47</b> | <b>40</b> | <b>46</b> | <b>50</b> | <b>40</b> | <b>44</b> | <b>51</b> |
| Don't know  | 12        | 10        | 13        | 13        | 6         | 11        | 14        | 17        | 9         | 16        | 8         | 8         | 9         | 14        | 19        | 18        |

#### Labour

|   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>33</b> | <b>31</b> | <b>33</b> | <b>28</b> | <b>25</b> | <b>24</b> | <b>41</b> | <b>13</b> | <b>30</b> | <b>41</b> | <b>31</b> | <b>42</b> | <b>33</b> | <b>31</b> | <b>30</b> | <b>29</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>54</b> | <b>59</b> | <b>55</b> | <b>53</b> | <b>66</b> | <b>64</b> | <b>46</b> | <b>70</b> | <b>61</b> | <b>42</b> | <b>60</b> | <b>50</b> | <b>57</b> | <b>55</b> | <b>52</b> | <b>51</b> |
| 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 |        |       | Vote in 2015 |     |         |      | Gender |        | Age   |       |       |     | 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 |   |
| <b>Weighted Sample</b>   | <b>1658</b> | 652    | 708   | 468          | 388 | 99      | 158  | 802    | 856    | 192   | 708   | 410   | 348 | 945          | 713  | 199    | 550           | 356              | 400   | 153      |   |
| <b>Unweighted Sample</b> | <b>1658</b> | 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>25</b> | <b>41</b> | <b>13</b> | <b>19</b> | <b>33</b> | <b>73</b> | <b>11</b> | <b>26</b> | <b>22</b> | <b>30</b> | <b>28</b> | <b>21</b> | <b>18</b> | <b>30</b> | <b>17</b> | <b>32</b> | <b>23</b> | <b>25</b> | <b>21</b> | <b>25</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>64</b> | <b>52</b> | <b>79</b> | <b>76</b> | <b>58</b> | <b>21</b> | <b>83</b> | <b>66</b> | <b>61</b> | <b>50</b> | <b>55</b> | <b>73</b> | <b>76</b> | <b>61</b> | <b>67</b> | <b>57</b> | <b>64</b> | <b>63</b> | <b>65</b> | <b>69</b> |
| 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>21</b> | <b>4</b>  | <b>42</b> | <b>20</b> | <b>14</b> | <b>3</b>  | <b>84</b> | <b>27</b> | <b>15</b> | <b>14</b> | <b>20</b> | <b>23</b> | <b>24</b> | <b>17</b> | <b>26</b> | <b>17</b> | <b>19</b> | <b>30</b> | <b>21</b> | <b>14</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>69</b> | <b>92</b> | <b>50</b> | <b>75</b> | <b>79</b> | <b>92</b> | <b>10</b> | <b>67</b> | <b>71</b> | <b>71</b> | <b>67</b> | <b>70</b> | <b>70</b> | <b>76</b> | <b>60</b> | <b>74</b> | <b>70</b> | <b>60</b> | <b>65</b> | <b>83</b> |
| Don't know  | 10        | 5         | 8         | 5         | 7         | 5         | 6         | 6         | 14        | 14        | 13        | 7         | 5         | 7         | 14        | 9         | 12        | 10        | 13        | 2         |

**Green**

|   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>23</b> | <b>35</b> | <b>12</b> | <b>9</b>  | <b>33</b> | <b>32</b> | <b>11</b> | <b>22</b> | <b>23</b> | <b>35</b> | <b>23</b> | <b>22</b> | <b>13</b> | <b>25</b> | <b>18</b> | <b>23</b> | <b>22</b> | <b>24</b> | <b>18</b> | <b>30</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>66</b> | <b>57</b> | <b>79</b> | <b>86</b> | <b>58</b> | <b>60</b> | <b>81</b> | <b>72</b> | <b>60</b> | <b>49</b> | <b>60</b> | <b>70</b> | <b>80</b> | <b>65</b> | <b>65</b> | <b>64</b> | <b>66</b> | <b>62</b> | <b>68</b> | <b>64</b> |
| 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  
Fieldwork: 24th - 25th November 2016

|   | "Just About Managing" |                  |                        |           |                     |              | Household Income |               |                   |                   |                   |                   |                  |                  |
|---|-----------------------|------------------|------------------------|-----------|---------------------|--------------|------------------|---------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------|
|   | Total                 | Very Comfortable | Relatively Comfortable | JAMS      | Not Really Managing | Not Managing | Not sure         | Under £10,000 | £10,000 to 19,999 | £20,000 to 29,999 | £30,000 to 39,999 | £40,000 to 49,999 | 50,000 to 69,999 | £70,000 and Over |
| <b>Weighted Sample</b>                                    | <b>1658</b>           | 65               | 618                    | 607       | 206                 | 62           | 100              | 123           | 247               | 263               | 156               | 128               | 112              | 89               |
| <b>Unweighted Sample</b>                                  | <b>1658</b>           | 71               | 654                    | 615       | 186                 | 62           | 70               | 115           | 241               | 279               | 156               | 130               | 121              | 86               |
|   | %                     | %                | %                      | %         | %                   | %            | %                | %             | %                 | %                 | %                 | %                 | %                | %                |
| <b>Liberal Democrats</b>                                  |                       |                  |                        |           |                     |              |                  |               |                   |                   |                   |                   |                  |                  |
| 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               |
| <b>TOTAL WILL CONSIDER</b>                                | <b>25</b>             | <b>20</b>        | <b>27</b>              | <b>27</b> | <b>19</b>           | <b>14</b>    | <b>11</b>        | <b>18</b>     | <b>18</b>         | <b>19</b>         | <b>34</b>         | <b>31</b>         | <b>35</b>        | <b>33</b>        |
| 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               |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>64</b>             | <b>73</b>        | <b>67</b>              | <b>62</b> | <b>65</b>           | <b>71</b>    | <b>39</b>        | <b>65</b>     | <b>70</b>         | <b>68</b>         | <b>61</b>         | <b>53</b>         | <b>58</b>        | <b>66</b>        |
| Don't know  | 12                    | 7                | 6                      | 11        | 16                  | 16           | 50               | 17            | 12                | 13                | 5                 | 16                | 7                | 1                |
| <b>UKIP</b>   |                       |                  |                        |           |                     |              |                  |               |                   |                   |                   |                   |                  |                  |
| 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                |
| <b>TOTAL WILL CONSIDER</b>                                | <b>21</b>             | <b>17</b>        | <b>20</b>              | <b>21</b> | <b>28</b>           | <b>27</b>    | <b>9</b>         | <b>24</b>     | <b>21</b>         | <b>29</b>         | <b>21</b>         | <b>20</b>         | <b>20</b>        | <b>17</b>        |
| 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               |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>69</b>             | <b>78</b>        | <b>75</b>              | <b>69</b> | <b>61</b>           | <b>61</b>    | <b>44</b>        | <b>62</b>     | <b>67</b>         | <b>62</b>         | <b>75</b>         | <b>69</b>         | <b>74</b>        | <b>81</b>        |
| Don't know  | 10                    | 5                | 5                      | 10        | 11                  | 13           | 46               | 13            | 12                | 9                 | 4                 | 11                | 6                | 1                |
| <b>Green</b>  |                       |                  |                        |           |                     |              |                  |               |                   |                   |                   |                   |                  |                  |
| 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               |
| <b>TOTAL WILL CONSIDER</b>                                | <b>23</b>             | <b>21</b>        | <b>22</b>              | <b>24</b> | <b>22</b>           | <b>25</b>    | <b>11</b>        | <b>26</b>     | <b>17</b>         | <b>19</b>         | <b>28</b>         | <b>18</b>         | <b>23</b>        | <b>20</b>        |
| 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               |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>66</b>             | <b>78</b>        | <b>72</b>              | <b>64</b> | <b>61</b>           | <b>59</b>    | <b>41</b>        | <b>58</b>     | <b>69</b>         | <b>69</b>         | <b>67</b>         | <b>67</b>         | <b>71</b>        | <b>77</b>        |
| 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

|                          | Home Ownership |                |                |           |                |                            | Organisation Type |               |                |                       |                     |                     |       |                   |
|--------------------------|----------------|----------------|----------------|-----------|----------------|----------------------------|-------------------|---------------|----------------|-----------------------|---------------------|---------------------|-------|-------------------|
|                          | Total          | Own - outright | Own - Mortgage | Rent - LA | Rent - Private | Rent - Housing Association | Don't know        | Self-employed | Private sector | Nationalised industry | Other public sector | Charity / voluntary | Other | Have never worked |
| <b>Weighted Sample</b>   | <b>1658</b>    | 272            | 224            | 66        | 101            | 41                         | 28                | 153           | 523            | 180                   | 192                 | 79                  | 81    | 19                |
| <b>Unweighted Sample</b> | <b>1658</b>    | 287            | 221            | 51        | 91             | 43                         | 23                | 147           | 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         |
| <b>TOTAL WILL CONSIDER</b>                                | <b>25</b> | <b>17</b> | <b>28</b> | <b>10</b> | <b>23</b> | <b>16</b> | <b>32</b> | <b>25</b> | <b>22</b> | <b>28</b> | <b>23</b> | <b>41</b> | <b>16</b> | <b>9</b>  |
| 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        | 49        | 72        | 46        | 54        | 39        | 53        | 54        | 36        | 49        | 38        | 53        | 51        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>64</b> | <b>77</b> | <b>63</b> | <b>83</b> | <b>61</b> | <b>72</b> | <b>51</b> | <b>64</b> | <b>68</b> | <b>56</b> | <b>67</b> | <b>50</b> | <b>63</b> | <b>84</b> |
| 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         |
| <b>TOTAL WILL CONSIDER</b>                                | <b>21</b> | <b>22</b> | <b>14</b> | <b>44</b> | <b>20</b> | <b>27</b> | <b>19</b> | <b>19</b> | <b>24</b> | <b>15</b> | <b>20</b> | <b>23</b> | <b>27</b> | <b>27</b> |
| Will probably not consider voting for them                | 9         | 10        | 10        | 7         | 15        | 6         | 2         | 5         | 11        | 8         | 9         | 5         | 5         | 24        |
| Will definitely not consider voting for them              | 60        | 61        | 67        | 42        | 50        | 52        | 60        | 66        | 56        | 66        | 62        | 68        | 49        | 41        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>69</b> | <b>71</b> | <b>77</b> | <b>49</b> | <b>65</b> | <b>58</b> | <b>62</b> | <b>71</b> | <b>67</b> | <b>74</b> | <b>71</b> | <b>73</b> | <b>54</b> | <b>65</b> |
| Don't know  | 10        | 7         | 9         | 7         | 14        | 15        | 19        | 9         | 9         | 11        | 9         | 4         | 19        | 8         |

**Green**

|   |           |           |           |           |           |           |           |           |           |           |           |           |           |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>23</b> | <b>15</b> | <b>23</b> | <b>15</b> | <b>29</b> | <b>22</b> | <b>18</b> | <b>20</b> | <b>19</b> | <b>28</b> | <b>21</b> | <b>34</b> | <b>19</b> | <b>21</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>66</b> | <b>76</b> | <b>69</b> | <b>74</b> | <b>57</b> | <b>67</b> | <b>60</b> | <b>68</b> | <b>72</b> | <b>56</b> | <b>65</b> | <b>60</b> | <b>59</b> | <b>67</b> |
| 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 Status |         |                   |           |          |         |               | Children          |      | Social Grade |     |     |     |     |     |     |
|--------------------------|----------------|---------|-------------------|-----------|----------|---------|---------------|-------------------|------|--------------|-----|-----|-----|-----|-----|-----|
|                          | Total          | Married | Living as married | Separated | Divorced | Widowed | Never married | Civil Partnership | None | 1+           | A   | B   | C1  | C2  | D   | E   |
| <b>Weighted Sample</b>   | <b>1658</b>    | 725     | 223               | 36        | 93       | 65      | 502           | 14                | 1183 | 371          | 192 | 272 | 481 | 348 | 142 | 223 |
| <b>Unweighted Sample</b> | <b>1658</b>    | 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>25</b> | <b>22</b> | <b>21</b> | <b>21</b> | <b>28</b> | <b>17</b> | <b>29</b> | <b>14</b> | <b>23</b> | <b>28</b> | <b>28</b> | <b>34</b> | <b>28</b> | <b>18</b> | <b>14</b> | <b>16</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>64</b> | <b>66</b> | <b>65</b> | <b>66</b> | <b>65</b> | <b>72</b> | <b>56</b> | <b>67</b> | <b>67</b> | <b>55</b> | <b>63</b> | <b>56</b> | <b>62</b> | <b>67</b> | <b>68</b> | <b>65</b> |
| 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>21</b> | <b>21</b> | <b>31</b> | <b>18</b> | <b>15</b> | <b>14</b> | <b>18</b> | <b>13</b> | <b>22</b> | <b>23</b> | <b>21</b> | <b>18</b> | <b>16</b> | <b>30</b> | <b>21</b> | <b>22</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>69</b> | <b>69</b> | <b>59</b> | <b>74</b> | <b>77</b> | <b>76</b> | <b>70</b> | <b>73</b> | <b>72</b> | <b>64</b> | <b>74</b> | <b>76</b> | <b>76</b> | <b>57</b> | <b>68</b> | <b>59</b> |
| 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        |
| <b>TOTAL WILL CONSIDER</b>                                | <b>23</b> | <b>19</b> | <b>21</b> | <b>15</b> | <b>24</b> | <b>9</b>  | <b>30</b> | <b>17</b> | <b>21</b> | <b>24</b> | <b>23</b> | <b>27</b> | <b>25</b> | <b>19</b> | <b>21</b> | <b>16</b> |
| 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        |
| <b>TOTAL WILL NOT CONSIDER</b>                            | <b>66</b> | <b>70</b> | <b>65</b> | <b>69</b> | <b>68</b> | <b>77</b> | <b>56</b> | <b>65</b> | <b>69</b> | <b>59</b> | <b>69</b> | <b>65</b> | <b>65</b> | <b>68</b> | <b>61</b> | <b>65</b> |
| Don't know  | 12        | 11        | 14        | 15        | 8         | 14        | 15        | 18        | 9         | 17        | 8         | 8         | 11        | 14        | 17        | 19        |